→ December 10, 2012, Issue 324 →

# NN RIMES GOING FOR ADDS 12-17-12

Already Spinning KKBQ Houston • WUSH Norfolk

#### **PPM Myth Takes**

'With PPM, the only reliable sure-fire way to grow share is to grow cume." That was the assertion of a Harker Research blog titled The Myth of PPM Occasions, posted Sept. 6 by the firm's Richard Harker and Glenda Shrader Bos. It was the first of two such postings by the researchers, challenging Arbitron's belief that occasions of listening are the key to winning in PPM markets.

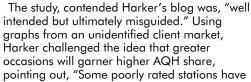
So which is it – occasions or cume? And is there a universal, one-size-fits-all recipe to PPM ratings success or is Country, with its historically loyal listener base, unique? Country Aircheck asked



**Grover Collins** 

**Tim Roberts** 

PDs of top-rated Country outlets in several markets for their take. First, some background. Harker's comments stemmed from Arbitron's presentation Key Indicators Of Highly Rated PPM Stations. Showing data collected from all formats in every PPM market compiled from the first quarter of 2011, Arbitron identified top performing stations (definition: top threeranked) as having higher daily TSL and more occasions versus average stations. Getting people to listen longer is old school, concluded Arbitron; new school is convincing them to listen



many more occasions than much higher rated stations and some highly rated stations have very few occasions."

(continued on page 9)

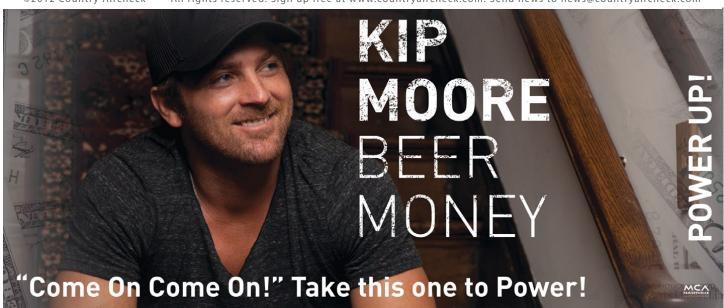


Bet On Love & Let It Ride: KWNR/Las Vegas' Jojo Turnbeaugh welcomes Tim McGraw and Faith Hill to town for Soul2Soul, their 10-weekend stand at the Venetian Casino, Hotel & Resort. The show got underway Friday (12/7) with, fittingly, Hill's hit "Let's Go To Vegas."

#### Tim & Faith Double Down

Tim McGraw and Faith Hill launched their Soul2Soul 10-weekend engagement at the Venetian Hotel in Las Vegas over the weekend, with a number of Country radio folks and other celebs on-hand.

The 90-minute show began with Tim and Faith entering from opposite sides in the middle of the theatre singing "Let's Go To Vegas" and shaking hands and hugging audience members as they made their way to the stage. Awaiting them was an elaborate





"Rachel is seasoned way beyond her years, she is a great singer/songwriter with great stage presence. I think she is a star and that's why I wanted her on my tour."

#### -JASON ALDEAN

"Rachel Farley is not only my little sister, she is a damn rock star. I've personally watched this girl's talent grow from the most amazing early teen singer, all the way up to a still young, but even more thoroughly talented, and blessed young lady. Her voice is non-negotiably insane, powerful God-given. Her incredible writing displays her calling for song creation. She keeps true to herself, and writes from experience... leaving you wondering how such a young writer can paint so many pictures with words and amazing melodies. To sav her performance... no matter full band or acoustic, is relentless, passionate, and entertaining is an understatement. This young lady is not just another girl with a guitar and some boy-hatin' break-up songs...she's a god-blessed force of nature, worthy of any stage, studio, or writing session you can put her in. Long story short... My little sister is a badass.

-BRANTLEY GILBERT



set in an intimate 1,800-seat venue. Despite the lights and amazing back drops, there was no doubt the night was all about Tim and Faith.

The two superstars shared the stage about a third of the time, with each singing a couple of their hits at a time when on the stage alone. A highlight was when the music stopped and the two came out, sat in chairs center stage and talked with the audience. The chat was filled with good-natured, married couple barbs and each asking about the other's musical influences.

Tim talked about listening to eight-tracks of Merle Haggard and George Jones in his Stepdad's 18-wheeler. As he got older, he turned to Led Zeppelin and Rush. But when he told Faith that his all-time influence was the Eagles, she said, "Show me what you got." And Tim launched into "I Can't Tell You Why" and "Life In The Fast Lane." Faith's influences included Tammy Wynette, Mavis Staples and Aretha Franklin, which led her to a charged version of "Dr. Feelgood (Love Is A Serious Business)."

Elements of the show will be familiar to anyone who has seen a previous Tim & Faith Sou2Soul endeavor. That includes the spectacular closing of the two seated across from one another, separated only by an old-time microphone singing "I Need You." Echoing their entrance, the couple exited by walking hand-in-hand up the aisle together.

Here's what a few programmers have to say about the show. KDRK/Spokane PD **Sharon Bonds:** "Right from the surprise entrance where Tim & Faith came in from opposite side doors

and started shaking hands, I could feel the energy and anticipation from the crowd. They were they to see, hear and experience Country Royalty. Tim & Faith brought their A-game to Vegas with flawless performances by both: together and individually. Seeing the way Tim held Faith's arm tight when they sang "It's Your Love," especially when he



Cheers: RCA and R&R staffers celebrate with the late Keith Whitley in this shot from the mid-'80s. Pictured (I-r) are Whitley, RCA's Mike Sirls, R&R's Bob Heatherly and Debe Fennell, and RCA's Ted Wagner. Got Reagan-era photos? Send 'em to pagethreepic@countryaircheck.

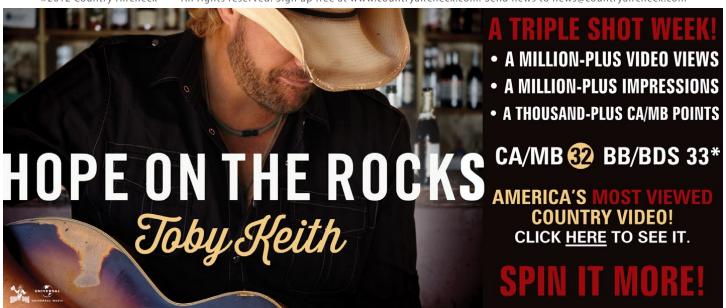
sang the line about sending a shock right through me, you knew he meant every word! That line and action literally gave me chills!"

KRTY/San Jose GM **Nate Deaton:** "I thought it was real good, both of them sounded great and that theater (where I also saw *Phantom*) has great acoustics. I loved the intro – what a perfect song! Even the Donnie-and-Marie walk-through opening and closing was perfect for Vegas. While they are both so good as individuals, it is a treat to hear them do the duets in such an intimate atmosphere."

KMLE/Phoenix PD **Jeff Garrison:** "Tim & Faith were awesome and never sounded better. It's a unique experience in such an intimate theater."

WUBL/Atlanta APD/MD **Lance Houston:** "I was really impressed with the show overall. The set was really amazing. I heard that the casino had to modify the stage to make room for their set, and it was certainly worth it. But I still don't know what the heck those big rings were! Their audience interaction was perfect, as well. The great thing about those two is that you can really tell that they love each other, and it certainly came across onstage."

©2012 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com





Wilks VP/Programming and KBEQ/Kansas City PD **Mike Kennedy**: "Very cool show and what a great way to see Tim and Faith! The sound was great, the intimacy was special and you got about 90 minutes of hit music at a really cool venue." —Lon Helton

#### **News & Notes**

**Taylor Swift**'s 23rd music video, "I Knew You Were Trouble," will premiere on **MTV** Thursday (12/13), which also happens to be her 23rd birthday.

Capitol's **Lady Antebellum** and Arista's **Brad Paisley** will perform during the 29th Annual Disney Parks Christmas Day Parade Dec. 25 on **ABC-TV**.

Republic Nashville's **Florida Georgia Line** will headline the *American Country Awards* after party at the House of Blues in Las Vegas tonight (12/10).

Mercury's **Kacey Musgraves** is the first country artist to be promoted by **Vevo**'s Lift campaign. The eight-week promotion will feature exclusive interviews, behind-the-scenes footage, video premieres and intimate live performances. More <a href="https://example.com/here/">https://example.com/here/</a>.

Colt Ford, Jamie O'Neal, Rachele Lynae, Amber Hayes, Bobby Cyrus, Craig Morrison and The Lacs will meet and greet fans at the Marco Club Connection booth

during the Country Dance World Championships. The event takes place Dec. 31 through Jan. 6 at Opryland Resort and Convention Center in Nashville. More <u>here</u>.

Glassnote Entertainment has become the second music company to ink an agreement with Entercom, allowing it to participate in that company's over-the-air broadcast revenues. Entercom signed a similar deal with BMLG in September (CAT 9/20).

#### The Week's Top Stories

Full coverage at countryaircheck.com.

- Company-wide cuts at Clear Channel resulted in the exits of KASE & KVET/Austin PD Joel Burke, WCOL/Columbus PD John Crenshaw, WFUS/Tampa midday host Ryan Nelson and afternoon co-host Jenny Dean and WUBL/Atlanta middayer Tim Michaels. (CAT 12/6)
- Clear Channel's Adult Hits WHLK/Cleveland PD Tony Matteo was named OM for the company's four-station Wichita cluster, which includes Country KZSN. (CAT 12/5)

#### OFF THE RECORD: BRENT COBB



Brent Cobb

Average Joes Management's **Brent Cobb** puts an industry spin on the artist interview:

I grew up listening to WISK/Albany,
GA. My dad is also a musician and in the early '90s he had a lot going on. He was selling out regional venues, Doug Stone flew him to Nashville and he was offered a deal with Giant. He declined because he would've had to tour too much and he

didn't want to be away from us kids. But at home, WISK was always promoting him and that's what we grew up with.

The first time I heard myself on the radio was on WISK. I was outside of a customer's house in the truck after replacing the icemaker in their refrigerator. Dad and I were about to take lunch when "Dirt Road In Georgia" came on. We just sat back and listened. It meant a lot because it was at noon on the regular playlist.

There's no place like home, but one time my truck's transmission went out in Jackson, AL. There's not a whole lot in or around Jackson. I had to wait to get the truck fixed, so I stayed in the Econo Lodge for four days and ate every meal at the Jackson Country Cookin' buffet. I loved it.

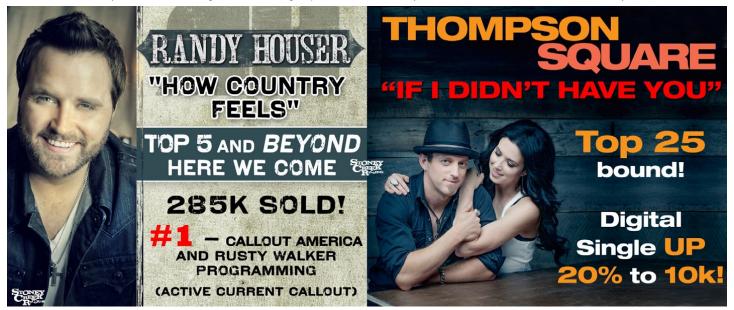
I'll never forget the time I went to a BMI Awards after-party at Erv Woolsey's and Jamey Johnson was in the corner talking with Dean Dillon and George Strait. I had met Jamey once before through my cousin Dave. Jamey motioned for me to come over and he introduced me to Dean and George as a "great songwriter from Georgia." Strait said, "I could fit three wholes states of Georgia into one Texas." I told him I don't want to hear about how much bigger Texas is than everything. There was a long awkward pause then we all laughed. My mind was completely blown.

If I don't have my tobacco when I travel, I go insane, but I'm pretty easy on the road. I like to make things work with very little. I can't walk out of a truck stop without a hat or shirt.

Nowadays it's hard to find a great, timeless trucker hat, but when I do, I buy them up because one day they'll be an awesome joke for my future kids.

©2012 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

Kacey Musgraves





# FAITH HILL AMERICAN HEART

29 - 27 UP +205 SPINS & +1 MILLION IN AUDIENCE!

SOUL SOUL AT THE VENETIAN/LAS VEGAS OPENING WEEKEND: FOUR SOLD OUT SHOWS!

CALLOUT AMERICA: #4/#9 FAV WITH CORE FEMALES - #4/#12 FAV WITH CORE 35-44S

M-SCORES: DALLAS +5.0% - ATLANTA +2.2% - BALTIMORE +2.5% - DENVER +2.5%

NASHVILLE +2.8% - SAN JOSE +3.0% - TAMPA +2.3% - WASH DC +2.9%

PHOENIX +2.6% - SALT LAKE CITY +2.3%





Gift Tagged: While performing at the Grand Ole Opry in Nashville Friday night (12/7), UMG/Nashville's Mike Dungan and the Opry's Pete Fisher surprise 19/Interscope/Mercury's Scotty McCreery with a plaque celebrating the gold certification of his holiday album Christmas With Scotty McCreery.

- Clear Channel AC WXLY/Charleston, SC PD/morning personality Brian Cleary added PD responsibilities for Country clustermate WEZL. (CAT 12/7)
- Warner Music Nashville VP/Promotion Bob Reeves exited. (CAT 12/4)
- Cumulus' KIZN & KQFC/Boise PD Rich **Summers** resigned after 14 years with the stations. (CAT 12/7)
- Big Machine Label Group VP/Creative Services Sandi Spika Borchetta was upped to Sr. VP. (CAT 12/5)
- **Bob Reeves** • Beasley's WKIS/Miami morning cohost Broadway (CAT 1/19) will bring his Broadway & The Electric Barnyard show to Clear Channel's WWYZ/Hartford Jan. 2.
- Clear Channel's KSD/St. Louis MD/afternoon personality **Dusty Panhorst** added APD responsibilities. (CAT 12/4)
- Atlantic/WMN's Hunter Hayes and Big Machine's Taylor Swift led country nominations for the 55th Annual Grammy Awards with three apiece. (CAT 12/6)

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



Atlantic/WMN's Brett Eldredge discusses his most influential artists, songs, albums and concerts:

1. Brooks & Dunn's The Greatest Hits Collection: The way Ronnie Dunn's voice brings a soul influence to true country lyrics is what made me fall in love with country

**Brett Eldredge** 

soul influence.

2. John Mayer's Continuum: I love this album. It has a modern blues sound with a little bit of a pop and

3. Vince Gill/Whenever You Come Around: Vince gives an absolutely phenomenal vocal performance. He sings with so much heart and soul it's scary!

4. Carole King and James Taylor, Madison Square **Garden:** It was something I'll never forget. It was very organic. They are such talented American songwriters. Even though it's a huge venue it felt like I was in a living room with them listening to their stories. When you get to experience that ...that's when you experience a song from a true place.

- **5. Frank Sinatra/Summer Wind:** There are plenty of summer songs, but when I hear this one it becomes summertime in my mind. I can feel myself walking down the street by the beach even if it's 10 degrees outside.
- A highly regarded song or album you've never heard: Fleetwood Mac's Rumours. I haven't listened to the whole album all the way through, but I know I should.
- An "important" piece of music you just don't get: Probably the Grateful Dead. I just never got into the whole Dead Head thing. Maybe I didn't grow up in the right era?
- An album you played or listened to incessantly: I've been listening to Continuum almost daily since it came out in 2006.
- One obscure or non-country song everyone should **listen to right now:** "Cry To Me" by Pat McLaughlin. I love him! He's a rock and roll guy in Nashville.





# 13 - IT'S TIME TO POWER UP!!!

The latest hit from Taylor's just-certified 3X Platinum #1 album RED

## **POWER MSCORES ACROSS THE COUNTRY!!!**

Great National 4 Week Trend Up: 45 Markets With Week-Over-Week Increases Top MScores At KNIX/Phoenix, WQYK/Tampa, WOGI/Pittsburgh, WSIX/Nashville, WQIK/Jacksonville, KSON/San Diego, WLHK/Indianapolis, WIL/St. Louis

### TOP 5 AT BULLSEYE CALLOUT!!!

#4 Females Overall; #5 Overall

# **TOP 10 AT MEDIABASE CALLOUT!!!**

#7 Females 35-44; #10 Males 35-44



"90% pick it!" (On the station's Pick It Or Kick It) – Pat Garrett, MD, KMPS/Seattle

"Jesus' Birthday, New Year's Resolutions, and a Flatts ballad... what's not to love?"
- Gator Harrison, PD, WUSY/Chattanooga

"Country HitMakers' last show of the year features the top songs of 2012 and a record we feel is already in the running for single of the year for 2013...'Changed' by Rascal Flatts!" - Ron Huntsman, PD, Country Hitmakers (syndicated)

EARLY BELIEVERS: WUSY-CHATTANOOGA, WMZQ-WASHINGTON DC, KSOP-SALT LAKE CITY, WUSH-NORFOLK WGGY-WILKES BARRE, SIRIUS/XM THE HIGHWAY

VIDEO ADDED AT CMT & GAC!!!

#### OFFICIAL IMPACT DATE NEXT MONDAY 12-17





THE TITLE TRACK OF THEIR #1 SELLING ALBUM CHANGED & THE BRAND-NEW DVD ALL ACCESS & UNCOVERED: THE MAKING OF CHANGED & BEYOND





#### **PPM Myth Takes**

(continued from page 1) His conclusion: "Arbitron's assertion that winning stations have more occasions turns out to be untrue when we look at stations across formats in a specific market."

A second Harker post on Sept. 19, <u>Beating PPM Is Easier Than You Think</u>, hammered the point home again, using more information from the same Arbitron Key Indicator piece. Harker noted that top stations also have more than five times the share as average stations, but TSL is only 30% higher. "The real difference is cume," the posting asserted. "Top stations have over five times as many cume listeners as average stations. Five times the cume listeners. Five times the share. Coincidence?" Harker then posed the rhetorical questions, "Do you want to gain share? Do you want to beat your competitor?" The only way to do so, the contention goes, is to focus on cume.

"I have the utmost respect for Richard and Glenda but I would strongly disagree that it's all about cume and not TSL or occasions of listening in PPM, or even diary for that matter, in our format," says **Mark Hamlin**, PD of Cumulus' market-leading **WFMS/Indianapolis**. "While a healthy cume is critical to our success, in a direct competitive situation such as we have here in Indianapolis, getting listeners engaged is more important; a lot more important."



Mark Hamlin

Hamlin has WFMS performing quite well in that department. In the just-released November PPMs, 'FMS is tied for third in TSL (6+) with Urban AC WTLC at 4:15 each. Meanwhile, 'FMS ranks sixth in cume while the No. 2 and 3 ranked stations in share, 'TLC

and News/Talk WIBC don't crack the top 10 in weekly audience.

"The life group for Country has a cap for interest," Hamlin says. "Luckily in Indy, we are blessed to have a huge life group, but you have to work hard to know what they want and give it to them everyday."

Lincoln Financial's KSON/San Diego has been ranked No.

1 in the market among persons 6+ for all but three months of 2012, finishing at No. 1 again in November. Currently the station ranks eighth in audience, well behind No. 2 ranked Top 40 KHTS, the market's cume leader. KSON ranks seventh in TSL, while KHTS isn't even a top 30 station in that category. News/Talk KPBS ranks No. 3 in share, 18th in cume, but second in TSL.



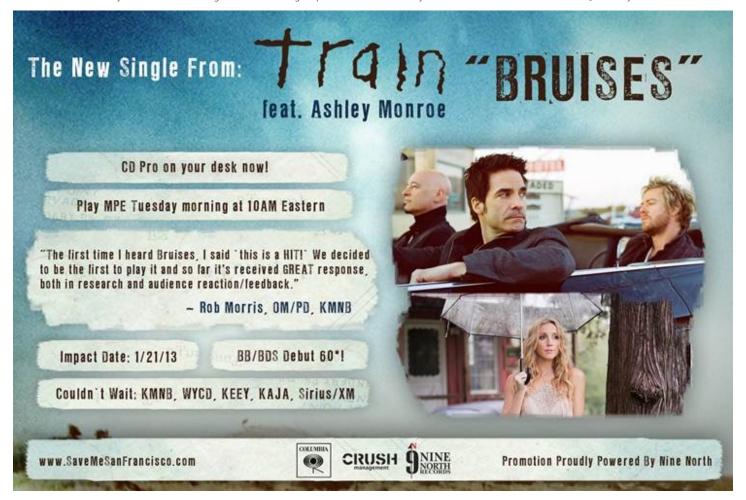
Kevin Callaha

With those top station-defining stats all over the board, no wonder KSON PD **Kevin** 

**Callahan** believes both cume and TSL are important. "Perhaps where the debate comes in is that you need to fully develop cume in order to maximize occurrences. If the station is developing then yes, you need to focus on cume first." Without it, stations can experience wild swings based on any number of variables, says Callahan. After a healthy base is established, he adds, "You want to maximize it by increasing occurrences to get the most from TSL."

Callahan has more first-hand knowledge of how important developing both cume and TSL are. "I also program an Alternative station that has increased its cume fairly significantly over the last six months. Our TSL is still low so the share hasn't grown. We're encouraged by the cume growth because we know that will help us be more likely to increase occurrences by using appointment listening to take that existing cume and get another tune-in from them."

To Callahan's point about developed cume, Hubbard's **WUBE/Cincinnati** has averaged just over 500,000 weekly



# "DID IT FOR THE GIRL" GREG BATES

TOP 5!

To All my friends of Country Radio,

Thorks so much for the best year of my life and for making "Did It For the Girl" my FIRST EVER Top 5 single! I can't even begin to tell you how much it means to me! Thanks for EVERYTHING + Happy Holidays!

Republic NASHVILLE

#### THANK YOU COUNTRY RADIO!

Look for the follow-up single "Fill In The Blank" on your desk in January 2013



persons during the past six months for an average cume rank of fifth. The station has retained a No. 2 market rank in AQH share during those six months. PD **Grover Collins** refers to his cume range as, "Our happy place; it ebbs and flows but you don't see any major swings." Conversely, he says, "I would say there's a correlation of our share jumping and our TSL moving up at the same time."

Like Callahan, Collins believes both ratings elements are equally important. "We are always interested in finding ways to have people come back to us throughout the day and once they come back, we're concerned with keeping them as long as we can."

"I agree with Harker that the higher the cume the better your chances of winning, but that's not always the formula," says CBS Radio's **WYCD/Detroit** PD **Tim Roberts**. Like KSON, WYCD bucks the Arbitron study's definition of a top station with cume and TSL. It currently ranks No. 3 with a 6.6 share – the first time in 2012 the station hasn't been first or second – but ranks No. 6 in cume, more or less its "happy place" in that statistic. The station ranks No. 11 in TSL at 3:00. While close, Detroit's other top-three AQH share finishers don't match the top station criteria either. No. 1 share-ranked Sports WXYT is fourth in cume and sixth in TSL; No. 2 News WWJ ranks eighth and ninth in those categories, respectively.



Boesen (center) and other staffers celebrate raising \$256,577 for the Joe DiMaggio Children's Hospital in Hollywood, FL

Thursday and Friday (12/6-7) with their annual radiothon.
The station conducted the event live from the hospital, raising

\$31,000 more than last year.

CHECK OUT



**Various Artists** Nashville Soundtrack (Big Machine)

Produced by T Bone Burnett, the 11-track album includes songs from the show performed by cast members Connie Britton, Hayden Panettiere, Sam Palladio, Claire Bowen, Charles Esten, Jonathan Jackson and the two girls who play Britton's daughters, real life sisters

Lennon and Maisy Stella with their acoustic, talent show version of Panettiere's "Telescope."

- Jan. 15 Katie Armiger Fall Into Me (Cold River)
- Jan. 22 Darius Rucker True Believers (Capitol)
  Ashley Monroe Like A Rose (WMN)
  Randy Houser How Country Feels (Stoney Creek)
- Jan. 29 The Mavericks In Time (Valory)
  Kris Kristofferson Feeling Mortal (KK)
- Feb. 5 Tim McGraw Two Lanes Of Freedom (Big Machine)

Album release info to <a href="mailto:news@countryaircheck.com">news@countryaircheck.com</a>.

"My answer to all of this is a simple one," says Roberts.
"There used to be something in Arbitron's PD Advantage program called The Grid of Pain. It still rings true. If you don't have a lot of cume then you have to have a lot of occasions of listening, which creates TSL. If you have a high cume, you need less of those to raise share. No matter how you slice it, the math equation is still factoring all of those to come up with your share."

Like Callahan, Roberts cites another example in his building. "Oldies WOMC is my other station and the No. 3 cume station. They have ranged everywhere from No. 1 to No 10. And then it's based on occasions. The grid of pain still exists and it's still painful."

A few things to ponder when drawing your own conclusion as to what grows share: Arbitron's analysis utilized data from 48 PPM markets and more than 2,300 radio stations. Harker Research sampled one market, while Country Aircheck talked to PDs in one format, from four different cities. So is it cume or TSL? The answer, it appears, is yes.





LW	TW	Artist/Title (Label)	otal Points -	-/- Points T	otal Plays	+/- Plays	Audience	+/- Aud S	tations	ADDS
1	1	FLORIDA GEORGIA LINE/Cruise (Republic Nashville)	21732	76	6738	10	53.832	0.102	141	0
3	2	JUSTIN MOORE/'Til My Last Day (Valory)	19444	1092	6142	333	48.385	2.334	141	0
4	3	KIP MOORE/Beer Money (MCA)	18794	956	5893	296	46.91	2.72	141	0
8	4	$\approx$ <b>ZAC BROWN BAND</b> /Goodbye In Her Eyes (Atlantic/Southern Ground) $\checkmark$	18638	2552	5839	808	46.068	6.392	141	0
9	5	GREG BATES/Did It For The Girl (Republic Nashville)	16074	1271	5134	477	39.559	1.994	139	1
10	6	ERIC CHURCH/Creepin' (EMI Nashville)	16063	1686	5121	518	38.411	4.272	141	0
11	7	RANDY HOUSER/How Country Feels (Stoney Creek)	15549	1430	4929	434	38.743	3.019	141	2
2	8	JAKE OWEN/The One That Got Away (RCA)	14992	-3933	4504	-1207	39.019	-8.738	141	0
12	9	BRAD PAISLEY/Southern Comfort Zone (Arista)	13706	754	4283	252	32.693	1.678	141	0
13	10	KENNY CHESNEY/El Cerrito Place (Blue Chair/Columbia)	13190	814	4086	314	31.507	1.877	141	0
15	11	GARY ALLAN/Every Storm (Runs Out Of Rain) (MCA)	12718	1265	3908	372	31.752	3.491	140	0
17	12		12518	1915	3897	638	29.963	3.867	140	2
14	13	TAYLOR SWIFT/Begin Again (Big Machine)	12478	361	3807	94	30.428	1.192	140	0
18	14	THE BAND PERRY/Better Dig Two (Republic Nashville)  ✓	12367	2148	3899	715	30.07	4.904	141	1
16	15	DIERKS BENTLEY/Tip It On Back (Capitol)	11494	871	3600	244	27.428	1.828	138	0
19	16	DARIUS RUCKER/True Believers (Capitol)	9557	178	3037	91	22.845	0.498	137	0
20	17	Capitol)	9544	240	3095	104	22.901	0.409	139	0
24	18	TIM MCGRAW/One Of Those Nights (Big Machine) 🗸	9123	1847	2865	600	21.001	4.749	140	4
23	19	HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN/RRP)	8438	1064	2611	290	20.218	3.934	140	2
6	20	RASCAL FLATTS/Come Wake Me Up (Big Machine)	8437	-8536	2639	-2626	20.391	-21.323	141	0
21	21	THOMAS RHETT/Beer With Jesus (Valory)	8341	539	2574	136	19.714	1.026	128	0
22	22	CASEY JAMES/Crying On A Suitcase (19/Columbia)	7905	328	2440	83	18.291	0.261	135	4
25	23	KACEY MUSGRAVES/Merry Go 'Round (Mercury)	7107	310	2109	133	15.431	0.172	132	2
30	24		6521	2343	2046	764	13.798	5.011	138	17
27	25	CHRIS CAGLE/Let There Be Cowgirls (Bigger Picture)	5986	442	1956	168	12.408	0.93	117	5

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



# CHECK OUT WHAT YOUR LISTENERS ARE SAYING ABOUT CRAIG CAMPBELL AND HIS NEW MUSIC...



#### THE TWEET SHEET



Torie LeVan @TorieLeVan

first album it's always on repeat!!

I think @craigcampbelltv should follow me.. #outtamyhead love your





Emily Veronie @Foxylady\_95

Outta My Head - Craig Campbell (:





		A CLASSICAL COLLEGE			I DI	/ 5!			G	1006
LW	TW	Artist/Title (Label)	otal Points	+/- Points	Total Plays	+/- Play	s Audience	+/- Aud	Stations	ADDS
28	26	ELI YOUNG BAND/Say Goodnight (Republic Nashville)	5220	540	1654	172	11.237	0.03	116	2
29	27	FAITH HILL/American Heart (Warner Bros./W.A.R.)	4923	734	1498	205	9.535	0.965	120	5
32	28	THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)	4692	1004	1577	369	9.83	2.861	120	4
31	29	MAGGIE ROSE/I Ain't Your Mama (RPME)	4168	329	1357	98	9.743	1.775	112	1
33	30	CHRIS YOUNG/I Can Take It From There (RCA)	3580	541	1174	184	7.871	1.964	108	4
34	31	GEORGE STRAIT/Give It All We Got Tonight (MCA)	3395	449	1148	158	7.087	0.366	94	9
37	32	TOBY KEITH/Hope On The Rocks (Show Dog-Universal)	3205	1004	1024	313	5.561	2.035	99	9
35	33	GLORIANA/Can't Shake You (Emblem/W.A.R.)	2759	225	957	73	4.441	0.273	95	3
<i>A</i> ÎRE	3OR	NE DUSTIN LYNCH/She Cranks My Tractor (Broken Bow)	2720	862	880	306	4.879	1.627	95	16
38	35	BRANTLEY GILBERT/More Than Miles (Valory)	2340	198	754	76	3.85	0.457	89	5
41	36	HAYDEN PANETTIERE/Telescope (Big Machine)	1991	261	612	62	3.665	0.461	69	6
42	37	CRAIG MORGAN/More Trucks Than Cars (Black River)	1702	255	635	91	2.708	0.365	66	7
43	38	SERROD NIEMANN/Only God Could Love You More (Sea Gayle/Arista)	1675	259	568	88	2.364	0.357	80	6
<i>A</i> ÎRE	BOR	NE LEE BRICE/I Drive Your Truck (Curb) DEBUT	1575	1014	525	368	2.786	1.644	84	30
45	40		1567	216	505	75	2.538	0.37	65	10
44	41	JANA KRAMER/Whiskey (Elektra Nashville/W.A.R.)	1518	108	470	70	2.404	0.037	59	6
47	42	THE FARM/Be Grateful (WMN/New Revolution)	1490	234	493	72	2.187	0.155	59	2
46	43	MONTGOMERY GENTRY/I'll Keep (Average Joe s/New Revolution)	1407	79	457	29	3.158	0.366	60	7
48	44	CRAIG CAMPBELL/Outta My Head (Bigger Picture)	1369	138	560	71	2.058	0.228	62	3
50	45	COVE AND THEFT/Runnin' Out Of Air (RCA)	1152	147	380	64	1.331	0.061	52	5
49	46	South TURNER/Find Me A Baby (MCA)	1111	57	445	30	1.609	0.133	59	2
D <mark>ebu</mark>	ıt 47	BLAKE SHELTON f/M. LAMBERT/Jingle Bell Rock (Warner Bros./WMN)	1101	513	316	150	3.443	1.802	7	5
Debu	ıt 48	BRETT ELDREDGE/Don't Ya (Atlantic/WMN)	1038	97	358	24	1.674	0.252	43	2
D <mark>ebu</mark>	ıt 49	KIX BROOKS/Moonshine Road (Arista)	894	415	364	166	1.899	0.647	11	1
Debu	ut 50	UNCLE KRACKER/Nobody's Sad On (EMI Nashville/Sugar Hill)	799	74	249	33	1.247	0.177	36	1

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

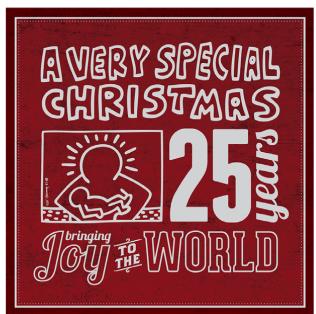




BIG MACHINE RECORDS & SPECIAL OLYMPICS

ARE JOINING FORCES TO CELEBRATE THE

# 25<sup>th</sup>ANNIVERSARY of



# HOLIDAY SONGS benefitting SPECIAL OLYMPICS

TRAIN · JEWEL · MICHAEL BUBLE · RASCAL FLATTS · CHEAP TRICK · CHRISTINA AGUILERA · ONE REPUBLIC · MARTINA MCBRIDE · DAVE MATTHEWS · VINCE GILL · AMY GRANT · JASON MRAZ · JORDIN SPARKS · FRANCESCA BATTISTELLI WONDER GIRLS · GRAYSON SANDERS AND JONO, FEATURING LAURIANA MAE

FEATURING THE LEAD SINGLE FROM TRAIN "JOY TO THE WORLD"

CLICK HERE TO SIGN UP FOR SPECIAL OLYMPICS
CHRISTMAS RADIO SPECIALS









MI	MUIAID	AND	
Adds	;	Activator Top Point Gainers	
30		CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)	1893 🏏
17		THE BAND PERRY/Better Dig Two (Republic Nashville)	1866 🗸
16			1742 🗸
		. 1 (	1628
-		, , , , , , , , , , , , , , , , , , , ,	•
			1375 🗸
		JASON ALDEAN/The Only Way I Know (Broken Bow)	1316
		TIM MCGRAW/One Of Those Nights (Big Machine)	1240
,		KIX BROOKS/Moonshine Road (Arista)	1219
		GARY ALLAN/Every Storm (Runs Out Of Rain) (MCA)	1044
		BRAD PAISLEY/Southern Comfort Zone (Arista)	1030
		Activator Top Spin Gainers	
0550		CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)	365
,	<i>V</i>		360
			330
	· •	, , , ,	1) 2/3 271
	V	, ,	266
		- ,	
			246
			235
		,	205
1092			204
		Country Aircheck Top Recurrents	Points
nd) 80	8(	<b>LUKE BRYAN</b> /Kiss Tomorrow Goodbye (Capitol)	14860
76	64	LEE BRICE/Hard To Love (Curb)	9983
71	15	CARRIE UNDERWOOD/Blown Away (19/Arista)	9084
63	88	MIRANDA LAMBERT/Fastest Girl In Town (RCA)	9043
60	00	JASON ALDEAN/Take A Little Ride (Broken Bow)	7380
51	18		7074
47	77	LOVE AND THEFT/Angel Eyes (RCA)	5723
43	34	EASTON CORBIN/Lovin' You Is Fun (Mercury)	5229
37	72	LITTLE BIG TOWN/Pontoon (Capitol)	4909
36	59	ERIC CHURCH/Springsteen (EMI Nashville)	4884
	Adds 30 17 16 10 9 8 7 6 6 6 10 2552 2343 2148 1915 1847 1686 1430 1271 1265 1092 and) 80 76 63 60 51 43 43 37	Adds 30 17 16 10 9 8 7 7 6 6 0 2552 2343 2148 1915 1847 1686 1430 1271 1265 1092	Adds Activator Top Point Gainers  CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)  THE BAND PERRY/Better Dig Two (Republic Nashville)  ERIC CHURCH/Creepin' (EMI Nashville)  GREG BATES/Did It For The Girl (Republic Nashville)  BASON ALDEAN/The Only Way I Know (Broken Bow)  TIM MCGRAW/One Of Those Nights (Big Machine)  KIX BROOKS/Moonshine Road (Arista)  GARY ALLAN/Every Storm (Runs Out Of Rain) (MCA)  BRAD PAISLEY/Southern Comfort Zone (Arista)  Activator Top Spin Gainers  CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista)  THE BAND PERRY/Better Dig Two (Republic Nashville)  ERIC CHURCH/Creepin' (EMI Nashville)  ZAC BROWN BAND/Goodbye In Her Eyes (Atlantic/Southern Ground KIX BROOKS/Moonshine Road (Arista)  ACTIVATOR ON THE BAND PERRY/Better Dig Two (Republic Nashville)  KIX BROOKS/Moonshine Road (Arista)  JASON ALDEAN/The Only Way I Know (Broken Bow)  TIM MCGRAW/One Of Those Nights (Big Machine)  BRAD PAISLEY/Southern Comfort Zone (Arista)  GARY ALLAN/Every Storm (Runs Out Of Rain) (MCA)  COUNTRY Aircheck Top Recurrents  LUKE BRYAN/Kiss Tomorrow Goodbye (Capitol)  LEE BRICE/Hard To Love (Curb)  CARRIE UNDERWOOD/Blown Away (19/Arista)  MIRANDA LAMBERT/Fastest Girl In Town (RCA)  JASON ALDEAN/Take A Little Ride (Broken Bow)  HUNTER HAYES/Wanted (Atlantic/WMN)  LOVE AND THEFT/Angel Eyes (RCA)  EASTON CORBIN/Lovin' You Is Fun (Mercury)  LITTLE BIG TOWN/Pontoon (Capitol)





#### **Country Aircheck Activity**

#### LOVE AND THEFT/Runnin' Out Of Air (RCA)

Moves 50-45\*

1,152 points, 380 spins

5 adds: KRTY, WSOC\*, WUSH, WWGR, WWKA\*

#### JOSH TURNER/Find Me A Baby (MCA)

Moves 49-46\*

1,111 points, 445 spins

2 adds: KMDL\*, KYGO

#### **BLAKE SHELTON f/M. Lambert/Jingle Bell Rock** (Warner Bros./WMN)

Debuts at 47\*

1,101 points, 316 spins

5 adds: WKLB\*, WQYK\*, WXBQ\*, WXTU\*, WZZK\*

#### BRETT ELDREDGE/Don't Ya (Atlantic/WMN)

Debuts at 48\*

1,038 points, 358 spins 2 adds: WQHK, WWYZ

#### KIX BROOKS/Moonshine Road (Arista)

Debuts at 49\*

894 points, 364 spins

1 add: WTGE

#### UNCLE KRACKER/Nobody's Sad On A Saturday ... (Sugar Hill/Vanguard/EMI Nashville)

Debuts at 50\*

799 points, 249 spins

1 add: KKIX

#### COLT FORD w/JAKE OWEN/Back (Average Joes)

760 points, 267 spins;

No adds

Aircheck Activity includes the top 15 songs that rank 45-50 on this week's chart or are those that are not charted and have a minimum of 300 airplay points and have shown growth in two of the past three weeks. (\* indicates auto adds)

#### ADD DATES

#### **DECEMBER 17**

THE HENNINGSENS/American Beautiful (Arista)

**LEANN RIMES/**Borrowed (Curb)

AUSTIN WEBB/It's All Good (Streamsound)

RASCAL FLATTS/Changed (Big Machine)

#### **TANUARY 7**

None listed

#### **TANUARY 14**

EASTON CORBIN/All Over The Road (Mercury)

#### F O ADD

#### CMT

BLAKE SHELTON/Let It Snow! Let It Snow! Let It Snow! (Warner Bros./WMN)

HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN) LADY ANTEBELLUM/A Holly Jolly Christmas (Capitol)

MARTINA MCBRIDE/Please Come Home For Christmas (Republic Nashville)

PHIL VASSAR/Santa's Gone Hollywood (Rodeowave) RASCAL FLATTS/Changed (Live) (Big Machine)

SCOTTY MCCREERY/Christmas Comin' Round Again (19/Interscope/Mercury)

#### **CMT PURE**

HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN)
JB AND THE MOONSHINE BAND/Kiss Me That Way (Average Joes)

#### GAC

**ZAC BROWN BAND**/Goodbye In Her Eyes (Atlantic/Southern Ground) HUNTER HAYES/Someody's Heartbreak (ATLANTIC/WMN)
RASCAL FLATTS/Changed (Big Machine) KIX BROOKS/Moonshine Road (Arista)

#### THE COUNTRY NETWORK

LEE BRICE/I Drive Your Truck (Curb)
THE BAND PERRY/Better Dig Two (Republic Nashville)
TOBY KEITH/Hope On The Rocks (Show Dog-Universal)

GARY ALLAN/Every Storm (Runs Out Of Rain)
PHOENIX STONE/100 Proof (Stonehall/Nine North)

AARON LEWIS/Forever (Blaster)

STEELE/Private Road (GT)

JEFFREY JAMES SUTHERLAND/The Ride IS Over (Home Run)

CHRIS CAVANAUGH/Country As I Wanna Be (Topper) LISA MATASSA/Somebody's Baby (It Is What It Is) NORA COLLINS/Dimples Filled With Lies (Nora Collins)

BLAKE SHELTON/Let It Snow! Let It Snow! Let It Snow! (Warner Bros.) SCOTTY MCCREERY/Christmas Comin' Round Again (Mercury)

JAIDA DREYER/I Saw Mommy Kissing Santa Clause (Streamsound)





134/	TIM	Austra (Title (Lebel))	TW Deline	. / Dainta	TW Discour	. / Dl-
LW 1	TW 1	Artist/Title (Label)  ELOPIDA GEORGIA LINE/Cruise (Popullis Neshville)	TW Points 15544	+/- Points -399	TW Plays 3063	+/- Plays -83
2	=	FLORIDA GEORGIA LINE/Cruise (Republic Nashville) 2nd Week at No. 1	14241	634	2796	120
		KIP MOORE/Beer Money (MCA)				
5		ZAC BROWN BAND/Goodbye In Her Eyes (Atlantic/Southern Ground)	13947	1628	2744	273
4		JUSTIN MOORE/Til My Last Day (Valory)	13500	611	2639	116
7		GREG BATES/Did It For The Girl (Republic Nashville) ✓	13154	1375	2623	271
10		ERIC CHURCH/Creepin' (EMI Nashville)	12776	1742	2573	330
12		BRAD PAISLEY/Southern Comfort Zone (Arista)	10891	1030	2154	205
11		KENNY CHESNEY/El Cerrito Place (Blue Chair/Columbia)	10544	464	2151	113
13	9 🥏	RANDY HOUSER/How Country Feels (Stoney Creek)	9681	993	1843	198
16	10 🥏	THE BAND PERRY/Better Dig Two (Republic Nashville) ✓	9591	1866	1903	360
14	11 🥱	TAYLOR SWIFT/Begin Again (Big Machine)	8847	237	1793	35
17	12 🥏	GARY ALLAN/Every Storm (Runs Out Of Rain) (MCA)	8702	1044	1687	204
20	13 🥏	JASON ALDEAN/The Only Way I Know (Broken Bow)	8678	1316	1712	246
19	14 🥏	DIERKS BENTLEY/Tip It On Back (Capitol)	8428	948	1673	197
18	15 🥏	LITTLE BIG TOWN/Tornado (Capitol)	7715	187	1492	11
15	16	DARIUS RUCKER/True Believers (Capitol)	7485	-538	1480	-85
6	17	RASCAL FLATTS/Come Wake Me Up (Big Machine)	7242	-4902	1422	-947
21	18 🥏	HUNTER HAYES/Somebody's Heartbreak (Atlantic/WMN)	6386	833	1287	157
23	19 🥏	TIM MCGRAW/One Of Those Nights (Big Machine)	6200	1240	1222	235
22	20 🥏	THOMAS RHETT/Beer With Jesus (Valory)	5767	301	1065	47
25	21 🥏	CASEY JAMES/Crying On A Suitcase (19/Columbia)	4941	611	958	148
31	22 🥏	CARRIE UNDERWOOD/Two Black Cadillacs (19/Arista) ✓	4589	1893	915	365
24	23 🥏	KACEY MUSGRAVES/Merry Go 'Round (Mercury)	4523	185	862	32
26	24 🥏	ELI YOUNG BAND/Say Goodnight (Republic Nashville)	4205	457	804	67
27		FAITH HILL/American Heart (Warner Bros./W.A.R.)	4200	455	804	90
28	26 @	THOMPSON SQUARE/If I Didn't Have You (Stoney Creek)	3974	838	738	160
29	•	GEORGE STRAIT/Give It All We Got Tonight (MCA)	3476	436	686	87
33	•	TOBY KEITH/Hope On The Rocks (Show Dog-Universal)	3424	955	669	166
30	•	CHRIS YOUNG/I Can Take It From There (RCA)	3051	128	622	31
32	•	CHRIS CAGLE/Let There Be Cowgirls (Bigger Picture)	2966	349	561	61
32	30 ′ <u>~</u>	CITALS CACELY Let There be Cowglins (bigger Fictore)	2700	J <b>4</b> 7	301	01

©2012 Country Aircheck™ — All rights reserved. ✔=Top 5 point gainers. Sign up free at www.countryaircheck.com





LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
40	31	KIX BROOKS/Moonshine Road (Arista)	2418	1219	527	266
39	32	KELLY CLARKSON f/VINCE GILL/Don't Rush (19/RCA/Columbia)	1931	585	380	101
44	33	DUSTIN LYNCH/She Cranks My Tractor (Broken Bow)	1743	811	324	154
37	34	BRANTLEY GILBERT/More Than Miles (Valory)	1634	198	317	36
35	35	GLORIANA/Can't Shake You (Emblem/W.A.R.)	1581	5	317	11
36	36	MAGGIE ROSE/I Ain't Your Mama (RPME)	1576	107	279	24
46	37	EEE BRICE/I Drive Your Truck (Curb)	1517	740	312	150
38	38	S JOSH TURNER/Find Me A Baby (MCA)	1389	19	269	9
41	39	CRAIG MORGAN/More Trucks Than Cars (Black River)	1217	170	223	43
42	40	HAYDEN PANETTIERE/Telescope (Big Machine)	1028	36	237	2
45	41	Sea Gayle/Arista)	942	136	173	21
48	42		695	199	112	31
58	43	BLAKE SHELTON f/MIRANDA LAMBERT/Jingle Bell Rock (Warner Bros./WMN)	560	314	107	62
49	44	CRAIG CAMPBELL/Outta My Head (Bigger Picture)	491	42	105	12
50	45	THE FARM/Be Grateful (WMN/New Revolution)	418	34	60	4
56	46	SARAH DARLING/Home To Me (Black River)	374	68	103	22
51	47	COVE AND THEFT/Runnin' Out Of Air (RCA)	363	10	105	10
52	48	BRETT ELDREDGE/Don't Ya (Atlantic/WMN)	360	19	58	0
59	49	CUNCLE KRACKER/Nobody's Sad On A Saturday (Sugar Hill/EMI Nashville)	333	93	64	17
Debut	50	<b>LADY ANTEBELLUM</b> /A Holly Jolly Christmas (Capitol)	329	206	59	32
Debut	51	COLT FORD WITH JAKE OWEN/Back (Average Joes)	315	-199	57	-36
60	52	AARON LEWIS/Forever (Blaster)	310	105	49	17
55	53	JOHN MAISON/Love Is A Trip (Big High Five)	307	-7	56	-1
53	54	HIGH VALLEY/Love You For A Long Time (Eaglemont/Rodeowave)	264	-60	80	-11
<b>Debut</b>	55	SWEETWATER RAIN/Starshine (Curb)	213	57	45	11
Debut	56	BLAKE SHELTON f/MICHAEL BUBLE/Home (Christmas) (Warner Bros./WMN)	173	107	32	18
D <mark>ebut</mark>	57	BLAKE SHELTON f/PISTOL ANNIES/Blue Christmas (Warner Bros./WMN)	156	68	21	6
Debut	58		147	73	28	10
<b>Debut</b>	59	BILL GENTRY/Hell And Half Of Georgia (Tenacity)	144	63	19	6
Debut	60	LADY ANTEBELLUM/Christmas Baby (Please Come) (Capitol Nashville)	118	99	18	15

©2012 Country Aircheck $^{\mathtt{m}}$  — All rights reserved.  $\checkmark$ =Top 5 point gainers. Sign up free at www.countryaircheck.com

