

COUNTRY AIRCHECK WEEKLY

steve azar
sunshine

44 On the CA/MB Building Chart!! (3/22)

New This Week At KSOP, KUZZ & WGNA! RIDE

March 22, 2010

Issue 184

PPM: Everything Counts

Part two of our edited transcript of CRS 2010's buzz panel finds panelists **Scott Lindy** (WUBL/Atlanta), **Scott Mahalick** (KUPL/Portland) and **Gary Marince** (Arbitron) offering more from-the-trenches insight on PPM data and its application. KKGQ/Los Angeles' **Charlie Cook** moderates. We start with Marince discussing the daily growth curve as radio listening picks up in the early morning.

GM: The listening pattern is soft at 6am and grows to peak around 8am. No matter what happens between those hours, if you measure from one minute to the next it looks like the audience is growing. If I sang on-air at 6:03 and looked again at 6:06, we'd say I'm a great singer because more people came to the station. That's the wrong interpretation.

CC: You can see what listeners do at the end of the day, too.

GM: I see this a lot: "It looks like at 7pm we start to lose our audience. I'm going to give away my money at 7:30." That's okay, but hunt where the ducks are. There's a greater likelihood, statistically, that a contest will be successful if it is presented when most people are listening. If you do something at 7:30, it's going to be hard to drive the audience.

CC: Gary made a great statement about how all of the things we do on a station – interviews, promos and imaging – are investments. This includes getting into stopsets and using features.

SM: First and foremost, I view the 10-12 minutes an hour we play commercials as programming. *(continued on page 4)*


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CHART NOTE

Panel and weight changes including the shift to PPM in eight markets (comprising 15 stations) and the addition of three new reporters have combined to skew trending numbers, so this week's chart is running trendless (see Chart Page 1). There are no +/- points or plays, nor are there bullets, though last week's chart numbers are included. Trending information will resume its place on the chart next week (3/29).



We Are Family: Mercury's Easton Corbin (center) celebrates his first No. 1 "A Little More Country Than That" with his "extended" family at the UMG/Nashville offices. The tune was written by Joey+Rory's Rory Feek, Don Poythress and Wynn Varble. Congrats to UMG/N SVP Royce Risser (second from left), VP Damon Moberly (fourth from left) and the entire Mercury gang.



#1

MediaBase /
Country
Aircheck

EASTON CORBIN

A Little More Country Than That

"I know that having a number 1 on your first single isn't the norm, and I'm absolutely humbled by this. THANK YOU Country Radio Programmers for giving me this chance."

– Easton Corbin

GARY ALLAN

"GET OFF ON THE PAIN"

90,000 ALBUMS SOLD IN 2 WEEKS

KCCY KKWF KUPL KEEY KXKT KZSN WMAD WQHK KAJA KBEQ KTEX WGTY
WMZQ WPOC WXCX WDXB WFUS WKHX new stations this week



Regent Bankruptcy Challenged

New Jersey-based **Resilient Partners LP** plans to challenge **Regent Communications'** pre-packaged Chapter 11 bankruptcy filing after investing \$2.8 million in the company for 440,000 shares (15.7 cents each), reportedly shortly before the filing took place. Regent, which is planning to give stockholders 12.8 cents per share in its restructuring plan to reduce its debt by \$87 million, also is facing resistance from the bankruptcy U.S. Trustee, who objected to the broadcaster's request to waive a shareholder vote on its reorganization. RGCIQ.PK stock closed today at about 10.5 cents.

Hammond To Be Feted In K'ville

If you can be in the Knoxville area the evening of March 30, you'll want to join a star-studded lineup of artists, music industry colleagues and radio friends in toasting **WIVK/Knoxville OM Mike Hammond** as one of the 2010 inductees into the Country Music DJ and Radio Hall of Fame at Cotton Eyed Joe. To RSVP for the "Hammond Hoedown" (and for discounted hotel rooms), contact **Cindy Arnold** at 865-254-4510. For more info, contact evening personality **Jack Ryan**.



Mike Hammond

Radio News

- Former KIXB/El Dorado, AR PD **J.R. Schumann** has joined **KYKX/Tyler, TX** as APD/PM driver. He replaces the exiting **Brandon Michaels**.
- Kudos to **KAJA/San Antonio** for raising \$307,377 during its first **St. Jude Country Cares** radiothon last week.
- **Clay Walker** has recorded a PSA to increase the awareness of multiple sclerosis and the work being done by his non-profit **Band Against MS** to find a cure. Get a broadcast quality mp3 [here](#) or by calling 615-297-8875.
- **Premiere's The Crook & Chase Countdown** can now be heard on **KNIX/Phoenix**, the show's 200th affiliate.

MY TUNES: MUSIC THAT SHAPED MY LIFE



Eddie Hatfield

KJJY/Des Moines MD Eddie Hatfield discusses his most important songs, artists or concerts:

- 1. John Denver, Red Rocks Amphitheatre, 1973:** My first concert ever.
- 2. Bonnie Raitt/I Can't Make You Love Me:** My all-time favorite song.
- 3. Tim McGraw, CRS New Faces:** Tim was a struggling newcomer when he performed "Don't Take The Girl" at CRS New Faces and

literally became a superstar overnight. It's the "moment" of my whole career.

4. Rush, July 4, 1981: It was Rush and I was in the fourth row.

5. Beatles, Abbey Road: Perfection.

• **A highly regarded song or album you've never heard:**

Beethoven's Ninth Symphony. It's supposed to be a masterpiece that he composed when he was already deaf. I've never heard it, but I guess, neither has he.

• **An "important" piece of music you just don't get:** I've heard the greatest band of all time (Beatles) were influenced by it, but I don't get the Beach Boys' *Pet Sounds*. I've tried, but I just don't.

• **An album you played or listened to incessantly:** I listened to Rush's *2112* until the groove wore out on it, literally.

• **One obscure or non-country song everyone should listen to right now:** I recommend M. Ward to everyone. The album *Post War* is great from beginning to end. Yes, it's a couple of years old, but I love it.

ABBY Road

The **Alabama Broadcasters Association** handed out its 2010 ABBY Awards Saturday (3/20) in Birmingham. **WXFL/Florence** received Medium Market Commercial and Personality and Medium Market Morning Show went to **WBAM/Montgomery**. Large Market Regularly Scheduled Newscast went to **WZZK/Birmingham**, while crosstown **WDXB** took Large Market Service Project. **WHMA-FM/Hobson City** was named Small Market Regularly Scheduled Newscast winner. Full list [here](#).

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FETCH THIS!
UPTEMPO BARK & BITE

CA/MB 31 BB/BDS 30*

Three Weeks Most Added!

Fat dog, skinny dog, little itty bitty dog
Hot dog, cur dog, weenie dog, bird dog
Hound dog, cow dog, bow wow wow dog, wonder dog
Barkin' dog, chasin' parked car dog...

EVERY DOG HAS ITS DAY!

For Immediate Airplay

Click Here To Listen



Industry News

The six-year legal battle over **Roger Miller's** 1964 compositions was decided today when U.S. District Court Judge **William Haynes** ruled that copyrights to "King Of The Road," "Dang Me," "Chug-A-Lug" and "You Can't Roller Skate In A Buffalo Herd" belong to Miller's widow **Mary Miller** and **Roger Miller Music**, and not to **Sony/ATV Music**. Haynes also said that Miller and RMM are owed some \$900,000 in royalties.

Big Tractor, Writer's Den, Monument, Muy Bueno, Magic Mustang, peermusic, Hori Pro, RPM hosted the inaugural *18th Ave. "Pub" Crawl* (pictured below) on St. Patrick's Day (3/17). A&R reps from **Show Dog-Universal, Capitol, Warner Bros., Curb, Lyric Street, BBR** and **Sony/Nashville** walked to each publisher, where they were pitched songs and offered Irish-themed cocktails.



Belmont University Dir./Marketing-Special Initiatives **Pamela Johnson** will join the **Country Music Hall of Fame and Museum** as VP/Development April 5. Johnson will oversee the Museum's membership program, annual and planned giving initiatives and special fundraising events.

Wayne Update: Change Is Gonna Come

Braving a spring snowstorm on Oklahoma's prairie, **Jimmy Wayne** keeps his spirits up on his 1,600-mile *Meet Me Halfway* walk for homeless teens by counting his blessings ... and change. "When you're out here doing this, you think about life a lot," Wayne told us in our weekly update Friday (3/19). "You think

BIRTHDAYS

Tuesday (3/23) - Roxie Dean, Jim Mazza (jmazza@dreamcatcherenter.com)

Wednesday (3/24) - Vanessa Parker-Davis (vanessadavis@splashpublicity.com), Neal Spielberg (spielneal@comcast.net), Fred Vail (fredvail@treasureislenashville.com)

Thursday (3/25) - the late Hoyt Axton; Jimmy Harnen (jimmy.harnen@republicnashville.com); Scott Robinson (scottrobinson@dualtone.com)

Friday (3/26) - Kenny Chesney, Dean Dillon, Charly McClain, Ronnie McDowell, Danny Kee

Saturday (3/27) - Brad Wolf, Lee Gerald, John Hare, Elroy Kahanek, Bonnie Sugarman (bsugarman@apanashville.com), Kris Lamb (kris.lamb@disney.com)

Sunday (3/28) - Rodney Atkins, Reba McEntire, Charlie McCoy, Gerry House, Michael Powers (michael.powers@biggerpicturegroup.com)

Monday (3/29) - Brady Seals, Lindsey Roznovsky (lindsey.roznovsky@cmt.com), EJ Butler

about your job and purpose. I think we all work hard to find that serenity in our lives when it's already here and it doesn't cost very much." Wayne has also started collecting roadside coins.

"You find a lot of stuff out here," Wayne continues. "A lot of music falls out of cars. My driver listens to a new CD I find every day. We've found Jewel, the Wreckers and Metallica. I found a wedding CD, but that stayed in the player about 20 seconds." Wayne plans to donate all the spare change to *MMH*. Follow him [here](#).



Jimmy Wayne

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JOE NICHOLS

GIMMIE THAT GIRL

CA/MB 10

BB/BDS 11*

#1 YOUNG FEMALES

CALLOUT AMERICA

OVER 15,000

DOWNLOADS PER WEEK

SECOND BIGGEST GAINER

BOTH CHARTS!

CONVERT NOW!

IT'S WORKING!



HIT SONGS



LIVE



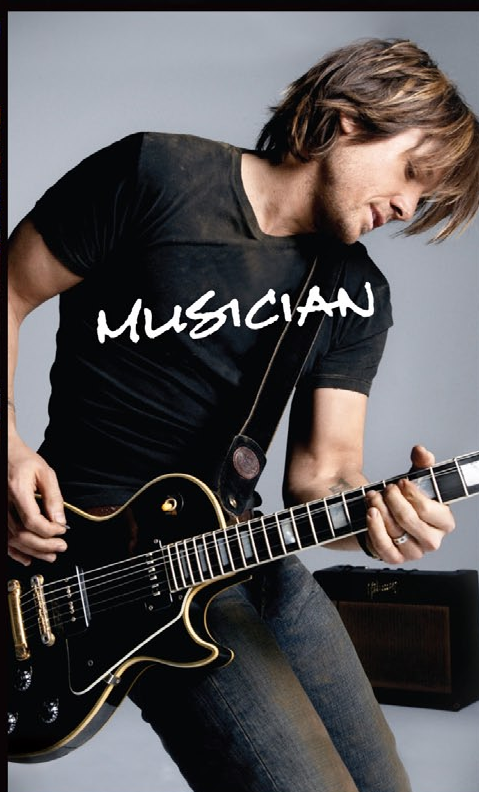
CHARITABLE



MULTI-PLATINUM



COLLABORATIVE



MUSICIAN

FOR YOUR ACM CONSIDERATION: Entertainer of the Year / Top Male Vocalist

Artist News

Kenny Chesney penned the preface of ESPN sportscasters *Mike And Mike's Rules For Sports And Life*, out April 6. Details [here](#).

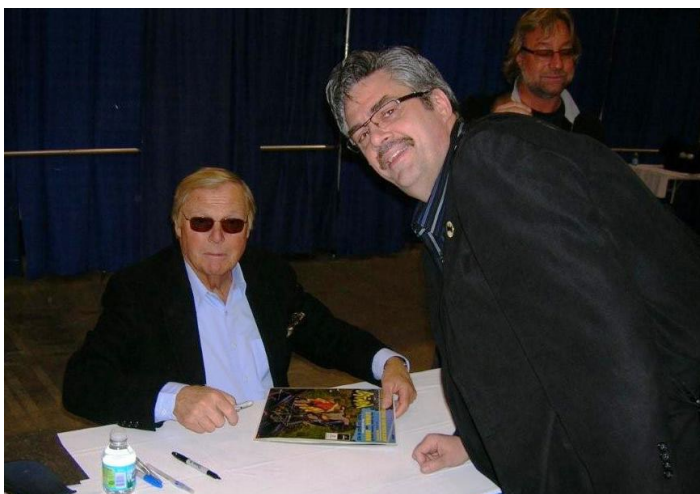
Jordyn Shellhart's 15-track Sony debut album *In A Room* is available at iTunes now. Download [here](#).

The *Fourth Annual Country Weekly Fashion Show And Concert* is scheduled for June 8 at Nashville's Wildhorse Saloon. The event will benefit **Musicians On Call**.

The Week's Top Stories

Full coverage of the week's news is available in the archives at www.countryaircheck.com.

- Frontline Solutions Pres. **Mike Reineri** was named Market Manager for **Clear Channel/Panama City's** six-station cluster, which includes Country **WPAP**. (CAT 3/16)
- **KNTY/Sacramento** interim PD **Tosh Jackson** was named PD of the station he's been programming since February. (CAT 3/19)



No, I'm Batman: Sony/Nashville VP/Marketing Tom Baldrica (r) dispels the rumor that he is, in fact, Batman by meeting TV Batman Adam West, who also signed the veeep's comic book.

TUBE CHECK

Tuesday 3/23 - Zac Brown Band, Jimmy Buffett, Taylor Swift, Def Leppard, *CMT Crossroads* (re-air).

Wednesday 3/24 - Craig Morgan, *Better TV* (syndicated).

Thursday 3/25 - Josh Turner, *Late Show With David Letterman* (re-air) (CBS).

Friday 3/26 - Alan Jackson, *Top 20 Country Countdown* (GAC).

Saturday 3/27 - Josh Turner, *Origins* (re-air) (GAC).

Sunday 3/28 - Alan Jackson, *AquaPaloosa* (re-air) (GAC).

- **WGTU/York, PA PD Scott Donato** was named OM for the two-station cluster. (CAT 3/18)
- **Warner Music/Nashville NE regional Kristen Williams** was named National Dir./Promotion. (CAT 3/19)

PPM: Everything Counts *(continued from page 1)*

We all would do a lot better by putting some time and effort into listening to the content of those commercials. Just like the Super Bowl, if the commercials are really well done, entertaining and interesting, there's far less chance of tune-out. Next to that is how we package and get in and out of those spots.

Years ago, Virgin Radio had a unique concept in beat-mixing all their commercials. They had four full-time producers [making the spots] flow seamlessly in and out of the music and imaging, even keying on the same notes. I'm a radio guy and I was 30 seconds into the stopset before I realized they're playing commercials. I wish I had \$1 million a year to hire five world-class producers to do that for every stopset.

Casey Kasem never really said, "Coming up in two minutes." But he preyed on everybody's voracious appetite for resolution. As human beings we want to have answers to questions, and Casey was brilliant at that. So I took a lesson from him. If we have a tiny setup and trigger this mechanism with people, they

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A promotional banner for James Otto. On the right is a close-up photo of James Otto with long hair and a beard, wearing a white shirt. On the left is a black and yellow graphic with text.

James Otto
GROOVY LITTLE SUMMER SONG
CAC DEBUT 48 BB/BDS 54 - 46
Signs Summer is Coming:
 ✓ Days start getting warmer
 ✓ Sun starts setting slower
 ✓ Beer starts tasting colder
 ✓ Music starts rockin' harder
CAN YOU DIG IT?
 warner music nashville

might wait to hear the answer. It's a lot of little things that are part of getting you to the other side of the stopset.

CC: Gary, you're becoming a believer in doing the things that are important for the listener before they leave, knowing they're going to leave anyhow. Don't telegraph the stopset.

GM: There's a certain patter that says, "Hey, we're about to get away from music." When we telegraph that, the listener has the option to tune away. I view anything that happens between the music and the stopset as an area of vulnerability. There's a comedian who talks about when you're walking down the street and someone hands you a flyer, basically what they're saying is, "Here, you throw this away." In radio, whenever we start to talk before the stopset we're basically saying, "Hey, it's okay to tune away now."

SL: We have a feature called the *Music City Minute* – highly produced, a lot of sound, a lot of drops. You don't want to put that in the middle of a music sweep. There are two things listeners know about radio: It's either a song or it's everything else. No matter how interesting you think that talk is, it's talk. So we put that feature at the beginning of the breaks. So we'll go song, tease the *Music City Minute*, another song right into the *Music City Minute* and then right into commercials. We kind of snuck the commercial set on them. When we looked at Media Monitors, we held more people through that commercial set than anywhere else. It wasn't a huge margin, but it was significant enough and consistent enough to keep doing it. Every time a jock talks into commercials, it's down. Every time we run the *Music City Minute* into commercials, it's up.

CC: We saw the other day that an additional minute in a quarter-hour is hugely successful for ratings. If that *Music City Minute* keeps people where a spot would have been and they would have left the station, that's a big, friggin' deal.

SL: That can be the difference between getting credit for that quarter-hour or not. This is a part of good radio. Great programmers have always said, "When you start the commercial break, don't wrap up the music marathon." You're basically saying, "No music here for awhile. It's okay to turn us off." I've never wanted the call letters next to a commercial. Do not associate the brand name of this radio station with the Geico

CHECK OUT 3/23

- March 30 **Alan Jackson** *Freight Train* (Arista)
The Grascals *The Famous Lefty Flynn's* (Rounder)
Gretchen Wilson *I Got Your Country Right Here* (Redneck/CO5)
- April 6 **The Band Perry** *The Band Perry EP* (Republic Nashville)
Becky Schlegel *Dandelion* (Lilly Ray/IGO)
- April 13 **Laura Bell Bundy** *Achin' And Shakin'* (Mercury)
- April 20 **David Ball** *Sparkle City* (Red Dirt/E1)
Colt Ford *Chicken & Biscuits* (Average Joes)
Willie Nelson *Country Music* (Rounder)

Album release info to news@countryaircheck.com.

spot that's first in the stopset. No sales managers are in here from my company, so I think I can say commercials suck enough as it is. Why draw any attention to them? Sneak them in. Don't ever end anything. Always begin the next thing.

GM: The phrases are amazing: "We're going to pay some bills." "We'll be back after this." Those should be abolished.

SM: Everybody has a choice, too, of where you place your spots. I would rather go into a well-produced Bill Young concert spot as the first spot in my stopset. It gets back to the core of what the message is and how it's produced. A music-intensive spot is less of a transition. There's more there.

I promised I would deliver this at 10:48: One of the things we did in San Francisco to mitigate tune-out was having the contest trigger occur in the middle of the stopset. We told people exactly when and how we were going to pay off, what to listen for. While that was on the air you could absolutely see a consistent transition in the quarter-hour where we ran that. It went away when we stopped doing it.

CC: One of the hot topics since the Arbitron fly-in in December has been spot placement.

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FROM THE ORIGINAL
MOTION PICTURE
SOUNDTRACK FOR
**VALENTINE'S
DAY**

Jewel
STAY HERE FOREVER

NEW TODAY INCLUDES...
 K102/Minneapolis
 WDXB/Birmingham
 KATM/Modesto • WSLC/Roanoke
Top 20 BigChampagne!
#2 Most Requested Video GAC

JewelUK.com

**TOP 10 CALLOUT
GROWTH CONTINUES!**

#3 Current - Joel Raab Research
 #3 Passion - Callout America
 #6 Overall - Rusty Walker

HEAVY Conversions Include...
 Dial Global, KKWF, WGNE, WQMX

**BACKWOODS
JUSTIN MOORE**

MooreJustinMusic.com

Reba
I Keep On
Loving You

Top 5 Local Research Includes...
 WXCX, KFKF, KMDL, WGNA, WQDR, WYRK

Great Early RateTheMusic Scores!
#12 OVERALL, #12 FEMALES, #13 MALES

Video Added to Maximum Rotations CMT & CMT Pure
#1 MOST STREAMED VIDEO @ CMT.COM

Reba.com TheValoryMusicCo.com

GM: When the listeners tune away at inappropriate times it can have a devastating affect on average quarter-hour audience. On television, we see newscasts with "11 at 11." Tune in at 11pm and we're going to give you 11 minutes of uninterrupted news. It's their quarter-hour maintenance. If they get you at a few minutes after, they can get their five minutes. If you tune in at :11 or :12 after, you're of no value to that quarter-hour. So they put their spots around :13 or :14 and straddle that quarter-hour. Since they're burning the end of the first quarter-hour they might as well burn the beginning of the next. It gives them the longest sweep around to the next spot position. We looked at stations doing it that way versus in the middle of a quarter-hour and found it's much more efficient. And :15 and :45 seem to be the optimum quarter-hours to straddle.

CC: Have either of you made those adjustments?

SL: The entire market in Atlanta made that adjustment that day. You used to want to be around :18 and :48. You had to make the decision about playing one more song and try to keep people in the quarter-hour, or getting to the spots early and beating them back into music. You're still essentially doing the same thing because everyone is doing that quarter-hour straddle. I don't hear too many stations playing the top and the bottom. The next thing is how to get better at that. Do you blow that up for an hour and see if you get something better? If everyone straddles the quarter-hour, might you have a chance to be the only one playing music from :10 to :20? It's a chess game.

Audience Question: How far down do you drill on a demo and daypart basis before you feel it's too narrow to look at?

SM: As far down as the software will let us go. Is that stable? No.

SL: But it is your report card. I don't think you do that with every demo. But the more of it you do, the more patterns you can find in the chaos and the more hypotheses you can make. Good research should make you want more information.

SM: I do have a set of boiled-down metrics I look at that don't drill down that far. I like to look at a direct competitor with the same metrics and see how they're performing in a high concentration area and see how we perform against them.

DATE CHECK

March 30-April 3, 2010 - 18th Annual Tin Pan South

Songwriters Festival - Nashville, TN - www.tinpansouth.com

March 23 - The Stars Go Blue For Colon Cancer - Nashville, TN

March 26 - EJ Bernas' 6th Annual Music Row Spring Time Stroll -

Nashville, TN - <http://www.countrycares.org>

AQ: Do you guys have any insight on traffic reports outside of morning drive?

SM: When I have to get to work at a certain time, traffic is much more relevant to me than when I'm going home. If I'm five minutes late going home, it's not as critical. How timely, relevant and compelling is the content? It isn't the amount of talk, it's where it's placed and how relevant it is to the listener at the time.

When Barack Obama delivered his inauguration speech, it was right in the middle of morning drive on the West Coast. For 45 minutes on a Country station in San Francisco, I played the longest talk segment ever. It was also the highest-cumulated-and-rated spike I've ever seen on that station. It was relevant, current and compelling. If you put that filter on everything you do, it will serve you well. It's not the kind of talk, it's the content. How accurate is the traffic information? How entertaining is it? I've adopted a lot of characters in traffic and made it part of the entertainment and branding package, and it seems to perform a lot better than straight facts and figures.

SL: That's a really good point. Don't dismiss your traffic as just a reporter. Find somebody who is unique and comes up with their own language. Our traffic guy called a mattress on the side of the road the world's fastest flea market. He just does this stuff. He's kind of nuts, a little left of center and kind of high-maintenance, but it's worth it on the air. You can't just go, "Well, it's traffic." You can't do that. Everything counts. **CAC**

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"THIS SONG STRIKES A CHORD DEEP WITHIN OUR LISTENERS. AS PROGRAMMERS, WE ALWAYS WANT TO PLAY SONGS THAT MOVE THE NEEDLE. THE NEEDLE IS SHAKIN' WITH 'THE CALL.'"

—BILL BLACK, PD - WKSJ/MOBILE

MATT KENNEN

THE CALL



CA/MB

34

BB

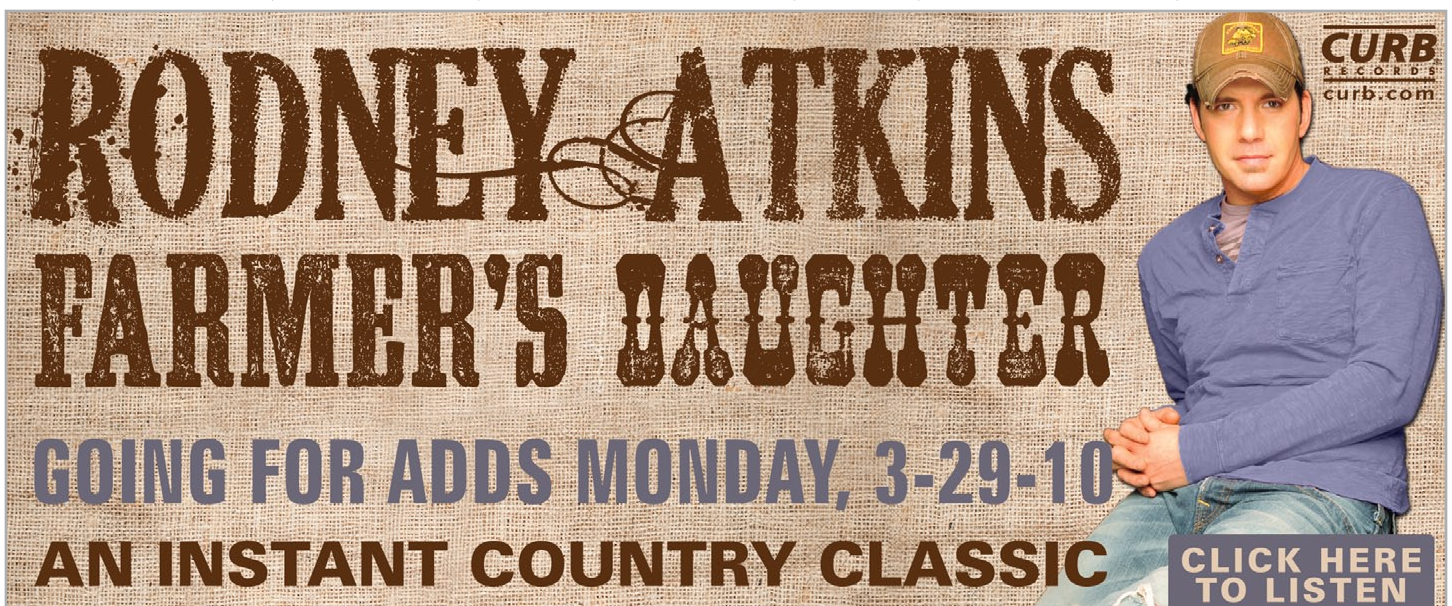
35

NEW THIS WEEK WKKT WCOL WUBL WSIX WDRM

BamaJam
RECORDS
A DIVISION OF RONNIE GILLEY ENTERTAINMENT

LW	TW	Artist/Title (Label)	Total Points +/- Points	Total Plays +/- Plays	Audience +/- Aud	Stations	ADDS
2	1	EASTON CORBIN /A Little More Country Than That (Mercury) ✓	15085	5342	37.848	126	3
1	2	BLAKE SHELTON f/ TRACE ADKINS /Hillbilly Bone (Warner Bros.)	14631	5132	36.608	126	3
3	3	CARRIE UNDERWOOD /Temporary Home (19/Arista) ✓	14458	5031	36.334	126	3
6	4	KEITH URBAN /Til Summer Comes Around (Capitol)	13239	4675	33.417	126	3
7	5	ZAC BROWN BAND /Highway 20 Ride (Atlantic/Home Grown/BPG)	13208	4631	34.711	126	3
8	6	LADY ANTEBELLUM /American Honey (Capitol) ✓	12900	4593	32.052	126	3
5	7	BILLY CURRINGTON /That's How Country Boys Roll (Mercury)	12015	4281	30.139	126	3
9	8	KENNY CHESNEY /Ain't Back Yet (BNA)	10634	3625	27.423	126	3
10	9	TAYLOR SWIFT /Fearless (Big Machine)	9195	3173	22.825	125	3
14	10	JOE NICHOLS /Gimmie That Girl (Show Dog-Universal) ✓	8726	3193	21.498	126	5
11	11	RASCAL FLATTS /Unstoppable (Lyric Street)	8633	3075	21.773	124	3
12	12	STEEL MAGNOLIA /Keep On Lovin' You (Big Machine)	8618	2978	21.777	125	4
13	13	JUSTIN MOORE /Backwoods (Valory)	8076	3020	19.565	122	1
16	14	GEORGE STRAIT /I Gotta Get To You (MCA)	7668	2730	18.888	122	3
18	15	CHRIS YOUNG /The Man I Want To Be (RCA)	7484	2710	19.604	124	4
15	16	ERIC CHURCH /Hell On The Heart (Capitol)	7459	2770	18.287	118	4
17	17	ALAN JACKSON /It's Just That Way (Arista)	7335	2573	17.346	124	3
19	18	MARTINA MCBRIDE /Wrong Baby Wrong (RCA) ✓	6474	2282	15.801	122	7
20	19	TIM MCGRAW /Still (Curb)	5538	1957	13.961	116	4
21	20	BAND PERRY /Hip To My Heart (Republic Nashville)	4655	1587	11.488	111	7
22	21	CLAY WALKER /She Won't Be Lonely Long (Curb)	4637	1591	12.503	98	3
23	22	REBA /I Keep On Lovin' You (Starstruck/Valory)	4575	1615	11.164	116	8
25	23	LUKE BRYAN /Rain Is A Good Thing (Capitol)	4128	1516	9.732	105	8
24	24	LOVE AND THEFT /Dancing In Circles (Carolwood/Lyric Street)	3876	1400	9.159	105	1
29	25	MIRANDA LAMBERT /The House That Built Me (Columbia)	3629	1276	8.71	111	13

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RODNEY ATKINS
FARMER'S DAUGHTER
 GOING FOR ADDS MONDAY, 3-29-10
 AN INSTANT COUNTRY CLASSIC

CLICK HERE TO LISTEN

CURB RECORDS
curb.com



BRAD PAISLEY

AMERICAN SATURDAY NIGHT TOUR 2009-2010

BY THE NUMBERS:

1,196,312 FANS
1,151,880 TOTAL MILES OF TOUR
340,000 WATTS OF POWER
230,376 GALLONS OF DIESEL FUEL
80,000 LBS TOTAL SHOW FLYING WEIGHT
41,000 TOTAL BOTTLES OF WATER
34,000 TOUR PHOTOS TAKEN (400 KEPT)
17,955 MEALS SERVED
12,840 GUITAR PICKS
4,165 LOCAL TOUR PERSONNEL
3,570 AA BATTERIES
1,056 PACKS OF STRINGS
924 HOTEL ROOMS BOOKED
855 PEOPLE WHO TOOK BACKSTAGE TOUR
840 9 VOLT BATTERIES
836 SQ FEET OF VIDEO
240 ROLLS OF GAFF TAPE
214 PAIRS OF DRUMSTICKS
95 MINUTE SHOW
74 SHOWS
74 COWBOY HATS
45 STAGE JUMPERS
12 SEMI TRUCKS
10 TOUR BUSES
9 PEOPLE ARRESTED FOR LEWD BEHAVIOR IN CHARLOTTE
8 PEOPLE ARRESTED FOR LEWD BEHAVIOR IN TAMPA
7 PEOPLE ARRESTED (SEVERAL CITIES) (YOU GET THE PICTURE)
2 BIRTHS
1 LAS VEGAS WEDDING
1 LARGE BRUISE

THANK YOU COUNTRY RADIO AND COUNTRY MUSIC FANS

THANKS TO BRAD PAISLEY, MIRANDA LAMBERT, DIERKS BENTLEY, JUSTIN MOORE AND JIMMY WAYNE.
SPECIAL THANK YOU TO BILL SIMMONS, FITZGERALD HARTLEY, ROB BECKHAM, WME, BRENT LONG, KEVIN FREEMAN,
MARION KRAFT, VECTOR MANAGEMENT, PETER HARTUNG, MIKE KRASKI, JENNY BOHLER, DARLENE BIEBER,
TUTTI WESTBROOK, KRISTY REEVES AND EVERYONE INVOLVED WITH THE ASN TOUR.

YOUR FRIENDS-

BOC, PATRICK, MINDY, STEVE - 

LW	TW	Artist/Title (Label)	Total Points +/- Points	Total Plays +/- Plays	Audience +/- Aud	Stations	ADDS
28	26	JASON ALDEAN/Crazy Town (BBR)	3461	1285	8.669	98	13
27	27	LEE BRICE/Love Like Crazy (Curb)	3079	1170	7.033	100	3
30	28	DANNY GOKEY/My Best Days Are Ahead Of Me (19/RCA)	2876	1024	6.328	97	7
31	29	GRETCHEN WILSON/Work Hard, Play Harder (Redneck/CO5)	2507	860	5.921	66	1
34	30	CRAIG MORGAN/This Ain't Nothin' (BNA)	2407	874	5.367	83	5
37	31	TOBY KEITH/Every Dog Has Its Day (Show Dog-Universal)	2383	929	5.619	86	16
38	32	JERROD NIEMANN/Lover, Lover (Sea Gayle/Arista)	2135	742	4.522	84	13
32	33	LEE ANN WOMACK/There Is A God (MCA)	2132	797	4.263	90	0
33	34	MATT KENNON/The Call (BamaJam)	1910	731	4.62	65	3
35	35	DAVID NAIL/Turning Home (MCA)	1864	726	3.688	83	1
36	36	JARON & TLRTL/Pray... (Jaronwood/Universal Republic/Big Machine)	1782	659	4.229	47	6
39	37	JEWEL/Stay Here Forever (Valory)	1513	536	3.281	60	4
40	38	UNCLE KRACKER/Smile (Top Dog/Atlantic/BPG)	1473	567	3.37	43	2
41	39	LAURA BELL BUNDY/Giddy On Up (Mercury)	1267	353	2.672	29	3
43	40	LITTLE BIG TOWN/Little White Church (Capitol)	1046	348	2.565	39	8
44	41	JAMES WESLEY/Jackson Hole (BBR)	921	356	1.39	45	0
Debut	42	BRAD PAISLEY/Water (Arista)	907	303	2.53	48	28
42	43	JACK INGRAM/Free (Big Machine)	903	363	1.512	45	2
45	44	EMILY WEST f/KEITH URBAN/Blue Sky (Capitol)	813	353	1.401	36	0
46	45	COLDWATER JANE/Bring On The Love (Mercury)	748	298	1.096	46	3
48	46	TYLER DICKERSON/Tell Your Sister I'm Single (Lyric Street)	627	273	1.004	41	3
49	47	ASH BOWERS/Ain't No Stopping Her Now (Stoney Creek)	618	280	0.769	44	3
Debut	48	JAMES OTTO/Groovy Little Summer Song (Warner Bros.)	611	261	1.028	31	8
47	49	DARRYL WORLEY/Best Of Both Worlds (Stroudavarious)	576	235	1.038	31	0
Re-Enter	50	BLAINE LARSEN/Chillin' (Treehouse)	547	253	0.903	27	1

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WILLIAMS RILEY
SWEET SEPTEMBER

20 EARLY MONITORED COMMITMENTS!
INCLUDING: WBEE, WFUS, WWYZ, KATM, WKMK, WGGY...

OFFICIAL ADD DATE:
MONDAY, MARCH 29

CLICK HERE TO LISTEN 

Country Aircheck Add Leaders

BRAD PAISLEY /Water (Arista)	28
BUCKY COVINGTON /A Father's Love (The Only...) (Lyric Street)	20
GARY ALLAN /Get Off On The Pain (MCA)	17
TOBY KEITH /Every Dog Has Its Day (Show Dog-Universal)	16
JASON ALDEAN /Crazy Town (BBR)	13
JERROD NIEMANN /Lover, Lover (Sea Gayle/Arista)	13
MIRANDA LAMBERT /The House That Built Me (Columbia)	13
RANDY MONTANA /Ain't Much Left Of Lovin' You (Mercury)	11
TRAILER CHOIR /Rollin' Through The Sunshine (Show Dog-Universal)	10
JAMES OTTO /Groovy Little Summer Song (Warner Bros.)	8
LITTLE BIG TOWN /Little White Church (Capitol)	8
LUKE BRYAN /Rain Is A Good Thing (Capitol)	8
REBA /I Keep On Lovin' You (Starstruck/Valory)	8

Country Aircheck Top Recurrents

	Points
JOSH TURNER /Why Don't We Just Dance (MCA)	12317
BRAD PAISLEY /American Saturday Night (Arista)	7355
LADY ANTEBELLUM /Need You Now (Capitol)	6965
JASON ALDEAN /The Truth (BBR)	6399
MIRANDA LAMBERT /White Liar (Columbia)	5898
DARIUS RUCKER /History In The Making (Capitol)	5797
TIM MCGRAW /Southern Voice (Curb)	5036
LUKE BRYAN /Do I (Capitol)	4754
REBA /Consider Me Gone (Starstruck/Valory)	4561
CHRIS YOUNG /Gettin' You Home (The Black Dress Song) (RCA)	4426

Activator Top Point Gainers

LADY ANTEBELLUM /American Honey (Capitol)	555	✓
JOE NICHOLS /Gimmie That Girl (Show Dog-Universal)	504	✓
TOBY KEITH /Every Dog Has Its Day (Show Dog-Universal)	368	✓
KENNY CHESNEY /Ain't Back Yet (BNA)	355	✓
MARTINA MCBRIDE /Wrong Baby Wrong (RCA)	330	✓
BRAD PAISLEY /Water (Arista)	325	
ZAC BROWN BAND /Highway... (Atlantic/Home Grown/BPG)	306	
GEORGE STRAIT /I Gotta Get To You (MCA)	302	
TIM MCGRAW /Still (Curb)	278	
MIRANDA LAMBERT /The House That Built Me (Columbia)	270	

Activator Top Spin Gainers

LADY ANTEBELLUM /American Honey (Capitol)	333
JOE NICHOLS /Gimmie That Girl (Show Dog-Universal)	314
KENNY CHESNEY /Ain't Back Yet (BNA)	244
TOBY KEITH /Every Dog Has Its Day (Show Dog-Universal)	233
MARTINA MCBRIDE /Wrong Baby Wrong (RCA)	224
GEORGE STRAIT /I Gotta Get To You (MCA)	212
BRAD PAISLEY /Water (Arista)	205
JASON ALDEAN /Crazy Town (BBR)	186
TIM MCGRAW /Still (Curb)	179
CLAY WALKER /She Won't Be Lonely Long (Curb)	170

VIDEO ADDS

CMT

KENNY CHESNEY/Ain't Back Yet (BNA)
REBA/I Keep On Lovin' You (Starstruck/Valory)

CMT PURE

CRAIG MORGAN/This Ain't Nothin' (BNA)
JONATHAN SINGLETON & THE GROVE/Look Who's Back In Love (Show Dog-Universal)
KENNY CHESNEY/Ain't Back Yet (BNA)
REBA/I Keep On Lovin' You (Starstruck/Valory)
SARAH BUXTON f/JEDD HUGHES/Radio Love (Lyric Street)

GAC

CRAIG MORGAN/This Ain't Nothin' (BNA)
KENNY CHESNEY/Ain't Back Yet (BNA)
REBA/I Keep On Lovin' You (Starstruck/Valory)

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JAMES WESLEY *jackson hole*
HEADING TOP 40!
CA/MB 41 BB 42*

Thanks to these great stations:

KKGO WYCD WKIS KNIX WFUS WQYK KUPL WSOC KSOP
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 WPAW WTQR KTST WWYZ WKMK WDXB KSKS WTNR WBCT
 KRST WGGY WIVK WQMX WXCX KATM WIWF WRNS KIXZ
 KATC WMAD KIZN KJUG WXBQ WGTY WQHK WSLC WOKQ
 KBUL WUST WXBM WITL WKSF WQBE WGNE WYPY



Country Aircheck Activity

COLDWATER JANE/Bring On The Love (Mercury)

Moves 46-45; 748 points, 298 spins
3 ADDS: **KEEY, WIRK*, WKXC**

TYLER DICKERSON/Tell Your Sister I'm Single (Lyric Street)

Moves 48*-46; 627 points, 273 spins
3 ADDS: **KMDL, KNTY, KSON**

ASH BOWERS/Ain't No Stopping Her Now (Stoney Creek)

Moves 49*-47; 618 points, 280 spins
3 ADDS: **KCCY, KZSN, WBCT**

JAMES OTTO/Groovy Little Summer Song (Warner Bros.)

Debuts at 48; 611 points, 235 spins
8 ADDS: **KFDI, KKBQ*, KNCI*, WDXB, WKDF*, WMAD, WXBQ, WYCD***

DARRYL WORLEY/Best Of Both Worlds (Stroudavarious)

Moves 47-49; 576 points, 235 spins; 0 ADDS

BLAINE LARSEN/Chillin' (Treehouse)

Re-enters at 50; 547 points, 253 spins
1 ADD: **WQYK***

STEVE AZAR/Sunshine (Ride)

526 points, 231 spins
3 ADDS: **KSOP, KUZZ, WGNA**

HARTERS/Jenny (BPG)

490 points, 209 spins
2 ADDS: **KJJY*, KKWF**

GLORIANA/The World Is Ours Tonight (Emblem/Warner Bros./BPG)

470 points, 169 spins
4 ADDS: **KBEQ, KNTY, KSON, WCOL**

ADD DATES

MARCH 29

BRAD PAISLEY/Water (Arista)
GUY PENROD/Are You The One (Gaither/Quarterback)
JONALEE WHITE/Naked As Fools (Lick Records/EdgeHILL)
JOSH THOMPSON/Way Out Here (Columbia)
RODNEY ATKINS/Farmer's Daughter (Curb)
SARAH DARLING/Whenever It Rains (Black River)
WILLIAMS RILEY/Sweet September (Golden)

APRIL 5

BLAKE SHELTON/All About Tonight (Warner Bros.)
CHRIS JANSON/Til A Woman Comes Along (BNA)
GWEN SEBASTIAN/V.I.P (Barefoot Girl) (Open Road/Lofton Creek)
JASON STURGEON/Simple Life (Toolpusher/Spinville/Nine North)

APRIL 12

JAKE OWEN/Tell Me (RCA)

MALLARY HOPE/Blossom In The Dust (MCA)

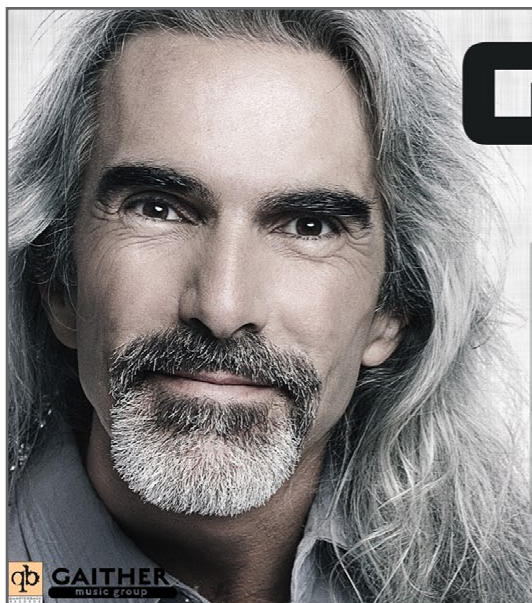
428 points, 222 spins
2 ADDS: **KVOO, WKXC**

TAYLOR SWIFT/Today Was A Fairytale (Big Machine)

311 points, 119 spins
3 ADDS: **WDRM, WSM-FM, WUSH**

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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GUY PENROD

"ARE YOU THE ONE"

"No brainer...Great song with a great message from an artist our audience already knows and loves."
- DeanO, PD, WKML/Fayetteville, NC

ADD DATE: 3/29

GAITHER
music group

LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Play
1	1	EASTON CORBIN /A Little More Country Than That (Mercury)	4470	-13	2717	-6
3	2	KEITH URBAN /Til Summer Comes Around (Capitol)	4195	64	2608	47
6	3	ZAC BROWN BAND /Highway 20 Ride (Atlantic/Home Grown/BPG)	4155	306	2570	158
5	4	CARRIE UNDERWOOD /Temporary Home (19/Arista)	4144	61	2569	62
7	5	LADY ANTEBELLUM /American Honey (Capitol) ✓	4143	555	2561	333
2	6	BLAKE SHELTON f/TRACE ADKINS /Hillbilly Bone (Warner Bros.)	4114	-281	2520	-159
8	7	KENNY CHESNEY /Ain't Back Yet (BNA) ✓	3454	355	2165	244
9	8	JOE NICHOLS /Gimmie That Girl (Show Dog-Universal) ✓	3145	504	1964	314
13	9	GEORGE STRAIT /I Gotta Get To You (MCA)	2805	302	1740	212
10	10	RASCAL FLATTS /Unstoppable (Lyric Street)	2757	129	1732	115
15	11	STEEL MAGNOLIA /Keep On Lovin' You (Big Machine)	2706	240	1697	150
11	12	JUSTIN MOORE /Backwoods (Valory)	2685	109	1649	82
12	13	TAYLOR SWIFT /Fearless (Big Machine)	2639	117	1646	119
14	14	ERIC CHURCH /Hell On The Heart (Capitol)	2628	146	1614	119
16	15	CHRIS YOUNG /The Man I Want To Be (RCA)	2605	205	1632	155
17	16	ALAN JACKSON /It's Just That Way (Arista)	2397	23	1498	44
18	17	MARTINA MCBRIDE /Wrong Baby Wrong (RCA) ✓	2369	330	1453	224
19	18	TIM MCGRAW /Still (Curb)	2134	278	1366	179
22	19	CLAY WALKER /She Won't Be Lonely Long (Curb)	1697	234	1033	170
21	20	REBA /I Keep On Lovin' You (Starstruck/Valory)	1629	166	1090	116
20	21	BAND PERRY /Hip To My Heart (Republic Nashville)	1518	22	922	26
24	22	LUKE BRYAN /Rain Is A Good Thing (Capitol)	1500	178	932	145
26	23	JASON ALDEAN /Crazy Town (BBR)	1409	253	971	186
28	24	TOBY KEITH /Every Dog Has Its Day (Show Dog-Universal) ✓	1347	368	862	233
27	25	MIRANDA LAMBERT /The House That Built Me (Columbia)	1312	270	866	147
25	26	LOVE AND THEFT /Dancing In Circles (Carolwood)	1260	43	735	30
29	27	CRAIG MORGAN /This Ain't Nothin' (BNA)	1109	266	666	145
30	28	LEE BRICE /Love Like Crazy (Curb)	844	53	527	49
31	29	MATT KENNON /The Call (BamaJam)	770	9	478	4
33	30	JARON & TLRTL /Pray For You (Jaronwood/Universal Republic/Big Machine)	769	123	531	77

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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
35	31	DANNY GOKEY /My Best Days Are Ahead Of Me (19/RCA)	680	73	428	51
34	32	GRETCHEN WILSON /Work Hard, Play Harder (Redneck/CO5)	677	62	473	48
37	33	LITTLE BIG TOWN /Little White Church (Capitol)	628	138	434	97
36	34	JEWEL /Stay Here Forever (Valory)	627	106	394	71
32	35	LEE ANN WOMACK /There Is A God (MCA)	626	-17	375	-9
38	36	DAVID NAIL /Turning Home (MCA)	606	124	405	73
40	37	JERROD NIEMANN /Lover, Lover (Sea Gayle/Arista)	515	199	327	132
56	38	BRAD PAISLEY /Water (Arista)	388	325	248	205
39	39	STEVE AZAR /Sunshine (Ride)	365	20	267	15
42	40	JACK INGRAM /Free (Big Machine)	312	40	196	29
45	41	TYLER DICKERSON /Tell Your Sister I'm Single (Lyric Street)	247	82	171	60
46	42	EMILY WEST f/KEITH URBAN /Blue Sky (Capitol)	189	23	124	14
41	43	TAYLOR SWIFT /Today Was A Fairytale (Big Machine)	185	-81	127	-60
--	44	DARRYL WORLEY /Best Of Both Worlds (Stroudavarious)	184	24	144	30
48	45	UNCLE KRACKER /Smile (Top Dog/Atlantic/BPG)	177	54	115	33
50	46	KATIE ARMIGER /Kiss Me Now (Cold River)	166	63	128	49
43	47	BLAINE LARSEN /Chillin' (Treehouse)	164	-3	111	-7
44	48	JAMES WESLEY /Jackson Hole (BBR)	164	-4	102	-5
55	49	JAMES OTTO /Groovy Little Summer Song (Warner Bros.)	160	85	108	48
49	50	LAURA BELL BUNDY /Giddy On Up (Mercury)	151	28	72	8
59	51	GARY ALLAN /Get Off On The Pain (MCA)	140	99	94	63
53	52	ASH BOWERS /Ain't No Stopping Her Now (Stoney Creek)	119	23	83	19
47	53	COLDWATER JANE /Bring On The Love (Mercury)	116	-22	64	-7
54	54	BUCKY COVINGTON /A Father's Love (The Only...) (Lyric Street)	87	4	59	6
Debut	55	ELI YOUNG BAND /Guinevere (Universal South/Republic Nashville)	79	66	60	48
57	56	MATT STILLWELL /Dirt Road Dancin' (Average Joes)	71	16	53	12
Debut	57	GLORIANA /The World Is Ours Tonight (Emblem/Warner Bros./BPG)	70	40	39	20
52	58	DARREN KOZELSKY /Real Superman (Spinville/Major 7th/Nine North)	66	-27	48	-15
Debut	59	CARRIE UNDERWOOD /Undo It (19/Arista)	60	10	12	2
58	60	JIMMY WAYNE f/W. DUNCAN /Just Knowing You Love Me (Valory)	57	2	40	2

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