

NEWSSTAND PRICE \$6.50

### Backstreet's Back — All Right!

The **Backstreet Boys** return in a major way: The group's new single, "Incomplete," gets triple-digit love from CHR/Pop this week, easily taking Most Added with a whopping 115 adds. "Incomplete" debuts at No. 33\* and scores Most Increased Plays, with +1,195. Congrats to Joe Riccitelli, John Strazza and the whole Jive/Zomba Label Group crew on this incredible feat.



# R&R

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**APRIL 15, 2005**

### Latin Hip-Hop Is Hot

Powered by the popularity of the reggaeton genre, Latin urban music is taking radio by storm. This week Latin Formats Editor **Jackie Madrigal** and Urban/Rhythmic Editor **Dana Hall** join forces to examine all aspects of this musical revolution, including the growing popularity of artists like **Pitbull**, pictured here. Pages 34, 37 and 79.



**"BREAKAWAY" #1 "SINCE U BEEN GONE" #1**



# KELLY CLARKSON

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## RUMBLE IN WEST PALM

On April 8 a jury awarded WEAT/West Palm Beach \$17.2 million in a breach of contract suit filed against James Crystal Broadcasting, former owner of WRMF/West Palm, and former WRMF employee Jennifer Ross, who was found to have violated a noncompete clause. This one's just heating up! Read all about it in Street Talk.

See Page 24

## GOOD NEWS ABOUT SMALLER MARKETS

Many radio major-leaguers are relocating to small and medium markets. Exec. Editor Roger Nadel talks to a few of them about the pros and cons in this week's Management, Marketing & Sales column.

See Page 8



THE INDUSTRY'S NEWSPAPER  
www.radioandrecords.com

## LIGHTNING STRIKES NASHVILLE

WRLT (Lightning 100) calls itself "Nashville's Progressive Radio," and for 15 years now it has been an important voice in Music City, playing artists and musical styles that other formats in town shy away from.

Triple A Editor **John Schoenberger** profiles this unique outlet and its success on Page 68.



A reporter who takes her work personally: Page 20

## KFMB-FM Says 'Bye, Star'

### San Diego station the latest to adopt 'Jack'

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

In a move that sent shockwaves across the Hot AC universe, Midwest TV's KFMB-FM/San Diego on April 6 abandoned its 11-year-old Hot AC "Star 100.7" presentation to embrace the "playing what we want" concept.

KFMB-FM is now "100.7 Jack FM," and the music mix is pretty typical of the more pop-oriented "Jack" stations that have cropped up since the approach's initial success in Canada. The 2pm hour on April 8 featured songs, in order, from Little River Band, Steve Winwood, Sugar Ray, Rick Springfield, John Cougar Mellencamp,

Led Zeppelin, Sniff 'N' The Tears, Lenny Kravitz, Berlin, Bob Seger, Everything But The Girl and Erasure.

KFMB-AM & FM VP/GM and KFMB-FM PD Tracy Johnson is overseeing the launch of Jack in San Di-

ego. He said, "Launching Jack FM is a natural evolution for the station following the incredible success of Star 100.7. With a massive library of songs and an irreverent attitude, we're going to have a lot of fun."

"Listeners have been telling us for years they want



More details on KFMB-FM's 'Jack' flip: Page 51

KFMB-FM See Page 14

## iAy, Caramba!

### R&R Tropical chart now monitored

Next week R&R will launch the monitored version of our Tropical chart, powered by Mediabase. This will complete our monitored expansion into the Latin formats.

R&R VP/Editorial & Music Operations Cyndee Maxwell said, "The Latin formats are really hot right now, especially with the explosion of the

reggaeton movement. We're delighted to offer credible and reliable music information not only to the Latin music community, but to the entire industry.

"As the Spanish-language formats continue to grow and develop, and with Latin Formats Editor Jackie Madrigal at the helm, we're confident that

TROPICAL See Page 23

## Catino Heads Promotion For UMG/Nashville

Capitol/Nashville Exec. VP/Promotion **Bill Catino** has been named Exec. VP/Promotion for Universal Music Group/Nashville's trio of labels, Mercury, MCA and DreamWorks. The imprints are home to country superstars Vince Gill, Toby Keith, Reba McEntire, George Strait and Shania Twain, among others.

Based in Nashville, Catino will oversee all of the label group's radio promotion initiatives. He succeeds Scott Borchetta, who departed in March and plans to launch a label of his own this fall.

UMG/Nashville co-Chairman Luke Lewis said, "In today's marketplace, you need seasoned professionals like Bill who understand the dynamics of artist development from

CATINO See Page 23



Catino

## Karis New CC Radio SVP/Southwest



Karis

Susan Karis has been named Sr. VP/Southwest Region for Clear Channel Radio, effective immediately. She'll be based in Phoenix and be responsible for 24 markets in Arizona, Nevada and Texas, including Dallas and Houston.

Clear Channel Radio President/CEO John Hogan said, "Susan is a seasoned radio professional and understands the needs of our local advertisers and listeners, as well as those of our local managers. Her proven operational experience, demonstrated in successfully managing Clear Channel's Phoenix

KARIS/See Page 23

## Q&A With Greater Media CEO Smyth

### Industry leader tackles top issues facing radio

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

Greater Media CEO **Peter Smyth** recently chatted with R&R about a myriad of issues facing the radio industry, and his company in particular. His candid responses on everything from how HD Radio and electronic audience measurement could change the industry to satellite radio's future and



Smyth

Our revenue will probably be up close to 15%. As for the economy, I think interest rates and oil prices are going to have an effect on Q2 and Q3. As rates keep going up, you'll see some cooling off in the economy. I just don't know when that will be.

R&R: How is the split between national and local advertising?

PS: National has been very strong in our markets. Our local business is good and up over last year, and I'm starting to see an increase in pricing.

R&R: What are your thoughts on the "Less Is More" initiative?

SMYTH See Page 17

R&R: How was Q1 for Greater Media?

PS: The quarter was excel-

## Bryant Upped To CC/S.F. RVP

Clear Channel has given Northern California veteran **Kim Bryant** expanded duties as Regional VP of the company's San Francisco Bay Area stations.

Bryant currently serves as Market Manager for CC's KCNL (Channel 104.9), KQKE (The Quake), KSJO (La Preciosa) and KUFJ (The Fox) in San Jose and has previously served as VP/Market Manager for Clear Channel's Monterey stations.

In her new role she'll oversee the company's stations in San Francisco, San Jose and Monterey, reporting to Sr. VP/Northwest Ed Krampf. Before joining Clear Channel in August 2003, Bryant was GM for Entravision's San Jose stations.

Krampf said, "Kim is an extremely bright and accomplished

BRYANT See Page 23

## R&R NUMBER 1s



URBAN  
T.I.

You Don't Know Me (Grand Hustle/Atlantic)

### CHR/POP

KELLY CLARKSON Since U Been Gone (RCA/RMG)

### CHR/RHYTHMIC

50 CENT Candy Shop (Shady/Aftermath/Interscope)

### URBAN AC

FANTASIA Truth Is (J/RMG)

### GOSPEL

DONNIE McCURKIN I Call You Faithful (Verity)

### COUNTRY

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

### AC

KELLY CLARKSON Breakaway (Hollywood)

### HOT AC

GREEN DAY Boulevard Of Broken Dreams (Reprise)

### SMOOTH JAZZ

BONEY JAMES I/J. SAMPLE Stone Groove (Warner Bros.)

### ROCK

AUDIOSLAVE Be Yourself (Interscope/Epic)

### ACTIVE ROCK

MUDVAYNE Happy? (Epic)

### 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

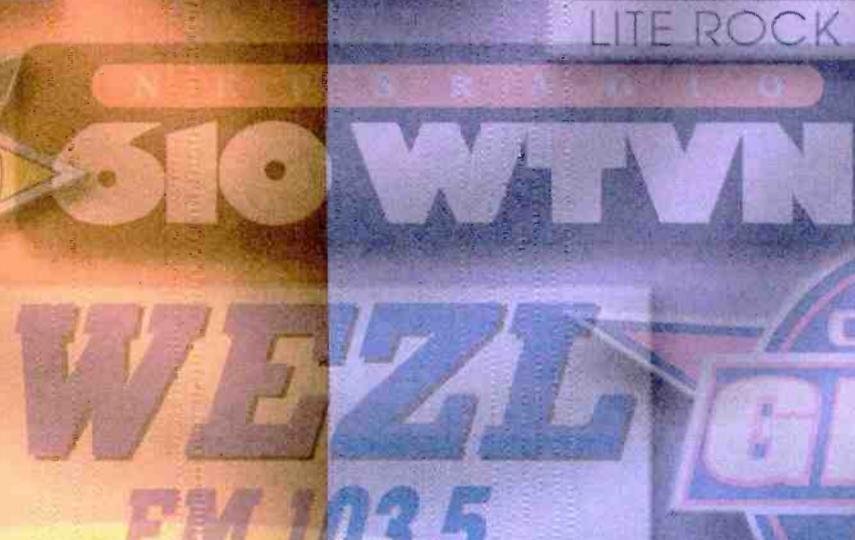
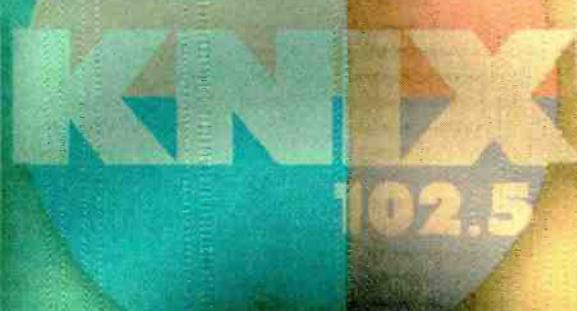
JUANES La Carnisa Negra (Universal)

### REGIONAL MEXICAN

CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)

### TROPICAL

LOS TOROS BAMO Perdona Me La Vida (DAM Productions)



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April 15, 2005

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At WSSM/St. Louis, SJ Out, 'Arch' In

Bonneville's WSSM/St. Louis on April 10 said goodbye to Smooth Jazz after 4 1/2 years, playing Euge Groove's "Thank You (Falletin Me Be Mice Elf Again)," then flipping to Adult Hits as "106-5 The Arch: '70s, '80s — whatever we want."



As The Arch, WSSM joins the wave of stations taking the "anything goes" approach. The station is now promising to play ABBA, ZZ Top and everything in between.

According to Mediabase 24/7, The Arch's first hour featured REO

Speedwagon's "Roll With the Changes," Naked Eyes' "Promises, Promises," Doobie Brothers' "Rockin' Down the Highway," The Tubes' "She's a Beauty," Elton John's "Sorry Seems to Be the Hardest Word," Peter Gabriel's "Solsbury Hill," Chumbawamba's

WSSM See Page 14

COUNTDOWN TO CLEVELAND



Convention 2005 • June 23-25

Cleveland's Radio Personalities

Why is R&R Convention 2005 being held in Cleveland? It's rock's 50th anniversary. Cleveland is also home to the Rock & Roll Hall of Fame and Museum, and many great radio personalities have come from the city, including:

- Alan Freed. The man who coined the term *rock & roll* spent many of his early years in the business on Ohio TV and radio. Freed (a.k.a. MoonDog) hosted the first rock concert in 1952, and 20,000 people tried to crash the gates of the 10,000-capacity Cleveland Arena.
- 30-year veteran John Lanigan is one of Cleveland's most well-known talk personalities. With his opinionated style, Lanigan and co-host Jimmy Malone have one of the highest-rated daily radio broadcasts in Ohio, on WMJI (Magic 105.7).
- Bob Pondillo, a.k.a. The Real Bob James, was a great fit on Rocker WGAR-AM. Joining an early incarnation of Don Imus, James was entertaining and spontaneous and helped cement the station's popularity.

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ACHIEVING GREATNESS ON THE AIR



Legendary New York radio talent Dan Ingram (r) was honored for his outstanding contributions to the market's airwaves over the past 41 years with the Lifetime Achievement Award at this year's New York Achievement in Radio ceremony. Joining Ingram in celebration is WPLJ morning co-host Todd Pettengill, who took home Best Syndicated Show for his Saturday Night at the '80s With Todd Pettengill.

Frugé Joins KALC (Alice 105.9)/Denver As PD

By Julie Kertes  
R&R AC/Hot AC Editor  
jkertes@radioandrecords.com

Entercom Communications has named Charese Frugé PD of Hot AC KALC (Alice 105.9)/Denver, replacing BJ Harris, who has relinquished his programming duties to focus on *The Alice Morning Show With BJ, Shea & Howie*. Frugé comes from the PD post at Infinity's KMXB (Mix 94.1)/Las Vegas and starts at Alice on May 2.



Frugé

Entercom/Denver VP/Market Manager Jerry McKenna told R&R, "I've known of and about Charese

for years, and I consider myself very fortunate to have been able

to work out a deal that is a win-win for Entercom, Charese and Alice."

Frugé told R&R, "I'm both thrilled and honored to work with Jerry McKenna, [Entercom Sr. VP/Programming] Pat Paxton and the rest of the Entercom team. I can't wait to dive in headfirst."

Frugé's radio experience also includes the Asst. PD/MD/midday post at KMXB and a stint as MD/afternoon drive personality at WLTS/New Orleans.

Entercom Shows 'Fickle' Side In Rochester

Entercom's WBBF/Rochester, NY last week became one of the latest radio stations to take an "anything goes" approach, dropping its longtime Oldies format to become "Fickle 93.3, Random Radio."



"You never know what you'll hear" is among the station's taglines, and Entercom/Rochester management is promising to play at least a 1,000 different songs each week by artists ranging from ABBA and Blood, Sweat & Tears to Barenaked

Ladies and Britney Spears. New call letters WFKL are already in place.

Entercom/Rochester OM Dave Symonds said, "We spent a significant amount of time inventing and developing a station that combines personality, great radio and brand values unique to the Rochester community. Our goal is to deliver daily musical surprises that make every hour a new listening experience."

FICKLE See Page 14

Study: Alt Listeners Giving Up Land Lines

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

In a recent web poll of radio listeners on technology issues, Jacobs Media asked respondents about their personal phone use, inquiring whether they use a cell phone, a home phone or both. Jacobs found that 17% of the total sample now use only a cell phone — but cell-phone-only is the choice of 28% of Alternative listeners.

Rock and Active Rock listeners also run higher in cell-only use than the overall sample, at 19%,

and 10% of Classic Rock listeners no longer have land lines. Breaking it down by age, 33% of both 18-24-year-olds and 25-29s have only a cell phone, along with 19% of 30-34s.

Arbitron is unable to survey households that do not have land-line phones. Looking at the potential impact of cell-phone-only use on Alternative in particular, Jacobs isolated 18- to 29-year-olds and found that a full 37% of Alternative listeners in that age group have chosen to have a personal

JACOBS See Page 14

Cell Phone-Only Households Concern Arbitron Adv. Council

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

The increasing number of 18- to 34-year-olds who no longer have traditional telephone lines in their homes has become a prime issue among members of the Arbitron Advisory Council, which conducted two days of meetings last week in Washington, DC.

According to council Chairman Nick Anthony, VP and Exec. Director/Operations for Rubber City Radio Group and a veteran radio consultant, close to 20% of the 18-34 demographic no longer have land lines, relying solely on mobile phones. That's up from 10% just a year ago.

"It's imperative that we get these guys back in the sample,"

ARBITRON/See Page 14

Konrad RVP/Prog. For CC/Central Ohio

Clear Channel/Columbus, OH OM and Director/Programming Steve Konrad has added responsibilities as Regional VP/Programming for the Central Ohio region. He will remain based in Ohio's state capital and continue to report to CC/Columbus Market Manager and Central Ohio RVP Tom Thon.

Konrad has been involved with Clear Channel's Columbus cluster since August 2000, when he was named PD of WTPG & WTVN. He took on Director/Programming responsibilities for the cluster in 2004.

Thon said, "In the nearly five years that Steve has programmed WTPG & WTVN, he has exhibited strong programming and

KONRAD See Page 14

Michaels, West Rise At Sinclair/Norfolk

Sinclair Broadcasting last week announced several promotions at its Norfolk cluster. Jay Michaels, who signed on CHR/Pop WZNR (The Zone @ 106.1) and was later named PD of the station,



West

adds OM duties for The Zone and Alternative clustermate WROX (96X).

Meanwhile, Hot AC WPYA (93.7 Bob FM) PD Jay West, best known for his nine-year stint at crosstown WNVZ, is upped to OM of WPYA and News/Talk clustermates WNIS & WTAR.

WNIS & WTAR PD Tony Macrini, who also serves as WNIS's morning host, will continue to program those stations. Additionally, former cluster OM Dave Morgan is named Director/Engineering for Sinclair/Norfolk.

NORFOLK See Page 14

# XM Strikes Pair Of Programming Deals

Satcaster steals Air America from Sirius; partners with AOL

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

**X**M Satellite Radio on Monday announced two major programming deals, including one that gives the Washington, DC-based company exclusive satellite-radio rights to Air America Radio.

As part of the agreement between XM and Air America, the "XM Left" liberal-themed Talk channel will be renamed "Air America Radio." That change is expected to occur in May, and the reborn channel will add the recently launched *Springer on the Radio*, hosted by former Cincinnati Mayor and television talk host Jerry Springer, and the forthcoming *Rachel Maddow Show* to its existing slate of Air America content.

The channel already airs AAR offerings *The Al Franken Show*, *Morning Sedition* and *Unfiltered*, the Jones Radio Networks-syndicated *Ed*

*Shultz Show* and Fox Radio Network's *Alan Colmes Show*.

The deal between XM and Air America also includes provisions for special live broadcasts of Air America shows from XM's headquarters in the nation's capital. Terms of the agreement and the length of the contract were not disclosed.

The agreement robs XM rival Sirius of the progressive network's programming. According to an Air America executive, AAR's current programming deal with Sirius, which currently has a dedicated Air America channel, will end on June 11.

Sirius spokesman Jim Collins told R&R it is too soon to say what the satcaster's programming department will do with the Air America channel, but he noted that Sirius already carries separate, dedicated conservative and progressive Talk channels.

Also on Monday, XM announced that it is entering into a joint venture with AOL under which the two companies will blend programming from XM and the AOL Radio Network for a co-branded online service that's slated for a summertime launch.

Two programming options will be available: a free, web-based radio service featuring 20 XM channels and 130 AOL Radio channels, and an

XM See Page 6

## BUSINESS BRIEFS

### Warner Again Subpoenaed By NY Attorney General

**W**arner Music Group said last week that it has received a third subpoena from the office of New York Attorney General Eliot Spitzer as Spitzer continues to probe the relationship between record labels, independent promoters and radio stations. Warner received earlier subpoenas from Spitzer's office on Sept. 7 and Nov. 22 of last year. EMI acknowledged in October 2004 that it has also been subpoenaed, and, while they haven't commented publicly, Universal Music and Sony BMG Music have also reportedly received subpoenas. Warner revealed that it had received the third subpoena in an SEC filing related to its planned IPO.

### Radio Companies Land On 'Global 2000' List

**F**orbes magazine this week released a "Global 2000" list of the 2,000 largest companies in the world, based on a composite of sales, profits, assets and market value. The list includes **Clear Channel Communications**, which ranks 299th, and Infinity Radio parent **Viacom**, which lands in the 448th spot. ABC Radio parent **Walt Disney Co.** boasts the highest ranking among radio companies, at No. 99, while **XM Satellite Radio**, at No. 1,982, earns the lowest rank. Also on the list are XM rival **Sirius**, at No. 1,961; **Tribune Co.**, No. 494; **Jefferson-Pilot**, No. 601; and **Univision**, No. 1,126.

### Spotloads Down 4.3% In March

**T**he 200 radio stations in nine top markets surveyed in the monthly **Harris Nesbitt** Airtime Monitor ran an average of 11 minutes of commercials an hour in March, down 4.3% from March of 2004. Clear Channel stations led the way, with a 19% drop in commercial time from a year ago. In Philadelphia and Dallas, CC stations reduced spotloads by 25%, and in Chicago, CC ran 26% fewer spot minutes. Beasley, Salem and Radio One also showed spotload reductions in double-digit percentages. Emmis' stations in Los Angeles and New York reported a 14% spotload increase, while Infinity's San Francisco stations increased their spotloads by 10%. Harris Nesbitt also reported that Clear Channel saw a shortage of 60-second spots in March due to its offering of 17% less 60-second inventory; 30s are more plentiful but remain in less demand. The shortage of 60s has created increases in average unit rates, but Harris Nesbitt cautioned that these buying patterns should not be seen as an increase in advertising demand for Q2 — at least not yet.

## Analyst Initiates 'Cautious' Coverage Of Radio Industry

**G**oldman Sachs analyst Mark Wienkes recently launched coverage of 10 radio companies, including satcasters Sirius and XM Satellite Radio, and provided a list of five key issues facing the industry that he believes investors should consider.

The first three — inventory contraction, audience erosion and anemic pricing — "have led to several years of low-single-digit revenue growth," Wienkes said in a report issued last week, but he believes efforts now underway could improve the industry's growth prospects in the long-term.

"Inventory reductions may enhance radio's perception with ad buyers, but not appreciably in 2005," Wienkes said. "Regarding audiences, we think it is naive to assume that 1% of media share will always garner 1% of ad share." Still, Wienkes estimates pricing will grow 5% this year.

He listed the "selective mergers and acquisitions environment" as another issue, but said a 15%-20% reset in station valuations could attract value investors to the business. But Wienkes also noted that faster revenue growth

could drive station values upward and spur renewed interest in buying and selling.

Tied to the tepid mergers and acquisitions market is the fifth issue that Wienkes believes radio faces: stock values. He said, "Valuations are unimpressive, with the stocks not offering enough growth for growth investors and not cheap enough for value investors."

The next day Friedman, Billings & Ramsey's Maurice McKenzie initiated coverage of five radio stocks: Citadel, Clear Channel, Cumulus, Radio One and Regent. He assigned a "market perform" rating to Citadel at a target price of \$15.

McKenzie said he believes the company's midmarket focus and reliance on local ad dollars make it

ANALYST See Page 6

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Phoenix/KESZ-FM	#2
Minneapolis/WLTE-FM	#2
St. Louis/KEZK-FM	#2
Tampa/WWEM-FM	#1
Pittsburgh/WSHH-FM	#1
Kansas City/KUDL-FM	#2
San Antonio/KQXT-FM	#1
Orlando/WMGF-FM	#1
West Palm Beach/WEAT-FM	#1
Richmond/WTVR-FM	#1
Dayton/WLQT-FM	#2
Tucson/KMXZ-FM	#1
Albany/WYJB-FM	#2
Allentown/WLEV-FM	#1
Albuquerque/KMGA-FM	#2
Knoxville/WJXB-FM	#2
Omaha/KEFM-FM	#2
Wilmington/WJBR-FM	#1
Greenville, NC/WMGV-FM	#1
Colorado Springs/KKLI-FM	#1
Johnson City/WTEM-FM	#2

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RADIO NETWORKS



Source: Arbitron MSA, Ranked in daypart Fa99 to Fa'04.

# RADIO BUSINESS

## XM

Continued from Page 4

upper-tier service that adds 50 more XM channels and offerings from third-party producers. The premier service will be free for AOL members but will carry an as-yet-undetermined fee for others.

XM will also integrate some of AOL Radio's original programs, such as Radio KOL, AOL Music Sessions and AOL Music Live, in its normal platform.

### Sirius Considers 'The Howard Effect'

Sirius VP/Business Development Andrew Gregor addressed his company's highest-profile programming deal while speaking Monday at the SunTrust Robinson Hum-

phrey Institutional Investor Conference, saying he expects interest in his company to ramp up toward year's end as the January 2006 debut of Howard Stern nears.

"The closer we get to Stern debuting, the more people recognize that in order to listen to Howard, they'll need to sign up, and the more acceleration in subscriptions we'll see," Gregor said. He added that Sirius views the \$500 million Stern deal as the kind of agreement it wants to strike in the future.

"The Stern deal is the model that we find most attractive," he said. "Creating compelling, unique content that will generate subscribers is done primarily by isolating the outlets that the talent is exposed to."

Responding to a question about

how the recent arrival of Mel Karmazin as Sirius' President/CEO has affected the company, Gregor said Karmazin is advancing the course set by his predecessors. "He has added an entertainment perspective, and Sirius is developing into a very advanced entertainment business," Gregor said.

"[Former Sirius CEO] Joe Clayton realized early on that content would eventually be king. Joe and the previous management drove toward doing deals with the NFL and Howard Stern. Mel brings 30 years of entertainment experience to that momentum and continues to create excitement with a drive and a consciousness of every line on the balance sheet that is very exciting."

## Analyst

Continued from Page 4

"less volatile" than its counterparts in markets that count on national dollars and that have more competing media voices.

McKenzie said Clear Channel ("market perform," \$38) may suffer some revenue depression this year due to implementation of its "Less Is More" inventory reduction plan, but he believes the plan will ultimately translate into ratings and revenue growth for the company.

He believes Cumulus ("outperform," \$18) is well-positioned to utilize its 304-station platform to attract more national advertisers to its small and midmarket stations, and said Radio One's ("market perform," \$16) growth prospects are supported by demographic trends and solid historical revenue growth.

Lastly, McKenzie believes Regent's ("outperform," \$6.50) "seasoned management team" of CEO

Terry Jacobs and COO Bill Stakelin is well-suited to guide the company through the challenges radio will face in the future.

### Analysts Raise Radio One Guidance

Two Wall Street analysts responded to Radio One's latest guidance increase, made April 5, by upping their forecasts for the company and praising Radio One for delivering results against tough year-over-year comparisons.

Merrill Lynch's Laraine Mancini increased her Q1 revenue forecast from \$72.4 million to \$73.5 million and bumped her station operating income estimate from \$34.5 million to \$35.5 million. Noting that the April 5 move marked the second time in a month that Radio One raised its Q1 guidance, Mancini said, "The back-to-back upward guidance revisions suggest business is accelerating and inventory tightening, which should push radio rates higher. We believe that March will set the tone for the rest of the

year, as it is the first month that has 'normal' radio demand."

She noted that while January and February each comprise about 6%-7% of the industry's annual revenue, the rest of the months each account for between 8%-9%.

Wachovia Capital Markets' Jim Boyle, who upped his Q1 free cash flow per-share forecast from 15 cents to 16 cents, called Radio One's Q1 guidance "remarkable," noting that the company faces tough Q1 comps following last year's 9.8% Q1 revenue growth. "Radio One's Urban stations have been consistently taking audience share and are consequently taking revenue share from their peers," said Boyle.

Pointing to his internal research, which indicated Radio One cut spotloads by 12% from February to March, Boyle said increased ad rates are driving the growth. "This should suggest a potential sustainable revival of pricing power," he said.

— Joe Howard

## TRANSACTIONS AT A GLANCE

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

- WGOL-AM/Russellville, AL \$171,500
- KHCO-FM/Hayden, CO \$25,000
- WXVW-FM/Oolitic, IN \$45,000
- KQNS-FM/Lindsborg, KS \$220,000
- WQCK-FM/Clinton (Baton Rouge), LA \$3.2 million
- KHLF-AM/Omaha, NE \$900,000
- WZEC-FM/Hoosick Falls, NY (Bennington, VT) \$1.1 million
- FM CP/South Vienna, OH Undisclosed
- FM CP/Nanty Glo, PA Undisclosed
- WTNN-FM/Union City, TN \$25,000
- WBWR-FM/Bedford (Roanoke-Lynchburg), VA \$1.9 million

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

## DEAL OF THE WEEK

### • KSYZ-FM/Grand Island, NE

PRICE: \$5.28 million

TERMS: Exercise of option. NRG is assuming Waitt Radio's rights and obligations to acquire and program KSYZ. Waitt had been operating the station via an LMA. In 2000 Waitt Radio was given the exclusive right and option to purchase the station. The option was valued at \$1.32 million. Waitt has merged with NewRadio Group to form NRG Media LLC.

BUYER: NRG Media LLC, headed by Chairman Norman Waitt Jr. Phone: 319-862-0300. It owns 68 other stations. This represents its entry into the market.

SELLER: Neuhoff Broadcasting, headed by President Geoffrey Neuhoff. Phone: 773-489-1579

FREQUENCY: 107.7 MHz

POWER: 100kw at 896 feet

FORMAT: Hot AC

## 2005 RATES TO DATE

Dollars to Date:

**\$569,546,937**

(Last Year: \$1,838,642,950)

Dollars This Quarter:

**\$19,751,500**

(Last Year: \$475,125,310)

Stations Traded This Year:

**316**

(Last Year: 846)

Stations Traded This Quarter:

**84**

(Last Year: 217)



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When Patricia first came to KRBE eight years ago, she had a strong background in business, but not specifically the *radio* business.

"It's been a fun eight years, and it's been interesting to learn about the industry."

Originally from Columbia, South America, Patricia had been raising her family in Houston when she decided to re-enter the workforce and put her accounting degree to good use. She's worked hard to learn the system and has seen how many different people play a role in every radio marketing campaign, from inception to final payment.

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## **Patricia Burkhardt**

Senior Accountant/Credit Manager  
104 KRBE Radio  
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**ROGER NADEL**  
rnadel@radioandrecords.com

# Who Says (Market) Size Matters?

There *is* life after the top 10

**M**uch like professional baseball, radio has traditionally relied on a farm system. People would spend years toiling in the small and medium markets that are radio's minor leagues before being tapped to go to what Kevin Costner's character in *Bull Durham* called "the show." It was exceptional when someone would go right out of school into the big leagues of a top 10 market.

Today, consolidation has turned a lot of the old assumptions upside down. We live in a world where one GM might replace eight, where voicetracking puts one jock on the air in several markets every day, and where one wrong career move (and sometimes the wrong move isn't even yours) can lock you out of a city you've spent much of your life working in.

We also live in a world where the increased stresses from consolidation, from new competitors and from the industry's economic slump have led to great contributors' rethinking their personal and family goals — a world where lifestyle may trump salary in the decision on where to live and where self-determination can outweigh industry recognition.

And all that means more and more people are moving from major markets to small and medium markets. It got me wondering whether these folks are finding what they want in smaller markets, and whether those markets are better off for having these major-league veterans in town.

If the issue were lifestyle alone, you can imagine that markets like Santa Barbara and Palm

Springs in California would be inundated with eager transplants. But it's not quite that simple.



**J.D. Freeman**

Clear Channel Regional VP/Central California J.D. Freeman says living in an idyllic city like Santa Barbara after stops in Los Angeles, Dallas and Phoenix is great: "When you get a chance to do what you enjoy, in a market you enjoy, it doesn't get any better than that."

But resort markets also have their downside. "It's a tough putt to get people to come to Santa Barbara," Freeman says. "I've lost a lot of good people because they couldn't afford to stay here."

And even when he can hire and keep quality employees, being an hour north of Los Angeles, with the associated signal overlap, creates a double-edged sword. "You're competing with a lot of L.A. stations, which means you have to put out a product that's equally compelling to what they have," Freeman says. "But the dol-

## LEADERSHIP SPOTLIGHT

Years ago, I took a course called "Entrepreneurial Leadership." Its aim was to teach the skills startup CEOs needed to succeed, and its premise was that these skills were somewhat different from those required to run a more mature business. After these many years working to bring iBiquity to life, I think I agree, and I wish I had kept my notes.



If I had to teach that class, I'd cover the following leadership requirements for would-be entrepreneurs:

- Vision: You must get your troops (and customers) to believe in that great, glorious future.
- Passion: If you are not overwhelmingly excited about what you are doing, no one else will be.
- Communication: Frequent, open and honest. People care and want to know.
- Judgment: You get paid to make the tough calls. Get them right.
- People: Be manic about recruiting and retaining the best. You have no chance without them.
- Integrity: This is the only way to build a business for the long term.

**Bob Struble, President/CEO/Chairman, iBiquity Digital Corp.**

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

lars in our market are so significantly less than a billion-dollar market like Los Angeles, it's harder to generate really good cash flow."

But Citadel President/Western Region **Bill Figenshu** — the former Infinity Broadcasting Sr. VP who went from overseeing stations in New York, Los Angeles and Chicago to managing a region that includes stations in Reno, NV; Modesto, CA; and Spokane — says radio is radio. "The difference for me is simply where the decimal point is," he says. "That's it. You don't have the big zeros."

OK, so we all agree that revenue is less in small and medium markets than in top 10 cities. But that doesn't mean the programming and production quality are less. In fact, as more major leaguers move to smaller markets, they're



**Bill Figenshu**

getting the opportunity to impact entire clusters of stations.

### Talent Development

"The part I find most enjoyable about working these size markets is you don't have program directors, sales managers and jocks who have learned 20 or 30 years of bad habits," says Figenshu. "Because their experience level is moderately less, you can train them."

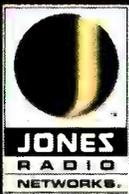
That's not only rewarding for him personally, it's something that makes the industry in smaller markets better. Figenshu believes the influx of large-market leadership into small and medium markets is one reason Citadel outperformed the industry last year.

There seems to be a consensus among the people I spoke with that these transitions are also providing an opportunity for more talent development. Figenshu says, "What I like is that, after being in the business in major markets for 30 years, I'm now meeting some terrific

Continued on Page 10

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# Psst! Have You Heard The News?

Word-of-mouth is the next wave in marketing

I was on the phone last month with Ruth Presslaff, President of the database-marketing company Presslaff Interactive Revenue. During the course of the conversation, she mentioned to me that she was going to be attending the Word of Mouth Marketing Association's charter summit in Chicago. I had never even heard of WOMMA.



Ruth Presslaff

"Why now is because people cannot absorb any more marketing messages. To cut through the clutter, it has to come from someone they know."

Among the topics Presslaff says were on the summit agenda: how to identify the people who can make a difference for you in a word-of-mouth marketing campaign, how to measure a campaign's effectiveness, and the different industries that have already done this kind of marketing.

"There's not a product category that would be unaffected, because people talk about everything," she says.

"In the radio industry, you identify who your loyal listeners are — who participates the most in what you're doing. The person who's the pain in the neck at every remote you do is actually a prime person, because they care so much about your station. Or the one who's always calling on the request line. Harness the energy of those people. They care about your product."

### Marketing One-On-One

I'm reminded of a young man I know who is a student and the campus rep for Sony Music at the University of Colorado in Boulder. His job is to talk up new acts, promote concerts, hand out samplers and so forth. That's exactly the type of marketing WOMMA is talking about, and it's something labels have been doing for years.

Presslaff explains, "There are companies that start as small as 'If you want us to break this band, we need to know about the lead singer's mother and sister.' Start with the family, so you're beginning with as small a nucleus as possible. Those people let their friends know, and those people let their friends know. It becomes viral."

But the big opportunity is also a big frustration. According to Presslaff, companies are still trying to figure out whether word of mouth is a separate division or if it's part of a marketing campaign and therefore part of the marketing and advertising budget. "It's still really new," she says. "This organization didn't exist six months ago."

One of the things Presslaff said was con-

### Who Says (Market) Size Matters?

Continued from Page 8

broadcasters I never knew existed. There are some very talented people out there, and finding them and developing them has been a treat."

Bob McNeill is another recent transplant, from major-market work for Viacom, Westwood

One and Infinity to Charleston, SC and, just last month, to Bend, OR. "Good radio is good radio," he says. "It's probably difficult for a market the size of Bend to attract people with major-market experience, but not as hard as it used to be."

"There are an awful lot of people like me who can't find a place in the corporate radio world anymore. So we're looking for opportunities where people still do radio the old-fashioned way."

McNeill says the fear of competition from iPods and satellite radio is just as real in Bend as in Boston, so it's a matter of countering with quality. He says, "We can't win a music-quantity battle with them, but we can sure enough create compelling radio that you don't want to miss by not tuning in every day." Overseeing operations for a four-station cluster provides the rewards he says he's been missing.

Freeman agrees that working in smaller markets makes talent development both an opportunity and a necessity. "For me, it's all about how relevant they are," he says. "It's going to be a bigger problem in the future. We've got to continue to enhance and develop talent and give people the opportunity to make mistakes so we have the next generation of radio talent."

### Creativity Is Encouraged

Freeman says another aspect of small-market radio he enjoys is the risk-taking that can't be tried in major markets because the stakes are too high. It allows for and challenges creativity at every level of the radio station.

But perhaps the biggest challenge people like Freeman and McNeill face is that consolidation has left them doing jobs that, 10 years ago, were being done by as many as four or eight people. Figenshu knows his market managers are busy keeping a lot of balls in the air, with different formats, different promotional needs and different revenue issues.

firmed in Chicago is that inside information (think CD release dates, not Martha Stewart) is a powerful motivator. Someone who is passionate about your product appreciates a T-shirt and free tickets, but exclusive information is also very powerful. It makes the person look smart to their friends and makes it appear they have special access.

"Some of the product-launch case studies I heard about were phenomenal and have direct relevance to what radio does," Presslaff says.



Bob McNeill

Freeman says he couldn't multitask the way he needs to without integrating technology into his work flow. He cautions, however, "You have to be careful that you don't lose the human element. You have to make sure that you're seeing the people and talking to them. Technology doesn't run your station. You do."

### Selling In Smaller Markets

Sales is perhaps the area in which it is most important that a station maintain a personal touch. And for people who have toiled managing sales in major markets, there's no one rule book to follow when migrating to a smaller market. But there do seem to be some patterns.

Talking about her experience in moving from Los Angeles to Palm Springs, former KABC & KFWB/L.A. GSM Dina Silverman says small-market thinking tends to breed a reluctance to take risks or upset the status quo.

Like many small markets, Palm Springs is retail-driven, without a great deal of national business. Says Silverman, "Because this is a tourist market with a hot summer climate, traditionally the town closes down during the summer, which means advertisers don't see a reason to advertise." And she notes that, though the permanent population is growing rapidly, Palm Springs businesspeople haven't been educated about the need to change their strategy.

Freeman says cost-per-point tends to be less significant in small markets. "Since we're close to the client, we can work creatively with them, and they can see the results," he says. In most cases, stations are even doing the creative as part of the partnership.

Figenshu sees the need for client and listener relationships to be much more intimate in smaller markets than in big cities. "You've got to be in the community," he says. "If you've got a News/Talk station in Albuquerque or Des Moines, you know everybody and even the governor knows you. And there, by the way, is where the real broadcasting is being done."

The quality of life tends to be pretty good in smaller markets. There's more hands-on involvement. You can feel like you're making a difference. If you want out of the rat race, small- and medium-market radio is a decent option — with some caveats. As McNeill says, "You're not going to make the kind of money in Bend that you make in Dallas, but you're exchanging that for peace of mind and the ability to ply your trade the way you want to. There's no dollar value you can set on that."

"The idea of breaking through the clutter and making your product relevant remains a huge obstacle for radio."

From Presslaff's vantage point, the key is to use blogs and e-mail to positively affect what goes on face-to-face — which constitutes 80% to 90% of word of mouth.

"I don't think anyone there was advocating giving up on mass media," Presslaff says. "They were saying, 'Here's another thing you can do to break through.'"

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## New Kids On The Digital Block

Mercora, TextAmerica offer new twists on old ideas

**F**or the next couple of weeks in this space we'll be taking a look at some companies that are offering interesting new takes on some old online ideas. First up: moblogging outfit TextAmerica and spiffily named webcaster Mercora.

### Mercora's IM Radio

Mercora got quite a bit of attention, not all of it positive, when it launched in November 2004 with a service that let users search for an artist, then tune directly to a webcast playing that artist. It also had seven webcasts that were branded as "Grokster Radio." And, because Mercora's twist on webcasting is that its music library is made up of songs in the collections of its members, it called itself, in its first incarnation, "P2P Radio."

In the current edition of Mercora, the Grokster branding has gone away, and what was "P2P Radio" is now known by the less touchy name of "IM Radio." But Mercora still has that artist search and direct-tuning feature, something that sounds like it ought to lock Mercora right out of a statutory webcast license under the twisty rules of the Digital Millennium Copyright Act. A lot of people, in fact, heard what Mercora was offering and said, "That can't be legal."

**"There's this whole discovery aspect of things that we try to instigate when people are listening to the music."**

**Atri Chatterjee**

Mercora VP/Marketing & Business Development **Atri Chatterjee** says, "I don't know how to respond to that, except for the fact that we looked at the laws. We looked at the rules pretty carefully."

What isn't allowed under the DMCA, he says, is to allow users to search for a particular sound recording, and Mercora doesn't do that. Users can search by artist name — or, should they desire, by genre of music or favorite webcaster — but not for a particular song. Chatterjee says, "If a particular sound recording is playing at that point and you've found it as a result of a genre search or as a result of an artist search, great. But you'll find a lot of other things from that same artist."

"There is a big difference. If I were allowed to search for particular sound recordings, the service would become so much nicer. We've had to specifically dumb it down in order to comply with what the rules are."

### Looks Matter

The Mercora player is a handily sized download of less than two megabytes, and it's an exceptionally pretty piece of software, with an elegant gray-blue skin and a straightforward, easy-to-master tabbed interface. The goofy little IM Radio logo (an armless, round-headed Fisher-Price-type person, with a green boombox hovering nearby) adds some color to the restrained look.

The basic package includes the right to webcast from one's own music collection (sort of — though the available music is what's on members' computers, for the sake of legal clarity the Ogg Vorbis-formatted streams come off Mercora's own U.S.-based servers) and 30 minutes of free listening a day, though Chatterjee says that may be expanded to an hour at some point.

A download also comes with a free trial of the \$3.99-a-month Mercora Premier package, which is where you can find the coolest stuff. Along with unlimited listening time, Chatterjee says, "The second premier feature on the listening side is the ability to make time shifts of the eligible webcasts. Essentially, these are private, personal recordings that are protected, can only be played through Mercora and are stored in an encrypted format so people can't get access to the stored content."

"It works a lot like TiVo. The idea is that you get a certain amount of capability for making these personal recordings. In our case, when you buy a premium subscription, you get the ability to make 10 hours' worth of these recordings. All saved content expires after a 30-day period."

Mercora subscribers can play DJ too: They get a lot more control over the content of their webcasts than basic members and can even record breaks of up to two minutes to toss in between the songs.

Like most online music services these days, Mercora has an interest in new artists, taste-matching and music discovery. The taste-matching functions include a "Similar" tab that can be clicked after searching, and there's also information from the talented and ubiquitous folks at All Music Guide.

Chatterjee says, "I'm webcasting Peter Gabriel right now. If you listen to that, you'll see the AMG data on Peter Gabriel, and then you'll see the artists related to Peter Gabriel. You can search on those related artists to see if anyone else is webcasting that music. There's this whole discovery aspect of things that we try to instigate when people are listening to the music."

Mercora also offers a home for unsigned acts, where subscribers can program their own music

### RIAA Sets New College Anti-Piracy Plan

In a Tuesday-morning conference call with reporters, RIAA President Cary Sherman detailed a new RIAA initiative to address what he called the "emerging epidemic" of copyright infringement being committed on college campuses by way of Internet2, a high-speed research network.

The latest round of RIAA "John Doe" lawsuits were set to be filed Wednesday against 405 students at 18 colleges and universities. Those students are, according to the RIAA, using an application called i2hub to make available more than 1 million copyrighted files, including more than 900,000 songs, on Internet2. The other files are movies and other infringing material.

Downloading on Internet2 is many times faster than on a conventional broadband connection or local area network, and, according to the RIAA, many students have come to see the network as a safe harbor for illegal file-trading.

Sherman said about Internet2, "This next generation of the Internet is an extraordinarily exciting tool for researchers, technologists and many others, with valuable legitimate uses. Yet we cannot let this high-speed network become a zone of lawlessness where the normal rules don't apply."

Responding to a reporter's question, Sherman said the RIAA's member labels are suing only those who offer infringing files at this time, rather than the operators of the i2hub networks. He added, however, "We're making no decisions about future actions."

He declined to detail the techniques used to discover infringers, saying those techniques "wouldn't be as effective if everybody knew exactly what they were." He did say in response to a later question, "When we identify a particular infringer, we take a snapshot of what they're offering at that particular time to determine if they're among the most egregious infringers that deserve to be sued."

Asked why the RIAA has chosen not to pursue the operators or inventors of i2hub, Sherman replied, "There are a number of other P2P networks out there right now — i2hub is not the only one — and I think all of us are going to benefit from the clarification of the law the Supreme Court will provide in the *Grokster* case."

A Supreme Court decision in *MGM v. Grokster*, which will determine whether peer-to-peer network operators are liable for infringement committed by end users, is expected this summer.

on "Artist Radio" streams. Chatterjee explains, "There's a separate version of the product that we call IMArtist, which we give to independent artists. What they can do with that is stream webcasts that are not compliant with the DMCA rules, because they own the copyrights to the sound recordings."

Mercora's also got some nice community features to go with its music-sharing webcasts, including busy message boards and member-to-member instant-messaging, and the community features don't require a paid subscription. The user base, five months after launch, is at about 400,000, according to Chatterjee.

If Mercora sounds like fun, download it for a test drive at [www.mercora.com](http://www.mercora.com).

### And TextAmerica

So what is moblogging? Though it's generally pronounced "mob logging," it's mobile blogging, or posting to an online journal from a mobile device like a PDA or cell phone. What TextAmerica does is make it really easy to get pictures from a camera phone onto a website. Company founder and COO **Chris Hoar** explains how it works.

"It uses e-mail," he says. "Whether you e-mail pictures from your camera phone or you e-mail them from Outlook Express, that's all you need to do. And the radio station just needs to give out the address, at [tamv.com](http://tamv.com), and listeners can send pictures in."

"The pictures go into a management area, where they can be viewed by the moblog owner. If there are images that are inappropriate, they delete them. They approve the ones they like, they press 'Update,' and those pictures are published."

Station staffers can also use TextAmerica to get their own pics up quickly. "You don't need to know any html or any programming or anything," Hoar says. "This can be set up by anyone from a soccer mom to a NASCAR dad to a grandpa to a 5-year-old."

Among TextAmerica's radio clients are KFMB/San Diego morning guys Jeff & Jer,

whose moblog can be seen at the pre-flip-to-Jack URL [www.histar.textamerica.com](http://www.histar.textamerica.com), and CHR WMEG/Puerto Rico's Rocky The Kid, whose busy moblog is at [www.rockythekid.textamerica.com](http://www.rockythekid.textamerica.com).

### What It Looks Like

TextAmerica's moblogs are simple arrangements, showing rows of pics that can be enlarged with a click. Comments are invited from both TA members and nonmembers, though nonmembers' comments are screened before being posted.

The system can handle, Hoar says, images from "any camera phone made on earth." That means the picture quality will be uneven, but a station can use the system's control panel to keep unacceptably fuzzy pics from making it onto the site.

A customized station or show moblog is free to radio and can include a logo or other graphics, and it'll also include a banner that links back to TextAmerica and invites visitors to create moblogs of their own. "What we'd like to do is give this out to radio and to radio shows and build them a custom template," Hoar says. "That's really where we want to go. We just want to try to educate people that this is a really simple thing."

Hoar thinks getting pics up quickly could be a way for radio to provide a bit of the on-demand content that consumers are looking for. He says, "More and more, people don't want to wait. They have TiVo. They want everything on their time, and they want it now."

"If you say, 'Send in a picture of the funniest-looking dog,' what you're faced with is receiving hundreds or thousands of e-mails. Somebody has to sit there, open them, run the antivirus thing and resize them. With TextAmerica, they just log in to the control panel, approve or deny the pics and publish."

Posting pictures isn't a new idea, but streamlining the process could let a station that's hungry for fresh online content perk up its website. Check it out at [www.textamerica.com](http://www.textamerica.com).

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# NEWSBREAKERS

## WSSM

Continued from Page 3

"Tubthumping," Van Halen's "Why Can't This Be Love?," Billy Joel's "Uptown Girl" and Paul Simon's "Kodachrome." The Arch will remain jockless and commercial-free during its launch.

Bonneville/St. Louis VP/Market Manager John Kijowski said, "We've been hearing from listeners that they're tired of radio stations playing the same songs over and over. People were getting tired of hearing tight playlists and DJs that couldn't pick their own songs."

"Now they can turn to one radio station to hear all the true variety they crave. You'll never hear the same song on the same day, ever."

Bonneville launched WSSM following its October 2000 acquisition of the station from Emmis. That deal gave Bonneville WRTH-AM, WIL-FM & WVRV/St. Louis in addition to WSSM, which was then Country

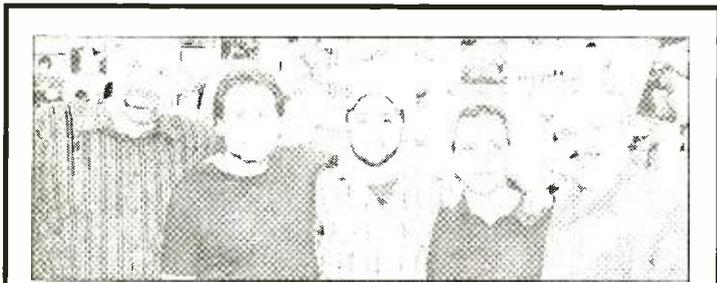
## Jacobs

Continued from Page 3

cell phone only, compared to 30% of Rock listeners, 29% of Classic Rock fans and 33% of the age group overall.

In a memo that was sent to the Arbitron Advisory Council with the study's findings on cell-phone use, Jacobs Media head Fred Jacobs said, "As I understand it from Arbitron's conference call earlier this year, this problem will not be addressed until 2006 at the earliest. Arbitron's ability to reach its demographic cells among younger consumers is a well-known problem, but when one-third of 18-29s are 'unreachable' due to having only a cell phone, this presents a crisis for stations that are targeting this demographic."

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



**GET THIS MAN SOME MUSIC — STAT!** Actor-singer-songwriter Scott Grimes, known for his roles in Party of Five, Band of Brothers and his current stint on ER, stopped by Club R&R to perform some songs from his new album, *Livin' on the Run*. Seen here enjoying the view from R&R's palatial 41st-floor offices are (l-r) Velocity Entertainment VP Kent Jacobs, R&R sales guru Steve Resnik, Grimes, promo legend Bob Catania and R&R Street Talk Daily Overlord & CHR/Pop Editor Kevin Carter.

WKKX, in exchange for Country KZLA/Los Angeles.

As The Arch debuted, Infinity's crosstown Hot AC KYKY (Y98) tinkered with its own playlist, featuring such segues as Sam The Sham & The Pharoahs' "Woolly Bully" into Lisa

Arbitron speed up its plans and strategy development for surveying young listeners."

The results of the Jacobs study were based on responses from over 19,000 station-database members at more than 50 Jacobs client stations in both large and smaller markets.

## KFMB-FM

Continued from Page 1

greater variety in their radio stations with less repetition. That's what Jack FM is all about. Changing formats on one of San Diego's leading stations goes against traditional wisdom, but we're confident listeners will embrace the station as they never have before."

As Star, KFMB-FM enjoyed tremendous success as a high-energy, personality-driven Hot AC for several years. Even when Clear Channel signed on crosstown KMYI (My 94.1) as a direct format competitor, Star continued to deliver strong ratings among females: In fall 2004 KFMB-

Stansfield's "All Around the World" and Stone Temple Pilots' "Interstate Love Song" into Rose Royce's "Car Wash." Y98 returned to its normal programming early Monday.

— Adam Jacobson

## Fickle

Continued from Page 3

Fickle targets adults 35 to 49, skewing slightly female. While *Ace & Marti in the Morning* will continue in wakeups on WFKL, the rest of the WBBF staff has not been retained.

As an Oldies station, WBBF had been in steady decline since 1997, when it was "Classic Oldies" WKLX and billed \$1.9 million for the year. The WBBF call letters were acquired in 1998, and in November 2000 WBBF moved from 98.9 MHz, a class B facility, to 93.3 MHz, a class A based on Rochester's east side.

FM ranked No. 2 among women 25-54 with a 6.5 share. However, Star saw paltry ratings with men over the age of 17.

That said, the popular Jeff & Jer morning show — the market's second-highest-rated wakeup offering — will become an integral part of 100.7 Jack FM when hosts Jeff Elliot and Jerry St. James return from vacation on April 18.

## Arbitron

Continued from Page 3

Anthony told R&R. Federal law prohibits automated dialing of cell phone numbers, and pinning down the location of people who rely on cell phones poses an additional challenge: Ten percent of those with mobile phones are not located in the state to which their phone number's area code corresponds.

Arbitron spokesman Thom Morsarsky told R&R the issue of adding cell-phone-only households to the sample used in the company's ratings surveys has "been on Arbitron's radar for a while" and that a study is in the field. "We are looking for when and how to do it," he said.

Anthony said Arbitron is expected to release data from that study this fall, adding, "This is an issue that needs to be dealt with fairly quickly."

Close to 7% of the overall population do not have land lines in their homes, according to U.S. Census Bureau statistics. The Census Bureau also notes that 19% of 15- to 24-year-olds and 10% of 25- to 34-year-olds have only cell phones at home.

Among the other issues discussed at the council meetings was the expansion of morning drive to 5-10am from 6-10am. "Radio groups were split on this issue," Anthony said. "It seemed to fall along the lines of cities with long commuter times vs. shorter commuter times." He said an Advisory Council subcommittee will go to radio to try to get a feel for the issue and find out which stations target morning show listeners in the 5am hour.

Meanwhile, Anthony said radio could see Arbitron's first publicly released pricing on the Portable People Meter by the end of June. "There has been a reluctance to price until they get a stronger sense of whether TV or cable will participate," he said.

Anthony also told R&R that a move is underway to establish permanent seats on the Advisory Council for the five largest U.S. radio companies, having senior-level executives take the slots. He explained that much has changed since the council was formed

30 years ago — namely, many issues are no longer format-specific and the top five companies own a large number of radio stations.

Voting on new bylaws is set for August. If the bylaws are passed, the board will be re-formed in January 2006.

## Norfolk

Continued from Page 3

Joe Hardin continues as Chief Engineer.

Michaels, who previously worked with Sinclair Broadcasting owner Bob Sinclair at KDHT/Austin, told R&R, "It's a great honor that Bob Sinclair gave me this amazing opportunity. I am also thrilled to be working in the world of alternative music again, having spent five years at KEDGE/Dallas, from 1991-96."

"96X has a great heritage in the market, and I'm looking forward to working with PD Michele Diamond and the great staff over at 96X."

"I'm pleased to be given the opportunity to rise within a great organization like Sinclair," West told R&R. "Bob Sinclair had the vision to put WPYA (93.7 Bob FM) on the air as the first Bob/Jack-formatted station in the United States."

"I look forward to taking our early successes on Bob FM to WNIS & WTAR and to focusing them as perennial News and Talk leaders for Hampton Roads and Southeast Virginia."

## Konrad

Continued from Page 3

personnel-development skills, as well as the leadership and organization talents required to win in a competitive market."

Konrad said, "It is exciting to be associated with this region's brilliant programmers and personalities and such great content creators across Central Ohio. I am eager to learn from them, as well as to contribute to the multilevel successes that have been the signature of the 'Thon Zone.'"

Before joining Clear Channel, Konrad served as Station Manager for Hubbard's KSTP-AM/Minneapolis.

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—Jeff Pope, KGGI, Riverside/San Bernardino, CA

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**Smyth**

Continued from Page 1

**PS:** I give a lot of credit to [Clear Channel Radio President/CEO] John Hogan and [Clear Channel President/CEO] Mark Mays. I think it's great. I think that radio should sell the quality of its audience, and when you put too many commercials on a station just to hit short-term budgets, you diminish the effect of advertising and the advertisers' ability to sell their products.

**"We believe digital radio will be the greatest renaissance in American radio since Marconi."**

**R&R:** Some Wall Street analysts believe Clear Channel's competitors are stealing business as "Less Is More" is ramped up. What impact, if any, are you seeing from "Less Is More"?

**PS:** I've heard that idea bantered around, but I think Clear Channel is doing well. If anything, their prices are increasing. People aren't saying they're giving excess dollars to us because of Clear Channel's inventory positioning.

I've seen my own shares going up because my rates have been going up. Instead of holding them even to compete for share, I've tried to keep the inventory capacity lower while trying to raise my rates.

**R&R:** Are your advertisers showing interest in 30-second ads?

**PS:** I've always been in the business of selling units, not denominations of time. It all depends on what the advertisers need. If you sell units, no matter the length, then the unit is gone. I tell our stations that we're going to run 10 to 12 units per hour, and if they want to run all 30s or all 15s, I don't really care.

As a conduit between the advertiser and the audience, I don't feel that I should tell them how to write their creative or what's going to be successful for them to achieve their goals. I don't always know the customers' needs, and I want to be responsive to their needs, not mine. I want to make radio as user-friendly as possible, and that's why we have no policy on that. A unit costs the same no matter what an advertiser chooses to do with it. A unit is a unit.

**R&R:** With that pricing structure, do advertisers often opt for shorter ads?

**PS:** Most of the time they don't. To run an inventory count of 10 to 12 units, you've got to maximize those units.

**R&R:** Customers must try to negotiate for more units.

**PS:** Everybody tries, but I won't do it. We've worked hard with advertisers to reinforce that we're in the unit business. If I discount the inventory, then I'll have to run more commercials, and advertisers will complain that there are too many commercials. You can't have it both ways. You need a partnership with the advertiser, and I want to make sure they sell products.

**R&R:** As Vice Chair of the RAB, you're involved with the Radio Ad Effectiveness Lab. How are advertisers reacting to those studies?

**PS:** The Radio Ad Effectiveness Lab is reaching key decisionmakers. Advertisers are coming back and saying that television has become very cluttered. The proliferation of the 500-channel cable world has fractionalized network television. Television raised its rates, but its audience delivery has fallen.

RAEL is demonstrating that people view radio as a local business and believe those commercials are targeted to help them better their lives. I also think advertisers realize that newspaper is a waste of time for the 18-49 segment; nobody is reading those things. The Internet and cable have taken that business.

**R&R:** Are your sales staffs using the RAEL results in their sales pitches?

**PS:** Yes, and the RAB has done a very effective job. They put the studies on a disc and sent them to all RAB member stations.

**R&R:** Has it been difficult to convince advertisers that the research is unbiased?

**PS:** The RAB hired eight people to call on decisionmakers at over 100 companies, and they don't go in to sell a radio company, they go in to sell radio as an advertising medium. It's brought to advertisers by an independent body that doesn't have the agenda to sell any one company.

Plus, the caliber of the people fielding this research is important. We're not using our own internal research companies. There's nothing wrong with them, but we've gone outside to use the companies used by the Fortune 500.

We've asked major advertisers and media directors to sit on boards to develop questionnaires for the screeners that focus on the issues that must be addressed. When you have a concerted effort like that — and it's not just one study, but a series of them — I think advertisers see that radio isn't just this sleepy little medium.

**R&R:** Tell us about the next RAEL study.

**PS:** The next one should come out toward the end of this summer and will focus on ROI. There are five products in test markets, and they're being advertised on different mediums to see which medium performs best. I don't know what it's going to look like, but I think it's

great that radio has such faith in its fundamentals that it will fund these studies and let the results stand on their own two feet.

That's very gutsy, because everyone knows we're doing it. I believe what we're doing is right and should be ongoing, because we deal in a business where attitudes are constantly changing, and radio needs to be right in the sweet spot.

**R&R:** Are industries that compete with radio conducting similar research?

**PS:** That's a good question, since the other half of Greater Media is newspapers. But I haven't seen other industries being as aggressive. I see the two most aggressive media industries today as cable and radio.

But in cable, there's not enough critical mass. I have not seen newspapers — not even the 14 we own — make that kind of effort. But they've got to if they want to be competitive.

**R&R:** Is Greater Media streaming its stations on the Internet?

**PS:** Yes, and I think that we should be streaming. For the 18-24-year-old, that's their transistor radio. It's where they listen to a lot of radio. In the office, more people are going to be using their computers to listen to the radio.

**"We can't let radio truths become traps."**

We have great brands, and I see it as an extension of our brands. I don't view it as a moneymaker because it's hard to quantify the audience. It's hard to monetize. But we have to be there, because it's part of the digital age.

**R&R:** Let's talk about Philadelphia, where Greater Media just made a major format change. Is that the weakest of your major markets?

**PS:** Historically, it has been. Boston has been a powerhouse for us, Detroit has hit a home run, and the New Jersey stations have done well. In Philly, WMGK is doing exceedingly well, and WMMR just hired Preston & Steve to do mornings once they finish up their noncompete.

[Exec. VP/Market Manager] John Fullam joining our team down there has been great. He's a gifted, brilliant guy. Philly hasn't always performed up to what we'd like, but I think you're going to see it happen pretty spectacularly.

**R&R:** Tell us about the recent flip of WMWX/Philadelphia to the play-anything "Ben" format.

**PS:** With Ben, I just think the timing was right. I always thought Hot

AC should work in Philadelphia. We saw an opportunity and believed we could capitalize on it. But I want to know where this format is going to be in 18 months. We want to make sure that within one or two ratings books it doesn't go from "Oh, wow" to no wow.

We're working on understanding who this audience is and where this station will migrate over the years. I think it'll be a great '80s-based format. It's unique, different, and it sounds great. We play about 700 titles, and there are no disc jockeys.

**R&R:** But it won't be jockless forever, will it?

**PS:** I'm not saying that it won't. Radio people have to start thinking outside of the box. We can't let radio truths become traps. No innovation leads to stagnation, and businesses become boring. There are a ton of creative people in radio; let's give back their radio stations. We've got to blaze trails, and we can't be afraid to fail, because sometimes we will.

**R&R:** Greater Media has committed to converting all of its stations to HD Radio by year's end. Are you on track to meet that goal?

**PS:** Yes, they'll all be done. It's a lot of money, and we've made a massive commitment. We got out in front early because we believe digital radio will be the greatest renaissance in American radio since Marconi. Not just because of the sound, but also the ability to have multiple audio streams and numerous data applications.

We need to reinvent ourselves, because what we did five years ago is obsolete. You can't be afraid of challenges, both economic and intellectual. I think that the greatest limitation of HD Radio will be in the broadcasters' minds.

**R&R:** What kinds of services are you considering once all of your stations have switched to HD Radio?

**PS:** I'll focus on that in Q4. However, right now I'm planning on putting a second audio channel on WRIF/Detroit in Q4, and it will broadcast live.

**R&R:** What kind of programming ideas do you have for this second channel?

**PS:** Different things, where I can use the channel to make it more user-friendly, but with the liberty to take a lot more chances than I would with the main signal. We're working now to develop the programming and the sound of it, but we've got to see what the marketplace needs.

On Country stations, maybe I'll do older country on the B channels. You can't get a programmer to play Waylon Jennings records, but some of the most popular shows on Country radio are the oldies shows. That's the kind of stuff that will get people talking about HD Radio.

In fact, I bought all of our managers digital radios because I want them to hear this. I bought 400 of

them. You can't talk the talk; you've got to walk the walk.

**R&R:** With the increasing availability of satellite radio, is HD Radio too late? Can radio reclaim the listeners it's losing to satellite?

**PS:** That's an excellent question. There's all this talk about everyone jumping on to satellite radio. The early adopters of a new technology will always jump first, and I think they're already there. I'm not saying there's no place for it, but the

**"Content is king, but not at any price."**

economics of satellite radio are so back-end-loaded that if they don't hit their numbers, they're dead.

**R&R:** What is your reaction to Howard Stern's move to Sirius Satellite Radio?

**PS:** I think there's a great opportunity for local radio, and a lot of talent in America, to raise their hands and go get it. Operators shouldn't be putting all these syndicated shows on in the morning. Give local talent a place to grow.

**R&R:** What about all the programming deals both Sirius and XM Satellite Radio are signing?

**PS:** I already know Howard Stern's act, and we haven't heard much about Opie & Anthony [since they moved from broadcast radio to XM]. And I think the NFL is a visual sport. They have all these games, but most people want to watch their local team.

NASCAR is the fastest-growing sport in America, but I don't want to hear the cars go around the track, I want to see them. I think the best application for satellite, and Sirius is already starting to go into it, is delivery of video content. That's the future of that business.

They could have 10 excellent video channels, and if they have some kind of audio content, they could compete on a different platform and be more economical.

**R&R:** Satellite radio's supporters point to the variety of music programming as an edge the service has over terrestrial radio. Can HD Radio provide that?

**PS:** I think HD will provide that on the B channels, and the sound argument will be leveled because they'll both be in CD quality. Digital radio has been a little behind the curve, but we're moving quickly.

Down the road, the economics are not in satellite radio's favor. There is a place for it, but I want to make sure I appeal to the masses.

Continued on Page 23

# 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 12 are listed below.



Travis Storch • 866-365-HITS

### Top Alternative

ARCADE FIRE Neighborhood #3 (Power Out)  
BECK E-Pro  
GARBAGE Why Do You Love Me?  
KILLERS Smile Like You Mean It  
INTERPOL Evil

### Top Jazz

BONEY JAMES /JOE SAMPLE Stone Groove  
PAUL BROWN Moment By Moment  
EUGE GROOVE XXL  
NORMAN BROWN Up 'N' At 'Em  
JOYCE COOLING Camelback

### Top Electronica-Dance

DELERIUM /SARAH McLACHLAN Silence 2004  
HOUSE OF URBAN GROOVES House Of...  
DESTINY'S CHILD Lose My Breath  
ROBERT GITELMAN Children Of The Sun  
KRISTINE W The Wonder Of It All

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### HIT LIST

Justin Prager  
BACKSTREET BOYS Incomplete  
CLICK FIVE Catch Your Wave  
GAME /50 CENT Hate It Or Love It  
LALAINÉ Did You Hear About Us?  
AVRIL LAVIGNE Fall To Pieces  
TRICK DADDY /LUDACRIS & CEE-LO Sugar...  
SIMPLE PLAN Untitled

### SOFT ROCK

Justin Prager  
BACKSTREET BOYS Incomplete  
SHANIA TWAIN Don't!

### R&B & HIP HOP

Damon Williams  
B.G. /HOMEBWOI Where Da At?  
B5 All I Do  
BEANIE SIGEL /SNOOP DOGG Don't Stop  
STYLEENA JDHNSON /R. KELLY Hypnotic

### ROCK

Gary Susalis  
DARK NEW DAY Brother  
DUKE Used To Be  
SILVERTIDE Blue Jeans

### ALTERNATIVE

Gary Susalis  
BLOC PARTY Helicopter  
COPELAND No One Really Wins  
DEAO 60'S Riot Radio  
MENEQUAR House Of Cats  
OASIS Lyla  
WE ARE SCIENTISTS This Scene Is Dead

### TODAY'S COUNTRY

Liz Opoka  
MIRANDA LAMBERT Bring Me Down  
JAMIE O'NEIL Somebody's Hero  
SUGARLAND Something More  
KENI THOMAS Not Me

### ADULT ALTERNATIVE

Liz Opoka  
RYAN AOAMS Let It Ride  
CARBON LEAF What About Everything?  
KEANE Everybody's Changing  
AIMEE MANN Going Through The Motions  
BRUCE SPRINGSTEEN Devils And Dust

### SMOOTH JAZZ

Akim Bryant  
HIROSHIMA Oboon  
RIPPINGTONS Wild Card

### AMERICANA

Liz Opoka  
RYAN AOAMS Let It Ride  
ROBERT EARL KEEN What I Really Mean  
JIMMY LAFAVE Shining On Through  
CRDSS CANADIAN RAGWEED Lonely Girl



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### DMX Fashion Video

David Mihail

The top music videos shown on DMX Fashion Video, targeted at 18-34 adults.

ROB THOMAS Lonely No More  
LOUIS XIV Finding Out True Love Is Blind  
GWEN STEFANI Hollaback Girl  
U2 Sometimes You Can't Make It On Your Own  
BRENDAN BENSON Spit It Out  
AKON Lonely  
KYLIE MINOGUE Giving You Up  
STARS Ageless Beauty

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

### HOT JAMZ

Mark "In The Dark" Shands

FANTASIA Truth Is  
MARIAH CAREY We Belong  
CIARA /LUDACRIS Oh  
MARIO How Could You  
112 U Already Know  
AMERIE One Thing  
BOBBY VALENTINO Slow Down

### ALTERNATIVE

Dave Sloan  
WHITE STRIPES Blue Orchid  
MANDO DIAO God Knows

### ROCK

Dave Sloan  
SEETHER Remedy

### DANCE

Randy Schlager  
GLOBAL DEEJAYS What A Feeling (Flash Dance)  
NUFREQUENCY 808 (Why Oh Why)  
MAJAI /ANNA Change My Mind  
SOULARIS Follow Me  
INTENSO PROJECT /LISA SCOTT-LEE Get It On  
PARIS AVENUE I Want You  
ETHAN In My Heart  
LUCAS PRATA And She Said  
SUZANNE SMITH Closer (Al B. Rich Mix)  
COSMIC ALLY Dear My Friend  
SOULARIS Fly  
NEW ORDER Krafty (DJ Dan Vocal Edit)  
SCREAMIN' RACHAEL Sister Sister...  
IOS So Close  
BRYAN TODD Wherever You Are (Mr. Mig Edit)  
ALLIE You're All

### ADULT CONTEMPORARY

Jason Shift  
LISA MARIE PRESLEY Dirty Laundry  
BRYAN AOAMS This Side Of Paradise  
JESSE McCARTNEY She's No You

### INTERNATIONAL HITS

Mark "In The Dark" Shands  
BLUE /LIL KIM Get Down On It  
MOBY Lift Me Up  
MOUSSE T Right About Now  
CHRISTIAN WALZ Wonderchild  
JULI Geile Zeit  
LAURA PAUSINI Vivimi  
ANASTACIA Heavy On My Heart  
ALICIA KEYS Karma  
AMERIE 1 Thing  
WILL SMITH Switch  
FETTES BROT Emanuela  
MARIO Let Me Love You  
MELANIE C Next Best Superstar  
JEM They  
HANSON Lost Without Each Other  
NEW ORDER Krafty

### RHYTHMIC DANCE

Danielle Ruyschaert  
RYAN CABRERA True (Lenny B Mix)  
FANTASIA It's All Good (Scumfrog Mix)  
EMMA Maybe (Illicit Club Mix)  
JENNIFER LOPEZ Get Right (Louie Vega Mix)  
HYPASONIC Dream Of You  
ERNEST KHOL Only (Chris The Greek Mix)

### RAP/HIP-HOP

Mark "In The Dark" Shands  
CIARA Oh  
PRETTY RICKY Grind On Me  
MIKE JONES Still Tippin'  
LUDACRIS Number One Spot



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

Steve Blatter

### Alt Nation

Rich McLaughlin  
UNWRITTEN LAW She Says

### The Pulse

Haneen Arafat  
GWEN STEFANI Rich Girl  
BETTER THAN EZRA A Lifetime

### Sirius Hits 1

Kid Kelly  
WEEZER Beverly Hills  
BLACK EYED PEAS Don't Phunk With My Heart  
AVRIL LAVIGNE Fall To Pieces

### Hot Jamz

Geronimo  
OWEET /SNOOP DOGG Why Cry  
R. KELLY In The Closet

### New Country

Al Skop  
VAN ZANT Help Somebody  
GEORGE STRAIT You'll Be There

### Spectrum

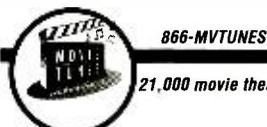
Gary Schoenwetter  
JACK JOHNSON Good People

### Heart & Soul

BJ Stone  
INDIA.ARIE Purity Me  
EARTH, WIND & FIRE This Is How I Feel

### Shade 45

Lil Shawn  
PAUL WALL /MIKE JONES They Don't Know  
TONY YAYO /50 CENT So Seductive  
Q-TIP /BUSTA RHYMES For The Nasty  
BIZARRE Rockstar  
ALCHEMIST /PRODIGY We Got This



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### WEST

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

### MIDWEST

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. LEANN RIMES Nothin' 'Bout Love Makes Sense

### SOUTHWEST

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

### NORTHEAST

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

### SOUTHEAST

1. AARON CARTER Saturday Night  
2. MARK KNOPFLER The Trawlerman's Song  
3. TROY ANDREWS QUINTET Softly, As In A...  
4. AQUALUNG Brighter Than Sunshine  
5. LEANN RIMES Nothin' 'Bout Love Makes Sense



Artist/Title	Total Plays
ALY & A.J. Do You Believe In Magic	75
JESSE McCARTNEY Beautiful Soul	75
BOWLING FOR SOUP 1985	74
GWEN STEFANI /EVE Rich Girl	74
JOJO Leave (Get Out)	74
KELLY CLARKSON Since U Been Gone	71
BLACK EYED PEAS Let's Get It Started	61
KELLY CLARKSON Breakaway	60
USHER Caught Up	43
CHEETAH GIRLS I Won't Say	41
JESSE McCARTNEY Because You Live	32
LIL ROMEO /N. CANNON My Cinderella	31
AVRIL LAVIGNE My Happy Ending	30
JOJO Baby It's You	30
RAVEN SYMONÉ Backflip	30
JESSE McCARTNEY Good Life	30
NELLY /T. McGRAW Over And Over	29
YELLOWCARD Ocean Avenue	28
DIANA DeGARMO Emotional	26
ASHLEE SIMPSON Pieces Of Me	25

Playlist for the week of April 4-10.

## AOL Radio@Network

Ron Nenni 415-934-2790

### Top Alternative

Pete Schiecke  
BLOC PARTY Banquet  
SEETHER Remedy  
FALL OUT BDY Sugar, We're Going Down

### Top Pop

Jeff Graham  
CEASARS Jerk it Out

### Top Hip-Hop

Donya Floyd  
BROOKE VALENTINE Girlfight  
J-KWON Get XXX'd  
TRICK DADDY Down Wit Da South

### Top R&B

Donya Floyd  
BROOKE VALENTINE Long As You Come Home

### Top Jazz

Beville Darden  
JDEY DEFRANCESCO Back At The Chicken Shack  
RAVI COLTRANE Coincide  
STEFANO DIBATISTA Salt Peanuts  
SONNY STITT Four  
JASON MORAN Fire Waltz



Phil Hall • 972-991-9200

### ABC AC

Peter Stewart  
ROB THOMAS Lonely No More

### Hot AC

Steve Nichols  
DAVE MATTHEWS BAND American Baby  
DURAN DURAN What Happens Tomorrow

### Touch

Stan Boston  
RAHEEM DEVAUGHN Guess Who Loves You More

### Rejoice

Williemae McIver  
DAMON LITTLE Do Right

### Country Coast To Coast

Dave Nicholson  
ALAN JACKSON The Talkin' Song Repair Blues  
REBA McENTIRE My Sister

### Real Country

Richard Lee  
DARRYL WORLEY If Something Should Happen



Ken Moultrie • 800-426-9082

### Hot AC

John Fowlkes  
ANNA NALICK Breathe (2am)

### CHR

Steve Young/John Fowlkes  
BACKSTREET BOYS Incomplete  
RYAN CARBERA 40 Kinds Of Sadness  
JOHN LEGEND Ordinary People

### Rhythmic CHR

Steve Young/John Fowlkes  
MARIAH CAREY We Belong Together  
PRETTY RICKY Grind With Me  
DESTINY'S CHILD Girl  
JENNIFER LOPEZ /FAT JOE Hold You Down

### Mainstream AC

Mike Bettelli/Teresa Cook  
MAROON 5 Sunday Morning

### The Alan Kabel Show — Mainstream AC

Steve Young/Teresa Cook  
MAROON 5 Sunday Morning

### The Alan Kabel Show — Hot AC

Steve Young/John Fowlkes  
U2 Sometimes You Can't Make It On Your Own

### Mainstream Country

Hank Aaron  
KEITH URBAN Making Memories Of Us  
REBA McENTIRE My Sister  
SUGARLAND Something More  
BLAKE SHELTON Goodbye Time

### New Country

Hank Aaron  
SUGARLAND Something More  
DARRYL WORLEY If Something Should Happen  
HOT APPLE PIE Hillbillies

### Lia

Ken Moultrie/Hank Aaron  
RASCAL FLATTS Fast Cars And Freedom  
ALAN JACKSON The Talkin' Song Repair Blues  
SHEDDISY Don't Worry 'Bout A Thing

### Danny Wright

Ken Moultrie/Hank Aaron  
ALAN JACKSON The Talkin' Song Repair Blues  
HANNA-McEUEEN Something Like A Broken Heart  
SUGARLAND Something More  
HOT APPLE PIE Hillbillies

### 24 HOUR FORMATS

Jon Holiday • 303-784-8700

### Adult Hit Radio

Jon Holiday  
AFTERS Beautiful Love  
KILLERS Mr. Brightside

### Adult Contemporary

Rick Brady  
JET Look What You've Done

### U.S. Country

Penny Mitchell  
BUDDY JEWELL If She Were Any Other Woman



Charlie Cook • 661-294-9000

### Adult Rock & Roll

Jeff Gonzer  
JOE PERRY Shakin' My Cage

### Bright AC

Jim Hays  
BACKSTREET BOYS Incomplete

### Mainstream Country

David Felker  
DARRYL WORLEY If Something Should Happen

### Hot Country

Jim Hays  
CAROLINA RAIN Louisiana Love

### Young & Verna

David Felker  
SUGARLAND Something More



### After Midnite

Sam Thompson  
BLAKE SHELTON Goodbye Time  
BOBBY PINSON Don't Ask Me How I Know



### Country Today

John Glenn  
ALAN JACKSON Talking Song Repair Blues

### AC Active

Dave Hunter  
BOWLING FOR SOUP Almost

### Alternative Now!

Polychronopolis  
OASIS Lyla  
SEETHER Remedy  
MUSE Stockholm Syndrome  
UNWRITTEN LAW She Says  
USED Let It Bleed  
DRESDEN DOLLS Girl Anachronism



Jay Frank • 310-526-4247

### Audio

BONE BROTHERS Hip-Hop Baby  
GOOD CHARLOTTE We Believe  
JESSE McCARTNEY She's No You  
JODY BREEZE Stackin' Paper  
JOHN LEGEND Number One  
JOSH GRACIN Brass Bed  
KINGS OF CONVENIENCE Cayman Islands  
MATCHBOOK ROMANCE My Eyes Burn  
NEW ORDER Krafty  
OASIS Lyla  
SEETHER Remedy  
SIMPLE PLAN Untitled  
XZIBIT Criminal Set

### Video

A STATIC LULLABY Stand Up  
KEITH URBAN Making Memories Of Us  
LONG-VIEW When You Sleep  
MOBY Beautiful  
MUOVAYNE Happy?  
RELIENT K Be My Escape  
TIM MCGRAW Drugs Or Jesus  
XZIBIT Criminal Set

« musicsnippet.com »

Tony Lamptey • 866-552-9118

### Hip-Hop

B.G. /HOMEBWOI Where Da At  
PITBULL Toma

### R&B

KEYSHIA COLE I Just Wanna It To Be Over

# NATIONAL MUSIC

## CMT

COUNTRY MUSIC TELEVISION

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

### ADDS

TRICK PONY It's A Heartache  
VAN ZANT Help Somebody

### TOP 20

	Plays	TW	LW
LEE ANN WOMACK I May Hate Myself In...	30	30	
TDBY KEITH Honkytonk U	29	29	
BLAINE LARSEN How Do You Get That Lonely	28	28	
SHAMIA TWAIN Don't!	28	28	
RASCAL FLATTS Bless The Broken Road	28	28	
SUGARLAND Baby Girl	28	28	
MIRANDA LAMBERT Me And Charlie Talking	28	22	
COWBOY TRDY I Play Chicken With A Train	26	27	
MONTGOMERY GENTRY Gone	26	27	
JO DEE MESSINA My Give A Damn's Busted	26	24	
BLAKE SHELTON Goodbye Time	24	25	
KENNY CHESNEY Old Blue Chair	24	14	
KEITH URBAN Making Memories Of Us	23	26	
TIM MCGRAW Drugs Dr Jesus	23	13	
KEITH URBAN You're My Better Half	22	28	
HOT APPLE PIE Hillbillies	22	27	
CRAIG MORGAN That's What I Love About...	22	16	
DIERKS BENTLEY Lot Of Leavin' Left To Do	21	13	
SHEDAISY Don't Worry 'Bout A Thing	19	23	
MARTINA MCBRIDE God's Will	18	15	

Airplay as monitored by Mediabase 24/7  
between April 4-10.



GREAT AMERICAN COUNTRY™

Jim Murphy, VP/Programming  
26.5 million households

### ADDS

BOBBY PINSON Don't Ask Me How I Know  
TRICK PONY It's A Heartache  
VAN ZANT Help Somebody  
HOLLY WILLIAMS Sometimes

### GAC TOP 20

LEE ANN WOMACK I May Hate Myself In The Morning
JO DEE MESSINA My Give A Damn's Busted
BLAKE SHELTON Goodbye Time
TRACE ADKINS Songs About Me
WRIGHTS Down This Road
KEITH URBAN Making Memories Of Us
TOBY KEITH Honkytonk U
SHEDAISY Don't Worry 'Bout A Thing
BLAINE LARSEN How Do You Get That Lonely
DIERKS BENTLEY Lot Of Leavin' Left To Do
SHAMIA TWAIN Don't!
JOSH GRACIN Nothin' To Lose
CRAIG MORGAN That's What I Love About Sunday
BUDDY JEWELL If She Were Any Other Woman
JOE NICHOLS What's A Guy Gotta Do
SUGARLAND Baby Girl
KEITH ANDERSON Pickin' Wildflowers
DARRYL WORLEY If Something Should Happen
JON RANDALL Baby Won't You Come Home
KENI THOMAS No! Me

Information current as of April 16.



Pos.	Artist	Avg. Gross (in 000s)
1	EAGLES	\$1,177.2
2	GEORGE STRAIT	\$809.4
3	CHER	\$590.9
4	JOSH GROBAN	\$555.8
5	HILARY DUFF	\$491.7
6	MOTLEY CRUE	\$481.1
7	YANNI	\$440.0
8	DURAN DURAN	\$284.8
9	LARRY THE CABLE GUY	\$284.3
10	RASCAL FLATTS	\$253.2
11	DAVID COPPERFIELD	\$241.2
12	BILL GAITHER & FRIENDS "HOMECOMING"	\$218.7
13	JILL SCOTT	\$194.1
14	SLIPKNOT	\$179.2
15	TIM CONWAY/M. KORMAN "TOGETHER...."	\$175.1

Among this week's new tours:

BROOKS & DUNN  
CHAKA KAHN  
CHEVELLE  
KATIE MELUA  
ROBERT PLANT

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

## TELEVISION

### Tube Tops

Mariah Carey, Josh Groban, Alicia Keys, John Legend, Rod Stewart, Joss Stone, Donna Summer and Rob Thomas are slated to perform from



Rob Thomas

New York's Beacon Theatre when VH1 premieres *Save the Music: A Concert to Benefit the VH1 Save the Music Foundation* (Sunday, 4/17, 9pm ET/PT).

### Friday, 4/15

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

• Paula Abdul, *The View* (ABC, check local listings for time).

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

• Martha Wainwright, *Late Show With David Letterman* (CBS, check local listings for time).

• Ingram Hill, *Jimmy Kimmel Live* (ABC, check local listings for time).

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

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

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

### Monday, 4/18

• Ciara, *Ellen DeGeneres*.

• Rob Thomas performs tonight and tomorrow night on *Jay Leno*.

• Matisyahu, *Jimmy Kimmel*.

• The Neville Brothers, *Conan O'Brien*.

### Tuesday, 4/19

• Tina Turner, *Ellen DeGeneres*.

• Ice Cube, *Jimmy Kimmel*.

### Wednesday, 4/20

• Regina Spector, *Jay Leno*.

• Killswitch Engage, *Jimmy Kimmel*.

### Thursday, 4/21

• Tori Amos, *Jay Leno*.

• Sparta, *Conan O'Brien*.

— Julie Gidlow

72 million households



Plays

MARIAH CAREY It's Like That	27
GAME Hate It Or Love It	26
EMINEM Mockingbird	24
U2 Sometimes You Can't Make It On Your Own	23
LUDACRIS Number One Spot	23
T.I. You Don't Know Me	23
KILLERS Mr. Brightside	22
FRANKIE J. I/BABY BASH Obsession (No Es Amor)	21
WILL SMITH Switch	21
ALICIA KEYS Karma	17
50 CENT Candy Shop	12
SNOOP DOGG I/J. TIMBERLAKE Signs	12
ROB THOMAS Lonely No More	10
CIARA I/LUDACRIS Oh	9
MIKE JONES I/SLIM THUG... Still Tippin'	9
OMARION O	8
JENNIFER LOPEZ I/FAT JOE Hold You Down	8
AMERIE One Thing	8
ASHANTI Don't Let Them	8
NATALIE Goin' Crazy	8

Video playlist for the week of April 4-10.



David Cohn  
General Manager

# 2

GAME Hate It Or Love It	37
LUDACRIS Number One Spot	35
FAT JOE So Much More	34
KILLERS Mr. Brightside	33
BRAVERY An Honest Mistake	31
GREEN DAY Holiday	31
ARCADE FIRE Rebellion (Lies)	30
WEEZER Beverly Hills	29
50 CENT Candy Shop	28
T.I. You Don't Know Me	26
MIKE JONES I/SLIM THUG... Still Tippin'	26
CIARA I/LUDACRIS Oh	24
COMMON The Corner	23
TRILLVILLE Some Cut	22
QUEENS OF THE STONE AGE Little Sister	22
USED All That I've Got	21
PAPA ROACH Scars	21
NINE INCH NAILS The Hand That Feeds	21
MY CHEMICAL ROMANCE Helena	20
DADDY YANKEE Gasolina	14

Video playlist for the week of April 4-10.

75 million households

Rick Krim  
Exec. VP



### ADDS

GWEN STEFANI Hollaback Girl  
BLACK EYED PEAS Don't Phunk With My Heart  
CAESARS Jerk It Out  
WEEZER Beverly Hills

ALICIA KEYS Karma
MARIAH CAREY It's Like That
EMINEM Mockingbird
ROB THOMAS Lonely No More
3 DOORS DOWN Let Me Go
JACK JOHNSON Sitting, Waiting, Wishing
KILLERS Mr. Brightside
JOHN LEGEND Ordinary People
U2 Sometimes You Can't Make It On Your Own
CROSSFADE Cold
DESTINY'S CHILD Girl
GREEN DAY Holiday
HOWIE DAY Collide
JENNIFER LOPEZ I/FAT JOE Hold You Down
LISA MARIE PRESLEY Dirty Laundry
GWEN STEFANI Hollaback Girl
JOSS STONE Right To Be Wrong
USHER Caught Up
ASYLUM Be The Girl
BECK E-Pro

Video playlist for the week of April 11-18.

Loni Parkerson  
202-380-4425



### 20 ON 20 (XM 20)

Michelle Boros

KELLY CLARKSON Behind These Hazel Eyes

### BPM (XM81)

Alan Freed

TIESTO Adagio For Strings

T90 Can't Stop To Follow

VINYLSHAKERZ One Night In Bangkok

### HIGHWAY 16 (XM16)

Ray Knight

SARA EVANS A Real Fine Place To Start

LEE ANN WOMACK He Oughta Know That By Now

SUGARLAND Something More

BLUE COUNTY That Summer Song

### SQUIZZ (XM48)

Charlie Logan

VELVET REVOLVER Headspace

DARK NEW DAY Brother

3 DOORS DOWN Behind Those Eyes

### U-POP (XM29)

Zach Overking

GORILLAZ Feel Good Inc.

JEM They

CABIN CREW Star To Fall

### THE LOFT (XM50)

Mike Marrone

BRUCE SPRINGSTEEN Devils & Dust

GLEN PHILLIPS Winter Pays For...

PETER HIMMELMAN Imperfect World

GO-BETWEENS Oceans Apart

TORI AMOS The Beekeeper

TODD THIBAUD Northern Skies

### RAW (XM66)

Leo G.

MASTER P Yappin'

GETO BOYS G Code

FOXY BROWN Art Of War

PURPLE CITY Roll It Up, Light It Up

### X COUNTRY (XM12)

Jessie Scott

CORNELL HURD BAND I've Got A Woman In San Angelo

DAVID OLNEY Speak Memory

GREG TROOPER Green Eyed Girl

DEVIL IN A WOODPILE Bron-Y-Aur Stomp

### XM CAFÉ (XM45)

Bill Evans

BRUCE SPRINGSTEEN Devils And Dust

PETER HIMMELMAN Imperfect World

PERCY HILL After All

JOHN BROWN'S BODY Pressure Points

### 36 million households

Cindy Mahmoud,  
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
112 U Already Know
CIARA I/LUDACRIS Oh
TRILLVILLE I/CUTTY Some Cut
BROOKE VALENTINE I/LIL JON & BIG BDI 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
CASSIDY I'm A Hustla
FAT JOE So Much More

Video playlist for the week of April 10.

## The iTunes Music Store Top 10

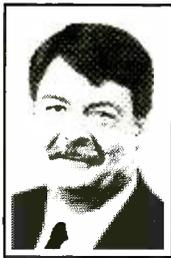
Apple's iTunes Music Store is the leading digital music service in the U.S., offering a catalog of more than 1 million songs from all five major label groups and hundreds of independents. Here's a snapshot of the top-selling downloads on Tuesday, April 12, 2005.

### Top 10 Songs

1. GWEN STEFANI Hollaback Girl
2. WEEZER Beverly Hills
3. WILL SMITH Switch
4. KILLERS Mr. Brightside
5. ROB THOMAS Lonely No More
6. AKON Lonely
7. BACKSTREET BOYS Incomplete
8. GREEN DAY Boulevard Of Broken Dreams
9. KELLY CLARKSON Since U Been Gone
10. BLACK EYED PEAS Don't Phunk With My Heart

### Top 10 Albums

1. BECK *Guero*
2. MARIAH CAREY *The Emancipation Of Mimi*
3. JACK JOHNSON *In Between Dreams*
4. GARBAGE *Bleed Like Me*
5. VARIOUS ARTISTS *Music From The O.C.*
6. VARIOUS ARTISTS *Napoleon Dynamite ST*
7. VARIOUS ARTISTS *Verve Remixed 3*
8. GREEN DAY *American Idiot*
9. KILLERS *Hot Fuss*
10. SILK ROAD ENSEMBLE... *Silk Road Journeys*



**AL PETERSON**  
apeterson@radioandrecords.com

# Living The Story

KFI reporter takes her work personally

If you've worked in a radio newsroom during the past several years, the impact of reduced resources and personnel has probably not been lost on you. Fewer and fewer stations today maintain a 24/7 local newsroom, and even fewer allocate the resources needed to dedicate a local reporter full-time to a single big story.

But the newsroom at KFI/Los Angeles is not exactly typical, and neither is station reporter **Laura Ingle**. The onetime Rock radio jock turned roving news reporter is currently camping out in Central California to cover and report on the daily courtroom machinations of the Michael Jackson trial.



**Laura Ingle**

Listeners hear her reports and analysis 12 times daily in KFI's newscasts and also via a series of live one-on-one chats about the day's events and latest developments with KFI hosts Bill Handel, John & Ken and John Ziegler.

I recently caught up with Ingle by phone from her not-exactly-glamorous motel room just outside Santa Maria, CA. That's where she's been living for the past several months while covering the Jackson trial.

She moved there barely 30 days after returning from living most of the previous year in Modesto and Redwood City, CA while covering the Scott Peterson murder trial. Not long before that she'd been living out of her suitcase for months in San Diego, covering the trial of now-convicted child murderer David Westerfield.

Pinning Ingle down to chat for any length of time isn't easy. Even her media peers say

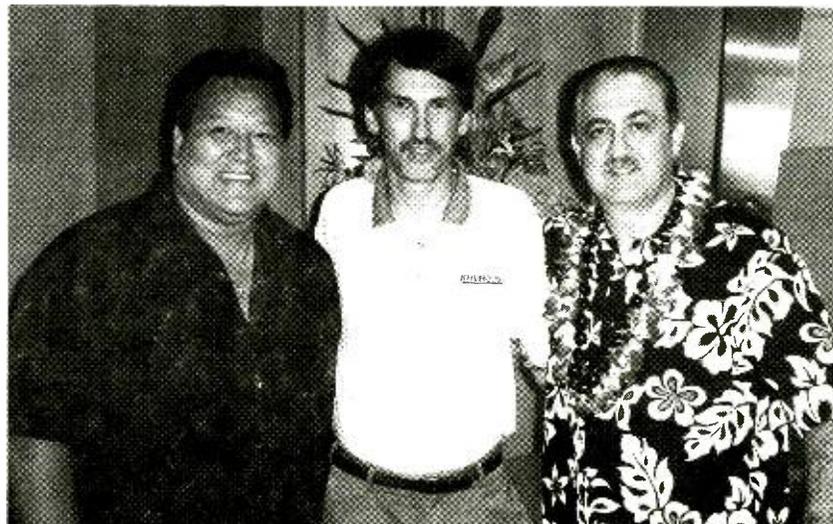
she's a workaholic who begins early and finishes late every day — a charge Ingle doesn't deny. I wanted to ask her how one transitions from being the nighttime Rock radio queen of Sacramento — interviewing the likes of Motley Crue and Aerosmith — to being a reporter covering high-profile crime cases for one of the country's premier News/Talk stations. I also wanted

to know how covering stories for months on end has impacted her life and whether her experiences have made her more or less skeptical about justice in America.

**R&R:** *You didn't exactly take a traditional career path to your current job. Tell us about that.*

**LI:** I was 19 and wanted to work at KRXQ in my hometown of Sacramento. It was the biggest, baddest Rock machine, and I wanted to work there more than anything. I didn't really think about being a DJ, I just wanted to work in that building where all my favorite people on the radio worked.

I called the PD every week for a year until finally she called me one day and said, "If I give you a job, will you stop calling me?" She gave me a job doing callout research in this little back room. It was a far less glamorous



**ALOHA, GEORGE** Premiere Radio Networks' Coast to Coast AM host George Noory emerged from his late-night cave to bask in some bright Hawaiian sunshine during a recent visit to affiliate KHVH/Honolulu. Shown here at a listener meet-and-greet held at a local microbrewery are (l-r) KHVH personality Rick Hamada, Clear Channel/Hawaii Director/Programming Paul Wilson and Noory.

setup than I thought it was going to be. It was like a sweatshop, but I didn't care.

**R&R:** *Rather than traveling across the country and up and down the dial, you found a home at KRXQ, right?*

**LI:** Judy McNutt, who was the PD at the time, gave me my first break. I became the sales assistant, and one day the production director needed a female voice and asked if I

would read a tag on a commercial. Short story: The GM heard me and told Judy that he thought I had a good voice. Judy asked me if I wanted to be on the air, and all of a sudden I was doing overnights. They showed me what I needed to know, and I did that for a long time.

Eventually, I worked my way up to being the 7pm-midnight jock. This was truly the best job in town, because nights were when any bands in town for a concert would come by the radio station, and I would get to interview them.

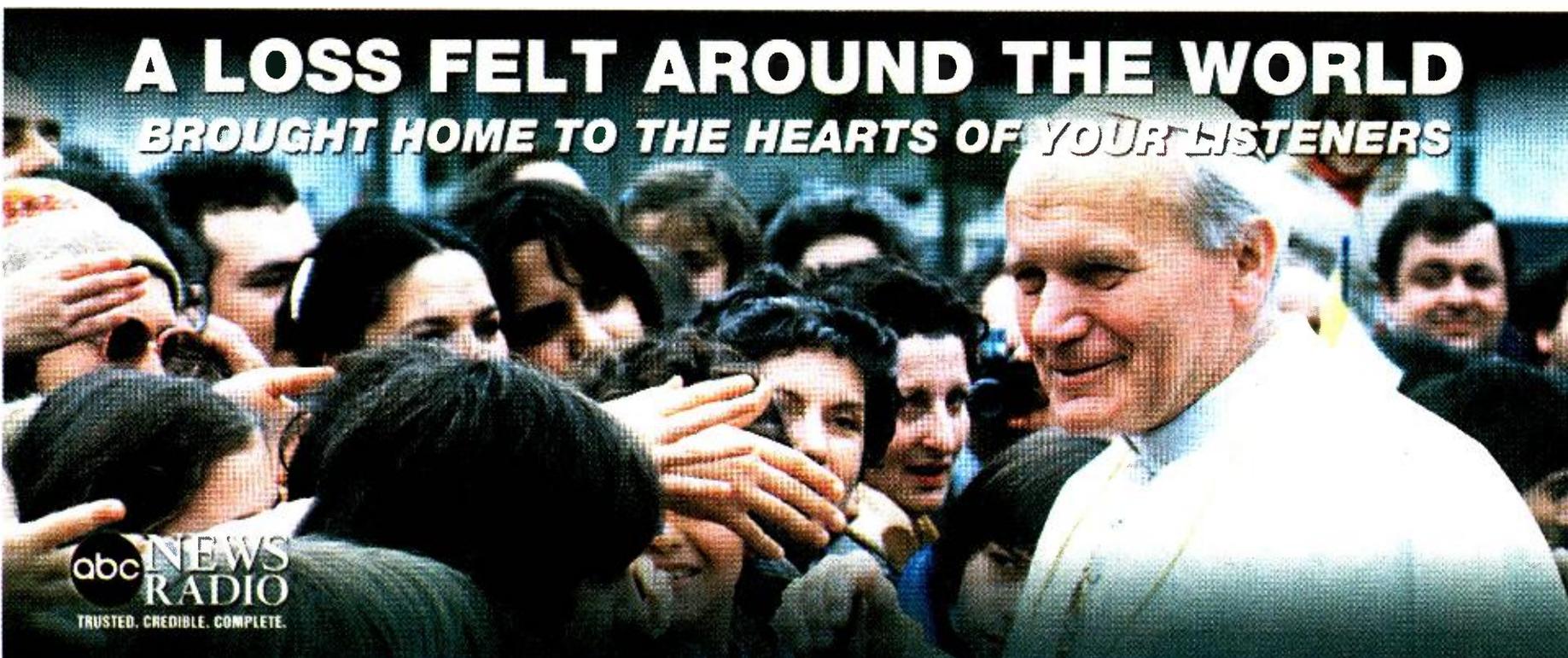
I was interviewing bands like Motley Crue, Aerosmith, Van Halen, Def Leppard, Ratt, Queensryche — lots of big hair. I'd do live backstage interviews with them from Cal-Expo, then walk out and say, "Thanks for listening to 93 Rock, and now here's Metallica," to an arena full of screaming fans. Talk about the greatest gig of your life for a girl in her 20s. It was unreal.

**R&R:** *How'd you make the transition from rocker to news reporter?*

**LI:** All good things come to an end, I guess. A new PD came in and said my numbers were down, and I was fired. I was devastated — that

**"I'm going to tell you exactly what's going on — everything that I see, hear and feel. I'm not going to sugarcoat things, I'm going to tell you what I know is true."**

Continued on Page 22



**JUST ADDED:**

NewsTalkRadio

**77WABC**



# Compelling Talk Radio

**With The Numbers To Back It Up...**

# THE DAVE RAMSEY SHOW<sup>®</sup>

*"Where life happens; caller after caller..."*

**LISTEN WEEKDAYS  
LIVE 2-5PM/ET**

*The Dave Ramsey Show  
Increases from Summer '04 to Fall '04*

**STILL NUMBER ONE!**  
Nashville **WWTN** 7.5\*

Baton Rouge **WJBO** 0.6 to 6.6\*\*  
Grand Rapids **WTKG** 2.2 to 2.8\*\*  
Jackson, MS **WFMN** 3.8 to 11.5\*\*  
Louisville **WGTK** 0.6 to 3.1\*\*

**HIGHEST RATED SHOW!**  
Salt Lake City **KLO** 1.1 to 2.5\*

**BEATS WOA!**  
San Antonio **KTSA** 1.2 to 2.7\*

Arbitron Ratings Fall 2004. Summer to Fall 2004 - AQH share increases.  
\*Men 25-54 \*\*Adults 25-54

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## Living The Story

Continued from Page 20

job was who I was. It was my life. But because I worked nights and was so tired of our own station rotations, during the day I listened to Talk radio. I started listening to Tom Sullivan at KFBK/Sacramento, and I loved him. Then I found Tom Leykis and Enid Goldstein on KSTE/Sacramento, and I was hooked on Talk radio.

When I lost the job at KRXQ I decided to call the PD at KFBK and KSTE every week. At first [then-KFBK and KSTE PD] Ken Kohl didn't want to hire me because I was a Rock jock, I had no real experience doing anything else, and he didn't really know what to do with me. But, ultimately, Ken hired me, and he gave me some great chances in the seven years that I worked at KFBK and KSTE.

**R&R:** When did you first realize that you weren't a Rock jock anymore but had, in fact, become a newsperson?

**LI:** It was the flood of 1997, and Sacramento was underwater. By then KSTE, where I'd been doing some news, had been combined with KFBK, and I was working in the news pit for both stations. There were scanners and

**"I believe I am a part of the strongest news team in the world. We're small but mighty."**

monitors squawking, people running in and out of the control room with bulletins and paper flying everywhere. It was the most exciting thing I had ever seen.

Everybody in the newsroom had been dispatched, and they had one story that they didn't have a body to cover, about the impact of the flood on farm animals and livestock trapped on the farms around Sacramento. I

begged Ken to send me. I said I had done lots of live shows and interviews from Cal-Expo and remotes from stores like the Good Guys.

I asked him, "Isn't this just a live remote without the sale? I just go out there and tell people what's going on in front of me, right?" He said I was right, and he sent me. One thing led to another after that, and I became a reporter at KFBK.

**R&R:** Do you think your experience in Rock radio actually may have helped you as a news reporter?

**LI:** If you can interview Aerosmith, you can interview a politician — it's the same gig. They're both there to promote something, but the trick is to get the real dirt — to get the answers to questions people really want to know — whether I'm standing backstage at Cal-Expo or on the front steps of the state capitol. I absolutely got that and understood what it was all about. Ken helped me a lot and guided me through the whole process.

**R&R:** What was the first big story that led you to covering a number of very tragic stories?

**LI:** It started when I covered the story of the three women who were murdered by Cary Stayner in Yosemite back in 1999 — that was probably the first big case that I did. I was fascinated by that story because the victims seemed just like me and like all the people I know. Who were these women, and what happened to them?

When their bodies were found I was heartbroken, and I wanted to do a story about traveling to all of the places they went before they vanished and to the places where their bodies were eventually found. Ken let me go, and I did a whole week of walking in the victims' footsteps. That was kind of where it all started for me in covering these big crime stories.

**R&R:** So, are you a journalist — you have an Edward R. Murrow Award that says you are — or are you a commentator, a reporter or just a keen observer of life?

**LI:** Everything you just said is who I am. For me, being a reporter on all of the stories I have covered — the Yosemite case, the dog-mauling trial in San Francisco, the David Westerfield case in San Diego, Scott Peterson and now the Michael Jackson trial — is a badge of honor, and I view it as that every day.

I source things, and I am careful about my work. The older I get, the more I realize that I am there to be people's eyes and ears. I'm going to tell you exactly what's going on, everything that I see, hear and feel. I'm not going to sugarcoat things, I'm going to tell you what I know is true. Am I a journalist? Yes, I consider myself a journalist, and winning the Murrow was a terrific honor.

**R&R:** What's the personal impact of putting your life on hold and moving to another town for an indefinite period of time to cover a story?

**LI:** It's hard. You have to take your real life and put it on a shelf. Living the story while covering it really started for me with the Scott Peterson case. That one also touched my heart. Laci's mom looked like my mom, and Laci looked like my best friend, who was also pregnant at the time. And I am from Sacramento.

I wanted to know what happened, and I didn't want to sit on the sidelines and report it — I wanted to be in it all the way. It's not that that's a brand-new concept, but in this day and age — with how much we all have to do in the newsroom — KFI has been extraordinarily gracious in handing me the keys to the story and saying, "Go ahead — go do it all."

**R&R:** How much do you think that KFI's overall news attitude has contributed to the success of what you do as a reporter?

**LI:** Everything came together just right when I arrived at KFI. It kind of came together as almost a perfect storm. Other radio stations don't do what KFI does, period. All you have to do is turn on the radio station, and you can hear the difference. I believe I am a part of the strongest news team in the world. We're small but mighty, and we're aggressive. We'll get in there and ask the questions people really want asked.

**R&R:** Tell me about your typical day.

**LI:** Right now it's the hardest job I have ever done in my life. I file 12 reports a day and also do long segments on three talk shows — once each with Bill Handel and John Ziegler and twice with John & Ken in afternoons. I pretty much have time to open my mail, eat a Lean Cuisine, go to bed and get up and do it again tomorrow.

With the Peterson case, court only met four

**"I pretty much have time to open my mail, eat a Lean Cuisine, go to bed and get up and do it again tomorrow."**

days a week, but this one is five. It's hard, but I want to do it. I want to bring these stories to listeners' lives in a way that nobody else is doing. Fortunately, I'm at a place in my life right now where I can do it, so I'm going to do it.

**R&R:** Has your look at the legal system through all these cases you've covered made you more or less skeptical about justice in America?

**LI:** With each trial, you learn more and more. There are so many loopholes, it's scary. Trials are literally a cliffhanger every single day. Will the legal system be allowed to play itself out without the defense attorney finding a loophole to get the whole thing thrown out? I guess I am still skeptical of the legal system, but I'm also fascinated by watching it play out in the courtroom every day.

**R&R:** You had less than a month off between the end of the Peterson trial and the start of the Jackson trial, so where's the first place you plan to go when you finally get a vacation again?

**LI:** I'm headed straight to the beach.

## TALK BACK TO R&R!

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

Call me at 858-486-7559

or e-mail:

[apeterson@radioandrecords.com](mailto:apeterson@radioandrecords.com)

# Trends Taste & Travel



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## RADIO AND RECORDS

2049 Century Park East, 41st Floor • Los Angeles CA 90067-3215  
Tel 310-553-4330 • Fax 310-203-9763  
www.radioandrecords.com

### EDITORIAL

EXECUTIVE EDITOR	ROGER NADEL • rnadel@radioandrecords.com
MANAGING EDITOR	RICHARD LANGE • rlange@radioandrecords.com
ASSOCIATE MANAGING EDITOR	BRIDA CONNOLLY • bconnolly@radioandrecords.com
NEWS EDITOR	JULIE GIDLOW • jgidlow@radioandrecords.com
RADIO EDITOR	ADAM JACOBSON • ajacobson@radioandrecords.com
ASSOCIATE RADIO EDITOR	KEITH BERMAN • kberman@radioandrecords.com
ASSOCIATE EDITOR	CARRIE HAYWARD • chayward@radioandrecords.com
ASSOCIATE EDITOR	MICHAEL TRIAS • mtrias@radioandrecords.com
AC/HOT AC EDITOR	JULIE KERTES • jkertes@radioandrecords.com
ALTERNATIVE EDITOR	KEVIN STAPLEFORD • kstapleford@radioandrecords.com
CHR/POP EDITOR	KEVIN CARTER • kcarter@radioandrecords.com
CHRISTIAN EDITOR	KEVIN PETERSON • kpeter@radioandrecords.com
CGOUNTRY EDITOR	LON HELTON • lhelton@radioandrecords.com
LATIN FORMATS EDITOR	JACKIE MADRIGAL • jmadrigal@radioandrecords.com
NEWS/TALK/SPORTS EDITOR	AL PETERSON • apeter@radioandrecords.com
ROCK EDITOR	KEN ANTHONY • kanthony@radioandrecords.com
SMOOTH JAZZ EDITOR	CAROL ARCHER • carcher@radioandrecords.com
TRIPLE A EDITOR	JOHN SCHOENBERGER • jschoenberger@radioandrecords.com
URBAN/RHYTHMIC EDITOR	DANA HALL • dhall@radioandrecords.com
ASST. URBAN/RHYTHMIC EDITOR	DARNELLA DUNHAM • ddunham@radioandrecords.com

### MUSIC OPERATIONS

SR. DIRECTOR/DIGITAL INITIATIVES	JOHN FAGOT • jfagot@radioandrecords.com
DIRECTOR/MUSIC OPERATIONS	JOSH BENNETT • jbenett@radioandrecords.com
CHARTS & MUSIC MANAGER	ROB AGNOLETTI • ragnoletti@radioandrecords.com
CHART COORDINATOR/LATIN	MARCELA GARCIA • magarcia@radioandrecords.com
COORDINATOR	MARK BROWER • mbrower@radioandrecords.com

### BUREAUS

7900 Wisconsin Avenue, #400 • Bethesda, MD 20814 • Tel 301-951-9050 • Fax 301-951-9051	
WASHINGTON BUREAU CHIEF	JOE HOWARD • jhoward@radioandrecords.com
1106 16 <sup>th</sup> Avenue South • Nashville, TN 37212 • Tel 615-244-8822 • Fax 615-248-6655	
NASHVILLE BUREAU CHIEF	LON HELTON • lhelton@radioandrecords.com
ASSOCIATE COUNTRY EDITOR	CHUCK ALY • caly@radioandrecords.com
OFFICE MANAGER	KYLE ANNE FAULICH • kpaulich@radioandrecords.com

### CIRCULATION

CIRCULATION MANAGER	JIM HANSON • jhanson@radioandrecords.com
---------------------	--

### INFORMATION TECHNOLOGY

DIRECTOR	SAEID IRVAN • sirvani@radioandrecords.com
LEAD DEVELOPER	CECIL PHILLIPS • cphillips@radioandrecords.com
APPLICATION DEVELOPER	HAMID IRVANI • hirvani@radioandrecords.com
WEB/APPLICATION DEVELOPER	AMIT GUPTA • agupta@radioandrecords.com
NETWORK ADMINISTRATOR	KEITH HURLIC • khurlic@radioandrecords.com
SYSTEM ADMINISTRATOR	JOSE DE LEON • jdeleon@radioandrecords.com
DATABASE ADMINISTRATOR	PUNEET PARASHAR • pparashar@radioandrecords.com

### PRODUCTION & DESIGN

PRODUCTION DIRECTOR	KENT THOMAS • kthomas@radioandrecords.com
PRODUCTION MANAGER	ROGER ZUMWALT • rzumwalt@radioandrecords.com
GRAPHICS	DELIA RUBIO • drubio@radioandrecords.com
DESIGN DIRECTOR	TIM KUMMEFOW • tkummerow@radioandrecords.com
DIRECTOR/DIGITAL PRODUCTS	SUSAN SHANKIN • sshankin@radioandrecords.com
AD DESIGN MANAGER	EULALAE C. NARIDO II • bnarido@radioandrecords.com
DESIGN	GLORIOSO FAJARDO • gfajardo@radioandrecords.com
DESIGN	SONIA POWELL • spowell@radioandrecords.com
DESIGN CONSULTANT	GARY VAN DER STEUR • gvdsteur@radioandrecords.com
DESIGN CONSULTANT	CARL HARMON • charmon@radioandrecords.com

### ADVERTISING

DIRECTOR/SALES	HENRY MOWRY • hmowry@radioandrecords.com
ADVERTISING COORDINATOR	NANCY HOFF • nhoff@radioandrecords.com
SALES REPRESENTATIVE	GABRIELLE GRAF • ggraf@radioandrecords.com
SALES REPRESENTATIVE	MEREDITH FUPP • mhupp@radioandrecords.com
SALES REPRESENTATIVE	ERN LLAMADO • ellamado@radioandrecords.com
SALES REPRESENTATIVE	KAREN MUMAW • kmumaw@radioandrecords.com
SALES REPRESENTATIVE	MARIA PARKER • mparker@radioandrecords.com
SALES REPRESENTATIVE	KRISTY REEVES • kreeves@radioandrecords.com
SALES REPRESENTATIVE	STEVE RESNIK • sresnik@radioandrecords.com
SALES REPRESENTATIVE	JEANNETTE ROSARIO • jrosario@radioandrecords.com
SALES REPRESENTATIVE	MICHELLE RICH • mrich@radioandrecords.com
SALES REPRESENTATIVE	BROOKE WILLIAMS • bwilliams@radioandrecords.com
SALES ASSISTANT	VALERIE JIMENEZ • vjimenez@radioandrecords.com

### FINANCE

CHIEF FINANCIAL OFFICER	FRANK COMMONS • fcommons@radioandrecords.com
COMPTROLLER	MARIA ABUIYSA • mabuiysa@radioandrecords.com
ACCTG. SUPERVISOR/PAYROLL MGR.	MAGDA LIZARDO • mlizardo@radioandrecords.com
CREDIT & COLLECTIONS	SUSANNA PEDRAZA • spedraza@radioandrecords.com
BILLING ADMINISTRATOR	ERNESTINA RODRIGUEZ • erodriguez@radioandrecords.com
BILLING ADMINISTRATOR	GLENDA VICTORES • gvictores@radioandrecords.com

### ADMINISTRATION

PUBLISHER/CEO	ERICA FARBER • efarber@radioandrecords.com
VP/EDITORIAL & MUSIC OPERATIONS	CYNDEE MAXWELL • cmaxwell@radioandrecords.com
DIRECTOR/OPERATIONS	PAGE BEAVER • pbeaver@radioandrecords.com
GENERAL COUNSEL/HR DIRECTOR	LISE DEARY • ldeary@radioandrecords.com
DIRECTOR/CONVENTIONS	JACQUELINE LENNON • jlennon@radioandrecords.com
DIRECTOR/SPECIAL PROJECTS	AL MACHERA • amachera@radioandrecords.com
EXECUTIVE ASSISTANT	AMANDA ELEK • aelek@radioandrecords.com
OFFICE ADMIN/RECEPTION	JUANITA NEWTON • jnewton@radioandrecords.com
MAILROOM	ROB SPARAGO • rsparago@radioandrecords.com

A Perry Capital Corporation

## Smyth

Continued from Page 17

Maybe they'll hit 20 million to 25 million in 10 years, but is that an economically viable business? At what cost does the model make sense?

I think Howard Stern is a gifted, talented man, but \$500 million is a big number, and you've got to earn back a ton of money to pay that.

**R&R:** Entercom CEO David Field has discussed the possibility of radio groups' getting together and using their digital spectrum to launch a subscription-based service to compete with satellite radio. Do you have any interest in that?

**PS:** I think everyone would be interested, and I've talked with David about the idea. Again, I think the only limitation is in broadcasters' minds. We have to think about the power and the opportunity that is being handed to us. Many new types of formats and genres are going to appear.

**R&R:** Both satellite radio companies are criticized for the losses they keep posting, but isn't that to be expected of major startup operations?

**PS:** Startups are entitled to have losses, but they have to price things rationally and not overpay so dramatically that it mortgages the industry's future. There is a way to start a business that has economic reality built in.

Content is king, but not at any price. If satellite is going to have a shot, it needs to invest rationally. If I went out and started spending that kind of money, the media would say

## Bryant

Continued from Page 1

superstar who has shown fearless leadership and creativity, with a keen ability to make things happen while motivating people.

"Kim embraces challenges head-on and demonstrates the qualities that instill confidence and optimism in me and everyone she works with. I'm pleased to hand her this responsibility and opportunity."

Bryant said, "Since I joined Clear Channel a couple of years ago, I've thoroughly enjoyed working with a team of extremely talented professionals to elevate the quality of radio we offer our communities. I'm thrilled about the opportunities in San Francisco and San Jose, along with the new ideas we have for each of our stations to shine."

Before joining Clear Channel Bryant served as GM/National Sales, San Jose-Monterey for Entravision and predecessor company EXCL Communications. She began her career at EXCL at age 17, working under EXCL founder and President/CEO Athena Marks.

## Tropical

Continued from Page 1

our reflection of the marketplace will remain accurate and trustworthy."

I was crazy and that I'd never get it back. You have to rationalize the investment and the rate of return.

**R&R:** Is satellite radio a tougher threat than in-car CDs, cassettes and radio's other past challenges, since it operates in much the same way as terrestrial radio?

**PS:** Satellite radio is going to be there, but people are concerned about their local communities. If radio becomes too homogenized and doesn't have a vested, rooted interest in local communities, then we're out of business, because there's no difference between radio and satellite.

**R&R:** Let's shift gears to electronic audience measurement. Is this something that the industry needs?

**PS:** Yes. I participated in Arbitron's Philadelphia Portable People Meter test and thought it was great. But there are issues that need to be resolved. It's fine in terms of an accurate profile of listenership, but we need to clarify the economics.

Arbitron must be realistic about what radio will pay. They can't double our pricing and expect us to be happy about it. The distribution of who's going to share that pain has to be worked out. That's a process, and we all must participate.

**R&R:** Some companies are saying no, at least right now.

**PS:** I know, but I believe it's important to work with Arbitron. You can fight it all you want, but if enough companies sign on, that will become a problem. We're in a digital age, so how can we stand in the face of this?

## Karis

Continued from Page 1

stations, coupled with her leadership, makes her the perfect fit for the Sr. VP position."

Karis said, "This is a fantastic opportunity. Clear Channel Radio's presence in the Southwest offers advertisers unique and creative marketing options."

Karis has been overseeing CC's stations in Phoenix, Tucson and Yuma as Regional VP/Arizona since April 2004, and she's been responsible for the Las Vegas market since 2005. Before rising to her most recent position she was VP/Market Manager for Clear Channel/Phoenix.

Karis began her career in 1981 as an AE with Roslin Radio and in 1983 relocated to Phoenix as a local Account Manager with Western Cities Broadcasting. She joined National Communications as an NSM in 1985 and later rose to GSM.

In 1998 she became Director/Sales with Jacor Communications, remaining in that post after Clear Channel merged with Jacor.

**R&R** entered the field of Spanish-language music formats with the purchase of industry publication *Radio Y Musica* in 2000, later including its charts and editorial in **R&R**.

We can't be obstructionists in the face of technology. The record companies tried, and look what it did for them. This kind of research is inevitable. The diary method, to some extent, is obsolete. Our customers are demanding a more accurate form of ratings measurement, and we can't say no.

**R&R:** One issue with the PPM is the fear that radio will discover a lot of tune-out at commercial breaks.

**PS:** There are always concerns, but I didn't see that in Philadelphia. Believe it or not, sometimes people listen to commercials. We'll have to deal with that if we see it, but I haven't seen data to support that notion.

**R&R:** What can radio do to make 2005 a great year?

**PS:** The most important thing is to focus on our customers and our listeners and make sure we're serving both to the best of our ability. And to move to digital technology sooner rather than later.

Make sure all your radio stations are fluent in the RAEL research. And be pro-radio. Stand up and be counted for the medium, and stop apologizing for one of the greatest industries in America today. It has to come from local stations talking about the power of the medium and how proud they are to be in radio.

## Catino

Continued from Page 1

the widest variety of perspectives. His resourcefulness, creativity and dedication to pursuing each and every way possible to expose artists and their music to the world is renowned, and we are delighted to welcome him to the Universal Nashville family."

Co-Chairman James Stroud said, "Bill is the perfect person to head up our promotion efforts. His broad experience and keen understanding of the changing landscape of radio will be invaluable as we continue to break artists and reach even greater heights."

Catino said, "The opportunity to work closely with such successful music executives as Luke Lewis and longtime friend James Stroud is an honor for me. Their vision of creating a home for artists that has music at its core is refreshing, especially in the age of bottom-line mentalities."

Catino joined Capitol in 1990 as VP/Promotion, rising to Sr. VP in 1993 and Exec. VP in February of 1998. He began his career in sales with CBS in 1968, moved to pop promotion at CBS/Epic in 1970 and joined RCA as a country promotion regional in 1973. In 1977 he joined Steve Popovich in forming Cleveland International, where they broke Meat Loaf.

Catino was hired by MCA in 1983 as Director/Promotion for the Midwest and Northeast regions. He moved to MCA sister Universal to head its promotion department in 1989.

## 'Are You The Sunny \$17 Million Fugitive?'

Infinity Soft AC WEAT (Sunny 104.3)/West Palm Beach could be in for a whopping \$17.2 million payday after a jury ruled last week that former Sunny personality **Jennifer Ross** was in breach of contract when she left WEAT on Sept. 25, 2000 and crossed the street the same day to rival WRMF, owned at the time by James Crystal. Ross, whose real name is Elena Whitby, had a one-year noncompete in her contract. In 2001 a judge imposed a temporary injunction, yanking Ross off WRMF. In 2002 the ban was lifted, and Ross returned to the air. That same year James Crystal sold WRMF to Palm Beach Broadcasting.

Here's a shocker: Ross' lawyer says he will appeal the hefty settlement. "I was stunned," said attorney **Rob Haile** of the jury's verdict. "It's grossly excessive." You think? The *Sun-Sentinel* reports that Haile plans to file a request this week asking Judge Diana Lewis to set aside the ruling. If that fails, Haile says he'll turn to the Fourth District Court of Appeal. If the appeal process fails, former WRMF owner James Crystal will pay the \$1 million that Ross is reportedly responsible for. "I think the jury really just didn't quite understand what was going on," said Haile, claiming Infinity used an expert whose flawed calculations didn't account for changes in the radio landscape when determining the true monetary damage Ross' exit caused to WEAT. "Their expert assumed that nothing had changed, that iPods hadn't arrived, that satellite radio hadn't arrived," he said. "It's a preposterous assumption to assume everything is the same. She's good, but she ain't Oprah Winfrey."



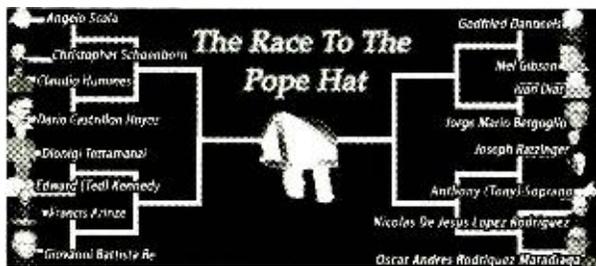
And she ain't no Jennifer Ross.

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### Pope-A-Palooza 2005

As the College of Cardinals assembles in Rome to begin the arduous process of electing a new pope, many people here in America are wondering, "Hey, how come they get to have all the fun?" Throwing caution — not to mention good sense — to the wind, some folks on this side of the pond decided to get involved at the grass-roots level. If ever there was an event that you thought could never be stretched into a wacky radio promotion, the papal election would be the one, but **WVBZ (100.3 The Buzzard)/Greensboro** proudly presents "The Buzzard's Pick a Pope" contest. Not unlike a bad car accident, you can't turn away, can you?

Ingenuously utilizing the cutting-edge "bracket technology" pioneered by the NCAA's Road to the Final Four, The Buzzard offers a comprehensive list of potential papal candidates on its website at [www.buzzardrocks.com](http://www.buzzardrocks.com). Mixed in among the usual suspects on the patented "Buzzard Pope Picker" page are several dark-horse candidates, including *Passion-meister* Mel Gibson. "Right now my money is on Ted Kennedy," says Buzzard OM **Tim Satterfield**. If your pope is picked as the eventual winner, you could receive a fabulous prize package that includes a spaghetti dinner for two and a trip to Rome — Georgia (one-way Greyhound bus fare for one). "My wife



Rock, papal, scissors.

says I'm going to hell for this," Satterfield tells **ST**. "I told her this isn't even in the top 10!"

### The Programming Dept.

- **Phil Michaels Trueba**, a 13-year veteran of Cox Radio, will soon become a free agent. He started his Cox career in 1991 as Asst. PD/MD of the late WHQT (Hot 105)/Miami. He later programmed WPYO/Orlando, then WPYM (93.1 Party)/Miami, but that Party ended in February when the station flipped to Rock as WHDR (93 Rock). Trueba will remain on board until May 9, when PD Kevin Vargas arrives from KISS/San Antonio. "If anyone needs a skilled, passionate strategic thinker, please call me," says Trueba, who would prefer to remain in Florida for family reasons. Reach him at 954-483-9504 or [pmmcxlndo@aol.com](mailto:pmmcxlndo@aol.com).

- **WFKS/Jacksonville** PD Skip Kelly announces his new MD/night jock: It's **Jordan**, who was doing 11pm-5am at WFLZ/Tampa. Jordan replaces Mack @ Night, now at WKSC/Chicago.

- "**Dr.**" **Dave Michaels**, PD of Artistic Media Country cousins WBTU/Ft. Wayne, IN and WLFF/Lafayette, IN, annexes PD duties at heritage CHR/Pop WAZY/Lafayette, freeing up PD Tommy Frank to concentrate on WNDV (U93)/South Bend, IN. Michaels' previous Pop PD experience includes WKFR/Kalamazoo, MI and WSTO/Evansville, IL.

In a geographically compatible story, **Dave B. Goode** is named PD of Summit CHR/Rhythmic WNHT (Wild 96.3)/Ft. Wayne. Goode spent the past four years as PD of WHZZ/Lansing, MI. He also spent some quality time as an air talent at WDVD and WDRQ in Detroit. He replaces Aaron "Goose" Seller, who left in December.

- Continuing our fabulous Midwest theme, WKFR/Kalamazoo, MI PD **Bo Richi** has gone buh-bye. OM Mike McKelly is anxiously awaiting your gifted programming presentation. Just don't crash his e-mail, and everything will be fine. Don't delay — rush your tastefully sized file to [mike.mckelly@cumulus.com](mailto:mike.mckelly@cumulus.com).

- And there's more: After a cup of coffee at CHR/Rhythmic WJFX (Hot 107.9)/Ft. Wayne, IN, PD **Ricky G** has vacated the premises. Until a suitable replacement can be located, flown in and installed, all the drama should once again be directed to good old reliable Asst. PD/MD Weasel. GM Roger Diehm is waiting to hear from you.

- Cumulus CHR/Rhythmic WWKL (Hot 92)/Harrisburg welcomes the exotically named **Venetia** as Asst. PD/MD/morning co-hostess. Venetia is the artist formerly known as Lisa Reynolds from her time at WHOT/Youngstown, OH. Moments later WWKL PD John O'Dea moved night jock **Zander** into the afternoon slot vacated by former Asst. PD/MD Lucas earlier this year. For the big finale, former CKEY/Buffalo part-timer **Puff** joins for nights.

- Elsewhere in Pennsylvania, NextMedia CHR/Pop WRTS (Star 104)/Erie, PA morning co-host **Jessica Curry** adds Asst. PD stripes as midday hostess **Karen Black** (not to be confused with Jack Nicholson's co-star in *Five Easy Pieces*) shifts her focus to Star's promotions department.

- **Hoss Grigg**, PD of Clear Channel CHR/Pop KSAS/Boise, ID, is trading his cushy radio gig for what our parents referred to as "a real job." Grigg says, "I'll be writing loans for commercial and residential properties. Not the glamorous gig I'm used to, but at least this job pays in real money." Interested replacements should direct their pine-scented packages to CC RVP/Programming Jeff Cochran at 827 E. Park Blvd., Boise, ID 83712 or [jeffcochran@clearchannel.com](mailto:jeffcochran@clearchannel.com).

And if you're headed to the Boise area and happen to need a commercial or residential loan, we just happen to know a guy: Call Hoss at 208-695-3765, or e-mail [hossrocks@cablone.net](mailto:hossrocks@cablone.net).

- Clear Channel Rocker KZZE/Medford, OR needs a PD to replace **Marty McGuire**, who is moving to Bowling Green, KY to be closer to his family. GM Bill Nielsen is spearheading the search for his replacement at KZZE, 3624 Avion Drive, Medford, OR 97504.

- KSMB/Lafayette, LA welcomes **Chris "Maxwell" Jones** as Asst. PD/MD/night guy. Jones comes from mornings at WEZB (B97)/New Orleans, where he lasted all of 4 1/2 months. "Chris told me he was looking for something stable, and I told him we also keep people for 4 1/2 months," KSMB PD Bobby Novosad tells **ST**.

## R&R TIMELINE

### 1 YEAR AGO

- **Skip Kelly** named PD of WFKS/Jacksonville.
- **Tony Coles** assumes PD duties at KKCW & KROV/Portland, OR.
- **Jessica Marventano** hired as Clear Channel Sr. VP/Government Affairs.

### 5 YEARS AGO

- Atlantic Records names **John "The Horse" McMann** VP/Crossover Promotion.
- **Jay Michaels** promoted to PD of KRBE/Houston.
- **Lou Pate** joins KIRO/Seattle as overnight host.



Lou Pate

### 10 YEARS AGO

- **Owen Weber** leaves HMW Communications to become VP/GM of KILT-AM & FM & KIKK-AM & FM/Houston.
- **Ed Rosenblatt** succeeds founder David Geffen as Chairman/CEO of Geffen/DGC Records.
- **Chester Schofield** promoted to VP/GM of WUSL/Philadelphia.



Owen Weber

### 15 YEARS AGO

- **Dean Thacker** named Exec. VP of LBI Holdings Inc.
- **Lee Mirabal** moves to XHRM/San Diego as GM.
- **Ralph Cipolla** named PD of WUFX/Buffalo.

### 20 YEARS AGO

- **Gary Fries** promoted to President of Sunbelt's Broadcast Division.
- **Bill Stedman** named PD of KSAN/San Francisco.
- **Jim Gilmore III** named President of Gilmore Broadcasting.



Gary Fries

### 25 YEARS AGO

- WABC/New York Operations Director **Al Brady** resigns to become PD of WHDH/Boston.
- **Pat Holiday** appointed PD of CKLW/Detroit.
- **Jay Hoker** named VP/GM of KAUM/Houston.

### 30 YEARS AGO

- Longtime WVON/Chicago GM **Lucky Cordell** is promoted to Assistant to the President of Globetrotter Communications.
- KDAY/Los Angeles PD **Jim Maddox** and **Walt "Baby" Love** form consultancy Professional Radio Programmers.



• After entertaining millions at night at Radio One CHR/Pop WGTZ/Dayton, **Frye Guy** (possibly pictured at left) is rewarded with MD stripes by PD Scott Sharp.

Hey, super-size this!

### Jack/Mike/Zeke, Etc.

• AC **WMHX (Mix 93.9)/Springfield, IL** joins the hundreds of stations leaping onto that wildly careening "We play anything" bandwagon as the new "93.9 Abe FM."

• Last week, Entercom Hot AC **WOZN/Greensboro**, formerly known as "The Zone," also activated the "We play anything" machine. This week it broke the once-sacred one-syllable "Jack/Bob/Fred/Ben" name rule by unveiling its new moniker: Say hello to "**98.7 Simon**."

• **KTMT-FM/Medford, OR** flipped from CHR/Rhythmic to "93.7 Mike FM." Yup, they also "play anything!" Stay tuned for what we fear will be many similar announcements.

### Quick Hits

• **WKSC (103.5 Kiss FM)/Chicago** fills its gaping midday opening with the lovely and talented **Adam Smasher**, who recently left afternoons at **WNKS/Charlotte** after six years.

• **WXTB (98 Rock)/Tampa** is about to deliver the minimum daily adult requirement of Puddin' to its audience: Please welcome new morning host **Puddin'**, currently doing nights at Clear Channel sister **WEBN/Cincinnati**. Puddin'

will team up with existing co-host Phatty, the artist formerly known as Spice Boy. They replace the syndicated **Monsters** show, last heard on 98 Rock in December 2004.

• **Heather Martinez** is the new midday personality on Infinity Urban AC **KDJM (Jammin' 92.5)/Denver**. Martinez, currently doing afternoons at **KELZ/San Antonio**, will have to learn to ski ... like now.

• **WWYL/Binghamton, NY PD/MD KJ Bryant** promotes swing jock/imaging freak **Mark Money** to nights.

• The syndicated **Ace & Tj Show** continues its march across Alabama with the addition of Styles Media CHR/Pop **WLDA (Wild 100)** in exotic Dothan, AL. No injuries were reported.

• **Beasley Classic Rocker WRXK (96 K-Rock)/Ft. Myers** plays juggle-the-jock in the wake of Howard Stern's departure last week: **The Stan and Haney Show** shifts from afternoons to mornings, and **The Liz Wilde Show** moves from nights to afternoons. The syndicated **Nights With Alice Cooper** debuts in nights, followed by **The Phil Hendrie Show**.

• The diminutive-yet-assertive **Athena Matsikas**, last seen wandering Bourbon Street after **WKZN/New Orleans** blew up, has found a new radio home: afternoons at Hot AC **KMHX/Santa Rosa, CA**. **KMHX PD Brandon Bettar**, who moves back to middays, says, "I promised her all the spoils of the wine country, which I'm praying she forgets soon."

### Formats 'N' Stuff

Cumulus launches a Hispanic-targeted CHR/Rhythmic station in Santa Barbara: **KKSB** is now "103-3 The Vibe, Hip-Hop Y Mas," playing a combination of hip-hop, R&B and reggaeton records with English-speaking personalities. Former **KCAQ/Oxnard, CA** morning co-host Mambo joins as MD and will handle PD duties until a permanent PD is hired. New **KVYB** calls are pending. The 103.3 frequency, which booms up and down California's Central Coast with 105,000 watts of music power, is the former home of sister AC **KRUZ**, which moved to 97.5 last week.

### Baby Poop

• Congrats and best wishes to Arista/RCA Music Group VP/Adult Formats **Etoile Zisselman** and her husband, **Marc**, on the birth of their second daughter: **Remi Paige** arrived April 5 and weighed in at 6 lbs., 10 oz.

### ST Shot O' The Week



This Just In: Rock Stars Can Read! Roadrunner's own Theory Of A Deadman came by to check out R&R's palatial new offices, perform a short acoustic set and pick up the latest issue of R&R. After someone noticed that the cover price was \$6.50, the budget-minded band decided to share.

• Much love to one of our all-time faves, Warner Bros. Records VP/Promotion **Felicia Swerling-Suslow** and her husband, **Artur**, on the birth of their first child. Son **Brenden Artur** arrived eight days early, showing up at 12:16pm on April 10, weighing in at 6 lbs., 11 oz and measuring 20 inches in length. Everyone involved in the project from its inception is doing great.

## TELEVISION

### TOP 10 SHOWS Total Audience (109.6 million households)

- 1 *Desperate Housewives*
- 2 *American Idol (Tues.)*
- 3 *American Idol (Wed.)*
- 4 *CBS NCAA Basketball (Illinois vs. North Carolina)*
- 5 *CSI*
- 6 *Survivor: Palau*
- 7 *Grey's Anatomy*
- 8 *Lost*
- 9 *60 Minutes*
- 10 *Without A Trace*

### April 4-10 Adults 18-49

- 1 *Desperate Housewives*
- 2 *American Idol (Wed.)*
- 3 *American Idol (Tues.)*
- 4 *CBS NCAA Basketball (Illinois vs. North Carolina)*
- 5 *Grey's Anatomy*
- 6 *CSI*
- 7 *Survivor: Palau*
- 8 *Apprentice 3*
- 9 *Lost*
- 10 *House*

Source: Nielsen Media Research

## FILMS

### BOX OFFICE TOTALS

April 8-10

Title	Distributor	\$ Weekend	\$ To Date
1	<i>Sahara</i> (Paramount)*	\$18.07	\$18.07
2	<i>Sin City</i> (Miramax)	\$14.15	\$50.76
3	<i>Fever Pitch</i> (Fox)*	\$12.40	\$12.40
4	<i>Guess Who</i> (Sony)	\$7.02	\$51.02
5	<i>Beauty Shop</i> (MGM/UA)	\$6.81	\$26.12
6	<i>Robots</i> (Fox)	\$4.66	\$111.04
7	<i>Miss Congeniality 2...</i> (WB)	\$4.18	\$37.53
8	<i>The Pacifier</i> (Buena Vista)	\$3.12	\$100.57
9	<i>The Ring Two</i> (DreamWorks)	\$2.87	\$72.28
10	<i>The Upside of Anger</i> (New Line)	\$2.50	\$12.26

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

Source: ACNielsen EDI

**COMING ATTRACTIONS:** Opening in limited release this week is *State Property II*, which stars and was written and directed by **Damon Dash** and features such recording acts as **OJ' Dirty Bastard**, **Cam'ron**, **Mariah Carey**, **Beanie Sigel**, **Noreaga** and more.

— Julie Gidlow



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# HITS TOP 50 ALBUMS

THE INDUSTRY'S NO. 1 RETAIL CHART April 15, 2005

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
1	1	50 CENT	The Massacre	Shady/Aftermath/Interscope	162,747	-16%
-	2	FAITH EVANS	First Lady	Capitol	155,281	-
6	3	NOW VOL 18	Various	Epic	76,566	-21%
2	4	BECK	Guero	Interscope	71,609	-52%
10	5	GREEN DAY	American Idiot	Reprise	61,130	+2%
4	6	ONE TWELVE	Pleasure & Pain	Def Soul/IDJMG	58,950	-50%
5	7	WILL SMITH	Lost & Found	Interscope	58,524	-41%
-	8	LISA MARIE PRESLEY	Now What	Capitol	55,625	-
9	9	JACK JOHNSON	In Between Dreams	Brushfire/Universal	55,599	-10%
11	10	KILLERS	Hot Fuss	Island/IDJMG	54,135	+3%
-	11	DONNIE MCCLURKIN	Psalms, Hymns And Spiritual...	Verity	53,132	-
3	12	BEANIE SIGEL	The B.Coming	Def Jam/IDJMG	53,123	-60%
8	13	FRANKIE J	The One	Columbia	50,932	-19%
15	14	GWEN STEFANI	Love, Angel, Music, Baby	Interscope	50,370	+27%
12	15	KELLY CLARKSON	Breakaway	RCA/RMG	46,107	-5%
13	16	CIARA	Goodies	LaFace/Zomba Label Group	46,027	-1%
7	17	LARRY THE CABLE GUY	Right To Bare Arms	Warner Bros.	44,906	-49%
14	18	GAME	The Documentary	Aftermath/G-Unit/Interscope	35,615	-12%
-	19	JOSS STONE	Mind, Body & Soul	S-Curve/EMC	35,385	-
17	20	JOHN LEGEND	Get Lifted	Columbia	34,500	+4%
21	21	AKON	Trouble	SRC/Universal	34,434	+12%
19	22	LUDACRIS	The Red Light District	Def Jam/IDJMG	32,157	+2%
24	23	3 DOORS DOWN	Seventeen Days	Republic/Universal	29,808	+3%
23	24	EMINEM	Encore	Shady/Aftermath/Interscope	28,019	-5%
20	25	JENNIFER LOPEZ	Rebirth	Epic	26,890	-12%
26	26	T.I.	Urban Legend	Atlantic	26,761	-5%
18	27	QUEENS OF THE STONE AGE	Lullabies To Paralyze	Interscope	26,151	-19%
33	28	FANTASIA	Free Yourself	J/RMG	25,944	+8%
-	29	BRANDY	The Best Of Brandy	Atlantic	25,772	-
22	30	RAY CHARLES	Genius Loves Company	Concord	25,697	-16%
27	31	USHER	Confessions	LaFace/Zomba Label Group	25,453	-9%
28	32	RASCAL FLATTS	Feels Like Today	Lyric Street	25,372	-4%
25	33	DADDY YANKEE	Barrio Fino	Universal Music Latino	24,053	-15%
32	34	JESSE MCCARTNEY	Beautiful Soul	Hollywood	22,559	-7%
29	35	LIFEHOUSE	Lifehouse	DreamWorks	22,085	-15%
31	36	MAROON 5	Songs About Jane	Octone/J/RMG	21,632	-10%
30	37	MY CHEMICAL ROMANCE	Three Cheers For Sweet Revenge	Reprise	21,186	-17%
48	38	U2	How To Dismantle An Atomic Bomb	Interscope	21,170	+6%
-	39	SHANIA TWAIN	Greatest Hits	Mercury	20,882	-
41	40	CROSSFADE	Crossfade	Columbia	19,634	-10%
-	41	HOT HOT HEAT	Elevator	Reprise	19,555	-
38	42	KENNY CHESNEY	Be As You Are	BNA	19,167	-14%
35	43	LIL' JON & THE EASTSIDE BOYZ	Crunk Juice	TVT	19,010	-17%
-	44	TIM MCGRAW	Live Like You Were Dying	Curb	18,990	-
34	45	OMARION	O	Epic	18,947	-18%
-	46	CHRIS BOTTI	When I Fall In Love	Columbia	18,758	-
46	47	MARIO	Turning Point	J/RMG	18,536	-9%
40	48	GRETCHEN WILSON	Here For The Party	Epic	17,912	-19%
16	49	THE BRAVERY	The Bravery	Island/IDJMG	17,306	-48%
-	50	LYFE JENNINGS	Lyfe 268-192	Columbia	17,154	-

© HITS Magazine Inc.

## ON ALBUMS

### One More No. 1 Makes It Six For 50

For the sixth week in a row, 50 Cent's *The Massacre* (Shady/Aftermath/Interscope) sits at the top of the album chart. The gap between No. 1 and No. 2 is narrowing, however.

Indeed, this week's No. 2 album, Faith Evans' *First Lady* (Capitol), comes within 7,500 units of stealing 50's crown, moving just



Faith Evans

over 155,000, compared to 50's weekly total of just under 163,000. It was too close to call until just before the chart closed, but the G-Unit kingpin manages to pull it off one more time.

It looks like this is the end of the line for his run at No. 1, however, because early retail snapshots give Mariah Carey's *The Emancipation of Mimi* (Island), released Tuesday, a solid shot at selling over 300,000 for the week.

Meanwhile, the week's second-highest debut is Lisa Marie Presley's *Now What*, at



Lisa Marie Presley

No. 8. That gives Capitol two top 10 debuts in the same week — and the new Coldplay is still almost two months away.

Of last week's string of top five debuts from Universal Music Group (which, with 50 at No. 1, gave UMG the entire top five), only Beck remains there, as *Guero* (Interscope) slips No. 2-No. 4 on sales of just under 73,000. *Now 18* (Epic) and *Green Day's American Idiot* (Reprise) fill in positions three and five, respectively.

The week's biggest sales increase goes to Joss Stone's *Mind, Body & Soul* (S-Curve/EMC), which shoots up from outside the top 50 to No. 19 on sales of over 35,000 (a 157% gain!), thanks to Stone's appearance on *Oprah* last week. Similarly, trumpeter Chris Botti sees his *When I Fall in Love* (Columbia) re-en-

ter the top 50 at No. 46 thanks to a rebroadcast of his *Oprah* appearance.

Other notable chart debuts include Donnie McClurkin's *Psalms, Hymns and Spiritual Songs* (Zomba), No. 11 on 53,000 sold, and Brandy's best-of set, No. 29 on just under 26,000.



Joss Stone

Next week: It's all about the aforementioned Ms. Carey, along with Epic's Mudvayne and Interscope's Garbage.

# GOING FOR ADDS



**MIKE TRIAS**  
mtrias@radioandrecords.com

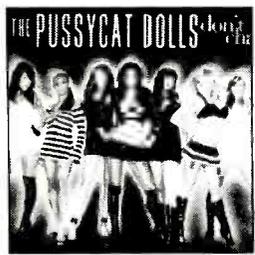
## Get Behind Me, Satan

That's kind of an ominous title for an album, but what else would you expect from **The White Stripes**? Jack White, who wrote, produced and mixed the album, says the CD's 13 tracks are a study of "characters and the ideal of truth." Jack White and Meg White are readying for the release of their fifth album by unveiling "Blue Orchid" to Active Rock and Alternative outlets next week. The song shows us a different side of The White Stripes, but, as usual, it is too ear-catching to miss. In a nutshell, it's two minutes and 30 seconds of pure radio hit. The duo will kick off a world tour May 11 in Mexico and will co-headline England's Glastonbury Festival, taking place June 24-26, with Kylie Minogue and Coldplay. U.S. dates are in the works.



**White Stripes**

"Don't cha wish your girlfriend was hot like me?" sing **The Pussycat Dolls**, and my answer is a definite yes. While the message of "Don't Cha" is directed at male listeners, the truth of the matter is,



**Pussycat Dolls**

this Cee-Lo Green-written-and-produced cut is quickly becoming the anthem for every female who knows she is the sexiest mama around. A radio edit featuring Busta Rhymes only adds to the song's pimp factor.

The Pussycat Dolls lineup (which has included celebrities like Christina Applegate and Gwen Stefani in the past) currently comprises seven vixens who are making a push for music stardom with their upcoming debut album, set for release this summer. The Dolls' stage show has a new permanent home at Las Vegas' Caesars Palace, and Eva Longoria joined the cast for opening night to christen the joint.

To promote the album, the girls will embark on a major-market spring tour, including a stop at KIIS/Los Angeles' famous Wango Tango concert. WIOQ/Philadelphia, WXKS/Boston, WHYI/Miami and KZZP/Phoenix have all added the track early, and Paul Hunter is shooting the video in Los Angeles this week.

**India.Arie** hits the airwaves next week with "Purify Me," the lead single from the soundtrack of the film *Diary of a Mad Black Woman*. The CD is due in stores April 19 and features songs by Monica, Angie Stone, Tamia, Natalie Cole, Patti LaBelle and more. Last month India.Arie teamed up with up-and-comer John Legend for Oxygen's *John Legend Custom Concert Featuring India.Arie*. Their duets on "Ordinary People" and "Brown Skin" were the bomb! This month India Arie filmed an episode of *Sesame Street* and sang the alphabet song with lovable puppet Elmo. Look for the episode to air June 20.



**Dark New Day**

Clint Lowery had his day with Sevendust, his brother Corey shined with Stereomud, their childhood friend Troy McLachorn rode with Double Drive, and their friends Brett Hestla and Will Hunt (whom the three met on the Southeastern club circuit) have done time with Creed and Skrape, respectively. After 15 years of being good friends, the five officially begin their public crusade as **Dark New Day** with the release of their single "Brother."

"We were playing a circuit that had a lot of older people in it — in their 20s — and we were all kids, so we could identify with each other," says Hunt about the good old days. "It was like going to Rock 'n' Roll High School," says Corey Lowery. "You always tried to turn it up because you wanted to impress each other." On June 14 the supergroup aims to impress the whole world with their debut CD, *Twelve Year Silence*, produced by Ben Grosse.

## R&R Going For Adds™

Week Of 4/18/05

### CHR/POP

- AVRIL LAVIGNE Fall To Pieces (Arista/RMG)
- ERASURE Breathe (Mute/EMC)
- PUSSYCAT DOLLS Don't Cha (A&M/Interscope)

### CHR/RHYTHMIC

- PRAS MICHEL f/SHARLI McQUEEN Haven't Found (Universal)
- PUSSYCAT DOLLS Don't Cha (A&M/Interscope)
- SYLEENA JOHNSON f/R. KELLY Hypnotic (Jive/Zomba Label Group)
- TANK I Love Them Girls (BlackGround/Universal)

### URBAN

- INDIA.ARIE Purify Me (Rowdy/Motown)
- OMARION Touch (Epic)
- TEAIRRA MARI Make Her Feel Good (Roc-A-Fella/IDJMG)
- XSCAPE What's Up (Rock City)

### URBAN AC

- INDIA.ARIE Purify Me (Rowdy/Motown)
- MARY MARY Heaven (Sony Urban/Columbia)

### GOSPEL

- G. KNIGHT & THE SAINTS... Did You Know (Many Roads)

### COUNTRY

- STEVE AZAR Doin' It Right (Mercury)

### AC

- J. BRICKMAN & M. BOLTON Hear Me... (RCA Victor)
- RICK SPRINGFIELD f/R. PAGE Broken Wings (Gomer/Red Ink)

### HOT AC

- ALTER BRIDGE Broken Wings (Wind-up)
- ERASURE Breathe (Mute/EMC)
- MARC BROUSSARD Rocksteady (Island/IDJMG)

### SMOOTH JAZZ

- DONNY OSMOND Breeze On By (Decca)
- JEFF GOLUB Simple Pleasures (Narada Jazz)
- JEFF KASHIWA Ecstasy (Native Language)
- JOE JOHNSON U Know What's Up (Yasny)
- LALAH HATHAWAY How Many Times (Mesa/Blue Moon)
- PIECES OF A DREAM Lunar Lullaby (Heads Up)
- RIPPINGTONS Wild Card (Peak)
- THEO BISHOP Timeless (Native Language)
- WAYMAN TISDALE Ready To Hang (Rendezvous)

### ROCK

- DARK NEW DAY Brother (Warner Bros.)

### ACTIVE ROCK

- DARK NEW DAY Brother (Warner Bros.)
- WHITE STRIPES Blue Orchid (V2)

### ALTERNATIVE

- DEAD 60S Riot Radio (Epic)
- DRESDEN DOLLS Girl Anachronism (8 Foot/Roadrunner)
- MANDO DIAO God Knows (Mute/EMC)
- WHITE STRIPES Blue Orchid (V2)

### TRIPLE A

- DEAD 60S Riot Radio (Epic)
- JUDE JOHNSTONE Hard Lessons (BoJak)
- KERI NOBLE About Me (Manhattan/EMC)
- MIKE DOUGHTY Looking At The World From The... (ATO)
- MOCEAN WORKER Chick A Boom Boom Boom (Hyena)
- PICO VS. ISLAND TREES Love Again (Pesky Pole)

### CHRISTIAN AC

No Adds

### CHRISTIAN CHR

- BIG DADDY WEAWE What I Was Made For (Fervent)
- DECEMBERADIO Live & Breathe (Independent)
- DI SHELDON What In The World (Weimey)
- HAWK NELSON Take Me (Tooth & Nail)
- MAT KEARNEY Trainwreck (Inpop)
- PAUL COLEMAN The One Thing (Inpop)

### CHRISTIAN ROCK

- DECEMBERADIO Live & Breathe (Independent)
- HAWK NELSON Take Me (Tooth & Nail)
- MAT KEARNEY Trainwreck (Inpop)

### INSPO

No Adds

### 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).



**SAT BISLA**  
sat@radioandrecords.com

## Another British Invasion?

**A new musical movement emerges from across the pond**

**W**e've all heard it before: "The British are coming." And it has, at least over the past 15 years, always been a false alarm. During the late '80s the Madchester sound, which spawned such artists as Inspiral Carpets, Happy Mondays and Stone Roses, moved into the U.S. market. Then, in the early and mid-'90s, it was the Brit-pop scene, which gave us a dose of Blur, Menswear and Oasis.

Those trends turned out to be fleeting, but this time it feels different. There has been an influx of U.K.-inspired music and media impacting the U.S. and international markets recently. And it's not a trend this time, it's a movement.

We've seen the success of such British-inspired TV programs as *Nanny 911*, *The Office* and *The Apprentice* and musical success for Franz Ferdinand, Keane and Joss Stone. Meanwhile, American acts like The Killers and The Bravery have broken in the U.K. and been imported back to the States. In fact, even U.K.-inspired fashion and etiquette are beginning to infiltrate our borders and have an effect on trendsetters in influential cities across America.

There's almost a direct parallel between what happened in the late '70s and early '80s and events shaping our lives today. Back then tensions were high between the U.S. and Iran, and Afghanistan was in battle with the Soviet Union. Today the U.S. has a Middle East war on its hands and is occupying a foreign land.

The creative community back then was crafting a lot of great songs, and musical styles were shifting forward. Now we have various musical genres — alternative, rock, punk, urban, pop — from all over the world impacting the global music market, and we've yet to get beyond the tip of that iceberg.

In addition, about 25 years ago or so, AM and FM radio were evolving, as was the impact of college, Pop and Alternative radio. Today we're seeing the evolution of the Internet and satellite radio, as well as personalized "radios" like iPods and other digital music players.

The British were a driving musical force 25 years ago, and now, once again, if you're a music fan, fasten your seatbelt: The U.K. market is churning out some of the best music in over two decades. Whether you're a fan of hip-hop, rock, alternative or pop, U.K. music is covering all the bases.

### Who To Watch For

Here's an overview of some of the artists you should keep your eyes and ears on — artists who have the potential to shape the kind of acts A&R executives sign and your listeners hear. After all, quality content is what drives punters to your radio station.

Among the most prolific new young acts to emerge from the U.K.'s burgeoning ska-inspired movement are London's The Rifles, who are selling out clubs throughout Britain. The quartet are being likened to The Clash, The Jam and The Specials, and it's easy to hear why when you indulge in such infectious, socially conscious, youth-inspired tracks as "Peace & Quiet" or "Breakdown."

The Rifles are being courted by numerous major labels in the U.K. and are poised to become one of the biggest exports to the international market in 2005.

On the pop tip, British blue-eyed soul singer Jem Cooke brings together elements of Dusty Springfield with a touch of Carole King as she delivers compelling multifaceted pop songs reminiscent of the early British pop movement.

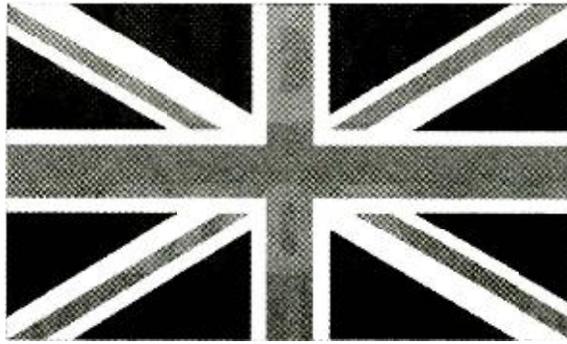
**Punk rock is back, so stick a safety pin through your nose and get with the program.**

Cooke is beautiful and amazingly talented, and her single "My Favorite Vice" has the makings of a classic. She will be performing an exclusive show in Los Angeles at the Viper Room on May 1.

Punk purveyors Vatican DC have been tipped as the best new punk band to emerge



**Jem Cooke**



since the era of The Sex Pistols, The Clash and The Ramones. With such rebellious anthems as "Anti-Social," "Foolish Things" and "London Streets," they're creating mosh pits in a size we haven't seen in decades. U.K. press and Alternative radio are hailing Vatican DC as the new commanders of punk. Their angst is real, and their message is strong. Punk rock is back, so stick a safety pin through your nose and get with the program.

Hailing from Nottingham (Robin Hood territory) are the finely tuned quartet Story One, fronted by lead vocalist Tom Evans, also one of the most accomplished rock violinists out there (admittedly, not a large field). Story One's music and onstage antics are getting them compared to the multiplatinum likes of Muse and Radiohead. This group has the makings of legacy artists and will surely be an integral part of our radio listening in the coming months.

The signs are there: It feels like a real U.K. movement is developing and is poised to influence and shape our music and entertainment tastes for the foreseeable future. Don't expect teatime to become a part of U.S. culture, but other lifestyle changes are beginning to be driven by the U.K. market.

### Sound Bites

- Warner-Chappell Music has inked an exclusive publishing deal with legendary alternative pop group Sparks, a.k.a. brothers Ron and Russell Mael.

- Warren Entner has procured management rights outside the U.K. for England's Long-View, who have been generating airplay support on U.S. Alternative radio. Long-View are signed to Columbia stateside.

- Sri Lanka-born British urban pop singer M.I.A. has signed with Interscope Records. Look for a full-length release in the coming months.

- French sensation Soshy is currently in talks with a worldwide major in regard to a global recording contract. Soshy's sound has been likened to the mass-appeal pop of multiplatinum singer Anastasia.

- England's The Crimea (signed in the U.S. by Warner Sr. VP/A&R Perry Watts-Russell) have completed work on their debut long-player, *Tragedy Rocks*, which is slated for release this spring.

- Swedish outfit Shout Out Louds (Capitol) are already generating traction stateside with their *Very Loud* EP. Much of the music community is anticipating that Shout Out Louds will be the biggest Swedish export to the States since The Hives.

- Australian rock band Wolfmother are in the midst of closing a massive record deal with a U.S. major after a huge trans-Atlantic bid-

ding war. They've been getting rave reviews for their single "Woman," released on Steve Pav's Aussie independent Modular Records. Wolfmother's music has been likened to the early rock sound of Black Sabbath and Ozzy Osbourne.

- Sanctuary Artist Management has signed representation rights for Fightstar. The foursome follow in the footsteps of Sir Elton John,

who has also signed with Sanctuary for management.

- Multiplatinum New Zealand quartet Elemeno P are currently in Los Angeles recording their new album with U.S. producer Sal Villanueva (Taking Back Sunday and Thursday). Elemeno P scored five top 10 singles in New Zealand with their previous full-length, *Love & Disrespect*, released on Universal N.Z.

- Universal Sr. VP/A&R, West Coast Jolene Cherry recently signed British band The Noisettes, whose demo single "Count of Monte Cristo" has been gathering interest in A&R circles. The group are commencing work on their



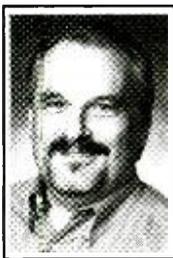
**Story One**

debut major-label album and are expected to release it toward the end of the year. In other Universal A&R news, Sr. VP/A&R Kevin Law is working on a new project with A&R legend Chris Blackwell in Jamaica.

- London-based alt-punk outfit The Rakes have inked a worldwide deal with V2 Records. The talented band has been generating strong support on such tastemaker U.K. radio outlets as BBC Radio 1, BBC 6 Music, *Kerrang Radio* and Xfm, as well as a few select U.S. broadcasters. In addition, they have been getting great reviews for their singles "Strasbourg" (released summer 2004) and "Retreat," which will be released on April 18 in the U.K. via Moshi Moshi.

- Multiplatinum-selling Scottish act Simple Minds have almost completed work on their new album, which is scheduled for an early-summer international release. The alternative icons signed a worldwide deal with Sanctuary last month and will be in Los Angeles at the tail end of April to complete production on their eagerly anticipated full-length. Simple Minds are managed by the London-based team of Ged Malone and Martin Hanlin (GMW Entertainment Ltd.), who also represent hotly tipped unsigned act Exitpilot.

Send your unsigned or signed releases to:  
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449 S. Beverly Drive, Suite 300  
Beverly Hills, CA 90212, USA



**KEVIN CARTER**  
kcarter@radioandrecords.com

# The Rainbow Stretches From L.A. To Vegas

Famed Los Angeles hangout ready to rock Sin City

The Rainbow Bar & Grill, a legendary Los Angeles rock-star watering hole and industry hang since it opened in 1972, is making its first foray into expansion — and where else but Vegas, baby! This long-overdue venture is being spearheaded by industry vets Bob and Jerry Greenberg, in conjunction with Mario Maglieri, founder of the Rainbow and of the famed Whisky-A-Go-Go, just down the Sunset Strip a piece. The grand opening — hopefully the first of many around the world — is slated for Memorial Day weekend.

Bob Greenberg, whom I had the pleasure of working for at *Hitmakers* for five years in the early '90s, recalls the power of the Rainbow back in the day, when he ran the Warner Bros. promotion department. "Mario used to take real good care of us," he says. "Any time we had an act in town at the Whisky or the Troubadour, we would always come there for dinner or to throw a little party. There was always a mob outside.

"You couldn't get in the place unless A) they knew you, or B) the line for the restaurant could accommodate some of the people standing out there. It reminded me of what the Copacabana used to be when I worked in New York."

Indeed, it wasn't unusual to see Ozzy Osbourne; members of Motley Crue, Guns N' Roses, The Doors, Led Zeppelin, The Rolling Stones or Motorhead; or any number of notable rock stars hanging out at the Rainbow on any given night.

**"I've seen rock 'n' rollers come and go, but they've always stayed true to the Rainbow."**

Mario Maglieri

The Rainbow spent 33 years as a solo act, so the concept of expanding it didn't exactly take shape overnight. Maglieri did tell me that he was approached by several well-known Las Vegas developers in the not-too-distant past about opening a new branch office, but no deals were brokered — until now.

## Hanging Out In Sin City

Jerry Greenberg shares some of the Vegas back story: "I started going to Vegas regularly about a year and a half ago. At the time the town didn't really seem to get the mentality of pop music. But now, with the success of *Mamma Mia*, Celine Dion, Elton John and acts like Rod Stewart, they're starting to catch on.

"As I kept going there, I also started to see what was going on with real estate — it was a boomtown, oil gushing. I knew I had to get involved in this town."

Having spent many years making the rounds of the relatively intimate Los Angeles

## Only You Can Prevent Premature Hilarity

Every year the same thing happens on April Fools' Day: Many, many radio stations across America perform wacky stunts. This year various levels of hilarity ensued as stations flipped frequencies, changed jocks and formats, etc. — the usual innovative stuff. The general populace panicked until they checked their calendars, or at least until April 2, when everything, thankfully, returned to normal.

One stunt, however, was noteworthy — mostly because it blew up shortly after the fuse was lit, rendering it funnier than if it had actually gone according to plan. WKZL/Greensboro morning legend Jack Murphy got the idea to send out a press release to local news organizations, allegedly from the "Triad Water Department," informing the public that there would be no hot water from 7-10am Friday morning.

Hilarious so far, right? Let's meet the co-architect of this can't-miss bit, WKZL PD Jeff McHugh, who says, "I wrote the phony press release and gave it to an intern with a Post-It note on the front that said, 'Allison, please fax this to all area TV and radio stations. Take it to Kinko's. Whatever you do, do not fax it from the radio station!'" Can you smell the hilarity coming?

Before Allison even made it back to the station, McHugh had already received an e-mail from the local Fox affiliate. "Allison had faxed the release to every media outlet — with my Post-It note still on the front!" he says.

"The Fox 8 news director told me that their newsroom roared with laughter at our buffoonery all afternoon. I'm sure our fax is now posted in newsrooms all over town, proclaiming what morons we are."



**Jeff McHugh**

club scene, Jerry noticed one thing about Vegas: "It felt to me that there wasn't a real hangout there."

His mind began to work overtime, envisioning several possible scenarios. He recalls listening to one of his favorite songs, Led Zeppelin's "Stairway to Heaven," which fueled a preliminary theme concept: "I thought of a club called Stairway to Heaven that played nothing but Led Zeppelin music and had these Victoria's Secret-type girls dressed as angels."

Hey, a man can dream, can't he? Meanwhile, Bob had another intriguing idea. "He suggested we go talk to Mario," Jerry says. "Maybe the Rainbow would be a great idea," he said. Oh, my God, yeah — the Rainbow in Vegas!"

## Keepin' It Real, Homey

About a year and a half ago the Greenberg brothers approached Maglieri. They had secured a prime piece of real estate in a fabulous location: a 7,500-square-foot space in a brand-new, upscale shopping center on Paradise Road, right across the street from another famed industry destination, the Hard Rock Hotel and Casino.

"When I heard about the location, I was definitely interested," says Maglieri. "You have to bring in the right shows, and these guys know the shows — they've been around long enough." Oh, yeah: Some 60,000 cars pass by the location each day, headed to and from the airport. Not too shabby.

"Both Bob and I assured Mario that we would never take away from the integrity of what he built over 33 years," Jerry says. To illustrate his point and to show his love and respect for the original Rainbow, Jerry says that one of the new club's two dining rooms will be an exact replica of the Los Angeles

**"You couldn't get in the place unless A) they knew you, or B) the line for the restaurant could accommodate some of the people standing out there. It reminded me of what the Copacabana used to be when I worked in New York."**

Bob Greenberg

Rainbow's main room "right down to the Lita Ford picture and the Christmas lights."

The key to the concept was to maintain the homey, hangout feel of the original — perfect for seasoned Rainbow vets and inviting enough for newcomers. So far the BBC and a Japanese TV crew have committed to cover the grand opening, and VH1 will be doing its *Top 20 Countdown* show from the Vegas Rainbow. If this location blows up big the way everyone involved believes it will, the Greenbergs have plans for worldwide expansion of the Rainbow brand.

"I've seen rock 'n' rollers come and go, but they've always stayed true to the Rainbow," says Maglieri. "I have no doubt the Greenbergs will successfully re-create the following and years of loyalty the original Rainbow has garnered."



**A GREENBERG SANDWICH** Seen here are Las Vegas Rainbow partners (l-r) Jerry Greenberg, Mario Maglieri and Bob Greenberg.

# CHR/POP TOP 50

April 15, 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)	8277	-132	752877	19	116/0
2	2	USHER Caught Up (LaFace/Zomba Label Group)	7440	-112	560268	15	116/0
4	3	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	6944	-107	633365	12	115/0
3	4	GREEN DAY Boulevard Of Broken Dreams (Reprise)	6911	-428	558363	16	117/0
6	5	50 CENT Candy Shop (Shady/Aftermath/Interscope)	5947	-60	542866	9	107/1
5	6	GWEN STEFANI f/EVE Rich Girl (Interscope)	5782	-419	484925	17	117/0
10	7	ALICIA KEYS Karma (J/RMG)	5710	+414	510059	17	115/0
9	8	NATALIE Goin' Crazy (Latium/Universal)	5310	-3	367510	10	114/0
7	9	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	5254	-250	414193	21	113/0
8	10	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	5096	-249	416132	16	107/0
14	11	AKON Lonely (SRC/Universal)	4388	+421	350295	7	106/6
15	12	3 DOORS DOWN Let Me Go (Republic/Universal)	4067	+271	264322	14	105/6
11	13	MARIO Let Me Love You (J/RMG)	3992	-564	308393	21	115/0
13	14	ROB THOMAS Lonely No More (Atlantic)	3829	-376	270214	9	110/1
18	15	KILLERS Mr. Brightside (Island/IDJMG)	3765	+388	294197	10	106/4
12	16	EMINEM Mockingbird (Shady/Aftermath/Interscope)	3581	-700	268154	17	111/0
16	17	JESSE MCCARTNEY Beautiful Soul (Hollywood)	3290	-414	249431	24	113/0
20	18	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3255	+237	215741	10	91/5
17	19	GAVIN DEGRAW I Don't Want To Be (J/RMG)	3097	-303	263722	29	109/0
21	20	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	2865	+2	185060	13	108/0
19	21	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	2642	-534	208313	12	89/0
26	22	WILL SMITH Switch (Interscope)	2571	+448	158941	8	91/4
27	23	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	2388	+482	235283	4	80/5
25	24	OMARION O (Epic)	2358	+158	131486	6	94/2
28	25	HOWIE DAY Collide (Epic)	2216	+265	143576	7	80/6
23	26	DESTINY'S CHILD Soldier (Columbia)	2200	-261	138895	20	104/0
37	27	GWEN STEFANI Hollaback Girl (Interscope)	2103	+1023	226992	2	106/20
24	28	JET Look What You've Done (Atlantic)	2018	-315	223889	12	87/0
29	29	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	1925	+117	125608	6	86/1
31	30	PAPA ROACH Scars (Geffen)	1903	+249	116464	8	89/3
32	31	GAVIN DEGRAW Chariot (J/RMG)	1685	+113	105491	6	98/2
33	32	DESTINY'S CHILD Girl (Columbia)	1638	+163	80405	4	82/3
Debut	33	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	1559	+1195	181706	1	116/115
30	34	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	1502	-214	163341	19	100/0
22	35	MARIAH CAREY It's Like That (Island/IDJMG)	1451	-1084	91372	11	100/0
35	36	CROSSFADE Cold (Columbia)	1408	-41	59178	11	62/1
34	37	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	1236	-216	75617	17	70/0
39	38	BABY BASH Baby I'm Back (Universal)	1209	+250	103020	3	47/2
36	39	TIM MCGRAW Live Like You Were Dying (Curb)	1191	-208	74284	8	42/0
40	40	TRILLVILLE Some Cut (BME/Warner Bros.)	1153	+251	64054	3	46/1
38	41	MAROON 5 Sunday Morning (Octone/J/RMG)	999	-96	69670	19	78/0
48	42	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	948	+312	105816	2	100/71
42	43	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	945	+83	47859	4	47/1
43	44	MARIO How Could You (J/RMG)	934	+86	44006	3	63/2
44	45	RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	881	+30	47991	2	53/1
Debut	46	SIMPLE PLAN Untitled (Lava)	834	+316	36388	1	71/6
Debut	47	MARIAH CAREY We Belong Together (Island/IDJMG)	808	+348	33769	1	66/17
Debut	48	AMERIE One Thing (Columbia)	776	+335	92564	1	37/6
Debut	49	JESSE MCCARTNEY She's No You (Hollywood)	723	+429	75315	1	63/8
41	50	JOHN LEGEND Ordinary People (Columbia)	723	-156	37285	4	62/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	115
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	71
BLACK EYE PEAS Don't Phunk With My Heart (A&M/Interscope)	66
GWEN STEFANI Hollaback Girl (Interscope)	20
LIFEHOUSE You And Me (Geffen)	18
MARIAH CAREY We Belong Together (Island/IDJMG)	17
GOOD CHARLOTTE We Believe (Daylight/Epic)	12
ANNA NALICK Breathe (2am) (Columbia)	11
PRETTY RICKY Grind With Me (Atlantic)	9
JESSE MCCARTNEY She's No You (Hollywood)	8

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	+1195
GWEN STEFANI Hollaback Girl (Interscope)	+1023
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+482
WILL SMITH Switch (Interscope)	+448
JESSE MCCARTNEY She's No You (Hollywood)	+429
AKON Lonely (SRC/Universal)	+421
ALICIA KEYS Karma (J/RMG)	+414
KILLERS Mr. Brightside (Island/IDJMG)	+388
MARIAH CAREY We Belong Together (Island/IDJMG)	+348
AMERIE One Thing (Columbia)	+335

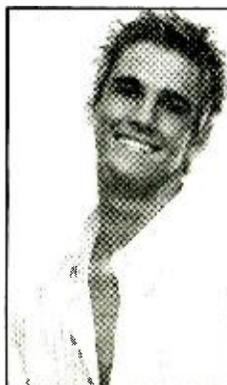
## NEW & ACTIVE

U2 Sometimes You Can't Make It On Your Own (Interscope) Total Plays: 605, Total Stations: 52, Adds: 1
AMERICAN HI-FI The Geeks Get The Girls (Maverick/Reprise) Total Plays: 573, Total Stations: 38, Adds: 2
CAESARS Jerk It Out (Astralwerks/EMC) Total Plays: 533, Total Stations: 39, Adds: 5
SWITCHFOOT This Is Your Life (Columbia) Total Plays: 528, Total Stations: 30, Adds: 0
LIFEHOUSE You And Me (Geffen) Total Plays: 508, Total Stations: 43, Adds: 18
PUSSYCAT OOLLS Don't Cha (A&M/Interscope) Total Plays: 476, Total Stations: 12, Adds: 3
BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin) Total Plays: 420, Total Stations: 38, Adds: 2
BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG) Total Plays: 414, Total Stations: 24, Adds: 5
YING YANG TWINS Wait (The Whisper Song) (TVT) Total Plays: 411, Total Stations: 15, Adds: 3
RELIENT K Be My Escape (Capitol/Gotee) Total Plays: 381, Total Stations: 26, 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).

117 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 4/3-4/9. 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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Chuck Taylor, Billboard Magazine April 9, 2005

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# CHR/POP TOP 50 INDICATOR

April 15, 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)	3890	-92	75620	19	63/0
2	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)	3849	-37	74311	16	65/1
3	3	USHER Caught Up (LaFace/Zomba Label Group)	3801	-57	69999	15	62/0
4	4	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	3641	-34	71894	12	63/0
5	5	GWEN STEFANI f/EVE Rich Girl (Interscope)	3242	-406	60251	17	61/0
6	6	NATALIE Goin' Crazy (Latium/Universal)	3236	+69	63029	10	64/0
7	7	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	2887	-223	53877	20	59/0
11	8	ALICIA KEYS Karma (J/RMG)	2619	+346	52719	17	58/3
10	9	3 DOORS DOWN Let Me Go (Republic/Universal)	2605	+215	48031	15	59/0
8	10	ROB THOMAS Lonely No More (Atlantic)	2553	-190	49429	9	57/0
16	11	AKON Lonely (SRC/Universal)	2216	+386	40563	6	60/2
15	12	50 CENT Candy Shop (Shady/Aftermath/Interscope)	2084	+139	36118	9	54/0
9	13	MARIO Let Me Love You (J/RMG)	2074	-323	41579	20	52/1
14	14	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	2039	+19	38087	15	53/0
18	15	KILLERS Mr. Brightside (Island/IDJMG)	1880	+212	36003	10	52/2
13	16	JESSE MCCARTNEY Beautiful Soul (Hollywood)	1815	-259	35445	23	50/0
17	17	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	1731	-63	35128	14	50/0
12	18	EMINEM Mockingbird (Shady/Aftermath/Interscope)	1649	-466	31711	15	45/0
19	19	GAVIN DEGRAW I Don't Want To Be (J/RMG)	1271	-262	24395	25	40/0
26	20	DESTINY'S CHILD Girl (Columbia)	1127	+164	22509	4	45/2
25	21	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	1103	+128	19597	9	46/1
24	22	WILL SMITH Switch (Interscope)	1096	+95	21522	8	49/5
21	23	JET Look What You've Done (Atlantic)	1010	-198	21098	13	36/2
22	24	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	972	-200	19260	11	40/0
28	25	HOWIE DAY Collide (Epic)	971	+136	18942	9	40/3
27	26	OMARION O (Epic)	949	+110	19050	5	40/3
35	27	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	917	+318	17608	3	46/6
30	28	PAPA ROACH Scars (Geffen)	885	+116	17716	9	35/2
40	29	GWEN STEFANI Hollaback Girl (Interscope)	884	+516	15546	2	56/19
20	30	MARIAH CAREY It's Like That (Island/IDJMG)	883	-410	14725	12	31/0
29	31	GAVIN DEGRAW Chariot (J/RMG)	882	+63	18032	6	40/0
23	32	DESTINY'S CHILD Soldier (Columbia)	819	-241	15113	20	30/0
34	33	RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	740	+129	13431	4	35/2
33	34	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	639	-6	13735	5	30/1
36	35	BABY BASH Baby I'm Back (Universal)	623	+142	12529	3	27/7
32	36	FRICKIN' A Jessie's Girl (Toucan Cove/Alert)	598	-77	12938	12	26/1
38	37	MARIO How Could You (J/RMG)	506	+56	11178	3	26/0
31	38	SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	438	-246	7339	10	21/0
Debut	39	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	405	+251	7216	1	38/19
Debut	40	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	391	+318	8612	1	38/28
41	41	AARON CARTER Saturday Night (Trans Continental Records)	391	+44	7596	3	30/4
37	42	MAROON 5 Sunday Morning (Dctone/J/RMG)	382	-91	8412	20	17/0
42	43	TYDYL WAVE Lay Down (Independent)	372	+37	6964	5	15/0
Debut	44	SIMPLE PLAN Untitled (Lava)	359	+236	7939	1	26/6
46	45	TRILLVILLE Some Cut (BME/Warner Bros.)	354	+45	6447	2	18/1
43	46	CROSSFADE Cold (Columbia)	354	+23	7237	4	17/2
Debut	47	MARIAH CAREY We Belong Together (Island/IDJMG)	334	+165	7416	1	20/6
44	48	TIM MCGRAW Live Like You Were Dying (Curb)	277	-34	5040	11	12/0
Debut	49	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	249	+94	4609	1	18/5
50	50	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	249	+18	4887	18	9/0

65 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.  
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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	28
GWEN STEFANI Hollaback Girl (Interscope)	19
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	19
BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	18
JESSE MCCARTNEY She's No You (Hollywood)	10
BABY BASH Baby I'm Back (Universal)	7
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	6
SIMPLE PLAN Untitled (Lava)	6
MARIAH CAREY We Belong Together (Island/IDJMG)	6
WILL SMITH Switch (Interscope)	5
NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	5
AARON CARTER Saturday Night (Trans Continental Records)	4
ALICIA KEYS Karma (J/RMG)	3
HOWIE DAY Collide (Epic)	3
OMARION O (Epic)	3
U2 Sometimes You Can't Make It On Your Own (Interscope)	3
PUSSYCAT DOLLS Don't Cha (A&M/Interscope)	3
ANNA NALICK Breathe (2am) (Columbia)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GWEN STEFANI Hollaback Girl (Interscope)	+516
AKON Lonely (SRC/Universal)	+386
ALICIA KEYS Karma (J/RMG)	+346
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+318
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	+318
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	+251
SIMPLE PLAN Untitled (Lava)	+236
3 DOORS DOWN Let Me Go (Republic/Universal)	+215
KILLERS Mr. Brightside (Island/IDJMG)	+212
MARIAH CAREY We Belong Together (Island/IDJMG)	+165
DESTINY'S CHILD Girl (Columbia)	+164
BABY BASH Baby I'm Back (Universal)	+142
JESSE MCCARTNEY She's No You (Hollywood)	+140
50 CENT Candy Shop (Shady/Aftermath/Interscope)	+139
HOWIE DAY Collide (Epic)	+136
RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	+129
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	+128
PAPA ROACH Scars (Geffen)	+116
OMARION O (Epic)	+110
WILL SMITH Switch (Interscope)	+95
NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	+94
PUSSYCAT DOLLS Don't Cha (A&M/Interscope)	+85
CAESARS Jerk It Out (Astralwerks/EMC)	+79
U2 Sometimes You Can't Make It On Your Own (Interscope)	+70
NATALIE Goin' Crazy (Latium/Universal)	+69
BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	+67
GAVIN DEGRAW Chariot (J/RMG)	+63
MARIO How Could You (J/RMG)	+56
CRINGE Burn (Listen)	+56
LIFEHOUSE You And Me (Geffen)	+52

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April 15, 2005



America's Best Testing CHR/Pop Songs  
12 + For The Week Ending 4/15/05

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	4.30	100%	30%	4.29	4.28	4.07
ROB THOMAS Lonely No More (Atlantic)	4.06	4.06	93%	15%	3.84	4.04	4.09
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.03	4.10	98%	41%	4.02	4.05	3.85
BOWLING... Almost (Silvertone/Jive/Zomba Label Group)	4.03	3.97	85%	15%	4.41	3.87	3.91
3 DOORS DOWN Let Me Go (Republic/Universal)	3.97	4.09	84%	16%	3.96	3.95	4.16
HOWIE DAY Collide (Epic)	3.95	-	63%	13%	4.02	3.98	4.03
KILLERS Mr. Brightside (Island/IDJMG)	3.94	4.01	79%	19%	4.35	3.95	3.56
GAVIN DEGRAW I Don't Want To Be (J/RMG)	3.84	3.80	97%	45%	3.78	3.75	4.11
JESSE MCCARTNEY Beautiful Soul (Hollywood)	3.83	3.90	98%	42%	3.89	3.82	3.79
ALICIA KEYS Karma (J/RMG)	3.80	3.84	95%	30%	3.81	3.58	3.89
JET Look What You've Done (Atlantic)	3.74	3.71	84%	22%	3.89	3.67	3.62
FRANKIE J. f/BABY BASH Obsession... (Columbia)	3.69	3.57	92%	30%	3.79	3.64	3.72
CIARA f/M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	3.68	3.70	95%	46%	3.99	3.55	3.42
GWEN STEFANI f/EVE Rich Girl (Interscope)	3.63	3.60	99%	45%	3.31	3.43	3.75
USHER Caught Up (LaFace/Zomba Label Group)	3.62	3.56	96%	41%	3.60	3.53	3.55
JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	3.61	3.57	95%	45%	3.63	3.61	3.79
WILL SMITH Switch (Interscope)	3.60	3.84	73%	15%	3.65	3.50	3.51
NATALIE Goin' Crazy (Latium/Universal)	3.56	3.60	80%	26%	3.71	3.54	3.66
EMINEM Mockingbird (Shady/Aftermath/Interscope)	3.54	3.56	97%	42%	3.55	3.81	3.36
MARIAH CAREY It's Like That (Island/IDJMG)	3.46	3.41	87%	25%	3.57	3.39	3.40
AKON Lonely (SRC/Universal)	3.46	3.39	78%	24%	3.80	3.61	3.21
MARIO Let Me Love You (J/RMG)	3.41	3.44	97%	55%	3.27	3.29	3.48
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	3.33	3.34	94%	39%	3.48	3.58	3.13
DESTINY'S CHILD Soldier (Columbia)	3.31	3.21	97%	57%	3.31	3.23	3.31
50 CENT Candy Shop (Shady/Aftermath/Interscope)	3.20	3.40	95%	45%	3.36	3.34	2.96
LIL' JON... f/USHER & LUDACRIS Lovers & Friends (TVT)	3.12	3.12	86%	44%	3.23	3.12	3.09
GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	3.10	3.10	90%	42%	3.16	3.37	2.94
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3.08	3.28	63%	26%	3.02	3.23	2.84
JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	3.02	-	73%	26%	3.23	2.68	3.35

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 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)	532	+8	12	8/1
4	2	50 CENT Candy Shop (Shady/Aftermath/Interscope)	495	+88	8	7/1
9	3	FRANKIE J. f/BABY BASH Obsession... (Columbia)	438	+76	7	7/1
2	4	GWEN STEFANI f/EVE Rich Girl (Interscope)	427	-26	15	5/0
3	5	GREEN DAY Boulevard Of Broken Dreams (Reprise)	426	-12	15	5/0
5	6	SUM 41 Pieces (Island/IDJMG)	401	0	12	7/0
6	7	SHAWN DESMAN Let's Go (Vik/Sony BMG Canada)	397	+26	9	6/1
8	8	KELLY CLARKSON Since U Been Gone (RCA/RMG)	361	-5	17	7/0
7	9	K-OS Man I Used To Be (Astralwerks/EMC)	361	-6	15	7/0
10	10	ROB THOMAS Lonely No More (Atlantic)	344	-9	8	8/0
12	11	ALICIA KEYS Karma (J/RMG)	335	+59	6	8/1
13	12	NATALIE Goin' Crazy (Latium/Universal)	290	+36	5	8/0
24	13	AKON Lonely (SRC/Universal)	280	+94	2	8/2
17	14	KILLERS Mr. Brightside (Island/IDJMG)	268	+41	5	5/0
15	15	CIARA f/M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	256	+8	19	7/0
19	16	DIVINE BROWN Old Skool Love (Blacksmith)	252	+27	3	7/1
18	17	AVRIL LAVIGNE He Wasn't (Arista/RMG)	250	+24	5	5/0
21	18	WILL SMITH Switch (Interscope)	247	+41	5	6/1
11	19	MARIAH CAREY It's Like That (Island/IDJMG)	246	-52	10	7/0
29	20	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	242	+69	2	8/2
Debut	21	DESTINY'S CHILD Girl (Columbia)	237	+88	1	6/1
26	22	GAME f/50 CENT Hate It... (Aftermath/G-Unit/Interscope)	229	+50	2	5/1
16	23	MARIO Let Me Love You (J/RMG)	228	-16	18	5/0
20	24	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	203	-16	11	6/0
14	25	EMINEM Mockingbird (Shady/Aftermath/Interscope)	201	-53	10	5/0
27	26	JULY BLACK Stay The Night (Universal)	197	+18	3	6/1
23	27	S. DOGG f/J. TIMBERLAKE Signs (Doggystyle/Geffen)	196	+9	8	5/0
22	28	3 DOORS DOWN Let Me Go (Republic/Universal)	192	+3	3	4/1
28	29	DAVID USHER Love Will Save The Day (MapleMusic)	172	-7	4	4/0
-	30	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	170	+11	14	7/0

15 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 4/3-4/9. 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 Canon.



ARTIST: Kelly Clarkson

LABEL: RCA/RMG

By MIKE TRIAS/ASSOCIATE EDITOR

As everyone knows, Kelly Clarkson became a star and a household name when she won the first season of *American Idol*. At the time no one knew whether her star would continue to shine into the future, or if it would burn out like the latest fad. Now, almost three years later, no one can argue that she's a true superstar.



But what makes her a superstar? Is it the fact that she was the first winner of the phenomenon that rules television airwaves? Possibly. Could it be the modest, girl-next-door image that she maintains in the spotlight? Well, that certainly doesn't lose her any fans. But the fact is, it's her music that has given Clarkson staying power in today's music world.

Let's look at some stats. Her debut album went platinum, and her current album, *Breakaway*, has gone platinum as well. She's had multiple No. 1 singles — in fact, "Breakaway" sits at No. 1 at AC, and "Since U Been Gone" still reigns as

this week's No. 1 Pop song.

With *Breakaway*, Clarkson, like many solid artists who have come before her, chose to change up her style a little. With this album she has evolved her sound, officially joining the female pop-rock movement. However, unlike many of her contemporaries, her true voice — which is as powerful as ever — shines through the production on the records.

"Behind These Hazel Eyes" is the latest single from Clarkson's sophomore album, and it rises to No. 42\* this week on the Pop chart. So what exactly is behind her hazel eyes? Tears, apparently. "Behind These Hazel Eyes" follows in the "love gone wrong" footsteps of "Since U Been Gone." Clarkson sings the angst-ridden "Behind These Hazel Eyes" with conviction, emotion and a sense of believability that is sometimes lacking in this subgenre of music.

Perhaps the most telling sign that Clarkson is a superstar is that fans increasingly want a taste of her, and I'm not just talking about her current headlining tour, which features The Graham Colton Band and will visit 34 North American cities by the time it wraps up late next month. One overzealous fan will literally get a taste of Clarkson thanks to the recent eBay auction featuring a bottle of Dasani water that the singer supposedly sipped during her April 2 concert.



**THE RAINBOW BEGINS IN VEGAS** On hand to make the official announcement of the Rainbow Room's impending opening in Sin City are (l-r) Amen Motorcycles' Mike Brown, Rainbow partners Mario Maglieri and Bob Greenberg and Motorhead bandmember Lemmy Kilmister. Seated on the motorcycle is Rainbow partner Jerry Greenberg.

### 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/PO: Brad Elliott  
11 FAT JOE  
11 KELLY CLARKSON  
11 JESSE MCCARTNEY  
11 DIANA LUDACRIS

**WFLY/Albany, NY\***  
OM: Kevin Callahan  
PD: John Fazio  
MD: Christy Taylor  
16 BACKSTREET BOYS  
1 KELLY CLARKSON  
MARIAH CAREY  
ANNA NALICK

**WKFF/Albany, NY\***  
PO/MD: Rob Dawes  
16 BACKSTREET BOYS  
1 BLACK EYED PEAS  
KELLY CLARKSON  
2 BLACK EYED PEAS

**KKOB/Albuquerque, NM\***  
OM: Eddie Haskell  
PD: Kris Abrams  
APD: Mark Anderson  
MD: Carlos Duran  
16 GAME 150 CENT  
2 BACKSTREET BOYS  
2 KELLY CLARKSON  
MARIAH CAREY  
GWEN STEFANI

**KQID/Alexandria, LA**  
PO: Ron Roberts  
3 THREE DAYS GRACE  
3 BREAKING BENJAMIN  
3 BECK  
3 GARBARO  
3 MILDVAYNE  
12  
2 JACK JOHNSON  
2 MARS VOLTA  
2 EXES  
2 GREEN DAY  
2 CHEVY CHASE  
2 CROSSROADS  
2 CROSSROADS  
2 SILVERTIDE  
2 WEZPER  
2 TRUST COMPANY  
1 KILLERS  
1 THEORY OF A DEADMAN  
1 AMERICAN HI-FI  
BACKSTREET BOYS  
KELLY CLARKSON  
MARIAH CAREY  
FEATURES  
TRICK DADDY  
BLACK EYED PEAS

**WAEB/Allentown, PA\***  
PD: Laura S. James  
MD: Mike Kelly  
7 BACKSTREET BOYS  
5 LIFEHOUSE  
GWEN STEFANI

**KPRF/Amarillo, TX**  
OM: John McQueen  
PO/MD: Marshall Blevins  
GWEN STEFANI  
AMERIE

**KGOT/Anchorage, AK**  
OM: Mark Murphy  
PD: Bill Stewart  
15 FANTASIA  
6 BACKSTREET BOYS  
7 AARON CARTER

**WXX/Appleton, WI\***  
PO/MD: David Boyd  
18 BACKSTREET BOYS  
11 ANNA NALICK  
4 KELLY CLARKSON  
CAESARS

**WSTR/Atlanta, GA\***  
PO: Dan Bowen  
APD: J.R. Ammons  
MD: Michael Chase  
12 BACKSTREET BOYS  
GWEN STEFANI  
LIFEHOUSE

**WWW/Atlanta, GA\***  
OM/PO: Dylan Sorogae  
53 BACKSTREET BOYS  
6 TRICK DADDY  
BLACK EYED PEAS

**KHFI/Austin, TX\***  
OM: Mac Daniels  
PD: Tommy Austin  
APD: Brotha Fred  
MD: Deirdre Gott  
18 AKON  
BACKSTREET BOYS  
BLACK EYED PEAS

**WBNZ/Bangor, ME**  
OM: Paul Dupuis  
PD: Dan Casman  
APD/MD: Arian "Kid" Jameson  
No Adds

**KRSQ/Billings, MT**  
OM: Tom Oates  
PD: Kyle McCoy  
10 ALICIA KEYS  
5 BACKSTREET BOYS  
4 BLACK EYED PEAS

**WFMF/Baton Rouge, LA\***  
PD: Kevin Campbell  
3 BACKSTREET BOYS  
1 BLACK EYED PEAS  
CAESARS  
GOOD CHARLOTTE  
PRETTY RICKY

**KOXY/Beaumont, TX\***  
OM: Jim West  
PD/MD: Brandon Shaw  
APD: Patrick Sanders  
5 AKON  
2 TRICK DADDY  
1 BACKSTREET BOYS

**KRSQ/Billings, MT**  
OM: Tom Oates  
PD: Kyle McCoy  
10 ALICIA KEYS  
5 BACKSTREET BOYS  
4 BLACK EYED PEAS

**WXYK/Biloxi, MS\***  
OM: Jay Taylor  
PD/MD: Lucas  
37 YANG YANG TWINS  
2 DIANA LUDACRIS  
KILLERS  
BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS

**WWYL/Binghamton, NY**  
OM: Ed Walker  
PD/MD: KJ Bryant  
5 BLACK EYED PEAS

**WQCN/Birmingham, AL\***  
OM: Doug Hamand  
PD: Tommy Chuck  
MD: Madison Reeves  
4 BACKSTREET BOYS  
2 KELLY CLARKSON  
RYAN CABREIRA

**WBNQ/Bloomington, IL**  
OM: Dan Westhoff  
PD: Tony Travolta  
APD: Chad Fasig  
MD: Russell Hush  
21 DESTINY'S CHILD  
20 PAPA ROACH  
19 GAME 150 CENT  
14 BACKSTREET BOYS  
KELLY CLARKSON  
AKON  
GWEN STEFANI

**KSAS/Boise, ID\***  
PO: Moss Grigg  
2 BACKSTREET BOYS

**KZMG/Boise, ID\***  
PD: Jim Allen  
2 BOBBY VALENTINO  
2 BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS

**WXKS/Boston, MA\***  
PD: Cathlac Jack McCartney  
APD/MD: David Corey  
2 BLACK EYED PEAS  
JOHN LEGEND

**KNDE/Bryan, TX**  
PO/MD: Lesley K.  
5 CRIME  
GWEN STEFANI  
WILL SMITH

**WKSE/Buffalo, NY\***  
PD: Jimmy Steele  
MD: Brian Wilde  
12  
2 GREEN DAY  
2 CHEVY CHASE  
2 CROSSROADS  
2 CROSSROADS  
2 SILVERTIDE  
2 WEZPER  
2 TRUST COMPANY  
1 KILLERS  
1 THEORY OF A DEADMAN  
1 AMERICAN HI-FI  
BACKSTREET BOYS  
KELLY CLARKSON  
MARIAH CAREY  
FEATURES  
TRICK DADDY  
BLACK EYED PEAS

**WXXX/Burlington\***  
OM/PO: Ben Hamilton  
APD: Pete Belair  
33 BACKSTREET BOYS  
23 KELLY CLARKSON  
6 BLACK EYED PEAS  
ANNA NALICK  
GOOD CHARLOTTE  
SIMPLE PLAN

**WZKL/Canton, OH\***  
PD: John Stewart  
MD: Sue Taylor  
1 BACKSTREET BOYS  
1 BACKSTREET BOYS  
D.H.T.  
MARIAH CAREY  
JESSE MCCARTNEY

**WRZE/Cape Cod, MA**  
OM/PO: Steve McVie  
27 GWEN STEFANI  
19 WILL SMITH  
17 NIVEA LIL' JON & YOUNGBLOODZ  
GREEN DAY

**KZIA/Cedar Rapids, IA**  
OM: Rob Norton  
PD/MD: Ric Swann  
APD: Johnny Walker  
12 GWEN STEFANI

**WQOB/Champaign, IL**  
OM/PO: John McKeighan  
16 BACKSTREET BOYS  
6 BABY BASH

**WSSS/Charleston, SC\***  
OM/PO: Mike Edwards  
APD/MD: Special Ed  
36 BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS  
ANNA NALICK  
BROOKE VALENTINE #BIG BOI & LIL' JON

**WXXJ/Chattanooga, TN\***  
PD: Riggs  
APD: Mike Michoniski  
MD: Heather Beckman  
21 BACKSTREET BOYS  
1 KELLY CLARKSON  
DESTINY'S CHILD  
GWEN STEFANI

**WKRC/Chicago, IL\***  
PD: Rod Phillips  
MD: Jeff Murphy  
49 BACKSTREET BOYS  
4 BLACK EYED PEAS  
PRETTY RICKY  
KELLY CLARKSON

**KLRS/Chico, CA**  
PD/MD: Eric Brown  
11 BACKSTREET BOYS  
11 BLACK EYED PEAS  
10 FEATURES  
10 PRETTY RICKY

**WKFS/Cincinnati, OH\***  
OM: Scott Reinhart  
PD: Tommy Bodeman  
MD: Jordan  
PAPA ROACH  
1 MARIAH CAREY  
BACKSTREET BOYS  
KELLY CLARKSON

**WAKS/Cleveland, OH\***  
OM: Kevin Medberry  
OM: Jeff Zukauskas  
PD: Dan Mason  
APD/MD: Kasper  
20 BACKSTREET BOYS  
1 BLACK EYED PEAS  
JESSE MCCARTNEY

**KKMG/Colorado Springs, CO\***  
OM: Bobby Irwin  
PD: Chad Ruter  
21 BACKSTREET BOYS  
AMERIE  
BACKSTREET BOYS  
MARIAH CAREY

**WVOK/Columbia, SC\***  
PD: Tony Knapp  
MD: Panchy  
11 BACKSTREET BOYS  
17 WILL SMITH  
1 LIFEHOUSE  
GWEN STEFANI

**WCGQ/Columbus, GA**  
OM/PO: Bob Quirk  
1 ANNA NALICK  
1 GOOD CHARLOTTE  
1 GAME 150 CENT  
1 BACKSTREET BOYS  
1 DESTINY'S CHILD  
1 BLACK EYED PEAS

**WNCI/Columbus, OH\***  
PD: Michael McCoy  
APD/MD: Joe Kelly  
2 BLACK EYED PEAS  
KELLY CLARKSON  
LIFEHOUSE

**WJYY/Concord (Lake Regions), NH**  
PD/MD: AJ Dukette  
SIMPLE PLAN  
GWEN STEFANI  
BACKSTREET BOYS

**WGIC/Cookeville, TN**  
OM: Marty McFly  
MD: Scooter  
MD: Freaky Dave  
1 PUSHTAY DOLLS  
2 BLACK EYED PEAS

**KHKS/Dallas, TX\***  
PD: Patrick Davis  
5 BACKSTREET BOYS

**WGIZ/Dayton, OH\***  
OM: J.D. Kunes  
PD/MD: Scott Sharp  
7 GOOD CHARLOTTE  
KELLY CLARKSON

**WVYB/Daytona Beach, FL\***  
OM: Frank Scott  
PO/MD: Kater  
5 BACKSTREET BOYS  
1 MARIAH CAREY  
1 ANNA NALICK  
BLACK EYED PEAS  
KELLY CLARKSON

**KFMD/Denver, CO\***  
PD: Jim Lawson  
MD: Jo Jo Turmbeough  
22 BACKSTREET BOYS  
19 BOBBY VALENTINO  
4 3 DOORS DOWN  
2 AMERIE  
1 KELLY CLARKSON  
1 BLACK EYED PEAS

**KKDM/Des Moines, IA\***  
OM: Greg Chace  
MD: Steve Wazz  
14 BACKSTREET BOYS  
KELLY CLARKSON  
MARIAH CAREY  
BLACK EYED PEAS  
TRILLVILLE  
LIFEHOUSE

**WQOI/Detroit, MI\***  
PD: Don Theodore  
APD/MD: Beau Daniels  
2 MARIAH CAREY  
1 BLACK EYED PEAS  
BACKSTREET BOYS  
KELLY CLARKSON

**WLVY/Elmira, NY**  
OM/PO: Gary Knight  
APD: Brian Stoll  
27 BACKSTREET BOYS  
14 RYAN CABREIRA  
13 SNOOP DOGG #PHARRELL  
13 HOBBSBANK  
8 SIMPLE PLAN  
6 NIVEA LIL' JON & YOUNGBLOODZ  
6 JESSE MCCARTNEY

**WVWK/Elmira, NY**  
PD/MD: JJ Morgan  
36 BACKSTREET BOYS

**WRTS/Erie, PA**  
OM: Rick Rimbardo  
PD: Dan Edwards  
APD/MD: Jessica Curry  
No Adds

**KOUK/Eugene, OR**  
OM: Chris Sargent  
PD: Valene Steele  
22 BABY BASH  
5 BLACK EYED PEAS

**WSTO/Evansville, IN**  
OM: Tim Huel sing  
PD: Stan "The Man" Priest  
APD: Josh Strickland  
MD: Brad Booker  
4 HOWIE DAY  
4 CRIME  
3 KELLY CLARKSON  
2 MARIAH CAREY  
2 NIVEA LIL' JON & YOUNGBLOODZ  
2 LIZ  
2 SIMPLE PLAN

**WDAY/Fargo**  
OM/PO: Mike "Big Dog" Kapel  
MD: Troy Dayton  
11 HARIO  
1 BACKSTREET BOYS

**KMCK/Fayetteville, AR**  
PD: Jerry Kidd  
APD/MD: JJ Ryan  
No Adds

**WVWK/Flint, MI\***  
PD: Scott Free  
1 BLACK EYED PEAS  
1 BACKSTREET BOYS  
KELLY CLARKSON

**WJMX/Florence, SC**  
OM: Randy Wilcox  
PD/MD: Scott G.  
14 HARIO  
GWEN STEFANI  
KELLY CLARKSON  
AKON

**KWYE/Fresno, CA\***  
OM: Mike Yeager  
APD: Ryder  
MD: Nikki Thomas  
22 KELLY CLARKSON  
12 BACKSTREET BOYS  
GWEN STEFANI

**KSMF/Fl. Collins, CO\***  
PD: Chris Kelly  
MD: Jo Jo Turmbeough  
21 BACKSTREET BOYS  
1 GAME 150 CENT  
1 SIMPLE PLAN  
1 JENNIFER LOPEZ #FAT JOE  
1 JESSE MCCARTNEY  
1 BLACK EYED PEAS

**WXKB/Fl. Myers, FL\***  
PD: Matt Johnson  
APD/MD: Randy Sherwin  
11 PRETTY RICKY  
2 LIFEHOUSE  
2 3 DOORS DOWN  
BACKSTREET BOYS  
KELLY CLARKSON

**KISR/Fl. Smith, AR**  
OM/PO: "Big Dog" Rick Hayes  
APD: Cunningham Rham  
MD: Michael Oldham  
5 NIVEA LIL' JON & YOUNGBLOODZ  
5 GWEN STEFANI  
5 RYAN CABREIRA  
5 JESSE MCCARTNEY

**KZBB/Fl. Smith, AR**  
OM: Lee Matthews  
PD/MD: Todd Chase  
10 PUSHTAY DOLLS  
5 BROOKE VALENTINE #BIG BOI & LIL' JON  
5 AMERICAN HI-FI

**WYKS/Gainesville, FL\***  
PD: Jeni Banta  
APD/MD: Alan Fox  
1 BLACK EYED PEAS  
ANNA NALICK  
GOOD CHARLOTTE  
LIFEHOUSE

**KKOL/Grand Forks, ND**  
OM/PO: Rick Acker  
APD: Dave Andrews  
MD: Trevor D.  
CROSSFADE  
1 ANNA NALICK  
BLACK EYED PEAS  
KELLY CLARKSON

**WSNX/Grand Rapids, MI\***  
OM: Eric O'Brien  
APD/MD: Broadway  
10 BLACK EYED PEAS  
2 3 DOORS DOWN  
2 BACKSTREET BOYS  
1 KELLY CLARKSON  
LIFEHOUSE

**WKZL/Greensboro, NC\***  
PD: Jeff McHugh  
APD: Terrie Knight  
MD: Marcia Gan  
25 BACKSTREET BOYS  
5 AMERICAN HI-FI  
1 BACKSTREET BOYS  
1 KELLY CLARKSON  
BLACK EYED PEAS  
GREEN DAY  
50 CENT

**WERO/Greenville, NC\***  
OM/PO: Chris "Hollywood" Mann  
22 BACKSTREET BOYS  
KELLY CLARKSON

**WRHT/Greenville, NC\***  
OM/PO: Jeff Davis  
APD/MD: Blake Larson  
1 BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS  
BONNIE MOORE  
ANNA NALICK

**WFCC/Greenville, SC\***  
PD: Nikki Nite  
APD/MD: Kobe  
10 TRICK DADDY  
7 BACKSTREET BOYS  
6 KELLY CLARKSON  
JESSE MCCARTNEY

**WHKF/Harrisburg, PA\***  
PD/MD: Jeff Hurley  
10 DIANA LUDACRIS  
3 DOORS DOWN  
BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS

**WKSS/Hartford, CT\***  
PD: Rick Vaughn  
MD: Jo Jo Brooks  
2 BACKSTREET BOYS  
BLACK EYED PEAS  
GOOD CHARLOTTE  
CUBAN LINK #NIVEA  
LIFEHOUSE

**KRBE/Houston, TX\***  
PD: Tracy Austin  
MD: Leslie Whitte  
6 BACKSTREET BOYS  
6 KELLY CLARKSON  
2 GAME 150 CENT  
1 BLACK EYED PEAS

**WKEE/Huntington**  
PD: Jim Davis  
APD/MD: Gary Miller  
GOOD CHARLOTTE  
GWEN STEFANI  
BLACK EYED PEAS

**WZYP/Huntsville, AL\***  
PD: Keith Scott  
MD: Ayn "Lisa" Elliott  
2 BACKSTREET BOYS  
COLLECTIVE SOUL  
GWEN STEFANI

**WNOU/Indianapolis, IN\***  
OM: David Edgar  
PD: Chris Edge  
MD: Dylan  
23 BACKSTREET BOYS  
1 KELLY CLARKSON  
GWEN STEFANI

**WYOY/Jackson, MS\***  
APD/MD: Johnny O  
APD/MD: Nate West  
13 KELLY CLARKSON  
BLACK EYED PEAS  
BONNIE MOORE  
BACKSTREET BOYS

**WAPC/Jacksonville, FL\***  
OM/PO: Cal Thomas  
APD/MD: Tony Mann  
33 BACKSTREET BOYS  
KELLY CLARKSON  
GWEN STEFANI

**WFKS/Jacksonville, FL\***  
PD: Skip Kelly  
21 AMERIE  
12 BACKSTREET BOYS  
3 TRICK DADDY  
GWEN STEFANI

**WGLU/Johnstown, PA**  
OM: Mitch Edwards  
APD/MD: Jonathan Reed  
BABY BASH  
2 BACKSTREET BOYS  
SIMPLE PLAN  
1 GAME 150 CENT  
1 JENNIFER LOPEZ #FAT JOE  
1 JESSE MCCARTNEY  
1 BLACK EYED PEAS

**KSYN/Joplin, MO**  
PD: Jason Knight  
APD: Steve Kraus  
BLACK EYED PEAS

**KCHZ/Kansas City, MO\***  
OM/PO: Maurice DeVoe  
1 BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS

**KMXV/Kansas City, MO\***  
PD: Chris Taylor  
MD: Jamie Cox  
16 BACKSTREET BOYS  
9 CAESARS  
2 BLACK EYED PEAS  
MARIO  
KELLY CLARKSON

**WWST/Knoxville, TN\***  
PD: Rich Bailey  
MD: Scott Bohannon  
12 BACKSTREET BOYS  
GWEN STEFANI

**WAZL/Lafayette, IN**  
PD: Tommy Frank  
No Adds

**KSMB/Lafayette, LA\***  
PD: Bobby Novossad  
APD/MD: Andrew "A.G." Gordon  
11 BACKSTREET BOYS  
3 BLACK EYED PEAS  
1 KELLY CLARKSON  
1 JESSE MCCARTNEY  
GOOD CHARLOTTE  
AARON CARTER

**WLAN/Lancaster, PA\***  
PD: J. Bosch  
APD/MD: Holly Love  
10 AKON  
3 BACKSTREET BOYS  
1 KELLY CLARKSON  
CAESARS  
GWEN STEFANI

**WHZZ/Lansing, MI\***  
OM/PO: Jason Addams  
APD: David Bryan  
1 KELLY CLARKSON  
1 BACKSTREET BOYS  
BLACK EYED PEAS

**WLKT/Lexington, KY\***  
APD: Barry Fox  
36 BACKSTREET BOYS  
1 BLACK EYED PEAS  
KELLY CLARKSON  
MARIO  
LIFEHOUSE

**KFRX/Lincoln, NE**  
PD: Adam Michaels  
APD: Brian Mo  
MD: Brian Durst  
29 DESTINY'S CHILD  
29 BABY BASH  
23 GWEN STEFANI  
10 KILLERS  
11 JOHN LEGEND  
13 GAME 150 CENT  
9 KELLY CLARKSON  
6 JONNY FREEMAN  
6 AARON CARTER  
BACKSTREET BOYS

**KLAL/Little Rock, AR\***  
PD: Randy Cain  
APD: Ed Johnson  
MD: Charlotte  
4 BACKSTREET BOYS  
1 KELLY CLARKSON  
PUSSYCAT DOLLS  
LIFEHOUSE

**KIS/Los Angeles, CA\***  
PD: John Hey  
APD/MD: Julie Pital  
15 BACKSTREET BOYS  
14 BLACK EYED PEAS  
KELLY CLARKSON

**WDJX/Louisville, KY\***  
PD: Shane Collins  
29 BACKSTREET BOYS  
14 KILLERS  
6 GAME 150 CENT  
10 HOWIE DAY  
KELLY CLARKSON  
GWEN STEFANI

**WZKF/Louisville, KY\***  
PD/MD: Chris Randolph  
42 NB RIZAZ  
19 PRETTY RICKY  
2 BROOKE VALENTINE #BIG BOI & LIL' JON  
1 BACKSTREET BOYS  
LIFEHOUSE

**KZLH/Lubbock, TX**  
OM: Wes Nessman  
PD/MD: Kidd Carson  
No Adds

**WMGB/Macon, GA**  
OM: Tom Travis  
PD/MD: Ian D.  
31 KELLY CLARKSON  
11 OMARION  
10 BLACK EYED PEAS

**WZEE/Madison, WI\***  
OM: Mike Ferris  
PD: Jon Pally  
APD/MD: Dylan  
PAPA ROACH  
GWEN STEFANI  
BACKSTREET BOYS  
KELLY CLARKSON  
BLACK EYED PEAS

**KIFS/Medford, OR**  
OM: Bill Nielsen  
PD/MD: Michael Moon  
AARON CARTER  
JESSE MCCARTNEY

**WAOA/Melbourne, FL\***  
PD: Beau Richards  
MD: Eric Demro  
12 BACKSTREET BOYS  
3 TRICK DADDY  
GWEN STEFANI

**WBHQ/Memphis, TN\***  
PD: Karson with a K  
APD/MD: Lugin  
1 BABY BASH  
1 BLACK EYED PEAS  
KELLY CLARKSON  
MARIAH CAREY

**WHYI/Miami, FL\***  
PD: Rob Roberts  
APD: Donnie Michaels  
MD: Michael Yo  
48 BACKSTREET BOYS  
11 AMERIE  
KELLY CLARKSON

**WXSS/Milwaukee, WI\***  
OM: Dan Ball  
APD/MD: Brian Kelly  
25 BACKSTREET BOYS  
14 ROBE THOMAS  
1 BOBBY VALENTINO  
AMERIE

**KDWB/Minneapolis, MN\***  
PD: Rob Roberts  
26 BACKSTREET BOYS  
1 BLACK EYED PEAS  
PRETTY RICKY  
KELLY CLARKSON

**WABB/Mobile, AL\***  
OM: Jay Hasting  
PD/MD: Jammer  
19 BACKSTREET BOYS  
1 KELLY CLARKSON  
1 AMERICAN HI-FI  
AMERIE  
BLACK EYED PEAS

**WYOK/Mobile, AL\***  
OM: Dan Ball  
APD/MD: Brian Sims  
1 BLACK EYED PEAS  
BACKSTREET BOYS  
KELLY CLARKSON

**KHOP/Modesto, CA\***  
OM: Richard Perry  
PD: Chase Murphy  
11 BACKSTREET BOYS  
2 BLACK EYED PEAS  
KELLY CLARKSON  
GOOD CHARLOTTE  
LIFEHOUSE

**KNOE/Monroe, LA**  
OM/PO: Bobby Richards  
1 JESSE MCCARTNEY  
6 ALICIA KEYS  
6 WILL SMITH  
4 RYAN CABREIRA  
GWEN STEFANI  
INGRAM HILL  
SWITCHFOOT

**WHHY/Montgomery, AL**  
OM: Bill Jones  
PD/MD: Steve Smith  
KELLY CLARKSON  
MARIAH CAREY  
KILLERS  
GAME 150 CENT

**WVAQ/Morgantown, WV**  
OM: Hopy Karchevai  
PD: Lacy Neff  
APD: Brian Durst  
MD: Brian Durst  
29 OMARION  
GWEN STEFANI  
BACKSTREET BOYS  
JOHNNY FREEMAN

**WWW/Myrle Beach, SC**  
OM: Mark Andrews  
APD: Kosmo  
GWEN STEFANI  
JESSE MCCARTNEY

**WRVW/Nashville, TN\***  
PD/MD: Rich Davis  
21 BACKSTREET BOYS  
7 WILL SMITH  
1 PAPA ROACH  
KELLY CLARKSON  
AARON CARTER  
GWEN STEFANI

**WBL/Nassau, NY\***  
OM: Nancy Cambino  
PD: JJ Rice  
APD: Al Levine  
MD: LJ Zabietiski  
22 BACKSTREET BOYS  
21 BLACK EYED PEAS

**WFHN/New Bedford, MA**  
PD: James Reitz  
MD: David Duran  
10 BACKSTREET BOYS  
7 BLACK EYED PEAS  
1 LIZ  
1 KELLY CLARKSON  
1 JESSE MCCARTNEY

**WKO/New Haven, CT\***  
PD: Chaz Kelly  
MD: Kerry Collins  
18 AKON  
7 BACKSTREET BOYS  
1 OMARION

**WQGN/New London, CT**  
PD: Kevin Palana  
MD: Shawn Murphy  
9 BACKSTREET BOYS  
5 KELLY CLARKSON

**WEZB/New Orleans, LA\***  
APD: Mike Kaplan  
APD: Charlie Scott  
MD: Steve G  
28 BACKSTREET BOYS  
10 GABRIEL BARRY  
8 DIANA LUDACRIS  
2 KELLY CLARKSON  
SIMPLE PLAN  
D.H.T.

**WHTZ/New York, NY\***  
PD: Tom Poleman  
APD: Sharon Dastur  
MD: Paul "Cubby" Bryant  
42 BACKSTREET BOYS  
17 BLACK EYED PEAS

**KBAT/Odessa, TX**  
OM: John Moesch  
PD: Leo Gar  
MD: Cory Knight  
No Adds

**KCRS/Odessa, TX**  
MD: Nate Rodriguez  
25 JET  
11 NIVEA LIL' JON & YOUNGBLOODZ  
11 BABY BASH  
AARON CARTER

**KJYO/Oklahoma City, OK\***  
PD: Mike McCoy  
MD: J. Rod  
12 PUSHTAY DOLLS  
2 BABY BASH

**WXLX/Oriando, FL\***  
OM/PO: Adam Cook  
MD: Eric Chase  
18 KELLY CLARKSON  
14 BACKSTREET BOYS  
5 BLACK EYED PEAS  
4 WILL SMITH  
2 HOWIE DAY

**WILN/Panama City, FL**  
OM: Mike Prohle  
PD: Keith Allen  
APD/MD: G-Man  
19 YANG YANG TWINS  
66 BACKSTREET BOYS  
WILL SMITH  
1 BLACK EYED PEAS  
T.I.  
EMINEM  
BABY BASH

**WIOG/Philadelphia, PA\***  
PD: Todd Shannon  
APD/MD: Marlan Newsome  
25 BACKSTREET BOYS  
3 DIANA LUDACRIS  
KELLY CLARKSON  
MARIAH CAREY

**KZZP/Phoenix, AZ\***  
PD: Mark Medina  
MD: Chino  
13 KILLERS  
11 BACKSTREET BOYS  
3 BLACK EYED PEAS  
KELLY CLARKSON  
50 CENT

**WVST/Pittsburgh, PA\***  
PD: Mark Anderson  
APD: Mark Allen  
MD: Mikay  
37 BACKSTREET BOYS  
13 WILL SMITH  
4 MARIAH CAREY  
2 CROSSFADE  
1 HOWIE DAY  
GWEN STEFANI

**WJBO/Portland, ME**  
OM/PO: Tim Moore  
MD: Mike Adams  
13 BACKSTREET BOYS  
PUSHTAY DOLLS  
ANNA NALICK  
BROOKE VALENTINE #BIG BOI & LIL' JON  
LIFEHOUSE

**KKRZ/Portland, OR\***  
PD: Brian Bridgman  
14 BLACK EYED PEAS  
1 MARIAH CAREY  
BACKSTREET BOYS

**WZAT/Savannah, GA**  
PD: Brian Rickman  
35 ALICIA KEYS  
13 MARIAH CAREY  
11 YANG YANG TWINS  
10 GAME 150 CENT  
10 GWEN STEFANI  
8 LIZ  
6 SIMPLE PLAN  
BACKSTREET BOYS  
KELLY CLARKSON

**WERP/Portsmouth, NH\***  
OM/PO: Mike O'Donnell  
APD/MD: Kevin Matthews  
FEATURES  
BACKSTREET BOYS

**WSPK/Poughkeepsie, NY**  
PD: Scotty Mac  
APD: Sky Walker  
MD: Brian Durst  
13 BABY BASH  
13 BLACK EYED PEAS

**WPRO/Providence, RI\***  
OM/PO: Tony Bristol  
APD/MD: Davey Morris  
3 BACKSTREET BOYS  
7 GOOD CHARLOTTE  
RELENT K

**KBEA/Quad Cities, IA\***  
OM: Darren Pitt  
PD: Jeff James  
MD: Steve Fuller  
20 BACKSTREET BOYS

**WHTS/Quad Cities, IA\***  
PD: Tony Wabasso  
24 BACKSTREET BOYS  
5 LIFEHOUSE  
1 SIMPLE PLAN  
KELLY CLARKSON  
GWEN STEFANI

**WRVQ/Richmond, VA\***  
PD: Wayne Coy  
APD: Darren Slove  
MD: Jonathan Reed  
4 BACKSTREET BOYS



**DANA HALL**  
dhall@radioandrecords.com

# Reggaetón Breaks Big

Where the sound came from, and where it's going

**T**here's a movement happening — not just a musical trend or fad, but a real musical movement born from street culture — and it is taking hold at Rhythmic radio: Stations in markets from Miami to Houston, New York to Los Angeles, and even in Atlanta and Chicago, are embracing Latin hip-hop and reggaetón.

This movement's energy, strength and popularity are being compared to that of hip-hop. In fact, many of the artists and industry people involved already consider themselves part of the mainstream hip-hop world, so it's not surprising that Rhythmic programmers took notice of this movement early on, embracing reggaetón acts like Daddy Yankee ("Gasolina"), as well as Latin hip-hop songs like N.O.R.E.'s "Oye Mi Canto" and Pitbull's smashes.

An example of how hot the craze is right now: The first ever Reggaetón Invasion concert sold out two nights at the Universal Amphitheatre in Los Angeles in two hours.

The Rhythmic format has always found a place for the Latin audience at the table. This was one of the key things that distinguished it from Pop and Urban stations in many markets. But now, with a growing Hispanic population nationwide and the emerging musical force that is reggaetón, Rhythmic radio has an opportunity to distinguish itself even more and, possibly, grow its audience in the process.

**"With the success of certain reggaetón artists at crossover radio or English-language radio we have certainly seen the doors open wider for Latin hip-hop."**

Gus López

The format does not have the playing field to itself, however. There is a host of competitors out there. Clear Channel has even created a niche format it calls "Hurban," which specializes in reaching the young Latino demographic by playing a mixture of Latin pop, hip-hop and reggaetón. It's essentially a Spanish-language Rhythmic format.

To help Rhythmic programmers better understand the growing Latin hip-hop and reggaetón movement and their place in it now

and in the future, this week I speak with several Latin music executives.

## Latin Urban Life

Universal Music Group recently launched Machete Music under the supervision of President **Gus López**. It was created to be a full-service Latin urban label, and its first joint venture is with VI Music, one of the most successful independent reggaetón labels.



Gus López

López says, "Right now, as we start the label, we are mainly working with the established artists signed to VI: Don Omar and Héctor El Bambino [formerly of the duo Héctor and Tio], as well as Latin talent already signed to Universal. The difference is, we're dedicated to the hip-hop and urban genres, as opposed to being a Latin label that is dealing in multiple genres. Here, we can specialize."

"With the success of certain reggaetón artists at crossover radio or English-language radio we have certainly seen the doors open wider for Latin hip-hop. These stations have supported acts like Fat Joe or Big Pun in the past, but those were typically hip-hop artists of Latin descent rapping in English. What we are seeing now is more of a cultural movement for Latin artists and listeners on mainstream radio.

"Our targets are going to be the markets with the top Latin DMA, because our primary goal is to continue to reach the Latin audience. But we are seeing tremendous Latin population growth in markets like Atlanta; Washington, DC; and Phoenix — cities where there are also large African-American populations. There are also a number of secondary markets where we have historically seen very good Latin music sales."

## No Limits

"The fact is, reggaetón is beginning to knock down the doors in the black community and is becoming more accepted as part of hip-hop culture," López continues. "You see it when major black hip-hop stars use reggaetón acts like Pitbull and Daddy Yankee on their singles and when hip-hop superstars use Latin rhythms in their music [50 Cent, Jay-Z]."

"But for us at Machete, it needs to be organic. If it's a Latin artist singing or rapping with

Latin rhythms, that is natural. With a mainstream artist, it has to come from within them, not be something that is forced on them.

"This isn't the flavor of the month, where everyone has their one Latin-sounding record, and next year it's on to something new. I mean, some people would like to see Eminem do a track with Don Omar, but it may not be the right fit. You have to see if the vibe is there.

"Most of the reggaetón and Latin hip-hop acts you speak with, although they have pride in their heritage, want to be considered hip-hop artists first and foremost. Their ultimate goal is to be a mainstream success.

"While the new stations like the 'Hurbans' in Houston will be good for the Latin hip-hop movement, that shouldn't limit these artists to being heard only on Spanish-language radio."

## An Unstoppable Tornado

Ray Acosta is VP/Music Latina & Marketing for UBO/Chosen Few/Latin Flava Records. He says, "Reggaetón is hitting like an unstoppable tornado. It's happening faster and stronger than other formats in the past. With hip-hop, it took all of the '80s and the early part of the '90s for it to take hold and for radio to fully embrace it. With reggaetón, it's been about six months since it hit the States.

"A year ago I would go to the Latin stations in New York, and they would tell me, 'We can't play reggaetón. It's too hard. It's too street.' Today I would guess that 50% of their playlist is reggaetón. That's because this is the music of Latin youth. They've embraced it, and it's what they want to hear. In New York, for every 20 cars that pass you by, 15 are banging reggaetón."

Acosta says that it wasn't always this way for young Latinos who've grown up in the U.S. "Before, Latin youth adopted hip-hop as their music," he says. "They didn't identify with salsa or meringue or the music of their Latin heritage that their parents had grown up on.

"But now reggaetón has given them back their culture and given them a music to call their own. This music represents them and their lifestyle — how they dress, how they speak and what they listen to musically.

"Lifestyle is a word often associated with hip-hop and, now, with reggaetón. That's why Rhythmic radio is embracing it. They program to a lifestyle, and if they are in a largely Hispanic city, they have to appeal to that lifestyle in particular."

Acosta is a huge fan of the new Hurban format. "Clear Channel has already launched three Hispanic Rhythmic stations," he says. "I guarantee there will be 30 of them by the end of this year."

Acosta also contends that reggaetón is not a flavor-of-the-month genre. "It's actually been around for over 10 years back in Puerto Rico, in the clubs," he says. "It's been growing there, underground, but it's always been very street, very raunchy. Even radio there didn't embrace it until recent years.

"Reggaetón is also helping Latin R&B and hip-hop artists, even those who have been around a few years, get more attention. Now all these guys are doing reggaetón remixes of their songs, from Frankie J to Terror Squad."



Ray Acosta

**"The reggaetón we see in the streets now is a refined version. They took the guns and the drugs out of the videos, and the women are wearing more clothes — well, a few more clothes."**

Ray Acosta

## The Perfect Makeover

Anthony Pérez, President of Perfect Image, a film and video production company and record label based in Miami, is the force behind the TV program *The Roof*, which has been a leader in exposing reggaetón and Latin hip-hop nationally via videos on the MTV-style dance program.

"Reggaetón is going to be huge at mainstream English-speaking radio," Pérez says. "We've been preparing for this for years. Gradually, the artists and the entrepreneurs behind the music have been evolving the genre to make it more mainstream.

"In recent years reggaetón has gone through many changes, incorporating new images and rhythms. Reggaetón is a mixture of Panamanian reggae and dancehall. It comes from the ghetto. It's always been very hard, very street, and what comes along with that is slang, profanity and sexual content.

"But the reggaetón we see in the streets now is a refined version. They took the guns and the drugs out of the videos, and the women are wearing more clothes — well, a few more clothes.

"You have to give props to Daddy Yankee for paving the way on mainstream radio over the past year. Then N.O.R.E. took it a step further by fusing black hip-hop with Latin reggaetón.

"When it comes to women in reggaetón, our artist Ivy Queen is most definitely the leader. She has always represented the feminine point of view. Her lyrics have always spoken up for women. She is coming out with a new DVD, a 'Best of,' in July.

"I believe that most of these artists want to have mainstream appeal, but they don't want to lose any of their core, and they won't. The ghetto side, the street side, will always be represented in some way. They might have a market for that in Puerto Rico or in the underground here, just like in hip-hop. You can make your music acceptable for radio but still have your street cred."



Anthony Pérez

For more on the Latin hip-hop and reggaetón movement and how Urban programmers are feeling the heat, see this week's Urban column, Page 38. Then read about how it all started at Latin radio in Jackie Madrigal's Latin Formats column on Page 79.

# CHR/RHYTHMIC TOP 50

POWERED BY  
MEDIABASE

April 15, 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)	6208	-386	780564	13	79/0
2	2	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	5617	+324	717080	10	75/0
3	3	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	4786	-161	474135	14	63/0
4	4	TRILLVILLE Some Cut (BME/Warner Bros.)	4524	+274	500191	17	73/0
5	5	AKON Lonely (SRC/Universal)	4181	+127	370802	10	68/1
6	6	YING YANG TWINS Wait (The Whisper Song) (TVT)	3671	+134	379799	10	81/0
8	7	BABY BASH Baby I'm Back (Universal)	3332	-48	338787	13	62/0
7	8	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	3144	-319	396442	18	76/0
11	9	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	3004	+69	334477	11	71/2
13	10	T.I. You Don't Know Me (Grand Hustle/Atlantic)	2836	+256	310701	9	71/1
22	11	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	2744	+655	327993	6	77/6
17	12	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	2678	+297	264378	10	79/7
10	13	NATALIE Goin' Crazy (Latium/Universal)	2619	-387	220680	18	56/1
9	14	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	2555	-502	318936	22	72/0
12	15	MARIO Let Me Love You (J/RMG)	2535	-169	317991	23	81/0
14	16	OMARION O (Epic)	2490	-70	211604	14	63/0
23	17	AMERIE One Thing (Columbia)	2401	+322	344633	8	67/4
19	18	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	2389	+153	202761	18	68/1
15	19	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	2241	-279	269590	20	36/0
20	20	LUDACRIS Number One Spot (Def Jam South/IDJMG)	2179	-14	215187	8	73/0
27	21	MARIAH CAREY We Belong Together (Island/IDJMG)	2064	+580	224741	3	65/4
26	22	PRETTY RICKY Grind With Me (Atlantic)	1967	+307	184863	4	66/5
16	23	USHER Caught Up (LaFace/Zomba Label Group)	1958	-458	226078	15	71/0
21	24	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	1954	-227	128392	16	61/0
32	25	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	1810	+627	277982	4	30/12
24	26	EMINEM Mockingbird (Shady/Aftermath/Interscope)	1478	-597	144978	19	53/0
31	27	DESTINY'S CHILD Girl (Columbia)	1464	+137	137152	4	56/1
30	28	MARIO How Could You (J/RMG)	1416	+46	130094	7	67/0
25	29	MARIAH CAREY It's Like That (Island/IDJMG)	1368	-317	142209	13	68/0
28	30	T.I. Bring 'Em Out (Grand Hustle/Atlantic)	1292	-168	163756	20	70/0
29	31	DESTINY'S CHILD Soldier (Columbia)	1263	-74	104173	20	62/0
33	32	NB RIDAZ f/ANGELINA Notice Me (Upstairs)	1214	+49	91021	6	33/0
36	33	CASSIDY I'm A Hustla (J/RMG)	1101	+212	179775	4	55/5
40	34	GWEN STEFANI Hollaback Girl (Interscope)	1054	+225	89810	3	38/6
34	35	FANTASIA Truth Is (J/RMG)	1053	+28	182974	12	45/4
37	36	112 U Already Know (Def Soul/IDJMG)	968	+55	155058	8	42/2
39	37	M. JONES f/S. THUG & P. WALL Still... (SwishaHouse/Asylum/Warner Bros.)	880	-5	94398	6	38/1
49	38	FAT JOE So Much More (Terror Squad/Atlantic)	873	+324	80536	2	60/2
35	39	PITBULL f/LIL' JON Toma (TVT)	837	-164	82816	11	42/0
38	40	DADDY YANKEE Gasolina (VI Music)	800	-93	122955	20	14/0
41	41	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	799	+37	87774	8	36/0
42	42	K YOUNG Happy Together (Traacherous)	797	+65	82573	7	31/2
45	43	MASHONDA Back Of The Club (J/RMG)	769	+76	68378	5	50/5
47	44	GWEN STEFANI f/EVE Rich Girl (Interscope)	637	-21	87374	16	12/0
44	45	JOHN LEGEND Ordinary People (Columbia)	602	-35	169218	10	26/0
43	46	TORI ALAMAZE Don't Cha (Universal)	578	-98	76086	18	27/0
46	47	FANTASIA Baby Mama (J/RMG)	569	-81	88747	7	25/0
Debut	48	NELLY f/JUNG TRU & KING JACOB Errtime (Derry/Fo' Reel/Universal)	497	+246	37836	1	38/3
48	49	ALICIA KEYS Karma (J/RMG)	466	-81	66425	20	18/0
Debut	50	MARQUES HOUSTON All Because Of You (T.U.G.)	438	+94	36613	1	23/1

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
FRANKIE J. How To Deal (Columbia)	38
BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)	13
50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	12
NATALIE Energy (Latium/Universal)	12
BEANIE SIGEL f/SNOOP DOGG Don't Stop (Roc-A-Fella/IDJMG)	12
BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	7
PUSSYCAT DOLLS Don't Cha (A&M/Interscope)	7
CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	6
GWEN STEFANI Hollaback Girl (Interscope)	6

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	+655
50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	+627
MARIAH CAREY We Belong Together (Island/IDJMG)	+580
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+324
FAT JOE So Much More (Terror Squad/Atlantic)	+324
AMERIE One Thing (Columbia)	+322
PRETTY RICKY Grind With Me (Atlantic)	+307
BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	+297
TRILLVILLE Some Cut (BME/Warner Bros.)	+274
T.I. You Don't Know Me (Grand Hustle/Atlantic)	+256

## NEW & ACTIVE

BONE BROTHERS Hip Hop Baby (Koch)	Total Plays: 412, Total Stations: 14, Adds: 0
FAITH EVANS Again (Capitol)	Total Plays: 404, Total Stations: 20, Adds: 0
WEBBIE f/BUN B Give Me That (Asylum/Trill)	Total Plays: 309, Total Stations: 9, Adds: 4
CUBAN LINK f/MYA Sugar Daddy (MOB)	Total Plays: 307, Total Stations: 21, Adds: 1
YOUNG GUNZ Set It Off (Roc-A-Fella/IDJMG)	Total Plays: 271, Total Stations: 14, Adds: 2
GUCCI MANE Icy (Big Cat)	Total Plays: 252, Total Stations: 9, Adds: 2
MEMPHIS BLEEK Like That (Roc-A-Fella/IDJMG)	Total Plays: 241, Total Stations: 15, Adds: 3
NINO BROWN f/BABY BASH Eye Candy (M.I.A./Triple X)	Total Plays: 226, Total Stations: 14, Adds: 0
XSCAPE What's Up (Rock City)	Total Plays: 218, Total Stations: 25, Adds: 3
C.A.S.H. My, My, My (BlackGround/Universal)	Total Plays: 169, Total Stations: 27, 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).

83 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 4/3-4/9. 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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Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 12-17	Persons 18-24	Persons 25-34
50 CENT Candy Shop (Shady/Aftermath/Interscope)	4.09	4.14	99%	33%	4.19	4.06	4.04
CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	4.09	—	74%	10%	4.20	4.21	3.90
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	4.07	4.04	86%	18%	4.18	4.02	4.08
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	4.04	3.97	99%	35%	4.03	3.97	4.20
NATALIE Goin' Crazy (Latium/Universal)	4.02	3.97	89%	18%	4.20	3.97	4.00
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	4.02	3.94	89%	21%	4.09	4.03	3.94
MARIO How Could You (J/RMG)	4.00	4.09	70%	8%	4.09	3.85	4.00
CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	3.98	4.00	99%	48%	4.00	3.95	4.05
FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	3.98	3.98	95%	27%	4.15	4.01	3.74
T.I. You Don't Know Me (Grand Hustle/Atlantic)	3.96	3.85	76%	16%	4.00	4.01	3.94
GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	3.95	3.96	98%	37%	3.89	3.97	4.06
BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	3.95	3.85	62%	9%	4.01	4.04	3.83
MARIAH CAREY It's Like That (Island/IDJMG)	3.94	4.05	92%	19%	3.83	3.84	4.13
MARIO Let Me Love You (J/RMG)	3.93	3.95	99%	46%	3.80	3.89	4.07
NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	3.92	4.01	73%	13%	4.09	3.95	3.80
BABY BASH Baby I'm Back (Universal)	3.89	3.81	66%	9%	4.04	3.86	3.77
T.I. Bring 'Em Out (Grand Hustle/Atlantic)	3.86	3.74	90%	29%	3.96	3.92	3.81
EMINEM Mockingbird (Shady/Aftermath/Interscope)	3.85	3.93	98%	39%	3.93	3.80	3.93
TRILLVILLE Some Cut (BME/Warner Bros.)	3.85	3.74	79%	18%	4.12	3.85	3.59
LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	3.83	3.82	98%	43%	3.84	3.81	3.78
AKON Lonely (SRC/Universal)	3.81	3.74	91%	24%	4.20	3.90	3.37
BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	3.81	3.78	72%	18%	4.02	3.90	3.49
USHER Caught Up (LaFace/Zomba Label Group)	3.73	3.81	98%	42%	3.44	3.71	4.03
LUDACRIS Number One Spot (Def Jam South/IDJMG)	3.72	3.71	88%	23%	3.63	3.76	3.85
OMARION O (Epic)	3.66	3.65	86%	25%	3.78	3.56	3.48
DESTINY'S CHILD Soldier (Columbia)	3.65	3.66	99%	55%	3.65	3.66	3.59
PITBULL f/LIL' JON Toma (TVT)	3.54	3.54	62%	18%	3.77	3.58	3.57
YING YANG TWINS Wait (The Whisper Song) (TVT)	3.43	3.39	72%	24%	3.72	3.45	3.21

Total sample size is 405 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.

# HEAD RUSH

ARTIST: Mashonda

LABEL: J/RMG

By MIKE TRIAS/Associate Editor



I'm usually skeptical about successful singers delving into the world of songwriting. But when it comes to the opposite — seasoned songwriters becoming recording artists in their own right — I feel there's a good chance for the newly evolved artist to create something special.

Although she discovered her love of music when she was a child singing in church, Mashonda soon found that she also had exceptional talent as a songwriter. By her late teens she was writing hooks and songs for Eve, Mya, DMX and a host of others, and she landed a publishing deal with Warner Chappell Music. While the writing gigs kept coming, Mashonda also began singing backup vocals on artists' tracks.

Now in her mid-20s, Mashonda has begun her journey into singer-songwriter territory in earnest with her forthcoming debut album, *January Joy*. Her husband, Swizz Beatz, produced the project, and she even tapped the talents of the legendary Diane Warren for a track. "My record isn't going to sound like anything anybody is doing right now," Mashonda says.

She backs up that claim with "Back of da Club," an intriguing amalgam of different rhythms that is part club-banger, part midtempo groove. The chorus is a mix of heavy percussion, synthesizer and whistles, while the verse has a very sensual, almost Latin feel, thanks to the strumming of an acoustic guitar. Piano chords and the wail of an electric guitar even come in toward the end as a bonus. While a heavy bass drum and an ever-present tambourine unite the different sounds, Mashonda's ability to expressively weave a catchy melody through the exotic track is what really ties the whole thing together. Bottom line? Listeners will take notice if you play it.

## REPORTERS

Stations and their adds listed alphabetically by market

<p><b>KKSS/Albuquerque, NM*</b> PD: Pete Manquez APD: Dana Cortez MD: Matthew Castellano GUCCI MANE BEANIE SIGEL /SNOOP DOGG FRANKIE J. BLACK EYED PEAS</p> <p><b>KQIZ/Amarillo, TX</b> OM: Eric Stevens PD: Deana E. McGuire MD: Chay Fuentes No Adds</p> <p><b>KFAT/Anchorage, AK</b> OM/MD: Randy McLeod APD/MD: Paul Stone MD: BOBBY VALENTINO 5 T.I. 4 MARIO</p> <p><b>WBTS/Atlanta, GA*</b> PD: Lee Caple APD/MD: Myricka MASHONDA PRETTY RICKY</p> <p><b>WZLZ/Atlantic City, NJ*</b> PD/MD: Rich Garcia BEANIE SIGEL /SNOOP DOGG KEYSHIA COLE BLACK EYED PEAS</p> <p><b>KDHT/Austin, TX*</b> PD: Bob Lewis APD/MD: Bradley Green No Adds</p> <p><b>KISV/Bakersfield, CA*</b> PD/MD: Pizzazzo Stevens 12 11 MARIAN CAREY 3 BROOKE VALENTINE /BIG BOI &amp; LIL' JON</p> <p><b>WBHJ/Birmingham, AL*</b> MD: Mike Johnson APD: Mary K. MD: Lu Home K YOUNG B G /HOMEBWOI</p> <p><b>WJMN/Boston, MA*</b> PD: Cadillac Jack McCartney APD: Dennis O'Heron MD: Chris Tyler 18 CIARA /LUDACRIS FRANKIE J.</p> <p><b>CKEY/Buffalo, NY*</b> PD: Rob White MD: Corey Motley 2 BACKSTREET BOYZ JULLY BLACK CASH</p> <p><b>WCZQ/Champaign, IL</b> OM: Joel Fletcher PD/MD: Jamie Pendleton 34 CASSIDY 12 AMERIE</p> <p><b>WRVZ/Charleston, WV</b> OM: Rick Johnson PD/MD: Woody 1 LIL' JON &amp; THE EASTSIDE BOYZ /BO HAGAN 1 BEANIE SIGEL /SNOOP DOGG 1 FRANKIE J. 1 BLACK EYED PEAS 1 NATALIE</p> <p><b>WRBM/Chicago, IL*</b> PD: Todd Cavanah APD/MD: Erik Bradley No Adds</p>	<p><b>KNDA/Corpus Christi, TX*</b> OM/MD: Napp-1 PD: Richard Legg 25 BEANIE SIGEL /SNOOP DOGG 21 BABY (AKA THE BIRDMAN) 2 PIMP /1Z-RO &amp; TWISTA KEYSHIA COLE BLACK EYED PEAS DON OMAR</p> <p><b>KZFM/Corpus Christi, TX*</b> OM/MD: Ed Ocasas MD: Arlene Madril Cordell 19 DON OMAR 1 FRANKIE J. 1 PUSSYCAT DOLLS BLACK EYED PEAS FANTASIA</p> <p><b>KBFB/Dallas, TX*</b> PD: John Castellano MD: DJ Big Rich 16 GUY SLIM THUG WONK</p> <p><b>XHTO/Dayton, OH*</b> OM: J.D. Kunes PD: John Blaz WEBBIE /BUN B</p> <p><b>KOKS/Denver, CO*</b> PD: Cal Collins MD: John E. Kage 20 PUSSYCAT DOLLS 10 DOWEE /SNOOP DOGG NELLY /JUNG TRU &amp; KING JACOB</p> <p><b>KPRR/El Paso, TX*</b> PD/MD: Bobby Ramos 39 50 CENT 3 CASSIDY GWEN STEFANI BLACK EYED PEAS</p> <p><b>XHTO/El Paso, TX*</b> PD: Francisco Aguirre Cruz APD/MD: Alex "Big Al" Hira 28 FRANKIE J. 5 FAT JOE KSCAPE LIL' ROB</p> <p><b>WRCL/Ft. Mill, MI*</b> OM: Jay Patrick PD: Nathan Reed MD: Clay Church 28 TONY SONGZ GWEN STEFANI</p> <p><b>KBOS/Ft. Worth, TX*</b> PD: Greg Hoffman MD: Danny Salas 35 50 CENT 12 NATALIE FRANKIE J. GWEN STEFANI</p> <p><b>KSEQ/Fresno, CA*</b> PD: Alexa Smith 2 BEANIE SIGEL /SNOOP DOGG FRANKIE J. BLACK EYED PEAS NATALIE</p> <p><b>WBTT/Ft. Myers, FL*</b> OM: Steve Arant PD: Scrap Jackson APD/MD: Omar "The Big O" K YOUNG</p> <p><b>WJFX/Ft. Wayne, IN*</b> PD/MD: Wessie 11 WEBBIE /BUN B 5 AMERIE 1 FRANKIE J.</p>	<p><b>WNHT/Ft. Wayne, IN*</b> OM/MD: Napp-1 PD: Richard Legg 25 BEANIE SIGEL /SNOOP DOGG 21 BABY (AKA THE BIRDMAN) 2 PIMP /1Z-RO &amp; TWISTA KEYSHIA COLE BLACK EYED PEAS DON OMAR</p> <p><b>WGBT/Greensboro, NC*</b> OM: Tim Satterfield PD: Zac Davis APD: Jay Rio MD: Freddy A.D. 11 PUSSYCAT DOLLS WILL SMITH FRANKIE J.</p> <p><b>WJMH/Greensboro, NC*</b> OM/MD: Brian Douglas MD: Tag Woney 36 BROOKE VALENTINE /BIG BOI &amp; LIL' JON 32 DESTINY'S CHILD</p> <p><b>WQSL/Greenville, NC*</b> PD/MD: Jack Spade 39 PRETTY RICKY 3 WEBBIE /BUN B</p> <p><b>WHZT/Greenville, SC*</b> PD: Fisher APD/MD: Murph Dawg No Adds</p> <p><b>WDLH/Hagerstown, ON*</b> OM: Rick Alexander MD: John E. Kage 20 PUSSYCAT DOLLS 10 DOWEE /SNOOP DOGG NELLY /JUNG TRU &amp; KING JACOB 20 ALICIA KEYS</p> <p><b>WWKL/Harrisburg, PA*</b> OM/MD: John O'Dea PD: Steve Arant 18 BLACK EYED PEAS GWEN STEFANI 50 CENT</p> <p><b>WZMX/Hartford, CT*</b> PD/MD: DJ Buk APD: David Simpson 22 TEAIRRA MARI 5 NELY /JUNG TRU &amp; KING JACOB 5 KEYSHIA COLE 1 MARQUEE HOUSTON FRANKIE J.</p> <p><b>KDOB/Honolulu, HI*</b> PD: Leo Baldwin MD: Sam "The Man" Ambrose 25 QUEEN LIL' BLACK 1 FRANKIE J. ASHANTI</p> <p><b>KIKI/Honolulu, HI*</b> PD: Fred Rico APD: Pablo Sato MD: K. Smoove YOUNG GUNZ BEANIE SIGEL /SNOOP DOGG FRANKIE J. FANTASIA</p> <p><b>KPHW/Honolulu, HI*</b> OM: Wayne Miana PD: K. Smoove MD: Kevin Adgate 26 MARIAN CAREY 5 FRANKIE J. 1 MEMPHIS BLEEK</p> <p><b>KBXX/Houston, TX*</b> PD: Tom Galocacci MD: Carmen Contreras No Adds</p>	<p><b>KPTY/Houston, TX*</b> PD: Marco Arias 7 NATALIE 6 FRANKIE J. 5 KUMBIA KINGS 1 CASSIDY MASHONDA</p> <p><b>WHHH/Indianapolis, IN*</b> OM/MD: Brian Wallace MD: Don "DJ Wreck One" Williams No Adds</p> <p><b>WKHT/Knoxville, TN*</b> OM/MD: Russ Allen 7 CASSIDY FRANKIE J.</p> <p><b>WYLL/Knoxville, TN*</b> OM: Mike Hammond PD: Nick Elliott APD/MD: John V. 5 FRANKIE J. 5 BLACK EYED PEAS</p> <p><b>KRAK/Lafayette, LA*</b> PD: Dave Steel APD/MD: Chris Logan PRETTY RICKY PUSSYCAT DOLLS</p> <p><b>KLUC/Las Vegas, NV*</b> OM/MD: Cat Thomas MD: Joe J.B. King 10 BLACK EYED PEAS 9 FRANKIE J.</p> <p><b>KVEG/Las Vegas, NV*</b> PD: Mike Klein MD: Mike Klein 12 10 MIKE JONES</p> <p><b>KHTE/Little Rock, AR*</b> PD: Joe Raliff APD/MD: Tom Sewell 53 50 CENT 10 BEANIE SIGEL /SNOOP DOGG LIL' JON &amp; THE EASTSIDE BOYZ /BO HAGAN</p> <p><b>KDAY/Los Angeles, CA*</b> PD: Anthony Acampora APD: Chris Loos No Adds</p> <p><b>KPWR/Los Angeles, CA*</b> PD: Jimmy Sisti APD/MD: E-Man 15 50 CENT 14 BROOKE VALENTINE /BIG BOI &amp; LIL' JON 3 CIARA /LUDACRIS</p> <p><b>KBTE/Lubbock, TX</b> OM: Jeff Scott PD/MD: Magoo 34 FANTASIA 34 DESTINY'S CHILD 20 50 CENT</p> <p><b>KBFM/McAllen, TX*</b> PD: Steve Santiago APD/MD: Johnny D. MD: Bobby Macias No Adds</p> <p><b>KBTO/McAllen, TX*</b> OM: Paty Gonzalez PD: Alex Quintero MD: Mike Klein NELLY /JUNG TRU &amp; KING JACOB</p> <p><b>WBVD/Maitland, FL*</b> PD/MD: Curtis Booker CASH</p> <p><b>KXHT/Memphis, TN*</b> APD: Maurice "Mo Better" Rivera MD: Big Sue 13 CIARA /LUDACRIS 10 NIVEA /LIL' JON &amp; YOUNGBLOODZ 6 AMERIE 3 BOBBY VALENTINO</p>	<p><b>WPDW/Miami, FL*</b> PD: Kid Curry APD: Tony "The Tiger" MD: Eddie Mix 29 AMERIE</p> <p><b>KTMB/Minneapolis, MN*</b> PD/MD: Sam Elliot APD: Zaneta K. No Adds</p> <p><b>KHTN/Monroeville, CA*</b> OM: Rene Roberts PD: Jeff Z. 2 BEANIE SIGEL /SNOOP DOGG NATALIE</p> <p><b>KDON/Monterey, CA*</b> OM: Jim Dorman PD: Sam Diggedy MD: Alex Carrillo FRANKIE J. NATALIE FANTASIA</p> <p><b>WKTU/New York, NY*</b> PD: John Walker 4 GAGJO FRANKIE J. BLACK EYED PEAS</p> <p><b>WQHT/New York, NY*</b> MD: John Dimick MD: Dan 22 50 CENT 10 MIKE JONES /SLIM THUG &amp; PAUL WALL 10 JA RULE 7 MEMPHIS BLEEK 6 MARIAN CAREY</p> <p><b>WNVZ/Norfolk, VA*</b> OM/MD: Don London MD: Mike Klein 12 GWEN STEFANI</p> <p><b>KMRK/Odessa, TX</b> OM: Steve Orsicc PD: Nardo MD: Jim Jamn MD: J. McNelly 14 OTIS /BUSTA RHYMES 6 MIKE JONES /SLIM THUG &amp; PAUL WALL 6 CASSIDY 3 BLACK EYED PEAS</p> <p><b>WWKX/Providence, RI*</b> OM/MD: Tony Bristol MD: Dave Morris FRANKIE J. LIL' JON &amp; THE EASTSIDE BOYZ /BO HAGAN</p> <p><b>KWYL/Reno, NV*</b> PD: Jesse Moreno MD: Mike Klein FRANKIE J.</p> <p><b>KGGI/Riverside, CA*</b> PD: Mike Medina MD: ODM Gutierrez 9 50 CENT 1 MASHONDA 112</p> <p><b>KWIE/Riverside, CA*</b> PD: Mike Fontes 6 FRANKIE J. NATALIE GWEN STEFANI</p> <p><b>KBMB/Sacramento, CA*</b> PD: Tommy Del Rio 1 FROM LINE BEANIE SIGEL /SNOOP DOGG FRANKIE J. CIARA /LUDACRIS OWEE /SNOOP DOGG</p> <p><b>KCAO/Oxnard, CA*</b> PD: Big Bear MD: Raul J. 1 NATALIE FRANKIE J.</p> <p><b>KKUU/Palm Springs, CA</b> OM: Larry Suter PD: Anthony "Anttop" Quinz APD: Eric Drexhaus MD: Ronald "Ron J." Tolliver 10 BLACK EYED PEAS FRANKIE J.</p>	<p><b>WCCQ/Salisbury, MD</b> OM: Brad Barrett PD: AJ 31 TERROR SQUAD 26 LIL' FLIP 27 CIARA /FYEET PABLO 26 CHRISTINA MILIAN /TWISTA 26 JUVENTE 16 COLL COLE 25 NELY /JUNG TRU &amp; KING JACOB 24 NE RIZAZ /ANGELINA 21 MARIO 17 PRETTY RICKY</p> <p><b>KUUU/Salt Lake City, UT*</b> OM/MD: Brian Michael MD: Kevin Cruise No Adds</p> <p><b>KBRT/San Antonio, TX*</b> PD: Rick Thomas APD: Cindy Hill MD: Rommel (Co-APD) 5 NATALIE 1 FRANKIE J.</p> <p><b>XHTZ/San Diego, CA*</b> PD: Diana Laird MD: Dennis Hill 13 MASHONDA FRANKIE J. LIL' JON &amp; THE EASTSIDE BOYZ /BO HAGAN</p> <p><b>XMOR/San Diego, CA*</b> PD/MD: DJ Seize 3 CUBAN LINK /IMYA KSCAPE LIL' ROB</p> <p><b>WRED/Portland, ME</b> OM: Michael Martin PD: Steve Coleham MD: Big Von 15 FROM LINE 13 R. KELLY 8 BEANIE SIGEL /SNOOP DOGG 3 FAT JOE 1 BLACK EYED PEAS</p> <p><b>KJLM/Portland, OR*</b> OM: Tim McLamera MD: Big Kid Beatz 4 MARIAN CAREY FRANKIE J. LIL' JON &amp; THE EASTSIDE BOYZ /BO HAGAN</p> <p><b>WPKE/Poughkeepsie, NY</b> PD: Jesse Morris MD: Jim Jamn MD: J. McNelly 14 OTIS /BUSTA RHYMES 6 MIKE JONES /SLIM THUG &amp; PAUL WALL 6 CASSIDY 3 BLACK EYED PEAS</p> <p><b>WWKX/Providence, RI*</b> OM/MD: Tony Bristol MD: Dave Morris FRANKIE J. LIL' JON &amp; THE EASTSIDE BOYZ /BO HAGAN</p> <p><b>Sirus The Beat/Satellite</b> OM: Gerardo PD: Howard Marcus MD: Lawrence Chelso 56 TABORAH 25 PULMNET</p> <p><b>KUBE/Seattle, WA*</b> PD: Eric Powers MD: Karen Witt No Adds</p> <p><b>KSPW/Springfield, MD</b> OM: Mike Enoch PD/MD: Chris Cannon 1 PAPA ROACH</p> <p><b>KWIN/Stockton, CA*</b> PD: Michael Mann MD: Diane Fozz 19 TEAIRRA MARI 7 50 CENT BEANIE SIGEL /SNOOP DOGG BLACK EYED PEAS MEMPHIS BLEEK</p> <p><b>WLLD/Tampa, FL*</b> OM: Brian APD: Scamman MD: Beata No Adds</p>	<p><b>KLU/Tr-Clines, WA</b> OM: Brad Barrett PD: AJ 31 TERROR SQUAD 26 LIL' FLIP 27 CIARA /FYEET PABLO 26 CHRISTINA MILIAN /TWISTA 26 JUVENTE 16 COLL COLE 25 NELY /JUNG TRU &amp; KING JACOB 24 NE RIZAZ /ANGELINA 21 MARIO 17 PRETTY RICKY</p> <p><b>KDHT/Tucson, AZ*</b> PD: Rick Thomas APD: Cindy Hill MD: Rommel (Co-APD) 5 NATALIE 1 FRANKIE J.</p> <p><b>KTBT/Tulsa, OK*</b> OM: Don Cristl MD: Billy Madison 4 AMERIE FRANKIE J. WEBBIE /BUN B FANTASIA</p> <p><b>KRLZ/Tyler, TX</b> PD: L.T. MD: Marcus Love BEANIE SIGEL /SNOOP DOGG KEYSHIA COLE PUSSYCAT DOLLS</p> <p><b>WMBX/W Palm Beach, FL*</b> PD: Reggie McRay MD: DJ X Cal 5 FRANKIE J.</p> <p><b>WPQC/Washington, DC*</b> MD: Boogie D 23 BROOKE VALENTINE /BIG BOI &amp; LIL' JON 21 CASSIDY</p> <p><b>KDQC/Wichita Falls, TX</b> OM: Brent Warner PD/MD: CC Cruz 42 K YOUNG 29 PLAY-N-SKILLZ 21 50 CENT 25 BROOKE VALENTINE /BIG BOI &amp; LIL' JON 22 FANTASIA 20 MARIAN CAREY 19 AMERIE</p> <p><b>KDGS/Wichita, KS*</b> PD: Greg Williams MD: Mac Payne KSCAPE FRANKIE J.</p> <p><b>KHHK/Yakima, WA</b> PD/MD: Matt Foley No Adds</p>
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POWERED BY  
MEDIABASE

\*Monitored Reporters  
105 Total Reporters  
83 Total Monitored  
22 Total Indicator

Did Not Report, Playlist  
Frozen (3):  
WJWZ/Montgomery, AL  
WLYD/Green Bay, WI  
WWRX/New London, CT

April 15, 2005



America's Best Testing Urban Songs 12 +  
For The Week Ending 4/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	Pers. 12-17	Pers. 18-24	Pers. 25-34
GAME #150 CENT Hate It... (Aftermath/G-Unit/Interscope)	4.23	4.32	85%	17%	4.19	4.19	4.17
50 CENT Candy Shop (Shady/Aftermath/Interscope)	4.22	4.23	99%	39%	4.15	4.24	3.76
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	4.21	4.15	98%	32%	4.21	4.31	3.79
MARIO Let Me Love You (J/RMG)	4.12	4.08	99%	46%	4.04	4.09	3.84
GAME #150 CENT How We Do (Aftermath/G-Unit/Interscope)	4.12	4.16	97%	40%	4.15	4.22	3.89
CIARA #1 LUDACRIS Oh (LaFace/Zomba Label Group)	4.11	4.10	78%	9%	4.11	4.18	3.86
LIL' JON... #1 USHER & LUDACRIS Lovers & Friends (TVT)	4.08	4.16	98%	45%	4.01	4.06	3.82
MARIO How Could You (J/RMG)	4.07	—	67%	9%	4.02	4.01	4.04
112 U Already Know (Def Soul/IDJMG)	4.05	4.16	51%	7%	4.07	4.16	3.82
BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	3.95	4.07	54%	9%	3.95	4.04	3.68
USHER Caught Up (LaFace/Zomba Label Group)	3.88	3.90	98%	47%	3.86	3.92	3.59
LUDACRIS Number One Spot (Def Jam South/IDJMG)	3.88	3.89	86%	21%	3.85	3.98	3.39
T.I. You Don't Know Me (Grand Hustle/Atlantic)	3.87	4.05	80%	23%	3.80	3.88	3.48
T.I. Bring 'Em Out (Grand Hustle/Atlantic)	3.81	3.89	90%	33%	3.78	3.89	3.39
NIVEA #1 LIL' JON... Okay (Jive/Zomba Label Group)	3.81	3.93	76%	20%	3.78	3.84	3.58
TRILLVILLE Some Cut (BME/Warner Bros.)	3.80	3.89	75%	23%	3.78	3.80	3.71
DESTINY'S CHILD Soldier (Columbia)	3.79	3.83	99%	55%	3.70	3.95	2.74
FANTASIA Truth Is (J/RMG)	3.76	3.82	78%	20%	3.84	4.00	3.23
AMERIE One Thing (Columbia)	3.68	3.60	76%	21%	3.81	3.78	3.94
FAITH EVANS Again (Capitol)	3.68	3.86	56%	10%	3.78	3.89	3.44
YING YANG TWINS Wait (The Whisper Song) (TVT)	3.64	3.70	69%	16%	3.49	3.58	3.17
MARQUES HOUSTON All Because Of You (T.U.G.)	3.62	—	43%	10%	3.61	3.78	3.14
BROOKE VALENTINE #1 BIG BOI & LIL' JON Girlfriend (Virgin)	3.58	3.76	75%	20%	3.52	3.56	3.38
CASSIDY I'm A Hustla (J/RMG)	3.58	—	62%	20%	3.50	3.54	3.38
OMARION O (Epic)	3.57	3.78	87%	30%	3.54	3.63	3.18
MIKE JONES... Still... (SwishHouse/Asylum/Warner Bros.)	3.37	3.34	55%	20%	3.24	3.22	3.32
TYRA Country Boy (Universal)	3.33	3.42	65%	23%	3.27	3.50	2.41
JOHN LEGEND Ordinary People (Columbia)	3.29	3.49	73%	33%	3.33	3.31	3.39
R. KELLY In The Kitchen (Jive/Zomba Label Group)	3.18	3.39	50%	20%	3.11	3.21	2.79

Total sample size is 332 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: Rahsaan Patterson

LABEL: Artistry Music

CURRENT PROJECT: After Hours

IN STORES: Now

CURRENT SINGLE: "Forever Yours"

TOP SPINS AT: WHUR/Washington; KMEZ/New Orleans; WLXC/Columbia, SC; KNEK/Lafayette, LA; WAKB/Augusta, GA

By DARNELLA DUNHAM

ASST. RHYTHMIC/URBAN EDITOR

**Personal stats:** Rahsaan Patterson is an artist who marches to the beat of his own drummer. While his name is known in the urban music landscape, commercial success and major radio airplay have eluded him for years. His music is well-received in Europe, and Patterson also has a loyal core of fans domestically. Most surprisingly, he often gets compliments on his music from PDs who are fans but are reluctant to give any of his songs airplay on their stations.

His parents named him after fellow Harlem native Rahsaan Roland Kirk, the celebrated blind jazz saxophonist, and Patterson grew up surrounded by musical artists who fostered his creativity. After relocating to Los Angeles he cultivated his artistic expression as he wrote and produced for Brandy, Tevin Campbell, Chico DeBarge, Jody Watley and Christopher Williams.

**Influences:** Frankie Beverly & Maze; Stevie Wonder; Rufus; Miles Davis; Michael Jackson; and Earth, Wind & Fire are the artists Patterson was exposed to at an early age by his parents, but his upbringing in the church and his exposure to various musical genres like jazz, gospel, blues and soul also impacted his personal style.

**The album:** "Each album is about progression," Patterson tells R&R. This offering is more upbeat than his previous albums, and he explains, "This time I wanted to take people deeper into Rahsaan Patterson. I wanted people to see me in a party area, but my music has always been somewhat sophisticated." Patterson worked closely with artist and producer Van Hunt and frequent collaborator Jamey Jaz. He also collaborated with producers Steve "Silk" Hurley, Mike City, Jack King III and Devory Pugh, and he co-wrote and co-produced several songs on *After Hours*.

## REPORTERS

Stations and their adds listed alphabetically by market

<p><b>WJAZ/Albany, GA</b> PD: Mike Jay 12 SONN</p> <p><b>WZLX/Albany, GA</b> OM: Bill James PD: Hozie Mack 7 SYLEENA JOHNSON/FR KELLY 7 BS</p> <p><b>WAZ/Albany, NY</b> PD: Sugar Ray APD: Monique Williams 4 BEANIE SIGEL USNOOP DOGG 4 BS KEYSHIA COLE</p> <p><b>KBC/Alexandria, LA</b> PD: James Alexander MD: Dennis Thomas No Adds</p> <p><b>KEDG/Alexandria, LA</b> OM: PD: Jay Stevens MD: Wade Hampton 6 BOBBY VALENTINO 47 CIARA #1 LUDACRIS 29 MARIO</p> <p><b>WHTA/Atlanta, GA</b> PD: Jerry Smolens APD: Dimitrios Stavros MD: Ramona Ostroum 18 BS</p> <p><b>WVEZ/Atlanta, GA</b> PD: Tony Bess MD: Tasha Love 35 T</p> <p><b>WVEZ/Augusta, GA</b> OM: PD: Ron Thomas 15 TANK 2 PRETTY RICKY KEYSHIA COLE</p> <p><b>WPRW/Augusta, GA</b> PD: Tim "Fat" Shell MD: Tatu 3 KEYSHIA COLE 2 BEANIE SIGEL USNOOP DOGG 1 BS 1 GUERILLA BLACK B.G. (HOMEBWOW)</p> <p><b>WFRD/Baltimore, MD</b> PD: Victor Starr MD: Mike House 16 KEYSHIA COLE</p> <p><b>WEXX/Baton Rouge, LA</b> PD: Tim Toney MD: Kari Di'Sean Miles GUERILLA BLACK 5 BEANIE SIGEL USNOOP DOGG 4 KEYSHIA COLE 1 SYLEENA JOHNSON/FR KELLY ANTHONY HAMILTON BS B.G. (HOMEBWOW)</p> <p><b>KTCZ/Beaumont, TX</b> PD: Doug Harris APD: MD: Adrian Scott 3 SYLEENA JOHNSON/FR KELLY KEYSHIA COLE 2 BS 1 SMITTY 1 BEANIE SIGEL USNOOP DOGG TANK B.G. (HOMEBWOW)</p> <p><b>WVLU/Biloxi, MS</b> OM: Walter Brown PD: MD: Terrence Bibb 3 BEANIE SIGEL USNOOP DOGG ACON GUERILLA BLACK SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW) BS KEYSHIA COLE</p>	<p><b>WJZZ/Biloxi, MS</b> PD: MD: Terry Bess 2 YOUNG JUNG TRU &amp; KING JACOB 1 BS 1 YVON GREEN BEANIE SIGEL USNOOP DOGG KEYSHIA COLE SMITTY B.G. (HOMEBWOW) SYLEENA JOHNSON/FR KELLY NATALIE</p> <p><b>WFOI/Boston, MA</b> PD: MD: Lamar "LBO" Robinson No Adds</p> <p><b>WBLK/Buffalo, NY</b> PD: MD: Chris Reynolds 2 SYLEENA JOHNSON/FR KELLY GUCCI MAINE</p> <p><b>WVWZ/Charleston, SC</b> OM: PD: Terry Bess MD: Tony Bess 25 BS 11 KEYSHIA COLE BEANIE SIGEL USNOOP DOGG GUERILLA BLACK SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW)</p> <p><b>WPEG/Charlotte</b> PD: Terry Avery MD: Deon Cole 1 BEANIE SIGEL USNOOP DOGG 3 GUCCI MAINE 2 KEYSHIA COLE 1 GUERILLA BLACK SYLEENA JOHNSON/FR KELLY</p> <p><b>WJTT/Chattanooga, TN</b> PD: MD: Tony Black MD: Magic Critcher 22 BS 14 SYLEENA JOHNSON/FR KELLY 10 KEYSHIA COLE 2 BEANIE SIGEL USNOOP DOGG 2 WEBBIE BRUN B KEYSHIA COLE</p> <p><b>WJXX/Chicago, IL</b> OM: PD: Eloy Smith APD: MD: Talary Green 22 SHAW SYDRA 14 JOHN LEGEND 9 QJALD 6 MARY J BLIGE MIKE JONES LYFE JEWINGS TREY SONGZ</p> <p><b>WVWX/Chicago, IL</b> PD: Jay Abel MD: Barbara McDowell 4 SYLEENA JOHNSON/FR KELLY 2 BEANIE SIGEL USNOOP DOGG 2 WEBBIE BRUN B KEYSHIA COLE</p> <p><b>WVIZ/Cincinnati, OH</b> PD: Terry Thomas MD: Gray Williams PRETTY RICKY YOUNG JUNG</p> <p><b>WENZ/Cleveland, OH</b> PD: MD: Kim Johnson MD: Adrian Scott 1 BOBBY VALENTINO</p> <p><b>WHXK/Columbia, SC</b> PD: Chris Daniels APD: MD: Susan Minnie 1 DESTINY'S CHILD 7 BS 4 BEANIE SIGEL USNOOP DOGG 2 GUERILLA BLACK 1 TANK 1 NELY YOUNG TRU &amp; KING JACOB THREE 5 MAFIA</p> <p><b>WMBT/Columbia, SC</b> PD: Brian Anthony MD: LJ Smith 2 PRETTY RICKY GUERILLA BLACK</p>	<p><b>WWSU/Columbia, MS</b> OM: PD: James Alexander MD: Shanna Young 11 BS 6 GUERILLA BLACK 7 KEYSHIA COLE 1 SYLEENA JOHNSON/FR KELLY BEANIE SIGEL USNOOP DOGG SMITTY B.G. (HOMEBWOW)</p> <p><b>WCKX/Columbus, OH</b> PD: Paul Stone MD: Warren Stevens 3 KEYSHIA COLE 3 MARIO</p> <p><b>KKDA/Dallas, TX</b> PD: MD: Skip Chestnut No Adds</p> <p><b>WDBT/Dallas, TX</b> 1 BOBBY VALENTINO 30 WEBBIE BRUN B 2 PRETTY RICKY 3 CASSIDY 1 BS KEYSHIA COLE</p> <p><b>WDTJ/Detroit, MI</b> PD: Spidee No Adds</p> <p><b>WJLB/Detroit, MI</b> PD: KJ Holder APD: MD: Kris Kelley 6 BEANIE SIGEL USNOOP DOGG 5 SYL JENNINGS 5 B.G. (HOMEBWOW) BS KEYSHIA COLE</p> <p><b>WDBT/Durban, AL</b> OM: JR Wilson MD: Eric "E-Scott" Scott 10 BS</p> <p><b>WJLM/Durban, AL</b> PD: MD: Tony Black MD: Magic Critcher No Adds</p> <p><b>WZFX/Fayetteville, NC</b> OM: Mac Edwards PD: MD: Jeff Anderson APD: Mike Tobi 8 YOUNG JUNG 5 MEMPHIS BLEEK 1 BEANIE SIGEL USNOOP DOGG KEYSHIA COLE ANTHONY HAMILTON SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW)</p> <p><b>WYNN/Florence, SC</b> OM: Matt Scary PD: Gerald McSwain MD: Pam Jordan 10 BS 5 SYLEENA JOHNSON/FR KELLY</p> <p><b>WTMG/Gainesville, FL</b> PD: MD: Scott Hinds APD: Terrence Brown 2 BEANIE SIGEL USNOOP DOGG 2 360 INFANTEE 1 PONY BOI MGA BRAT KEYSHIA COLE SMITTY GUERILLA BLACK SYLEENA JOHNSON/FR KELLY NATALIE</p> <p><b>WVKS/Greenville, NC</b> PD: MD: A. Kirkland 3 STEVE WONDER</p> <p><b>WVNZ/Greenville, SC</b> OM: Tony Fields APD: Karen Blodgett MD: Doug Davis 1 DESTINY'S CHILD</p> <p><b>WPHH/Hartford, CT</b> PD: MD: Mychal Maguire 23 KEYSHIA COLE 5 PRETTY RICKY</p> <p><b>WVFC/Huntsville, AL</b> OM: Steve Harty PD: Big Art MD: Jay Daniels 1 BEANIE SIGEL USNOOP DOGG KEYSHIA COLE SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW)</p>	<p><b>WJML/Jackson, MS</b> OM: PD: Stan Branson APD: Alicia Marie 11 BS 6 GUERILLA BLACK 7 KEYSHIA COLE 1 SYLEENA JOHNSON/FR KELLY BEANIE SIGEL USNOOP DOGG SMITTY B.G. (HOMEBWOW)</p> <p><b>WRLH/Jackson, MS</b> PD: Kwana Kwa 10 BEANIE SIGEL USNOOP DOGG 14 BS 3 KEYSHIA COLE 2 COMMON TANK SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW)</p> <p><b>WJBT/Jacksonville, FL</b> OM: Carl Austin PD: G-Wiz 1 GUERILLA BLACK B.G. (HOMEBWOW) BEANIE SIGEL USNOOP DOGG KEYSHIA COLE ANTHONY HAMILTON</p> <p><b>KPRX/Kansas City, MO</b> OM: James Carson PD: MD: Myron Fears 14 BS 9 KEYSHIA COLE</p> <p><b>KVIZ/Killeen, TX</b> OM: Tim Thomas PD: MD: The Baby Sister 76 FANTASIA 54 DESTINY'S CHILD 10 LIL' JON/MIKE GUBRE KEYSHIA COLE</p> <p><b>KRQL/Lafayette, LA</b> PD: D-Rock 4 KEYSHIA COLE GUERILLA BLACK SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW)</p> <p><b>KJMR/Las Vegas, LA</b> OM: Bryan Taylor PD: MD: Erik Thomas APD: Gini Cook No Adds</p> <p><b>KZWL/Lake Charles, LA</b> OM: Anthony Barrie MD: Tammy Toubant 30 50 CENT 25 FANTASIA 25 DESTINY'S CHILD 21 TYRA 19 SYLEENA JOHNSON/FR KELLY 12 SHAW SYDRA 12 CIARA #1 LUDACRIS 16 FAT JOE 15 FANTASIA 14 BOBBY VALENTINO 14 MARSHIA CAREY 14 360 INFANTEE 13 AL GREEN 13 CHRIS MOB 12 TORI ALAMAZE 12 SONNI 12 PONY BOI MGA BRAT 10 R. KELLY 10 STEVE WONDER 1 BOYE IN DA HOOD 1 E-MURDER F.B.G.</p> <p><b>WQHD/Landing, MI</b> OM: Helena Dubson PD: Brad Johnson MD: Jo Hilde 14 LYE JENNINGS 16 BEANIE SIGEL USNOOP DOGG 3 MANNIE FRESH/TAATEEZE 1 BOYE IN DA HOOD 1 E-MURDER F.B.G.</p> <p><b>WVLA/Las Vegas, NV</b> PD: MD: Jim Johnson MD: Jody Hilde 44 LYE JENNINGS 8 YOUNG JUNG</p> <p><b>WDAV/Little Rock, SC</b> OM: Dave Solomon PD: Barry Snow MD: DJ Vicious 10 NELY YOUNG TRU &amp; KING JACOB 5 BS 3 STEVE WONDER</p>	<p><b>WJBT/Las Vegas, NV</b> OM: MD: Tony Toney No Adds</p> <p><b>WVLT/Las Vegas, NV</b> 12 BEANIE SIGEL USNOOP DOGG 6 SYLEENA JOHNSON/FR KELLY 4 KEYSHIA COLE B.G. (HOMEBWOW) GUERILLA BLACK</p> <p><b>KIPR/Little Rock, AR</b> OM: Joe Booker PD: MD: James Johnson/FR KELLY 9 KEYSHIA COLE 10 MARSHIA CAREY 4 KEYSHIA COLE GUERILLA BLACK BEANIE SIGEL USNOOP DOGG SMITTY B.G. (HOMEBWOW)</p> <p><b>KBT/Los Angeles, CA</b> PD: MD: Tawala Sharp No Adds</p> <p><b>WZZL/Louisville, KY</b> PD: Mark Gurn MD: Gerald Harrison 1 CASSIDY</p> <p><b>WVBB/Macon, GA</b> PD: MD: Chris Williams 7 G.O.E. BETTA 5 JAY-LE</p> <p><b>WVKS/Macon, GA</b> OM: Jeff Silver PD: MD: Brian Patz 45 DORIS VALDREAV 40 MARSHIA CAREY 25 PRETTY RICKY 10 BEANIE SIGEL USNOOP DOGG 4 KEYSHIA COLE</p> <p><b>WVHR/Memphis, TN</b> PD: MD: Eddie Steel 10 BS 15 NELY YOUNG TRU &amp; KING JACOB 11 G.O.E. BETTA 8 B.G. (HOMEBWOW) BS BEANIE SIGEL USNOOP DOGG KEYSHIA COLE GUERILLA BLACK</p> <p><b>WVDR/Miami, FL</b> OM: Tony Fields PD: MD: Cedric Hollywood 10 BS 3 BEANIE SIGEL USNOOP DOGG KEYSHIA COLE THREE 5 MAFIA B.G. (HOMEBWOW)</p> <p><b>WVHL/Miami, FL</b> OM: Rob Roberts PD: Don Summers MD: Cole-Lani Kimbrough KEYSHIA COLE</p> <p><b>WVXV/Milwaukee, WI</b> PD: Dan Lee MD: Bailey Coleman 4 BS 3 SYLEENA JOHNSON/FR KELLY B.G. (HOMEBWOW) BEANIE SIGEL USNOOP DOGG KEYSHIA COLE</p> <p><b>WVLM/Milwaukee, WI</b> APD: MD: Anthony Reuben 3 SMTTY</p> <p><b>2 SYLEENA JOHNSON/FR KELLY</b> 2 BEANIE SIGEL USNOOP DOGG 2 KEYSHIA COLE</p> <p><b>WVUS/Philadelphia, PA</b> PD: MD: Mike Schmitt MD: Steve Spector 28 MARSHIA CAREY 3 BS 1 BEANIE SIGEL USNOOP DOGG SMITTY</p> <p><b>WVAM/Pittsburgh, PA</b> OM: PD: George "Doc" Cook MD: Rob White 4 KEYSHIA COLE 2 SMITTY 2 GUERILLA BLACK SYLEENA JOHNSON/FR KELLY BS B.G. (HOMEBWOW)</p> <p><b>WVOK/Raleigh, NC</b> PD: Cy Toney MD: Steve Alexander 6 KEYSHIA COLE 3 BEANIE SIGEL USNOOP DOGG</p> <p><b>WVTR/Richmond, VA</b> PD: Arnie Maxwell APD: MD: Mase Street No Adds</p> <p><b>WVDR/Richmond, VA</b> PD: MD: Reggie Baker 8 YOUNG JUNG</p> <p><b>WVDC/Rochester, NY</b> OM: MD: Andre Marshall APD: Jim Jordan MD: Tony Spector 28 MARSHIA CAREY 3 BS 1 BEANIE SIGEL USNOOP DOGG SMITTY</p>	<p><b>WVLS/Saginaw, MI</b> PD: MD: Eugene Brown 1 BEANIE SIGEL USNOOP DOGG KEYSHIA COLE ACON BS</p> <p><b>WVLI/Tallahassee, FL</b> OM: PD: Damon Williams MD: Lamonia Williams PD: Ed The World Famous APD: MD: Jay Bice 40 MINE JONES/ELIM THUG &amp; PAUL WALL 36 T I 35 LUDACRIS 26 LIL' JON DFC CRE 26 FAT JOE 25 BROOKE VALENTINO/F.B.G. BOI &amp; LIL' JON 23 ACON 23 MANNIE FRESH/TAATEEZE 23 GAMBINO GENT 20 GAME 12 TREY SONGZ 18 MARSHIA CAREY 14 USHER 14 SYLEENA JOHNSON/FR KELLY 12 ROOTS 11 BEANIE SIGEL 9 MARIO 3 SMOOP DOGG/CHARLIE WILSON</p> <p><b>WVUC/Toledo, OH</b> PD: Charlie Mack 24 KEYSHIA COLE 12 SYLEENA JOHNSON/FR KELLY 3 BEANIE SIGEL USNOOP DOGG GUERILLA BLACK NATALIE B.G. (HOMEBWOW) BS PONY BOI MGA BRAT</p> <p><b>WVSE/Tupelo, MS</b> OM: Rick Stevens PD: Jeff Lee MD: Julian "DJ XTC" Vaughn 10 360 INFANTEE</p> <p><b>WVYS/Washington, DC</b> PD: Dorry Hockley MD: P. Stew 12 BS 7 WEBBIE BRUN B</p> <p><b>WVKS/Wilmington, DE</b> PD: Tony Quartrone MD: Maseau Mase 18 BEANIE SIGEL USNOOP DOGG 9 GUERILLA BLACK 6 BROOKE VALENTINO/F.B.G. BOI &amp; LIL' JON B.G. (HOMEBWOW) BS KEYSHIA COLE</p> <p><b>WVWN/Wilmington, NC</b> OM: Lisa M PD: Jennifer Lopez/LAT JOE 10 MARSHIA CAREY 3 NELY YOUNG TRU &amp; KING JACOB 5 BOYE IN DA HOOD</p>
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Note: For complete adds, see R&R Music Tracking.

POWERED BY  
MEDIABASE

\*Monitored Reporters

101 Total Reporters

70 Total Monitored

31 Total Indicator

Did Not Report, Playlist Frozen (4):  
WFXM/Macon, GA  
WJXX/Macon, MS  
WVVA/Charlottesville, VA  
WZHT/Montgomery, AL



**DANA HALL**  
dhall@radioandrecords.com

## Feelin' Latin Rap & Reggaetón

### Urban PDs widen their reach with Latin hip-hop

You've probably heard this statistic a number of times recently: Within a few short years, the Hispanic population in the U.S. will outnumber all other minorities. In many markets the Hispanic population is already as large as or larger than the black population. New York, Los Angeles, Houston and Miami are just the obvious cases.

At the same time, the music industry is experiencing an explosion of Latin hip-hop and its subgenres, like the increasingly popular reggaetón.

In fact, some of today's top hip-hop artists are incorporating reggaetón into their music, whether it be in remixes of smash hits, like Terror Squad's "Lean Back" or Usher's "Yeah!" or inviting reggaetón artists like Daddy Yankee to perform on their records.

Meanwhile, such Latin hip-hop artists as Fat Joe, N.O.R.E., Cuban Link, Baby Bash, Pitbull and more are celebrating their heritage loud and proud on their current singles.

How are Urban programmers responding to the trend? While the format has always embraced young Hispanic listeners who love hip-hop — or, as we sometimes say, has "invited them to the party" — we've never actually targeted them specifically.

For the most part, the Urban stations playing more Latin hip-hop, or even reggaetón, aren't necessarily changing their core demo; they've just realized that, in their markets, they have to be more inclusive.

The other thing to realize — and probably more important to the majority of programmers across the country — is that Latin music has become more mass-appeal. Your core demo, African Americans, likes it too.

#### Passion And Energy



**Stephen Hill**

BET VP/Music Programming **Stephen Hill** says, "Reggaetón is on fire right now. It's the hot thing in the clubs and on the streets. The music itself has a passion and an energy that you don't always hear in music. There are many artists who are coming

out, like N.O.R.E., Pitbull, Nina Sky and Daddy Yankee, who listeners feel have hot songs.

"The music has always been out there; there's just a lot more attention being paid to it now. There has been this prognosis that in a few years the Hispanic population will outnumber the African-American population in the U.S. Because of that, we've seen more marketing to that group through advertising and in film and on television, so our society overall is being exposed more often to all things Latin.

"In fact, I would say it's fueling pop culture right now, and, musically, Latin and salsa rhythms are influencing not only hip-hop, but

music in general. In my opinion, it's a great new ingredient to the melting pot."

If even BET is embracing reggaetón and Latin hip-hop, are Urban programmers who don't embrace it sleeping on it?

Hill says no. "Not every community has a large Latin population," he says. "You really need a Hispanic community in your market for it to take hold. That's the base, and it usually spreads to the African-American population from there."

Clear Channel VP/Urban Programming **Doc Wynter** agrees, saying, "Our strongest markets for playing reggaetón and Latin hip-hop titles are Miami, New York, some parts of Texas and California,

and even Hartford, where there is a large West Indian population.

"It definitely spread from East Coast to West. I hear more PDs mention reggaetón records each week on our programming conference call, so it is spreading, but spreading slow. There are markets where the genre tests well."

#### Miami's Latin Mix

In Miami, Clear Channel owns Urban WMIB (103.5 The Beat), where PD **Dion Summers** has been embracing reggaetón and Latin hip-hop from the time the station launched, two years ago. He says the tracks generally start by breaking out of the club buzz, then making their way on to the mix shows.

"A few songs, like Daddy Yankee's 'Gasolina' or N.O.R.E.'s 'Oye Mi Canto,' make it to regular rotation pretty heavily," he says. "We've also seen it impact many hip-hop songs when

**"Are we embracing the Latin audience with open arms? Do we understand them?"**

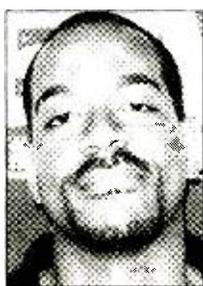
**Doc Wynter**



**THE ROC IS IN THE BUILDING!** Shawn "Jay-Z" Carter's first female signing to Roc-A-Fella, Teairra Mari, enjoys the hometown hospitality in Detroit as she stops by WDTJ (105.9 Jamz) to promote her new single, "Make Her Feel Good." Seen here (l-r) are Roc-A-Fella Sr. VP/Promotion **Benny Pough**, WDTJ OM **Skip Dillard**, Mari and WDTJ PD **Spudd**.

a reggaetón remix of a hit is released. It can give an old song like 'Lean Back' new life on the station.

"The hip-hop lean to reggaetón, including the fact that a lot of hip-hop artists, like Lil Jon, have embraced it, has helped to make it more acceptable to the core audience. But, overall, the



**Dion Summers**

music still tests better with Hispanics than it does with blacks."

One of the bigger concerns Urban programmers have about reggaetón and Latin hip-hop is the fact that much of the music is sung in "Spanglish."

Could that alienate the African-American audience? Summers says, "It depends on how you surround and protect the record. It's just like with a newer, less familiar song. You have to have the bigger hits around it."

#### Balancing Act

Are Urban programmers looking at the music because of its popularity, or because it can bring in a few new listeners to the station and increase cume? "It's probably a combination of both," Wynter says. "With more music research available to programmers, and seeing the Latin population explosion, the influence is felt musically."

"It's all a balancing act," Summers says. "In Miami we not only consider the music that we play, but also the personalities on our station. We have a diverse staff — a Mexican-American morning show [*The Baka Boyz*], a midday personality who is of Hispanic and African-American decent [*Coka Lani*] and several mixers who are of Latin descent. Our lineup represents our listeners, just as the music we play does."

Wynter notes that when you do embrace the Latin audience in your market, "you have to be sensitive to their needs as well." He says, "We've had conference calls — myself; Michael Saunders, PD of Power 105.1 [WWPR] in New York; Dion; and Michael Maguire [PD of CC's Urban WPHH/Hartford], along with Clear Channel's Alfredo Alonso, Sr. VP of Hispanic Radio.

"We discuss this so as to heighten our sensibilities toward that audience, and we've asked Alfredo, because he is a member of the Latin hip-hop community, to listen to our stations to give us feedback. Are we embracing the audience with open arms? Are we understanding them? It's the same thing for a non-African

**"Reggaetón is on fire right now. It's the hot thing in the clubs and on the streets. The music itself has a passion and an energy that you don't always hear in music."**

**Stephen Hill**

American programming hip-hop: You have to inherently consider the audience by speaking to someone from that audience."

Summers says, "When we do promotions, not only are we representing the MLK Days and the Juneteenth celebrations, we're also there for the Cinco De Mayo events and the Calle Ocho celebration in Little Havana."

#### Flava Of the Month?

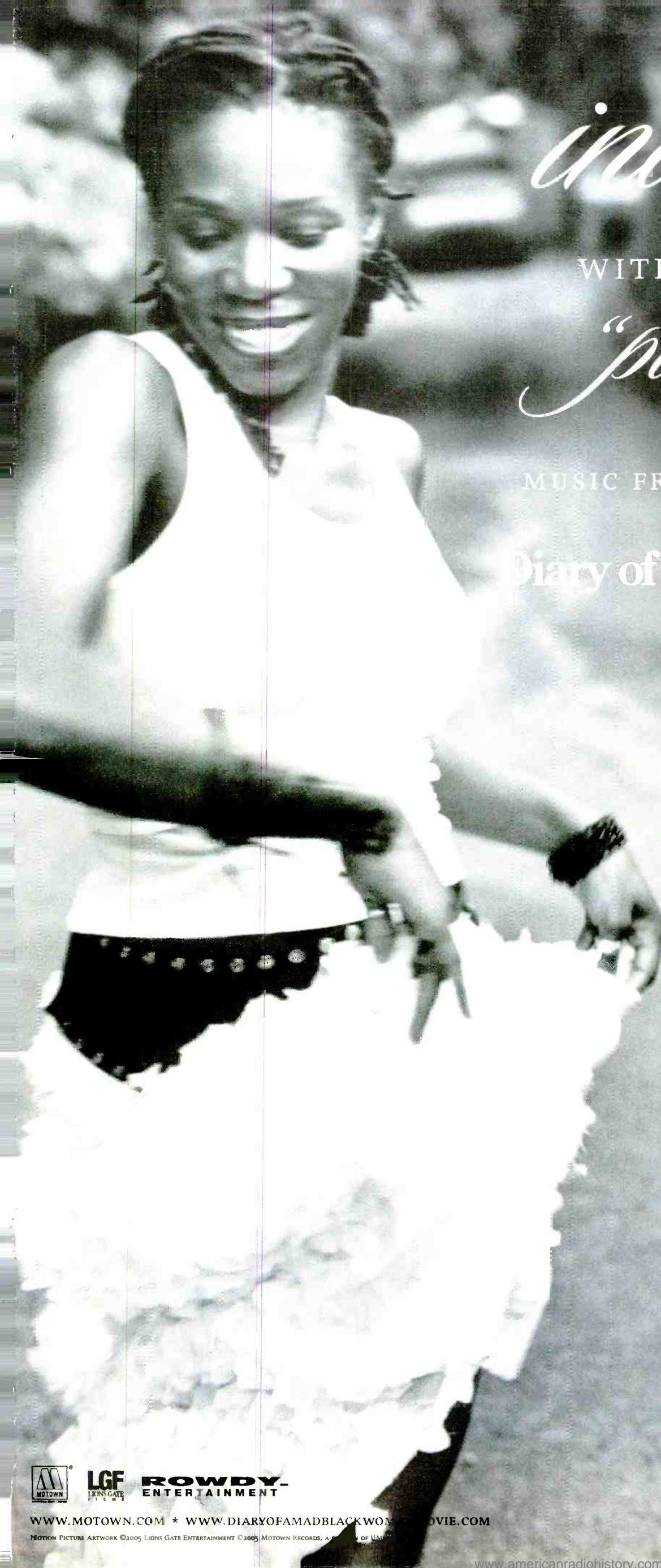
While urban labels have seen the value of signing Latin hip-hop artists over the years, reggaetón artists are still almost exclusively part of the Latin side of the music business. With the success of these songs and artists, however, will reggaetón become the flavor of the month with urban labels and radio?

Hill doesn't think so. "There are flavors, and then there are movements," he says. "Hip-hop was a movement. Grunge was a movement. The growing Latin music movement is born out of a culture, not a current music trend."

Summers agrees, saying, "I compare the progression to that which hip-hop took from the early '80s to today. It had an underground appeal, then was accepted by the music world and artists, then radio and, eventually, by mainstream America.

"Reggaetón has already been underground and embraced by the Latin hip-hop world. Now it's being embraced by artists like Lil Jon and Jermaine Dupri. They get it, and they will drive the genre's growth within the mainstream labels."

*For info on the impact Latin hip-hop is having at CHR/Rhythmic, see Page 34. To learn how reggaetón and Latin urban music are impacting Latin radio, see the Latin Formats section, on Page 79.*



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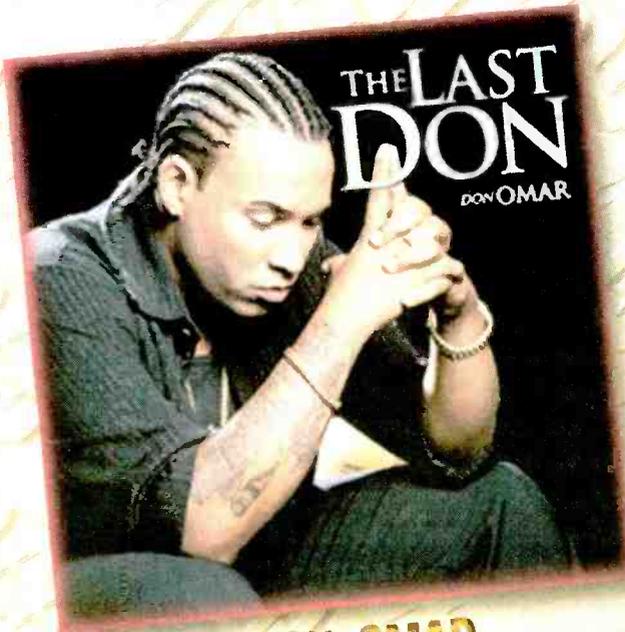
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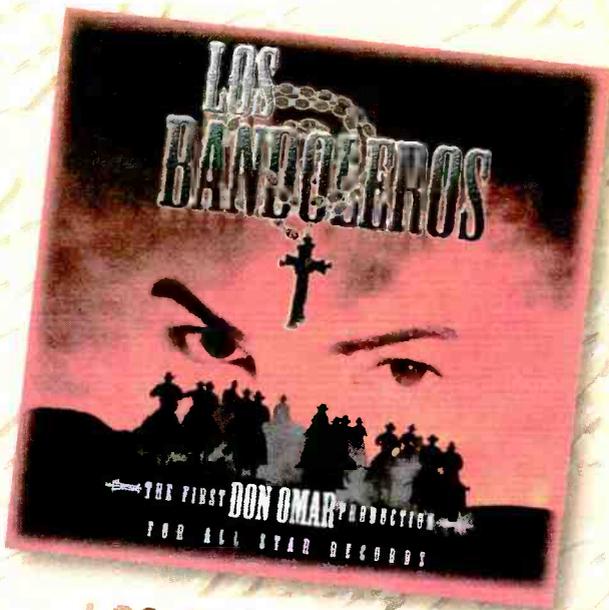
DON OMAR



GLORY



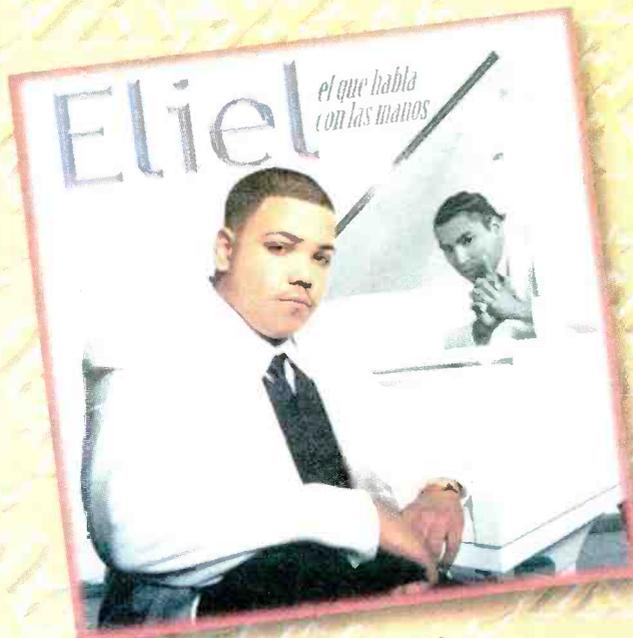
HECTOR "EL BAMABINO"



LOS BANDOLEROS



MAGNATE Y VALENTINO



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# URBAN TOP 50

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April 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	T.I. You Don't Know Me ( <i>Grand Hustle/Atlantic</i> )	3278	-77	355854	16	67/0
7	2	GAME f/50 CENT Hate It Or Love It ( <i>Aftermath/G-Unit/Interscope</i> )	3096	+527	455078	7	67/1
1	3	50 CENT Candy Shop ( <i>Shady/Aftermath/Interscope</i> )	2923	-478	351812	12	69/0
3	4	YING YANG TWINS Wait (The Whisper Song) ( <i>TVT</i> )	2907	+88	317534	10	64/0
5	5	AMERIE One Thing ( <i>Columbia</i> )	2873	+184	370829	12	63/0
9	6	LUDACRIS Number One Spot ( <i>Def Jam South/IDJMG</i> )	2745	+253	348923	9	64/0
8	7	TRILLVILLE Some Cut ( <i>BME/Warner Bros.</i> )	2465	-98	268847	22	64/0
14	8	BOBBY VALENTINO Slow Down ( <i>DTP/Def Jam/IDJMG</i> )	2441	+351	313096	8	63/2
4	9	FANTASIA Truth Is ( <i>J/RMG</i> )	2388	-308	277117	18	65/0
6	10	OMARION O ( <i>Epic</i> )	2288	-293	272309	17	56/0
18	11	CIARA f/LUDACRIS Oh ( <i>LaFace/Zomba Label Group</i> )	2227	+382	267597	5	70/0
16	12	112 U Already Know ( <i>Def Soul/IDJMG</i> )	2164	+225	295328	10	62/0
12	13	FANTASIA Baby Mama ( <i>J/RMG</i> )	2068	-176	214788	11	68/0
11	14	NIVEA f/LIL' JON & YOUNGBLOODZ Okay ( <i>Jive/Zomba Label Group</i> )	2002	-246	178540	19	63/0
13	15	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends ( <i>TVT</i> )	1934	-241	204481	19	9/0
17	16	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight ( <i>Virgin</i> )	1899	+22	175454	12	61/1
10	17	JOHN LEGEND Ordinary People ( <i>Columbia</i> )	1871	-404	260615	17	63/0
15	18	MARIO Let Me Love You ( <i>J/RMG</i> )	1720	-220	211921	25	68/0
20	19	M. JONES f/S. THUG & P. WALL Still... ( <i>SwishaHouse/Asylum/Warner Bros.</i> )	1716	-12	166084	13	66/0
21	20	FAITH EVANS Again ( <i>Capitol</i> )	1658	+178	164335	9	60/0
19	21	GAME f/50 CENT How We Do ( <i>Aftermath/G-Unit/Interscope</i> )	1645	-144	195637	19	60/0
23	22	CASSIDY I'm A Hustla ( <i>J/RMG</i> )	1489	+137	169972	8	57/3
22	23	MARIO How Could You ( <i>J/RMG</i> )	1482	+63	168468	7	61/1
24	24	MARQUES HOUSTON All Because Of You ( <i>T.U.G.</i> )	1342	+60	105130	9	47/1
26	25	DESTINY'S CHILD Girl ( <i>Columbia</i> )	1298	+125	135948	4	59/1
30	26	WEBBIE f/BUN B Give Me That ( <i>Asylum/Trill</i> )	1239	+154	107244	6	52/4
25	27	R. KELLY In The Kitchen ( <i>Jive/Zomba Label Group</i> )	1072	-186	107653	11	57/0
28	28	50 CENT Disco Inferno ( <i>G-Unit/Shady/Aftermath/Interscope</i> )	1040	-75	170709	17	24/0
27	29	T.I. Bring 'Em Out ( <i>Grand Hustle/Atlantic</i> )	1016	-157	130430	20	65/0
37	30	MARIAH CAREY We Belong Together ( <i>Island/IDJMG</i> )	989	+245	101007	3	49/1
36	31	LYFE JENNINGS Must Be Nice ( <i>Columbia</i> )	853	+91	73620	8	38/2
29	32	USHER Caught Up ( <i>LaFace/Zomba Label Group</i> )	844	-262	83804	14	55/0
43	33	FAT JOE So Much More ( <i>Terror Squad/Atlantic</i> )	815	+246	69208	3	57/0
34	34	DESTINY'S CHILD Cater 2 U ( <i>Columbia</i> )	797	+3	125722	6	1/0
32	35	TWEET f/MISSY ELLIOTT Turn Da Lights Off ( <i>Atlantic</i> )	751	-112	88301	11	42/0
39	36	BOYZ IN DA HOOD Dem Boyz ( <i>Bad Boy/Atlantic</i> )	742	+51	49431	4	40/2
33	37	MARIAH CAREY It's Like That ( <i>Island/IDJMG</i> )	693	-149	79064	13	57/0
40	38	GUCCI MANE Icy ( <i>Big Cat</i> )	682	+33	39525	4	36/2
46	39	50 CENT Just A Lil' Bit ( <i>Shady/Aftermath/Interscope</i> )	659	+145	106505	2	0/0
47	40	PRETTY RICKY Grind With Me ( <i>Atlantic</i> )	602	+182	64606	2	46/7
35	41	TRICK DADDY Sugar (Gimme Some) ( <i>Slip-N-Slide/Atlantic</i> )	579	-187	49904	13	38/0
50	42	YOUNG GUNZ Set It Off ( <i>Roc-A-Fella/IDJMG</i> )	557	+163	50651	2	48/4
41	43	N2U f/JERMAINE DUPRI Baby Mama Love ( <i>Virgin</i> )	530	-79	32008	7	36/0
Debut	44	COMMON The Corner ( <i>GOOD/Geffen</i> )	519	+129	51151	1	43/1
45	45	TWISTA f/FAITH EVANS Hope ( <i>Atlantic/Capitol</i> )	496	-45	48544	17	25/0
Debut	46	NELLY f/JUNG TRU & KING JACOB Errtime ( <i>Derry/Fo' Reel/Universal</i> )	469	+253	34415	1	39/2
49	47	MEMPHIS BLEEK Like That ( <i>Roc-A-Fella/IDJMG</i> )	456	+42	41918	2	36/1
Debut	48	FANTASIA Free Yourself ( <i>J/RMG</i> )	436	+65	77138	1	3/0
48	49	JENNIFER LOPEZ f/FAT JOE Hold You Down ( <i>Epic</i> )	436	+19	24448	5	35/0
38	50	TYRA Country Boy ( <i>Universal</i> )	410	-283	24620	20	29/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
KEYSHIA COLE I Just Want It To Be Over ( <i>A&amp;M/Interscope</i> )	48
B5 All I Do ( <i>Bad Boy/Atlantic</i> )	43
BEANIE SIGEL f/SNOOP DOGG Don't Stop ( <i>Roc-A-Fella/IDJMG</i> )	40
SYLEENA JOHNSON f/R. KELLY Hypnotic ( <i>Jive/Zomba Label Group</i> )	32
B.G. f/HOMEBWOI Where Da At ( <i>Chopper City/Koch</i> )	30
GUERRILLA BLACK Say What? ( <i>Virgin</i> )	19
SMITTY One Time ( <i>J/RMG</i> )	12
PRETTY RICKY Grind With Me ( <i>Atlantic</i> )	7
TANK I Love Them Girls ( <i>BlackGround/Universal</i> )	6
NATALIE Goin' Crazy ( <i>Latium/Universal</i> )	6

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GAME f/50 CENT Hate It Or Love It ( <i>Aftermath/G-Unit/Interscope</i> )	+527
CIARA f/LUDACRIS Oh ( <i>LaFace/Zomba Label Group</i> )	+382
BOBBY VALENTINO Slow Down ( <i>DTP/Def Jam/IDJMG</i> )	+351
R. KELLY Trapped In The Closet ( <i>Jive/Zomba Label Group</i> )	+288
LUDACRIS Number One Spot ( <i>Def Jam South/IDJMG</i> )	+253
NELLY f/J. TRU & K. JACOB Errtime ( <i>Derry/Fo' Reel/Universal</i> )	+253
FAT JOE So Much More ( <i>Terror Squad/Atlantic</i> )	+246
MARIAH CAREY We Belong Together ( <i>Island/IDJMG</i> )	+245
112 U Already Know ( <i>Def Soul/IDJMG</i> )	+225
AMERIE One Thing ( <i>Columbia</i> )	+184

## NEW & ACTIVE

ANTHONY HAMILTON I'm A Mess ( <i>So So Def/Zomba Label Group</i> )	Total Plays: 332, Total Stations: 39, Adds: 5
STEVIE WONDER So What The Fuss ( <i>Motown/Universal</i> )	Total Plays: 312, Total Stations: 25, Adds: 1
VIVIAN GREEN Gotta Go, Gotta Leave ( <i>Columbia</i> )	Total Plays: 308, Total Stations: 25, Adds: 1
BEANIE SIGEL f/SNOOP DOGG Don't Stop ( <i>Roc-A-Fella/IDJMG</i> )	Total Plays: 286, Total Stations: 43, Adds: 40
AKON Lonely ( <i>SRC/Universal</i> )	Total Plays: 250, Total Stations: 25, Adds: 3
B5 All I Do ( <i>Bad Boy/Atlantic</i> )	Total Plays: 220, Total Stations: 43, Adds: 43
C-MURDER f/B.G. Y'All Heard Of Me ( <i>Tru/Koch</i> )	Total Plays: 204, Total Stations: 15, Adds: 1
KEYSHIA COLE I Just Want It To Be Over ( <i>A&amp;M/Interscope</i> )	Total Plays: 183, Total Stations: 49, Adds: 48
PITBULL f/LIL' JON Toma ( <i>TVT</i> )	Total Plays: 177, Total Stations: 17, Adds: 1
J-KWON f/PETEY PABLO & EBONY EYEZ Get XXX'd ( <i>Jive/Zomba Label Group</i> )	Total Plays: 170, Total Stations: 21, 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).

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 4/3-4/9. 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 15, 2005

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)	1649	-34	216670	18	51/0
2	2	JOHN LEGEND Ordinary People (Columbia)	1507	+133	186690	14	25/1
4	3	BRIAN MCKNIGHT Everytime You Go Away (Motown/Universal)	1280	+58	141385	16	50/0
3	4	KEM I Can't Stop Loving You (Motown/Universal)	1233	-17	139092	13	54/0
5	5	JILL SCOTT Whatever (Hidden Beach/Epic)	1125	-40	120759	22	49/0
8	6	STEVIE WONDER So What The Fuss (Motown/Universal)	1105	+163	132096	5	55/0
6	7	MARIO Let Me Love You (J/RMG)	1047	-75	137616	16	16/0
7	8	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	973	-16	131280	30	45/0
9	9	GERALD LEVERT So What (If You Got A Baby) (Atlantic)	891	+53	95317	11	52/0
10	10	FAITH EVANS Again (Capitol)	770	+78	100974	9	49/0
11	11	ANITA BAKER How Does It Feel (Blue Note/Virgin)	638	-23	89120	26	46/0
12	12	LUTHER VANDROSS Think About You (J/RMG)	577	-31	61508	71	41/0
14	13	PRINCE Call My Name (Columbia)	567	+37	81230	46	36/0
13	14	ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)	563	-4	55866	43	34/0
15	15	TINA TURNER Open Arms (Capitol)	458	+11	36586	12	38/0
17	16	MINT CONDITION I'm Ready (Image)	450	+64	32033	7	33/4
18	17	RAHSAAN PATTERSON Forever Yours (Artistry Music)	389	+42	28357	10	28/0
21	18	DESTINY'S CHILD Girl (Columbia)	360	+78	34998	4	28/2
16	19	AL GREEN Perfect To Me (Blue Note/Virgin)	355	-41	15740	8	36/3
19	20	LEDISI f/BONEY JAMES My Sensitivity (Gets In The Way) (GRP/VMG)	354	+15	28842	12	25/0
20	21	RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)	319	+19	25036	5	31/2
26	22	FANTASIA Free Yourself (J/RMG)	318	+122	53375	2	27/6
29	23	SMOKIE NORFUL I Understand (EMI Gospel)	251	+94	22127	2	27/2
23	24	ALICIA KEYS Karma (J/RMG)	221	+16	54928	19	12/0
22	25	SAMSON Atmosphere (Five Eight's)	208	-24	9625	8	16/0
25	26	TROY JOHNSON It's You (Sought After Entertainment)	203	+3	6236	4	17/0
24	27	TEMMORA f/HOWARD HEWETT There's No Me (LEG)	198	-6	7708	4	19/1
27	28	URBAN MYSTIC Long Ways (Sobe)	194	+31	7756	2	22/0
28	29	ANGIE STONE f/ANTHONY HAMILTON Stay For Awhile (J/RMG)	164	+6	11629	19	12/0
-	30	MARVIN GAYE Let's Get It On, Let's Step... (Motown)	135	+49	20821	4	3/0

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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
J MOSS We Must Praise (Gospe Centric)	11
FANTASIA Free Yourself (J/RMG)	6
MINT CONDITION I'm Ready (Image)	4
JON B. What I Like About You (Sanctuary Urban)	4
AL GREEN Perfect To Me (Blue Note/Virgin)	3
R. DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)	2
DESTINY'S CHILD Girl (Columbia)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
STEVIE WONDER So What The Fuss (Motown/Universal)	+163
JOHN LEGEND Ordinary People (Columbia)	+133
FANTASIA Free Yourself (J/RMG)	+122
SMOKIE NORFUL I Understand (EMI Gospel)	+94
FAITH EVANS Again (Capitol)	+78
DESTINY'S CHILD Girl (Columbia)	+78
TAMIA Things I Collected (Rowdy/Motown)	+67

## NEW & ACTIVE

**JON B. What I Like About You (Sanctuary Urban)**  
Total Plays: 119, Total Stations: 22, Adds: 4

**MICHAEL B. SUTTON Nobody (Little Dizzy)**  
Total Plays: 106, Total Stations: 10, Adds: 0

**J MOSS We Must Praise (Gospe Centric)**  
Total Plays: 105, Total Stations: 11, Adds: 11

**KIERRA "KIKI" SHEARO You Don't Know (EMI Gospel)**  
Total Plays: 86, Total Stations: 8, 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).

56 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 4/3-4/9. 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.

## REPORTERS

Stations and their adds listed alphabetically by market

<b>WQVE/Albany, GA</b> OM: Bill Jones PD: Hozie Mack 5 JON B 5 WADE O BROWN	<b>WBAB/Charlotte*</b> PD: Merv Avery No Adds	<b>WXMG/Columbus, OH*</b> OM: Paul Strong PD: Warren Stevens No Adds	<b>KMJQ/Houston, TX*</b> OM: Tom Calococi PD/MD: Sam Choie 3 MINT CONDITION AL GREEN	<b>WJMR/Milwaukee, WI*</b> PD/MD: Lauri Jones 2 FANTASIA 1 DESTINY'S CHILD	<b>KRMP/Oklahoma City, OK*</b> OM: Terry Monday MD: Eddie Brasco No Adds	<b>Sirius Heart &amp; Soul/Satellite</b> OM/MD: B.J. Stone MD: Sasha Montero EARTH, WIND & FIRE INDIA ARIE	<b>WTUG/Tuscaloosa, AL</b> OM: Greg Thomas PD/MD: Charles Anthony 6 TEAM AIRPLAY ALL STAR
<b>KSQU/Albuquerque, NM*</b> OM: Bill May PD: Tim Jones APD/MD: Jalimey Barreras AL GREEN	<b>WQNC/Charlotte*</b> PD: Alvin Stowe 1 SMOKIE NORFUL	<b>WRDU/Dayton, OH*</b> OM/MD: J.D. Kunes No Adds	<b>WTLC/Indianapolis, IN*</b> PD: Brian Wallace 2 FANTASIA 1 DESTINY'S CHILD	<b>WOLT/Mobile, AL*</b> PD: Steve Crumbley MD: Kathy Barlow No Adds	<b>WCFB/Orlando, FL*</b> PD: Kevin Gardner No Adds	<b>Sirius Slow Jamz/Satellite</b> OM: B.J. Stone PD: Tonya Byrd No Adds	<b>WHUR/Washington, DC*</b> PD: Dave Dickinson MD: Traci LaTrelle 9 ANTHONY HAMILTON 4 RAHEEM DEVAUGHN TEMMORA f/HOWARD HEWETT MARIAH CAREY
<b>WAKB/Augusta, GA*</b> OM/MD: Ron Thomas No Adds	<b>WSRB/Chicago, IL*</b> MD: Tracie Reynolds 1 J MOSS	<b>WMXD/Detroit, MI*</b> OM: KJ Holiday PD: Jamillah Muhammad APD: Onell Stevens MD: Sheila Little 72 J MOSS	<b>WKXJ/Jackson, MS*</b> OM/MD: Stan Branson No Adds	<b>KJMG/Monroe, LA</b> PD: Keith Collins 7 FAITH EVANS	<b>WDAS/Philadelphia, PA*</b> OM: Thea Mitchell PD: Joe Tamburro APD/MD: Jo Gamble No Adds	<b>The Touch/Satellite</b> OM: Phil Hall PD: Stan Boston APD/MD: Hollywood Hernandez No Adds	<b>WMMJ/Washington, DC*</b> PD: Kathy Brown MD: Mike Chase 2 FANTASIA
<b>WKSJ/Augusta, GA*</b> OM: Mike Kramer PD/MD: Tim "Fatt" Snell APD: Cher Best TAMIA	<b>WVAZ/Chicago, IL*</b> OM/MD: Emy Smith APD/MD: Armando Rivera J MOSS MARIAH CAREY	<b>WUFS/Fayetteville, NC*</b> PD: Garrett Davis MD: Calvin Pee No Adds	<b>WSOL/Jacksonville, FL*</b> PD/MD: KJ Brooks No Adds	<b>WYBC/New Haven, CT*</b> OM: Wayne Schmidt PD: Juan Castillo APD: Angela Malerba 31 JOHN LEGEND 24 FANTASIA	<b>WFXC/Raleigh, NC*</b> PD: Cy Young APD/MD: Jodi Berry 5 JON B	<b>XM The Flow/Satellite</b> OM: Lori Parkerson PD: Maxx Myrick No Adds	<b>WIKS/Wilmington, NC</b> APD: La'Tanya Russ 5 WADE O BROWN 4 TEENA MARIE
<b>WWIN/Baltimore, MD*</b> PD: Tim Watts APD/MD: Keith Fisher 2 FANTASIA	<b>WZAK/Cleveland, OH*</b> OM/MD: Kim Johnson MD: Bobby Rush 3 MINT CONDITION	<b>WZZF/Flint, MI*</b> PD: Trey Michaels MD: Yvonne Daniels No Adds	<b>KMJK/Kansas City, MO*</b> PD: Jerold Jackson No Adds	<b>WYLD/New Orleans, LA*</b> OM: Carla Boatner PD: AJ Appleberry No Adds	<b>WKSJ/Richmond, VA*</b> OM/MD: Al Payne MD: Freddy Fox 3 MINT CONDITION RAHEEM DEVAUGHN	<b>WLVH/Savannah, GA</b> OM: Brad Kelly PD/MD: Gary Young APD: Jewel Carter 49 ALICIA KEYS 26 ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL	<b>POWERED BY MEDIABASE</b>
<b>KQXL/Baton Rouge, LA*</b> PD/MD: Mya Vernon No Adds	<b>WZAK/Cleveland, OH*</b> OM/MD: Kim Johnson MD: Bobby Rush 3 MINT CONDITION	<b>WCMG/Florence, SC</b> OM: Matt Scurry PD: Ernie Dee 5 WADE O BROWN 5 TAMIA	<b>KSSM/Killeen, TX</b> PD/MD: Mark Raymond APD: Monica Reid 11 WADE O BROWN	<b>WYLD/New Orleans, LA*</b> OM: Carla Boatner PD: AJ Appleberry No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>*Monitored Reporters</b>
<b>WBHK/Birmingham, AL*</b> OM: Jay Dixon PD: Barry Johnson MD: Lou Bennett No Adds	<b>WLXC/Columbia, SC*</b> PD: Doug Williams No Adds	<b>WFLM/Ft. Pierce, FL*</b> OM: Mike James PD/MD: James T. APD: Tamara Gant 8 J MOSS JON B TAMIA	<b>KNEK/Lafayette, LA*</b> PD: D-Rock No Adds	<b>WYLD/New Orleans, LA*</b> OM: Carla Boatner PD: AJ Appleberry No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>74 Total Reporters</b>
<b>WMGL/Charleston, SC*</b> OM/MD: Terry Base MD: TK Jones J MOSS	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WJMT/Louisville, KY*</b> PD/MD: Tim Gerard Giron No Adds	<b>KOKY/Little Rock, AR*</b> OM: Joe Booker PD/MD: Mark Dylan J MOSS	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>56 Total Monitored</b>
<b>WXST/Charleston, SC*</b> PD/MD: Michael Tee J MOSS	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WJMT/Louisville, KY*</b> PD/MD: Tim Gerard Giron No Adds	<b>KJLH/Los Angeles, CA*</b> PD/MD: Aundrea Russell No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>18 Total Indicator</b>
	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WJMT/Louisville, KY*</b> PD/MD: Tim Gerard Giron No Adds	<b>KJMS/Memphis, TN*</b> PD: Nate Bell APD/MD: Eileen Collier 1 J MOSS	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>Did Not Report, Playlist Frozen (2):</b>
	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WJMT/Louisville, KY*</b> PD/MD: Tim Gerard Giron No Adds	<b>WHQT/Miami, FL*</b> OM: Tony Fields APD/MD: Karen Vaughn No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WRBV/Macon, GA</b>
	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WJMT/Louisville, KY*</b> PD/MD: Tim Gerard Giron No Adds		<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford No Adds	<b>WMMG/Montgomery, AL</b>



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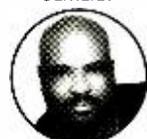
Terry Base  
Citadel



Cynthia Johnson  
Warner Bros.



Ken Johnson  
Cumulus



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# GOSPEL TOP 30

April 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	<b>1</b>	<b>DONNIE MCCLURKIN</b> I Call You Faithful (Verity)	973	+39	36862	21	33/2
	<b>2</b>	<b>SMOKIE NORFUL</b> I Understand (EMI Gospel)	896	-1	37264	22	34/2
	<b>3</b>	<b>J MOSS</b> We Must Praise (Gospo Centric)	595	-51	26466	32	23/0
	<b>4</b>	<b>JAMES FORTUNE</b> You Survived (World Wide Gospel)	574	+66	21634	10	28/3
	<b>5</b>	<b>DETRICK HADDON</b> God Is Good (Verity)	482	-36	21621	34	19/0
	<b>6</b>	<b>BISHOP TD JAKES f/MICAH STAMPLEY</b> Take My Life (Dexterity/EMI Gospel)	477	-29	23113	27	18/0
	<b>7</b>	<b>TED &amp; SHERI</b> Celebrate (Word/Curb/Warner Bros.)	476	-27	18550	18	19/0
	<b>8</b>	<b>DONALD LAWRENCE</b> Healed (Verity)	461	-45	17180	29	17/0
	<b>9</b>	<b>YOLANDA ADAMS</b> Be Blessed (Atlantic)	456	+161	19586	2	26/7
	<b>10</b>	<b>BEBE WINANS</b> Safe From Harm (Still Waters/TMG)	449	+25	20857	11	20/1
	<b>11</b>	<b>BENITA WASHINGTON</b> Thank You (Light)	426	+5	16775	21	16/1
	<b>12</b>	<b>TIM BOWMAN</b> My Praise (Liquid 8)	421	-14	17783	17	17/0
	<b>13</b>	<b>LASHUN PACE</b> For My Good (EMI Gospel)	421	-50	14800	13	17/0
	<b>14</b>	<b>ISRAEL AND NEW BREED</b> Friend Of God (Integrity Gospel)	406	+7	13651	12	18/1
	<b>15</b>	<b>GMWA MASS CHOIR</b> Only A Test (Gospo Centric)	377	+7	16177	24	16/0
	<b>16</b>	<b>NU BEGINNING f/DAMON LITTLE</b> Do Right (World Wide Gospel)	366	+11	17419	11	20/3
	<b>17</b>	<b>R. ALLEN GROUP f/K. FRANKLIN</b> Something About The Name Jesus (Tyscot/Taseis)	358	+24	10722	10	15/1
	<b>18</b>	<b>RUBEN STUDDARD</b> I Need An Angel (J/RMG)	343	-17	10516	14	15/1
	<b>19</b>	<b>JOHNNY SANDERS</b> I Trust God (Platinum)	326	+76	13094	4	13/2
	<b>20</b>	<b>DENETRIA CHAMP</b> Go On Through It (JDI)	301	+4	13343	20	12/0
	<b>21</b>	<b>DONALD LAWRENCE f/HEZEKIAH WALKER</b> You Covered Me (Verity)	288	+45	6970	9	13/2
	<b>22</b>	<b>LORI PERRY</b> I Found It In You (Palace)	283	-20	9992	16	15/0
	<b>23</b>	<b>KURT CARR</b> God Blocked It (Gospo Centric)	274	+35	11653	3	14/3
	<b>24</b>	<b>MISSISSIPPI MASS CHOIR</b> I'm Not Tired Yet (Malaco)	270	+44	9372	2	13/2
	<b>25</b>	<b>TWINKIE CLARK</b> He Litted Me (Verity)	270	-5	12066	14	12/0
	<b>26</b>	<b>JONATHAN BUTLER</b> Don't You Worry (Maranatha!)	263	+1	12954	7	13/1
	<b>27</b>	<b>ANOINTED</b> Gonna Lift Your Name (Sony Urban/Integrity)	259	+19	9380	4	15/2
	<b>28</b>	<b>STEPHEN HURD</b> Lead Me To The Rock (Integrity Gospel)	253	-5	11747	14	13/0
	<b>29</b>	<b>MIAMI MASS CHOIR</b> Glory, Glory (Majo)	251	+7	7933	5	13/2
<b>Debut</b>	<b>30</b>	<b>TYE TRIBBETT &amp; G.A.</b> Everything Part 1, Part 2 (Sony Music)	215	+26	10668	1	10/2

34 Gospel reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.  
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## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
<b>YOLANDA ADAMS</b> Be Blessed (Atlantic)	7
<b>TEXAS BOYZ</b> I Still Love You (Blackberry)	6
<b>MICAH STAMPLEY</b> War Cry (EMI Gospel)	5
<b>MARY MARY</b> Heaven (Sony Urban/Columbia)	5
<b>DENETRIA CHAMP</b> I Really Love You (JDI)	4
<b>ALVIN DARLING</b> All Night (Emtro)	4
<b>LOUISIANA STATE MASS CHOIR...</b> His Name... (Tehillah/Light)	4
<b>NEW BIRTH TOTAL PRAISE CHOIR</b> Servant's Prayer (EMI Gospel)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>YOLANDA ADAMS</b> Be Blessed (Atlantic)	+161
<b>JOHNNY SANDERS</b> I Trust God (Platinum)	+76
<b>JAMES FORTUNE</b> You Survived (World Wide Gospel)	+66
<b>DEANORE PATTERSON</b> Great Things (Tyscot/Taseis)	+65
<b>MARY MARY</b> Heaven (Sony Urban/Columbia)	+65
<b>BISHOP PAUL S. MORTON</b> He Is Mighty (Tehillah)	+65
<b>DENETRIA CHAMP</b> I Really Love You (JDI)	+63
<b>ALVIN DARLING</b> All Night (Emtro)	+48
<b>DONALD LAWRENCE f/H. WALKER</b> You Covered Me (Verity)	+45

## NEW & ACTIVE

**DENETRIA CHAMP** I Really Love You (JDI)  
Total Plays: 208, Total Stations: 12, Adds: 4

**DEANORE PATTERSON** Great Things (Tyscot/Taseis)  
Total Plays: 203, Total Stations: 12, Adds: 3

**KIRK FRANKLIN & TRIN-I-TEE 5:7** Wake Up (Gospo Centric)  
Total Plays: 190, Total Stations: 6, Adds: 0

**ANTHONY EVANS** Even More (INO)  
Total Plays: 183, Total Stations: 8, Adds: 0

**MICAH STAMPLEY** War Cry (EMI Gospel)  
Total Plays: 180, Total Stations: 16, Adds: 5

Songs ranked by total plays

## REPORTERS

Stations and their adds listed alphabetically by market

**WPZE/Atlanta, GA**  
DM: Frank Johnson  
PD: Corinne Fitt  
19 DENETRIA CHAMP  
19 LORI PERRY  
17 ISRAEL AND NEW BREED

**WTHB/Augusta, GA**  
OM/MD: Ron Thomas  
APD: Sister Mary King Cannon  
3 MICAH STAMPLEY  
TEXAS BOYZ

**WCAO/Baltimore, MD**  
PD/MD: Lee Michaels  
17 NEAL ROBERSON  
9 YOLANDA ADAMS

**WWIN/Baltimore, MD**  
PD: Jeff Majors  
APD: Jean Alston  
44 DENETRIA CHAMP  
43 JOHNNY SANDERS  
43 JAMES FORTUNE

**WXOK/Baton Rouge, LA**  
PD/MD: Kerwin Feeling  
3 NU BEGINNING f/DAMON LITTLE  
2 JAMES FORTUNE

**WAGG/Birmingham, AL**  
PD: Mary K.  
MD: Prince Yekler  
27 BISHOP PAUL S. MORTON  
19 MIAMI MASS CHOIR  
19 MISSISSIPPI MASS CHOIR

**WENN/Birmingham, AL**  
DM: Doug Hamand  
PD: Willie Pryde  
26 SHEKINAH GLORY MINISTRY  
24 TIFFANY EVANS  
22 YOLANDA ADAMS

**WJMI/Charleston, SC**  
DM/MD: Michael Baynard  
APD: Big Daddy  
MD: Sam Dennis  
5 WILLIAMS BROTHERS  
5 JAMES FORTUNE  
5 DENETRIA CHAMP

**WXTC/Charleston, SC**  
DM: Terry Base  
PD: Edwin "Chel" Wright  
APD/MD: James Wallace  
20 KIERRA "KIKI" SHEARD  
19 MINISTER WIN THOMPSON  
16 DETRICK HADDON

**WMPZ/Chattanooga, TN**  
DM: Keith Landecker  
PD: Andrea Perry  
6 ALVIN DARLING  
5 MARY MARY  
5 MEN OF STANDARD

**WJMO/Cleveland, OH**  
DM/MD: Kim Johnson  
MICAH STAMPLEY  
TEXAS BOYZ

**WFMW/Columbia, SC**  
PD: Tony "Gee" Green  
APD/MD: Monica Washington  
16 SMOKIE NORFUL  
12 BISHOP EDDIE LONG  
12 VOICES OF UNITY

**WJYD/Columbus, OH**  
DM: Jerry Smith  
PD: Dawn Mosby  
DEANORE PATTERSON  
LOUISIANA STATE MASS CHOIR

**WCHB/Detroit, MI**  
PD: Spudd  
TEXAS BOYZ

**WTLC/Indianapolis, IN**  
DM: Brian Wallace  
PD: Paul Robinson  
MD: Donovan Hartwell  
LOUISIANA STATE MASS CHOIR  
NEW BIRTH TOTAL PRAISE CHOIR

**WHLH/Jackson, MS**  
DM: Steve Kelly  
PD: Jennell Roberts  
MD: Torrez Harris  
6 MIGHTY CLOUDS OF JOY

**WQAD/Jackson, MS**  
DM: Stan Branson  
PD/MD: Percy Davis  
4 ANOINTED  
3 DONALD LAWRENCE f/HEZEKIAH WALKER

**KPRT/Kansas City, MO**  
DM: Andre Carson  
PD: Myron Fears  
APD: Freddie Bell  
MD: Debbie Johnson  
13 FRED HAMMOND  
13 REVEREND TIMOTHY WRIGHT  
10 TYE TRIBBETT & G.A.

**KVLO/Little Rock, AR**  
DM: Joe Booker  
PD/MD: Billy St. James  
APD: Mark Dylan  
7 FRED HAMMOND  
7 KURT CARR

**WHAL/Memphis, TN**  
PD: Eileen Collier  
APD/MD: Tracy Bethea  
No Adds

**WLOK/Memphis, TN**  
PD/MD: Kim Harper  
18 DONNIE MCCLURKIN

**WMBM/Miami, FL**  
DM: E. Claudette Freeman  
PD/MD: Greg Cooper  
25 CANTON JONES  
25 MIAMI FLORIDA MUSIC DELEGATION  
20 J MOSS  
20 RON WINANS

**WGOK/Mobile, AL**  
DM: Dan Balla  
PD/MD: Felicia Albritton  
8 TONEX  
6 JONATHAN BUTLER  
6 TIFFANY EVANS  
5 MARY MARY

**WPRF/New Orleans, LA**  
PD: LeBron "LBJ" Joseph  
APD: Kris "Cap'n Kris" McCoy  
No Adds

**WXEZ/Norfolk, VA**  
DM: John Shortby  
PD: Dale Murray  
12 KURT CARR  
4 MISSISSIPPI MASS CHOIR

**WDAS/Philadelphia, PA**  
DM: Theo Milchem  
PD: Joe Tamburro  
APD/MD: Jo Gambia  
13 KURT CARR  
12 BENITA WASHINGTON  
11 YOLANDA ADAMS

**WNNL/Raleigh, NC**  
DM/MD: Jerry Smith  
APD: Dennis Lee  
MD: Melissa Wade  
11 DEANORE PATTERSON  
11 LOUISIANA STATE MASS CHOIR  
NEW BIRTH TOTAL PRAISE CHOIR  
TEXAS BOYZ

**WPZZ/Richmond, VA**  
DM: Jerry Smith  
PD: Reggie Baker  
NEW BIRTH TOTAL PRAISE CHOIR

**ABC's Rejoice/Satellite**  
PD: Willie Mae Mcner  
14 NU BEGINNING f/DAMON LITTLE

**Sheridan Gospel Network/Satellite**  
PD: Michael Gambia  
APD/MD: Morgan Dukes  
33 LOUISIANA STATE MASS CHOIR  
33 MIGHTY CLOUDS OF JOY  
16 RODNEY POSEY

**WYCB/Washington, DC**  
PD: Ron Thompson  
LASHUN PACE  
TEXAS BOYZ

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

34 Total Indicator

Did Not Report, Playlist Frozen (2):  
KHVN/Dallas, TX  
WYLD/New Orleans, LA

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## Country's Fall 12+ Share Best In Five Years; TSL Dips

Katz studies Country audience composition, TSL and share trends

The Country format continues its upswing as listening increases to the highest level since mid-2000." With those words the Katz Media Group introduced its analysis of the fall 2004 Arbitron results for Country. The study shows the format enjoying a five-year upswing in 12+ shares, although it is heavily challenged by declining TSL figures.

Realistically, though, an amazing baseball playoff series between the Boston Red Sox and New York Yankees, the Bosox in the World Series, the ongoing situation in Iraq, the constant threat of terrorism and the hotly contested presidential election probably wreaked a little havoc on Country radio listening last fall. Here's a look behind the numbers.

### Country Overview

For the reasons cited above, among other things, Country's Time Spent Listening levels were off in nine of the 10 age/sex cells. Only 25-34 men showed a TSL increase — and a small one at that — moving 8:28 to 8:31. Everything else was down.

The biggest drop came in a very bad spot, 25-34 women, where TSL fell 38 minutes, from 6:55 to 6:17. Of even greater concern is that nine of the 10 age/sex cells also displayed historical lows, registering their lowest TSL levels since Katz began doing this research in 1986. Only 25-34

men are above the all-time low TSL of 7:31 from fall 2001.

Following steady decreases throughout the mid-'90s, TSL among the age/sex cells had settled into a relatively solid range from fall 2001 through fall 2003. In fall 2004 it headed headed south of those ranges.

Examining the FM Audience Composition trends, it's interesting to note that the 12-17 percentage increased for the fourth straight year and that 18-24s are up for the third consecutive year, going from an 18-year low of 9.0 in fall 2001 to a 10.6 in fall 2004. Now those are trends we like.

The growth on the young end coincides with stabilization in the other demos. The 35-44, 45-54, 55-64 and 65+ cells were either flat from fall 2003 or off just a hair. While flat may not necessarily translate as good news, it is nice to see that, after 11 consecutive percentage declines, 25-34s have at least leveled off.

### 25-54 Recycling

Dayparts From/To	%
6-10am/10am-3pm	61.2
6-10am/3-7pm	70.3
6-10am/7pm-mid.	28.3
10am-3pm/6-10pm	66.1
10am-3pm/3-7pm	70.4
10am-3pm/7pm-mid.	28.3
3-7pm/6-10am	64.3
3-7pm/10am-3pm	59.9
3-7pm/7pm-mid.	32.2
7pm-mid./6-10am	61.1
7pm-mid./10am-3pm	56.5
7pm-mid./3-7pm	76.1

Finally, Katz Research shows that Country is maintaining its skew toward women, with the fall 2004 audience breakdown showing 55% women and 45% men.

### Multiformat Overview

As you compare shares and TSL from previous years, it's important to remember that we must all look at Country shares relative to the shares of all formats. The compression of

## National Format Averages

These are the average format shares for all formats garnering at least a four share in the fall 2004 Arbitron 12+. The fall 2003 12+ shares are in parentheses. Following the 12+ shares are the fall 2004 TSL averages in hours and minutes, with the fall 2003 averages in parentheses.

Country	Fall 2004 12+ shares (Fall 2003)	Fall 2004 TSL (Fall 2003)
Country	13.9 (13.4)	FM, 7:51 (8:30); AM, 8:08 (8:39)
UC	8.7 (9.3)	7:15 (7:28)
CHR	7.2 (7.5)	5:07 (5:09)
Soft Rock	7.2 (6.8)	7:56 (7:55)
Urban AC	7.1 (7.0)	9:23 (9:15)
AC	6.9 (6.9)	7:20 (7:22)
News/Talk	6.6 (6.2)	8:20 (8:50)
Full Service	6.5 (5.3)	7:41 (7:32)
Rock	5.7 (6.1)	6:30 (6:40)
Classic Rock	5.6 (5.9)	6:18 (6:33)
Hot AC	5.5 (5.5)	5:40 (5:39)
Soft AC	5.4 (5.6)	7:44 (7:49)
CHR/Rhy	5.3 (5.2)	5:51 (5:59)
Urban Inspirational	5.0 (na)	9:13 (na)
Oldies	4.7 (4.9)	6:40 (6:55)
Classic Hits	4.4 (4.4)	6:21 (6:25)
Easy Listening	4.3 (4.0)	9:20 (8:06)

### Country Average Market Format Shares

Ratings Period	Share						
Fa '04	13.9	Fa '99	14.5	Fa '94	16.6	Fa '89	11.9
Fa '03	13.4	Fa '98	15.7	Fa '93	16.9	Fa '88	11.5
Fa '02	13.1	Fa '97	17.3	Fa '92	17.3	Fa '87	12.3
Fa '01	13.0	Fa '96	15.5	Fa '91	14.5	Fa '86	13.2
Fa '00	13.4	Fa '95	15.4	Fa '90	13.4	Fa '85	14.1

## FM Audience Composition

The audience composition figures below show the percentage of a Country station's listenership that falls within particular cells, based on a national average.

Ratings Period	12-17	18-24	25-34	35-44	45-54	55-64	65+
Fa '04	5.0	10.6	16.0	20.4	19.5	15.3	13.1
Fa '03	4.9	10.3	16.0	20.7	19.6	15.3	13.1
Fa '02	4.4	9.8	16.4	21.9	19.4	15.0	12.7
Fa '01	3.8	9.0	16.5	21.6	20.0	15.6	13.2
Fa '00	3.4	9.5	16.6	21.0	19.4	14.6	13.5
Fa '99	3.7	9.8	17.7	20.7	19.1	14.7	12.6
Fa '98	4.0	11.4	18.5	20.8	17.5	13.7	12.2
Fa '97	5.0	11.2	18.8	20.9	18.9	13.4	11.8
Fa '96	5.8	11.7	20.4	20.8	18.1	11.9	10.5
Fa '95	6.2	12.4	21.5	20.9	17.7	11.9	9.4
Fa '94	6.6	13.7	22.0	20.5	16.8	11.2	9.2
Fa '93	5.7	13.2	22.9	21.1	16.6	10.7	9.7
Fa '92	4.8	12.9	23.2	20.1	17.7	11.6	9.8
Fa '91	3.7	12.0	21.9	19.9	18.7	12.6	11.1
Fa '90	2.1	10.4	20.6	20.4	21.7	13.5	11.3
Fa '89	2.2	9.6	20.3	21.1	21.2	14.2	11.4
Fa '88	2.3	9.8	20.4	21.5	22.1	13.3	10.7
Fa '87	2.9	11.7	21.0	21.9	20.5	13.0	9.1
Fa '86	2.7	12.5	21.6	23.4	20.6	11.9	7.4
Fa '85	3.0	12.4	21.2	25.2	17.7	12.5	8.1
Fa '84	3.4	13.2	21.6	22.7	18.3	11.4	9.3

## Weekly Time Spent Listening

These figures show, in hours and minutes, the national average of weekly TSL for each demographic breakout.

Ratings period	Men 25-54	Women 25-54	Men 25-34	Women 25-34	Men 35-44	Women 35-44	Men 45-54	Women 45-54	Men 45-64	Women 45-64
Fa '04	8:17	7:32	7:39	6:17	8:31	7:54	8:38	8:24	9:14	8:48
Fa '03	8:25	7:53	7:49	6:55	8:28	8:08	8:49	8:30	9:22	9:07
Fa '02	8:31	7:55	7:38	7:08	8:55	8:27	9:11	8:33	9:21	9:27
Fa '01	8:23	7:53	7:31	6:47	8:35	8:11	8:53	8:37	9:44	9:29
Fa '00	8:56	8:18	8:24	7:02	9:23	8:19	9:47	9:16	9:24	9:47
Fa '99	9:07	8:19	7:48	7:21	9:19	8:09	9:15	8:48	9:11	9:11
Fa '98	9:02	8:25	8:08	7:23	9:02	8:25	9:04	8:29	9:09	8:57
Fa '97	9:30	8:57	8:22	7:57	9:43	9:05	10:08	9:54	10:28	10:28
Fa '95	9:37	8:55	8:51	8:39	10:04	8:44	9:32	9:14	10:03	9:47
Fa '91	10:41	10:25	10:23	9:45	10:27	10:55	11:07	10:18	10:30	10:17
Fa '89	10:42	10:10	9:36	8:29	10:32	10:26	11:32	11:21	11:11	11:31
Fa '87	10:35	10:48	9:09	9:18	10:20	10:24	10:25	11:26	10:32	10:33

shares produced by consolidation and by the geometric increase in competition for consumers' attention from outside sources has resulted in smaller shares for almost all formats.

Like Country, AC has been experiencing TSL erosion over the last few years, a trend that abated somewhat in the fall 2004 sweep. Ten of the 20 age/sex cells measured (Katz breaks down more demos for AC, than it does for Country) showed TSL increases, with the largest among 35-44 men(!), which went

## Median Age Of Country FM Listeners

This chart shows the median age of people listening to Country on the FM dial for the fall ratings periods between 1987 and 2004.

Rating Period	Age	Rating Period	Age
Fa '04	43	Fa '95	39
Fa '03	43	Fa '94	38
Fa '02	43	Fa '93	38
Fa '01	44	Fa '92	39
Fa '00	44	Fa '91	40
Fa '99	43	Fa '90	43
Fa '98	42	Fa '89	43
Fa '97	41	Fa '88	42
Fa '96	40	Fa '87	41

Continued on Page 49



**CHUCK ALY**  
caly@radioandrecords.com

## Music Makes The Movie

### Nashville Film Festival strengthens music ties

Starting as the Sinking Creek Film Celebration in 1969, the Nashville Film Festival is the third-longest-running film festival in the country. The last several years have seen dramatic growth for the festival, both in national and international prestige and in attendance. Coinciding with this growth has been the organizers' emphasis on making music a big part of the event's identity.

This year's weeklong festival opened on April 14, and, if last year's attendance is any indication, it should draw in excess of 13,000 moviegoers. "The last four or five years have seen highly dramatic growth in attendance, as well as credibility," says Alan Brewer, President of the Nashville Film Festival board and a local music publisher.

"There are 600 film festivals in the country, and we're in the top 20, according to *MovieMaker* magazine. *Film Festival Today* has us as one of the top 18 worldwide. What was a local event until recently has grown into a national, if not international, event."

Despite its long tenure in one of the nation's musical

hotbeds, the festival has only recently made a determined effort to focus on music. "It's been developing over the last four to five years," Brewer says.

"The emphasis on music isn't just about Music Row or focused on Nashville. We're very clearly trying to make a connection to the world of music generally speaking. That this festival is in Music City creates that link, but the range of musical connections is unlimited."

#### And The Winner Is....

The festival's Artistic Director, Brian Gordon, says that the emphasis on music not only draws films to Nashville, it draws Nashville to films.



**GIMME SOME SUGAR** Mercury/Nashville trio Sugarland recently made their Tonight Show debut. Pictured following the show are (l-r) the band's Kristian Bush, Tonight Show host Jay Leno and Sugarland's Kristen Hall and Jennifer Nettles.

"This is Music City, and, obviously, there's a lot of interest in music here," he says. "Not just country or rock, but all types. So we've got a built-in audience for those types of films."

"Plus, there are so many film festivals across the country, it's easy to get them mixed up. This is a good way to get on the map. Filmmakers

know about the films we've shown here previously and for that reason want to get their films shown."

One key element has been the creation of music-centered awards categories. "The idea had been gestating for a while," Brewer says. "I headed up a task force to determine how many music awards to create and what they should

be. The two we presented to the board are the two we now have."

The Impact of Music Award honors a film that "best exemplifies the importance of music in our everyday lives," while the Best Music in a Feature Award goes to the film with the best score composition or music supervision. Both awards bowed in 2004.

Additionally, the festival recognizes music videos in two categories: Best Music Video and Best Nashville-Produced Music Video. The latter award is new this year.

#### Survey Says....

Beyond the awards, the festival incorporates other music-related events and panels. Two of this year's events revolve around keyboardist Rick Wakeman, renowned both as a solo artist and for his work with the rock band Yes. Wakeman also has three decades of film-scoring experience, and he'll discuss the differences between scoring and songwriting during a festival session titled "A Conversation With Rick Wakeman: A Score Is Not a Rock Song."

The second event, "Rick Wakeman at the Piano,"

## Bobby Pinson

### NEW ARTIST FACT FILE

**Label:** RCA  
**Single:** "Don't Ask Me How I Know"  
**Album:** *Man Like Me*  
**Producer:** Co-produced with Joe Scaife  
**Release Date:** May 17  
**Hometown:** Panhandle, TX  
**Favorite Sports Team:** University of Oklahoma football  
**Birthday:** Aug. 10  
**Influences:** Willie Nelson, Kris Kristofferson, Bruce Springsteen, Steve Earle, Shel Silverstein



**Bobby Pinson**

**World's a Stage:** "As early as third grade, I knew performing was for me. I was in the Universal Interscholastic League, where you'd have a story read to you, then have three minutes to tell it back in your own words. He who is most animated wins, and I realized early on that I was that guy."

"All the way through high school I was reading and writing poetry, which is where the Shel Silverstein influence comes in. I studied drama a bit in college at OU, but it wasn't my bag. I was always able to sing but was more of a jock."

"I started writing songs the summer before I went in the Army and sent one in to a place listed in the back of a magazine. The only piece of mail I got in basic training was a rejection letter about my song."

**Five-Minute Life Story:** "I was raised in a string of small Texas towns and went into the military for three years, ending up on the West Coast. My last year in, I was in a band that would rehearse in old abandoned mess halls. The songs got better, and the gigs got better too."

"I moved to Nashville in 1996, delivered pizzas for three years and bought and sold junk from yard sales and auctions to pay the bills. I signed with publisher Sony ATV/Tree in 1999 and signed with Hamstein the next year, which is where I'm still at, though it's called Stage Three."

"I moved here as a singer, but the songwriter thing took off, and I had more than 30 cuts. Three years ago I revisited the artist thing and started working with Joe Scaife before he worked with Gretchen Wilson. The timing wasn't right, but after Gretchen hit, RCA asked Joe what else he had, and I was it."

"RCA Sr. VP/A&R Renee Bell had passed on me three times already but came to see what I was doing and loved it. I wrote the single only two weeks before we went in to cut the album."

**Best Thing About His Career So Far:** "I've been in this town almost 10 years, and the thing I was least prepared for was 'yes.' You anticipate hearing no, and you just keep on. I've written hundreds of songs, but to see the way the 12 on my album have touched folks at the label, to hear them say it's like I have a helmet cam on their life, I wasn't ready for that."

"At the same time, I don't take myself too seriously. I'm background music at somebody's job. And getting a record deal is only the second-best thing that's happened to me. I got married to Lucy in May, and that's the best."

**Worst Thing:** "The struggle. It's early in this process, and I know that will continue and it will change. But hanging on, being the only one believing in myself for so many years, is tough. You get support from friends and family, but it's tough getting those rejections, hitting those walls."

**Album He's Embarrassed to Own:** "I had Vanilla Ice at one time, but I think it got sold in a yard sale."

**Albums He Wore Out:** "Bruce Springsteen's *Born in the U.S.A.* and *Men At Work's Business as Usual.*"

will offer attendees the chance to hear Wakeman play pieces he's written for film while offering an anecdotal take on working with filmmakers. Both events will close with Q&A sessions.

The "Songs for Film & Television: How Do They Choose?" panel includes decisionmaking directors and music supervisors George Acogny (*The Bone Collector*, *Rugrats in Paris*), G. Marq Roswell (*The Commitments*, *The Thing Called Love*, *Collateral Damage*), Dondi Bastone (*Sideways*, *The Human Stain*, *Pollock*) and Ralph Hemecker (*Pacific Blue*, *The X Files*).

A panel titled "Face the Music" will give songwriters and composers the chance to pitch their wares directly to the Hollywood crowd.

Local music companies are also stepping up their involvement in the festival. "We've been very encouraged by the growth in support," Brewer says. "Curb Records is a sustaining sponsor, and Sony BMG; Capitol; Ten Ten Music; Brewman Music & Entertainment; Gibson, Bass, Berry & Sims; Chicks With Hits; and performing-rights organizations BMI, SESAC and ASCAP are also sponsors at some level. We're gaining traction in the community."

#### Big Screenings

And, of course, a strong slate of music-related films adds to the theme. "We've got a good mix this year," Gordon says. "The closing-night film is one of the best music documentaries we've had. It's called *Be Here to Love Me: A Film About Townes van Zandt*. Steve Earle, Emmylou Harris, Guy Clark, Lyle Lovett and several other artists are interviewed in that."

"We've also got the world premiere of *Cowboy Jack's Home Movies*, which is an assemblage of his home movies peppered with interviews with Waylon Jennings, Johnny Cash, John Prine and George Jones, among others."

Though the two aren't necessarily correlated, the festival's emphasis on music has grown as its already notable momentum has increased. And both trends are likely to continue. "If nothing else, it has made people aware of the festival," Gordon says.

"It's helping build an audience in Nashville for those types of films and, hopefully, attracting more people who will take a chance on another film or two."

# COUNTRY TOP 50

April 15, 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	1	CRAIG MORGAN That's What I Love About Sunday (BBR)	12684	-297	4582	-124	441778	-17435	23	116/0
2	2	KENNY CHESNEY Anything But Mine (BNA)	12273	104	4521	+41	422804	15782	15	116/0
5	3	MONTGOMERY GENTRY Gone (Columbia)	11098	473	4088	+194	366350	15842	20	116/0
4	4	BROOKS & DUNN It's Getting Better All The Time (Arista)	11024	159	4086	+20	382784	12441	19	116/0
6	5	JO DEE MESSINA My Give A Damn's Busted (Curb)	10200	143	3774	+82	334489	5629	15	116/0
3	6	SUGARLAND Baby Girl (Mercury)	10014	-974	3713	-379	345633	-31547	36	115/0
7	7	ANDY GRIGGS If Heaven (RCA)	8643	212	3305	+123	284408	2743	24	116/0
9	8	GRETCHEN WILSON Homewrecker (Epic)	8477	389	3117	+125	294052	23100	10	116/0
10	9	TOBY KEITH Honkytonk U (DreamWorks)	8408	435	3072	+88	277899	12271	11	116/0
11	10	JOE NICHOLS What's A Guy Gotta Do (Universal South)	7803	151	2853	+64	256346	10365	20	116/0
12	11	TIM MCGRAW Drugs Or Jesus (Curb)	7278	336	2641	+87	237104	8011	11	115/0
13	12	TRACE ADKINS Songs About Me (Capitol)	7252	758	2776	+254	228978	30205	17	112/1
15	13	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	6665	315	2500	+158	211736	10300	13	114/1
14	14	MARTINA MCBRIDE God's Will (RCA)	6542	99	2455	+29	209859	1332	18	111/1
16	15	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	5834	71	2165	+75	184014	5502	22	110/0
8	16	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	5628	-2732	2134	-1009	172034	-84561	24	113/0
17	17	LONESTAR Class Reunion (That Used To Be Us) (BNA)	5347	35	2032	-33	169738	10902	14	110/1
21	18	KEITH URBAN Making Memories Of Us (Capitol)	5174	1220	1781	+381	164617	41323	5	107/5
19	19	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	4568	258	1626	+61	137307	8046	19	100/2
20	20	JEFF BATES Long, Slow Kisses (RCA)	4414	302	1702	+133	135648	10247	26	100/1
18	21	BIG & RICH Big Time (Warner Bros.)	4393	61	1622	+52	127152	665	10	102/1
25	22	GEORGE STRAIT You'll Be There (MCA)	3979	1061	1468	+447	125286	28868	3	110/18
28	23	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	3575	969	1265	+261	120343	35958	4	105/6
24	24	DARRYL WORLEY If Something Should Happen (DreamWorks)	3522	563	1387	+187	98771	11260	8	100/5
23	25	KEITH ANDERSON Pickin' Wildflowers (Arista)	3426	288	1400	+97	90403	5777	16	93/2
26	26	BLAKE SHELTON Goodbye Time (Warner Bros.)	3084	312	1318	+117	94439	13125	11	99/4
22	27	SHANIA TWAIN Don't! (Mercury/IDJMG)	2919	-578	1160	-229	79198	-18123	13	96/0
27	28	BOBBY PINSON Don't Ask Me How I Know (RCA)	2856	188	993	+86	82517	6383	10	87/7
29	29	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	2599	254	1101	+109	72652	7202	12	92/1
30	30	PAT GREEN Baby Doll (Universal/Republic/Mercury)	2312	285	779	+91	65214	7929	7	69/2
Breaker	31	ALAN JACKSON The Talkin' Song Repair Blues (Arista)	2067	332	766	+135	66951	8801	4	76/10
35	32	VAN ZANT Help Somebody (Columbia)	1949	517	711	+159	55977	12739	5	62/5
32	33	TRICK PONY It's A Heartache (Asylum/Curb)	1835	175	803	+77	50857	4240	11	75/3
33	34	TRAVIS TRITT I See Me (Columbia)	1745	97	725	+50	54642	3422	8	61/1
Breaker	35	BUOY JEWELL If She Were Any Other Woman (Columbia)	1602	-30	688	0	42500	-1951	10	73/4
36	36	REBA MCENTIRE My Sister (MCA)	1578	223	608	+73	45454	6854	5	69/8
38	37	AARON LINES Waitin' On The Wonderful (BNA)	1386	303	586	+111	35020	3607	10	63/6
37	38	HANNA-MCEUEN Something Like A Broken Heart (MCA)	1244	-16	488	+13	29222	1091	7	69/5
40	39	LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	1174	204	426	+78	32870	5296	3	46/7
42	40	RASCAL FLATTS Skin (Lyric Street)	1160	342	301	+65	42287	10334	10	5/0
47	41	SUGARLAND Something More (Mercury)	1120	543	359	+177	35070	20531	2	62/24
39	42	BRIAN MCCOMAS The Middle Of Nowhere (Lyric Street)	1032	45	421	-1	24207	4190	6	56/0
41	43	TRENT WILLMON The Good Life (Columbia)	884	6	217	+1	27178	-545	27	9/0
49	44	JAMIE O'NEAL Somebody's Hero (Capitol)	801	414	263	+133	24935	11529	3	40/10
43	45	GEORGE CANYON My Name (Universal South)	738	8	350	+7	19022	-1291	6	41/3
44	46	OIAMONO RIO One Believer (Arista)	735	29	291	+1	19765	2740	6	42/2
45	47	HOT APPLE PIE Hillbillies (DreamWorks)	695	79	283	+16	17476	1451	2	37/3
46	48	KENI THOMAS Not Me (Moraine)	582	-33	238	-15	16571	-676	13	29/1
Debut	49	RYAN SHUPE & RUBBERBAND Dream Big (Capitol)	558	295	189	+106	13144	6544	1	11/2
-	50	CROSS CANADIAN RAGWEED Alabama (Universal South)	477	215	71	+29	15271	7150	2	2/0

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	27
SUGARLAND Something More (Mercury)	24
LEE ANN WOMACK He Oughta Know That By Now (MCA)	19
GEORGE STRAIT You'll Be There (MCA)	18
MIRANDA LAMBERT Bring Me Down (Epic)	17
STEVE HOLY Go Home (Curb)	15
SHOOTER JENNINGS 4th Of July (Universal South)	15
MARK CHESNUTT A Hard Secret To Keep (Vivaton)	13

## MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
KEITH URBAN Making Memories Of Us (Capitol)	+1220
GEORGE STRAIT You'll Be There (MCA)	+1061
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+969
TRACE ADKINS Songs About Me (Capitol)	+758
DARRYL WORLEY If Something Should Happen (DreamWorks)	+563
SUGARLAND Something More (Mercury)	+543
VAN ZANT Help Somebody (Columbia)	+517
MONTGOMERY GENTRY Gone (Columbia)	+473
TOBY KEITH Honkytonk U (DreamWorks)	+435
JAMIE O'NEAL Somebody's Hero (Capitol)	+414

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE STRAIT You'll Be There (MCA)	+447
KEITH URBAN Making Memories Of Us (Capitol)	+381
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+261
TRACE ADKINS Songs About Me (Capitol)	+254
MONTGOMERY GENTRY Gone (Columbia)	+194
DARRYL WORLEY If Something Should Happen (DreamWorks)	+187
SUGARLAND Something More (Mercury)	+177
VAN ZANT Help Somebody (Columbia)	+159
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+158
BLUE COUNTY That Summer Song (Asylum/Curb)	+140

## BREAKERS

**ALAN JACKSON**  
The Talkin' Song Repair Blues (Arista)  
10 Adds • Moves 31-31  
**BUDDY JEWELL**  
If She Were Any Other Woman (Columbia)  
4 Adds • Moves 34-35

Songs ranked by total points

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 4/3-4/9. 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 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	TOT. AUD. (00)	+/- AUD. (00)	WEEKS ON	TOTAL ADDS
1	1	KENNY CHESNEY Anything But Mine (BNA)	5328	108	4248	+66	126619	2850	16	108/0
2	2	BROOKS & DUNN It's Getting Better All The Time (Arista)	5109	-8	4095	-1	120045	-584	19	107/0
5	3	MONTGOMERY GENTRY Gone (Columbia)	4657	310	3776	+247	110783	6416	20	106/0
4	4	JO DEE MESSINA My Give A Damn's Busted (Curb)	4582	231	3683	+209	109200	5784	14	107/0
7	5	ANDY GRIGGS If Heaven (RCA)	4426	242	3546	+210	103000	6507	25	104/1
8	6	TOBY KEITH Honkytonk U (DreamWorks)	3894	75	3156	+92	91617	1381	11	107/0
9	7	GRETCHEN WILSON Homewrecker (Epic)	3862	321	3128	+280	92394	7538	9	107/0
10	8	JOE NICHOLS What's A Guy Gotta Do (Universal South)	3723	208	2967	+171	86598	4258	21	107/1
12	9	TIM MCGRAW Drugs Or Jesus (Curb)	3280	71	2641	+40	76935	1629	12	105/0
14	10	TRACE ADKINS Songs About Me (Capitol)	3178	227	2572	+182	76986	5479	17	100/1
13	11	MARTINA MCBRIDE God's Will (RCA)	3056	16	2511	+36	73723	179	18	95/1
15	12	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	3029	203	2496	+171	72960	5116	13	102/3
16	13	LONESTAR Class Reunion (That Used To Be Us) (BNA)	2713	26	2199	+32	64355	809	14	97/2
17	14	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	2520	40	2103	+55	60459	1498	19	89/3
19	15	KEITH URBAN Making Memories Of Us (Capitol)	2480	393	2020	+293	58448	9022	5	102/4
25	16	GEORGE STRAIT You'll Be There (MCA)	2224	630	1781	+434	49571	15560	3	98/8
20	17	BLAKE SHELTON Goodbye Time (Warner Bros.)	2192	128	1811	+87	51722	2952	14	96/2
11	18	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	2141	-1254	1687	-981	52886	-28493	24	71/1
21	19	BIG & RICH Big Time (Warner Bros.)	2105	87	1668	+62	50034	2125	10	88/0
22	20	DARRYL WORLEY If Something Should Happen (DreamWorks)	2076	285	1692	+242	49032	7014	9	99/3
26	21	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	1851	281	1495	+246	43977	6332	5	95/8
24	22	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	1839	180	1502	+148	44250	3535	20	78/4
28	23	ALAN JACKSON The Talkin' Song Repair Blues (Arista)	1428	189	1197	+159	30979	4030	4	83/11
27	24	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	1388	81	1100	+62	33138	1773	12	76/2
23	25	SHANIA TWAIN Don't! (Mercury/DJMG)	1285	-478	949	-409	31359	-9730	14	57/0
30	26	KEITH ANDERSON Pickin' Wildflowers (Arista)	1280	184	971	+142	30074	4291	16	62/4
29	27	BOBBY PINSON Don't Ask Me How I Know (RCA)	1225	106	1029	+99	29494	2263	7	73/4
31	28	TRAVIS TRITT I See Me (Columbia)	974	32	859	+48	24357	914	8	65/2
34	29	PAT GREEN Baby Doll (Universal/Republic/Mercury)	939	135	805	+113	21878	3259	7	57/4
32	30	TRICK PONY It's A Heartache (Asylum/Curb)	904	33	742	+28	21657	1024	9	54/1
35	31	REBA MCENTIRE My Sister (MCA)	884	100	735	+88	21410	2963	6	60/4
33	32	BUDDY JEWELL If She Were Any Other Woman (Columbia)	805	-15	703	-18	19335	-347	10	51/2
36	33	HANNA-MCEUEN Something Like A Broken Heart (MCA)	660	20	537	+24	15602	747	8	46/0
38	34	VAN ZANT Help Somebody (Columbia)	629	106	561	+93	15955	3237	4	55/8
37	35	BRIAN MCCOMAS The Middle Of Nowhere (Lyric Street)	569	43	432	+33	12624	1076	7	36/1
45	36	SUGARLAND Something More (Mercury)	517	259	414	+226	11723	4983	2	43/21
39	37	LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	510	53	434	+41	11382	1495	4	37/2
40	38	GEORGE CANYON My Name (Universal South)	448	2	400	+2	10120	67	7	33/0
41	39	AARON LINES Waitin' On The Wonderful (BNA)	419	56	323	+41	10365	1434	13	25/1
44	40	HOT APPLE PIE Hillbillies (DreamWorks)	384	120	315	+95	8897	2701	4	35/9
43	41	LAUREN LUCAS What You Ain't Gonna Get (Warner Bros.)	304	35	223	+30	6664	919	3	21/1
49	42	JAMIE O'NEAL Somebody's Hero (Capitol)	291	141	255	+123	6165	3016	2	30/14
42	43	ZONA JONES Two Hearts (D/Quarterback)	272	-27	263	-24	5450	-868	8	25/1
46	44	DIAMOND RIO One Believer (Arista)	244	16	181	+8	5202	282	6	16/0
47	45	AMBER DOTSON I'll Try Anything (Capitol)	179	-45	183	-40	3972	-808	3	20/0
Debut	46	LEE ANN WOMACK He Oughta Know That By Now (MCA)	178	165	137	+127	4164	3714	1	12/11
Debut	47	NEAL MCCOY Billy's Got His Beer Goggles On (903)	177	76	121	+57	5124	2652	1	12/2
Debut	48	JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	167	141	130	+111	3226	2708	1	19/16
Debut	49	JASON ALDEAN Hicktown (BBR)	153	87	126	+74	3698	2089	1	18/10
50	50	GLENN CUMMINGS Good Old Days (Gulf Coast)	148	6	144	+8	2977	105	2	18/1

108 Country reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.

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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
SUGARLAND Something More (Mercury)	21
JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)	16
JAMIE O'NEAL Somebody's Hero (Capitol)	14
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	11
LEE ANN WOMACK He Oughta Know That By Now (MCA)	11
JASON ALDEAN Hicktown (BBR)	10
MARK CHESNUTT A Hard Secret To Keep (Vivaton)	10
HOT APPLE PIE Hillbillies (DreamWorks)	9
BRITTONJACK Fallin' (Lofton Creek)	9

## MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
GEORGE STRAIT You'll Be There (MCA)	+630
KEITH URBAN Making Memories Of Us (Capitol)	+393
GRETCHEN WILSON Homewrecker (Epic)	+321
MONTGOMERY GENTRY Gone (Columbia)	+310
DARRYL WORLEY If Something Should Happen (DreamWorks)	+285
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+281
SUGARLAND Something More (Mercury)	+259
ANDY GRIGGS If Heaven (RCA)	+242
JO DEE MESSINA My Give A Damn's Busted (Curb)	+231
TRACE ADKINS Songs About Me (Capitol)	+227

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE STRAIT You'll Be There (MCA)	+434
KEITH URBAN Making Memories Of Us (Capitol)	+293
GRETCHEN WILSON Homewrecker (Epic)	+280
MONTGOMERY GENTRY Gone (Columbia)	+247
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+246
DARRYL WORLEY If Something Should Happen (DreamWorks)	+242
SUGARLAND Something More (Mercury)	+226
ANDY GRIGGS If Heaven (RCA)	+210
JO DEE MESSINA My Give A Damn's Busted (Curb)	+209
TRACE ADKINS Songs About Me (Capitol)	+182

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# COUNTRY CALLOUT AMERICA<sup>®</sup> BY

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES April 15, 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 April 3-9.

ARTIST Title (Label)	TOTAL POSITIVE	PASSION	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	STRONGLY DISLIKE
<b>CRAIG MORGAN</b> That's What I Love About Sunday (BBR)	57.0%	88.3%	4.45	9.5%	99.0%	1.0%	0.3%
<b>KENNY CHESNEY</b> Anything But Mine (BNA)	40.0%	78.5%	4.20	14.3%	95.5%	2.0%	0.8%
<b>SUGARLAND</b> Baby Girl (Mercury)	38.0%	77.5%	4.11	15.5%	98.3%	3.8%	1.5%
<b>TRACE ADKINS</b> Songs About Me (Capitol)	32.8%	72.5%	3.98	15.8%	96.0%	4.3%	3.5%
<b>BROOKS &amp; DUNN</b> It's Getting Better All The Time (Arista)	38.5%	71.8%	4.13	12.0%	90.3%	4.5%	2.0%
<b>BLAINE LARSEN</b> How Do You Get That Lonely (Giantslayer/BNA)	30.0%	70.8%	3.99	18.3%	94.8%	4.3%	1.5%
<b>JOE NICHOLS</b> What's A Guy Gotta Do (Universal South)	30.8%	69.3%	3.90	18.3%	96.3%	4.0%	4.8%
<b>LEE ANN WOMACK</b> I May Hate Myself In The Morning (MCA)	33.0%	68.8%	3.97	17.3%	93.8%	5.0%	2.8%
<b>MONTGOMERY GENTRY</b> Gone (Columbia)	30.5%	68.8%	3.91	19.3%	96.3%	4.8%	3.5%
<b>ANDY GRIGGS</b> If Heaven (RCA)	29.8%	67.0%	4.03	18.0%	89.0%	3.0%	1.0%
<b>JEFF BATES</b> Long, Slow Kisses (RCA)	23.0%	66.5%	3.86	19.5%	93.8%	7.0%	0.8%
<b>JO DEE MESSINA</b> My Give A Damn's Busted (Curb)	27.0%	66.0%	3.88	19.0%	93.0%	5.3%	2.8%
<b>TIM MCGRAW</b> Drugs Or Jesus (Curb)	26.8%	65.3%	3.82	16.3%	93.3%	7.8%	4.0%
<b>TOBY KEITH</b> Honkytonk U (DreamWorks)	26.0%	64.3%	3.84	20.8%	93.5%	5.0%	3.5%
<b>MARTINA MCBRIDE</b> God's Will (RCA)	29.5%	64.3%	3.87	24.0%	95.3%	3.5%	3.5%
<b>GRETCHEN WILSON</b> Homewrecker (Epic)	21.3%	54.3%	3.74	22.5%	86.0%	6.3%	3.0%
<b>DIERKS BENTLEY</b> Lot Of Leavin' Left To Do (Capitol)	15.8%	52.5%	3.70	24.3%	84.3%	5.8%	1.8%
<b>KEITH ANDERSON</b> Pickin' Wildflowers (Arista)	19.8%	52.0%	3.71	24.0%	84.5%	5.0%	3.5%
<b>PHIL VASSAR</b> I'll Take That As A Yes (The Hot Tub Song) (Arista)	20.5%	51.3%	3.57	25.8%	91.0%	8.3%	5.8%
<b>BLAKE SHELTON</b> Goodbye Time (Warner Bros.)	19.3%	50.5%	3.74	23.3%	81.3%	5.3%	2.3%
<b>LONESTAR</b> Class Reunion (That Used To Be Us) (BNA)	15.3%	49.0%	3.63	24.3%	83.3%	8.3%	1.8%
<b>TRICK PONY</b> It's A Heartache (Asylum/Curb)	21.3%	46.8%	3.75	16.8%	73.5%	7.0%	3.0%
<b>SHANIA TWAIN</b> Don't! (Mercury/IDJMG)	16.0%	46.5%	3.55	23.5%	82.8%	8.8%	4.0%
<b>DARRYL WORLEY</b> If Something Should Happen (DreamWorks)	12.3%	42.3%	3.58	21.0%	72.3%	5.5%	3.5%
<b>KEITH URBAN</b> Making Memories Of Us (Capitol)	16.5%	40.0%	3.64	20.8%	70.3%	7.5%	2.0%
<b>SHEDAISY</b> Don't Worry 'Bout A Thing (Lyric Street)	14.5%	37.3%	3.59	20.0%	67.0%	7.5%	2.3%
<b>TRAVIS TRITT</b> I See Me (Columbia)	11.3%	37.3%	3.52	21.3%	69.0%	8.3%	2.3%
<b>BUDDY JEWELL</b> If She Were Any Other Woman (Columbia)	13.8%	37.3%	3.55	21.8%	69.8%	8.8%	2.0%
<b>RASCAL FLATTS</b> Fast Cars And Freedom (Lyric Street)	8.5%	35.5%	3.54	21.3%	64.8%	6.8%	1.3%
<b>BIG &amp; RICH</b> Big Time (Warner Bros.)	13.0%	35.3%	3.44	27.8%	74.8%	8.3%	3.5%
<b>VAN ZANT</b> Help Somebody (Columbia)	8.0%	34.8%	3.54	23.0%	64.5%	5.5%	1.3%
<b>PAT GREEN</b> Baby Doll (Universal/Republic/Mercury)	10.8%	33.5%	3.50	20.8%	64.0%	7.5%	2.3%
<b>BOBBY PINSON</b> Don't Ask Me How I Know (RCA)	8.3%	29.3%	3.35	24.0%	64.3%	7.3%	3.8%
<b>GEORGE STRAIT</b> You'll Be There (MCA)	7.5%	29.0%	3.46	18.0%	56.0%	7.5%	1.5%
<b>ALAN JACKSON</b> The Talkin' Song Repair Blues (Arista)	6.5%	28.5%	3.32	16.0%	56.5%	7.0%	5.0%

## CALLOUT AMERICA<sup>®</sup> HOT SCORES

### This Week At Callout America

By John Hart

The power of a hit song is clear as Craig Morgan's "That's What I Love About Sunday" spends a record-setting ninth week as the No. 1 song overall and the No. 1 passion song at Callout America. This song is the No. 1 song in all cells male and female. Amazing!

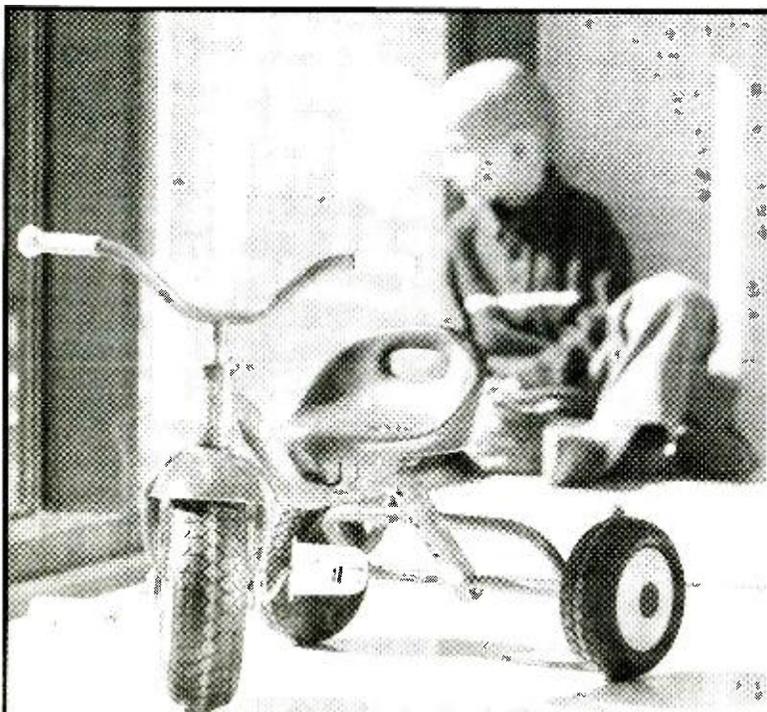
Kenny Chesney is knocking on the door of the top spot with "Anything But Mine," which is in the No. 2 slot for the week, up from No. 3 last week. Chesney has the No. 2 passion song in the sample of 400 Country radio listeners.

Sugarland are still very active and very strong with Country radio listeners. "Baby Girl" is the No. 3 song overall this week and the No. 4 passion song. Female listeners rank the song as the No. 2 song overall and the No. 2 passion song.

Brooks and Dunn's "It's Getting Better All the Time" stays strong in the top five as the No. 5 song overall and the No. 3 passion song. Females rank it as the No. 4 song and the No. 3 passion song. And 83% of familiar listeners say they want to hear it more on the radio.

Heads up — Tim McGraw's "Drugs or Jesus" begins to kick in, moving from the No. 17 song last week to No. 13 this week; it's the No. 13 passion song too. McGraw has the No. 11 song with male listeners and No. 13 with females.

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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# COUNTRY

April 15, 2005



America's Best Testing Country Songs  
12 + For The Week Ending 4/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	Per. 25-54	W 25-54	M 25-54
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	4.21	4.07	81%	6%	4.21	4.26	4.19
SUGARLAND Baby Girl (Mercury)	4.19	4.15	98%	27%	4.19	4.23	4.17
ANDY GRIGGS If Heaven (RCA)	4.19	4.01	93%	20%	4.18	4.36	4.09
KEITH URBAN Making Memories Of Us (Capitol)	4.19	-	66%	6%	4.17	4.49	4.01
CRAIG MORGAN That's What I Love About Sunday (BBR)	4.18	4.25	99%	25%	4.19	4.35	4.10
JOE NICHOLS What's A Guy Gotta Do (Universal South)	4.13	4.09	97%	16%	4.11	4.12	4.10
BLAKE SHELTON Goodbye Time (Warner Bros.)	4.13	4.15	71%	6%	4.19	4.42	4.08
BROOKS & DUNN It's Getting Better All The Time (Arista)	4.12	4.08	97%	20%	4.12	4.29	4.03
BLAINE LARSEN How Do You Get... (Giantslayer/BNA)	4.11	4.10	92%	17%	4.15	4.35	4.04
MARTINA MCBRIDE God's Will (RCA)	4.05	4.01	98%	28%	4.05	4.31	3.92
TRACE ADKINS Songs About Me (Capitol)	4.04	3.96	95%	17%	4.05	4.07	4.04
KENNY CHESNEY Anything But Mine (BNA)	4.03	4.08	97%	23%	3.99	4.06	3.95
JEFF BATES Long, Slow Kisses (RCA)	4.01	3.89	78%	13%	4.08	4.28	3.98
MONTGOMERY GENTRY Gone (Columbia)	3.99	4.05	97%	27%	3.97	4.04	3.93
JO DEE MESSINA My Give A Damn's Busted (Curb)	3.96	3.93	94%	20%	3.97	4.13	3.89
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	3.94	-	53%	9%	3.86	4.09	3.76
BILLY DEAN Let Them Be Little (Curb)	3.92	4.01	97%	30%	3.95	4.27	3.79
LEE ANN WOMACK I May Hate Myself... (MCA)	3.92	3.99	97%	27%	3.98	4.02	3.96
GRETCHEN WILSON Homewrecker (Epic)	3.92	3.95	92%	16%	3.89	3.78	3.95
DARRYL WORLEY If Something... (DreamWorks)	3.92	3.87	60%	9%	3.91	3.98	3.89
PHIL VASSAR I'll Take That As A Yes... (Arista)	3.88	3.77	93%	22%	3.82	3.98	3.75
BOBBY PINSON Don't Ask Me How I Know (RCA)	3.87	-	42%	5%	3.86	3.81	3.87
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	3.84	3.80	94%	29%	3.80	3.64	3.88
SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	3.84	3.85	67%	11%	3.83	3.88	3.81
TIM MCGRAW Drugs Or Jesus (Curb)	3.80	3.76	94%	25%	3.80	4.10	3.65
TOBY KEITH Honkytonk U (DreamWorks)	3.77	3.78	93%	25%	3.80	3.67	3.86
LONESTAR Class Reunion (That Used To Be Us) (BNA)	3.75	3.91	87%	20%	3.77	3.90	3.70
KEITH ANDERSON Pickin' Wildflowers (Arista)	3.64	3.76	61%	14%	3.61	3.57	3.62
BIG & RICH Big Time (Warner Bros.)	3.51	3.68	75%	23%	3.42	3.38	3.44

Total sample size is 358 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
3	1	JO DEE MESSINA My Give A Damn's Busted (Curb)	567	+48	8	8/0
1	2	SUGARLAND Baby Girl (Mercury)	550	-18	9	11/0
2	3	KENNY CHESNEY Anything But Mine (BNA)	546	-16	11	8/0
4	4	MONTGOMERY GENTRY Gone (Columbia)	493	+8	12	11/0
10	5	CRAIG MORGAN That's What I Love About Sunday (BBR)	492	+59	5	10/0
6	6	TOBY KEITH Honkytonk U (DreamWorks)	485	+14	7	12/0
5	7	AARON LINES Waitin' On The Wonderful (BNA)	479	-6	11	10/0
14	8	GRETCHEN WILSON Homewrecker (Epic)	465	+84	5	15/0
7	9	BROOKS & DUNN It's Getting Better All The Time (Arista)	447	-5	15	13/0
11	10	GEORGE CANYON My Name (Universal South)	444	+17	10	12/0
13	11	CAROLYN DAWN JOHNSON Dress Rehearsal (Arista)	415	+23	9	12/0
8	12	SHANIA TWAIN Don't! (Mercury/IDJMG)	413	-30	11	13/0
16	13	EMERSON DRIVE If You Were My Girl (DreamWorks)	383	+9	6	14/0
12	14	PAUL BRANDT Home (Orange/Universal)	373	-26	11	9/0
9	15	JOSH GRACIN Nothin' To Lose (Lyric Street)	372	-71	17	11/0
15	16	TIM MCGRAW Drugs Or Jesus (Curb)	363	-16	7	11/0
17	17	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	360	+25	5	9/0
22	18	KEITH URBAN Making Memories Of Us (Capitol)	321	+33	3	10/2
28	19	ROAD HAMMERS I'm A Road... (Open Road/Universal)	319	+89	2	13/2
20	20	DERIC RUTTAN Take The Wheel (Lyric Street)	314	+8	4	14/1
23	21	BRAD JOHNER She Moved (Royalty)	308	+20	5	11/0
25	22	JOE NICHOLS What's A Guy Gotta Do (Universal South)	287	+22	7	6/0
21	23	MARTINA MCBRIDE God's Will (RCA)	273	-17	7	6/0
27	24	TRACE ADKINS Songs About Me (Capitol)	257	+8	7	7/0
26	25	BLAINE LARSEN How Do You Get... (RCA/Sony BMG)	250	-6	4	10/0
30	26	BIG & RICH Big Time (Warner Bros.)	240	+33	2	8/0
18	27	BILLY DEAN Let Them Be Little (Curb)	233	-102	13	9/0
29	28	MICHAEL CAREY Watching You Watching Me (Ranbach)	224	+1	4	6/0
Debut	29	GEORGE STRAIT You'll Be There (MCA)	222	+117	1	14/3
19	30	RASCAL FLATTS Bless The Broken Road (Lyric Street)	215	-110	17	12/0

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 4/3-4/9. 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.

### Country's Fall 12+ Share....

Continued from Page 44

7:18-7:47 and 18-24 women, which went 5:33-5:59. Go figure.

The most serious declines were 18-24 men (4:54-4:08) and 25-34 men (6:40-6:19). AC also lost TSL among 18-49 men (five minutes), 25-34 men (21 minutes), 45-54 men (13 minutes), 25-54 women (six minutes), 18-24 men (11 minutes), 18-24 women (six minutes), 25-34 women (four minutes), 35-44 women (nine minutes) and 45-54 women (three minutes).

AC had TSL gains among 18-49 women (15 minutes), 45-54 women (six minutes), 25-54 men (10 minutes), 25-34 men (seven minutes), 35-44 men (12 minutes) and 45-54 men (eight minutes). AC's TSL was flat among 25-34 women (7:32) and 35-44 men (8:52).

AC's Audience Composition percentages were up in two demos: 45-54 and 65+. Audience comp figures were down in 18-24 (8.4-7.4), 25-34 (16.8-16.7), 35-44 (24-23.4) and 55-64 (14.9-14.2). It was flat in 12-17, at 2.9. These figures represent 18-year lows in the 18-24 and 25-34 cells.

Perennial Country competitor Oldies posted its lowest share — 4.7 — since the 4.0 it had in 1988. A TSL check of 20 age/sex cells shows no increases. TSL was down in 17 age/sex demos and flat in the other three.

Another music format competing with

Country for adults is Classic Hits, formerly classified as the '70s format. It was flat at 4.4, and its TSL was up in eight of 16 age/sex cells. The format's TSL had the biggest gains among 35-44 women (5:37-7:35). Its greatest losses came in 18-34 women (59 minutes), 25-34 women (51 minutes), 35-44 men (one hour, 22 minutes) and 45-64 men (41 minutes).

Classic Rock, a heavy 25-44 format, has dipped 6.7, 6.5, 6.2, 5.9, 5.6 over the last five fall books. It's interesting to watch this format age as the population of the U.S. ages — a phenomenon similar to what happens to Country as it goes from boom years, when we attract lots of new, young listeners, to years when the format matures and skews older. This is part of a cycle that continues until we have another "rebirth."

Back to Classic Rock, in fall 1986, 49.4% of its audience was 25-34 and 14.7% of its audience was 35-44. This past fall 18.8% were 25-34 and 32.6% were 35-44.

Thanks to Katz Media Group Sr. VP/Strategic Planning Gerry Boehme and Katz Media Group Dimensions VP/Director of Research Lisa Chiljean for allowing us to share their research. Hopefully, you'll find it valuable as both a snapshot of how Country is faring on a national basis and as a tool to get a sense of how your station is performing as compared to the national Country format averages.

### NEW & ACTIVE

**LAUREN LUCAS** What You Ain't Gonna Get (Warner Bros.)  
Total Plays: 233, Total Stations: 36, Adds: 4

**JASON ALDEAN** Hicktown (BBR)  
Total Plays: 190, Total Stations: 36, Adds: 7

**BLUE COUNTY** That Summer Song (Asylum/Curb)  
Total Plays: 161, Total Stations: 22, Adds: 8

**MIRANDA LAMBERT** Bring Me Down (Epic)  
Total Plays: 147, Total Stations: 32, Adds: 17

**AMANDA WILKINSON** No More Me And You (Universal South)  
Total Plays: 127, Total Stations: 17, Adds: 2

**JOSH GRACIN** Stay With Me (Brass Bed) (Lyric Street)  
Total Plays: 118, Total Stations: 28, Adds: 27

**LEE ANN WOMACK** He Oughta Know That By Now (MCA)  
Total Plays: 108, Total Stations: 19, Adds: 19

**REBECCA LYNN HOWARD** No One Will Ever Love Me (Arista)  
Total Plays: 106, Total Stations: 22, Adds: 9

**TRACY BYRD** Tiny Town (BNA)  
Total Plays: 76, Total Stations: 16, Adds: 4

**SHOOTER JENNINGS** 4th Of July (Universal South)  
Total Plays: 53, Total Stations: 16, Adds: 15

# COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

<p><b>KBCY/Abilene, TX</b>                      OM: Brad Elliott                      PD/MD: JB Cloud                      APD: Doc Alexander                      15 BLAINE LARSEN                      15 VAN ZANT                      10 BRITANNY WELLS                      5 COWBOY TROY                      5 DAVID BALL</p> <p><b>WQMX/Akron, OH*</b>                      OM/MD: Kevin Mason                      APD: Ken Steel                      1 DARRYL WORLEY                      GEORGE STRAIT                      CAROLINA RAIN</p> <p><b>WGNA/Albany, NY*</b>                      PD: Buzz Brindle                      MD: Bill Earley                      1 MIRANDA LAMBERT</p> <p><b>KBQI/Albuquerque, NM*</b>                      PD: Tim Jones                      MD: Jeff Jay                      No Adds</p> <p><b>KRST/Albuquerque, NM*</b>                      OM/MD: Eddie Haskell                      MD: Paul Bailey                      1 SUGARLAND</p> <p><b>KRRV/Alexandria, LA</b>                      PD/MD: Steve Casey                      2 REBA MCENTIRE</p> <p><b>WCTO/Allentown, PA*</b>                      PD: Shelly Easton                      APD/MD: Sam Malone                      1 LEANN RIMES                      1 JAMIE O'NEAL</p> <p><b>KGNC/Amarillo, TX</b>                      OM: Dan Gorman                      PD: Tim Butler                      APD/MD: Patrick Clark                      9 RASCAL FLATTS                      9 JAMIE O'NEAL                      6 LEE ANN WOMACK</p> <p><b>KBRJ/Anchorage, AK</b>                      OM: Dennis Bookley                      PD: Matt Valley                      MD: Billy Hatcher                      7 SUGARLAND                      6 JOSH GRACIN</p> <p><b>WNCY/Appleton, WI</b>                      OM: Jeff McCarthy                      PD: Randy Shannon                      6 VAN ZANT</p> <p><b>WKSJ/Asheville, NC</b>                      OM/MD: Jeff Davis                      APD: Sharon Green                      MD: Brian Hatfield                      10 SUGARLAND</p> <p><b>WKHX/Atlanta, GA*</b>                      OM/MD: Mark Richards                      MD: Johnny Gray                      4 JOSH GRACIN                      DIAMOND RIO</p> <p><b>WPUR/Atlantic City, NJ</b>                      PD/MD: Joe Kelly                      3 SUGARLAND                      2 JAMIE O'NEAL                      GLENN CLAMMING                      JOSH GRACIN</p> <p><b>WKXC/Augusta, GA</b>                      PD: T. Gentry                      APD/MD: Zach Taylor                      JOSH GRACIN</p> <p><b>KASE/Austin, TX*</b>                      PD: Mac Daniels                      APD/MD: Bob Pickett                      1 DARRYL WORLEY</p> <p><b>KUZZ/Bakersfield, CA*</b>                      PD: Evan Bridwell                      MD: Karen Garcia                      JOSH GRACIN                      SUGARLAND</p> <p><b>WPOC/Baltimore, MD*</b>                      PD: Ken Boesen                      MD: Michael J.                      1 SUGARLAND</p> <p><b>WYNK/Baton Rouge, LA*</b>                      OM: Bob Murphy                      PD: Paul Orr                      APD/MD: Austin James                      1 JOSH GRACIN                      LEE ANN WOMACK                      JASON ALDEAN                      REBECCA LYNN HOWARD                      TRACY BYRD</p> <p><b>WYPY/Baton Rouge, LA*</b>                      PD/MD: Jimmy Brooks                      JOSH GRACIN                      MIRANDA LAMBERT                      MARK CHESNUTT                      JAMIE O'NEAL</p> <p><b>KYKR/Beaumont, TX</b>                      OM: Joey Armstrong                      PD/MD: Mickey Ashworth                      4 LEE ANN WOMACK                      3 SUGARLAND                      2 JASON ALDEAN                      2 NEAL MCCOY                      1 JOHN STONE</p> <p><b>WJLS/Bekley, WV</b>                      OM: Dave Willis                      PD/MD: Darrell "Double D"                      Ramsey                      25 LEE ANN WOMACK                      11 JASON ALDEAN                      11 AARON LINES                      11 HOT APPLE PIE                      5 ZONA JONES</p> <p><b>WKNN/Biloxi, MS</b>                      OM: Walter Brown                      PD: Kipp Gregory                      10 JOE NICHOLS</p> <p><b>WZKX/Biloxi, MS</b>                      PD: Bryan Rhodes                      MD: Gwen Wilson                      1 JON RANDALL</p>	<p><b>WHWK/Binghamton, NY</b>                      PD/MD: Ed Walker                      SUGARLAND                      ANDY GRIGGS</p> <p><b>WDXB/Birmingham, AL*</b>                      PD: Tom Hanrahan                      APD/MD: Jay Cruze                      ALAN JACKSON                      RASCAL FLATTS</p> <p><b>WPSK/Blacksburg, VA</b>                      OM/MD: Scott Stevens                      APD/MD: Sean Summer                      7 ALAN JACKSON                      7 RASCAL FLATTS</p> <p><b>WBWN/Bloomington, IL</b>                      MD: Bill Earley                      APD/MD: Buck Stevens                      10 SUGARLAND                      10 LEE ANN WOMACK                      10 JASON ALDEAN</p> <p><b>WHKX/Bluefield, WV</b>                      PD/MD: Joe Jarvis                      18 JEFF BATES                      3 JOSH GRACIN                      3 SUGARLAND                      3 JAMIE O'NEAL                      2 JAY TETER</p> <p><b>KIZN/Boise, ID</b>                      OM/MD: Rich Summers                      APD/MD: Spencer Burke                      No Adds</p> <p><b>KQFC/Boise, ID</b>                      APD/MD: Jim Miller                      No Adds</p> <p><b>WKLK/Boston, MA*</b>                      PD: Mike Brophy                      APD/MD: Gimmy Rogers                      3 BLAKE SHELTON                      REBECCA LYNN HOWARD                      SHOOTER JENNINGS</p> <p><b>KAGG/Bryan, TX</b>                      PD/MD: Jennifer Allen                      20 SUGARLAND                      20 MARK CHESNUTT                      20 LEE ANN WOMACK</p> <p><b>WYRK/Bufalo, NY*</b>                      PD: John Paul                      APD/MD: Wendy Lynn                      1 RASCAL FLATTS</p> <p><b>WDOK/Burlington</b>                      PD: Steve Pelkey                      MD: Margot St. John                      5 REBA MCENTIRE</p> <p><b>KHAK/Cedar Rapids, IA</b>                      OM: Dick Stadlen                      PD: Bob James                      MD: Dawn Johnson                      13 GEORGE STRAIT                      12 BRAD PAISLEY                      7 SUGARLAND                      7 RASCAL FLATTS</p> <p><b>WIXY/Champaign, IL</b>                      MD: Nicole Beas                      7 ALAN JACKSON                      7 DARRYL WORLEY</p> <p><b>WEZL/Charleston, SC*</b>                      PD/MD: Trey Cooler                      SUGARLAND                      LEANN RIMES                      REBECCA LYNN HOWARD</p> <p><b>WNKI/Charleston, SC*</b>                      PD: Brian Driver                      MD: Tyler On The Radio                      JOSH GRACIN</p> <p><b>WQBE/Charleston, WV</b>                      OM: Jeff Whitehead                      PD: Ed Roberts                      MD: Bill Hagy                      15 MARTINA MCBRIDE                      12 GEORGE STRAIT                      11 KEITH URBAN                      8 PAT GREEN                      8 JOHN MICHAEL                      MONTGOMERY                      7 KENNY CHESNEY UNCLE                      KRACKER                      7 BROOKS &amp; DUNN                      7 MONTGOMERY GENTRY                      7 BRAD PAISLEY</p> <p><b>WYCO/Detroit, MI*</b>                      PD: Chip Miller                      APD/MD: Ron Chatman                      JOSH GRACIN                      JOSH GRACIN                      MARK CHESNUTT                      LEE ANN WOMACK                      STEVE HOLY                      CAROLINA RAIN</p> <p><b>WYJR/Dothan, AL</b>                      OM: Jerry Broadway                      PD/MD: Brett Mason                      5 JASON ALDEAN</p> <p><b>KKCB/Duluth</b>                      OM/MD: Johnny Lee Walker                      MD: Jim Dandy                      No Adds</p> <p><b>WAXO/Eau Claire, WI</b>                      PD/MD: George House                      6 MIRANDA LAMBERT</p> <p><b>KHEY/E Paso, TX*</b>                      PD/MD: Steve Gramzy                      1 REBA MCENTIRE</p> <p><b>WRSF/Elizabeth City, NC</b>                      OM/MD: Tom Charity                      9 DOUG STONE</p> <p><b>WXTA/Erie, PA</b>                      OM: Adam Reese                      PD/MD: Fred Horton                      5 PAT GREEN                      5 DAVID BALL                      5 BRITANNY WELLS</p> <p><b>KKNU/Eugene, OR</b>                      PD/MD: Jim Davis                      10 VAN ZANT</p> <p><b>WKDQ/Evansville, IN</b>                      PD/MD: Jon Prell                      MD: Mike Peterson                      MD: Marci Brown                      No Adds</p> <p><b>WUBE/Cincinnati, OH*</b>                      PD: Marly Thompson                      APD: Kathy O'Connor                      MD: Duke Hamilton                      No Adds</p> <p><b>WYGY/Cincinnati, OH*</b>                      OM: TJ Holland                      PD: Stephen Giuttari                      APD/MD: Dawn Michaels                      KENI THOMAS</p>	<p><b>WGAR/Cleveland, OH*</b>                      PD: Meg Stevens                      MD: Chuck Collier                      7 DARRYL WORLEY                      3 GEORGE STRAIT                      AARON LINES                      1 HANNA-MCEUEN                      1 VAN ZANT                      LAUREN LUCAS                      SHOOTER JENNINGS</p> <p><b>KCCY/Colorado Springs, CO*</b>                      PD: Travis Daily                      MD: Valerie Hart                      No Adds</p> <p><b>KKCS/Colorado Springs, CO*</b>                      PD: Cody Carlson                      TRACY BYRD                      BLUE COUNTY                      MIRANDA LAMBERT                      STEVE HOLY</p> <p><b>WCOS/Columbia, SC*</b>                      PD: LJ Smith                      APD/MD: Glen Garrett                      5 KEITH URBAN</p> <p><b>WCOL/Columbus, OH*</b>                      PD: John Crenshaw                      APD/MD: Dan E. Zuko                      1 BLAKE SHELTON                      BOBBY PINSON</p> <p><b>WGSQ/Cookeville, TN</b>                      OM: Marty McFly                      PD: Gator Harrison                      APD: Philip Gibbons                      APD/MD: Bobby Pinson</p> <p><b>KRYS/Corpus Christi, TX</b>                      PD: Frank Edwards                      MD: Deena Blake                      16 BUDDY JEWELL                      14 TRAVIS TRITT                      ALAN JACKSON                      MIRANDA LAMBERT</p> <p><b>KPLX/Dallas, TX*</b>                      PD: John Cook                      APD: Smokey Rivers                      MD: Cody Alan                      SHOOTER JENNINGS                      MIRANDA LAMBERT</p> <p><b>KSCS/Dallas, TX*</b>                      OM/MD: Lorn Palagi                      APD/MD: Chris Huff                      2 TRACE ADKINS                      NEAL MCCOY</p> <p><b>WGNE/Daytona Beach, FL*</b>                      OM: B.J. Nielsen                      PD/MD: Jeff Davis                      14 BRITONJACK                      1 AARON LINES                      LEE ANN WOMACK                      JOSH GRACIN</p> <p><b>KYGO/Denver, CO*</b>                      PD: Joel Burke                      MD: Garrett Doll                      12 KEITH URBAN</p> <p><b>KHKI/Des Moines, IA*</b>                      OM: Jack O'Brien                      PD/MD: Jimmy Olsen                      SHOOTER JENNINGS                      JOSH GRACIN                      MARK CHESNUTT                      LEE ANN WOMACK                      STEVE HOLY                      CAROLINA RAIN</p> <p><b>WYCO/Detroit, MI*</b>                      PD: Chip Miller                      APD/MD: Ron Chatman                      JOSH GRACIN                      JOSH GRACIN                      MARK CHESNUTT                      LEE ANN WOMACK                      STEVE HOLY                      CAROLINA RAIN</p> <p><b>WJZR/Dothan, AL</b>                      OM: Jerry Broadway                      PD/MD: Brett Mason                      5 JASON ALDEAN</p> <p><b>KKCB/Duluth</b>                      OM/MD: Johnny Lee Walker                      MD: Jim Dandy                      No Adds</p> <p><b>WAXO/Eau Claire, WI</b>                      PD/MD: George House                      6 MIRANDA LAMBERT</p> <p><b>KHEY/E Paso, TX*</b>                      PD/MD: Steve Gramzy                      1 REBA MCENTIRE</p> <p><b>WRSF/Elizabeth City, NC</b>                      OM/MD: Tom Charity                      9 DOUG STONE</p> <p><b>WXTA/Erie, PA</b>                      OM: Adam Reese                      PD/MD: Fred Horton                      5 PAT GREEN                      5 DAVID BALL                      5 BRITANNY WELLS</p> <p><b>KKNU/Eugene, OR</b>                      PD/MD: Jim Davis                      10 VAN ZANT</p> <p><b>WKDQ/Evansville, IN</b>                      PD/MD: Jon Prell                      MD: Mike Peterson                      MD: Marci Brown                      No Adds</p> <p><b>WUBE/Cincinnati, OH*</b>                      PD: Marly Thompson                      APD: Kathy O'Connor                      MD: Duke Hamilton                      No Adds</p> <p><b>WYGY/Cincinnati, OH*</b>                      OM: TJ Holland                      PD: Stephen Giuttari                      APD/MD: Dawn Michaels                      KENI THOMAS</p>	<p><b>WKML/Fayetteville, NC</b>                      PD: Paul Johnson                      MD: Dean O                      No Adds</p> <p><b>KAFF/Flagstaff, AZ</b>                      PD: Chris Halstead                      APD/MD: Hugh James                      5 TRACY BYRD                      5 JOSH GRACIN                      5 JAMIE O'NEAL                      5 CAROLINA RAIN                      5 BRITONJACK</p> <p><b>WFBE/Flint, MI</b>                      PD: Coyote Collins                      APD/MD: Dave Geronomo                      2 JAMIE O'NEAL                      MARK CHESNUTT</p> <p><b>WXFL/Florence, AL</b>                      PD/MD: Gary Murdoch                      12 BLAKE SHELTON                      11 ALAN JACKSON                      10 BRITONJACK                      6 JOSH GRACIN</p> <p><b>KSKS/Fresno, CA*</b>                      PD: Steve Pleshe                      MD: Jason Hurst                      5 MIRANDA LAMBERT                      5 GEORGE STRAIT                      4 SUGARLAND                      4 LEE ANN WOMACK                      MARK CHESNUTT                      DEANA CARTER</p> <p><b>KUAD/Ft. Collins, CO</b>                      PD: Mark Callaghan                      APD: Dave Jensen                      MD: Steward Gary                      1 SARA EVANS</p> <p><b>WKCT/Ft. Myers, FL*</b>                      OM/MD: Steve Amari                      APD/MD: Dave Logan                      1 HOT APPLE PIE                      1 VAN ZANT                      ALAN JACKSON</p> <p><b>WWGR/Ft. Myers, FL*</b>                      PD: Mark Phillips                      MD: Steve Kelly                      4 KEITH ANDERSON                      4 GEORGE STRAIT                      AARON LINES                      REBA MCENTIRE                      MIRANDA LAMBERT</p> <p><b>WYBZ/Ft. Walton Beach, FL</b>                      OM: Scratch Malone                      PD: Todd Nixon                      MD: John Sykes                      No Adds</p> <p><b>WQHK/Ft. Wayne, IN*</b>                      OM/MD: Rob Kelley                      6 PHIL VASSAR                      2 JOSH GRACIN                      SUGARLAND                      STEVE HOLY                      SHOOTER JENNINGS</p> <p><b>WDFK/Kansas City, MO*</b>                      OM/MD: Dale Carter                      APD/MD: Tony Stevens                      JOSH GRACIN                      SUGARLAND                      MIRANDA LAMBERT</p> <p><b>WDAF/Kansas City, MO*</b>                      PD: Wes McShay                      APD/MD: Jesse Garcia                      1 MARTINA MCBRIDE                      JOSH GRACIN                      JASON ALDEAN</p> <p><b>WIVK/Knoxville, TN*</b>                      OM/MD: Mike Hammond                      MD: Colleen Adair                      SHOOTER JENNINGS                      JOSH GRACIN                      MIRANDA LAMBERT                      JASON ALDEAN                      STEVE HOLY                      REBECCA LYNN HOWARD</p> <p><b>WKOI/Lafayette, IN</b>                      PD: Mark Allen                      MD: Bob Vizza                      10 SUGARLAND</p> <p><b>KMDL/Lafayette, LA*</b>                      MD: T.D. Smith                      2 VAN ZANT                      LAUREN LUCAS</p> <p><b>KXKK/Lafayette, LA*</b>                      PD: Renee Revett                      MD: Sean Riley                      1 FANNY GRACE</p> <p><b>WSSJ/Greenville, SC*</b>                      OM/MD: Scott Johnson                      APD/MD: Kix Layton                      3 SHEDAISY                      1 LEE ANN WOMACK</p> <p><b>WAYZ/Hagerstown</b>                      PD: Chris Mastle                      MD: Tori Anderson                      No Adds</p> <p><b>WCAT/Harrisburg, PA*</b>                      PD: Will Robinson                      APD/MD: Don Brake                      1 VAN ZANT</p> <p><b>WITL/Lansing, MI</b>                      PD: Jay J. McCrae                      APD/MD: Chris Tyler                      2 BLUE COUNTY                      SHOOTER JENNINGS</p> <p><b>KWNR/Las Vegas, NV*</b>                      PD: Brooks O'Brian                      MD: Sammy Cruise                      4 KEITH ANDERSON                      3 GEORGE STRAIT</p> <p><b>WBBN/Laurel, MS</b>                      OM/MD: Larry Blakeney                      APD/MD: Alyson Scott                      22 GEORGE STRAIT                      13 JAMIE O'NEAL                      10 AMANDA WILKINSON                      10 JOSH GRACIN                      10 HOT APPLE PIE                      10 VAN ZANT                      5 BRITONJACK</p> <p><b>WBUL/Lexington, KY</b>                      PD/MD: Ric Larson                      3 KEITH ANDERSON                      BOBBY PINSON                      SHOOTER JENNINGS</p> <p><b>WLXX/Lexington, KY</b>                      OM: Robert Lindsey                      MD: Karl Shannon                      20 DIERKS BENTLEY                      10 SUGARLAND                      11 JAMIE O'NEAL                      10 SUGARLAND                      9 HOT APPLE PIE</p>	<p><b>WDRM/Huntsville, AL</b>                      OM/MD: Todd Berry                      APD: Stuart Langston                      MD: Dan McClain                      7 LONESTAR                      2 GEORGE STRAIT                      MARK CHESNUTT</p> <p><b>WFMS/Indianapolis, IN*</b>                      OM: David Wood                      PD: Bob Richards                      MD: J.D. Cannon                      3 VAN ZANT                      2 REBA MCENTIRE</p> <p><b>WMSI/Jackson, MS</b>                      PD: Rick Adams                      MD: Marshall Stewart                      No Adds</p> <p><b>WUSJ/Jackson, MS</b>                      PD: Tom Freeman                      16 TRACE ADKINS                      16 DIERKS BENTLEY                      14 JEFF BATES                      11 GEORGE STRAIT                      SHEDAISY                      KEITH URBAN                      HOT APPLE PIE                      TRICK PONY</p> <p><b>WROO/Jacksonville, FL*</b>                      OM: Gail Austin                      PD: Casey Carter                      2 BLAKE SHELTON                      1 BOBBY PINSON                      MIRANDA LAMBERT</p> <p><b>WXBQ/Johnson City*</b>                      PD/MD: Bill Hagy                      11 KEITH URBAN                      11 GEORGE STRAIT</p> <p><b>WFGJ/Johnstown, PA</b>                      MD: Lara Mosby                      5 RASCAL FLATTS                      1 BOBBY PINSON</p> <p><b>KIXQ/Joplin, MO</b>                      OM: Jason Knight                      PD: Steve Kelly                      8 MARK CHESNUTT                      8 HOT APPLE PIE</p> <p><b>WNWN/Kalamazoo, MI</b>                      PD: P.J. Lacey                      MD: Dewey                      1 JOSH GRACIN</p> <p><b>KBEQ/Kansas City, MO*</b>                      PD: Mike Kennedy                      MD: T.J. McEntire                      No Adds</p> <p><b>KFKF/Kansas City, MO*</b>                      OM/MD: Dale Carter                      APD/MD: Tony Stevens                      JOSH GRACIN                      SUGARLAND                      MIRANDA LAMBERT</p> <p><b>WDAF/Kansas City, MO*</b>                      PD: Wes McShay                      APD/MD: Jesse Garcia                      1 MARTINA MCBRIDE                      JOSH GRACIN                      JASON ALDEAN</p> <p><b>WIVK/Knoxville, TN*</b>                      OM/MD: Mike Hammond                      MD: Colleen Adair                      SHOOTER JENNINGS                      JOSH GRACIN                      MIRANDA LAMBERT                      JASON ALDEAN                      STEVE HOLY                      REBECCA LYNN HOWARD</p> <p><b>WKOI/Lafayette, IN</b>                      PD: Mark Allen                      MD: Bob Vizza                      10 SUGARLAND</p> <p><b>KMDL/Lafayette, LA*</b>                      MD: T.D. Smith                      2 VAN ZANT                      LAUREN LUCAS</p> <p><b>KXKK/Lafayette, LA*</b>                      PD: Renee Revett                      MD: Sean Riley                      1 FANNY GRACE</p> <p><b>WSSJ/Greenville, SC*</b>                      OM/MD: Scott Johnson                      APD/MD: Kix Layton                      3 SHEDAISY                      1 LEE ANN WOMACK</p> <p><b>WAYZ/Hagerstown</b>                      PD: Chris Mastle                      MD: Tori Anderson                      No Adds</p> <p><b>WCAT/Harrisburg, PA*</b>                      PD: Will Robinson                      APD/MD: Don Brake                      1 VAN ZANT</p> <p><b>WITL/Lansing, MI</b>                      PD: Jay J. McCrae                      APD/MD: Chris Tyler                      2 BLUE COUNTY                      SHOOTER JENNINGS</p> <p><b>KWNR/Las Vegas, NV*</b>                      PD: Brooks O'Brian                      MD: Sammy Cruise                      4 KEITH ANDERSON                      3 GEORGE STRAIT</p> <p><b>WBBN/Laurel, MS</b>                      OM/MD: Larry Blakeney                      APD/MD: Alyson Scott                      22 GEORGE STRAIT                      13 JAMIE O'NEAL                      10 AMANDA WILKINSON                      10 JOSH GRACIN                      10 HOT APPLE PIE                      10 VAN ZANT                      5 BRITONJACK</p> <p><b>WBUL/Lexington, KY</b>                      PD/MD: Ric Larson                      3 KEITH ANDERSON                      BOBBY PINSON                      SHOOTER JENNINGS</p> <p><b>WLXX/Lexington, KY</b>                      OM: Robert Lindsey                      MD: Karl Shannon                      20 DIERKS BENTLEY                      10 SUGARLAND                      11 JAMIE O'NEAL                      10 SUGARLAND                      9 HOT APPLE PIE</p>	<p><b>KZKX/Lincoln, NE</b>                      OM: Jim Steel                      PD: Brian Jennings                      APD/MD: Carol Turner                      6 GEORGE STRAIT                      3 HOT APPLE PIE</p> <p><b>KSSN/Little Rock, AR*</b>                      PD/MD: Chad Heritage                      No Adds</p> <p><b>KZLA/Los Angeles, CA*</b>                      OM/MD: R.J. Curtis                      APD/MD: Tony Campos                      2 SHOOTER JENNINGS                      FANNY GRACE</p> <p><b>WAMZ/Louisville, KY*</b>                      PD/MD: Coyote Calhoun                      2 MIRANDA LAMBERT                      1 REBA MCENTIRE</p> <p><b>KLLL/Lubbock, TX</b>                      OM/MD: Jeff Scott                      APD/MD: Kelly Greene                      9 REBA MCENTIRE                      9 ALAN JACKSON                      9 BLAINE LARSEN</p> <p><b>WDEN/Macon, GA</b>                      PD: Bob Raleigh                      APD/MD: Laura Starling                      No Adds</p> <p><b>WWOM/Madison, WI*</b>                      PD: Mark Granlin                      MD: Mel McKenzie                      LEE ANN WOMACK                      JASON ALDEAN</p> <p><b>KTEX/McAllen, TX*</b>                      OM: Billy Santiago                      PD: JoJo Cerda                      APD: Frankie Dee                      MD: Patches                      4 GEORGE STRAIT                      SUGARLAND</p> <p><b>KRWQ/Medford, OR</b>                      PD: Larry Neal                      MD: Scott Schuler                      15 PAT GREEN</p> <p><b>WGKX/Memphis, TN*</b>                      PD: Lance Tidwell                      MD: Trapper John                      3 GEORGE STRAIT                      1 JOSH GRACIN</p> <p><b>KNIX/Phoenix, AZ*</b>                      PD: Shaun Holly                      MD: Gwen Foster                      4 RASCAL FLATTS                      1 PHIL VASSAR                      SUGARLAND                      CAROLINA RAIN</p> <p><b>WDSY/Pittsburgh, PA*</b>                      PD: Keith Clark                      APD/MD: Stoney Richards                      3 GEORGE STRAIT</p> <p><b>WOGI/Pittsburgh, PA*</b>                      PD: Frank Bell                      APD: Scott Dolphin                      MD: Mitch Morgan                      3 HANNA-MCEUEN                      REBA MCENTIRE</p> <p><b>KEYY/Minneapolis, MN*</b>                      OM/MD: Gregg Swedberg                      APD/MD: Travis Moon                      MIRANDA LAMBERT</p> <p><b>WKSJ/Mobile, AL*</b>                      OM: Kix Carson                      PD/MD: Bill Black                      2 GEORGE STRAIT                      BUDDY JEWELL                      1 TRICK PONY                      1 BOBBY PINSON</p> <p><b>KJLO/Monroe, LA</b>                      MD: Tony Otero                      35 SUGARLAND                      20 PHIL VASSAR                      20 DARRYL WORLEY                      20 KEITH ANDERSON                      20 JOSH GRACIN                      10 MARK CHESNUTT</p> <p><b>KTOM/Monterey, CA*</b>                      PD: Steve Stewart                      15 SUGARLAND                      5 JAMIE O'NEAL</p> <p><b>WKDF/Nashville, TN*</b>                      OM/MD: Dave Kelly                      MD: Kim Leslie                      1 SHOOTER JENNINGS                      1 LEE ANN WOMACK</p> <p><b>WSIX/Nashville, TN*</b>                      OM: Clay Hunnicutt                      PD/MD: Keith Kaufman                      1 LEANN RIMES                      ALAN JACKSON</p> <p><b>WSM/Nashville, TN*</b>                      PD: John Sebastian                      MD: Frank Seres                      LEE ANN WOMACK</p> <p><b>WCTY/New London, CT</b>                      PD/MD: Jimmy Lehn                      APD: Dave Elder                      7 REBA MCENTIRE                      5 SUGARLAND</p> <p><b>WGH/Norfolk, VA*</b>                      OM/MD: John Shomby                      APD/MD: Mark McKay                      JAMIE O'NEAL</p> <p><b>KHIX/Odessa, TX</b>                      PD: Mike Lawrence                      APD/MD: Kelley Peterson                      3 MICKY &amp; THE MOTORCARS                      SUGARLAND                      MIRANDA LAMBERT</p>	<p><b>KNFM/Odessa, TX</b>                      OM/MD: John Moesch                      9 BLAKE SHELTON                      7 RASCAL FLATTS</p> <p><b>KTST/Oklahoma City, OK*</b>                      OM/MD: Tom Travis                      APD/MD: Anthony Allen                      7 DARRYL WORLEY                      6 GEORGE STRAIT                      1 AMANDA WILKINSON</p> <p><b>KXKT/Omahara, NE*</b>                      PD: Tom Goodwin                      MD: Craig Allen                      8 GEORGE STRAIT                      1 SUGARLAND                      1 MIRANDA LAMBERT                      1 LEANN RIMES                      LEE ANN WOMACK                      JASON ALDEAN                      JAMIE O'NEAL                      STEVE HOLY                      HOT APPLE PIE                      JOSH GRACIN</p> <p><b>KHAY/Oxnard, CA</b>                      PD/MD: Buddy Van Arsdale                      9 ALAN JACKSON                      1 VAN ZANT                      RASCAL FLATTS</p> <p><b>KPLM/Palm Springs, CA</b>                      PD: Al Gordon                      MD: Kory James                      10 BLUE COUNTY                      10 FANNY GRACE                      10 STEVE HOLY</p> <p><b>WXBM/Pensacola, FL</b>                      PD/MD: Lynn West                      5 LEE ANN WOMACK                      STEVE HOLY                      MARK CHESNUTT</p> <p><b>WFYR/Peoria, IL</b>                      OM/MD: Ric Morgan                      No Adds</p> <p><b>WXTU/Philadelphia, PA*</b>                      PD: Bob McKay                      APD/MD: Cadillac Jack                      GEORGE CANYON</p> <p><b>KMLE/Phoenix, AZ*</b>                      PD: Jay McCarthy                      APD/MD: Dave Collins                      No Adds</p> <p><b>KNIX/Phoenix, AZ*</b>                      PD: Shaun Holly                      MD: Gwen Foster                      4 RASCAL FLATTS                      1 PHIL VASSAR                      SUGARLAND                      CAROLINA RAIN</p> <p><b>WDSY/Pittsburgh, PA*</b>                      PD: Keith Clark                      APD/MD: Stoney Richards                      3 GEORGE STRAIT</p> <p><b>WOGI/Pittsburgh, PA*</b>                      PD: Frank Bell                      APD: Scott Dolphin                      MD: Mitch Morgan                      3 HANNA-MCEUEN                      REBA MCENTIRE</p> <p><b>KEYY/Minneapolis, MN*</b>                      OM/MD: Gregg Swedberg                      APD/MD: Travis Moon                      MIRANDA LAMBERT</p> <p><b>WKSJ/Mobile, AL*</b>                      OM: Kix Carson                      PD/MD: Bill Black                      2 GEORGE STRAIT                      BUDDY JEWELL                      1 TRICK PONY                      1 BOBBY PINSON</p> <p><b>KJLO/Monroe, LA</b>                      MD: Tony Otero                      35 SUGARLAND                      20 PHIL VASSAR                      20 DARRYL WORLEY                      20 KEITH ANDERSON                      20 JOSH GRACIN                      10 MARK CHESNUTT</p> <p><b>KTOM/Monterey, CA*</b>                      PD: Steve Stewart                      15 SUGARLAND                      5 JAMIE O'NEAL</p> <p><b>WKDF/Nashville, TN*</b>                      OM/MD: Dave Kelly                      MD: Kim Leslie                      1 SHOOTER JENNINGS                      1 LEE ANN WOMACK</p> <p><b>WSIX/Nashville, TN*</b>                      OM: Clay Hunnicutt                      PD/MD: Keith Kaufman                      1 LEANN RIMES                      ALAN JACKSON</p> <p><b>WSM/Nashville, TN*</b>                      PD: John Sebastian                      MD: Frank Seres                      LEE ANN WOMACK</p> <p><b>WCTY/New London, CT</b>                      PD/MD: Jimmy Lehn                      APD: Dave Elder                      7 REBA MCENTIRE                      5 SUGARLAND</p> <p><b>WGH/Norfolk, VA*</b>                      OM/MD: John Shomby                      APD/MD: Mark McKay                      JAMIE O'NEAL</p> <p><b>KHIX/Odessa, TX</b>                      PD: Mike Lawrence                      APD/MD: Kelley Peterson                      3 MICKY &amp; THE MOTORCARS                      SUGARLAND                      MIRANDA LAMBERT</p>	<p><b>WSLC/Roanoke, VA</b>                      PD: Brett Sharp                      MD: Robynn Jaymes                      JOSH GRACIN                      SUGARLAND                      DARRYL WORLEY                      HOT APPLE PIE                      JASON ALDEAN                      LAUREN LUCAS</p> <p><b>WYYD/Roanoke, VA</b>                      PD/MD: Joel Dearing                      ALAN JACKSON                      RASCAL FLATTS                      LEE ANN WOMACK</p> <p><b>WBEE/Rochester, NY*</b>                      OM: Dave Symonds                      PD: Billy Kidd                      MD: Nikki Landry                      SHOOTER JENNINGS                      BLUE COUNTY                      MARK CHESNUTT                      JAMIE O'NEAL                      STEVE HOLY                      REBECCA LYNN HOWARD</p> <p><b>WXXQ/Rockford, IL</b>                      PD: Steve Summers                      APD/MD: Kathy Hess                      No Adds</p> <p><b>KNCI/Sacramento, CA*</b>                      OM/MD: Mark Evans                      APD: Greg Cole                      MD: Jennifer Wood                      5 HOT APPLE PIE                      1 SARA EVANS                      BLUE COUNTY                      HANNA-MCEUEN</p> <p><b>WCEN/Saginaw, MI</b>                      PD: Joby Phillips                      MD: Keith Allen                      No Adds</p> <p><b>WKCO/Saginaw, MI</b>                      OM/MD: Rick Walker                      JASON ALDEAN                      CAROLINA RAIN</p> <p><b>WWFG/Salisbury, MD</b>                      OM/MD: Brian Cleary                      APD/MD: Sandra Lee                      5 ALAN JACKSON                      4 LEANN RIMES</p> <p><b>KSOP/Salt Lake City, UT*</b>                      PD: Curly Clark                      APD/MD: Debby Turpin                      10 RYAN SHUPE &amp; RUBBERBAND                      7 LEE ANN WOMACK                      3 STEVE HOLY                      3 NEAL MCCOY                      3 MARK CHESNUTT                      FANNY GRACE                      SHOOTER JENNINGS                      JOSH GRACIN                      CAROLINA RAIN</p> <p><b>KUBL/Salt Lake City, UT*</b>                      PD: Ed Hill                      MD: Pat Garrett                      2 LEE ANN WOMACK                      STEVE HOLY                      CAROLINA RAIN                      SHOOTER JENNINGS                      JOSH GRACIN                      MARK CHESNUTT</p> <p><b>KGKL/San Angelo, TX</b>                      OM/MD: Boomer Kingston                      7 MARK CHESNUTT                      7 JAMIE O'NEAL                      7 KEITH ANDERSON                      7 JAMIE O'NEAL</p> <p><b>KAJA/San Antonio, TX*</b>                      PD/MD: Clayton Allen                      No Adds</p> <p><b>KSON/San Diego, CA*</b>                      PD/MD: John Marks                      2 KEITH URBAN                      1 MARK CHESNUTT                      1 JEFF BATES                      1 DIERKS BENTLEY                      ALAN JACKSON                      RASCAL FLATTS</p> <p><b>KUSS/San Diego, CA*</b>                      MD: Gwen Foster                      11 SUGARLAND                      9 LEE ANN WOMACK                      2 BIG &amp; RICH</p> <p><b>KZBR/San Francisco, CA*</b>                      PD: Ray Massie                      1 BLUE COUNTY                      1 GEORGE CANYON                      1 STEVE HOLY                      REBECCA LYNN HOWARD</p> <p><b>KRTY/San Jose, CA*</b>                      PD: Julie Stevens                      2 GEORGE STRAIT                      BRITONJACK</p> <p><b>KKJG/San Luis Obispo, CA</b>                      PD/MD: Pepper Daniels                      19 SHOOTER JENNINGS                      12 JAMIE O'NEAL                      5 BRITONJACK                      5 FANNY GRACE</p> <p><b>KRAZ/Santa Barbara, CA</b>                      PD/MD: Rick Barker                      18 BRITONJACK                      5 JOSH GRACIN                      MARK CHESNUTT</p> <p><b>WIBW/Topeka, KS</b>                      OM: Ed O'Donnell                      PD: Rich Bowser                      APD/MD: Stephanie Lynn                      8 JOSH GRACIN                      8 HOT APPLE PIE                      8 LEE ANN WOMACK</p> <p><b>KSNI/Santa Maria, CA</b>                      PD/MD: Tim Brown                      11 PAT GREEN                      10 SHOOTER JENNINGS                      10 JOSH GRACIN                      7 BRITONJACK</p> <p><b>WCTQ/Sarasota, FL*</b>                      OM/MD: Mark Wilson                      APD: Heidi Decker                      1 HANNA-MCEUEN                      BOBBY PINSON</p> <p><b>WJCL/Savannah, GA</b>                      OM: Pat Garrett                      PD/MD: Ric Hampton                      1 KEITH URBAN                      RASCAL FLATTS</p>	<p><b>KMPS/Seattle, WA*</b>                      PD: Becky Brenner                      MD: Tony Thomas                      SUGARLAND</p> <p><b>KRMD/Shreveport, LA</b>                      PD: Les Acree                      APD/MD: James Anthony                      1 VAN ZANT                      ALAN JACKSON</p> <p><b>KXKS/Shreveport, LA</b>                      OM/MD: Gary McCoy                      5 GEORGE STRAIT                      CAROLINA RAIN</p> <p><b>KSUX/Sioux City, IA</b>                      PD: Bob Rouns                      APD/MD: Tony Michaels                      5 JOSH GRACIN                      3 VAN ZANT</p> <p><b>WBYT/South Bend, IN</b>                      PD: Clint Marsh                      1 ALAN JACKSON                      PHIL VASSAR</p> <p><b>KDRK/Spokane, WA*</b>                      OM: Tim Cotter                      PD: Jay Daniels                      APD: Bob Castle                      MD: Tony Travato                      1 JOSH GRACIN                      1 SUGARLAND                      MIRANDA LAMBERT</p> <p><b>KIXZ/Spokane, WA*</b>                      APD: Lynn Daniels                      2 LEE ANN WOMACK                      1 STEVE HOLY                      CAROLINA RAIN                      MARK CHESNUTT</p>
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**JULIE KERTES**  
jkertes@radioandrecords.com

# 'Shuffle' Is Today's Variety

What does 'Jack' know that we don't?

Over the past few weeks we've seen many Hot ACs — WMWX/Philadelphia, WOZN/Greensboro, WRQX/Washington and, most recently, KFMB/San Diego — take their predictable playlists and turn them into lengthy multiformat mixes of music that emulate the iPod's shuffle mode. Whether they call themselves "Jack," "Ben," "Simon," "Bob" or even "Frank," they have one thing in common: They're striving to violate every programming principle ever taught, including "Seamless segue, good; train wreck, bad" and my favorite, "If a song's a hit, it doesn't matter how many times you play it."

I have to admit, when I put my iPod on shuffle, part of the fun is hearing two stylistically different songs juxtaposed. A string of train wrecks is hard on programmers' ears, but it's something that our listeners have been asking us to do for years. They've been begging us for variety.

## Radio Reaction

Don Beno, PD of WMHG, WMRR & WSHZ/Muskegon, MI, says, "The Jack format might be good for a station that has nothing to lose, but besides most of the music being very familiar, there is little more to the format. I guess the on-air persona of 'We play what we want' is cutesy — for a while — but what is there beyond that?"



**Don Beno**

"Most of us champion innovative ideas when it comes to radio programming, but our thinking is short-sighted if we only concentrate on playlists and music mixes. Look what happened to the '70s format. While it could be argued that the '70s format — or even the '80s format, for that matter — was more of a marketing concept than an actual format, once the playlist ran its course, so did the stations and the ratings.

"For Jack and its clones to be successful, they will have to clearly define their target demo and program around the music a proper mix of talent, contests, promotions, etc., that will continue to breathe life into these songs."

WGMF (Magic 107.7)/Orlando PD Ken Payne says, "True variety is why we have different formats. Any station that attempts to borrow from all formats is likely to be vigorously sampled but prone to tune-out, resulting in high cume but low TSL.

"People make playlists for their iPods in order to hear their favorite songs. Most stations are still better off doing research to find out what those favorites are and programming them in a way that is not boring,

**"Most of us champion innovative ideas when it comes to radio programming, but our thinking is short-sighted if we only concentrate on playlists and music mixes. Look what happened to the '70s format."**

**Don Beno**

"We have put ourselves in this position after years of tightening our playlists to the point of boredom. Spice is great, but too much gives you indigestion."

## Variety: What A Concept

Recently, WBMX (Mix 98.5)/Boston Asst. PD/MD Mike Mullaney got us all speculating when he put on Jack-sounding weekends for two consecutive weeks, calling them "Whatever Weekends." "Variety has always been our position," he says. "This is just a chance to expand the horizons of what we can play.



**Ken Payne**

"It's been fun not only as a programmer, but also as a listener. We've always been taught to avoid train wrecks, but now we're looking for them.

"Stations get a chance to push one image. You may be 'the hit station' or 'the rock station.' Well, we're 'the variety station,' so why not take the opportunity to expand our variety? It's what our listeners

expect from us every day. When it comes down to it, your station should sound fun, and that is what Mix has sounded like on the last two weekends, during our 'Whatever Weekends' — incredibly fun and incredibly spontaneous."

Many people are comparing this new variety-based format to the '80s format that came and went years ago. Mullaney disagrees. "One of the challenges that the '80s format had that this one doesn't is that the '80s format had clearly defined guidelines and an out-of-bounds range," he says.

"But if you're playing anything from any genre from any year, you're not limited. I don't think the Jack format is going to face the same challenges."

## The Big Shocker

KFMB/San Diego PD Tracy Johnson and Jack architect Garry Wall surprised us all last week by taking KFMB from top-billing Hot AC "Star 100.7" to the country's latest "Jack FM." And by the time you read this, at least two more major-market stations may have gone the same route.

I checked in with an exhausted Johnson at the end of Jack's first day in San Diego. My first question to him was, why would one of the most successful Hot ACs in the country abandon its strong and well-established brand and image for Jack?

"The time to develop new products or repack old products is when you're on top," Johnson said. "You shouldn't wait until you're forced into making a decision.

"Apple comes out with its next generation of iPods while the old iPod is still selling really well. In radio, for some reason, we ride a horse — or format — into the ground until the horse falls over. Then we get off and say, 'OK, what do we want to do next?'"

"Then our options are limited, resources are scarce, and the whole staff has to be blown out. It's a credit to [KFMB owner Midwest TV's] foresight, longevity and support that it would take the No. 1-billing station in San Diego and let us do this, because not many companies would let that happen."

It was apparent that Johnson felt he had replaced one solid brand with another as he described what this new product has to offer. "There is no target demo," he said. "It's a mood and lifestyle service that appeals to everyone. My 18-year-old son, who works in the promotions department, would never have listened to



**THANKING THEM WITH COOKIES** WKQR (Q102)/Cincinnati morning show Jeff & Jenn launched Cookies for the Troops, a program in which local Girl Scouts and Brownies collected cases of cookies for our soldiers to enjoy overseas. Here are a few grateful Do-Si-Do recipients in Iraq.

Star, but he loves Jack; he loves the energy, the feel and the vibe. I got calls today from 50- and 60-year-old women who said, 'We love the fact that there's no repetition.'"

## Naughty But Not Nasty

I asked Johnson if the "We play what we want" slogan would be off-putting or inviting to an audience. "There's nothing in the presentation of Jack that's in-your-face, dangerous or offensive," he said. "It is edgy. I describe it as a smart-ass but not an asshole. It's naughty but not nasty. There's a big difference there, and it's our responsibility to make sure that we don't cross that line and turn naughty into nasty."

By this point in our conversation, I was beginning to get Jack. The format is a listener's dream come true in terms of repetition, which is almost nonexistent for weeks — even if you listen for up to five hours per day.

There is a sprinkling of newer music, like Maroon 5's "This Love" and Hoobastank's "The Reason," and two recurrences per hour at most, but most of the nuggets are from the '60s, '70s, '80s and '90s. "An inch deep and a mile wide," says Johnson. "Just like the old days of Top 40.

"We've all heard listener comments like 'I'm getting tired of radio' or 'I hate your radio station because you don't have any variety, you repeat your songs too much, and you have stupid DJs who talk about things I don't care about.'

"When listeners told us they wanted more variety and less repetition, we talked ourselves into believing that what they really meant was more variety of the same types of music and less repetition of songs that they didn't like. But what they really meant was, 'We really want more variety and less repetition.'"

## Here To Stay?

With every new format that emerges, the million-dollar question is, "Will it have longevity?" Johnson believes that Jack does. "At first I thought it was novelty, a flash in the pan," he says. "I thought it would get everyone's attention for a short period of time and then be gone when people got tired of it. But I've studied the stations in Canada that have had it on for up to four years, and I've seen how they've grown and developed and the response from the audience.

"I believe the format has legs. There's a lot of room for it to grow and to adjust. There are thousands and thousands of hit songs out there from the last 30 years that no one is playing. The playlist can constantly be refreshed without inviting repetition. And I also think there's room in the future for it to grow into accommodating some current music. I don't know how much, but some. I think it's got an incredible life span."

# AC TOP 30

April 15, 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)	2275	-72	219113	28	102/0
2	2	LOS LONELY BOYS Heaven (DR Music/Epic)	2058	-41	190509	43	104/0
3	3	JOHN MAYER Daughters (Aware/Columbia)	1983	-109	179904	24	111/0
5	4	MICHAEL BUBLE Home (143/Reprise)	1929	+172	138350	11	105/0
4	5	TIM MCGRAW Live Like You Were Dying (Curb)	1926	+7	138539	27	98/0
6	6	MAROON 5 She Will Be Loved (Octone/J/RMG)	1747	+86	158011	25	89/1
9	7	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	1376	+62	118308	31	100/0
8	8	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	1358	-24	146830	15	81/1
7	9	KEITH URBAN You'll Think Of Me (Capitol)	1295	-121	109771	45	103/0
10	10	HALL & OATES I'll Be Around (U-Watch)	1201	-66	81426	30	99/0
11	11	MAROON 5 This Love (Octone/J/RMG)	983	+17	112562	49	87/0
12	12	HOOBASTANK The Reason (Island/IDJMG)	859	-50	68529	41	59/0
13	13	RYAN CABRERA True (E.V.L.A./Atlantic)	817	+60	65095	12	66/2
14	14	MERCYME Homesick (INO/Curb)	773	+31	23902	10	73/2
17	15	TINA TURNER Open Arms (Capitol)	639	+1	23590	13	71/0
16	16	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	606	-106	42886	13	60/0
18	17	ROB THOMAS Lonely No More (Atlantic)	596	+62	74737	8	50/4
19	18	SCOTT GRIMES Sunset Blvd. (Velocity)	475	-9	15271	11	59/0
20	19	MAROON 5 Sunday Morning (Octone/J/RMG)	404	+45	50058	7	30/1
21	20	VANESSA WILLIAMS You Are Everything (Lava)	381	+27	14017	9	53/2
23	21	FIVE FOR FIGHTING If God Made You (Aware/Columbia)	372	+33	14968	9	44/1
22	22	HOWIE DAY Collide (Epic)	366	+24	25422	6	37/1
24	23	ROD STEWART Blue Moon (J/RMG)	320	+12	6584	6	55/4
25	24	ELTON JOHN All That I'm Allowed (Universal)	244	-10	7757	8	31/0
Debut	25	SHANIA TWAIN Don't! (Mercury/IDJMG)	237	+122	7718	1	48/8
26	26	CELINE DION In Some Small Way (Epic)	230	+7	22287	4	25/0
27	27	RASCAL FLATTS Bless The Broken Road (Lyric Street)	217	+40	10847	3	31/4
30	28	MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)	155	+39	2557	2	27/2
28	29	FINGER ELEVEN One Thing (Wind-up)	147	-22	14319	12	8/0
Debut	30	JOHN WAITE New York City Girl (No Brakes)	136	+38	2830	1	29/5

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
BRYAN ADAMS This Side Of Paradise (Mercury)	23
LISA MARIE PRESLEY Dirty Laundry (Capitol)	9
SHANIA TWAIN Don't! (Mercury/IDJMG)	8
JOHN WAITE New York City Girl (No Brakes)	5
ROD STEWART Blue Moon (J/RMG)	4
ROB THOMAS Lonely No More (Atlantic)	4
RASCAL FLATTS Bless The Broken Road (Lyric Street)	4
KELLY CLARKSON Since U Been Gone (RCA/RMG)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NORAH JONES Don't Know Why (Blue Note/Virgin)	+249
MICHAEL BUBLE Home (143/Reprise)	+172
CELINE DION A New Day Has Come (Epic)	+147
SHANIA TWAIN Don't! (Mercury/IDJMG)	+122
MAROON 5 She Will Be Loved (Octone/J/RMG)	+86
IL DIVO Unbreak My Heart... (Columbia)	+75
SANTANA f/MICHELLE BRANCH The Game Of Love (Arista/RMG)	+74
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	+62
ROB THOMAS Lonely No More (Atlantic)	+62
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	+61

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 4/3-4/9. 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 PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	992
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	977
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown/Universal)	975
DIDO White Flag (Arista/RMG)	945
TRAIN Calling All Angels (Columbia)	875

ARTIST TITLE LABEL(S)	TOTAL PLAYS
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	845
MATCHBOX TWENTY Unwell (Atlantic)	841
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	769
SANTANA f/MICHELLE BRANCH The Game Of Love (Arista/RMG)	745
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	737
MARTINA MCBRIDE This One's For The Girls (RCA)	710
NORAH JONES Don't Know Why (Blue Note/Virgin)	708

## NEW & ACTIVE

STEVIE WONDER So What The Fuss (Motown/Universal)	Total Plays: 77, Total Stations: 15, Adds: 2
BRYAN ADAMS This Side Of Paradise (Mercury)	Total Plays: 3, Total Stations: 23, Adds: 23

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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RR CANADA

AC TOP 30

POWERED BY MEDIABASE



America's Best Testing AC Songs 12 + For The Week Ending 4/15/05

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, W 25-54, W 25-34, W 35-54. Lists top AC songs like Michael Buble, Kelly Clarkson, John Mayer, etc.

Total sample size is 248 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.

Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, WEEKS ON CHART, TOTAL STATIONS. Lists top 30 AC songs in Canada.

23 Canadian 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 4/3-4/9.

REPORTERS

Stations and their adds listed alphabetically by market

Grid of reporter information for various markets including Albany, NY; Albuquerque, NM; Allentown, PA; Anchorage, AK; Atlanta, GA; Atlantic City, NJ; Augusta, GA; Austin, TX; Bakersfield, CA; Baton Rouge, LA; Boise, ID; Boston, MA; Bridgeport, CT; Buffalo, NY; Columbia, SC; Columbus, OH; Corpus Christi, TX; Dallas, TX; Dayton, OH; Denver, CO; Des Moines, IA; Detroit, MI; Dothan, AL; Erie, PA; Evansville, IN; Fayetteville, AR; Ft. Collins, CO; Ft. Wayne, IN; Gainesville, FL; Grand Rapids, MI; Greensboro, NC; Greenville, SC; Knoxville, TN; Lafayette, LA; Lansing, MI; Las Vegas, NV; Las Vegas, NV; Little Rock, AR; Madison, WI; Manchester, NH; McAllen, TX; Melbourne, FL; Memphis, TN; Modesto, CA; Monmouth, NJ; Monterey, CA; Morgantown, WV; Nassau, NY; New Orleans, LA; New York, NY; Norfolk, VA; Oklahoma City, OK; Omaha, NE; Orlando, FL; Peoria, IL; Phoenix, AZ; Pittsburgh, PA; Portland, ME; Portland, OR; Providence, RI; Raleigh, NC; Reno, NV; Richmond, VA; Roanoke, VA; Rochester, NY; Sacramento, CA; Sacramento, CA; Saginaw, MI; Salt Lake City, UT; Santa Barbara, CA; Seattle, WA; Shreveport, LA; South Bend, IN; Spokane, WA; Springfield, MA; Springfield, MA; St. Louis, MO; Stockton, CA; Toledo, OH; Tyler, TX; Utica, NY; Washington, DC; Westchester, NY; Wichita, KS; Wilkes Barre, PA; Wilmington, DE; Wilmington, NC; Worcester, MA; York, PA.

POWERED BY MEDIABASE

Monitored Reporters

139 Total Reporters

115 Total Monitored

24 Total Indicator

Did Not Report, Playlist Frozen (3): KGBX/Springfield, MO; WAFY/Frederick, MD; WPEZ/Macon, GA

## ON THE RECORD

With  
**Corey Carter**  
PD, KBMX (Mix 108)/Duluth, MN



Why would anybody cut a hole in the ice on Lake Superior on a cold February afternoon and jump in? I have no idea, but my wife didn't like it when I did! Despite 50-below temps this winter, we are finally heating up the Twin Ports this spring on KBMX (Mix 108)/Duluth, MN. Since signing on three years ago we've established ourselves as the hip station in town for active adults by not playing the hip-hop or kiddie pop. We've become No. 1 18-34 by being interactive and everywhere on the streets, including nightclubs, ski hills, frozen lakes, listeners' backyards for block parties and Grandma's Marathon. \* We've also assembled the best airstaff in town, starting with *JJ & Cathy K* in mornings. What's set us apart are some unique Triple A records from Jack Johnson, Scissor Sisters, Anna Nalick, Modest Mouse, Franz Ferdinand and regional favorite Keri Noble. We're really excited about the new Billie Miles record. \* Without a true CHR in the market, the non-rap pop music has done well for us at night. Newly acquired **R&R** reporter status should help us bring live acts to town to play on the shores of our beautiful lake — the largest freshwater lake in the world.

The top three AC leaders hold steady: **Kelly Clarkson's** "Breakaway" (Hollywood) is still No. 1, **Los Lonely Boy's** "Heaven" (Or Music/Epic) is No. 2, and **John Mayer's** "Daughters" (Columbia) is No. 3 ... Most Increased Plays for a current song goes to **Michael Bublé's** "Home" (143/Reprise), with +172 plays; the song goes from No. 5 to No. 4. Second Most Increased Plays goes to **Shania Twain's** "Don't!" (Mercury/IDJMG), with +122 plays; it also debuts this week at No. 25 ... **John Waite's** "New York City Girl" (No Brakes) debuts at No. 30 ... Most Added is **Bryan Adams' "This Side of Paradise"** (Mercury), with 23 adds ... It's also the same top three as last week at Hot AC: **Green Day's** "Boulevard of Broken Dreams" (Reprise) remains No. 1, **Rob Thomas' "Lonely No More"** (Atlantic) is No. 2, and **Kelly Clarkson's "Since U Been Gone"** (RCA/RMG) is No. 3 ... Most Increased Plays goes to **Dave Matthews Band's "American Baby"** (RCA/RMG), with +280 plays, taking it from No. 20 to No. 18. Second Most Increased plays goes to **Lifeshouse's "You and Me"** (Geffen), with +150 ... **Sum 41's "Pieces"** (Island/IDJMG) debuts this week at No. 40 ... Most Added this week is **Collective Soul's "Better Now"** (EI Music Group), with seven adds.

— Julie Kertes, AC/Hot AC Editor



## artist activity

ARTIST: **Deanna Carter**

LABEL: **Vanguard**

By **JULIE KERTES/AC/HOT AC EDITOR**

Songwriters write about love or heartache all the time, but with the really good ones, you actually feel their pain. On Deanna Carter's Vanguard Records debut, *The Story of My Life*, the singer chronicles recent heartache and takes us on an emotional journey that we've all gone through at least once in our lives. The songs are relatable and reveal this Nashville native's most vulnerable life moments.

Carter tells **R&R**, "There's a constant feeling of vulnerability that I've learned to embrace. A lot of people feel that way — it is the common ground that we all share. But we get our strength from our vulnerability, and I adore writing songs about that and taking it to the next level by putting music around it and laying it down on tape."

Also an accomplished musician, Carter plays acoustic and electric guitar, bass and keyboards, and she helped with the string arrangements on the album. She is the daughter of renowned guitarist Fred Carter Jr. and grew up in the studio witnessing the magic of artists like Bob Dylan, James Taylor and Simon & Garfunkel. "It was unbelievable," she says. "I got to see firsthand all these great artists transcending boundaries and genres."

As a result, Carter acquired an interest in producing early on. "It comes more natural to me than trying to balance my checkbook," she says. "It's what I do. Being in the studio as a little girl and witnessing tracks going down, one instru-

ment at a time, I could hear layers of songs.

"I would sit and listen to records by Elton John, Bread, Eric Carmen & The Raspberries, Springsteen, Tom Petty and Queen and listen to just the guitars all the way though. Then I'd listen to just the bass — one layer after the other. I was in love with the whole process of how the music got onto the tape. With Vanguard, I had the freedom to produce the record myself. I've co-produced my previous records but never got the credit for it because labels didn't do that back then."

The songs from *The Story of My Life* reflect the changes in Carter's personal life. "The odd thing about this album is that I had my heart obliterated last year," she says. "Soon after that I met my boyfriend, Chris Hicky, and we got pregnant right away, which was also a big adjustment. So when I was in the studio producing this music about heartbreak and trying to heal, even though I was pregnant with my son and in a better place, I was aching to have closure on this situation."

And as I said before, you really feel for her and stave off your own emotions while listening to songs like "Atlanta to Birmingham," "In a Heartbeat," "Not Another Love Song," "She's Good for You" and the single, "The Girl You Left Me For," which goes for adds at Hot AC on April 25. Ironically, given the subject matter of these songs, the feel of the album is not depressing but empowering and optimistic.

Carter and Hicky's son, Gray Hayes Hicky, was born two weeks after the completion of *The Story of My Life*. I think it's time for Carter to start thinking about *The Story of My Life, Part Two*.



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# HOT AC TOP 40

POWERED BY  
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April 15, 2005

LAST WEEK	TH S 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)	3668	-55	259014	18	89/0
2	2	ROB THOMAS Lonely No More (Atlantic)	3104	+54	220415	10	89/0
3	3	KELLY CLARKSON Since U Been Gone (RCA/RMG)	3025	+117	210320	16	84/0
4	4	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	2572	-152	184915	25	88/0
5	5	MAROON 5 Sunday Morning (Octone/J/RMG)	2529	-79	154873	19	87/0
7	6	3 DOORS DOWN Let Me Go (Republic/Universal)	2346	+94	136567	15	83/1
8	7	HOWIE OAY Collide (Epic)	2208	-21	122842	33	81/1
6	8	KELLY CLARKSON Breakaway (Hollywood)	2153	-144	165377	34	75/0
9	9	LIFEHOUSE You And Me (Geffen)	2118	+150	109416	10	87/2
11	10	ANNA MALICK Breathe (2am) (Columbia)	1930	+16	107991	19	79/2
12	11	FINGER ELEVEN One Thing (Wind-up)	1832	-96	129223	47	86/0
13	12	JET Look What You've Done (Atlantic)	1808	-23	98876	23	76/1
10	13	MAROON 5 She Will Be Loved (Octone/J/RMG)	1781	-134	127379	40	87/0
15	14	JESSE MCCARTNEY Beautiful Soul (Hollywood)	1534	0	80700	13	57/2
14	15	RYAN CABRERA True (E.V.L.A./Atlantic)	1506	-215	71196	15	69/0
16	16	OURAN OURAN What Happens Tomorrow (Epic)	1410	+103	64399	13	73/6
17	17	U2 Sometimes You Can't Make It On Your Own (Interscope)	1240	+34	59428	8	67/2
20	18	DAVE MATTHEWS BAND American Baby (RCA/RMG)	1197	+280	71053	4	71/5
19	19	KILLERS Mr. Brightside (Island/IDJMG)	1057	+108	54089	11	51/3
18	20	GAVIN DEGRAW Chariot (J/RMG)	1051	+103	47159	6	66/6
22	21	GWEN STEFANI FIEVE Rich Girl (Interscope)	888	+58	57827	9	26/2
21	22	TIM MCGRAW Live Like You Were Dying (Curb)	834	+9	63500	14	33/0
26	23	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	746	+88	30815	11	43/2
24	24	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	733	+82	34422	9	48/3
29	25	JEM 24 (ATO/RCA/RMG)	593	+46	15504	8	41/1
28	26	JOSS STONE Right To Be Wrong (S-Curve/EMC)	590	-7	25818	12	32/2
30	27	COLLECTIVE SOUL Better Now (EI Music Group)	565	+17	17293	7	40/7
27	28	ASLYN Be The Girl (Capitol)	557	-66	13816	19	31/0
31	29	INGRAM HILL Almost Perfect (Hollywood)	529	+46	16718	5	33/1
25	30	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	519	-148	29788	15	42/1
32	31	BETTER THAN EZRA A Lifetime (Artemis)	494	+66	19018	4	37/4
34	32	CARBON LEAF Life Less Ordinary (Vanguard)	364	+19	8805	7	28/1
33	33	VELVET REVOLVER Fall To Pieces (RCA/RMG)	333	-86	16140	10	24/0
36	34	AFTERS Beautiful Love (Simple/INO)	327	+67	6804	3	29/4
35	35	AVION Beautiful (Red Ink/Columbia)	287	+19	7610	3	18/1
37	36	SWITCHFOOT This Is Your Life (Columbia)	241	+59	5568	3	9/0
38	37	ANASTACIA Left Outside Alone (Columbia)	240	+38	7231	2	20/3
40	38	SIMPLE PLAN Welcome To My Life (Lava)	163	-3	9077	20	9/0
39	39	MICHAEL TOLCHER Mission Responsible (Octone)	154	-15	2589	2	17/0
Debut	40	SUM 41 Pieces (Island/IDJMG)	146	+2	1531	1	12/1

## MOST ADDED\*

ARTIST TITLE LABEL(S)	AOS
COLLECTIVE SOUL Better Now (EI Music Group)	7
DURAN DURAN What Happens Tomorrow (Epic)	6
GAVIN DEGRAW Chariot (J/RMG)	6
DAVE MATTHEWS BAND American Baby (RCA/RMG)	5
BETTER THAN EZRA A Lifetime (Artemis)	4
AFTERS Beautiful Love (Simple/INO)	4
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	4
KILLERS Mr. Brightside (Island/IDJMG)	3
JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	3
ANASTACIA Left Outside Alone (Columbia)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVE MATTHEWS BAND American Baby (RCA/RMG)	+280
LIFEHOUSE You And Me (Geffen)	+150
KELLY CLARKSON Since U Been Gone (RCA/RMG)	+117
KILLERS Mr. Brightside (Island/IDJMG)	+108
DURAN DURAN What Happens Tomorrow (Epic)	+103
GAVIN DEGRAW Chariot (J/RMG)	+103
3 DOORS DOWN Let Me Go (Republic/Universal)	+94
BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	+88
JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	+82
AFTERS Beautiful Love (Simple/INO)	+67

## NEW & ACTIVE

CAESARS Jerk It Out (Astralwerks/EMC)  
Total Plays: 142, Total Stations: 10, Adds: 2  
RELIENT K Be My Escape (Capitol/Gotee)  
Total Plays: 135, Total Stations: 16, 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).

90 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 4/3-4/9. 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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America's Best Testing Hot AC Songs 12+ For The Week Ending 4/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	W 18-34	W 18-24	W 25-34
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.23	4.15	98%	37%	4.22	4.24	4.18
3 DOORS DOWN Let Me Go (Republic/Universal)	4.19	4.29	90%	17%	4.24	4.32	4.03
ROB THOMAS Lonely No More (Atlantic)	4.13	4.11	91%	13%	4.19	4.11	4.42
LIFHOUSE You And Me (Geffen)	4.07	4.10	64%	6%	4.16	4.29	3.84
MAROON 5 She Will Be Loved (Octone/J/RMG)	4.01	3.90	99%	49%	4.05	4.03	4.09
KELLY CLARKSON Since U Been Gone (RCA/RMG)	4.01	4.04	97%	35%	4.05	4.01	4.17
KILLERS Mr. Brightside (Island/IDJMG)	4.00	4.00	76%	19%	3.85	3.88	3.75
HOWIE DAY Collide (Epic)	3.98	4.01	78%	19%	4.06	4.14	3.87
BOWLING... Almost (Silvertone/Jive/Zomba Label Group)	3.98	4.07	78%	13%	3.93	4.08	3.48
KELLY CLARKSON Breakaway (Hollywood)	3.91	3.97	97%	50%	4.03	4.00	4.11
JET Look What You've Done (Atlantic)	3.88	3.79	90%	29%	3.89	3.76	4.23
MAROON 5 Sunday Morning (Octone/J/RMG)	3.86	3.76	96%	34%	3.95	3.86	4.18
GAVIN DEGRAW Chariot (J/RMG)	3.85	3.85	65%	13%	3.91	3.96	3.78
KEANE Somewhere Only We Know (Interscope)	3.82	3.73	82%	26%	3.78	3.73	3.90
ANNA NALICK Breathe (2am) (Columbia)	3.71	3.79	60%	15%	3.79	3.61	4.20
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	3.69	3.72	94%	34%	3.87	3.83	3.97
FINGER ELEVEN One Thing (Wind-up)	3.67	3.76	95%	46%	3.74	3.67	3.91
GOO GOO DOLLS Give A Little Bit (Warner Bros.)	3.67	3.81	95%	34%	3.67	3.78	3.38
JESSE MCCARTNEY Beautiful Soul (Hollywood)	3.67	3.67	91%	37%	3.72	3.78	3.53
TIM MCGRAW Live Like You Were Dying (Curb)	3.65	3.82	80%	30%	3.66	3.54	4.00
VELVET REVOLVER Fall To Pieces (RCA/RMG)	3.64	3.71	68%	20%	3.72	3.57	4.12
ASLYN Be The Girl (Capitol)	3.63	3.58	46%	10%	3.62	3.69	3.38
RYAN CABRERA True (E.V.L.A./Atlantic)	3.60	3.72	93%	38%	3.59	3.57	3.64
JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	3.54	3.54	49%	12%	3.58	3.46	3.89
U2 Sometimes You Can't Make It On Your Own (Interscope)	3.44	3.35	61%	18%	3.24	3.12	3.60
DURAN DURAN What Happens Tomorrow (Epic)	3.38	3.30	59%	17%	3.12	2.90	3.67
GWEN STEFANI f/EVER Rich Girl (Interscope)	3.34	3.39	94%	43%	3.52	3.28	4.26
JOSS STONE Right To Be Wrong (S-Curve/EMC)	3.24	-	41%	13%	3.56	3.45	3.92

Total sample size is 321 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



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	ROB THOMAS Lonely No More (Atlantic)	742	+7	9	16/0
2	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)	632	-6	15	10/0
3	3	KELLY CLARKSON Since U Been Gone (RCA/RMG)	603	-16	15	12/0
4	4	3 DOORS DOWN Let Me Go (Republic/Universal)	542	+11	10	11/0
8	5	JANN ARDEN Where No... (Universal Music Canada)	517	+16	10	15/0
5	6	MICHAEL BUBLE Home (Warner Bros.)	516	-8	8	15/0
9	7	U2 Sometimes You Can't Make It On Your Own (Interscope)	512	+29	7	12/0
6	8	GWEN STEFANI f/EVER Rich Girl (Interscope)	495	-18	10	8/0
11	9	LIFHOUSE You And Me (Geffen)	485	+66	7	15/0
7	10	MAROON 5 Sunday Morning (Octone/J/RMG)	441	-69	15	14/0
14	11	JEREMY FISHER Highschool (Sony BMG Canada)	396	+31	6	10/0
13	12	KILLERS Mr. Brightside (Island/IDJMG)	394	+13	6	9/0
10	13	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	373	-76	22	9/0
20	14	COLLECTIVE SOUL Better Now (EI Music Group)	370	+56	4	10/1
12	15	JET Look What You've Done (Atlantic)	352	-35	10	9/0
18	16	HOWIE DAY Collide (Epic)	348	+9	13	9/0
15	17	DURAN DURAN What Happens Tomorrow (Epic)	329	-16	9	12/0
21	18	DAVID USHER Love Will Save The Day (MapleMusic)	324	+36	4	12/0
16	19	LOW MILLIONS Eleanor (Manhattan/EMC)	319	-24	18	14/0
24	20	SUM 41 Pieces (Island/IDJMG)	315	+47	4	12/1
17	21	STABLO One More Pill (Virgin Music Canada)	315	-25	12	7/0
19	22	KEANE Somewhere Only We Know (Interscope)	285	-50	17	10/0
22	23	JESSE MCCARTNEY Beautiful Soul (Hollywood)	261	-19	8	5/0
27	24	ANNA NALICK Breathe (2am) (Columbia)	257	+18	2	10/0
29	25	DIVINE BROWN Old Skool Love (Blacksmith)	255	+44	2	13/2
30	26	ALICIA KEYS Karma (J/RMG)	249	+50	2	6/1
28	27	GAVIN DEGRAW Chariot (J/RMG)	234	+18	3	10/0
23	28	K-OS Man I Used To Be (Astralwerks/EMC)	234	-46	13	7/0
25	29	NELLY ft. MCGRAW Over... (Derryfo/RoadCurtis/Universal)	226	-26	20	9/0
Debut	30	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	194	+32	1	10/0

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 4/3-4/9. 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.

REPORTERS

Stations and their adds listed alphabetically by market

<p><b>WKDD/Akron, OH*</b> OM: Keith Kennedy PD: Tony Manero MD: Deya McClurkin 1 TORI AMOS KEANE</p>	<p><b>KCIX/Boise, ID*</b> OM/MD: Jeff Cochran APD: Tobin Jeffries AVION BETTER THAN EZRA LISA MARIE PRESLEY</p>	<p><b>WKRO/Cincinnati, OH*</b> PD: Patti Marshall APD: Grover Collins MD: Brian Douglas 38 USHER 21 KELLY CLARKSON 4 BACKSTREET BOYS</p>	<p><b>WMMX/Dayton, OH*</b> PD: Jeff Stevens MD: Shaun Vincent GAVIN DEGRAW AFTERS</p>	<p><b>KALZ/Fresno, CA*</b> OM/MD: E. Curtis Johnson MD: Danny Hill No Adds</p>	<p><b>WMXL/Lexington, KY*</b> PD/MD: Dale O'Brian No Adds</p>	<p><b>WPLJ/New York, NY*</b> OM: Tom Cuddy PD: Scott Shannon MD: Tony Mascaro KILLERS</p>	<p><b>WZPT/Pittsburgh, PA*</b> OM/MD: Keith Clark APD: Jonny Hartwell MD: Scott Alexander No Adds</p>	<p><b>KLLC/San Francisco, CA*</b> PD: John Peake APD/MD: Jayn No Adds</p>	<p><b>WRMF/W Palm Beach, FL*</b> PD: Dennis Winslow APD/MD: Amy Navarro No Adds</p>
<p><b>WRVE/Albany, NY*</b> PD: Randy McCarty APD: Kevin Rush MD: Tred Hulse INGRAM HILL</p>	<p><b>WBWX/Boston, MA*</b> APD/MD: Mike Mullaney 2 JESSE MCCARTNEY</p>	<p><b>WVMX/Cincinnati, OH*</b> OM: Tommy Bodean PD: Bobby D No Adds</p>	<p><b>KALC/Denver, CO*</b> PD: BJ Harris APD/MD: Rich Stevens No Adds</p>	<p><b>WAIJ/Ft. Wayne, IN*</b> PD: Barb Richards MD: Marti Taylor RELIENT K AFTERS</p>	<p><b>KURB/Little Rock, AR*</b> PD: Randy Cain MD: Becky Rogers No Adds</p>	<p><b>WPTE/Norfolk, VA*</b> PD: Barry McKay No Adds</p>	<p><b>WMGX/Portland, ME</b> PD: Randi Kirshbaum APD/MD: Ethan Minton No Adds</p>	<p><b>KEZR/San Jose, CA*</b> OM/MD: Jim Murphy APD/MD: Michael Martinez No Adds</p>	<p><b>WROX/Washington, DC*</b> OM/MD: Kenny King MD: Carol Parker No Adds</p>
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**CAROL ARCHER**  
carcher@radioandrecords.com

## A Time Of Redefinition

**Back from Italy, Tim Pohlman gets into group ownership**

**I**n July 1993, after Tim Pohlman had established his reputation in radio sales in various markets, he was enlisted to replace KTWV (The Wave) & KFWB/Los Angeles VP/GM Chris Klaus by Klaus himself and Westinghouse head of sales John Waugaman. Over the next 10 years Pohlman made The Wave one of the highest-billing radio stations in America — No. 10 in 1998 and No. 7 in 1999 — an accomplishment unequaled by another Smooth Jazz station to this day. Then, at the very top of his game, Pohlman resigned from The Wave and moved to Italy with his family. What on earth was he thinking?

### A Change Of Heart

"Part of this equation was the fact that for the previous 2 1/2 years I had additional responsibilities as VP/Sales for Infinity's seven Los Angeles stations," Pohlman says. "My last year I was GM of The Wave and also Market Manager for the cluster. So every day there was an extremely full plate coupled with a 50-mile commute, which I'd been doing for 10 years. These factors combined to put a high degree of demand on my life.

**"On school days in Italy I'd make breakfast for the kids, which was a big deal and a real treat for me, because in Los Angeles I was up at 5am, off to the gym, then at the station all day."**

"At that time there were many changes in management at Infinity at the corporate level. The kind of managerial structure they wanted in each market was very unclear, and, for the first time ever in my radio career, my job was not fun.

"Ultimately, I realized that part of the reason that it wasn't fun was because there was such a high degree of imbalance in my life. If

there was a pivotal moment, it came when my wife, Susan, and I were away in Italy on a client-incentive trip. For the first time, I didn't want to come back to work.

"Susan looked at me and said, 'I could live here.' I said I could, too, and there was somehow a pull from above that steered us in that direction. In our case, this is what the good Lord intended us to do — to take time off and for me to redefine who I am as a person, which will, ultimately, help me redefine who I am as a manager and a leader."

### The Fruits Of His Labor

Pohlman recalls the year in Italy with his family with genuine appreciation. "Because we have two kids attending school — Katie, who was then 15, and Matthew, 11 — we had to provide some sense of normalcy to family life as grounding for them. We couldn't just be gypsies.

"There were rules about school and homework, but we tried to take every advantage to totally absorb Italy and its people and as much of Europe as we could on extended weekends. We'd each pack a backpack, wander down to the train station and set off for Germany, Switzerland, Austria, France, Spain and most of Italy north of Rome.

"We lived in a little fishing village on the Italian Riviera called Nervi and were immersed 100% in Italian culture. On school days in Italy I'd make breakfast for the kids, which was a big deal and a real treat for me, because in L.A. I was up at 5am, off to the gym, then at the station all day. If I was lucky, I got home, exhausted, at 6 or 7pm. In Italy we'd work out and read a lot, and we shopped for fresh food for lunch every day."

The Pohlman family's decision to return to the U.S. revolved around the children, especially because Katie was a sophomore in high



**CIAO, BELLO** Tim Pohlman (r) and his wife, Susan, are seen here grooving on the beach in Camogli, a town on the Italian Riviera about 25 miles from the village of Nervi, which was home base for their family during Tim's yearlong sabbatical. Today, Pohlman is CEO and Managing Director of Riviera Broadcast Group with partner and COO Chris Maguire.

school. "She wanted to stay, but we didn't want to risk having her come back to the U.S. just for her senior year," Pohlman says. "The other part was the reality that I would likely have to go back to work at some point, and the longer you're gone, the farther away you get from the mainstream of work."

**"There are a lot of stations for sale, although some are outrageously priced. Others are more modestly priced, but you'll probably have a really hard time finding a good acquisition at a great price."**

### A Search For Balance

The year Pohlman spent soul-searching changed his professional aspirations. "I began to think of opportunities that provided more balance," he says. "Those are choices you make, no matter what you do.

"Some things I learned from my experience in Italy were not to take myself so seriously, not to feel that I have to be in control, and that just because you work longer hours, you're not necessarily going to benefit personally or grow as a person. I want my new opportunity to lend itself to creating more balance in my life."

Once he returned stateside, Pohlman partnered with Chris Maguire to form a radio company, Riviera Broadcast Group. Both are Managing Directors of the group, with Pohlman serving as COO and Maguire as CFO.

"Chris lives in San Francisco and comes from the radio and tower industries," Pohlman says. "Our plan is to secure an equity partner or partners, and our goal is to acquire

radio stations in markets 15 through 150 in the West or Midwest.

"The good news is that there is a lot of venture capital and private investment money out there. There are also a lot of stations for sale, although some are outrageously priced. Others are more modestly priced, but you'll probably have a really hard time finding a good acquisition at a great price.

"It's still a seller's market, and there's a lot of competition, meaning there are plenty of existing radio owners who want to add to their portfolios, and there are lot of guys like Chris and me trying to buy radio. It's still a very, very solid investment."

### The Search Is On

Pohlman continues, "We're probably going to have to uncover opportunities that fly under the radar, whether they involve signal upgrades or move-ins, because when you go to an owner who has a station available in market No. 75 and it goes up for auction, you're going to be bidding against already existing companies that can probably afford to pay higher multiples because they can absorb it within their company and the other properties they own.

"The two of us combined make a very strong management team. Our skills complement each other, since Chris comes from a finance and merger-and-acquisition background and I come from sales, marketing and management. We want to be owner-operators, so we'll be very involved in the operation of these radio stations.

"What I'm excited about is that I'm proud of my career, proud of what I've accomplished. Now I'm anxious to apply what I've learned in a different way."

I asked Pohlman what, bottom-line, he learned from his yearlong sabbatical in Italy. His response: "I'll know when I take the test." Stay tuned.

### TALK BACK TO R&R!

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

Call me at 310-788-1665  
or e-mail: carcher@radioandrecords.com

# SMOOTH JAZZ TOP 30

POWERED BY  
MEDIABASE

April 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	①	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	756	+73	100639	15	35/0
1	②	DAVE KOZ Let It Free (Capitol)	727	+7	89410	24	31/0
3	3	KENNY G. Pick Up The Pieces (Arista/RMG)	670	-8	72727	16	31/0
4	4	TIM BOWMAN Summer Groove (Liquid B)	608	-26	69138	34	30/0
6	5	PAUL BROWN Moment By Moment (GRP/VMG)	558	-19	80597	27	32/0
5	6	MINDI ABAIR Come As You Are (GRP/VMG)	545	-45	50616	31	32/0
8	⑦	EUGE GROOVE XXL (Narada Jazz)	528	+9	56121	24	31/0
7	8	SOUL BALLET Cream (215)	479	-45	61367	32	34/0
9	⑨	MICHAEL LINGTON Two Of A Kind (Rendezvous)	436	+40	51093	18	33/0
10	⑩	NILS Pacific Coast Highway (Baja/TSR)	429	+46	49310	7	33/1
13	⑪	ANITA BAKER How Does It Feel (Blue Note/Virgin)	375	+24	40694	9	25/0
14	⑫	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	367	+19	39780	12	27/0
11	13	CHRIS BOTTI No Ordinary Love (Columbia)	340	-42	33276	19	29/0
12	14	MARION MEADOWS Sweet Grapes (Heads Up)	330	-38	33476	39	30/0
15	15	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)	326	-20	47768	35	29/0
17	⑬	JEFF LORBER Ooh La La (Narada Jazz)	317	+32	29481	9	26/0
16	17	DAVID SANBORN Tin Tin Deo (GRP/VMG)	312	-12	47906	13	26/0
22	⑮	PAUL TAYLOR Nightlife (Peak)	299	+39	44501	4	29/1
23	⑯	STEVE COLE Thursday (Narada Jazz)	298	+47	32208	4	28/1
18	⑰	VANESSA WILLIAMS You Are Everything (Lava)	295	+25	28278	7	22/2
19	⑱	3RD FORCE Believe In Me (Higher Octave)	280	+13	26755	11	26/1
20	⑲	FOURPLAY Fields Of Gold (RCA Victor/RMG)	278	+12	32777	20	23/0
25	⑳	CHUCK LOEB Tropical (Shanachie)	245	+61	28506	5	27/3
21	24	HALL & OATES I'll Be Around (U-Watch)	240	-25	18868	17	21/0
24	25	SEAL Walk On By (Warner Bros.)	222	-11	18757	19	20/0
28	⑳	PAUL JACKSON, JR. Never Too Much (GRP/VMG)	190	+19	28042	3	15/1
26	27	JOYCE COOLING Camelback (Narada Jazz)	174	-4	19210	14	18/1
27	28	PAMELA WILLIAMS Fly Away With Me (Shanachie)	172	-6	16725	12	15/0
Debut	⑳	MARCUS MILLER f/ERIC CLAPTON Silver Rain (Koch)	165	+28	12686	1	10/1
Debut	⑳	NORMAN BROWN West Coast Coolin' (Warner Bros.)	161	+13	19717	1	21/4

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 4/3-4/9. 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

**AVERAGE WHITE BAND** Work To Do (Liquid B)

Total Plays: 137, Total Stations: 14, Adds: 3

**KEN NAVARRO** You Are Everything (Positive)

Total Plays: 122, Total Stations: 9, Adds: 0

**ACOUSTIC ALCHEMY** Say Yeah (Higher Octave)

Total Plays: 103, Total Stations: 10, Adds: 1

**ADANI & WOLF** Daylight (Rendezvous)

Total Plays: 91, Total Stations: 9, Adds: 0

**JONATHAN BUTLER** Fire & Rain (Rendezvous)

Total Plays: 73, Total Stations: 9, Adds: 8

**CHIELI MINUCCI** Good Times Ahead (Shanachie)

Total Plays: 67, Total Stations: 6, Adds: 0

**EVERETTE HARP** When Can I See You Again (A440)

Total Plays: 64, Total Stations: 6, Adds: 0

**DIDO** White Flag (Arista/RMG)

Total Plays: 48, Total Stations: 4, Adds: 0

**DAVE KOZ** Love Changes Everything (Capitol)

Total Plays: 47, Total Stations: 4, Adds: 1

**THA' HOT CLUB** I'm Gonna Love You Just A Little More Baby (Shanachie)

Total Plays: 42, Total Stations: 6, Adds: 0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
JONATHAN BUTLER Fire & Rain (Rendezvous)	8
NORMAN BROWN West Coast Coolin' (Warner Bros.)	4
CHUCK LOEB Tropical (Shanachie)	3
AVERAGE WHITE BAND Work To Do (Liquid B)	3
CAMEL I'm Ready (Rendezvous)	3
VANESSA WILLIAMS You Are Everything (Lava)	2
ROBIN AVERY f/WARREN HILL Drive (Green Eyes)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	+73
CHUCK LOEB Tropical (Shanachie)	+61
JONATHAN BUTLER Fire & Rain (Rendezvous)	+60
STEVE COLE Thursday (Narada Jazz)	+47
NILS Pacific Coast Highway (Baja/TSR)	+46
AVERAGE WHITE BAND Work To Do (Liquid B)	+41
MICHAEL LINGTON Two Of A Kind (Rendezvous)	+40
PAUL TAYLOR Nightlife (Peak)	+39
JEFF LORBER Ooh La La (Narada Jazz)	+32
MARCUS MILLER f/ERIC CLAPTON Silver Rain (Koch)	+28

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	283
GERALD ALBRIGHT To The Max (GRP/VMG)	276
RICHARD ELLIOT Your Secret Love (GRP/VMG)	256
RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	232
CHRIS BOTTI Back Into My Heart (Columbia)	223
PIECES OF A DREAM It's Go Time (Heads Up)	217
NICK COLIONNE It's Been Too Long (3 Keys Music)	212
GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)	198
PAUL JACKSON, JR. Walkin' (Blue Note/EMC)	185
NICK COLIONNE High Flyin' (3 Keys Music)	180
DAN SIEGEL In Your Eyes (Native Language)	177
PAUL TAYLOR Steppin' Out (Peak)	175
QUEEN LATIFAH California Dreamin' (Vector)	165
MICHAEL LINGTON Show Me (Rendezvous)	157
ALICIA KEYS If I Ain't Got You (J/RMG)	157

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

Songs ranked by total plays

Thank You Smooth Jazz Radio and BA  
#1 Most Added  
**Fire and Rain**  
**Jonathan Butler**  
from his new album *Jonathan*

RENDEZVOUS

# SMOOTH JAZZ INDICATOR TOP 30

April 15, 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)	186	-4	960	12	14/0
2	2	JEFF LORBER Ooh La La (Narada Jazz)	171	-4	726	12	14/0
4	3	PAUL TAYLOR Nightlife (Peak)	145	+5	587	6	11/0
6	4	GEORGE DUKE T-Jam (BPM)	144	+7	572	6	13/1
7	5	NORMAN BROWN West Coast Coolin' (Warner Bros.)	138	+3	664	5	13/0
9	6	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	136	+6	820	14	10/0
14	7	LIN ROUNTREE f/TIM BOWMAN For Your Love (BDK)	131	+8	449	4	10/0
12	8	3RD FORCE Believe In Me (Higher Octave)	130	+5	471	9	13/0
11	9	STEVE COLE Thursday (Narada Jazz)	130	+5	541	5	11/0
8	10	CHUCK LOEB Tropical (Shanachie)	127	-4	534	9	12/0
13	11	PAMELA WILLIAMS Fly Away With Me (Shanachie)	125	+1	651	11	11/0
5	12	EUGE GROOVE XXL (Narada Jazz)	125	0	605	26	8/0
15	13	NELSON RANGELL That's The Way Of The World (Koch)	124	+2	656	7	12/0
16	14	KENNY G. Pick Up The Pieces (Arista/RMG)	105	-6	500	14	8/0
20	15	MATT BIANCO f/BASIA Ordinary Day (Decca/Universal)	104	+7	566	6	12/0
3	16	SOUL BALLET Cream (215)	102	-36	570	33	7/0
25	17	BOBBY WELLS Bayside (BW Music)	99	+14	536	7	8/1
22	18	ACOUSTIC ALCHEMY Say Yeah (Higher Octave)	99	+11	254	4	10/1
19	19	DAVID SANBORN Tin Tin Deo (GRP/VMG)	99	+1	394	12	9/0
17	20	NOVECENTO f/STANLEY JORDAN Easy Love (Favored Nations)	96	-4	436	24	9/0
18	21	JAMES GABRIANO Red Teddy (Gabriano Productions)	95	-4	542	12	9/0
10	22	MINDI ABAIR Come As You Are (GRP/VMG)	95	-18	487	30	8/0
21	23	DAVE KOZ Let It Free (Capitol)	91	+10	339	26	7/1
Debut	24	MARCUS MILLER f/ERIC CLAPTON Silver Rain (Koch)	89	+15	691	1	9/1
23	25	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	88	+1	588	7	5/0
28	26	PETE BELASCO Hurry, Hurry (Compendia)	87	+4	553	6	10/0
30	27	AVERAGE WHITE BAND Work To Do (Liquid 8)	85	+3	405	4	9/0
24	28	O'2L Riders On The Storm (Peak/Concord)	85	0	257	2	8/0
-	29	URBAN KNIGHTS My Boo (Narada Jazz)	81	+1	248	2	7/0
-	30	HALL & OATES I'll Be Around (U-Watch)	78	+1	560	3	5/0

16 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.

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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
HIROSHIMA Swiss Ming (Heads Up)	3
MICHAEL BRANDEBURG Midnight (Independent)	2
BOBBY CALDWELL Can't Get Over You (Music Force)	2
CAMIEL I'm Ready (Rendezvous)	2
RIPPINGTONS Wild Card (Peak)	2
ROBIN AVERY f/WARREN HILL Drive (Green Eyes)	2
JEFF GOLUB Simple Pleasures (Narada Jazz)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
HIROSHIMA Swiss Ming (Heads Up)	+29
JEFF GOLUB Simple Pleasures (Narada Jazz)	+24
MARCUS MILLER Boogie On Reggae Woman (Koch)	+23
NORMAN BROWN Let's Play (Warner Bros.)	+22
GEORGE BENSON Take You Out (GRP/VMG)	+21
BONEY JAMES Break Of Dawn (Warner Bros.)	+21
CAROL DUBOC All Of Me (Gold Note)	+20
CHIELI MINUCCI Good Times Ahead (Shanachie)	+19
KENNY G. f/DAVID BENOIT Don't Know Why (Arista/RMG)	+19

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
RICHARD ELLIOT Your Secret Love (GRP/VMG)	59
ANITA BAKER You're My Everything (Blue Note/Virgin)	56
STEVE OLIVER Chips & Salsa (Koch)	53
QUEEN LATIFAH California Dreamin' (Vector)	49
GREG ADAMS Firefly (215)	39
WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	35
G. KNIGHT f/E. ALEJANDRO Feelin' Good (Vacilon) (Pyramid)	34
HIL ST. SOUL For The Love Of You (Shanachie)	27
PETER WHITE How Does It Feel (Columbia)	26
ALICIA KEYS If I Ain't Got You (J/RMG)	26
RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	16

## REPORTERS

Stations and their adds listed alphabetically by market

**KAJZ/Albuquerque, NM\***  
OM: Jim Walton  
PD/MD: Paul Lavoie  
18 JONATHAN BUTLER  
NORMAN BROWN

**WJZZ/Atlanta, GA\***  
PD/MD: Dave Kosh  
9 MARCUS MILLER f/ERIC CLAPTON  
CAMIEL  
AVERAGE WHITE BAND

**KSMJ/Bakersfield, CA\***  
DM/MD: Chris Townshend  
APD: Nick Novak  
No Adds

**WEAA/Baltimore, MD**  
OM/MD: Maxie Jackson  
MD: Kayona Brown  
No Adds

**WSMJ/Baltimore, MD\***  
PD/MD: Lori Lewis  
18 JONATHAN BUTLER

**POWERED BY MEDIABASE**

\*Monitored Reporters

52 Total Reporters

36 Total Monitored

16 Total Indicator

Did Not Report, Playlist Frozen (1):  
KJLU/Jefferson City, MO

**WVSU/Birmingham, AL**  
PD/MD: Andy Parrish  
1 KENNY G. f/GHAKA KHAN  
1 BOBBY CALDWELL  
1 JONATHAN BUTLER  
1 ROBIN AVERY f/WARREN HILL

**WNWA/Chicago, IL\***  
OM: Bob Kaake  
PD: Steve Stiles  
MD: Michael La Crosse  
No Adds

**WNWV/Cleveland, OH\***  
OM/MD: Bernie Kimble  
1 JONATHAN BUTLER  
JEFF GOLUB

**WJZA/Columbus, OH\***  
PD/MD: Bill Harman  
PAUL TAYLOR  
AVERAGE WHITE BAND  
JONATHAN BUTLER

**KOAI/Dallas, TX\***  
OM/MD: Kurt Johnson  
MD: Mark Sanborn  
No Adds

**KJCD/Denver, CO\***  
PD/MD: Michael Fischer  
No Adds

**WVVM/Detroit, MI\***  
OM/MD: Tom Sieker  
MD: Sandy Kovach  
1 JOYCE COOLING

**KEZL/Fresno, CA\***  
OM: E. Curtis Johnson  
PD/MD: J. Weidenheimer  
CHUCK LOEB

**WJZZ/Ft. Myers, FL\***  
OM: Steve Amari  
PD: Joe Turner  
MD: Randi Bachman  
NORMAN BROWN  
JONATHAN BUTLER

**WSBZ/Ft. Walton Beach, FL**  
PD: Mark Carter  
MD: Mark Edwards  
DONNY OSMOND  
HIROSHIMA  
ACOUSTIC ALCHEMY  
MARCUS MILLER f/ERIC CLAPTON  
RIPPINGTONS

**WQTQ/Hartford, CT**  
PD/MD: Stewart Stone  
8 MAYSA  
8 MICHAEL HAGGINS

**KHJZ/Houston, TX\***  
PD: Maxine Todd  
APD/MD: Greg Morgan  
No Adds

**KPVU/Houston, TX**  
PD: Wayne Turner  
No Adds

**WYJZ/Indianapolis, IN\***  
OM/MD: Carl Frye  
NORMAN BROWN

**KOAS/Las Vegas, NV\***  
PD/MD: Erik Foxx  
CAMIEL

**KUAP/Little Rock, AR**  
PD/MD: Michael Nellums  
No Adds

**KSBR/Los Angeles, CA**  
OM/MD: Terry Wedel  
MD: Enid Cogswell  
No Adds

**KTWV/Los Angeles, CA\***  
PD: Paul Goldstein  
APD/MD: Samantha Pascual  
3 SIMPLY RED  
2 DAVE KOZ  
2 VANESSA WILLIAMS

**WJZL/Louisville, KY\***  
PD/MD: Gator Glass  
APD: Ron Fisher  
3 CHUCK LOEB  
JONATHAN BUTLER

**WLVE/Miami, FL\***  
OM: Rob Roberts  
PD/MD: Rich McMillan  
No Adds

**WJZI/Milwaukee, WI\***  
PD: Stan Atkinson  
MD: Steve Scott  
AVERAGE WHITE BAND  
STEVE COLE  
ROBIN AVERY f/WARREN HILL

**KJZI/Minneapolis, MN\***  
PD: Lauren MacLeash  
MD: Mike Wolf  
5 CHUCK LOEB  
4 VANESSA WILLIAMS

**KRVR/Modesto, CA\***  
OM/MD: Doug Wulff  
PD: James Bryan  
No Adds

**WVAS/Montgomery, AL**  
MD: Eugenia Ricks  
16 BOBBY CALDWELL  
16 CHIELI MINUCCI  
16 JEFF GOLUB  
15 ANTOINE KNIGHT  
15 WAYMAN TISDALE

**WFSK/Nashville, TN**  
MD: Chris Nowchicz  
6 HIROSHIMA  
6 CAMIEL  
6 ROBIN AVERY f/WARREN HILL  
4 HERB ALPERT & TIJUANA BRASS  
4 MICHAEL BRANDEBURG

**WQCD/New York, NY\***  
PD: Blake Lawrence  
No Adds

**WLOQ/Orlando, FL\***  
PD/MD: Brian Morgan  
2 RIPPINGTONS  
21 PIECES OF A DREAM  
1 JONATHAN BUTLER  
ROBIN AVERY f/WARREN HILL

**WJZZ/Philadelphia, PA\***  
PD: Michael Tozzi  
MD: Frank Childs  
NILS  
3RD FORCE

**KYOT/Phoenix, AZ\***  
PD: Shaun Holly  
APD/MD: Angie Handa  
No Adds

**KJZS/Reno, NV\***  
PD/MD: Robert Dees  
No Adds

**KSSJ/Sacramento, CA\***  
PD/MD: Lee Hansen  
PAUL JACKSON, JR.

**KBZN/Salt Lake City, UT\***  
OM/MD: Dan Jessop  
No Adds

**KIFM/San Diego, CA\***  
PD: Mike Vasquez  
APD/MD: Kelly Cole  
WAYMAN TISDALE

**KKSF/San Francisco, CA\***  
PD: Michael Erickson  
MD: Ken Jones  
1 JONATHAN BUTLER

**KJZY/Santa Rosa, CA\***  
PD: Gordon Zlot  
APD/MD: Rob Singleton  
15 ACOUSTIC ALCHEMY  
3 CAMIEL  
1 HERB ALPERT & TIJUANA BRASS

**DMX Jazz Vocal Blend/Satellite**  
PD/MD: Kenji Johnson  
22 NORMAN BROWN  
21 BONEY JAMES  
21 GEORGE BENSON  
20 KENNY G. f/DAVID BENOIT  
19 MARCUS MILLER  
18 WAYMAN TISDALE  
17 INCOGNITO  
16 CHAKA KHAN  
16 ALEXANDER ZONJIC  
16 PATCHES STEWART  
16 NELSON RANGELL  
15 BOBBY WELLS  
15 NORAH JONES  
14 FATBURGER  
14 JASON MILES  
13 MAYSA  
13 NIGHTBYRD  
13 RAMSEY LEWIS TRIO  
13 JIM ADKINS  
12 ROMNY JORDAN  
12 KEVIN RUSSELL  
12 RENEE OLSTEAD  
11 KEN NAVARRO  
11 BOBBY CALDWELL  
11 ANITA BAKER  
11 JANITA  
11 NILS  
10 MICHAEL BRANDEBURG  
10 AL GREEN  
10 ALICE RUSSELL  
10 STEVE OLIVER  
10 AL JARFAU  
10 MADELEINE PEYROUX  
9 GABRIEL MARK HASSELBACH  
9 QUINTIN GERRARD  
8 MICHAEL HAGGINS  
8 JAMIE BONK  
8 SLOW TRAIN SOUL  
7 DAVE KOZ  
7 JOYCE COOLING  
6 THEO BISHOP  
6 RIPPINGTONS  
6 PAUL JACKSON, JR.  
6 LINO  
6 GEORGE DUKE  
5 SEAN GRACE  
5 MELODY  
5 MICHAEL BUBLE  
5 NICOLAS BEARDE  
5 GARRY GOIN  
5 PIECES OF A DREAM  
5 GERALD ALBRIGHT  
5 MICHAEL LINGTON  
5 EUGE GROOVE

**DMX Smooth Jazz/Satellite**  
PD/MD: Jeanne Destro  
12 THEO BISHOP  
11 JEFF KASHIWA  
11 HIROSHIMA  
11 RIPPINGTONS  
8 JEFF GOLUB

**DMX Smooth Jazz/Satellite**  
PD/MD: Ross Block  
MD: Kathy Curtis  
No Adds

**DMX Smooth Jazz/Satellite**  
PD/MD: Ross Block  
MD: Kathy Curtis  
No Adds

**DMX Smooth Jazz/Satellite**  
PD/MD: Ross Block  
MD: Kathy Curtis  
No Adds

**DMX Smooth Jazz/Satellite**  
PD/MD: Ross Block  
MD: Kathy Curtis  
No Adds

**Jones Radio Network/Satellite\***  
DM: J.J. McKay  
PD: Steve Hibbard  
MD: Laurie Cobb  
No Adds

**Music Choice Smooth Jazz/Satellite**  
APD: Will Kinnally  
MD: Gary Susalis  
12 SHADES OF SOUL  
10 KELLY WILLIS  
5 BRIAN LENAIR  
5 ERIC DARIUS  
5 JEFF KASHIWA  
5 DAVID BOSWELL  
5 KLEMENT JULIENNE  
RONNY JORDAN

**Sirius Jazz Cafe/Satellite**  
PD: Teresa Kincaid  
MD: Rick Laboy  
No Adds

**XM Watercolors/Satellite**  
PD/MD: Shirilitta Colon  
No Adds

**KWJZ/Seattle, WA\***  
PD: Carol Handley  
MD: Dianna Rose  
No Adds

**KCDZ/Springfield, MO**  
OM: Jae Jones  
PD/MD: Rachael Elliott  
20 CAROL DUBOC  
12 BEBE WINANS  
5 CAMIEL

**WSSM/St. Louis, MO\***  
PD: David Myers  
No Adds

**WSJT/Tampa, FL\***  
PD: Ross Block  
MD: Kathy Curtis  
No Adds

**WJZW/Washington, DC\***  
OM: Kenny King  
PD: Carl Anderson  
MD: Renee DePuy  
NORMAN BROWN



**KEN ANTHONY**  
kanthony@radioandrecords.com

## MDs Who Rock!

Rock's top music directors talk about the format and the bands to watch for

It's a thankless job, but somebody has to do it. Yeah, right. Ask anyone who's ever been a music director, and they'll say it's probably the greatest job you can have at a radio station. After all, you get free music and concert tickets, just like the PD, but you don't bear the incredible responsibility that comes with being a programmer.

This week I thought I'd let some of Rock and Active Rock's top MDs have the floor in order to get their take on what's shakin' at the format. I gave them the following questions for their homework assignment.

- What's your take on the current state of rock? Do you feel good about the rock product that's out now?
- Who are the hot new rock artists or bands to watch for in the next nine months?
- What do you have in your car or home CD player now — your personal faves, rock or not?

**Dave Fritz**

**KQRC/Kansas City**

There is certainly some great rock product out right now. However, there are too many projects being worked to give them all a shot. With Audioslave, System Of A Down, Mudvayne and Slipknot all out at the same time, we've got some no-brainers to play.

Some labels have too much on their plates to properly work some of the baby bands. I hate the fact that some bands record an amazing CD, have one single that doesn't tear up the charts and are never heard from again.

I heard the new Seether recently and was really impressed. I think it's going to be a huge sophomore album for these guys. The Silvertide album *Show and Tell* is great and could give these guys staying power.

I recently heard somebody say, "Slipknot is Kiss for our generation," and I thought, "That could be true." Hopefully, you'll all hear about a K.C. band soon, The Sound And The Fury. They've got everything they need to blow up at Rock radio.

I've been listening to the Atomship CD a lot — that's one that people missed. Silvertide, Green Day, American Head Charge — and I've been burning up all my Mudvayne CDs waiting for the new one to come out.

**Marilynn Mee**

**WLZR/Milwaukee**

I was thinking about the state of rock in the car the other day while I was listening to an-

**"Rock listeners don't have the love and passion for the music that they did 10 or even five years ago, but I don't think it's the fault of the music."**

*Marilynn Mee*

other radio station. I realized that, despite the grumbling I occasionally hear about the lack of really good new music, there's plenty of great rock right now.

Can anyone convince me that "A Man I'll Never Be" by Boston is a better song than "Boulevard of Broken Dreams" by Green Day, or that "Jane" by Starship is a better song than "Happy" by Mudvayne? Puh-lease!

My bigger concern right now is the current state of the rock listener. For some reason, rock listeners don't have the love and passion for the music that they did 10 or even five years ago, but I don't think it's the fault of the music. At least in part it has to do with the social landscape now: Rock music isn't as much of a lifestyle as it used to be.

One thing's for certain: We're definitely due for a breakthrough. I'm still not sure where it's going to come from, but I will find it, and I'll know it when I hear it. Although Alternative stations will embrace it more than Active Rock will, I'm anxious to see what happens when The Redwalls' CD comes out, and I'm going to keep an eye on the band Seymour Glass.

I really like the new Trust Company CD, and I was pleased to find out that my cool 17-year-old nephew is really into it too. I still haven't taken the latest Exies CD out since I got it. Ditto on the Snow Patrol. And I've been listening to the Papa Roach again lately.



**Dave Fritz**



**Marilynn Mee**

## Jacking With Rock

Putting this 'hybrid rock' thing in perspective

By **Brian Beddow**  
PD, WWBN/Flint, MI

Greetings from WWBN/Flint, MI. I read about WXRK/New York's change, and, in my humble opinion, a year from now — if Here are the top 20 from 20on20 for the week of March 28. WXRK is still in the format — you'll see it has evolved into a straight-ahead Active Rocker. This is kind of the problem that faces all of us in the Active Rock genre right now.

I was programming WGRX in Baltimore back in 1995 when the Active Rock panel was formed, and what made Active Rock different from mainstream Rock was our move away from a lot of the heritage artists of the time (The Who, ZZ Top and Pink Floyd). It was kind of a natural evolution.

I understand that all markets are different — local programming is, after all, one of the best strengths of terrestrial radio — but I have to tell you that the true successes here at WWBN came when we took another look at the direction of the station a couple of years ago and decided to refocus it on active rock.

We dropped the old-school hard rock stuff we were still playing: Zeppelin, Jimi Hendrix, Bad Company and others. After wallowing in the No. 7-No. 9 12+ ranks for years and always sharing No. 1 men 18-34 with the CHR in town, we ended up dominating men 18-34, going top five 12+ and actually becoming No. 1 men 25-54.

What I learned was that when you go after a demo that's too wide, you end up being everybody's second-favorite radio station. If you track the success of the Rock format, you'll notice that there are always 10-year cycles where the format has to say goodbye to some evergreen artists as we realize the evergreens aren't evergreen to a 32-year-old.

In the mid-'80s Rock stations started passing on The Beatles and The Eagles. In the mid-'90s, at the dawn of Active Rock, it was so long to The Who, Rush and Pink Floyd. As we look at 2005, I think we have to realize that Led Zeppelin, Motley Crue and Van Halen don't appeal to the Disturbed, Chevelle and Mudvayne crowd.

Let's face it: Focused programming is what has made local radio successful for decades now. Once Active Rock, as a format, realizes it has to refocus (we haven't since the grunge days), we'll see the overall popularity of the format bounce back — again.

**Rick Roddam**

**KRZR/Fresno**

I can't remember a moment in my career when rock has been less credible with the audience. In my opinion, this is due to the slew of faceless radio rock bands who look the same, sound the same and have absolutely nothing substantial to say with their music.

The record companies have been spoon-feeding us this drivel for years because they think it's what we want to hear, but it's not what my audience wants to hear. It's due time that we break the cookie-cutter mode and start promoting bands who are going to take rock to the next level and push the genre in a bold new direction. I believe this can only happen by publicly flogging a Lord-Alge brother.

We can send an important message to the music industry that this overproduced, meaningless pop rock will no longer cut the mustard. Furthermore, we have to stop basing our programming decisions on early research. Until a song has at least 300 spins there is no way of knowing how it is truly going to react. Save your callout for the heavies and start programming with your guts again — if you have any guts.

Full Scale, on Columbia, are the best rock band I've heard all year. They remind me of a new-school Faith No More. Listen to the album and you will discover a band that truly has something substantive to say. Killswitch Engage are the future of the format as well.

My CD player is cranking Public Enemy's "It Takes a Nation of Millions," Mars Volta, Beck, Full Scale and As I Lay Dying.



**Rick Roddam**

**John Laurenti**

**WHJY/Providence**

The current state of rock is disturbing and frightening. In the past three months WHJY has added, in no specific order, Motley Crue, U2, Billy Idol, Robert Plant and Ozzy Osbourne. It's 2005, and I'm adding bands that were big in 1985!

What bands right now are going to be relevant in 20 years? The shelf life of many of them today is short. The labels have to go back to the basics. Aerosmith, Springsteen, U2, Metallica and many others all hit the mainstream by their third record. Why? Because the labels spent time and nurtured them.

That being said, I do have hope for the future. Mars Volta have been a nice surprise. The John Butler Trio and Porcupine Tree have both put out solid albums. I'm also looking forward to the new Seether album.

I have my fingers crossed for an up-and-coming artist who has a new record due out in a few weeks. His name is Joe Perry. Give it a listen when it comes across your desk. Most of the other releases for Rock this year are bands that we know are gonna kick our collective asses: Mudvayne, Audioslave, System Of A Down and, hopefully, a new Velvet Revolver.

Currently spinning in my CD player are The John Butler Trio's *Sunrise Over Sea*; Petra Haden Sings *The Who Sell Out*, a must for any Who fan; The Beastles, a mash-up disc that marries The Beatles with The Beastie Boys; U2's latest CD; Beck's *Guero*; Judas Priest's *Angel of Retribution*; and Bill Wyman's *Rhythm Kings' Just for a Thrill*.



**John Laurenti**

# R&R ROCKS CLEVELAND!

## JUNE 23-25 • 2005



**R&R CONVENTION 2005**  
**RENAISSANCE CLEVELAND HOTEL**

### REGISTRATION FORM:

#### How To Register:

**WEB** Register Instantly At:  
**www.radioandrecords.com**

**FAX** Fax This Form To:  
**(310) 203-8450**

**MAIL** R&R CONVENTION 2005  
PO BOX 515408  
Los Angeles, CA 90051-6708

#### Convention Fees:

Convention Fee includes admission to all sessions, opening night party and hospitality events.

3 OR MORE* ON OR BEFORE APRIL 29, 2005	\$399 EACH	<input type="checkbox"/>
SINGLE ON OR BEFORE APRIL 29, 2005	\$425 EACH	<input type="checkbox"/>
3 OR MORE* APRIL 30 - JUNE 17, 2005	\$450 EACH	<input type="checkbox"/>
SINGLE APRIL 30 - JUNE 17, 2005	\$475 EACH	<input type="checkbox"/>
EXTRA OPENING NIGHT PARTY TICKETS	\$125 EACH	<input type="checkbox"/>
ON-SITE REGISTRATION AFTER JUNE 17, 2005	\$550 EACH	<input type="checkbox"/>

\* All 3 Attendee Names Must Be Submitted Together

**CANCELLATION POLICY:** All cancellations must be submitted in writing. A full refund less a \$150.00 administrative fee will be issued after the Convention if notification is received on or before **May 20, 2005**. No refunds will be issued for cancellations after **May 20, 2005** or for no shows.

#### Name/Address:

Please print carefully or type in the form below. Full payment must accompany registration form. Please include a separate form for each registration. Photocopies are acceptable. Registrations are non-transferable.

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Title \_\_\_\_\_  
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Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
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#### Payment Method:

Amount Enclosed: \$ \_\_\_\_\_

Visa  MasterCard  AMEX  Check

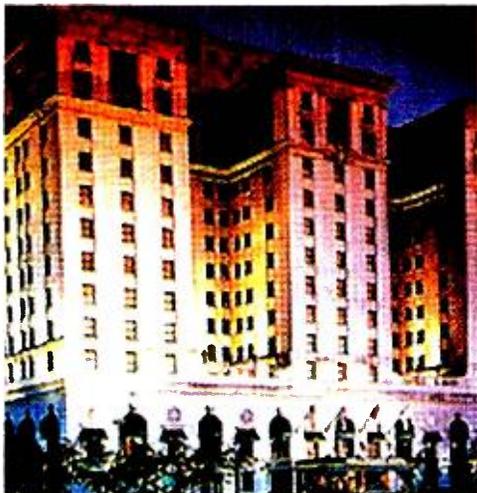
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TYPE OF ROOM	CONVENTION RATES
SINGLE/DOUBLE	\$155.00
SUITES	\$249.00 and up

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**When Making Your Hotel Reservations...  
Tell them it's the Radio & Records Convention.**

- To confirm your reservation, your arrival must be guaranteed by charging two nights deposit to a major credit card, or you may send payment by mail.
- Deposits will be refunded only if reservation is cancelled by **June 1, 2005**.
- Reservations requested after **June 1, 2005** or after the room block has been filled are subject to availability and may not be available at the Convention rate.
- Check in time is 3:00 pm; check out time is 12 noon.

**Mailing Address:** Renaissance Cleveland Hotel  
24 Public Square, Cleveland, OH 44113

Please do not call R&R for hotel reservations. Thank you.

Or reserve your hotel room online at: [www.renaissancecleveland.com](http://www.renaissancecleveland.com)  
(Group Code: RRCRCA)

# ROCK TOP 30

POWERED BY  
MEDIABASE

April 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	AUDIOSLAVE Be Yourself (Interscope/Epic)	684	+36	37010	4	28/0
1	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)	643	-81	33542	21	27/0
5	3	VELVET REVOLVER Fall To Pieces (RCA/RMG)	394	+8	22889	35	26/0
4	4	THREE DAYS GRACE Home (Jive/Zomba Label Group)	368	-20	13529	24	20/0
3	5	SHINEDOWN Burning Bright (Atlantic)	358	-56	16399	24	22/0
6	6	BREAKING BENJAMIN Sooner Or Later (Hollywood)	348	+14	17098	14	18/0
8	7	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	322	+11	17154	6	20/2
11	8	BILLY IDOL Scream (Sanctuary/SRG)	292	+10	13148	12	19/0
18	9	GREEN DAY Holiday (Reprise)	284	+59	13600	4	19/0
9	10	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	284	-24	10392	11	19/1
7	11	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	280	-40	9208	15	16/0
12	12	OZZY OSBOURNE Mississippi Queen (Epic)	278	-4	13010	6	16/0
17	13	NINE INCH NAILS The Hand That Feeds (Interscope)	265	+39	9674	4	17/1
14	14	BREAKING BENJAMIN So Cold (Hollywood)	259	-9	13703	43	16/0
16	15	MUDVAYNE Happy? (Epic)	257	+11	11439	9	15/0
13	16	CHEVELLE The Clincher (Epic)	237	-32	7179	13	17/0
20	17	SILVERTIDE Blue Jeans (J/RMG)	211	+10	6683	7	13/0
10	18	3 DOORS DOWN Let Me Go (Republic/Universal)	205	-84	8738	18	14/0
19	19	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	189	-19	8049	16	15/0
21	20	COLLECTIVE SOUL Better Now (El Music Group)	180	-21	9562	11	15/0
24	21	NO ADDRESS When I'm Gone (Sadie) (Atlantic)	167	+21	4013	5	19/0
22	22	QUEENS OF THE STONE AGE Little Sister (Interscope)	166	-4	6993	10	13/0
27	23	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	147	+9	5754	2	9/0
Debut	24	MOTLEY CRUE Sick Love Song (Island/IDJMG)	142	+41	4801	1	12/1
23	25	U2 All Because Of You (Interscope)	132	-34	11601	15	10/0
25	26	BLACK LABEL SOCIETY Suicide Messiah (Artemis)	127	-14	3263	8	14/0
Debut	27	3 DOORS DOWN Behind Those Eyes (Republic/Universal)	124	+89	4749	1	15/3
Debut	28	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	123	+36	2796	1	10/0
Debut	29	U2 Sometimes You Can't Make It On Your Own (Interscope)	119	+47	5821	1	10/0
28	30	SUBMERSED Hollow (Wind-up)	102	-23	2637	17	7/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
SEETHER Remedy (Wind-up)	17
PAPA ROACH Take Me (Geffen)	6
DARK NEW DAY Brother (Warner Bros.)	4
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	3
JOE PERRY Shakin' My Cage (Columbia/Sony BMG Canada)	3
ROBERT PLANT Shine It All Around (Sanctuary/SRG)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	+89
GREEN DAY Holiday (Reprise)	+59
U2 Sometimes You Can't Make It On Your Own (Interscope)	+47
SEETHER Remedy (Wind-up)	+41
MOTLEY CRUE Sick Love Song (Island/IDJMG)	+41
NINE INCH NAILS The Hand That Feeds (Interscope)	+39
AUDIOSLAVE Be Yourself (Interscope/Epic)	+36
MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	+36
NICKELBACK Figured You Out (Roadrunner/IDJMG)	+30
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	+21

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	238
CROSSFADE Cold (Columbia)	223
JET Cold Hard Bitch (Atlantic)	220
VELVET REVOLVER Slither (RCA/RMG)	218
PAPA ROACH Scars (Geffen)	194
U2 Vertigo (Interscope)	187
PAPA ROACH Getting Away With Murder (Geffen)	184
NICKELBACK Figured You Out (Roadrunner/IDJMG)	163
JET Are You Gonna Be My Girl (Atlantic)	142
CROSSFADE So Far Away (Columbia)	125

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 4/3-4/9. 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

### SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)

Total Plays: 96, Total Stations: 9, Adds: 1

### BECK E-Pro (Interscope)

Total Plays: 83, Total Stations: 7, Adds: 0

### PORCUPINE TREE Shallow (Lava)

Total Plays: 82, Total Stations: 9, Adds: 1

### ALTER BRIDGE Broken Wings (Wind-up)

Total Plays: 55, Total Stations: 5, Adds: 0

### MADSIDe Enemy (Evo)

Total Plays: 43, Total Stations: 5, Adds: 0

### DAVE MATTHEWS BAND American Baby (RCA/RMG)

Total Plays: 43, Total Stations: 3, Adds: 1

### SEETHER Remedy (Wind-up)

Total Plays: 41, Total Stations: 17, Adds: 17

### BREAKING POINT Show Me A Sign (Wind-up)

Total Plays: 28, Total Stations: 5, Adds: 1

### PAPA ROACH Take Me (Geffen)

Total Plays: 19, Total Stations: 8, Adds: 6

### INTANGIBLE Those Around You (Larkio Music)

Total Plays: 16, Total Stations: 3, Adds: 1

Songs ranked by total plays

## REPORTERS

Stations and their adds listed alphabetically by market

**KZRR/Albuquerque, NM\***  
OM: Bill May  
PD: Phil Mahoney  
APD: Judi Civerolo  
DARK NEW DAY

**WZZO/Allentown, PA\***  
PD: Rick Strauss  
MD: Chris Line  
No Adds

**KWHL/Anchorage, AK**  
PD: Jen Shevlin  
APD/MD: Brad Stennett  
10 SHINEDOWN  
1 3 DOORS DOWN  
1 SEETHER

**WTOS/Augusta, ME**  
OM/PD: Steve Smith  
APD: Chris Rush  
3 ROBERT PLANT

**KLBJ/Austin, TX\***  
OM/PD: Jeff Carroll  
MD: Loris Lowe  
SEETHER

**KOOJ/Baton Rouge, LA\***  
PD: Paul Cannell  
MD: Jay Burns  
7 SEETHER  
4 DARK NEW DAY  
1 JOE PERRY

**KIOC/Beaumont, TX\***  
PD/MD: Mike Davis  
8 PORCUPINE TREE  
2 SEETHER  
1 INTANGIBLE  
PAPA ROACH

**WPTQ/Bowling Green, KY**  
OM/PD: Alex "Axe" Parocai  
APD/MD: Monty Foster  
16 NINE INCH NAILS  
12 U2  
10 PORCUPINE TREE  
10 GREEN DAY

**WRQK/Canton, OH\***  
PD: Garrett Hart  
MD: Nick Andrews  
7 3 DOORS DOWN  
4 MOTLEY CRUE  
1 SEETHER

**WPXC/Cape Cod, MA**  
OM: Steve McVie  
PD/MD: Suzanne Tonaire  
APD: James Gallagher  
GREEN DAY  
NO ADDRESS

**WKLC/Charleston, WV**  
OM/PD: Bill Knight  
1 SEETHER

**WEBN/Cincinnati, OH\***  
OM/PD: Scott Reinhart  
MD: Rick Vaske  
12 NINE INCH NAILS  
6 SEETHER  
PAPA ROACH

**WMMS/Cleveland, OH\***  
PD: Bo Matthews  
MD: Hunter Scott  
2 SEETHER

**KNCN/Corpus Christi, TX\***  
OM/PD: Paula Newell  
APD/MD: Monte Montana  
4 SEETHER  
1 PAPA ROACH

**KQDS/Duluth**  
OM/PD: Bill Jones  
APD: Jason Manning  
25 CHEVELLE  
15 ROBERT PLANT  
5 3 DOORS DOWN

**KLAQ/EI Paso, TX\***  
OM/PD: Courtney Nelson  
APD/MD: Glenn Garza  
9 SEETHER  
7 DAVE MATTHEWS BAND  
PAPA ROACH

**WMTT/Elimira, NY**  
PD: George Harris  
MD: Stephen Shimer  
13 ROBERT PLANT  
13 AUDIOSLAVE  
11 BREAKING BENJAMIN  
9 CHEVELLE  
1 DOG FACED GODS

**KFLY/Eugene, OR**  
OM/PD: Chris Sargent  
No Adds

**WRQO/Fayetteville, NC\***

OM: Perry Stone  
PD: Mark Arsen  
MD: Al Field  
3 PAPA ROACH  
1 DARK NEW DAY  
SEETHER

**WRVC/Huntington**  
OM/PD: Jay Nunley  
APD/MD: Reeves Kirtner  
3 CHEVELLE  
3 3 DOORS DOWN  
3 LIFE OF AGONY  
3 ALTER BRIDGE  
2 PAPA ROACH  
2 SYSTEM OF A DOWN  
2 SEETHER

**WRKR/Kalamazoo, MI**  
OM: Mike McKelly  
PD/MD: Jay Deacon  
PAPA ROACH  
SEETHER

**KZZE/Medford, OR**  
PD: Marty McGuire  
MD: Rob King  
No Adds

**WDHA/Morrisstown, NJ\***  
OM/PD: Terrie Carr  
2 JOE PERRY  
1 SEETHER

**WXMM/Norfolk, VA\***  
OM: John Shomby  
PD/MD: Jay Slater  
SEETHER

**KFZX/Odessa, TX**  
PD/MD: Steve Driscoll  
8 PROM KINGS

**WWCT/Peoria, IL**  
PD: Gabe Reynolds  
MD: John Marshall  
3 SYSTEM OF A DOWN  
3 SEETHER  
DOG FACED GODS

**WMMR/Philadelphia, PA\***  
PD: Bill Weston  
APD/MD: Chuck Damico  
MD: Sean "The Rabbi" Tyszier  
7 SEETHER

**KDKB/Phoenix, AZ\***  
PD: Jose Bonadonna  
MD: Paul Peterson  
No Adds

**WRKZ/Pittsburgh, PA\***  
OM: Keith Clark  
PD: Ryan Mill  
No Adds

**KUFQ/Portland, OR\***  
OM/PD: Dave Numme  
APD/MD: Dan Bozyk  
WEEZER

**WHEB/Portsmouth, NH\***  
PD: Chris "Doc" Garrett  
MD: Jason "JR" Russell  
3 DOORS DOWN  
JOE PERRY

**WHJY/Providence, RI\***  
PD: Scott Laudani  
APD/MD: Doug Palmieri  
MD: John Laurenti  
No Adds

**WBBB/Raleigh, NC\***  
PD: Steve Nachlis  
No Adds

**KCAL/Riverside, CA\***  
PD: Steve Hoffman  
APD/MD: Daryl Norsell  
No Adds

**WROV/Roanoke, VA\***  
PD: Aaron Roberts  
APD/MD: Heidi Krummert-Tate  
8 SILVERTIDE  
3 DOORS DOWN

**WXRX/Rockford, IL**  
PD/MD: Jim Stone  
PAPA ROACH  
3 DOORS DOWN  
RA  
SEETHER

**KRXQ/Sacramento, CA\***  
OM: Jim Fox  
PD: Pat Martin  
3 BREAKING POINT  
1 SEETHER  
DARK NEW DAY

**KBER/Salt Lake City, UT\***  
OM: Bruce Jones  
PD: Kelly Hammer  
APD/MD: Darby Wilcox  
THEORY OF A DEADMAN  
ROBERT PLANT  
SEETHER

**KSRX/San Antonio, TX\***  
APD: Ed "Mister Ed" Lambert  
MD: Mark Landis  
PAPA ROACH  
ROBERT PLANT

**KZOZ/San Luis Obispo, CA**  
PD/MD: David Atwood  
1 3 DOORS DOWN  
1 SEETHER

**KTUX/Shreveport, LA\***  
PD: Kevin West  
MD: Flynn Stone  
SEETHER

**WWDG/Syracuse, NY\***  
OM: Rich Lauber  
PD: Scorch  
MD: Scott Dixon  
No Adds

**WKLT/Traverse City, MI**  
PD/MD: Terri Ray  
1 JUDAS PRIEST  
1 DARK NEW DAY

**KMOD/Tulsa, OK\***  
OM/PD: Don Crisi  
1 SEETHER

**KRTQ/Tulsa, OK\***  
OM: Steve Hunter  
PD/MD: Chris Kelly  
APD: Kelly Garrett  
SYSTEM OF A DOWN  
SEETHER

**KBRQ/Waco, TX**  
PD/MD: Brent Henstee  
1 PAPA ROACH  
SEETHER

**KBZS/Wichita Falls, TX**  
OM: Chris Walters  
PD: Liz Ryan  
APD/MD: Vicki Vox  
10 SHINEDOWN  
6 MOTLEY CRUE  
1 NO ADDRESS

POWERED BY  
MEDIABASE

\*Monitored Reporters

49 Total Reporters

29 Total Monitored

20 Total Indicator

Did Not Report,  
Playlist Frozen (2):  
KCLB/Palm Springs, CA  
WMZK/Wausau, WI

# ACTIVE ROCK TOP 50

April 15, 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	MUDVAYNE Happy? (Epic)	1753	+81	83829	10	58/1
3	2	AUDIOSLAVE Be Yourself (Interscope/Epic)	1752	+107	97168	5	59/0
1	3	BREAKING BENJAMIN Sooner Or Later (Hollywood)	1714	+2	73212	15	58/0
4	4	CHEVELLE The Clincher (Epic)	1548	+62	70504	14	58/0
6	5	NINE INCH NAILS The Hand That Feeds (Interscope)	1260	+61	59501	4	59/0
8	6	EXIES Ugly (Virgin)	1124	-4	38190	24	55/0
5	7	THREE DAYS GRACE Home (Jive/Zomba Label Group)	1090	-120	50204	26	50/0
11	8	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	1037	+31	38419	12	53/0
7	9	SHINEDOWN Burning Bright (Atlantic)	1009	-154	42298	26	50/0
17	10	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	1003	+215	34968	3	59/2
12	11	GREEN DAY Holiday (Reprise)	989	+131	44803	6	52/1
9	12	GREEN DAY Boulevard Of Broken Dreams (Reprise)	919	-129	44847	22	56/0
10	13	CROSSFADE So Far Away (Columbia)	905	-134	34943	24	45/0
15	14	SUBMERSED Hollow (Wind-up)	867	+29	29668	27	43/0
13	15	QUEENS OF THE STONE AGE Little Sister (Interscope)	776	-79	28634	13	50/0
14	16	OZZY OSBOURNE Mississippi Queen (Epic)	773	-68	41392	7	44/0
18	17	SILVERTIDE Blue Jeans (J/RMG)	744	+15	21555	8	45/0
16	18	PAPA ROACH Scars (Geffen)	694	-96	30264	22	38/0
21	19	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	681	-11	23625	8	52/1
20	20	TRUST COMPANY Stronger (Geffen)	676	-24	16150	10	47/0
23	21	NO ADDRESS When I'm Gone (Sadie) (Atlantic)	629	+3	23276	8	50/1
27	22	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	547	+9	19363	11	42/1
25	23	BLACK LABEL SOCIETY Suicide Messiah (Artemis)	541	-50	19782	13	39/0
28	24	PROM KINGS Alone (Three Kings)	532	+34	13233	12	44/0
26	25	DROWNING POOL Killin' Me (Wind-up)	506	-60	14027	9	40/0
24	26	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	496	-118	22072	17	32/0
22	27	A PERFECT CIRCLE Passive (Virgin)	477	-154	19069	14	29/0
30	28	MOTLEY CRUE Sick Love Song (Island/IDJMG)	473	+99	24777	5	38/2
33	29	PORCUPINE TREE Shallow (Lava)	367	+31	6283	6	38/0
31	30	BECK E-Pro (Interscope)	366	-5	14273	7	25/0
46	31	ALTER BRIDGE Broken Wings (Wind-up)	311	+151	8427	2	27/0
32	32	BILLY IDOL Scream (Sanctuary/SRG)	308	-35	9940	10	23/0
36	33	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	289	+13	13792	4	18/0
29	34	FUTURE LEADERS OF THE WORLD Everyday (Epic)	280	-145	7807	12	26/0
Debut	35	SEETHER Remedy (Wind-up)	246	+246	16019	1	51/51
40	36	BREAKING POINT Show Me A Sign (Wind-up)	232	+26	5593	3	24/1
Debut	37	3 DOORS DOWN Behind Those Eyes (Republic/Universal)	230	+160	7803	1	35/5
38	38	ATREYU Right Side Of The Bed (Victory)	226	+15	4347	9	23/1
39	39	SHADOWS FALL Inspiration On Demand (Century Media)	201	-5	3782	2	25/0
35	40	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	186	-95	7452	16	18/0
34	41	SKINDRED Pressure (Lava)	183	-112	4324	12	23/0
41	42	FULL SCALE Party Political (Columbia)	176	-5	3100	9	19/0
37	43	3 DOORS DOWN Let Me Go (Republic/Universal)	176	-55	6382	19	20/0
49	44	WEEZER Beverly Hills (Geffen)	167	+42	4856	2	10/1
45	45	ALTER BRIDGE Find The Real (Wind-up)	158	-3	8919	20	11/0
48	46	MADSIDE Enemy (Eva)	144	+16	3713	6	16/1
44	47	KILLSWITCH ENGAGE Rose Of Sharyn (Roadrunner/IDJMG)	142	-19	3445	5	15/0
Debut	48	PAPA ROACH Take Me (Geffen)	141	+116	3504	1	39/25
Debut	49	LIFE OF AGONY Love To Let You Down (Epic)	141	+89	2605	1	21/5
50	50	EIGHTEEN VISIONS I Let Go (Epic)	120	+4	3669	2	15/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
SEETHER Remedy (Wind-up)	51
PAPA ROACH Take Me (Geffen)	25
DARK NEW DAY Brother (Warner Bros.)	15
JOE PERRY Shakin' My Cage (Columbia/Sony BMG Canada)	6
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	5
LIFE OF AGONY Love To Let You Down (Epic)	5
INTANGIBLE Those Around You (Larkio Music)	3
JUDAS PRIEST Worth Fighting For (Epic)	3
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	2
MOTLEY CRUE Sick Love Song (Island/IDJMG)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SEETHER Remedy (Wind-up)	+246
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	+215
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	+160
ALTER BRIDGE Broken Wings (Wind-up)	+151
GREEN DAY Holiday (Reprise)	+131
PAPA ROACH Take Me (Geffen)	+116
AUDIOSLAVE Be Yourself (Interscope/Epic)	+107
MOTLEY CRUE Sick Love Song (Island/IDJMG)	+99
LIFE OF AGONY Love To Let You Down (Epic)	+89
MUDVAYNE Happy? (Epic)	+81

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CROSSFADE Cold (Columbia)	731
BREAKING BENJAMIN So Cold (Hollywood)	661
PAPA ROACH Getting Away With Murder (Geffen)	581
SLIPKNOT Duality (Roadrunner/IDJMG)	512
VELVET REVOLVER Fall To Pieces (RCA/RMG)	458
VELVET REVOLVER Slither (RCA/RMG)	439
CHEVELLE Vitamin R (Leading Us Along) (Epic)	371
JET Cold Hard Bitch (Atlantic)	366
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	353
LINKIN PARK Lying From You (Warner Bros.)	342

## NEW & ACTIVE

Z-TRIP Walking Dead (Hollywood)  
Total Plays: 105, Total Stations: 6, Adds: 0

U2 Sometimes You Can't Make It On Your Own (Interscope)  
Total Plays: 77, Total Stations: 6, Adds: 0

DARK NEW DAY Brother (Warner Bros.)  
Total Plays: 63, Total Stations: 18, Adds: 15

INTANGIBLE Those Around You (Larkio Music)  
Total Plays: 41, Total Stations: 9, Adds: 3

JOE PERRY Shakin' My Cage (Columbia/Sony BMG Canada)  
Total Plays: 21, Total Stations: 6, Adds: 6

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 4/3-4/9. 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.



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# ACTIVE ROCK

April 15, 2005



America's Best Testing Active Rock Songs  
12 + For The Week Ending 4/15/05

Artist Title (Label)	TW	LW	Famil.	Burn	M 18-34	M 18-24	M 25-34
BREAKING BENJAMIN So Cold (Hollywood)	4.39	4.33	98%	23%	4.36	4.38	4.34
CROSSFADE Cold (Columbia)	4.29	4.31	97%	28%	4.09	4.00	4.18
MUDVAYNE Happy? (Epic)	4.28	4.15	67%	4%	4.41	4.19	4.62
BREAKING BENJAMIN Sooner Or Later (Hollywood)	4.23	4.19	93%	13%	3.92	4.11	3.73
PAPA ROACH Scars (Geffen)	4.21	4.16	93%	19%	3.99	4.19	3.78
THREE DAYS GRACE Home (Jive/Zomba Label Group)	4.16	4.18	97%	24%	4.01	4.12	3.89
CHEVELLE The Clincher (Epic)	4.16	4.21	79%	9%	3.99	4.03	3.94
EXIES Ugly (Virgin)	4.14	4.17	76%	10%	3.86	4.03	3.67
SLIPKNOT Before I Forget (Roadrunner/IDJMG)	4.11	4.08	65%	9%	4.22	4.03	4.42
SUBMERSED Hollow (Wind-up)	4.05	4.10	53%	4%	4.10	4.10	4.09
SHINEDOWN Burning Bright (Atlantic)	4.04	4.12	78%	15%	3.96	3.97	3.94
CROSSFADE So Far Away (Columbia)	4.00	4.12	92%	19%	3.87	3.92	3.82
NINE INCH NAILS The Hand That Feeds (Interscope)	4.00	3.95	71%	7%	4.13	3.97	4.30
GREEN DAY Boulevard Of Broken Dreams (Reprise)	3.94	3.96	99%	48%	3.94	4.00	3.87
A PERFECT CIRCLE Passive (Virgin)	3.93	3.94	68%	8%	3.83	3.78	3.87
TRUST COMPANY Stronger (Geffen)	3.90	3.92	53%	6%	3.60	3.68	3.50
DROWNING POOL Killin' Me (Wind-up)	3.80	3.75	58%	9%	3.83	3.56	4.07
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	3.79	3.71	49%	8%	3.50	3.48	3.52
GREEN DAY Holiday (Reprise)	3.78	3.94	85%	23%	3.61	3.65	3.57
AUDIOSLAVE Be Yourself (Interscope/Epic)	3.77	3.76	73%	14%	3.97	4.00	3.95
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	3.64	-	64%	14%	3.87	3.70	4.03
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	3.58	3.73	78%	23%	3.80	3.55	4.06
BLACK LABEL SOCIETY Suicide Messiah (Artemis)	3.51	3.35	55%	10%	3.50	3.04	4.00
MARS VOLTA The Widow... (Strummer/Universal)	3.42	3.30	52%	13%	3.35	3.27	3.42
FUTURE LEADERS OF THE WORLD Everyday (Epic)	3.35	3.42	43%	9%	3.11	3.17	3.04
QUEENS OF THE STONE AGE Little Sister (Interscope)	3.33	3.57	74%	21%	3.38	3.30	3.47

Total sample size is 302 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic.com is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



## ROCK TOP 30

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	AUDIOSLAVE Be Yourself (Interscope/Epic)	582	+81	4	13/0
3	2	THEORY OF A DEADMAN No Surprise (604/Universal)	508	+27	12	13/0
2	3	SUM 41 Pieces (Island/IDJMG)	483	-6	16	9/0
6	4	GREEN DAY Holiday (Reprise)	455	+76	7	13/1
5	5	QUEENS OF THE STONE AGE Little Sister (Interscope)	399	+19	12	10/0
4	6	U2 All Because Of You (Interscope)	371	-21	18	11/0
8	7	MATT MAYS... Cocaine... (Sonic/Warner Music Canada)	370	+13	7	17/0
9	8	BOY Up In This Town (MapleMusic/Universal)	354	+14	9	11/0
7	9	KILLERS Mr. Brightside (Island/IDJMG)	347	-24	21	11/0
10	10	COLLECTIVE SOUL Better Now (El Music Group)	333	0	10	12/0
14	11	OZZY OSBOURNE Mississippi Queen (Epic)	291	+4	5	12/0
17	12	BECK E-Pro (Interscope)	279	+28	8	7/1
11	13	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	275	-40	13	8/0
20	14	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	272	+48	3	9/0
26	15	SLOAN All Used Up (Vik/Sony BMG Canada)	265	+106	2	15/5
13	16	GREEN DAY Boulevard Of Broken Dreams (Reprise)	255	-53	24	15/0
15	17	PAPA ROACH Scars (Geffen)	250	-21	15	10/0
12	18	3 DOORS DOWN Let Me Go (Republic/Universal)	250	-58	17	11/0
22	19	NINE INCH NAILS The Hand That Feeds (Interscope)	234	+45	3	9/2
16	20	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	233	-21	15	12/0
18	21	THORNLEY Beautiful (604/Universal)	213	-17	12	11/0
25	22	U2 Sometimes You Can't Make It On Your Own (Interscope)	204	+37	4	11/1
29	23	WEEZER Beverly Hills (Geffen)	198	+63	2	9/5
24	24	STAGGERED CROSSING Perfect Prize (Bent Penny)	193	+20	3	10/2
23	25	JIMMY EAT WORLD Work (Interscope)	171	-15	11	7/0
30	26	JACK JOHNSON Sitting, Waiting... (Brushfire/Universal)	166	+32	3	9/4
27	27	GARBAGE Why Do You Love Me (Geffen)	160	+15	5	5/0
Debut	28	GRADY Hammer In My Hand (Warner Music Canada)	156	+26	1	10/2
21	29	CROSSFADE So Far Away (Columbia)	149	-41	8	7/0
-	30	BREAKING BENJAMIN Sooner Or Later (Hollywood)	134	+10	5	7/1

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 4/3-4/9. 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 Canon.

## REPORTERS

Stations and their adds listed alphabetically by market

<b>KEYJ/Abilene, TX</b> OM: James Cameron PD/MO: Frank Pain PAPA ROACH JUDAS PRIEST SEETHER	<b>WYBB/Charleston, SC*</b> OM: Mike Allen 1 SEETHER DOG FACED GODS DARK NEW DAY	<b>KAZR/Des Moines, IA*</b> OM: Jim Schaefer PD: Ryan Patrick MO: Andy Hall 1 SEETHER	<b>WRUF/Gainesville, FL*</b> OM: Harry Guscott APD: Monica Ritz MO: Matt LeHolla No Adds	<b>KQRC/Kansas City, MO*</b> PD: Bob Edwards APD/MO: Dave Fritz 12 SEETHER INSTRUCTION	<b>WGIR/Manchester, NH</b> PD: Alex James APD: Becky Pohotsky U2 BECK	<b>WYXX/Panama City, FL</b> PD: Keith Allen APD/MO: The Freak 7 3 DOORS DOWN 7 PAPA ROACH 7 SEETHER	<b>KIOZ/San Diego, CA*</b> OM: Jim Richards PD/MO: Shauna Moran-Brown 3 SEETHER	<b>KXRX/Tri-Cities, WA</b> PD: Curt Carlier MO: Scotty Steele 6 SEETHER
<b>WQBK/Albany, NY*</b> PD/MO: Cheri Walker GREEN DAY	<b>WRXR/Chattanooga, TN*</b> OM: Kris Van Dyke PD: Bone MO: Ogie 3 PAPA ROACH 1 SEETHER ATREYU DARK NEW DAY	<b>WRIF/Detroit, MI*</b> OM: Doug Podell APD/MO: Mark Pennington 2 SEETHER 1 PAPA ROACH 1 JOE PERRY	<b>WZOR/Green Bay, WI</b> PD/MO: Rozanne Steele 16 SEETHER	<b>WJXQ/Lansing, MI*</b> PD: Bob Olson MO: Carolyn Stone PAPA ROACH DARK NEW DAY SEETHER	<b>KFRQ/McAllen, TX*</b> OM: Alex Duran 2 PAPA ROACH 1 SEETHER	<b>WTKX/Pensacola, FL*</b> PD: Joel Sampson APD/MO: Mark The Shark 15 SEETHER 4 NO ADDRESS 1 PAPA ROACH	<b>KURQ/San Luis Obispo, CA</b> OM: Andy Winford MO: Stephanie Bell PAPA ROACH SEETHER	<b>WKLL/Utica, NY</b> PD: Scott Pattison APD/MO: Tim Noble 20 SEETHER 10 LIFE OF AGONY
<b>WVWX/Appleton, WI*</b> PD: Guy Dark 1 DARK NEW DAY 1 SEETHER	<b>WZZN/Chicago, IL*</b> PD: Bill Gamble APD: Steve Levy MO: James Van Ostol 11 SEETHER 5 DARK NEW DAY	<b>WRBQ/Duluth</b> OM: Mark Friescher 13 GREEN DAY	<b>WXQR/Greenville, NC*</b> APD/MO: Matt Lee 9 SEETHER PAPA ROACH DARK NEW DAY	<b>KOMP/Las Vegas, NV*</b> PD: John Griffin MO: Big Marty 1 SEETHER	<b>KBRE/Merced, CA</b> PD/MO: Mikay Martinez APD: Jason LaChance EIGHTEEN VISIONS PAPA ROACH INTANGIBLE JOE PERRY SEETHER	<b>WIXO/Peoria, IL</b> OM: Ric Morgan PD/AM: Matt Bakan MUSE SEETHER	<b>KXFX/Santa Rosa, CA*</b> PD: Don Harrison MO: Todd Pyme 1 PAPA ROACH SEETHER	<b>KFMW/Waterloo, IA</b> OM: Michael Cross 15 SEETHER 5 PAPA ROACH 5 FUTURE LEADERS OF THE WORLD
<b>WCHZ/Augusta, GA*</b> OM: Harley Drew PD/MO: Chuck Williams 1 PAPA ROACH SEETHER	<b>KROR/Chico, CA</b> OM: Ron Woodward PD/MO: Train Sandoval 5 WEEZER 4 TSAR 3 GREEN DAY DARK NEW DAY SEETHER	<b>KNRQ/Eugene, OR</b> PD/MO: Al Scott 19 BREAKING BENJAMIN DARK NEW DAY SEETHER	<b>WQXM/Hagerstown</b> OM: Mike Holder APD: Shawn Quinn SILVERTIDE PAPA ROACH	<b>KZCD/Lawton, OK</b> PD: Don "Crittter" Brown APD: David Combs 7 3 DOORS DOWN 5 SEETHER 3 ALTER BRIDGE	<b>WLRZ/Milwaukee, WI*</b> PD: Sean Elliott MO: Marilyn Mee 6 SEETHER 1 PAPA ROACH	<b>WYSP/Philadelphia, PA*</b> OM: Tim Sabean APD: Gil Edwards MO: Spike 14 SEETHER	<b>KISW/Seattle, WA*</b> PD: Dave Richards APD: Ryan Casillo MO: Ashley Wilson 9 SEETHER 4 LIFE OF AGONY	<b>WKOH/Wausau, WI</b> OM: Max Bumpardner PD/AM: Dan Walenski 32 THEORY OF A DEADMAN 7 OZZY OSBOURNE 6 BLACK LABEL SOCIETY
<b>KKXX/Bakersfield, CA*</b> PD: John Boyle MO: JJ Priole 16 SEETHER 14 JOE PERRY 7 VELVET REVOLVER	<b>KRAB/Bakersfield, CA*</b> PD/MO: Danny Spanks 6 SEETHER	<b>WGBF/Evansville, IN</b> OM: Mike Sanders PD: Fatboy APD/MO: Slick Nick 8 SEETHER 1 PAPA ROACH 1 3 DOORS DOWN 1 WEEZER	<b>WQXA/Harrisburg, PA*</b> PD: Claudine DeLorenzo MO: Nixon 4 SEETHER 1 DARK NEW DAY	<b>WJZZ/Lexington, KY*</b> OM: Robert Lindsey PD: Jerome Fischer APD: Twitch 2 SEETHER 1 MOTLEY CRUE 1 SYSTEM OF A DOWN	<b>KXKR/Minneapolis, MN*</b> OM: Rick Alexander PD: Wade Linder APD/MO: Pablo 9 DARK NEW DAY 1 SEETHER JUDAS PRIEST	<b>WXLN/Quad Cities, IA*</b> PD: JJ Jeffries PD/MO: Pablo MO: Larry McFee 4 SEETHER MADSID	<b>WBRB/South Bend, IN</b> OM: Ron Stryker 10 WEEZER 2 DARK NEW DAY 2 SEETHER 2 3 DOORS DOWN	<b>KICT/Wichita, KS*</b> OM: Larry McFee MO: Larry McFee 2 PAPA ROACH 1 SEETHER
<b>WYIY/Baltimore, MD*</b> OM: Kerry Plackmeyer PD: Dave Hill APD/MO: Bob Heckman No Adds	<b>KILO/Colorado Springs, CO*</b> OM: Rich Hawk PD: Russ Ford 14 SEETHER 3 DOORS DOWN	<b>WWBN/Flint, MI*</b> OM: Jay Patrick PD: Brian Beddow APD/MO: Tony LaBrie DARK NEW DAY SEETHER	<b>WCCC/Hartford, CT*</b> PD: Michael Paozzi APD/MO: Mike Karolyi MO: Nixon PAPA ROACH INTANGIBLE LIFE OF AGONY	<b>KIBZ/Lincoln, NE</b> OM: Jim Steel PD: Tim Sheridan APD/MO: Sparky PAPA ROACH ALSTON SEETHER	<b>KMRQ/Modesto, CA*</b> OM: Max Miller PD: Jack Paper APD/MO: Matt Foley 4 SEETHER 3 PAPA ROACH	<b>WYAT/Monmouth, NJ*</b> OM: Carl Craft APD/MO: Robyn Lane 1 MUDVAYNE JOE PERRY	<b>KDOT/Reno, NV*</b> OM: Jim McClain PD/MO: Jave Patterson 10 SEETHER	<b>WBSX/Wilkes Barre, PA*</b> OM: Jules Riley PD: Chris Lloyd MO: James McKay DARK NEW DAY SEETHER
<b>WCPR/Biloxi, MS*</b> OM: Jay Taylor PD: Scott Fox MO: Mitch Cry 3 DOORS DOWN SEETHER	<b>KBBM/Columbia, MO</b> OM: Jack Lawson PAPA ROACH SEETHER	<b>WRQC/Ft. Myers, FL*</b> PD: Lance Hale MO: Shawn "Milo" Fennell 3 SEETHER PAPA ROACH INTANGIBLE	<b>WAMX/Huntington</b> PD: Paul Ostlund 12 SEETHER 14 PAPA ROACH 4 JUDAS PRIEST	<b>KJUE/Little Rock, AR*</b> MO: Marty 7 SYSTEM OF A DOWN MOTLEY CRUE 3 DOORS DOWN WEEZER	<b>WRAT/Monmouth, NJ*</b> OM: Robyn Lane 1 MUDVAYNE JOE PERRY	<b>KDDT/Reno, NV*</b> OM: Jim McClain PD/MO: Jave Patterson 10 SEETHER	<b>WATX/Wichita, KS*</b> OM: Larry McFee MO: Larry McFee 2 PAPA ROACH 1 SEETHER	
<b>WAFB/Boston, MA*</b> PD: Keith Hastings MO: Mistress Carrie 10 SEETHER 4 LIFE OF AGONY 2 JOE PERRY PAPA ROACH DARK NEW DAY	<b>WBXZ/Columbus, OH*</b> PD: Hal Fish APD/MO: Ronni Hunter 2 SEETHER DARK NEW DAY	<b>WRXW/Jackson, MS*</b> PD: Johnny Maze APD/MO: Blake Patton MO: Brad Stevens 7 SEETHER 1 DARK NEW DAY	<b>WTFX/Louisville, KY*</b> PD: Michael Lee MO: Frank Webb SLIPKNOT 3 DOORS DOWN	<b>WCLG/Morgantown, WV</b> OM: Paul Miller MO: Dave Mardock 1 SEETHER 3 DOORS DOWN	<b>WNOR/Norfolk, VA*</b> PD: Harvey Kojan APD/MO: Tim Parker PAPA ROACH JUDAS PRIEST SEETHER	<b>WQKZ/Saginaw, MI*</b> PD: Hoser EVEN THE ODD 3 DOORS DOWN SEETHER	<b>WZBH/Salisbury, MD</b> OM: Shawn Murphy APD/MO: Miki Hunter PAPA ROACH SHADOWS FALL ALSTON INTANGIBLE LIFE OF AGONY SEETHER	<b>WBSX/Wilkes Barre, PA*</b> OM: Jules Riley PD: Chris Lloyd MO: James McKay DARK NEW DAY SEETHER
<b>KRFX/Corpus Christi, TX*</b> OM: Scott Holt APD/MO: Dave Ross 13 SEETHER PAPA ROACH	<b>WBYP/Ft. Wayne, IN*</b> PD: Cindy Miller MO: Stiller 9 SEETHER PAPA ROACH MARS VOLTA LIFE OF AGONY RA	<b>WJJO/Madison, WI*</b> PD: Randy Hawke APD/MO: Blake Patton MO: Brad Stevens 7 SEETHER 4 PAPA ROACH	<b>KFMX/Lubbock, TX</b> OM: Wes Nessmann 7 SEETHER	<b>KATT/Oklahoma City, OK*</b> OM: Chris Baker MO: Jake Daniels 13 SEETHER 1 LIFE OF AGONY BREAKING POINT	<b>WQKZ/Saginaw, MI*</b> PD: Hoser EVEN THE ODD 3 DOORS DOWN SEETHER	<b>WZBH/Salisbury, MD</b> OM: Shawn Murphy APD/MO: Miki Hunter PAPA ROACH SHADOWS FALL ALSTON INTANGIBLE LIFE OF AGONY SEETHER	<b>WAOX/Syracuse, NY*</b> OM: Tom Mitchell PD: Alexis 2 PAPA ROACH INTANGIBLE JOE PERRY SEETHER	<b>WXTB/Tampa, FL*</b> OM: Brad Hardin APD/MO: Brian Medlin No Adds



89 Total Reporters

59 Total Monitored  
30 Total Indicator



**KEVIN STAPLEFORD**  
kstapleford@radioandrecords.com

PART TWO OF A TWO-PART SERIES

## The True Power Of Jack

The anti-buzz on what everybody is buzzing about

This is awkward. How do you discuss something like Jack without engaging in any of that icky hyperbole? Every day, it seems, there's a new Jack here or a fake Jack there, and the Alt world has been inundated with high-profile attempts to snag some of the Jack magic for itself. In order to avoid the hype, this week we bring you one of Jack's architects, Garry Wall, in his first interview on the subject.

The time: Dec. 30, 2002. The place: Vancouver, British Columbia, where Rogers Broadcasting was itching to inject new life into waning Soft AC outlet CKKS (Kiss). Bohn and Associates consulted, and Paragon did the research. The result? Jack.

**GW:** The genesis of Jack was the search for an idea that could be developed into a product that would appeal to adults, something that could rejuvenate a radio station that needed some juice. What ultimately happened was that a sophisticated product design was put in place, and then it was named and launched.

**R&R:** That sounds almost too simple, especially in light of what Jack has become.

**GW:** I don't think anyone involved at that point would have predicted the course of Jack. People had different points of view on what might or might not happen, but I'm not sure that anyone thought it would turn into a phenomenon!

**R&R:** Yet here we are — and I'm still trying to get a handle on what makes Jack so different.

**GW:** From the beginning it was a clean design, because it stemmed from the intention to create a new concept for a listener target, as opposed to repairing a wounded concept. There were several other options, but Jack was the one that Rogers had the most passion for.

**R&R:** A lot of people seem to be reacting to what they think Jack means, even in the Alternative world. Does that surprise you?



Garry Wall

**GW:** Keep in mind that Jack is more than just a name and a big playlist; it's a very carefully designed product that requires really good operators in each market. Other stations that are just putting a wild name on a huge list of songs — I don't know what they're doing, but it isn't Jack.

Having said that, I happen to be one of the old guys who remembers what Rick Carroll's stations sounded like. What I recall is how exciting they were to listen to. As a radio person, I might not have been able to endorse it intellectually, but I don't listen to radio like that, and I don't think most other people do either. People experience a station, and they either like it or they don't. They don't sit there and try to figure everything out.

**R&R:** There was definitely a vibe on those stations. It transcended the music, although the music was a major part of it. Is that what Jack is designed to have?

**GW:** There are many parts to product design in radio — music, promotions, DJs and production — and Jack has all of them. They've all been very carefully designed, originally based on research, and subsequently based on what we've learned.

Ultimately, it comes down to how well management is able to make it local and connect with the market. When you're connecting with the market, it goes beyond the technical and becomes emotional.

**R&R:** That would mean that the Jack in Dallas and the Jack in Los Angeles are totally different machines, right?

**GW:** I think that's fair to say, but you would still recognize them as being Jack. The same would have been said, in the '80s, for KROQ/Los Angeles and XTRA (91X)/San Diego. They weren't the same, but I could recognize them as being in the same family.

**R&R:** That's true, but Rick Carroll was all about creating a new alternative to existing radio formats. We've got more to contend with now.

**GW:** It's not about

iPods, and it's not about satellite radio — terrestrial radio has 177 million people who come in every week. While we have a lot to criticize about our products, we obviously have a lot going for us too.

People miss the point when they say that Jack is this or that in terms of technical details. Look, it's inciting passion, so raise the bar of your own proposition. When Jet Blue came in and turned American Airlines and Delta upside down, it was no secret to those of us who were flying why that happened. Duh — give me a nice seat with a TV in it and a decent rate, and I'm there.

**R&R:** When Alternative programmers talk about losing their brand value and their audience passion, they usually moan about how their fortunes are tied to whatever music happens to be out at any given time.

**GW:** You know what, we can point to a lot of different reasons for that, and they may all have some merit, but when I talk to people who spend a lot of their time downloading music, they don't complain that there's no good music out there. There are more musicians than ever recording music, so the perceived shortage is a result of a narrowing pipeline between the labels and the radio stations. The consumers who are bypassing the pipeline are not complaining.

**R&R:** Have you paid much attention to the "Neo" Alternative stations?

**GW:** I've heard about them, and I like the idea, but I can't say that I've spent a lot of time actually listening to them yet.

**"The genesis of Jack was the search for an idea that could be developed into a product that would appeal to adults, something that could rejuvenate a radio station that needed some juice."**

**R&R:** What they seem to have in common with Jack is the concept of tapping in to their listeners' passion. They attempt to do it almost completely with music though. In fact, it's all about music.

**GW:** Well, the interest in getting listeners passionate again is similar, and, as I understand it, both are built around the music. The difference is that "Neo" is based more on Rock listeners, while Jack is a broader entertainment product that pulls in a greater coalition. From what you described, Neo also sounds much more serious, and Jack doesn't take itself very seriously at all.

**R&R:** Then what makes Jack work? What drives it?

**GW:** It seems that people get fixated on Jack and think they need to copy it or take it apart, but it's an all-encompassing approach. If your brand is stale, if your radio station is a commodity, you need to freshen it up. Nobody wants a product that's stale.

I've seen Classical stations that have very passionate listeners. Pay no attention to the man behind the curtain, whether it's Jack or not. Jack knows why it's doing what it's doing — do you? Are you connecting passionately with your market?

**R&R:** I'd like to get back to something that you touched on before, and that's the role of management. How important are they in developing stations that incite the type of passion that you're talking about?

**"Pay no attention to the man behind the curtain, whether it's Jack or not."**

**GW:** Local management is absolutely essential to Jack's success. That's why, as far as Jack goes, we've opted not to do business in situations where we didn't feel everything lined up properly. Jack needs smart, talented and creative people to bring it to life and make it fit their market.

**R&R:** It sounds like it needs more than just talented people; it needs managers who are willing to think beyond one or two quarters.

**GW:** Yes. The industry today is too focused on how we're doing this quarter and this month, and few broadcasters have the luxury to develop or fund ideas like this. Rogers was thinking more long-term, and they were willing to invest.

I think we've been harvesting for a long time in this business, and now the time has come to reseed. We've assumed that the listeners would always be there at a certain passion level for our business, and we now know that's not true. We've got to sing for our supper, so we better start singing a lot better.

**R&R:** We'd better start creating products and brands that get people excited again.

**GW:** Passionately excited. I'll give you an example of that, which I may have shared with you before. I remember when I first got to San Diego [to program KKLQ (Q106) in 1986], and I listened to 91X. I got to town and heard a promo for Oingo Boingo. I had no idea who they were, and they had sold out two shows at the Sports Arena. It scared the crap out of me.

Soon after that we began to realize that there were songs on 91X that actually would fit Q106, so we started playing artists like Depeche Mode. The 91X listeners would call us and be vehemently angry with us: "You're stealing 91X music and ruining it!" We knew that we were doing the right thing for our listeners, but to them it was blasphemy.

Those 91X listeners — even though they had a Q106 button — were so passionate about the 91X brand and their station and held it in such reverence that they were moved to defend it. What does that tell you?

**R&R:** That there was a killer brand in place — and it was more than a format. In fact, we would throw in The Kinks or The Who or even James Brown just to mix things up. How Jack of us was that?

**GW:** I know that you didn't just sit around thinking, "Oh, this will fuck their heads up." I think you said, "This fits, and it makes sense on some level," and you knew why, and you did it. It wasn't just a lark. The precursors to today's Alternative format were following very good gut instincts.

**R&R:** Well, to be fair, it was gut mixed with some solid research — which, I assume, is also how this whole Jack thing got started in the first place.

**GW:** In many ways, yes. Jack is a brand that has three-plus years of history and is now in 20 markets in Canada and the United States. There's a knowledge base behind Jack. It's not some willy-nilly thing.

I'm not trying to sell the format here, I'm really not. The point for me is, "Hey, wake up, and let's rejuvenate this business." Not by copying Jack, but by getting your listeners back in the passion game. Come up with your own ideas and connect with your listeners. They don't care about formats; they just care if they like it — or not.



**KINGS OF TULSA** Jack or no Jack, we need more rock stars who look like rock stars. Hence, we need Kings Of Leon, whose Nathan (l) and Caleb Followill are seen encircling KMYZ/Tulsa PD Corbin Pierce with their rock star-ness.

# ALTERNATIVE TOP 50

April 15, 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)	2345	+83	153892	5	70/0
3	2	<b>2</b> NINE INCH NAILS The Hand That Feeds (Interscope)	2103	+103	130470	4	71/0
2	3	GREEN DAY Holiday (Reprise)	2071	-3	138955	14	67/0
4	4	<b>4</b> BECK E-Pro (Interscope)	1942	+10	107878	10	70/0
5	5	<b>5</b> QUEENS OF THE STONE AGE Little Sister (Interscope)	1882	+13	109242	13	66/0
6	6	<b>6</b> WEEZER Beverly Hills (Geffen)	1784	+212	123563	3	71/1
7	7	BREAKING BENJAMIN Sooner Or Later (Hollywood)	1381	-22	62166	15	51/0
12	8	<b>8</b> GARBAGE Why Do You Love Me (Geffen)	1278	+20	54898	8	66/0
13	9	CHEVELLE The Clincher (Epic)	1222	-2	55549	13	54/1
9	10	KILLERS Mr. Brightside (Island/IDJMG)	1219	-97	75918	27	50/0
8	11	GREEN DAY Boulevard Of Broken Dreams (Reprise)	1175	-205	75380	27	68/0
14	12	<b>12</b> SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	1157	+94	63471	3	59/0
10	13	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	1123	-156	74007	14	57/0
11	14	JIMMY EAT WORLD Work (Interscope)	1099	-177	49265	17	55/0
17	15	EXIES Ugly (Virgin)	1019	-12	47581	20	42/0
15	16	CROSSFADE Cold (Columbia)	1014	-42	64703	45	45/0
16	17	CROSSFADE So Far Away (Columbia)	984	-50	36670	12	49/0
18	18	<b>18</b> MUDVAYNE Happy? (Epic)	955	+28	43711	9	41/2
19	19	PAPA ROACH Scars (Geffen)	863	-50	51414	22	38/0
21	20	<b>20</b> Z-TRIP Walking Dead (Hollywood)	844	+53	54409	5	46/3
22	21	TRUST COMPANY Stronger (Geffen)	711	-51	21186	10	43/0
23	22	<b>22</b> KINGS OF LEON The Bucket (RCA/RMG)	706	+15	33394	10	47/2
28	23	<b>23</b> KILLERS Smile Like You Mean It (Island/IDJMG)	677	+78	44057	7	42/2
25	24	<b>24</b> INTERPOL Evil (Matador)	660	+10	38297	13	36/1
31	25	<b>25</b> MY CHEMICAL ROMANCE Helena (Reprise)	650	+76	28121	6	43/2
27	26	<b>26</b> BRAVERY An Honest Mistake (Island/IDJMG)	647	+42	34363	9	42/2
26	27	<b>27</b> JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	636	+30	46496	14	32/1
32	28	<b>28</b> HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)	614	+51	28347	7	37/2
30	29	<b>29</b> NO ADDRESS When I'm Gone (Sadie) (Atlantic)	607	+4	24829	7	40/4
33	30	<b>30</b> U2 Sometimes You Can't Make It On Your Own (Interscope)	567	+10	32841	7	44/0
24	31	<b>31</b> 3 DOORS DOWN Let Me Go (Republic/Universal)	528	-158	26003	18	28/0
35	32	<b>32</b> KAISER CHIEFS I Predict A Riot (Universal)	488	+15	18002	10	37/1
36	33	<b>33</b> SUM 41 Pieces (Island/IDJMG)	437	-38	30468	19	25/0
29	34	<b>34</b> A PERFECT CIRCLE Passive (Virgin)	434	-182	16387	15	27/0
40	35	<b>35</b> SLIPKNOT Before I Forget (Roadrunner/IDJMG)	428	+13	14066	5	29/0
41	36	<b>36</b> ACCEPTANCE Different (Columbia)	424	+21	14249	5	36/1
39	37	<b>37</b> THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	419	-12	16778	6	27/3
34	38	<b>38</b> LOUIS XIV Finding Out True Love Is Blind (Pineapple/Atlantic)	417	-113	26509	13	27/0
38	39	<b>39</b> UNWRITTEN LAW Save Me (Lava)	344	-100	11737	18	24/0
42	40	<b>40</b> CAESARS Jerk It Out (Astralwerks/EMC)	325	+20	14792	3	22/1
37	41	<b>41</b> SHINEDOWN Burning Bright (Atlantic)	322	-137	14048	19	13/0
45	42	<b>42</b> PEPPER Give It Up (Volcom Entertainment/Lava)	294	+33	24120	4	18/4
44	43	<b>43</b> DAVE MATTHEWS BAND American Baby (RCA/RMG)	292	-3	15283	3	18/3
43	44	<b>44</b> SNOW PATROL Chocolate (A&M/Interscope)	287	-18	15094	10	19/0
46	45	<b>45</b> TEGAN & SARA Walking With A Ghost (Vapor/SRG)	277	+19	16555	12	17/1
50	46	<b>46</b> GORILLAZ Feel Good Inc. (Virgin)	271	+82	15094	2	22/1
<b>Debut</b>	47	<b>47</b> SEETHER Remedy (Wind-up)	253	+253	16489	1	36/36
47	48	<b>48</b> MODEST MOUSE World At Large (Epic)	253	+6	13195	4	14/1
<b>Debut</b>	49	<b>49</b> UNWRITTEN LAW She Says (Lava)	227	+137	12151	1	29/5
<b>Debut</b>	50	<b>50</b> OASIS Lyla (Epic)	224	+218	19629	1	34/26

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
SEETHER Remedy (Wind-up)	36
OASIS Lyla (Epic)	26
PAPA ROACH Take Me (Geffen)	23
STEREOPHONICS Dakota (You Made Me Feel Like The One) (V2)	9
MUSE Stockholm Syndrome (Warner Bros.)	5
UNWRITTEN LAW She Says (Lava)	5
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	4
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	4
PEPPER Give It Up (Volcom Entertainment/Lava)	4
LIFE OF AGONY Love To Let You Down (Epic)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SEETHER Remedy (Wind-up)	+253
DASIS Lyla (Epic)	+218
WEEZER Beverly Hills (Geffen)	+212
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	+170
UNWRITTEN LAW She Says (Lava)	+137
NINE INCH NAILS The Hand That Feeds (Interscope)	+103
MUSE Stockholm Syndrome (Warner Bros.)	+96
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	+94
AUDIOSLAVE Be Yourself (Interscope/Epic)	+83
GORILLAZ Feel Good Inc. (Virgin)	+82

## NEW & ACTIVE

MUSE Stockholm Syndrome (Warner Bros.)	Total Plays: 224, Total Stations: 29, Adds: 5
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	Total Plays: 222, Total Stations: 20, Adds: 4
KEANE Everybody's Changing (Interscope)	Total Plays: 139, Total Stations: 11, Adds: 1
STEREOPHONICS Dakota (You Made Me Feel Like The One) (V2)	Total Plays: 127, Total Stations: 20, Adds: 9
HAWTHORNE HEIGHTS Ohio Is For Lovers (Victory)	Total Plays: 119, Total Stations: 10, Adds: 1
WAKEFIELD C'mon Baby (Jive/Zomba Label Group)	Total Plays: 111, Total Stations: 12, Adds: 0
SENSES FAIL Buried A Lie (Vagrant)	Total Plays: 111, Total Stations: 10, Adds: 2
RAVEONETTES Love In A Trashcan (Columbia)	Total Plays: 95, Total Stations: 8, Adds: 1
LIFE OF AGONY Love To Let You Down (Epic)	Total Plays: 94, Total Stations: 14, Adds: 4
FUTUREHEADS Decent Days And Nights (Sire/Reprise)	Total Plays: 94, Total Stations: 10, 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).

71 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 4/3-4/9. 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.



# ALTERNATIVE ROCKS CLEVELAND!

These people are making it happen...

Leslie Fram  
WNNX/Atlanta



Robbie Lloyd  
Interscope



Jacqueline Saturn  
Epic



Kevin Weatherly  
KROQ/Los Angeles



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America's Best Testing Alternative Songs 12 +  
For The Week Ending 4/15/05

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
GREEN DAY Holiday (Reprise)	4.32	4.27	97%	18%	4.31	4.22	4.41
KILLERS Mr. Brightside (Island/IDJMG)	4.23	4.34	93%	25%	4.18	3.93	4.44
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.21	4.21	100%	46%	4.30	4.27	4.32
WEEZER Beverly Hills (Geffen)	4.15	—	70%	7%	4.10	4.09	4.11
JIMMY EAT WORLD Work (Interscope)	4.11	4.15	85%	16%	4.01	3.97	4.05
BREAKING BENJAMIN Sooner Or Later (Hollywood)	4.03	3.89	84%	19%	3.99	3.95	4.04
UNWRITTEN LAW Save Me (Lava)	4.00	3.97	78%	14%	3.96	4.06	3.84
KILLERS Smile Like You Mean It (Island/IDJMG)	4.00	—	70%	10%	3.93	3.60	4.28
PAPA ROACH Stars (Geffen)	3.95	4.02	93%	29%	3.91	3.82	4.00
CHEVELLE The Clincher (Epic)	3.89	3.90	69%	11%	3.81	3.99	3.59
BRAVERY An Honest Mistake (Island/IDJMG)	3.87	3.88	44%	7%	3.77	3.37	4.20
QUEENS OF THE STONE AGE Little Sister (Interscope)	3.85	3.93	78%	13%	3.79	3.78	3.79
NINE INCH NAILS The Hand That Feeds (Interscope)	3.83	3.96	71%	12%	3.82	3.89	3.74
A PERFECT CIRCLE Passive (Virgin)	3.83	3.75	58%	10%	3.88	3.86	3.90
EXIES Ugly (Virgin)	3.82	3.81	68%	14%	3.67	3.72	3.60
CROSSFADE Cold (Columbia)	3.81	3.86	91%	35%	3.72	3.67	3.77
3 DOORS DOWN Let Me Go (Republic/Universal)	3.69	3.75	91%	32%	3.68	3.71	3.64
AUDIOSLAVE Be Yourself (Interscope/Epic)	3.68	3.85	72%	15%	3.54	3.57	3.51
BECK E-Pro (Interscope)	3.68	3.83	71%	15%	3.65	3.66	3.64
INTERPOL Evil (Matador)	3.68	3.72	54%	11%	3.53	3.33	3.72
TRUST COMPANY Stronger (Geffen)	3.66	3.58	46%	9%	3.62	3.71	3.47
CROSSFADE So Far Away (Columbia)	3.65	3.81	77%	19%	3.49	3.44	3.54
JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	3.65	—	71%	20%	3.62	3.54	3.70
THREE DAYS GRACE Home (Jive/Zomba Label Group)	3.64	3.66	88%	32%	3.50	3.39	3.64
MARS VOLTA The Widow... (Strummer/Universal)	3.64	3.57	62%	16%	3.63	3.35	3.94
GARBAGE Why Do You Love Me (Geffen)	3.62	3.84	66%	13%	3.66	3.57	3.76
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	3.46	—	54%	14%	3.24	3.35	3.13

Total sample size is 336 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.

## Playing Telephone: Alt Fans Cutting The Cord?

Last week Jacobs Media dropped a bomb in the form of an all-client web poll devoted specifically to technology and new media that included interviews with 19,000 Rock radio listeners. Among Jacobs' findings was the mind-numbing idea that 37% of Alternative music fans between the ages of 18-29 now operate solely off their cell phones. Arbitron doesn't call cell phones, which means that over a third of our audience is theoretically out of play.

"While we at Jacobs believe that reports of Alternative's death are, to paraphrase Mark Twain, greatly exaggerated, let it be known that Arbitron's methodology might figure prominently in an autopsy report," says Jacobs Media's **Dave Beasing**.

**"Alternative is most heavily impacted, and the numbers are scary."**

**Fred Jacobs**

Arbitron VP/Communications **Thom Mocarsky**, meanwhile, points out that the complexity of the coverage shortfalls is directly related to the technology itself. "There are a ton of issues to sort out," he says. "Since numbers are now completely portable, geography and cell phone area codes don't match. You could be calling an L.A. exchange and find that the person is now living in South Carolina. If you add cell phones to the sample frame, households with land lines and cell phones now have an additional chance to be in the survey."

Mocarsky would also like to direct your attention to the U.S. Census Bureau, which says that only 7% of households are cell-phone only. More specifically, the census data identifies 19% of 15-24-year-olds and a little less than 10% of 25-34-year-olds as "cord-cutters." In addition, national exit polls during last November's presidential election found that 19% of voters between the ages of 18 and 29 had moved into the cell-only realm — a significantly smaller number than that in the Jacobs report.

Another caveat to ponder is the fact that each station in the Jacobs study was limited to a maximum number of respondents. While this was done to ensure that no single market would dominate the results, it follows that small markets would then be equally weighted with large ones — which is enough to give professional polling people a pretty evil twitch when discussing the representative value of any national poll.

"This study was focused on people who are online and using radio," says **Fred Jacobs**. "So, of course, we're not claiming that's it representative of the population at large. But what really hits you between the eyes is that Alternative is most heavily impacted, and the numbers are scary."

Most important, Jacobs also sees a connection between the types of people Arbitron needs to flush out and those who were involved in his survey. "These are listeners who want to be involved, and they've demonstrated their propensity to fill out surveys," he says. "In my heart of hearts I believe that these are people who would fill out a diary — if only we could get one in their hands."

## REPORTERS

Stations and their adds listed alphabetically by market

<b>WHRL/Albany, NY*</b> DM: John Cooper PD: Lisa Biello 2 SEETHER PAPA ROACH	<b>WAVF/Charleston, SC*</b> PD: Dave Rassi MD: Suzy Boe 23 DAVE MATTHEWS BAND 1 WEEZER	<b>WXEG/Dayton, OH*</b> DM: Tony Tilford PD: Steve Kramer APD/MD: Boomer 9 SEETHER 8 Z-TRIP	<b>WXNR/Greenville, NC*</b> DM: Bruce Simat PD: Jeff Sanders APD/MD: Charlie Shaw 2 HAWTHORNE HEIGHTS 2 SEETHER 1 OASIS	<b>KXTE/Las Vegas, NV*</b> PD: Chris Ripley MD: Carly Brown 15 SEETHER 5 LIFE OF AGONY 2 PEPPER MUSE	<b>KKND/New Orleans, LA*</b> PD: Sig MD: Vydra 22 SEETHER 4 PAPA ROACH 4 SEETHER 2 UNWRITTEN LAW 3 DOORS DOWN	<b>WCYY/Portland, ME</b> PD: Herb Ivy MD: Brian James 6 OASIS 4 SEETHER PAPA ROACH UNWRITTEN LAW FALL OUT BOY	<b>KBZT/San Diego, CA*</b> PD: Garret Michaelis APD/MD: Mike Halloran MARS VOLTA	<b>WSUN/Tampa, FL*</b> DM: Paul Ciliano PD: Shark 1 DAVE MATTHEWS BAND 3 KILLERS MUDVAYNE
<b>WNNX/Atlanta, GA*</b> DM: Leslie Fram MD: Jay Harren 5 OASIS 2 CAESARS	<b>WEND/Charlotte*</b> DM: Bruce Logan PD/MD: Jack Baniet 4 3 DOORS DOWN 2 PAPA ROACH	<b>KTCL/Denver, CO*</b> PD: Mike O'Connor APD: Rich Rubin MD: Hill Jordan 15 MODEST MOUSE 5 GREEN DAY	<b>KUCD/Honolulu, HI*</b> PD: Jamie Hyatt 21 SEETHER 12 PEPPER 8 PAPA ROACH 4 TEGAN & SARA NO ADDRESS	<b>KROQ/Los Angeles, CA*</b> PD: Kevin Weatherly APD: Gene Sandbloom MD: Matt Smith 23 ALKALINE TRIO 7 ARCADE FIRE	<b>WRRV/Newburgh, NY</b> PD: Andrew Boris MD: Bill Denn PAPA ROACH SEETHER	<b>KNRK/Portland, OR*</b> PD: Mark Hamilton APD: Jaime Cooley 1 STEREOPHONICS	<b>XTRA/San Diego, CA*</b> PD: Jim Richards MD: Marty Whitely No Adds	<b>KFMA/Tucson, AZ*</b> PD: Matt Spry APD/MD: Stephen Kallio 5 SENSES FAIL
<b>WJSE/Atlantic City, NJ*</b> PD: Scott Reilly DRESDEN DOLLS EIGHTEEN VISIONS PAPA ROACH OASIS SEETHER	<b>WKQX/Chicago, IL*</b> PD: Mike Stern APD/MD: Jacent Jackson 8 SEETHER	<b>CIMX/Detroit, MI*</b> PD: Murray Brookshaw APD: Vince Cannova MD: Matt Franklin 3 MUDVAYNE 1 BRAVERY	<b>KTBZ/Houston, TX*</b> PD: Vince Richards MD: Don Jantzen 19 SEETHER 5 OASIS	<b>WLRS/Louisville, KY*</b> PD: Anrae Fitzgerald MD: Davia Hill 9 SEETHER 1 BRAVERY	<b>WROX/Norfolk, VA*</b> PD: Michele Diamond MD: Mike Powers 1 OASIS KEANE FUTUREHEADS UNWRITTEN LAW	<b>WBRU/Providence, RI*</b> PD: Seth Rostler APD: Sarah Rose MD: Chris Novello KINGS OF LEON	<b>KITS/San Francisco, CA*</b> PD: Sean Demery APD/MD: Aaron Aceisen 10 SEETHER 1 ALKALINE TRIO	<b>KMYZ/Tulsa, OK*</b> PD: Corbin Pierce 4 PAPA ROACH
<b>KROX/Austin, TX*</b> DM: Jeff Carroll PD: Lynn Garstow MD: Toby Ryan No Adds	<b>WAQZ/Cincinnati, OH*</b> PD/MD: Jeff Nagel 15 OASIS 15 SEETHER 9 NO ADDRESS 1 KINGS OF LEON HOT HOT HEAT	<b>KXNA/Fayetteville, AR</b> PD/MD: Dave Jackson 25 SEETHER	<b>WRZX/Indianapolis, IN*</b> PD: Lenny Dana MD: Michael Young No Adds	<b>WMAD/Madison, WI*</b> DM: Mike Ferris PD: Brad Savage 24 SEETHER 1 NO ADDRESS 1 FALL OUT BOY PAPA ROACH	<b>WRRR/Oakland, CA*</b> PD: Adam Cook MD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 14 DARK NEW DAY 5 SEETHER PAPA ROACH	<b>WBYL/Richmond, VA*</b> PD: Mike Murphy MD: Dustin Matthews No Adds	<b>WPBZ/W. Palm Beach, FL*</b> PD: Nick Rivers MD: Nick Rivers 3 SEETHER 2 STEREOPHONICS THEORY OF A DEADMAN REEL BIG FISH	
<b>WRAX/Birmingham, AL*</b> PD: Ken Wall MD: Mark Lindsey 2 SEETHER OASIS	<b>WXTM/Cleveland, OH*</b> PD: Kim Monroe APD: Dom Hardella MD: Tim "Slate" PAPA ROACH SEETHER	<b>WYKJ/Fredricksburg, VA</b> DM/MD: Paul Johnson APD/MD: Frank Wells 1 SEETHER CAESARS	<b>WPLA/Jacksonville, FL*</b> DM: Gail Austin APD/MD: Chad Chumley 6 SEETHER	<b>WMFS/Memphis, TN*</b> PD: Rob Crossman MD: Sydney Nabors PAPA ROACH OASIS SEETHER	<b>WJRR/Oakland, CA*</b> DM: Adam Cook MD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 14 DARK NEW DAY 5 SEETHER PAPA ROACH	<b>WRXL/Richmond, VA*</b> DM: Bill Canill PD/MD: Casey Krukowski 15 SEETHER 3 Z-TRIP 3 LIFE OF AGONY 1 PAPA ROACH	<b>KNDD/Seattle, WA*</b> PD: Phil Manning APD: Jim Keller 17 OASIS	
<b>KQXR/Boise, ID*</b> DM: Dan McColly PD: Eric Kristensen MD: Jeremi Smith 2 SEETHER 3 DOORS DOWN	<b>WARQ/Columbia, SC*</b> PD: Dave Stewart MD: Dave Farra 3 SEETHER 2 PAPA ROACH 2 DARK NEW DAY 1 OASIS 1 INTERPOL	<b>WYKJ/Fredricksburg, VA</b> DM/MD: Paul Johnson APD/MD: Frank Wells 1 SEETHER CAESARS	<b>WRZK/Johnson City*</b> PD/MD: Scott Oaks SEETHER	<b>WHTG/Monmouth, NJ*</b> PD: Mike Gavin APD/MD: Brian Phillips 1 OASIS 1 SENSES FAIL STEREOPHONICS	<b>WJRR/Oakland, CA*</b> DM: Adam Cook MD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 14 DARK NEW DAY 5 SEETHER PAPA ROACH	<b>WYOJ/Richmond, VA*</b> DM: Bill Canill PD/MD: Casey Krukowski 15 SEETHER 3 Z-TRIP 3 LIFE OF AGONY 1 PAPA ROACH	<b>WSFM/Wilmington, NC</b> PD/MD: Mike Kennedy 7 SEETHER 6 HAWTHORNE HEIGHTS 4 PAPA ROACH	
<b>WBCN/Boston, MA*</b> PD: Dave Wellington APD/MD: Steven Strick PAPA ROACH STEREOPHONICS SEETHER GARBAGE	<b>WWCD/Columbus, OH*</b> DM: Randy Matloy PD: Andy Davis MD: Jack DeVoss 1 OASIS GRAHAM COXON UNWRITTEN LAW RAVEONETTES	<b>WRZK/Johnson City*</b> PD/MD: Scott Oaks SEETHER	<b>WTRZ/Johnson City*</b> DM/MD: Bruce Clark APD: Lori 1 MUSE 1 3 DOORS DOWN 1 Z-TRIP	<b>KMBY/Monterey, CA*</b> PD: Rob Crossman MD: Sydney Nabors PAPA ROACH OASIS SEETHER PAPA ROACH	<b>WJRR/Oakland, CA*</b> DM: Adam Cook MD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 14 DARK NEW DAY 5 SEETHER PAPA ROACH	<b>WCLO/Oakland, FL*</b> PD: Bobby Smith No Adds	<b>KNDD/Seattle, WA*</b> PD: Phil Manning APD: Jim Keller 17 OASIS	
<b>WEDG/Buffalo, NY*</b> PD: Kerry Gray MD: Evil Jim 2 SEETHER 1 MY CHEMICAL ROMANCE 1 LIFE OF AGONY	<b>KDGE/Dallas, TX*</b> PD: Duane Doherty APD/MD: Alan Ayo 16 SEETHER KILLERS MY CHEMICAL ROMANCE PAPA ROACH	<b>WRZK/Johnson City*</b> PD/MD: Scott Oaks SEETHER	<b>WTFZ/Johnson City*</b> DM/MD: Bruce Clark APD: Lori 1 MUSE 1 3 DOORS DOWN 1 Z-TRIP	<b>WKBY/Monterey, CA*</b> PD: Rob Crossman MD: Sydney Nabors PAPA ROACH OASIS SEETHER PAPA ROACH	<b>WJRR/Oakland, CA*</b> DM: Adam Cook MD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 14 DARK NEW DAY 5 SEETHER PAPA ROACH	<b>WJRR/Oakland, FL*</b> PD: Bobby Smith No Adds	<b>KNDD/Seattle, WA*</b> PD: Phil Manning APD: Jim Keller 17 OASIS	
<b>WBTZ/Burlington*</b> DM/MD: Matt Grasso APD/MD: Kevin Mays No Adds	<b>WGRD/Grand Rapids, MI*</b> PD: Jerry Tarrants PAPA ROACH STEREOPHONICS OASIS SEETHER	<b>WTRZ/Johnson City*</b> DM/MD: Bruce Clark APD: Lori 1 MUSE 1 3 DOORS DOWN 1 Z-TRIP	<b>WNFZ/Knoxville, TN*</b> DM: Terry Gillingham PD: Anthony "Roach" Profit APD/MD: Greg Sutton 7 PAPA ROACH 1 SEETHER DARK NEW DAY	<b>WKQZ/Myrtle Beach, SC</b> PD: Mark McKinby APD/MD: Charley 6 SYSTEM OF A DOWN SEETHER PAPA ROACH	<b>WJRR/Oakland, FL*</b> PD: Bobby Smith No Adds	<b>WJRR/Oakland, FL*</b> PD: Bobby Smith No Adds	<b>KNDD/Seattle, WA*</b> PD: Phil Manning APD: Jim Keller 17 OASIS	

POWERED BY  
MEDIABASE

\*Monitored Reporters  
82 Total Reporters  
71 Total Monitored  
11 Total Indicator  
Did Not Report, Playlist Frozen (1):  
WEOO/Hagerstown



**JOHN SCHOENBERGER**  
jschoenberger@radioandrecords.com

# Lightning Strikes Nashville 15 Times

WRLT (Lightning 100) celebrates its 15th anniversary

locally owned and operated outlet in Nashville, Tuned-In Broadcasting's WRLT is following much the same programming path it was on when it signed on 15 years ago. By being a little different and giving artists no one else will play a shot, it has remained an important voice in Music City

The general image of the station hasn't wavered much at all over 15 years, and perhaps that consistency is what has allowed WRLT to survive in a rapidly changing marketplace and in the midst of the dramatic transformations that radio has been through over the past decade.

As with many Triple A stations that have a bit of time under their belts, WRLT's music mix may be perceived as having moved a bit more mainstream, but this is more the result of many of the artists it has supported becoming more popular and successful than any shift in station direction. The challenge is to remain a bit ahead of the curve and maintain the image of being willing to take chances and expose artists and musical styles that other formats in town shy away from.

This week I talk with WRLT OM/PD David Hall and GM Fred Buc about the station's heritage, its evolution over the past 15 years and how WRLT has thrived in the growing market of Nashville.

## A Bit O' History

The actual birth date of Lightning 100 was March 5, 1990. After quite a few staff changes in the first few years, the management and air-staff began to settle down with the addition of David Hall in 1993. Hall had been in the market since 1980, first at heritage AOR WKDF for eight years, and then for about five years at Classic Rock WGFX (The Fox). He first came to WRLT as MD and was later OM while Jon Peterson, Jessie Scott and Jane Crossman

took their turns as PD. He later assumed both the OM and PD roles.

"I was observing from the sidelines as the station came on and during its first couple of years on the air," Hall says. "Frankly, we, on the outside, used to joke that the station added everything that came in the mail. But I must say that when I got over here it was an eye-opener for me.

**"We are so fortunate to have owners who live in the same town as the station, who love what we are trying to do for the market, and who are genuine fans of our programming."**

David Hall

"Even though I had been in the business for many years, I was suddenly learning about all kinds of great artists who, up until then, had been below my radar. It was very refreshing to me personally and harked back to what had gotten me into the radio business in the first place back in the '70s. I was quickly re-energized about doing radio. That excitement of discovery continues for me today."

When the station launched there wasn't an "official" Triple A format in the collective consciousness. Hall says they were aware of other stations that were taking a similar adult

## Then And Now

WRLT/Nashville OM/PD David Hall managed to grab a year-end top 10 list from back in 1993 and compared it to the top 10 list from last year. My, how times have changed.

### 1993

- 1 **BIG HEAD TODD & THE MONSTERS** Broken Hearted Savior
- 2 **THE STORY** So Much Mine
- 3 **SOUL ASYLUM** Runaway Train
- 4 **WORLD PARTY** Is It Like Today
- 5 **BLIND MELON** No Rain
- 6 **HOT HOUSE FLOWERS** Thing Of Beauty
- 7 **STING** Love Is Stronger Than Justice
- 8 **JOHN HIATT** Perfectly Good Guitar
- 9 **DIESEL** Tip Of My Tongue
- 10 **TEARS FOR FEARS** Break It Down Again

### 2004

- 1 **MINDY SMITH** Come To Jesus
- 2 **DAMIEN RICE** Cannonball
- 3 **WHEAT** I Met A Girl
- 4 **JET** Are You Gonna Be My Girl
- 5 **MAROON 5** This Love
- 6 **JAMIE CULLUM** All At Sea
- 7 **RYAN ADAMS** Burning Photographs
- 8 **FIVE FOR FIGHTING** 100 Years
- 9 **RACHAEL YAMAGATA** Worn Me Down
- 10 **STING** Sacred Love

rock approach, but, basically, they were simply trying to give singer-songwriters a home on the radio dial.

"We called it 'Nashville's progressive radio' then, and we still do today," he says. "To me, it is the closest you can get to the exciting days of early FM Rock radio."

The makeup of the Nashville market had much to do with the artists the station decided to get behind. They were fortunate that a lot of the music they wanted to play came from Nashville. While the city has become synonymous with country music, there has always been a vibrant rock and singer-songwriter scene there too.

"Many of the artists we play have lived in and around Nashville for the entire lifetime of the station," says Hall. "In addition, many of the artists who fit well with what we do have moved here over the years.

"That's not to say that we didn't also program artists from beyond the city limits, but we certainly wanted to have a local feel to the programming. This is something we strive to do to this very day."

### Stability Rules

Most of the staff has been with the station for a long time now. Hall has been there for 12 years, Mary Brace has been doing mornings since 1994, and Asst. PD/MD Rev. Keith Coes — who started on a part-time basis — has been there longer than anybody.

In addition, Fred Buc, the station's GM, was initially a DJ and OM, and he still hosts the very popular Saturday-morning *Retro Lightning Show*. He and Hall actually worked together back at WKDF.

"Between Keith, Fred and myself, we have quite a few years of experience in the market," says Hall. "So much so that we have decided that we really don't need an outside consultant coming in and telling us things we don't already know. Sure, their experience would be nice, but being an independently owned station, we'd rather use that money in other areas. I firmly believe, though, that we aren't missing that much."

The sound of WRLT has remained relatively constant over the past 15 years, too, but there have been a few periods when it tilted a little more in one direction or another

"You may recall that a few years back we had a sister station, WYYB (The Phoenix)/Nashville, that leaned heavily in the singer-songwriter and Americana direction," Hall

**"We are very proud of the fact that we have been around for 15 years. I guess we must be doing something right."**

Fred Buc

says. "While it was on the air we dedicated certain artists to that station and took them off Lightning. That gave WRLT a bit more of a rockin', slightly younger edge. After we sold WYYB, however, we reincorporated many of those artists into our mix."

Another area of stability for WRLT is ownership: The station has had the same local owners, Tuned-In Broadcasting, since it came on the air, and at this time WRLT is the only station Tuned-In owns.

"That is a luxury," says Hall. "We are so fortunate to have owners who live in the same town as the station, who love what we are trying to do for the market, and who are genuine fans of our programming."

Buc says, "That emphasis on being local on many levels is one of the main reasons why the station has survived pretty much intact all these years. We have our ups and downs when it comes to the ratings — currently, we seem to be on the upswing again — but our owners and, I might add, our advertisers think

Continued on Page 70



**STUDIO SMILIN'** Here are (l-r) WRLT/Nashville OM/PD David Hall and John Hiatt in the studio.

# Happy Anniversary WRLT!

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[Insert **THUNDEROUS**  
applause here!]

Thanks to David, Rev. Coes, Fred and  
everyone at WRLT for your continued  
support of Welk Music Group artists.



## Lightning Strikes Nashville....

Continued from Page 68

our consistency and our dedication to the community carry a lot of weight."

Pretty much everything that WRLT does is focused on the community it serves, and because of that it is often voted the favorite radio station in town by alternative entertainment paper *The Nashville Scene*. Buc says that doesn't necessarily translate into Arbitron numbers, but the station takes a lot of pride in it.

### WRLT Live

There is a lot of live music in Nashville, and the station is involved in concert and club events on a weekly basis. The staff has also developed a few benchmark promotions for the station. One is *Nashville Sunday Night*, which has been running for nine years now. It's a weekly concert that is broadcast live on the station every Sunday night.

"We feature two acts each week, and they perform at 3rd and Lindsley, a club that's been here in town for a long time," says Hall. "The show is very popular with our listeners, and the fact that it starts pretty early helps. It has been on the air every Sunday night since it started.

"Traditionally, most clubs aren't even open on Sunday night, and 3rd & Lindsley probably wasn't either until we started this show." Hall is quick to point out that Keith Coes does a great job of attracting name and up-and-coming acts for the event.

Over the years the station has also done a free outdoor summer concert series. At first it was called *Dancing in the District* and took place at Nashville's Riverfront Park. That began about 10 years ago and ran for several years as a free event. When it morphed into a paid event, the station moved on.

"The past couple of years we did something called the *Uptown Mix*," says Hall. "But the location where we did it is now being developed into condos. This year we are in the midst of trying to launch another event, the *Miller Lite Cannery Row Revival*. We are still in the process of lining up the acts for that."

Needless to say, with all the artists who live in the area and the artists who come to town to perform, WRLT has had hundreds of artists stop by the station to perform live in the studio.

"That has been a big element of the station for many years," Hall says. "It is also one of

the reasons why I love my afternoon airshift, because most of the acts are on my show. I often feel privileged because I am getting my own private concert right there in the studio. It is not uncommon to have two or three artists stop by a week."

### Good Works

With all the archived material the station has from these in-studio performances, as well as the 3rd & Lindsley shows, it has decided to take an important step this year: Hall and Buc are in the midst of putting together charity compilation CDs to help raise the station's standing in the market and support some important causes.

"The legal aspect of doing these things has been the most daunting part of it," says Buc. "Fortunately, we are getting some assistance in that area. The first one will be a *Best of Nashville Sunday Night*, which we hope to have out soon. That one is partnered with 3rd & Lindsley, obviously.

"It is a compilation of the many great live broadcasts we've done over the past nine years. The CD will be made available for sale at Tower and the club. Proceeds will go to support music-in-schools programs for the metro area. We also hope to get another series of CDs going featuring the in-studio stuff we have archived over the years."

Another thing Hall and Buc are working on is a countdown-type show they are developing with the Americana Music Association, which is also based in Nashville. "That whole Americana scene is very vibrant here in town, and to do something that focuses us once again on what's happening locally makes a lot of sense for us," says Hall. "We hope that maybe it can be fleshed out on a syndication level somewhere down the line."

### Being Local Rules

Hall has been doing a new-music spotlight feature on his show on Tuesday afternoons for quite some time now, and this year he is expanding on that idea with "The Local Lightning Spotlight," a feature that Buc feels will serve the station well on several levels.

He says, "In addition to playing local well-known artists throughout the day — after all, we can call artists like Emmylou Harris and John Hiatt and Will Hoge local artists — we want to help showcase the amazing pool of talented musicians in this town who have yet to break through or who may have recognizable names but have slipped from the spotlight over the years.

"We've invited people to send us commercially viable CDs, and then a committee sits down and goes through what we get. I and some others are involved, but we defer the final decision to David and Keith in programming. We run this feature twice a day Monday through Friday, and we front-sell it to build some excitement.

"It is a shot in the arm for the artists, but we also hope that it will help us spread, via word of mouth, that we are the station that sup-

## Evolution Of A Logo

WRLT/Nashville was called was "Radio Lightning FM 100" in the early days and has since changed to "Lightning 100." The station's logo has evolved over time as well. Here we have (clockwise, from top right) the original logo, the "boombox" logo from the station's middle period and its more streamlined current logo.

ports local talent and the local scene. Maybe it will even help come in some new listeners."

### Going Green

Broadcasting from the historic L&C Building in the heart of Nashville is important for WRLT. It is the oldest skyscraper in town, built in 1959. For most of the station's life its studios have been on the top floor of the building.

Lightning 100 is part of the heartbeat of Nashville in other ways too. Team Green, a social and environmental awareness group that WRLT created, has been active in the community for many years.

Buc says it is the station's biggest NTR vehicle, and, equally important, it brings the community together for a common cause on a regular basis. Well over 120,000 people participate in Team Green functions each year.

"Some of the preferred-member events are directly involved in some type of environmental effort, such as the local Earth Day celebration," says Buc. "The city actually adopted the Team Green-WRLT event that we did for many years and has turned it into a citywide, sanctioned event.

"But many of the Team Green events are more socially oriented, such as a sanctioned bike ride in a park or a group travel package to some exotic place. It's all about bringing together people who have common lifestyles and common interests."

WRLT is also the flagship station for the *Bonnaroo Music & Arts Festival*, which takes place just down the road a bit from Nashville. Not only is it the station the festival uses most to promote the event, it is also the home base for the many other stations that send staff down to cover *Bonnaroo*. These other stations use WRLT's feeds, and the station's staff helps them get their reports back to their respective stations.

### A Real Mission

Just about everyone at WRLT wears many hats: Morning host Mary

Brace is also the station's Web Mistress; night host Laurel Creech is also Team Green Director; Fred Buc is GM but keeps his hand in programming by doing *The Retro Lightning Show*; Hall does afternoons in addition to being OM and PD; Keith Coes is both Asst. PD and MD and is also intimately involved in booking acts for the station's live events; and, finally, midday host Angie Glover is the station's Traffic Director.

"If anything, our real mission is to get the word out to folks that Nashville is about so much more than country music," says Buc. "There are many kinds of artists and musicians who call this place home. We want to spotlight that diversity while still playing into the local heritage wherever we can.

"In addition, Nashville is quickly becoming a very cosmopolitan city, and we strive to be part of the fabric of the city. Finally, folks have very active lifestyles here, and we make sure that we are in tune with the social and recreational activities of our listeners in as many ways as we can be.

"In many ways we are really the heritage Rock station in town these days. The other Rock stations have been through ownership changes and format changes over the past 15 years — more than once, in many cases — while WRLT has remained consistent.

"We are very proud of the fact that we have been around for 15 years. I guess we must be doing something right."



**WEARING MANY HATS** The staff of WRLT/Nashville poses for a group photo. Seen here are (front, l-r) Web Administrator and morning host Mary Brace, Team Green Director and night host Laurel Creech, Traffic Director and midday host Angie Glover, (back, l-r) OM/PD and afternoon host David Hall and GM and Retro Lightning host Fred Buc.



**PROGRAMMERS' PRIDE** Here are (l-r) WRLT/Nashville OM/PD David Hall and Asst. PD/MD The Reverend Keith Coes

# TRIPLE A TOP 30

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**MEDIABASE**

April 15, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	U2 Sometimes You Can't Make It On Your Own (Interscope)	578	+5	30078	8	24/0
2	2	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	555	-18	30629	14	25/0
3	3	DAVE MATTHEWS BAND American Baby (RCA/RMG)	505	+28	27795	4	25/1
4	4	BLUE MERLE Burning In The Sun (Island/IDJMG)	440	+2	22256	13	24/0
6	5	MOBY Beautiful (V2)	353	-21	16348	10	24/0
5	6	TORI AMOS Sleeps With Butterflies (Epic)	349	-32	16635	14	23/0
7	7	SNOW PATROL Chocolate (A&M/Interscope)	326	-8	14384	10	23/1
10	8	MADELEINE PEYROUX Don't Wait Too Long (Rounder)	304	-6	14570	17	17/0
8	9	GREEN DAY Boulevard Of Broken Dreams (Reprise)	301	-22	20089	23	24/0
27	10	BRUCE SPRINGSTEEN Devils & Dust (Columbia)	295	+146	21761	2	22/3
9	11	COLLECTIVE SOUL Better Now (El Music Group)	290	-26	12273	11	18/0
11	12	JET Look What You've Done (Atlantic)	285	-10	19591	24	19/0
12	13	KEANE Everybody's Changing (Interscope)	268	+5	10304	6	20/1
15	14	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	262	+2	14951	5	19/1
20	15	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	254	+54	15345	2	21/1
13	16	JOHN BUTLER TRIO Zebra (Lava)	252	-10	6845	10	17/1
14	17	BECK E-Pro (Interscope)	247	-14	9565	9	17/0
18	18	ANNA NALICK Breathe (2am) (Columbia)	236	-7	9220	16	11/0
16	19	MARC BROUSSARD Home (Island/IDJMG)	234	-18	11351	18	17/0
17	20	JOSS STONE Right To Be Wrong (S-Curve/EMC)	226	-26	10280	12	18/0
26	21	AUDIOSLAVE Be Yourself (Interscope/Epic)	211	+57	12375	2	12/3
19	22	CARBON LEAF What About Everything? (Vanguard)	192	-10	5774	6	15/0
22	23	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	190	+4	10251	7	16/1
23	24	BETTER THAN EZRA A Lifetime (Artemis)	189	+12	6652	4	15/0
21	25	HOWIE DAY Collide (Epic)	175	-13	9710	20	15/0
24	26	BEN LEE Catch My Disease (New West)	166	+7	7954	5	15/1
28	27	RINGSIDE Tired Of Being Sorry (Flawless/Geffen)	164	+17	5888	2	14/1
-	28	BRIGHT EYES First Day Of My Life (Saddle Creek)	151	+9	7639	3	13/0
25	29	MAIA SHARP Something Wild (Koch)	148	-9	3297	6	11/0
30	30	OZOMATLI Love & Hope (Concord)	139	-6	4907	8	13/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
JACKIE GREENE Honey I Been Thinking About You (Verve Forecast/VMG)	4
OASIS Lyla (Epic)	4
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	3
AUDIOSLAVE Be Yourself (Interscope/Epic)	3
AIMEE MANN Going Through The Motions (United Musicians/Superego/Music Allies)	3
LUCE Buy A Dog (Joe's Music)	2
NEW ORDER Krafty (Warner Bros.)	2
MIKE DOUGHTY Looking At The World From The Bottom Of A Well (ATO)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	+146
AUDIOSLAVE Be Yourself (Interscope/Epic)	+57
RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	+55
WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	+54
OASIS Lyla (Epic)	+52
REDWALLS Thank You (Capitol)	+41
DAVE MATTHEWS BAND American Baby (RCA/RMG)	+28
AIMEE MANN Going Through The Motions (United Musicians/Superego/Music Allies)	+24
LOW MILLIONS Statue (Manhattan/EMC)	+20
DISHWALLA Collide (Orphanage)	+19

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LOW MILLIONS Eleanor (Manhattan/EMC)	201
KEANE Somewhere Only We Know (Interscope)	158
LENNY KRAVITZ Lady (Virgin)	150
U2 Vertigo (Interscope)	121
CARBON LEAF Life Less Ordinary (Vanguard)	118
BRUCE HORNSBY Circus On The Moon (Columbia)	117
BRUCE HORNSBY Gonna Be Some Changes Made (Columbia)	109
RAY CHARLES I/VAN MORRISON Crazy Love (Concord)	102
LOS LONELY BOYS Heaven (OR Music/Epic)	101
RAY LAMONTAGNE Trouble (RCA/RMG)	101

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

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 4/3-4/9. 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

**CHARLIE MARS** Try So Hard (V2)  
Total Plays: 117, Total Stations: 10, Adds: 0

**GLEN PHILLIPS** Duck & Cover (Lost Highway)  
Total Plays: 109, Total Stations: 9, Adds: 0

**WEEZER** Beverly Hills (Geffen)  
Total Plays: 108, Total Stations: 6, Adds: 1

**LOW MILLIONS** Statue (Manhattan/EMC)  
Total Plays: 97, Total Stations: 12, Adds: 1

**3 DOORS DOWN** Let Me Go (Republic/Universal)  
Total Plays: 81, Total Stations: 4, Adds: 0

**GARBAGE** Why Do You Love Me (Geffen)  
Total Plays: 79, Total Stations: 7, Adds: 0

**LIFHOUSE** You And Me (Geffen)  
Total Plays: 78, Total Stations: 4, Adds: 0

**RYAN ADAMS & THE CARDINALS** Let It Ride (Lost Highway)  
Total Plays: 75, Total Stations: 5, Adds: 0

**BEN FOLDS** Landed (Epic)  
Total Plays: 69, Total Stations: 6, Adds: 0

**REDWALLS** Thank You (Capitol)  
Total Plays: 66, Total Stations: 9, Adds: 0

Songs ranked by total plays

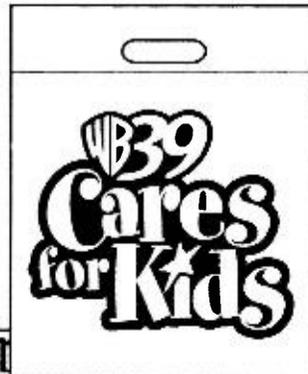
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# TRIPLE A TOP 30 INDICATOR

April 15, 2005

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)	678	+35	7874	8	37/0
1	2	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	625	-46	7813	13	34/0
3	3	DAVE MATTHEWS BAND American Baby (RCA/RMG)	620	+71	6886	3	37/1
4	4	TORI AMOS Sleeps With Butterflies (Epic)	535	-5	6541	13	34/0
5	5	BLUE MERLE Burning In The Sun (Island/IDJMG)	505	-20	5170	14	29/0
6	6	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	501	+4	6275	9	38/1
7	7	MOBY Beautiful (V2)	461	-5	6249	7	34/0
8	8	BEN LEE Catch My Disease (New West)	438	-13	5744	11	35/1
28	9	BRUCE SPRINGSTEEN Devils & Dust (Columbia)	391	+202	5624	2	36/4
12	10	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	389	+32	5145	4	33/0
9	11	JOHN BUTLER TRIO Zebra (Lava)	388	-7	4291	11	31/0
11	12	BECK E-Pro (Interscope)	362	0	6654	8	29/0
10	13	MAIA SHARP Something Wild (Koch)	344	-30	3411	13	30/0
13	14	SNOW PATROL Chocolate (A&M/Interscope)	342	+1	2113	9	20/0
21	15	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	336	+120	4190	2	33/2
14	16	BEN FOLDS Landed (Epic)	322	-6	3610	9	31/0
17	17	KEANE Everybody's Changing (Interscope)	305	+27	2348	5	22/1
15	18	MARC BROUSSARD Home (Island/IDJMG)	283	-15	1907	20	19/1
18	19	COLLECTIVE SOUL Better Now (El Music Group)	272	-3	1763	7	15/0
Debut	20	AIMEE MANN Going Through... (United Musicians/Superego/Music Allies)	264	+95	4133	1	29/1
16	21	JOSS STONE Right To Be Wrong (S-Curve/EMC)	232	-51	1860	15	16/0
23	22	CARBON LEAF What About Everything? (Vanguard)	227	+17	1155	3	18/2
20	23	JEM 24 (ATO/RCA/RMG)	227	-9	1386	6	17/0
22	24	RAY LAMONTAGNE Forever My Friend (RCA/RMG)	224	+11	3331	3	24/1
Debut	25	RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	210	+143	3400	1	26/4
26	26	GLEN PHILLIPS Duck & Cover (Lost Highway)	208	+13	2069	2	23/1
19	27	OZOMATLI Love & Hope (Concord)	205	-52	770	6	19/0
24	28	DUHKS Mists Of Down Below (Sugar Hill)	204	-6	2223	5	20/0
25	29	MADELEINE PEYROUX Don't Wait Too Long (Rounder)	195	-4	1753	29	11/0
27	30	BETTER THAN EZRA A Lifetime (Artemis)	192	+1	1035	3	13/0

43 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.  
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## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
JACKIE GREENE Honey I Been Thinking... (Verve Forecast/VMG)	14
OASIS Lyla (Epic)	9
MIKE DOUGHTY Looking At The World... (ATO)	8
ROBERT EARL KEEN What I Really Mean (Koch)	8
JOHN PRINE Glory Of True Love (Oh Boy)	6
EELS Trouble With Dream (Vagrant)	5
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	4
RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	4
EMILIANA TORRINI Sunny Road (Rough Trade/SRG)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	+202
RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	+143
WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	+120
A. MANN Going Through... (United Musicians/Superego/Music Allies)	+95
DAVE MATTHEWS BAND American Baby (RCA/RMG)	+71
JACKIE GREENE Honey I Been Thinking... (Verve Forecast/VMG)	+61
MIKE DOUGHTY Looking At The World... (ATO)	+48
LUCE Buy A Dog (Joe's Music)	+43
U2 Sometimes You Can't Make It On Your Own (Interscope)	+35

## SYNDICATED PROGRAMMING

Added This Week  
**World Cafe - Dan Reed 215-898-6677**  
 NEW ORDER Krafty  
 RYAN ADAMS & THE CARDINALS Let It Ride  
**Acoustic Cafe - Rob Reinhart 734-761-2043**  
 No adds reported this week

## REPORTERS

Stations and their adds listed alphabetically by market

<p><b>WAPS/Akron, OH</b>                      PD/MD: Bill Gruber                      No Adds</p> <p><b>WQKL/Ann Arbor, MI</b>                      DM/MD: Ron Walker                      MD: Mark Copeland                      4 BRUCE SPRINGSTEEN</p> <p><b>KSPN/Aspen, CO</b>                      PD/MD: Sam Scholl                      1 MIKE DOUGHTY                      1 OASIS                      1 EELS</p> <p><b>WZGC/Atlanta, GA*</b>                      PD: Michelle Engel                      APD: Chris Brammer                      MD: Margot Smith                      No Adds</p> <p><b>KGSR/Austin, TX*</b>                      DM: Jeff Carroll                      PD: Jody Denberg                      APD: Jyl Hershman-Ross                      MD: Susan Castle                      14 JOHN PRINE                      8 DAVE MATTHEWS BAND                      7 BECK</p> <p><b>WRNR/Baltimore, MD</b>                      DM: Bob Waugh                      PD/MD: Alex Cortright                      5 KATHLEEN EDWARDS                      2 RED WALLS                      2 LOW MILLIONS</p> <p><b>WTMD/Baltimore, MD</b>                      APD/MD: Mike "Matthews" Vasilikos                      9 OASIS                      5 NEW ORDER                      JACKIE GREENE</p> <p><b>KLRN/Bend, OR</b>                      DM/MD: Doug Donoho                      APD: Dori Donoho                      BLIND BOYS OF ALABAMA                      STEVIE WONDER                      WALLFLOWERS</p> <p><b>KRVB/Boise, ID*</b>                      DM/MD: Dan McColly                      1 KEANE                      BRUCE HORNSBY</p> <p><b>WBOS/Boston, MA*</b>                      DM: Buzz Knight                      APD/MD: David Ginsburg                      1 AIMEE MANN                      1 OASIS</p> <p><b>KMMS/Bozeman, MT</b>                      DM/MD: Michelle Wolfe                      No Adds</p> <p><b>WNCS/Burlington*</b>                      PD/MD: Mark Abuzzahab                      3 AIMEE MANN                      LUCE                      JACKIE GREENE</p>	<p><b>WMVY/Cape Cod, MA</b>                      PD/MD: Barbara Dacey                      1 JACKIE GREENE                      1 RYAN ADAMS &amp; CARDINALS</p> <p><b>WNRN/Charlottesville, VA</b>                      DM: Jeff Reynolds                      PD: Michael Friend                      MD: Jaz Tupelo                      7 DAVE MATTHEWS BAND                      2 MARIA MCKEE                      2 ROBERT EARL KEEN                      2 OASIS                      2 SPOON                      2 JOSEPH ARTHUR                      2 DECEMBERISTS                      2 ALANA DAVIS                      2 MIKE DOUGHTY                      1 BRENDAN BENSON                      1 JACKIE GREENE</p> <p><b>WDDO/Chattanooga, TN*</b>                      DM/MD: Danny Howard                      8 NEW ORDER                      8 OASIS                      3 DOORS DOWN</p> <p><b>WXRT/Chicago, IL*</b>                      DM/MD: John Farneda                      PD: Norm Winer                      No Adds</p> <p><b>KBXR/Columbia, MO</b>                      DM: Jack Lawson                      APD: Jeff Sweetman                      KINGS OF LEON                      OASIS</p> <p><b>WCBE/Columbus, OH</b>                      DM: Tammy Allen                      PD: Dan Mustaliko                      MD: Maggie Brennan                      9 MIKE DOUGHTY                      9 RYAN ADAMS &amp; CARDINALS                      9 JOHN PRINE                      6 JACKIE GREENE                      6 DANIELA COTTON                      6 EMILIANA TORRINI                      6 LOUDON WAINWRIGHT. III                      3 CAESARS                      3 EELS                      3 ROBERT EARL KEEN</p> <p><b>WMWV/Conway, NH</b>                      PD/MD: Mark Johnson                      No Adds</p> <p><b>KBCO/Denver, CO*</b>                      PD: Scott Arbaugh                      MD: Keifer                      13 AUDIOSLAVE                      10 OASIS                      10 JOHN BUTLER TRIO                      9 DJ HARRY</p> <p><b>WDET/Detroit, MI</b>                      PD: Judy Adams                      MD: Martin Bandyke                      2 SARAH VAUGHAN                      2 MIKE DOUGHTY                      2 MAKTUB                      2 EELS</p>	<p><b>WVOD/Elizabeth City, NC</b>                      PD: John Matthews                      MD: Tad Abbey                      10 CAESARS                      10 JACKIE GREENE</p> <p><b>KRVI/Fargo</b>                      DM: Mike "Big Dog" Kapel                      PD: Ryan Kelly                      MD: David Black                      LOW MILLIONS                      RAY LAMONTAGNE                      BEN LEE                      GLEN PHILLIPS                      BRUCE SPRINGSTEEN</p> <p><b>KOZC/Ft. Bragg, CA</b>                      PD: Tom Yates                      APD/MD: Kate Hayes                      5 JACKIE GREENE                      5 JORDAN ZEVO</p> <p><b>WEHM/Hampton, NY</b>                      PD: Brian Cosgrove                      MD: Laura Stone                      No Adds</p> <p><b>WVVV/Hilton Head, SC</b>                      DM/MD: Bob Neumann                      APD: Gene Murrell                      15 OASIS                      1 AUDIOSLAVE</p> <p><b>KSUT/Ignacio, CO</b>                      PD: Steve Rauworth                      MD: Stasia Lanier                      7 JOHN PRINE                      5 ALISON BROWN                      5 JACKIE GREENE                      5 TRACY GRAMMER                      5 LOUDON WAINWRIGHT. III                      3 GREG TROOPER</p> <p><b>WTTs/Indianapolis, IN*</b>                      DM: Brad Holcz                      MD: Laura Duncan                      KATHLEEN EDWARDS</p> <p><b>KMTN/Jackson, WY</b>                      DM: Scott Anderson                      PD/MD: Mark "Fish" Fishman                      1 NEVILLE BROTHERS                      1 MIKE DOUGHTY                      1 RED WALLS                      1 OASIS</p> <p><b>KTBG/Kansas City, MO</b>                      PD: Jon Hart                      MD: Byron Johnson                      ROBERT EARL KEEN                      EELS                      JOHN PRINE                      AMY RAY</p> <p><b>KZPL/Kansas City, MO*</b>                      DM: Nick McCabe                      PD: Ted Edwards                      MD: Ryan "Stash" Morton                      4 SHORE                      4 DOVES                      4 MIKE DOUGHTY</p>	<p><b>WEBK/Killington, VT</b>                      DM/MD: Mitch Terricciano                      PD: Lesa Withanee                      AMBULANCE LTD                      JACKIE GREENE</p> <p><b>WOKI/Knoxville, TN*</b>                      PD: Joe Stutler                      No Adds</p> <p><b>WFPK/Louisville, KY</b>                      DM: Brian Conn                      PD: Stacy Owen                      CITIZEN COPE                      ANI DIFRANCO                      OVER THE RHINE                      JOHN PRINE</p> <p><b>WMMN/Madison, WI*</b>                      PD: Tom Tenber                      MD: Gabby Parsons                      No Adds</p> <p><b>KTCZ/Minneapolis, MN*</b>                      PD: Lauren MacLeish                      APD/MD: Mike Wolf                      9 AUDIOSLAVE                      5 BRUCE SPRINGSTEEN</p> <p><b>WGVX/Minneapolis, MN*</b>                      DM: Dave Hamilton                      PD: Jeff Collins                      10 STEREOPHONICS</p> <p><b>WZEW/Mobile, AL*</b>                      DM: Tim Camp                      PD: Jim Mahaney                      MD: Lee Ann Knisk                      3 SNOW PATROL                      1 AIMEE MANN</p> <p><b>WBJB/Monmouth, NJ</b>                      DM: Tom Brennan                      PD: Rich Robinson                      APD: Leo Zaccari                      MD: Jeff Raspe                      NIC ARMSTRONG                      BRENDAN BENSON                      ED HARCOURT                      TORI AMOS                      EMILIANA TORRINI                      OASIS</p> <p><b>KPIG/Monterey, CA</b>                      DM: Frank Caprista                      PD/MD: Laura Ellen Hopper                      APD: Aileen MacNeary                      10 JOHN PRINE                      5 ROBERT EARL KEEN                      4 RYAN ADAMS &amp; CARDINALS</p> <p><b>WRLT/Nashville, TN*</b>                      DM/MD: David Hall                      APD/MD: Rev. Keith Coes                      5 DUHKS                      MIKE DOUGHTY</p> <p><b>WFUV/New York, NY</b>                      PD: Chuck Singleton                      MD: Rita Houston                      JACKIE GREENE                      ROBERT EARL KEEN                      EMILIANA TORRINI                      JOHN PRINE</p>	<p><b>WXP/Philadelphia, PA</b>                      DM/MD: Dan Reed                      PD: Bruce Warren                      3 BILLY MILES                      2 JACKIE GREENE</p> <p><b>WYEP/Pittsburgh, PA</b>                      PD: Rosemary Weisch                      MD: Mike Sauter                      TRACY GRAMMER</p> <p><b>WGLZ/Portland, ME</b>                      PD: Herb Jay                      MD: Brian James                      No Adds</p> <p><b>KINK/Portland, OR*</b>                      PD: Dennis Constantine                      MD: Kevin Welch                      3 LOW MILLIONS                      3 ROBERT PLANT</p> <p><b>WXRV/Portsmouth, NH*</b>                      PD/MD: Dana Marshall                      APD: Cate Wilber                      3 WEEZER                      1 JACKIE GREENE                      1 LUCE</p> <p><b>WDST/Poughkeepsie, NY</b>                      DM: Greg Gaffine                      PD: Jimmy Buft                      MD: Rick Schneider                      JACKIE GREENE                      MIKE DOUGHTY                      RED WALLS                      SPOTTISWOODE &amp; HIS ENEMIES</p> <p><b>KSQY/Rapid City, SD</b>                      PD/MD: Chad Carlson                      11 JACKIE GREENE                      CARBON LEAF                      FEATURES                      WALLFLOWERS</p> <p><b>KTHX/Reno, NV*</b>                      PD: Rob Brooks                      APD/MD: Dave Herold                      2 ROBERT EARL KEEN                      RINGSIDE</p> <p><b>KENZ/Salt Lake City, UT*</b>                      DM/MD: Bruce Jones                      MD: Casey Scott                      NEW ORDER                      WALLFLOWERS</p> <p><b>KPRI/San Diego, CA*</b>                      DM: Bob Burch                      PD/MD: Dona Shaleb                      No Adds</p> <p><b>KFOG/San Francisco, CA*</b>                      PD: David Benson                      APD/MD: Haley Jones                      8 JOSEPH ARTHUR                      3 AMOS LEE                      2 AUDIOSLAVE</p> <p><b>KBAC/Santa Fe, NM</b>                      PD: Ira Gordon                      16 BRUCE SPRINGSTEEN                      ROBERT EARL KEEN                      JOHN PRINE                      NEW ORDER                      AUDIOSLAVE                      MIKE DOUGHTY</p>	<p><b>KRSH/Santa Rosa, CA*</b>                      PD: Tom Davis                      DM/MD: Dean Kattari                      3 BRUCE SPRINGSTEEN                      1 JACKIE GREENE                      PEPPER'S GHOST</p> <p><b>DMX Folk Rock/Satellite</b>                      DM: Leanne Vince                      MD: Dave Sloan                      JACKIE GREENE                      PERISHERS</p> <p><b>Music Choice Adult Alternative/Satellite</b>                      PD: Liz Ooka                      18 KEANE                      18 BRUCE SPRINGSTEEN                      10 AIMEE MANN                      9 RYAN ADAMS &amp; CARDINALS                      9 CARBON LEAF</p> <p><b>Sirius Spectrum/Satellite</b>                      PD: Gary Schoenwetter                      MD: Jessica Besack                      3 U2                      JACK JOHNSON</p> <p><b>XM Cafe/Satellite</b>                      PD: Bill Evans                      MD: Brian Chamberlain                      10 U2                      8 ANDREW BIRD                      7 ED HARCOURT                      6 ED HARCOURT                      6 CHRISTOPHER WILLIAMS                      6 CHRISTOPHER WILLIAMS                      5 U2                      5 ANDREW BIRD                      1 MARC BROUSSARD                      CITIZEN COPE                      JOHNATHAN RICE                      JOHNATHAN RICE                      EELS                      EELS</p> <p><b>KEXP/Seattle, WA</b>                      DM: Tom Mara                      PD: Kevin Cole                      APD: John Richards                      MD: Don Yates                      5 SPOON                      5 CRYSTAL SKULLS                      5 LUKE TEMPLE                      2 PONYS                      1 HUSKY RESCUE                      1 EELS                      LOVE AS LAUGHTER                      PERCEPTIONISTS                      ARCHITECTURE IN HELSINKI                      CLOUD ROOM                      CAESARS                      SHOUT OUT LOUDS                      HEAVY TRASH</p> <p><b>KMTT/Seattle, WA*</b>                      DM/MD: Chris Mays                      APD/MD: Shawn Stewart                      No Adds</p> <p><b>WNWC/Spindale, NC</b>                      DM: Elen Pittmann                      APD/MD: Martin Anderson                      5 JIMMY LAFAYE                      3 MOCEAN WORKER                      JOHN PRINE</p>	<p><b>WRNX/Springfield, MA*</b>                      PD: Tom Davis                      APD: Donnie Moorhouse                      MD: Lesa Withanee                      1 AMBULANCE LTD.                      JACKIE GREENE</p> <p><b>KCLC/St. Louis, MO</b>                      PD: Rich Reighard                      MD: Steve Chenoweth                      11 KYLE RIABKO                      11 RINGSIDE                      8 DAMIEN JURADO</p> <p><b>KFMU/Steamboat Springs, CO</b>                      PD/MD: John Johnson                      1 PERISHERS                      1 OASIS</p> <p><b>KTAO/Taos, NM</b>                      DM: Mitch Miller                      PD: Brad Hockmeyer                      MD: Paddy Mac                      9 JACKIE GREENE                      7 MIKE DOUGHTY                      7 EELS                      6 ROBERT EARL KEEN                      6 LUCE                      5 EMILIANA TORRINI</p> <p><b>KWMT/Tucson, AZ*</b>                      DM/MD: Tim Richards                      MD: Blake Rogers                      BEN LEE                      BRUCE SPRINGSTEEN</p>
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POWERED BY  
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\*Monitored Reporters  
 69 Total Reporters  
 26 Total Monitored  
 43 Total Indicator  
 Did Not Report,  
 Playlist Frozen (1):  
 WXP/Westchester, NY

## TRIPLE A

# AAA ARTIST OF THE WEEK

## ON THE RECORD

With  
**Joe Stutler**  
Program Director,  
WOKI/Knoxville



So you find yourself listening to song after song, new project, new artist, old favorite, new twist, and you can't tell one from the other — different name, same sound. ← But then you open that envelope and find the John Butler Trio CD *Sunrise Over Sea*. You drop it in your CD player, and finally

you have found what you've been looking for! • Months back WOKI/Knoxville had John in the River Lounge for an acoustic performance, and since then all of us at the station have waited for the single "Zebra" to arrive. The first time I played the single, my feet started tapping, my head was bouncing, and then I realized that everyone else in my office was diggin' it too. Since we added the song our phones have been lighting up for more information, and the e-mails haven't stopped. This song is the real deal. • The John Butler Trio are really making a statement through their music without having to turn it up to 11. "Zebra" has the ideal sound for our radio station: It's upbeat, good-feeling rock 'n' roll that doesn't make you feel guilty when you're done listening to it. Give it a listen, and before you know it you will be singing along.

**U2** remain at 1\* on the monitored chart for the second week, with **Dave Mathews Band** at 3\*, **Blue Merle** hanging tough at 4\*, and the new **Bruce Springsteen** taking a huge 27\*-10\* jump ... Other big jumpers include **The Wallflowers** (20\*-15\*) and **Audioslave** (26\*-21\*) ... Projects still making gains include **Keane**, **Robert Plant**, **Kathleen Edwards**, **Better Than Ezra**, **Ben Lee** and **Ringside** ... **Bright Eyes** debut ... U2 also top the Indicator chart this week, with DMB, Edwards, Springsteen and Plant rounding out the bulleted top 10 ... Other projects making gains on the Indicator side include **Beck**, **Snow Patrol**, **Carbon Leaf** and **Ray LaMontagne** ... **Aimee Mann** and **Ryan Adams & The Cardinals** debut ... Keep an eye on **Glen Phillips**, **Amos Lee**, **Stevie Wonder**, **Kyle Riabko**, **Jonathan Rice**, **Luce**, **Charlie Mars**, **Redwalls**, **Low Millions** and **New Order** ... In the Most Added category, the buzz on **Jackie Greene** is converting to airplay, with 18 combined adds this week ... **Oasis** grab 13 first-week adds, **Mike Doughty** brings in 10, **Robert Earle Keen** gets nine total adds, and **John Prine** has seven early believers.



— John Schoenberger, Triple A/Americana Editor

ARTIST: **Moby**

LABEL: **V2**

By **JOHN SCHOENBERGER** / TRIPLE A & AMERICANA EDITOR



Moby is one of those artists who are hard to categorize. For the past few years he has been placed more in the techno-dance category, but since he first began to record solo projects way back 1991, he has released albums that fit into all kinds of different genres. Moby is most known for his one-man-who-does-it-all approach to his music — he still writes, produces and records everything at his home — but he has also scored movies, sat in the production chair for a variety of artists, been a DJ in clubs and become a renowned remixer.

In a recent interview with CNN.com he was asked if he considered himself a techno artist. He replied, "Most musicians pick a genre and stick with it. In the course of my life I've written classical music, I've made punk rock music. I've made quiet ballads. I've done so many different types of music and had such an eclectic career, but I wouldn't call my music techno, per se."

Of the new album, he says, "*Hotel* is a reflection of the new wave scene, and the album's influences are pulled from the late '70s and early '80s. There is a strong revival of this sound at the moment. But at the same time this album shows me in a more organic light. The album isn't full of samples, and most of the sounds on there have been created specifically for the recording."

Moby pretty much sticks to his MO of playing all the instruments himself on *Hotel* — except for Scott Fassetto on drums and friend Laura Dawn on vocals — and has also distanced himself from

the electronica persona he has recently been tagged with. In fact, as he alludes to above, this new album uses no sampling at all. The disc contains more of the "mainstream" selections he has been working on and allows him the opportunity to garner considerable radio airplay.

You hear that coming through on *Hotel*, with its crisp guitar riffs, haunting piano parts, lush production and Moby's own distinctive vocals. In addition to "Beautiful," other standout tracks include "Lift Me Up," "Spiders," "Dream About Me" and "Homeward Angel."

Moby is just wrapping up a short series of dates tied in to the W hotels, with further tour plans from mid-April through the end of June. In addition, he remains very active on the political front with his association with MoveOn.org. Moby also recently opened a small restaurant near his home in New York's East Village. Although he has become a huge sensation throughout the world, he tries to keep his fame in perspective.

"Fame can be kind of fun," he says. "It's nice to be able to call up and get a table at the last minute at some place. But fame as an institution can be very corrosive and very corruptive, and it's not something I want to involve myself in too much. I had an epiphany a few years ago where I was out at a celebrity party and it suddenly dawned on me that I had yet to meet a celebrity who is as smart and interesting as any of my friends."



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# AMERICANA TOP 30 ALBUMS



April 15, 2005

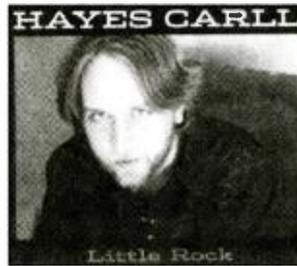
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+ / - PLAYS	CUMULATIVE PLAYS
8	1	LOS SUPER SEVEN Heard It On The X (Telarc)	511	+85	1512
4	2	HAYES CARLL Little Rock (Highway 87 Music)	504	+13	4014
2	3	RECKLESS KELLY Wicked Twisted Road (Sugar Hill)	484	-31	5342
6	4	MARY GAUTHIER Mercy Now (Lost Highway)	474	-6	3574
1	5	NANCI GRIFFITH Hearts In Mind (New Door/UMe)	456	-74	5905
5	6	DUHKS The Duhks (Sugar Hill)	448	-42	4926
3	7	RAY WYLIE HUBBARD Delirium Tremolos (Philo/Rounder)	441	-59	5728
7	8	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	432	-42	3734
11	9	SHOOTER JENNINGS Put The O Back... (Universal South)	396	+28	1976
9	10	JIMMY LAFAVE Blue Nightfall (Red House)	385	-4	1979
12	11	SARAH LEE GUTHRIE & JOHNNY IRION Exploration (New West)	333	-33	3470
10	12	ALISON KRAUSS... Lonely Runs Both Ways (Rounder)	321	-53	12425
13	13	HACIENDA BROTHERS Hacienda Brothers (Koch)	313	-18	2828
<b>Debut</b>	14	VARIOUS ARTISTS A Tribute To Billy Joe Shaver: Live (Compadre)	313	+158	511
14	15	CLAY DUBOSE These Days (Lazy River)	307	-14	4145
17	16	BLIND BOYS... Atom Bomb (Real World/Narada Jazz/EMC)	268	+28	1012
22	17	GREG TROOPER Make It Through This World (Sugar Hill)	268	+61	594
15	18	LARRY SPARKS 40 (Rebel)	254	-15	1778
28	19	SARAH BORGES Silver City (Blue Corn)	238	+52	740
20	20	BELIEVERS Crashtertown (Bona Fide)	236	+17	653
19	21	DAVE INSLEY Call Me Lonesome (Independent)	234	+2	1279
18	22	TISH HINOJOSA A Heart Wide Open (Valley Entertainment)	228	-9	853
21	23	JESSI ALEXANDER Honeysuckle Sweet (Columbia)	226	+8	1139
24	24	CHATHAM COUNTY LINE Route 23 (Yep Roc)	208	+6	1195
16	25	WILLIE NELSON It Always Will Be (Lost Highway)	204	-63	11078
<b>Debut</b>	26	GRASCALS Grascals (Rounder)	195	+34	1075
<b>Debut</b>	27	JOHN PRINE Fair And Square (Oh Boy)	187	+185	189
25	28	BILLY DON BURNS Heroes, Friends... (IndieMafia/Rust/Fontana)	181	-15	2072
27	29	RHONDA VINCENT Ragin' Live (Rounder)	181	-14	967
23	30	JOHN FOGERTY Deja Vu (All Over Again) (Geffen)	180	-23	5034

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).  
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## AMERICANA SPOTLIGHT

By John Schoenberger

Artist: Hayes Carll  
Label: Highway 87 Music



Texas singer-songwriter Hayes Carll made some real inroads with his debut, *Flowers and Liquor*, back in 2003, and he's picked up right where he left off with *Little Rock*. Hailed as one of the best of the new breed to come out of the Texas musical tradition, Carll uses his songs to tell tales of trials and tribulations with honesty and realism. Carll was offered some hefty major-label deals this time around, but he opted to go it independently so he could have more control of his music and career. The project was produced by R.S. Fields and features some great players, including Kenny Vaughan on guitar and Allison Moorer on guest vocals. In addition a couple of Carll's heroes, Guy Clark and Ray Wylie Hubbard, each co-wrote a song with Carll for the project. My favorites include "Wish I Hadn't Stayed So Long," "Take Me Away" and "Little Rock."

## AMERICANA NEWS

There is still time to get your song considered for the *This Is Americana, Volume 2* compilation, but hurry — the submission deadline is April 15. The popular 21-track *Volume 1* has now scanned over 45,000 units. For details, visit [www.americanamusic.org](http://www.americanamusic.org), where you'll find the link to all the info and necessary forms. Remember, any artist is eligible for consideration; you don't need to be signed to a label ... A new digital-delivery website has just launched. Called OurTracks, the site caters mostly to independent artists and labels specifically in the Americana-Texas country music genre and acts like iTunes for music downloads. Check it out at [www.ourtracks.com](http://www.ourtracks.com) ... The finalists in the Chris Austin Songwriting Contest at MerleFest 2005 have been selected. A panel of Nashville music industry professionals assembled by chairperson Jim Lauderdale evaluated a record 1,122 entries to pick the finalists in the General, Bluegrass, Country and Gospel categories. The finals will take place at MerleFest 2005 on Friday, April 29 ... The City of Houston welcomed Robert Earl Keen back to his birthplace recently by proclaiming April 1, 2005 Robert Earl Keen Day ... Dwight Yoakam will release a new album, *Blame the Vain*, in mid-June on New West ... The original lineup of the dB's (Peter Holsapple, Chris Stamey, Will Rigby, Gene Holder) recorded new tracks in the first week of January — their first sessions together in 2 1/2 decades. The dB's hope to have an album out early in 2006.

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
JOHN PRINE Fair and Square (Oh Boy)	33
VARIOUS ARTISTS A Tribute To Billy Joe Shaver: Live (Compadre)	15
LOUDON WAINWRIGHT Here Come The Choppers (Sovereign Artists)	11
TRACY GRAMMER Flower Of Avalon (Signature Sounds)	10
LAST TRAIN HOME Bound Away (Bluebuffalo)	10
GREG TROOPER Make It Through This World (Sugar Hill)	8

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**KEVIN PETERSON**  
kpeterson@radioandrecords.com

# Casting Platinum Crowns

The story of their sudden success

hat started as a student worship band in Daytona Beach has turned into the platinum-selling Casting Crowns, the most-played artist at Christian radio in 2004. At this year's GMA Music Awards the band was nominated for seven Doves, and lead singer Mark Hall was nominated for six on his own.

The past year and a half for the band has been a wild ride that continues to pick up speed, but this week Hall slows down long enough to talk about how it all started, the trip so far and where the band is headed next.

## Familiar Names

Hall starts at the very beginning, saying, "We met in Daytona Beach. I was a youth pastor, and I've been a youth pastor for 14 years. We started building a team to lead worship with the students there."



Mark Hall

"As the team got closer and better and started gelling a little bit, we started working on songs that we'd been writing and turned it into a CD. The CD was

sort of an outreach project for the youth group, like I had done before in other churches.

"We put songs on it, and the lyrics, but when you looked at the lyrics, we also put what we did at our church on Wednesday nights and what we did Sunday nights. It turned out to be a great tool for the kids."

**"God was teaching me — and is still teaching me today — that He does not need us, He wants us."**

A couple of familiar names helped Casting Crowns get to where they are today. "A college student at our church was going to basketball camp over at Flagler College in St. Augustine, FL," says Hall. "His name is Chase Tremont, and he's our new best friend. He took the CD with him, and while he was at basketball camp, he met a guy named Mark Miller, who sings for the group Sawyer Brown.

"When Chase found out that Mark was a believer, he said, 'Dude, you need to hear my youth pastor. He sings too.' That is the extent of our networking right there. Mark had the CD for a while. He's really close friends with Steven Curtis Chapman, and they had been praying about doing something together and started working

on Beachstreet Records. We were their first artists. It's actually Mark's label, and Steven co-produced the CD."

## God Moves Fast

If somebody had told Hall two years ago that he'd be working with Mark Miller and Steven Curtis Chapman, be nominated for all of the awards, be the most-played artist in Christian music and have his first CD certified platinum, what would he have told them?

"I would have reintroduced myself to them and told them they had the wrong person," Hall says with a laugh. "Literally, from the first phone call to the record coming out might not have been more than six months. It was crazy."

Casting Crowns' song "Voice of Truth" also set a new record by spending 13 consecutive weeks at No. 1 on the AC monitored chart. I tell Hall that Jeremy Camp kept them from extending the record to 14 weeks, and he says, "We gotta make some room for him. He's a good guy!"

Hall writes the songs for Casting Crowns. Where does he get his inspiration? "Most of it is from things we've seen God do in the church that we're a part of, so it's real-life stuff," he says.

"We're eight songs into the CD we're tracking now, and it's the same theme, the same message, the same everything. It's what God's doing in real people's lives. I answer all my e-mail. It keeps me connected to people. I've actually got a file that I keep some of them in."

"There are amazing stories. People singing 'Who Am I' in the ear of their loved one as they are passing away. A little girl was recently killed by a car when a bus dropped her off on the wrong side of the road. We've been talking with her mom, and it was such a tragedy. They were really encouraged by 'Who Am I,' though, and used it in the funeral and made a video of the little girl's life and sent it to us."

"The songs that I write are about things that I'm seeing around me and that I'm going through myself. That makes them more real."

## Voice Of Truth

Having spent so many weeks at No. 1, "Voice of Truth" obviously connected with a lot of people. Was there a special inspiration behind that song? "I was in college," Hall says. "I felt God called me to ministry, and that was quite a pill to swallow."

"I had been dealing with dyslexia, which is a reading disorder, and I have ADD, which is an everything-else disorder. So when I felt that God wanted me to be a part of a ministry where I was actually leading people and up in front of people and all that, I really struggled with it. Frankly, I almost missed it."

"God was teaching me — and is still teaching me today — that He does not need us, He wants us. The things that are weighing us down are not weighing Him down. The letters that some test gave me in third grade are not on His mind today, and He is going to do what He wants to do."

"That message is so needed in my church. God's got a purpose for every person. Ministry is not something that people in ties do onstage on Sunday morning. Ministry is something that we're all called to. We all have gifts that we've been given for the ministry that we've already been called to."

"Fear is what stops it. We all look at the task

ahead and say, 'I can't do that.' That's not the Bible. I just approach it from the point of my own self. I'm up here onstage, and I shouldn't be. I'm not good enough to do this, I'm not sharp enough to write these songs, I'm not quick enough to say what I'm saying, but God's doing it anyway."

"And I am no special member of the body of Christ; I'm just another kid in the youth group up here. That's been a strong message."

## Happy Plastic People?

One of the new songs that Hall's been working on also has a great message, but he hasn't decided on a name for it yet. "It'll either be called 'Happy Plastic People' or 'Stained Glass Masquerade,'" he says. "It approaches church from 'Why is it that the one place we should be able to come for support and prayer is the one place we approach like everything's fine?'"

"We're missing out on ministry, we're missing out on everything. It's almost like what we're doing is trying to portray what we feel a strong Christian would be at church, when, really, that's not who we are yet. So, if all of that is a performance, what does that make worship when you're there and what does that make ministry when you're there?"

**"Ministry is not something that people in ties do onstage on Sunday morning. Ministry is something that we're all called to. We all have gifts that we've been given for the ministry that we've already been called to."**

"It builds a whole other person that you're not. When you're alone and need strength from God, that's going to cause a problem, because that person you've been is not you."

"When everything really does fall in the pit, you're not going to feel that you can go to God, because you won't feel like you were ever yourself in front of Him to start with. That's a big song for me."

I hope you were fortunate enough to see Casting Crowns on the All Things New tour during GMA Week. They wrap up the tour with Steven Curtis Chapman on May 1 in Atlanta, which they call home now. They'll take the month of May off and then hit a few of the festivals this summer and spend more time with their youth group.

Then what? Hall says, "We're touring on our own in the fall with Building 429 and doing a lot of things with the church. We'll have youth-worker clinics during the day and really pour into the ministry of the church. All that's going to be built around the ministry that we have already."



Casting Crowns



**HOT SKILLET** Skillet rocked the GMA Week Songwriter's Showcase. Seen here are (l-r) the band's Ben Kasica and John Cooper, showcase co-host Matthew West and the band's Lori Peters.

# CHRISTIAN AC TOP 30

POWERED BY  
MEDIABASE

April 15, 2005

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)	1202	-13	15	37/0
2	2	<b>CHRIS TOMLIN</b> Holy Is The Lord (Sixsteps/Sparrow/EMI CMG)	925	+20	11	33/2
4	3	<b>BEBO NORMAN</b> Nothing Without You (Essential/PLG)	883	+17	12	33/0
3	4	<b>CASTING CROWNS</b> Voice Of Truth (Beach Street/Reunion/PLG)	828	-52	26	37/0
6	5	<b>BIG DADDY WEAVE &amp; BARLOWGIRL</b> You're Worthy Of My Praise (Fervent)	750	+40	14	29/0
5	6	<b>MERCYME</b> Homesick (INO/Curb)	707	-35	21	33/0
10	7	<b>ZOEGIRL</b> About You (Sparrow/EMI CMG)	688	+97	7	32/1
8	8	<b>SONICFLOOD</b> Your Love Goes On Forever (INO)	645	+7	10	26/0
7	9	<b>SALVADOR</b> Heaven (Word/Curb/Warner Bros.)	636	-44	24	35/0
9	10	<b>STEVEN CURTIS CHAPMAN</b> Much Of You (Sparrow/EMI CMG)	616	-15	21	31/0
12	11	<b>MARK SCHULTZ</b> He Will Carry Me (Word/Curb/Warner Bros.)	567	+17	20	26/0
11	12	<b>CHRIS TOMLIN</b> Indescribable (Sixsteps/Sparrow/EMI CMG)	539	-27	34	36/0
19	13	<b>JOY WILLIAMS</b> Hide (Reunion/PLG)	518	+164	2	29/3
15	14	<b>SWITCHFOOT</b> This Is Your Life (Columbia)	478	+37	14	23/0
14	15	<b>BY THE TREE</b> Beautiful One (Fervent)	466	-12	34	28/0
20	16	<b>BRIAN LITRELL</b> In Christ Alone (Reunion/PLG)	415	+77	6	17/1
17	17	<b>NEWSONG</b> When God Made You (Reunion/PLG)	382	+22	19	21/0
16	18	<b>SELAH</b> All My Praise (Curb)	370	-59	14	21/0
23	19	<b>NATALIE GRANT</b> Held (Curb)	356	+31	4	18/2
24	20	<b>NEWSBOYS</b> Devotion (Sparrow/EMI CMG)	345	+40	3	16/1
18	21	<b>AVALON</b> I Wanna Be With You (Sparrow/EMI CMG)	345	-13	13	19/0
21	22	<b>BETHANY DILLON</b> Lead Me On (Sparrow/EMI CMG)	336	0	11	16/0
22	23	<b>PAUL COLMAN</b> Gloria (All God's Children) (Inpop)	320	-14	14	17/1
27	24	<b>BY THE TREE</b> Hold You High (Fervent)	311	+52	2	14/0
29	25	<b>OVERFLOW</b> Cry On My Shoulder (Essential/PLG)	280	+24	2	12/0
Debut	26	<b>JOHN DAVID WEBSTER</b> Miracle (BHT)	273	+123	1	14/1
28	27	<b>RACHAEL LAMPA</b> No Other One (Word/Curb/Warner Bros.)	273	+14	3	11/1
25	28	<b>TREE63</b> Maker Of All Things (Inpop)	267	-17	5	6/0
26	29	<b>ANDY CHRISMAN</b> Complete (Upside/SHELTER)	261	-7	18	15/0
Debut	30	<b>JARS OF CLAY</b> God Will Lift Up Your Head (Essential/PLG)	252	+25	1	13/1

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 4/3-4/9. 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

**JOEL ENGLE** Louder Than The Angels (Doxology)  
Total Plays: 239, Total Stations: 13, Adds: 1

**JADON LAVIK** What If (BEC/Tooth & Nail)  
Total Plays: 234, Total Stations: 11, Adds: 1

**FFH** You Drive, I'll Ride (Essential/PLG)  
Total Plays: 225, Total Stations: 11, Adds: 1

**JEFF ANDERSON** Open My Eyes (Gotee)  
Total Plays: 211, Total Stations: 10, Adds: 1

**NICHOLE NORDEMAN** Brave (Sparrow/EMI CMG)  
Total Plays: 195, Total Stations: 15, Adds: 6

**PHILLIPS, CRAIG & DEAN** Friend Of God (INO)  
Total Plays: 194, Total Stations: 6, Adds: 0

**MICHAEL TAIT** How Great Thou Art (Waterfront)  
Total Plays: 154, Total Stations: 7, Adds: 0

**SWITCHFOOT** Dare You To Move (Red Ink/Columbia)  
Total Plays: 151, Total Stations: 4, Adds: 0

**KRISTINA** You Alone (Devotion)  
Total Plays: 141, Total Stations: 5, Adds: 0

**BUILDING 429** No One Else Knows (Word/Curb/Warner Bros.)  
Total Plays: 140, Total Stations: 7, Adds: 1

Songs ranked by total plays

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
<b>NICHOLE NORDEMAN</b> Brave (Sparrow/EMI CMG)	6
<b>JOY WILLIAMS</b> Hide (Reunion/PLG)	3
<b>CHRIS TOMLIN</b> Holy Is The Lord (Sixsteps/Sparrow/EMI CMG)	2
<b>NATALIE GRANT</b> Held (Curb)	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)	+164
<b>JOHN DAVID WEBSTER</b> Miracle (BHT)	+123
<b>ZOEGIRL</b> About You (Sparrow/EMI CMG)	+97
<b>NICHOLE NORDEMAN</b> Brave (Sparrow/EMI CMG)	+79
<b>BRIAN LITRELL</b> In Christ Alone (Reunion/PLG)	+77
<b>BY THE TREE</b> Hold You High (Fervent)	+52
<b>PHILLIPS, CRAIG &amp; DEAN</b> Friend Of God (INO)	+49
<b>BIG DADDY WEAVE &amp; BARLOWGIRL</b> You're Worthy Of My Praise (Fervent)	+40
<b>NEWSBOYS</b> Devotion (Sparrow/EMI CMG)	+40
<b>TOBYMAC</b> Atmosphere (ForeFront/EMI CMG)	+39

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>TREE63</b> Blessed Be Your Name (Inpop)	513
<b>PHILLIPS, CRAIG &amp; DEAN</b> You Are God Alone (INO)	469
<b>MATTHEW WEST</b> More (Universal South/EMI CMG)	442
<b>CASTING CROWNS</b> Who Am I (Beach Street/Reunion/PLG)	422
<b>BUILDING 429</b> Glory Defined (Word/Curb/Warner Bros.)	408
<b>MERCYME</b> I Can Only Imagine (INO/Curb)	395
<b>MERCYME</b> Here With Me (INO/Curb)	385
<b>JEREMY CAMP</b> Walk By Faith (BEC/Tooth & Nail)	363
<b>MERCYME</b> Word Of God Speak (INO)	348
<b>MONK &amp; NEAGLE</b> Dancing With The Angels (Flicker)	344

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April 15, 2005

## 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 (Inpop)	1085	-62	14	27/0
2	2	<b>JEREMY CAMP</b> Take You Back (BEC/Tooth & Nail)	1050	-30	21	25/0
3	3	<b>TOBYMAC</b> Atmosphere (ForeFront/EMI CMG)	1014	+2	9	29/0
4	4	<b>AFTERS</b> You (Simple/INO)	977	+2	14	28/1
5	5	<b>SEVENTH DAY SLUMBER</b> Caroline (BEC/Tooth & Nail)	854	+28	12	22/0
6	6	<b>CASTING CROWNS</b> Voice... (Beach Street/Reunion/PLG)	833	+35	22	20/1
7	7	<b>ZOEGIRL</b> About You (Sparrow/EMI CMG)	784	+27	9	25/0
11	8	<b>KRYSTAL MEYERS</b> The Way To Begin (Essential/PLG)	774	+87	5	28/0
8	9	<b>MATTHEW WEST</b> You Know... (Sparrow/EMI CMG)	757	+5	14	21/0
14	10	<b>JARS OF CLAY</b> God Will Lift Up Your Head (Essential/PLG)	726	+64	6	25/1
13	11	<b>SHAWN MCDONALD</b> All I Need... (Sparrow/EMI CMG)	673	-2	13	17/0
12	12	<b>THOUSAND FOOT KRUTCH</b> This Is A Call (Tooth & Nail)	662	-21	19	18/1
9	13	<b>SANCTUS REAL</b> Things Like You (Sparrow/EMI CMG)	656	-54	17	19/0
15	14	<b>SEVEN PLACES</b> Even When (BEC/Tooth & Nail)	573	-54	16	16/0
21	15	<b>JOY WILLIAMS</b> Hide (Reunion/PLG)	553	+104	3	23/1
18	16	<b>OVERFLOW</b> Cry On My Shoulder (Essential/PLG)	544	+45	10	17/1
16	17	<b>BETHANY DILLON</b> Lead Me On (Sparrow/EMI CMG)	538	+1	12	18/1
17	18	<b>BY THE TREE</b> Hold You High (Fervent)	502	+3	14	15/1
19	19	<b>JEFF ANDERSON</b> Open My Eyes (Gotee)	492	-1	12	14/0
20	20	<b>TREE63</b> Maker Of All Things (Inpop)	485	+30	8	18/1
23	21	<b>NEWSBOYS</b> Devotion (Sparrow/EMI CMG)	457	+64	3	17/1
24	22	<b>KUTLESS</b> It's Like Me (BEC/Tooth & Nail)	421	+35	17	11/0
26	23	<b>DELIRIOUS?</b> Inside Outside (Sparrow/EMI CMG)	413	+54	4	13/0
22	24	<b>STELLAR KART</b> Spending Time (Word/Curb/Warner Bros.)	402	+5	5	12/0
25	25	<b>RACHAEL LAMPA</b> Outrageous (Word/Curb/Warner Bros.)	397	+12	9	12/0
27	26	<b>STORYSIDE:B</b> More To This Life (Silent Majority)	331	+13	8	11/0
30	27	<b>MERCYME</b> Homesick (INO/Curb)	295	+27	4	8/0
28	28	<b>KJ-52</b> Are You Real (BEC/Tooth & Nail)	294	+24	2	13/0
-	29	<b>THIRD...STEVEN C. CHAPMAN... I...</b> (Lost Keyword)	270	+5	2	6/0
-	30	<b>EVERLIFE</b> I'm Over It (SHE/TER)	269	+33	1	12/1

30 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9. © 2005 Radio & Records

## NEW & ACTIVE

**DAY OF FIRE** Rain Song (Essential/PLG)  
Total Plays: 255, Total Stations: 14, Adds: 1

**LIFEHOUSE** You And Me (Geffen)  
Total Plays: 179, Total Stations: 6, Adds: 2

**BIG DADDY WEAVER**... You're Worthy Of My Praise (Fervent)  
Total Plays: 179, Total Stations: 6, Adds: 0

**JOHN DAVID WEBSTER** Miracle (BHT)  
Total Plays: 172, Total Stations: 5, Adds: 0

**BUILDING 429** Show Me Love (Word/Curb/Warner Bros.)  
Total Plays: 161, Total Stations: 9, Adds: 2

**KUTLESS** Strong Tower (BEC/Tooth & Nail)  
Total Plays: 155, Total Stations: 8, Adds: 2

**JADON LAVIK** What If (BEC/Tooth & Nail)  
Total Plays: 148, Total Stations: 5, Adds: 0

**ANBERLIN** Paperthin Hymn (Tooth & Nail)  
Total Plays: 142, Total Stations: 6, Adds: 0

**BDA** Love Is Here (Creative Trust Workshop)  
Total Plays: 127, Total Stations: 5, Adds: 0

**BOBBY TINSLEY** Addicted (MO)  
Total Plays: 119, Total Stations: 5, Adds: 0

## 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 (BEC/Tooth & Nail)	348	0	11	26/0
2	2	<b>ANBERLIN</b> Paperthin Hymn (Tooth & Nail)	347	+13	9	30/1
3	3	<b>STELLAR KART</b> Spending Time (Word/Curb/Warner Bros.)	317	-15	13	30/0
4	4	<b>SPOKEN</b> How Long (Tooth & Nail)	293	-2	11	28/0
7	5	<b>KJ-52</b> Are You Real (BEC/Tooth & Nail)	281	+12	9	22/1
13	6	<b>DAY OF FIRE</b> Detainer (Essential/PLG)	274	+46	11	29/2
10	7	<b>PROJECT 86</b> A Shadow On Me (Tooth & Nail)	269	+14	9	22/1
5	8	<b>PILLAR</b> Hypnotized (Flicker)	254	-21	20	24/0
11	9	<b>SUBSEVEN</b> Free To Conquer (Flicker)	253	+6	8	23/2
6	10	<b>SUPERCHICK</b> Pure (Inpop)	245	-26	14	20/0
15	11	<b>FURTHER SEEMS FOREVER</b> Like... (Tooth & Nail)	241	+31	6	18/1
8	12	<b>TOBYMAC</b> Slam (ForeFront/EMI CMG)	241	-16	13	23/0
19	13	<b>DISCIPLE</b> The Wait Is Over (SRE)	231	+35	3	24/1
12	14	<b>FLYLEAF</b> Red Sam (Octone)	231	+3	8	24/0
21	15	<b>SANCTUS REAL</b> The Fight Song (Sparrow/EMI CMG)	227	+50	5	23/4
17	16	<b>POOR MAN'S RICHES</b> Break Me (Word Of Mouth)	224	+20	10	16/2
18	17	<b>CHEMISTRY</b> From Within (Razor & Tie)	221	+24	5	24/2
16	18	<b>KRYSTAL MEYERS</b> The Way To Begin (Essential/PLG)	219	+11	5	23/0
9	19	<b>WEDDING</b> Move This City (Rambler)	218	-38	16	24/0
14	20	<b>CASTING PEARLS</b> Weighted (Big Box)	217	+5	6	23/1
22	21	<b>APRIL SIXTH</b> Dear Angel (Columbia)	177	+14	4	20/2
24	22	<b>KUTLESS</b> Strong Tower (BEC/Tooth & Nail)	167	+9	2	14/4
25	23	<b>GRAND PRIZE</b> It's Not Over (A'postrophe)	165	+9	5	22/1
27	24	<b>EVERYDAY SUNDAY</b> Comfort Zone (Flicker)	156	+18	2	13/2
26	25	<b>SLINGSHOT57</b> Chase You Down (Independent)	156	+10	2	15/3
23	26	<b>MONDAY MORNING</b> Dear You (3.1)	153	-9	7	21/0
-	27	<b>KAINOS</b> Selfish Me (Southern Signal)	132	+8	1	14/0
-	28	<b>EXIT EAST</b> The Way You Are (Fervent)	123	+7	3	13/1
-	29	<b>GRETCHEN</b> Passion (MD)	121	-4	2	15/0
-	30	<b>KIDS IN THE WAY</b> Apparitions Of Melody (Flicker)	116	+51	1	12/3

35 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9. © 2005 Radio & Records

## NEW & ACTIVE

**STAPLE** Fists Afire (Flicker)  
Total Plays: 109, Total Stations: 8, Adds: 1

**BUILDING 429** Show Me Love (Word/Curb/Warner Bros.)  
Total Plays: 99, Total Stations: 9, Adds: 0

**SHOWBREAD** Mouth Like A Magazine (Solid State/Tooth & Nail)  
Total Plays: 88, Total Stations: 4, Adds: 0

**BENJAMIN** Activate (BEC/Tooth & Nail)  
Total Plays: 86, Total Stations: 5, Adds: 1

**SIDES OF THE NORTH** Melody (Word Of Mouth)  
Total Plays: 85, Total Stations: 5, Adds: 2

**MANIC DRIVE** Nebulous (Whiplash)  
Total Plays: 84, Total Stations: 8, Adds: 0

**INHABITED** Open My Eyes (Fervent)  
Total Plays: 83, Total Stations: 9, Adds: 4

**CALLS FROM HOME** Hold On (November/Twelve)  
Total Plays: 73, Total Stations: 8, Adds: 1

**KEVIN MAX** Seek (Blind Thief)  
Total Plays: 70, Total Stations: 12, Adds: 6

**SKILLET** Under My Skin (Ardent)  
Total Plays: 69, Total Stations: 8, Adds: 3



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# CHRISTIAN

April 15, 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>	377	+32	11	19/0
2	2	<b>WATERMARK</b> Knees To The Earth <i>(Rocketown)</i>	333	+3	12	19/0
7	3	<b>CHRIS TOMLIN</b> Holy Is... <i>(Sixsteps/Sparrow/EMI CMG)</i>	269	+61	6	17/1
3	4	<b>A. OMARTIAN &amp; D. SELBY</b> Worthy... <i>(Integrity/Vertical)</i>	258	-22	14	15/0
5	5	<b>NICOLE C. MULLEN</b> I Am <i>(Word/Curb/Warner Bros.)</i>	229	+1	13	13/0
12	6	<b>MICHAEL O'BRIEN</b> Pressing On <i>(Discovery House)</i>	224	+32	5	16/0
10	7	<b>MARK SCHULTZ</b> He Will... <i>(Word/Curb/Warner Bros.)</i>	224	+20	19	11/0
4	8	<b>STEVEN C. CHAPMAN</b> Much Of You <i>(Sparrow/EMI CMG)</i>	222	-25	19	12/0
8	9	<b>RUSS LEE</b> Sweetest Sound <i>(Vertical Vibe)</i>	219	+12	8	13/0
9	10	<b>ALLEN ASBURY f/RUSS TAFF</b> We Will Stand <i>(Doxology)</i>	209	+4	8	15/0
14	11	<b>SONICFLOOD</b> Your Love Goes On Forever <i>(INO)</i>	203	+44	5	13/1
6	12	<b>MERCYME</b> Homesick <i>(INO/Curb)</i>	201	-11	18	12/0
11	13	<b>NATALIE GRANT</b> Held <i>(Curb)</i>	187	-6	5	14/0
17	14	<b>BRIAN LITRELL</b> In Christ Alone <i>(Reunion/PLG)</i>	165	+31	2	14/2
13	15	<b>VARIOUS ARTISTS</b> Extraordinary God <i>(Discovery House)</i>	163	-12	11	9/0
15	16	<b>MICHAEL TAIT</b> How Great Thou Art <i>(Waterfront)</i>	161	+3	6	13/0
18	17	<b>SELAH</b> All My Praise <i>(Curb)</i>	137	+6	20	8/0
	18	<b>JOEL ENGLE</b> Louder Than The Angels <i>(Doxology)</i>	126	+13	1	10/0
20	19	<b>JADON LAVIK</b> What If <i>(BEC/Tooth &amp; Nail)</i>	125	+11	2	10/1
-	20	<b>CHRIS RICE</b> Me & Becky <i>(Rocketown)</i>	113	+13	3	9/1

19 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.  
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## Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	<b>PHANATIK</b> Shot Clock <i>(Cross Movement)</i>
2	<b>KJ-52</b> Are You Real <i>(BEC/Tooth &amp; Nail)</i>
3	<b>FLYNN f/SHARLOCK POEMS</b> Get Up <i>(Illlect)</i>
4	<b>GRITS</b> We Don't Play <i>(Gotee)</i>
5	<b>PREACHAHOLICZ</b> Club Blazer <i>(Independent)</i>
6	<b>LEGACY</b> Battle Cry <i>(Flavor Alliance/Leg-up)</i>
7	<b>URBAN D</b> The Passport <i>(Flavor Alliance)</i>
8	<b>CROSS MOVEMENT</b> Lord You Are <i>(Cross Movement)</i>
9	<b>M.O.C.</b> Daddy We Need Ya <i>(Move)</i>
10	<b>LEGACY</b> Green Light <i>(Flavor Alliance/Leg-up)</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>	1106	-27	15	36/0
2	2	<b>BIG DADDY WEAVE...</b> You're Worthy... <i>(Fervent)</i>	994	-19	12	34/0
3	3	<b>CHRIS TOMLIN</b> Holy Is... <i>(Sixsteps/Sparrow/EMI CMG)</i>	941	+60	11	35/1
5	4	<b>BEBO NORMAN</b> Nothing Without You <i>(Essential/PLG)</i>	901	+36	11	36/3
4	5	<b>MERCYME</b> Homesick <i>(INO/Curb)</i>	746	-135	22	28/0
6	6	<b>BY THE TREE</b> Hold You High <i>(Fervent)</i>	713	+52	12	28/2
11	7	<b>ZOEGIRL</b> About You <i>(Sparrow/EMI CMG)</i>	607	+84	7	26/1
10	8	<b>SONICFLOOD</b> Your Love Goes On Forever <i>(INO)</i>	605	+49	14	26/2
7	9	<b>BETHANY DILLON</b> Lead Me On <i>(Sparrow/EMI CMG)</i>	581	-13	13	21/0
14	10	<b>JOY WILLIAMS</b> Hide <i>(Reunion/PLG)</i>	562	+93	3	30/3
8	11	<b>CASTING CROWNS</b> Voice... <i>(Beach Street/Reunion/PLG)</i>	543	-46	27	21/0
15	12	<b>BRIAN LITRELL</b> In Christ Alone <i>(Reunion/PLG)</i>	536	+67	4	26/2
13	13	<b>FFH</b> You Drive, I'll Ride <i>(Essential/PLG)</i>	497	+27	7	21/0
16	14	<b>NATALIE GRANT</b> Held <i>(Curb)</i>	489	+52	6	24/0
19	15	<b>NEWSBOYS</b> Devotion <i>(Sparrow/EMI CMG)</i>	473	+85	5	23/2
17	16	<b>JARS OF CLAY</b> God Will Lift Up Your Head <i>(Essential/PLG)</i>	461	+30	5	23/0
9	17	<b>SELAH</b> All My Praise <i>(Curb)</i>	423	-162	17	17/0
18	18	<b>OVERFLOW</b> Cry On My Shoulder <i>(Essential/PLG)</i>	409	-20	10	17/0
12	19	<b>AVALON</b> I Wanna Be With You <i>(Sparrow/EMI CMG)</i>	384	-117	15	15/0
21	20	<b>RACHAEL LAMPA</b> No Other One <i>(Word/Curb/Warner Bros.)</i>	348	+4	8	15/0
22	21	<b>SWITCHFOOT</b> This Is Your Life <i>(Columbia)</i>	310	-30	9	13/0
20	22	<b>CHRIS RICE</b> Me & Becky <i>(Rocketown)</i>	310	-59	9	14/1
	23	<b>NICHOLE NORDEMAN</b> Brave <i>(Sparrow/EMI CMG)</i>	294	+186	1	18/8
27	24	<b>JOHN DAVID WEBSTER</b> Miracle <i>(BHT)</i>	271	+62	2	14/2
23	25	<b>MATTHEW WEST</b> You Know... <i>(Sparrow/EMI CMG)</i>	253	-1	16	9/0
24	26	<b>JADON LAVIK</b> What If <i>(BEC/Tooth &amp; Nail)</i>	250	-1	3	16/1
	27	<b>PHILLIPS, CRAIG &amp; DEAN</b> Friend Of God <i>(INO)</i>	248	+83	1	13/4
30	28	<b>SWIFT</b> I Need You <i>(Flicker)</i>	226	+33	2	15/2
25	29	<b>JOEL ENGLE</b> Louder Than The Angels <i>(Doxology)</i>	224	+3	2	12/1
	30	<b>BUILDING 429</b> No One... <i>(Word/Curb/Warner Bros.)</i>	222	+46	1	13/1

37 AC reporters. Songs ranked by total plays for the airplay week of Sunday 4/3 - Saturday 4/9.  
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## NEW & ACTIVE

**JACI VELASQUEZ** With All My Soul *(Word/Curb/Warner Bros.)*  
Total Plays: 218, Total Stations: 13, Adds: 0

**SUPERCHICK** Pure *(Inpop)*  
Total Plays: 178, Total Stations: 9, Adds: 0

**TREE63** Maker Of All Things *(Inpop)*  
Total Plays: 170, Total Stations: 8, Adds: 0

**MICHAEL W. SMITH** Bridge Over Troubled Water *(Reunion/PLG)*  
Total Plays: 163, Total Stations: 9, Adds: 0

**KARA WILLIAMSON** Where You Are *(INO)*  
Total Plays: 157, Total Stations: 8, Adds: 1

**OUT OF EDEN** Fairest Lord Jesus *(Gotee)*  
Total Plays: 150, Total Stations: 10, Adds: 0

**ANTHONY EVANS** Fearless *(INO)*  
Total Plays: 118, Total Stations: 6, Adds: 0

**MICHAEL TAIT** How Great Thou Art *(Waterfront)*  
Total Plays: 116, Total Stations: 6, Adds: 0

**KRISTINA** You Alone *(Devotion)*  
Total Plays: 114, Total Stations: 5, Adds: 0

**POINT OF GRACE** Who Am I *(Word/Curb/Warner Bros.)*  
Total Plays: 107, Total Stations: 8, Adds: 2

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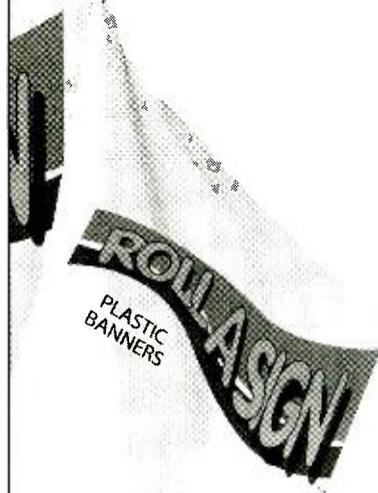
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**JACKIE MADRIGAL**  
jmadrigal@radioandrecords.com

## Hispanic Urban Radio

A 101 course on the format and the music

**A** musical revolution was started in the Latin market by a new music genre called reggaetón. So big has this revolution been that it has given birth to a new Latin format, Hispanic Urban, which has reggaetón and other styles of Latin urban music as its foundation. Even more astonishing is how this music has transcended many barriers and is now getting airplay on English-language radio stations, particularly CHR/Rhythmics.

For the full story on how the Hispanic Urban phenomenon developed, we have to go step by step. First, we'll explore the radio side by revisiting the introduction of the format, and then, in the sidebar, we'll look at the music side and the artists who are at the forefront of the Hispanic urban movement.

### Taking A Risk

When Clear Channel Radio announced its commitment to Latin radio, with Sr. VP/Hispanic Radio **Alfredo Alonso** at the helm, no one had any idea that it would risk moving away from the traditional formats — Regional Mexican, Contemporary and Tropical — to introduce what it called "Hurban," a play on Hispanic and Urban.

"Hurban was created by CCR Hispanic to reach U.S. Latinos who are bilingual and bicultural," Alonso says. "The preference of many to live a bilingual lifestyle made it important for CCR to develop a new format that addressed the unique lifestyle of today's Latino young adult."

Had there always been a need for a bilingual format, or did this just happen recently, due to the growth of reggaetón and regional urban music — the former featuring a mix of hip-hop with tropical music, and the latter a mix of hip-hop with Mexican music?

"Musically speaking, there was a void," says Alonso. "Reggaetón and Spanish hip-hop are younger-leaning than any other Spanish-language music genres, which gives them an advantage when it comes to developing a strong level of preference."

This means that there hasn't been a change in the Hispanic population, it's just that Clear

Channel decided to address the needs of a forgotten segment of the Hispanic population that is usually very young.

"The biggest difference is that we finally have music that is better at reaching young Latino adults," Alonso says. "The production and feel of this music is closer to the music this demo prefers."

### Something New

So far Clear Channel has introduced three Hispanic Urban stations — WMGE/Miami, KLOL/Houston and KABQ/Albuquerque — imaging them as "Mega, Latino and Proud."

KABQ PD **Omar Romero** says the need for this format is palpable, not only in the markets where Mega already exists, but also in many others. He explains, "There's a great need for this format, especially in large markets like Houston — where we already have a station. That same need existed here in Albuquerque."

"Why? Because most of the people here are second- and third-generation Hispanics. We play English and Spanish hip-hop, reggaetón and pop. This is an innovative station. This is the third Mega station that Clear Channel launched, and the format is definitely different from all the other formats out there."

With the music mix that Mega plays, it is going after a younger audience that may listen not only to English-language stations, but also Spanish-language CHRs.

"We're going after stations like Power 106 [KPWR/Los Angeles] and Súper Estrella [KSSE/Los Angeles and the Súper Estrella Network]," says Romero. "We're targeting the same demo, and those listeners are 18+ and speak both English and Spanish, and in some cases mostly English."

"That's the kind of audience that bands like Kumbia Kings and AKWID are attracting, because the bands themselves speak choppy Spanish, and the public identifies with them. The listeners who call our station mix English and Spanish when they speak, and that's the audience we're going after."

But are the Mega stations ready for the competition? The other stations won't stand still while their audience changes the dial. Súper Estrella is already programming reggaetón and regional urban, though pop has always been its core genre, and many English-language CHR/Rhythmic and Urban stations are beginning to play reggaetón.



**Alfredo Alonso**



**Omar Romero**



**Ivy Queen**

## On The Music Side

The hottest artists and labels

Reggaetón began in Panama with a reggae movement that later grew to include Caribbean sounds, but it was Puerto Rico that was the platform for reggaetón's growth and development. Some of the first artists to explore reggaetón were Baby Rasta & Gringo, Guanábanas, Maicol Y Manuel, Polaco, Don Chezina, Daddy Yankee and Don Omar.

Because the genre speaks of the trials and tribulations young kids face on the streets, the first material to be released had lyrics that were not acceptable to radio. Once the artists realized that radio liked the sound of the music but that the content was too strong, they began to release clean versions of songs. Radio couldn't hold back any longer and had to respond to the demand for this music. Reggaetón hit the U.S. East Coast first and later spread everywhere, including Latin America and Europe.

On the U.S. West Coast, where the Latin population is more Mexican, something similar began to happen. The kids there liked English-language music but had grown up listening to the traditional Mexican music their parents listened to. So, they took the best of both worlds — hip-hop and norteño or banda — and created what is known as regional urban. The first band to see commercial and radio success in this genre was AKWID.

### Who's Doing What

In today's world, if a label is not releasing reggaetón or urban product, it's missing the boat. Almost every label has at least one or two reggaetón or regional urban artists. By looking at R&R's charts, you can see who is doing what.

EMI Latin has artists like Vico C (*Desahogo*), who is a reggaetón pioneer; Crooked Stilo (*Naturally Crooked*); and will soon release Tony Touch. Sony BMG has Julio Voltio (*Voltage AC*), Sinfonía (*El Dolor, La Lucha Y El Triunfo*), Mikey Perfecto (*Evolución Arrestada*), Zion & Lennox (*Motivando A La Yal*), Sindicato (*Sindicato*) and Johnny Prez (*The Prezident*). Miami Records has Bimbo (*A Lo Latino*), Gemstar & Bigmató (*El Puré*), LCD (*La Congregación Desconocida*) and DJ Miguelito (*Ahora E' Que Es*).

The leading woman in reggaetón, Ivy Queen (*Real*), is signed to Perfect Image. Other independent labels, like UBO, Cutting, MP and VI Music, are all in

Continued on Page 80

**"The Latino population becomes more acculturated every day. This music transcends all Latino backgrounds and has acceptance across a wide range of young Latinos."**

**Alfredo Alonso**

"I think the question is, how are they going to compete with us?" Romero says. "It's very easy for us to compete with them. We're playing most of the songs that are already hits on CHR/Rhythmic stations, and we're playing the best of reggaetón and pop, which is the foundation of our format."

"They can't play all our music on a CHR/Rhythmic format. We can play in their backyard, but they can't play in ours. It's going to be very difficult for them to do it."

### The Bilingual Factor

Not only do Hispanic Urban stations have to program music that appeals to a younger audience, the on-air delivery also has to be young and street enough that the kids stay tuned. Furthermore, the DJs have to be bilingual — that's part of the image.

"All our DJs are bilingual," says Romero. "That's what the music is about. Listen to Daddy Yankee, Kumbia Kings, AKWID and all the other bands who are hitting right now. They can get you by saying 'Hola' or 'What's up,' and

that's what we look for in our DJs. We don't want them to sound serious, we want them to make the listeners feel they are just like them."

"The station is very much a street station on the air. We are not a *fresa* [yuppie] station, we are a *raza* station that speaks to the kids, to today's generation. Many of the DJs come from that lifestyle."

"If I were programming a Regional Mexican station, I would look for people who live that lifestyle. If the station were Norteña, I would look for someone from Monterrey who knows that lifestyle. The same thing happens here. The DJs know the lifestyle and know what the kids want to listen to."



**Don Omar**

Because the Mega stations use English and Spanish on the air and program some English-language songs, some critics say they are English-language stations targeted at Hispanics. Romero doesn't agree, saying, "This is a Hispanic station that reaches the Hispanics that other stations can't reach with a Regional Mexican or a Contemporary format."

"We are reaching second-, third- and fourth-generation Hispanics, but it is a Latin station. Our Hispanic audience likes this kind of music. No other company dared to do what Clear Channel did. We are mixing the best of two worlds to reach Hispanics."

Continued on Page 80

## RADIO MÚSICA™ R&R

### Hispanic Urban Radio

Continued from Page 79

#### The Mega Difference

Although all of Clear Channel's Mega stations are Hispanic Urban, there are differences in the music they program, because each station has to look at the Hispanic makeup of its market. "The audience here in Albuquerque is more *Chicana*," says Romero. "They were born and raised here, and their parents were born here. The differences are slight, but there are differences, depending on the market.

"Miami's station is a bit more tropical, and Houston is also more tropical and pop. They wouldn't mix in as much English-language CHR music as we do. We use more CHR music and more regional urban music by artists like Jae P, Flakiss, AKWID and Crooked Stilo — all that music that was born in Los Angeles.

"We're also playing a song by Tego Calderón with Intocable, because Intocable are really big here. Many of the norteño bands are releasing collaborations with reggaetón artists. We also play the Jennifer López song with Tego Calderón. Many big-name artists are recording with reggaetón artists."

The stations are also programming a substantial amount of pop. Is it because there aren't enough reggaetón hits, or is it that the format cannot survive without pop? Romero says the Hispanic Urban format is like a CHR/

and many people thought it would disappear after a while. The reggaetón rhythm is very innovative and very attractive. Its sounds are very contagious, and people of all ages like it."

Alonso says, "The Latino population becomes more acculturated every day. This music transcends all Latino backgrounds and has acceptance across a wide range of young Latinos."

What about the Hispanic Urban radio format's growth potential? How far and how soon will it spread? "We believe this format has



Vico C

strong potential," says Alonso. "It allows advertisers to reach a demo that has never been served by traditional Spanish primary radio."

The format is also helped by how easily reggaetón can fit into other formats, like Spanish-language CHR and Tropical. Romero says, "This music can be included in stations in New York and Houston. Even smaller Tropical or Pop stations can include reggaetón in their programming. It can work in Los Angeles, San Francisco or Chicago, where there aren't any Tropical stations. You can mix reggaetón with tropical, with pop or with CHR."

#### Getting Some Respect

With stations like Mega making headlines, does this signal the end of conservative Latin radio? The traditional Latin stations in the U.S. lag behind what stations in Latin America are doing by at least a decade, not to mention what U.S. English-language radio is doing.

"There has been a change in Latin radio," Romero says. "If we look back 10-15 years ago, there have been major changes. And more change is coming. We now have more music variety. We're the largest minority in the U.S., and Hispanics like a lot of different types of music.



Julio Voltio



AKWID

Rhythmic format that mixes the best of both music genres and much more.

"We can't just do one thing," he says. "Mega covers pop, hip-hop, tropical and urban because, at the end of the day, the audience we're targeting likes music from all these formats. And although you do have to guide yourself depending on the market you're in, it all encompasses the same thing. We have to give the station some variety."

#### Surviving & Growing

Some people believe that reggaetón is merely a trend that will eventually die. Romero doesn't agree, comparing it to the hip-hop movement in the American market. "Reggaetón is a new format, but it's here to stay," he says. "Hip-hop was originally underground,

### On The Music Side

Continued from Page 79

the reggaetón business. Meanwhile, Univision Records has artists like AKWID (*Komp 104.9 Radio Compa*), Jae P (*Esperanza*), Jhosy & Baby Q (*Los Dueños De La Discoteca*) and Flakiss (*Libérate*).

#### Universal Power

But it's Universal that has the largest urban and reggaetón roster. The company also distributes many of the independent labels. Artists signed to Universal Music Latino include Adassa (*Kamasutra*), Orishas (*El Kilo*), P-Blades (*Buen Provecho*) and Don Dinero's soon to be released *Aborn Que Si*. Universal Music Group also recently introduced Machete Music, a label dedicated to the Latin urban music market and specializing in hip-hop, rap, dancehall and reggaetón.

Machete is headed by President Gus López, and although the label works closely with Universal Music Latino, it is an independent label with its own A&R, marketing and promotion departments. To get an even stronger hold on the urban market, Machete has acquired a 50% stake in VI Music.

"Machete will be signing artists under Machete alone and under Machete/VI," López says. "We not only bought 50% of VI, we'll also do all their marketing, publicity, sales and distribution. With this agreement we also have the distribution of Daddy Yankee's albums." He points out that Daddy Yankee is not signed to Machete, VI or any other label.

López says there will soon be an announcement regarding artists who will be signed to Machete. In the meantime, the company is taking over Don Abusivo, who had previously released an album on UML. He adds that, according to the latest Soundscan numbers, UML and Machete have eight of the top 10-selling records.

For those nonbelievers who still doubt the staying power of this music, López says, "Hispanic urban music has a great future, because urban music in the American market proved that it reaches kids. Urban is what determines their tastes. And reggaetón is a subgenre of urban music that has grown incredibly and has helped to open the doors for urban music.

"Reggaetón is not new. It's been on the streets of Puerto Rico since the early '90s. Whoever thinks this is going away is wrong."



Gus López

Many Hispanics are now more American in the way they think and live. We're another option on the dial for all the Hispanics in the U.S.



Bimbo

"No one believed in the new format; no one thought the market was big enough. If you don't take a risk, you'll never know if it works, but many didn't want to risk it. They were

afraid to fail. Alfredo took that risk with Clear Channel and flipped these stations and introduced the format."

All this points to the incredible growth Hispanic radio is experiencing. "Hispanic radio stations will now have the value they deserve," Romero says. "Many times a Hispanic station has to sell advertising at much lower rates than an English-language station, even when the Hispanic station's ratings are high. This growth will add to the value of Hispanic stations. Companies like Clear Channel have begun to break the barriers so that Hispanic stations are valued the way they should be."

Check out how reggaetón and the Latin hip-hop movement are impacting English-language radio. CHR Rhythmic/Urban Editor Dana Hall explores why these Latin music genres are exploding on CHR Rhythmic and Urban stations across the country and highlights which artists are hitting it big in her columns on Pages 34 and 38.

## TELEVISION

### TOP 10 SPANISH-LANGUAGE SHOWS ON HISPANIC NETWORKS

- 1 *Selena ¡Vive!*
- 2 *Selena Noche De Estrellas*
- 3 *Madrastra (M-F)*
- 4 *Apuesta Por Un Amor (M-F)*
- 5 *Don Francisco Presenta (Wed.)*
- 6 *Casos De La Vida Real (Tues.)*
- 7 *Cristina (Mon.)*
- 8 *Inocente De Ti (M-F)*
- 9 *Hospital El Paisa*
- 10 *Selena Acceso Total*

### TOP 10 ENGLISH-LANGUAGE SHOWS MOST WATCHED BY HISPANICS

- 1 *American Idol (Wed.)*
- 2 *American Idol (Tues.)*
- 3 *Desperate Housewives*
- 4 *WWE Smackdown!*
- 5 *CSI*
- 6 *24*
- 7 *Lost*
- 8 *George López*
- 9 *Nanny 911*
- 10 *Cold Case*

April 4-10; Hispanics 2+. Source: Nielsen Media Research

# REGIONAL MEXICAN TOP 30

April 15, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)	1532	+24	13	38/0
2	2	INTOCABLE Aire (EMI Latin)	1507	+4	13	33/0
3	3	LOS TIGRES DEL NORTE La Sorpresa (Fonovisa)	1355	-53	8	5/0
4	4	LOS HOROSCOPOS DE DURANGO Si La Quieres (Disa)	965	-3	11	5/0
7	5	LOS HURACANES DEL NORTE Tú Ponte En Mi Lugar (Univision)	824	-13	13	23/0
8	6	PATRULLA 81 Eres Divina (Disa)	797	+115	4	4/0
5	7	K-PAZ DE LA SIERRA Volveré (Univision)	768	-96	26	33/0
6	8	LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	766	-98	20	34/0
10	9	EZEQUIEL PEÑA Beso A Beso (Fonovisa)	625	+4	7	3/1
12	10	JULIO PRECIADO Lo Mejor Fue Perderte (Sony BMG)	605	+6	10	3/0
11	11	GRUPO INNOVACION Mañana Que Ya No Esté (Univision)	600	-12	12	16/0
9	12	LA AUTORIDAD DE LA SIERRA Me Quedé Sin Nadie (Disa)	586	-39	9	3/0
13	13	BETO Y SUS CANARIOS Está Llorando Mi Corazón (Edimonsa)	578	-13	26	31/0
14	14	ZAINO No Podré Sobrevivir (Fonovisa)	570	-9	5	3/0
18	15	BRONCO "EL GIGANTE DE AMERICA" Señor Mesero (Fonovisa)	538	-15	13	18/0
16	16	CONJUNTO ATARDECER Y Te Vi Con El (Universal)	535	-39	6	3/0
15	17	EL PODER DEL NORTE En Tu Basura (Disa)	520	-55	8	10/1
17	18	BETO Y SUS CANARIOS A Usted (Disa)	501	-53	12	15/0
28	19	MARCO ANTONIO SOLIS En El Mismo Tren (Fonovisa)	498	+102	4	6/0
22	20	DUELO Bienvenido Al Amor (Univision)	481	+12	13	12/0
30	21	CONTROL Ella Es Una Diosa (Univision)	474	+111	2	5/1
21	22	GRUPO BRYNDIS La Ultima Canción (Disa)	473	-13	19	15/0
20	23	KUMBIA KINGS Na Na Na (Dulce Niña) (EMI Latin)	455	-36	7	4/0
19	24	LALO MORA Si Me Vas A Dejar (Edimonsa)	430	-112	17	19/0
24	25	JOAN SEBASTIAN Cómo Olvidar (Balboa)	423	-31	8	5/0
23	26	LOS INVASORES DE NUEVO LEON Si Por Mi Fuera (EMI Latin)	402	-54	8	3/0
Debut	27	VICENTE FERNANDEZ Ignacio Bernal (Sony BMG)	391	+65	1	2/1
29	28	TOÑO Y FREDDY Lo Lindo De Ti (Disa)	375	-16	7	4/0
-	29	GRUPO MONTEZ DE DURANGO Adiós Amor Te Vas (Disa)	371	+64	2	1/0
27	30	PESADO Te Apuesto Lo Que Quieras (Warner M.L.)	365	-37	15	13/0

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 4/3-4/9. 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
NOTABLE Se Vale Llorar (Univision)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SERGIO VEGA "EL SHAKA" Dueño De Ti (Sony BMG)	+151
PATRULLA 81 Eres Divina (Disa)	+115
CONTROL Ella Es Una Diosa (Univision)	+111
MARCO ANTONIO SOLIS En El Mismo Tren (Fonovisa)	+102
K-PAZ DE LA SIERRA Si Tú Fuieras De Mí (Univision)	+90
NOTABLE Se Vale Llorar (Univision)	+73
PALOMO No Me Queda Más (Disa)	+72
VICENTE FERNANDEZ Ignacio Bernal (Sony BMG)	+65
GRUPO MONTEZ DE DURANGO Adiós Amor Te Vas (Disa)	+64
JOE POSADA Con Un Cachito (Baby Dude)	+59

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
KUMBIA KINGS Fuego (EMI Latin)	346
POLO URIAS Y SU MAQUINA NORTEÑA Mi Primer Amor (Fonovisa)	342
PESADO Ojalá Que Te Mueras (Warner M.L.)	333
DIANA REYES Rosas (Universal)	312

ARTIST TITLE LABEL(S)	TOTAL PLAYS
GRUPO MONTEZ DE DURANGO Quiero Saber De Ti (Disa)	309
LOS HOROSCOPOS DE DURANGO Dos Locos (Disa)	289
LOS TEMERARIOS Sombras (Fonovisa)	284
RAMON AYALA Y Bailando (Freddie)	276
PATRULLA 81 No Aprendí A Olvidar (Disa)	268
PATRULLA 81 Cómo Pude Enamorarme De Ti (Disa)	249

## NEW & ACTIVE

JENNI RIVERA Amiga, Si Lo Ves (Univision)  
Total Plays: 333, Total Stations: 8, Adds: 1  
RAUL BRINDIS Otra Noche Más Sin Ti (Disa)  
Total Plays: 49, Total Stations: 5, 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).



11218  
3Pesos



11244  
LCD



11253  
Gemstar & Bigmató



11271  
DJ Miguelito

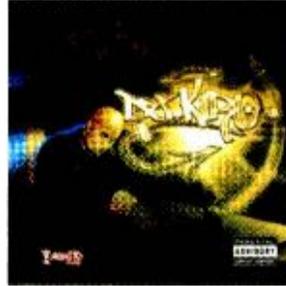


11243  
Bimbo



11250  
Chinovi

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11256  
DJ Kiro



11263  
Reggaeton Hits

# CONTEMPORARY TOP 30

April 15, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>JUANES</b> La Camisa Negra (Universal)	974	+23	9	4/0
2	2	<b>JULIETA VENEGAS</b> Algo Está Cambiando (Sony BMG)	593	-46	17	18/0
3	3	<b>JUANES</b> Volverte A Ver (Universal)	544	-1	16	19/0
5	4	<b>OBIE BERMUDEZ</b> Cómo Pudiste (EMI Latin)	531	+57	5	2/0
4	5	<b>REYLI BARBA</b> Amor Del Bueno (Sony BMG)	496	-25	12	13/0
	6	<b>RICARDO ARJONA</b> Por Qué Es Tan Cruel El Amor (Sony BMG)	477	+427	1	0/0
15	7	<b>LAURA PAUSINI</b> Viveme (Warner M.L.)	407	+67	5	2/0
9	8	<b>FRANKIE J. f/BABY BASH</b> Obsession (No Es Amor) (Columbia)	399	+15	6	5/0
6	9	<b>KALIMBA</b> Tocando Fondo (Sony BMG)	398	-20	15	10/0
8	10	<b>INTOCABLE</b> Aire (EMI Latin)	377	-24	5	3/0
10	11	<b>LA 5A. ESTACION</b> El Sol No Regresa (Sony BMG)	370	0	19	15/0
11	12	<b>CHAYANNE</b> Contra Vientos Y Mareas (Sony BMG)	369	+2	4	2/0
7	13	<b>ALEKS SYNTEK f/ANA TORROJA</b> Duele El Amor (EMI Latin)	362	-53	27	19/0
24	14	<b>LA 5A. ESTACION</b> Algo Más (Sony BMG)	351	+114	7	5/1
12	15	<b>ALEJANDRO FERNANDEZ</b> Qué Lástima (Sony BMG)	348	-19	10	6/0
16	16	<b>CARLOS VIVES</b> Voy A Olvidarme De Mí (EMI Latin)	341	+18	16	6/0
14	17	<b>FEY</b> La Fuerza Del Destino (EMI Latin)	320	-21	15	9/0
18	18	<b>CRISTIAN</b> Te Buscaría (Sony BMG)	304	+7	19	16/0
19	19	<b>DAVID DEMARIA</b> Precisamente Ahora (Warner M.L.)	296	+12	5	3/1
17	20	<b>RBD</b> Rebelde (EMI Latin)	296	-16	5	3/1
21	21	<b>PEPE AGUILAR</b> El Autobús (Sony BMG)	289	+14	13	9/0
26	22	<b>MARCO ANTONIO SOLIS</b> En El Mismo Tren (Fonovisa)	278	+52	2	2/0
22	23	<b>SORAYA</b> Llévame (EMI Latin)	268	+1	6	4/0
20	24	<b>DAVID BISBAL</b> Esta Ausencia (Universal)	264	-16	19	10/0
27	25	<b>CONJUNTO PRIMAVERA</b> Hoy Como Ayer (Fonovisa)	239	+18	8	5/0
29	26	<b>CRISTIAN</b> Una Canción Para Ti (Sony BMG)	229	+25	4	2/0
28	27	<b>PAULINA RUBIO</b> Alma En Libertad (Universal)	224	+19	2	1/0
23	28	<b>TOMMY TORRES</b> Dame Esta Noche (Ole Music)	216	-39	10	2/0
30	29	<b>JIMENA</b> En Soledad (Univision)	213	+20	2	0/0
	30	<b>OLGA TAÑÓN</b> Bandolero (Sony BMG)	204	+14	1	2/0

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 4/3-4/9. 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
<b>INTOCABLE</b> Aire (EMI Latin)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>RICARDO ARJONA</b> Por Qué Es Tan Cruel El Amor (Sony BMG)	+427
<b>LA 5A. ESTACION</b> Algo Más (Sony BMG)	+114
<b>LAURA PAUSINI</b> Viveme (Warner M.L.)	+67
<b>OBIE BERMUDEZ</b> Cómo Pudiste (EMI Latin)	+57
<b>MARCO ANTONIO SOLIS</b> En El Mismo Tren (Fonovisa)	+52
<b>REIK</b> Yo Quisiera (Sony BMG)	+33
<b>LA SINFONIA</b> Abrázame Muy Fuerte (Sony BMG)	+31
<b>SERRALOE</b> Vida De Mi Vida (Universal)	+28
<b>EOGARRO MONSERRAT</b> Cuéntale (Fonovisa)	+28
<b>JOHNNY PREZ</b> Tu Pum Pum (Sony BMG)	+26

## NEW & ACTIVE

**ELEFANTE** Mentirosa (Sony BMG)  
Total Plays: 96, Total Stations: 4, Adds: 1

**OPALO** No Me Acostumbro (Mock & Roll)  
Total Plays: 70, 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).

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>LA OREJA DE VAN GOGH</b> Rosas (Sony BMG)	315	<b>JULIETA VENEGAS</b> Andar Conmigo (Sony BMG)	280
<b>FRANCO DE VITA f/SIN BANOERA</b> Si La Ves (Sony BMG)	301	<b>JULIETA VENEGAS</b> Lento (Sony BMG)	254
<b>JUANES</b> Nada Valgo Sin Tu Amor (Universal)	287	<b>ALEX UBAGO</b> Sin Miedo A Nada (Warner M.L.)	248
<b>ALEJANORO FERNANDEZ</b> Me Dedicué A Perderte (Sony BMG)	284	<b>MANA</b> Mariposa Traicionera (Warner M.L.)	241
		<b>SIN BANOERA</b> Que Llora (Sony BMG)	215
		<b>PEPE AGUILAR</b> Miedo (Sony BMG)	213

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## TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	<b>LOSTOROS BAND</b> Perdóname La Vida (DAM Productions)	180
2	<b>MARC ANTHONY</b> Se Esfuma Tu Amor (Sony BMG)	173
3	<b>JUAN LUIS GUERRA</b> Para Ti (Vene Music/Universal)	123
4	<b>AVENTURA</b> La Boda (Premium)	119
5	<b>FRANKIE NEGRON</b> Todo Es Mentira (SGZ Entertainment)	112
6	<b>OLGA TAÑÓN</b> Bandolero (Sony BMG)	105
7	<b>GILBERTO SANTA ROSA</b> Enséñame A Vivir Sin Ti (Sony BMG)	105
8	<b>DADDY YANKEE</b> Lo Que Pasó, Pasó (VI Music)	100
9	<b>JUANES</b> La Camisa Negra (Universal)	97
10	<b>VICTOR MANUELLE</b> La Vida Es Un Carnaval (Sony BMG)	94
11	<b>EL GRAN COMBO DE PUERTO RICO</b> El Matrimonio (Sony BMG)	88
12	<b>FRANKIE J. f/BABY BASH</b> Obsession (No Es Amor) (Columbia)	82
13	<b>LA GRAN BANDA</b> Chiquilla (DAM Productions)	80
14	<b>MONCHY &amp; ALEXANDRA</b> Hasta El Fin (J&N)	77
15	<b>TITOROJAS</b> Quiero (MP)	76
16	<b>CHARLIE CRUZ</b> Ven Devórame Otra Vez (SGZ Entertainment)	71
17	<b>MONCHY &amp; ALEXANDRA</b> Perdidos (J&N)	66
18	<b>VICO C</b> Se Escaman (EMI Latin)	62
19	<b>OBIE BERMUDEZ</b> Todo El Año (EMI Latin)	60
20	<b>ELIEL WIGLORY</b> La Popola (Visionary)	58
21	<b>TITO NIEVES f/LA INDIA</b> Ya No Queda Nada (SGZ Entertainment)	52
22	<b>GILBERTO SANTA ROSA</b> Sombra Loca (Sony BMG)	49
23	<b>EL GRAN COMBO DE PUERTO RICO</b> Amor Perfecto (Sony BMG)	44
24	<b>LUNY TUNES f/BABY RANKS, DON OMAR, WISIN &amp;...</b> Mayor Que Yo (Universal)	43
25	<b>DADDY YANKEE</b> Machete (VI Music)	42

Data is compiled from the airplay week of 4/3/05-4/9/05, and based on a point system.  
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## ROCK/ALTERNATIVE

TW	ARTIST Title Label(s)
1	<b>ENJAMBRE</b> Biografía (Oso/V&J)
2	<b>ANDREA ECHEVERRI</b> A Eme O (Nacional)
3	<b>LIQUITS</b> Chido (Surco)
4	<b>STOIC FRAME</b> Demonios Del Asfalto (El Comandante/V&J)
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>JD NATASHA</b> Tatuaje (EMI Latin)
12	<b>JUGUETE</b> Sin Ti (Escúchalo/V&J)
13	<b>VICENTICO</b> Los Caminos De La Vida (Sony BMG)
14	<b>MOLOTOV</b> Mi Aguita Amarilla (Universal)
15	<b>SORAYA</b> Llévame (EMI Latin)

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>VICO C</b> Se Escaman (EMI Latin)
2	<b>FRANKIE J. f/BABY BASH</b> Obsession (No Es Amor) (Columbia)
3	<b>BANDA GORDA</b> No Doy Mi Truco (MP)
4	<b>DON OMAR</b> Reggaetón Latino (Urban Box Office)
5	<b>FRANKIE NEGRON</b> Todo Es Mentira (SGZ Entertainment)
6	<b>TITOROJAS</b> Quiero (MP)
7	<b>TOQUE D' KEDA</b> Debo Pensar (Perfect Image)
8	<b>NORIEGA f/TITO "EL BAMBINO"</b> Te Encontraré (Flow Music/Cutting)
9	<b>MIGUEL BOSE</b> Ella Dijo No (Warner M.L.)
10	<b>TRES MUNDOS</b> Arabeton (Latinflava)
11	<b>AVENTURA</b> La Boda (Premium)
12	<b>JULIO VOLTIO</b> Bumper (Sony BMG)
13	<b>MONCHY &amp; ALEXANDRA</b> Hasta El Fin (J&N)
14	<b>CONJUNTO IMAGEN</b> Suéltala (Muziq)
15	<b>VICTOR MANUELLE</b> La Vida Es Un Carnaval (Sony BMG)

Songs ranked by total number of points. 22 Record Pool reporters.

## RR Going For Adds™

### CONTEMPORARY

No Going for Adds for this Week

### REGIONAL MEXICAN

- BOBBY PULIDO** Ojalá Te Animes (Universal)
- CHIQUI RODRIGUEZ** Lavado Cerebral (Fuentes)
- JOSE ALEX Y LOS TROTAMUNDOS** La Medallita (Fuentes)
- JOSE MANUEL FIGUEROA** Ay Cariñito (Universal)
- LA FIRMA** Lo Mejor De Mi Vida (Sony BMG)
- LA SONORA DINAMITA** Noches De Cumbia (Fuentes)
- LOS ASTROS DE DURANGO** Los Vergelitos (Sony BMG)
- LOS INCOMPARABLES DE TIJUANA** Rompiste Los Candados (Sony BMG)
- SERGIO VEGA "EL SHAKA"** Dueño De Ti (Sony BMG)

### TROPICAL

- FRUKO Y SUS TESOS** Con Todo (Fuentes)
- FULANITO** La Verdad (Cutting)
- SONORA CARRUSELES** Las Muchachas (Fuentes)

### ROCK/ALTERNATIVE

No Going for Adds for this Week

## ¡Qué Pasa Radio!

There's little movement this week on the Regional Mexican chart. Conjunto Primavera's "Hoy Como Ayer" (Fonovisa) stays at No. 1. A couple of songs take nice jumps this week: "En el Mismo Tren" by Marcon Antonio Solís (Fonovisa) goes to No. 19 from No. 28, and "Ella Es Una Diosa" by Control (Univision) goes to No. 21 from No. 30. The great Vicente Fernández enters the chart this week at No. 27, with "Ignacio Bernal" (Sony BMG).

There's a bit more movement on the Contemporary stations, believe it or not. Sony BMG is doing extremely well with Ricardo Arjona, who enters the chart at No. 6 with "Por Qué Es Tan Cruel el Amor"; Olga Tañón, who enters at No. 30 with "Bandolero"; and "Algo Más" by La 5ta Estación, which moves up to No. 14 from No. 24. Laura Pausini continues to climb the chart, with "Víveme" (Warner Music Latina) landing this week at No. 7 from No. 15.

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

### Marketing and Promotions Manager

**Help Us Tell Our Story. News/Talk 630 WMAL** is the most important radio station in the most important city in America. We have a killer lineup, an award-winning news operation and a fantastic sales team. All we need is a first rate Marketing and Promotions Manager. We're looking for an aggressive, experienced radio pro to oversee both client promotions and station marketing. The ideal candidate will know how to help the station using every marketing tool, from paid media to PR to stunts and guerilla opportunities. Email resumes to Randall Bloomquist at:

randall.bloomquist@abc.com.  
ABC Radio - Washington, DC  
EQUAL OPPORTUNITY EMPLOYER

### We're expanding LONG ISLAND's MOST LISTENED TO MORNING SHOW!

Is this you?

Awesome at production.

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If you were in front of a mic, you'd have something to say. Want to win in a big market—

—that competes with

New York City.

Great team player.

People think you're funny.

Can think quick on your feet as well as plan in advance and

execute both flawlessly.

Please send your tape and resume to:

Jeremy.rice@cox.com. EOE

Morning Show Host—Positive 89.3, an expanding New England Station, is looking for a dynamic on air talent with a minimum of five years experience to lead our morning team. Web or Graphic design experience a plus. Send MP3, resume, salary requirements and statement of faith to wmsj@wmsj.org, or to Paula K, PO Box 287, Freeport, Maine 04032 No calls please. EOE.

## SOUTH

### FLORIDA STATION LOOKING FOR RHYTHMIC MORNING CO-HOST

The biggest morning show gig of the year. Yours? Maybe. But first, answer these questions:

- \* What time do you arrive at work?
- \* What time do you leave work?
- \* If we suggested that you needed to think like a politician, would you "get" what we were talking about?
- \* Tell us the best bit you've ever done
- \* Tell us the worst bit you've ever done

And then get ready for the funnest ride of your life.

Radio & Records, 2049 Century Park East, 41st Floor, #1135, Los Angeles, CA 90067.

Email:floridaradiohr@yahoo.com

FEMALES AND MINORITIES STRONGLY ENCOURAGED TO APPLY. EOE.

## MIDWEST



**AM Drive News Host in Tulsa, Oklahoma.** Our award winning morning news program is looking for the next big star to "drive the bus" for the next decade or so at the number one News/Talk station in Oklahoma, KRMG, Tulsa! The right candidate for this position must be a newshound, be able to interact, tease effectively, show a little personality, have superior interviewing skills, and be able to turn on a dime as necessary to cover breaking news events. Prefer candidates to also have three years news or talk experience. Not interested in "rip-and readers"... looking for a PRO! Send your resume, audio and any other relevant info to: Cox Radio Inc., Tulsa, Human Resources, 7136 South Yale Suite 500, Tulsa OK 74136. Fax: (918) 492-6495 Email: sheley.mark@cox.com No Phone Calls. E.O.E M/F

KHBZ-FM is searching for an aggressive morning person or duo... T&R to: 50 Penn Place, Suite 1000. Oklahoma City, OK 73118. EOE (4/15)

## WEST

**Morning Show Host.** WMSJ Portland, Maine seeks experienced dynamic talent. Send MP3, resume, salary requirements to: wmsj@wmsj.org. No calls. EOE (4/15)

## WEST

### Program Director

Are you a leader, strategist and proven ratings winner? Do you understand positioning, imaging, and marketing? Do you know Christian music inside and out? Can you relate to the Christian music listener on the air?

Pamplin Broadcasting has an immediate opening for an experienced on-air **Program Director** at Spirit 101.9 KTSL in Spokane, Washington. If you want to work for one of America's great companies and live in the beautiful Inland Northwest, send air check, resume and programming philosophy by May 5 to:

General Manager

KTSL/Spirit 101.9

One Rock Pointe

1212 N Washington St Ste 124

Spokane, WA 99201-2441

Email:

generalmanager@spirit101.9.com

Fax: 509-326-1560

No phone calls please.

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## POSITIONS SOUGHT

**25-yrs as a newscaster and I LOVE to perform! Strong on-air sound;** creative, insightful, quick-witted and eager to help new talent! Find out about Stump The Newsguy and The Most Exciting 2:15 in Television! MrLustre1@aol.com. (4/15)

**(Detroit) Hey Doug-FM,** need a hard worker? 16 years in radio, DJ, board op, promotions. Email me: djmartin88@hotmail.com. I am 45 minutes from the Fisher building! (4/15)

**Basketball season** is finally over. Former Modesto #1 weekender still seeks NorCal/PacNorthwest gig. Contact FRANK at: (510) 223-1534. (4/15)

**Bill Elliott & Tim Subra.** Great audience builders! Available immediately anywhere. Check our "ALL REQUEST RADIO" at www.3DSJ.com. (813)920-7102, billelliott@3DSJ.com. (4/15)

## 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. 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)

**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.

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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. 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

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<b>CIRCULATION:</b>	310-788-1625	310-203-8727	subscribe@radioandrecords.com
<b>NEWS DESK:</b>	310-788-1699	310-203-9763	newsroom@radioandrecords.com
<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

	Phone	Fax	E-mail
<b>OPPORTUNITIES/MARKETPLACE:</b>	310-788-1621	310-203-8727	kmumaw@radioandrecords.com
<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	ihelton@radioandrecords.com

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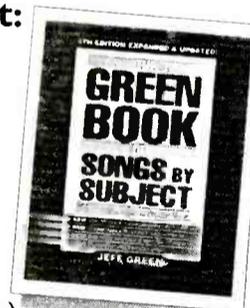
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# THE BACK PAGES

April 15, 2005

POWERED BY  
MEDIABASE

## CHR/POP

LW	TW	
1	1	KELLY CLARKSON Since U Been Gone (RCA/RMG)
2	2	USHER Caught Up (LaFace/Zomba Label Group)
4	3	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)
3	4	GREEN DAY Boulevard Of Broken Dreams (Reprise)
6	5	50 CENT Candy Shop (Shady/Aftermath/Interscope)
5	6	GWEN STEFANI f/EVE Rich Girl (Interscope)
10	7	ALICIA KEYS Karma (J/RMG)
9	8	NATALIE Goin' Crazy (Latium/Universal)
7	9	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)
8	10	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)
14	11	AKON Lonely (SRC/Universal)
15	12	3 DOORS DOWN Let Me Go (Republic/Universal)
11	13	MARIO Let Me Love You (J/RMG)
13	14	ROB THOMAS Lonely No More (Atlantic)
18	15	KILLERS Mr. Brightside (Island/IDJMG)
12	16	EMINEM Mockingbird (Shady/Aftermath/Interscope)
16	17	JESSE MCCARTNEY Beautiful Soul (Hollywood)
20	18	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)
17	19	GAVIN DEGRAW I Don't Want To Be (J/RMG)
21	20	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)
19	21	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)
26	22	WILL SMITH Switch (Interscope)
27	23	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
25	24	OMARION O (Epic)
28	25	HOWIE DAY Collide (Epic)
23	26	DESTINY'S CHILD Soldier (Columbia)
37	27	GWEN STEFANI Hollaback Girl (Interscope)
24	28	JET Look What You've Done (Atlantic)
29	29	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)
31	30	PAPA ROACH Scars (Geffen)

### #1 MOST ADDED

BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)

### #1 MOST INCREASED PLAYS

BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)

### TOP 5 NEW & ACTIVE

- U2 Sometimes You Can't Make It On Your Own (Interscope)
- AMERICAN HI-FI The Geeks Get The Girls (Maverick/Reprise)
- CAESARS Jerk It Out (Astralwerks/EMC)
- SWITCHFOOT This Is Your Life (Columbia)
- LIFEHOUSE You And Me (Geffen)

CHR/POP begins on Page 29.

## 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)
5	4	MICHAEL BUBLE Home (143/Reprise)
4	5	TIM MCGRAW Live Like You Were Dying (Curb)
6	6	MAROON 5 She Will Be Loved (Octone/J/RMG)
9	7	MARTINA MCBRIDE In My Daughter's Eyes (RCA)
8	8	GOO GOO DOLLS Give A Little Bit (Warner Bros.)
7	9	KEITH URBAN You'll Think Of Me (Capitol)
10	10	HALL & OATES I'll Be Around (U-Watch)
11	11	MAROON 5 This Love (Octone/J/RMG)
12	12	HOOBASTANK The Reason (Island/IDJMG)
13	13	RYAN CABRERA True (E.V.L.A./Atlantic)
14	14	MERCYME Homesick (INO/Curb)
17	15	TINA TURNER Open Arms (Capitol)
16	16	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)
18	17	ROB THOMAS Lonely No More (Atlantic)
19	18	SCOTT GRIMES Sunset Blvd. (Velocity)
20	19	MAROON 5 Sunday Morning (Octone/J/RMG)
21	20	VANESSA WILLIAMS You Are Everything (Lava)
23	21	FIVE FOR FIGHTING If God Made You (Aware/Columbia)
22	22	HOWIE DAY Collide (Epic)
24	23	ROD STEWART Blue Moon (J/RMG)
25	24	ELTON JOHN All That I'm Allowed (Universal)
—	25	SHANIA TWAIN Don't (Mercury/IDJMG)
26	26	CELINE DION In Some Small Way (Epic)
27	27	RASCAL FLATTS Bless The Broken Road (Lyric Street)
30	28	MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)
28	29	FINGER ELEVEN One Thing (Wind-up)
—	30	JOHN WAITE New York City Girl (No Brakes)

### #1 MOST ADDED

BRYAN ADAMS This Side Of Paradise (Mercury)

### #1 MOST INCREASED PLAYS

NORAH JONES Don't Know Why (Blue Note/Virgin)

### TOP 2 NEW & ACTIVE

- STEVIE WONDER So What The Fuss (Motown/Universal)
- BRYAN ADAMS This Side Of Paradise (Mercury)

AC begins on Page 51.

## CHR/RHYTHMIC

LW	TW	
1	1	50 CENT Candy Shop (Shady/Aftermath/Interscope)
2	2	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
3	3	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)
4	4	TRILLVILLE Some Cut (BME/Warner Bros.)
5	5	AKON Lonely (SRC/Universal)
6	6	YING YANG TWINS Wait (The Whisper Song) (TVT)
8	7	BABY BASH Baby I'm Back (Universal)
7	8	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)
11	9	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
13	10	T.I. You Don't Know Me (Grand Hustle/Atlantic)
22	11	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)
17	12	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)
10	13	NATALIE Goin' Crazy (Latium/Universal)
9	14	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)
12	15	MARIO Let Me Love You (J/RMG)
14	16	OMARION O (Epic)
23	17	AMERIE One Thing (Columbia)
19	18	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)
15	19	LIL' JON... f/USHER & LUDACRIS Lovers & Friends (TVT)
20	20	LUDACRIS Number One Spot (Def Jam South/IDJMG)
27	21	MARIAH CAREY We Belong Together (Island/IDJMG)
16	22	PRETTY RICKY Grind With Me (Atlantic)
21	23	USHER Caught Up (LaFace/Zomba Label Group)
32	24	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)
32	25	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)
24	26	EMINEM Mockingbird (Shady/Aftermath/Interscope)
31	27	DESTINY'S CHILD Girl (Columbia)
30	28	MARIO How Could You (J/RMG)
25	29	MARIAH CAREY It's Like That (Island/IDJMG)
28	30	T.I. Bring 'Em Out (Grand Hustle/Atlantic)

### #1 MOST ADDED

FRANKIE J. How To Deal (Columbia)

### #1 MOST INCREASED PLAYS

CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)

### TOP 5 NEW & ACTIVE

- BONE BROTHERS Hip Hop Baby (Koch)
- FAITH EVANS Again (Capitol)
- WEBBIE f/BUN B Give Me That (Asylum/Trill)
- CUBAN LINK f/MYA Sugar Daddy (MOB)
- YOUNG GUNZ Set It Off (Roc-A-Fella/IDJMG)

CHR/RHYTHMIC begins on Page 34.

## HOT AC

LW	TW	
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)
2	2	ROB THOMAS Lonely No More (Atlantic)
3	3	KELLY CLARKSON Since U Been Gone (RCA/RMG)
4	4	GOO GOO DOLLS Give A Little Bit (Warner Bros.)
5	5	MAROON 5 Sunday Morning (Octone/J/RMG)
7	6	3 DOORS DOWN Let Me Go (Republic/Universal)
8	7	HOWIE DAY Collide (Epic)
6	8	KELLY CLARKSON Breakaway (Hollywood)
9	9	LIFEHOUSE You And Me (Geffen)
11	10	ANNA NALICK Breathe (2am) (Columbia)
12	11	FINGER ELEVEN One Thing (Wind-up)
13	12	JET Look What You've Done (Atlantic)
10	13	MAROON 5 She Will Be Loved (Octone/J/RMG)
15	14	JESSE MCCARTNEY Beautiful Soul (Hollywood)
14	15	RYAN CABRERA True (E.V.L.A./Atlantic)
16	16	DURAN DURAN What Happens Tomorrow (Epic)
17	17	U2 Sometimes You Can't Make It On Your Own (Interscope)
20	18	DAVE MATTHEWS BAND American Baby (RCA/RMG)
19	19	KILLERS Mr. Brightside (Island/IDJMG)
18	20	GAVIN DEGRAW Chariot (J/RMG)
22	21	GWEN STEFANI f/EVE Rich Girl (Interscope)
21	22	TIM MCGRAW Live Like You Were Dying (Curb)
26	23	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)
24	24	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)
29	25	JEM 24 (ATO/RCA/RMG)
28	26	JOSS STONE Right To Be Wrong (S-Curve/EMC)
30	27	COLLECTIVE SOUL Better Now (EI Music Group)
27	28	ASLYN Be The Girl (Capitol)
31	29	INGRAM HILL Almost Perfect (Hollywood)
25	30	AVRIL LAVIGNE Nobody's Home (Arista/RMG)

### #1 MOST ADDED

COLLECTIVE SOUL Better Now (EI Music Group)

### #1 MOST INCREASED PLAYS

DAVE MATTHEWS BAND American Baby (RCA/RMG)

### TOP 2 NEW & ACTIVE

- CAESARS Jerk It Out (Astralwerks/EMC)
- RELIENT K Be My Escape (Capitol/Gotee)

AC begins on Page 51.

## URBAN

LW	TW	
2	1	T.I. You Don't Know Me (Grand Hustle/Atlantic)
7	2	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
1	3	50 CENT Candy Shop (Shady/Aftermath/Interscope)
3	4	YING YANG TWINS Wait (The Whisper Song) (TVT)
5	5	AMERIE One Thing (Columbia)
9	6	LUDACRIS Number One Spot (Def Jam South/IDJMG)
8	7	TRILLVILLE Some Cut (BME/Warner Bros.)
14	8	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
4	9	FANTASIA Truth Is (J/RMG)
6	10	OMARION O (Epic)
18	11	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)
16	12	112 U Already Know (Def Soul/IDJMG)
12	13	FANTASIA Baby Mama (J/RMG)
11	14	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)
13	15	LIL' JON... f/USHER & LUDACRIS Lovers & Friends (TVT)
17	16	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)
10	17	JOHN LEGEND Ordinary People (Columbia)
15	18	MARIO Let Me Love You (J/RMG)
20	19	M. JONES f/S. THUG & P. WALL Still... (SwishaHouse/Asylum/Warner Bros.)
21	20	FAITH EVANS Again (Capitol)
19	21	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)
23	22	CASSIDY I'm A Hustla (J/RMG)
22	23	MARIO How Could You (J/RMG)
24	24	MARQUES HOUSTON All Because Of You (T.U.G.)
26	25	DESTINY'S CHILD Girl (Columbia)
30	26	WEBBIE f/BUN B Give Me That (Asylum/Trill)
25	27	R. KELLY In The Kitchen (Jive/Zomba Label Group)
28	28	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)
27	29	T.I. Bring 'Em Out (Grand Hustle/Atlantic)
37	30	MARIAH CAREY We Belong Together (Island/IDJMG)

### #1 MOST ADDED

KEYSHIA COLE I Just Want It To Be Over (A&M/Interscope)

### #1 MOST INCREASED PLAYS

GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)

### TOP 5 NEW & ACTIVE

- ANTHONY HAMILTON I'm A Mess (So So Def/Zomba Label Group)
- STEVIE WONDER So What The Fuss (Motown/Universal)
- VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)
- BEANIE SIGEL f/SNOOP DOGG Don't Stop (Roc-A-Fella/IDJMG)
- AKON Lonely (SRC/Universal)

URBAN begins on Page 37.

## ROCK

LW	TW	
2	1	AUDIOSLAVE Be Yourself (Interscope/Epic)
1	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)
5	3	VELVET REVOLVER Fall To Pieces (RCA/RMG)
4	4	THREE DAYS GRACE Home (Jive/Zomba Label Group)
3	5	SHINEDOWN Burning Bright (Atlantic)
6	6	BREAKING BENJAMIN Sooner Or Later (Hollywood)
8	7	ROBERT PLANT Shine It All Around (Sanctuary/SRG)
11	8	BILLY IDOL Scream (Sanctuary/SRG)
18	9	GREEN DAY Holiday (Reprise)
9	10	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)
7	11	VELVET REVOLVER Dirty Little Thing (RCA/RMG)
12	12	OZZY OSBOURNE Mississippi Queen (Epic)
17	13	NINE INCH NAILS The Hand That Feeds (Interscope)
14	14	BREAKING BENJAMIN So Cold (Hollywood)
16	15	MUDVAYNE Happy? (Epic)
13	16	CHEVELLE The Clincher (Epic)
20	17	SILVERTIDE Blue Jeans (J/RMG)
10	18	3 DOORS DOWN Let Me Go (Republic/Universal)
19	19	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)
21	20	COLLECTIVE SOUL Better Now (EI Music Group)
24	21	NO ADDRESS When I'm Gone (Sadie) (Atlantic)
22	22	QUEENS OF THE STONE AGE Little Sister (Interscope)
27	23	SLIPKNOT Before I Forget (Roadrunner/IDJMG)
—	24	MOTLEY CRUE Sick Love Song (Island/IDJMG)
23	25	U2 All Because Of You (Interscope)
25	26	BLACK LABEL SOCIETY Suicide Messiah (Artemis)
—	27	3 DOORS DOWN Behind Those Eyes (Republic/Universal)
—	28	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)
—	29	U2 Sometimes You Can't Make It On Your Own (Interscope)
28	30	SUBMERSED Hollow (Wind-up)

### #1 MOST ADDED

SEETHER Remedy (Wind-up)

### #1 MOST INCREASED PLAYS

3 DOORS DOWN Behind Those Eyes (Republic/Universal)

### TOP 5 NEW & ACTIVE

- SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
- BECK E-Pro (Interscope)
- PORCUPINE TREE Shallow (Lava)
- ALTER BRIDGE Broken Wings (Wind-up)
- MADSID Enemy (Evo)

ROCK begins on Page 60.

# THE BACK PAGES

April 15, 2005

POWERED BY  
MEDIABASE

## URBAN AC

LW	TW	
1	1	FANTASIA Truth Is (J/RMG)
2	2	JOHN LEGEND Ordinary People (Columbia)
4	3	BRIAN MCKNIGHT Everytime You Go Away (Motown/Universal)
3	4	KEM I Can't Stop Loving You (Motown/Universal)
5	5	JILL SCOTT Whatever (Hidden Beach/Epic)
8	6	STEVE WONDER So What The Fuss (Motown/Universal)
6	7	MARIO Let Me Love You (J/RMG)
7	8	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)
9	9	GERALD LEVERT So What (If You Got A Baby) (Atlantic)
10	10	FAITH EVANS Again (Capitol)
11	11	ANITA BAKER How Does It Feel (Blue Note/Virgin)
12	12	LUTHER VANOROSS Think About You (J/RMG)
14	13	PRINCE Call My Name (Columbia)
13	14	ALICIA KEYS ft. TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)
15	15	TINA TURNER Open Arms (Capitol)
17	16	MINT CONDITION I'm Ready (Image)
18	17	RAHSAAN PATTERSON Forever Yours (Artistry Music)
21	18	DESTINY'S CHIL0 Girl (Columbia)
16	19	AL GREEN Perfect To Me (Blue Note/Virgin)
19	20	LEOISI ft. BONEY JAMES My Sensitivity (Gets In The Way) (GRP/VMG)
20	21	RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)
26	22	FANTASIA Free Yourself (J/RMG)
29	23	SMOKIE NORFUL I Understand (EMI Gospel)
23	24	ALICIA KEYS Karma (J/RMG)
22	25	SAMSON Atmosphere (Five Eight's)
25	26	TROY JOHNSON It's You (Sought After Entertainment)
24	27	TEMMORA ft. HOWARD HEWETT There's No Me (LEG)
27	28	URBAN MYSTIC Long Ways (Sobe)
28	29	ANGIE STONE ft. ANTHONY HAMILTON Stay For Awhile (J/RMG)
-	30	MARVIN GAYE Let's Get It On, Let's Step... (Motown)

### #1 MOST ADDED

J MOSS We Must Praise (Gospo Centric)

### #1 MOST INCREASED PLAYS

STEVE WONDER So What The Fuss (Motown/Universal)

### TOP 5 NEW & ACTIVE

JON B. What I Like About You (Sanctuary Urban)

MICHAEL B. SUTTON Nobody (Little Dizzy)

J MOSS We Must Praise (Gospo Centric)

KIERA "KIKI" SHEARD You Don't Know (EMI Gospel)

TAMIA Things I Collected (Rowdy/Motown)

URBAN begins on Page 37.

## COUNTRY

LW	TW	
1	1	CRAIG MORGAN That's What I Love About Sunday (BBR)
2	2	KENNY CHESNEY Anything But Mine (BNA)
5	3	MONTGOMERY GENTRY Gone (Columbia)
4	4	BROOKS & DUNN It's Getting Better All The Time (Arista)
6	5	JO DEE MESSINA My Give A Damn's Busted (Curb)
3	6	SUGARLANO Baby Girl (Mercury)
7	7	ANDY GRIGGS If Heaven (RCA)
9	8	GRETCHEN WILSON Homewrecker (Epic)
10	9	TOBY KEITH Honkytonk U (DreamWorks)
11	10	JOE NICHOLS What's A Guy Gotta Do (Universal South)
12	11	TIM MCGRAW Drugs Or Jesus (Curb)
13	12	TRACE ADKINS Songs About Me (Capitol)
15	13	OLIEKRS BENTLEY Lot Of Leavin' Left To Do (Capitol)
14	14	MARTINA MCBRIDE God's Will (RCA)
16	15	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)
8	16	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)
17	17	LONESTAR Class Reunion (That Used To Be Us) (BNA)
21	18	KEITH URBAN Making Memories Of Us (Capitol)
19	19	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)
20	20	JEFF BATES Long, Slow Kisses (RCA)
18	21	BIG & RICH Big Time (Warner Bros.)
25	22	GEORGE STRAIT You'll Be There (MCA)
28	23	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)
24	24	DARRYL WORLEY If Something Should Happen (DreamWorks)
23	25	KEITH ANDERSON Pickin' Wildflowers (Arista)
26	26	BLAKE SHELTON Goodbye Time (Warner Bros.)
22	27	SHANIA TWAIN Don't! (Mercury/IDJMG)
27	28	BOBBY PINSON Don't Ask Me How I Know (RCA)
29	29	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)
30	30	PAT GREEN Baby Doll (Universal/Republic/Mercury)

### #1 MOST ADDED

JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)

### #1 MOST INCREASED PLAYS

GEORGE STRAIT You'll Be There (MCA)

### TOP 5 NEW & ACTIVE

LAUREN LUCAS What You Ain't Gonna Get (Warner Bros.)

JASON ALDEAN Hicktown (BBR)

BLUE COUNTY That Summer Song (Asylum/Curb)

MIRANDA LAMBERT Bring Me Down (Epic)

AMANDA WILKINSON No More Me And You (Universal South)

COUNTRY begins on Page 44.

## SMOOTH JAZZ

LW	TW	
2	1	BONEY JAMES ft. JOE SAMPLE Stone Groove (Warner Bros.)
1	2	DAVE KOZ Let It Free (Capitol)
3	3	KENNY G. Pick Up The Pieces (Arista/RMG)
4	4	TIM BOWMAN Summer Groove (Liquid 8)
6	5	PAUL BROWN Moment By Moment (GRP/VMG)
5	6	MINDI ABAIR Come As You Are (GRP/VMG)
7	7	EUGE GROOVE XXL (Narada Jazz)
7	8	SOULBALLET Cream (215)
9	9	MICHAEL LINGTON Two Of A Kind (Rendezvous)
10	10	NILS Pacific Coast Highway (Baja/TSR)
13	11	ANITA BAKER How Does It Feel (Blue Note/Virgin)
14	12	KENNY G. ft. EARTH, WIND & FIRE The Way You Move (Arista/RMG)
11	13	CHRIS BOTTI No Ordinary Love (Columbia)
12	14	MARION MEADOWS Sweet Grapes (Heads Up)
15	15	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)
17	16	JEFF LORBER Ooh La La (Narada Jazz)
16	17	DAVIO SANBORN Tin Tin Deo (GRP/VMG)
22	18	PAUL TAYLOR Nightlife (Peak)
23	19	STEVE COLE Thursday (Narada Jazz)
18	20	VANESSA WILLIAMS You Are Everything (Lava)
19	21	3RD FORCE Believe In Me (Higher Octave)
20	22	FOURPLAY Fields Of Gold (RCA Victor/RMG)
25	23	CHUCK LOEB Tropical (Shanachie)
21	24	HALL & OATES I'll Be Around (J-Watch)
24	25	SEAL Walk On By (Warner Bros.)
28	26	PAUL JACKSON, JR. Never Too Much (GRP/VMG)
26	27	JOYCE COOLING Camelback (Narada Jazz)
27	28	PAMELA WILLIAMS Fly Away With Me (Shanachie)
-	29	MARCUS MILLER ft. ERIC CLAPTON Silver Rain (Koch)
-	30	NORMAN BROWN West Coast Coolin' (Warner Bros.)

### #1 MOST ADDED

JONATHAN BUTLER Fire & Rain (Rendezvous)

### #1 MOST INCREASED PLAYS

BONEY JAMES ft. JOE SAMPLE Stone Groove (Warner Bros.)

### TOP 5 NEW & ACTIVE

AVERAGE WHITE BAND Work To Do (Liquid 8)

KEN NAVARRO You Are Everything (Positive)

ACOUSTIC ALCHEMY Say Yeah (Higher Octave)

ADANI & WOLF Daylight (Rendezvous)

JONATHAN BUTLER Fire & Rain (Rendezvous)

SMOOTH JAZZ begins on Page 57.

## ACTIVE ROCK

LW	TW	
2	1	MUDVAYNE Happy? (Epic)
3	2	AUDIOSLAVE Be Yourself (Interscope/Epic)
1	3	BREAKING BENJAMIN Sooner Or Later (Hollywood)
4	4	CHEVELLE The Clincher (Epic)
6	5	NINE INCH NAILS The Hand That Feeds (Interscope)
8	6	EXIES Ugly (Virgin)
5	7	THREE DAYS GRACE Home (Jive/Zomba Label Group)
11	8	THEORY OF A DEAMON No Surprise (Roadrunner/IDJMG)
7	9	SHINEDOWN Burning Bright (Atlantic)
17	10	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
12	11	GREEN DAY Holiday (Reprise)
9	12	GREEN DAY Boulevard Of Broken Dreams (Reprise)
10	13	CROSSFADE So Far Away (Columbia)
15	14	SUBMERSED Hollow (Wind-up)
13	15	QUEENS OF THE STONE AGE Little Sister (Interscope)
14	16	OZZY OSBOURNE Mississippi Queen (Epic)
18	17	SILVERTIDE Blue Jeans (J/RMG)
16	18	PAPA ROACH Scars (Geffen)
21	19	SLIPKNOT Before I Forget (Roadrunner/IDJMG)
20	20	TRUST COMPANY Stronger (Geffen)
23	21	NO ADDRESS When I'm Gone (Sadie) (Atlantic)
27	22	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)
25	23	BLACK LABEL SOCIETY Suicide Messiah (Artemis)
28	24	PROM KINGS Alone (Three Kings)
26	25	DROWNING POOL Killin' Me (Wind-up)
24	26	VELVET REVOLVER Dirty Little Thing (RCA/RMG)
22	27	A PERFECT CIRCLE Passive (Virgin)
30	28	MOTLEY CRUE Sick Love Song (Island/IDJMG)
33	29	PORCUPINE TREE Shallow (Lava)
31	30	BECK E-Pro (Interscope)

### #1 MOST ADDED

SEETHER Remedy (Wind-up)

### #1 MOST INCREASED PLAYS

SEETHER Remedy (Wind-up)

### TOP 5 NEW & ACTIVE

Z-TRIP Walking Dead (Hollywood)

U2 Sometimes You Can't Make It On Your Own (Interscope)

DARK NEW DAY Brother (Warner Bros.)

INTANGIBLE Those Around You (Larkio Music)

JOE PEFRY Shakin' My Cage (Columbia/Sony BMG Canada)

ROCK begins on Page 60.

## ALTERNATIVE

LW	TW	
1	1	AUDIOSLAVE Be Yourself (Interscope/Epic)
3	2	NINE INCH NAILS The Hand That Feeds (Interscope)
2	3	GREEN DAY Holiday (Reprise)
4	4	BECK E-Pro (Interscope)
5	5	QUEENS OF THE STONE AGE Little Sister (Interscope)
6	6	WEEZER Beverly Hills (Geffen)
7	7	BREAKING BENJAMIN Sooner Or Later (Hollywood)
12	8	GARBAGE Why Do You Love Me (Geffen)
13	9	CHEVELLE The Clincher (Epic)
9	10	KILLERS Mr. Brightside (Island/IDJMG)
8	11	GREEN DAY Boulevard Of Broken Dreams (Reprise)
14	12	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
10	13	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)
11	14	JIMMY EAT WORLD Work (Interscope)
17	15	EXIES Ugly (Virgin)
15	16	CROSSFADE Cold (Columbia)
16	17	CROSSFADE So Far Away (Columbia)
18	18	MUDVAYNE Happy? (Epic)
19	19	PAPA ROACH Scars (Geffen)
21	20	Z-TRIP Walking Dead (Hollywood)
22	21	TRUST COMPANY Stronger (Geffen)
23	22	KINGS OF LEON The Bucket (RCA/RMG)
28	23	KILLERS Smile Like You Mean It (Island/IDJMG)
25	24	INTERPOL Evil (Matador)
31	25	MY CHEMICAL ROMANCE Helena (Reprise)
27	26	BRAVERY An Honest Mistake (Island/IDJMG)
26	27	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)
32	28	HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)
30	29	NO ADDRESS When I'm Gone (Sadie) (Atlantic)
33	30	U2 Sometimes You Can't Make It On Your Own (Interscope)

### #1 MOST ADDED

SEETHER Remedy (Wind-up)

### #1 MOST INCREASED PLAYS

SEETHER Remedy (Wind-up)

### TOP 5 NEW & ACTIVE

MUSE Stockholm Syndrome (Warner Bros.)

3 DOORS DOWN Behind Those Eyes (Republic/Universal)

KEANE Everybody's Changing (Interscope)

STEREOPHONICS Dakota (You Made Me Feel Like The One) (V2)

HAWTHORNE HEIGHTS Ohio Is For Lovers (Victory)

ALTERNATIVE begins on Page 65.

## TRIPLE A

LW	TW	
1	1	U2 Sometimes You Can't Make It On Your Own (Interscope)
2	2	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)
3	3	DAVE MATTHEWS BAND American Baby (RCA/RMG)
4	4	BLUE MERLE Burning In The Sun (Island/IDJMG)
6	5	MOBY Beautiful (V2)
5	6	TORI AMOS Sleeps With Butterflies (Epic)
7	7	SNOW PATROL Chocolate (A&M/Interscope)
10	8	MADELEINE PEYROUX Don't Wait Too Long (Rouder)
8	9	GREEN DAY Boulevard Of Broken Dreams (Reprise)
27	10	BRUCE SPRINGSTEEN Devils & Dust (Columbia)
9	11	COLLECTIVE SOUL Better Now (El Music Group)
11	12	JET Look What You've Done (Atlantic)
12	13	KEANE Everybody's Changing (Interscope)
15	14	ROBERT PLANT Shine It All Around (Sanctuary/SRG)
20	15	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)
13	16	JOHN BUTLER TRIO Zebra (Lava)
14	17	BECK E-Pro (Interscope)
18	18	ANNA NALICK Breathe (2am) (Columbia)
16	19	MARC BROUSSARD Home (Island/IDJMG)
17	20	JOSS STONE Right To Be Wrong (S-Curve/EMC)
26	21	AUDIOSLAVE Be Yourself (Interscope/Epic)
19	22	CARBON LEAF What About Everything? (Vanguard)
22	23	KATHLEEN EDWARDS Back To Me (Zoe/Rouder)
23	24	BETTER THAN EZRA A Lifetime (Artemis)
21	25	HOWIE DAY Collide (Epic)
24	26	BEN LEE Catch My Disease (New West)
28	27	RINGSIDE Tired Of Being Sorry (Flawless/Geffen)
-	28	BRIGHT EYES First Day Of My Life (Saddle Creek)
25	29	MAIA SHARP Something Wild (Koch)
30	30	OZOMATLI Love & Hope (Concord)

### #1 MOST ADDED

JACKIE GREENE Honey I Been Thinking About You (Verve Forecast/VMG)

### #1 MOST INCREASED PLAYS

BRUCE SPRINGSTEEN Devils & Dust (Columbia)

### TOP 5 NEW & ACTIVE

CHARLIE MARS Try So Hard (V2)

GLEN PHILLIPS Duck & Cover (Lost Highway)

WEEZER Beverly Hills (Geffen)

LOW MILLIONS Statue (Manhattan/EMC)

3 DOORS DOWN Let Me Go (Republic/Universal)

TRIPLE A begins on Page 68.

# PUBLISHER'S **Profile** BY ERICA FARBER

According to Arbitron, Religious radio grew 32% between 1999 and 2003, making it the fastest-growing format. Salem Communications, which specializes in Christian-formatted radio, is the third-largest radio group in the top 25 markets, after Clear Channel and Infinity, in terms of total number of stations within those markets.

Joe Davis is Salem's recently appointed COO. After finding his calling at the age of 6, Davis joined Salem as GM in 1989.

**Getting into the business:** "I was not only in the business, I was in this format by the time I was 6 years old. I grew up in Charleston, WV and started telling Bible stories on the air on a church program on WTIP/Charleston. I caught the radio bug and knew that it was what I wanted to do. In high school I worked at stations, putting away records and things like that. I got my first real job when I was in college at a station in Aurora, IL. I was on the air.

"My dad died when I was a freshman, and I knew I couldn't pay my way through college at \$1.65 an hour, so I looked around and saw who had the best cars in the parking lot: It was the sellers. I got into radio sales and paid the rest of my way through college. I remember going to the owner of the station and asking if he'd give me an account list, and he gave me a phone book.

"I've been in some aspect of broadcasting ever since. During the Vietnam War years I was with Armed Forces Radio and Television in Athens, Greece for four years. I took the job vacated by a fellow named Adrian Cronauer, who had gone to Vietnam. He's the guy Robin Williams made the movie *Good Morning Vietnam* about. I came back and had an advertising agency in Phoenix for a number of years before I joined Salem."

**Joining Salem:** "I came aboard to put WMCA on the air in New York as a Christian-formatted station in 1989. During those first three years I personally visited 154 churches and stood in front of the congregations and invited them to listen to the station. I figured if it was a Sports station, you'd hang out at sports arenas. If it was a classical music station, you'd go to concert halls. It wasn't too hard to figure out where people who were interested in religious-oriented products hung out.

"I worked a deal where I got myself invited to churches. During that time I put listener guides in the hands of 38,000 people and invited them to listen to the station and built it to where we got a pretty good response.

"I was just promoted to COO for the company and will be moving to the corporate office, but I've been overseeing the radio stations for the last two years."

**Salem's radio division:** "For years the only kind of station Salem had was what we called our 'Christian Talk and Teaching' format. That's a block-programmed format where we typically have 52 minutes of paid block-programming time in any hour, and then we sell spots and do other kinds of news, information and traffic in the remaining eight minutes. We now have 44 of those stations.

"We also have 15 Contemporary Christian stations addressing the growing popularity of contemporary Christian music. We brand those stations as 'The Fish,' and we have them in a number of major markets. News/Talk comprises most of the rest of our portfolio. We have 31 of them, mostly AMs. We got into that primarily because we discovered that when listeners left our Christian Talk and Teaching stations, they usually tuned to News/Talk stations. We developed our own network product that we supplemented with some key marquee talent, and we have those stations in a number of our clusters now. We have Bill Bennett in the morning. He just celebrated the first year of his program with something like 138 affiliates.

"There are also a few stragglers that aren't in any of those three strategic formats."

**Growth plans:** "We want to grow in terms of stations and markets. There's a lot of room for organic growth because we have a very young portfolio. Some of these stations are recently launched, and we are in markets where we don't have a full cluster consisting of all three of our strategic formats. We want to have those three strategic formats in each of our markets, and, of course, we are always looking for new markets as well."

**Biggest issues:** "We need to continue to lead the industry in growth. We've been among the very top growing groups, and we need to continue to do that because we're in an industry where Wall Street doesn't always — or isn't right now — reward us for that growth as much as we would like.

"They are infatuated with emerging technology, whether it's satellite or the iPod or whatever, but we are certainly involved in those. We have satellite channels on XM. We have a web company that is the largest streamer of Christian product, OnePlace.com. We're very

involved in new technologies, but we're still primarily a terrestrial broadcaster, and terrestrial broadcasting has some challenges.

"I just got off the phone with a manager, and we were addressing phase two of our 'Less is More' program, although we just call it clutter reduction. We're adding a couple more minutes of content in the morning hours and taking out commercial time at some cost. It's something we feel we need to do. We want to give people as much content as possible while recognizing that we are an advertising-driven medium."

**Biggest challenge:** "Absorbing all the new opportunities presented to us, evaluating them, and then squeezing the most out of them in terms of quality, income for the company, value for the shareholders and keeping excellent people, which we've been known for. We have some of the best sellers in the industry. They sell without ratings, and they have been able to grow these stations at a time when sales were flat in many of the markets and when their peers weren't doing it. My biggest challenge is to keep those kinds of people motivated and to find new ones."

**State of Christian radio:** "Christian radio is one of the strongest formats, and the hunger and thirst for anything of eternal value seem to be as great as they've ever been. Witness the best-selling book by Rick Warren, *The Purpose-Driven Life*. It has sold something like 22 million copies and is still a No. 1 seller. Everybody witnessed the phenomenon of *The Passion of the Christ*, and those of us familiar with this audience knew there would be a tremendous response. In their homes and churches there's a tremendous hunger for things of a spiritual nature."

**Something about Salem that might surprise our readers:** "How visible we are in the major markets. Half the people in the United States live in the top 25 markets, and to reach the other 50% of the people you have to go from market 26 to 325, so we reach so many people through our owned-and-operated radio stations. The other thing is, we also have the Salem Radio Network, which has another 1,900 affiliates to which we supply some sort of network programming, either our talk product, news or music."

**Most influential individual:** "The first is Russ Salter, who owned the station where I first worked as a seller. He built the station with his own hands and took the kind of pride in it that only that kind of person could. He didn't have a son, and I was a 19-year-old who was eager to learn. He took me under his wing and taught me an awful lot not just about radio, but about life. Also Ed Atsinger, who took a real chance when he sent me to New York. He's meant a tremendous amount to my career. He's one of the brightest people I know. He's a person who analyzes things and tends to come up with solutions that nobody else ever thought of but that make you say, 'Yeah, I knew that.'"

**Career highlight:** "One of the great things we did in New York to put WMCA in the public eye was, for 10 years in a row, from 1990 to 1999, we went into Times Square on New Year's Eve and broadcast live from 44th and Broadway. We would start about Thanksgiving to ask our listeners to get groups together from their churches to come to Times Square and do works of

mercy — hand out hot chocolate, do street drama, give a smile to people. In 1990 New York wasn't like it is now. Times Square was dangerous. We like to think that we were maybe a little part of the rehabilitation."

**Career disappointment:** "I wish I hadn't been away from radio for the 12 or so years I was away, because I missed a lot."

**Favorite radio format:** "The button I always hit first is the scan button. When I'm in a new town I like to listen to all formats. I have a short attention span anyway, so the scan button works just fine for me. Sometimes it's on one of our stations, sometimes it's on NPR, sometimes it's on another News/Talk station, and once in a while it's on music, usually an old tune I identify with."

**Favorite television show:** "American Idol."

**Favorite musicians:** "Diana Krall and Count Basie."

**Favorite book:** "First Break All the Rules, by Marcus Buckingham."

**Favorite restaurant:** "L'Impero down by the United Nations in New York."

**Beverage of choice:** "Diet Coke."

**Hobbies:** "I enjoy buying and selling on eBay — antique watches, pens, things like that. And I enjoy hiking."

**E-mail address:** "joed@salem.cc."

**Advice for broadcasters:** "Don't give up on broadcasting. We've got many, many years ahead of us. We're very good at reinventing ourselves. We've done it many times before, and broadcasting is still going to be here for my grandchildren and yours."



**JOE DAVIS**

Chief Operating Officer, Salem Communications

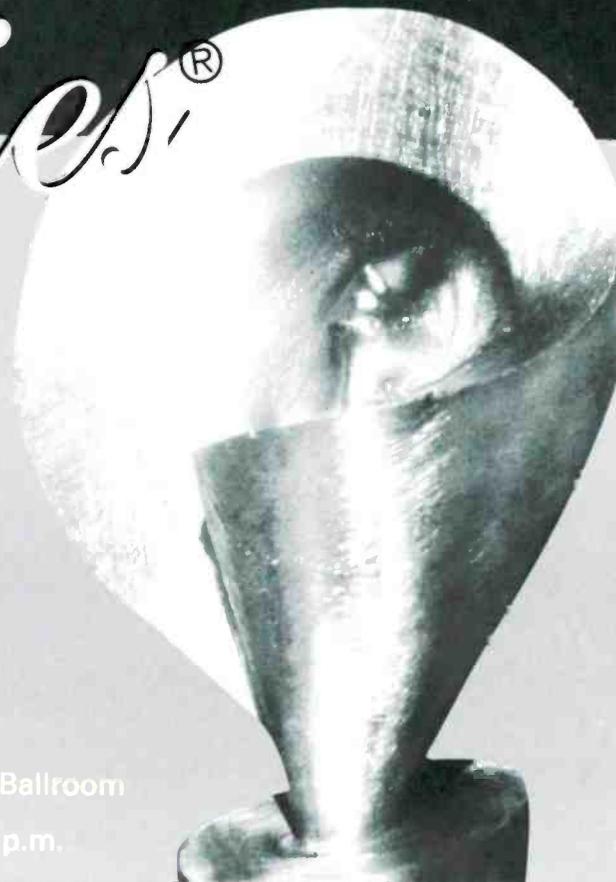
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