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 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
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
Brad Howell
615.500.2246

Shari Roth
312.590.3229
Amy Staley
615.513.6009

JoJamie Hahr
615.495.7056
Ashley Sidotti
615.720.1325

JUSTIN MOORE
#21 MB/CA
#22 BB

BRANTLEY GILBERT
#20 MB/CA
#18 BB

THOMAS RHETT
#19 MB/CA
#21 BB

THE VALORY MUSIC CO.
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 Brophey: Greater Media Chairman/CEO Peter Smyth inducted WKLB/Boston’s Brophey. “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.

Brophey 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
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
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.”

———

©2014 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com
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

“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