

# COUNTRY AIRCHECK

WEEKLY

December 7, 2015, Issue 477

## Podcasting: Fear or Frontier?

"Netflix for audio." That's how **Scripps** Dir./Digital Solutions Group **Rob McCracken** describes podcasting. Considering the Netflix subscriber base has grown from four million to 69 million in the last 10 years and is having a commensurate impact on broadcast and cable television, radio might do well to pay more attention to the medium.

Scripps certainly is. This summer the company purchased Midroll, home to podcasts including Marc Maron's *WTF*, *StarTalk Radio Show with Neil DeGrasse Tyson* and *John Lee Dumas' Entrepreneur On Fire*. Hubbard Broadcasting followed suit less than two weeks later when it acquired a 30% stake in *PodcastOne (CAT 8/3)*, home to *The Adam Corolla Show*, *The Big Podcast with Shaq* and *The Steve Austin Show - Unleashed*, among others. **Country Aircheck** turned to McCracken and some radio and music industry pros-turned-podcasters for a taste of what's coming and what it means for radio in general and Country specifically.



Rob McCracken

**Satisfaction:** How many people are listening to podcasts? According to the latest installment of *The Podcast Consumer* from Edison Research, 33% of Americans 12+ have listened to at least one and 17% (roughly 46 million people) listen to at least one a month. Five years ago those numbers were 23% and 12%, respectively. Roughly 10% of Americans listen to podcasts weekly. That's in line with numbers from RawVoice, which tracks downloads of more than 75,000 podcasts. Globally, RawVoice puts the number of unique monthly listeners north of 100 million.

That growth is largely attributed to the proliferation of mobile devices, which Edison reports is the mechanism by which two-thirds of podcasts are heard. And listeners are searching out a dizzying array of content. "We're now in an on-demand world," McCracken (continued on page 8)



**Annual Check-Up:** KSON/San Diego staffers hoist the big check after raising more than \$260,000 for St. Jude Children's Research Hospital. Pictured (l-r) are the station's Greg, Steph, John Flint, Bob Bolinger, Tammy Lee, Kimo, Brooks O'Brian and Amber.

## Please Next & Drive

This may be one of the few times a radio exec hopes to put less focus on social media, but so it is after **Cumulus** wrapped its *Nash Next* artist development competition Thursday (12/3) in Nashville. Dallas-based trio **Breaking Southwest** earned a record deal with the company's **Nash Next** label, which will be promoted through **Big Machine Label Group**. **Country Aircheck** caught up with *Nash Next* judge and Cumulus SVP/Content & Programming **Mike McVay** for his thoughts on the inaugural year and lessons learned.

Background: *Nash Next* put 100 selected contestants (out of nearly 1,000 entries) through a series of six challenges, with eliminations after each, during which they were judged on musicianship, voice talent, originality and creativity, as well as social



Mike McVay

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# JON PARDI

**NEW THIS WEEK:**

KILT	KNIX	WFUS	WKDF
WWYZ	WCKT	KVOO	WIVK
WCOS	KZSN	WUSJ	WYCT

**143 STATIONS NOW ON!**


**TOP 10 SALES PER SPIN**

**FOUR WEEKS IN A ROW!**

# HEAD OVER BOOTS

**35\* CA/MB**

**39\* BB/BDS**

**COLE  SWINDELL**  
**YOU SHOULD BE HERE**

**Available on PlayMPE 5am CT  
Monday, December 14th**



# DAN+SHAY

## NOTHIN' LIKE YOU

DEAR COUNTRY RADIO,

WE MET IN NASHVILLE, TN ON DECEMBER 7, 2012, WITH A DREAM OF ONE DAY WRITING SONGS THAT WOULD FIND THEIR WAY TO COUNTRY RADIO. BECAUSE OF YOUR COLLECTIVE SUPPORT + BELIEF IN OUR MUSIC, WE HAVE BEEN BLESSED WITH OUR FIRST #1 SONG, ON DECEMBER 7, 2015. FROM THE BOTTOM OF OUR HEARTS, THANK YOU, NOT ONLY FOR MAKING OUR DREAM COME TRUE, BUT FOR YOUR FRIENDSHIP. IT IS AN HONOR TO BE PART OF THE COUNTRY MUSIC FAMILY! CHEERS TO THE GREAT MEMORIES MADE IN 2015, AND TO MAKING LOTS MORE IN 2016.

ENDLESS THANKS + HAPPY HOLIDAYS,  
DAN + SHAY



THANK YOU COUNTRY RADIO FOR OUR VERY FIRST #1

[CLICK HERE](#)

media-based Spin Index and Fan Appeal scores. McVay was joined by producer **James Stroud** and *American Country Countdown's* **Kix Brooks** as judges. Contestants were mentored by Big Machine Label Group's **Scott** and **Sandi Borchetta**. BMLG has partnered with Cumulus for the label, which will function much like the companies' ongoing relationship in Nash Icon.

McVay says finding the talent wasn't the only successful part of the endeavor. "It gave us an opportunity to provide local musicians with an outlet," he says. "All too often, radio stations are criticized for not playing local musicians. Now, if you download the [Nash Next] app you're able to listen to the local artists' music any time, all the time. With our 10 finalists, we'll be showcasing their songs and playing them on our radio stations."

McVay says the goal of the competition – aside from giving local musicians a voice – is to further develop the Nash Next app as a new music discovery tool while spotlighting new music in national vehicles including *America's Morning Show*. "That will make us more connected to that artist community," he says. "The 10 finalists sounded as good as anybody you hear on the radio now."

The opportunity to launch a new artist's career is also a plus. "Once we're past this first music project, they can go sign with a label and further their own career," says McVay. "We're hoping we launch the next superstar." And while he agrees it's possible an artist signed to a Cumulus-affiliated label might have trouble getting airplay on non-Cumulus stations, he says the right music will override any objections. "A hit is a hit. Nobody's going to penalize their audience if it's a great song."

McVay says when the company runs the competition again, there are a few things he'd like to change. "There will be less focus on social and more on our judges so we can talk about it on our radio stations earlier," he says, noting social promotion started later this time in an effort to prevent fan clubs from stuffing the



**Seals Team: Then-KSSN/Little Rock PD Phil Hunt (l) with the late Dan Seals (c) and the station's Bob Robbins in the mid-'80s. "I'm standing on a box," Hunt notes. Send yesteryear photos of your own to [pagethreepic@countryaircheck.com](mailto:pagethreepic@countryaircheck.com).**

ballot box. "Placing less value on social will give us the opportunity to talk about the artists more, get the local communities involved and create some great radio with it."

McVay hopes the final event is bigger in the future, too. Last week's finale at Nashville's Wildhorse Saloon drew some of each artist's fans, plus WKDF/Nashville listeners. "It was successful and well-attended," McVay says. "But next year I'd like to fly in winners from our various radio stations so they all have people in attendance."

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**THANK YOU COUNTRY RADIO!!!**

**CHRIS LANE** *FIX*

**73** FIRST WEEK STATIONS

Most **EVER** debut male single-week adds

Thank you to the believers who have gotten their "Fix"!!!

**BIG LOUD**  
RECORDS



COUNTRY  
**AIRCHECK**  
OFF THE RECORD: ASHLEY CAMPBELL



📶 Ashley Campbell

Dot's **Ashley Campbell** puts an industry spin on the artist interview:

**They told me when we started** my radio tour some of it was going to be really crazy, as far as travel schedules. We started at a station in Long Island, then drove into New York City for two hours to visit a station, then jumped on a plane to Boston, got right off the plane and did a show. It was crazy.

**I love traveling with** my dad's

four manager, Bill Maclay. We always have a good time. We have a ritual when we get to the airport: we'll have a beer or a Bloody Mary.

**Whenever I'm at a truck stop** I look for plain, unflavored coconut water.

**I would love to have dinner** with Dolly Parton. She's my favorite female singer. I love her music. I'd love to pick her brain on her life and her career, from her perspective. We'd eat a Thanksgiving dinner.

**I write my own music** and I'm very blunt with my lyrics. I'm very matter-of-fact; I get right to the point and say what's on my mind. Sound-wise, it's a mix of organic with a newer sound – bluegrass meets pop.

**My last impulse buy** was at a Banana Republic. I went in and bought three sweaters and a hat.

**The most redneck thing** I've done lately? All summer long we'd party on the Harpeth River in kayaks and pass around a bottle of wine.

**I wish I had written** Paul McCartney's "Blackbird." That's one of my favorite songs. I love the guitar part. It's fun to play and the lyrics are so meaningful.

**I have to have my yoga towel** with me on the road. I try to do yoga every day. It's a way to meditate and get ready for the day.

**I'd love to be stuck** in London. I spent a lot of time there; I was a theater major. I love the culture. I could be there a long time and be totally happy.

**My least favorite interview question** so far has been, "So, how's your grandpa Glen Campbell doing?"



**Breaking Good:** Cumulus' Mike McVay (l) with (l-r) Scott Borchetta, Breaking Southwest's Lauren Hall, Kent Bell and Kyle Gaston and Nash Nights Live's Elaina Smith and Shawn Parr at the Nash Next finale.

The 10 finalists will launch a 10-city tour in February headlined by Valory's Raelynn. See more on Nash Next [here](#). Reach McVay [here](#).

–Jess Wright

**Chart Chat**

Congrats to **Dan Smyers, Shay Mooney, Kevin Herring, Chris Palmer, Tom Martens** and the entire **WAR** crew on landing this week's No. 1 with "Nothin' Like You." The song is Dan + Shay's first chart-topper.



Dan + Shay

And kudos to Big Loud's **Clay Hunnicutt** and team on tagging 61 adds for **Chris Lane's** debut single "Fix," topping this week's board.

**News & Notes**

**CDX** and VP/GM **Joe Kelly** have been nominated as finalists for the **Nashville Technology Council's** 2015 Innovator of the Year Award for its TrAction airplay monitoring software. Winners will be named Jan. 28.

**Sun Broadcast Group** has signed a multi-year licensing agreement for **Nielsen's** RADAR Network Ratings. RADAR-

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**PARMALEE**  
ALREADY CALLIN' YOU MINE  
**MAX SPINS NOW THROUGH SUNDAY 12/13**

**STONEY CREEK RECORDS**

**RANDY HOUSER**  
*We Went*  
**TOP 15 BOUND**  
CONVERTING POWER WITH KSCS, WBEE, WLHK

**LINDSAY ELL**  
BY THE WAY  
**ALMOST 70 REPORTERS IN**  
NEW AT KMPS, WNOE, WZZK

**DAVID FANNING**  
**WHAT'S NEXT**  
**8th Most Added**  
Thank YOU Country Radio!

" BURNING HOUSE "  
# 1 BOUND...POWER UP!

Grammy Nominee **Best Country Solo Performance**  
CRS 2016 **New Faces Of Country Music Show Performer**

ALBUM AVAILABLE FRIDAY

CAM UNTAMED

ARISTA NASHVILLE RCA KRAVENWORKS

COUNTRY  
**AIRCHECK**  
MY TUNES: MUSIC THAT SHAPED MY LIFE



Jewel

Sugar Hill's **Jewel** discusses her most influential music:

**1. Dolly Parton:** She was raised with an outhouse, like I was.

**2. Loretta Lynn:** She and Dolly both seem to be unapologetic about who they are. That gave me a lot of courage, as a young aspiring singer/songwriter – and as a woman.

**3. Joni Mitchell & Sarah Vaughn:**

Joni also made no apologies about

who she was as an artist. And Sarah's one of the best female vocalists. She had impressive control and her tone was great.

**4. Bob Dylan:** I love his songwriting and the risks he took, musically.

**5. Merle Haggard:** He wrote so many No. 1 hits. I think he should walk around with a super hero cape on all the time. I would if I'd done that.

• **An "important" piece or style of music you just don't get:** I really didn't get The Beatles at all when I was a kid.

It wasn't until I became a songwriter that I understood what sounds simple isn't always easy to do.

• **An album you listened to incessantly:** Jason Isbell's *Something More Than Free*. He's a great songwriter. For me, the mark of that is when you can listen to a record over and over and hear something new every time. The songs never get old.

• **Music you'd rather not admit to enjoying:** I listen to the '80s pop station on Pandora quite a lot.

reported radio networks provide Nielsen with commercial clearance records from affiliated radio stations which are merged with listening information from PPM panelists and Diary respondents. Sun's network will be included in the full ratings software suite with the RADAR 128 release in March. More [here](#).

**Midwest** has added online syndicated country music news series *The Pickup* to its 16 country stations' websites. For info, contact host **Adam Wurtzel** [here](#).

Singer-songwriter **Leigh Nash** has signed a publishing deal with **BMG**.

## Artist News

**Garth Brooks** will return to Las Vegas for performances at the new Las Vegas Arena June 24-25 and July 2-4. More info [here](#).

GAC's **Nan Kelley** has released *One Pan Nan: One-Pan Cooking for One-Pan Cleanup* and will host a book-signing Dec. 12 at the Country Music Hall of Fame and Museum. More [here](#).

**Darryl Worley**, the **Bellamy Brothers**, **Shenandoah**, **Lonestar**, **Trick Pony**, **Craig Wayne Boyd**, **3 Doors Down**, **.38 Special**, **Lucy Angel**, **Guy Gilchrist** and **James Robert Webb** are among participants in the *2015 Christmas 4 Kids Tour Bus Show* Dec. 14 at Walmart in Hendersonville, TN. Proceeds will give 400 area children winter coats and a \$150 shopping spree.

**Jerrod Niemann** and **Logan's Roadhouse** presented \$5,000 to Fort Smith Kimmons' Junior High School Band in Fort Smith, AR from Niemann's charity **Free the Music USA** and the restaurant chain's music grant program. Details [here](#).

**Jessie James Decker** will kick off her 10-city *Lights Down* Low concert Feb. 25 in Dallas at the House of Blues. Complete schedule [here](#).

**Mark Wills** has partnered with **Remington Arms Company** to celebrate the brand's 200th Anniversary.

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**drake white**

**LIVIN' THE DREAM**

**MOST ADDED  
40+ FIRST WEEK!**

KASE, KCYE, KEEY, KHGE, KKIX, KMNB, KMPS, KNIX,  
KRTY, KSOP, KUAD, KUPL, KWNR, KWOE, KXLY, KZSN,  
WAMZ, WBCT, WBUL, WCOL, WDSY, WEBG, WGGY, WJVC,  
WKML, WKXC, WLHK, WMAD, WMIL, WPGB, WPOR,  
WQHK, WQMX, WSIX, WSOC, WWQM, WWYZ,  
WXCX, WYCD, WZZK

**ADD DRAKE BEFORE THE BREAK!**

Dot  
RECORDS



**Saint-hearted: KEYE/ Minneapolis staffers and volunteers celebrate raising more than \$1 million for St. Jude Children's Research Hospital during last week's (12/3-4) radiothon.**

**The Week's Top Stories**

- Full coverage at [countryaircheck.com](http://countryaircheck.com).
- **Chris Stapleton** and **Little Big Town** led country nominations for the *58th Annual Grammy Awards*. (12/7)
- **WFLS/Fredericksburg, VA** PD/middayer **Jeff Beck** was promoted to OM. (12/7)
- **WNSH/New York's Kelly Ford** joined Cumulus' *America's Morning Show*. (12/4)
- Cumulus' **WJCL/Savannah, GA** dropped the «Nash FM» branding and returned to «Kix 96.» (12/4)
- CBS Radio's **KFRG/Riverside** responded to the San Bernardino terrorist attacks. (12/3)
- **Reviver** regional **Kelly Symone** will leave the label Dec. 15. (12/3)
- **iHeartMedia/Sacramento** SVP Sales **Sara McClure** was promoted upped to Market President. (12/2)
- **Townsquare/Billings, MT** OM/Brand Mgr. **Mike "Sandman" Sanders** exited after seven months. (12/2)

**Podcasting: Fear or Frontier?**

(continued from page 1)

says. "It's no secret that there's a growing desire for more personalized content. Consumers have always wanted what they want, when they want it. Now because of easy-to-use technology they can have it."



Big D

And advertisers are becoming fond of the metrics. Research shows the podcast audience is young, mobile, affluent and highly educated. "That's number one," McCracken says. "Number two, podcast listeners are loyal. And loyalty drives purchases, purchases drive results and results drive renewals." Client renewals at Midroll, for example, are a whopping 90%. "That's almost unheard of in any other advertising-based business,"

says McCracken, who puts advertiser renewals in radio at 60% on the high end. "In the beginning, podcasting attracted a lot of direct-response advertisers, but now the world's largest business-to-business and consumer brands are carving out bigger portions of their marketing dollars for podcasting."

**What About Me?** Country radio has been limited in its embrace of podcasting so far and its approach has varied. Premiere's *The Bobby Bones Show*, for example, is offered on-demand daily in its entirety (minus music) along with individual highlights. Artist interviews from WSM-AM/Nashville's *Coffee, Country & Cody* morning show are also available. Some have created entirely different shows. An audience measurement expert working in the on-demand audio space, who did not want to be

quoted, says the numbers suggest most successful repurposed radio broadcasts are those centered on show highlights – not entire programs.

Silverfish/Compass' **Big D & Bubba** launched their weekly podcast in early 2014 at the suggestion of Compass Founder/CEO Peter Kosann, whose company is assembling its own stable of on-demand offerings. "It's treated entirely different than the radio show and it's completely different content," Bubba says. "We'll talk about business, even things we're buying for the studio. We're really just thinking out loud."

And they don't generally promote the podcast on the radio show. "It's weird how PDs [feel about] mentioning it," Bubba continues. "Some are afraid of promoting podcasts because they see it as turning listeners away from their station. When we do say something it's brief and in passing. Discovery mostly comes through social media and word of mouth."



Bubba

Downloads and streams of the *Big D & Bubba* podcast have peaked so far around 5,000, which might seem minimal to broadcasters. But that's missing the point. "You're not broadcasting; you're narrowcasting," Bubba explains. "The radio show is going after a broad audience and casual listeners. The podcast goes after our hardcore P1 radio listeners who need – not want – but need more of it. And sometimes we're converting casual listeners into hardcore listeners."

Podcasting's future looks bright, but Bubba encourages radio to be on point at its own game. "It's going to be interesting to see how podcasting and radio evolve together," he says. "With the in-dash options that are coming, we definitely have to be better in radio. Sadly radio has focused on trying to become Pandora and Spotify to the point that they've forgotten what makes radio great."

**Next week:** A former major market Country PD who is building a podcasting network, opportunities for content pros and how one radio group is working to be at the forefront of this Netflix for audio. Reach McCracken [here](#) and *Big D & Bubba* [here](#).  
–Russ Penuell

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LW	TW	Artist/Title (Label)	Total Points +/-	Points	Total Plays +/-	Plays	Audience +/-	Aud	Stations	ADDS
3	1	<b>DAN + SHAY</b> /Nothin' Like You (Warner Bros./WAR) ✓	27707	1664	8640	493	61.352	4.261	157	0
2	2	<b>BLAKE SHELTON</b> /Gonna (Warner Bros./WMN)	26697	439	8214	124	59.796	1.051	157	0
4	3	<b>JASON ALDEAN</b> /Gonna Know We Were Here (Broken Bow)	24571	405	7744	172	54.454	0.628	157	0
1	4	<b>CHRIS YOUNG</b> /I'm Comin' Over (RCA)	24296	-4403	7395	-1403	53.751	-9.835	157	0
6	5	<b>CAM</b> /Burning House (Arista)	21756	1110	6866	341	47.752	1.873	156	0
9	6	<b>THOMAS RHETT</b> /Die A Happy Man (Valory/Republic) ✓	21273	2592	6565	830	48.547	6.291	157	0
7	7	<b>TIM MCGRAW</b> /Top Of The World (Big Machine)	20653	246	6361	187	46.898	0.357	157	0
8	8	<b>BROTHERS OSBORNE</b> /Stay A Little Longer (EMI Nashville)	20587	1625	6366	629	45.733	1.947	157	0
11	9	<b>LOCASH</b> /I Love This Life (Reviver/Star Farm)	19233	1521	6044	390	42.225	3.739	157	1
5	10	<b>CARRIE UNDERWOOD</b> /Smoke Break (19/Arista)	18214	-5286	5537	-1649	37.998	-14.32	157	0
16	11	<b>SAM HUNT</b> /Break Up In A Small Town (MCA)	15943	1468	4744	348	36.313	3.655	152	2
12	12	<b>JANA KRAMER</b> /I Got The Boy (Elektra/WAR)	15937	316	4950	82	35.415	0.316	156	0
13	13	<b>PARMALEE</b> /Already Callin' You Mine (Stoney Creek)	15689	371	4915	65	35.229	0.912	157	0
15	14	<b>KELSEA BALLERINI</b> /Dibs (Black River)	15294	799	4677	237	34.41	2.266	157	0
18	15	<b>GRANGER SMITH</b> /Backroad Song (Wheelhouse)	13730	914	4285	282	29.241	2.433	157	0
17	16	<b>RANDY HOUSER</b> /We Went (Stoney Creek)	13341	400	4262	108	28.521	0.589	157	0
19	17	<b>BRAD PAISLEY</b> /Country Nation (Arista)	12784	324	4029	90	28.371	1.259	156	1
21	18	<b>LUKE BRYAN f/ KAREN FAIRCHILD</b> /Home Alone... (Capitol) ✓	11871	2412	3656	824	26.99	6.697	155	14
10	19	<b>BIG &amp; RICH</b> /Run Away With You (B&R/New Revolution)	11043	-7184	3138	-2420	26.076	-11.083	156	0
20	20	<b>ZAC BROWN BAND</b> /Beautiful... (SouthrnGrnd/Varvatos/BMLG)	10946	734	3373	263	22.51	1.105	153	3
23	21	<b>KEITH URBAN</b> /Break On Me (Capitol) ✓	10433	1937	3279	598	22.253	3.381	154	3
26	22	<b>ERIC CHURCH</b> /Mr. Misunderstood (EMI Nashville)	9155	1376	2777	508	19.134	2.11	154	4
22	23	<b>CHASE BRYANT</b> /Little Bit Of You (Red Bow)	9149	424	2942	211	17.39	-0.52	149	0
24	24	<b>A THOUSAND HORSES</b> /(This Ain't No)... (Republic Nashville)	8298	131	2678	45	18.286	0.551	152	0
27	25	<b>DIERKS BENTLEY</b> /Riser (Capitol)	8116	464	2615	147	18.321	1.779	136	0


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**BLAKE SHELTON**  
**"G O N N A"**  
**MAX SPINS NOW FOR #1!**

2 MB/CAC +439 POINTS  
 2 BB +1.35 MILLION AUDIENCE

LW	TW	Artist/Title (Label)	Total Points +/-	Points Total	Plays +/-	Plays	Audience +/-	Aud	Stations	ADDS
25	26	RASCAL FLATTS/I Like The Sound Of That (Big Machine)	8061	239	2501	105	16.249	0.598	147	1
28	27	LEE BRICE/That Don't Sound Like You (Curb)	7973	465	2524	97	16.146	1.874	153	1
29	28	CHRIS STAPLETON/Nobody To Blame (Mercury)	7063	955	2172	306	13.69	1.491	137	19
30	29	MICHAEL RAY/Real Men Love Jesus (Atlantic/WEA)	5237	331	1600	88	9.344	0.716	130	4
31	30	TYLER FARR/Better In Boots (Columbia)	4631	364	1405	101	7.108	0.95	129	3
32	31	BRANTLEY GILBERT/Stone Cold Sober (Valory)	4561	390	1460	160	8.088	0.517	134	8
34	32	FLORIDA GEORGIA LINE/Confession (Republic Nashville)	4530	1235	1463	454	9.273	2.627	118	21
33	33	DUSTIN LYNCH/Mind Reader (Broken Bow)	4374	215	1245	41	7.259	0.595	129	4
38	34	BRETT ELDRIDGE/Drunk On Your Love (Atlantic/WMN)	3992	1141	1131	303	7.794	2.545	115	18
35	35	JON PARDI/Head Over Boots (Capitol)	3663	368	1202	119	5.865	0.822	119	12
40	36	MADDIE & TAE/Shut Up And Fish (Dot)	3327	753	1064	224	4.784	1.194	104	5
37	37	EASTON CORBIN/Yup (Mercury)	3163	58	1026	27	4.812	0.089	104	1
39	38	DAVID NAIL/Night's On Fire (MCA)	3087	345	958	76	4.842	0.619	96	2
36	39	GEORGE STRAIT/Cold Beer Conversation (MCA)	3014	-116	949	-3	6.643	-0.766	83	2
<b>AIRBORNE</b>		<b>CARRIE UNDERWOOD/Heartbeat (19/Arista) ✓ DEBUT</b>	<b>2944</b>	<b>1879</b>	<b>905</b>	<b>657</b>	<b>6.277</b>	<b>3.829</b>	<b>110</b>	<b>48</b>
<b>AIRBORNE</b>		<b>CANAAN SMITH/Hole In A Bottle (Mercury)</b>	<b>2599</b>	<b>31</b>	<b>850</b>	<b>12</b>	<b>4.057</b>	<b>0.18</b>	<b>94</b>	<b>5</b>
42	42	LITTLE BIG TOWN/Pain Killer (Capitol)	2571	104	858	18	3.546	0.218	103	1
<b>AIRBORNE</b>		<b>FRANKIE BALLARD/It All Started With A Beer (Warner Bros./WAR)</b>	<b>2386</b>	<b>283</b>	<b>754</b>	<b>97</b>	<b>3.789</b>	<b>0.459</b>	<b>96</b>	<b>10</b>
46	44	DYLAN SCOTT/Crazy Over Me (Curb)	2302	453	621	61	3.654	1.115	61	5
44	45	KIP MOORE/Running For You (MCA)	2069	26	679	-1	2.977	-0.043	81	4
45	46	ERIC PASLAY/High Class (EMI Nashville)	1998	-36	632	14	2.777	-0.252	89	6
47	47	WILLIAM MICHAEL MORGAN/I Met A Girl (Warner Bros./WMN)	1980	147	618	21	3.209	0.329	69	3
Debut	48	JUSTIN MOORE/You Look Like I Need A Drink (Valory)	1871	197	599	57	2.747	0.504	77	6
48	49	MO PITNEY/Boy & A Girl Thing (Curb)	1865	133	607	36	2.437	0.155	75	1
50	50	JOE NICHOLS/Freaks Like Me (Red Bow)	1815	135	645	41	2.107	-0.004	85	14

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UNDENIABLE RESEARCH**

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- #1 Positive and #1 Passion Adults 25-54
- #2 Positive and #3 Passion Overall
- Top 5 in 85% of Bullseye National Callout Markets

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**TOBY KEITH**  
beautiful stranger

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MEADIABASE

**Country Aircheck Add Leaders**

<b>CHRIS LANE</b> /Fix (Big Loud)	<b>61</b>
<b>CARRIE UNDERWOOD</b> /Heartbeat (19/Arista)	<b>48</b>
<b>DRAKE WHITE</b> /Livin' The Dream (Dot)	<b>35</b>
<b>FLORIDA GEORGIA LINE</b> /Confession (Republic Nashville)	<b>21</b>
<b>CHRIS STAPLETON</b> /Nobody To Blame (Mercury)	<b>19</b>
<b>OLD DOMINION</b> /Snapback (RCA)	<b>19</b>
<b>BRETT ELDREDGE</b> /Drunk On Your Love (Atlantic/WMN)	<b>18</b>
<b>DAVID FANNING</b> /What's Next (Stoney Creek)	<b>15</b>
<b>JOE NICHOLS</b> /Freaks Like Me (Red Bow)	<b>14</b>
<b>LUKE BRYAN f/KAREN FAIRCHILD</b> /Home Alone... (Capitol)	<b>14</b>

**Country Aircheck Top Point Gainers**

<b>THOMAS RHETT</b> /Die A Happy Man (Valory/Republic)	<b>2592</b> ✓
<b>LUKE BRYAN f/KAREN FAIRCHILD</b> /Home Alone... (Capitol)	<b>2412</b> ✓
<b>KEITH URBAN</b> /Break On Me (Capitol)	<b>1937</b> ✓
<b>CARRIE UNDERWOOD</b> /Heartbeat (19/Arista)	<b>1879</b> ✓
<b>DAN + SHAY</b> /Nothin' Like You (Warner Bros./WAR)	<b>1664</b> ✓
<b>BROTHERS OSBORNE</b> /Stay A Little Longer (EMI Nashville)	<b>1625</b>
<b>LOCASH</b> /I Love This Life (Reviver/Star Farm)	<b>1521</b>
<b>SAM HUNT</b> /Break Up In A Small Town (MCA)	<b>1468</b>
<b>ERIC CHURCH</b> /Mr. Misunderstood (EMI Nashville)	<b>1376</b>
<b>FLORIDA GEORGIA LINE</b> /Confession (Republic Nashville)	<b>1235</b>

**Country Aircheck Top Spin Gainers**

<b>THOMAS RHETT</b> /Die A Happy Man (Valory/Republic)	<b>830</b>
<b>LUKE BRYAN f/KAREN FAIRCHILD</b> /Home Alone... (Capitol)	<b>824</b>
<b>CARRIE UNDERWOOD</b> /Heartbeat (19/Arista)	<b>657</b>
<b>BROTHERS OSBORNE</b> /Stay A Little Longer (EMI Nashville)	<b>629</b>
<b>KEITH URBAN</b> /Break On Me (Capitol)	<b>598</b>
<b>ERIC CHURCH</b> /Mr. Misunderstood (EMI Nashville)	<b>508</b>
<b>DAN + SHAY</b> /Nothin' Like You (Warner Bros./WAR)	<b>493</b>
<b>FLORIDA GEORGIA LINE</b> /Confession (Republic Nashville)	<b>454</b>
<b>LOCASH</b> /I Love This Life (Reviver/Star Farm)	<b>390</b>
<b>SAM HUNT</b> /Break Up In A Small Town (MCA)	<b>348</b>

Adds

**Activator Top Point Gainers**

<b>THOMAS RHETT</b> /Die A Happy Man (Valory/Republic)	<b>1745</b> ✓
<b>LUKE BRYAN f/KAREN FAIRCHILD</b> /Home Alone... (Capitol)	<b>1402</b> ✓
<b>CARRIE UNDERWOOD</b> /Heartbeat (19/Arista)	<b>1346</b> ✓
<b>ERIC CHURCH</b> /Mr. Misunderstood (EMI Nashville)	<b>1292</b> ✓
<b>KEITH URBAN</b> /Break On Me (Capitol)	<b>934</b> ✓
<b>FLORIDA GEORGIA LINE</b> /Confession (Republic Nashville)	<b>629</b>
<b>ZAC BROWN BAND</b> /Beautiful... (SouthrnGrnd/Varvatos/BMLG)	<b>595</b>
<b>LOCASH</b> /I Love This Life (Reviver/Star Farm)	<b>497</b>
<b>CHRIS STAPLETON</b> /Nobody To Blame (Mercury)	<b>494</b>
<b>SAM HUNT</b> /Break Up In A Small Town (MCA)	<b>492</b>

**Activator Top Spin Gainers**

<b>THOMAS RHETT</b> /Die A Happy Man (Valory/Republic)	<b>372</b>
<b>LUKE BRYAN f/KAREN FAIRCHILD</b> /Home Alone... (Capitol)	<b>316</b>
<b>CARRIE UNDERWOOD</b> /Heartbeat (19/Arista)	<b>278</b>
<b>ERIC CHURCH</b> /Mr. Misunderstood (EMI Nashville)	<b>239</b>
<b>KEITH URBAN</b> /Break On Me (Capitol)	<b>201</b>
<b>FLORIDA GEORGIA LINE</b> /Confession (Republic Nashville)	<b>150</b>
<b>ZAC BROWN BAND</b> /Beautiful... (SouthrnGrnd/Varvatos/BMLG)	<b>124</b>
<b>LOCASH</b> /I Love This Life (Reviver/Star Farm)	<b>119</b>
<b>SAM HUNT</b> /Break Up In A Small Town (MCA)	<b>106</b>
<b>CHRIS STAPLETON</b> /Nobody To Blame (Mercury)	<b>103</b>

**Country Aircheck Top Recurrents**

<b>OLD DOMINION</b> /Break Up With Him (RCA)	<b>13859</b>
<b>COLE SWINDELL</b> /Let Me See Ya Girl (Warner Bros./WMN)	<b>12258</b>
<b>KENNY CHESNEY</b> /Save It For A Rainy... (Blue Chair/Columbia)	<b>10048</b>
<b>BRETT ELDREDGE</b> /Lose My Mind (Atlantic/WMN)	<b>9663</b>
<b>FLORIDA GEORGIA LINE</b> /Anything Goes (Republic Nashville)	<b>8832</b>
<b>KEITH URBAN</b> /John Cougar, John Deere... (Capitol)	<b>8258</b>
<b>LUKE BRYAN</b> /Strip It Down (Capitol)	<b>8155</b>
<b>CHRIS JANSON</b> /Buy Me A Boat (Warner Bros./WAR)	<b>6331</b>
<b>THOMAS RHETT</b> /Crash And Burn (Valory)	<b>6155</b>
<b>ZAC BROWN BAND</b> /Homegrown (SouthrnGrnd/Varvatos/BMLG)	<b>6044</b>

Points

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**COUNTRY AIRCHECK ACTIVITY**

**KIP MOORE**/Running For You (MCA)

Moves 44-45\*  
2,069 points, 679 spins  
4 adds: **PCCO, WCTQ, WGTY, WYRK**

**ERIC PASLAY**/High Class (EMI Nashville)

Moves 56-46\*  
1,998 points, 632 spins  
6 adds: **KAJA, KHGE, KXKT, WAVW, WIL, WSSL**

**WILLIAM MICHAEL MORGAN**/I Met A Girl (Warner Bros./WMN)

Remains at 47\*  
1,980 points, 618 spins  
3 adds: **KMDL, KTST, WEZL**

**JUSTIN MOORE**/You Look Like I Need A Drink (Valory)

Debuts at 48\*  
1,871 points, 599 spins  
6 adds: **KBEQ, KJKE, WKKT, WKML, WNCY, WRNS**

**MO PITNEY**/Boy & A Girl Thing (Curb)

Moves 48-49\*  
1,865 points, 607 spins  
1 add: **KBQI**

**JOE NICHOLS**/Freaks Like Me (Red Bow)

Remains at 50\*  
1,815 points, 645 spins  
14 adds including: **KATC\*, KBEB, KHKI\*, KIIM\*, KPLX\*, KRST\*, KUBL\*, WCTO\*, WFMS\*, WGKX**

**SCOTTY MCCREERY**/Southern Belle (19/Interscope/Mercury)

1,685 points, 555 spins  
2 adds: **WXCX, WYRK**

**CHRIS JANSON**/Power of Positive Drinkin' (Warner Bros./WAR)

1,668 points, 578 spins  
10 adds: **KHEY, KSSN, KTEX, WAMZ, WBCT, WCKN, WCTQ, WLHK, WTGE, WTQR**

**OLD DOMINION**/Snapback (RCA)

1,569 points 37 spins  
19 adds including: **KBEQ, KBQI, KFRG, KHEY, KILT, KNIX, KWNR, KZSN, WCKT, WCOL**

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**ADD DATES**

**December 14**

None Listed

**January 4**

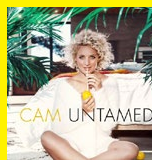
**DREW BALDRIDGE**/Dance With Ya (Cold River)

**January 11**

**JENNIFER NETTLES**/Unlove You (Big Machine)

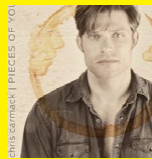
Send yours to [adds@countryaircheck.com](mailto:adds@countryaircheck.com)

**CHECK OUT 12/11**



**Cam Untamed** (Arista)

The "Burning House" singer's debut album includes the hit ballad plus 10 more tracks co-written by Cam and produced by Grammy-winner Jeff Bhasker (Bruno Mars, Beyoncé) and Tyler Johnson (Ed Sheeran, OneRepublic, Taylor Swift).



**Chris Carmack Pieces Of You** (Unbridled And Blue)

The Nashville star shows off his original music and guitar skills in his five-song debut EP produced by Grammy-winner Ben Fowler (Lynyrd Skynyrd, Michael McDonald) and Phoenix Mendoza.

- Jan. 12 **Robby Johnson** *Don't Look Back* (Contrast)
- Jan. 15 **Hank Williams Jr.** *It's About Time* (Nash Icon)  
**Brothers Osborne** *Pawn Shop* (EMI Nashville)
- Jan. 22 **Steve Dorian** *Living* (Self-Released)
- Jan. 29 **Aubrie Sellers** *New City Blues* (Carnival/Thirty Tigers)  
**Diana Corcoran** *In America* (Krian Music Group)

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LW	TW	Artist/Title (Label)	Points	+/- Points	Plays	+/- Plays	Stations	Adds
1	1	<b>BLAKE SHELTON</b> /Gonna (Warner Bros./WMN) <small>2<sup>nd</sup> Week at No. 1</small>	11330	-150	2362	-43	56	0
4	2	<b>CAM</b> /Burning House (Arista)	10533	340	2196	82	55	0
5	3	<b>JASON ALDEAN</b> /Gonna Know We Were Here (Broken Bow)	10465	370	2230	72	54	0
3	4	<b>DAN + SHAY</b> /Nothin' Like You (Warner Bros./WAR)	10192	-563	2164	-134	53	0
8	5	<b>THOMAS RHETT</b> /Die A Happy Man (Valory/Republic) ✓	10150	1745	2124	372	55	0
6	6	<b>TIM MCGRAW</b> /Top Of The World (Big Machine)	10140	423	2121	97	55	0
7	7	<b>BROTHERS OSBORNE</b> /Stay A Little Longer (EMI Nashville)	8938	175	1898	48	54	0
9	8	<b>LOCASH</b> /I Love This Life (Reviver/Star Farm)	8689	497	1781	119	55	0
10	9	<b>JANA KRAMER</b> /I Got The Boy (Elektra/WAR)	7436	119	1612	30	54	0
11	10	<b>BRAD PAISLEY</b> /Country Nation (Arista)	7085	178	1476	34	56	0
12	11	<b>KELSEA BALLERINI</b> /Dibs (Black River)	6993	385	1484	76	55	0
13	12	<b>PARMALEE</b> /Already Callin' You Mine (Stoney Creek)	6599	48	1395	12	52	0
14	13	<b>RANDY HOUSER</b> /We Went (Stoney Creek)	6590	67	1378	16	54	0
16	14	<b>SAM HUNT</b> /Break Up In A Small Town (MCA)	6384	492	1321	106	52	0
15	15	<b>GRANGER SMITH</b> /Backroad Song (Wheelhouse)	6108	68	1267	45	54	0
18	16	<b>KEITH URBAN</b> /Break On Me (Capitol) ✓	5893	934	1254	201	56	2
20	17	<b>LUKE BRYAN f/ KAREN FAIRCHILD</b> /Home Alone Tonight (Capitol) ✓	5872	1402	1231	316	56	7
22	18	<b>ZAC BROWN BAND</b> /Beautiful Drug (SouthrnGrnd/Varvatos/BMLG)	4816	595	998	124	52	2
26	19	<b>ERIC CHURCH</b> /Mr. Misunderstood (EMI Nashville) ✓	4641	1292	918	239	53	8
19	20	<b>A THOUSAND HORSES</b> /(This Ain't No) Drunk Dial (Republic Nashville)	4623	62	964	22	55	0
21	21	<b>DIERKS BENTLEY</b> /Riser (Capitol)	4415	-32	929	6	51	0
17	22	<b>BIG &amp; RICH</b> /Run Away With You (B&R/New Revolution)	4064	-1404	862	-302	41	0
23	23	<b>CHASE BRYANT</b> /Little Bit Of You (Red Bow)	3844	210	761	46	51	2
24	24	<b>RASCAL FLATTS</b> /I Like The Sound Of That (Big Machine)	3680	54	760	10	46	4
25	25	<b>LEE BRICE</b> /That Don't Sound Like You (Curb)	3638	159	733	17	47	0
27	26	<b>CHRIS STAPLETON</b> /Nobody To Blame (Mercury)	3448	494	713	103	51	6
28	27	<b>BRANTLEY GILBERT</b> /Stone Cold Sober (Valory)	2476	83	496	23	43	0
30	28	<b>MICHAEL RAY</b> /Real Men Love Jesus (Atlantic/WEA)	2439	287	534	66	45	3
32	29	<b>FLORIDA GEORGIA LINE</b> /Confession (Republic Nashville)	2296	629	479	150	43	8
29	30	<b>GEORGE STRAIT</b> /Cold Beer Conversation (MCA)	2252	-16	444	2	40	0

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LW	TW	Artist/Title (Label)	Points	+/-	Points	Plays	+/-	Plays	Stations	Adds
31	31	📶 JON PARDI/Head Over Boots (Capitol)	2020	165	414	44	44	4		
43	32	📶 CARRIE UNDERWOOD/Heartbeat (19/Arista) ✓	1949	1346	415	278	28	12		
34	33	📶 DUSTIN LYNCH/Mind Reader (Broken Bow)	1646	105	355	19	40	2		
33	34	📶 EASTON CORBIN/Yup (Mercury)	1608	32	337	9	34	0		
37	35	📶 BRETT ELDREDGE/Drunk On Your Love (Atlantic/WMN)	1400	352	302	76	31	6		
39	36	📶 MADDIE & TAE/Shut Up And Fish (Dot)	1389	461	310	103	30	3		
35	37	📶 TYLER FARR/Better In Boots (Columbia)	1372	144	273	32	32	4		
38	38	📶 DYLAN SCOTT/Crazy Over Me (Curb)	1020	84	183	17	13	0		
36	39	📶 LITTLE BIG TOWN/Pain Killer (Capitol)	1012	12	217	2	22	1		
40	40	MO PITNEY/Boy & A Girl Thing (Curb)	934	-46	180	-5	20	0		
42	41	📶 AARON WATSON/Getaway Truck (Big Label/Thirty Tigers)	778	91	167	19	17	0		
41	42	📶 JUSTIN MOORE/You Look Like I Need A Drink (Valory)	758	8	130	0	19	0		
45	43	📶 BRIAN COLLINS/Shine A Little Love (Blue Light)	614	35	120	8	11	0		
46	44	📶 DAVID NAIL/Night's On Fire (MCA)	614	51	125	11	21	1		
52	45	📶 FRANKIE BALLARD/It All Started With A Beer (Warner Bros./WAR)	609	125	136	26	20	1		
47	46	📶 WILLIAM MICHAEL MORGAN/I Met A Girl (Warner Bros./WMN)	589	5	83	-1	4	0		
44	47	CHARLES KELLEY f/BENTLEY & PASLAY/The Driver (Capitol)	549	-37	123	-7	14	0		
57	48	📶 TOBY KEITH/Beautiful Stranger (Show Dog)	532	116	136	29	11	2		
48	49	📶 CANAAN SMITH/Hole In A Bottle (Mercury)	524	7	110	3	14	0		
51	50	JOSH ABBOTT BAND/Amnesia (PDT)	519	-28	84	-5	6	0		
56	51	📶 JOE NICHOLS/Freaks Like Me (Red Bow)	514	53	111	12	12	5		
49	52	📶 LINDSAY ELL/By The Way (Stoney Creek)	505	-8	82	2	8	1		
50	53	KIP MOORE/Running For You (MCA)	494	-17	105	-1	14	0		
55	54	📶 OLD DOMINION/Snapback (RCA)	460	77	64	23	11	5		
54	55	MAREN MORRIS/My Church (Columbia)	400	-10	40	-1	1	0		
53	56	ERIC PASLAY/High Class (EMI Nashville)	393	-84	88	-19	11	0		
58	57	📶 CHRIS JANSON/Power Of Positive Drinkin' (Warner Bros./WAR)	372	18	81	4	11	0		
Debut	58	📶 HANK WILLIAMS, JR./Are You Ready For The Country? (Nash Icon/Big Machine)	334	102	73	22	5	0		
59	59	RUSSELL DICKERSON/Yours (Russelled)	330	-20	33	-2	1	0		
60	60	SCOTTY MCCREERY/Southern Belle (19/Interscope/Mercury)	264	-53	60	-8	6	0		

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