

BMG

PROUDLY WELCOMES



INTO OUR WORLDWIDE FAMILY!!

WE CAN'T WAIT TO CONTINUE

HELPING WRITE THE AMAZING STORY

YOUR ARTISTS, SONGWRITERS AND

STAFF HAVE ALREADY WRITTEN!

ANYTHING FOR AN ADD

Outlandish, Outrageous & Obnoxious Stunts



The early bird gets the worm, but the relentless rep gets the add. From dressing in drag to smuggling sand from the tropics, these are stories from programmers and promo peeps alike on what it takes to make the country music world go 'round.

CBS Radio/Houston VP/Programming & KILT PD

Bruce Logan: Back in the day Josh Easler – then a promo rep for RCA – showed up in my office and laid on my couch while wearing a black dress trying to get me to add Chris Young's "Gettin' You Home (The Black Dress Song)." It was not a pretty sight, but we did add the record. Josh's mistake was posing for pictures!

A few months later all the brass from Sony/Nashville came to town for a visit and the station hosted a cocktail party for everyone. The pass for admittance featured the photo. It was great seeing Joe Galante, Tom Baldrice and Keith Gale, among others, with the picture hanging around their necks. Thanks, by the way, to Triple 8's Mark Gray for hanging on to it! He was the promotions director in charge of the event.

Arista VP/Promotion Josh Easler: Zero chance the dress would still fit. I haven't aged well.

Cumulus Dir./Nash Programming John Shomby:

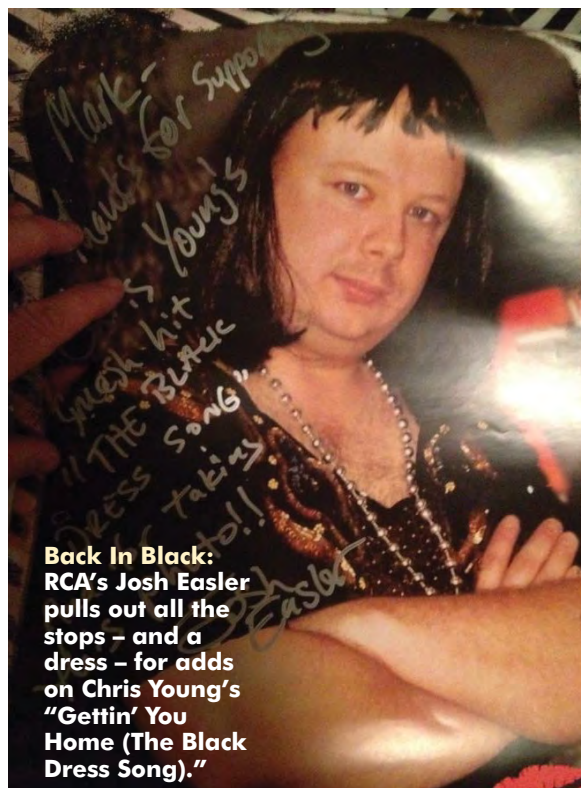
In my Top 40 days I had a rep show up in our lobby once with a mattress, blanket and wearing pajamas. He told the receptionist he was staying there, even if it took days, until I added his song. It was a single by an artist at the time named Greg Kihn. His stay didn't last a day, though. I had the GM in my office early that afternoon asking me to do something, and then the receptionist calling to tell me that the lobby was beginning to smell. Needless to say, I added Greg Kihn that day.

But the most creative record guy I have ever worked with is John Fagot and he's still in the business. He was my Columbia rep when I was in Dallas and showed up once dressed as a masked pro wrestler using the name "Fantastic Johnny Wham." And yes, he wanted airplay for the new song by Wham!. There was another time he showed up dressed as a woman with the idea of creating a scandal so we would consider playing the song by – you guessed it – Scandal. He showed up yet another time carrying around a mirror so we were always looking at two of him. He said he wanted us to think "double" and add two of his records that week. It was fun! I haven't seen that type of creative promotion in years.

Valory Dir./Northeast Promotion Don Gosselin:

I flat out refused to play "Red Solo Cup" when I was programming WNOE/New Orleans. Just refused!

Until I watched one of the marching bands in a Mardi Gras parade roll down the street playing – you guessed it – "Red Solo Cup!" I'm fairly sure Toby did not arrange for the band, but when I watched the crowd having so much fun, I added the song the next day. We actually sent a video of the Mardi Gras band to Toby and he posted it on his website.



Back In Black: RCA's Josh Easler pulls out all the stops – and a dress – for adds on Chris Young's "Gettin' You Home (The Black Dress Song)."

WLHK/Indianapolis PD Fritz Moser: I was working at a Top 40 station in Billings, MT in the early '90s. Before voicemail, our receptionist would take messages and this guy I hadn't talked with yet was getting a little frustrated. Off the cuff I told our receptionist, "If he had something that stood out I'd call him back right away." The next day there was a whole roll of fax paper all over the floor and written on it repeatedly was "How's this for standing out?! Call

me!" So I did. He told me he'd made a loop of the same message on his fax machine and let it transmit until we were out of paper. Then he sent us a \$50 roll of fax paper and said it was worth every penny. Very well played.

Reviver's Paul Williams: When I was PD at KPLX/Dallas and Enzo DeVincenzo was with MCA, he delivered a brand new toilet full of his CDs with a note that said, "All My Songs Can't Be Crap." That "crapper" and most of the CDs lived in our production room for years to come. And Enzo ... went into management. Just saying.

Curb Dir./National Promotion Mike Rogers: So it was 1995 or something, I was in Dallas, still kind of new and having a hard time getting [KPLX/Dallas PD] Brad Chambers to believe in Ken Mellons. "Jukebox Junkie" was the single and Brad just wasn't sure. For some reason I was down at the farmer's market one weekend with my wife when I came across a produce vendor. I asked the guy how much it'd cost to buy his whole flatbed truck full of watermelons. He told me \$200, I agreed and told him I'd be back. Brad's music director, Teresa Whitney, was helping me out and told me when he was going to be out of the office. So I called the guys back a few days later, gave them the station's address and had them drive the watermelons over. The offices were near the top of a high rise downtown and it took about an hour to get them up to Brad's office, where they stacked them all on top of one another. There must have been 200.

So Brad showed up a day or two later, the whole thing was a success and he couldn't figure out what to do with all the watermelons. We laughed about it and I got the add. But it doesn't end there. I got a call right after that from Teresa, who told me station GM Dan Halyburton was furious! Apparently they'd just put new carpet down – like the day before the watermelons got there – and the dollies the guys had used were really dirty and had left tracks all over the place. We thought we were going to have to buy new carpet, but I think we got away with having it cleaned.

Falls Media Group's Dan Halyburton: I don't have anything to add to that except that I love watermelon.

Warner Bros./WEA Dir./National Promotion Adrian Michaels: I was at Curb and working KILT/Houston PD Mark Adams, who had a rule that he did not go to dinner with artists or reps. He also didn't like you to play singles for him. You could wave at him as you passed his office – that was about it.

But I convinced him one time to break his rule and go to dinner with Lee Brice and myself. He'd only do it if we went to a very inexpensive Mexican restaurant near his house, so that's where we went. As we were getting dessert, the mariachi band came by to play for us. Nobody at the table knew it, but I'd called the restaurant the week before and paid the band to learn "Woman Like You." So as they served us, they started playing an amazing mariachi version of the single! Everybody at the table laughed and Mark added the song then and there.

ANYTHING FOR AN ADD

iHeartMedia EVP/Programming & KNIX/Phoenix PD Steve Geofferies: It was years ago and I was sitting at my desk in Greenville, SC when I heard a song start playing in the hallway. Next thing I know [then-BNA rep] Chris Waters is running around my office in a chicken costume holding a speaker and playing Craig Morgan's "Still A Little Chicken Left On That Bone." That's going above and beyond, but memorable! (Ed. note: Search YouTube for "Chris Waters Got Chicken?")

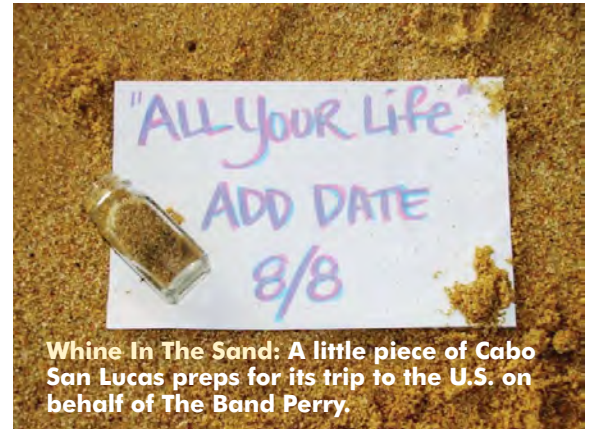
Promo vet Chris Waters: We were having a hard time with that single and I'd talked to people until I was blue in the face about it. And when people stopped taking my calls, I just decided to buy a chicken suit and be stupid. If they weren't going to pay attention to polite requests, I was going to make 'em pay attention! I went all over the Southeast with it and even surprised Craig onstage one night. I would get into the station with help from the promotions director or somebody, then walk in on the PD. And I got adds!

But my favorite stunt was sending a hearse to WWGR/Ft. Myers to pick up all the records on "life support" to add the Lost Trailers single I was working at BNA. Justin Tyler was the PD and he kept telling

me he had all these records on life support, and as soon as one died, he was gonna add mine. I finally called some funeral homes and the first thing I'd say was, "How's business?" Most of 'em hung up on me, but one guy who answered laughed, and I knew I had the right place. He put me on the phone with his dad, who ran things, and it just so happened the guy was a country fan. He had a Kenny Chesney record sitting on his desk as we talked. Since Kenny was on the label, I offered him tickets and backstage passes to a Tampa show in return for a favor. He had to drive his hearse to the station, ask for Justin, tell him to pull the plug on all those records and that he was there to pick 'em up. He told him to add my Lost Trailers single, too. All I needed was a picture of him and Justin out by the hearse and less than two hours later I got it. And the add.

WUSN/Chicago APD/MD Marci Braun: Mercury was working Jamey Johnson's "In Color." This was pre-Stapleton, of course, and because Jamey was super traditional, it sounded a lot different than everything else on the radio. We just weren't sure it was a good fit. So without us knowing, Royce Risser and Van Haze flew up for a day, went to Millennium Park with a camera and started playing it for people and recording their reactions. And of course they prompted everyone to say that US99 was their favorite radio station. It was hilarious! One lady completely screwed up our name and they didn't fix it. Another guy called us 'USN99. But it was great!

It was like a not-so-legit field study. Afterward they burned it to a DVD and sent it to us, but we didn't have a DVD player anywhere at the station. They'd put so much work into it, so Royce got on the phone and was like, "Find a DVD player and play this!" They finally put it on YouTube and it's still there. And yes, we added the song. (Ed note: Search YouTube for "Jamey Johnson In Color Field Study.")



Whine In The Sand: A little piece of Cabo San Lucas preps for its trip to the U.S. on behalf of The Band Perry.

KWNR/Las Vegas APD/MD Lois Lewis: When I was a regional, I think I became known as the "Queen of Mailers." The mailer I made for The Band Perry's "All Your Life," which turned into a two-week No. 1, featured sand that I gathered from the beach in Cabo San Lucas. I took a custom picture for each of my PDs of me standing on the beach with "their" sand so they'd know where it came from. "Would you walk to the end of the ocean just to fill my jar with sand" is a lyric in the song, and well, I did! And I carried 30 pounds of it back to the U.S. They even searched it at the airport! But it turned into my biggest add day ever.

I've made lip gloss for Florida Georgia Line's "Get Your Shine On," grave stones for The Band Perry's "Better Dig Two" and even a children's book for Eli Young Band's "Say Goodnight." My favorite part about creating mailers was seeing them on programmers' desks when I'd go visit.

KRTY/San Jose GM Nate Deaton: It was the late '90s and Arista's Lori Hartigan hated raw oysters and all things sushi. We agreed one time to add Jim Collins' "The Next Step" if she would swallow an oyster. She did it, but apparently threw up all night afterwards. Jim, of course, went on to write hit after hit.

But sometimes you just need moratoriums! Warner's Rick Young is relentless on all his records. So when there was one we really weren't interested in, we might agree to play it when it got to a certain point if he agreed not call us for a certain period of time. So we'd say, "Okay, we'll add this record, but you go on moratorium. No calls, no emails, no texts. Total blackout!" Usually it was for two weeks, but it could be as much as a month. Very effective in eliminating the badgering and both parties got what they wanted. Win-win!

CAC



Caught Dead: Shikany Funeral Home's Bill Shikany (l) makes a pick up at WWGR/Ft. Myers to the surprise of PD Justin Tyler.

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"OLIVIA LANE CONNECTS WITH HER FANS BOTH MUSICALLY, AND EMOTIONALLY, AND ALWAYS DELIVERS FUN ON-STAGE ENERGY THAT RALLIES COUNTRY FANS EVERYWHERE." -TIM ROBERTS, VP OF PROGRAMMING (WYCD DETROIT, MI)

- ENTERTAINMENT WEEKLY "BREAKING BIG" ARTIST
- ONE OF ROLLING STONE COUNTRY'S "10 NEW COUNTRY ARTISTS YOU NEED TO KNOW"

»CRS SCHEDULE«

Feb 22- **My Heartache Party**
Big Spark Music Suite, 10 pm

Feb 23- **One Whiskey Away Party**
Big Spark Music Suite, 10 pm

Feb 24- **New Faces Reception**
Broadway Ballroom Area, 5:30-6:30 pm

Be sure to look for the Olivia Lane stand-ups for suite updates!

