

INSIDE

So Much Research Info,
We'll Have You Saying
'My Brain Hurts'



The Social Networking
Phenomenon: Forget
'Bromance,' Just Friend Me!



How Tweet It Is!
Twitter Updates Provided
From ACM Awards



Nine Thousand Six
Hundred Orders Of Chicken-
Fried Bacon Can't Be Wrong!



Page Five: Darius
Does It Again; PDs Say
'Now' To 'Then'

*In the Caribbean there are oysters
that can climb trees.*

Real news needed!

*rcurtis@radioandrecords.com
323-954-3444*

Research Recap, Part Deux

If you attended CRS-40 earlier this month in Nashville — or even if you didn't but you have access to the Internet — when it comes to research information that is insightful, actionable and often surprising, you should basically consider yourself a mosquito in a nudist colony right now. Between the CMA Country Music Consumer Segmentation Study, which was recapped here last week, and the Edison Media National Research Country Study of P1 listeners which I'll discuss today, there is plenty of up-to-date information about music, artists, listeners, habits and, best of all, opportunities to make your radio station better. Like the CMA study, Edison's P1 data is posted online at its Web site: www.edisonresearch.com.

Action Vs. Academics

In this week's issue of **R&R** (March 27), I spoke with Tom Webster, VP of strategy and programming for Edison, in an effort to drill down on some of the findings from this P1 study, a project conducted in January that encompassed 13,000 listeners from 18 different country radio stations across the U.S. This is the fourth time in five years that Edison has polled country P1s. After taking 2008 off, the project was back, with more information about technological opportunities for country radio. According to Webster, the main objective for the 2009 version was to make it actionable, saying, "We knew this may be the only research people see this year." With that in mind, "the real big filter was to ask, is this of academic interest, or can a PD go home tomorrow and do something better?" said Webster. Based on the response from CRS attendees and those who have since looked at the data, the gang at Edison should consider their mission accomplished. Again, there is a tremendous amount of data in there, and the best advice is to see it for yourself. That said, we wanted to concentrate on two specific topics here in the Hot Fax.

That Pesky 'R' Word Again!

Like Carol Foley and Jana O'Brien, who presented the CMA study the day before at CRS, as Webster finished with four key recommendations, one of which was to take repetition seriously. As he explained to us on the phone recently, his caution to country radio is based in three points of input, starting with 51% of respondents who agreed their favorite station repeats songs too much to the point of being annoying. "You have people with a deep, passionate commitment to the station and the format," says Webster. "Half of them are agreeing with a fairly negative statement." Next, he says that score is, "in my 20 years of looking

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Darryl Worley

"Sounds Like Life to Me"

10 NEW ADDS THIS WEEK:

**KIZN KJJY KSD KTOM
WCOL WCTK WCTO WGAR
WMIL WYCD**

**Top-40
R&R!**



RICHEL McDONALD
★SIX-FOOT TEDDYBEAR★

on your desk next week!

Impact date: 4/20!

NOW on

PLAY MPE

**STROUD AVARIOUS
RECORDS**

at radio research, north of what CHR might have.” His third argument is based on a number of qualitative projects he’s done for both radio and record companies in the past 12 months, where during a focus group, invariably one or two people will say “they play that too much.” But, says Webster, “when you have all the people in the room piling on, you pay attention to it. So it was something I wanted to try out on a quantitative basis in the CRS study.”

What Radio Says

To get some perspective from radio, we turned to Becky Brenner, who not only programs CBS Radio’s KMPS/Seattle, but also serves as president of the CRB Board, which commissioned this project. Brenner says it’s important to remember this study is a sampling of P1s to country stations, saying, “It’s always been a challenge to make sure you’re repeating things often enough to make sure you’re playing the hits, but not so often that P1s are frustrated by it.” Brenner also points out that, years ago, if she were to spin a song 47 times in a week, the average person heard it three times. “Now that’s up to something like 63,” Brenner says. “That’s a function of TSL and people’s attention being divided.”

Song Vs. Sound

As you start to talk more and more about repetition, there’s an area that Webster and Brenner agree on completely: repetition not only of songs, but of sounds as well. Webster says there’s a perception by listeners that their favorite country stations don’t have a very deep bench. Brenner concurs, saying, “As much as you love the songs of Rascal Flatts, Toby or Keith Urban, if you have the bulk of songs from those people in gold, you can get what sounds like repetition. I’m thinking that’s more what we need to look at.” A more specific example of sound vs. song was cited by Webster. Kenny Chesney, who, for years now, has been omnipresent at country radio, is a reliable, national stadium-filler who’s a great artist, says Webster. “But you may have a lot of passionate country fans who, for instance, don’t like the island sound he has on certain songs.” Webster added a point about repetition in general,

This Week At Callout America®

Darius Rucker takes the No. 1 slot with “It Won’t Be Like This for Long,” which is at No. 3 passion. Females are the strength at No. 1 and No. 3 passion. Men are at No. 3.

Taylor Swift’s “White Horse” continues to develop and ranks at No. 8, up from No. 11, and at No. 4 passion. Females are the driving force at No. 6 overall and No. 2 passion; younger 18-24 females are at No. 1 passion. All female demos are top-five passion.

Rascal Flatts’ “Here Comes Goodbye” is kicking in, and females are driving it; this week, it’s at No. 11 overall, up from last week’s No. 17, and No. 13 passion, up from No. 20. Females 18-24 are at No. 10; females 25-34 are at No. 1 in the demo and No. 6 passion.

Jimmy Wayne’s “I Will” ranks at No. 9, up from No. 14, and No. 11 passion, up from No. 15. The strength is younger 18-24s at No. 10 and No. 9 passion; driving passion are 18-24 females at No. 6 passion and No. 7 overall. Females are at No. 5 and No. 8 passion.

George Strait’s “River of Love” ranks at No. 12 this week, up from No. 17, and at No. 6 passion. Big passion scores with 18-34s at No. 6 passion, listeners 25-44s are at No. 5 passion. Females 18-24 are at No. 8 passion, and core 35-44 males are at No. 3 passion.

Jason Michael Carroll moves to No. 15 with “Where I’m From,” up from No. 19. Listeners 25-34 are at No. 9, up from No. 15. The strength continues to be females at No. 14. Females 25-34 are at No. 7, up from No. 15, and adult 45-54 females are at No. 8, up from No. 14.

— John Hart, Bullseye Marketing Research
Email: hart@bullsi.com

not targeted to Chesney specifically: “You tend to notice repetition on things you don’t like.” Programmers, Webster says, “sort of wear this [repetition] as a badge of honor, that they’re playing the hits enough.” There is a wisdom handed down from programmer to programmer, “that it’s a sign of



being right and tight. But I would encourage the industry to step back a little bit.”

Suddenly Social

Another figure worth noting from the Edison study was that two out of three respondents currently have a social network profile, with Facebook leading the way at 42%. This was another area included in Webster’s recommendations, as he rhetorically asked, “What social networks should we be on?” His own, rhetorical answer? “Yes, all of them.” This is a real opportunity for country radio, Webster believes, because air personalities are still perceived to be the arbiters of taste “who steer listeners to what is great.” But, as the industry continues to bottle up its air talent to a certain degree — particularly because of some initial findings with PPM — Webster says not all of that has to be done on the air. “If you have talent who are digitally literate and passionate about posting content on their Facebook page, that becomes sharing. That could help to build the credibility of the on-air staff in a way that both augments and is entirely different than what they do on the air.” Brenner and Webster are on the same page here as well. According to Brenner, at KMPS, “we have personalities who are doing that already, who do a good job of blogging and posting photos of outside community events.” CBS Radio has a great platform for audio, video and “anything we need on our Web site,” says Brenner. “We just need to generate the content.” Even more than ever before, she says, as an air personality, “you have to think of yourself as a brand. It’s a brand that’s associated with the station, but you need to develop your own brand as well.” I’m hoping you’ll read the entire column in this week’s **R&R**, but even more importantly — and at the risk of being repetitive — I urge you to go to www.edisonresearch.com and take a look at what is basically free information that can really help either radio or record execs.

ACMs Officially Twitter-ific

Speaking of technology and the explosion in social-networking sites, there may be none hotter right now than Twitter — that awesome micro-blogging doohickey that

COUNTRY DATES

March 31- April 4, 2009: 17th annual Tin Pan South Songwriters Festival; Nashville.

April 5, 2009: Academy of Country Music Awards; MGM Grand Hotel, Las Vegas.

April 25-26, 2009: Stagecoach Music Festival; Indio, Calif.

May 21: CMA Songwriter Series; New York.

June 11-14, 2009: CMA Music Festival; Nashville.

June 17, 2009: CMT Music Awards; Nashville.

allows users to send and read other users’ updates, which are called tweets. It certainly grabbed the attention of the Academy of Country Music, because at the upcoming 44th Annual ACM Awards, updates will be sent to Twitter fans. Follow the ACM Awards feed on the night of April 5 for a constant stream of information about performances, show updates and, perhaps most importantly, how many times the host of the ACMS, Reba McEntire makes a wardrobe change.

Bad Economy? Not In Houston

Let’s qualify that: At least not at the Houston Livestock Show and Rodeo, which just wrapped up over the weekend. A reported 1.8 million people attended the 77th annual show, including some top-tier, A-list country talent such as Keith Urban, Toby Keith, Brooks & Dunn, Rascal Flatts, Reba, Taylor Swift, Alan Jackson and a host of others. The event took place from March 3-March 22, and, if that 1.8 million attendance figure isn’t huge, how about more than 250,000 stuffed animals won at the carnival? If you’re still not impressed, consider the 6,200 cheesecakes on a stick; 9,600 orders of chicken-fried bacon; or the 14,000 pounds of popcorn seeds that were popped. Finally, my favorite: More than 84,000 turkey legs were consumed.

Radio-Activity

There was no shortage of stuff happening at radio during the past week. After hearing the news that

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Marcel “Believin”

Have you listened to this song through the ears of the jobless, the scared, the foreclosure around the corner, the 401 K that’s cut in half, the threatened, the hopeless?

Have you listened through the ears of your listeners?

It’s not just a song – It’s three minutes of Hope!

Help them to “Keep on Believin” You’ll be glad you did.

Real life – Set to music! Airplay 3/30

Already added WYCD-Detroit



CLICK HERE FOR A VERY IMPORTANT MESSAGE!

Citadel had reported a fourth-quarter operating loss of \$787.3 million, tell me you didn't wince a little, waiting for the other shoe to drop at the station level. While no sweeping moves were reported, there was a casualty in Memphis, where Tim Jones, PD at Citadel's WGKX (Kix 106), was a victim of a budget cut. Jones spent 18 months in Memphis; before his move there, Jones spent three years at Clear Channel's KBQI/Albuquerque; now he's looking for the next opportunity and can be reached immediately at 901-216-3617 or showdawg_1@yahoo.com ... Mike Wheeler rolls into Clear Channel/Hartford-New Haven for OM duties, which means he'll oversee country WWYZ/Hartford. Wheeler replaces former OM Todd Thomas, who transferred to a similar post in Detroit last month ... Speaking of the Motor City, remember back in the day when Joe Wade Formicola held down mornings at WWWW? He just took a gig at East Carolina Radio's WRSF (Dixie 105.7)/Nags Head, N.C., where he'll fill the very large shoes left by Tom Charity, who stepped down after 16 years at Dixie and 40 years in the biz ... Wilks' KWLI (the Wolf)/Denver did some major spring cleaning at the station last week, and it started with the station call letters. KWLI is O-U-T, replaced with KWOI. Tracy Taylor is the new midday princess, moving over from oldies sister KXKL and replacing Leann Sommers, who's now hosting middays at hot AC clustermate KIMN. There's also a new afternoon guy, the inimitable Jeremy "Wingnut" Weikert, who was doing mornings at KATC/Colorado Springs ... There was also some deck shuffling in Dallas, where Citadel's KSCS made a change in middays and evenings. Both shifts were handled by Jeremy Robinson, who leaves KSCS but stays in the family by moving to a position at the ABC Radio Networks. KSCS parttimer Trapper John assumes middays, while APD/MD Chris Huff will handle evenings ... Mike Tyler adds MD stripes at Clear Channel's WPKX/Springfield, Mass., taking over for

Pros On The Loose

Name: Korby Ray

Phone: 843-467-7523

E-Mail: korbyray@sc.rr.com

Last Job: Morning co-host on WGTR (Gator 107.9)/Myrtle Beach, Fla.

How long there: 5 1/2 years.

Previous job: Traffic reporter.

What you think you do best: Give my opinion! Seriously though, I make listeners feel like we are friends, and they know me and are comfortable coming up to me or calling in to the show. They know I care.

Most rewarding moment professionally: When I went to career day at Waccamaw Elementary School, and one of the little girls screamed out, "You're Korby Ray! My mom and I love you; we listen to you every day!" Now that was cool!

Quick philosophy about the radio business: Make sure you have thick skin. Not everyone is going to like you, and some may say it to your face. Radio is like the show "Cheers"; everybody knows your name! When it's not fun, get out. Remember to "save" your work!

Marc Spencer, who leaves radio. Spencer did afternoons too, which has OM Pat McKay looking. Send your A-game material to him at patmckay@clearchannel.com. Hint: McKay needs somebody armed with killer production skills.

A Howl-Of-A Lot Of Money

Congratulations to Bob McNeill and his staff at Entravision's KNTY (the Wolf)/Sacramento for a successful St. Jude radiothon. The station's recent two-day event totaled \$80,000; the entire 26-hour event was manned by Wolf morning co-hosts Dave Kelly and Susan Brown ... Congrats also to Mark Richards and his crew at Citadel's WKHX (Kicks 105.1)/Atlanta for

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New Mark Chesnutt "She Never Got Me Over You"

"The song is a stone-country masterpiece. The production is fiddle-and-steel flawless. Mark's performance is three minutes' of hillbilly heaven. The next time somebody asks you what country music is, play them this."

Robert K. Oermann

R&R New & Active



racking up another impressive total during their St. Jude Radiothon. The event, held March 19-20, raised \$207,000, raising the station total since beginning its St. Jude affiliation in 2004 to over \$5 million ... Clear Channel's KCCY (Y96.9)/Colorado Springs held its third annual St. Jude radiothon last week (March 19-20) and raised \$104,059.

— R.J. Curtis/R&R Country Editor 323-954-3444
Email: rcurtis@radioandrecords.com

ON THE CHARTS

Paisley's Big Opening; Rucker Holds At No. 1

Brad Paisley claims the year's biggest R&R Country debut so far, as "Then" (Arista Nashville) pops on at No. 26, which also sets a new career benchmark for Paisley. His prior best was a No. 31 start with "Start a Band" (with Keith Urban) last September. With 6.6 million audience impressions, Paisley's bow is the format's biggest since **Taylor Swift's** "Love Story" opened with 8.1 million impressions on the chart dated Sept. 19, 2008.

Paisley's No. 26 start is also the chart's highest since the Swift track popped on at No. 25 last fall. So far, in 2009, his arrival tops a pair of No. 29 starts, set when **Keith Urban's** "Kiss a Girl" (Capitol Nashville) arrived a week ago and **Rascal Flatts'** "Here Comes Goodbye" (Lyric Street) opened on the chart dated Jan. 30. The new single leads off Paisley's upcoming "American Saturday Night" album, due June 30. He easily wins the Most Added match, pulling in 75 adds on the R&R Country Indicator panel, followed closely by 71 reports from the R&R Country stable. "Then" enters the Indicator list at No. 29.

High atop the R&R Country chart, **Darius Rucker's** "It Won't Be Like This for Long" holds at No. 1, marking the first time in a dozen years that an artist's first two format singles posted multiple weeks at the summit. Coincidentally, it was Rucker's label, Capitol Nashville, which most recently accomplished the feat. That happened when **Deana Carter's** "We Danced Anyway" logged a second week at No. 1 on the March 14, 1997 chart, following a two-week stand at No. 1 with her first chart single, "Strawberry Wine" in November 1996. In the 19-year-old Nielsen BDS era, **Brooks & Dunn** is the only other act to post multiple weeks at No. 1 with first and second charted titles (both 1991). Rucker's song also spends a third week atop the R&R Country Indicator list.

The R&R Country Indicator Exclusives list is again led by **Katie Armiger's** "Trail of Lies" (Cold River/Quarterback), which steps 39-38, ahead of **Julia Burton's** 45-44 spike with "What a Woman Wants" (Emerald River/Spinville). **Lance Miller's** "George Jones & Jesus" (Big 7/Lofton Creek) skips 51-49, while **Darren Kozelsky's** "Good Day to Get Gone" (Major 7th/Spinville/Nine North) rises 54-53. **Jeff Bates** pushes "One Thing" (Black River) up 56-54, while **Mark Chesnutt's** "She Never Got Me Over You" (Big 7/Lofton Creek) jumps 59-56. **Matt Stillwell's** "Rain" (Still 7/Spinville/Nine North) opens at No. 59, while **Williams Riley Band's** "I'm Still Me" (Golden/Nine North) starts at No. 60. Review the complete list of R&R Country Indicator features in this week's R&R print edition, dated March 27.

— Wade Jessen/Director of Charts & Operations, Nashville
615-641-6080 Email: wjessen@radioandrecords.com

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Nathan Lee Jackson
Small Town Rain
HONEST COUNTRY MUSIC
Listeners totally relate to this song.
WTNR TEST-DOWNLOAD OR DELETE:
LISTENERS VOTED 96% DOWNLOAD
IMPACTING NOW

Star City
Recording Company
C O 5

MUSICNOTES

Vince Gill, Amy Grant, Hal Ketchum, Jamie O'Neal and Grammy-nominated accordionist Lynn Marie Rink will take part in The Stars Go Blue tomorrow night (March 24) at the Ford Theatre in the Country Music Hall of Fame in Nashville. The event is a benefit for colon cancer and will be hosted by Nan Kelley of GAC.

Congrats to Michael Martin Murphey, Linda Davis and Neal McCoy, who will all join the Texas Country Music Hall of Fame on Aug. 15 of this year in Carthage, Texas.

You can only imagine the amount of people who would be more than happy to salute George Strait on April 6, when the ACM presents Strait with its Artist of the Decade award. The evening will be made into a TV special, which will air on Wednesday, May 27. Already scheduled to perform are Jamie Foxx, Brooks & Dunn, Jack Ingram, Alan Jackson, Jamey Johnson, Miranda Lambert, Montgomery Gentry, John Rich, LeAnn Rimes, Blake Shelton and Lee Ann Womack.

Rolling Stone magazine just came out with its list of "100 People Who Are Changing America," and kicking off the list at No. 100 is none other than Taylor Swift.

CMA Music Festival news: Brad Paisley, Brooks & Dunn, Montgomery Gentry, Dierks Bentley and John Rich are all scheduled to perform during those huge nightly concerts at LP Field on June 11-14 in Music City. Additionally, the CMA has a special Web site up and running where fans can buy CMA Fest merchandise online: www.cmafest.com.



promosquad
HitPredictor

SONGS WITH HIT POTENTIAL

	CHART RANK
DARIUS RUCKER <i>It Won't Be Like This For Long</i> (Capitol Nashville) (80.9)	1
TAYLOR SWIFT <i>White Horse</i> (Big Machine) (79.0)	2
GEORGE STRAIT <i>River Of Love</i> (MCA Nashville) (81.6)	3
JAKE OWEN <i>Don't Think I Can't Love You</i> (RCA) (92.8)	4
TIM MCGRAW <i>Nothing To Die For</i> (Curb) (84.1)	7
JASON ALDEAN <i>She's Country</i> (Broken Bow) (88.0)	8
RASCAL FLATTS <i>Here Comes Goodbye</i> (Lyric Street) (81.2)	9
CARRIE UNDERWOOD <i>I Told You So</i> (Arista Nashville) (88.1)	11
SUGARLAND <i>It Happens</i> (Mercury) (79.2)	12
MARTINA MCBRIDE <i>Ride</i> (RCA) (83.3)	14
TRACE ADKINS <i>Marry For Money</i> (Capitol Nashville) (84.2)	15
MONTGOMERY GENTRY <i>One In Every Crowd</i> (Columbia) (82.7)	16
LADY ANTEBELLUM <i>I Run To You</i> (Capitol Nashville) (80.1)	19
ALAN JACKSON <i>Sissy's Song</i> (Arista Nashville) (82.7)	24
KELLIE PICKLER <i>Best Days Of Your Life</i> (BNA) (76.3)	28
CHUCK WICKS <i>Man Of The House</i> (RCA) (77.9)	35
ERIC CHURCH <i>Love Your Love The Most</i> (Capitol Nashville) (86.8)	42

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VIDEO ADDS

CMT

ALAN JACKSON *Sissy's Song*
LADY ANTEBELLUM *I Run To You*
MARC BROUSSARD / **fLEANN RIMES** *When It's Good*

GAC

ALAN JACKSON *Sissy's Song*
ERIC CHURCH *Love Your Love The Most*
JEFF BATES *One Thing*
LADY ANTEBELLUM *I Run To You*

GAC

ALAN JACKSON *Sissy's Song*
LADY ANTEBELLUM *I Run To You*
ERIC CHURCH *Love Your Love The Most*
DOLLY PARTON *Backwoods Barbie*

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"Best Days Of Your Life"

"This is Kellie's best testing and fastest growing song to date!"
- Travis Moon, WUBE

#5 18-44 Female #8 18-49 Female

R&R 28

BNA
BNA RECORDS LABEL

LW	TW	ARTIST Title Label(s)	Tot. Aud. (00)	+/- Aud. (00)	Total Plays	+/- Plays	Wks On	Sta On/ Adds TW
	1	DARIUS RUCKER It Won't Be Like... (Capitol Nashville)	342807	-4302	4832	+3	23	121/0
5	2	TAYLOR SWIFT White Horse (Big Machine)	291185	+13784	4355	+268	17	121/0
4	3	GEORGE STRAIT River Of Love (MCA Nashville)	287237	+7342	4346	+114	20	121/0
6	4	JAKE OWEN Don't Think I Can't Love You (RCA)	272899	+19137	4031	+265	32	121/0
8	5	RODNEY ATKINS It's America (Curb)	247234	+11548	3812	+249	19	120/0
2	6	BROOKS & DUNN FEAT... Cowgirls Don't Cry (Arista Nashville)	244156	-55511	3705	-610	24	120/0
9	7	TIM MCGRAW Nothin' To Die For (Curb)	241685	+10040	3511	+104	14	121/0
11	8	JASON ALDEAN She's Country (Broken Bow)	239095	+23792	3626	+300	18	120/1
10	9	RASCAL FLATTS Here Comes Goodbye (Lyric Street)	236918	+12489	3647	+223	9	121/0
3	10	KEITH URBAN Sweet Thing (Capitol Nashville)	236665	-62328	3237	-878	20	121/0
12	11	CARRIE UNDERWOOD... I Told You So (19/Arista Nashville)	233824	+20685	3386	+399	10	119/1
16	12	SUGARLAND It Happens (Mercury)	181851	+33973	2603	+387	6	120/2
13	13	JOHN RICH Shuttin' Detroit Down (Warner Bros./WRN)	181493	+3283	2753	+121	8	121/2
14	14	MARTINA MCBRIDE Ride (RCA)	172479	+6986	2607	+102	21	120/0
17	15	TRACE ADKINS Marry For Money (Capitol Nashville)	145995	+5131	2447	+84	12	114/0
18	16	MONTGOMERY GENTRY One In Every Crowd (Columbia)	137832	+12386	2302	+244	9	117/3
19	17	ELI YOUNG BAND Always The Love... (Republic/Universal South)	122891	+909	2020	+60	29	112/2
20	18	JIMMY WAYNE I Will (Valory)	119401	+4828	2202	+70	24	117/0
23	19	LADY ANTEBELLUM I Run To You (Capitol Nashville)	100589	+15685	1640	+226	10	100/10
29	20	KEITH URBAN Kiss A Girl (Capitol Nashville)	96916	+48713	1333	+761	2	98/35
21	21	JASON MICHAEL CARROLL Where I'm From (Arista Nashville)	96402	+6751	1923	+79	18	111/2
25	22	DIERKS BENTLEY Sideways (Capitol Nashville)	96289	+29528	1518	+491	4	95/13
22	23	LOST TRAILERS How 'Bout You Don't (BNA)	94888	+9086	1679	+137	24	109/2
24	24	ALAN JACKSON Sissy's Song (Arista Nashville)	89672	+14506	1539	+248	6	87/7
27	25	ZAC BROWN BAND Whatever It Is (Home Grown/Atlantic/Big Picture)	78689	+21849	1221	+280	11	87/9
Debut	26	BRAD PAISLEY Then (Arista Nashville)	66067	+66067	778	+778	1	78/71
26	27	DEAN BRODY Brothers (Broken Bow)	56494	-428	1230	+101	22	85/2
28	28	KELLIE PICKLER Best Days Of Your Life (19/BNA)	55443	+1064	1029	+27	19	73/1
31	29	HEIDI NEWFIELD Cry Cry ('Til The Sun Shines) (Curb)	46950	-593	1075	+44	20	94/4
32	30	RANDY HOUSER Boots On (Universal South)	40813	+4529	830	+177	5	71/4

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KICK OFF THE SHOES AND LOAD UP THE COOLER -- THE SONG OF THE SUMMER IS HERE!

JACK INGRAM

Barefoot
AND CRAZY

RR/BB DEBUT 56

OFFICIAL IMPACT DATE THIS MONDAY 3-30

"It's perfect for this time of the year - we're all gonna be barefoot and crazy soon!"
-JD Greene, MD, KEEY-Minneapolis

"He is a big star here... (and) it's a great song!"
-Nate Deaton, GM, KRTY-San Jose

"This is a great song, I love the up-tempo summertime feel!"
-Adam Jeffries, APD/MD, KJUG-Tulare

"I have three letters for you...H-I-T!" -Brian Hatfield, MD, WKSF-Asheville

"...this is the summer song listeners won't be able to get enough of."
-Jessie Roberts, MD, WGGY-Wilkes Barre

"I really like it! ...this is a 'windows-down' kind of tune."
-Dave Hovel, PD, WXYC-Wilmington, DE

DMDS
DOWNLOAD NOW!

LW	TW	ARTIST Title Label(s)	Tot. Aud. (00)	+/- Aud. (00)	Total Plays	+/- Plays	Wks On	Sta On/ Adds TW
43	31	TOBY KEITH Lost You Anyway (<i>Show Dog Nashville</i>)	36323	+19969	605	+318	3	59/22
Breaker	32	GLORIANA Wild At Heart (<i>Emblem/New Revolution</i>)	34530	+4108	678	+136	9	55/4
33	33	CRAIG MORGAN God Must Really Love Me (<i>BNA</i>)	34014	-1627	758	+18	12	67/3
Breaker	34	BLAKE SHELTON I'll Just Hold On (<i>Warner Bros./WRN</i>)	31348	+12874	610	+172	5	59/11
36	35	CHUCK WICKS Man Of The House (<i>RCA</i>)	29647	+2449	622	+24	10	62/2
35	36	TRENT TOMLINSON That's How It Still Oughta Be (<i>Carolwood</i>)	29578	+906	621	+45	12	52/1
37	37	BILLY CURRINGTON People Are Crazy (<i>Mercury</i>)	27322	+5512	539	+140	3	47/9
38	38	ADAM GREGORY What It Takes (<i>Midas/Big Machine</i>)	23078	+1682	579	+2	19	60/1
41	39	JAMEY JOHNSON High Cost Of Living (<i>Mercury</i>)	19970	+3066	419	+73	7	39/3
42	40	DARRYL WORLEY Sounds Like Life To Me (<i>Stroudavarious</i>)	19024	+2498	500	+75	8	53/6
39	41	PAT GREEN Country Star (<i>BNA</i>)	17960	-1080	327	+52	6	34/4
44	42	ERIC CHURCH Love Your Love The Most (<i>Capitol Nashville</i>)	17762	+1610	422	+41	6	47/4
47	43	LOVE AND THEFT Runaway (<i>Carolwood</i>)	14875	+2418	335	+59	4	44/8
45	44	CHRIS YOUNG Gettin' You Home (The Black Dress Song) (<i>RCA</i>)	14855	+153	294	-30	6	34/1
46	45	CARRIE UNDERWOOD The More Boys I Meet (<i>19/Arista Nashville</i>)	14270	+1236	102	+11	10	2/0
49	46	JUSTIN MOORE Small Town USA (<i>Valory</i>)	12475	+995	410	+24	7	51/1
48	47	MILEY CYRUS The Climb (<i>Walt Disney/Hollywood/Lyric Street</i>)	9927	-2107	273	+27	4	39/8
55	48	TRAILER CHOIR What Would You Say (<i>Show Dog Nashville</i>)	9894	+2476	307	+23	8	37/1
51	49	BOMSHEL Fight Like A Girl (<i>Curb</i>)	9384	+207	285	+10	6	34/4
54	50	BILLY RAY CYRUS Back To Tennessee (<i>Walt Disney/Lyric Street</i>)	7204	-422	357	+18	4	41/2
50	51	JAMIE O'NEAL Like A Woman (<i>1720</i>)	6975	-4275	221	-46	17	29/0
56	52	DAVID NAIL Red Light (<i>MCA Nashville</i>)	6098	-674	306	+16	4	41/3
59	53	HOLLY WILLIAMS Keep The Change (<i>Mercury</i>)	5684	+302	250	-3	3	24/0
58	54	JESSICA HARP Boy Like Me (<i>Warner Bros./WRN</i>)	5679	+146	140	+14	2	22/7
60	55	CAITLIN & WILL Address In The Stars (<i>Columbia</i>)	5607	+1823	156	+67	2	22/3
Debut	56	JACK INGRAM Barefoot And Crazy (<i>Big Machine</i>)	5215	+5119	54	+52	1	3/3
57	57	PHIL VASSAR Prayer Of A Common Man (<i>Universal South</i>)	5120	-759	59	-12	3	4/0
Debut	58	PAT GREEN What I'm For (<i>BNA</i>)	4396	+1124	25	+2	1	0/0
52	59	CARRIE UNDERWOOD Home Sweet Home (<i>19/Arista Nashville</i>)	3546	-5264	53	-71	2	4/4
Debut	60	JONATHAN SINGLETON... Livin' In Paradise (<i>Universal South</i>)	3151	+3151	70	+70	1	17/14

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COUNTRY

MOST ADDED

ARTIST Title Label(s)	Adds
BRAD PAISLEY Then (Arista Nashville)	71
KEITH URBAN Kiss A Girl (Capitol Nashville)	35
TOBY KEITH Lost You Anyway (Show Dog Nashville)	22
JONATHAN SINGLETON... Livin' In Paradise (Universal South)	14
DIERKS BENTLEY Sideways (Capitol Nashville)	13
KENNY CHESNEY Out Last Night (BNA)	12
BLAKE SHELTON I'll Just Hold On (Warner Bros./WRN)	11
LADY ANTEBELLUM I Run To You (Capitol Nashville)	10
ZAC BROWN BAND Whatever It Is (Home Grown/Atlantic/Big Picture)	9
BILLY CURRINGTON People Are Crazy (Mercury)	9

MOST INCREASED AUDIENCE

ARTIST Title Label(s)	Total Play Increase
BRAD PAISLEY Then (Arista Nashville)	+66067
KEITH URBAN Kiss A Girl (Capitol Nashville)	+48713
SUGARLAND It Happens (Mercury)	+33973
DIERKS BENTLEY Sideways (Capitol Nashville)	+29528
JASON ALDEAN She's Country (Broken Bow)	+23792
ZAC BROWN BAND Whatever It Is (Home Grown/Atlantic/Big Picture)	+21849
CARRIE UNDERWOOD FEAT... I Told You So (19/Arista Nashville)	+20685
TOBY KEITH Lost You Anyway (Show Dog Nashville)	+19969
JAKE OWEN Don't Think I Can't Love You (RCA)	+19137
LADY ANTEBELLUM I Run To You (Capitol Nashville)	+15685

MOST INCREASED PLAYS

ARTIST Title Label(s)	Total Play Increase
BRAD PAISLEY Then (Arista Nashville)	+778
KEITH URBAN Kiss A Girl (Capitol Nashville)	+761
DIERKS BENTLEY Sideways (Capitol Nashville)	+491
CARRIE UNDERWOOD FEAT... I Told You So (19/Arista Nashville)	+399
SUGARLAND It Happens (Mercury)	+387
TOBY KEITH Lost You Anyway (Show Dog Nashville)	+318
JASON ALDEAN She's Country (Broken Bow)	+300
ZAC BROWN BAND Whatever It Is (Home Grown/Atlantic/Big Picture)	+280
TAYLOR SWIFT White Horse (Big Machine)	+268
JAKE OWEN Don't Think I Can't Love You (RCA)	+265

COUNTRY INDICATOR

MOST ADDED

ARTIST Title Label(s)	Adds
BRAD PAISLEY Then (Arista Nashville)	75
KEITH URBAN Kiss A Girl (Capitol Nashville)	39
TOBY KEITH Lost You Anyway (Show Dog Nashville)	17
RANDY HOUSER Boots On (Universal South)	15
BILLY CURRINGTON People Are Crazy (Mercury)	15
DIERKS BENTLEY Sideways (Capitol Nashville)	13
MILEY CYRUS The Climb (Walt Disney/Hollywood/Lyric Street)	10
JONATHAN SINGLETON... Livin' In Paradise (Universal South)	9
JACK INGRAM Barefoot And Crazy (Big Machine)	9
DEAN BRODY Brothers (Broken Bow)	8

MOST INCREASED AUDIENCE

ARTIST Title Label(s)	Total Play Increase
BRAD PAISLEY Then (Arista Nashville)	+19859
KEITH URBAN Kiss A Girl (Capitol Nashville)	+18564
RODNEY ATKINS It's America (Curb)	+7697
TOBY KEITH Lost You Anyway (Show Dog Nashville)	+7424
DIERKS BENTLEY Sideways (Capitol Nashville)	+7147
SUGARLAND It Happens (Mercury)	+7069
BILLY CURRINGTON People Are Crazy (Mercury)	+5980
RASCAL FLATTS Here Comes Goodbye (Lyric Street)	+5915
ALAN JACKSON Sissy's Song (Arista Nashville)	+5036
RANDY HOUSER Boots On (Universal South)	+4200

MOST INCREASED PLAYS

ARTIST Title Label(s)	Total Play Increase
KEITH URBAN Kiss A Girl (Capitol Nashville)	+957
BRAD PAISLEY Then (Arista Nashville)	+866
RODNEY ATKINS It's America (Curb)	+413
SUGARLAND It Happens (Mercury)	+388
DIERKS BENTLEY Sideways (Capitol Nashville)	+371
TOBY KEITH Lost You Anyway (Show Dog Nashville)	+335
RASCAL FLATTS Here Comes Goodbye (Lyric Street)	+290
JASON ALDEAN She's Country (Broken Bow)	+287
ALAN JACKSON Sissy's Song (Arista Nashville)	+273
BILLY CURRINGTON People Are Crazy (Mercury)	+268

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COUNTRY NEW AND ACTIVE

MARK CHESNUTT She Never Got Me Over You (*Big 7/Lofton Creek*)

Total Audience: 1306, Total Stations: 1, Adds: 1

JOHN RICH The Good Lord And The Man (*Warner Bros./WRN*)

Total Audience: 1292, Total Stations: 0, Adds: 0

SUGARLAND Love (*Mercury*)

Total Audience: 1130, Total Stations: 2, Adds: 0

TRACY LAWRENCE Up To Him (*Rocky Comfort/Nine North*)

Total Audience: 1053, Total Stations: 0, Adds: 0

CARTER TWINS Heart Like Memphis (*CMT/Meteor 17/CO5*)

Total Audience: 936, Total Stations: 6, Adds: 1

REHAB FEAT. H. WILLIAMS JR. Bartender... (*Universal Republic/CO5/Curb*)

Total Audience: 861, Total Stations: 3, Adds: 0

COUNTRY INDICATOR NEW AND ACTIVE

BELLAMY BROTHERS Lord Help Me Be The Kind Of Person... (*Curb*)

Total Plays: 65, Total Stations: 6, Adds: 1

TRACY LAWRENCE Up To Him (*Rocky Comfort/Nine North*)

Total Plays: 65, Total Stations: 4, Adds: 1

JOEY + RORY Play The Song (*Vanguard/Sugar Hill/Nine North*)

Total Plays: 56, Total Stations: 5, Adds: 0

RANDY ROGERS BAND Buy Myself A Chance (*Mercury*)

Total Plays: 53, Total Stations: 2, Adds: 0

JACK INGRAM Barefoot And Crazy (*Big Machine*)

Total Plays: 48, Total Stations: 9, Adds: 9

JO DEE MESSINA Shine (*Curb*)

Total Plays: 44, Total Stations: 3, Adds: 1

DEREK SHOLL But It Was (*RRM/CO5*)

Total Plays: 41, Total Stations: 3, Adds: 0

DARYLE SINGLETARY Love You With The Lights On (*E1*)

Total Plays: 39, Total Stations: 2, Adds: 0

SARAH DARLING Jack Of Hearts (*Black River*)

Total Plays: 35, Total Stations: 4, Adds: 2

RANDY OWEN WITH MEGAN MULLINS Holding Everything (*Broken Bow*)

Total Plays: 35, Total Stations: 4, Adds: 0

R&R Going For Adds

3/30

JACK INGRAM Barefoot And Crazy (*Big Machine*)

JO DEE MESSINA Shine (*Curb*)

MARCEL Believin' (*Red Stripe Plane/New Revolution*)

RICK HUCKABY She Gets Me High (*HeadCoach*)

TELLURIDE Pencil Marks (*American Roots/Quarterback*)

TRACY LAWRENCE Up To Him (*Rocky Comfort/Nine North*)

4/6

EMILY WEST That Kind Of Happy (*Capitol Nashville*)

RICHARD JAYMES Dollar And A Dream (*Shotgun*)

4/13

REBA MCENTIRE Strange (*Starstruck/Valory*)

STEPHEN COCHRAN Wal-Mart Flowers (*Aria Nashville*)

TOP 10 RECURRENTS

ARTIST	Title	Label(s)	Total Aud. (00)
TOBY KEITH	God Love Her	(<i>Show Dog Nashville</i>)	209867
KENNY CHESNEY WITH MACMCANALLY	Down The Road	(<i>Blue Chair/BNA</i>)	177651
DIERKS BENTLEY	Feel That Fire	(<i>Capitol Nashville</i>)	162240
ZAC BROWN BAND	Chicken Fried	(<i>Home Grown/Atlantic/Big Picture</i>)	141497
BLAKE SHELTON	She Wouldn't Be Gone	(<i>Warner Bros./WRN</i>)	134853
LEE ANN WOMACK	Last Call	(<i>MCA Nashville</i>)	131889
BILLY CURRINGTON	Don't	(<i>Mercury</i>)	111755
MONTGOMERY GENTRY	Roll With Me	(<i>Columbia</i>)	89708
DARIUS RUCKER	Don't Think I Don't Think About It	(<i>Capitol Nashville</i>)	88699
ALAN JACKSON	Country Boy	(<i>Arista Nashville</i>)	85797



121 Country reporters. Songs ranked by total audience for the airplay week of 3/16-3/22. Bullets appear on songs gaining audience or remaining flat from previous week. A song will also receive a bullet if its percentage loss in audience does not exceed the percentage of monitored station downtime for the format. Country titles that decline in audience but increase in detections will also receive a bullet if the total audience erosion for the week does not exceed 3%. If two songs are tied in total audience, the song with the larger increase in audience is placed first. Descending, non-bulleted titles below No. 10 in either audience or detections are moved to recurrent after 20 weeks. Most Added is the total number of new adds officially reported to R&R by each reporting station

or by automatic add thresholds for stations not allowed to report adds. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Audience lists the songs with the greatest week-to-week increases in total audience. Audience totals on the chart are derived, in part, using certain Arbitron Inc. copyrighted Persons 12+ audience estimates, under license (© 2009, Arbitron Inc.) © 2009 The Nielsen Company.

JASON ALDEAN
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DEAN BRODY
 "BROTHERS"

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 WOGI WKKT
 KTEX KFDI
 WCOL WRBT

ALBUM IN STORES
 APRIL 28TH

RR **27** +101
 CA/MB **27*** +133



LW	TW	ARTIST Title Label(s)	Total Plays	+/- Plays	Tot. Aud. (00)	+/- Aud. (00)	Wks On	Sta On/ Adds TW
1	1	DARIUS RUCKER It Won't Be Like This For Long (<i>Capitol Nashville</i>)	4656	-51	97134	-2404	23	117/1
2	2	GEORGE STRAIT River Of Love (<i>MCA Nashville</i>)	4413	-5	88789	-1138	20	117/1
3	3	TAYLOR SWIFT White Horse (<i>Big Machine</i>)	4324	+160	87258	+684	17	116/2
4	4	RODNEY ATKINS It's America (<i>Curb</i>)	4277	+413	90912	+7697	18	117/1
5	5	RASCAL FLATTS Here Comes Goodbye (<i>Lyric Street</i>)	4134	+290	85320	+5915	9	117/1
8	6	JASON ALDEAN She's Country (<i>Broken Bow</i>)	4031	+287	84048	+1838	18	116/1
6	7	TIM MCGRAW Nothin' To Die For (<i>Curb</i>)	4006	+175	83083	+499	12	118/1
7	8	JAKE OWEN Don't Think I Can't Love You (<i>RCA</i>)	3865	+112	79643	+784	30	113/2
10	9	CARRIE UNDERWOOD FEAT... I Told You So (<i>19/Arista Nashville</i>)	3707	+219	75039	+2000	10	117/2
11	10	JOHN RICH Shuttin' Detroit Down (<i>Warner Bros./WRN</i>)	3150	+59	64933	-1103	8	114/1
12	11	TRACE ADKINS Marry For Money (<i>Capitol Nashville</i>)	3066	+153	60033	+194	12	117/2
13	12	SUGARLAND It Happens (<i>Mercury</i>)	2996	+388	65636	+7069	6	110/1
15	13	MONTGOMERY GENTRY One In Every Crowd (<i>Columbia</i>)	2714	+241	56910	+3398	9	114/6
14	14	MARTINA MCBRIDE Ride (<i>RCA</i>)	2585	+54	51903	+1554	20	105/1
16	15	ELI YOUNG BAND Always The Love Songs (<i>Republic/Universal South</i>)	2314	+93	46447	+1064	26	108/1
18	16	LADY ANTEBELLUM I Run To You (<i>Capitol Nashville</i>)	2212	+149	45882	+1363	10	107/5
20	17	DIERKS BENTLEY Sideways (<i>Capitol Nashville</i>)	2185	+371	44816	+7147	5	113/13
17	18	JIMMY WAYNE I Will (<i>Valory</i>)	2139	+16	41156	-1911	25	101/2
19	19	ALAN JACKSON Sissy's Song (<i>Arista Nashville</i>)	2138	+273	43951	+5036	6	104/6
21	20	JASON MICHAEL CARROLL Where I'm From (<i>Arista Nashville</i>)	1822	+161	37943	+2376	19	98/4
32	21	KEITH URBAN Kiss A Girl (<i>Capitol Nashville</i>)	1699	+957	34350	+18564	2	101/39
22	22	ZAC BROWN BAND Whatever It Is (<i>Home Grown/Atlantic/Big Picture</i>)	1607	+122	34402	+2059	10	87/4
23	23	LOST TRAILERS How 'Bout You Don't (<i>BNA</i>)	1604	+128	36516	+2217	22	87/5
24	24	DEAN BRODY Brothers (<i>Broken Bow</i>)	1267	+136	25361	+2219	17	79/8
27	25	TOBY KEITH Lost You Anyway (<i>Show Dog Nashville</i>)	1191	+335	25163	+7424	3	75/17
26	26	RANDY HOUSER Boots On (<i>Universal South</i>)	1180	+219	25174	+4200	6	80/15
30	27	BILLY CURRINGTON People Are Crazy (<i>Mercury</i>)	1024	+268	21702	+5980	4	69/15
29	28	KELLIE PICKLER Best Days Of Your Life (<i>19/BNA</i>)	941	+113	18237	+2088	17	59/6
Debut	29	BRAD PAISLEY Then (<i>Arista Nashville</i>)	868	+866	19917	+19859	1	77/75
28	30	HEIDI NEWFIELD Cry Cry ('Til The Sun Shines) (<i>Curb</i>)	868	+30	17415	-586	21	61/2

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LW	TW	ARTIST Title Label(s)	Total Plays	+/- Plays	Tot. Aud. (00)	+/- Aud. (00)	Wks On	Sta On/ Adds TW
31	31	CRAIG MORGAN God Must Really Love Me (BNA)	802	+52	16408	+1000	12	54/3
36	32	GLORIANA Wild At Heart (Emblem/New Revolution)	731	+165	15204	+2658	9	51/7
35	33	BLAKE SHELTON I'll Just Hold On (Warner Bros./WRN)	686	+112	13083	+1620	5	54/5
33	34	TRENT TOMLINSON That's How It Still Oughta Be (Carolwood)	659	+16	13780	-136	11	50/2
34	35	DARRYL WORLEY Sounds Like Life To Me (Stroudavarious)	648	+34	13866	+221	10	46/1
37	36	CHUCK WICKS Man Of The House (RCA)	606	+50	12086	+1190	8	47/3
40	37	MILEY CYRUS The Climb (Walt Disney/Hollywood/Lyric Street)	525	+124	10889	+1689	3	43/10
39	38	KATIE ARMIGER Trail Of Lies (Cold River/Quarterback)	518	+86	7078	+717	9	34/3
38	39	ERIC CHURCH Love Your Love The Most (Capitol Nashville)	508	+50	9728	+708	7	35/2
41	40	PAT GREEN Country Star (BNA)	491	+100	7887	+1394	6	32/6
44	41	LOVE AND THEFT Runaway (Carolwood)	400	+82	7399	+1526	5	31/3
43	42	JAMEY JOHNSON High Cost Of Living (Mercury)	392	+38	7519	+721	6	30/2
42	43	TRAILER CHOIR What Would You Say (Show Dog Nashville)	386	+26	8062	+138	10	26/1
45	44	JULIA BURTON What A Woman Wants (Emerald River/Spinville)	339	+26	6483	+235	10	27/4
46	45	JUSTIN MOORE Small Town USA (Valory)	334	+49	6558	+1142	7	20/2
47	46	BILLY RAY CYRUS Back To Tennessee (Walt Disney/Lyric Street)	246	+17	4213	+347	6	19/2
50	47	HOLLY WILLIAMS Keep The Change (Mercury)	205	+34	3728	+871	7	15/3
48	48	ADAM GREGORY What It Takes (Midas/Big Machine)	200	-11	3307	-86	16	18/1
51	49	LANCE MILLER George Jones & Jesus (Big 7/Lofton Creek)	156	+2	1821	+21	4	11/0
52	50	CHRIS YOUNG Gettin' You Home (The Black Dress Song) (RCA)	146	+12	2396	+282	4	13/1
55	51	JESSICA HARP Boy Like Me (Warner Bros./WRN)	142	+23	3056	+247	3	13/3
53	52	BOMSHEL Fight Like A Girl (Curb)	138	+6	2745	+112	4	12/0
54	53	DARREN KOZELSKY Good Day To... (Major 7th/Spinville/Nine North)	136	+12	2514	+257	3	12/1
56	54	JEFF BATES One Thing (Black River)	112	+2	1928	-51	2	6/0
57	55	DAVID NAIL Red Light (MCA Nashville)	110	+15	1583	-20	2	9/0
59	56	MARK CHESNUTT She Never Got Me... (Big 7/Lofton Creek)	104	+28	1502	+305	2	10/5
Debut	57	JONATHAN SINGLETON ... Livin' In Paradise (Universal South)	86	+69	1421	+996	1	11/9
Debut	58	CAITLIN & WILL Address In The Stars (Columbia)	74	+39	891	+340	1	9/2
Debut	59	MATT STILLWELL Rain (Still 7/Spinville/Nine North)	70	+9	818	+76	1	7/0
Debut	60	WILLIAMS RILEY BAND I'm Still Me (Golden/Nine North)	66	+23	304	+183	1	7/6

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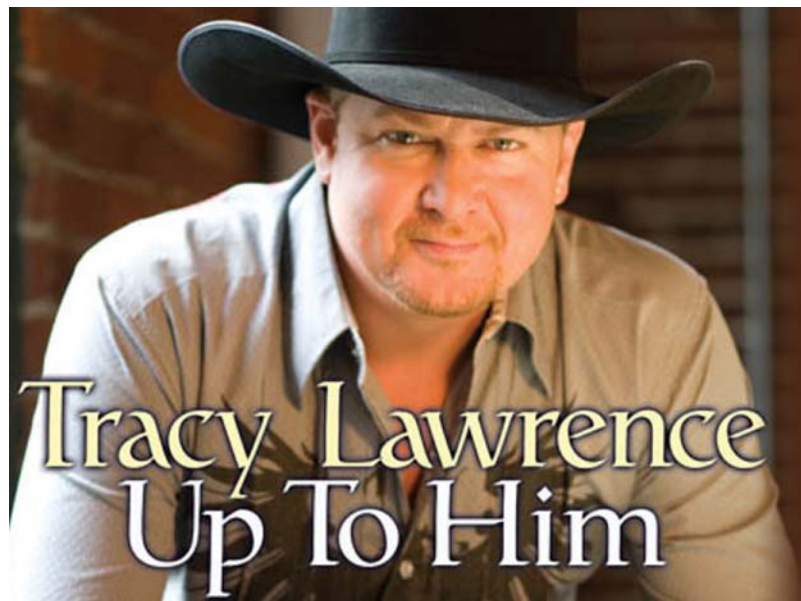
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ARTIST Title (Label)	TOTAL PASSION	POSITIVE	INDEX	NEUTRAL	DISLIKE	STRONGLY DISLIKE
DARIUS RUCKER It Won't Be Like This For Long (Capitol Nashville)	29.2%	73.0%	3.96	21.2%	5.2%	0.7%
BROOKS & DUNN FEAT. R. MCENTIRE Cowgirls Don't Cry (Arista Nashville)	35.8%	71.8%	3.95	18.0%	7.5%	2.7%
JASON ALDEAN She's Country (Broken Bow)	33.2%	69.0%	3.88	19.8%	8.5%	2.7%
TIM MCGRAW Nothin' To Die For (Curb)	23.0%	68.8%	3.84	25.0%	4.7%	1.5%
RODNEY ATKINS It's America (Curb)	22.0%	67.8%	3.80	23.7%	7.2%	1.3%
LEE ANN WOMACK Last Call (MCA Nashville)	28.2%	67.0%	3.81	20.3%	10.7%	2.0%
CARRIE UNDERWOOD FEAT. R. TRAVIS I Told You So (19/Arista Nashville)	26.5%	64.7%	3.77	23.5%	9.3%	2.5%
TAYLOR SWIFT White Horse (Big Machine)	29.2%	63.8%	3.76	21.8%	11.2%	3.2%
JIMMY WAYNE I Will (Valory)	20.3%	62.7%	3.69	26.0%	8.7%	2.7%
ELI YOUNG BAND Always The Love Songs (Republic/Universal South)	18.2%	62.5%	3.72	30.7%	5.2%	1.7%
JAKE OWEN Don't Think I Can't Love You (RCA)	19.5%	61.3%	3.73	31.7%	6.5%	0.5%
GEORGE STRAIT River Of Love (MCA Nashville)	27.2%	61.0%	3.74	27.2%	9.0%	2.8%
ALAN JACKSON Sissy's Song (Arista Nashville)	18.3%	60.5%	3.62	25.8%	10.7%	3.0%
JOHN RICH Shuttin' Detroit Down (Warner Bros./WRN)	18.8%	59.2%	3.65	29.5%	9.3%	2.0%
JASON MICHAEL CARROLL Where I'm From (Arista Nashville)	13.2%	58.7%	3.63	33.7%	6.5%	1.2%
LOST TRAILERS How 'Bout You Don't (BNA)	13.0%	57.3%	3.63	36.3%	4.8%	1.5%
RANDY HOUSER Boots On (Universal South)	16.5%	56.8%	3.54	27.3%	13.0%	3.0%
MARTINA MCBRIDE Ride (RCA)	13.8%	56.7%	3.59	33.5%	8.5%	1.3%
RASCAL FLATTS Here Comes Goodbye (Lyric Street)	16.3%	56.3%	3.54	28.7%	11.7%	3.3%
SUGARLAND It Happens (Mercury)	21.7%	55.0%	3.55	26.8%	14.2%	4.0%
ADAM GREGORY What It Takes (Midias/Big Machine)	11.2%	54.7%	3.58	38.5%	6.0%	0.8%
BILLY CURRINGTON People Are Crazy (Mercury)	11.0%	54.5%	3.54	37.0%	5.0%	3.5%
MONTGOMERY GENTRY One In Every Crowd (Columbia)	14.2%	54.3%	3.53	32.3%	11.3%	2.0%
DIERKS BENTLEY Sideways (Capitol Nashville)	18.3%	54.0%	3.60	34.3%	11.0%	0.8%
KELLIE PICKLER Best Days Of Your Life (19/BNA)	12.2%	53.0%	3.48	31.5%	13.3%	2.2%
DEAN BRODY Brothers (Broken Bow)	15.0%	52.8%	3.52	34.2%	10.3%	2.7%
LADY ANTEBELLUM I Run To You (Capitol Nashville)	10.8%	52.8%	3.53	37.8%	8.2%	1.2%
ZAC BROWN BAND Whatever It Is (Home Grown/Atlantic/Big Picture)	11.8%	52.7%	3.55	39.2%	6.8%	1.3%
TRACE ADKINS Marry For Money (Capitol Nashville)	15.5%	49.8%	3.39	29.7%	15.0%	5.5%
CRAIG MORGAN God Must Really Love Me (BNA)	9.0%	49.2%	3.46	39.5%	10.2%	1.2%
DARRYL WORLEY Sounds Like Life To Me (Stroudavarious)	6.8%	44.7%	3.35	40.8%	12.0%	2.5%
TRENT TOMLINSON That's How It Still Oughta Be (Carolwood)	7.5%	41.8%	3.21	35.8%	16.2%	6.2%
GLORIANA Wild At Heart (Emblem/New Revolution)	7.0%	41.0%	3.30	43.0%	13.5%	2.5%
CHUCK WICKS Man Of The House (RCA)	4.8%	39.8%	3.27	44.8%	13.0%	2.3%
HEIDI NEWFIELD Cry Cry ('Til The Sun Shines) (Curb)	6.0%	35.2%	3.16	43.0%	18.5%	3.3%

The Callout America sample is 600 persons in each weekly report, made up of a three week rolling average of 200 persons weekly. Sample is 50% Male / Female and taken from 20 U.S. Markets. Demos are evenly balanced in 18-24, 25-34, 35-44 and 45-54 cells. Song scores are on a 1 to 5 differential with "1" meaning strong dislike and "5" meaning like it a lot. The positive index is an average of all 1 to 5 scores. Total Positive is the combined 4 and 5 scores. Market breakouts by geographical region are: **MIDWEST:** Cincinnati, Indianapolis, Kansas City, Omaha and Wichita. **SOUTH:** Atlanta, Charleston, Charlotte, Mobile / Pensacola and Nashville. **EAST:** Philadelphia, Pittsburgh, Providence RI, Rochester, Virginia Beach. **WEST:** Colorado Springs, Houston, Modesto, Phoenix and Portland OR.

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Tracy Lawrence Up To Him

"The multiple rhymes are just about brilliant. Tracy, as usual, delivers the goods as a vocalist on this common-man's anthem."
— Robert K. Oermann

R&R New & Active

Airplay Impact
Next Monday 3/30/09

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