

# COUNTRY AIRCHECK

ISSUE 50

MUSIC EDITION

AUGUST 6, 2007

For Your First Fall Smash and Their Next Hit... See Page 7

“Once A Woman” (Gets A Hold Of Your Heart)

HEARTLAND



## Country Scores High For “New Influentials”

The latest Bridge Ratings Industry Report examines the marketing impact of folks it calls “The New Influentials.” According to the BRIR, these are “...a group of very active consumers involved in ‘conversation marketing,’ where word of mouth is becoming a significant power in spreading dialog with customers, listeners and viewers.” The BRIR adds that it’s important to “...create a conversation with your consumers in which useful information is exchanged so that both parties benefit from the relationship.”



When thinking about these “New Influentials,” think P1s on steroids. “We’ve been talking to listeners of all ages, all format preferences and all geographies,” said Bridge Ratings’ President **Dave Van Dyke**. “And as with most consumer products, radio, too, has consumers who are far more active than what we’ve known to be called P1 – or Preference 1 listeners. P1’s are radio’s most devout heavy listeners, but there is a much more passionate group we call ‘The New Influentials’ who are even more important.”

(continued on page 5)

## CRB Artist Humanitarian Noms

CRB is now accepting applications for the 2007 Artist Humanitarian Award which will be presented

at the opening ceremonies of CRS-39 next March. To be considered, submit presentations detailing artist’s humanitarian activities to CRB, Inc., 819 19th Ave S, Nashville, 37203.

## MPA’s Paradigm Shift

**Monterey Peninsula Artists and Little Big Man Booking** will take the name of their parent company, **Paradigm**, on Aug. 13. Paradigm acquired the companies in January, 2005 and September, 2006, respectively. **Curt Motley** will head Paradigm Music’s Nashville division, which represents **Toby Keith, Montgomery Gentry** and **Jack Ingram** among others.

Current email addresses will work for up to a year, but new emails will be formatted *first initial-last name@paradigmagency.com*. Paradigm’s other offices are in Monterey, CA, Beverly Hills and New York, with Dave Matthews Band, Coldplay, Black Eyed Peas, Avril Lavigne, Fergie and The Fray among the company’s many clients.

## CMAMF Ratings Slide

Viewership for ABC’s **CMA Music Festival** prime time special was down for the third straight year. *Country’s Night To Rock* aired July 23 across two of the network’s three hours of evening programming (9-11pm ET). According to Fast National ratings from [zap2it.com](http://zap2it.com), ABC placed third for the night overall with a 4.1/7 rating/share. FOX won the night this year with a 5.2/9 on the strength of

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ANOTHER SUCCESSFUL SONG FOR COUNTRY RADIO FROM 2007'S BEST SELLING DEBUT COUNTRY ARTIST...

**BUCKY COVINGTON**

“A DIFFERENT WORLD”

CA / MB: 5

1.1 MILLION AUDIENCE IMPRESSION INCREASE!

CONVERTED TO HEAVY @ WKSJ, WKCQ, KVOO, WQYK, KATM, WOKQ, WCTQ, KTEX, WGNE, WTQR, WSSL, WSOC





# Mark Chesnutt

*Rollin' With The Flow*

**CA ACTIVATOR: DEBUT **60**  
ONE WEEK EARLY!**

**GOING FOR ADDS MONDAY, 8/13**

**EARLY ROLLERS: KPLX, KKNG, KFTX, KAGG,  
KEAN, KGKL, KOUL, KRRV, KYKR, WFRG,  
WORB, WRSF, WTCM, WTRS & WXTA!**

**[CLICK HERE TO PREVIEW](#)**

"Mark Chesnutt nails this song! He's one of the best pure singers ever. I literally got goosebumps the first time I heard the record. I can't stop listening to it!"

- John Sebastian, PD, *The Wolf/Dallas*

"Mark Chesnutt has a home run...already number one in requests... moved to medium."

- Dr. Bruce Nelson, *KFTX/Corpus Christi*

"Mark makes this classic sound fresh and new again...what a great record!"

- Kevin Christopher, *Tyler Media, Operations Director*

"Mark's remake of the 1977 Charlie Rich oldie is flawless. He remains one of our very finest vocal stylists. I can't say enough good things about this guy's talent. I'll always be in his corner."

- Robert K. Oermann, *Music Row*

"Mark Chesnutt's 'Rollin' With the Flow' is going to be huge...we tested it on 'New Tune at Two' - 100% positive...they said play it."

- Doris Day, *KXIA*





strong ratings for *Are You Smarter Than A 5th Grader* and *Hell's Kitchen*.

In 2006, ABC placed third with a 4.4/8 following a 4.9/8 in 2005 and a 6.1/11 in 2004, when the show was on CBS. Among Persons 18-49, the only cell for which we have a breakout, the 2007 show earned a 1.9 rating, steadily down from a 2.6 in 2004, 2.4 in 2005 and 2.1 last year.

### Industry News

**Tamiko Fletcher** has been hired as ABC Radio Network's Dir./Marketing, Most recently with Clear Channel/Cleveland, Fletcher reports to ABC VP/Marketing & Comm. **Omar Thompson**. She'll be based in Dallas and can be reached at [tamiko.fletcher@citcomm.com](mailto:tamiko.fletcher@citcomm.com).



RUSTY HARMON

Raleigh, NC-based MTM Management has opened a Nashville office at 1226 17<sup>th</sup> Ave S, Suite 3, Nashville 37203. Reach MTM President **Rusty Harmon** at [rustyharmon@mtmfirm.com](mailto:rustyharmon@mtmfirm.com) or 919-606-6101.

### Gig Alerts

- Those interested in the PD opening at **Entercom's KKWF/Seattle** should contact MM **Jerry McKenna** at 1820 Eastlake Ave. E., Seattle, WA 98102
- **WTNR/Grand Rapids, MI PD Steve Stewart** is searching for a midday personality. Send A&R's to him [steve.stewart@citcomm.com](mailto:steve.stewart@citcomm.com).

### Chart Chat

**Carrie Underwood's** new single "So Small" exploded onto this week's **Country Aircheck** Top 50, debuting at No. 25. That makes it the highest debuting single of 2007. And, the 94 adds garnered today by Arista/Nashville VP/Promotion **Skip Bishop**, Dir./National Promotion **Bryan Frasher** and the entire Arista team makes it the No. 1 *Aircheck Add* week of the year, as well.

### DATE CHECK

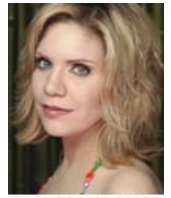
<b>August 18 –</b>	<b>Belmont University Presents "Nashville Celebrates Elvis"</b> Ryman Auditorium
<b>August 22 –</b>	<b>Voting on second CMA Awards Ballot Closes</b>
<b>August 23 –</b>	<b>SOURCE Foundation Awards</b> Musicians Hall of Fame <b>"Dungan Takes Demonbreun" Capitol Pub Crawl</b> Demonbreun Street
<b>September 6 –</b>	<b>Roy Acuff Street Block Party</b>

The previous high-debut of 2007 belonged to Rascal Flatts' "Take Me There," which premiered on the July 9 CA chart at No. 29 with 86 adds.

Interestingly, the two previous high-water markets also came in August. **Keith Urban's** "Once In A Lifetime" debuted at No. 23 with 113 adds on Aug. 21, 2006 while **Gretchen Wilson's** "All Jacked Up" bowed at No. 24 with 105 adds on Aug. 2, 2005.

### Krauss Records Album With Robert Plant

Rounder will release *Raising Sand*, an album by rock legend **Robert Plant** and **Alison Krauss**, on October 23. Produced by **T Bone Burnett**, the record was recorded in Nashville and Los Angeles and features songs written by **Tom Waits, Mel Tillis, Townes Van Zandt, Doc Watson** and **The Everly Brothers**. The two artists first connected seven years ago when Plant called Krauss to tell her he'd like to work with her. A few years later he invited her to perform with him at a tribute to Leadbelly at the Rock Hall of Fame.




ALISON KRAUSS




ROBERT PLANT

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**READ THIS!**  
**Testing Through the Roof!**  
**Mediabase Callout:**  
**#3 Overall #4 Females Overall**  
**#2 Males Overall #1 Persons 35 to 44**  
**"If You're Reading This"**  
**Tim McGraw**  
**RR: 16 to 15 +2.2 mil aud. AC/MB: 20 to 18 +160**



**ALL ABOARD!**  
 We've got a first class seat reserved for you!

**Destination: POWER ROTATION**

**"Nowhere Than Somewhere"**

Click To View The Video



Your Seat Here

WYCD

WUBL

WKLB

KKWF

KNIX

KSD

WDSY

KWJJ

KBEQ

KSOP

KUBL

KCYE

WMIL

KMLE

WFMS

WKDF

KRTY

WCTK

WBEE

KTEX

WBCT

WTNR

WGGY

KBQI

KRST

WIVK

WCAT

WTRS

WRNS

KDRK

KIXZ

KATC

KJUG

WGTY

WQHK

KIZN

WOKQ

WITL

WXBM

WFBE

WPUR

WFRE

WTQR

KKNG



www.ShowDogNashville.com

**BIRTHDAYS**

**TUESDAY (8/7)** - Rodney Crowell, Raul Malo (The Mavericks), Michael Peterson, B.J. Thomas, Greg Carmichael, Charlie Cook ([charlie.cook@cumulus.com](mailto:charlie.cook@cumulus.com)), Kirt Webster ([kirt@websterpr.com](mailto:kirt@websterpr.com))

**WEDNESDAY (8/8)** - Phil Baisley (Statler Bros.), Jamie O'Hara, the late Webb Pierce, Mel Tillis, Mark Wills, Michael Johnson, Stephanie Maynard, Greg McCarn ([greg.mccarn@disney.com](mailto:greg.mccarn@disney.com)), Heidi Tieslau

**THURSDAY (8/9)** - the late Merle Kilgore, Teresa Russell, Diane Williams

**FRIDAY (8/10)** - Jimmy Dean, Gene Johnson (Diamond Rio), Bob Burwell, Jerry Crutchfield ([jcrutch@crutchfieldmusic.com](mailto:jcrutch@crutchfieldmusic.com))

**SATURDAY (8/11)** - John Conlee, Joe Casey, Eddie Pirtle

**SUNDAY (8/12)** - the late Buck Owens, Danny Shirley (Confederate Railroad), Porter Wagoner, Gary Greenberg ([garygreenberg@sbcglobal.net](mailto:garygreenberg@sbcglobal.net)), Laura LiPuma-Nash, Brooke Sommer, Marty Fitzpatrick ([marty.fitzpatrick@xmradio.com](mailto:marty.fitzpatrick@xmradio.com))

**MONDAY (8/13)** - Andy Griggs, Bill Kennedy ([bill.kennedy@emicap.com](mailto:bill.kennedy@emicap.com))

**Frasher Raises His Q Factor**

Kudos to Arista/Nashville Director/National Promotion **Bryan Frasher** for winning the "Anything Goes" category at the Williamson County (TN) Fair Barbecue Cook-off.



BRYAN FRASHER

Frasher whipped up jalapeno-stuffed BBQ shrimp wrapped in bacon and took home some serious bling and a check for \$500. Not bad for a first effort by someone who doesn't cook.

**Artist News**

**Vince Gill's** annual Vinny Pro-Celebrity Invitational will be held August 12 and 13 at the Nashville Golf & Athletic Club in Brentwood, TN.

Warner Bros.' **Blake Shelton** interview and live performance for *AT&T Blue Room* will launch tomorrow (8/7) at [attblueroom.com/music](http://attblueroom.com/music). He also recently participated in a live AOL Instant Messenger interview as part of AOL Music. Read it at [music.aol.com/artists/aim-celebrity-interview/blake-shelton](http://music.aol.com/artists/aim-celebrity-interview/blake-shelton).

The Tenth Annual Buds 'n' Suds Love Boat Tour will kick-off with a concert at Nashville's Mercy Lounge August 21. The event, hosted by WKDF/Nashville's **Becca Walls** and **Bud Ford**, will feature performances by **Lee Brice, Mary Green, Randy Houser, Matt Jenkins, Jerrod Niemann, Kylie Sackley** and **Billy Joe Shaver**. The annual canoe trip will take place August 25 at Henry Horton State Park.

**Jace Everett** will embark on a 15-city tour of the United Kingdom in September.

Capitol's **Trace Adkins** has penned a book to be released October 23 through Villard Books, an imprint of



Random House Publishing. *A Personal Stand: Observations and Opinions of a Freethinking Roughneck* offers his own thoughts and views on an array of current events.

Midas' **Whiskey Falls** has partnered with the American Tailgater's Association to headline shows at tailgating events at major sporting events across the country. The band just finished the NHRA Tailgating Tour and will kick off the Fall Tailgating Tour with NFL and NCAA football games.

**Jennifer Hanson** is featured on the cover of the "Hot Issue" of *Nashville Lifestyles* magazine. She's named as the "Hottest Country Artist." The issue is now available at newsstands.

**Clint Black** will kick off his Up Close & Personal Tour August 23 with a two-night stand in Cerritos, CA. The tour will run through November and hit more than 40 cities. Equity's **Laura Bryna** will open select dates. Info at [www.clintblack.com](http://www.clintblack.com).

## Influence Peddling (continued from page 1)

We call this to your attention because the study also shows that Country has one of the highest compositions of these "New Influentials." It shows 11.4% of the Country listener base consists of these "NI's." That's behind only Satellite Radio (12.8%) and Internet Radio (12.1%). By comparison, News/Talk is 7.3%, AC is 8.4%, CHR is 9.4%, Oldies is 9.6%, and Urban 10.5%.

Country's high percentage of "NI's" among its audience is interesting, since conventional wisdom says that "conversation marketing" and, indeed, peer-to-peer networks as a whole, are most effective among the young. But Country's high percentage of "NI's" shows strong potential for viral-type marketing.

When it comes to the value of peer networks, the BRIR report states, "[they] have become so important that this life-group will trust the advice of a total stranger over that of a professional marketer." The BRIR goes on to say that trusted sources of information and opinion among

## TUBE CHECK

**TUESDAY (8/7)** – Sugarland, Big & Rich, Sara Evans, *Summerfest* (CMT); Kenny Chesney, *Greatest Moments* (CMT); Brad Paisley, *Hannity & Colmes* (FOX NEWS).

**WEDNESDAY (8/8)** – Johnny Cash, *60 Minutes Uncut* (CMT).

**THURSDAY (8/9)** – Garth Brooks, Trisha Yearwood, *Oprah* (syndicated); Terri Clark, Luke Bryan, *Riverfront Concert* (GAC).

**FRIDAY (8/10)** – Clay Walker, *Last Call with Carson Daly* (NBC); Sara Evans, *Big Break* (CMT).

**SATURDAY (8/11)** – Alison Krauss, Brad Paisley, James Taylor, John Waite, *A Hundred Miles Or More* (GAC); Dolly Parton, Patty Loveless, Marty Stuart, Porter Wagoner, *Grand Ole Opry Live* (GAC).

**SUNDAY (8/12)** – Charlie Louvin, *Master Series* (GAC); Keith Urban, *Stage Left* (GAC).

**MONDAY (8/13)** – Hank Williams Jr., *Summerfest* (CMT).

Americans has changed somewhat over time. Comparing the current BRIR to one conducted 10 years ago by the University of Massachusetts in which people were asked to "rate on a scale of 1-10 the sources of information you most trust," it shows "Strangers with experience" jumped as a "Trusted Source of Information" while most other "mass media" categories were down. "Newspapers/Magazines" fell 8.1-6.1, "Advertising" was off 3.3-2.2, TV News Reporters were down 7.5-5.2 and – horror of horrors – "Favorite Radio Personality" declined 6.8-5.5.

Given Country's high percentage of listeners who aren't afraid to go out and preach the gospel, one has to wonder if this format – both radio and the music industry – are doing enough to take advantage of these "NI's." Doing this, especially for an industry steeped in its ways, may require some new thinking. As the BRIR notes, "Conversation marketing, which keys in on these

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**JEREMY McCOMB**  
FIRST SINGLE FROM HIS DEBUT ALBUM!  
**"WAGON WHEEL"**  
ALREADY ROLLING AT  
KDRK, KIXZ, AND KOUL

**"VERY LISTENABLE. HE HAS VOCAL POISE AND CONFIDENCE AND THE PICKING IS OUTSTANDING. BOPPING AND BEGUILING."**  
- ROBERT K. OERMANN, MUSIC ROW MAGAZINE




PARALLEL RECORDS C O 5

JEREMYMCCOMB.COM | MYSPACE.COM/JEREMYMCCOMB

**CHECK OUT**

**Upcoming releases:**

- August 14      **Luke Bryan** *I'll Stay Me* (Capitol)  
**Halfway To Hazard** *Halfway To Hazard*  
(Stylesonic/Mercury)
- August 21      **Katie Armiger** *Katie Armiger* (Cold River/  
Quarterback)  
**Joe Nichols** *Real Things* (Universal South)  
**Travis Tritt** *The Storm* (Category 5)
- September 11      **Kenny Chesney** *Just Who I Am: Poets &  
Pirates* (BNA)  
**Flynnville Train** *Flynnville Train*  
(Show Dog)
- September 18      **Reba McEntire** *Reba Duets* (MCA)
- September 25      **Rascal Flatts** *Still Feels Good* (Lyric Street)  
**Whiskey Falls** *Whiskey Falls* (Midas)  
**Mark Wills** *Familiar Stranger* (Equity)
- August 28      **Crystal Gayle** *Greatest Hits* (Capitol)
- October 2      **Various Artists** *Songs 4 Worship: Country*  
(Time Life)  
**Phil Vassar** *Prayer Of A Common Man*  
(Universal South)  
**Brooks & Dunn** *Cowboy Town* (Arista)
- October 9      **Van Zant** *My Kind Of Country* (Columbia)

Album release info to [news@countryaircheck.com](mailto:news@countryaircheck.com)

The study also notes, "Conversation marketing is becoming more crucial to reaching young consumers and addressing changing customer preference. That's because traditional mass media is being replaced by networks of individual and small-group influentials. Ninety-three percent of those questioned in a new Bridge Ratings report said they were moved to take some sort of action by word-of-mouth influence."

With its high percentage of "New Influentials," Country should be able to move the needle for both radio and music sales. Big Machine and Taylor Swift have certainly proven that a strong "conversation marketing" campaign powered by MySpace and other internet portals – plus, a couple of hit records, of course – can equate to big record sales. Speaking to radio, Van Dyke says that courting these "NI's" and marketing to them heavily can pay off. "If you play your cards right, not only will they listen to you longer and more often, but they'll be your most important advocates both on-line and off."

Read more about the BRIR at [www.bridgeratings.com](http://www.bridgeratings.com) or by clicking [here](#).

- **Lon Helton**, [lon@countryaircheck.com](mailto:lon@countryaircheck.com)

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(615) 320-1450

'New Influentials,' requires a completely different set of skills than those which have dominated the marketing profession for the last two generations. It means throwing out the spreadsheets and mailing lists. It means that 'reach,' 'frequency,' 'cume,' 'average quarter hour' and 'impressions' no longer relate to the real world's consumer structure." (*Hmmm. Sounds like a line that could be taken from an Arbitron PPM primer. Ed.*)



LON HELTON



CHUCK ALY



STEPHANIE KESHE

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**Travis Tritt**  
"YOU NEVER TAKE ME DANCING"  
#7 OVERALL RESEARCHING CURRENT AT WGAR (SPIN LEADER) "GREAT PHONES AND RESEARCH... THIS SONG SMOKES!"  
-BRIAN JENNINGS WGAR  
R&R COUNTRY CALLOUT #22 OVERALL  
MEDIABASE NATIONAL CALLOUT #23 OVERALL  
NEW THIS WEEK  
KSD, WQMX  
KZSN, WEZL  
the **STORM**  
IN STORES **AUGUST 21ST**  
Category 5 RECORDS  
QUANTUM



### Spring Arbitron No. 1s: KASE, WYRK, WFMS, WQIK, WAMZ, WGH, WWKA, WBEE, KMPS and KWEN

Here's our weekly overview of how Country stations have fared in the Spring 2007 Arbitrons released since last week, along with a cumulative scorecard on how the Country outlets listed here thus far have fared. For scorecard purposes, the only ratings/rankings included in the box score will be those from the station's home market. With a few exceptions, only stations achieving at least a 1.0 share are included. Legend: A "+" indicates a Classic Country outlet, a "^" designates Country stations in the same market owned by a single operator and an "\*" indicates a tie.

Station/City	12+ Share Last ARB	12+ Share Sp '07	12+ Rank Last ARB	12+ Rank Sp '07
WKHX/Atlanta^	3.1	4.6	10*	4
WUBL/Atlanta	2.0	2.5	19	14
WYAY/Atlanta^	2.3	1.9	17	19*
KASE/Austin^	6.0	6.7	2	1
KVET/Austin^	5.6	6.2	3*	2
WZZK/Birmingham^	7.7	8.1	3	3
WDXB/Birmingham	5.9	4.6	4	6
WNCB/Birmingham^	2.1	2.0	15*	14
WYRK/Buffalo	9.9	11.5	1*	1
WXRL-AM/Buffalo	1.1	1.0	17*	17
WECK-AM/Buffalo+	1.1	.8	17*	20*
WSOC/Charlotte	5.8	6.3	3	2
WKKT/Charlotte	5.7	4.8	4	5
KATC/Colorado Springs, CO	5.8	5.6	4*	5*
KCCY/Colorado Springs, CO	5.7	5.5	6	8
WCOL/Columbus	7.8	7.2	1	2
WHOK/Dayton (Columbus Arbitron)	3.4	3.4	11*	11
WCLT/Dayton (Columbus Arbitron)	1.5	2.5	18*	14
KSCS/Dallas^	3.9	3.2	5	8
KPLX/Dallas	2.9	2.9	10*	10*
KTYS/Dallas^	1.0	1.1	31	29*
KYGO/Denver^	5.2	5.4	3	3
KWLI/Denver	3.4	2.6	8*	15
KSKS/Fresno	4.8	5.7	3	2
KHGE/Fresno	1.7	1.9	20	19
WWGR/Ft. Myers	5.8	5.6	4	4
WUSV/Ft. Myers	2.7	2.6	11*	12*
WCKT/Ft. Myers	1.5	1.4	20	19
WFMS/Indianapolis	10.4	9.4	1	1
WLHK/Indianapolis	3.9	4.0	8*	9
WQIK/Jacksonville^	8.4	7.7	1	1
WGNE/Jacksonville	2.3	2.9	13*	11
WROO/Jacksonville^	1.1	1.3	18	20
KFKF/Kansas City^	5.2	5.4	4	3
WDAF-FM/Kansas City	4.1	5.3	8	4
KBEQ/Kansas City^	4.4	4.4	7	8*

### COUNTRY RATINGS SPRING BOX SCORE

Each week we'll have a running tally of the Spring Arbitron ratings and rankings for all Country stations printed in the weekly **CA Music Edition**. The only ratings/rankings in these box scores are those from the station's home market.

Stations	12+		12+ Rankings	
	TW	Total	TW	Total
Stations	66	113	66	113
Up	32	60	32	58
Down	31	49	24	34
Flat	3	3	10	20
Debut	0	1	0	1
No. 1	na	na	10	16

Station/City	12+ Share Last ARB	12+ Share Sp '07	12+ Rank Last ARB	12+ Rank Sp '07
KWNR/Las Vegas	5.3	4.1	5	7
KCYE/Las Vegas	3.3	2.6	11*	15*
WAMZ/Louisville	10.7	10.3	2	1
WPTI/Louisville	3.4	3.3	9	10
WMPI/Louisville	.5	1.2	23*	22
WKIS/Miami	2.3	2.3	18	17
KEEY/Minneapolis	6.2	6.9	3	2
KLCI/Minneapolis	1.0	.8	18	19
WNOE/New Orleans	6.9	8.2	5	3
KKND/New Orleans	.7	1.1	18*	19
WGH-FM/Norfolk	8.7	9.1	1	1
WWKA/Orlando	4.7	6.1	5*	1
WPCV/Lakeland, FL (Orlando Arbitron)	1.2	1.1	21*	19
KUPL/Portland	4.6	4.8	3	3*
KWJJ/Portland	5.7	4.7	2	5
WKHK/Richmond	7.0	6.2	3	7
WLFV/Richmond	1.9	1.3	14	14
WBEE/Rochester	9.6	12.6	2	1
WYRK/Buffalo (Rochester, NY Arbitron)	1.0	1.3	18*	14
KUBL/Salt Lake City^	5.1	5.5	3	2*
KKAT/Salt Lake City^+2.5	2.2	2.2	16	15
KEGA/Salt Lake City	2.1	1.5	18*	20
KSOP-FM/Salt Lake City	3.7	3.0	7	12
KAJA/San Antonio	6.1	5.9	2	3
KCYV/San Antonio^	4.5	4.7	6	6
KKYX-AM/San Antonio^+1.4	1.1	1.1	19	21*
KMPS/Seattle	4.0	4.6	4*	1*
KKWF/Seattle	3.3	4.1	8	4*
WQYK/Tampa	5.3	5.8	4	3
WFUS/Tampa	3.8	3.6	9	9
KWEN/Tulsa	7.9	9.1	2	1
KVOO-FM/Tulsa^	6.3	6.4	4	2
KXBL/Tulsa^+	4.2	5.4	7	5*
WIRK/West Palm Beach	4.6	4.0	5	5
WKIS/Miami (West Palm Beach Arbitron)	1.1	1.1	27	26*

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**"Once A Woman"**  
(Gets A Hold Of Your Heart)

"I think this is a big ol' hit!!  
It was a pleasure to record with the Heartland boys!  
They really sang the Hell out of it!"

**John Rich**

Going for Adds  
August 13


**COUNTRY THE KIDDER RECORDS**



**HEARTLAND**

LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
1	1	KENNY CHESNEY/Never Wanted Nothing More (BNA) 3 <sup>rd</sup> Week At No.1	13899	251	4707	86	36.446	0.816	121	0
3	2	TAYLOR SWIFT/Teardrops On My Guitar (Big Machine) ✓	13492	1101	4584	377	34.464	3.057	121	0
2	3	KEITH URBAN/I Told You So (Capitol)	12677	-101	4364	6	32.384	-0.467	121	0
4	4	RODNEY ATKINS/These Are My People (Curb)	12450	802	4226	232	32.048	2.434	120	0
6	5	BUCKY COVINGTON/A Different World (Lyric Street)	11031	535	3822	170	27.31	1.178	121	0
7	6	REBA MCENTIRE w/K.CLARKSON/Because Of You (MCA)	10420	498	3598	188	27.047	0.856	119	0
10	7	RASCAL FLATTS/Take Me There (Lyric Street) ✓	9726	935	3271	304	25.42	2.938	121	1
9	8	TIM MCGRAW w/FAITH HILL/I Need You (Curb)	9617	163	3287	80	25.22	0.634	119	0
11	9	CRAIG MORGAN/Tough (BBR)	8901	193	3077	75	22.761	0.404	120	0
12	10	BROOKS & DUNN/Proud Of The House We Built (Arista) ✓	8769	820	3036	227	22.268	2.314	120	0
13	11	SUGARLAND/Everyday America (Mercury)	8438	658	2874	183	21.497	1.711	120	1
14	12	TOBY KEITH/Love Me If You Can (Show Dog)	8239	587	2840	261	20.774	1.436	121	0
15	13	KELLIE PICKLER/I Wonder (BNA)	7319	-19	2544	21	18.038	-0.184	120	0
8	14	JASON ALDEAN/Johnny Cash (BBR)	7210	-2287	2571	-782	17.232	-6.077	121	0
24	15	BRAD PAISLEY/Online (Arista) ✓	6674	1478	2241	492	16.712	3.216	120	5
18	16	LUKE BRYAN/All My Friends Say (Capitol)	6650	674	2323	226	16.724	1.974	108	7
19	17	DIERKS BENTLEY/Free And Easy (Down The Road...) (Capitol)	6536	678	2142	241	16.071	1.664	114	5
20	18	TIM MCGRAW/If You're Reading This (Curb)	6379	562	2261	160	16.817	2.011	98	3
17	19	MARTINA MCBRIDE/How I Feel (RCA)	6366	256	2171	59	15.054	0.861	119	0
22	20	LITTLE BIG TOWN/A Little More You (Equity)	5803	269	2096	80	13.337	0.344	112	0
23	21	JASON MICHAEL CARROLL/Livin' Our Love Song (Arista)	5476	158	1905	68	12.869	0.286	110	1
26	22	CLAY WALKER/Fall (Curb/Asylum)	4296	589	1452	186	10.817	1.637	94	5
21	23	ERIC CHURCH/Guys Like Me (Capitol)	4137	-1651	1302	-618	9.701	-4.075	111	0
25	24	JACK INGRAM/Measure Of A Man (Big Machine)	4113	267	1382	113	9.249	0.208	105	4
Debut	25	CARRIE UNDERWOOD/So Small (Arista) ✓	3998	3998	1200	1200	11.484	11.484	99	94

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Carrie Underwood  
"So Small"

**128 TOTAL STATIONS ON**  
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CA/MB: DEBUT (25) +1200 #1 Spin, Point and Audience Increase!

**#1 MOST ADDED!**

19 SONY BMG ARISTA  
NASHVILLE NASHVILLE



LW	TW	Artist/Title (Label)	Total Points	+/- Points	Total Plays	+/- Plays	Audience	+/- Aud	Stations	ADDS
27	26	📶 TRENT TOMLINSON/Just Might Have Her Radio On (Lyric Street)	3534	353	1258	120	8.077	0.908	102	7
28	27	📶 MIRANDA LAMBERT/Famous In A Small Town (Columbia)	3322	423	1145	158	7.482	0.744	94	8
33	28	📶 JOSH TURNER/Firecracker (MCA)	2997	771	1034	291	7.175	1.871	82	13
32	29	📶 JOE NICHOLS/Another Side Of You (Universal South)	2799	523	917	175	6.613	1.098	83	9
31	30	📶 SARA EVANS/As If (RCA)	2596	280	895	103	5.911	0.66	88	9
34	31	📶 LEANN RIMES/Nothin' Better To Do (Curb/Asylum)	2418	215	900	83	5.744	0.41	67	6
35	32	📶 KEITH ANDERSON/Sunday Morning In America (Arista)	2354	169	824	94	4.933	0.294	81	3
37	33	📶 LEE BRICE/She Ain't Right (Curb/Asylum)	2036	149	767	50	4.719	0.306	81	1
38	34	📶 TRAVIS TRITT/You Never Take Me Dancing (Category 5)	1877	132	603	43	4.532	0.307	55	4
39	35	📶 PAT GREEN/Way Back Texas (BNA)	1666	250	480	71	3.257	0.497	52	13
40	36	📶 WHISKEY FALLS/Last Train Running (Midas/New Revolution)	1538	172	587	41	2.84	0.448	63	3
36	37	FAITH HILL/Lost (Warner Bros.)	1489	-615	520	-194	3.087	-1.441	78	0
41	38	📶 PHIL VASSAR/This Is My Life (Universal South)	1393	209	500	75	2.767	0.453	55	5
42	39	📶 BILLY CURRINGTON/Tangled Up (Mercury)	1343	234	478	87	3.023	0.73	49	6
45	40	📶 STEVE HOLY/Men Buy The Drinks (Girls..) (Curb)	1205	170	468	59	2.331	0.45	53	2
46	41	📶 BLAKE SHELTON/The More I Drink (Warner Bros.)	1204	288	426	100	2.28	0.5	43	5
30	42	TRACE ADKINS/I Wanna Feel Something (Capitol)	1156	-1462	379	-541	3.042	-3.169	93	0
43	43	📶 SARAH JOHNS/The One In The Middle (BNA)	1065	-2	387	0	2.354	0.12	48	1
52	44	📶 MONTGOMERY GENTRY/What Do Ya Think About That (Columbia)	1013	442	335	161	2.463	1.169	45	19
44	45	HALFWAY TO HAZARD/Daisy (Stylesonic/Mercury)	881	-182	271	-63	1.649	-0.509	53	0
Debut	46	📶 GARY ALLAN/Watching Airplanes (MCA)	877	364	289	116	2.074	0.964	31	8
47	47	📶 DANIELLE PECK/Bad For Me (Big Machine)	790	-6	286	10	1.303	-0.221	37	2
Debut	48	📶 TRISHA YEARWOOD/Heaven, Heartache And... (Big Machine)	787	398	234	143	1.761	0.846	39	11
Debut	49	📶 CHRIS CAGLE/What Kinda Gone (Capitol)	766	184	250	79	1.569	0.387	26	5
48	50	📶 CROSSIN DIXON/Guitar Slinger (BBR)	745	78	274	11	1.268	0.127	34	1

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**"Laughed Until We Cried"**

**IMPACTING COUNTRY RADIO NOW. GOING FOR ADDS 8/20!**



### Aircheck Add Leaders

<b>CARRIE UNDERWOOD</b> /So Small (Arista)	94
<b>MONTGOMERY GENTRY</b> /What Do Ya Think About That (Columbia)	19
<b>JOSH TURNER</b> /Firecracker (MCA)	13
<b>PAT GREEN</b> /Way Back Texas (BNA)	13
<b>TRISHA YEARWOOD</b> /Heaven, Heartache And... (Big Machine)	11
<b>JOE NICHOLS</b> /Another Side Of You (Universal South)	9
<b>SARA EVANS</b> /As If (RCA)	9
<b>GARY ALLAN</b> /Watching Airplanes (MCA)	8
<b>MIRANDA LAMBERT</b> /Famous In A Small Town (Columbia)	8
<b>LUKE BRYAN</b> /All My Friends Say (Capitol)	7
<b>TRENT TOMLINSON</b> /Just Might Have Her Radio On (Lyric Street)	7

### Aircheck Top Point Gainers

<b>CARRIE UNDERWOOD</b> /So Small (Arista)	3998 ✓
<b>BRAD PAISLEY</b> /Online (Arista)	1478 ✓
<b>TAYLOR SWIFT</b> /Teardrops On My Guitar (Big Machine)	1101 ✓
<b>RASCAL FLATTS</b> /Take Me There (Lyric Street)	935 ✓
<b>BROOKS &amp; DUNN</b> /Proud Of The House We Built (Arista)	820 ✓
<b>RODNEY ATKINS</b> /These Are My People (Curb)	802
<b>JOSH TURNER</b> /Firecracker (MCA)	771
<b>DIERKS BENTLEY</b> /Free And Easy (Down The Road...) (Capitol)	678
<b>LUKE BRYAN</b> /All My Friends Say (Capitol)	674
<b>SUGARLAND</b> /Everyday America (Mercury)	658

### Aircheck Top Spin Gainers

<b>CARRIE UNDERWOOD</b> /So Small (Arista)	1200
<b>BRAD PAISLEY</b> /Online (Arista)	492
<b>TAYLOR SWIFT</b> /Teardrops On My Guitar (Big Machine)	377
<b>RASCAL FLATTS</b> /Take Me There (Lyric Street)	304
<b>JOSH TURNER</b> /Firecracker (MCA)	291
<b>TOBY KEITH</b> /Love Me If You Can (Show Dog)	261
<b>DIERKS BENTLEY</b> /Free And Easy (Down The Road...) (Capitol)	241
<b>RODNEY ATKINS</b> /These Are My People (Curb)	232
<b>BROOKS &amp; DUNN</b> /Proud Of The House We Built (Arista)	227
<b>LUKE BRYAN</b> /All My Friends Say (Capitol)	226

### Activator Top Point Gainers

<b>CARRIE UNDERWOOD</b> /So Small (Arista)	2228 ✓
<b>BRAD PAISLEY</b> /Online (Arista)	1202 ✓
<b>RASCAL FLATTS</b> /Take Me There (Lyric Street)	1093 ✓
<b>JOSH TURNER</b> /Firecracker (MCA)	918 ✓
<b>MONTGOMERY GENTRY</b> /What Do Ya Think ... (Columbia)	914 ✓
<b>BROOKS &amp; DUNN</b> /Proud Of The House We Built (Arista)	911
<b>TRISHA YEARWOOD</b> /Heaven, Heartache... (Big Machine)	878
<b>REBA MCENTIRE w/K. CLARKSON</b> /Because Of You (MCA)	820
<b>GARY ALLAN</b> /Watching Airplanes (MCA)	660
<b>TOBY KEITH</b> /Love Me If You Can (Show Dog)	571

### Activator Top Spin Gainers

<b>CARRIE UNDERWOOD</b> /So Small (Arista)	476
<b>BRAD PAISLEY</b> /Online (Arista)	267
<b>RASCAL FLATTS</b> /Take Me There (Lyric Street)	261
<b>JOSH TURNER</b> /Firecracker (MCA)	214
<b>BROOKS &amp; DUNN</b> /Proud Of The House We Built (Arista)	195
<b>MONTGOMERY GENTRY</b> /What Do Ya Think... (Columbia)	187
<b>TRISHA YEARWOOD</b> /Heaven, Heartache... (Big Machine)	183
<b>REBA MCENTIRE w/K. CLARKSON</b> /Because Of You (MCA)	170
<b>DIERKS BENTLEY</b> /Free And Easy (Down The Road...) (Capitol)	131
<b>TOBY KEITH</b> /Love Me If You Can (Show Dog)	130

### VIDEO ADDS

#### CMT

- COWBOY TROY**/Hick Chick (Raybaw/Warner Bros.)
- LEANN RIMES**/Ready For A Miracle (Curb/Asylum)
- PHIL VASSAR**/This Is My Life (Universal South)

#### CMT PURE NO VIDEO ADDS

#### GAC

- TRACE ADKINS**/I Wanna Feel Something (Capitol)
- TOBY KEITH**/Love Me If You Can (Show Dog)
- KEITH URBAN**/I Told You So (Capitol)
- KELLIE PICKLER**/I Wonder (BNA)

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 -Hollywood Harrison, PD, KRRV/Alexandria

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 -Dave McCord, WRWD, Poughkeepsie

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## Aircheck Activity

**HALFWAY TO HAZARD/Daisy (Stylesonic/Mercury)**

Moves 44-45; 881 points, 271 spins; 0 ADDS

**GARY ALLAN/Watching Airplanes (MCA)**

Debuts at 46\*; 877 points, 289 spins  
8 ADDS: **KMDL, KNCI\*, WCTK, WGGY, WSOC\*, WUBE, WWQM, WXBQ**

**DANIELLE PECK/Bad For Me (Big Machine)**

Stays at 47\*; 790 points, 286 spins  
2 ADDS: **WCOL, WWQM**

**TRISHA YEARWOOD/Heaven, Heartache And The Power Of Love (Big Machine)**

Debuts at 48\*; 787 points, 234 spins  
11 ADDS: **KDRK\*, KKNG, KXKT, WBCT, WGGY, WGTY, WIVK\*, WOGK, WPCV\*, WXTU, WYPY**

**CHRIS CAGLE/What Kinda Gone (Capitol)**

Debuts at 49\*; 766 points, 250 spins  
5 ADDS: **KKNG, KSKS, KSOP, WBCT, WGKX\***

**CROSSIN DIXON/Guitar Slinger (BBR)**

Moves 48\*-50\*; 745 points, 274 spins  
1 ADD: **WUBL**

**JO DEE MESSINA/Biker Chick (Curb)**

722 points, 266 spins  
2 ADDS: **KIZN\*, WKLB**

**EMERSON DRIVE/You Still Own Me (Midas/New Revolution)**

712 points, 265 spins  
2 ADDS: **KATC\*, WPAW**

**CLINT BLACK/The Strong One (Equity)**

584 points, 181 spins  
1 ADD: **WQYK\***

**CARRIE UNDERWOOD/I'll Stand By You (Arista)**

543 points, 199 spins  
0 ADDS

**MARK WILLS/Days Of Thunder (Equity)**

541 points, 225 spins; 0 ADDS

**FLYNNVILLE TRAIN/Nowhere Than Somewhere (Show Dog)**

527 points, 185 spins  
3 ADDS: **WDSY\*, WKLB, WMIL**

## AIRCHECK ADD DATES

**AUGUST 13**

- TRACE ADKINS/I Got My Game On (Capitol)**
- MARK CHESNUTT/Rollin'With the Flow (Lofton Creek)**
- BILLY RAY CYRUS/Ready, Set, Don't Go (Disney/CO5)**
- HEARTLAND/Once A Woman... (Country Thunder)**
- JAKE OWEN/Something About A Woman (RCA)**
- GEORGE STRAIT/How 'Bout Them Cowgirls (MCA)**

**AUGUST 20**

- JASON ALDEAN/Laughed Until We Cried (BBR)**
- JOHN BERRY/A Woman Like You (Clear Sky/Nine North)**

**AUGUST 27**

- LITTLE BIG TOWN/I'm With The Band (Equity)**
- VAN ZANT/Goes Down Easy (Columbia)**

## Aircheck Top Recurrents

<b>BIG &amp; RICH/Lost In This Moment (Warner Bros.)</b>	10291
<b>TRACY LAWRENCE/Find Out Who... (Rocky Comfort/CO5)</b>	6958
<b>MONTGOMERY GENTRY/Lucky Man (Columbia )</b>	6704
<b>GEORGE STRAIT/Wrapped (MCA)</b>	6606
<b>BILLY CURRINGTON/Good Directions (Mercury)</b>	6478
<b>EMERSON DRIVE/Moments (Midas/New Revolution)</b>	5614
<b>JAKE OWEN/Startin' With Me (RCA)</b>	4913
<b>BRAD PAISLEY/Ticks (Arista)</b>	4857
<b>RODNEY ATKINS/Watching You (Curb)</b>	3951
<b>CARRIE UNDERWOOD/Wasted (Arista)</b>	3868

**BILLY RAY CYRUS/Ready, Set, Don't Go (Disney/CO5)**

451 points, 129 spins  
1 ADD: **KIIM\***

**KENNY CHESNEY/Flip Flop Summer (BNA)**

436 points, 109 spins  
0 ADDS

**JENNIFER HANSON/Joyride (Universal South)**

372 points, 84 spins  
2 ADDS: **WBCT, WUSN\***

*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*

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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
1	1	📶 KEITH URBAN/I Told You So (Capitol) <small>4<sup>th</sup> Week At No.1</small>	13864	417	3121	92
2	2	📶 KENNY CHESNEY/Never Wanted Nothing More (BNA)	13544	127	3029	39
3	3	TAYLOR SWIFT/Teardrops On My Guitar (Big Machine)	12963	-37	2964	-5
4	4	📶 RODNEY ATKINS/These Are My People (Curb)	12902	270	2866	58
7	5	📶 REBA MCENTIRE w/K. CLARKSON/Because Of You (MCA)	11968	820	2748	170
5	6	BUCKY COVINGTON/A Different World (Lyric Street)	11407	-124	2617	-28
8	7	📶 TIM MCGRAW w/FAITH HILL/I Need You (Curb)	10767	382	2437	87
10	8	📶 RASCAL FLATTS/Take Me There (Lyric Street) ✓	10149	1093	2293	261
9	9	📶 CRAIG MORGAN/Tough (BBR)	10080	491	2292	108
12	10	📶 BROOKS & DUNN/Proud Of The House We Built (Arista)	9457	911	2131	195
6	11	JASON ALDEAN/Johnny Cash (BBR)	9389	-1952	2079	-472
11	12	📶 SUGARLAND/Everyday America (Mercury)	9193	236	2083	50
14	13	📶 TOBY KEITH/Love Me If You Can (Show Dog)	9052	571	2039	130
13	14	KELLIE PICKLER/I Wonder (BNA)	8228	-262	1900	-58
15	15	📶 TIM MCGRAW/If You're Reading This (Curb)	8201	211	1828	37
17	16	📶 DIERKS BENTLEY/Free And Easy (Down The Road...) (Capitol)	7338	443	1682	131
16	17	📶 MARTINA MCBRIDE/How I Feel (RCA)	7246	171	1652	39
21	18	📶 BRAD PAISLEY/Online (Arista) ✓	7235	1202	1665	267
18	19	📶 LUKE BRYAN/All My Friends Say (Capitol)	7202	497	1628	119
20	20	LITTLE BIG TOWN/A Little More You (Equity)	6434	-76	1461	-13
22	21	📶 JASON MICHAEL CARROLL/Livin' Our Love Song (Arista)	6235	334	1391	79
23	22	📶 JACK INGRAM/Measure Of A Man (Big Machine)	4937	428	1109	98
19	23	ERIC CHURCH/Guys Like Me (Capitol)	4863	-1757	1064	-412
28	24	📶 JOSH TURNER/Firecracker (MCA) ✓	4313	918	966	214
26	25	📶 CLAY WALKER/Fall (Curb/Asylum)	4124	346	978	72
25	26	📶 TRENT TOMLINSON/Just Might Have Her Radio On (Lyric Street)	4114	287	939	66
27	27	📶 JOE NICHOLS/Another Side Of You (Universal South)	3822	247	853	50
29	28	📶 MIRANDA LAMBERT/Famous In A Small Town (Columbia)	3468	204	772	56
30	29	📶 SARA EVANS/As If (RCA)	3149	452	705	99
31	30	📶 KEITH ANDERSON/Sunday Morning In America (Arista)	2436	144	529	36

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**Country's Hottest Brands**

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LW	TW	Artist/Title (Label)	TW Points	+/- Points	TW Plays	+/- Plays
32	31	LEANN RIMES/Nothin' Better To Do (Curb/Asylum)	2388	168	553	42
37	32	MONTGOMERY GENTRY/What Do Ya Think About That (Columbia) ✓	2374	914	494	187
Debut	33	CARRIE UNDERWOOD/So Small (Arista) ✓	2228	2228	476	476
33	34	FAITH HILL/Lost (Warner Bros.)	1957	-234	439	-63
34	35	TRAVIS TRITT/You Never Take Me Dancing (Category 5)	1942	124	458	35
41	36	GARY ALLAN/Watching Airplanes (MCA)	1925	660	415	129
35	37	BILLY CURRINGTON/Tangled Up (Mercury)	1809	173	413	30
36	38	BLAKE SHELTON/The More I Drink (Warner Bros.)	1686	73	388	19
49	39	TRISHA YEARWOOD/Heaven, Heartache And... (Big Machine)	1558	878	335	183
39	40	PHIL VASSAR/This Is My Life (Universal South)	1557	103	328	23
38	41	LEE BRICE/She Ain't Right (Curb/Asylum)	1488	29	359	10
40	42	WHISKEY FALLS/Last Train Running (Midas/New Revolution)	1486	42	341	21
43	43	PAT GREEN/Way Back Texas (BNA)	1329	276	309	75
42	44	DANIELLE PECK/Bad For Me (Big Machine)	1216	55	272	8
46	45	CHRIS CAGLE/What Kinda Gone (Capitol)	981	202	227	46
44	46	HALFWAY TO HAZARD/Daisy (Stylesonic/Mercury)	896	-19	219	-1
45	47	SARAH JOHNS/The One In The Middle (BNA)	835	-25	173	1
48	48	CROSSIN DIXON/Guitar Slinger (BBR)	800	116	177	26
50	49	EMERSON DRIVE/You Still Own Me (Midas/New Revolution)	666	13	157	11
47	50	STEVE HOLY/Men Buy The Drinks (Girls...) (Curb)	649	-38	141	-5
51	51	JO DEE MESSINA/Biker Chick (Curb)	647	52	142	8
52	52	FLYNNVILLE TRAIN/Nowhere Than Somewhere (Show Dog)	612	31	124	8
53	53	CLINT BLACK/The Strong One (Equity)	399	-12	91	-3
60	54	JENNIFER HANSON/Joyride (Universal South)	364	192	72	36
Debut	55	JASON ALDEAN/Laughed Until We Cried (BBR)	343	305	75	66
55	56	MARK WILLS/Days Of Thunder (Equity)	307	-1	61	0
56	57	JASON MEADOWS/18 Video Tapes (Baccerstick/CO5)	291	21	53	0
Debut	58	BILLY RAY CYRUS/Ready, Set, Don't Go (Disney/CO5)	258	222	51	42
Debut	59	TRACY LAWRENCE/Til I Was A Daddy Too (Rocky Comfort/CO5)	253	90	56	18
Debut	60	MARK CHESNUTT/Rollin' With The Flow (Lofton Creek)	249	86	56	21

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