



The Indie Facts of Life by David M. Ross

Last week's [article](#) "Appraising The Strategic Value of Airplay For Indie Artists," featuring **Tom Baldrica**, generated a number of heated responses. One person who has been connected with Indie careers and was especially passionate about the challenges outlined in the article had a lot to say, but wished to do so anonymously. We agreed, let's call him **Mr. X**.

Baldrica cautioned, "You're out of your mind to play the national chart game as an independent." Mr. X agrees. "Baldrica sure pulled the curtains back on this subject. The country music economy is probably a Top 15 or Top 10 marketplace. When you get to those numbers you might start to see sales. It goes back to something I heard **Joe Galante** say on some panel a while ago. Talking to an artist he said, 'I can take you to the audience, but I can't make the audience take you.' I can't think of a better line to describe what happens. Between nowhere and No. 25 there's not a lot of difference on the monitored chart. I've had promoters get us to No. 45 and say 'congratulations.' But realistically, congratulations on what? The record wasn't played in morning drive or mid-day, in fact it was completely invisible. So tons

of money later there's little to show."

But Mr. X is a bit stoic about the fight to break an indie artist. "You know what? Knowing the chart facts of life isn't likely to keep most people from doing anything any differently," X says. "The allure of the Nashville dream is so bright and blinding, you could write this article and pin it on every door in America, but there still will be another crop of people coming to Nashville saying, 'I'm different. It only applies to all those people that weren't good enough'."

In last week's article Baldrica also suggested that independents might be better served working toward a regional approach. But Mr. X takes exception to this idea. "The problem is while it sounds good to build a story regionally, it's actually used against you and it then becomes impossible to break out nationally. For example great acts that were branded regional such as Jack Ingram, Pat Green and Cross Canadian Ragweed. This is a major label game and that's a fact. As an industry we need to admit it's far more label focused than artist, or song focused. If it was based on the song, then you would have more acts in the Top 20 actually selling records. The inherent monopoly of the majors makes



Mr. X

SUNNY SWEENEY
FROM A TABLE AWAY

Top 10 Most Added in Mediabase!

MusicRow: #23
Mediabase: #33
Billboard: #31

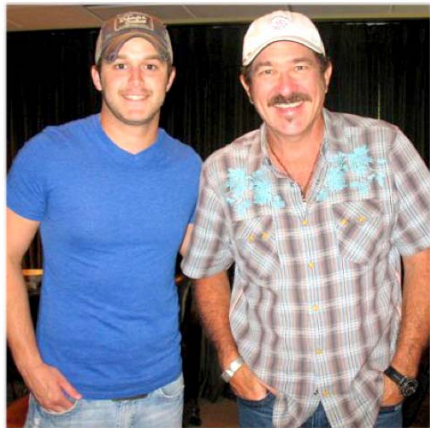
Recently Added:
WOGK, KRST, KVOO,
WKSJ, WDXB, WOKQ,
WUBL, WUSY & Dial Global

The Band Perry If I Die Young

MusicRow: #5
Mediabase: #13
Billboard: #15

39,275 singles sold at iTunes this week!





Mercury artist Easton Corbin dropped by the *American Country Countdown* studios recently. (L-R): Corbin and host Kix Brooks.



On her recent radio tour Jesse Lee stopped by KCCY in Colorado Springs. (L-R): KCCY PD Chris Brooks and Lee.



Broken Bow Records artist James Wesley recently visited WOKQ in Manchester, NH. (L-R): Wesley and WOKQ PD Mark Jennings.

it easy for them to chart a Top 20, even if it has almost no relation to audience acceptance. Miranda Lambert sold over a million units before she ever had a Top 15, which means the chart didn't reflect her audience acceptance. While the chart does launch more careers than any other vehicle, the monopoly of the majors allows for a lot of misses, too."

And indies also get shut out of a lot of exposure opportunities according to Mr. X. "The majors dug this pond and we're just asking to fish in it. But they own the fishing rights and as an independent you are relegated to the corners of the pond. Rarely, you might pull in a big fish, but mostly you are just net casting for minnows. We're trying to say, 'Our music is good enough to be a part of the system,' but it's not our pond. You can't believe the leverage the majors have. Opportunities for valuable added exposure from vehicles such as Award shows or duets with artists on major labels, for example, are completely shut

out for us. I don't want to sound bitter, but these are just the facts. If there is any frustration in my voice it is the romance they put around a great song, and not near enough emphasis on the leverage of the label which is the reality of the actual forces needed to get to the starting line."

Important Links

Country Twitter Chart

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

Internet Chart

www.bigchampagne.com/musicrow/frame.php

Album Releases

www.musicrow.com/calendars-2/cdalbum-releases

Single Releases

www.musicrow.com/calendars-2/single-releases

KATE RUSSELL
DAMNED IF I DO

CLICK FOR ITUNES PREVIEW

URUNGA
NASHVILLE RECORDS



LEADERSHIP MUSIC
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SEPT. 29 thru OCT. 2
features

2 DAYS OF INNOVATORS, INSTIGATORS AND INDUSTRY LEADERS

including

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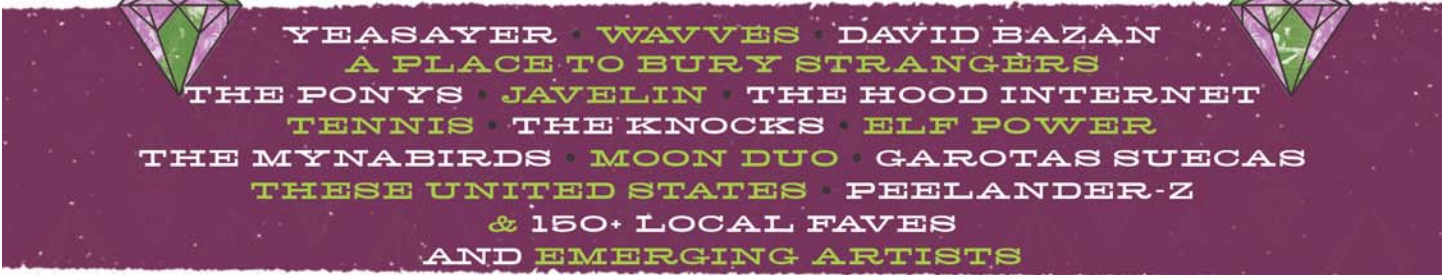
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COUNTRY BREAKOUT™

MUSICROW
Nashville's Music Industry Publication

Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/Reports	% Spin Power	Spins +-	Last Wk # Spins
13	2	1	Darius Rucker /Come Back Song/Capitol	3509/99	3	116	3393
11	1	2	Kenny Chesney /The Boys Of Fall/BNA	3403/94	0	4	3399
7	5	3	Taylor Swift /Mine/Big Machine	3086/97	6	169	2917
9	6	4	Sugarland /Stuck Like Glue/Mercury	3072/93	8	220	2852
17	8	5	The Band Perry /If I Die Young/Republic Nashville	2957/96	3	81	2876
11	7	6	Reba /Turn On The Radio/Starstruck/Valory	2941/98	2	63	2878
8	11	7	Rascal Flatts /Why Wait/Big Machine	2896/97	5	134	2762
12	10	8	George Strait /The Breath You Take/MCA Nashville	2892/93	4	115	2777
20	12	9	Trace Adkins /This Ain't No Love Song/Show Dog-Universal	2818/98	3	85	2733
22	4	10	Easton Corbin /Roll With It/Mercury	2677/77	-10	-290	2967
8	14	11	Brad Paisley /Anything Like Me/Arista	2607/94	7	171	2436
18	13	12	Justin Moore /How I Got To Be This Way/Valory Music	2571/95	4	106	2465
6	16	13	Zac Brown Band feat. Alan Jackson /As She's Walking Away/Atlantic/BPP	2373/89	10	223	2150
15	15	14	Eric Church /Smoke A Little Smoke/Capitol	2299/94	4	81	2218
9	18	15	Luke Bryan /Someone Else Calling You Baby/Capitol	2191/98	6	123	2068
13	17	16	Miranda Lambert /Only Prettier/Columbia	2171/90	3	70	2101
5	22	17	Carrie Underwood /Mama's Song/Arista	1969/89	17	279	1690
7	21	18	Jason Aldean /My Kinda Party/Broken Bow	1940/85	13	222	1718
12	20	19	Joe Nichols /The Shape I'm In/Show Dog-Universal	1936/92	7	129	1807
18	9	20	Lady Antebellum /Our Kind Of Love/Capitol	1723/48	-39	-1098	2821
24	24	21	the JaneDear girls /Wildflower/Warner Bros.	1631/80	5	74	1557
14	23	22	Steel Magnolia /Just By Being You/Big Machine	1623/84	2	34	1589
14	26	23	Sunny Sweeney /From A Table Away/Republic Nashville	1532/82	8	114	1418
6	25	24	Dierks Bentley /Draw Me A Map/Capitol	1496/90	5	71	1425
16	3	25	Toby Keith /Trailerhood/Show Dog-Universal	1372/49	-55	-1645	3017

EASTON CORBIN

"One of the year's breakout stars." – Newsday

- Best selling new country artist debut album this year
- #1 debut single "A Little More Country Than That"
- 2nd single "Roll With It" – Top 10 and CLIMBING!
- 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
27	19	26	Josh Thompson /Way Out Here/Columbia	1371/54	-26	-478	1849
15	28	27	Cody McCarver /I'm America/E1 Records / PLC Records	1358/61	5	70	1288
9	30	28	David Adam Byrnes /Sweet Distraction/Better Angels	1272/65	11	128	1144
9	29	29	Chris Young /Voices/RCA	1259/70	8	89	1170
2	44	30	Keith Urban /Put You In A Song/Capitol	1232/77	79	545	687
13	31	31	John Rich /Country Done Come To Town/Reprise/WMN	1170/60	5	58	1112
15	32	32	The Roys /Beautiful/Pedestal	1075/52	2	20	1055
3	40	33	Blake Shelton /Who Are You When I'm Not Looking/Reprise/WMN	1048/76	36	278	770
4	34	34	James Otto /Soldiers & Jesus/Warner Bros.	1028/69	17	148	880
6	33	35	Burns & Poe /How Long Is Long Enough/Blue Steel	1010/59	10	88	922
18	27	36	Billy Currington /Pretty Good At Drinkin' Beer/Mercury	881/29	-35	-466	1347
5	39	37	Jamey Johnson /Playing The Part/Mercury	850/55	10	74	776
10	41	38	Sherry Lynn /What A Day to Shake A Heartache/Steal Heart	828/50	8	60	768
11	36	39	Katie Armiger /Leaving Home/Cold River	826/58	4	35	791
6	42	40	Trailer Choir /Shakin' That Tailgate/Show Dog-Universal	818/52	10	74	744
13	38	41	Frankie Ballard /Tell Me You Get Lonely/Reprise/WMN	797/46	3	20	777
12	35	42	Charlie Allen /Grandpa's Recipe/River Run	794/53	2	16	778
5	46	43	Thompson Square /Are You Gonna Kiss Me Or Not/Stoney Creek	767/54	13	87	680
16	37	44	Lathan Moore /Beautiful Girl/Blue Steel Records	757/39	-4	-33	790
14	45	45	Greg Hanna /What Kind Of Love Are You On?/Pheromone	718/39	5	34	684
12	47	46	Darren Kozelsky /Somebody Find Me a Preacher/Major 7th/Spinville	660/47	2	15	645
5	49	47	Blaine Larsen /Leavin'/Treehouse/Stroudavarious	642/52	10	59	583
17	48	48	Due West /Bible And The Belt/Bigger Than Me	634/39	1	5	629
10	51	49	Amber Hayes /C'Mon/Fun! Music	616/39	10	57	559
4	55	50	Badhorse /Mississippi Rain/Global Maximus	612/48	23	115	497
4	57	51	Jaron & TLRTL /That's Beautiful To Me/Jaronwood/Univ Republic/Big Machine	577/47	17	82	495
6	50	52	Clay Walker /Where Do I Go From You/Curb	562/40	0	0	562
11	52	53	Veronica Ballestrini /Don't Say/Timbob	559/33	7	38	521
11	53	54	Hoss Howard /Dirt Road/Legends And Lyrics	530/32	3	16	514

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Weeks On Chart	Last Wk Position	This Wk Position	Artist/Song/Label	Spins/Reports	% Spin Power	Spins +-	Last Wk # Spins
6	60	55	Mark Cooke /Can't Cheat In A Small Town/CVR	505/36	13	59	446
3	59	56	Walker Hayes /Pants/Capitol	503/38	12	53	450
7	58	57	Jackie Arredondo /Someone Like You/Gold Voice/Big 7	461/33	6	26	435
6	62	58	D.J. Miller /A Little Naughty is Nice/Evergreen	439/33	11	44	395
1	0	59	Toby Keith /Bullets In The Gun/Show Dog-Universal	429/33	0	429	0
6	54	60	Josh Gracin /Cover Girl/Average Joes	418/33	-17	-87	505
12	65	61	James Wesley /Real/Broken Bow	415/25	21	73	342
13	61	62	Leah Seawright /Country Girl 101/Skytone Records	415/25	4	17	398
2	71	63	Randy Houser /A Man Like Me/Show Dog-Universal	385/34	45	119	266
3	63	64	Josh Kelley /Georgia Clay/MCA	384/31	10	35	349
1	0	65	Tim McGraw /Felt Good On My Lips/Curb	374/29	0	374	0
2	79	66	Brett Eldredge /Raymond/Atlantic	355/31	65	140	215
3	67	67	Steve Richard /80 Acre Church/Force MP Entertainment	346/28	7	24	322
1	0	68	Lady Antebellum /Hello World/Capitol	334/27	0	334	0
2	72	69	Jesse Lee /Like My Mother Does/Atlantic/WMN	320/28	21	56	264
4	68	70	Richie Fields /Wichita/Joint Journey	319/22	9	27	292
1	88	71	Craig Morgan /Still A Little Chicken Left On That Bone/BNA	310/28	88	145	165
3	70	72	Melanie Denard /All I Ever Did Was Love You/StarPath	303/18	9	26	277
2	76	73	Craig Campbell /Family Man/Bigger Picture	298/24	21	52	246
3	74	74	Derek O'Bannon /The Truth Talks Too Much	292/22	13	34	258
3	69	75	Gretchen Wilson /I Got Your Country Right Here/Redneck Records/C05	292/22	1	2	290
1	81	76	Jerrod Niemann /What Do You Want/Arista/Sea Gayle	283/25	37	76	207
1	82	77	Brad Wolf /I Make A Difference/Evergreen	279/26	40	79	200
1	84	78	LoCash Cowboys /Keep In Mind/Stroudavarious	273/23	39	76	197
2	75	79	Tommy Steele /Forever 17	271/21	9	23	248
2	80	80	Adam Brand /Ready For Love/Arista	230/18	9	19	211

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