ARCHECK WEEKLY

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Imaging: Finding Your Voice Pt. 2

Last week's issue looked at imaging from the programming perspective (<u>CAW 7/23</u>), and this week we're flipping the

coin. Voice pros John Willyard, Sean Caldwell, Jack Ingram and Lisa Taylor offer perspective on how they work with today's harried programmers to create great imaging.

Without exception, the panel stresses the need for good copy. "[It's] creative, concise and captures the listener's attention – often with laughter or drama – and isn't longer than absolutely necessary," Caldwell says.



John Willyard

"Years ago, I voiced for Charlie Quinn in Nashville, and every week the copy read like a movie. Today, consultant Keith Hill writes some of the best copy I see, and I usually laugh out loud at some of the things he writes. [Bad copy] has no flow, is too long and often is a list of bullet points that reads like a PowerPoint presentation."

"It's everything," Willyard agrees. "There's a major market station I don't do any longer, and I'd almost mentally flip the switch when I saw the call letters come across the screen. There wasn't any essence to it and I didn't have any fun. When the writing's not there, it's hard to get traction and hard for anyone to relate, including me."



With today's programmers spread so thin, Caldwell says good creative can help maximize their efforts. "Writing good copy is a great effectiveness multiplier because it can take any promotion, any voice talent, any idea and communicate it more effectively," he explains.

Sean Caldwell

Being from Texas and getting his voiceover start with occasional KPLX/Dallas promos in the

late '90s helped Jack Ingram understand the importance of unique, highly localized copy.

(continued on page 6)



Red Carpet Treatment: KAJA/San Antonio staffers welcome Carrie Underwood to the Alamo City for the premiere of her "Blown Away" video Saturday night (7/28). KJ listeners helped the station win the event, which included a Q&A session with Underwood. Pictured (I-r) are KAJA's Jamie Martin and Randy Carroll, Underwood, video director Randee St. Nicholas, Arista's Lesly Tyson and KJ's Bree Wagner.

Moody: Real, Local, Real Local

Mom-and-pop outlets are to some extent competing with every other radio station on the planet, and that reality is only going to grow. So **Bob Moody**'s just-launched **Real**

Local Radio Group (<u>CAT 7/23</u>) aims to help local broadcasters meet that challenge with the only tool the big players can't match. "When you get broadband in cars, people

when you get broadband in cars, people will be able to access anything," says Moody. In a sense, that's already true, thanks to services like iHeartRadio, Pandora and Sirius XM. If individual stations aren't positioned with unique and un-scalable content, they'll



Bob Moody



RANDY ROGERS BAND "ONE MORE SAD SON G A HAPPY DAY FOR A SAD SONG!

KCYY KPLM KILT KUPL WJVC WQHK

KAJA WWKA WDXB WCKT KJKE WSIX WRNS

WSOC

WCTQ

WRBT

KTEX KSOP

IT'S THEIR TIME CLICK HERE.

ADD NOW!

LAUREN ALAINA """Eighteen Inches"

Another great week for Lauren: KTTS WNCY KXKS KZSN WKSJ WBCT WIRK WUSH WMIL WKKT KNTY WFUS

42 adds in 3 weeks

be competing with much larger entities in a sea of music jukeboxes. "I wouldn't want to own a transmitter under those circumstances," Moody admits.

So the veteran programmer and Country Radio Hall of Famer is working to equip client stations for the fight. Most recently Townsquare's VP/Country Programming, Moody bring credentials including a similar position with McVay Media and success at the station level with WPOC/Baltimore.

"It's a lot easier to be local in St. Cloud, MN or in Ft. Collins, CO than it is in Minneapolis or Denver," says Moody. The former markets are the kind he worked with during the past several years while at Townsquare, and he credits them with doing a great job. But when tasked with emphasizing local content, managers and owners have found that many on their staffs aren't prepared. "Some of the younger people just don't know what to do," he says.

Moody recounts a story told to him by one GM who, after directing his staff to focus more locally, heard his personalities reading a newspaper on the air. "To some people, being local is just talking about what you did yesterday," Moody says, pointing out that though radio spends a lot of money on sales training, "When it comes to programming or talent training, we haven't taught anybody."

A local take on the celebrity birthday is one example demonstrated on Moody's new website. "We never forget celebrity birthdays, but many personalities probably don't know the birthday of the mayor, the local sports coach, a local anchor or even their own on-air partner. It's simple, but also something syndicated shows, voice-tracking and services like Pandora just can't do."

Even with technology like Dial Global's Storq, which enables its syndicated personalities to localize breaks for affiliates with turnaround time in just minutes, Moody says, "The problem there is, finding people at the local level with the experience and judgment to know what to write, instead of typing in a PSA for a car wash."

Moody is aiming the Real Local Radio Group at small and medium markets, reflecting his most recent experiences. He already has interest from regional groups in those market sizes. "Many of these are privately owned and are a family business," he says. "They have to take a long-term view of finding and developing talent who will stay there, becoming the local authority."

In addition to his website, Moody is making weekly playlist recommendations and music reviews available free <u>here</u>. -RJ Curtis



Wedding Crashers: A host of radio luminaries are included in this shot, dated July 18, 1987 and taken at the wedding of Bob and Karen Moody, who just celebrated their 25th anniversary. Belated congrats to the still-blissful couple. Pictured (l-r) are Stan Byrd, Charlie Cook, Marty Bass, Bob Moody, Mike McVay, Gary Burbank, Carol Burbank (behind veil), Karen Moody, the late Mike Chapman, Coyote Calhoun, Mike Sirls, and Gretchen Chapman. The child wandering into the shot in front is Rebecca Block, daughter of former Tulsa PD Dave Block. Got any photos fresh out of the time capsule? Send them to <u>pagethreepic@countryaircheck.com</u>.

News & Notes

Entravision's Radio Division President **Jeffery Liberman** has been named COO of the parent company, succeeding **Philip Wilkinson**, who will stay on as a consultant.

Envision Radio Networks' The Live Ride With Marty McFly has added Stonecom's WKXD/Cookeville, TN to its affiliate list. More information on the show here.



Jeffery Liberman





The Country Music Hall of Fame and Museum exhibit Patsy Cline: Crazy For Loving You opens Aug. 24 and runs through June 10, 2013. Opening-weekend festivities include a panel discussion with husband Charlie Dick, daughter Julie Fudge, Harold Bradley, George Hamilton IV and Jan Howard, as well as a concert featuring Jessi Alexander, Mandy Barnett, Bradley, Striking Matches and Emily West. An eponymous 80-page book will accompany the exhibit.

The **NSAI** Song Contest Presented By **CMT** opens Wednesday (8/1) via <u>SonicBids.com</u> and offers a chance to win a one-hour songwriting mentorship meeting with **Lionel Richie**. Aspiring songwriters in any genre are encouraged to enter through Oct. 31. Learn more <u>here</u>.

Chart Chat

Congrats to **Kenny Chesney, Norbert Nix, R.J. Meacham** and the entire **Columbia/BNA** promotion team on scoring this week's No. 1 single with Chesney's "Come Over." Recently certified gold, the song is Chesney's 24th chart-topper and the first from his current album *Welcome To The Fishbowl*.



Brothers Of The One: Celebrating Chesney's No. 1 single "Come Over" in Cleveland are (front, I-r) WQMX/Akron's Sue Wilson and Jody Wheatley, Chesney, WCMS/Nags Head, NC's Jill Dambach and Betty Abrams; (middle, I-r) WQMX's Donna Reusser, Janet Connolly, WCMS' Mark Lindow and Columbia's David Friedman; (back, I-r) WGAR/Cleveland's Charley Connolly and Keith Abrams.

MY TUNES: MUSIC THAT SHAPED MY LIFE



KMNB/Minneapolis morning co-host **Shayne Wells** discusses her most influential songs, albums and concerts:

1. New Kids On The Block, Tacoma, WA: You never forget your first concert, and mine was a doozy.

2. David Lee Murphy/Dust On The Bottle: That was our senior girls' song in high school. We

played it going to every game, event and party, yelling, "Woo" on the beat. We were probably so obnoxious, but it was how we started every memorable night. To this day, I can't listen to that song without yelling, "Woo."

3. Kelly Clarkson/Breakaway: This song was popular right when I graduated college and got a job doing the weekend weather for the NBC affiliate in Grand Junction, CO. I left my family and friends behind to start the big adventure my life has become.

4. MGMT/Electric Feel: This is my happy song. Whenever I need to go to a happy place, this is what I play. It always puts me in a good mood.

5. Lee Ann Womack/I Hope You Dance: This is pretty much my motto in life. I always choose to dance.
A highly regarded artist you've never heard: Bon Iver. He's from the Eau Claire/Minneapolis area. I really should take the time and check him out. He won a Grammy, for goodness' sake.

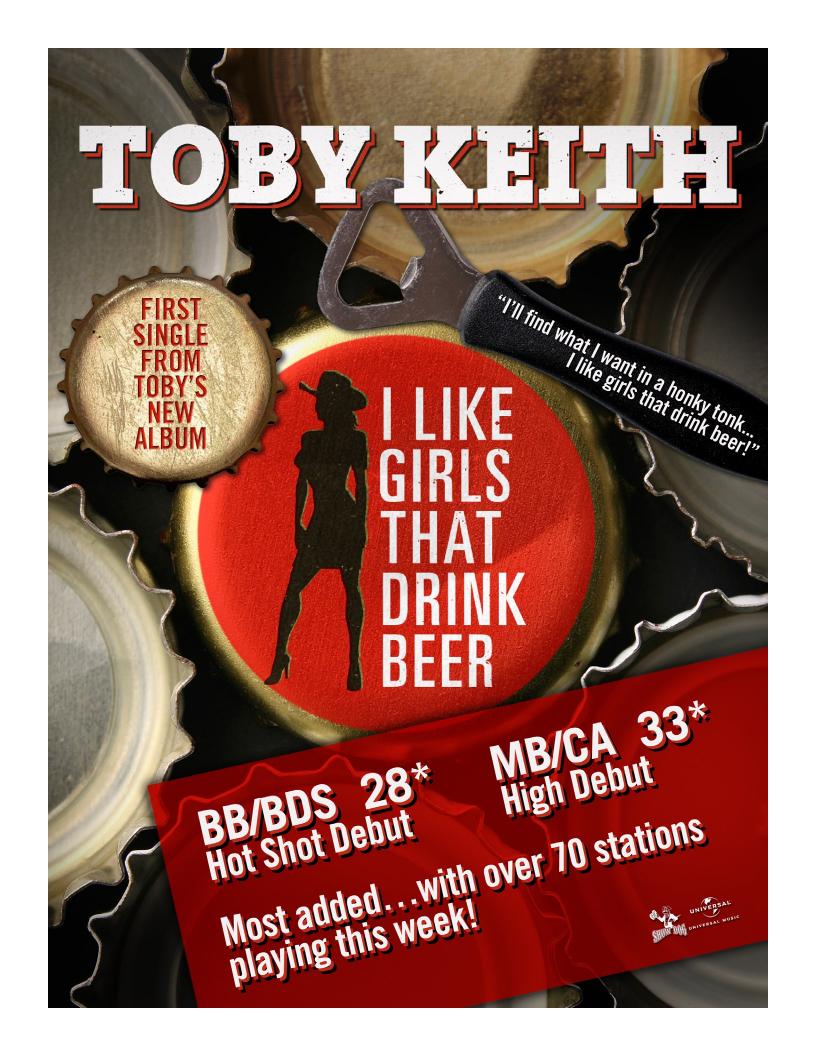
• An "important" piece of music you just don't get: Foster The People's "Pumped Up Kicks."

• A song you played or listened to incessantly: "Dirt Road Anthem." I still can't get enough.

• One obscure or non-country song everyone should listen to right now: Feist's "Mushaboom." I still don't know what a "mushaboom" is, but this jam is catchy and fun. Give it a try!

Reach Shayne at shayne@buzn1029.com.





R "Red Wine On Your Lipstick"

IMPACTING **RADIO NOW!**

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CHECK OUT



Gloriana A Thousand Miles Left Behind (Emblem/WAR)

Brothers Mike and Tom Gossin and Rachel Reinert each had a hand in cowriting their 11-track sophomore album. Tom and Josh Kear penned "(Kissed You) Good Night," which is the band's first

single to crack the top 3. "On this record, we wanted to tell stories," Reinert says. "I think people will be able to relate to a lot of these songs because they're honest and come from a place that's real. The new album really just feels like us, who and where we are now, to the point where we know exactly what we want to do and how to get there." Lead single "Wanna Take You Home" and their military tribute "Soldier Song" are also included.

- Aug. 7 **Colt Ford** Declaration Of Independence (Average Joes)
- Aug. 21 Dierks Bentley Country & Cold Cans EP (Capitol) JT Hodges JT Hodges (Show Dog-Universal) **Dustin Lynch** Dustin Lynch (Broken Bow)
- Sept. 11 Kix Brooks New To This Town (Arista) Bucky Covington Good Guys (Entertainment One) Aaron Lewis The Road (Blaster/Quarterback) Little Big Town Tornado (Capitol)
- Sept. 18 Easton Corbin All Over The Road (Mercury) **Dwight Yoakam** 3 Pears (Warner Bros./WMN)
- Sept. 25 The Mavericks In Time (Valory)
- Oct. 2 Jerrod Niemann Free The Music (Sea Gayle/Arista)

Album release info to <u>news@countryaircheck.com</u>.

Artist News

Cracker Barrel will release Josh Turner – Live Across America Aug. 27. The 12-track collection was recorded live at 12 stops along Turner's 2012 tour and includes various Turner hits, as well as Waylon Jennings' "America." The album will also available via iTunes and Amazon.com.

Wynonna's Rockin' Christmas Tour launches Dec. 6 in Newark, OH. Backed by her band The Big



Noise, Wynonna will blend holiday classics with her contemporary hits at each concert. Complete tour schedule here.

Bucky Covington will be a driver in Aug. 11's Legends Car Race at Nashville's Fairgrounds Speedway. The event includes a Covington concert and autograph session, with proceeds benefiting Help The Good Guys and Local 140 Fire Fighters Relief Fund. This will be Covington's first time behind the wheel of a race car. Additionally, Covington was awarded a personalized fire fighter helmet at the International Association of Fire Fighters Convention in honor of his work with HTGG.

The Week's Top Stories

Full coverage at <u>www.countryaircheck.com</u>. • Clear Channel Media & Entertainment SVP/Programming Clay Hunnicutt was promoted to EVP/Programming, with responsibilities for the company's large markets. (CAT 7/25)



 Cumulus' KBUL/Reno, NV PD Brad Hansen was named OM for Clear Channel/Northern Colorado's six-station cluster, which includes Country KXBG and Classic Country sister KIIX-AM/Ft. Collins and KOLZ/Cheyenne, WY. (CAT 7/24)
 Black River VP/Promotion Rick Baumgartner will step down to address non-life-threatening health issues. (CAT 7/30)
 CBS Radio's KMLE/Phoenix and morning duo Tim Hattrick and Willy D Loon parted ways. (CAT 7/26)

 Mississippi River Radio's KEZS (K103)/Cape Girardeau, MO PD/midday personality Dawn Marie, who doubles as OM for the seven-station cluster, is leaving the company and relocating to Virginia with her husband (CAT 7/27)

Imaging: Finding Your Voice Pt. 2

(continued from page 1) "I actually shot [KVOO/Tulsa PD Crash Poteet] a note after the last session because it made me feel like you wouldn't hear that particular copy anywhere but Tulsa. The copy I get for [KWJJ/

Portland] has tons of it, too – stuff that capitalizes on being in the 'Great Northwest.' It's the 'If you don't live here, you don't know what you're missing' kind of vibe. Regional pride can be used so much more than it is."



Asked about differences in copy from other formats, Lisa Taylor says there's more than we may think. "What I see [is that other] formats try to be more hip, give the audience a bit more credit, and are often more edited and to-the-point" she says.

Jack Ingram

Ingram isn't afraid to note Country's ruts. "Pick a point that strikes a chord with your listeners that *isn't* 'We play the most music,'" he says. "C'mon! No, you don't! The audience is past a lot of that stuff. It's like when your parents told you to eat your vegetables or stop watching so much TV. It's just blowing right past them. This idea that we know better than you do and we're going to force-feed you this stuff is a mistake. [Country fans] are intelligent and they can get it if you give them a chance."

Voice talents are also seeing less participation from programmers. "There are some I never hear from, ever," Willyard says. "They're just so stretched and under so much pressure to get it all done. But once you get a routine down, it can still work really well."

Taylor appreciates the opportunity to contribute, which can help both parties. "It's fun to know when the creative director

OFF THE RECORD: KRISTEN KELLY



Arista's Kristen Kelly puts an industry spin on the artist interview: What station did you grow up listening to? WACO/Waco, TX. Do you remember the first time you heard "Ex-Old Man" on the radio? The first time I heard it randomly in the car was on WACO 100. I had stopped by for a station visit and was heading to Austin when they played my song. I immediately

🗟 Kristen Kelly

started singing along.

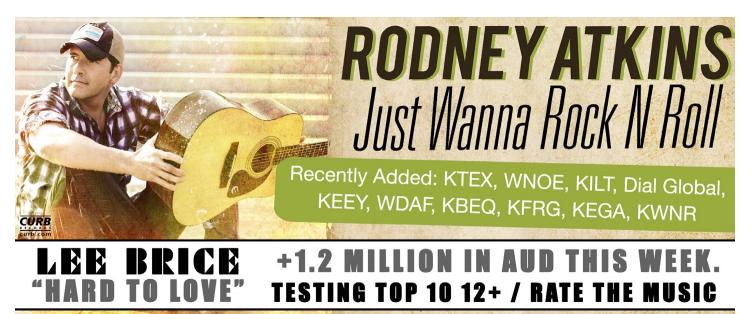
How do you adjust to all the travel that comes with the radio tour? I try to drink a lot of water, but I'm a workaholic. I will work my ass off. I try and squeeze in a nap here and there if I can.

What are your go-to food stops? I'm a sucker for Chili's chips and salsa.

Which regional is the most interesting driver? Probably John Sigler. He's just so animated. If you get him going on something, you'll be rolling on the floor laughing, and he loves old cars. He just got an El Camino.

You pulled a classic tour prank on Brad Paisley by going as his double onstage. Where did you find such an awesome mask? That wasn't a mask! I bought a \$50 wig and some eyeliner to draw a mustache and darken my eyebrows. Every night, I bring Brad a beer bottle to play slide guitar with during "Alcohol." I went out onstage dressed as him with my guitar player's pink paisley guitar. He was laughing throughout the whole song. When he introduced me onstage, he said, "She's a beautiful woman but an ugly man." It was hilarious! Later I found out that Brad's favorite guitar is his pink paisley one. Apparently, it's the only guitar that rides on the bus with him.

What has been your favorite after-show activity? Brad took us to see *The Avengers* in 3-D. But I think the most fun thing we did was the go-kart racing in Cleveland. We had a blast! He was like, "Get in one of those cars and try not to smile." I didn't stop smiling and laughing the entire time we were driving around the track.





EXAMPLE 1 SUMMER HIT.... **BACHELOR PAD** JOIN 7 MILLION VIEWERS FOR KATIE'S FEATURED PERFORMANCE ON ABC'S BACHELOR PAD ON MONDAY, AUGUST 6TH AT 8P EST.

KATIE BY THE NUMBERS:

15: NUMBER OF TOP 30 RADIO MARKETS SPINNING THE SINGLE #3 FAN VOTED VIDEO ON GAC

64,284: NUMBER OF VIEWS ON CMT.COM IN 10 DAYS 9,523: NUMBER OF DOWNLOADS OF BETTER IN A BLACK DRESS IN 7 WEEKS 103,263: NUMBER OF DOWNLOADS FROM CONFESSIONS OF A NICE GIRL ALBUM

82,270: NUMBER OF FACEBOOK FOLLOWERS

61,454: NUMBER OF TWITTER FOLLOWERS

75 + : NUMBER OF PAID HEADLINING SHOWS THIS YEAR 13/13: NUMBER OF SONGS WRITTEN BY KATIE ON HER NEW ALBUM



RIVER



Machine Heads: BMLG President/CEO Scott Borchetta combines his two greatest passions on one huge day at the Indianapolis Motor Speedway, prior to yesterday's (7/29) Brickyard 400 Powered by BigMachinerecords.com. Pictured (I-r) are the label's Sunny Sweeney, Borchetta, Greg Bates and Justin Moore, No. 38 Big Machine car driver David Gilliland and The Band Perry's Kimberly, Neil and Reid Perry.

is open to you playing around with the copy because it really breaks up the monotony of the day," she says. "Those times are like little Christmas presents."

Caldwell encourages communication. "If the person writing the copy has an idea how they would like it delivered, it's helpful to share that," he explains. "Help me spot the corners where the copy takes a turn. If you know you'll use softer music in a certain part, let me know and I'll bring the read down to match."

Traditional versus nontraditional styles represent another shift. "We've gotten away from the days when every station thought they had to use a huge-sounding voice to convey the sound of God on the airwaves," Caldwell continues. "It still has its place, but many stations are going for a talented voice that has the versatility to express drama, humor and fun. Voice actors bring a component that is missing from many imaging voices – the ability to tell a story. I work with a voice coach in Los Angeles every few weeks to try to stay versatile and current in my delivery."

Willyard also acknowledges the difference. "There was a mindset in the beginning, where everything was a hard, rock-'em-sock-'em thing; everything sounded like a concert spot," he says. "Now, I have a lot of clients looking for that low-key, conversational, sittingacross-the-table-from-you delivery, and I love it. As a performer, I actually think I gravitate toward that day-to-day."

It's a style Ingram embraces. "These days, when I hear stations with that big, booming voice, I'm like, 'Dude, don't patronize me. I'm a grown man. If your music isn't exciting, you're not going to make me more excited.' My motivation has always been, 'If you don't want to listen to this station, then you're wrong. Country music is cool. I don't need to wow you with some [over-the-top] voice.'"



Taylor, who also co-hosts mornings on KPLX/ Dallas, warns that a nontraditional approach can't be contrived. She points to Barry Corbin, a member of the voice imaging team employed by KPLX. "If you try to force it just because you like a Matthew McConaughey-type of read, it may not work. There's a natural marriage sometimes, and [KPLX] is lucky to have that in [Corbin]. Again, it depends on the station and situation." As with other facets of the industry, Caldwell

Lisa Taylor

says budget cuts are affecting imaging quality. "In one medium market, their budget was reduced from \$600 to \$200 a month," he explains. "While the corporate bean counters might not understand the difference in a \$600-a-month talent, programmers should make the case that a station voice is an important part of their sound. Spending a little more to get a top professional will help you sound better and make your life easier. It's not a commodity." –*Russ Penuell*

CAC



Spring 2012 Diary Scoreboard

Here's a recap of subscribing stations from week two of **Arbitron** Spring '12 diary ratings released between July 24 and today. Standout performers included **WBUL/Lexington, KY**, which soared 8.2-13.5 for the second-highest book in station history. **KAWO/ Boise, ID** climbed 5.5-7.2, its best-ever book, while crosstown competitor **KIZN** vaulted 3.6-6.8, a five-year high. Spokane was another hot market, with **KXLY** posting its best-ever book (3.7-5.7) and crosstown **KDRK** enjoying its highest share in four years, jumping 3.1-5.6 Legend: A "+" indicates a Classic Country outlet; a "^" designates Country stations in the same rated market owned by a single operator; and a "t" indicates a tie. A "na" means a subscriber-only market, where ratings are not available.

Station/City	12+ Share Last Arb	12+ Share Spring'12	Station/City	12+ Share Last Arb	12+ Share Spring '12	Station/City	12+ Share Last Arb	12+ Share Spring '12
KAWO/Boise, ID	5.5	7.2	WPCV/Lakeland	12.0	10.1	KSLY/San Luis Obispo, CA	3.0	2.1
KIZN/Boise, ID ^	3.8	6.8	WBUL/Lexington, KY	8.2	13.5	KSNI/Santa Maria, CA	7.0	6.0
KQFC/Boise, ID ^	4.8	3.8	KFGE/Lincoln, NE	7.7	8.0	KFGY/Santa Rosa, CA	4.1	6.7
WUSY/Chattanooga, TN	16.0	14.2	KSSN/Little Rock ^	8.5	9.1	KTRY/Santa Rosa, CA	1.8	2.5
WUUQ/Chattanoga, TN+	5.6	6.5	KMJX/Little Rock $^+$	6.4	5.8	WHFB/South Bend, IN	na	1.6
WPLZ/Chattanooga, TN	0.8	1.4	WMAD/Madison	4.3	4.7	KXLY/Spokane	3.7	5.7
KATC/Colorado Springs	5.6	4.0	WWQM/Madison	3.7	4.6	KDRK/Spokane	3.1	5.6
WCOS/Columbia, SC	7.7	7.8	WKSJ/Mobile	7.3	8.7	WRNX/Springfield, MA	4.8	4.7
WKRO/Daytona Beach	2.8	2.2	KATM/Modesto, CA	9.7	11.1	KATM/Modesto, CA (Stockton)	10.5	9.0
WXFL/Florence, AL	14.5	16.1	KTOM/Monterey	3.8	3.3	WPFX/Toledo	2.8	2.8
KUAD/Ft. Collins, CO	7.9	7.6	WGTR/Myrtle Beach, SC	7.7	7.6	WCKY/Toledo	1.8	1.2
KXBG/Ft. Collins, CO ^	2.4	2.7	WCTY/New London, CT	13.1	11.3	KYUN/Twin Falls, ID	4.2	5.7
KIIX-AM/Ft. Collins, CO ^ -	⊦ 1.0	0.6	KPLM/Palm Springs, CA	3.0	4.0	KATJ/Victor Valley, CA	6.1	5.6
WAVW/Ft. Pierce	6.1	6.0	KCCY/Colo. Springs ^	6.5	5.1	KWIQ/Wenatchee, WA	3.0	3.7
WHWY/Ft. Walton Beach, FL	4.4	5.4	(Pueblo, CO)			KKRV/Wenatchee, WA	3.4	3.4
WRUF/Gainesville	4.0	4.2	KCCY-AM/ Colo. Springs ^ +	Na	1.7	KULE/Wenatchee, WA	1.1	1.9
WAYZ/Hagerstown, MD	11.0	12.3	(Pueblo, CO)		11 5	KFDI/Wichita ^	13.1	10.9
KQUS/Hot Springs, AR	13.4	14.0	WSLC/Roanoke, VA	11.6	11.5	KFTI/Wichita ^ +	3.6	3.5
WDRM/Huntsville, AL	12.2	12.9	WYYD/Roanoke, VA	5.9	6.0	KVWF/Wichita	2.8	3.0
WQAH/Huntsville, AL+	4.7	4.4	KYEZ/Salina, KS	5.9	6.4	KZSN/Wichita	3.5	2.6
WMSI/Jackson, MS	5.7	5.6	KSKG/Salina, KS	6.3	6.0	WXCY/Wilmington, DE	4.7	3.2
WIOV/Lancaster ^	10.6	8.8	KXBZ/Salina, KS	3.8	4.7			
WZCY/Harrisburg ^	2.0	2.9	KKJG/San Luis Obispo, CA	5.4	5.2			



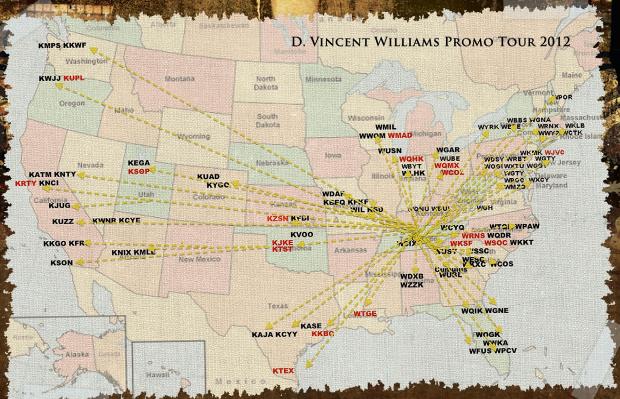
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		MEDIABA	SE							-90 -
LW	τw	Artist/Title (Label) To	otal Points	+/- Points	Total Play	s +/- Play	/s Audienc	e +/- Aud	Stations	ADDS
2	1	KENNY CHESNEY/Come Over (Blue Chair/Columbia)	20351	549	6415	192	50.361	1.688	136	0
3	2	Score Cloriana/(Kissed You) Good Night (Emblem/WAR)	18464	130	6068	99	45.422	0.124	136	0
5	3	🛜 LOVE AND THEFT/Angel Eyes (RCA) 🖌	18295	2185	5790	744	44.886	5.038	136	0
1	4	DIERKS BENTLEY/5-1-5-0 (Capitol)	18271	-2116	5891	-573	45.421	-4.047	136	0
7	5	SIAKE SHELTON/Over (Warner Bros./WMN)	15521	1056	4934	323	38.651	2.846	136	0
4	6	ELI YOUNG BAND/Even If It Breaks Your Heart (Republic Nashville)	15515	-2510	4811	-869	38.776	-5.977	136	0
8	7	THE BAND PERRY/Postcard From Paris (Republic Nashville)	15189	938	4752	212	37.785	2.476	136	0
10	8	SIOSH TURNER/Time Is Love (MCA)	13819	738	4462	306	34.315	1.646	136	0
13	9	🛜 LITTLE BIG TOWN/Pontoon (Capitol) 🖌	13402	2826	4233	885	32.716	6.386	136	2
11	10	S KEITH URBAN/For You (Relativity/Capitol)	12781	295	4102	123	31.887	1.162	134	3
12	11	🥱 JANA KRAMER/Why Ya Wanna (Elektra Nashville/WAR)	12308	326	3816	127	30.151	0.677	134	0
6	12	TOBY KEITH/Beers Ago (Show Dog-Universal) 🎸	10532	-3950	3355	-1277	26.057	-9.621	135	0
14	13	DUSTIN LYNCH/Cowboys And Angels (Broken Bow)	10390	518	3300	168	25.236	1.538	130	0
15	14	ZAC BROWN BAND/The Wind (Southern Ground/Atlantic)	10283	599	3310	167	24.953	1.621	135	0
18	15	C HUNTER HAYES/Wanted (Atlantic/WMN)	9734	787	3029	206	25.046	2.384	130	0
16	16	THOMAS RHETT/Something To Do With My Hands (Valory)	9593	29	3007	14	22.989	0.03	129	1
17	17	THOMPSON SQUARE/Glass (Stoney Creek)	9510	89	3043	45	23.312	0.03	128	0
20	18	奈 EASTON CORBIN/Lovin' You Is Fun (Mercury)	8460	994	2701	279	20.2	1.048	129	3
21	19	奈 TIM MCGRAW/Truck Yeah (Big Machine) 🖌	8381	1183	2748	365	20.013	3.846	134	3
19	20	SIG & RICH/That's Why I Pray (Warner Bros./WAR)	8242	589	2603	222	19.601	1.287	132	1
23	21	🤝 MIRANDA LAMBERT/Fastest Girl In Town (RCA) 🖌	7449	1146	2351	357	16.79	2.464	128	4
22	22	奈 RASCAL FLATTS/Come Wake Me Up (Big Machine)	7002	414	2228	105	16.734	1.764	134	1
25	23	EEE BRICE/Hard To Love (Curb)	6755	584	2137	177	15.92	1.205	119	1
29	24	奈 JASON ALDEAN/Take A Little Ride (Broken Bow)	6554	864	2134	286	15.187	0.295	127	19
24	25	奈 JERROD NIEMANN/Shinin' On Me (Sea Gayle/Arista)	6507	332	2147	109	14.264	0.916	127	1

Airborne indicates songs that have been added to 60% of the Country Aircheck/Mediabase reporting panel. 🖌 = Top 5 point gainers.



DOWN BY THE RIVER

FD



The Only Guy Who Has Shaken More Hands And Kissed More Babies Than Barack Obama & Mitt Romney Combined!

COP FIVE MOST ADDED!

BIGGER

A	R	Č							C	'hart Pa	age 2
LW	TW		NIMUALS		- L/- Points	Total Play	rc L /- Play	/s Audienc	h L/- Aud	Station	
26				6336	337	2045	49	15.561	1.991	126	1
30		_	CARRIE UNDERWOOD/Blown Away (19/Arista)	6010	1082	1883	353	13.245	2.824	131	8
27			LADY ANTEBELLUM/Wanted You More (Capitol)	5996	209	1849	25	14.553	0.526	118	4
31			JAKE OWEN/The One That Got Away (RCA)	4676	556	1397	130	10.69	2.42	109	2
32			GREG BATES/Did It For The Girl (Republic Nashville)	4089	106	1291	35	9.831	0.063	105	6
33			JUSTIN MOORE/'Til My Last Day (Valory)	3548	57	1209	36	8.132	0.014	101	1
36			CASEY JAMES/ Crying On A Suitcase (19/Columbia)	2984	269	952	78	4.92	0.631	104	8
De <mark>but</mark>	33	\approx	TOBY KEITH /I Like Girls That Drink Beer (Show Dog-Universal)	2968	2968	988	988	7.812	7.812	57	47
35	34		EDENS EDGE/Too Good To Be True (Big Machine)	2938	109	968	35	5.284	0.289	98	1
<mark>34</mark>	35		PHIL VASSAR/Don't Miss Your Life (Rodeowave)	2835	-266	946	-84	6.287	-0.397	88	0
38	36	\otimes	KIP MOORE/Beer Money (MCA)	2820	655	846	190	6.751	1.458	93	10
37	37	\approx	KRISTEN KELLY/Ex-Old Man (Arista)	2788	129	896	45	4.994	0.496	92	1
39	38	\approx	RANDY HOUSER/How Country Feels (Stoney Creek)	2441	277	834	63	4.709	0.898	86	2
<mark>41</mark>	39	\approx	ERIC CHURCH/Creepin' (EMI Nashville)	2040	431	632	132	4.18	0.831	72	30
40	40	\approx	JON PARDI/Missin' You Crazy (Capitol)	1886	276	667	75	2.907	0.663	78	2
<mark>42</mark>	41	$\langle \hat{c} \rangle$	SCOTTY MCCREERY/Water Tower Town (19/Interscope/Mercury)	1693	163	546	35	2.71	0.476	64	0
43	42	\approx	CHRIS CAGLE/Let There Be Cowgirls (BPG)	1271	113	413	51	1.654	0.119	64	5
<mark>44</mark>	43	\approx	MAGGIE ROSE/I Ain't Your Mama (RPME)	1024	47	344	15	1.346	0.08	48	0
48	44	\approx	RODNEY ATKINS/Just Wanna Rock N Roll (Curb)	933	183	316	55	1.336	0.296	49	2
<mark>45</mark>	45		MAVERICKS/Born To Be Blue (Valory)	840	-11	252	-12	1.084	0.14	50	1
46	46	\approx	AARON LEWIS/Endless Summer (Blaster/Quarterback)	811	10	259	11	1.366	0.032	39	2
<mark>47</mark>	47		DARRYL WORLEY/You Still Got It (Tenacity)	735	-16	266	-3	1.264	0.015	31	1
Debut	48	\approx	PARMALEE/Musta Had A Good Time (Stoney Creek)	730	77	244	36	1.024	0.1	35	2
<mark>49</mark>	49	(DUE WEST/Things You Can't Do In A Car (Black River)	724	-4	300	14	0.802	-0.04	41	2
Debut	50	(KATIE ARMIGER/Better In A Black Dress (Cold River)	698	62	233	22	1.185	0.13	33	0

Airborne indicates songs that have been added to 60% of the Country Aircheck/Mediabase reporting panel. 🖌 = Top 5 point gainers.



ARCHECK

Country Aircheck Add Leaders

TOBY KEITH/I Like Girls That Drink Beer (Show Dog-Universal)	47
BRANTLEY GILBERT/Kick It In The Sticks (Valory)	30
ERIC CHURCH/Creepin' (EMI Nashville)	30
JASON ALDEAN/Take A Little Ride (Broken Bow)	19
D. VINCENT WILLIAMS/Down By The River (BPG)	16
LUKE BRYAN/Kiss Tomorrow Goodbye (Capitol)	16
RANDY ROGERS BAND/One More Sad Song (MCA)	16
KIP MOORE/Beer Money (MCA)	10
LAUREN ALAINA/Eighteen Inches (19/Interscope/Mercury)	9
CARRIE UNDERWOOD/Blown Away (19/Arista)	8
CASEY JAMES/Crying On A Suitcase (19/Columbia)	8

Country Aircheck Top Point Gainers

TOBY KEITH /I Like Girls That Drink Beer (Show Dog-Universal)	2968	~
LITTLE BIG TOWN/Pontoon (Capitol)	2826	~
LOVE AND THEFT/Angel Eyes (RCA)	2185	~
TIM MCGRAW/Truck Yeah (Big Machine)	1183	V
MIRANDA LAMBERT/Fastest Girl In Town (RCA)	1146	1
CARRIE UNDERWOOD/Blown Away (19/Arista)	1082	
BLAKE SHELTON/Over (Warner Bros./WMN)	1056	
EASTON CORBIN/Lovin' You Is Fun (Mercury)	994	
THE BAND PERRY/Postcard From Paris (Republic Nashville)	938	
JASON ALDEAN/Take A Little Ride (Broken Bow)	864	

Country Aircheck Top Spin Gainers

TOBY KEITH/I Like Girls That Drink Beer (Show Dog-Universal)	988
LITTLE BIG TOWN/Pontoon (Capitol)	885
LOVE AND THEFT/Angel Eyes (RCA)	744
TIM MCGRAW/Truck Yeah (Big Machine)	365
MIRANDA LAMBERT/Fastest Girl In Town (RCA)	357
CARRIE UNDERWOOD/Blown Away (19/Arista)	353
BLAKE SHELTON/Over (Warner Bros./WMN)	323
JOSH TURNER/Time Is Love (MCA)	306
JASON ALDEAN/Take A Little Ride (Broken Bow)	286
EASTON CORBIN/Lovin' You Is Fun (Mercury)	279

July 30, 2012

M BDIA BASE

Activator Top Point Gainers Adds

LITTLE BIG TOWN/Pontoon (Capitol)	1682 🖌
LOVE AND THEFT/Angel Eyes (RCA)	1661 🖌
TOBY KEITH/I Like Girls That Drink Beer (Show Dog-Universal)	1568 🖌
JASON ALDEAN/Take A Little Ride (Broken Bow)	898 🖌
TIM MCGRAW/Truck Yeah (Big Machine)	770 🖌
MIRANDA LAMBERT/Fastest Girl In Town (RCA)	745
CARRIE UNDERWOOD/Blown Away (19/Arista)	688
BIG & RICH/That's Why I Pray (Warner Bros./WAR)	675
JOSH TURNER/Time Is Love (MCA)	609
EASTON CORBIN/Lovin' You Is Fun (Mercury)	606

Activator Top Spin Gainers

A A	
LITTLE BIG TOWN/Pontoon (Capitol)	377
TOBY KEITH/I Like Girls That Drink Beer (Show Dog-Universal)	310
JASON ALDEAN/Take A Little Ride (Broken Bow)	307
LOVE AND THEFT/Angel Eyes (RCA)	298
MIRANDA LAMBERT/Fastest Girl In Town (RCA)	157
TIM MCGRAW/Truck Yeah (Big Machine)	154
BIG & RICH/That's Why I Pray (Warner Bros./WAR)	143
JOSH TURNER/Time Is Love (MCA)	126
EASTON CORBIN/Lovin' You Is Fun (Mercury)	116
CARRIE UNDERWOOD/Blown Away (19/Arista)	115

Country Aircheck Top Recurrents	Points
LUKE BRYAN/Drunk On You (Capitol)	12199
BRANTLEY GILBERT/You Don't Know Her Like I Do (Valory)	10010
ERIC CHURCH/Springsteen (EMI Nashville)	9962
KIP MOORE/Somethin' 'Bout A Truck (MCA)	8081
JASON ALDEAN/Fly Over States (Broken Bow)	5717
LEE BRICE/A Woman Like You (Curb)	5378
CARRIE UNDERWOOD/Good Girl (19/Arista)	5311
ZAC BROWN BAND/No Hurry (Southern Ground/Atlantic)	4831
RASCAL FLATTS/Banjo (Big Machine)	4814
MIRANDA LAMBERT/Over You (RCA)	4476



AIRCHECK

Country Aircheck Activity

THE MAVERICKS/Born To Be Blue (Valory)

Remains at 45 840 points, 252 spins 1 add: WYCD*

AARON LEWIS/Endless Summer (Blaster/Quarterback)

Remains at 46* 811 points, 259 spins 2 adds: WBEE, WMAD

DARRYL WORLEY/You Still Got It (Tenacity)

Remains at 47 735 points, 266 spins 1 add: WNOE

PARMALEE/Musta Had A Good Time (Stoney Creek) Moves 51-48* 730 points, 244 spins 2 adds: KTEX, WPOR

DUE WEST/Things You Can't Do In A Car (Black River) Remains at 49'

724 points, 300 spins 2 adds: KUAD, WQYK*

KATIE ARMIGER/Better In A Black Dress (Cold River) Enters at 50*

698 points, 233 spins; No adds

LAUREN ALAINA/Eighteen Inches (19/Interscope/Mercury) 663 points, 229 spins 9 adds: KZSN, WBCY, WFUS, WIRK, WKKT, WKSJ, WMIL,

WNCY, WUSH

LUKE BRYAN/Kiss Tomorrow Goodbye (Capitol) 560 points, 161 spins

16 adds, including: KJKE, KMDL, KPLM, KRTY, KSSN, WGH, WGTY, WKLB, WOGK, WPOR

CRAIG MORGAN/Corn Star (Black River) 506 points, 210 spins; No adds

TRACE ADKINS/Them Lips (On Mine) (Show Dog-Universal) 500 points, 193 spins 1 add: KWNR

Country Aircheck Activity includes the top 15 songs that have a minimum of 500 airplay points and have shown growth in two of the past three weeks. (* indicatés auto adds)

July 30, 2012

ADD DATES

AUGUST 6

CHELSEA BAIN/What If I (Rock Ridge/InstiGator) FLORIDA GEORGIA LINE/Cruise (Republic Nashville) HEIDI NEWFIELD/Why'd You Have To Be So Good (Sidewalk)

AUGUST 13

None Listed

AUGUST 20 FLYNNVILLE TRAIN/The One You Love (Whiskey Bent/Flying Island)

VIDEO ADDS

CMT

CARRIE UNDERWOOD/Blown Away (19/Arista) JON PARDI/Missin' You Crazy (Capitol) **MIRANDA LAMBERT**/Fastest Girl In Town (RCA)

CMT PURE BUCKY COVINGTON & SHOOTER JENNINGS/ Drinking Side Of Country (eOne/New Revolution)

CARRIE UNDERWOOD/Blown Away (19/Arista) **HEIDI NEWFIELD**/Why'd You Have To Be So Good (Sidewalk) JON PARDI/Missin' You Crazy (Capitol) LOCASH COWBOYS/C.O.U.N.T.R.Y. (Average Joes) **MIRANDA LAMBERT**/Fastest Girl In Town (RCA) THE LOST TRAILERS/American Beauty (Stokes Tunes/New Revolution)

GAC

CARRIE UNDERWOOD/Blown Away (19/Arista) **MIRANDA LAMBERT**/Fastest Girl In Town (RCA) **HEIDI NEWFIELD**/Why'd You Have To Be So Good (Sidewalk)

THE COUNTRY NETWORK None Listed



4				Cha	art Page 5
	MEDIABASE			0.11	ge e
LW	TW Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
2	1	12102	132	2553	34
1	2 DIERKS BENTLEY/5-1-5-0 (Capitol)	12082	-75	2497	-56
3	3 🗇 GLORIANA/(Kissed You) Good Night (Emblem/WAR)	11869	245	2490	35
8	4 😤 LOVE AND THEFT/Angel Eyes (RCA) ✔	10434	1661	2214	298
7	5 🛜 BLAKE SHELTON/Over (Warner Bros./WMN)	10055	533	2118	109
6	6 THE BAND PERRY/Postcard From Paris (Republic Nashville)	9526	-22	1988	-31
9	7 Source JOSH TURNER/Time Is Love (MCA)	9175	609	1885	126
10	8 奈 KEITH URBAN/For You (Relativity/Capitol)	8249	112	1801	23
12	9 奈 LITTLE BIG TOWN/Pontoon (Capitol) 🖌	8244	1682	1831	377
5	10 TOBY KEITH/Beers Ago (Show Dog-Universal) 🖌	8106	-2242	1661	-504
11	11 🛜 ZAC BROWN BAND/The Wind (Southern Ground/Atlantic)	7116	333	1533	42
16	12 奈 BIG & RICH/That's Why I Pray (Warner Bros./WAR)	6318	675	1354	143
13	13 奈 JANA KRAMER/Why Ya Wanna (Elektra Nashville/WAR)	6313	-105	1404	7
14	14 奈 DUSTIN LYNCH/Cowboys And Angels (Broken Bow)	5801	-1	1256	17
18	15 奈 HUNTER HAYES/Wanted (Atlantic/WMN)	5629	116	1229	26
15	16 THOMPSON SQUARE/Glass (Stoney Creek)	5624	-79	1210	-16
17	17 奈 THOMAS RHETT/Something To Do With My Hands (Valory)	5593	11	1188	-5
22	18 奈 TIM MCGRAW/Truck Yeah (Big Machine) 🖌	5456	770	1189	154
21	19 奈 EASTON CORBIN/Lovin' You Is Fun (Mercury)	5308	606	1153	116
19	20 奈 LADY ANTEBELLUM/Wanted You More (Capitol)	5065	139	1134	24
20	21 奈 CHRIS YOUNG/Neon (RCA)	4960	177	1099	53
25	22 奈 MIRANDA LAMBERT/Fastest Girl In Town (RCA)	4877	745	1110	157
23	23 RASCAL FLATTS/Come Wake Me Up (Big Machine)	4508	-38	964	-14
24	24 奈 JERROD NIEMANN/Shinin' On Me (Sea Gayle/Arista)	4446	290	908	51
26	25 奈 LEE BRICE/Hard To Love (Curb)	4390	353	988	67
30	26 奈 CARRIE UNDERWOOD/Blown Away (19/Arista)	3546	688	805	115
32	27 奈 JASON ALDEAN/Take A Little Ride (Broken Bow) 🖌	3254	898	829	307
29	28 奈 JAKE OWEN/The One That Got Away (RCA)	3148	247	740	27
28	29 PHIL VASSAR/Don't Miss Your Life (Rodeowave)	3006	-11	617	-13
31	30 JUSTIN MOORE/'Til My Last Day (Valory) ©2012 Country Aircheck [™] — All rights reserved. ✓=Top 5 point gainers.	2334	-117 at www.countr	462	-8

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4	СТ				Ch	art Page 6
		MEDIABASE				0
LW	ΤW	Artist/Title (Label) T	W Points	+/- Points	TW Plays	+/- Plays
<mark>33</mark>	31	GREG BATES/Did It For The Girl (Republic Nashville)	1914	-33	451	12
35	32	S KIP MOORE/Beer Money (MCA)	1738	391	415	94
<mark>34</mark>	33	RANDY HOUSER/How Country Feels (Stoney Creek)	1661	127	346	27
Debut	34	TOBY KEITH/I Like Girls That Drink Beer (Show Dog-Universal)	1568	1568	310	310
<mark>39</mark>	35	🛜 ERIC CHURCH/Creepin' (EMI Nashville)	1528	382	457	98
37	36	CASEY JAMES/Crying On A Suitcase (19/Columbia)	1445	234	333	33
<mark>36</mark>	37	🛜 KRISTEN KELLY/Ex-Old Man (Arista)	1289	-23	248	3
38	38	🛜 EDENS EDGE/Too Good To Be True (Big Machine)	1250	42	252	0
<mark>40</mark>	39	SIN PARDI/Missin' You Crazy (Capitol)	1131	115	270	23
41	40	TRACE ADKINS/Them Lips (On Mine) (Show Dog-Universal)	766	21	220	10
<mark>43</mark>	41	SIOSH ABBOTT BAND/Touch (Pretty Damn Tough)	753	103	177	19
45	42	CHRIS CAGLE/Let There Be Cowgirls (BPG)	642	45	136	10
<mark>42</mark>	43	DARRYL WORLEY/You Still Got It (Tenacity)	637	-26	167	-5
47	44	🛜 AARON LEWIS/Endless Summer (Blaster/Quarterback)	584	21	121	4
<mark>48</mark>	45	HEIDI NEWFIELD/Why'd You Have To Be So Good (Sidewalk)	553	95	151	13
49	46	SIOANNA SMITH/We Can't Be Friends (RCA)	509	68	149	17
<mark>46</mark>	47	SCOTTY MCCREERY/Water Tower Town (19/Interscope/Mercury)	463	-102	84	-24
51	48	S MISS WILLIE BROWN/You're All That Matters To Me (A&M/Octone/Rodeowave)	421	76	85	17
<mark>60</mark>	49	LAUREN ALAINA/Eighteen Inches (19/Interscope/Mercury)	401	230	71	43
56	50	GWEN SEBASTIAN/Met Him In A Motel Room (Flying Island)	338	114	68	15
D <mark>ebut</mark>	51	LUKE BRYAN/Kiss Tomorrow Goodbye (Capitol)	336	276	124	81
50	52	ANDY GIBSON/Summer Back (Curb)	294	-78	76	-16
52	53	🛜 CRAIG MORGAN/Corn Star (Black River)	292	20	55	4
54	54	RODNEY ATKINS/Just Wanna Rock N Roll (Curb)	271	31	84	5
D <mark>ebut</mark>	55	COLT FORD w/JAKE OWEN/Back (Average Joes)	267	108	79	27
57	56	RACHEL HOLDER/In Your Arms (Curb)	253	44	85	14
<mark>55</mark>	57	BILL GENTRY/That Kind Of Life (Tenacity)	220	-14	32	-3
53	58	THE MAVERICKS/Born To Be Blue (Valory)	213	-32	41	-12
D <mark>ebut</mark>	59	BRANTLEY GILBERT/Kick It In The Sticks (Valory)	177	77	50	26
Debut	60	SARA EVANS/Anywhere (RCA)	173	45	51	8
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