Honing Your Social Habit

Which is easier for you to remember: what you had for dinner last night, or how many times per day you check your social media site? Before you answer, note that accessing social media is now considered an everyday activity.

According to the just-released Social Habit study conducted by Edison Media Research, 52% of Americans have a profile on one or more social networks. Facebook leads the way, with 51% of Americans 12+ using it. Even though Twitter is just as familiar (92% to FB’s 93%), it lags far behind in usage at just 8%.

Regardless of one’s social media preference, we’re all constantly updating. The Edison study says 46 million Americans check in “several times every day.” You might think this is limited to a quick, in-office desktop sneak peek, but Edison’s poll says 64% of frequent users have used a mobile phone to update their status.

Radio went to the bank with the famous liner, “At work, at home or in the car.” Now, social media are horning in on that claim, despite the vehicular safety issues. The Edison study continues: “Amongst those who do follow brands, products or companies on social networks, 80% indicate that Facebook is the network they use the most to connect with companies.”

That revelation certainly seems to be stepping on the toes of radio, and thus may explain why media and technology expert Shelly Palmer told CRS 2011 attendees to “get out of the web business and get a really good Facebook page.”

(continued on page 8)
New TOBY KEITH single...
MADE IN AMERICA

Watch Toby debut “Made In America” at the top of the CMT Awards Show, Wednesday night 7pm CDT
Available Via PLAY MPE, Thursday, June 9, 6am CDT

Contact Your SDU Rep for a Song Preview

FOR IMMEDIATE AIRPLAY

WWW.TOBYKEITH.COM  ★  WWW.SDUMUSIC.COM
Aircheck spoke with both to get an idea of how well they’ve been briefed on what’s to come.

“From what I’m hearing, I’ve gotten a lot of support thus far,” McCreery says regarding his single’s launch. With 44 adds today, he’s right on target. “They tell me I’m the highest debut new artist in 20 years, and I really appreciate that support. I know there are a couple who aren’t on the bandwagon, but it’s my job to get out there, put out good music and win them over.”

Assertions that today’s youth are a radio-free generation don’t ring true to the 17-year-old. “I grew up listening to WQDR/Raleigh every day,” he says. “Driving to school or back home, I’m not a big CD or plug-in-the-iPod guy. Radio is the best place to hear new music.”

This will be his first trip to Music Fest, though he’s certainly aware of it. “I was trying to go last year,” he says. “A friend of mine from middle school was going, and I watched it all on TV. It’s going to be an amazing experience. When I think that I was bagging groceries three months ago, it’s pretty humbling to get this chance.”

Like McCreery, Alaina says the schedule has been so overwhelming that there hasn’t much opportunity to look ahead. “I don’t really know much about what we’ll be doing with radio,” she admits. “We’ve been so busy finishing up with the show and doing press. I’m told I’m No. 40 on the charts, which is cool. Some people work their whole lives and don’t get that opportunity.”

The northern Georgia native’s hometown station WUSY/Chattanooga, TN was very supportive of Alaina’s run on the show. “They held listening parties, and I got to go to the station when we came home for a visit. We did an interview with them, and that was the first time I heard my song on the radio.”

McCreery had a slightly better idea what a “radio remote” was, though both will likely have a much stronger grasp on the relationship between radio and country artists following this week’s crash course.

“Play It, Say It” Nuts & Bolts

In a memo to all current-based stations last month, CBS Radio President/CEO Dan Mason mandated a “play it, say it” policy on new music, an initiative he described as “an effort to personalize and drive sales of the product.”

Two weeks later, that policy is being implemented. CBS

Radio VP/Country and KMLE/Phoenix PD Jeff Garrison tells Country Aircheck a mix of produced and jock-implemented back-announces will be used. Not surprisingly, the reaction from the music community has been favorable. “Everyone I’ve talked to loves it,” Garrison says.

KILT/Houston PD Mark Adams points to various tactics for executing the initiative. “Whenever I can, I’m utilizing artist audio into produced opens for many of our news and currents,” he explains. “We’re in the process of incorporating listener elements that accomplish the same goals, and we ensure there are always front and/or back-sell positions in the clocks so the on-air personalities are hitting artist/title live.”

Even before the memo, CBS outlets KMPS/Seattle and WUSN (US99)/Chicago were using production elements to intro new music. US99 MD Marci Braun says that, like KILT, her clocks are built to accommodate song/artist intros. “Our talk breaks in the hour are around heavy, medium and lights to familiarize them, so when we go to research it, people know
what it is. We also have quick sweepers identifying who they are. Then the jock comes on and reiterates the song title.”

Adkins says the live jock is one of the most important components. “Passion is infectious. There’s nothing wrong with getting excited about a new song from Zac Brown Band or whomever and sharing that enthusiasm with the listeners.”

Adkins Fire: Tragedy Averted

The good news for Trace Adkins and family in their house fire Saturday (6/4) is that injuries were averted. Adkins was flying to Alaska to fish prior to shows Wednesday (6/8) Thursday (6/9) and returned to Nashville immediately, according to the Anchorage Daily News. The paper also reports that Adkins’ band and crew remained in Alaska and that the singer is expected back for the shows.

Reports pin the fire on an overheated or loose connection on a power strip in the home’s garage. And in the small-world department, the nanny for Trace and Rhonda Adkins is Lindsi Weaver, granddaughter of promotion vet Anne Weaver. “I’m so proud of her for keeping her head and getting the kids out of the house,” Anne tells Country Aircheck. “She called 911, then had the presence of mind to take a picture of the fire with her iPhone. The investigators said she got the first piece of it, and that was helpful to them in their investigation. The fire chief gave her a commendation, but she said she didn’t do anything special. She just saw the fire, ran to the kids and pushed them out the front door and up to the cul-de-sac, dialing 911 as she ran. Needless to say, we are all so thankful everyone got out safely and so sorry about the loss of their house.” Country Aircheck seconds that sentiment. Our hearts go out to the Adkins family.

Paisley Wetter, Wilder, Closer

Brad Paisley opened his H2O II: Wetter & Wilder World Tour Friday in Virginia Beach, VA and WGH/ Norfolk PD John Shomby was there. “The Water World extras – the boat simulator, slip ’n slide, dunk tank, and the rest – were only distractions to most of the crowd,” he tells Country Aircheck. “They were most interested in the music, the merchandise, food and drink, of course.”

Shomby calls Wetter & Wilder “even better than last year.” He reports, “I won’t give away the start, but he does create an interesting distraction as an opening ‘curveball’ for the audience. His use of video with a mix of animation, recorded video and photographs has gotten even more noticeable and entertaining. Blake Shelton popped on for the duet ‘Don’t Drink The Water’ from Brad’s new album.

June 6, 2011

Country Aircheck Weekly
Page 4
WELCOME TO CMA MUSIC FESTIVAL 2011!

THE BIG MACHINE LABEL GROUP
HEATING UP THE AIRWAVES!

#4 TAYLOR SWIFT / "MEAN" (BIG MACHINE)
#5 THE BAND PERRY / "YOU LIE" (REPUBLIC)
#7 JUSTIN MOORE / "IF HEAVEN WASN'T SO FAR AWAY" (VALORY)
#8 RASCAL FLATTS / "I WON'T LET GO" (BIG MACHINE)
#16 MARTINA MCBRIDE / "TEENAGE DAUGHTERS" (REPUBLIC)
#23 STEEL MAGNOLIA / "LAST NIGHT AGAIN" (BIG MACHINE)
#24 ELI YOUNG BAND / "CRAZY GIRL" (REPUBLIC)
#31 BRANTLEY GILBERT / "COUNTRY MUST BE COUNTRY WIDE" (VALORY)
#39 EDENS EDGE / "AMEN" (BIG MACHINE)
#44 REBA / "WHEN LOVE GETS A HOLD OF YOU" (VALORY)
#49 SUNNY SWEENEY / "STAYING'S WORSE THAN LEAVING" (REPUBLIC)

THANK YOU COUNTRY RADIO!

CONGRATS ON THE BIG INDY 500 WIN!
SUNNY SWEENEY
THE FOLLOW UP TO HER
TOP 10 DEBUT SINGLE
“STAYING’S WORSE THAN LEAVING”

“Everyone should be playing this song...it’s a hit!”
- Nate Deaton / GM-KRTY, San Jose

“Great song, fantastic voice, and one of the most love-a-BULL artists out of Nashville in years.”
- Lance Houston / APD-WUBL, Atlanta

“I think if she keeps sending us music like this and ‘From A Table Away,’ we’ll be playing her music for a long time.” - Buzz Jackson / PD-KIIM, Tucson

“We love Sunny Sweeney at 97 Country! ‘From A Table Away’ did exceptionally well for us, so we were good to go with ‘Staying’s Worse Than Leaving.’ Sunny combines pure country vocals with fresh contemporary production values, which is the perfect combination for us.” - Mike James / PD-WPCV, Lakeland

“Sunny Sweeney sounds so good on the radio. Her unique voice and sound really stands out. She is quickly becoming a favorite for KXXT and our listeners.” - Erik Johnson / PD-KXXT, Omaha

“The song in particular, and Sunny's voice in GENERAL just have something indescribably cool!”
- Mark McKay / MD-WGH, Norfolk

“Sunny is so incredible — singer-songwriter-entertainer, and this single is amazing! LOVE IT!”
- Debby Turpin / PD-KSOP, Salt Lake City
“Brad’s stage is huge now, complete with a walkway that covers the orchestra section. Plus, he had a second small stage back in the cheap seats facing the lawn where he did about a 15-minute performance. He put himself a lot closer to the audience in all instances. He also did some excellent visuals with the beginning and with the song ‘Water’ that created some interesting optical illusions – something he expanded on from last year.

Radio News
Cumulus CEO Lew Dickey, CBS Radio President/CEO Dan Mason, Hubbard Radio CEO Bruce Reese and Radio One CEO Alfred Liggins III will appear during the NAB/RAB’s “Leadership Breakfast: A Discussion about Radio’s Future” event at the Radio Show at 7:30am, Sept. 16 at the Hyatt Regency Chicago. Details at www.radioshowweb.com. Mississippi Broadcasters, led by President Clay Holladay, is buying five Meridian, MS-area stations from Clear Channel. The properties include 100-kw Country WMSO. Price was not disclosed. The deal was brokered by Media Services Group, which also assisted in Houghton Community Broadcasting’s closing of its purchase of 6-kw Class C Country WHKB (K-Bear 102)/Houghton, MI from Heartland Communications Houghton License. The $535,000 deal includes two other stations. Envision Radio Networks’ The Country Oldies Show is expanding to three hours beginning with the week of July 4. The growth marks the 17th anniversary of the show’s launch. For more information, contact Matt Wardlaw here.

Chart Chat
Congrats to Keith Urban, Steve Hodges, Shane Allen and the Capitol/Nashville promotion staff on landing Urban’s “Without You” at No. 1 this week.

Artist News
Dierks Bentley (with Booker T. Jones), Lady Antebellum and Keith Urban (with John Fogerty and Jones) are among the artists featured on A MusiCares Tribute To Neil Of the record: Craig Cambell

Craig Cambell
Bigger Pictures’ Craig Cambell puts an industry spin on the artist interview: When was the first time you heard yourself on the radio? I was coming back to Nashville with my promotion guy and we had lost signal with our Atlanta station. We flipped over to WUSY/Chattanooga, and “Family Man” came on within the first five minutes. At first, I didn’t recall putting that CD in, then it hit me that it was on the radio. We turned it up, started singing along and jammed out. To this day, I still get that same feeling.

What station did you grow up listening to? WLYU/Vidalia-Lyons, GA. They played older country and what was current at the time, like the Class of ’89.

Which regional is the worst driver? All of them. What makes them bad is the fact that they’re really good at their job. They’re always on the phone, emailing, texting and driving at the same time. But that just shows them how awesome they are.

Who is the best multi-tasker? Jack Christopher. He can be talking on the phone, getting a dip of chew, driving, looking at his GPS and getting a bottle ready to spit in at the same time. At first, I thought, “Oh my god, he’s going to kill us.” But we’re still here. We’re all alive.

What truck stop food tempts you? The rolling taquitos that you dip in that nasty cheese sauce. I love it.

Who have you connected best with at radio? Mark Medina from KNIX/Phoenix. He’s been a big fan of mine from the get-go. He’s got a daughter, as well. He was telling me about the first time she slept overnight at her grandma’s house. They were a little apprehensive. At about 9:30pm, his mother-in-law calls and says, “I can’t get this girl to sleep. She keeps saying, ‘Family Man’ over and over.” He had forgotten to tell her that he sings “Family Man” to her every night before she goes to sleep.

Young concert DVD and Blu-ray disc. Proceeds will benefit MusiCares. More here.

Stealing Angels will embark on an American Humane Society awareness tour June 9 in Washington, DC. The Red Star Rescue Rig will also be stationed at tour stops. Make a $10 direct donation by texting PROTECT to 85944. More here.

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**The Week’s Top Stories:**

Full coverage at [www.countryaircheck.com](http://www.countryaircheck.com).

- Clear Channel/Atlanta OM Dan Persigehl, who doubled as PD for WUBL (The Bull), exited. Bull APD/MD/Afternoon personality Lance Houston has been named interim PD while an OM search is conducted. (CAT 6/3)

- Clear Channel’s KWNR/Las Vegas PD Cary Rolfe resigned his position and will be leaving Country radio. Rolfe promises an announcement about his future this week. (CAT 6/3)

**Honing Your Social Habit** *(continued from page 1)*

So we asked three digital media experts to provide a few actionable steps for improving the interactive potential of their station database marketing:

**Emmis Interactive Co-President Deb Esayian:** “Prepare your touch points intelligently, whether it’s cracking the mic, tweeting or posting on FB. In other words, we have to program these things. What I think feels uncomfortable to people is that we’re good at programming audio, but we may not be so good at programming new media yet.

“PDs: Work with your jocks to build a social networking strategy that fits their style. Not everyone wants to blog. The jock’s obligation to the station is to have a plan orchestrated by the PD so that it all makes sense and is cohesive.”

**Girlilla Marketing founder Jenny Smythe on tweeting:** “It can’t be mandated. If you have something interesting to say, say it. If you have good content or a great giveaway, maximize it. But just like they found out that going on the air with white noise doesn’t work, it’s true for Twitter, too.

“When it comes to email databases, people think, ‘We have to have a regular newsletter.’ No you don’t. If you can’t think of three important things to talk about that are of interest, don’t send one. From my experience, an email database and a mobile database is the most valuable metric I have. But it’s not the amount of people, it’s about the ones sticking around and opening.

**Direct Marketing Results COO/Radio Andrew Curran:** “Talk about the things they’re doing when they’re not listening.

The more you’re able to understand and know the audience, the better you’re going to craft messages and the more effective they’ll be for advertisers.

“There are so many competing offers and half of them don’t even apply to listeners. I think having a personalized, relevant message starts with a deeper understanding of things about a listener’s lifestyle – not just that she’s a soccer mom, for example – that you can tap into and inspire.”

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**Check Out**

**Ronnie Dunn** Ronnie Dunn (Arista)

His post-Brooks & Dunn solo debut is self-produced, with nine of 12 songs written or co-written by Dunn. Having waited so long to make my own album and exactly say what I wanted to say, I think I became obsessed with making every song here really count,” he says. Andrew Dorff and Tommy Lee James co-wrote the lead single “Bleed Red.” Other writers include Craig Wiseman, David Lee Murphy, Maile Masajon and Jeremy Stover.

**Randy Travis** Anniversary Celebration (Warner Bros.)


**The Grascals** Dance ‘Til Your Stockings Are Hot And Ravelin’ (A Tribute To The Music Of The Andy Griffith Show (BluGrascal/Saguaro Road)

The Grascals’ original Andy Griffith Show-inspired tune “Boy, Giraffes Are Selfish” closes the seven-track EP, which features songs made popular by the series. “Dooley,” “Boil Them Cabbage Down,” “Stay All Night (Stay A Little Longer)” and “Ol’ Joe Clark” are among the titles.

**SOURCE** proudly congratulates the 2011 recipients of the SOURCE Award

Roberta Edging • Millie Kirkham • Barbara Orbison • Evelyn Shriver
Janice Erickson Wendell • Georgia Twitty Chellman, posthumously

**Awards Presentation:**

Thursday, August 25, 2011
At the Noah Liff Opera Center
Nashville, TN

Sponsorship and advertising opportunities are available by contacting Margie Hunt at mhuntmusicservices@comcast.net

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CMA Music Festival Schedule

Here’s a day-by-day listing of festival events. A more detailed schedule can be found at cmafest.com.

Tuesday, June 7

Noon: Aristo Global Show 2011
The McCrays, High Valley, Brett Kissel, Ryan Laird, Mike & Ashley, Craig Morrison, Six Kingdoms, Sherreé Austin, Be Bop, Bosom, Ash-Bows, Crystal Bowerson, Lee Brice, Carter’s Chord, David & Vincent, Sarah Darling, Billy Dean, Dirt Orphans, Elly Young Band, Tyler Farr, Ashley Griggs, Andy Griggs, The Hurters, Walker Hayes, & His County, Ty Herndon, JT Hodges, Buddy Jewell, Jason Jones, LoCash Cowboys, Lunabelles, Miss Willie Brown, The Oak Ridge Boys, Urban Jeep

7pm: Tuesday Night Opry
Lady Antebellum, Carrie Underwood, Martina McBride, The Oak Ridge Boys, Joe Nichols, Grand Ole Opry House (2804 Broadway Drive)

8pm: Music City Gives Back
Rudney Allens, John Thompson, Thompson Square (Lower Broadway)

8pm: Country Weekly Fashion Show & Concert
Joe Nichols, Steel Magnolia, Joey + Rory, Darryl Worley, Randy Rogers Band, Steel Magnolia, Sammy Kershaw, Neal McCoy, Craig Morgan, James Otto, Jake Owen, Durango Acoustic Corner (Grand Ole Opry House (2804 Broadway Drive))

Wednesday, June 8

7:45am: 4th Annual GAC Kick-Off Breakfast
Lee Ann Womack, Ashton Shephard, David Nail, Lacsia Bell Bundy Country Music Hall of Fame and Museum (222 6th Ave. S.)

11am: Seventh Annual CMA Music Festival Kick-Off Parade
Bill Anderson and Oak Ridge Boys (Grand Marquis), Debbie Allen, Lynn Anderson, Six Kingdoms, Sherreé Austin, Lee Brice, Carter’s Chord, David & Vincent, Sarah Darling, Billy Dean, Dirt Orphans, Elly Young Band, Tyler Farr, Ashley Griggs, Andy Griggs, The Hurters, Walker Hayes, & His County, Ty Herndon, JT Hodges, Steve Azar, Buddy Jewell, Jason Jones, LoCash Cowboys, Lunabelles, Miss Willie Brown, The Oak Ridge Boys, Dirt Orphan, Stealing Angels, James Wesley, Durango Acoustic Corner

11am: Chevrolet Stage At Sports Zone
Paul Bogaert, Juke Holiday & Sunny Burgess, Sonja Leigh, Skyler Hall of Fame Park (121 4th Ave. S.)

11am: Durango Acoustic Corner
Sunny Sweeney, Bucky Covington, Brett Eldredge, Jason Aldean, Cactus Colony, George Michael, Steve Azar, Ashley Monroe, Lauren Alaina, Bradley Gaard

11am: Hard Rock Cafe
Coca-Cola Stage at Sports Zone

11am: Lay's Stage
Blackberry Smoke, Bush Hawg, Edens Edge, Casey James, Jason Jones, Darlyl Seigfried and Joanna Smith. In addition, there will be a “CMA Country Show” hosted by Joanna Sevly (who also will perform) and featuring Lynn Anderson, David Frizzell, Moore & Moore, Gene Watson & Rhonda Vincent.

11am: Bud Light Stage At Sports zone

11am: Badout Acoustic Corner
Coca-Cola Stage at Sports Zone

11am: Country Weekly Fashion Show & Concert
Joe Nichols, Steel Magnolia, Joey + Rory, Darryl Worley, Randy Rogers Band, Steel Magnolia, Sammy Kershaw, Neal McCoy, Craig Morgan, James Otto, Jake Owen, Durango Acoustic Corner (Grand Ole Opry House (2804 Broadway Drive))

1pm: Durango Acoustic Corner
Black Oak, Blue Mother Tarpits, T. Graham Brown, Burns & Poe, Darin West, Wade Haynes, Doyle Lawson & Quicksilver, Marty Raybon, Lulu Roman, Donna Ussle

11am: Hard Rock Cafe
The Band Charli, Rachel Farley, Mickie James, Darlyl Seigfried, Lost Trailers with Cornette Jackson, Lunabelles, Dustin Lynch, Dave Pavahash, Matt Ramsey, Chase Rice, Scarletta, Hollywood Tapes “Wolf”

1pm: Shania Twain Book Signing
Bridgestone Arena

7pm: Friday Night Opry
Randy Barnes, Billy Ray Cyrus, Mel Tillis, Chad Ray, Pretty Baby, Scotty McCreery, Lauren Alaina and Bradley Gaard

2pm: Shania Twain Book Signing
Bridgestone Arena

8pm: LP Field
Gary Morris (National Anthem), Storme Warren (host), Indigo Girls, Linda Meshell, Reba, Ashton Shepherd, Sugarland, Keith Urban

Saturday, June 9

7am: CMA Country of Hope Celebrity Softball Challenge
Lauren Alaina, Diane Bentley, Kelly Collins, Brett Eldredge, Vince Gill, Jann and the Long Road to Love, LoCash Cowboys, Scotty McCreery, Robin Meade, David Nail, Joe Nichols, Jake Owen, Ponti of Grace, James Wesley Chuck Wills

4pm: Guitars Of The Stars Benefit Auction
Second Fiddle (420 Broadway)

7pm: 4th Annual GAC Kick-Off Breakfast
Lee Ann Womack, Ashton Shephard, David Nail, Lacsia Bell Bundy Country Music Hall of Fame and Museum (222 6th Ave. S.)

8pm: LP Field
Buffy, Common Thread, Cowboy Troy, Tyler Farr, Matt Stell, Ralph McInnis, Thomas Rhett, Bridgette Tatum, Clint White

Sunday, June 12

8am: 5th Annual Ride For A Cure
Dean Alexander, Bo Rice, CaliRid, Tyler Farr, Little Big Town, David Nail, Jerod Niemann, Jake Owen, Eric Paslay

8pm: LP Field
Tommy Steele, JD Shelburne, Heath Forbes, Alyssa Bonagura, Carly Pearce, Briaa Tyson, Corey Crowder, Matt Kenyon, Chris Cavanaugh, Mark Wills

4pm: Guitars Of The Stars Benefit Auction
Second Fiddle (420 Broadway)

7pm: 5th Annual Ride For A Cure
Dean Alexander, Bo Rice, CaliRid, Tyler Farr, Little Big Town, David Nail, Jerod Niemann, Jake Owen, Eric Paslay

5pm: Bud Light Stage At Sports Zone
Anita Cochran, Mark Cooke, Curtis and Luckey, John Hoge, Carolyn Dawn Johnson, Kristin Kelly, Frank Ortega, Roys, Bridgette Tatum Hall of Fame Park (121 4th Ave. S.)

11am: Chevrolet Stage At Sports Zone
Joie Holidale, Julie Roberts, Skyler Hall of Fame Park (121 4th Ave. S.)

11am: Durango Acoustic Corner
Abigail Blake, Babbly Bizz, Sarah Darling, Amber Hayes, DJ Miller, Rogers Ten Timolong, Jesse Keith Whitely Nashville Convention Center-Rm. 209 (601 Commerce St.)

11am: Hard Rock Cafe
Tommy Steele, JD Shelburne, Heath Forbes, Alyssa Bonagura, Carly Pearce, Briaa Tyson, Corey Crowder, Matt Kenyon, Chris Cavanaugh, Mark Wills

11am: Durango Acoustic Corner
Abigail Blake, Babbly Bizz, Sarah Darling, Amber Hayes, DJ Miller, Rogers Ten Timolong, Jesse Keith Whitely Nashville Convention Center-Rm. 209 (601 Commerce St.)

11am: Hard Rock Cafe
Greg Bates, Brinn Black, Lacey Brown, Ty Brown, Buffy, Common Thread, Cowboy Troy, Tyler Farr, Martin McDaniel, Thomas Rhett, Bridgette Tatum, Clint White

Hard Rock Cafe (100 Broadway)

8pm: LP Field
Daley & Vincent (National Anthem), Evan Farmer (host), Trace Adkins, Little Big Town, Martina McBride, Rascal Flatts, Josh Turner, Chris Young

Sunday, June 12

8am: 5th Annual Ride For A Cure
Dean Alexander, Bo Rice, CaliRid, Tyler Farr, Little Big Town, David Nail, Jerod Niemann, Jake Owen, Eric Paslay

8pm: LP Field
Tommy Steele, JD Shelburne, Heath Forbes, Alyssa Bonagura, Carly Pearce, Briaa Tyson, Corey Crowder, Matt Kenyon, Chris Cavanaugh, Mark Wills

4pm: Guitars Of The Stars Benefit Auction
Second Fiddle (420 Broadway)
Locash Cowboys

“YOU GOT ME”

“Bright, positive, and fun!” - Travis Moon, PD, KAJA
“Great tempo, great harmonies.” - Adam Jeffries, APD, KJUG
“This is a great PPM song!” - Kerry Wolfe, PD, WMIL
“Song has a great hook & tempo with lots of forward momentum!”
- John Sebastian, PD, WWQM

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WRNS WBUL WQHK KUBL WKMK
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<td>13</td>
<td>13</td>
<td>LUKE BRYAN/Country Girl Shake It For Me (Capitol)</td>
<td>10356</td>
<td>550</td>
<td>3444</td>
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<td>DIERKS BENTLEY/I'm The Only One (Capitol)</td>
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<td>477</td>
<td>3432</td>
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<td>16</td>
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<td>ZAC BROWN BAND f/J. BUFFETT/Knee Deep (So. Gmd/Atl/BPG)</td>
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<td>MARTINA MCBRIDE/Teenage Daughters (Republic Nashville)</td>
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<td>ERIC CHURCH/Homeboy (EMI Nashville)</td>
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<td>2589</td>
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<td>ASHTON SHEPHERD/Look It Up (MCA)</td>
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<td>TRACE ADKINS/Just Fishin' (Show Dog-Universal)</td>
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<td>KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA)</td>
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<td>JOSH TURNER/I Wouldn't Be A Man (MCA)</td>
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<td>STEEL MAGNOLIA/Last Night Again (Big Machine)</td>
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<td>ELI YOUNG BAND/Crazy Girl (Republic Nashville)</td>
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<td>JOSH THOMPSON/Won't Be Lonely Long (Columbia)</td>
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<td>1618</td>
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</table>

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

WELCOME TO CMA MUSIC FEST! BE SURE TO LOOK BOTH WAYS WHEN CROSSING THE ONE-WAY STREETS!

HUNTER HAYES
STORM WARNING
STORMING THROUGH THE COUNTRY ON HIS RADIO TOUR!
Big & Rich

FAKE ID

THANKS FOR A KILLER FIRST WEEK!

KEEY • WYCD • WWQM • KAJA • WKMK • WML • WQHK
KIXZ • WGGY • WTGE • WQBE • WXBQ • WXCY • KUPL
WCOL • WIVK • KBEQ • PREMIUM CHOICE
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<tr>
<th>LW</th>
<th>TW</th>
<th>Artist/Title (Label)</th>
<th>Total Points</th>
<th>+/- Points</th>
<th>Total Plays +/- Plays</th>
<th>Audience +/-</th>
<th>+/- Aud</th>
<th>Stations ADDS</th>
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<td>29</td>
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<td>RODNEY ATKINS/Take A Back Road (Curb)</td>
<td>4043</td>
<td>663</td>
<td>1339</td>
<td>220</td>
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<td>28</td>
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<td>BILLY CURRINGTON/Love Done Gone (Mercury)</td>
<td>3967</td>
<td>568</td>
<td>1300</td>
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<td>STEVE HOLY/Love Don’t Run (Curb)</td>
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<td><strong>Airborne</strong></td>
<td><strong>BRAD PAISLEY &amp; CARRIE UNDERWOOD/Remind Me (Arista)</strong></td>
<td><strong>2816</strong></td>
<td><strong>1252</strong></td>
<td><strong>891</strong></td>
<td><strong>420</strong></td>
<td><strong>6.658</strong></td>
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<td>34</td>
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<td>DAVID NAIL/Let It Rain (MCA)</td>
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<td><strong>Airborne</strong></td>
<td><strong>BRANTLEY GILBERT/Country Must Be Country Wide (Valory)</strong></td>
<td><strong>2403</strong></td>
<td><strong>202</strong></td>
<td><strong>770</strong></td>
<td><strong>75</strong></td>
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<td><strong>Airborne</strong></td>
<td><strong>FRANKIE BALLARD/A Buncha Girls (Warner Bros./WAR)</strong></td>
<td><strong>2371</strong></td>
<td><strong>190</strong></td>
<td><strong>829</strong></td>
<td><strong>63</strong></td>
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<td><strong>Airborne</strong></td>
<td><strong>THOMPSON SQUARE/I Got You (Stoney Creek)</strong></td>
<td><strong>2135</strong></td>
<td><strong>501</strong></td>
<td><strong>778</strong></td>
<td><strong>185</strong></td>
<td><strong>4.143</strong></td>
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<td>SCOTTY MCCREERY/I Love You This Big (19/Interscope/Mercury)</td>
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<td>719</td>
<td>528</td>
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<td>35</td>
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<td>RANDY MONTANA/1,000 Faces (Mercury)</td>
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<td>THE JANEDAR GIRLS/Shotgun Girl (Warner Bros./WMN)</td>
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<td>SUGARLAND/Tonight (Mercury)</td>
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<td>BRADLEY GASKIN/Mr. Bartender (Columbia)</td>
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<td>211</td>
<td>594</td>
<td>76</td>
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<td><strong>Airborne</strong></td>
<td><strong>EDENS EDGE/Amen (Big Machine)</strong></td>
<td><strong>1388</strong></td>
<td><strong>144</strong></td>
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<td>GLORIANA/Wanna Take You Home (Emblem/WMN)</td>
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<td>120</td>
<td>469</td>
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<td>42</td>
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<td>JAMES WESLEY/Didn’t I (Broken Bow)</td>
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<td>490</td>
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<td>KIP MOORE/Mary Was The Marrying Kind (MCA)</td>
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<td>DARIUS RUCKER/I Got Nothin’ (Capitol)</td>
<td>1232</td>
<td>407</td>
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<td>REBA/When Love Gets A Hold of You (Starstruck/Valory)</td>
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<td>49</td>
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<td>HUNTER HAYES/Storm Warning (Atlantic/WMN)</td>
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<td>369</td>
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<td>JENNETTE MCCURDY/Generation Love (Capitol)</td>
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<td>LITTLE BIG TOWN/Reason Why (Capitol)</td>
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<td><strong>Debut</strong></td>
<td><strong>JOE NICHOLS/Take It Off (Show Dog-Universal)</strong></td>
<td><strong>868</strong></td>
<td><strong>350</strong></td>
<td><strong>294</strong></td>
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<td><strong>SUNNY SWEENEY/Staying’s Worse Than Leaving (Republic Nashville)</strong></td>
<td><strong>807</strong></td>
<td><strong>119</strong></td>
<td><strong>302</strong></td>
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<td><strong>Debut</strong></td>
<td><strong>JERROD NIEMANN/One More Drinkin’ Song (Sea Gayle/Arista)</strong></td>
<td><strong>608</strong></td>
<td><strong>353</strong></td>
<td><strong>232</strong></td>
<td><strong>109</strong></td>
<td><strong>1.067</strong></td>
<td><strong>0.505</strong></td>
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Airborne indicates songs that have reached airplay on 60% of the Country Aircheck/Mediabase reporting panel. ✔️ = Top 5 point gainers.
Define your path to audience growth

**NEW!** PD Advantage® Web Integrates With Media Monitors® to Allow Side-by-Side Content and Ratings Comparisons.*

<table>
<thead>
<tr>
<th>Analysis Type</th>
<th>Question</th>
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<tr>
<td>Content Analysis Report*</td>
<td>How is content impacting ratings?</td>
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<td>Content Mix Report*</td>
<td>What is the correlation between music, commercials and audience levels?</td>
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<tr>
<td>Vital Signs</td>
<td>How are my Vital Signs trending?</td>
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<td>Best Prospects</td>
<td>Where are my growth opportunities?</td>
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<tr>
<td>Audience Change</td>
<td>What caused my audience to change from month-to-month?</td>
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</table>

Answer these questions and more with PD Advantage Web from Arbitron. PD Advantage Web reports allow you to quickly and easily develop a better understanding of your audience with the deeper insights of data from the Portable People Meter™ ratings service. Learn more today at [www.arbitron.com/pdadvantage](http://www.arbitron.com/pdadvantage).

PPM ratings are based on audience estimates and are the opinion of Arbitron and should not be relied on for precise accuracy or precise representativeness of a demographic or radio market.

*Requires a subscription to Audience Receptor® from Media Monitors®.
Country Aircheck Add Leaders

SCOTTY MCCREERY/I Love You This Big (Interscope/Mercury) 44
BRAD PAISLEY & CARRIE UNDERWOOD/Remind Me (Arista) 37
JERROD NIEMANN/One More Drinkin' Song (Sea Gayle/Arista) 30
CRAIG CAMPBELL/Fish (BPG) 25
KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA) 16
BILLY CURRENTO/Love Done Gone (Mercury) 14
THOMPSON SQUARE/I Got You (Stoney Creek) 13
BIG & RICH/Fake ID (Warner Bros./WMN) 11
BRANTLEY GILBERT/Country Must Be Country Wide (Valory) 11
LOCASH COWBOYS/I Got You (R&J) 10

Country Aircheck Top Point Gainers

ZAC BROWN BAND f/J. BUFFETT/Knee Deep (So.Grnd/Atl./BPG) 1968
BLAKE SHELTON/Honey Bee (Warner Bros./WMN) 1938
KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA) 1763
LADY ANTEBELLUM/Just A Kiss (Capitol) 1389
JASON ALDEAN/Dirt Road Anthem (Broken Bow) 1271
BRAD PAISLEY & CARRIE UNDERWOOD/Remind Me (Arista) 1252
CHRIS YOUNG/Tomorrow (RCA) 1107
JAKE OWEN/Barefoot Blue Jean Night (RCA) 1092
ERIC CHURCH/Homeboy (EMI Nashville) 1027
JUSTIN MOORE/If Heaven Wasn’t So Far Away (Valory) 1023

Country Aircheck Top Spin Gainers

ZAC BROWN BAND f/J. BUFFETT/Knee Deep (So.Grnd/Atl./BPG) 653
BLAKE SHELTON/Honey Bee (Warner Bros./WMN) 639
KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA) 613
BRAD PAISLEY & CARRIE UNDERWOOD/Remind Me (Arista) 420
LADY ANTEBELLUM/Just A Kiss (Capitol) 409
JAKE OWEN/Barefoot Blue Jean Night (RCA) 375
JASON ALDEAN/Dirt Road Anthem (Broken Bow) 373
CHRIS YOUNG/Tomorrow (RCA) 353
KEITH URBAN/Without You (Capitol) 331
ERIC CHURCH/Homeboy (EMI Nashville) 331

Activator Top Point Gainers

BRAD PAISLEY & CARRIE UNDERWOOD/Remind Me (Arista) 2031
ZAC BROWN BAND f/J. BUFFETT/Knee Deep (So.Grnd/Atl./BPG) 1665
KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA) 1620
BLAKE SHELTON/Honey Bee (Warner Bros./WMN) 1373
JASON ALDEAN/Dirt Road Anthem (Broken Bow) 1142
DARIUS RUCKER/I Got Nothin’ (Capitol) 1127
JAKE OWEN/Barefoot Blue Jean Night (RCA) 1084
BILLY CURRENTO/Love Done Gone (Mercury) 1029
CHRIS YOUNG/Tomorrow (RCA) 1007
LADY ANTEBELLUM/Just A Kiss (Capitol) 996

Activator Top Spin Gainers

BRAD PAISLEY & CARRIE UNDERWOOD/Remind Me (Arista) 361
ZAC BROWN BAND f/J. BUFFETT/Knee Deep (So.Grnd/Atl./BPG) 317
KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA) 287
BLAKE SHELTON/Honey Bee (Warner Bros./WMN) 241
DARIUS RUCKER/I Got Nothin’ (Capitol) 212
JASON ALDEAN/Dirt Road Anthem (Broken Bow) 200
JAKE OWEN/Barefoot Blue Jean Night (RCA) 194
CHRIS YOUNG/Tomorrow (RCA) 188
SCOTTY MCCREERY/I Love You This Big (Interscope/Mercury) 176
BILLY CURRENTO/Love Done Gone (Mercury) 168

Video Adds

CMT
BRAD PAISLEY & ALABAMA/Old Alabama (Arista)
KENNY CHESNEY f/GRACE POTTER/You And Tequila (BNA)
KRISTIN CHENOWETH/I Want Somebody (Bitch About) (Sony)
TRACE ADKINS/Just Fishin’ (Show Dog-Universal)

CMT PURE
BRAD PAISLEY & ALABAMA/Old Alabama (Arista)
BROTHER TROUBLE/Summer’s Little Angel (Blaster)
JARON AND TLRTL f/BIG KENNY/Beautiful Lies (Jaronwood/Universal)
KRISTIN CHENOWETH/I Want Somebody (Bitch About) (Sony)
ROSEHILL/Dream It All Over Again (Cypress Creek)
ROY ORBISON/Pretty Woman (Sony/Monument)
TRACE ADKINS/Just Fishin’ (Show Dog-Universal)

GAC
TRACE ADKINS/Just Fishin’ (Show Dog-Universal)
MARGARET DURANTE/Okay Tonight (Emrose/Stroudavarious)
MCCLYMONTS/Wrapped Up Good (Cos/Universal/Executive)

Craig Campbell
IT’S OPENING DAY AND WE CAUGHT A BOAT LOAD!
KATM, KBUL, KEY, KHKL, KJUG, KKWF, KNIX, KRTY, KSOP, KTEX, KUPI, KUZZ, KWJ, KYGO, WCOL, WCTQ, WDSY, WXDB, WFUS, WGT, WIRK, WIVE, WIFW, WJS, WMAD, WMZQ, WPOM, WQHK, WQYK, WRBT, WSLC, WSC, WUS, WUSY, WWQM, WWY
MY BABY LOVES TO....

FISH

THANK YOU COUNTRY RADIO!
Country Aircheck Activity

AARON LEWIS/Country Boy (R&J)
601 points, 200 spins; No adds

KID ROCK /SHERYL CROW/Collide (Atlantic/RRP/BPG)
588 points, 209 spins; No adds

HEIDI NEWFELD/Stay Up Late (Curb)
566 points, 237 spins; No adds

LAUREN ALAINA/Like My Mother Does (19/Interscope/Mercury)
540 points, 164 spins
9 adds: KFDI, KIXZ, KKWF, KMPS*, KRTY, KSCS*, KUPL, WKHX, WRNS

PHIL VAASS/Let's Get Together (Rodeowave)
469 points, 174 spins
5 adds: KJJY*, KUZZ, WIRK*, WWQM, WXCY

RANDY HOUSE/In God's Time (Show Dog-Universal)
456 points, 190 spins; No Adds

STEALING ANGELS/Paper Heart (Skyville)
449 points, 176 spins
2 adds: KNCI*, WGNE

JOSH ABBOTT BAND/Oh, Tonight (PDT)
441 points, 116 spins; No adds

JACOB LYDA/I'm Doing Alright (DMG/Nine North)
441 points, 221 spins
2 adds: KWOF, WSGAR

LUNABELLES/A Place To Shine (BNA)
434 points, 139 spins
1 add: KKBQ*

ASHLEY GEARING/Five More Minutes (Curb)
428 points, 187 spins
1 add: WMAD

JASON JONES/Ferris Wheel (Warner Bros./New Revolution)
415 points, 183 spins
5 adds: KCVE, WGH, WWYZ, WXCY, WYCD*

CRAIG CAMPBELL/Fish (Bigger Picture)
393 points, 147 spins
25 adds, including: KEKY, KKWF, KNIX, KRTY, KTIX, KUPL, KWJJ, KYGO, WCOL, WCTQ

Country Aircheck Top Recurrents

SARA EVANS/A Little Bit Stronger (RCA) 9583
MIRANDA LAMBERT/Heart Like Mine (Columbia) 9320
THOMPSON SQUARE/Are You Gonna Kiss... (Stoney Creek) 8290
KENNY CHESNEY/Live A Little (BNA) 7202
JASON ALDEAN & KELLY CLARKSON/Don't You... (Broken Bow) 6488
DARIUS RUCKER/This (Capitol) 5159
JERROD NIEVANN/What Do You Want (Sea Gayle/Arista) 4740
ZAC BROWN BAND/Colder Weather (So. Grnd/Atl./BPG) 4735
BILLY CERRINGTON/Let Me Down Easy (Mercury) 4631
TIM MCGRAW/Felt Good On My Lips (Curb) 4556

Country Aircheck Activity

JUNE 13
KELLIE PICKLER/Tough (19/BNA)
LISA MATASSA/Me Time (It Is What It Is/9 North)

JUNE 20
COLT FORD/She Likes To Ride In Trucks (Average Joes)
DJ MILLER/Between Sundays (Evergreen/Nine North/Spinnville)
SARA EVANS/My Heart Can't Tell You No (RCA)
JT HODGES/Hunt You Down (Show Dog-Universal)
SHANIA TWAIN/Today Is Your Day (Mercury)

JUNE 27
BRETT ELDREDGE/It Ain't Gotta Be Love (Atlantic/WMN/W.A.R.)
CHRISTIAN KANE/Let Me Go (Bigger Picture)
DARREN WARREN/Cowboy Up and Party Down (NuCorp)
MARLEE SCOTT/Beautiful Maybe (Bigride/CO 5)

Add Dates

June 6, 2011
Country Aircheck Chart Info
Chart Page 4
<table>
<thead>
<tr>
<th>LW</th>
<th>TW</th>
<th>Artist/Title (Label)</th>
<th>TW Points</th>
<th>+/- Points</th>
<th>TW Plays</th>
<th>+/- Play</th>
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<td>3</td>
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<td><strong>BLAKE SHELTON</strong>/Honey Bee (Warner Bros./WMN)<strong>✓</strong></td>
<td>15832</td>
<td>1373</td>
<td>2759</td>
<td>241</td>
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<tr>
<td>2</td>
<td>2</td>
<td><strong>KEITH URBAN</strong>/Without You (Capitol)</td>
<td>15342</td>
<td>52</td>
<td>2651</td>
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<tr>
<td>1</td>
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