

CRS 2014

DAILY BUZZ

February 19, 2014, Issue 1

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CHECKING ALL BOXES...
Chart Position,
Sales and Research

CRS Leads With Hall Inductions

Opening with a nod to the greats as always, the *Country Radio Hall of Fame Dinner & Ceremony* set the stage for another big week Tuesday night in Nashville. CRB Board President **Charlie Morgan** opened with a presentation to radio and television executive **Ed Hardy**. "We are pleased tonight to give the President's Award and a huge thank you for all his tireless work on behalf of country music and Country Radio Seminar to Ed Hardy," Morgan said.

Hardy thanked former employers, co-workers and associates, as well as his family. "I've been so privileged to have so many nice honors in this business that I'm not sure I've really earned or deserved," he concluded. "This one, however, means so much to me because it came from you, my fellow Country radio broadcasters. I'm so proud to call CRS leader Bill Mayne a dear friend and I thank you so much for everything."



Emmylou Harris and **Rodney Crowell** celebrated **Vince Gill** and his Career Achievement honor with what Harris called "one of the most beautiful songs ever written" – "Go Rest High On That Mountain."

"More than anything, what I wanted to share with all of you is gratefulness for what you did for a kid," Gill said, revealing he made his



Dinner & A Moving: New Country Radio Hall of Famers and honorees celebrate following Tuesday's entertaining and emotional ceremony. Pictured (l-r) are President's Award recipient Ed Hardy, Jim Denny, Paul Schadt, Mike Brophey and Larry Wilson, Career Achievement honoree Vince Gill and CRS' Bill Mayne.

first record 40 years ago. "The first record I ever made got played on the radio [and] it gave me such hope ... I never forgot that feeling. I could drive you to the spot, still to this day." Saying he felt in the prime of his music making abilities, Gill added, "I promise you I'm going to keep beating on your doors." He closed saying, "Whether you choose to play the records or not ... it's never been personal. When you have, I'm grateful. When you haven't, I've learned from it. God bless."

Former CRB exec **Paul Allen** offered a tribute to the late

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★ ★ ★ Don't Miss THE Marquee Event Of CRS ★ ★ ★

WEDNESDAY



LIVE AT THE RYMAN



★ ★ ★ ★ ★ DOORS AT 12:00 NOON ★ ★ ★ ★ ★



Welcomes You to CRS 2014!



Don't miss the
BMLG EXPERIENCE
tonight!

MARATHON MUSIC WORKS // 9PM

1402 Clinton St. (Shuttles outside the lobby!)

Brantley Gilbert • Justin Moore • The Band Perry
Vince Neil of Motley Crue • Danielle Bradberry

HIT US UP!

George Briner

615.775.6648

Shari Roth

312.590.3229

Brad Howell

615.500.2246

JoJamie Hahr

615.495.7056

Amy Staley

615.513.6009

Ashley Sidotti

615.720.1325

THE VALORY MUSIC CO.

JUSTIN MOORE

#21 MB/CA

#22 BB

BRANTLEY GILBERT

#20 MB/CA

#18 BB

THOMAS RHETT

#19 MB/CA

#21 BB

THE EVOLUTION OF THE REVOLUTION | VALORY PROUD

Gaylon Christie, who passed last month. "He's been a good friend to country music, a good friend to Country radio, a good friend to the CRB and a good friend to the Hall of Fame," Allen said. "As a philosopher and a fisherman, Gaylon always had some important things to say. One of them was this: 'Paul, you can give a hungry man a fish and you can satisfy his appetite. But, if you teach him how to fish, he'll learn how to spend the day on the lake drinking beer and smoking cigars.'"

Mike Brophay: Greater Media Chairman/CEO **Peter Smyth** inducted WKL/Boston's Brophay. "Thanks to hard work, dedication and leadership from Mike and his team, Country 102.5 was recently ranked No. 1 in the market and has become one of the premiere Country stations in the nation," Smyth said.

Brophay thanked his early employers and influences including George Beasley for flipping WXTU/Philadelphia to Country, Smyth, Boston MM Rob Williams, Dir./Programming Cadillac Jack and his current team. He also thanked the music industry for putting out "phenomenal music." He also expressed appreciation to family, including his mother, brother and kids. "And I would be remiss if I didn't mention Ginny Rogers. You know, I tend to look at myself as a scientific kind of person. I like to analyze things and that doesn't

leave a lot of time for art, sometimes. Ginny brings the art to my business, to my radio station. And she's phenomenally talented. Thanks for running the family, thanks for running the house, thanks for letting me think I run the radio station."

He closed saying, "The Country Radio Hall of Fame induction is wonderful, beyond belief, and I thank you all from the bottom of my heart."

Jim Denny: The WFMS/Indianapolis morning man's induction began with his wife and station traffic reporter **Mimi Pearce**, who referred to his early days playing bluegrass in a band that included **Alison Krauss**. Pearce then surprised the crowd and brought Krauss to the stage. "When I first met Jim Denny I knew him as Denny Clark and I was 12 years old ... it's an honor to induct you into the Country Radio Hall of Fame," she said.

Denny thanked his family and early supporters in attendance including Charlie Cook and Bill White, who he said told him, "Work hard and live lucky." Denny added, "I have been so lucky. I can't tell you how lucky." He offered thanks to Charlie Morgan, Trapper John Morris, morning teamers Kevin Freeman and Deborah Honeycutt. "But the most important thing to me is my family," he said. "You can take everything away from me except them." He made a point to thank his children for accepting being "an open book" in having their lives played out on-air. "I can't thank my family, everybody, all of you enough," he finished. "God bless you all."

Larry Wilson: Former FCC chair and attorney **Dick Wiley** did the honors for the man who amassed Citadel and now heads Alpha and L&L. "At his core, Larry Wilson is a people person," Wiley said. "Without question, he has made, and I think he will continue to make, a real difference in the radio industry."

"This is a very big deal to me," Wilson said. "It was worth coming out of retirement for this." He thanked his radio colleagues, family and the music community before recounting the story of his nomination for the Hall, and how Neal McCoy heard about it and called CRB's Bill Mayne to offer his support. "Neal said, 'If he doesn't get in, I will personally destroy your life. I have a lot of friends, I will turn every one of them against you. I will come get you.' So I know Bill is having a good night, but he's not nearly as happy as I am. Thank you all very much."

Paul Schadt: Country radio vet and former Charlotte Country PD **Paul Johnson** inducted Schadt, recounting the WKKT/Charlotte morning host's tireless efforts to meet and know listeners. "Paul likes people," Johnson explained. "He really likes them." Johnson also recalled a liner celebrity attorney Johnnie Cochran left Schadt after an interview: "If you don't listen, you're going



Mike Brophay

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HIT
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POKER TOURNAMENT MIDNIGHT LEADERBOARD

1. CATHY MARTINDALE
2. ASHLEY MARTIN
3. GARY HELLER

THE ACTION STARTS BACK TONIGHT AT 10PM IN THE FISK ROOM



UMG Lunch



THURSDAY: JENNIFER NETTLES, BROTHERS OSBORNE & KELLEIGH BANNEN



LIVE AT THE RYMAN DOORS AT 12:00 NOON



Paul Schadt

to prison." He called Schadt's induction "one more for the good guys."

"I want to thank everyone who voted for me," Schadt said. "Excellent choice." His humor wove through his acceptance. "Most other halls of fame, when you get in your best years are behind you," he said. "It's almost completely the opposite with the Country Radio Hall of Fame, where you still have 10, 20 maybe 30 high-paying, highly productive years in front of you. You hearing that Rod [Phillips, Clear Channel SVP]? Is Rod paying attention to that?"

"I do want to take a second to thank my friends from Clear Channel, who have made my life wonderful," he continued. "About a year ago, somebody high up in the company found out I was oh-for-seven when it came to CMAs and ACMs. They started a syndicated Country morning show solely to cut down on the amount of people I would have to compete against. And it worked. "We get off the plane today and bingo-bango, we are the ACM Major Market Personalities of the Year. Thank you, Clear Channel." Turning serious, he thanked early influences, current station colleague, family and listeners. "Tonight is definitely the highlight of my professional career," he said. "The highlight of my personal life is sitting right there at the table – my beautiful, smart daughter Emily, my handsome, intelligent son Adam and the woman I'm so lucky to get to share my life with, my beautiful wife Kathy. I love you all. Thank you very much."

A&O&B Bring It

Albright & O'Malley & Brenner's annual *Pre-CRS Client Seminar* touched on the importance of negotiating a contract that works for you as well as your employer, engaging your listeners on-air and socially, making money with music festivals, branding like Gerry House ... and they even suggested there is a new core demo for Country radio. Here are some takeaways from the presentations:

2014 Roadmap Study: Of 8,874 mostly P1 respondents in more than 70 markets in the U.S. and Canada, 71.8% are still satisfied with Country radio, a number that has continued to grow over the last five years. What hasn't changed are the biggest hot buttons for dissatisfaction: the perception of song repetition and commercial loads. An overwhelming 90% of respondents are still discovering new music from their local radio stations, but the study showed an increase in discovery by social media from last year. Country listeners continue to be increasingly tech savvy, and 81% of them are on Facebook – their top social media choice – every day. The 18-24 demo has nearly doubled since 2010 and their responses mirror those in the upper demos. A&O&B suggests the new core demo for Country radio is 18-54.

Negotiating Contracts: Attorney **Jim Varnell** says it may sound simple, but the most important thing you can do before signing a contract with a future employer is to read it. Because that can be complicated, it's worth the money to get an attorney or agent to help you, he says. Don't ever think there's nothing you can do about it. Be respectful and courteous, know what's really



Trained Professionals: Country radio pros and Republic Nashville's Eli Young Band at Albright & O'Malley & Brenner's Pre-CRS Seminar at the Country Music Hall Of Fame And Museum in Nashville today (2/18). Pictured (l-r) are Federated Media's Jim Allgeier, the Eli Young Band's James Young, Jacobs Media/A&O&B's Lori Lewis, FM's Joel Pyle, A&O&B's Mike O'Malley, EYB's Mike Eli, Country Radio Hall Of Famer Gerry House, EYB's Chris Thompson and Jon Jones, A&O&B's Becky Brenner, FM's Clint Marsh and WQHK/Ft. Wayne, IN's Dave Michaels.

important to you going into negotiations, and keep it off of social media. "Don't try to eat all the cake," he says. "You can't have everything, so pick your battles wisely."

Make & Monetize A Festival: Federated Media's Ft. Wayne and South Bend, IN Country stations both put on successful music events, and each has its own way of doing it. The bottom line, says Ft. Wayne GM **Jim Allgeier**, is that there isn't one right way of doing it. At **WQHK/Ft. Wayne** they charge \$15 for tickets and have two presenting sponsors and a slew of sponsorship opportunities, but no two are alike. Packages – some of which involve no on-air spots – are tailored to each client based on a needs analysis.

At **WBYT/South Bend**, GM **Clint Marsh** says the tickets are free to listeners and given away through hundreds of sponsor opportunities including ticket stops, Facebook and texting contests. What both music festivals have in common is that they equate to a

13th month in terms of revenue. "It's the biggest thing we're known for in the community," says Marsh. WQHK PD **Dave Michaels** agrees. "People will start asking months and months ahead of time who will be playing our show. It's big."

Gerry House Q&A: Longtime Nashville radio personality and *Country Music Broke My Brain* author **Gerry House** said building his brand was "was mostly accidental. I only took the [WSIX/Nashville] job because there's no state tax in Tennessee, so I got a raise by moving here." He continued that he didn't have a brand, that he's a writer who happened to be on the radio. "I did a talk show interrupted by country music," he said.

He did offer some good advice for radio folks looking for success: Preparation is key. "The Kiwanis Club might ask you to do a 20-minute speech and most guys would work on it for two days, but do nothing to prepare to do four hours on the air. I was scared to death. I'd get off the air and write 25 jokes." He also said you don't have to be funny to be successful. You have to be funny or interesting or nice, he said, and if you've got all three, all the better. You also have to be honest. "If a listener can't tell you five things about you, you've made a mistake. You're not being honest enough." House also said he's started two more books: one called *Rejection*, about how to get through it, and the other called *29 Dogs*, which is 29 stories written from the dogs' perspective about their owners.

Doing Social Or Being Social: Jacobs Media's **Lori Lewis** says the goal is to use social media to complement your radio station and personalize the fan experience. The first step is to identify yourself and what your fans have "hired you" to do when they liked or followed your page. Create filters based on that identity and only post things that fit into those filters. Social is personal, Lewis says. It's not about contests, it's about respecting your fans' conversations and strategically weaving yourself into them. Acknowledgement is key. Respond to fans and let them know they matter. Prepare to use pop culture events to your advantage by figuring out what could happen and what it has to do with your station and its audience. Do the unexpected; create what Lewis calls "holy crap" moments listeners can't stop talking about, and treat people as if they are your equal. "You have to earn trust and an active solid fan base," Lewis says. "Study what triggers reaction, and do that."

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The Artists & Staff Of

N
NINE
NORTH
RECORDS

TURNPIKE
MUSIC

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Welcome You To CRS 2014!

The Day Ahead

Here's an all-in look at CRS 2014 proceedings for Wednesday, Feb. 19:

9:30am

Opening Ceremonies

Artist & Radio Humanitarians
NCC 204-205

10:15am

Keynote: Gavin McGarry

NCC 204-206

11:00am

Little Big Town "Perseverance"

Bob Kingsley (moderator)
NCC 204-206

12pm

Team UMG at the Ryman

UMG artists
Ryman Auditorium

2:30pm

CRS Research Presentation

Larry Rosin, Jayne Charneski
NCC 204-206

4pm

Muscle Shoals: The Magic in the Music

Charlie Morgan (moderator), Rick Hall, Jimmie Johnson, Spooner Oldham, Mac McAnally
NCC 204-206

5pm | Sidewalk Suite

Dylan Scott
Renaissance, Suite 2114

5pm | David Shelby Bus

NCC Entrance

5:30pm

Opening Night Welcome Reception

Sponsored by Live Nation and World Vision
NCC Level 1 Foyer

7pm

Grand Ole Opry

Carrie Underwood, Rascal Flatts, Old Crow Medicine Show, Love And Theft, Brandy Clark, Will Hoge, Eric Paslay
NCC Performance Hall

8pm | Renegade Radio Nashville's 3rd Annual CRS Music Showcase

JJ Lawhorn, Tommy Roe, Bucky Covington, Josh Pruno, Ray Scott, David Bradley, Leah Seawright, Joanna Mosca, David Shelby, Ayla Brown
The Listening Room (217 2nd Ave., S)

9pm | BMLG Are You Experienced? (invite only)

Justin Moore, The Band Perry, Brantley Gilbert, Motley Crue's Vince Neil, Danielle Bradbery
Marathon Music Works (1402 Clinton St.)

9pm | Lee Brice / Randy Houser & Friends

American Young, Parmalee
War Memorial (301 6th Ave., N)

9:30pm | Muscle Shoals Movie Viewing

NCC Level 2, Room 204-206

9:45pm | MusicMaster 30th Anniversary Acoustic Jam

North 40, Samantha Landrum, Zane Williams, Lucas Hoge, Tyler Barham, Joe Bachman, Carissa Leigh
Renaissance Ryman Room

10pm | Hitshop Poker Tourney

Kira Isabella, Weston Burt
Renaissance Fisk Room

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Big & Rich

look at you

Impacting: 2/24

"Sounds AMAZING on the air... as soon as we played it, people called about it, wanted to hear it again. I am telling you, you have a number one record on your hands. Whatever they are doing, just tell them to keep writing – this may be their biggest song ever." **Brian Michel - WUBL Atlanta**