

COUNTRY AIRCHECK WEEKLY

March 23, 2015, Issue 440

ERIC PASLAY

The Moment people are still talking about from CRS

SHE DON'T LOVE YOU

Convert NOW! 

Secrets of Social Success

As social media usage continues to grow, getting your brand seen on those platforms gets harder. Thankfully, the imperative to zero in on your target listener online doesn't require strategies that are much different from those employed on-air. In his segment of **CRS 2015's** "Social Media Bootcamp, Track 1: How To Speak In Your Brand's Voice and Get Content Shared," United Stations Creative Consultant/Morning Show Services and personality **Jeffrey Jameson** offered five ways to find and speak in your brand's voice. Here's a deeper look:

Who Are You? Step one, says Jameson, is to know your audience. "It's really important to do some background work," he says. "Instead of just saying 'Our listeners are country music fans,' you can be much more specific about who your target listener is."

He suggests a tactic many programmers use already for on-air content: create a physical representation of the listener, find a picture of her online or in a magazine and post it in the studio along with a bio that includes what kinds of TV shows she watches, where she shops and what she's interested in. "That way, the people posting to your social media accounts are thinking specifically about content that will be compelling to that listener and posts will be much more on target."



Jeffrey Jameson

Who Am I? Jameson suggests your station should have a physical representation, too, who will look much like the target listener. Referencing a Top 40 station he works with, Jameson says they "chose a college-aged or early 20s female, and they really honed in on specific things she's into, but they also tried to identify what she does in the community and what she aspires to do," he says, adding that once staffers who'd been with the station for decades

(continued on page 8)



Slide Guitar: CCMA Male Artist of the Year Gord Bamford gathers a crowd for snow tubing in Banff, Alberta over the weekend in advance of his U.S. launch this spring. Bamford showcased the following night, performing songs including "When Your Lips Are So Close," "Country I Grew Up On" and "Where A Farm Used To Be." Pictured (l-r) are WUSH/Norfolk's Brandon O'Brien, Westwood One's Tim Closson, A&O&B's Becky Brenner, Bamford, CFCW/Edmonton's Jackie Rae Greening, manager Brian Halbert, A&O&B's Jaye Albright and NewCap Radio's John Roberts.

Strike Up The (Big) Band

Tim Rushlow has traded in his cowboy boots for Italian loafers and a sharkskin suit. The former Little Texas singer went from country to crooner with last year's holiday album, *Tim Rushlow & His Big Band Classic Christmas*. Rushlow tells **Country Aircheck** the genre switch was a long time coming.



Tim Rushlow

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STAY A
LITTLE
LONGER
GOING FOR
ADDS 3/30 

Most Added!

KKGO	WYCD	WSOC	KSOP	WMIL	WZZK	KXLY	KKIX
WUSN	KKWF	WDSY	WGAR	WTQR	WWGR	WMAD	WKML
WMZQ	KMPS	WOGI	KCYE	WNOE	WOGK	KJUG	KPLM
WUBL	KMNB	KFRG	KRTY	WGNE	WPOR	WUSY	KWOF
WKLB	KUPL	KAJA	WCOL	WDXB	WTHT	WQHK	KTOM

LADY
ANTEBELLUM

There's a
Long Stretch Of Love
coming down the line
at **41** first week stations!

mickey guyton

**BETTER THAN
YOU LEFT ME**



47,520
singles
sold

**USA
TODAY**
Song of
the Week

Already
over
150 spins

KATM WUBE KKBQ KSCS KATM KTTs WJVC W1HC KRTY KFRG

**CRUSHIN' IT
WORLD TOUR
2015**

with
**BRAD
PAISLEY**

kicks off
May 15th



Featured in
**THE
WALL STREET
JOURNAL**

Over
5.4 MILLION
total streams
on Spotify

abc GMA
National
Television
Debut

**2015
"WHO TO WATCH"
LISTS**

Rolling Stone Country Spotify Yahoo! Music NPR Billboard Mashable Huffington Post Taste of Country & more Nashville Lifestyles



"It was a pretty natural progression," he says. "My parents both sang and our family listened to vintage music. Until I was 15 years old, I thought I'd grow up and be Bobby Darin. I ended up fronting a country band. We were very blessed and had a great career, and I had a couple more solo hits. It was a great run. But at 47 years old, I wanted to do something different."

In January Rushlow rented Nashville venue The Rosewall, turned it into a Las Vegas supper club, invited booking agents and performed a set of Rat Pack classics with a 24-piece band. "It was a blast," he says. "We filmed the concert so we could show other venues what our set would look like – but we ended up with a full-blown show on tape that looked and sounded really great."

Rushlow will be marketing that as a live CD and DVD later this year – and you won't find Little Texas' 1993 Top Five "God Blessed Texas" on it. "This is not a country guy trying to sing big band," he says. "It's a guy who grew up loving and respecting the American Songbook doing his own interpretations. The only thing that even hints at my past is, we do a new pop orchestrated version of 'What Might Have Been,'" says Rushlow of the '93 tune written by his former bandmates. "Those guys wrote a great song so I'm honored to still sing it."

In August he'll hit the road with his big band for a tour of performing arts centers and casinos across the country. The CD and DVD will be released via Rushlow's own **Row Entertainment**, the label and publishing company he launched with songwriter/producer **Jimmy Ritchey** and businessman **Kyle Waites**.

Row Ent. is also working with other artists; Ritchey is currently producing a country record with Mark Chesnutt. And Rushlow is keeping the light on for country, too. "I have some incredible friends in Country radio and I think most of them won't be real shocked to know I'm doing this," he says. "But they also know this is not me leaving a genre. I'm an entertainer. This is just me expanding upon what I've always done. I hope some of my pals in Country radio will come see the show." –Wendy Newcomer

Chart Chat

Congrats to **Cole Swindell**, **Kevin Herring**, **Kristen Williams**, **Katie Bright** and all of **Team WMN** on landing this week's No. 1 with "Ain't Worth The Whiskey." The song is the third chart-topper from Swindell's self-titled debut, and has recently received RIAA gold certification. The tune also gives the WMN staff bragging rights with three of the last four weeks in the peak position ... with a



Cole Swindell

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PAGE THREE PIC



Dream Treem: Young staff writers and pluggers congregate at Tree Publishing's studio in the '80s. Pictured (l-r) are plugger Walter Campbell, Don Henry, Wally Wilson, Kix Brooks, John Jarvis (top), Kevin Welch, plugger Dan Wilson and Chris Waters. pagethreepic@countryaircheck.com.

little help from Blake Shelton and Brett Eldredge, of course. Kudos!

A tip of the hat to **Lee Adams** and the **Broken Bow** regional staff, as well, for landing 60 adds with **Jason Aldean's** "Tonight Looks Good On You," topping this week's board.

Human Interest

What does country music have to do with human trafficking? Good question and one **Steve Azar** recently had to answer. Azar often auctions his songwriting skills for charity causes through his **Steve Azar St. Cecilia Foundation**. Recent compositions include a song about the American farmer that helped raise money for the FFA and another for Sanford Children's Hospital in Sioux Falls, SD. An auction last year brought his toughest assignment yet.



Steve Azar

TOBY KEITH

35

mph Town

EVERYONE HAS HAD A 35 MPH TOWN EXPERIENCE. NOW, SLOW DOWN AND LISTEN TO A HIT COUNTRY SONG!

"35 MPH TOWN"

WRITTEN BY TOBY KEITH AND BOBBY PINSON

ADD DATE: 4/13



CONGRATULATIONS
TO

COLE
SWINDELL

ON HIS
3RD CONSECUTIVE
#1 SINGLE

**“AIN’T WORTH
THE WHISKEY”**
**RIAA CERTIFIED
GOLD**

PERFORMING ON THE
TODAY SHOW WEDNESDAY

FOR YOUR ACM NEW ARTIST
OF THE YEAR CONSIDERATION
VOTE NOW!

**THANK YOU
COUNTRY RADIO!**



THE FOLLOW-UP TO 14 #1'S IN A ROW

THE NEW SINGLE FROM
BLAKE SHELTON
"SANGRIA"

AVAILABLE
MARCH 30TH
IMPACTING
APRIL 6TH

////////////////////

FOR YOUR ACM
CONSIDERATION
MALE VOCALIST
OF THE YEAR

— & —

VOCAL EVENT
OF THE YEAR
"LONELY TONIGHT"
FEAT. *ashley monroe*



"A lady named Pat Lloyd bought the song," says Azar. "She couldn't tell me what the subject was for a month. Finally she got her nerve up [but] was very emotional. When she told me [it was human trafficking] I was like, 'Oh man, how am I going to do this?'"

Initial attempts turned into crumpled paper; the subject was just too graphic. Azar called his friend, Portland, ME Detective Sgt. **Steve Webster**, for advice and soon he realized the direction. "I wrote it from the perspective of the girl and what that would be like," says Azar. "That's somebody's little girl. What went wrong? I called it 'The Sky Is Falling (Patty Jo's Prayer)' because Pat said when she first heard it, it sounded like a prayer."

Azar got his bandmate Jason Young's 15-year-old daughter Sophie to sing it with him. High school student Mike Rodway made a video and the clip helped further Webster's grassroots effort in the Portland area.

"I deal with human trafficking cases every single day and they're very tragic," says Webster. "We're trying to give these women an opportunity to turn their lives around. This is a nationwide issue. It affects approximately 100,000 victims every year in the United States. Up until two or three years ago, we didn't even talk about it."

Though the single is not being promoted to Country radio, Ride VP/GM **Harry Nelson** says Play MPE and CDX have donated their services and Portland's WTHH and WPOR have started playing the song. Maine governor Paul LePage sent a nationwide letter to other governors requesting they put Azar's video on their social media pages. "If we can get national media to pick up on this, we believe we can start to get more airplay nationwide," says Nelson.

Azar recently performed at a March 18 Portland benefit to raise money for nonprofit the Not Here Justice in Action Network and the St. Andre Home, the first Maine facility to house and treat human trafficking victims. Another benefit is being planned for Azar's home state, Mississippi. More info [here](#). —Wendy Newcomer

News & Notes

Pearl/RCA's **Garth Brooks** has added Omaha, NE dates to *The Garth Brooks World Tour with Trisha Yearwood*. Get tickets for the May 8 and 9 **CenturyLink Center Omaha** shows [here](#).

Buddy Jewell has signed with **Lamon Records** and will release a classic country album this summer.

Mac Davis, Tom Douglas and **Allen Shamblin** will perform at Nashville's City Winery April 14 as part of *Hits From The Hall*, benefitting the **Nashville Songwriters Hall of Fame**. More [here](#).

OFF THE RECORD: Cam



Cam

Arista's **Cam** puts an industry spin on the artist interview:

I grew up listening to Triple A KFOG in the Bay area because my dad was a big fan. If I had a chance to turn the dial, I would listen to KFRC which is gone now, but it was an oldies station. I wasn't very cool.

The first time I heard myself on the radio was on WSIX/Nashville a few weeks ago. It's so funny because while you're creating the song, you listen so many times to it, checking different mixes. And it's just so weird when you hear it on the radio. The most exciting part is hearing the deejays around it, saying "This is Cam!"

I left my purse on a plane while I was on my radio tour. I went to run back on the plane, and of course you can't go past security; you have to go down to the ticket agent. But somebody with a big heart picked that purse up and gave it back to security.

Don't tell my manager, but every time I'm at a truck stop I pick up a Coke. I love Coca-Cola and it's horrible for you.

I would love to have dinner with my grandmother, who passed away. She was one of my best pals. She would have a glass of white wine – and it would be fun if we could just make grilled cheese sandwiches and hang out.

I almost bought one of those rocking chairs from Cracker Barrel. I didn't and I really regret it now. I want one so bad!

I wish I had written George Jones' "She Thinks I Still Care." It is so brilliant. He's trying to pretend like he's over someone, but he's not. And in the whole song he never actually says he's still in love. It's so well-crafted.

This is sad, but I have to have my phone with me at all times. I do everything from my iPhone. I work on it, I do social media on it – it's like my mini computer.

Home is California so that's tough to beat, but I wouldn't mind being stuck in Phoenix. The weather is so nice and the desert is so beautiful. It's very calming for me. I really love the desert for some reason.

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PARMALEE
ALREADY CALLIN' YOU MINE
100+ REPORTERS IN
CELEBRATING MARCH ADDRESS...
KKGO, PCCO, WWKA, WQDR,
WKIS, KNTY, WCOS, KFGY

THOMPSON SQUARE
TRANS AM

Rev Up YOUR Playlist
MONDAY 4/13

STONEY COUNTRY R



JANA KRAMER

I GOT THE BOY

ALREADY...

OVER
20 STATIONS
IN ROTATION

NEARLY **50K** DIGITAL
TRACKS SOLD

1.4 MILLION
STREAMS AT
SPOTIFY

63% INCREASE
IN NEW TWITTER
FOLLOWERS
LAST WEEK

**GOING FOR ADDS
THIS MONDAY!**

The **Nikki Mitchell Foundation** will host an *Intimate Celebration* fundraiser April 1 at the Country Music Hall Of Fame's **Ford Theater**. **Carlene Carter, Jamey Johnson, Jessi Colter, Shooter Jennings, Angaleena Presley, Secret Sisters** and more will perform in honor of late Hall of Fame members including the **Carter Family, Hank Cochran, Waylon Jennings** and **Ray Price**. More info [here](#).

Tanya Tucker, Crook & Chase, John Berry, T. Graham Brown and John Conlee are among the celebrities who will attend the *Celebrity Waiters Dinner* April 2 at the **Stones River Country Club** in Murfreesboro, TN to benefit **The Exchange Club of Murfreesboro** (Prevention of Child Abuse).

The Week's Top Stories

Full coverage at countryaircheck.com.

- Nielsen Audio released **February PPM** numbers. (3/16-19)
- **Tom Schurr** joined **Cumulus** as SVP/Operations. (3/19)
- **Maire Mason** was promoted to GM at **WNSH/New York**. (3/19)
- **Jay Cruz** was promoted to SVP/Programming for **iHeartMedia/Augusta, GA**. (3/19)
- **Pierre Bouvard** joined **Cumulus** as CMO. (3/18)
- **Alpha** bought four **Wilks/Lubbock, TX** stations. (3/17)
- **Gary Overton** will step down as **Sony/Nashville** Chairman/CEO. (3/17)

Secrets of Social Success

(continued from page 1)

understood who they represented, they were more easily able to speak in a voice that was relatable to the audience, both on-air and online. "They even used a resource they already had in-house: their interns, street team and promotions people who were

in their target demographic," he says. "They had an open dialog to find out what they're into and what's important to them and how they use social media."

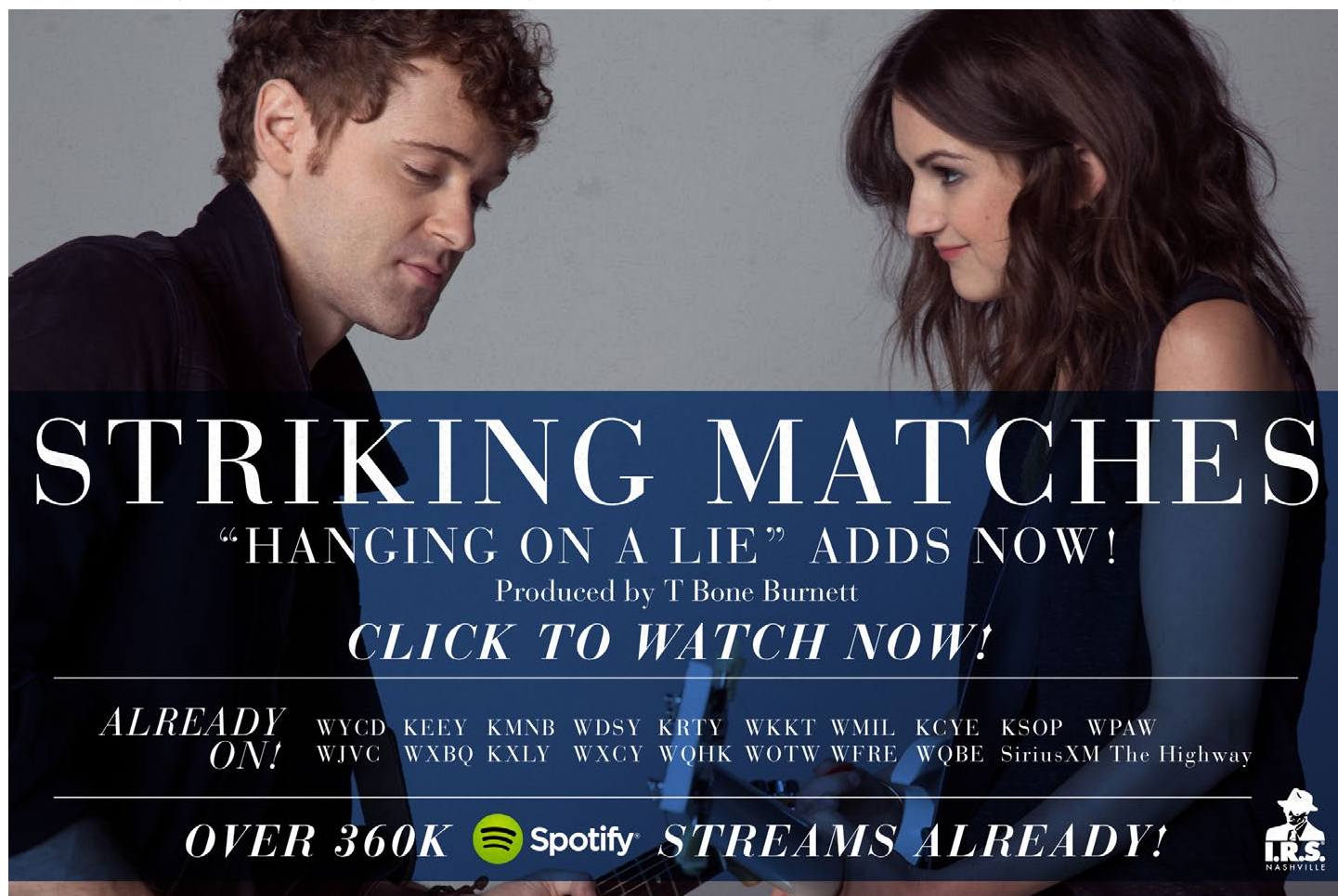
I Hear Voices: Jameson says step three is to take all the different personalities the station has and unify them as one voice online. "It's a good starting point to identify which topics work and which don't and make a list," he says, pointing to Facebook Insights and Twitter Analytics to monitor performance. "You obviously won't be able to cover every topic in existence, but it will at least give you a really good starting point and a filter."

As an example, Jameson mentions the upcoming Pacquiao-Mayweather fight, which has a lot of buzz. "Maybe you have on the list that baseball and football don't work for your audience, so you realize this isn't the right story in itself," he says. "But it's a big story and you really feel compelled to bring it up. You'd need to know just mentioning it isn't going to work but you can develop an angle that is compelling to your listener. If you have celebrities or pop culture on your 'do' list, then maybe the topic is which celebrities will be in the audience." Jameson adds that finding the angle that matters to the target audience makes it easier for personalities with a wide range of interests to stay on track and keep the station's voice consistent.

Multiple Personalities: Jameson's fourth step is cultivating those personalities in a way that brings them into alignment with your brand while staying true to themselves. "Some of the very fundamental rules of being compelling on-air are the same for online content," he says. He offers four specifics:

- Be brief and brilliant
- Have a strong opinion or provoke a debate based on a strong opinion
- Elicit an emotional response, whether it be uplifting, touching or provocative

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STRIKING MATCHES
"HANGING ON A LIE" ADDS NOW!
Produced by T Bone Burnett
CLICK TO WATCH NOW!

ALREADY ON! WYCD KEEY KMNB WDSY KRTY WKKT WMIL KCYE KSOP WPAW
WJVC WXBQ KXLY WXCX WQHK WOTW WFRE WQBE SiriusXM The Highway

OVER 360K  **Spotify** **STREAMS ALREADY!**



BRAD **CRUSHES** TEXAS!

#1 SELLING COUNTRY ACT HOUSTON RODEO - 75,167
#1 SELLING COUNTRY ACT SAN ANTONIO RODEO - 16,814

HUGE M-SCORES!

CHICAGO +5.11
COLUMBUS +4.58
SALT LAKE CITY +4.09
DENVER +3.63
KANSAS CITY 3.59
BALTIMORE +2.58
LAS VEGAS +2.53
ATLANTA +2.44

ARISTA
NASHVILLE

CONGRATULATIONS, YOU'RE KILLING IT DUDE!



ARISTA
NASHVILLE

THANK YOU

COUNTRY RADIO

44 STATIONS ON IMPACT!
ADD THE HOTTEST NEW
FEMALE OF 2015 **NOW!**

CLICK HERE FOR SPECIAL THANK YOU FROM CAM!

- Present information with a unique angle.

"We live in a world of TMZ, Gawker and Mashable," Jameson says of the latter. "We're continually seeing the same stories in our feeds, so it's beneficial to not only be current on popular news and information but to present it in an angle nobody else has." That way, he says, the individual personalities can shine while staying consistent with the station voice.

I See You: While radio isn't visual, Jameson reminds us of the obvious: social media platforms are, and that brings us to step five – updating your station's look. Even radio can't be just a voice; brands increasingly need to extend visually. "One of my personal frustrations working with stations is if they target an 18-to-24-year-old demographic and the pictures of their on-air talent are the cheesy 1987 Sears Portrait Studio pictures," he says. "There's just a disconnect there. The far more compelling and on-trend picture would just be one taken on a camera phone of the talent doing something funny or with a cool filter. And I'm not thrilled about it, but the selfie is the new normal."

Logos are important, too, and while Jameson acknowledges the value of a long-used logo that is an integral part of a brand, he says there has to be a willingness to update and be more modern. "There's a morning show in Los Angeles that just launched [on Rhythmic Top 40 KPWR] and their actual show logo is #TheCruzShow," he says. "I'm not saying every station or show name needs a hashtag in front of it, but it's about being open to adapting to give your brand a more current look."

Win-Win: When social media is done right, the benefits are endless. "People are plugged in at all times," Jameson says. "Standing in line at Walmart, waiting in the school pickup line – any time there's a spare moment to kill time, people are looking at their devices and going to social media. So a radio station has a great opportunity to seize those moments, grab the audience's eyes and get them to turn on the station. It's an amazing extension of your brand if you choose to seize the opportunity."

Reach Jameson [here](#).

—Jess Wright

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MY TUNES: MUSIC THAT SHAPED MY LIFE



 Jess Jennings

WUBB/Savannah, GA's **Jess Jennings** discusses her most influential music:

1. Pink Floyd, *The Wall*: My dad spun a groove in this album when I was growing up. When I think of my father, I think of this album. There isn't one without the other.

2. John Legend/*Ordinary People*: This song got me through my divorce. It gave me hope that everything would work out and it would all be for the best.

3. Sugarland's *In Your Hands Tour* at USANA Amphitheater, Salt Lake City: This was my first date with my farm boy. We were married less than six months later and are still #StuckLikeGlue.

4. AC/DC/*Back In Black*: Because you've never heard that song for real until it's been piped through a Teddy Ruxpin doll.

5. Anything Andrew Lloyd Webber: It was a phase. I was a high school chorus, band and drama geek. Don't judge me.

•Highly regarded song or album you've never heard: Duran Duran's *Rio*. I had limited exposure to '80s music.

•An "important" piece of music you just don't get: Miles Davis' *Kind Of Blue* or Jazz in general. I have tried, really. I am just not cool enough for Jazz. Or, maybe Jazz just isn't cool enough for me.

•An album you listened to incessantly: Lee Brice's *Hard 2 Love* on repeat in my minivan until *I Don't Dance* was released. Gotta love a man's man whose voice comforts you like a teddy bear.

•Obscure or non-country song everyone should listen to right now: Slash and Myles Kennedy & The Conspirators' *World On Fire* album. Kennedy's vocals teamed with Slash's shredding is out of this world!

•Music you'd rather not admit to enjoying: The *Frozen* soundtrack. Yup, I secretly hope every time we get in the car, the kids will ask to turn it on. I sing right along with them and just as loud and off-key.

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RAINEY QUALLEY


TURN ME ON LIKE THE RADIO

"Turn Me On Like The Radio" promo tour continues on the road all month, but you can "#HighwayFind" us now all across the Nation @SXMTheHighway!



LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
3	1	📶 COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	26789	2685	7752	804	60.858	5.705	151	0
6	2	📶 ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	25221	2147	7265	709	56.715	5.398	151	0
5	3	📶 DARIUS RUCKER /Homegrown Honey (Capitol)	24969	1774	7217	457	56.223	3.977	151	0
4	4	📶 CHRIS YOUNG /Lonely Eyes (RCA)	24749	1097	7171	317	57.299	3.122	151	0
9	5	📶 SAM HUNT /Take Your Time (MCA)	23651	2807	6723	843	52.868	4.822	151	0
7	6	📶 LEE BRICE /Drinking Class (Curb)	22646	744	6490	220	50.119	1.477	151	0
1	7	BRETT ELDREDGE /Mean To Me (Atlantic/WMN)	22497	-5333	6453	-1622	50.969	-11.612	151	0
2	8	JASON ALDEAN /Just Gettin' Started (Broken Bow)	21612	-4709	6483	-1244	48.505	-10.741	151	0
10	9	📶 DIERKS BENTLEY /Say You Do (Capitol)	18963	1435	5436	399	44.365	3.03	151	0
11	10	📶 KEITH URBAN f/ERIC CHURCH /Raise 'Em Up (Capitol)	17097	1211	4959	339	39.506	2.376	151	0
12	11	📶 TYLER FARR /A Guy Walks Into A Bar (Columbia)	17058	1467	4822	399	38.462	2.73	151	0
13	12	📶 A THOUSAND HORSES /Smoke (Republic Nashville)	13988	525	4015	184	32.23	1.597	150	0
14	13	📶 JAKE OWEN /What We Ain't Got (RCA)	13850	700	4072	149	30.367	1.031	151	0
15	14	📶 BILLY CURRINGTON /Don't It (Mercury)	13590	1232	3871	308	29.876	3.191	149	1
16	15	📶 KENNY CHESNEY w/GRACE POTTER /Wild Child (Blue Chair/Columbia)	13128	872	3835	247	29.697	2.412	151	0
19	16	📶 TIM MCGRAW /Diamond Rings And Old... (Big Machine)	11785	1001	3517	240	26.294	2.258	151	0
20	17	📶 EASTON CORBIN /Baby Be My Love Song (Mercury)	11288	886	3252	262	22.077	1.573	146	0
18	18	📶 MIRANDA LAMBERT /Little Red Wagon (RCA)	11127	141	3254	55	24.397	-0.318	147	0
21	19	📶 ERIC PASLAY /She Don't Love You (EMI Nashville)	10250	-61	3009	8	20.018	0.003	147	0
25	20	📶 CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	9938	1471	2849	388	21.944	3.781	146	2
23	21	📶 BRAD PAISLEY /Crushin' It (Arista)	9743	1170	2895	330	21.409	2.991	145	1
24	22	📶 KELSEA BALLERINI /Love Me Like You Mean It (Black River)	9338	787	2917	247	19.747	1.824	148	4
22	23	📶 JOE NICHOLS /Hard To Be Cool (Red Bow)	8999	390	2650	117	16.539	0.901	140	1
27	24	📶 FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	8956	1643	2513	445	20.901	5.214	146	8
26	25	📶 CANAAN SMITH /Love You Like That (Mercury)	8413	685	2381	174	15.311	1.293	141	1

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CASEY JAMES
FALL APART

IMPACTING NOW!!

“‘Fall Apart’ is the best Casey record yet! Sounds like a big ol’ hit”
~Gregg Swedberg, K102 Minneapolis

“No f#%\$-ing around... This song is a HIT!!” ~Brad Austin (PD), WXYC Wilmington

19  #ColumbiaStrong

LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
30	26	FRANKIE BALLARD /Young & Crazy (Warner Bros./WAR)	7073	964	2009	294	14.869	2.134	145	3
28	27	JOSH TURNER /Lay Low (MCA)	6975	531	2137	151	12.178	0.8	137	3
35	28	MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	6519	1362	1962	417	12.308	2.066	115	4
29	29	GLORIANA /Trouble (Emblem/Warner Bros/WAR)	6249	9	1834	77	13.797	0.28	134	1
31	30	RASCAL FLATTS /Riot (Big Machine)	5860	25	1726	-5	9.586	-0.049	135	4
33	31	BRANTLEY GILBERT /One Hell Of An Amen (Valory)	5746	298	1703	81	10.398	0.887	131	4
32	32	LITTLE BIG TOWN /Girl Crush (Capitol)	5561	24	1602	42	10.019	-0.017	133	1
36	33	DUSTIN LYNCH /Hell Of A Night (Broken Bow)	5348	487	1535	137	9.05	1.088	126	1
34	34	KIP MOORE /I'm To Blame (MCA)	5341	78	1462	31	11.483	-0.051	121	4
38	35	MADDIE & TAE /Fly (Dot)	4468	455	1332	132	7.794	1.282	130	4
40	36	ERIC CHURCH /Like A Wrecking Ball (EMI Nashville)	4279	964	1265	324	8.073	1.826	116	11
37	37	MICKEY GUYTON /Better Than You Left Me (Capitol)	4229	134	1256	45	7.918	-0.041	127	0
39	38	REBA /Going Out Like That (Nash Icon/Valory)	3904	23	1104	2	10.033	0.249	43	0
41	39	CHASE RICE /Gonna Wanna Tonight (Columbia)	3540	321	1026	65	5.869	0.629	112	3
42	40	BIG & RICH /Run Away With You (B&R/New Revolution)	3390	323	1043	79	4.765	0.587	113	2
45	41	GARY ALLAN f/C.STAPLETON /Hangover Tonight (MCA)	2454	225	742	107	3.661	-0.209	72	7
AIRBORNE		PARMALEE /Already Callin' You Mine (Stoney Creek)	2440	209	765	41	3.867	0.351	97	8
46	43	MO PITNEY /Country (Curb)	2225	480	714	150	3.428	0.859	73	0
43	44	THE SWON BROTHERS /Pray For You (Arista)	2109	-691	660	-206	2.714	-0.842	112	0
48	45	ELI YOUNG BAND /Turn It On (Republic Nashville)	2046	388	615	142	3.444	0.429	73	6
Debut	46	LUKE BRYAN /Games (Capitol)	1945	1075	448	229	4.385	2.371	28	12
Debut	47	KACEY MUSGRAVES /Biscuits (Mercury)	1925	1069	492	285	3.711	2.088	68	12
50	48	DAN + SHAY /Nothin' Like You (Warner Bros./WAR)	1910	445	586	155	3.3	0.91	77	10
47	49	AUSTIN WEBB /All Country On You (Streamsound)	1712	42	628	23	2.149	0.231	70	0
49	50	RODNEY ATKINS /Eat Sleep Love You Repeat (Curb)	1576	-1	498	23	2.178	-0.101	66	0

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DAVID SHELBY
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ALREADY ON...
 WQHK/FT. WAYNE
 KNTY/SACRAMENTO
 KXLY/SPOKANE
 KHGE/FRESNO
 WKML/FAYETTEVILLE
 WZZK/BIRMINGHAM
 WXCX/WILMINGTON
 KSOP/SALT LAKE

Country Aircheck Add Leaders

	Adds
JASON ALDEAN /Tonight Looks Good On You (Broken Bow)	60
LADY ANTEBELLUM /Long Stretch Of Love (Capitol)	32
RAELYNN /For A Boy (Republic/Valory)	31
CAM /My Mistake (Arista)	25
KACEY MUSGRAVES /Biscuits (Mercury)	12
LUKE BRYAN /Games (Capitol)	12
ERIC CHURCH /Like A Wrecking Ball (EMI Nashville)	11
DAN + SHAY /Nothin' Like You (Warner Bros./WAR)	10
FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	8
PARMALEE /Already Callin' You Mine (Stoney Creek)	8

Country Aircheck Top Point Gainers

SAM HUNT /Take Your Time (MCA)	2807	✓
COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	2685	✓
ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	2147	✓
DARIUS RUCKER /Homegrown Honey (Capitol)	1774	✓
FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	1643	✓
CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	1471	
TYLER FARR /A Guy Walks Into A Bar (Columbia)	1467	
DIERKS BENTLEY /Say You Do (Capitol)	1435	
MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	1362	
BILLY CURRINGTON /Don't It (Mercury)	1232	

Country Aircheck Top Spin Gainers

SAM HUNT /Take Your Time (MCA)	843
COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	804
ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	709
DARIUS RUCKER /Homegrown Honey (Capitol)	457
FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	445
MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	417
DIERKS BENTLEY /Say You Do (Capitol)	399
TYLER FARR /A Guy Walks Into A Bar (Columbia)	399
CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	388
KEITH URBAN f/ERIC CHURCH /Raise 'Em Up (Capitol)	339

Activator Top Point Gainers

FRANKIE BALLARD /Young & Crazy (Warner Bros./WAR)	975	✓
FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	930	✓
ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	886	✓
SAM HUNT /Take Your Time (MCA)	851	✓
COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	811	✓
BRAD PAISLEY /Crushin' It (Arista)	768	
CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	730	
KELSEA BALLERINI /Love Me Like You Mean It (Black River)	728	
BILLY CURRINGTON /Don't It (Mercury)	713	
MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	582	

Activator Top Spin Gainers

ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	330
CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	233
KENNY CHESNEY w/GRACE POTTER /Wild Child (Blue Chair/Columbia)	215
FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	209
MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	200
SAM HUNT /Take Your Time (MCA)	192
TIM MCGRAW /Diamond Rings And Old... (Big Machine)	183
COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	151
BRAD PAISLEY /Crushin' It (Arista)	120
BILLY CURRINGTON /Don't It (Mercury)	118

Country Aircheck Top Recurrents

	Points
FRANKIE BALLARD /Young & Crazy (Warner Bros./WAR)	209
ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	198
FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	180
SAM HUNT /Take Your Time (MCA)	169
BILLY CURRINGTON /Don't It (Mercury)	155
COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	151
CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	148
BRAD PAISLEY /Crushin' It (Arista)	138
KELSEA BALLERINI /Love Me Like You Mean It (Black River)	138
MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	137

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performing the first and the worst songs they ever wrote as well as
their songs that have become huge hits recorded by superstar artists.



COUNTRY AIRCHECK ACTIVITY

ELI YOUNG BAND/Turn It On (Republic Nashville)

Moves 48-45*

2,046 points, 615 spins

6 adds: **KCYE, KFRG, WRNS, WWGR, WYNK, WYRK**

LUKE BRYAN/Games (Capitol)

Debuts at 46*

1,945 points, 448 spins

12 adds including: **KAJA, KCYY*, KFGY, KZSN, WCTK, WGAR, WHKO*, WRBT, WSSL, WTGE**

KACEY MUSGRAVES/Biscuits (Mercury)

Debuts at 47*

1,925 points, 492 spins

12 adds including: **KAJA, KMLE, KSSN, KTST, WCKT, WCTQ, WDAF, WGH, WGNA, WKSJ**

DAN + SHAY/Nothin' Like You (Warner Bros./WAR)

Moves 50-48*

1,910 points, 586 spins

10 adds: **KATC*, KATM*, KDRK, KHKI*, KRST*, WMFS*, WGKX*, WKDF*, WKHX*, WWGR**

AUSTIN WEBB/All Country On You (Streamsound)

Moves 47-49*

1,712 points, 628 spins

No adds

RODNEY ATKINS/Eat Sleep Love You Repeat (Curb)

Moves 49-50*

1,576 points, 498 spins

No adds

WATERLOO REVIVAL/Hit The Road (Big Machine)

1,492 points, 484 spins

3 adds: **KHKI*, KNIX, KUBL***

JOSH DORR/Save Your Breath (RCA)

1,375 points, 429 spins

1 add: **KAWO**

DRAKE WHITE/It Feels Good (Dot)

1,169 points, 256 spins

7 adds: **KCCY, KKWF, WKMK, WNOE, WPOR, WQNU, WRBT**

ADD DATES

MARCH 30

BROTHERS OSBORNE/Stay a Little Longer (EMI Nashville)

CASEY JAMES/Fall Apart (19/Columbia)

CHASE BRYANT/Little Bit Of You (Red Bow)

JANA KRAMER/I Got The Boy (Elektra Nashville/WAR)

APRIL 6

BLAKE SHELTON/Sangria (Warner Bros./WMN)

SARABETH/I'm Sick Of It (Circle S)

APRIL 13

AMANDA WATKINS f/J. JOHNSON/If I Were Over You (in2une)

THOMPSON SQUARE/Trans Am (Stoney Creek)

TOBY KEITH/35 mph Town (Showdog)

THE LACS/God Bless a Country Girl (Average Joes)

Send yours to adds@countryaircheck.com

CHECK OUT



Striking Matches *Nothing But The Silence* (I.R.S.)

The I.R.S./Nashville flagship duo's debut album was produced by T Bone Burnett and includes current single "Hanging On A Lie," the title cut and "When The Right One Comes Along" (featured in ABC-TV's Nashville).



Canaan Smith *Self-Titled* (Mercury)

Smith's debut EP includes current single "Love You Like That" and four additional tracks, all co-written by Smith.

Mar. 31

Darius Rucker *Southern Style* (Capitol)

Various, *Now That's What I Call ACM Awards 50 Years* (ACM/Sony/UMG)

Jon Wolfe *Natural Man* (Fool Hearted Productions)

April 7

Kristian Bush *Southern Gravity* (Streamsound)

Will Hoge *Small Town Dreams* (Cumberland/Thirty Tigers)

John Conlee *Classics 2* (RCR)

April 14

Dwight Yoakam *Second Hand Heart* (Reprise)

SaraBeth *Self-Titled* (Circle S)

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LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
3	1	📶 COLE SWINDELL /Ain't Worth The Whiskey (Warner Bros./WMN)	10797	811	2279	151	55	0		
4	2	📶 ZAC BROWN BAND /Homegrown (SouthrnGrnd/Varvatos/BMLG)	10407	886	2225	198	56	0		
5	3	📶 DARIUS RUCKER /Homegrown Honey (Capitol)	9757	436	2058	124	52	0		
6	4	📶 CHRIS YOUNG /Lonely Eyes (RCA)	9718	553	2012	77	54	0		
1	5	JASON ALDEAN /Just Gettin' Started (Broken Bow)	9458	-1520	1945	-350	51	0		
8	6	📶 LEE BRICE /Drinking Class (Curb)	9337	556	1955	105	54	0		
9	7	📶 SAM HUNT /Take Your Time (MCA)	9030	851	1940	169	54	0		
10	8	📶 DIERKS BENTLEY /Say You Do (Capitol)	8437	394	1798	95	54	0		
2	9	BRETT ELDREDGE /Mean To Me (Atlantic/WMN)	8105	-2765	1730	-577	47	0		
11	10	📶 KEITH URBAN f/ERIC CHURCH /Raise 'Em Up (Capitol)	7852	421	1683	94	56	0		
12	11	📶 TYLER FARR /A Guy Walks Into A Bar (Columbia)	7034	121	1514	33	54	0		
14	12	📶 TIM MCGRAW /Diamond Rings And Old... (Big Machine)	6638	374	1385	75	55	1		
13	13	📶 A THOUSAND HORSES /Smoke (Republic Nashville)	6600	83	1421	36	55	0		
16	14	📶 KENNY CHESNEY w/GRACE POTTER /Wild Child (Blue Chair/Columbia)	6362	373	1324	69	55	1		
15	15	📶 JAKE OWEN /What We Ain't Got (RCA)	6349	324	1350	61	50	0		
18	16	📶 BILLY CURRINGTON /Don't It (Mercury)	5926	713	1192	155	51	0		
17	17	MIRANDA LAMBERT /Little Red Wagon (RCA)	5649	-192	1194	-17	53	0		
19	18	📶 EASTON CORBIN /Baby Be My Love Song (Mercury)	5564	441	1134	80	54	0		
21	19	📶 BRAD PAISLEY /Crushin' It (Arista)	5328	768	1104	138	55	3		
22	20	📶 CARRIE UNDERWOOD /Little Toy Guns (19/Arista)	5282	730	1100	148	54	1		
20	21	📶 ERIC PASLAY /She Don't Love You (EMI Nashville)	5247	265	1085	48	52	0		
21	22	📶 KELSEA BALLERINI /Love Me Like You Mean It (Black River)	4556	728	919	138	53	3		
25	23	📶 FLORIDA GEORGIA LINE /Sippin' On Fire (Republic Nashville)	4037	930	885	180	53	4		
24	24	📶 JOE NICHOLS /Hard To Be Cool (Red Bow)	3347	222	659	35	43	0		
29	25	📶 FRANKIE BALLARD /Young & Crazy (Warner Bros./WAR)	3332	975	739	209	48	8		
26	26	📶 JOSH TURNER /Lay Low (MCA)	3256	244	691	65	50	1		
28	27	📶 LITTLE BIG TOWN /Girl Crush (Capitol)	2733	90	559	30	46	4		
27	28	REBA /Going Out Like That (Nash Icon/Valory)	2687	-13	530	-6	31	0		
31	29	📶 CANAAN SMITH /Love You Like That (Mercury)	2656	502	582	99	44	6		
29	30	📶 RASCAL FLATTS /Riot (Big Machine)	2461	72	485	13	40	0		

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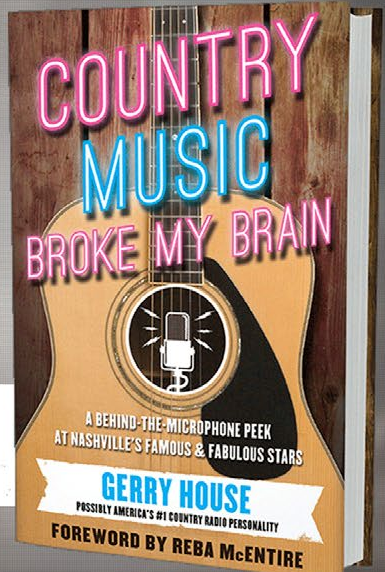
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	LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
	34	31	🔊 BRANTLEY GILBERT /One Hell Of An Amen (Valory)	2236	504	443	443	85	41	6	
	36	32	🔊 MADDIE & TAE /Fly (Dot)	2122	448	477	477	96	39	5	
	37	33	🔊 MICHAEL RAY /Kiss You In The Morning (Warner Bros./WEA)	2080	582	433	433	137	31	10	
	33	34	🔊 GLORIANA /Trouble (Emblem/Warner Bros/WAR)	2077	208	445	445	37	44	2	
	32	35	🔊 KIP MOORE /I'm To Blame (MCA)	2074	49	468	468	10	39	0	
	38	36	🔊 ERIC CHURCH /Like A Wrecking Ball (EMI Nashville)	1803	444	418	418	94	39	6	
	35	37	🔊 MICKEY GUYTON /Better Than You Left Me (Capitol)	1788	73	353	353	4	37	1	
	39	38	🔊 DUSTIN LYNCH /Hell Of A Night (Broken Bow)	1488	199	312	312	40	32	1	
	40	39	🔊 GARY ALLAN f/C. STAPLETON /Hangover Tonight (MCA)	1120	283	224	224	48	30	5	
	48	40	🔊 ELI YOUNG BAND /Turn It On (Republic Nashville)	932	478	224	224	103	26	6	
	42	41	🔊 MO PITNEY /Country (Curb)	890	106	162	162	24	20	0	
	41	42	🔊 CHASE RICE /Gonna Wanna Tonight (Columbia)	826	21	193	193	-1	21	1	
	56	43	🔊 LUKE BRYAN /Games (Capitol)	749	484	182	182	110	22	10	
	46	44	🔊 LOCASH /I Love This Life (Reviver/Star Farm)	702	99	133	133	21	13	1	
	47	45	🔊 PARMALEE /Already Callin' You Mine (Stoney Creek)	616	40	156	156	-9	13	1	
	44	46	AUSTIN WEBB /All Country On You (Streamsound)	578	-103	136	136	-25	14	0	
	43	47	BIG & RICH /Run Away With You (B&R/New Revolution)	549	-75	107	107	-23	17	0	
	51	48	🔊 KACEY MUSGRAVES /Biscuits (Mercury)	534	150	117	117	26	13	4	
	43	49	THE SWON BROTHERS /Pray For You (Arista)	479	-221	105	105	-44	18	0	
Debut	50	🔊	LADY ANTEBELLUM /Long Stretch Of Love (Capitol)	441	258	92	92	47	10	6	
	49	51	🔊 AARON WATSON /That Look (Big/Thirty Tigers)	426	26	110	110	7	10	0	
	52	52	🔊 RICKY GUNN /King Of This Town (New Canvas)	318	12	69	69	2	7	0	
	53	53	🔊 JANA KRAMER /I Got The Boy (Elektra Nashville/WAR)	311	15	102	102	11	6	0	
Debut	54	🔊	WATERLOO REVIVAL /Hit The Road (Big Machine)	296	109	69	69	19	10	0	
	54	55	🔊 RODNEY ATKINS /Eat Sleep Love You Repeat (Curb)	294	0	66	66	-1	8	0	
Debut	56	🔊	JASON ALDEAN /Tonight Looks Good On You (Broken Bow)	283	283	109	109	70	12	5	
Debut	57	🔊	LOGAN MIZE /Can't Get Away From A Good... (Arista)	265	190	70	70	27	6	2	
	55	58	BRIAN COLLINS /Never Really Left (Blue Light)	260	-25	55	55	-6	9	0	
	58	59	🔊 BROOKLYHN WOODS /(When You Love A) Wild Thing (PCG/Nine North)	232	0	54	54	0	6	0	
Debut	60	🔊	DAVISSON BROTHERS BAND /Jesse James (Star Farm)	210	100	21	21	10	1	0	

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