

COUNTRY AIRCHECK WEEKLY



"The sunbeam hit the Jim Beam and ricocheted off a bottle of coke"

THIS IS TRUE COUNTRY MUSIC!

Carolwood

October 12, 2009

Issue 162

John Tesh Goes Country

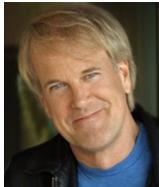
Carrying John Tesh's *Intelligence For Your Life* show on a Country station, let alone in mornings, might not seem like the best fit. But don't tell that to the folks at Locally Owned Radio's **KYUN (The Canyon)/Twin Falls, ID**, which is enjoying great success with this outside-the-box approach.

In a sense, Tesh is a holdover from the station's previous format, AC. "When we transitioned to Country years ago, the show's Scott Myers said they were really trying to get on at Country stations," says OM/PD **Jerre Fender**. "The info is universal and female-oriented, and Country is a female-oriented audience, so we picked up a voice-tracked version and had it on in evenings. And it continued to get good response.

"So a couple years ago we decided to move it to middays," Fender says. "It went over huge. The surprising part was the numbers for men. We had a lot of men, even young men, listening. In our first book for middays, Fall 2007, Tesh was No. 1 adults 18-34, No. 1 men 18-49 and 25-54, No. 2 adults 18-49 and No. 3 adults 25-54." (Twin Falls is a 24-station market.)

Earlier this year, the show was moved to mornings. "Why not try it?" Fender recalls thinking. "With a little extra localization, it could really work. And when the spring book came in and we were tied with the heritage Country station for No. 1 adults 25-54."

(continued on page 6)



John Tesh



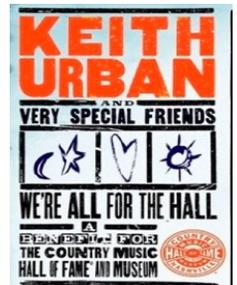
Jerre Fender

If She Builds It: As the recipient of this year's ACM The Home Depot Humanitarian Award, LeAnn Rimes headed to Murfreesboro, TN last week to construct a playground at the Spring Valley Apartments. She was joined by volunteers from the sponsoring The Home Depot, the ACM, KaBOOM! and the United Way of Rutherford and Cannon counties.



"All For The Hall" To Be Streamed Live

Tomorrow night's (10/13) *We're All For the Hall* benefit concert featuring host **Keith Urban** and his very special friends will be streamed live at keithurban.net, vcastlive.com and at countrymusicHalloffame.com at 7:30pm CT. Among the artists scheduled to join Urban are **Vince Gill, Jason Aldean, Lady Antebellum, Faith Hill, Little Big Town, Brad Paisley** and Taylor Swift.



Morning Magic From Sow's Ears

What do you do when illness strikes at the very heart of your morning show? Here are a couple of potential solutions to make the most of bad situations.

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DAVID NAIL

"Red Light" Top 15!

1.1 MILLION AUDIENCE INCREASE

Conversions this week:

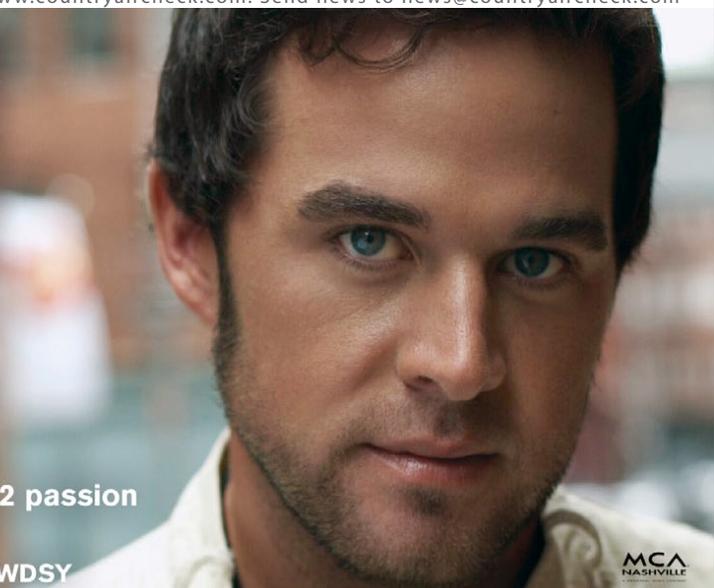
WKLB HEAVY KNCI HEAVY KAJA HEAVY
CMT LIVE WITH CODY ALAN

Top 10 overall at Rate the Music

Top 10 persons 35-44 @ Callout America; # 12 passion

Testing 10 or better locally:

KBEQ WQDR WGTY WBEE KAJA WYRK KMDL WDSY



MCA NASHVILLE

company after 20 years and had served through ABC's merger with CapCities and transitions to Disney and Citadel. (CAT 10/8)

- **Charlie James** joined Double O's **WWNU/Columbia, SC** as PD/AM driver Monday (10/12). He spent more than a decade with crosstown Clear Channel Country **WCOS** before moving to CC sister News/Talk **WVOC**, where he spent eight months in AM drive before exiting last April. James replaces OM/PD/morning co-host **Tyler Ryan** and co-host **Ken Heron**, who exited in August (CAT 8/26). (CAT 10/9)

- Great Plains Media's Active Rock **KMXN/Topeka, KS** flipped to Country Thursday (10/8) with **Chris Merrill** as OM/PM driver and **Amber Lee** as PD/middayer. Merrill had programmed sister Hot AC **KLZR** and Lee most recently did mornings on **KAWO/Boise**. Merrill and Lee can be reached [here](#) and [here](#), respectively. (CAT 10/9)

- The *New York Post* reported that **Clear Channel Communications** may default as soon as the end of 2009 or early 2010. The story reiterates earlier speculation that CC's private equity firm owners, **Bain Capital** and **Thomas H. Lee Partners**, have been unable to secure funding assistance from several banks that financed the \$27-billion buyout in 2008. The PE firms say they have not reached out to banks, while CC has declined to comment. (CAT 10/7)

John Tesh Goes Country

(continued from page 1)

Tesh says Country isn't as much of a stretch as some might think. "Not that this has anything to do with the show, but early in my career I lived in Nashville and worked at WSM-TV with Pat Sajack, and Oprah was on across town," he explains. "And being a musician, I was in the Pickin' Parlor and Exit/In. And country artists have always been the best interviews, whether it was Garth, Tim McGraw, Faith Hill or anyone else. The thing about country is it's about great stories. Plus, country artists and listeners are informed by their faith; that's why the songs have those messages. So the combination of songs with a message and people living with purpose in their lives is a good match. Because that's what we talk about."

CHECK OUT: 10/13



Brandon Jenkins *Brothers Of The Dirt* (Red Dirt/E1)

Including single "White Van Blues," Jenkins wrote or co-wrote all 12 songs on his sixth studio album with writers including Randy Rogers Band's Randy Rogers, Brady Black, Scott Hutchison and Bob Wiles. Rogers, Stoney LaRue, Jason Boland, Mike McClure and Cross Canadian Ragweed's Cody Canada also guest on the record, which was produced by Jenkins and David Percefull.



Sugarland *Gold And Green* (Mercury)

Byron Gallimore and Sugarland produced the duo's 10-track holiday album. Five new songs are featured along with traditional songs "Winter Wonderland," "Holly Jolly Christmas," "Silent Night." Bonus material comes with purchase including access to exclusive content and a sweepstakes.

October 20

Bomshel *Fight Like A Girl* (Curb)

Tim McGraw *Southern Voice* (Curb)

October 27

Big Kenny *The Quiet Times Of A Rock And Roll Farm Boy* (Love Everybody)

Joe Nichols *Old Things New* (Universal South)

Taylor Swift *Fearless Platinum Edition* (Big Machine)

Album release info to news@countryaircheck.com.

Tesh actually started in radio during college in the early '70s, eventually doing news for Rick Dees in Raleigh. Television and music careers gave him a national platform and, in 2000, he decided to get back into radio. "I went to a couple of friends and they all said to do a countdown show, which I did for Westwood One," Tesh says. "That lasted a year before it was canceled."

His desire to find a workable concept led to a fusion of professional and personal experiences. Then, the inspiration

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Going for adds Oct 26

hello dave

GOLDEN

Early Adds

- KATC - Colorado Springs
- WMDH - Muncie
- WWKI - Kokomo
- KHKI - Des Moines
- WLAW - Muskegon
- WITL - Lansing
- WFBE - Flint
- WTNR - Grand Rapids

www.hellodave.com

"Hello Dave has a huge fan base, and when we started playing them they brought new fans to our station, the phones lit up!"

Steve Stewart
Regional Mgr./Country Programming/Midwest

"We were early on Kid Rock, Zac Brown Band, Darius Rucker and Jason Aldean....my new band of brothers is Hello Dave. Hello Dave...Hello Radio Programmers!"

Kevin Matthews
PD The Outlaw & Morning Host 97-WLAW

Listen Now

DATE CHECK

October 15, 2009 – 15th Annual Inspirational Country Music Awards – Hendersonville, TN – www.ccma.cc

October 19, 2009 - 47th Annual ASCAP Country Awards - Nashville, TN - www.ascap.com

November 10, 2009 - 57th BMI Country Awards - Nashville, TN - www.bmi.com

December 3-6, 2009 – Country On The Beach – Cancun, Mexico - www.tjmartellfoundation.org

December 7, 2009 - Christmas At Belmont hosted by Trisha Yearwood - Nashville, TN - www.belmont.edu

January 31, 2010 - 52nd Annual Grammy Awards - Los Angeles, CA - www.grammy.com

February 24-26, 2010 - CRS-41 - Nashville, TN - www.crb.org

finally struck at home. “I was having an argument with my wife, who was complaining about the mess on my side of the bed,” Tesh says. “It was all wires, keyboards and stuff you’d expect from a guy with ADD. And I looked over on her side of the bed and it was all magazines stacked up with yellow sticky notes on articles she was just never going to have time to get to. And I thought, that’s the show. Everything a woman 25+ wants to know; the best ways to do things. I called Scott Myers, who worked for me as a songplugger, and told him he would be the syndicator, that the show would be called *Intelligence For Your Life* and that we’d need 10 researchers and 25 people to do the show.

“Everyone said the title was too long and it would be too expensive, but we did a demo and started calling stations. I didn’t take a salary for three years.” Now on roughly 360 stations, the show has created its own niche. “A lot of radio and TV stations try to be everything to everybody. We don’t have potty humor, there are no celebrity birthdays. We just solve your problems. We want to cause somebody to make a change, to go

tell somebody else how to make a change, or give them that item to use as a water-cooler bit.”

And for KYUN, that focus is working, and Fender says the audience reaction has been balanced. “Some people didn’t like the change; some told us it was great and they love getting that information. As with any other syndicated show, you get out of it what you put into it. The initial challenge was figuring ways to personalize the show. But I have a bunch of different announces for artist and songs. It sounds very local, very seamless. The content is what matters. People in the business might think of him as the New Age music guy or the *Entertainment Tonight* guy. But most of the audience, especially the younger listeners, only know him as the radio guy.”

Tesh admits KYUN’s strong male numbers weren’t expected. “It really does surprise me because if you google my name you’ll find lots of references to me being way too saccharin. There are a lot of nice ‘I hate John Tesh’ sites out there. But I’ve been off *ET* for 13 years now, and so with younger male listeners I’m just the radio guy. They don’t know that other person. PPM is beginning to show us a lot of closet listeners, too.”

And whether it’s male listeners hoping to glean insight into the women in their lives, or the female listeners at which the show is most directly aimed, Tesh understands the audience. “I live with my wife, who is an actress, businesswoman and mother, and a 15-year-old-girl who’s right in the middle of that teenage thing. So we do a lot of stuff on how to talk to your kids or live with your wife – and I’m living that life. Of course, I’ll try those tips on the girls, and more often than not they’ll go, ‘Listen, don’t do that radio show thing.’”

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MICA ROBERTS
Days You Live For
 Written by Regie Hamm, Lee Miller, & Mica Roberts

THESE ARE THE SONGS YOUR AUDIENCE LIVES FOR!

“Her song, vocals and personality are exactly who my listener is.” – **Nate Deaton/KRTY**

NOW SPINNING:
 KBWF WFUS KUPL WDSY KNTY KSOP
 KUBL KRTY WKMK WKSF WWGR
 KRST WGGY KIXZ KATC KZSN
 KJUG KATM WOKQ KBUL

#2 POSITIVE & PASSION YOUNGER FEMALES 25-39
 -Bullseye Forecaster