Good Mornings: CRS Research

Even for those in the room during the Research Presentation at CRS 2015, the study’s full impact was muted by unexpectedly compressed timing. So Country Aircheck reached out to Edison Research’s Larry Rosin for the full story on the morning habits and media usage of more than 1,500 national respondents.

“The gist of what we were trying to do was there,” Rosin says. “But the main summary that I had to shorten quite a bit was that there isn’t ‘one’ morning, there are four.” Rosin breaks the daypart into “waking up,” “getting ready,” “on the road” and “at work,” and says programmers should consider customizing station strategies for each.

Wake-Up Call: “Waking up” was the area indicative of radio’s “hardware problem” as Rosin calls it. For example, just 36% of respondents had a radio in their bedroom, compared to 59% who had TVs. Accordingly, Rosin says special attention should be paid to giving radio a presence on TV when possible. “All over Europe and other parts of the world, when cable television came along, radio ran to the front of the line to put their audio on cable systems,” he notes. “They went to where people were. It sounds strange to Americans, but all over the world people listen to the radio through their televisions.” Partnering for visibility on local TV morning shows is another option. “Radio makes surprisingly good television in the morning because people aren’t typically staring at the screens,” Rosin suggests. (See an example of such a partnership from CBS Radio’s KMNBI/Minneapolis here).

The Edison presentation detailed other useful data relating to the “waking up” and “getting ready” parts of the morning. For example, the peak time for waking was 6:30, and most respondents did so to an alarm (41%) or their internal clocks (31%). Unfortunately, only 16% of those using an alarm had it set to radio; the majority came from a mobile device. Checking mobile devices, Facebook, weather and waking kids hit their peaks from 6-6:30, and the top time for eating breakfast, checking news, getting kids ready and working out was 6:30-7.

(continued on page 8)

Deep Fried Country

For DJ Sinister, what started as a jam session at John Rich’s house turned into an opening spot playing country dance mixes for Big & Rich and then the syndicated Country Fried Mix, a show now heard on more than 20 stations and growing.

“I started mixing some country and dance music when I opened for Big & Rich,” Sinister says. “The fans liked it and PDs were coming out and going, ‘What is that?’ It just started to snowball, and we went back and started recording some of the show and stations...
drake white

50 First Week Stations!  
Most Added!  
KKBQ @ 72 SPINS / Week!!!

“Few Vocalists sing with the energy & passion of Drake White. He brought the CBS Country PDs to a well-deserved standing ovation.”

- Bruce Logan, PD KILT Houston

“Infectious. Raw. Real. Drake speaks the truth and does it with so much conviction that you simply must believe him. The Big 98 is all in.”

- Michael Bryan, VP/Programming  
iHeartMedia Nashville

Dot Records

Maddie & Tae

Most Added!

MB #38 * +217 spins  
BB #38 * +1.2M audience

135+ Stations Playing

Already 500k Video Views!

ACM Nominee – Vocal Duo Of The Year  
Sounds Of Summer Tour 2015 With Dierks Bentley
Like A Dream: Promo vet Bruce Shindler (l) with then-Dreamworks artist Darryl Worley (c) and Charlie Daniels just before a concert the two artists did together in the early 2000s. Send your own vintage pictures to pagethreepic@countryaircheck.com.

For traditionalist hold-outs, Jay says the results changed his mind. “I was against it at first,” he says. “Being in the format for 17 years, I thought, just play the hits. They proved me wrong and I’m glad they did.”

Find out more about Country Fried Mix here. Reach Pennachio here, Kapugi here, Jay here and Harrison here. – Jess Wright

Chart Chat
Congrats to Brett Eldredge, Kevin Herring, Kristen Williams, Katie Bright, Chad Schultz and the entire WMN promotion staff on scoring this week’s No. 1 with “Mean To Me.” The song is the third consecutive chart-topper for Eldredge, who cel-

And even when
I close my eyes
Like a dream, you come back to life
I can't escape your love, your light
I remember you

Trisha Yearwood

Because everybody has somebody
Click to listen
STRIKING MATCHES

“HANGING ON A LIE” ADDS NOW!
Produced by T Bone Burnett

CLICK TO LISTEN NOW!

ALREADY ON!

WYCD KEKY KMNW WJVC WKKT WDSY KSOP
KCYE KRTY WMIL WPAW WXCY KXLY WXBQ WQHK

"These two are phenomenally talented. Each in their own voice on guitar, on vocals and especially in their writing. Their passion for what they do is inspiring and you can hear it in every note they play and sing. Brilliance."
- Hunter Hayes

“These two light fire with their fingers on the guitars… you see ‘em and know how they got their name. Striking-ly different!"
- Jeff Wyatt, iHeart Media

www.strikingmatches.com
ebated his last two by parachuting and swimming with sharks. He’s soliciting ideas for his third celebration on Twitter @brettlendedge using #brettsnextadventure. We submit wrestling with bears, juggling chainsaws or wearing a Ravens jersey in Espo’s office.

Kudos also to Damon Mobley and the Mercury crew on landing 39 adds for Kacey Musgraves’ “Biscuits,” topping this week’s board.

Rumble: Out Of The Box
MCA’s Anna Johnson and attorney Scott Safford won their respective “Rumble On The Row” bouts at the 11th Annual Ringside: A Fight For Kids Friday (3/13) in Franklin, TN. Their decisions over Republican Nashville’s Stacy Blythe and UMG/Nashville’s Rob Femia raised $50,000 toward the event’s grand total, which is still being calculated.

“I still feel like I was in a car accident,” Safford says. “But it was a lot of fun, raised a good amount of money and nobody got seriously hurt. Rob almost knocked me out in the second round, but I stayed up and finished the fight. We had a beer together after, so that was cool.”

For Johnson, the fight went better than expected. “It surprised me in a good way,” she says. “I was surprised I didn’t get my ass handed to me. I think I just went into survival mode. I didn’t really have a strategy, per se, I just went in very relaxed.”

Would she do it again? “No,” she says quickly. “One and done.”

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News & Notes
No Shoes Radio will premiere a two-hour preview special Wednesday (3/18) for
OVER 2.3 MILLION TOTAL DIGITAL TRACKS SOLD AND 70 MILLION STREAMS TO DATE

BRETT ELDREDGE’S 3RD CONSECUTIVE #1 SINGLE

#1 “DON’T YA”  #1 “BEAT OF THE MUSIC”  #1 “MEAN TO ME”

THANK YOU COUNTRY RADIO FOR

TWEET @BRETTELDREDGE USING #BRETTSNEXTADVENTURE TO SUBMIT YOUR BEST IDEA FOR HOW HE CAN CELEBRATE!

CAC/MB  +628 SPINS

BB  +1.6 MILLION AUDIENCE
JANA KRAMER
I GOT THE BOY

We’ve got the STORY

OVER 20 STATIONS IN ROTATION EARLY!
OVER 40K SOLD BEFORE IMPACT!
OVER ONE MILLION STREAMS!

HEAR THE STUNNING NEW SINGLE
ON YOUR DESK NOW! ADDS 3/30
Kenny Chesney’s The Big Revival Tour, which kicks off in Nashville March 26-27. More here.

Entertainment law firm Leavens, Strand & Glover, LLC has opened a Nashville office with the addition of partner Hillel Frankel, who is moving from Chicago. The new office is at 1102 17th Ave. S. More here.

The Garth Brooks World Tour with Trisha Yearwood visits the Bryce Jordan Center in State College, PA May 1 and 2 at 7pm both nights.

Moe Bandy has signed with Battle Artist Agency for booking representation.

Average Joe’s Colt Ford is donating 10% of download proceeds for “Workin’ On” to the Lone Survivor Foundation. Get it here.

The Week’s Top Stories

Full coverage at countryaircheck.com.

• Townsquare and Journal reported Q4 and 2014 revenues. (3/13, 16)

• Midwest Alternative WVIC/Lansing, MI flipped to Country via Envision’s legends-based “Duke FM” format. (3/13)

• Knoxville radio vet Ed Brantley joined M&M’s WMYL (Merle FM)/Knoxville in a newly created consulting and community relations role. (3/12)

• Adams’ purchase of Great Scott/Salisbury, MD, including Country WKHI, closed. (3/11)

• Townsquare KAHO/Boise afternoon personality Jesse James exited after eight years. (3/11)

Good Mornings: CRS Research

(continued from page 1)

“Radio frankly has inadvertently conceded the at-home period in the morning,” Rosin says. “There are a lot of things that radio could do to remind people in their home to listen to it. Be the alarm and be present during the first moments of the day.”

On The Road (To Work) Again: “On the road” remains far and away the best place to reach the morning audience as 85% of respondents identified AM/FM radio as what they listen to most while driving in their cars. A distant second was CDs (32%), which was closely followed by other personal music collections (31%). The peak in-car hour is still 7-8 and 86% of respondents are alone for the drive in. Radio listening reaches its highpoint during the 26-minute average commute from 7-7:30. Radio still rules in the car.

The biggest “at work” takeaway was that the majority of the listening audience is there well before the end of most morning
Everybody Wants To Ride!

Thompson Square

Trans Am

Play MPE: Monday, MARCH 23 @ 2PM/CT
Official Impact Date: APRIL 13
shows. In fact, more than 75% are at their jobs by 8:45, a number that rises to roughly 85% by 9:30. “Most stations have a single strategy from 6am to at least 9, at which point some will pull back on content,” Rosin says. “But many will keep the same show going through 10 o’clock. The idea is to give your show four strategies within one show as opposed to a single strategy, and I don’t think a lot of people have talked about that.”

Party Hard: KIIM/Tucson’s Buzz Jackson and family help Rascal Flatts close their nine-show Vegas residency at the Hard Rock Hotel & Casino Saturday (3/14). Pictured (l-r) are Gary LeVox, Dena, Joe Don Rooney, Elizabeth, Buzz and Jay DeMarcus.

More than 500,000 downloads
More than 2.8 million views on YouTube
More than 940,000 streams this week

#2 Most Streamed “Current” Overall
#5 Most Streamed Country Song Overall

7 CA/MB
8 BB/BDS

JOIN THE CLASS ... CONVERT TO POWER!

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Let's raise a glass to one of this year's ACM New Artist of the Year nominees:

 Cole Swindell

 Ain't Worth the Whiskey

 Power Up Now!

 Over 10.8 million digital streams!
 Nearly 500,000 copies sold!
 Biggest spin gainer inside the Top 5!

 CAC/MB 3 +713 spins
 BB 3 +2.2 M audience
**Rush To Conclusion:** The session clock was running out by the time Rosin and Lazovick got to morning radio’s more general attractions. Respondents identified music (73%), weather updates (66%) and funny and light news topics (60%) as the top elements they like from their favorite morning shows. Similarly, they pointed to news of the day (88%), planning information like traffic and weather (86%), laughs (82%) and interesting stories and “water cooler” topics (81%) as the top four things they look for from morning radio. Referencing his comments from CRS 2014 that called the nationalization of radio “disaster for the radio industry,” Rosin pointed out that a majority of respondents (70%) still want a “local connection” from morning radio. “Local really matters to people,” he stresses.

Comprehensive studies of radio habits should matter just as much to radio. “It’s unusual for a single radio station to have the resources to do this kind of deep analysis,” Rosin explains. “So I hope people feel like, ‘Wow, that paid the price for CRS admission right there.’”

See all of the CRS 2015 Research Presentation “Wake Me Up” here.

–Russ Penuell

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**Sunny Daze:** Dot’s Drake White (!) and KMPS/Seattle’s Ed Hill brave the elements after a rooftop performance ... by White, as far as we know.

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**MO PITNEY**

“COUNTRY”

46 CA/MB  47 BB/BDS

79 TOTAL STATIONS

**ALREADY TOP 10 IN RESEARCH AT KUZZ!**

NEW TODAY: PREMIUM CHOICE, WSIX, WDSY, WMIL, WMAD, WPOR, KNTY, KHEY, WCKT, WCO5, WEZL, AND WKLI.
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<td>42</td>
<td>42</td>
<td>BIG &amp; RICH/Run Away With You (B&amp;R/New Revolution)</td>
<td>3067 281</td>
<td>964 101</td>
<td>4.178 0.295</td>
<td>111</td>
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<td>44</td>
<td>43</td>
<td>THE SWON BROTHERS/Pray For You (Arista)</td>
<td>2800 22</td>
<td>866 -14</td>
<td>3.556 0.002</td>
<td>112</td>
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<td>46</td>
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<td>PARMALEE/Already Callin’ You Mine (Stoney Creek)</td>
<td>2231 164</td>
<td>724 56</td>
<td>3.516 0.264</td>
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<tr>
<td>48</td>
<td>45</td>
<td>GARY ALLAN f/C.STAPLETON/Hangover Tonight (MCA)</td>
<td>2229 577</td>
<td>635 241</td>
<td>3.87 0.683</td>
<td>65</td>
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<td>47</td>
<td>46</td>
<td>MO PITNEY/Country (Curb)</td>
<td>1745 14</td>
<td>564 14</td>
<td>2.569 -0.064</td>
<td>73</td>
<td>12</td>
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<tr>
<td>50</td>
<td>47</td>
<td>AUSTIN WEBB/All Country On You (Streamsound)</td>
<td>1670 136</td>
<td>605 18</td>
<td>1.918 0.137</td>
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<tr>
<td><strong>Debut</strong></td>
<td></td>
<td><strong>ELI YOUNG BAND/Turn It On (Republic)</strong></td>
<td>1658 885</td>
<td>473 302</td>
<td>3.015 1.671</td>
<td>67</td>
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<td>49</td>
<td>49</td>
<td>RODNEY ATKINS/Eat Sleep Love You Repeat (Curb)</td>
<td>1577 -58</td>
<td>475 -8</td>
<td>2.279 -0.156</td>
<td>66</td>
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<tr>
<td><strong>Debut</strong></td>
<td></td>
<td><strong>DAN + SHAY/Nothin’ Like You (Warner Bros./WAR)</strong></td>
<td>1465 52</td>
<td>431 31</td>
<td>2.39 0.023</td>
<td>67</td>
<td>9</td>
</tr>
</tbody>
</table>

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**54* BB/BDS +95 SPINS & 350,000+ AUD**

**HERE’S TO LOVING THIS LIFE ON:**

- KCYE
- KEKY
- KHGE
- KJUG
- KJMN
- KMPS
- KNTY
- KRTY
- KSOP
- KUAD
- KUPL
- KWR
- KXLY
- KYGO
- WCOL
- WGAR
- WGTY
- WIRC
- WJVC
- WKLI
- WMK
- WKS
- WLH
- WMIL
- WMZQ
- WNSH
- WPQ
- WQHK
- WQK
- WRB
- WRS
- WSO
- WTH
- WUSY
- WYVZ
- WXBQ
- WYCY
- WYCD
- WZZK
- KS
- KCCY
- KXT

"LOCASH HAS FINALLY DELIVERED A MAINSTREAM COUNTRY SMASH TO RADIO THAT BACKS UP THEIR ENERGETIC LIVE SHOW."

-TIM ROBERTS, PD, WYCD/DETROIT
Country Aircheck Top Spin Gainers

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZAC BROWN BAND</td>
<td>Homegrown</td>
<td>SouthrnGrnd/Varvatos/BMLG</td>
<td>3206</td>
</tr>
<tr>
<td>MICHAEL RAY</td>
<td>Kiss You In The Morning</td>
<td>Warner Bros./WEA</td>
<td>2370</td>
</tr>
<tr>
<td>COLE SWINDELL</td>
<td>Ain't Worth The Whiskey</td>
<td>Warner Bros./WMN</td>
<td>2210</td>
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<tr>
<td>KENNY CHESNEY w/GRACE POTTER</td>
<td>Wild Child</td>
<td>Blue Chair/Columbia</td>
<td>2120</td>
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<tr>
<td>CARRIE UNDERWOOD</td>
<td>Little Toy Guns</td>
<td>Arista</td>
<td>2013</td>
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<tr>
<td>FLORIDA GEORGIA LINE</td>
<td>Sippin' On Fire</td>
<td>Republic Nashville</td>
<td>1910</td>
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<tr>
<td>BRETT ELDREDGE</td>
<td>Mean To Me</td>
<td>Atlantic/WMN</td>
<td>1820</td>
</tr>
<tr>
<td>CHRIS YOUNG</td>
<td>Lonely Eyes</td>
<td>RCA</td>
<td>1466</td>
</tr>
<tr>
<td>BILLY Currington</td>
<td>Don't It</td>
<td>Mercury</td>
<td>1350</td>
</tr>
<tr>
<td>TIM McGRAW</td>
<td>Diamond Rings And Old...</td>
<td>Big Machine</td>
<td>1250</td>
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Activator Top Spin Gainers

<table>
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<th>Artist</th>
<th>Title</th>
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<tr>
<td>ZAC BROWN BAND</td>
<td>Homegrown</td>
<td>SouthrnGrnd/Varvatos/BMLG</td>
<td>330</td>
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<tr>
<td>CARRIE UNDERWOOD</td>
<td>Little Toy Guns</td>
<td>Arista</td>
<td>233</td>
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<tr>
<td>KENNY CHESNEY w/GRACE POTTER</td>
<td>Wild Child</td>
<td>Blue Chair/Columbia</td>
<td>215</td>
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<tr>
<td>FLORIDA GEORGIA LINE</td>
<td>Sippin' On Fire</td>
<td>Republic Nashville</td>
<td>209</td>
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<tr>
<td>MICHAEL RAY</td>
<td>Kiss You In The Morning</td>
<td>Warner Bros./WEA</td>
<td>200</td>
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<tr>
<td>SAM HUNT</td>
<td>Take Your Time</td>
<td>MCA</td>
<td>192</td>
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<tr>
<td>TIM McGRAW</td>
<td>Diamond Rings And Old...</td>
<td>Big Machine</td>
<td>183</td>
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<tr>
<td>COLE SWINDELL</td>
<td>Ain't Worth The Whiskey</td>
<td>Warner Bros./WMN</td>
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<td>BRAD PAISLEY</td>
<td>Crushin' It</td>
<td>Arista</td>
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<tr>
<td>BILLY Currington</td>
<td>Don't It</td>
<td>Mercury</td>
<td>118</td>
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Country Aircheck Top Recurrents

<table>
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<th>Artist</th>
<th>Title</th>
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<tbody>
<tr>
<td>THOMAS RHETT</td>
<td>Make Me Wanna</td>
<td>Valory</td>
<td>15880</td>
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<tr>
<td>LUKE BRYAN</td>
<td>I See You</td>
<td>Capitol</td>
<td>14113</td>
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<tr>
<td>FLORIDA GEORGIA LINE</td>
<td>Sun Daze</td>
<td>Republic Nashville</td>
<td>10276</td>
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<tr>
<td>TIM McGRAW</td>
<td>Shotgun Rider</td>
<td>Big Machine</td>
<td>8897</td>
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<tr>
<td>ERIC CHURCH</td>
<td>Talladega</td>
<td>EMI Nashville</td>
<td>8528</td>
</tr>
<tr>
<td>KENNY CHESNEY</td>
<td>Til It's Gone</td>
<td>Blue Chair/Columbia</td>
<td>8088</td>
</tr>
<tr>
<td>SAM HUNT</td>
<td>Leave The Night On</td>
<td>MCA</td>
<td>8080</td>
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<tr>
<td>KEITH URBAN</td>
<td>Somewhere In My Car</td>
<td>Capitol</td>
<td>7169</td>
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<tr>
<td>DUSTIN LYNCH</td>
<td>Where It's At</td>
<td>Broken Bow</td>
<td>6233</td>
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<tr>
<td>LADY ANTEBELLUM</td>
<td>Bartender</td>
<td>Capitol</td>
<td>6223</td>
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</table>

THE FIRST AND THE WORST
REALLY BAD SONGS BY REALLY GOOD WRITERS

BENEFITTING MUSIC HEALTH ALLIANCE

WEDNESDAY, APRIL 1
6:30PM (doors open at 5PM) at 3RD & LINDSLEY

HOSTED BY PETER COOPER
RICHARD LEIGH • LIZ ROSE • PHIL BARTON
ROXIE DEAN • WYNN VARBLE • RIVERS RUTHERFORD

Casual Attire • Silent Auction Event

Showcasing some of the world’s most successful songwriters performing the first and the worst songs they ever wrote as well as their songs that have become huge hits recorded by superstar artists.

Sponsorship Tables available contact Sheila Shipleyn Biddy here.
COUNTRY AIRCHECK ACTIVITY

GARY ALLAN / CHRIS STAPLETON / Hangover Tonight (MCA)  
Moves 48-45*  
2,229 points, 635 spins  
9 adds: KWEN*, WGKY, WGNA, WJVC, WNCY, WTQR, WWGR, WYCT, WYRK

MO PITNEY / Country (Curb)  
Moves 47-46*  
1,745 points, 564 spins  
12 adds including: KHEY, KNTY, PCCO, WCKT, WPOS, WDSY, WEZL, WKLH, WMAD, WMLL

AUSTIN WEBB / All Country On You (Streamsound)  
Moves 50-47*  
1,670 points, 605 spins  
4 adds: KKBQ*, KSSN, WCKT, WCTQ

ELI YOUNG BAND / Turn It On (Republic Nashville)  
Debuts at 48*  
1,658 points, 473 spins  
13 adds including: KNDL, KUAD, WDAF, WITL, WKML, WKSJ, WMAD, WML, WQYK, WRBT

RODNEY ATKINS / Eat Sleep Love You Repeat (Curb)  
Remains at 49  
1,577 points, 475 spins  
1 add: WYCT

DAN + SHAY / Nothin’ Like You (Warner Bros./WAR)  
Debuts at 50*  
1,465 points, 431 spins  
9 adds: KCCY, KNTY, KSD, WDAF, WGTB, WQIK, WRBT, WRNL, WWQM

WATERLOO REVIVAL / Hit The Road (Big Machine)  
1,347 points, 434 spins  
10 adds: KEGA, KKBQ*, KPLM, KRST*, KRRS, KSD, WDAF, WDXB, WIRK, WKLH

JOSH DORR / Save Your Breath (RCA)  
1,334 points, 407 spins  
3 adds: KCYE, WLKB, WKLH

LOCASH / I Love This Life (Reviver/Star Farm)  
1,102 points, 307 spins  
3 adds: KCCY, KSKS*, KXTK

ADD DATES

MARCH 23
RAELYNN / For A Boy (Valory)  
LADY ANTEBELLUM / Long Stretch Of Love (Capitol)  
CAM / My Mistake (Arista)  
OUTSHYNE / Moonlight Crush (in2une)  
JASON ALDEAN / Tonight Looks Good On You (BBR)

MARCH 30
BROTHERS OSBORNE / Stay a Little Longer (EMI Nashville)  
CASEY JAMES / Fall Apart (19/Columbia)  
CHASE BRYANT / Little Bit Of You (Red Bow)  
JANA KRAMER / I Got The Boy (Elektra Nashville/WAR)

APRIL 6
BLAKE SHELTON / Sangria (Warner Bros./WMN)

Send yours to adds@countryaircheck.com.

CHECK OUT

Allison Moorer Down To Believing (eOne)  
On her latest album, Moorer teams with longtime friend and producer Kenny Greenberg for a collection she says is about family and relationships.

Mar. 24 Striking Matches Nothing But The Silence (I.R.S.)  
Canaan Smith Self-Titled (Mercury)

Mar. 31 Darius Rucker Southern Style (Capitol)  
Various, Now That’s What I Call ACM Awards 50 Years (ACM/Sony/UMG)  
Jon Wolfe Natural Man (Fool Hearted Productions)

April 7 Kristian Bush Southern Gravity (Streamsound)  
Will Hoge Small Town Dreams (Cumberland/Thirty Tigers)

Because of you, we can keep finding cures.

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