CRS Voices Of Moderation: Finale

Country Aircheck’s tour of CRS 2011 panels via the Fab Five moderators concludes with input from Dan & The Charlies. No, not the ’70s Easy Listening group – it’s uber-exec Dan Halyburton, almost-Hall-of-Famer Charlie Cook and Emmis/Indy Veep Charlie Morgan.

• “Strengthening Partnerships Through Social Media With Radio P1s,” Thursday (3/3) at 2:30pm: “I really like the diversity of folks we have,” Halyburton says of the session, which features Show Dog-Universal’s Sloane Cavitt, Strategic Blend’s Michael Sloane, CMT’s Stephen Linn, Girllila’s Jennie Smythe and Broadjam’s Roy Elkins. “They’ll present a wide array of information, from strategy to execution. My sense is that artists came to use social media earlier than radio did because they had a more immediate need for that one-to-one relationship. It happened organically. How radio has been able to embrace those channels will be a primary subject. We’ll have perspective from people who’ve done it from within the industry, and also the view from outside our businesses. You will go home with practical, useable knowledge.”

• “Art Of War: Strategies For Offense And Defense,” Friday (3/4) at 10am: “Considering how much activity there’s been in the news over the last six months, if you just had Lee Abrams by himself on a panel you’d probably see significant attendance,” Halyburton says. “He’s an icon in the business who has always thought outside the box.”

(continued on page 4)
LADY ANTEBELLUM “HELLO WORLD”

ON THE HEELS OF THE BIGGEST SELLING COUNTRY ALBUM OF 2010 AND 5 GRAMMY'S®

#1 Males! (Ratethemusic)

Strong Female Passion @ Callout America
#6 Passion CORE 35-44 Females
#10 Passion Females 25-44

BIG Female Passion @ Bullseye Radiofeedback Online
#5 Passion Females 12+
#5 Passion Females 25-54
#5 Passion Females 35+

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TIME TO POWER UP THIS POWERFUL SONG!
Each made morning show changes during the past year. WKDF and WSM-FM are operating without day-to-day P&Ds. A big “what if” looming on the horizon is the possible Cumulus-Citadel merger that would put ‘KDF and ‘SM-FM under one roof, but that’s another story all together. Here’s a thumbnail of all three players:

- **WSIX**: When Gerry House permanently hung up his headphones in mid-December, ‘SIX went all-Christmas, a tactical palate cleanser of sorts that paid off with a Holiday PPM increase (4.8-4.9). Billy Greenwood shifted from middays to mornings in January, pairing with Karla Lawson, who previously handled traffic duties for House. Replacing Greenwood was a familiar Nashville voice, Dean Warfield, who had a 10-year run at the station back in the 90s. WSIX held steady in January, holding its 4.9 (6+), although it lost a sizeable amount of cume (44,700) from the Holiday book to January.

- **WKDF**: There was a morning show adjustment here too. Last year Marty McFly replaced David Reed and was paired with existing co-host Wylie Rose. PD Dave Kelly was already overseeing sister station WGKX/Memphis and soon took on KSCS/Dallas as well, relocating to the Big D by fall while continuing oversight of ‘KDF. APD Matt Bradshaw is currently minding the store but a PD search has been underway since December. After dipping 4.9-4.4 (6+) during the Holiday survey, WKDF rebounded nicely in January, posting a 4.7 and closing within 0.2 of WSIX with persons 6+.

- **WSM-FM**: Mornings were revamped in 2010, when market vet Rick Marino, newcomer Beth Brightwell and Ashley Mann were teamed. The station ditched its Wolf moniker in December, with Cumulus SVP/Programming Jan Jeffries explaining, “The legendary call letters used on FM have much more relevance in Nashville.” PD Russ Penuell exited Feb. 21 after less than a year at the post. Jeffries is currently handing programming chores while a search is underway, promising that “WSM is getting the same love and attention in what may be the most competitive Country market with three very good country stations vying for the largest slice of the ratings cake.” Right now, WSM-FM is the odd man out in that race, dipping 3.4-2.9 in January and has finished behind Gaylord’s Classic Country WSM-AM since PPM became currency last summer.

**Country Listeners Still “Very Satisfied”**

A solid 72% of P1 Country listeners are very satisfied with their current favorite Country station (up from 68% last year), and nearly half are unlikely to switch to a competitor, according to a preview of Albright & O’Malley’s sixth annual Roadmap 2011 study, to be presented March 1 in Nashville as part of their Pre-CRS Client Seminar. Personality morning shows are still vital, as 89% said that one “with a sense of humor that makes you laugh” would make them listen daily or as much as possible. Too much talk? Down from 20% to 17%. However, 79% also say it’s important that the station tells them...
the artists and titles, up from 76% last year; less than 2% say it’s not important. And 53% still think stations “repeat the same songs too much.” HD is dead in the water, but Country consumption on satellite/cable rose from 11% to 17%.

Industry News

Famed session keyboard player David Briggs will be saluted March 26 at the Country Music Hall of Fame and Museum series, Nashville Cats: A Celebration of Music City Musicians. The program is free with admission and to museum members.

Envision Radio Networks announces Grenax Broadcasting has signed VirtualNWS as the official weather service for its Prescott/Flagstaff AZ cluster, which includes Country KSED.

Don Wachsmith has been appointed Executive VP/Radio Sales for AdLarge Media.

Chart Chat

Congrats to Taylor Swift, Jack Purcell and the entire Big Machine promo team on landing this week’s No. 1 single, Swift’s “Back To December.” The song is her second chart-topper from Speak Now, joining lead single “Mine.”

The Week’s Top Stories:

Full coverage can be viewed in the archives at www.countryaircheck.com.

• Morris Communications/Salina, KS named Clarke Sanders OM and Chad Allen Asst. OM as Brian Jennings exits. (CAT 2/28)
• Nine North West Coast rep Dave Collins is leaving the label for a similar position with Skyville Records. (CAT 2/28)
• CBS Radio’s KNCI/Sacramento named Promotions Director Matt Vieira MD. (CAT 2/25)
• WKKT/Charlotte APD/MD Ryan Dokke joined Arista/Nashville as Mgr./Regional Promotion beginning Monday (2/28). (CAT 2/24)
• UMG/Nashville Sr. Directors/Artist & Media Relations Regina Stuve and Amber Williams exited the company. (CAT 2/24)
• SESAC Associate VP Scott Jungmichel was promoted to VP/Royalty Distribution & Research Services for the performing rights organization. (CAT 2/23)
“Don’t You Wanna Stay”
Jason Aldean with Kelly Clarkson
Just Now Kicking In

Rate The Music
#1 Persons 12+ • #1 Persons 25-54
#1 Persons 25-34 • #1 Persons 35-44
#1 Females in Every Cell!!!

BB 1 +571 sp +2.2 Mil Aud
CA/MB 3–2 +513 sp +1442 pts

CONVERT! CONVERT! CONVERT!

Thanks Country Radio for Jason’s 6th Number 1 Single
Curb’s Lee Brice gives an industry spin on the artist interview.

**What station did you listen to growing up?**
WCOS/Columbia, SC. I didn’t realize there were other radio stations. I fell asleep to it every night.

**Do you remember the first time you heard yourself on the radio?**
I was in a hot tub at like 2am at my ex-girlfriend’s house. We were having a party for somebody’s birthday. There were about five of us in the tub, and it was freezing cold outside. We had the radio going when “She Ain’t Right” came on. We were literally soaking it all in, looking up at the stars.

**Which regional is the worst driver?**
Eric Mellencamp. Of course, he’s a good driver, but he drives like a racecar driver. He winds around the cars every time he hits the gas. It’s a little nerve-wracking at times.

**What’s your go-to late night food stop?**
It’s either Wendy’s, Arby’s or McDonald’s, but that’s something that I’ve got to stop because I’ve got videos coming up.

**What’s the best reception you’ve ever gotten at a radio station or event?**
Mike Culotta from WQYK-FM/Tampa came on the bus during my first radio tour. I played him a few songs and he says, “Play me another.” So we end up playing him the whole album. Then he says, “I want to hear it again.” Then he said, “Well, what are y’all doing over the next few days?” He said he wanted to be a part of the beginning of my career, got on the bus the next morning and rode with me through Florida. He was a fan just that quick, and it was a real boost. He’s so respected. It blew my mind.

**What’s the craziest outfit you’ve seen at a meet-and-greet?**
A girl in some kind of leather Indian one-piece. It was basically one piece of cloth and she had nothing on under it. She was basically naked walking around with a leather-Indian-chaps, wig-wam-thing on, and that’s it. Half-naked Indian lady.

**What’s the best fan sign you’ve ever seen?**
The Brice Is Right.

**What’s the question you never want to answer again?**
What’s your favorite Christmas memory?

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**CRS Voices (continued from page 1)**
We’ll also have Kevin Christopher from Tyler/Oklahoma City, where the story of Jake-FM (KJKE) has been a real David-and-Goliath battle. And William Fletcher is a political operative who comes at tactics and strategies from a very different place. There will be some fireworks and fun, all in the aim of challenging people to do things in new ways. And I’m sure there will be a couple war stories along the way.

- **“Building Revenue With Social Media,”** Friday (3/4) at 3pm: “Figuring out how to use and put content to social media is one thing, but the real question is, ‘How do I make money with it?’” Halbyburton continues. “I really feel terrific about this panel and how Kissy Black, Bonneville’s Kim Grant and Hip Cricket’s Ivan Braiker will answer that question. The vast majority of consumers are carrying a cellphone in their pocket, and the most fundamental social outreach is text messaging. A lot of stations don’t even use the phone — everything is by text, and Ivan can talk about that connection. We’ll have a terrific, boots-on-the-ground perspective from Kim, who lives and breathes it and makes money for Bonneville. And Kissy has the metrics and data to give us volumes of context about how social media reaches people and how it makes money.”

- **“Do Good And Make Money: Developing Community Outreach Programs To Generate Revenue,”** Friday (3/4) at 10am: “It probably isn’t the sexiest title on the list, but for the people who come it will provide really good takeaways,” Morgan explains. “We’re bringing an actual client, Greg Fennig from Indianapolis Power & Light. They do actual JD Powers research to quantify how their customer satisfaction rates change when they do community service. He’ll be presenting that research, and it’s eye-opening. He’ll also give people the nuts-and-bolts of how to approach someone like him, how to get in those pockets, what works and doesn’t. We also have Nicole Freije from Emmis and Chele Fassig from WSOC/Charlotte to talk about radiothons from a station level. And the secret sauce will be looking at working with not-for-profits. It’s a lot to jam into 50 minutes.”

- **“Concerts: Connect The Dots Between Ratings, Revenue And Promotions,”** Friday (3/4) at 2pm: “Live Nation’s Brian O’Connell is headlining this one,” Morgan says. “Everyone deals with concerts locally, and Brian can speak to what approaches from radio get his attention, what won’t work and...
what he really doesn’t want people to bring to him. He has an incredible nationwide perspective. We’ve also got Tim Roberts from WYCD/Detroit, whose Downtown Hoedown is one of the most successful station-produced events in the country. He’ll bring actual examples of packages that have worked for the station, clients and listeners. And Natalie Conner from WXTU/Philadelphia will focus on some of the smaller shows they do – actionable steps that create revenue and are a win for newer artists.”

• “Normal People: From The Mouths Of The Consumer, Part II,” Thursday (3/3) at 2:30pm: “We’ll have three listeners from Nashville and, via Skype, one from Detroit and two from Kansas City,” Cook says. “I went to seven or eight PDs across the country and asked them to pretend they were going to sit down with their listeners and give me 10-15 questions they would ask. I’ll put together a list for this mini-focus group, and we’ll talk about everything: from the station stuff to how to connect with them, to their opinion of country music and its direction. We’ll talk about crossover artists, whether Tim McGraw doing a movie means anything to them and broader popular culture issues, as well.”

• “PPM: Pardon The Interruption,” Friday (3/4) at 11am: “Most people are at least familiar with the concept from the ESPN TV show,” Cook continues. “We’ll have Philippe Generali from Media Monitors, and Bill Rose and Gary Marine from Arbitron. I’ll guide them through a discussion of PPM without letting things get bogged down on any one topic. The maximum will be two-to-three minutes, so we should hit 15 to 25 topics concerning Arbitron and PPM. Can you let music speak for the station? Is it important to continue to brand? What are we learning about heavy listeners? How do you cultivate more of them? We’ll get into all of it, PTI-style.”

• “PPM: Lets Take A Look Under The Hood,” Friday (3/4) at 2pm: “Because the first session brings up a lot of questions that may require a longer discussion, this is where we’ll go in-depth with those same panelists,” Cook explains. “Now that PPM is in so many markets, there’s a lot to cover. And from my experience going from a PPM market now back to the diary, there are many things you learn about listeners in the real world of PPM that you can use in a diary situation. So this panel will have a lot of applicable programming concepts.”

• “Town Hall,” Friday (3/4) at 4pm: Finally, the Fab Five will gather for the last session. “We’ll hit the bigger themes, hotter issues and important topics, and we’ll get reaction from Sony’s Gary Overton,” Morgan explains. “He’s the fresh meat.” Mix in audience input and the perspective of moderators who’ve seen the entire scope of CRS 2011, and it’s another can’t-miss session. “There’s nothing shy about this group of moderators,” Halyburton says. “You can run, but you can’t hide.”
CRS 2011 After-Hours Guide

Where to be and when to be there – in a week that’s a blur under the best of circumstances, those simple notions of time and place become a real challenge. So those of you who are technophobes will appreciate this list of the goings-on – rip this page out and use it to guide you through the week. Those of you with smartphones should, if you haven’t already, download the official CRS 2011 app for iPhone, Android or BlackBerry.

**TUESDAY 3/1**

4-6pm
Jason Aldean Platinum Party
Terrazzo (700 12th Ave S)
*Invite Only*

8:30pm
BMLG & CMT Radio Network Event
Martina McBride, Justin Moore, Eli Young Band, Edens Edge
Cellar One
Shuttles at Renaissance & Hilton
*Invite Only*

10pm
Big Ride Ent: Marlee Scott
Cadillac Ranch (305 B’way)

**WEDNESDAY 3/2**

4pm-2am
Connections: CRS Private Bar
Renaissance Grand Ballroom

6pm
Artist/Attendee Welcome Reception
NCC Level 1

7:30pm
Music City Jam Sponsored by Bob Kingsley’s Country Top 40 honoring the Wounded Warrior Project
Blake Shelton
NCC Performance Hall

**THURSDAY 3/3**

4pm-2am
Connections: CRS Private Bar
Renaissance Grand Ballroom

5:15pm
Sony General Jackson Show & Dinner
Host: Gwyneth Paltrow; various artists
*Invite Only*

8pm
PCL Music Showcase
Cadillac Ranch (305 B’way)

8pm
Quarterback’s Guitars & Cigars
Big Shotz Bar (115 2nd Ave)

8:30pm
Average Joes Wild Night At WildHorse
Colt Ford, Corey Smith, Ira Dean, Josh Gracin, Sunny Ledfurd, JB and the Moonshine Band and guest DMC of Run DMC
Wildhorse Saloon (120 2nd Ave N)

10pm
Quarterback’s Guitars & Cigars
Big Shotz Bar (115 2nd Ave)

10pm
Sony Music Nashville Toga Party
Hard Rock Café (100 B’way)
CRS badge required

**FRIDAY 3/4**

4pm-2am
Connections: CRS Private Bar
Renaissance Grand Ballroom

8pm
CRS Bash At 12th & Porter
Lucy Angel, Anthony Smith, Jimmy Hall & Slow Motion Centerfold
Lucy Angel Bus & Limo priority transportaion

10pm
British Invasion Sponsored by Digital Rodeo
Cadillac Ranch (305 B’way)

**9:30pm**
WMN’s Motown Throwdown
Blake Shelton, John Rich, the JaneDear girls, James Otto, the Dirt Drifters, Brett Eldredge, Frankie Ballard, Gloriana, Uncle Kracker, Ty Stone, Craig Campbell, Jason Jones and special Motown guests
aVenue (120 3rd Ave S)
RSVP: wmgnash.rsvp@wmg.com

9:30pm
Capitol EMI Party
Darius Rucker, Little Big Town, Walker Hayes
Hard Rock Café (100 B’way)

10pm
Edgehill/Skytone Showcase
Leah Seawright
Renaissance Fisk Room

10pm
SDU: Incognito Bandito
Margaritaville (322 B’way)
Contact SDU rep for details

10:30pm
Stoney Creek: Thompson Square w/Ash Bowers
The Wheel (421 B’way)

**8pm**
PCL Music Showcase
Cadillac Ranch (305 B’way)

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**THURSDAY 3/3**

4pm-2am
Connections: CRS Private Bar
Renaissance Grand Ballroom

5:15pm
Sony General Jackson Show & Dinner
Host: Gwyneth Paltrow; various artists
*Invite Only*
January 2011 PPM Scoreboard

Country radio enjoyed a tremendous rebound in the January PPM (Jan. 6-Feb. 2), with 6+ share gainers leading decliners 65-25, with three stations unchanged—a 69.9% improvement ratio. The recovery came after four consecutive months when more Country stations lost than added share. Want further rebound proof? Of the 37 occasions in PPM history when a Country station has added a full share or more in one month, 15 (41%) have occurred immediately after the Holiday book.

Congratulations to the “Book of the Month” Club winner, Greater Media’s WKLB/Boston, whose 4.7-7.1 leap was not only the largest of January, but also represented the single biggest one-month share increase ever generated by any Country station since PPM began nearly four years ago. Also generating exceptional one-month gains in January were KNIX/Phoenix (3.4-5.5, No. 2 jump all-time), KASE/Austin (6.8-8.6, No. 3) and WPAG/Greensboro (6.0-7.7, tied for fourth). Stations setting new share records included WMZQ/Washington, WKLB, KNIX, WOGI/Pittsburgh, KKGQ/Los Angeles (in Riverside), KBEQ/Kansas City, Classic Country WZBK-FM/Milwaukee, WKMK/Monmouth (in Middlesex) and WQIK/Jacksonville.

Legend: A “+” indicates a Classic Country outlet, a “-” designates Country stations in the same market owned by a single operator, a “t” indicates

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**Station/City** | (Rank) **January ’11** | (Rank) **Holiday ’10** | (Rank) **January ’11** | (Rank) **Holiday ’10**
--- | --- | --- | --- | ---
WKHX/Atlanta | 4.2 (10) | 4.5 (8t) | 662,100 (13) | 722,100 (11)
WUBL/Atlanta | 3.5 (12) | 3.2 (14t) | 661,500 (14) | 687,400 (12)
KASE/Austin^ | 6.8 (3) | 8.6 (2) | 360,400 (4) | 384,300 (4)
KVET-FM/Austin^ | 4.1 (11) | 4.6 (9) | 280,100 (9) | 286,600 (7)
WPOC/Baltimore | 6.9 (3) | 7.0 (3) | 487,500 (5) | 450,400 (5)
WKLB/Boston | 4.7 (7) | 7.1* (3)^ | 719,000 (12) | 742,300 (8)^*
WSOC/Charlotte | 7.4 (2) | 8.1 (1) | 524,900 (5) | 466,500 (6)
WKXT/Charlotte | 6.6 (5t) | 6.7 (4) | 505,300 (6) | 490,600 (5)
WUSN/Chicago | 3.1 (2) | 3.9 (17) | 1,054,400 (13) | 1,082,100 (13)
WUBE/Cincinnati|^ | 6.3 (3) | 7.3 (2) | 443,200 (7) | 455,500 (7)
WGYT/Cincinnati|^ | 0.8 (24) | 1.0 (21) | 118,800 (21) | 113,900 (19)
WPFB/FM/Dayton (Cincinnati Arbitron) | 1.0 (22) | 0.6 (22) | 130,800 (18) | 105,200 (20)
WQMX/Akron | 5.6 (8) | 5.9 (9) | 351,000 (9) | 384,500 (7)
WQMX/Akron | 1.0 (21t) | 0.9 (23) | 131,700 (17) | 102,000 (18)
WKKY/Geneva, OH | 4.7 (7) | 4.9 (8t) | 364,000 (13) | 385,600 (8)^*
WGNE/Jacksonville | 6.0 (5t) | 7.7 (4) | 259,200 (8) | 261,200 (8)
WYCD/Detroit | 4.7 (5) | 5.5 (2) | 769,000 (11) | 778,100 (9)
KWOF/Denver | 2.3 (18t) | 2.4 (19) | 279,300 (17) | 280,600 (17)
KYGO/Denver | 4.1 (7) | 4.9 (4t) | 487,500 (9) | 521,000 (7)
KSCS/Dallas | 3.1 (11t) | 3.0 (11t) | 830,100 (13) | 813,000 (13)
KXOB/Denver | 1.1 (21t) | 1.4 (21) | 364,000 (13) | 385,600 (8)^*
KXOB/Denver | 5.2 (9) | 5.5 (7) | 232,100 (9) | 261,200 (8)
KUBL/Salt Lake City | 4.5 (6) | 4.7 (6) | 376,500 (8) | 404,800 (5)
WPEN/Greensboro | 6.0 (5t) | 7.7 (4) | 259,200 (8) | 261,200 (8)
WFUS/Tampa | 3.3 (14t) | 4.0 (11) | 240,000 (13) | 267,000 (13)
WQYK/FM/Tampa | 4.5 (6t) | 4.3 (9t) | 472,400 (10) | 463,100 (9)
WOFH/Pittsburgh^ | 0.8 (22t) | 0.6 (28) | 55,000 (31) | 53,200 (29)
WRSU/Pittsburgh^ | 1.6 (18t) | 1.2 (20t) | 135,000 (16) | 135,000 (16)
KCVK/Denver | 4.2 (10) | 4.7 (6) | 279,300 (17) | 280,600 (17)
KSCS/Dallas | 3.1 (11t) | 3.0 (11t) | 830,100 (13) | 813,000 (13)
WYCD/Detroit | 4.7 (5) | 5.5 (2) | 479,800 (9) | 521,000 (7)
WKQA/Dayton | 2.1 (18) | 2.1 (18) | 138,100 (18) | 144,200 (17)
WMZQ/Washington | 3.5 (10) | 4.4 (5t) | 752,200 (16) | 673,300 (14)
WKLB, KNIX, WOGI/Pittsburgh, KKGQ/Los Angeles (in Riverside), KBEQ/Kansas City, Classic Country WZBK-FM/Milwaukee, WKMK/Monmouth (in Middlesex) and WQIK/Jacksonville.

February 28, 2011

Country Aircheck Weekly

Page 9
“KEEP IN MIND”

New

KNCI  WEZL  WYNK

Major spins at WCTK 34x  WNCY 33x
  KHKI 29x  KJUG 27x  WCTO 25x
  KFKF 22x  KFRG 21x  WGNE 21x
  WXBQ 20x  KUPL 19x  KBEQ 18x  WKIS 16x
  WQDR 16x  WQBE 16x  KJLY 15x

BB/BDS: 35*
CA/MB: 37
BB Indicator 29*

AARON LEWIS
Country Boy
Debut BB: 58*

On
KMLE WFUS KFRG WBCT WPCV
KCYE KNTY KUBL WMKM
KUPL KSOP WTGE KIXZ

New
WXTU WYCD DGHC

FEATURING
AARON LEWIS • LoCASH
COWBOYS • JEFFREY STEELE
RIVERS RUTHERFORD

WEDNESDAY MARCH 2 @ 4PM
Nashville Convention Center Rooms 204-205
HOSTED BY BOB KINGSLEY

STROUD AVARIOUS RECORDS PRESENTS
KCRS LIVE!
DON’T MISS THIS!
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<td>KENNY CHESNEY/Live A Little (BNA) ✓</td>
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<td>670</td>
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<td>4.63</td>
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</table>

Airborne indicates songs that have reached airplay on 60% of the Country Aircheck/Mediabase reporting panel. ✓=Top 5 point gainers.

So many first week adds that Charlie Monk is going to have to use his reading glasses!

Thanks for the great start and look for Frankie EVERYWHERE at CRS!

FIRST WEEK ADDS!
KCCY, KDRK, KIXZ, KNTY, KSOP, KUPL, KZSN, WGGY, WITL, WIWF, WMAD, WTEG, WUSH, WWQM, WXBP, WIVK, WKSF, WTNR, KATC, KUBL, KIZN, KBUL, KEELY, KAJA, WBCT, KHKI, WKMK, KWNR

February 28, 2011
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<th>Total Plays</th>
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<td>UNCLE KRACKER F/KID ROCK/Good To... (Atlantic/Top Dog/BPG)</td>
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<td>TROY OLSEN/Good Hands (EMI Nashville)</td>
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<td>RANDY MONTANA/1,000 Faces (Mercury)</td>
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<td>KATIE ARMIGER/Best Song Ever (Cold River)</td>
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<td>LEANN RIMES/Crazy Women (Curb)</td>
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<td>-0.09</td>
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Debut 46 | TOBY KEITH/Somewhere Else (Show Dog-Universal) | 692 | 513 | 249 | 190 | 1.6 | 1.23 | 40 | 27 |

Debut 47 | TIM MCGRAW & GWYNETH PALTROW/Me And... (Curb/RCA) | 585 | 351 | 187 | 123 | 1.23 | 0.74 | 29 | 7 |

Debut 48 | DAVID NAIL/Let It Rain (MCA) | 498 | 44 | 225 | 23 | 0.63 | 0.1 | 39 | 4 |

Debut 49 | ERIC CHURCH/Homeboy (EMI Nashville) | 487 | 294 | 172 | 107 | 1.03 | 0.48 | 27 | 13 |

49 50 | GRETCHEN WILSON/I'd Love To Be Your Last (Redneck) | 433 | -29 | 179 | -14 | 0.78 | -0.01 | 20 | 2 |

Airborne indicates songs that have reached airplay on 60% of the Country Aircheck/Mediabase reporting panel. ✔=Top 5 point gainers.

Holy's Comet. Showing signs that when it Hits – It will Hit BIG!

Steve Holy
“Love Don't Run”

CA 39 BB 40

NEW THIS WEEK: KRTY, KAJA, WAMZ, WYRK, WDXB
PHONES ALREADY AT: WGH, WSLC, WGYY, KXKT, WPUR, WHWK

Research #12 Overall - KHKI

Proudly promoted by New Revolution Entertainment
Country Aircheck Add Leaders

CHRIS YOUNG/Tomorrow (RCA) 43
TOBY KEITH/Somewhere Else (Show Dog-Universal) 27
JUSTIN MOORE/If Heaven Wasn’t So Far Away (Valory) 18
KENNY CHESNEY/Live A Little (BNA) 17
FRANKIE BALLARD/A Buncha Girls (Warner Bros./WMN) 15
ERIC CHURCH/Homeboy (EMI Nashville) 13
KEITH URBAN/Without You (Capitol) 9
TIM MCGRAW & GWYNETH PALTROW/Me And... (Curb/RCA) 7
JOSH KELLEY/Georgia Clay (MCA) 6
REBA/If I Were A Boy (Starstruck/Valory) 6
STEVE AZAR/Hard Road (Ride) 6

Country Aircheck Top Point Gainers

KENNY CHESNEY/Live A Little (BNA) 1959 ✔
TAYLOR SWIFT/Back To December (Big Machine) 1941 ✔
JASON ALDEAN & KELLY CLARKSON/Don’t... (Broken Bow) 1442 ✔
THOMPSON SQUARE/Are You Gonna Kiss...(Stoney Creek) 1241 ✔
RONNIE DUNN/Bleed Red (Arista) 1233 ✔
MIRANDA LAMBERT/Heart Like Mine (Columbia) 1232 ✔
KEITH URBAN/Without You (Capitol) 1204 ✔
BRAD PAISLEY/This Is Country Music (Arista) 939 ✔
JOSH KELLEY/Georgia Clay (MCA) 900 ✔
LADY ANTEBELLUM/Hello World (Capitol) 846 ✔

Country Aircheck Top Spin Gainers

TAYLOR SWIFT/Back To December (Big Machine) 672 ✔
KENNY CHESNEY/Live A Little (BNA) 670 ✔
JASON ALDEAN & KELLY CLARKSON/Don’t... (Broken Bow) 513 ✔
KEITH URBAN/Without You (Capitol) 433 ✔
THOMPSON SQUARE/Are You Gonna Kiss...(Stoney Creek) 399 ✔
MIRANDA LAMBERT/Heart Like Mine (Columbia) 388 ✔
RONNIE DUNN/Bleed Red (Arista) 379 ✔
JOSH KELLEY/Georgia Clay (MCA) 285 ✔
LADY ANTEBELLUM/Hello World (Capitol) 274 ✔
BRAD PAISLEY/This Is Country Music (Arista) 260 ✔

Activator Top Point Gainers

KENNY CHESNEY/Live A Little (BNA) 2829 ✔
RONNIE DUNN/Bleed Red (Arista) 1928 ✔
TOBY KEITH/Somewhere Else (Show Dog-Universal) 1332 ✔
KEITH URBAN/Without You (Capitol) 1274 ✔
MIRANDA LAMBERT/Heart Like Mine (Columbia) 1233 ✔
LADY ANTEBELLUM/Hello World (Capitol) 1171 ✔
THOMPSON SQUARE/Are You Gonna Kiss...(Stoney Creek) 1082 ✔
JUSTIN MOORE/If Heaven Wasn’t So Far Away (Valory) 1015 ✔
BAND PERRY/You Lie (Republic Nashville) 993 ✔
ZAC BROWN BAND/Colder... (Southern Ground/Atlantic/BPG) 897 ✔

Activator Top Spin Gainers

KENNY CHESNEY/Live A Little (BNA) 448 ✔
RONNIE DUNN/Bleed Red (Arista) 303 ✔
KEITH URBAN/Without You (Capitol) 217 ✔
LADY ANTEBELLUM/Hello World (Capitol) 214 ✔
TOBY KEITH/Somewhere Else (Show Dog-Universal) 196 ✔
MIRANDA LAMBERT/Heart Like Mine (Columbia) 183 ✔
BAND PERRY/You Lie (Republic Nashville) 169 ✔
ZAC BROWN BAND/Colder... (Southern Ground/Atlantic/BPG) 165 ✔
JUSTIN MOORE/If Heaven Wasn’t So Far Away (Valory) 161 ✔

Video Adds

CMT
BAND PERRY/You Lie (Republic Nashville)
REBA/If I Were A Boy (Starstruck/Valory)
SARAH DARLING/Something To Do With Your Hands (Black River)

CMT PURE
ADELE/Rolling In The Deep (Columbia)
CARTER'S CHORD/A Little Less Comfortable (Show Dog-Universal)
JB AND THE MOONSHINE BAND/Perfect Girl (Average Joes)
BAND PERRY/You Lie (Republic Nashville)
REBA/If I Were A Boy (Starstruck/Valory)

GAC
BAND PERRY/You Lie (Republic Nashville)
REBA/If I Were A Boy (Starstruck/Valory)

Edens Edge

Get to know Hannah, Cherrill & Dean this week during the CRS Artist/Attendee Reception on 3/2 at 6pm

On Play MPE now
ON YOUR DESK THIS WEEK
Official add/impact date March 28TH

Click Here to go behind the scenes!
Country Aircheck Activity

LEANN RIMES/Crazy Women (Curb)
Moves 45-45; 717 points, 256 spins
No adds

TOBY KEITH/Somewhere Else (Show Dog-Universal)
Debuts at 46*; 692 points, 249 spins
27 ADDS including: KCCY, KKXI*, KMDL, KMLE*, KMP*, KRST*, KRTY, KSSN, KYGO, WBBS

TIM MCGRAW & GWYNETH PALTROW/Me And Tennessee (Curb/RCA)
Debuts at 47*; 585 points, 187 spins
7 ADDS: KBEQ, KZSN, WCKT, WGNE, WIWF, WOGK, WXCY

DAVID NAIL/Let It Rain (MCA)
Debuts at 48*; 498 points, 225 spins
4 ADDS: KYGO, WGAR, WSCL, WTGE

ERIC CHURCH/Homeboy (Capitol)
Debuts at 49*; 487 points, 172 spins
13 ADDS including: KIXZ, KKBQ*, KNTY, WITL, WIWF, WKKT, WKXC, WMIL, WPAW, WQHK

GRETCHEN WILSON/I’d Love To Be Your Last (Redneck)
Moves 49*-50; 433 points, 179 spins
2 ADDS: WBUL, WIWF

WALKER HAYES/Why Wait For Summer (Capitol)
414 points, 155 spins
4 ADDS: KBEQ, KCCY, KUPL, WDXB

JOEY + RORY/That’s Important To Me (Vanguard/Sugarhill/BPG)
410 points; 149 spins
2 ADDS: WKX, WUSB

ELI YOUNG BAND/Crazy Girl (Republic Nashville)
403 points, 103 spins
2 ADDS: KNTY, WGH

Country Aircheck Top Recurrents

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Points</th>
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<td>KENNY CHESNEY/Somewhere With You (BNA)</td>
<td>10019</td>
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<tr>
<td>CHRIS YOUNG/Voices (RCA)</td>
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<tr>
<td>TIM MCGRAW/Felt Good On My Lips (Curb)</td>
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<tr>
<td>KEITH URBAN/Put You In A Song (Capitol)</td>
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<td>ZAC BROWN BAND/A.JACKSON/As... (Southern Ground/Atlantic/BPG)</td>
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<td>JASON ALDEAN/My Kinda Party (Broken Bow)</td>
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<td>RASCAL FLATTS/Why Wait (Big Machine)</td>
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<td>DARIUS RUCKER/Come Back Song (Capitol)</td>
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<td>RODNEY ATKINS/Farmer’s Daughter (Curb)</td>
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<td>BAND PERRY/If I Die Young (Republic Nashville)</td>
<td>4110</td>
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Country Aircheck Activity

HARTERS/If I Run (BPG)
391 points; 181 spins
2 ADDS: KATC*, WRBT

JAMEY JOHNSON/Heartache (Mercury)
315 points, 134 spins
No 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>
<thead>
<tr>
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<th>TW</th>
<th>Artist/Title (Label)</th>
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