

August 9, 2010 Issue 204

Promotions & The Internet: Promise Or Problem?

If imitation is the sincerest form of flattery, then radio ought to be imprisoned for praise. But in the age of the internet, the oh-so-common practice of lifting bits, promotions and ideas from other stations could be problematic. With listeners just a Google search away from everything that's ever been done,

should stations be concerned about looking too obviously derivative or coming off as stale by using something on-air that's been tried elsewhere?

Case in point: **KRKT/Albany, OR** PD/ morning man **Scott Schuler**'s recent "A Hug From Blake Shelton" campaign. Schuler and the station generated a tremendous amount of interest in advance of Shelton's performance



Scott Schuler

in the area, raised their own profile with mentions in the trades and online videos, and generally had a lot of fun for all to see. But can an admiring PD or promotions director in another town employ the idea effectively?

That's just one anecdotal example, but the question remains: How does the all-pervasive internet change radio's time-honored tradition of "flattering" their peers with purloined promotions and bits? "Go with it," Schuler says. "We did, and if your plan is well-executed, no one will know or care that you 'stole' the idea."

(continued on page 4)



White Trash With Money: KMLE/Phoenix create their own "Trailerhood" in honor of Toby Keith's single at the city's stop of the American Ride Tour this weekend. In addition to the decor, the station played "Trailerhood Games" such as College Fund Transfer (contestants used a straw to move pennies from one mason jar to the next), Musical Man Chairs (same as the original, except the chairs are made of men) and Dirty Laundry Sort (participants sorted their dirty laundry on a clothes line for the rest of the trailerhood to see). One listener even won a brand new truck. Watch the ear-splitting and heart warming video here.

The Full McGraw

Tim McGraw came pretty close to going "full monty" during a prank for **Lady Antebellum**'s last performance on the *Southern Voice* tour Saturday (8/7) in Toronto. Shirtless and in gym shorts, McGraw and the Dancehall Doctors stormed the stage during "Love Don't Live Here." The antics continued when **Brett Warren**



Tim McGraw



lierks bentley drawme a map

The follow up single from his critically acclaimed album "Up On The Ridge"

"From the pickin' of his guitar and the strum of the resonator, Dierks Bentley with 'Draw Me a Map' has not only created another true country song but he's also drawn US a map to get back to what is true and in our souls, country music. Whether I'm 'Up On The Ridge' or in my car, Dierks plays in my ears and gets my feet tappin' and my heart soarin'. It's called 'Country Music' folks, plain and true from Dierks Bentley to you. Hear it."

- Stoney Richards

APD/MD/Afternoon Drive Host/"Picker" WDSY Y108 FM CBS Pittsburgh

"The best country recording we'll hear in 2010"

"Timeless" - NPR's All Things Considered

"Sterling." - Rolling Stone

"Incredibly beautiful and bright record." (4 stars)

- New York Post

"A masterpiece? Absolutely."

- Pittsburgh Post Gazette

On your desk this week and available on PlayMPE

Add date August 23rd

CLICK HERE TO LISTEN



www.dierks.com

(the Warren Brothers) took over the drums in his boxers and bunny ears during the cover "Free Falling." Lady A are now (hopefully) streaker-free in London, where they've sold out Wednesday's show (8/11) at Shepherd's Bush Empire. Complete list of dates here.

BFA Taps Three

The New York-based Broadcasters Foundation of America, which supports industry colleagues in need, has created three new VP positions and, to fill them, elected Katz Radio Group President Mark Gray, RAB President/CEO Jeff Haley and Television Bureau of Advertising President Steve Lanzano. For more information on BFA, visit www.broadcastersfoundation. org or call 212-373-8250.

Chart Chat

Kudos to the Zac Brown Band, Michael Powers, Jeff Solima and the entire Southern Ground/ Atlantic/BPG clan on the group's fifth No.1 "Free." The Zac Brown Band is now the first group in country music to have five consecutive No. 1s off a debut album.



Zac Brown Band

Also, a big shout out to Taylor Swift, Scott Borchetta, VP/Promotion Jack Purcell and the entire Big Machine crew for 106 first-week adds on "Mine," the most in Country Aircheck history.

News & Notes

Roy Clark has reunited with long-time manager Jim Hasley of The Hasley Company and booking agent Paul Moore of William Morris Endeavor for exclusive representation. Clark has also added Webster & Associates for publicity with The **Brokaw Company.**

WSIX/Nashville presents The 13th Annual Buds-n-Suds Music Festival with performances from Stoney LaRue, Lee Brice and Sixwire with guests Keith Anderson, Ira Dean and **Rachel Kice**. The Aug. 25 event kicks off at 6pm at Nashville's

My Tunes: Music That Shaped My Life



Valory Southwest rep Miranda Williams discusses her most important songs, artists or concerts:

1. Chris LeDoux/Tougher Than The Rest: I always hoped this would be the song that some suitor would think of when he thought of me. Instead it was usually Joan Jett's "I Hate Myself For Loving You." That, or "Baby Got Back...'

every time I hear their music.

Miranda Williams 2. Garth Brooks: He is the epitome of a superstar with everything from his attention

to detail to his work ethic. He is the prototype for success. 3. U2: I like most of their music, but specifically "If God Will Send His Angels." The production and their lyrics pretty much have the same affect on me as peyote did to my ancestors; it moves me. I don't see any dancing monkeys or anything, I just feel moved

- **4. Patty Griffin:** "Poor Man's House," "Tony," "Nobody's Crying," "The Chief," Forgiveness," "Time Will Do The Talking," and "Sweet Lorraine." She is quite possibly my favorite female writer of all time.
- 5. Justin Moore/Small Town USA: All you other record reps are rolling your eyes right now, but you shouldn't do that: they'll stick. Working this record was more rewarding than any other. I'm still somewhat of a rookie in the business, so taking Justin Moore from obscurity to No. 1 was one of the most gratifying experiences in my career to date. Extremely meaningful.
- A highly regarded song or album you've never heard: Anything by Pink Floyd. What an odd name.
- An "important" piece of music you just don't get: The Beatles. Please don't throw sharp objects at me.
- An album you played or listened to incessantly: Sarah McLachlan's Surfacing.
- One obscure or non-country song everyone should listen to right now: "It's A Shame" by Will Hoge. If you ask me this next week, my answers will be different.

Loser's and benefits the Crohn's & Colitis Foundation of America's Tennessee Chapter.

CAA agent Rod Essig and Mediabase EVP/Integrated Music Marketing Alissa Pollack are among the newly elected MusiCares directors. Full list of board officers and directors can be found at www.musicares.com.



The **AristoMedia Group** has released its official 2010 Video Outlet Status Reports for data compiled over the last year. View them at www.aristomedia.com.

WMIL/Milwaukee is the newest affiliate of Envision Radio Networks' *AmeriCountry* prep service.

Artist News

Kenny Chesney's Sept. 28 *Hemingway's Whiskey* has 11 cuts that feature a **George Jones** duet on "Small Y'all," rocker Grace Potter on "You And Tequila" and other titles including "Live A Little," "Coastal," "Seven Days," and "Where I Grew Up." Details here.



Kenny Chesney

RCA will webcast **Chris Young**'s invitationonly acoustic performance on his website tomorrow (8/10) at 6:30pm. Details <u>here</u>.

The *Craig Morgan Charity Ride* raised \$36,000 for the Craig Morgan Charity Fund. The two-day event was held over the weekend in Morgan's hometown of Dickson, TN, 30 miles west of Nashville.

Capitol's **Luke Bryan** will embark on his second *Farm Tour* Sept. 28-Oct. 1 in Georgia. Proceeds from the Valdosta, Statesboro, Carrollton and Macon concerts will benefit charities in his home state. Complete schedule <u>here</u>.

The Week's Top Stories

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

- Failed negotiations between MTV Networks and Vevo, the multi-label video service, resulted in Universal Music Group removing its artists' videos from MTVN's websites, including CMT.com. (CAT 8/6)
- CBS Radio VP/Country and KILT-FM/Houston OM/PD Jeff Garrison returned to Phoenix as OM for the company's three-station cluster there, as well as PD for Country KMLE and Classic Hits KOOL-FM. Concurrently, CBS Radio's Top 40 KKHH & Hot AC KHMX/Houston PD Mark Adams was named VP/Programming for the market's four FMs, adding

TUBE CHECK

Tuesday 8/10 - Jason Aldean, Jamie O'Neal, CMT Cribs (re-air).

Wednesday 8/11 - Zac Brown Band, Shawn Mullins, Kid Rock, *Pass The Jar — Zac Brown Band And Friends Live From The Fabulous Fox Theatre* (GAC).

Thursday 8/12 - Jamey Johnson, Introducing (re-air) (GAC).

Friday 8/13 - Dolly Parton, Late Show With David Letterman (re-air) (CBS).

Saturday 8/14 - Trace Adkins, Blake Shelton, *Top 20 Country Countdown* (GAC).

Sunday 8/15 - Blake Shelton, Backstory (re-air) (GAC).

programming for Country KILT-FM, as well. (BN 8/4)

- Top 40 KHTS & Hot AC KMYI/San Diego PD **Jimmy Steele** was named OM for Clear Channel's seven-station cluster in the city, which includes Country **KUSS**. (CAT 8/3)
- **Gator Michaels** was named GM for the newly opened Nashville office of Marshall, TX-based **Davis Music Group** (DMG). Phones and email aren't live yet, but Michaels can be reached via cell at 615-400-6957. (CAT 8/9)
- Sony Music Nashville CEO **Gary Overton** was officially given the additional title of Chairman. (CAT 8/9)
- Ralph Emery is a 2010 National Radio Hall of Fame inductee in the Local or Regional Pioneer category. More info here. (CAT 8/4)

Promotions & The Internet (continued from page 1)

Schuler knows of which he speaks, having lifted the bit himself from a fan's quest for a meeting with another star. "Obviously, we ran with this after hearing about and watching the 'hug from Taylor Swift' stuff last winter," he explains. "We took that concept and warped it into something totally different and fun. I truly believe that even if the idea was done somewhere else, it can still be useful to you."

"Just about every bit/stunt/promotion has been done before thus, stolen from somewhere," agrees WCTO/Allentown OM/

 $@2010 \ Country \ Aircheck \verb|^m-All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com at the countryaircheck of the countryaircheck of the countryaircheck of the country aircheck of the country airc$

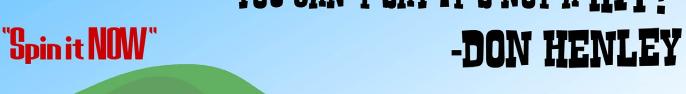






"LIFE IN THE FAST LANE"

YOU CAN'T SAY IT'S NOT A HIT!





PD George King. "You have to put your own spin on it to make it a little different, but a great promotion is a great promotion."

King begged off further comment with this nugget: "Gotta run and put together our 'An Embrace from Miranda' promotion."

Consultant Joel Raab notes that some listeners may be catching on. "You have to be a bit more careful when copying concepts from market to market," he says. "In conducting focus groups in different cities, I've noticed listeners are





Joel Raab

becoming more hip to what is being done city to city. That means originality (what a concept) can get you further, especially if you put a local spin on it."

Even if listeners don't figure it out, somebody might. "For the most part, PDs have 'borrowed' good ideas from other PDs (with and without permission) for as long as we all can remember," says KKWF (The Wolf)/Seattle

PD Mike Preston. "The internet has just made it easier to find the potentially good ideas by looking at websites, then listening to streams to see if the execution actually works, and finally, then either adapting the idea to your specific situation or in extreme cases, just copying it,

literally, word for word.



Mike Preston

"This happened to us at The Wolf only this week. We have a Miranda Lambert ticket promotion for an upcoming concert running. Wingnut, my PM drive personality, voiced a promo where it sounds like he's having a little conversation with Miranda, using some lines from her that our imaging guy had in his arsenal. The promo started last weekend. Fast forward to Wednesday and during a listening session to a few other Country stations in the region, we noticed a station doing our exact promotion – right down to their PM drive jock having almost the same conversation with Miranda! No need to identify the culprit. We all play this game occasionally, but most of the time you don't actually get to hear how you've helped someone else program their station! The web

CHECK OUT: 8/10



Charlie Daniels Band Land That I Love (Legendary Blue Hat/E1)

CDB's 15-track patriotic compilation features new recordings "Iraq Blues" and "(What This World Needs Is) A Few More Rednecks 2010." Familiar offerings include "Simple Man," "This Ain't No Rag, It's A Flag," In America," Still In Saigon" and others. Daniels, Patrick Kelly and Casey Wood produced.



Blake Shelton All About Tonight (Reprise/WMN) Shelton's second "six pak" features the title single and a duet with fiancée Miranda Lambert on "Draggin'The River." Lambert also co-wrote "Suffocating" with Lady Antebellum's Hillary Scott, who sings background vocals on the track. Other writers include Rhett Akins, Jeff Bates, Jim Beavers and Craig Wiseman. Scott Hendricks produced.

- Trace Adkins Cowboy's Back In Town (Show Dog-Universal) **McClymonts** Chaos And Bright Lights (Executive/CO5)
- Aug. 24 Little Big Town The Reason Why (Capitol) Randy Rogers Band Burning The Day (MCA) Marty Stuart Ghost Train (The Studio B Sessions) (Superlatone)
- Aug. 31 Sammy Kershaw Better Than I Used To Be (Big Hit)
- Sept. 14 Jamey Johnson The Guitar Song (Mercury) James Otto Shake What God Gave Ya (Warner Bros./WMN) Joey+Rory Album Number Two (Sugar Hill)

Album release info to news@countryaircheck.com.

has turned us all into programming consultants. Who do I send my bill to?"

The payoff of a good promotion can go far beyond the on-air juice. For a small market station like KRKT, the "Hug" extended to considerable face time with Shelton and other artists. "[WMN] has always been secondary friendly," Warner Music Nashville VP/Promotion Bob Reeves says. "We entertain any promotional ideas from any source at radio. Most often the determining factor



BIRTHDAYS

Tuesday (8/10) - the late Jimmy Dean; Gene Johnson (Diamond Rio); Bob Burwell; Jerry Crutchfield (jcrutch@crutchfieldmusic.com); Whitney Cheshier (wcheshier@gmail.com)

Wednesday (8/11) - John Conlee, Joe Casey, Eddie Pirtle, Jenny Alford (jenny@stroudavarious.com)

Thursday (8/12) – the late Buck Owens; Danny Shirley (Confederate Railroad); the late Porter Wagoner; Gary Greenberg (garygreenberg@sbcglobal.net); Laura LiPuma-Nash; Brooke Sommer; Marty Fitzpatrick

Friday (8/13) - Andy Griggs, Bill Kennedy (bill.kennedy@sdumusic.com)

Saturday (8/14): Connie Smith, Brent Maher

Sunday (8/15): Kelley Falcon, John Grady (gradyx4@aol.com), Tammy Luker, Jeff Solima (hitsquadmn@aol.com)

Monday (8/16): Ashton Shepherd, Emily Robison (Dixie Chicks), Billy Joe Shaver, Kevin Herring (kevin.herring@comcast.net), Steve Powell, Joe Simpson, April Taylor

in whether we take part or approve a request is the amount and/ or level of artist participation needed. Travel to the market, the number of stations involved in that particular day's show or even sound check schedules can greatly limit the number of things any artist can take part in past the traditional meet & greet or a visit to the broadcast booth.

"That said, I don't see why repeating a similar promotion would be a problem. You'd actually have a better idea of the time and effort it takes to pull it off or maybe even address trouble spots the second time around. As far as radio stealing an idea from another station, imitation is the greatest form of flattery. I don't see how the average listener in any given market would know about a promotion that happened on the other side of the country. Even with the success of KRKT's event, how many listeners in, say, Albany, NY would have heard about it?"

Even a well-formed promotion can present stumbling blocks, however. "My idea was presented in concept only with no details at a meeting with the festival directors and I flat out told them we needed to present Blake on Saturday during the festival to be able to pull this off," Schuler explains. "Initially, they balked and wanted us on Keith Urban night (they split them

between stations) and even my GM and sales manager tried to talk me out of [it]. They suggested a different angle, maybe 'A Chug From Blake Shelton.' But I stuck to my original plan and we made it work. We really did own that night of the festival and pulled off something special for everyone involved. I even overheard Blake commenting that it looked we put a lot into it. Just the fact that he was willing to participate at all is a testament to what a good sport and class act he is."

Have a thought on this topic? Send to news@countryaircheck.com.

Alright Guys: Gary Allan shows his appreciation to Brooks & Dunn before the Last Rodeo Tour's Chicago stop over the weekend. It was Allan's last date with the duo.





Spring No. 1s: KFDI, KKIX, KKJG, KMDL, KSSN, KXKT, WAYZ, WBUL, WGNA, WIVK, WXBQ

Here are more of the Spring 2010 diary **Arbitron** ratings, recapping the markets as they came in to **Country Aircheck Today** last week. With a few exceptions, only stations achieving at least a 1.0 share are included. Legend: A "+" indicates a Classic Country outlet, a "^" designates Country stations in the same market owned by a single operator and a "t" indicates a tie. A "NA" indicates a subscriber-only market, where rankings are not available, or a station programming another format during that ratings period. Client-exclusive ratings are embargoed from publication.

Station/Metro	12+ Share Last Arb	12+ Share Sp'10	12+ Rank Last Arb	12+ Rank Sp′10
WGNA/Albany, NY	10.4	9.5	1	1
WZMR/Albany, NY^	1.2	1.1	18t	17
WFFG/Albany, NY^	8.0	1.0	21t	18t
WBUG/Albany, NY	1.2	0.7	18t	20
KBQI/Albuquerque	3.8	4.2	6	4
KRST/Albuquerque	3.3	3.9	9t	5
KABQ-FM/Albuquerque	+ 2.9	3.1	13	11t
WKSF/Asheville, NC/	15.8	17.0	na	na
WESC/Greenville, SC/ Asheville, NC Arbitro		1.0	na	na
WKNN/Biloxi, MS	5.5	5.1	na	na
WUJM/Biloxi, MS	2.6	2.7	na	na
KAWO/Boise	2.9	5.3	14t	5t
KQFC/Boise^	3.8	4.4	9t	88
KIZN/Boise^	5.2	4.0	4	10
WEZL/Charleston, SC	7.3	6.2	3	3
WIWF/Charleston, SC	3.2	3.0	12	13
WUSY/Chattanooga, T	N 14.6	11.6	na	na
WUUQ/Chattanooga, TN	l+ 3.6	5.5	na	na
WOGT/Chattanooga, T	N 3.4	2.9	na	na
WCOS-FM/Columbia, S	C 6.4	5.9	3	2
WWNU/Columbia, SC	1.5	2.7	16	13t
KHEY-FM/EI Paso	4.1	4.4	na	na
KKIX/Fayetteville, AR	12.7	14.8	1	1
KAMO/Fayetteville, A	NR 4.0	4.2	9t	8
WQHK/Ft. Wayne, IN	8.2	9.3	2	2
WBTU/Ft. Wayne, IN	8.1	4.5	3	8
WTQR/Greensboro	5.3	5.9	3	3
WPAW/Greensboro	5.2	5.6	4t	4
WBRF/Greensboro	1.6	1.4	14	13t
WIST-FM/Greensboro		1.2	15	16
WESC/Greenville, SC/		7.5	6	2
WSSL/Greenville, SC/		7.3	2	3
WKSF/Asheville, NC/ Greenville, SC Arbiti	1.1	1.1	15	15t

Station/Metro	12+ Share Last Arb	12+ Share Sp'10	12+ Rank Last Arb	12+ Rank Sp'10
WAYZ/Hagerstown, I	MD^ 9.8	12.4	1	1
WPPT/Hagerstown, N	ND^+6.6	6.0	3	5
WFRE/Frederick, N	ND 4.1	4.5	8t	9
WUSQ/Winchester	, VA 0.9	1.2	15t	13
WFRE, WUSQ are	for Hagersto	wn, MD Arb	itron	
WMSI/Jackson, MS	5.5	6.2	4	4
WUSJ/Jackson, MS	3.2	4.5	9t	5t
WQIK/Jacksonville	6.8	6.3	3	4
WGNE/Jacksonville	e^ 4.5	4.2	8	9
WMUV/Jacksonvill	le^+3.2	3.1	11t	13
WXBQ/Johnson City, T	N-VA 19.1	18.1	1	1
WEYE/Johnson City, T	N-VA 0.7	1.1	17t	11t
WMEV/Bluefield, \	NV 1.6	1.1	10t	11t
WIVK/Knoxville, T	N 1.1	0.6	13t	21t
WMEV, WIVK are	for Johnson (City, TN-VA /	Arbitron	
WIVK/Knoxville	16.7	16.3	11	1
WCYQ/Knoxville	2.7	2.7	10	9
WMYL/Knoxville	1.8	2.0	12t	11
KMDL/Lafayette, L	A 6.3	7.8	4	1
KBON/Lafayette, L	A 6.6	5.1	2	7
KXKC/Lafayette, L	A 5.4	4.7	8t	9
KLEJ/Lafayette, LA	+ 2.6	2.4	13	15t
WBUL/Lexington,	KY 12.5	9.7	11	1
WLXX/Lexington, I	KY 6.9	4.0	2	8
WCYO/Richmond, Lexington, KY Ark		2.6	15	13t
WLXO/Lexington,		2.4		15
KZKX/Lincoln, NE	9.9	7.1	1	2t
KFGE/Lincoln, NE	7.8	6.8	2	4t
KUTT/Fairbury, NE Lincoln, NE Arbitr		1.0	17t	20
KSSN/Little Rock^		8.2	1	1
KMJX/Little Rock^		7.3	5	3
WWQM/Madison	4.9	4.1	6t	8
WMAD/Madison	5.1	3.9	5	9

tation/Metro	12+ Share Last Arb	12+ Share Sp'10	12+ Rank Last Arb	12+ Rank Sp′10
WJVL/Janesville, WI Madison Arbitron	0.9	1.4	19t	15
WDMP-FM/Madison	1.5	1.1	16	18t
KTEX/McAllen	7.7	8.5	3	3
KBUC/McAllen	1.1	1.0	17t	19t
WGKX/Memphis	5.2	5.3	7	7
WSIX/Nashville	4.8	5.4	5	4
WKDF/Nashville	4.1	5.2	10t	6
WSM-FM/Nashville	4.6	4.4	6	10
WSM-AM/Nashville	+ 2.5	1.9	14	16
WGH-FM/Norfolk	4.8	5.4	na	na
WUSH/Norfolk	2.7	3.2	na	na
KXKT/Omaha^	9.0	9.8	2	1
KTWI/Omaha^	1.8	2.1	17	13
WQDR/Raleigh	8.5	8.0	1	2
WKHK/Richmond	8.1	9.0	4	2
WLFV/Richmond	0.8	1.1	16t	15
KKJG/San Luis Obispo,	CA 6.2	6.4	1	1t
KSLY/San Luis Obispo, C	A^ 3.5	2.4	8t	11t
KSNI/Santa Maria, C	A^1.4	1.0	17t	20t
San Luis Obispo, CA	Arbitron			
KXLY-FM/Spokane	4.8	4.4	na	na
KDRK/Spokane	4.3	4.1	na	na
KIXZ-FM/Spokane	6.1	3.9	na	na
WDEZ/Wausau, WI	11.1	9.7	2	2
WYTE/Wausau, WI	5.9	5.6	4t	5t
WKQH/Wausau, WI	3.8	4.7	8	8
WAXX/Eau Claire, W Wausau, WI Arbitro		2.1	13	11
KFDI/Wichita^	9.5	10.6	1	1
KZSN/Wichita	4.2	3.1	9t	11
KVWF/Wichita	4.5	2.5	6t	13
KFTI-FM/Wichita^+	- 1.9	2.3	15t	14

©2010 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

In a week where multiple Superstar Acts released New Music...

THE SUN IS STILL SHINING BRIGHTLY

SteveAzar

SUNSHINE?

This Top 30 Song is Strong!

#19 with Females 25-54 #5 with Females 45-54

Source: Rate The Music

The Big Hit Love
Song of the Summer!







We can't thank all of our radio Friends enough...you have helped us make history.

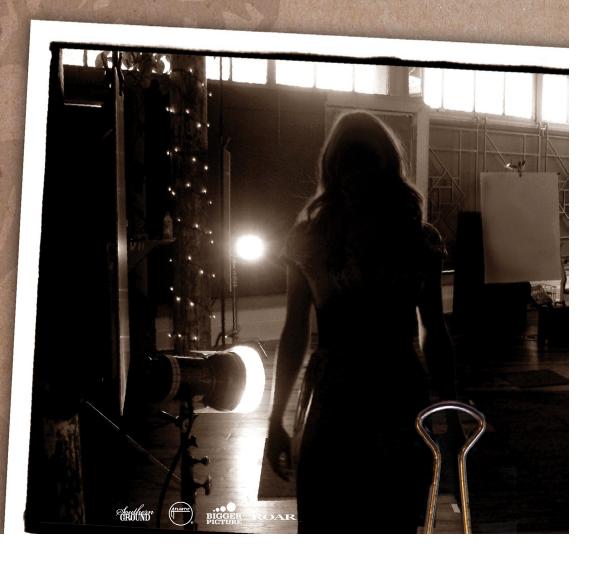
ZAC BROWN BAND

As She's Walking Away
(FEATURING ALAN JACKSON)

The first single from the new album... You Get What You Give

IN STORES 9/21/10

Going for Immediate Airplay



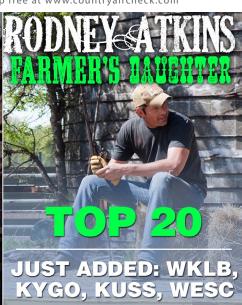


LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience		tations	
2	1	ZAC BROWN BAND/ Free (Southern Ground/Atlantic/BPG)	15055	939	5330	369	38.282	2.375	127	4
4	2	◯ KEITH URBAN /I'm In (Capitol)	14638	1053	5149	412	37.465	2.803	128	4
5	3	BLAKE SHELTON /All About Tonight (Reprise/WMN)	14439	1239	5152	437	36.918	3.705	128	4
1	4	JERROD NIEMANN/Lover, Lover (Sea Gayle/Arista)	14391	-67	5109	-28	36.534	-0.093	128	4
3	5	CARRIE UNDERWOOD/Undo It (19/Arista)	12914	-1120	4440	-475	32.728	-2.662	128	4
6	6	ELEE BRICE/Love Like Crazy (Curb)	12788	650	4693	271	32.247	1.589	128	4
7	7	SILLY CURRINGTON/Pretty Good At Drinkin' Beer (Mercury)	11912	591	4185	261	30.807	1.436	128	5
9	8	Capitol)	11520	666	4119	277	30.129	2.156	128	4
10	9	CONCLE KRACKER/Smile (Atlantic/Top Dog/BPG)	10463	547	3675	199	27.443	1.892	119	4
12	10	KENNY CHESNEY/The Boys Of Fall (BNA)	9149	780	3200	353	23.634	2.285	126	4
13	11	EASTON CORBIN /Roll With It (Mercury)	9028	974	3143	268	22.515	2.191	127	4
11	12	S JOSH TURNER/All Over Me (MCA)	8855	413	3215	172	22.024	0.854	123	4
14	13	Capitol)	8384	418	3159	227	20.705	0.73	124	4
16	14	DARIUS RUCKER/Come Back Song (Capitol)	8213	773	2882	234	20.429	2.392	128	5
15	15	CRAIG MORGAN/This Ain't Nothin' (BNA)	7733	240	2899	130	19.6	0.913	122	3
17	16	GARY ALLAN/Get Off On The Pain (MCA)	6352	161	2269	91	14.878	0.334	121	5
18	17	ALAN JACKSON/Hard Hat And A Hammer (Arista)	6175	6	2298	-7	15.899	0.416	117	2
19	18	DAVID NAIL/Turning Home (MCA)	5835	349	2135	154	13.278	0.782	121	4
25	19	SUGARLAND/Stuck Like Glue (Mercury)	5492	1809	1926	746	14.961	4.938	119	23
21	20	SIOSH THOMPSON/Way Out Here (Columbia)	5343	352	2101	177	13.304	0.886	118	3
20	21	RODNEY ATKINS/Farmer's Daughter (Curb)	5293	299	2058	149	13.464	1.148	114	5
22	22	SAND PERRY/If I Die Young (Republic Nashville)	4811	398	1781	168	11.686	1.182	112	5
27	23	GEORGE STRAIT/The Breath You Take (MCA)	4726	1125	1641	309	12.191	3.032	106	7
23	24	TOBY KEITH/Trailerhood (Show Dog-Universal)	4672	877	1648	252	11.222	2.076	114	7
26	25	S JUSTIN MOORE/How I Got To Be This Way (Valory)	4060	379	1570	153	9.534	0.92	115	4

©2010 Country Aircheck™ — All rights reserved. 🗸=Top 5 point gainers. 🛮 Sign up free at www.countryaircheck.com







IT'S FRESH! IT'S COUNTRY!
IT'S GRETCHEN!

FINATIAL WILLSON

"I GOT YOUR COUNTRY RIGHT HERE"

IMPACT DATE: AUGUST 16TH

ADD IT NOW!



REDNECK RECORDS CO5



	MEDIABAS MEDIABAS								ASE	
LW	TW	Artist/Title (Label) To	otal Points -	-/- Points	Total Plays +	/- Plays	Audience +	-/- Aud	Stations	ADDS
24	26	SIAMES OTTO/Groovy Little Summer Song (Warner Bros./WMN)	4030	271	1619	105	9.608	0.953	106	4
32	27	REBA/Turn On The Radio (Starstruck/Valory)	3713	855	1235	298	8.887	2.101	105	9
46	28	RASCAL FLATTS/Why Wait (Big Machine)	3674	2657	1224	891	10.202	6.95	112	39
<mark>29</mark>	29	TRACE ADKINS/This Ain't No Love Song (Show Dog-Universal)	3539	364	1380	137	8.235	0.615	105	3
30	30	STEVE AZAR/Sunshine (Ride)	3356	273	1308	103	8.215	0.705	88	3
31	31	KELLIE PICKLER/Makin' Me Fall In Love Again (19/BNA)	3050	180	1125	50	6.641	0.44	102	4
Debut	32	TAYLOR SWIFT/Mine (Big Machine)	2904	2904	980	980	8.567	8.567	106	106
34	33	MIRANDA LAMBERT/Only Prettier (Columbia)	2359	241	868	134	5.394	0.645	82	12
33	34	MONTGOMERY GENTRY/While You're Still Young (Columbia)	2113	-94	829	-55	5.076	0.025	84	0
36	35	ERIC CHURCH/Smoke A Little Smoke (EMI Nashville)	1950	157	796	74	4.049	0.329	73	5
38	36	STEEL MAGNOLIA/Just By Being You (Halo & (Big Machine)	1938	215	730	102	3.888	0.536	82	5
35	37	KEVIN FOWLER/Pound Sign (#?*!) (Lyric Street)	1809	-242	691	-68	4.072	-0.597	75	1
37	38	RANDY MONTANA/Ain't Much Left Of Lovin' You (Mercury)	1729	-8	646	-9	3.169	-0.077	76	2
40	39	□ DANNY GOKEY/I Will Not Say Goodbye (19/RCA)	1720	314	628	117	2.95	0.624	69	4
39	40	TROY OLSEN/Summer Thing (EMI Nashville)	1617	36	652	47	3.379	0.309	61	2
<mark>41</mark>	41	CHRIS YOUNG/Voices (RCA)	1474	100	509	65	2.792	0.143	66	9
42	42	CHUCK WICKS/Hold That Thought (RCA)	1412	204	628	84	2.667	0.565	65	1
43	43	S JANEDEAR GIRLS/Wildflower (Reprise/WMN)	1188	-3	489	2	2.073	-0.09	57	1
44	44	S JAMES WESLEY/Real (BBR)	1150	45	489	49	1.971	0.175	62	2
45	45	SARAH MARINCE/In The Mean Time (unsigned)	1096	15	416	11	0.603	0.034	11	2
47	46	FRANKIE BALLARD/Tell Me You Get Lonely (Reprise/WAR)	962	106	396	44	1.71	0.076	45	2
49	47	SUNNY SWEENEY/From A Table Away (Republic)	932	149	393	66	1.616	0.097	42	5
50	48	Sound (Reprise/WAR)	898	141	315	62	1.475	0.002	44	3
De <mark>but</mark>	49	Some street by JOE NICHOLS/The Shape I'm In (Show Dog-Universal)	856	230	349	95	1.6	0.328	42	6

©2010 Country Aircheck™ — All rights reserved. ✓=Top 5 point gainers. Sign up free at www.countryaircheck.com

808



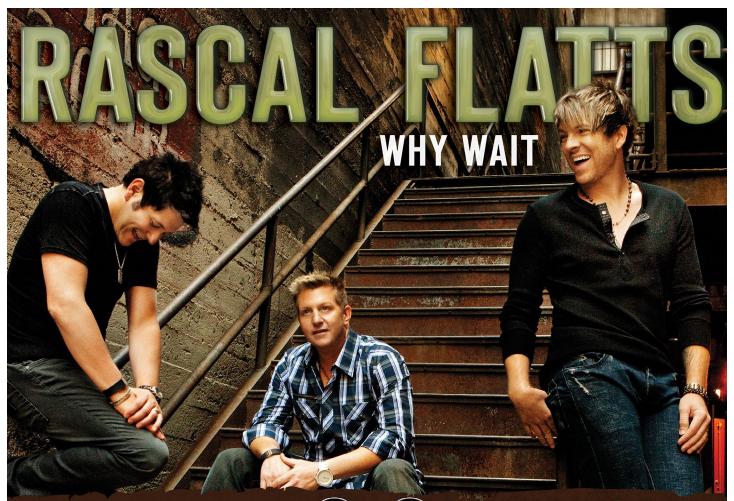
RANDY ROGERS BAND/Too Late For Goodbye (MCA)



0.148 46

ALREADY IN: KBWF, KKWF, KNIX, KUPL, KWJJ, WQYK, KUBL, WYPY, KNTY, KRTY, KSKS, KATM, KDRK, KJUG, WQIK, WKMK, WKML, WKCQ, WIVK, KAJA, KIIM, KWNR, KCYE, KIXZ, WNCY, WFBE, KSOP, WTNR, KRRV, WRSF, WBBN, KEAN, KATJ, KFTX, KEGA, Music Choice Country & Sirius XM Nashville 11!

AIRPLAY COAST TO COAST NOW! 9 ...



CA/MB JUMPS 46 – 28 / +2,657 points BB JUMPS 34*-27* / +5,496,300 impressions

MOST ADDED AGAIN!!!

124 TOTAL REPORTING STATIONS ON IN WEEK #2!!!

New This Week: KCYY, KFGY, KFRG, KIIM, KILT, KJJY, KJUG, KFKF, KMPS, KSCS, KUSS, KWNR, KYGO, WAMZ, WBEE, WDAF, WDRM, WDSY, WGGY, WGKX, WKDF, WKIS, WKSJ, WKXC, WLHK, WOGK, WOKQ, WPAW, WPCV, WQIK, WRNS, WSOC, WSLC, WSSL, WXCY, WXTU, WYCD, After Midnite, CMT Radio LIVE, Dial Global Mainstream Country, Lia

Country Aircheck Add Leaders

•	
TAYLOR SWIFT/Mine (Big Machine)	106
BRAD PAISLEY/Anything Like Me (Arista)	45
RASCAL FLATTS/Why Wait (Big Machine)	39
JASON ALDEAN/My Kinda Party (BBR)	30
SUGARLAND/Stuck Like Glue (Mercury)	23
JOSH KELLEY/Georgia Clay (MCA)	15
MIRANDA LAMBERT/Only Prettier (Columbia)	12
CHRIS YOUNG/Voices (RCA)	9
LAURA BELL BUNDY/Drop On By (Mercury)	9
REBA/Turn On The Radio (Starstruck/Valory)	9
SARAH MARINCE/In The Mean Time (Unsigned)	9
BAND PERRY/If I Die Young (Republic Nashville)	9

Country Aircheck Top Point Gainers

TAYLOR SWIFT/Mine (Big Machine)	2904
RASCAL FLATTS/Why Wait (Big Machine)	2657
SUGARLAND/Stuck Like Glue (Mercury)	1809
BLAKE SHELTON/All About Tonight (Reprise/WMN)	1239
GEORGE STRAIT/The Breath You Take (MCA)	1125
KEITH URBAN/I'm In (Capitol Nashville)	1053
EASTON CORBIN/Roll With It (Mercury)	974
ZAC BROWN BAND/Free (Southern Ground/Atlantic/BPG)	939
TOBY KEITH /Trailerhood (Show Dog-Universal)	877
REBA/Turn On The Radio (Starstruck/Valory)	855

Country Aircheck Top Spin Gainers

TAYLOR SWIFT/Mine (Big Machine)	980
RASCAL FLATTS/Why Wait (Big Machine)	891
SUGARLAND/Stuck Like Glue (Mercury)	746
BLAKE SHELTON/All About Tonight (Reprise/WMN)	437
KEITH URBAN/I'm In (Capitol)	412
ZAC BROWN BAND/Free (Southern Ground/Atlantic/BPG)	369
KENNY CHESNEY/The Boys Of Fall (BNA)	353
GEORGE STRAIT/The Breath You Take (MCA)	309
REBA/Turn On The Radio (Starstruck/Valory)	298
LADY ANTEBELLUM/Our Kind Of Love (Capitol)	277

Activator Top Point Gainers

Activator rop romit camers	
SUGARLAND/Stuck Like Glue (Mercury)	853
RASCAL FLATTS/Why Wait (Big Machine)	690
TAYLOR SWIFT/Mine (Big Machine)	542
REBA/Turn On The Radio (Starstruck/Valory)	356
KENNY CHESNEY/The Boys Of Fall (BNA)	260
DARIUS RUCKER/Come Back Song (Capitol)	247
BRAD PAISLEY/Anything Like Me (Arista)	215
BILLY CURRINGTON/Pretty Good At Drinkin' Beer (Mercury)	162
RODNEY ATKINS/Farmer's Daughter (Curb)	159
LUKE BRYAN/Someone Else Calling You Baby (Capitol)	147

Activator Top Spin Gainers

SUGARLAND/Stuck Like Glue (Mercury)	499
RASCAL FLATTS/Why Wait (Big Machine)	417
TAYLOR SWIFT/Mine (Big Machine)	313
REBA/Turn On The Radio (Starstruck/Valory)	223
KENNY CHESNEY/The Boys Of Fall (BNA)	174
BRAD PAISLEY/Anything Like Me (Arista)	146
DARIUS RUCKER/Come Back Song (Capitol)	130
BILLY CURRINGTON/Pretty Good At Drinkin' Beer (Mercury)	126
RODNEY ATKINS/Farmer's Daughter (Curb)	107
LUKE BRYAN /Someone Else Calling You Baby (Capitol)	95

VIDEO ADDS

CMI

MIRANDA LAMBERT/Only Prettier (From Invitation Only) (Columbia)
SUGARLAND/Stuck Like Glue (Mercury)
TRACE ADKINS/This Ain't No Love Song (Unplugged) (Show Dog-Universal)

CMT PURE

MIRANDA LAMBERT/Only Prettier (From Invitation Only) (Columbia) SUGARLAND/Stuck Like Glue (Mercury) TRACE ADKINS/This Ain't No Love Song (Unplugged) (Show Dog-Universal)

GAC

LAURA BELL BUNDY/Drop On By (Mercury) **SUGARLAND**/Stuck Like Glue (Mercury)



Country Aircheck Activity

SARAH MARINCE/In The Mean Time (Unsigned)

Stays at 45*; 1096 points, 416 spins 2 ADDS: **KUSS***, **WCOS***

FRANKIE BALLARD/Tell Me You Get Lonely (Reprise/WAR)

Moves 47*-46*; 962 points, 396 spins 2 ADDS: **KSD, WSIX**

SUNNY SWEENEY/From A Table Away (Republic Nashville)

Moves 49*-47*; 932 points, 393 spins 5 ADDS: KMDL, KUSS, WIOV*, WIVK*, WQYK*

JOHN RICH/Country Done Come To Town (Reprise/WAR)

Moves 50*-48*; 898 points, 315 spins 3 ADDS: **KILT*, KMLE*, KSD**

JOE NICHOLS/The Shape I'm In (Show Dog-Universal)

Debuts at 49*, 856 points, 349 spins 6 ADDS: KCCY, WFUS, WIOV*, WMZQ, WQYK*, WYNK

RANDY ROGERS BAND/Too Late For Goodbye (MCA)

Moves 48*-50; 808 points, 301 spins; 1 ADD: KATC*

JASON ALDEAN/My Kinda Party (BBR)

752 points, 257 spins 30 ADDS including: KEEY, KNIX, KSD, KUSS, WFUS, WKHX, WKIS, WKKT, WQYK*, WUBL

BRAD PAISLEY/Anything Like Me (Arista)

748 points, 250 spins 45 ADDS including: KKWF, KSCS*, KSD, KUSS, WFUS, WIL, WKIS, WKKT, WKLB, WUBE

CRAIG CAMPBELL/Family Man (BPG)

613 points, 249 spins 2 ADDS: WCTK*, WQYK*

LUKE BRYAN/Someone Else Calling You Baby (Capitol)

576 points, 234 spins

7 ADDS: KBEQ, KSD, WGTY, WIVK*, WPCV,* WSOC*, WXCY

THOMPSON SQUARE/Are You Gonna Kiss Me Or Not (Stoney Creek)

517 points, 242 spins; 0 ADDS

JULIANNE HOUGH/Is That So Wrong (Mercury)

424 points, 172 spins; 1 ADD: KUSS

STEALING ANGELS/He Better Be Dead (Skyville/Nine North)

403 points, 170 spins

3 ADDS: KKGO, WDXB, WGGY

ADD DATES

AUGUST 16

BRAD PAISLEY/Anything Like Me (Arista)

EMERSON DRIVE/That Kind Of Beautiful (Amdian/Nine North) **GRETCHEN WILSON**/I Got Your Country Right Here (Redneck/CO5) JASON ALDEAN/My Kinda Party (BBR)

AUGUST 23

BLAINE LARSEN/Leavin' (Treehouse/Stroudavarious)

BURNS & POE/How Long Is Long Enough (Blue Steel)

DIERKS BENTLEY/Draw Me A Map (Capitol)

GWYNETH PALTROW/Country Strong (RCA)

JAMEY JOHNSON/Playing The Part (Mercury)

JESSE LEE/Like My Mother Does (Atlantic/WMN)

TRAILER CHOIR/Shakin'That Tailgate (Show Dog-Universal)

AUGUST 30

ADAM BRAND/Ready For Love (Arista)

CROSSIN DIXON/Lovin' In The Country (Stoney Creek) JASON STURGEON/Rollin' On (Toolpusher/9 North)

JOANNA SMITH/Gettin' Married (Columbia)

Country Aircheck Top Recurrents LUKE BRYAN/Rain Is A Good Thing (Capitol)

10115 MIRANDA LAMBERT/The House That Built Me (Columbia) 7579 7422 6697 6025

Points

JASON ALDEAN/Crazy Town (BBR) **JOE NICHOLS**/Gimmie That Girl (Show Dog-Universal) **CLAY WALKER**/She Won't Be Lonely Long (Curb) 5474 CHRIS YOUNG/The Man I Want To Be (RCA) 5470

EASTON CORBIN/Little More Country Than That (Mercury) 4001 LADY ANTEBELLUM/American Honey (Capitol) 3780 LADY ANTEBELLUM/Need You Now (Capitol) 3677

BOMSHEL/Just Fine (Curb)

BRAD PAISLEY/Water (Arista)

399 points, 174 spins

3 ADDS: WGNE, WOKQ*, WSLC

UNCLE KRACKER f/KID ROCK/Good To Be Me (Top Dog/Atlantic/BPG)

342 points, 59 spins

1 ADD: KSD

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)







				MK	DIABANE
LW	TW Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Play
1	1	4529	-3	2809	3
4	2 RLAKE SHELTON/All About Tonight (Reprise/WMN)	4302	115	2616	26
3	3 (Capitol)	4298	68	2654	21
2	4 JERROD NIEMANN/Lover, Lover (Sea Gayle/Arista)	4181	-127	2579	-68
6	5 EEE BRICE/Love Like Crazy (Curb)	3758	10	2294	-1
7	6 SILLY CURRINGTON/Pretty Good At Drinkin' Beer (Mercury)	3645	162	2303	126
5	7 CARRIE UNDERWOOD/Undo It (19/Arista)	3534	-627	2132	-431
8	8	3444	129	2170	92
9	9 S JOSH TURNER/All Over Me (MCA)	3074	93	1900	62
11	10 CUNCLE KRACKER/Smile (Top Dog/Atlantic/BPG)	2906	-25	1776	6
10	11 LITTLE BIG TOWN/Little White Church (Capitol)	2894	-44	1769	-20
12	12 EASTON CORBIN/Roll With It (Mercury)	2826	103	1718	50
13	13	2757	260	1690	174
16	14 Capitol)	2653	247	1599	130
14	15 CRAIG MORGAN/This Ain't Nothin' (BNA)	2453	-34	1394	-28
15	16 ALAN JACKSON/Hard Hat And A Hammer (Arista)	2342	-116	1432	-79
17	17 RODNEY ATKINS/Farmer's Daughter (Curb)	2152	159	1333	107
18	18 GARY ALLAN/Get Off On The Pain (MCA)	1977	35	1171	-9
19	19 S JOSH THOMPSON/Way Out Here (Columbia)	1907	76	1189	58
30	20 🤝 SUGARLAND/Stuck Like Glue (Mercury) 🗸	1820	853	1063	499
21	21 TOBY KEITH/Trailerhood (Show Dog-Universal)	1722	56	1054	21
22	22 SEORGE STRAIT/The Breath You Take (MCA)	1706	81	1086	41
20	23 DAVID NAIL/Turning Home (MCA)	1670	-64	1039	-30
23	24 TRACE ADKINS/This Ain't No Love Song (Show Dog-Universal)	1473	45	931	31
24	25 SAND PERRY/If I Die Young (Republic Nashville)	1401	97	894	56
28	26	1367	356	903	223
26	27 S JUSTIN MOORE/How Got To Be This Way (Valory)	1247	77	725	50
25	28 STEVE AZAR/Sunshine (Ride)	1180	3	726	-9
27	29 SAMES OTTO/Groovy Little Summer Song (Warner Bros./WMN)	1101	71	726	45
31	30 MIRANDA LAMBERT/Only Prettier (Columbia)	1052	102	696	69

©2010 Country Aircheck™ — All rights reserved. ✓=Top 5 point gainers. Sign up free at www.countryaircheck.com

SERVE LISTENERS, BUILD YOUR DATABASE WITH COUNTRY AIRCHECK'S ARTIST NEWS EMAIL

"Love the newsletter! It's just another way to connect with our audience by delivering interesting and compelling content to their in-box completely customized with our station logo. It was always something I wanted to do, but never had the time or manpower to get it done. This is so easy!" -Kerry Wolfe, WMIL/Milwaukee PD

"It's our very own version of Entertainment Tonight and Access Hollywood for country. Our KMPS All Access members feel privileged to be in the know every week. We have had a great response!"

-Becky Brenner, KMPS/Seattle PD

"The open rates are the highest percentage we have of any of our interactive items." -MIke Brophey, WKLB/Boston PD

FIND OUT HOW DOZENS OF AMERICA'S TOP COUNTRY STATIONS ARE GIVING THEIR LOYAL LISTENERS UNPRECEDENTED AND EXCLUSIVE COVERAGE OF THEIR FAVORITE STARS.

CONTACT LAUREN TINGLE AT (615) 320-1450, x208 OR LAUREN@COUNTRYAIRCHECK.COM





							<u>IABANE</u>
LW	TW		Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
39	31	\end{aligned}	RASCAL FLATTS/Why Wait (Big Machine) ✓	992	690	576	417
32	32		KELLIE PICKLER/Makin' Me Fall In Love Again (19/BNA)	840	59	475	30
33	33		KEVIN FOWLER /Pound Sign (#?*!) (Lyric Street)	710	-31	406	-35
34	34		ERIC CHURCH/Smoke A Little Smoke (EMI Nashville)	642	-18	388	-12
D <mark>ebut</mark>	35		TAYLOR SWIFT/Mine (Big Machine) ✓	542	542	313	313
35	36		JOE NICHOLS/The Shape I'm In (Show Dog-Universal)	520	23	333	18
36	37		TROY OLSEN/Summer Thing (EMI Nashville)	405	-1	272	6
38	38		CHRIS YOUNG/Voices (RCA)	393	42	253	26
37	39		RANDY MONTANA/Ain't Much Left Of Lovin' You (Mercury)	344	-9	195	-10
48	40		LUKE BRYAN/Someone Else Calling You Baby (Capitol)	323	147	221	95
40	41		STEEL MAGNOLIA/Just By Being You (Halo & (Big Machine)	304	10	199	8
45	42		DANNY GOKEY/I Will Not Say Goodbye (19/RCA)	275	63	180	33
42	43		SUNNY SWEENEY/From A Table Away (Republic Nashville)	267	1	184	-6
43	44		SARAH MARINCE/In The Mean Time (Unsigned)	252	-3	165	-3
44	45		JANEDEAR GIRLS/Wildflower (Reprise/WMN)	246	27	137	15
46	46		FRANKIE BALLARD/Tell Me You Get Lonely (Reprise/WAR)	220	26	119	10
D <mark>ebut</mark>	47		BRAD PAISLEY/Anything Like Me (Arista)	217	215	148	146
49	48		JAMES WESLEY/Real (BBR)	192	23	119	15
51	49		CHUCK WICKS/Hold That Thought (RCA)	167	45	115	23
47	50		RANDY ROGERS BAND/Too Late For Goodbye (MCA)	163	-25	118	-21
D <mark>ebut</mark>	51		JASON ALDEAN/My Kinda Party (BBR)	138	138	72	72
50	52		THOMPSON SQUARE /Are You Gonna Kiss Me Or Not (Stoney Creek)	134	9	97	7
52	53		BOMSHEL/Just Fine (Curb)	114	-2	76	-3
54	54	<u></u>	ZONA JONES/Prove Me Right (Rocky Comfort)	108	2	75	2
D <mark>ebut</mark>	55	\equiv 	CLAY WALKER/Where Do I Go From You (Curb)	93	57	69	42
60	56		JESSIE JAMES/Boys In The Summer (Mercury/IDJMG)	76	17	52	11
D <mark>ebut</mark>	57		CRAIG CAMPBELL/Family Man (BPG)	72	50	38	26
Debut	58	<u></u>	JOE ZELEK BAND /Who You Gonna Run To (Gasoline Apothecary/Nine North)	66	28	49	24
56	59		DARREN KOZELSKY/Somebody Find Me A Preacher (Major 7th/Spinville)	65	-17	38	-15
Debut	60		TRAIN/Hey, Soul Sister (BNA/Columbia)	60	5	37	2
		0	2010 Country Airchaelt M. All rights reserved . Ton Engint asing a Cin	mm funn nt .		ahaali aana	

SOURCE proudly congratulates the 2010 recipients of the SOURCE Foundation Award

©2010 Country Aircheck™ — All rights reserved. ✓=Top 5 point gainers.



Awards Presentation: Thursday, August 26, 2010 At the Noah Liff Opera Center Nashville, TN

Celía Froehlig · Carol Phillips Sherytha Scaife · Liz Thiels Ruth White · Frances W. Preston

Sponsorship and advertising opportunities are available by contacting Jill Napier at jill.napier@comcast.net