

DAILY BUZZ

CRS '23

March 15, 2023, Issue 3

Powered by Country Aircheck



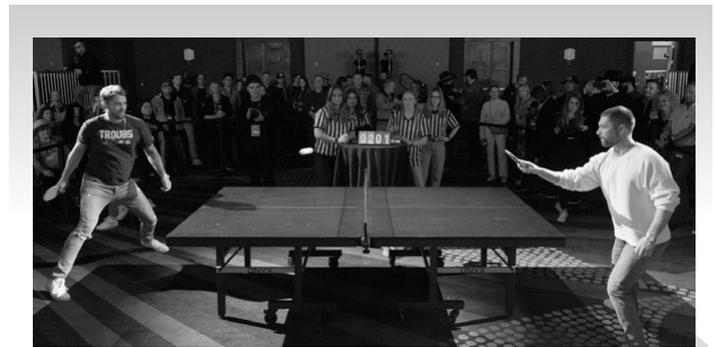
Slap Heard 'Round The Ryman

"If you're sitting here today, fair warning, you are a possible target for me to make fun of, and if you don't want that, you should leave now," EVP/Promotion **Royce Risser** said during his introduction at today's (3/14) *Team UMG At The Ryman*. "B Dub, Jamie Patrick ... now's your chance."

Among those making their debut at the label group's annual showcase was **Dalton Dover**, **Josh Ross** and not-so-newcomers **Tyler Hubbard** and **Brad Paisley**. Dover performed the most-added song in Mercury's history, "Giving Up On That," just one year after watching the show from the audience, while Ross made his Ryman debut with "Trouble." Hubbard shared his excitement for the next chapter of his career and gratitude for those in attendance, saying, "It's not every day I get to look out and see so many people who have changed my life."

When outgoing Chairman/CEO **Mike Dungan** shared he'd signed Paisley, Risser had one question: "Why?" But after spending the last two days with him, Risser revealed the truth about the insurance commercial star. "He's not nice ... he's not a good person." Paisley confirmed he had an "instant connection with 'Ross'" before playing a new song inspired by the opioid crisis in West Virginia. "There will be some songs on this album you aren't going to play," Paisley said. "But maybe we can talk about them."

Coming off of a C2C performance in the UK, **Caylee Hammack** clarified she says crockpot in "Only Good Things," not crack pipe. "Someone came up to me and asked about 'that crack pipe song,'" she laughed. "I guess they don't have crockpots over there." Additional performances included **Boy Named Banjo**'s "Whiskey Dreams" (out Friday), **Catie Offerman**'s "I Just Killed A Man,"



Swat Team: CRS Paddle Royale winner **Chris Lane** (r) battles **Brett Young** in the finals.

Kassi Ashton's "Drive You Out Of My Mind" and **Kylie Morgan**'s "If He Wanted To He Would." **Brothers Osborne** were accompanied by a string section and piano for the unreleased track "Forever And A Day," and **Sam Hunt** followed with "Locked Up." "When you get a record deal in your late twenties, it can stunt your growth as far as becoming the man you man to be," said Hunt. "And this song speaks to that."

"His new wife, Hallie Ray," Risser began before **Parker McCollum** could be heard



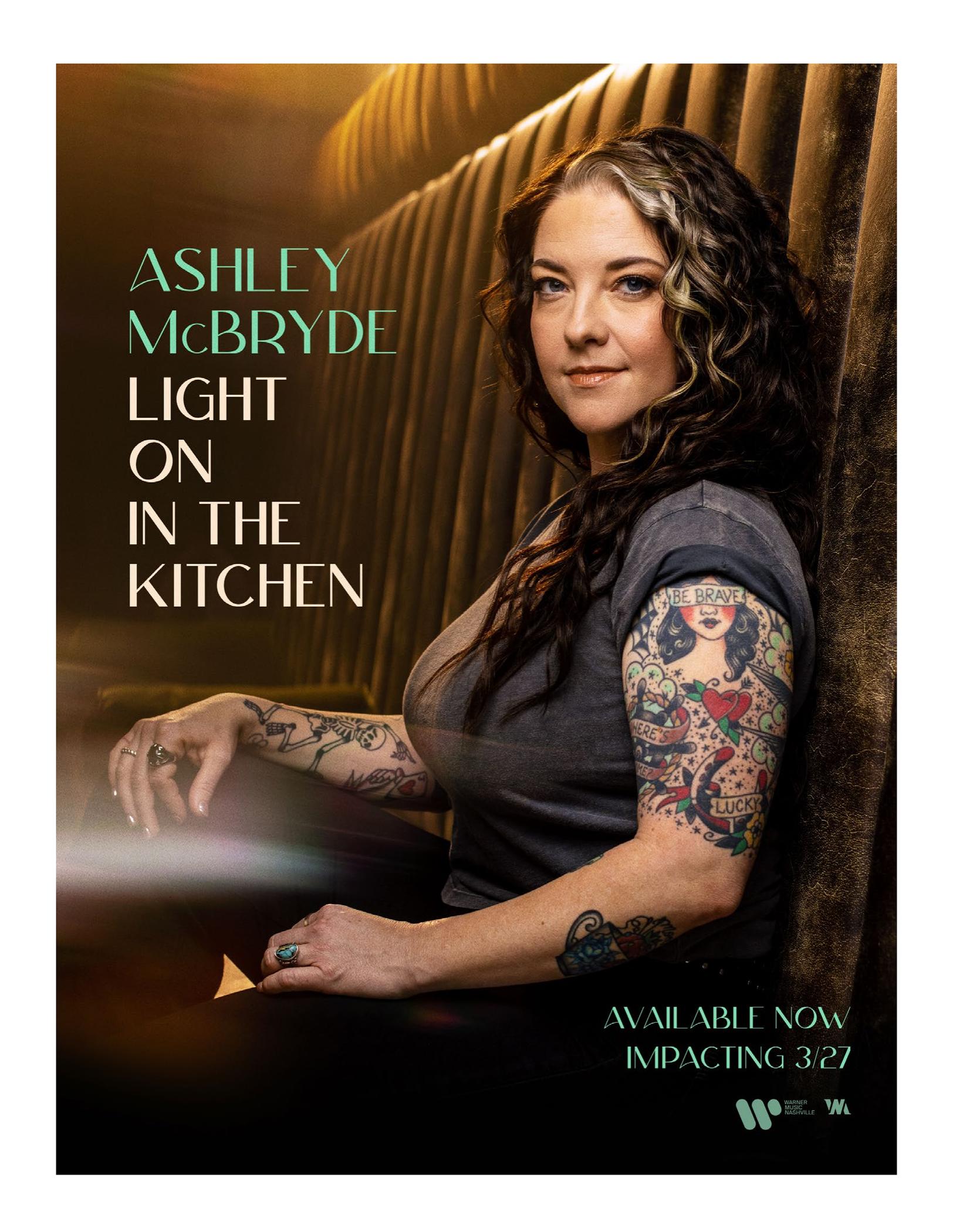
Kassi Ashton

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SCAN NOW
FOR THE KEY
TO YOUR WEEK



WARNER
BROS.
NASHVILLE

A photograph of Ashley McBryde sitting in a chair, leaning back. She has long, wavy brown hair with some grey highlights. She is wearing a grey t-shirt. Her left arm is heavily tattooed with a large, colorful design featuring a woman's face, a heart, and the words "BE BRAVE", "THERE'S", and "LUCKY". Her right arm has a tattoo of a skeleton. She is wearing several rings on her fingers. The background is a warm, dimly lit room with a curtain.

ASHLEY
McBRYDE
LIGHT
ON
IN THE
KITCHEN

AVAILABLE NOW
IMPACTING 3/27





BIG LOUD

WELCOMES YOU TO CRS 2023

STOP BY AND SEE US
IN MUSIC ROW ROOM #2



side stage yelling, "Keep my wife's name out of your f**king mouth!" In commitment to the bit, McCollum proceeded to slap the absolute shit out of Risser, who maintains it was **Brian Wright** – not him – who said to "go all the way." Following their individual performances, **Vince Gill** ("Heroes") and **Darius Rucker** ("Fires Don't Start Themselves") were joined by the entire lineup for "Purple Rain." There was no practice for the finale, and it showed in the best way possible.

–Caitlin DeForest

Tell By The Way I Use My Walk

The opening screen for "Artist Interview: **Kenny Chesney**" showed the cover of a 30-year-old audio EPK titled "Introduction To Country Radio," featuring interview snippets with **Lon Helton**. Three decades later, Chesney told the session's moderator – Helton – and a standing-room-only radio crowd about the younger version of himself. "He had a head full of dreams and heart full of music," Chesney said. "Growing up in East Tennessee, he listened to WIVK/Knoxville religiously. That was [his] family."



Kenny Chesney and Lon Helton

Chesney called his first failed record deal with Capricorn a blessing that allowed him to become a student of the business, as well as other performers. "I was afforded the luxury of not happening when I wanted it to happen," he said. "Because of that I was able to digest everything, meet everybody at Country radio and learn how it all worked."

Describing the multi-album journey that ultimately led to his breakthrough – *No Shoes, No Shirt, No Problems* – Chesney said, "The moment I stopped trying to be George Strait is when my life changed." Predominately, he expressed his reverence for songwriting, the support of longtime team members, appreciation of and relationships with radio professionals, and the unique bond he's built with fans in becoming one of music's top touring artists. Chesney distilled his philosophy to, "Make them so alive when they were there that they want to be there again and again." –Chuck Aly

Get Along

Albright & O'Malley & Brenner VP/Consulting Partner **Kenny Jay** led a rapid-fire discussion of the current state of label and radio relations in "Radio & Records: Redefining The Relationship." Regarding what metrics are most important for making playlist decisions, **Audacy** Central Regional Brand Mgr. **Marci Braun** said, "Local research always wins if you're blessed enough to have it, but everything is a tool in your arsenal." Added Cox Dir./Country Content & **WWKA** PD **Steve Stewart**, "When it comes to the metrics, my 14-year-old can pick the top 10 songs, once you get a little bit past that, what's the story? That's what we get paid to do, to decide, 'Is that right for our radio station?'"

"DSPs are our new retailer ... when we're streaming, we're making revenue," said **MCA** VP/Promotion **David Friedman**, who also touched on the value of No. 1 records. "[They] are the ultimate win for a promotion department, but they're also the things that help move an artist's career along, [increasing] their rate on the road and touring business." **WMN** SVP/Radio **Kristen Williams** concurred, "I don't ever ship a single to radio without the thought that it can be a No. 1. That can breed so many things we don't even think about in the songwriting and publishing community. There's a lot of value in that."

KASSI ASHTON

*Drive You
Out of My
Mind*

*"Kassi sounds 100%
bad ass on the radio!
Dynamic! Different!
Definitely something we
need right now!"*

*-Drew Bland (Brand Manager),
KMLE Phoenix/KKWF Seattle*

*40+ Stations
On Impact*

*On Tour With
Old Dominion*

MCA
NASHVILLE
A UNIVERSAL MUSIC COMPANY

DALTON DOVER

Giving Up On That

60 FIRST WEEK ADDS!

**LARGEST DEBUT SINGLE
ADD DAY IN THE HISTORY OF
MERCURY NASHVILLE**



Mercury
NASHVILLE
A UNIVERSAL MUSIC COMPANY

1 MILLION STREAMS IN THE FIRST TWO WEEKS!



March Address: Northeast radio pros and regionals gather for a March Madness-themed hang during CRS.

A recurring theme was communication. "Please don't knee jerk," said Williams. "We understand sometimes things just aren't working, but communicate that. If we know in advance, we can plan." Added Braun, "The stars don't always line up, [but] you can be a good partner and help out however you can. You don't want to hurt your radio station, but you want to be a good partner. There's a balance."
—Chris Huff

Merch Of Times

A trio of merchandising experts joined **Cumulus/Nashville** VP/MM and moderator **Allison Warren** to discuss current best

practices for station "merch." **Bentown** VP/Sales & Operations **Masa Patterson** discussed his company's free Radio Merch Shop, which handles all facets of the sales process. "You can have too much merch," cautioned **Richard & Southern's Scot Calonge**. "Our artists do much better when they streamline their product line."
BreakingT Pres. **Jamie**



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CHART BOUND!

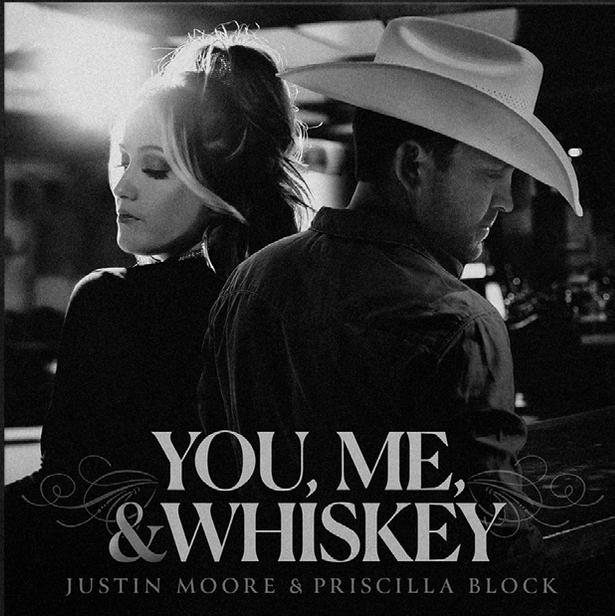
Hannah Grier

COUNTRY CAN





CATCH THESE ARTISTS AT OUR
BMLG LUNCHEON
TODAY!

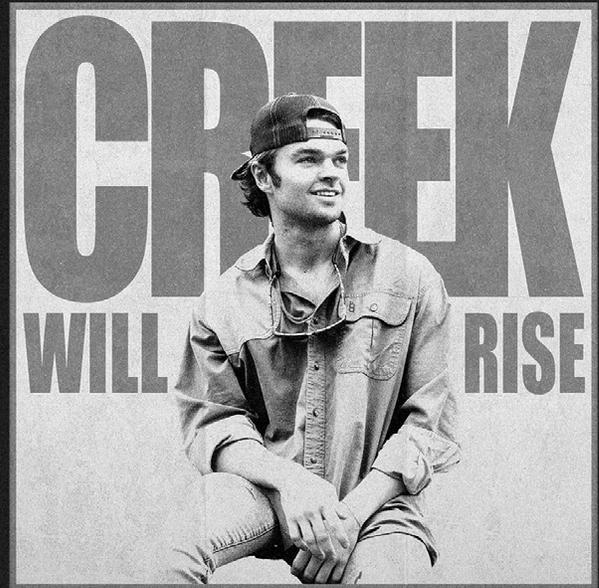


YOU, ME, & WHISKEY

JUSTIN MOORE & PRISCILLA BLOCK

JUSTIN MOORE

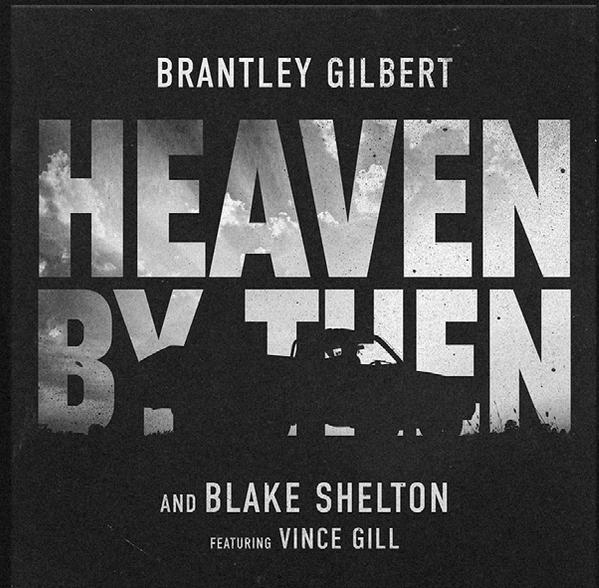
ONE OF HIS FASTEST CLIMBING
AND BEST CONSUMING
SONGS TO DATE!



CREEK WILL RISE

CONNER SMITH

PERFORMING HIS NEW SINGLE
ON OUR BMLG LUNCHEON!
IN YOUR INBOX TODAY!



BRANTLEY GILBERT

HEAVEN BY THEN

AND BLAKE SHELTON

FEATURING VINCE GILL

BRANTLEY GILBERT

STRONG EARLY
RESEARCH!



INTRODUCING

Mackenzie Carpenter

DON'T MESS WITH EXES (OUT NOW)

Mottram added, "Timeliness is everything. Get on board with the moment, [and] ride the momentum."

Also suggested, capitalizing on the viral moments of talent, were benchmark features and popular local talent tag lines for merch items. The consensus of the panel was that t-shirts are always the most popular item, with estimates that more than three-quarters of all merch sales were for t-shirts and hats. Calonge added, "You need to have a less expensive item too, like koozies." -Chris Huff

AI, AI, Oh:

An unusually spirited early morning crowd was on hand for the "Let's Chat GPT and AI DJs" session. Explaining the informal roundtable setting, Cumulus WIVK/Knoxville morning host and moderator Joey Tack told the crowd planning for the panel had only begun a few weeks prior, when he'd gotten a text from Audacy KUPL/Portland, OR morning host and agenda committee member Nick Steele on the subject saying, "This is a thing."

It was last month when Futuri announced its RadioGPT AI-driven local radio content service, and the company's SVP/Content & Special Projects Zena Burns was on hand to answer questions. By a show of hands, most in the room expressed concern for what AI could mean to the industry, though nearly as many showed they were excited for its potential.

"Technology is going to do nothing but improve," said Burns. "I go back to when Blockbuster had the opportunity to buy Netflix. They didn't believe the tech would evolve; they just tried to put their head in the sand. If we embrace and play up what people love about radio, [AI] is a way to enhance content and make us more relevant." -Chris Huff

What, Me Worry?

Moderated by Onsite Workshops VP/Entertainment & Specialized Services Debbie Carroll, "Leading Through High Functioning Anxiety" defined and presented ways to cope with the condition. Willow Center for Integrative Health Psychotherapist

Isabelle Richards, MA, LCPC cautioned, "Sometimes the last person to realize you're feeling anxiety is you." Alluding to a common meme, Onsite Workshops Clinical Exec. Dir. Of Milestones

Laura Ramey, LMFT defined the condition as: "I'm really good at fooling people into thinking I don't have anxiety."

Ramey continued, "High functioning anxiety is a consistent feeling of anxiety. You're still functioning well, but over time, it affects you and your health." All agreed that one of the best coping mechanisms is therapy, which can come in many different forms, including reaching out to a friend or even an app - the key being acknowledging the condition and realizing you're not alone. -Chris Huff



Debbie Carroll, Isabelle Richards and Laura Ramey

Time Is Funny

Yesterday (3/14), Townsquare nationally syndicated Taste Of Country Nights host Evan Paul and SiriusXM The Music Row Happy Hour host Buzz Brainard - who were without Audacy Top 40 nationally syndicated The Julia Show host Julia Lepidi due to illness - discussed "Maximizing Time With Artists." Red Street Records GM Alex Valentine moderated.

Advertisement for Kelsey Hart featuring a portrait of the artist wearing a Utah baseball cap. Text includes "COMING SOON FROM CURB", "KELSEY HART", and the "CURB RECORDS" logo.

Both Brainard and Paul reminded attendees that the best content opportunities – audio or visual – come from being prepared but staying in the moment. “I read, research and am ready,” said Brainard, as Paul finished the thought with, “And then, I throw out my notes.” The two pointed out the differences in best practices for phoners versus in-person interviews and highlighted strategies including:



Buzz Brainard

- Research the artists’ social media before an interview.
- Be willing to change direction if the artist takes you down a road you weren’t prepared for.
- Lean into your own personality and what makes your show shine.
- Make conscious decisions to ask tough questions, but be willing to cut the answer if the artist requests it.
- Never underestimate how much content you can create and bank in a limited amount of time.

The panel concluded with a brief audience Q&A, and a PDF checklist to ensure complete content captures in any setting. Download those checklists [here](#).
–Monta Vaden

Hire Powers

Tuesday afternoon (3/14), Cox **WWKA/Orlando** morning co-host **Chloe Nelson**, University of Tennessee **WUTK/Knoxville OM/ PD Benny Smith** and Audacy **KMLE/Phoenix & KKWF/Seattle** Brand Mgr. **Drew Bland** discussed “Hire Education: Appealing To A New Generation Of Employees” with **Audacy** SVP/Digital Audio Content **Tim Clarke**, who moderated. The focus was ways to better educate pre-career-aged potential applicants about the benefits of and opportunities provided by radio employment.

Nelson, a 26-year-old, four-year industry vet shared her own experience finding a radio career, noting the mentorship provided by then-Cox **WWKA/Orlando** morning co-host **Ashley Morrison**, whose role Nelson now occupies. Bland also shared hiring case studies, including that of **Gabe Mercer**, whom he notes was “trained backwards.” Mercer came into her own as a content creator for the station before Bland cultivated her on-air skills. Smith, whose daily interactions include training college students for a career in radio, offered an impactful reminder. “This generation didn’t grow up going to [radio remotes], and – I’m sorry to tell you – a career in radio just isn’t on their radar,” he said. “[But] they are among the most creative and hard-working generation I’ve encountered.” Other tips:

- Be aggressive in recruiting young talent to consider a career in radio.
- Inform and remind this generation that radio can and should be fun.
- Encourage a love of on-air work in employees who may be working in other departments.
- Mentor those you find who have authentic, relatable personalities, no matter their career history or background.

–Monta Vaden

Heat Of The Moment

“I was supposed to be an accountant, so this is way fucking cooler,” **Megan Moroney** said at Monday night’s (3/13) *Amazon Music Presents: Country Heat*. *Country Heat Weekly’s* **Kelly Sutton** and **Amber Anderson** co-hosted the sixth annual event. Moroney closed her set with current radio single “Tennessee Orange.” She added, “This is a song that has really changed my life. If you have supported me or this song, I want to take a second to say thank you so much.”

The night featured performances by three other Amazon Music 2023 Breakthrough Artists to Watch – **Dylan Schneider**, **Avery Anna** and **Dalton Dover**. Headliner **Chris Young’s** five-song set included early releases, new singles, and 2022’s most-played Country radio song, “Famous Friends.”
–Addie Morton

The Day Ahead

7:30-8:45am
CRS Aircheck Clinic
Omni, Level 3, Cumberland 3-4

7:30-8:45am
Women’s Mentoring Breakfast
Sponsored by NuVoodoo Media
Omni, Level 3, Cumberland 5-6

8:30am-6:30pm
Registration
Omni, Level 2, Broadway Hallway

8:45-9:15am
Socially Acceptable: Understanding The Platforms Of Today
Omni, Level 2, Legends A-C

9-9:25am
Power Hour: Alek Halverson’s Living The Dream
Omni, Level 2, Legends D-G

9:20-9:50am
The Dimes They Are A-Changin: The New Seller
Omni, Level 2, Legends A-C

9:25-9:50am
Power Hour: Mia McNeal’s Beyond The Box: A Conversation On Expansive Inclusion
Omni, Level 2, Legends D-G

10-11am
CRS Research Presented By NuVoodoo Media Services
Omni, Level 2, Legends D-G

11:10-11:40am
Power Hour: Fred Talk Featuring Fred Jacobs
Omni, Level 2, Legends D-G

11:10-11:40am
Prep Rally
Sponsored by Benztown
Omni, Level 2, Legends A-C

11:45am-12pm
Pre-Lunch Performance featuring Tyra Madison
Omni, Level 2, Broadway Hallway

12-1:50pm
Big Machine Label Group Lunch And Performance
Brantley Gilbert, Justin Moore, Chris Janson, Riley Green, Danielle Bradbery, Conner Smith, Shane Profit, Mackenzie Carpenter
Omni, Level 2, Broadway Ballroom

2-2:50pm
Okay, Boomer! A Conversation With Gen Z
Omni, Level 2, Legends D-G

3-3:50pm
Miles Adcox Presents: Human School
Omni, Level 2, Legends D-G

4-4:50pm
Onsite Workshops: Emotional Wellness Check-In
Omni, Level 3, Cumberland 1-2

5:15-6:15pm
New Faces Cocktail Reception
Sponsored by Futuri Media
Omni, Level 2, Broadway Hallway

6:30-10pm
New Faces Of Country Music Dinner And Performance
Sponsored by ACM & St. Jude Children’s Research Hospital
Priscilla Block, Jackson Dean, Frank Ray, Jelly Roll, Nate Smith
Omni, Level 2, Broadway Ballroom