True Confessions: Programming In A PPM World

The diary era is coming to an end in 19 more markets in 2009 and 16 additional metros in 2010. If you’re a PD in one of those markets and haven’t yet started contemplating what’s coming, maybe you should. To that end, Arbitron’s Consultants Fly-In last week showed a video of interviews with several Philadelphia programmers including Beasley’s WXTU PD Bob McKay. Having the vantage point of working in the nation’s longest-running PPM market (current since March 2007), they offered several recommendations.

Among the directives: weekly meetings to review PPM data and get familiar with the formatting. Don’t go crazy over fluctuations in the weeklies, but rather focus on the monthly reports. Keep a reference log of what events took place locally and when they occurred to compare against the ratings.

The PDs emphasized how important it was to tease for stop-set retention, along with emphasizing appointment promos. At least in Philadelphia, middays are proving to be the strongest daypart, moving ahead of mornings. And weekend mornings are performing as strongly as weekdays. Here are more of McKay’s sage observations to the newbies:

On anticipating PPM: “It was very exciting that PPM was coming in to replace diaries – it was going to reflect real listening. I was under the illusion that it would be real-time data that happened yesterday. The first thing I realized is that it’s what happened four weeks ago. That’s something that people should be prepared for.”

(continued on page 5)
Taylor Swift

“WHITE HORSE”

CA/USA Today/MB 31 RR/BB 26*

106 FIRST WEEK REPORTING STATIONS GREATEST GAINER!!! BREAKER!!!

FIRST WEEK BELIEVERS:
KATC, KATM, KBEQ, KBUL, KBWF, KCCY, KCYE, KDKR, KFDI, KFRG, KHEY, KHKI, KIIM, KIXZ, KIZN, KJYJ, KJUG, KKBQ, KKGO, KKNG, KKWF, KMDL, KMPS, KNCI, KNTY, KRST, KRTY, KSCS, KSD, KSKS, KSON, KSOQ, KSSN, KTEX, KTTTS, KUBL, KUSS, KUZZ, KVQO, KWJJ, KXKT, KZSN, WAMZ, WBBS, WBCT, WBEE, WBEU, WCOL, WCTK, WCTO, WDSY, WDTW, WEZL, WFFE, WFUS, WGAR, WGGY, WGH, WGGX, WNGA, WNGE, WGTY, WDKH, WDKI, WIL, WIOV, WIRK, WITL, WIVK, WKCQ, WKKT, WKL, WKS, WKSJ, WMAD, WML, WOGI, WOKQ, WPW, WPCV, WPXX, WQDR, WQHK, WQMX, WQXK, WRTB, WRNS, WSIX, WSLC, WSSL, WTQR, WUBE, WUBL, WUSJ, WUSN, WUSY, WWGR, WWQM, WWYZ, WXBM, WXCY, WXTU, WYCD, WYNK, WYLY, WYRK, KAFF, KAGG, KBRJ, KCTR, KEAN, KFGY, KFTX, KGL, KKJG, KKNU, KOUR, KPLM, KQFC, KRAZ, KRRV, KWQ, KRS, KSNR, KSUX, KTCB, KTMX, KUAD, KUUB, KXUB, KXOX, KXDD, KZZX, WAXX, WAYZ, WBBN, WBFW, WBYT, WCAT, WCEN, WCTY, WDE, WDGG, WDWG, WEGX, WFFN, WFGR, WFRG, WGSQ, WGTR, WHKH, WIBW, WILQ, WJLS, WKDO, WKM, WKO, WCKN, WMDH, WNCY, WNN, WOGT, WOGK, WOK, WPUR, WQRB, WRSF, WRWD, WTCM, WTCR, WTHI, WTNR, WTVY, WWFG, WWZD, WXXL, WXTA, WYCT, WYD, WZQ, XM-Sirius The Highway, Music Choice Today’s Country, Lia, Danny Wright All Night, The Big Time, Dial Global Hot Country, Bob Moody/Regent Communications, Albright/O’Malley
Post Fly-In: Putting PPM To Use

The Arbitron Consultants Fly-In generated a lot of positive buzz, and KKGO/Los Angeles VP/Programming Charlie Cook was among many who came away with nuggets of knowledge. “After a discussion correlating airplay and PPM panelist tune-out, I came back to the station and laid down minute-by-minute PPM data for one day last month, along with corresponding Mediabase airplay, to see if there was anything that sent people to other radio stations. Sure enough, there were a couple of recurrences where the tuneout was obvious, so we pulled them.”

Cook continued, “I also learned that there is a possibility of audience degradation based on spot sets being in adjacent quarter-hours. And how important it is to extend invitations to listeners to stay tuned or to come back, as in PPM you can see how effective quarter-hour maintenance is. Since I got here, I’ve been keeping a PPM log of local events, and it’s been interesting to see which ones have had an impact. Under PPM you can see your station is a seven-day-a-week operation. You’re getting incredible listening on weekend mornings and Sunday afternoons. These dayparts probably go unappreciated by advertisers, and should be seen as real sales opportunities.”

Chart Chat

This week’s CC is a veritable sleigh full of best wishes and kudos on jobs well done.

First, a tip of Santa’s cap and a shot of Beam to Columbia VP Jimmy Rector and ND David Friedman on taking Montgomery Gentry’s “Roll With Me” to No. 1. This is the follow-up to the guys’ “Back When I Knew It All,” making this the first time they’ve ever had back-to-back No. 1 hits. This is MG’s fifth chart-topper.

Next, three French hens for VP Damon Moberly and his merry band, who posted a trio of tunes in the Top 10.

Top 40!!!

Big Moves this week:

- 48 to 40 RR 8 spot move
- 46 to 41 CA/MB 5 spot move

CRY CRY (TIL THE SUN SHINES)

HEIDI NEWFIELD

My Tunes: Music That Shaped My Life

Clear Channel/Austin OM Mac Daniels discusses his most important songs, albums or concerts:

1. Johnny Cash, Live At Folsom Prison: The first album I owned. I memorized each word of dialog and all the words to all the songs. There will never be another Johnny Cash. I still play it today and am amazed how real and pure the project is.

2. Lyle Lovett, Pontiac: Great listening while enjoying your favorite bourbon on the rocks. It also exposed me to Ms. Francine Reed. Gawd, can she sing…

3. Frank Sinatra: Lyrics and music blended together perfectly to help heal any bad day and make the good days better.

4. Bob Seger, Dallas, TX: This was probably one of the best concerts I’ve ever seen, especially when he started into “Turn The Page.” Awesome.

5. Tammy Wynette: Any song of hers. Try listening to “Til I Can Make it On My Own” and not hurt for that woman.

- A highly regarded song or album you’ve never heard: U2’s Achtung Baby.
- An “important” piece of music you just don’t get: Anything from the opera. I respect it, but don’t get it.
- An album you played or listened to incessantly: The Eagles’ Hotel California or Waylon Jennings’ Waylon Live, depending on the mood.
- One obscure or non-country song everyone should listen to right now: “Jackson Station” by Band Of Heathens.

Sugarland’s “Already Gone” is No. 5, Jamey Johnson’s “In Color” comes in No. 7 and Billy Currington’s “Don’t” checks in at No. 9. Can’tcha hear ‘em trying to figure out how to get ‘em all to No. 1 from here?

And, finally, this little nugget from the ol’ man’s bag: Unless you scrolled way down on today’s Mediabase 24/7 Building Chart, you may have missed a little history being made. There, at No. 223, was “Walken” In A Winter Wonderland.” By Jim Dorman. Now, we’ve been doing this awhile, and can’t recall...
the last time a record promoter showed up as the artist on a “charted” tune. OK. Let’s amend that to say, “… as the artist on a tune that got airplay on any reporting stations.” Better.

If you’re as curious as we are, you might want to know which stations were actually playing a song from the Black River Music Group western regional promoter. Those stations would be (sorry guys, gotta call you out): KJUG/Tulare (does consultant Larry Daniels know?), KNTY/Sacramento (a trip to Pebble Beach must be coming up) and KSKS/Fresno (we have no idea what the vig is there). Anyway, you should have received Dorman’s little ditty – “sung” as Christopher Walken – last week. You can get it from any Black River rep. If you dare.

**Artist News**

Accolades were shoulder deep for George Jones as a Kennedy Center Honoree yesterday (12/7) in Washington, D.C. While “Possum” sat next to President and Mrs. Bush, performers paying tribute included Garth Brooks, Alan Jackson, Shelby Lynne, Brad Paisley and Randy Travis.

James Otto, Big Kenny, Marty Stuart, 3 Doors Down and Jon Nicholson are participating in the No Veterans Left Behind benefits, proceeds from which will aid homeless veterans in the Nashville area. Events will be held Dec. 16 at Sound Kitchen Studios in Nashville, and Jan. 6 at the Ryman Auditorium. Details at www.wearebuildinglives.org.

Gary Allan is the first major country artist to sign with merch company Zazzle, which allows fans to customize hats, shirts, mugs, stickers, bags and more. The Gary Allan Custom Shop is live now at www.garyallan.com.

Decorated Marine veteran and Aria artist Stephen Cochran spent Thanksgiving Day at the VA Hospital in Palo Alto, CA entertaining wounded servicemen. His benefit shows already have helped purchase 15 $30,000 iBOT wheelchairs for veterans. Cochran will perform at Walter Reed Dec. 19 before heading to Iraq and Afghanistan Dec. 28 for more shows.
They loved her so much last year that Cold River’s Kate Armiger will sing the National Anthem again before 50,000 fans at the Texas 5A Football Championship December 20 at Reliant Stadium in her hometown of Houston. It’s a special send-off for Armiger, who is a high school senior this year. The game will be telecast on Fox Sports Net.

Pedestal/Nine North’s The Roys met President Bush and toured the White House during an event at the First Residence last week. The party, hosted by the Bushes and Cheneys, was a thank-you to staffers who have served the administration.

Ed Bruce, Earl Clark, Jeff Cook, Danny Shirley, Tommy Cash and Tommy Barnes are among those expected to perform a benefit for the family of the late Dave Harris, a bus driver for a number of artists including Tracy Lawrence, David Cassidy and the late Jerry Reed. The event is Tuesday (12/9) at the Nashville Palace, starting at 6pm.

It’s A Wrap: Hats off to Cox’s WWKA (K92FM)/Orlando morning duo Doc and Grace in the Morning and producer Skid, who led the charge for the U.S. Marines Toys for Tots program December 5. In just four hours, they motivated listeners to contribute more than 3,500 toys -- enough to stuff a seven-ton truck. Pictured with Marines (l-r) are Dir./Marketing Rich Mastroberte, Doc, Grace and Skid.

Life Notes
Best wishes to Sony/ATV Music Publishing Sr. Copyright Analyst/CWR Sabine Sachar on her engagement to Jesse Lawson yesterday (12/7) afternoon.

Here Comes The Bride
Here’s another little item we never thought we’d write: Our sincerest congratulations to KBEQ/Kansas City PM driver TJ McEntire, who is marrying long-time beau Matt this Friday morning at 8:30am. You already know the rest of the story, don’t you? Yes, they are getting hitched live on the air from the station conference room, with morning sidekick Zeke Montana officiating. Country Aircheck is scanning the Southwest Airlines schedule as we write, in hopes of making it to the “reception.” The soiree will double as Q104’s Whiskey Tango Jingle Bell Birthday Bash Show Friday night. About 3,000 of TJ’s closest friends and KBEQ listeners will get to dance with the bride to the music of Pat Green, Joey+Rory, Chuck Wicks and Carter’s Chord.

The Week’s Top Stories
• Company-wide restructuring led to the departure of approximately 20 CMT staffers across all divisions of the 200+ employee Nashville operation. (CAT 12/4)
• Greater Media/Boston Radio VP/Market Manager Phil Redo is leaving the cluster, which includes Country WKLB. Greater Media VP/Radio Rick Feinblatt will serve in an interim role while Redo’s successor is recruited. (CAT 12/8)
• Connoisseur Media’s Rock WRKT/Erie, PA PD Ron Kline added PD duties for Country clustermate WTWF (The Wolf) with the exit of PD/PM driver Bob Domingo. Reach Redo at RedoPL@aol.com. (CAT 12/8)
• CRS-40 New Faces are Lady Antebellum, James Otto, Kellie Pickler, Chuck Wicks and the Zac Brown Band. (Breaking News 12/8)
• WUBL/Atlanta re-launched with a new on-air line-up, a change in the musical balance, and fresh liners and positioners. (CAT 12/5)
True Confessions
(continued from page 1)

On preparing your staff for PPM: “We went through a process, attending several seminars and having meetings that our world was about to change from diary [recall] to real listening. The sales managers did a good job preparing their department, and I think I did a good job preparing the airstaff. When PPM came and we were demo-ing data, we shared it with the staff. Seamless? That would be a stretch. “We don’t drill down into the weekly as much now as we did before, and we also get Media Monitors, which has proved to be an extremely intelligent program. We look at the core adults, the women. We had NASCAR, and it doesn’t work well with PPM; we’re about to make a decision on that. We have World Café live three or four times a year when we put a superstar artist in concert live for an hour on a Wednesday or Thursday at 8pm, and we can see it really works. We have artists on Triple Nickel Wednesday mornings and can see if the artist works or is weak. There’s the ability to see in real listening how it does, not guessing how it does.”

On analyzing the data: “I want to convey that people don’t listen like you think they do. They don’t start at the top of the hour with news, sports. People are listening all day every day, tuning in and out. There’s no top-of-the-hour magic benchmark.”

McKay’s PPM “wish list”: “More sample, more meters in the market. I’d like to see another 100 in other Zip codes, especially in a major market where we occupy a niche. We’ve done very well over the years, but with the [more recent] emphasis on 18-24 and 18-34 [measurement], the field is no longer as level as it was, and we need a lot more meters in the market. We love the technology, and there are issues just like with diaries, but I wouldn’t go back to diaries. PPM’s quirks can be improved.”

“Holy cow, can this girl sing!”
- Savannah Jones, KWJJ

…and thousands of listeners already agree

JESSICA ANDREWS

“Everything”
Country’s Most-Played Christmas Songs

According to Mediabase 24/7, these are Country radio’s most-played Christmas songs for the last seven days. And, Vince Vance & The Valiants isn’t just the most-played Christmas Gold record at Country radio, it is the No. 1 Gold record, period.

Country Christmas Current & Recurrent
1. TAYLOR SWIFT/Last Christmas
2. CARRIE UNDERWOOD/Do You Hear What I Hear
3. KELLIE PICKLER/Santa Baby
4. RASCAL FLATTS/Jingle Bell Rock
5. ELVIS PRESLEY & MARTINA MCBRIDE/Blue Christmas
6. FAITH HILL/A Baby Changes Everything
7. TAYLOR SWIFT/Santa Baby
8. TOBY KEITH/Rockin’ Around The Christmas Tree
9. BRAD PAISLEY/Santa Looked A Lot Like Daddy
10. BRAD PAISLEY/Winter Wonderland
11. SONG TRUST/Bring Him Home Santa!
12. TAYLOR SWIFT/White Christmas
13. GEORGE STRAIT/We Wish You A Merry Christmas
14. FAITH HILL/Joy To The World
15. RASCAL FLATTS/White Christmas
16. LUKE BRYAN/Run Rudolf Run
17. RASCAL FLATTS/I’ll Be Home For Christmas
18. GEORGE STRAIT/Jingle Bells
19. TAYLOR SWIFT/Christmases When You Were Mine
20. SUGARLAND/Nuttin’ For Christmas

Christmas Country Gold
1. VINCE VANCE & THE VALIANTS All I Want For Christmas...
2. BRENDA LEE Rockin’ Around The Christmas Tree
3. JEFF FOXWORTHY 12 Redneck Days Of Christmas
4. FAITH HILL Where Are You Christmas?
5. GEORGE STRAIT Christmas Cookies
6. ALAN JACKSON A Holly Jolly Christmas
7. GARTH BROOKS Santa Looked A Lot Like Daddy
8. BOBBY HELMS Jingle Bell Rock
9. BURL IVES Have A Holly Jolly Christmas
10. ALABAMA Christmas In Dixie
11. MONTGOMERY GENTRY Merry Christmas From ...
12. SKIP EWING Christmas Carol
13. CLINT BLACK ‘Til Santa’s Gone
14. ALAN JACKSON/Let It Be Christmas
15. GENE AUTRY/Rudolf The Red-Nosed Reindeer
16. KENNY CHESNEY/All I Want For Christmas Is You
17. NEWSONG/The Christmas Shoes
18. JOSE FELICIANO/Feliz Navidad
19. ALAN JACKSON I Only Want You For Christmas
20. DOLLY PARTON Hard Candy Christmas

Lon Helton, lon@countryaircheck.com
Chuck Aly, chuck@countryaircheck.com
Erin Duvall, erin@countryaircheck.com
(615) 320-1450
“...one of the strongest albums of his career.” - People Magazine, Oct. 2008

Toby Keith That Don’t Make Me a Bad Guy

“With this album, he’s still the top dog.” - Travis Daily, WFUS
“Toby at his absolute finest!” - Johnny Chiang, KKBQ
“More career music, not a bad cut on the album.” - Coyote Calhoun, WAMZ
“Another string of hits from Toby’s best CD to date.” - Stoney Richards, WDSY
“Heartfelt to hell-raising; it’s why everybody loves Toby.” - Brian Jennings, WGAR

Featuring the #1 Single “She Never Cried in Front of Me” and the follow-up hit “God Love Her”

Don’t miss him perform this week on NBC’s “Songs for the Holidays” network special, airing Friday, Dec. 12th 8pm EST.

New CD in stores NOW, along with Toby’s Classic Christmas Volumes 1 & 2
<table>
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<td>MONTGOMERY GENTRY/ Roll With Me (Columbia)</td>
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### Breaker

**Rodney Atkins**

"It's America"

Top 10 Spincrse

Up Over 1 Million in Audience

94 Stations Already Added

<p>| 37 to 33 GA/MB | 36 to 32 RR |</p>
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<td>GARY ALLAN/She's So California (MCA)</td>
<td>2775</td>
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<td>TAYLOR SWIFT/White Horse (Big Machine)</td>
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<td>KRISTY LEE COOK/15 Minutes Of Shame (BNA)</td>
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<td>-797</td>
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<td>RODNEY ATKINS/It's America (Curb)</td>
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<td>ELI YOUNG BAND/Always The Love Songs (Republic/Universal South)</td>
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<td>LOST TRAILERS/How 'Bout You Don't (BNA)</td>
<td>1840</td>
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<td>559</td>
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<td>JOEY &amp; RORY/Cheater, Cheater (Vanguard/Sugar Hill/Nine North)</td>
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<td>125</td>
<td>520</td>
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<td>SARAH BUXTON/Space (Lyric Street)</td>
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<td>JASON ALDEAN/She's Country (BBR)</td>
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<td>507</td>
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<td>JOHN MICHAEL MONTGOMERY/Forever (Stringtown)</td>
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<td>JASON MICHAEL CARROLL/Where I'm From (Arista)</td>
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<td>0.306</td>
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<td>HEIDI NEWFIELD/Cry Cry (Til The Sun Shines) (Curb)</td>
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<td>268</td>
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<td>1.289</td>
<td>0.323</td>
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<td>TAYLOR SWIFT/Last Christmas (Big Machine)</td>
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<td>103</td>
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<td>1.041</td>
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<td>EMERSON DRIVE/Belongs To You (Midas/Valory)</td>
<td>879</td>
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<td>232</td>
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<td>1.352</td>
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<td>DEAN BRODY/Brothers (Broken Bow)</td>
<td>806</td>
<td>81</td>
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<td>0.137</td>
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<td>JESSICA SIMPSON/Remember That (Columbia)</td>
<td>781</td>
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<td>-17</td>
<td>1.243</td>
<td>-0.023</td>
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<tr>
<td>Debut 46</td>
<td>CARRIE UNDERWOOD/Do You Hear What I Hear (19/Arista)</td>
<td>777</td>
<td>351</td>
<td>212</td>
<td>100</td>
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<td>0.849</td>
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<tr>
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<td>47</td>
<td>ADAM GREGORY/What It Takes (NSA/Midas/Big Machine)</td>
<td>705</td>
<td>154</td>
<td>275</td>
<td>54</td>
<td>0.859</td>
<td>0.232</td>
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<td>47</td>
<td>48</td>
<td>JAMES OTTO/These Are The Good Ole Days (Warner Bros.)</td>
<td>689</td>
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<td>236</td>
<td>14</td>
<td>0.926</td>
<td>-0.07</td>
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<td>48</td>
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<td>JEREMY MCCOMB/Cold (Parallel/New Revolution)</td>
<td>635</td>
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<td>262</td>
<td>34</td>
<td>0.829</td>
<td>0.126</td>
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<td>Debut 50</td>
<td>KELLIE PICKLER/Santa Baby (BNA)</td>
<td>591</td>
<td>166</td>
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<td>59</td>
<td>1.361</td>
<td>0.254</td>
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</table>

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The songwriter who brought you Gary Allan's #1 hit "Watching Airplanes," now brings you his debut single, "Livin' In Paradise"
JAMIE O’NEAL

“Like A Woman”

GROWING EVERY WEEK AND CONNECTING WITH COUNTRY’S P-1 ADULT LISTENERS!

NEW THIS WEEK:
WKKT/CHARLOTTE, WGKX/MEMPHIS, WGNE/JACKSONVILLE.

NOW PLAYING ON
WXTU, WGAR, WMZQ, W MIL, WBCT, WCOL, KS KS, WGH, WKSJ, WWQM, WCTK, WPCV, WYNK, KUBL, WIRK, KATM, WIOV, WGTY, WGGY, KIZN, WKXC, WPOR, KIXZ, WWGR, SIRIUS-NEW COUNTRY, XM-HIGHWAY 16, MUSIC CHOICE & MORE!

CA/MB: CHART BOUND. +47,000 IN AUDIENCE.
R&R/BB: 55* 16% SPIN INCREASE.
MUSIC ROW: TOP 30 ALREADY!

“THIS SONG LIT UP THE PHONES AS SOON AS IT HIT THE AIR!
Women are loving it!”
-RICH SUMMERS, PD, KIZN/BOISE, ID

“It’s the perfect song for our 25-54 year old female core listener.”
-BILL BLACK, PD, WKSJ/MOBILE

“This song connects to the absolute heart of our target audience - the American housewife and mom!”
-BRAD AUSTIN, PD, WWQM/MADISON

“I have always been a big fan of Jamie’s! This is our demo’s real life!
Great song!”
-LANCE HOUSTON, APD/MD, WUBL/ATLANTA

“What a concept: a singer who can actually sing. This is a sexy song that
will be relatable to a big segment of the audience. It would be a mistake to
overlook this single.”
-BOB MOODY, VP/PROGRAMMING, REGENT COMMUNICATIONS

NOW AVAILABLE ON ITUNES. INCREDIBLE NEW VIDEO COMING SOON.
Aircheck Add Leaders
TAYLOR SWIFT/White Horse (Big Machine) 52
RODNEY ATKINS/It's America (Curb) 20
JASON ALDEAN/She's Country (BBR) 15
JASON MICHAEL CARROLL/Where I'm From (Arista) 13
JACK INGRAM/That's A Man (Big Machine) 10
KELLIE PICKLER/Best Days Of Your Life (BNA) 9
MIRANDA LAMBERT/More Like Her (Columbia) 9
MARTINA McBRIDE/Ride (RCA) 8
ADAM GREGORY/What It Takes (NSA/Midas/Big Machine) 7
CRYSTAL SHAWANDA/My Roots Are Showing (RCA) 7
EMERSON DRIVE/Belongs To You (Midas/Valory) 7
GARY ALLAN/She's So California (MCA) 7
GEORGE STRAIT/River Of Love (MCA) 7
LITTLE BIG TOWN/Good Lord Willing (Capitol) 7

Aircheck Top Point Gainers
TAYLOR SWIFT/White Horse (Big Machine) 1695
KENNY CHESNEY f/M. MACANALLY/Down... (Blue Chair/BNA) 1341
GEORGE STRAIT/River Of Love (MCA) 1273
JAMEY JOHNSON/In Color (Mercury) 1093
KEITH URBAN/Sweet Thing (Capitol) 1093
DARIUS RUCKER/It Won't Be Like This For Long (Capitol) 887
TOBY KEITH/God Love Her (Show Dog) 694
DIERKS BENTLEY/Feel That Fire (Capitol) 674
JACK INGRAM/That's A Man (Big Machine) 661
RODNEY ATKINS/It's America (Curb) 657

Aircheck Top Spin Gainers
TAYLOR SWIFT/White Horse (Big Machine) 516
KENNY CHESNEY f/M. MACANALLY/Down... (Blue Chair/BNA) 390
GEORGE STRAIT/River Of Love (MCA) 384
KEITH URBAN/Sweet Thing (Capitol) 315
JAMEY JOHNSON/In Color (Mercury) 309
TOBY KEITH/God Love Her (Show Dog) 240
DARIUS RUCKER/It Won't Be Like This For Long (Capitol) 235
RODNEY ATKINS/It's America (Curb) 216
DIERKS BENTLEY/Feel That Fire (Capitol) 215
JACK INGRAM/That's A Man (Big Machine) 213

Activator Top Point Gainers
TAYLOR SWIFT/White Horse (Big Machine) 664
KENNY CHESNEY f/M. MACANALLY/Down... (Blue Chair/BNA) 423
GEORGE STRAIT/River Of Love (MCA) 407
DARIUS RUCKER/It Won't Be Like This For Long (Capitol) 357
KEITH URBAN/Sweet Thing (Capitol) 347
JAMEY JOHNSON/In Color (Mercury) 340
RODNEY ATKINS/It's America (Curb) 321
DIERKS BENTLEY/Feel That Fire (Capitol) 242
TOBY KEITH/God Love Her (Show Dog) 229
JASON ALDEAN/She's Country (BBR) 203

Activator Top Spin Gainers
TAYLOR SWIFT/White Horse (Big Machine) 354
KENNY CHESNEY f/M. MACANALLY/Down... (Blue Chair/BNA) 240
GEORGE STRAIT/River Of Love (MCA) 235
DARIUS RUCKER/It Won't Be Like This For Long (Capitol) 218
RODNEY ATKINS/It's America (Curb) 201
KEITH URBAN/Sweet Thing (Capitol) 175
JAMEY JOHNSON/In Color (Mercury) 166
TOBY KEITH/God Love Her (Show Dog) 136
JACK INGRAM/That's A Man (Big Machine) 134
DIERKS BENTLEY/Feel That Fire (Capitol) 123
JASON ALDEAN/She's Country (BBR) 123

Video Adds
CMT
ALAN JACKSON/Country Boy (Arista)
DIERKS BENTLEY/Feel That Fire (Capitol)
JASON ALDEAN/She's Country (Excerpt From 2008 CMA Awards) (BBR)
RASCAL FLATTS/I'll Be Home For Christmas (Lyric Street)
CMT PURE
ALAN JACKSON/Country Boy (Arista)
DIERKS BENTLEY/Feel That Fire (Capitol)
JASON ALDEAN/She's Country (Excerpt From 2008 CMA Awards) (BBR)
LITTLE BIG TOWN/Good Lord Willing (Capitol)
The RACONTEURS f/RICKY SKAGGS & ASHLEY MONROE/ Old Enough (Third Man/Warner Bros.)
GAC
DIERKS BENTLEY/Feel That Fire (Capitol)
JASON ALDEAN/She's Country (BBR)
LITTLE BIG TOWN/Good Lord Willing (Capitol)
RASCAL FLATTS/I'll Be Home For Christmas (Lyric Street)

The Time Is... "Here"
Rascal Flatts to #1!
From the Multi-Platinum Still Feels Good CD
Thanks Country Radio!
Aircheck Activity

JESSICA SIMPSON/Remember That (Columbia)
Moves 41*-45; 781 points, 324 spins; 0 ADDS

CARRIE UNDERWOOD/Do You Hear What I Hear (19/Arista)
Debuts at 46*, 777 points, 212 spins
3 ADDS: KHEY, KKNG, WXBQ

ADAM GREGORY/What It Takes (NSA/Midas/Big Machine)
Moves 49*-47*; 705 points, 275 spins
7 ADDS: KFRG*, KTOM, KUBL*, WQHK, WSIX, WUSY, WYPY

JAMES OTTO/These Are The Good Ole Days (Warner Bros.)
Moves 47*-48*; 689 points, 236 spins
5 ADDS: KCY, WBCT, WWQM, WXTU, WYRK

JEREMY MCCOMB/Cold (Parallel/New Revolution)
Moves 48*-49*; 635 points, 262 spins
3 ADDS: KJJY*, WKK, WYNK

KELLIE PICKLER/Santa Baby (19/BNA)
Debuts at 50*; 591 points, 171 spins; 0 ADDS

RASCAL FLATTS/Jingle Bell Rock (Lyric Street)
575 points, 162 spins;
1 ADD: WIRK*

JESSICA ANDREWS/Everything (Carolwood)
566 points, 206 spins
4 ADDS: KSOP, KTOM, KUZZ, WCTO*

KELLIE PICKLER/Best Days Of Your Life (19/BNA)
555 points, 180 spins
9 ADDS: KATM*, KMPS*, KNTY, KUZZ, WBCT, WCTK*, WIRK*, WIWF, WXTU

ELVIS PRESLEY f/MARTINA McBRIDE/Blue Christmas
(Sony/RCA)
466 points, 137 spins
2 ADDS: WIRK*, WIK*

FAITH HILL/A Baby Changes Everything (Warner Bros.)
407 points, 118 spins;
1 ADD: WPW

MELISSA LAWSON/What If It All Goes Right (Warner Bros.)
404 points, 62 spins; 0 ADDS

Aircheck Top Recurrents

TAYLOR SWIFT/Love Story (Big Machine) 9321
CARRIE UNDERWOOD/Just A Dream (19/Arista) 8676
DARIUS RUCKER/Don't Think I Don't Think... (Capitol) 7799
KENNY CHESNEY/Everybody Wants... (Blue Chair/BNA) 6365
JIMMY WAYNE/Do You Believe Me Now (Valory) 6128
BRAD PAISLEY/Waitin' On A Woman (Arista) 5784
KID ROCK/All Summer Long (Top Dog/Atlantic/CO5) 5618
TOBY KEITH/She Never Cried In Front Of Me (Show Dog) 5471
JAMES OTTO/Just Got Started Lovin' You (Warner Bros.) 5095
TRACE ADKINS/You're Gonna Miss This (Capitol) 4479

JAMIE O'NEAL/Like A Woman (1720)
394 points, 156 spins
3 ADDS: WGGK*, WNE, WKKT

TAYLOR SWIFT/Santa Baby (Big Machine)
363 points, 116 spins; 0 ADDS

TOBY KEITH/Rockin' Around The Christmas Tree (Show Dog)
344 points, 106 spins; 0 ADDS

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)
<table>
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<tr>
<th>LW</th>
<th>TW</th>
<th>Artist/Title (Label)</th>
<th>TW Points</th>
<th>+/- Points</th>
<th>TW Plays</th>
<th>+/- Plays</th>
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<tr>
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<td>MONTGOMERY GENTRY/Roll With Me (Columbia)</td>
<td>5519</td>
<td>151</td>
<td>3062</td>
<td>74</td>
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<td>3</td>
<td>2</td>
<td>TIM MCGRATH/Let It Go (Curb)</td>
<td>5080</td>
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<td>SUGARLAND/Already Gone (Mercury)</td>
<td>4859</td>
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<td>RASCAL FLATTS/Here (Lyric Street)</td>
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<td>ZAC BROWN BAND/Chicken Fried (Atlantic/Home Grown/BPP)</td>
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<td>BRAD PAISLEY &amp; KEITH URBAN/Start A Band (Arista)</td>
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<td>ALAN JACKSON/Country Boy (Arista)</td>
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<td>BILLY CURRINGTON/Don’t (Mercury)</td>
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<td>JAMEY JOHNSON/In Color (Mercury)</td>
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<td>DIERKS BENTLEY/Feel That Fire (Capitol)</td>
<td>3738</td>
<td>242</td>
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<td>BLAKE SHELTON/She Wouldn’t Be Gone (Warner Bros.)</td>
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<td>LADY ANTEMBELLUM/Lookin’ For A Good Time (Capitol)</td>
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<td>CRAIG MORGAN/Love Remembers (BNA)</td>
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<td>BROOKS &amp; DUNN/Cowgirls Don’t Cry (Arista)</td>
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<td>LEE ANN WOMACK/Last Call (MCA)</td>
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<td>JAKE OWEN/Don’t Think I Can’t Love You (RCA)</td>
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<td>DARIUS RUCKER/It Won’t Be Like This For Long (Capitol)</td>
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<td>357</td>
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<td>JACK INGRAM/That’s A Man (Big Machine)</td>
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<td>JOSH TURNER/Everything Is Fine (MCA)</td>
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<td>JIMMY WAYNE/I Will (Valory)</td>
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