

COUNTRY AIRCHECK WEEKLY

steve azar sunshine The Big Hit Love Song of the Summer!

June 28, 2010

Profiling The PPM

One week ago, we told you some of the top line results from **Charlie Sislen's** 10-month, 16-market PPM study of P1s, and sent you to www.researchdirectorinc.com for the full report. This week, we've talked to some committed, street-level, Country PPM number crunchers for their views about what PPM data tells us about those all-important "first preference" listeners.

Among the more interesting of Sislen's findings was that P1s may have accounted for 35.7% of diary cume and 70.4% of diary AQH, but make up just 22.2% of PPM cume and 52.4% of PPM AQH. But don't make any mistake – the importance of P1s hasn't diminished in the slightest.

"After having lived with PPM now for 18 months, essentially it confirms what we have always known – P1s are our bread and butter," says WKLB/Boston PD **Mike Brophrey**.

"I have been surprised by how many different stations are reported in a PPM respondent's electronic diary. They move around to other stations a lot more than it appeared in the diary.

PPM has pretty much done away with the exclusive cumers, who we know as the first line of loyalty in a format prone to that. And, there are more casual listeners reported in PPM than in the diary, which is where the increased cume is coming from."

Sislen puts a finer point on it: "If you look at P1, P2 and P3 listening, the numbers are very consistent across the two systems.

(continued on page 6)



Mike Brophrey

Most Added!
New Believers: KCYE, KNIX, WBUL, WCKT, WKSJ, WPCV, WRBT, WTQR, WWQM, WXCX

Issue 198

CHART & PROGRAMMING NOTE

Country Aircheck will be closed July 5 in observance of the Fourth Of July holiday. All **Country Aircheck/Mediabase** monitored reporters can submit station adds or reports any time from this Thursday, July 1 until 3pm ET/Noon PT Tuesday, July 6. Next week's **Country Aircheck Weekly** will be delivered Tuesday evening, July 6. Have a safe and happy Independence Day!



X Marks The Spot: Commemorating their 10 years together, Rascal Flatts made a special "X" trophy presentation backstage to longtime supporter WQDR/Raleigh. Shown (l-r): RF's Jay DeMarcus, Gary LeVox, WQDR Station Manager/PD Lisa McKay and "Overnight Czar" Steve Maher and RF's Joe Don Rooney.

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THE VIDEO
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KYGO/DENVER, KUPL/PORTLAND, KAJA/SAN ANTONIO, KBEQ/KANSAS CITY,
WMIL/MILWAUKEE, KTST/OKLAHOMA CITY, WKMK/MONMOUTH,
WBCT/GRAND RAPIDS, WIVK/KNOXVILLE, KHKI/DES MOINES, KIXZ/SPOKANE,
WWQM/MADISON, KXKS/SHREVEPORT



Rascal Flatts Rally In Raleigh

Close to 17,000 fans packed the Time Warner Cable Music Pavilion at Walnut Creek in Raleigh for the opening night of the *JC Penney Presents Rascal Flatts Nothing Like This Tour* with **Chris Young** and **Kellie Pickler**, which runs through Sept. 19.

WQDR Station Manager/PD **Lisa McKay** tells **Country Aircheck**, "I don't think they've ever sounded better. There's a sense of camaraderie and an amazing attitude of gratitude. They've been together 10 years, and you just don't take it for granted anymore that people will stay together, but they look like a very cohesive team. They kept it high-energy, going from hit to hit, and put new spins on them. They did a cool version of 'Summer Nights' where Chris and Kellie came onstage and each sang a line with them.

"Backstage, Rascal Flatts gave us a Champagne toast, with each one talking about how important 'QDR in particular was to them. They gave us this cool 'X' trophies with our names on them. I've been here eight years, so I actually did feel like I was part of their success. But they really personalized it, saying some of the most heartfelt, genuine things I've ever heard. I was actually almost in tears and way overwhelmed by it."

McKay added that 'QDR had its own meet-and-greet apart from those set up for JC Penney and Hershey's. "All of the tour sponsors gave us a ton of great tickets and backstage passes, so we were able to go out in the parking lot and really make people's lives better. We had several special-needs kids with us, and all the artists went out of their way to make them feel good.

"Beforehand, we were expecting to do interviews with Chris Young and one of the Flatts, and I always program the music to fit the interview schedule. We were literally 10 seconds away from Chris Young when all three of the Flatts pulled up, and you just don't say no to that. In fact, Chris just backed away, and said, 'You've gotta do the Flatts guys.' He waited 10 minutes after we finished, and was really a good sport about it.

"Kellie just got engaged, and because the Flatts are all married now, we asked them what kind of advice they would give Kellie and her fiancé [songwriter] **Kyle Jacobs**. And they all said simultaneously, "Don't do it!" Of course, they were just kidding. Kellie and Chris were fantastic; they've really come into their

MY TUNES: MUSIC THAT SHAPED MY LIFE



Evan Bridwell

KUZZ-AM & FM/Bakersfield PD Evan Bridwell discusses his most important songs, artists or concerts:

1. Buck Owens & the Buckaroos, John Wayne Theater, Knotts Berry Farm, 1973: My first country concert.

2. The Greatest Hits of George Jones, Merle Haggard, Ray Price and Charley Pride: Musical bibles for this country music beginner.

3. Merle Haggard and Marty Robbins in concert, 1978: This was my first emcee gig when I was at KARM/Fresno. My God, I was in heaven!

4. All the new artist "radio tour" concerts when Buck was in the audience: You had to have been there! I still can't believe I have the privilege of watching talented newcomers giving new life to this great format with their own unique styles.

• **A highly regarded song or album you've never heard:** Michael Jackson's *Thriller*.

• **An "important" piece of music you just don't get:** Garth Brooks *In ... The Life of Chris Gaines*.

• **An album you played or listened to incessantly:** Shane Stockton's *The Stories I Could Tell* on Decca. Country radio missed that guy.

• **One obscure or non-country song everyone should listen to right now:** May not be obscure for long: Sunny Sweeney's new album *From A Table Away*.

own, too. All in all, it was a great experience and a beautiful night ... a real lovefest."

McKay added that the guys also take concert-goers on a rock 'n' roll ride with a medley featuring Boston's "Foreplay/Long Time," the Eagles "Take It To The Limit," Journey's "Don't Stop Believin'" and Kansas' "Carry On Wayward Son."

"Alex" Postpones Gulf Coast Concert

The *CMT Presents Jimmy Buffett & Friends Live From The Gulf Coast* has been postponed to July 11 because of potentially dangerous surf conditions on the beach. "Nobody hates this more than I do but I guess, as the song says, 'It's



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JOE NICHOLS

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hard to reason with hurricane season,”” Buffett says. According to Mobile/Pensacola’s **WKRG-TV**, officials worried storm swell would make the foundation for the stage unstable. Tickets featuring for the show featuring Buffett, **Zac Brown**, **Kenny Chesney** and others will be honored for the new date. CMT reports network executives were working late Monday (6/28) to determine the possibility of airing the July 11 show. Details [here](#).

“How Deep...” Redux

Last week’s “How Deep Is Your Gold” article cited the number of titles in Gold categories at numerous Country stations. The emails we received on the piece contained some programming notes we should have included in our caveats. Among them, of course, is the role that syndication can play in inflating the number of titles not normally in rotation at the station. Entercom Country outlets, for instance, carry the *Alan Kabel Show*, which one PD points out “is far older than my station at any other time during the day or week.”

The aberrations can come from local programs as well. Townsquare Media VP/Programming **Bob Moody** wrote, “The article about the number of gold titles is somewhat misleading since it doesn’t take into account dayparted gold shows. Several Townsquare Media stations offer locally-produced Country gold shows that are always highly-rated. For instance, you mentioned the high gold content on KMDL/Lafayette, but 80 to 90 of those titles per week come from a six-hour gold show on Saturday nights that is almost always the highest-rated daypart on the station.”

Chart Chart

Congrats to Arista/Nashville VP/Promotion **Skip Bishop**, Dir./National Promotion **Lesly Tyson** and their entire team on hitting No. 1 with **Brad Paisley**’s “Water.” It’s Paisley’s 14th Mediabase chart-topper and the fourth No. 1 from the *American Saturday Night* album. It’s also his 17th all-charts No. 1. Paisley’s celebrating with a few European tour dates and a vacation in Italy.



Brad Paisley

TUBE CHECK

Tuesday 6/29 - Dolly Parton, *Late Show With David Letterman* (CBS).

Wednesday 6/30 - Carrie Underwood, *Today* (NBC); Dolly Parton, *Live With Regis And Kelly* (syndicated).

Thursday 7/1 - Lee Ann Womack, Billy Currington, *Soundstage* (re-air) (GAC).

Friday 7/2 - Court Yard Hounds, *Late Night With Jimmy Fallon* (re-air) (NBC); Dolly Parton, *Oprah Winfrey Show* (syndicated); Phil Vassar, *Fox & Friends* (FOX News); Jewel, *John Wayne All-American Weekend* (AMC).

Saturday 7/3 - Various Artists, *Dolly Celebrates 25 Years Of Dollywood* (Hallmark); Phil Vassar, *CBS Early Show*; Jewel, *John Wayne All-American Weekend* (AMC).

Sunday 7/4 - Reba, Darius Rucker, *A Capitol Fourth* (PBS); Toby Keith, *37th Annual Boston Pops Fireworks Spectacular* (CBS); Jewel, *John Wayne All-American Weekend* (AMC).

Monday 7/5 - Darryl Worley, *Great American Salute* (re-air) (GAC).

Tuesday 7/6 - Trace Adkins, Sugarland, *Soundstage* (re-air) (GAC).



Smells Like Team Spirit: *The Big Time with Whitney Allen* team takes the field for this weekend’s 13th Annual Play For A Cure Softball Tournament. The event raised more than \$30,000 for Histiocytosis research. “We had fun ... and learned softball is probably not our greatest strength,” Executive Producer Jackie Stevens says. Back row (l-r) are Lori Ann Dario, Phone Guy Mike, Justin Michael, Whitney Allen, Chase, Shane, and Tori Dario. Front row (l-r) are Stevens, Josh Terry, Lynn Terry, Tasha Terry, Ann Lewis and Steve Ringgold.

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AN ALBUM OF SONGS THAT
ARE COUNTRY TO THE CORE,
YET COMPLETELY ACCESSIBLE
TO TODAY'S CONTEMPORARY-
ORIENTED LISTENERS."

- Frank Bell VP/Programming Key Market of PA/OH, WOGL

ON YOUR DESK NOW



Republic
NASHVILLE

Syndication News

- **Envision Radio Networks'** *The Live Ride with Danny Wright* has been added to **KHSL/Chico, CA**.
- Also syndicated by Envision, *The Country Oldies Show* and host **Steve Warren** can now be heard on **WAMI-FM/Montgomery, AL**.

Artist News

Charlie Daniels received the **Operation Troop Aid Patriot Award** for his support of the American military during his June 9 fan club party in Mt. Juliet, TN.

Texas Gov. **Rick Perry** has commissioned **Mark Chesnutt** as an honorary Texas Navy Admiral to assist "in the preservation of the history, boundaries, water resource and civil defense of the state."



Marty Raybon, Mark Woods and Charlie Daniels

Little Big Town will host their fourth *Ride For A Cure* July 11 at Nashville's Tin Roof. The charity ride benefitting the **T.J. Martell Foundation** will end with a LBT concert in Columbia, TN with **Luke Bryan, The Band Perry** and **Josh Thompson**. Tickets and details [here](#).

Matt Gary has signed an endorsement deal with **Boulder Creek Guitars**.

Jimmy's Kicks On Route 66

Jimmy Wayne is nearing the end of his 1,600-mile *Meet Me Halfway* walk to Phoenix for homeless teens. Roughly 60 miles from the Arizona state line, Wayne is battling triple-digit temperatures to reach his destination by the end of July. Wayne says, "When I'm out there in the [dry] desert, it really doesn't feel like I'm walking in 100 degrees. Back home in the South, it's



Jimmy Wayne

CHECK OUT 6/29	
July 6	Trailer Choir <i>Tailgate</i> (Show Dog-Universal)
July 13	Jerrod Niemann <i>Judge Jerrod & The Hung Jury</i> (Sea Gayle/Arista)
July 20	Flynnville Train <i>Redemption</i> (Next Evolution)
August 17	Trace Adkins <i>Cowboy's Back In Town</i> (Show Dog-Universal) The McClymonts <i>Chaos And Bright Lights</i> (Executive/CO5)
August 24	Marty Stuart <i>Ghost Train (The Studio B Sessions)</i> (Superlatone)
September 14	Randy Houser <i>They Call Me Cadillac</i> (Show Dog-Universal) Jamey Johnson <i>The Guitar Song</i> (Mercury)
September 28	Kenny Chesney <i>Hemingway's Whiskey</i> (BNA)
October 19	Sugarland <i>The Incredible Machine</i> (Mercury)
Album release info to news@countryaircheck.com .	

the humidity that slows you down. The first sign that I'm getting dehydrated is when I get chapped lips." Wayne walks in five-mile increments until he reaches 20 miles each day, and takes 20-minute water breaks in between to maximize his time on foot. Follow Wayne on his journey west [here](#).

The Week's Top Stories

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

- Mt. Wilson FM Broadcasters President/GM **Saul Levine** will become more involved in the day-to-day programming and programming decisions for **KKGO/Los Angeles** as the role of **KKGO's** Sr. Dir./Programming and **McVay Media** VP/Country **Charlie Cook** changes to Sr. Consultant, through October. Additionally, PD/MD **Tonya Campos** sent a letter to label reps detailing the station's new music policies. (CAT 6/28)
- The search for a successor to **Clear Channel** CEO **Mark**

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#19* **BB/BDS** Audience: 13+ Million

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Proven Hit from a Proven Hit Maker!
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Mays began after the executive told employees he will step down at the end of the year. (CAT 6/23)

• **Dave Dillon** is the new Station Manager for **Main Line's** Richmond, VA four-station cluster, which includes Country **WLFV**. (CAT 6/25)

• Oldies **WLBW**/Salisbury-Ocean City, MD PD and sister Country **WWFG** PM driver **Dick Raymond** was named PD of **WWFG**. In the interim, Raymond is handling mornings on **WWFG**, while a parttimer handles afternoons. OM **David Miller** is seeking a new morning host; send airchecks and resumes [here](#). Reach Raymond [here](#). (CAT 6/23)

Profiling The PPM *(continued from page 1)*

The big difference between diary and PPM is you have all this incidental P4+ listening. So if you want to grow your TSL, you have to look at recycling your P1s and getting them to more occasions."

"P1s in diaries are different people than potential P1s in PPM and you can't assume that if you had lots of them in the past, Arbitron will find them for you now," says Albright & O'Malley's **Jaye Albright**. "As many as one in three or four diary keepers wrote only one radio station in their book. This does not exist in PPM. Almost *no* one listens, in reality, to only one radio station.



Jaye Albright

"Some people write 200 or more quarter hours of listening to one station in their diary," Albright continues. "These people are fewer than 2-5% of the average station's cume, but all it takes is a few of them in the sample to greatly benefit a format or a station. Luck more than skill determines whether a station happens to get a few of them in their sample, but of course it's well worth trying to cultivate them and reward them when you locate them in your database – especially if they happen to also like doing surveys."

Brophey says the ultimate importance of P1s hasn't changed, though efforts to reach them certainly have. "In the diary world, we always made an effort to super serve our P1s, [and] that

BIRTHDAYS

Tuesday (6/29) - Lloyd Stark (lloyd@ninenorthmail.com), Dave Willis (bigugly@wjls.com)

Wednesday (6/30) - Lance Miller, Randy Chase (randy.chase@coxradio.com), Adam Jeffries (adam@kjug.com), Dawn Michaels

Thursday (7/1) - the late Keith Whitley; Joanna Cotten; Michelle Wright; Suzanne Durham (suzanne.durham@sdumusic.com); Hugh James.

Friday (7/2) - Pepper Meiler (pepper@stroudavarious.com)

Saturday (7/3) - Sarah Buxton, Aaron Tippin, Trent Tomlinson, Johnny Lee, Rick Baumgartner (rick@blackrivermusicgroup.com), Trish Biondo (tabiondo@wusn.cbs.com), Scott Borchetta (scott.borchetta@bigmachinemail.com), Monty Byrom, Jay Jenson, Jason Krupek, Greg Oswald (go@wma.com)

Sunday (7/4) - Teddy Carr, Bill McCorvey, Woody Mullis, Ray Pillow, James Stroud, Tony Toliver

Monday (7/5) - Aaron Asida, Denny Dabmun-Bixby, Chris Houser, Laurissa Juzwiak, Ted Greene, Rick Russell, Charles Vente, Doak Turner (doakt@comcast.net), Doug Howard

Tuesday (7/6) - Nanci Griffith, Jeannie Seeley, Mike McClure, John Jorgenson, Steve Murray, Darin Murphy, Brooks Quigley (brooks.quigley@wmg.com), Settle Townsend

is still our mission," he says. "They give the TSL (diary), or Average Weekly Time Exposed (PPM), so it's a 'dance with who brung ya' scenario. AWTE being lower than TSL allows us to fine-tune the flow of the station a little differently. These are the [listeners] who are going to more readily respond to appointment listening.

"Our recycling efforts have changed somewhat. We are, of course, using social networking and our website to reach our heavy users. Non-P1s are more fickle and have to be courted a bit more. The challenge is finding the time to do that without forsaking our heavy users. It's a tough job to keep more casual

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users interested since they respond more easily to external forces, such as other formats."

While Brophrey cautions against tipping the balance away from P1s, KEEY/Minneapolis OM/PD **Gregg Swedberg** says there is no balance. "P1s are what it's all about," he asserts. "There's nothing but P1s. If you spend time chasing fringe listeners you're going to kill yourself. There are just some people you cannot influence. They either like you or they don't. And you don't know which ones they are. If you spend time chasing those listeners, you're dead. It's like herding cats. Even if you're successful, what do you really get?"

Albright agrees, to a point. "Non-P1s, if you define them as light users of your station and of radio in general, are a complete waste of your time to focus on. The *only* game where you can identify the foul lines and try to keep the ball in your court is among the roughly half of the PPM sample who use your station at least 45 minutes to an hour a day. Follow their listening patterns, look at what your station does to draw or repel them. Eliminate or hide in lower listening time periods the negatives and stress the positives at the times the majority of them use radio."

Aside from his evident dislike of cats, Swedberg points to ways of getting to know those most crucial listeners. "There are some P1s who listen at the same time every day," he explains. "They come and go, but it's really hard to move them. But what you really want are the P1s who exhibit some different behavior. You've got to break it down, which is really hard to do. There are ways to get at it that I'm not going to tell you. But you have to really identify the listeners as you go, then keep trying to figure out their behavior. 'Okay, I see he has time to listen on the way home. What will keep him tuned in? What does he come into the station for?'"

"You need to know who they are and where they are. You have to do a little bit of work to crack Arbitron's code, and you have to monitor the panel to make sure you still have the same level of P1s from one month to next."

That panel and a continuing level of discomfort with the PPM



Gregg Swedberg

sample color Albright's views. "It's one thing to say that [P1s] are important, but quite another to really be consistently effective in drawing them like a magnet to your radio station," she says. "In diary samples, they are in and out of the sample in a week. In PPM, they can help or hurt you for seven months or more."

"That's why, in spite of their importance, the most important success factor in PPM is to have as high a cume as you can possible have. The higher the cume, the better your chances of getting lucky and having more of these ultra core people in your sample as many months of the year as possible."

"The odds of Country listeners making it into the sample in the midst of the political pressure to treat ethnic and male households so special is lower than would be ideal. So, the best game to play is to understand the heaviest radio users in the panel ... and do what you can to get them to use you as much as you can."

Swedberg appreciates having concrete data to support programming decisions. "Everything you did was guessing," he says of the diary system. "Now I can see them. And it's all intuitive. Things you think would screw you up, screw you up. You get penalized for commercials and songs they hate. They'll go look around and come back if nothing else suits them."

"Some moves you traditionally thought were not intelligent might work. We've got a 'Lunch with the Legends' feature where we play seven songs that pretty much don't test. The audience loves it. Sometimes you have to create those special 'wow' moments for people. And it varies from one market to the next. Here, artist interviews don't seem to bother anybody. Some places have M Score numbers that say you shouldn't play new music. I don't have that problem. I'm far more likely to lose someone for playing a song they're tired of than for playing something new."

"When my P1s are really happy, PPM goes up," Swedberg says. "We just had an awesome week and it's all TSL from P1s."

CAC

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KHKI (12x)	KIXZ (12x)	WPOC (10x)
WUBE (10x)	KFKF (10x)	

CA/MB: 42
BB: 45*

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"Grab a six pack
and a lawn chair,
There's a tornado
comin'..."

TOBY KEITH TRAILERHOOD

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MOST ADDED FOR LAST 3 WEEKS!

THOSE LIVIN' LARGE IN THE HOOD:

KKBQ WKHX WXTU WMZQ WKLB WYCD KKWF WFUS WQYK WPOC
KUPL KWJJ WDSY WKKT WUBE KSOP KUBL KBEQ KFKF KWNR
KRTY WLHK WGH WUSH WWYZ WKMK WYRK WAMZ WBEE WKSF
KIIM WTNR KRST WCTO KXKT WXCW WYPY WRBT WOGK WBBS
WEZL KIXZ KDRK KATC KCCY KIZN KMDL WQHK KATM WIOV
WOKQ WXBW WITL KXKS Sirius-XM Music Choice

**CATCH TOBY'S JULY 4TH PERFORMANCE ON THE BOSTON POPS
FIREWORKS SPECTACULAR ON CBS-TV NEXT SUNDAY.**



LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
3	1	 BRAD PAISLEY /Water (Arista) ✓	15474	634	5405	213	38.906	1.483	126	0
2	2	 JASON ALDEAN /Crazy Town (BBR)	15373	86	5399	57	38.669	-0.074	126	0
1	3	MIRANDA LAMBERT /The House That Built Me (Columbia)	14669	-766	5111	-300	37.433	-1.617	126	0
4	4	 LUKE BRYAN /Rain Is A Good Thing (Capitol) ✓	14172	544	5015	168	35.727	1.671	126	1
5	5	 CLAY WALKER /She Won't Be Lonely Long (Curb)	13603	192	4843	71	34.041	0.568	126	1
6	6	 CARRIE UNDERWOOD /Undo It (19/Arista)	12332	477	4262	192	32.182	1.342	126	0
7	7	REBA /I Keep On Lovin' You (Starstruck/Valory)	10599	-340	3741	-152	26.049	-0.513	124	0
8	8	 JERROD NIEMANN /Lover, Lover (Sea Gayle/Arista)	10390	406	3627	179	26.369	0.998	126	0
9	9	 KEITH URBAN /I'm In (Capitol)	10277	414	3476	87	26.394	1.262	126	0
11	10	 ZAC BROWN BAND /Free (Southern Ground/Atlantic/BPG)	9619	255	3320	101	24.298	0.497	124	0
10	11	MARTINA MCBRIDE /Wrong Baby Wrong (RCA)	9567	-267	3367	-68	22.623	-0.505	126	0
12	12	 LEE BRICE /Love Like Crazy (Curb)	9561	427	3508	152	23.381	1.186	126	1
13	13	 BLAKE SHELTON /All About Tonight (Reprise/WMN)	8775	484	3102	171	21.968	1.268	126	0
14	14	 JARON & TLRTL /Pray... (Jaronwood/Universal Republic/Big Machine)	8245	327	2914	111	19.974	0.858	120	2
15	15	 LITTLE BIG TOWN /Little White Church (Capitol)	7097	80	2474	43	17.469	0.639	122	1
17	16	 UNCLE KRACKER /Smile (Atlantic/Top Dog/BPG) ✓	7090	530	2514	186	18.754	1.348	107	5
19	17	 LADY ANTEBELLUM /Our Kind Of Love (Capitol) ✓	6796	982	2345	316	18.162	3.062	125	3
16	18	 GRETCHEN WILSON /Work Hard, Play Harder (Redneck/CO5)	6730	114	2373	52	15.375	0.24	119	1
18	19	 CRAIG MORGAN /This Ain't Nothin' (BNA)	6336	303	2375	117	14.859	0.913	118	0
20	20	 JOSH TURNER /All Over Me (MCA)	5888	453	2123	180	14.959	1.064	118	2
21	21	 BILLY CURRINGTON /Pretty Good At Drinkin' Beer (Mercury) ✓	5692	693	1953	220	14.653	1.754	121	4
22	22	 DAVID NAIL /Turning Home (MCA)	5008	140	1824	51	11.007	0.453	117	2
23	23	 GARY ALLAN /Get Off On The Pain (MCA)	4765	193	1626	63	11.403	0.517	109	3
24	24	 ALAN JACKSON /Hard Hat And A Hammer (Arista)	4608	98	1720	74	11.634	0.275	112	2
25	25	 BUCKY COVINGTON /A Father's Love (The Only...) (Lyric Street)	4513	214	1755	105	10.272	0.426	107	2

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DARRYL WORLEY
KEEP THE CHANGE

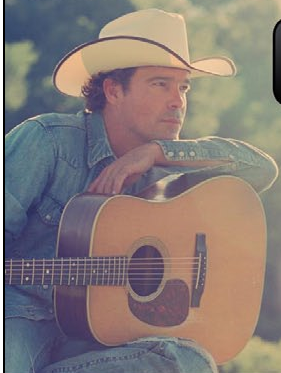
"Don't take my word for it. Play 'Keep the Change' and watch your phones light up like the 4th of July! This is an All American Hit."
-Tim Roberts, OM/PD, WYCD/Detroit

NEW TODAY: WFMS WOGK WIVK KATC WTQR WKSF
45 First Week Stations including: WFUS WYCD KAJA KYGO WQYK
KUPL KUBL KCCY KATM KJUG WKMK KBUL KIXZ KUSS
KMDL WYPY and more!

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CLAY WALKER

"SHE WON'T BE LONELY LONG"



Going for #1 this week. Please POWER IT UP.

#3 Testing Callout America #3 Testing Rate The Music
Top 10 selling Country CD - Over 200,000 Singles Downloaded

Look for a Clay Walker 4TH of July Special.

Inventory free with Special Guests. Available on Play MPE tomorrow

RODNEY ATKINS

FARMER'S DAUGHTER

Recently Added at KMPS,
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Killer Research and Sales!

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America - #8 Persons 12+
Over 140,000 Digital
Tracks Sold!



**Top
30!**



Lee Brice "LOVE LIKE CRAZY"

Up 1.4 Million this week
One of the MOST requested
songs in America
FALL IN LOVE ALL OVER AGAIN.

LeAnn Rimes

"Swingin"

**Fun, Up-tempo,
and Familiar**

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Video Awards



MARTIN RAMEY



twisted

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proclaims its own distinctive style....

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LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
26	26	📶 DIERKS BENTLEY/Up On The Ridge (Capitol)	4432	224	1529	39	11.234	1.064	102	4
27	27	📶 EASTON CORBIN/Roll With It (Mercury)	3911	406	1438	136	9.554	1.098	105	6
28	28	📶 JOSH THOMPSON/Way Out Here (Columbia)	3549	359	1368	87	8.301	0.826	100	4
29	29	📶 RODNEY ATKINS/Farmer's Daughter (Curb)	3036	340	1231	95	6.673	0.896	95	4
30	30	📶 JAMES OTTO/Groovy Little Summer Song (Warner Bros/WMN)	2722	205	1012	49	6.494	0.656	85	3
31	31	📶 KELLIE PICKLER/Makin' Me Fall In Love Again (19/BNA)	2398	131	859	63	5.005	0.334	89	4
33	32	📶 STEVE AZAR/Sunshine (Ride)	2220	284	863	119	5.221	0.813	70	8
32	33	📶 MONTGOMERY GENTRY/While You're Still Young (Columbia)	1984	7	764	17	4.193	-0.227	79	6
35	34	📶 TRACE ADKINS/This Ain't No Love Song (Show Dog-Universal)	1873	203	689	103	4.187	0.589	74	7
34	35	JAKE OWEN/Tell Me (RCA)	1856	-65	755	-32	3.722	-0.34	77	0
36	36	📶 BAND PERRY/If I Die Young (Republic Nashville)	1842	311	656	135	4.031	0.816	65	13
39	37	📶 KEVIN FOWLER/Pound Sign (#?*) (Lyric Street)	1709	325	637	114	3.74	0.735	61	3
38	38	📶 JUSTIN MOORE/How I Got To Be This Way (Valory)	1599	185	625	85	3.201	0.587	81	6
41	39	📶 RANDY MONTANA/Ain't Much Left Of Lovin' You (Mercury)	1326	92	493	34	2.08	0.263	68	1
40	40	BLAINE LARSEN/Chillin' (Treehouse)	1278	-5	528	-13	2.697	0.165	51	0
43	41	📶 TROY OLSEN/Summer Thing (EMI Nashville)	975	87	347	33	1.986	0.323	38	0
44	42	📶 LOCASH COWBOYS/Here Comes Summer (Stroudavarious)	941	72	340	25	1.444	0.18	39	0
47	43	📶 JANEDEAR GIRLS/Wildflower (Reprise/WMN)	826	145	354	35	1.256	0.245	45	3
45	44	📶 ERIC CHURCH/Smoke A Little Smoke (EMI Nashville)	794	71	320	70	1.506	0.011	42	7
46	45	📶 CHUCK WICKS/Hold That Thought (RCA)	763	65	344	28	1.183	0.169	50	8
Debut	46	📶 TOBY KEITH/Trailerhood (Show Dog-Universal)	713	277	276	116	1.72	0.604	41	23
49	47	📶 JAMES WESLEY/Real (BBR)	700	93	286	32	1.285	0.116	47	2
48	48	RANDY HOUSER/I'm All About It (Show Dog-Universal)	583	-67	281	-23	0.779	-0.16	41	0
50	49	📶 FRANKIE BALLARD/Tell Me You Get Lonely (Reprise/WAR)	580	21	229	15	1.049	0.083	31	5
Debut	50	📶 RANDY ROGERS BAND/Too Late For Goodbye (MCA)	564	185	216	89	0.79	0.305	35	8

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BUCKY "A Father's Love"
COVINGTON

IS A HIT!

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OVER 10 MILLION AUDIENCE!!

HAPPY 4TH OF JULY FROM THE PATRIOTS AT LYRIC SWEET RECORDS

Country Aircheck Add Leaders

DANNY GOKEY /I Will Not Say Goodbye (19/RCA)	33
DARIUS RUCKER /Come Back Song (Capitol)	28
TOBY KEITH /Trailerhood (Show Dog-Universal)	23
BAND PERRY /If I Die Young (Republic Nashville)	13
JOHN RICH /Country Done Come To Town (Reprise/WAR)	11
STEEL MAGNOLIA /Just By Being You (Halo & ... (Big Machine)	11
SUNNY SWEENEY /From A Table Away (Republic Nashville)	10
CHUCK WICKS /Hold That Thought (RCA)	8
RANDY ROGERS BAND /Too Late For Goodbye (MCA)	8
STEVE AZAR /Sunshine (Ride)	8

Country Aircheck Top Point Gainers

LADY ANTEBELLUM /Our Kind Of Love (Capitol)	982 ✓
BILLY CURRINGTON /Pretty Good At Drinkin' Beer (Mercury)	693 ✓
BRAD PAISLEY /Water (Arista)	634 ✓
LUKE BRYAN /Rain Is A Good Thing (Capitol)	544 ✓
UNCLE KRACKER /Smile (Atlantic/Top Dog/BPG)	530 ✓
BLAKE SHELTON /All About Tonight (Reprise/WMN)	484
CARRIE UNDERWOOD /Undo It (19/Arista)	477
JOSH TURNER /All Over Me (MCA)	453
LEE BRICE /Love Like Crazy (Curb)	427
KEITH URBAN /I'm In (Capitol)	414

Country Aircheck Top Spin Gainers

LADY ANTEBELLUM /Our Kind Of Love (Capitol)	316
BILLY CURRINGTON /Pretty Good At Drinkin' Beer (Mercury)	220
BRAD PAISLEY /Water (Arista)	213
CARRIE UNDERWOOD /Undo It (19/Arista)	192
UNCLE KRACKER /Smile (Atlantic/Top Dog/BPG)	186
JOSH TURNER /All Over Me (MCA)	180
JERROD NIEMANN /Lover, Lover (Sea Gayle/Arista)	179
BLAKE SHELTON /All About Tonight (Reprise/WMN)	171
LUKE BRYAN /Rain Is A Good Thing (Capitol)	168
LEE BRICE /Love Like Crazy (Curb)	152

Activator Top Point Gainers

KEITH URBAN /I'm In (Capitol)	333 ✓
LADY ANTEBELLUM /Our Kind Of Love (Capitol)	280 ✓
UNCLE KRACKER /Smile (Top Dog/Atlantic/BPG)	278 ✓
TOBY KEITH /Trailerhood (Show Dog-Universal)	266 ✓
ZAC BROWN BAND /Free (Southern Ground/Atlantic/BPG)	250 ✓
EASTON CORBIN /Roll With It (Mercury)	181
BLAKE SHELTON /All About Tonight (Reprise/WMN)	179
JOSH TURNER /All Over Me (MCA)	179
BILLY CURRINGTON /Pretty Good At Drinkin' Beer (Mercury)	171
LEE BRICE /Love Like Crazy (Curb)	161

Activator Top Spin Gainers

KEITH URBAN /I'm In (Capitol)	193
UNCLE KRACKER /Smile (Top Dog/Atlantic/BPG)	163
LADY ANTEBELLUM /Our Kind Of Love (Capitol)	159
ZAC BROWN BAND /Free (Southern Ground/Atlantic/BPG)	158
TOBY KEITH /Trailerhood (Show Dog-Universal)	139
EASTON CORBIN /Roll With It (Mercury)	128
BLAKE SHELTON /All About Tonight (Reprise/WMN)	127
BILLY CURRINGTON /Pretty Good At Drinkin' Beer (Mercury)	110
JOSH TURNER /All Over Me (MCA)	108
BAND PERRY /If I Die Young (Republic Nashville)	96

VIDEO ADDS

CMT

BLAKE SHELTON/All About Tonight (Reprise/WMN)
LADY ANTEBELLUM/Our Kind Of Love (Capitol)
STEVE MILLER BAND & KENNY CHESNEY/The Joker (CMT Crossroads) (BNA)

CMT PURE

BLAKE SHELTON/All About Tonight (Reprise/WMN)
JANEDEAR GIRLS/Wildflower (Reprise/WMN)
LADY ANTEBELLUM/Our Kind Of Love (Capitol)
MONTGOMERY GENTRY/While You're Still Young (Columbia)
RODNEY ATKINS/Farmer's Daughter (Curb)
STEVE AZAR/Sunshine (Everybody Needs A Little) (Ride)
STEVE MILLER BAND & KENNY CHESNEY/The Joker (CMT Crossroads) (BNA)
TROY OLSEN/Summer Thing (EMI Nashville)

GAC

TROY OLSEN/Summer Thing (EMI Nashville)

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 WOVK, KTHK, WGTR & KRRV!

BIG JUMP!!
 BB IND
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Country Aircheck Activity

CHUCK WICKS/Hold That Thought (RCA)

Moves 46*-45*; 763 points, 344 spins

8 ADDS: **KDRK, KJY*, WIVK*, WKSJ, WPKX, WQDR, WSIX, WYPY**

TOBY KEITH/Trailerhood (Show Dog-Universal)

Debuts at 46*; 713 points, 276 spins

23 ADDS including: **KKWF, KRTY, KWJJ, WDSY*, WKHX, WKTT, WKLB, WLHK, WPOC, WUSH**

JAMES WESLEY/Real (BBR)

Moves 49*-47*; 700 points, 286 spins

2 ADDS: **WMZQ, WXBQ**

RANDY HOUSER/I'm All About It (Show Dog-Universal)

Stays at 48; 583 points, 281 spins; 0 ADDS

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

Moves 50*-49*; 580 points, 229 spins

5 ADDS: **KATM*, KCCY, KJY*, KRTY, WCKT**

RANDY ROGERS BAND/Too Late For Goodbye (MCA)

Debuts at 50*; 564 points, 216 spins

8 ADDS: **KNIX, KTEX, KTST, WGGY, WIVK*, WKXC, WLHK, WQHK**

DARRYL WORLEY/Keep The Change (Stroudavarious)

479 points, 185 spins

4 ADDS: **KATC*, WIVK*, WOGK, WTQR**

JEWEL/Satisfied (Valory)

468 points, 176 spins; 2 ADDS: **KNCI*, WIVK***

STEEL MAGNOLIA/Just By Being You (Halo & ... (Big Machine)

457 points, 172 spins

11 ADDS including: **KNIX, KSOP, KTST, KWJJ, WCTK*, WGH-FM, WOGI, WQMX, WSIX, WYPY**

DARIUS RUCKER/Come Back Song (Capitol)

413 points, 134 spins

28 ADDS including: **KEEY, KFRG*, KKWF, KMPS*, KPLX, WFUS, WKHX, WKKT, WMZQ, WXTU**

JENNETTE MCCURDY/Not That Far Away (Capitol)

379 points, 127 spins

2 ADDS: **WIVK*, WYCD***

ADD DATES

JULY 6

BLAKE WISE/Cornfields (BBR)

DARIUS RUCKER/Come Back Song (Capitol)

WARREN BROTHERS/Dear Mr. God (Bonded/CO5)

JULY 12

GEORGE STRAIT/The Breath You Take (MCA)

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

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

TRAIN/Hey, Soul Sister (Country Mix) (BNA/Columbia)

JULY 19

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

CHRIS YOUNG/Voices (RCA)

Country Aircheck Top Recurrents

Points

CHRIS YOUNG /The Man I Want To Be (RCA)	8349
JOE NICHOLS /Gimmie That Girl (Show Dog-Universal)	8075
LADY ANTEBELLUM /American Honey (Capitol)	6108
GEORGE STRAIT /I Gotta Get To You (MCA)	5959
EASTON CORBIN /Little More Country Than That (Mercury)	5932
BLAKE SHELTON /TRACE ADKINS/Hillbilly Bone (Reprise/WMN)	4900
JOSH TURNER /Why Don't We Just Dance (MCA)	4762
STEEL MAGNOLIA /Keep On Lovin' You (Big Machine)	4761
LADY ANTEBELLUM /Need You Now (Capitol)	4429
ZAC BROWN BAND /Highway 20 Ride (Southern Ground/Atlantic/BPG)	4411

COLT FORD/Chicken & Biscuits (Average Joes)

331 points, 157 spins; 0 ADDS

SUNNY SWEENEY/From A Table Away (Republic Nashville)

324 points, 135 spins

10 ADDS: **KASE, KBEQ, KIXZ, KJUG, KKWF, KUPL, KUZZ, WGTY, WKLB, WWQM**

BOMSHEL/Just Fine (Curb)

321 points, 135 spins

4 ADDS: **KHKI*, KWJJ, WCOL, WYCD***

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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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Play
2	1	JASON ALDEAN /Crazy Town (BBR)	4588	14	2851	23
1	2	LUKE BRYAN /Rain Is A Good Thing (Capitol)	4549	-41	2811	-41
3	3	BRAD PAISLEY /Water (Arista)	4515	59	2813	20
5	4	CLAY WALKER /She Won't Be Lonely Long (Curb)	4171	33	2613	24
4	5	MIRANDA LAMBERT /The House That Built Me (Columbia)	4077	-322	2537	-220
6	6	REBA /I Keep On Lovin' You (Starstruck/Valory)	3521	-71	2160	-67
7	7	CARRIE UNDERWOOD /Undo It (19/Arista)	3505	44	2250	41
8	8	KEITH URBAN /I'm In (Capitol) ✓	3365	333	2096	193
10	9	ZAC BROWN BAND /Free (Southern Ground/Atlantic/BPG) ✓	3168	250	2015	158
9	10	JERROD NIEMANN /Lover, Lover (Sea Gayle/Arista)	3099	71	1931	46
12	11	LEE BRICE /Love Like Crazy (Curb)	2931	161	1799	82
13	12	BLAKE SHELTON /All About Tonight (Reprise/WMN)	2905	179	1800	127
11	13	MARTINA MCBRIDE /Wrong Baby Wrong (RCA)	2799	-101	1651	-83
14	14	JARON & TLRTL /Pray For You (Jaronwood/Univeral Republic/Big Machine)	2704	41	1705	14
15	15	LITTLE BIG TOWN /Little White Church (Capitol)	2569	145	1534	77
16	16	JOSH TURNER /All Over Me (MCA)	2333	179	1417	108
20	17	LADY ANTEBELLUM /Our Kind Of Love (Capitol) ✓	2150	280	1310	159
17	18	GRETCHEN WILSON /Work Hard, Play Harder (Redneck/CO5)	2136	58	1289	33
18	19	CRAIG MORGAN /This Ain't Nothin' (BNA)	2125	104	1247	66
19	20	ALAN JACKSON /Hard Hat And A Hammer (Arista)	2051	101	1234	58
21	21	UNCLE KRACKER /Smile (Top Dog/Atlantic/BPG) ✓	2011	278	1191	163
22	22	DIERKS BENTLEY /Up On The Ridge (Capitol)	1800	110	1106	59
23	23	BILLY CURRINGTON /Pretty Good At Drinkin' Beer (Mercury)	1734	171	1140	110
24	24	BUCKY COVINGTON /A Father's Love (The Only... (Lyric Street)	1693	142	1038	78
25	25	GARY ALLAN /Get Off On The Pain (MCA)	1600	67	995	38
26	26	DAVID NAIL /Turning Home (MCA)	1560	68	933	44
27	27	EASTON CORBIN /Roll With It (Mercury)	1348	181	875	128
29	28	RODNEY ATKINS /Farmer's Daughter (Curb)	1237	106	803	78
28	29	JOSH THOMPSON /Way Out Here (Columbia)	1235	81	795	43
30	30	TRACE ADKINS /This Ain't No Love Song (Show Dog-Universal)	894	124	574	93

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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
31	31	📶 STEVE AZAR/Sunshine (Ride)	827	89	530	48
32	32	📶 MONTGOMERY GENTRY/While You're Still Young (Columbia)	776	74	477	54
33	33	📶 KELLIE PICKLER/Makin' Me Fall In Love Again (19/BNA)	744	64	411	43
38	34	📶 TOBY KEITH/Trailerhood (Show Dog-Universal) ✓	590	266	378	139
34	35	📶 JAMES OTTO/Groovy Little Summer Song (Warner Bros./WMN)	535	43	344	35
35	36	📶 KEVIN FOWLER/Pound Sign (#7*) (Lyric Street)	519	79	323	43
36	37	📶 BAND PERRY/If I Die Young (Republic Nashville)	517	144	349	96
40	38	📶 JUSTIN MOORE/How I Got To Be This Way (Valory)	405	102	273	59
37	39	JAKE OWEN/Tell Me (RCA)	339	-20	202	-10
42	40	📶 ERIC CHURCH/Smoke A Little Smoke (EMI Nashville)	320	64	180	40
39	41	BLAINE LARSEN/Chillin' (Treehouse)	303	-7	175	-8
47	42	📶 TROY OLSEN/Summer Thing (EMI Nashville)	235	74	155	46
43	43	📶 DARRYL WORLEY/Keep The Change (Stroudavarious)	231	35	150	24
44	44	📶 JANEDEAR GIRLS/Wildflower (Reprise/WMN)	204	16	96	10
46	45	📶 RANDY MONTANA/Ain't Much Left Of Lovin' You (Mercury)	199	28	127	15
45	46	📶 RANDY HOUSER/I'm All About It (Show Dog-Universal)	192	5	146	6
51	47	📶 FRANKIE BALLARD/Tell Me You Get Lonely (Reprise/WAR)	161	58	81	33
48	48	📶 COLT FORD/Chicken & Biscuits (Average Joes)	135	5	88	2
Debut	49	📶 DARIUS RUCKER/Come Back Song (Capitol)	124	124	73	73
59	50	📶 RANDY ROGERS BAND/Too Late For Goodbye (MCA)	121	53	91	40
57	51	📶 SUNNY SWEENEY/From A Table Away (Republic Nashville)	118	43	91	36
53	52	📶 JAMES WESLEY/Real (BBR)	103	9	59	4
52	53	📶 GWEN SEBASTIAN/V.I.P. (Barefoot Girl) (Open Road/Lofton Creek)	96	-3	50	0
50	54	LOCASH COWBOYS/Here Comes Summer (Stroudavarious)	94	-10	63	-5
Debut	55	📶 BOMSHEL/Just Fine (Curb)	92	53	65	40
Debut	56	📶 STEEL MAGNOLIA/Just By Being You (Halo &... (Big Machine)	82	58	61	43
56	57	📶 JASON STURGEON/Simple Life (Toolpusher/Spinville/Nine North)	76	-1	44	0
55	58	CHUCK WICKS/Hold That Thought (RCA)	75	-6	52	-5
Debut	59	📶 ZONA JONES/Prove Me Right (Rocky Comfort)	62	14	46	12
58	60	TODD O'NEILL/Somethin' With Some Attitude (Aria/Quarterback)	61	-10	44	-1

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