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NSIDE

Five Grammys and They're *Still* Not Ready to Make Nice?. To Quote the Simpson's, "Doh!"

Urban Show Moves US99 PD To Virtual Verbosity

Too Many Cooks In Dallas; Dimick Takes A Veep Leap

Kennedy: Desperately Seeking Sidekick In KC

PPM, TMA/IPSOS And The Whole Crazy Electronic Thing

On Average 15% of People Secretly Chew Their Toenails. Real news needed. rcurtis@radioandrecords.com, 310-788-1661

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Chicks Pull Quintuple Grammy Whammy

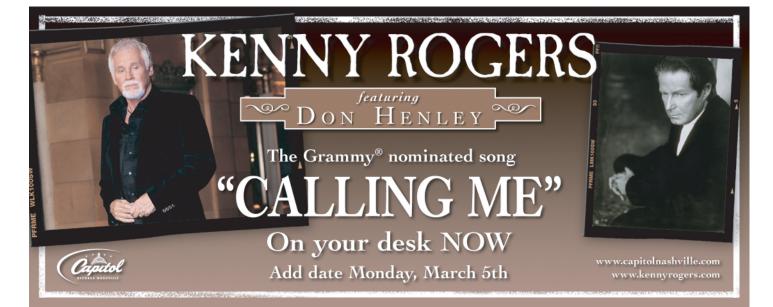
Oh, and while they were at it, they tossed in a zinger or two. As everybody knows by now, **The Dixie Chicks** pulled off a sweep of their five nominated categories at the Grammys Sunday night. They had three wins in the all-genre categories (album, song and record) two more were country-specific (album and performance by a duo or group). In one breath, Natalie said, "I'm ready to make nice," while accepting the Album of the Year award. Later when handed the hardware for *Country* Album, Maines followed up with, "Well, to quote the great 'Simpsons,' 'Ha-ha.'"

February 12, 2007

In the last few years, many country programmers have simply groaned when this subject is broached and then quickly moved on to the next topic, but I'm willing to bet many PDs were contacted by local press — and even some listeners — today, who asked the same questions **R&R** had for a handful of programmers this morning. Specifically, will country radio look at The Chicks differently in light of last night's multiple win? Further, we wondered about the relevance of the Grammy awards in the country universe.

Everyone we talked to is quick to acknowledge the strength of the music, yet lament The Chicks' apparent strategy to distance themselves from the format. **Mike Brophy**, PD of WKLB/Boston, said, "The Chicks' music is great, and we wish they liked the format, country radio and country fans more than we've seen written in the trades. The Grammy awards haven't changed our programming." **Steve Pleshe**, KSKS/Fresno PD, was more direct: "They should've stood onstage, said, 'We told you we're not country anymore,' and handed the awards back. If anything, it proves that whether or not they want to be country, or country radio wants them, the two will always be intertwined."

It's both unfortunate and frustrating to see statements in print that have continued the blanket characterization about country radio banishing or boycotting this act. Many stations, like **KEEY/Minneapolis** have continued to play The Chicks' music, both gold catalogue and new material from "Taking the Long Way." PD **Greg Swedberg** shared these thoughts with **R&R**: "I have always thought that the band belongs on country radio, but I know that's a dissenting







opinion. Even stations that have supported the band have been snubbed by them in order to further [the Chicks'] marketing strategy that nobody supports them." Swedberg said he believed the awards were generally deserved, adding, "They made a great country record, whether that's what they want to call it or not."

Commenting on the Grammys' relevance in the context of the country industry, WAMZ/Louisville PD **Coyote Calhoun** e-mailed **R&R** (in all caps, incidentally!), saying, "C'mon! This is the least important of all awards shows as far as country is concerned. Some of the shocking winners in the past show that a whole lot of the people voting for Grammys know nothing about country."

Swedberg was frustrated that two of this genre's biggest stars — Carrie Underwood and Rascal Flatts were not asked to perform their own music on the show, but added perspective, saying, "We are fortunate to have two network-wide awards shows, and the other formats don't. Maybe that's good enough. Maybe the Grammys are just another variety show for us."

Urban Has Blazing Return In Chicago Benefit

After taking several months off to seek treatment at the Betty Ford Center, Keith Urban returned to the stage last Thursday night at a benefit for CBS Radio country WUSN (US99.5)/Chicago and its St. Jude fundraiser. Originally, PD Mike Peterson summed up the show with a simple, "WOW," but upon further reflection, Peterson put pen to paper, and words poured forth in an exclusive for this week's **R&R Hotfax**. "Where do I start? Peterson asked rhetorically. "Combine the circumstances of this being his first show since rehab, the legacy of the Chicago Theatre, a hungry Garth-like crowd of 3,500, nearly \$100k raised for St. Jude - he also donated the merch sales from last night, it's easy to say that this ranks near the top of US99.5 promotions!" Peterson said the original plan was for a 45minute, stripped-down acoustic set, albeit with full band, but Keith decided to plug in and play longer, adding an additional 30 minutes. Gushed Peterson, "Despite his recent absence, his voice was fresh and as

This Week At Callout America

Bullseye President **John Hart** brings our weekly analysis of his company's country callout research to you. View more complete information at *http:// data.bullsi.com/bullseye/radioandrecords.*

"**Trace Adkins** repeats as the No. 1 song this week with 'Ladies Love Country Boys,' which also repeats as the No. 1 passion song. Men rank the song at No. 1, females at No. 2. This song is No. 1 overall in all demos.

"George Strait stays in the power zone with 'It Just Comes Natural' ranking at No. 4 and as the No. 5 passion song. Females rank the song a No. 4 and men at No. 5. Core 35-44 listeners rank this song at No. 4, and listeners 45-54 rank it at No. 2.

"**Billy Currington** is new to the top 10 with 'Good Directions' ranking at No. 8 for the week, up from No. 15, and as the No. 13 passion song, up from No. 18. Younger 25-34 listeners are the strength at No. 9, along with listeners 45-54 at No. 6.

"Also new to the top 10 is Kenny Chesney's 'Beer in Mexico' at No. 10, up from No. 14, and as the No. 9 passion song. Females rank the song at No. 10, men at No. 11. Younger 25-34 listeners rank the song at No. 8.

"The No. 1 song with female listeners this week is **Brad Paisley**'s 'She's Everything,' which is also a strong No. 1 with core 35-44 females. Men rank the song at No. 6, while younger listeners 25-34 rank it at No. 2 positive and passion.

"Big debut this week from **Alison Krauss**: 'Missing You' ranks at No. 20 in her first week and at No. 13 with females.

"Strongest growth is from **Carrie Underwood**'s "Wasted,' ranking at No. 18, up from No. 25; 25-34 listeners move to No. 20 from No. 30."

strong as ever. He called his treatment at Betty Ford a program of 'vigorous honesty.' No television, no phones and a 9 p.m. bed-check. He even joked that

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he was in bed asleep when he received an unexpected call with the news of his CMA Male Vocalist Award. At which point, he jumped out of bed and told his roommate, who quietly replied, 'That's great, man.... Can you turn out the light and go back to bed?" Peterson said the night could be summed up in two words: "Brilliantly unforgettable. I'm confident in saying that everybody in the building is fully aware they were part of something extremely rare and undeniably remarkable." Urban's "Love, Pain and the Whole Crazy World Tour" begins its U.S. leg in Phoenix this June.

Radio-Rama: Cook Out, Dimick Back, Kennedy Searching

The Big D has two mighty big openings after last week's shakeup at Cumulus country KPLX (The Wolf)/Dallas. OM John Cook, who programmed "The Wolf" day-to-day in addition to overseeing classic rock KDBN, will exit the station when a new Wolf PD is named. According to Cumulus director of formats Charlie Cook, who is not related to John, "John has moved on, and he has some other opportunities he may announce in the next couple of weeks." Wolf APD Smokey Rivers will be interim PD, and work a longer airshift (10 a.m.-3 p.m.) because Mister Ed Lambert, who handled noon-3 p.m., also exits. Before his time at KPLX, Cook worked at KHKS/Dallas, KIIS/Los Angeles, KKBQ/Houston and WYXR/Philadelphia ... John Dimick used to program Lincoln Financial country KSON/San Diego before he left for Emmis rhythmic WQHT/New York. We always knew Dimick would miss country, and now he'll get an occasional taste, as he joins Lincoln Financial in the newly created position as VP of programming. Dimick will work with all stations and formats; the two country stations in the LF family are KSON/San Diego and KYGO/Denver ... Mike Kennedy, PD of Wilks Broadcasting country KBEQ (Q104)/Kansas City, is searching for a new morning show teammate after the announcement that co-host Jillian is expecting baby No. 2. Jillian has been part of "The Q104 Morning Drive with Mike, Zeke and Jillian" for five years, but is opting out to become a full-time mom. She'll leave the show later this spring, giving Kennedy time to conduct

Dates & Deadlines:

Feb. 23: "Women Who Love Chet" Benefit for the Chet Atkins Music Education Fund, Nashville. Details at *www.cfmt.org.*

Feb. 27: Country Music DJ and Radio Hall of Fame Inductions, Nashville. Details at *www.crb.org*.

Feb. 28-March 2: Country Radio Seminar 38, Nashville. Details at *www.crb.org.*

March 26-31: 15th annual Tin Pan South Songwriters Festival. Details at *www.tinpansouth.com.*

April 16: CMT Music Awards, Nashville. Details at *www.cmt.com*.

April 20-22: ASCAP "I Create Music" Expo, Nashville. Details at *www.ascap.com*.

April 24: Leadership Music Digital Summit, Nashville. Details at *www.leadershipmusic.org*.

April 25: 38th annual GMA Music Awards, Nashville. Details at *www.gospelmusic.org*.

May 15: 42nd annual Academy of Country Music Awards, Las Vegas. Details at *www.acmcountry.com*.

June 4: 40th annual IFCO Fun Fest, Nashville. Details at *www.ifco.org*.

June 7-10: CMA Music Festival, Nashville, Details at *www.cmaworld.com*.

June 9: Leadership Music and SOLID Yard Sale, Nashville. Details at *www.leadershipmusic.org*.

an extensive, nationwide search. Send material to *mkennedy@wilkskc.com* ... Things will look and sound different at Citadel country WOGT/Chattanooga, Tenn. after PD **Duane Shannon** shuffles the deck. Shannon moves to mornings with his wife, Abby Summers. They replace the syndicated Big D & Bubba. Meanwhile, **Lila Walker** signs on for middays from crosstown WDEF. **Rick Howard** moves up to afternoons, and WOGT signs up with the syndicated "The Big Time with Whitney Allen" for nights.

Emerson Big'Uns wxtu, wusn, wube, wyrkk KCYE, KATM, wogk, woko wbxb, wslc, wabe, krist Emerson Drive "Moments"

CA 34* - 29* +133

R&R 28

Ask your regional about the Callout we can't print. (It's Very Impressive)

If You Thought Electronic Measurement Was **Complicated Before....**

Get a load of this news from the RAB last Friday: The Media Audit/IPSOS announced that Clear Channel, Cox, Cumulus, Entercom and Radio One have all agreed to support a test of the its electronic-ratings technology with a study that will include 2,500 smart cell phone-carrying respondents. Provided everything goes well with the test, TMA/IPSOS claims it could move its technology into the top 10 markets by the end of 2008 and the top 50 markets by the end of 2009. This will make the future of electronic measurement a bit more interesting. The radio companies listed above have been vocal in their opposition to Arbitron's Portable People Meter. Philadelphia is the first market to go live with PPM on March 8, but Clear Channel has refused to encode its signals for PPM there. Meanwhile, Cox Radio has refused to encode in Houston, a market that is scheduled to go live later in 2007.

Americana Association Names New **Executive Director**

The Americana Music Association has announced the appointment of **Jed Hilly** as executive director of the seven-year-old trade organization. Hilly will start with the association on March 1. AMA president Tamara Saviano tells R&R, "Jed understands that the music is what drives the artists and professionals who work in Americana, and he has the experience and vision to take the AMA to the next level while keeping the integrity of our music and artists intact." Hilly was most recently with VP of Orbison Records and was an executive with Sony in New York for many years. Hilly has also served on the RIAA/NARM merchandising committee, the Rock 'n' Roll Hall of Fame American Music Master advisory board and is a member of NARM and the Country Music Hall of Fame and Museum. Hilly replaces Jeff Green, who exited the organization last fall.

BOARD BOXSCO ARTIST ATTENDANC GROSS VENUE/CITY/DATES

George Strait, Ronnie Milsap, Taylor Swift Tacoma Dome Tacoma, Wash. Jan. 27	20,840	\$1,179,500
Sara Evans Murat Theatre Indianapolis Jan. 19	2,446	\$83,047
Anne Murray Brady Theatre Tulsa Dec. 2	1,461	\$61,088
Josh Turner, Jo Dee Messina, Rodney Atkins Gaylord Entertainment Center Nashville Jan. 13	6,892	\$36,143
Collin Raye Civic Arts Plaza Thousand Oaks, Calif. Dec. 20	911	\$30,527

Billboard Boxscore tracks recent country concert grosses and attendance figures. Copyright 2007, VNU Business Media. More concert grosses available at www.hillhoard.hiz.

SHOWPREP 101

Tuesday, Feb. 13: National Suck in Your Gut Day.

Wednesday, Feb. 14: National Cream-Filled **Chocolates Day.**

Thursday, Feb. 15: National Gumdrop Day.

Friday, Feb. 16, 1998: A driver ticketed in Montana for doing 104 mph told police he had washed his truck and was just trying to dry it off.

Quotable:

"Competence, like truth, beauty and contact lenses, is in the eye of the beholder." - Dr. Laurence J. Peter, The Peter Principle

In This Mome

"This might not only be the **song of the year**, but this could potentially be the **song of the decade**." -Mike Peterson/WUSN Chicago -PD

GET Lost In This Moment NOV

Country Cares, Cash Keeps Coming

Citadel country **WNKT/Charleston, S.C.** tells **R&R** that its two-day total for last week's St. Jude radiothon was \$183,814, which topped last year's total by more than \$80,000 ... Citadel sister **WGKX/Memphis** raised \$321,042 despite weather that closed schools and businesses ... Buck Owens country **KUZZ/Bakersfield** raised \$202,107 during its Feb. 1 and 2 event ... ABC country **WKHX/Atlanta**'s radio-thon reported a tally of \$735,000 for St. Jude kids ... **KUBL/Salt Lake City** conducts a radio-thon benefiting the Huntsman Cancer Institute every year and raised over half a million dollars during its 36-hour event.

This won't raise any money, but it'll make somebody's cholesterol peg the meter: Fifteen couples will renew their vows on Valentine's Day (Wednesday, Feb. 14) as **WUBE (B105.1)/Cincinnati** stages its "Bee My Valentine Again" promotion at a White Castle in Florence, Ky. WUBE morning cupids Bill and Amanda will broadcast live, while Stephen LJ Hoffman officiates the wedding extravaganza.

> — RJ Curtis/Country Editor 310-788-1661 Email: rcurtis@radioandrecords.com

On The Charts:

Strait Tightens No. 1 Crown, Big & Rich Post Highest Debut

To say that it was quite a week on the R&R country charts would be like saying John Deere has made quite a few tractors (52 of 60 titles get bullets this week). Pliant analogies aside, this week's highlights are plentiful, led by the 42nd chart-topper for **George Strait**. The country kingpin's "It Just Comes Natural" (MCA Nashville) hops 2-1 on the R&R country list, fattening his lead as the act with the most trips to that chart's summit.

For the new single, three monitored stations finish the tracking week with more than 1 million impressions apiece: WUSN/Chicago (1.3 million), KPLX/ Dallas (1.2 million) and KEEY/Minneapolis (1.0 million). Concurrently, **Big & Rich** claim their highest chart debut to date with "Lost in This Moment" (Raybaw/ Warner Bros./WRN), which arrives at No. 41 with just over three days of airplay. The duo's prior high debut on the Nielsen Broadcast Data Systems-driven chart came when "Holy Water" bowed at No. 51 in September 2004. However, a collaborative single with Gretchen Wilson and Cowboy Troy titled "Our America" popped on at No. 44 in July 2005. So far, Big & Rich's highest peak on the chart was noted when "Save a Horse (Ride a Cowboy)" stopped at No. 11 in July 2004. The new single introduces the duo's third album, titled "Between Raising Hell and Amazing Grace," due at retail June 5.

Wait — don't turn the page yet. **Toby Keith** posts an awe-inspiring week with "High Maintenance Woman" (Show Dog Nashville), which rockets 37-22. Up 6 million impressions during its first full week of play, "Woman" takes the Most Increased Audience (8.7 million total impressions) and Breaker. The single also rules the Most Added roosts on both charts. It draws 57 reports on the R&R country list and 37 on the R&R country Indicator scorecard.

The R&R country chart also stacks a bumper crop of Airpower titles, with five titles ranking inside the top 20 in both spins and audience for the first time: **Rascal Flatts**' "Stand" (Lyric Street), **Dierks Bentley**'s "Long Trip Alone" (Capitol Nashville), **Gary Allan**'s "A Feelin' Like That" (MCA Nashville), **Jack Ingram**'s "Lips of an Angel" (Big Machine) and **Alan Jackson**'s "A Woman's Love" (Arista Nashville). Breakers this week include **Alison Krauss & John Waite**'s "Missing You 2007" (Rounder) and **Steve Holy**'s "Come on Rain" (Curb).

On the R&R country Indicator chart, **Trace Adkins** pops the No. 1 cork with "Ladies Love Country Boys" (Capitol Nashville). Adkins dominates with 3,865 plays at 97 stations. After three weeks at No. 1, Strait's "It Just Comes Natural" is pushed to No. 2, but bullets with an increase of 25 plays.

 Wade Jessen/Director of Charts & Operations, Nashville 615-321-4291 Email: wjessen@radioandrecords.com

at Kind Of D

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MOST ADDED 20+ STATIONS INCLUDING: DALLAS, RIVERSIDE, ST LOUIS, MEMPHIS, MINNY, MILWAUKEE, NASHVILLE, SALT LAKE

> "I LOVE THIS SONG! TEMPO, FUN & RELATABLE A+!" JEFF DAVIS, WGNE

MUSICNOTES

Gretchen Gives, Urban Debuts, Toby Dogs It

Gretchen Wilson is a giver. Just ask Clear Channel country KBQI (Big I 107.9)/Albuquerque. Big I teamed up with Gretchen last week to raise over \$15,000 for St. Jude in a benefit concert event leading up to the station's Feb. 22 and 23rd radiothon. Wilson performed live at Graham Central Station and donated 100% of ticket sales to St. Jude.

Keith Urban makes his 2007 TV debut on Wednesday, Feb. 14 in a one-hour special on GAC. The special will feature concert footage from his show Atlanta's Fox Theatre last year and includes a performance of "Once in a Lifetime" from Keith's "Love, Pain and the Whole Crazy Thing" CD. In addition to concert footage, you'll see Keith's first interview of the year.

Toby Keith's label is Show Dog Nashville. One of his biggest recent hits was "Who's Your Daddy?" Combine the two, and you've got the title for Keith's upcoming release, "Big Dog Daddy," due on June 12. It's Toby's second release on Show Dog Nashville.

VIDEO ADDS

BUCKY COVINGTON A Different World CARRIE UNDERWOOD Wasted CLAY WALKER 'Fore She Was Mama NORAH JONES Thinking About You TAYLOR SWIFT Teardrops On My Guitar

CMT PURE COUNTRY

AARON TIPPIN He Believed BUCKY COVINGTON A Different World TAYLOR SWIFT Teardrops On My Guitar

GREAT AMERICAN COUNTRY

BUCKY COVINGTON A Different World CARRIE UNDERWOOD Wasted LITTLE TEXAS Missing Years TAYLOR SWIFT Teardrops On My Guitar



SONGS WITH HIT POTENTIAL	CHART RANK
GEORGE STRAIT It Just Comes Natural (MCA Nashville) (91.8)	1
TRACE ADKINS Ladies Love Country Boys (Capitol) (90.4)	3
KEITH URBAN Stupid Boy (Capitol) (79.5)	4
JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville) (85.4)	6
MARTINA McBRIDE Anyway (RCA) (80.7)	7
KENNY CHESNEY Beer In Mexico (BNA) (79.9)	9
TIM McGRAW Last Dollar (Fly Away) (Curb) (82.7)	10
CARRIE UNDERWOOD Wasted (Arista Nashville) (81.9)	11
JOE NICHOLS I'll Wait For You (Universal) (91.5)	12
SUGARLAND Settlin' (Mercury) (89.6)	13
RASCAL FLATTS Stand (Lyric Street) (87.9)	14 (new)
SARA EVANS You'll Always Be My Baby (RCA) (89.5)	15
DIERKS BENTLEY Long Trip Alone (Capitol) (82.6)	17
GARY ALLAN A Feelin' Like That (MCA Nashville) (81.8)	18
ALAN JACKSON A Woman's Love (Arista Nashville) (88.4)	20
BILLY CURRINGTON Good Directions (Mercury) (90.7)	23
BLAKE SHELTON Don't Make Me (Warner Bros.) (87.7)	25
TRACY LAWRENCE Find Out Who Your Friends Are (CO5) (88.4)	27
JAKE OWEN Startin' With Me (RCA) (88.2)	28
GRETCHEN WILSON Come To Bed (Columbia) (82.5) 3	2
STEVE HOLY Come On Rain (Curb) (77.0)	35
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"JOHNNY CASH"

40 EARLY Monitored Adds!!!

"It's been a long time since I have heard such a lightning rod song. It's an instant smash." Joel Burke, Lincoln Financial Denver/KYGO

"Jason should rename this Johnny "Smash!" Big phones since the first spin..." Crash Poteet, ABC Radio Dallas/KTYS The Texas Twister

"I don't give quotes, but with three HIT singles to his credit and a GREAT live show... this guy is a STAR!"

Mike Moore, Entercom Portland /KWJJ The Wolf

"All you have to do is see how Jason Aldean's audience worships him to understand that he is a major force with the young side of Country. This kid appears to be on the fast track to stardom. How can you argue with a song that advocates getting in the car and cranking up the Man in Black?"

Gregg Swedberg, Clear Channel Minneapolis/K102

"Jason Aldean's 'Johnny Cash' is one of the most refreshing songs I've heard in a while. It's a sure fire hit!"

Johnny Chiang, Cox Radio Houston/KKBQ The New Q93

"Johnny Cash kicks ASS!!"

THE NEW SINGL

Mark Jennings, Citadel Dover/WOKQ 97.5

"Jason Aldean goes to the NEXT LEVEL with 'Johnny Cash'!!" Dex, Clear Channel Chattanooga/WUSY US 101

"This is another huge hit for Jason and we couldn't wait to put it on the air!" Bill Dollar, WLWI-FM/Montgomery, AL

"Jason Aldean makes it FOUR SMASH HITS IN A ROW with 'Johnny Cash!"" Jon Loba on behalf of the many CBS Radio Stations who cannot be quoted



RA	7.	Country						sic Page 1
		February 12, 2007			Broa Syst	idcast Dat ems	a	
LW	τw	ARTIST Title Label(s)	Tot. Aud. (00)	+/- Aud. (00)	Total Plays	+/- Plays	Wks On	Sta On/ Adds TW
2	Û	GEORGE STRAIT It Just Comes Natural (MCA Nashville)	363290	-1227	4703	-16	20	120/2
1	2	RODNEY ATKINS Watching You (Curb)	350678	-34792	4574	-363	22	120/1
4	3	TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	299706	+16383	4090	+127	23	120/2
6	4	KEITH URBAN Stupid Boy (Capitol Nashville)	273425	+14572	3714	+157	13	120/2
3	5	BRAD PAISLEY She's Everything (Arista Nashville)	269075	-19680	3191	-408	25	118/2
8	6	JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	265076	+25236	3638	+440	21	118/2
9	0	MARTINA MCBRIDE Anyway (RCA)	249964	+12768	3368	+235	14	120/2
7	8	CRAIG MORGAN Little Bit Of Life (Broken Bow)	241443	-799	3659	+210	28	119/2
10	9	KENNY CHESNEY Beer In Mexico (BNA)	240363	+22283	3068	+247	8	120/2
12	0	TIM MCGRAW Last Dollar (Fly Away) (Curb)	219823	+30773	2825	+293	7	119/2
14	Ū	CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	198323	+34753	2563	+523	12	118/7
13	12	JOE NICHOLS I'll Wait For You (Universal South)	186530	+21850	2825	+99	28	116/5
15	ß	SUGARLAND Settlin' (Mercury)	174943	+24811	2432	+331	7	119/8
22	1	RASCAL FLATTS Stand (Lyric Street)	150267	+37293	2071	+449	6	114/12
16	6	SARA EVANS You'll Always Be My Baby (RCA)	144950	+3916	2239	+40	26	116/4
17	6	BROOKS & DUNN Hillbilly Deluxe (Arista Nashville)	142548	+3432	2168	-9	15	116/4
19	Ð	DIERKS BENTLEY Long Trip Alone (Capitol Nashville)	128945	+4824	2000	+191	13	112/9
21	B	GARY ALLAN A Feelin' Like That (MCA Nashville)	126895	+5833	1973	+60	17	114/5
23	19	JACK INGRAM Lips Of An Angel (Big Machine)	120839	+9137	1730	+174	13	104/2
24	20	ALAN JACKSON A Woman's Love (Arista Nashville)	102289	+13614	1655	+233	8	110/10
25	(1)	CLAY WALKER 'Fore She Was Mama (Asylum-Curb)	90807	+5936	1312	+49	22	94/3
Breaker	2	TOBY KEITH High Maintenance Woman (Show Dog Nashville)	87137	+60349	1063	+776	2	89/57
26	23	BILLY CURRINGTON Good Directions (Mercury)	84347	+6746	1381	+4	19	85/6
27	24	JOSH TURNER Me And God (MCA Nashville)	77533	+4644	1248	+48	14	88/6
29	25	BLAKE SHELTON Don't Make Me (Warner Bros./WRN)	65492	+13821	1025	+96	16	82/5
28	26	EMERSON DRIVE Moments (Midas/New Revolution)	58036	+3715	1058	+102	9	81/11
32	ð	TRACY LAWRENCE Find Out Who (Rocky Comfort/CO5 Nashville)		+4182	754	+79	24	52/5
31	23	JAKE OWEN Startin' With Me (RCA)	50310	+1639	901	+50	19	80/7
30	29	JOSH GRACIN Keep Coming Back (Lyric Street)	50083	+1916	823	+49	18	73/3
33	(PAT GREEN Dixie Lullaby (BNA)	45687	+1827	717	+72	18	71/6

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RR		Country			Nie Broo	lsen Idcast Data	Mu	sic Page 2
	[®] F	ebruary 12, 2007				ems	a —	
LW	TW	ARTIST Title <i>Label(s)</i>	Tot. Aud. (00)	+/- Aud. (00)	Total Plays	+/- Plays	Wks On	Sta On/ Adds TW
34	6	DANIELLE PECK Isn't That Everything (Big Machine)	44019	+4334	680	+29	15	50/5
36	32	GRETCHEN WILSON Come To Bed (Columbia)	32443	+5033	534	+91	14	56/1
39	3 3	MONTGOMERY GENTRY Lucky Man (Columbia)	31564	+10853	432	+180	3	44/21
Breaker	34	ALISON KRAUSS & JOHN WAITE Missing You 2007 (Rounder)	28728	-1211	349	+45	9	23/1
Breaker	35	STEVE HOLY Come On Rain (Curb)	22330	+ 38	500	-6	11	48/2
40	36	CAROLINA RAIN Isn't She (Equity)	21725	+2622	401	+52	8	40/2
41	37	BUCKY COVINGTON A Different World (Lyric Street)	20971	+3308	421	+46	5	46/8
42	38	ERIC CHURCH Guys Like Me (Capitol Nashville)	19630	+3704	355	+46	4	37/1
44	39	JASON ALDEAN Johnny Cash (Broken Bow)	18399	+5317	292	+ 155	2	29/17
43	40	COLE DEGGS & THE LONESOME Got More (Columbia)	17211	+2408	350	+54	4	36/4
Debut	4	BIG & RICH Lost In This Moment (Raybaw/Warner Bros./WRN)	16030	+16030	77	+77	1	7 7
48	42	BLAINE LARSEN Spoken Like A Man (BNA)	11734	+2297	239	+24	6	25/2
46	43	DONOVAN CHAPMAN House Like That (Category 5)	11517	+892	325	+40	6	37/6
47	44	DUSTY DRAKE Say Yes (Big Machine)	11399	+2140	254	+48	3	24/3
51	45	CATHERINE BRITT What I Did Last Night (RCA)	8929	+95	221	+39	4	27/5
Debut	46	TAYLOR SWIFT Teardrops On My Guitar (Big Machine)	8648	+6542	101	+69	1	8/6
50	47	MARK WILLS Take It All Out On Me (Equity)	8647	+179	201	-11	4	22/2
53	48	ROCKIE LYNNE More (Universal South)	7558	+617	61	+1	14	3/0
60	4 9	KELLIE PICKLER Wonder (BNA)	6327	+3520	105	+49	2	11/7
45	50	RUSHLOW HARRIS Bagpipes Cryin' (Show Dog Nashville)	5949	-7492	158	-136	11	26/0
54	51	LUKE BRYAN All My Friends Say (Capitol Nashville)	5804	-446	83	-20	3	13/7
59	62	SARAH BUXTON That Kind Of Day (Lyric Street)	5504	+1925	124	+23	2	17/11
55	53	BLUE COUNTY I Get To (Asylum-Curb)	5159	-281	144	-29	6	17/0
49	54	JOHN MELLENCAMP Our Country (Republic/Universal South)	4585	-4193	90	-93	11	15/0
56	65	SARA EVANS Missing Missouri (RCA)	4382	+125	47	+11	8	2/0
Debut	56	LONESTAR Nothing To Prove (BNA)	3911	+1594	89	+ 37	1	11/3
52	57	BOMSHEL Bomshel Stomp (Curb)	3600	-3395	41	+3	3	3/0
57	58	FAITH HILL Stealing Kisses (Warner Bros./WRN)	3355	-779	39	-5	20	6/0
Debut	5 9	RANDY ROGERS BAND One More Goodbye (Mercury)	3202	+1466	55	+25	1	6/5
Debut	60	LITTLE TEXAS Missing Years (Montage)	3022	+766	56	-16	1	6/0



COUNTRY/COUNTRY INDICATOR

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COUNTRY

MOST ADDED

ARTIST Title Label(s)	Adds
TOBY KEITH High Maintenance Woman (Show Dog Nashville)	57
MONTGOMERY GENTRY Lucky Man (Columbia)	21
JASON ALDEAN Johnny Cash (Broken Bow)	17
RASCAL FLATTS Stand (Lyric Street)	12
EMERSON DRIVE Moments (Midas/New Revolution)	11
SARAH BUXTON That Kind Of Day (Lyric Street)	11
ALAN JACKSON A Woman's Love (Arista Nashville)	10
DIERKS BENTLEY Long Trip Alone (Capitol Nashville)	9
SUGARLAND Settlin' (Mercury)	8
BUCKY COVINGTON A Different World (Lyric Street)	8

MOST INCREASED AUDIENCE

MUST INCREASED AUDIENCE	Total Aud.
ARTIST Title Label(s)	Increase
TOBY KEITH High Maintenance Woman (Show Dog Nashville)	+60349
RASCAL FLATTS Stand (Lyric Street)	+ 37293
CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	+ 34753
TIM MCGRAW Last Dollar (Fly Away) (Curb)	+ 30773
JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	+25236
SUGARLAND Settlin' (Mercury)	+24811
KENNY CHESNEY Beer In Mexico (BNA)	+22283
JOE NICHOLS I'll Wait For You (Universal South)	+21850
TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	+16383
BIG & RICH Lost In This Moment (Raybaw/Warner Bros./WRN)	+16030

MOST INCREASED PLAYS

MUST INCREASED PLAYS	Total Play
ARTIST Title Label(s)	Increase
TOBY KEITH High Maintenance Woman (Show Dog Nashville)	+776
CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	+523
RASCAL FLATTS Stand (Lyric Street)	+449
JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	+440
SUGARLAND Settlin' (Mercury)	+331
TIM MCGRAW Last Dollar (Fly Away) (Curb)	+ 293
KENNY CHESNEY Beer In Mexico (BNA)	+247
MARTINA MCBRIDE Anyway (RCA)	+235
ALAN JACKSON A Woman's Love (Arista Nashville)	+233
CRAIG MORGAN Little Bit Of Life (Broken Bow)	+210

COUNTRY INDICATOR

MOST ADDED

ARTIST Title Label(s)	Adds
TOBY KEITH High Maintenance Woman (Show Dog Nashville)	37
MONTGOMERY GENTRY Lucky Man (Columbia)	28
JASON ALDEAN Johnny Cash (Broken Bow)	13
LUKE BRYAN All My Friends Say (Capitol Nashville)	11
SARAH BUXTON That Kind Of Day (Lyric Street)	10
TRACY LAWRENCE Find Out Who (Rocky Comfort/CO5 Nashville)	9
BIG & RICH Lost In This Moment (Raybaw/Warner Bros./WRN)	9
RASCAL FLATTS Stand (Lyric Street)	8

MOST INCREASED AUDIENCE

MOST INCREASED AUDIENCE	Total Aud.
ARTIST Title <i>Label(s)</i>	Increase
TOBY KEITH High Maintenance Woman (Show Dog Nashville)	+21612
CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	+9221
RASCAL FLATTS Stand (Lyric Street)	+7983
MONTGOMERY GENTRY Lucky Man (Columbia)	+7940
KENNY CHESNEY Beer In Mexico (BNA)	+7865
SUGARLAND Settlin' (Mercury)	+7781
TIM MCGRAW Last Dollar (Fly Away) (Curb)	+7199
TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	+6099
MARTINA MCBRIDE Anyway (RCA)	+5411
JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	+4402
MOST INCREASED PLAYS	Total Play

ARTIST Title Label(s)	Increase
TOBY KEITH High Maintenance Woman (Show Dog Nashville)	+985
CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	+425
MONTGOMERY GENTRY Lucky Man (Columbia)	+340
SUGARLAND Settlin' (Mercury)	+319
KENNY CHESNEY Beer In Mexico (BNA)	+315
RASCAL FLATTS Stand (Lyric Street)	+311
TIM MCGRAW Last Dollar (Fly Away) (Curb)	+251
JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	+228
MARTINA MCBRIDE Anyway (RCA)	+226
TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	+209

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COUNTRY NEW & ACTIVE

KATRINA ELAM Flat On The Floor (Universal South) Total Audience: 2673, Total Stations: 1, Adds: 0 **AARON TIPPIN** He Believed (Nippit/Rust) Total Audience: 2642, Total Stations: 12, Adds: 1 JASON MICHAEL CARROLL Livin' Our Love Song (Arista Nashville) Total Audience: 2394, Total Stations: 1, Adds: 1

BRAD PAISLEY Waitin' On A Woman (Arista Nashville) Total Audience: 2346, Total Stations: 2, Adds: 0 RICK TREVINO Separate Ways (Warner Bros./WRN) Total Audience: 2135, Total Stations: 8, Adds: 2 JASON BROWN Touchdown (Showcase) Total Audience: 1771, Total Stations: 2, Adds: 0

COUNTRY INDICATOR NEW & ACTIVE

GRETCHEN WILSON Come To Bed (Columbia) Total Plays: 371, Total Stations: 29, Adds: 2 ALISON KRAUSS & JOHN WAITE Missing You 2007 (Rounder) Total Plays: 350, Total Stations: 24, Adds: 4

DUSTY DRAKE Say Yes (Big Machine) Total Plays: 340, Total Stations: 25, Adds: 7

DONOVAN CHAPMAN House Like That (Category 5) Total Plays: 325, Total Stations: 31, Adds: 4

LONESTAR Nothing To Prove (BNA) Total Plays: 291, Total Stations: 25, Adds: 3

HEARTLAND Built To Last (Lofton Creek) Total Plays: 281, Total Stations: 28, Adds: 3

CAROLINA RAIN Isn't She (Equity) Total Plays: 259, Total Stations: 22, Adds: 2

JASON ALDEAN Johnny Cash (Broken Bow) Total Plays: 211, Total Stations: 20, Adds: 13

BLAINE LARSEN Spoken Like A Man (BNA) Total Plays: 157, Total Stations: 12, Adds: 1

RICK TREVINO Separate Ways (Warner Bros./WRN) Total Plays: 138, Total Stations: 16, Adds: 0

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2/19

LITTLE BIG TOWN A Little More You (Equity) TAYLOR SWIFT Teardrops On My Guitar (Big Machine)

2/26 **BOMSHEL** Bomshel Stomp (Curb) LITTLE TEXAS Missing Years (Montage)

3/5 KENNY ROGERS Calling Me (Capitol Nashville)

TOP 10 RECURRENTS

TOP 10 RECURRENTS	Total Aud.
ARTIST Title Label(s)	(00)
JASON ALDEAN Amarillo Sky (Broken Bow)	219232
CARRIE UNDERWOOD Before He Cheats (Arista/Arista Nashville)	196383
RASCAL FLATTS My Wish (Lyric Street)	193137
TRENT TOMLINSON One Wing In The Fire (Lyric Street)	176677
SUGARLAND Want To (Mercury)	146727
RODNEY ATKINS If You're Going Through Hell (Curb)	126281
DARRYL WORLEY I Just Came Back From A War (903 Music)	117236
HEARTLAND I Loved Her First (Lofton Creek)	115354
TIM MCGRAW My Little Girl (Curb/Reprise)	110192
JOSH TURNER Would You Go With Me (MCA Nashville)	110121

120 Country reporters. Songs ranked by total audience for the airplay week of 2/5-2/11. Bullets appear on songs gaining N Nielsen audience or remaining flat from previous week. A song will also receive a bullet if its percentage loss in audience does not Broadcast Data exceed the percentage of monitored station downtime for the format. Country titles that decline in audience but increase in Systems 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 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 (© 2007, Arbitron Inc.).© 2007 Radio & Records.

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E		Country Indicator					Mus	sic Page 5
LW		February 12, 2007	Total	+/- Diava	Tot. Aud.	+/-	Wks	Total
	TW	ARTIST Title Label(s)	Plays	Plays	(00)	(00)	On	Stations
2	0	TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	3865	+209	88062	+6099	19	97/2
1	2	GEORGE STRAIT It Just Comes Natural (MCA Nashville)	3781	+23	86760	+2124	18	96/2
4	3	KEITH URBAN Stupid Boy (Capitol Nashville)	3427	+154	78798	+4392	10	97/2
5	4	JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	3351	+228	75532	+4402	14	96/2
6	6	CRAIG MORGAN Little Bit Of Life (Broken Bow)	3112	+100	69143	+1416	22	92/2
7	6	MARTINA MCBRIDE Anyway (RCA)	3105	+226	71271	+5411	11	96/2
8	1	KENNY CHESNEY Beer In Mexico (BNA)	3071	+315	72450	+7865	6	95/3
3	8	RODNEY ATKINS Watching You (Curb)	2906	-517	64156	-13765	19	82/2
11	9	TIM MCGRAW Last Dollar (Fly Away) (Curb)	2699	+251	64304	+7199	6	95/3
10	0	JOE NICHOLS I'll Wait For You (Universal South)	2630	+65	59474	+3518	26	89/3
9	11	TRENT TOMLINSON One Wing In The Fire (Lyric Street)	2557	-118	58259	-2688	34	86/2
17	12	CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	2335	+425	55385	+9221	6	92/3
15	13	SUGARLAND Settlin' (Mercury)	2273	+319	52465	+7781	6	95/5
13	4	BROOKS & DUNN Hillbilly Deluxe (Arista Nashville)	2246	+79	50833	+2006	12	92/2
21	6	RASCAL FLATTS Stand (Lyric Street)	2032	+311	49029	+7983	4	91/8
14	16	SARA EVANS You'll Always Be My Baby (RCA)	1974	-46	44996	-970	20	88/2
16	17	DARRYL WORLEY I Just Came Back From A War (903 Music)	1942	-6	45371	+539	15	87/1
19	18	DIERKS BENTLEY Long Trip Alone (Capitol Nashville)	1940	+116	44299	+3002	10	91/2
18	19	GARY ALLAN A Feelin' Like That (MCA Nashville)	1905	+77	42878	+2308	12	88/2
20	20	BILLY CURRINGTON Good Directions (Mercury)	1804	+108	40226	+2550	13	87/1



Ċ		Country Indicator February 12, 2007					Mu	sic Page 6
LW	TW	ARTIST Title Label(s)	Total Plays	+/- Plays	Tot. Aud. (00)	+/- (00)	Wks On	Total Stations
22	4	JACK INGRAM Lips Of An Angel <i>(Big Machine)</i>	1714	+169	39117	+2657	8	83/4
24	22	ALAN JACKSON A Woman's Love (Arista Nashville)	1619	+180	36429	+4261	6	86/6
23	23	CLAY WALKER 'Fore She Was Mama (Asylum-Curb)	1528	+41	35560	+2663	13	80/3
38	24	TOBY KEITH High Maintenance Woman (Show Dog Nashville)	1388	+985	32153	+21612	2	77/37
12	25	WRECKERS My, Oh My (Maverick/Warner Bros./WRN)	1329	-980	29751	-20945	20	65/1
26	26	JOSH TURNER Me And God (MCA Nashville)	1322	+137	30342	+2814	9	74/7
28	2	BLAKE SHELTON Don't Make Me (Warner Bros./WRN)	1158	+71	25101	+ 1749	11	76/2
29	23	EMERSON DRIVE Moments (Midas/New Revolution)	1096	+123	24367	+3137	6	67/3
25	29	LITTLE BIG TOWN Good As Gone (Equity)	1036	-355	19451	-10447	18	61/1
31	30	TRACY LAWRENCE Find Out Who (Rocky Comfort/CO5 Nashville)	925	+172	19504	+3646	4	62/9
30	6	JOSH GRACIN I Keep Coming Back (Lyric Street)	866	+70	19303	+1731	8	61/6
ebut>	3 2	MONTGOMERY GENTRY Lucky Man (Columbia)	636	+340	14829	+7940	1	57/28
32	3 3	JAKE OWEN Startin' With Me (RCA)	633	+37	14079	+894	7	48/3
36	34	BUCKY COVINGTON A Different World (Lyric Street)	597	+167	15253	+3999	2	48/6
27	35	KELLIE PICKLER Red High Heels (BNA)	581	-522	13257	-12890	17	43/0
33	36	DANIELLE PECK Isn't That Everything (Big Machine)	548	+56	11723	+917	5	42/2
34	37	STEVE HOLY Come On Rain (Curb)	541	+14	10793	+241	6	46/1
35	3 8	ERIC CHURCH Guys Like Me (Capitol Nashville)	510	+79	10495	+2073	2	42/4
37	3 9	PAT GREEN Dixie Lullaby (BNA)	467	+61	10564	+882	4	34/4
40	40	COLE DEGGS & THE LONESOME Got More (Columbia)	393	+71	8985	+ 1908	2	38/7



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Music Page 7

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February 12, 2007		TOTAL					STRONGLY
ARTIST Title (Label)	PASSION	POSITIVE	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	DISLIKE
TRACE ADKINS Ladies Love Country Boys (Capitol Nashville)	40.8%	76.8%	4.08	13.5%	99.3%	7.8%	1.3%
BRAD PAISLEY She's Everything (Arista Nashville)	33.5%	72.8%	4.04	18.3%	96.0%	3.8%	1.3%
RODNEY ATKINS Watching You (Curb)	38.3%	72.5%	4.03	16.3%	97.8%	7.5%	1.5%
GEORGE STRAIT It Just Comes Natural (MCA Nashville)	31.8%	72.3%	4.01	20.3%	96.8%	2.5%	1.8%
JASON ALDEAN Amarillo Sky <i>(Broken Bow)</i>	33.3%	71.8%	4.02	19.0%	96.3%	4.5%	1.0%
KEITH URBAN Stupid Boy (Capitol Nashville)	27.5%	69.5%	3.93	19.5%	95.8%	5.3%	1.5%
TRENT TOMLINSON One Wing In The Fire (Lyric Street)	28.0%	63.3%	3.83	23.3%	95.3%	5.8%	3.0%
BILLY CURRINGTON Good Directions (Mercury)	21.3%	63.0%	3.86	17.5%	88.3%	6.8%	1.0%
SARA EVANS You'll Always Be My Baby (RCA)	26.3 %	61.0%	3.79	24.0%	94.3%	6.0%	3.3%
KENNY CHESNEY Beer In Mexico (BNA)	24.5%	60.3%	3.81	23.8%	92.0%	6.0%	2.0%
JASON MICHAEL CARROLL Alyssa Lies (Arista Nashville)	23.3%	60.0%	3.78	25.5%	93.5%	5.5%	2.5%
JOE NICHOLS I'll Wait For You (Universal South)	20.3%	58.3%	3.66	23.8%	94.5%	9.3%	3.3%
MARTINA MCBRIDE Anyway (RCA)	23.5%	58.3%	3.75	19.5%	89.5%	8.8%	3.0%
DARRYL WORLEY I Just Came Back From A War (903 Music)	17.0%	57.0%	3.71	25.5%	90.5%	6.5%	1.5%
CRAIG MORGAN Little Bit Of Life (Broken Bow)	20.8%	51.8%	3.59	24.5%	90.8%	10.3%	4.3%
SUGARLAND Settlin' (Mercury)	16.5%	51.8%	3.63	22.3%	85.5%	8.3%	3.3%
JOSH GRACIN Keep Coming Back (Lyric Street)	15.3%	51.5%	3.70	26.3%	84.5%	5.8%	1.0%
CARRIE UNDERWOOD Wasted (Arista/Arista Nashville)	16.8%	49.8 %	3.64	19.3%	80.5%	8.0 %	3.5%
GARY ALLAN A Feelin' Like That (MCA Nashville)	11.0%	49.8%	3.58	25.5%	84.8%	7.5%	2.0%
ALISON KRAUSS & JOHN WAITE Missing You 2007 (Rounder)	15.0%	49.5%	3.53	22.8%	85.8%	8.0 %	5.5%
EMERSON DRIVE Moments (Midas/New Revolution)	17.0%	49.0%	3.65	24.0%	83.0%	7.8%	2.3%
CLAY WALKER 'Fore She Was Mama (Asylum-Curb)	17.3%	49.0%	3.48	23.3%	89.5%	11.5%	5.8%
LITTLE BIG TOWN Good As Gone (Equity)	14.0%	48.5%	3.49	25.0%	88.0%	10.0%	4.5%
BROOKS & DUNN Hillbilly Deluxe (Arista Nashville)	22.0%	47.3%	3.44	21.3%	90.0%	13.8%	7.8%
JOSH TURNER Me And God (MCA Nashville)	14.8%	45.8%	3.55	22.8 %	81.3%	10.0%	2.8%
RASCAL FLATTS Stand (Lyric Street)	13.3%	45.3%	3.60	24.5%	78.5%	6.3%	2.5%
TIM MCGRAW Last Dollar (Fly Away) (Curb)	18.0%	44.8 %	3.60	28.8 %	84.0 %	8.5 %	2.0%
DIERKS BENTLEY Long Trip Alone (Capitol Nashville)	11.0%	44.8 %	3.58	21.8%	76.5%	8.3%	1.8%
DANIELLE PECK Isn't That Everything (Big Machine)	16.0%	44.0%	3.59	21.5%	77.0%	8.5%	3.0%
JAKE OWEN Startin' With Me (RCA)	11.3%	44.0 %	3.56	25.8%	78.5 %	6.3%	2.5%
ALAN JACKSON A Woman's Love (Arista Nashville)	12.3%	42.3%	3.50	26.0%	79.0%	6.5 %	4.3%
BLAKE SHELTON Don't Make Me (Warner Bros./WRN)	8.8%	39.5%	3.50	26.5%	75.0%	7.3%	1.8%
JACK INGRAM Lips Of An Angel (Big Machine)	11.3%	39.0%	3.33	26.5 %	82.8 %	11.5%	5.8%
TRACY LAWRENCE Find Out Who (Rocky Comfort/CO5 Nashville)	10.3%	38.0%	3.38	25.8%	78.8 %	11.5%	3.5%
PAT GREEN Dixie Lullaby (BNA)	5.3%	29.8 %	3.31	26.0 %	67.8 %	10.3%	1.8%

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 ttal 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; Satt Lake City; Colorado Springs, CO; Portland, OR; Houston. © 2007 Radio & Records © 2007 Bullseye Marketing Research Inc..

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