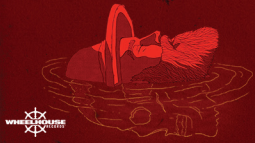


DAILY BUZZ

February 15 2019, Issue 3

Powered by Country Aircheck



ZAC BROWN BAND
SOMEONE I USED TO KNOW

**IMPACTS ON
FEB. 19**

BMG

Country's Family Ties

"Understanding Parents, Teens, and Country Music" was the focus of the CRS-commissioned research study this year. Edison's **Larry Rosin** opened the presentation, which tapped large sample data illustrated by video vignettes of parents and teens interacting. Over 80-minutes, the session covered a wide spectrum of the parent/teen relationship, narrowing to a focus on listening habits and country music.



A core theme was the importance of drive time for spending time together and how that affects listening habits. Additionally, teens tend to lead their parents into streaming and are often a form of tech support in figuring out how to use the new services. In a sense, teens are leading their parents away from radio listening. "It's the teens who are nudging their parents away from established habits,"

Edison's **Megan Lazovick** said. While parents may be more disposed to turning on the radio, teens aren't quite persuaded to follow suit. "Teens are being exposed to radio, it's just not sticking as their preferred way of listening."

As for country music, parents and teens agree the genre is family friendly. Seventy-three percent of parents and 57% of teens say country is a genre whole families can agree on. And parents take that lead. "Teens may be influencing their parents with technology," Edison's **Laura Ivey** said. "But parents are definitely the influencers when it comes to listening to country music."

The good news? FM radio still dominates as the reach medium, Country is the top format for parents of teens, and it's the No. 3



Hall Come Back Now, Ya Hear: Monument Records and the Country Music Hall of Fame host a 90s Country event showcasing the label's Walker Hayes and Brandon Ratcliff. Pictured: CRS' RJ Curtis, the label's Katie McCartney, Hayes, Ratcliff, Townsquare's Kurt Johnson and CRS' Bill Mayne (l-r).

preferred genre for teens behind hip-hop/rap and pop. On the flip side, only 34% of teens agree FM radio is for people their age, while 70% of parents do. Another variable is the use of headphones/earbuds in the car. Most teens have listened that way while in the car with their parents. "Half of teens find it easier to listen to music on a smart phone than on an FM radio," Lazovick said, noting 31% of parents agree with that statement as well.

Rosin returned to walk through ideas stations could apply to "make sure there is a 100th CRS in 2069." He noted that typically teens start to listen more to the radio as they enter the workforce, particularly as

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HUNTER HAYES

HEARTBREAK

3.25.19

AS W

ON YOUR DESK NOW
IMPACTING MARCH 4TH

Good Vibes

CHRIS
JANSON





"It's Been A Long Week" – Everyone, In The Middle Of A Tuesday: Big Machine's Midland kick off CRS week with radio friends at a reception before their performance at the Country Music Hall of Fame and Museum's annual members-only concert, *The Big Gig* (2/12).

the spend time driving to work each day. Beyond that...

He pointed out that a show of hands revealed none of the Country stations represented in the room are targeting teens. "You simply cannot reap what you do not sow," Rosin said. He suggested stations target high schools by hiring campus reps from student bodies, passing out stickers and setting up artist performances at high schools. He also said stations can focus promotional efforts on events where parents and teens spend time together. And on air, he suggested battle-of-the-sexes type contests that get parents and teens competing while listening during drive time. Finally, he asked if stations need to question their positioning and the value proposition they present to teens as well as parents. "Speak more expansively," he said.

—Chuck Aly

Metrics Of The Trade

Stone Door Media Lab's **Jeff Green** presented results from a three-year Country radio research project and gave attendees five specific "metrics that matter" to help determine what songs are most likely to become hits. They are: most added, early streams-per-spin, Shazams-per-spin, Pandora thumbs ups and & 10s and early airplay & rapid chart growth.

Warner Nashville VP/Research & Analytics **Victoria Nugent** started the session by defining some of the complicated data terms

such as consumption, streaming and downloads while explaining their equivalents. WHKO/Dayton, OH PD **Nancy Wilson** also offered insight as to how she uses the data provided by labels and other resources to help make music decisions.

Moderator **Bob Richards** touched on the skepticism some programmers may have about the most added and streaming data. Green said that while he understands that spin programs and other tangibles can affect what is most added, the pattern over several years indicates most added songs over several weeks more often become hits. When asked about the possibility of streaming data being manipulated by super fans or paid-for streams, Green explained, "The sample size is so large it would be hard to manipulate. It seems far-fetched, to be honest with you. It is very unlikely just too complicated to manipulate that level of streams."

Wilson touched on her use of these metrics, explaining, "Organic growth and other metrics are far more important to us than most added." She uses Shazam and Pandora data along with local research and compares them all to look for consistency between the songs. On rapid chart growth, Wilson said, "It is something we definitely look at. But there are a lot of other factors we take into account also, like what's doing well in the Dayton area."

Where can programmers find all this data? "A lot of it is free," says Wilson. "You can go to Shazam.com and type in your market

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LOGAN MIZE

BETTER OFF GONE

4th MOST ADDED!
MOST ADDED 2 WEEKS IN A ROW!
*Already playing in Atlanta, Boston, Dallas,
Detroit, Nashville, NYC, & more!*

Already performing like a Top 30 (210K+ units of consumption)

BIG YELLOW DOG 

POWER UP



JORDAN DAVIS

POWER UP

MCA
NASHVILLE
A UNIVERSAL MUSIC COMPANY



Breakout Sessions: CRS' RJ Curtis (left) and Townsquare's Kurt Johnson (third from right) joined artists Bailey Hefley, Jamie O'Neal, Queeva, JoyBeth Taylor and South of Somewhere for performances in O'Neal's "The Breakout Room" this week.

or a song title. You can also go to Pandora.com." Nugent reminded attendees that if they are seeking information, they should "just ask. Your rep can likely provide you with whatever you are looking for for your market."

Download the slide deck for "The Metrics That Matter to Predict Radio Hits," along with the consumption definitions, from the CRS app or from stonedoormedialab.com.

—Sue Wilson

Where We're Going, We Don't Need Remotes

"We don't do remotes – we hate them," said Rubber City/Akron Sales Manager **Mason Meyer** to open "Back to the Future: Turning the Remotes Of Yesterday into the Remotes Of Today" yesterday (2/14). Meyer and two other live event experts – Top 40/Rhythm WKHT/Knoxville PD **Joey Tack** and New World Communication Promotion Consultant **Paige Nienaber** – shared their thoughts on improving on-site appearances and remote broadcasts, offering tips, tricks and best practices for creating engaging events that benefit clients, listeners and the station simultaneously. One example is the self-created cell phone charging station built by Tack's team at WKHT, which has allowed them to extend their branding at events while drawing in an audience and keeping them engaged with the station's on-site setup.

Additionally, the panelists agreed stations need to focus more on a visual brand representation that reflects the attitude and branding of the station. "Stars don't wear polos," said Tack, who explained that air talent should dress in a manner that lets people know that they are someone special and approachable. "From a sales perspective, on-site events should make sense for the audience, clients and sales team," reiterated Meyer, who says that if your client is requesting a remote broadcast that doesn't make sense according to those criteria, you should suggest reallocating the money to an on-air schedule or digital properties.

—Monta Vaden

Dolphins Make Me Cry, Too

With light streaming in through the Ryman Auditorium's iconic stained glass windows, **UMG/Nashville** EVP/Promotion and emcee **Royce Risser** welcomed most of the attendees to the 10th annual *Team UMG at the Ryman* yesterday (2/14). "We're glad you're all here, with the exception of Grover [Collins], Drew Bland and Johnny Chiang. If you're not going to play our records, then get out!"

The first performances came from **Little Big Town** and the "Scott Hamilton of country music," **Jon Pardi**, who debuted a female empowerment ballad "God For The Daughters" and the punny "Tequila Little Time," respectively. Pardi's *Burning Man Tour* mate **Dierks Bentley** played new single "Living" with help from the men he said inspired the song, guitar player Ben Helson and fiddle player Dan Hochhalter, simply by leaving the bus and going to Walgreens while he watched *VH1 Classic* all day. Keeping with the trend of debuting new material, **Kassi Ashton** sang "Pretty Shiny Things," and **Keith Urban** performed "We Were," a track so new that he briefly "forgot the damn words." Next up, **Bran-**

don Lay thanked Country radio for their support and reminded the audience he's "Still Rock 'N' Roll."

Before bringing out **Maddie & Tae** to perform "Die From a Broken Heart," Risser listed some things "Friends Don't ... let friends do," including "use the same hair dresser as Jamie Patrick," "ask Jimmy Rector to check their memos for grammatical errors" and "hold their breath while waiting for Rod Phillips to return a phone call." **Adam Hambrick** then took the *Team UMG* stage for the first time with "Rockin' All Night Long."

The day took a somber turn with a eulogy for David Ashley Parker, who was described by Risser as a "scrappy and determined fellow who fought his way into the top 35 of the charts ... and stayed there." Unfortunately, after "suffering from recurring bouts of bullet, he was quietly moved to recurrent in his Powder Springs home at the age of 38 ... weeks." His memory lives on with the Mercury promotion staff and **Travis Denning**, who performed his second single, "After A Few."

The biggest shock of the night was **Jordan Davis'** cover being blown as a side-by-side of him and Big Foot were projected onto the screen before his performance of "Slow Dance In a Parking Lot." Next was **Caylee Hammack's** "Family Tree," complete with a band and back-up singers, which later made **Chris Stapleton** wonder out loud "when the rules of what and who you could perform with had changed" before rolling out "Millionaire." In celebration of Valentine's Day, **Eric Church** brought out **Joanna Cotten** for "Heart Like A Wheel," and **Vince Gill** gave us all the feels with an emotional performance of new song "Letter to My Mama."

Unexpectedly, Risser came out one last time to introduce a surprise performance. When the group was announced, I heard a high-pitched squeal I later realized was coming from my own body. **Hootie And The Blowfish**, y'all. The entire auditorium erupted into applause –

and squealing – as they closed the event with "Only Wanna Be With You" and "Hold My Hand."

—Caitlin DeForest

A Stream Is Like A River

"The whole world may change, but music never will; there's food, air water...and music," said Pearl's **Garth Brooks** during yesterday's (2/14) town hall conversation with **Amazon Music** VP **Steve Boom** at **CRS 2019**. Brooks and Boom discussed the nature of their partnership, the future of streaming music versus owned music, future plans to utilize Amazon technology in innovative ways and integration of Country radio with Amazon platforms. The pair each shared their thoughts on the music discovery process, including Brooks' passion for terrestrial radio and its ability to help an audience discover new music. "Country radio – terrestrial radio – is the 800-pound gorilla; it ain't going anywhere!" he said.

Brooks also sprung some of his own ideas on Boom, as well, assuring attendees that Country radio has an everlasting future. Boom explained that Amazon's **Echo** is helping bring radio back in to the home, as tens of millions of hours of terrestrial radio is now being consumed on Echo devices each month. When Brooks pressed Boom about the ability to deepen the symbiotic nature between terrestrial radio and Amazon, Boom responded, "Everything is possible. It's just software." As for the partnership? Brooks and Boom confirmed that they have just signed a long-term agreement to continue the relationship.

—Monta Vaden

Size Matters

Yesterday's (2/14) "Small Market Boot Camps: One Room, Three Mini Sessions" might have been one of the most productive 50 minutes of **CRS 2019**. Midwest Corp. Country Brand Strate-

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DYLAN SCOTT NOTHING TO DO TOWN

CA/MB **47** BDS **46**

99 STATIONS ON

**#3 CONSUMPTION
PER SPIN**



CURB
RECORDS

AND INTRODUCING **FILMORE**



The Heat Is On: Amazon Music presents Country Heat at CRS with Zac Brown Band, Tenille Townes, Adam Hambrick, Hardy and King Calaway (2/13).

gist **Tom Baldrica** moderated three lightning round sessions with nine total panelists sharing their expertise on how those working in small markets with limited resources can be more productive. Cherry Creek/Salt Lake City OM **Dale Desmond** and KRWQ/Medford, OR PD/morning host **Ashley Main** each gave tips on time management and staying motivated and focused. Desmond explained how his use of the Eisenhower Matrix helps make decisions on what is urgent and important. "Do something fun every day," advises Desmond. "I go into the studio, crank up the speakers and jam to the music to remind myself how lucky I am to be working in this great business." Main says, "Be patient with yourself, and know that you can't do it all."



Scott Musgrave

Nielsen's **Scott Musgrave** presented lifestyle data about the country music fan base, including where and when they listen, activities they enjoy and music discovery habits. "Radio is still number one for music discovery," said Musgrave. KKJG/San Luis Obispo, CA PD **Pepper Daniels** said getting plugged in locally is important when you are in a small market that doesn't get major attention from national tours. "The secret for me is to establish as many relationships as I can with labels, agencies and local venues," explained Daniels, who shared some of his personal tips for success in that area.

WEBG/Chicago APD/afternoon host **Brook Taylor** and Silver-

fish Media Dir./Programming **Carsen** shared their stories about how working in a small market helped get them to where they are today. "Never forget where you came from," said Taylor. Carsen said, "Listeners enjoy meeting you and treat you like a star." Tips sheets and the Nielsen data from the boot camp sessions can be found on the CRS app.

—Sue Wilson

Digi Know?

In 2018, radio saw a 15% growth in digital revenue, bringing the total to more than \$800 million according to "Crack the Code to Digital Revenue: Real Ideas to Drive Digital Dollars," a multi-part presentation yesterday (2/14) during **CRS 2019**. WZDQ/Decatur, IL VP/Development **Brian Byers**; SoCast Dir./Sales & Marketing **Eric Eisen**; WLHK/Indianapolis Sr. Account Mgr. **Jacki Petersson**; and Pandora Dir./Central Region Sales **Stephen St. Pierre** each gave real-world case study examples of digital initiatives that worked for them and their clients.

"I don't think we do terrestrial, or digital, or social, or video," said Byers. "I think we do it all." that sentiment rang true from each panelists' presentation, as Petersson



Brian Byers, Eric Eisen, Jacki Petersson, Stephen St. Pierre

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Pro Tip: Friday! You're either staying for New Faces and festivities tonight or getting poured onto a plane today, so again, lots of liquids (NO alcohol, just water now – you're going home!) and layer up. Weather changes between here and your casa can be fierce and fast. See you at CRS 2020!

NOT GOIN' THERE AGAIN

The New MC1 Nashville/Nine North Single From

NICK BRENNAN

Going For Airplay NOW!





Gangsta Nappers: West Coast radio and reps casually throw up gang signs at CRS 2019.

explained that the client's needs are the real keys to digital success. "It's not about the platforms, it's how you use the platforms," said Petersson, who showcased digital revenue campaigns for Barefoot Wine on a national level and Kinetico Quality Water Systems at the local level.

St. Pierre reminded attendees that the campaigns have to be mutually beneficial, as well, utilizing your brand's best assets. "Not only [the platform] that is good for the client, but one you do well," explained St. Pierre, because the key to continually increasing digital spends is exceptional metrics. "What gets measured gets purchased," said St. Pierre.

—Monta Vaden

Take Me To Your Supreme And Exalted Leader

CRS 2019 attendees got a behind the scenes look in to the race for Supreme and Exalted Leader with campaign managers **Jeff James** and **Carolyn Gilbert** at the "Running for Success: How to Maximize Grassroots Marketing Strategies" panel yesterday (2/14). Moderator **Becky Brenner** was on hand to make sure equal time was adhered to as James shared his strategy for **Johnny Chiang**, while Gilbert shared her plan to maximize **John Esposito's** run. Rounding out the panel was KKWF/Seattle PD and vocal Esposito supporter **Drew Bland**. With a budget of \$400 and a short time

frame leading up to Friday's election of the CRS leader, James and Gilbert both explained the challenges of gaining votes and exposure for their candidates. Social media played a major role in cost-effectiveness, as did geo-marketing ads that target not only a specific audience, but also an audience within a certain area.

Gilbert and James also talked about "shopping" for the best price when it came to buying physical promotional items and bargaining with vendors for additional ad materials. They noted that because of the limited budget, it forced them to get creative, but the key was still to make sure the message was authentic, saying the "less slick, the better," and that there's no boiler plate for any marketing strategy, as everything should be custom. Friday night will determine

which grassroots campaign best maximized their budget when either Chiang or Esposito will be crowned the SaELoCRS. —Joe Wills



Drew Bland, Carolyn Gilbert, Jeff James, and Becky Brenner

Walker Way Joe

Monument/Arista's **Walker Hayes** brought a taste of his *Dream On It Tour* to **CRS 2019** Thursday evening with his "90s Country Night" event. From the sixth floor of the Country Music Hall of Fame, with the backdrop of Nashville's skyline and a fading sunset, Hayes took to the stage to perform tracks from his album, *boom*; along with a cover of Alan Jackson's iconic hit, "Chattahoochee," and the night's namesake, "90s Country." Monument/Columbia's **Brandon Ratcliff** performed before Hayes, and in the spirit of the 90s – and Valentine's Day – after singing his own song "Rules Of Breaking Up," Ratcliff played an acoustic version of Shania Twain's "You're Still The One."


—Joe Wills

Kingsley Of His Own Domain

"**Bob Kingsley's Acoustic Alley**" returned to CRS 2019 and once again provided a line-up of the hottest and most decorated songwriters in Music City. From **Rhett Akins** – who joked that he'd been attending the event since 1836 – to **Brett James, Lori McKenna, Chris DeStefano, Heather Morgan, Luke Laird, Laura Veltz, Lee Thomas Miller, Wendell Mobley, Scooter Caruso** and **Chase McGill**, the lineup was stacked with writing talent only Nashville can provide on a weeknight.

McGill shared that the last time he played a round with Akins,


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Q U E E V A
H O W D O Y O U K N O W
I M P A C T I N G S O O N

**CATCH CRS PERFORMANCES IN
JAMIE O'NEAL'S BREAKOUT ROOM**

Omni Level 2, Music Row 3
Friday • 11:15am and 2pm



the latter told him to not give up. Since then, McGill has scored three number-one songs. Kingsley also shared that for the last eight years of his *Country Top 40*, there hasn't been a week where an Akins written song wasn't included on the chart. —Joe Wills

The Day Ahead

7:30am

Women Mentoring Breakfast

Sponsored by NuVoodoo Media Services

Carolyn Gilbert, Deb Turpin, Stacy Waugh, Jackie Stevens, Becky Brenner, Donna Hughes, Camille Alston, Nikki Thomas, Brittany Schaffer, Marie Miscia, Jane O'Malia, Donna Jo Passuntino, Nancy Ryan, Carsen, Sue Wilson, Carletta Blake, Alana Lynn, Leslie Fram, Laurel Kittleson, Kimsey Kerr, Judy Lakin

Omni, Level 3, Cumberland 5-6

7:30am

Digital & Tech Breakfast

Jeff James, Caroline Matis, Eric Eisen, Shane Quick, Jeremy Holley, Tim Gerst, Brooke Hardesty

Omni, Level 3, Mockingbird 4

7:30am

Label Mentoring Breakfast

John Esposito, George Briner, Katie Dean, Lauren Thomas, Bill Lubitz, Annie Sandor

Omni, Level 3, Cumberland 3-4

8-10am

Wake Up With Watson

Big Label Records' Aaron Watson

Omni, Bongo Java

8:30am

"Our World" Breakfast with Smithfield

in2une's Smithfield

Omni, Level 1, Kitchen Notes

9am

What Leadership Looks Like in 2020: A Conversation with 3 Broadcast Executives

Presented by Mentoring & Inspiring Women in Radio

Moderator: Erica Farber; Speakers: Kim Guthrie, Beth Neuhoof, Weezie Kramer

Omni, Level 2, Legends Ballroom D-G

9am

Music Scheduling Workshops

Presented by MusicMaster Scheduling and RCS

MusicMaster: 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

10am-6pm

Jamie O'Neal's Breakout Room

Omni, Level 2, Music Row 3

10am

Digital + Social Media Boot Camps: 3 Part Series

Moderator: Becky Brenner; Panelists: Brittany Schaffer, Lindsay Ell, Jill Wilderman

Omni, Level 3, Cumberland 3&4

10am

Programming Working with Sales

Moderator: Bob Richards; Panelists: Johnny Chiang, Kathy Byerly, Bill Berry
Omni, Level 2, Legends Ballroom A-C

10am

The Hidden Demo

Moderator: Bruce Logan; Panelists: Jon Miller, Doug Smith, Scott Mahalick
Omni, Level 2, Legends Ballroom D-G

11am

Best Practices: React and Recover

Moderator: Dan Halyburton; Panelists: Big D, Chet Buchanan, Michael Brown

Omni, Level 2, Legends Ballroom A-C

11am

Inside the Studio: The Art of Storytelling

Moderator: Tom Baldrice; Panelists: Steve Dorff, Lori McKenna, Rob Simbeck
Omni, Level 2, Legends Ballroom D-G

11:45am-12pm

Kaylee Rutland Performance

Broadway Pre-Function Area

12pm

Lunch & Performance

Sponsored by BMLG

Rascal Flatts, Brantley Gilbert, Riley Green, Lauren Jenkins, Noah Schnacky

Omni, Level 2, Broadway Ballroom

2pm

Smart Programming for Smart Speakers

Moderator: Erica Farber; Panelists: Jeremy Sinon, Zena Burns, Tim Clarke
Omni, Level 2, Legends Ballroom A-C

2pm

The Art of the Artist Visit

Moderator: Becky Brenner; Panelists: Mark Razz, Jesse Addy, Colton Bradford, Brooke Diaz, Carly Pearce

Omni, Level 2, Legends Ballroom D-G

3pm

Continuous Measurement in Diary Markets: How to Program in an Always-On World

Jon Miller

Omni, Level 2, Legends Ballroom D-G

3:30pm

Artist Interview with Jason Aldean: "Overcoming Obstacles"

Sponsored by BMI

Moderators: Beverlee Brannigan, RJ Curtis; Speaker: Jason Aldean

Omni, Level 2, Legends Ballroom D-G

5pm

SSM Nashville Happy Hour

Omni, Level 2, Music Row 1

5:15pm

New Faces Cocktail Reception

Featuring Dillon Carmichael

Omni, Level 2, Broadway Ballroom Pre-Function Area

6:30pm

New Faces of Country Music Dinner and Performance

Sponsored by ACM and St. Jude Children's Research Hospital

Performances powered by Live Nation

CRS/Country Aircheck Awards Presentations; Jimmie Allen, Russell Dickerson, Lindsay Ell, Lanco, Dylan Scott

Omni, Level 2, Broadway Ballroom