

DAILY BUZZ

February 14, 2019, Issue 2

Powered by Country Aircheck



ZAC BROWN BAND

SOMEONE I USED TO KNOW

IMPACTS FEB. 19

THE OWL TOUR BEGINS MARCH 25
AT THE INDIANAPOLIS MOTOR SPEEDWAY!

BMG

Bombs Away At New Lunch

Warner Music Nashville Chairman/CEO John Esposito welcomed **CRS 2019** attendees to the inaugural Warner Music Nashville Luncheon Wednesday (2/13) with another first-ever event – zero f-bombs dropped during his speech. Instead, Esposito praised **CRB** Exec. Dir. **Bill Mayne**'s efforts in putting together the 50th anniversary of CRS and noted that, if gauging by the packed house, this would be the first of many Warner-sponsored CRS lunches. WMN SVP/ Radio & Streaming Promotion **Kristen Williams** then took the stage as emcee.



Kristen Williams

First to the stage was **Morgan Evans**, who utilized his loop pedal in a performance of "Day Drunk" that intermixed a medley of Wiz Khalifa's "Young, Wild & Free" and Montell Jordan's "This Is How We Do It." Next was **Cole Swindell**, who thanked Country radio for the early support that has led him to a string of No. 1 hits; he performed his current single, "Love You Too Late." **Devin Dawson** sang his single, which is also the title track of his album, "Dark Horse," after sharing with attendees the personal and autobiographical nature of the song. Also sharing new music was **Chris Janson**, who played kick drum, acoustic guitar and harmonica all at the same time during "Good



Morgan Evans



Top Dollar: Tom Rivers Humanitarian honoree WDXB/ Birmingham's Dollar Bill Lawson (l) with 2019 Artist Humanitarian Warner Bros./WMN's Blake Shelton at the CRS 2019 Opening Ceremonies (2/13).

Vibes." A string of standing-ovation-earning performances followed from **Cody Johnson**, **Ashley McBryde** and **Dan + Shay**, who sang their singles, "On My Way to You," "Girl Goin' Nowhere" and "All to Myself," respectively.

Johnson made note of his decade on the road performing for

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HUNTER HAYES

HEARTBREAK

3.25.19

AS W

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IMPACTING MARCH 4TH

Good Vibes

CHRIS
JANSON



raucous crowds before asking attendees, "Can someone please make some noise?" McBryde also got big reactions leading with a joke about her height. "People tell me, 'I thought you'd be taller!' I thought I would, too; this is where it stopped." She then told the emotional back-story of the title track of her album. Dan + Shay's **Dan Smyers** praised the relationship between Country radio and the artists before making light of a viral moment resulting from the duo's Grammys performance. "**Shay [Mooney]** just finished holding that note from Sunday ... and he also zipped his fly."

**Blake Shelton**

Townsquare SVP/Programming and CRB Board Pres. **Kurt Johnson** announced WMN's **Blake Shelton** as the CRS 2019 Artist Humanitarian Award recipient. Last year's honoree, Capitol's **Dierks Bentley** passed the torch. A congratulations video from Today's **Hoda Kotb** and **Kathie Lee Gifford** was played, after which Shelton

exclaimed, "Is that all of them? Shit, I thought I had more celebrity friends than that!" Shelton also made mention of his appreciation for the recognition, stating he felt every country artist is a great humanitarian. "The cool thing about country artists is that I feel like we all step up any time we can," said Shelton. He then wrapped the inaugural luncheon by performing two audience requests, "Austin" and "Ol' Red." —Monta Vaden

Garth At The Bat

"For anyone who is wondering if Spring Training is having any effect, I'm sore as hell tonight," said Pearl's **Garth Brooks** as he hosted a re-creation of his one-man show at Bridgestone Arena Wednesday night (2/13). Sore or not, Brooks turned the 20,000 seat venue into an intimate setting by bringing his stage right up to the railings of the lower bowl and sectioning off one area just for CRS attendees. He played some of the songs that most influenced him and his music including "Don't Close Your Eyes," "She Thinks I Still Care," "Against The Wind," "1982," "Piano Man," "Amarillo By Morning" and a rendition of "To All The

**Garth Brooks**

Nobody Puts Baby In A Warner: The Warner Music Nashville luncheon helps kick off CRS 2019. Pictured (front, l-r) are the label's John Esposito, Chris Janson, Blake Shelton, Cole Swindell, Ashley McBryde and Scott Hendricks; (back, l-r) the label's Kristen Williams, Devin Dawson, Cody Johnson, Morgan Evans and Tom Martens.

Girls I Loved Before" wherein he imitated both Willie Nelson and Julio Iglesias. Brooks also rolled out his own hits, including "That Summer," "Standing Outside The Fire," "Friends In Low Places" and "The Dance." Attendees were allowed to ask questions and make requests throughout the evening, and Brooks repeatedly shared personal stories behind his music and career while also thanking Country radio on multiple occasions. "Thank you for my life," Brooks said at the close of the evening. Look for highlights from the event to appear in Brooks' *Inside Studio G* on Facebook Live Monday (2/18).

Your Time Has Gum

Seeking to help overworked industry professionals at every level find a better work-life balance, Big Loud Records Pres. **Clay Hunnicutt** kicked off **CRS 2019** with a presentation of his personal time management system. Hunnicutt shared his philosophy for juggling responsibilities while working first in radio, then in

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Thank you, Country Radio!



DON'T MISS THE 10TH ANNIVERSARY!



LIVE AT THE RYMAN

TODAY!
DOORS OPEN AT
11:30AM

**BOX LUNCH WILL BE
PROVIDED FOR CRS
REGISTRANTS**

records, while also maintaining a family life. "The time we have to do all these things is always the same," says Hunnicutt. "The only thing that improves constantly is our ability to manage it."

He presented his "13 Commandments of Time Management," which have long been implemented by Big Loud VP/Promotion **Stacy Waugh** and WWKA/Orlando PD **Steve Stewart**. Tips include sharing your vision for a project with your team in advance to help avoid miscommunication or delays in action; implementing a written to-do list; prioritizing your "must do" versus "nice to do" commitments; remembering that it is okay to say "no;" and working to be "white at night," meaning clearing your email inbox completely by the end of each day. "It's sensory overload," says Hunnicutt of being attached to your phone and other electronic devices both day and night. "You can be highly successful and very engaged but still have some normalcy."

Waugh and Stewart agreed, citing personal examples of ensuring professional and personal lives do not bleed into one another. "Many people in this audience – and even some on this panel – have received 'pee-mail' from me," says Stewart, who often utilizes his personal bathroom time to return emails instead of taking away time from his family. Waugh went a little more mainstream with her tips, including carrying a written to-do list in a personal planner and creating multiple organizational filing systems for her emails. "I don't go completely 'white at night,'" says Waugh, who instead makes certain she leaves no email unread and writes follow-up instructions for the next day on her to-do list. Attendees left with immediate actionable tips for "working harder, not smarter," according to Hunnicutt's philosophy. –Monta Vaden

The Heat Of The Moment

Amazon Music hosted its second annual *Amazon Music Presents: Country Heat at CRS* (2/13) with performances from **King Calaway, Tenille Townes, Hardy, Adam Hambrick** and **Zac Brown Band**. Each of the first four acts have been named Amazon Ones To Watch for 2019 and performed a four-song set, including their debut radio singles. Between each performance, Amazon aired clips from their "First & Last" interview series, which includes stories and anecdotes from Reba McEntire, Garth Brooks, Dustin Lynch, Jordan Davis, Lady Antebellum and many others. Headliner ZBB closed the night with a set that included hits "Homegrown" and "Colder Weather" as well as new music from their forthcoming studio album.

I'm Not Crying. You're Crying.

Dayton Duncan, writer and co-producer of the upcoming Ken Burns PBS documentary *Country Music*, shared stories behind the film's production with clips that left attendees visibly moved. Burns delivered a message to introduce seven segments from the film, which follows the evolution of country music. And when the lights came up, there wasn't a dry eye in the room.

"We tell the story of what we consider a deeply American art form; what came to be known as country music, acknowledging its incredible diverse roots," says Duncan, "and we follow that through the 20th century when it first began being recorded and, more importantly, when it first began to be broadcast on the brand new medium of radio." Duncan said it was challenging to get the story from hundreds of hours down to the 16-hour, eight-part series, which features 101 interviews, 3,500 photos, film clips, and stories behind 570 songs. "It is the power of the songs that distinguishes this music."

Moderator **Kurt Johnson** said that in the weeks leading up to the September 15 PBS premiere, there are many opportunities for radio to embrace and promote the event. Provided assets will



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include opportunities to interview some of the artists featured, promos, social media content and suggestions for promotions to get listeners excited. —Sue Wilson

Pre-dom's Finally Mine

Albright & O'Malley & Brenner's 25th Annual Pre-CRS Seminar opened with a look at *Roadmap 2019* research presented by **Becky Brenner** and **Mike O'Malley**. The pair shared findings from 10,221 respondents in the 25-54 demo, of which 82% are female and 18% are male. Overall satisfaction with Country radio hit a six-year average of 73%, which has remained consistent. Factors that contribute to the satisfaction of listeners include their local Country station playing "the best music," making them "feel good"



Big Kenny and Mike O'Malley

when they listen and having talent that "feel like friends."

The study also highlighted social media use among respondents, who still cite **Facebook** as their preferred social platform with 73% using the medium regularly. **Instagram** comes in second with 32%. Pure play and owned music have become the two largest switching destinations for Country radio PTs, now surpassing AM/FM Country radio and other formats. "Podcasts, while

growing slightly in listenership, aren't showing up as a switching destination," shares O'Malley. "They are more of an alternate choice." However, weekly TSL for Country stations on mobile devices has increased by approximately 25%. Radio also remains the leading source of music discovery, with listeners citing River House/Columbia's **Luke Combs** and RCA's **Kane Brown** among their most discovered artists of 2018. Those interested in seeing the full presentation of *Roadmap 2019* can contact A&O&B's **Becky Brenner** or **Mike O'Malley** [here](#) or [here](#), respectively.

After a performance by BMLG Records' **Riley Green, Ethos3 CEO Scott Schwertly** spoke on "The Presentation Revolution: How to Build, Design, and Deliver Compelling Presentations." Schwertly shared his top three tips for adding value including – naturally – only having three points per presentation. That does not, however, mean limiting your slide deck. Instead, Schwertly recommends an expanded deck that takes advantage of more photography and typography. "Slide count has nothing to do with the length of your presentation," says Schwertly, who shared over 100 slides – mostly visual in nature – during his 30-minute presentation. "You will see 42% better information retention with images," says Schwertly. "Your brain processes images 60,000 times faster than text." He can be reached [here](#).

To round out the morning, **Big Kenny Alphin** shared his perspective on "Building a Larger Than Life Brand." Kenny discussed his pre-music days, including a stint in construction, where one



Riley Green

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A large promotional image for Rodney Atkins' album "Caught Up in the Country". On the left, Rodney Atkins is shown from the waist up, wearing a white long-sleeved shirt, a dark baseball cap, and jeans, with his hands clasped. The background is a textured, light-colored wall. To the right of the image, the album title "RODNEY ATKINS CAUGHT UP IN THE COUNTRY" is written in a stylized font. Below the title, it says "FEATURING THE FISK JUBILEE SINGERS". To the right of the title, there are two large circular graphics: "CA/MB 26" and "BDS 26". Below these, it says "415,068 Total Consumption" and "STRONG RESEARCH". At the bottom, a black banner contains the text "AND INTRODUCING FILMORE". In the bottom right corner, there is a logo for "CURB RECORDS".

RODNEY ATKINS
**CAUGHT UP
IN THE COUNTRY**
★★★★★★★★★★★★
CA/MB 26
BDS 26
★★★★★★★★★★★★
FEATURING
THE FISK JUBILEE SINGERS
415,068 Total Consumption
STRONG RESEARCH
AND INTRODUCING **FILMORE**
CURB RECORDS

co-worker commented that, since Kenny sounded good singing along to the radio, he should go to Nashville to make money at it. Kenny replied, "People do that?" Kenny also shared some of his early struggles, painting himself as a "late bloomer." He also emphasized his personal philosophy of never giving up and always "putting one foot in front of another," stating that was his motto through the tough times, into his Music Mafia days and later success as part of **Big & Rich**. He ended with a positive message of faith and maintaining a belief in oneself. —Monta Vaden, Joe Wills

The Day Ahead

8am

Digital Partnership Breakfast

John Marks, Paul Logan, Laura Ohls, Mary Catherine Kinney, Jay Liepis, Sally Seitz, Madison Hanten, Margaret Hart, Rachel Whitney, Kelly Rich, Beville Dunkerley, Allison Laughter

Omni, Level 3, Cumberland 3-4

8am

Programming Mentoring Breakfast

Sponsored by SoCast Digital

Travis Daily, John Foxx, Nikki Thomas, Tim Roberts, Tim Richards, Kevin Callahan, Grover Collins, Ginny Brophey, Cindy Spicer, Kyle Due, Jay Cruze, Mark Anderson, Justin Cole, Mike Preston, JD Greene, Tom Hanrahan, Michael Levine, Joel Raab, Phil Hunt, David Corey, Drew Bland

Omni, Level 3, Cumberland 5-6

8am

Sales Mentoring Breakfast

Sarah Fraizer, Allison Warren, Dan Endom, Jeff James, Judy Lakin

Omni, Level 3, Cumberland 1-2

9am

Music Scheduling Workshops

Presented by MusicMaster Scheduling and RCS

MusicMaster: Brook Stephens, Joe Knapp, Jerry Butler, Chris

Huff; RCS/GSelector: Drew Bennett, Nate Mumford, Bryan "B-Dub" Washington

Omni, Level 3, Cumberland 1-2

9am

Production Workshop

Kelly Doherty, Ron Tarrant, Steve Taylor

Omni, Level 3, Cumberland 3-4

9am

Voice + Talent Coaching Workshop featuring Marice Tobias, "The Voice Whisperer"

Marice Tobias

Omni, Level 3, Cumberland 5-6

9am

Back to the Future: Turning the Remotes of Yesterday Into the Remotes of Today

Moderator: Tom Baldrice; Panelists: Joey Tack, Page Nienaber, Mason Meyer

Omni, Level 2, Legends A-C

9am

The Metrics That Matter to Predict Radio Hits

Moderator: Bob Richards; Panelists: Jeff Green, Victoria Nugent, Nancy Wilson

Omni, Level 2, Legends D-G

10am

A Town Hall Conversation with Garth Brooks & Amazon Music's Steve Boom

Moderator: Melinda Newman; Speakers: Garth Brooks, Steve Boom

Omni, Level 2, Legends Ballroom, D-G

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Pro Tip: OK, it's Thursday. Tonight is the peak night to rock it so you KNOW you will, but make sure to use a cab, or Uber, or Lyft, or a promo person's ride. Also: comfortable shoes. That applied yesterday too, but there you go.

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10am-6pm**Jamie O'Neal's Breakout Room***Omni, Level 2, Music Row 3***11:30am****Team UMG at the Ryman**

Kassi Ashton, Dierks Bentley, Eric Church, Jordan Davis, Travis Denning, Vince Gill, Adam Hambrick, Caylee Hammack, Brandon Lay, Little Big Town, Maddie & Tae, Darius Rucker, Chris Stapleton, Keith Urban
Ryman Auditorium

2:30pm**Crack the Code to Digital Revenue: Real Ideas to Drive Digital Dollars**

Moderator: Erica Farber; Panelists: Kevin Epps, Jacki Petersson, Bryan Byers, Eric Eisen, Stephen St. Pierre
Omni, Level 3, Legends Ballroom A-C

2:30pm**Running for Success: How to Maximize Grassroots Marketing Strategies**

Moderator: Becky Brenner; Panelists: Johnny Chiang, John Esposito, Jeff James, Carolyn Gilbert
Omni, Level 2, Legends Ballroom D-G

2:30pm**Small Market Boot Camps: One Room, Three Mini Sessions**

Moderator: Tom Baldrice; Panelists: Ashley Main & Dale Desmond, Scott Musgrave & Pepper Davis, Brooke Taylor & Carsen
Omni, Level 3, Cumberland 3-4

3:30pm**CRS Research Presentation: Understanding Parents, Teens and Country Music**

Presented by Edison Research

Larry Rosin, Megan Lazovick
Omni, Level 2, Legends Ballroom D-G

4:30pm**Beer-Thirty: Town Hall Thursday**

Haley Jones, Karina Farias
Omni, Level 2, Legends Ballroom D-G

4:30pm**SSM Nashville Happy Hour**

Omni, Level 2, Music Row 1

5pm**"90s Country" Night at CRS**

Sponsored by the Country Music Hall of Fame & Museum
Walker Hayes, Brandon Ratcliff
Hall of Fame Event Hall

7pm**Bob Kingsley's Acoustic Alley**

Sponsored by Bob Kingsley's Country Top 40 and First Tennessee Bank

First drink sponsored by ASCAP

Rhett Akins, Chris DeStefano, Chase McGill, Laura Veltz, JT Harding, Luke Laird, Lori McKenna, Brett James, Lee Thomas Miller, Heather Morgan

Omni, Level 2, Legends Ballroom A-C

8pm**Big & Rich Blowout Party**

Redneck Riviera, 208 Broadway

Lon Helton, lon@countryaircheck.com

Chuck Aly, chuck@countryaircheck.com

Caitlin DeForest, caitlin@countryaircheck.com

Monta Vaden, monta@countryaircheck.com

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