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R&R Industry Achievement Awards

The 2006 R&R Convention wrapped up Friday (9/22) at the Hilton Anatole in Dallas and was held in conjunction with the NAB Radio Show. Our annual R&R Industry Achievement Awards were handed out at the format sessions, including the "Texas Music: Boon or Bane?" panel and "The Talking Hats of Programming" session (see The Week's News in Review for session coverage). A complete list of winners in all formats is available at www.radioandrecords.com, and here are the country honorees:

- Station of the Year (Markets 1-25): **KYGO/Denver**
- Station of the Year (Markets 26-100): **WFMS/Indianapolis**
- Station of the Year (Markets 101+): **WUSY/Chattanooga, Tenn.**
- PD/OM of the Year: **Becky Brenner**, KMPS/Seattle
- MD of the Year: **Gwen Foster**, KNIX/Phoenix
- Personality/Show of the Year: **Big D & Bubba**, WSIX/Nashville (syndicated)
- Promotion Executive of the Year: **Jimmy Harnen**, Capitol Nashville
- Regional Promotion Executive of the Year: **Karen McGuire**, Curb
- Label of the Year (Platinum): **Arista Nashville**
- Label of the Year (Gold): **Curb**

Subscribers of **Radio & Records** voted on the annual R&R Industry Achievement Awards.

On The Charts: Underwood Takes Top Gain, Chesney Gets 27th Top 10

The fourth single from **Carrie Underwood's** *Some*

Hearts (Arista/Arista Nashville) takes the biggest gain on the R&R country chart, while **Kenny Chesney** fattens his top 10 tally to 27.

Up 3.5 million audience impressions, Underwood's "Before He Cheats" swipes the Most Increased Audience trophy this week (13-11) and threatens the top 10 in its 30th chart week. Although, at first glance, it appears that Underwood's song has taken a slow boat to its new peak position, the first 19 of those 30 chart weeks were accrued on the chart's lower end, based on unsolicited album play prior to being issued as an official radio single. The single collects 22.7 million impressions during the Sept. 18-24 tracking week.

Concurrently, Kenny Chesney inks his 27th top 10 single as "You Save Me" (BNA) gains 1.5 million impressions and steps 11-10. Now in its eighth chart week, Chesney's new single is one of eight titles in this week's top 30 that have spent fewer than 10 weeks on the chart. Among those 30 songs, Brad Paisley's "She's Everything" is the new kid on the block — it's only been on the chart for five weeks (29-27).

Inside the top 10, Chesney's song and **Keith Urban's** six-week-old "Once in a Lifetime" are the youngest singles in that part of the chart. During the Sept. 18-24 tracking period, "You Save Me" amasses 24.6 million impressions.

The Portable People Meter: Marince Speaks at R&R Convention

When Arbitron begins its planned rollout of the Portable People Meter next year, broadcasters will have to "work harder to understand what's happen-

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"There's a lot of worthwhile listening this week. But nobody, but nobody tops the sublime single by Faith Hill. It's not only the Disc of the Day, it's one of the best country records by anybody recording today." -Robert K. Oermann/ MusicRow



ing to our listeners," Arbitron VP of programming services and development Gary Marince told R&R Convention 2006 attendees here on Friday (9/22). "The audience is a little more fickle than we thought in the past."

For example, programmers have long believed that on-air contesting leads to increased listening. However, data from PPM testing this year in Houston documents the importance of the desirability of the prize on listening.

Examining a weekly average of minute-by-minute audience data for a Houston country station, Arbitron saw significant audience spikes whenever the station aired George Strait's "Seashores of Old Mexico." Turns out the station was giving away tickets to Strait's sold-out performance at the Houston rodeo when it played the song. However, the same contest earlier in the month didn't have the same audience draw.

"Contesting works if the prize is something really desirable," Marince said, comparing it to the way the largest Powerball sales occur in the days before a massive jackpot lottery.

Marince also told the crowd that, in a PPM world, day-to-day and daypart-to-daypart audience recycling will be less important than recycling listeners to the next quarter hour. "That's the new challenge," Marince said. "While we have them, we want to hook them for something more."

As an example of this "promote forward" philosophy in action, Marince pointed to dramatic listening spikes encountered on a Houston news/talk station after it promoted on-air that it would reveal the results of an Amber Alert at a designated time. "Forget the next daypart, forget the next day," Marince suggested. "Get them for the next quarter hour."

—Paul Heine, Dallas

Radio News

Industry vet **Bob Huntley** exits the market manager post at Clear Channel's Columbia, S.C. cluster, where he oversaw country WCOS-AM & FM and other cluster

This Week At Callout America

Bullseye President John Hart brings our weekly analysis of Country callout research to you. View more complete information at <http://data.bullsi.com/bullseye/radioandrecords>.

"**Josh Turner** is still the No. 1 song with 'Would You Go With Me,' which is also the No. 1 passion song. Turner's single is also the No. 1 song with 25-34s, the No. 13 song with core 35-44s and the No. 1 song with 45-54s.

"The No. 1 song with females for the week is **Faith Hill's** 'Sunshine & Summertime.' Overall, this song ranks at No. 6 and is the No. 4 song with core 35-44s.

"The No. 1 song with male listeners is **George Strait's** 'Give It Away,' which is the No. 2 male passion song, the No. 4 song with younger 25-34 listeners and ranks as the No. 8 song with core 35-44 listeners.

"**Dierks Bentley's** 'Every Mile a Memory' hits 95% familiarity and drives strong growth in positive scoring. It ranks at No. 2 overall and is the No. 1 song with core 35-44 listeners — also the No. 2 song with younger 25-34 listeners.

"**Sugarland** make a strong early showing. With just eight weeks worth of data, 'Want To' ranks as the No. 8 song overall and as the No. 11 passion song. Men rank this song at No. 6, and core 35-44s rank it at No. 9. A 13-to-1 positive-to-negative ratio suggests continued growth.

"**Trent Tomlinson** is way out in front of the radio charts with radio listeners, ranking as the No. 17 song overall at Callout America and as the No. 19 passion song. Men rank the song at No. 7, while younger 25-34 listeners rank it at No. 16."

properties WLTY, WNOK, WVOC & WXBT. Huntley had been in the post for 15 months.

Prior to his most recent position, Huntley had been director of sales for the cluster, and his resume also includes stops at Citadel/Nashville and Clear Channel/Charlotte, where he was director of sales, and WALR & WCNN/Atlanta and WSUN & WWRM/Tampa, where he was GM.

—Keith Berman, Los Angeles

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MB: Debut **40** +260 RR: **47** to **42** +1.2 mil. aud.

Tyler Dean "Built For Bluejeans" Impact Record!! Impacting Now!

• The changes continue at Entercom country WDAF/Kansas City as longtime morning show **David Lawrence** and syndicated newsmen **Paul Harvey** both exit the station. Lawrence is retiring after 25+ years as WDAF's morning man. He will continue to host a weekend show and do other projects for the station.

Meanwhile, Entercom market manager Cindy Schloss told the *Kansas City Star* that Harvey simply wasn't connecting with the 25-54-year-old women the station targets. She also cited the 88-year-old Harvey's voice, which she believes has diminished in recent years. As previously reported, Entercom dumped WDAF afternoon team Rick Miller and Sammie Phelps in early September and replaced them with Larry Moffitt from classic rock sister KYYS.

• Atlanta radio veteran **Sandy Weaver** joins ABC Radio's WYAY (Eagle 106.7) in that market as midday jock and MD. She replaces the retiring Garry Kinsey in middays, and Johnny Gray, who is also retiring from the ABC outlet, as MD. "Sandy's music experience will allow her to not only contribute on the air, but to assist me with evolving the music on Eagle," OM Mark Richards said in a press release.

In addition to her recent work at Clear Channel AC WLTM/Atlanta, Weaver has also served at country WMZQ/Washington, D.C., among other stations.

• MacDonald Broadcasting country WKCO/Saginaw, Mich. OM/afternoon driver **Rick Walker** exits the station. He's replaced by **Mike Scot**, who joins from Mapleton Communications hot AC KCDU (the Beach)/Monterey, where he was PD.

• **Westwood One** has reconfigured how it will sell inventory offered in Metro Networks, its live traffic and information service which airs on more than 2,050 stations, the radio network announced Monday. In addition to the existing Total Reach Network, inventory packages have been organized into three networks targeting specific demographic groups: The Mobile Male Network, The Active Female Network and The Opinion Leader Network (targeting listeners to News/Talk stations). All the inventory in the networks is 10-second live reads embedded in the programming.

• The new networks will be available for advertisers beginning Jan. 1, 2007. As part of the reorganization, Metro also implemented an internal proprietary inventory management and scheduling system to offer advertisers better inventory control and accountability measures.

"In 2007, staying ahead of changing client needs is defined by offering better and more targeted choices, which is exactly what we have done with the packaging of Metro Networks inventory," said Roby Wiener, chief marketing officer for Westwood One.

—Katy Bachman, *Mediaweek*

On The Row

• **Rascal Flatts** donated \$817,000 in proceeds from Friday night's (9/22) sold-out Gaylord Entertainment Center concert in Nashville to the city's Monroe Carell, Jr. Children's Hospital at Vanderbilt University. Sources tell **R&R** that the donation is the largest fundraising event ever for the hospital, topping the \$600,000 donation from a similar Rascal Flatts event in 2005.

• The Atlantis Music Conference & Festival has expanded its musical offerings to include country music as part of this year's showcase events and educational series. Slated to be held on Thursday, Oct. 5 at Smith's Olde Bar in Atlanta, the event begins with an educational panel featuring **Mark Wills**, along with Equity Music Group President **Mike Kraski**. For more information, visit www.atlantismusic.com.

The Week's News In Review

Here are some of the major stories that appeared in last week's **R&R Country Daily**:

RRCD Monday, Sept 18: As expected, BNA Records senior director of promotion **Rick Moxley** rises to the position of VP of national promotion for the label. Moxley, who has been at the label for eight years, replaces Tom Baldrice, who as previously reported was recently named

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VP of marketing for Sony BMG Nashville. Baldrice says Moxley is "a promotion legend, and this new opportunity for him will only make the legend larger." Moxley is a 20-year promotion veteran, with prior tenures at Warner Bros., Giant and Rising Tide/Universal. An announcement regarding Moxley's successor is pending.

Just as **George Strait** is set to be feted with Country Music Hall of Fame induction, the Texan scores his 41st No. 1 single and eclipses Conway Twitty's long-held title as the artist with the most chart-topping country singles (40). Strait's "Give It Away" gains 887,000 audience impressions and rises 2-1 on the R&R country chart, which also runs in VNU sister publication *Billboard* as Hot Country Songs. He will be formally added to the Hall of Fame roster during the 40th annual Country Music Assn. Awards, Nov. 6 on ABC.

RRCD Tuesday, Sept. 19: A new study by **Edison Media Research** shows sharp declines in Time Spent Listening (TSL), Persons Using Radio (PUR) and, most importantly, attitudes about radio among the 12-to-24-age group. "Six years ago, we presented 'Radio's Future: Today's 12-24-Year-Olds,'" noted Edison President **Larry Rosin**. "That report, the first publicly-available study of 12-24 radio listening, urged broadcasters to take more aggressive steps to fight young-end erosion and cultivate new users. Now, with iPods, podcasting and Internet radio, today's 12-24 listeners have even more alternatives to terrestrial radio. It is vital for broadcasters to study this newly-updated data and take action."

Among the findings of the new study:

- TSL among 12-17-year-olds is down 22% since 1993. Weekly TSL at that time was 65 quarter-hours. By 2000, it had fallen below 60; it is now 51 quarter-hours per week.
- While much recent attention has been focused on teens who may not be learning to use radio at all, 18-24 TSL has declined by an even larger percentage (24%). TSL in 1993 was 95 quarter-hours per week; it is now 72 quarter-hours. Listening 12-24 is falling significantly faster than among those 25+.

RRCD Wednesday, Sept. 20: Opening with 15,000 copies at No. 8 on *Billboard's* Top Country Albums, **The Randy Rogers Band's** *Just a Matter of Time* is the fourth album by a group to bow inside the chart's top 10 so far this year. The Texas-based group previously released *Like It Used to Be* (2002) and *Rollercoaster* (2004) through Smith Entertainment, and that label's *Live at Billy Bob's Texas* spent one week on the lower end of Top Country Albums in September 2005.

RRCD Thursday, Sept. 21: A group of Texas music industry insiders joined a pair of the genre's leading artists for a discussion about the state of the music at R&R Convention 2006. At the "Texas Music: Boon or Bane" session, panelists generally agreed that the Texas music scene remains a vibrant country music subculture, whose artists are gaining notoriety on a national level.

Quality Broadcasting's KFTX/Corpus Christi, Texas GM/MD/morning personality **Dr. Bruce Nelson-Stratton** says he's observed several dynamics that are unique to Texas artists in terms of the way songs are promoted to radio. "I think the level of professionalism is higher these days, but ... the best advice I could offer artists and labels would be to make sure your pitch is as professional as possible — don't have your aunt or your mother call on your behalf," he said.

RRCD Friday, Sept. 22: R&R Convention coverage continues: CBS Radio's country format chief and KILT/Houston PD **Jeff Garrison** says Arbitron's Portable People Meter may have dramatic implications for male listenership in the format and reiterated a good news/bad news observation about the impact the PPM measurement on cume vs. TSL in all demos. Many country programmers have long been concerned about male diary return rates under the Arbitron diary system.

While Garrison remarks that he's becoming a "big fan" of the system, he says he's "optimistic that the sampling challenges will be worked out in

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CD GALLERY

Here are this week's new releases:

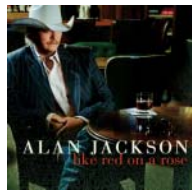
Mark Chesnutt *Heard It in a Love Song* (CБУJ)



One of modern country music's most admired traditional voices returns with an interesting set of songs. While covering The Marshall Tucker Band on the title track might be a stretch for less able singers, Chesnutt makes it his own — lest we forget that he scored his

biggest radio hit to date with a remake of Aerosmith's "I Don't Want to Miss a Thing" in 1998. There's much to love on the new album, but the hands-down highlight is his affectionate treatment of the George Jones 1972 masterpiece, "A Day in the Life of a Fool."

Alan Jackson *Like Red on a Rose* (Arista Nashville)



If all Alan Jackson ever brought to country music was "Here in the Real World" and "Where Were You (When the World Stopped Turning)," he'd have done plenty to ensure his place in the history books. But when you've accomplished as much as he has —

and in such a short time — taking stylistic detours isn't just expected, it's welcomed. Teaming with Alison Krauss as his producer, Jackson offers a sonic departure from his previous work, but most of the song choices and Jackson's sparkling vocals are reliably — if not predictably — classic Alan.

Solomon Burke *Nashville* (Shout Factory)



The "King of Rock & Soul" takes a cue from Van Morrison's salute to classic country earlier this year. Although Burke's country-classic-heavy "Nashville" has little in common with Morrison's "Pay the Devil" other than

Sept. 25: NSAI World's Largest No. 1 Party, Nashville. Details at www.nashvillesongwriters.com.

Sept. 25-27: Classic Country & Western Artists Broadcasters Convention, Richardson, Texas. Details at www.classiccountrypwesternmusic.com.

Sept. 25-Oct. 1: The International Bluegrass Music Assn. World of Bluegrass trade show and fan festival, Nashville. Details at www.ibma.org.

Sept. 26: 11th annual Academy of Western Artists Will Rogers Awards, Richardson, Texas. Details at www.awa-awards.org.

Oct. 22: 37th annual NSAI/Nashville Songwriter Foundation Awards, Nashville. Details at www.nashvillesongwriters.com.

Oct. 23: 44th annual ASCAP Country Music Awards, Nashville. Details at www.ascap.com.

Oct. 30: Second annual Broadway Meets Country benefit, Nashville. Details at www.cmaworld.com.

Nov. 4: 54th annual BMI Country Awards, Nashville. Details at www.bmi.com.

Nov. 5: Annual SESAC Country Awards, Nashville. Details at www.sesac.com.

Nov. 6: 40th annual Country Music Assn. Awards, Nashville. Details at www.cmaworld.com.

Nov. 9: 12th annual Inspirational Country Music Awards, Nashville. Details at www.ccma.cc.

Nov. 20: 10th annual Christmas for Kids Benefit Concert, Nashville. Details at www.christmas4kids.org.

cherry-picking some of country's most revered songs, having these two distinctly different vocalists from outside the genre pay homage to classic country is nothing short of delightful. Burke enlists help from Dolly Parton, Kevin Welch and others on the album produced by Buddy Miller.

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MUSICNOTES

⚡ A new playground is being built in honor of **Vince Gill** at the International School of Louisiana. Gill is joining volunteers from The Home Depot and the local community to construct the KaBOOM playground in one day on the relocated ISL campus. The playground, which is being built to honor Gill, the 2006 winner of the Academy of Country Music/The Home Depot Humanitarian Award, will provide a safe place to play for almost 400 students currently enrolled at the school. "It is truly an honor to be able to build this playground in New Orleans and give the children at the International School of Louisiana a reason to smile and a place to play," said Gill. "Given the devastation caused by Hurricane Katrina, it is an obvious need for the community."

⚡ The list of artists performing on the 40th annual CMA Awards expands to include **Dierks Bentley**, **Kenny Chesney**, **Gretchen Wilson** and 2006 Country Music Hall of Fame inductee **George Strait**. The show airs Nov. 6 on ABC-TV.

⚡ **Alan Jackson** performs on the *Tonight Show with Jay Leno* tomorrow, Sept. 26. Jackson will also appear on *Late Show With David Letterman* on Oct. 12 and the *Today* show on Oct. 13. On Oct. 8, *Extreme Makeover Home Edition* will air selections from Jackson's benefit concert for the volunteers and donors who rebuilt the home of the Hawkins family of Hendersonville, Tenn., victims of a tornado that struck middle Tennessee in April.

⚡ **Taylor Swift** surpassed 1 million streams this week on her MySpace page, propelled by consistent plays of the three tracks posted: "Tim McGraw," "Picture to Burn" and "Come in With the Rain." With over 23,000 "friends" on her profile, Taylor becomes one of the 15 most-viewed country artists on MySpace.com.



SONGS WITH HIT POTENTIAL

CHART RANK

GEORGE STRAIT Give It Away (<i>MCA Nashville</i>) (95.5)	1
JOSH TURNER Would You Go With Me (<i>MCA Nashville</i>) (80.5)	2
HEARTLAND I Loved Her First (<i>Lofton Creek</i>) (82.6)	3
BROOKS & DUNN Building Bridges (<i>Arista Nashville</i>) (85.9)	4
DIERKS BENTLEY Every Mile A Memory (<i>Capitol</i>) (81.2)	5
KEITH URBAN Once In A Lifetime (<i>Capitol</i>) (80.5)	7
KENNY CHESNEY You Save Me (<i>BNA</i>) (92.5)	10
SUGARLAND Want To (<i>MERCURY</i>) (93.2)	12
RASCAL FLATTS My Wish (<i>Lyric Street</i>) (91.9)	15
TIM MCGRAW My Little Girl (<i>Curb</i>) (88.3)	16
ALAN JACKSON Like Red On A Rose (<i>Arista</i>) (77.4)	19
RASCAL FLATTS Life Is A Highway (<i>Lyric Street</i>) (86.9)	20
TOBY KEITH Crash Here Tonight (<i>Show Dog</i>) (92.3)	21
MONTGOMERY GENTRY Some People Change (<i>Columbia</i>) (83.7)	22
LONESTAR Mountains (<i>BNA</i>) (89.6)	24
TAYLOR SWIFT Tim McGraw (<i>Big Machine</i>) (76.1)	25
JASON ALDEAN Amarillo Sky (<i>Broken Arrow</i>) (81.0)	26
BRAD PAISLEY She's Everything (<i>Arista</i>) (84.9)	27
TRENT TOMLINSON One Wing In The Fire (<i>Lyric Street</i>) (89.4)	31
JOE NICHOLS I'll Wait For You (<i>Universal</i>) (91.5)	35
PHIL VASSAR The Woman In My Life (<i>Arista</i>) (94.4)	36
SARA EVANS You'll Always Be My Baby (<i>RCA</i>) (89.5)	37
TRACE ADKINS Ladies Love Country Boys (<i>Capitol</i>) (90.4)	43

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VIDEO ADDS

CMT

KEITH URBAN Once In A Lifetime
TIM MCGRAW My Little Girl

GREAT AMERICAN COUNTRY

KEITH URBAN Once In A Lifetime
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LW	TW	ARTIST Title Label(s)	Tot. Aud. (00)	+/- Aud. (00)	Total Plays	+/- Plays	Wks On	Total Station
1	1	GEORGE STRAIT Give It Away (MCA Nashville)	357302	+9968	5233	+59	14	130/0
2	2	JOSH TURNER Would You Go With Me (MCA Nashville)	333136	+23583	4952	+254	22	131/0
6	3	HEARTLAND I Loved Her First (Lofton Creek)	306684	+34762	4301	+469	13	128/0
4	4	BROOKS & DUNN Building Bridges (Arista Nashville)	289077	+8994	4472	+55	18	132/0
9	5	DIERKS BENTLEY Every Mile A Memory (Capitol Nashville)	275265	+21034	4092	+301	13	132/0
3	6	STEVE HOLY Brand New Girlfriend (Curb)	270953	-32786	3972	-715	33	131/0
8	7	KEITH URBAN Once In A Lifetime (Capitol Nashville)	270203	+13684	3874	+240	6	130/0
5	8	WRECKERS Leave The Pieces (Maverick/Warner Bros./WRN)	269965	-8984	3826	-226	25	132/0
7	9	RODNEY ATKINS If You're Going Through Hell... (Curb)	249471	-19793	3394	-438	37	132/0
11	10	KENNY CHESNEY You Save Me (BNA)	246475	+15351	3611	+285	8	132/0
13	11	CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	227722	+35759	3507	+386	10	131/2
14	12	SUGARLAND Want To (Mercury)	214514	+22823	3179	+196	9	131/0
12	13	LITTLE BIG TOWN Bring It On Home (Equity)	191248	-34538	2909	-686	34	131/0
10	14	FAITH HILL Sunshine And Summertime (Warner Bros./WRN)	187287	-50866	2678	-1009	16	129/0
17	15	RASCAL FLATTS My Wish (Lyric Street)	183231	+25338	2656	+299	7	129/4
18	16	TIM MCGRAW My Little Girl (Curb)	165643	+23795	2626	+268	8	127/6
16	17	DANIELLE PECK Findin' A Good Man (Big Machine)	164915	+246	2702	-225	27	128/0
15	18	PAT GREEN Feels Just Like It Should (BNA)	155438	-25718	2421	-404	20	132/0
19	19	ALAN JACKSON Like Red On A Rose (Arista Nashville)	151143	+13648	2494	+92	11	130/0
20	20	RASCAL FLATTS Life Is A Highway (Walt Disney/Lyric Street)	145366	+14046	1919	+25	13	77/6
24	21	TOBY KEITH Crash Here Tonight (Show Dog Nashville)	126284	+18371	2117	+273	7	126/3
23	22	MONTGOMERY GENTRY Some People Change (Columbia)	125558	+12018	2133	+111	11	126/3
22	23	JACK INGRAM Love You (Big Machine)	123413	+8993	2069	+145	16	120/6
21	24	LONESTAR Mountains (BNA)	122649	+6460	2140	+28	14	128/1
26	25	TAYLOR SWIFT Tim McGraw (Big Machine)	105723	+16971	1707	+170	13	117/5
27	26	JASON ALDEAN Amarillo Sky (Broken Bow)	79429	+11041	1606	+156	12	109/7
29	27	BRAD PAISLEY She's Everything (Arista Nashville)	76149	+21608	1365	+358	5	100/17
28	28	EMERSON DRIVE A Good Man (Midas/New Revolution)	72892	+16752	1359	+166	23	90/2
25	29	BIG & RICH 8th Of November (Warner Bros./WRN)	63896	-27214	1201	-500	18	124/0
30	30	CRAIG MORGAN Little Bit Of Life (Broken Bow)	54914	+10836	1140	+203	8	91/16

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 BMG RECORDS LABEL

LW	TW	ARTIST Title Label(s)	Tot. Aud. (00)	+/- Aud. (00)	Total Plays	+/- Plays	Wks On	Total Station
31	31	TRENT TOMLINSON One Wing In The Fire (<i>Lyric Street</i>)	54869	+12462	1253	+263	13	92/9
32	32	ERIC CHURCH Two Pink Lines (<i>Capitol Nashville</i>)	47034	+7194	833	+138	6	67/11
33	33	CAROLINA RAIN Get Outta My Way (<i>Equity</i>)	42500	+3937	747	+25	19	77/2
34	34	JO DEE MESSINA It's Too Late To Worry (<i>Curb</i>)	38017	+501	839	+23	10	73/3
38	35	JOE NICHOLS I'll Wait For You (<i>Universal South</i>)	37251	+10462	763	+156	8	73/10
39	36	PHIL VASSAR The Woman In My Life (<i>Arista Nashville</i>)	35601	+10588	824	+191	8	86/9
35	37	SARA EVANS You'll Always Be My Baby (<i>RCA</i>)	33441	+4963	539	+94	6	58/13
40	38	SARAH BUXTON Innocence (<i>Lyric Street</i>)	31995	+7996	578	+88	8	52/2
36	39	LEANN RIMES Some People (<i>Asylum-Curb</i>)	28921	+1168	735	+53	8	65/3
Breaker	40	LEE ANN WOMACK Finding My Way Back Home (<i>Mercury</i>)	28443	+4534	488	+99	8	50/7
42	41	WRECKERS My, Oh My (<i>Maverick/Warner Bros./WRN</i>)	26249	+6997	471	+97	3	48/18
47	42	RODNEY ATKINS Watching You (<i>Curb</i>)	24354	+11905	453	+235	2	42/12
Breaker	43	TRACE ADKINS Ladies Love Country Boys (<i>Capitol Nashville</i>)	24096	+11030	496	+236	3	52/17
Breaker	44	VINCE GILL The Reason Why (<i>MCA Nashville</i>)	21968	+3530	497	+105	8	51/4
43	45	RANDY ROGERS BAND Kiss Me In The Dark (<i>Mercury</i>)	20630	+1729	284	+37	8	22/2
48	46	KELLIE PICKLER Red High Heels (<i>BNA</i>)	19089	+6771	263	+125	2	30/20
49	47	KEITH ANDERSON Podunk (<i>Arista Nashville</i>)	17536	+5256	177	+76	5	28/19
45	48	LOST TRAILERS Why Me (<i>BNA</i>)	15010	+725	312	-3	8	33/0
54	49	STEVE AZAR You Don't Know A Thing (<i>Dang/Midas/New Revolution</i>)	14708	+4480	346	+44	6	39/0
56	50	CLAY WALKER 'Fore She Was Mama (<i>Asylum-Curb</i>)	14530	+5332	182	+67	2	16/8
55	51	ASHLEY MONROE W/RONNIE DUNN I Don't Want To (<i>Columbia</i>)	14077	+3935	272	+136	3	27/11
53	52	KATRINA ELAM Love Is (<i>Universal South</i>)	13345	+2053	414	+23	4	46/2
51	53	CHRIS YOUNG Drinkin' Me Lonely (<i>RCA</i>)	12876	+1022	310	+31	4	41/1
52	54	DARRYL WORLEY I Just Came Back From A War (<i>903 Music</i>)	12733	+890	133	+14	2	11/7
50	55	TIM MCGRAW I've Got Friends That Do (<i>Curb</i>)	12273	+366	42	+2	8	1/0
37	56	GRETCHEN WILSON California Girls (<i>Columbia</i>)	11594	-15900	128	-320	16	48/0
58	57	LITTLE BIG TOWN Good As Gone (<i>Equity</i>)	11053	+3020	178	+73	2	24/12
Debut	58	JASON MICHAEL CARROLL Alyssa Lies (<i>Arista Nashville</i>)	9140	+5315	75	+31	1	4/1
60	59	TRACY LAWRENCE Find Out Who... (<i>Rocky Comfort/CO5 Nashville</i>)	9103	+1758	235	+28	4	21/1
Debut	60	LINDSEY HAUN Broken (<i>Show Dog Nashville</i>)	8956	+3281	193	+76	1	22/4

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"Oh My God, that song is ME!"
Female Listener, WPCV

Clay Walker
"Fore She Was Mama"
Just Added:

WYCD, KBEQ, WIVK, KRTY, KILT, WQYK, WPCV,
KBQI, WXBQ, KSKS, KUZZ, WNKT, KTTS, KFTX

MB: **Debut 49** RR: **56 to 50**

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COUNTRY

MOST ADDED

ARTIST Title Label(s)	Adds
KELLIE PICKLER Red High Heels (BNA)	20
KEITH ANDERSON Podunk (Arista Nashville)	19
WRECKERS My, Oh My (Maverick/Warner Bros./WRN)	18
BRAD PAISLEY She's Everything (Arista Nashville)	17
TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	17
CRAIG MORGAN Little Bit Of Life (Broken Bow)	16
BILLY CURRINGTON Good Directions (Mercury)	15
SARA EVANS You'll Always Be My Baby (RCA)	13
RODNEY ATKINS Watching You (Curb)	12
LITTLE BIG TOWN Good As Gone (Equity)	12

MOST INCREASED AUDIENCE

ARTIST Title Label(s)	Total Aud. Increase
CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	+35759
HEARTLAND I Loved Her First (Lofton Creek)	+34762
RASCAL FLATTS My Wish (Lyric Street)	+25338
TIM MCGRAW My Little Girl (Curb)	+23795
JOSH TURNER Would You Go With Me (MCA Nashville)	+23583
SUGARLAND Want To (Mercury)	+22823
BRAD PAISLEY She's Everything (Arista Nashville)	+21608
DIERKS BENTLEY Every Mile A Memory (Capitol Nashville)	+21034
TOBY KEITH Crash Here Tonight (Show Dog Nashville)	+18371
TAYLOR SWIFT Tim McGraw (Big Machine)	+16971

MOST INCREASED PLAYS

ARTIST Title Label(s)	Total Play Increase
HEARTLAND I Loved Her First (Lofton Creek)	+469
CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	+386
BRAD PAISLEY She's Everything (Arista Nashville)	+358
DIERKS BENTLEY Every Mile A Memory (Capitol Nashville)	+301
RASCAL FLATTS My Wish (Lyric Street)	+299
KENNY CHESNEY You Save Me (BNA)	+285
TOBY KEITH Crash Here Tonight (Show Dog Nashville)	+273
TIM MCGRAW My Little Girl (Curb)	+268
TRENT TOMLINSON One Wing In The Fire (Lyric Street)	+263
JOSH TURNER Would You Go With Me (MCA Nashville)	+254

COUNTRY INDICATOR

MOST ADDED

ARTIST Title Label(s)	Adds
KEITH ANDERSON Podunk (Arista Nashville)	16
RODNEY ATKINS Watching You (Curb)	14
LITTLE BIG TOWN Good As Gone (Equity)	14
FAITH HILL Stealing Kisses (Warner Bros.)	14
BILLY CURRINGTON Good Directions (Mercury)	13
SARA EVANS You'll Always Be My Baby (RCA)	12
WRECKERS My, Oh My (Maverick/Warner Bros./WRN)	11
KELLIE PICKLER Red High Heels (BNA)	11
TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	10
ASHLEY MONROE W/IRONNIE DUNN I Don't Want To (Columbia)	7

MOST INCREASED AUDIENCE

ARTIST Title Label(s)	Total Aud. Increase
CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	+8074
RASCAL FLATTS My Wish (Lyric Street)	+7155
KEITH ANDERSON Podunk (Arista Nashville)	+6306
KENNY CHESNEY You Save Me (BNA)	+6081
BRAD PAISLEY She's Everything (Arista Nashville)	+5892
KEITH URBAN Once In A Lifetime (Capitol Nashville)	+5605
RODNEY ATKINS Watching You (Curb)	+5467
CRAIG MORGAN Little Bit Of Life (Broken Bow)	+5145
TIM MCGRAW My Little Girl (Curb)	+4948
TRENT TOMLINSON One Wing In The Fire (Lyric Street)	+4281

MOST INCREASED PLAYS

ARTIST Title Label(s)	Total Play Increase
CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	+344
RASCAL FLATTS My Wish (Lyric Street)	+310
BRAD PAISLEY She's Everything (Arista Nashville)	+230
KEITH URBAN Once In A Lifetime (Capitol Nashville)	+216
KENNY CHESNEY You Save Me (BNA)	+210
CRAIG MORGAN Little Bit Of Life (Broken Bow)	+193
RODNEY ATKINS Watching You (Curb)	+192
TOBY KEITH Crash Here Tonight (Show Dog Nashville)	+191
TIM MCGRAW My Little Girl (Curb)	+189
KEITH ANDERSON Podunk (Arista Nashville)	+185



trent tomlinson "ONE WING IN THE FIRE"

+263 SPIN INCREASE
1.2 MILLION AUDIENCE INCREASE!

31 BDS 27* MEDIABASE
#11 Passion w/35-44 adults
 New This Week @WSM-FM,
 KRST, WESC, WOGI, WSIX, WLWI,
 WNCY, WMUS, KMDL, KBQI

Lyric Street RECORDS

COUNTRY NEW & ACTIVE

JOHN ANDERSON If Her Lovin' Don't Kill Me (*Rayhaw/Warner Bros./WRN*)

Total Audience: 8794, Total Stations: 19, Adds: 1

TRENT WILLMON So Am I (*Columbia*)

Total Audience: 7427, Total Stations: 23, Adds: 0

BILLY CURRINGTON Good Directions (*Mercury*)

Total Audience: 5019, Total Stations: 19, Adds: 15

CAROLYN DAWN JOHNSON Taking Back My Brave (*Equity*)

Total Audience: 4644, Total Stations: 21, Adds: 4

FAITH HILL Stealing Kisses (*Warner Bros.*)

Total Audience: 4342, Total Stations: 8, Adds: 8

JAKE OWEN Startin' With Me (*RCA*)

Total Audience: 4247, Total Stations: 11, Adds: 7

COUNTRY INDICATOR NEW & ACTIVE

CAROLINA RAIN Get Outta My Way (*Equity*)

Total Plays: 341, Total Stations: 30, Adds: 1

VINCE GILL The Reason Why (*MCA Nashville*)

Total Plays: 322, Total Stations: 32, Adds: 3

LITTLE BIG TOWN Good As Gone (*Equity*)

Total Plays: 299, Total Stations: 27, Adds: 14

KEITH ANDERSON Podunk (*Arista Nashville*)

Total Plays: 200, Total Stations: 20, Adds: 16

ASHLEY MONROE W/RONNIE DUNN I Don't Want To (*Columbia*)

Total Plays: 192, Total Stations: 22, Adds: 7

AARON TIPPIN Ready To Rock (In A Country Kind Of Way) (*Nippit/Rust*)

Total Plays: 165, Total Stations: 19, Adds: 1

KATRINA ELAM Love Is (*Universal South*)

Total Plays: 152, Total Stations: 20, Adds: 0

JOHN ANDERSON If Her Lovin' Don't Kill Me (*Rayhaw/Warner Bros./WRN*)

Total Plays: 152, Total Stations: 19, Adds: 1

RANDY ROGERS BAND Kiss Me In The Dark (*Mercury*)

Total Plays: 142, Total Stations: 14, Adds: 1

TRACY LAWRENCE Find Out Who Your Friends Are (*Rocky Comfort/CO5 Nashville*)

Total Plays: 131, Total Stations: 13, Adds: 0

R&R Going For Adds

10/2

JAKE OWEN Startin' With Me (*RCA*)

10/9

GARY NICHOLS I Can't Love You Anymore (*Mercury*)

JIMMY WAYNE That's All I'll Ever Need (*Big Machine*)

KENNY ROGERS The Last Ten Years (*Capitol Nashville*)

10/16

CLAY WALKER 'Fore She Was Mama (*Asylum-Curb*)

DIERKS BENTLEY Long Trip Alone (*Capitol Nashville*)

JASON MICHAEL CARROLL Alyssa Lies (*Arista Nashville*)

TOP 10 RECURRENTS

ARTIST Title Label(s)

Total Aud. (00)

BRAD PAISLEY The World (*Arista Nashville*)

176563

KENNY CHESNEY Summertime (*BNA*)

121252

TOBY KEITH A Little Too Late (*Show Dog Nashville*)

99744

RASCAL FLATTS What Hurts The Most (*Lyric Street*)

94097

CARRIE UNDERWOOD Don't Forget To... (*Arista/Arista Nashville*)

93465

PHIL VASSAR Last Day Of My Life (*Arista Nashville*)

92390

JOSH TURNER Your Man (*MCA Nashville*)

92223

KEITH ANDERSON Every Time I Hear Your Name (*Arista Nashville*)

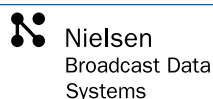
89654

JASON ALDEAN Why (*Broken Bow*)

85714

BON JOVI Who Says You Can't Go Home (*Mercury/IDJMG*)

83269



non-bulleted titles below No. 15 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 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 (© 2006, Arbitron Inc.). © 2006 Radio & Records.

132 Country reporters. Songs ranked by total audience for the airplay week of 9/18-9/24. 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, Most Added is the total number of new adds officially reported to R&R by each reporting station or 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 (© 2006, Arbitron Inc.). © 2006 Radio & Records.

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Jason Aldean
"Amarillo Sky"
 14 NEW Monitored Adds!
 KYGO, KPLX, KASE, WYCD, WKLB,
 WCOL, WCOS, WESC, WGGY, KRYS,
 KSSN, WYGY, WOGI and KHEY...

1 FEMALES ALL AGES!!! (MEDIABASE)

MB: 22* +156 Spins R&R: 26 +156 Spins

Over 1.1 Million NEW R&R Audience Impressions!

Craig Morgan
"Little Bit Of Life"
 11 NEW Monitored Adds!
 WKKT, WUBE, WESC, KUPL, WKXC,
 WNCY, WJCL, WSTH, KTTS, WOGK, WQDR...
Top 30 Both Trades!
MB: 26* +150 spins
R&R: 30 +203 spins

Album Street Date: Oct 31st

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September 25, 2006

LW	TW	ARTIST Title Label(s)	Total Plays	+/- Plays	Tot. Aud. (00)	+/- (00)	Wks On	Total Station
3	1	JOSH TURNER Would You Go With Me (MCA Nashville)	3208	+65	86272	+2610	23	92/0
2	2	BROOKS & DUNN Building Bridges (Arista Nashville)	3144	-42	82427	-993	19	91/0
1	3	GEORGE STRAIT Give It Away (MCA Nashville)	3142	-113	83111	-3162	14	91/0
5	4	HEARTLAND I Loved Her First (Lofton Creek)	2787	+145	72700	+3416	15	83/0
7	5	DIERKS BENTLEY Every Mile A Memory (Capitol Nashville)	2710	+140	70686	+3492	13	86/0
8	6	KENNY CHESNEY You Save Me (BNA)	2459	+210	62255	+6081	8	76/1
9	7	KEITH URBAN Once In A Lifetime (Capitol Nashville)	2341	+216	60501	+5605	6	74/0
4	8	STEVE HOLY Brand New Girlfriend (Curb)	2224	-659	65411	-14052	23	76/0
15	9	CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	2099	+344	53642	+8074	7	74/1
13	10	SUGARLAND Want To (Mercury)	2025	+176	51052	+4243	9	79/0
10	11	DANIELLE PECK Findin' A Good Man (Big Machine)	1951	-162	50851	-5214	30	82/0
17	12	TIM MCGRAW My Little Girl (Curb)	1907	+189	48144	+4948	8	75/0
14	13	ALAN JACKSON Like Red On A Rose (Arista Nashville)	1903	+95	51954	+2148	11	87/1
21	14	RASCAL FLATTS My Wish (Lyric Street)	1777	+310	45707	+7155	5	74/1
11	15	WRECKERS Leave The Pieces (Maverick/Warner Bros./WRN)	1697	-360	49471	-10928	26	66/0
6	16	FAITH HILL Sunshine And Summertime (Warner Bros./WRN)	1655	-972	45362	-23947	16	65/0
20	17	MONTGOMERY GENTRY Some People Change (Columbia)	1600	+100	42333	+2669	12	82/0
18	18	JACK INGRAM Love You (Big Machine)	1596	+76	43452	+4129	16	82/0
22	19	TOBY KEITH Crash Here Tonight (Show Dog Nashville)	1520	+191	38352	+4130	6	73/2
19	20	LONESTAR Mountains (BNA)	1514	+2	40225	+806	14	75/1

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September 25, 2006

LW	TW	ARTIST Title Label(s)	Total Plays	+/- Plays	Tot. Aud. (00)	+/- (00)	Wks On	Total Station	
16	21	PAT GREEN Feels Just Like It Should (<i>BNA</i>)	1375	-343	39725	-7795	19	60/0	
25	22	TAYLOR SWIFT Tim McGraw (<i>Big Machine</i>)	1305	+178	35418	+3854	14	75/3	
26	23	BRAD PAISLEY She's Everything (<i>Arista Nashville</i>)	1290	+230	32788	+5892	4	73/4	
24	24	JASON ALDEAN Amarillo Sky (<i>Broken Bow</i>)	1263	+134	32392	+3158	13	75/4	
28	25	TRENT TOMLINSON One Wing In The Fire (<i>Lyric Street</i>)	963	+167	25489	+4281	16	70/6	
29	26	CRAIG MORGAN Little Bit Of Life (<i>Broken Bow</i>)	959	+193	25242	+5145	4	61/4	
27	27	RASCAL FLATTS Life Is A Highway (<i>Walt Disney/Lyric Street</i>)	955	+83	21640	+2187	11	39/2	
23	28	BIG & RICH 8th Of November (<i>Warner Bros./WRN</i>)	802	-455	24174	-11810	17	48/0	
30	29	JO DEE MESSINA It's Too Late To Worry (<i>Curb</i>)	773	+103	21617	+3431	11	58/2	
31	30	EMERSON DRIVE A Good Man (<i>Midas/New Revolution</i>)	728	+82	18093	+1743	22	50/1	
36	31	ERIC CHURCH Two Pink Lines (<i>Capitol Nashville</i>)	699	+170	18494	+4270	3	53/5	
35	32	LEANN RIMES Some People (<i>Asylum-Curb</i>)	639	+95	17788	+2443	5	51/3	
33	33	JOE NICHOLS I'll Wait For You (<i>Universal South</i>)	624	+42	17005	+994	8	52/1	
34	34	PHIL VASSAR The Woman In My Life (<i>Arista Nashville</i>)	624	+60	16442	+1815	10	51/3	
37	35	WRECKERS My, Oh My (<i>Maverick/Warner Bros./WRN</i>)	609	+149	15542	+3605	2	52/11	
38	36	SARA EVANS You'll Always Be My Baby (<i>RCA</i>)	532	+180	12192	+4059	2	46/12	
	Debut	37	RODNEY ATKINS Watching You (<i>Curb</i>)	472	+192	12725	+5467	1	43/14
	Debut	38	TRACE ADKINS Ladies Love Country Boys (<i>Capitol Nashville</i>)	451	+161	10835	+3643	1	42/10
	Debut	39	SARAH BUXTON Innocence (<i>Lyric Street</i>)	372	+57	9549	+1183	2	39/4
40	40	LEE ANN WOMACK Finding My Way Back Home (<i>Mercury</i>)	371	+46	9237	+1058	2	33/5	



September 25, 2006

ARTIST Title (Label)	PASSION	TOTAL POSITIVE	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	STRONGLY DISLIKE
JOSH TURNER Would You Go With Me (MCA Nashville)	38.0%	73.5%	4.10	18.8%	96.5%	3.0%	1.3%
DIERKS BENTLEY Every Mile A Memory (Capitol Nashville)	22.5%	68.8%	3.90	18.3%	93.5%	5.8%	0.8%
BROOKS & DUNN Building Bridges (Arista Nashville)	30.3%	68.3%	3.95	21.3%	95.8%	4.5%	1.8%
GEORGE STRAIT Give It Away (MCA Nashville)	32.3%	67.8%	3.92	18.0%	95.3%	7.0%	2.5%
STEVE HOLY Brand New Girlfriend (Curb)	32.0%	67.0%	3.77	14.5%	97.3%	7.5%	8.3%
FAITH HILL Sunshine And Summertime (Warner Bros./WRN)	29.0%	66.5%	3.93	22.3%	95.0%	5.0%	1.3%
WRECKERS Leave The Pieces (Maverick/Warner Bros./WRN)	26.8%	66.5%	3.88	23.0%	96.3%	5.3%	1.5%
SUGARLAND Want To (Mercury)	23.8%	64.5%	3.91	20.5%	90.0%	4.0%	1.0%
EMERSON DRIVE A Good Man (Midas/New Revolution)	20.5%	63.0%	3.89	21.8%	88.5%	2.5%	1.3%
TIM MCGRAW My Little Girl (Curb)	25.5%	62.8%	3.91	15.5%	86.3%	6.3%	1.8%
DANIELLE PECK Findin' A Good Man (Big Machine)	21.0%	62.0%	3.81	23.0%	92.5%	6.5%	1.0%
HEARTLAND I Loved Her First (Lofton Creek)	27.8%	62.0%	3.92	23.8%	90.8%	3.8%	1.3%
MONTGOMERY GENTRY Some People Change (Columbia)	22.0%	60.3%	3.81	23.0%	90.3%	5.3%	1.8%
LONESTAR Mountains (BNA)	18.8%	59.5%	3.84	21.8%	86.0%	3.8%	1.0%
RASCAL FLATTS Life Is A Highway (Walt Disney/Lyric Street)	27.5%	58.5%	3.74	22.8%	94.0%	8.8%	4.0%
RASCAL FLATTS My Wish (Lyric Street)	21.5%	58.5%	3.81	20.0%	86.3%	5.0%	2.8%
TRENT TOMLINSON One Wing In The Fire (Lyric Street)	19.3%	56.5%	3.72	22.3%	88.5%	7.8%	2.0%
JACK INGRAM Love You (Big Machine)	18.3%	56.0%	3.71	24.8%	88.5%	4.3%	3.5%
ALAN JACKSON Like Red On A Rose (Arista Nashville)	24.5%	55.5%	3.77	20.3%	86.8%	9.0%	2.0%
KENNY CHESNEY You Save Me (BNA)	21.3%	54.5%	3.73	20.8%	85.5%	7.5%	2.8%
PHIL VASSAR The Woman In My Life (Arista Nashville)	18.3%	53.5%	3.77	19.3%	80.5%	5.8%	2.0%
TAYLOR SWIFT Tim McGraw (Big Machine)	16.8%	53.5%	3.69	20.8%	83.8%	6.3%	3.3%
SARA EVANS You'll Always Be My Baby (RCA)	14.5%	51.0%	3.72	19.0%	78.0%	6.5%	1.5%
JASON ALDEAN Amarillo Sky (Broken Bow)	17.0%	50.5%	3.70	25.0%	83.5%	6.8%	1.3%
TOBY KEITH Crash Here Tonight (Show Dog Nashville)	15.8%	50.3%	3.51	23.5%	89.5%	11.5%	4.3%
PAT GREEN Feels Just Like It Should (BNA)	11.3%	49.0%	3.61	23.5%	81.5%	7.3%	1.8%
BRAD PAISLEY She's Everything (Arista Nashville)	16.0%	48.5%	3.74	20.8%	75.8%	4.8%	1.8%
JOE NICHOLS I'll Wait For You (Universal South)	16.3%	45.8%	3.64	22.3%	77.5%	6.8%	2.8%
CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	18.0%	44.8%	3.59	21.8%	79.3%	9.5%	3.3%
CAROLINA RAIN Get Outta My Way (Equity)	9.5%	43.0%	3.52	25.5%	78.8%	9.3%	1.0%
KEITH URBAN Once In A Lifetime (Capitol Nashville)	10.0%	41.8%	3.56	24.0%	74.5%	7.8%	1.0%
LEANN RIMES Some People (Asylum-Curb)	13.3%	39.8%	3.58	19.3%	69.0%	7.0%	3.0%
CRAIG MORGAN Little Bit Of Life (Broken Bow)	14.0%	39.5%	3.40	21.3%	77.0%	9.8%	6.5%
ERIC CHURCH Two Pink Lines (Capitol Nashville)	11.3%	36.8%	3.51	24.3%	70.8%	7.8%	2.0%
JO DEE MESSINA It's Too Late To Worry (Curb)	9.3%	34.5%	3.38	25.5%	73.0%	9.8%	3.3%

Total sample size is 400 persons weekly with a margin of error of plus or minus 5%. Scoring is done each week using live interviewers conducting an interview with each respondent. Scores are: 5) I like it a lot, in fact it's one of my favorites; 4) I like it; 3) It's OK, just so-so; 2) I don't like it; 1) I strongly dislike it. The index score is an average of all 1-to-5 scores. The total positive score is an aggregate of the 4 and 5 scores. To be included in the weekly callout, songs must have entered the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-olds who identify country as their favorite music and who listen daily to competitive Country radio in the sample markets. The sample is 50% male/female and evenly distributed in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region and markets within that region. Bullseye Callout is conducted in these regions and markets. **SOUTH:** Charleston SC; Charlotte; Baton Rouge; Nashville; Atlanta. **MIDWEST:** Flint, MI; Indianapolis; Madison; Omaha; Cincinnati. **EAST:** Harrisburg; Rochester, NY; Springfield, MA; Providence; Washington, DC. **WEST:** Modesto, CA; Salt Lake City; Colorado Springs, CO; Portland, OR; Houston. © 2006 Radio & Records © 2006 Bullseye Marketing Research Inc..

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