

LAUREN ALAINA  
LUKE COMBS  
MIDLAND  
CARLY PEARCE  
MICHAEL RAY

2018 CRS New Faces



The Capitol promotion staff and associated UMG/Nashville team are celebrating a ninth consecutive Label of the Year title with typically dominant chart share (right). Country Aircheck asked them for the best advice they've gotten ... or given.

# LABEL OF THE YEAR

## 2017 Top 10 Labels

- |                 |       |
|-----------------|-------|
| 1. Capitol      | 14.8% |
| 2. WMN          | 8.8%  |
| 3. Big Machine  | 7.2%  |
| 4. BMLG Records | 7.0%  |
| 5. Valory       | 6.8%  |
| 6. RCA          | 6.7%  |
| 7. Broken Bow   | 6.3%  |
| 8. Columbia     | 6.2%  |
| 9. MCA          | 5.3%  |
| 10. Arista      | 4.7%  |

**DAVID FRIEDMAN**  
UMGN VP

Arista VP/Promotion Bobby Kraig's cell phone had an antiquated, 10-character screen that displayed one word: "Questions." He said it was his reminder to always ask questions of radio. You learn not by talking, but by constantly inquiring, attempting to understand the needs of programmers, their goals, and the things they are going through on both the local and corporate level. That helps you create opportunities, and your programmers appreciate your desire to understand their world. Another simple one: Be yourself! Why else would you decide to dance in a pineapple costume or walk around CRS with a badge 10 sizes too big?



Div life with wife Amy Paige

**DONNA HUGHES**  
UMGN Dir./Radio Marketing

I actually did a few "interviews" while studying broadcasting at Middle Tennessee State University. I had notes after notes, reading from cards as I focused on the questions. Before my next interview, I was told to listen to the subject and the questions would just come. And they *did!* That was the beginning of a much varied and beautiful journey of interviewing that continues today. Another key is to know who you're talking to when chatting with a specific artist. What may work for one may not work for another. So do a little research, even if you just go online for five minutes. Also: Not everything on the internet is correct or true.



With great nephew Logan



With regional in-training Regan.

**BRENT JONES**  
Midwest

My first boss, Bill Catino, told me, "If you take care of the music, the music will take care of you." I believe he got that from Jimmy Bowen, but I've never met Bowen. My grandmother Bammy

told me something I've carried around since grade school. "You can never get above the company you keep." I've thought about that often when choosing whom to hang out with and trust.

**ASHLEY LAWS**  
Southeast

The five Ps: Proper Preparation Prevents Poor Performance. Great advice for covering a show or just getting through the workday. Now, this is something I could always be more mindful of, but I love a good acronym and it has stuck in my mind ever since I heard it.



Second from left with Schuler, Jones, former Coord. Sarah Beth Watson and Risser.



A good day with mom.

**JASON MCCOLL**  
Coordinator

"Bloom where you are planted." When I started as the UMG mailroom temp, I was constantly thinking about getting out, but that advice helped me focus. I was washing dishes and organizing CD closets at that time, but I made it a point to do these as well as I possibly could. Also, when I was a child dreading school, my mother always told me "make it a good day." Life is a whole lot easier when you realize it's up to you if you are happy or not.

**ROYCE RISSER**  
UMGN SVP

"Never let what you do define who you are." What we do for our livelihood has a very sneaky way of becoming how we identify ourselves. It's so easy to get into conversations with people outside of our industry who find us interesting because of our line of work. When you say you work alongside country artists, it is almost always an immediate "Wow!" I can meet pretty much anyone, and know the country radio station in their market. It's a very easy entry point into conversations. However, using it without caution can become dangerous. What happens when the job is over? Kind of scary, right? It's a tough balance, but how great would it be to live and interact with people without having to reveal what you do, how much money you make, or who you know? It's not entirely possible, but working toward that is healthy.



With Keith Urban while in radio (left) and now.

**ANNIE SANDOR**  
Northeast

"Go where the love is." That was in 2004 from Justin Case (then-Hartford, now in Wichita) and I have passed it on time and again. If you are surrounded by people who believe in you and support you, you will grow and flourish. I am!

The best promo advice is be real. It's easy to get caught up in this crazy business, but if you are straight with your teammates and partners, great things can happen. We have to have some hard conversations with our partners at times, but if you are both coming from a good place, those tough talks can grow your partnership.

**CHRIS SCHULER**

UMGN Mgr./Radio Marketing & Syndication

I always hated biology but, ironically, it left me with one of my biggest life takeaways. Written on the chalkboard on the first day of 10th grade was, "Adapt, migrate or die." If presented with any sort of problem, you either adapt to it, get away from it or let it kill you. Still holds true in the music business.



Contemplating whether to adapt, migrate or ....

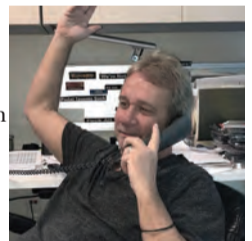
**MARA SIDWEBER**  
Southwest

When I left KPLX/Dallas in 2004 for my first record gig, Smokey Rivers sent me an email I have kept and read regularly. He said, "The music you work will come and go, but what will always be there is the respect you build with the people you deal with. Build great relationships and take even better care of them. They're the only thing you'll take wherever you go."



**BOBBY YOUNG**  
VP

Gene Kennedy (Door Knob Records) told me the last thing to do before getting off a call was to reconfirm they were going to report my artist's song as an add to the trades. That was back in 1979. I was 12. Gene Hughes and Bruce Hinton (MCA) advised me to give a reason why someone should play your artist's record - sales info, airplay stories, listener requests, etc, rather than just ask for the add, help or a favor. Bob Saporiti and Nick Hunter (Warner Bros.) were both quick to point out that the record business isn't a party, and building long-term, mutually respectful and beneficial relationships at radio and within the industry is crucial. Frank Leffell (Mercury) was quick to point out that if I ever turned in three-tenths of a mile for business mileage on an expense report again, he would fire me. Eddie Mascolo (RCA/Mercury) always had great advice, some I'm hesitant to repeat. Paul Lucks (Polygram/Mercury) advised me we were promoting the Statler Brothers, not Bon Jovi. That was the last time my hair graced the middle of my back and shoulders. The most important advice I was ever given was when I was five or six. My grandfather said, "If you have nothing good to say about someone, don't say anything." I've tried to live by this and also instill it in my kids, all five of them. Just like me, they will probably remember it and not always act accordingly ... then learn the hard way that they wish they had.



**MEGAN YOUNGBLOOD**  
West Coast

Best advice I've gotten and still give: "Figure out what you love and find a way to make a living around it." For me, it had to be something involving music so that turned out well!

CAC



With Young and Urban.