

DAILY BUZZ

February 21, 2014, Issue 3

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**25 Bullet!!
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Chart Position,
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Weather Permitting: Sony Floats On

Heavy rain, wind and tornado sirens might have kept **Sony/Nashville's** 28th General Jackson Show & Dinner Cruise tied to the dock, but they couldn't sink a full evening of music and entertainment. "If this boat goes down, only me and **Sara Evans** will survive," cracked surprise emcee **Gerry House**, who took the stage wearing a life jacket and suggested that Evans didn't need one.

"If you're not with someone you wish to die with, you might want to switch tables right now," House implored. An unfazed **Brad Paisley** performed first, offering a new tune that, appropriately, referenced laughing all the way to the riverbank. "The Mona Lisa" and the Paisley/House-penned "Put That Toilet Seat Down" were part of the fun. **The Swon Brothers, Leah Turner** and **Love And Theft** soon followed. "I can't drown?" Evans playfully asked House as she took the stage for "Stronger" and "Slow Me Down." "What's that mean?" she asked. House had some fun with the crowd, too. "Is Mike McVay here?" House asked. "Somebody tell him Superfly called and he wants his clothes back. And where's Charlie Chase? Charlie dresses like a riverboat gambler, so he's right at home." Far from done, House reminded the audience that "Ronnie Dunn is hosting a session tomorrow

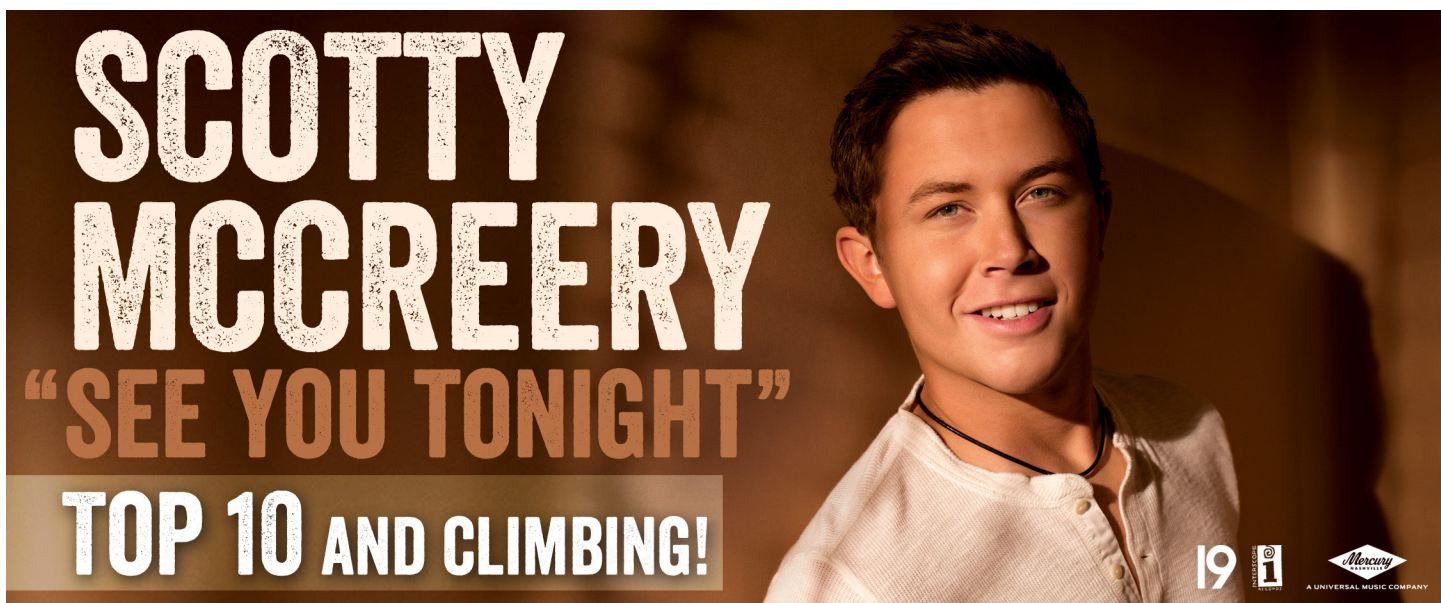
on how to use social media. Clay Hunnicutt's gonna join him." **Jerrod Niemann** took the stage as the libations flowed to deliver "Drink To That All Night" and "Buzz Back Girl."

House then realized that **Blake Shelton** had been watching the show with **Miranda Lambert** from the second level. After an
(continued on page 3)



Listen To The Music: Sony/Nashville artists gather with the Doobie Brothers on the label's annual General Jackson show during CRS 2014. Pictured (l-r) are Sony's Gary Overton, Doobie Pat Simmons, Sara Evans, Chris Young, Doobie Tom Johnston, Love And Theft's Eric Gunderson, Doobie John McFee, Jerrod Niemann, LNT's Stephen Barker Liles and Doobies manager Bruce Cohn.



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CRS New Faces



3 Week #1

“It Goes Like This”

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Over **125,000** albums
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unsuccessful attempt to get Shelton onstage, House remarked, "I'm not sure how hammered you have to be to say 'I do' to Blake Shelton, but she did." Lambert then launched into "Mama's Broken Heart" and subsequently performed new single "Automatic" for an appreciative crowd. A big plaque presentation from Chairman/CEO **Gary Overton** followed (see photo). "Holy sh-- balls," Lambert responded. "That's all I can say."

Chris Young was next, performing "Who I Am With You" and "Aw Naw" before delivering the night's big surprise. "Please welcome ... the **Doobie Brothers**," he said as the band took the stage with "China Grove." Young shared vocals. Brad Paisley returned to offer a particularly inspired guitar solo on "Long Train Running." By the time the Doobies closed with "Listen To The Music," aided by Paisley, Evans and a sing-along crowd, the boat was fully-rocking – no propulsion necessary.

Team UMG Part 2

UMG/Nashville took lunch back to the Ryman for a second day Thursday, leading off with a video profiling **Kelleigh Bannen**, who said, "As an artist you have to know who you are and then make people believe in your brand," she says. She then took the stage to perform "Salt and Lime," "Oh My," "Broken Record Hearted," "Church Clothes" and "Famous."

Brothers Osborne's opening video described coming from small town Deale, MD, and how people back home asked for years if they were still doing that "music thing." After a decade of work that finally led to airplay, the refrain became, "It's amazing that overnight everyone knows your names!" They performed "Stay A Little Longer," "It Ain't Gonna Be Tonight," and "Shoot From The Hip" before saying it would be a sin to play the Ryman and not play a song that's a "little bit chill" and launching into "21 Summer." They closed with their upcoming second single "Rum."

"After 10 years in Sugarland, I not only wanted the process to be different, I needed it to be different," **Jennifer Nettles** said in her open. Her performance included "That Girl," "Moneyball," "Me Without You," and "Jealousy," which she ended with a mashup of Sugarland's "Everyday America." She finished the lunch with "Know You Wanna Know."



Wry Men And Women: Performers from UMG/Nashville's Thursday lunch at the Ryman gather with execs following the show. Pictured (l-r) are Gellman Management's Gail Gellman, Mercury's Damon Moberly, UMG's Royce Risser, Jennifer Nettles, UMG's Mike Dungan and Tom Becci, Kelleigh Bannen and (inset) Brothers Osborne.

Steve Jones' Brand Like A Rockstar

AC/DC, Kiss, Ron Burgundy, Jamaican bobsledders and a rapping flight attendant were just a few tools Newcap Media VP/ Programming and author **Steve Jones** used in his "Brand Like A Rockstar" panel dedicated to building stronger brands. (Find Jones' best-selling book of the same name [here](#).) "Your brand is more than your logo," he explained. "It's how you make people feel." Jimmy Buffett, Harley Davidson and Starbucks were among the most entertaining examples. "Harley Davidson sells admission into the badass club; a lifestyle," he continued. "The average Harley buyer is a man who makes just less than \$100,000 a year; not the demographic profile of someone likely to join Hells Angels. He's wheeling his beast out of a three-car garage on a Sunday afternoon after his wife said it's okay, with \$600 of leather

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**WINNER TO BE
ANNOUNCED
SOON
SEE YOU NEXT YEAR!**



THANK YOU FOR A GREAT CRS 2014



TEAM UMG



Metal Shop: Columbia's Miranda Lambert receives a plaque commemorating each of her four albums achieving platinum status from Sony/Nashville's Gary Overton. Lambert is the first artist to have her first four albums debut at No. 1 on the country chart, and with her unreleased fifth album titled Platinum, already has five platinum albums. See what she did there?

strapped to his thighs ... and that's what we do. We buy into experiences, not products."

With that in mind, Jones encouraged the audience to be consistent (think consummate rockers AC/DC); be different, not necessarily better (Kiss didn't find success from improved musicianship; they painted their faces and started "blowing stuff up"); and to always "turn it up to 11." "Rock star brands give everything they've got to their fans," he concluded. Jones' new book *Start You Up: Rock Star Secrets To Release Your Personal Brand And Set Your Career On Fire* debuts in May. Reach him [here](#); and via Twitter @rockstarbrands.

Country Radio In Diary Markets

Nielsen Audio VP/Client Services **Bill Rose** delivered a report card on the format in diary markets and the prognosis is good. Once again, Country is the format leader in the nation with a 14.8 share overall, and a 16.1 in diary markets. Rose says young adults are driving that growth, citing a move in rank from third to second in the 12-17 demo from 2012 to 2013, and from second to first for 18-34. Since 2011, Country has moved from second place with 18-24s, ahead of Pop/CHR, executing an almost three-share increase. While TSL stayed relatively flat in the younger demos over the last two years, came showed an 8% increase with 12-17 and a 15% increase with 18-24.

Comparing playlists on PPM and diary stations, Nielsen Audio's study shows diary markets play more songs, including more currents, which slows down their rotations. Diary markets have more titles on-air from their top 20 artists, spin more music on weeknights than PPM stations and less in morning and afternoon drive.

CMA: Mark Ramsey

Media strategist and researcher **Mark Ramsey** said it's time to take a step back and view our target audience through a broader lens: not country people, but just people in a CMA-sponsored presentation. And these people have choices and the same social and digital tools to route around your station. The key is to figure out what you want your listeners to talk about. "The challenge is to have a 'thing,'" he says. Once you have that 'thing' you'll be able to use it to keep people talking about your station and using those social and digital tools to help you."

Ramsey lists 14 jobs people hire radio for, listed in order of the mostly easily disruptable – meaning the things your station does that people can also get elsewhere. Favorite music, being a soundtrack,

entertaining, being in the now, informing and educating, changing mood, discovery of new music, culture immersion, companionship, easy convenience, being local, belonging, betterness and star access are jobs Ramsey says listeners expect radio to do, but until you get into the last three, they can easily be pulled away. The goal is to create content that is meaningful to listeners, and spread it around as much as possible. The content has to be something they can't get anywhere else and that matters to them, not you. "Go big or go home," he says. His five tips:

- Focus on what your audience thinks is unique and compelling.
- Share that across platforms.
- Focus on things exclusive to you and meaningful to your consumers.
- Bet on stars. Those stars, including your on-air talent, are

what can make the biggest difference between your station and the one across the street.

- Invest for a future return. Make sizeable investments into a few core things/people, rather than spreading money out over multiple ideas.

Radio ICE

With a severe storm blowing through Nashville Thursday, WKIS/Miami's **Ken Boesen** was timely in introducing attendees to speakers with experience in emergencies. "Radio is at its best when times are at their worst," he said, and WKLB/Boston's **Mike Brophay** backed him up. Brophay spoke about the Boston Marathon bombing and how the roll of his station was to inform the audience as news developed, while the station's website focused on letting visitors know how to help.

McVay New Media's **Dan Halyburton** stressed the importance of radio and the connection with their local Red Cross. **Howard Price** of ABC New York asserted that in emergencies, the focus should not be about beating the market or making a budget – it should be about helping humanity.



Shake Yer Moneymaker: Hunter Hayes (l) and WMN's John Esposito at the label group's Warner Wednesday event.

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**OK...you've made it this far...
one more day isn't gonna kill ya!**



The Artists & staff of
Nine North/Turnpike Music hope
your CRS 2014 experience has
been an awesome one!



**See you here in Music City USA Next Year!
Cheers!**

Social Do's & Don'ts

Country Aircheck's **Lon Helton** led four social media experts through a discussion of how to better understand and utilize social media. The correlation between PPM markets, diary markets and social media has shown that those that are doing the survey want to be heard. And being active on Facebook is a great way for them to voice an opinion. Beasley's **Kimberly Sonneborn** expressed her biggest "do" as making sure all staff is trained on social media. KKGO/Los Angeles' **Nicole Slater**, brought up what seemed to be a reoccurring topic – the importance of Facebook advertising. If you want your post seen, it will cost you. Girlilla Marketing's Ashley Mixson said that knowing your audience is crucial when making a post. and NuVooDoo Media's **Carolyn Gilbert** reminded attendees that the purpose of social media is to engage, entertain, and inform.

Improve Word Of Mouth

Finding the qualifiers and zips that drive your audience is only the first step. Cultivating the relationship is the key to Amplify Your AQH, according to DMR/Interactive's **Andrew Curran** and WWQM/Madison's **Fletcher Keys**. At least 90% of word of mouth suggestions are still done in person. So know your zip, know where they shop and eat, you then can dominate that area with events. Surprise qualifiers with an album release or a pre-sale on a concert and that person is likely to distribute the information via social media, doubling the effect of the experience.

Love Of Radio: Indie Owners

If one word resonated, it was community. "At the end of the day, we can bring you local content that a major can't," said Owen Community Broadcasters' **Jim Levin**. "They can't tell you about traffic or a major revitalization of a neighborhood – locals can." Max Media's **Dave Paulus** cast both a cautious and optimistic view. "We really have to leave a legacy, get out of our own way and realize we can do good in the community. With automobiles, that is seriously going to change in two or three years. Companies are wanting to put Wi-Fi hubs in their vehicles, we've got to make sure our content is specific and on-point." The panelists agree that investment in new talent and continued development and focus on community will keep radio a relevant content device.

It's Their Country, Too

Understanding Rhapsody, Beats, YouTube, iHeartRadio and the like was the subject of this panel. "Rhapsody is a consumption device, radio is a content device," said that company's **Jason Schneck**. Understanding the difference between streaming music and terrestrial radio may seem counterintuitive, but it isn't. "We are selling music and radio is selling advertising," insisted Beats Music's **Ken Tucker**. "We aren't here to get rid of radio, we are here to expose people to music, country music, and maybe get them to experience something they haven't before." Clear Channel's **Zena Burns** noted, "We see some of our most avid listeners only find that app via radio." And what about YouTube? "Our country impressions may not be as high as say our hip-hop or pop videos, but people are find that content," said the service's **Mike Can-nady**. "To me, the only reason they know about that country video is when someone in country radio tells them."

The Day Ahead

Here's an all-in look at CRS 2014 proceedings for Friday, Feb. 21:

8am

Managers' Breakfast

Erica Farber (facilitator), John Zimmer, Chris Duncombe, Travis Ploeger, JJ Jobe, Scott Huskey, Judy Lakin, Bill Rose
NCC 207

9am

Focus and Prioritize to Get Sh*t Done

Andy Bailey
NCC 204-205

10am

Where Are Your Next Superstar Employees?

Erica Farber (moderator), Jim Thompson, Laurie Kahn, Carson James
NCC 209-210

10am

Marketing On A Shoestring Budget

Todd Schumacher (moderator), Jody Svodboda Wheatley, Becky Holt-Macko, Josh Easler, George Dassinger
Sponsored by Reviver Music
NCC 206

10am

Beyond The Numbers: The Real Relationship Between Radio Listeners & Today's Technologies

Gary Meo
Sponsored by LDR Interactive

11am

Your Career: Is Bigger Always Better?

Lon Helton (moderator), Brett Sharp, Tracy Garvis-Graves, Brian Michal, Rick Byrd
NCC 206

11am

Seven Essentials For Top Shows In The Digital Age

Valerie Geller
NCC 204-205

11:45am

Acoustic Stage Performance

Brandon Chase
NCC Level 1 Foyer

12pm

Black River Entertainment Lunch

Kellie Pickler, Craig Morgan, John King
NCC Performance Hall

2pm

Radio and Records: Do You Know What I Do?

Bob Richards (moderator), Mark McKay, Bruce Logan, Jimmy Rector, Amy Staley
NCC 204-205

2pm

Who Moved My Listener? Trends In Media Consumption

Nielsen Entertainment
NCC 209-210

2pm

Real-Life Clients: Recipes For Ridiculous Revenues

Erica Farber (moderator), Heath Bostick, Bob Franklin, Ray Vaughn, Scotty O'Brian, Maggie Rose, Ed Warm, Jeff Kapugi
NCC 209-210

3pm

BMI Legends

John Esposito (interviewer), John Oates
NCC 204-205

3pm

Would You Like Your Salespeople to Go On More Quality Appointments?

Dani Buckley

5:30pm

Friday Night Cocktail Reception

Sponsored by St. Jude
NCC Level 1 Foyer

6:30pm

New Faces of Country Music Dinner

Brett Eldredge, Tyler Farr, Cassadee Pope, Thomas Rhett, Charlie Worsham
Co-Sponsored by MDA and ACM
NCC Performance Hall

10pm

Official New Faces After Party

Presented by TNT-TV's *Private Lives of Nashville Wives*
Renaissance Center Ballroom