



Fast Or Slow, It's Getting There That Counts

by David M. Ross



Royce Risser

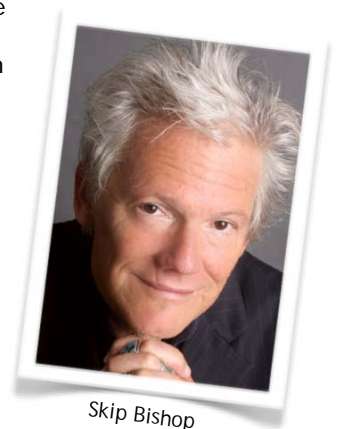
"Recently we've seen about six records come out within a few weeks of each other that put everybody else on ice," says **Royce Risser**, Sr. VP of Promotion at UMG Nashville. "Everyone's looking at the other records and wondering, 'Man is that record in trouble or is it just a function of the big superstar records blowing by it and sucking the wind out, a false negative?' Moving say a **Sugarland** song to medium rotation immediately,

can move another record back to light rotation. As a direct result, you have a bunch of records sitting out there in limbo and a lot of promo people in town are scratching their heads hoping their records are going to make it."

The BDS country airplay chart (8/16/10) has records such as **Lee Brice** which has taken an incredible 51 weeks to become Top 5 and superstars like **Sugarland, Kenny Chesney, Taylor Swift, Rascal Flatts** and **Zac Brown** that appear poised to enter the Top Ten in around five short weeks. It's almost like there are two elevators for

records climbing the charts—the rocket rider, and the slow scenic paddle boat that winds its way through the Amazon jungle.

"Stations are reacting to PPM methodology, grabbing onto the biggest names and playing them fast and furious," says **Skip Bishop**, VP Promotion, Sony Nashville. "Radio is depending upon the biggest names for star recognition and a familiar hit sound. It puts the developing artists at a disadvantage, trying to get through a wall of superstar power. But the other side of the coin is that the records taking a tremendous amount of time to get up the chart are proving themselves to be just as big, if not bigger hits. When we have a real hit on the chart for a longer period of time we all win because we're exposing and developing that artist and selling their art through downloads and physical units. It takes the execution of a long term plan plus a lot of tenacity and more patience than I'm comfortable with. But, many of these records are



Skip Bishop

SUNNY SWEENEY

FROM A TABLE AWAY

MusicRow: #32 +118 spins
Mediabase: #44 +63 spins +174 points
Billboard: #47 +45 spins +190,700 aud

Stations Spinning "From A Table Away"

KAIR	KKFM	KLMJ	KSED	KWJJ	WBYZ	WGKX	WKMK	WTCM
KAJA	KGFY	KLQL	KSOP	KWOX	WCJW	WGNA	WKSF	WTHO
KASE	KGRT	KMDL	KTJJ	KWWR	WCMS	WGNE	WKSJ	WTQR
KATM	KHKI	KMKS	KTJS	KXIA	WCOW	WGTU	WLLX	WTRS
KBCN	KIIM	KNAF	KTNT	KXKZ	WCPV	WHWK	WMEV	WUCZ
KBCR	KITX	KNCI	KUBL	KXOX	WCTK	WIFE	WMIL	WUPY
KBEQ	KIXZ	KNTY	KUPL	KYGO	WDGG	WIOV	WOGI	WUSH
KBOE	KIZN	KQUS	KUSS	KYKX	WDHR	WIVK	WOOZ	WWBE
KBWF	KJUG	KREK	KUZZ	KYYK	WDNB	WJMQ	WPAW	WWQM
KCJC	KKAJ	KRRV	KVAY	KZZY	WDXX	WJNR	WPPL	WWYZ
KCNY	KKCN	KRTY	KVOM	WAAG	WFUS	WJVL	WQMX	WXFL
KCYC	KKOW	KRVN	KVVP	WBKR	WGGY	WKBQ	WQSI	WYPY
KEYE	KKWF	KSCS	KWCK	WBRF	WGH	WKLB	WQYK	WYVY
KFAV								

The Band Perry

If I Die Young

MusicRow: #11 +234 spins
Mediabase: #22 +130 spins +403 points
Billboard: #23 +68 spins +706,500 aud

turning out to be massive hit records for radio, even though they have taken longer than they would have a year ago."

While traveling the long road to top ten success, promo teams are constantly evaluating a record's progress and impact, lest they spend time, energy and money unwisely.

"We look at single sales, and research," says Risser. "After a song has gotten 300-400 spins in a marketplace if it starts to do well then you know you can have a hit across the board. The early life of a record can be too soon to make that decision, however. A song has to get to a point where people know what and who it is before they purchase it. It can be frustrating when a song takes those long weeks to climb, but it's worth it when you get there. You love that you fought so hard and your team is excited."

Bishop believes the process will find balance. "New artists remain the bread and butter for both sides of the industry," he says. "Even though programmers want to spin the superstars they know they also have to find the best of the new artists. If we don't make the best talent available to our radio partners then none of us will have jobs in ten years. Look at examples like **Brice** and **Jerrod Niemann**. These records are extremely effective for radio. And the artists themselves are working to establish careers by building relationships. With each new record we are constantly testing the path in front of us and behind us, drilling down on insight reports for downloads and market research. It requires a certain amount of science and passion. But if you have the a team that can stay on the path, even across bumpy roads, then those records are going to come through. The challenges are making promo staffs be far more efficient by using a lot more creativity and tenacity than dollars and sense. Rough seas make better sailors...it's true."



Buddy Miller once again brought the Ford Theater audience to its feet Tuesday night (8/17) during the second of three Artist-in-Residence performances at the Country Music Hall of Fame® and Museum. Miller performed with many of his friends and collaborators onstage, including Patty Griffin, Darrell Scott, Lee Ann Womack and Regina and Ann McCrary of the McCrary Sisters. Miller's final residency appearance is Tuesday, 8/24. (L-R): Regina McCrary, Scott, Griffin, Miller, Museum Dir. Kyle Young, Womack and Ann McCrary. Photo: Donn Jones

Important Links

Country Twitter Chart

www.musicrow.com/charts/top-ranking-country-artists/#

Internet Chart

www.bigchampagne.com/musicrow/frame.php

Album Releases

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Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/ Reports	% Spin Power	Spins +-	Last Wk # Spins
13	1	1	Lady Antebellum /Our Kind Of Love/Capitol	3609/100	2	88	3521
13	5	2	Billy Currington /Pretty Good At Drinkin' Beer/Mercury	3199/90	1	46	3153
6	9	3	Kenny Chesney /The Boys Of Fall/BNA	2899/96	14	361	2538
8	7	4	Darius Rucker /Come Back Song/Capitol	2898/100	6	171	2727
20	6	5	Josh Turner /All Over Me/MCA	2750/88	0	6	2744
11	10	6	Toby Keith /Trailerhood/Show Dog - Universal	2718/98	11	266	2452
17	8	7	Easton Corbin /Roll With It/Mercury	2717/91	1	19	2698
21	3	8	Blake Shelton /All About Tonight/Warner Bros.	2507/68	-27	-907	3414
15	11	9	Trace Adkins /This Ain't No Love Song/Show Dog - Universal	2504/100	2	55	2449
15	2	10	Keith Urban /I'm In/Capitol	2490/70	-28	-990	3480
12	13	11	The Band Perry /If I Die Young/Republic Nashville	2452/97	11	234	2218
7	15	12	George Strait /The Breath You Take/MCA Nashville	2348/93	13	272	2076
6	16	13	Reba /Turn On The Radio/Starstruck/Valory	2324/95	13	272	2052
25	14	14	James Otto /Groovy Little Summer Song/Warner Bros. Nashville	2176/88	0	-1	2177
22	17	15	Josh Thompson /Way Out Here/Columbia	2164/87	6	121	2043
25	4	16	Little Big Town /Little White Church/Capitol	2160/66	-32	-1019	3179
13	18	17	Justin Moore /How I Got To Be This Way/Valory Music	2149/94	6	125	2024
4	25	18	Sugarland /Stuck Like Glue/Mercury	2054/86	23	378	1676
21	19	19	Rodney Atkins /Farmer's Daughter/Curb	2025/79	3	62	1963
3	28	20	Rascal Flatts /Why Wait/Big Machine	2008/93	35	516	1492
2	31	21	Taylor Swift /Mine/Big Machine	1895/90	51	641	1254
10	24	22	Eric Church /Smoke A Little Smoke/Capitol	1877/88	10	173	1704
18	22	23	Uncle Kracker /Smile/Atlantic / Bigger Picture	1800/55	-4	-75	1875
8	26	24	Miranda Lambert /Only Prettier/Columbia	1699/84	12	185	1514

we are dropping our pants on August 23rd!



Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/Reports	% Spin Power	Spins +-	Last Wk # Spins
7	32	25	Joe Nichols /The Shape I'm In/Show Dog - Universal	1427/80	15	182	1245
3	43	26	Brad Paisley /Anything Like Me/Arista	1421/83	57	514	907
19	33	27	Jonalee White /Naked As Fools/Lick Records	1328/58	7	86	1242
9	36	28	Steel Magnolia /Just By Being You/Big Machine	1256/75	10	113	1143
4	41	29	Luke Bryan /Someone Else Calling You Baby/Capitol	1231/83	30	281	950
14	30	30	Troy Olsen /Summer Thing/EMI Records Nashville	1204/67	-9	-120	1324
19	37	31	the JaneDear girls /Wildflower/Warner Bros.	1149/61	13	133	1016
9	38	32	Sunny Sweeney /From A Table Away/Republic Nashville	1131/70	12	118	1013
10	39	33	Cody McCarver /I'm America/E1 Records / PLC Records	1060/55	6	58	1002
18	12	34	Zac Brown Band /Free/Atlantic	1034/29	-54	-1205	2239
21	40	35	Bekka Bramlett /I Got News for You/Shongaloo Records	985/45	0	1	984
10	44	36	The Roys /Beautiful/Pedestal	896/48	7	56	840
27	27	37	David Nail /Turning Home/MCA	879/40	-41	-614	1493
17	34	38	Kellie Pickler /Makin' Me Fall In Love Again/BNA	877/47	-28	-339	1216
1	88	39	Zac Brown Band w/Alan Jackson /As She's Walking Away/Atlantic/Bigger Picture	858/59	347	666	192
8	45	40	John Rich /Country Done Come To Town/Reprise/WMN	837/53	5	38	799
2	62	41	Jason Aldean /My Kinda Party/Broken Bow	806/58	90	381	425
4	52	42	Chris Young /Voices/RCA	733/49	34	186	547
4	53	43	David Adam Byrnes /Sweet Distraction/Better Angels	692/50	27	147	545
18	21	44	Alan Jackson /Hard Hat and a Hammer/Arista	664/29	-65	-1241	1905
9	46	45	Matthew Huff /Back Again/MGH Records	645/36	4	25	620
11	47	46	Lathan Moore /Beautiful Girl/Blue Steel Records	642/38	4	23	619
9	48	47	Greg Hanna /What Kind Of Love Are You On?/Pheromone	615/41	2	12	603
6	51	48	Katie Armiger /Leaving Home/Cold River	613/50	11	62	551
1	91	49	Dierks Bentley /Draw Me A Map/Capitol	607/51	241	429	178
10	54	50	Mark Wayne Glasmire /You Opened My Eyes/Traceway	607/38	12	64	543
7	56	51	Charlie Allen /Grandpa's Recipe/River Run	548/39	9	45	503
12	55	52	Due West /Bible And The Belt/Bigger Than Me	548/35	6	29	519

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Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/Reports	% Spin Power	Spins +-	Last Wk # Spins
8	60	53	Frankie Ballard /Tell Me You Get Lonely/Reprise/WMN	525/34	13	62	463
11	57	54	Bridgette Tatum /That's Love Y'all/Root 49	518/31	7	36	482
7	58	55	Darren Kozelsky /Somebody Find Me a Preacher/Major 7th/Spinville	514/41	9	43	471
7	59	56	Chelsea Field /Things I Should Have Said/Moxy Records	482/34	3	16	466
5	63	57	Sherry Lynn /What A Day to Shake A Heartache/Steal Heart	466/33	12	51	415
1	100	58	Burns & Poe /How Long Is Long Enough/Blue Steel	456/39	271	333	123
5	61	59	Blackberry Smoke /Good One Comin' On/BamaJam	441/29	4	15	426
6	65	60	Hoss Howard /Dirt Road/Legends And Lyrics	431/31	6	26	405
5	68	61	Amber Hayes /C'Mon/Fun! Music	428/33	13	50	378
17	35	62	Kevin Fowler /Pound Sign/Lyric Street	426/21	-63	-739	1165
6	67	63	Danny Gokey /I Will Not Say Goodbye/19 Recordings/RCA	401/28	4	14	387
7	66	64	Sean Hogan /Suck It Up/Lakeland Heart	398/32	1	2	396
17	49	65	Carrie Underwood /Undo It/Arista	392/15	-34	-202	594
6	69	66	Braden Gray /I'm Not Hungover/ATP Records	386/28	8	28	358
16	42	67	Savannah Jack /I Know/McMurry	376/20	-60	-559	935
5	72	68	Martin Ramey /Twisted/Curb	375/27	18	58	317
8	71	69	Leah Seawright /Country Girl 101/Skytone Records	364/22	8	26	338
6	74	70	Veronica Ballestrini /Don't Say/Timbob	348/27	23	64	284
1	82	71	Trailer Choir /Shakin' That Tailgate/Show Dog - Universal	330/28	43	100	230
3	73	72	Diamond Rio /This Is My Life/Word Records	319/24	6	19	300
3	76	73	Bo Bice /You Take Yourself With You/Saguaro Road Records	314/23	18	49	265
1	89	74	Clay Walker /Where Do I Go From You/Curb	290/23	53	100	190
2	75	75	Jackie Arredondo /Someone Like You/Gold Voice/Big 7	285/27	8	20	265
1	86	76	Josh Gracin /Cover Girl/Average Joes	279/20	32	68	211
1	85	77	D.J. Miller /A Little Naughty is Nice/Evergreen	274/23	22	49	225
1	84	78	Mark Cooke /Can't Cheat In A Small Town/	267/26	18	41	226
5	77	79	Flynnville Train /Preachin' to the Choir/Next Evolution Records	264/19	1	3	261
5	78	80	David Bradley /Soak It Up/Gecko	263/20	4	10	253

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