



## Introducing *TheTop22.com*

Media Mechanics is pleased to announce the launch of our latest endeavor, [TheTop22.com](http://TheTop22.com) - a new online "trade" featuring Charts, News, Opinion, and Ideas for the Adult Rock Community.

The site will focus on AAA (Commercial and Non-Comm), Adult Alternative, Classic Rock, and the specialty genres within those, such as Blues and Americana.

Weekly airplay charts will be provided by [Mediaguide](http://Mediaguide), so you'll have excellent, and accurate data for Commercial and Non-Commercial AAA.

But further, we're introducing our own **Tastemaker Chart**, featuring the combined best of AAA, College, and Adult Alternative.

The the site can serve as a hub for distribution. That means labels and independent artists can work with us to post content, and then stations and webmasters pick up the code on [TheTop22.com](http://TheTop22.com) to use on their sites.

It might be a video, a podcast, or just a morning show bit, but we'll have our eyes and ears peeled for stuff that will enhance stations' on-air and online product.

The site will also integrate content from Media Mechanics' other sites -- [TheBluesMobile.com](http://TheBluesMobile.com) and [ThePodcastPage.com](http://ThePodcastPage.com).

I'll be editing, and joining me will be an actual, real journalist, Diana Marszalek. Diana has written for the New York Times, Newsweek, The San Francisco Chronicle, the Associated Press, and many others.

And of course, Media Mechanics' Mike Henry and Ben Manilla will be chipping in as well.

I could blather on, but it's probably best now to just point you to [TheTop22.com](http://TheTop22.com).

Tool around and give us feedback.

I'll be at the FMQB AAA Summit in Boulder this week, presenting a panel on innovation on Friday morning.

See you there, and/or speak with you soon.

Sincerely,  
Paul Marszalek  
Media Mechanics



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