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COUNTRY UPDATE

October 12, 2004

"After only one spin the response was so HUGE they stopped counting after 150 calls! This is the BIGGEST response since 'Redneck Woman'" - WPCV/LAKELAND, FL consultant JOE PATRICK

KYGO Nabs A Pair Of Marconis

KYGO/Denver was honored at last week's NAB Marconi Radio Awards Dinner & Show with two prestigious Marconi trophies — one as Large Market Radio Station of the Year (all formats) and another as the Country Station of the Year.

The Marconis cap an amazing year for the Jefferson-Pilot Country station, as detailed by PD **Joel Burke**, who in June won the 2004 **R&R** Industry Achievement award for Country PD of the Year: "Our morning show *Kelly*, *Jonathan & Mudflap* will pick up the CMA Broadcast Personalities of the Year award in a few weeks and now two Marconi awards. Wow! One Marconi award would have been great, but two are unbelievable. KYGO's ongoing success is an example of the power of collaboration and that 'live and local' radio is alive and well!"

Burke added this footnote about turning a trip to a convention into a unique programming opportunity: "While we were in San Diego, Kelly, Jonathan & Mudflap did their Friday morning show on the flight deck of the USS Ronald Reagan. We lined up sailors who are stationed on the ship from Colorado in advance to talk with throughout the morning. It was a magical and memorable three hours!"

R&R Country Daily: Still Free!

If you still haven't signed up to receive **R&R Country Daily**, you probably have your reasons. There are all those paper clips to string, the dog needs washing and your back needs shaving. Or maybe you think having the day's hottest Country radio, record company and artist news, plus a daily dose of **R&R**'s industry-leading chart info delivered directly to your e-mail inbox is just a little too easy. Then there's the price: **Free**. C'mon, it can't be that simple, can it? Try us. Send your name, company/ calls, title, address, phone and fax information to *moreinfo@radioandrecords.com* and ask for RRCD. You're on your own with the shaving.

Yet another reason KYGO is such a huge winner. Congrats on the Marconi's to GM **Bob Call**, Burke and the entire KYGO staff.

Kane Joins Marshall-Kaye Research

Veteran programmer and consultant **Jason Kane** has joined Marshall-Kaye Research. He'll work with Country and Rock formats, according to company co-founder **Janis Kaye**. She notes, "We are very pleased to have Jason working with us. He brings a wealth of experience in helping stations win through strategic research. Jason has a great track record when it comes to Country and Rock stations. He really understands what makes those formats tick."



Kane was most recently with Clear Channel/ Austin, TX as RVP/Director of Operations. Prior to that he was with Capstar's Star System. Kane also spent 14 years with The Research Group. Kane is based in Austin and can be reached at 512-617-6345 or at *Iasonkane@Austin.rr.com*.

Handleman Honors RLG/Nashville

RCA Label Group/Nashville has been named Label of the Year by record distributor Handleman's West and Central Business Units. This is the second year in a row RLG has been honored by Handleman, receiving the Horizon Award last year from the West Business Unit. RLG was chosen this year because "they always have strategies behind creative planning that assures us a positive outcome," Handleman/ WBU RVP Patrice Compernolle said. Handleman/ CBU RVP Glen D'Angerio spoke of RLG's "excellent roster of artists and releases, their spirit of partnership, attention to customer service and knowledge of our people's hard work in the stores every day."

For What They're Worth

An interesting piece by James J. Cramer appeared in yesterday's RealMoney.com, wherein he compared the market cap of terrestrial radio companies to that of Sirius and XM. (Market cap, or market capitalization, indicates the total dollar value of a company. The market capitalization is found by multiplying the share price by the number of outstanding shares.)

In his analysis, Cramer, who also does a radio show for the WOR Radio Network, points out that Cumulus Media, Emmis and Cox Radio *added together* do not equal the market cap of Sirius. He goes on to say, "Throw in Entercom or Citadel and you wouldn't get the market cap of XM Satellite Radio."

For those holding Sirius or XM stock and wondering about the relative value these companies represent in light of those market cap comparisons, Cramer notes, "There are some people out there ... who say that neither XM or Sirius is worth what it's selling for. That kind of exercise is just some sort of academic nonsense. These companies are worth what the market says they are until they can't finance any more. Sirius just financed, so it is worth every penny, which makes XM worth every penny, too."

Radio News

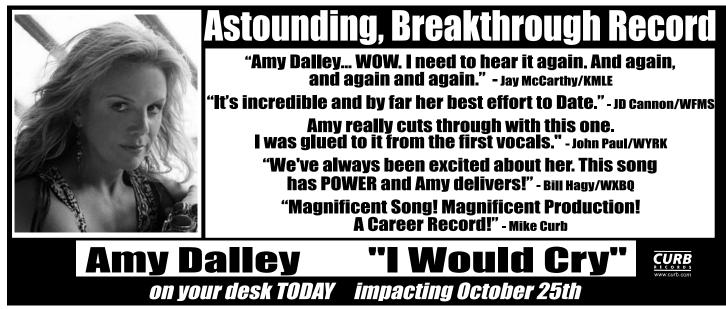
MD: KFDI/Wichita middayer **Carol Hughes** is promoted to MD. She succeeds Pat James, who left for WIL/St. Louis three months ago.

Benefit News

Carolyn Dawn Johnson, Wynonna and **Katrina Elam** headline Girls With Guitars IV for WGAR/ Cleveland on Oct. 19. The show benefits the Susan G. Komen Breast Cancer Foundation. WGAR is selling \$50 tickets that include a post-show meet-and-greet and dessert party. Yummm.

Songwriters **Victoria Banks, Crystal Shuwanda, Scott Carter** and **John Reynolds** are participating in an in-the-round event on Oct. 22 in Nashville that benefits the Tennessee Respite Coalition, which provides relief to those working full-time to care for loved ones. Contact Kelly

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Tipler at *ktipler@bellsouth.net* or phone 615-269-8687 for details.

Charlie Daniels will host his eighth annual Christmas For Kids Benefit Concert on Nov. 21 at Nashville's Ryman Auditorium. Tracy Byrd, Buddy Jewell and Tracy Lawrence are scheduled to perform. A tour bus showing is scheduled for Dec. 13 at the Hendersonville, TN Wal-Mart. Fans may pay \$2 to tour the buses of more than 50 celebrities. Proceeds support the Christmas For Kids Organization, which enables disadvantaged children to purchase gifts for their families.

Lane Brody's Wildlife Benefit for Walden's Puddle is set for Nov. 11 at The Trap in Nashville. Vince Gill, Rodney Crowell, Billy Ray Cyrus, Dobie Gray and Collin Raye are expected to perform. Proceeds go to Middle Tennessee's only professionally staffed wildlife rehabilitation center.

Record News

Former Word Record President Malcolm Mimms can now be contacted at malcolm.mimms@comcast.net.

R&R/Bullseye: At Home, In-Car Listening Choices

This week's R&R Country Callout America by Bullseye question posed to 350 Country listeners is a two-parter. Respondents were queried about their in-car and at-home radio usage. They were asked to complete two sentences. 1)"In the morning while in an automobile or other transportation I usually ... " 2) "At home when I am getting ready to start my day or go to work I usually..."

This Week In R&R

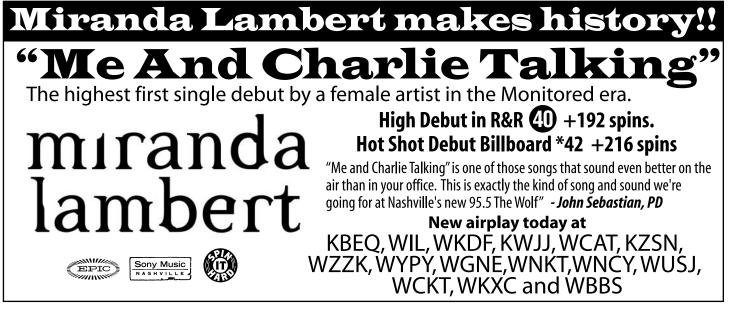
This week's Country column takes an in-depth look at two of Country's independent labels. Both Koch and Equity Music Group launched with unique business models. Koch has since altered its original plan, while Equity has stayed • the course. Koch's Nick Hunter and Equity's Mike Kraski explain their strategies. In the Nashville column we view independent labels from the artist's perspective. Comedian Cledus T. Judd, who has been on both sides of that fence, says the indie struggle can be instructive. "You have to drive 600 miles in your own car to do a morning show, only to get there and have them tell you they changed their mind and don't want you on," he says.

The choices of answers: "Listen to the radio," "Watch the local or network TV morning news shows," "Watch or listen to video music channels," "Listen to CDs or tapes" or "Are you kidding? I'm too busy to do any of those."

Of the total sample responding to the first question, 90% said "Listen to the radio." Those lofty numbers held up across all age/demo cells: P1s, 90%; P2s, 88%; Males, 89%; Females, 90%; 25-34, 87%; 35-44, 88%; and, 45-54, 95%.

As you might expect, it was a different story for folks at home, where 38% of the total sample answered the second question with "Listen to the radio." Of the total sample, 35% said, "Watch the local or network TV morning news shows;" 6% answered, "Watch or listen to video music channels;" 4% responded, "Listen to CDs or tapes;" and 17% admitted, "Are you kidding, I'm too busy to do any of those."

For complete breakouts, including men and women, 25-34, 35-44 and 45-54, check out the **R&R** Country Callout America by Bullseye research page in the Oct. 15 issue of **R&R**.



By the way, the callout page also contains the **R&R** Country Callout America by Bullseye research for the Top 35 titles on the **R&R** Country chart. You'll see percentages for "Like a Lot," "Total Positives," "Neutral," "Familiarity," "Dislike" and "Burn" based on a 400-person-per-week sample. Plus, there's a new password allowing you to access regional and demo breakouts of the callout music research at Bullseye's web page, *www.bullsi.com.* A reminder: When you go to the website, use your station call letters as the user name. Then enter the new password.

In those pages, you'll also find results from RateTheMusic.com's online music testing from a very large sample of heavy Country radio listeners. And if you would like to submit a question, e-mail me at *lhelton@radioandrecords.com* or Bullseye's **John Hart** at *hart@bullsi.com*.

> - Lon Helton/Country Editor (615) 244-8822 Email: *Ihelton@radioandrecords.com*

--- Chuck Aly/R&R Asst. Country Editor (615) 244-8822 Email: caly@radioandrecords.com

This Week In Review

Are you getting your **R&R Country Daily**? If not, these are some of the headlines you missed in the past several days:

- O'Kelley Exits WPCK/Green Bay, WI
- KUSN/Coffeyville, KS Taps PD Karen "G"
- Runaway Truck Downs WMSK/Morganfield, KY
- Dorman Opens As KREL/Sacramento PD
- ASCAP To Honor Emmylou At Country Awards
- Mike James Named PD At WPCV/Lakeland, FL
- Gigs? We Got 'Em: CC/Augusta, GA In Hiring Frenzy
- John Sikes-Out WYZB/Ft. Walton Beach, FL For MD Gig
- Easton Exits Harrisburg For WCTO/Allentown
- Hensley Out, Bilbrey In For PM Drive At WSM-AM
- Citadel Launches WTNR/Grand Rapids; Hamlin PD
- CMA Awards To NYC; Return To Music City '06
- Beasley Bows "Bulldog" WKXC/Augusta, GA
- Vivaton Taps Dave Weigand as EVP
- Toby's Driver Takes A Bullet In Dallas

Visit the Country Format Room at www.radioandrecords.com for details on these stories and more.



<u>CD GALLERY</u>



Trent Willmon *Trent Willmon* (Columbia)

Willmon hails from tiny Afton, TX, and he's now making a name for himself on a national stage with singles like "Beer

Man" and "Dixie Rose Deluxe." He's also attacking Country radio with the hand-welded, gun-shaped barbeque smoker he's been dragging around on his radio tour. Willmon cowrote of the album's 11 cuts.



LeAnn Rimes *What A Wonderful World* (Curb) Rimes' first holiday release finds her wrapping her accomplished voice around traditional Christmas fare including "White

Christmas," "O Holy Night," "The Christmas Song" and "All I Want For Christmas." Her next studio album, *This Woman*, is due in stores Jan. 25, 2005.

MUSICNOTES

Contern will sing the national anthem at the Oct. 15 Auburn/Arkansas football match at Jordan Hare Stadium in Auburn, AL. Cotter becomes the first singer to perform the song at an Auburn game, as it is usually performed by the Auburn University marching band. Local boy Cotter is a huge Auburn fan. War Eagle!

Dates & Deadlines

Nov. 8: 4th annual CRB Fall Forum, Nashville Renaissance Hotel, 1-3pm. More info at *crb.org* or by phone at 615-327-4487.

Nov. 9: 38th annual CMA Awards, CBS, 8pm ET. Nov. 19: Early-bird registration (\$450) for CRS-36 ends. More info at *crb.org* or by phone at 615-327-4487. Mar. 2-4, 2005: CRS-36. More info at *crb.org* or 615-327-4487.

Kenny Chesney is among the artists scheduled to perform on the CBS telecast *Genius: A Night for Ray Charles*, set to air Oct. 22.

Buddy Jewell has received four Christian Country Music Awards nominations, including Song and Video of the Year selections for "Help Pour Out the Rain (Lacey's Song)," as well as Songwriter and Mainstream Artist of the Year. Winners will be announced at the Nov. 4 awards show at Nashville's Ryman Auditorium. The show will be broadcast on GAC.

Lila McCann has donated her bra to WSIX/ Nashville afternoon jocks Big D & Bubba, who have organized a Bras Across The Cumberland promotion to benefit the Susan G. Komen Foundation's work to fund breast cancer research. All the bras collected will be donated to a local women's shelter. Additionally, McCann's fan club has selected First Steps, which benefits special needs kids, as the



designated charity of their sixth annual Online Auction. The club has raised \$5,000 for children's charities to date. McCann's first single on Broken Bow is due early next year.

Jessi Alexander's busy October includes shows set for Oct. 18 and Oct. 21 in New York, as well as an Oct. 19 stop at WQMX/ Akron for their Breast Cancer Awareness Benefit.

CBela Fleck makes a cameo in the video for the **Travis Tritt** and **John Mellencamp** duet "What Say You." Fleck also played on the record.

Sidding is underway now for two life-size, eight-foot banners of **Lonestar** at their website, *www.lonestar.mu*. The autographed banners were used at the 2003 and 2004 CMA Music Festivals.

> --- Chuck Aly/R&R Asst. Country Editor (615) 244-8822 Email: caly@radioandrecords.com

VIDEO ADDS

СМТ

JULIE ROBERTS The Chance SHANIA TWAIN Party For Two

GREAT AMERICAN COUNTRY

GEORGE CANYON I'll Never Do Better Than You SHANIA TWAIN Party For Two

RANDOM FAX®

Tuesday, 10/12

BIRTHDAYS: Martie Maguire (Dixie Chicks), Lisa Andrick, Mark Evans, Eddie Long, Justin Niebank

On TV: CMT: **George Strait**, *George Strait-Live from the Astrodome;* **Tim McGraw**, *Tim McGraw Under The Friday Night Lights**. GAC: **Vince Gill** (host), **Naomi Judd**, **Wynonna Judd** and more, *Grand Ole Opry Live*; **Trent Willmon**, *CRL;* **Jedd Hughes**, *Celebrity Kitchen**.

Wednesday, 10/13

BIRTHDAYS: Rhett Atkins, Lacy J. Dalton, Marie Osmond, Jim Darby, Julie Piat, Wayland Stubblefield, Jennifer Switzer

On TV: ABC: **Keith Urban**, *The View**. CMT: **Keith Urban**, *Keith Urban*: *The Road To "Be Here"*; **Tim McGraw**, **Faith Hill**, **The Warren Brothers**, *Barely Famous: The Warren Brothers*. GAC: **Joe Diffie**, *GAC Classic**; **Aaron Tippin**, *Celebrity Kitchen**.

Thursday, 10/14

BIRTHDAYS: Natalie Maines (Dixie Chicks), Melba Montgomery, Kenny Rogers, Renee Behrman, Spencer Burke, Kerri Edwards, Woody Hayes, Melissa Miggo, Kerri Pauley, Danny Petraitis, Evelyn Shriver

On TV: CMT: **Alan Jackson, Dixie Chicks, Dolly Parton** & more, *40 Greatest Done Me Wrong Songs.* GAC: **Blue County**, *Celebrity Kitchen**.

Friday, 10/15

BIRTHDAYS: Dean Miller, Karyn Bishop Macky

On TV: CMT: *Tim McGraw Under The Friday Night Lights;* Tim McGraw, The Warren Brothers, *Barely Famous: The Warren Brothers,* George Strait, Reba McEntire, Jimmy Buffett & more, *CMT Insider Special Edition.* GAC: Dan Tyminski, *Celebrity Kitchen*;* Brian McComas, *HCN Conman*.*

Saturday, 10/16

BIRTHDAYS: Adrian Michaels, Jim Ed Norman

On TV: CMT: **Billy Ray Cyrus, George Jones, Willie Nelson** & more, 20 Greatest Myths. GAC: **Andy Griggs** and more, Grand Ole Opry Live*; **Blue County**, Celebrity Kitchen; **Brian McComas**, HCN Conman*.

Sunday, 10/17

BIRTHDAYS: Earl Thomas Conley, Alan Jackson, Anthony Van Dollen, Larry Raymond

On TV: GAC: Dan Tyminski, Celebrity Kitchen.

Monday, 10/18

BIRTHDAYS: Darlene Evans, Ron Evans, Gwen Foster, Ed Tickner On TV: CMT: Faith Hill, Dolly Parton, Garth Brooks & more, Lost Highway: The History Of American Country.

*premiere airing

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Alison krauss and Union station



RESTLESS Impacting Radio on October 25th

P á K		Country Top 50				PO	WERED	Y	lusic	Page 1
	• C	October 12, 2004	-	,	-	— WR	DIABAN	SE		
LW	TW	ARTIST Title Label(s)	Total Points	+/- Points	Total Plays	+/- Plays	Tot. Aud. (00)	+/- Aud. (00)	Wks On	Total Station
1	Û	SARA EVANS Suds In The Bucket (RCA)	12593	291	4550	+168	424003	7492	25	113/0
3	2	GEORGE STRAIT Hate Everything (MCA)	12124	915	4429	+ 348	400593	27031	15	112/0
2	3	KEITH URBAN Days Go By <i>(Capitol)</i>	11049	-1077	3981	-380	376737	-43085	17	113/0
4	4	GRETCHEN WILSON Here For The Party (Epic)	10397	-255	3808	-47	345044	-15823	19	113/0
5	6	PHIL VASSAR In A Real Love (Arista)	9567	619	3390	+254	321384	10959	24	112/0
8	6	TOBY KEITH Stays In Mexico (DreamWorks)	9535	824	3417	+300	317977	13997	11	113/0
9	0	BROOKS & DUNN That's What It's All About (Arista)	8790	256	3193	+96	301388	12495	16	113/0
7	8	RASCAL FLATTS Feels Like Today (Lyric Street)	8574	-318	3010	-108	291755	-12246	18	113/0
11	9	LONESTAR Mr. Mom (BNA)	8351	597	2938	+222	282699	23594	14	110/0
10	0	GARY ALLAN Nothing On But The Radio (MCA)	8129	326	2949	+143	273498	15835	18	111/0
12	Ũ	JOE NICHOLS If Nobody Believed In You (Universal South)	7191	72	2800	+35	241226	5174	29	112/0
13	12	KENNY CHESNEY The Woman With You (BNA)	7014	822	2524	+257	235139	34575	7	113/2
6	13	ALAN JACKSON Too Much Of A Good Thing Is A Good Thing (Arista)	6546	-2375	2406	-863	200469	-83178	18	111/0
15	1	DIERKS BENTLEY How Am I Doin' (Capitol)	6359	515	2420	+153	201022	20042	22	109/2
14	6	TRACE ADKINS Rough & Ready (Capitol)	6336	252	2298	+46	203228	14384	25	107/0
16	16	BLAKE SHELTON Some Beach (Warner Bros.)	5942	938	2080	+292	181696	24384	11	109/4
21	Ū	TIM MCGRAW Back When (Curb)	5575	1833	1901	+580	191351	51700	7	104/11
19	18	DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	4891	340	1693	+101	147558	9859	15	102/1
18	19	SHANIA TWAIN W/ BILLY CURRINGTON Party For Two (Mercury)	4871	251	1767	+151	148705	4709	6	101/4
20	20	SHEDAISY Come Home Soon (Lyric Street)	4728	261	1719	+106	147061	12324	15	102/0
25	2	JIMMY BUFFETT f/MARTINA MCBRIDE Trip Around (RCA/Mailboat)	3695	769	1172	+228	110868	15384	8	90/6
17	22	JIMMY WAYNE You Are (DreamWorks)	3550	-1314	1295	-478	115061	-40588	26	104/0
23	23	LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	3478	372	1280	+170	114221	16290	7	101/9
22	24	MONTGOMERY GENTRY You Do Your Thing (Columbia)	3469	233	1351	+59	96519	280	13	101/2
26	Ð	REBA MCENTIRE He Gets That From Me (MCA)	3104	631	1139	+190	94443	17502	8	92/3

 $\ensuremath{\textcircled{}^\circ}$ 2004 Radio & Records, Inc.



KØX	· · ·	Country Top 50				- PO' ME	WERED B	<u>т</u> Тр	lusic	Page 2
		ctober 12, 2004	Total	+/-	Total	+/-		+/- Aud.		Total
LW	TW	ARTIST Title <i>Label(s)</i>	Points	Points	Plays	Plays	(00)	(00)	On	Station
24	26	BLUE COUNTY That's Cool (Asylum/Curb)	2852	-81	1160	-35	76794	-1424	20	93/1
27	Ð	TRAVIS TRITT f/JOHN MELLENCAMP What Say You (Columbia)	2390	177	841	+64	75957	9242	7	82/8
34	28	BRAD PAISLEY Mud On The Tires (Arista)	2235	563	802	+196	68193	16144	5	82/12
32	29	BIG & RICH Holy Water (Warner Bros.)	2106	285	737	+78	68494	15375	3	79/11
28	30	TRICK PONY The Bride (Asylum/Curb)	2094	-8	840	-7	54937	-656	16	76/0
33	(1)	PAT GREEN Don't Break My Heart Again (Universal/Republic/Mercury)	2011	197	678	+93	60520	2558	9	64/8
31	32	KATRINA ELAM No End In Sight (Universal South)	1846	10	732	+17	49564	2415	13	80/6
Breaker	3 3	SUGARLAND Baby Girl (Mercury)	1845	186	726	+61	53967	5192	12	68/1
Breaker	34	JOSH GRACIN Nothin' To Lose (Lyric Street)	1842	291	700	+143	51329	12472	6	74/8
29	35	RESTLESS HEART Feel My Way To You (Koch)	1629	-375	654	-100	44128	-12294	13	66/0
38	36	BILLY DEAN Let Them Be Little (Curb)	1305	216	570	+82	33473	1445	6	61/5
37	37	TRENT WILLMON Dixie Rose Deluxe's (Columbia)	1135	-33	482	-13	24773	-313	10	59/1
50	3 B	ALAN JACKSON Monday Morning Church (Arista)	1121	732	380	+272	37050	25811	2	62/40
48	39	JAMIE O'NEAL Trying To Find Atlantis (Capitol)	810	375	334	+180	22548	9636	2	48/11
Debut>	4	MIRANDA LAMBERT Me And Charlie Talking (Epic)	805	519	254	+192	19284	10642	1	40/12
40	41	CATHERINE BRITT The Upside Of Being Down (RCA)	755	-1	323	-3	17195	654	8	56/3
39	42	JENKINS Getaway Car (Capitol)	741	-128	296	-36	17614	-3347	9	45/0
Debut>	43	SHELLY FAIRCHILD You Don't Lie Here Anymore (Columbia)	597	334	252	+140	9938	3726	1	40/8
44	4	RACHEL PROCTOR Where I Belong (BNA)	597	77	282	+32	9609	334	4	40/3
43	4 5	DUSTY DRAKE I Am The Working Man (Warner Bros.)	553	1	253	-8	12233	1956	3	41/0
47	46	JEFF BATES Long, Slow Kisses (RCA)	523	85	213	+36	12107	1314	2	29/3
49	4	TRENT WILLMON The Good Life <i>(Columbia)</i>	502	79	88	+29	16639	927	11	0/0
46	48	CAROLINA RAIN Ain't Scared <i>(Equity Music Group)</i>	479	-3	225	-1	12016	-101	3	36/4
45	49	KEVIN FOWLER Ain't Drinkin' Anymore (Equity Music Group)	424	-58	103	.9	12981	-2233	5	8/0
Debut>	5 0	TRACY BYRD Revenge Of A Middle-Aged Woman <i>(BNA)</i>	415	235	156	+89	11229	6521	1	30/9
	-	© 2004 Radio & Re			100	.00	11225	0021	•	0010

Her Debut Country Smash from the forthcoming CD This Woman Is



90% of the panel in Week 7 Christmas CD instore 10/19Christmas single on the way!

"Nothin' 'Bout Love Makes Sense" R&R: 23+170 BB: 22* +250 She is everywhere!!! • CBS Early Show • Extreme Makeover

• The View

- Jane Pauley
- CBS Macy's Parade Tony Danza



Christmas Tour 11/28 - 12/21



COUNTRY/COUNTRY INDICATOR

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Total Pt.

COUNTRY

MOST ADDED

ARTIST Title Label(s)	Adds
ALAN JACKSON Monday Morning Church (Arista)	40
ANDY GRIGGS If Heaven (RCA)	21
BRAD PAISLEY Mud On The Tires (Arista)	12
MIRANDA LAMBERT Me And Charlie Talking (Epic)	12
TIM MCGRAW Back When (Curb)	11
BIG & RICH Holy Water (Warner Bros.)	11
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	11
MARK CHESNUTT I'm A Saint (Vivaton)	11
JULIE ROBERTS The Chance (Mercury)	11

MOST INCREASED POINTS

ARTIST Title Label(s)	Increase
TIM MCGRAW Back When (Curb)	+1833
BLAKE SHELTON Some Beach (Warner Bros.)	+938
GEORGE STRAIT I Hate Everything (MCA)	+915
TOBY KEITH Stays In Mexico (DreamWorks)	+824
KENNY CHESNEY The Woman With You (BNA)	+822
JIMMY BUFFETT f/MARTINA MCBRIDE Trip (RCA/Mailboat)	+769
ALAN JACKSON Monday Morning Church (Arista)	+732
REBA MCENTIRE He Gets That From Me (MCA)	+631
PHIL VASSAR In A Real Love (Arista)	+619
LONESTAR Mr. Mom (BNA)	+597

MOST INCREASED PLAYS

MOST INCREASED PLAYS ARTIST Title Label(s)	Total Play Increase
TIM MCGRAW Back When (Curb)	+580
GEORGE STRAIT Hate Everything (MCA)	+ 348
TOBY KEITH Stays In Mexico (DreamWorks)	+300
BLAKE SHELTON Some Beach (Warner Bros.)	+292
ALAN JACKSON Monday Morning Church (Arista)	+272
KENNY CHESNEY The Woman With You (BNA)	+257
PHIL VASSAR In A Real Love (Arista)	+254
JIMMY BUFFETT f/MARTINA MCBRIDE Trip (RCA/Mailboat)	+228
LONESTAR Mr. Mom (BNA)	+222
BRAD PAISLEY Mud On The Tires (Arista)	+196

COUNTRY INDICATOR

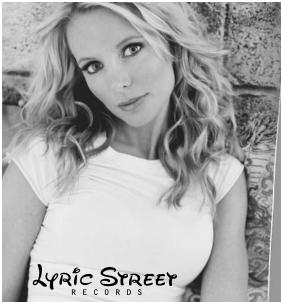
MOST ADDED

ARTIST Title Label(s)	Adds
ALAN JACKSON Monday Morning Church (Arista)	43
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	18
JULIE ROBERTS The Chance (Mercury)	17
TRAVIS TRITT f/JOHN MELLENCAMP What Say You (Columbia)	14
MIRANDA LAMBERT Me And Charlie Talking (Epic)	13
ANDY GRIGGS If Heaven (RCA)	12
BIG & RICH Holy Water (Warner Bros.)	11
MARK CHESNUTT I'm A Saint (Vivaton)	11

MOST INCREASED POINTS

Total Pt.
Increase
+814
+651
+616
+420
+390
+368
+340
+339
+329
+329

MOST INCREASED PLAYS ARTIST Title Label(s)	Total Play Increase
TIM MCGRAW Back When (Curb)	+609
ALAN JACKSON Monday Morning Church (Arista)	+538
PHIL VASSAR In A Real Love (Arista)	+447
LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	+346
JIMMY BUFFETT f/MARTINA MCBRIDE Trip (RCA/Mailboat)	+292
BLAKE SHELTON Some Beach (Warner Bros.)	+291
BIG & RICH Holy Water (Warner Bros.)	+284
SHANIA TWAIN W/ BILLY CURRINGTON Party For Two (Mercury)	+275
LONESTAR Mr. Mom (BNA)	+256
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	+242





IMPACTING NOW, over 50 R&R and BB stations playing

"If I didn't have a policy against doing quotes... I'd say it's a smash!" -Doug Montgomery, PD/WBCT

"The most exciting thing I've heard in quite a while...great song!" -Meg Stevens, PD/WGAR

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COUNTRY INDICATOR NEW & ACTIVE KEVIN FOWLER Ain't Drinkin' Anymore (Equity Music Group) Total Plays: 144, Total Stations: 10, Adds: 1		IN CONGERACES
JULIE ROBERTS The Chance (<i>Mercury</i>) Total Plays: 143, Total Stations: 17, Adds: 17		BRAD & SHELLY He Only Talks About Her When He Drinks <i>(Cupit)</i> BRAD COTTER I Miss Me <i>(Epic)</i>
DUSTY DRAKE I Am The Working Man <i>(Warner Bros.)</i> Total Plays: 131, Total Stations: 16, Adds: 4		LEE ANN WOMACK May Hate Myself In The Morning (MCA) RANDY TRAVIS Four Walls (Word/Warner Bros.)
CAROLINA RAIN Ain't Scared <i>(Equity Music Group)</i> Total Plays: 127, Total Stations: 15, Adds: 0		10/25 ALISON KRAUSS & UNION STATION Restless (<i>Rounder)</i> AMY DALLEY I Would Cry (<i>Curb</i>)
DAVID LEE MURPHY Inspiration <i>(Audium)</i> Total Plays: 118, Total Stations: 17, Adds: 5		GRETCHEN WILSON When I Think About Cheatin' <i>(Epic)</i> JIMMY WAYNE Paper Angels <i>(DreamWorks)</i>
JAY TETER Football, Beer And You <i>(Quarterback)</i> Total Plays: 100, Total Stations: 13, Adds: 2		KEITH URBAN You're My Better Half <i>(Capitol)</i> 11/1
WARREN BROTHERS Sell A Lot Of Beer <i>(429)</i> Total Plays: 95, Total Stations: 11, Adds: 1		CRAIG MORGAN That's What I Love About Sunday (BBR) COUNTRY NEW & ACTIVE
GLENN CUMMINGS Big <i>(Gulf Coast)</i> Total Plays: 80, Total Stations: 11, Adds: 2		BRET MICHAELS f/JESSICA ANDREWS All I Ever (B.M.B./Poor Boy) Total Plays: 173, Total Stations: 11, Adds: 1
MARK CHESNUTT I'm A Saint <i>(Vivaton)</i> Total Plays: 56, Total Stations: 12, Adds: 11		TRACY LAWRENCE Sawdust On Her Halo <i>(DreamWorks)</i> Total Plays: 126, Total Stations: 21, Adds: 5
MOST PLAYED RECURRENTS	Total	CHAD BROCK That Changed Me <i>(BBR)</i> Total Plays: 118, Total Stations: 23, Adds: 4
ARTIST Title <i>Label(s)</i> TIM MCGRAW Live Like You Were Dying <i>(Curb)</i>	Plays 3056	KERRY HARVICK Cowgirls <i>(Lyric Street)</i> Total Plays: 114, Total Stations: 29, Adds: 7 DAVID LEE MURPHY Inspiration <i>(Audium)</i>
KENNY CHESNEY I Go Back <i>(BNA)</i> TERRI CLARK Girls Lie Too <i>(Mercury)</i>	2262 1914	Total Plays: 105, Total Stations: 22, Adds: 2 JULIE ROBERTS The Chance <i>(Mercury)</i>
ANDY GRIGGS She Thinks She Needs Me <i>(RCA)</i> JOHN MICHAEL MONTGOMERY Letters From Home <i>(Warner Bros.)</i>	1821 1421	Total Plays: 94, Total Stations: 11, Adds: 11 WARREN BROTHERS Sell A Lot Of Beer (429)
BRAD PAISLEY f/ALISON KRAUSS Whiskey Lullaby (Arista)	1354	Total Plays: 77, Total Stations: 14, Adds: 2 UNCLE KRACKER Writing It Down <i>(Lava/Warner Bros.)</i>
GRETCHEN WILSON Redneck Woman (Epic) ALAN JACKSON Remember When (Arista)	1346 1273	Total Plays: 67, Total Stations: 12, Adds: 2 MARK CHESNUTT I'm A Saint (<i>Vivaton</i>)
KENNY CHESNEY f/UNCLE KRACKER When The Sun Goes Down (BNA) MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	1266 1207	Total Plays: 61, Total Stations: 12, Adds: 11 WILLIE NELSON Midnight Rider (<i>Lost Highway/MCA</i>)



113 Country reporters. Songs ranked by total points for the airplay week of 10/3-10/9. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations BADE of new adds officially reported to Rok by each reporting station. Songs in reported as data at the static station weight = AQH playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points.Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2004, Arbitron Inc.). © 2004, R&R, Inc.

Total Plays: 59, Total Stations: 11, Adds: 1



RR Country Indicator Top 50

Music Page 5

Ϋ́	• 0	October 12, 2004	Total	+/-	Total	+/-	Tot. Aud.	т/ - Улч	Wks	Total
LW	TW	ARTIST Title Label(s)	Points	Points	Plays	Plays	(00)	+/- Auu. (00)	On	Station
2	0	GEORGE STRAIT I Hate Everything (MCA)	5906	272	4525	+208	141725	7556	15	113/0
1	2	SARA EVANS Suds In The Bucket (RCA)	5614	-49	4304	-15	134338	-211	25	112/0
6	3	TOBY KEITH Stays In Mexico (DreamWorks)	4948	315	3810	+239	115948	8074	11	113/0
9	4	PHIL VASSAR In A Real Love (Arista)	4808	616	3677	+447	113809	14958	25	111/0
3	5	KEITH URBAN Days Go By (Capitol)	4772	-681	3573	-559	116813	-14449	17	107/0
5	6	GRETCHEN WILSON Here For The Party (Epic)	4694	-448	3674	-333	111918	-8846	18	109/0
7	1	RASCAL FLATTS Feels Like Today (Lyric Street)	4556	248	3518	+189	105977	5363	18	113/0
8	8	BROOKS & DUNN That's What It's All About (Arista)	4512	234	3503	+184	106561	5432	16	110/0
10	9	GARY ALLAN Nothing On But The Radio (MCA)	4233	231	3246	+179	98805	4660	18	113/0
11	0	LONESTAR Mr. Mom (BNA)	4218	329	3248	+256	99094	6699	14	111/2
4	11	ALAN JACKSON Too Much Of A Good Thing Is A Good Thing (Arista)	4015	-1153	3051	-958	98745	-24979	18	102/0
15	12	KENNY CHESNEY The Woman With You (BNA)	3550	329	2729	+220	83091	8009	8	111/1
16	13	BLAKE SHELTON Some Beach (Warner Bros.)	3488	390	2655	+291	83326	10979	11	109/0
14	4	DIERKS BENTLEY How Am I Doin' (Capitol)	3385	89	2625	+69	78612	1592	23	110/1
12	15	TRACE ADKINS Rough & Ready (Capitol)	3297	-142	2498	-134	79414	-3092	28	103/0
20	6	SHANIA TWAIN W/ BILLY CURRINGTON Party For Two (Mercury)	2957	339	2286	+275	67798	7967	6	108/1
17	Ð	SHEDAISY Come Home Soon (Lyric Street)	2859	30	2197	+38	68206	578	15	107/1
19	18	DARRYL WORLEY Awful, Beautiful Life (DreamWorks)	2838	215	2166	+164	66420	5867	15	107/2
22	19	TIM MCGRAW Back When (Curb)	2697	814	2122	+609	61550	19462	5	104/10
21	20	MONTGOMERY GENTRY You Do Your Thing (Columbia)	2244	167	1736	+112	52652	4308	14	90/0
24	2	LEANN RIMES Nothin' 'Bout Love Makes Sense (Asylum/Curb)	1951	420	1520	+346	45238	9982	7	96/10
23	2	REBA MCENTIRE He Gets That From Me (MCA)	1866	245	1476	+209	41832	5173	8	94/5
25	23	JIMMY BUFFETT f/MARTINA MCBRIDE Trip (RCA/Mailboat)	1843	368	1447	+292	42675	7781	8	86/4
18	24	JIMMY WAYNE You Are (DreamWorks)	1817	-990	1330	-771	45741	-21952	30	73/0
28	25	BRAD PAISLEY Mud On The Tires (Arista)	1480	297	1180	+232	34124	7207	6	85/7
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Country Indicator Top 50 Music Page 6 October 12, 2004 +/-+/-Total Total Tot. Aud. +/- Aud. Wks Total Plays LW ΤW ARTIST Title Label(s) Points Points Plays Station (00) (00)0n 32 26 BIG & RICH Holy Water (Warner Bros.) 1310 1055 +28428999 6492 340 4 84/11 26 27 BLUE COUNTY That's Cool (Asylum/Curb) 1273 -137 980 -137 29739 -2320 20 62/0 30 28 TRAVIS TRITT f/JOHN MELLENCAMP What Say You (Columbia) 231 +1725628 1261 967 30894 81/14 6 -75 27 29 TRICK PONY The Bride (Asylum/Curb) 1209 -80 926 27354 -1926 65/0 16 30 33 JOSH GRACIN Nothin' To Lose (Lyric Street) 1104 172 860 +126 25031 4065 7 72/4 **6** 41 ALAN JACKSON Monday Morning Church (Arista) 1093 651 867 +53824131 14211 2 83/43 32 31 SUGARLAND Baby Girl (Mercury) 1027 23 792 +1621077 13 54/1 454 +75 34 **3**3 PAT GREEN Don't Break My Heart Again (Universal/Republic/Mercury) 1000 83 784 20588 2584 59/3 8 34 KATRINA ELAM No End In Sight (Universal South) 916 147 759 +131 19112 2194 12 62/9 36 29 35 **RESTLESS HEART** Feel My Way To You (Koch) 888 -163 688 ·122 20405 -3841 14 49/2 36 +242JAMIE O'NEAL Trying To Find Atlantis (Capitol) 319 455 12191 6912 2 47 577 45/18 38 37 **KEITH BRYANT** Ridin' With The Legend (Lofton Creek) 513 -8 431 -2 10447 -574 15 24/0 **3** JEFF BATES Long, Slow Kisses (RCA) 481 112 +99 10290 2297 45 411 4 38/8 39 42 **CATHERINE BRITT** The Upside Of Being Down (RCA) 467 52 349 +35 10932 1010 32/0 9 40 40 TRENT WILLMON Dixie Rose Deluxe's... (Columbia) 434 -10 332 -11 11197 154 9 28/1 39 41 JENKINS Getaway Car (Capitol) 404 -113 348 -76 9493 -1997 9 35/0 ₽ 46 **BILLY DEAN** Let Them Be Little (Curb) 397 91 263 +66 10334 2324 4 26/3 |Debut> **B** ANDY GRIGGS If Heaven (RCA) 373 183 284 +1338705 4305 1 26/12

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Complete

Classified

dvertising

TRACY LAWRENCE Sawdust On Her Halo (DreamWorks)

TRACY BYRD Revenge Of A Middle-Aged Woman (BNA)

SHELLY FAIRCHILD You Don't Lie Here Anymore (Columbia)

MIRANDA LAMBERT Me And Charlie Talking (Epic)

R

EMERSON DRIVE November (DreamWorks)

RACHEL PROCTOR Where I Belong (BNA)

KERRY HARVICK Cowgirls (Lyric Street)

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Music Page 7	America's Best Testing Country Songs 12 +	For The	Week I	Ending 1	0/15/04		Octobe	er 12, 2004
Artist Title (Laber	()	TW	LW	Fam.	Burn	P 25-54	W 25-54	M 25-54
DIERKS BENTLEY	How Am I Doin' <i>(Capitol)</i>	4.23	4.07	89%	13%	4.20	4.21	4.20
KEITH URBAN Days	s Go By <i>(Capitol)</i>	4.21	4.23	97 %	20 %	4.21	4.38	4.09
TIM MCGRAW Back	k When <i>(Curb)</i>	4.20	-	74%	8%	4.16	4.18	4.16
TRACE ADKINS Rou	ugh & Ready <i>(Capitol)</i>	4.18	4.00	93%	21%	4.25	4.18	4.29
GARY ALLAN Nothin	ng On But The Radio <i>(MCA)</i>	4.18	4.21	92 %	11%	4.17	4.26	4.12
BLAKE SHELTON S	ome Beach <i>(Warner Bros.)</i>	4.17	4.11	84%	9%	4.22	4.19	4.24
SARA EVANS Suds	In The Bucket (RCA)	4.15	4.26	97 %	22%	4.20	4.33	4.12
KENNY CHESNEY T	The Woman With You <i>(BNA)</i>	4.12	4.13	78%	9%	4.04	4.06	4.03
ANDY GRIGGS She	Thinks She Needs Me (RCA)	4.10	4.15	95 %	25 %	4.06	4.14	4.01
JOE NICHOLS If No	body Believed In You (Universal South)	4.09	4.07	94 %	24%	4.16	4.10	4.20
LONESTAR Mr. Mor	n <i>(BNA)</i>	4.09	4.09	92 %	17%	4.16	4.33	4.05
BROOKS & DUNN 1	Fhat's What It's All About <i>(Arista)</i>	4.06	4.04	94 %	17%	4.11	4.22	4.03
JIMMY WAYNE You	u Are <i>(DreamWorks)</i>	4.02	3.98	86%	16%	3.94	4.14	3.82
GEORGE STRAIT	Hate Everything (MCA)	3.98	4.06	97 %	24%	4.05	3.95	4.11
RASCAL FLATTS F	eels Like Today <i>(Lyric Street)</i>	3.97	3.98	95 %	26 %	3.89	4.06	3.77
DARRYL WORLEY A	Awful, Beautiful Life <i>(DreamWorks)</i>	3.95	4.01	63 %	8%	4.01	4.07	3.98
REBA MCENTIRE H	e Gets That From Me <i>(MCA)</i>	3.94	3.90	63%	7%	4.01	4.08	3.97
SHEDAISY Come Ho	ome Soon <i>(Lyric Street)</i>	3.93	3.94	79%	15%	3.93	4.00	3.89
JIMMY BUFFETT f	MARTINA MCBRIDE Trip Around The Sun (RCA/Mailboat)	3.91	3.85	50%	7%	3.94	4.31	3.72
GRETCHEN WILSO	N Here For The Party <i>(Epic)</i>	3.90	3.99	98%	36%	4.02	3.96	4.06
PHIL VASSAR In A	Real Love <i>(Arista)</i>	3.90	3.98	91%	22%	3.84	4.01	3.73
BLUE COUNTY That	t's Cool <i>(Asylum/Curb)</i>	3.89	3.74	63%	7%	3.84	4.06	3.72
ALAN JACKSON To	oo Much Of A Good Thing Is A Good Thing <i>(Arista)</i>	3.88	3.90	97 %	31%	4.00	3.95	4.03
TOBY KEITH Stays	In Mexico <i>(DreamWorks)</i>	3.85	3.82	97 %	25%	3.84	3.72	3.92
MONTGOMERY GE	NTRY You Do Your Thing <i>(Columbia)</i>	3.84	3.90	78%	14%	3.90	3.87	3.92
JULIE ROBERTS Br	eak Down Here <i>(Mercury)</i>	3.78	3.82	92 %	31%	3.72	3.69	3.74
TRICK PONY The B	ride <i>(Asylum/Curb)</i>	3.78	3.74	75%	17%	3.83	3.84	3.83
STEVE HOLY Put Yo	our Best Dress On <i>(Curb)</i>	3.63	3.64	50%	9%	3.67	3.89	3.56
LEANN RIMES Noth	nin' 'Bout Love Makes Sense <i>(Asylum/Curb)</i>	3.61	_	48 %	7%	3.63	3.67	3.60

Total sample size is 407 respondents. **Total average favorability** estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). **Total familiarity** represents the percentage of respondents who recognized the song. **Total burn** represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. **The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.**

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