

COUNTRY AIRCHECK WEEKLY

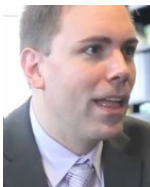


May 9, 2011

Issue 242

WBTU: Promotion No. 9

"What better way to re-enforce your dial position than by eliminating it?" That's the approach of Oasis Marketing Group's **Phil Becker**, GM/Dir. Programming for **WBTU (US93.3)/Ft. Wayne, IN**. Since April 8, the nine in the station's 93.3 frequency has been missing, absconded by a character dubbed "The 9 Mastermind." The station's "Find The 9" spring promotion was launched with a very creative video piece, originally posted on the station website.



Phil Becker

Although radio station scavenger hunts have been executed for years and sometimes in syndicated form, everything about 'BTU's promotion has been generated in-house. "Every video is written, voiced and produced by us," Becker explains. "I didn't want this to feel like (syndicated radio contest) 'The Fugitive.' I wanted us to feel the emotion I used to have when I bought Captain Crunch."

Exactly. Uh, what? "I was a kid in the '80s and Captain Crunch did a promotion called 'Find the Captain,' where they hid a Captain somewhere in America," Becker says. "They gave clues on their cereal boxes hoping you'd buy more to get additional clues. If you found the Captain, you won his gold chest and the money that was in it."

'BTU's bounty is a \$5,000 reward to the person who brings back its nine. And if you think finding the missing digit sounds complicated, try *losing* it.

(continued on page 7)



Guitar Pic: Steel Magnolia, Kip Moore and WKLb/Boston close the station's Rockin' Country Music Series with a presentation to the good folks from Tufts Medical Center's Floating Hospital for Children. Pictured (l-r) at the local Hard Rock Café are WKLb's Ginny Rogers, SM's Joshua Scott Jones and Meghan Linsey, the hospital's Rob Harris and Dr. John Schreiber, Moore and the station's Carolyn Kruse.

Rich Acing Apprenticeship

The creativity and work ethic that are a matter of course in the country music industry have acquitted Nashville nicely on NBC-TV's *Celebrity Apprentice*. Both 2008 runner-up Trace Adkins and the current season's **John Rich** enjoyed low-drama, high-production runs on the show. Rich was confirmed as one of this year's final four contestants last night (4/8) and is one episode away



John Rich

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JOSH TURNER
"I WOULDN'T BE A MAN"

#1 Overall
at Callout America

#1 Persons 35-54
at Callout America

#1 Core Females 35-54
at Rate the Music

"MAN"-SIZED RESEARCH =
"MAN"-SIZED HIT

MCA Nashville
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POWER UP! POWER UP! POWER UP! POWER UP!

EASTON CORBIN

"I Can't Love You Back"

- # 6 persons 35-44 @ Callout America
- # 7 CORE females 35-44 @ Rate The Music
- # 8 CORE females 35-44 @ Callout America
- # 9 overall @ RTM
- # 10 @ Rusty Walker
- # 12 females overall @ Callout America



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LADY ANTEBELLUM

"JUST A KISS"

101 Stations Out of the Box!
Currently #1 Country on iTunes, #2 overall

**Thank You
Country Radio!**



www.ladyantebellum.com

**CLICK HERE
TO LISTEN**

from being a finalist on the May 22 live finale.

For Rich, the profile-raising platform comes as he's launching two "six-pak" collections (*Rich Rocks!* and *For The Kids*) and with a new **Big & Rich** tour on deck. The convergence was hardly planned, however. "I agreed to do *Celebrity Apprentice* in July or August of last year and we shot it in October and November," he tells **Country Aircheck**. "At that point there was no Big & Rich tour or song. I was working on *Rich Rocks!*, but I wasn't really planning for it to end up like this. I just went on there to see how much money I could raise for **St. Jude**."

Throughout the process, Rich has been consistent in his focus on the hospital. "I went to St. Jude with Lonestar when I was 20, and I still haven't gotten over it," he says. "I've always wanted the opportunity to take what I've built for myself and apply it to helping St. Jude, and *Celebrity Apprentice* has been the perfect opportunity for that."

In fact, devotion to one's cause is his measuring stick for other players, and the lack of it a common thread in last night's surprise departures – NeNe Leakes and Star Jones. "After NeNe fought tooth-and-nail with everybody, she just gets in a cab and leaves," Rich says. "Just like Donald Trump says, it makes you a quitter, which is one of the worst things you can be called. Everybody loses at some point, so even being a loser isn't as bad as quitting. Plus, she quit on her charity, and that's just terrible."

"As for Star, I was glad to see Trump err on the side of passion for charity work with Meatloaf, rather than the cold, calculating, going-for-the-throat manner Star has."

Rich likes his chances at making the final cut. "At this point it's all about what your body of work is for the whole season, and I hope it comes down to that," he says. "If it does, I've got a good chance at going to the final two. I've raised \$695,000, pulled a lot of ace cards during the tasks in terms of bringing people in or coming up with ideas, and I've been Project Manager more than anyone else. I hope that influences the decision."

Parting thoughts: "For The Kids" is for sale on iTunes now for \$1.29 and 100% of the proceeds go to the kids at St. Jude," he says. "We're getting thousands of downloads a week. Also, Twitter is getting pretty insane. A lot of the cast members are tweeting back and forth. It's pretty hilarious." Follow Rich [here](#).

THE PAGE THREE PIC



Every Niles A Memory: Then-Warner Bros. publicist Susan Niles (susaneniles@gmail.com) gets a visit from Garth Brooks courtesy of WB signee Victoria Shaw (taking the picture) circa 1993. Got vintage trade shots? Send them to us at pagethreepic@countryaircheck.com.

CMAMF Gets International

Eighteen acts from five countries will participate in the fifth annual Global Events free showcases during *CMA Music Festival* week in Nashville. *Chevrolet Presents The CMA Global Artist Party* June 6 at the Stage at 6:30pm will feature a special performance by guitar legend **Tommy Emmanuel**, as well as by **Kaylee Bell** (New Zealand); **Dean Brody**, **Chad Brownlee**



and **Marlee Scott** (Canada); **Diana Corcoran**, **Luke Dickens**, **McAlister Kemp** and hosts **O'Shea** (Australia); and **Raintown** (UK). Hosted by the **McClymonts**, the *AristoMedia Global Show* lineup June 7 at noon at The Second Fiddle includes **High Valley**, **Brett Kissel**, **Ryan Laird** and **Six West**

(Canada); **Mike & Ashley** (New Zealand); **Craig Morrison** and **Springfield** (Australia); and **Steve & Heather** (France). A free lunch is provided to attendees. The shows are organized by AristoMedia President and CMA Board member **Jeff Walker**.

Four On The Floor

Four radio group heads – Cumulus COO **John Dickey**, Hubbard Chair **Ginny Hubbard**, Triad President/COO **David Benjamin** and Cherry Creek CEO **Joe Schwartz** – will

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TOBY KEITH

"SOMEWHERE ELSE"

CA/MB 15 BB/BDS 15*

#4 OVERALL SONG
(CALLOUT AMERICA)

ANOTHER MILLION-PLUS WEEKLY AUDIENCE GAIN!

CONGRATS TOBY ON 171 USO SHOWS IN 9 TOURS!!

CLICK HERE TO LISTEN!

participate in a special "Meet The Pres (& A Few CEOs)" panel at the 36th Conclave Learning Conference July 15 at the Doubletree Park Place Hotel in Minneapolis. The four companies they manage collectively own 78 Country stations. Agenda registration details at www.theconclave.com.

News & Notes

CRB has announced its first *One On One* session for Friday, June 10 at CRB offices in Nashville. Titled "Generating More Revenue While Keeping Your Shorts Up!," the workshop features guest speakers **Mike Culotta** of WQYK/Tampa, **Rusty Walker** of Rusty Walker Programming Consultants and **Phil Zachary** of Curtis Media. For more information, contact CRB [here](#).

Country Radio Hall of Famer **Les Acree**, who suffered a debilitating stroke four years ago, has moved to a new care facility outside of Nashville. Acree is now at the Christian Care Center of Rutherford County in Smyrna, TN. The number is 615-459-5600.

The CMA has teamed with **Kroger** to provide discount prices for nightly shows at LP Field during the *2011 CMA Music Festival* June 9-12 in Nashville. Beginning today (5/9), when tickets are purchased at the Ticketmaster counter in Kroger stores, a \$10 discount is applied when a Kroger Plus Card is shown.

The **Nashville Songwriters Association International** raised more than \$1,000 for the **Eating Disorders Coalition of Tennessee** during a show at last month's Tin Pan South. **Dave Berg**, **Sarah Buxton**, **Jedd Hughes** and new Capitol artist **Eric Paslay** performed.

Don Schlitz will be the subject of next quarter's Country Music Hall of Fame *Poets and Prophets: Legendary Country Songwriters* series. The 90-minute program will focus on recordings, photos, and film clips, including items from Schlitz's personal collection. The interview and performance will take place June 4 at the Ford Theater. Get more info and stream the program live [here](#).

MY TUNES: MUSIC THAT SHAPED MY LIFE



George Briner

Valory VP/National Promotion George Briner discusses his most influential songs, albums or concerts:

1. Louis "Satchmo" Armstrong, Milwaukee Auditorium, 1963: It was the first concert I ever saw. I begged my parents to let me stand by the bus to get his autograph. It was cold and they wanted to go home, but I got the autograph and still have it. Priceless.

2. Eurythmics, The Palace, Los Angeles, 1983: It was amazing the way Annie Lennox had control of everyone's emotions just by the power of her voice and performance.

3. U2, Los Angeles Sports Arena, 1984: Bono walked on the balcony railing, fell onto the crowd below and body-surfed back to the stage. I read that was the last time he ever tried that.

4. George Harrison, Bob Dylan, John Fogerty, Roy Orbison, Palomino, Los Angeles, 1987: You just had to be at *this* club to appreciate the "magic."

5. Ronnie Lane, Action Research Into Multiple Sclerosis Benefit, 1983: Joe Cocker, Eric Clapton, Jimmy Page, Jeff Beck, Charlie Watts, Bill Wyman, etc. Three sets, and the capper was Page doing an instrumental solo "Stairway To Heaven." When he got to the bridge, Clapton joined in, then Beck was the third guitar. All three Yardbird guitarists finished "Stairway," then immediately launched into "Layla." My only thought at that moment was "Take me now, Lord."

• **An "important" piece of music you just don't get:** Alanis Morissette's *Jagged Little Pill*. Eighteen million copies and I still don't get it.

• **An album you played or listened to incessantly:** Stephen Stills' *Manassas*. Back in the "vinyl" days, it was a 21-track, double LP, and each side had a different style of music; rock, bluegrass, blues and Latin. Dwight Yoakam's *This Time*, which is a must for every country music collection.

• **One obscure or non-country song everyone should listen to right now:** "HOPE" by various artists for the TJ Martell Foundation. If you can't find it, email me and I will send it to you.

Reach Briner at george.briner@valorymail.com

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Stations are getting "Hooked" on **Didn't I** **JAMES WESLEY**

65 STATIONS ON ALREADY!!!

Just Added

KASE	KIIM	WCTK	WBCT	WFMS	KWOF
KTEX	WOGK	WDXB	KIZN	WSLC	WCKT

#1 Two Weeks Running at Bullseye Forecaster

CA/MB 47 **BB 46**

On the Taylor Swift *Speak*
Now Tour This Summer



GT GLEN TEMPLETON

"I COULD BE THE ONE"

From the full length album GT

Impacting Now!

**Debuts "as loud
as an F-16 !"**

**(One) of the top added
songs this week!**

WWQM, WCTK, KUBL, KSOP, WPKX,
WIWF, KUPL, KIXZ, WPUR, WOKO, KSNI,
WKDQ, KRRV, WPOR, WTHT, WHWK,
WFFN, WHKX, KDBR, WOVK, KXLY, KGNC,
KYKS, KTCS, WTCM, WXXK

Debut BB Indicator 59* Click [HERE](#) To Listen!



Artist News

Thompson Square are auctioning off the dress worn by **Shawna Thompson** in the "Are You Gonna Kiss Or Not" video, with proceeds benefiting Dear Park, AL's Box family, whose mother Jean, son Sheldon, 14 and Hunter, 11, passed in the recent storms. Place bids and learn more [here](#).

Katie Armiger is one of 16 acts in the running for **Channel One News'** Artist of the Year. Get details and vote [here](#).

Little Big Town and **Country Financial** presented a \$1,000 check to **Little Kids Rock** prior to their Chicago show today (5/9). The funds reflect "Like" hits on the **Road Trips and Guitar Picks** Facebook page and will provide instruments and music lessons to underprivileged youth in area. More [here](#).

In advance of Memorial Day, **James Otto** will give away handwritten and autographed "Soldiers And Jesus" lyrics to a randomly selected winner through a Facebook contest running through May 30. Enter and learn more [here](#).

Darryl Worley, **Heidi Newfield**, **Billy Dean**, **Ira Dean**, the **Roys**, **Ty Brown**, **Chalee Tennison**, **Bridgette Tatum**, **David Adam Byrnes** and **Rivers Rutherford** are among the performers confirmed for tomorrow's (5/10) *Second Chance Friends In Music Against Leukemia*. Event proceeds will benefit the treatment of **Keith Burns'** daughter **Savannah Burns**, who is currently hospitalized at Atlanta's Egleston Children's Hospital. Donate directly and learn more [here](#).

Georgette Jones will participate in a **Country Music Hall of Fame and Museum** concert and interview May 28 leading up to the June 12 closing of the *Tammy Wynette: First Lady Of Country Music* exhibit. More [here](#).

Bill Anderson with **Jane Howard**, **Jim Ed Brown** with **Helen Cornelius**, **Jack Greene** with **Jeannie Seely**, **David Frizzell** with **Shelly West** and **Jean Shepard** with **Harold Hawkins** are among the duet pairings and performers confirmed for the June 8 **R.O.P.E.** Duets Historic Reunion at Nashville's Al Menah Shriners's Temple. More [here](#).



Thompson Square

OFF THE RECORD: COLT FORD



Colt Ford

Average Joes' **Colt Ford** gives an industry spin on the artist interview: **Who gave you the best first impression on your radio tour?** There've been so many people who have been great to me out there, but I don't think there's been anybody in radio who's won more awards than WIVK/Knoxville's Mike Hammond. Here's a guy who can truthfully be the mayor of Knoxville. He's involved in his community, he knows who his listeners

are. And he told me he gets more response from playing my stuff than anything else. We sell out his venue when we come to town, so what other research would he need?

Any embarrassing moments on the promotion trail?

Tom Baldrice picked me up one time in a Volkswagen Beetle convertible, and that completely freaked me out. He drove me around Nashville and I prayed to God that none of my artist buddies would see me in it. Sure enough, we pulled up to a red light and there's Chuck Wicks looking over at me going, "Really?"

What is the best city to get stuck in other than home?

Anywhere that there's a good golf course and good food.

What nasty truck stop food tempts you? Well, if you've seen me, I'm really good-looking, but I am 300 pounds. So most any nasty greasy food tempts me. You can't just get this kind of figure from eating Lean Cuisines and salad bars.

What's the best prank or practical joke you've been a part of?

Tony Morreale was at WUSY/Chattanooga, TN working [then] PD Jay Cruze on my record. Jay's wife was pregnant at the time and he tells Tony, "I don't want to hear blankity-blank about Colt Ford. He can go to hell. My wife's pregnant and I just found out that it's Colt's baby." Tony didn't know that I was on speakerphone at the time. He goes, "What?!" And Jay says, "Yeah, man, he stopped through here one time ..." Tony was speechless trying to do the math in his head. Finally, I yelled out, "Well, say something, Tony! Tell him that I wouldn't do something like that!" Jay and I started laughing and Tony was like, "I didn't know what to say. I was trying to figure out how long ago had you met her!"

What's the best show you've ever seen and what made it great?

That bill with Jason Aldean and Eric Church is pretty awesome. Zac Brown is amazing, too. ZBB's musicianship and singing are pretty hard to beat.

What's the craziest meet-and-greet outfit you've ever seen on a fan? A birthday suit.

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Mark doesn't eat tofu
Mark doesn't auto-tune
Mark doesn't wear pastel

Mark DOES sing country music
MARK COOKE
"I LOVE IT"

Listen here.





Hopesong Digital will release **Charlie Daniels Band's** April 15 opening Widespread Panic slot in Birmingham as a high-definition digital download and concert DVD. More [here](#).

Shelly Fairchild will release her first independent album *Ruby's Money* May 14. Details [here](#).

Cody Canada, the former frontman for Cross Canadian Ragweed, releases **Cody Canada and The Departed's** new album *This Is Indian Land* June 21. The tribute to Oklahoma songwriters features tunes from Kevin Welch, JJ Cale, Leon Russell and Randy Pease. Pre-sales are underway [here](#).

The Week's Top Stories:

Full coverage can be viewed in the archives at www.countryaircheck.com.

- Press' **WKMK/Monmouth** Dir./Music & Entertainment/afternoon **Captain Jack Aponte** announced he's leaving the station after more than 10 years for an undisclosed new opportunity. (CAT 5/9)
- Diversified industrial company **Access Industries** will acquire **Warner Music Group** for \$3.3 billion. (CAT 5/6)
- **Capitol/Nashville** Mgr./Syndication & Special Projects **Alisa Bowman** will leave the label May 20. (CAT 5/9)
- Cumulus' **WLXX/Lexington** dropped its "Bear" moniker and rebranded itself as "92.9 WLXX, Lexington's No. 1 For Country." (CAT 5/9)
- **KWNR/Las Vegas** morning personality **Mark Stevens** left the Clear Channel station after two stints totaling 15 years. (CAT 5/5)
- Six-year **Mid-West Family/Springfield, MO** Operations Manager **Mary Fleenor** left the company. (CAT 5/5)
- Former CMA CEO **Tammy Genovese** launched **Music City Sports and Entertainment Group**, which creates partnerships among sports franchises, artists and athletes, events and corporate brand initiatives. (CAT 5/4)
- Ride Midwest regional **Mark Westcott** joined **Capstone Music Group** in the same capacity. (CAT 5/4)
- **Cox Media Group/Ohio** SVP/News & Programming **Julia Wallace** was promoted to Market VP, overseeing radio, newspaper and television properties in Dayton and Louisville. They include Country **WHKO/Dayton**. (CAT 5/9)

CHECK OUT

May 17	John Rich <i>Rich Rocks</i> (Warner Bros./WAR) John Rich <i>For The Kids</i> (Warner Bros./WAR)
May 23	Brad Paisley <i>This Is Country Music</i> (Arista)
May 24	Frankie Ballard <i>Frankie Ballard</i> (Warner Bros./WAR) Mandy Barnett <i>Sweet Dreams</i> (Opry Music) Carter's Chord <i>Wild Together</i> (Show Dog-Universal)
June 7	Ronnie Dunn <i>Ronnie Dunn</i> (Arista) Randy Travis <i>Anniversary Celebration</i> (Warner Bros.)
June 21	Justin Moore <i>Outlaws Like Me</i> (Valory) Corey Smith <i>The Broken Record</i> (Average Joes)
July 12	Blake Shelton <i>TBA</i> (Warner Bros./WMN) Ashton Shepherd <i>Where Country Grows</i> (MCA) Chris Young <i>Neon</i> (RCA)

Album release info to news@countryaircheck.com.

WBTU: Promotion No. 9 *(continued from page 1)*

Becker says the devil is in the details – preparations took *three months*. "I had to re-image the entire station," he says. "Every sweep, promo or ID – there's not a single nine on any piece of production. Every roll-a-banner was redone, every yard sign. The vehicles needed to be re-wrapped; even the email signatures were redone. There's not even a nine in the building. Every one is replaced with a question mark. The nine in the building's elevator is covered. The automated voicemail callers hear had the nine removed. That's why it works."

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BMLG CELEBRATES

OUR CMT MUSIC AWARD NOMINEES



**BIG MACHINE LABEL GROUP
ARTISTS FOR YOUR CMT MUSIC
AWARDS CONSIDERATION!**

VOTE NOW ON CMT.COM



As for *how* it works, clues have been announced four times a day – 7am, 8am, noon and 5pm – since the promotion's launch. They have become increasingly focused and direct as the weeks have gone by. If listeners miss clues on-air, they can access all of them in order of appearance on a special [website](#) page, which, by the way, also had to be changed. "It used to be us933.us" Becker says. The URL is now [findthe9.com](#).

How many people know where the 9 is? "I'm the only one in the building," says Becker. "Even my wife doesn't know, and I have to check on it every night. There's a process I have to go through to make sure the 9 is in place."

This all-encompassing approach makes "Find the 9" a 360-degree promotion. The station has generated a printable website tipsheet and has created an audio clues page, plus Twitter and Facebook sites. Continuity is important. "It's a story, and there's a character with an image, a voice and a reason for stealing the nine. Another part of the story is asking listeners, "If you won \$5,000, what would you do with it?" The 9 Mastermind interacts with the audience, acknowledging them on the air when he gives clues."

Keeping things fun and light is a priority, so the station made sure to avoid calling the promotion something like "The Missing 9." "What if somebody actually comes up missing during the contest?" Becker asks. "You also have to make sure it's not terror, fear-motivated, dark, edgy or outrageous. It has to be a scavenger hunt people are willing to participate in." As for the 9 Mastermind, Becker says the look is "kind of like a bad guy on *Dudley Do-Right*."

The contest term is open-ended. "I hope it lasts as much as it can through spring, but the clues become more laser-focused each week," Becker says. Since the kick-off, WBTU has produced another creative and fun video, which is a spoof of NBC-TV's *The Office*. Watch it [here](#).

Lon Helton, lon@countryaircheck.com

Chuck Aly, chuck@countryaircheck.com

Jeff Green, jeff@countryaircheck.com

RJ Curtis, rj@countryaircheck.com

Lauren Tingle, lauren@countryaircheck.com

(615) 320-1450

Winter 2011 Arbitron Diary No. 1s: KCCY, KFDI, WDRM

Here's a recap of the remaining Arbitron Winter 2011 diary markets released last week, listed alphabetically by metro. Stations included are those achieving at least a 1.0 share 12+ in either the Winter '11 or Fall '10 ratings survey. Legend: A "+" indicates a Classic Country outlet; a "^" designates Country stations in the same rated market owned by a single operator; and a "t" indicates a tie. A "na" means a subscriber-only market, where true rankings are not available for that ratings period.

Station/City	12+ Share Fall '10	12+ Share Winter '10	12+ Rank Fall '10	12+ Rank Winter '10
WUSY/Chattanooga, TN	13.8	13.2	na	na
WUUQ/Chattanooga, TN+	5.7	6.3	na	na
KCCY/Colorado Springs	5.6	7.2	5t	1
KATC/Colorado Springs	5.3	3.9	8	10
WCOS/Columbia, SC	7.7	9.1	3	2
WDRM/Huntsville, AL	12.4	11.4	1	1
WQAH/Huntsville, AL+	2.9	3.8	11	9t
WWFF/Huntsville, AL	1.2	1.2	14t	14
WMSI/Jackson, MS	4.8	5.1	6	4
WUSJ/Jackson, MS	3.9	4.1	8	7t
KSSN/Little Rock^	9.5	9.5	na	na
KMJX/Little Rock^+	6.0	6.7	na	na
WWQM/Madison	4.4	6.8	7	2
WMAD/Madison	4.0	5.7	8	5
WDMP/Madison	1.1	1.1	17t	15t
WJVL/Janesville, WI	1.1	0.9	17t	17t
<i>Madison Arbitron</i>				
WKSJ/Mobile	7.8	8.4	na	na
KRMD/Shreveport	6.8	6.2	5	4t
KXKS/Shreveport^	3.9	3.2	8t	12
KWKH-AM/Shreveport^+	1.7	2.2	15	15
KNCB/Shreveport	0.0	1.2	0	16
KXLY/Spokane	4.9	3.6	na	na
KDRK/Spokane	3.6	3.3	na	na
KIXZ/Spokane	4.1	3.1	na	na
KFDI/Wichita^	11.3	11.2	1	1
KZSN/Wichita	4.5	5.4	8	6
KVWF/Wichita	3.3	3.6	11	10t
KFTI-AM/Wichita^+	2.7	2.9	14	12t

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MARGARET DURANTE
MAYBE TONIGHT

ALREADY ON:
KHKI KWNR KWOF WPOC WMZQ KUPL
KJUG KNTY WTQR WQHK KFRG WIVK
WQYK KBEQ WKSF KSOP KUBL KIXZ

Great voice... great song! This is Margaret Durante's break-out song. I am excited about her bright future.
~ Steve Brill, KHKI

margaretdurante.com  **STROUDAVARIOUS** RECORDS

PASSION PASSION PASSION

AARON LEWIS continues to generate BIG PASSION scores

Active P1s 18+

Core 25-44

Adults 35-54

Females 18-34

Females 25-54

Males 18+

Males 25-54

#9 PASSION

#5 PASSION

#3 PASSION

#8 PASSION

#5 PASSION

#2 PASSION

#1 PASSION

130,000 albums sold in just 9 weeks

#1 debut on Country Albums Chart

Over 300,000 "Country Boy" singles sold to date























Over 7 million "Country Boy" views on YouTube/CMT.com

TWO CMT AWARDS NOMINATIONS

- USA Weekend Breakthrough Video of the Year
- Collaborative Video of the Year

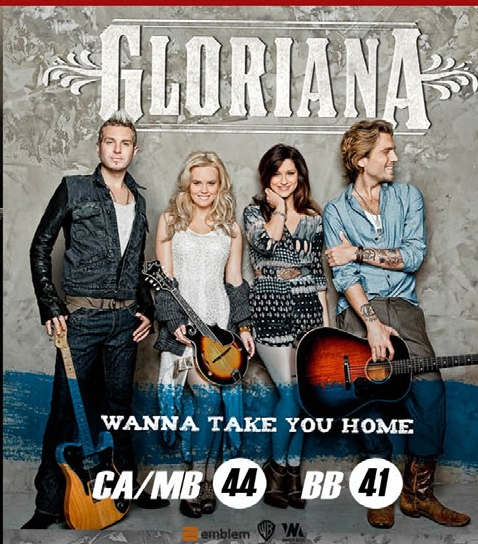
Country Boy

AARON LEWIS

LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
1	1	 SARA EVANS /A Little Bit Stronger (RCA) 2 nd Week at No. 1	17146	343	5553	21	39.293	0.945	131	0
2	2	 MIRANDA LAMBERT /Heart Like Mine (Columbia)	16800	121	5575	46	38.282	0.446	131	0
6	3	 BRAD PAISLEY f/ ALABAMA /Old Alabama (Arista) ✓	15586	1515	5245	526	35.009	3.407	131	0
3	4	KENNY CHESNEY /Live A Little (BNA)	15062	-1389	4884	-525	34.412	-3.079	131	0
5	5	 RASCAL FLATTS /I Won't Let Go (Big Machine)	14836	562	5047	208	33.356	1.704	131	0
7	6	 KEITH URBAN /Without You (Capitol) ✓	13767	1134	4521	433	30.881	1.698	130	1
4	7	JERROD NIEMANN /What Do You Want (Sea Gayle/Arista)	13329	-1728	4433	-599	29.869	-4.133	131	0
9	8	 TAYLOR SWIFT /Mean (Big Machine)	11700	619	3793	227	26.928	1.5	129	0
10	9	 THE BAND PERRY /You Lie (Republic Nashville)	11357	514	3818	168	26.044	1.145	128	1
11	10	 RONNIE DUNN /Bleed Red (Arista)	10569	163	3637	76	23.505	0.404	131	0
14	11	 JUSTIN MOORE /If Heaven Wasn't So Far Away (Valory)	10316	895	3561	311	23.31	2.212	128	0
17	12	 BLAKE SHELTON /Honey Bee (Warner Bros./WMN) ✓	10235	1762	3413	617	22.767	3.14	131	0
12	13	 CHRIS YOUNG /Tomorrow (RCA)	10232	511	3478	162	22.715	1.257	131	0
15	14	 EASTON CORBIN /I Can't Love You Back (Mercury)	9174	125	3172	59	20.639	0.029	127	0
16	15	 TOBY KEITH /Somewhere Else (Show Dog-Universal)	9031	395	3096	134	20.077	0.961	127	0
18	16	 LUKE BRYAN /Country Girl Shake It For Me (Capitol)	8874	456	2978	169	18.791	0.905	127	1
13	17	CRAIG CAMPBELL /Family Man (BPG)	8442	-1001	2894	-403	18.713	-3.023	124	0
19	18	 ASHTON SHEPHERD /Look It Up (MCA)	6906	157	2421	61	14.229	0.719	128	0
21	19	 DIERKS BENTLEY /Am I The Only One (Capitol)	6572	1055	2264	388	14.458	2.641	128	2
23	20	 JASON ALDEAN /Dirt Road Anthem (Broken Bow)	6432	1106	2110	370	14.423	2.684	120	5
20	21	 MARTINA MCBRIDE /Teenage Daughters (Republic Nashville)	6014	284	1881	129	12.901	0.624	115	1
22	22	 ERIC CHURCH /Homeboy (EMI Nashville)	5653	309	2013	136	12.076	0.764	119	4
24	23	 BRETT ELDREDGE /Raymond (Atlantic/WAR)	4741	69	1600	25	10.715	0.76	119	1
25	24	 JOSH TURNER /I Wouldn't Be A Man (MCA)	4648	255	1719	100	10.219	0.554	111	2
26	25	 STEEL MAGNOLIA /Last Night Again (Big Machine)	4510	327	1574	114	9.455	1.177	117	1

Airborne indicates songs that have reached airplay on 60% of the Country Aircheck/Mediabase reporting panel. ✓=Top 5 point gainers.

RAYMOND WANTS TO TAKE HOME A BUNCH A GIRLS! YOU SHOULD TOO!





HUNTER HAYES

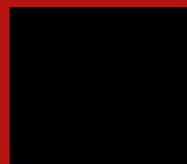
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TO WATCH!



LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
28	26	 TRACE ADKINS/Just Fishin' (Show Dog-Universal)	4379	677	1448	217	9.405	1.489	103	5
27	27	 JOSH THOMPSON/Won't Be Lonely Long (Columbia)	4230	405	1619	149	8.342	0.745	106	0
32	28	 JAKE OWEN/Barefoot Blue Jean Night (RCA)	3339	725	1106	237	6.699	1.541	102	15
 AIRBORNE ZAC BROWN BAND f/ J. BUFFETT/Knee Deep (So. Grnd/ATL/BPG) ✓			3102	1499	1003	511	7.264	3.619	98	48
30	30	 ELI YOUNG BAND/Crazy Girl (Republic Nashville)	3092	199	1057	79	6.054	0.406	93	3
31	31	 STEVE HOLY/Love Don't Run (Curb)	2994	181	1235	87	6.188	0.386	96	2
29	32	LEE BRICE/Beautiful Every Time (Curb)	2701	-760	1045	-258	5.369	-1.163	109	0
 AIRBORNE LADY ANTEBELLUM/Just A Kiss (Capitol) ✓ DEBUT			2229	2229	666	666	5.412	5.412	86	85
33	34	 FRANKIE BALLARD/A Buncha Girls (Warner Bros./WMN)	1740	71	618	33	3.249	0.045	62	5
 AIRBORNE DAVID NAIL/Let It Rain (MCA)			1691	86	680	32	2.348	0.063	80	3
40	36	 RODNEY ATKINS/Take A Back Road (Curb)	1690	630	548	234	3.486	1.264	60	13
36	37	 RANDY MONTANA/1,000 Faces (Mercury)	1640	107	637	36	2.371	0.115	76	1
38	38	 BILLY CURRINGTON/Love Done Gone (Mercury)	1530	438	514	192	3.498	0.939	58	13
44	39	 BRANTLEY GILBERT/Country Must Be Country Wide (Valory)	1279	387	357	115	2.093	0.443	43	9
39	40	 BRADLEY GASKIN/Mr. Bartender (Columbia)	1200	119	425	50	1.818	0.243	55	9
49	41	 SUGARLAND/Tonight (Mercury)	1191	406	346	125	2.253	0.706	37	8
37	42	 JANEDEAR GIRLS/Shotgun Girl (Warner Bros./WMN)	1180	36	449	21	2.024	0.167	58	4
41	43	 LITTLE BIG TOWN/Reason Why (Capitol)	1061	3	436	4	1.558	0.06	51	0
43	44	 GLORIANA/Wanna Take You Home (Emblem/WMN)	991	92	341	12	1.64	0.243	50	5
45	45	 EDENS EDGE/Amen (Big Machine)	917	51	345	2	1.16	0.039	65	7
46	46	 KIP MOORE/Mary Was The Marrying Kind (MCA)	842	-13	314	3	1.172	-0.012	56	2
48	47	 JAMES WESLEY/Didn't I (Broken Bow)	828	17	332	8	1.033	-0.043	52	5
47	48	DIRT DRIFTERS/Something Better (Warner Bros./WMN)	815	-17	351	-25	1.09	-0.044	45	1
Debut	49	 REBA/When Love Gets A Hold of You (Starstruck/Valory)	653	60	276	18	1.11	0.122	34	2
50	50	 HEIDI NEWFIELD/Stay Up Late (Curb)	619	2	271	3	0.772	0.054	41	0

Airborne indicates songs that have reached airplay on 60% of the Country Aircheck/Mediabase reporting panel. ✓=Top 5 point gainers.



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"I Got You"

Written by: Keifer and Shawna Thompson, Jason Sellers, Paul Jenkins

The follow up to the **#1 Airplay** and **Platinum** selling single
"Are You Gonna Kiss Me or Not"

46
First Week
Reporters!

"and already 6 on
the board for next week!"

THOMPSON SQUARE

DGHC	KAJA	KATC	KFRG	KIXZ	KJTY	KJUG	KMDL
KTTS	KXKS	WCKT	WGGY	WKSF	WQBE	WSOC	WTGE
WUBL	WWQM	WXBQ	WXCX	WIVK	WKXC	WUSH	KCYE
KUBL	KUPL	WIL	KRTY	WRNS	KKWF	WQHK	WIWF
WBCT	KCCY	KBEQ	KWOF	KBUL	KSOP	KUZZ	WFUS
	WGH	WKMK	WMAD	WYCD	WXBM	KATM	

#3 This Week on CMT.com Top 50 Artists!
(watch new video here)

#1 downloaded single on Verizon (4.29)
12,991 total downloads (soundscan 5.4.11)

STONE
CREEK
RECORDS

Country Aircheck Add Leaders

LADY ANTEBELLUM /Just A Kiss (Capitol)	85
ZAC BROWN BAND f/J. BUFFETT /Knee Deep (So. Grnd/ATL/BPG)	48
THOMPSON SQUARE /I Got You (Stoney Creek)	30
KENNY CHESNEY F/GRACE POTTER /You And Tequila (BNA)	29
JAKE OWEN /Barefoot Blue Jean Night (RCA)	15
BILLY CURRINGTON /Love Done Gone (Mercury)	13
RODNEY ATKINS /Take A Back Road (Curb)	13
BRADLEY GASKIN /Mr. Bartender (Columbia)	9
BRANTLEY GILBERT /Country Must Be Country Wide (Valory)	9
KID ROCK f/SHERYL CROW /Collide (Atlantic/RRP/BPG)	9

Activator Top Point Gainers

LADY ANTEBELLUM /Just A Kiss (Capitol)	2270	✓
BLAKE SHELTON /Honey Bee (Warner Bros./WMN)	2208	✓
ZAC BROWN BAND f/J. BUFFETT /Knee Deep (So. Grnd/ATL/BPG)	2008	✓
JUSTIN MOORE /If Heaven Wasn't So Far Away (Valory)	1240	✓
KEITH URBAN /Without You (Capitol)	1124	✓
RODNEY ATKINS /Take A Back Road (Curb)	1039	
JASON ALDEAN /Dirt Road Anthem (Broken Bow)	1030	
JAKE OWEN /Barefoot Blue Jean Night (RCA)	992	
DIERKS BENTLEY /Am I The Only One (Capitol)	965	
BRAD PAISLEY f/ALABAMA /Old Alabama (Arista)	907	

Country Aircheck Top Point Gainers

LADY ANTEBELLUM /Just A Kiss (Capitol)	2229	✓
BLAKE SHELTON /Honey Bee (Warner Bros./WMN)	1762	✓
BRAD PAISLEY f/ALABAMA /Old Alabama (Arista)	1515	✓
ZAC BROWN BAND f/J. BUFFETT /Knee Deep (So. Grnd/ATL/BPG)	1499	✓
KEITH URBAN /Without You (Capitol Nashville)	1134	✓
JASON ALDEAN /Dirt Road Anthem (Broken Bow)	1106	
DIERKS BENTLEY /Am I The Only One (Capitol)	1055	
JUSTIN MOORE /If Heaven Wasn't So Far Away (Valory)	895	
JAKE OWEN /Barefoot Blue Jean Night (RCA)	725	
TRACE ADKINS /Just Fishin' (Show Dog-Universal)	677	

Activator Top Spin Gainers

LADY ANTEBELLUM /Just A Kiss (Capitol)	404
BLAKE SHELTON /Honey Bee (Warner Bros./WMN)	356
ZAC BROWN BAND f/J. BUFFETT /Knee Deep (So. Grnd/ATL/BPG)	328
JUSTIN MOORE /If Heaven Wasn't So Far Away (Valory)	200
RODNEY ATKINS /Take A Back Road (Curb)	184
KEITH URBAN /Without You (Capitol)	175
JASON ALDEAN /Dirt Road Anthem (Broken Bow)	173
DIERKS BENTLEY /Am I The Only One (Capitol)	168
JAKE OWEN /Barefoot Blue Jean Night (RCA)	157
BRAD PAISLEY f/ALABAMA /Old Alabama (Arista)	152

Country Aircheck Top Spin Gainers

LADY ANTEBELLUM /Just A Kiss (Capitol)	666
BLAKE SHELTON /Honey Bee (Warner Bros./WMN)	617
BRAD PAISLEY F/ALABAMA /Old Alabama (Arista)	526
ZAC BROWN BAND f/J. BUFFETT /Knee Deep (So. Grnd/ATL/BPG)	511
KEITH URBAN /Without You (Capitol)	433
DIERKS BENTLEY /Am I The Only One (Capitol)	388
JASON ALDEAN /Dirt Road Anthem (Broken Bow)	370
JUSTIN MOORE /If Heaven Wasn't So Far Away (Valory)	311
JAKE OWEN /Barefoot Blue Jean Night (RCA)	237
RODNEY ATKINS /Take A Back Road (Curb)	234

VIDEO ADDS

CMT

ERIC CHURCH/Homeboy (EMI Nashville)

CMT PURE

ERIC CHURCH/Homeboy (EMI Nashville)

MUMFORD & SONS/Roll Away Your Stone (Glassnote)

AVETT BROTHERS/Paranoia In B Major (American)

GAC

DOOBIE BROTHERS/World Gone Crazy (HOR)

ERIC CHURCH/Homeboy (EMI Nashville)

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IN LOVE...

GREG HANNA

"Makin' Love Real"

**IMPACTING
RADIO NOW!**



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Country Aircheck Activity

AARON LEWIS/Country Boy ((Stroudavarious)

591 points, 198 spins

1 ADD: **WQHK**

RANDY HOUSER/In God's Time (Show-Dog Universal)

535 points, 189 spins

1 ADD: **KCYE**

CARRIE UNDERWOOD/Songs Like This (19/Arista)

525 points, 129 spins

No adds

JENNETTE McCURDY/Generation Love (Capitol)

518 points, 175 spins

4 ADDS: **KATC, KIIM*, WBEE, WQYK***

COLT FORD/Country Thang f/Eric Church (Average Joes)

491 points, 152 spins

No adds

JACOB LYDA/I'm Doing Alright (DMG/Nine North)

489 points, 247 spins

No adds

GRETCHEN WILSON/I'd Love To Be Your Last (Redneck)

483 points, 147 spins

No adds

KID ROCK f/SHERYL CROW/Collide (Atlantic/RRP/BPG)

456 points, 140 spins

9 ADDS: **KNIX, KUBL*, KWJJ, WGGY, WGH, WIVK*, WSOC*, WUSH, WYNK**

KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA)

407 points, 127 spins

29 ADDS including: **DG, KATC, KATM*, KCCY, KFDI, KMDL, KMLE*, KSCS*, KUAD, KWJJ**

SUNNY SWEENEY/Staying's Worse Than Leaving (Republic Nashville)

348 points, 121 spins

7 ADDS: **KBEQ, KIIM*, KUPL, WCKT, WCTK*, WIWF, WUBL**

ADD DATES

MAY 16

BURNS & POE/Second Chance (Blue Steel/Nine North)**DAVID ADAM BYRNES**/She Only Wanted Flowers (Better Angels)**HUNTER HAYES**/Storm Warning (Atlantic/WMN)

MAY 23

DARIUS RUCKER/I Got Nothin' (Capitol)**JOE NICHOLS**/Take It Off (Show Dog-Universal)**LUNABELLES**/A Place To Shine (BNA)**PHIL VASSAR**/Let's Get Together (Rodeowave)

MAY 31

KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA)

Country Aircheck Top Recurrents

Points

THOMPSON SQUARE/Are You... (Stoney Creek) 9415**DARIUS RUCKER**/This (Capitol) 9159**JASON ALDEAN & KELLY CLARKSON**/Don't... (Broken Bow) 8351**ZAC BROWN BAND**/Colder Weather (So. Grnd/ATL/BPG) 7633**BILLY CURRINGTON**/Let Me Down Easy (Mercury) 6056**TIM MCGRAW**/Felt Good On My Lips (Curb) 5316**KENNY CHESNEY**/Somewhere With You (BNA) 5096**CHRIS YOUNG**/Voices (RCA) 4927**LUKE BRYAN**/Someone Else Calling You Baby (Capitol) 4885

ASHLEY GEARING/Five More Minutes (Curb)

342 points, 147 spins

No adds

COREY SMITH/Twenty One (2011) (Average Joes)

314 points, 95 spins

No adds

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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WRITTEN BY GORDIE SAMPSON, HILLARY LINDSEY AND STEVE MCEWAN

WATCH THE VIDEO

KNIX, WLHK, KUPL, KNTY, KSOP, KUBL, KRTY,
KDRK, WUSH, KRST, KBUL, WIVK, WCTQ,
WTGE, WIWF, KJJY, KIXZ, WKSJ, WWQM, WBUL,
WQHK, WKXC, KWNR, KEGA, WXBW

THANK YOU RADIO FOR THE EARLY SUPPORT!



LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Play
1	1	MIRANDA LAMBERT /Heart Like Mine (Columbia) 4 th Week at No. 1	15872	-372	2732	-82
5	2	BRAD PAISLEY f/ ALABAMA /Old Alabama (Arista)	15245	907	2635	152
4	3	SARA EVANS /A Little Bit Stronger (RCA)	15013	635	2567	90
3	4	RASCAL FLATTS /I Won't Let Go (Big Machine)	14598	64	2485	-9
7	5	KEITH URBAN /Without You (Capitol) ✓	13333	1124	2316	175
2	6	KENNY CHESNEY /Live A Little (BNA)	12807	-2023	2194	-380
8	7	THE BAND PERRY /You Lie (Republic Nashville)	11681	357	2051	49
6	8	JERROD NIEMANN /What Do You Want (Sea Gayle/Arista)	11581	-1352	1980	-228
13	9	JUSTIN MOORE /If Heaven Wasn't So Far Away (Valory) ✓	11308	1240	1946	200
9	10	RONNIE DUNN /Bleed Red (Arista)	11245	177	1954	15
10	11	CHRIS YOUNG /Tomorrow (RCA)	10778	612	1853	89
15	12	TAYLOR SWIFT /Mean (Big Machine)	10414	843	1825	138
18	13	BLAKE SHELTON /Honey Bee (Warner Bros./WMN) ✓	10386	2208	1787	356
11	14	TOBY KEITH /Somewhere Else (Show Dog-Universal)	10344	184	1774	17
12	15	EASTON CORBIN /I Can't Love You Back (Mercury)	9363	-741	1628	-119
17	16	LUKE BRYAN /Country Girl Shake It For Me (Capitol)	8774	461	1539	69
19	17	ASHTON SHEPHERD /Look It Up (MCA)	7690	584	1316	88
20	18	DIERKS BENTLEY /Am I The Only One (Capitol)	7339	965	1301	168
23	19	JASON ALDEAN /Dirt Road Anthem (Broken Bow)	6723	1030	1180	173
21	20	MARTINA MCBRIDE /Teenage Daughters (Republic Nashville)	6393	361	1102	43
22	21	ERIC CHURCH /Homeboy (EMI Nashville)	6384	588	1093	89
25	22	TRACE ADKINS /Just Fishin' (Show Dog-Universal)	5696	647	1004	105
24	23	JOSH TURNER /I Wouldn't Be A Man (MCA)	5295	-306	906	-62
26	24	JOSH THOMPSON /Won't Be Lonely Long (Columbia)	4905	414	830	61
27	25	STEEL MAGNOLIA /Last Night Again (Big Machine)	4115	-81	706	-22
33	26	ZAC BROWN BAND f/ JIMMY BUFFETT /Knee Deep (So. Ground/Atlantic/BPG) ✓	4057	2008	730	328
32	27	JAKE OWEN /Barefoot Blue Jean Night (RCA)	3830	992	667	157
28	28	BRETT ELDREDGE /Raymond (Atlantic/WAR)	3671	-131	592	-38
29	29	ELI YOUNG BAND /Crazy Girl (Republic Nashville)	3414	335	603	51
31	30	STEVE HOLY /Love Don't Run (Curb)	3157	169	563	21

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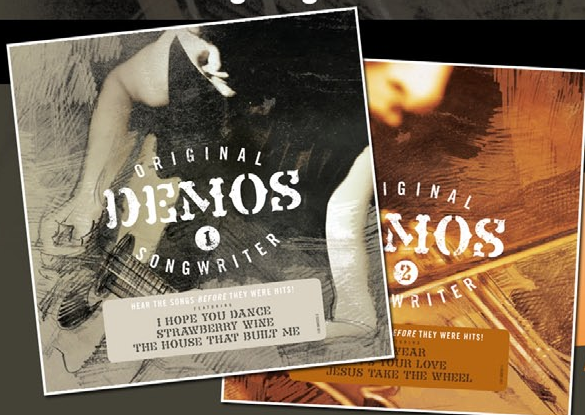
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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
34	31	RODNEY ATKINS /Take A Back Road (Curb)	2764	1039	503	184
30	32	LEE BRICE /Beautiful Every Time (Curb)	2461	-550	442	-102
Debut	33	LADY ANTEBELLUM /Just A Kiss (Capitol) ✓	2270	2270	404	404
39	34	BILLY CURRINGTON /Love Done Gone (Mercury)	2012	674	383	130
35	35	FRANKIE BALLARD /A Buncha Girls (Warner Bros./WMN)	1712	76	290	24
36	36	BRADLEY GASKIN /Mr. Bartender (Columbia)	1702	142	284	32
38	37	REBA /When Love Gets A Hold of You (Starstruck/Valory)	1562	120	276	23
37	38	DAVID NAIL /Let It Rain (MCA)	1417	-96	240	-19
41	39	SUGARLAND /Tonight (Mercury)	1332	160	237	33
40	40	LITTLE BIG TOWN /Reason Why (Capitol)	1148	-27	217	1
42	41	JAMES WESLEY /Didn't I (Broken Bow)	1020	-54	165	-9
43	42	JANEDEAR GIRLS /Shotgun Girl (Warner Bros./WMN)	965	18	191	6
Debut	43	KENNY CHESNEY F /GRACE POTTER/You And Tequila (BNA)	828	716	144	127
50	44	BRANTLEY GILBERT /Country Must Be Country Wide (Valory)	774	191	147	31
49	45	RANDY HOUSER /In God's Time (Show Dog-Universal)	755	132	138	26
45	46	STEVE AZAR /Hard Road (Ride)	701	-19	126	-2
46	47	SARAH DARLING /Something To Do With Your ... (Black River)	662	22	112	2
48	48	D.J. MILLER /Whatever It Takes (Evergreen)	627	1	115	0
47	49	AARON LEWIS /Country Boy (Stroudavarious)	626	-9	97	-3
54	50	SUNNY SWEENEY /Staying's Worse Than Leaving (Republic Nashville)	577	187	103	32
51	51	EDENS EDGE /Amen (Big Machine)	567	9	94	0
53	52	JACOB LYDA /I'm Doing Alright (DMG/Nine North)	498	-26	74	-7
44	53	CARRIE UNDERWOOD /Songs Like This (19/Arista)	496	-291	85	-39
Debut	54	THOMPSON SQUARE /I Got You (Stoney Creek)	475	253	95	50
55	55	GLORIANA /Wanna Take You Home (Emblem/WMN)	444	78	67	10
57	56	DUE WEST /When The Smoke Clears (Black River)	436	77	74	14
52	57	COLT FORD F /ERIC CHURCH/Country Thang (Average Joes)	417	-110	70	-20
56	58	DAVID BRADLEY /Hard Time Movin' On (Gecko)	372	8	66	2
Debut	59	MARGARET DURANTE /Maybe Tonight (Emrose/Stroudavarious)	325	90	45	12
59	60	STEALING ANGELS /Paper Heart (Skyville)	318	11	48	-1

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