

COUNTRY AIRCHECK

WEEKLY

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Cracking The Promo Code

Like virtually every other radio station department, promotions has evolved in recent years. **Country Aircheck** spoke to some of today's best operators to learn what's changed, what hasn't and what skills are most needed in the current version of the job.

Brand New: Beyond traditional duties including managing marketing plans and executing events, today's promotions and marketing directors often find themselves at the very center of shaping their station's brand. And according to Cox **KKBQ/Houston** Dir./Marketing **Lisa Searcy**, it's a task that increasingly relies on creating strong emotional connections with the listener. "Anybody can market a station," she says. "But branding a station is more impactful because you go after the heartstrings. We're looking for something that connects them more deeply with the station than just a blanket advertising campaign."



Lisa Searcy

For instance, KKBQ is in its 10th year of *Gridiron Invasion* (station promo [here](#)), which showcases 10 local high school cheer squads and gives them the opportunity to compete with each other for a private concert from a country artist. (Last year's artist was Chris Young.) "We love touching the listeners in those little cities," Searcy continues. "And we have a great partnership with the Texas Children's Hospital that includes an annual radiothon to raise funds for cancer research. And that's not just for the children and families – everyone comes together to support that cause."

Major format events within a market fall under the local umbrella, too, ac- (continued on page 12)



It's Tricky To Rock A Rhyme: Show-Dog Universal's Toby Keith (second from right) in Philly for his *Shut Up and Hold On* Tour stop with fellow rhymers (l-r) Average Joes' Colt Ford, Run DMC's Darryl "DMC" McDaniels and WXTU/Philadelphia's Mark Razz.

History Lesson

Which '80s sitcom star was a writer for the **ACM Awards**? What national tragedy timed with the awards show changed the biggest career in country music? Which country icon received an award before recording his debut album?

Those are just some of the stories brought to light in *This Is Country: A Backstage Pass To The Academy Of Country Music Awards*, which was recently released as the ACM prepares to celebrate its 50th anniversary next year. ACM Sr. VP/Creative and Content Production **Lisa Lee** spent five years researching, interviewing and writing the book, which is packed with personal stories from country's biggest stars and historical photographs [[order it here](#)].

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THE FOLLOW UP TO BACK-TO-BACK #1'S

DIERKS BENTLEY
SAY YOU DO

ON PLAYMPE NOW AND ON YOUR DESK THIS WEEK / ADD DATE 10/6!

CLICK HERE TO WATCH THE MUSIC VIDEO



ERIC CHURCH ////// **TALLADEGA**

**MOST ADDED
2 WEEKS IN A ROW!**

*Here's to turn it up, slowin' down
And cars that go real fast*

**102 First Week Stations
and counting**

#41 CA/MB Debut #37 BB

PCCO KSCS KILT KKBQ WMZQ WYCD KKWF KMPS
KMLE KNIX KEEY KMNB WFUS WQYK WJVC WPOC
KSD KUPL KWJJ WKKT WSOC WDSY WOGI KNTY
KAJA KCYY KSOP WGAR KCYE KWNR WWKA KBEQ
KASE KRTY WCOL WMIL WUSH WSIX WPAW WTQR
WNOE KTST WGNE WQIK WKMK WAMZ WQNU WBEE
WSSL WDXB WZZK WCKT WWGR WHKO WGNA KTGX
KHGE WBCT KHEY WCTQ WXCY WEZL WQMX WTGE
WYNK WRBT KSSN WRNS WCOS WOGK WPOR WTHT
WRNX KXLY WKSJ WMAD WWQM KAWO KZSN KJUG
WDRM WXBQ KMDL WUSY WKXC KRYS
WQHK KUAD WITL WYCT KKIX WKML
KTTS KPLM WNCY SXHW WCYQ WKEN
KVOO KBQI KBEB WNCB

EMI
RECORDS
NASHVILLE
A UNIVERSAL MUSIC COMPANY

"It was a labor of love and a big responsibility," says Lee. "There are so many people from the early years who started the Academy



ACM CEO Bob Romeo, ACM SVP and This is Country: A Backstage Pass to the Academy of Country Music Awards author Lisa Lee and ACM EVP/ Managing Director Tiffany Moon

who aren't with us anymore. To tell their story and give them their due was important to us."

The Academy's four founders – artist Tommy Wiggins, songwriter Eddie Miller and Red Barrel Niteclub owners Mickey and husband Chris Christensen – initially held a couple of banquets at the Red Barrel in the early '60s. "It was the who's-who

of the Southern California country music scene at these banquets – Merle Haggard, Jeannie Seely, Biff Collie, Wynn Stewart," says Lee, "and Tex Williams hosted. That's what eventually led to the Academy forming."

Lee conducted more than 100 interviews, starting with the two remaining founders, Mickey Christensen and Wiggins, and others from the era including Billy Mize and Janet McBride. She also spoke to Haggard and Seely – and collected a foreword by Reba McEntire, plus essays from each living Artist of the Decade: Loretta Lynn ('70s); Alabama's Randy Owen ('80s); Garth Brooks ('90s); and George Strait (2000s). The late Marty Robbins' namesake, Marty Stuart, stepped in to write an essay about the '60s.

One of the book's best features is its "3-D" feel, thanks to replicas of old backstage passes, seating charts and even a December 1963 issue of "D.J.'s Digest." Lee was inspired to work with publisher Insight Edition when she saw John Carter



Merle Haggard, KFOX's Gordon Calcote, Wynn Stewart and master of ceremonies Biff Collie.



PAGE THREE PIC

Store Front: Then-Atlantic artist Craig Morgan (second from right) with KTOM/Monterey, CA's John Young and Cory Mikhals, and the label's Jennifer Shaffer at an in-store album release party in the early 2000s. Have fun photos from your radio past, too? Send them to pagethreepic@countryaircheck.com.

Cash's 2012 book *House Of Cash*, which has the same scrap-book-come-to-life feel.

Here are some of Lee's favorite discoveries while writing the book:

- "When we interviewed Tommy and Mickey, we found out about the informal awards banquets that happened in '63 and '64 at the Red Barrel. We honored Merle Haggard before he'd even recorded his debut album at Capitol Records. This group of people so had their finger on the pulse of what was happening out here. It was a very wide cross section of the Southern California music scene – producers, record labels, radio stations. That was interesting to me – that these early gatherings were so successful, they led to the formation of the Academy and then the ACM Awards.

- "Watching the early shows and going back over the photos, you realize how closely Hollywood, the movies and television have been intertwined with the ACM Awards since the very beginning. If you look back at the '60s, '70s and '80s, Hugh Hefner was in the audience. Alan Thicke, who became a big sitcom star

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NR NATIVE RUN GOOD ON YOU MAKIN' MORE NOISE!!!

Early believers include: WMZQ, WYCD, KKWF, WJVC, WPOC, KUPL, WSOC, KNTY, KSOP, WGAR, KCYE, WUSH, WSIX, WIRK, KTST, WDXB, WZZK, KTGX, KHGE, KBQI, WCYQ, WXCX, WRNS, KXLY, WBUL, WQHK, WKML, KMPS, KRTY, KTOM and KEGA

Thanks Country Radio for letting us look **Good On You!!**

1.4 MILLION STREAMS ON SPOTIFY



IMPACTING NOW



CLICK TO LISTEN

CURRENTLY ON TOUR WITH DAVID NAIL IN A CITY NEAR YOU!

"I AM SO EXCITED ABOUT THE RAILERS. BRILLIANT, PASSIONATE MUSICIANS WHO ARE SHAPING A NEW, IRRESISTIBLE SOUND FROM THE ROOTS OF COUNTRY MUSIC. ALL WHILE BEING ONE OF MY FAVORITE LIVE BANDS ON THE ROAD!" —HUNTER HAYES, RECORDING ARTIST

"WHEN WE COUNTRY PROGRAMMERS HEAR A NEW ACT WE LOVE TO COMPARE THEM TO OTHER ACTS. YOU CAN'T DO THAT WITH THE RAILERS. THE RAILERS DON'T SOUND OR LOOK LIKE ANYONE ELSE — THEY JUST SOUND GOOD!" —GREGG SWEDBERG, KEELY/MINNEAPOLIS

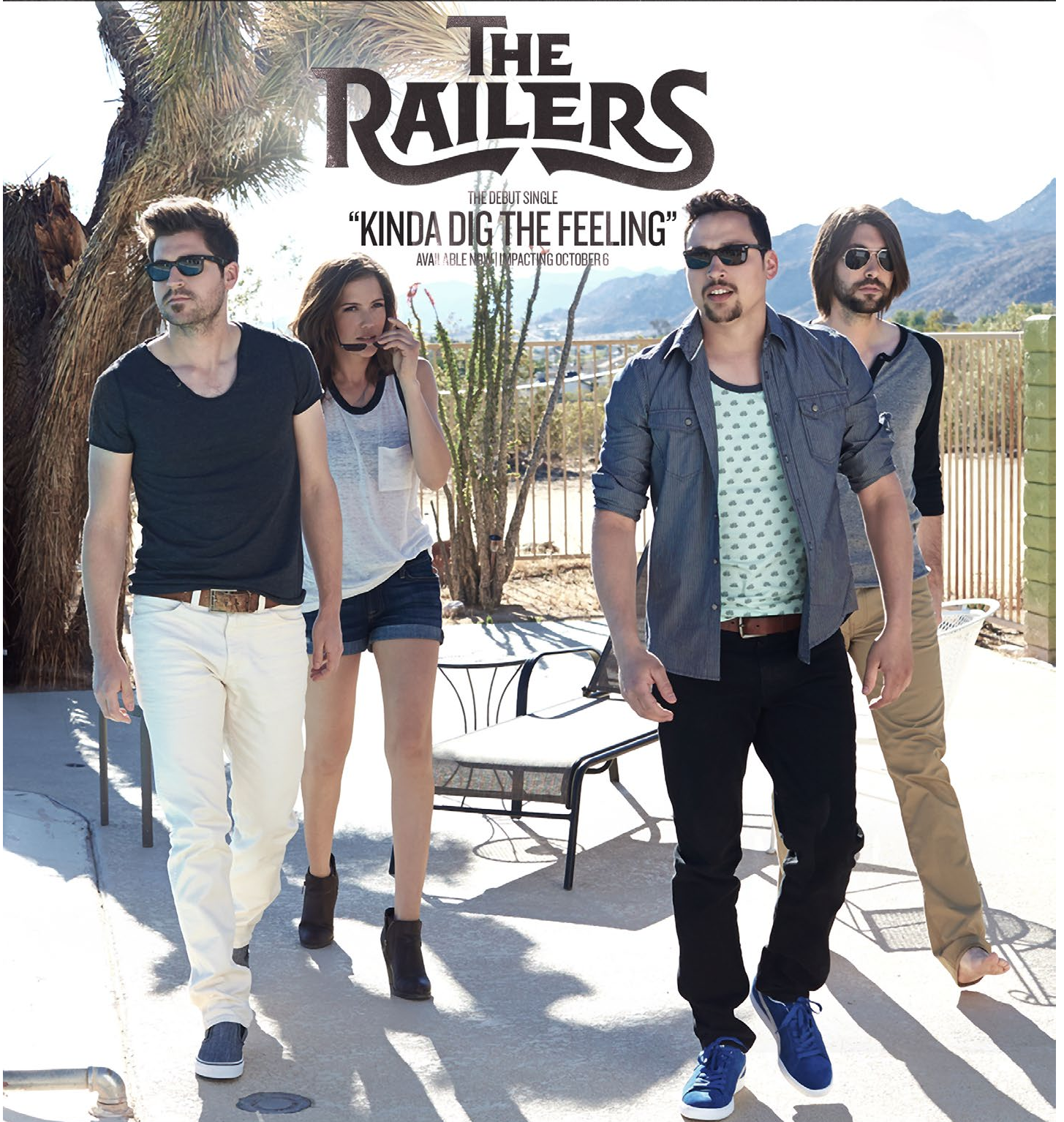
"THIS IS, WITHOUT QUESTION, THE MOST EXCITED I HAVE BEEN ABOUT A NEW ACT IN YEARS! ADDING THIS STRAIGHT TO BREAKOUT ROTATION AT KKBO!" —JOHNNY CHIANG, KKBO/HOUSTON

THE RAILERS

THE DEBUT SINGLE

"KINDA DIG THE FEELING"

AVAILABLE NOW! IMPACTING OCTOBER 6



[CLICK TO LISTEN](#)



Country Radio -

Hard to believe that I'm writing you this note thanking you for my second #1!! - I grew up listening to country radio as a kid and it still blows my mind that songs I am a part of have a spot on your playlist. Every one of you are ALWAYS welcome at my shows!

Thanks for letting me do what I love!

See Y'all on the road!

Cole



COLE  SWINDELL HOPE YOU GET LONELY TONIGHT

2ND #1 IN A ROW!

RECORD-BREAKING **50,608,700** AUDIENCE IMPRESSIONS!

CMA NEW ARTIST OF THE YEAR NOMINEE

[Growing Pains] was an early writer for the show. In the early days, the stars from *The Beverly Hillbillies* and *Bonanza* would come. Mr. T. was a part of the show. Today's awards shows incorporate celebrities from so many different areas, but that's really been in the DNA of the ACM Awards since the first year.

- "One of the things I didn't know before was one of Garth Brooks' most controversial songs was inspired by the L.A. riots, which happened the night of the 1992 awards. Garth said as they were leaving L.A. in the bus, they could see the fires and were watching it on TV. He said he called Stephanie Davis and said, 'I have this idea' and she said, 'I'm already on it.' And then they wrote 'We Shall Be Free.'

- "I interviewed Tim McGraw and he said one of his favorite moments was when he and Faith performed 'It's Your Love.' You can see in the photo of them singing that Faith is a month away from giving birth and she looks beautiful. It was the beginning of their marriage and their life together. It was the beginning of both of their careers and they were red hot. It was capturing a moment in time that was not only special to the fans but also to them personally.

- "This is a personal memory. The first year I covered the awards as a TNN reporter was also the year Kenny Chesney won his first ACM Award, and he took his mother onstage with him. I interviewed him backstage and I remember how happy he was. It was validation that he was on the right track. We now know that was just the tip of the iceberg for Kenny, but being there that night, knowing the recognition meant something to him in that moment was pretty cool. And that stuck with me."

Reach Lee [here](#).

—Wendy Newcomer

Chart Chat

Congrats to **Cole Swindell, Kevin Hering, Kristen Williams, Katie Bright** and the entire **WMN** promotion staff on scoring this week's No. 1 with "Hope You Get Lonely Tonight." The song is the second chart-topper from Swindell's self-titled debut album, following "Chillin' It."



Cole Swindell

News & Notes

WBBC/Blackstone, VA, WKPE/Cape Cod, MA and

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JASON ALDEAN
BURNIN' IT DOWN
CA/MB: **4** BB: **4**
#1 BEST SELLING SINGLE – AGAIN!
TOP 5 MOST INCREASED POINTS AGAIN!
NEW ALBUM – OLD BOOTS, NEW DIRT
IN STORES 10/7



MY TUNES: MUSIC THAT SHAPED MY LIFE



Adam Drake

KNDE-HD4/Bryan, TX PD/MD/morning co-host **Adam Drake** discusses his most influential music.

1. Travis Tritt, John Anderson and George Jones, Montagne Center, Beaumont, TX: My first concert made me fall in love with music. I was about 10 and my dad took me. Sadly, at that age I didn't really know the history I was seeing with George Jones and fell asleep for most of his set.

2. George Strait, San Antonio, 2013: It was his last 2013 show. Seeing King George was phenomenal! Miranda Lambert opened and I've known her guitar player Alex Weeden for a while. Every time Alex was on the screen I couldn't help but cheer for him.

3. George Strait, Pure Country: My favorite tape growing up. I played DJ listening to that tape. I'd talk between songs and send out requests to my Lego people.

4. Cross Canadian Ragweed, Self-Titled (Purple): It was one of the first CDs I was given when I got into radio and was told I was going to be the Texas/Red Dirt guy. The realness and soul was what really grabbed me. It's still a go-to.

5. George Jones/Who's Gonna Fill Their Shoes: There will never be another generation like his that made as many great quality songs for as long as they did. I've got a bit of an old soul when it comes to my musical tastes.

•A highly regarded song or album you've never heard: Taylor Swift's *Red*. The singles never spoke to me. Might have something to do with me being the complete opposite of her demographic.

•An "important" piece of music you just don't get: Shania Twain's stuff. Much like Taylor Swift, I just didn't "get" Shania. I always liked my country a little more Strait and Jones.

•An album you played or listened to incessantly: Cody Johnson Band's *Cowboy Like Me* has been in my truck almost non-stop since it came out in January!

•One obscure or non-country song everyone should listen to right now: Since he's mostly only known in Texas, I'll put Josh Grider in the "obscure" category. Listen to "Crazy Like You." It's a few years old but it's a great introduction to Josh's style.

Music you'd rather not admit to enjoying: I did have the first Spice Girls album in High School. I think I still remember some of the words.

Reach Drake [here](#).

JACKIE LEE
SHE DOES
60 STATIONS ALREADY ADDED!
WUBL, WYCD, KMPS, KEEY, KMNB, WJVC, WPOC, KUPL, WDSY, WOGI, KNTY, KAJA, KSOP, WDAF, KRKY, WCOL, WUSH, WNOE, KTST, WQNU, WDXB, WZZK, WGNA, KHGE, KBQI, WCYQ, WGGY, KUZZ, WXCX, WYNK, KTOM, WRNS, WOGK, WPOR, WTHT, KXLY, WXBQ, WQHK, KKIX, KTTS, KAWO, KBEQ, KILT, KJUG, KWEN, KWNR, WCTK, WIVK, WRNX, WSOC, WTGE, WUSY, WWQM, WBBS, KSD, WIRK, KHEY
"It is rare that I jump so many established artists. But 'She Does' is by far the best song on my stack right now!" —Bob Walker, WCTK/Providence, RI

747 - READY FOR TAKEOFF

"BARTENDER" DIGITAL SINGLE CERTIFIED PLATINUM

TUNE IN: TODAY ON 9/30 AND TONIGHT SHOW STARRING JIMMY FALLON ON 10/1

LADY ANTEBELLUM



CLICK HERE FOR 1ST 7 FOR 7 PROJECT

KLDG/Liberal, KS have added **Sun Broadcast Group's** Nashville *Music Minute*.

Bluewater's **WBAM/Montgomery, AL** is the latest affiliate of **Envision's** prep service *AmeriCountry*. Townsquare's **KQBR/Lubbock, TX** is a new affiliate of **Envision's** *Imaging Chop Shop* service.

Applications are being accepted for **The Bill Gavin Memorial Scholarship** at the Specs Howard School Of Media Arts, which will be awarded Nov. 14 during the *39th Conclave Learning Conference* in Minneapolis.

Country FanJam's inaugural *Icons, Legends and Emerging Artists* music festival will be held June 11-14, 2015 at the **Tennessee State Fairgrounds**, with artists from the '80s-early 2000s in the TBA lineup. Four-day passes are \$100 and daily passes are \$25. More info [here](#).

Tootsie's Orchid Lounge will celebrate its 54th birthday in downtown Nashville Nov. 12 with a party hosted by Nash FM *America's Morning Show's Blair Garner*. Artists scheduled to perform include **Terri Clark, Chuck Wicks, Trick Pony** and **Darryl Worley**. More info [here](#).

The **International Songwriting Competition (ISC)** has extended its deadline to Nov. 4. **Sara Evans, Martina McBride** and **Sarah McLachlan** are among the judges. Details [here](#).

Singer/songwriter **Josh Mirenda** has signed a co-publishing deal with **Warner/Chappell** and **Cornman Music**.

Go Fund Me accounts have been set up for **Only One Tailoring** owner **Aaron McGill** [here](#) and **Pura Vida Vintage** owner **Krystle Ramos** [here](#) in the wake of last week's (9/22) fire at 19 Music Square West in Nashville.

Artist News

The **RIAA** has issued platinum certification for **Jason Aldean's** "Burnin' it Down." The song advances his Oct. 7 album *Old Boots New Dirt*.

Republic Nashville's **The Band Perry** will perform at the *T.J. Martell Foundation 39th New York Honors Gala* Oct. 21 in support of **The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research**.

RCA's **Love And Theft** have teamed with **CMT** for the "Night That You'll Never Forget" sweepstakes. From now through Oct. 8, fans can enter for a chance to win two roundtrip tickets to

OFF THE RECORD: THE SWON BROTHERS



The Swon Brothers

Zach and Colton Swon from Arista's **The Swon Brothers** put an industry spin on the artist interview:

CS: We grew up listening to KTFX/Muskogee. Those guys actually played some of our old demos. They were terrible demos but we appreciated it! There's just something about that hometown station.

CS: The first time we heard ourselves on the radio with our new music, I had just gotten home from Taco Bell. It was 1am and I couldn't even go inside. Coolest feeling ever.

ZS: I had to make sure it was the radio because at that point, I was listening to our mixes. When I realized it was, it was awesome. It just sounds better on the radio!

ZS: My brother is the best and worst road companion. We fight like brothers, But at the same time, we're getting to experience this together. The road can get pretty exhausting. We miss our family a lot but it helps that we have each other. I don't think I could do it without him. I'm pretty sure he feels the same, even if he won't admit it!

CS: Every time I'm at a truck stop I pick up the biggest water I can find. I'm also a big beef jerky guy. When there's 10 guys on a bus, you know you're gonna be hungry because there's never anything in the fridge.

ZS: I'd love to have dinner with Elvis Presley. We'd have to order fried peanut butter and banana sandwiches.

CS: I think it would be really funny to take Elvis to Chuy's and order the Elvis Green Chile Fried Chicken.

ZS: I haven't bought anything from SkyMall but I will buy one of those giant Bigfoot statues before long because I can't stand it anymore. I know it's made for outside, but I want people to walk in my house and get scared when they see it in a dark corner.

ZS: I have to have Diet Mountain Dew on the road. We don't have a crazy rider at our shows. That's the only thing I wrote down as a must.

CS: We've gotta have some good hair products, too. And you do not want to smell my brother without deodorant.

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PARMALEE
CLOSE YOUR EYES

TOP 15 AND BEYOND HERE WE COME UP over 1.7 million audience and almost 350 spins

20+ Conversions Impacting NOW

#9 CURRENT - OVERALL PERSONS
(RateTheMusic.com)

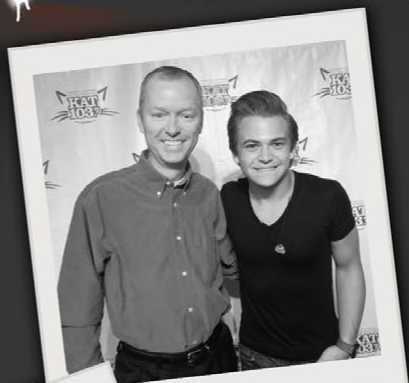
SECRET COUNTRY AIRCHECK

HUNTER HAYES

WE ARE FAMILY!!!



KBEQ/KANSAS CITY



KXKT/OMAHA



WIL/ST. LOUIS



WSOC/CHARLOTTE



KSD/ST. LOUIS



WQIK/JACKSONVILLE



WGNE/JACKSONVILLE



TATTOO TOP 30!

[WATCH THIS WEEK'S FOR THE LOVE OF MUSIC [HERE](#)]

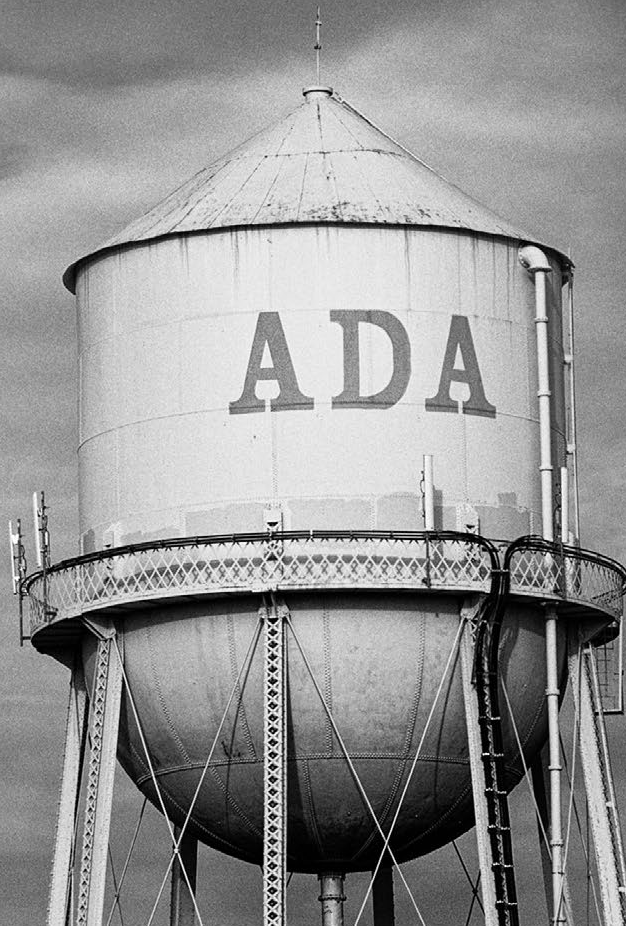


TATTOO MB **28** +159 SPINS BB **26** +105 SPINS

BLAKE SHELTON /// BRINGING BACK THE SUNSHINE
NEW ALBUM AVAILABLE NOW

NEON LIGHT /// TOP 10!
POWER UP!

MB 10 +528 SPINS BB 8 +3.4 MILLION AUDIENCE



FOR YOUR CMA VOTING CONSIDERATION



NYC, two tickets to their Oct. 30 Gramercy Theatre concert and an opportunity to sing onstage with the duo. Enter and get more info [here](#).

19/Interscope/Mercury's **Scotty McCreery** will perform a **12.14 Foundation** benefit concert Dec. 4 in Wallingford, CT. Pearl/RCA's **Garth Brooks** will play four shows in Minneapolis Nov. 14-15. Tickets go on sale Oct. 3.

Atlantic/WMN's **Hunter Hayes** has added two "Wild Card" dates to his *Tattoo (Your Name) Tour*. Tickets for the Oct. 28 show in NYC are on sale now and tickets for the Nov. 29 Dallas, TX show go on sale Oct. 10 at 10am CT. More info [here](#).

Vince Gill, **Lady Antebellum** and **Scotty McCreery** are among the finalists at this year's *Inspirational Faith, Family & Country Awards* Nov. 13 in Nashville. More [here](#).

Average Joes' **Matt Stillwell** has launched his 45-date *We Shall Conquer* fall tour; schedule [here](#).

The **George Jones Museum** is coming to 128 and 130 Second Ave. N. in Nashville, according to Jones' widow **Nancy**. The four-story, 44,000 sq. ft. space will incorporate a gift shop, restaurant event space and music venue. No opening date has been set.

The Week's Top Stories:

Full coverage at countryaircheck.com.

- **Entercom/Memphis** Dir./Branding & Programming and PD of now-country **WKQK (94.1 The Wolf) Chris Michaels** remains the same capacity after Friday's (9/26) flip from Classic Hits. (CAT 9/29)
- **Cumulus/Detroit**, which includes **WDRQ (Nash FM)**, as an opening for Dir./Promotions & Marketing. (CAT 9/26)
- **Free Lance-Star/Fredericksburg, VA** DOS **Ralph Salier-no** will add interim GM duties for the four-station cluster, which includes Country **WFLS**. (CAT 9/25)
- U.S. District Judge **Philip Gutierrez** ruled **SiriusXM** must pay copyright fees for pre-1972 recordings. (CAT 9/24)
- Former Republic Nashville Dir./Northeast-Midwest Promotion **Cliff Blake** will join **Arista** as Dir./Regional Promotion Oct. 1. (CAT 9/23)
- Entercom/Austin DOS **Allison Warren** joined **Cumulus/Nashville** as VP/MM. (CAT 9/22)

FARE CHECK: BEST EATS



Bruce Shindler

Mercury's **Bruce Shindler** discusses a restaurant he goes out of his way to visit.

The Place: Shula's Steak House in Birmingham, AL

The Appeal: "The steaks are awesome, especially with their signature sauces, service is great and a comfortable ambience, too," he says. "My favorite is the Kansas City strip with the red wine-herb demi. I always stay at the Hyatt Regency

Winfrey, where it's located, so there's no excuse to go anywhere else! I kept bugging [WDXB/Birmingham PD] **Tom Hanrahan** to go there because he always had me meet him at Outback. [MCA's] **Louie Newman** told me about this place so I told Tom enough with the Bloomin' Onion!"

Counterpoint: "I agree with Bruce

but it wasn't like I force-fed 982 Bloomin' Onions," Hanrahan says. It was really only when Uncle Lou started to show him up that he felt compelled to do 'better.'

"I've been stuck on this local joint called Sam's Deli. It's a hole in the wall with the best hummus in town. Sam's is quick and who doesn't love a fresh Greek Salad with a cereal bowl full of hummus?"



Scotty O'Brien

"The best story is about **Scotty O'Brien**

from Broken Bow, who still complains about \$39 of sweet tea he bought at Dreamland BBQ.

O'Brien, who makes up crazy stories so he can eat at Dreamland, doesn't deny it. "Most of the time lunch is just me and a PD, but whenever people find out I'm going to Dreamland the car fills up with songwriters, artists and locals who claim to be old friends. One time before a Dustin Lynch show his parents, friends, Hanrahan, the morning show, the GM and Grammy winner Tim Nichols and I ate there and the bill was a ton. Not only did the Grammy winner forget his wallet, but they charged us \$40 for sweet tea! It still comes up – all that money and you charged for sweet tea?! But holy b*lls that banana pudding made up for it. It's so good I rub it all over my toupee."

Reach Shindler [here](#), Hanrahan [here](#) and O'Brien's toupee [here](#). Have a must-visit restaurant and a fun story to go with it? Tell us [here](#).

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LIKE A COWBOY

"...MY LATEST FAVORITE SONG"

-KERRY WOLFE - IHEARTMEDIA/MILWAUKEE

TOP 30 BOUND AND MOVIN' ON UP...

- KMLE, WDSY, WUBE,
- KCYE, WGH, WQNU,
- KAWO, WWQM, WUSJ

#15 CURRENT - OVERALL ADULTS
(MEDIABASE NATIONAL CALLOUT)



RANDY HOUSER

STONEY CREEK RECORDS

cording to iHeartMedia **WFUS/Tampa** Dir./Promotions **Rebecca Kaplan**. And it doesn't get much more passionate and emotional



Rebecca Kaplan

than screaming Kenny Chesney fans at a Raymond James Stadium show. Branding means making the radio station synonymous with such events, and logo-bombing still works. "Obviously we're in a very competitive market," she says, recalling the 2011 show. "So having your logo everywhere in front of 60,000 people is powerful. We had a plane in the sky pulling a banner saying 'US1035 welcomes you to Kenny.' And we'd been giving out fans throughout the day, so as the camera panned the audience for display on the jumbotron, that's all you saw."

Now We're Talking: Communicating a station's brand to its audience is important, but so is internal dialogue at the crossroads of sales and programming. Taking time to get out of the building with key managers can help. "When I first got here, [OM/ PD] Johnny Chiang, [Dir./Sales] Judy Lakin and I would all go to lunch at least once a week — whether business-related or personal — just to bond," Searcy says. "It allowed us to learn more about each other beyond our jobs."

Conflict resolution can also be in the job description. "I'm definitely the messenger sometimes," Kaplan says. "It's important for both sides to like working with me and I'm aware of that. If I can look at something and see that it's really good for our station, that makes it easier to approach my PD, for example, and make a case. Protecting the brand is the number one priority, but I also avoid saying 'no' to sales. Instead, I look for ways to find middle ground that protects the brand. It's also reminding both sides that we all care and want to win."

Having sales reps pitch directly to programming can be constructive, too. "We have a weekly meeting where they can bring all their promotions ideas directly to the table," explains CBS Radio **KMPS/Seattle** Dir./Promotions **Alexandria English**. "That minimizes the possibility of miscommunication."



Alexandria English

Encouraging group-thinks fosters not only great ideas, but staff camaraderie. "[APD/MD] Brian [Hatfield] has been in radio for years, so he has a lot of ideas," says Lincoln Financial **KYGO/Denver** Dir./Promotions **Antoinette Urioste**. "A lot of times we're not necessarily reinventing the wheel, but we're recalling something that has worked extremely well before. So the final product ends up being a combination of things from everyone instead of one single person and we can all be proud."



Antoinette Urioste

Communicating with listeners is, of course, the broader point for any station. "I know that when we're out at an event, [PD Eddie Haskell] wants to see signage everywhere and for us to look better than the next guy," Urioste continues. "He wants us to be there before them and tearing down after them, and to be sure that when we're talking to the listener we make them feel heard. The first impression and the one they go home with are equally important."

Hard For The Money: Perhaps the biggest change in today's promo departments is universal — shrinking budgets. "There are ways to deal with that, including joining forces with local charity events and doing trades," Kaplan says. "In exchange for getting our logo on their materials, we can offer placement on our



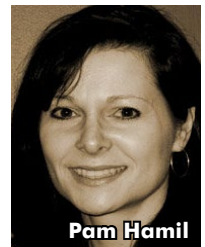
Riser To The Occasion: RCA's Chris Young and Columbia's Chase Rice with some of Country radio's finest on the final stop of Dierks Bentley's Riser Tour. Pictured (l-r) are WLHK/Indianapolis' JD Cannon, Emmis/Indianapolis' Bob Richards, Young, WLHK's Fritz Moser, Rice and WQHK/Fort Wayne, IN's Dave Michaels.

website, in our email blast, on Facebook or on-air depending on the event or partner. We've done a lot of cross-promotion on TV recently, too; helping them promote their watch-and-win sweepstakes in exchange for logo placement."

While fiscal constraints make things challenging, Searcy says good companies continue to understand when spending is necessary. "I've seen cutbacks for sure," she says. "But I've also seen the company say, 'Nope. We've got to do this,' and then go do it."

The big consideration is generally return on investment. "We're more likely to spend money if we're likely to make money," says English. The station along with the rest of the cluster recently completed its *Beast Mode Challenge 2014* (pictures [here](#)), a three-and-a-half mile obstacle course and mud run attended by Seattle Seahawk Marshawn Lynch. Registrants paid to take part and sponsorship dollars helped cover some of that spending.

Party Plan: Despite all the new and not-so-new responsibilities of today's promotions and marketing directors, there is still plenty of fun involved. "Promotions is like throwing a big party," says CBS Radio **WUSN/Chicago** Dir./Marketing **Pam Hamil**. "The planning and execution of promotions and events has always been exciting for me. You have to be well-versed in many more areas today, [but] there's a sense of accomplishment in seeing a promotion come together that enhances the brand."



Pam Hamil

"Promotional high" is the description Urioste uses. "I really like how we are able to affect the way people feel and our ability to change their day," she says. "We can maybe even change their mind on what they thought radio was."

Reach Hamil [here](#), Searcy [here](#), English [here](#), Kaplan [here](#) and Urioste [here](#). Read more on marketing versus branding from *Business Today* [here](#); and read how marketing practices are changing with the millennial generation in *The New York Times* [here](#).

—Russ Penuell

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LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
2	1	📶 COLE SWINDELL/Hope You Get Lonely... (Warner Bros./WMN)	24376	1403	8074	400	57.822	2.754	149	0
3	2	📶 LUKE BRYAN/Roller Coaster (Capitol)	23592	656	7789	167	56.741	1.234	149	0
4	3	📶 FLORIDA GEORGIA LINE/Dirt (Republic Nashville)	22514	944	7434	330	55.257	2.555	149	0
6	4	📶 JASON ALDEAN/Burnin' It Down (Broken Bow) ✓	21153	1701	6985	513	50.841	4.187	148	0
1	5	DUSTIN LYNCH/Where It's At (Broken Bow)	20934	-3566	6855	-1257	50.35	-8.186	149	0
5	6	KENNY CHESNEY/American Kids (Blue Chair/Columbia)	18760	-2428	6106	-831	44.832	-6.217	149	0
7	7	📶 CHASE RICE/Ready Set Roll (Columbia)	17824	989	5824	381	42.424	2.024	147	0
9	8	📶 BRANTLEY GILBERT f/J. MOORE & T. RHETT/Small... (Valory)	15969	784	5238	196	38.8	2.462	149	0
10	9	📶 M. LAMBERT & C. UNDERWOOD/Somethin' Bad (RCA/Arista)	15796	1025	5349	327	37.007	2.338	147	0
12	10	📶 BLAKE SHELTON/Neon Light (Warner Bros./WMN) ✓	15372	1643	5058	528	38.277	4.301	149	0
11	11	📶 SAM HUNT/Leave The Night On (MCA)	15065	899	4944	290	37.313	2.226	148	0
13	12	📶 FRANKIE BALLARD/Sunshine & Whiskey (Warner Bros./WAR)	14565	1157	4796	301	36.072	3.468	147	0
15	13	📶 LITTLE BIG TOWN/Day Drinking (Capitol)	13381	938	4510	301	32.803	2.795	148	0
14	14	📶 SWON BROTHERS/Later On (Arista)	13093	431	4271	134	30.921	0.466	149	0
16	15	📶 KEITH URBAN/Somewhere In My Car (Capitol)	12570	992	4145	331	31.117	3.143	148	0
19	16	📶 MADDIE & TAE/Girl In A Country Song (Dot)	12099	1591	3924	463	28.696	3.621	148	2
18	17	📶 BIG & RICH/Look At You (B&R/New Revolution)	11470	441	3862	227	25.259	2.108	144	3
20	18	📶 PARMALEE/Close Your Eyes (Stoney Creek)	10161	647	3527	210	22.537	1.39	149	1
21	19	📶 SCOTTY MCCREERY/Feelin' It (19/Interscope/Mercury)	8743	711	2944	265	18.567	2.17	142	2
23	20	📶 CHASE BRYANT/Take It On Back (Red Bow)	7685	678	2632	179	15.055	1.758	141	2
17	21	ELI YOUNG BAND/Dust (Republic Nashville)	7598	-3980	2500	-1407	17.488	-9.885	149	0
27	22	📶 BRAD PAISLEY/Perfect Storm (Arista) ✓	7565	2048	2572	642	16.222	5.733	146	5
24	23	📶 GARTH BROOKS/People Loving People (Pearl/RCA)	7564	572	2463	222	19.078	0.787	145	2
22	24	📶 RASCAL FLATTS/Payback (Big Machine)	7519	285	2545	93	17.905	1.059	147	0
25	25	📶 DAVID NAIL/Kiss You Tonight (MCA)	7030	513	2391	169	14.789	1.289	145	1

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KELSEE BALLERINI

“LOVE ME LIKE YOU MEAN IT”
+126 SPINS +289 POINTS

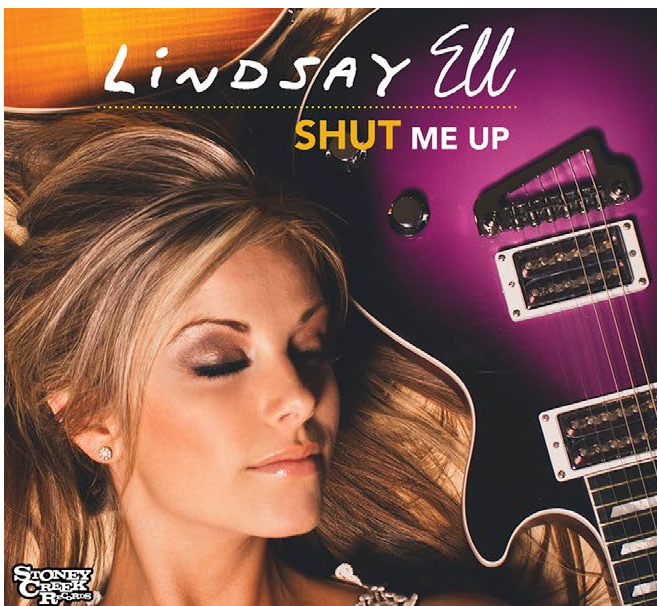
NEW THIS WEEK:
KEYY WQYK WMIL WKSJ KEGA
WKXC WTGE

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BLACK RIVER ENGINEERING

LW	TW	Artist/Title (Label)	Total Points +/-	Points Total	Plays +/-	Plays	Audience +/-	Aud	Stations	ADDS
35	26	TIM MCGRAW /Shotgun Rider (Big Machine) ✓	5719	2012	1865	631	12.936	4.84	133	12
28	27	BROTHERS OSBORNE /Rum (EMI Nashville)	5578	638	1986	200	10.306	1.124	134	0
30	28	HUNTER HAYES /Tattoo (Atlantic/WMN)	5264	368	1761	159	11.391	1.116	126	2
29	29	DAN + SHAY /Show You Off (Warner Bros./WAR)	5205	265	1802	122	10.576	1.022	134	2
34	30	DARIUS RUCKER /Homegrown Honey (Capitol)	4943	1193	1614	378	12.829	4.408	125	6
32	31	RANDY HOUSER /Like A Cowboy (Stoney Creek)	4627	97	1593	46	8.462	0.307	135	1
31	32	JUSTIN MOORE f/VINCE NEIL /Home... (Big Machine/Valory)	4540	-82	1517	-2	9.829	-0.132	121	0
33	33	BRETT ELDRIDGE /Mean To Me (Atlantic/WMN)	4509	602	1486	170	8.945	1.345	117	3
37	34	RAELYNN /God Made Girls (Valory)	3891	546	1258	159	8.953	2.565	106	3
36	35	JAKE OWEN /What We Ain't Got (RCA)	3760	236	1259	75	7.605	0.574	108	3
38	36	THOMAS RHETT /Make Me Wanna (Valory)	3719	573	1363	178	7.288	1.158	116	4
41	37	LEE BRICE /Drinking Class (Curb)	3656	747	1261	291	7.143	1.257	124	9
40	38	JANA KRAMER /Love (Elektra/WAR)	3194	81	1145	52	5.276	0.121	109	1
42	39	JOHN KING /Tonight, Tonight (Black River)	2957	82	1062	19	4.194	0.162	104	0
AIRBORNE		CHRIS YOUNG /Lonely Eyes (RCA)	2950	226	896	84	5.878	0.161	89	5
AIRBORNE		ERIC CHURCH /Talladega (EMI Nashville) ✓ DEBUT	2806	1787	752	496	5.937	3.503	95	49
44	42	KRISTIAN BUSH /Trailer Hitch (Streamsound)	2500	190	845	62	5.474	-0.016	101	11
45	43	JERROD NIEMANN /Buzz Back Girl (Sea Gayle/Arista)	2148	140	788	40	3.266	0.354	103	1
AIRBORNE		TYLER FARR /A Guy Walks Into A Bar (Columbia)	1910	13	654	11	3.293	-0.058	92	8
48	45	JOE NICHOLS /Hard To Be Cool (Red Bow)	1765	388	671	144	2.924	0.56	81	4
47	46	THE CADILLAC THREE /Party Like You (Big Machine)	1725	10	627	6	2.426	-0.061	80	1
Debut	47	EASTON CORBIN /Baby Be My Love Song (Mercury)	1638	609	554	180	2.217	0.527	67	9
Debut	48	MONTGOMERY GENTRY /Headlights (Blaster)	1460	339	553	103	1.572	0.094	66	3
Debut	49	KENNY CHESNEY /Til It's Gone (Blue Chair/Columbia)	1359	1359	365	365	3.632	3.632	54	52
50	50	DEAN ALEXANDER /Live A Little (Elektra/WEA)	1271	85	496	41	1.766	0.256	71	0

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"THIS RECORD SOUNDS SO GOOD ON THE AIR AND IT'S CONVERTING MEDIUM THIS WEEK!"
TIM COTTER - KXLY/SPOKANE

MOVING DAYTIME LIGHT AT WDAF/KANSAS CITY

ALMOST 60 REPORTERS IN AND NEW AT WNSH/NEW YORK CITY, WSSL/GREENVILLE, SC KBEB/SACRAMENTO

Country Aircheck Add Leaders

Artist/Title	Adds
CARRIE UNDERWOOD /Something In The Water (19/Arista)	57
KENNY CHESNEY /Til It's Gone (Blue Chair/Columbia)	52
ERIC CHURCH /Talladega (EMI Nashville)	49
SARA EVANS /Put My Heart Down (RCA)	16
TIM MCGRAW /Shotgun Rider (Big Machine)	12
KRISTIAN BUSH /Trailer Hitch (Streamsound)	11
JOSH TURNER /Lay Low (MCA)	10
DIERKS BENTLEY /Say You Do (Capitol)	9
EASTON CORBIN /Baby Be My Love Song (Mercury)	9
JON PARDI /When I've Been Drinkin' (Capitol)	9

Country Aircheck Top Point Gainers

BRAD PAISLEY / Perfect Storm (Arista)	2048	✓
TIM MCGRAW / Shotgun Rider (Big Machine)	2012	✓
ERIC CHURCH / Talladega (EMI Nashville)	1787	✓
JASON ALDEAN / Burnin' It Down (Broken Bow)	1701	✓
BLAKE SHELTON / Neon Light (Warner Bros./WMN)	1643	✓
MADDIE & TAE / Girl In A Country Song (Dot)	1591	
COLE SWINDELL / Hope You Get Lonely... (Warner Bros./WMN)	1403	
KENNY CHESNEY / Til It's Gone (Blue Chair/Columbia)	1359	
DARIUS RUCKER / Homegrown Honey (Capitol)	1193	
FRANKIE BALLARD / Sunshine & Whiskey (Warner Bros./WAR)	1157	

Country Aircheck Top Spin Gainers

BRAD PAISLEY / Perfect Storm (Arista)	642
TIM MCGRAW / Shotgun Rider (Big Machine)	631
BLAKE SHELTON / Neon Light (Warner Bros./WMN)	528
JASON ALDEAN / Burnin' It Down (Broken Bow)	513
ERIC CHURCH / Talladega (EMI Nashville)	496
MADDIE & TAE / Girl In A Country Song (Dot)	463
COLE SWINDELL / Hope You Get Lonely... (Warner Bros./WMN)	400
CHASE RICE / Ready Set Roll (Columbia)	381
DARIUS RUCKER / Homegrown Honey (Capitol)	378
KENNY CHESNEY / Til It's Gone (Blue Chair/Columbia)	365

Activator Top Point Gainers

TIM MCGRAW /Shotgun Rider (Big Machine)	835	✓
BRAD PAISLEY /Perfect Storm (Arista)	769	✓
ERIC CHURCH /Talladega (EMI Nashville)	688	✓
BLAKE SHELTON /Neon Light (Warner Bros./WMN)	687	✓
CHASE RICE /Ready Set Roll (Columbia)	608	✓
DARIUS RUCKER /Homegrown Honey (Capitol)	573	
KENNY CHESNEY /Til It's Gone (Blue Chair/Columbia)	508	
JASON ALDEAN /Burnin' It Down (Broken Bow)	472	
LITTLE BIG TOWN /Day Drinking (Capitol)	448	
LEE BRICE /Drinking Class (Curb)	436	

Activator Top Spin Gainers

BRAD PAISLEY /Perfect Storm (Arista)	206
ERIC CHURCH /Talladega (EMI Nashville)	195
BLAKE SHELTON /Neon Light (Warner Bros./WMN)	184
TIM MCGRAW /Shotgun Rider (Big Machine)	181
CHASE RICE /Ready Set Roll (Columbia)	163
KENNY CHESNEY /Til It's Gone (Blue Chair/Columbia)	160
LITTLE BIG TOWN /Day Drinking (Capitol)	137
DARIUS RUCKER /Homegrown Honey (Capitol)	132
LEE BRICE /Drinking Class (Curb)	126
JASON ALDEAN /Burnin' It Down (Broken Bow)	123

Country Aircheck Top Recurrents

Artist/Title	Points
LADY ANTEBELLUM / Bartender (Capitol)	12741
DIERKS BENTLEY / Drunk On A Plane (Capitol)	9363
TIM MCGRAW f/FAITH HILL / Meanwhile... (Big Machine)	8028
LEE BRICE / I Don't Dance (Curb)	7503
JOE NICHOLS / Yeah (Red Bow)	7499
LUKE BRYAN / Play It Again (Capitol)	6601
BILLY CURRINGTON / We Are Tonight (Mercury)	6390
CHRIS YOUNG / Who I Am With You (RCA)	5619
JAKE OWEN / Beachin' (RCA)	5113
JERROD NIEMANN / Drink To That All Night (Sea Gayle/Arista)	5047

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NEVER HAS DOING SO LITTLE ACCOMPLISHED SO MUCH

NO SHAVE NOVEMBER

FOR *St. Jude Kids*

COMING SOON

COUNTRY AIRCHECK ACTIVITY

JOE NICHOLS/Hard To Be Cool (Red Bow)
 Moves 48-45*
 1,765 points, 671 spins
 4 adds: **KRTY, KWJJ, KWNR, WOGI**

THE CADILLAC THREE/Party Like You (Big Machine)
 Moves 47-46*
 1,725 points, 627 spins
 1 add: **KJUG**

EASTON CORBIN/Baby Be My Love Song (Mercury)
 Debuts at 47*
 1,638 points, 554 spins
 9 adds: **KATC*, KKBQ*, KKWF, KRST*, WGGY, WKMK, WSIX, WTGE, WUBE**

MONTGOMERY GENTRY/Headlights (Blaster)
 Debuts at 48*
 1,460 points, 553 spins
 3 adds: **KATC*, KRST*, WTHT**

KENNY CHESNEY/Til It's Gone (Blue Chair/Columbia)
 Debuts at 49*
 1,359 points, 365 spins
 52 adds including: **KASE, KBEQ, KFDI, KHEY, KILT, KJUG, KKGO*, KKIX, KKWF, KMLE**

DEAN ALEXANDER/Live A Little (Elektra/WEA)
 Remains at 50*
 1,271 points, 496 spins
 No adds

CANAAN SMITH/Love You Like That (Mercury)
 1,166 points, 434 spins
 No adds

JOSH TURNER/Lay Low (MCA Nashville)
 1,035 points, 367 spins
 10 adds: **KILT, KKBQ*, KRTY, KTEX, KWEN, WCTK, WGTY, WPCV, WSOC, WYCT**

LUCY HALE/Lie A Little Better (DMG/In2une)
 1,032 points, 392 spins
 2 adds: **WEZL, WRNX***

ADD DATES

OCTOBER 6

THE RAILERS/Kinda Dig The Feeling (Warner Bros./WMN)
DIERKS BENTLEY/Say You Do (Capitol)

OCTOBER 13

KENNY CHESNEY/Til It's Gone (Blue Chair/Columbia)
THE BAND PERRY/Gentle On My Mind (Republic Nashville)
DAVID ALDO/Got It All Right Here (Render)
ERIC PASLAY/She Don't Love You (EMI Nashville)

OCTOBER 20

JOSH ABBOTT BAND/Hangin' Around (Atlantic/WEA)
LADY ANTEBELLUM/Freestyle (Capitol)

Send yours to adds@countryaircheck.com.

CHECK OUT 9/29



Lady Antebellum 747 (Capitol)
 Teaming with producer Nathan Chapman this time around, the trio finds new inspiration and hits including the No. 1 platinum-selling first single "Bartender."



Blake Shelton *Bringing Back The Sunshine* (Warner Bros.)
 Shelton shines a "Neon Light" on his 11th studio album and welcomes guests Ashley Monroe ("Lonely Tonight") and RaeLynn ("Buzzin'").



Marty Stuart *Saturday Night & Sunday Morning* (Superlatone)
 Stuart's double album features traditional country on disc 1 (*Saturday Night*) and gospel on disc 2 (*Sunday Morning*).



Ricky Skaggs and Sharon White *Hearts Like Ours* (Skaggs Family Records)
 After 33 years of marriage and two successful parallel careers, Skaggs and White are finally releasing their first album together.



Moonshine Bandits *Rebels On The Run* (BackRoad/Average Joes)
 The EP features "Arrest Me" and a new remix of Demun Jones' "Country Fried."



Guy Penrod *Christmas* (Gaither Music Group/Servant)
 Penrod's album of holiday classics includes "Tennessee Christmas" featuring Vince Gill and Amy Grant.

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Music Row: We are Blood

JOIN TEAM WALKIN' ROW



LIGHT THE NIGHT WALK

Members of the Nashville music industry community are invited to join Team Walkin' Row to come together to support the Light the Night Walk to fund lifesaving research and support for people battling cancer.


To join our team, visit <http://pages.lightthenight.org/tn/MidTN14/teamwalkinrow>

LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
1	1	📶 LUKE BRYAN/Roller Coaster (Capitol) <small>2nd Week at No. 1</small>	9065	100	2289	18	54	0		
4	2	📶 COLE SWINDELL/Hope You Get Lonely Tonight (Warner Bros./WMN)	8877	173	2233	16	54	0		
3	3	FLORIDA GEORGIA LINE/Dirt (Republic Nashville)	8637	-144	2227	-55	54	0		
6	4	📶 JASON ALDEAN/Burnin' It Down (Broken Bow)	7925	472	2038	123	51	0		
5	5	DUSTIN LYNCH/Where It's At (Broken Bow)	7749	-626	1974	-171	50	0		
2	6	KENNY CHESNEY/American Kids (Blue Chair/Columbia)	7078	-1817	1839	-430	48	0		
8	7	📶 CHASE RICE/Ready Set Roll (Columbia) ✓	6773	608	1739	163	49	0		
9	8	📶 M. LAMBERT & C. UNDERWOOD/Somethin' Bad (RCA/Arista)	6527	392	1660	71	52	0		
7	9	📶 BRANTLEY GILBERT f/J. MOORE & T. RHETT/Small Town Throwdown (Valory)	6482	237	1659	39	52	0		
14	10	📶 BLAKE SHELTON/Neon Light (Warner Bros./WMN) ✓	6098	687	1589	184	54	0		
12	11	📶 SAM HUNT/Leave The Night On (MCA)	5934	422	1518	99	54	0		
13	12	📶 LITTLE BIG TOWN/Day Drinking (Capitol)	5924	448	1499	137	54	1		
10	13	📶 FRANKIE BALLARD/Sunshine & Whiskey (Warner Bros./WAR)	5818	41	1450	-11	54	0		
15	14	📶 KEITH URBAN/Somewhere In My Car (Capitol)	5308	269	1388	99	53	0		
18	15	📶 MADDIE & TAE/Girl In A Country Song (Dot)	4777	344	1218	88	53	0		
17	16	📶 SWON BROTHERS/Later On (Arista)	4596	110	1184	30	52	0		
19	17	📶 GARTH BROOKS/People Loving People (Pearl/RCA)	4102	81	1004	33	52	0		
20	18	📶 BIG & RICH/Look At You (B&R/New Revolution)	4025	292	994	71	50	1		
21	19	📶 RASCAL FLATTS/Payback (Big Machine)	3881	173	978	21	52	0		
25	20	📶 BRAD PAISLEY/Perfect Storm (Arista) ✓	3639	769	912	206	51	1		
22	21	📶 SCOTTY MCCREERY/Feelin' It (19/Interscope/Mercury)	3632	212	852	54	48	1		
23	22	📶 PARMALEE/Close Your Eyes (Stoney Creek)	3376	309	845	72	46	1		
16	23	ELI YOUNG BAND/Dust (Republic Nashville)	3094	-1478	850	-327	38	0		
26	24	📶 DAVID NAIL/Kiss You Tonight (MCA)	2740	128	687	21	46	2		
27	25	📶 CHASE BRYANT/Take It On Back (Red Bow)	2645	282	630	86	42	2		
32	26	📶 TIM MCGRAW/Shotgun Rider (Big Machine) ✓	2528	835	644	181	48	5		
28	27	📶 RANDY HOUSER/Like A Cowboy (Stoney Creek)	2164	25	562	9	47	2		
29	28	📶 BROTHERS OSBORNE/Rum (EMI Nashville)	2152	147	497	28	44	2		
34	29	📶 DARIUS RUCKER/Homegrown Honey (Capitol)	2132	573	481	132	39	3		
30	30	JUSTIN MOORE f/VINCE NEIL/Home Sweet Home (Big Machine/Valory)	1822	-104	502	-33	41	0		

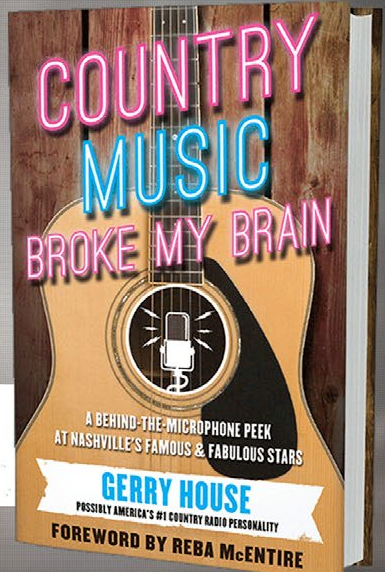
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COUNTRY MUSIC BROKE MY BRAIN

BY GERRY HOUSE



GERRY HOUSE



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LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
35	31	📶 THOMAS RHETT/Make Me Wanna (Valory)	1732	237	421	55	38	4		
31	32	DAN + SHAY/Show You Off (Warner Bros./WAR)	1693	-16	427	-7	38	0		
37	33	📶 BRETT ELDREDGE/Mean To Me (Atlantic/WMN)	1685	253	428	71	37	2		
33	34	📶 JAKE OWEN/What We Ain't Got (RCA)	1682	62	418	5	41	0		
38	35	📶 LEE BRICE/Drinking Class (Curb)	1672	436	431	126	41	4		
39	36	📶 CHRIS YOUNG/Lonely Eyes (RCA)	1440	343	340	92	30	2		
36	37	JOHN KING/Tonight, Tonight (Black River)	1289	-149	285	-22	32	1		
40	38	📶 HUNTER HAYES/Tattoo (Atlantic/WMN)	1141	62	308	20	33	1		
52	39	📶 ERIC CHURCH/Talladega (EMI Nashville) ✓	967	688	265	195	26	15		
41	40	JANA KRAMER/Love (Elektra Nashville/WAR)	923	-47	197	-8	25	1		
42	41	📶 RAELYNN/God Made Girls (Valory)	840	-18	201	4	24	0		
44	42	📶 JOE NICHOLS/Hard To Be Cool (Red Bow)	783	289	172	70	18	2		
43	43	📶 TYLER FARR/A Guy Walks Into A Bar (Columbia)	728	71	174	23	20	2		
50	44	📶 EASTON CORBIN/Baby Be My Love Song (Mercury)	530	239	126	60	15	2		
48	45	📶 OLIVIA LANE/Steal Me Away (Big Spark)	524	204	117	46	12	2		
Debut	46	📶 KENNY CHESNEY/Til It's Gone (Blue Chair/Columbia)	508	508	160	160	20	13		
46	47	📶 KRISTIAN BUSH/Trailer Hitch (Streamsound)	500	47	114	16	14	0		
47	48	📶 JERROD NIEMANN/Buzz Back Girl (Sea Gayle/Arista)	488	54	127	13	18	1		
51	49	📶 JOSH TURNER/Lay Low (MCA)	447	162	108	42	15	1		
49	50	📶 MONTGOMERY GENTRY/Headlights (Blaster)	419	111	98	23	13	1		
54	51	📶 DEAN ALEXANDER/Live A Little (Elektra/WEA)	269	9	48	7	6	0		
53	52	THE CADILLAC THREE/Party Like You (Big Machine)	219	-59	90	-17	9	0		
55	53	📶 SUNNY SWEENEY/Bad Girl Phase (Aunt Daddy/Crescendo/Thirty Tigers)	209	0	38	0	4	0		
Debut	54	📶 DIERKS BENTLEY/Say You Do (Capitol)	208	205	58	57	4	5		
57	55	📶 CRAIG MORGAN/We'll Come Back Around (Black River)	188	0	49	1	7	0		
58	56	📶 SKYLAR ELISE/You'll Never Understand (Sugar Money)	179	12	46	3	5	0		
60	57	📶 CHRIS LANE/Broken Windshield View (Big Loud Mountain)	163	12	49	-18	4	0		
59	58	📶 NATIVE RUN/Good On You (Show Dog-Universal)	154	0	32	0	4	0		
Debut	59	📶 JOSH ABBOTT BAND/Hangin' Around (Atlantic/WEA)	154	12	84	12	5	0		
Debut	60	📶 CARRIE UNDERWOOD/Something In The Water (19/Arista)	153	153	48	48	4	8		

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