



FEBRUARY 22-24

CRS 2012

DAILY BUZZ

COUNTRY AIRCHECK

February 24, 2012, Issue 3

*****JT***
HODGES** **GOODBYES
MADE
YOU MINE** **THE COOLEST SONG IN YOUR STACK!**
 "I really like this sound. Love the vocals and really dig his songwriting skills. Consider me a fan!"
-Mike Kennedy/KBEQ



Sony Floats New Music

With a benediction from good captain **Gary Overton** (Sony/Nashville Chairman) and hosted by mates **Sara Evans**, **Kellie Pickler** and **Storme Warren**, the 26th *General Jackson Show & Dinner Cruise* sailed into new musical waters Thursday evening (2/23). **Jake Owen** opened with "Alone With You," adding the concert-staple tagline of, "I can't be your booty call." "Thanks for changing my life," he said before performing his first No. 1 "Barefoot Blue Jean Night."

Newcomers included **Tyler Farr** performing "Hot Mess" and "Hello Goodbye," with **Kristen Kelly** offering "You Love To Make Me Cry" and "Ex-Old Man." The new **Love And Theft** punctuated their "Angel Eyes" and "Runaway" performance with a dual-guitar-lead-Skynyrd-riff coda from picker/producer **Josh Leo** and **Jason Jordan**. **Casey James** recalled thanking the boat crowd last year and only now knowing what he was really thanking them for, then played "Let's Don't Call It A Night" and "Crying On My Shoulder."

Banter between the hosts was lively, with Warren's remark about Evans' combined family drawing spirited response. "We

have seven children together," Evans said. "And I'm very happy to be here tonight." And later: "We're starting our own Feed The Children chapter in Birmingham."

Pickler and Evans performed at a satellite stage between main stage sets - "Stop Cheating On Me" and "100 Proof" by the former, and "Suds In The Bucket" and "Anywhere" from the latter. **Josh Thompson** delivered "I'm Comin' Around" and "Way Out Here." **Kix Brooks** debuted with a driving rock sound on "Let's Do This Thing" and single "New To This Town."



The Sony/Nashville General Jackson Show & Dinner Cruise closes with a group performance Thursday night in Nashville (2/23). Pictured (l-r) are Kix Brooks, Carrie Underwood, Kristen Kelly, Sara Evans and Jake Owen.

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A strongly worded story from Pickler about an ex who wished she looked more like Evans prompted closer **Carrie Underwood** to joke, "I think we all learned tonight why they asked me to and not Kellie Pickler to host the CMA Awards." Underwood belted "Undo It," fought through feedback problems on "Someday When I Stop Loving You" and bowed her new single "Good Girl." "I wanted you guys to hear it first," she said. The night closed with Evans, Owen, Brooks and Kelly joining Underwood onstage for "Good Lovin'."

PPM: What To Watch For

Arbitron's Dir./Programming Services **Jon Miller** led Thursday's **PPM: What We Know And What's Changing** panel with a video showing Country radio's strengths, which include being the No. 1 diary and No. 4 PPM format, the No. 1 music format and No. 2 format overall. Next he shared general PPM knowledge, telling attendees 27% of a station's audience produces 50% of the ratings. "P1s are P1s because they come back more often," Miller said, "not because they stay a long time."

He then compared PPM findings from 2008 to now, which showed that afternoon drive has surpassed middays as the most listened-to daypart and that men continue to deliver higher ratings than women, by 16%. In what he called a "moment of truth," Miller said the average heavy listener uses radio 31 times per week.

Next, WQDR/Raleigh PD **Lisa McKay** shared what she's learned since PPM came to her market, suggesting a best practice is to, "streamline, don't sterilize." When it comes to data, McKay watches panel changes, tracks shares year to year, prefers to eyeball a three month average and looks to see if the station's cume is shifting more than 15%.

Lincoln Financial SVP/Programming & Operations **John Dimick** said he uses Arbitron data for ratings, not research. "When you put a good product on the air, Arbitron will find you," he said. He watches three-month rolling averages, too, but looks for "things that don't belong," citing the recent three-day weekend as a reason for his AC stations losing at-work listening shares. Dimick also looks at meter counts on stations, noting a 20% drop will substantially affect numbers.

Capitol Lunch: Alan Charms

A relaxed and mirthful **Alan Jackson** held court at Thursday's Capitol/EMI Nashville luncheon. Country Aircheck's **Lon Helton** interviewed Jackson during two segments and a stripped-down four-piece backed Jackson for a musical career travelogue. "Home," "Here In The Real World," "Chattahoochie," "Drive" and "Song For The Life" were among the hits he played portions of, punctuating them with inside stories – often funny – of how they came to be. His attempt to find an appropriate theme song for CRS included bits of "Pop A Top," "Designated Drinker" and "It's Five O'clock Somewhere."

Comparing his recent radio tour with the one he embarked on as a new artist, Jackson told of a rough morning in the early days. After a hearty night of carousing with radio, "The promo guy was throwing up in the rental car and I had to drive," he said. As for the personal nature of his songs, Jackson explained that all are not as autobiographical as many think. "I didn't actually set out to write this about me and Denise," he said of "Remember When." "But there's a lot of us in there, of course." Before playing his new single "So You Don't Have To Love Me Anymore," which was co-written by his nephew Adam Wright, Jackson noted, "I didn't write it, so I can brag on it. I think it's one of the best songs I've heard in a while." He closed with a few bars of "Thank God For The Radio."

Diary: PPM Tactics

In Thursday morning's *Dear Diary* panel, delegates learned how many PPM rules also apply to diary markets. KTCS/Ft. Smith, AR PD **Troy Eckelhoff** offered his top 10 strategies

including tight editing of phoners/interviews and sounding local even when voicetracking by accessing local newspapers online. He also emphasized regular talent meetings. "All jocks are chemically imbalanced; they're not in it for the money, obviously," he said. "And a pat on the back goes 10 times farther than constructive criticism."

Clear Channel/Charlotte OM **Steve Geofferries** listed the top 10 things he's learned from PPM including teasing for appointment listening. "You need layers and textures to remind people to come back at certain times." He also advised starting bits "at the heart of a story" and breaking up interviews into pieces.

Arbitron SVP **Bill Rose** detailed Project Leapfrog, an online diary experiment that someday could largely replace the paper version at no additional cost. Still needed: an increase in the number of registered participants in each home and in the overall response rate. "This is a company-wide commitment to reinventing measurement in small and mid-sized markets," said Rose. "Leapfrog is taking us along the right track." Arbitron will host a free Leapfrog webinar March 14.

WCRS: Four Strong Women

"I feel really great about the future of women songwriters in this town," said award-winning songwriter **Matraca Berg** after she, **Natalie Hemby**, **Lori McKenna** and **Ashley Monroe** captivated a packed house during WCRS, sponsored by **BMI** and **Country Aircheck**. Their collective 16-song guitar pull featured hits composed for Kenny Chesney, Miranda Lambert and Trisha Yearwood, as well as personal favorites.

When Berg praised Hemby's appearance after recently welcoming a new child, Hemby quipped, "I've got on Spandex. It helps me sing better, too!" She then launched into Kellie Pickler's tribute to mobile-living, "Little House On The Highway," written after a day of fishing. Hemby, who once worked at Comcast in order to get health insurance, said, "I'm a nice person, but I get pissed off sometimes," which evidently served to inspire "Only Prettier."

McKenna, who has five children, said, "I have a husband who runs off from time to time, which inspires some songwriting." Among her powerful ballads was "Buy This Town," which she described as a "furball song," noting, "I didn't know it was there, and sort of spit it out." She also offered the stunning "Make Every Word Hurt," which has been cut three times yet never released.

A member of Pistol Annies, Monroe described taking Lambert camping in her native East Tennessee. One night Monroe thought she heard a bear, and said, "Miranda pulled out a knife. Then I thought I saw a ghost, and Miranda got out a gun." Monroe expressed appreciation to Country radio that her "Heart Like Mine" reached No. 1 the day Lambert married Blake Shelton.

Berg furnished "Wrong Side Of Memphis" by request, as well as "You And Tequila" for which she thanked radio. "It'd been awhile since my last hit. I was getting a little worried. Thanks for making me feel like the old cow hasn't been put out yet." Although understandably hesitant to follow Berg's finale, "Strawberry Wine," Monroe made good with Jason Aldean's "The Truth" to close the show.

Membership And A Free T-Shirt For All

As the **CMA** embarks on "The Year of Country Radio," SVP/Marketing & Communications **Sheri Warnke** announced Thursday that CMA plans to give 4,000 complimentary one-year membership kits next week to every Country station in America, their GMs and PDs. CMA hopes to generate significant renewals in 2013, boost entries for CMA Awards consideration, and engage in the trade group's numerous service offerings, including interviews, spots, games, banners and online tools. In October, CMA is celebrating the 40th anniversary of its *Country Music Month* program, which will be promoted worldwide through its huge consumer database. CMA communicates to some 1.2 million fans through social media, has 191,000 mobile contacts and has assembled a 13,000-member fan panel for participating in research studies.

DAVID NAIL
THE SOUND OF A
MILLION DREAMS

ADD
DATE
3/5

MCA
NASHVILLE

Brainstorming: Get Focused

Center for Sales Strategy EVP **Matt Sunshine** wants you to brainstorm, but he's not a fan of broad strokes. During the Brainstorming To Win session, a crafty "jolt" session aimed at triggering an idea group to share ideas was followed by the brainstorm credo: "It's not until you have a tightly shaped statement problem that people's minds open up. The No. 1 job of the facilitator of the idea group is quantity." Brainstorm-of-the-day went to the person in the rear of the room who suggested a Hooter's girl-of-the-day promotion, you know, for the wings.

Turbo Talent: Plot It Out

Talent was the name of the game and coach **Steve Reynolds** pulled no punches in conveying their importance, especially in morning drive. Winning morning shows must have a unique and focused plot: "TV does it, why not radio?" he asked, pointing out that *Sex In the City*, *Seinfeld*, *Cheers* and *Friends* were all shows that millions fell in love with because of a laser-like focus on the plot and their characters. "You matter only to the extent that you have become connected to [your audience's] moods and desires," he said. "They will care about the show when they care about the people on it."

As for PPM, Reynolds stressed that talent must understand the importance of the first 15 seconds of any break. Every piece of content must be approached as a marketing decision and focused as such. "The mushy middle will fail," he said. Be fun, authentic, innovative, and relatable to win. "What's between the music makes the difference," he said.

Life Note

Condolences are extended to Shawna Thompson and her family on the Thursday afternoon passing of her father **Mickey McIlwain**. Thompson Square withdrew

from Friday's New Faces Show to travel to be with McIlwain, arriving moments before he expired.

The Day Ahead

Here's an all-in look at the official CRS 2012 proceedings for Friday, Feb. 24:

9-9:50am

Jacobs Media Goin' Mobile Presentation: Get Smart!

Paul Jacobs (Jacobs Media)
NCC 204-205

10-10:50am

Marketing That Gets Advertisers Results!

Matt Sunshine (Center For Sales Strategy)
NCC Room 208

10-10:50am

Are These Country People Freakin' Nuts? Looking at Country From a Different Perspective

Byron Kennedy (KNCI/Sacramento), Mark Adams (CBS Radio/Houston), Mike Preston (KKWF/Seattle), Brian Michel (WPTE/Norfolk), Marc Chase (moderator)
NCC 204-205



Alan Jackson gathers a group backstage at the Capitol/EMI Nashville lunch Thursday (2/23). Pictured (l-r) are CRS President Mike Culotta; Capitol/EMI's Tom Becci, Cindy Mabe and Mike Dungan, Jackson, Capitol/EMI's Steve Hodges, EMI Nashville's Angela Lange, CRS' Bill Mayne and Country Aircheck's Lon Helton.

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10-11:30am

Digital University: Professional Development Roundtables

Laura Fitton (Hub Spot), Paul Jacobs (Jacobs Media), Daniel Anstandig (Listener Driven Radio), Gregg Baldinger (NHL Radio), Mike Lewis (Music City Networks), Kissy Black (Lotos Nile/Colligent), Paul Slack (Splash Media), Jason Hill (CMT), Todd Cassetty (Hi-Fi Fusion), Tori Theiss, (Levelwing), Stephen Linn (Opening Strategy Session)
Center Ballroom, Renaissance

11-10:50am

Digital Dashboard: New Technologies = New Opportunities

John Ousby (vTuner), Owen Grover (iHeartRadio), Michelle Avary (Toyota), Dan Halyburton (moderator)
NCC 206

11-11:50am

Non Traditional Relationships

Alan Bullington (Kentucky Bar Association), Melony Wilson (Bull's Eye Promotions LLC), Butch Spyridon (Nashville Convention & Visitors Bureau), Bob Richards (moderator)
NCC 209-210

11-11:50am

90 Promotion Ideas in 50 Minutes: Putting All the Pieces Together

Regina Hensley (Bold Gold Media Group), John Thomas (KYGO/Denver), Lindsay Cerajewski (WUSN/Chicago), Beverlee Brannigan (moderator)
NCC 209-210

Noon-1:50pm

Warner Music Nashville Lunch & Performance

Faith Hill
NCC Performance Hall

2-2:50pm

Big Picture: Radio's National Digital Strategy

Dermot McCormack (MTV Networks), Kathleen Bricketto (Beasley Broadcast), Leon Levitt (Cox), Marc Chase (moderator)
NCC 206

2-2:50pm

Artist Visits: How To Create A Win-Win

Sponsored by New York Rock Exchange
Erik Johnson (KXKT/Omaha), Josh Easler (RCA), Enzo DiVencenzo (377 Management), Rodney Atkins (Curb artist), Bob Richards (moderator)
NCC 204-205

2-2:50pm

Small Market Programming: Making The Pieces Fit

Steve Albertsen (KFGE/Lincoln, NE), Rob Kelley (WQHK/Ft. Wayne, IN), Christie Matthews (KDXY/Jonesboro, AR), Beverlee Brannigan (moderator)
NCC 209-210

3-3:50pm

Branding: What It Really Is and How to Build One

Paul Jankowski (Access Brand Strategies)
NCC 208

3-3:50pm

Show Me Your Hits: What Defines A Hit In Your World?

Mike Moore (KWJJ/Portland), Tom Baldrice (Average Joes), Leslie Fram (CMT), Marc Chase (moderator)
NCC 204-205

4-4:50pm

Myth Busters: Debunking Myths You Think You Know

Sponsored by Curb Records
Skip Bishop (Former Sony Music Nashville SVP/Promotion), Laurie Gail (Play MPE), Charlie Morgan (moderator)
NCC 204-205

5:30-6:30pm

New Faces Cocktail Reception

Sponsored By HRT Records
NCC Level 1 Foyer

6:30-10pm

New Faces of Country Music® Dinner and Performance, CRS-Country Aircheck Awards

Sponsored by MDA and ACM
Eli Young Band, Hunter Hayes, David Nail, Sunny Sweeney, Thompson Square
NCC Performance Hall

After Hours

4pm-2am

Badge Bar

Renaissance Ballroom

4pm-midnight

Black River Mobile Cigar Lounge

Commerce Street in front of NCC

4pm-2am

New York Rock Exchange Cadillac

Outside the Renaissance Ballroom

4pm

Show Dog-Universal Bus

Commerce Street in front of NCC

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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 2012 experience has
been an awesome one!



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