

CDX TRACtion Texas

Empowering Artist Careers

#1

AARON WATSON
Bluebonnets
Thirty Tigers

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The TRACtion Texas weekly newsletter is published on Tues. evenings by CDX, Inc. — Connecting the music industry with Texas Red Dirt radio. For more information call [615-292-0123](tel:615-292-0123) or email chart director Jessie Scott-jessiescott@cdxcd.com

Announcing CDX TRACtion Texas



Hello All;

Welcome to the very first CDX TRACtion Texas chart! We are gonna make some history here, as this is the first time Texas Red Dirt Music radio airplay is being monitored. A word about that; CDX has been providing music delivery to radio for 25 years. Almost four years ago, the folks at CDX started to build music recognition into their tracks, and the CDX TRACtion Country chart was born from that data. I came onboard a few months back to start building a Texas Red Dirt Chart, which makes its debut today.

We are going to keep this simple, honoring some of the principles that have been part of past Texas charts. The filters for airplay to count toward this chart are familiar to you already: being from Texas, Oklahoma, and the adjacent states, living in Texas, Oklahoma, and the adjacent states, and touring for at least 30% of the time in Texas, Oklahoma and the adjacent states. These things make the music eligible to be reported. The CDX TRACtion Texas chart acknowledges the organic thing, though, as we have seen many artists from other states get called to Texas and Oklahoma by the "Muse," and wind up spending time there, writing, producing, and collaborating with the tribe.

Our recurrent policy makes room for new entries to see their way onto the chart if a record has significant downward movement for two weeks. We have an algorithm that uses the highest week's spin total and compares it on a sliding scale. A record must lose a significant percentage of its highest total to trigger the recurrent filter. There is a more detailed explanation in this newsletter on page 4.

Over the last few months, we have been building our library of fingerprinted Texas music. If you are working a song to the panel and you would like to have it monitored so it can be included in the chart, please send an MP3 to my attention. Please include the date it is going for adds, and the label it is on. If it is not on a label, we would like you to send the copyright holder info. By the way, this is how the information is listed on the Amazon, CD Baby, and iTunes platforms. If you would like to have your song distributed by us, it will go to our entire eblast list of over 4,000 music biz movers and shakers. I would be happy to send our rate card to you.

We aim to have the most articulate chart, with data that empowers artists and radio stations alike. If you are interested in joining our reporters panel, please get in touch ASAP. In order to report, you have to have a healthy web stream for us to monitor. We prefer uptime of over 95% each week, but for this first chart, we are dropping the percentage to 91% so our initial panel is 48 reporters. CDX TRACtion Texas will be more than a chart, we are a forum for the genre as well. Editorials, artist interviews and photos, and station events and news, are just some of the items we would like to share. So keep 'em coming!

That's the story for now, any questions, just ask! Happy to tell you more. My phone number is [615-292-0123](tel:615-292-0123) x24, or email me at jessiescott@cdxcd.com.


Fasten your seatbelt! We are entering a new era for Texas Red Dirt Music. It's about time!

Looking forward,
Jessie Scott

jessiescott@cdxcd.com

TRACtion Texas Chart Director





L W	T W	 Empowering Artist Careers Artist / Song Title / Label	Spins	+ -	Stations	Adds	Wks On Chart
--	1	AARON WATSON/Bluebonnets/Thirty Tigers	633	0	31	0	1
--	2	WILLIAM CLARK GREEN/Next Big Thing/Bill Grease Records	576	0	27	0	1
--	3	JOSH ABBOTT BAND (FT. CARLY PEARCE)/Wasn't That Drunk/Pretty Damn Tough/Thirty Tigers	542	0	26	0	1
--	4	CASEY DONAHEW/Feels This Right/Almost Country Records	481	0	25	0	1
--	5	JON WOLFE/Singin' Thing/Fool Hearted Productions/Tone Tree Music	472	0	29	0	1
--	6	PAT GREEN/Day One/Greenhorse Music	436	0	28	0	1
--	7	CAMERAN NELSON/Little That We're Livin' On/Miles Power Records	413	0	24	0	1
--	8	BART CROW/Dear Music/Beryn Art Records/Thirty Tigers	403	0	21	0	1
--	9	BRANDON JENKINS/The Flag/Red Dirt Legend Recordings	387	0	22	0	1
--	10	RICH O'TOOLE/Back To Back/PTO Records	386	0	23	0	1
--	11	ROGER CREAGER/Gulf Coast Time/Fun All Wrong Records	383	0	25	0	1
--	12	GRANGER SMITH/If The Boot Fits/Wheelhouse (BBRMG)	382	0	21	0	1
--	13	RANDY ROGERS BAND, THE/San Antone/Tommy Jackson Records	380	0	23	0	1
--	14	CODY JOHNSON/With You I Am/Cojo Music LLC	367	0	23	0	1
--	15	JOSH WARD/Somewhere In The Middle (Between Right & Wrong)/Buckshot	351	0	27	0	1
--	16	CURTIS GRIMES/Bottom of the Fifth/Curtis Grimes Music	340	0	22	0	1
--	17	MATT KIMBROW/Where The Seeds Fall/RROC Records	315	0	24	0	1
--	18	TURNPIKE TROUBADOURS/The Mercury/Bossier City Records	314	0	23	0	1
--	19	MIKE RYAN/Bad Reputation/Rock & Soul Records	294	0	24	0	1
--	20	KEVIN FOWLER/Sellout Song/Kevin Fowler Records	290	0	19	0	1
--	21	RANDY ROGERS AND WADE BOWEN/'Til It Does/Lil' Buddy Tunes	237	0	18	0	1
--	22	DOLLY SHINE/Rattlesnake/Vision Entertainment	232	0	17	0	1
--	23	MARIO FLORES/One Boot In The Grave/Mario Flores Music	231	0	18	0	1
--	24	BRI BAGWELL/Half As Good/Ruby Reds Records	216	0	19	0	1
--	25	COODER GRAW/Heart of Breaking Up/Loud Country	204	0	21	0	1
--	26	LUKE ROBINSON/Sleeping On Your Side/Luke Robinson Music	200	0	13	0	1
--	27	KYLE PARK/Rednecks With Paychecks/Kyle Park Music/Thirty Tigers	199	0	18	0	1
--	28	CORY MORROW/Breaking Me Out/Write On Records	194	0	15	0	1
--	29	GREEN RIVER ORDINANCE/Simple Life/Residence Music	184	0	16	0	1
--	30	SAM RIGGS/The Lucky Ones/Thirty Tigers	179	0	17	0	1


CONGRATS ON THE LAUNCH OF CDX TRACTION TEXAS!!!


AARON WATSON
Bluebonnets

What an incredible honor to have the INAUGURAL #1!!
 A big THANK YOU to all our friends at radio for spinning "Bluebonnets"

L W	T W	 Empowering Artist Careers Artist / Song Title / Label	Spins	+ -	Stations	Adds	Wks On Chart
--	31	DALTON DOMINO/Find Us Alone/Sudden Rebel Music	177	0	9	0	1
--	32	BREELAN ANGEL/Rhinestone World/MisBhavin Records	172	0	13	0	1
--	33	JACK INGRAM/I'm Drinking Through It/Rounder/Concord Music Group	169	0	13	0	1
--	34	DERYL DODD/Feels Like Home/Deryl Dodd Music	160	0	14	0	1
--	35	RANDALL KING BAND/The Problem/Randall King Music	158	0	12	0	1
--	36	ZANE WILLIAMS/Here's To You/Be Music & Entertainment	151	0	13	0	1
--	37	MARK MCKINNEY (FT. BRI BAGWELL)/Why Haven't You Left Yet/Texas Evolution	146	0	13	0	1
--	38	PARKER MCCOLLUM/All Day/PYM Music	135	0	13	0	1
--	39	WILL CARTER BAND/I Don't Know Why/Way Back Records	131	0	8	0	1
--	40	CODY JINKS/Cast No Stones/Late August Records	124	0	11	0	1
--	41	CHANCE ANDERSON BAND/Tonight/Vision Entertainment	121	0	6	0	1
--	42	DAMN QUAILS , THE/Tough Luck/Crying Shame/Swomp Fyst Records	120	0	13	0	1
--	43	JAKE WARD/Lonely Street/Jake Ward Music	119	0	11	0	1
--	44	NO DRY COUNTY/'Till The Wheels Fall Off/Trent Langford Music	116	0	6	0	1
--	45	PROPHETS AND OUTLAWS/Party Like This/Seven Set Jam Records	114	0	11	0	1
--	46	JULIA HATFIELD/Hopeless Romantic/Julia Hatfield Music	103	0	9	0	1
--	47	KYLIE FREY/Me and These Boots/Kylie Frey Music	99	0	11	0	1
--	48	CODY JINKS/I'm Not The Devil/Thirty Tigers/Cody Jinks Music	99	0	7	0	1
--	49	JONATHAN TYLER/Honey Pie/Timeless Echo/Thirty Tigers	98	0	7	0	1
--	50	STONEY LARUE/Us Time/eOne Records	96	0	11	0	1

Number 1 = 

Most Added = 

Spin Gainer = 

Bubbling Under	Position
SUNNY SWEENEY & BRENNEN LEIGH/But You Like Country Music/Twisted Off	51
FLATLAND CAVALRY/One I Want/Flatland Cavalry Music	52
SARAH HOBBS (FT. SAM RIGGS)/Point Of No Return/Sarah Hobbs Music	53
RIDERS FORD/Home To Oklahma/Riders Ford Music	54
JB AND THE MOONSHINE BAND/Mixtape/Light It Up Records	55
MICKY & THE MOTORCARS/Sister Lost Soul/Micky & The Motorcars Music	56
AARON EINHOUSE/On & On/Vision Entertainment	57
JUNIOR GORDON/Mexicoma/Junior Gordon Music	58
KYLE PARK/Come On/Kyle Park Music/Thirty Tigers	59
ISAAC JACOB BAND/Water Town/Isaac Jacob Band Music	60



BRAUN BROTHERS REUNION MUSIC FESTIVAL
BBR
 CHALLIS, IDAHO
 August 11, 12 & 13 2016

Details and Talent Lineup at:

braunbrothersreunion.com

TRACtion Texas Monitored Stations

KABW-FM	Abilene, TX	KIKK-FM (HD2)	Houston, TX	KRVN-FM	Lexington, NE	KWWR-FM	Mexico, MO
KACQ-FM	Lometa, TX	KJDL-FM	Levelland, TX	KSAM-FM	Huntsville, TX	KXKZ-FM	Ruston, LA
KBIM-FM	Roswell, NM	KKAJ-FM	Ardmore, OK	KSCH-FM	Sulphur Springs, TX	KYKM-FM	Yoakum, TX
KBST-FM	Big Spring, TX	KKDT-FM	Burdett, KS	KSCN-FM	Pittsburg, TX	KYKS-FM	Lufkin, TX
KEOK-FM	Tahlequah, OK	KMRK-FM	Odessa, TX	KSNY-FM	Snyder, TX	KYYK-FM	Palestine, TX
KERP-FM	Dodge City, KS	KNUE-FM	Tyler, TX	KSTV-FM	Dublin, TX		
KFLP-FM	Floydada, TX	KOKE-FM	Austin, TX	KTCS-FM	Ft. Smith, AR		
<u>KFTX-FM</u>	<u>Corpus Christi, TX</u>	KOLI-FM	Wichita Falls, TX	<u>KTCU-FM</u>	<u>Ft. Worth, TX</u>		
KFWR-FM	Fort Worth, TX	KORA-FM	Bryan, TX	KTFX-FM	Muskogee, OK		
KFYN-FM	Paris, TX	KOUL-FM	Benavides, TX	KTTX-FM	Brenham, TX		
KGVL-AM	Greenville, TX	KOXS-FM	Brownwood, TX	KTXM-FM	Hallettsville, TX		
KHKX-FM	Odessa, TX	KOYN-FM	Paris, TX	KUSQ-FM	Worthington, MN		
KHLB-FM	Mason, TX	KPUR-FM	Canyon, TX	KVST-FM	Montgomery, TX		
KHST-FM	Lamar, MO	KRVA-FM	Campbell, TX	KVWF-FM	Wichita, KS		
KHYI-FM	Howe, TX	KRVF-FM	Kerens, TX	KWOX-FM	Woodward, OK		

Strikethrough = Removed Bold = Newly Added Underlined = Frozen this Week

TRACtion only recognizes detections on songs that have been “fingerprinted.” We do our best to obtain and fingerprint all new releases; songs serviced through CDX are encoded automatically. A song MP3 file and information must be sent to jessiescott@cdxcd.com for fingerprinting.

Chart Recurrent Methodology

One of the more challenging issues in creating the CDX TRACtion Texas chart system has been determining the point at which a single becomes a “recurrent” and is removed from the chart. Rather than relying on subjective editorial decisions, we’ve chosen to automate this process using the weekly chart data. And this system has worked well over the past several months.

The underlying objectives of our recurrent policy are worth reviewing. We strive to avoid having singles past their prime create a logjam on the chart because this stifles upward momentum for up-and-coming singles. But we also try to ensure that singles “on the bubble” are not removed prematurely – where each and every single is given ample opportunity to work through their moments of adversity and regain momentum. As long-time chart watchers know, singles often take a while to establish a solid base among early believers at radio before they truly find their legs. Due to any number of reasons, the path to peak chart position rarely includes straight-line, week-over-week spin and/or chart position growth.

On a monitored airplay chart like CDX TRACtion Texas, the reality is that new singles bounce around a bit spin-wise and position-wise, particularly in the lower half of the chart. Small spin increases and decreases can be magnified as fairly significant up-or-down chart position moves. This is primarily due to the much smaller difference between spin counts at the bottom half of the chart compared to the top half.

With this in mind, the CDX TRACtion Texas recurrent policy grades each chart position on a curve, using an algorithm that considers the chart position and spin history for each individual single. Newly serviced singles are allowed a generous 20 weeks to chart before being removed from chart consideration. For singles that have charted, the chart position dictates how many consecutive weeks of spin loss are allowed before the algorithm must consider a change to recurrent status. If a single is inside the Top-50, it is first considered for recurrent status during the second consecutive week of spin loss. Once a status change is actively being considered by the algorithm, the cumulative amount of spin loss from the single’s previous peak spin count becomes the trigger. The allowable spin loss varies as a percentage, depending on the chart position.

In addition to making sure that only singles with devastating downward movement are converted to recurrent status, this methodology benefits slow-developing singles in several ways. For instance, the allowable spin loss (as a percentage) is very generous at the lower reaches of the chart to accommodate the lower spin counts and increased spin count volatility at this level. Additionally, if a single finds itself at risk for being moved to recurrent status due to two consecutive weeks of minor spin loss, but manages to avoid falling below the threshold that would trigger the status change, a return to positive spin growth the following week will reset the clock.

Going for Adds

Date	Artist / Song Title / Label
July 11	Roger Creager/Wanna Wanna Bar/Fun All Wrong Records
	The Gibbonses/Outbound/The Gibbonses
	Zane Williams/Bringing Country Back/Zane Williams Music
	Pat Waters/ Like A Radio/Pat Waters/Big Valley Agency
	Jerrett Zoch & The OSR Band/ Everything I Need/JZOSRB
July 18	Genevieve Allen/ Rob That Train/Genevieve Allen
	Whiskey Myers/Lightning Bugs and Rain/Wiggy Thump
July 25	Strangetowne/We’ll Get What We Want/Strangetowne Music
August 1	Jon Wolfe/ Boots On A Dancefloor/Fool Hearted Productions

Music Available from the CDX Digital Download Center

[Cody Jinks/I'm Not The Devil](#)

[Dan Johnson \(And The Salt Cedar Rebels\)/This Is How We Texas](#)

[Pat Green/Day One](#)

[Aaron Watson/Bluebonnets](#)

[Casey Donahew/Feels This Right](#)

[Jake Worthington/Just Keep Falling In Love](#)

CDX TRACtion Texas offers digital distribution of new Texas Red Dirt music to all key radio programming decision makers, labels, publishing companies and music business execs. In addition to our proprietary InstaTrack download delivery system, we deliver numerous new music digital blasts. For more information please contact Joe Kelly (joe@cdxcd.com) or Jessie Scott (jessiescott@cdxcd.com) 615-292-0123.



You heard it here first. Remember this name and face! **Ken Murray** predicts big things for 14 year old **Brazos Valley Phenom Abigail Taylor**, pictured here with **Ken** at the **KTEX** studios in **May**.



Selfies are us! **CDX TRACtion Texas** chart director **Jessie Scott** with **Stoney LaRue**, backstage at **Wade Bowen's Bowen Family Music Fest** in **Waco** last month. The two day event benefitted the **March of Dimes**.



No it's him! Wait, aren't there T-Shirts for that? **Clete Cordero** and **Gooney Vickers** from **KSNV, Snyder, TX**, bask in the glow of the Texas State flag. Uh, we see two stars!



CDX TRACtion Texas delivers your message to over 4000 music business operatives across Texas, Oklahoma, and beyond.

Contact Jessie Scott for details.
615 292-0123 or jessiescott@cdxcd.com

TRACtion Texas Full Page Ad

7.5 x 9.75 inches

CDX Distributed Client Rate: \$750.00
for a one week run

CDX Non-Distributed Client: \$1,200.00
for a one week run

TRACtion Texas Strip Ad

7.5 x 2.76 inches

CDX Client Rate: \$850.00
for a four week run

CDX Non-Client Rate: \$1,150.00
for a four week run

Most Added

Adds

Coming Next Week



Bro enough for ya? Brothers from another mother **Craig Vaughn** and **Sam Riggs** share a moment at **KPUR Amarillo**.

Greatest Spin Increase

Increase

Coming Next Week



I'd like to buy the world a Coke! Real deal **Randy Rogers** visits with **Eric Raines** before going into the studio at **KOKE-FM** in **May**.

sunfire
entertainment

Proudly welcomes
JESSIE SCOTT and the new
CDX TEXAS TRACTION CHART!