

DAILY BUZZ



CRS 2016
COUNTRY RADIO SEMINAR

February 9, 2016, Issue 2

Powered by Country Aircheck



Lot Of Love In The Room

A Marine color guard and **William Michael Morgan** singing the national anthem opened a new era for Country Radio Seminar yesterday (2/8) in Nashville. Attendees, exhibitors and, yes, a few townies crowded into the airy, glass and wood spaces of the Omni Hotel for the *Albright & O'Malley & Brenner Pre-CRS Seminar*,



Lady Antebellum and Keith Urban

CRS 2016 Opening Ceremonies, recognition for the new class of the Country Radio Hall of Fame, and the Artist Humanitarian presentation to **Keith Urban**.

Nashville Mayor **Megan Barry** welcomed Country radio attendees by noting, "We

have 82 people who move to Nashville every day. They come here because they love the music. Since 1925 when WSM-AM began airing that show that became known as the *Grand Ole Opry*, country music has been a central part of Nashville and our identity.

The emotional poles of the opening session centered on Australia, believe it or not. First, a dedication was made to the late **Jeff Walker**, founder of AristoMedia and longtime CRB Board Treasurer. "We are eternally grateful for your decades of dedication and passion," read a plaque dated Feb. 8, 2016. His widow **Terri**



Room With A View: (l-r) iHeartMedia's Rod Phillips, Cox's Bill Hendrich, Warner Music Nashville's John Esposito and Sony/Nashville's Randy Goodman at the CRS Keynote "New Views From The Top."

Walker spoke for the family saying, "He loved you all as well as the CRB. Thank you so much." Board President **Charlie Morgan** added, "He was our conscience, advocate and friend. We miss him and are most grateful for 35 years of service to the organization."

Housekeeping included introduction of this year's Rusty Walker Scholarship winners and posting the date of the Country Radio Hall of Fame dinner – June 22 at the Omni. **Luke Bryan** introduced the incoming class, fumbling his lines at one point and earning laughs saying, "I had a Super Bowl party at my house last night. The remnants of that may be present." Turning serious, he pointed to radio as the "backbone and cornerstone" of country artists'

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Brandy Clark
GIRL NEXT DOOR

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careers. "We can't thank you guys enough," Bryan said. "The city of Nashville loves you all so much. Thank you for being here."

Lady Antebellum introduced Artist Humanitarian honoree **Keith Urban**, whose work with St. Jude, All For The Hall, Mr. Holland's Opus and more framed the presentation. Calling it "a really beautiful honor," Urban revealed his answer to the question of "what country music is" centers on its sense of community. "When I was nine, my family joined a country music club," he said. "A year later our house burned down. We were all okay, but we lost all our belongings. Without hesitation, our country music club put on a fundraiser for us. The Red Cross stepped in. Goodwill stepped in. So it was apparent to me from the age of nine that this is what it's about. People fall on hard times and need help, and I'm grateful my wife and I have been able to bring a spotlight to causes that can hopefully benefit from that." He closed expressing his desire to "share this with all the volunteers who give of the most valuable thing we have - time."

And if the emotional bookends of the gathering weren't enough, there was one final surprise: magician **Justin Flom**, who performed his "Card Hit Wonder" live.

A Little Good News

The takeaways from **Albright & O'Malley & Brenner's 22nd Annual Pre-CRS Seminar** yesterday (2/8) add up to good news for radio in general and for Country radio specifically.

AOB's **Mike O'Malley** and **Becky Brenner** presented "Roadmap 2016," the consulting group's annual look at the usage of and listener satisfaction with Country radio. Their survey of 9,677 listeners, mostly Country P1s, ages 18-54 in more than 65 markets in the U.S. and Canada, revealed more than 70% are satisfied with their local Country radio stations because they play the best music, make them feel good and have fun DJs who seem like friends.

While current hits from superstars like Luke Bryan remain the top favorites, AOB suggest overcoming complaints about the mix by researching songs, listening to the station's mix from the target audience's viewpoint and managing the music "fringes," as in songs that don't support the core sound of the radio station.

AOB found when listeners go elsewhere for music, they go to a different format. Their second choice is music they own, and

third is pure play options like Pandora and Spotify. Figuring out the "hot buttons," the things about your station the listeners love, and doing more of that, will keep them. They also say to focus on both horizontal and vertical teasing that results in more daily and weekly listening occasions, and marketing on multiple platforms.

Don't forget to maximize mobile availability and social media usage, say AOB. They advise developing an interactive station app with an alarm clock and game integration, and having an interactive text strategy. Then get social and customize content to match listener expectations for each platform.

Nielsen Entertainment VP/Radio **Stephanie Friedman** calls on-demand streaming "the most important metric we have today." Using the examples of Cam and Chris Stapleton, Friedman showed how their streaming activity surged long before radio airplay did, and then she pointed to Kane Brown, who hasn't had airplay yet, but has been getting a million streams a week even before recently being signed to Sony/Nashville. Friedman says streaming data can also be used to tighten up recurrent and gold categories.

Hit songwriter **Don Schlitz** entertained the seminar crowd with his "The Gambler," "When You Say Nothing At All," "Forever And Ever, Amen" and the never-recorded "God I Hate Lawyers" before his wife, SchlitzLaw attorney **Stacy Schlitz**, spoke to the licensing coverage required for radio stations that stream on the web. She demonstrated how BMI, ASCAP, SESAC and SoundExchange license each work to provide royalties for songwriters, publishers, artists and labels, and which licenses are required for various types of web activity.

DMR Interactive President/COO **Andrew Curran** spoke to the importance of super-serving P1s as they act as amplifiers for your station's message. He suggests cross-referencing your text and email clubs to identify those fans, then develop a strategy to get them sharing your brand.

Coleman Insights President/COO **Warren Kurtzman** and RCS & Media Monitors President/CEO **Philippe Generali** co-presented their findings on "Switching vs. Turning." They found almost two thirds of all PPM listening occasions are the type in which a listener turns the radio on to one station (turn-on), and then turns the radio off (turn-off), as opposed to switching from



Mike O'Malley, Stephanie Friedman, Don Schlitz, Stacy Schlitz and Becky Brenner

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LOVE AND THEFT

WHISKEY ON MY BREATH

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RESEARCH! SOCIAL MEDIA! STREAMING!

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#1 FAVORITE SCORE - A LOT OF PASSION"
- **BOB BARNETT/VP PROGRAMMING, ENTERCOM**

"THIS HAS BEEN ONE OF OUR MOST REQUESTED SONGS
FOR WEEKS. I'M ALMOST 400 SPINS DEEP. #1 TESTER!"
- **BRAD AUSTIN/OM PD, WXCW/WILMINGTON**

COME SEE LOVE AND THEFT AT THIRTY TIGERS
SHOW AT THE STAGE, TUESDAY 2/9, 9:30PM

**WELCOME TO
★ CRS 2016! ★**



**LIVE AT
THE RYMAN**

**TUESDAY
FEB 9TH
12:00 PM**

one station to another. That number is even higher when looking at just Country P1s –78.4% turn on and off. The average listening occasion that starts with a turn-on lasts five to six minutes longer than that which starts with a switch. Younger demos are more likely to switch, with the 55+ demo the least likely.

Attendees were also treated to a performance by Republic Nashville's new artist **Brett Young**.

CRS 2016 Keynote Discussion

CRS Board President **Charlie Morgan** moderated "The New Views from the Top: Featuring Four of the Industry's Top Tier Executives." Warner Music Nashville President/CEO **John Esposito**, Sony/Nashville Chairman/CEO **Randy Goodman**, iHeartMedia/iHeartCountry SVP **Rod Phillips** and Cox EVP/Radio **Bill Hendrich** discussed, among other topics, the importance of actionable data for both radio and labels and the challenges labels face with artist development.

Hendrich got things started by singing radio's praises. "Radio is a highly profitable business when you manage it right," he asserted. "Within five blocks of this building there are insurance companies, banks and all kinds of other businesses that just don't have the fun every day we have. We are in a great business."

Minus some challenges. "We don't get enough credit for what we do," Phillips granted. "To have 92% of Americans still tuning into radio weekly is absolutely incredible. But when you see that only 75% of people 18-34 are tuning into TV, that's a storm cloud that says we need to do all we can to stay relevant, interesting, entertaining and compelling."

Phillips pointed to an increasing desire for authenticity, especially with radio talent. "It used to be all about having a 'radio' voice that sounded like everybody else," he said. "Not anymore. Listeners can see right through the B.S. and they don't like it."

For labels, artist development continues to be a big priority and is evolving. "Artists now are out developing their brand before we ever get involved," Goodman noted, pointing to his recent social media find, Kane Brown. "I went to see him in Knoxville and the fire marshal was there turning people away at the door. No airplay; all social-driven."

"We're tapping into assets other than just [radio] spins," Esposito added. "We're getting far more data-driven, which leads to compelling stories that we can bring [radio] as a reason to invest in us."

The bottom lines are changing for labels, too. "Certainly the new frontier for us is streaming and trying to get our arms around what it means," Esposito continued. "More than 50% of our business is coming from streaming, something that effectively didn't exist five years ago."

Country Home

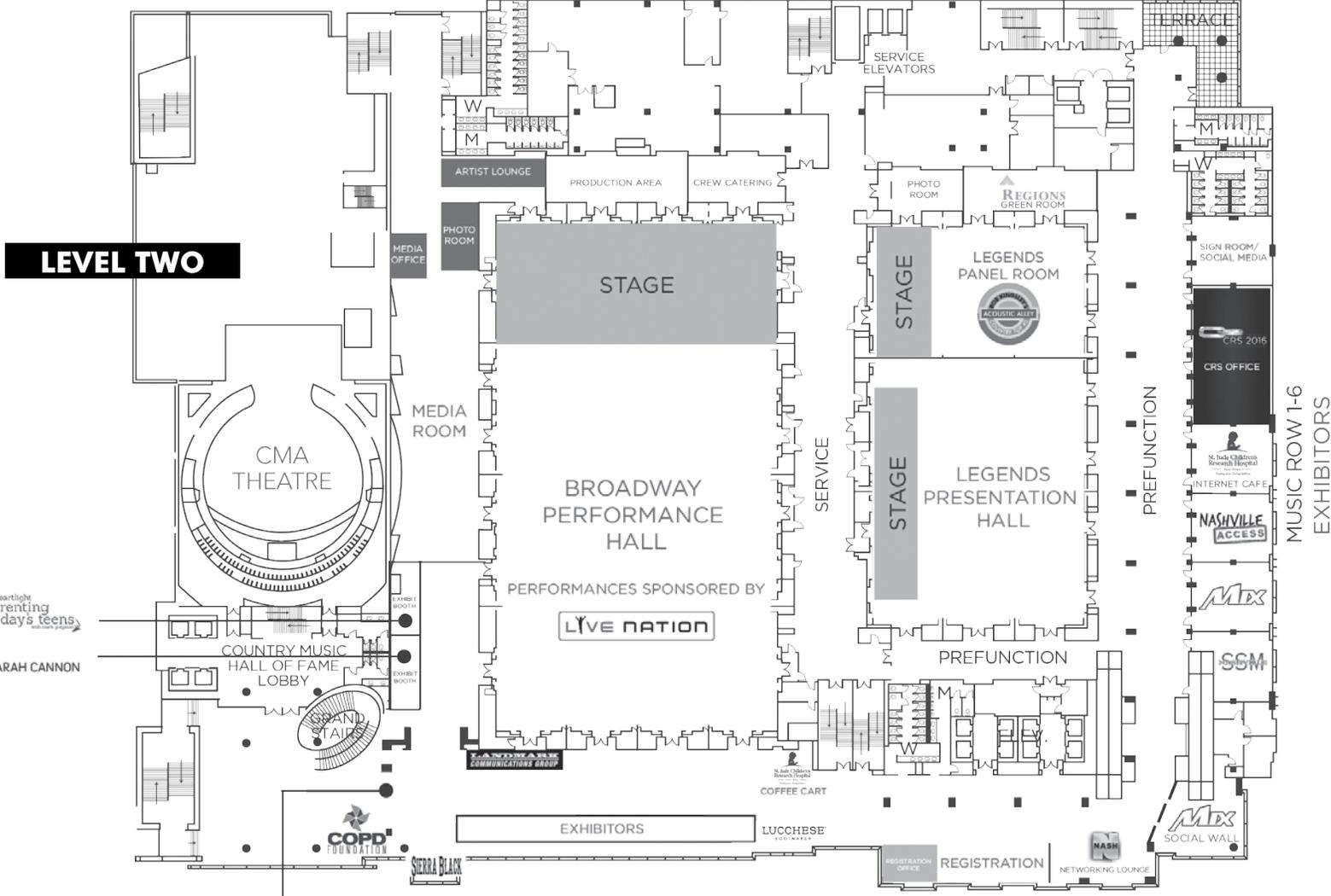
CRS attendees were treated to a Grand Ole Opry performance at the Omni Hotel featuring **Trace Adkins**, **Ashley Campbell**, **Easton Corbin**, **Maddie & Tae**, Nashville's **Chris Carmack**, **David Nail**, **Tracy Lawrence**, **Chris Janson** and **Martina McBride**.

Adkins was honored with a brass plaque bearing his name that will hang backstage at the Opry House. "Being a member of the Grand Ole Opry takes the top five spots in my career," Adkins said. Nail played a song called "Fighter," written when he and his wife were struggling to conceive. "When you look at this song now with two humans that look like you, it sounds different," said Nail, who has newborn twins at home. Newcomer Janson burst onstage and gave an exuberant performance, leading to a standing ovation. Twenty-year Opry member Martina McBride closed the show with a new song, "Reckless."



Trace Adkins

CAC



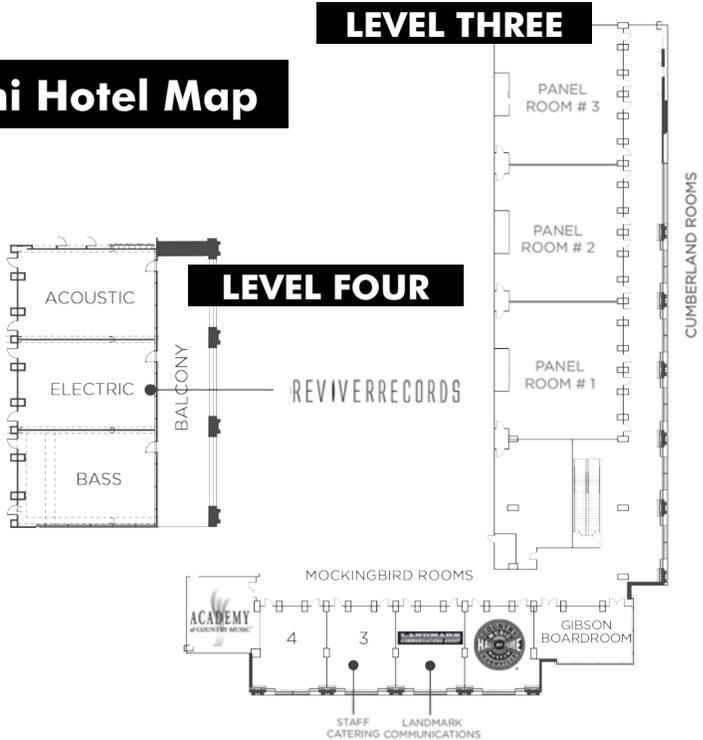
-  BIG SPARK NEW FACES COCKTAIL
-  WARNER MUSIC NASHVILLE AFTER PARTY

CRS 2016 Omni Hotel Map



Promo, Marketing, A&R, Business Affairs. Anything. Everything. We get you where you need to go.

Contact **Larry Pareigis**, President
larry@ninenorthmail.com or 615-332-5511



The Day Ahead

7:30am

CRS Artist Breakfast

Jerry Duncan, Jack Pride, Sam Cerami (hosts), Brian Collins, Chris Lane, Jake Worthington, Ryan Broshear, Sam Austin. *Omni, Level 1, Kitchen Notes*

8am

Programming Mentoring Breakfast

Tom Hanrahan, Shelly Easton, Jeff Kapugi, Tommy Chuck, Kerry Wolfe, Bob Raleigh, Travis Daily, Tim Richards, Steve Geofferries, Tim Roberts, Nikki Thomas, Kix Layton, Mike Brophy, Tonya Campos, Brian Michael, Jeff Garrison, Tee Gentry, Mike Preston, DJ Stout, JR Schumann, Bruce Logan

Omni, Level 3, Cumberland 5 & 6

9am

Daily Featured Speaker: Noah Galloway

Omni, Level 2, Legends Ballroom D-G

10am

CRS Research Presentation: What Content Makes Country Radio Matter Presented by Edison Research

Omni, Level 2, Legends Ballroom D-G

11:30am

UMG Lunch and Performance

Lauren Alaina, Dierks Bentley, Luke Bryan, Eric Church, Vince Gill, Charles Kelley, Little Big Town, Kip Moore, Kacey Musgraves, David Nail, Jon Pardi, Eric Paslay, Darius Rucker, Canaan Smith, Chris Stapleton and Keith Urban. *Ryman Auditorium*

2pm

Beyond the News Feed-Using Social Media For More Than "Listen Now"

Dan Halyburton (moderator), Elaina Smith *Omni, Level 2, Legends Ballroom D-G*

2pm

While You Were Out: To the Beach and Back

Gregg Lindahl (moderator), Jim Asker, Chuck Geiger, Tom Baldrice, Charlie Cook, Loren MacLeash

Omni, Level 2, Legends Ballroom A-C

2pm

Big Market Sound in Any Size Town Part I: Imaging Secrets Revealed Sponsored by Benztown

Bob Richards (moderator), Rich Witt, Cowboy Kyle, Jason Garte, Jeff Berlin *Omni, Level 3, Cumberland 1&2*

3pm

Radio as The Insurgent: What if "They" Were Here First?

Gregg Lindahl (moderator), John Owens, Nate Deaton, Rod Phillips, Leigh Jacobs, Lesly Simon

Omni, Level 2, Legends Ballroom D-G

3pm

Women in the Industry : Breaking Barriers and Balance

Beverlee Brannigan (moderator), Jules Riley, Julie Talbott, Sarah Frazier, Kerri Edwards, Kristen Williams

Omni, Level 2

3pm

Big Market Sound in Any Size Town Part II: Get Prepped Sponsored by Benztown

RJ Curtis (moderator), Big D & Bubba, Jeff Andrews, Steve Harmon

Omni, Level 2, Cumberland 1&2

4pm

Revenues on the Horizon: Local Advertisers Talk Radio

Dan Halyburton (moderator), Jeff Smiley, Nick Jacobson

Omni, Level 2

4pm

Big Market Sound in Any Size Town Part III: Mastering the Music

Beverlee Brannigan (moderator), Lance Houston, Bill Jones, B-Dub

Omni, Level 2

4pm

The Story of the Tortoise and the Hare - Country Charts vs. Pop Charts

Bob Richards (moderator), John Ivey, Rob Morris, John Boulos, Lee Brice

Omni, Level 2

5pm

Country Music Hall of Fame Reception and Gallery Tours - 5-7pm

Country Music Hall of Fame Rotunda

5pm

Stallions Entertainment Showcase - 5-8pm

Omni, Level 1, Barlines

6pm

Nashville Access Superkick Showcase

Omni, Level 3, Music Row Room 3

5:45pm

Republic Nashville Happy Hour

Brett Young & Dan Huff, Cassadee Pope *The Palm, 140 5th Ave. S.*

7pm

Bob Kingsley's Acoustic Alley

Rhett Akins, Rodney Clawson, Ross Copperman, Andrew Dorff, Josh Kear, Shane McAnally, Heather Morgan, Tim Nichols, Josh Osborne, Jonathan Singleton, Jimmy Yeary.

Omni, Level 2, Legends Ballroom

7pm

SSM Evolution Beer Garden + Performances

Omni, Level 2, Music Row Room 1

7pm

Mix Lounge

Omni, Level 2, Music Row Room 2

8pm

Smith & Wesley Performance

Omni, Level 1, Barlines

9:30pm

Thirty Tigers

Love and Theft, Josh Abbott Band, Wheeler Walker Jr., The Willis Clan *The Stage, 412 Broadway*

10pm

Sam Hunt House Party

Ryman Auditorium

10pm

Olivia Lane, Big Spark Music Suite

Omni Suite 1014

10pm

Reviver Records After Hours Party

Omni, Level 4, Electric Room

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Olivia
LANE
BIG SPARK MUSIC GROUP

INVITE YOU
TO THE **BIG SPARK MUSIC SUITE**
TIKI BAR
SUITE 1014

TUESDAY
FEB 9TH
10 PM