

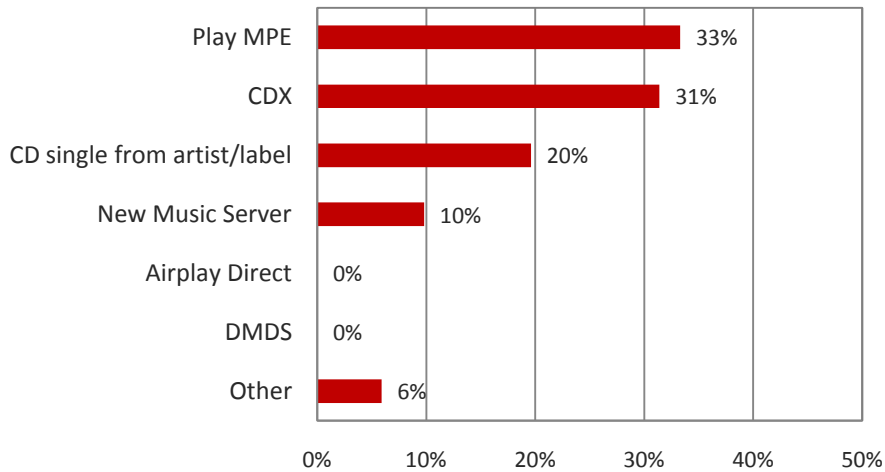


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GrassRoots Survey of Country Radio Programmers in Secondary Markets

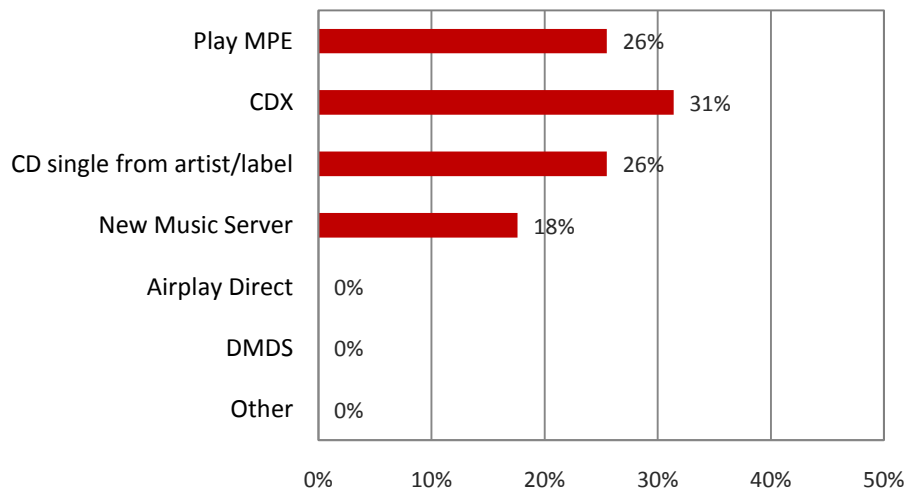
December 16-22, 2008

What is your preferred source for new music?

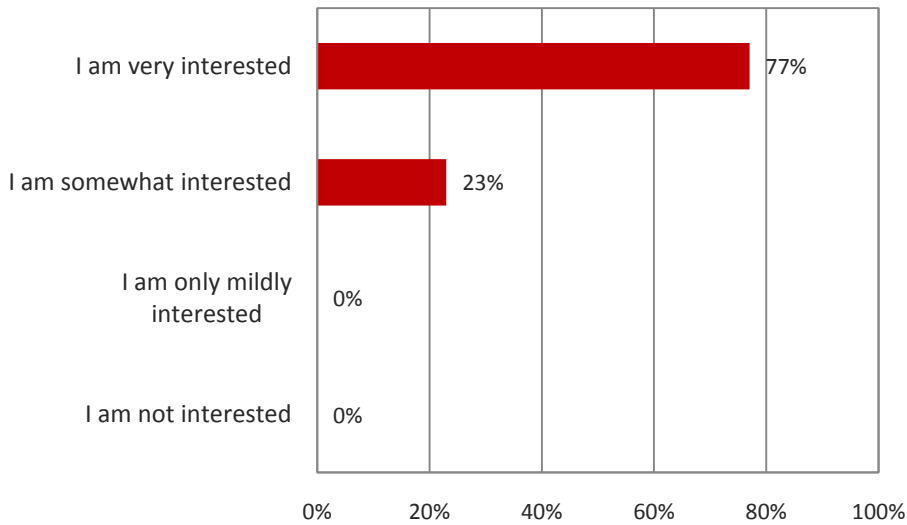


Other: TM HitDisc

What is your second preferred source for new music?



How interested are you in receiving custom station IDs and other greetings from country artists?

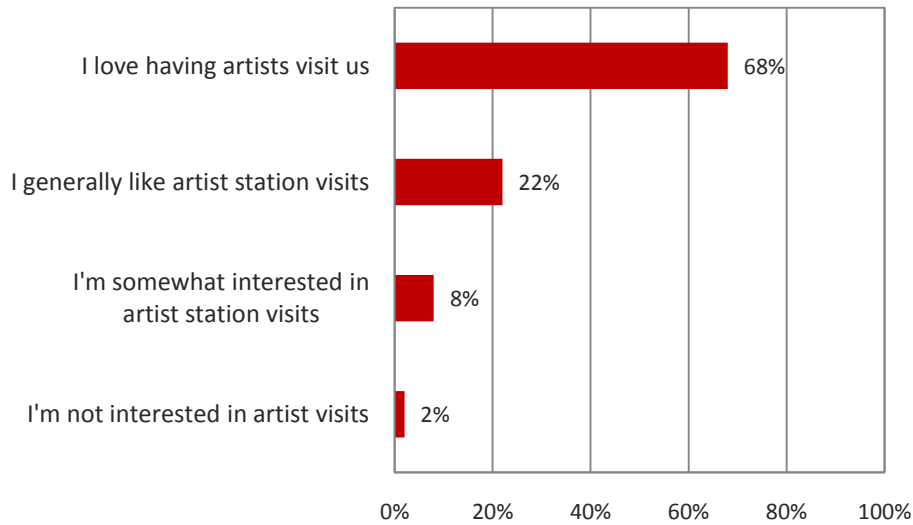


Selected Comments:

- "These are a great tool to connect the station and listeners to the artists."
- "I hate to sound ungrateful here, but I would like these only from artists in the top 20."
- "We send out liners to the labels and it takes weeks and sometimes even months."
- "Using custom liners from artists personalizes them for the listener and helps with recall efforts."
- "IF the artist has had some hits."
- "I must have several of these to rotate to be effective. They must be recognizable stars seen on CMT, etc."



How do you feel about artists visiting your station for an interview and acoustic performance?

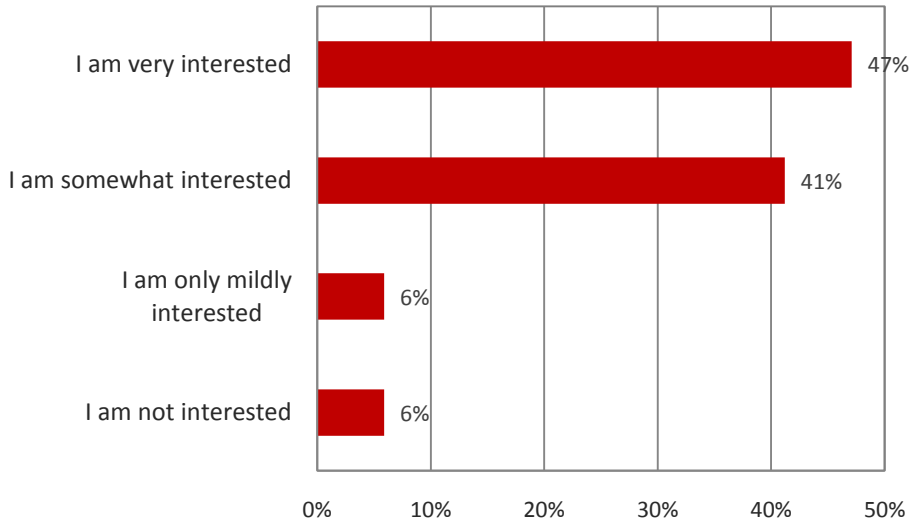


Selected Comments:

- "We get them in studio to perform live whenever possible. Listeners love it!"
- "I need it to be someone big. We don't break new artists or new music, so we need it to be someone our listeners already know."
- "I'd love it if it was a major artist, but if it's not, it's kind of a huge time-waster to interview someone who doesn't have music people already know."
- "I feel that it is a great way for the station and artist to give back to the listener."
- "Sometimes they all sound the same."
- "Most enthused if we are playing the single. Not interested if it is unlikely we will play or add."
- "It depends on the artist and their relevance."
- "I like to be playing the act so my audience is familiar with them before they visit."



How interested are you in online promotions through your station website, including banners, free ringtone/mp3 downloads, games, etc.?

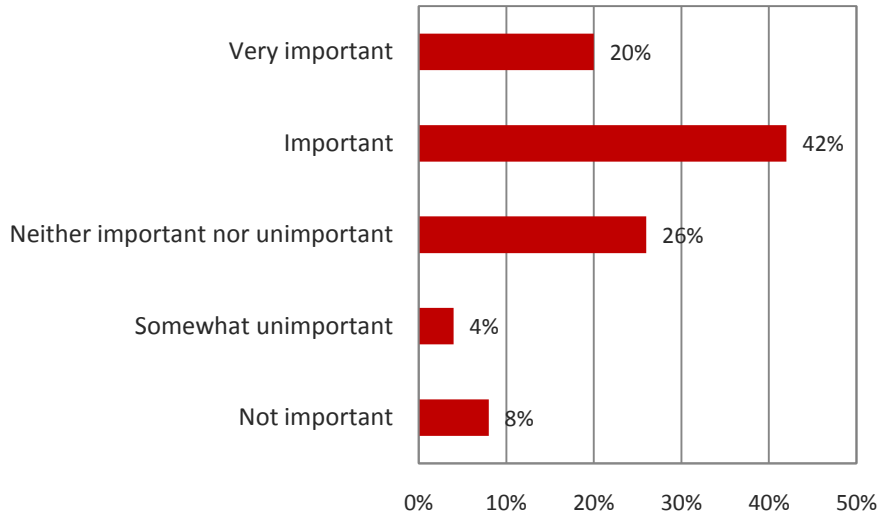


Selected Comments:

- "This is another great way for the station to stay connected with its listeners."
- "Must be simple and of real value to the listeners."
- "If it's a contest, I am looking for local prize winners, not national contests."
- "I would love to participate; however, we should be compensated."
- "We are always looking for these sorts of opportunities."



As you review new music releases, how important is it that you receive a physical CD single?



Selected Comments:

- "Having songs on CDX is important to us to have a hard copy forever. A single is good but it's hard to store numerous CDs for a long period."
- "Even if the song is on CDX, it is a major time-saver for me to have that single at my fingertips to listen when and where I can."
- "If you don't care enough to send me a disc, I don't care enough to chase it down to play it."
- "It makes it easier for me to remember to listen to them when they are physically staring me in the face."
- "I like to listen in the car, so it's important."
- "As long as I have a source available to me for music, and I prefer compilations, single CDs are not necessary."
- "I think the physical CD sound still exceeds the sound of a download."

