Best Seminar Prep: Seminar

Albright & O’Malley & Brenner’s 24th Annual Pre-CRS Seminar opened yesterday (2/5) with Roadmap 2018, the consulting group’s annual study of Country P1s aged 25-54. The research encompasses listening habits, social media usage, podcasting and attitudes towards current music. There were six major takeaways:

- Programmers should pay special attention to music diversity with regard to artists, song styles and chronology as data suggests a slight increase in fatigue with similar sounding music.
- Great music, compelling content and strong talent remains crucial for station success.
- Facebook is still the dominant social media platform across the demographic spectrum, though Instagram, Pinterest and Snapchat usage has grown among P25-34.
- Texting clubs present a valuable opportunity, but regular and compelling usage is key.
- Podcasting opportunities could grow in coming years, but 77% of respondents never listen. Of those that do, podcasts hosted by favorite talent are the most enticing.
- Smart speaker integration presents a major opportunity for at-home listening.

Talent coach Steve Reynolds was up next and employed personal stories, examples of brand success and client airchecks to introduce FAIR (Fun, Authentic, Innovative, Relatable), his four-part recipe for show success. “A winning show is a team of real people, sharing their lives, doing interesting things with the topics of the day, creating entertainment in ways that cannot be duplicated across the street,” he said.

Industry veteran Joe Galante participated in a Q&A that explored the CMA Foundation, which he chairs, and the current state of country music. “The overall state is good,” he said of the latter, breaking it down into live events, publishing and music. But Galante also mentioned some worrisome changes. “One, we started...
ZAC BROWN’S
SIR ROSEVELT
SOMETHING ‘BOUT YOU

GOING FOR ADDS
NEXT MONDAY!

‘THIS SONG IS A HIT! I first heard this song at the end of last year, and I could not stop listening. We decided to take a chance and give this some real, daytime airplay—and turns out that our research says that our listeners love it too! The early research on this song says that it is a hit. Zac’s vocals are unmistakable, and sound as clean and pure as he ever has. This is a song worth playing!!’
— Lance Houston, WBWL PD

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allowing artists to write,” he explained. “Not everybody is a writer ...
... Two, a number of people have come in from both coasts who are ‘track’ guys and have changed the sound of music and nature of the lyric. Now we have six or seven people creating a song – or ‘track’ – and it changes the heart [of the song]. It’s kind of like The Old Man And The Sea. If you put seven people in that story, you don’t have the same story.” More traditional writers feel the need to be part of that process, Galante explained, so they “sacrifice” just to be part of the song. “That’s caused a tremendous change,” he said. “The music is good, but there is a lack of great moments.”

The event closed with Opry Entertainment’s Steve Buchanan, who largely addressed the evolution of Nashville’s Ryman Auditorium. Known for decades as home to the Grand Ole Opry, the building was on the verge of demolition after the show moved to its current home in 1974. A plan to demolish it was abandoned after local protests, however, and it went mostly unused until the early 1990s. “We needed to build an independent identity,” Buchanan said of the building. “The Ryman is a place where the spiritual experience isn’t just about country music. It’s about any kind of music and any sort of entertainment experience.”

—Russ Penneuill

CRS Opens With More

Boasting higher attendance than at any point in the last 15 years, CRS 2018 opened with Arista’s Cam performing the national anthem. She was followed by Nashville Mayor Megan Barry, who first addressed the elephant in the room – recent breaking news of her affair with a security staffer – by admitting that the past week has resembled a country song. Barry’s speech was followed by Sarah Cannon’s Dee Anna Smith, who encouraged radio stations to join the organization’s Band Against Cancer initiative.

Next, the 2018 Country Music Radio Hall of Fame inductees were named: the late Curtis/Raleigh VP/Programming and longstanding WQDR programmer Lisa McKay Blake; Albright & O’Malley & Brenner’s Michael O’Malley; Barrett, Fox & Berry’s Bill Barrett, Tim Fox and Tracy Berry; Andy & Alison’s Andy Ritchie and Alison Mencer; and Harmon & Evans’ Steve Harmon and Scott Evans. They will be inducted in June.

Country Radio Hall of Famer and the Red Cross’ Dan Halyburton was the Tom River Award recipient for his work with those devastated by recent natural disasters. “Never understi-
of “Beautiful Day,” Bono threw in a few lines of “Drunk On A Plane” and gave the singer-songwriter one of the biggest thrills of his life.

—Erin Duvall

“Alexa ... Play Some Country Music”

Stoney Creek’s Jimmy Allen, MCA’s Jordan Davis and Broken Bow’s Jason Aldean performed at the Amazon Music & CRS Monday Night Showcase, with Allen’s five-song set kicking things off, including his debut single “Best Shot.” Davis followed with seven songs, ending with his debut, the current Top 15 “Singles You Up.” In between sets, Amazon’s “First & Last” interview series played on screens bookending the stage, featuring Reba McEntire, Luke Bryan and others, as well as CRS content from 2017.

Headliner Aldean picked seven of his many hits to sing, including new single “You Make It Easy,” “Tattoos On This Town” and “Burnin’ It Down,” during which he forgot the words. “We’ve been off tour since October,” he said, explaining the lyrical amnesia. “It’s funny, you can play songs a million times, but you take a couple months off and you forget everything.” But no one will forget surprise guest Garth Brooks taking the stage during the second verse of “My Kinda Party.” Allen and Brooks closed the show with a song everyone knows the words to — Brooks’ “Friends In Low Places.”

—Wendy Newcomer

The Day Ahead

7:30am Programming Mentoring Breakfast
David Corey, DJ Stout, Jeff Garrison, Mac Daniels, Scott Lindy, John Shomby, Nikki Thomas, Shelly Easton, Tim Roberts, Drew Bland, Tim Richards, Mike Moore, Mark Anderson, Grover Collins, Rod Phillips, Steve Stewart, Jeff Kapugi, Meg Stevens, Kyle Due, JD Greene, Gator Harrison, Jay Cruze, Tom Hanrahan, Brian Jennings, Shane Collins
Omni, Level 3, Cumberland 5-6

7:30am Sales Mentoring Breakfast
Sarah Frazier, Judy Lakin, Jeff James, Allison Warren
Omni, Level 3, Cumberland 1-2

7:30am Label Mentoring Breakfast
Kristen Williams, Annie Sandor, Jimmy Rector, Jim Malito
Omni, Level 3, Cumberland 3-4

7:30am Yoga Class by Shakti Power Yoga
Omni, Level 3, Mockingbird 1

8am-5pm Music Row Rooms
SSM Nashville
In2une Music Nashville
Parenting Today’s Teens
Omni, Level 2, Legends Pre-Function

8:30am Miles Adcox: Intentional Living, How to Get Control of Your Life Back
Omni, Level 2, Legends Ballroom, D-G

9am-11am Social Media Headshots
Stop in for an updated headshot for your LinkedIn, Facebook and/or Instagram. One retouched image delivered to your email address through your survey in approx. 2-3 weeks.
Omni, Level 2, Legends Hallway
9:30am
CRS Research Presentation: Country Radio is at Home with Smart Speakers
Doug Landis
Presented by Edison Research
Omni, Level 2, Legends Ballroom D-G

9:30am-4:30pm
MV2 Entertainment
Terry McBride, David Fanning, Nora Collins, Eric Dodd
Omni, Level 2, Grandview Terrace

11:30am
Team UMG at the Ryman
Ryman Auditorium

2pm-4pm
Social Media Headshots
Stop in for an updated headshot for your LinkedIn, Facebook and/or Instagram. One retouched image delivered to your email address through your survey in approx. 2-3 weeks.
Omni, Level 2, Legends Hallway

2:30pm  
**Facebook: Still Our Strongest Ally**  
Bryan Moore, Jeremy Holley, Ashley Alexander, Fitz  
Omni, Level 3, Legends Ballroom D-G

2:30pm  
**Interactive Learning Workshop #1: Voice Coaching, Are They Hearing Your Voice**  
Omni, Level 2, Broadway Pre-Function, Encore Stage

2:30pm  
**Small Market 101: Raising Your Bottom Line, One Strategy at a Time**  
Josh Roberts, Kate Burcham, Fletch Brown, Halley Phillips  
Omni, Level 2, Legends Ballroom A-C

3:30pm  
**Keynote Speaker: Radio Today with Cumulus Media’s CEO, Mary Berner**  
Sponsored by Parenting Today’s Teens  
Omni, Level 2, Legends Ballroom D-G

4:30pm  
**Yoga Class by Shakti Power Yoga**  
Omni, Level 3, Mockingbird 1

4:30pm  
**On-Air Talent Mentoring Happy Hour**  
Braden Gall, Big D + Bubba, Danny Dwyer, Joe Breezy, Skip Mahaffey, Sue Wilson, Country with Carsen, Fitz  
Rebel Engine Lobby Bar

4:30pm  
**SSM Nashville Happy Hour**  
Andy Griggs, Wes Hayden, AC Jones  
Omni, Level 2, Music Row 1

4:30pm  
**NASH Happy Hour**  
Cam  
NASH Campus: 506 2nd Ave. S.

5pm  
**Party Like An Outlaw at the Country Music Hall of Fame® and Museum**  
Ashley McBryde  
Hall of Fame Event Hall

5pm  
**Drew’s Disco Dance Off**  
Sponsored by Cold River  
Drew Baldridge  
Omni, Kitchen Notes

6pm  
**Rebel Engine Happy Hour**  
Omni Lobby

7pm  
**Bob Kingsley’s Acoustic Alley**  
Sponsored by Bob Kingsley’s Country Top 40 and First Tennessee Bank  
First drink sponsored by ASCAP  
Omni, Level 2, Legends Ballroom A-C

7pm  
**Sony/Nashville Live**  
(Invite Only)  
CMA Hall Of Fame Theater

9pm  
**Curb Records at Topgolf**  
(Invite Only)  
Topgolf Nashville (Shuttles will be running from Omni’s 5th Avenue lobby)

9pm  
**Big Loud After Hours**  
(Invite Only)  
HQ Beercade: 114 2nd Ave S.