

COUNTRY AIRCHECK

WEEKLY

December 3, 2018, Issue 630

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Radio Imaging: What Really Matters

by Sue Wilson

Recently I was in Asheville, NC and landed on a station that played an eclectic mix of songs – some I knew, some I didn't – mixed in with unique imaging statements. I resisted the urge to do a search for call letters, ownership, etc. and just listened. Identified as "98.1 The River," the station was positioned with "Different Is Good," and it really was. As I listened over the next 48 hours, I was able to fully experience the station, its music and its connection to the city. I knew where I was – Asheville – and not once did I hear anything about how much music they played.



Sue Wilson

The experience got me thinking. Radio spends a lot of real estate on imaging. Positioning statements are often second only to music as far as what the listener hears consistently. Could it be that some liners tout "benefits" that are actually irrelevant? Does "10-in-a-row" matter in the age of digital music platforms with few to no commercials? Does anyone really believe you are playing the best of yesterday and today or that you are No. 1 for new music? I touched on this in my first guest column ([CAW 9/10](#)), but my time in Asheville convinced me it was time for a deeper dive. (Ed. Note: Audio clips linked in this story can be found at [countryaircheck.com/radioimaging](#).)

Imagers Speak: I am reminded of a heartfelt [piece](#) consultant Fred Jacobs wrote about voice imaging legend Nick Michaels, who passed away this summer. Nick often complained to Fred that the imaging written by today's programmers (and even Fred himself) was "missing the essence and passion of the music by simply tacking on slogans to the production." Nick would then write and record imaging that Fred said was far better than his, because it was able to "reach out and grab the audience, reconnecting them with the music they grew up with."

(continued on page 7)



Oh Hot Damn, This Is My Jam: Artists and KPLX/Dallas staffers gather at the station's annual 10 Man Jam last night (12/2). Pictured (back, l-r) are the station's Mac Daniels, Big Label's Aaron Watson, Josh Abbott Band's Josh Abbott, Capitol's Jon Pardi, the station's Smokey Rivers, New Revolution's Casey Donahew and the station's Mark Phillips and Lisa Taylor; (front) Columbia's Maren Morris and the station's Nathan Fast.

Looking Back At The Way We Were

How did Nashville become Music City USA? Belmont University's Curb Professor of Music Industry History **Don Cusic** answers that question in his new book *Nashville Sound: An Illustrated Timeline*, which tells the history of Nashville's music industry from the 19th century through today.

"In 1945 after World War II, there wasn't a single recording studio or label in Nashville," says Cusic. "By 1960, we were Music City USA. I think that's incredible."



Don Cusic

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desperate
man

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Top 15
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3 albums in the Top 25
on the Country Consumption chart

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Sgt. Pepper's Only Charts Club Band: The Nashville Songwriters Association International (NSAI) honors Nashville-associated writers whose songs topped the charts June-October 2018 ([list here](#)) at The Listening Room today (12/3).

Those 15 years of musical explosion put Nashville on the map for Gospel, R&B, Contemporary Christian, Classical, Jazz and of course, Country. While chronicling decades of evolution, Cusic found that, at least in Country, the more things have changed, the more they've stayed the same. He noticed a pattern.



"In those first couple of years after Elvis hit in '56, and with Carl Perkins and the Everly Brothers on the charts too, people were saying, 'It ain't real country.' And [in the '60s] with all the strings and background vocals – 'It ain't real country.' And then we get to the Outlaw movement with the heavier rock beat – same thing. You hear that phrase today, too. That reverber-

ates through the years. And it's because country music is not loyal to a sound; it's loyal to a market. Whatever the market says, that's what [the genre] will do. Bluegrass is loyal to a sound and its artists are still measured against Bill Monroe and Earl Scruggs and that sound from 1945. And bluegrass still sounds roughly the same. Country doesn't.

"The other pattern that comes up over and over again is, country is dismissed by the major media," Cusic continues. "And they're always re-discovering it, going, 'Gee, it isn't as bad as we thought. Gee, it makes money!'"

Cusic points to a few more "recent" events that further propelled Country's success, beginning with the genre moving from AM stations to mostly FM by the mid-'80s. "Another thing is the growth of Walmart," he notes. "They began their big expansion in 1985.

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#2 CONSUMPTION
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#8 COUNTRY
STREAMS
OVER 40 MILLION STREAMS!

#14 COUNTRY
CONSUMPTION
ALREADY OVER 295K

*BASED UPON THE TOP 60 SONGS ON PUBLISHED MEDIABASE CHART 12/3

THANK YOU TO ALL THE BELIEVERS!

BMLG
RECORDS

COUNTRY AIRCHECK

MY TUNES: MUSIC THAT SHAPED MY LIFE



Steve Richo

Noise New Media's **Steve Richo** discusses his most influential music:

- 1. The Grateful Dead, *Althea*:** - A solid gateway to the world of the Dead. They pioneered many of the direct-to-fan marketing tactics we all still use today.
- 2. John Mayer, *Born and Raised*:** I'm all about the rebound, redemption and finding new directions. This record is always there when I need it.
- 3. Chris Stapleton, "Sometimes I Cry":** Occasionally, it's the last song on an unforgettable album that hits you the hardest.
- 4. Steely Dan, *The Royal Scam*:** I was born in 1970s New England and it feels like the ultimate soundtrack for that time and place.
- 5. Jeff Buckley, "Lover, You Should Have Come Over":** A beautiful song by a beautiful man who was gone far too soon.
 - **A highly regarded song or album you've never heard:** Procol Harum's *Grand Hotel*. I've been assured they weren't one-hit wonders and that there's magic in that catalogue.
 - **"Important" music you just don't get:** Jimmy Buffett. I still love the beach, the islands and a drink as much as the next guy, I swear!
 - **An album you played or listened to incessantly:** Michael McDonald's *If That's What It Takes*. Michael's voice is as great today as it was when he recorded it
 - **One obscure or non-country song everyone should listen to right now:** Tedeschi Trucks Band's "I Want More."
 - **Music you'd rather not admit to enjoying:** Peak '90s Michael Bolton. The songs ... the voice ... the videos!

If you look at the sales of Country and that expansion, they parallel. That was a turning point. And country's growth during the '90s was phenomenal because of Soundscan. I don't think Garth Brooks could have happened like he did without Soundscan or Walmart."

Cusic's book goes through 2017. How would he describe the current Music City culture? "The technology has changed so much

and everybody's making records the same way, making them in a box," he says. "And you've got the perfect record now, all the time. So I'm not sure there is a Nashville sound anymore. But there's a Nashville creative community – that's what's getting attention in New York and L.A. and all around the country."

Schedule an interview with Cusic [here](#); buy the book [here](#). In next week's issue we'll feature excerpts from *Nashville Sound* likely to enlighten everyone from Music City newbies to natives.

–Wendy Newcomer

Chart Chat

Congrats to **Kane Brown, Steve Hodges, Dennis Reese** and the **RCA** promotion team on landing this week's No. 1 with "Lose It." The song is the first single from his new album *Experiment*. Writers are **Chase McGill, Will Weatherly** and Brown.

And kudos to **Shane Allen** and the **Columbia** reps on landing 52 adds for **Luke Combs'** "Beautiful Crazy," topping this week's board.



Kane Brown

News & Notes

Alpha Media raised \$13,803 company-wide for the **American Cancer Society's** Making Strides Against Breast Cancer campaign and **Susan G. Komen for the Cure** during the month of October.

Mercury's **Chris Stapleton** will headline the *2019 Mack, Jack & McConaughey (MJ&M) Gala* April 25 at Austin City Limits Live at The Moody Theater. More [here](#).

Tim McGraw and Snap Fitness are opening a boutique fitness club, TRUMAV Fitness, in Nashville's Gulch neighborhood in January. More [here](#).

Country's Family Reunion Presents: Country's Unbroken Circle debuted Friday (11/30) on **RFD-TV**. Subsequent episodes air Dec. 7, 14, 21 and 28. Buy the series [here](#).

Promotion vet/songwriter **Bart Allmand** launched the *Thinkin' & Drinkin'* podcast today on iTunes with guests including **Jeffrey Steele**, Tesla's **Dave Rude** and Matchbox Twenty's **Kyle Cook**.

The Week's Top Stories

Full coverage at [countryaircheck.com](#).

• **Dick/Greenville, NC's Crystal Legends** was named permanent OM. (CAT 11/30)

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Top 30 BOUND !!
#32* CA // #34* BB

NEW at: KNIX, KEEY, KSD, WCKT, WRBT, & iHeart Custom!

BIG Spinincreases:
+172 spins BB / +142 spins CA

HUGE Local Research!

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radio for this
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#1 MUSIC ROW
#1 CANADA

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THANK YOU
COUNTRY RADIO!
79 FIRST WEEK STATIONS

LUKE COMBS

BEAUTIFUL
CRAZY



RIVERHOUSE ARTISTS
COLUMBIA NASHVILLE

CLICK HERE FOR VIDEO

- **Cumulus/Albuquerque's Brad Hansen** joined **Town-square/Ft. Collins, CO.** (CAT 11/29)
- **Ryan Wild** joined **WLHK/Indianapolis** as PD. (CAT 11/27)
- **Madelyn "Maddie" Grimaldi** joined **WCTK/Providence, RI** for middays. (CAT 11/26)
- **Paradigm Talent Agency** acquired **Dale Morris & Associates.** (CAT 11/26)

Radio Imaging: What Really Matters

(continued from page 1)

Voice over/imaging talent **Josh Goodman** understands why PDs write imaging that promotes music quantity and benefits. "Radio is perception-based and has always been dependent on the methodology of the ratings system," he says. "With so many stations still on the diary system, constant statements, calls and frequency mentions between every song are important so people know what they are listening to, and more importantly, remember that station when it came time to write it down in a diary."



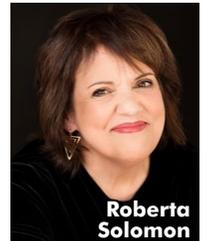
Josh Goodman

Radio imaging vet **Rich Van Slyke** agrees it's all about recall. "They can't keep coming back if they don't remember you," he says. While he doesn't object to 10-in-a-row liners, he thinks there has to be much more. "They are positive statements, so when people hear them, they agree with them," he says. "But it's also so important to make the listener feel something. They should be able to picture themselves enjoying a prize they could win, or really connecting to the music in some way." Like Nick Michaels, Van Slyke believes great imaging helps listeners connect on an emotional level. Hear an example [here](#).



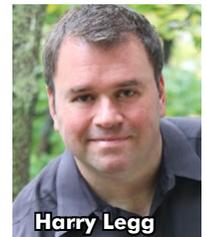
Rich Van Slyke

Brand First: "Imaging is the audio brand of the station," says **Roberta Solomon**, one of the most successful female image voices in the business. "Whether I'm listening to it or voicing it, effective imaging gives the listener a sense of both emotional and physical connection. The best has a 'theater of the mind' quality that weaves a sense of connection to a place as well as to a format." Listen to her examples [here](#).



Roberta Solomon

How does a busy PD write that kind of copy? "You should not be able to figuratively pick-up your station and drop it in another city and have everything be just fine," says VO talent **Harry Legg**. "There should be plenty of localisms. But that does not mean, 'All The Hits for Jonesburg, Cliveburg and Coolburg.' Just naming suburbs is lazy and means little to the listener."



Harry Legg

Goodman: "Find new ways to tell the station's story. Take advantage of the loyalty of the listeners and their relationship to the music." Hear his take [here](#).

"Keep it simple," Van Slyke recommends. "Drive around and listen to your station like a listener. You'll probably hear things that could be more concise." Goodman agrees. "Sometimes you can make a bigger statement with fewer words. Leave space between the notes. Do more with less to really cut through the clutter."

Legg's tips: "Be wordsmiths. Be concise. Be direct. Say, 'This weekend win a pair of...'" versus, 'All this weekend we have your



EST. 2004

BRAND NEW
BUZZ

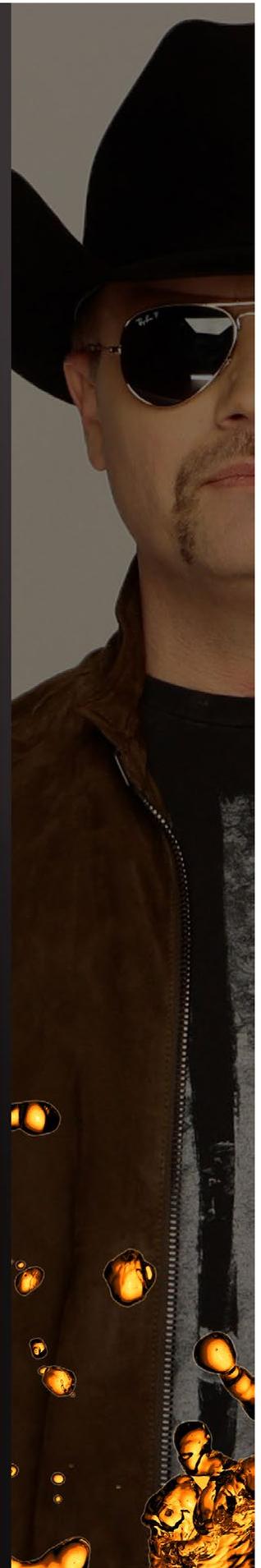
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KCYE, KDRK, KBEQ, KHGE, KJUG, KMLE,
KPLM, KRKY, KSOP, KUBL, KUPL, KXLY,
WCOL, WGH, WGNA, WGNE, WIRK, WKLI,
WKMK, WKXC, WXCX, WYCD





Choo Are You: Arista's Carlton Anderson with WUSY/ Chattanooga's Melissa Turner (l) and Justin Cole (r), and the label's Ali O'Connell

tions." We like to share the emotions of others and can enjoy their positive experiences. That thinking can be applied to imaging.

Imaging can also leave room for improv. Van Slyke is a guitar player with a pretty good sense of humor. After he reads the copy as written, he often riffs – not only on the guitar but with verbal ideas he thinks might work with the copy. Many of his PDs love the approach. Hear an example [here](#).

And there's no substitute for engagement. "The best imaging work I do is when there's a producer or PD on the line with me and we're riffing," says Solomon. "Obviously that can't happen with every session, but especially for a startup package, it's so much fun to play with the person who actually wrote the liners. I'm much funnier and more creative with a playmate."

Legg has one final note of advice for PDs: "Do not prostitute your station voice. If you use your station voice for a bunch of sponsor reads and advertiser stuff, your audience becomes conditioned to tuning out your station voice like they do the VO talent reading the Toyota ad. Protect the integrity of your station's audio version of a logo – the imaging voice."

Ultimately, imaging is a large part of the heart and soul that separates radio from music-only platforms. When you consider that the image voice may be heard more than any other outside of morning drive, it might be time to rethink how its used. Reach Van Slyke [here](#), Legg [here](#), Solomon [here](#) and Goodman [here](#). –*Sue Wilson*

chance to win...' Also, making references to the experiences your listeners are having on a daily basis helps the listener connect. 'We know your cheeks are stuck to the subway seat in this heat – ours are too! Z93!' And use humor. Find a fun way to present a prize giveaway." Hear some examples [here](#).

Van Slyke encourages positivity using a game show analogy. "Why do we still watch game shows?" he asks. "They've been around forever, and we continue to watch even though we know we aren't the ones who will win. [But they] stoke positive emo-

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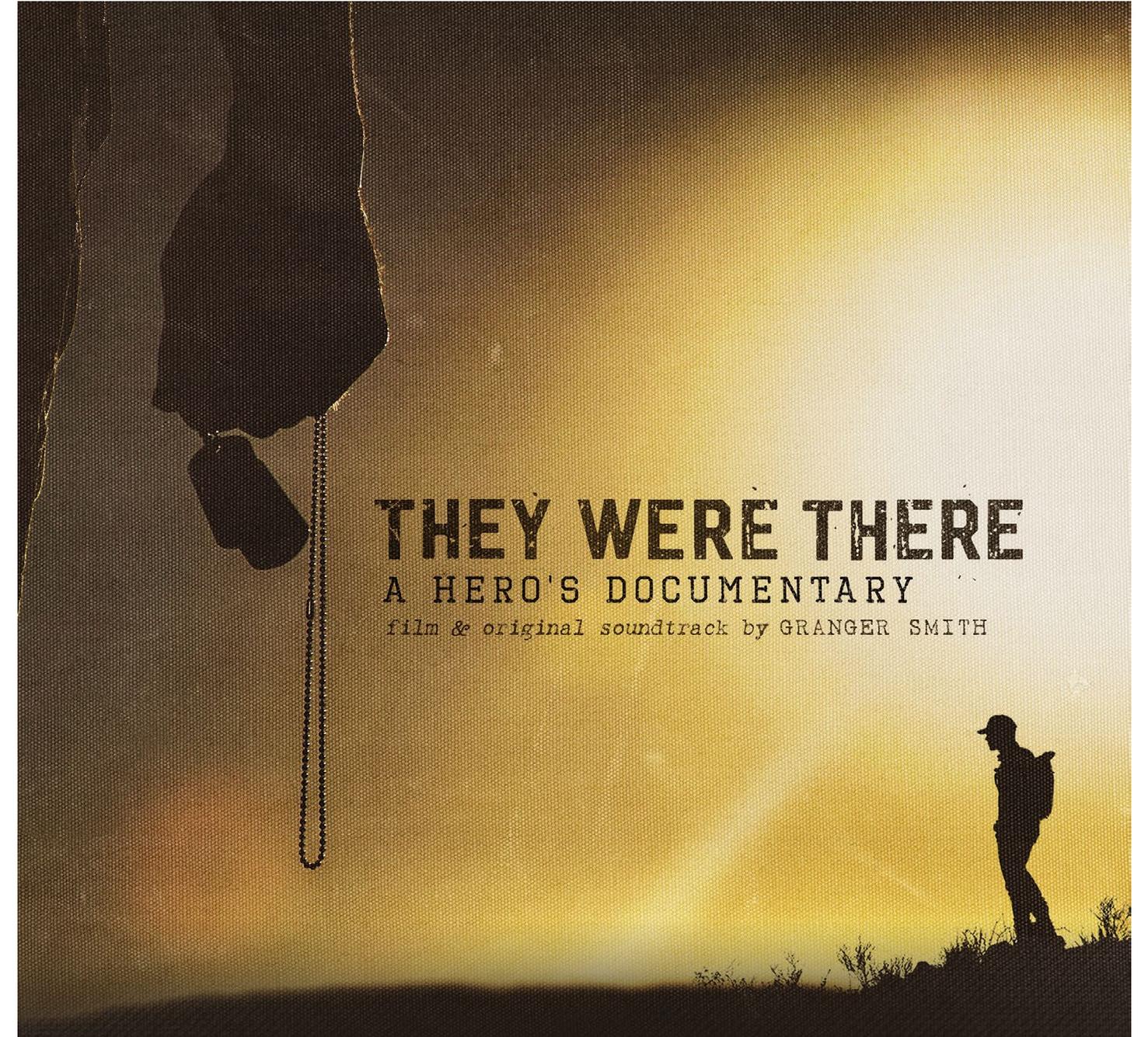
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SCOTT**

**NOTHING TO
DO TOWN**

IMPACTING 1/14/19



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film & original soundtrack by GRANGER SMITH

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BMG

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Here's a list of job seekers and open gigs. Not listed? Send info [here](#) and we'll include you in a future update.

MIDWEST

NRG **KFGE/Lincoln, NE** has an immediate opening for an afternoon host. Materials to OM **Steve Albertsen** [here](#).

Cumulus/Detroit has a Dir./Digital Content opening for its three-station cluster, including Country **WDRQ** (NASH FM). Apply [here](#).

Cumulus/Detroit has a PD opening for **Country WDRQ** (NASH FM) and Hot AC **WDVD**. A minimum of five years successful programming experience is required. Apply [here](#).

Marshalltown Broadcasting **KXIA/Marshalltown, IA** is searching for a morning co-host. Airchecks and résumés to PD **JD Justice** [here](#).

Townsquare/Grand Rapids, MI is searching for an OM. Airchecks and résumés to **Rick Sarata** [here](#).

Bliss **WJVL/Janesville, WI** has an opening for a part-time weekender. At least one year on-air experience is required. Airchecks and résumés to PD **Justin Brown** [here](#).

KSE Radio Ventures/Denver is searching for an engineer. Apply [here](#).

NORTHEAST

Townsquare **WOKQ/Portsmouth, NH** is looking for a Brand Manager. Joe Limardi will continue in the role until a replacement is found. Materials to Townsquare New England ROM **Herb Ivy** [here](#).

Aloha Station Trust **WFRE/Frederick, MD** has an opening for a weekend/fill-in talent. Those living in the Frederick, MD, Washington, DC and Baltimore MD area can send airchecks and résumés to PD **Brian Mo** [here](#).

Binnie/Portland, ME has an opening for an on-air Promotions Assistant. The cluster includes Country **WTHT**. Send airchecks and résumés to OM **Stan Bennett** [here](#).

Binnie Media/Maine is searching for a Dir./Traffic and a part-time Sales Assistant in Portland, for its stations which include Country **WTHT** and **WBQQ**. Send materials [here](#).

SOUTHEAST

iHeartMedia/Tuscaloosa, AL has an opening for an OM and PD for **Country WTXT**. Airchecks and résumés to Area SVP/Programming **Tom Hanrahan** [here](#).

Beasley **WQYK/Tampa** PD **Travis Daily** is seeking an experienced afternoon drive produc-

er. Materials to Daily [here](#).

Max Media's **WGH/Norfolk** has a morning opening. Airchecks and résumés to VP/Programming **Rusty James** [here](#).

Cumulus' **WSM-FM (Nash Icon)/Nashville** has an opening for a part-timer. Duties will also include the Icon Network. Flexibility and on-air experience is required (no beginners). Materials to VP/Country **Charlie Cook** [here](#).

Cumulus' **WSM-FM (Nash Icon)/Nashville** is in search of on-air traffic reporters. Materials to VP/Country **Charlie Cook** [here](#).

Guaranty **WTGE/Baton Rouge** has an opening for a middayer. Three to five years experience in Country is required, along with strong production, digital and social media skills. Airchecks and résumés [here](#).

Average Joes Entertainment is seeking entry/intermediate level graphic design and video production applicants for full-time employment. More info [here](#); submit résumé and portfolio [here](#).

Cumulus **WKDF/Nashville** is seeking part-time air talent for weekends and fill-ins. Three years of on-air experience and residing in the Nashville area are required. Airchecks and résumés to PD **John Shomby** [here](#).

Bristol **WBXQ/Johnson City, TN** is still searching for a PD to succeed Bill Hagy. The right candidate will also have on-air responsibilities. A minimum of five years as a Country PD is required. Airchecks and resumes [here](#).

Entercom **WPAW/Greensboro, NC** has an opening for an afternoon jock. Apply [here](#).

Vallie Richards Donovan Consulting has an immediate PM drive opening at a legendary east coast Country station. Send airchecks and résumés to "Country Jobs" [here](#).

Summit **WQNU/Louisville** is looking for an APD/MD/on-air host. Submit materials [here](#).

SOUTHWEST

Cox/San Antonio is searching for a VP/MM. Reach out to RVP/Radio **Rob Babin** [here](#).

Cumulus **KSCS/Dallas** is searching for a morning co-host for *Hawkeye In The Morning*. Airchecks and résumés to PD Mac Daniels [here](#).

Cox Media Group/Houston is searching for a Digital Media Sales Specialist. Apply [here](#).

LCKM **KTFW/Dallas** has an unspecified part-time on-air opening for an experienced talent.

Contact PD **Mike Crow** [here](#).

Noalmark **KBIM/Roswell, NM** has an opening for a morning host. Materials to GM **Darryl Burkfield** [here](#).

Entercom **KILT/Houston** has immediate openings for part-timers. Only applicants living in the Houston area are being considered at present. Send airchecks [here](#); apply [here](#).

WEST COAST

Entercom **KKWF/Seattle** is searching for an afternoon drive host. Apply [here](#).

Cherry Creek/St. George, UT has an opening for a Dir./Production. The cluster includes Country **KCIN** and **KIYK**, and the job comes with co-host responsibilities on cluster AC **KREC**. Materials including production and imaging samples [here](#).

Townsquare/Ft. Collins, CO is searching for an OM as well as an on-air talent. Résumés to Townsquare/Northern Colorado Pres./CRO **Evan Harrison** [here](#).

OTHER

Johnstone Entertainment Agency is searching for an experienced agent to assist booking for the band **Shenandoah**. Send résumés to **Cole Johnstone** [here](#).

Pandora is searching for a Head/Country Music Programming. Three to five years years experience curating digital playlists or programming Country radio is required. Apply [here](#).

Consultant **Joel Raab** is looking for a Brand Manager for a Top 75 Market. Raab is also on the hunt for morning talent fro two different Top 50 Market stations. Send materials [here](#).

Cumulus is on the hunt for an on-air segment producer and sidekick for its nationally syndicated *The Ty Bentli Show*. Apply [here](#).

SEARCHING

• **Jeremy Guenther**

Formerly with Riser House, Capitol and KSSN & KMJX/Little Rock
jguenther01@gmail.com
501-590-4878

• **Chris Matthews**

Formerly with KBEB/Sacramento, KMLE/Phoenix, KAWO/Boise
chrismatthewsdj@gmail.com

• **David Dean**

Formerly with KMPS/Seattle, KMLE/Phoenix
dave@daveandceej.com

• **Terry Cooley**

Former Radio Mankato Dir./Programming
Sinjin62@gmail.com

• **James Anthony**

Former KRMD/Shreveport PD/on-air
afternoondj@gmail.com
816-232-7915

• **Rosey Fitchpatrick**

Promotion/Marketing industry vet (MCA, Decca, Indie promo, WME)
roseyfitch99@gmail.com
615-944-7033

• **Tommy & Joe Johnson**

Former KUBL/Salt Lake City morning co-hosts
tommyjohnsonmail@gmail.com

• **Pam Russell**

Former UMG/Nashville VP/National Sales
PamwRussell@icloud.com

• **Shane Collins**

Former Summit Media/Louisville OM
ShaneC1234@gmail.com

• **Ron "Keyes" Stevens**

Former KEKB/Grand Junction, CO morning host
ronstvn@yahoo.com

• **Justin Taylor**

Former Broadway/Salt Lake City, UT PD/MD/
on-air personality
TaylorTracks99@gmail.com

LW TW Artist/Title (Label)

Total Points +/- Points Total Plays +/- Plays Audience +/- Aud Stations ADDS

LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
3	1	KANE BROWN ✓ Lose It (RCA)	27027	2138	8466	633	52.081	5.092	155	0
1	2	JIMMIE ALLEN /Best Shot (Stoney Creek)	25310	-1179	7821	-423	50.914	-0.971	155	0
4	3	LUKE COMBS /She Got The Best Of Me (River House/Columbia)	23588	-1269	7259	-313	48.084	-2.75	155	0
6	4	DAN + SHAY /Speechless (Warner Bros./WAR)	21803	1327	6901	508	41.34	3.296	154	0
5	5	MITCHELL TENPENNY /Drunk Me (Riser House/Columbia)	21736	838	6730	261	42.184	3.744	154	0
8	6	KIP MOORE /Last Shot (MCA)	17788	867	5663	286	32.883	2.011	153	0
11	7	DUSTIN LYNCH /Good Girl (Broken Bow) ✓	17380	2298	5476	710	31.271	4.291	153	0
10	8	DIERKS BENTLEY f/BROS. OSBORNE /Burning Man (Capitol) ✓	16823	1661	5282	437	32.871	3.956	153	0
12	9	THOMAS RHETT /Sixteen (Valory)	16118	1209	5094	334	31.814	3.995	155	0
2	10	MAREN MORRIS /Rich (Columbia)	15699	-9510	5050	-2932	29.558	-18.315	153	0
9	11	BLAKE SHELTON /Turnin' Me On (Warner Bros./WMN)	15686	453	4955	103	29.081	0.72	154	0
14	12	SCOTTY MCCREERY /This Is It (Triple Tigers)	13959	996	4412	297	26.265	2.711	153	1
18	13	JASON ALDEAN /Girl Like You (Broken Bow) ✓	13337	1771	4026	478	26.059	4.843	151	1
13	14	ERIC CHURCH /Desperate Man (EMI Nashville)	13324	294	4360	104	24.046	0.647	154	0
15	15	CHRIS STAPLETON /Millionaire (Mercury)	12865	603	4129	213	24.632	1.634	152	0
16	16	MIDLAND /Burn Out (Big Machine)	12469	790	3842	168	23.508	1.562	154	0
17	17	JORDAN DAVIS /Take It From Me (MCA)	12281	629	3765	155	21.737	1.466	153	0
20	18	LUKE BRYAN /What Makes You Country (Capitol)	11807	1243	3727	431	21.658	2.403	153	2
19	19	RILEY GREEN /There Was This Girl (BMLGR)	11513	436	3651	143	18.682	0.941	154	0
21	20	JAKE OWEN /Down To The Honkytonk (Big Loud)	10838	434	3498	119	17.364	0.341	153	0
22	21	TIM MCGRAW /Neon Church (Columbia)	8989	-143	2842	3	16.335	0.295	154	1
23	22	MICHAEL RAY /One That Got Away (Atlantic/WEA)	7719	813	2363	278	12.062	0.904	142	7
25	23	JON PARDI /Night Shift (Capitol)	7115	535	2171	199	12.238	0.85	141	5
26	24	KEITH URBAN /Never Comin Down (Capitol)	6942	973	2163	265	11.535	1.492	139	6
27	25	CARRIE UNDERWOOD /Love Wins (Capitol)	6635	842	2014	266	10.645	0.609	137	4

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RYAN HURD

👕 📄 🍷 🎵 🏠 | TO A T

**IN POWER ROTATION AT
SiriusXM The Highway**

**Thank You SiriusXM for TWO hits this year:
“Diamonds or Twine” and “To A T”**





Every
Little
Thing

RUSSELL DICKERSON

CRS NEW FACES 2019

#2 MOST ADDED

THANK YOU COUNTRY RADIO!

LW	TW	Artist/Title (Label)	Total Points +/-	Points	Total Plays +/-	Plays	Audience +/-	Aud	Stations	ADDS
24	26	📶 K. CHESNEY f/M. SMITH/Better Boat (Blue Chair/Warner Bros./WEA)	6615	-61	2110	18	9.977	-0.691	140	3
29	27	📶 OLD DOMINION/Make It Sweet (RCA) ✓	6580	1422	1984	433	11.672	2.741	126	15
28	28	📶 TYLER RICH/The Difference (Valory)	6229	436	2044	107	8.493	0.907	138	1
30	29	📶 CODY JOHNSON/On My Way To You (CoJo Music/WMN)	5167	65	1493	30	8.825	0.028	111	5
31	30	📶 BRETT YOUNG/Here Tonight (BMLGR)	4928	129	1531	92	8.25	-0.202	124	5
32	31	📶 ELI YOUNG BAND/Love Ain't (Valory)	4881	124	1428	53	6.858	0.276	120	1
35	32	📶 CHASE RICE/Eyes On You (Broken Bow)	4374	466	1244	142	5.647	0.432	117	6
33	33	📶 TRAVIS DENNING/David Ashley Parker From... (Mercury)	4150	108	1403	45	4.581	-0.382	131	0
34	34	📶 GRANGER SMITH/You're In It (Wheelhouse)	4109	127	1287	39	4.861	0.14	117	1
36	35	📶 RODNEY ATKINS/Caught Up In The Country (Curb)	3950	129	1332	48	5.137	0.345	111	2
37	36	📶 BRETT ELDREDGE/Love Someone (Atlantic/WMN)	3668	184	1055	46	5.588	0.425	99	2
39	37	📶 KELSEA BALLERINI/Miss Me More (Black River)	3565	615	1021	163	5.402	1.224	106	9
38	38	📶 RANDY HOUSER f/H. LINDSEY/What Whiskey Does (Stoney Creek)	3171	164	1030	52	3.315	0.108	106	0
AIRBORNE		📶 LOCASH/Feels Like A Party (Wheelhouse)	3062	310	1031	101	3.266	0.325	97	4
40	40	📶 RASCAL FLATTS/Back To Life (Big Machine)	2969	81	875	36	3.122	0.053	126	4
43	41	📶 MORGAN WALLEN/Whiskey Glasses (Big Loud)	2868	222	941	68	3.498	0.371	107	2
42	42	📶 LEE BRICE/Rumor (Curb)	2798	120	812	41	4.259	0.038	77	2
44	43	📶 MADDIE & TAE/Friends Don't (Mercury)	2636	54	845	7	3.581	0.179	99	0
48	44	📶 RUNAWAY JUNE/Buy My Own Drinks (Wheelhouse)	2624	266	854	103	2.921	0.395	91	2
49	45	📶 FLORIDA GEORGIA LINE/Talk You Out Of It (BMLGR)	2459	397	766	78	4.113	0.892	83	12
47	46	📶 BRANDON LAY/Yada Yada Yada (EMI Nashville)	2396	26	782	12	2.134	-0.097	101	1
Debut	47	📶 LUKE COMBS/Beautiful Crazy (River House/Columbia)	2055	1041	636	273	4.179	2.334	77	52
Re-Enter	48	📶 BRAD PAISLEY/Bucked Off (Arista)	1859	186	549	113	3.796	1.068	79	6
	50	📶 MORGAN EVANS/Day Drunk (Warner Bros./WEA)	1825	-54	554	34	2.314	-0.155	72	1
Re-Enter	50	📶 BILLY CURRINGTON/Bring It On Over (Mercury)	1742	110	535	24	2.122	0.17	86	1

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CONGRATULATIONS
KANE BROWN & CHASE MCGILL
ON YOUR #1 SONG
LOSE IT

SPECIAL THANKS TO
COUNTRY RADIO, EFG MGMT, SONY MUSIC NASHVILLE,
AND WILL WEATHERLY



Country Aircheck Add Leaders

	Adds
LUKE COMBS /Beautiful Crazy (River House/Columbia)	52
RUSSELL DICKERSON /Every Little Thing (Triple Tigers)	44
BIG & RICH /Brand New Buzz (B&R/New Revolution)	22
GARTH BROOKS /Stronger Than Me (Pearl)	18
OLD DOMINION /Make It Sweet (RCA)	15
FLORIDA GEORGIA LINE /Talk You Out Of It (BMLGR)	12
COLE SWINDELL /Love You Too Late (Warner Bros./WMN)	10
KELSEA BALLERINI /Miss Me More (Black River)	9
MICHAEL RAY /One That Got Away (Atlantic/WEA)	7
BRAD PAISLEY /Bucked Off (Arista)	6
CHASE RICE /Eyes On You (Broken Bow)	6
KEITH URBAN /Never Comin Down (Capitol)	6

Country Aircheck Top Point Gainers

DUSTIN LYNCH /Good Girl (Broken Bow)	2298 ✓
KANE BROWN /Lose It (RCA)	2138 ✓
JASON ALDEAN /Girl Like You (Broken Bow)	1771 ✓
DIERKS BENTLEY f/BROS. OSBORNE /Burning Man (Capitol)	1661 ✓
OLD DOMINION /Make It Sweet (RCA)	1422 ✓
DAN + SHAY /Speechless (Warner Bros./WAR)	1327
LUKE BRYAN /What Makes You Country (Capitol)	1243
THOMAS RHETT /Sixteen (Valory)	1209
LUKE COMBS /Beautiful Crazy (River House/Columbia)	1041
SCOTTY MCCREERY /This Is It (Triple Tigers)	996

Country Aircheck Top Spin Gainers

DUSTIN LYNCH /Good Girl (Broken Bow)	710
KANE BROWN /Lose It (RCA)	633
DAN + SHAY /Speechless (Warner Bros./WAR)	508
JASON ALDEAN /Girl Like You (Broken Bow)	478
DIERKS BENTLEY f/BROS. OSBORNE /Burning Man (Capitol)	437
OLD DOMINION /Make It Sweet (RCA)	433
LUKE BRYAN /What Makes You Country (Capitol)	431
THOMAS RHETT /Sixteen (Valory)	334
SCOTTY MCCREERY /This Is It (Triple Tigers)	297
KIP MOORE /Last Shot (MCA)	286

Activator Top Point Gainers

LUKE BRYAN /What Makes You Country (Capitol)	816 ✓
MICHAEL RAY /One That Got Away (Atlantic/WEA)	663 ✓
OLD DOMINION /Make It Sweet (RCA)	482 ✓
JON PARDI /Night Shift (Capitol)	466 ✓
SCOTTY MCCREERY /This Is It (Triple Tigers)	462 ✓
CARRIE UNDERWOOD /Love Wins (Capitol)	410
DUSTIN LYNCH /Good Girl (Broken Bow)	351
JASON ALDEAN /Girl Like You (Broken Bow)	350
BRAD PAISLEY /Bucked Off (Arista)	335
THOMAS RHETT /Sixteen (Valory)	321

Activator Top Spin Gainers

LUKE BRYAN /What Makes You Country (Capitol)	191
SCOTTY MCCREERY /This Is It (Triple Tigers)	150
MICHAEL RAY /One That Got Away (Atlantic/WEA)	131
DUSTIN LYNCH /Good Girl (Broken Bow)	125
KIP MOORE /Last Shot (MCA)	123
KANE BROWN /Lose It (RCA)	114
OLD DOMINION /Make It Sweet (RCA)	112
JON PARDI /Night Shift (Capitol)	111
JASON ALDEAN /Girl Like You (Broken Bow)	107
DAN + SHAY /Speechless (Warner Bros./WAR)	102

Country Aircheck Top Recurrents

	Points
CHRIS YOUNG /Hangin' On (RCA)	15655
RUSSELL DICKERSON /Blue Tacoma (Triple Tigers)	15450
OLD DOMINION /Hotel Key (RCA)	10919
LUKE COMBS /One Number Away (River House/Columbia)	10339
KENNY CHESNEY /Get Along (Blue Chair/Warner Bros./WEA)	9725
KANE BROWN /Heaven (RCA)	9607
DAN + SHAY /Tequila (Warner Bros./WAR)	9322
J. ALDEAN f/M. LAMBERT /Drowns The Whiskey (Broken Bow)	8673
LUKE BRYAN /Sunrise, Sunburn, Sunset (Capitol)	7432
SAM HUNT /Body Like A Back Road (MCA)	6907

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I THINK TOO MUCH

“I Think Too Much is the trio’s strongest release to date and destined to be their biggest playlist bop yet.”

-PHIL GUERINI, VP, MUSIC STRATEGY
DCWW & GM, RADIO DISNEY NETWORK

Southern Halo



www.southernhalo.net

COUNTRY AIRCHECK ACTIVITY

FLORIDA GEORGIA LINE/Talk You Out Of It (BMLGR)

Moves 49-45*
2,459 points, 766 spins
12 adds including: **KRYS, KTEX, KTTS, KWBL, WKHK, WKXC, WLFY, *WNSH, WUSJ, WUSN**

BRANDON LAY/Yada Yada Yada (EMI Nashville)

Moves 47-46*
2,396 points, 782 spins
1 add: **KCYE**

LUKE COMBS/Beautiful Crazy (River House/Columbia)

Debuts at 47*
2,055 points, 636 spins
52 adds including: **KBQI, *KCY, KFDI, KJKE, KKIX, KMLE, KMNB, KNIX, *KRST, KRTY**

BRAD PAISLEY/Bucked Off (Arista)

Re-enters at 48*
1,859 points, 549 spins
6 adds: **KJUG, KYGO, *W1MC, WKMK, WNCY, WXYC**

MORGAN EVANS/Day Drunk (Warner Bros./WEA)

Moves 50-49*
1,825 points, 554 spins
1 add: ***WGKX**

BILLY CURRINGTON/Bring It On Over (Mercury)

Re-enters at 50*
1,742 points, 535 spins
1 add: ***KIZN**

DAVID LEE MURPHY/I Won't Be Sorry (Reviver)

1,722 points, 527 spins; no adds

JUSTIN MOORE/The Ones That Didn't Make It..(Valory)

1,536 points, 461 spins
2 adds: **KBEQ, WYCD**

LAUREN ALAINA/Ladies In The '90s (19/Mercury)

1,517 points, 435 spins
4 adds: **KJUG, WCKN, WEZL, WKXC**

ADD DATES

December 10

DEVIN DAWSON/Dark Horse (Atlantic/WMN/WEA)

January 7

None Listed

January 14

ASHLEY MCBRYDE/Girl Goin' Nowhere (Atlantic/WAR)

Send yours to adds@countryaircheck.com

CHECK OUT 12/7



Brett Young Ticket to L.A. (BMLG Records)

Young's sophomore album reunites him with producer Dann Huff, executive producer Jimmy Harnen and engineer/mixer Justin Niebank. The project features 13 songs, 10 of which were co-written by Young, including "Chapters" featuring Gavin DeGraw, and the first single "Here Tonight," co-written with Ben Caver, Justin Ebach and Charles Kelley.



Ross Copperman Homegrown Kids Country, Vol. 1 (BBRMG/BMG)

Produced by Dana Anderson and David Wise with executive producer Copperman, the compilation album features children performing 10 songs, including Jon Pardi's "Dirt on My Boots," Luke Bryan's "Most People are Good" and Kenny Chesney's "Get Along."



Jimmy Charles Hard Way To Go (Osprey Sky Records)

Charles wrote or co-wrote all but one of the seven songs featured on his debut EP. Six of the tracks were produced by Paul David and recorded at Nashville's Ocean Way studio, while current single "I Am Not Alone" was produced by Lawrence "Boo" Mitchell and recorded at the Royal Studios Memphis.

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GOT A LIFE TO CATCH
produced by Merle Haggard and Ace Otten

amy jack

AVAILABLE NOW

LW	TW	Artist/Title (Label)	Points	+/- Points	Plays	+/- Plays	Stations	ADDS
2	1	KANE BROWN Lose It (RCA)	11360	148	2564	114	52	0
1	2	JIMMIE ALLEN /Best Shot (Stoney Creek)	10599	-823	2393	-116	51	0
4	3	MITCHELL TENPENNY /Drunk Me (Riser House/Columbia)	10132	18	2288	68	52	0
5	4	DAN + SHAY /Speechless (Warner Bros./WAR)	9984	184	2185	102	52	0
6	5	KIP MOORE /Last Shot (MCA)	8493	312	1865	123	51	0
3	6	MAREN MORRIS /Rich (Columbia)	8243	-1980	1852	-430	49	0
9	7	DIERKS BENTLEY f/BROS. OSBORNE /Burning Man (Capitol)	8174	214	1769	84	52	0
10	8	THOMAS RHETT /Sixteen (Valory)	8140	321	1672	96	52	0
11	9	DUSTIN LYNCH /Good Girl (Broken Bow)	8107	351	1741	125	51	0
8	10	BLAKE SHELTON /Turnin' Me On (Warner Bros./WMN)	7841	-188	1682	-16	51	0
12	11	SCOTTY MCCREERY /This Is It (Triple Tigers) ✓	6753	462	1435	150	51	1
13	12	CHRIS STAPLETON /Millionaire (Mercury)	6220	278	1411	93	49	0
14	13	ERIC CHURCH /Desperate Man (EMI Nashville)	6145	220	1318	60	47	0
15	14	JASON ALDEAN /Girl Like You (Broken Bow)	5993	350	1262	107	52	0
20	15	LUKE BRYAN /What Makes You Country (Capitol) ✓	5503	816	1205	191	51	0
16	16	TIM MCGRAW /Neon Church (Columbia)	5383	-100	1159	0	51	0
19	17	MIDLAND /Burn Out (Big Machine)	5373	299	1168	94	52	0
17	18	JAKE OWEN /Down To The Honkytonk (Big Loud)	5288	-155	1159	6	52	0
18	19	JORDAN DAVIS /Take It From Me (MCA)	5208	9	1125	27	52	0
21	20	RILEY GREEN /There Was This Girl (BMLGR)	4743	122	1027	47	51	0
22	21	KENNY CHESNEY f/M. SMITH /Better Boat (Blue Chair/Warner Bros./WEA)	4088	66	878	27	49	0
24	22	OLD DOMINION /Make It Sweet (RCA) ✓	3796	482	706	112	51	7
23	23	KEITH URBAN /Never Comin Down (Capitol)	3667	282	729	65	50	1
25	24	MICHAEL RAY /One That Got Away (Atlantic/WEA) ✓	3357	663	642	131	48	5
28	25	CARRIE UNDERWOOD /Love Wins (Capitol)	2832	410	591	99	48	1
29	26	JON PARDI /Night Shift (Capitol) ✓	2831	466	606	111	48	8
26	27	CODY JOHNSON /On My Way To You (CoJo Music/WMN)	2579	0	474	21	48	0
27	28	ELI YOUNG BAND /Love Ain't (Valory)	2513	77	496	24	40	0
30	29	BRETT YOUNG /Here Tonight (BMLGR)	1978	82	372	31	46	1
31	30	TYLER RICH /The Difference (Valory)	1948	109	413	32	43	1

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HOSTED BY

Brett Eldredge



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Written and produced by Sharla McCoy

Contact Sharla McCoy at sharlamccoy@gmail.com

LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
32	31	KELSEA BALLERINI /Miss Me More (Black River)	1553	173	280	41	30	2		
37	32	BRAD PAISLEY /Bucked Off (Arista)	1365	335	247	70	44	2		
35	33	MORGAN WALLEN /Whiskey Glasses (Big Loud)	1218	80	210	30	28	0		
34	34	TRAVIS DENNING /David Ashley Parker From... (Mercury)	1167	-6	276	9	38	1		
38	35	RASCAL FLATTS /Back To Life (Big Machine)	1105	129	215	31	22	1		
36	36	RODNEY ATKINS /Caught Up In The Country (Curb)	1060	-27	265	1	34	0		
33	37	BRETT ELDREDGE /Love Someone (Atlantic/WMN)	1040	-141	194	-9	21	0		
49	38	LOCASH /Feels Like A Party (Wheelhouse)	988	316	208	60	20	0		
41	39	BILLY CURRINGTON /Bring It On Over (Mercury)	956	119	154	24	13	0		
39	40	CHRIS LANE /I Don't Know About You (Big Loud)	908	25	100	3	4	0		
40	41	FLORIDA GEORGIA LINE /Talk You Out Of It (BMLGR)	897	53	192	19	20	1		
43	42	CHASE RICE /Eyes On You (Broken Bow)	818	93	187	26	33	1		
50	43	LUKE COMBS /Beautiful Crazy (River House/Columbia)	794	169	143	33	15	8		
48	44	GRANGER SMITH /You're In It (Wheelhouse)	779	103	189	29	34	0		
44	45	LEE BRICE /Rumor (Curb)	714	-9	102	-1	17	0		
47	46	MADDIE & TAE /Die From A Broken Heart (Mercury)	710	20	71	2	2	0		
51	47	RUNAWAY JUNE /Buy My Own Drinks (Wheelhouse)	668	43	131	10	21	0		
45	48	RYAN HURD /To a T (RCA)	650	-60	65	-6	1	0		
52	49	PISTOL ANNIES /Got My Name Changed Back (RCA)	638	82	66	10	7	0		
46	50	BRANDON LAY /Yada Yada Yada (EMI Nashville)	629	-69	143	-15	22	0		
Debut	51	CARLY PEARCE /Closer To You (Big Machine)	580	184	81	40	7	2		
42	52	RANDY HOUSER f/H. LINDSEY /What Whiskey Does (Stoney Creek)	537	-218	131	-23	17	0		
59	53	CJ SOLAR /American Girls (Sea Gayle)	530	81	101	11	12	0		
53	54	MADDIE & TAE /Friends Don't (Mercury)	530	-24	97	-1	21	1		
57	55	RAEYLYN /Tailgate (Warner Bros./WMN)	500	20	50	2	2	0		
54	56	WALKER HAYES /90's Country (Monument/Arista)	500	0	50	0	2	0		
60	57	COLE SWINDELL /Dad's Old Number (Warner Bros./WMN)	450	10	45	1	2	0		
Debut	58	LAUREN ALAINA /Ladies In The '90s (19/Mercury)	438	98	61	6	9	0		
Debut	59	SOUTHERN HALO /I Think Too Much (Southern Halo)	422	-6	84	-3	11	0		
55	60	HARDY /Throwback (Tree VibeZ/Big Loud)	420	-70	42	-7	1	0		

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