Bombs Away At New Lunch

Warner Music Nashville Chairman/CEO John Esposito welcomed CRS 2019 attendees to the inaugural Warner Music Nashville Luncheon Wednesday (2/13) with another first-ever event – zero f-bombs dropped during his speech. Instead, Esposito praised CRB Exec. Dir. Bill Mayne’s efforts in putting together the 50th anniversary of CRS and noted that, if gauging by the packed house, this would be the first of many Warner-sponsored CRS lunches. WMN SVP/ Radio & Streaming Promotion Kristen Williams then took the stage as emcee.

First to the stage was Morgan Evans, who utilized his loop pedal in a performance of “Day Drunk” that intermixed a medley of Wiz Khalifa’s “Young, Wild & Free” and Montell Jordan’s “This Is How We Do It.” Next was Cole Swindell, who thanked Country radio for the early support that has led him to a string of No. 1 hits; he performed his current single, “Love You Too Late.” Devin Dawson sang his single, which is also the title track of his album, “Dark Horse,” after sharing with attendees the personal and autobiographical nature of the song. Also sharing new music was Chris Janson, who played kick drum, acoustic guitar and harmonica all at the same time during “Good Vibes.”

A string of standing-ovation-earning performances followed from Cody Johnson, Ashley McBryde and Dan + Shay, who sang their singles, “On My Way to You,” “Girl Goin’ Nowhere” and “All to Myself,” respectively.

Johnson made note of his decade on the road performing for...
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Good Vibes

CHRIS JANSON
raucous crowds before asking attendees, “Can someone please make some noise?” McBryde also got big reactions leading with a joke about her height. “People tell me, ‘I thought you’d be taller!’ I thought I would, too; this is where it stopped.” She then told the emotional back-story of the title track of her album. Dan + Shay’s Dan Smyers praised the relationship between Country radio and the artists before making light of a viral moment resulting from the duo’s Grammys performance. “Shay [Mooney] just finished holding that note from Sunday … and he also zipped his fly.”

Townsquare SVP/Programming and CRB Board Pres. Kurt Johnson announced WMN’s Blake Shelton as the CRS 2019 Artist Humanitarian Award recipient. Last year’s honoree, Capitol’s Dierks Bentley passed the torch. A congratulations video from Today’s Hoda Kotb and Kathie Lee Gifford was played, after which Shelton exclaimed, “Is that all of them? Shit, I thought I had more celebrity friends than that!” Shelton also made mention of his appreciation for the recognition, stating he felt every country artist is a great humanitarian. “The cool thing about country artists is that I feel like we all step up any time we can,” said Shelton. He then wrapped the inaugural luncheon by performing two audience requests, “Austin” and “Ol’ Red.” –Monta Vaden

Girls I Loved Before” wherein he imitated both Willie Nelson and Julio Iglesias. Brooks also rolled out his own hits, including “That Summer,” “Standing Outside The Fire,” “Friends In Low Places” and “The Dance.” Attendees were allowed to ask questions and make requests throughout the evening, and Brooks repeatedly shared personal stories behind his music and career while also thanking Country radio on multiple occasions. “Thank you for my life,” Brooks said at the close of the evening. Look for highlights from the event to appear in Brooks’ Inside Studio G on Facebook Live Monday (2/18).

YOUR TIME HAS GUM

Seeking to help overworked industry professionals at every level find a better work-life balance, Big Loud Records Pres. Clay Hunnicutt kicked off CRS 2019 with a presentation of his personal time management system. Hunnicutt shared his philosophy for juggling responsibilities while working first in radio, then in
SCOTTY MCCREERY

BACK-TO-BACK #1’S WITH “FIVE MORE MINUTES” AND “THIS IS IT”

HEADLINING AND SOLD OUT IN BOSTON, DENVER, RALEIGH, CHICAGO, ANAHEIM, GRAND RAPIDS, AND MORE.

Thank you, Country Radio!
records, while also maintaining a family life. “The time we have to
do all these things is always the same,” says Hunnicutt. “The only
thing that improves constantly is our ability to manage it.”

He presented his “13 Commandments of Time Management,”
which have long been implemented by Big Loud VP/Promotion
Stacy Waugh and WWKA/Orlando PD Steve Stewart. Tips
include sharing your vision for a project with your team in advance
to help avoid miscommunication or delays in action; implement-
ing a written to-do list; prioritizing your “must do” versus “nice to
do” commitments; remembering that it is okay to say “no;” and
working to be “white at night,” meaning clearing your email inbox
completely by the end of each day. “It’s sensory overload,” says
Hunnicutt of being attached to your phone and other electronic
devices both day and night. “You can be highly successful and very
engaged but still have some normalcy.”

Waugh and Stewart agreed, citing personal examples of ensur-
ing professional and personal lives do not bleed into one another.
“Many people in this audience – and even some on this panel –
have received ‘pee-mail’ from me,” says Stewart, who often utilizes
his personal bathroom time to return emails instead of taking away
time from his family. Waugh went a little more mainstream with her
tips, including carrying a written to-do list in a personal planner
and creating multiple organizational filing systems for her emails.
“I don’t go completely ‘white at night,’” says Waugh, who instead
makes certain she leaves no email unread and writes follow-up
instructions for the next day on her to-do list. Attendees left with
immediate actionable tips for “working harder, not smarter,” ac-
cording to Hunnicutt’s philosophy. –Monta Vaden

The Heat Of The Moment

Amazon Music hosted its second annual Amazon Music
Presents: Country Heat at CRS (2/13) with performances from
King Calaway, Tenille Townes, Hardy, Adam Hambrick and
Zac Brown Band. Each of the first four acts have been named
Amazon Ones To Watch for 2019 and performed a four-song set,
including their debut radio singles. Between each performance,
Amazon aired clips from their “First & Last” interview series, which
includes stories and anecdotes from Reba McEntire, Garth Brooks,
Dustin Lynch, Jordan Davis, Lady Antebellum and many others.
Headliner ZBB closed the night with a set that included hits “Home-
grown” and “Colder Weather” as well as new music from their
forthcoming studio album.

I’m Not Crying. You’re Crying.

Dayton Duncan, writer and co-producer of the upcoming
Ken Burns PBS documentary Country Music, shared stories behind
the film’s production with clips that left attendees visibly moved.
Burns delivered a message to introduce seven segments from the
film, which follows the evolution of country music. And when the
lights came up, there wasn’t a dry eye in the room.

“We tell the story of what we consider a deeply American art
form; what came to be known as country music, acknowledging its
incredible diverse roots”, says Duncan, “and we follow that through
the 20th century when it first began being recorded and, more
importantly, when it first began to be broadcast on the brand new
medium of radio.” Duncan said it was challenging to get the story
from hundreds of hours down to the 16-hour, eight-part series,
which features 101 interviews, 3,500 photos, film clips, and stories
behind 570 songs. “It is the power of the songs that distinguishes
this music.”

Moderator Kurt Johnson said that in the weeks leading up
to the September 15 PBS premiere, there are many opportunities
for radio to embrace and promote the event. Provided assets will
Congratulations on
Your Nomination for
CRS/CA Major Market
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For Affiliation Contact julie@superadio.com
include opportunities to interview some of the artists featured, pro-mos, social media content and suggestions for promotions to get
listeners excited. –Sue Wilson

Pre-dom’s Finally Mine

Albright & O’Malley & Brenner’s 25th Annual Pre-CRS Seminar opened with a look at Roadmap 2019 research presented by Becky Brenner and Mike O’Malley. The pair shared findings from 10,221 respondents in the 25-54 demo, of which 82% are female and 18% are male. Overall satisfaction with Country radio hit a six-year average of 73%, which has remained consistent. Factors that contribute to the satisfaction of listeners include their local Country station playing “the best music,” making them “feel good” when they listen and having talent that “feel like friends.” The study also highlighted social media use among respondents, who still cite Facebook as their preferred social platform with 73% using the medium regularly. Instagram comes in second with 32%. Pure play and owned music have become the two largest switching destinations for Country radio P1s, now surpassing AM/FM Country radio and other formats. “Podcasts, while growing slightly in listenership, aren’t showing up as a switching destination,” shares O’Malley. “They are more of an alternate choice.” However, weekly TSL for Country stations on mobile devices has increased by approximately 25%. Radio also remains the leading source of music discovery, with listeners citing River House/Columbia’s Luke Combs and RCA’s Kane Brown among their most discovered artists of 2018. Those interested in seeing the full presentation of Roadmap 2019 can contact A&O&B’s Becky Brenner or Mike O’Malley here or here, respectively.

After a performance by BMLG Records’ Riley Green, Ethos3 CEO Scott Schwerty spoke on “The Presentation Revolution: How to Build, Design, and Deliver Compelling Presentations.” Schwerty shared his top three tips for adding value including – naturally – only having three points per presentation. That does not, however, mean limiting your slide deck. Instead, Schwerty recommends an expanded deck that takes advantage of more photography and typography. “Slide count has nothing to do with the length of your presentation,” says Schwerty, who shared over 100 slides – mostly visual in nature – during his 30-minute presentation. “You will see 42% better information retention with images,” says Schwerty. “Your brain processes images 60,000 times faster than text.” He can be reached here.

To round out the morning, Big Kenny Alphin shared his perspective on “Building a Larger Than Life Brand.” Kenny discussed
his pre-music days, including a stint in construction, where one co-worker commented that, since Kenny sounded good singing along to the radio, he should go to Nashville to make money at it. Kenny replied, “People do that?” Kenny also shared some of his early struggles, painting himself as a “late bloomer.” He also emphasized his personal philosophy of never giving up and always “putting one foot in front of another,” stating that was his motto through the tough times, into his Music Mafia days and later success as part of Big & Rich. He ended with a positive message of faith and maintaining a belief in oneself. -Monta Vaden, Joe Wills

The Day Ahead

8am
Digital Partnership Breakfast
John Marks, Paul Logan, Laura Ohls, Mary Catherine Kinney, Jay Liepis, Sally Seitz, Madison Hanten, Margaret Hart, Rachel Whitney, Kelly Rich, Beville Dunkerley, Allison Laughter
Omni, Level 3, Cumberland 3-4

8am
Programming Mentoring Breakfast
Sponsored by SoCast Digital
Travis Daily, John Foxx, Nikki Thomas, Tim Roberts, Tim Richards, Kevin Callahan, Grover Collins, Ginny Brophy, Cindy Spicer, Kyle Due, Jay Cruze, Mark Anderson, Justin Cole, Mike Preston, JD Greene, Tom Hanrahan, Michael Levine, Joel Raab, Phil Hunt, David Corey, Drew Bland
Omni, Level 3, Cumberland 5-6

8am
Sales Mentoring Breakfast
Sarah Fraizer, Allison Warren, Dan Endom, Jeff James, Judy Lakin
Omni, Level 3, Cumberland 1-2

9am
Music Scheduling Workshops
Presented by MusicMaster Scheduling and RCS
MusicMaster: Brook Stephens, Joe Knapp, Jerry Butler, Chris Huff; RCS/GSelector: Drew Bennett, Nate Mumford, Bryan “B-Dub” Washington
Omni, Level 3, Cumberland 1-2

9am
Production Workshop
Kelly Doherty, Ron Tarrant, Steve Taylor
Omni, Level 3, Cumberland 3-4

9am
Voice + Talent Coaching Workshop featuring Marice Tobias, “The Voice Whisperer”
Marice Tobias
Omni, Level 3, Cumberland 5-6

9am
Back to the Future: Turning the Remotes of Yesterday Into the Remotes of Today
Moderator: Tom Baldrica; Panelists: Joey Tack, Page Nienaber, Mason Meyer
Omni, Level 2, Legends A-C

9am
The Metrics That Matter to Predict Radio Hits
Moderator: Bob Richards; Panelists: Jeff Green, Victoria Nugent, Nancy Wilson
Omni, Level 2, Legends D-G

10am
A Town Hall Conversation with Garth Brooks & Amazon Music’s Steve Boom
Moderator: Melinda Newman; Speakers: Garth Brooks, Steve Boom
Omni, Level 2, Legends Ballroom, D-G

Pro Tip: OK, it’s Thursday. Tonight is the peak night to rock it so you KNOW you will, but make sure to use a cab, or Uber, or Lyft, or a promo person’s ride. Also: comfortable shoes. That applied yesterday too, but there you go.

NOT GOIN’ THERE AGAIN

The New MC1 Nashville/Nine North Single From

NICK BRENNAN

Going For Airplay NOW!
10am-6pm
Jamie O’Neal’s Breakout Room
Omni, Level 2, Music Row 3

11:30am
Team UMG at the Ryman
Kassi Ashton, Dierks Bentley, Eric Church, Jordan Davis, Travis Denning, Vince Gill, Adam Hambrick, Caylee Hammack, Brandon Lay, Little Big Town, Maddie & Tae, Darius Rucker, Chris Stapleton, Keith Urban
Ryman Auditorium

2:30pm
Crack the Code to Digital Revenue: Real Ideas to Drive Digital Dollars
Moderator: Erica Farber; Panelists: Kevin Epps, Jacki Peterson, Bryan Byers, Eric Eisen, Stephen St. Pierre
Omni, Level 3, Legends Ballroom A-C

2:30pm
Running for Success: How to Maximize Grassroots Marketing Strategies
Moderator: Becky Brenner; Panelists: Johnny Chiang, John Esposito, Jeff James, Carolyn Gilbert
Omni, Level 2, Legends Ballroom D-G

2:30pm
Small Market Boot Camps: One Room, Three Mini Sessions
Moderator: Tom Baldrica; Panelists: Ashley Main & Dale Desmond, Scott Musgrave & Pepper Davis, Brooke Taylor & Carsen
Omni, Level 3, Cumberland 3-4

3:30pm
CRS Research Presentation: Understanding Parents, Teens and Country Music
Presented by Edison Research
Larry Rosin, Megan Lazorvick
Omni, Level 2, Legends Ballroom D-G

4:30pm
Beer-Thirty: Town Hall Thursday
Haley Jones, Karina Farias
Omni, Level 2, Legends Ballroom D-G

4:30pm
SSM Nashville Happy Hour
Omni, Level 2, Music Row 1

5pm
“90s Country” Night at CRS
Sponsored by the Country Music Hall of Fame & Museum
Walker Hayes, Brandon Ratcliff
Hall of Fame Event Hall

7pm
Bob Kingsley’s Acoustic Alley
Sponsored by Bob Kingsley’s Country Top 40 and First Tennessee Bank
First drink sponsored by ASCAP
Rhett Akins, Chris DeStefano, Chase McGill, Laura Veltz, JT Harding, Luke Laird, Lori McKenna, Brett James, Lee Thomas Miller, Heather Morgan
Omni, Level 2, Legends Ballroom A-C

8pm
Big & Rich Blowout Party
Redneck Riviera, 208 Broadway

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