

# COUNTRY AIRCHECK WEEKLY

December 13, 2010

Issue 222

## ACA Awards From The Inside

Last week's *American Country Awards* on FOX-TV garnered much commentary in the media – social and otherwise. Ratings comparisons to the genre's other major awards shows may be unfair for the first-year event, which earned 6.1 million viewers its first hour. By contrast, this year's *CMA Music Festival: Country's Night To Rock* brought ABC-TV 6.3 million viewers, and the Dec. 2 *Grammy Nominations Concert Live!* drew an audience of 5.1 million for CBS-TV with its all-genre lineup.

Now that the *ACAs* are firmly in the running, we spoke with co-producer **Fletcher Foster** for his take on the show, its ratings and the reaction from the industry. We started by giving him the opportunity to address some of the most prominent questions and criticisms.

**CA:** Why were some performances cut off by commercial breaks?

**FF:** The show in general was incredibly tight on time. As you know, FOX only does two hours of primetime programming, and it's imperative you don't go over. We built in a certain amount of time for crowd reaction, but what really pushed us over was that the audience was so hot, so jacked up, that we were losing time to that. There were times in the second hour that we were almost two minutes over. So we were trying to do the most appropriate things, make decisions on the fly and also honor the commitments we'd made to performers.

**What about the stereotype-reinforcing puppet Jeff Dunham used?**

He's a guy who is incredibly successful, and this was a debate we had before the show. He obviously has a variety of characters, and we probably could have picked others, but that was the decision that was made at the time.

(continued on page 7)



**House It Going So Far?** A veritable Music Row "Who's Who" descended on Erv Woolsey's Winners Bar & Grill in Nashville Monday night to pay their respects to WSIX/Nashville morning personality and icon Gerry House, whose last day on the air is this Wednesday. Among those in attendance were (l-r) John Esposito, Tom English, Scott Borchetta, House and wife Allyson, Royce Risser, Autumn House and fiancé Shane Tallent, Adrian Michaels, Keith Kaufman and Mike Bohan. Also in the house were Bryan Frasher, Lee Roy Parnell, John Ettinger, Jordan Pettit, Allen Mitchell, Chris Stacey, Janet Bozeman, Gary Overton, EJ Bernas, Big D, Bo Martinovich, April Rider, Skip Bishop and Jimmy Rector.

## Coleman Debunks PPM Myths

At the Arbitron Client Conference last week, Coleman Insights Chairman/CEO **Jon Coleman** offered valuable, well, insights, about several misconceptions of the methodology:

Myth No. 1: "Our numbers will be more stable and reliable with PPM than in the diary."

There are bigger swings in PPM than we expected, but the numbers are more stable than in diary monthlies. The change in AQH from existing panelists over two months may be small compared to that from new or lost panelists. And that growth or loss may be coincidental to any changes a station may have made during that time.

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**On January 3, 2011 unlock two new singles to start the year with the perfect combination.**

**ASHTON SHEPHERD**



"Look It Up"

**RANDY MONTANA**



"1,000 Faces"

**YOUR  
COMBINATION  
TO START  
2011**

UMG SECURITY



**MCA  
NASHVILLE**

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RECORDS**

NASHVILLE  
A UNIVERSAL MUSIC COMPANY

**UNIVERSAL  
UNIVERSAL MUSIC GROUP  
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# **CURB** **R E C O R D S**

**Thanks to  
radio, our promotion staff,  
artists, employees  
and the fans  
for allowing us to be one of the**

**TOP 5 LABELS in  
COUNTRY AIRCHECK  
& BILLBOARD**

**as we approach the close of  
our fifth decade.**



No. 2: *"We'll immediately be able to see what works and what doesn't with PPM."* Stations are getting 3-4 panelists in a particular minute, and half could be coming and going at any one time, so there's a risk of looking at a particular minute to gauge a particular event. There may not be enough meters to tell whether a contest is working or not. But it could be leaving an impression of what the station's about and its future value. Don't confuse correlation with cause and effect. Add up the occurrences (over time). More spins, promos, etc., increase your reliability that something's happening, but decrease the data's immediacy.

PPM measures tune-out better than tune-in. There's no "bat signal" that alerts listeners when your station is doing something they might like, so positive things may be more gradually seen.

No. 3: *"We must eliminate everything that causes our minute-to-minute to drop, and vice versa."*


It's hard to find talk that rates as well as music, and every transition causes a decline. So eliminate all talk and transitions? No. It's about execution. Think of every song as a marketing decision that either enhances or undermines your brand or "the moment." If Whole Foods put Diet Coke on an end-cap, they'd sell a lot. So the "in the moment" would be great, but what would it do to the brand? This is the tension in your decision-making about personalities who talk too much and drive listeners away, but build an emotional connection with listeners that promotes the brand. Looking at minute-by-minute, the people leaving tend to be P2s-P4s. Maybe we're (only) undermining those who aren't as important long-term. You could potentially remove the guts from the station such that the overall tide goes away.

No. 4: *"Since PPM measures actual recall, we don't need to market as much."*

In PPM, most listening is habituated. In-car has a reliance on pre-sets; it's not easy to move them, and they're not scanning around. Most listening comes from intentional use. How do you generate intentional listening? Be well known, own a position in the consumer's mind, build a brand that shows what kind of programming you have. People have to know what it is and how it's differentiated from the competition. And you have to market to get into the brains of people to tune in or change/modify their behavior.

## MY TUNES: MUSIC THAT SHAPED MY LIFE



 **Ryan Nelson**

**KKRV/KWIK-FM/Wenatchee, WA PD**

**Ryan Nelson** discusses his most influential songs, albums or concerts:

**1. Jimmy Buffett, the Gorge in Washington**

**1997:** My first of many Buffett shows that cemented me as a card-carrying member of the Parrot Heads.

**2. Dwight Yoakam, *Dwightyoakamacoustic*.**

**net:** It's just Dwight and an acoustic guitar in a recording studio. It's incredible to listen to the power of Dwight's voice.

**3. George Michael, *25 Tour*:** Laugh if you will, but it was awesome and had the best video screen/background design I've ever seen at a show.

**4. Young MC, *Stone Cold Rhymin'*:** After the big switch from cassettes to CDs, the first CD I owned was Young MC's *Stone Cold Rhymin'*. It's still good for a listen once a year.

**5. Garth Brooks, *"Fever"*:** My buddies and I would crank it up to get us amped before our soccer games. Now that's how a "cold" ending is done!

• **A highly regarded song or album you've never heard:** Almost anything that falls into Classic Rock. Pink Floyd, Rolling Stones, Led Zeppelin ... never listened to a CD. Just know what I've heard on the radio. I live a sheltered life.

• **An "important" piece of music you just don't get:** Enigma. What the heck is that all about?

• **An album you played or listened to incessantly:** Hank Williams, Jr.'s *Montana Café*. My dad sent me the tape when I was about nine years old. It was my introduction to all things Bocephus. As I write, I'm wearing a Hank tour shirt from his Virginia show that I traveled clear across the map for last month. I was able to get into the meet-and-greet and was probably grinning ear-to-ear like I was nine again!

• **One obscure or non-country song everyone should listen to right now:** It's kind of country, but Rodney Carrington's "Camouflage And Christmas Lights" is one of my favorites at the moment. Seeing him sing as part of his stand-up act makes you realize how talented of a singer he really is.

Reach Nelson at [ryan.nelson@kkrv.com](mailto:ryan.nelson@kkrv.com).

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# TOBY KEITH

# BULLETS IN THE GUN

**C/MB15 +90 PLAYS**  
**BB/BDS 17\* +74 SPINS**

**#7 CORE FEMALES -CALLOUT AMERICA**  
**#1 CALLOUT WLHK/INDIANAPOLIS & WYCD/DETROIT**

**CONVERT NOW!**

**DON'T GET BUSTED SINGING CHRISTMAS CAROLS!!**



**CLICK HERE TO  
SEE THE VIDEO**



## Err Check

The year-end December print issue of **Country Aircheck** lands in the next few days and is loaded with music info including the year's Top 100 songs, Top Performing Artists and more. One important detail inadvertently omitted was Curb's **Lee Brice** and "Love Like Crazy," which *should* have been included in the Top 15 First-Timers list. We regret the error.



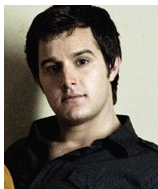
Lee Brice

## Radio News

- **Peak Broadcasting's KAWO/Boise** afternoon driver **Dan Matthews** has left the comforts of home to raise awareness for the **Boise Rescue Mission**. Matthews plans to remain "homeless" at the steps of a local Walmart Supercenter for 104 hours, and can be followed on a 24-hour webcam [here](#).
- **Bliss Communications' WJVL/Janesville, WI** raised nearly \$12,000 in 12 hours for its recent *Ringin' & Bringin'* event, benefiting local families in need.
- Veteran personality and PD (KLCI/Minneapolis, KCLD/St. Cloud, MN and WJJY/Brainerd, MN) **Benjamin Raye** will release a five-song EP of original Country and light pop Jan. 18. Raye wrote all the music and performed all the instrumental and vocal parts on the collection. His website is [here](#), and inquiries can be sent to [mail@narrowroadmusic.com](mailto:mail@narrowroadmusic.com).
- **Envision Radio Networks' AmeriCountry** prep service has added **WDRM/Huntsville, AL** as its newest affiliate.
- The **Rusty Mac Adopt A Teen** program has teamed with the **Exchange Club-Carl Perkins Center for the Prevention of Child Abuse** to raise money for underprivileged teens. The program started by the late Rusty Mac, who worked in morning radio in Jackson, TN. Donations can be mailed to Exchange Club-Carl Perkins Center, P.O. Box 447, Jackson, TN 38302, or call 731-668-4000.

## In The News

**Easton Corbin's** "Roll With It" topped a *Reader's Digest* survey of municipal leaders about which popular song best described their



Easton Corbin

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## TUBE CHECK

**Tuesday 12/14** – The Judds, *Larry King Live* (CNN); Larry Gatlin, *America's Nightly Scoreboard* (FOX Business Network); Tony Randall and Kris Rochester, *Tony & Kris* (GAC); Mel Tillis, *Daily Buzz* (syndicated).

**Wednesday 12/15** – The Band Perry, *The View* (ABC); Joey+Rory, *Top 10 Christmas Towns* (GAC); Larry Gatlin, *Fox & Friends* (FOX News); Tony Randall and Kris Rochester, *Tony & Kris* (GAC).

**Thursday 12/16** – Joey+Rory, *Deck The Yard* (GAC); Larry Gatlin, *America's Nightly Scoreboard* (FOX Business Network) & *Red Eye* (FOX News); Tony Randall and Kris Rochester, *Tony & Kris* (GAC).

**Friday 12/17** – Lyle Lovett with Kat Edmonson, *Tonight Show With Jay Leno* (NBC); Various Artists, *American Country Awards* (re-air) (SPEED Network); Tony Randall and Kris Rochester, *Tony & Kris* (GAC); Trace Adkins, *The Talk* (CBS).

**Saturday 12/18** – Jimmy Wayne, *NASCAR's Greatest Finishes* (re-air) (GAC); Trace Adkins, *WWE Tribute To The Troops* (NBC).

**Sunday 12/19** – Faith Hill, *Joy To The World* (re-air) (GAC).

**Monday 12/20** – Various Artists, *44th Annual CMA Awards* (re-air) (CMT).

state of mind and the morale of their constituencies. The single earned 47% of the votes followed by Eminem's "Not Afraid," which garnered 41%.

**Kix Brooks** is currently on a **USO** tour in the Middle East with Lance Armstrong, Lewis Black, Bob DiPiero, Kathleen Madigan and Robin Williams. "We just did our first show, and it went great," Brooks says. "This group of folks I'm traveling with are amazing."

**Noah's Ark**, a non-profit animal rescue mission, is the beneficiary of the Estrella Celebrity Consignment sale, which is already seeing contributions from **Allison** and **Jay DeMarcus**, **Vince Gill**, **Amy Grant**, **Emmylou Harris**, **Alison Kraus** and **Miranda Lambert**. Call 615-279-0802 to donate.

The **Women's Music Business Association (WMBA)** is accepting applicants through Jan. 15. Registrants must have at least one year of full-time music business experience to apply.



# Are You Gonna Kiss Me Or Not?

Written by: David Lee Murphy and Jim Collins

**VOTE  
ACM NEW  
ARTIST**

**#10 Persons 12+**

**#7 Persons 25-54**

**#5 Females 25-54**

**#4 Females 25-34**  
(source: Rate the Music)

**Huge New adds**

KMPS • WFMS • KPLX • WKKT • After Midnight

#10 BEST SELLING COUNTRY CURRENT ON iTunes

27

**CA** +870,000  
audience


29

**BB**

Heavy CMT    Medium GAC

Albums in stores 02.08.2011



A photograph of country music artist Jason Aldean and pop singer Kelly Clarkson performing a duet on stage. Jason Aldean, on the left, is wearing a black cowboy hat, a black shirt, and a black vest, and is holding a microphone. Kelly Clarkson, on the right, is wearing a black dress and is also holding a microphone. They are both singing and looking at each other. The background is dark with blue and green stage lighting.

On the power ballad "Don't You Wanna Stay" — a string-laden duet with Kelly Clarkson — Aldean shows what a **potent vocalist** he's become. Matching roof-shaking notes with his strong-lunged partner, Aldean proves he can **sing as solidly as he rocks.**

ASSOCIATED PRESS

# Jason Aldean with Kelly Clarkson "Don't You Wanna Stay"

**Big** Spins on **Big** Stations

Impacting **Now**

Thanks Radio and Happy Holidays  
from Broken Bow Records!





## Top 20 Christmas Songs

Here are the week's top 20 Christmas titles, as compiled by Mediabase.

- 1 VANCE, V. & VALIANTS/All I Want For Christmas Is ..
- 2 BRENDA LEE/Rockin' Around The Christmas..
- 3 TAYLOR SWIFT/Last Christmas
- 4 LADY ANTEBELLUM/Baby, It's Cold Outside
- 5 JOSE FELICIANO/Feliz Navidad
- 6 GEORGE STRAIT/Christmas Cookies
- 7 BOBBY HELMS/Jingle Bell Rock
- 8 ALABAMA/Christmas In Dixie
- 9 ALAN JACKSON/A Holly Jolly Christmas
- 10 KELLIE PICKLER/Santa Baby
- 11 BURL IVES/Have A Holly Jolly Christmas
- 12 ALAN JACKSON/I Only Want You For Christmas
- 13 FAITH HILL/Where Are You Christmas?
- 14 CLINT BLACK/'Til Santa's Gone (Milk & ...)
- 15 RASCAL FLATTS/Jingle Bell Rock
- 16 ALAN JACKSON/Let It Be Christmas
- 17 MONTGOMERY GENTRY/Merry Christmas From The ...
- 18 ELVIS PRESLEY/Blue Christmas
- 19 NITTY GRITTY DIRT BAND/Fishin' In The Dark
- 20 GARTH BROOKS/Santa Looked A Lot Like Daddy

## The Week's Top Stories

Full coverage can be found in the archives at [www.countryaircheck.com](http://www.countryaircheck.com).

- **Channel/Hudson Valley** hired former WCTK/Providence PD **Steve Giuttari** as OM for the 10-station cluster, which includes Country **WRWD/Poughkeepsie, NY**. (CAT 12/10)
- **Clear Channel/Tampa** named CC/Orlando Dir./Sales **Sam Nein** President/Market Manager for the eight-station cluster, which includes Country **WFUS**. (CAT 12/10)
- **WBGM/Sheboygan, WI's Eddie Ybarra** was named PD for the **NextMedia/Joliet, IL** five-station cluster, which includes Country **WCCQ**. (CAT 12/10)
- **Nielsen** announced it is discontinuing its diary audience measurement for radio in the U.S., concluding with the Fall 2010 ratings in Shreveport, LA and Huntsville, AL. (CAT 12/13)

## BIRTHDAYS

**Tuesday (12/14)** - the late Charlie Rich; Mary Rene Baxter ([maryrenebaxter@yahoo.com](mailto:maryrenebaxter@yahoo.com)).

**Wednesday (12/15)** - Doug Phelps, Susan Myers ([susan@nashvillesongwriters.com](mailto:susan@nashvillesongwriters.com)), Rundi Ream, Kurt Williams.

**Thursday (12/16)** - Jeff Carson, Joe Carter.

**Friday (12/17)** - Tracy Byrd, Sharon Skaggs, Duane Propes, Tim Chewing, Tom Banks, Katie Gillon ([katiegillon@comcast.net](mailto:katiegillon@comcast.net)), Christine Smith, J.B. Cloud ([jb.cloud@cumulus.com](mailto:jb.cloud@cumulus.com)).

**Saturday (12/18)** - Cowboy Troy, Cledus T. Judd, Buffy Cooper ([buffy.cooper@sonymusic.com](mailto:buffy.cooper@sonymusic.com)), Joe Galante, Rob Hendon.

**Sunday (12/19)** - Little Jimmy Dickens, Janie Fricke, Anthony Martin, Bill Mayne ([bill@crb.org](mailto:bill@crb.org)), Roger Ramsey ([rogers04@yahoo.com](mailto:rogers04@yahoo.com)), John Sebastian ([john@q106.com](mailto:john@q106.com)), Kyle Cantrell ([kyle.cantrell@siriusxm.com](mailto:kyle.cantrell@siriusxm.com)).

**Monday (12/20)** - George Briner ([george.briner@valorymail.com](mailto:george.briner@valorymail.com)), Melissa Pierce, Ronnie Vaughan.

## ACA Awards *(continued from page 1)*

**Why weren't all the awards presented on the show?**

The only one that wasn't given away was Male, which was Brad Paisley, who didn't attend. Everything else was bundled. When Carrie accepted, there was a voiceover or a chyron stating what other awards she won. We bundled things in that way to make more time for performances and acceptance speeches.

**Why were some award announcements separated from the acceptance speeches by performances?**

From a logistics standpoint, we wanted to be able to have the crowd reaction from a performance, then be able to come back in for second punch and have the opportunity to introduce another segment. It was a way to shake things up a little more.

**Whose idea were the hit medleys? The artists, or the show?**

Those were our ideas. In Rascal Flatts' case, it was a way to acknowledge 10 years of hits, which just made a lot of sense. Same with Alan. We did talk about Toby doing a medley, but he really wanted to do that song, which is such a powerful video

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THE PERFECT SONG TO CELEBRATE ANOTHER  
AMAZING YEAR IN RADIO & RECORDS...

*Reba*  
turn on the radio

#1 on December 20th!

MAX SPINS NOW! THANK YOU COUNTRY RADIO!

THE  
VALORY  
MUSIC



# CONGRATULATIONS GRAMMY® NOMINEES



## JAMEY JOHNSON

BEST COUNTRY ALBUM: *The Guitar Song*  
 BEST MALE COUNTRY VOCAL  
 PERFORMANCE: "Macon"  
 BEST COUNTRY COLLABORATION  
 WITH VOCALS: "Bad Angel"  
 WITH DIERKS BENTLEY & MIRANDA LAMBERT

## GEORGE STRAIT

BEST COUNTRY SONG:  
 "The Breath You Take"  
 (CASEY BEATHARD, DEAN DILLON,  
 JESSIE JO DILLON, SONGWRITERS)



## DAVID NAIL

BEST MALE COUNTRY  
 VOCAL PERFORMANCE:  
 "Turning Home"

## LUCINDA WILLIAMS

BEST SONG WRITTEN FOR MOTION  
 PICTURE, TV OR OTHER VISUAL MEDIA:  
 "Kiss Like Your Kiss" (from *True Blood*)  
 (LUCINDA WILLIAMS & ELVIS COSTELLO, SONGWRITERS)



## RYAN BINGHAM

BEST SONG WRITTEN FOR MOTION  
 PICTURE, TV OR OTHER VISUAL MEDIA:  
 "The Weary Kind" (from *Crazy Heart*)  
 (RYAN BINGHAM & T BONE BURNETT, SONGWRITERS)

## FROM YOUR UMG FAMILY



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and tied in well with the Video Visionary idea.

### Why was voting not extended into the show in real-time?

When you're live primarily to the East Coast and Central time zones with voting going on, you're really eliminating the Mountain and West audiences from that process. I've always had an issue with that.



Fletcher Foster

### Trace Adkins earned quite a bit of praise as the host.

I had tons of comments and texts during the show about him. And from a creative standpoint, he was incredibly collaborative. Many of the things that ended up in the script, if they weren't his ideas, were enhanced by him. We achieved what we wanted to achieve, and some of it was ad-libbed as we were cutting script in real-time. But that's just what happens on live television. A couple of the end-credit ideas were Trace's and came last-minute in the days just before the show. We had tons of response to those.

### What were some of the other highlights, in your view?

We had a lot of comments about how good the sound was for the performances, and that was something I was really pushing for. Being in a rodeo crowd and seeing them all stand for the duration of Reba's performance was a moment. The Band Perry were great. I'm just really proud of everybody. For this format to have our new artists get that opportunity and really deliver is very pleasing.

### What is your assessment of the ratings?

They were pretty much in line with what we were hoping for going into the show. On the positive side, we were up against one of the hottest NFL games of the season, so to have the retention we did from the first hour to the second hour (6.1 million to 5.8 million) was amazing and surprising. The other thing to factor into ratings is multiple re-airings on the SPEED Channel. There was one Friday (12/10), another this coming Friday (12/17) and one on Christmas Day. Bottom line, it's six million more people exposed to country music on that night than would have been otherwise. How can that be anything other than a good thing?

### What was FOX's reaction?

Going into the show, they were elated about the caliber and

## CHECK OUT

Jan. 11	<b>Steel Magnolia</b> <i>Steel Magnolia</i> (Big Machine)
Jan. 25	<b>Joe Nichols</b> <i>Greatest Hits</i> (Show Dog-Universal)
Feb. 8	<b>Thompson Square</b> <i>TBA</i> (Stoney Creek) <b>Various Artists</b> <i>The Music Inside: A Collaboration Dedicated To Waylon Jennings</i> (Scatter/Valory)

Album release info to [news@countryaircheck.com](mailto:news@countryaircheck.com).

diversity of artists participating. Afterward, from what I've been told, the ratings were in keeping with their expectations. Everybody wants and hopes for more, but the expectations were realistic.

### As an event, I'd imagine there's a feeling that there's a lot of opportunity to grow in reaching the rodeo and NASCAR audiences in Las Vegas around that time.

There's plenty of great cross-marketing opportunity there as those folks become more aware of the show. And there are tons of radio cross-promotions we can do. The issue, especially in the fourth quarter, is how much radio can handle. They're running CMA promotions, as they should be. Is there space for another big promotion right after that? If so, I don't think we've yet done all we can do to make that work for the show and for Country radio. Remember, this show very much had radio's fingerprints all over it. Categories were determined by airplay data from Mediabase, and if you look at the performances, TBP and Easton Corbin were reflective of what's going on at radio this year. This was a lot to bite off in the first year, and we're excited to have better relationships with all the players going forward.

### Overall thoughts?

It was a great way to premiere the show, and I'm very proud of it. The opportunity to showcase our superstars as well as artists who will come to define country music over the next one to five years is a good thing. Perhaps more important, the artists had a great time, enjoyed the musical experience onstage and really responded to seeing some of the less-established acts get that shot. We have a very healthy future in this format. **CAC**

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# margaret durante

## mississippi's crying

**HAPPY HOLIDAYS!**  
**We're Ready For 2011:**  
**BB/BDS DEBUT 60\*!**  
**CA/MB NEW & ACTIVE!**

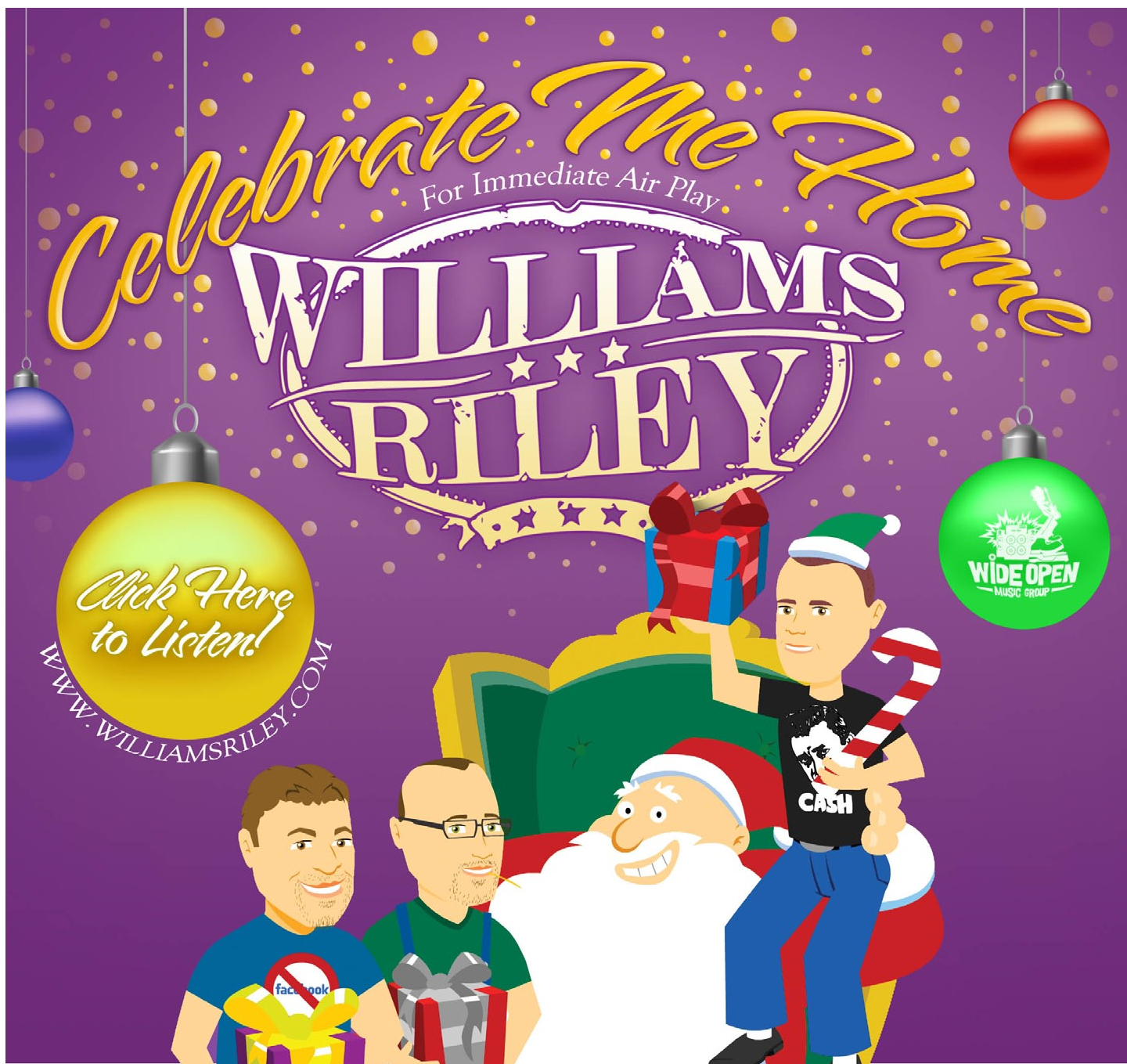
**NEW ADDS TODAY**  
**WPOC KBEQ WKMK KUBL**  
**WPCV KZSN KTCS & WTCM!**



STROUD AVARIOUS  
ARIZONA







**"You guys AMAZE me EVERY TIME I hear y'all! Your rendition is AWESOME, The Production says it all. IT MAKES CHRISTMAS FEEL LIKE IT ALWAYS SHOULD!"**  
**- Hollywood Harrison, KRRV/Alexandria, LA**

***"Wishing You & Your Family a Merry Christmas & Happy New Year"***  
***- Williams Riley***

Jon Murray  
jon@wideopenmusicgroup.com  
www.wideopenmusicgroup.com



LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
1	1	<b>RASCAL FLATTS</b> /Why Wait (Big Machine) <small>2<sup>nd</sup> Week at No. 1</small>	14553	-203	5130	-90	36.79	-0.64	126	0
3	2	 <b>REBA</b> /Turn On The Radio (Starstruck/Valory)	13901	529	5040	216	34.93	1.3	125	0
5	3	 <b>JASON ALDEAN</b> /My Kinda Party (BBR) ✓	13377	1211	4780	421	33.86	1.9	126	0
6	4	 <b>CARRIE UNDERWOOD</b> /Mama's Song (19/Arista) ✓	12645	1259	4494	488	32.08	2.22	126	0
8	5	 <b>TIM MCGRAW</b> /Felt Good On My Lips (Curb)	11674	978	4097	304	30.13	2.91	126	0
7	6	 <b>GEORGE STRAIT</b> /The Breath You Take (MCA)	11374	350	4119	103	28.28	1.21	122	0
2	7	<b>BAND PERRY</b> /If I Die Young (Republic Nashville)	11061	-2629	3865	-882	27.53	-7.19	125	0
9	8	 <b>KENNY CHESNEY</b> /Somewhere With You (BNA)	11041	1006	3816	306	28.85	3.24	126	0
10	9	 <b>KEITH URBAN</b> /Put You In A Song (Capitol)	10496	525	3684	174	26.92	1.83	125	0
11	10	 <b>CHRIS YOUNG</b> /Voices (RCA)	10490	584	3786	196	26.51	1.52	126	1
12	11	 <b>MIRANDA LAMBERT</b> /Only Prettier (Columbia)	10222	432	3606	187	25.79	1.04	126	0
13	12	 <b>LUKE BRYAN</b> /Someone Else Calling You Baby (Capitol)	9132	404	3331	146	22.92	1.22	122	0
17	13	 <b>BLAKE SHELTON</b> /Who Are You When I'm Not... (Reprise/WMN) ✓	8056	1661	2980	642	19.2	3.2	126	1
15	14	 <b>LADY ANTEBELLUM</b> /Hello World (Capitol)	7486	429	2687	134	18.43	1.22	119	0
14	15	 <b>TOBY KEITH</b> /Bullets In The Gun (Show Dog-Universal)	7358	92	2613	90	17.7	0.18	122	0
18	16	 <b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury) ✓	7266	1384	2589	471	17.11	2.41	126	0
19	17	 <b>TAYLOR SWIFT</b> /Back To December (Big Machine)	6928	1067	2419	408	17.61	3.23	122	3
26	18	 <b>BRAD PAISLEY</b> /This Is Country Music (Arista) ✓	5903	2623	2004	934	14.24	6.22	115	16
20	19	 <b>ERIC CHURCH</b> /Smoke A Little Smoke (EMI Nashville)	5865	94	2154	31	14.78	0.11	116	0
21	20	 <b>SUNNY SWEENEY</b> /From A Table Away (Republic Nashville)	4886	129	1859	63	11.8	0.29	116	2
23	21	 <b>JANEDEAR GIRLS</b> /Wildflower (Reprise/WMN)	4630	431	1685	143	11.18	1.47	113	4
22	22	 <b>JOE NICHOLS</b> /The Shape I'm In (Show Dog-Universal)	4372	114	1667	41	10.55	0.19	114	0
24	23	 <b>JERROD NIEMANN</b> /What Do You Want (Sea Gayle/Arista)	4120	672	1546	191	9.78	2.25	114	3
25	24	 <b>CRAIG CAMPBELL</b> /Family Man (BPG)	3473	94	1393	53	8.31	0.31	104	3
27	25	 <b>JAMES WESLEY</b> /Real (BBR)	3441	300	1374	108	8.12	1.03	98	2

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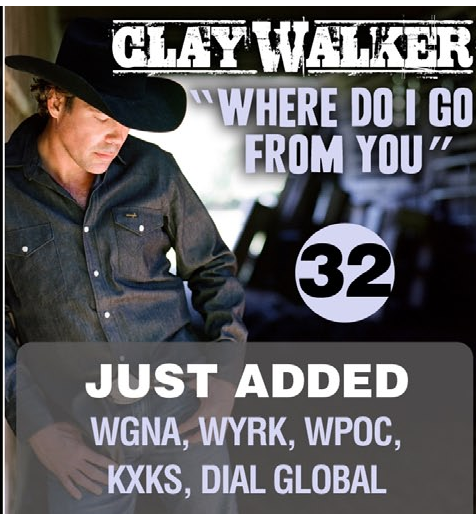


*tim mcgraw*  
*felt good on my lips*

**5**

UP OVER 2.6  
MILLION THIS WEEK

ARTIST OF  
THE DECADE



**CLAY WALKER**  
"WHERE DO I GO  
FROM YOU"

**32**

JUST ADDED  
WGNA, WYRK, WPOC,  
KXKS, DIAL GLOBAL



**Lee Brice**  
"BEAUTIFUL  
EVERY TIME"

















**41**

JUST ADDED  
WQIK, KBEQ, WYNK,  
WKSJ, WPOC, WGH


**LEANN RIMES** **CRAZY WOMEN** **GOING FOR ADDS**

CURB RECORDS curb.com



LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
31	26	 <b>DARIUS RUCKER/This</b> (Capitol)	3400	1180	1231	401	7.84	3	104	19
28	27	 <b>THOMPSON SQUARE/Are You Gonna Kiss Me...</b> (Stoney Creek)	3257	274	1371	104	6.58	0.88	98	4
30	28	 <b>JASON ALDEAN &amp; KELLY CLARKSON/Don't You Wanna Stay</b> (BBR)	3172	900	1056	371	7.8	2.23	86	19
29	29	 <b>JOSH KELLEY/Georgia Clay</b> (MCA)	2908	313	1037	86	6.2	0.44	94	1
33	30	 <b>SARA EVANS/A Little Bit Stronger</b> (RCA)	2459	366	1002	180	5.41	0.87	91	9
37	31	 <b>SUGARLAND/Little Miss</b> (Mercury)	2371	887	861	324	5.25	1.98	88	15
32	32	 <b>CLAY WALKER/Where Do I Go From You</b> (Curb)	2234	107	937	55	4.55	0.48	86	1
35	33	 <b>FRANKIE BALLARD/Tell Me You Get Lonely</b> (Reprise/WAR)	1814	92	784	34	3.63	0.3	67	2
34	34	 <b>UNCLE KRACKER f/KID ROCK/Good To Be Me</b> (Top Dog/Atlantic/BPG)	1798	24	622	31	3.77	-0.01	63	5
36	35	 <b>GWYNETH PALTROW/Country Strong</b> (RCA)	1789	82	610	20	3.43	0.15	69	0
38	36	 <b>BRETT ELDREDGE/Raymond</b> (Atlantic/WAR)	1640	231	679	83	3.33	0.52	73	3
39	37	 <b>CRAIG MORGAN/Still A Little Chicken Left...</b> (BNA)	1447	209	601	61	2.79	0.63	71	3
40	38	 <b>EASTON CORBIN/I Can't Love You Back</b> (Mercury)	1334	168	514	61	2.7	0.28	62	8
41	39	 <b>JAMES OTTO/Soldiers And Jesus</b> (Warner Bros./WMN)	1150	46	510	28	2.22	0.08	51	8
43	40	 <b>WALKER HAYES/Pants</b> (Capitol)	1145	76	501	25	1.96	0.08	57	2
44	41	 <b>LEE BRICE/Beautiful Every Time</b> (Curb)	1114	70	478	48	1.64	0.17	66	4
42	42	 <b>GARY ALLAN/Kiss Me When I'm Down</b> (MCA)	1084	9	426	4	1.61	0.03	64	4
45	43	 <b>JOSH TURNER/I Wouldn't Be A Man</b> (MCA)	1016	28	408	21	1.9	0.06	57	7
46	44	 <b>LOCASH COWBOYS/Keep In Mind</b> (Stroudavarious)	918	47	405	26	1.4	0.04	42	0
48	45	 <b>CHRISTIAN KANE/The House Rules</b> (BPG)	727	-11	277	-7	1.06	-0.02	39	3
Debut	46	 <b>LITTLE BIG TOWN/Kiss Goodbye</b> (Capitol)	619	89	280	39	0.79	0.12	46	5
Debut	47	 <b>JOSH THOMPSON/Won't Be Lonely Long</b> (Columbia)	616	62	257	19	0.92	0.24	42	7
50	48	 <b>TROY OLSEN/Good Hands</b> (EMI Nashville)	607	23	269	16	0.98	0.06	37	3
Debut	49	 <b>RASCAL FLATTS/Jingle Bell Rock</b> (Lyric Street)	585	184	224	72	1.75	0.58	7	0
49	50	 <b>JARON &amp; TLRTL/That's...</b> (Jaronwood/Big Machine/Republic Nashville)	527	-70	179	-35	0.93	-0.07	36	1

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**LOCASH COWBOYS**

**"KEEP IN MIND"**

**CA/MB 46-44 BB: 47-45**

**NEW THIS WEEK:**

WKSF KATM WNCY WPOR WACO  
WEGX KAGG WDWG WDGG WXFL

**49 stations on with more on the way...Double Digit Airplay with KILLER Early Call-Out!!**

KFRG KJUG KSOP WCTK KHKI KFKF WQBE WXBQ WCTO  
WKSJ KNTY WIWF WUBE KRTY WKMK WSLC WGNE WWQM

STROUDAVARIOUS RECORDS



## Country Aircheck Add Leaders

<b>DARIUS RUCKER</b> /This (Capitol)	19
<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You Wanna... (BBR)	19
<b>BRAD PAISLEY</b> /This Is Country Music (Arista)	16
<b>SUGARLAND</b> /Little Miss (Mercury)	15
<b>STEEL MAGNOLIA</b> /Last Night Again (Big Machine)	11
<b>SARA EVANS</b> /A Little Bit Stronger (RCA)	9
<b>HARTERS</b> /If I Run (BPG)	9
<b>EASTON CORBIN</b> /I Can't Love You Back (Mercury)	8
<b>JAMES OTTO</b> /Soldiers And Jesus (Warner Bros./WMN)	8
<b>CHUCK WICKS</b> /Old School (RCA)	7
<b>JOSH THOMPSON</b> /Won't Be Lonely Long (Columbia)	7
<b>JOSH TURNER</b> /I Wouldn't Be A Man (MCA)	7

## Country Aircheck Top Point Gainers

<b>BRAD PAISLEY</b> /This Is Country Music (Arista)	2623
<b>BLAKE SHELTON</b> /Who Are You When I'm Not... (Reprise/WMN)	1661
<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury Nashville)	1384
<b>CARRIE UNDERWOOD</b> /Mama's Song (19/Arista)	1259
<b>JASON ALDEAN</b> /My Kinda Party (BBR)	1211
<b>DARIUS RUCKER</b> /This (Capitol Nashville)	1180
<b>TAYLOR SWIFT</b> /Back To December (Big Machine)	1067
<b>KENNY CHESNEY</b> /Somewhere With You (BNA)	1006
<b>TIM MCGRAW</b> /Felt Good On My Lips (Curb)	978
<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You... (BBR)	900

## Country Aircheck Top Spin Gainers

<b>BRAD PAISLEY</b> /This Is Country Music (Arista)	934 ✓
<b>BLAKE SHELTON</b> /Who Are You When I'm Not... (Reprise/WMN)	642 ✓
<b>CARRIE UNDERWOOD</b> /Mama's Song (19/Arista)	488 ✓
<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury)	471 ✓
<b>JASON ALDEAN</b> /My Kinda Party (BBR)	421 ✓
<b>TAYLOR SWIFT</b> /Back To December (Big Machine)	408
<b>DARIUS RUCKER</b> /This (Capitol)	401
<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You Wanna... (BBR)	371
<b>SUGARLAND</b> /Little Miss (Mercury)	324
<b>KENNY CHESNEY</b> /Somewhere With You (BNA)	306

## Activator Top Point Gainers

<b>BRAD PAISLEY</b> /This Is Country Music (Arista)	941 ✓
<b>TAYLOR SWIFT</b> /Back To December (Big Machine)	493 ✓
<b>DARIUS RUCKER</b> /This (Capitol)	432 ✓
<b>CARRIE UNDERWOOD</b> /Mama's Song (19/Arista)	419 ✓
<b>SUGARLAND</b> /Little Miss (Mercury)	391 ✓
<b>BLAKE SHELTON</b> /Who Are You When I'm Not... (Reprise/WMN)	385
<b>KEITH URBAN</b> /Put You In A Song (Capitol)	364
<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You Wanna... (BBR)	325
<b>TIM MCGRAW</b> /Felt Good On My Lips (Curb)	296
<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury)	280

## Activator Top Spin Gainers

<b>BRAD PAISLEY</b> /This Is Country Music (Arista)	517
<b>TAYLOR SWIFT</b> /Back To December (Big Machine)	280
<b>DARIUS RUCKER</b> /This (Capitol)	270
<b>CARRIE UNDERWOOD</b> /Mama's Song (19/Arista)	234
<b>BLAKE SHELTON</b> /Who Are You When I'm... (Reprise/WMN)	210
<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You... (BBR)	208
<b>SUGARLAND</b> /Little Miss (Mercury)	202
<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury)	167
<b>TIM MCGRAW</b> /Felt Good On My Lips (Curb)	144
<b>KEITH URBAN</b> /Put You In A Song (Capitol)	137

### VIDEO ADDS

#### CMT

**BRAD PAISLEY**/This Is Country Music (from CMA Awards) (Arista)  
**TAYLOR SWIFT**/Back To December (from CMA Awards) (Big Machine)  
**ZAC BROWN BAND f/AMOS LEE**/Colder Weather  
 (from CMT Artists of the Year) (Southern Ground/ Atlantic/BPG)

#### CMT PURE

**BRAD PAISLEY**/This Is Country Music (from CMA Awards) (Arista)  
**RASCAL FLATTS**/I Won't Let Go (from invitation only) (Big Machine)  
**TAYLOR SWIFT**/Back To December (from CMA Awards) (Big Machine)  
**ZAC BROWN BAND f/AMOS LEE**/Colder Weather  
 (from CMT Artists of the Year) (Southern Ground/ Atlantic/BPG)

#### GAC

**EASTON CORBIN**/I Can't Love You Back (Mercury)  
**BRAD PAISLEY**/This Is Country Music (from CMA Awards) (Arista)  
**TAYLOR SWIFT**/Back To December (from CMA Awards) (Big Machine)

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The brand new Single  
*"If I Run"*  
 is off and Running....  
 KIZN, KNIX, KNTY, KRTY, KSOP, WGGY, WIWF, WKSE, WKXC, WWYZ, KBWF,  
 KIXZ, KUPL, KBUL, KUBL, KATM, WKMK, WQHK, WTQR...  
**MOST ADDED!!** Thanks So Much!

FAMILY, LOVE, HARMONY...LFG!

## Country Aircheck Activity

### CHRISTIAN KANE/The House Rules (BPG)

Moves 48\*-45; 727 points, 277 spins

3 ADDS: **KTST, KWJJ, WOGI**

### LITTLE BIG TOWN/Kiss Goodbye (Capitol)

Re-enters at 46\*; 619 points, 280 spins

5 ADDS: **WGTY, WIOV, WSIX, WSOC\*, WTQR**

### JOSH THOMPSON/Won't Be Lonely Long (Columbia)

Re-enters at 47\*; 616 points, 257 spins

7 ADDS: **KBEQ, KJUG, WDAF, WITL, WPKX, WQDR, WYNK**

### TROY OLSEN/Good Hands (EMI Nashville)

Moves 50\*-48\*; 607 points, 269 spins

3 ADDS: **KCCY, KXKT, WXCX**

### JARON & TLRTL/That's Beautiful to Me (Jaronwood/Big Machine/Republic Nashville)

Moves 49\*-50; 527 points, 179 spins

1 ADD: **WMIL**

### ALAN JACKSON/Ring Of Fire (Arista)

486 points, 166 spins

6 ADDS: **KKWF, WFUS, WITL, WQHK, WQMX, WYCD\***

### RANDY HOUSER/A Man Like Me (Show Dog-Universal)

482 points, 167 spins

No adds

### ADD DATES

#### JANUARY 3

**ASHTON SHEPHERD**/Look It Up (MCA)

**RANDY MONTANA**/1,000 Faces (Mercury)

#### JANUARY 10

**MIRANDA LAMBERT**/Heart Like Mine (Columbia)

**RASCAL FLATTS**/I Won't Let Go (Big Machine)

**TRACE ADKINS**/Brown Chicken Brown Cow (Show Dog-Universal)

#### JANUARY 18

**BAND PERRY**/You Lie (Republic Nashville)

**DAVID ADAM BYRNES**/Sweet Distraction (Better Angels/Ride)

## Country Aircheck Top Recurrents Points

<b>ZAC BROWN BAND f/A. JACKSON</b> /As.. (So. Ground/Atlantic/BPG)	11807
<b>BRAD PAISLEY</b> /Anything Like Me (Arista)	9095
<b>RODNEY ATKINS</b> /Farmer's Daughter (Curb)	7670
<b>SUGARLAND</b> /Stuck Like Glue (Mercury)	6691
<b>DARIUS RUCKER</b> /Come Back Song (Capitol)	6356
<b>EASTON CORBIN</b> /Roll With It (Mercury)	5456
<b>JOSH TURNER</b> /All Over Me (MCA)	4556
<b>LADY ANTEBELLUM</b> /Our Kind Of Love (Capitol)	4548
<b>BLAKE SHELTON</b> /All About Tonight (Reprise/WMN)	4286
<b>BILLY CURRINGTON</b> /Pretty Good At Drinkin' Beer (Mercury)	3839

### KATIE ARMIGER/Best Song Ever (Cold River)

429 points, 159 spins

2 ADDS: **KASE, WWYZ**

### BLAKE WISE/I've Got This Feeling (BBR)

390 points, 169 spins

2 ADDS: **KEEY, WSOC\***

*Aircheck Activity includes the top 15 songs that rank 45-50 on this week's chart or are those that are not charted and have a minimum of 300 airplay points and have shown growth in two of the past three weeks. (\* indicates auto adds)*

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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Play
3	1	<b>REBA</b> /Turn On The Radio (Starstruck/Valory)	4321	-19	2659	-19
2	2	<b>RASCAL FLATTS</b> /Why Wait (Big Machine)	4148	-97	2590	-84
4	3	<b>JASON ALDEAN</b> /My Kinda Party (BBR)	3936	106	2467	82
8	4	<b>CARRIE UNDERWOOD</b> /Mama's Song (19/Arista) ✓	3781	419	2378	234
9	5	<b>TIM MCGRAW</b> /Felt Good On My Lips (Curb)	3655	296	2292	144
11	6	<b>KEITH URBAN</b> /Put You In A Song (Capitol)	3559	364	2195	137
6	7	<b>GEORGE STRAIT</b> /The Breath You Take (MCA)	3457	17	2076	3
10	8	<b>KENNY CHESNEY</b> /Somewhere With You (BNA)	3388	90	2117	56
7	9	<b>CHRIS YOUNG</b> /Voices (RCA)	3368	3	2123	-5
12	10	<b>MIRANDA LAMBERT</b> /Only Prettier (Columbia)	3172	87	2012	66
13	11	<b>LUKE BRYAN</b> /Someone Else Calling You Baby (Capitol)	3064	45	1919	19
3	12	<b>BAND PERRY</b> /If I Die Young (Republic Nashville)	3003	-916	1858	-507
16	13	<b>BLAKE SHELTON</b> /Who Are You When I'm Not... (Reprise/WMN)	2937	385	1842	210
14	14	<b>LADY ANTEBELLUM</b> /Hello World (Capitol)	2792	88	1757	40
15	15	<b>TOBY KEITH</b> /Bullets In The Gun (Show Dog-Universal)	2729	99	1680	64
18	16	<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury)	2387	280	1521	167
21	17	<b>TAYLOR SWIFT</b> /Back To December (Big Machine) ✓	2150	493	1315	280
24	18	<b>BRAD PAISLEY</b> /This Is Country Music (Arista) ✓	2098	941	1337	517
17	19	<b>ERIC CHURCH</b> /Smoke A Little Smoke (EMI Nashville)	2049	-101	1257	-64
20	20	<b>SUNNY SWEENEY</b> /From A Table Away (Republic Nashville)	1867	135	1170	65
19	21	<b>JOE NICHOLS</b> /The Shape I'm In (Show Dog-Universal)	1854	98	1191	78
22	22	<b>JERROD NIEMANN</b> /What Do You Want (Sea Gayle/Arista)	1642	237	1049	110
25	23	<b>DARIUS RUCKER</b> /This (Capitol) ✓	1481	432	964	270
23	24	<b>JANEDEAR GIRLS</b> /Wildflower (Reprise/WMN)	1416	234	867	90
29	25	<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You Wanna Stay (BBR)	1275	325	825	208
27	26	<b>THOMPSON SQUARE</b> /Are You Gonna Kiss Me Or Not (Stoney Creek)	1117	102	688	46
26	27	<b>CRAIG CAMPBELL</b> /Family Man (BPG)	1069	43	651	2
28	28	<b>JAMES WESLEY</b> /Real (BBR)	1039	48	673	33
32	29	<b>SUGARLAND</b> /Little Miss (Mercury) ✓	1035	391	619	202
30	30	<b>JOSH KELLEY</b> /Georgia Clay (MCA)	965	125	551	74

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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
31	31	📶 <b>SARA EVANS</b> /A Little Bit Stronger (RCA)	771	5	471	11
34	32	📶 <b>BRETT ELDREDGE</b> /Raymond (Atlantic/WAR)	707	186	449	99
33	33	📶 <b>CLAY WALKER</b> /Where Do I Go From You (Curb)	614	39	398	21
39	34	📶 <b>EASTON CORBIN</b> /I Can't Love You Back (Mercury)	544	98	363	72
35	35	📶 <b>GWYNETH PALTROW</b> /Country Strong (RCA)	539	29	313	8
36	36	<b>CRAIG MORGAN</b> /Still A Little Chicken Left... (BNA)	496	-9	305	-1
38	37	📶 <b>JAMES OTTO</b> /Soldiers And Jesus (Warner Bros./WMN)	466	16	323	7
37	38	📶 <b>LEE BRICE</b> /Beautiful Every Time (Curb)	460	0	327	6
40	39	📶 <b>LITTLE BIG TOWN</b> /Kiss Goodbye (Capitol)	431	21	267	6
41	40	📶 <b>GARY ALLAN</b> /Kiss Me When I'm Down (MCA)	412	15	296	11
42	41	<b>FRANKIE BALLARD</b> /Tell Me You Get Lonely (Reprise/WAR)	368	-2	203	-2
43	42	📶 <b>UNCLE KRACKER f/KID ROCK</b> /Good To Be Me (Top Dog/Atlantic/BPG)	345	13	205	11
44	43	📶 <b>JOSH TURNER</b> /I Wouldn't Be A Man (MCA)	337	14	239	9
46	44	📶 <b>LOCASH COWBOYS</b> /Keep In Mind (Stroudavarious)	282	11	185	9
45	45	<b>RANDY HOUSER</b> /A Man Like Me (Show Dog-Universal)	272	-38	202	-19
47	46	📶 <b>DUE WEST</b> /The Bible And The Belt (Black River)	238	3	167	-1
48	47	<b>WALKER HAYES</b> /Pants (Capitol)	206	-1	137	-2
49	48	📶 <b>JOSH THOMPSON</b> /Won't Be Lonely Long (Columbia)	198	49	145	29
51	49	📶 <b>KATIE ARMIGER</b> /Best Song Ever (Cold River)	143	51	101	31
52	50	📶 <b>ALAN JACKSON</b> /Ring Of Fire (Arista)	138	47	103	32
58	51	📶 <b>JOSH ABBOTT BAND</b> /Oh, Tonight (PDT)	111	39	75	19
50	52	<b>ADAM CRAIG BAND</b> /Nothin' Wrong (American Roots/Quarterback)	110	-3	83	-3
53	53	📶 <b>DAVID ADAM BYRNES</b> /Sweet Distraction (Better Angels/Ride)	94	8	67	6
55	54	📶 <b>TROY OLSEN</b> /Good Hands (EMI Nashville)	85	7	64	6
54	55	📶 <b>CHRISTIAN KANE</b> /The House Rules (BPG)	84	3	52	1
57	56	📶 <b>MARGARET DURANTE</b> /Mississippi's Cryin' (Emrose/Stroudavarious/Nine North)	79	6	55	3
59	57	📶 <b>RANDY ROGERS BAND</b> /Steal You Away (MCA)	58	1	48	1
Debut	58	📶 <b>CHUCK WICKS</b> /Old School (RCA)	55	45	32	26
Debut	59	📶 <b>LEANN RIMES</b> /Crazy Women (Curb)	52	33	41	23
Debut	60	📶 <b>BLAKE WISE</b> /I've Got This Feeling (BBR)	47	20	31	10

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