

RateTheMusic.com
BY MEDIABASE™

America's Best Testing CHR/Pop Songs 12+ For The Week Ending 9/21/01.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
ALICIA KEYS Fallin' (J)	4.07	3.92	89%	19%	4.16	90%	16%
LIFEHOUSE Hanging By A Moment (DreamWorks)	4.00	3.84	94%	40%	4.01	96%	41%
MICHELLE BRANCH Everywhere (Maverick)	3.94	3.83	68%	11%	3.85	68%	12%
EVE F/GWEN STEFANI Let Me Blow Ya Mind (Ruff Ryders/Interscope)	3.93	3.83	96%	36%	4.02	97%	36%
LFO Every Other Time (J)	3.90	3.85	88%	18%	3.79	87%	19%
CRAIG DAVID Fill Me In (Wildside/Atlantic)	3.89	3.77	74%	15%	3.94	74%	15%
'N SYNC Gone (Jive)	3.88	3.82	75%	12%	4.12	78%	10%
3 DOORS DOWN Be Like That (Republic/Universal)	3.83	3.75	68%	12%	3.85	66%	12%
BLU CANTRELL Hit 'Em Up Style (Oops!) (Arista)	3.83	3.87	90%	32%	3.79	91%	36%
ALIEN ANT FARM Smooth Criminal (DreamWorks)	3.80	-	79%	16%	3.71	82%	15%
O-TOWN All Or Nothing (J)	3.79	3.81	95%	41%	3.82	96%	39%
STAIN'D It's Been Awhile (Flip/Elektra/EEG)	3.78	3.68	93%	35%	3.87	94%	35%
INCUBUS Drive (Immortal/Epic)	3.76	3.68	89%	33%	3.73	89%	32%
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	3.76	3.60	92%	42%	3.72	92%	45%
USHER U Remind Me (LaFace/Arista)	3.76	3.79	87%	23%	3.73	90%	24%
SUGAR RAY When It's Over (Lava/Atlantic)	3.74	3.74	96%	36%	3.69	97%	38%
SMASH MOUTH I'm A Believer (Interscope)	3.70	3.67	92%	24%	3.70	91%	21%
JENNIFER LOPEZ I'm Real (Epic)	3.69	3.67	92%	24%	3.60	93%	29%
JANET Someone To Call My Lover (Virgin)	3.69	3.70	95%	34%	3.62	95%	38%
WILLA FORD I Wanna Be Bad (Lava/Atlantic)	3.65	3.71	89%	26%	3.51	89%	29%
CITY HIGH What Would You Do? (Interscope)	3.65	3.68	92%	42%	3.51	93%	46%
ENYA Only Time (Reprise)	3.64	3.57	67%	16%	3.66	70%	19%
CHRISTINA MILIAN AM to PM (Def Soul/IDJMG)	3.61	-	48%	8%	3.57	49%	9%
JAGGED EDGE Where The Party At? (So So Def/Columbia)	3.61	3.59	78%	25%	3.49	80%	30%
NELLY Ride Wit Me (Fo' Reel/Universal)	3.57	3.53	96%	54%	3.43	98%	60%
WISEGUYS Start The Commotion (Mammoth/Hollywood)	3.57	3.53	80%	24%	3.58	80%	24%
NELLY FURTADO Turn Off The Light (DreamWorks)	3.49	3.36	81%	21%	3.47	79%	20%
112 Peaches & Cream (Bad Boy/Arista)	3.43	3.39	86%	42%	3.36	87%	45%
AFROMAN Because I Got High (Universal)	3.24	3.22	81%	30%	3.17	84%	34%
MICHAEL JACKSON Rock My World (Epic)	3.21	-	63%	16%	3.17	64%	16%

Total sample size is 717 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their 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 407/523-7272. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

Programmers On Talent Issues

Continued from Page 24

have so many different kinds of media out there to choose from, and some of the choices are sexier than radio.

Question from the audience: How much time do you spend airchecking with your morning talents?

PP: One of the greatest shames of consolidation is that PDs who are overseeing two, three or four stations don't have the time to spend with morning shows and their other talents. For me, getting together with the morning show is not about critiquing the show; it is about bonding with the talents and talking about the show.

It is an opportunity for the talents to talk to me about how they feel about the show. It is also about me getting to know them and them getting to know me. The closer you are to these people, the better coach you will be able to be.

JZ: Can you offer in closing any words of wisdom to our talents out there today?

PP: Never stop learning. Go to work every day and learn something new. Never stop trying to be and do the best that you can every single day. Professional athletes are professional for a reason.

A great morning show is a great show because the talents never stop trying and never stop learning. Winners also never give up on their dreams. They fight and fight. Keep learning, keep fighting, and keep dreaming. If you do, you'll be successful.

MM: The running theme that I see is that

consolidation is bad. Unfortunately, this is the world we live in, and it's not going to change. Use me as an example. Four years ago I thought I was going to become a PD again because of consolidation.

As you know, large companies came along, bought the radio stations and, for the most part, brought their own programming in-house. Many of them eliminated consulting companies because of expenses or, in some cases, because they didn't want someone on the outside to learn how they were thinking.

It became a very scary world. I sat down with my other partners and consultants in the company and said, "We have to decide what we are going to do." I'm not trained for anything else, and I could never get a real job. I said, "We are still going to be standing after the storm is done, and what we have to do is figure out how to work within a consolidated world and endear ourselves to various broadcast companies."

Today I work for two smaller groups, where I serve as a de facto PD. We looked outside of general radio consulting, and today we consult artists, music, music sound-tracks and syndicated radio shows. We also work with seven UPN TV stations, and we have expanded internationally.

The year 2000 exceeded any year that I've had in the past 16 in gross billing for our small company. Now, it would have been very easy for me to sit down and say, "I do not like consolidation" — and the truth is, I don't like it; I don't like the fact that some really good people I know are out of work. But the reality of it is that this is the world we're in.

I want to be the biggest, most successful broadcasting consultancy out there. If I were doing a morning show, I would sit down and say, "I don't like this stuff, but I can't change it, so I'm going to figure out how to be better

and more successful than anyone else and improve my quality of life."

JZ: It's important that you understand that you have a tough gig. It's kind of hard to get up at 3am and do show prep all day, get off the air at 10am and listen to airchecks with your PD, then deal with consultants, VPs/Programming and the GM, who tells you his girlfriend did not like the break you did this morning.

That's a tough gig, but, at the same time, we are in radio because we love it. I never had a plan B; this is what I wanted to do. It's important that you understand that everybody is working hard for the success of the radio station. It's also hard to be in sales. These salespeople go out and get badgered by these idiot clients who are asking them programming questions, and they're just trying to get spots sold.

It's important that you stay positive. It's important that you communicate with the people on your show, the GM and your PD. I like to surround myself with people who are as competitive as I am and who love radio as much as I do. It's important that you

evoke that type of passion.

RC: Our programmers know that talent, from the highest- to the lowest-paid, are no different from the receptionist. Every person who works for Emmis wants to know what is expected of them and how they're going to be measured, and they want to be told the truth. If we can get our programmers to live by these rules, our chances for success with morning shows and personalities in general will be better than average.

CT: No. I is to be a human being. We try to understand what it's like for our talent day in and day out in their work life and their personal life. Sometimes people don't work at the right places for the right reasons. They're too worried: Am I going to make this much money or have this big a house?

Don't give up lifestyle for the wrong things, and make sure that you work for the right reasons. Crave persistency. Effort equals results. My favorite quote is from Vince Lombardi: "If you're not fired with enthusiasm, you'll be fired with enthusiasm."

CHR/POP

Going For Adds 9/25/01

BACKSTREET BOYS Drowning (Jive)
BAD RONALD Let's Begin... (Reprise)
BRITNEY SPEARS I'm A Slave 4u (Jive)
CALLING Wherever You Will Go (RCA)
JEWEL Standing Still (Atlantic)
LIFEHOUSE Breathing (DreamWorks)
LOUCHIE LOU & MICHIE ONE 10 Out Of 10 (Lakeshore)
SHAGGY Leave It To Me (MCA)
STROKE 9 Kick Some Ass (Cherry/Universal)
SUGAR RAY Answer The Phone (Lava/Atlantic)