# AIRCHECK WEEKLY March 4, 2013, Issue 335



None The Riser: CRS-Country Aircheck award winners do their best to explode the frame after the New Faces Show Friday night (3/1). Pictured (back, I-r) WUSY/Chattanooga, TN's Gator Harrison, WUSN/Chicago's Jeff Kapugi, Big Machine's Jeff Davis and Jack Purcell, WLHK/Indianapolis' Charlie Morgan, KUZZ/Bakersfield's Toni-Marie and Tom Jordan, New Revolution's Jeff Solima, Big Machine Label Group's Scott Borchetta and New Revolution's Doug Baker; (middle, I-r) are CA's Chuck Aly and April Johnson, BBR Music Group's Mary Forest Findley, Red Bow's Shelley Hargis, KAJA/San Antonio's Travis Moon, WQMX/Akron's Scott Wynn, KBEQ/Kansas City's Mike Kennedy, Adley Stump, WNOE/New Orleans' Don Gosselin, New Revolution's Rob Dalton and WKLB/Boston's Mike Brophey; (front, I-r) are KMNB/Minneapolis' Kris Cegla and Rob Morris, CA's Lon Helton, WUSN/ Chicago's Marci Braun, RCA's Josh Easler, WQMX/Akron's Sue Wilson, CA's Russ Penuell, Broken Bow's Scotty O'Brien, KAJA's Bree Wagner, WQYK/Tampa's Mike Culotta, WKLB/Boston's Ginny Rogers and CRS' Bill Mayne. See a full list of winners <u>here</u>.





### **CRS: Rookies & Regulars React**

If statistics are any indication, Country's momentum continues to grow, evidenced by a 3% increase in attendance for **CRS 2013** 

compared with last year, marking the fifth consecutive year of growth for the event. **Country Aircheck** asked first-time attendees (denoted with \*) and a couple seasoned vets for some reflections after a plane ride and, probably, their first good night's sleep in days.

• WQDR/Raleigh MD/evening personality **Cody Clark\*:** It was a great experience. Sharing elevators and conversations with the stars of country music was unique; maybe we

could have an elevator concert series next year? The opportunity to meet and connect with the people that make our format go in person was a great benefit.

My favorites included Thursday morning's programming mentoring roundtables which gave personalities the opportunity to get feedback from the top programmers in the format. I also enjoyed "The PPM Report" and "Accelerating Success For New Artists." All of them gave me the opportunity to step back and analyze what I do, keep what's working and learn new ways to make myself better.

WOLF/Syracuse Dir./Promotions/middays
(and Rusty Walker Scholarship recipient)

**Courtney Smith**\*: Nothing could have prepared me for this. The mix of business and pleasure went well beyond running into Darius Rucker in the lobby and riding the elevator with Brantley Gilbert. The BMLG & CMT party Tuesday night set the bar extremely high. Not only was it an amazing show with new songs and surprise performances, but it was also my first realization of how grateful the artists are



for everyone in Country radio. Everyone who stepped on the stage that night came across as real and appreciative.

Beyond entertainment, the opportunity to network and learn from the best in this industry was remarkable. My favorite was, "Get Your Assets Together: Using Your Full Set of Promotional Tools." I walked away with many new ideas and guidance on how to utilize every aspect of promotions to help my station grow.

• Consultant **Joel Burke**: I thought Edison's research presentation was very well done with solid action steps. They did an excellent job of casting the people in the study just like it would be done for a TV show; that made it interesting, entertaining and even emotional. (continued on page 9)



myPads: Marco Promotions' Sarah Matlock and KQYB/La Crosse, WI's Brad Allen, winners of CRS Bingo sponsored by Bob Kingsley's Country Top 40, show off their shiny new iPads from Country Aircheck Friday night (3/1). Pictured (I-r) are CA's Lon Helton and April Johnson, Matlock, Allen, and CA's Russ Penuell, Chuck Aly and RJ Curtis.

#### **CRS: New Faces**

It was impossible not to sing along with "Cruise" as Republic Nashville's **Florida Georgia Line** closed the **2013 CRS New Faces Dinner** (3/1). So **Taylor Swift** did just that in her surprise appearance.

Mercury's **Easton Corbin** kicked it off with a Hollywood trailer-like video introduction, the true story of a FFA and 4H member that dreamt of country music fame. Corbin brought the dream to life with songs including "A Little More Country Than That" and "All Over The Road." Valory's **Brantley Gilbert** set a serious tone with a self-narrated video that highlighted his intense drive for success. He carried that drive on over to the stage with "Country Must Be Country Wide." "You probably wanna hear something a little laid back," Gilbert told attendees still forking their salads. "But I'm not gonna be able to do that for you." He ended his set with "Kick It In The Sticks."

MCA's **Kip Moore** kept the momentum going with "Beer Money," "Somethin' 'Bout A Truck" and provided a highlight with an acoustic performance of his new single "Hey Pretty Girl." Moore finished off his performance with the age-old CRS Stage Dive, which is basically just climbing down from the stage to shake hands with programmers in the front row. Elektra/W.A.R.'s **Jana Kramer** and band played her new single "Whiskey" and radio favorite "Why You Wanna." Her set was preceded by a vid providing a detailed, inside look at Kramer's forceful approach to succeeding at radio. Finally, FGL worked the room with songs including "Get Your Shine On" before bringing out the big gun.



# **CRS: Social Media**

Friday's two-part offering started with an explanation – "What It Is, What It Isn't and How It Works" – and followed with a "Digital DIY" session. The first opened with video showcasing the digitalfocused strategy of Momentum's **Rachele Lynae**, who offered free songs through station websites. Moderator **Matt Sunshine** emphasized that the medium "isn't just broadcasting; it's a conversation with your listeners." Attendees were encouraged to tweet during the panel, facilitating a discussion of features including hash tags, re-tweets and more.

The follow-up featured Red Bow's **Rachel Farley** and agency owner **Steve Parker** agreeing that the point of social media is to sell yourself or your company to the consumer, yet employing different tactics. Parker suggested a more formulaic approach, while Farley admitted that for an artist, "It is a lot more personal, [and there is] less strategy involved." Parker responded that she was actually following the steps he lays out for clients, and held up Roadie#42 – an anonymous Coldplay roadie who posts videos, photos and blogs on behalf of the band – as an example of an entity that "gets it."

### **CRS: Speak American**

Access Brand Strategies' **Paul Jankowski** awarded prizes for correct answers to questions. For instance, "What is a brand?" The winning audience response was, "Something that makes an emotional connection." His emphasis on connecting emotionally to a target audience led into a discussion about what Jankowski has labeled the "New Heartland – the biggest and most underserved cultural segment in the country." Rather than being a demographic, this group is defined by their way of life, which closely resembles that of a Country P1. The key for brands – artists or stations – is developing personal relationships with this segment by speaking to them in their language, which promotes community, family, and faith.

#### **CRS: BRE Lunch**

Friday's lunch opened with a video touting Black River's artist roster, publishing division and interests beyond Nashville including the NHL's Buffalo Sabres and Buffalo Bandits lacrosse team. "We recognize that we have to work even harder to compete with big labels in order to achieve success and the reality is ... we need your help to do this," said COO **Gordon Kerr. Sarah Darling** was first up with a four-song set building to her current single, "Home To Me." The side stage featured Black River Publishing songwriters **Josh Osborne** and **Forest Whitehead** singing songs they wrote for Kenny Chesney

### PAGE THREE PIC

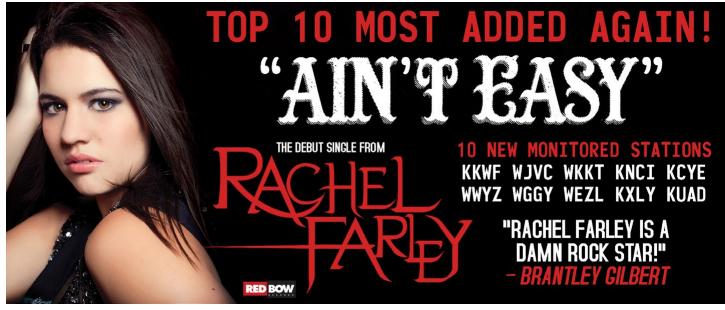


Twin Pic: RCA's Earl Thomas Conley makes nice with Twin City Country radio in this photo, circa 1985. Pictured (I-r) are the label's Dale Turner, WDGY-AM/Minneapolis' Rick Stephenson, Conley, KEEY's Wayne Elliot and RCA's Gary Greenberg. Send your Reagan administration-era photo to pagethreepic@countryaircheck.com.

("Come Over") and Kacey Musgraves ("Merry Go Round"). "Radio is the microphone of country music," said **Kellie Pickler** in a video introduction to a full band show that included new song "Ring For Sale." **Craig Morgan** closed with a medley mix of hits that led to a sincere thank you to radio: "I would not have the dozer I bought a month ago if it weren't for you all."

#### **CRS: Accelerating Artists**

Asked what makes radio want to invest in new artists, KEEY/ Minneapolis PD **Gregg Swedberg** said, "It starts with great music ... can they do it live and what's behind the first two singles?" To that point, BMLG EVP **Jimmy Harnen** said, "The more [radio] sees the musical portfolio, the more valuable the stock is." Swedberg and fellow panelist **Ginny Rogers** of WKLB/Boston agreed that artist visits to radio still matter a lot. "We brought Kip Moore back to Boston five times," said Rogers. Swedberg heard a deeper cut on Dustin Lynch during his visit to K102 "that convinced me to fight through the first impression of another guy in a cowboy hat."



# WARNER MUSIC NASHVILLE SHERYL CROW

# NEW SINGLE "EASY" ON YOUR DESK NOW!

**IMPACTING MARCH 11** 











# FOR BEING INVITED TO BE A PART OF THE TAYLOR SWIFT TOUR!

MARCH 13 & 14	OMAHA, NE	APRIL 20	TAMPA, FL
MARCH 18 & 19	ST. LOUIS, MO	APRIL 25	CLEVELAND, OH
MARCH 22	CHARLOTTE, NC	APRIL 26	INDIANAPOLIS, IN
MARCH 23	COLUMBIA, SC	APRIL 27	LEXINGTON, KY
APRIL 10	MIAMI, FL	MAY 4	DETROIT, MI
APRIL 11 & 12	ORLANDO, FL	MAY 11 & 12	WASHINGTON, DC
APRIL 18 & 19	ATLANTA, GA	MAY 16	HOUSTON, TX

# **THANK YOU, TAYLOR!**

**DON'T YA 6 NEW ADDS THIS WEEK!** 18% sales increase this week! Top 35 and climbing!



#### **CRS: Music Meeting**

The "Metrics That Matter" subtitle belied a music review process that seemed less than scientific. As select audience members participated in real-time assessment of 10 songs, panelists offered their takes. Dial Global's **John Paul** called each week's music meeting "a puzzle," while CC Greensboro/ Greenville, SC OM **Bruce Logan** said, "It all starts with research." WUSN/Chicago MD **Marci Braun** brings in other station staff to break a tie if she and PD Jeff Kapugi disagree on a record. Paul said he still uses Jaye Albright's suggestion to find one core and one cume record each week.

### **CRS: The Digital Competition**

Jacobs Media's **Fred Jacobs** presented findings from a study of 57,000 listeners from radio station databases across the country over multiple formats that showed Country listeners are tech savvy and plugged-in. Over half of those measured own smartphones, and one-in-10 has some sort of in-car entertainment system such as Ford's In-Sync. The use of Facebook among Country fans surpasses its use among fans of other formats, and they are also more likely to start their day with TV than fans of other formats. Listener Driven Radio's **Daniel Anstandig** and Triton Digital's **Paul Kramer** talked about each of their companies' abilities to help Country radio reach people through digital mediums tied into various social networking platforms.

### **CRS: Promotions \$\$ & Sense**

The annual lets-be-better-partners session addressed label concerns about costly promotions and their benefit to artists. "It's hard to be asked to do 30, 40, or 50 free shows when it can cost \$5,000-\$10,000 for each with emerging artists," offered Warner SVP/Promotion **Chris Stacey**. "That can get out of hand quick." Mercury VP/Promotion **Damon Moberly** brought attention to an instance that worked well in which Lady Antebellum was routing through a market and the station had them in for a VIP picnic with fans. "There was no performance, the location was close to the venue and listeners still got a special experience," he said.

KUPL/Portland PD **Scott Mahalick** focused on developing a unique venue within the station with good sound and reputation in order to garner trust with artists, while WGH/Norfolk OM **John Shomby** talked about positives of building a relationship with a local club. KRTY/San Jose GM **Nate Deaton** discussed ways to offset label costs by sharing ticket revenue.

# **MY TUNES: MUSIC THAT SHAPED MY LIFE**



Former KTHK/Idaho Falls PD **Dale Desmond** discusses his most influential artists, songs, albums and concerts: 1. **Brooks & Dunn, Spokane Arena, 2003:** During the encore they played "Only in America" and four US Marines dressed in Class A uniforms came marching down the stairs from the top of the stage set.

Goosebumps don't even begin to explain the

Dale Desmond

**Date Desmond** feeling in the room.
2. Def Leppard, The Gorge, George WA, July 1994: My first concert ever. I grew up 10 miles down the road and anyone that's been to this venue will agree, there is no place on Earth like The Gorge in summertime.

3. **Taylor Swift, Idaho Falls, ID, November 2006:** This gangly 16-year-old girl sat in our lobby for 10 minutes strumming her guitar waiting for her on-air interview. Tickets were \$12.50 and the show *barely* sold out the 900 seat theater that night.

4. **Bowling with Carrie, CRS 2009:** I know it's kind of ghermy ... ok, really ghermy, but bowling with Carrie after The Boat was really one of the coolest things I've ever done.

5. **Tim McGraw Listening Party, Nashville, June 2012:** It was at some obscure coffee house that John Zarling found, but my GPS couldn't. I got to hear a bunch of music from Tim McGraw's Two Lanes of Freedom. Tim's back, everybody.

A highly regarded band you've never heard: The Beatles. My mom was a big fan, but I never got into them.
An album you listened to incessantly: The soundtrack from the TV show Nashville. I can't remember the last album I

An album in your music collection you'd rather not

admit to loving: Dixie Chicks' Fly. It's been 10 years, people. Time to stop the hate.

• An "important" piece of music you just don't get: I'm right in the mainstream rock demo, but I just don't get any of it. It sounds so angry. All of it. Now get off my lawn!

### **CRS: Coaching Gen Y Talent**

Center for Sales Strategy's **Beth Sunshine** said, "Millennials will make up half of the working-age population in seven years," and encouraged attendees to learn everything they could to better manage and work with them. Among the pointers:





Millennials are wired to multitask, crave feedback, demand respect, want their manager in the trenches with them and put themselves first. Regarding communication, they feel connected to people and places they experience on the Internet and are sensitive to harsh criticism. They're always "connected" and 83% sleep with their phones. They also crave structure and believe that coaching and mentoring can make them more successful. Contact Sunshine for a deeper look here.

# **CRS: Cleveland Heart Lab**

**Dr. Mark Penn** presented findings from three days of Inflammation Testing in an effort to more accurately warn attendees of their risk of heart-attack. Roughly 50% of the 267 attendees profiled showed at least some abnormalities in their results, 36% were already experiencing hardening of the arteries and 11% had active heart disease. Learn more about the Cleveland Heart Lab and IT testing <u>here</u>.

#### KCRS! Live

ASCAP and City National Bank's KCRS Live! opened with Shane McAnally singing his "Somewhere With You" (Kenny Chesney) and recounting his first experience writing on the road last year with Luke Bryan – a trip in which he lost way too much money because "the only thing to do when you're snowed in [up north] is gamble." **Jonathan Singleton** claimed to be "socially awkward," yet he had the room rolling with laughter from the stories he told. Prior to "Why Don't We Just Dance," Singleton explained, "When Josh Turner cut it, I thought, 'Josh Turner's classy country,' so I felt like for a few days I was classy. Then I realized, 'I tricked Josh Turner into recording a song about having sex.' Don't tell him if you interview him, he may not know!" **Love And Theft** showcased their harmonies on current single "Runnin' Out Of Air," which just happens to be written by McAnally. They closed the session thanking Country radio for their first No. 1 "Angel Eyes."

### **CRS: Brainstorming Model**

K Kobalt

According to **Matt Sunshine** of CSS, the traditional way of "brainstorming" is an outdated tool that often yields less than desirable results because it is too broad in scope. Instead, Sunshine advocates asking more direct questions like, "How do we sell more OPI Nail Polish to 14-16 year old girls at Target in the month of May?" Getting to a specific question like this involves following the five steps in his "Marketing Strategy Model" to correctly identify your core consumer

#### OFF THE RECORD: DANIELLE PECK



**Danielle Peck** puts an industry spin on the artist interview:

I grew up listening to: WCOL/ Columbus, and WCLT/Newark, OH. When I drive home to Coshocton for the holidays, I secretly call both stations and request my own songs to see if they'll play them. And sometimes I get caught! First time I heard myself on the radio: I was on tour with Toby Keith.

🛜 Danielle Peck

We were traveling in between Portland, OR and Tacoma, WA and the snow was four feet deep. I remember the intro to "I Don't" starting and we all screamed! And no ... I didn't call to request it myself. **I'll never forget:** My first CMA Awards bathroom moment washing my hands next to Faith Hill. I was shocked and a little shy because I was such a fan. When she complimented my dress all I could do was say thank you and look straight down. I guess I could have returned the complement and told her how amazingly beautiful I thought her gown was, but I was such a nerd. I couldn't think fast enough. To this day I still replay all the things I should've said.

**The most interesting road companion:** Denise Roberts, because girls just wanna have fun! But seriously, traveling to all the stations with her, she knew everyone, everywhere! And I learned so much.

If I don't have lip gloss when I travel, I go insane. Those of you that really know me know how serious I am. I can't walk out of a truck stop without grabbing: Jalapeno Cheetos! They're my favorite junk food to have on the bus. The last purchase I almost made from Skymall was: The SkyRest Travel Pillow (for \$29.95 – rated 4 stars). There's no place like home, but: If I had to be stuck somewhere it would be Savannah, GA. It's a beautiful place with such a rich history! I also love that it's America's most haunted city. I'm a sucker for those ghost story shows on TV. The best advice I ever got: After every radio station visit, write down the names of the people I met, along with the city, call letters and something personal about each person to help me remember. I did it and it really works. Thanks, Sandi Spika Borchetta!





and develop a plan that will best reach him/her: Identify the heavy user, consider their motivations, compare with competitors, identify your position and, finally, brainstorm a focused marketing plan.

# **CRS: Capitol/MCA Lunch**

The only better complement to fried chicken than mashed potatoes would be Gary Allan and Jon Pardi. UMG/Nashville Chairman Mike Dungan told the crowd that "the first test of what they can do as a team is Gary Allan," and introduced Pardi as the "unique, cool artist we are all looking for" and likened him to a "frat house Buck Owens."

Pardi took the stage and opened with the rocking "Write You A Song," grooved on "Chasin' Them Better Days" and played the new single "Up All Night" before closing with his first release "Missin' You Crazy." After a short set change, Gary Allan launched with "Watchin' Airplanes" and followed it with a few more of his hits and saying, "Thank you for the last 17 years, for your support." He played a few cuts from his current album including current single "Pieces," then introduced his final song "Every Storm (Runs Out of Rain)." Co-writer Hillary Lindsey joined him onstage to sing backing vocals.

# News & Notes

**Zac Brown**'s 2012 Ram 1500 Laramie Longhorn will be auctioned off March 5 as part of the Road to the Ram Jam. Fans can bid on Brown's truck with proceeds to benefit Camp Southern Ground. More <u>here</u>.

Songwriter **Wade Kirby** has extended his publishing contract with **Big Tractor Music**. Kirby's credits include cuts with George Strait, Blake Shelton and Jason Aldean.

Starting March 5 Average Joe's Entertainment's **JB and the Moonshine Band** will invite fans to help select one of two possible endings for their new music video "The Only Drug." CMT is hosting the contest on its Facebook page as part of the Listen Up campaign. More <u>here</u>.

Black River's **Sarah Darling** continues her partnership with MoonPie as they expand into 2,500 Walmart and Save-A-Lot stores. Darling is featured on boxes of both banana and chocolate flavors.

CSU Bakersfield will award **Merle Haggard** with an honorary Doctor of Fine Arts. The late **Buck Owens** will be honored with the President's Medal. Both honors will be recognized at the Spring 2013 commencement ceremony for the School of Arts & Humanities June 14.

# The Week's Top Stories

Full coverage at <u>countryaircheck.com</u>.

• Clear Channel VP/Programming & National Hot AC Brand Manager **Tony Coles** was promoted to SVP/Programming for the company's West region. (CAT 3/1)

• Clear Channel's WUBL/Atlanta APD/MD/afternoon personality Lance Houston was named PD for sister WPOC/Baltimore effective March 11. (CAT 2/26)

• Cumulus CEO Lew Dickey talked about WNSH/New York, The Nash brand, label relationships and organizational philosophy at CRS. (CAT 2/28)

• The Academy of Country Music Announced its 2013 Radio Award honorees. (Breaking News 2/27)

• Albright & O'Malley & Brenner's **Jaye Albright** and former Executive Director Tom Kay were selected as recipients of **The Conclave**'s prestigious Rockwell Award. (CAT 2/27)

# **CRS: Rookies & Regulars React**

(continued from page 2) The Lew Dickey interview was very insightful; nobody threw Lew softball questions. Finally, watching Vince Gill with just his guitar at the Ryman sing "Go Rest High On That Mountain" – I've been at every CRS since 1997 and that was a moment I will never forget!

# CHECK OUT



Ashley Monroe Like A Rose (WMN) Vince Gill produced this Warner Music Nashville debut from the part-time Pistol Annie. The album includes songwriting collaborations with Little Big Town's Karen Fairchild ("You Got Me") and the title track was co-written with country legend Guy Clark. Other highlights include "You Ain't

Dolly (You Ain't Porter)," a duet with Blake Shelton.



Luke Bryan Spring Break ... Here To Party (Capitol)

"The toughest hurdle is making sure that you're looking at the body of the songs and make sure that they're good enough to be what you wan to represent yourself with," Bryan says of his latest Spring Break-themed offering. "We're just proud that we started a little idea and that it's grown into something."

This one contains previously released material plus new songs "Buzzkill" and "Just A Sip."

- March 12 Shooter Jennings The Other Life (eOne) Fifth On The Floor Ashes & Angels (eOne)
- March 19 Kacey Musgraves Same Trailer Different Park (Mercury)

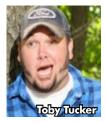
March 26 Blake Shelton Based On A True Story ... (Warner Bros./WMN) Thompson Square Just Feels Good (Stoney Creek) Maggie Rose Cut To Impress (RPM) Alan Jackson Precious Memories Vol. II (ACR/ EMI Nashville)

April 2 **The Band Perry** Pioneer (Republic Nashville) **Gretchen Wilson** Right On Time (Redneck)

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

• WDZQ/Decatur, IL PD/afternooner **Toby Tucker:** Valerie Geller did a tremendous job making her talent coaching

information relevant and easy to implement. The panel "Is 18-34 The New 25-54" seemed to capture the attention of many as most stations are seeing a lot more younger faces at their events and hearing their voices calling in to the request lines more frequently. The overall consensus was that 18-34 will not be the new target demo and that we shouldn't skew our programming to draw them in. But if you think about it, if



we are already pulling them in, aren't we already giving them something they enjoy?

• RCA Dir./National Promotion **Josh Easler**: Once again I walk away encouraged by where the format is going



and confident that there are still great partnerships between Country radio and the labels. Highlights for me personally were the Country Radio Hall of Fame dinner speeches, Love And Theft showing their artistry at KCRS Livel and, of course, the annual star-studded Sony boat show. I was very encouraged about how many first-timers I met. This is still the signature event connecting radio professional with each other and the labels. I hope it continues to grow. *–RJ Curtis* **CAC** 

A	R							Cl	hart Pa	ge l
LW	TW	MEDIADAS	II Fotal Points +	-/- Points T	otal Plavs	+/- Plavs	Audience	+/- Aud S	tations	ADDS
2	1	TIM MCGRAW/One Of Those Nights (Big Machine)	22418	1228	6953	281	55.412	2.682	141	0
4	2	LITTLE BIG TOWN/Tornado (Capitol)	19607	425	6291	181	48.076	0.923	141	0
6	3	< CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista) 🗸	19048	1840	6039	589	46.834	3.373	140	0
3	4	THE BAND PERRY/Better Dig Two (Republic Nashville)	18329	-1628	5493	-608	46.327	-3.524	141	0
7	5	BLAKE SHELTON/Sure Be Cool If You Did (Warner Bros./WMN)	<b>18190</b>	2007	5733	676	45.809	5.03	141	0
8	6	Somebody's Heartbreak (Atlantic/WMN/RRP)	17336	1429	5377	476	42.778	3.459	141	0
9	7	🛜 LEE BRICE/I Drive Your Truck (Curb) 🖌	16171	1705	5102	553	40.908	4.413	141	0
5	8	DIERKS BENTLEY/Tip It On Back (Capitol)	15273	-2471	4912	-692	36.5	-7.77	141	0
1	9	TAYLOR SWIFT/Begin Again (Big Machine)	14280	-6981	4237	-2210	36.241	-14.14	141	0
12	10	🛜 LADY ANTEBELLUM/Downtown (Capitol) 🖌	13877	1802	4254	634	34.499	3.724	141	0
10	11	Skacey MUSGRAVES/Merry Go 'Round (Mercury)	13656	714	4149	265	34.053	1.519	141	0
11	12	CHRIS YOUNG/I Can Take It From There (RCA)	13507	1385	4288	438	32.938	4.271	141	1
13	13	THOMPSON SQUARE/If   Didn't Have You (Stoney Creek)	13386	1563	4130	430	32.932	3.473	141	3
14	14	KENNY CHESNEY/Pirate Flag (Blue Chair/Columbia)	12845	1598	3997	514	31.552	3.775	141	0
<mark>16</mark>	15	Since the second state of	11222	1335	3610	420	28.155	3.622	141	0
15	16	GEORGE STRAIT/Give It All We Got Tonight (MCA)	11057	645	3504	185	26.759	1.324	140	0
19	17	FLORIDA GEORGIA LINE/Get Your Shine On (Republic Nashvill	e) <b>10055</b>	1537	3062	440	25.101	3.939	137	6
17	18	<b>TOBY KEITH</b> /Hope On The Rocks (Show Dog-Universal)	9027	167	2813	83	21.175	0.714	138	0
22	19	ERIC CHURCH/Like Jesus Does (EMI Nashville)	8523	1780	2669	479	20.403	5.114	138	4
20	20	DUSTIN LYNCH/She Cranks My Tractor (Broken Bow)	8383	696	2780	238	19.695	1.376	134	0
21	21	BRANTLEY GILBERT/More Than Miles (Valory)	8030	647	2577	233	19.292	1.679	136	2
24	22	THE HENNINGSENS/American Beautiful (Arista)	6622	856	2073	251	15.628	3.029	136	2
<mark>26</mark>	23	Capitol)	6500	1575	2041	504	16.035	5.007	132	10
23	24	RASCAL FLATTS/Changed (Big Machine)	6333	372	2072	149	13.819	1.621	135	1
25	25	GLORIANA/Can't Shake You (Emblem/W.A.R.)	6034	837	1945	262	13.647	1.883	131	4

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



# UUJIIN

# ON YOUR DES DESK DATE: 3.18



MARK GRANTIN KTTS/SPRINGFIELD





MIKE CULLOTTA



BOBBY BONES AND AMY THE BOBBY BONES SHOW



SCOTT DONATO



NATE DEATON



SHARON BONDS



LEE DOUGLAS KFRG/RIVERSIDE



TONI MARIE KUZZ/BAKERSFIELD



TRAVIS MOON KAJA/SAN ANTONIO



BOB WALKER WCTK/PROVIDENCE





SUE WILSON & JODY WHEATLEY WQMX/AKRON





JUSTIN MOORE FLORIDA GEORGIA LINE



HOSS MICHAELS KXKT/OMAHA



COREY GARRISON WTHT/PORTLAND



DOUG MONTGOMERY

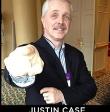


BRIAN MICHEL WUBL/ATLANTA



TOM JORDAN KUZZ/BAKERSFIELD





JUSTIN CASE KFDI/WICHITA







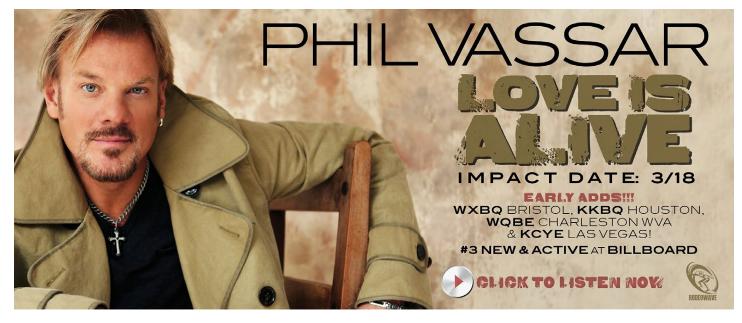


CHAD HERITAGE KSSN/LITTLE ROCK



A	R		3					CI	hart Pa	age 2
LW	TW	MEDIADADE	otal Points	+/- Points	Total Play	s +/- Play	/s Audience	+/- Aud	Stations	ADDS
28	26	KIP MOORE/Hey Pretty Girl (MCA)	5063	875	1519		12.041	2.134	110	8
27	27	S JANA KRAMER/Whiskey (Elektra Nashville/W.A.R.)	5031	556	1489	189	12.096	1.658	102	2
29	28	KELLY CLARKSON f/VINCE GILL/Don't Rush (19/RCA/Columbia)	4558	672	1432	159	10.275	2.069	120	2
<mark>31</mark>	29	SIAKE OWEN/Anywhere With You (RCA)	4387	1084	1306	325	10.38	3.346	105	13
30	30	SIERROD NIEMANN/Only God Could Love You More (Sea Gayle/Arista)	3567	224	1158	54	6.735	0.549	104	2
<mark>35</mark>	31	EASTON CORBIN/All Over The Road (Mercury)	3299	545	1049	144	7.373	2.111	96	10
33	32	CRAIG MORGAN/More Trucks Than Cars (Black River)	3220	297	1136	92	7.12	0.39	99	2
<mark>32</mark>	33	COVE AND THEFT/Runnin' Out Of Air (RCA)	3164	68	1011	32	5.561	0.335	102	3
34	34	SRETT ELDREDGE/Don't Ya (Atlantic/WMN)	3154	370	1021	93	5.968	1.024	90	6
<mark>46</mark>	35	SIASON ALDEAN/1994 (Broken Bow)	2784	1692	777	485	6.584	3.955	75	38
36	36	MONTGOMERY GENTRY/I'll Keep The Kids (Average Joes/New Revolution)	2595	-57	828	0	5.286	-0.264	79	0
<mark>40</mark>	37	TIM MCGRAW w/TAYLOR SWIFT/Highway Don't Care (Big Machine	) <b>2560</b>	651	807	221	6.408	1.928	59	17
37	38	THE FARM/Be Grateful (WMN/New Revolution)	2494	131	816	38	4.19	0.16	76	2
38	39	CHARLIE WORSHAM/Could It Be (Warner Bros./W.A.R.)	2365	217	750	74	4.096	0.427	87	3
Airb	ORM	E CRAIG CAMPBELL/Outta My Head (Bigger Picture)	2231	168	859	67	3.245	-0.08	84	1
<mark>47</mark>	41	GARY ALLAN/Pieces (MCA)	1628	648	521	276	3.261	1.328	59	15
41	42	SIDEL CROUSE/If You Want Some (Show Dog-Universal)	1455	63	453	23	1.889	-0.013	62	2
<mark>43</mark>	43	AARON LEWIS/Forever (Blaster)	1424	188	543	67	2.484	0.456	57	2
44	44	MUMFORD & SONS/I Will Wait (Glassnote)	1274	81	317	16	2.934	0.239	17	0
<mark>42</mark>	45	SLACKBERRY SMOKE/Pretty Little Lie (Southern Ground)	1252	-3	439	2	1.769	0.045	48	2
Debut	46	SINT Summer (Arista)	1204	1204	329	329	2.91	2.91	72	70
De <mark>but</mark>	47	<b>ZAC BROWN BAND</b> /Jump Right In (Atlantic/Southern Ground)	1125	760	395	287	2.296	1.636	63	41
Debut	48	THE BAND PERRY/Done (Republic Nashville)	1111	1111	282	282	2.695	2.695	37	35
<mark>45</mark>	49	SARAH DARLING/Home To Me (Black River)	1062	-48	435	-14	1.879	-0.027	47	1
48	50	PARMALEE/Carolina (Stoney Creek)	1059	94	416	41	1.421	0.117	55	2

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



# March 4, 2013

Adds

#### **Country Aircheck Add Leaders**

BRAD PAISLEY/Beat This Summer (Arista)	70
ZAC BROWN BAND/Jump Right In (Atlantic/Southern Ground)	41
JASON ALDEAN/1994 (Broken Bow)	38
THE BAND PERRY/Done (Republic Nashville)	35
RANDY HOUSER/Runnin' Outta Moonlight (Stoney Creek)	29
TIM MCGRAW w/TAYLOR SWIFT/Highway Don't Care (Big Machine)	17
GARY ALLAN/Pieces (MCA)	15
JAKE OWEN/Anywhere With You (RCA)	13
DARIUS RUCKER/Wagon Wheel (Capitol)	10
EASTON CORBIN/All Over The Road (Mercury)	10
RACHEL FARLEY/Ain't Easy (Red Bow)	10

#### **Country Aircheck Top Point Gainers**

BLAKE SHELTON/Sure Be Cool If You Did (Warner Bros./WMN)	2007
CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)	1840
LADY ANTEBELLUM/Downtown (Capitol)	1802
ERIC CHURCH/Like Jesus Does (EMI Nashville)	1780
LEE BRICE/I Drive Your Truck (Curb)	1705
JASON ALDEAN/1994 (Broken Bow)	1692
KENNY CHESNEY/Pirate Flag (Blue Chair/Columbia)	1598
DARIUS RUCKER/Wagon Wheel (Capitol)	1575
THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)	1563
FLORIDA GEORGIA LINE/Get Your Shine On (Republic Nashville)	1537

#### **Country Aircheck Top Spin Gainers**

BLAKE SHELTON/Sure Be Cool If You Did (Warner Bros./WMN)	676
LADY ANTEBELLUM/Downtown (Capitol)	634
CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)	589
LEE BRICE/I Drive Your Truck (Curb)	553
KENNY CHESNEY/Pirate Flag (Blue Chair/Columbia)	514
DARIUS RUCKER/Wagon Wheel (Capitol)	504
JASON ALDEAN/1994 (Broken Bow)	485
ERIC CHURCH/Like Jesus Does (EMI Nashville)	479
HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN/RRP)	476
FLORIDA GEORGIA LINE/Get Your Shine On (Republic Nashville)	440

#### **Activator Top Point Gainers**

LADY ANTEBELLUM/Downtown (Capitol)	1181 🖌
KENNY CHESNEY/Pirate Flag (Blue Chair/Columbia)	1167 🖌
ZAC BROWN BAND/Jump Right In (Atlantic/Southern Ground)	907 🖌
KIP MOORE/Hey Pretty Girl (MCA)	855 🖌
JASON ALDEAN/1994 (Broken Bow)	836 🖌
LEE BRICE/I DRIVE YOUR TRUCK (CURB)	821
THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)	781
HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN)	768
FLORIDA GEORGIA LINE/Get Your Shine On (Republic Nashville)	756
ERIC CHURCH/Like Jesus Does (EMI Nashville)	744

### **Activator Top Spin Gainers**

~	KENNY CHESNEY/Pirate Flag (Blue Chair/Columbia)	245
~	LADY ANTEBELLUM/Downtown (Capitol)	207
~	KIP MOORE/Hey Pretty Girl (MCA)	180
~	ZAC BROWN BAND/Jump Right In (Atlantic/Southern Ground)	174
/	DARIUS RUCKER/Wagon Wheel (Capitol)	168
	FLORIDA GEORGIA LINE/Get Your Shine On (Republic Nashville)	162
	LEE BRICE/I Drive Your Truck (Curb)	159
	TIM MCGRAW w/TAYLOR SWIFT/Highway Don't Care (Big Machine)	156
	BLAKE SHELTON/Sure Be Cool If You Did (Warner Bros./WMN)	155
	JASON ALDEAN/1994 (Broken Bow)	149
	THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)	149

#### Country Aircheck Top Recurrents Points

· •	
JASON ALDEAN/The Only Way I Know (Broken Bow)	12247
GARY ALLAN/Every Storm (Runs Out Of Rain) (MCA)	11449
RANDY HOUSER/How Country Feels (Stoney Creek)	9604
FLORIDA GEORGIA LINE/Cruise (Republic Nashville)	9574
LUKE BRYAN/Kiss Tomorrow Goodbye (Capitol)	7413
ZAC BROWN BAND/Goodbye In Her Eyes (Atlantic/Southern Ground)	7099
KIP MOORE/Beer Money (MCA)	7048
JAKE OWEN/The One That Got Away (RCA)	6136
BRAD PAISLEY/Southern Comfort Zone (Arista)	6025
JUSTIN MOORE/'Til My Last Day (Valory)	5980

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CONGRATS TO OUR 2013 CRS/COUNTRY AIRCHECK AWARD WINNERS BIG MACHINE - PLATINUM LABEL OF THE YEAR JACK PURCELL - VP/PROMOTION OF THE YEAR JEFF DAVIS - REGIONAL PROMOTER OF THE YEAR TIM MCGRAW "ONE OF THOSE NIGHTS" - #1 COUNTRY SONG IN AMERICA!!!

#### March 4, 2013

# **Country Aircheck Activity**

#### BLACKBERRY SMOKE/Pretty Little Lie (Southern Ground)

Moves 42-45\* 1,252 points, 439 spins 2 adds: **KRTY**, **WYNK** 

#### BRAD PAISLEY/Beat This Summer (Arista)

Debuts at 46\* 1,204 points, 329 spins

 70 adds, including: KASE, KAWO, KBEQ, KCYE, KEEY, WBCT, WBEE, WCKT, WCOL, WCTK

#### ZAC BROWN BAND/Jump Right In (Southern Ground)

Debuts at 47\*

1,125 points, 395 spins

41 adds, including: KAJA, KATC\*, KATM\*, KDRK, KEGA, WDRM, WDSY\*, WEZL, WGKX, WGNA

#### THE BAND PERRY/Done (Republic Nashville)

Debuts at 48\*

 1,111 points, 282 spins
 35 adds, including: KAWO, KBEQ, KCYY\*, KEEY, KEGA, WAMZ, WBCT, WFUS, WKKT, WKLB

#### SARAH DARLING/Home To Me (Black River)

Moves 45-49 1,062 points, 435 spins 1 add: **WGAR** 

#### PARMALEE/Carolina (Stoney Creek)

Debuts at 50\* 1,059 points, 416 spins 2 adds: **WGAR**, **WUSJ** 

GREG BATES/Fill In The Blank (Republic Nashville) 996 points, 367 spins 4 adds: KSKS, KUZZ, WNCY, WRNS

#### CHRIS JANSON/Better I Don't (Bigger Picture)

971 points, 354 spins 1 add: WPCV

#### TYLER FARR/Redneck Crazy (Columbia)

931 points, 261 spins 7 adds: KKBQ\*, KXLY, WCOL, WDXB, WGNA, WSOC, WYNK

#### ADD DATES

#### MARCH 11

 SHERYL CROW/Easy (Old Green Barn/Sea Gayle/Warner Bros./WMN)
 BILLY DEAN/I Can't Leave a Good Thing (Flying Island)

JON PARDI/Up All Night (Capitol) THE BAND PERRY/Done (Republic Nashville) TATE STEVENS/Power Of A Love Song (RCA)

#### MARCH 18

PHIL VASSAR/Love Is Alive (Rodeowave) JUSTIN MOORE/Point At You (Valory) BILLY CURRINGTON/Hey Girl (Mercury)

#### MARCH 25

DRAKE WHITE/The Simple Life (MCA)

### VIDEO ADDS

#### CMT

ASHLEY MONROE/Like A Rose (WMN) MIRANDA LAMBERT/Mama's Broken Heart (Columbia) LUKE BRYAN/Buzz Kill (Capitol) THE AVETT BROTHERS/February Seven (American/Republic) THE HENNINGSENS/American Beautiful (Arista)

#### **CMT PURE**

ASHLEY MONROE/Like A Rose (WMN) MIRANDA LAMBERT/Mama's Broken Heart (Columbia) LUKE BRYAN/Buzz Kill (Capitol) SHOOTER JENNINGS/The Other Life (eOne) SON VOLT/Hearts and Minds (Rounder) THE AVETT BROTHERS/February Seven (American/Republic) THE HENNINGSENS/American Beautiful (Arista)

#### GAC

MIRANDA LAMBERT/Mama's Broken Heart (Columbia) THOMPSON SQUARE/If I Didn't Have You (Stoney Creek) LUKE BRYAN/Buzz Kill (Capitol) THE HENNINGSENS/American Beautiful (Arista)

#### THE COUNTRY NETWORK

JOSH TURNER/Find Me A Baby (MCA) AARON WATSON/Lips (HTK) DANIELLE PECK/Impossible Dream (Namaste) THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)

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Δ	CI						Chart Pa	age 5
		MEDIABASE						~g e e
LW	тм	/ Artist/Title (Label)	Points -	+/- Points	Plays	+/- Plays	Stations	Adds
2	1	奈 LITTLE BIG TOWN/Tornado (Capitol)	10347	384	2112	63	51	0
1	2	TIM MCGRAW/One Of Those Nights (Big Machine)	10286	49	2070	-16	52	0
4	3	CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)	9934	683	2006	107	52	0
6	4	Surger State States State Be Cool If You Did (Warner Bros./WMN)	9030	684	1859	155	52	0
3	5	THE BAND PERRY/Better Dig Two (Republic Nashville)	8810	-1149	1789	-212	49	0
7	6	EE BRICE/I Drive Your Truck (Curb)	8804	821	1777	159	51	0
8	7	HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN)	8731	768	1737	133	52	0
5	8	DIERKS BENTLEY/Tip It On Back (Capitol)	7768	-873	1536	-202	47	0
10	9	KACEY MUSGRAVES/Merry Go 'Round (Mercury)	7302	224	1470	51	52	0
11	10	CHRIS YOUNG/I Can Take It From There (RCA)	7068	417	1415	84	52	1
13	11	🛜 LADY ANTEBELLUM/Downtown (Capitol) 🖌	7015	1181	1417	207	52	0
15	12	奈 KENNY CHESNEY/Pirate Flag (Blue Chair/Columbia) 🖌	6692	1167	1356	245	54	1
9	13	TAYLOR SWIFT/Begin Again (Big Machine)	6588	-597	1302	-137	47	0
12	14	SEORGE STRAIT/Give It All We Got Tonight (MCA)	6541	268	1258	42	52	0
14	15	THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)	6464	781	1278	149	51	1
16	16	MIRANDA LAMBERT/Mama's Broken Heart (RCA)	5782	371	1168	85	51	0
18	17	TOBY KEITH/Hope On The Rocks (Show Dog-Universal)	5400	296	1081	43	48	0
19	18	Structure Cranks My Tractor (Broken Bow)	5298	589	1011	96	48	0
20	19	FLORIDA GEORGIA LINE/Get Your Shine On (Republic Nashville)	5241	756	1095	162	52	1
22	20	ERIC CHURCH/Like Jesus Does (EMI Nashville)	4510	744	944	123	52	0
21	21	BRANTLEY GILBERT/More Than Miles (Valory)	4482	332	884	67	49	1

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S DARIUS RUCKER/Wagon Wheel (Capitol)

RASCAL FLATTS/Changed (Big Machine)

KIP MOORE/Hey Pretty Girl (MCA

SIAKE OWEN/Anywhere With You (RCA)

THE HENNINGSENS/American Beautiful (Arista)

SLORIANA/Can't Shake You (Emblem/W.A.R.)

EASTON CORBIN/All Over The Road (Mercury)

SIANA KRAMER/Whiskey (Elektra Nashville/W.A.R.)

KELLY CLARKSON f/VINCE GILL/Don't Rush (19/RCA/Columbia)

# DE A FIGHT FOR KIDS ch



# charley foundation

Δ	<b>C</b> 1	March 4, 2013				(	Chart Pa	age (
		MEDIABASE						- <u></u>
LW	тw	Artist/Title (Label)	Points	+/- Points	Plays	+/- Plays	Stations	Adds
32	31	SINTER STATES STATES STATES (Sea Gayle/Arista)	1633	129	344	26	35	1
34	32	MONTGOMERY GENTRY/I'll Keep The Kids (Average Joes/New Revolution)	1597	236	297	30	28	0
33	33	Correction Contraction (RCA)	1560	91	288	0	34	0
39	34	🗇 JASON ALDEAN/1994 (Broken Bow) 🖌	1530	836	342	149	28	4
36	35	TIM MCGRAW w/TAYLOR SWIFT/Highway Don't Care (Big Machine)	1484	582	336	156	30	6
35	36	CRAIG MORGAN/More Trucks Than Cars (Black River)	1326	80	270	13	28	1
47	37	🗇 ZAC BROWN BAND/Jump Right In (Atlantic/Southern Ground) 🖌	1267	907	242	174	26	10
43	38	GARY ALLAN/Pieces (MCA)	1180	654	222	124	31	6
38	39	Some (Show Dog-Universal)	826	69	165	27	15	1
37	40	SREG BATES/Fill In The Blank (Republic Nashville)	820	36	175	3	16	0
<mark>42</mark>	41	SUBLACKBERRY SMOKE/Pretty Little Lie (Southern Ground)	692	152	134	31	13	0
41	42	CRAIG CAMPBELL/Outta My Head (Bigger Picture)	625	-41	123	-7	13	0
<mark>46</mark>	43	CHARLIE WORSHAM/Could It Be (Warner Bros./W.A.R.)	510	89	118	24	11	0
Debu	t 44	SIGNAD PAISLEY/Beat This Summer (Arista)	459	459	101	101	19	15
45	45	LONESTAR/Maybe Someday (4 Star/Tenacity)	454	5	92	3	10	0
44	46	SARAH DARLING/Home To Me (Black River)	412	-85	83	-24	13	0
54	47	RANDY HOUSER/Runnin' Outta Moonlight (Stoney Creek)	404	166	107	14	9	1
49	48	SRETT ELDREDGE/Don't Ya (Atlantic/WMN)	350	8	112	10	15	1
48	49	SIDSH ABBOTT BAND/I'll Sing About Mine (Pretty Damn Tough)	346	0	73	-2	8	0
51	50	TRAIN f/ASHLEY MONROE/Bruises (Columbia/Nine North)	344	35	83	20	6	2
56	51	THE FARM/Be Grateful (WMN/New Revolution)	260	47	56	10	15	0
55	52	SASH BOWERS/Red (Wide Open)	256	20	51	3	7	0
53	53	AUSTIN WEBB/It's All Good (Streamsound)	250	-5	50	-1	7	0
52	54	MARK COOKE/Stay With Me Tonight (CVR/Quarterback)	226	-51	34	-5	4	0
58	55	PARMALEE/Carolina (Stoney Creek)	217	41	64	3	4	0
Debu	t 56	THE BAND PERRY/Done (Republic Nashville)	212	212	50	50	11	13
Debut	t 57	CHRIS JANSON/Better I Don't (Bigger Picture)	188	51	68	9	6	1
Debu	t 58	TYLER FARR/Redneck Crazy (Clumbia)	179	45	58	6	7	0
D <mark>ebu</mark>	t 59	KRISTEN KELLY/He Loves To Make Me Cry (Arista)	178	-29	32	-6	6	0
Debu	t 60	RACHEL FARLEY/Ain't Easy (Red Bow)	170	104	24	16	3	1

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