

NEWSSTAND PRICE \$6.50

### InterScope Artists Rock Three Formats

While Gwen Stefani's "Rich Girl," featuring Eve, grabs Most Added at CHR/Pop, U2 snag even more accolades. "Vertigo," the debut single from U2's *How to Dismantle an Atomic Bomb*, still tops Triple A, while followup track "All Because of You" is Most Added at Alternative and Triple A and Most Increased at Triple A.



# R&R

**RADIO & RECORDS**  
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**DECEMBER 3, 2004**

### It's Nominating Time!

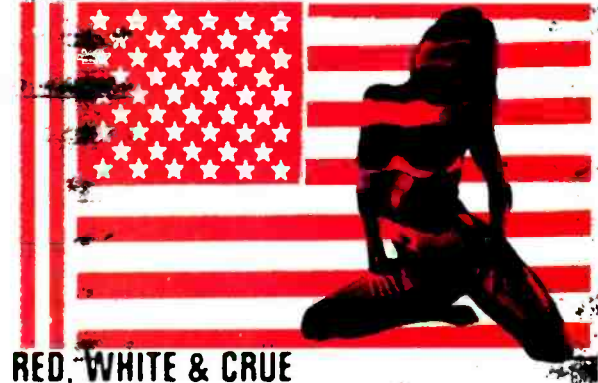
It's time to nominate your choices for the 2005 R&R News/Talk Industry Achievement Awards. Fill out the official form you'll find in this week's News/Talk/Sports pages to nominate those stations and individuals that represent the best of the best in News/Talk Radio.



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**MORE FORMATS THAN YOU CAN SHAKE A CLICK AT**

Where is the threat to terrestrial radio coming from? Is it XM and Sirius? Some people think the bigger challenge sits right on your desk in a device you already own. Internet radio offers literally thousands of radio formats, and they're just a click away. Exec. Editor Roger Nadel examines who's in the game and what the prizes are in this week's Management, Marketing & Sales column.

Page 9

**HISTORY OF THE PPM**

In the first of a two-part series, Rock Editor Ken Anthony tells all about Arbitron's Portable People Meter. He starts with an in-depth history lesson on where it began and continues to where the PPM is heading in the future, including the Music Tester technology and what it can tell programmers about specific songs.

Page 55

**NUMBER ONES**

- CHR/POP**
  - NELLY I/T. MCGRAW Over... (Derrty/Fo' Reel/Curb/Universal)
- CHR/RHYTHMIC**
  - SNOOP DOGG I/PHARRELL Drop it... (Doggy Style/Geffen)
- URBAN**
  - SNOOP DOGG I/PHARRELL Drop it... (Doggy Style/Geffen)
- URBAN AC**
  - ALICIA KEYS I/TONY, TONI, TONE Diary (J/RMG)
- GOSPEL**
  - J MOSS We Must Praise (Gospo Centric)
- COUNTRY**
  - GARY ALLAN Nothing On But The Radio (MCA)
- AC**
  - LOS LONELY BDYS Heaven (Or/Epic)
- HOT AC**
  - MAROON 5 She Will Be Loved (Octone/J/RMG)
- SMOOTH JAZZ**
  - WAYMAN TISOALE Ain't No Stoppin'... (Rendezvous)
- ROCK**
  - VELVET REVOLVER Fall To Pieces (RCA/RMG)
- ACTIVE ROCK**
  - CHEVELLE Vitamin R (Leading Us...) (Epic)
- ALTERNATIVE**
  - GREEN DAY Boulevard Of Broken Dreams (Reprise)
- TRIPLE A**
  - U2 Vertigo (Interscope)
- CHRISTIAN AC**
  - CASTING CROWNS Voices... (Beach Street/Reunion/PLG)
- CHRISTIAN CHR**
  - TOBYMAC Gone (ForeFront/EMI CMG)
- CHRISTIAN ROCK**
  - TOBYMAC Gone (ForeFront/EMI CMG)
- CHRISTIAN INSPO**
  - MICHAEL W. SMITH Healing Rain (Reunion/PLG)
- SPANISH CONTEMPORARY**
  - JUANES Nada Valgo Sin Tu Amor (Universal)
- REGIONAL MEXICAN**
  - BETO Y SUS CANARIOS Esta Llorando Mi Corazón (Disca)
- TROPICAL**
  - MONCHY & ALEXANDRA Perdidos (J&N)



**Reinventing KROQ**

**World-famous makeover changes everything**

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

The story you are about to read is true. No names were changed to protect the innocent. It was 1989 in the city of Los Angeles, and KROQ appeared to be gasping its last Alternative breath. KQLZ (Pirate Radio) was poised to

snatch away KROQ's rebel mantle, not to mention the station's 18-24 core audience.

Within a six-month period, however, the greatest turnaround in Alternative history was in full effect. Instead of fading into oblivion, KROQ was completely rebuilt by a guy called Trip and his trusty



See Page 59

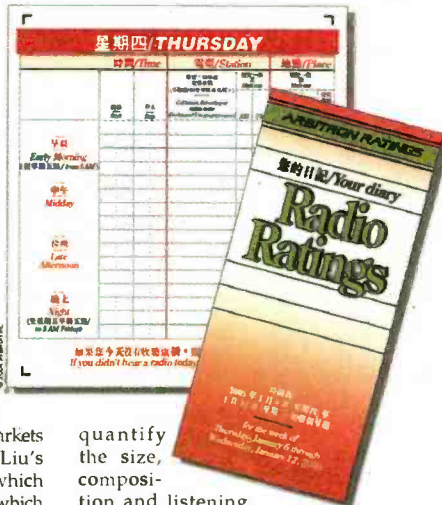
**Arbitron Readies Chinese Surveys**

**Bilingual diaries to debut in N.Y., L.A. in winter 2005**

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

In a historic move, Arbitron will begin surveying the radio listening of Chinese Americans through the use of a bilingual diary in both the New York and Los Angeles markets. The study will take place during the winter 2005 Arbitron survey period (Jan. 6-Mar. 30, 2005) among consumers ages 12 and older who speak either Mandarin or Cantonese. Each survey will have in-tab samples of 500 Chinese-speaking individuals.

The polling of Chinese-American radio listeners in America's two largest markets is being done on behalf of Arthur Liu's Multicultural Radio Broadcasting, which owns 47 stations nationwide, many of which air programming catering to Chinese listeners. "The Chinese-American community represents a significant up-and-coming niche market for advertisers," said Liu. "Similar to the Hispanic market 20 years ago, the Asian population in this country is growing at an extraordinary rate, with unparalleled education and income levels. For the first time, broadcasters and advertisers will be able to



quantify the size, composition and listening habits of the Chinese-language audience through this study."

Arbitron New Ventures President Pierre Bouvard said the study comes as the advertising community is seeking more information on Asian marketing and media measurement. At present, there are 564,500 Chinese Americans 12 and older in New

CHINESE ▶ See Page 17

**Bonneville Ups Solk, James At Chicago Cluster**

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

Bonneville International has promoted Greg Solk to VP/Programming for its Chicago



Solk James

cluster: Classic Rock WDRV, Rhythmic AC WILW and Hot AC WTMX. Solk had held a similar title for WDRV & WLUP-FM/Chicago; WLUP's license was transferred to Emmis Communications on Wednesday.

At the same time, Barry James has added VP/GM duties for WILY. James was previously VP/Programming and Station Manager for WTMX

BONNEVILLE ▶ See Page 17

**McClendon Set As SVP/Urban At Sony Urban**

By Keith Berman  
R&R Associate Radio Editor  
kberman@radioandrecords.com

Sony Urban Music has named C.C. McClendon Sr. VP/Urban Promotion. Based in New York, she will report to Sony Urban Music GM Lisa Ellis. In her new position, McClendon will have responsibility for all aspects of the label's promotion department and will oversee the radio promotion and mix-show promotion staffs.

She will also be responsible for developing promotion strategies at radio, as well as developing and implementing

McCLENDON ▶ See Page 17



McClendon

**A Journey Of 26 Miles Begins With A Single Drop**

**Tom Poleman pushes his limits — for a good cause**

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

It was around mile 19 in his very first marathon — the world-famous New York City Friggin' Marathon of all marathons — that Tom Poleman hit the proverbial "wall" that runners speak of. It was at that moment that Poleman, Clear Channel/New York Sr. VP/Programming and PD of WHTZ (Z100)/New York, probably began wondering what in blue hell he had signed himself up for — especially in light of the events leading up to the starting line.



Poleman

Throughout the 26-mile, 285-yard run Poleman kept reminding himself that he was putting himself through this punishment for his favorite charity, Musicians on Call. But hadn't he been through enough already on this cold November day?

Cut to several hours earlier, across Manhattan, at the New York Athletic Club. Poleman, CC Sr. VP Rob Williams and 14 others climbed into an elevator on the sixth floor to descend to where buses were waiting to

See Page 24

**Blatter Assumes Sirius SVP Post**

Sirius Satellite Radio has promoted Steve Blatter to Sr. VP/Music Programming. The veteran programming executive joined Sirius in August 2003 as VP/Music Programming and before that was the head of programming for MJI Broadcasting.

Blatter, who is responsible for all programming on Sirius' 65 music channels, was instrumental in the creation of several channels at the satcaster, including Elvis Radio and Eminem's Shade 45. He also spearheaded the development of Tony Hawk's Demolition Radio, Bam Margera's Radio Bam and The Wiseguy Show, all specialty



Blatter

BLATTER ▶ See Page 11





# what's in the sausage?

If you don't know who your current music research vendor is talking to, how can you be confident with the song test results you rely on to make music decisions?

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# Analyst: Audience Stability Could Help Industry Grow

However, Wall Street still bullish on satellite radio

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

Guzman & Co. analyst Jake Balzer gave radio investors reason to be thankful going into the Thanksgiving holiday when he said that despite the industry's financial struggles, he believes radio's overall audience stability compared to its chief competitors will help the industry grow next year. However, he also stated that he believes satellite radio does pose a threat to listening levels, a belief shared by some of his Wall Street contemporaries.

"Television audiences have become increasingly fragmented, with the major broadcast networks now achieving less than 50% of viewership, while newspaper readership has also steadily declined, making each less attractive for advertisers," Balzer said in a Nov. 24 report. "As a result, we believe that radio will continue to gain share from newspapers locally."

Balzer also believes consolidated radio groups will benefit on a na-

tionwide scale. "Large radio groups that have a national footprint will be able to make inroads with large national advertisers," he said.

As for new competition, Balzer believes that while satellite radio poses more of a "viable threat" to radio listening than digital music does, he is skeptical of the forecasts from some on Wall Street who believe the subscription-based services will grow at a pace similar to that of cable TV.

"Listeners spend an average of 14 hours per week listening to the radio, vs. 30 hours in front of a television," Balzer noted. "Based on this time difference, we believe that many will be unwilling to pay an additional monthly fee." He also believes the threat from digital music technology is similar to the competitive challenge radio has already faced from the likes of eight-track tapes, cassettes and CDs.

"Although they are alternative technologies, they do not replace the

ANALYST ▶ See Page 17

# Arbitron Teams With comScore To Bring Back Webcast Ratings

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

Arbitron and comScore Media Metrix this week joined forces to begin providing ratings for Internet broadcasts. Among the charter subscribers to the new service are industry leaders Yahoo!'s LaunchCast, Microsoft's MSN Radio and the AOL Radio Network.

Arbitron began reporting ratings for Internet broadcasts in December 1999, eventually licensing the technology of its main competitor in the area, MeasureCast. But in February of this year Arbitron discontinued the ratings, saying it needed to find a more satisfactory business model.

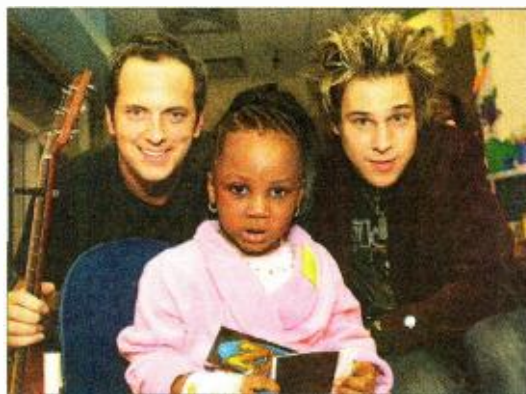
ComScore Media Metrix provides Internet audience measurement based on a worldwide panel of consumers whose Internet activ-

ity, including listening to online audio, is continuously monitored, and the new comScore Arbitron Online Radio Ratings will be based on data gathered from 200,000 U.S.-based members of that panel. The numbers will be expressed in such familiar radio metrics as AQH and cume and cover traditional broadcast dayparts and demos.

Arbitron VP/New Ventures Bill Rose said, "We are combining Arbitron's expertise in radio ratings with comScore's online measurement capabilities to provide the numbers that agencies need to evaluate online radio in the same terms as traditional broadcast media."

The customers, meanwhile, are praising the credibility Arbitron

WEBCAST ▶ See Page 17



**SPREADING MUSICAL CHEER** Clear Channel/New York Sr. VP/ Programming & WH2Z (Z100)/New York PD Tom Poleman (l) recently accompanied E.V.L.A./Atlantic artist Ryan Cabrera (r) to Children's Hospital at Montefiore on behalf of charity group Musicians on Call, where the duo performed several songs live for the patients, including this charming young lady. For more info, check out this week's CHR/Pop column, beginning on Page 1.

# Del Core New CC/Atlanta RVP

Clear Channel Regional VP and Sacramento Market Manager Jerry Del Core has traded in California's state capital for Georgia's state capital. He's now Regional VP/Atlanta for the company, overseeing a cluster that comprises Alternative WBZY, News/Talk WGST, Rock WKLS, Oldies WLCL, AC WLTM and Spanish Contemporary WWVA.



Del Core

Del Core now reports to Clear Channel Radio Sr. VP/ Mid South Alene Grevey, who called Del Core "a proven leader." Grevey added, "His depth of radio experience will be an asset to our team. His background in working with advertisers and his commitment to serving the community will make him a great fit in Atlanta."

Del Core said, "I am privileged to have worked under the direction of [Sr. VP/Northwest Region] Ed Krampf and with the extraordinary team in the Northwest region. I look forward to joining Alene Grevey and the staff in strengthening our relationships in the Atlanta community."

Del Core earned Regional VP duties for Fresno, Sacramento and Stockton in August after first gaining oversight of Clear Channel's Sacramento stations in 2000. From 1990-99, he served as GM of Sinclair Telecable's Norfolk cluster. He's also managed stations in Raleigh and first rose to prominence as GSM of WKKT (now WZLX)/Boston in the mid-1980s.

# BTRN Acquires Liberty's Assets

Connecticut-based Business TalkRadio Network has signed a binding letter of intent to purchase the assets of IDT-owned Liberty Broadcasting, including the network's contracts with talk hosts Bruce Williams, Mort Crim, Heloise and Doug Stephan and all station affiliate agreements. The two companies expect to close on the deal by Dec. 7.

"This agreement provides us with quality programming and affiliates to launch a second live 24/7 network that will be known as the Lifestyle TalkRadio Network," said BTRN President/CEO Michael Metter. "It will combine the strengths of Liberty Broadcasting's programs, features and hosts with additional exciting and cutting-edge programming."

The agreement calls for Newark,

NJ-based IDT Corp. to make an investment in BTRN and become a minority shareholder in the company. BTRN's existing management, including Metter and Exec. VP Jeff Weber, will manage the new combined network operations, which will be consolidated into BTRN's broadcast facilities and corporate offices in Greenwich, CT upon the close of the deal. Current affiliate stations will continue to receive programs in the same manner they have in the past.

"This agreement is a win for both companies," Liberty CEO Jerrold Rapaport said. "IDT gains an interest in the Business TalkRadio Network, as well as its new Lifestyle TalkRadio Network subsidiary, and BTRN will gain quality programming featuring some of the top names in radio."



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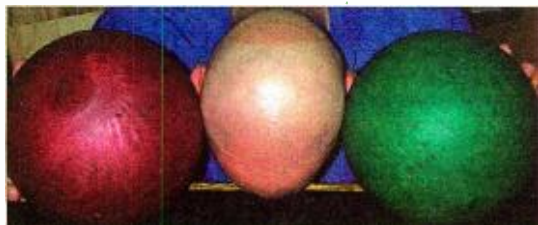
# WBUF Finishes Talk Transition

WBUF/Bufalo on Monday flipped from Rock to Talk with a new moniker, "92.9 WBUF — Buffalo's FM Talk." The move completed what was a slow transition for the Infinity-owned station, which had been airing talk programming in three dayparts.

In addition to carrying Howard Stern in mornings, Westwood One-syndicated talkers Don and Mike in afternoons and WW1's *Loveline* at night, WBUF has added long-running man Brother Wease for middays. Wease will air live on WBUF weekdays immediately following Stern until 1:30pm, with a "best of" from that morning's show airing from 1:30-3pm. Rounding out the new talk lineup is Westwood One's syndicated *Tom Leykis Show*, from 7-10pm.

"Having Howard Stern in mornings, Don and Mike in afternoons and *Loveline* at night has been a very good combination for us, and moving to an all-Talk format is the natural way to go," said WBUF PD John Paul. "Brother Wease is a legend in Rochester, and getting the opportunity to have him do a local Buffalo show for us is something we can't pass up."

WBUF has also revised its weekend lineup to reflect its new Talk format, adding Talk Radio Network's *Michael Savage Show*, the *Best of Tom Leykis* and a new local program called *Exposed* that is hosted by *Buffalo News* pop music critic Jeff Miers.



**BARRY'S HOLIDAY BALLS!** Barry James, who was this week anointed VP/GM of Bonneville's recently launched WILV (100.3 Love FM)/Chicago (see story, Page 1), uses his head — literally — and gets a little festive for the holidays with this striking bowling gear.



# FCC Denies TV Indecency Complaints

## Radio stations fined for phone calls

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

As the nation's capital geared up for the Thanksgiving holiday, the FCC on Nov. 23 issued a flurry of announcements regarding three programs that aired on network TV in 2002 and 2003. In each instance, the commission rejected complaints from viewers and anti-indecency groups that supported fines for the networks and stations that aired the shows.

The FCC dismissed complaints alleging that the Fox TV network aired indecent material during a June 2003 episode of *Keen Eddie*, and it rejected two complaints initiated by the Parents Television Council against WBDC-TV/Washington and several other WB network affiliates regarding the airing of allegedly indecent material during an episode of *Off Centre*.

Additionally, the FCC denied a whopping 48 complaints filed by the Parents TV Council and others that claimed NBC O&O WRC-TV/Wash-

ington and other network affiliates aired indecent material during episodes of the show *Coupling*.

In the *Keen Eddie* episode, the FCC concluded that the material was not sufficiently sexually explicit or graphic to be deemed indecent. Those sentiments were echoed by the commission in its decision concerning the 2002 broadcasts of *Off Centre* and the four episodes of *Coupling* that aired in September and October 2003.

*Keen Eddie* involved a New York police officer who moves to London and gets a job at Scotland Yard. The

program now airs on the NBC-owned Bravo cable network. *Off Centre*, which has since been canceled by the WB network, was described as a "randy buddy comedy about two roommates who hold clashing views of the opposite sex."

*Coupling*, based on the BBC program and now canceled, was described by NBC as "a hip look at six thirty-somethings living in Chicago who are either involved, formerly involved or looking to become intimately involved with each other."

Meanwhile, the FCC reduced by \$500, to \$3,500, a fine handed to Spanish Broadcasting System's WXDJ (El Zol 95)/Miami for a June 17, 2003 stunt by morning hosts Enrique Santos and Joe Ferrero involving Cuban leader Fidel Castro. On that day's show, the air personalities

**FINES** See Page 5

## BUSINESS BRIEFS

### RADAR Adds Market-By-Market Analysis

Arbitron announced Tuesday that with the release of RADAR 83 this month, subscribers will for the first time have access to audience-to-cleared-commercial data at the local-market level — in the top 10 markets, for starters. Thanks to a new feature being added to RADAR's PC2010 software, advertisers will gain a better handle on evaluating their key markets, while media planners and buyers will have a new aid for best putting together spot fill scheduling. ABC Radio Networks Sr. VP/Research Tom Evans said, "In the 25-plus years that I have worked with RADAR, the one major shortcoming has always been the inability to provide clients with audience data for individual markets that takes clearances into consideration. The introduction of the top 10 markets is the first step, and we look forward to having more individual major markets reported." As sample sizes increase over the course of the next several RADAR surveys, more local markets will be added, and Arbitron anticipates that the top 25 markets will be incorporated by the time RADAR 85 rolls, in June 2005. Arbitron's RADAR national radio ratings service measures audiences to radio commercials aired on 47 radio networks. Participants include ABC Radio Networks, American Urban Radio Networks, Crystal Media Networks, Dial Communications-Global Media, Jones MediaAmerica, Premiere Radio Networks, Sporting News Radio Network and Westwood One Radio Networks.

### Former Owner Returns To Manage WBIX/Boston

Former owner Al Langer has agreed to assume the management of financially troubled Business & Financial Talk **WBIX/Boston** in an agreement between Langer and attorney David Vicinanza, the court-appointed receiver for the assets of outgoing WBIX owner Brad Bleidt and his financial-planning firm. Bleidt was in the midst of selling the station to Egan Communications when he attempted suicide after sending a taped message to the Securities & Exchange Commission admitting that he defrauded the financial firm's clients of millions of dollars. Bleidt, who was hospitalized for several days after the suicide attempt, is now facing federal charges and undergoing a court-ordered psychiatric evaluation. Egan Communications backed away from the sale after Bleidt's confession, and the arrangement with Langer is intended to maximize the value of WBIX in preparation for a business partnership or sale. A portion of the proceeds of any sale would be used to compensate the individuals whom Bleidt allegedly defrauded. Reports say Langer — who is reportedly still owed some \$7 million from his sale of WBIX to Bleidt in January — may flip the station from the Business Talk format, said to be losing upward of \$100,000 a month, to a more traditional Talk format.

### Radio-Mercury Awards Embraces 'Less Is More'

For the first time since the **Radio-Mercury Awards**, which honor radio's most creative advertising, began in 1992, the competition will have a category specifically for 30-second spots. The

Continued on Page 5



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Rod Arquette  
VP News and Programming  
KSL Newsradio 1160  
Salt Lake City, UT

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Find out what PD Advantage insight can do for your station—contact your Arbitron representative or drop an e-mail to bob.michaels@arbitron.com.

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# FCC FM Station Auction Ends

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

After nearly three weeks of bidding, the FCC on Nov. 23 completed its auction of more than 200 new FM station allotments. When all was said and done, the agency had compiled about \$147.4 million in net bids.

The biggest spender in Auction No. 37 was College Creek Broadcasting, owned by Marathon Media principals Bruce Buzil and Chris Devine. College Creek spent \$35.6 million, including the auction's top bid, \$7.1 million for a construction permit in Mesquite, NV. It also successfully bid \$4.4 million for a CP in Cheyenne, WY and was the high bidder for three stations in the Great Falls, MT market.

Meanwhile, Cumulus won a CP in Lanesboro, MN for \$3.6 million, while Clear Channel won auctions for

allotments in Anamosa, IA, with a \$2.5 million bid, and Chehalis, WA, with a bid of \$1.9 million. Former Clear Channel Radio CEO Randy Michaels' company, Radioactive, won the Dannemora, NY auction with a bid of \$2.7 million.

All told, 110 bidders won the 258 FM construction permits auctioned, and the FCC said many of the bidders will be new entrants into the radio industry. The auction began

**AUCTIONS** See Page 5



## TRANSACTIONS AT A GLANCE

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

- KLUH-FM/Poplar Bluff, MO \$300,000
- KZTU-AM/Junction City (Eugene-Springfield), OR \$550,000
- WBLF-AM/Bellefonte, WBUS-FM/Boalsburg, WCCL-FM/Central City, WGLU-FM/Ebensburg, WQKK-FM/Johnstown, WJHT-FM/Port Matilda (State College), WYSN-AM/Somerset (Johnstown), WRSC-AM/State College & WQWK-FM/University Park (State College), PA \$8 million
- WTUA-FM/St. Stephen, SC \$290,000
- KMHF-FM/Bastrop, TX \$112,000
- KTXV-AM/Frankston (Tyler-Longview), TX \$1 million
- KBMI-FM/Roma, TX \$340,000
- KRQT-FM/Castle Rock, KLYK-FM/Kelso and KBAM-AM & KEDO-AM/Longview, WA \$2.15 million (updated price)

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

## DEAL OF THE WEEK

### • WRBZ-AM/Raleigh, NC

PRICE: \$8.7 million

TERMS: Asset sale for cash

BUYER: NC Sportsnet LLC, headed by Member/Manager William M. McClatchey Jr. No phone listed. It owns no other stations. This represents its entry into the market.

SELLER: Alchemy Communications, headed by President Howard Warshaw. Phone: 919-875-9100

## 2004 DEALS TO DATE

Dollars to Date: **\$1,776,641,951**  
(Last Year: \$2,324,087,266)

Dollars This Quarter: **\$302,430,468**  
(Last Year: \$847,001,455)

Stations Traded This Year: **838**  
(Last Year: 879)

Stations Traded This Quarter: **180**  
(Last Year: 300)

## Fines

Continued from Page 4

phoned Castro and recorded the conversation without first notifying Castro or any of his staffers that the call was being recorded.

Santos and Ferrero impersonated Venezuelan President Hugo Chavez and another Venezuelan government official and insisted that they needed to speak to Castro, who eventually took the call. Upon learning the call was a hoax, Castro became enraged and shouted obscenities at the hosts. SBS argued that the hosts told Castro the call would later be broadcast, but FCC rules state that parties must be informed in advance that calls are being taped, to protect individuals' "legitimate expectation of

privacy." WXDJ gained worldwide press with the stunt.

Also last week, the FCC issued a notice of apparent liability for \$4,000 to Mid-Missouri Broadcasting's KOQL (Q106.1)/Columbia, MO for a March 2003 phone call made by one of the hosts of *The Cosmo & JC Radio Show* to a gambling-addiction hotline. Mid-Missouri has acknowledged that the call took place without the knowledge of the hotline operator but sought a reduction or cancellation of the fine because the hosts have since made an on-air apology and Q106.1 has placed a link to the gambling treatment center on its website. The FCC does not consider remedial efforts when fines are appealed.

Additional reporting by Joe Howard.

## Auction

Continued from Page 4

on Nov. 3 and closed on Nov. 23 after 62 rounds of bidding, and, as the first open auction of FM broadcast spectrum ever held by the FCC, it attracted hundreds of bidders. The commission plans to hold annual auctions for more FM construction permits over the next several years.

FCC Chairman Michael Powell said, "We are in new territory with

this groundbreaking auction, introducing new owners into the radio market and bringing increased diversity through new FM radio stations to cities and towns that have not had their own local stations."

Once payment is made and permits are issued, winning bidders will have three years to build their stations and get them on the air.

Additional reporting by Brida Connolly.

## BUSINESS BRIEFS

Continued from Page 4

category will be open to agencies, advertisers and radio stations, and spots will compete for a \$5,000 cash award, a Radio-Mercury Awards trophy and a chance to win the \$100,000 grand prize. "Due to the increased prominence of the 30-second radio commercial, the Radio Creative Fund Board of Directors determined that the time had come to recognize the creative process for developing these spots," said RAB President/CEO Gary Fries, who also serves as fund co-Chairman. The awards ceremony will be held June 8, 2005 in New York.

In other news, AdLab Media Head Barry Cohen has agreed to present a workshop at the RAB's annual sales conference, set for Feb. 10-13, 2005. Cohen is the author of the book *Ten Ways to Screw Up an Ad Campaign* and was recently a keynoter for a conference sponsored by Interop.

### Vaeth-DuBroff Becomes Radio MIW Spokesperson

Susquehanna/Houston Sr. VP/Regional Manager Nancy Vaeth-DuBroff has been named official spokesperson for the **Mentoring & Inspiring Women** group (in the process of a name change from Most Influential Women in Radio). She takes over from Joan Gerberding, who was President of Nassau Media Partners until she resigned earlier this year to become VP/Sales for Arbitron Outdoor. Gerberding has been the MIW spokesperson since 2000. Vaeth-DuBroff said, "I would like to thank Joan Gerberding for her leadership, which has been truly inspirational. Through her commitment and dedication, we have come together to promote diversity and help women grow in the radio industry." Gerberding said, "I know that we have made a difference, and I believe that we have brought the diversity issue to the forefront."

### DG Systems Provides Q4 Sneak Peek

Digital-media distribution company DG Systems said Tuesday that it expects its Q4 revenue to climb to \$16.9 million, an increase of 8% over Q3 2004 and a year-over-year jump of 26%. DG also announced that its board of directors has authorized a \$3.5 million buyback of the company's common stock. DG Chairman/CEO Scott Ginsburg said, "Over the last several quarters we have placed advanced catch servers at broadcasters; expanded our affiliate network; improved our online order-entry systems; and completed accretive, complementary acquisitions. The anticipated fourth-quarter revenue growth reflects the early benefits of these initiatives."

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# Webcasting: Radio's Next Big Horizon?

## The big guns are investing big money in online stations

Back in the day, my buddy Kris and I used to spend hours talking about how we'd program a radio station if we could afford to buy one. It would have the best of The Eagles, Doobies, Steely Dan, The Doors, CSN&Y — and if it had managed to survive until today, we'd add a little Incubus, Los Lonely Boys, maybe a cut from Franz Ferdinand, some U2. He'd still play Brian Wilson, and I'd throw in some Richard Elliott.

Anyway, you get the idea. We were convinced it would be huge, because

we knew what people really liked. Of course, those were the days when a company could own only two stations in a market, and everybody had an "oh, wow" idea that they just knew was going to hit the jackpot if they could find an outlet for it.

Fast-forward to today, when, for a few bucks, anyone can have his or her own website, and on that website the opportunity to create a radio station — or many stations — like the one my friend and I dreamed about. All you have to worry about is bandwidth and someone from ASCAP or BMI coming after you, right? Not so fast.

There is one other potential problem — at least, if your goal is to make money off your Internet radio station: A whole new crop of players is in the game. And that doesn't just mean the big Internet players, like Microsoft, Yahoo! and AOL. It means radio owners and operators, including Clear Channel. It means others, like XM Satellite Radio, that have considerable radio experience but have moved beyond traditional radio operations.

In some cases, the big companies are simulcasting their existing broadcasts. Clear Channel currently streams almost 200 of its stations, AOL has a deal to stream a handful of Infinity stations, and XM Online is primarily a web-based mirror of XM's satellite offerings.

But there are a lot more Internet-only stations popping up than streams of radio stations. Sites like Live365, RadioTower.com and WebRadio offer thousands of online stations under one virtual roof. Others, like radioio and Mak Radio, are going for quality programming over quantity.

One thing is for sure: If terrestrial radio is limited by a shortage of chan-

nels, no such limitation exists online. If you've got a computer and a modem (or, better yet, broadband), you have more choices than a diner at a Vegas buffet, and more potential listeners than you could possibly know what to do with.

### Chasing Online Advertising Growth

It's that unlimited potential listening that appears to have caught everyone's attention. New studies show that online advertising has already matched radio's 8% share of the national advertising pie, and the projections are for that to more than double in the next three years. Imagine that. Radio finished 2003 having generated more than \$19.6 billion in revenue, which translates to 8% of what's out there. In three years, online advertising could hit \$60 billion a year — good reason for a lot of smart people to get into the game.

When Clear Channel last month announced its new initiative to expand the company's online presence, CC President/CEO John Hogan made a point of noting the five-fold increase in online radio listening since 2000.

Evan Harrison, whom Hogan enticed from the VP/GM post at AOL Music to oversee the project, says the focus will be on creating format-specific, custom and interactive programming that will engender "devout listenership" at the local level. He adds, "The Internet offers a music experience on fans' terms — what they want, when they want it. It's a natural community extension of the current radio experience."

Businessweek reports that 3.2 million of AOL's 22.7 million members already buy one or more of the premium services the online provider offers. That alone is sufficient inducement for AOL to increase the number of premium products, and the added services could bring in new subscribers as well. Think about it — 3.2 million premium subscribers is about the same as XM and Sirius' combined subscriber base. And that's just AOL.

As the investment in online radio grows, so does the need for more sophisticated research techniques. MSN Sr. Director/Entertainment Rob Bennett says, "We can count the number of listeners from our streaming log files. MSN Radio is also a charter subscriber to the new comScore Arbitron Online Radio Ratings, which will debut later this month."

Ken Christensen and his partners at radioio have 15 formats online and 10 more planned in the next six months. For them, webcasting has become the core business of the company. "We can measure our audience through technology provided by a company called Ando Media out of Denver," says Christensen. "They can tap the actual radio stream that goes out to each listener and then combine and present the numbers in radio language, i.e., 'cume' and 'AQH.'" So the data clearly is measurable.

Radioio has six different revenue streams: commercial-free subscription streams, banner ads, free streams that include ads, audio ads that play while a stream is buffering, video ads that play the same way and search-

**"Internet radio will be the dominant form of radio. There are no boundaries, no FCC, no licenses, no restrictions on creativity. Technology will lead the way. This is a paradigm shift of the first order."**

Ken Christensen

based pay-per-click ads. So what's working best? Christensen says, "We are getting advertisers attached in all the revenue streams. Our revenue driver is the search and pay-per-click model — a model that generates billion on the Internet."

### Internet Radio Will Rule

Christensen, a longtime broadcaster, says the timing is right because the early adopters are now being joined by mid-early adopters, and things are snowballing. "Internet radio will be the dominant form of radio," he says. "There are no boundaries, no FCC, no



Eric Ronning

licenses, no restrictions on creativity. Technology will lead the way. This is a paradigm shift of the first order."

Helping to monetize that shift is year-old Ronning Lipset Radio, a company formed by Eric Ronning and Andy Lipset to provide national sales representation to big webcasters including MSN, AOL, Live365 and Yahoo's LAUNCHcast. Lipset says studies show that 10% of the U.S. population currently listens online every week, and up to 50% of the population has at least tried web radio. That's critical mass.

Lipset goes on, "As broadband penetration continues to sweep throughout the U.S., and things like WiFi and WIMAX [wireless access] start to happen as well, everyone's going to have to take a hard look at this thing."

Who are the 10% using online radio weekly? Says Ronning, "They're primarily 25-34, followed by 35-44. It's an adult audience — it's not necessarily about teens. It's primarily being used at work right now, so when you take a look at the at-work audience, that's the reason there's a strong qualitative skew, with a propensity to be high-earning and well-educated. That means they're going to be interested in consumer electronics, automotive, consuming entertainment, things like that."

Ronning adds that these listeners are not abandoning traditional radio; rather, he senses that online radio has simply become one more entertainment resource to be used when appropriate.

Brand extension has

also become a factor in the growth of Internet radio. Says XM Satellite Radio's David Butler, whose company debuted subscription-based webcast service XM Online just last month, "We want to provide XM in as many environments as possible. You can currently get XM in the car, the home, or on the go with various portable units. Many people spend significant time in front of a computer, so it makes good sense to offer an Internet option."

XM Online features XM's 68 music channels, plus two Talk formats and four web-exclusive channels, and it's available both to XM satellite subscribers and, for a higher monthly fee, to nonsubscribers. So how has it been received? Butler says feedback has been positive: "The initial response has been fantastic, not just among existing XM subscribers, but first-time subscribers as well."

### From Owning To Earning

But back to the "Who's making money" part. Ronning says, "The joy of being able to be an independent broadcaster right now is that, for basically \$20 a month, you can start your own radio station, and there are some great ones out there. The problem with that is it has to exist in an advertising model with enough of an audience to be interesting to a national audience, a regional marketer or a local marketer to reach enough people to make an impact. And that means it's going to come down to marketing and distribution."

In Ronning's view, that means listenership needs to be massed under one virtual roof to be attractive to advertisers, who can then one-stop shop to make buys. The goal is to use this aggregation to expand the advertising pie.

Ultimately, how many of the thousands of online radio stations that exist today will be around in five years will depend, as always, on content. Bennett sums it up nicely with, "Our goal is to help people find and experience music they'll love. Online radio is a great, engaging way for people to experience music and discover new music they might not have heard otherwise, then easily download that music if they want to keep it permanently. It is a key part of Microsoft's vision of enabling great experiences with digital media."



Ken Christensen



Andy Lipset







# Goodies, Gadgets & Even Gifts

## Holiday hardware, both cool and dubious

This is the time of year when consumer-electronics goodies are thick on the ground, and holiday pitches and news of product launches fill the air. Below are some of the more attention-getting items out there — some of which bear keeping an eye on, no matter which side of the industry you're on. A couple of these could also make nice gifts for the gadget fan in your life (even if that's you).

### AOL Radio Gets Moving

AOL has been around since before the dawn of Internet time, and its formidable user base — still more than 24 million, despite losses in recent years — has historically led in digital-media awareness and usage. And now all those AOLers out there who have broadband hookups have the opportunity to listen to the AOL Radio Network's Radio@AOL webcasts away from the PC or laptop, if they invest in the right hardware.

Last week AOL announced that it's gotten together with software company Digital 5 and hardware outfit Netgear to make Radio@AOL available through Netgear's MP101 wireless digital audio player. Digital 5 calls itself a "middleware" company, and its mission, it says, is to enable secure wired and wireless sharing of digital content on home networks. By way of the Netgear MP101, Digital 5's software lets MP3 and Windows Media files play over a home stereo via an 802.11b or 802.11g wireless network (most home wireless is one or the other).

Digital 5 has been doing this for a while: It already has deals with RealNetworks to let the Rhapsody streaming service play over stereos, and it offers Napster subscribers another way to play their tethered and purchased downloads and Napster's streaming content. People who already have MP101 units can download a firmware update to support the AOL streams from the Netgear website, and there's no extra charge to AOL members for the service.

Radio@AOL's programming is part of the popular AOL Radio Network, which also includes Radio@Netscape and Spinner.com. The channels include a full array of broadcast-radio-style formats, plus special programming, such as AOL Music Live events

and seasonal and celebrity-branded streams.

The MP101 and similar WiFi hardware — other manufacturers include D-Link Systems, which also has a deal to offer Radio@AOL; Actiontec; and, for the Mac fans, EyeHome — is not the future of portable online audio, but it does bring the day that webcasts will become genuinely portable a little closer.

We're still a few years from the cheap, ubiquitous wireless broadband that will get webcasting out of the house and office and into cars — and onto phones, PDAs and yet-to-be-invented portable players. But with ev-

erting 12 buttons and a click wheel. It has some very cool features, including a built-in transmitter to send its signal over any FM radio and a five-hour buffer so subscribers can save streams for later listening. It also has a suggested price of \$350.

That price, combined with a \$9.99-a-month subscription, seems really high for a business that's still trying primarily to attract first-time users. Is XM really ready to take a break from explaining exactly what XM is and why people need it so it can devote resources to explaining why people need to buy a \$350 radio (even if the explanation includes a dandy Elton John TV spot)?

Sirius, meanwhile, has a variety of plug-and-play receivers, including the tiny XACT XTR1 "Stream Jockey," but it hasn't gone the Walkman-like route yet. Radio-style, take-it-anywhere portability is clearly something the satellite radio industry needs as it continues to grow. The mobility radio has been able to take for granted for decades is, for now, still something its flashier competitors long for.

Meanwhile, also back for the holidays is TimeTrax Technologies, which made a stir in August when it

introduced software that let XM subscribers who happened to have the XM PCR adapter hardware to play XM over a PC save those streams at will. The XM hardware was discontinued soon after, but now TimeTrax has come up with TimeTrax Connect, which works with a USB adapter and the XM Direct in-car tuner. TimeTrax is also helpfully selling XM Direct tuners on its website, though it isn't selling XM service.

Last time around TimeTrax boasted about giving XM subscribers the ability to build a music library from XM programming, saying streams, once recorded, could be split by the software into separate song files, complete with identifying information. The newest version of the software also does all those things: According to the TimeTrax website, "Leaving TimeTrax recording overnight will result in a directory full of several hundred complete songs in WAV or MP3 format."

It goes on, "Utilizing grab and kill lists, TimeTrax can be configured to record only those songs and artists

## AOL Radio@Network

ery incremental change in technology, consumers get a little more accustomed to listening to online audio away from the computer.

Broadcasters should be watching this area with interest, if not apprehension, and thinking about how to get in on it before everybody has a streaming-capable portable player in their pocket.

### XM Goes Walkabout

Though Sirius has been the satcaster in the news lately, XM Satellite Radio is out there bidding for holiday bucks with a gadget it's calling the first "Walkman-style" portable satellite-radio receiver. Unlike the tiny XM Roady unit, which is just a receiver (no speakers) and has an external antenna, or the SkyFi receiver, which has an external antenna and needs a separately purchased in-car, home or boombox adapter, the brand-new XM MyFi is the whole package.

Manufactured by longtime XM tech partner Delphi, the MyFi is an hourglass-shaped silver device with a big display and a busy faceplate fea-

## Labels To Supply Music To Legal Peer-To-Peer

Sony BMG, Universal Music Group and Warner Music Group have signed agreements to provide music to World Media's upcoming Peer Impact members-only peer-to-peer network.

The idea of Peer Impact, World says, is to "provide a clear legal alternative for consumers to buy and share music, video and a variety of digital content" while protecting rights owners and ensuring they get paid. The service plans to use its members' machines for content distribution, P2P-style, and to allow sharing of files among members. There are similar services in the works on the independent side — Bitmunk, for one — but nothing else that's so far attracted any major-label interest.

World is primarily an e-commerce developer, so it's apparently been able to handle the labels' security requirements, but there are no details yet on rights management or consumer pricing for the majors' content. Also, to exactly what degree members will be permitted to share hasn't yet been detailed.

World expects to launch Peer Impact, now in beta, in the first quarter of 2005.

### KaZaa Goes To Court — In Australia

The copyright-infringement case against Sharman Networks, which operates the KaZaa peer-to-peer network, began this week in Australia. The suit by EMI, Warner Music, Sony BMG and Universal Music Group claims that KaZaa enables massive infringement of label copyrights.

The closely watched trial began contentiously on Monday, as label lawyers called KaZaa "an engine of copyright piracy to a degree of magnitude never seen." KaZaa — which also has an infringement suit against it pending in U.S. court — maintains that it has no control over what users do with its software and is therefore not responsible for any infringement they may be committing.

Sharman's lawyers have reportedly raised the "Betamax defense," which has been used — so far successfully — to defend decentralized P2Ps from label lawsuits in the U.S. That's the 1984 Supreme Court decision in the case of *Sony vs. Universal Studios* that Sony was not responsible for consumer infringement using Betamax VCRs because the machines had substantial noninfringing uses and Sony couldn't directly control how they were being used.

you are interested in. And TimeTrax's PerfectTrax technology ensures that only full, complete songs are recorded. With TimeTrax's BackTrax technology, you can record songs in their entirety even if you hit record halfway through. (This list of functions, by the way, matches up nicely with the functions the RIAA is trying to persuade the FCC to order limited or disabled for HD Radio.)

Though the company also says, "TimeTrax is not designed to enable the sharing of copyrighted works over the Internet. TimeTrax Technologies respects the rights of copyright holders," there's nothing to stop unprotected WAVs and MP3s from being shared on peer-to-peers.

The legalities of all this are not at all clear, and an XM representative did not respond to a request for comment by press time. But if XM did discontinue the little-used PCR adapter in response to TimeTrax's aggressive strategy, TimeTrax has just upped the ante.

### The Latest iPod Killer

Just this week Sony, which is, of course, the granddaddy of personal portable stereos, announced a brand-new line of 20-gigabyte audio players, called NW-HD3s — and this flock of brightly colored critters supports MP3 files. They should be

available internationally before Christmas and are on their way to the U.S. market.

Sony's earlier NW-HD2 line, which was introduced to work with Sony's Connect the way Apple's iPods work with iTunes, was released with support for only Sony's own proprietary ATRAC format. But even people who were willing to buy compatible songs from Sony Connect were apparently not inclined to re-encode all their ripped and downloaded MP3 files to suit the needs of the player, and Sony has changed its ATRAC-only thinking.

That will put it in a better position to compete with the iPod, which also supports only MP3 and a proprietary format; in that case, AACs. But there may be another problem: the price. In Europe and Japan, the NW-HD3 is slated to sell for nearly twice the price of a 20-gigabyte iPod. Unless this turns out to be a ground-breakingly fabulous player, it seems reasonable to think consumers will go with the established machine.

And, finally, if you want to keep your brand-new holiday iPod warm and happy, you can now buy it a set of genuine Apple iPod Socks. These tiny knitted and Apple-logged iPod cozies fit all models and come in a set of six different-colored socks for \$29.95.



Radio

• **KENNY ALBERT** joins Westwood One's *Monday Night Football* radio broadcast team of Marv Albert and Boomer Esiason as sideline reporter for three Monday-night games, starting Nov. 29.

• **RYAN BURTON** is named GSM of WHRP & WZYP/Huntsville, AL. He was previously an AE for Cumulus' Macon, GA properties.

• **DENNIS GREEN** is promoted from Sr. VP/Talk & Entertainment Affiliate Sales to Sr. VP/Affiliate Sales for Westwood One, overseeing all of the company's affiliate sales.

National Radio

• **BURBANK CREATIONS** is making available the two-hour Earl Pitts Christmas special, *A Very Earl Christmas*, to all stations in all markets, regardless of whether they are affiliates of the daily Earl Pitts commentaries. The commitment for the CD is two minutes per hour of Burbank Creations commercials. For more information, call Rick Consolo at 800-327-5748.

• **CAHN MEDIA** is offering these one-hour specials on CD in December: *Simon & Garfunkel: Old Friends in Concert*, which was recorded live during the group's 2003 U.S. tour, includes interviews with the artists and complements their *Old Friends, Live on Stage* CD/DVD set and is available to commercial stations only; *Bruce Hornsby: Live From the Road*, which was culled from Hornsby's most recent shows and is available to all stations; and *Leonard Cohen: Classic Live & New*, which spotlights a 1993 performance and Cohen's new CD, *Dear Heather*, and is available to all stations. For more information, contact Andy Cahn at 201-386-1736.

• **ENVISION RADIO NETWORKS** debuts *Christopher Lowell's Design on Living* radio show with a free three-hour holiday special titled *Christopher Lowell's Design on the Holidays*, airing Dec. 13, 2004 through Jan. 2, 2005. Envision is also offering for free *It's a Rockin' 80's Christmas!* — featuring Billy Squier, Queen, Eddie Money and Bon Jovi — the week of Dec. 20. For more information, contact Joe Mifsud at 216-831-3761.

• **INFINITY BROADCASTING** radio stations across the country will air an

HIV/AIDS-related special in conjunction with World AIDS Day (Dec. 1). Hosted by MTV's John Norris, the half-hour program will be broadcast as part of select stations' regularly scheduled public-affairs programming on Dec. 4 or 5.

Webcast

Continued from Page 3

and comScore will bring to the ratings. AOL Entertainment Sr. VP/GM Bill Wilson said, "Providing a credible and familiar resource like comScore Arbitron ratings will help agencies and advertisers better evaluate the great opportunity to add online radio advertising to their mix of media."

Yahoo VP/GM, Music David Goldberg said, "These ratings will help agencies make online radio a key part of the media mix because they provide the accountability needed to justify their advertising investments."

The comScore Arbitron Online Radio Ratings will be released monthly, and the first report is expected next week.

EXECUTIVE ACTION

Marsh Made Meridian/Ft. Myers Dir./Prog.

**Randy Marsh** has been given Director/Programming duties for Meridian Broadcasting's seven stations in Ft. Myers: Classic Rock **WARO**, News/Talk simulcast **WINK-AM & WNOG**, Talk **WPTK**, Active Rock **WRQC**, AC **WTLT** and Country **WUSV**. Marsh retains PD/morning host duties at **WUSV**, which he joined for its sign-on seven months ago. The PDs of the other stations will now report to Marsh.

Marsh's appointment follows the recent exit of **WARO** PD Mike "Mud" Alan, but Marsh told **R&R** his new role at the company is not related to Alan's departure. "This was something that was in the works," Marsh said.

Marsh was OM of Waitt Radio's Panama City, FL stations until joining **WUSV**. He has also been Asst. PD, morning host and afternoon driver for **Beasley's WKIS**/Miami, where he worked from 1994-2002.

Hixson Now VP/GM Of Infinity/Fresno Trio

**Patty Hixson** has been promoted to VP/GM of Infinity's Rhythmic Oldies **KMGV**, News/Talk **KMJ** and Country **KSKS** in Fresno. She was most recently GSM of **KMJ**.

Hixson assumes responsibility for the three stations following the retirement of Al Smith, who stepped down as Infinity/Fresno Market Manager on Oct. 1. With Smith's departure, Infinity has for the time being opted not to appoint a market manager in Fresno. Hixson and **KKDG**, **KOQO** & **KWYE**/Fresno GM **Chris Pacheco** both report to Infinity Regional Sr. VP **Lisa Decker**.

Hixson has been in radio for 16 years. Her first task will be to find a GSM to fill the role she formerly held at **KMJ**.

Blatter

Continued from Page 1

programs that air on various Sirius offerings.

Blatter continues to report to Exec. VP/Programming **Jay Clark**, who

said, "Since arriving at Sirius Steve has not only been innovative in his approach, he has been a leading force in bringing some of the biggest stars in the world into the Sirius family."

Blatter began his career in 1986 at **WXRK**/New York and in 1988 became MD at **WYNY**/New York. He later served as VP/Programming for **Big City Radio**, where he developed the formats for then-AL-

ternative trimulcast **KLYY**, **KSY Y** & **KVYY** (Y-107)/Los Angeles and the former New York-area "Y107" Country quadcast. He also served as Chief Strategist for **Sabo Media**.

Blatter said, "It's an incredibly exciting time at Sirius as we continue to develop premium radio content unavailable anywhere else in the world."

— Adam Jacobson

Changes

**Country:** **KILT**/Houston part-timer **Steve Rixx** is promoted to middays. He joined **KILT** six months ago ... **KHEY**/El Paso fills its open morning co-host slot with night jock **Marty Austin**, who will now also handle news for the wakeup shift. **Austin** occupies the chair vacated by **Bobby Gutierrez**, whose last day with the station was Nov. 9. The 7pm-midnight shift will be handled by a local voicetracker ... **KZSN**/Wichita moves into its new, state-of-the-art

facility at 9323 East 37th Street North, Wichita, KS 67226. New phone is 316-494-6600 ... *Moby in the Morning* adds three affiliates: **WALH-AM**/Mountain City, GA; **WYHG-AM**/Young Harris, GA; and **WLSB-AM**/Copper Hill, TN. In related news, **Kate Wheelers** and **Larry Fuss** of Contemporary Communications are now handling *Moby's* syndication.

**News/Talk:** **WMET**/Washington adds Fox News Radio's syndicated *Tony Snow Show* from 9am-noon and *Fox News Live With Alan Colmes* from 10pm-1am, beginning Dec. 6.

**Radio:** **Anne Schepp** rises from Human Resource Manager to VP/Human Resources for the Journal Broadcast Group.

**National Radio:** Nationally syndicated rock program *Acoustic Storm*, hosted by **Jeff Parets**, adds **Hot AC** **KKLT**/Phoenix and **Classic Rockers** **WRDU**/Raleigh and **KKCD**/Omaha to its roster of stations.

**Records:** Warner/Chappell Music promotes **Judy Stakke** and **Greg Sowders** to Sr. VPs/A&R. **Stakke** was previously VP/A&R, and **Sowders** was most recently VP/Creative.

**Industry:** **Laramie Guest** is named VP/Engineering & Research at **American Media Services**. He joined the company in 2001 ... **BMI** names **Emily Ashton** Exec. Director/Office of the President. She was most recently Sr. Director/Government Relations ... **MTV News & Docs** promotes **Nina Diaz** and **Marshall Eisen** to VPs. **Diaz** is best-known for creating *MTV Cribs*; **Eisen** oversaw *MTV's True Life* series, *Diary* and others. Concurrently, **Lauren Lazin** will take on a new role to produce and direct projects for **MTV News & Docs**, **VH1** and other **Viacom** properties. **Lazin's** career highlights include creating the

network's *Sex in the '90s* and overseeing the Emmy-winning program *Fight for Your Rights*.

CHRONICLE

CONDOLENCES

- BBC Radio 2** personality **John Dunn**, 70, Nov. 27.
- Former **WKKV**/Milwaukee PD **Ron Scott**, 34, Nov. 20.
- Former station owner **Frank Befera**, 82, Nov. 19.
- Singer-songwriter **Terry Melcher**, 62, Nov. 19.
- Young Broadcasting co-founder **Adam Young**, 91, Nov. 15.

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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 Nov. 16, 2004 are listed below.



Travis Storch • 866-365-HITS

**Top Pop**  
 MAROON 5 She Will Be Loved  
 NELLY I/TIM MCGRAW Over & Over  
 KELLY CLARKSON Breakaway  
 DESTINY'S CHILD Lose My Breath  
 U2 Vertigo

**Top Christian**  
 DIXIE Make Me Over  
 KUTLESS Sea Of Faces  
 CASTING CROWNS Who Am I  
 STARFIELD Filled With Your Glory  
 OELIRIOUS? Rain Down

**Top Folk**  
 SARAH MCLACHLAN World On Fire  
 NORAH JONES Those Sweet Words  
 SARAH HARMER Almost  
 CATIE CURTIS It's The Way You Are  
 INOIGO GIRLS Perfect World

## Music CHOICE

30 million homes  
 27,000 businesses

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

**ROCK**  
 Gary Susalis  
 BREAKING BENJAMIN Blow Me Away

**TODAY'S COUNTRY**  
 Liz Opoka  
 RASCAL FLATTS Bless The Broken Road  
 KEITH URBAN You're My Better Half

**ADULT ALTERNATIVE**  
 Liz Opoka  
 FINN BROTHERS Anything Can Happen  
 BRUCE HORNSBY Circus On The Moon  
 JOHN MAYER Daughters

**AMERICANA**  
 Liz Opoka  
 JUNIOR BROWN Are You Just Cuttin' Up?  
 JESSE OATYON Country Soul Brother  
 HEM Dance With Me, Now Daring  
 TONY JOE WHITE Can't Go Back Home



**WEST**  
 1. MONTY LANE ALLEN All I Want For Christmas...  
 2. RAY CHARLES I/NORAH JONES Here We Go Again  
 3. BROOKE HOGAN Everything To Me  
 4. ROLLING STONE Honky Tonk Women  
 5. COLLECTIVE SOUL Counting The Days

**MIDWEST**  
 1. RAY CHARLES I/NORAH JONES Here We Go Again  
 2. COLLECTIVE SOUL Counting The Days  
 3. MONTY LANE ALLEN All I Want For Christmas...  
 4. U2 Vertigo  
 5. BROOKE HOGAN Everything To Me

**SOUTHWEST**  
 1. MONTY LANE ALLEN All I Want For Christmas...  
 2. ROLLING STONE Honky Tonk Women  
 3. COLLECTIVE SOUL Counting The Days  
 4. BROOKE HOGAN Everything To Me  
 5. BREAKING BENJAMIN So Cold

**NORTHEAST**  
 1. COLLECTIVE SOUL Counting The Days  
 2. U2 Vertigo  
 3. MONTY LANE ALLEN All I Want For Christmas...  
 4. RAY CHARLES I/NORAH JONES Here We Go Again  
 5. REGIS PHILBIN I Had To Be You

**SOUTHEAST**  
 1. MONTY LANE ALLEN All I Want For Christmas...  
 2. COLLECTIVE SOUL Counting The Days  
 3. U2 Vertigo  
 4. RAY CHARLES I/NORAH JONES Here We Go Again  
 5. ROLLING STONE Honky Tonk Women

## SIRIUS

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

Steve Blatter

**Alt Nation**  
 Rich McLaughlin  
 USED All That I've Got  
 GOOD CHARLOTTE The World Is Black  
 PRODIGY Hot Ride

**The Pulse**  
 Haneen Arafat  
 NELLY I/T. MCGRAW Over & Over

**Sirius Hits. 1**  
 Kid Kelly  
 GUERRILLA BLACK I/M. WINANS You're The One  
 VELVET REVOLVER Fall To Pieces  
 CIARA I/MISSY ELLIOT 1, 2 Step  
 RYAN CABRERA True

### Hot Jamz

Geronimo  
 MIKE JONES Still Trippin'  
 JA RULE I/FAT JOE & JADAKISS New York  
 LIL JON & EASTSIDE BOYZ Lovers & Friends  
 USHER Caught Up  
 T.I. Bring 'Em Out  
 50 CENT Disco Inferno

### New Country

Al Skop  
 TERRI CLARK The World Needs A Drink  
 CRAIG MORGAN That's What I Love About Sunday  
 TOBY KEITH Mockingbird  
 MARTINA MCBRIDE God's Will

### Spectrum

Gary Scnoenwetter  
 BRUCE HORNSBY Circus On The Moon

### Tropical

Gino Reyes  
 KULEBRA La Chiflera

### Sirius Blues

Pat St. John  
 C.C. ADCOCK Y'all'd Think She'd Be Good To Me



Rick Gillette • 800-494-8663  
 10 million homes 180,000 businesses

**DMX Fashion Retail**  
 Mark "In The Dark" Shands

The hottest tracks at DMX Fashion Retail, targeted at 18-34 adults.

**PITBULL, LIL JON & DADDY YANKEE** Gasolina  
 DESTINY'S CHILD Soldier  
 FLEXY Mamasta  
 LIL JON & EASTSIDE BOYZ Lovers & Friends  
 EMINEM Mockingbird

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

### CHR/POP

Jack Patterson  
 EMINEM Encore  
 KELLY CLARKSON Since You Been Gone  
 JET Look What You've Done

### HOT JAMZ

Mark "In The Dark" Shands  
 JILLZ SLB Bx

### URBAN

Jack Patterson  
 TWISTA Hope  
 JA RULE New

### ALTERNATIVE

Dave Sloan  
 JIMMY EAT WORLD Work  
 UNWRITTEN LAW Save Me

### ADULT ALTERNATIVE

Stephanie Mondello  
 SHORE Hard Road  
 STEVE EARLE The Revolution Starts Now

### RHYTHMIC DANCE

Danielle Ruyschaert  
 IIO Runaway  
 DIDD Sand In My Shoes (Filterheadz Remix)  
 BRANDY Who Is She 2 U (E Smooove Mix)  
 DEPECHE MO'DE Free Love (Deep Dish Mix)  
 DESTINY'S CHILD Lose My Breath (Maximals Nu Soul Mix)  
 DAVID ESPINOSA I Need Music  
 ROBBIE RIVERA Which Way You're Going  
 DANZEL Pump It Up  
 ANGEL CITY Do You Know (I Go Crazy)

### RAP/HIP-HOP

Mark "In The Dark" Shands  
 JILLZ SLB Bx  
 TRICK DADDY Gangsta Livin'  
 TRICK DADDY I Neva Know  
 TRICK DADDY 4 Eva  
 TRICK DADDY I Wanna Sang  
 TRICK DADDY Thugs About  
 TRICK DADDY J.D.D.D.  
 TRICK DADDY Menage A Trois  
 TRICK DADDY I Cry  
 TRICK DADDY Children's Song  
 TRICK DADDY These Are The Oaze  
 TRICK DADDY Sugar  
 TRICK DADDY F\*\*ckin' Around  
 TRICK DADDY Ain't A Thug  
 TRICK DADDY Down Wit Da South

## AOL Radio@Network

Ron Nenni 415-934-2790

### Top Alternative

Pete Schiecke  
 UNWRITTEN LAW Save Me  
 BLINK-182 Always  
 USED All That I've Got

### Fresh 100

Jeff Graham  
 JET Look What You've Done  
 SUM 41 Pieces  
 GREEN DAY Boulevard Of Broken Dreams  
 2PAC Ghetto Gospel

### Top Country

Beville Darden  
 JEFF BATES Long Slow Kisses

### Top Jams

Donya Floyd  
 LIL JON & EASTSIDE BOYZ LIL SCRAPPY What U Got? Do  
 FANTASIA Truth Is  
 URBAN MYSTIC Where Were You

### Top Jazz

Beville Darden  
 JOYCE COOLING Expression  
 MARION MEADOWS Sweet Grapes  
 STEVE OLIVER Chips And Salsa

### 24 HOUR FORMATS

Jon Holiday • 303-784-8700

### Adult Hit Radio

Jon Holiday  
 MAROON 5 Sunday Morning  
 NELLY I/TIM MCGRAW Over And Over

### Adult Contemporary

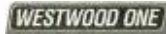
Rick Brady  
 JOSH GROBAN Believe

### US COUNTRY

Penny Mitchell  
 BROOKS & DUNN It's Getting Better All The Time

### GREAT AMERICAN COUNTRY

Jim Murphy • 303-784-8700  
 CHELY WRIGHT The Bumper Of My SUV  
 NORAH JONES w/DOLLY PARTON Creepin' In  
 KEITH BRYANT Ridin' With The Legend  
 CATHERINE BRITT The Upside Of Being Down



Charlie Cook • 661-294-9000

### Bright AC

Jim Hays  
 NELLY I/TIM MCGRAW Over And Over

### Hot Country

Jim Hays  
 JOSH GRACIN Nothin' To Lose

### Young & Verna

David Felker  
 PHIL VASSAR I'll Take That As A Yes



### Country Today

John Glenn  
 TERRI CLARK The World Needs A Drink  
 MONTGOMERY GENTRY Gone  
 BLAINE LARSEN How Do You Get That Lonely?

### AC Active

Dave Hunter  
 ANNA NALICK Breathe (2 AM)

### Alternative Now!

Chris Reeves • 402-952-7600  
 3 DOORS DOWN Let Me Go  
 KASABIAN Club Foot  
 U2 All Because Of You



Jay Frank • 310-526-4247

### Audio

ALISON KRAUSS Restless  
 JILL SCOTT Whatever  
 JAY-Z & LINKIN PARK Numb/Encore  
 DONNAS Fall Behind Me

### Video

ALISON KRAUSS I/UNION STATION Restless  
 ASHLEE SIMPSON La La  
 TAKING BACK SUNOAY This Photograph Is...

« musicsnippet.com »

Tony Lamptey • 866-552-9118

### Hip-Hop

RICHARD DAUPHIN Something 2 Say  
 SLIM THUG Like A Boss

### R&B

NIVEA Okay  
 FANTASIA Truth Is



Artist/Title	Total Plays
BOWLING FOR SOUP 1985	76
JOJO Leave (Get Out)	75
JOJO Baby It's You	74
RAVEN SYMONÉ Backflip	73
BLACK EYED PEAS Let's Get It Started	72
KELLY CLARKSON Breakaway	72
JESSE MCCARTNEY Good Life	72
ASHLEE SIMPSON Pieces Of Me	71
HILARY DUFF Come Clean	70
HILARY DUFF Fly	34
YELLOWCARD Ocean Avenue	29
AVRIL LAVIGNE My Happy Ending	29
JESSE MCCARTNEY Beautiful Soul	29
JENNIFER LOPEZ Jenny From The Block	27
HILARY DUFF Why Not	27
ASHLEE SIMPSON Shadow	27
VANESSA CARLTON A Thousand Miles	27
DIRTY VEGAS Days Go By	27
LILLIX What I Like About You	26
RYAN CABRERA On The Way Down	25



Playlist for the week of Nov. 22-28.

## 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 Mark Brower:**  
 mbrower@radioandrecords.com



72 million households



**Plays**

JAY-Z & LINKIN PARK Numb/Encore	30
LINDSAY LOHAN Rumors	24
SNOOP DOGG I/PHARRELL Drop It Like It's Hot	23
GWEN STEFANI What You Waiting For?	14
GREEN DAY Boulevard Of Broken Dreams	14
GREEN DAY American Idiot	13
U2 Vertigo	11
EMINEM Mosh	10
USHER I/ALICIA KEYS My Boo	9
JIMMY EAT WORLD Pan	9
XZIBIT Hey Now (Mean Muggin')	9
MAROON 5 Sunday Morning	9
ASHANTI Only U	9
GODD CHARLOTTE I Just Wanna Live	9
CHINGY Balla Baby	8
JOJO Baby It's You	8
NAS Bridging The Gap	8
BLINK-182 Always	8
MARIO Let Me Love You	8
FABLOUS Breathe	7

Video playlist for the week of Nov. 22-28.


 David Cohn  
General Manager

**2**

JAY-Z & LINKIN PARK Numb/Encore	24
EMINEM Mosh	24
SNOOP DOGG I/PHARRELL Drop It Like It's Hot	23
TRICK DADDY Let's Go	23
JA RULE I/ASHANTI & R. KELLY Wonderful	23
LIL JOHN & THE EASTSIDE BOYZ What U Gon' Do	22
YOUNG BUCK Shorty Wanna Ride	20
FABLOUS Breathe	19
GREEN DAY Boulevard Of Broken Dreams	18
CIARA I/MISSY ELLIOT 1, 2 Step	17
MODEST MOUSE Ocean Breathes Salty	16
JIMMY EAT WORLD Pan	16
MY CHEMICAL ROMANCE I'm Not Okay (I Promise)	16
U2 Vertigo	15
YELLOWCARD Only One	15
CHEVELLE Vitamin R (Leading Us Along)	15
BLINK-182 Always	15
FRANZ FERDINAND This Fire	14
EMINEM Just Lose It	13
BEASTIE BOYS Right Right Now Now	13

Video playlist for the week of Nov. 22-28.



75 million households

 Rick Krim  
Exec. VP

**ADDS**

GREEN DAY Boulevard Of Broken Dreams  
RAY CHARLES What'd I Say  
GODD GODDOLLS Give A Little Bit

EMINEM Just Lose It
U2 Vertigo
USHER I/ALICIA KEYS My Boo
VELVET REVOLVER Fall To Pieces
GAVIN DEGRAW I Don't Want To Be
DESTINY'S CHILD Lose My Breath
GREEN DAY American Idiot
GREEN DAY Boulevard Of Broken Dreams
GWEN STEFANI What You Waiting For
SWITCHFOOT Dare You To Move
KEANE Somewhere Only We Know
RAY CHARLES What'd I Say
KELLY CLARKSON Breakaway
DURAN DURAN (Reach Up For The) Sunrise
LENNY KRAVITZ Lady
MAROON 5 Sunday Morning
JOHN MAYER Daughters
JOHN MELLENCAMP Walk Tall
GODD GODDOLLS Give A Little Bit

Video playlist for the week of Nov. 29-Dec. 6.


 Lori Parkerson  
202-380-4425

**20 ON 20 (XM 20)**  
*Michelle Boros*

EMINEM Puke  
MARIO Let Me Love You  
JESSE McCARTNEY Beautiful Soul  
DESTINY'S CHILD Soldier  
KELLY CLARKSON Since U Been Gone  
FABLOUS Breathe

**BPM (XM 81)**  
*Alan Freed*

I/D Runaway (Ford Radio Edit)  
STONEBRIDGE I/THERESE Take Me Away  
OELERIUM I/SARAH McLACHLAN Science 2004  
NIRVANA With The Lights Out

**HIGHWAY 16 (XM 16)**  
*Ray Knight*

MONTGOMERY GENTRY Gone  
MARTINA MCBRIDE God's Will  
TRENT WILLMON Home Sweet Holiday Inn  
BROOKS & DUNN It's Getting Better All The Time  
SARA EVANS Tonight

**U-POP (XM29)**  
*Zach Overking*

MADELINE ZERO Gold Star  
JANELIA DJ  
DANIEL BEDINGFIELD Nothing Hurts Like Love

**THE LOFT (XM50)**  
*Mike Marrone*

BRIAN WILSON Smile  
CARY BROTHERS Honesty  
OAN HICKS & HIS HOT LICKS That Ain't Right  
DAN HICKS & HIS HOT LICKS Hey, Bartender  
JASON COLLETT Little Clown  
JASON COLLETT Bitter Beauty  
U2 Crumbs From Your Table  
U2 Sometimes You Can't...

**RAW (XM66)**  
*Leo G*

2PAC I/MATE DOGG Thugs Get Lonely Too  
EMINEM Like Toy Soldiers

**WATERCOLORS (XM71)**  
*Trinity*

RAFE GOMEZ Icey

**X COUNTRY (XM12)**  
*Jessie Scott*

MIKE McCLURE My Sweet Lily  
TOMMY ALVERSON I Feel Like Drinkin' Today  
IRIS DEMENT I Never Shall Forget The Day

**XM CAFÉ (XM45)**  
*Bill Evans*

U2 How To Dismantle An Atomic Bomb

This week's chart is frozen.

**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  
pics to R&R, c/o Keith Berman:

kberman@radioandrecords.com

# CMT

COUNTRY MUSIC TELEVISION

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

**ADDS**

CATHERINE BRITT The Upside Of Being Down  
RASCAL FLATTS Bless The Broken Road  
MARTINA MCBRIDE God's Will  
L. SKYNYRD & M. GENTRY Gimme Back My Bullets

**TOP 20**

	Plays	TW	LW
S. TWAIN w/B. CURRINGTON Party For Two	32	29	
REBA MCENTIRE He Gets That From Me	30	28	
KEITH URBAN Days Go By	28	33	
RASCAL FLATTS Feels Like Today	27	31	
LONESTAR Mr. Mom	26	31	
BIG & RICH Holy Water	26	30	
GRETCHEN WILSON When I Think About...	25	28	
J. BUFFETT I/M. MCBRIDE Trip Around The Sun	25	25	
SHEDAISY Come Home Soon	24	28	
BLAKE SHELTON Some Beach	23	31	
TDBY KEITH Stays In Mexico	22	32	
BROOKS & DUNN That's What It's All About	21	32	
ALISON KRAUSS & UNION STATION Restless	21	13	
T. TRITT I/J. MELLENCAMP What Say You	20	27	
JIMMY WAYNE Paper Angels	19	12	
DARRYL WORLEY Awful, Beautiful Life	18	25	
DIERKS BENTLEY How Am I Doin'	18	17	
LEANN RIMES Nothin' 'Bout Love Makes Sense	15	16	
KENNY CHESNEY I Go Back	15	12	
ALAN JACKSON Monday Morning Church	15	0	

 Airplay as monitored by Mediabase 247  
between Nov. 22-28.

 Jim Murphy, VP/Programming  
26.5 million households

**ADDS**

CATHERINE BRITT The Upside Of Being Down  
KEITH BRYANT Ridin' With The Legend  
H. JONES w/D. PARTON Creepin' In  
CHELY WRIGHT Bumper Of My SUV

**TOP 20**

SHEDAISY Come Home Soon
S. TWAIN w/B. CURRINGTON Party For Two
GRETCHEN WILSON When I Think About Cheatin'
REBA MCENTIRE He Gets That From Me
BLAKE SHELTON Some Beach
BIG & RICH Holy Water
DIERKS BENTLEY How Am I Doin'
LEANN RIMES Nothin' 'Bout Love Makes Sense
DARRYL WORLEY Awful, Beautiful Life
BROOKS & DUNN That's What It's All About
JIMMY WAYNE Paper Angels
BRAD PAISLEY Mud On The Tires
PHIL VASSAR I'll Take That As A Yes
T. TRITT I/J. MELLENCAMP What Say You
SUGARLAND Baby Girl
ALAN JACKSON Monday Morning Church
JAMIE O'NEAL Trying To Find Atlantis
BILLY DEAN Let Them Be Little
PAT GREEN Don't Break My Heart Again
J. BUFFETT I/M. MCBRIDE Trip Around The Sun

Information current as of Dec. 3.

## POLLSTAR CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	PRINCE	\$1,711.8
2	PHIL COLLINS	\$1,009.8
3	STING	\$939.3
4	BETTE MIDLER	\$910.4
5	METALLICA	\$895.8
6	BARRY MANILOW	\$881.1
7	R. KELLY/JAY-Z	\$787.8
8	USHER	\$780.5
9	KENNY CHESNEY	\$749.6
10	VAN HALEN	\$728.5
11	CHER	\$637.2
12	TIM MCGRAW	\$597.9
13	JOSH GROBAN	\$509.4
14	PROJEKT REVOLUTION/LINKIN PARK	\$502.5
15	CURISDA/THE CURE	\$489.9

This week's chart and tour list are frozen.

 JOSH GROBAN  
JULIE ROBERTS  
SEVENDUST  
SLIPKNOT  
TONY FURTADO

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

# TELEVISION

Friday, 12/3



Shawn Colvin

- Shawn Colvin, *Live With Regis & Kelly* (check local listings for time and channel).
- Damien Rice, *The Tonight Show With Jay Leno* (NBC, check local listings for time).
- Los Lonely Boys, *Jimmy Kimmel Live* (ABC, check local listings for time).
- Magnet, *The Late Late Show* (CBS, check local listings for time).

- De La Soul, *Last Call With Carson Daly* (NBC, check local listings for time).
- Nancy Sinatra, *The Tony Danza Show* (check local listings for time and channel).

Saturday, 12/4

- Ashlee Simpson, *Saturday Night Live* (NBC, 11:30pm ET/PT).

Monday, 12/6

- Rascal Flatts, *The View* (ABC, check local listings for time).
- Clay Aiken, *Jay Leno*.

- Crossfade, *Jimmy Kimmel*.
- Ricky Fante, *Late Night With Conan O'Brien* (NBC, check local listings for time).
- Vanessa Williams, *Tony Danza*.

Tuesday, 12/7

- Kelly Clarkson, *The View*.
- Maroon 5, *Jay Leno*.
- Nelly, *Late Show With David Letterman* (CBS, check local listings for time).
- John Mayer, *Jimmy Kimmel*.
- Shawn Colvin, *Tony Danza*.

Wednesday, 12/8

- Travis Tritt with John Mellencamp, *Jay Leno*.
- Modest Mouse, *Conan O'Brien*.
- Kelly Clarkson, *Tony Danza*.

Thursday, 12/9



Clay Aiken

- Clay Aiken, *The View*.
- Green Day, *Jay Leno*.
- Ozomatli, *Conan O'Brien*.
- Monica Mancini, *Tony Danza*.

— Julie Gidlow

## 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, Nov. 30, 2004.

**Top 10 Songs**

1. GREEN DAY Boulevard Of Broken Dreams
2. JAY-Z & LINKIN PARK Numb/Encore
3. NELLY I/TIM MCGRAW Over And Over
4. CIARA I/MISSY ELLIOT One, Two Step
5. SNOOP DOGG I/PHARRELL Drop It Like It's Hot
6. U2 Vertigo (single version)
7. MARIAH CAREY All I Want for Christmas Is You
8. DESTINY'S CHILD Lose My Breath
9. U2 Vertigo
10. GWEN STEFANI What You Waiting For?

**Top 10 Albums**

1. U2 *How To Dismantle An Atomic Bomb*
2. GWEN STEFANI *Love, Angel, Music, Baby*
3. ALISON KRAUSS & UNION STATION *Lonely Runs Both Ways*
4. EMINEM *Encore*
5. U2 *The Complete U2*
6. SARAH McLACHLAN *Aterglow Live* (bonus CD)
7. JESSICA SIMPSON *Rejoyce: The Christmas Album*
8. GREEN DAY *American Idiot*
9. NEIL YOUNG *Greatest Hits*
10. JACK JOHNSON *iTunes Original*





## It's Nominating Time!

Choose your nominees for the 2005 R&R News/Talk awards

It's time once again to honor News/Talk radio's best and brightest with our annual R&R News/Talk Industry Achievement Awards. The 2005 trophies will be handed out during a special awards luncheon at the 10th annual R&R Talk Radio Seminar, which will be held March 10-12 at the Loews Santa Monica Beach Hotel in Los Angeles.

The R&R News/Talk Radio Industry Achievement Awards were created to recognize those in our format who both excel and inspire us all, from the boardroom to the control room. This is your chance to recognize excellence in News/Talk broadcasting by nominating the stations and individuals you believe exemplify the very best our format has to offer.

On Page 16 you'll find an official nomination form and the complete rules governing the nominating process for all awards. Based on input we've received from R&R readers, a couple of new categories have been added this year in order to extend the opportunity for recognition to even more deserving News/Talk radio executives and stations. Finalists will be announced in the Jan. 28 issue of R&R, in the following categories:

- **News/Talk Industry Executive of the Year.** To be eligible you must work at the management level for a radio network, syndicated program provider or industry service provider

or as a News/Talk station or industry consultant.

- **News/Talk Radio Executive of the Year.** To be eligible you must work at the corporate or regional management level for any broadcast company that owns and operates News/Talk radio stations in any U.S. markets.

- **News Radio Executive of the Year.** To be eligible you must work at the management level for any radio news network.

- **News/Talk GM of the Year.** To be eligible you must work as the general manager for one or more News/Talk stations at the local level.
- **News/Talk Programmer of the Year.** To be eligible you must have primary responsibility for programming one or more News/Talk stations at the local level.

- **News/Talk Station of the Year (Markets 1-25).** To be eligible a station must program News, News/Talk or Talk in any of the top 25 Arbitron markets.

- **News/Talk Station of the Year**

(Markets 26-plus). To be eligible a station must program News, News/Talk or Talk in any Arbitron market that is ranked No. 26 or smaller.

- **News/Talk Local Personality of the Year.** To be eligible you must be a daily host on any single local radio station or be simulcast on any single-market group of stations.

- **News/Talk Syndicated Personality of the Year.** To be eligible you must be syndicated on multiple stations in multiple markets nationally by any network or syndicated program provider.

You may return your official nomination form or a copy of it to R&R by fax or U.S. mail. However, only one nomination form per person will be accepted for consideration by the R&R nominations review committee. You are not required to make nominations in all categories. Deadline for receipt of all nominations is Dec. 17. No nomination forms will be accepted after that date.

All those with an active R&R News/Talk/Sports subscription will be eligible to participate in the final voting process, which will be by mail vote only, with official ballots being mailed to eligible voters in conjunction with R&R's Jan. 28 issue. If you have any questions about the News/Talk Industry Achievement Awards, e-mail me at [apeterson@radioandrecords.com](mailto:apeterson@radioandrecords.com), or call me at 858-486-7559.



**TRIPLE CROWN WINNER** The crew from KGO/San Francisco headed for the winner's circle no less than three times in 2003, capturing honors for News/Talk Station of the Year, GM of the Year and Programmer of the Year. Enjoying KGO's trio of awards are (l-r) R&R's Al Peterson, KGO OM/PD Jack Swanson and President/GM Mickey Luckoff and R&R's Erica Farber.



**2004 NEWS/TALK PD OF THE YEAR** WABC/New York OM/PD Phil Boyce (c) is flanked by R&R's Al Peterson and Erica Farber as he accepts the 2004 award as N/T PD of the Year.



**'AND THE WINNING STATION IS....'** Accepting the award for R&R News/Talk Station of the Year for 2004 are (l-r) KFIL/Los Angeles morning host Bill Handel and PD Robin Bertolucci, with R&R's Erica Farber.



**RUSH THANKS YOU ALL SINCERELY** Accepting the 2001 award for News/Talk Syndicated Personality of the Year on behalf of Talk radio titan Rush Limbaugh is Premiere Radio Networks President/CEO Kraig Kitchin. He's surrounded by R&R's Al Peterson and Erica Farber.

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# THE GLENN BECK WEEKEND SHOW

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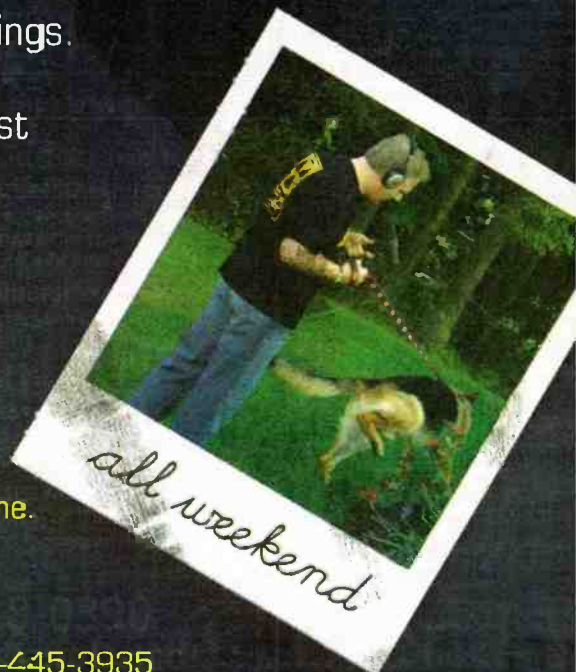
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# R&R 2005 NEWS/TALK INDUSTRY ACHIEVEMENT AWARDS

Here's your chance to celebrate excellence in the News/Talk industry! Nominate your favorite News/Talk radio stations, as well as News/Talk radio and industry professionals, for R&R's annual News/Talk Radio Industry Achievement Awards. Your nominations will help our awards committee determine final nominations for each category. The final results will be announced at **R&R's Talk Radio Seminar 2005**, March 10-12.

## Here is the nomination process:

1. Nominations should be based on the highest standards of industry excellence and professionalism.
2. Any commercial, U.S.-licensed News/Talk station, regardless of market size or Arbitron status, is eligible for nomination.
3. Nominees must have been employed at the company for which they were nominated during calendar year 2004.
4. You can nominate yourself, your co-workers and your station.
5. Only one form per person will be accepted. You must indicate your name and affiliation on the nomination form. All responses will remain confidential.
6. You do NOT have to make nominations in every category.
7. Deadline: December 17, 2004.

## R&R 2005 NEWS/TALK INDUSTRY ACHIEVEMENT AWARDS NOMINATION FORM

### RADIO AWARDS

**NEWS/TALK INDUSTRY EXECUTIVE OF THE YEAR:** Name: \_\_\_\_\_ Station/Company: \_\_\_\_\_

**NEWS/TALK RADIO EXECUTIVE OF THE YEAR:** Name: \_\_\_\_\_ Station/Company: \_\_\_\_\_

**NEWS RADIO EXECUTIVE OF THE YEAR:** Name: \_\_\_\_\_ Station/Market: \_\_\_\_\_

**NEWS/TALK GENERAL MANAGER OF THE YEAR:** Name: \_\_\_\_\_ Station/Market: \_\_\_\_\_

**NEWS/TALK PROGRAM DIRECTOR OF THE YEAR:** Name: \_\_\_\_\_ Station/Company: \_\_\_\_\_

**NEWS/TALK STATION OF THE YEAR:** Station: \_\_\_\_\_ Market: \_\_\_\_\_  
(Markets 1-25)

**NEWS/TALK STATION OF THE YEAR:** Station: \_\_\_\_\_ Market: \_\_\_\_\_  
(Markets 26+)

**NEWS/TALK LOCAL PERSONALITY OF THE YEAR:** Name: \_\_\_\_\_ Station/Market: \_\_\_\_\_

**NEWS/TALK SYNDICATED PERSONALITY OF THE YEAR:** Name: \_\_\_\_\_ Network/Syndicator: \_\_\_\_\_

COMPLETE THE FOLLOWING BELOW  
TO VALIDATE BALLOT (required):

Your Name: \_\_\_\_\_

Title: \_\_\_\_\_

Station/Affiliation: \_\_\_\_\_



**THIS FORM MUST BE RECEIVED ON  
OR BEFORE DEC. 17, 2004!**

**YOU MAY FAX TO 310.203.8450**

**Please mail to:**

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ACHIEVEMENT AWARDS NOMINATIONS  
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Los Angeles, CA 90067-4004





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A Perry Capital Corporation

Analyst

Continued from Page 3

rapport developed between listeners and local on-air personalities," Balzer said. "They also do not replace radio's ability to communicate news and other timely information. Further, we believe that before acquiring songs in any alternative format, such as MP3 or CD, a listener typically hears a song on the radio first."

However, Friedman, Billings Ramsey & Co. analyst Maurice McKenzie believes more and more consumers will be hearing new releases on satellite radio in the coming years, and in a report issued Monday he increased his 2005 year-end subscriber forecast for Sirius Satellite Radio from 2.25 million to 2.5 million subscribers. "We expect expanded distribution and product awareness to result in subscriber growth on par with competitor XM Satellite Radio," he stated. Accordingly, McKenzie also raised his 2005 revenue forecast for Sirius from \$186.8 million to \$193.8 million. As for XM, McKenzie forecast the com-

pany will sign up 5.65 million customers by the end of next year.

McKenzie lowered his rating on both companies' stocks to "market perform" due to recent price strength, and he increased his price target on Sirius from \$6.50 to \$7 thanks to the stock's recent surge. He reiterated his \$38 target for XM.

Over at William Blair & Co., analyst Alissa Goldwasser predicted that XM and Sirius will likely meet their year-end 2004 subscriber forecasts of 3.1 million and 1 million, respectively, but said the chances of either company beating those forecasts depends on product availability on retail shelves.

Infinity, SBS Poised For Growth

Guzman & Co.'s Balzer stated in a Nov. 24 report that, while he predicts 6.4% revenue growth for the overall radio industry next year, he believes Infinity's large-market focus will help it beat that growth rate. "We expect Infinity Radio to outpace the industry with growth of 6.7%," he said. "This is based pri-

marily on our belief that Viacom's size gives it the ability to compete more strongly for programming, and its focus on major markets will allow it to garner a larger portion of national ad sales."

Meanwhile, Guzman & Co.'s Philip Remek believes Spanish Broadcasting System is poised to take advantage of the increased spending power that many on Wall Street forecast Hispanics will gain in coming years. "The concentration of SBS's stations in the largest markets provides a simple and attractive advertising medium for reaching nearly half of the Hispanic market," Remek said in a Nov. 24 report.

He also credited SBS's management team and on-air talent for developing popular programming and predicted that the company's recently announced deal with ABC Radio Networks to syndicate several of its morning shows will greatly increase SBS's potential audience. Remek maintained a "perform in-line" rating on the company's stock and set a target price of \$11 per share.

Chinese

Continued from Page 1

York, representing 3.7% of New York's total population. In Los Angeles, 407,800 Chinese Americans are 12 years of age and older, representing 3.8% of the total population. There is one Chinese-language radio station in New York, Multicultural's Cantonese WZRC, and three in the Los Angeles area — Multicultural's Mandarin KAZN (Radio Chinese), KMRB and KMNY.

The placement of Chinese-language diaries works as follows: For most households, the first contact from Arbitron will be a pre-alert postcard written in both English and Chinese. The remaining households will be contacted first by phone. Interviews will be conducted in either English or preferred Chinese dialect based on the preference of the interviewee. All persons 12+ in eligible households will be asked to take part in the one-week survey. However, only those persons identified as Chinese-speaking

will be included in the final estimates.

The respondents will then receive an Arbitron survey and instructions by mail. The diary and all ancillary materials will be printed in both Chinese and English, and Arbitron will process all data with the additional ability to handle written Chinese entries.

Should the New York and Los Angeles study prove successful, Arbitron could expand Chinese-language diaries to other markets such as San Francisco, where Multicultural owns Cantonese KEST.

McClendon

Continued from Page 1

creative artist-awareness campaigns. "C.C. is a seasoned professional with a proven ability to develop winning promotion strategies," Ellis said. "She is a highly capable leader, and her drive, ambition and broad experience make her the perfect choice to expand the presence of Sony Urban artists at radio." McClendon told R&R, "I'm just glad for the opportunity to be able to work with some incredible art-

ists and executives here at Sony Urban Music. I'm looking forward to contributing to an already winning team." Most recently, McClendon was Arista Records Sr. VP/R&B Promotion, a position she rose to this year. From 2001-2004, she served as the label's VP/R&B Promotion and prior to that was Arista's Sr. National Director/R&B Promotion. In 1997 she joined Priority Records as VP/R&B Promotion. McClendon served as Director/R&B Promotion for Arista's Great

Lakes Region between 1995-1997, having held a similar position for Virgin Records' West Coast and Midwest regions between 1992-1995. In 1991 she took the Director/R&B Promotion post for Mercury Records' Midwest and Great Lakes Regions. McClendon began her first stint with Arista in 1986 as manager of R&B Promotion for the Great Lakes Region, and she kicked off her music-industry career in 1981, when she joined WJLB/Detroit as MD.

Additional reporting by Dana Hall.

Bonneville

Continued from Page 1

and will retain his Station Manager duties for that station. "Barry and Greg are two outstanding broadcast executives who are being rewarded for their stellar work in Chicago with Bonneville," Bonneville/Chicago Sr. VP Drew Horowitz said. "I'm thrilled to have both of them in these positions. They are creative and innovative broadcasters who have done well in their former capacities and will do well in their new capacities." Solk commented, "Isn't timing everything? The same week that I

close my radio chapter with The Loop, another fabulous opportunity presents itself. Bonneville is a unique company, and all of us at Bonneville/Chicago recognize the support they put behind their properties. I'm thrilled to now be working with three incredibly talented staffs in Chicago." James told R&R, "It's obviously exciting to have such an opportunity with this company. Love FM [WILV] is one of those things that happens once in a great while. The last time it happened was right here — with Bonneville — when The Mix [WTMX] was born a decade

ago. [Bonneville President/CEO] Bruce Reese, [Exec. VP/COO] Bob Johnson and Drew Horowitz are incredibly supportive and encourage out-of-the-box thinking. That sort of leadership allowed us to develop one of the nation's first modern ACs, The Mix; deliver timeless rock on The Drive [WDRV]; and now center a radio station on the emotion of love in the music and delivery of the product." In related news, WLUP Creative Services Director Matt Bisbee has been elevated to Creative Services Director for all of Bonneville's Chicago properties.



## Jumping On The Bandwagon

The effects of Nov. 19's Pistons/Pacers melee immediately spread to the next logical city: Cleveland, home of the Cavaliers. Why? Because WAKS (96.5 Kiss-FM) PD **Dan Mason** figured it would make for a big dumb radio bit! "Cleveland knows the holiday season is a time for love, family and giving thanks for the many blessings in our life — unless you happen to live in Detroit," he tells **ST**. "All Thanksgiving weekend, we qualified listeners to 'Punch-a-Piston' by giving away CDs from The Black Eyed Peas — and boxing gloves. The grand-prize winner scores a round-trip limo ride to Detroit



'Dan Mason? Who the hell is Dan Mason?'

on Dec. 16 to see the Cavs battle the Pistons." He adds, "The winner is responsible for bringing his or her own pepper spray."

Aspiring pro wrestler Mason then upped the ante by calling out Pacer Ron Artest, who was suspended for the season for his role in the brawl: "I would like to hereby publicly challenge Ron Artest to face me in the ring Dec. 14 at the UWC's 'December to

Dismember' spectacular! I'm even willing to give in to a special stipulation: If I lose, I will play Mr. Artest's new single no less than five times per day. If I win, Mr. Artest will perform his new single free of charge at my Kissmas Concert at the Lakewood Civic Auditorium. He has plenty of free time on his hands right now — I look forward to his response."

### Great White Ratings Firm Commits 'Oopsée'

We recently wrote about the Godzilla-sized promotional monster OM **Rob Mise** and the folks at CIHT (Hot 89.9)/Ottawa unleashed on the market recently with their "\$25,000 Fugitive" game. The unprecedented promotion prompted mass hysteria and major press coverage. Now, the bad news: Thanks to BBM, the Canadian equivalent of Arbitron, this potential ratings bonanza has been neutered, giving the Fugitive contest zero effect on the station's potentially monstrous fall numbers. BBM just realized that it had somehow switched its French-language diary mailing lists with its English lists, giving huge numbers to French-language stations and practically nothing to the English ones.



'What am I doing in zis bit?'

An understandably pissed Mise says, "Hot 89.9 had the best promotion in Canadian radio history, and BBM had no film in the camera."

### It's Not Robert, It's Friggin' Bob, OK?

Citadel Hot AC **KSZR (Star 97.5)/Tucson** jumped aboard that hot new eclectic Jack/Bob/Ralph/Zeke bandwagon and flipped to "97-5 Bob-FM — '70s ... '80s ... whatever!" While the airstaff remains in place, the station launched jockless with a 1,000-song "Bob-A-Thon." "I'm very excited," PD **Chandler** tells **ST**. "I feel like I've just given birth, and Bob was a big baby! These stretch marks are never going to go away!"

### The Programming Dept. (Inbound)

• **Darla Thomas** is coming home to Journal Broadcast Group as the newly named PD of Hot AC **KSRZ (Star 104.5)/**

Omaha, so doth proclaim OM Tom Land. In case you need her right now, Thomas is MD of Sandusky Hot AC **KLSY/Seattle**, but she's no stranger to Journal, having previously programmed **KZPT/Tucson**. Upon her arrival, a grateful **Erik Johnson**, who had been programming both **KSRZ** and **CHR/Rhythmic clusterbuddy KQCH (Channel 94.1)**, will get at least half of his life back as he returns his focus solely to **KQCH**.



Dops, not that Darla!

• **WTFM/Johnson City** names **Dave DeFranzo** PD. He replaces **Mark McKinney**, who exited in September for **NextMedia/Myrtle Beach, SC**.

• **Cumulus CHR/Pop WKFR/Kalamazoo, MI** keeps it safely within the Michigan state boundaries when selecting its new PD: Please welcome **Bo Richi**, who makes the arduous commute from exotic **Traverse City**, where he was PD of **CHR/Pop WKHQ** and PD/morning dude on AC sister **WLXT**. Richi replaces **Woody Houston**, who exited a few weeks ago.

• Former **Triad/Tallahassee, FL OM Jeff Horn** is named OM of **Clear Channel's Tallahassee cluster**, which comprises **Country WTNT, Alternative WXSR, Urban WBWT, Hot AC WTLY** and **Sports WNLS-AM**.

• Morning co-host **Jacqui Neal** is upped to PD at **Clear Channel CHR/Pop KZII/Lubbock, TX**. She replaces **Kidd Carson**, who remains Asst. PD/MD/night jock.

• **Matt Luecking** has the "interim" surgically removed from his title as he becomes "Actual" PD at **WMGI/Terre Haute, IN**. "We're celebrating our 10-year anniversary on Jan. 7, 2005," he says. "I am looking for former jocks to come back and celebrate with us or phone in the day of the event." Hit him up at [programming@1007mixfm.com](mailto:programming@1007mixfm.com).

• **WMZQ/Washington Asst. MD Shelley Rose** is elevated to "Regular" MD. Rose is an eight-year **WMZQ** vet, having previously served as executive programming assistant to VP/Operations **Jeff Wyatt** and PD **George King**.

### The Programming Dept. (Outbound)

• **Marty Thompson** steps down as PD of **Clear Channel Oldies KQOL (Kool 93.1)/Las Vegas** but will continue to do middays until the end of the year. Asst. PD/afternoon personality **Rik McNeil** steps up into the role of acting PD.

• **KBMB/Sacramento PD Jayare** exits, along with Imaging Director **Kristanya Dias** and weekend air talent **Angela Davis**. GM **Larry Lemanski** is now looking for a replacement PD. Interested applicants can e-mail him at [llemanski@entravision.com](mailto:llemanski@entravision.com).

### Quick Hits

• **KILO/Colorado Springs Asst. PD/MD/afternoon guy Ditch** just received a serious career upgrade, perfectly timed to bail him out of a cruel Colorado winter: He's the new afternoon talent on **Clear Channel Classic Rock KGB/San Diego**.

• Twenty-year industry veteran **Scott Segelbaum** has resigned after a 5 1/2-year run as Group Marketing Director of Greater Media's



KILD fails to avoid Ditch.

## R&R Timeline

### 1 YEAR AGO

- **Mark Walen** promoted to Sr. VP/Market Manager for **Infinity/Seattle**.
- **Thomas McSweeney** elevated to VP/GM for **Univision Radio/Los Angeles**.
- **Tom Starr** promoted to VP/Pop Promotion, West Coast for **Elektra Entertainment**.

### 5 YEARS AGO

- **Regent Communications** and **Beasley Broadcast Group** both file for IPOs.
- **Bob Walker** named PD of **KQMB/Salt Lake City**.
- **John Strazza** named Sr. Director/Crossover Promotion for **RCA Records**.

### 10 YEARS AGO

- **Bob Hamilton** named PD of **KYLD-FM/San Francisco** and **KYLZ/San Jose**.
- **John Kalodner** joins **Columbia Records** as Sr. VP/A&R, West Coast.
- **Ina Meibach** joins **Warner Music U.S.** as Exec. VP.



John Kalodner

### 15 YEARS AGO

- **Dean Tyler** elevated to VP/GM at **WPEN & WMGK/Philadelphia**.
- **Dave Nicholson** named Operations Manager at **WNOE-AM & FM/New Orleans**.
- **Tom Marshall** named PD at **WYNF/Tampa**.

### 20 YEARS AGO

- **Steve Scott** named PD of **KHTZ/Los Angeles**.
- **Scott Alexander** becomes PD of **WBZZ/Pittsburgh**.
- **Michael St. John** named GM of **WYHY/Nashville**.



Michael St. John

### 25 YEARS AGO

- **Bob Pittman** becomes Director/Pay TV Programming for **Warner/Amex Satellite Entertainment**.
- **WABC/New York morning man Harry Harrison** leaves after 11 years, crosses the street to do mornings at **WCBS-FM**.
- **Joe Wade Formicola** named PD of **KENR/Houston**.



Harry Harrison

### 30 YEARS AGO

- **Buzz Brindle** appointed PD of **WPEZ/Pittsburgh**.

four-station Philadelphia cluster. Segelbaum is teaming up with former **WMMR/Philadelphia** PD **Sam Milkman** to start their own promotion agency, **Right Brain Revenue Inc.**, which will focus on large-scale radio promotional events.

• **Legendary New York air talent Dan Daniel** is hanging up his headphones after 40 years. Daniel, who began his career at the legendary **WMCA** and spent many years at the late **WYNY**, has been doing Saturday mornings on **Infinity Oldies WCBS-FM/New York**.

• **Veteran air personality Liz Wilde** is new to nights at **Beasley Rocker WRXX (96 K-Rock)/Ft. Myers**. "Liz is sliding in for **Joe Scott**, who is reuniting with his old morning show partners, **Stan and Haney**, in the afternoons," **WRXX PD John Rozz** tells **ST**.

• **Veteran programmer/air personality Jana Sutter** has been tapped to fill afternoons at sister **WXXL (XL106.7)/**



Orlando, effective Dec. 9. Sutter had been PD of Clear Channel sister CHR/Pop WZNY/Augusta, GA — until it flipped to Country on Oct. 1. She will replace longtime XLI 106.7 afternoon driver Kid Cruz, who recently resigned.

• **Alex Quigley**, last seen programming KRFR (now KKXX)/Bakersfield, has returned to WKQX (Q101)/Chicago to do part-time and swing while continuing his search for a full-time gig. Find him at 661-343-2467 or alex\_quigley@hotmail.com. "Thank you, and I'll send you a friggin' snowball!" he adds.

• Clear Channel CHR/Pop **KIZS/Tulsa** adds the syndicated *Kidd Kraddick in the Morning* show. The good news? No jock lives were lost in the process. Here's PD Chase to sort the whole deal out: "Kidd replaces *The Kiss Morning Krew* of **KC, Julie and Lunchbox** — KC segues to afternoons, Lunchbox stays on as Kidd's local producer, and Julie moves over to clusterbuddy KMOD for mornings with Phil and Brent." Chase himself segues from afternoons to middays, replacing **Rache! Marisay**, who had been tracking the shift from Country sister KASE/Austin. "We've also added **Jet Black** [cyberjock from KSLZ/St. Louis] to nights," Chase tells ST.

• PD Tommy Del Rio has been a busy guy since arriving at

CHR/Rhythmic XMOR (The New Blazin' 98.9)/San Diego, as evidenced by his new hires: Please welcome the bootylicious **Big Booty Elsa** to middays. "I stole Elsa from KYLD/San Francisco, where she was working with Strawberry," says Del Rio, who also hires **Nick Garcia** as Promotions Coordinator. Garcia also hails from CC/San Francisco, where he was combo Asst. Movie Promotions Guy/Asst. Graphic Design Guy.

• Three Eagles Communications hires **Mark E** as its new Corporate Imaging Director, where he will oversee the imaging on all 44 Three Eagles stations. He will be based at the company's Lincoln, NE cluster — KFOR, KFRX, KLMS & KRKR. Most recently, Mr. E was doing nights at KQKQ/Omaha.



Logans in orbit over new arrival.

### Baby Poop

Let us gather 'round the water cooler and offer our heartiest congrats to XM Satellite Radio President/Programming **Eric Logan** and wife **Erin** on the Thanksgiving Day birth of their first child, daughter **Jacksyn Jayne**.

### Hugely Important Person Section

Legendary New York air personality **Dan Ingram**, best known for his many years at WABC and WCBS-FM, will receive the Lifetime Achievement Award at the eighth annual New York Metro Area Achievement In Radio Awards, set for spring 2005. But wait! There's more! Some guy named **Jim Ryan**, who claims to be Clear Channel VP/AC Programming and PD of WLTW/New York, will receive a realistic-looking Broadcast Leadership Award. No, seriously. We just print what they tell us. And there's still time to enter — forms can be found at [www.nyairawards.com](http://www.nyairawards.com). All entries must be received by Jan. 14, 2005. The A.I.R. Awards benefit the March of Dimes.

### There But For The Grace Of God...

A fund has been set up to help longtime Washington, DC traffic reporter **Walt Starling** defray his mounting medical costs as he battles colon cancer. Starling is a veteran of R&R's Washington Bureau and WRC-TV/Washington. He is currently undergoing chemotherapy and is taking a regimen of new

drugs that aren't covered by insurance. Donations can be made at [www.friendsowaltstarling.com](http://www.friendsowaltstarling.com) or can be mailed to Capital Bank, One Church St, Rockville, MD 20850. A fundraiser for Starling is being held on Jan. 8, 2005 at the University of Maryland's College Park campus.

### Condolences

We are saddened to report the passing of legendary record executive **Artie Mogul** on Thursday, Nov. 25. Mogul suffered a heart attack just before leaving for his daughter's home for Thanksgiving dinner. He was 77. Mogul enjoyed a huge career in the record industry, including stints at Columbia and as Chairman and, later, co-owner of United Artists Records with Jerry Rubinstein. In his day, Mogul was involved in the careers of such artists as Bob Dylan; Peter, Paul & Mary; Gordon Lightfoot; ELO; Ike & Tina Turner; Crystal Gayle; Charlie Rich; and others. A memorial service for Mogul will be held Jan. 16, 2005 at a location and time to be announced.

### Talk Topics

• **WPGS-AM/Mims, FL** flips from Spanish-language to CNN Headline News as "CNN Radio 840" under an LMA with LEN Radio Broadcasting — a newly formed division of the Latin Entertainment Group.

• **Tavis Smiley** announced that he won't be renewing his contract with NPR. His daily one-hour show will end its three-year run on Dec. 16.

• **Sirius** has signed a multiyear pact with the NCAA to broadcast every game of the Division One Men's basketball championships for the 2005, 2006 and 2007 seasons. All "March Madness" games will be offered to Sirius subscribers with no blackouts and no additional fees beyond the normal monthly \$12.95 charge. Westwood One owns the national terrestrial radio broadcast rights to all 88 NCAA championships, including the Division One Men's Basketball Championship.

## FILMS

### BOX OFFICE TOTALS

November 26-28

Title	Distributor	Weekend \$	To Date
1	<i>National Treasure</i> (Buena Vista)	\$32.15	\$87.27
2	<i>The Incredibles</i> (Buena Vista)	\$23.58	\$214.29
3	<i>Christmas With The Kranks</i> (Sony)*	\$21.57	\$30.81
4	<i>The Polar Express</i> (WB)	\$19.38	\$81.47
5	<i>SpongeBob SquarePants</i> (Paramount)	\$17.84	\$58.79
6	<i>Alexander</i> (WB)*	\$13.68	\$21.83
7	<i>Bridget Jones...</i> (Universal)	\$6.23	\$31.96
8	<i>Finding Neverland</i> (Miramax)	\$4.67	\$7.75
9	<i>Ray</i> (Universal)	\$3.97	\$65.12
10	<i>After The Sunset</i> (New Line)	\$3.10	\$24.32

\*First week in release. All figures in millions.  
Source: ACNielsen EDI

COMING ATTRACTIONS: There are no music-related movies opening this week.

— Julie Gidlow

## TELEVISION

Due to the Thanksgiving holiday, Nielsen television ratings were unavailable at press time.

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## THE INDUSTRY'S NO. 1 RETAIL CHART December 3, 2004

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
—	1	U2	How To Dismantle An Atomic Bomb	Interscope	838,871	—
1	2	EMINEM	Encore	Shady/Interscope	468,007	-50%
5	3	SHANIA TWAIN	Greatest Hits	Mercury	397,102	+72%
7	4	TOBY KEITH	Greatest Hits 2	DreamWorks	341,949	+59%
2	5	DESTINY'S CHILD	Destiny Fulfilled	Columbia	333,939	-34%
8	6	NOW VOL. 17	Various	UTV	332,811	+75%
—	7	GWEN STEFANI	Love, Angel, Music, Baby	Interscope	315,175	—
—	8	FANTASIA	Free Yourself	J/RMG	244,243	—
6	9	SNOOP DOGG	R&G (Rhythm & Gangsta)	Geffen	209,343	-8%
9	10	USHER	Confessions	LaFace/Zomba	183,962	+45%
13	11	NELLY	Suit	Derry/Fo' Reel/Universal	183,162	+91%
4	12	CLAY AIKEN	Merry Christmas With Love	RCA/RMG	182,071	-31%
23	13	TIM MCGRAW	Live Like You Were Dying	Curb	178,992	+197
3	14	LIL' JON & THE EASTSIDE BOYZ	Crunk Juice	TVT	175,383	-55%
—	15	CREED	Greatest Hits	Wind-up	161,775	—
—	16	JESSICA SIMPSON	Rejoyce: The Christmas Album	Columbia	157,009	—
12	17	BRITNEY SPEARS	Greatest Hits: My Prerogative	Jive/Zomba	119,981	+18%
—	18	NIRVANA	With The Lights Out	Geffen	110,963	—
11	19	GEORGE STRAIT	50 #1's	MCA	109,575	-3%
—	20	RUBEN STUDDARD	I Need An Angel	J/RMG	98,135	—
26	21	HILARY DUFF	Hilary Duff	Buena Vista/Hollywood	91,524	+79%
20	22	GREEN DAY	American Idiot	Reprise	88,065	+28%
16	23	RAY CHARLES	Genius Loves Company	Concord	83,319	-1%
10	24	CHINGY	Power Ballin'	Capitol	82,384	-33%
14	25	ROD STEWART	Stardust...The Great American...	J/RMG	81,403	-6%
25	26	SIMPLE PLAN	Still Not Getting...	Lava	79,786	+52%
19	27	JA RULE	R.U.L.E.	Def Jam/IDJMG	79,421	+12%
18	28	GRETCHEN WILSON	Here For The Party	Epic	70,751	-5%
17	29	RAY!	Soundtrack	Atlantic	70,077	-9%
—	30	EVANESCENCE	Anywhere But Home	Wind-up	69,489	—
—	31	ALISON KRAUSS	Lonely Runs Both Ways	Rounder/IDJMG	67,761	—
24	32	MAROON 5	Songs About Jane	Octone/J/RMG	67,510	+22%
22	33	ANDREA BOCELLI	Andrea	Universal	65,916	+7%
15	34	PEARL JAM	Rearviewmirror'91-03	Epic	64,490	-25%
31	35	CIARA	Goodies	LaFace/Zomba	64,035	+41%
27	36	RASCAL FLATTS	Feels Like Today	Lyric Street	61,636	+24%
47	37	ASHLEE SIMPSON	Autobiography	Geffen	61,052	+73%
28	38	BIG & RICH	Horse Of A Different Color	Warner Bros.	60,620	+22%
42	39	AVRIL LAVIGNE	Under My Skin	Arista/RMG	59,569	+56%
37	40	NELLY	Sweat	Derry/Fo' Reel/Universal	52,811	+31%
41	41	TRANS-SIBERIAN ORCHESTRA	The Lost Christmas	Lava	52,699	+37%
—	42	KENNY G	At Last...The Duets Album	Arista/RMG	52,102	—
50	43	KENNY CHESNEY	When The Sun Goes Down	BNA	51,718	+51%
—	44	VELVET REVOLVER	Contraband	RCA/RMG	49,492	—
36	45	KORN	Greatest Hits Vol.1	Epic	46,984	+13%
—	46	SWITCHFOOT	Beautiful Letdown	Columbia	46,731	—
44	47	JOJO	Jojo	BlackGround/Universal	46,044	+28%
21	48	FABOLOUS	Real Talk	Atlantic	44,900	-28%
—	49	GOOD CHARLOTTE	Chronicles Of Life & Death	Epic	41,182	—
—	50	NOW VOL. 16	Various	UTV	41,074	—

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### ON ALBUMS

#### Bomb's Away!

Retailers are now dreaming of a green Christmas.

Irish rockers U2's *How to Dismantle an Atomic Bomb* hit stores with nuclear force this week, scoring the largest first-week numbers of the year for a rock band. The total of 838,000 is the third-highest of 2004, behind



U2

Usher's *Confessions* (1.09 million) and Norah Jones' *Feels Like Home* (1.03 million), both of which came out in the first quarter.

See what a multi-million-dollar Apple iPod campaign can do?

Interscope label-mate Gwen Stefani's *Love, Angel, Music, Baby* (No. 7) and J/RMG *Idol* winner Fantasia (No. 8) are the week's other top 10 debuts.

Fantasia leads a charge of the hit TV series' stars to hit the charts, with RCA/RMG's Clay Aiken Christmas album at No. 12, J/RMG's Ruben Studdard at No. 20 and J/RMG's Kelly Clarkson hitting the street this week.

Shady/Aftermath's Eminem drops to No. 2



Fantasia

after two weeks on top, with Mercury Nashville's Shania Twain (No. 3) and DreamWorks Nashville's Toby Keith (No. 4) giving UMG the top four positions on the chart. Columbia's Destiny's Child (No. 5), Capitol's *Now 17* (No. 6), Geffen's Snoop Dogg (No. 9) and LaFace/Zomba's revitalized Usher (No. 10) round out the top 10.

Other chart newcomers include Wind-up's Creed greatest hits (No. 15), Columbia's Jessica Simpson Christmas album (No. 16), Geffen's Nirvana box set (No. 18), Wind-up's Evanescence (No. 30), Rounder/IDJMG's Allison Krauss (No. 31) and Arista/RMG's Kenny G (No. 42).

Curb's Tim McGraw (No. 23-13) leads the gainers, with a humongous 197% increase over the previous week, thanks to the giant hit "Live Like You Were Dying." He's followed by Fo' Reel/Universal's Nelly's *Suit* (No. 13, +91%), also benefit-

ing from McGraw's star power on the duet "Over and Over." Buena Vista/Hollywood's Hilary Duff (No. 26-21, +79%), *Now 17* (+75%), Geffen's Ashlee Simpson (No. 47-37, +73%) and Twain (+72%) are the other top gainers.



Gwen Stefani

Next week: Look for WB's Linkin Park-Jay-Z mash-up to be on a *Collision Course* with 250,000-300,000 in first-week sales, edging Atlantic's new T.I. album. Look for both Columbia's Nas and J's Clarkson to crack next week's top 10.





MIKE TRIAS

mtrias@radioandrecords.com

# GOING FOR ADDS

December 3, 2004 R&R • 21

## Sky's The Limit

While we have some huge names coming back to rock your socks off (Motley Crue and Unwritten Law come to mind), we shouldn't forget the up-and-comers who bring new life to the business. **Nina Sky** are Going for Adds at Rhythmic next week with "Turnin' Me On," the latest single from their self-titled debut CD. I have to admit that when I first heard their breakthrough hit, "Move Ya Body," I was a bit confused — their name (and voices) can make you think Nina Sky is one person. But they are actually a duo, identical twins Nicole and Natalie Albino. The 18-year-old Queens, NY natives combined the first two letters of each of their names, and they added the word "Sky" to represent how they are always looking upward when it comes to fulfilling their musical dreams. So far, they are doing quite well for themselves: They've scored another home run, singing the hook on N.O.R.E.'s huge hit "Oye Mi Canto." Those who want to catch Nina Sky's act live may have to prepare for a little holiday travel — they're playing in Washington, DC on Dec. 16 and Allentown, PA on Dec. 18.



Nina Sky

No one ever remembers who came in second, right? But when it comes to the hit TV show *American Idol*, that idea doesn't apply thanks to Clay Aiken. Next week, *American Idol: Third Season* runner-up **Diana DeGarmo** is out to continue the trend as she gets a little "Emotional." The single serves as the first from her highly anticipated debut album, *Blue Skies*. The album was produced by none other than David Foster and is slated for release nationwide on Dec. 7. On the day her album drops, DeGarmo will be appearing on CBS's *The Early Show*, and the following day she will perform and be interviewed on *Live With Regis and Kelly*. DeGarmo will also be working during the holidays, as she appears at the Disney Christmas Parade on Dec. 25 (airing on ABC) and on NBC's *Brian Boitano Skating Spectacular* on Jan. 1.



Diana DeGarmo

**Elbert West** first gained fame in Nashville as a songwriter: He wrote Tracy Lawrence's first two big hits, "Sticks and Stones" and "Can't Break It to My Heart." But next week West continues his career as an artist in earnest as he presents "Kimberly Cooper's Eyes" to Country radio. It's the latest song from his second CD with Broken Bow Records, *Rock Turns to Stone*. Says West, "To me, 'Kimberly Cooper's Eyes' is a colorful portrait of the average American family. I saw my wife, my son and myself in this portrait. It's about that high school sweetheart, football, fishing, drive-in movies and Spongebob Squarepants; everything that makes America such a great place to be. I chose this song as the single because now more than ever people need a pleasant place to be, whether it be a good memory to them or a reminder of what's good about life right now."

**BeBe Winans** is getting into the act at Smooth Jazz next week, and he's bringing a friend with him (and, no, it's not CeCe). **Rob Thomas** guest-stars on Winans' "My Christmas Prayer," which Winans was inspired to write after paying a visit to U.S. troops in the Middle East. The song is the title track from Winans' newest Christmas album, which also includes such holiday classics as "Silent Night," "Joy to the World" and "Have Yourself a Merry Little Christmas." *My Christmas Prayer* is available exclusively at Starbucks. Winans is currently on a holiday tour and will visit select Starbucks locations along the way to meet fans and sign CDs.



Elbert West

# R&R Going For Adds™

Week Of 12/6/04

## CHR/POP

- CIARA (MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)
- DIANA DEGARMO Emotional (RCA/RMG)
- KEANE Somewhere Only We Know (Interscope)
- SKYE SWEETNAM Number One (Capitol)

## CHR/RHYTHMIC

- NINA SKY Turnin' Me On (Next Plateau/Universal)

## URBAN

- MASE Keep It On (Bad Boy/Universal)

## URBAN AC

- BRIAN MCKNIGHT Everytime You Go Away (Motown/Universal)

## COUNTRY

- DOUG STONE Georgia On My Mind (Lofton Creek)
- ELBERT WEST Kimberly Cooper's Eyes (BBR)
- KEITH ANDERSON Pickin' Wildflowers (Arista)
- ZONA JONES Two Hearts (D/Quarterback)

## AC

No Adds

## HOT AC

- RYAN CABRERA True (E.V.L.A./Atlantic)

## SMOOTH JAZZ

- BEBE WINANS (ROB THOMAS) My Christmas Prayer (Hidden Beach)
- BRIAN LENAIR I Keep Forgettin' (Urban Vibe)
- KENNY G. Pick Up The Pieces (Arista/RMG)

## ROCK

- MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)

## ACTIVE ROCK

- MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)

## ALTERNATIVE

- FINGER ELEVEN Thousand Mile Wish (Wind-up)
- JIMMY EAT WORLD Work (Interscope)
- UNWRITTEN LAW Save Me (Lava)

## TRIPLE A

- AIMEE MANN King Of The Jailhouse (United Musicians/Music Allies Inc)
- BIG BAD VOODOO DADDY Everything You Want For Christmas (Big Bad/Vanguard)
- CHRIS ISAAK Christmas Sampler (Reprise)
- DJ HARRY All My Life (SCI-Fidelity)
- JOHN EDDIE Another Lonely Christmas (Thrill Show/Lost Highway)
- JOSS STONE Right To Be Wrong (S-Curve/EMC)
- R.E.M. Aftermath (Warner Bros.)

## CHRISTIAN AC

- SCOTT RIGGAN Anthem For Christmas (Spinning Plates)

## CHRISTIAN CHR

- BY THE TREE Hold You High (Fervent)
- HIGHTYDE Christmas Card (Station South)

## CHRISTIAN ROCK

- FADED ME Free (Independent)
- HIGHTYDE Christmas Card (Station South)
- SCHEMA Maybe (Independent)

## INSPO

- SCOTT RIGGAN Anthem For Christmas (Spinning Plates)

## CHRISTIAN RHYTHMIC

- HIGHTYDE Christmas Card (Station South)

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.





## PART ONE OF A TWO-PART SERIES

# The Now Sound Of WODS

## Jon Zellner applies today's programming skills to yesterday's hits

Earlier this year longtime radio programmer Jon Zellner took on OM and PD duties for Infinity's WODS (Oldies 103.3)/Boston. He's still a Hot AC hotshot, serving as VP/Programming for all of Infinity's Hot AC stations and OM for WBMX (Mix 98.5)/Boston, but Zellner's also enjoying programming the platters that matter from the '60s and early '70s, and Oldies 103.3's current on-air sound is living proof that Oldies can still sound fresh.

This week Zellner, in an exclusive interview with R&R, discusses why programming Oldies is really no different from programming CHR/Pop or Hot AC.

**R&R:** How long have you been working with WODS?

**JZ:** I got here in April.

**R&R:** How has the experience been for you? Is this the first time you've worked in Oldies?

**JZ:** I'd never programmed an Oldies station before. My experience has been primarily in CHR, Hot AC and mainstream AC, and it is interesting that [Infinity Sr. VP/Programming] Greg Strassel's experience was similar to mine when he took over WODS a few years ago. I think that's what they were looking for: somebody with a contemporary radio mind-set.

The music is what it is. You can't

contemporize the music. You hit a break wall at about 1977. But the elements between the records can sound contemporary. The station shouldn't sound like it's stuck in the past with regard to its elements. Just the music is old.

**R&R:** Do you believe many Oldies stations are stuck in the past with their overall sound and choice of music?

**JZ:** Honestly, I don't know enough about that. But I can tell you that many people who don't listen to Oldies stations have a preconceived notion about them. They think that they're something that they're not. Greg did a phenomenal job of re-educating the cume of Oldies 103.3 not to expect to hear '50s and pre-Beatles and pre-British Invasion music, and that takes a long time.

**R&R:** Oldies and CHR/Pop really fit together.

**JZ:** They do.

**R&R:** Well, Oldies was once Top 40.

**JZ:** All of the songs that we're playing were top 10 hits at one time, but the delivery back then was a little bit different from what we're looking for today. We're kind of looking for the Top 40 delivery of today mixed with old Top 40 hits.

**R&R:** So you don't have any pukers on your airstaff?

**JZ:** No, I don't think so. [Laughs.] It seems like most of the pukers from back then sound real now, and relatable.

**R&R:** Are you originally from the Boston area?

**JZ:** No, I'm from New Jersey, so I grew up listening to WXLO (99X), WABC and WNBC in New York. I was a Top 40 radio student of the '70s. 99X was my No. 1 station. I was definitely a 99X fan. But the delivery and everything about the station's sound was a little bit different back then.

**R&R:** When you were asked to step in and oversee WODS, was it a challenge, or just something new to take on?

**JZ:** This station has historically performed very well, and this was definitely not a situation that required change of any kind. Greg did a phenomenal job of moving the station into the '60s and '70s, so my goal was simply to work with morning legend Dale Dorman and the incredible staff that was already in place here to make the radio station continue to sound larger than life and like Boston.

**R&R:** What is Boston when it comes to Oldies?

**JZ:** That's a difficult question. I know that WRKO was the big Top 40 station back in the '70s, and we have two of its three major talents doing shifts on our radio station. That, obviously, is a step in the right direction.

There is a fine line between pop and classic hits, and our station is definitely a pop station. Any song that leans in more of a classic hits direction is probably not the way we want to go, simply because we own WZLX/Boston, and that would be moving the station too close to our Classic Rocker.

The key, though, is to lean the radio station toward women. When you target women, you reach women and families. When you target men, you reach only men.

**R&R:** How large is the WODS library, and has it been expanded under your watch?

**JZ:** I haven't made any musical adjustments since I got here. We play less than 300 titles in active rotation, but we do specialty weekends. We do request features and other features that make the station appear to have a larger library than it actually does. But any time you punch in to Oldies 103.3, you're going to hear a bona fide top 10 smash that was a big hit in Boston.

**R&R:** There has been some concern in Oldies circles about playlists that are too tight. Is this a problem, or is it more a matter of rotating the records properly?

**JZ:** Freshening the library is important when you do a music test. Packaging the music in different ways is something that needs to be done, as far as lunch hours and evenings. I haven't done a whole lot of music tests, but I can tell you that in the Top 40 world and in Hot AC and mainstream AC, the same songs test time after time.

So it's how you take "Oh Pretty Woman" by Roy Orbison and "Unchained Melody" by The Righteous Brothers and make them sound exciting. That's the key, because you're going to have the same songs test ev-

ery time. Songs that test in your top 200 are always going to beat out the obscure titles in regular rotation.

**R&R:** Are there particular artists who work better for you?

**JZ:** The Beatles are huge here. We identify with core artists, and we sell them throughout the hour. The Rolling Stones are big. Motown is very big. And we've moved to where we can even highlight some '70s artists as part of our core, like Rod Stewart, Chicago and James Taylor.

**R&R:** One recent playlist has Carly Simon's "You're So Vain" in there, and that's from 1972. There's also "Draggin' the Line" by Tommy James, from 1971, and "Rhiannon" by Fleetwood Mac, which is certainly Classic Hits material. Is it a challenge for you not to step on your Classic Rock clustermate?

**JZ:** It's absolutely a challenge. The biggest challenge is how to attract the 35-44 demo when we really can't play anything newer than the late '70s. Most people develop their taste for music between the ages of 14 and 19. So let's say someone is 44 years old this year. Their core era was 1974-79. Most of the time, when you grow up in a Northeastern town like this, you start with a younger-skewing station like a rhythmic Top 40, then move on to the Pop station, and then to Hot AC, AC and, ultimately, Oldies. That's the progression, as far as favorite radio stations goes.

So, if we want that 44-year-old, how do we attract someone who is 39 and who developed her taste for music between the years of 1979-84? We can't play anything from 1984 unless it's by a '60s-based artist. We do play a few '80s titles by The Beach Boys and Tina Turner and Roy Orbison that sound like '60s and '70s titles, but Oldies got into trouble when they started to play music from John Waite and Wham! The key is to make the radio station sound as plugged-in from a nonmusical standpoint as you can, because the music is what it is.

Next week, Zellner continues the discussion by addressing aging demos and keeping the sound of WODS fresh.

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# Fresh A&R Signings

## Talent execs on projects in development

At the beginning of each week, at radio stations across America, PDs and MDs huddle together and listen to music to decide the fate of new songs and artists. It's a simple process for radio programmers, but the decisions they make could cost an artist his or her career. And if most radio decisionmakers don't support a single, that can have a strong negative impact on the A&R executive who signed the band.

A&R executives are much like radio programmers, in that the creative process is strikingly similar. Like an A&R executive with an artist, programmers take a radio station, build a strong team to help achieve their objectives, then make sure the promotion and sales staff help sell the brand.

Unless you're in the business of A&R, you rarely see the faces of these executives or observe the time and effort they invest to find and shape the talent that PDs and MDs depend on to ensure the survival of their radio stations. A&R Worldwide talked with a handful of our A&R contacts, domestically and internationally, to let them share the recent signings and priorities they believe programmers should be aware of and, hopefully, support.

### The U.S. Perspective

TVT Records Director/A&R Michelle Oakes is a sincerely passionate music executive who, along with TVT President Steve Gottlieb, traveled to Scandinavia earlier in the year to sign Denmark-based alternative act The Blue Van.



**Michelle Oakes**

Oakes tells A&R Worldwide, "Hailing from Copenhagen, this new Danish beat sensation The Blue Van was something I couldn't ignore when it crossed my desk. They reminded me of the days when a rock band came together because they just had to exist and create the kind of music that no one could ignore. The Blue Van are truly amazing! Who the



**The Crimea**

hell plays a Hammond organ anymore — never mind picking it up while onstage?

"To have true musicianship — writing, as well as creating the songs and playing the instruments — and a truly captivating live show is the combination every A&R professional wishes for. If radio programmers are looking to present their audiences with artists whose music is pure and real, they need look no further than The Blue Van."

About the lack of talent development in the industry, Oakes says, "Artist development has been sorely lacking throughout the industry, and we need to change that. In the case of The Blue Van, we decided when we signed them to relocate them to New York City and London for a couple of months to hone their live show while building a real, not fabricated, street buzz.

"From July through October, The Blue Van performed 45 shows up and down the East Coast. [Editor's note: Oakes attended every show.] These shows gave us all the tools we needed to continue onto the next stage of development for the band.

"This month The Blue Van will be doing the same thing in the U.K., and we'll be breaking market after market as we prepare for their album release in spring 2005. I'm truly excited about what is to come, because every live show and each new song shows me that our artist-development plan is working. In addition, it shows me that we have what people

want and love, and I can't wait for us to give it to them!

### Minor Could Be Major

Jive/Zomba Label Group VP/A&R Michael Tedesco is a music aficionado who recently signed American Minor, a five-piece, guitar-driven rock 'n' roll band that hails from the Kanawha River Valley in southern West Virginia. While that's not exactly a hotbed of contemporary musical activity — or a hotbed of anything else, really — that didn't deter Tedesco, who doesn't like to put boundaries on his artists or the discovery process.

He says, "For the past year, when their van wasn't breaking down on the highway, American Minor have been practicing at blistering volumes in a run-down century-old farmhouse in Champaign, IL. They like their rock raw and have absurd amounts of hair and an equal measure of talent.

"Their infatuation with all that made '70s rock great is worn proudly on their sleeves, but they're equally effusive in their devotion to Fugazi or The Refused. These young men, ages 21 to 25, are among a new crop of exciting bands that have embraced and absorbed the music and ethos that made rock 'n' roll great, rebellious, provocative and exciting."



**CDOASS**

Tedesco talks about some of the strategies in place for the ongoing development of American Minor. "The Buffalo Creek EP, produced and mixed by John Goodmanson [Sleater Kinney, Hot Hot Heat, Harvey Danger] was just released and is available at retail and online music outlets. A video for 'Walk On,' which is on the EP, will be available early next year, and American Minor will hit the road in earnest following the completion of their album. Look for extensive touring and street-level marketing in support of the EP, with a projected album

release in late spring or early summer 2005."

Warner Bros. Sr. VP/A&R Perry Watts-Russell scooped up hotly sought-after U.K. band The Crimea earlier this year. The Crimea are already beginning to create quite a stir with U.S. tastemaker DJs and programmers, as well as influential street publications and online press, with the import EP *Lottery Winners on Acid*.



**The Blue Van**

Watts-Russell tells A&R Worldwide, "When I first heard The Crimea, their music stood out to me immediately because of its musical inventiveness, fascinating lyrics, distinctive vocals and great songs. I flew over to New York to meet them earlier this year and then over to England to see them play live and decided to sign them. Lead singer and songwriter Davey McManus is a bona fide original talent.



**American Minor**

"Currently, The Crimea are putting the finishing touches on their U.S. debut album, *Tragedy Rocks*, which is being produced in Mississippi with knob-twister Dennis Herring [Modest Mouse, Elvis Costello]. Herring is producing five tracks with the band, three of which are brand-new, while the other two are pre-existing works.

"The Crimea are currently touring throughout the U.K. and U.S. markets and will release their album in both territories simultaneously in spring 2005. We're very excited about the potential of this group and their ability to break in a big way internationally."

### Recent Overseas Signings

Playground Music is the largest independent record label in Scandinavia. Label head John Cloud has a number of new artists that he's signed and is developing; he tells A&R Worldwide, "We've got a number of recent signings that are beginning to develop a credible story already, including CDOASS, who have just completed a tour of Europe with The Hives."

CDOASS are preparing to release

their debut album on Playground Music Scandinavia. The first single is "Speak to Me," which will appeal to radio programmers who like alternative and pop music. Cloud says, "These guys could fit nicely on playlists that incorporate music from Franz Ferdinand, Talking Heads or Gang Of Four."

He's also eager to talk about a new release from one of the label's heritage signings, The Teenage Idols. "We've got a new album forthcoming from The Teenage Idols," he says. "They've been praised by Britain's NME and have toured in the States. The Teenage Idols deliver a bucketful of raunchy garage rock 'n' roll and are for those who like their rock music dirty, like The Hives, The Strokes, The Star Spangles, The Cramps and like-minded musical gutter tramps."



**Bullet For My Valentine**

Sony/BMG Sr. VP/A&R Worldwide Martin Dodd is one of the most successful A&R executives internationally. He's worked with some of the biggest-selling pop acts worldwide, including, to name just a few, Ace Of Base, Britney Spears, Backstreet Boys, 'N Sync and Modern Talking. He recently signed Welsh rock band Bullet For My Valentine, who are as different from pop music as Democrats' politics are from Republicans.

Dodd seems to be on the path to another winner, as early indications are that music fans love Bullet. Dodd says, "Bullet For My Valentine have just released a five-song EP that features the new single, 'Hand of Blood.' We've recently completed a video for this song, and it's already been added to rotation on the NME video chart on MTV 2 Europe, Scuzz and Kerrang's music-video channel in the U.K.

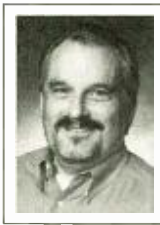
"The quartet are getting great press in credible consumer rock publications like *Metal Hammer* and *Kerrang!* and have gone straight into the rock show playlist on Xfm in London."

Dodd is delighted with the early feedback for Bullet For My Valentine and says the label has barely scratched the surface of the marketing and development it has in store for these lads from Wales.

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## A Journey Of 26 Miles Begins With A Single Drop

Continued from Page 1

transport them and others to the starting line, just across the Verrazano Narrows Bridge on Staten Island.

The antiquated elevator, over its weight limit, promptly started descending — a little faster than planned. “We watched all the numbers go by until we hit ‘B’ for basement and felt it hit rock bottom four feet below basement level, where the elevator hits the spring,” Poleman says.

It was 7:30am. Sixteen fully caffeinated and adrenaline-charged runners were crammed into the incapacitated elevator like sardines. Meanwhile, just four feet above their heads, the buses began leaving for the Verrazano, which is routinely closed to traffic before the race begins. “This is the moment when you find out if you’re claustrophobic or not,” Poleman thought.

Building maintenance was alerted via the emergency phone, but they proved to be no help. “They told us, ‘We don’t have any keys; we have to call the elevator company,’” Poleman says. Luckily, cell coverage extended into the murky depths of the elevator shaft, and someone summoned the fire department.

“Because we were four feet below the floor, they had to turn off all the electricity in the building so we could get out,” Poleman says. “Obviously, when people are being pulled out of there, they don’t want the risk of the elevator starting up again.” Quick flashback to Keanu Reeves and Jeff Daniels performing the same feat in *Speed*...

### The Longest 30 Minutes In History

Just over half an hour after the ordeal began, all 16 people were finally removed from the elevator. And so began the first race of the day, as the group, who had missed the buses, sprinted en masse for cabs to get to the starting line before the bridge closed.

Traffic mayhem ensued, and Poleman and Williams arrived at the Verrazano after it had been shut down, forcing them to come up with a contingency plan. “We were both thinking, ‘Oh, man, I’ve trained all this time, and now we’re not going to be able to run this damn thing,’” Poleman says.

“We thought about going back to Manhattan and catching the Staten Island Ferry, we thought about join-

ing the race in progress. All these crazy things were running through our minds. It was a bummer at that point.”

By the time they reached the bridge, it was 9:30am, only 40 minutes before the marathon’s start time. Poleman and Williams had decided to walk over the bridge, stretching an already ridiculous 26.2-mile marathon into a potential 28-mile ordeal, but then, says Poleman, “One of the cops came up to

**“You want to prove it to yourself that you can do it, and you also want to do it for a great cause. I also wanted to get up close and personal with our listeners.”**

us and said that the last bus was about to leave. Rob and I sprinted and stepped on the bus. The first people we saw were two other people from the elevator. It was so amazing that we wound up together.”

### ‘You Have It Within You’

Already half-spent from the trial of just getting to the beginning of the race, Poleman began the marathon on time — and soon experienced every bodily cramp conceivable while on his personal tour of New York.

“Physically, what you put your body through to complete a marathon is unimaginable, and my body was clearly not built for it,” he says. “This was my first — and last — one, and my only goal was to cross the damn finish line.

“But I had a lot of great friends along the race route who really helped me through it. My assistant,

Katie Forte, and Carly from our promotions staff were at First Avenue and 72nd Street to cheer me on. My wife, Ginny, and the kids were at 93rd and First, and I happened to see Julie Stillman from Columbia in the crowd at one point.

“You really hit the wall when you’re going over the Willis Avenue Bridge into the Bronx, and there was this guy standing there in what’s probably the sketchiest area of the whole marathon with a sign that said ‘You have it within you.’

“My eyes connected with him, and it was like that extra boost that I needed to bring it on back. It was definitely a magical moment, and I’m sure 35,000 people had those magical moments at different points along the race.”

### Remember What You’re Running For

The underlying force that powered Poleman throughout the grueling run was not the smell of sausages from the roadside vendors in Brooklyn, but the cause he was running for: Musicians on Call, a charity that brings the healing power of music to the bedsides of the people who need it most through live performances and “CD Pharmacies.” Poleman serves on Musicians on Call’s board of directors and has helped raise money for the group before.

In fact, the day after the race, despite his overwhelming desire to stay home crashed on the couch and loaded to the eyeballs with Advil, Poleman accompanied recording artist Michelle Branch to a local hospital, where she performed for a bunch of kids.

“It was nice that the day after my race, when I could barely walk, I could get a taste of what I was running for when I saw her perform for those kids and saw the looks on their faces,” Poleman says. “It was awesome. Vanessa had her keyboard on a cart that we rolled from room to room. She went in, said hi to the patients and played songs.

“A friend of mine who was cheering me along the way on the marathon, Kenli Mattus, is an unsigned artist who started Musicians on Call. He does an average of a hospital visit each week. When you see him do it, you realize how blessed we are to be in the business we are in and how important it is to do something with



**NO. 30,892 IN THE RACE, NO. 1 IN OUR HEARTS** Here’s the Poleman family post-New York Marathon, supporting Tom so he doesn’t fall over after his 26.2-mile-and-then-some ordeal. Seen here are (l-r) Kelly, Tom, Michael and Ginny Poleman.

**“There was this guy standing there with a sign that said ‘You have it within you,’ and my eyes connected with him. It was like that extra boost that I needed to bring it on back. It was definitely a magical moment.”**

those blessings. It’s what we need to do in our business, and I’m glad I can do just a little bit.”

### The New Poleman & Garfunkel

Poleman attends Musicians on Call board meetings and makes a lot of phone calls on the charity’s behalf, but he is also in the unique position of being able to participate much more actively in the healing process. “I play guitar, and Ryan Cabrera recently came up to my office to teach me the chords to a couple of songs so we can play together during our hospital visit,” he says. That’s right: It was Poleman and Cabrera, together again for the first time, on Nov. 24 at a New York-area hospital. Hopefully, somebody rolled some tape.

Poleman continues, “Musicians on Call is one of our official charities for Jingle Ball. I always think that when you can have the charity be more than just a name on a program by actually getting the artist

involved and going to the hospitals before the event, it brings it more full circle.

“Most of the artists who perform at Jingle Ball somehow get involved. They’ll do a meet-and-greet at the show, and we’ll make a section of tickets available at a premium for Musicians on Call. The person who gets those tickets will also meet the artists, so they’ll pay a little more. The money that’s raised goes to charity.”

Having turned 40 a few weeks ago, Poleman can now check “running a marathon” off that giant list of Things to Do he keeps tucked away in his mental wallet. “This is my version of a midlife crisis,” he says. “My wife, Ginny, was like, ‘OK, what else is on your list?’ You want to prove to yourself that you can do it, and you also want to do it for a great cause. I also wanted to get up close and personal with our listeners.

“It’s really cool, because you go through all five boroughs, and you see the best of New York from so many different perspectives. You’re alone, and yet you’re not alone, because you get encouragement from everyone.

“It shows what the city’s about. The city is so full of good people and people who want to encourage others. New York always gets a rap as a real cold town, but it’s the biggest small town I’ve ever seen.”

For more information about how you or your radio station can get involved with Musicians on Call, call 212-741-2709 or visit [www.musiciansoncall.org](http://www.musiciansoncall.org). Or call Tom Poleman — he has some amazing stories to share.

### TALK BACK TO R&R!

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

Call me at 310-788-1659

or e-mail:

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



# R&R CHR/POP TOP 50

December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	NELLY f/TIM MCGRAW Over And Over (Derry/Fo' Reel/Curb/Universal)	9658	+27	842400	9	106/0
2	2	KELLY CLARKSON Breakaway (Hollywood)	7726	-264	640354	19	116/0
3	3	USHER & ALICIA KEYS My Boo (LaFace/Zomba)	7635	+207	655642	13	117/0
4	4	DESTINY'S CHILD Lose My Breath (Columbia)	6650	-196	577422	12	118/0
6	5	GAVIN DEGRAW I Don't Want To Be (J/RMG)	6182	+747	555216	12	115/0
8	6	SWITCHFOOT Dare You To Move (Red Ink/Columbia)	5583	+285	450073	18	115/0
9	7	JOJO Baby It's You (BlackGround/Universal)	5291	+220	431489	12	115/0
5	8	EMINEM Just Lose It (Shady/Aftermath/Interscope)	5228	-570	437681	10	116/0
7	9	MARODON 5 She Will Be Loved (Dctone/J/RMG)	4785	-548	370160	23	119/0
11	10	SEETHER f/AMY LEE Broken (Wind-up)	4625	+56	384370	17	106/0
12	11	TRICK DADDY Let's Go (Slip-N-Slide/Atlantic)	4425	+153	295840	11	100/1
17	12	SNOOP DOGG f/PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	4261	+993	380415	5	103/9
10	13	CIARA f/PETEY PABLO Goodies (LaFace/Zomba)	4257	-450	316664	19	113/0
14	14	SIMPLE PLAN Welcome To My Life (Lava)	4207	+247	328144	11	119/0
15	15	RYAN CABRERA On The Way Down (E.V.L.A./Atlantic)	3645	-257	302705	25	117/0
13	16	AVRIL LAVIGNE My Happy Ending (Arista/RMG)	3625	-422	296911	23	120/0
18	17	BLACK EYED PEAS Let's Get It Started (A&M/Interscope)	3065	-203	212083	24	114/0
21	18	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	3025	+471	217095	5	113/1
20	19	N.O.R.E. f/NINA SKY & DADDY YANKEE Oye Mi Canto (Roc-A-Fella/IDJMG)	2991	-145	295771	8	92/0
22	20	JESSE MCCARTNEY Beautiful Soul (Hollywood)	2859	+620	203227	7	102/6
16	21	BOWLING FOR SOUP 1985 (Silvertone/Live/Zomba)	2850	-573	195170	18	114/0
23	22	RYAN CABRERA True (E.V.L.A./Atlantic)	2797	+648	268653	6	102/5
29	23	MARIO Let Me Love You (J/RMG)	2760	+906	242626	4	105/13
31	24	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	2163	+450	182226	4	101/37
19	25	GWEN STEFANI What You Waiting For? (Interscope)	2145	-1035	161598	9	117/0
26	26	CHINGY Balla Baby (Capitol)	2120	+221	138051	6	82/5
30	27	YELLOWCARD Only One (Capitol)	2035	+195	105239	11	84/0
28	28	HOOBASTANK Disappear (Island/IDJMG)	2017	+138	98045	5	96/4
24	29	LINDSAY LOHAN Rumors (Casablanca/Universal)	1971	-60	145002	9	90/0
32	30	JOHN MAYER Daughters (Aware/Columbia)	1922	+258	138957	8	78/2
35	31	DESTINY'S CHILD Soldier (Columbia)	1895	+366	144219	3	95/5
27	32	LL COOL J Hush (Def Jam/IDJMG)	1849	-34	103494	7	81/1
42	33	KELLY CLARKSON Since U Been Gone (RCA/RMG)	1669	+676	154482	2	94/10
37	34	JA RULE f/R. KELLY & ASHANTI Wonderful (Murder Inc./IDJMG)	1653	+323	127467	4	79/4
40	35	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	1579	+523	111585	2	82/10
25	36	KILLERS Somebody Told Me (Island/IDJMG)	1501	-510	128864	15	93/0
39	37	EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	1493	+425	125640	3	82/18
36	38	TERROR SQUAD Lean Back (Universal)	1341	-119	100792	18	85/0
38	39	LENNY KRAVITZ Lady (Virgin)	1303	+183	57553	6	69/5
41	40	MARODON 5 Sunday Morning (Dctone/J/RMG)	1286	+239	78589	2	94/6
45	41	U2 Vertigo (Interscope)	1127	+177	43155	3	62/3
48	42	ASHLEE SIMPSON La La (Geffen)	1115	+269	76125	2	77/5
43	43	GODD CHARLOTTE I Just Wanna Live (Daylight/Epic)	1105	+381	44339	1	77/10
-	44	FABLOUS Breathe (Atlantic)	836	+133	62044	2	34/0
43	45	LINKIN PARK Breaking The Habit (Warner Bros.)	807	-162	70668	19	89/0
49	46	VELVET REVOLVER Fall To Pieces (RCA/RMG)	780	+1	19149	3	59/0
44	47	AKON f/STYLES P. Locked Up (SRC/Universal)	763	-199	42636	12	50/0
50	48	RUPEE Tempted To Touch (Atlantic)	757	-15	109090	5	37/0
47	49	VANESSA CARLTON White Houses (A&M/Interscope)	563	-335	37850	15	92/0
-	50	MASE Breathe, Stretch, Shake (Bad Boy/Universal)	517	-209	43187	5	31/0

120 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 11/21-11/27. 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. © 2004, Arbitron Inc., © 2004, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
GWEN STEFANI f/EVE Rich Girl (Interscope)	43
CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	37
GREEN DAY Boulevard Of Broken Dreams (Reprise)	29
EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	18
MARIO Let Me Love You (J/RMG)	13
ALICIA KEYS Karma (J/RMG)	13
LUDACRIS Get Back (Def Jam South/IDJMG)	12
TYLER HILTON When It Comes (Maverick/Reprise)	11

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SNOOP DOGG f/PHARRELL Drop It Like... (Doggystyle/Geffen)	+993
MARIO Let Me Love You (J/RMG)	+906
GAVIN DEGRAW I Don't Want To Be (J/RMG)	+747
KELLY CLARKSON Since U Been Gone (RCA/RMG)	+676
RYAN CABRERA True (E.V.L.A./Atlantic)	+648
JESSE MCCARTNEY Beautiful Soul (Hollywood)	+620
JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	+523
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	+471
CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	+450
EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	+425

## New & Active

TYLER HILTON When It Comes (Maverick/Reprise)	Total Plays: 414, Total Stations: 43, Adds: 11
LUDACRIS Get Back (Def Jam South/IDJMG)	Total Plays: 403, Total Stations: 36, Adds: 12
GUERRILLA BLACK f/MARIO WINANS You're The One (Virgin)	Total Plays: 340, Total Stations: 30, Adds: 5
GOD GOD DOLLS Give A Little Bit (Warner Bros.)	Total Plays: 334, Total Stations: 21, Adds: 9
GWEN STEFANI f/EVE Rich Girl (Interscope)	Total Plays: 322, Total Stations: 54, Adds: 43
XZIBIT Hey Now (Mean Muggin') (Columbia)	Total Plays: 314, Total Stations: 23, Adds: 2
COUNTING CROWS Accidentally In Love (DreamWorks/Geffen)	Total Plays: 308, Total Stations: 13, Adds: 0
ALICIA KEYS Karma (J/RMG)	Total Plays: 284, Total Stations: 60, Adds: 13
JET Look What You've Done (Atlantic)	Total Plays: 179, Total Stations: 23, Adds: 5
SUGARCULT She's The Blade (Ultimatun/Artemis)	Total Plays: 131, Total Stations: 12, Adds: 0

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December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	NELLY f/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	3751	+38	72957	8	57/0
2	2	KELLY CLARKSON Breakaway (Hollywood)	3484	+16	69634	19	57/0
3	3	USHER & ALICIA KEYS My Boo (LaFace/Zomba)	3171	-61	61293	13	54/0
4	4	DESTINY'S CHILD Lose My Breath (Columbia)	3010	-154	58045	12	56/0
5	5	GAVIN DEGRAW I Don't Want To Be (J/RMG)	2941	+396	58779	8	54/2
7	6	JOJO Baby It's You (BlackGround/Universal)	2710	+236	54237	12	57/2
9	7	SWITCHFOOT Dare You To Move (Red Ink/Columbia)	2630	+347	50571	17	53/0
6	8	EMINEM Just Lose It (Shady/Aftermath/Interscope)	2333	-177	43788	10	57/0
8	9	MAROON 5 She Will Be Loved (Octone/J/RMG)	2217	-141	44785	23	51/0
12	10	SIMPLE PLAN Welcome To My Life (Lava)	2132	+162	44277	10	51/0
10	11	SEETHER f/JAMY LEE Broken (Wind-up)	1311	-166	38138	19	47/0
18	12	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	1624	+345	32464	5	56/6
13	13	CIARA f/PETEY PABLO Goodies (LaFace/Zomba)	1590	-307	30297	18	47/0
14	14	RYAN CABRERA On The Way Down (E.V.L.A./Atlantic)	1584	-247	31565	22	44/0
11	15	BOWLING FOR SOUP 1985 (Silvertone/Jive/Zomba)	1528	-548	32624	18	40/0
16	16	AVRIL LAVIGNE My Happy Ending (Arista/RMG)	1463	-253	29418	24	41/0
17	17	TRICK DADDY Let's Go (Slip-N-Slide/Atlantic)	1377	+14	26567	11	46/0
25	18	SNOOP DOGG f/PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	1225	+309	23151	4	44/2
15	19	GWEN STEFANI What You Waiting For? (Interscope)	1212	-597	22161	9	40/1
26	20	RYAN CABRERA True (E.V.L.A./Atlantic)	1206	+308	25425	6	51/6
20	21	HOOBASTANK Disappear (Island/DJMG)	1154	+74	22142	6	45/1
22	22	N.O.R.E. f/NINA SKY & DADDY YANKEE Oye Mi Canto (Roc-A-Fella/DJMG)	1114	+66	21963	7	36/1
21	23	LINDSAY LOHAN Rumors (Casablanca/Universal)	1089	+19	23084	9	34/0
28	24	MARIO Let Me Love You (J/RMG)	1065	+412	20100	3	43/4
19	25	BLACK EYED PEAS Let's Get It Started (A&M/Interscope)	990	-247	18420	24	28/0
29	26	JESSE MCCARTNEY Beautiful Soul (Hollywood)	934	+288	21540	6	41/6
23	27	LL COOL J Hush (Def Jam/DJMG)	915	-42	17982	7	37/1
24	28	KILLERS Somebody Told Me (Island/DJMG)	874	-54	19848	12	29/1
27	29	JOHN MAYER Daughters (Aware/Columbia)	826	+101	17072	7	36/3
33	30	DESTINY'S CHILD Soldier (Columbia)	820	+274	18164	3	40/2
30	31	CHINGY Balla Baby (Capitol)	742	+104	13084	5	33/4
36	32	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	741	+220	14319	3	39/9
34	33	MAROON 5 Sunday Morning (Octone/J/RMG)	740	+198	15587	3	38/3
42	34	KELLY CLARKSON Since U Been Gone (RCA/RMG)	705	+268	13845	2	41/5
31	35	U2 Vertigo (Interscope)	592	+3	11221	4	31/4
35	36	YELLOWCARD Only One (Capitol)	590	+68	12188	8	24/3
38	37	LENNY KRAVITZ Lady (Virgin)	574	+99	8713	7	21/0
37	38	JA RULE f/R. KELLY & ASHANTI Wonderful (Murder Inc./DJMG)	560	+60	9732	4	30/3
49	39	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	514	+202	10284	2	33/6
48	40	EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	485	+156	11166	2	37/7
43	41	ASHLEE SIMPSON La La (Geffen)	436	+5	8794	2	26/1
44	42	BURKE RONEY Wendy (R World/Ryko)	385	-23	7351	15	12/0
46	43	VELVET REVOLVER Fall To Pieces (RCA/RMG)	338	-18	6223	3	15/0
50	44	DAVID MARTIN f/RANKIN SCROO Chillin' (Martel)	296	-4	5546	7	8/0
40	45	VANESSA CARLTON White Houses (A&M/Interscope)	286	-171	5988	15	12/0
Debut	46	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	269	+35	5300	1	15/6
Debut	47	RUPEE Tempted To Touch (Atlantic)	266	+13	7360	1	9/0
47	48	LINKIN PARK Breaking The Habit (Warner Bros.)	252	-71	5668	18	9/0
-	49	NELLY My Place (Derrty/Fo' Reel/Universal)	244	-3	5692	18	10/0
Debut	50	FABOLOUS Breathe (Atlantic)	226	+58	3878	1	13/2

59 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.

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### Most Added®

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ARTIST TITLE LABEL(S)	ADDS
GWEN STEFANI f/EVE Rich Girl (Interscope)	17
CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	9
EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	7
ALICIA KEYS Karma (J/RMG)	7
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	6
RYAN CABRERA True (E.V.L.A./Atlantic)	6
JESSE MCCARTNEY Beautiful Soul (Hollywood)	6
JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	6
GOO GOO DOLLS Give A Little Bit (Warner Bros.)	6
KELLY CLARKSON Since U Been Gone (RCA/RMG)	5
LUDACRIS Get Back (Def Jam South/DJMG)	5
GREEN DAY Boulevard Of Broken Dreams (Reprise)	5
MARIO Let Me Love You (J/RMG)	4
CHINGY Balla Baby (Capitol)	4
U2 Vertigo (Interscope)	4
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	4

### Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARIO Let Me Love You (J/RMG)	+412
GAVIN DEGRAW I Don't Want To Be (J/RMG)	+396
SWITCHFOOT Dare You To Move (Red Ink/Columbia)	+347
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	+345
SNOOP DOGG f/PHARRELL Drop It Like... (Doggystyle/Geffen)	+309
RYAN CABRERA True (E.V.L.A./Atlantic)	+308
JESSE MCCARTNEY Beautiful Soul (Hollywood)	+288
DESTINY'S CHILD Soldier (Columbia)	+274
KELLY CLARKSON Since U Been Gone (RCA/RMG)	+268
JOJO Baby It's You (BlackGround/Universal)	+236
CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	+220
JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	+202
MAROON 5 Sunday Morning (Octone/J/RMG)	+198
SIMPLE PLAN Welcome To My Life (Lava)	+162
EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	+156
CHINGY Balla Baby (Capitol)	+104
JOHN MAYER Daughters (Aware/Columbia)	+101
LIL' JON & THE EASTSIDE... f/USHER... Lovers & Friends (TVT)	+101
LENNY KRAVITZ Lady (Virgin)	+99
GWEN STEFANI f/EVE Rich Girl (Interscope)	+95
GOOD CHARLOTTE I Just Wanna Live (Daylight/Epic)	+83
HOOBASTANK Disappear (Island/DJMG)	+74
YELLOWCARD Only One (Capitol)	+68
ALICIA KEYS Karma (J/RMG)	+68
N.O.R.E. f/N. SKY & DADDY... Oye Mi Canto (Roc-A-Fella/DJMG)	+66
JA RULE f/R. KELLY & ASHANTI Wonderful (Murder Inc./DJMG)	+60
FABOLOUS Breathe (Atlantic)	+58
A.J. CROCE Don't Let Me Down (Eleven Thirty)	+53
LUDACRIS Get Back (Def Jam South/DJMG)	+40
FRICKIN' A Merry Merry Merry Frickin' Xmas (Toucan Cove/Alert)	+39

# REPORTING STATION PLAYLISTS

www.radioandrecords.com







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

Artist Title (Label)	TW	LW	Famil.	Burn	W 12-17	W 18-24	W 25-34
KELLY CLARKSON Breakaway (Hollywood)	4.29	4.30	98%	27%	4.31	4.22	4.50
NELLY... Over And Over (Derry/Fo' Reel/Curb/Universal)	4.15	4.08	95%	28%	4.08	4.30	4.44
GAVIN DEGRAW I Don't Want To Be (J/RMG)	4.11	4.05	89%	15%	4.34	4.12	4.15
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	4.08	3.91	76%	11%	4.31	4.06	4.00
SIMPLE PLAN Welcome To My Life (Lava)	4.05	3.96	91%	17%	4.42	3.95	3.84
JESSE MCCARTNEY Beautiful Soul (Hollywood)	4.03	—	64%	11%	4.45	3.90	3.76
MAROON 5 She Will Be Loved (Dctone/J/RMG)	4.02	4.05	99%	47%	4.11	3.94	3.98
SEETHER f/AMY LEE Broken (Wind-up)	4.01	3.87	96%	26%	4.03	4.00	4.04
SWITCHFOOT Dare You To Move (Red Ink/Columbia)	3.99	3.97	95%	28%	4.18	3.88	3.86
BOWLING FOR SOUP 1985 (Silvertone/Live/Zomba)	3.97	4.01	96%	30%	4.24	3.65	3.95
AVRIL LAVIGNE My Happy Ending (Arista/RMG)	3.96	3.96	98%	45%	3.83	3.93	4.10
RYAN CABRERA On The Way Down (E.V.L.A./Atlantic)	3.89	3.90	98%	40%	4.06	3.85	3.79
YELLOWCARD Only One (Capitol)	3.89	3.91	67%	14%	4.42	3.72	3.80
KILLERS Somebody Tdd Me (Island/DJMG)	3.83	3.86	77%	19%	3.99	3.60	3.72
EMINEM Just Lose It (Shady/Aftermath/Interscope)	3.78	3.73	98%	34%	3.95	3.71	3.83
DESTINY'S CHILD Lose My Breath (Columbia)	3.76	3.80	97%	33%	3.92	3.62	3.59
FINGER ELEVEN One Thing (Wind-up)	3.72	3.67	93%	37%	3.67	3.59	3.83
LINDSAY LOHAN Rumors (Casablanca/Universal)	3.71	3.82	84%	17%	3.82	3.67	3.60
GOOD CHARLOTTE Predictable (Daylight/Epic)	3.70	3.65	75%	20%	3.91	3.47	3.90
USHER & ALICIA KEYS My Boo (LaFace/Zomba)	3.62	3.59	97%	38%	3.87	3.67	3.51
JOJO Baby It's You (BlackGround/Universal)	3.62	3.56	88%	24%	3.83	3.55	3.62
BLACK EYED PEAS Let's Get It Started (A&M/Interscope)	3.53	3.67	99%	57%	3.32	3.33	3.71
GWEN STEFANI What You Waiting For? (Interscope)	3.48	3.33	92%	28%	3.33	3.25	3.58
TRICK DADDY Let's Go (Slip-N-Slide/Atlantic)	3.41	3.31	80%	30%	3.68	3.36	3.40
CIARA f/PETEY PABLO Goodies (LaFace/Zomba)	3.30	3.31	94%	51%	3.48	3.09	3.25
LL COOL J Hush (Def Jam/DJMG)	3.25	3.33	54%	16%	3.21	3.22	3.33
TERROR SQUAD Lean Back (Universal)	3.17	3.22	90%	49%	3.30	3.27	3.12
LIL' FLIP Sunshine (Sucka Free/Loud/Columbia)	3.13	3.11	92%	51%	3.04	3.07	3.29
N.D.R.E. f/ININA SKY... Oye Mi Canto (Roc-A-Fella/DJMG)	3.11	3.15	71%	31%	3.25	3.05	2.94

Total sample size is 483 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.

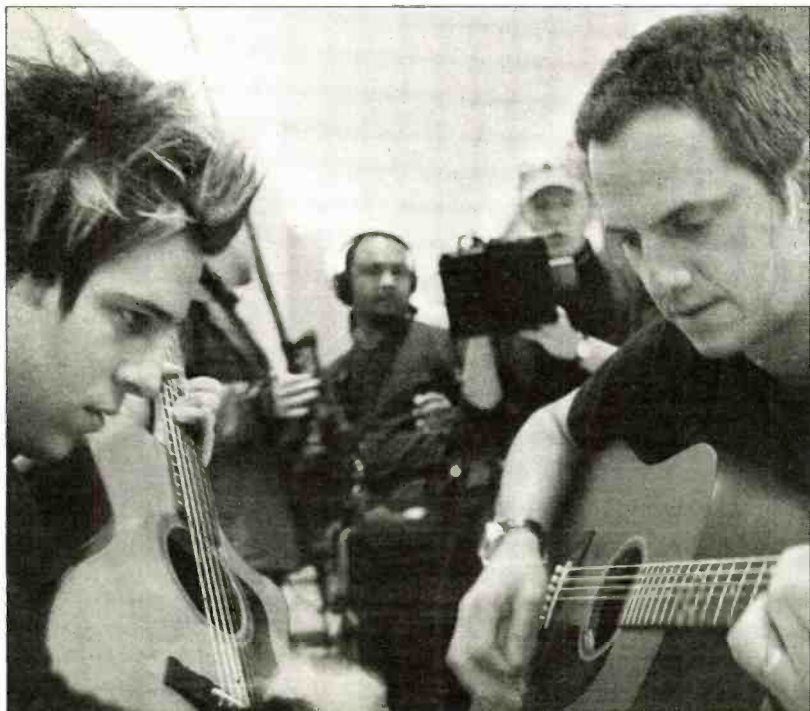


CHR/POP TOP 30

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	NELLY... Over And Over (Derry/Fo' Reel/Curb/Universal)	535	+15	6	8/0
2	2	DESTINY'S CHILD Lose My Breath (Columbia)	435	-76	11	11/0
3	3	SIMPLE PLAN Welcome To My Life (Lava)	424	-17	11	12/0
5	4	USHER & ALICIA KEYS My Boo (LaFace/Zomba)	415	+17	13	10/0
7	5	AVRIL LAVIGNE Nobody's Home (Arista/RMG)	391	+56	6	5/0
4	6	EMINEM Just Lose It (Shady/Aftermath/Interscope)	391	-28	9	13/0
16	7	SNOOP DOGG... Drop It Like It's Hot (Doggy Style/Geffen)	335	+83	5	7/0
6	8	KELLY CLARKSON Breakaway (Hollywood)	335	-14	13	7/0
8	9	GWEN STEFANI What You Waiting For? (Interscope)	314	+2	6	7/0
17	10	GAVIN DEGRAW I Don't Want To Be (J/RMG)	310	+69	3	7/0
9	11	JOJO Baby It's You (BlackGround/Universal)	310	+2	7	8/0
12	12	KILLERS Somebody Told Me (Island/DJMG)	287	+7	11	9/0
13	13	KESHIA CHANTE Let The Music... (Vik/BMG Music Canada)	280	+1	6	8/1
11	14	TRICK DADDY Let's Go (Slip-N-Slide/Atlantic)	279	-13	7	10/0
14	15	U2 Vertigo (Interscope)	268	0	9	9/0
10	16	K-OS Crabbuckit (Astralwerks/Virgin)	247	-49	17	10/0
19	17	N.D.R.E.... Oye Mi Canto (Roc-A-Fella/DJMG)	225	+1	4	8/0
15	18	MAROON 5 She Will Be Loved (Dctone/J/RMG)	210	-53	18	12/0
18	19	KYPRIOS Never Say Goodbye (Sony Music Canada)	205	-22	9	7/0
21	20	LINSAY LOHAN Rumors (Casablanca/Universal)	201	-2	4	5/0
22	21	BOWLING FOR SOUP 1985 (Silvertone/Live/Zomba)	167	-33	15	12/0
25	22	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	164	+11	2	4/1
Debut	23	DESTINY'S CHILD Soldier (Columbia)	162	+68	1	6/2
20	24	CIARA f/PETEY PABLO Goodies (LaFace/Zomba)	159	-56	16	10/0
27	25	LL COOL J Hush (Def Jam/DJMG)	145	0	4	4/0
23	26	RYAN CABRERA On The Way Down (E.V.L.A./Atlantic)	145	-45	13	8/0
Debut	27	MARIO Let Me Love You (J/RMG)	134	+24	1	3/1
28	28	HOOBASTANK Disappear (Island/DJMG)	132	-8	3	5/0
Debut	29	JAKALOPE Pretty Life (Orange/Universal)	130	+12	1	6/0
24	30	GOOD CHARLOTTE Predictable (Daylight/Epic)	121	-45	4	5/0

14 Canadian CHR reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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 Adds 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. ♣ Indicates Cancan © 2004, R&R, Inc.



**POLEMAN & CABRERA: GET THE BOX SET!** E.V.L.A./Atlantic artist Ryan Cabrera (l) visited the Children's Hospital of Montefiore in New York on behalf of Musicians on Call, where he played for patients and was accompanied by the fabulously talented Tom Poleman. (Photo: John Pina/HQ Productions)



**MUSIC CITY SOIREE** Several Universal people and PDs converged on Nashville, where they spontaneously gathered for this picture and then, once it was taken, dispersed into the night. Seen here are (l-r) Universal's Val DeLong, 3 Doors Down members Todd and Daniel, WAPE/Jacksonville PD Cat Thomas, Universal's Dave Reynolds, 3 Doors Down's Brad, WBMX/Boston PD Jon Zellner and WNKS/Charlotte PD John Reynolds.

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)

Stations and their ads listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Albany, NY; Albany, NY; Albany, NY; Albany, NY) with their call letters, owners, and advertising agencies.

POWERED BY MEDIABASE
\* Monitored Reporters
179 Total Reporters
120 Total Monitored
59 Total Indicator
Did Not Report, Playlist Frozen (6):
KZJA/Cedar Rapids, IA
WCGQ/Columbus, GA
WIFC/Wausau, WI
WKFR/Kalamazoo, MI
WMGB/Macon, GA
WQCB/Champaign, IL





**DONTAY THOMPSON**  
 dthompson@radioandrecords.com

# The Top Picks Of '04

Programmers' favorite singles of the year

It's hard to believe that this year is almost over. Looking back, who would have thought we'd see Lil Jon pick up from where he left off in '03 with his monster single "Get Low" to become one of the most sought-after producers in the game by having everyone scream "Yeah" — not to mention the No. 1 smash he produced for Usher with that title?

And let's talk about Usher for a minute. This guy had an amazing year with *Confessions*. Who would have thought that an R&B star would sell over 1 million copies of his album in one week? Usher went to No. 1 at Rhythmic with "Yeah" and had a few other monster hits in "Burn," "Confessions Pt. 2" and "My Boo," on which he teamed with Alicia Keys, who had a hot year herself.

This year also saw newcomer Kanye West step onto the scene and take radio by storm with

his unique sound and off-the-chain production skills. We also saw Twista finally get the recognition he deserved after years as a recording artist.

Many of the aforementioned artists became core artists for Rhythmic programmers. Although we are still in the fourth quarter and haven't yet heard the potential hits from the Eminem, Snoop Dogg, Fabolous and Lil Jon albums, I asked programmers to name some of their favorite singles from this past year. And here are their responses.

**Mike Klein**

MD, WNVZ/Norfolk

1. TERROR SQUAD Lean Back
2. DESTINY'S CHILD Lose My Breath
3. JOJO Leave (Get Out)

**Diane Foxx**

MD, KWIN/Stockton

1. AKON I/STYLES P. Locked Up
2. USHER & ALICIA KEYS My Boo
3. CIARA I/PETEY PABLO Goodies

**Howard 'Good Time' Marcus**

PD, Sirius 66, The Beat

1. STELLAR PROJECT Get Up Stand Up
2. REINA I I Close My Eyes
3. MYNT I/KIM SOZZI How Did You Know

**DJ Noodles**

MD, CKEY/Bufalo-Niagara Falls

1. USHER I/LIL JON & LUDACRIS Yeah
2. TERROR SQUAD Lean Back (DJ Noodles Remix)
3. LLDYO BANKS Dn Fire

**Big Kid Bootz**

MD, KXJM/Portland, OR

1. TERROR SQUAD Lean Back
2. JUVENILE Slow Motion
3. USHER I/LIL JON & LUDACRIS Yeah

**J.R. Gonzalez**

MD, KDGS/Wichita, TX

1. MARIO Let Me Love You
2. USHER & ALICIA KEYS My Boo
3. NELLY I/TIM MCGRAW Over And Over

**Jill Strada**

Asst. PD/MD, WPYO/Orlando

1. USHER I/LIL JON & LUDACRIS Yeah
2. USHER Burn
3. TERROR SQUAD Lean Back

**Ebro**

Asst. PD/MD, WQHT/New York

1. TERROR SQUAD Lean Back
2. USHER I/LIL JON & LUDACRIS Yeah
3. JADAKISS I/ANTHONY HAMILTON Why

**R Dub**

PD, KOHT/Tucson

1. NELLY I/TIM MCGRAW Over And Over
2. USHER Confessions
3. ANTHONY HAMILTON Charlene

**Angel Garcia**

Asst. PD/MD, WRDW/Philadelphia

1. USHER I/LIL JON & LUDACRIS Yeah
2. CIARA I/PETEY PABLO Goodies
3. USHER & ALICIA KEYS My Boo

**Jesse Duran**

PD, KGGI/Riverside

1. USHER I/LIL JON & LUDACRIS Yeah
2. ALICIA KEYS If I Ain't Got U
3. USHER & ALICIA KEYS My Boo

**Erik Johnson**

PD, KQCH/Omaha

1. USHER I/LIL JON & LUDACRIS Yeah
2. NELLY I/TIM MCGRAW Over And Over
3. THE KILLERS Somebody Told Me

**Jack Spade**

PD, WQSL/Greenville, NC

1. USHER I/LIL JON & LUDACRIS Yeah
2. N.O.R.E. I/NINA SKY Oye Mi Canto
3. SNOOP DOGG I/PHARRELL WILLIAMS Drop It...

**Fred Rico**

PD, KIKI/Honolulu

1. USHER I/LIL JON & LUDACRIS Yeah
2. MAROON 5 This Love
3. JUVENILE Slow Motion

**Rob White**

PD, CKEY/Bufalo-Niagara Falls

1. CIARA Goodies
2. KEVIN LYTTLE Turn Me On
3. K-OS Crabbuckit

**DJ XCEL**

MD, WMBX/West Palm Beach

1. USHER I/LIL JON & LUDACRIS Yeah
2. LIL JON... What U Gon Do
3. JAY-Z 99 Problems

**Dave Steel**

PD, KRKA/Lafayette, LA

1. USHER I/LIL JON & LUDACRIS Yeah
2. JAY-Z 99 Problems
3. OUTKAST The Way You Move

**Tap Money**

MD, WJMH/Greensboro

1. TERROR SQUAD Lean Back
2. SNOOP DOGG I/PHARRELL WILLIAMS Drop It...
3. USHER & ALICIA KEYS My Boo

**Renee Roberts**

PD, KHTN/Merced, CA

1. MAROON 5 She Will Be Loved
2. TWISTA Overnight Celebrity
3. KANYE WEST Jesus Walks

**Diana Laird**

PD, XHTZ/San Diego

1. OUTKAST Roses
2. SHIFTY SHELLSHOCK Slide Along Side
3. JENNIFER LOPEZ I/R. KELLY Baby I Love You

**Greg 'G-Man' Hoffman**

PD, KBOS/Fresno

1. USHER I/LIL JON & LUDACRIS Yeah
2. MDBB DEEP Got It Twisted
3. TQ Right On

**Rick Thomas**

PD, KBBT/San Antonio

1. SEAN PAUL I/ZIGGY MARLEY Three Little Birds
2. TERROR SQUAD Lean Back
3. LOS LONELY BOYS Heaven

**Alix Q**

PD, KBTQ/McAllen

1. USHER I/LIL JON & LUDACRIS Yeah
2. KANYE WEST Jesus Walks
3. PITBULL Culo

**Sherita Saulsberry**

PD, KVEG/Las Vegas

1. ALICIA KEYS If I Ain't Got You
2. CIARA I/PETEY PABLO Goodies
3. BEYONCÉ Naughty Girl

**Russ Allen**

PD, WKHT/Knoxville

1. USHER I/LIL JON & LUDACRIS Yeah
2. TERROR SQUAD Lean Back
3. PETEY PABLO Freek-A-Leek

**Mark Adams**

PD, KXJM/Portland, OR

1. EVANESCENCE My Immortal
2. JAY-Z 99 Problems
3. SWITCHFOOT Dare You To Move

**Big Bink**

MD, KBFB/Dallas

1. USHER I/LIL JON & LUDACRIS Yeah
2. TERROR SQUAD Lean Back
3. LIL SCRAPPY No Problem

**Fisher**

PD, WHZT/Greenville, SC

1. USHER I/LIL JON & LUDACRIS Yeah
2. TWISTA Overnight Celebrity
3. JAY-Z 99 Problems

**Erik Bradley**

MD, WBBM/Chicago

1. KANYE WEST Jesus Walks
2. JOSH GROBAN You Raise Me Up
3. USHER I/LIL JON & LUDACRIS Yeah

**Beata**

MD, WLLD/Tampa

1. CIARA I/PETEY PABLO Goodies
2. KANYE WEST College Dropout
3. USHER I/LIL JON & LUDACRIS Yeah

**Lucas**

Asst. PD/MD, WWKL/Knoxville

1. TERROR SQUAD Lean Back
2. VELVET REVOLVER Fall To Pieces
3. BOWLING FOR SOUP 1985

**Bob Lewis**

PD, KDHT/Austin

1. USHER I/LIL JON & LUDACRIS Yeah
2. JUVENILE Slow Motion
3. LIL JON... Get Low

**Wookie**

PD, WOCQ/Salisbury, MD

1. USHER I/LIL JON & LUDACRIS Yeah
2. TERROR SQUAD Lean Back
3. LIL JON... Lovers And Friends

**Jay Stevens**

PD, WPGC/Washington

1. JUVENILE Slow Motion
2. ALICIA KEYS You Don't Know My Name
3. OUTKAST Hey Ya!

**Eddie G.**

PD, KWNZ/Reno, NV

1. EAMON Fuck It
2. TWISTA I/KANYE WEST & JAMIE FOXX Slow Jamz
3. USHER I/LIL JON & LUDACRIS Yeah

**Nathan Reed**

PD, WRCL/Flint, MI

1. USHER I/LIL JON & LUDACRIS Yeah
2. CIARA I/PETEY PABLO Goodies
3. LINKIN PARK Numb

**Randy Alomar**

PD, WJFX/Ft. Wayne, IN

1. USHER I/LIL JON & LUDACRIS Yeah
2. CIARA I/PETEY PABLO Goodies
3. TERROR SQUAD Lean Back

**Jeff Z.**

PD, WKTU/New York

1. AKON I/STYLES P. Locked Up
2. TERROR SQUAD Lean Back
3. SEETHER I/AMY LEE Broken

**ODM**

MD, KGGI/Riverside

1. USHER I/LIL JON & LUDACRIS Yeah
2. PETEY PABLO Freek-A-Leek
3. LIL FLIP Sunshine

**Pretty Boy A.D.**

MD, WGBT/Greensboro

1. USHER I/LIL JON & LUDACRIS Yeah
2. TERROR SQUAD Lean Back
3. LIL JON... Lovers And Friends

**Chuck 'Manic' Wright**

MD, KYWL/Spokane

1. USHER I/LIL JON & LUDACRIS Yeah
2. PETEY PABLO Freek-A-Leek
3. USHER & ALICIA KEYS My Boo

**Don Black**

PD, WZPW/Peoria, IL

1. USHER I/LIL JON & LUDACRIS Yeah
2. TWISTA Overnight Celebrity
3. TERROR SQUAD Lean Back

Continued on Page 31

December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (M)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>SNOOP DOGG</b> f/PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	6744	+40	831369	13	79/0
2	2	<b>USHER &amp; ALICIA KEYS</b> My Boo (LaFace/Zomba)	5285	-460	617903	15	80/0
4	3	<b>MARIO</b> Let Me Love You (J/RMG)	5237	+1025	579387	6	82/0
3	4	<b>NELLY</b> f/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	5227	-189	441569	10	44/0
6	5	<b>CIARA</b> f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	4543	+634	503072	9	79/0
5	6	<b>TRICK DADDY</b> Let's Go (Slip-N-Slide/Atlantic)	3937	-232	411262	14	75/0
8	7	<b>JA RULE</b> f/R. KELLY & ASHANTI Wonderful (Murder Inc./IDJMG)	3902	+258	429565	9	78/1
7	8	<b>DESTINY'S CHILD</b> Lose My Breath (Columbia)	3373	-470	425964	12	78/0
10	9	<b>FABOLOUS</b> Breathe (Atlantic)	3326	-33	356648	13	80/0
9	10	<b>N.O.R.E.</b> f/NINA SKY & DADDY YANKEE Oye Mi Canto (Roc-A-Fella/IDJMG)	3268	-204	347294	16	67/0
15	11	<b>LIL' JON &amp; THE EASTSIDE BOYZ</b> f/USHER & LUDACRIS Lovers & Friends (TVT)	3241	+970	405689	3	25/6
11	12	<b>CHINGY</b> Balla Baby (Capitol)	3212	-30	241895	14	68/0
12	13	<b>CIARA</b> f/PETEY PABLO Goodies (LaFace/Zomba)	2721	-336	274099	26	81/0
13	14	<b>TERROR SQUAD</b> Lean Back (Universal)	2552	-82	229570	25	79/0
18	15	<b>LIL' JON &amp; THE EASTSIDE BOYZ</b> f/LIL SCRAPPY What U Gon' Do (TVT)	2326	+208	255487	8	79/1
22	16	<b>LUDACRIS</b> Get Back (Def Jam South/IDJMG)	2241	+348	223249	6	81/1
21	17	<b>ASHANTI</b> Only U (Murder Inc./IDJMG)	2180	+289	243975	6	71/0
20	18	<b>EMINEM</b> f/D.R. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	2096	+140	206543	5	51/1
17	19	<b>LIL' WAYNE</b> Go DJ (Cash Money/Universal)	2030	-65	252413	10	67/1
16	20	<b>AKON</b> f/STYLES P. Locked Up (SRC/Universal)	2054	-227	210823	32	67/0
23	21	<b>GAME</b> f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	2032	+307	273292	5	63/2
19	22	<b>YOUNG BUCK</b> Shorty Wanna Ride (Interscope)	1949	+8	206564	11	53/0
25	23	<b>DESTINY'S CHILD</b> Soldier (Columbia)	1921	+792	253768	3	70/12
14	24	<b>EMINEM</b> Just Lose It (Shady/Aftermath/Interscope)	1822	-499	146991	10	65/0
24	25	<b>LLOYD BANKS</b> Karma (Interscope)	1577	+140	195470	6	59/1
26	26	<b>NB RIDAZ</b> Pretty Girl (Upstairs)	1210	+67	89136	11	30/0
28	27	<b>XZIBIT</b> Hey Now (Mean Muggin') (Columbia)	1180	+112	86000	5	57/2
33	28	<b>T.I.</b> Bring 'Em Out (Grand Hustle/Atlantic)	1113	+170	100795	3	66/2
32	29	<b>GUERRILLA BLACK</b> f/MARID WINANS You're The One (Virgin)	1097	+156	65945	5	50/3
30	30	<b>JOHN LEGEND</b> Used To Love You (Columbia)	1030	-5	93692	11	43/0
29	31	<b>LL COOL J</b> Hush (Def Jam/IDJMG)	968	-80	85122	12	55/0
38	32	<b>JADAKISS</b> f/MARIAH CAREY U Make Me Wanna (Interscope)	957	+199	166006	4	40/0
39	33	<b>ALICIA KEYS</b> Karma (J/RMG)	926	+178	53830	3	63/4
31	34	<b>NELLY</b> My Place (Derrty/Fo' Reel/Universal)	908	-92	66623	20	56/0
35	35	<b>AKON</b> Ghetto (SRC/Universal)	907	+40	51626	4	56/1
27	36	<b>JDJD</b> Baby It's You (Blackground/Universal)	859	-185	63064	12	25/0
34	37	<b>ALICIA KEYS</b> f/TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)	822	-94	117892	20	43/0
Debut	38	<b>50 CENT</b> Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	798	+798	158090	1	33/19
46	39	<b>EMINEM</b> Mockingbird (Shady/Aftermath/Interscope)	745	+242	88348	2	2/1
36	40	<b>PITBULL</b> Dammit Man (TVT)	717	-132	70122	10	35/1
49	41	<b>JA RULE</b> f/FAT JOE & JADAKISS New York (Murder Inc./IDJMG)	701	+231	165529	2	41/16
47	42	<b>JAY-Z &amp; LINKIN PARK</b> Numb/Encore (Warner Bros.)	672	+191	61929	2	27/1
37	43	<b>RUPEE</b> Tempted To Touch (Atlantic)	653	-202	115109	15	38/0
Debut	44	<b>TORI ALAMAZE</b> Don't Cha (Universal)	652	+236	38024	1	40/1
42	45	<b>ANTHONY HAMILTON</b> Charlene (So So Def/Zomba)	589	-39	96531	6	34/1
44	46	<b>CRIME MOB</b> Knuck If You Buck (BME/Warner Bros./Reprise)	532	+3	98058	5	17/0
48	47	<b>DADDY YANKEE</b> Gasolina (VI Music)	527	+37	77881	3	3/0
Debut	48	<b>NIVEA</b> f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba)	458	+143	23419	1	39/6
Debut	49	<b>2PAC</b> f/MATE DDDG Thugs Get Lonely Too (Amaru/Interscope)	458	+111	47688	1	37/5
Debut	50	<b>NATALIE</b> Going Crazy (Latium)	412	+114	16612	1	10/6

**Most Added\***

www.radds.com

ARTIST TITLE LABEL(S)	ADDS
SLY BOOGY f/JAGGED EDGE If U Got Crew (J/RMG)	23
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	19
JA RULE f/FAT JOE & JADAKISS New York (Murder Inc./IDJMG)	16
DESTINY'S CHILD Soldier (Columbia)	12
TWISTA f/FAITH EVANS Hope (Atlantic/Capitol)	10
SLIM THUG Like A Boss (Boss Hogg)	10
OMARION O (Epic)	9
TANGO f/DAVID BANNER & BONE CRUSHER Wobble... It (Virgin)	9
GWEN STEFANI f/EVE Rich Girl (Interscope)	7
JOHN LEGEND Ordinary People (Columbia)	7

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARIO Let Me Love You (J/RMG)	+1025
LIL' JON & THE EASTSIDE... f/USHER... Lovers & Friends (TVT)	+970
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	+798
DESTINY'S CHILD Soldier (Columbia)	+792
CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	+634
LUDACRIS Get Back (Def Jam South/IDJMG)	+348
GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	+307
ASHANTI Only U (Murder Inc./IDJMG)	+289
JA RULE f/R. KELLY & ASHANTI Wonderful (Murder Inc./IDJMG)	+258
EMINEM Mockingbird (Shady/Aftermath/Interscope)	+242

**New & Active**

<b>TRILLVILLE</b> Some Cut (BME/Warner Bros.) Total Plays: 364, Total Stations: 10, Adds: 6
<b>NELLY</b> Na-nana-na (Derrty/Fo' Reel/Universal) Total Plays: 294, Total Stations: 23, Adds: 1
<b>CAM'RON</b> Girls (Roc-A-Fella/IDJMG) Total Plays: 277, Total Stations: 24, Adds: 1
<b>FANTASIA</b> Truth Is (J/RMG) Total Plays: 268, Total Stations: 29, Adds: 3
<b>GWEN STEFANI</b> f/EVE Rich Girl (Interscope) Total Plays: 192, Total Stations: 13, Adds: 7
<b>YING YANG TWINS</b> Halftime (TVT) Total Plays: 154, Total Stations: 18, Adds: 1
<b>NICOLE WRAY</b> If I Was Your Girlfriend (Roc-A-Fella/IDJMG) Total Plays: 144, Total Stations: 15, Adds: 0
<b>YOUNG BUCK</b> Let Me In (Interscope) Total Plays: 104, Total Stations: 11, Adds: 0
<b>OUTKAST</b> GhettoMusick (LaFace/Zomba) Total Plays: 90, Total Stations: 26, Adds: 6
<b>RAZAH</b> Feels So Good (Virgin) Total Plays: 90, Total Stations: 14, 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).

85 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

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• December 3, 2004

RANK ARTIST TITLE LABEL

- 1 SNOOP DOGG Drop It Like It's Hot (*Star Trak*)
- 2 CIARA f/MISSY ELLIOTT 1, 2 Step (*LaFace/Zomba*)
- 3 MARIO Let Me Love You (*J/RMG*)
- 4 GAME f/50 CENT How We Do (*Aftermath/G-Unit/Interscope*)
- 5 JA RULE f/ASHANTI Wonderful (*Murder Inc./IDJMG*)
- 6 LIL' JON & EASTSIDE BOYZ f/LIL SCRAPPY What U Gon' Do (*TVT*)
- 7 CIARA f/PETEY PABLO Goodies (*LaFace/Zomba*)
- 8 USHER f/ALICIA KEYS My Boo (*LaFace/Zomba*)
- 9 TRICK DADDY Let's Go (*Slip-N-Slide/Atlantic*)
- 10 TERROR SQUAD f/FAT JOE Lean Back (*Universal*)
- 11 ASHANTI Only U (*Murder Inc./IDJMG*)
- 12 CHINGY Balla Baby (*DTP/Capitol*)
- 13 YOUNG BUCK Shorty Wanna Ride (*Interscope*)
- 14 LIL' JON/EASTSIDE BOYZ Lovers & Friends (*TVT*)
- 15 T.I. Bring 'Em Out (*Grand Hustle/Atlantic*)
- 16 LIL' WAYNE Go DJ (*Cash Money/Universal*)
- 17 FABOLOUS Breathe (*Atlantic*)
- 18 LUOACRIS Get Back (*Def Jam South/IDJMG*)
- 19 JA RULE f/FAT JOE & JADAKISS New York (*Murder Inc./IDJMG*)
- 20 N.O.R.E. f/ NINA SKY & TEGO Dye Mi Canto (*Def Jam/IDJMG*)
- 21 50 CENT Disco Inferno (*Shady/Aftermath/Interscope*)
- 22 NELLY f/TIM MCGRAW Over And Over (*Derrty/Fo' Reel/Universal*)
- 23 DESTINY'S CHILD Lose My Breath (*Columbia*)
- 24 DESTINY'S CHILD Soldier (*Columbia*)
- 25 LLOYD BANKS Karma (*Interscope*)
- 26 AKON f/STYLES P Locked Up (*SRC/Universal*)
- 27 XZIBIT Hey Now (Mean Muggin') (*Columbia*)
- 28 EMINEM f/DR. DRE & 50 CENT Encore (*Shady/Aftermath/Interscope*)
- 29 EMINEM Just Lose It (*Shady/Aftermath/Interscope*)
- 30 CRIME MOBB Knuck If You Buck (*Reprise*)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27 © 2004, R&R, Inc.

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## PHAT MIX SIX

- ASHANTI Only U (*The Inc./IDJMG*)  
 50 CENT Disco Inferno (*G Unit/Shady/Aftermath/Interscope*)  
 LIL JON & THE EASTSIDE BOYZ What U Gon' Do (*TVT*)  
 NAS Bridging The Gap (*Columbia*)  
 T.I. f/JAY-Z Bring 'Em Out (*Grand Hustle/Atlantic*)  
 GAME f/50 CENT How We Do It (*Aftermath/G Unit/Interscope*)

### The Top Picks Of '04

Continued from Page 29

#### Jayare

PD, KBMB/Sacramento

1. USHER f/LIL JON & LUDACRIS Yeah
2. KANYE WEST Jesus Walks
3. SNOOP DOGG f/PHARRELL WILLIAMS Drop It...

#### JB King

MD, KLUC/Las Vegas

1. USHER f/LIL JON & LUDACRIS Yeah
2. OUTKAST Roses
3. BLACK EYED PEAS Hey Mama

#### Francisco Aguirre

PD, XHTO/San Antonio

1. THE KILLERS Somebody Told Me
2. JUVENILE Slow Motion
3. TRAVIS Love Will Come Through

#### Big Mike

PD, KWIN/Stockton

1. KANYE WEST Jesus Walks
2. JAY-Z 99 Problems
3. LIL JON... Lovers And Friends

#### Jimmy Steal

PD, KPWR/Los Angeles

1. JENNIFER GARNER
2. MOLLY SIMS
3. HALLE BERRY

#### Zac Davis

PD, WGBT/Greensboro

1. USHER f/LIL JON & LUDACRIS Yeah
2. YING YANG TWINS Salt Shaker
3. YELLOWCARD Ocean Avenue

#### Chris Logan

Asst. PD/MD, KRKA/Lafayette, LA

1. USHER f/LIL JON & LUDACRIS Yeah
2. JAY-Z 99 Problems
3. COHEED AND CAMBRIA A Favor House Atlantic

#### Juice

MD, XHTZ/San Diego

1. KANYE WEST All Falls Down
2. USHER f/LIL JON & LUDACRIS Yeah
3. SNOOP DOGG f/PHARRELL WILLIAMS Drop It...

#### Brandon

MD, WZPW/Peoria, IL

1. USHER f/LIL JON & LUDACRIS Yeah
2. PETEY PABLO Freek-A-Leek
3. CIARA f/PETEY PABLO Goodies

#### Marco Arias

PD, KPTY/Houston

1. USHER f/LIL JON & LUDACRIS Yeah
2. PITBULL f/LIL JON Culo
3. NELLY f/TIM MCGRAW Over And Over

#### K Smooth

MD, KIKI/Honolulu

1. USHER f/LIL JON & LUDACRIS Yeah
2. TERROR SQUAD Lean Back
3. CIARA f/PETEY PABLO Goodies

#### Antdog

PD, KKUU/Palm Springs, CA

1. USHER f/LIL JON & LUDACRIS Yeah
2. LIL FLIP Sunshine
3. OUTKAST Hey Ya!

#### Booker

MD, WBVD/Melbourne

1. SNOOP DOGG f/PHARRELL WILLIAMS Drop It...
2. AVRIL LAVIGNE My Happy Ending
3. D12 How Come

#### Dana Cortez

Asst. PD, KKSS/Albuquerque

1. TERROR SQUAD Lean Back
2. USHER f/LIL JON & LUDACRIS Yeah
3. NELLY f/TIM MCGRAW Over And Over

#### Chris Tyler

MD, WJMN/Boston

1. MARIO WINANS I Don't Wanna Know
2. CHRISTINA MILIAN Dip It Low
3. MARIO Let Me Love You

#### DJ Buck

PD, WZMX/Hartford

1. CIARA f/PETEY PABLO Goodies
2. USHER Burn
3. KEVIN LYTTLE Turn Me On

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

Table with 8 columns: Artist Title (Label), TW, LW, Familiarity, Burn, Persons 12-17, Persons 18-24, Persons 25-34. Lists top 50 songs including Nelly, Mario, Ciara, UsHER, Ja Rule, etc.

Total sample size is 369 respondents. Total average favorability estimates are based on a scale of 1-5. (1=disklike 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: The Game

LABEL: Aftermath/G-Unit/Interscope

By MIKE TRIAS/Associate Editor



Compton, CA-based Jayceon Taylor, a.k.a. The Game, is actually appreciative of his near-death experience. On Oct. 1, 2001 The Game was shot five times but somehow survived. From that moment, he decided to leave the streets behind and try to make money legitimately through his words. In December of 2001 The Game started dropping rhymes.

"A lot of rap today is bubblegum bulls\*\*t that says nothing, means nothing to anybody living in the 'hood," he says. "I'm not knocking anybody's hustle, but I can't feel what's in hip-hop today. With NWA, Biggie, 2Pac, Snoop and Jay-Z, they had something to say. Then Biggie, Pac and Easy died, and it was devastating. We almost let rap die too until the Great White Hype [Eminem] saved hip-hop and 50 dropped the gangsta wakeup call. I feel like it's my turn now, and I can fill the shoes."

So far he's doing just that, even though the hype on The Game's skills preceded him, thanks to his affiliation with G-Unit. "How We Do," the lead single from his upcoming solo debut, is hitting the airwaves hard, and it rises to No. 21\* this week at Rhythmic.

Dr. Dre serves as the main producer on the cut, and he is also the principle producer for the album. Says The Game, "I'm still star-struck with Dre. He's been almost 20 years at the top. That I get to soak up the game from a musical genius like him gives me a 20-year head start on everybody else. He's like the father I never had. Everything about a father throwing a baseball to his son in the suburbs, that's what NWA was to me."

Reporters

Songs and their adds listed alphabetically by market

Grid of market codes and song titles, such as 'KJLH/Chicago, IL' and 'WYLL/Chicago, IL', listing specific songs and their radio adds.

Note: For complete adds, see R&R Music Tracking.

Monitored Reporters 107 Total Reporters 85 Total Monitored 22 Total Indicator

Did Not Report, Playlist Frozen (2): KQXZ/Amarillo, TX KQXC/Wichita Falls, TX





**DANA HALL**

dhall@radioandrecords.com

# The Gold Rush

## Urban & Urban AC's most-played gold titles of 2004

While we're all eagerly anticipating the top songs and artists of the year — which will appear in next week's R&R — I think it's just as interesting to look at the top gold titles played at our formats. This information is based on information from stations on the R&R Urban and Urban AC panels monitored by Mediabase 24/7.

Not only are these charts interesting, they can also help programmers compile and purge their own gold libraries. Unless your station conducts auditorium testing, choosing your gold can be arbitrary. If you compare your library to what other stations are doing nationally, the job becomes a little easier and less risky.

Below are the top 50 gold titles at the Urban

format and the top 30 gold titles at Urban AC, based on airplay from Jan. 1-Nov. 13, 2004. I've also included a breakdown of the percentage of gold titles played at each station on the monitored panels. These percentages are a snapshot of the gold percentages, based on airplay for the week of Nov. 7-13. R&R internally reviews current-to-gold ratios on reporting stations each week.

### 2004's Most-Played Gold Titles At Urban

Rank	ARTIST Title	Year	Total Plays
1.	AALIYAH Rock The Boat	2001	7,450
2.	NOTORIOUS B.I.G. One More Chance	1995	5,401
3.	NOTORIOUS B.I.G. Hypnotized	1997	4,639
4.	ASHANTI Foolish	2001	4,612
5.	MR. CHEEKS Lights, Camera, Action	2001	4,576
6.	JAY-Z I Just Wanna Love U	2000	4,523
7.	NOTORIOUS B.I.G. Big Poppa	1994	4,429
8.	LUDACRIS Move Bitch	2001	4,308
9.	JUVENILE Back That Azz Up	1999	3,617
10.	BUSTA RHYMES Pass The Courvoisier	2001	3,476
11.	GINUWINE Differences	2001	3,237
12.	JAGGED EDGE Let's Get Married	2000	3,221
13.	USHER U Don't Have To Call	2001	3,215
14.	AALIYAH I Care 4 U	2001	3,048
15.	FAT JOE /ASHANTI What's Luv	2001	2,884
16.	AALIYAH One In A Million	1996	2,875
17.	OUTKAST So Fresh, So Clean	2000	2,777
18.	CLIPSE Grindin'	2001	2,768
19.	NOTORIOUS B.I.G. Mo' Money, Mo' Problems	1997	2,748
20.	BUSTA RHYMES Put Your Hands	1997	2,697
21.	LIL KIM Crush On You	1996	2,629
22.	MARY J. BLIGE Family Affair	2001	2,629
23.	2PAC I Get Around	1993	2,620
24.	METHOD MAN /M. J. BLIGE I'll Be There	1995	2,600
25.	JUNIOR MAFIA Get Money	1995	2,583
26.	LUDACRIS Southern Hospitality	2000	2,582
27.	BIG PUNISHER /JOE Still Not A Player	1998	2,564
28.	DR. DRE The Next Episode	1999	2,560
29.	JA RULE Always On Time	2001	2,553
30.	112 Only You	1996	2,551
31.	R. KELLY Fiesta	2000	2,530
32.	MISSY ELLIOTT Get Ur Freak On	2001	2,508
33.	2PAC /JODECI How Do U Want It	1996	2,494
34.	C-MURDER Down 4 My N****s	2000	2,450
35.	R. KELLY Your Body's Callin'	1993	2,402
36.	OUTKAST Ms. Jackson	2000	2,397
37.	MARY J. BLIGE Real Love	1992	2,384
38.	JAGGED EDGE /NELLY Where The Party At	2001	2,369
39.	NOTORIOUS B.I.G. Juicy	1994	2,357
40.	DONNELL JONES Where I Wanna Be	2000	2,341
41.	JAHEIM Anything	2001	2,338
42.	JAY-Z Big Pimpin'	1999	2,335
43.	AALIYAH Are You That Somebody	1998	2,299
44.	BLACK ROB Whoa!	1999	2,272
45.	MAXWELL Fortunate	1999	2,270
46.	2PAC Dear Mama	1995	2,254
47.	2PAC Keep Ya Head Up	1993	2,252
48.	USHER U Got It Bad	2001	2,219
49.	TOTAL /NOTORIOUS B.I.G. Can't You See	1995	2,204
50.	TYRESE Sweet Lady	1998	2,172

### 2004's Most-Played Gold Titles At Urban AC

Rank	ARTIST Title	Year	Total Plays
1.	MARVIN GAYE Sexual Healing	1982	8,036
2.	LUTHER VANDROSS Take You Out	2001	7,348
3.	MAZE Before I Let Go	1981	7,101
4.	YOLANDA ADAMS The Battle Is The Lord's	2001	6,540
5.	MARVIN GAYE Let's Get It On	1973	6,483
6.	TEDDY PENDERGRASS Love T.K.O.	1980	6,100
7.	AL GREEN Love And Happiness	1977	6,094
8.	GAP BAND Outstanding	1982	6,047
9.	AL GREEN Let's Stay Together	1971	5,922
10.	EARTH, WIND & FIRE Reasons	1975	5,835
11.	ISLEY BROTHERS Between The Sheets	1983	5,773
12.	ISLEY BROTHERS For The Love Of You	1975	5,714
13.	GAP BAND Yeaming For Your Love	1981	5,692
14.	BARRY WHITE Practice What You Preach	1994	5,648
15.	CHERYL LYNN Got To Be Real	1978	5,594
16.	HEATWAVE Always And Forever	1978	5,550
17.	MAXWELL Lifetime	2001	5,206
18.	FREDDIE JACKSON You Are My Lady	1985	5,203
19.	RUFUS Sweet Thing	1976	5,188
20.	O'JAYS Forever Mine	1979	5,164
21.	DEBARGE I Like It	1982	5,152
22.	MARVIN GAYE Mercy Mercy Me (The Ecology)	1971	5,149
23.	BABYFACE Whip Appeal	1989	5,143
24.	EMOTIONS Best Of My Love	1977	5,139
25.	JILL SCOTT The Way	2000	5,112
26.	RICK JAMES Fire And Desire	1978	5,102
27.	MAXWELL Fortunate	1999	5,081
28.	ISLEY BROTHERS Groove With You	1978	5,071
29.	TEDDY PENDERGRASS Turn Off The Lights	1974	5,058
30.	SHALAMAR For The Lover In You	1981	5,002

### Urban Monitored Panel

Percentage of gold played during the week of Nov. 7-13.

Calls/Market	Gold %
WBLS-FM/New York	53
WIKS-FM/Greenville, NC	49
WJMZ-FM/Greenville, SC	50
KDKS-FM/Shreveport, LA	48
WGCI-FM/Chicago	42
WUSL-FM/Philadelphia	40
WJZD-FM/Biloxi, MS	36
WTLZ-FM/Saginaw, MI	37
WBLK-FM/Buffalo	35

### Urban AC Monitored Panel

Percentage of gold played during the week of Nov. 7-13.

Calls/Market	Gold %
WCFB-FM/Orlando	83
KRMP-AM/Oklahoma City	81
WXMG-FM/Columbus, OH	79
WMMJ-FM/Washington	78
WQNC-FM/Charlotte	76
WFXC-FM/Raleigh	76
WRNB-FM/Dayton	76
WMJM-FM/Louisville	75
WWIN-FM/Baltimore	75

Continued on Page 36

**HAVE A LITTLE FAITH. THE INSPIRATIONAL NEW RELEASE FROM GOSPEL AND SOUL LEGEND, MAVIS STAPLES**

STAPLES SIMPLY DAZZLES WITH HER COLLECTION OF DOWN HOME, GRITTY, GOSPEL NUMBERS THAT HEARREN BACK TO THE STAPLES SINGERS' HEYDAY, BUT ALSO EASILY FITS INTO TODAY'S MUSICAL WORLD! —Gospelflow.com

"UPLIFTING, PRAYERFUL MESSAGES FOR THE MASSES!" —The Urban Network

FEATURING, IN TIMES LIKE THESE WITH THE CHICAGO MUSIC COMMUNITY CHOIR.

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FOR PROMOTIONAL COPIES CONTACT: TIM HOLLETH AT ALLIGATOR RECORDS 800-348-7214 #33

LAST WEEK	THIS WEEK	ARTIST	TITLE	LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SNOOP DOGG f/PHARRELL	Drop It Like It's Hot	(Doggystyle/Geffen)	4576	+40	608335	11	68/0
4	2	MARIO	Let Me Love You	(J/RMG)	3838	+485	463401	8	71/0
2	3	USHER & ALICIA KEYS	My Boo	(LaFace/Zomba)	3479	-307	481938	13	72/0
3	4	LIL' WAYNE	Go DJ	(Cash Money/Universal)	3325	-205	361475	13	66/0
7	5	JA RULE f/R. KELLY & ASHANTI	Wonderful	(Murder Inc./DJJMG)	3121	+37	442711	9	64/0
5	6	YOUNG BUCK Shorty Wanna Ride		(Interscope)	3064	-107	301129	11	66/0
6	7	FABLOUDS	Breathe	(Atlantic)	3057	-104	350752	12	69/0
10	8	CIARA f/MISSY ELLIOTT 1, 2 Step		(LaFace/Zomba)	2675	+356	321605	6	71/0
9	9	TRICK DADDY	Let's Go	(Slip-N-Slide/Atlantic)	2641	+78	269440	10	66/0
8	10	ANTHONY HAMILTON	Charlene	(So So Def/Zomba)	2328	-242	316620	20	64/1
11	11	DESTINY'S CHILD	Soldier	(Columbia)	2210	+412	254211	4	67/0
20	12	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS	Lovers & Friends	(TVT)	2155	+844	277441	2	4/0
15	13	LIL' JON & THE EASTSIDE BOYZ f/LIL SCRAPPY	What U Gon' Do	(TVT)	1658	+181	151719	7	61/2
18	14	ASHANTI	Only U	(Murder Inc./DJJMG)	1529	+163	160405	6	60/0
12	15	LL COOL J	Hush	(Def Jam/DJMG)	1501	-229	230775	11	61/0
19	16	LUDACRIS	Get Back	(Def Jam South/DJMG)	1498	+139	154342	4	67/1
22	17	JADAKISS f/MARIAH CAREY U	Make Me Wanna	(Interscope)	1482	+224	212001	6	61/3
25	18	T.I.	Bring 'Em Out	(Grand Hustle/Atlantic)	1450	+371	145413	3	69/3
24	19	TRILLVILLE	Some Cut	(BME/Warner Bros.)	1394	+195	124263	5	61/1
13	20	CIARA f/PETEY PABLO	Goodies	(LaFace/Zomba)	1392	-243	186547	23	71/0
21	21	LOYD BANKS	Karma	(Interscope)	1379	+101	123399	7	48/0
14	22	CHINGY	Balla Baby	(Capitol)	1255	-325	107557	10	58/0
23	23	JUVENILE f/WACKO & SKIP	Nolia Clap	(Rap-A-Lot/Asylum)	1203	-8	135710	20	60/0
16	24	R. KELLY & JAY-Z	Big Chips	(Live/Roc-A-Fella/DJMG)	1131	-300	120929	9	64/0
34	25	JA RULE f/FAT JOE & JADAKISS	New York	(Murder Inc./DJJMG)	1122	+356	179335	2	59/3
27	26	BDDY HEADBANGERS f/YOUNGBLOODZ	I Smoke, I Drink	(Universal)	1061	+44	107954	11	34/0
29	27	DESTINY'S CHILD	Lose My Breath	(Columbia)	974	-18	160276	10	61/0
31	28	MANNIE FRESH	Real Big	(Cash Money/Universal)	946	-8	72277	12	45/0
32	29	ALICIA KEYS	Karma	(J/RMG)	937	+105	98254	3	59/2
26	30	NELLY	My Place	(Derrty/Fo' Reel/Universal)	913	-154	81679	19	66/0
33	31	GUERRILLA BLACK f/MARIO WINANS	You're The One	(Virgin)	886	+91	64509	5	55/3
46	32	GAME f/50 CENT	How We Do	(Aftermath/G-Unit/Interscope)	865	+348	87113	2	51/1
35	33	TERROR SQUAD	Take Me Home	(Universal)	753	-11	140091	8	33/0
41	34	TYRA	Country Boy	(GG&L)	734	+124	53821	3	48/0
45	35	NIVEA f/LIL' JON & YOUNGBLOODZ	Okay	(Jive/Zomba)	724	+180	50704	2	52/4
43	36	NELLY	Na-nana-na	(Derrty/Fo' Reel/Universal)	659	+69	46877	4	41/0
44	37	HOUSTON	Ain't Nothing Wrong	(Capitol)	624	+36	50827	10	33/0
39	38	NAS	Bridging The Gap	(Columbia)	621	+9	41814	5	43/0
42	39	XZIBIT	Hey Now	(Mean Muggin') (Columbia)	595	-4	41685	3	44/0
36	40	KEYSHIA COLE	I Changed My Mind	(A&M/Interscope)	573	-104	123415	11	25/0
30	41	JOHN LEGEND	Used To Love You	(Columbia)	567	-415	37787	12	37/0
38	42	DEM FRANCHISE BOYZ	White Teez	(Universal)	565	-51	56419	17	37/0
40	43	URBAN MYSTIC	Where Were You?	(Sobe)	553	-56	34741	16	27/0
47	44	AVANT	Can't Wait	(Geffen)	495	-18	49952	6	34/0
37	45	TWISTA f/R. KELLY	So Sexy Chapter II	(Never Like This) (Atlantic)	495	-123	56693	9	31/0
Debut	46	FANTASIA	Truth Is	(J/RMG)	448	+186	47109	1	44/3
Debut	47	NICOLE WRAY	If I Was Your Girlfriend	(Roc-A-Fella/DJMG)	422	+155	44523	1	26/0
Debut	48	NELLY f/TIM MCGRAW	Over And Over	(Derrty/Fo' Reel/Curb/Universal)	405	+46	25646	1	2/0
-	49	N.O.R.E. f/NINA SKY & DADDY YANKEE	Oye Mi Canto	(Roc-A-Fella/DJMG)	391	+22	45427	2	10/0
49	50	MASE	Breathe, Stretch, Shake	(Bad Boy/Universal)	353	-88	53698	15	32/0

73 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004, Arbitron Inc.) © 2004, R&R, Inc.

## Most Added\*

www.radds.com

ARTIST	TITLE	LABEL(S)	ADDS
JOHN LEGEND	Ordinary People	(Columbia)	53
SLIM THUG	Like A Boss	(Boss Hogg)	36
TANGO f/D. BANNER & BONE CRUSHER	Wobble...	(Virgin)	34
TORI ALAMAZEA	Don't Cha	(Universal)	19
CHINGY f/JANET JACKSON	Don't Worry	(DTP/Capitol)	15
SLY BOOGY f/JAGGED EDGE	If U Got Crew	(J/RMG)	13
TWISTA f/FAITH EVANS	Hope	(Atlantic/Capitol)	12
OMARION O	(Epic)		9
2PAC f/NATE DOGG	Thugs Get Lonely Too	(Amaru/Interscope)	5
GERALD LEVERT	One Million Times	(Atlantic)	5

## Most Increased Plays

ARTIST	TITLE	LABEL(S)	TOTAL PLAY INCREASE
LIL' JON & THE EASTSIDE... f/USHER...	Lovers & Friends	(TVT)	+844
MARIO	Let Me Love You	(J/RMG)	+485
DESTINY'S CHILD	Soldier	(Columbia)	+412
T.I.	Bring 'Em Out	(Grand Hustle/Atlantic)	+371
CIARA f/MISSY ELLIOTT 1, 2 Step		(LaFace/Zomba)	+356
JA RULE f/FAT JOE & JADAKISS	New York	(Murder Inc./DJJMG)	+356
GAME f/50 CENT	How We Do	(Aftermath/G-Unit/Interscope)	+348
50 CENT	Disco Inferno	(G-Unit/Shady/Aftermath/Interscope)	+335
JADAKISS f/MARIAH CAREY U	Make Me Wanna	(Interscope)	+224
OMARION O	(Epic)		+214

## New & Active

ANGIE STONE f/ANTHONY HAMILTON	Stay For Awhile	(J/RMG)	Total Plays: 351, Total Stations: 27, Adds: 0
JILL SCOTT	Whatever	(Hidden Beach/Epic)	Total Plays: 341, Total Stations: 31, Adds: 0
RAZAH	Feels So Good	(Virgin)	Total Plays: 340, Total Stations: 38, Adds: 1
CAM'RON	Girls	(Roc-A-Fella/DJMG)	Total Plays: 285, Total Stations: 30, Adds: 0
OMARION O	(Epic)		Total Plays: 278, Total Stations: 51, Adds: 9
B.G.	Don't Talk To Me	(Choppa City/Koch)	Total Plays: 264, Total Stations: 25, Adds: 1
JOHN LEGEND	Ordinary People	(Columbia)	Total Plays: 250, Total Stations: 54, Adds: 53
AKON	Ghetto	(SRC/Universal)	Total Plays: 247, Total Stations: 24, Adds: 2
2PAC f/NATE DOGG	Thugs Get Lonely Too	(Amaru/Interscope)	Total Plays: 243, Total Stations: 37, Adds: 5
BEENIE MAN	King Of The Dancehall	(Virgin)	Total Plays: 237, Total Stations: 9, Adds: 0

Songs ranked by total plays

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

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

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, Pers. 12-17, Pers. 18-24, Pers. 25-34. Lists top 30 songs like 'Usher & Alicia Keys My Boo' and 'Snoop Dogg... Drop It Like It's Hot'.

Total sample size is 389 respondents. Total average favorability estimates are based on a scale of 1-5... Total burn represents the number of respondents who said they are tired of hearing the song.

GOSPEL Top 30

Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, WEEKS ON CHART, TOTAL STATIONS. Lists top 30 gospel songs like 'J Moss We Must Praise' and 'Kierra Sheard You Don't Know'.

35 Gospel reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27. © 2004 Radio & Records.

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

Reporters

Stations and their adds listed alphabetically by market

Grid of reporter information including station names, call letters, and add counts for various markets like Atlanta, Chicago, Dallas, etc.

Note: For complete and acc. see R&R Music Tracking.

POWERED BY MEDIABASE. 103 Total Reporters, 73 Total Indicator, 30 Total Indicator. Did Not Report, Playlist Frozen (6): Sirius Hot Jamz/Satellite...

Continued from Page 33

**Urban Monitored Panel**

Percentage of gold played during the week of Nov. 7-13.

Calls/Market	Gold %
KTCX-FM/Beaumont, TX	35
WJLB-FM/Detroit	35
KKBT-FM/Los Angeles	34
WBLX-FM/Mobile	34
WVVE-FM/Atlanta	33
WDKX-FM/Rochester, NY	33
KPRS-FM/Kansas City	32
KBLR-FM/Omaha	32
WERQ-FM/Baltimore	29
WHXT-FM/Columbia, SC	28
WBTJ-FM/Richmond	28
WJKS-FM/Wilmington, DE	28
WOWI-FM/Norfolk	27
WWPR-FM/New York	26
WBTP-FM/Tampa	26
WKYS-FM/Washington	26
WKKV-FM/Milwaukee	26
WIZF-FM/Cincinnati	25
WPEG-FM/Charlotte	25
WPWX-FM/Chicago	24

**Urban AC Monitored Panel**

Percentage of gold played during the week of Nov. 7-13.

Calls/Market	Gold %
WRKS-FM/New York	75
WZAK-FM/Cleveland	75
WKJS-FM/Richmond	75
KQXL-FM/Baton Rouge	75
WQOK-FM/Nashville	74
KMJK-FM/Kansas City	74
WTLC-FM/Indianapolis	73
KBLX-FM/San Francisco	73
WDZZ-FM/Flint, MI	73
KMJQ-FM/Houston	73
KMEZ-FM/New Orleans	73
WSRB-FM/Chicago	72
WBHK-FM/Birmingham	71
WVAZ-FM/Chicago	71
WHQT-FM/Miami	71
WQMG-FM/Greensboro	71
KJMS-FM/Memphis	70
WMGL-FM/Charleston, SC	70
WKXI-FM/Jackson, MS	70
WLXC-FM/Columbia, SC	70

R&R asks radio DJs for the hottest records jumping off.

**tha JUMP off**



**DJ Kool Supa Mike**  
MD/mixer, WEMX/Baton Rouge

Nelly and Tim McGraw's "Over and Over" (Derrty/Fo Reel/Universal): Mark my words, Nelly and Tim will be a top 10 Urban hit! Don't sleep on this record, because it will give you instant phones. ● Ciarra's "1,2 Step" (LaFace/Zomba): This track is sure to soar to the top of the teens' and females' lists of favorite current records. ● Chingy featuring Janet Jackson's "Don't Worry" (DTP/Capitol). Although this is not the official single, our listeners had a quick listen to it and forced us to put it in regular rotation. Women love Chingy, and men love Janet!



**HAPPY, MERRY** in Los Angeles to celebrate the release of Dionne Warwick's first-ever Christmas album, on DMI Records, are gospel harpist and Radio One VP/Gospel Programming Jeff Majors, Warwick, Radio One founder and Chairperson Kathy Hughes and singer James Ingram.



**BIG DADDY-O'S** Making the rounds to promote his new single, "Let's Go" (Slip-N-Slide/Atlantic), Trick Daddy (l) swung by WPHH (Power 104.1)/Hartford to meet up with PD Mychal Maguire.

**Urban AC Reporters**

Stations and their adds listed alphabetically by market

<p><b>WAKB/Augusta, GA*</b> OM/PO: Ron Thomas No Adds</p> <p><b>WKSP/Augusta, GA*</b> DM: Mike Kramer PD/MD: Tim "Fatz" Snell APD: Cher Best No Adds</p> <p><b>WWIN/Baltimore, MD*</b> PD: Tim Watts AP/MD: Keith Fisher 3 USHER &amp; ALICIA KEYS</p> <p><b>KQXL/Baton Rouge, LA*</b> DM: Jeff Jamigan PD/MD: Billy Vietnam ROCKEY (REVIEWS)</p> <p><b>WBHK/Birmingham, AL*</b> DM: Jay Dixon PD/MD: Darryl Johnson No Adds</p> <p><b>WMGL/Charleston, SC*</b> OM/PO: Terry Base MD: TK Jones KZU</p> <p><b>WXST/Charleston, SC*</b> DM: John Anthony PD/MD: Michael Tee KZU</p> <p><b>WBAV/Charlotte*</b> PD/MD: Terri Avery No Adds</p> <p><b>WQNC/Charlotte*</b> PD: J.D. Kunes No Adds</p> <p><b>WVRS/Chicago, IL*</b> PD/MD: Tracey Reynolds No Adds</p>	<p><b>WVAZ/Chicago, IL*</b> DM/PO: Erroy Smith AP/MD: Armando Rivera No Adds</p> <p><b>WZAK/Cleveland, OH*</b> DM/PO: Tim Johnson PD: Bobby Rush FANTASIA</p> <p><b>WLXC/Columbia, SC*</b> PD: Doug Williams</p> <p><b>WWDM/Columbia, SC*</b> PD: Mike Love MD: Lori Mack KZU</p> <p><b>WAGH/Columbus, GA</b> DM: Brian Waters PD/MD: Duane Rabeoda MD: Edward Lewis No Adds</p> <p><b>WXMG/Columbus, OH*</b> OM/PO: Paul Strong PD: Warren Stevens No Adds</p> <p><b>WRNB/Dayton, OH*</b> DM/PO: J.D. Kunes No Adds</p> <p><b>WMXD/Detroit, MI*</b> DM: RJ Holiday PD: Jamillah Muhammad APD: Onell Stevens MD: Sherita Little No Adds</p> <p><b>WUKS/Fayetteville, NC*</b> PD: Garrett Davis MD: Calvin Pee KZU</p>	<p><b>WOZZ/Flint, MI*</b> PD: Trey Michaels MD: Yvonne Daniels 2 ALI SCOTT CARLETON BLOUNT</p> <p><b>WCMG/Florence, SC</b> DM: Matt Scary PD: Ernie Dye 5 FANTASIA BRENDA RUSSELL</p> <p><b>WFLM/Ft. Pierce, FL*</b> DM: Mike James PD/MD: James T. APD: Tamara Gant No Adds</p> <p><b>WQMG/Greensboro, NC*</b> PD/MD: JC Stone ANGIE STONE (ANTHONY HAMILTON)</p> <p><b>KMLQ/Houston, TX*</b> DM: Tom Calococi PD/MD: Sam Choite No Adds</p> <p><b>WTLC/Indianapolis, IN*</b> OM/PO: Stan Branson No Adds</p> <p><b>WJXN/Jackson, MS*</b> PD: Steve Poston 13 BOYZ II MEN</p> <p><b>WKXJ/Jackson, MS*</b> DM/PO: Stan Branson No Adds</p> <p><b>WSDL/Jacksonville, FL*</b> PD/MD: AJ Brooks No Adds</p> <p><b>KMJK/Kansas City, MO*</b> PD: Jerold Jackson 2 ALI SCOTT</p>	<p><b>KSSM/Gilean, TX</b> PD/MD: Mark Raymond APD: Monica Reid No Adds</p> <p><b>KNEK/Lafayette, LA*</b> PD/MD: Yvonne McKeith 1 JOSS STONE KZU</p> <p><b>KKRX/Lawton, OK</b> DM/PO: Terry Monday APD: Tony Tone No Adds</p> <p><b>KOKY/Little Rock, AR*</b> DM: Joe Booker PD/MD: Mark Dylan 2 KZU</p> <p><b>KJLH/Los Angeles, CA*</b> PD/MD: Amanda Russell 8 RUBEN STUDARD 5 ALICIA KEYS 5 JOSS STONE</p> <p><b>WJLM/Louisville, KY*</b> PD/MD: Tim Gerard Girton No Adds</p> <p><b>WRBV/Macon, GA</b> PD/MD: Chris Williams No Adds</p> <p><b>KJMS/Memphis, TN*</b> PD: Nate Bell AP/MD: Eileen Collier No Adds</p> <p><b>WHQT/Miami, FL*</b> PD: Derrick Brown APD/MD: Karen Vaughn No Adds</p>	<p><b>WJMR/Milwaukee, WI*</b> PD/MD: Lauri Jones No Adds</p> <p><b>WDLT/Mobile, AL*</b> PD: Steve Crumbley MD: Kathy Barlow No Adds</p> <p><b>KJMG/Monroe, LA</b> PD: Chris Collins No Adds</p> <p><b>WWMG/Montgomery, AL</b> PD/MD: Darryl Elliott No Adds</p> <p><b>WQOK/Nashville, TN*</b> PD/MD: Derrick Corbett No Adds</p> <p><b>WYBC/New Haven, CT*</b> DM: Carla Swaffey PD: Juan Castillo APD: Angela Valera 1 SERENA JENNER ANGIE STONE (ANTHONY HAMILTON)</p> <p><b>KMEZ/New Orleans, LA*</b> PD/MD: Lebron "LBJ" Joseph No Adds</p> <p><b>WYLD/New Orleans, LA*</b> DM: Carla Swaffey PD: AJ Appleberry No Adds</p> <p><b>WRKS/New York, NY*</b> PD: Tony Beasley MD: Julie Gustines No Adds</p> <p><b>WJMS/Norfolk, VA*</b> PD/MD: Eric Myles No Adds</p>	<p><b>WKVL/Norfolk, VA*</b> DM: Dick Lamb PD/MD: Don London 1 JOSS STONE</p> <p><b>KRMP/Oklahoma City, OK*</b> DM: Eddie Brasco 9 KZU</p> <p><b>WOCF/Orlando, FL*</b> DM/PO: Steve Holbrook No Adds</p> <p><b>WDAS/Philadelphia, PA*</b> DM: Theo Michem PD: Joe Tamburo APD/MD: Jo Gamble No Adds</p> <p><b>WFXC/Raleigh, NC*</b> PD: Cy Young APD/MD: Joshi Berry No Adds</p> <p><b>WVBE/Roanoke, VA*</b> PD/MD: Walt Ford KZU</p> <p><b>WSBY/Salisbury, MD</b> DM: Brian Cleary MD: Ryan Banks 50 CENT</p> <p><b>KBLX/San Francisco, CA*</b> PD: Kevin Brown MD: Jeff Woods 8 ALICIA KEYS GERALD LEVERT</p> <p><b>Music Choice Smooth R&amp;B/Satellite</b> OM/PO: Damon Williams No Adds</p>	<p>Sirius Heart &amp; Soul/Satellite OM/PO: B.J. Stone ANGIE STONE (ANTHONY HAMILTON)</p> <p><b>XM The Flow/Satellite</b> DM: Lori Patterson PD: Mazi Myrick No Adds</p> <p><b>WLVA/Savannah, GA</b> DM: Brad Kelly PD/MD: Jewel Carter 10 FANTASIA</p> <p><b>KJMS/Louis, MO*</b> OM/PO: Chuck Adams 23 BOYZ II MEN 18 JULI SCOTT</p> <p><b>WPHR/Syracuse, NY*</b> DM: Rick Lauder PD: Butch Charles APD/MD: Kenny Dees No Adds</p> <p><b>WIMX/Toledo, OH*</b> PD: Rocky Love MD: Brandi Browne JESSE FANTASIA</p> <p><b>WTUG/Tuscaloosa, AL</b> DM: Greg Thomas PD/MD: Charles Anthony APD: Michelle Miller 10 KZU</p> <p><b>WHUR/Washington, DC*</b> PD: Dave Dickson MD: Traci LaTrelle No Adds</p> <p><b>WMMJ/Washington, DC*</b> DM: Kathy Brown MD: Mike Chase BOYZ II MEN</p> <p><b>WIKS/Wilmington, NC</b> APD: LaThanya Riss No Adds</p>
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73 Total Reporters  
53 Total Monitored  
20 Total Indicator

Did Not Report, Playlist Frozen (6):  
Sirius Slow Jamz/Satellite  
WHBX/Tallahassee, FL  
WKXJ/Columbus, GA  
WVWX/Columbus, MS  
WQVE/Albany, GA  
WUVA/Charlottesville, VA

**POWERED BY MEDIABASE**



# R&R URBAN AC TOP 30

December 3, 2004

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)	1296	+118	162698	26	43/0
3	2	PATTI LABELLE & RONALD ISLEY Gotta Go Solo (Def Soul/IDJMG)	1228	+59	127379	18	49/0
1	3	BRIAN MCKNIGHT What We Do Here (Motown/Universal)	1223	-36	137626	23	49/0
4	4	ANITA BAKER You're My Everything (Blue Note/Virgin)	1158	+7	104253	23	48/0
5	5	LUTHER VANOROSS Think About You (J/RMG)	1019	+2	131392	54	48/0
6	6	T. MARIE f/G. LEVERT A Rose By Any Other Name (Cash Money/Universal)	953	+25	82072	13	46/0
7	7	PRINCE Call My Name (Columbia)	917	+16	101210	29	46/0
8	8	ANITA BAKER How Does It Feel (Blue Note/Virgin)	786	+69	74865	9	49/0
9	9	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	774	+117	74252	13	47/2
10	10	GERALD LEVERT One Million Times (Atlantic)	701	+79	66680	7	49/1
15	11	JOSS STONE Spoiled (S-Curve/Virgin)	653	+112	60550	11	41/3
11	12	USHER & ALICIA KEYS My Boo (LaFace/Zomba)	644	+48	91875	10	33/1
12	13	NELLY My Place (Derrty/Fo' Reel/Universal)	630	+42	64573	13	12/0
16	14	JILL SCOTT Whatever (Hidden Beach/Epic)	626	+101	83351	5	41/3
14	15	O'JAYS Make Up (Music World/SRG)	618	+66	51442	9	34/0
17	16	NORMAN BROWN I Might (Warner Bros.)	451	+26	30099	13	31/0
21	17	EARTH, WIND & FIRE f/RAPHAEL SAADIQ Show Me The Way (Sanctuary/SRG)	358	+69	24595	5	27/0
18	18	TAMYRA GRAY Raindrops Will Fall (19/Sobe)	343	-44	25715	19	30/0
22	19	BOYZ II MEN You Make Me Feel Brand New (MSM/Koch)	331	+54	20794	3	38/2
25	20	RUBEN STUDDOARO I Need An Angel (J/RMG)	288	+45	24766	4	23/1
26	21	ANGIE STONE f/ANTHONY HAMILTON Stay For Awhile (J/RMG)	280	+41	25642	2	26/2
19	22	QUEEN LATIFAH f/JAL GREEN Simply Beautiful (Vector)	276	-23	22238	4	26/0
Debut	23	FANTASIA Truth Is (J/RMG)	271	+134	26460	1	30/3
23	24	JEFF MAJORS Pray (Music One)	237	-14	25043	7	11/0
28	25	ALICIA KEYS Karma (J/RMG)	227	+5	16443	2	28/2
27	26	AVANT Can't Wait (Geffen)	215	-11	21437	2	18/0
29	27	URBAN MYSTIC Where Were You? (Sobe)	212	+14	9191	10	16/1
-	28	TAMIA Still (Atlantic)	157	+15	12658	13	11/0
Debut	29	MARVIN GAYE Let's Get It On, Let's Step... (Independent)	156	+80	29761	1	2/0
30	30	AMEL LARRIEUX For Real (Bliss Life)	134	-43	29645	13	6/0

53 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004. Arbitron Inc.). © 2004. R&R, Inc.

## New & Active

**CARLTON BLOUNT** Acting Like You're Free (Magnatar)  
Total Plays: 76, Total Stations: 10, Adds: 1

**RAHEEM DEVAUGHN** Guess Who Loves You More (Jive/Zomba)  
Total Plays: 33, Total Stations: 6, Adds: 1

**RENE'** All Nite Long (Rufftown)  
Total Plays: 63, Total Stations: 7, Adds: 0

**N2U** Issues (Virgin)  
Total Plays: 11, Total Stations: 10, Adds: 10

**MICHAEL B. SUTTON** Nobody (Little Dizzy)  
Total Plays: 50, Total Stations: 6, Adds: 0

Songs ranked by total plays

## Most Added\*

www.radds.com

ARTIST TITLE LABEL(S)	ADDS
N2U Issues (Virgin)	10
JILL SCOTT Whatever (Hidden Beach/Epic)	3
JOSS STONE Spoiled (S-Curve/Virgin)	3
FANTASIA Truth Is (J/RMG)	3
LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	2
BOYZ II MEN You Make Me Feel Brand New (MSM/Koch)	2
ALICIA KEYS Karma (J/RMG)	2
ANGIE STONE f/ANTHONY HAMILTON Stay For Awhile (J/RMG)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FANTASIA Truth Is (J/RMG)	+134
A. KEYS f/TONY, TONI, TONE & J. PAUL Diary (J/RMG)	+118
LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	+117
JOSS STONE Spoiled (S-Curve/Virgin)	+112
JILL SCOTT Whatever (Hidden Beach/Epic)	+101
MARVIN GAYE Let's Get It On, Let's Step... (Independent)	+80
GERALD LEVERT One Million Times (Atlantic)	+79
ANITA BAKER How Does It Feel (Blue Note/Virgin)	+69
EARTH, WIND & FIRE f/R. SAADIQ Show Me... (Sanctuary/SRG)	+69
O'JAYS Make Up (Music World/SRG)	+66

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ANTHONY HAMILTON Charlene (So So Def/Zomba)	696
KEM Love Calls (Motown/Universal)	511
ALICIA KEYS If I Ain't Got You (J/RMG)	461
JILL SCOTT Golden (Hidden Beach/Epic)	443
R. KELLY U Saved Me (Jive/Zomba)	428
TEENA MARIE Still In Love (Cash Money/Universal)	396
PATTI LABELLE New Day (Def Soul/IDJMG)	310
R. KELLY Happy People (Jive/Zomba)	255
VAN HUNT Down Here In Hell (With You) (Capitol)	237
SMOKIE NORFUL I Need You Now (EMI Gospel)	231

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

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# 2004's Top Local Tunes & Breakthrough Acts

## PDs and MDs name the year's best

Next week's R&R will feature the year's top national tunes and talents, but we all know that national stories don't always reflect the local reality. To get a feel for the local musical successes of this year, I asked PDs and MDs from around the U.S. to name their top three local hits for 2004 and their market's breakthrough artist of the year.

By the way, the latter category isn't limited just to new acts who made a name for themselves for the first time this year; established artists who vaulted to new levels of stardom were also eligible.

Ed Walker

OM, Citadel/Binghamton, NY; PD, WHWK/Binghamton, NY

1. "It's Hard to Kiss the Lips at Night That Chew Your Ass Out All Day Long" by The Notorious Cherry Bombs: "This song kicked ass here across all demos. And, yes, we played the edited version, which seemed to give it even more kick. People knew what the 'boing' word was and would even call and request 'that song that goes boing.' This was absolutely one of the most-requested, most-talked-about songs in the market, regardless of format, and was a huge home run for us."

2. "Redneck Woman" by Gretchen Wilson: "Big, huge, monster hit for everyone, including us. By far, this was our absolute most-requested song of the year, and it continues to draw phones in a very phone-passive market. Coolest moment: Driving home one night, I stopped at a stoplight and saw a 30-something woman in a new Volvo singing along to this song on my station."

3. "Mayberry" by Rascal Flatts: "Our most-played song of 2004, and a song that seemed to really grab the attention of our target demo [persons 25-54] and make them pine for the good ol' days." Breakthrough Artist: Gretchen Wilson. "No question. I took a poll to make sure, being the insecure PD that I am, and everyone agreed...She brought an attitude that matched up perfectly with our stationality."



Ed Walker

E. J. Foxx

Asst. PD/MD, WICO/Salisbury-Ocean City, MD

1. "Live Like You Were Dying" by Tim McGraw: "Our audience just couldn't get enough of this song. It's one of those songs that will become timeless."

2. "Redneck Woman" by Gretchen Wilson: "This was a song that not only struck a chord with women, but our male demo also lit up the request lines, confessing, 'That's my girlfriend (or wife).'"

3. "This is a tossup. With the current state of affairs in our country, most people need an escape, and Kenny Chesney gave us that with 'When the Sun Goes Down.'"

Breakthrough Artist: Gretchen Wilson. "I don't think anyone would disagree that Gretchen broke the mold with 'Redneck Woman.' She's nailed it with her topical subjects and ability to relate to her audience and take command of the stage."

Bob Barnett

OM, WKIS/Miami

1. "Redneck Woman" by Gretchen Wilson: "This was every programmer's dream record. It exploded out of the gates with an enormously passionate listener response on the phones. It went against the grain of what was happening in country music last March and April. It was gritty and dangerous compared to the smooth, polished ballads that were in everyone's power rotations."

2. "Remember When" by Alan Jackson: "This song connected immediately with listeners and never re-



Bob Barnett

ally stopped. It's still a bona fide research home run in Miami. We were in the afterglow of 'Five O'Clock Somewhere,' and Alan and Arista delivered the perfect change-up: an Alan Jackson record full of heart and warmth. It was the sound-track of everyone's life — or at least the life everyone seemed to want."

3. "Live Like You Were Dying" by Tim McGraw: "This song caught everyone by surprise. The general consensus was that Tim was beginning to fade a little. The last CD didn't seem as strong as past projects, so expectations were a little lower for the new CD, and it snuck up on fans."

"When it came out in May on the heels of the ACM performance against that bright white backdrop, you could almost feel the emotional buzz from the listeners. It surged in callout and, as expected, based on the collective emotional response of the listeners and consumers, has gone on to be an award-winning song. It's pure musical magic."

Breakthrough Artist: Keith Urban. "After his mesmerizing performance in the rain at the Kiss Country Thunder Road Festival in November 2003, you could sense the in-market vibe growing. By the time the Kenny Chesney/Keith Urban tour came through South Florida in 2004, Urbani was making that proverbial confection with listeners."

"You could almost hear the radar beeping before the explosion: 'Who Wouldn't Want to Be Me' (late 2003), 'You'll Think of Me' (spring 2004), *The CMJ Spring Break Special From Daytona Beach* and then the release of 'Days Go By' (summer 2004). When you get multiple-week No. 1s and songs that legitimately research over the long haul, the hit vibe is undeniable."

"While I think we were all a little surprised that he won CMA Male Vocalist of the Year, it wasn't like we didn't see it coming. We just thought it would take longer for conservative voters to acknowledge his presence and contribution to the evolving state of country hipness."

"The absolute surprise left-field smash was 'Heaven' by Los Lonely Boys. It's

a multiformat hit and the ongoing No. 1-testing current in Miami. I didn't have the courage to add this song when it first came out because it didn't feel compatible with the rest of the playlist. Once it was topping the other charts I took a chance, and I'm thrilled at the success of the song. I almost missed it by defining 'country' in traditional terms. This is the kind of song we've used in Miami to make the format more inclusive than exclusive."

Duke Hamilton

MD/afternoon driver, WUBE/Cincinnati; Country Music DJ Hall of Famer

"I always like to refer to requests as a pretty fair indicator of a song's popularity in our market. Not just the number of requests, but also — and more important — the longevity of requests. If the listeners are still calling for a song long after its chart life — well after it's gone into power recurrent or power gold — that tells me something. With that said, our three biggest tunes would be 'Picture' by Kid Rock & Sheryl Crow, 'Redneck



Duke Hamilton

Woman' by Gretchen Wilson and 'Whiskey Lullaby' by Brad Paisley & Alison Krauss."

Breakthrough Artist: "Without a doubt, the Gretchen Wilson phenomenon was the biggest success story in country music in our town. No other new act came close to having the impact that she did."

Clint Marsh

PD, WBYT (B100)/South Bend, IN

1. "Live Like You Were Dying" by Tim McGraw: "No surprises here, as it was a national multiweek No. 1 record. Locally, the song tested heavy after just a couple of weeks and stayed in the top two or three researching songs week after week after week. It was No. 1 in requests for weeks and, most important, proved to be a song that appealed to all demos and especially to P2 and P3 listeners."

2. "Save a Horse, Ride a Cowboy" by Big & Rich: "A hugely polarizing record that never did test above medium in the research yet was the No. 1 most-requested song far and away for weeks on B100. It also had an immediate impact on the South Bend SoundScan chart. Within a week of play, the Big & Rich CD catapulted into the upper reaches of the chart and is still selling quite well today."

3. "If Nobody Believed in You" by Joe Nichols: "After three weeks of light air-

play, this song shot into the top five in research, went into heavy rotation and stayed there for months."

Breakthrough Artist: Keith Urban. "After playing the B100 Birthday Party in 2002 and winning over lots of fans, Keith went on to score big hits and CMA awards. (See what can happen when you play our show?) Keith truly has moved to the top tier in South Bend, just as he has nationwide."

Lisa McKay

PD, WQDR/Raleigh

1. "I Can Only Imagine" by MercyMe  
2. "There Goes My Life" by Kenny Chesney  
3. "Remember When" by Alan Jackson

"All of these songs still test in the high-four range (out of five) with little burn. We still get calls for the songs and, with the new cume we recently picked up, curiosity calls about them."

Breakthrough Artist: MercyMe: "The song is beautifully written and sung. The timing for a Christian crossover song was excellent with *The Passion of the Christ* and a return to a conservative slant. MercyMe played Alltel Pavilion and drew nearly 15,000

people this summer. Then they came back for the state fair and sold out the arena in just a couple of days. Mad props to my girl Susanna Bareford at WSM-FM/Nashville for the tip a year ago on this song."

"We also had tremendous success with music from Alison Krauss, and the Los Lonely Boys song 'Heaven' deserves an honorary mention."

Chad Heritage

Dir./Country Programming, KSSN & KHKN/Little Rock

1. "American Soldier" by Toby Keith: "There are a lot of people from Arkansas fighting the war in Iraq. We still receive lots of calls from families with loved ones serving overseas, and this song has to be the most requested among them."

2. "Redneck Woman" by Gretchen Wilson: "Not only is this one of our three biggest songs of the year, but Gretchen is our Breakthrough Artist too. We needed a female artist to break

through this year, and we got it with Gretchen. Huge phones, local sales, a chart-topper and a fun song with attitude."

3. "Live Like You Were Dying" by Tim McGraw: "It came late in the year, but it was well worth the wait. I would imagine that it had a huge impact with our listeners because so many can relate to what the lyrics are saying. We still get tons of requests for it, and the positive research remains through the roof."

Continued on Page 44



Clint Marsh



Lisa McKay



Chad Heritage



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# New Artist Breakout

## Honesty and diversity are key to country's comeback

Prior to this year's introduction of Gretchen Wilson and Big & Rich, the last time country launched two platinum-plus artists in the same year was 1996. Before Wilson, the genre's last out-of-the-box multiplatinum act was The Dixie Chicks, who bowed in 1998. All of which illustrates the difficulty country has had breaking new stars over the past several years. After having to grind out every small gain, the industry is hopeful that these recent new-artist successes are more movement than moment.

The MuzikMafia cohorts are certainly the standard-bearers, but Dierks Bentley, Josh Gracin, Josh Turner and Julie Roberts have also established themselves to varying degrees. Understanding how these artists broke through, ensuring continued career growth and keeping the door open for the next round of new artists are new, critical and decidedly welcome issues for the country industry to address.

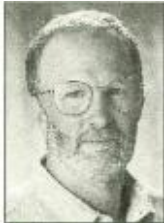
### Creative Revival

The easy way to explain country's recent success with new acts is to say that it comes down to having better artists. Another factor is that these artists were allowed to be individuals. "We just went ahead and allowed them to be them," says Sony President John Grady. "Sometimes good things happen when you do that."

Warner Bros. Chief Creative Officer Paul Worley believes that approach has worked. "We're not as concerned with what will fit into the system as we are with finding something that's brilliant," he says. "We want an artist who is strong enough to stand on his own and deliver, not someone who looks and smells like he would slide right into a slot. There is no slot. Why think of the world that way?"

Marc Oswald, who manages both Wilson and Big & Rich, says, "We've been blessed with a crop of new artists who are better than most. The immediate future of the genre will be the singer-songwriter-performer with more of an organic, rock approach to creating music. Fans are looking for more authenticity, and we're giving it to them, warts and all. We don't hide anything. People can relate to honesty."

Each new artist brings his or her own unique flavor to the genre, which gives country broader appeal overall. "We're making music within the white lines of what's acceptable but stretching them as broadly as possible," says Capitol Sr. VP/Marketing Fletcher Foster.



John Grady

"That's exciting, and it draws people into what we're doing. I was looking at Gretchen's performances at the American Music Awards and the Radio Music Awards, and seeing those industry crowds get drawn into her music was very encouraging.

"Pushing those lines makes it energetic and exciting. There's a little bit of something for every listener out there. When the traditional thing was happening, it was cool because it was a movement, but if you weren't into that style, you weren't included.

"The majority of it is artists coming to the table with great songs and a great sense of themselves. That puts them so far ahead of the game. The artists we're talking about all have signature characteristics — music, their look, their vibe, an audience you immediately associate with them."

### Music First

Stronger artists make for stronger music and sales, but the industry has seen some philosophical shifting as well. "The record business as I knew it was often a slot- or marketing-first-driven approach," Worley says. "You've got these preordained release dates based on your overhead. You sign an artist looking ahead to a spring release, they go off to make

their music, and nobody at the label does anything until that release date is looming.

"Whether the artist and music are ready or not, the album's coming out on that date. But your best opportunity for success is dependent on the music you've got, so that's a topsy-turvy way of looking at it.

"What we've done, under the guidance of Tom Whalley, is become a music-forward company. We sign artists we think are brilliant, give them all the time they need to get the music right, and, while they're doing that, we challenge the various departments to be working on the

**"Some stations took chances on these artists, and it paid off across the board. It's a good example of letting the audience make the decision about what they like."**

John Grady

website, visual content, physical appearance, photo shoots and imaging. It's the momentum of the music and the accumulation of these other aspects that lead us to a release date."

Oswald sees other changes. "The industry's gotten hungrier, as a general rule," he says. "Necessity is the mother of invention, and the label heads and people who run various companies in this town opened their minds to promoting each other's acts more.

"It's not as isolated and greedy as it used to be, as evidenced by the behavior of John Grady and Paul Worley, who have joined together to help break Big & Rich and Gretchen Wilson. This



Paul Worley

## Introducing Raybaw Records

Warner Bros. exec Paul Worley says his label is close to finalizing a deal for a MuzikMafia label imprint run by Mafia co-founders ("godfathers" in Mafia-speak) John Rich, Big Kenny, Jon Nicholson and Cory Gierman.

"Raybaw will be John, Kenny, Jon and Cory's deal, creatively," Worley says. "I will not be deciding what gets signed. We think Cowboy Troy's album will be first. That's a good bet."

As for the name, Worley says, "We couldn't make MuzikMafia into a label because corporate would kill it. But here's how you know it's a God thing: MuzikMafia's mantra is 'music without prejudice,' so John came up with r-a-y-b-a-w — 'red and yellow, black and white' from 'Jesus Loves the Little Children.'"

"As it turns out, Cowboy Troy's ancestry is African American, Caucasian, Chinese and Native American, which is red and yellow, black and white, and he'll be the first release. It wasn't planned that way, except by the Great Planner who plans everything.

"There have been times I've wondered why I'm in this business, and right here, right now, is the answer to that question. It's pretty neat."

might not have been able to happen a few years ago."

### All In the Family

The MuzikMafia played a big part in this resurgence and may continue to do so (see sidebar). "The relationship and support system those artists offered each other were really attractive to me," Grady says. "And it was there as much on the first day that I met Gretchen and Big & Rich as it is today.

"A lot of their energy in making records translates over the radio, and that's what makes them hits. I saw what they did for each other and didn't see any reason to say, 'She's mine, all mine.' They feed off each other. Paul and I established that cooperation very early on without even talking about it. We just started doing it, talking about each other's artists in the press."

Radio should be credited for its role in the success of these new artists and encouraged to continue supporting new music. "Radio was first in being more receptive, and they could stand to go further," Oswald says. "Success breeds success, and we all want to be right on the leading edge of that."

"I don't know if radio is any more receptive or any less," Grady says. "Some stations took chances on these artists, and it paid off across the board. It's a good example of letting the audience make the decision about what they like. And that's the most you can ask for."

### Train Keep A-Rollin'

The mission now is to continue building these artists while applying the lessons learned to the next generation. "Dierks got out of the box with a No. 1 single, and he's not going away," Foster says. "That's how you hang in and build a career, and that's what we need in Nashville. Keith Urban and Montgomery

Gentry broke in 1999, and five years later we're now reaping the major rewards. It can take that long to get an artist firmly established.

"You can utilize radio success, their newness and the new-artist awards to get them on the map and get recognition, but from that moment to the point they're viable as a Male or Female Vocalist contender can be five or 10 years. That's what was great for us with Keith — his ability to break into the Male category so quickly. And then for him to win much sooner than



Marc Oswald

we expected was a huge plus. "A career needs those peaks, those Ricky Martin moments, but there's also no substitute for constant touring, television, musical events. Specific to Dierks, he's not waiting around for another record. He's touring with George Strait from January through March and has an album coming out in late spring or early summer. We're going to keep it going. And that's worked with Keith too. We didn't really have downtime between albums."

As for finding the next crop of artists to build on, Worley says, "Look for originality, and don't accept imitation. If something's working, don't go out and try to copy it, because the copy is never as good as the original.

"Don't stress out if something doesn't fit. The great stuff never fits at first. Great stuff didn't have something just like it out in front of it. It was seen and understood by only a very few, but then it became something the masses found appealing."

"Artists lead us into and out of every great trend or bad trend," Grady says. "It all centers around the songs and writers, the art and artists. We need to keep in mind, whenever we're trying to plot our course or change course, that the artists need to be out front. If our goal is to blend in, we're dead."



Fletcher Foster



# COUNTRY TOP 50

December 3, 2004

LAST WEEK	THIS WEEK	ARTIST	TITLE LABEL(S)	TOTAL POINTS	WEEKS ON CHART	TOTAL PLAYS	WEEKS ON CHART	TOTAL AUD. (00)	WEEKS ON CHART	TOTAL ADDS	
2	1	GARY ALLAN	Nothing On But The Radio (MCA)	12803	551	4676	+164	431898	19399	25	116/1
4	2	TIM MCGRAW	Back When (Curb)	11834	362	4339	+248	408627	20277	14	115/2
1	3	LONESTAR	Mr. Mom (BNA)	11784	-591	4296	-273	414088	-13712	21	115/1
3	4	KENNY CHESNEY	The Woman With You (BNA)	11630	-161	4233	+8	395372	-4696	14	115/1
5	5	BLAKE SHELTON	Some Beach (Warner Bros.)	11521	429	4265	+182	400120	19796	18	115/1
7	6	DIERKS BENTLEY	How Am I Doin' (Capitol)	9308	459	3501	+102	301429	20276	29	116/1
8	7	DARRYL WORLEY	Awful, Beautiful Life (DreamWorks)	8370	504	3064	+257	284535	19460	22	115/1
9	8	SHANIA TWAIN w/ BILLY CURRINGTON	Party For Two (Mercury)	7295	101	2759	+98	238553	4401	13	113/1
15	9	GRETCHEN WILSON	When I Think About Cheatin' (Epic)	7246	1039	2533	+378	239217	35869	7	116/1
6	10	BROOKS & DUNN	That's What It's All About (Arista)	7190	-2837	2586	-960	231559	-98052	23	115/1
11	11	ALAN JACKSON	Monday Morning Church (Arista)	7068	390	2677	+189	227379	14658	9	115/2
10	12	LEANN RIMES	Nothin' 'Bout Love Makes Sense (Asylum/Curb)	6941	-137	2594	+45	232428	-649	14	113/2
14	13	KEITH URBAN	You're My Better Half (Capitol)	6911	564	2471	+237	229544	15999	7	114/2
12	14	BRAD PAISLEY	Mud On The Tires (Arista)	6851	218	2588	+116	227515	9891	12	113/2
13	15	SHEDAISY	Come Home Soon (Lyric Street)	6349	-190	2463	-32	204621	-4245	22	113/1
16	16	REBA MCENTIRE	He Gets That From Me (MCA)	6198	444	2299	+189	196429	15894	15	112/2
18	17	RASCAL FLATTS	Bless The Broken Road (Lyric Street)	5928	910	2048	+362	197680	36711	6	112/4
17	18	BIG & RICH	Holy Water (Warner Bros.)	5402	-34	2054	+11	173327	3115	10	109/2
21	19	JOSH GRACIN	Nothin' To Lose (Lyric Street)	4783	255	1811	+111	148029	12939	13	108/4
19	20	J. BUFFETT f/M. MCBRIDE	Trip Around The Sun (RCA/Mailboat)	4569	-378	1672	-68	135540	-14731	15	108/1
22	21	TRAVIS TRITT f/JOHN MELLENCAMP	What Say You (Columbia)	4040	-216	1525	-73	124955	-2035	14	107/1
23	22	PAT GREEN	Don't Break My Heart Again (Universal/Republic/Mercury)	3709	200	1294	+97	117676	7881	16	87/3
25	23	LEE ANN WOMACK	I May Hate Myself In The Morning (MCA)	3671	787	1299	+278	109634	20627	7	101/6
24	24	BILLY DEAN	Let Them Be Little (Curb)	3638	472	1477	+163	110868	15659	13	95/5
26	25	SUGARLAND	Baby Girl (Mercury)	2952	116	1106	+49	96218	4760	19	79/4
27	26	KATRINA ELAM	No End In Sight (Universal South)	2564	-64	981	+13	75858	-7598	20	85/1
28	27	JAMIE O'NEAL	Trying To Find Atlantis (Capitol)	2364	145	919	+70	69204	7589	9	85/6
30	28	CRAIG MORGAN	That's What I Love About Sunday (BBR)	2218	510	888	+184	64141	15721	6	88/6
29	29	ANDY GRIGGS	If Heaven (RCA)	2205	196	867	+78	68722	9596	7	79/4
33	30	MONTGOMERY GENTRY	Gone (Columbia)	1935	568	700	+178	58888	17889	3	68/12
34	31	TOBY KEITH	Mockingbird (DreamWorks)	1925	613	642	+180	69551	24318	3	60/6
31	32	MIRANDA LAMBERT	Me And Charlie Talking (Epic)	1659	118	669	+58	42009	3879	8	71/2
38	33	JIMMY WAYNE	Paper Angels (DreamWorks)	1630	560	657	+223	51686	20436	4	64/8
32	34	TRACY BYRD	Revenge Of A Middle-Aged Woman (BNA)	1444	28	579	+7	41471	3572	8	60/3
35	35	BLAINE LARSEN	How Do You Get That Lonely (BNA/Giantslayer)	1352	130	503	+44	41539	5598	5	52/2
40	36	TERRI CLARK	The World Needs A Drink (Mercury)	1253	281	521	+57	38156	12313	4	58/7
37	37	SHELLY FAIRCHILD	You Don't Lie Here Anymore (Columbia)	1189	85	546	+56	30901	3926	8	62/1
39	38	JEFF BATES	Long, Slow Kisses (RCA)	1167	136	469	+45	32584	5045	9	55/5
36	39	CATHERINE BRITT	The Upside Of Being Down (RCA)	1069	-106	455	-27	27245	-4214	15	65/0
43	40	JOE NICHOLS	What's A Guy Gotta Do (Universal South)	1015	159	375	+49	27559	4709	3	52/9
41	41	AMY DALLEY	I Would Cry (Curb)	951	31	372	+37	27410	1545	5	49/2
42	42	CHELY WRIGHT	Bumper Of My S.U.V. (Painted Red)	939	36	377	+15	33896	-2261	3	21/2
50	43	BROOKS & DUNN	It's Getting Better All The Time (Arista)	931	479	284	+122	34398	24561	2	47/19
44	44	MARK CHESNUTT	I'm A Saint (Vivaton)	925	177	340	+79	18035	3775	6	39/3
46	45	PHIL VASSAR	I'll Take That As A Yes (The Hot Tub Song) (Arista)	843	238	301	+103	24614	5885	2	38/3
47	46	DAVID LEE MURPHY	Inspiration (Koch)	695	144	313	+49	13356	420	5	35/3
45	47	JULIE ROBERTS	The Chance (Mercury)	602	-35	256	-13	12929	-2507	5	36/0
Debut	48	MARTINA MCBRIDE	God's Will (RCA)	544	266	212	+110	17320	8208	1	37/15
-	49	PAT GREEN	Somewhere Between Texas... (Universal/Republic/Mercury)	471	47	61	+7	14697	1427	4	0/0
Debut	50	TRENT WILLMON	Home Sweet Holiday Inn (Columbia)	364	154	177	+66	7017	2737	1	26/3

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 11/21-11/27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

## Most Added\*

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ARTIST	TITLE LABEL(S)	ADDS
BROOKS & DUNN	It's Getting Better All The Time (Arista)	19
BLUE COUNTRY	Nothin' But Cowboy Boots (Asylum/Curb)	19
MARTINA MCBRIDE	God's Will (RCA)	15
MONTGOMERY GENTRY	Gone (Columbia)	12
JOE NICHOLS	What's A Guy Gotta Do (Universal South)	9
JIMMY WAYNE	Paper Angels (DreamWorks)	8
TERRI CLARK	The World Needs A Drink (Mercury)	7

## Most Increased Points

ARTIST	TITLE LABEL(S)	TOTAL POINT INCREASE
GRETCHEN WILSON	When I Think About Cheatin' (Epic)	+1039
RASCAL FLATTS	Bless The Broken Road (Lyric Street)	+910
LEE ANN WOMACK	I May Hate Myself In The Morning (MCA)	+787
TOBY KEITH	Mockingbird (DreamWorks)	+613
MONTGOMERY GENTRY	Gone (Columbia)	+568
KEITH URBAN	You're My Better Half (Capitol)	+564
JIMMY WAYNE	Paper Angels (DreamWorks)	+560
GARY ALLAN	Nothing On But The Radio (MCA)	+551
CRAIG MORGAN	That's What I Love About Sunday (BBR)	+510
DARRYL WORLEY	Awful, Beautiful Life (DreamWorks)	+504

## Most Increased Plays

ARTIST	TITLE LABEL(S)	TOTAL PLAY INCREASE
GRETCHEN WILSON	When I Think About Cheatin' (Epic)	+378
RASCAL FLATTS	Bless The Broken Road (Lyric Street)	+362
LEE ANN WOMACK	I May Hate Myself In The Morning (MCA)	+278
DARRYL WORLEY	Awful, Beautiful Life (DreamWorks)	+257
TIM MCGRAW	Back When (Curb)	+248
KEITH URBAN	You're My Better Half (Capitol)	+237
JIMMY WAYNE	Paper Angels (DreamWorks)	+223
ALAN JACKSON	Monday Morning Church (Arista)	+189
REBA MCENTIRE	He Gets That From Me (MCA)	+189
CRAIG MORGAN	That's What I Love About Sunday (BBR)	+184

## Breakers

No Songs qualify for Breaker Status this week.

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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December 3, 2004

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	GARY ALLAN Nothing On But The Radio (MCA)	5302	-63	4074	-62	123105	-1310	25	106/0
3	2	TIM MCGRAW Back When (Curb)	5250	37	4109	+40	120231	1260	12	108/0
4	3	KENNY CHESNEY The Woman With You (BNA)	5210	73	4063	+50	118709	2205	15	109/0
5	4	BLAKE SHELTON Some Beach (Warner Bros.)	5161	40	4025	+24	117565	1023	18	109/0
2	5	LONESTAR Mr. Mom (BNA)	4893	-331	3716	-292	113043	-7697	21	104/0
8	6	DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	4369	203	3425	+182	98095	4866	22	109/1
6	7	DIERKS BENTLEY How Am I Doin' (Capitol)	4365	-89	3383	-84	100583	-50	30	103/0
9	8	SHANIA TWAIN W/ BILLY CURRINGTON Party For Two (Mercury)	3943	106	3040	+80	89832	2480	13	108/0
10	9	ALAN JACKSON Monday Morning Church (Arista)	3889	164	3039	+122	87840	3919	9	109/0
11	10	SHEDAISY Come Home Soon (Lyric Street)	3514	105	2734	+74	80985	2490	22	103/0
13	11	BRAD PAISLEY Mud On The Tires (Arista)	3348	166	2648	+152	77679	4387	13	101/0
12	12	LEANN RIMES Nothin' Bout Love Makes Sense (Asylum/Curb)	3323	80	2633	+58	75758	1376	14	107/1
14	13	KEITH URBAN You're My Better Half (Capitol)	3287	211	2558	+172	74875	5165	7	105/0
17	14	GRETCHEN WILSON When I Think About Cheatin' (Epic)	3061	275	2373	+234	68790	7293	7	104/2
16	15	REBA MCENTIRE He Gets That From Me (MCA)	2978	71	2325	+61	68377	1256	15	104/0
15	16	BIG & RICH Holy Water (Warner Bros.)	2974	63	2321	+33	67138	1477	11	108/2
19	17	RASCAL FLATTS Bless The Broken Road (Lyric Street)	2538	290	1964	+210	57474	5726	6	103/2
18	18	J. BUFFETT f/M. MCBRIDE Trip Around The Sun (RCA/Mailboat)	2390	-125	1894	-70	54070	-2919	15	90/0
20	19	JOSH GRACIN Nothin' To Lose (Lyric Street)	2277	110	1754	+76	53435	3180	14	90/2
21	20	TRAVIS TRITT f/JOHN MELLENCAMP What Say You (Columbia)	2046	-81	1506	-71	48583	-2633	13	86/1
22	21	BILLY DEAN Let Them Be Little (Curb)	1948	216	1490	+168	43819	4984	11	92/3
24	22	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	1833	239	1429	+183	40852	6409	7	86/3
23	23	PAT GREEN Don't Break My Heart Again (Universal/Republic/Mercury)	1704	26	1351	+10	36201	907	15	82/0
25	24	JAMIE O'NEAL Trying To Find Atlantis (Capitol)	1474	39	1163	+35	31060	1035	9	86/1
27	25	ANDY GRIGGS If Heaven (RCA)	1398	59	1132	+60	30871	1364	8	74/4
26	26	SUGARLAND Baby Girl (Mercury)	1350	-39	1018	-41	29083	-791	20	61/1
28	27	KATRINA ELAM No End In Sight (Universal South)	1230	-11	1034	+8	25433	-912	19	69/2
34	28	TOBY KEITH Mockingbird (DreamWorks)	1064	277	833	+214	25164	7156	3	61/11
30	29	JIMMY WAYNE Paper Angels (DreamWorks)	1053	166	838	+135	22957	3796	5	76/6
29	30	JEFF BATES Long, Slow Kisses (RCA)	906	-6	741	-11	21615	-128	11	50/0
33	31	JOE NICHOLS What's A Guy Gotta Do (Universal South)	887	82	730	+74	19247	1770	4	60/4
31	32	MARK CHESNUTT I'm A Saint (Vivaton)	884	1	687	+4	17221	124	7	64/1
42	33	BROOKS & DUNN It's Getting Better All The Time (Arista)	876	478	719	+365	17263	9181	2	58/27
38	34	MONTGOMERY GENTRY Gone (Columbia)	872	305	669	+231	19817	6716	3	56/8
32	35	TRACY BYRD Revenge Of A Middle-Aged Woman (BNA)	855	2	666	+5	19264	-66	8	49/1
37	36	CRAIG MORGAN That's What I Love About Sunday (BBR)	823	192	674	+148	18768	4675	5	58/5
35	37	MIRANDA LAMBERT Me And Charlie Talking (Epic)	770	37	587	+23	17060	563	8	49/2
39	38	TERRI CLARK The World Needs A Drink (Mercury)	665	99	549	+63	13294	1288	4	47/1
36	39	SHELLY FAIRCHILD You Don't Lie Here Anymore (Columbia)	653	7	525	+6	14520	197	8	42/1
45	40	CHELY WRIGHT Bumper Of My S.U.V. (Painted Red)	490	200	391	+155	12493	5590	2	31/11
44	41	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	418	114	346	+88	10099	3119	3	32/3
40	42	CATHERINE BRITT The Upside Of Being Down (RCA)	416	-86	315	-71	9692	-1970	16	29/0
41	43	JULIE ROBERTS The Chance (Mercury)	415	-2	347	-1	7875	-7	7	29/0
Debut	44	MARTINA MCBRIDE God's Will (RCA)	382	192	316	+146	7854	4260	1	33/11
43	45	SARA EVANS Tonight (RCA)	357	3	284	+14	7962	-53	5	27/2
48	46	DAVID LEE MURPHY Inspiration (Koch)	299	71	222	+31	7087	1762	7	18/1
46	47	AMY DALLEY I Would Cry (Curb)	298	41	214	+30	6766	1014	4	23/3
Debut	48	ALISON KRAUSS & UNION STATION Restless (Rounder)	276	99	202	+59	6092	1672	1	24/2
47	49	BLAINE LARSEN How Do You Get That Lonely (BNA/Giantslayer)	264	10	229	+20	6077	151	2	24/3
49	50	GLENN CUMMINGS Big (Gulf Coast)	225	7	194	+5	3848	167	5	20/0

109 Country reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.  
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**Most Added**

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ARTIST TITLE LABEL(S)	ADDS
BROOKS & DUNN It's Getting Better All The Time (Arista)	27
TOBY KEITH Mockingbird (DreamWorks)	11
MARTINA MCBRIDE God's Will (RCA)	11
CHELY WRIGHT Bumper Of My S.U.V. (Painted Red)	11
MONTGOMERY GENTRY Gone (Columbia)	8
JIMMY WAYNE Paper Angels (DreamWorks)	6
CRAIG MORGAN That's What I Love About Sunday (BBR)	5
BLUE COUNTY Nothin' But Cowboy Boots (Asylum/Curb)	5
ANDY GRIGGS If Heaven (RCA)	4
JOE NICHOLS What's A Guy Gotta Do (Universal South)	4

**Most Increased Points**

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
BROOKS & DUNN It's Getting Better All The Time (Arista)	+478
MONTGOMERY GENTRY Gone (Columbia)	+305
RASCAL FLATTS Bless The Broken Road (Lyric Street)	+290
TOBY KEITH Mockingbird (DreamWorks)	+277
GRETCHEN WILSON When I Think About Cheatin' (Epic)	+275
LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	+239
BILLY DEAN Let Them Be Little (Curb)	+216
KEITH URBAN You're My Better Half (Capitol)	+211
DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	+203
CHELY WRIGHT Bumper Of My S.U.V. (Painted Red)	+200

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BROOKS & DUNN It's Getting Better All The Time (Arista)	+365
GRETCHEN WILSON When I Think About Cheatin' (Epic)	+234
MONTGOMERY GENTRY Gone (Columbia)	+231
TOBY KEITH Mockingbird (DreamWorks)	+214
RASCAL FLATTS Bless The Broken Road (Lyric Street)	+210
LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	+183
DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	+182
KEITH URBAN You're My Better Half (Capitol)	+172
BILLY DEAN Let Them Be Little (Curb)	+168
CHELY WRIGHT Bumper Of My S.U.V. (Painted Red)	+155

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EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES December 3, 2004

Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of November 24-30.

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
GARY ALLAN Nothing On But The Radio (MCA)	51.0%	82.0%	12.5%	99.0%	3.0%	1.5%
LONESTAR Mr. Mom (BNA)	36.8%	69.3%	18.3%	98.3%	8.3%	2.5%
BRAD PAISLEY Mud On The Tires (Arista)	35.5%	68.8%	19.5%	93.3%	4.0%	1.0%
BLAKE SHELTON Some Beach (Warner Bros.)	35.5%	75.3%	16.5%	97.0%	3.3%	2.0%
DIERKS BENTLEY How Am I Doin' (Capitol)	35.5%	74.3%	16.3%	97.0%	5.3%	1.3%
SHANIA TWAIN w/ BILLY CURRINGTON Party For Two (Mercury)	33.0%	57.0%	18.3%	95.8%	13.5%	7.0%
ALAN JACKSON Monday Morning Church (Arista)	33.0%	71.5%	14.5%	94.5%	6.5%	2.0%
CRAIG MORGAN That's What I Love About Sunday (BBR)	30.8%	65.3%	21.8%	94.5%	6.0%	1.5%
KENNY CHESNEY The Woman With You (BNA)	29.5%	70.0%	19.3%	96.3%	5.8%	1.3%
SHEDAISY Come Home Soon (Lyric Street)	29.3%	63.3%	18.5%	92.5%	7.5%	3.3%
TIM MCGRAW Back When (Curb)	28.3%	67.3%	19.5%	95.8%	7.0%	2.0%
REBA MCENTIRE He Gets That From Me (MCA)	28.3%	62.8%	24.3%	95.5%	5.8%	2.8%
DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	27.0%	63.0%	19.8%	90.5%	5.5%	2.3%
JIMMY WAYNE Paper Angels (DreamWorks)	22.8%	55.3%	15.5%	80.3%	7.5%	2.0%
ANDY GRIGGS If Heaven (RCA)	21.0%	59.3%	21.0%	86.0%	5.3%	0.5%
JOSH GRACIN Nothin' To Lose (Lyric Street)	20.0%	59.3%	24.8%	90.3%	4.8%	1.5%
SUGARLAND Baby Girl (Mercury)	19.0%	58.3%	26.3%	93.0%	7.5%	1.0%
LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	18.8%	56.0%	27.0%	92.3%	7.8%	1.5%
GRETCHEN WILSON When I Think About Cheatin' (Epic)	18.5%	52.8%	21.8%	87.0%	10.0%	2.5%
BLAINE LARSEN How Do You Get That Lonely (BNA/Giantslayer)	17.8%	50.0%	20.3%	79.5%	7.0%	2.3%
TRACY BYRD Revenge Of A Middle-Aged Woman (BNA)	17.3%	50.0%	22.0%	85.5%	10.3%	3.3%
JIMMY BUFFETT f/MARTINA MCBRIDE Trip Around The Sun (RCA/Mailboat)	17.0%	59.8%	24.8%	92.0%	7.0%	0.5%
KEITH URBAN You're My Better Half (Capitol)	16.0%	54.0%	25.3%	89.5%	8.5%	1.8%
LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	15.8%	53.3%	22.8%	85.8%	8.5%	1.3%
BILLY DEAN Let Them Be Little (Curb)	15.5%	48.8%	24.3%	85.8%	9.5%	3.3%
TRAVIS TRITT f/JOHN MELLENCAMP What Say You (Columbia)	15.5%	55.5%	23.8%	89.8%	9.3%	1.3%
KATRINA ELAM No End In Sight (Universal South)	15.5%	52.5%	33.3%	92.5%	5.0%	1.8%
RASCAL FLATTS Bless The Broken Road (Lyric Street)	14.8%	49.0%	25.8%	85.5%	9.3%	1.5%
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	12.5%	39.3%	26.8%	81.5%	12.8%	2.8%
TOBY KEITH Mockingbird (DreamWorks)	12.0%	25.0%	19.5%	74.0%	18.0%	11.5%
BIG & RICH Holy Water (Warner Bros.)	11.5%	34.0%	28.0%	80.3%	14.5%	3.8%
PAT GREEN Don't Break My Heart Again (Universal/Republic/Mercury)	11.0%	50.3%	27.3%	84.8%	6.5%	0.8%
CATHERINE BRITT The Upside Of Being Down (RCA)	10.5%	39.3%	33.3%	85.8%	11.0%	2.3%
MONTGOMERY GENTRY Gone (Columbia)	8.5%	30.5%	21.0%	70.5%	14.0%	5.0%
MIRANDA LAMBERT Me And Charlie Talking (Epic)	7.3%	32.0%	26.5%	78.8%	16.3%	4.0%

**CALLOUT AMERICA®  
HOT SCORES**

**P**assword of the Week: Wilson.  
Question of the Week: Will you be traveling during this holiday season? If so, how? How far will you be traveling?  
Total  
Yes: 32%  
Driving: 25%  
Flying: 6%  
Bus, train, other: 1%  
100 miles or less: 8%  
100-500 miles: 18%  
500+ miles: 6%  
Don't plan to travel: 68%  
P1  
Yes: 31%  
Driving: 26%  
Flying: 5%  
Bus, train, other: 0%  
100 miles or less: 9%  
100-500 miles: 17%  
500+ miles: 5%  
Don't plan to travel: 69%  
P2  
Yes: 33%  
Driving: 21%  
Flying: 9%  
Bus, train, other: 3%  
100 miles or less: 6%  
100-500 miles: 17%  
500+ miles: 10%  
Don't plan to travel: 67%  
Male  
Yes: 34%  
Driving: 26%  
Flying: 7%  
Bus, train, other: 1%  
100 miles or less: 9%  
100-500 miles: 18%  
500+ miles: 7%  
Don't plan to travel: 66%  
Female  
Yes: 30%  
Driving: 23%  
Flying: 6%  
Bus, train, other: 1%  
100 miles or less: 8%  
100-500 miles: 17%  
500+ miles: 5%  
Don't plan to travel: 70%

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot, In Fact It's One Of My Favorites b) I Like It c) It's Okay...Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female... 1/3rd each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. **NORTHEAST:** Washington, DC., Harrisburg, PA., Providence, Rochester, NY, Springfield, MA, Hartford, Portland, ME, Portsmouth, NH. **SOUTHEAST:** Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL, Charleston, SC, Jackson, MS. **MIDWEST:** Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI, Ft Wayne, IN, Rockford, IL, Indianapolis. **SOUTHWEST:** Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette, LA, San Antonio. **WEST:** Portland, OR, Salt Lake City, Fresno, Bakersfield, Spokane, WA, Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2003 R&R Inc. © 2003 Bullseye Marketing Research Inc.

**RULE # 1**  
**"Always treat the customer right, because if you don't, someone else will."**

**RULE # 2**  
**Don't forget rule #1.**

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We now serve over 2,500 clients  
in radio, television and  
the recording industry.



**RateTheMusic.com**  
BY RESEARCH

America's Best Testing Country Songs 12+  
For The Week Ending 11/19/04

Artist Title (Label)	TW	LW	Famil.	Burn	Per. 25-54	W 25-54	M 25-54
BLAKE SHELTON Some Beach (Warner Bros.)	4.3	4.4	97%	17%	4.42	4.48	4.38
TIM MCGRAW Back When (Curb)	4.24	4.29	96%	17%	4.27	4.24	4.29
GARY ALLAN Nothing On But The Radio (MCA)	4.23	4.21	97%	16%	4.26	4.47	4.12
KENNY CHESNEY The Woman With You (BNA)	4.16	4.16	92%	19%	4.14	4.17	4.12
DIERKS BENTLEY How Am I Doin' (Capitol)	4.11	4.10	97%	26%	4.08	4.10	4.06
LONESTAR Mr. Mom (BNA)	4.08	4.14	98%	34%	4.11	4.16	4.08
BROOKS & DUNN That's What It's All About (Arista)	4.07	4.07	97%	20%	4.09	4.15	4.05
SHEDDISY Come Home Soon (Lyric Street)	4.07	3.99	91%	17%	4.09	4.26	3.98
BRAD PAISLEY Mud On The Tires (Arista)	4.06	4.12	89%	13%	4.05	4.12	4.00
JOSH GRACIN Nothin' To Lose (Lyric Street)	4.03	4.01	85%	7%	4.02	4.21	3.92
GRETCHEN WILSON When I Think About Cheatin' (Epic)	3.99	4.04	90%	15%	4.02	4.25	3.89
ALAN JACKSON Monday Morning Church (Arista)	3.97	4.09	85%	14%	4.04	4.20	3.96
DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	3.97	4.08	84%	15%	4.00	4.04	3.97
KEITH URBAN You're My Better Half (Capitol)	3.97	4.10	70%	7%	3.97	4.26	3.80
REBA MCENTIRE He Gets That From Me (MCA)	3.95	4.12	93%	22%	4.05	4.06	4.05
PHIL VASSAR In A Real Love (Arista)	3.92	4.03	95%	20%	3.83	4.02	3.87
RASCAL FLATTS Bless The Broken Road (Lyric Street)	3.91	3.95	66%	9%	3.95	4.24	3.77
JIMMY BUFFETT... Trip Around The Sun (RCA/Mailboat)	3.89	3.83	77%	14%	3.87	3.88	3.87
KATRINA ELAM No End In Sight (Universal South)	3.89	3.76	58%	8%	3.88	3.8	3.88
ANDY GRIGGS If Heaven (RCA)	3.88	-	45%	5%	3.82	4.18	3.78
SUGARLAND Baby Girl (Mercury)	3.86	3.82	64%	9%	3.91	3.9	3.88
LILLY DEAN Let Them Be Little (Curb)	3.84	3.99	56%	9%	3.91	4.13	3.78
LEE ANN WOMACK I May Hate Myself In The... (MCA)	3.84	3.77	55%	7%	3.85	3.88	3.84
LEANN RIMES Nothin' Bout Love Makes... (Asylum/Curb)	3.82	3.84	85%	14%	3.84	3.85	3.84
PAT GREEN Don't Break My... (Universal/Republic/Mercury)	3.82	3.71	66%	12%	3.85	3.88	3.82
TOBY KEITH Stays In Mexico (DreamWorks)	3.80	3.73	99%	40%	3.87	3.96	3.82
T. TRITT H.J. MELLENCAMP What Say You (Columbia)	3.67	3.73	79%	19%	3.75	3.79	3.74
BIG & RICH Holy Water (Warner Bros.)	3.66	3.64	85%	19%	3.58	3.61	3.56
SHANIA TWAIN... Party For Two (Mercury)	3.65	3.76	97%	31%	3.70	3.75	3.68

Total sample size is 404 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 918-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

**R&R COUNTRY TOP 30**

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	LONESTAR Mr. Mom (BNA)	525	-48	8	8/0
2	2	TIM MCGRAW Back When (Curb)	513	+21	8	16/0
4	3	KENNY CHESNEY The Woman With You (BNA)	488	+27	12	18/0
6	4	LEANN RIMES Nothin' Bout Love... (Asylum/Curb)	458	-2	9	17/0
1	5	BLAKE SHELTON Some Beach (Warner Bros.)	454	+13	12	12/0
5	6	CAROLYN DAWN JOHNSON Head Over... (Arista)	443	-18	9	18/0
9	7	GEORGE CANYON I'll Never Do... (Universal/South)	441	-2	12	19/0
7	8	SHANIA TWAIN... Party For Two (Mercury)	436	-13	11	18/0
11	9	GARY ALLAN Nothing On But The Radio (MCA)	410	-17	17	17/1
12	10	BIG & RICH Holy Water (Warner Bros.)	394	+17	7	16/0
3	11	BROOKS & DUNN That's What It's All About (Arista)	393	-78	19	7/0
14	12	KEITH URBAN You're My Better Half (Capitol)	389	+23	4	11/0
13	13	JOHNNY REID You Still Own Me (Open Road/Universal)	377	+9	12	18/0
16	14	BRAD PAISLEY Mud On The Tires (Arista)	373	+28	8	14/0
1	15	DOC WALKER Forgive Me... (Open Road/Universal)	360	+33		10
20	16	ALAN JACKSON Monday Morning Church (Arista)	353	+33	5	10/0
8	17	TOBY KEITH Stays In Mexico (DreamWorks)	353	-96	15	17/0
17	18	JIMMY BUFFETT... Trip Around The Sun (RCA/Mailboat)	321	-20	10	16/0
22	19	REBA MCENTIRE He Gets That From Me (MCA)	309	+3	5	14/0
15	20	PAUL BRANDT Convoy (Orange/Universal)	308	-47	13	16/0
27	21	GRETCHEN WILSON When I Think About Cheatin' (Epic)	305	-67		12/0
26	22	LISA HEWITT One Of These Goodbyes (Independent)	284	+33	6	14/0
24	23	DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	278	+14	3	9/0
23	24	CHRIS CUMMINGS Not Again (Warner Bros.)	278	+10	5	13/2
21	25	PHIL VASSAR In A Real Love (Arista)	263	-51	14	6/0
25	26	DIERKS BENTLEY How Am I Doin' (Capitol)	244	-13	12	12/0
29	27	JASON MCCOY I Lie (Open Road/Universal)	227	+25	2	9/0
19	28	GEORGE STRAIT I Hate Everything (MCA)	216	-111	20	17/0
30	29	JAKE MATHEWS Signs Of You... (Open Road/Universal)	192	+15	3	10/1
28	30	J.R. VANTOUR U Make Me Love U (Busy Music)	183	-30	7	8/0

20 Canadian Cou reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. ♦ Indicates Cancon © 2004, R&R, Inc.

**2004's Top Local Tunes....**

Continued from Page 38

**Julie Stevens**

**PD, KRZY/San Jose**

1. "I Want To Do It All" by Terri Clark: "This song tested huge for us."

2. "If You Ever Stop Loving Me" by Montgomery Gentry

3. "Men Don't Change" by Amy Dalley: "The biggest surprise of the year. This song wasn't a hit nationally, but it tested No. 1 or No. 2 in our callout for three months solid."

Breakthrough Artist: Rascal Flatts. "Without a doubt, the biggest breakthrough artist for our market. Before this year they were a 'B' act. Then they released 'These Days' and just exploded. They sold 6,000 tickets for a show here and a boatload of albums — not to mention the great tests we always get on their music.

"One other thing: I have been extraordinarily surprised at how well Julie Roberts has sold here. She's sold 6,000 CDs so far, and the San Jose SoundScan had the largest debut for her CD. That was one we heard, liked and added, and it paid off big."



Julie Stevens

**Bubba Taylor**

**MD/afternoon driver, KUPL/Portland, OR**

1. "Days Go By" by Keith Urban: "Keith played our 19th KUPL Listener Appreciation Concert last August in front of 34,000 KUPL listeners, and he's kept our phones hot since."

2. "Live Like You Were Dying" by Tim McGraw: "This is such a relatable song. It touched our listeners' hearts and reminded us to stop and smell the roses and enjoy life to the fullest. Stores couldn't keep the CD on the shelves."

3. "She Thinks She Needs Me" by Andy Griggs: "This has been one of the year's best-testing songs. It gets tons of requests on *Couple After Dark With Wingnut*. It seems to say what many of our listeners feel."

Breakthrough Artist: Dierks Bentley. "If you were wondering how Dierks is doin', he's doin' great in Portland. He's no longer a faceless artist; our audience knows his name, his songs and his face. His concerts are filled with many new country listeners, mostly girls in white tank tops. And he's done it with only three singles under his belt."



Rick Taylor

**New & Active**

**RANDY TRAVIS** Four Walls (Word/Warner Bros.)  
Total Plays: 166, Total Stations: 29, Adds: 2

**SARA EVANS** Tonight (RCA)  
Total Plays: 151, Total Stations: 27, Adds: 4

**ALISON KRAUSS & UNION STATION** Restless (Rounder)  
Total Plays: 113, Total Stations: 19, Adds: 0

**KENI THOMAS** Not Me (Independent)  
Total Plays: 41, Total Stations: 12, Adds: 4

**BLUE COUNTY** Nothin' But Cowboy Boots (Asylum/Curb)  
Total Plays: 19, Total Stations: 20, Adds: 19







jkertes@radioandrecords.com

PART TWO OF A TWO-PART SERIES

# AC Report Card

A post-summer-Arbitron review

Last week R&R talked with McVay Media President Mike McVay about the summer Arbitron numbers and how AC can bounce back from what many described as a dismal ratings period. As McVay noted, AC listeners had plenty of distractions during the summer book, including the war in Iraq and the presidential election.

McVay also observed that many listeners have the mind-set that if they tune out for a while, they won't miss much from their AC station. This week he addresses how air talent, promotions and marketing can help change that mind-set and increase day-to-day listening.

**R&R:** Historically, AC was supposed to be background, and the voices behind the mikes were more like announcers. How has that changed?

**MM:** Adult Contemporary faces a challenge in that, by the mere nature of its positive benefit as a "background station," it creates the illusion that "If I don't listen, I won't miss anything." What will you do on your AC station to drive listeners to it on a daily basis? I am of the belief that personality is an important attribute of AC and that the best air talent bring people back on a daily basis.

Mornings is the most creative daypart there is, as far as I'm concerned. I love talent. The morning show has to be designed to create day-to-day tune-in. Start listeners'

days with survival information, but put a smile on their faces as you do it. Provide them with the entertainment news and gossip that they feel they must have in order not to miss something.

Present legitimate news and information in a compact package that will let listeners know that they can stay tuned to your station in these troublesome times; they need not go on a scavenger hunt for information when listening to a music FM.

**R&R:** How personality-driven and entertaining should other dayparts be to entice day-to-day listening?

**MM:** Air personalities through midday and afternoon drive should serve as companions. They are there to help you through the workday and get you through the afternoon, serving as a decompression chamber back into the real world. Night-time programs, be they live or syndicated, should be designed to take advantage of the audience available.

There are a number of nationally syndicated shows that can create day-to-day tune-in. The newly syndicated and highly successful

*John Tesh Radio Show* provides information for listeners' lifestyles wrapped in the blanket of a lot of music. It's already on more than 150 radio stations. The highly successful Premiere Radio Networks product *Delilah* is designed to create a compelling reason for women to listen to their radios.

The entertainment elements of the Alan Kabel radio program [from Jones Radio Networks] serve Hot AC as a way to move listeners from afternoon drive into the nighttime. Leeza Gibbons has a new Hot AC show that's on Westwood One. Even Marie Osmond has a syndicated radio show.

**"Our radio stations should 'run for office' as politicians do. If the ratings survey is really a popularity contest — and that's what elections are — then we need to get our radio stations 'elected.'"**

There are also overnight syndicated shows available in the AC and Country arenas. They're both used the same way. Overnight listening is like that of a midday show. It is interesting to note that in many markets morning drive and evenings have become the two personality anchors for the stations. ACs need the nights to help bolster the overall Monday-Sunday, 6am-midnight numbers.

**R&R:** Can on-air promotions have an impact on day-to-day listening?

**MM:** They can impact listening habits. Many people look at the ratings — Arbitron in the U.S. and BBM in Canada — as 12-week surveys, but, in reality, we've learned that they are 12 one-week surveys.

A contest can build ratings if it encourages the average listener to

## Challenges Facing AC Radio

It is evident from the summer Arbitron numbers that AC radio is in a bit of a lull. It is a challenging task to balance familiarity and freshness while giving your listeners reasons to stay tuned.

Tackle these issues, and you may see some positive results:

- Provide a safe haven from the worries of the world.
- Deal with lower passion scores in music research.
- Avoid playing high-burn songs that endanger TSL.
- Address the dilemma of the lack of format-exclusive artists.
- Change the "If I don't listen, I won't miss anything" listener mind-set.

make more appointments for tune-in. Get them to come back for more "sittings," and you'll see your TSL grow. It's not so much how long they listen once, but how many times you can get them to come back and listen.

**R&R:** How have AC promotions evolved?

**MM:** They're more sophisticated. We've grown beyond simple "call in to win" contests to games of skill and more lifestyle-oriented promotions. And we've become very focused on making our female listeners' lives easier and safer.

**R&R:** How can marketing dollars best be spent at AC?

**MM:** Our radio stations should "run for office" as politicians do. If the ratings survey is really a popularity contest — and that's what elections are — then we need to get our radio stations "elected" by direct marketing that sells a message, mass marketing that creates interest and builds popularity, and street-level marketing to answer the objections and sell the benefit of your station. Those are the three faces of a political campaign.

We recently reconnected with an old radio friend, Gary Donohue. He's a marketing man who has spent the last year involved in politics as a consultant. We're working with him to learn how we can increase the profile of our radio clients — without breaking the bank — and get them elected in the race for ratings.

No one has extra money lying around, yet AC is a background format, so we have to find new ways to make it high enough in profile to

be memorable. That's what we're working on now.

**R&R:** Will AC recover from these challenging times?

**MM:** The health of AC is good. It is not great; it's good. It will be better when we learn to address the elements of variety and how to keep listeners tuned in daily. Focusing more of our energies on producing the sound of the station; making it memorable, to go beyond being a background format; and committing to personalities are all part of the cure for what ails AC.

**"I am of the belief that personality is an important attribute of AC and that the best air talent bring people back on a daily basis."**

Oh — and always, always, always ignore the summer numbers. There are too many unknown factors at play for adult stations during June, July and August.

*Mike McVay is founder and President of McVay Media, a full-service consultancy serving AC, Country, CHR, Oldies, Rock, Sports and News/Talk radio stations. You can contact him at 440-892-1910 or mcvaymedia@aol.com, or visit www.mcvaymedia.com.*



Mike McVay



**CD CELEBRATION** This pic was taken at the AOL Music Live event with Rod Stewart on the eve of the release of *Stardust* — The Great American Songbook, Vol. III. Seen here are (l-r) then-AOL Music VP/GM Evan Harrison; Stewart; BMG North America Chairman/CEO Clive Davis; and Stewart's manager, Arnold Stietel.



**LOEB VISITS THE POINT** Lisa Loeb recently stopped by the studios at KPTE (The Point)/Durango, CO. Seen here are (l-r) KPTE OM/PD Scott Matthews, Loeb and KPTE afternoon host Mark Duggan.



# RAC TOP 30

December 3, 2004

**POWERED BY**  
**MEDIABASE**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	LOS LONELY BOYS Heaven (Dr Music/Epic)	937	-275	69731	26	51/0
2	2	KEITH URBAN You'll Think Of Me (Capitol)	785	-274	47449	28	56/0
4	3	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	745	-198	45416	14	54/0
6	4	PHIL COLLINS Don't Let Him Steal Your Heart Away (Atlantic)	685	-162	43737	12	54/0
5	5	MAROON 5 This Love (Octone/JRMG)	670	-189	50982	32	50/0
3	6	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	649	-216	40694	48	55/0
7	7	HALL & OATES I'll Be Around (U-Watch)	607	-174	38253	13	53/0
8	8	ELTON JOHN Answer In The Sky (Universal)	590	-132	30006	13	51/0
10	9	SEAL Love's Divine (Warner Bros.)	461	-200	33899	44	45/0
15	10	MAROON 5 She Will Be Loved (Octone/JRMG)	431	-18	39156	8	33/1
9	11	MARTINA MCBRIDE This One's For The Girls (RCA)	417	-207	32611	46	52/0
13	12	KELLY CLARKSON Breakaway (Hollywood)	385	-53	40668	11	29/0
12	13	TIM MCGRAW Live Like You Were Dying (Curb)	384	-167	17171	10	46/0
14	14	HOOBASTANK The Reason (Island/IDJMG)	382	-86	29065	24	29/1
11	15	KIMBERLEY LOCKE 8th World Wonder (Curb)	363	-169	19398	35	44/0
19	16	JOHN MAYER Daughters (Aware/Columbia)	330	-31	26665	7	40/1
16	17	ALICIA KEYS If I Ain't Got You (JRMG)	330	-101	18117	16	40/0
22	18	JOSH GROBAN Believe (Reprise)	303	+197	22605	3	37/5
17	19	JOSH GROBAN Remember When It Rained (143/Reprise)	295	-65	12883	19	37/0
18	20	MICHAEL McDONALD Reach Out, I'll Be There (Motown/Universal)	272	-98	18754	9	36/0
20	21	RDD STEWART f/STEVIE WONDER What A Wonderful World (JRMG)	250	-53	17102	6	39/0
Debut	22	FIVE FOR FIGHTING Silent Night (Columbia)	164	+156	7403	1	6/4
23	23	KATRINA CARLSON Drive (Kataphonic)	162	-43	2961	8	34/0
Debut	24	LEANN RIMES Rockin' Around The Christmas Tree (Curb)	157	+148	6823	1	16/8
21	25	CELINE DION Beautiful Boy (Epic)	152	-34	9327	7	22/0
27	26	SHANIA TWAIN w/ MARK MCGRATH Party For Two (Mercury/IDJMG)	149	-5	6017	3	28/2
25	27	LIONEL RICHIE Long Long Way To Go (Island/IDJMG)	122	-11	4791	5	24/0
26	28	SIMPLY RED Home (simplyred.com/Red Ink)	118	-7	2987	6	30/0
Debut	29	JAMES TAYLOR Deck The Halls (Columbia)	114	+108	5442	1	1/0
Debut	30	JESSICA SIMPSON Let It Snow! Let It Snow! Let It Snow! (Columbia)	110	+108	4666	1	4/3

59 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

## New & Active

**JIM BRICKMAN f/ROCH VOISINE** My Love Is Here (Windham Hill/RMG)  
 Total Plays: 108, Total Stations: 22, Adds: 1

**CHRISTINE MCVIE** Friend (Koch)  
 Total Plays: 98, Total Stations: 18, Adds: 1

**RICHARD MARX** Ready To Fly (Manhattan/EMC)  
 Total Plays: 75, Total Stations: 17, Adds: 2

**RAY CHARLES f/DIANA KRALL** You Don't Know Me (Concord)  
 Total Plays: 68, Total Stations: 18, Adds: 2

**RDD STEWART** Baby, It's Cold Outside (JRMG)  
 Total Plays: 44, Total Stations: 13, Adds: 8

**RUBEN STUDDARD** I Need An Angel (JRMG)  
 Total Plays: 41, Total Stations: 14, Adds: 1

**CLAY AIKEN** Winter Wonderland (RCA/RMG)  
 Total Plays: 10, Total Stations: 9, Adds: 7

**CYNDI LAUPER** Silent Night (Epic)  
 Total Plays: 8, Total Stations: 7, Adds: 6

## Most Added®

[www.radd.com](http://www.radd.com)

ARTIST TITLE LABEL(S)	ADDS
LEANN RIMES Rockin' Around The Christmas Tree (Curb)	8
RDD STEWART Baby, It's Cold Outside (JRMG)	8
CLAY AIKEN Winter Wonderland (RCA/RMG)	7
CYNDI LAUPER Silent Night (Epic)	6
JOSH GROBAN Believe (Reprise)	5
FIVE FOR FIGHTING Silent Night (Columbia)	4
NICHOLAS JONAS Joy To The World... (Daylight/INO/Columbia)	4
DAVID YOUNG Deck The Halls (Universe Music)	4
JESSICA SIMPSON Let It Snow! Let It Snow!... (Columbia)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JOSH GROBAN Believe (Reprise)	+197
JAMES TAYLOR Have Yourself A Merry... (Columbia)	+163
FIVE FOR FIGHTING Silent Night (Columbia)	+156
LEANN RIMES Rockin' Around The Christmas Tree (Curb)	+148
JOSH GROBAN O Holy Night (143/Reprise)	+130
JESSICA SIMPSON Let It Snow! Let It Snow!...! (Columbia)	+108
JAMES TAYLOR Deck The Halls (Columbia)	+108
CLAY AIKEN & KIMBERLEY LOCKE Silver Bells (RCA/RMG)	+108
TRANS-SIBERIAN ORCHESTRA Christmas Canon Rock (Lava)	+104
MICHAEL BUBLE The Christmas Song (143/Reprise)	+96

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DIDD White Flag (Arista/RMG)	528
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	459
MICHAEL McDONALD Ain't No Mountain High Enough (Motown)	459
TRAIN Calling All Angels (Columbia)	437
UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	417
MATCHBOX TWENTY Unwell (Atlantic)	375
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	370
SANTANA f/MICHELLE BRANCH The Game Of Love (Arista/RMG)	310
3 DOORS DOWN Here Without You (Republic/Universal)	308
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	302
JOSH GROBAN You Raise Me Up (143/Reprise)	286
SHERYL CROW Soak Up The Sun (A&M/Interscope)	258

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



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

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, W 25-54, W 25-34, W 35-54. Lists top performing AC songs like 'In My Daughter's Eyes' and 'You'll Think Of Me'.

Total sample size is 278 respondents. Total average favorability estimates are based on a scale of 1-5... RateTheMusic.com data is provided by Mediabase Research...



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 like 'She Will Be Loved' and 'Heaven'.

22 Canadian AC reporters. Monitored airplay data supplied by Mediabase Research... Songs unreported as adds do not count toward overall total stations playing a song.

Reporters

Stations and their adds listed alphabetically by market

Grid of station call letters and their current adds for various markets across the US and Canada, including Albany, Anchorage, Baton Rouge, Boston, and many others.



\*Monitored Reporters

78 Total Reporters

59 Total Monitored

19 Total Indicator

Did Not Report, Playlist Frozen (7): KEZA/Fayetteville, AR; KGBX/Springfield, MO; KSBL/Santa Barbara, CA; WGNW/Wilmington, NC; WHOM/Portland, ME; WSWT/Poeria, IL; WZID/Manchester, NH



# R&R HOT AC TOP 40

December 3, 2004

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MAROON 5 She Will Be Loved (Octone/J/RMG)	3366	-179	234699	23	91/0
3	2	JOHN MAYER Daughters (Aware/Columbia)	2970	-49	188924	15	90/0
4	3	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	2937	+10	212077	8	91/0
2	4	FINGER ELEVEN One Thing (Wind-up)	2928	-330	217097	30	87/0
7	5	KELLY CLARKSON Breakaway (Hollywood)	2599	-6	184183	17	75/1
6	6	RYAN CABRERA On The Way Down (E.V.L.A./Atlantic)	2546	-7	156505	18	83/0
8	7	BOWLING FOR SOUP 1985 (Silvertone/Jive/Zomba)	2518	-12	169436	18	80/0
5	8	AVRIL LAVIGNE My Happy Ending (Arista/RMG)	2435	-207	137659	19	82/0
11	9	SWITCHFOOT Dare You To Move (Red Ink/Columbia)	2263	+35	137295	11	80/0
12	10	LENNY KRAVITZ Lady (Virgin)	2234	-6	153640	13	84/2
10	11	LOS LONELY BOYS Heaven (Dr Music/Epic)	2011	-235	165575	37	85/0
9	12	HOOBASTANK The Reason (Island/IDJMG)	1974	-263	137875	41	91/0
15	13	U2 Vertigo (Interscope)	1803	+130	129812	10	71/0
14	14	SEETHER f/AMY LEE Broken (Wind-up)	1695	-29	97477	20	70/1
13	15	DURAN DURAN (Reach Up For The) Sunrise (Epic)	1578	-242	91760	13	82/0
17	16	LOS LONELY BOYS More Than Love (Dr Music/Epic)	1422	+88	78864	11	73/0
16	17	HOWIE DAY Collide (Epic)	1415	+62	86575	16	57/1
19	18	KILLERS Somebody Told Me (Island/IDJMG)	1284	0	69897	16	54/1
20	19	HOOBASTANK Disappear (Island/IDJMG)	1120	+33	48684	6	67/3
18	20	ASHLEE SIMPSON Pieces Of Me (Geffen)	983	-268	55516	18	60/0
24	21	NELLY f/TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	898	+259	40934	4	34/5
22	22	CALLING Anything (RCA/RMG)	780	+63	22419	8	49/2
21	23	SARAH MCLACHLAN World On Fire (Arista/RMG)	759	-229	51870	19	53/0
23	24	INGRAM HILL Will I Ever Make It Home (Hollywood)	696	+32	29303	14	41/1
25	25	KEANE Somewhere Only We Know (Interscope)	676	+85	29977	7	47/8
26	26	JET Look What You've Done (Atlantic)	506	+4	14930	6	36/3
27	27	GWEN STEFANI What You Waiting For? (Interscope)	462	-33	30318	8	20/0
31	28	LOW MILLIONS Eleanor (Manhattan/EMC)	435	+36	11355	6	32/2
30	29	LINKIN PARK Breaking The Habit (Warner Bros.)	419	+6	25889	13	15/0
33	30	SIMPLE PLAN Welcome To My Life (Lava)	409	+93	20814	3	31/4
28	31	RICHARD MARX Ready To Fly (Manhattan/EMC)	407	-29	12138	4	39/0
29	32	JOHN MELLENCAMP Walk Tall (Island/IDJMG)	404	-22	19192	9	32/0
35	33	MAROON 5 Sunday Morning (Octone/J/RMG)	403	+138	26804	2	19/3
32	34	BLACK EYED PEAS Let's Get It Started (A&M/Interscope)	379	-22	21380	7	10/0
36	35	ANNA NALICK Breathe (2am) (Columbia)	355	+94	10326	2	33/4
Debut	36	GREEN DAY Boulevard Of Broken Dreams (Reprise)	312	+117	12764	1	27/12
37	37	LIVE We Deal In Dreams (Radioactive/Geffen)	260	+19	5239	4	22/0
34	38	MINDY SMITH Come To Jesus (Vanguard)	253	-15	6694	5	23/1
38	39	ASLYN Be The Girl (Capitol)	220	+19	3934	2	26/1
39	40	MARC BROUSSARD Where You Are (Island/IDJMG)	174	-40	5253	6	19/0

## Most Added<sup>®</sup>

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ARTIST TITLE LABEL(S)	ADDS
GREEN DAY Boulevard Of Broken Dreams (Reprise)	12
KEANE Somewhere Only We Know (Interscope)	8
NELLY f/T. MCGRAW Over... (Derrty/Fo' Reel/Curb/Universal)	5
ANNA NALICK Breathe (2am) (Columbia)	4
SIMPLE PLAN Welcome To My Life (Lava)	4

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NELLY f/T. MCGRAW Over... (Derrty/Fo' Reel/Curb/Universal)	+259
MAROON 5 Sunday Morning (Octone/J/RMG)	+138
U2 Vertigo (Interscope)	+130
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+117
ANNA NALICK Breathe (2am) (Columbia)	+94
SIMPLE PLAN Welcome To My Life (Lava)	+93
LOS LONELY BOYS More Than Love (Dr Music/Epic)	+88
KEANE Somewhere Only We Know (Interscope)	+85
CALLING Anything (RCA/RMG)	+63
HOWIE DAY Collide (Epic)	+62

## New & Active

**RACHAEL YAMAGATA** Worn Me Down (RCA Victor)  
Total Plays: 166, Total Stations: 20, Adds: 2

**SCISSOR SISTERS** Laura (Universal)  
Total Plays: 103, Total Stations: 12, Adds: 0

**JOSS STONE** Right To Be Wrong (S-Curve/EMC)  
Total Plays: 91, Total Stations: 9, Adds: 1

**BUTTERFLY BOUCHER** I Can't Make Me (A&M/Interscope)  
Total Plays: 78, Total Stations: 9, Adds: 0

**TIM MCGRAW** Live Like You Were Dying (Curb)  
Total Plays: 71, Total Stations: 10, Adds: 1

**ELLIE LAWSON** Gotta Get Up From Here (Atlantic)  
Total Plays: 55, Total Stations: 11, Adds: 3

**JAMIE CULLUM** High And Dry (Verve/Universal)  
Total Plays: 51, Total Stations: 9, Adds: 1

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

92 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

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

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, W 18-34, W 18-24, W 25-34. Lists top songs like Maroon 5 'She Will Be Loved' and Kelly Clarkson 'Breakaway'.

Total sample size is 401 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much).



HOT AC TOP 30



Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, WEEKS ON CHART, TOTAL STATIONS. Lists top songs like Kelly Clarkson 'Breakaway' and U2 'Vertigo'.

23 Canadian Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks.

Reporters

Stations and their adds listed alphabetically by market

Grid of station call letters and reporter names for various markets including Akron, Albany, Albuquerque, Allentown, Anchorage, Atlanta, Austin, Baltimore, Bakersfield, Baton Rouge, Bismarck, Boise, Boston, Buffalo, Butte, Charlotte, Chicago, Cincinnati, Cleveland, Colorado Springs, Columbia, Columbus, Dallas, Dayton, Denver, Des Moines, Detroit, Evansville, Fayetteville, Fresno, Fort Worth, Fort Wayne, Grand Rapids, Greensboro, Harrisburg, Hartford, Henderson, Houston, Indianapolis, Jacksonville, Kansas City, Knoxville, Las Vegas, Little Rock, Louisville, Los Angeles, Louisville, Madison, Miami, Milwaukee, Minneapolis, Mobile, Montgomery, Nashville, New York, Norfolk, Omaha, Oklahoma City, Orlando, Owensboro, Palm Springs, Phoenix, Portland, Raleigh, Reno, Richmond, Rochester, Sacramento, St. Louis, St. Paul, Tallahassee, Tampa, Toledo, Tucson, Tulsa, Utica, Washington DC, Wichita, Worcester, Youngstown.



107 Total Reporters

92 Total Monitored

15 Total Reporter

Did Not Report, Playlist Frozen (4): KEHK/Eugene, OR; KMXS/Anchorage, AK; WBWZ/Poughkeepsie, NY; WMT/Cedar Rapids, IA





# CD101.9's New Position: New York Chill

Blake Lawrence says radio doesn't have to be the 'same old shit'

**N**oon, Nov. 22: WQCD (CD101.9)/New York came on the air playing Mr. Scruff's "Get a Move On" (that great tune from the Lincoln Navigator TV campaign) with no jocks and a new position: New York Chill.

Following Emmis/New York VP/GM Barry Mayo's recruitment of esteemed Smooth Jazz and Dance PD Blake Lawrence, rumors of 'QCD's impending flip to Chill spread like wildfire. In this exclusive interview, Lawrence offers the lowdown on the evolution of Smooth Jazz in America's top market.

**R&R:** Why did you leave XM to return to terrestrial radio?

**BL:** I loved my time at XM because there was so much brilliance in the building: Lee Abrams, Dave Logan and Steve Harris. It was magical to see people excited about radio again. They'd been through their radio wars, XM represented a fresh beginning for them, and they passed that excitement on to us.

It was great to create something from scratch, but in a new business with a small staff, where you have to do everything yourself, creativity soon gives way to maintenance. The opportunity Barry Mayo gave me to come to WQCD was a chance to be creative again.

**R&R:** What about the WQCD situation convinced you to make the move?

**BL:** It wasn't the same old shit. Emmis is a good company, and they think for themselves. They're willing to try new things to achieve their goals. At first Barry and I made CDs for one another to share our visions. They're pretty funny to listen to today, because we've come such a long way in defining where we want to go and how far.

**R&R:** When I saw you in New York recently and told you how much I loved the station, you said I was hearing a "patch-up job, not what's next." Now that you've launched "what's next," describe the retooled CD101.9.

**BL:** There was speculation that we were going to blow up Smooth Jazz totally, and that did not happen. We've gone to a mixture of 70% of the tested, proven smooth jazz library we had before and 30% in the chill direction. There is a huge universe of chill music, and we're not trying to hit all of it, but definitely the jazzier stuff that

fits the mood we've always tried to set with the radio station.

**R&R:** Is chill the spice in your new mix—a new note or an overtone?

**BL:** It's a compatible vibe, but also a more contemporary sound that evolves the format, which has been stuck in a rut for several years. Smooth Jazz has been through a huge evolutionary process since it began. You can't say

Angeles or KKSF/San Francisco are the same radio stations today that they were in 1987, but they have the same intention, mood and design for the same kind of usage.

**R&R:** What is WQCD's handle and new positioning statement?

**BL:** We're still CD101.9, but we've stopped saying "smooth jazz." That's just being honest about the music. Our handle is New York Chill.

**R&R:** Can this sound succeed outside of the most cosmopolitan markets?

**BL:** That remains to be seen, but you sure hear it everywhere you go around New York.

**R&R:** Much chill music is structurally or texturally different from the instrumental pop that programmers are used to. What should they listen for in chill to determine whether a song fits?

**BL:** They still have to listen for the same basics they do in smooth jazz—melody and hook. You can capitalize on familiarity, too, because many chill songs sample or remix old jazz tunes—such as Warner Bros.' new *What Is Hip* album of remixes of the WB catalog, like George Benson's "This Masquerade," which is extremely cool.

**R&R:** Some believe chill programming should be a destination. Are you dayparting?

**BL:** I believe in being consistent. Chill should be part of the daily music mix all day long, although a few songs don't lend themselves to morning drive. We are running one hour of *Chill With Chris Botti* Sunday-Thursday at 9pm. It helps explain the music, and we use it as a destination for listeners to hear and learn more about it. Chris' celebrity is certainly nothing to sneeze at either.

**R&R:** Is there a tempo common to chill tunes?

**BL:** Some people's definition of chill is that it's down-tempo, but I don't agree. Chill is more an attitude, a vibe and a production style.

**R&R:** With chill's textural sound, particular production style and often less blatant hooks than those in more mainstream contemporary sounds, it may not test well. If that's the case, how can PDs determine if chill is a viable component for our format's future? Poor test scores will send a message to some that the audience doesn't care for chill, when that might not really be the case. Might it prove a challenge to keep chill on most stations?

**BL:** The question is really whether research tells you everything, the whole story.

**"Radio shouldn't be a utility. It's become impersonal enough that an iPod, which is totally impersonal, can replace it."**

**R&R:** Some might call the decision to retool a heritage station with huge cume, like WQCD, courageous, even visionary; others may call it foolish.

**BL:** Why would anyone, except a competitor, care? This radio station doesn't have a head-to-head competitor.

**R&R:** Are you concerned that programming changes will generate audience churn?

**BL:** So much of the music we're playing is what we've always played, except we're introducing new music that fits that same mood. I question whether there will be that much churn.

**R&R:** Let me restate the question: Is it dangerous—or even downright reckless—to fix something that isn't broken? To paraphrase Broadcast Architecture President Allen Kepler, the wheel works really well, and we don't have to reinvent it.

**"Smooth Jazz's Achilles' heel is radio's Achilles' heel: the lemming mentality and lack of originality."**

**BL:** There is always room for improvement, and we're seeing signs that in a few years our format won't be working as well as it does today, due to the aging of the audience.

**R&R:** What was the median age of the 'QCD listener when you instituted programming adjustments?

**BL:** It's up there: 48.

**R&R:** Was this decision based on sales imperative to attract younger demos?

**BL:** The decision was driven more by people in our company who have the vision that radio must evolve. Ultimately, sales will benefit. My sales team says that more and more advertisers are buying 18-49, so it isn't all about 25-54 anymore. If you want to play to that group, you have to bring down the age. There is a way to keep the core happy while attracting the younger listeners and not just depending on music of 30 years or more ago to keep the format alive.

**R&R:** Have you identified Smooth Jazz's Achilles' heel?

**BL:** Smooth Jazz's Achilles' heel is radio's Achilles' heel: the lemming mentality and lack of originality.

**R&R:** Contesting and giveaways appeal to the swing voter rather than the core. President Bush won by inspiring his core. More people voted for John Kerry than for Ronald Reagan, but that wasn't enough to overcome the passion of the GOP's loyal base in 2004. Who will be the loyal base of CD101.9, New York Chill?

**BL:** I'm confident that we'll keep most of our loyal base because the way they use us doesn't need to change. They depend on us for listening at work and stress relief, and we will gain listeners who are disenfranchised by the tactics other stations use, like on-air contesting, which we are not going to do. For many listeners, call-in-to-win contests are going in one ear and out the other, because it's what's expected, what radio does. It's so predictable.

**R&R:** Where does one hear chill in the real world?

**BL:** Everywhere! Not just in clubs, but in TV commercials; cool, trendy hotels; restaurants; stores; coffee bars; and boutiques. Remember how you heard NAC everywhere when it first came on? It's like that now with chill.

**R&R:** Most SJ listeners don't have much awareness of chill.

**BL:** What we're doing isn't artist-driven, at least in the beginning, until more artists emerge. Artist awareness isn't as important as the environment the format will create for listeners. Remember when we used to search everywhere for music to create a certain mood and we weren't boxed into a tunnel, looking at what was being worked that week? It's back to that again.

**R&R:** WQCD is working with Coleman research.

**BL:** This is the first time I've worked with a research company that asks the "fit" question in a sensible way. They play a song and ask which of several stations it belongs on. In our most recent test, out of 700 songs, our overall No. 1 song was The Temptations' "Just My Imagination," but when we looked at its fit score, it was No. 682!

I'm looking for chill vocals to fill some vocal slots, and we may sound more vocal than before, but it still won't be 50%. We're brand-new at doing this, so I've got a Walkman glued to my head, listening to every segue. When I hear something that doesn't work, I'll blow it out.

It'll be trial and error for a while, as it is for any format except Oldies. You can listen to 'QCD for a half-hour and hear music you're used to, although the production is different, thanks to our production guru, Dave Dhillon of Take Note Productions in San Diego.

When was the last upgrade in Smooth Jazz? When we started trip-a-day and crossover vocals? Microsoft and Lexus come out with new models; why not Smooth Jazz?

**R&R:** Why did Emmis support such a bold shift at WQCD?

**BL:** Emmis believes there is still entertainment value left in radio. You've got to love Rick Cummings, Jimmy Steal and Barry Mayo—all programming guys, and at the same time cautious businesspeople, as am I. I'm not going to sacrifice the product with all this new music without applying common sense by surrounding it with familiar, compatible smooth jazz library tracks. They don't want radio to become a business where you have to spend a million dollars on marketing twice a year just to prop up your format.

We want to bring magic back to the radio and make people care. As Lee Abrams says, we need to turn people into fans. Radio shouldn't be a utility. It's become impersonal enough that an iPod, which is totally impersonal, can replace it.

I feel privileged to have a mentor and a partner in this venture like Barry Mayo, who is the ultimate motivator. He's brought me to a level of inspiration and energy I've never felt before.

## TALK BACK TO R&R!

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

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December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	684	-29	84019	24	32/0
2	2	RICHARD ELLIOT Your Secret Love (GRP/VMG)	671	+37	80740	19	33/0
3	3	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)	647	+20	68360	18	32/0
4	4	GERALD ALBRIGHT To The Max (GRP/VMG)	594	-8	65204	29	35/0
6	5	CHRIS BOTTI Back Into My Heart (Columbia)	505	-25	69127	30	34/0
7	6	SOUL BALLET Cream (215)	492	+12	71124	15	34/1
5	7	BONEY JAMES Here She Comes (Warner Bros.)	483	-67	58748	25	34/0
8	8	PAUL JACKSON, JR. Walkin' (Blue Note/EMC)	481	+6	43411	30	30/0
10	9	QUEEN LATIFAH California Dreamin' (Vector)	447	-14	50932	7	33/0
12	10	MINDI ABAIR Come As You Are (GRP/VMG)	433	-18	54139	14	35/0
9	11	TIM BOWMAN Summer Groove (Liquid 8)	432	-24	52612	17	31/0
14	12	MARION MEADOWS Sweet Grapes (Heads Up)	431	+18	68706	22	29/0
13	13	ANITA BAKER You're My Everything (Blue Note/Virgin)	418	-37	50137	22	33/0
11	14	GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)	413	-48	67412	27	33/0
17	15	KIM WATERS In Deep (Shanachie)	375	+21	47669	21	26/0
15	16	DAVE KOZ Let It Free (Capitol)	371	+12	42808	7	29/0
18	17	PETER WHITE How Does It Feel (Columbia)	351	+11	51726	14	28/0
16	18	MICHAEL McDONALD Tracks Of My Tears (Motown/Universal)	325	-28	30676	8	26/0
20	19	PAUL BROWN Moment By Moment (GRP/VMG)	297	+34	47603	10	27/2
21	20	EUGE GROOVE XXL (Narada)	271	+5	27403	7	28/0
19	21	RAY CHARLES f/ DIANA KRALL You Don't Know Me (Concord)	267	-3	22733	7	18/0
25	22	SEAL Walk On By (Warner Bros.)	214	+65	21917	2	18/3
24	23	PIECES OF A DREAM It's Go Time (Heads Up)	202	+32	18923	13	22/3
23	24	GREG ADAMS Firefly (215)	160	-19	19239	9	16/0
27	25	CRAIG CHAQUICO Her Boyfriend's Wedding (Narada)	138	+11	8448	13	12/0
Debut	26	MICHAEL LINGTON Two Of A Kind (Rendezvous)	130	+33	14901	1	14/1
26	27	FOURPLAY Fields Of Gold (RCA Victor)	126	-4	14331	3	13/1
29	28	CHRIS BOTTI No Ordinary Love (Columbia)	120	+2	11101	2	15/1
22	29	HALL & OATES Love TKO (U-Watch)	117	-78	8406	12	15/0
28	30	STEVE OLIVER Chips & Salsa (Koch)	112	-7	6928	15	13/1

35 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 11/21-11/27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

## New & Active

**ALICIA KEYS** If I Ain't Got You (J/RMG)  
Total Plays: 110, Total Stations: 6, Adds: 0

**EVERETTE HARP** Can You Hear Me (A440)  
Total Plays: 105, Total Stations: 10, Adds: 0

**THA' HOT CLUB** I'm Gonna Love You Just A Little More Baby (Shanachie)  
Total Plays: 96, Total Stations: 7, Adds: 0

**HALL & OATES** I'll Be Around (U-Watch)  
Total Plays: 94, Total Stations: 7, Adds: 1

**FATBURGER** Work To Do (Shanachie)  
Total Plays: 65, Total Stations: 7, Adds: 1

**RICHARD SMITH** What's Up? (A440)  
Total Plays: 62, Total Stations: 6, Adds: 1

**JOYCE COOLING** Camelback (Narada)  
Total Plays: 59, Total Stations: 6, Adds: 0

**CHUCK LOEB** Bring It (Shanachie)  
Total Plays: 54, Total Stations: 4, Adds: 0

**NESTOR TORRES** Maybe Tonight (Heads Up)  
Total Plays: 49, Total Stations: 5, Adds: 0

**BONEY JAMES f/ JOE SAMPLE** Stone Groove (Warner Bros.)  
Total Plays: 47, Total Stations: 8, Adds: 4

Songs ranked by total plays

## Most Added\*

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ARTIST TITLE LABEL(S)	ADDS
BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	4
KENNY G. Pick Up The Pieces (Arista/RMG)	4
PIECES OF A DREAM It's Go Time (Heads Up)	3
SEAL Walk On By (Warner Bros.)	3
PAUL BROWN Moment By Moment (GRP/VMG)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SEAL Walk On By (Warner Bros.)	+65
RICHARD ELLIOT Your Secret Love (GRP/VMG)	+37
PAUL BROWN Moment By Moment (GRP/VMG)	+34
HALL & OATES I'll Be Around (U-Watch)	+34
MICHAEL LINGTON Two Of A Kind (Rendezvous)	+33
ALICIA KEYS If I Ain't Got You (J/RMG)	+33
PIECES OF A DREAM It's Go Time (Heads Up)	+32
BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	+30
KENNY G. Pick Up The Pieces (Arista/RMG)	+30
CHUCK LOEB Bring It (Shanachie)	+25

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MICHAEL LINGTON Show Me (Rendezvous)	332
NICK COLONNE It's Been Too Long (3 Keys Music)	292
DAVE KOZ All I See Is You (Capitol)	234
MARC ANTOINE Mediterraneo (Rendezvous)	233
JOYCE COOLING Expression (Narada)	223
PAUL TAYLOR Steppin' Out (Peak)	222
PAUL BROWN 24/7 (GRP/VMG)	210
RICHARD SMITH Sing A Song (A440)	198
NICK COLONNE High Flyin' (3 Keys Music)	195
PETER WHITE Talkin' Bout Love (Columbia)	193
DAN SIEGEL In Your Eyes (Native Language)	192
RICK BRAUN Oaddy-D (Warner Bros.)	191
SEAL Love's Divine (Warner Bros.)	190
EUGE GROOVE Livin' Large (Narada)	169
KIM WATERS The Ride (Shanachie)	153

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



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December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
2	1	SOUL BALLET Cream (215)	187	-6	994	16	15/0
1	2	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)	186	-35	963	18	13/0
3	3	MINDI ABAIR Come As You Are (GRP/VMG)	176	-14	1015	13	15/0
10	4	BONEY JAMES Here She Comes (Warner Bros.)	158	+16	640	24	12/1
5	5	EUGE GROOVE XXL (Narada)	152	-2	1061	9	14/0
4	6	ANITA BAKER You're My Everything (Blue Note/Virgin)	151	-9	735	21	10/0
7	7	WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	145	-3	1001	22	12/0
8	8	GARRY GOIN Don't Ask My Neighbors (Compendia)	137	-9	1139	9	10/0
13	9	GREG ADAMS Firefly (215)	135	0	818	10	12/0
11	10	GERALD ALBRIGHT To The Max (GRP/VMG)	133	-4	916	29	9/0
9	11	KIM WATERS In Deep (Shanachie)	131	-11	899	24	13/0
16	12	QUEEN LATIFAH California Dreamin' (Vector)	127	+7	1146	6	11/1
12	13	RICHARD ELLIOT Your Secret Love (GRP/VMG)	127	-9	560	18	13/1
14	14	FOURPLAY Fields Of Gold (RCA Victor)	126	-4	887	11	12/0
21	15	CHRIS BOTTI No Ordinary Love (Columbia)	122	+18	390	2	9/0
6	16	GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)	121	-32	883	26	10/0
20	17	STEVE OLIVER Chips & Salsa (Koch)	120	+9	603	19	11/1
15	18	TIM BOWMAN Summer Groove (Liquid 8)	116	-7	448	16	11/0
17	19	EVERETTE HARP Can You Hear Me (A440)	114	-6	623	25	12/0
23	20	FATBURGER Work To Do (Shanachie)	109	+5	785	9	10/1
18	21	GRADY NICHOLS Tuesday Morning (Compendia)	107	-8	894	12	10/0
19	22	NOVECENTO f/STANLEY JORDAN Easy Love (Favored Nations)	106	-6	528	7	10/0
28	23	RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	102	+4	1111	4	8/0
25	24	POSITIVE FLOW The City Streets (Shanachie)	100	-2	395	9	9/0
26	25	DAVE KOZ Let It Free (Capitol)	98	-3	460	9	10/1
27	26	CRAIG CHAQUICO Her Boyfriend's Wedding (Narada)	97	-4	575	10	9/0
22	27	ERIC ESSIX Sweet Tea (Eclectic/Essential)	96	-8	833	5	9/0
24	28	JEFF KASHIWA Peace Of Mind (Native Language)	94	-8	699	8	10/0
29	29	SERGIO CAPUTO Jazzy Girl (Idiosyncrasy)	93	-3	528	2	9/0
30	30	MICHAEL MCDONALD Tracks Of My Tears (Motown/Universal)	92	-2	658	5	9/0

18 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.

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**Most Added\***

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
VANESSA WILLIAMS Silver And Gold (Lava)	3
BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	2
JIMMY SOMMERS Have Yourself A Merry... (Gemini>Select-O-Hits)	2
KENNY G. Pick Up The Pieces (Arista/RMG)	2
DIONNE WARWICK f/DAVE KOZ White Christmas (DMI)	2
NELSON RANGELL All I've Hoped For (Koch)	2
KENNY G. f/DAVID BENOIT Don't Know Why (Arista/RMG)	2

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
KENNY G. Pick Up The Pieces (Arista/RMG)	+25
JAMES GABRIANO Red Teddy (Gabriano Productions)	+22
BRAXTON BROTHERS When You Touch Me (Peak)	+22
MARION MEADOWS Step A Little Closer (Heads Up)	+22
GEORGE BENSON Whole Man (GRP/VMG)	+21
WAYMAN TISDALE Even When (Rendezvous)	+21
CHRIS BOTTI No Ordinary Love (Columbia)	+18
KENNY G. f/DAVID BENOIT Don't Know Why (Arista/RMG)	+18
NORMAN BROWN Let's Play (Warner Bros.)	+18
EVERETTE HARP Hey Yeh (A440)	+18

**Most Played Recurrents**

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MICHAEL LINGTON Show Me (Rendezvous)	76
JOYCE COOLING Expression (Narada)	57
HIL ST. SOUL For The Love Of You (Shanachie)	51
RAMSEY LEWIS TRIO The In Crowd (Narada)	50
NAJEE Eye 2 Eye (N-Coded)	41
DAVE KOZ All I See Is You (Capitol)	35
RICHARD ELLIOT Sly (GRP/VMG)	27
PETE BELASCO Deeper (Compendia)	26
STEVE COLE Everyday (Warner Bros.)	26
PAUL BROWN 24/7 (GRP/VMG)	24
PAUL TAYLOR On The Move (Peak)	24

**Reporters**

**Stations and their adds listed alphabetically by market**

<p><b>KNKJ/Anchorage, AK</b>                      DM/PO: Aaron Wolfender                      DAVE KOZ                      CHRIS BOTTI                      RICHARD ELLIOT</p>	<p><b>WJZZ/Columbus, OH*</b>                      PD/MO: Bill Hartman                      No Adds</p>	<p><b>KJLJ/Jefferson City, MO</b>                      PD/MO: Dan Turner                      4 PETE BELASCO                      2 MURRY ABAR                      2 VANESSA WILLIAMS                      1 BONEY JAMES f/JOE SAMPLE</p>	<p><b>WVAS/Montgomery, AL</b>                      MO: Eugenio Ricks                      10 KENNY G.                      18 SEAL                      15 NELSON RANGELL                      15 DIONNE WARWICK                      15 MICHAEL WARD                      12 JIMMY SOMMERS</p>	<p><b>KKSF/San Francisco, CA*</b>                      PD: Michael Erickson                      MO: Ken Jones                      MICHAEL LINGTON                      FOURPLAY</p>	<p><b>DNX Smooth Jazz/Satellite</b>                      APD: Jesse Debra                      1 ALEXANDER ZORICH                      1 KENNY G. f/DAVID BENOIT</p>	<p><b>KWJZ/Seattle, WA*</b>                      PD: Carol Handley                      MO: Diana Rose                      SOUL BALLET                      BONEY JAMES                      KENNY G.</p>
<p><b>WJZZ/Atlanta, GA*</b>                      PD/MO: Dave Kash                      No Adds</p>	<p><b>KOAL/Dallas, TX*</b>                      DM/PO: Kurt Johnson                      MO: Mark Sanford                      CHRIS BOTTI                      SEAL</p>	<p><b>KOAS/Las Vegas, NV*</b>                      PD/MO: Erik Foxz                      BONEY JAMES f/JOE SAMPLE</p>	<p><b>WFSK/Nashville, TN</b>                      MO: Chris Hochwiler                      9 KENNY G.</p>	<p><b>KJZY/Santa Rosa, CA*</b>                      PD: Gordon Zlot                      APD/MO: Rob Singleton                      BONEY JAMES</p>	<p><b>Music Choice Smooth Jazz/Satellite</b>                      APD: Will Gessaly                      MO: Gary Suszalski                      5 PAUL BROWN                      5 FOURPLAY                      5 EVERETT                      5 PETE BELASCO                      4 BRUNO LEVINAR                      4 KENNY BAKER                      3 RAMSEY LEWIS TRIO</p>	<p><b>WSSM/St. Louis, MO*</b>                      PD: David Myers                      No Adds</p>
<p><b>KSMJ/Bakersfield, CA*</b>                      DM/PO: Chris Townshend                      APD: Nick Novak                      No Adds</p>	<p><b>KJCD/Denver, CO*</b>                      PD/MO: Michael Fischer                      2 BONEY JAMES f/JOE SAMPLE                      1 PIECES OF A DREAM</p>	<p><b>KUAP/Life Rock, AR</b>                      PD/MO: Michael Williams                      12 KENNY G.                      10 KENNY G.</p>	<p><b>WQCD/New York, NY*</b>                      PD: Blake Lawrence                      11 MARK GOODALEY                      8 BRAZILIAN GIRLS</p>	<p><b>WLOD/Orlando, FL*</b>                      PD/MO: Brian Morgan                      No Adds</p>	<p><b>Sirius Jazz Cafe/Satellite</b>                      PD: Teresa Kincaid                      MO: Rick Leiby                      No Adds</p>	<p><b>WSJT/Tampa, FL*</b>                      PD: Ross Block                      MO: Kathy Curtis                      No Adds</p>
<p><b>WEAA/Baltimore, MD</b>                      DM/PO: Mazie Jackson                      MO: Keyona Brown                      1 CHRIS BOTTI                      1 WILL DOWNS                      1 VANESSA WILLIAMS                      1 DIONNE WARWICK f/DAVE KOZ                      1 JIMMY SOMMERS</p>	<p><b>WVMV/Detroit, MI*</b>                      DM/PO: Tom Stecker                      MO: Sandy Kovach                      6 ALEXANDER ZORICH</p>	<p><b>KSBR/Los Angeles, CA</b>                      DM/PO: Terry Wedel                      MO: Susan Kachbay                      1 BONEY JAMES f/JOE SAMPLE</p>	<p><b>WJZZ/Philadelphia, PA*</b>                      PD: Michael Tazzi                      MO: Frank Collins                      No Adds</p>	<p><b>XM Watercolors/Satellite</b>                      PD/MO: Shirrita Colon                      No Adds</p>	<p><b>WSM/Baltimore, MD*</b>                      PD/MO: Len Lewis                      3 KENNY G.</p>	<p><b>WJZW/Washington, DC*</b>                      DM: Kenny King                      PD: Carl Anderson                      MO: Renee DePry                      No Adds</p>
<p><b>WYSU/Birmingham, AL</b>                      PD/MO: Andy Parrish                      JETHRO TULL                      VANESSA WILLIAMS                      JIMMY SOMMERS                      DANNY WRIGHT                      DIONNE WARWICK f/DAVE KOZ                      NELSON RANGELL                      BEHZAD</p>	<p><b>KEZL/Fresno, CA*</b>                      DM: E. Curtis Johnson                      PD/MO: J. Weidenheimer                      No Adds</p>	<p><b>KTWV/Los Angeles, CA*</b>                      PD: Paul Goldstein                      APD/MO: Samantha Passolo                      No Adds</p>	<p><b>KYOT/Phoenix, AZ*</b>                      PD: Shann Holly                      APD/MO: Angie Hands                      No Adds</p>	<p><b>KJZS/Reno, NV*</b>                      DM: Rob Brooks                      PD/MO: Robert Deez                      No Adds</p>	<p><b>WJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>	<p><b>WJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>
<p><b>WNJA/Chicago, IL*</b>                      DM: Bob Kaske                      PD: Steve Siles                      MO: Michael La Crosse                      No Adds</p>	<p><b>WZJZ/Ft. Myers, FL*</b>                      DM: Steve Amari                      PD: Joe Turner                      MO: Randi Bushman                      No Adds</p>	<p><b>WJZZ/Louisville, KY*</b>                      PD: Ryan Fisher                      No Adds</p>	<p><b>KSSJ/Sacramento, CA*</b>                      PD/MO: Lee Hansen                      BONEY JAMES f/JOE SAMPLE                      HALL &amp; OATES</p>	<p><b>KBZN/Salt Lake City, UT*</b>                      DM/PO: Dan Jessop                      6 RICHARD SMITH                      3 KENNY G.</p>	<p><b>WJZZ/Milwaukee, WI*</b>                      PD: Steve Altman                      MO: Steve Scott                      7 PAUL BROWN</p>	<p><b>KJZI/Minneapolis, MN*</b>                      PD: Lauren MacLennan                      MO: Mike Wolf                      PIECES OF A DREAM                      SEAL</p>
<p><b>WNW/Cleveland, OH*</b>                      DM/PO: Bernita Klemke                      No Adds</p>	<p><b>WJZZ/Houston, TX*</b>                      PD: Mazie Todd                      APD/MO: Greg Morgan                      PIECES OF A DREAM</p>	<p><b>WJZZ/Milwaukee, WI*</b>                      PD: Steve Altman                      MO: Steve Scott                      7 PAUL BROWN</p>	<p><b>KJZZ/Santa Rosa, CA*</b>                      PD: Gordon Zlot                      APD/MO: Rob Singleton                      BONEY JAMES</p>	<p><b>KJZZ/Minneapolis, MN*</b>                      PD: Lauren MacLennan                      MO: Mike Wolf                      PIECES OF A DREAM                      SEAL</p>	<p><b>KJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>	<p><b>KRVV/Modesto, CA*</b>                      DM/PO: Doug Watt                      PD: Jim Bryan                      No Adds</p>
<p><b>KSKX/Colorado Springs, CO*</b>                      PD: Steve Hibbard                      MO: Laurie Cobb                      2 RAMSEY LEWIS TRIO                      1 JAMES WARD                      1 PAUL BROWN                      1 FATBURGER                      SEAL                      STEVE OLIVER                      BONEY JAMES f/JOE SAMPLE</p>	<p><b>WJZZ/Houston, TX</b>                      PD: Wayne Turner                      No Adds</p>	<p><b>KJZZ/Minneapolis, MN*</b>                      PD: Lauren MacLennan                      MO: Mike Wolf                      PIECES OF A DREAM                      SEAL</p>	<p><b>KJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>	<p><b>KJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>	<p><b>KJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>	<p><b>KJZZ/Indianapolis, IN*</b>                      PD: Steve Scott                      MO: Rick McMillan                      No Adds</p>

Monitored Reporters

53 Total Reporters

35 Total Monitored

18 Total Indicator

Did Not Report, Playlist Frozen (2):  
**KCOZ/Springfield, MO**  
**WSBZ/Ft. Walton Beach, FL**

**POWERED BY**  
**MEDIABASE**





**PART ONE OF A TWO-PART SERIES**

# The PPM, Then & Now

## An in-depth look at the history of the Portable People Meter

**S**ure, you've heard all about Arbitron's Portable People Meter and how it's going to eventually put the current diary methodology out of business. But when is that supposed to happen? How long has the PPM been around, and what's the latest update on its beta-testing? Have you heard about its new Music Tester technology and how it can help pinpoint tuneout on songs?

There's so much new information coming out about the PPM that I thought I'd have a chat with some of Arbitron's top guns and get the skinny. What initially was supposed to be one column on the subject morphed into two. Let's start with a brief history of the PPM and let the story unfold from there.

### The PPM Is Born

"The PPM was first announced to the industry in December 1992," says Thom Mocarsky, Arbitron's VP/Communications. "It was announced

originally as a multimedia ratings tool where TV and radio could be tracked together by encoding the audio, which the PPM would detect. That was the concept originally put forth."

According to Mocarsky, Arbitron understood that radio needed electronic measurement. "We knew that you couldn't electronically measure radio the same way television is measured, by attaching devices to a receiver," he says. "Radio is far too portable for that. We knew we had to meter the person and not the appliance, so we chose audio encoding and the design of the Portable People Meter for that very purpose."

The PPM would allow Arbitron to measure a person's exposure to any encoded audio no matter where they went. "Over the years this fundamental premise has held up quite remarkably," Mocarsky says. "Our goal was also to build an encoding system that could carry a good payload and do so in a way that you couldn't hear it."

After several years of developing

and refining the PPM, Arbitron was ready to go in the field with it. It first tested the PPM device on listeners in 1998 in Manchester, England. After refining the product further, Arbitron did its first testing here in the U.S., in Philadelphia, in 2000.

In 2002 and 2003 Arbitron again used the Philadelphia market, for a different experiment. "We did the first side-by-side comparisons of PPM ratings and conventionally measured ratings," Mocarsky says. "We discovered some things in that test that are very important."

"The PPM says that people listen to more radio stations than the diary indicates. The cume for individual radio stations under the PPM system is much higher than we had seen before. It also showed that people listen to radio about the same amount of time reported by the diary."

### New Findings

While Mocarsky says that the basic ratings for radio stations in the aggregate were about the same with the PPM and the diary, the components of the test were different than Arbitron had imagined. "We learned that while cumes were higher with the PPM, the results also showed that people listen to radio in shorter segments than we saw in the diary," he says.

"We also learned that people listen to many more radio stations than what we saw in the diary. These were good findings for radio. Higher cumes mean radio can be used as a reach medium. That makes radio more valuable for advertisers."

Mocarsky also notes that the PPM findings revealed several advantages for radio programmers: "The assumptions that programmers have made in the past about radio listening based on the diary are not what real behavior tells us. The PPM tells us that people turn to radio across all the border hours."

The Philadelphia PPM tests also revealed the need for Arbitron to come

**"The assumptions that programmers have made in the past about radio listening based on the diary are not what real behavior tells us."**

*Thom Mocarsky*

up with a system that would improve response rates for recruiting listeners, including ethnic groups like Hispanics. For this reason, next spring the PPM tests will be conducted in Houston.

"The industry also wants to learn more about panel measurement," says Mocarsky. "With the diary today, you keep it for a week, and your job is done. You can carry the PPM for a year or two. This system will allow us to do longitudinal studies, where we can track a person's listening habits from one year to the next, just like television currently does with Nielsen testing."

### Houston, You've Got A PPM

Arbitron is currently recruiting listeners for the Houston test. "We have about 800 people already in the field in Houston, carrying the PPM," says Mocarsky. "Our goal is to have 2,100 people in place in time for next spring's radio survey. The Houston demonstration is slated to run from spring 2005 through the first part of 2006."



**CHARO MEETS THE EXIES** The original "Coochie-coochie" girl mingles with Scott Stevens (l) and Freddie Herrera of The Exies at the Radio Music Awards in Las Vegas.

When is Arbitron's goal for rolling the PPM out to the masses in every market in America? "First of all, there needs to be a successful demonstration in Houston with good, valid, credible research," says Mocarsky. "Second, the radio industry has to say, 'Great, we like this and we're willing to invest in this.' The marketplace is going to look at Houston to help make that decision."

"There's a third thing we want to have happen that would determine what the shape of the future would look like: We're hoping to form a joint venture with Nielsen Media Research. It is better for the industry as a whole to have both Arbitron and Nielsen deploying the PPM than Arbitron alone. If we don't get the joint venture with Nielsen, we'll go ahead with the radio service and the PPM, but the dynamics, rollout and pacing will change."

Mocarsky summarizes Arbitron's plans for the PPM like this: "Nothing could be commercial before 2006, and what becomes commercial in 2006 and what pace we roll at depends on the three factors I mentioned earlier."

Another obvious factor is cost. Arbitron is currently working on an "Economic Index Study" in conjunction with the RAB and Forrester Research. This study will, hopefully, demonstrate the economic viability of the PPM for radio and its advertisers.

Then there's the issue of the PPM price tag. Is what Arbitron will be charging for PPM service going to be worth it to the industry? "We believe it'll be the best bargain the industry has seen," Mocarsky says. "But it's their money, and they'll have to reach that decision."

### PPM Programming Applications

Beyond the PPM's basic audience-measurement capability, Arbitron believes it has plenty of potential research value for programmers. In 2001 Arbitron turned to Bob Michaels, its VP/

Radio Programming Services, to come up with some programming applications for the PPM service.



**Bob Michaels**

"At that time we were only looking at the PPM as a replacement for the diary service," says Michaels. "But since 1992, when our work began with this, I had always been mulling ideas for how to make the PPM more valuable for radio."

"I was at a convention in Miami in spring 2001, and I met with [then-R&R CHR/Pop Editor, now Universal Motown Music Group VP/International] Tony Novia, and we talked about the PPM and the applications for music."

"We started brainstorming, and the concept of Music Tester was created. I then went to some friends who are PDs and showed them a prototype report and worked on what the reports would show. After that I sought input from some music reps."



That's where the 'reach and frequency' part of the report got added.

"It was added because the reps were concerned that some songs might get pulled prematurely, before people heard them enough times to know if they liked them. As it turns out, two years after those concerns, our first reports using live Philadelphia data showed that 'Hey Ya!' by OutKast could have been one of those casualties. That's why we need to establish baselines."

How will Arbitron establish these baselines? "We'll be soliciting feedback once we get into Houston to see if our customers have any ideas," says Michaels. "Our preliminary thoughts focus on calculating reach — the percentage of your audience who heard the song — and frequency — how often they heard it — as a first proposal, but we're open to whatever is fair for radio and the music industry."

*Next month we'll look at how the PPM's Music Tester service works, with more comments from Michaels and some interesting graphs to help illustrate the story.*

**"I had always been mulling ideas for how to make PPM more valuable for radio."**

*Bob Michaels*

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	VELVET REVOLVER Fall To Pieces (RCA/RMG)	719	-46	37841	18	28/0
2	2	U2 Vertigo (Interscope)	643	-25	33179	10	24/0
3	3	SILVERTIDE Ain't Comin' Home (J/RMG)	541	-49	24628	16	27/0
4	4	COLLECTIVE SOUL Counting The Days (El Music Group)	480	+2	23705	10	25/0
5	5	PAPA ROACH Getting Away With Murder (Geffen)	448	+3	25717	20	21/0
7	6	BREAKING BENJAMIN So Cold (Hollywood)	433	+11	18394	26	18/0
9	7	CHEVELLE Vitamin R (Leading Us Along) (Epic)	428	+36	18949	17	23/1
6	8	NICKELBACK Because Of You (Roadrunner/IDJMG)	413	-18	19326	12	27/0
8	9	THREE DAYS GRACE Just Like You (Jive/Zomba)	362	-40	21728	32	26/0
11	10	CROSSFADE Cold (Columbia)	333	+17	14756	30	19/0
14	11	GREEN DAY Boulevard Of Broken Dreams (Reprise)	315	+22	16245	4	19/2
12	12	SHINEDOWN Burning Bright (Atlantic)	314	+5	9134	7	28/0
10	13	KENNY WAYNE SHEPHERD Alive (Reprise)	304	-18	11881	15	20/0
13	14	GODSMACK #DROPOX Touche (Republic/Universal)	263	-32	9978	19	17/0
16	15	THREE DAYS GRACE Home (Jive/Zomba)	238	+2	9534	7	21/2
17	16	PAPA ROACH Scars (Geffen)	212	+2	7376	4	21/1
15	17	GREEN DAY American Idiot (Reprise)	210	-63	16658	16	15/0
18	18	JET Look What You've Done (Atlantic)	196	0	6585	7	16/0
19	19	FUTURE LEADERS OF THE WORLD Let Me Out (Epic)	177	-9	5430	20	14/0
21	20	SALIVA Razor's Edge (Island/IDJMG)	157	+27	3322	5	12/0
28	21	ALTER BRIDGE Find The Real (Wind-up)	151	+51	2860	2	19/2
20	22	MEGADETH Die Dead Enough (Sanctuary/SRG)	133	-36	2975	13	13/0
26	23	KORN Another Brick In The Wall (Epic)	131	+28	5337	3	12/2
Debut	24	3 DOORS DOWN Let Me Go (Republic/Universal)	121	+82	5087	1	17/4
23	25	CROSSFADE So Far Away (Columbia)	121	+1	3324	4	13/0
25	26	DROWNING POOL Love And War (Wind-up)	117	+9	2450	12	10/0
24	27	SLIPKNOT Vermilion (Roadrunner/IDJMG)	117	+5	2214	4	11/0
22	28	SKINDRED Nobody (Lava)	113	-12	6199	6	6/0
27	29	SPIDERBAIT Black Betty (Interscope)	105	+4	2588	9	12/0
29	30	MARILYN MANSON Personal Jesus (Nothing/Interscope)	97	-2	4181	7	10/1

30 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004, Arbitron Inc.) © 2004, R&R, Inc.

## New & Active

- EARSHOT** Someone (Warner Bros.)  
Total Plays: 68, Total Stations: 9, Adds: 1
- SEVENDUST** Face To Face (TVT)  
Total Plays: 67, Total Stations: 6, Adds: D
- EXIES** Ugly (Virgin)  
Total Plays: 61, Total Stations: 7, Adds: 1
- NONPOINT** In The Air Tonight (Lava)  
Total Plays: 57, Total Stations: 7, Adds: 0

- JET** Rollover D.J. (Atlantic)  
Total Plays: 18, Total Stations: 3, Adds: 0
- STYX** I Am The Walrus (Independent)  
Total Plays: 16, Total Stations: 3, Adds: D
- LOSTPROPHETS** I Don't Know (Columbia)  
Total Plays: 15, Total Stations: 3, Adds: 1

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN Let Me Go (Republic/Universal)	4
THREE DAYS GRACE Home (Jive/Zomba)	2
GREEN DAY Boulevard Of Broken Dreams (Reprise)	2
ALTER BRIDGE Find The Real (Wind-up)	2
KORN Another Brick In The Wall (Epic)	2
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
3 DOORS DOWN Let Me Go (Republic/Universal)	+82
ALTER BRIDGE Find The Real (Wind-up)	+51
CHEVELLE Vitamin R (Leading Us Along) (Epic)	+36
KORN Another Brick In The Wall (Epic)	+28
SALIVA Razor's Edge (Island/IDJMG)	+27
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+22
CROSSFADE Cold (Columbia)	+17
STAIN'D Outside (Fiji/Atlantic)	+17
SEVENDUST Face To Face (TVT)	+14

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
JET Cold Hard Bitch (Atlantic)	283
VELVET REVOLVER Slither (RCA/RMG)	283
LINKIN PARK Breaking The Habit (Warner Bros.)	245
ALTER BRIDGE Open Your Eyes (Wind-up)	218
SHINEDOWN Simple Man (Atlantic)	200
AUDIOSLAVE I Am The Highway (Interscope/Epic)	192
NICKELBACK Figured You Out (Roadrunner/IDJMG)	187
SLIPKNOT Duality (Roadrunner/IDJMG)	180
AUDIOSLAVE Like A Stone (Interscope/Epic)	168
TRAPT Headstrong (Warner Bros.)	160

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

## Reporters

### Stations and their adds listed alphabetically by market

<b>KZRR/Albuquerque, NM*</b> GM/PC: Steve Ball Dir: Phil Robinson AP/MD: Josh Chisno No Adds	<b>WRQK/Canton, OH*</b> Dir: Sam Hill GM/PC: Cathy Hulten AP/MD: Glenn Hulten No Adds	<b>KLAQ/EI Paso, TX*</b> GM/PC: Courtney Hulten AP/MD: Glenn Hulten No Adds	<b>WDHA/Morrisstown, NJ*</b> Dir: Tom Cox No Adds	<b>KDKB/Phoenix, AZ*</b> Dir: Jim Robinson MD: Paul Peterson No Adds	<b>WXRK/Rockford, IL</b> Dir: Keith Edwards GM/PC: Jim Stone MD: Scott Olson CROSLEY ALTER BRIDGE 3 DOORS DOWN	<b>WWDG/Syracuse, NY*</b> Dir: Rick Linder Dir: Steve MD: Scott Olson CROSLEY ALTER BRIDGE 3 DOORS DOWN	<b>KMOD/Tulsa, OK*</b> GM/PC: Sam Cook No Adds
<b>WZZO/Allentown, PA*</b> Dir: Mike Strawn MD: Chris Lee 2 DOORS DOWN	<b>WPXC/Cape Cod, MA</b> Dir: Steve Hill GM/PC: Suzanne Trueman AP/MD: James Gallagher No Adds	<b>KFLY/Eugene, OR</b> Dir: Steve Hill GM/PC: Cathy Hulten MD: Tom Hulten No Adds	<b>WXMM/Norfolk, VA*</b> Dir: John Shanley GM/PC: Jim Stone No Adds	<b>KUPQ/Portland, OR*</b> Dir: Steve Hill GM/PC: Cathy Hulten AP/MD: Glenn Hulten No Adds	<b>KRXQ/Sacramento, CA*</b> Dir: Phil Hulten No Adds	<b>KRTQ/Tulsa, OK*</b> Dir: Steve Hill AP/MD: Chris Hill No Adds	<b>KBRQ/Waco, TX</b> Dir: Steve Hill No Adds
<b>WTOS/Augusta, ME</b> Dir: Steve Hill AP/MD: Chris Hill No Adds	<b>WKLC/Charleston, WV</b> Dir: Steve Hill GM/PC: Cathy Hulten MD: Tom Hulten 2 VELVET REVOLVER 2 KERRY WAYNE SHEPHERD	<b>WRCD/Fayetteville, NC*</b> Dir: Steve Hill Dir: Steve Hill MD: Al Field No Adds	<b>KFZX/Odessa, TX</b> Dir: Steve Hill No Adds	<b>WHBE/Portsmouth, NH*</b> Dir: Steve Hill MD: Steve Hill THREE DAYS GRACE	<b>KBER/Salt Lake City, UT*</b> Dir: Steve Hill MD: Steve Hill AP/MD: Steve Hill 3 DOORS DOWN	<b>WKLTV/Traverse City, MI</b> Dir: Steve Hill 1 LT	<b>KSRX/San Antonio, TX*</b> Dir: Steve Hill MD: Steve Hill VELVET REVOLVER ALTER BRIDGE
<b>KLBJ/Austin, TX*</b> Dir: Steve Hill MD: Steve Hill GREEN DAY	<b>WEBN/Cincinnati, OH*</b> Dir: Steve Hill MD: Steve Hill No Adds	<b>WBZT/Greenville, SC*</b> Dir: Steve Hill MD: Steve Hill No Adds	<b>KCLB/Palm Springs, CA</b> Dir: Steve Hill MD: Steve Hill 3 GREEN DAY	<b>WHJY/Providence, RI*</b> Dir: Steve Hill AP/MD: Steve Hill MD: Steve Hill No Adds	<b>KZOO/San Luis Obispo, CA</b> Dir: Steve Hill MD: Steve Hill 1 DOORS DOWN	<b>KTUX/Shreveport, LA*</b> Dir: Steve Hill MD: Steve Hill No Adds	<b>KZOO/San Luis Obispo, CA</b> Dir: Steve Hill MD: Steve Hill 1 DOORS DOWN
<b>KQOJ/Baton Rouge, LA*</b> Dir: Steve Hill MD: Steve Hill RED LIGHT MUSIC VELVET REVOLVER	<b>WMMS/Cleveland, OH*</b> Dir: Steve Hill MD: Steve Hill No Adds	<b>WRVC/Huntington</b> Dir: Steve Hill AP/MD: Steve Hill 2 DOORS DOWN	<b>WWCT/Peoria, IL</b> 11 KORN 11 DOORS DOWN 9 SALIVA 5 AUDIOSLAVE	<b>WBBB/Raleigh, NC*</b> Dir: Steve Hill No Adds	<b>KCAL/Riverside, CA*</b> Dir: Steve Hill AP/MD: Steve Hill No Adds	<b>WMMR/Philadelphia, PA*</b> Dir: Steve Hill AP/MD: Steve Hill PAPA ROACH MARILYN MANSON EXES 3 DOORS DOWN	<b>WRDQ/Roanoke, VA*</b> Dir: Steve Hill AP/MD: Steve Hill THREE DAYS GRACE GREEN DAY KERRY WAYNE SHEPHERD
<b>KJOC/Beaumont, TX*</b> Dir: Steve Hill No Adds	<b>KWCC/Corpus Christi, TX*</b> Dir: Steve Hill AP/MD: Steve Hill LOSTPROPHETS	<b>WRKR/Kalamazoo, MI</b> Dir: Steve Hill AP/MD: Steve Hill No Adds	<b>KZZE/Medford, OR</b> Dir: Steve Hill MD: Steve Hill No Adds				
<b>WBUF/Buffalo, NY*</b> Dir: Steve Hill AP/MD: Steve Hill No Adds	<b>KODS/Duluth</b> Dir: Steve Hill AP/MD: Steve Hill No Adds						

### \*Monitored Reporters

49 Total Reporters

30 Total Monitored

19 Total Indicator

Did Not Report, Playlist Frozen (4):  
KBZS/Wichita Falls, TX  
KWHL/Anchorage, AK  
WMTT/Eimira, NY  
WMZK/Wausau, WI



# R&R ACTIVE ROCK TOP 50

December 3, 2004

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CHEVELLE Vitamin R (Leading Us Along) (Epic)	1926	+69	93000	18	60/1
2	2	BREAKING BENJAMIN So Cold (Hollywood)	1680	+49	88018	32	60/1
3	3	VELVET REVOLVER Fall To Pieces (RCA/RMG)	1631	+36	84931	19	59/1
4	4	PAPA ROACH Getting Away With Murder (Geffen)	1623	+69	90703	21	58/1
5	5	FUTURE LEADERS OF THE WORLD Let Me Out (Epic)	1545	+44	68667	26	57/1
6	6	U2 Vertigo (Interscope)	1283	+80	59840	10	46/1
7	7	NICKELBACK Because Of You (Roadrunner/IDJMG)	1197	+158	53349	13	56/2
9	8	THREE DAYS GRACE Home (Live/Zomba)	1149	+154	39239	9	58/1
16	9	GREEN DAY Boulevard Of Broken Dreams (Reprise)	1075	+246	41962	5	55/3
10	10	COLLECTIVE SOUL Counting The Days (EI Music Group)	1006	+20	40885	11	52/1
8	11	CROSSFADE Cold (Columbia)	1001	-21	46631	44	52/0
14	12	KORN Another Brick In The Wall (Epic)	999	+123	48972	7	55/1
13	13	SHINEDOWN Burning Bright (Atlantic)	973	+60	39230	9	55/2
11	14	SKINDRED Nobody (Lava)	938	-26	30286	19	56/1
15	15	SLIPKNOT Duality (Roadrunner/IDJMG)	934	+96	45121	33	55/1
19	16	SALIVA Razor's Edge (Island/IDJMG)	930	+142	34656	8	55/3
23	17	PAPA ROACH Scars (Geffen)	826	+121	28426	5	57/4
20	18	SLIPKNOT Vermilion (Roadrunner/IDJMG)	818	+51	27063	8	54/1
17	19	THREE DAYS GRACE Just Like You (Live/Zomba)	810	-7	50330	35	53/1
21	20	DROWNING POOL Love And War (Wind-up)	809	+57	25767	15	50/1
22	21	CROSSFADE So Far Away (Columbia)	790	+60	28097	7	54/0
12	22	SILVERTIDE Ain't Comin' Home (J/RMG)	786	-164	31740	18	49/1
25	23	SEVENDUST Face To Face (TVT)	749	+58	20341	9	50/1
18	24	GREEN DAY American Idiot (Reprise)	745	-56	42777	17	41/1
34	25	ALTER BRIDGE Find The Real (Wind-up)	665	+271	24534	3	51/2
24	26	A PERFECT CIRCLE Imagine (Virgin)	651	-48	19206	9	38/0
28	27	EARSHOT Someone (Warner Bros.)	602	+34	17084	8	54/2
26	28	GODSMACK iDROPOX Touche (Republic/Universal)	585	-48	31855	20	41/0
27	29	MARILYN MANSON Personal Jesus (Nothing/Interscope)	582	-33	21561	14	44/1
42	30	3 DOORS DOWN Let Me Go (Republic/Universal)	581	+378	25489	2	50/2
30	31	EXIES Ugly (Virgin)	568	+58	13907	7	48/1
29	32	KILLSWITCH ENGAGE The End Of Heartache (Roadrunner/IDJMG)	565	+1	16163	16	42/0
32	33	INSTRUCTIDN Breakdown (Geffen)	505	+25	12998	16	42/0
36	34	LOSTPROPHETS I Don't Know (Columbia)	461	+70	13590	5	43/1
35	35	SUBMERSED Hollow (Wind-up)	375	-18	8702	10	34/1
31	36	KENNY WAYNE SHEPHERD Alive (Reprise)	371	-122	16081	15	33/0
37	37	SPIDERBAIT Black Betty (Interscope)	367	+8	12061	13	29/1
38	38	NONPOINT In The Air Tonight (Lava)	353	+47	9481	5	30/2
33	39	MEGADETH Die Dead Enough (Sanctuary/SRG)	352	-88	12481	18	28/0
39	40	SHADOWS FALL What Drives The Weak (Century Media)	294	+21	6231	4	28/1
40	41	JET Look What You've Done (Atlantic)	228	-28	7586	7	25/1
45	42	HOOBASTANK Disappear (Island/IDJMG)	186	+19	4004	5	15/1
47	43	JIMMY EAT WORLD Pain (Interscope)	150	+9	3681	3	7/0
44	44	LAMB OF GOD Laid To Rest (Prosthetic/Epic)	141	-28	4111	4	20/2
49	45	CANDIRIA Down (Type A)	134	+4	2973	2	18/3
43	46	KORN Word Up (Epic)	132	-62	5725	16	19/0
48	47	MAGNA-FI Down In It (Aezra)	124	-13	3410	11	10/0
41	48	SUM 41 We're All To Blame (Island/IDJMG)	124	-93	3290	12	18/0
50	49	ATOMSHIP Withered (Wind-up)	94	-21	1417	6	9/0
-	50	NONPOINT The Truth (Lava)	91	+37	2009	19	5/1

61 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. © 2004, Arbitron Inc.). © 2004, R&R, Inc.

## Most Added\*

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	9
CRADLE OF FILTH Nymphetamine (Roadrunner/IDJMG)	6
PAPA ROACH Scars (Geffen)	4
SALIVA Razor's Edge (Island/IDJMG)	3
GREEN DAY Boulevard Of Broken Dreams (Reprise)	3
CANDIRIA Down (Type A)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
3 DOORS DOWN Let Me Go (Republic/Universal)	+378
ALTER BRIDGE Find The Real (Wind-up)	+271
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+246
NICKELBACK Because Of You (Roadrunner/IDJMG)	+158
THREE DAYS GRACE Home (Live/Zomba)	+154
SALIVA Razor's Edge (Island/IDJMG)	+142
KORN Another Brick In The Wall (Epic)	+123
PAPA ROACH Scars (Geffen)	+121
SLIPKNOT Duality (Roadrunner/IDJMG)	+96
U2 Vertigo (Interscope)	+80

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LINKIN PARK Breaking The Habit (Warner Bros.)	644
VELVET REVOLVER Slither (RCA/RMG)	566
LINKIN PARK Lying From You (Warner Bros.)	529
JET Cold Hard Bitch (Atlantic)	525
THREE DAYS GRACE (I Hate) Everything About You (Live/Zomba)	502
GODSMACK Re-Align (Republic/Universal)	406
SHINEDOWN 45 (Atlantic)	400
NICKELBACK Figured You Out (Roadrunner/IDJMG)	369
LINKIN PARK Numb (Warner Bros.)	362
LINKIN PARK Faint (Warner Bros.)	322

## New & Active

CRADLE OF FILTH Nymphetamine (Roadrunner/IDJMG)	Total Plays: 55, Total Stations: 11, Adds: 6
FEAR FACTORY Bite The Hand That Bleeds (Liquid 8)	Total Plays: 53, Total Stations: 6, Adds: 0
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	Total Plays: 37, Total Stations: 10, Adds: 9

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

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info@powergold.com







**KEVIN STAPLEFORD**  
kstapleford@radioandrecords.com

# Reinventing KROQ

Continued from Page 1

sidekick, Andy. This is their story. "In 1989 I was in San Diego programming 91X [XTRA-FM]," Trip Reeb recalls. "I had friends at KROQ, so it was easy to make the trip to L.A. I was up there a lot, listening to the station, and I had felt for a long time that it was off the mark — even before Pirate Radio came on. My friend Tony Berardini was running both KROQ and WBCN/Boston at the time, and I told him that if he ever wanted my input, I'd be happy to give it."

## The Trip & Andy Show

Berardini asked for more than mere input. Once Pirate began to de-

molish KROQ in the ratings, he and then-Infinity President Mel Karmazin had bigger ideas. Reeb says, "I went to lunch with them, and Mel said, 'You know, we've decided that we'd like to make you general manager of the station. First, you fix the programming, and we'll teach you the GM job as you go. As you learn it, we'll give you more and more responsibility.' I was like, 'Uh ... I'm down with that.' I freaked. I walked around in a daze. The opportunity was amazing."

Meanwhile, on the other side of the Rocky Mountains, Reeb protege Andy Schuon was already plotting his own foray into L.A. "Trip brought me to KAZY/Denver, and I was named PD after he left to go to 91X," Schuon says. "We had been pretty successful at KAZY, and the programming world was sort of opening up for me. I was already contemplating a move to Los Angeles to work at KLOS.

"Then Trip called me out of the blue and said, 'Andy, you're not going to believe this. I just went up to L.A. and met with this guy named Mel Karmazin, and he made me GM of KROQ.' I told Trip that I was thinking of going to KLOS. I said, 'I'm gonna end up kicking your ass, which would be embarrassing, so let me know if you need a program director.'"

Reeb says, "I needed a partner, and I wanted someone with a ton of energy to handle everything. And, obviously, Andy was a totally known quantity to me because I had worked with him at two stations prior. I had hired him twice before: as Production Director at KISS/San Antonio, and then I brought him with me to Denver as my assistant. I knew that Andy

could lead KROQ. He had the right sense of humor — very left-of-center — and he definitely had the programming chops.

"This was a station that needed a ton of detailed attention. Everything had become way too loose, format-ically speaking. The times had changed, and KROQ hadn't changed with them at all."

## For Those About To Rock....

As Reeb and Schuon began to focus on KROQ, they were only distantly aware of the Alternative gossip machine that was firing up in the background. You see, even when he was a PD, Reeb wore a tie to work.



**Trip Reeb**

(Gasp! How un-Alternative.) And Schuon? He was from the land of rock. Joe Walsh did a morning show for him once. Throw KROQ's horrendous ratings into the mix, and the buzz concerning an impending format change was deafening.

"For me, this was really tantamount to going to a Country station, because I didn't have a depth of knowledge in alternative music," says Schuon. "I didn't know a lot of the songs that the station was playing, which turned out to be OK, because they shouldn't have been playing most of them in the first place."

"I probably didn't help much in that department," says Reeb with a laugh. "I did an interview in the *Los Angeles Times*, and I said something like, 'You know, this radio station has to take chances. I wouldn't be afraid to play Metallica.' Of course, the headline of the article was 'Is KROQ Going Heavy Metal?' Needless to say, people were freaking; advertisers wanted to know what we were doing. It's funny how things come around."

"None of that bothered me in the slightest," Schuon says. "I viewed myself as the Everyman listener, as opposed to a core alternative guy. This allowed me to really work on broadening the station's appeal by fixing fundamental things and focusing on the KROQ brand.

"Musically, we had a lot of room to move back in the rock direction. Guns N' Roses and Motley Crue had temporarily taken over as the new rebel music, and KROQ had become a Euro-dance-leaning station with

10-minute remixes of Pet Shop Boys songs. It was an epidemic! Remixes had spread like a virus through the cart racks."

## Back To Reality

"The easy part of my job was that there was nowhere to go but up," Schuon continues. "I drove into town and listened to Jed The Fish, who I thought was brilliant, but I couldn't help but notice that he didn't mention the dial position or the call letters for an hour. So there were some very fundamental things that needed to be addressed.

"I knew that I had a very creative staff on my hands and thought that if I came in and tried to put a fence around them, I'd be in trouble. So the first time I got the airstaff together, I brought in this big white board

**"To turn a station around, you need to build a team that's willing to do whatever it takes."**

*Andy Schuon*

and wrote '106.7, K-ROCK, K-R-O-Q' and I said, 'As long as you say the call letters and dial position every time you open the mike, you can do anything else you want. I challenge you to host your show and do your thing as long as you follow the clock and identify the station every time you talk.'

"I was really proud of the fact that I was able to keep the most talented people at the station and then bring in fresh new people to augment the original staff with some new blood. We were able to build an amazing dream team that is pretty much in place today, and we're talking 15 years later."

Like most Alternative stations at the time, KROQ had never had a winning morning show. However, in order to compete in L.A., Reeb and Schuon knew they had to find one. "Our first effort was to try and hire [KLOS's] Mark & Brian, because they were huge at the time," says Reeb.

"That didn't go anywhere because they were contractually locked up. Of course, we got a ton of airchecks, and Kevin & Bean's

# The Schuon Also Rises Andy's new media adventure

Andy Schuon has been pretty busy post-KROQ, with stints as President/Programming of Infinity, President/COO of Universal Music Group's Farmclub project, President/CEO of Pressplay (now Napster), Exec. VP/GM of Warner Bros. Records and Exec. VP/head of programming and production at MTV. So now what?



**Andy Schuon**

"I left Infinity earlier this year because I wanted to go out and form my own media company and work in all the areas that I had been involved in throughout my career," Schuon says. "I've developed a big collection of interests, and I wanted to combine them all. I missed the diversity, and I thought the only way to satiate my appetite to do creative things with entertainment was to go out and do them myself."

With partner Greg Drebin, Schuon quietly launched the Grand Corporation this past summer ("Grand" combines "Greg" and "Andy"). "When we take on a project, we want to be really hands-on," says Schuon. "I'm interested in being part of the process, as opposed to being someone who comes in and gives advice. We're media catalysts; we bring the ideas and the creative and business strategies."

Grand has already partnered with XM Satellite Radio to develop new channels, strategy and talent. Other clients include various cable networks and technology companies. "Being able to build a national product is great," Schuon says. "That's what I liked about MTV and VH1. It's fun."

tape stood out. I have no idea where Andy got it, but I'll have you know that I still have it."

Schuon says, "L.A. mornings were populated with these huge, highly paid people. The only thing they lacked was the hunger to succeed that a couple of young guys coming up would have. I wanted to find a show that would go out and shake hands with people and do the hard work to connect.

"A friend of mine gave me a demo tape of Kevin & Bean doing a 2-6am shift on X100 in San Francisco [then-KXXX]. It was actually a morning try-out that didn't work. Based on that tape, I thought that we could work with them and build a show.

"When it comes down to it, to turn a station around, you need to build a team that's willing to do whatever it takes. Kevin & Bean would stay up 24 hours a day to make a good radio show. They win today because they work harder — and they were good in the first place."

## Everything In Its Place

The reinvention of KROQ worked for a couple of reasons. First, Schuon and Reeb identified absolute strengths on which to build. Despite the ratings collapse, the idea of KROQ was near and dear to the hearts of a huge pool of listeners. The station's heritage still meant something, and Schuon and Reeb merely needed to find ways to live up to its greatness.

Schuon chose to view the station as a mini version of NBC. NBC had *The Today Show*; KROQ developed

Kevin & Bean. NBC had *The Tonight Show*; KROQ developed *Loveline* (a whole story unto itself). NBC had special events like the Olympics; KROQ developed Acoustic Christmas and, later, the Weenie Roast.

"Bottom line, the station is the star, and we didn't want to lose its legacy of being different," Reeb says. "We sounded odd enough in terms of content to be able to put a more mainstream skin over it, and that's how we made it work."

Schuon says, "I can't state enough how important my partnership with Trip was. We were great friends, and

**"The station is the star, and we didn't want to lose its legacy of being different."**

*Trip Reeb*

he trusted me with the sound of the station from Day One. So I had a general manager who encouraged me to go for it and not look back. It was a very strong creative understanding of what made radio great from the ground up, and then we had this great brand of KROQ to lay on top of that. It was like the perfect storm. Everything aligned for us."

December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (000)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	2318	+23	163030	10	74/0
1	2	JIMMY EAT WORLD Pain (Interscope)	2189	-187	149365	14	74/0
3	3	U2 Vertigo (Interscope)	1921	-230	139235	10	71/0
4	4	CHEVELLE Vitamin R (Leading Us Along) (Epic)	1852	-91	107499	18	62/0
5	5	CROSSFADE Cold (Columbia)	1726	-37	101515	28	55/0
6	6	PAPA ROACH Getting Away With Murder (Geffen)	1444	-91	87048	20	46/0
9	7	MODEST MOUSE Ocean Breathes Salty (Epic)	1411	-10	84250	16	59/0
7	8	BREAKING BENJAMIN So Cold (Hollywood)	1390	-114	94223	31	55/0
11	9	KILLERS Mr. Brightside (Island/IDJMG)	1285	-56	86264	10	59/1
10	10	VELVET REVOLVER Fall To Pieces (RCA/RMG)	1273	-106	91443	20	47/0
12	11	JET Look What You've Done (Atlantic)	1246	+59	89558	8	63/1
13	12	MARILYN MANSON Personal Jesus (Nothing/Interscope)	1219	+49	81647	13	56/0
8	13	GREEN DAY American Idiot (Reprise)	1210	-216	105297	17	64/0
14	14	MY CHEMICAL ROMANCE I'm Not Okay (I Promise) (Reprise)	1135	+11	64349	9	61/3
17	15	PAPA ROACH Scars (Geffen)	1098	+84	67339	5	62/1
20	16	THREE DAYS GRACE Home (Jive/Zomba)	1043	+56	48726	8	59/2
15	17	LINKIN PARK Breaking The Habit (Warner Bros.)	996	-65	76617	26	62/0
19	18	FRANZ FERDINAND This Fire (Domino/Epic)	990	0	59485	8	57/2
16	19	INTERPOL Slow Hands (Matador)	981	-61	56688	15	46/0
21	20	MUSE Hysteria (EastWest/Warner Bros.)	945	+2	46788	15	57/5
24	21	MUSIC BREAKIN' (Capitol)	854	+25	38746	7	57/1
28	22	LOSTPROPHETS I Don't Know (Columbia)	761	+66	22053	4	55/2
29	23	SLIPKNOT Vermilion (Roadrunner/IDJMG)	731	+41	28491	7	43/1
27	24	A PERFECT CIRCLE Imagine (Virgin)	669	-46	43138	9	40/0
22	25	SUM 41 We're All To Blame (Island/IDJMG)	669	-274	46245	14	48/0
30	26	HOBBASTANK Disappear (Island/IDJMG)	660	-10	34404	5	39/1
23	27	CAKE No Phone (Columbia)	653	-264	27661	14	41/0
25	28	SOCIAL DISTORTION Reach For The Sky (Time Bomb)	651	-112	54957	13	35/0
31	29	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	566	-6	19022	6	35/0
26	30	SNOW PATROL Run (A&M/Interscope)	556	-197	36232	19	33/0
39	31	SUM 41 Pieces (Island/IDJMG)	501	+181	23592	2	41/5
Debut	32	3 DOORS DOWN Let Me Go (Republic/Universal)	461	+311	17323	1	39/11
33	33	KEANE Somewhere Only We Know (Interscope)	437	-54	28816	10	25/0
41	34	USED All That I've Got (Reprise)	431	+123	22391	2	36/4
36	35	SHINEDOWN Burning Bright (Atlantic)	431	+89	14956	2	28/2
42	36	COHEED AND CAMBRIA Blood Red Summer (Equal Vision/Columbia)	403	+98	12051	2	38/4
34	37	SKINDRED Nobody (Lava)	357	-88	12797	18	29/0
40	38	EXIES Ugly (Virgin)	350	+36	10049	3	26/2
32	39	USED Take It Away (Reprise)	336	-229	13958	14	35/0
37	40	RISE AGAINST Give It All (Geffen)	333	+2	11351	5	27/1
47	41	KORN Another Brick In The Wall (Epic)	316	+45	39450	2	14/3
38	42	SEVENDUST Face To Face (TVT)	316	-5	10744	6	18/0
43	43	STORY OF THE YEAR Sidewalks (Maverick/Reprise)	304	0	9376	3	29/0
49	44	COLLECTIVE SOUL Counting The Days (El Music Group)	274	+10	17715	3	17/2
44	45	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	257	-43	37224	3	13/0
Debut	46	ELEFANT Misfit (Kemado/Hollywood)	251	+6	8241	1	23/1
Debut	47	BLINK-182 Always (Geffen)	237	+70	7374	1	21/2
Debut	48	UNWRITTEN LAW Save Me (Lava)	220	+76	17913	1	32/15
Debut	49	U2 All Because Of You (Interscope)	206	+95	20994	1	55/47
-	50	RIDDLIN' KIDS Stop The World (Aware/Columbia)	206	-38	7123	8	17/0

75 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. © 2004, Arbitron Inc.). © 2004, R&R, Inc.

## Most Added\*

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
U2 All Because Of You (Interscope)	17
UNWRITTEN LAW Save Me (Lava)	45
3 DOORS DOWN Let Me Go (Republic/Universal)	11
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	6
MUSE Hysteria (EastWest/Warner Bros.)	5
SUM 41 Pieces (Island/IDJMG)	5
COHEED AND CAMBRIA Blood Red... (Equal Vision/Columbia)	4
USED All That I've Got (Reprise)	4

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
3 DOORS DOWN Let Me Go (Republic/Universal)	+311
SUM 41 Pieces (Island/IDJMG)	+181
USED All That I've Got (Reprise)	+123
COHEED AND CAMBRIA Blood Red... (Equal Vision/Columbia)	+98
U2 All Because Of You (Interscope)	+95
SHINEDOWN Burning Bright (Atlantic)	+89
PAPA ROACH Scars (Geffen)	+84
UNWRITTEN LAW Save Me (Lava)	+76
BLINK-182 Always (Geffen)	+70
LOSTPROPHETS I Don't Know (Columbia)	+66

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
THREE DAYS GRACE Just Like You (Jive/Zomba)	927
KILLERS Somebody Told Me (Island/IDJMG)	926
SLIPKNOT Duality (Roadrunner/IDJMG)	684
FRANZ FERDINAND Take Me Out (Domino/Epic)	560
VELVET REVOLVER Slither (RCA/RMG)	551
LINKIN PARK Lying From You (Warner Bros.)	472
JET Cold Hard Bitch (Atlantic)	463
WHITE STRIPES Seven Nation Army (Third Man/V2)	460
FOO FIGHTERS All My Life (Roswell/RCA/RMG)	459
MODEST MOUSE Float On (Epic)	454

## New & Active

SILVERTIDE Ain't Comin' Home (J/RMG)	Total Plays: 188, Total Stations: 8, Adds: 0
RAZORLIGHT Golden Touch (Universal)	Total Plays: 181, Total Stations: 19, Adds: 1
SIMPLE PLAN Me Against The World (Lava)	Total Plays: 112, Total Stations: 8, Adds: 0
ZUTONS Pressure Point (DeltaSonic)	Total Plays: 82, Total Stations: 8, Adds: 1
DRESDEN DOLLS Coin-Operated Boy (8 Foot/Roadrunner)	Total Plays: 78, Total Stations: 8, Adds: 1
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	Total Plays: 54, Total Stations: 9, Adds: 6

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

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

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.45	4.37	88%	8%	4.40	4.36	4.44
JIMMY EAT WORLD Pain (Interscope)	4.21	4.17	91%	15%	4.20	4.16	4.23
KILLERS Mr. Brightside (Island/IDJMG)	4.10	4.04	65%	8%	4.14	4.00	4.25
GREEN DAY American Idiot (Reprise)	4.08	4.07	99%	30%	3.96	3.96	3.95
SUM 41 We're All To Blame (Island/IDJMG)	4.07	3.97	85%	12%	4.01	3.94	4.06
KILLERS Somebody Told Me (Island/IDJMG)	4.05	3.94	95%	35%	4.07	3.90	4.22
SOCIAL DISTORTION Reach For The Sky (Time Bomb)	4.05	3.91	68%	10%	4.02	4.01	4.02
MY CHEMICAL ROMANCE I'm Not Okay (I Promise) (Reprise)	4.05	3.91	60%	8%	3.98	3.69	4.24
BREAKING BENJAMIN So Cold (Hollywood)	3.96	3.88	93%	28%	3.91	3.80	3.99
CROSSFADE Cold (Columbia)	3.85	3.78	84%	21%	3.78	3.66	3.89
SNOW PATROL Run (A&M/Interscope)	3.83	3.74	72%	16%	3.92	3.59	4.23
JET Look What You've Done (Atlantic)	3.83	3.78	71%	11%	3.86	3.65	4.05
THREE DAYS GRACE Just Like You (Live/Zomba)	3.82	3.75	98%	41%	3.81	3.74	3.87
CHEVELLE Vitamin R (Leading Us Along) (Epic)	3.80	3.85	87%	23%	3.79	3.64	3.92
PAPA ROACH Getting Away With Murder (Geffen)	3.77	3.73	88%	27%	3.58	3.59	3.57
THREE DAYS GRACE Home (Live/Zomba)	3.77	3.71	72%	15%	3.74	3.49	3.93
USED Take It Away (Reprise)	3.76	3.69	65%	13%	3.72	3.62	3.80
MUSE Hysteria (EastWest/Warner Bros.)	3.75	3.78	51%	11%	3.82	3.71	3.92
VELVET REVOLVER Fall To Pieces (RCA/RMG)	3.73	3.74	84%	23%	3.69	3.61	3.75
PAPA ROACH Scars (Geffen)	3.71	—	53%	11%	3.67	3.39	3.90
LINKIN PARK Breaking The Habit (Warner Bros.)	3.64	3.48	99%	54%	3.76	3.72	3.80
MODEST MOUSE Ocean Breathes Salty (Epic)	3.62	3.50	75%	19%	3.67	3.54	3.80
HOBBASTANK Disappear (Island/IDJMG)	3.62	—	72%	14%	3.65	3.51	3.76
INTERPOL Slow Hands (Matador)	3.62	3.41	49%	10%	3.65	3.59	3.71
U2 Vertigo (Interscope)	3.48	3.37	92%	31%	3.39	3.29	3.47
FRANZ FERDINAND This Fire (Domino/Epic)	3.43	3.45	57%	15%	3.47	3.32	3.61
CAKE No Phone (Columbia)	3.35	3.29	71%	24%	3.44	3.48	3.40
A PERFECT CIRCLE Imagine (Virgin)	3.30	3.50	67%	20%	3.35	3.06	3.61

Total sample size is 413 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.



When my Program Director, Duane Doherty, gauged my interest in taking on yet another position here at KDGE, I never dreamed that my love for the open water and novice-level boating skills would come in handy when programming our two new, Internet-only radio stations at [www.kdgc.com](http://www.kdgc.com). "Old Skool" plays everything from The Nails to Depeche Mode; "Krunch" covers a pretty wide range of the heavier-leaning, male-appeal records, ranging from Pantera all the way down to Kenny Wayne Shepherd. I've found the really challenging part of these stations has been finding the middle ground to allow you to push the boat out into the water for a couple of days, so to speak. Then you've got to let it sail, only to buzz out to it two days later to make sure it's not taking on water. That's just my way of comparing a drifting boat to rotating music online and keeping the station on time. Staying on time is the big challenge, at least for me, on the open seas of the Internet. It's not uncommon to do a maintenance check after a weekend off and find your 'Net station is 90 minutes behind. Ahoy, mate! Hoist the mainsail and start the bilge pump. Any thoughts? I am but a learner and wide open to info exchange at [ayo@kdgc.com](mailto:ayo@kdgc.com).

I think it's time for me to play the lotto, because I am on a roll, man. Who predicted that Jimmy Eat World would hit No. 1 on the Alternative chart last week? Me! Who said that Green Day would replace them *this* week? Me again! It's all about me, me, me! Oh wait, I'm not a PD anymore, so I better snap out of it. Now, if I may be so bold as to make another prediction, "Boulevard" will stay on top of the chart for the rest of 2004. Thank you, and good night ... Meanwhile, 3 Doors Down pull in the Most Increased Plays by a frickin' mile with "Let Me Go" ... Right below 3DD on the MIP lists (that stands for Most Increased Plays; let's all use the abbreviation and start a trend) are Sum 41 with "Pieces," which is spinning in markets of all shapes and sizes ... Finally, let's all give a warm chat welcome to Elefant, who score the highest non-3DD debut of the week with "Misfit" (No. 46).

— Kevin Stapleford, Alternative Editor



## Reporters

### Stations and their adds listed alphabetically by market

<b>WHRL/Albany, NY*</b> OM: Mike Cooper PD: Lisa Biale ALTER BRIDGE 12 3 DOORS DOWN	<b>WEND/Charlotte*</b> OM: Mike Preston PD: Mike Jackson P/M/D: Jack Daniel MUSE MY CHEMICAL ROMANCE	<b>KHRD/El Paso, TX*</b> OM: Bruce Logan PD: Mike Jackson NO ADDS	<b>WRZ/Indianapolis, IN*</b> OM: Tommie Wilson PD: Nancy Whisman 13 12 3 DOORS DOWN COHEED AND CAMBRIA MY CHEMICAL ROMANCE MUSIC USED	<b>WLUM/Minneapolis, WI*</b> PD: Tommie Wilson PD: Nancy Whisman 13 12 3 DOORS DOWN COHEED AND CAMBRIA MY CHEMICAL ROMANCE MUSIC USED	<b>WYLL/Richmond, VA*</b> PD: Mike Mearns PD: Don In Matthews 2 12 KASABIAN	<b>KNDQ/Seattle, WA*</b> PD: Phil Blasing AP/D: Jim Kester 12 2 RISE AGAINST VELVET REVOLVER THREE DAYS GRACE	<b>KFMA/Tucson, AZ*</b> PD: Matt Perry AP/D: Stephen Kistler 2 12 VELVET REVOLVER RISE AGAINST
<b>KTZO/Albuquerque, NM*</b> PD: Scott Sauerbald MD: Don Kelley 1 MUSIC	<b>WJQX/Chicago, IL*</b> PD: Mike Jackson AP/D: Jack Jackson NO ADDS	<b>KXHA/Fayetteville, AR</b> PD: Mike Jackson ALTER BRIDGE 12	<b>WPLA/Jacksonville, FL*</b> OM: Earl Austin AP/D: Chad Chumley 12	<b>WRRR/Oraido, FL*</b> OM: Bill Cahill PD: Pat Lynch AP/D: Rick Everett MD: Bruce Dickinson 3 ALTER BRIDGE 12	<b>WRXL/Richmond, VA*</b> OM: Bill Cahill PD: Pat Lynch AP/D: Rick Everett MD: Bruce Dickinson 3 ALTER BRIDGE 12	<b>KMYZ/Tulsa, OK*</b> MD: Shawn Williams 6 WANKED 5 ALTER BRIDGE 5 3 DOORS DOWN 12 ZAK MALLOY	<b>KMYZ/Tulsa, OK*</b> MD: Shawn Williams 6 WANKED 5 ALTER BRIDGE 5 3 DOORS DOWN 12 ZAK MALLOY
<b>WNNK/Atlanta, GA*</b> OM/PC: Leslie Fran MD: Jay Harris 3 12	<b>WAQZ/Cincinnati, OH*</b> PD: Jeff Vogel NO ADDS	<b>KFRR/Fresno, CA*</b> PD: Chris Squires MD: Reverend 12	<b>WRZ/Johnson City, NY*</b> PD: Jason Allen AP/D: Chad Chumley 12	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>KPNT/S. Lewis, MO*</b> PD: Tommy Matzra MD: Jeff Fries 1 KORN 12 VELVET REVOLVER	<b>WPBZ/W. Palm Beach, FL*</b> PD: John O'Connell MD: Bill Rivers UNWRITTEN LAW 12
<b>WJSE/Atlantic City, NJ*</b> PD: Al Portella AP/D: Scott Smith MD: Steven Ruppert PITTY SING 12	<b>WXTM/Cleveland, OH*</b> PD: Dave Stern MD: Steve Farn VELVET REVOLVER 12	<b>WJXK/Ft. Myers, FL*</b> OM/PC: John Roff AP/D: Fitz McInnis MD: Jeff Zie 1 3 DOORS DOWN 12	<b>KRBZ/Kansas City, MO*</b> PD: Craig Bergan AP/D: Lynn Allen MD: Jason Usael 5 USED 1 UNWRITTEN LAW 12	<b>WDBL/Monterey, CA*</b> PD: Steve Hines MD: Jason Usael 5 USED 1 UNWRITTEN LAW 12	<b>WPLI/Philadelphia, PA*</b> MD: Dan Fels 10 12 3 DOORS DOWN 1 SUM 41 1 SUM 41 1 SUM 41	<b>KWOD/Sacramento, CA*</b> OM: Carlos Johnson PD: Ron Basso AP/D: Yusef MD: Marco Collins 7 12 2 UNWRITTEN LAW COHEED AND CAMBRIA	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>KROX/Austin, TX*</b> OM: Jeff Carroll MD: Toby Ryan NO ADDS	<b>WARQ/Columbia, SC*</b> PD: Steve Farn MD: Steve Farn VELVET REVOLVER 12	<b>WXTW/Ft. Wayne, IN*</b> OM: AJ Fabian PD: Don Walker AP/D: Matt Jerich MD: Greg Travis VELVET REVOLVER 12	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>WRAX/Birmingham, AL*</b> PD: Susan Groves MD: Mark Lindsey 1 12	<b>WWCO/Columbus, OH*</b> OM: Randy Hatley PD: Jeff Davis MD: Jack DeVoss 15 12 7 PITTY SING VHS OR BETA	<b>WGRD/Grand Rapids, MI*</b> PD: Bobby Duncan MD: Karie Carson 4 12 1 FRANZ FERDINAND 1 PAPA ROACH	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>KOXR/Boise, ID*</b> OM: Dan McElroy PD: Eric Kristmann MD: Joseph Smith 2 UNWRITTEN LAW 12 KORN	<b>KDGE/Dallas, TX*</b> PD: Duane Doherty AP/D: Alan Ayo KILLERS LOSTPROPHETS	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>WBCN/Boston, MA*</b> PD: Steve Whittington AP/D: Steve Strick 1 12 BREAKING BENJAMIN UNWRITTEN LAW	<b>WXEG/Denver, CO*</b> OM: Tony Thiers PD: Steve Kramer MD: Beeman 6 3 DOORS DOWN 4 EXES 3 COLLECTIVE SOUL	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>WEDG/Buttalo, NY*</b> 1 MUSIC SUM 41 12	<b>KTCJ/Denver, CO*</b> PD: Mike O'Connell MD: Rick Robb MD: Bill Jordan NO ADDS	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>WBTZ/Burlington*</b> OM/PC: Matt Grass AP/D: Steve Strick 1 UNWRITTEN LAW 1 2 SUM 41 1 UNWRITTEN LAW 1 2 SUM 41 1 UNWRITTEN LAW	<b>CINX/Detroit, MI*</b> PD: Henry Broderick AP/D: Vince Casanova MD: Matt Franklin 3 2 DOORS DOWN 1 ELEFANT 1 UNWRITTEN LAW	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12
<b>WAFW/Charleston, SC*</b> PD: Dave Reas 1 MUSIC 3 DOORS DOWN 13 TEGAN & SARA 3 12	<b>KTCJ/Denver, CO*</b> PD: Mike O'Connell MD: Rick Robb MD: Bill Jordan NO ADDS	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WNTG/Monmouth, NJ*</b> PD: Mike Sewin AP/D: Bruce Phillips 5 JIMMY EAT WORLD 4 UNWRITTEN LAW 1 3 DOORS DOWN WANKED	<b>WKQX/Myrtle Beach, SC</b> PD: Mark McKinney AP/D: Charley SEVENDUST SUM 41 12	<b>WDCI/Oraido, FL*</b> PD: Bobby Smith 10 12 3 DOORS DOWN	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12	<b>WWSW/Washington, DC*</b> PD: Lisa Warden AP/D: Tim Healy VELVET REVOLVER UNWRITTEN LAW 12

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85 Total Reporters

75 Total Monitored

10 Total Indicator



# 2004 Snapshot

A slightly skewed look at the past year

Over the next couple of weeks we'll be presenting the year-end music results, as well as recapping all the news that happened on both the radio and record sides. As an addendum to that, this week I thought I'd cover a variety of other subjects that fit in with the retrospective angle.

You'll see sidebars on this page addressing things like the plethora of music DVDs coming out this holiday season, the live-performance CDs Triple A stations put together each year for a variety of causes, some key music events of 2004 and my take on some albums that I feel didn't get the support or full attention they deserved.

## The Year Of The Music DVD

Music DVDs have been around for a few years now, but this holiday season we are seeing an explosion of special live-performance DVDs, CD and DVD packages, DVD collections of videos, and more. In fact, almost 20 million music DVDs have been sold so far this year. Below is a fairly comprehensive list of artists who have recently released or will soon release packages that have a visual complement to the audio.

### New Releases

Aimee Mann	Elton John	Krishna Das	Rufus Wainwright
All-Star Bluegrass	Eric Clapton	Los Lonely Boys	The Samples
Ani DiFranco	Evanescence	Morcheeba	Simon & Garfunkel
Beth Hart	Everlast	Morrissey	Steve Earl
Cat Power	The Flatlanders	Neil Young	Stray Cats
David Bowie	Jamie Cullum	Norah Jones	Susan Tedeschi
David Byrne	Jet	Peter Gabriel	311
Diana Krall	Joss Stone	Phish	The White Stripes
Dolly Parton	K's Choice	Radiohead	Willie Nelson & Friends
Edwin McCain	Kate Rusby	Robert Earl Keen	

### Reissues And Posthumous Issues

Boz Scaggs	The Grateful Dead	Judy Collins	Ray Charles
Bruce Springsteen	Indigo Girls	Miles Davis	Rolling Stones
The Doors	Jefferson Airplane	Poi Dog Pondering	Tangerine Dream
Elliott Smith	Jimi Hendrix	Procal Harum	The Who
George Harrison	Johnny Cash	The Ramones	Yes



**SHE HAS A NEW LAST NAME!** Congratulations to our friend and former KBXR/Columbia, MO PD Lana Trezise, who married Tom Azar on Sept. 1. The couple is now settled in St. Louis.

## Charity CDs Abound

One of the hallmarks of Triple A radio are frequent in-studio appearances by artists. Over the years many stations have issued CD collections of some of the best of these performances, with the proceeds going to support local charities or serve some other worthwhile purpose. This year is no exception: Many stations have new collections ready for release or in the works for early 2005.

### Out Or Coming Soon

- KBCO/Denver, *Studio C, Volume 16*
- WBOS/Boston, *Live From the Archives, Vol. 2*
- WFUV/New York, *City Folk Live 7*
- KFOG/San Francisco, *Live From the Archives, Vol. 11*
- KGSR/Austin Broadcast, *Vol. 12*
- KINK/Portland, OR, *KINK Live 7*
- WMMM/Madison, *Live From Studio M, Vol. 4*
- KMTT/Seattle, *Live From the Music Lounge, Vol. 10*
- KPRI/San Diego, *Live Tracks, Vol. 2*
- KSUT/Durango, CO, *Roots & Rhythms, Vol. 2*
- KTAO/Taos, NM, *Revolution Collection: Taos*
- KTCZ/Minneapolis, *Cities Sampler, Vol. 16*
- WTTS/Indianapolis, *Collectors Edition, Vol. 10*
- WXPN/Philadelphia, *World Café Live, Vol. 19*
- WXRT/Chicago, *ONXRT: Live From the Archives, Vol. 7*

### In The Works

- WDET/Detroit will have a fourth volume in the spring.
- WDST/Poughkeepsie, NY is working on a double disc for April to coincide with its 25th anniversary.
- KPIG/Monterey is in the midst of putting together a second *Greatest Hits* volume.
- KRSH/Santa Rosa, CA is planning its first disc for next summer.
- KWMT/Tucson is planning its first disc for next spring.
- WXRV/Boston is planning its first disc for some time next year.
- WYEP/Pittsburgh does an album annually, and its next one is due in April.
- KZPL/Kansas City plans *Planet Lounge, Vol. 2* for March.

## Consider This!

At the end of each year everyone compiles a list of their favorite albums. I thought I'd try something a bit different and list the albums I think the format missed the boat on. Certain of these records did well on some stations, but I think they should have been embraced by more programmers. Others did well generally, but I feel that we allowed ownership of the artists to be stolen by other formats.

The Damnwells, *Bastards of the Beat*: You guys flat-out missed this one, but Lisa Sonkin is going after you again. Yeah!

Joss Stone, *Mind, Body & Soul*: If an adult audience that grew up on artists like Aretha Franklin, Marvin Gaye, The Temptations and Betty Wright can't appreciate what Joss Stone is all about, who can?

Sarah McLachlan, *Afterglow*: Triple A is the format that broke this world-class artist, but over time we have let Hot AC claim ownership.

J.J. Cale, *To Tulsa and Back*: J.J. Cale has been a major musical influence for three decades and deserves a better home than Triple A affords him these days.

Paco, *This Is Where We Live*: Granted, this was on a smaller label, but with the Ivy heritage and the cool grooves on this collection, it deserved more attention than it got.

Jem, *Finally Woken*: It's high time that Triple A radio got more involved with trip-hop and chill music, and Jem is the perfect artist to do it with.

Charlie Mars, *Charlie Mars*: This great artist has been kickin' around for a few years now, and he has finally delivered the right album to take his career to the next level.

Charlotte Martin, *On Your Shore*: The label is regrouping for a new push on this project, thank goodness. If you saw her perform at this year's Triple A Summit, you know we are talking about a real artist here.

Citizen Cope, *The Clarence Greenwood Recordings*: Everything about this artist screams originality, and his lyrics are intelligent and thoughtful. A perfect combination for Triple A audiences.

Patty Griffin, *Impossible Dream*: Patty Griffin is an amazing singer and songwriter who is revered among her peers. The more adventurous stations on the Indicator panel have recognized this — it's time for the rest of you come to the party.

Seal, *Seal IV*: An artist of this caliber deserves a lot more respect from us than he gets.

Grant-Lee Phillips, *Virginia Creeper*: I suspect that if more programmers had truly given this wonderful album some listening time, it would have been one of the biggest albums of the year. The guy is a great songwriter and has one of the most beautiful voices on the planet.

Michael Franti, *Songs From the Front Porch*: Whether he's with Spearhead or on his own, Michael Franti is an intelligent and caring artist. He deserves to be on more Triple A radio stations.

Ozomatli, *Street Signs*: If you have any kind of Spanish-language demographic in your market, you should be all over this great album.

Camper Van Beethoven, *New Roman Times*: The only reason I can think of that this project hasn't done better is that you really haven't given it a good listen.



# R&R TRIPLE A TOP 30

December 3, 2004

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	U2 Vertigo (Interscope)	554	+3	29569	10	24/0
4	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)	426	+35	21472	6	24/1
3	3	MARK KNOPFLER Boom, Like That (Warner Bros.)	418	-3	21309	12	22/0
2	4	R.E.M. Leaving New York (Warner Bros.)	393	-52	23952	15	24/0
5	5	KEANE Somewhere Only We Know (Interscope)	373	-9	16387	14	22/1
7	6	LOW MILLIONS Eleanor (Manhattan/EMC)	345	+15	11965	10	22/0
6	7	JOHN MELLENCAMP Walk Tall (Island/IDJMG)	338	+5	23043	15	16/0
8	8	SNOW PATROL Run (A&M/Interscope)	306	-3	13713	13	21/0
11	9	LENNY KRAVITZ Lady (Virgin)	283	+12	11299	7	18/0
10	10	RAY LAMONTAGNE Trouble (RCA/RMG)	281	0	16026	11	17/0
12	11	JET Look What You've Done (Atlantic)	275	+20	8160	7	19/0
14	12	JOHN MAYER Daughters (Aware/Columbia)	265	+34	20416	5	14/0
13	13	CARBON LEAF Life Less Ordinary (Vanguard)	253	+6	13970	16	17/0
9	14	BRUCE HORNSBY Gonna Be Some Changes Made (Columbia)	251	-54	18081	21	20/0
15	15	RAY CHARLES & IVAN MORRISON Crazy Love (Concord)	240	+13	15325	6	18/0
16	16	JOHN FOGERTY Deja Vu (All Over Again) (DreamWorks/Geffen)	214	-7	12642	17	15/0
18	17	MICK JAGGER & DAVE STEWART & SHERYL CROW Old Habits Die Hard (Virgin)	213	+8	8493	5	17/0
19	18	NEVILLE BROTHERS Ball Of Confusion (Back Porch/Narada)	201	+9	6872	9	14/0
17	19	SARAH MCLACHLAN World On Fire (Arista/RMG)	198	-13	10055	13	14/0
20	20	MAROON 5 She Will Be Loved (Octone/JRMG)	184	-1	11171	16	8/0
<b>Debut</b>	21	U2 All Because Of You (Interscope)	170	+58	13143	1	18/16
24	22	WILCO Theologians (Nonesuch)	161	+7	7968	4	10/0
25	23	HOWIE DAY Collide (Epic)	152	+2	6634	3	10/2
22	24	ELVIS COSTELLO Monkey To Man (Lost Highway)	149	-23	7519	11	13/0
26	25	NORAH JONES Those Sweet Words (Blue Note/EMC)	147	+1	4115	4	11/0
28	26	MICHAEL FRANTI Yes I Will (iMusic)	144	+19	5926	2	14/0
23	27	CROSBY & NASH Lay Me Down (Sanctuary/SRG)	135	-20	6153	19	12/0
21	28	STEVE EARLE The Revolution Starts Now (E-Squared/Artemis)	135	-39	6758	11	14/0
<b>Debut</b>	29	SHORE Hard Road (Maverick/Reprise)	133	+35	3334	1	14/3
<b>Debut</b>	30	MARC BROUSSARD Home (Island/IDJMG)	129	+23	2907	1	9/0

25 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. © 2004, Arbitron Inc.). © 2004, R&R, Inc.

## New & Active

**JAMIE CULLUM** High And Dry (Verve/Universal)  
Total Plays: 127, Total Stations: 9, Adds: 0

**MADELEINE PEYROUX** Don't Wait Too Long (Rounder)  
Total Plays: 119, Total Stations: 10, Adds: 1

**FRANZ FERDINAND** Take Me Out (Domino/Epic)  
Total Plays: 110, Total Stations: 5, Adds: 0

**GOD GOD DOLLS** Give A Little Bit (Warner Bros.)  
Total Plays: 106, Total Stations: 3, Adds: 0

**ANNA MALICK** Breathe (2am) (Columbia)  
Total Plays: 101, Total Stations: 9, Adds: 1

**ALISON KRAUSS & UNION STATION** Restless (Rounder)  
Total Plays: 96, Total Stations: 7, Adds: 0

**JACKSON BROWNE W/ BONNIE RAITT** Poor Poor Pitiful Me (Artemis)  
Total Plays: 87, Total Stations: 13, Adds: 8

**JOSEPH ARTHUR** Can't Exist (Vector)  
Total Plays: 86, Total Stations: 8, Adds: 1

**BUTTERFLY BOUCHER** I Can't Make Me (A&M/Interscope)  
Total Plays: 78, Total Stations: 6, Adds: 0

**HANDSOME BOY MODELING SCHOOL** Breakdown (Atlantic)  
Total Plays: 77, Total Stations: 8, Adds: 0

Songs ranked by total plays

## Most Added\*

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
U2 All Because Of You (Interscope)	16
J. BROWNE W/ B. RAITT Poor Poor Pitiful Me (Artemis)	8
SHORE Hard Road (Maverick/Reprise)	3
BRUCE HORNSBY Circus On The Moon (Columbia)	3
HOWIE DAY Collide (Epic)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
U2 All Because Of You (Interscope)	+58
J. BROWNE W/ B. RAITT Poor Poor Pitiful Me (Artemis)	+41
GOD GOD DOLLS Give A Little Bit (Warner Bros.)	+41
GREEN DAY Boulevard Of Broken Dreams (Reprise)	+35
SHORE Hard Road (Maverick/Reprise)	+35
JOHN MAYER Daughters (Aware/Columbia)	+34
3 DDORS DOWN Let Me Go (Republic/Universal)	+32
HANDSOME BOY MODELING SCHOOL Breakdown (Atlantic)	+28
GOOD CHARLOTTE I Just Wanna Live (Daylight/Epic)	+26
FINN BROTHERS Anything Can Happen (Nettwerk)	+25

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
FINGER ELEVEN One Thing (Wind-up)	204
MINDY SMITH Come To Jesus (Vanguard)	153
MODEST MOUSE Float On (Epic)	143
NORAH JONES What Am I To You? (Blue Note/EMC)	142
COUNTING CROWS Accidentally In Love (DreamWorks/Geffen)	140
JAMIE CULLUM All At Sea (Verve/Universal)	137
LDS LONELY BOYS Heaven (Dr Music/Epic)	123
OZOMATLI (Who Discovered) America? (Concord)	113
DAVE MATTHEWS Oh (RCA/RMG)	109
COLDPLAY Clocks (Capitol)	108

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



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Continued from Page 62

## Hot Topics

Below are some of this year's most significant happenings on the music scene.

- Kink's frontman Ray Davies was shot while chasing a mugger in New Orleans.
- Ray Davies and Eric Clapton were appointed Commanders of the Order of the British Empire by Queen Elizabeth.
- The 40th anniversary of The Beatles' first U.S. tour.
- Legendary New York club The Bottom Line closed its doors.
- Ryan Adams broke his wrist when he fell off a stage in Liverpool, England.
- Alison Krauss became the most honored female artist by increasing her total number of Grammys to 17.
- Stax Records co-founder Estelle Axton died at the age of 85.
- George Harrison, Prince, Jackson Browne, Bob Seger, Traffic, ZZ Top and The Dells were inducted into the Rock and Roll Hall of Fame.
- House of Blues announced a \$110 million expansion.
- Jan Berry of the famed Jan & Dean died at the age of 62.
- Ray Charles' studios in Los Angeles were given historic landmark status.
- Legendary reggae producer Clement "Coxsone" Dodd died at the age of 72.
- The Gram Parsons biopic *Fallen Angel* debuted at the Nashville Film Festival.
- Phish officially split up.
- The National Endowment for the Arts honored Koko Taylor with the National Heritage Fellowship award.
- Linda Ronstadt was banned from the Aladdin Casino in Las Vegas over political comments she made.
- Rolling Stones drummer Charlie Watts beat throat cancer.
- The Kinks' Dave Davies suffered a stroke.
- Bob Dylan published a new memoir called *Chronicles: Volume One*.
- Franz Ferdinand won the coveted Mercury Prize in the U.K.
- TV On The Radio won the Shortlist Prize in the U.S.
- The Kennedy Center honored Elton John.
- Several artists, including Bruce Springsteen, R.E.M., John Fogerty, John Mellencamp and The Dixie Chicks, toured during the fall election season under the Vote for Change moniker.
- The Beatles and Cirque de Soleil teamed up for a new production.
- Joni Mitchell was awarded the Companion of Order by Canada.

# AAA ARTIST

OF THE WEEK

ARTIST: U2

LABEL: Interscope

By JOHN SCHOENBERGER / TRIPLE A EDITOR



There's always the question of who is the best rock band in the world, and, depending on your perspective and musical persuasions, I suppose a handful of acts could qualify. But in my book it has been U2 for a very long time, and with the release of their new album, *How to Dismantle an Atomic Bomb*, they remain comfortably ensconced in that category.

U2 have always been able to maintain a unique sound, even as they have gone through various creative stages in their career: In the mid-to-late '90s we saw them experimenting quite a bit. But with 2000's *All That You Can't Leave Behind*, it seemed that the band was finally mature and content enough to simply do what they do best — stay focused on great songs, their signature sound and their ability to deliver thoughtful messages. With their new album, they continue down the same path.

Amazingly, U2 have managed to remain together and well-oiled for more than 25 years now. Certainly each member has a distinct personality, and each one's character acts as an important part of the whole. But when you break it down, it goes like this: Drummer Larry Mullen and bassist Adam Clayton are the backbone of the band, both onstage and off, while guitarist The Edge adds the flair and singer Bono jet-sets between the world of creative expression and the world political arena. Somehow, all of these aspects of the band are what keeps them alive and relevant — they are not some sort of puppet-master copy of their former selves.

The sound of *How to Dismantle an*

*Atomic Bomb* is full and varied, and, amazingly, there were no outside musical contributions. Produced by Steve Lillywhite, with whom the band has often worked in the past, the project reinforces all the things that U2 are great at doing. Interestingly, as much as this is clearly a U2 album in sound and soul, they have expanded their musical touchstones a bit — rockin' out when they feel it is appropriate, toning it down when the mood is right — and they have even brought in the blues again with a couple of the tunes.

It seems almost pointless to try to narrow it down to a couple of choice songs, as U2 have delivered a complete album of keepers that address universal themes. And, judging from early airplay at Triple A radio, all 11 songs have been well received. Nevertheless, "Vertigo" is quickly proving itself to be one of the biggest songs of the year, with the next single, "All Because of You" rapidly gaining speed. Other tracks that have moved me include "A Man and a Woman," "Miracle Drug," "Love and Peace or Else" and "Sometimes You Can't Make It On Your Own."

U2 will be kicking off a 35-date U.S. tour in March of next year, with dates then planned in Europe. Afterward they will return to the U.S. and head on to Asia and Australia.



**BECOMING ECLECTIC** Lost Highway artist Tift Merritt recently did a live performance on KCRW/Los Angeles' Morning Become Eclectic, hosted by Nic Harcourt. Pictured here are (l-r) Lost Highway's Ray Di Pietro, Merritt, album producer George Drakoulis and Harcourt.

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+/- PLAYS	CUMULATIVE PLAYS
1	1	KASEY CHAMBERS <i>Wayward Angel (Warner Bros.)</i>	691	-12	6000
4	2	ALISON KRAUSS & UNION... <i>Lonely Runs Both Ways (Rounder)</i>	586	+76	1591
2	3	WILLIE NELSON <i>It Always Will Be (Lost Highway)</i>	564	-8	2566
3	4	BUDDY MILLER <i>Universal United House Of Prayer (New West)</i>	544	-23	5295
5	5	CHARLIE ROBISON <i>Good Times (Dualtone)</i>	457	+15	5093
6	6	STEVE EARLE <i>The Revolution Starts Now (E-Squared/Artemis)</i>	426	-4	9549
8	7	RICKY SKAGGS... <i>Brand New Strings (Skaggs Family)</i>	406	9	3237
9	8	TOM GILLAM <i>Shake My Hand (95 North/Haydens Ferry)</i>	391	+11	2399
7	9	TONY JOE WHITE <i>The Heroines (Sanctuary)</i>	382	-40	2974
10	10	VARIOUS ARTISTS <i>Enjoy Every Sandwich. (Artemis)</i>	360	+2	1891
12	11	NEKO CASE <i>The Tigers Have Spoken (Anti/Epitaph)</i>	351	+27	1243
11	12	TIFT MERRITT <i>Tambourine (Lost Highway)</i>	317	-23	6011
13	13	IRIS DEMENT <i>Lifelines (Floriola)</i>	301	+4	1284
14	14	VARIOUS ARTISTS <i>Touch My Heart... (Sugar Hill)</i>	288	-4	7062
15	15	JUNIOR BROWN <i>Down Home Chrome (Telarc)</i>	269	-9	5874
17	16	PETER ROWAN & TONY RICE <i>You Were There For Me (Rounder)</i>	250	-1	2359
16	17	MELROYS <i>The Melroys (95 North)</i>	248	-13	3868
24	18	DAN HICKS & THE HOT LICKS <i>Selected Shorts (Surfdog)</i>	246	+19	885
22	19	JESSE DAYTON <i>Country Soul Brother (Stagi)</i>	245	+16	687
20	20	NITTY GRITTY DIRT BAND <i>Welcome To Woody Creek (Dualtone)</i>	231	-2	4035
19	21	K. KANE & K. WELCH <i>You Can't... (Compass/Dead Reckoning)</i>	224	-14	8668
27	22	VARIOUS ARTISTS <i>Hard Headed Woman... (Bloodshot)</i>	219	+2	778
18	23	NATHAN JIMSON <i>Weed (Network)</i>	218	-24	2419
26	24	TODD SNIDER <i>East Nashville Skyline (Oh Boy)</i>	218	-6	8256
21	25	MELONIE CANNON <i>Melonie Cannon (Skaggs Family)</i>	214	-16	3414
23	26	GOURDS <i>Blood Of The Ram (Eleven Thirty)</i>	206	-22	1057
28	27	VARIOUS ARTISTS <i>Texas Unplugged (Palo Duro)</i>	200	-1	965
30	28	ACOUSTIC SYNDICATE <i>Long Way Round (Sugar Hill)</i>	195	-1	1127
29	29	VARIOUS ARTISTS <i>The Unbroken Circle (Dualtone)</i>	182	-14	5025
25	30	BURRITO DELUXE <i>The Whole Enchilada (Luna Chical)</i>	176	-50	3342

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 News Recap, Part One

In this column I will cover the highlights in the Americana world of the first half of 2004; I'll address the second half of the year in Part Two, in two weeks ... Johnny Cash's *American IV: The Man Comes Around* marked the first platinum record of Cash's career ... it was the 10th anniversary of the annual Delbert McClinton Sandy Beaches Cruise ... PBS announced its *Legends of Country Music* series ... Loretta Lynn was among those who received Kennedy Center Honors ... Ralph Stanley was given the International Ambassador and Master of Bluegrass Award by the Scottish Bluegrass Music Association ... Doc Watson received the Lifetime Achievement Award from the Recording Academy ... Elvis Presley was named by the RIAA the best-selling solo artist in U.S. history ... The Subdudes reunited and released a new album ... Johnny Cash, Glen Campbell, Floyd Cramer and The Everly Brothers were inducted into the Grammy Hall of Fame ... The legendary Cherry Bombs reunited and released a new album ... The Ralph Stanley Museum and Traditional Mountain Music Center in Clintwood, VA began construction ... *Por Vida*, a tribute album to Alejandro Escovedo — who is suffering from hepatitis C — was released, with proceeds going to support the artist ... Steve Earle received the Lifetime Achievement Award at the BBC Radio 2 Folk Awards ... The Americana Music Association sponsored a showcase at SXSW in Austin ... Alison Krauss became the most-honored female in Grammy history, bringing her total number of statues to 17 ... American Music Club re-formed and released a new album ... The Americana Music Association announced it had gone into partnership with NARM to produce a *This Is Americana* sampler to be made available to the public via retail music stores ... Country star Terri Clark turned down an offer to pose for *Playboy* magazine ... The Dixie Chicks were given the Patrick Lippert Award by the Rock the Vote organization ... AMA Managing Director J.D. May married fiancée Jennifer ... Several American roots acts performed this year at the Bonnaroo Music Festival, including Willie Nelson, The Del McCrary Band and Gillian Welch ... The Country Music Association named Kasey Chambers the 2004 Global Country Music Artist ... The nationally syndicated show *This Week in Americana* ceased production ... Dolly Parton was given NashvilleREAD's second annual Reading Works Award ... WDVX/Knoxville's annual Camperfest and Smokey Bluegrass Festival was a huge success ... A Waylon Jennings tribute concert took place in Arizona, featuring such artists as Hank Williams Jr.; Jennings' wife, Jessie Colter; and his son Shooter Jennings ... A film about Johnny Cash began filming, with Joaquin Phoenix playing Cash and Reese Witherspoon as June Carter Cash ... Several artists participated in a series of concerts honoring Gram Parsons called Return to Sin City ... Loretta Lynn released her Jack White-produced *Van Lear Rose* to much fanfare ... As Dollywood opened for its 19th season, Dolly Parton began planning a musical about her life for Broadway. Parton also accepted the Living Legend Award from the U.S. Library of Congress ... A new *Willie Nelson & Friends* special was taped to air on the USA Network over Memorial Day weekend ... MerleFest 2004 drew the biggest crowds yet ... Willie Nelson repeated his annual Independence Day picnic at the Fort Worth Stockyards ... *Dylan Country*, a cover album of Bob Dylan songs, was released ... Carl Smith and Floyd Cramer were inducted in the Country Hall of Fame ... The Great Mountain High Tour — inspired by *O! Brother Where Art Thou?* and *Cold Mountain* — got underway ... The Telluride Blues & Brews festival returned for its 11th year ... *Touch My Heart: A Tribute to Johnny Paycheck* was released ... And J.D. May announced he would be leaving the Americana Music Association at end of the year.

### Most Added\*

ARTIST TITLE LABEL(S)	ADDS
ROBERT EARL KEEN <i>Live From Austin, TX (New West)</i>	7
ALISON KRAUSS & UNION STATION <i>Lonely Runs Both Ways (Rounder)</i>	6
STEVE EARLE <i>Live From Austin, TX (New West)</i>	5
WAIFS <i>A Brief History... (Compass)</i>	5

# 3.0

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**KEVIN PETERSON**  
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# Off To The Races In Indy

## WISG (93.9 The Song) gets a good start

**S**usquehanna has enjoyed success with many different formats on stations in markets across the country, but it wasn't until this summer that it launched its first Contemporary Christian station, WISG (93.9 The Song)/Indianapolis.

PD David Wood is the architect of the new station and starts our conversation with how the decision was made to switch formats at Indianapolis '80s station WGRL (Retro 93.9).

"It's something our Market Manager, Charlie Morgan, and I have talked about in passing for several years, but the timing wasn't really right," Wood says. "And there was actually already a Contemporary Christian station here, WXIR (Love 98).

"They were on a class A frequency that was off to the west, and there were a lot of sections of town where there wasn't a great signal, but as long as they were there, we really didn't want to do it.

"Then they were bought by ABC and turned into a Radio Disney property in June of last year. That's when we started talking about it again, thinking it would be great. But for the same reasons they had issues with signal, we did, too, with WGRL. We were licensed north of town, the tower was north of town, and we had some signal issues.

"With the signal limitations, we thought we didn't stand a better chance of success than they had or than what we were already having with our '80s format."

### Stick Shift

Wood and Morgan finally got the break they needed in early 2004. "Around the beginning of the year we found out that we were going to be granted approval from the FCC to move our tower into Indianapolis," Wood says. "That, of course, was going to change the whole ballgame.

"In the meantime, Love 98 went Radio Disney, and another class A station — WJFY, down in Franklin, IN, which is about 30 miles south of here — became Contemporary Christian as 'Joy 96.' But they faced even more struggles than Love 98 did. They're further from town, and the station doesn't cover a large part of the market. So we knew the opportunity was there."

So Susquehanna now had the opportunity, but was Contemporary Christian the right format? There was only one way to find out, says Wood:

"We were going to do a format search anyway to make sure we were doing the best thing for the company, and my hope was that the best thing for the company would be Contemporary Christian.



**David Wood**

"We did a format search using Joint Communications. I never told them what we hoped to find. They called as they were starting to get the numbers in, and Chris Kennedy asked if we had thought about Contemporary Christian, because he was seeing it start to bubble under.

"When the research came back, Contemporary Christian was one of the two strongest opportunities in the market. We spent a good deal of time discussing if that was the direction we wanted to go in, and we made sure we had buy-in at all levels of the company, because we knew we would need to do more research. And we did.

**"People were putting us in church bulletins and saying that their pastor said they should e-mail us."**

"Once we decided that was the direction we wanted to go, we did a study just on the Contemporary Christian lifegroup and followed that up with focus groups. We spent more money launching this than we have anything else. We wanted to make sure that we were homed in and doing the right things. We also hired John Frost as a consultant and started from there."

### Building The Team

Now came the job of putting the staff together, but Wood didn't have to look far. "I was happy we were able to find a good part of it within our own building," he says. "Once we made the decision, I approached my

Asst. PD for Retro, Fritz Moser, and offered him the opportunity to stay on if he wanted.

"We were actually prepared to offer him another position in the building, not knowing if he would be interested in doing this. He jumped at it and said he really wanted to be a part of it.

"Steve O'Brien, who does afternoon drive for us, was in the production department and doing overnights at our big Country station, WFMS/Indianapolis, and we asked him the same thing. I thought to myself, 'I'd like to have someone like Steve who can do production and is also a really good air talent.' He is a preacher's kid, and he said he'd love to.

"We actually had a couple of salespeople who came to us after we made the staff announcement and said they'd like to be a part of this. Our promotion director from the Oldies station, whom I had worked with for more than eight years, said the same thing.

"That was great, having people we were already comfortable with, and we already knew what kind of people and what kind of workers they were. They were coming forward wanting to be part of the project, and we knew there would be a lot of passion for it."

### Morning Madness

The way Wood hired morning host Kurt Wallace was a bit of a surprise. "The interesting thing about this radio station is that it has been one God thing after another," Wood says. "I was trying to find a voice person, and I was looking for the guy next door — very conversational, not a real radio voice.

"I couldn't find what I was looking for, and I asked the guy who was going to produce everything for the launch if he knew of anybody. He said he had one guy he did some producing for, and he sent me a couple of dry lines. I thought he could be it.

"I found out that he worked at WVFI (93.3)/Atlanta, went to their website and saw he was their morning guy. I thought I'd tune it in on the Internet and hear what he sounded like on the morning show. I thought I would be able to get a good feel for what he might sound like doing the voice work for our station.

"I listened to an hour and a half of it, and by then I didn't want him to be my voice guy; I wanted him to be my morning guy. I called him and told him that, and he said no, he was happy there. I called him back a few days later. He said no again.

**"People were coming forward wanting to be part of the project, and we knew there would be a lot of passion for it."**

"A couple weeks went by, and we just happened to have another conversation, and I asked him again. This time he said, 'Maybe I do.' I ended up getting him, so I had to go find a new voice guy, but that was a lot easier than trying to find another morning guy. And he's terrific!"

Another "God thing" that occurred during the launch of The Song had to do with the land where the tower ended up moving. "In order to move the tower and be within FAA and FCC specs, they found a half-acre site where they could put it," Wood says.

"It just so happens that it's in the backyard of a church — the only place in the county you could put it. The church leased us the property, and it's been great. They've been able to expand their daycare, and they've doubled the size of their church since we've been giving them lease money.

### Gentlemen, Start Your Engines

So you've moved the tower in, hired a successful consultant and put your staff together. Now it's time to go. Wood takes us to the next step: "We realized Michael W. Smith was coming to town on July 16, and we wanted to get on the air before that concert in order to use it as a marketing opportunity.

"We went on the air on July 9 and were able to do some things. We had a bunch of shirts printed up, and we called up Chick-Fil-A, Christian bookstores — anybody who would let us in — and told people to go to those places and pick up a free T-shirt.

"We did that for a week and gave

away a thousand shirts. We encouraged people to wear them to the show, and we bought a bunch of tickets and gave them away on the air. We had a great showing. As a matter of fact, we had just gotten our bus done.

"John also brought an idea he's used at some other stations, 'Forty days and 40 Nights of Commercial-Free Music.' We turned that into our first 40 days and 40 nights, and we had people register on our website. At the end of the 40 days and 40 nights we gave a \$1,000 donation in each of 10 winners' names to whatever church or charity they wanted it to go to.

"We were able to put \$10,000 back into the community, and it worked very well. We got a lot of word of mouth and a big jump on an e-mail database. People were putting us in church bulletins and saying that their pastor said they should e-mail us. That went very, very well.

"We also did a pretty good showing of billboards, which we've done since July and will continue through the end of the year. We probably have the largest showing of billboards in town right now."

The summer book was the first ratings test for The Song, and Wood was happy with how it went. "We had said a best-case scenario would be if we could have a 2.5 12+ and a 3 share 25-54, and we ended up with a 2.4 12+ and a 2.9 25-54," he says. "God kept us humble by keeping it just a little under what we wanted."

We wrap up our conversation by discussing Wood's goals for the future of The Song. "I want to be top five 25-54 persons, and I'd like to be No. 2 with 25-54 women eventually," he says.



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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	CASTING CROWNS Voice Of Truth (Beach Street/Reunion/PLG)	624	-128	9	34/0
2	2	CHRIS TOMLIN Indescribable (Sixsteps/Sparrow/EMI CMG)	740	-123	17	32/0
4	3	SALVADOR Heaven (Word/Curb/Warner Bros.)	739	-72	7	30/0
3	4	NEWSBOYS Presence (My Heart's Desire) (Sparrow/EMI CMG)	694	-109	13	32/1
9	5	PHILLIPS, CRAIG & DEAN You Are God Alone (IND)	613	-64	10	29/0
5	6	MICHAEL W. SMITH Healing Rain (Reunion/PLG)	600	-179	15	29/0
15	7	MERCYME Homesick (IND)	583	+71	4	24/1
11	8	MONK & NEAGLE Dancing With The Angels (Flicker)	568	-53	6	27/1
6	9	BY THE TREE Beautiful One (Fervent)	552	-142	17	27/0
10	10	BUILDING 429 The Space In Between Us (Word/Curb/Warner Bros.)	529	-125	12	27/0
7	11	BETHANY DILLON All I Need (Sparrow/EMI CMG)	512	-195	19	31/0
14	12	FFH Still The Cross (Essential/PLG)	493	-98	13	23/0
12	13	POINT OF GRACE I Choose You (Word/Curb/Warner Bros.)	492	-123	10	26/0
8	14	JEREMY CAMP Walk By Faith (BEC)	492	-155	29	35/0
16	15	THIRD DAY You Are Mine (Essential/PLG)	476	+12	7	24/0
17	16	STEVEN CURTIS CHAPMAN Much Of You (Sparrow/EMI CMG)	450	+13	4	25/0
18	17	NATALIE GRANT Live For Today (Curb)	343	-52	7	22/0
21	18	MARK SCHULTZ He Will Carry Me (Word/Curb/Warner Bros.)	307	-5	3	16/1
20	19	TREE63 King (Inpop)	289	-73	9	15/0
19	20	BEBO NORMAN Disappear (Essential/PLG)	275	-115	14	20/0
25	21	NEWSONG When God Made You (Reunion/PLG)	273	+18	2	12/0
27	22	SHANE & SHANE He Is Exalted (Inpop)	207	-30	5	15/0
26	23	TOBYMAC Gone (ForeFront/EMI CMG)	205	-27	2	14/0
24	24	THIRD DAY/STEVEN CURTIS CHAPMAN/MERCYME I See Love (Lost Keyword)	204	-27	8	13/0
23	25	WATERMARK The Glory Of Your Name (Rocketown)	202	-61	17	22/0
30	26	ACROSS THE SKY When God Ran (Creative Trust Workshop)	193	-12	2	11/0
22	27	TELECAST The Beauty Of Simplicity (BEC)	183	-69	18	19/0
Debut	28	ANDY CHRISMAN Complete (Upside/SHELTER)	169	+1	1	11/1
29	29	SWIFT Alive In Love (Flicker)	163	-47	14	11/0
-	30	AVALON You Were There (Sparrow/EMI CMG)	151	-52	18	13/0

## Most Added\*

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ARTIST TITLE LABEL(S)	ADDS
AVALON I Wanna Be With You (Sparrow/EMI CMG)	2
BY THE TREE Christmas In My Heart (Fervent)	2
BIG DADDY WEAVE Christ Is Come (Fervent)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MERCYME What Child Is This? (IND)	+111
THIRD DAY Do You Hear What I Hear? (Warner Bros.)	+110
CHRIS RICE Welcome To Our World (Rocketown)	+104
STEVEN C. CHAPMAN Christmas Is All...t (Sparrow/EMI CMG)	+98
FFH The First Noel (Essential/PLG)	+93
MERCYME O Holy Night (IND)	+90
ZDEGIRL Angels We Have Heard On High (Warner Bros.)	+85
VARIOUS ARTISTS It's Christmas Time (Essential/PLG)	+78
MERCYME Homesick (IND)	+71
CAEDMON'S CALL It Came Upon A Midnight Clear (Warner Bros.)	+71

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
TREE63 Blessed Be Your Name (Inpop)	422
MERCYME Here With Me (IND/Curb)	376
MATTHEW WEST More (Universal South/EMI CMG)	346
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	341
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	293
SHAWN McDONALD Gravity (Sparrow/EMI CMG)	286
NEWSBOYS He Reigns (Sparrow/EMI CMG)	247
THIRD DAY I Believe (Essential/PLG)	247
MERCYME I Can Only Imagine (IND/Curb)	231
SELAH You Raise Me Up (Curb)	227

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

36 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/21-11/27. 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. (© 2004, Arbitron Inc.) © 2004, R&R, Inc.

## New & Active

**SELAH** All My Praise (Curb)  
Total Plays: 132, Total Stations: 8, Adds: 0

**CAEDMON'S CALL** There's Only One (Holy One) (Essential/PLG)  
Total Plays: 118, Total Stations: 9, Adds: 0

**SWITCHFOOT** This Is Your Life (Sparrow/EMI CMG)  
Total Plays: 95, Total Stations: 4, Adds: 0

**MATTHEW WEST** You Know Where To Find Me (Sparrow/EMI CMG)  
Total Plays: 90, Total Stations: 6, Adds: 1

**TODD AGNEW** Still Here Waiting (Ardent)  
Total Plays: 80, Total Stations: 5, Adds: 1

**PAUL COLMAN** Gloria (All God's Children) (Inpop)  
Total Plays: 66, Total Stations: 4, Adds: 0

**CHRIS RICE** Untitled Hymn (Come To Jesus) (Rocketown)  
Total Plays: 60, Total Stations: 4, Adds: 0

**GINNY OWENS** New Song (Rocketown)  
Total Plays: 53, Total Stations: 4, Adds: 0

**DARLENE ZSCHECH** Heaven On Earth (IND)  
Total Plays: 52, Total Stations: 4, Adds: 0

**SHAWN TYLER GRAY** Dominoes (Embassy Music)  
Total Plays: 40, Total Stations: 4, Adds: 0

Songs ranked by total plays

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**CHR TOP 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	TOBYMAC Gone (ForeFront/EMI CMG)	1280	-4	15	30/0
3	2	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	961	+72	6	27/0
2	3	BIG DISMAL Rainy Day (Lost Keyword)	961	+13	12	27/0
4	4	MAT KEARNEY Undeniable (Inpop)	916	+73	9	27/0
6	5	DAY OF FIRE Cornerstone (Essential/PL)	832	+20	12	23/0
7	6	BUILDING 429 The Space... (Word/Curb/Warner Bros.)	803	-2	12	23/0
5	7	BY THE TREE Beautiful One (Fervent)	798	-39	21	21/0
10	8	BARLOWGIRL Mirror (Fervent)	691	+35	6	25/1
11	9	TREE63 King (Inpop)	658	+8	13	20/0
14	10	MUTE MATH Control (Teleprompt/Word/Curb/Warner Bros.)	651	+30	8	19/1
13	11	NEWSBOYS Presence... (Sparrow/EMI CMG)	648	+27	11	22/1
8	12	BETHANY DILLON All I Need (Sparrow/EMI CMG)	647	-135	18	18/0
12	13	RELIENT K Be My Escape (Gotee)	642	+7	7	23/1
9	14	SHAWN McDONALD Gravity (Sparrow/EMI CMG)	614	-63	20	16/0
16	15	JEREMY CAMP Take You Back (BEC)	583	68	4	24/3
20	16	CASTING CROWNS Voice... (Beach Street/Reunion/PLG)	454	+47	5	16/1
19	17	THIRD DAY You Are Mine (Essential/PLG)	450	+30	5	18/2
23	18	SKILLET A Little More (Ardent/Lava)	442	+69	4	21/4
17	19	AUDIO ADRENALINE Miracle (ForeFront/EMI CMG)	436	-79	18	15/0
15	20	RACHAEL LAMPA When I Fall (Word/Curb/Warner Bros.)	426	-123	17	13/0
21	21	PILLAR Rewind (Flicker/Virgin/EMI CMG)	419	+14	8	14/0
24	22	THOUSAND FOOT KRUTCH This Is A Call (Tooth & Nail)	396	+29	2	15/3
22	23	HAWK NELSON Every Little Thing (Tooth & Nail)	371	-16	19	12/0
26	24	BDA Maybe You (Creative Trust Workshop)	364	+22	5	15/0
29	25	RJ HELTON Why Don't We Pray (B-Rite/PLG)	355	+38	4	12/0
27	26	KIERRA SHEARD You Don't Know (EMI Gospel)	333	+2	5	10/0
30	27	SALVADOR Heaven (Word/Curb/Warner Bros.)	331	+14	6	13/1
18	28	IAN ESKELIN Shout (Inpop)	325	-143	12	13/0
25	29	TODD AGNEW Reached Down (Ardent)	306	-43	12	10/0
28	30	BEO NORMAN Disappear (Essential/PLG)	299	-29	7	10/0

30 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.  
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**New & Active**

**SANCTUS REAL** Things Like You (Sparrow/EMI CMG)  
Total Plays: 250, Total Stations: 11, Adds: 1

**SEVEN PLACES** Even When (BEC)  
Total Plays: 228, Total Stations: 9, Adds: 1

**THIRD...STEVEN C. CHAPMAN/MERCY...** I See... (Lost Keyword)  
Total Plays: 210, Total Stations: 5, Adds: 0

**POINT OF GRACE** I Choose You (Word/Curb/Warner Bros.)  
Total Plays: 192, Total Stations: 8, Adds: 1

**EXIT EAST** All Of This (Fervent)  
Total Plays: 171, Total Stations: 9, Adds: 2

**PAUL COLMAN** Gloria (All God's Children) (Inpop)  
Total Plays: 168, Total Stations: 8, Adds: 1

**STACIE ORRICO** I Could Be The One (ForeFront/EMI CMG)  
Total Plays: 163, Total Stations: 6, Adds: 1

**D. CROWDER...** Revolutionary Love (Sixsteps/Sparrow/EMI CMG)  
Total Plays: 151, Total Stations: 8, Adds: 0

**STORYSIDE:B** More To This Life (Silent Majority)  
Total Plays: 122, Total Stations: 5, Adds: 0

**GRITS** We Don't Play (Gotee)  
Total Plays: 115, Total Stations: 4, Adds: 0

**ROCK TOP 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	FURTHER SEEMS FOREVER Hide Nothing (Tooth & Nail)	371	-11	12	20/0
1	2	TOBYMAC Gone (ForeFront/EMI CMG)	357	-82	14	32/0
4	3	RELIENT K Be My Escape (Gotee)	351	+3	7	31/0
3	4	DAY OF FIRE Cornerstone (Essential/PLG)	345	-11	14	29/0
6	5	MAT KEARNEY Undeniable (Inpop)	310	+16	6	17/0
5	6	MUTEMATH Control (Teleprompt/Word/Curb/Warner Bros.)	308	-3	10	29/0
7	7	FM STATIC Definitely Maybe (Tooth & Nail)	284	+4	14	17/0
8	8	SANCTUS REAL Alone (Sparrow/EMI CMG)	274	-1	10	29/2
14	9	FLYLEAF Breathe Today (Octone)	269	+46	6	24/1
9	10	RDPER Amplify (5 Minute Walk)	263	-11	8	24/2
13	11	HAWK NELSON Letters To The President (Tooth & Nail)	250	+17	6	21/0
11	12	SKILLET Open Wounds (Ardent/Lava)	26	-3	15	28/0
16	13	POOR MAN'S RICHES Energy (Word Of Mouth)	196	+1	14	17/0
23	14	SEVEN PLACES Even When (BEC)	189	+40	5	18/1
20	15	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)	186	+27	4	20/2
18	16	BDA Maybe You (Creative Trust Workshop)	184	+13	4	18/2
17	17	GRETCHEN Fading (Independent)	181	-2	11	19/0
10	18	KIDS IN THE WAY Phoenix (Flicker)	179	1	7	19/0
12	19	NATE SALLIE Without You (Curb)	178	-58	16	15/0
22	20	FALLING UP Escalates (Tooth & Nail)	177	+24	3	16/1
19	21	GRAND PRIZE King Of Kings (A'postrophe)	171	+2	7	22/2
28	22	THOUSAND FOOT KRUTCH This Is A Call (Tooth & Nail)	184	+40	4	18/4
26	23	RADIAL ANGEL Not Beautiful (Independent)	148	+11	4	18/1
24	24	PILLAR Hypnotized (Flicker/Virgin/EMI CMG)	148	+10	3	22/2
27	25	BIG DISMAL Rainy Day (Lost Keyword)	145	+15	2	11/2
25	26	STAPLE Pop (Flicker)	141	+3	9	15/0
15	27	12 STONES Far Away (Wind-op)	134	-62	18	16/0
Debut	28	ONE DAY LESS Blinded (Independent)	13	44	1	7/1
21	29	THOUSAND FOOT KRUTCH Faith... (Tooth & Nail)	127	-31	20	14/1
Debut	30	EMERY Fractions (Tooth & Nail)	122	+30	1	8/1

37 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.  
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**New & Active**

**EVERLIFE** Evidence (SHELTER)  
Total Plays: 122, Total Stations: 11, Adds: 1

**KUTLESS** It's Like Me (BEC)  
Total Plays: 118, Total Stations: 10, Adds: 2

**ADELAIDE** Hard To Find (Word Of Mouth)  
Total Plays: 114, Total Stations: 8, Adds: 1

**THIRD DAY** 'Til The Day I Die (Essential/PLG)  
Total Plays: 112, Total Stations: 14, Adds: 1

**UNBOUND** Save Tears (Independent)  
Total Plays: 105, Total Stations: 10, Adds: 2

**GRITS** We Don't Play (Gotee)  
Total Plays: 98, Total Stations: 10, Adds: 0

**TINMAN JONES** Poetic (Cross Drive)  
Total Plays: 96, Total Stations: 12, Adds: 1

**OLIVIA** Shut It Out (Essential/PLG)  
Total Plays: 87, Total Stations: 7, Adds: 1

**PILLAR** Rewind (Flicker/Virgin/EMI CMG)  
Total Plays: 85, Total Stations: 5, Adds: 0

**BARLOWGIRL** Mirror (Fervent)  
Total Plays: 79, Total Stations: 4, Adds: 0

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## INSPO TOP 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	MICHAEL W. SMITH Healing Rain (Reunion/PLG)	355	-57	14	21/0
3	2	CASTING CROWNS Voice... (Beach Street/Reunion/PLG)	331	-32	9	22/0
2	3	FFH Still The Cross (Essential/PLG)	275	-92	15	18/0
4	4	PHILLIPS, CRAIG & DEAN You Are God Alone (INO)	268	-25	12	17/0
8	5	SELAH All My Praise (Curb)	250	0	3	22/1
5	6	BEBO NORMAN Disappear (Essential/PLG)	243	-46	15	17/0
7	7	NEWSBOYS Presence... (Sparrow/EMI CMG)	242	-28	10	17/0
10	8	PAUL BALOCHE Offering (Christmas Mix) (Hosanna)	240	-4	7	18/1
11	9	THIRD DAY You Are Mine (Essential/PLG)	230	+2	8	15/0
6	10	FERNANDO ORTEGA Take Heart, My Friend (Curb)	218	-58	14	16/0
12	11	CHRISTOMLIN Indescribable (Sixsteps/Sparrow/EMI CMG)	208	-7	9	14/0
9	12	WATERMARK The Glory Of Your Name (Rocketown)	184	-61	19	15/0
<b>Debut</b>	13	MERCYME Homesick (INO)	164	+57	1	13/4
16	14	STEVEN C. CHAPMAN Much Of You (Sparrow/EMI CMG)	154	-3	2	13/1
13	15	DELIRIOUS? Majesty (Here I Am) (Sparrow/EMI CMG)	153	-31	15	9/0
14	16	CAEDMON'S CALL There's Only One... (Essential/PLG)	145	+20	5	12/0
19	17	TODD SMITH Turn To You (Curb)	135	+3	5	10/0
18	18	MARK SCHULTZ He Will... (Word/Curb/Warner Bros.)	127	-7	3	14/1
15	19	TODD AGNEW Still Here Waiting (Ardent)	125	-34	6	9/0
17	20	POINT OF GRACE I Choose You (Word/Curb/Warner Bros.)	122	-24	6	7/0

22 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.  
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## Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	GRITS We Don't Play (Gotee)
2	KIERRA SHEARD You Don't Know (EMI Gospel)
3	LOJIQUE Adrenaline Rush (Illlect)
4	SOUL PURPOSE Bounce With Me (BEC)
5	OUT OF EDEN Soldiers (Gotee)
6	PEACE OF MIND We Gon A Make It (BEC)
7	DISCIPLES OF CHRIST (D.O.C) Flow (Rapusical)
8	CROSS MOVEMENT Lord You Are (Cross Movement)
9	APT.CORE J Am A Temple (Rocketown)
10	STU DENT f/RELIC Portable Eclipse (Illlect)

## CHRISTIAN AC TOP 30 INDICATOR

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	CASTING CROWNS Voice... (Beach Street/Reunion/PLG)	962	-40	10	33/0
2	2	MICHAEL W. SMITH Healing Rain (Reunion/PLG)	907	-54	15	32/0
3	3	CHRISTOMLIN Indescribable (Sixsteps/Sparrow/EMI CMG)	858	-23	16	31/0
4	4	NEWSBOYS Presence... (Sparrow/EMI CMG)	832	-12	13	30/0
5	5	PHILLIPS, CRAIG & DEAN You Are God Alone (INO)	718	-33	13	30/0
9	6	THIRD DAY You Are Mine (Essential/PLG)	642	+11	9	26/0
7	7	BUILDING 429 The Spec... (Word/Curb/Warner Bros.)	637	-13	12	23/1
8	8	POINT OF GRACE I Choose You (Word/Curb/Warner Bros.)	635	-14	10	24/0
12	9	SALVADOR Heaven (Word/Curb/Warner Bros.)	628	+39	6	26/1
10	10	BETHANY DILLON All I Need (Sparrow/EMI CMG)	620	-5	19	23/0
6	11	FFH Still The Cross (Essential/PLG)	612	-71	16	24/0
13	12	MONK & NEAGLE Dancing With The Angels (Flicker)	595	+15	7	25/1
11	13	BY THE TREE Beautiful One (Fervent)	548	-44	20	21/0
14	14	MERCYME Homesick (INO)	523	+11	5	24/0
15	15	STEVEN C. CHAPMAN Much Of You (Sparrow/EMI CMG)	462	+19	6	23/0
16	16	MARK SCHULTZ He Will... (Word/Curb/Warner Bros.)	388	+13	5	19/0
17	17	NATALIE GRANT Live For Today (Curb)	350	-9	5	19/0
19	18	TREE63 King (Inpop)	333	-20	8	14/0
18	19	NEWSONG When God Made You (Reunion/PLG)	325	-28	6	14/0
20	20	AMY GRANT The Water (Word/Curb/Warner Bros.)	314	-26	7	12/0
21	21	CAEDMON'S CALL There's Only One... (Essential/PLG)	298	-8	8	14/0
24	22	ANDY CHRISMAN Complete (Upside/SHELTER)	287	+50	2	14/2
22	23	BEBO NORMAN Disappear (Essential/PLG)	263	-15	20	11/0
27	24	SHAWN MCDONALD Gravity (Sparrow/EMI CMG)	216	-5	19	11/0
23	25	WATERMARK The Glory Of Your Name (Rocketown)	207	-58	17	11/0
25	26	TREVOR MORGAN Fall Down (BHT)	200	-28	18	12/0
26	27	ACROSS THE SKY When... (Creative Trust Workshop)	197	-28	6	9/0
29	28	NICOLE C. MULLEN I Am (Word/Curb/Warner Bros.)	193	-5	2	11/0
<b>Debut</b>	29	IAN ESKELIN Magnify (Inpop)	191	+13	1	10/0
30	30	SHANE & SHANE He Is Exalted (Inpop)	191	-1	8	9/0

34 AC reporters. Songs ranked by total plays for the airplay week of Sunday 11/21 - Saturday 11/27.  
 © 2004 Radio & Records.

## New & Active

TODD AGNEW Still Here Waiting (Ardent) Total Plays: 177, Total Stations: 11, Adds: 0	SELAH All My Praise (Curb) Total Plays: 130, Total Stations: 11, Adds: 1
SHAWN MCDONALD All I Need (Sparrow/EMI CMG) Total Plays: 164, Total Stations: 11, Adds: 1	D. CROWDER... Revolutionary Love (Sixsteps/Sparrow/EMI CMG) Total Plays: 124, Total Stations: 6, Adds: 0
JAOON LAVIK Following You (BEC) Total Plays: 164, Total Stations: 9, Adds: 1	SARA GROVES Compelled (INO) Total Plays: 123, Total Stations: 8, Adds: 0
M. WEST You Know Where To Find Me (Sparrow/EMI CMG) Total Plays: 156, Total Stations: 11, Adds: 1	PAUL COLMAN Gloria (All God's Children) (Inpop) Total Plays: 113, Total Stations: 6, Adds: 0
THIRD...STEVEN C. CHAPMAN/MERCY... I See... (Lost Keyword) Total Plays: 148, Total Stations: 6, Adds: 0	TOBYMAC Gone (ForeFront/EMI CMG) Total Plays: 107, Total Stations: 5, Adds: 0

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**JACKIE MADRIGAL**  
 jmadrigal@radioandrecords.com

# The Future Can't Be Denied

A peek at the changing times of Latin radio

The year is coming to an end, and as we look back and examine the ups and downs of the Spanish-language formats and their growth or lack thereof, we have to acknowledge that there has been some advancement.

All the formats have seen change, from Contemporary's opening the doors to more pop music and leaving behind the days when names like Café Tacuba and Julieta Venegas were scary things; to Regional Mexican's encompassing so many genres that each station is specifically tailored to its market; to Tropical's receiving new life from an influx of good new music.

But while keeping an eye on the three dominant formats is important, recent events forced us to focus on the alternative side of Latin music. Why? Because what many in Latin radio had long considered to be alternative music is what many second- and third-generation bilingual Hispanics want to listen to.

This is a young audience that has been largely neglected for many years, with the exception of specialty shows that usually air once a week for two hours. Now Clear Channel has gone where no one had gone before and launched a bilingual Urban/CHR format on KLOL (Mega 101)/Houston.

There's no doubt that things are changing. KLOL sheds a whole new light on Latin formats. Looking toward 2005 and the many developments it may bring, we first need to

examine what happened in 2004 in Latin radio. This week Chelina Vargas, host of *The Red Zone* on KDLA & KDLE (Indie 103.1)/Los Angeles and Latin Alternative Music Conference Coordinator, gives us the pros and cons of specialty radio shows and tells us what she's looking forward to in 2005. Also, KLOL PD Jesse Ríos talks about Mega's introduction to



**Chelina Vargas**

the Latin market and its role in Latin radio.

**Chelina Vargas**

Latin alternative specialty shows are thriving in the U.S. on public and college stations, and we now have two specialty shows on English-language commercial stations (*The Red Zone*, and *En Fuego* on WZTA/Miami).

Although these are major strides, airplay is still nowhere near commensurate with the vast amount of great music being made by countless

artists in the Latin rock, alternative, hip-hop and electronic genres and the potentially huge hip bilingual-bicultural Latino listening audience that is just waiting to be tapped.

The best thing about Latin alternative shows in the U.S. is that they are being supported in a major way by the fans and continue to grow and bring awareness to the genre, its music and artists. We can see a direct correlation between artists getting airplay on these shows and record and concert sales in the cities where they air.

However, I am a little disappointed by the programming being offered on some of the Latin rock shows. Some feature music that is anything but alternative. It's very pop, very safe — the difference between playing Hootie And The Blowfish and The White Stripes.

Alternative music, by definition, is music that is not mainstream or traditionally played on CHR outlets, yet a lot of the artists getting airplay on these shows are the same ones that are in heavy rotation on Spanish CHR stations. That makes absolutely no sense to me.

Other shows feature outdated music that gets passed off on Spanish-language stations and in dance clubs as *rock en español* but is not really relevant to or reflective of what's going on in the Latin alternative music scene today.

This is highly detrimental when it comes to attracting new listeners, sponsors and advertisers who are not familiar with Latin alternative music and who consequently get turned off to the notion that there really is cool, cutting-edge Latin music out there (with an even cooler audience) when they hear shows that misrepresent what amazing music the genre has to offer.

The quality of Latin alternative music being produced these days is on par with English-language alternative and in a lot of cases is even more interesting because of the infusion of traditional Latin sounds or bilingual lyrics that English-language alternative doesn't have.

**Looking Forward**

Looking forward to 2005, I'm excited that programmers and labels are stepping up and taking notice



**THUMBS UP** Sharing a nice Kodak moment are (l-r) KZOL/Fresno morning show personality Raúl Brindis, Arkángel R-15 singer Jesús Navarro and KZOL PD Pepe Reyes.

that this genre has real staying power. It's not just a fad that came and went, it's a legitimate musical genre that continues to grow and is gaining a larger following and generating higher revenues with each passing year.

It will also generate more record sales for the labels, and that's a win-win situation. The reason this format was introduced in Houston is because it fits the market's Hispanic composition and because of the number of second- and third-generation Hispanics who live in the area. We saw that the format had growth potential in Houston.

**"Looking forward to 2005, I'm excited that programmers and labels are stepping up and taking notice that this genre has real staying power. It's not just a fad that came and went."**

**Chelina Vargas**

Combining hip-hop, reggaeton, pop and dance music with a bilingual DJ presentation is something not everyone can do. Not everyone could make it work. So many times we get complacent and think that Spanish-language radio has to be Regional Mexican or Contemporary.

Yes, there is a great audience of first-generation Hispanics for those formats, and that's why radio sticks with them. But there is a niche for a format that appeals to second- and third-generation Hispanics who watch *The George López Show*, *Desperate Housewives* and *The OC* and read *Cosmopolitan* and *People* in English but love their Hispanic culture. They can switch from English-language Urban stations to Spanish-language stations.

We are going after that listener. We are saying to them that they don't have to switch around, because we're going to give them the best of Spanish hip-hop and dance music. This is a station for second- and third-generation Hispanics, and we speak like they speak: English with some Spanish.

The music is mainly Spanish-language. We'll play "Yeah" by Usher, but because it's Usher with Tego Calderón. We'll play "Lean Back" by Terror Squad, but because it also features Tego. And we do play pop like Thalía, Paulina Rubio, Enrique Iglesias and Ricky Martin, but we play the remix versions of their songs.

In the future we may have special programming dedicated to Latin rock because it fits our station, but right now we do have a bit of Molotov, for example. Some of the artists on our current playlist are Daddy Yankee, Don Abusivo, Don Omar, Juanes, Sonrisas, Shakira, Fulanito, Ivy Queen, Flakiss, Akwid, Ilegales and Kumbia Kings.

I am also very excited about Mega 101, a Hispanic Urban format that will feature a fusion of Spanish hip-hop, reggaeton, pop and dance music. It will be hosted in Spanglish, a mixture of English and Spanish.

All eyes will be on this hybrid station to see how the audience and advertisers respond. I hope we can look forward to more broadcasters following suit and taking these types of chances to reach the bilingual and bicultural U.S. Hispanic.

**Jesse Ríos**

What KLOL is going to do is open the doors to a lot more artists from different genres. Now they will have an outlet for their music. It's also going to put another format under the Spanish-language umbrella. And, most important, it is going to bring a lot of good things to everybody, including the advertisers, who are going to be able to reach second- and third-generation Hispanics who like Latin music.

**"There is a niche for a format that appeals to second- and third-generation Hispanics who watch *The George López Show*, *Desperate Housewives* and *The OC* and read *Cosmopolitan* and *People* in English but love their Hispanic culture."**

**Jesse Ríos**

# RADIO Y MÚSICA™

R&R

## Radio y Música News

• The critics doubted, but no more. Luis Miguel's latest album, *México En La Piel*, on which he leaves behind his classic ballads and pays tribute to Mexico with mariachi songs, has had record sales of more than 800,000 copies. Only a few weeks after its release the album has gone quadruple-platinum in Mexico, platinum in Argentina and Spain and gold in Chile and Venezuela. The single "Qué Seas Feliz" has steadily climbed R&R's Contemporary chart and remains in the top 10.



Luis Miguel

• Los Tucanes De

Tijuana have a new hit on their hands with "El Virus Del Amor" off their album of the same name. The single debuted at No. 17 (11/19) on R&R's Regional Mexican chart. This is not the band's only new CD; they will also release a corridos album titled *Fiesta En La Sierra*. Both albums will be out Dec. 7. Another cause for celebration is that the band renewed their contract with Universal Music Latino.



Los Tucanes De Tijuana

• Lots of performers play to large crowds in Mexico City's El Zócalo, but not all of them break records. Puerto Rican singer Chayanne was able to do so when 145,000 fans showed up at El Zócalo to see him perform. He sang, danced and entertained the crowd with songs like "Y Tú Te Vas," "Dejaría Todo," "Un Siglo Sin Ti," "Fiesta En América" and "Salomé." To top it off, he thanked the fans by singing "La Media Vuelta" and "El Rey" with El Mariachi Gama 1000.



Chayanne

• In the mood for some reggaetón? Not to worry. More and more labels are releasing reggaetón product. Jomar is Univision Music Group's first reggaetón artist.

*Jomar Presents Kolabo* is the name of the album, which is already on sale, while the single is "Todas Las Noches."

• After several Latin Grammy wins for *No Es Lo Mismo*, Alejandro Sanz is back with a two-disc CD that features his greatest hits from 1991 through 2004. *Alejandro Sanz Grandes Exitos 91-04*. If you missed hits like "Corazón Partío," "Y Si Fuera Ella," "La Fuerza Del Corazón," "Pisando Fuerte" and "Amiga Mía" on the original albums, this is your second chance to get them. The album also includes two new songs, "Tú No Tienes Alma" and "Cuando Sea Espacio." The set is already on sale, and so is a DVD, which features all of Sanz's videos.

• *Pa' Corridos* is Lupillo Rivera's latest album, on which he goes back to his original style of "heavy" corridos that speak of the Mexican mafia and other such subjects. Rivera also wrote two of the 10 tracks on the album, "Grande Entre Grandes" and "Judicial Federal." The album, produced by Rivera's father, D. Pedro Rivera, also includes traditional corridos like José Alfredo Jiménez's "El Perro Negro" and "El Abecedario" by José Ontiveros Meza.



Lupillo Rivera

• Diego Torres, Pablo Montero, Belinda and Sabrina will take part in the second annual Premios Fox Sports. The event will take place at the Jackie Gleason Theater of the Performing Arts in Miami Beach on Dec. 15. It will bring together Latin music artists with some of the best Hispanic athletes.



**THE MAKING OF** Betzaída (I) is making her debut on the Contemporary charts with "Te Tengo Que Aprender A Olvidar." She's seen here with Fuego Rock's Kike Posada.



**NICE TOUCH** Graciela Beltrán takes time to sign autographs for her fans at a sewing factory in Maywood, CA.



**ZA ZA ZA** Climax, creator of the dance hit "El Za Za Za La Mesa Que Más Aplauda," stopped by for a dance session at KSSE/Los Angeles. He's seen here (r) with the morning show guys.



**A FAMILY THING** Several of Universal Music Latino's executives got together to welcome Toño Rosario to the family. Seen here are (l-r) UML Sr. VP/Marketing & A&R Walter Kolm; Rosario's managers Norberto Caporiano and Rinell Sousa; UML President John Echevarría; Rosario; and UML Label Manager Yvette Valdes, Sales Director Eddy Lacca and Promotion Director, East Coast Albert Saladiñ.



# R&R CONTEMPORARY TOP 30

December 3, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JUANES Nada Valgo Sin Tu Amor (Universal)	970	-50	10	24/0
2	2	ALEJANDRO FERNANDEZ Me Dedicué A Perderte (Sony Discos)	749	-21	10	21/0
3	3	ALEKS SYNTEK fJANA TORROJA Duele El Amor (EMI Latin)	671	-56	10	20/0
5	4	PAULINA RUBIO Dame Otro Tequila (Universal)	654	+91	7	6/0
4	5	PEPE AGUILAR Miedo (Sony Discos)	589	-29	10	20/0
6	6	LUIS MIGUEL Que Seas Feliz (Warner M.L.)	505	-21	8	2/0
7	7	OBIE BERMUDEZ Todo El Año (EMI Latin)	470	+7	6	4/0
14	8	CRISTIAN Te Buscaría (BMG Latin)	454	+102	2	1/0
8	9	KALIMBA No Me Quiero Enamorar (Sony Discos)	407	-34	10	17/0
10	10	REYLI BARBA Desde Que Llegaste (Sony Discos)	369	-16	10	13/0
12	11	JULIETA VENEGAS Lento (BMG Latin)	368	+12	10	13/0
9	12	ALEXANDRE PIRES Cosa Del Destino (BMG Latin)	367	-43	3	1/0
13	13	FRANCO DE VITA fJISIN BANDERA Si La Ves (Sony Discos)	342	-11	10	15/0
11	14	YAHIR La Locura (Warner M.L.)	337	-32	10	12/0
16	15	LAURA PAUSINI Escucha Atento (Warner M.L.)	320	+21	8	6/0
18	16	MARCO ANTONIO SOLÍS Mi Mayor Sacrificio (Fonovisa)	290	-2	7	3/1
19	17	DIEGO TORRES Déjame Estar (BMG Latin)	271	-14	10	6/0
20	18	HA*ASH Estés En Donde Estés (Sony Discos)	258	+2	10	13/0
17	19	GLORIA TREVI En Medio De La Tempestad (BMG Latin)	258	-35	6	2/0
15	20	ANDY & LUCAS Son De Amores (BMG Latin)	244	-74	10	10/0
24	21	DAVID BISBAL Esta Ausencia (Universal)	233	+10	2	1/0
21	22	BACILOS Pasos De Gigante (Warner M.L.)	225	-22	8	5/0
26	23	JENNIFER PEÑA Hasta El Fin Del Mundo (Univision)	221	+9	9	7/0
29	24	ENANITOS VERDES Tu Cárcel (Universal)	216	+21	4	5/1
-	25	LA 5A. ESTACION El Sol No Regresa (BMG Latin)	213	+38	2	4/1
23	26	MARIANA Que No Me Faltes Tú (Univision)	210	-22	10	10/0
30	27	PABLO MONTERO Dicen Por Ahí (BMG Latin)	196	+4	8	1/0
28	28	KUMBIA KINGS Fuego (EMI Latin)	194	-8	4	3/0
22	29	CARLOS VIVES Como Tú (EMI Latin)	188	-59	10	11/0
25	30	BETZAIDA Te Tengo Que Aprender A Olvidar (Fonovisa)	183	-38	10	9/0

29 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 11.21-11.27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

## New & Active

**BELINDA** Vivir (BMG Latin)

Total Plays: 105, Total Stations: 3, Adds: 0

**JD NATASHA** Lágrimas (EMI Latin)

Total Plays: 76, Total Stations: 4, Adds: 0

**ALESSANDRA & RICARDO MONTANER** Amarte Es Mi Pecado (EMI Latin)

Total Plays: 64, Total Stations: 3, Adds: 0

**ALEJANDRO FERNANDEZ** Lucharé Por Tu Amor (Sony Discos)

Total Plays: 63, Total Stations: 4, Adds: 0

**ANGELA MARIA FORERO** Fiera Inquieta (Sony Discos)

Total Plays: 25, Total Stations: 3, Adds: 0

Songs ranked by total plays

## Most Added\*

www.rradds.com

ARTIST TITLE LABEL(S)

PAULINA RUBIO Dame Otro Tequila (Universal)

ADDS

2

## Most Increased Plays

ARTIST TITLE LABEL(S)

CRISTIAN Te Buscaría (BMG Latin)

PAULINA RUBIO Dame Otro Tequila (Universal)

JULIETA VENEGAS Algo Está Cambiando (BMG Latin)

JUANES Volverte A Ver (Universal)

CARLOS VIVES Voy A Dividarme De Mi (EMI Latin)

LA 5A. ESTACION El Sol No Regresa (BMG Latin)

MOENIA Ni Tú Ni Nadie (BMG Latin)

KALIMBA Tocando Fondo (Sony Discos)

NELLY fTIM MCGRAW Over And Over

(Derry)fo' Reel/Curb/Universal

HA\*ASH Te Quedaste (Sony Discos)

TOTAL  
PLAY  
INCREASE

+102

+91

+50

+46

+44

+38

+38

+36

+27

+27

## Most Played Recurrents

ARTIST TITLE LABEL(S)

LA OREJA DE VAN GOGH Rosas (Sony Discos)

SIN BANDERA Que Llora (Sony Discos)

JULIETA VENEGAS Andar Conmigo (BMG Latin)

OBIE BERMUDEZ Antes (EMI Latin)

CHAYANNE Cuidarte El Alma (Sony Discos)

FRANCO DE VITA Tú De Qué Vas (Sony Discos)

MANA Mariposa Traicionera (Warner M.L.)

PAULINA RUBIO Algo Tienes (Universal)

PAULINA RUBIO Te Quise Tanto (Universal)

MARC ANTHONY Ahora Quién (Sony Discos)

TOTAL  
PLAYS

438

400

378

323

322

302

231

215

208

195

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

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	BETO Y SUS CAÑARIOS Está Llorando Mi Corazón (Edimonsa)	1105	+33	9	29/0
2	2	KUMBIA KINGS Fuego (EMI Latin)	1031	-3	9	18/0
4	3	GRUPO MONTEZ DE DURANGO Quiero Saber De Ti (Disa)	985	+71	6	5/0
6	4	INTOCABLE Invisible (EMI Latin)	978	+97	4	6/0
3	5	K-PAZ DE LA SIERRA Volveré (Univision)	931	+12	9	21/0
7	6	LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	912	+138	3	7/2
5	7	PESADO Ojalá Que Te Mueras (Warner M.L.)	853	-40	10	33/0
8	8	LOS TIGRES DEL NORTE La Manzanita (Fonovisa)	727	-31	8	5/0
9	9	LOS RIELEROS DEL NORTE Tu Nuevo Cariño (Fonovisa)	714	+25	9	19/0
11	10	BRONCO "EL GIGANTE DE AMERICA" Basta (Fonovisa)	646	-3	9	26/0
12	11	MARCO ANTONIO SOLIS Mi Mayor Sacrificio (Fonovisa)	636	+10	6	7/0
10	12	LOS TEMERARIOS Sombras (Fonovisa)	631	-1	7	4/0
14	13	ISABELA A Manos Llenas (Disa)	619	+38	8	11/0
15	14	LOS INVASORES DE NUEVO LEON El Rumbo Que Tú Quieras (EMI Latin)	582	+33	9	16/0
13	15	BANDA EL RECODO Delante De Mi (Fonovisa)	550	-36	9	23/0
18	16	LOS HOROSCOPOS DE DURANGO Obsesión (Edimonsa)	524	-7	8	9/0
17	17	PALOMO Mi Tristeza (Disa)	521	+17	3	4/0
24	18	ANA BARBARA Loca (Fonovisa)	508	+53	3	5/0
29	19	GRUPO BRYNDIS La Ultima Canción (Disa)	492	+87	2	5/0
20	20	YOLANDA PEREZ Cuando (Fonovisa)	491	-14	5	8/0
23	21	CONTROL Me Gustas (EMI Latin)	481	+22	2	5/0
16	22	GRUPO MONTEZ DE DURANGO Lástima Es Mi Mujer (Disa)	473	-64	9	26/0
21	23	PATRULLA 81 No Aprendí A Olvidar (Disa)	465	-11	9	21/0
27	24	DIANA REYES Rosas (Universal)	461	+21	4	3/0
Debut	25	BANDA EL RECODO Ya Soy Feliz (Fonovisa)	454	+68	1	2/0
Debut	26	CONJUNTO PRIMAVERA Pa' Qué Son Las Pasiones (Fonovisa)	444	+69	1	3/0
19	27	LOS TIGRILLOS La Etica (Disa)	435	-94	9	24/0
25	28	GERMAN LIZARRAGA Enamorado De Ti (Disa)	423	-17	7	0/0
28	29	JENNIFER PEÑA Hasta El Fin Del Mundo (Univision)	423	+5	9	13/0
22	30	ADOLFO URIAS Qué Chulos Ojos (Fonovisa)	422	-42	8	3/0

**Most Added**

www.rraddds.com

ARTIST TITLE LABEL(S)	ADDS
LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	2

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	+138
BRAZOS MUSICAL DE DURANGO El Chiflido (Disa)	+100
INTOCABLE Invisible (EMI Latin)	+97
GRUPD BRYNDIS La Ultima Canción (Disa)	+87
JOSE MANUEL FIGUEROA Regalo A Mi Medida (Universal)	+86
ROCIO SANDOVAL Peligrosa (Disa)	+77
LOS HURACANES DEL NORTE Mis Últimos Deseos (Univision)	+75
GRUPO MONTEZ DE DURANGO Quiero Saber De Ti (Disa)	+71
CONJUNTO PRIMAVERA Pa' Qué Son Las Pasiones (Fonovisa)	+69
BANDA EL RECODO Ya Soy Feliz (Fonovisa)	+68

**Most Played Recurrents**

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LOS HURACANES DEL NORTE Te Perdoné Una Vez (Univision)	391
PALOMO Miedo (Disa)	384
LOS HOROSCOPOS DE DURANGO Dos Locos (Disa)	318
PATRULLA 81 Cómo Pude Enamorarme De Ti (Disa)	283
PALOMO Baraja De Oro (Disa)	206
ADAN CHALINO SANCHEZ Nadie Es Eterno (Sony Discos)	178
GRUPO MONTEZ DE DURANGO Te Quise Olvidar (Disa)	168
LOS HURACANES DEL NORTE Nomás Por Tu Culpa (Univision)	167
INTOCABLE A Dónde Estabas (EMI Latin)	157
ADAN CHALINO SANCHEZ Me Cansé De Morir Por Tu Amor (Univision)	156

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

48 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 11/21-11/27. 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. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

**New & Active**

**DUELO** Para Sobrevivir (Univision)  
Total Plays: 410, Total Stations: 16, Adds: 0

**CARDENALES DE NUEVO LEON** El Llanto De Un Borracho (Disa)  
Total Plays: 400, Total Stations: 8, Adds: 0

**LALO MORA** Si Me Vas A Dejar (Edimonsa)  
Total Plays: 339, Total Stations: 8, Adds: 0

**DON FRANCISCO f/BRONCO...** Un Amor Entre Dos (Univision)  
Total Plays: 323, Total Stations: 8, Adds: 1

**SOLIDO** Contigo (Freddie)  
Total Plays: 291, Total Stations: 5, Adds: 0

**DUETO VOCES DEL RANCHO** Los Males De Micaela (EMI Latin)  
Total Plays: 284, Total Stations: 5, Adds: 0

**LOS ANGELES DE CHARLY** Yo No Te Voy A Olvidar (Fonovisa)  
Total Plays: 275, Total Stations: 8, Adds: 0

**ALEJANDRO FERNANDEZ** Me Dedicué A Perderte (Sony Discos)  
Total Plays: 253, Total Stations: 9, Adds: 0

**TRINY Y LA LEYENDA** Celos (Universal)  
Total Plays: 219, Total Stations: 11, Adds: 1

**LUPILLO RIVERA** Poco A Poco (Univision)  
Total Plays: 195, Total Stations: 6, Adds: 0

Songs ranked by total plays

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## TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	MONCHY & ALEXANDRA Perdidos (J&N)	252
2	JUAN LUIS GUERRA Las Avispas (Karen)	206
3	TITO NIEVES ¡LA INDIA Ya No Queda Nada (SGZ Entertainment)	185
4	EL GRAN COMBO DE PUERTO RICO Mi Gorda Bonita (Sony Discos)	157
5	MARC ANTHONY Valió La Pena (Sony Discos)	142
6	JUANES Nada Valgo Sin Tu Amor (Universal)	137
7	GILBERTO SANTA ROSA Sombra Loca (Sony Discos)	129
8	OSCAR D'LEON Enamoraito (Sony Discos)	100
9	DADDY YANKEE Gasolina (VI Music)	87
10	EL PUEBLO Shorty Ven Conmigo (DAM Productions)	77
11	TITO NIEVES Fabricando Fantasías (SGZ Entertainment)	76
12	CARLOS VIVES Como Tú (EMI Latin)	72
13	VICTOR MANUELLE Te Propongo (Sony Discos)	71
14	CHARLIE CRUZ Gita Conmigo (SGZ Entertainment)	68
15	FRANK REYES Quién Eres Tú (J&N)	68
16	GRUPO NICHE Ni Como Amiga Ni Como Amante (Sony Discos)	64
17	WILLY CHIRINO Hechizo De Luna (Latinum Music)	61
18	ENRIQUE FELIX Galletitas De Avena (Mayimba Productions)	61
19	LA GRAN BANDA Amiga Soledad (DAM Productions)	61
20	GILBERTO SANTA ROSA Piedras Y Flores (Sony Discos)	58
21	KINITO MENDEZ Hony Tú Sí Jony (J&N)	57
22	OBIE BERMUDEZ Todo El Año (EMI Latin)	53
23	REY RUIZ Mi Tentación (Sony Discos)	52
24	IVY QUEEN Lo Lamento (Perfect Image)	51
25	PAULINA RUBIO Dame Otro Tequila (Universal)	51

Data is compiled from the airplay week of November 21-27, and based on a point system.  
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## ROCK/ALTERNATIVE

TW	ARTIST Title Label(s)
1	VOLUMEN CERO Autos (Warner M.L.)
2	ELY GUERRA Ojos Claros, Labios Rosas (Higher Octave)
3	MOLOTOV Amateur (Universal)
4	ENANITOS VERDES Tu Cárcel (Universal)
5	LIQUITS Chido (Surco)
6	JUANES Nada Valgo Sin Tu Amor (Universal)
7	VICENTICO Los Caminos De La Vida (BMG Latin)
8	PANTEON ROCOCO La Ciudad De La Esperanza (Delanuca/DLN)
9	JULIETA VENEGAS Lento (BMG Latin)
10	LUCYBELL Hoy Soñé (Warner M.L.)
11	CONTROL MACHETE El Apostador (Universal)
12	SUPERLITIO Perdoname (Cielo/BMG Latin)
13	OZOMATLI Cuando Canto (Concord)
14	LOS PINGUOS Fumaza (Peer)
15	ANDRES CALAMARO Estadio Azteca (Warner M.L.)

Songs ranked by total number of points. 11 Rock/Alternative reporters.

## RECORD POOL

TW	ARTIST Title Label(s)
1	MONCHY & ALEXANDRA Perdidos (J&N)
2	EL GRAN COMBO DE PUERTO RICO Mi Gorda Bonita (Sony Discos)
3	TITO NIEVES ¡LA INDIA Ya No Queda Nada (SGZ Entertainment)
4	GUANABANAS Pa' Mis Mujeres Del Mundo (Cutting)
5	TITO NIEVES Fabricando Fantasías (SGZ Entertainment)
6	GRUPO NICHE Ni Como Amiga Ni Como Amante (Sony Discos)
7	GRUPO AGUAKATE Reggaetón Ripiao (Universal)
8	OSCAR D'LEON Enamoraito (Sony Discos)
9	KUMBIA KINGS Fuego (EMI Latin)
10	ANDY ANDY Mi Peligro (Sony Discos)
11	KINITO MENDEZ Hony Tú Sí Jony (J&N)
12	PAULINA RUBIO Dame Otro Tequila (Universal)
13	SONORA CARRUSELES El Gato Boogaloo (Fuentes)
14	MAGIC JUAN Mil Horas (Koch)
15	EDDIE SANTIAGO Loco Por Tu Amor (MP)

Songs ranked by total number of points. 20 Record Pool reporters.

## R&R Going For Adds

### CONTEMPORARY

BEBÉ Malo (EMI Latin)  
CARLOS VIVES Voy A Olvidarme De Mi (EMI Latin)

### REGIONAL MEXICAN

MONTU Duele El Amor (A.R.C. Discos)

### TROPICAL

CARLOS VIVES Voy A Olvidarme De Mi (EMI Latin)

### ROCK/ALTERNATIVE

No Going for Adds for this Week

## ¡Qué Pasa Radio!

We're back after a nice Thanksgiving holiday and a tasty turkey dinner. Now that our bellies are full, let's take a look at what's been going on at radio.

In Regional Mexican, "Está Llorando Mi Corazón" by Beto Y Sus Canarios remains at No. 1, while Kumbia Kings' "Fuego" holds on to No. 2. Grupo Bryndis moved up to No. 19 from No. 29 with "La Última Canción," while Banda El Recodo's "Ya Soy Feliz" debuts at No. 25 and Conjunto Primavera's "Pa' Que Son las Pasiones" at No. 26.

There are no significant moves in Contemporary, as Juanes holds on to No. 1 with "Nada Valgo Sin Tu Amor" and Alejandro Fernández sits at No. 2 with "Me Dedicué a Perderte."

The new year is around the corner, and it's time to think about your New Year's resolutions. Reporting your adds on a weekly basis is a perfect resolution for you to keep in 2005, don't you think? The deadline to report your adds is Tuesday at noon (PT).

## EAST



ABC News Radio - the premiere network radio news organization - is seeking candidates for several positions based in New York and Washington D.C.

Openings include Bureau Chief (D.C.), anchor, reporter, producers/writers and news assistant (an entry level position).

Candidates must have a thorough knowledge of national and world news and be well-versed in a wide range of subjects from politics and government to entertainment and pop culture. Applicants should possess a strong desire to work in a fast-paced newsroom environment, be available to work nights, weekends and long hours. This is a unique opportunity to join the largest network radio news operation in the U.S.

Please send cover letter and resume (no attachments, please) to [irma.n.aviles@abcnews.com](mailto:irma.n.aviles@abcnews.com) Assistant to the Vice-President. EOE



### Saga Star Search

Saga Communications continues to grow and has current and future openings:

- Mornings - Hot AC anchor. Ready to have fun targeting women 25-44?
- Mornings - Soft AC - Here is a secret ... Soft AC's do incredibly well in morning drive with the right host. Are you it?
- Morning - Hot AC co-host - Join a top rated station and morning show in a great city. Bring a fresh attitude and perspective.
- Daytime Personalities - Hot AC. AC openings.
- Program Directors - In particular, we need a PD for Oldies 107.9. Columbus - but send materials for any of these formats: Oldies, AC, Classic Rock - We provide the tools, you produce a major market sounding station. Send tape and resume to Steven Goldstein, Saga Communications, One Turkey Hill Road South, Westport, CT 06880 or e-mail to [talentsearch@sagacom.com](mailto:talentsearch@sagacom.com). If e-mailing, please indicate the position of interest in the subject line. EOE

## SOUTH

### IMMEDIATE CUMULUS PD OPPORTUNITY

At KCHZ - Kansas City's hottest and fastest growing CHR! Our successful candidate will possess the following skill set:

- A keen understanding of executing a well researched, flawless strategy.
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If you are prepared to work closely in a team environment with corporate programming please send your tape and resume to: Jan Jeffries, Executive Format Director, Cumulus Media, Inc., 3535 Piedmont Road, 14<sup>th</sup> Floor, Atlanta, GA 30305. Or email your package to:

[jan.jeffries@cumulus.com](mailto:jan.jeffries@cumulus.com). Cumulus Broadcasting, LLC. EOE.

## MIDWEST

Promotion Director wanted for Midwest CHR. At least five years' radio or marketing experience. Good understanding of marketing/programming/sales a plus. Must be passionate, innovative, and have great leadership skills. Awesome company and benefits. Radio & Records, 10100 Santa Monica Blvd., 3rd Floor, #1129, Los Angeles, CA 90067. EOE

### POSITIONS SOUGHT

Hear the demo that wasn't good enough for 105.9 at [www.mantalk.com](http://www.mantalk.com). We recommended Hear-X or Beltone. BILL & BRENT. (12/03)

Planet-wide voice & production pro seeking one market group for unlimited production for less than the average small market salary. MIKE CHARLEY: (608) 254-6550 or demo him now at [www.PlanetCharley.com](http://www.PlanetCharley.com). E-mail: [mike@planetcharley.com](mailto:mike@planetcharley.com). (12/03)

## MIDWEST

### Creative Services Director

WLUP-FM is looking for a new Creative Services Director. We need the best rock imaging person in the country to inject the right attitude into one of the most legendary sets of call letters in America. The Creative Services Director will be responsible for all image production for WLUP and also responsible for back-up and assisting with commercial production. If you are ready to rock Chicago please apply online and also send your package to:

Mike Stern

230 Merchandise Mart Plaza  
Chicago, IL 60654

Previous experience necessary, preferably in a rock-related genre. EMMIS COMMUNICATIONS IS AN EQUAL OPPORTUNITY EMPLOYER

## WEST

### KOPT-AM Air America Eugene

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Email:

[p.polter@churchillmedia.com](mailto:p.polter@churchillmedia.com)  
Churchill is EOE.

### POSITIONS SOUGHT

Hard-working dedicated on-air and production talent needs a full time job now. I have Program Director aspirations. ANTHONY: (765) 349-1291 [broadcastprofessional@yahoo.com](mailto:broadcastprofessional@yahoo.com). (12/03)

## RADIO & RECORDS

10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$330.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

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POSTMASTER: Send address changes to R&R, 10100 Santa Monica Blvd., Third Floor, Los Angeles, California 90067.

## R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Only free positions sought ads are accepted by e-mail to: [kmumaw@radioandrecords.com](mailto:kmumaw@radioandrecords.com). Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

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**Blind Box: add \$50**

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

**Positions Sought: \$50/inch**

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

## Payable In Advance

Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Please submit ad copy & logos via email to [kmumaw@radioandrecords.com](mailto:kmumaw@radioandrecords.com). Ads are also accepted by fax: (310-203-8727) or mail. Visa, MC, AmEx or Discover card accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

## HOW TO REACH US

RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD., THIRD FLOOR, LOS ANGELES, CA 90067

WEBSITE: [www.radioandrecords.com](http://www.radioandrecords.com)

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<b>ADVERTISING/SALES:</b>	310-553-4330	310-203-8450	<a href="mailto:hmowry@radioandrecords.com">hmowry@radioandrecords.com</a>	<b>NASHVILLE BUREAU:</b>	615-244-8822	615-248-6655	<a href="mailto:lhelton@radioandrecords.com">lhelton@radioandrecords.com</a>



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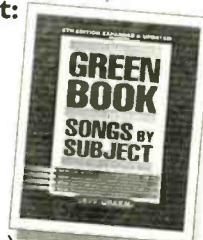
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## CHR/POP

LW	TW	ARTIST	SON	Label
1	1	NELLY	#TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	
2	2	KELLY CLARKSON	Breakaway (Hollywood)	
3	3	USHER & ALICIA KEYS	My Boo (LaFace/Zomba)	
4	4	DESTINY'S CHILD	Lose My Breath (Columbia)	
5	5	GAVIN DEGRAW	I Don't Want To Be (J/RMG)	
6	6	SWITCHFOOT	Dare You To Move (Red Ink/Columbia)	
7	7	JOJO	Baby It's You (Blackground/Universal)	
8	8	EMINEM	Just Lose It (Shady/Aftermath/Interscope)	
9	9	MAROON 5	She Will Be Loved (Octone/J/RMG)	
10	10	SEETHER	#AMY LEE Broken (Wind-up)	
11	11	TRICK DADDY	Let's Go (Slip-N-Slide/Atlantic)	
12	12	SNOOP DOGG	#PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	
13	13	CIARA	#PETEY PABLO Goodies (LaFace/Zomba)	
14	14	SIMPLE PLAN	Welcome To My Life (Lava)	
15	15	RYAN CABRERA	On The Way Down (E.V.L.A./Atlantic)	
16	16	AVRIL LAVIGNE	My Happy Ending (Arista/RMG)	
17	17	BLACK EYED PEAS	Let's Get It Started (A&M/Interscope)	
18	18	AVRIL LAVIGNE	Nobody's Home (Arista/RMG)	
19	19	N.O.R.E. #N. SKY & DADDY YANKEE	Oye Mi Canto (Roc-A-Fella/IDJMG)	
20	20	JESSE MCCARTNEY	Beautiful Soul (Hollywood)	
21	21	BOWLING FOR SOUP	1985 (Sivertone/Live/Zomba)	
22	22	RYAN CABRERA	True (E.V.L.A./Atlantic)	
23	23	MARIO	Let Me Love You (J/RMG)	
24	24	CIARA	#MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	
25	25	GWEN STEFANI	What You Waiting For? (Interscope)	
26	26	CHINGY	Balla Baby (Capitol)	
27	27	YELLOWCARD	Only One (Capitol)	
28	28	HOBBASTANK	Disappear (Island/IDJMG)	
29	29	LINDSAY LOHAN	Rumors (Casablanca/Universal)	
30	30	JOHN MAYER	Daughters (Aware/Columbia)	

### #1 MOST ADDED

GWEN STEFANI FIEVE Rich Girl (Interscope)

### #1 MOST INCREASED PLAYS

SNOOP DOGG #PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)

### TOP 5 NEW & ACTIVE

- TYLER HILTON When It Comes (Maverick/Reprise)
- LUDACRIS Get Back (Def. Jam South/IDJMG)
- GUERRILLA BLACK #MARIO WINANS You're The One (Virgin)
- GOD GOD DOLLS Give A Little Bit (Warner Bros.)
- GWEN STEFANI FIEVE Rich Girl (Interscope)

CHR/POP begins on Page 24.

## AC

LW	TW	ARTIST	SON	Label
1	1	LOS LONELY BOYS	Heaven (Or Music/Epic)	
2	2	KEITH URBAN	You'll Think Of Me (Capitol)	
3	3	MARTINA MCBRIDE	In My Daughter's Eyes (RCA)	
4	4	PHIL COLLINS	Don't Let Him Steal Your Heart Away (Atlantic)	
5	5	MAROON 5	This Love (Octone/J/RMG)	
6	6	FIVE FOR FIGHTING	100 Years (Aware/Columbia)	
7	7	HALL & OATES	I'll Be Around (U-Watch)	
8	8	ELTON JOHN	Answer In The Sky (Universal)	
9	9	SEAL	Love's Divine (Warner Bros.)	
10	10	MAROON 5	She Will Be Loved (Octone/J/RMG)	
11	11	MARTINA MCBRIDE	This One's For The Girls (RCA)	
12	12	KELLY CLARKSON	Breakaway (Hollywood)	
13	13	TIM MCGRAW	Live Like You Were Dying (Curb)	
14	14	HOBBASTANK	The Reason (Island/IDJMG)	
15	15	KIMBERLY LOCKE	8th Wonder (Curb)	
16	16	JOHN MAYER	Daughters (Aware/Columbia)	
17	17	ALICIA KEYS	If I Ain't Got You (J/RMG)	
18	18	JOSH GROBAN	Believe (Reprise)	
19	19	JOSH GROBAN	Remember When It Rained (143/Reprise)	
20	20	MICHAEL McDONALD	Reach Out, I'll Be There (Motown/Universal)	
21	21	ROD STEWART	#STEVIE WONDER What A Wonderful World (J/RMG)	
22	22	FIVE FOR FIGHTING	Silent Night (Columbia)	
23	23	KATRINA CARLSON	Drive (Kataphonic)	
24	24	LEANN RIMES	Rockin' Around The Christmas Tree (Curb)	
25	25	CELINE DION	Beautiful Boy (Epic)	
26	26	SHANIA TWAIN	W/ MARK MCGRATH Party For Two (Mercury/IDJMG)	
27	27	LIONEL RICHIE	Long Long Way To Go (Island/IDJMG)	
28	28	SIMPLY RED	Home (simplyred.com/Red Ink)	
29	29	JAMES TAYLOR	Deck The Halls (Columbia)	
30	30	JESSICA SIMPSON	Let It Snow! Let It Snow! Let It Snow! (Columbia)	

### #1 MOST ADDED

LEANN RIMES Rockin' Around The Christmas Tree (Curb)

### #1 MOST INCREASED PLAYS

JOSH GROBAN Believe (Reprise)

### TOP 5 NEW & ACTIVE

- JIM BRICKMAN FRODO VOSINE My Love Is Here (Windham Hill/RMG)
- CHRISTINE MCVIE Friend (Koch)
- RICHARD MARX Ready To Fly (Manhattan/EMC)
- RAY CHARLES #DIANA KRALL You Don't Know Me (Concord)
- ROD STEWART Baby, It's Cold Outside (J/RMG)

AC begins on Page 46.

## CHR/RHYTHMIC

LW	TW	ARTIST	SON	Label
1	1	SNOOP DOGG	#PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	
2	2	USHER & ALICIA KEYS	My Boo (LaFace/Zomba)	
3	3	MARIO	Let Me Love You (J/RMG)	
4	4	NELLY	#TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	
5	5	CIARA	#MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	
6	6	TRICK DADDY	Let's Go (Slip-N-Slide/Atlantic)	
7	7	JA RULE	#R. KELLY & ASHANTI Wonderful (Murder Inc./IDJMG)	
8	8	DESTINY'S CHILD	Lose My Breath (Columbia)	
9	9	FABOLOUS	Breathe (Atlantic)	
10	10	N.O.R.E. #N. SKY & DADDY YANKEE	Oye Mi Canto (Roc-A-Fella/IDJMG)	
11	11	LIL' JON & THE EASTSIDE...#USHER & LUDACRIS	Lovers & Friends (TVT)	
12	12	CHINGY	Balla Baby (Capitol)	
13	13	CIARA	#PETEY PABLO Goodies (LaFace/Zomba)	
14	14	TERROR SQUAD	Lean Back (Universal)	
15	15	LIL' JON & THE EASTSIDE BOYZ	#LIL SCRAPPY What U Gon' Do (TVT)	
16	16	LUDACRIS	Get Back (Def. Jam South/IDJMG)	
17	17	ASHANTI	Only U (Murder Inc./IDJMG)	
18	18	EMINEM	#DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	
19	19	LIL' WAYNE	Go DJ (Cash Money/Universal)	
20	20	AKON	#STYLES P. Locked Up (SRC/Universal)	
21	21	GAME	#50 CENT How We Do (Aftermath/G-Unit/Interscope)	
22	22	YOUNG BUCK	Shorty Wanna Ride (Interscope)	
23	23	DESTINY'S CHILD	Soldier (Columbia)	
24	24	EMINEM	Just Lose It (Shady/Aftermath/Interscope)	
25	25	LLOYD BANKS	Karma (Interscope)	
26	26	NB RIDAZ	Pretty Girl (Upstairs)	
27	27	XZIBIT	Hey Non (Mean Muggin') (Columbia)	
28	28	T.J. BRING	'Em Out (Grand Hustle/Atlantic)	
29	29	GUERRILLA BLACK	#MARIO WINANS You're The One (Virgin)	
30	30	JOHN LEGEND	Used To Love You (Columbia)	

### #1 MOST ADDED

SLY BOGGY #JAGGED EDGE If U Got Crew (J/RMG)

### #1 MOST INCREASED PLAYS

MARIO Let Me Love You (J/RMG)

### TOP 5 NEW & ACTIVE

- TRILLVILLE Some Cut (BME/Warner Bros.)
- NELLY Na-nana-na (Derrty/Fo' Reel/Universal)
- CAM'RON Girls (Roc-A-Fella/IDJMG)
- FANTASIA Truth Is (J/RMG)
- GWEN STEFANI FIEVE Rich Girl (Interscope)

CHR/RHYTHMIC begins on Page 29.

## HOT AC

LW	TW	ARTIST	SON	Label
1	1	MAROON 5	She Will Be Loved (Octone/J/RMG)	
2	2	JOHN MAYER	Daughters (Aware/Columbia)	
3	3	GOD GOD DOLLS	Give A Little Bit (Warner Bros.)	
4	4	FINGER ELEVEN	One Thing (Wind-up)	
5	5	KELLY CLARKSON	Breakaway (Hollywood)	
6	6	RYAN CABRERA	On The Way Down (E.V.L.A./Atlantic)	
7	7	BOWLING FOR SOUP	1985 (Sivertone/Live/Zomba)	
8	8	AVRIL LAVIGNE	My Happy Ending (Arista/RMG)	
9	9	SWITCHFOOT	Dare You To Move (Red Ink/Columbia)	
10	10	LENNY KRAVITZ	Lady (Virgin)	
11	11	LOS LONELY BOYS	Heaven (Or Music/Epic)	
12	12	HOBBASTANK	The Reason (Island/IDJMG)	
13	13	U2	Vertigo (Interscope)	
14	14	SEETHER	#AMY LEE Broken (Wind-up)	
15	15	DURAN DURAN	(Reach Up For The Sunrise (Epic)	
16	16	LOS LONELY BOYS	More Than Love (Or Music/Epic)	
17	17	HOWIE DAY	Collide (Epic)	
18	18	KILLERS	Somebody Told Me (Island/IDJMG)	
19	19	HOBBASTANK	Disappear (Island/IDJMG)	
20	20	ASHLEE SIMPSON	Pieces Of Me (Geffen)	
21	21	NELLY	#TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)	
22	22	CALLING	Anything (RCA/RMG)	
23	23	SARAH MCLACHLAN	World On Fire (Arista/RMG)	
24	24	INGRAM HILL	Will I Ever Make It Home (Hollywood)	
25	25	KEANE	Someone Only We Know (Interscope)	
26	26	JET	Look What You've Done (Atlantic)	
27	27	GWEN STEFANI	What You Waiting For? (Interscope)	
28	28	LOW MILLIONS	Eleanor (Manhattan/EMC)	
29	29	LINKIN PARK	Breaking The Habit (Warner Bros.)	
30	30	SIMPLE PLAN	Welcome To My Life (Lava)	

### #1 MOST ADDED

GREEN DAY Boulevard Of Broken Dreams (Reprise)

### #1 MOST INCREASED PLAYS

NELLY #TIM MCGRAW Over And Over (Derrty/Fo' Reel/Curb/Universal)

### TOP 5 NEW & ACTIVE

- RACHAEL YAMAGATA Worn Me Down (RCA Victor)
- SCISSOR SISTERS Laura (Universal)
- JOSS STONE Right To Be Wrong (S-Curve/EMC)
- BUTTERFLY BOUCHER I Can't Make Me (A&M/Interscope)
- TIM MCGRAW Live Like You Were Dying (Curb)

AC begins on Page 46.

## URBAN

LW	TW	ARTIST	SON	Label
1	1	SNOOP DOGG	#PHARRELL Drop It Like It's Hot (Doggystyle/Geffen)	
2	2	MARIO	Let Me Love You (J/RMG)	
3	3	USHER & ALICIA KEYS	My Boo (LaFace/Zomba)	
4	4	LIL' WAYNE	Go DJ (Cash Money/Universal)	
5	5	JA RULE	#R. KELLY & ASHANTI Wonderful (Murder Inc./IDJMG)	
6	6	YOUNG BUCK	Shorty Wanna Ride (Interscope)	
7	7	FABOLOUS	Breathe (Atlantic)	
8	8	CIARA	#MISSY ELLIOTT 1, 2 Step (LaFace/Zomba)	
9	9	TRICK DADDY	Let's Go (Slip-N-Slide/Atlantic)	
10	10	ANTHONY HAMILTON	Charlene (So So Def/Zomba)	
11	11	DESTINY'S CHILD	Soldier (Columbia)	
12	12	LIL' JON & THE EASTSIDE...#USHER & LUDACRIS	Lovers & Friends (TVT)	
13	13	LIL' JON & THE EASTSIDE BOYZ	#LIL SCRAPPY What U Gon' Do (TVT)	
14	14	ASHANTI	Only U (Murder Inc./IDJMG)	
15	15	LIL COOL J	Hush (Def. Jam/IDJMG)	
16	16	LUDACRIS	Get Back (Def. Jam South/IDJMG)	
17	17	JADAKISS	#MARIAM CAREY U Make Me Wanna (Interscope)	
18	18	T.J. BRING	'Em Out (Grand Hustle/Atlantic)	
19	19	TRILLVILLE	Some Cut (BME/Warner Bros.)	
20	20	CIARA	#PETEY PABLO Goodies (LaFace/Zomba)	
21	21	LLOYD BANKS	Karma (Interscope)	
22	22	CHINGY	Balla Baby (Capitol)	
23	23	JUVENILE	#WACKO & SKIP Nolia Clap (Rap-A-Lot/Asylum)	
24	24	R. KELLY & JAY-Z	Big Chips (Jive/Roc-A-Fella/IDJMG)	
25	25	JA RULE	#FAT JOE & JADAKISS New York (Murder Inc./IDJMG)	
26	26	BODY HEADBANGERS	#YOUNGBLOOD   Smoke, I Drink (Universal)	
27	27	DESTINY'S CHILD	Lose My Breath (Columbia)	
28	28	MANNIE FRESH	Real Big (Cash Money/Universal)	
29	29	ALICIA KEYS	Karma (J/RMG)	
30	30	NELLY	My Place (Derrty/Fo' Reel/Universal)	

### #1 MOST ADDED

JOHN LEGEND Ordinary People (Columbia)

### #1 MOST INCREASED PLAYS

LIL' JON & THE EASTSIDE BOYZ #USHER & LUDACRIS Lovers & Friends (TVT)

### TOP 5 NEW & ACTIVE

- ANGIE STONE #ANTHONY HAMILTON Stay For Awhile (J/RMG)
- JILL SCOTT Whatever (Hidden Beach/Epic)
- RAZAH Feels So Good (Virgin)
- CAM'RON Girls (Roc-A-Fella/IDJMG)
- OMARION O (Epic)

URBAN begins on Page 33.

## ROCK

LW	TW	ARTIST	SON	Label
1	1	VELVET REVOLVER	Fall To Pieces (RCA/RMG)	
2	2	U2	Vertigo (Interscope)	
3	3	SILVERTIDE	Ain't Comin' Home (J/RMG)	
4	4	COLLECTIVE SOUL	Counting The Days (El Music Group)	
5	5	PAPA ROACH	Getting Away With Murder (Geffen)	
6	6	BREAKING BENJAMIN	So Cold (Hollywood)	
7	7	CHEVELLE	Vitamin R (Leading Us Along) (Epic)	
8	8	NICKELBACK	Because Of You (Roadrunner/IDJMG)	
9	9	THREE DAYS GRACE	Just Like You (Jive/Zomba)	
10	10	CROSSFADE	Cold (Columbia)	
11	11	GREEN DAY	Boulevard Of Broken Dreams (Reprise)	
12	12	SHINEDOWN	Burning Bright (Atlantic)	
13	13	KENNY WAYNE SHEPHERD	Alive (Reprise)	
14	14	GODSMACK	#DROPBOX Touche (Republic/Universal)	
15	15	THREE DAYS GRACE	Home (Jive/Zomba)	
16	16	PAPA ROACH	Scars (Geffen)	
17	17	GREEN DAY	American Idiot (Reprise)	
18	18	JET	Look What You've Done (Atlantic)	
19	19	FUTURE LEADERS OF THE WORLD	Let Me Out (Epic)	
20	20	SALIVA	Razor's Edge (Island/IDJMG)	
21	21	ALTER BRIDGE	Find The Real (Wind-up)	
22	22	MEGADETH	Die Dead Enough (Sanctuary/SRG)	
23	23	KORN	Another Brick In The Wall (Epic)	
24	24	3 DOORS DOWN	Let Me Go (Republic/Universal)	
25	25	CROSSFADE	So Far Away (Columbia)	
26	26	DROWNINGPOOL	Love And War (Wind-up)	
27	27	SLIPKNOT	Vermilion (Roadrunner/IDJMG)	
28	28	SKINDRED	Nobody (Lava)	
29	29	SPIDERBAIT	Black Betty (Interscope)	
30	30	MARILYN MANSON	Personal Jesus (Nothing/Interscope)	

### #1 MOST ADDED

3 DOORS DOWN Let Me Go (Republic/Universal)

### #1 MOST INCREASED PLAYS

3 DOORS DOWN Let Me Go (Republic/Universal)

### TOP 5 NEW & ACTIVE

- EARSHOT Someone (Warner Bros.)
- SEVENDUST Face To Face (TVT)
- EXIES Ugly (Virgin)
- NONPOINT In The Air Tonight (Lava)
- JET Rollover D.J. (Atlantic)

ROCK begins on Page 55.



## URBAN AC

LW	TW	
2	1	ALICIA KEYS (TONY, TONI, TONE & JERMAINE PAUL) Diary (J/RMG)
3	2	PATTI LABELLE & RONALD ISLEY Gotta Go Solo (Def Soul/IDJMG)
1	3	BRIAN MCKNIGHT What We Do Here (Motown/Universal)
4	4	ANITA BAKER You're My Everything (Blue Note/Virgin)
5	5	LUTHER VANDROSS Think About You (J/RMG)
6	6	T. MARIE (J.G. LEVERT A Rose By Any Other Name (Cash Money/Universal)
7	7	PRINCE Call My Name (Columbia)
8	8	ANITA BAKER How Does It Feel (Blue Note/Virgin)
9	9	EARTH, WIND & FIRE (J.R. SAADIQ) Show Me The Way (Sanctuary/SRG)
10	10	GERALD LEVERT One Million Times (Atlantic)
15	11	JOSS STONE Spoiled (S-Curve/Virgin)
11	12	USHER & ALICIA KEYS My Boo (LaFace/Zomba)
12	13	NELLY My Place (Derrty/Fo' Reel/Universal)
16	14	JILL SCOTT Whatever (Hidden Beach/Epic)
14	15	D'JAYS Make Up (Music World/SRG)
17	16	NORMAN BROWN I Might (Warner Bros.)
21	17	EARTH, WIND & FIRE (J.R. SAADIQ) Show Me The Way (Sanctuary/SRG)
18	18	TAMYRA GRAY Raindrops Will Fall (19/Sobe)
22	19	BOYZ II MEN You Make Me Feel Brand New (MSM/Koch)
25	20	RUBEN STUDDARD I Need An Angel (J/RMG)
26	21	ANGIE STONE (ANTHONY HAMILTON) Stay For Awhile (J/RMG)
19	22	QUEEN LATIFAH (IAL GREEN) Simply Beautiful (Vector)
—	23	FANTASIA Truth Is (J/RMG)
23	24	JEFF MAJORS Pray (Music One)
28	25	ALICIA KEYS Karma (J/RMG)
27	26	AVANT Can't Wait (Geffen)
29	27	URBAN MYSTIC Where Were You? (Sobe)
—	28	TAMIA Still (Atlantic)
—	29	MARVIN GAYE Let's Get It On, Let's Get... (Independent)
30	30	AMEL LARRIEUX For Real (Bliss Life)

**#1 MOST ADDED**  
N2U Issues (Virgin)

**#1 MOST INCREASED PLAYS**  
FANTASIA Truth Is (J/RMG)

### TOP 5 NEW & ACTIVE

- CARLTON BLOUNT Acting Like You're Free (Magnatar)
- RENE' All Nile Long (Rufftown)
- MICHAEL B. SUTTON Nobody (Little Dizzy)
- RAHEEM DEVAUGHN Guess Who Loves You More (Live/Zomba)
- N2U Issues (Virgin)

URBAN begins on Page 33.

## COUNTRY

LW	TW	
2	1	GARY ALLAN Nothing On But The Radio (MCA)
4	2	TIM MCGRAW Back When (Curb)
1	3	LONESTAR Mr. Mom (BNA)
3	4	KENNY CHESNEY The Woman With You (BNA)
5	5	BLAKE SHELTON Some Beach (Warner Bros.)
7	6	DIERKS BENTLEY How Am I Doin' (Capitol)
8	7	DARRYL WORLEY Awful, Beautiful Life (DreamWorks)
9	8	SHANIA TWAIN w/ BILLY CURRINGTON Party For Two (Mercury)
15	9	GRETCHEN WILSON When I Think About Cheatin' (Epic)
6	10	BROOKS & DUNN That's What It's All About (Arista)
11	11	ALAN JACKSON Monday Morning Church (Arista)
10	12	LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)
14	13	KEITH URBAN You're My Better Half (Capitol)
12	14	BRAD PAISLEY Mud On The Tires (Arista)
13	15	SHEDAISY Come Home Soon (Lyric Street)
16	16	REBA MCENTIRE He Gets That From Me (MCA)
18	17	RASCAL FLATTS Bless The Broken Road (Lyric Street)
17	18	BIG & RICH Holy Water (Warner Bros.)
21	19	JOSH GRACIN Nothin' To Lose (Lyric Street)
19	20	J. BUFFETT (JIM MCBRIDE) Trip Around The Sun (RCA/Majiboat)
22	21	TRAVIS TRITT (JOHN MELLENCAMP) What Say You (Columbia)
23	22	PAT GREEN Don't Break My Heart Again (Universal/Republic/Mercury)
25	23	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)
24	24	BILLY DEAN Let Them Be Little (Curb)
26	25	SUGARLAND Baby Girl (Mercury)
27	26	KATRINA ELAM No End In Sight (Universal South)
28	27	JAMIE O'NEAL Trying To Find Atlantis (Capitol)
30	28	CRAIG MORGAN That's What I Love About Sunday (BBR)
29	29	ANDY GRIGGS If Heaven (RCA)
33	30	MONTGOMERY GENTRY Gone (Columbia)

**#1 MOST ADDED**

BROOKS & DUNN It's Getting Better All The Time (Arista)

**#1 MOST INCREASED PLAYS**

GRETCHEN WILSON When I Think About Cheatin' (Epic)

### TOP 5 NEW & ACTIVE

- RANDY TRAVIS Four Walls (World/Warner Bros.)
- SARA EVANS Tonight (RCA)
- ALISON KRAUSS & UNION STATION Restless (Rouder)
- KENI THOMAS Not Me (Independent)
- BLUE COUNTY Nothin' 'Bout Cowboy Boots (Asylum/Curb)

COUNTRY begins on Page 38.

## SMOOTH JAZZ

LW	TW	
1	1	WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)
2	2	RICHARD ELLIOT Your Secret Love (GRP/VMG)
3	3	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)
4	4	GERALD ALBRIGHT To The Max (GRP/VMG)
6	5	CHRIS BOTTI Back Into My Heart (Columbia)
7	6	SOUL BALLET Cream (215)
5	7	BONEY JAMES Here She Comes (Warner Bros.)
8	8	PAUL JACKSON, JR. Walkin' (Blue Note/EMC)
10	9	QUEEN LATIFAH California Dreamin' (Vector)
12	10	MINDI ABAIR Come As You Are (GRP/VMG)
9	11	TIM BOWMAN Summer Groove (Liquid B)
14	12	MARION MEADOWS Sweet Grapes (Heads Up)
13	13	ANITA BAKER You're My Everything (Blue Note/Virgin)
11	14	GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)
17	15	KIM WATERS In Deep (Shanachie)
15	16	DAVE KOZ Let It Free (Capitol)
18	17	PETER WHITE How Does It Feel (Columbia)
16	18	MICHAEL MCDONALD Tracks Of My Tears (Motown/Universal)
20	19	PAUL BROWN Moment By Moment (GRP/VMG)
21	20	EUGE GROOVE XXL (Narada)
19	21	RAY CHARLES (DIANA KRALL) You Don't Know Me (Concord)
25	22	SEAL Walk On By (Warner Bros.)
24	23	PIECES OF A DREAM It's Go Time (Heads Up)
23	24	GREG ADAMS Firefly (215)
27	25	CRAIG CHADUIC Her Boyfriend's Wedding (Narada)
—	26	MICHAEL LINGTON Two Of A Kind (Rendezvous)
26	27	FOURPLAY Fields Of Gold (RCA Victor)
29	28	CHRIS BOTTI No Ordinary Love (Columbia)
22	29	HALL & DATES Love TKO (U-Watch)
28	30	STEVE OLIVER Chips & Salsa (Koch)

**#1 MOST ADDED**

BONEY JAMES (J)DE SAMPLE Stone Groove (Warner Bros.)

**#1 MOST INCREASED PLAYS**

SEAL Walk On By (Warner Bros.)

### TOP 5 NEW & ACTIVE

- ALICIA KEYS If I Ain't Got You (J/RMG)
- EVERETT HARP Can You Hear Me (A440)
- THA' HOT CLUB I'm Gonna Love You Just A Little More Baby (Shanachie)
- HALL & DATES I'll Be Around (U-Watch)
- FATBURGER Work To Do (Shanachie)

Smooth Jazz begins on Page 51.

## ACTIVE ROCK

LW	TW	
1	1	CHEVELLE Vitamin R (Leading Us Along) (Epic)
2	2	BREAKING BENJAMIN So Cold (Hollywood)
3	3	VELVET REVOLVER Fall To Pieces (RCA/RMG)
4	4	PAPA ROACH Getting Away With Murder (Geffen)
5	5	FUTURE LEADERS OF THE WORLD Let Me Out (Epic)
6	6	U2 Vertigo (Interscope)
7	7	NICKELBACK Because Of You (Roadrunner/IDJMG)
9	8	THREE DAYS GRACE Home (Jive/Zomba)
16	9	GREEN DAY Boulevard Of Broken Dreams (Reprise)
10	10	COLLECTIVE SOUL Counting The Days (El Music Group)
8	11	CROSSFADE Cold (Columbia)
14	12	KORN Another Brick In The Wall (Epic)
13	13	SHINEDOWN Burning Bright (Atlantic)
11	14	SKINDRED Nobody (Lava)
15	15	SLIPKNOT Duality (Roadrunner/IDJMG)
19	16	SALIVA Razor's Edge (Island/IDJMG)
23	17	PAPA ROACH Scars (Geffen)
20	18	SLIPKNOT Vermilion (Roadrunner/IDJMG)
17	19	THREE DAYS GRACE Just Like You (Jive/Zomba)
21	20	DROWNING POOL Love And War (Wind-up)
22	21	CROSSFADE So Far Away (Columbia)
12	22	SILVERTIDE Ain't Comin' Home (J/RMG)
25	23	SEVENDUST Face To Face (TVT)
18	24	GREEN DAY American Idiot (Reprise)
34	25	ALTER BRIDGE Find The Real (Wind-up)
24	26	A PERFECT CIRCLE Imagine (Virgin)
28	27	EARSHOT Someone (Warner Bros.)
26	28	GODSMACK (DROPPBOX) Touche (Republic/Universal)
27	29	MARILYN MANSON Personal Jesus (Nothing/Interscope)
42	30	3 DOORS DOWN Let Me Go (Republic/Universal)

**#1 MOST ADDED**

VELVET REVOLVER Dirty Little Thing (RCA/RMG)

**#1 MOST INCREASED PLAYS**

3 DOORS DOWN Let Me Go (Republic/Universal)

### TOP 3 NEW & ACTIVE

- CRADLE OF FILTH Nymphetamine (Roadrunner/IDJMG)
- FEAR FACTORY Bite The Hand That Bleeds (Liquid B)
- VELVET REVOLVER Dirty Little Thing (RCA/RMG)

ROCK begins on Page 55.

## ALTERNATIVE

LW	TW	
2	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)
1	2	JIMMY EAT WORLD Pain (Interscope)
3	3	U2 Vertigo (Interscope)
4	4	CHEVELLE Vitamin R (Leading Us Along) (Epic)
5	5	CROSSFADE Cold (Columbia)
6	6	PAPA ROACH Getting Away With Murder (Geffen)
9	7	MODEST MOUSE Ocean Breathes Salty (Epic)
7	8	BREAKING BENJAMIN So Cold (Hollywood)
11	9	KILLERS Mr. Brightside (Island/IDJMG)
10	10	VELVET REVOLVER Fall To Pieces (RCA/RMG)
12	11	JET Look What You've Done (Atlantic)
13	12	MARILYN MANSON Personal Jesus (Nothing/Interscope)
8	13	GREEN DAY American Idiot (Reprise)
14	14	MY CHEMICAL ROMANCE I'm Not Okay (I Promise) (Reprise)
17	15	PAPA ROACH Scars (Geffen)
20	16	THREE DAYS GRACE Home (Jive/Zomba)
15	17	LINKIN PARK Breaking The Habit (Warner Bros.)
19	18	FRANZ FERDINAND This Fire (Domino/Epic)
16	19	INTERPOL Slow Hands (Matador)
21	20	MUSE Hysteria (EastWest/Warner Bros.)
24	21	MUSIC Breakin' (Capitol)
28	22	LOSTPROPHETS I Don't Know (Columbia)
29	23	SLIPKNOT Vermilion (Roadrunner/IDJMG)
27	24	A PERFECT CIRCLE Imagine (Virgin)
22	25	SUM 41 We're All To Blame (Island/IDJMG)
30	26	HOOBASTANK Disappear (Island/IDJMG)
23	27	CAKE No Phone (Columbia)
28	28	SOCIAL DISTORTION Reach For The Sky (Time Bomb)
31	29	SWITCHFOOT This Is Your Life (Sparrow/EMI CMG)
26	30	SNOW PATROL Run (A&M/Interscope)

**#1 MOST ADDED**

U2 All Because Of You (Interscope)

**#1 MOST INCREASED PLAYS**

3 DOORS DOWN Let Me Go (Republic/Universal)

### TOP 5 NEW & ACTIVE

- SILVERTIDE Ain't Comin' Home (J/RMG)
- RAZORLIGHT Golden Touch (Universal)
- SIMPLE PLAN Me Against The World (Lava)
- ZUTONS Pressure Point (DeltaSonic)
- DRESDEN DOLLS Coin-Operated Boy (8 Foot/Roadrunner)

ALTERNATIVE begins on Page 59.

## TRIPLE A

LW	TW	
1	1	U2 Vertigo (Interscope)
4	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)
3	3	MARK KNOPFLER Boom, Like That (Warner Bros.)
2	4	R.E.M. Leaving New York (Warner Bros.)
5	5	KEANE Somewhere Only We Know (Interscope)
7	6	LOW MILLIONS Eleanor (Manhattan/EMC)
6	7	JOHN MELLENCAMP Walk Tall (Island/IDJMG)
8	8	SNOW PATROL Run (A&M/Interscope)
11	9	LENNY KRAVITZ Lady (Virgin)
10	10	RAY LAMONTAGNE Trouble (RCA/RMG)
12	11	JET Look What You've Done (Atlantic)
14	12	JOHN MAYER Daughters (Aware/Columbia)
13	13	CARBON LEAF Life Less Ordinary (Vanguard)
15	14	BRUCE HORNBY Gonna Be Some Changes Made (Columbia)
15	15	RAY CHARLES (VAN MORRISON) Crazy Love (Concord)
16	16	JOHN FOGERTY Deja Vu (All Over Again) (DreamWorks/Geffen)
18	17	M. JAGGER & D. STEWART If S. CROW Old Habits Die Hard (Virgin)
19	18	NEVILLE BROTHERS Ball Of Confusion (Back Porch/Narada)
17	19	SARAH MCLACHLAN World On Fire (Arista/RMG)
20	20	MARON 5 She Will Be Loved (Octone/JRMG)
—	21	U2 All Because Of You (Interscope)
24	22	WILCO Theologians (Nonesuch)
25	23	HOWIE DAY Collide (Epic)
22	24	ELVIS COSTELLO Monkey To Man (Lost Highway)
26	25	NORAH JONES Those Sweet Words (Blue Note/EMC)
28	26	MICHAEL FRANTI Yes I Will (Jive)
23	27	CROSBY & NASH Lay Me Down (Sanctuary/SRG)
21	28	STEVE EARLE The Revolution Starts Now (E-Squared/Artemis)
—	29	SHORE Hard Road (Maverick/Reprise)
—	30	MARC BROUSSARD Home (Island/IDJMG)

**#1 MOST ADDED**

U2 All Because Of You (Interscope)

**#1 MOST INCREASED PLAYS**

U2 All Because Of You (Interscope)

### TOP 5 NEW & ACTIVE

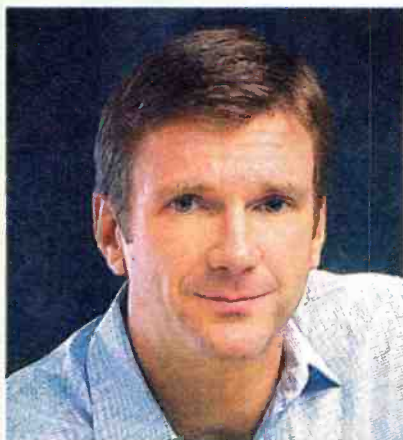
- JAMIE CULLUM High And Dry (Verve/Universal)
- MADELINE PEYROUX Don't Wait Too Long (Rouder)
- FRANZ FERDINAND Take Me Out (Domino/Epic)
- GOD GOD DOLLS Give A Little Bit (Warner Bros.)
- ANNA NALICK Breathe (2am) (Columbia)

TRIPLE A begins on Page 62.



# Publisher's Profile

By Erica Farber



## John Dickey

Exec. VP, Cumulus Media

"While that was going on, our research company was doing some work for our former partner in the Caribbean. He and Lew had a conversation on a flight back from Trinidad about starting a company to take advantage of the relaxation of the ownership rules. We felt the best way to pull that off was to go into smaller markets where nobody had really focused their attention. That was the beginning of Cumulus. Originally, the game plan was to be in about five or six markets. We were just going to have an investment and help operate it from the sidelines as we were doing our day-to-day stuff with our other businesses. But the opportunity was so great that it quickly consumed us and we had to change our day jobs."

**Working with family isn't always easy:** "No, it's not. To say Lew and I haven't had our moments would be an untruth. We've both had, by fate or coincidence, the same interests. I sort of tagged along at a young age, and maybe that's what led to the development of some of the interests I've had. We both played competitive golf in high school. I ended up following him out to Stanford on a golf scholarship and playing on the golf team. We've had the same circle of friends."

"Even though we do a lot of the same things and have a lot of the same interests, we are very different in a lot of ways that allow this business relationship to work. We've had the ability to complement each other very nicely. We've been through so much together and trust each other implicitly; it makes the relationship function very well."

**His vision of the company:** "To be the best-run radio company out there. That may sound grandiose and idealistic, but it guides us in everything we do. We try to treat people fairly and treat them the same way we'd expect to be treated. We try to set the example and help people achieve a level of excellence they didn't think possible, individually and collectively, in the markets."

"In the short term, we try not to compromise that vision by making decisions that benefit the company [only] in the short term. We're seeing some of the effects of that today, with people trying to work themselves out of inventory issues and getting rates back where they need to be, things of that nature. Our vision and where we're going is only going to be accomplished by attracting the best people."

"Anybody out there who wants to feel like they can contribute to a company that's large and growing and have their voice heard and get involved with a company that still respects that individuality and allows people to make decisions, those are the people we want to hear from."

**His biggest challenge:** "Time management. Giving everyone the kind of time they deserve and only having so many hours in the day to do it. People are expected to wear not one hat, but five or six. You've got eight, nine, 10, 12 hours in a day to respond and react. That's the biggest challenge and frustration I've got. That places a premium on having good people and systems that allow you to leverage your time."

**State of the industry:** "The state of radio has never been better, in terms of the opportunities we have. We've got probably a 24-month window to realize these opportunities and solidify our position in this business. We're going to know whether the satellite companies are going to hit the subscription models they're claiming they're going to hit. Radio's in a great position."

"What pessimism or competitive encroachment people feel satellite's going to provide to terrestrial radio, that's already been factored in to what we're doing. We've got nothing but upside, and the satellite guys have nothing but downside. We've got to continue to show strength, generate a lot of cash and do good radio."

"HD Radio and the industry's commitment is going to be tremendous. It's going to be the standard. We see this starting to roll out and consumers becoming aware of it. This is going to be a big deal. Operationally, companies are realizing mistakes have been made, and they're making efforts to correct those mistakes and in terms of operating platforms and stations on this kind of scale. The ability to

get our act together as an industry from a pricing standpoint and getting value for our product is going to be solidified over the next 12 to 24 months."

**Something about Cumulus that might surprise our readers:** "There's a general assumption that all key decisions are made here in Atlanta. That's not the case. We place a lot of emphasis on our management teams in our markets, and we expect and empower them to make decisions on a daily basis. We give them guidelines, parameters and input to help them make those decisions, but they are making the vast majority of the decisions on operating these businesses every day."

**Career disappointment:** "The disappointments I've had have allowed me to dig down deeper and want to succeed and win more. You can't have the upside without some of the downside. There haven't been too many disappointments I would look back on and wish I hadn't experienced. They were all, at some point, character builders, and you take the good with the bad. I'm excited about what we do for a living. It's a fun business, and I'm just honored to be able to do this every day."

**Career highlight:** "The contributions Lew and I have made to the business. Bringing branding to the business — and having some of our well-respected competitors from way back when in the research business that are still doing things or talking about branding. To see the industry focused on it. Those are contributions that only make radio stronger. I'm very proud of it."

"Some of the things I'll be most proud of are yet to come. As we get into the next decade, there are going to be a lot of innovations in terms of how we manage the business. There are going to be a lot of rules rewritten, and, hopefully, our company is going to be a big part of that."

**Most influential individual:** "My father's been a big influence in my career. Being an old-line broadcaster, proving anything is possible, even from humble beginnings, that's the biggest influence on me. That hard work, focus and reaching for the moon and the stars is possible; you're only constrained by your imagination. That's the biggest lesson I've learned from him."

"And working side-by-side with Lew — it'd be hard to say he hasn't had an influence because we've spent so much time together I feel like an old married couple."

**Favorite radio format:** "R&B Oldies or Top 40."

**Favorite television show:** "I watch the Golf Channel incessantly, at one in the morning. Also CNBC, and I try to keep up on all the hip shows, whether it's *Desperate Housewives* or *The OC* or anything else."

**Favorite song:** "Anything that tests extremely high, with low burn, that I can spin every two hours."

**Favorite book:** "Catcher in the Rye."

**Favorite movie:** "Caddyshack."

**Favorite restaurant:** "New York Prime in Atlanta."

**Beverage of choice:** "Cranberry and club soda."

**Hobbies:** "Predictably, golf — zero handicap."

Fortunately or unfortunately, I'm unusually gifted in that area. I almost did it for a living, but I don't get to play that often — probably twice a month. Other than that, I like to work out and read — mostly magazines and periodicals, all different kinds."

**E-mail address:** "john@cumulus.com."

**Advice for broadcasters:** "Don't be afraid to question the way you're currently doing business. Unfortunately, we get into a mind-set where we no longer question why we do what we do. If we're going to grow sales at a rate we would all like to see, we'll have to think about different ways of attacking the problem."

"If we're going to be competitive in programming with kids and adults alike, we're going to have to think about different ways of keeping their interest and serving them. That includes the way we market and speak to them. It's the same with our employees, too. If we're going to keep good people and attract good people, it's not just about compensation. As an industry, we have got to be inventive. We've got to stop accepting certain things just because somebody's done it that way for 35 or 40 years."

**A**s Exec. VP of Cumulus Media, John Dickey has had an extremely close connection to the company from Day One. While he is genetically tied to the CEO, his brother Lew Dickey, John Dickey is the company's leader when it comes to programming, marketing, promotions and engineering. On the road an average of two to three days a week and barely taking off a day or two here and there, he keeps his focus on 305 radio stations in 62 cities.

**Getting into the business:** "My father had been in the business for a long time. By the time we got out of college, he was down to two radio stations in Toledo. He'd prepared to retire and didn't think any of us had an interest in staying in the business. Lew got out of college a few years ahead of me and started a software company with a friend of ours from school. He did that for a couple of years and was going along fine. I was leaning toward investment banking."

"Lew said, 'I've got a background in statistics and research, and we've obviously got a background in broadcasting, so why don't we start a research company? We'll not necessarily limit ourselves to radio, but we'll provide consumer-based research for all different kinds of businesses, including media.'"

"He started the business when I was still in school. I got out and joined him, and he left shortly after that to go back to business school. He designed his MBA program around the research industry as it applied to radio. When he got back out of school, we laid out our thesis for taking the concept of branding and bringing it to the radio industry. All these different formats were splintering in different directions, and we thought there had to be a different way to look at competing."

**About founding Cumulus:** "We were doing very well on the research side and decided we wanted to make the transition to ownership. My father still had his AM/FM combo in Toledo — this was in the early '90s. We wanted to buy some stations that were for sale in Toledo. We took the money we'd saved from our company and put down an offer. One of the in-market competitors who owned an AM and an FM thought the offer we were putting in was nothing more than a ruse for my father to buy more stations. As it all came out eventually, my father had nothing to do with it, but [the competitor], through his appeals and processes, managed to drag this thing out to a point where it became difficult for us to continue with the deal."

"While that was going on, the opportunity to buy an AM and FM in Atlanta presented itself. We made a strategic decision to abandon our efforts to buy those two stations in Ohio and focused our efforts on buying WALR-FM and WCNN-AM/Atlanta with my father. That's what got us down to Atlanta. We started operating day-to-day, including the research company. We were able to get the billing turned around quickly, and that allowed us to buy stations in Nashville in 1997."



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