

# DAILY BUZZ

CRS 2013

THE **CRS Forecast**  
**STORM REPORT™**  
 RADIO WEATHER  
 presented by benztown

45° 35°

30% chance for showers

20% chance for rain  
 Tomorrow  
 43° 34°

Friday  
 40° 32°

Get your station's local forecast at [thestormreport.com](http://thestormreport.com).

February 27, 2013, Issue 1

Powered by Country Aircheck

**JOEL CROUSE** IF YOU WANT SOME... IT'S GONNA BE EPIC!!!  
 OVER 60 BELIEVERS AND GROWING!



## Hall About It: The Inductions

"The slots in radio and the slots in music are rare, so you cherish it if you get one." That's the newly enshrined **Charlie Chase** offering a perspective that carried the evening at Tuesday night's **2013 Country Radio Hall of Fame Dinner & Ceremony**. As always, the emotional cornerstone of CRS offered stories, laughs and some truly moving moments.

**Bob Romeo**: The President's Award honoree answered the call to the stage from the CRB's **Mike Culotta** and thanked many who have helped the ACM in its work with Country radio, singling out the organization's **Brooke Primero** and her "tireless" work. He then showed a clip of 2013 Medium Market Personality winners (spoiler alert) **Rowdy Yates, Sunny Leigh** and **Carly Rush** from KVOO/Tulsa reacting on-air to the news of their nomination. "Guys, that's the thank-you for us," he said. "We appreciate all the support."

**George Strait**: The Career Achievement Award recipient was honored in a video compilation featuring **Dierks Bentley, Taylor Swift, Lee Ann Womack, Blake Shelton, Jamey Johnson, Martina McBride, Alan Jackson, Ronnie Dunn, Reba** and **Tim McGraw** offering their thoughts. McBride encapsulated the sentiment, saying, "Everyone wants to be George Strait when they grow up."

To no one's surprise, Strait didn't linger at the podium after receiving a lengthy standing ovation. "It's meant so much to me over the years to have made so many friends out there," Strait said.

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**Give It All We Got Tonight: Country Radio Hall of Fame Ceremony honorees gather backstage prior to the event Tuesday evening in Nashville. Pictured (l-r) are newly minted Hall of Famers Charlie Chase, Gaylon Christie, Lorianne Crook and Eddie Edwards; Career Achievement Award recipient George Strait; Hall of Famers Bill Poindexter and Dr. Don Carpenter; and President's Award recipient Bob Romeo.**

## Breaking: Swift Adds Tour Guests

**Taylor Swift** has chosen **Joel Crouse, Brett Eldredge, Florida Georgia Line** and **Casey James** for guest slots on *The Red Tour*, which opens March 13 in Omaha. Crouse is slated for 11 shows, Eldredge for 14, FGL for seven and James for 14. **Ed Sheeran** was previously announced for all tour stops, and **Austin Mahone** joins the bill in stadiums. The tour will include 66 shows in 47 cities, including nine stadium dates. See the full itinerary [here](#).



Taylor Swift

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★ ★ ★ MAKE SURE TO JOIN ★ ★ ★



FOR LUNCH AT THE  
 RYMAN AUDITORIUM  
 ON WEDNESDAY!



★ ★ ★ FOOD, FUN, MUSIC AND LOADS OF STAR POWER ★ ★ ★

# WARNER MUSIC NASHVILLE

Welcomes You to CRS 2013 & Invites You to  
Warner Wednesday 3

# That 70's Showcase

February 27, 2013

9:30 PM

@ Avenue

120 3rd Avenue South

**Featuring: Blake Shelton, Sheryl Crow, Hunter Hayes,  
Big & Rich, Jana Kramer, John Oates, Gloriana, Ashley Monroe,  
Charlie Worsham, The Farm, Brett Eldredge, Frankie Ballard,  
Dean Alexander, & Big Smo**



CRS registrants and invited guests only.

## A&O&B: Running The Gamut

Beyond revealing their annual Roadmap Study, the *Albright & O'Malley & Brenner Pre-CRS Client Seminar* touched on everything from being active, engaged and relevant with your audience via social media, digital tools and station branding, to tips for talent and what Gen Y will mean to our industry in the coming years. Here are some take-aways from each presentation.

**2013 Roadmap Study:** Of 6,272 Country P1 participants from 50 markets in the U.S. and Canada, 70% report being satisfied with the format. Of those who aren't, song-repetition and commercials were top reasons. Country listeners are increasingly tech savvy, with 75% reporting using some sort of social media every day (up from 66% last year), and 31% report having an internet connection of some sort in their cars.

**Are You Active Or Engaged:** Radio and artist management vet **Rick Barker** of [MusicIndustryBlueprint.com](http://MusicIndustryBlueprint.com) says stations too often use digital tools to "push" information to the audience without "engaging" them. "You have to offer value," he says. Among his examples: teaming with new artists you can't yet include in your playlist who are willing to offer free song downloads via the station website and social media. Attached sponsorships can help drive NTR.

**Talent Mechanic:** "Content is key," says **Mike Stern**. "I'm not

talking about information. They're already getting information from everywhere. Be a friend and a companion. Be a filter, give them something they can steal to use themselves, and focus on things that make you react."

**Relevancy In The Digital Age:** [Presslaff Interactive's Steve Zielonka](http://PresslaffInteractive.com) encourages programmers to "always be collecting data (ABCD)" and use it to engage the audience. "You can't just send out irrelevant information anymore. They'll delete you, they'll mark you as spam and they'll block you. There are always negative consequences." Use your tools to conduct surveys, for example. "Ask, 'Are you a Toby Keith fan? Here's a chance for you to sing on stage with him.' Then follow-up with other Toby Keith-related contests. When you send a targeted email, you'll see your open rates double and triple."

**Brand Like A Rock Star:** [Newcap Radio VP/Programming and Brand Like A Rockstar author Steve Jones](http://NewcapRadio.com) says, "Brands are feelings that live in the heart of the customer. Jimmy Buffett's biggest song wasn't that big of a hit. 'Margaritaville' peaked at No. 7. But at his shows, people are painting their bodies, getting drunk and having a great time because he sells the experience of being a beach-bum." Make it a point to understand your enemy and let them help define your brand. "Walmart's slogan 'Save Money, Live Better' makes it all about saving money," Jones explains. "Then Target comes in with 'Expect More, Pay Less,' basically saying, 'You're above that crap they're selling at Walmart.'"

**The Gen X Versus Gen Y Conflict:** *Jaye Albright* closed with thoughts about the population shift ahead of us. Gen Y is estimated at 78 million, much larger than the 40-50 million-strong Gen X preceding it, and it sees the world quite differently. It's a group that Country programmers will need to adjust to, she says. See how well you relate with Gen Y with the [Pew Center's "How Millennial Are You?" quiz here](http://PewCenter.com); read more from [Albright here](http://Albright.com).

## Hall About It: The Inductions

(continued from page 1)

"I remember in the early '80s going all over the country to radio stations and getting to meet personalities and friends I still have today from those times. I also want to congratulate everyone being inducted into the Country Radio Hall of Fame. Anyway, that's about all I have to say. Have a good evening. I appreciate this so much."

Prior to the Hall inductions, longtime Hall of Fame board member **David Haley** was honored with a plaque as he steps down from



**Fill In The Blank:** The Republic Nashville team hangs with the Albright & O'Malley & Brenner crew at the latter's Pre-CRS Client Seminar in Nashville Tuesday (2/26). Pictured (l-r) are RN's Megan Knutson and Lois Lewis, Mike O'Malley, the label's Cliff Blake and Mark Gray, Becky Brenner, RN's Jimmy Harnen, the event's showcase artist Greg Bates, *Jaye Albright*, and the label's Matthew Hargis and Stacy Blythe.

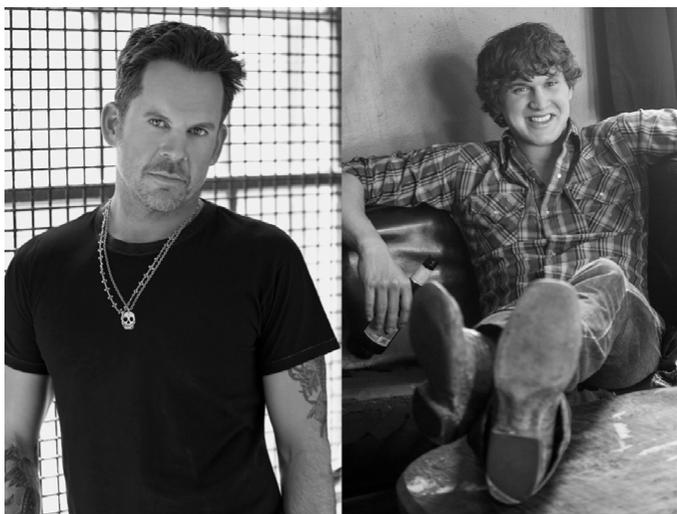
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BLACKBERRY  
SMOKE

THE STAGE ★ 412 BROADWAY  
9:30PM TONIGHT!

WHERE IT'S  
"NO SHAVE NOVEMBER"  
ALL YEAR LONG!



JOIN  
**GARY  
 ALLAN**  
 AND  
**JON  
 PARDI**  
 FOR THE



LUNCH ON THURSDAY

HEAR THEIR NEW SINGLES:

“PIECES” AND  
 “UP ALL NIGHT”

LIVE!

**CRS Bingo Clue of the Day**

**“Unwound”**

Send that title to  
[crsbingo@countryaircheck.com](mailto:crsbingo@countryaircheck.com)  
 to complete square D2



his role with the organization. “Thank you to current and past board members,” Haley said. “I also want to congratulate all of tonight’s inductees and all the award winners. Most of all, I want to thank all of you in the audience, because without your continued support we couldn’t have this great event.”

**Gaylon Christie:** Former CRB Exec. Dir. **Paul Allen**

introduced the Texas broadcaster, saying, “His early passion for country music as a steel guitar and bass player was eclipsed by his passion for his wife, **Jane Christie.**” Coming off the road, Christie got into radio.

Christie hailed his opportunity to “get paid as well as I got paid, and have as much fun and pure enjoyment out of doing what I did, playing country music.

“I want to thank everybody that has been part of this explosion and acceptance of country music as an art form appreciated around the world. Thank you so much for this moment. I’ve been known to be long winded, but I won’t be tonight. I hope sometime during your life you will feel as thankful and blessed as I feel tonight.”

**Bill Poindexter:** Veteran Chattanooga radio exec **Sammy George** brought out the WUSY afternooner, who focused on the opportunities he has been given throughout his career. “Every one of you going into this Hall tonight, someone took a chance on you,” he said.

At radio, it was an afternoon personality at a local radio station. “He’s not very smart, surely I can do this,” Poindexter recalled thinking. “The record business came calling and **Charlie Minor** took a chance on me. He was killed by a hooker, and if you know Charlie, you know that’s exactly the way he’d have wanted to go. I’m not making this stuff up!”

Others he cited as taking a chance on him included **Ed Mascolo**, George and the late **David Earl Hughes**. Discussing the talented people he’s worked with, he turned to his current co-host **Melissa “Mo” Turner**. “She did traffic and never left the traffic booth. I didn’t know what kind of kidneys this person had. [Bringing her on] is the best thing I’ve ever done in my life. She’s rejuvenated me, given me energy and a new vision.”

Equating her with family, he also thanked his three children, then broke up as he referenced his late wife. “The only thing missing is **Sheila**. Forty-one years we were married and eight weeks ago she wanted to be with Jesus and there’s a hole in my heart. The very last text she sent me after we found out about this award – and I’ll save it on my cellphone forever – she said, ‘I love you so much and I’m so proud of you.’ I know she is tonight and I thank you so much for this honor.”

**Dr. Don Carpenter:** PD **Tim Roberts** offered the induction to the WYCD/Detroit morning man. “I had Tim do my introduction because of all the PDs I’ve had, Tim is probably the only one who hasn’t fired me, thought about firing me or gotten fired for hiring me,” Carpenter said. “The rest of you are in the room tonight.”

His theme revolved around surprise at the honor. “I still haven’t really figured out how I got here, and I’ll be working on that for quite a while,” he said.

“They dragged me to Detroit kicking and screaming to do Talk radio, which failed as it bled red ink in about five months. That was a lot of fun for a two-share. So when they came in they started playing country music. I called my wife and said, ‘We’re screwed.’”

But the GM and PD both came in and said, 'We're going to need you here.' I came to love the format. It was the southern rock I grew up with transitioned to country music."

Further questioning himself as a Hall of Famer, he pointed out, "I made country stars play the trombone. I made them sit on a toilet to be interviewed. I timed interviews with a toaster. I made them eat that toast, autograph it and stick it in a bag so we could give it away later. I asked Billy Ray Cyrus math questions.

"I co-invented the Cleve Francis award. We give it to the country star who gives the absolute worst interview possible. If you don't know who he is, don't worry, him and all the other winners also quickly faded into obscurity.

"I've done all this and you still want to give me this award? I only have one thing to say, and I'd like to quote Garth Brooks, if I might. Give it to Hootie. Darius Rucker deserves this more than I do."

Carpenter thanked his GM **Debbie Kenyon** and Roberts for their support, as well as his wife, friends and other colleagues. "As for all the PDs and GMs who fired me, thought about firing me or got fired for hiring me, I'll try to catch your shift at the drive-thru and thank you in person."

**Eddie Edwards:** WNOE/New Orleans PD **Don Gosselin** introduced his afternoon personality, who took the stage to "who dat?" chants and promptly moonwalked before playing a few harmonica riffs. And those weren't his only riffs:

- "That's great wine. If I'd have had one more glass I'd have come up here as Randy Travis."

- "When they first told me I was getting this prestigious honor, the first thing I asked was, 'Can I voice track it?'"

- "People always ask, 'What made you choose radio?' Well, look at me. What were my career options?"

- "Along this incredible journey, I have literally made hundreds of dollars. But I have a thousand t-shirts and hats."

- "The perks are incredible. Every Saturday afternoon for 40 years, I've gotten to spend with my favorite car salesman. Eating pizza, always single-topping. I don't know if you've heard, but there's zero-percent financing for 60 months. On approved credit. And you can come by and spin our prize wheel. But if you're smoking hot, forget the prize wheel, we'll give you the prize. Because that's how we roll."

Turning semi-serious, he acknowledged his wife of 30 years **Marie**, three grown children and four-year-old grandson. "He is like a radio savant already. He can talk over intros, he can post-

up to the vocal, he knows NextGen and he knows Cool Edit Pro. His name is **Blake Edward** and I'm proud to announce that this Monday he's the new morning host on WSIX. They've tried everybody else, including myself."

He closed by professing his devotion to the cause of **St. Jude Children's Research Hospital**. "When it's all said and done, when Mr. Eddie has kicked off his final 10-in-a-row of today's hot country and your all-time favorites, if I'm remembered for my involvement with St. Jude, it's good enough for Mr. Eddie."

**Crook & Chase: Tim McGraw** did the introduction, citing them among country's great duos. He told of naming his jaxxass Charlie, to great laughter. "I named him after **Charlie Chase** not because of the reasons you might think. Yeah, he was good looking, charming and smart, but he likes my wife a lot better than he likes me." Pointing to **Lorianne Crook's** "grace, beauty and intelligence," McGraw added, "I bet when she was studying Russian and Chinese at Vanderbilt, she never thought she'd team up with Charlie Chase and be inducted into the Country Radio Hall of Fame."

With a nod to the prior honorees, Chase joked, "There's been a lot of humor up here. There's a lot of frightening truth that's been revealed up here as well." Crook told of being teamed up with Chase and attending her first radio convention. "The way you party, how crazy you guys are - I didn't think I could ever fit in, but Charlie has ruined me. I feel right at home." Chase added, "That first night we pinned some bail money on her lapel and said, 'Go at it, girl. We'll catch you later.'"

Crook became emotional recounting a show the duo hosted for then-newcomer Tim McGraw, and how it taught her to focus on the music, the artists and the fans. "We're not here to fill time," she said. "We're not here to entertain. We are here to let other people's talents shine, to help be a conduit for those talents to the world. It's not about Crook & Chase, it's about that artist, country music and the fans."

Among those thanked were executive producer and Crook's husband **Jim Owens**, other family members and their long-tenured staff. Chase thanked his parents for moving next to a radio station: "You could pick up 'Swap Shop' on the toaster, that's how close we were," he quipped, before thanking his wife of 42 years **Karen**. He thanked Crook for making "going to work a lot of fun." And, in closing, he said, "We'd like to congratulate our fellow inductees ... Lorianne and I are honored and blessed to join all the radio professionals in the Country Radio Hall of Fame. Thank you very much."

**CAC**

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## The Artists & Staff Of

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NINE  
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# Welcome You To CRS 2013!

## The Day Ahead

Here's an all-in look at the official CRS 2013 proceedings for Wednesday, Feb. 27:

**9am**  
**Lonestar Showcase**  
*Renaissance Music City Ballroom*

**9:30am**  
**Opening Ceremonies**  
 Artist & Radio Humanitarians  
 Mike Culotta, Lois Choolijan (presenters), Big & Rich, Little Big Town (anthem)  
 NCC 204-205

**10:15am**  
**Keynote: Jeff Smulyan**  
 Sponsored by Compassion International  
 NCC 204-205

**11am**  
**CMA Research Presentation**  
 Karen Stump, Brandi Simms (presenters)  
 NCC 204-205

**12pm**  
**UMG Lunch & Performance**  
 Billy Currington, Brothers Osborne, Chris Stapleton, Darius Rucker, David Nail, Dierks Bentley, Drake White, Eric Church, Eric Paslay, Josh Turner, Kacey Musgraves, Kelleigh Bannen, Lady Antebellum, Lauren Alaina, Little Big Town, Luke Bryan, Mickey Guyton, Randy Montana, Scotty McCreery, Vince Gill.  
 Ryman Auditorium

**2:30pm**  
**CRS Research Presentation**  
 Larry Rosin (presenter)  
 Presented by Edison Research  
 NCC 204-205

**4pm**  
**WCRS Live!**  
 The Warren Brothers, Thomas Rhett  
 Sponsored by Country Aircheck, BMI  
 NCC 204-205

**4pm-2am**  
**Fox Hill/4 Star After Hours Party**  
 One Night Rodeo, Lonestar  
*Renaissance Ryman Room*

**4:30pm**  
**Rodeowave Happy Hour**  
 Old Dominion, Phil Vassar, High Valley, Billy Ray Cyrus  
*Past Perfect (122 3rd Ave. S.)*

**5pm**  
**Artist Attendee Welcome Reception**  
*NCC Performance Hall*

**6pm**  
**Chris Janson**  
*Swingin' Doors Saloon (111 4th Ave. S.)*

**7pm**  
**Grand Ole Opry**  
 Brad Paisley, Darius Rucker, Dustin Lynch, Scotty McCreery, Vince Gill, Little Big Town, Greg Bates, Josh Turner, Kacey Musgraves  
 Presented by My Well Being/Humana  
*NCC Performance Hall*

**9:30pm**  
**Blackberry Smoke**  
*The Stage (412 Broadway)*

**9:30pm**  
**That '70s Showcase presented by Warner Music Nashville**  
 Dean Alexander, Frankie Ballard, Big & Rich, Sheryl Crow, Brett Eldredge, The FARM, Gloriana, Hunter Hayes, Jana Kramer, Ashley Monroe, John Oates, Blake Shelton, Big Smo, Charlie Worsham.  
*aVenue (120 3rd Ave. S.)*

**10pm**  
**HitShop Poker Tournament**  
*Renaissance Fisk Room*

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# 1st Annual CRS Late Night Poker Tournament

**DON'T BACK UP, STACK UP**

**HIT SHOP RECORDS**

**LAST NIGHT'S RESULTS**

1. Dan Vanlandingham
2. Jeff Elliott
3. Glenn Forrester

**OFFICIAL WINE OF TOURNAMENT**  
 the DREAMING TREE

**OFFICIAL BEER OF TOURNAMENT**  
 STARR HILL

**PERFORMANCES BY WESTON BURT NIGHTLY**

**GRAND PRIZE WINNER WILL WIN 1 WEEK CARRIBEAN VACATION**