

# COUNTRY AIRCHECK WEEKLY



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(CALLOUT AMERICA)

March 7, 2011

Issue 233

## First Time, Long Time: CRS Feedback

CRB Executive Director **Bill Mayne** hasn't crunched all the numbers yet, but told **Country Aircheck** he believes a sizeable portion of the 22% attendance increase for **CRS 2011** came from first-time attendees. Hallway buzz during the week from newbies and vets alike seemed positive. To be sure, we asked a mixture of CRS vets and first-timers to ruminate on the experience.

Veteran programmer **Doug Montgomery**, who programs Clear Channel's Premium Choice in addition to overseeing WBCT/Grand Rapids, echoed the generally strong consensus that the CRS digital curriculum was better than ever, posing this question: "When are they going to rename it, from Country Radio Seminar to Country Content Seminar? The digital discussions have come a long way from talking about 'hits' on a station website."

The comments of media/technology expert **Shelly Palmer** were a conversation starter, particularly this observation on station websites: "Most of them suck." Journal KFDI/Wichita PD **Beverlee Brannigan** – who's been to CRS 30 times – disagreed with Palmer's charge for stations to give up on their sites. "For the business we're in, we all have digital budgets that we're working towards, so websites can't be over for us. Most programmers believe their sites could be better."

*(continued on page 7)*



**Doug Montgomery**



**Beverlee Brannigan**



**Face The Camera:** The CRS 2011 New Faces and representatives from co-sponsors MDA and Country Aircheck gather following the show. Pictured (l-r, top) are CA's Lon Helton and Chuck Aly, Josh Thompson, Lee Brice, Jerrod Niemann and CA's RJ Curtis and Brad Helton; (bottom, l-r) are CA's Jeff Green, The Band Perry's Neil, Kimberly and Reid Perry, MDA's Abbey Umali and Steel Magnolia's Meghan Linsey and Joshua Scott Jones.

## New Faces Recap

Show Dog-Universal's **Trace Adkins** took the New Faces stage Friday night (3/4) to introduce a clip from his new movie, and used the opportunity to admonish his New Faces successors: "Sometimes you're gonna record stuff you think is great, but it's not," he hollered toward the backstage area. "Don't be hurt." Case in point, he went on, his current single "Brown Chicken Brown Cow." "Don't play that song anymore," he said to stunned laughter from the radio crowd. "Give me a mulligan, let's pretend that didn't happen and move on to the next one."

And then began the core of the night's program, featuring five rising performers who didn't dare suggest the radio crowd not play their music. Curb's **Lee Brice** opened with an amusing

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*"the reason why"*

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# Little Big Town

**19 FIRST WEEK STATIONS:**  
 KCYE, KIXZ, KKBQ, KSOP, KUBL,  
 WBEE, WDAF, WIVK, WIWF, WKMK,  
 WKSF, WMIL, WMZQ, WPOC, WRNS,  
 WTGE, WTNR, WWYZ, WXBM

[CLICK HERE TO LISTEN](#)

# Kip Moore

## *“Mary Was The Marrying Kind”*

*Tying the knot this Monday:*

**WMZQ / KYGO / WPOC / KUPL / KAJA / KRTY / KIXZ**



video that saw his beard grow to ZZ Top-ian proportions as he waited for “Love Like Crazy” to climb the charts. Before closing with that hit he cruised through new single “Beautiful Everytime” and sat solo at the piano to “play you some songs you played for me.” Brice segued two songs he co-wrote – Tim McGraw’s “Still” and Garth Brooks’ “More Than A Memory.”

Charlie Monk in Yoda ears made a cameo in **Steel Magnolia**’s vid, and the Big Machine duo powered through songs including “Ooh La La,” “Edge Of Goodbye” and “Last Night Again.” Meghan Linsey and Joshua Scott Jones covered “Help Me Make It Through The Night” and “Jackson,” closing with “Keep On Lovin’ You.”

Columbia’s **Josh Thompson** brought the honky tonk to the Nashville Convention Center. Kicking off with “Blame It On Waylon,” he showed his country bona fides with “Beer On The Table” and closer “Way Out Here,” and introduced new music with “Comin’ Around.” “Won’t Be Lonely Long” earned an appreciative response from the crowd.

**The Band Perry** were poised and polished as they rocked through their set, which began with new single “You Lie.” The Republic Nashville trio dropped a chorus of Tom Petty’s “Free Fallin’” into their “Independence,” and, of course, played their No. 1 “If I Die Young.” “We’re The Band Perry,” Kimberly Perry said to introduce closer “Quittin’ You.” “We play country music and we thank you for the opportunity to do so.”

The 2011 New Faces Show & Dinner concluded with **Jerrod Niemann**’s easy going set, led by “One More Drinkin’ Song.” Niemann diverged from the typical radio-airplay-centered thank-you to explain how impressed he’s been seeing everything stations do to help their communities and to commend them for it. The music continued with “What Do You Want From Me,” which was followed by “Down In Mexico.” The chart-topper “Lover, Lover” brought the night to a close.

### Town Hall Meeting

Led by all five CRS moderators, the closing session brought together many issues circulating during the conference, especially bottom-line considerations. With a nod to the “Show

### THE PAGE THREE PIC



**Good Ol’ Boys:** Making their way (the only way they know how) are then KFRE/Fresno PD Bob Mitchell ([bobmitchell@redneckrecords.com](mailto:bobmitchell@redneckrecords.com)), KUZZ/Bakersfield PD Evan Bridwell ([ebidwell@buckowens.com](mailto:ebidwell@buckowens.com)) and the late Waylon Jennings. Got on old school photo to share? Drop us a jpeg at [pagethreepic@countryaircheck.com](mailto:pagethreepic@countryaircheck.com).

Me The Money” panel in which the toughening economics of today’s record companies were illuminated, Sony Music Nashville Chairman/ CEO **Gary Overton** noted, “It’s all about breaking new artists ... you can make more with a new act selling fewer records than from larger sales by a major artist. The new acts are the exciting ones driving listeners to your station. But we’re seeing less and less success because of shrinking playlists, which hurt record sales.” He added, “We have to be fiscally responsible, but a finance guy cutting (budget) has never made anybody money; you can ‘save’ yourself into bankruptcy. But just spending more isn’t the answer, either. That’s why we’re looking at [return on investment] benchmarks for radio, retail and third-party partnerships. It’s time to recalibrate what we spend, just like other businesses.”



**Gary Overton**

Nuwoodoo’s **Marc Chase**, a former Clear Channel exec, made a case for collaborative initiatives to help all stakeholders.

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**TOBY KEITH**  
**“SOMEWHERE ELSE”**  
**MOST ADDED AGAIN!!**  
 Huge Spin Increase  
 98% Weekly Audience Gain  
**ADD AND CONVERT NOW!!**  
 Click Here to Listen!

“Technology has been the great disrupter, and has kicked the middlemen – radio and records – in the nuts. But 50% of the people who still use radio use it for music discovery. That’s a win for consumers, managers, labels and stations. But we can’t be so territorial. We have to change our mindset. Otherwise, we can’t innovate the way we need to.”

The debate over performance royalties for labels and artists was purposely not featured during CRS, but Overton did address it at the Town Hall: “The record business was built on one revenue stream, and that’s dying. The ‘360’ deals are on new acts, so our percentage is nothing. We have no other income. Spending \$1 million on new acts? You can’t do that too long without going broke. Labels made a mistake years ago when radio was not being required to pay. This [effort] is a survival tactic, to be honest with you.”

Tongue-in-cheek, co-moderator **Charlie Cook** asked, “If we (radio) pay, can we pick the records?” Overton quipped, “If you’ll play it 25 times, I’ll be happy to rent you the song and make you a helluva deal.”

### PPM Under The Hood

Media Monitors’ **Philippe Generali** showed an intriguing chart highlighting the PPM audience flow between San Francisco competitors KYLD and KMEL during any stopset, indicating very little loyalty. He advised, “Avoid sending cues that commercials are coming.” Asked what cuts through in PPM, Arbitron’s **Bill Rose** said, “Branding and perception – the same as in the diary. I recommend reading Ries & Trout’s *Positioning: The Battle For Your Mind* – it’s still the best marketing book for radio people.” The ratings firm’s **Gary Marince** added, “Radio needs to think of some program elements as a branding investment, even at the cost of temporary audience loss.



Gary Marince and Philippe Generali

As for the notion that a station loses ratings because a P1 household drops out, Marince said, “Many changes in PPM ratings are unrelated to panel change. Recurring

### CHECK OUT: 3/8



#### Sara Evans *Stronger* (RCA)

Evans dedicates her first studio album since 2007’s *Real Fine Place* to her husband Jay Barker and her late grandmother Mildred Pauline Floyd. Evans co-wrote the entire album except for “Alone,” the single “A Little Bit Stronger” and the Rod Stewart cover “My Heart Can’t Tell You No.” Co-writers include Andrew Dorff, Luke Laird, Kara DioGuardi and brother Matt Evans. Tony Brown, Nathan Chapman, Marti Frederiksen, Sara and Matt have producer credits. A bluegrass version of “Born To Fly” closes the 10-track collection.



#### Charley Pride *Choices* (Music City)

Pride enlisted some of his favorite songwriters including the self-proclaimed Mayor of Music Row Charlie Monk to pen his first album in five years. Monk co-wrote “Cajun Party Time” and “This Bed’s Not Big Enough.” “Crystal Chandeliers” writer Ted Harris, “Kiss An Angel Good Morning” writer Ben Peters and son Dion Pride are among the writers. Pride produced the 13-track record.

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

panelists make frequent changes in station favorites.” He recommended averaging the daily occasions among successful stations to see where yours ranks. “Time spent per occasion runs about 9-10 minutes, regardless of a station’s success. But getting from nine to 10 greatly increases the chance of a second quarter-hour of credit.”


### Chart Chat

Congrats to **Jason Aldean, Kelly Clarkson, Carson James, Lee Adams** and the entire **Broken Bow** promotion staff on charting this week’s No. 1 song with the Aldean/Clarkson duet “Don’t You Wanna Stay.” Aldean celebrated the song and his 11-weeks-to-platinum *My Kinda Party* album last week in Nashville.



Jason Aldean

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# Don't You Wanna Stay...#1?

## YES WE DO!!!

### Jason Aldean with Kelly Clarkson


Still a Young Record with Lots of Growth Left!

CA/MB **1** +311sp +796 pts

BB **1** +294 sp +2.27 mil aud

ACM Nominated for **Top Male Vocalist & Entertainer of the Year**

Cast your vote TODAY!



# ELI YOUNG BAND

## CRAZY GIRL

**#2** MOST ADDED IN  
COUNTRY AIRCHECK/MEDIABASE!  
**38** REPORTING STATIONS ON BY ADD DATE!



**THANK YOU  
COUNTRY RADIO!**

*Republic*  
NASHVILLE

## News & Notes

Columbia's **Joanna Smith** performed the National Anthem Saturday (3/5) prior to the OVC Men's Basketball Championship game between Morehead State and Tennessee Tech. Smith also gifted an iPod Shuffle to a Brentwood, TN's Michael, who also won a Smith meet-and-greet.

**Rascal Flatts** will perform live in the **SiriusXM** studios as part of the provider's *Artist Confidential* series March 9 at 5pm ET.

Mississippi Governor **Haley Barbour** and the Mississippi Arts Commission presented **Mac McAnally** the 2011 Governor's Award for Excellence in the Arts Thursday (2/24) during a **Marty Stuart**-emceed ceremony. The next day, McAnally's landmark on the state's Country Music Trail was unveiled in Belmont, MS.

**Nettwerk One Music** (NW1) has announced a publishing Joint venture with **Revelry Music Group** in Nashville, launching three new Nashville writer signings: **Thom Donovan**, **Anthony Smith** and **Jessie Jo Dillon**.



Joanna Smith

## This Week's Top Stories

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

- Valory VP/Field Promotion **George Briner** added West coast duties, replacing the recently promoted Chris Loss. (CAT 3/7)
- Skyville Head/Business & Legal Affairs **Wayne Halper** left the label to focus his attention on his law practice and management clients. (CAT 3/7)
- WKDF/Nashville morning host **Marty McFly** was upped to PD and will continue in mornings. (BN 3/5)
- Radio and label vet **Paul Williams** was named VP/Promotion & Marketing at Skyville. (BN 3/4)
- KMXN (The Bull)/Topeka, KS PD **Amber Lee** graduated to the OM position following the departure of Chris Merrill (CAT 3/4)
- Veteran promotion executive **Dale Turner** joined Skyville Records as National Dir./Radio Marketing & Promotion. (CAT 3/2)
- Universal Music Group Chairman **Doug Morris** will join Sony

## OFF THE RECORD: SUNNY SWEENEY



Sunny Sweeney

Republic Nashville's **Sunny Sweeney** gives an industry spin on the artist interview:

**Do you remember the first time you heard your single on the radio?** May 24 last year, KHKI (The Hawk)/Des Moines, IA. I was freaking out. Every time I see [former PD] Andy Elliott, I'm like, "I will forever be grateful to you." I called my mom and gushed, "Oh my God, I'm on the radio!" **Funniest radio tour memory?** I have this travel bag that's my purse and computer

bag in one. Marci Braun from WUSN/Chicago and I are at this fancy freaking restaurant and we may or may not have had a couple of cocktails. I'm rolling this computer bag around, and she's ragging on me, "What are you doing with that bag? We're in this fancy restaurant." We were laughing so hard because my big bag had to have its own chair at the table. Everybody was like, "Do you want me to check your bag?" I'm like, "No, I'm good." The bag is always my date on the road.

**What gross truck stop food tempts you?** All of it. Corn dogs. Those big, fat french-fried jojos are the direct spawn of the devil. They literally have some evil power in them that makes you have to eat them. You look at them, and you get fat. When I'm traveling, I only take a couple pair of jeans with me, so if I eat one, there's seriously a day when I'm like, "Damn, I need some Spandex for tonight."

**What's the best radio reception you've ever received?** We were in Sacramento for a Halloween event last year, and it was the first time I literally heard an entire crowd sing "From A Table Away." I was almost in tears. I wrote that song in December 2009, and there we were, less than a year later.

**What are your plans if the song goes No. 1?** Jessica from Kentucky was a fan who became a friend, and we've come up with this plan that if one of my songs goes No. 1 we're going to have a mullet party. Everybody's got to wear mullet wigs. I have an affinity for mullets. I have a whole section on my MySpace page dedicated to them. Hey, I've got to have a hobby out on the road. It gives me something to look for. Permed in the back and spiky on top is best.

**Music Entertainment** as Chief Executive Officer July 1, succeeding **Rolf Schmidt-Holtz**, who will depart Sony at the end of this month. (3/2)

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**DUE WEST** "When The Smoke Clears"

Available Now on Play MPE

**Impacting Monday, 3/14**

The New Video Smokes!  
Check It Out [Here](#)

BLACK RIVER ENTERTAINMENT

## CRS Feedback

(continued from page 1)

**Tasha Terry** is a producer for **Whitney Allen's** syndicated *Big Time* program. Still fairly new to the business, Terry was a first-time attendee. Though networking proved beneficial, Terry also appreciated the educational aspect, particularly the "Normal People" live focus group. "What really caught my attention during the discussion was that listeners knew songs but couldn't name the artists," she says. "This tells me we may need to shift how we program music."

Longtime PD, first-time CRS attendee **Kevin Callahan** from Lincoln Financial's KSON/San Diego pointed out the CMA/CRB Research project specifically: "A PD could walk away with several action items based on the findings." Brannigan called it one of her CRS "aha" moments: "Looking at some of the mobile data that was presented; how important people's cell phones are ... mobile is something we really have to pay attention to."

Back at CRS after missing last year, syndicated personality **Lia Knight** told CA, "It seemed like it's a little less about the party and more about networking and sharing ideas. Clearly there are other things on radio's collective mind. Whatever you've got that might be working, pass it on."

**Lisa Penhart** is a radio sales vet, but new to Country and currently handling accounts for Mt. Wilson's KKGO/Los Angeles. She won the CRS trip as a sales incentive. Penhart was impressed with the UMGN Lunch, the Sony Boat, Luke Bryan at the Capitol lunch and a "Girls Night Out" dinner, but panels were also a highlight. "Paul Weyland's Sales: 'Think Like An Ad-man' ... Shoot, I bought his four CDs!" Penhart also cited "From Mouths Of Decision Makers," saying panelists "gave great insights into what proposals would get a call back and what wouldn't" Asked if CRS met expectations, Penhart commented, "CRS definitely over-delivered! I have to come again next year. Please, Saul Levine [KKGO's owner]. Please do another sales contest so I can win it again!"



Tasha Terry



Kevin Callahan



Lia Knight

CAC

## MY TUNES: MUSIC THAT SHAPED MY LIFE



Mara Sidweber

Bigger Picture Group's W/SW Regional **Mara Sidweber** discusses her most influential songs, albums or concerts:  
**1. Bobby Brown, Don't Be Cruel:** I went to a magnet elementary school in a really rough area. The neighborhood kids would fight in the classroom like nothing I'd ever seen before, but at recess they would put on their music and all be best friends. I didn't recognize it in these terms then, but it made me see music as a language all its

own that everyone can speak. I began to equate music and unity.

**2. Joe Cocker, You Are So Beautiful:** For as long as I can remember, this has been my dad's song to me. To this day, when it comes on, no matter where we are, he makes me dance with him. He has even pulled the car over before so we could get out and dance. Dads are so good at embarrassing daughters!

**3. Kenny Chesney, Me And You:** I am a born-and-bred Texan, but I did not grow up listening to country. My high school friends did, though, and they always had it on in the car. This was the first country song I ever loved. It definitely helped broaden my musical tastes.

**4. Billy Joel, An Innocent Man:** The first LP I bought with my "tooth fairy money." I think I was five years old. Damn, I had good taste as a kid!

**5. Kings Of Leon, Dallas' Palladium Ballroom, November 2008/Dallas' American Airlines Center, October 2009:** In 11 months, the KOL went from playing a 1,500-capacity venue to a 15,000-capacity venue. Although I have worked in this industry for a decade now, the power of radio still completely amazes me.  
 • **A highly regarded song or album you've never heard:** *O Brother, Where Art Thou?* – even through all the awards, acclaim and albums sold.

• **An "important" piece of music you just don't get:** Beethoven, or any classical music, really. I mean, where are the words?

• **An album you played or listened to incessantly:** Hanna-McEuen. I flipped for these guys when UMG launched Jaime and Jonathan. It's still one of my favorite albums and such a shame to me that their uniquely cool sound wasn't embraced at radio.

• **One obscure or non-country song everyone should listen to right now:** "F\*\*k You" by Cee Lo Green. I subscribe to the theory that music should move you or make you move. It's impossible to hear this song and remain still.

Reach out to Mara at [mara.sidweber@biggerpicturegroup.com](mailto:mara.sidweber@biggerpicturegroup.com).

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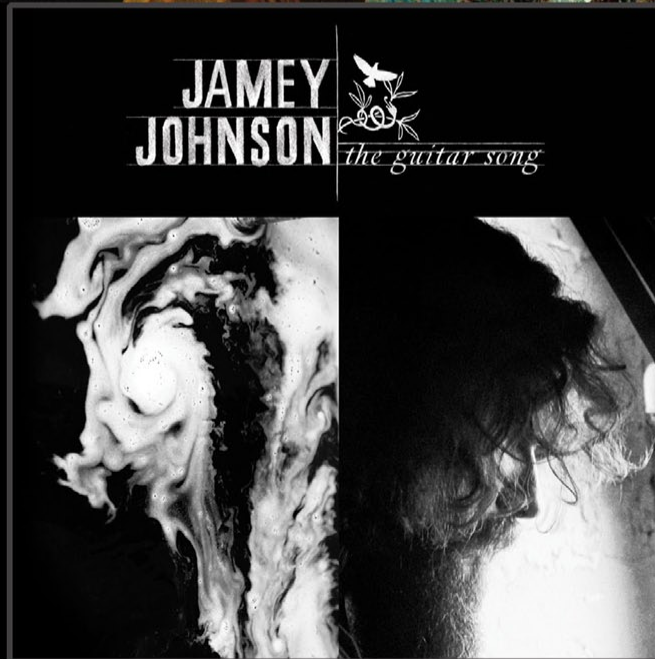
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**Fort Wayne's BEST & MOST Country**

Thank you, friends, for your support of **WQHK** at the CRB/Country Aircheck Awards!

- **Rob Kelley** – OM/PD of the Year (Small Market)

- **Dan, Dude & Lori Mae** – Personality/Show of the Year (Small Market)

# Celebrating Great Works of Art...



*"A new masterpiece"* -The Wall Street Journal  
**For Your Consideration 🗎 ACM Album of the Year**





LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
2	1	📶 JASON ALDEAN & KELLY CLARKSON/Don't You... (Broken Bow)	16896	796	5722	311	41.49	2.11	127	0
3	2	📶 BRAD PAISLEY/This Is Country Music (Arista)	16647	816	5630	290	40.36	2.01	127	0
5	3	📶 BILLY CURRINGTON/Let Me Down Easy (Mercury) ✓	15326	966	5239	312	37.51	2.59	127	0
7	4	📶 THOMPSON SQUARE/Are You Gonna Kiss... (Stoney Creek) ✓	14461	2444	5000	799	34.6	5.08	127	0
1	5	TAYLOR SWIFT/Back To December (Big Machine)	13910	-2483	4563	-893	33.9	-5.58	126	0
4	6	BLAKE SHELTON/Who Are You When... (Warner Bros./WMN)	13509	-1582	4483	-669	33.5	-3	127	0
8	7	📶 LADY ANTEBELLUM/Hello World (Capitol)	12291	596	4277	252	29.4	1.9	122	0
9	8	📶 ZAC BROWN BAND/Colder Weather (SG/Atlantic/BPG)	11933	927	4032	369	29.53	2.61	126	0
10	9	📶 DARIUS RUCKER//This (Capitol)	11183	694	3745	223	27.28	1.6	127	0
12	10	📶 SUNNY SWEENEY/From A Table Away (Republic Nashville)	10505	859	3560	261	25.47	2.58	126	0
11	11	📶 JERROD NIEMANN/What Do You Want (Sea Gayle/Arista)	10113	440	3474	186	24.47	1.04	127	3
13	12	📶 MIRANDA LAMBERT/Heart Like Mine (Columbia)	9556	509	3196	200	22.94	1.39	126	1
14	13	📶 SUGARLAND/Little Miss (Mercury)	8749	468	2919	163	21.27	1.52	123	1
18	14	📶 RASCAL FLATTS/I Won't Let Go (Big Machine) ✓	8126	1231	2777	464	19.03	2.04	126	0
17	15	📶 RONNIE DUNN/Bleed Red (Arista)	7817	901	2601	320	17.73	3.1	127	0
16	16	📶 JOE NICHOLS/The Shape I'm In (Show Dog-Universal)	7634	376	2573	125	17.98	1.24	121	0
19	17	📶 SARA EVANS/A Little Bit Stronger (RCA)	7368	586	2559	184	18.15	1.59	123	1
25	18	📶 KENNY CHESNEY/Live A Little (BNA) ✓	6642	2040	2254	695	16.65	5.73	125	7
20	19	📶 CRAIG CAMPBELL/Family Man (BPG)	6558	478	2332	156	16.3	1.58	116	0
22	20	📶 BAND PERRY/You Lie (Republic Nashville)	5937	521	1999	184	13.85	1.65	121	6
21	21	📶 JOSH KELLEY/Georgia Clay (MCA)	5930	388	1954	142	12.59	1.22	119	0
26	22	📶 KEITH URBAN/Without You (Capitol) ✓	5782	1629	1995	547	14.19	4.53	121	14
15	23	JANEDEAR GIRLS/Wildflower (Warner Bros./WMN)	5516	-2242	1721	-795	13.49	-5.24	124	0
23	24	📶 JAMES WESLEY/Real (Broken Bow)	5380	10	1926	-3	12.95	0.06	114	0
24	25	📶 EASTON CORBIN/I Can't Love You Back (Mercury)	5031	415	1803	139	11.59	1.16	117	1

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

**LOCASH COWBOYS**

**"KEEP IN MIND"**

**CA/MB: 36 BB: 37\***

**NEW:**  
**WKLB WSOC WFUS WBUL**

**Your CORE Listeners Are On Board!**

**#17 OVERALL 35-44 #16 MEN 35-44**  
**#17 FEMALES 35-44 #20 FEMALES 25-44**

STROUDAVARIOUS RECORDS  
(Call Out America)



# Ashley Gearing

*"Five More Minutes"*

The song everyone at CRS  
was buzzing about.

**GOING FOR ADDS**  
**3/21/11**

**CURB**  
RECORDS  
curb.com



# Lee Brice

*"BEAUTIFUL EVERY TIME"*

TREMENDOUS RESPONSE TO HIS  
NEW FACES PERFORMANCE.

NEW VIDEO DEBUTS THIS  
WEEK AT GAC AND CMT

**CURB**  
RECORDS  
curb.com



# Tim McGraw & Gwyneth Paltrow

*"ME AND TENNESSEE"*

Already Playing On:

KKGO, WYCD, WKLB, WKHX, WUBL, KTEX, WMZQ,  
WPOC, WFUS, KIIM, KUPL, WIVK, WLHK, WPAW,  
WQYK, WSIX, WWQM, WYRK, KTTS, WITL, WGTY,  
KWJJ, WUSJ, KBEQ, WCKT, WGNE, WIWF, WKXC,  
WOGK, WWGR, KCCY, KCYE, WKSF, WQHK, KXKS,  
KZSN, WMAD, WXCY, KATM, KIXZ, KIZN, KSOP,  
KUBL, WDXB, WPCV, WTGE, WTQR, WXBM, WYNK

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RECORDS LABEL  
A DIVISION OF

LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
27	26	📶 REBA/If I Were A Boy (Starstruck/Valory)	4160	429	1480	172	9.46	1.26	112	3
28	27	CLAY WALKER/Where Do I Go From You (Curb)	3626	-42	1341	-10	7.94	-0.07	103	0
29	28	📶 ASHTON SHEPHERD/Look It Up (MCA)	3340	259	1177	98	7.02	0.85	103	1
30	29	📶 BRETT ELDREDGE/Raymond (Atlantic/WAR)	2837	31	1037	9	5.81	-0.02	100	3
36	30	📶 JUSTIN MOORE/If Heaven Wasn't So Far Away (Valory)	2726	810	937	276	5.78	1.6	93	11
31	31	📶 JOSH TURNER/I Wouldn't Be A Man (MCA)	2685	108	947	26	6.08	0.36	88	1
32	32	📶 STEEL MAGNOLIA/Last Night Again (Big Machine)	2525	74	904	48	4.81	0.27	95	5
33	33	📶 UNCLE KRACKER f/ KID ROCK/Good To... (Top Dog/Atlantic/BPG)	2497	165	890	46	5.47	0.57	80	1
34	34	📶 LEE BRICE/Beautiful Every Time (Curb)	2318	10	919	16	4.11	-0.21	97	4
35	35	📶 JOSH THOMPSON/Won't Be Lonely Long (Columbia)	2172	55	820	4	4.47	0.43	80	1
37	36	📶 LOCASH COWBOYS/Keep In Mind (Stroudavarious)	1943	115	719	26	3.74	0.31	68	3
<b>AIRBORNE</b>		<b>CHRIS YOUNG/Tomorrow (RCA)</b>	<b>1928</b>	<b>937</b>	<b>693</b>	<b>328</b>	<b>4.01</b>	<b>2.04</b>	<b>96</b>	<b>28</b>
46	38	📶 TOBY KEITH/Somewhere Else (Show Dog-Universal)	1592	900	562	313	3.18	1.57	64	24
38	39	📶 TROY OLSEN/Good Hands (EMI Nashville)	1495	164	564	51	2.72	0.49	62	3
<b>AIRBORNE</b>		<b>STEVE HOLY/Love Don't Run (Curb)</b>	<b>1439</b>	<b>201</b>	<b>607</b>	<b>65</b>	<b>2.59</b>	<b>0.47</b>	<b>76</b>	<b>3</b>
40	41	📶 TRACE ADKINS/Brown Chicken Brown Cow (Show Dog-Universal)	1330	266	441	40	2.34	0.74	45	1
42	42	📶 RANDY MONTANA/1,000 Faces (Mercury)	1042	96	403	36	1.37	0.2	58	3
43	43	📶 CHUCK WICKS/Old School (N2U/CO5)	902	22	385	-7	1.33	0.07	43	1
47	44	📶 TIM MCGRAW & GWYNETH PALTROW/Me And... (Curb/RCA)	859	274	300	113	1.75	0.51	41	12
44	45	📶 KATIE ARMIGER/Best Song Ever (Cold River)	845	68	297	35	1.54	0.11	29	1
49	46	📶 ERIC CHURCH/Homeboy (EMI Nashville)	796	309	302	130	1.47	0.44	41	14
45	47	📶 LEANN RIMES/Crazy Women (Curb)	730	13	259	3	1.21	0.01	34	0
Debut	48	📶 ELI YOUNG BAND/Crazy Girl (Republic Nashville)	627	224	160	57	1.36	0.54	33	26
48	49	📶 DAVID NAIL/Let It Rain (MCA)	562	64	265	40	0.74	0.11	43	4
Debut	50	📶 WALKER HAYES/Why Wait For Summer (Capitol)	512	98	184	29	0.95	0.3	28	4

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

**BRETT ELDREDGE**  
*Raymond*

**TOP 30!**  
**112 STATIONS ON**  
**+77 SPINS**

**FRANKIE BALLARD**  
**A BUNCHA GIRLS**

**AND A BUNCHA ADDS!**  
WQBE, WPOC,  
Premium Choice,  
KTTS, WYNK, WTQR

ALBUMS  
W  
WARNER MUSIC

WB  
W  
WARNER MUSIC

### Country Aircheck Add Leaders

<b>CHRIS YOUNG</b> /Tomorrow (RCA)	28
<b>ELI YOUNG BAND</b> /Crazy Girl (Republic Nashville)	26
<b>TOBY KEITH</b> /Somewhere Else (Show Dog-Universal)	24
<b>ERIC CHURCH</b> /Homeboy (EMI Nashville)	14
<b>KEITH URBAN</b> /Without You (Capitol)	14
<b>LITTLE BIG TOWN</b> /Reason Why (Capitol)	13
<b>TIM MCGRAW &amp; GWYNETH PALTROW</b> /Me And Tennessee (Curb/RCA)	12
<b>JUSTIN MOORE</b> /If Heaven Wasn't So Far Away (Valory)	11
<b>DIRT DRIFTERS</b> /Something Better (Warner Bros./WMN)	8
<b>KENNY CHESNEY</b> /Live A Little (BNA)	7
<b>TAYLOR SWIFT</b> /Mean (Big Machine)	7

### Country Aircheck Top Point Gainers

<b>THOMPSON SQUARE</b> /Are You Gonna Kiss Me... (Stoney Creek)	2444 ✓
<b>KENNY CHESNEY</b> /Live A Little (BNA)	2040 ✓
<b>KEITH URBAN</b> /Without You (Capitol)	1629 ✓
<b>RASCAL FLATTS</b> /I Won't Let Go (Big Machine)	1231 ✓
<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury)	966 ✓
<b>CHRIS YOUNG</b> /Tomorrow (RCA)	937
<b>ZAC BROWN BAND</b> /Colder... (Southern Ground/Atlantic/BPG)	927
<b>RONNIE DUNN</b> /Bleed Red (Arista)	901
<b>TOBY KEITH</b> /Somewhere Else (Show Dog-Universal)	900
<b>SUNNY SWEENEY</b> /From A Table Away (Republic Nashville)	859

### Country Aircheck Top Spin Gainers

<b>THOMPSON SQUARE</b> /Are You Gonna Kiss Me... (Stoney Creek)	799
<b>KENNY CHESNEY</b> /Live A Little (BNA)	695
<b>KEITH URBAN</b> /Without You (Capitol)	547
<b>RASCAL FLATTS</b> /I Won't Let Go (Big Machine)	464
<b>ZAC BROWN BAND</b> /Colder... (Southern Ground/Atlantic/BPG)	369
<b>CHRIS YOUNG</b> /Tomorrow (RCA)	328
<b>RONNIE DUNN</b> /Bleed Red (Arista)	320
<b>TOBY KEITH</b> /Somewhere Else (Show Dog-Universal)	313
<b>BILLY CURRINGTON</b> /Let Me Down Easy (Mercury)	312
<b>JASON ALDEAN &amp; KELLY CLARKSON</b> /Don't You... (Broken Bow)	311

### Activator Top Point Gainers

<b>KENNY CHESNEY</b> /Live A Little (BNA)	1840 ✓
<b>KEITH URBAN</b> /Without You (Capitol)	1827 ✓
<b>THOMPSON SQUARE</b> /Are You Gonna Kiss Me... (Stoney Creek)	1656 ✓
<b>CHRIS YOUNG</b> /Tomorrow (RCA)	1492 ✓
<b>JUSTIN MOORE</b> /If Heaven Wasn't So Far Away (Valory)	1429 ✓
<b>TOBY KEITH</b> /Somewhere Else (Show Dog-Universal)	1363
<b>ZAC BROWN BAND</b> /Colder... (Southern Ground/Atlantic/BPG)	1196
<b>RONNIE DUNN</b> /Bleed Red (Arista)	955
<b>RASCAL FLATTS</b> /I Won't Let Go (Big Machine)	918
<b>BAND PERRY</b> /You Lie (Republic Nashville)	843

### Activator Top Spin Gainers

<b>KENNY CHESNEY</b> /Live A Little (BNA)	279
<b>KEITH URBAN</b> /Without You (Capitol)	278
<b>THOMPSON SQUARE</b> /Are You Gonna Kiss Me... (Stoney Creek)	269
<b>CHRIS YOUNG</b> /Tomorrow (RCA)	240
<b>TOBY KEITH</b> /Somewhere Else (Show Dog-Universal)	228
<b>JUSTIN MOORE</b> /If Heaven Wasn't So Far Away (Valory)	222
<b>ZAC BROWN BAND</b> /Colder... (Southern Ground/Atlantic/BPG)	178
<b>RONNIE DUNN</b> /Bleed Red (Arista)	144
<b>RASCAL FLATTS</b> /I Won't Let Go (Big Machine)	143
<b>BAND PERRY</b> /You Lie (Republic Nashville)	135

#### VIDEO ADDS

##### CMT

**LUKE BRYAN**/It's A Shore Thing (Capitol)  
**SIERRA HULL**/Easy Come, Easy Go (Rounder)

##### CMT PURE

**AVETT BROTHERS**/Head Full Of Doubt/Road Full Of Promise (Live) (Columbia)  
**LEE BRICE**/Beautiful Every Time (Curb)  
**LUKE BRYAN**/It's A Shore Thing (Capitol)  
**SIERRA HULL**/Easy Come, Easy Go (Rounder)

##### GAC

**LEE BRICE**/Beautiful Every Time (Curb)  
**LUKE BRYAN**/It's A Shore Thing (Capitol)

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**AS SEEN ON TMZ!!**

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 THE GIRL, THE WHOLE EXPERIENCE

**IS YOUR STATION SOUNDING BALLAD-HEAVY?  
 JACK UP THE TEMPO WITH "HILLBILLY ROCKSTAR" AND  
 WATCH THE ENERGY LEVEL SPIKE! BRING ON THE PARTY!!**

**CLICK TO SEE FOR YOURSELF!**

**49**  
 Real forty nine records

# Country Aircheck Activity

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

Moves 44\*-45\*; 845 points, 297 spins  
1 ADD: **WGAR**

**ERIC CHURCH/Homeboy (Capitol)**

Moves 49\*-46\*; 796 points, 302 spins  
15 ADDS including: **KATC\*, KCCY, KHKI\*, KJUG, KUZZ, PCCO, WDXB, WEZL, WGNE, WIOV**

**LEANN RIMES/Crazy Women (Curb)**

Moves 45-47\*; 730 points, 259 spins  
No adds

**ELI YOUNG BAND/Crazy Girl (Republic Nashville)**

Enters at 48\*; 627 points, 160 spins  
26 ADDS including: **KBEQ, KCCY, KDRK, KFRG\*, KIXZ, KNCI\*, KRTY, KSKS, KSOP, KTST**

**DAVID NAIL/Let It Rain (MCA)**

Moves 48\*-49\*; 562 points, 265 spins  
4 ADDS: **KATC\*, KTST, WEZL, WKMK**

**WALKER HAYES/Why Wait For Summer (Capitol)**

Enters at 50\*; 512 points, 184 spins  
4 ADDS: **WBUL, WGTY, WTQR, WWQM**

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

463 points, 188 spins  
4 ADDS: **WBEE, WGH, WPOC, WXBQ**

**JOEY + RORY/That's Important To Me (Vanguard/Sugarhill/BPG)**

440 points; 165 spins  
2 ADDS: **KWJJ, WFUS**

**HARTERS/If I Run (BPP)**

438 points; 188 spins  
1 ADD: **WCTO\***

**FRANKIE BALLARD/Buncha Girls (Warner Bros./WMN)**

420 points, 158 spins  
4 ADDS: **PCCO, WPOC, WTQR, WYNK**

**DIRT DRIFTERS/Something Better (Warner Bros./WMN)**

359 points, 176 spins  
8 ADDS: **KAJA, KFRG\*, KZSN, WBUL, WGGY, WITL, WKSJ, WMIL**

**AARON LEWIS/Country Boy (Stroudavarious)**

328 points, 119 spins  
2 ADDS: **WIWF, WMIL**

## ADD DATES

**MARCH 14**

**DUE WEST/When The Smoke Clears (Black River)**  
**KENNY CHESNEY/Live A Little (BNA)**  
**KIP MOORE/Mary Was The Marrying Kind (MCA)**  
**LEAH SEAWRIGHT/On The Backroads (Skytone/Edgehill)**  
**TAYLOR SWIFT/Mean (Big Machine)**

**MARCH 21**

**ASHLEY GEARING/Five More Minutes (Curb)**  
**JANEDEAR GIRLS/Shotgun Girl (Warner Bros./WMN)**  
**MARTINA MCBRIDE/Teenage Daughters (Republic Nashville)**

**MARCH 28**

**EDENS EDGE/Amen (Big Machine)**  
**GLORIANA/Wanna Take You Home (Emblem/WMN)**  
**JODY BOOTH/Gold Digger (Vigilante/CO5)**

## Country Aircheck Top Recurrents

Points

<b>LUKE BRYAN/Someone Else Calling You Baby (Capitol)</b>	9694
<b>CHRIS YOUNG/Voices (RCA)</b>	8372
<b>KENNY CHESNEY/Somewhere With You (BNA)</b>	8024
<b>TIM MCGRAW/Felt Good On My Lips (Curb)</b>	7295
<b>KEITH URBAN/Put You In A Song (Capitol)</b>	6292
<b>ZAC BROWN BAND f/ A. JACKSON/As... (Southern Ground/Atlantic/BPG)</b>	5830
<b>JASON ALDEAN/My Kinda Party (Broken Bow)</b>	5202
<b>RASCAL FLATTS/Why Wait (Big Machine)</b>	4585
<b>DARIUS RUCKER/Come Back Song (Capitol)</b>	4381
<b>RODNEY ATKINS/Farmer's Daughter (Curb)</b>	4352

**JOANNA SMITH/Georgia Mud (Columbia)**

321 points, 163 spins  
4 ADDS: **KATM\*, KJUG, WKMK, WOGK**

**JAMEY JOHNSON/Heartache (Mercury)**

305 points, 132 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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**Taylor Swift**  
**MEAN**

THE FOLLOW-UP TO THE #1 HITS "MINE" & "BACK TO DECEMBER" FROM THE 3X PLATINUM #1 ALBUM *SPEAK NOW*

**ON PLAY MPE NOW  
ON YOUR DESK TUESDAY**

**IMPACTING MONDAY 3/14**

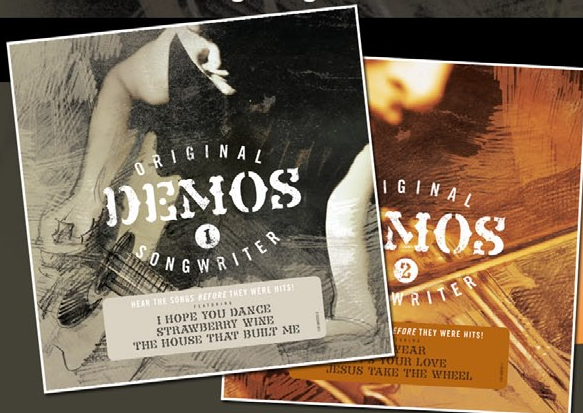
**BIG MACHINE RECORDS**

LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Play
2	1	📶 JASON ALDEAN & KELLY CLARKSON/Don't You Wanna Stay (Broken Bow)	16791	706	2784	110
1	2	📶 BRAD PAISLEY/This Is Country Music (Arista)	16486	61	2715	-8
3	3	📶 BILLY CURRINGTON/Let Me Down Easy (Mercury)	16178	463	2675	67
5	4	📶 LADY ANTEBELLUM/Hello World (Capitol)	15593	690	2558	95
7	5	📶 THOMPSON SQUARE/Are You Gonna Kiss Me Or Not (Stoney Creek) ✓	15307	1656	2520	269
8	6	📶 ZAC BROWN BAND/Colder Weather (Southern Ground/Atlantic/BPG)	13816	1196	2262	178
6	7	TAYLOR SWIFT/Back To December (Big Machine)	12919	-1006	2098	-182
4	8	BLAKE SHELTON/Who Are You When I'm Not... (Warner Bros./WMN)	12852	-2124	2075	-408
10	9	📶 DARIUS RUCKER/This (Capitol)	12230	471	2002	64
11	10	📶 JERROD NIEMANN/What Do You Want (Sea Gayle/Arista)	11621	585	1915	82
13	11	📶 MIRANDA LAMBERT/Heart Like Mine (Columbia)	10952	470	1792	81
12	12	📶 SUNNY SWEENEY/From A Table Away (Republic Nashville)	10949	414	1784	41
14	13	📶 SUGARLAND/Little Miss (Mercury)	10025	214	1643	34
15	14	📶 RONNIE DUNN/Bleed Red (Arista)	9837	955	1602	144
17	15	📶 RASCAL FLATTS/I Won't Let Go (Big Machine)	9370	918	1528	143
18	16	📶 SARA EVANS/A Little Bit Stronger (RCA)	8541	575	1404	78
19	17	📶 JOE NICHOLS/The Shape I'm In (Show Dog-Universal)	7838	245	1280	28
20	18	📶 BAND PERRY/You Lie (Republic Nashville)	7790	843	1283	135
24	19	📶 KENNY CHESNEY/Live A Little (BNA) ✓	7703	1840	1259	279
21	20	📶 CRAIG CAMPBELL/Family Man (BPG)	7333	525	1161	71
26	21	📶 KEITH URBAN/Without You (Capitol) ✓	7287	1827	1191	278
22	22	📶 EASTON CORBIN/I Can't Love You Back (Mercury)	7091	438	1152	67
23	23	📶 JAMES WESLEY/Real (Broken Bow)	6657	366	1074	45
16	24	JANEDEAR GIRLS/Wildflower (Warner Bros./WMN)	6192	-2430	992	-408
25	25	📶 REBA/If I Were A Boy (Starstruck/Valory)	5595	6	915	8
27	26	📶 JOSH KELLEY/Georgia Clay (MCA)	5270	296	869	41
28	27	📶 ASHTON SHEPHERD/Look It Up (MCA)	5076	613	804	88
30	28	📶 JOSH TURNER/I Wouldn't Be A Man (MCA)	4073	214	659	30
29	29	CLAY WALKER/Where Do I Go From You (Curb)	3856	-81	616	-16
36	30	📶 JUSTIN MOORE/If Heaven Wasn't So Far Away (Valory) ✓	3630	1429	590	222

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 It's Five O'Clock Somewhere  
 The House That Built Me  
 Check Yes Or No  
 How Forever Feels  
 Jesus Take The Wheel  
 I Swear

LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
38	31	📶 TOBY KEITH/Somewhere Else (Show Dog-Universal)	3458	1363	563	228
31	32	BRETT ELDRIDGE/Raymond (Atlantic/WAR)	3435	-296	547	-45
32	33	📶 LOCASH COWBOYS/Keep In Mind (Stroudavarious)	3411	95	518	15
33	34	JOSH THOMPSON/Won't Be Lonely Long (Columbia)	3055	-70	481	-14
35	35	📶 STEEL MAGNOLIA/Last Night Again (Big Machine)	2524	309	399	46
44	36	📶 CHRIS YOUNG/Tomorrow (RCA) ✓	2436	1492	412	240
34	37	LEE BRICE/Beautiful Every Time (Curb)	2338	-56	405	-15
37	38	📶 TRACE ADKINS/Brown Chicken Brown Cow (Show Dog-Universal)	2138	35	338	10
39	39	📶 STEVE HOLY/Love Don't Run (Curb)	1596	-13	273	0
40	40	📶 TROY OLSEN/Good Hands (EMI Nashville)	1456	90	234	17
48	41	📶 ERIC CHURCH/Homeboy (EMI Nashville)	1277	652	215	114
41	42	📶 CHUCK WICKS/Old School (N2U/CO5)	1212	97	179	19
43	43	📶 WALKER HAYES/Why Wait For Summer (Capitol)	1168	195	195	33
42	44	📶 RANDY MONTANA/1,000 Faces (Mercury)	1017	33	174	0
51	45	📶 TIM MCGRAW & GWYNETH PALTROW/Me And Tennessee (Curb/RCA)	825	335	143	57
47	46	📶 GRETCHEN WILSON/I'd Love To Be Your Last (Redneck)	815	142	145	21
45	47	KATIE ARMIGER/Best Song Ever (Cold River)	736	-30	141	-6
46	48	DAVID ADAM BYRNES/Sweet Distraction (Ride/Better Angels)	652	-85	101	-17
54	49	📶 ELI YOUNG BAND/Crazy Girl (Republic Nashville)	611	164	109	31
49	50	📶 DAVID NAIL/Let It Rain (MCA)	575	63	98	6
58	51	📶 JOANNA SMITH/Georgia Mud (Columbia)	482	148	77	24
53	52	📶 LEANN RIMES/Crazy Women (Curb)	472	16	92	2
50	53	JOSH ABBOTT BAND/Oh, Tonight (PDT)	455	-39	76	-7
52	54	ADAM CRAIG BAND/Nothin' Wrong (American Roots/Quarterback)	441	-31	69	-5
57	55	📶 COLT FORD/Country Thang (Average Joes)	422	39	62	2
56	56	📶 D.J. MILLER/Whatever It Takes (Evergreen)	420	34	64	6
Debut	57	📶 DIRT DRIFTERS/Something Better (Warner Bros./WMN)	369	166	77	33
55	58	JACOB LYDA/I'm Doing Alright (DMG/Nine North)	356	-88	63	-14
Debut	59	📶 AARON LEWIS/Country Boy (Stroudavarious)	354	98	50	10
59	60	📶 CARTER'S CHORD/A Little Less Comfortable (Show Dog-Universal)	344	15	53	2

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