CRS Thursday: Don’t Blink

CRS-38’s opening session covered a lot of ground on the way to the keynote: Bob Kingsley introduced a plea for radio to play PSAs for the Wounded Warrior Project. Larry Wilson was surprised by Jack Hannah (sans animals) who presented him the Tom Rivers Humanitarian Award. Toby Keith accepted the Artist Humanitarian Award via video. A $25,000 scholarship grant was presented to Central Michigan University. And Radio Humanitarian Award winners were announced -- Small Market: KTTS/Springfield, MO; Medium Market: WIVK/Knoxville; and Large Market: WQYK/Tampa.

Jon Bon Jovi then joined WSIX/Nashville’s Gerry House, and things started on the silly side. House: “Do you have people bathe you?” Bon Jovi: “Yes. In fact, we’re taking applicants tonight.” The rock icon went on to discuss his upcoming album, which he described as “a Bon Jovi record influenced by Nashville,” as well as his views on songwriting. Asked about the Dixie Chicks controversy, Bon Jovi said, “I have made a very conscious decision not to bring my politics on stage.”

Hispanic Study: Yo Quiero Country

“There is no option to ignore Hispanics,” says Edison Media Research President Larry Rosin. EMR’s new report identifies a big opportunity for Country radio and labels who simply make the effort. “Country music and radio must attract the Hispanic community to be viable in the long term. We can’t just be the white people’s format,” he says. “We’ll go out of business.” Already the 10th-ranked format among America’s largest minority with a 2.4 share, Country can capitalize on high-TSL Hispanics with Spanish TV ads and billboards. Rosin advises radio to stream Spanish-language side channels, offer websites in Spanish, work the community and obtain endorsements. For labels, Rosin recommends that Country acts re-record in Spanish, collaborate with Hispanic stars, and produce salsa or Bachata remixes. Nearly 70% of Hispanics agree that Country is getting better; 57% say it’s fun and exciting; 24% listen to Country; and 40% are “open to it.”

No Holds Barred Rap Session: Spin Control

Tempers were tested in the cross-industry “No Holds Barred” session featuring Bob Kingsley, Luke Lewis, Jack Ingram, Clay Walker, Scott Lindy, Charlie Cook, Mike Dungan and Scott Borchetta. Debate centered on how slow labels feel Country radio is on playing new music. Said Dungan, “I’m worried about radio. We’re not training

Thirty Something: Sony BMG/Nashville recognized Brooks & Dunn for 30 million in career sales during the label’s Thursday evening Boat Show. Pictured afterward are (l-r) SBMGN Exec VP Butch Waugh, Arista/Nashville VP/Promotion Skip Bishop, Ronnie Dunn, SBMGN Chairman Joe Galante, Kix Brooks, SBMG Music Entertainment COO Tim Bowen, and SBMGN VP/Marketing Tom Baldrica.

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programs to be flamethrowers, we’re training them to be safe.” Borchetta noted, “We’re not going to sit around and wait for radio to break our acts … we have other ways to do it.” Ingram observed, “Brooks & Dunn had eight top 10s in the time it’s taken me to have one.” Cook replied, “I’m not sure that’s radio’s responsibility.” Retorted Lewis, “If you want stars, it is.” Walker quipped, “I miss payola! You could take a PD to a ballgame, buy him sneakers, pay for his son’s private schooling and build a great relationship. It’s become holier than thou.”

Road & Radio: Artists Crossing
Colin Raye, Tracy Lawrence, Craig Morgan, Dusty Drake, Sara Evans
Sara Evans and Pat Green. The latter earned a rare (for the boat) standing ovation with “Wave On Wave.” Gretchen Wilson and Carrie Underwood performed before Brad Paisley unveiled his new single “Ticks.” In honor of the single and Paisley’s newborn son, Arista staffers passed out cigars with a blue band bearing the phrase “It’s a tick!” Martina McBride brought the crowd to its feet with “Anyway.” Brooks & Dunn closed, bringing the entire ensemble as well as Van Zant up for two numbers including the finale “Sweet Home Alabama.”

Personnel Ads:
“If you need me to come fire people for you, I’ll be more than happy to do it.” So said Interop’s Bruce Feniger during “The Personnel Ads” session. Tools mentioned for finding the right employee included how to conduct a really uncomfortable and awkward job interview—the best kind, according to Feniger. So if a prospective employer asks you when the last time you went to the dentist was, you’ll know they were at this session.

Let’s Get Small
The Small Market panel track surveyed topics from covering severe weather to squeezing revenue out of station websites. “The Write Stuff” panelists looked at creative imaging and told about the great bit secret weapon: 100 Best First Lines of Novels from American Book Review.

Brilliant Basics: Simple, Right?
Saga EVP/Group PD Steve Goldstein offered fundamentals of good radio: Answer the phone, change production frequently. Use clearly understood promos. What’s your station’s position worth defending to death? Deliver to your target audience’s expectations. Pinpoint one key strategic issue at a time. Image change is glacial. Go clearly understood promos. What’s your station’s position worth defending to death? Deliver to your target audience’s expectations. Pinpoint one key strategic issue at a time. Image change is glacial. Go somewhere and listen to your station for a day. Master using Selector. Recycle the best bits; don’t add C-level stuff. Finally, the more you say, the less people remember.

Life Of A Legend: Ronnie Milsap
Interviewed by WSM-AM/Nashville’s Eddie Stubbs, Ronnie Milsap said, “Radio has been my window to the world. I took apart our Philco at age 3, and by adding more wire I picked up more stations. In many ways, radio has been my all-time best friend.” Proudly back on RCA, Milsap reports he’ll be working 100 dates this year and “trying to plan where we want to be next. I’m on the constant lookout for great songs.”

Water Works: SBMG Dinner Cruise
Montgomery Gentry kick started the 21st annual Boat Show, Jason Michael Carroll and Ashley Monroe sang a duet, as did Sara Evans and Pat Green. The latter earned a rare (for the boat) standing ovation with “Wave On Wave.” Gretchen Wilson and Carrie Underwood performed before Brad Paisley unveiled his new single “Ticks.” In honor of the single and Paisley’s newborn son, Arista staffers passed out cigars with a blue band bearing the phrase “It’s a tick!” Martina McBride brought the crowd to its feet with “Anyway.” Brooks & Dunn closed, bringing the entire ensemble as well as Van Zant up for two numbers including the finale “Sweet Home Alabama.”

As is custom, Das Boot was also a heavy metal show: Sara Evans’ platinum slab for Real Fine Place; Carrie Underwood’s quintuple platinum; Paisley’s double bump for Time Well Wasted; and a whopping 30 million barn wall for Brooks & Dunn career sales. Another impressive performance was turned in by Sony BMG staffers, who TiVoed Kellie Pickler’s American Idol performance, drove out to the Opryland dock, jumped in a speed boat for a run down the river where a DVD was passed in mid stream (literally) to the General Jackson and shown to all in attendance.

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March 2, 2007

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11-11:50am
*Tool Time 2007: Embracing New Technologies*
Mike Peterson (WUSN/Chicago PD), Ruth Presslaff (Presslaff Interactive Radio),
Kerry Murphey (USRN),
Chris Stacey (Hurricane Interactive), moderator JD May (Echo Music)
NCC 206

11-11:50am
*www.ClickYourMoneyMakers.com (Sales)*
Generating and growing web revenue.
Larry Downes (Saga Communications), Chris Bell (Planet Jam Media Group),
moderator Tim Burns (WFMS/Indianapolis)
NCC 208

12am-1:50pm
*Capitol Lunch*
NCC Performance Hall

2-2:50pm
*How to Kill the Debt Monster*
Steve Diggs
NCC 204-205

2-2:50pm
*Digging up Bones: Anatomy of a Record Label*
Dixie Weathersby (Capitol),
Wade Hunt (Sony BMG),
Lynette Garbonola (Warner Bros.), Ben Kline (UMG),
Tim Wipperman (Equity),
moderator Larry Pareigis
NCC 206

3-3:50pm
*Your Baby is Ugly: Why I Won't Buy Radio (Sales)*
Learn to combat reluctant advertisers.
Melanie Corbett (January & Associates), Ken Wilson (Lewis Communications),
moderator Rick Murray (CMA).
NCC 208

3-3:50pm
*Artist Interviews 101*
John Rich, Blair Garner (After Midnite/The Blair Garner Show), Sharla McCoy (McCoy & Associates), Bill McMahon (The Authentic Personality), moderator Lon Helton
NCC 206

3-3:50pm
*Mom, I Married an MD: Theories of Music Scheduling*
Keith Hill (The Unconsultant),
Marci Braun (WUSN/Chicago APD/MD), moderator Cary Rolfe (KDKR/Spokane).
NCC 209-210

4-5:30pm
*I’ll Buy That: Good Commercials Sell*
Thomas Hripko (The Radio Spot)
NCC 208

4-5pm
*Extreme Networking*
NCC 204-205

6-7pm
*New Faces Cocktail Reception*
West and Center Hall Lobby

7-10pm
*New Faces of Country Music Dinner & Show*
Jack Ingram, Eric Church, Rodney Atkins, Trent Tomlinson, Miranda Lambert,
host Kix Brooks
NCC Performance Hall

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**Night Life**

Following is a detailed overview of evening activities and showcases open to all CRS-38 laminate holders unless otherwise indicated.

**Nightly**
- **Curb/Asylum “Rolling Asylum” Bus**
  Outside Renaissance
  Invite Only
- **Jeffrey Steele Showcase**
  The Rutledge
  410 4th Ave. S.

**Saturday 8:30pm**
- **Premiere Radio Networks After Midnight Disco Party**
  Renaissance Grand Ballroom
  Premiere Laminate required

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