

July 22, 2005

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BY MEDIABASE

America's Best Testing Alternative Songs 12 +
For The Week Ending 7/22/05

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
FALL OUT BOY Sugar, We're Goin' Down (Island/IDJMG)	4.17	4.03	73%	12%	4.06	3.91	4.20
GREEN DAY Wake Me Up When September Ends (Reprise)	4.15	4.20	77%	9%	4.21	4.17	4.25
MY CHEMICAL ROMANCE Helena (Reprise)	4.10	3.81	84%	14%	4.11	4.00	4.23
KILLERS Mr. Brightside (Island/IDJMG)	4.08	4.01	97%	39%	4.06	3.94	4.19
GREEN DAY Holiday (Reprise)	4.04	4.10	99%	45%	4.08	4.15	4.00
FOO FIGHTERS Best Of You (RCA/RMG)	4.02	3.97	96%	27%	4.08	3.98	4.20
BRAVERY An Honest Mistake (Island/IDJMG)	4.00	3.80	73%	11%	3.88	3.70	4.10
GORILLAZ Feel Good Inc. (Virgin)	3.98	3.92	88%	16%	4.04	4.09	3.97
OFFSPRING Can't Repeat (Columbia)	3.94	3.96	84%	16%	3.84	3.86	3.82
RISE AGAINST Swing Life Away (Geffen)	3.93	4.05	60%	11%	3.80	3.60	4.05
JIMMY EAT WORLD Futures (DreamWorks/Interscope)	3.92	3.90	75%	14%	3.91	3.89	3.93
KILLERS Smile Like You Mean It (Island/IDJMG)	3.91	3.86	89%	23%	3.84	3.57	4.13
AUDIOSLAVE Be Yourself (Interscope/Epic)	3.90	3.67	90%	24%	3.80	3.74	3.88
WEEZER Beverly Hills (Geffen)	3.88	3.95	96%	34%	3.88	3.87	3.89
NINE INCH NAILS The Hand That Feeds (Interscope)	3.87	3.68	93%	29%	3.89	3.89	3.90
PAPA ROACH Take Me (Geffen)	3.86	3.76	72%	11%	3.81	3.72	3.92
SEETHER Remedy (Wind-up)	3.76	3.71	84%	18%	3.71	3.68	3.75
INCUBUS Make A Move (Epic)	3.76	3.57	60%	9%	3.80	3.75	3.85
HOT HOT HEAT Middle Of Nowhere (Sire/Reprise)	3.75	—	41%	6%	3.90	3.61	4.15
CROSSFADE Colors (Columbia)	3.74	3.62	57%	10%	3.78	3.70	3.88
STAIN'D Right Here (Flip/Atlantic)	3.73	3.53	79%	17%	3.73	3.60	3.88
MUDVAYNE Happy? (Epic)	3.73	3.48	68%	17%	3.77	3.70	3.87
BECK E-Pro (Interscope)	3.66	3.63	83%	26%	3.62	3.57	3.67
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	3.62	3.64	89%	29%	3.64	3.72	3.56
AUDIOSLAVE Your Time Has Come (Interscope/Epic)	3.61	3.45	63%	13%	3.56	3.48	3.65
COLDPLAY Speed Of Sound (Capitol)	3.59	3.69	91%	33%	3.63	3.58	3.69
GARBAGE Bleed Like Me (Geffen)	3.55	3.62	67%	15%	3.59	3.48	3.69
BECK Girl (Interscope)	3.47	3.54	60%	15%	3.41	3.18	3.62
WHITE STRIPES Blue Orchid (V2)	3.19	3.23	79%	26%	3.16	3.09	3.24

Total sample size is 321 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

Don't Tread On Them: Inside 311

Don't Tread on Me, 311's eighth album, drops on Aug. 16, and the title track goes for adds next week. What better time to have vocalist-guitarist Nick Hexum and vocalist S.A. Martinez tell us everything we needed to know about the band?

R&R: Don't Tread on Me sounds like a political statement — is it?

NH: Well, the song "Don't Tread on Me" is about being emotionally volatile, but I do feel the title of the album is especially appropriate right now, because there seems to be an assault on the separation of church and state in America today. That's one issue that the framers of the Constitution nailed. I like the way the judge in *The Simpsons* put it: "A restraining order is issued. Religion must stay at least 500 yards from government, and vice versa. Case closed."

R&R: All rock bands are assumed to be flaming liberals until proven otherwise. Which way does 311 swing?

SM: I would say the band on the whole is mostly liberal. There are issues that enrage us all, then there are some that take more patience and thinking before forming opinions.

NH: I can only speak for myself. I am liberal. I love the word. It means "open-minded." It's ironic that the word *liberal* is used as an insult in current politics. It's hard to believe how many people will proudly call themselves conservative, which means "tending to oppose progress." I think people should have any view they want, but just be aware of the meaning of the words they use to describe themselves.

R&R: Can you believe 311 have been around for 15 years?

NH: It's a dream come true. My biggest failure would be if 311 fans didn't know how grateful we are for their support enabling us to do this for so long.

SM: It is wild to think it's been 15 years. It's gone by too fast.

R&R: Speaking of veteran bands, which one do you respect the most?

NH: The Clash. They knew no boundaries. Anything they dug, they'd put in their own music.

SM: U2, The Red Hot Chili Peppers, R.E.M. You have to give it up to any band that's been doing this for 20-plus years and is still making great music.

R&R: Why is it a good thing to be part of 311?

NH: Because we're a family, not a business. We get so much satisfaction out of hearing from our fans that we helped them in some small way. It's very rewarding, and the hours aren't too bad either!

SM: We've touched so many people with our music in such a positive way. Hearing their stories and what a difference we've made in their lives — it is a good thing.



311

REPORTERS

Stations and their adds listed alphabetically by market

WQQX/Albany, NY PD: Willobee MD: Nikki Alexander 5 INSTITUTE FISCHERSPOONER OUR LADY PEACE 311	WHR/Albany, NY DM: John Cooper PD: Lisa Biello MUDVAYNE OUR LADY PEACE	KTEG/Albuquerque, NM DM/PO: Bill May APD: Judi Civerolo MD: Aaron "Buck" Burnett No Adds	WNNX/Atlanta, GA DM/PO: Leslie Fram MD: Jay Harren 1 JACK JOHNSON 1 OUR LADY PEACE 1 DEATH CAB FOR CUTIE MORNINGWOOD FALL OUT BOY HOT HOT HEAT	WJSE/Atlantic City, NJ PD: Scott Reilly THEORY OF A DEADMAN CLUTCH SMILE EMPTY SOUL SILVERSTEIN	WAEG/Augusta, GA DM: Ron Thomas PD: J.D. Kunes AUDIOSLAVE SWITCHFOOT	KRD/Austin, TX DM: Lynn Barstow MD: Lynn Barstow 10 WHITE STRIPES	WHFS/Baltimore, MD PD: Lisa Worden APD: Libby Carstensen No Adds	KNXX/Baton Rouge, LA DM/PO: Dave Dunaway APD: Phillip Kish MD: Darren Gauthier THEORY OF A DEADMAN OUR LADY PEACE	WRAX/Birmingham, AL PD: Ken Wall MD: Mark Lindsey STEREOPHONICS HOT HOT HEAT NINE INCH NAILS WEEZER	KQXR/Boise, ID DM: Dan McCully MD: Jerrett Smith 2 FALL OUT BOY 1 VENETTA RED TAPROOT WEEZER	WBCN/Boston, MA DM/PO: Steven Strick APD/MD: Boomer 11 DAY OF FIRE 7 CHEVELLE 4 TAPROOT 4 SWITCHFOOT 2 SYSTEM OF A DOWNS 1 THEORY OF A DEADMAN	WEDG/Buffalo, NY MD: Kevin Gray MD: Evil Jim 3 GREEN DAY 3 INSTITUTE 1 WEEZER SYSTEM OF A DOWNS THEORY OF A DEADMAN	WBTV/Burlington MD/PO: Kevin Hays NINE INCH NAILS SYSTEM OF A DOWNS 311	WAVC/Charleston, SC PD: Dave Rossi MD: Suzy Boe 11 YOUTH GROUP OUR LADY PEACE	WEND/Charlotte DM: Bruce Logan PD/MD: Jack Daniel No Adds	WKQX/Chicago, IL MD: Mike Stern APD/MD: Jacent Jackson No Adds	WAQZ/Cincinnati, OH MD: Jeff Nagel WEEZER SWITCHFOOT	WXTM/Cleveland, OH PD: Kim Monroe APD: Dom Mandella MD: Tim "Stats" 8 OUR LADY PEACE DISTURBED FALL OUT BOY	WARG/Columbia, SC MD: Dave Stewart MD: Dave Farra 5 SYSTEM OF A DOWNS 1 SMILE EMPTY SOUL CHEVELLE	WWCD/Columbus, OH PD: Andy "Andyman" Davis MD: Jack DeVoss No Adds	KDGE/Dallas, TX DM: John Roberts PD: Duane Doherty APD/MD: Alan Ayo 2 WEEZER 1 TAPROOT SWITCHFOOT	WXEG/Dallas, TX DM: Tony Tifford PD: Steve Kramer APD/MD: Boomer 11 DAY OF FIRE 7 CHEVELLE 4 TAPROOT 4 SWITCHFOOT 2 SYSTEM OF A DOWNS 1 THEORY OF A DEADMAN	KTC/Denver, CO PD: Mike D'Conor APD/MD: Nori No Adds	CIMX/Detroit, MI PD: Murray Brookshaw APD: Vince Cammova MD: Matt Franklin COLDPLAY	WYSK/Fredericksburg, VA DM/PO: Paul Johnson APD/MD: Tre Clarke 2 TAPROOT 1 SYSTEM OF A DOWNS WHITE STRIPES	KFRF/Fresno, CA PD: Reversend APD/MD: Jason Squires 1 AUDIOSLAVE JACK JOHNSON WEEZER	KKPL/Fl. Collins, CO DM/PO: Mark Callaghan MD: Boomer MY CHEMICAL ROMANCE KINGS OF LEON	WJBF/Fl. Myers, FL MD: Jeff Zito 5 MUDVAYNE 1 SYSTEM OF A DOWNS 1 TAPROOT THEORY OF A DEADMAN DISTURBED	WGRD/Grand Rapids, MI PD: Jerry Tarrant JACK JOHNSON WEEZER OUR LADY PEACE	WXNR/Greenville, NC DM: Bruce Simel APD/MD: Sally KILLERS CHEVELLE BECK NINE INCH NAILS WHITE STRIPES	KUCD/Honolulu, HI DM: Paul Travis MD: Jamie Hyatt MD: Mortuary Chris 41 BLACK EYED PEAS 1 JACK JOHNSON 19 AUGUSTANA 9 THEORY OF A DEADMAN 6 SILVERSTEIN 1 TAPROOT	KTBB/Houston, TX PD: Vince Richards MD: Don Jantzen 1 TAPROOT SWITCHFOOT	WRZX/Indianapolis, IN PD: Penny Diana MD: Michael Young 1 WEEZER 1 SMILE EMPTY SOUL 10 YEARS AUDIOSLAVE OUR LADY PEACE	WPLA/Jacksonville, FL DM: Gail Austin PD: Chad Chumley APD: Casey Carter MD: John Scott CHEVELLE	WRZK/Johnson City PD/MD: Scott Dinks SWITCHFOOT TAPROOT SMILE EMPTY SOUL	WTZR/Johnson City DM/PO: Bruce Clark APD: Lori KILLERS DAY OF FIRE WEEZER SYSTEM OF A DOWNS TAPROOT	KRBZ/Kansas City, MO DM: Greg Bergen PD: Jason Ulanet 1 OUR LADY PEACE PENNYWISE TEGAN & SARA	WNFX/Knoxville, TN PD: Sig MD: Terry Gillingham APD/MD: Valerie Hale 1 CHEVELLE SWITCHFOOT	KFTE/Lafayette, LA PD: Scott Perrin MD: Roger Pride No Adds	KXTE/Las Vegas, NV PD: Chris Ripley MD: Brian Brown 9 INSTITUTE 1 PENNYWISE	KROQ/Los Angeles, CA PD: Kevin Weatherly APD: Gene Sandblom MD: Matt Smith 1 311 SWITCHFOOT	WLRS/Louisville, KY DM: J.D. Travis PD: Annare Fitzgerald MD: Joe Stamm 1 RISE AGAINST TAPROOT	WMAD/Madison, WI DM: Mike Farris PD: Brad Savage No Adds	WMFS/Memphis, TN DM/PO: Rob Crossman MD: Sydney Nabors 1 DISTURBED SYSTEM OF A DOWNS WHITE STRIPES OUR LADY PEACE	WLUM/Milwaukee, WI MD: Chris Cabel HEAD AUTOMATICA SHOUT OUT LOUDS	WHTG/Monmouth, NJ PD: Mike Gavin APD/MD: Brian Phillips 1 TEGAN & SARA OK GO	KMBY/Monterey, CA PD/MD: Kenny Allen 1 CHEVELLE 1 SYSTEM OF A DOWNS	WKQZ/Myrtil Beach, SC PD: Mark McKinney APD/MD: Charley KASABIAN	WBUZ/Nashville, TN DM: Jim Patrick PD/MD: Russ Schenck 2 OUR LADY PEACE 1 SMILE EMPTY SOUL 1 CHEVELLE 1 ATREVE 1 MEGAN MCCAULEY MAE THEORY OF A DEADMAN SILVERSTEIN	KKND/New Orleans, LA PD: Sig MD: Vydra 2 30 SECONDS TO MARS 1 OUR LADY PEACE 1 TAPROOT	WRRW/Newburgh, NY PD: Andrew Boris MD: Bill Dunn THEORY OF A DEADMAN	WROX/Norfolk, VA DM: Dave Morgan PD: Michele Diamond 3 SYSTEM OF A DOWNS OUR LADY PEACE FRAY	KQRX/Odessa, TX PD: Michael Todd 17 BRENDAN BENSON 17 MATSUYA 17 NINE INCH NAILS 17 WHITE STRIPES	KHBZ/Oklahoma City, OK DM: Tom Travis PD/MD: Jimmy Barreda RISE AGAINST COLD TAPROOT	WJRR/Orlando, FL DM: Adam Cook PD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 1 CHEVELLE 1 MUDVAYNE AUDIOSLAVE	WOCL/Orlando, FL PD: Bobby Smith 1 GREEN DAY OUR LADY PEACE TAPROOT	KMRJ/Palm Springs, CA DM/PO: Thomas Mitchell APD/MD: Dwight Arnold 9 SYSTEM OF A DOWNS 7 TAPROOT 1 OZOMATI 1 LOS LOBOS 1 WHITE STRIPES 1 JACK JOHNSON KILLERS TAPROOT	KEDJ/Phoenix, AZ DM: Nancy Stevens PD: Marc Young MD: Robin Nash 7 TEGAN & SARA 7 NINE INCH NAILS 1 PENNYWISE	KZON/Phoenix, AZ PD: Chris Patyk MD: Mitze Lewis 13 NINE INCH NAILS 5 SYSTEM OF A DOWNS 1 SEETHER	WXDX/Pittsburgh, PA DM/PO: John Moschitta MD: Vinnie Ferguson 1 COLD 1 OUR LADY PEACE	WCYY/Portland, ME DM: Brian James INTERPOL NINE INCH NAILS SYSTEM OF A DOWNS OUR LADY PEACE DEATH CAB FOR CUTIE SMILE EMPTY SOUL	KNRK/Portland, OR APD: Jaime Cooley 1 AUDIOSLAVE MAXIMO PARK	WBRU/Providence, RI PD: Seth Resler APD: Sarah Rose MD: Chris Novelly 11 MIKE DOUGHTY OREGON 311 JACK JOHNSON	KRZO/Reno, NV DM/PO: Mal Diablo 3 CKY 2 WHITE STRIPES 1 HEAD AUTOMATICA BREAKING BENJAMIN 311 DEATH CAB FOR CUTIE	WDYL/Richmond, VA PD: Mike Murphy MD: Dustin Matthews 31 OUR LADY PEACE CHEVELLE	WRXL/Richmond, VA DM: Bill Cahill PD/MD: Casey Krukowski CHEVELLE	KCCX/Riverside, CA PD: Jake Weber APD/MD: Bobby Sato 15 HAWTHORNE HEIGHTS 9 SYSTEM OF A DOWNS 1 SHOUT OUT LOUDS SWITCHFOOT INTERPOL THEORY OF A DEADMAN	WZNE/Rochester, NY DM: Stan Hall PD: Jeff Sottolano 1 BECK 1 OUR LADY PEACE	KWOD/Sacramento, CA DM: Curt Johnson PD: Jim Robinson FRAY NINE INCH NAILS WEEZER WHITE STRIPES	KXRX/Salt Lake City, UT DM: Alan Hague PD: Todd Noker APD: Corey O'Brien MD: Arlie Furkin KILLERS	KBZT/San Diego, CA PD: Garrett Michaels APD: Mike Hansen MD: Mike Hattoran STEREOPHONICS NINE INCH NAILS DEATH CAB FOR CUTIE	KTRA/San Diego, CA DM/PO: Jim Richards MD: Marty Whitely 1 PENNYWISE TEGAN & SARA DAMIAN "JR. GONG" MARLEY AUDIOSLAVE	KITS/San Francisco, CA PD: Sean Demery APD/MD: Aaron Azeles 18 SHOUT OUT LOUDS 11 QUEENS OF THE STONE AGE 1 NINE INCH NAILS 1 SYSTEM OF A DOWNS	WSUN/Tampa, FL PD: Chad 1 NINE INCH NAILS 10 YEARS	WRWK/Toledo, OH DM: Tim Roberts APD: Dan McClintock APD/MD: Carolyn Stone THEORY OF A DEADMAN SYSTEM OF A DOWNS WHITE STRIPES	WJZI/Traverse City, MI DM: April Hurley-Rose PD: Nate Rose MD: Chad Barron KILLERS WEEZER AUDIOSLAVE PROGRAM THE DEAD DISTURBED	KFMA/Tucson, AZ PD: Matt Stry MD: Stephen Kallao 13 SYSTEM OF A DOWNS 11 NINE INCH NAILS 8 HAWTHORNE HEIGHTS 1 BECK	KMYZ/Tulsa, OK PD: Carlin Pierce 3 NINE INCH NAILS 1 OUR LADY PEACE	WPBZ/W. Palm Beach, FL MD: Jim Manning MD: Jim Rivers 1 SMILE EMPTY SOUL FRAY DEATH CAB FOR CUTIE	WWDC/Washington, DC DM/PO: Joe Bevilacqua APD/MD: Danielle Flynn GREEN DAY	WSFM/Wilmington, NC PD/MD: Mike Kennedy 2 KASABIAN 2 WEEZER 1 WHITE STRIPES 1 TAPROOT	WKRI/Syracuse, NY PD: Scott Perlone APD/MD: Tim Noble 23 TRAPT GREEN DAY CHEVELLE THEORY OF A DEADMAN WEEZER OUR LADY PEACE	WXSX/Tallahassee, FL DM: Jeff Hott PD: Greg Sutton MD: Kirsten Winquist 20 RUN 1 SYSTEM OF A DOWNS 1 AUDIOSLAVE 1 DEATH CAB FOR CUTIE
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POWERED BY
MEDIABASE

*Monitored Reporters
93 Total Reporters
79 Total Monitored
14 Total Indicator
Did Not Report, Playlist
Frozen (1):
KXNA/Fayetteville, AR