Beyond P1s: “You Have To Go To Them”

Our extensive coverage of CRS 2012 gave a thorough overview of this year’s research presentation, and now it’s time for the drill-down. After concentrating on format P1s for the past several projects, this year’s net was cast wider for Edison Media Research’s “Beyond Country P1s.” Edison President Larry Rosin and consultant Joel Raab, who serves on the CRS board and chairs its Strategic Committee, discuss in detail below. But first, the thumbnail:

Rosin surveyed 2,500 18-54 year-olds, with 40% saying they like country music; 65% are not P1 to the format. The majority (55%) didn’t grow up listening to the genre, but 86% of non-P1s agree “country music is becoming more popular.” They’re finding country via iPods and Pandora, not Country radio. One of Rosin’s bottom-line conclusions: “There are a lot of country fans you simply can’t serve with just one over-the-air-product.” (View presentation slides here).

Country Aircheck: In what ways can radio utilize this data?

Larry Rosin: The main point I made is that Country stations are mostly great at serving the P1s, but that increasingly P1s are not cutting it and won’t cut it even more in the future. We need to adjust our mission from being a great radio station to being all things country in the local community, on all platforms and in all ways. We have under-defined our missions; as a result we are making it too easy for people to shop elsewhere. We need to be expansive by adding streams and being everywhere. I know this is hard in the current environment and there is only so much a local station that is part of a large ownership group can do, but I’m also hoping the message comes up from the bottom.

(continued on page 5)
ERIC PASLAY

“IF THE FISH DON’T BITE”

GONE FISHIN’

KSOP  KNTY  WCKT  WGNE  WTGE
KILT  KUPL  WQHK  WCTQ  WJVC  WUBL

MOST ADDED!
sightlines, a beefed-up lineup, indoor restrooms, more space and a cleaner, safer venue are just some of the improvements cited. Unspoken is the idea that while a party with a million of your closest friends sounds impressive, the reality for a core station listener who might actually want to hear and see performances (and not have their kids splashed with beer) wasn’t always ideal.

The creature comforts of a facility designed to handle a large crowd should provide a better showcase for performers including Chris Young, Jerrod Niemann, Montgomery Gentry, Hunter Hayes, Edens Edge and Andy Gibson. Josh Gracin (Friday), Dierks Bentley (Saturday) and Miranda Lambert (Sunday) headline.

“Reaction has been mostly positive,” Kenyon says of the changes, noting most listeners are excited about the prospect of a more orderly environment, with a bit of predictable grumbling about ending “free.” “We sold out our weekend passes in an hour, but to keep listeners happy we are putting up individual day tickets Friday. Our 30th anniversary will be nothing short of spectacular.” Read coverage in the Detroit Free Press here. –Chuck Aly

Chart Chat
Congrats to George Strait, Royce Risser, Van Haze and the entire MCA promotion staff on scoring this week’s No. 1 single with Strait’s “Love’s Gonna Make It Alright.” The song is Strait chart-topper No. 59!

CRS: The New Storytelling
As Country Aircheck continues a deeper analysis of CRS 2012’s best regarded sessions, comments from MTV Networks Music & Logo Group EVP/Digital Media Dermot McCormack come to the fore. McCormack oversees web destinations that reach 53 million unique visitors, and during The Big Picture: Radio’s National Digital Strategy, he debunked the aim of creating entertainment and information purely for the Web.

“There is no digital,” he said. “You must think about the content you want, when and how you want it. It’s all about making, marketing, selling and distributing content. For the first time in history, the audience has moved ahead of us. They’re saying, ‘If you don’t give me what I want, there are a hundred other companies that will.’ Our social network is our audience. They talk to each other and talk about everything to us.”

Broadening the conversation, not replicating it, should be the goal. “Everyone with an iPhone is a broadcaster,” McCormack says. “So using digital is not just repeating your existing content. What new value can you add? This new generation has all the information, but almost none of the context. [Providing that context] is all about storytelling, and to do that without borders. Don’t think about a particular device or platform.” He also challenged radio: “The basics are still always the basics, but what can we do to delight and surprise the audience?”

As agencies and clients become more oriented toward social media, it’s important to measure success appropriately. “At MTV, we took an awards show and measured it by tweets and likes, etc., and not on TV ratings.” – Jeff Green

News & Notes
NRA Country and the Wounded Warrior Project partnered to offer Trace Adkins meet-
and-greet packages on the Songs & Stories Tour with proceeds benefiting WWP through Tickets-for-Charity.com.

Wide Open Music has added Lonnie Wilson to its writer roster. Jewel recorded “Here’s Hope” for ConAgra Foods’ Child Hunger Ends Here campaign, which supports Feeding America. Hunter Hayes, Luke Laird and Barry Dean wrote the track. Hear the song and learn more here.

Stars For Stripes’ and Judy Seal International Pres. Judy Seale was awarded the Tennessee Marine 2012 Leadership Award at the Charlie Daniels-hosted Operation Yellow Ribbon event in Nashville March 6.

BRAND N Music and Restless Heart have entered into an exclusive talent booking agreement.

A tornado relief telethon hosted by Average Joes’ Halfway To Hazard raised more than $200,000 for those affected by March 2 storms in Kentucky.

AristoMedia Group’s 2012 Country Video Outlet Status Report is now available for online viewing here.

The Week’s Top Stories

Full coverage at www.countryaircheck.com.

• Raleigh Media Group President Bob Raleigh joined Cumulus/Knoxville as Dir./Programming for the four-station cluster, which includes market-dominant Country WIVK. (CAT 3/14)
• Former WYCD/Detroit MD/middayer Mike Scott joined Three Eagles’ KZKX/Lincoln, NE as PD/afternoon personality. (CAT 3/19)
• Former Clear Channel/Atlanta OM Dan Persigehl accepted a newly created position with CBS Radio’s KMLE/Phoenix as Executive Producer/PD for the station’s Tim & Willy morning show. (CAT 3/13)
• High Desert Broadcasting/Lancaster, CA Dir/Programming Chris Cox joined Cumulus/Oxnard-Ventura, CA as OM for the four-station cluster, which includes Country KHAY. (CAT 3/19)
• Promotion vet Anne Weaver-Price joined Toolpusher in the newly-created position of Dir./National Promotion. (CAT 3/19)
• Radio and records promo vet Katie Bright joined Warner Music Nashville as Northeast regional, succeeding George Meeker, who stepped down last month. (CAT 3/14)

MY TUNES: MUSIC THAT SHAPED MY LIFE

Abi Durham

Stoney Creek Northeast Regional

Abi Durham discusses her most influential songs, albums and concerts:

1. Michael Jackson’s Dangerous: I wore this cassette out and had to replace it more than once. I was a huge fan of all things Michael Jackson, but this one stands out for me.

2. Garth Brooks, The Dean Dome, Chapel Hill, NC, 1998: This was the first country concert I ever went to. My seat was in the very last row of the coliseum, but it didn’t matter. It is still one of the greatest concerts I have ever seen.

3. The Beatles’ A Hard Day’s Night: This album introduced me to The Beatles, and it ultimately changed my musical direction in life.

4. The Drifters/This Magic Moment: I grew up in North Carolina surrounded by “beach music.” My dad collected and restored jukeboxes, and he had thousands of 45s. If I had to narrow that time in my life down to one song it would be this one.

5. Reba/I’d Rather Ride Around With You: I was not a fan of country music until the day I saw this music video. I don’t know what it was about this song, but it got me hooked on not just Reba, but all of country music. Not long after that I read Reba: My Story. That’s where I learned about this entire business behind the music.

• A highly regarded song or album you’ve never heard: Marilyn Manson’s Antichrist Superstar.

• An “important” piece of music you just don’t get: Anything by Pink Floyd. I know people will think I am crazy, but it’s the truth!

• An album you played or listened to incessantly: Carole King’s Tapestry.

• One obscure or non-country song everyone should listen to right now: Drew Holcomb And The Neighbors’ “Fire & Dynamite.”

Reach Abi at abi@stoneycreekrecords.com.

Top 30 Baby!!!

Dustin Lynch

“COWBOYS AND ANGELS”

18% iTunes Sales Increase!

Huge Mediabase Callout Favorite Scores

#7 Favorite Overall • #7 Favorite Persons 35-44
#9 Favorite Females Overall • #4 Favorite Females 35-44
#7 Favorite Males 25-34

Just Added

KKGO/Los Angeles
WXTU/Philadelphia
KSSN/Little Rock

BB 32-30 MB 34-32
THE FOLLOW UP TO HER TOP 5 HIT SINGLE

MARTINA MCBRIDE

Marry Me

Featuring Pat Monahan of Train

Official Impact Date: March 26th
Beyond P1s: “You Have To Go To Them”
(continued from page 1)

Joel Raab: In a perfect world, we’d have streams for every kind of Country using the home station brand. For example: WXXX Classic, WXXX New, WXXX Untamed; all hosted by our personalities.

LR: The other point I made is that radio’s only strategic advantages are its local involvement and its people. Otherwise we will just serve fewer and fewer people on our current platform. Do we expect people to switch back from IP services to FM if we don’t offer them more and better things?

JR: I have several markets where we have local talent all day, either live or tracked, but at least they are local and they’re beating the tracked out-of-town jocks. When companies invest, rather than cutting people, it seems to pay off.

Top 40 was the strongest shared format among non-P1s; did that surprise you?

LR: No, because I knew it from a lot of local studies. Top 40 and Country are the two “Contemporary Hit Radio” formats. If you want to know what is going on you really have to listen to both these days. Top 40 is obviously in the middle of an extensive boom, but part of that is coming from country artists crossing over.

The study was 18-54; did you see any dramatic differences in age cells?

LR: The 45-54 group shared more with Oldies and Classic Rock. But the basic message above is the same regardless of age group and hey; every day a 44-year-old turns 45 and a 24-year-old turns 25. It is crucial that Country looks at younger demos.

How much energy, effort and resources should Country radio put towards non-P1s when traditionally, their productivity is small compared to P1s?

LR: That is the key question of the project isn’t it? My contention is that we can keep focusing on Country P1s, who prefer getting their radio from FM and watch ourselves please fewer people more and more, until all we have is a bunch of technology laggards who love listening to us. That’s an even harder sell.

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OFF THE RECORD: PHIL VASSAR

Rodeowave’s Phil Vassar puts an industry spin on the artist interview:

What station did you grow up listening to? WLVA/Lynchburg, VA.

Do you remember the first time you heard yourself on the radio? I was scheduled to do a morning show in my hometown, and the radio alarm clock came on to wake me up at 4am. They were playing “Carlene,” and I was like, “Whoa!” I thought I was still dreaming. I’ll never forget it.

What keeps you sane on the radio tour? I drink coffee 24/7. If I get a little sleep, I feel pretty good.

What gross truck stop food tempts you? A honey bun or an apple pie.

Which regional is the worst driver? Nathan Cruise. He was at Arista when I was there, and he scared the living crap out of me. He drove like a New York City taxi driver. I love him like a brother, but every single trip with him was like a near-death experience.

Ever had any tricky interviews? I was doing a radio interview, and the DJ had no idea who I was. He asked me, “So, do you write your own songs?” I said, “Yeah, I do!” He said, “Really? I didn’t know that. But I did hear you’re one heck of a guitar player.” The PD called me after the interview and said, “Man, I’m sorry.”

No way! I was actually at a station with Randy Owen and the lady doing the interview didn’t know who he was! She said, “Now sir, you’re older...” He’s one of the biggest artists of all time! Of course, someone came to her rescue. It’s very humbling, and we laughed it off. But it’s like saying, “Oh, your name’s Elvis? Now, Elvis is a crazy name! What do you do again? You dance?”

BIG MAN  BIG VOICE  BIG RECORD

DARRYL WORLEY “You Still Got It”

Thanks to our early supporters:
KKGO WKSF WIRK WOGK KSOP
WWYZ WRNS KUPL WKMK KUZZ
WFUS KEGA WCKT WCTQ

Click Here To Listen.
ON YOUR DESK NOW • IMPACTING 4/9

Edens Edge

TOO GOOD TO BE TRUE

“This is a great radio-ready smash hit from a group that just keeps getting better.”
-Tim Roberts, PD, WYCD/Detroit (EARLY ADD!)

“Count me in among the converted!! This is the break-through hit I was waiting for.”
-Bruce Logan, PD, WTQR/Greensboro & WSSL/Greenville

“Edens Edge has another hit on their hands. I’ve seen them perform live several times and there’s no doubt in my mind that these guys could be huge, especially with a great song like ‘Too Good To Be True’ as a follow up to ‘Amen’.” -Billy Kidd, PD, WBEE/Rochester

“Wow, Edens Edge has a smash on their hands!! Can’t stop singing this song!”
-Scott Donato, PD, WGTY/York

“Just like ‘Amen’, which generated top 5 research for us, ‘Too Good’ is good, too. I’ve watched rooms full of radio programmers smile on first listen. I expect ‘Too Good’ to deliver the goods.” -Smokey Rivers, PD, KNIX/Phoenix
than going after non-P1 Country fans, in my opinion. The world is changing and we have to go after every drop of Country fan-ship in our local markets, because all are precious and key to a healthy future for what is today called radio.

JR: We don’t focus any less on P-1s; they are the bread and butter. However, the study indicates that there is great opportunity to expand our brands to where the P-2s are. As Larry noted during his presentation, if ESPN only had one channel, they’d be severely limited. We need to be everywhere country is in our communities. Any audio or video stream needs to be tailored to that medium and not necessarily just a re-broadcast of the main station. Promotionally, we need to put our stations and brands in unexpected places too, such as college campuses or downtown festivals we might otherwise pass on. I realize there are finite resources, but opportunities are unlimited.

The format skews female and so does your data on non-P1 fans using Country. And yet, so many PDs tell us there’s a music movement with edgy male artists (Church, Brantley Gilbert, Dierks, Justin Moore) that seem to appeal to younger demos disillusioned with Rock. How long will that brand of P2 sit through Taylor Swift or Sugarland to be rewarded with Eric Church?

JR: There is an incredible amount of variety within the format right now. If you like traditional, there’s Chris Young and Joe Nichols. If you like edgier, there’s Eric Church and Brantley Gilbert. Lady A and Taylor Swift cover the pop side.

LR: Start a kick-ass edgy format and stream it for someone who doesn’t want Taylor. That’s the point I’m trying to make: some people just don’t want what our single flagship store gives, so you have to go to them.

—RJ Curtis

Casey James
Casey James (19/BNA)
James co-wrote the entire 11-track collection except for “Crying On A Suitcase” and “Workin’ On It.” “I’m very thankful to American Idol for the opportunities the show gave me,” James says. “I could’ve released a record right when the season was over, but I wanted to make an album deserving of all the fans that put me in this position. I feel like I’ve done that. And it feels good.” James co-wrote the single “Let’s Don’t Call It A Night” with Brice Long and Terry McBride.

Lisa Matassa
Sunrise Highway
(It Is What It Is/Nine North)
Matassa co-wrote half of the 12-track set including her current single “Wouldn’t You Like To Know.” Don Rollins, Jody Gray and Kelly Archer are among the other songwriters. Matassa’s rendition of Bryan Adams’ “Heaven” closes the album as a bonus track.

March 27 Lionel Richie
Tuskegee (Mercury)
Hank Williams, Jr. Best Of Hank Williams, Jr.
(All My Rowdy Friends) (Curb)

April 2 Dolly Parton
An Evening With ... Dolly (Cracker Barrel)

April 3 The Lacs
190 Proof (Average Joes)
Rascal Flatts
Changed (Big Machine)

April 24 Lee Brice
Hard 2 Love (Curb)
Kip Moore
Up All Night (MCA)

May 1 Colt Ford
Declaration Of Independence (Average Joes)
Carrie Underwood
Blown Away (19/Arista)

May 8 Pat Green
Songs We Wish We’d Written II (Sugar Hill)

Album release info to news@countryaircheck.com.

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THE COOLEST SONG ON YOUR PLAYLIST...

JT Hodges
Goobyes Made You Mine
CA/MB 43

Over 50 Early Believers Including:
WUBL, WYCD, KMLE, KSON, WQYK, KSOP,
WWYZ, WKSF, WPOR, WRNX, KMDL

CLICK HERE TO LISTEN!
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Airborne indicates songs that have been added to 60% of the Country Aircheck/Mediabase reporting panel. ✔=Top 5 point gainers.

March 19, 2012

**REAL GROWTH, REAL CALLOUT, REAL RECORD!**

CA/MB 33 - 31 +778,000 audience
BB 31 - 29 +398,600 audience

**Time to Convert!**

**NEW THIS WEEK**

KKGO, KSON, KWNR, WGAR, WQNU, WDRM, WPAW

**EARLY CALLOUT:**

KFKF #8, KRTY #13, WQMX #14, WWQM #14
KNCI Top 15, KFRG Top 15, KJUG #19, WOGI #20
Love DID Make It Alright...
ALL THE WAY TO #1!

for all of you good folks at Country Radio.

Thank you so much, once again, for all
of your support throughout the years
and for this number one record. You
continue to bring joy and happiness to
me and my family. You’re the best and
I will always remember you!!

[signature]

59
THANK YOU FROM

TEAM UMG
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**Airborne** indicates songs that have been added to 60% of the Country Aircheck/Mediabase reporting panel. 

Debut

44 | Deb | KIX BROOKS/JOE WALSH/New To This Town (Arista) | 897 | 502 | 340 | 227 | 1.923 | 1.071 | 46 | 37 |

45 | Deb | CANAAN SMITH/We Got Us (Mercury) | 876 | -9 | 309 | -11 | 1.411 | 0.01 | 52 | 0 |

46 | Deb | HUNTER HAYES/Wanted (Atlantic/WMN) | 828 | 245 | 274 | 87 | 1.574 | 0.367 | 47 | 8 |

47 | Deb | THE BAND PERRY/Postcard From Paris (Republic Nashville) | 689 | 412 | 232 | 176 | 1.479 | 0.935 | 42 | 20 |

48 | Deb | DAVID NAIL/The Sound Of A Million Dreams (MCA) | 688 | 304 | 272 | 105 | 1.351 | 0.803 | 38 | 5 |

49 | 49 | TYLER FARR/Hot Mess (BNA) | 661 | 50 | 274 | 23 | 0.928 | 0.063 | 47 | 4 |

50 | 50 | KATIE ARMIGER/Scream (Cold River) | 660 | -13 | 259 | 1 | 0.9 | -0.051 | 35 | 0 |

Airborne indicates songs that have been added to 60% of the Country Aircheck/Mediabase reporting panel. ✅=Top 5 point gainers.
ANDY GIBSON
WANNA MAKE YOU LOVE ME

STRONG LISTENER APPEAL ACROSS ALL DEMOS
Solid 4 point + research!
No burn and no negative!
(Bill Hard)
Consistent Growth Every Week
#6 with Active Listeners 12+
#8 with Adults 25-54
#5 with Females 35-54
#4 with Males 18-34
(Bullseye Audience Research/Radiofeedback)

CALLOUT AMERICA: TOP 20 RESEARCH MARKETS!
Kansas City  Omaha  Pittsburgh  Mobile  Philadelphia
Virginia Beach  Portland  Charlotte  Wichita

SPIN LEADERS...THEY KNOW IT'S A HIT!
KAJA 30x  WCTK 42x  WKLB 23x  WJVC 25x  WTHT 27x
WQBE 27x  KMLE 25x  KNTY 31x  WTGE 27x  DGHC 31x  KFRG 21x

NEW ADDS: WIRK, WYRK, WBCT, KUZZ, KXKS

27* BB/BDS  29 CA/MB

RC Records
Country Aircheck Add Leaders

TOBY KEITH/Beers Ago (Show Dog-Universal) 43
KIX BROOKS/F/JOE WALSH/New To This Town (Arista) 37
JORDAN HANSON/Til My Last Day (Valory) 23
THE BAND PERRY/Postcard From Paris (Republic Nashville) 20
ERIC CHURCH/Springsteen (EMI Nashville) 14
THOMAS RHETT/Something To Do With My Hands (Valory) 12
ERIC PASLAY/If The Fish Don’t Bite (EMI Nashville) 11
LUKE BRYAN/Drunk On You (Capitol) 11
DARRYL WORLEY/You Still Got It (Tenacity) 10
HUNTER HAYES/Wanted (Atlantic/WMN) 8

Country Aircheck Top Spin Gainers

BLAKE SHELTON/Drink On It (Warner Bros./WMN) 622
CARRIE UNDERWOOD/Good Girl (19/Arista) 611
ERIC CHURCH/Springsteen (EMI Nashville) 575
GEORGE STRAIT/Love’s Gonna Make It Alright (MCA) 460
LEE BRICE/A Woman Like You (Curb) 456
LUKE BRYAN/Drunk On You (Capitol) 450
LADY ANTEBELLUM/Dancin’ Away With My Heart (Capitol) 441
ZAC BROWN BAND/No Hurry (Southern Ground/Atlantic/BPG) 424
TAYLOR SWIFT/Ours (Big Machine) 298
MIRANDA LAMBERT/Over You (RCA) 285

Country Aircheck Top Point Gainers

ERIC CHURCH/Springsteen (EMI Nashville) 1781
CARRIE UNDERWOOD/Good Girl (19/Arista) 1658
BLAKE SHELTON/Drink On It (Warner Bros./WMN) 1618
GEORGE STRAIT/Love’s Gonna Make It Alright (MCA) 1616
LEE BRICE/A Woman Like You (Curb) 1462
LUKE BRYAN/Drunk On You (Capitol) 1213
LADY ANTEBELLUM/Dancin’ Away With My Heart (Capitol) 1164
ZAC BROWN BAND/No Hurry (Southern Ground/Atlantic/BPG) 1111
TAYLOR SWIFT/Ours (Big Machine) 884
MIRANDA LAMBERT/Over You (RCA) 783

Country Aircheck Top Recurrents

KEITH URBAN/You Gonna Fly (Capitol) 11447
CHRIS YOUNG/You (RCA) 9270
LUKE BRYAN/’I Don’t Want This Night To End (Capitol) 8323
THE BAND PERRY/All Your Life (Republic Nashville) 7854
ERIC CHURCH/Drink In My Hand (EMI Nashville) 7497
ZAC BROWN BAND/Keep... (Southern Ground/Atlantic/BPG) 6477
JASON ALDEAN/Tattoos On This Town (Broken Bow) 6335
RODNEY ATKINS/’Take A Back Road (Curb) 5909
MARTINA McBRIE/I’m Gonna Love You... (Republic Nashville) 5441
BLAKE SHELTON/God Gave Me You (Warner Bros/WMN) 5254

Activator Top Point Gainers

BLAKE SHELTON/Drink On It (Warner Bros./WMN) 1829
CARRIE UNDERWOOD/Good Girl (19/Arista) 1713
LADY ANTEBELLUM/Dancin’ Away With My Heart (Capitol) 1323
LEE BRICE/A Woman Like You (Curb)1272
THE BAND PERRY/Postcard From Paris (Republic Nashville)1047
TOBY KEITH/Beers Ago (Show Dog-Universal) 964
RASCAL FLATTS/Banjo (Big Machine) 943
LUKE BRYAN/Drunk On You (Capitol) 895
JAKE OWEN/’Alone With You (RCA) 885
ZAC BROWN BAND/No Hurry (Southern Ground/Atlantic/BPG) 842

Activator Top Spin Gainers

BLAKE SHELTON/Drink On It (Warner Bros./WMN) 314
CARRIE UNDERWOOD/Good Girl (19/Arista) 296
LEE BRICE/A Woman Like You (Curb) 221
LADY ANTEBELLUM/Dancin’ Away With My Heart (Capitol) 219
TOBY KEITH/Beers Ago (Show Dog-Universal) 189
THE BAND PERRY/Postcard From Paris (Republic Nashville) 177
LUKE BRYAN/Drunk On You (Capitol) 150
JAKE OWEN/’Alone With You (RCA) 150
ZAC BROWN BAND/No Hurry (Southern Ground/Atlantic/BPG) 142

Rachel Holder

“In Your Arms”
GOING FOR ADDS NOW!

ALREADY ON: WUSY, WGNE, WTGE, KSOP, WKSF, WXBM, KNTY, KUPL
Country Aircheck Activity

CANAAN SMITH/We Got Us (Mercury)
Moves 45-45; 876 points, 309 spins; No adds

HUNTER HAYES/Wanted (Atlantic/WMN)
Moves 51-46*
828 points, 274 spins
8 adds: KCYY*, KWJJ, WMIL, WMZQ, WQIK, WSIX, WUSY, WYCD*

THE BAND PERRY/Postcard From Paris (Republic Nashville)
Moves 56-47*
689 points, 232 spins
20 adds, including: KAJA, KBEQ, KEEX, KFRG*, KJUG, KMLE*, KWJJ, KWOF, KXKT, WGAR

DAVID NAIL/The Sound of A Million Dreams (MCA)
Moves 54-48*
688 points, 272 spins
5 adds: KWJJ, WKMK, WMIL, WXBQ, WYCD*

TYLER FARR/Hot Mess (BNA)
Moves 50-49*
661 points, 274 spins
4 adds: KWNR, WQDR, WSOC*, WYNK

KATIE ARMIGER/Scream (Cold River)
Moves 48-50*
660 points, 259 spins; No adds

CLAY WALKER/Like We Never Said Goodbye (Curb)
651 points, 223 spins
1 add: WGGY

KELLY CLARKSON/Mr. Know It All (19/RCA)
546 points, 79 spins
1 add: KILT

TOBY KEITH/Beers Ago (Show Dog-Universal)
495 points, 167 spins
43 adds, including: KAJA, KCCY, KEEL, KFDI, KHEY, KMDL, KRTY, KSD, KSSN

JOSH ABBOTT BAND/Touch (PDT)
419 points, 116 spins
1 add: KVVO

ADD DATES

MARCH 26
CHRIS YOUNG/Neon (RCA)
JON PARDI/Missin’ You Crazy (Capitol)
MARTINA MCBRIDE/PAT MONAHAN OF TRAIN/Marry Me
(Republic Nashville)

APRIL 2
BRIAN MILSON/Country Life (Permian/Quarterback)
DAVID FRIZZELL/Say Hello To Heaven (Nashville America/Jerry Duncan/COS)

APRIL 9
JAIDA DREYER/Guy’s Girl (Streamsound)
EDENS EDGE/Too Good To Be True (Big Machine)

VIDEO ADDS

CMT
JOSH TURNER/Time Is Love (MCA)
LUKE BRYAN/Suntan City (Capitol)

CMT PURE
JOSH TURNER/Time Is Love (MCA)

GAC
CARRIE UNDERWOOD/Good Girl (19/Arista)
JOSH TURNER/Time Is Love (MCA)

THE COUNTRY NETWORK
No adds listed

ADD into MEDIUM on CMT!!
#3 Most Watched Video on CMT.com
Over 65,000 views on CMT.com in less than a week!

NEW this week: KVVO

Already on KJ97, JAKEfm, KILT, KBEQ, KASE & many more

Watch TOUCH Video on this weeks CMT High 5 Countdown or here
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A Community of Music Industry Professionals
Leadership Ideas To Note

NOW ACCEPTING APPLICATIONS FOR THE CLASS OF 2013
Deadline is March 31

Click Here For Application And More Information.
<table>
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