

COUNTRY AIRCHECK WEEKLY

March 28, 2016, Issue 492

CRS' Best: Winning Is The First Thing

Radio was once how most Americans woke up. Unfortunately, clock radios are now just historic artifacts collecting dust beside hotel room lamps, so **CRS 2016** took a hard look at earning back attention the medium once enjoyed. Cox's **Tim Clarke** set the stage in "Winning The First Occasion" by waving his phone and saying, "The first thing I do is roll over and check this."



Tim Clarke

The panel's genesis was last year's CRS Research Presentation (recap here) which found, as moderator **Gregg Lindahl** pointed out, "If you won the first occasion you were the winner for the day." Setting the

tone was Frank N. Magid Associates EVP **Bill Hague**, who shared consumer research from the television side – "their playbook," he said.

Good Morning, America: First, he confirmed the 11pm local news, once the "newscast of record," isn't any longer. "We all consume content all day," he said. "Who is even awake at 11pm, and who wants to wait till the 19th minute for the seven-day forecast? Forget it." In terms of households and persons using television, morning is the only growing daypart.

Interestingly, Hague said morning television viewers are not actually viewing, they're listening as they do other things. "So we [instruct] television people about how to talk to viewers," Hague said, emphasizing explaining rather than showing. "This is a great opportunity for radio. Why should they be listening to TV?"

Citing data aggregated from 20 morning studies, he said 80% of viewers want something different. Roughly 60% feel their time is being wasted. "It's a bunch of people talking about their world, their kids, their dog," Hague said. "I'm not saying people don't want [connection] with personalities, but get to it. I don't have much time."

(continued on page 5)



Gregg Lindahl



Grand Stand: Black River's The Raging Idiots play the Grand Ole Opry Friday (3/25). Pictured are (l-r) the label's Gordon Kerr, TRI's Eddie Garcia and Bobby Bones and the Opry's Pete Fisher.

CRS' Best: Language Lessons

Ratings and Mscores measure how a station and its music are performing with listeners, but perceptions of the pieces between the songs are more difficult to ascertain. **CRS 2016** commissioned **NuVooDoo** to ask nearly 1,200 18-to-49-year-old Country P1s to rank imaging and jock bits on whether they were interesting, informative or funny, and whether they'd continue listening or tune out. PDs were then tasked with listening to the same audio and predicting listeners' responses. The resulting panel discussion was titled "Listeners: Are You Speaking Their Language?" The answer seems to be ... not exactly.

iHeartMedia's **Marc Chase**, WXTU/Philadelphia's **Shelly Easton**, KCYY/San Antonio's **Jeff Garrison** and Cumulus' **Brian Thomas** joined NuVoodoo's **Leigh Jacobs** to examine the results. Jacobs played 10 pieces of audio out of the 60 used in the study, and in all but two cases the listeners rated the clips better than the programmers did.

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CHRIS
STAPLETON

"NOBODY TO BLAME"

OVER 250,000 TRACKS SOLD

TRAVELLER

RIAA CERTIFIED PLATINUM

KIP MOORE

"RUNNING FOR YOU"

Top 30 and Going Strong!

Converting this week:

KKBQ/Houston

KRTY/San Jose

KUZZ/Bakersfield

WPGB/Pittsburgh

WQNU/Louisville

WWQM/Madison

WKLI/Albany

WKSJ/Mobile

WRNS/Greenville

WYCT/Pensacola

Just announced! Kip will be a presenter on
Sunday night's ACM Awards.



MCA
NASHVILLE
A CAPITOL MUSIC COMPANY

LAUREN ALAINA

NEXT BOYFRIEND



New This Week:

WGH/Norfolk

KASE/Austin

EP has over 10 million streams on Spotify, averaging
over 75k streams daily

Music video for "Next Boyfriend" was in VEVO's Top 10
Country Music Videos chart for 5 weeks after release

Over 1.5 million views of "Next Boyfriend" videos
on YouTube

[click here to view video](#)

 19 



iHeartMedia's Marc Chase, WXTU/Philadelphia's Shelly Easton, KCYY/San Antonio's Jeff Garrison, Cumulus' Brian Thomas and NuVoodoo's Leigh Jacobs

One point of disparity was in imaging that utilized artist voices, to which listeners responded more favorably. "I feel like we get hardened to that," Easton said. "But for our listeners, hearing an artist[s] voice on a radio station is the ultimate endorsement." Garrison agreed: "Artists and their voices and stories ... it's cat nip for your listeners."

When you add in the voices of listeners themselves, even better. "You're getting the vote from the listeners on that artist, so it's doubly good," said Thomas.

One promo featured Sam Hunt's voice and audience members voicing their love for Hunt, played over the start of a Hunt song. The tune-out rank was higher for panelists than for PDs. "It was because it went over the song," theorized Easton. "We, as programmers, love to hear something come up to a post. But I feel like women, especially women who want to hear Sam Hunt, they want to hear Sam Hunt."

"Over-production could affect that, too," said Chase. "We get in a production room [with] the new wiz bang stuff, and it's noise. You have to be careful with your audience that you don't surpass that noise threshold, which I think PDs like."

Easton called it commotion. "I don't know about anybody else, but I've got plenty of commotion in my personal life, at work," she said. "When I'm listening to the radio, I don't necessarily want to hear all of that."

Tight & Bright: Thomas pointed out the need for brevity. "Twitter has 140 characters, and that's seven to eight seconds," he said. "If you don't get my attention in seven or eight seconds, you're losing me. I'm trying to make all my promos faster now." He demonstrated with a story about a morning show breaking one promo into three, each 10 seconds or less.

Service elements like weather ranked high for both listeners and PDs. "It's relatable," said Garrison. "Everybody that listens,

you're going to be able to relate to the weather... The tune-out factor just goes to an execution issue."

"Not only do you have to give the information, you're the outlet for the emotion of that big snow storm yesterday," says Thomas. "What that did, whether you're going to work... I'm shocked at how many times there's bad weather in a market and the morning show's just going on doing their bits."

"The advantage we have [over television] is that when people are in their cars, we are all they have," added Easton. "And part of the benefit of our format is that people trust us. We don't utilize all of the information elements, and people need to feel safe."

The panel ultimately conceded that listeners might be more forgiving than PDs. "As a group, we're harder on ourselves than we need to be," said Jacobs. "Ultimately it's the decision between [is it] entertaining and what mission does it serve for us on the radio station? You have to make that day-to-day choice." —Jess Wright

Chart Chat

Congrats to **Brett Eldredge, Kevin Herring, Kristen Williams, Katie Bright** and the **WMN** promotion staff on landing this week's No. 1 with "Drunk On Your Love." The song is the second chart-topper from his current album *Illinois* and the fifth consecutive No. 1 of his career.

And kudos to **Steve Hodges** and the **Columbia** team on ringing the bell with 138 adds for **Kenny Chesney's** "Noise," which debuts at No. 28 today. It is the second-highest one-week add total in **Country Aircheck** history behind the 145 for Carrie Underwood's "Smoke Break" set last August.



Brett Eldredge

News & Notes

WJDT/Rogersville, TN has added **Envision's** AmeriCountry content service.

The **iHeartRadio** Music Festival has won a **Shorty Award** for Best of Social Media at a Live Event. More [here](#).

Alyssa Micaela has signed publishing agreements with **Warner/Chappell** and **Liz Rose**.

Reba McEntire is the guest mentor of the inaugural *Change the Conversation Presents: Rising Young Artists Mentoring Sessions*, hosted by Taylor Guitars at the Bluebird Cafe March 29. **Savannah Keyes, Lexi Mackenzie, Kalie Shorr, Alana Springsteen** and **Allison Veltz** will perform.

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RANDY HOUSER

SONG NUMBER 7

2ND MOST ADDED

behind Kenny Chesney

60 First Week Reporters

STONE
CREEK
RECORDS



Thank **YOU** Country Radio
for Randy's **BIGGEST** First Week Total Ever!

FRANKIE BALLARD

IT ALL STARTED
WITH A BEER



MADE IN AMERICA

COUNTRY AIRCHECK

MY TUNES: MUSIC THAT SHAPED MY LIFE



☞ **JT Daniels**

Five Star **WVVR/Clarksville, TN**
Brand Mgr. **JT Daniels** discusses his most influential music:

1. Heart, Jones Beach Amphitheatre in the '80s:

I had a crush on Nancy Wilson. I was in the eighth row, lights out and real quiet. As the band took the stage I see Nancy's silhouette and stand up on my seat and scream at the top of my lungs, "Hey Nancy it's me JT!" Yeah, I had been

drinking. I ended up with a guitar pick after rushing the stage at some point.

2. Lynyrd Skynyrd, Street Survivors on eight-track: It was somewhere in the '80s and in my Ford Monterey – and it was in the glove box when I got the car. The radio didn't work and I had to take an eight-hour trip. You guessed it; played it for 16 straight hours and learned every word and every riff.

3. Phil Collins, Face Value: Relationship issues, I think you get it.

4. Anything by Eddie Money: We are both from Long Island and I was a huge fan. As kids, we thought we knew where his house was and used to gawk at it on our way to school. I told him that story in an on-air interview more than 20 years later, only to be told by Eddie that wasn't his house. But we're buddies today!

5. Aerosmith in Orlando: I was backstage with my wife Renee. She's gorgeous and when Steven [Tyler] came into the meet and greet he immediately grabbed her from me and kept her by his side throughout the whole thing. Of course that got me jealous. He's much smaller than me and I could have taken him, but I decided to let it play out. The good news is I've been happily married to her for 25 years now. Whew!

• **A highly regarded song or album you've never heard:** Any Britney Spears album.

• **"Important" music you just don't get:** "Don't Worry Be Happy" by Bobby McFerrin. What's the point?

• **An album you played incessantly:** BTO's *Best of BTO (So Far)*.

• **One obscure or non-country song everyone should listen to right now:** Tom Waits' "I Hope That I Don't Fall In Love With You."

• **Music you'd rather not admit to enjoying:** Michael Bolton's "How Am I Supposed To Live Without You."

Reach Daniels [here](#).

Tracy Lawrence was named Philanthropist of the Year at Nashville's National Philanthropy Day award ceremony.

The **Leroy Van Dyke Country Gold Tour** will feature Van Dyke, **Jimmy Fortune**, **T. Graham Brown**, **Rex Allen Jr.**, **Bobby Bare**, **Steve & Rudy Gatlin**, **Eddy Raven**, **Bill Anderson**, **John Conlee**, **Moe Bandy**, **T.G. Sheppard**, **Gene Watson**, **Johnny Lee** and more. Dates [here](#).

The Week's Top Stories

Full coverage at countryaircheck.com.

• Former Red Light employee **Lyndsay Church** joined **Columbia** as regional. (3/28)

• **Alpha** Classic Hits KXGL/Amarillo, TX PD **Jamey Karr** added OM duties. (3/28)

• **Telos** reasserted **Voltair's** PPM ratings advantage. (3/25)

• **Cumulus** sued former **WMDH/Muncie, IN** personality **Amanda Rollen** and **Hoosier AM&FM/Marion, IN** for violating a non-compete. (3/25)

• **iHeartMedia** Country stations raised \$3.8 million for **St. Jude**. (3/24)

• Radio vet **Chris "Muttney" Stevens** joined **Townsquare/Odessa, TX** as OM. (3/23)

• The **ACM** revealed its New Artist winners. (3/23)

• Radio vet **Chris Clare** joined Binnie's **WTHH/Portland, ME** as PD. (3/22)

CRS' Best: Winning Is The First Thing

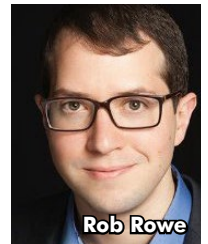
(continued from page 1)

With news, weather, traffic and other info widely available, Hague urged radio to differentiate. "The whole idea is not just telling them, but getting them into the process," he said, describing a meteorologist whose passion for weather patterns led to deeper on-air explanations. "I don't need the data on highs and lows, tell me a story about how the weather impacts a person," Hague said. "People want stories."

Offering an optimistic data point, Hague revealed people are watching longer in mornings, from 15 minutes seven years ago up to 40 minutes daily. He closed focusing on content drivers – what consumers want in the morning. "I know what happened yesterday because I was consuming content all day long," Hague said. "What's new, now and next?" Active trumps passive. "I want to hear how you are in process [developing the latest information] and will tell me more when it's ready," he said.

Must-haves over the 80% threshold are, in order, weather, breaking news, the latest from overnight and traffic. "Then tell me what's coming," he said. "A little bit of that crystal ball so I can plan my day."

Engagement Bling: iHeartMedia's SVP over iHeartRadio **Rob Rowe** discussed his company's approach. "It's not a digital strategy, it's a relationship strategy," he said. "We want to be everywhere users want us to be with products that serve what people expect. It doesn't matter if it's mornings, afternoons or evenings, it's about building that habit."



Rob Rowe

Creating an alarm clock within iHeartRadio's mobile app was an early priority, and Rowe says those who use the feature are their best audience. "They are more engaged all day long ... listening 2.5 more days per month more than non-clock app streamers."

Asking what motivates people in the morning, Rowe turned to coffee. "The best part of waking up," he said, noting the origins of the classic Folgers radio jingle. "We've done a fantastic job as an industry of creating those habits for advertisers. We need to continue that for our own brands, personalities and radio stations."

To that end, Tim Clarke, who oversees digital strategy for Cox, pointed to his phone's lock screen, which was packed with notifications. "The opportunity to be on that screen in the first moments of a user's day is absolutely critical," he said. "If you can't be on this front screen, then Facebook is probably the second feed users are looking at, with Twitter and Instagram right up there." Being in the first feeds means winning their attention once they move to the car. "So much is in the personality's control," Clarke said. "You don't have to have an app."

Converting digital engagement to tune-in should be part of the strategy. "You have to give them a reason to go to the monetized platform," Hague said. Rowe took a broader view. "Digital drives morning listening by being in the right place with the right message and the right frequency," he said. "Radio can win [without] being the first occasion because we are in all these places. It's really about continuing the conversation." Before the show, during breaks and after the show, personalities can engage the audience on whatever platform best fits what they want to communicate to "keep the show top-of-mind all day long."

Hear In The Real World: Looking to apply these points, Clarke offered the example of a News station that has created a benchmark push notification on its app at 5:30am every morning. "As the show is starting it's a really quick message about the most important thing that morning," he said. "Could be weather, traffic,



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YOU SHOULD BE HERE

MAX SPINS NOW FOR #1



BRETT ELDREDGE
DRUNK ON YOUR LOVE

**THANK YOU COUNTRY RADIO FOR
5 CONSECUTIVE #1 SINGLES**



COUNTRY AIRCHECK OFF THE RECORD: KANE BROWN



Kane Brown

RCA's **Kane Brown** puts an industry spin on the artist interview:

I grew up listening to WUSY/Chattanooga, TN.

The first time I heard myself on the radio I was driving to a writing session in Nashville and heard "Used To Love You Sober" on WKDF/Nashville. It was a dream come true.

My band is like family, so I always love being on the road together. Everyone has their own unique thing about them so I just want them around. They make life on the road fun.

Every time I'm at a truck stop I pick up dip, Mountain Dew and beef jerky.

I would love to have dinner with Elvis Presley. I'd order the exact same thing he did.

My music is a mix of traditional country vocals with a contemporary track. I look to Chris Young and Josh Turner as vocal inspirations and Sam Hunt has amazing tracks. I take care with my songwriting to honor my idols like George Strait while keeping the music as current as possible for my fans.

My last impulse buy was during downtime before a show in Darlington, SC. I bought a Hoverboard at the mall. The sales guy was actually a fan and he ended up coming to the show.

I wish I had written Craig Morgan's "Almost Home" [written by Morgan and Kerry Kurt Phillips]. It's such a well-written song and story.

My road essentials are Beefaroni and Monster energy drinks.

My least favorite interview question is "Batman or Superman?" Always Batman! [Brown has a Batman tattoo on his chest.]

a political thing – [something] we think will have the most impact on their day."

When to engage with push notifications or even email marketing may depend on how much data is available. For iHeartRadio, Rowe is able to tailor sends to each listener's habits. However, he noted morning sends result in longer listening. "They've got more of the day."

The panel called for making radio more available in other devices including phones and television sets. "TV has never been more pervasive than it is now," Clarke said. "If we could have our audio content on that device, it reopens home listening for us." Rowe said iHeartRadio is available on 80 platforms, with Clarke urging radio to share that information. "If we don't tell listeners we're on those platforms, they're never going to find it."

In response to an audience question, Clarke said Facebook can be effective for targeting meter or diary holders. "Certain types of users have a high propensity," he said. "We can look at the hot zips and know where the meters are [and] because Facebook offers granular targeting and delivery, it's a great platform to access that person in the cadence of their day."

Hague added, "ROI on Facebook is not as great as others, [but] Facebook is the first place you need to be, digitally." Lindahl ended with a note of caution. "Facebook, organically, is over," he said. "Unless you pay, you don't get any reach at all." —Chuck Aly

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MAY 21

JOIN US IN LOUISVILLE, KY

MAY 20



FEATURING

FREE SHOW



TOBY KEITH

WITH SPECIAL GUEST
CHRIS JANSON

Saturday, May 21
KFC Yum! Center Arena
Louisville, KY, 7 PM
Tickets for sale at:
www.nra.org/TOBYKEITH



JANA KRAMER

WITH SPECIAL GUEST
JANA KRAMER

Friday, May 20
The Belvedere at
Louisville Waterfront Park
Louisville, KY, 7 PM
FREE SHOW!



BRETT ELDREDGE

NRA LOUISVILLE 16

PRESENTS

BUILT Ford TOUGH

INTERSTATES & TAILGATES TOUR
PRESENTED BY FORD F-SERIES

WWW.NRACOUNTRY.COM

LW	TW	Artist/Title (Label)	Total Points +/-	Points Total	Plays +/-	Plays	Audience +/-	Aud	Stations	ADDS
3	1	BRETT ELDREDGE /Drunk On Your Love (Atlantic/WMN) ✓	27403	2395	8601	827	58.624	4.495	159	0
2	2	COLE SWINDELL /You Should Be Here (Warner Bros./WMN)	26761	1563	8287	493	58.8	2.788	159	0
4	3	RASCAL FLATTS /I Like The Sound Of That (Big Machine)	24996	1605	7769	536	53.732	2.921	159	1
6	4	FLORIDA GEORGIA LINE /Confession (Republic Nashville)	23937	990	7343	261	52.388	2.004	158	0
7	5	CHASE BRYANT /Little Bit Of You (Red Bow)	22206	1659	7057	426	47.894	3.061	159	0
1	6	ZAC BROWN BAND /Beautiful Drug (SG/Varvatos/Dot)	20412	-6280	6403	-1856	41.821	-16	159	0
8	7	OLD DOMINION /Snapback (RCA)	19972	984	6077	401	44.761	2.454	159	0
5	8	CARRIE UNDERWOOD /Heartbeat (19/Arista)	19298	-4069	6112	-1169	38.256	-10.011	159	0
9	9	C. YOUNG & C. POPE /Think Of You (RCA/Republic Nashville) ✓	18689	2343	5645	702	40.457	5.319	159	0
11	10	DUSTIN LYNCH /Mind Reader (Broken Bow)	16777	951	5150	317	36.754	1.871	158	0
13	11	DIERKS BENTLEY /Somewhere On A Beach (Capitol)	16727	1395	5190	477	36.342	2.841	159	0
10	12	CHRIS STAPLETON /Nobody To Blame (Mercury)	16549	285	5283	119	36.283	0.541	159	0
12	13	MAREN MORRIS /My Church (Columbia)	16526	759	5199	260	35.744	1.212	159	0
15	14	LEE BRICE /That Don't Sound Like You (Curb)	15301	925	4680	243	32.709	1.651	158	0
16	15	TIM MCGRAW /Humble And Kind (Big Machine)	15127	1455	4621	436	33.892	2.652	159	1
21	16	BLAKE SHELTON /Came Here To Forget (Warner Bros./WMN) ✓	13407	3654	4077	1197	29.249	7.987	159	6
18	17	THOMAS RHETT /T-Shirt (Valory)	13047	1700	4040	429	28.862	4.196	157	1
19	18	JON PARDI /Head Over Boots (Capitol)	11429	931	3652	251	23.892	2.614	159	0
26	19	LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol) ✓	10703	3266	3271	1050	22.736	7.324	154	9
20	20	BRANTLEY GILBERT /Stone Cold Sober (Valory)	10551	303	3449	74	22.123	0.024	156	0
22	21	CHRIS LANE /Fix (Big Loud)	9519	337	3022	151	19.712	0.703	152	0
24	22	FRANKIE BALLARD /It All Started With A Beer (Warner Bros./WAR)	8667	540	2908	188	15.707	1.151	158	1
25	23	DAVID NAIL /Night's On Fire (MCA)	7731	287	2452	56	14.726	0.416	152	1
17	24	MICHAEL RAY /Real Men Love Jesus (Atlantic/WEA)	7707	-4208	2630	-1329	16.544	-7.98	159	0
27	25	ERIC CHURCH /Record Year (EMI Nashville)	7589	1075	2528	394	16.15	1.723	143	6

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KENNY CHESNEY

146 TOTAL ADDS

KENNY'S LARGEST CAREER IMPACT

WSIX • PCCO • WEBG • KEYE • WUBE • WQHK • WBCT • WCYQ • WYCD • WLHK • WCOL • WBUL • WAMZ • KTT • KBEQ • KMNB • WKDF • WWQM • KXKT • WLFP • WMIL • WFMS • WNCY • WQNU • WMZQ • WBWL • WPOC • WDSY • WPGP • WRNX • WSLC • WGAR • WNSH • WKHK • WPOR • WKLI • WOGI • WKLB • WXCX • WGTU • WBBS • WGH • WRBT • WIOV • WCTO • WIHT • WUSH • WBEE • WXTU • WCTK • WQMX • WYRK • WKMK • KILT • WNOE • KCCY • KRYE • KZSN • KWOF • KUAD • KVOO • WYCT • KATC • KCYY • KMDL • KPLX • KSCS • KTGX • KFDI • KSSN • WKSJ • KKIX • WYNK • KYGO • KAJA • KKGO • KSOP • KHGE • KBOI • KUZZ • KTOM • KATM • KHM • KPLM • KMLE • KNIX • KCYE • KBEB • KNTY • KRKY • KMPS • KKWF • KXLY • KWJ • KUBL • KSKS • KRST • KHAY • KEGA • KNCL • KUPL • KJUG • WUBL • WFUS • WQYK • WWKA • WNCB • WTOR • WQIK • WZZK • WAVW • WDRM • WKML • WKIS • WIRK • WCOS • WWGR • WUSY • WSOC • WSSL • WPAW • WKHX • WKKT • WDXB • WEZL • WCKN • WGNE • WCKT • WCTQ • WIL • KSD • WIFL • WMAD • WUSN • WGNA • WWYZ • KASE • KTEX • KHEY • WUSJ • KTST • KWNR • KAWO • WOGK • WKXC • KDRK

THANK YOU COUNTRY RADIO

FOR MAKING LOTS OF "NOISE" WITH US TODAY!!

	LW	TW	Artist/Title (Label)	Total Points	+/-	Points Total	Plays	+/-	Audience	+/-	Aud	Stations	ADDS
	29	26	📶 JUSTIN MOORE/You Look Like I Need A Drink (Valory)	7087	801	2315	285	14.094	1.459	152	11		
	28	27	📶 CANAAN SMITH/Hole In A Bottle (Mercury)	6969	511	2133	190	13.695	0.905	136	0		
AIRBORNE			KENNY CHESNEY/Noise (Blue Chair/Columbia) ✓ DEBUT	6616	6616	2061	2061	14.225	14.225	138	138		
	35	29	📶 JAKE OWEN/American Country Love Song (RCA)	6091	1724	1813	477	11.338	3.498	125	14		
	30	30	📶 DAN + SHAY/From The Ground Up (Warner Bros./WAR)	5883	479	1720	152	12.538	0.761	136	6		
	31	31	📶 KIP MOORE/Running For You (MCA)	5833	581	1774	160	12.127	1.513	143	1		
	33	32	📶 ERIC PASLAY/High Class (EMI Nashville)	4862	356	1573	128	7.571	0.808	133	2		
	34	33	📶 BIG & RICH f/TIM MCGRAW/Lovin' Lately (B&R/New Revolution)	4652	229	1488	99	7.449	-0.011	130	2		
	36	34	📶 WILLIAM MICHAEL MORGAN/I Met A Girl (Warner Bros./WMN)	4014	90	1316	19	7.413	0.343	104	1		
	37	35	📶 JENNIFER NETTLES/Unlove You (Big Machine)	3973	210	1151	37	5.768	-0.114	127	4		
	38	36	📶 CHRIS JANSON/Power Of Positive Drinkin' (Warner Bros./WAR)	3908	180	1273	41	5.949	0.305	131	0		
AIRBORNE			SAM HUNT/Make You Miss Me (MCA)	3695	711	1109	179	6.858	1.439	101	13		
	40	38	📶 DRAKE WHITE/Livin' The Dream (Dot)	3621	499	1104	141	5.62	0.395	119	15		
	42	39	📶 CAM/Mayday (Arista)	2898	447	909	84	4.491	0.408	108	11		
	39	40	DYLAN SCOTT/Crazy Over Me (Curb)	2701	-675	830	-219	3.918	-1.079	120	0		
	43	41	📶 JORDAN RAGER w/JASON ALDEAN/Southern Boy (Broken Bow)	2387	55	784	31	3.918	-0.056	89	8		
	46	42	📶 KANE BROWN/Used To Love You Sober (RCA)	2313	429	736	141	3.33	0.027	69	6		
	48	43	📶 BILLY CURRINGTON/It Don't Hurt Like It Used To (Mercury)	2072	223	714	83	2.761	0.19	84	3		
AIRBORNE			LAUREN ALAINA/Next Boyfriend (19/Interscope/Mercury)	2048	34	744	13	2.775	0.274	95	2		
	47	45	📶 BRANDY CLARK/Girl Next Door (Warner Bros./WMN)	2017	141	587	46	2.893	0.198	73	4		
	49	46	📶 TRACE ADKINS/Jesus And Jones (Wheelhouse)	2003	206	705	76	2.56	0.423	83	4		
	45	47	LOCASH/I Know Somebody (Reviver)	1878	-90	606	-15	2.741	-0.216	74	7		
	50	48	📶 BROTHERS OSBORNE/21 Summer (EMI Nashville)	1852	178	552	72	2.677	0.011	77	8		
Re-Enter		49	📶 SAM HUNT/Raised On It (MCA)	1683	93	505	25	3.208	0.099	23	1		
Debut		50	📶 HIGH VALLEY/Make You Mine (Atlantic/WEA)	1430	233	390	54	2.068	0.4	59	5		

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Country Aircheck Add Leaders

KENNY CHESNEY /Noise (Blue Chair/Columbia)	138
RANDY HOUSER /Song Number 7 (Stoney Creek)	33
KELSEA BALLERINI /Peter Pan (Black River)	23
DRAKE WHITE /Livin' The Dream (Dot)	15
JAKE OWEN /American Country Love Song (RCA)	14
SAM HUNT /Make You Miss Me (MCA)	13
TUCKER BEATHARD /Rock On (BMLG/Dot)	13
CAM /Mayday (Arista)	11
JUSTIN MOORE /You Look Like I Need A Drink (Valory)	11
JANA KRAMER /Said No One Ever (Elektra/WAR)	9
LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol)	9

Country Aircheck Top Point Gainers

KENNY CHESNEY /Noise (Blue Chair/Columbia)	6616 ✓
BLAKE SHELTON /Came Here To Forget (Warner Bros./WMN)	3654 ✓
LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol)	3266 ✓
BRETT ELDREDGE /Drunk On Your Love (Atlantic/WMN)	2395 ✓
C. YOUNG & C. POPE /Think Of You (RCA/Republic Nashville)	2343 ✓
JAKE OWEN /American Country Love Song (RCA)	1724
THOMAS RHETT /T-Shirt (Valory)	1700
CHASE BRYANT /Little Bit Of You (Red Bow)	1659
RASCAL FLATTS /I Like The Sound Of That (Big Machine)	1605
COLE SWINDELL /You Should Be Here (Warner Bros./WMN)	1563

Country Aircheck Top Spin Gainers

KENNY CHESNEY /Noise (Blue Chair/Columbia)	2061
BLAKE SHELTON /Came Here To Forget (Warner Bros./WMN)	1197
LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol)	1050
BRETT ELDREDGE /Drunk On Your Love (Atlantic/WMN)	827
C. YOUNG & C. POPE /Think Of You (RCA/Republic Nashville)	702
RASCAL FLATTS /I Like The Sound Of That (Big Machine)	536
COLE SWINDELL /You Should Be Here (Warner Bros./WMN)	493
DIERKS BENTLEY /Somewhere On A Beach (Capitol)	477
JAKE OWEN /American Country Love Song (RCA)	477
TIM MCGRAW /Humble And Kind (Big Machine)	436

Activator Top Point Gainers

KENNY CHESNEY /Noise (Blue Chair/Columbia)	2553 ✓
BLAKE SHELTON /Came Here To Forget (Warner Bros./WMN)	2119 ✓
LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol)	1393 ✓
C. YOUNG & C. POPE /Think Of You (RCA/Republic Nashville)	863 ✓
RASCAL FLATTS /I Like The Sound Of That (Big Machine)	751 ✓
DIERKS BENTLEY /Somewhere On A Beach (Capitol)	714
COLE SWINDELL /You Should Be Here (Warner Bros./WMN)	703
JAKE OWEN /American Country Love Song (RCA)	697
THOMAS RHETT /T-Shirt (Valory)	686
TIM MCGRAW /Humble And Kind (Big Machine)	607

Activator Top Spin Gainers

KENNY CHESNEY /Noise (Blue Chair/Columbia)	515
BLAKE SHELTON /Came Here To Forget (Warner Bros./WMN)	431
LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol)	300
C. YOUNG & C. POPE /Think Of You (RCA/Republic Nashville)	187
RASCAL FLATTS /I Like The Sound Of That (Big Machine)	160
THOMAS RHETT /T-Shirt (Valory)	154
DIERKS BENTLEY /Somewhere On A Beach (Capitol)	149
TIM MCGRAW /Humble And Kind (Big Machine)	138
COLE SWINDELL /You Should Be Here (Warner Bros./WMN)	137
JAKE OWEN /American Country Love Song (RCA)	134

Country Aircheck Top Recurrents

THOMAS RHETT /Die A Happy Man (BMLG/Republic)	14687
GRANGER SMITH /Backroad Song (Wheelhouse)	13436
LUKE BRYAN f/KAREN FAIRCHILD /Home Alone... (Capitol)	12100
RANDY HOUSER /We Went (Stoney Creek)	12073
LOCASH /I Love This Life (Reviver)	10321
BROTHERS OSBORNE /Stay A Little Longer (EMI Nashville)	9649
SAM HUNT /Break Up In A Small Town (MCA)	8318
CHRIS YOUNG /I'm Comin' Over (RCA)	8142
MADDIE & TAE /Shut Up And Fish (Dot)	7391
KEITH URBAN /Break On Me (Capitol)	7360

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COUNTRY AIRCHECK ACTIVITY

BRANDY CLARK/Girl Next Door (Warner Bros./WMN)

Moves 47-45*

2,017 points, 587 spins

4 adds: **KILT, KUPL, WBWL, WJVC**

TRACE ADKINS/Jesus And Jones (Wheelhouse)

Moves 49-46*

2,003 points, 705 spins

4 adds: **KMDL, KTEX, WGNA, WWGR**

LOCASH/I Know Somebody (Reviver)

Moves 45-47

1,878 points, 606 spins

7 adds: **KJUG, KNIX, KSCS*, KTTS, WGNA, WUSH, WWGR**

BROTHERS OSBORNE/21 Summer (EMI Nashville)

Moves 50-48*

1,852 points, 552 spins

8 adds: **KDRK, KVOO, WGTY, WMZQ, WNOE, WUSY,**

WWKA*, WYNK

SAM HUNT/Raised On It (MCA)

Re-enters at 49*

1,683 points, 505 spins

1 add: **WKLB**

HIGH VALLEY/Make You Mine (Atlantic/WEA)

Debuts at 50*

1,430 points, 390 spins

5 adds: **KPLM, WCTK, WKMK, WWGR, WZZK**

MARTINA MCBRIDE/Reckless (Nash Icon)

1,429 points, 397 spins

1 add: **WRNS***

GRANGER SMITH/If The Boot Fits (Wheelhouse)

1,401 points, 459 spins

5 adds: **KFDI, KJUG, KXLY, WPCV*, WPOC**

KELSEA BALLERINI/Peter Pan (Black River)

1,303 points, 466 spins

23 adds including: **KAJA, KATM*, KAWO, KCYE, KHEY, KILT, KKIX, KKWF, KMDL, KWJJ**

ADD DATES

April 4

RUDY PARRIS/Party Out Back (Warrior)

KEITH URBAN/Wasted Time (Capitol)

April 11

BRETT YOUNG/Sleep Without You (Republic Nashville)

CRAIG CAMPBELL/Outskirts of Heaven (Red Bow)

TRAILER CHOIR/Ice Cold Summer (Average Joes/Star Farm)

April 18

None Listed

Send yours to adds@countryaircheck.com

CHECK OUT 4/1



Levi Hummon *Self-Titled* (Valory)

The Nashville native and son of Grammy-winning Marcus Hummon co-wrote four of the five songs on his Jimmy Robbins-produced debut EP.

April 8

Various *Voices: Vintage Hymns With Heart & Soul* (Breezewood/Sony Red)

Charlie Farley *All I've Been Through* (Backroad/Average Joes)

April 15

Don Williams *Don Williams In Ireland: The Gentle Giant In Concert* (Red River/BFD/RED)

April 22

Sundy Best *It's So Good Live* (eOne)

April 29

Martina McBride *Reckless* (Nash Icon)

May 6

Keith Urban *Ripcord* (Capitol)

Cole Swindell *You Should Be Here* (Warner Bros./WMN)

Mary Chapin Carpenter *The Things That We Are Made Of* (Lambent Light)

Cyndi Lauper *Detour* (Sire)

Ryan Beaver *Rx* (St. Beaver/Parallel)

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LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
1	1	🔊 COLE SWINDELL /You Should Be Here (Warner Bros./WMN) <small>2nd Week at No. 1</small>	12069	703	2510	137	55	0		
2	2	🔊 BRETT ELDREDGE /Drunk On Your Love (Atlantic/WMN)	11742	430	2407	66	53	0		
4	3	🔊 FLORIDA GEORGIA LINE /Confession (Republic Nashville)	10424	546	2156	124	52	0		
7	4	🔊 RASCAL FLATTS /I Like The Sound Of That (Big Machine) ✓	9830	751	2055	160	52	0		
8	5	🔊 C. YOUNG & C. POPE /Think Of You (RCA/Republic Nashville) ✓	9474	863	1948	187	54	0		
6	6	🔊 CHRIS STAPLETON /Nobody To Blame (Mercury)	9116	-21	1870	-5	55	0		
9	7	🔊 OLD DOMINION /Snapback (RCA)	8951	385	1862	118	53	0		
10	8	🔊 CHASE BRYANT /Little Bit Of You (Red Bow)	8679	284	1882	74	50	0		
11	9	🔊 DIERKS BENTLEY /Somewhere On A Beach (Capitol)	8501	714	1737	149	55	0		
12	10	🔊 TIM MCGRAW /Humble And Kind (Big Machine)	8117	607	1665	138	55	0		
13	11	🔊 MAREN MORRIS /My Church (Columbia)	7575	177	1590	39	55	0		
14	12	🔊 DUSTIN LYNCH /Mind Reader (Broken Bow)	7319	164	1501	25	53	0		
15	13	🔊 LEE BRICE /That Don't Sound Like You (Curb)	7198	152	1455	31	54	0		
18	14	🔊 THOMAS RHETT /T-Shirt (Valory)	6237	686	1263	154	55	0		
17	15	🔊 JON PARDI /Head Over Boots (Capitol)	5746	93	1176	14	53	0		
26	16	🔊 BLAKE SHELTON /Came Here To Forget (Warner Bros./WMN) ✓	5626	2119	1185	431	53	4		
20	17	🔊 BRANTLEY GILBERT /Stone Cold Sober (Valory)	5034	340	1031	73	49	0		
21	18	🔊 FRANKIE BALLARD /It All Started With A Beer (Warner Bros./WAR)	4761	237	966	46	53	0		
28	19	🔊 LUKE BRYAN /Huntin', Fishin' And Lovin'... (Capitol) ✓	4491	1393	986	300	54	6		
22	20	🔊 CHRIS LANE /Fix (Big Loud)	4483	25	885	4	51	0		
25	21	🔊 ERIC CHURCH /Record Year (EMI Nashville)	4041	465	861	92	53	4		
19	22	🔊 MICHAEL RAY /Real Men Love Jesus (Atlantic/WEA)	4038	-1570	805	-380	41	0		
23	23	🔊 JUSTIN MOORE /You Look Like I Need A Drink (Valory)	3894	60	796	34	54	5		
27	24	🔊 DAVID NAIL /Night's On Fire (MCA)	3360	40	697	11	46	1		
27	25	🔊 JAKE OWEN /American Country Love Song (RCA)	3301	697	640	134	49	9		
Debut	26	🔊 KENNY CHESNEY /Noise (Blue Chair/Columbia) ✓	2553	2553	515	515	37	32		
31	27	🔊 DAN + SHAY /From The Ground Up (Warner Bros./WAR)	2463	336	523	77	45	1		
30	28	🔊 CANAAN SMITH /Hole In A Bottle (Mercury)	2256	51	465	11	40	0		
34	29	🔊 BIG & RICH f/ TIM MCGRAW /Lovin' Lately (B&R/New Revolution)	2014	277	437	65	45	1		
32	30	🔊 KIP MOORE /Running For You (MCA)	2008	-17	415	1	40	0		

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LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
33	31	CAM/Mayday (Arista)	1841	77	360	13	29	1		
35	32	CHRIS JANSON/Power Of Positive Drinkin' (Warner Bros./WAR)	1530	41	314	15	33	0		
36	33	ERIC PASLAY/High Class (EMI Nashville)	1414	12	299	7	36	0		
38	34	WILLIAM MICHAEL MORGAN/I Met A Girl (Warner Bros./WMN)	1317	-88	252	-11	26	1		
42	35	SAM HUNT/Make You Miss Me (MCA)	1228	380	284	83	28	6		
40	36	KANE BROWN/Used To Love You Sober (RCA)	1179	204	212	47	23	4		
39	37	JENNIFER NETTLES/Unlove You (Big Machine)	1172	80	246	14	31	1		
43	38	BROTHERS OSBORNE/21 Summer (EMI Nashville)	992	156	183	34	19	3		
45	39	DRAKE WHITE/Livin' The Dream (Dot)	988	235	194	43	26	7		
41	40	LOCASH/I Know Somebody (Reviver)	979	11	196	0	20	0		
44	41	BILLY CURRINGTON/It Don't Hurt Like It Used To (Mercury)	786	24	175	3	17	1		
46	42	MARTINA MCBRIDE/Reckless (Nash Icon)	720	61	160	13	11	2		
51	43	OLIVIA LANE/Make My Own Sunshine (Big Spark)	663	149	132	24	14	2		
49	44	SAM HUNT/Raised On It (MCA)	611	68	115	17	7	0		
48	45	TRACE ADKINS/Jesus And Jones (Wheelhouse)	604	7	137	5	20	1		
55	46	GRANGER SMITH/If The Boot Fits (Wheelhouse)	567	157	125	40	14	2		
59	47	KELSEA BALLERINI/Peter Pan (Black River)	565	258	123	54	19	8		
50	48	CLARE DUNN/Tuxedo (MCA)	516	-12	66	-1	7	0		
52	49	KALIE SHORR/Fight Like A Girl (Shorr Thing)	470	0	47	0	1	0		
53	50	STEVE MOAKLER/Suitcase (Creative Nation)	450	-13	45	-2	1	0		
47	51	ERIC CHURCH/Three Year Old (EMI Nashville)	440	-160	44	-16	1	0		
60	52	BRANDY CLARK/Girl Next Door (Warner Bros./WMN)	430	142	69	21	8	2		
57	53	JORDAN RAGER w/JASON ALDEAN/Southern Boy (Broken Bow)	400	29	78	8	10	1		
54	54	CHASE RICE/Whisper (Columbia)	400	-30	49	-3	3	0		
56	55	BRETT YOUNG/Sleep Without You (Republic Nashville)	384	8	46	3	8	1		
Debut	56	RANDY HOUSER/Song Number 7 (Stoney Creek)	360	174	73	36	10	5		
Debut	57	JANA KRAMER/Said No One Ever (Elektra/WAR)	332	149	53	17	4	0		
Debut	58	BREAKING SOUTHWEST/Ghost Town (Nash/BMLG)	319	47	62	8	5	0		
Debut	59	HIGH VALLEY/Make You Mine (Atlantic/WEA)	282	74	60	22	7	0		
Debut	60	MAREN MORRIS/80's Mercedes (Columbia)	280	10	28	1	1	0		

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