Remotes: Smile, You’re On Radio

Premiere’s annual remote broadcasts are again a focus of pre-CMA Awards activity, though changes are evident. A Sunday-to-Tuesday schedule includes morning and afternoon sessions, but broadcasters are also finding themselves in a much different setting than any previous remote event.

Instead of one huge room with 30-40 radio stations and jocks aligned elbow-to-elbow, Premiere used pipe-and-drape with a sponsor back-drop to create individual areas for each station. Each “set” features lighting and video cameras that capture artist interviews. Stations then visit a central website to download footage for edit and posting on their websites. For examples, check out the sites of participating stations including WXTU/Philadelphia, WDSY/Pittsburgh, WKLB/Boston, KFRG/Riverside, WQDR/Raleigh, KYGO/Denver and KNIX/Phoenix.

Country Aircheck’s browsing turned up a wide range of usage from audio and still images to full video clips. In some cases, bandwidth issues hindered quality. See video examples at sites for WDSY, KFRG and WXTU.

Our unscientific survey of participants yielded mostly positive reviews. “The new set-up was awesome,” WKLB/Boston APD/MD Ginny Rogers says. “It was like every station had their own little TV set. The overall vibe was much more intimate than it is in the big room; it’s a much better experience for both the artists and the radio personality. The artists seemed to like going room-to-room better, too. (continued on page 5)

Battle OKC: Part Two

Last week, Tyler Media’s KJKE & KKNG/Oklahoma City OD Kevin Christopher explained the tactics and strategies behind Jake FM’s sudden but still early competitive rise in the market. (Download pdf here.) Now, Country Aircheck turns to KTST & KXXY PD Tom Travis for a look at things from the Clear Channel side of the street.

The evolution of OKC Country radio, Travis says, predates his six years in the market. “KXY was the heritage monster with double

November 8, 2010

Issue 217
Wha-Oh Wha-Oh Stuck Like Glue,
thanks to you we aren’t stuck at two

Thank you country radio for our 7th Number One!

XOXO,

Sugarland

New Single “Little Miss” in your play MPE Box NOW!
digit shares and Twister was the flanker,” he explains. “When KKNG came in, it came in as a Classic Country. ‘KXY made some mistakes, KKNG took a foothold and did well for many years.

“When I came here, ‘KXY and Twister were basically the same radio station. They were pretty much the same ... not winning. So we separated the two musically. ‘KXY had the heritage with the ‘80s and ‘90s country and Twister had more of a New Country image, so we let that grow. Because of the music, ‘KXY wasn’t a reporter anymore so KKNG picked up reporting status and though they had been known as Classic Country started playing a lot of new music, even diving into some of that red dirt, Texas stuff. They kind of threw themselves into the middle as we were separating and ended up alienating a lot of their audience.

“We started seeing great gains on our side shortly after that. Now, I could take credit as the mastermind, but a lot of it probably had to do with us just being more stable. Twister reeled off a bunch of No. 1s and KKNG’s ratings were sliding, so they made a change. We were actually shocked they came back as Country since the hole in the market is really AC. Still, Twister had a monster book in the Spring (7.4 12+) and [Jake has] come back and had a really nice summer.

“They’ve spent a lot of money on outdoor and TV, which I commend them for. Those are the things you do when you launch a new product. Hey, I wish I had the budget they have. But the Summer book didn’t take us by surprise because they flooded the market with their brand and we didn’t.”

“We’re going to continue to do what we do best. I’ve seen too many people make mistakes by reacting to one book and I’ve pounded it in everybody’s head that we’re not going to make knee-jerk reactions. ‘KXY certainly benefited when we separated the stations musically because that ‘80s to ‘90s country is still extremely viable in OKC.”

As for the music leanings of Twister versus Jake, Travis says, “They’re pretty close, but they’re probably a couple weeks newer than we are. That might depend on what label you ask,” he jokes. “The good news is that this kind of battle is great for the country music industry and great for the listener. They’re the real winners.”

My Tunes: Music That Shaped My Life

Media Music Marketing’s Frank Bell discusses his most important songs, artists or concerts:

1. **Beatles/Meet The Beatles**: Using money earned working at my parents’ restaurant, I bought it when it was released in 1964. Overnight, the world turned from black and white to living color.

2. **Toto, Capitol Theater, Williamsport, PA, 1982**: My partners and I at CHR-formatted WSQV put up our own money to give the community its first rock concert in 12 years. The show sold all 2,300 tickets in two hours, and Toto lit the place up with an incredible performance.

3. **Garth Brooks, CRS, early ‘90s**: It was standing-room-only and hot as hell in that United Stations suite at Opryland Hotel. But you could hear a pin drop when he sang. While I’ve always appreciated country music, Garth’s performance that night turned me into a true fan.

4. **Trace Adkins, Froggyfest, Post-Gazette Pavilion, Pittsburgh, 2006**: There’s nothing quite like being surrounded by 14,000 paying customers and hearing the headliner onstage telling everyone how much they should appreciate the radio station that made it all possible. Honorable mention: Kenny Chesney performing acoustically on the Froggy boat prior to his 2009 concert at Heinz Field.

5. **Taylor Swift/Taylor Swift**: The lesson here is for PDs. Take a minute and listen to the music that people send you. Much of it is awful, but some of it is pretty good and can be made even better if you take time to provide direction to a young person trying to learn. You never know, she might just end up becoming the most successful singer-songwriter in the world.

• A highly regarded song or album you’ve never heard: Kinky Friedman & the Texas Jewboys. I love their name, but never got around to hearing the music.

• An “important” piece of music you just don’t get: Bjork, the Sex Pistols and Yoko Ono.

• An album you played or listened to incessantly: Depending on my state of mind at the time, either James Taylor’s Greatest Hits or Jimmy Buffett’s Changes in Latitudes, Changes in Attitudes.

• One obscure or non-country song everyone should listen to right now: “Turbo Twang” by Wayne Warner (2004). It’s what programmers used to call a “reaction record” with more hooks than a tackle box. Better yet, watch the video (click here). For some reason, they cast me in the role of “mad scientist.”
Lady A’s Hillary Tops SESAC

SESAC named Lady Antebellum’s Hillary Scott Songwriter of the Year and the group’s “Need You Now” Song of the Year during its 2010 SESAC Nashville Music Awards held tonight (11/8) in Nashville. EMI Foray Music was honored as Publisher of the Year, with Jim Lauderdale receiving the organization’s Inspiration Award. Scott received a handcrafted Gibson J-145 acoustic guitar from SESAC VP Tim Fink.

Chart Chat

Congrats to Sugarland, Royce Risser, Damon Moberly and the entire Mercury promotion crew on scoring this week’s top single with “Stuck Like Glue.” The single is their fifth Mediabase No. 1, joining “Already Gone,” “It Happens,” “All I Want To Do” and “Settin’.”

Radio News

• Consumer Electronics Association CEO Gary Shapiro has been tapped to speak at the Arbitron Client Conference/Jacobs Media Summit Dec. 9 at the Grand Hyatt Baltimore.

• Envisions Radio Networks The Country Oldies Show is offering a free two-hour Thanksgiving special featuring some of Country music’s families, including the Gatlins, Judds, Williamses, Bellamys, Tillises, Morgans and Bares. The Country Oldies Show Thanksgiving Special is available beginning November 23. Contact Matt Wardlaw at 216-831-3761 or here.

• WDMS/Greenville, MS has been added as a new affiliate of The Official Texas Countdown with Chuck Taylor.

• Envision Radio Networks AmeriCountry prep has signed WNCY/Green Bay, WI as an affiliate.

• Clear Channel Radio is running a week-long series of on-air promotions nationally through Nov. 11 in support of the Fisher...
House Foundation, which provides a “home away from home” for military families during a loved one’s hospitalization. The campaign coincides with the FHF’s nationwide fundraising drive that supports more than 11,000 families each year.

Industry News
Darius Rucker, Capitol and the PGA Tour have partnered for charity initiatives, with Rucker writing and producing a song for the Tour’s “Together, anything’s possible” campaign. Downloads will be available in January. Proceeds will benefit the PGA’s charities. Details at PGATour.com/together.

Toronto-based Yangaroo has inked a deal with the Academy of Country Music to provide its secure digital ballot voting technology for the 46th Annual ACM Awards next spring. Yangaroo also handles voting services for the Grammy Awards, the Juno Awards and the MTV VMAs, among others.

WCTY Driven To Beat Hunger
WCTY/New London, CT collected more than 24,000 lbs of food, dozens of turkeys and thousands of dollars at the 12th Annual WCTY Food Drive to benefit the Thames Valley Council for Community Action of Easter Connecticut and the Gemma Moran Food Bank. In conjunction with US Foods, local businesses and hundreds of listeners, the station went live 24/7 to collect the most food in the drive’s 12-year history. Mohegan Sun Casino provided tickets to Brad Paisley’s H2O Tour and Paisley contributed meet-and-greet passes to aid the cause.

The Week’s Top Stories
Full coverage is available in the archives at www.countryaircheck.com.

- Former KYGO/Denver PD Joel Burke was named PD for Clear Channel’s KASE & KVET-FM/Austin. (Breaking News 11/2)
- Beasley Broadcast/Las Vegas VP/Market Manager Tom Humm was given a five-year contract extension. (CAT 11/8)
- Former WGKX/Memphis PD Tim Jones was named PD for WCTQ/Sarasota. (CAT 11/8)
- Entercom’s KKWF (The Wolf)/Seattle APD/afternooner Wingnut added MD responsibilities and the station hired former WSM-FM/Nashville MD/morning personality Deanna Lee as Asst. MD/middayer. (CAT 11/5)
- Albany Broadcasting’s WZMR/Albany, NY APD/middayer Ally Reid was upped to PD. (CAT 11/5)
- Three Eagles’ KIAI/Mason City, IA named Lance Nichols PD. (CAT 11/4)
- Taylor Swift sold nearly 1,047,000 first-week copies of her new album Speak Now. (CAT 11/3)

Smile, You’re On Radio (continued from page 1)
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Another fan of Premiere’s new-look radio remotes is WDSY/Pittsburgh APD/MD/personality Stoney Richards. “The vibe is very good,” he says. “For people who have worked with cameras before or done a bit of TV, it’s no problem.

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The set-up is great. It forces intimacy because you are focused in your own little space and you get to really have a conversation with the artist. It cuts down on the schtick, but adds a real sincerity to the interviews. The artists have all been just terrific and I think this is a little more what they’re used to doing anyway. Bottom line, I like it a lot. This is the coming thing, here now, for radio. So learn your notes, comb your hair and have a great conversation!”

Rogers, too, thinks it’s the wave of the future. “It’s going to be interesting to see how other syndicators handle these big-event radio broadcasts,” she says. “After seeing this and using this method, I think everyone in radio will really like it, which may force others to change the way they do mass interviews.”

While the majority of folks were positive about the new wrinkles despite some minor video glitches, one major market personality wasn’t quite as enthusiastic. “Yes, it looks great, but the reality is that we are radio people,” he says. “They seemingly took away our work space and made us look like TV folk. It’s ironic, considering that for years a big city station has annoyed the hell out of us with all their overblown webcasting video set up, and now it seems we have all received that virus. While I do believe it was great for its purpose, the reality is our purpose is to put on a great radio show first, and podcasts/webcasts, second. I understand the need to create content in a digital world, but this seems as if we’re giving up our jobs as radio broadcasters. I know I sound old for making this statement, but I have been on the edge of the web frontier throughout my radio career.

“From a working standpoint, it’s hard to do any field producing with one, little-bitty round table,” the commenter continues. “Throwing out the work-space for the gear to make us look pretty on camera only goes so far when it comes to getting our jobs done. I am glad to see technological changes, but it is my hope that we will work to make it more functional to the radio job as well as the digital job we all seem to have these days. There are also many kinks to be worked out of the video streaming technology. For all that work, most of our video looked quite poor.”

The best news is the artists turned out in force for the remotes. There were press conference type settings for interviews with CMA Award show hosts Carrie Underwood and Brad Paisley, as well as a separate Q&A with Gwyneth Paltrow. Making the rounds were Tim McGraw, Rascal Flatts, Dierks Bentley, Craig Morgan, Rodney Atkins, Josh Kelley, Steel Magnolia, Eric Church, Chuck Wicks, Sara Evans and Little Big Town.

Reba All The Women I Am (Starstruck/Valory)
Lead single “Turn On The Radio” kicks off Reba’s 34th album. The title song and Beyoncé’s “If I Were A Boy” are also included on the 10-track collection. Husband and manager Narvel Blackstock sequenced the disc, closing with the Tom Douglas-penned “When You Love A Child.” “It was a tough song for me to sing... very emotional,” Reba says. “Every word touched my heart, and I asked, ‘Why did you put that song last?’” [Narvel] said, “What song could follow that one?” Dann Huff produced. A deluxe edition features the “I Want A Cowboy” dance mix, as well as footage from AOL Sessions, CMT Unplugged and the “Turn On The Radio” music video.

Blake Shelton Loaded: The Best Of Blake Shelton (Reprise/WMN)
“I love the name of this release because I get to tell everyone, ‘Come on and get Loaded,’” Shelton says of his 15-track hits collection. “This pretty music sums up all the hard work from the past 10 years, and it’s literally loaded with all the music that I’ve worked on and I’m incredibly proud of ... I want everyone to get loaded ... with my album, of course.” The current single “Who Are You When I’m Not Looking,” “Austin,” “Ol’ Red,” “The Baby,” “The More I Drink,” “Home,” “All About Tonight” and “Hillbilly Bone” are among the featured tracks.

Various Artists Coal Miner’s Daughter: A Tribute to Loretta Lynn (Columbia)
Lynn personally chose Gretchen Wilson, Lee Ann Womack, Carrie Underwood, Alan Jackson, Martina McBride, Faith Hill, Steve Earle, Allison Moorer, Reba, the Time Jumpers, Kid Rock, Lucinda Williams, Sheryl Crow, Miranda Lambert, rockers the White Stripes and Paramore to tackle her songbook for this 12-track tribute album. The lead single “Coal Miner’s Daughter,” featuring Lynn, Crow and Lambert, closes this disc.

Album release info to news@countryaircheck.com.

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October PPM Scoreboard

The Chill Of An Early Fall

Of the 82 stations with generally a 1.0 or better 6+, a majority were down in October, as declines led gainers 43-30, with nine unchanged. However, September's total 6+ shares (344.7) beat October’s (340.6) by only 1.2%.

KEEY/Minneapolis was No. 1 for the fifth survey in a row, while KASE/Austin was on top for the fourth straight month. WFMS/Indianapolis continues to hold the largest 6+ Country share in PPM with a 10.7.

Seven stations set 6+ share records: WUBL/Atlanta gained in share for the ninth straight month and set a new share peak for the fourth consecutive quarter. WUSH/Norfolk and WSM-AM/Nashville reached new highs for the third straight month. Cume records were broken by 13 stations including WKLB/Boston and WPCC/Lakeland (in Orlando), which did it for the third time in a row. Also noteworthy is that WKLX gained audience for the fifth month in a row, while KNCY/San Antonio is the only Country station in PPM to be No. 1 in cume.

The October "Book Of The Month Club" winner was KEEY, jumping 8.3-9.4 (+1.1 shares).

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Legend: A "+" indicates a Classic Country outlet, a "^" designates Country stations in the same market owned by a single operator, a "t" indicates a tie and a "**" indicates a record high showing for the station in that particular category.

Country Aircheck Weekly

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IN STORES NOW!

LOADED: THE BEST OF BLAKE SHELTON

15 OF BLAKE'S BIGGEST HITS SPANNING A DECADE, INCLUDING SEVEN #1 RECORDS AND HIS CURRENT SINGLE...

"WHO ARE YOU WHEN I'M NOT LOOKING"

CA/MB 30 - 27
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<td>JAMES OTTO/Soldiers And Jesus (Warner Bros./WMN)</td>
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<td>Deb</td>
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<td>LEE BRICE/Beautiful Every Time (Curb)</td>
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<td>277</td>
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<td>JARON &amp; TLRTL/That’s... (J’wood/Big Machine/Republic Nashville)</td>
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### Country Aircheck Add Leaders

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<thead>
<tr>
<th>Artist/Music</th>
<th>Chart Position</th>
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<tr>
<td>KENNY CHESNEY/Somewhere With You (BNA)</td>
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<tr>
<td>EASTON CORBIN/Can't Love You Back (Mercury)</td>
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<tr>
<td>BILLY CERRINGTON/Let Me Down Easy (Mercury)</td>
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<td>JOSH TURNER/Wouldn't Be A Man (MCA)</td>
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<tr>
<td>LEE BRICE/Beautiful Every Time (Curb)</td>
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<tr>
<td>BLAKE SHELTON/Who Are You When I'm Not... (Reprise/WMN)</td>
<td>9</td>
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<tr>
<td>BLAKE WISE/We've Got This Feeling (BBR)</td>
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<td>JANEDEAR GIRLS/Wildflower (Reprise/WMN)</td>
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<td>KATIE ARMIGER/Best Song Ever (Cold River)</td>
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<td>CHRISTIAN KANE/The House Rules (BPG)</td>
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<td>JERROD NIEemann/What Do You Want (Sea Gayle/Arista)</td>
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### Country Aircheck Top Point Gainers

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<td>BAND PERRY/If I Die Young (Republic Nashville)</td>
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<td>KEITH URBAN/Put You In A Song (Capitol)</td>
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<td>SUGARLAND/Stuck Like Glue (Mercury)</td>
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<td>BRAD PAISLEY/Anything Like Me (Arista)</td>
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<td>JASON ALDEAN/My Kinda Party (BBR)</td>
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<td>REBA/‘Turn On The Radio’ (Starstruck/Valory)</td>
<td>714</td>
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<td>LADY ANTEBELLUM/Hello World (Capitol)</td>
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### Country Aircheck Top Spin Gainers

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<td>BAND PERRY/If I Die Young (Republic Nashville)</td>
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<td>KEITH URBAN/Put You In A Song (Capitol)</td>
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<td>RASCAL FLATS/Why Wait (Big Machine)</td>
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### Activator Top Point Gainers

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<tr>
<td>KENNY CHESNEY/Somewhere With You (BNA)</td>
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<td>JASON ALDEAN/My Kinda Party (BBR)</td>
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<td>KEITH URBAN/‘Put You In A Song’ (Capitol)</td>
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<td>JOSH KELLELY/Georgia Clay (MCA)</td>
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<tr>
<td>LADY ANTEBELLUM/Hello World (Capitol)</td>
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<td>BLAKE SHELTON/Who Are You When I'm Not... (Reprise/WMN)</td>
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### Activator Top Spin Gainers

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<td>KENNY CHESNEY/Somewhere With You (BNA)</td>
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<td>BAND PERRY/If I Die Young (Republic Nashville)</td>
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<td>JASON ALDEAN/My Kinda Party (BBR)</td>
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<tr>
<td>BRAD PAISLEY/Anything Like Me (Arista)</td>
<td>188</td>
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<td>CHRIS YOUNG/Voices (RCA)</td>
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<td>KEITH URBAN/‘Put You In A Song’ (Capitol)</td>
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<td>LADY ANTEBELLUM/Hello World (Capitol)</td>
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<td>BLAKE SHELTON/Who Are You When I’m Not... (Reprise/WMN)</td>
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<tr>
<td>TIM MCGRAW/Felt Good On My Lips (Curb)</td>
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### Video Adds

- **CMT**
  - KID ROCK/Born Free (Atlantic/Top Dog/BPG)

- **CMT PURE**
  - JASON STURGEON/Rollin’ On (Toolpusher)
  - KID ROCK/Born Free (Atlantic/Top Dog/BPG)
  - LORETTA LYNN/Coal Miner’s Daughter (Columbia)

- **GAC**
  - DIERKS BENTLEY/Draw Me A Map (Capitol)
  - FRANKIE BALLARD/Tell Me Youu Get Lonely (WMN)
  - LORETTA LYNN/Coal Miner’s Daughter (Columbia)
Country Aircheck Activity

GARY ALLAN/Kiss Me When I'm Down (MCA)
   Moves 46*-45*; 845 points, 317 spins
   4 ADDS: KICY*, WDYF, WIOV, WSOIC*

WALKER HAYES/Pants (Capitol)
   Moves 48*-46*; 793 points, 382 spins
   2 ADDS: DG, WIOV

JAMES OTTO/Soldiers And Jesus (Warner Bros./WMN)
   Moves 49*-47*; 786 points, 382 spins
   2 ADDS: KMDL, WSSL

LEE BRICE/Beautiful Every Time (Curb)
   Debuts at 48*; 686 points, 277 spins
   10 ADDS: KATM*, KMPS*, KNIX, WBEE, WKXW, WQYK*, WRSN, WSIX, WUSB, WXBQ

LOCASH COWBOYS/Keep In Mind (Stroudavarius)
   Moves 50*-48*; 633 points, 262 spins
   1 ADD: WHBT

JARON & TRTL/That's Beautiful to Me
   (Jaronwood/Big Machine/Republic Nashville)
   Debuts at 50*; 603 points, 218 spins
   No adds

JOSH TURNER/I Wouldn't Be A Man (MCA)
   508 points, 187 spins
   10 ADDS: DG, KICY*, KIIM*, KMPS*, KRTY, WKHX*, WMZQ, WQHK, WSLC, WYRK*

CHRISTIAN KANE/The House Rules (BPG)
   488 points, 183 spins
   7 ADDS: KATM*, KHII*, KJUG, KUBL*, WMZQ, WRSN, WTGE

TROY OLSEN/Good Hands (EMI Nashville)
   454 points, 188 spins
   1 ADD: WITL

RANDY HOUSER/A Man Like Me (Show Dog-Universal)
   435 points, 158 spins
   2 ADDS: WWF, WQMX

Country Aircheck Top Recurrents

EASTON CORBIN/Roll With It (Mercury) 8813
KENNY CHESNEY/The Boys Of Fall (BNA) 7251
JOSH TURNER/All Over Me (MCA) 7099
BLAKE SHELTON/All About Tonight (Reprise/WMN) 6519
LADY ANTEBELLUM/Our Kind Of Love (Capitol) 5752
BILLY CURRINGTON/Pretty Good At Drinkin' Beer (Mercury) 5025
UNCLE KRACKER/Smile (Atlantic/Top Dog/BPG) 4986
LEE BRICE/Love Like Crazy (Curb) 4896
MIRANDA LAMBERT/The House That Built Me (Columbia) 4716
KEITH URBAN/I'm In (Capitol) 4562

ASHLEY GEARING/What You Think About Us (Curb) 404 points, 172 spins
   No adds

LITTLE BIG TOWN/Kiss Goodbye (Capitol) 340 points, 158 spins
   4 ADDS: KIZN*, KMPS*, WGNE, WUSH

JEWEL/Ten (Valory) 319 points, 113 spins
   1 ADD: WIVK*

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

TRACY LAWRENCE
5th annual
“MISSION POSSIBLE”

Over the Past 4 Years “Mission Possible” has provided over 32,000 meals for the homeless and raised over $50,000 in funds for the Nashville Rescue Mission...

PLEASE JOIN US THIS YEAR!!
Tuesday, November 23rd
Nashville Mission Parking Lot
639 Lafayette Street
Nashville, TN
9:00AM-3:00PM
www.nashvillerescuemission.org
<table>
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<th>+/- Points</th>
<th>TW Plays</th>
<th>+/- Play</th>
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<td>ZAC BROWN BAND / A. JACKSON / As She's... (Southern Ground/Atlantic/BPG)</td>
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<td>TIM McGRAW / Felt Good On My Lips (Curb)</td>
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