



CRS 2017
COUNTRY RADIO SEMINAR

DAILY BUZZ

February 24, 2017, Issue 3

Powered by Country Aircheck



“Thank you Country Radio for choosing me to be on the New Faces stage. Thank you guys for all your support, I’ll see you out on the road!” -Maren Morris

Church Service

“I wanna soak this in for a second – **Luke Bryan** just opened for me,” joked **Darius Rucker** after Bryan kicked off the eighth *Team UMG at the Ryman*, UMG/Nashville’s showcase with 14 acts each performing one song in the Mother Church of country music. Bryan sang “Fast,” followed by Rucker’s “If I Told You.” **Jon Pardi** was next with “Heartache On The Dance Floor.” **Dierks Bentley** admitted he was going for the “sympathy standing ovation” by singing “Can’t Be Replaced,” which mentions his beloved dog Jake, who died last year. The plan worked.

“I’m now going to read off the names of those of you who have not added his single,” threatened SVP/Promo **Royce Risser** during his intro for **Kip Moore**. After Moore sang “More Girls Like You,” **Lauren Alaina** got the afternoon’s second standing ovation for her emotional rendition of “Three,” with co-writer and Sony artist Seth Ennis accompanying her on piano. **Easton Corbin**’s “A Girl Like You” and **Josh Turner**’s “Hometown Girl” were followed by **Lady Antebellum**’s “You Look Good.” **Billy Currington**

(“Do I Make You Wanna”) and **Sam Hunt** (“Body Like A Back Road”) each sang their latest singles, while **Chris Stapleton** sang “Broken Halos,” written for a friend who’d recently passed.



Chris Stapleton, Keith Urban and Vince Gill



Ole Home Week: Grand Ole Opry At CRS 2017 performers pictured (l-r, front) are Dailey & Vincent’s Darrin Vincent, Carly Pearce, Crystal Gayle, LoCash’s Preston Brust, Cam, LoCash’s Chris Lucas; (second row) CRB’s Bill Mayne, D&V’s Jamie Dailey, Zac Brown Band’s Coy Bowles, Chris Janson, Michael Ray, Zac Brown; (third row) the Opry’s Dan Rogers and Gina Keltner, ZBB’s Daniel De Los Reyes, Chris Fryar and John Driskill Hopkins, Trace Adkins, Chris Lane, and ZBB’s Jimmy De Martini and Matt Mangano.

Vince Gill noted the first time he heard himself on the radio was 43 years ago. “Even 43 years later, you never grow tired of wanting somebody to respond to what you’re doing,” he said. Before singing a song he penned as a birthday gift for wife Amy Grant called “When My Amy Prays,” Gill cracked, “I’m not going

©2017 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

BRETT ELDRIDGE
Somethin' I'm Good At
TEMPO. SMASH.
AVAILABLE NOW
IMPACTING IMMEDIATELY

AS W M
AIRCHECK WARRIOR MUSIC

YOUR NEW FACE OF COUNTRY MUSIC

WILLIAM MICHAEL MORGAN

CRS 2017
COUNTRY RADIO SEMINAR

New Face of Country
Music - 2017

MUSICROW

2017 Next Big Thing
Artist

amazon

Best Country Songs
of 2016

The New York Times

The Playlist:
21 Songs from 2016
That Nearly Got Away

npr

2016's Top 100
Songs - All Genre

billboard

12 Best Country
Singles of 2016

RollingStone

40 Best Country Albums
of 2016 & 25 Best Country
Songs of 2016

Apple iTunes

Best of 2016 Country
Albums & Best of 2016
Country Tracks

NEW SINGLE "MISSING" AVAILABLE NOW



WATCH WILLIAM PERFORM TONIGHT AT THE CRS NEW FACES SHOW

for adds.” **Keith Urban** shared the story of getting fired from a radio station intern job at 15, then closed with a medley of songs by recently passed artists. He encored with “Blue Ain’t Your Color,” which ended in guitar solo heaven with Stapleton and Gill joining him onstage for the extended outro. —Wendy Newcomer

Power Source

Women Empowering Women assembled three pairs of female powerhouses to discuss their longtime relationships as mentors and mentees. “Mentors act as a sounding board,” said Radio Advertising Bureau’s **Erica Farber**. “They provide perspective, wisdom and honesty.”

The importance of openness and honesty was a running theme throughout the discussion. Farber’s mentee, RAB’s **Brooke Williams**, added that being open about your personal life helps build the relationship. Scripps’ **Beverlee Brannigan** and her mentee, KFDI/Wichita’s **Carol Hughes**, agreed that while they enjoy spending time together, they keep their roles defined, because Brannigan is ultimately her boss.

Brannigan said mentor relationships often develop organically, but they should also be intentional. “It starts the minute you put the other person’s success first,” she continued, “and you derive satisfaction from someone else’s growth.”

Indeed, Farber helped Williams land her first job in the business. “I love when someone has drive and it’s so easy to spot,” said Farber.

That type of drive helped **Linda Wei** secure her job at Nashville Public Radio, because her mentor, NPR’s **Beth Curley**, was impressed when Wei traveled to Nashville from Baton Rouge for an interview with 24 hours notice. Curley, who has focused on mentoring since early in her career, said, “It’s my job to mentor all younger people, not just the women.” —Sarah Skates

CRS Research

Edison Research’s **Tom Webster** and **Megan Lazovick** delivered the CRS Research Presentation this morning (2/23) with help from mobile expert and *The Mobile Commerce Revolution* author **Tim Hayden**. Armed with on-camera interviews with country listeners and data on how people use their devices, the trio argued for a mobile strategy that takes advantage of more of the platforms and apps already being utilized over creating a standalone presence through station-produced apps and other initiatives.

The most-used social platform by far continues to be Facebook as 80% of Country smartphone users use it daily, followed

by Instagram (42%) and Snapchat (34%). Hayden suggested that radio define and use custom audiences built around email databases that can be uploaded to Facebook for targeted messaging. Facebook Live presents an opportunity for participatory contesting, Hayden explained, not to mention event and client-related tie-ins. Messaging, gaming, productivity and fitness apps followed social on the list of most-used mobile offerings at 1%, 52%, 50% and 36%, respectively.

The presentation acknowledged that the proliferation of smartphones poses steep challenges for broadcast radio, but there was better news. Almost 70% of smartphone users also listen to AM/FM radio, a number that rises to 78% among country-specific smartphone users. See the entire presentation [here](#). —Russ Penuell

Look, Car. No Hands

An eye-opening eight-minute demo video for Volvo driverless vehicle technology opened *Speeding Toward Tomorrow: Radio In A Driverless World* Thursday afternoon. Pratt & Miller Engineering’s **Chris Andrews** told of riding in driverless cars, working with a company that develops the technology and explained the accelerating timeline for their adoption. “It really is exponential how good the systems have become in the last six months or a year,” he said.



No Hat Trick: Black River’s **Kelsea Ballerini** (center, front), label staff and radio friends take in a Nashville Predators game during CRS week.

©2017 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

GARTH BROOKS
BABY, LET’S LAY DOWN AND DANCE

**TOP 10 BOUND
CONVERT NOW!**

PEARL RECORDS

ACM Nominated Song of the Year

Kill a Word

Eric Church
featuring
Rhiannon Giddens

#1 Play More Radio Tracks
1.6 million weekly streams
Sold out shows across the country

Already Heavy at
KKGO, KSCS, KWJJ,
WSIX WCTK, KKWF
and many many more

#7*

CONVERT! CONVERT! CONVERT!




Right Lane: Big Spark's Olivia Lane (second from left) with Country Aircheck's Chuck Aly, April Johnson and the label's Dennis Kurtz.

Vehicles carrying people who are driving part of the time or not at all create possibilities for content creators, including radio. "Because you have your hands free you can open up how you interact in the car," said iHeartMedia SVP/Product Innovation **Steven Radley**. "It's not just turning on the station and leaving it on while you drive."

Sun Broadcast Group CEO **Jason Bailey** says his company's Shazam For Radio is already there with interactive content, "We just have to worry about distracted [driving]." As autonomous vehicles become more common, "We may do more video content or offer more interactive touch points."

Moderator **Bob Richards** (Emmis/Indianapolis) summed how radio can prepare for this hands-free, eyes-free future. "The importance of that unduplicatable content they can't get anywhere else is what I've heard over and over again." —*Chuck Aly*

Core Muscles

Paul Weyland Communication Strategies' **Paul Weyland** and The Center for Sales Strategy's **John Henley** helmed the panel *How Are You Protecting Your Core Revenues?* When it comes to securing advertising, Weyland said, "You have to show them that your plan for their success is better than their plan. And the client has to believe you are working in their best interest."

A key piece of this strategy is presenting a return on investment plan (ROI), because it shows them the cost isn't a gamble, it is a good, calculated risk. It also gives the client realistic expectations of response to the commercial and puts everyone on the same page. Additionally, ROIs often justify a larger ad buy.

Weyland said most clients aren't qualified to create their own commercials. A successful ad should incorporate the selling points that clients use with customers while conducting business every day.

Henley advised to dig deep and figure out a very specific assignment from the client. For example, a desire to sell cars isn't enough information. The plan should include model, target buyers and quantity per month. He reiterated that having a plan and being persistent is key to landing and keeping accounts. —*Sarah Skates*

In Focus

"We need the millennials," said NuVoodoo's **Carolyn Gilbert** at the beginning of *Capturing the Millennial Ear: Rethinking Our Traditional Medium for the Next Generation*. "It's not too late – but

we have to listen. ... It's important that we get to these young people and be relevant and good for them."

"They love music, they're just agnostic about where they get it," added NuVoodoo's **Leigh Jacobs**, who presented a study of 4300 participants in PPM markets and gave a rundown of the generation's music preferences. For example, sources of discovery and listening included Facebook, TV and YouTube, with FM radio coming in fourth.

Following the slide show, Gilbert and Jacobs took the study to real-time, bringing in seven female Country P1s for a live focus group, with attendees asking questions. Takeaways: the group preferred listening on smart phones and most used streaming services including Spotify and Pandora; they wished terrestrial radio had less ads and less talking; and they were interested in hearing weather and traffic reports. They also expressed interest in hearing "more oldies," which for millennials means '90s country. None of the seven women had a radio in their home. "At my mom's house, yes," said one. —Wendy Newcomer

Face Value

The importance of a plan B, staying transparent and keeping robust contacts and relationships became the common theme during the *You Are More Valuable Than You Think* panel featuring Big Loud's **Clay Hunnicutt**, Broadcast Sales and Management vet **Carole Bowen**, KKGO/Los Angeles morning show co-host **Graham Bunn** and TV/radio spokesperson **Jeff Roper**.

While focusing on her transition outside of radio and into the non-profit sector, Bowen explained the importance of skillset translation and how the terms and language are different, yet the skills and contacts she made in radio helped cast a wide net and helped current partnerships at The Adrienne Arsht Center for the Performing Arts.

"It starts by stopping long enough to figure out, 'What is it that I want and where am I looking to go with this ... what is the purpose,'" stressed Roper, adding that turning connections into income is paramount. Using a story his father told him years ago about the difference between a gazelle versus a lion, Graham Bunn relayed to the audience the importance of "... always running like a lion. The gazelle only runs when it sees the lion. Choose something where you don't need anyone else to get you up in the morning." Unrelated note: ask Roper about French-kissing a monkey. —Brad Helton

Victory Dance

Moderator **Gregg Lindahl** began *Victory in the Hallways: Creating a Positive Work Culture* by asking panelist Cumulus/Atlanta Market Manager **Sean Shannon** for an update on his morning man Cadillac

Jack. Caddy's wife told Shannon he was at home resting comfortably after his heart attack. "He had blockage in one aorta that couldn't be detected six months ago [at his annual check up]," said Shannon.

Veteran GM **Rick Jackson** kicked things off asking for a show of hands of those who were currently or aspired to be managers. "It's biblical. Treat people like you want to be treated," said Jackson. Arista VP/Promotion **Josh Easler** added it's not the things you say or do, but how you make your staff feel that is most important.

Max Media/Norfolk Market Manager **Dave Paulus** runs his operation with four macro and micro tenets: trust, respect, tons of communication and fun. "Heart first," he advised. "Head second." Visiting a number of stations every year, Easler said, "You can walk into a station and feel the energy." Some have it. Some don't.

"I used to spend the first hour of every day saying hello to the entire staff," recalled Jackson. He shared a story about consoling a sales person who broke down and cried one morning after her dog died. "It changed our relationship," said Jackson.

Transparency is another philosophy Shannon believes in. "We're having our quarterly financial update for the entire staff tomorrow." He added some folks have told him he has been too transparent in the past. But he stands by it.

When recruiting, the managers discussed involving their staff in the process. Paulus told a story about a recent hire where he gave the two finalists references on him. He invited the prospects to call the list of current and former employees to make sure they were all on the same page.

When asked about challenges, Easler admits he needs to work on communication. In moving from RCA to Arista and a new staff, he is trying to respond slower. "I wait to respond to an email [before shooting back an answer]," he explained.

When training, in addition to programs like Creative Resources and Leadership Music, Paulus said he takes inspiration from the TV show *The West Wing*. Everyone agreed that looking outside your industry is a good idea. Shannon shared that he worked for a company with no training, so he went back and earned an MBA. —Paul Williams

All About Bob

"It all starts with Bob" declared **Blair Garner**, kicking off the 7th annual *Bob Kingsley Acoustic Alley*. The writers round began with **Laura Veltz**, **JT Harding**, **Josh Osborne** and **Shane McAnally**. McAnally told of writing "Vice" with Miranda Lambert and Osborne the day her divorce hit the news. Chris Young took Veltz's song "Lonely Eyes" to No. 2. Her friends assured her it was okay; she would make the same money and didn't have to attend a No. 1 party.

©2017 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com



Promo, Marketing, A&R, Business Affairs.
Anything. Everything.
We get you where you need to go.

Thanks For
10 GREAT YEARS,
Country Radio!

Contact **Larry Pareigis**, President
larry@ninenorthmail.com or 615-332-5511

Set two featured **Brett James, Ashley Gorley** and **Luke Laird**. James told the story of writing with Kenny Chesney in the islands. When Chesney slid open the door and said "Brett, we went out last night," they started strumming and wrote a No. 1 song. After that they drank copious amounts of rum, then wrote their second chart topper, "Reality."

The final set was **Rhett Akins, Busbee, Heather Morgan** and **Cole Taylor**. Akins had been trying to reach a friend for some time and when he did, his pal said, "Missing is my favorite place to be." Rhett told him he'd call him back after he texted himself the song title.

James put the exclamation on the celebration by saying, "These folks are all hall of fame writers, but they're even better people."
—Paul Williams

Issues. We've Got Issues

The data and visual-heavy *Moving The Listeners And The Numbers That Count* looked at music sales, ratings declines, programming math, overnight airplay's impact on the chart and push week slotting.

"We are a major company that doesn't have a spin program," said Entercom VP/Country **Mike Moore**. "We've watched the other companies and, frankly, curious about the benefit they get out of that ... with audience, building stars, monetary benefits, ratings benefits, improved label relations. I don't know because I don't work for those companies."

Red Light's **Tom Lord** responded, "From the management perspective, for a brand new artist to plug into one of those spin programs, it is a huge shot in the arm. If you can somehow cut through, you benefit."

WMN number cruncher **Torie Nugent** showed that 52% of early airplay is in overnights. "It makes it really difficult to evaluate the reactivity of a single when more than half of the airplay is coming at a time of day when nobody's hearing it," she said.

Moore discussed overnight song parking as a response to label pressure for airplay. "PPM has made people more risk-averse," he said. "At the same time, record labels will tout MScores being great on songs that are only played in overnights. Of course they're great! The radio is across the room, the guy is working in a factory and he's not going to turn it off."

At its core, the problem exists in the deep relationships that exist in country music. "We live in a world where we're very close to these people, we care about each other and we want to help each other out as much as possible," Moore said. "That's just the reality."

Integr8 Research's **Matt Bailey** pointed out, "In CHR, listeners are there because they want to hear songs of the moment. They want to be in tune with the here and now ... [then] they're ready to move on. In Country ... they want them not just for six months but for six years. They connect with those songs and the stories they tell on such a powerful level."
—Chuck Aly

Lon Helton, lon@countryaircheck.com

Chuck Aly, chuck@countryaircheck.com

Russ Penuell, russ@countryaircheck.com

Wendy Newcomer, wendy@countryaircheck.com

Paul Williams, paul@countryaircheck.com

(615) 320-1450



Party People: Cast and crew of *BBRMG Live* gather at the Country Music Hall of Fame and Museum where they held court Tuesday night. Pictured are (l-r) all of 'em.

A Look Ahead

Friday, 2/24

7:30am

Women Mentoring Breakfast

Sponsored by NuVoodoo Media Services
Carolyn Gilbert, Jinny Laderer, Beverlee Brannigan, Lisa Smoot, Sunny Leigh, Lisa Ballance, Melissa Kent, Whitney Allen, Shelly Easton, Katie Bright, Sarah Frazier, Charlie Dean, Katie Dean, Lisa Wall, Erica Farber, Alison Bonaguro, Becky Brenner, Ginny Rogers
Omni, Level 3, Cumberland 5-6

8am

Digital & Tech Breakfast

Malika Quemerais, Michael Shoup, Gloria Stitt
Omni, Level 3, Cumberland 3-4

9am

Daily Featured Speaker: Ryan Redington/Amazon

Sponsored by Momentum Label Group
Omni, Level 2, Legends Ballroom D-G

10am

The Digital Revenue Explosion

Eli Mayo, Bob Parrish, Adam Ponzurick
Omni, Level 3, Cumberland 1-2

10am

Objects Are Larger Than They Appear: Small Markets That Do Big Things

Tom Baldrica (moderator), RG Jones, Jesse Garcia, Erica Ogle, JJ Holiday, Stephanie Theisen
Omni, Level 2, Legends Ballroom A-C

10am

Dicing the Data

Bob Richards (moderator), John Zarling, Jeff Green, Tim Richards
Omni, Level 2, Legends Ballroom D-G

10am

Cultivating the Farm Team: Sources of New Talent

Becky Brenner (moderator), Liz Rozengard, Tony Banks, Ben Downs, Dan Vallie
Omni, Level 3, Cumberland 5-6

10am

CMA Breakout Session #2: And the CMA Broadcast Award Goes to...

Omni, Level 3, Cumberland 3-4

11am

Promotions Start to Finish: Part You

Sponsored by vCreative
Tom Baldrica (moderator), Fritz Moser, Sunny Leigh, B Dub, John Trapane
Omni, Level 2, Legends Ballroom A-C

11am

Lace Up Your Boots & Get in the Trenches with Social Media Platforms

Becky Brenner (moderator), Malika Quemerais, Granger Smith, Gloria Stitt
Omni, Level 3, Cumberland 1-6

11:45am

Acoustic Stage Performance Featuring Kaylee Rutland

Omni, Level 2, Broadway Ballroom Lobby

12pm

Lunch & Performance

Sponsored by BMLG
A Thousand Horses, Trent Harmon, Delta

Rae, Midland, Carly Pearce, Maddie & Tae
Omni, Level 2, Broadway Ballroom

2pm

Cashing in on Live Events: Live!

Tom Baldrica (moderator), Dave Anthony, Paige Nienaber, Michael Jordan, Dhruv Prasad
Omni, Level 2, Legends Ballroom A-C

2pm

Coaching the Coaches: Top Talent Tell How to Motivate Them Best

Kirk Herbstreit, Robin Meade, Ace & TJ
Omni, Level 2, Legends Ballroom D-G

2pm

Eric Church's Virtual Reality Tour Experience

UMG Library Lounge

3pm

Artist Interview with Toby Keith: My Way

Sponsored by BMI
Omni, Level 2, Legends Ballroom D-G

5:15pm

New Faces Cocktail Reception

Sponsored by Big Spark Music Group
Omni, Level 2, Grandview Terrace

6:30pm

New Faces of Country Music Dinner and Performance

Sponsored by ACM and St. Jude Children's Research Hospital
CRS/Country Aircheck Awards Presentations
William Michael Morgan, Maren Morris, Jon Pardi, Granger Smith, Drake White
Omni, Level 2, Broadway Ballroom

©2017 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

Olivia
LANE

Feb 24 • New Faces Reception

Broadway Ballroom Area • 5:30-6:60pm

