

# DAILY BUZZ

CRS 2015

February 27, 2015, Issue 3

Powered by Country Aircheck

## GARY ALLAN "HANGOVER TONIGHT" LET GARY CURE YOUR CRS "HANGOVER" MONDAY, 3/2!

MCA  
NASHVILLE

### I'm Too Sexy For This Boat

Standing ovations, laughs, country and rock stars defined the 29th General Jackson Show & Dinner Cruise by Sony/Nashville last night (2/26). Brad Paisley, Jake Owen, Trisha Yearwood, Tyler Farr, Cheap Trick and an unsettlingly sexy Lon Helton made the night memorable.

More than a few performances solicited standing ovations and they belonged to Farr, Yearwood, Owen, Paisley and Cheap Trick, to name all but one. (We'll get to Helton's later.) Farr performed "Hello Goodbye," among others. Yearwood brought the crowd to their feet twice, once with her own "I Remember You" from *PrizeFighter*, and a cover of Linda Ronstadt's "Blue Bayou." Owen reminded the crowd everybody wants "What We Ain't Got" and Paisley's guitar-ripped preface to a surprise appearance by Cheap Trick guitarist Rick Nielsen had a few folks dancing in the aisles. The iconic band followed to wrap the night with performances of "I Want You To Want Me," "Dream Police," "Surrender" and "Ain't That A Shame."

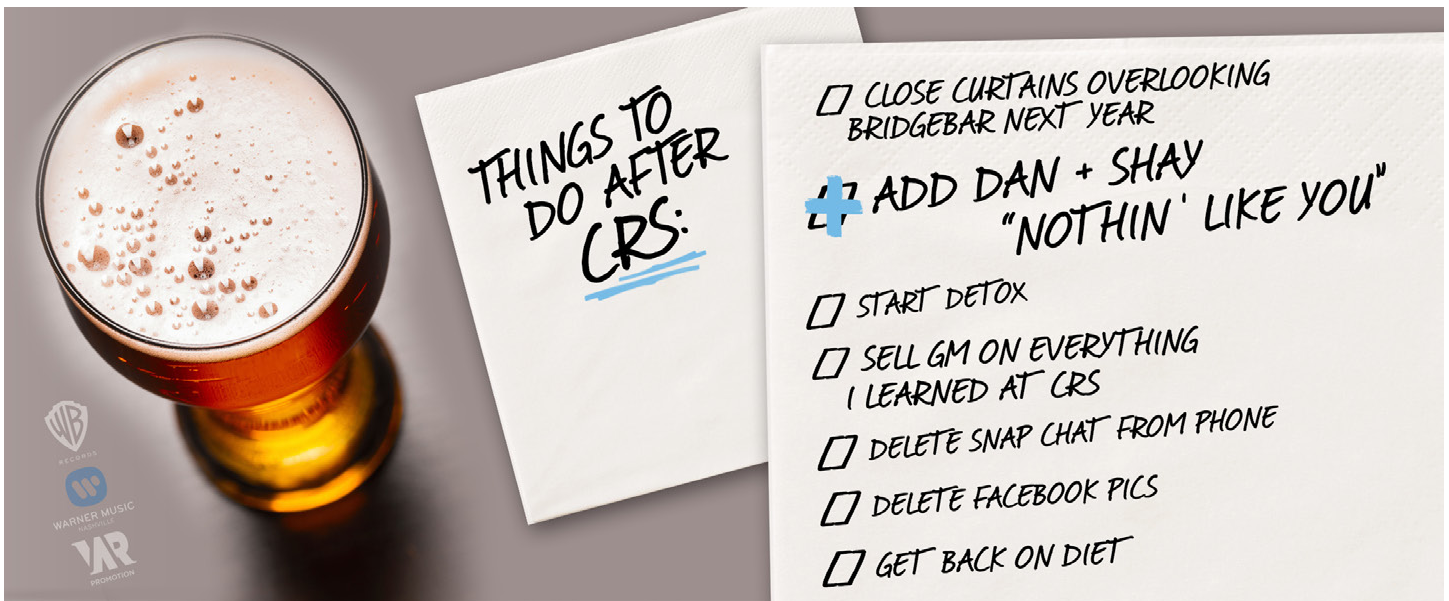
Newcomers Chase Rice, Logan Mize, Cam, Steven Lee Olsen and Josh Dorr turned in impressive performances too. Rice, co-writer of Florida Georgia Line's "Cruise," performed a bar from the tune, despite the possibility of "pissing off" the folks at his label. He prefaced, of course, with his hit "Ready Set Roll." Mize and Olsen kept the good times rolling with the delivery of songs including "Can't Get Away From A Good Time" and "Raised By A Good Time," respectively. Dorr impressed with "Rocket," among others.



**Floats Our Boat:** Sony/Nashville artists and surprise guests on the General Jackson Showboat for the Sony Music Nashville Boat Show Thursday (2/26) night (l-r): RCA's Jake Owen; Gwendolyn/RCA's Trisha Yearwood; Sony/Nashville's Gary Overton; Arista's Lesly Simon; RCA's Keith Gale; Cheap Trick's Rick Nielsen, Daxx Nielsen, Tom Petersson and Robin Zander; and Columbia's Norbert Nix.

As mentioned, the night's host was Country Aircheck's own Lon Helton, who donned shades halfway through the evening for a steamy, Barry White-style, radio-infused segment dubbed "Slow Jam For Radio Wife." Helton's wife of 42 years, Anne, was the unfortunate focus of the piece. "Tonight big, bad Lon is bringing sexy back," he offered from the stage. Paisley played the blues as far too sexy references of "Cumulus," "Dickey," "Cox" and "Kapugi" were spoken. May video never surface.

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"ONE OF NASHVILLE'S NEWEST *Hitmakers.*"  
- ROLLING STONE



*ashley monroe*

ON TO SOMETHING GOOD

AVAILABLE NOW

*Impacting March 9th*



## Real-Time Research

"Please give me less data, less frequently," said no one ever. And with that, moderator and Falls Media's **Dan Halyburton** began "How To Use Real-Time Research To Think Like Your Target Market." Contributing experts included Futuri Media's **Daniel Anstandig**, Nielsen Entertainment's **David Bakula**, Warner Music Group New York's **Joseph Cacciola** and Warner Music Nashville's **Jeremy Holley**.

Radio has more data at its disposal than ever before, but what's important and what's not? What combination of data metrics is most helpful and why? Consensus in the room was spin versus sales no longer tells a complete story. Monitoring streaming, socials, YouTube and Wikipedia page views all have merit and the proper combination is best decided at the local level.

Anstandig also detailed Futuri's impressive TopicPulse platform, which scans social media platforms including Twitter, Facebook, and "thousands" of news sites and message boards in real time. The results can be sorted by format, time period, demos and a variety of other metrics.

## The Youngsters

Millennials are always a hot topic and "**Gen-Setters: 18-34 Listener Trends & How They Will Shape Our Future**" revisited them yesterday (2/26). Moderator **Dan Halyburton** led panelists including Crush Music and I.R.S. Nashville's **Andrew Cohen**, Cumulus KPLX & KSCS/Dallas OM **JR Schumann**, Edison Research's **Tom Webster** and Flo Thinkery's **Ellen Sutton** on a multi-angle approach to understanding who millennials are and how best to appeal to them.

"I am the demo," Cohen noted before laying some groundwork. The group is largely defined by the instant-gratification, on-demand world they grew up in and place great importance on social media, causes and their smartphones. But is it smart to treat the entire group as one? As Schumann and Sutton pointed out, the 18-year-old and 34-year-old are two entirely different people and can't be painted with the same brush.

"Don't think about being a fisher," Webster cautioned when discussing how best to earn their business. "Be the sea." Repurposing audio content via podcasts and "behind-the-scenes" visual content via socials like Instagram and Twitter is a good start.

## Great Acoustics

Sixteen UMG artists played one acoustic song each at **Team UMG: Live At The Ryman** Thursday (2/26). UMG/Nashville SVP/Promotion **Royce Risser** hosted and **Josh Turner** opened with "Lay Low," followed by **Kip Moore** with "I'm To Blame." "It's like following Luther Vandross," said Moore of Turner's vocal range. The next three artists premiered new material – **Kacey Musgraves**'s "Biscuits;" **Canaan**

**Smith**'s "Bronco" (inspired by his late brother); and **David Nail**'s "Home." **Little Big Town** kicked off "Girl Crush," followed by **Easton Corbin** singing "Baby Be My Love Song." **Chris Stapleton** brought a chunk of coal onstage that once belonged to his late father as visual inspiration for "Daddy Doesn't Pray Anymore." Stapleton earned the show's first standing ovation. **Mickey Guyton** stood several feet back from the mic for "Nice Things," the distance heightening the audience's attention. **Dierks Bentley** brought friends **Jessi Alexander** and **Jon Randall** to accompany him on "Say You Do," while the **Brothers Osborne** got the afternoon's second standing ovation with "Stay A Little Longer." **Billy Currington** ("Don't It") and **Darius Rucker** ("Southern Style") were followed by the sleep-deprived father of an 11-day old son, **Eric Church**. Church did a song he'd never recorded called "I Know Who He Is" (about his grandfather, who developed Alzheimer's disease when Church was a boy). **Vince Gill** was honored with a standing ovation for simply walking onstage. "You hold a lot of people's hopes and dreams in your hands," he said, thanking radio. "You gave me a belief in myself and that is a great gift." Gill played his 1994 hit "Whenever You Come Around," inspired by his now-wife Amy Grant. Show closer **Keith Urban** also earned a standing ovation with his entrance, performing a new song called "John 3:16" and closing the show with Church and "Raise 'Em Up."

## Car Wired

"The Power Of The Connected Car" explored various definitions of and visions for the connected car, which former Ford executive **John Ellis** noted has been connected since the 1920s advent of radio in cars. Intel's Chief Automotive Strategist **Joel Hoffman** said, "Something completely unique about the Country radio experience is localization," though the concept of tuning into frequencies is likely a passing reality. In connected cars, listeners will tune in to a visual representation of the brand and will stay tuned-in even when they are out of range of the broadcast signal.

The advent of Android and Apple in-car software likely means the place all your content resides could influence the car you buy. And vice versa. Change will come quickly, as Ellis explained using the example of Motorola's demise – an "inconceivable" end for a company that once was so vital in mobile communications.

## Talk To Me

If there's one piece of advice all four panelists agreed on in "How To Move People In Order To Move The Needle," it would be to acknowledge your fans and make them part of the experience.

New Orleans Saints Mgr./Digital & Social **Alex Restrepo** said a short smartphone video of quarterback Drew Brees saying, "Thank

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**#1 Billboard**  
**COUNTRY ALBUM DEBUT**  
**AARON WATSON**  
**THE UNDERDOG**

*"A proud country traditionalist"*  
**The New York Times**

*"Aaron Watson puts bite back into traditional country"*  
**Rolling Stone**

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Capitol RECORDS NASHVILLE EMI RECORDS NASHVILLE MCA NASHVILLE Mercury NASHVILLE

**FOR THE  
NEW FACES SHOW**

**TWO RISING SUPERSTARS  
ONE BIG NIGHT**

**ERIC PASLAY  
"SHE DON'T  
LOVE YOU"**

**SAM HUNT  
"TAKE YOUR  
TIME"**

you for supporting the Saints" sent to all the team's SnapChat friends forges a connection and fans spread the word.

Show Dog's **Suzanne Durham**, who also serves as Social Media Mgr. for Toby Keith, said posting photos of fans at Keith's shows is hugely successful. "It's showing respect."

Cumulus Corporate PD and WNSH/New York PD **Brian Thomas** found a Twitter fan who drove from Connecticut in a snow storm on the chance she might get tickets to a sold-out Lee Brice show ... and he gave them to her, along with meet-and-greets.

"Creating listening opportunities is important but you have to create relationships and loyalty first," says Coca Cola Sr. Communications Mgr. **Christy Amador**. "If you can do that in some small way, it can make a big difference."

## Social Studies

In "Get Your Unfair Share of the Digital Pie: Secrets of Top AEs in Digital Sales," Cox's **Judy Lakin**, Neuhoff Media's **Diane Williams** and Cox's **Kevin Epps** revealed tips on how to utilize digital when selling to clients. Journal's **Beverlee Brannigan** moderated the panel. Here are a few takeaways:

Williams said before going to the customer, she does an Online Presence Analysis. "Know what is going on in the market place," she said. Williams added you should know a station's stats before going to a customer, like how many followers the deejays have.

"Paid search will get you noticed," said Epps. "We build 30-40% digital product into our package price, and if the client doesn't want digital it is still the same price." Epps suggested sending the viewer to the direct URL you're selling; not the home page. "If you give the viewer the best experience," he says, "the client is ultimately going to win."

## Coach Bag

RB's **Erica Farber** led the "Want A Winning Team, Get A Coach" panel, where programmers including WUSY/Chattanooga's **Gator Harrison**, iHeartMedia/Grand Rapids' **Doug Montgomery** and KMLE/Phoenix' **Tim Richards** were joined by Audience Development Group's **Brian Wright** in airchecking several talents.

Setting appointments, word economy, branding the station and as a personality, and pre-recording breaks so they can be heavily edited were among the coaching tips. "It's not how fast the break is, it's how efficient," Wright noted. "Set the hook," Harrison added. "Get to the most important thing as soon as possible."

Frequency and approach to aircheck sessions offered ideas including once a week for 20 minutes, airchecking one hour of an airshift, limiting items for improvement to two or three and airchecking the entire airstaff in one meeting so they learn from each other.

## No Money, Mo' Problems

In "From Zero to Hero: Successful Promotions with No Budget," Cumulus/Nashville's **Jessica Beattie**, WPCV/Lakeland's **Jessica Brown**, Leighton Broadcasting's **Bob Leighton** and BBR Management's **JoJamie Hahr** discussed ways to make it happen.

Leighton said it's important to find a promotion that's a win for the listener, client and station. Brown agreed, adding something as easy as buying \$500 in station- and sponsor-logoed koozies to distribute at a local festival hits that mark without any station cost.

"We appreciate radio coming to us," said Hahr. "Shoot for the fences. We will always try to figure out a way to get it done." She cited WDXB/Birmingham's Tom Hanrahan's promotion in which Reba visited a winner's dressing room - arranged with the venue - before the official meet-and-greet.

Beattie said there are NTR opportunities being missed. "If a beer festival promoter says, 'I need you but have zero dollars,' you have to say, 'I will support your event, but how many tickets will you give me to sell through my online discount program, or will you let me set up a VIP section I can sell to clients?'"

## Gadgets & Gizmos

Tag Strategic CEO **Ted Cohen** brought a "straight from the Consumer Electronics Show" mentality to this session, which began with a discussion of game-changing technologies. Foremost was Sonos and, to a lesser extent Slingbox, which Cohen said, "changed the way you experience entertainment." Sonos' **Thomas Meyer** give a demo of the home music system, with Cohen noting, "A house is better with music seven out of seven days a week."

Cohen also showed off cool gizmos of yore, including a pushbutton Zenith remote control, a 13-year-old Samsung Uproar – the first phone to hold mp3 files, and the Rio mp3 player, which held 16 songs. The session also featured a pitch for Ultimate Ears earphones. For technology that will make an impact, Cohen summed, "The key is ease of use and user benefit."

## The Day Ahead

Here's an all-in look at **CRS 2015** proceedings for Friday, Feb. 27:

### 8am CRS Futuri Tech Breakfast Sponsored by FUTURI

Dan Halyburton (facilitator)  
NCC, Level 2, Rooms 211-212

### 8am Manager's Breakfast

Erica Farber (Facilitator), David Oxenford, Bob Leighton, Joel Raab, Bill Rose, Matt Sunshine, Rob Williams  
NCC, Level 1, Room 108

### 9am How to Use Shazam to Enhance Your Programming and Promotions with Rich Riley

NCC, Level 2, Rooms 204-205

### 10am Imaging from Both Sides of the Mic

Sponsored by ReelWorld  
Lon Helton (moderator), Lloyd Sherr, Jeffrey Hedquist, Stew Herrera  
NCC, Level 2, Room 204-205

### 10am Social Media Bootcamp, Track 1: How to Speak in Your Brand's Voice and Get Content Shared

Gregg Lindahl (moderator), Basak Kizilisik, Jeffrey Jameson, Rita Ballou  
NCC, Level 2, Room 206

### 10am How to Create a Win-Win for Radio Music Events

Beverlee Brannigan (moderator), Becky Gardenhire, Blake McDaniel, Matt Senne, Megan Wilson  
NCC, Level 2, Rooms 209-210

### 11am Behind the Numbers: The Insider's Guide to Nielsen Data

Erica Farber (moderator), Brian Garrett, Val Garris, Bill Rose, Johnny Chiang  
NCC, Level 2, 204-205

### 11am Unlocking the Secrets to Successful Music Scheduling

Dan Halyburton (moderator), Michael Bryan, Justin Case, Keith Hill  
NCC, Level 2, Rooms 209-210

### 11am Social Media Bootcamp, Track 2: Finding & Engaging Your Consumers In Real-Time

Gregg Lindahl (moderator), Jeffrey Jameson, Suzanne Durham, Shani Sammons  
NCC, Level 2, Rooms 206

### 11:45am Stella // James Acoustic Stage

NCC, Level 1, Outside Performance Hall

### 12pm Black River Entertainment Lunch and Performance

Performances Powered by Live Nation  
NCC, Level 1, Performance Hall

### 2pm C'mon, Get Appy! The Latest in App Technology for Radio

Sponsored by Glow Motion Technologies  
Dan Halyburton (moderator), Paul Brenner, Ryan Burgoyne, Hunter Hayes, Paul Jacobs, Chris Williams  
NCC, Level 2, Room 206

### 2pm The Stars Come Out in the Morning

Randy Lane (moderator), Scott Shannon, Bobby Bones, The Dave & Jimmy Show  
NCC, Level 2, Rooms 204-205

### 3pm Keith Urban: Being Present

Beverlee Brannigan, RJ Curtis (interviewers)  
Sponsored by BMI  
NCC, Level 2, Rooms 204-205

### 5:30pm New Faces Cocktail Reception Showcase by Olivia Lane

Sponsored by Big Spark Music Group  
NCC Level 1 Foyer

### 6:30pm New Faces of Country Music Dinner and Performance

Sponsored by ACM, St. Jude Children's Research Hospital and Live Nation  
Frankie Ballard, Sam Hunt, Eric Paslay, Maddie & Tae, Cole Swindell  
NCC Level 1 Performance Hall

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BIG SPARK MUSIC PRESENTS

*Olivia*  
**LANE**  
*and friends*

**NEW FACES COCKTAIL RECEPTION**

FRIDAY, 2/27 5:30PM-6:15PM LOWER LEVEL