

COUNTRY AIRCHECK WEEKLY

ASHTON SHEPHERD "Takin' Off This Pain" 29*-24*!!

Josh Turner "Another Try" 31*-22*!!

MCA NASHVILLE

March 3, 2008

Issue 79

Barnett: "Radio Has It Backwards"

Veteran programmer **Bob Barnett** – WKIS/Miami, WSIX/Nashville, WIL/St. Louis and WBEE/Rochester, NY, among others – announced today the launch of CountryRadioConsultants.com, a firm he says will specialize in "Next Generation Country Radio Guidance." In his first "official" conversation as a newly-minted consultant, we asked for some next generation thinking on radio's current use of the internet.



Bob Barnett

"Radio has it backwards," offers Barnett. "Web visitors should be given the opportunity to turn you *off*, not *on*. Programmers would never think of forcing listeners to sign-up and then sign-in *each* time they wanted to turn on their station in the car, at home or at work. So, why do they make listeners '*click here*' to hear the station on the website? Station websites should have instant, automatic audio (or pre-roll sponsor message) that explodes into listener's ears instantly and automatically the moment they enter the website, exactly the way it happens when they turn on your radio station.

"Broadcasters have made the process unnecessarily tedious and yet they wonder why they're not getting higher levels of internet listening. With PPM upon us and Wi-Fi about to change the way consumers use mobile audio, it's imperative that radio programmers remove these 'speed bumps' and clear the path for an enhanced web-based listening experience."

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COUNTRY RADIO SEMINAR 39

Low's in the 30s, highs in the 50s with precipitation possible Tuesday, Thursday and Friday. And the weather isn't the only thing likely to change as CRS-39 blows into Nashville this week. Latest developments have CBS Radio VP/Country and KILT/Houston PD **Jeff Garrison** taking the place of Clear Channel RVPP **Marc Chase** on the highly anticipated "No Holds Barred" session Friday.

A panel of industry experts will discuss the master performance right issue – which would have radio compensating artists and labels for broadcasting their works – Wednesday morning. This session takes the place of **Sean Hannity's** canceled keynote. **Gerry House** has withdrawn from Thursday's *Morning Show Marvels* panel, but will still interview **Garth Brooks** during Wednesday's opening session.

But that's enough talk. Country *music* is a huge component of the week as well, and our **After Hours Guide** (page 7) is a back-pocket necessity this week. And be sure to pick up the official **CRS Daily Buzz** each morning, powered by **Country Aircheck's** comprehensive coverage of the previous day's events. **Country Aircheck** subscribers will receive the Daily Buzz via email.

Our latest **Country Aircheck** magazine makes its debut at Tuesday night's Hall of Fame dinner, and this 48-page monster is packed with insightful features, fun quotes and other useful information – like what to say to Charlie Monk when you see him. Don't miss it.

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SHOW at CRS - this Friday, March 7th

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3rd Place: **KUUB/Reno. Small Market** – 1st Place: **KSJQ/St. Joseph, MO**; 2nd Place: **WOWF/Crossville, TN**; 3rd Place: **KSJQ/St. Joseph, MO.** (CAT 3/3)

- Former WYCD APD/Dir. Digital Programming/air talent **Ron Chatman** has joined **WZZK/Birmingham** for afternoons. (CAT 3/3)
- Clear Channel **WTQR/Greensboro** APD/MD/afternoon jock **Brian Hatfield** exited the station today after seven months. Reach him at 704-604-6554 or brianhat@aol.com. (CAT 3/3)

Radio Has It Backwards *(continued from page 1)*

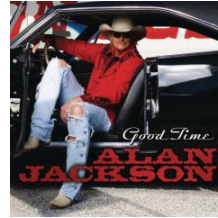
“Nothing is more important for radio than what comes out of the speakers – even if those speakers are attached to a computer or mobile device. Actual usage, in addition to now-measurable exposure via PPM encoded online audio, remains critical in both Arbitron methodologies. It may be a better brand-building strategy to expose them to your content immediately. Get people to sample your product-then build them into fans.”

Barnett tells CA that in a survey of more than 100 radio station websites across all formats, market sizes, competitive situations and ownership groups, he couldn’t find even *one* station that provided instant, automatic audio. “It appears that most broadcast operators still underestimate or fail to understand the value of next generation, non-traditional audio content distribution in the new business model,” Barnett says. “Other information or entertainment providers certainly do.”

“Enter www.KennyChesney.com and you’re immediately introduced to his *brand*. The surf sounds and tropical music backdrop accentuate the ‘Chesney vibe’ without having to click on a single icon. Click on www.ESPN.com and their latest video sports update begins immediately upon entry. Many television and newspaper sites have also begun to embrace instant, automatic video or audio content.”

Asked why programmers and/or their companies are clinging to the old model, Barnett notes, “Some say they’re still using the ‘sign up/sign in’ drill to capture listener information for their station database. But one might argue that consumer tastes have changed and the broadcast model needs to change. One alternative to that somewhat dated reasoning may be to force visitors to sign-in to view or download *everything else*, using your site’s high-traffic areas to review your click-counts and to capture listener information data.”

CHECK OUT IN STORES: 3/4



Alan Jackson *Good Time* (Arista)
 Jackson reunites with Keith Stegall for his 17th release after having Alison Krauss produce his last studio offering. *Good Time* spans 17 Jackson-penned songs, the first time in his career he’s written every track. Martina McBride duets on “Never Loved Before,” and debut single “Small Town Southern Man” is in today’s top 5. Jackson performs on NBC’s *Today Show* the morning the album hits stores (3/4).



Ashton Shepherd *Sounds So Good* (MCA)
 Singer and songwriter Shepherd hails from tiny Coffeeville, AL, population 360. Many of the songs on her debut were written prior to her 21st birthday. Titles include “I Like Being Single,” “Not Right Now,” “Old Memory That Don’t Remember Me” and “Whiskey Won The Battle.” Buddy Cannon produced.

Upcoming Releases:

- April 1 **Josh Gracin** *We Weren’t Crazy* (Lyric Street)
George Strait *Troubador* (MCA)
Aaron Watson *Angels & Outlaws* (BIG Label)
- April 8 **Jeff Bates** *Jeff Bates* (Black River)
Jypsi *Jypsi* (Arista) digital only
James Otto *Sunset Man* (Warner Bros./Raybaw)
- April 15 **Lady Antebellum** *TBA* (Capitol)
- April 22 **Phil Vassar** *Prayer Of A Common Man* (Universal South)
- April 29 **Mark Chesnutt** *Rollin’ With The Flow* (Lofton Creek)
Phil Stacey *TBA* (Lyric Street)

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JEREMY McCOMB

THIS TOWN NEEDS A BAR

A toast to our early believers in **Dallas, St. Louis, Salt Lake City, Nashville, Des Moines, Omaha, Spokane, Chattanooga, Saginaw & Harrisburg!**

See and hear what the buzz is about:
 CRS Thursday 11 PM in the Fisk Room.
The drinks are on us!

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THE ROYS WELCOME YOU TO CRS 2008!



TUESDAY 3/4, 2:30 PM:
MUSIC ROW EVENT
@ SECOND FIDDLE/BROADWAY

WEDNESDAY 3/5,
8:45 AM-9:50 AM & 2:30 PM-4:00 PM:
CRS ARTIST TAPING SESSIONS
@ NASHVILLE CONVENTION CENTER

THURSDAY 3/6, 8:30 PM:
IMPACT RADIO NETWORKS SHOW
@ THE WILDHORSE/2ND AVENUE

THE NEW PEDESTAL/NINE NORTH SINGLE FROM...

THE ROYS

“Grandpa’s Barn”

SPINS @ HIGHWAY 16/XM RADIO, NEW COUNTRY/SIRIUS SATELLITE, WGH, WGTY, KUPL, WBEE, WCLT, WDSY, WJCL, WKML, WMIL, WOMX, WUBE, US COUNTRY/JONES RADIO, KATM & KEY!

AIRPLAY IMPACTING NOW!



TUBE CHECK

Tuesday 3/4 - Alan Jackson, *Today* (NBC).

Wednesday 3/5 - Willie Nelson, *Tonight Show with Jay Leno* (NBC); Taylor Swift, *Ellen* (syndicated).

Thursday 3/6- Sara Evans, *CW Spring Fashions* (GAC); Trace Adkins, *Celebrity Apprentice* (NBC).

Friday 3/7 - John Rich, *Gone Country* (Season Finale) (CMT); Blake Shelton, *Late Late Show with Craig Ferguson* (CBS).

Saturday 3/8- Joe Nichols, Bucky Covington, Craig Morgan, Rhonda Vincent, *Opry Live* (GAC).

Sunday 3/9- Luke Bryan, *Master Series* (GAC).

Monday 3/10- Miranda Lambert, *Top 20 Country Countdown* (GAC).

Countering another oft-used argument against streaming, Barnett says, “Broadcasters can no longer use consumers’ technological limitations as an excuse. The faster the online connection and computer speed, the higher the quality of the audio or video stream. Rapid growth in audio and video streaming usage is directly linked to the quality of the online listening and viewing experience. A 2007 Horowitz Associates, Inc. study demonstrated that 75% of internet homes have high speed internet service ranging from cable modem to wireless service to a DSL connection. Only 25% of internet users remain on traditional dial-up.”

Barnett’s conclusion is that radio needs to embrace next-generation change. “It’s time for decisive leaders to step forward and take action,” he says. “Instant, automatic web audio rights one of the wrongs pretty easily.”

Bob Barnett can be reached at 954-235-1705 or CRCBobBarnett@aol.com.

- **Lon Helton**, lon@countryaircheck.com
Chuck Aly, chuck@countryaircheck.com
Erin Duvall, erin@countryaircheck.com
(615) 320-1450

