



CRS 2016
COUNTRY RADIO SEMINAR

DAILY BUZZ

February 11, 2016, Issue 4

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THE FOLLOW-UP TO THE #1, ACM & GRAMMY-NOMINATED "BURNING HOUSE"

CAM MAYDAY

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CAM IS THE ACM'S MOST NOMINATED SOLO FEMALE ARTIST WITH FOUR NOMINATIONS INCLUDING NEW FEMALE ARTIST, SINGLE & VIDEO OF THE YEAR!

Lunch Special

"I'm **Tara damn Thompson** and I've got some country music for you, by God." So opened **Big Machine Label Group's** luncheon and performance Wednesday (2/10), emceed by Nashville's **Charles Esten**. Thompson's three-song set included single "Someone To Take Your Place." New act **Tucker Beathard** followed with an acoustic two-song performance including single "Rock On." **Justin Moore's** set included "Point At You," "Til My Last Day," "Small Town USA" and "You Look Like I Need A Drink." His emotional performance of "If Heaven't Wasn't So Far Away" earned him a standing ovation. Up next was **Drake White** with the soulful



Lunch Crowd: (l-r) Tara Thompson, Drake White, BMLG's Scott Borchetta, Jennifer Nettles and Tucker Beathard.

"Making Me Look Good Again" and "Livin' The Dream." "Something country music does better than any other genre, in my opinion, is celebrate brokenness, celebrate realness and help us heal." That's how **Jennifer**

Nettles introduced "Unlove You" in the midst of her closing set, which also included "Playing With Fire," "Drunk In Heels," and Sugarland's "Baby Girl" and "Something More."

Why Can't We Be Friends?

"Radio is in the car, but it is right here too," said **Bobby Bones** while holding up his cell phone at yesterday's (2/10)



Face Time: Artists and Country Aircheck staffers after the 2016 CRS New Faces of Country Music Show. Pictured (l-r) Front row: Warner Bros./WAR's Chris Janson, Black River's Kelsea Ballerini, CA's Lon Helton, Arista's Cam, CA's Jess Wright and Grace Lenehan. Middle row: RCA's Old Dominion's Geoff Sprung, Whit Sellers, Matthew Ramsey, Brad Tursi and Trevor Rosen, CA's Kelley Hampton. Back row: CA's Chuck Aly, Brothers Osborne's John and TJ Osborne, CA's April Johnson, Wendy Newcomer and Shelby Farrer.

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panel "Frenemy: Competitor or Brand Extension?" The host of his namesake radio show joined Spotify's **Copeland Isaacson**, Shazam's **Nick Fishbaugh** and Opry Entertainment's **Shawn Kirkham** to discuss music discovery and more. Falls Media Group's **Dan Halyburton** moderated.

The group shared ways radio, brands and tech can work together to everyone's benefit. Stations can make Spotify playlists as an extension of their brand. Playlists can be built around holidays or other events. For example, the Opry is putting an ironic twist on Valentine's Day with a playlist about heartbreak.

Kirkham noted the importance of online initiatives supporting the brand's core attributes and aligning with overall marketing initiatives. Opry uses social sites including Instagram and Snapchat to connect with younger demos and be part of the larger conversation.

Brands can direct fans to the same streaming site so their tracks climb that site's chart, which spurs conversation and provides positive track data.

Summed Bones, "We are taught to fight for our own space, but if we all work together, the bigger the space becomes."

This Is Your Life

"That intro was just loaded with humility wasn't it?" That's how **Tim McGraw** opened yesterday's "Transcending/Evolving: Tim McGraw" to close CRS 2016. The line followed an introductory video highlighting his accomplishments and his "Humble and Kind" music video. All Access' **RJ Curtis** and Scripps' **Beverlee Brannigan** led a conversation on creativity, fame, career, adversity and life.

McGraw credited his 1994 appearance at CRS' *New Faces of Country Music Show* as his career catalyst. The lineup included Faith Hill. "That was a big night for me," McGraw said to heavy laughter before clarifying. "That was probably the most important night of my career."

For honest opinion and direction, it's his now-wife Hill he trusts more than anyone. "She'll give me her opinion for sure," he quipped. Friends outside the music business help, too. "Sometimes they'll bullshit me, but I'm

pretty good about knowing who the bullshitters are and I like 'em anyway."

The interview's deepest point came as the moderators asked about his recent intense focus on fitness. "I was drinking too much for a while," McGraw acknowledged. "My kids were getting older. You start thinking about mortality." He'd come to a crossroads. "I wanted to be healthy and be around for my kids; be a better husband and father; take care of myself mentally and physically and get the most out of my career."

A desire for control was another motivating factor. "I felt like I wasn't controlling all the things I'd worked hard for," McGraw offered. "The first thing I could grab and control was my physical well-being. That put me into a better mental and competitive state ... so all that was like hitting the domino for me."

Face The Music

The 2016 *New Faces of Country Music Show* presented everything from a hit ballad to a ballroom blitz of a closer – with a few "f" bombs thrown in for good measure.

Arista's **Cam** kicked off the show with her *Untamed* debut album title cut, singing "Runaway Train" and new single "Mayday" before ending with her hit debut "Burning House." "I want to thank everyone in Country radio for supporting a ballad in the middle of summer," she said. "I know you were like, 'F**k,'" she joked, saying post-performance, "Don't tell St. Jude that I swore."



CRS 2016 New Faces Artists

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"WHISKEY ON MY BREATH IS BY FAR THE MOST IMPORTANT SONG WE HAVE EVER RELEASED. WE ARE WATCHING THIS SONG CHANGE LIVES. THANK YOU COUNTRY RADIO"

-STEPHEN BARKER LILES AND ERIC GUNDERSON/LOVE AND THEFT

THANKS FOR A GREAT CRS!

EMI Nashville's **Brothers Osborne** hit the stage next with "It Ain't My Fault," and "21 Summer." Introducing the traditional "Loving Me Back," TJ Osborne said, "We just wanted to do something really country for a second. Who'd have figured?" Just as they closed with their No. 1 "Stay A Little Longer," TJ added, "Thank you for choosing us to be part of one of the most nerve-racking shows."

Black River's **Kelsea Ballerini**'s opening video highlighted her days spent standing in line to meet her favorite artists. "I am and will always be a fan," she said before singing "Dibs," "XO," and "Peter Pan." Ballerini expressed gratitude to radio for going from playing in conference rooms to hearing fans sing along with her songs, including her set-closer, the debut No. 1 "Love Me Like You Mean It."

RCA's **Old Dominion** hit the stage with current single "Snapback" followed by "Said Nobody," "Nowhere Fast," "Song For Another Time" and their No. 1 "Break Up With Him." Lead singer Matthew Ramsey thanked the crowd – "First of all, for this thing working," he said of their rise from indie band to major label chart-toppers.

Warner Bros./WAR's **Chris Janson** brought his born-in-the-honky-tonks showmanship to close the night with "Back In My Drinkin' Days," "White Trash," "Power Of Positive Drinkin'," "Holdin' Her" and his breakthrough "Buy Me A Boat." "Country radio has done everything for me and my family," Janson declared, "so I will do everything for Country radio."

Personality Test

When it comes to giving a radio station a personality, imaging is what takes it from the same music as the other guy to a standout. That's what WUSY/Chattanooga's **Cowboy Kyle**, The Mix Group's **Jason Garte**, Greater Media/Boston's **Jeff Berlin** and Vanilla Gorilla's **Rich Witt** demonstrated in "Programmers Boot Camp Series Part 1: Imaging Secrets Revealed." After each imaging pro played their self-produced intro promos, they shared tips about taking great copy to the next level. Cowboy Kyle suggested Google. "I Googled "stupid one liners" for one I was working on for WKSJ/Mobile," he said.

All agreed movie drops are played out, but listener drops are not. Better still, allowing voice talent to ad lib can make for great sweepers and promos.

Prep School

"Without a plan for prep, you're drowning, not swimming," Compass Media Networks' **Bubba** told attendees at the panel "Programmers Bootcamp Series Part II: Get Prepped Sponsored

by Benztown." He and fellow panelists Compass' **Big D**, Sheet Happens' **Jeff Andrews** and United Stations Radio Networks' Margaret Verghese agreed the first step to radio prep is being aware of hot topics. After that, radio personalities need to form their own opinions.

"Prep services provide an instinct for what people will be talking about tomorrow," said Verghese. Bubba advised session attendees to "mine Twitter—it's a prep service in itself."

Yes, Master

WBWL/Boston's **Lance Houston**, KMLE/Phoenix's **B-Dub** and consultant **Bill Jones** discussed song scheduling during yesterday's (2/9) panel "Programmers Bootcamp Series Part III: Mastering The Music Sponsored by Benztown."

Lesson one: Take the time to enter a song's information correctly the first time it goes into the system, noting the tempo, sub-genre, subject matter and artist career level, because that will affect the song every time it is played in the future.

Jones explained the importance of running reports of the most frequently played songs, as well as checking the song history instead of projected turnovers. If listeners say they are hearing the same songs over and over, it could be because the songs are clumped in the same day part.

B-Dub told attendees non-music elements like sweepers and jingles should not run back-to-back. Jones noted the importance of being in touch with the sales department, which is the lifeblood of the station.

Performance Review

What are programmers from Top 40 and Rock seeing in Country that could be done better or that they can use in their own formats? That's what moderator and CRS board member **RJ Curtis** hoped to find out in "From the Outside Looking In: Other Formats Give Their Take on Country." Cumulus WPLJ/New York PD **Gillette**, Corp. PD/Rock Formats **Troy Hanson**, iHeartMedia VP/Urban & Urban AC **Doc Wynter** and SVP/Top 40 & KIIS/Los Angeles PD **John Ivey** agreed Country's strength is in its relationships with the artists, something they each said could be done better in other formats. Spin counts, the duration of songs on the chart and a lack of diversity in sound were areas where they saw room for improvement. "I've found you can always find a hit," said Ivey. "If you can't find it, you'd better figure out a way. If you're in a position where you've been in a 'bro country' lane and can't get enough girls, we're going to go find more girls to keep it in balance." **CAC**

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