



Appraising The Strategic Value of Airplay For Indie Artists

by David M. Ross

According to conventional wisdom and recent CMA research studies, radio remains a dominant force in shaping the country star constellation. Last year's CMA study showed that 79% of country fans 18-54 listen to country radio. (The next largest category was 54% that visit the web once or more per month to find country music content.) More recent research has also shown that for country fans, broadcast radio (am/fm) continues to be the "No. 1 source of awareness for new music/artists and news."



Tom Baldrica

Recognizing radio's importance as an exposure medium, it is no surprise that new, developing and established country artists place a premium on radio promotion to help move their music up the charts. With the added recognition conveyed by better chart positions and airplay, artists hope to reap benefits in the form of record, ticket and merchandise sales. But what exactly is the correlation between chart position, airplay, promotion costs and return on investment (ROI)? As our graph shows, there is little practical difference in weekly spins per station between No. 50 (7 spins) and No. 30 on the chart (12 spins).

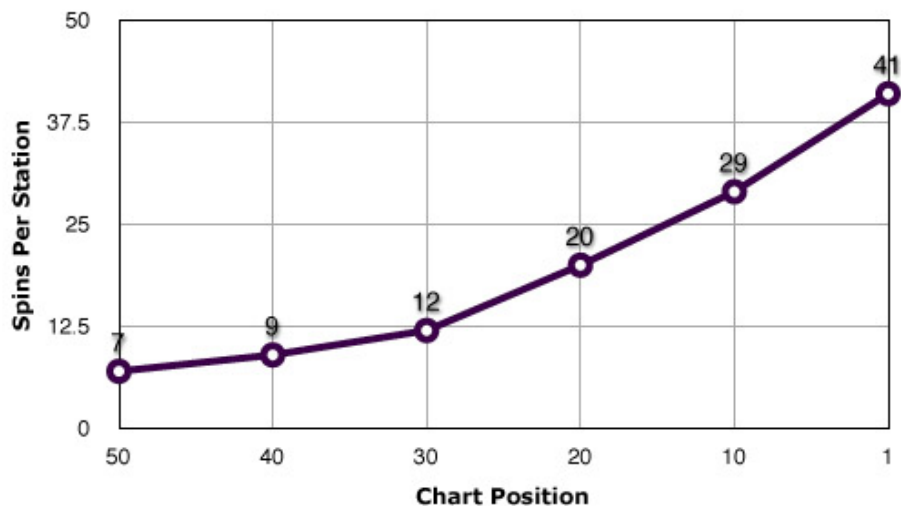
"Over the last couple of years you start to feel some response around the Top 15," says industry veteran **Tom Baldrica** who recently served as Sony Nashville VP Marketing. Baldrica was integral in artist development, new media and more for the label, plus previously headed its BNA Records Promotion team. "At that level on the radio side you can start to make a research impact and more importantly it places you in a position to start selling. But near the bottom of the chart, spins are one thing and audience impressions are another. If you look at a song at No. 50, 40 or 30, on any given station it's being played less than two times a day and not being heard in daylight hours by any stretch of the imagination. Morning shows have the biggest come. Mid-days are also very strong. Then there are afternoons and evenings where it drops off dramatically and finally overnights. So if you aren't inside the Top 15 and in a rotation where your song is being heard 25-30 plus times a week at any particular radio station then the odds of

people hearing it are slim and none. I've always thought of it as a Top 15 game and it could be even more of a Top 10 game right now for real volume."

So what is Baldrica's advice for indie artists? "You're out of your mind to play the national chart game as an independent," says Baldrica. "What you should be doing as an independent is looking regionally. If you've got a radio station playing your record then build around that airplay and get a network of stations within that little geographical area to play it. Folks in this game on the indie side don't have the major label resources, the major label promo team and the major label leverage so they are better off building little fires. Build the opportunity to go into a region and be able to perform, get some airplay, sell some downloads and/or physical product and then return a few months later. Hopefully, if you are a good entertainer people will want to see you and bring a friend. You'll double your crowd then double it again and again over time. That's the way to chase it. The national charts thing is like trying to put a bunch of seeds on a large amount of acreage by yourself. You're not going to get a lot of plants to grow. But if you focus on a small part of the garden, then nurture and water, some plants might start to grow."

(Baldrica can be reached at tombaldrica@comcast.net)

Airplay Value Appraiser By Chart Position



Source: Country Aircheck Mediabase chart. 9/13/2010

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JOSH KEAR
Song of the Year
"Need You Now"



DIERKS BENTLEY
Songwriter/Artist of the Year



SEA GAYLE MUSIC
Publisher of the Year

TOP 5 SONG

"ALRIGHT"

WRITERS: Frank Rogers, Darius Rucker
PUBLISHERS: Cadaja Publishing, Sea Gayle Music, Universal Music Publishing

"AMERICAN HONEY"

WRITER: Hillary Lindsey
PUBLISHER: Raylene Music

"AMERICAN SATURDAY NIGHT"

WRITERS: Ashley Gorley, Kelley Lovelace, Brad Paisley
PUBLISHERS: Bug Music/Windswept, Didn't Have To Be Music, EMI Music Publishing, Sea Gayle Music, Songs of Southside/Combustion, Taperoom Music

"BACKWOODS"

WRITER: Jeremy Stover
PUBLISHERS: EMI Music Publishing, Songs of Countrywood

"BAREFOOT AND CRAZY"

WRITER: Ben Hayslip
PUBLISHERS: Melissa's Money Music, This Music, Warner/Chappell Music Publishing

"BEER ON THE TABLE"

WRITER: Josh Thompson
PUBLISHER: Ash Street Publishing

"BEST DAYS OF YOUR LIFE"

WRITER: Kellie Pickler
PUBLISHER: Pickle Butt Publishing

TOP 5 SONG

"BIG GREEN TRACTOR"

WRITER: David Lee Murphy
PUBLISHERS: N2D Publishing, Old Desperadoes

"BONFIRE"

WRITER: Mike Rogers
PUBLISHERS: Morgan Racing Music, Phillibilly's Nest Egg

"CONSIDER ME GONE"

WRITER: Steve Diamond
PUBLISHER: Teri And Steve's Music

"COWBOY CASANOVA"

WRITERS: Mike Elizondo, Brett James
PUBLISHERS: BMG/Stage Three Music, Brett James Cornelius Music, EMI Music Publishing, Rincon Ave Music

"DIDN'T YOU KNOW HOW MUCH I LOVED"

WRITER: Chris Lindsey
PUBLISHERS: Magic Farming Music, Universal Music Publishing

"FEARLESS"

WRITER: Hillary Lindsey
PUBLISHER: Raylene Music

TOP 5 SONG

"GETTIN' YOU HOME"

WRITER: Chris Young
PUBLISHERS: EMI Music Publishing, Runnin' Behind Music

"HELL ON THE HEART"

WRITER: Deric Ruttan
PUBLISHER: Sony/ATV Music Publishing

"HILLBILLY BONE"

WRITER: Craig Wiseman
PUBLISHER: Big Loud Shirt

"HISTORY IN THE MAKING"

WRITERS: Clay Mills, Frank Rogers, Darius Rucker
PUBLISHERS: Cadaja Publishing, MXC Music, Sea Gayle Music, Still Working For The Woman Music, Universal Music Publishing

"HURRY HOME"

WRITER: Zane Williams
PUBLISHER: Big Yellow Dog

"I JUST CALL YOU MINE"

WRITERS: Jess Cates, Ty Lacy, Dennis Matkosky
PUBLISHERS: EMI Music Publishing, Karles Music, Lily Makes Music, Right Bank Music, Ty Me A River Music

"I WANNA MAKE YOU CLOSE YOUR EYES"

WRITER: Dierks Bentley
PUBLISHERS: Creature Sounds, Sony/ATV Music Publishing

"I'LL JUST HOLD ON"

WRITER: Ben Hayslip
PUBLISHERS: Melissa's Money Music, This Music, Warner/Chappell Music Publishing

"I'M ALIVE"

WRITERS: Kenny Chesney, Mark Tamburino
PUBLISHERS: Face Brutté, IslandSoul Music, Sony/ATV Music Publishing

"IT HAPPENS"

WRITER: Jennifer Nettles
PUBLISHER: Jennifer Nettles Publishing

"IT'S A BUSINESS DOING PLEASURE WITH YOU"

WRITER: Brett James
PUBLISHERS: BMG/Stage Three Music, Brett James Cornelius Music

"KEEP ON LOVIN' YOU"

WRITERS: Chris Stapleton, Trent Willmon
PUBLISHERS: Happy Cattle Music, Sea Gayle Music, Son Of A Miner Songs

"A LITTLE MORE COUNTRY THAN THAT"

WRITERS: Rory Lee Feek, Don Poythress
PUBLISHERS: A Sling And A Prayer Music, Chrysalis One Music, Don Poythress Songs, Universal Music Publishing

"LIVING FOR THE NIGHT"

WRITER: George Strait
PUBLISHER: Day Money Music

"NEED YOU NOW"

WRITER: Josh Kear
PUBLISHERS: Big Yellow Dog, Darth Buddha

"OUT LAST NIGHT"

WRITERS: Kenny Chesney, Brett James
PUBLISHERS: BMG/Stage Three Music, Brett James Cornelius Music, IslandSoul Music, Sony/ATV Music Publishing

"RED LIGHT"

WRITERS: Dennis Matkosky, Jonathan Singleton
PUBLISHERS: BMG, Karles Music

"RUNAWAY"

WRITERS: Rob Blackledge, Stephen Barker Liles, Canaan Smith,
PUBLISHERS: Birdtracks Publishing, Disney Music Publishing, Hate And Purchase Music, Kid In The Korner, Rockapop Music

TOP 5 SONG

"SIDEWAYS"

WRITER: Dierks Bentley
PUBLISHERS: Creature Sounds Publishing, Sony/ATV Music Publishing

"SISSY'S SONG"

WRITER: Alan Jackson
PUBLISHERS: EMI Music Publishing, Tri Angels Music

"SMALL TOWN USA"

WRITERS: Brian Maher, Jeremy Stover
PUBLISHERS: Moraine Music, Platinum Plow, Warner/Chappell Music Publishing, Welk Music

"SOUNDS LIKE LIFE TO ME"

WRITER: Darryl Worley
PUBLISHERS: EMI Music Publishing, Pittsburg Landing Songs

"STRANGE"

WRITERS: Jason Sellers, Neil Thrasher
PUBLISHERS: BMG, Magic Mustang Music, Major Bob Music, Troy D Songs

"SUMMER NIGHTS"

WRITERS: Brett James, Gary LeVox, busbee
PUBLISHERS: BMG, BMG/Stage Three Music, Brett James Cornelius Music, Sony/ATV Music Publishing

"TEMPORARY HOME"

WRITER: Zac Maloy
PUBLISHERS: Sony/ATV Music Publishing, Zac Maloy Music

"THAT'S HOW COUNTRY BOYS ROLL"

WRITERS: Billy Currington, Brett Jones
PUBLISHERS: Brett Jones Music, Off My Rocker Music, Universal Music Publishing

"THEN"

WRITERS: Chris DuBois, Ashley Gorley, Brad Paisley
PUBLISHERS: Bug Music/Windswept, Sea Gayle Music, Songs of Southside/Combustion, Taperoom Music

"THE TRUTH"

WRITER: Brett James
PUBLISHERS: BMG/Stage Three Music, Brett James Cornelius Music

"WELCOME TO THE FUTURE"

WRITERS: Chris DuBois, Brad Paisley
PUBLISHER: Sea Gayle Music

"WHY DON'T WE JUST DANCE"

WRITERS: Darrell Brown, Jonathan Singleton
PUBLISHERS: BMG, Grey Ink Music

"WILD AT HEART"

WRITERS: Josh Kear, Matt Serletic
PUBLISHERS: Big Yellow Dog, Darth Buddha, Melusic

The ASCAP Global Impact Award - "THE CLIMB" WRITER: Jessi Alexander, PUBLISHER: Disney Music Group



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Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/Reports	% Spin Power	Spins +-	Last Wk # Spins
10	2	1	Kenny Chesney /The Boys Of Fall/BNA	3447/96	2	59	3388
12	3	2	Darius Rucker /Come Back Song/Capitol	3423/100	4	142	3281
15	4	3	Toby Keith /Trailerhood/Show Dog - Universal	3065/99	0	14	3051
21	5	4	Easton Corbin /Roll With It/Mercury	2997/88	-1	-16	3013
6	9	5	Taylor Swift /Mine/Big Machine	2936/97	5	143	2793
8	12	6	Sugarland /Stuck Like Glue/Mercury	2900/93	10	259	2641
10	7	7	Reba /Turn On The Radio/Starstruck/Valory	2897/99	3	85	2812
16	8	8	The Band Perry /If I Die Young/Republic Nashville	2895/97	3	91	2804
17	1	9	Lady Antebellum /Our Kind Of Love/Capitol	2869/79	-21	-742	3611
11	10	10	George Strait /The Breath You Take/MCA Nashville	2825/93	5	145	2680
7	13	11	Rascal Flatts /Why Wait/Big Machine	2792/97	7	182	2610
19	11	12	Trace Adkins /This Ain't No Love Song/Show Dog - Universal	2752/98	4	98	2654
17	14	13	Justin Moore /How I Got To Be This Way/Valory Music	2478/96	4	91	2387
7	15	14	Brad Paisley /Anything Like Me/Arista	2455/94	8	185	2270
14	17	15	Eric Church /Smoke A Little Smoke/Capitol	2218/94	4	81	2137
5	21	16	Zac Brown Band feat. Alan Jackson /As She's Walking Away/Atlantic/BPP	2150/87	17	309	1841
12	18	17	Miranda Lambert /Only Prettier/Columbia	2101/89	3	68	2033
8	19	18	Luke Bryan /Someone Else Calling You Baby/Capitol	2068/98	10	193	1875
26	16	19	Josh Thompson /Way Out Here/Columbia	1868/72	-16	-346	2214
11	22	20	Joe Nichols /The Shape I'm In/Show Dog - Universal	1807/90	9	155	1652
6	25	21	Jason Aldean /My Kinda Party/Broken Bow	1737/85	16	245	1492
4	28	22	Carrie Underwood /Mama's Song/Arista	1690/86	34	433	1257
13	24	23	Steel Magnolia /Just By Being You/Big Machine	1589/84	6	86	1503
23	26	24	the JaneDear girls /Wildflower/Warner Bros.	1557/78	8	117	1440
5	30	25	Dierks Bentley /Draw Me A Map/Capitol	1425/89	14	175	1250

SUNNY SWEENEY
FROM A TABLE AWAY

3,269,400 audience impressions last week!

MusicRow: #26
Mediabase: #35
Billboard: #34

Recently Added:
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The Band Perry
If I Die Young

MusicRow: #8
Mediabase: #18
Billboard: #17

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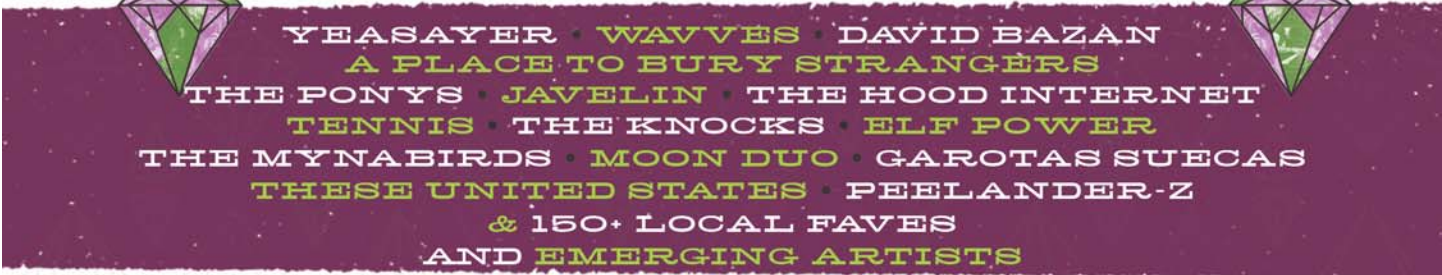
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Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/ Reports	% Spin Power	Spins +-	Last Wk # Spins
13	27	26	Sunny Sweeney /From A Table Away/Republic Nashville	1418/80	6	80	1338
17	6	27	Billy Currington /Pretty Good At Drinkin' Beer/Mercury	1395/42	-51	-1481	2876
14	29	28	Cody McCarver /I'm America/E1 Records / PLC Records	1288/60	2	31	1257
8	31	29	Chris Young /Voices/RCA	1183/67	9	99	1084
8	33	30	David Adam Byrnes /Sweet Distraction/Better Angels	1144/65	10	103	1041
12	32	31	John Rich /Country Done Come To Town/Reprise/WMN	1112/59	5	50	1062
14	34	32	The Roys /Beautiful/Pedestal	1055/52	4	38	1017
5	35	33	Burns & Poe /How Long Is Long Enough/Blue Steel	922/58	12	99	823
3	44	34	James Otto /Soldiers & Jesus/Warner Bros.	880/63	33	220	660
11	38	35	Charlie Allen /Grandpa's Recipe/River Run	797/54	9	65	732
10	36	36	Katie Armiger /Leaving Home/Cold River	791/58	4	31	760
15	37	37	Lathan Moore /Beautiful Girl/Blue Steel Records	790/41	4	33	757
12	40	38	Frankie Ballard /Tell Me You Get Lonely/Reprise/WMN	777/46	12	85	692
4	45	39	Jamey Johnson /Playing The Part/Mercury	776/51	20	132	644
2	68	40	Blake Shelton /Who Are You When I'm Not Looking/Reprise/WMN	770/62	128	432	338
9	41	41	Sherry Lynn /What A Day to Shake A Heartache/Steal Heart	768/47	11	78	690
5	42	42	Trailer Choir /Shakin' That Tailgate/Show Dog - Universal	744/48	9	59	685
13	39	43	Matthew Huff /Back Again/MGH Records	743/38	2	17	726
1	183	44	Keith Urban /Put You In A Song/Capitol	687/54	6770	677	10
13	43	45	Greg Hanna /What Kind Of Love Are You On?/Pheromone	684/41	2	12	672
4	49	46	Thompson Square /Are You Gonna Kiss Me Or Not/Stoney Creek	680/51	19	110	570
11	46	47	Darren Kozelsky /Somebody Find Me a Preacher/Major 7th/Spinville	645/48	3	17	628
16	48	48	Due West /Bible And The Belt/Bigger Than Me	629/39	2	15	614
4	55	49	Blaine Larsen /Leavin'/Treehouse / Stroudavarious	583/48	22	107	476
5	51	50	Clay Walker /Where Do I Go From You/Curb	562/40	9	47	515
9	50	51	Amber Hayes /C'Mon/Fun! Music	559/37	4	21	538
10	56	52	Veronica Ballestrini /Don't Say/Timbob	521/33	15	66	455
10	54	53	Hoss Howard /Dirt Road/Legends And Lyrics	514/32	2	10	504
5	57	54	Josh Gracin /Cover Girl/Average Joes	505/42	16	70	435



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- Nominated for 3 CMA Awards



Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/Reports	% Spin Power	Spins +-	Last Wk # Spins
3	62	55	Badhorse /Mississippi Rain/Global Maximus	497/44	27	107	390
11	53	56	Chelsea Field /Things I Should Have Said/Moxy Records	496/31	-3	-15	511
3	65	57	Jaron & TLRTL /That's Beautiful To Me/Jaronwood/Universal Rep/Big Machine	495/40	31	117	378
6	63	58	Jackie Arredondo /Someone Like You/Gold Voice/Big 7	465/32	21	80	385
2	69	59	Walker Hayes /Pants/Capitol	450/37	42	133	317
5	59	60	Mark Cooke /Can't Cheat In A Small Town/CVR	446/35	4	17	429
12	61	61	Leah Seawright /Country Girl 101/Skytone Records	398/25	0	0	398
5	64	62	D.J. Miller /A Little Naughty is Nice/Evergreen	395/30	3	11	384
2	74	63	Josh Kelley /Georgia Clay/MCA	349/28	22	63	286
10	58	64	Danny Gokey /I Will Not Say Goodbye/19 Recordings/RCA	343/21	-21	-89	432
11	72	65	James Wesley /Real/Broken Bow	342/22	16	47	295
7	66	66	Bo Bice /You Take Yourself With You/Saguaro Road Records	338/24	-6	-22	360
2	78	67	Steve Richard /80 Acre Church/Force MP Entertainment	322/27	26	67	255
3	75	68	Richie Fields /Wichita/Joint Journey	292/23	3	8	284
2	76	69	Gretchen Wilson /I Got Your Country Right Here/Redneck Records/C05	290/21	7	20	270
2	77	70	Melanie Denard /All I Ever Did Was Love You/StarPath	277/17	6	16	261
1	99	71	Randy Houser /A Man Like Me/Show Dog - Universal	266/24	151	160	106
1	82	72	Jesse Lee /Like My Mother Does/Atlantic/WMN	264/26	25	53	211
19	47	73	Keith Urban /I'm In/Capitol	259/13	-58	-358	617
2	79	74	Derek O'Bannon /The Truth Talks Too Much/	258/22	12	27	231
1	81	75	Tommy Steele /Forever 17/	248/20	17	36	212
1	87	76	Craig Campbell /Family Man/Bigger Picture	246/21	46	77	169
1	83	77	Chris Heers /Happy Thought/	224/16	12	24	200
9	70	78	David Bradley /Soak It Up/Gecko	222/15	-28	-85	307
1	89	79	Brett Eldredge /Raymond/Atlantic	215/18	34	54	161
1	88	80	Adam Brand /Ready For Love/Arista	211/18	26	43	168

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