

CRS '24 DAILY BUZZ

February 28, 2024, Issue 1

Powered by Country Aircheck

**PLEASE JOIN US FOR THE BBR MUSIC GROUP
2024 DECADES PARTY TOMMOROW!**



**BROADWAY BALLROOM
9:30PM TILL 11:30PM**

BBR BMG

Back Then Right Now

There's a reason *Country Radio Seminar* is marking its 55th year in 2024, and it's not the music, actionable takeaways or networking. And it hasn't thrived this long because of the allure of Music City, artist-themed restaurants, rivers of alcohol or ping pong. (In fact, the latter has prompted this publication's first foray into hard-hitting investigative journalism – below.)



Consider that Nashville's appeal as a destination isn't five decades deep. Even as a relatively new "it" city attracting more than its share of business conventions, none of them can boast 50+ years of events. Certainly, night life and booze have their place in Nashville

and CRS lore. A Renaissance Hotel manager once confirmed that Bridge Bar sales during CRS exceeded every other week of the year. (Gospel Music Week was said to have the hotel's highest in-room alcohol sales.) But the industry and society in general have come to a better balance with sobriety in recent years, with alcohol-free beer and mocktails widely available. (As is water. Remember what they say at summer camp: "Drink water ... or you will die.")

The New Faces show has helped launch many superstar careers, and the number of future hits first heard in hotel suites or ballroom lunches there is incalculable. Panels that once may have focused on the rise of FM, CDs or streaming will, this year, dive into AI, social media and mental health. But none of those factors can take credit for the event's ongoing success. Instead, it is their confluence that creates the "magic of CRS," as described by the organization's late Exec. Dir. Bill Mayne. Education, connection, music and more can all be done well in other locales and at other times. Nowhere else but CRS, however, is it all done simultaneously at the highest level. So as attendees move through the week, they'll do well to consider that the best CRS ever is likely the one they're in right now.



Omni-Present: The CRS 2024 team enjoys the calm before the storm Tuesday (2/27) in Nashville. Pictured (l-r) are **Ashley Bourque, Heather Martin, Brooke Sanders Gourley, Sophia Gildone, Sheree Latham, Kelly Yeatts, RJ Curtis, Molly Cochran, Kathryn O'Donnell, Chasity Crouch, Lilly Marie Smith and Lisa Hendin.**

Pong Scam Exposed

"CRS would be great if it only had something wacky grafted onto it like a ping pong tournament." Said no one ever. **CRS Daily Buzz** cornered organizers **George Couri** (Triple 8/Triple Tigers) and **Tim Roberts** (Audacy) to get to the bottom of the controversy.

CRSDB: How and why did ping pong become a thing at CRS? Why not



George Couri



Tim Roberts

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THE DEVIL
I KNOW

FOR IMMEDIATE AIRPLAY



INTRODUCING

AUSTIN SNELL

A photograph of Austin Snell, a man with dark hair and a beard, wearing a blue denim jacket over a white shirt and blue jeans. He is sitting and looking down at his hands, which are clasped together. The background is a dark, textured wall.

PRAY ALL THE WAY HOME

50 MILLION+ GLOBAL STREAMS TO DATE

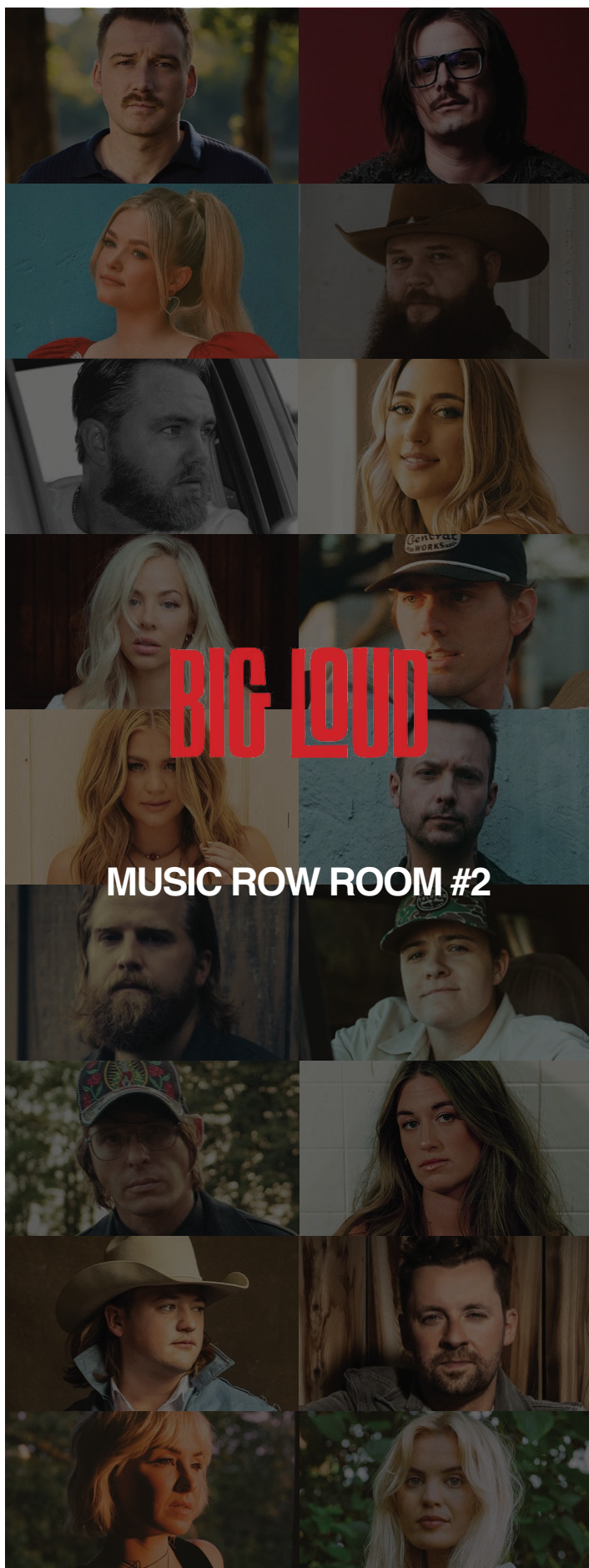
200K+ US TRACK EQUIVALENTS TO DATE

2 MILLION+ VIEWS ON OFFICIAL MUSIC VIDEO

OPENER ON JASON ALDEAN'S
2024 HIGHWAY DESPERADO TOUR

AUSTINSNELL.COM





badminton? Gymnastics? Competitive finger painting?

GC: There was a need for a no-agenda, no-showcase moment for people to have fun as a community here at CRS. And gymnastics will be next. Then badminton.

TR: We thought about dodgeball – with volleyballs, not those wimpy, red, bouncy things. But legal – aka the “Success Prevention Department” – nixed it. So we ended up here.

What kind of extortion is involved in getting artists to commit?

GC: The blackmail files all get used. Beyond that, the competitive nature of this industry takes over. Things really got out of proportion quickly this year – the betting is out of hand. I’ve heard that Tyler Hubbard triples his next publishing advance if he beats Ben Vaughn. And that WME’s Jay Williams has to cut Kane Brown’s lawn for a year if he loses.

TR: I thought he was already doing that?

GC: I also heard iHeart’s Jackie Tighe Caldwell had a “message” sent to Jelly Roll. I can’t even say it out loud ... you’ll have to ask her.

Exactly how are you guys secretly profiting from this scam?

GC: Why so hostile?

TR: We have retinal scanners all over the room collecting data we can then sell overseas, while not sharing it with CRS or any of the participants. Just like DSPs do with labels. We stand to make literally dozens of dollars on this event alone.

What are the most common moral failings associated with prolonged ping pong exposure?

TR: Erratic appetite. Heavy drinking. Attention deficit. Anxiety. Glory. Cussing. Shame. Eye strain. Foot odor. Basically turns you into the average record rep.

GC: Or large-market program director.

TR: Or artist manager.

The **Paddle Royale Ping Pong Tournament** will be held at 8:30pm Wednesday in Legends D-G. Grudgingly participating are **Annie Bosko, Kane Brown, Russell Dickerson, Tyler Hubbard, Sam Hunt, Chris Lane, Kameron Marlowe, Jelly Roll, Brett Young, Morning Hangover’s Kurt Bardella, Amazon Music’s Emily Cohen Belote, Triple Tiger’s Annie Ortmeier, iHeart’s Jackie Tighe Caldwell, Warner Chappell’s Ben Vaughn, Warner Music Nashville’s Kristen Williams, and WME’s Jay Williams.**

“New” Faces On CRS

Records Nashville’s **George Birge**, Riser House’s **Dillon Carmichael**, RCA’s **Corey Kent**, Columbia’s **Megan Moroney** and Valory’s **Conner Smith** represent the evolved definition of “new” when it comes to New Faces. Below, they discuss the show’s career-defining tradition, which both recognizes artists’ past achievements and affirms radio’s belief in their future.

George Birge: I take the New Face title with a grain of salt. Obviously I am new to a lot of people, but making music and touring is not new to me. For the last 10 years, I’ve kept my head down and tried to stay true to who I am and make music I’m proud of – blindly believing that it was going to happen.

Dillon Carmichael: I don’t know what New Faces originally represented, but in modern times, it’s a springboard. A rite of passage. The success stories are unlike any other event in this industry.

Corey Kent: It’s easy to be like, “Man, I’m not a new artist.” I’ve had four or five different careers at this point, but you live life in seasons. It’s easy to get jaded or frustrated with where you are and how long things are taking. But if you stay patient, treat people well, work hard and the music’s good, your time eventually comes.



★ ★ **WELCOME TO CRS 2024!** ★ ★



LIVE AT THE RYMAN 15TH ANNIVERSARY

THURS., FEBRUARY 29TH DOORS OPEN AT 11:15 AM

PRESENTED BY 1C | one COUNTRY

**ANNE WILSON
BROTHERS OSBORNE
CHRIS STAPLETON
DALTON DOVER
DARIUS RUCKER**

**HUESTON
JON PARDI
KASSI ASHTON
KEITH URBAN
LUKE BRYAN
LUKE GRIMES**

**PARKER MCCOLLUM
PRISCILLA BLOCK
SAM HUNT
THE WAR AND TREATY
TYLER HUBBARD**

Special thanks to  **tazikis**
MEDITERRANEAN CAFE



Meet-And-Street: Red Street artists **Neon Union, Chris Lane, Ryan Griffin** and **Ryan Larkins** join CEO **Jay DeMarcus**, staff, media and radio friends to ring in CRS Tuesday evening (2/27).

Megan Moroney: Being chosen as a New Face is having Country radio recognize my songwriting, my songs and all the hard work I've put in over the past few years. Having a No. 1 last year was the coolest thing ever, so for them to be interested in more music and care about my songwriting just means the world to me.

Conner Smith: My biggest dream has always been to hear my song come through the FM. Having that come to life with "Creek Will Rise," having so many supporters and friends in radio and streaming, then to be selected as a New Face? It's one of those reap what you sow moments. I've been to two or three New Faces shows, and I've always watched wondering what it would be like to be on that stage.

The Week Ahead

Wednesday, 2/28

7:30am-6:00 pm (closed noon-1:30)

Registration open

Omni, Level 2, Broadway Hallway

8:45-11am

Albright & O'Malley & Brenner 30th Annual Pre-CRS Seminar

(Schedule: 8:45 am Doors; 9:00 am RoadMap presentation, takeaways, and strategy; 9:50 am Coffee w/the Consultants: Industry roundtable with

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CONGRATULATIONS

Annie Bosko

ON YOUR NEW EP AND SINGLE

NEON BABY

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Jaye Albright, Becky Brenner, Kenny Jay; 10:30 am Performance and meet and greet with Nashville Harbor Records & Entertainment artist Greytan James) Omni, Level 3, Cumberland Room

8-8:50am

Y'all Means All: Diversity Breakfast

Frank Ray, Jaye Albright, Jon Loba, Lily Rose, Mia McNeal
Omni, Level 2, Legends Ballroom A-C

9-9:50am

Data Defining Hits: How To Know Your Numbers

Alina Thompson, Michael Chase, Patch Culbertson, Steve Knopper, Steve Stewart
Omni, Level 2, Legends Ballroom A-C

9-9:50am

Rules Made To Be Broken: How To Grow Your Audience

Holly G, Johnny Chiang, Rachel Cholst, Tiffany Provenzano
Omni, Level 3, Cumberland Rooms 1 & 2

10-10:50am

Debunking Industry Myths

Sponsored by Promosuite
Annie Ortmeier, Gator Harrison, Margaret Hart, Marisa Jeffries, Tim Foisset
Omni, Level 2, Legends Ballroom A-C

11-11:50am

Cycle of a Song: Bailey Zimmerman "Fall In Love"

Bailey Zimmerman, Jamie Younger, Jenni Tay, Rohan Kahli, Stephanie Hagerty, Tracy Martin
Omni, Level 2, Legends Ballroom A-C

11:45am-12:00 pm

Pre-lunch Performance Featuring Joey Green

Sponsored by Texas Music Takeover
Omni, Level 2, Broadway Hallway

12:00-1:50 pm

Warner Music Nashville Lunch & Performance

Ashley McBryde, Austin Snell, Bailey Zimmerman, Chase Matthew, Cody Johnson, Warren Zeiders & special guests
Omni, Level 2, Broadway Ballroom

2-2:30 pm

The Podcast Opportunity, Led By Tom Webster

Omni, Level 2, Legends Ballroom A-C

2:30-3:00 pm

AI And Identity By Todd Dupler

Omni, Level 2, Legends Ballroom A-C

3-3:50 pm

Cycle of a Song: Jelly Roll "Son Of A Sinner"

Jelly Roll, Chris Loss, Emily Cohen Belote, John

Meneilly, JoJamie Hahr, Mike Moore
Omni, Level 2, Legends Ballroom A-C

4-5:00 pm

Programming Networking Happy Hour

Al Farb, Alek Halverson, Becky Brenner, Brent Michaels, Heather Froglear, Kurt Johnson, Monta Vaden, Nikki Thomas, Rod Phillips, Tim Cotter
Omni, Library Lobby

4:30-6-30 pm

Curb Records happy hour

Almost Friday Sporting Club (415 4th Ave. South, across from the Omni)

5-6:00 pm

Performance by Label 22 Artist Caleb Montgomery

Sponsored by Peg Leg Porker Spirits, The Root Brands and R Public Relations
Omni, Level 2, Broadway Hallway

6-8:30 pm

Amazon Music Presents: Country Heat

Lady A, Chayce Beckham, Ella Langley, Dylan Marlowe, Josh Ross
Omni, Level 2, Broadway Ballroom

6:30 pm

Red Street Records Hangover Cure

(coffee and tea service)
Omni Lobby, Bongo Java

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3.8 MILLION+ GLOBAL STREAMS PER WEEK

129 MILLION+ GLOBAL STREAMS TD

SHAZAMS +159% TW

DYLAN SCOTT

THIS TOWN'S BEEN TOO GOOD TO US

IMPACTING NOW



8:30pm

Paddle Royale Ping Pong Tournament

Kane Brown, Jelly Roll, Sam Hunt, Russell Dickerson, Tyler Hubbard, Chris Lane, Brett Young, Kameron Marlowe, Annie Bosko, Ben Vaughn (Warner Chappell), Kurt Bardella (Morning Hangover), Emily Cohen (Amazon Music), Annie Ortmeier (Triple Tigers), Jackie Tighe Caldwell (iHeartMedia), Jay Williams (WME), Kristen Williams (Warner Music Nashville); sideline play-by-play Mike Keith (Tennessee Titans), Rob & Holly (Audacy)
Omni, Level 2, Legends Ballroom D-G

8:30 pm

Due West listening party

Omni, Suite 1314

9:30 pm

B-Dub Radio Suite Sounds

Chris Lane, Neon Union, Ryan Larkins
Omni, Suite 1214

11:30pm-1am

The LoCash Midnight Taco-Rita Bash

Omni Lobby Level, Baja Sexto

Thursday, 2/29

8:00am-4:30 pm (closed noon-1:30 pm)

Registration open

Omni, Level 2, Broadway Hallway

8:30-9:20am

AI Interactive Town Hall: Reflecting On A Year Of Growth And Learning And Looking Forward To What's Ahead

Zena Burns, Fred Jacobs, Buzz Knight, Mike McVay
Omni, Level 2, Legends Ballroom D-G

9:30-10:30am

CRS Research Presentation, But They Have A Great Personality: On Air Talent And Their Role On All Platforms

Presented by Smith Geiger
Omni, Level 2, Legends Ballroom D-G

10:30-11:30am

The Artist Interview: A Conversation Between Trisha Yearwood & Lainey Wilson

Sponsored by ASCAP
Omni, Level 2, Legends Ballroom D-G

11:30am-1:50 pm

Team UMG At The Ryman Luncheon

Kassi Ashton, Priscilla Block, Luke Bryan, Dalton Dover, Luke Grimes, Hueston, Tyler Hubbard, Sam Hunt, Parker McCollum, Brothers Osborne, Jon Pardi, Darius Rucker, Chris Stapleton, Keith Urban, The War And Treaty, Anne Wilson
Ryman Auditorium

2:30-3:00 pm

Here I Grow Again On My Own: Step Out Of Your Comfort Zone

Granger Smith, Heather Froglear, Katie Dean, Steve Reynolds
Omni, Level 2, Legends Ballroom D-G

2:30-3:00 pm

Personal Branding: It's Not Ego, It's Branding

Brooke Taylor, Cassie Petrey, Jennie Smythe
Omni, Level 2, Legends Ballroom A-C

3:05-3:55 pm

CRS Honors

Kane Brown, Tim Leary, The War and Treaty, (co-hosts Kurt Johnson, RJ Curtis)
Omni, Level 2, Legends Ballroom D-G

4-4:50 pm

Passing The Torch: Why Mentors Matter

Clarence Spalding, Jennifer Johnson, Kelsey Schuler, Kristen Williams, Mark Schechterle, Raffaella Braun
Omni, Level 2, Legends Ballroom D-G

4-4:50 pm

Your Remote Sucks! Let's Fix It!

Alek Halverson, Kenny Jay, Kristy Beebe, Nick Steele
Omni, Level 2, Legends Ballroom A-C

4-6 pm

George Birge No. 1 party

Barstool (123 2nd Ave. North)

6:30 pm

Red Street Records Hangover Cure

(coffee and tea service)
Omni Lobby, Bongo Java

7:00-9:30 pm

Bob Kingsley's Acoustic Alley

Sponsored by Country Top 40 With Fitz, Skyview Networks, and First Horizon Bank with bar sponsored by ASCAP
Keith Urban, Jason Aldean, Fitz, Rhett Akins, Emily Weisband, JT Harding, John Morgan, Scooter Carusoe, Brent Anderson
Omni, Level 2, Legends Ballroom D-G

9:30-11:30 pm

The BBR Music Group Decades Party: Hits Of The '70s, '80s, '90s & Beyond

Parmalee, Chayce Beckham, HunterGirl, Blair Garner
Omni, Level 2, Broadway Ballroom

10:30 pm

B-Dub Radio Suite Sounds

Jessie G, Jacquie Roar, Matt Wynn
Omni, Suite 1214

Friday, 3/1

8:00am-6:30 pm (closed noon-1:30 pm)

Registration open

Omni, Level 2, Broadway Hallway

7:30-8:45am

Women's Networking Breakfast

Sponsored by Nuwoodoo Media Services
Abby Leigh, Athena Puharic, Blake Carter, Brooke Taylor, Charlene Bryant, Jessica "Carsen" Humphreville, Karina Farias-Day, Katie Dean, Katie McCartney, Krista Hayes, Laura Hostelley, Melissa Quinones, Mia McNeal, Michelle Tigard Kammerer, Sarah Kay, Zena Burns
Omni, Level 3, Cumberland Rooms 5&6

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8-11:40am
Workshop Alley

Omni, Level 3, Cumberland Rooms 1-3

Social Track

8-8:50am Social Media Videos (Brent Michaels)

9-9:50am Your Social Hook (Krista Horton)

11-11:50am Monetizing Your Socials (Gabe Mercer)

Imaging/Production Track

8-8:50am AI In Imaging (Bo Matthews)

9-9:50am Imaging Tips And Tricks (Cowboy Kyle)

11-11:50am Creating Effective Endorsement

Spots (Kenny Jay)

Podcasting 101 Track

8-8:50am Podcasting Principles (Kevin Sokolnicki)

9-9:50am Promotional Strategies (Krista Hayes)

11-11:50am Exploring Creative Approaches

("Mike D" Deestro)

8:50-9:40am
Grand Theft Promo: The Best Bits To Steal

Sponsored by Promosuite

Lois Lewis, Marie Bradshaw, Ryan Scheinrock,

Stephanie Waford

Omni, Level 3, Cumberland Rooms 1 & 2

8:50-9:40am
On Air Personalities: The OG Influencers

Caroline Hobby, India Mayer, Kevin Manno,

Ricki Sanchez, Victoria Cappelli, Zac Woodward

Omni, Level 2, Legends Ballroom A-C

8:50-9:40am
Diversi"tea": Spilling The Data On
Inclusive Programming

Elaina Smith, Jada Watson, Jess Wright, Travis Moon

Omni, Level 2, Legends Ballroom D-G

10-11:00am
Your Brain Is A Liar: Recognizing And
Understanding The Impact Of Your
Mental Health Featuring Jason Prinzo

Omni, Level 2, Legends Ballroom D-G

11:10-11:40am
AI: Work Smarter, Not Harder

Bo Matthews, Joey Tack, Scott Lindy, Todd Zarnitz

Omni, Level 2, Legends Ballroom D-G

11:10-11:40am
One Man Band: Tools For Today's Programmer

Brent Michaels, Dusty Panhorst, Giselle Boilling

Omni, Level 2, Legends Ballroom A-C

11:10-11:40am
Howdy Partners: The Potential Of Great Partnerships

Bekah Digby, John Shomby, Scott Roddy, Shelley

Hargis

Omni, Level 3, Cumberland Rooms 1 & 2

11:45am-12:00 pm
Pre-lunch Performance by Billie Jo Jones

Sponsored By Get Joe Records

Omni, Level 2, Broadway Hallway

12:00-1:50 pm
Lunch and Performance Sponsored By BMLG

Lady A, Mackenzie Carpenter, Jackson Dean,

Riley Green, Greytan James, Chris Janson, Brian

Kelley, Carly Pearce and other special guests

Omni, Level 2, Broadway Ballroom

2-2:50 pm
Unapologetically Unemployed

Carly Evans, Dan Mason, Marie LeMaitre,

Monta Vaden

Omni, Level 3, Cumberland Rooms 1 & 2

2-2:50 pm
AI Chat GBT: The Good. The Bad. The Truth

Anna Chauvet, Ashley Elzinga, Charlie Cook,

Heather Cohen

Omni, Level 2, Legends Ballroom A-C

2-2:50 pm
Cycle of a Song: Megan Moroney's
"Tennessee Orange"

Megan Moroney, Jackie Augustus, Juli Griffith,

Liz Cost, Steve Hodges, Taylor Lindsey

Omni, Level 2, Legends Ballroom A-C

3-3:50 pm
Leadership, Strategy and Optimizing
Country's Surge In 2024

Sponsored By CMA

Ben Kline, Cindy Mabe, Cris Lacy, Jon Loba,

Randy Goodman, Sarah Trahern

Omni, Level 2, Legends Ballroom D-G

5:15-6:45 pm
New Faces Cocktail Reception

Sponsored by Futuri Media

Omni, Level 2, Broadway Hallway

6:30 pm
Red Street Records Hangover Cure

(coffee and tea service)

Omni Lobby, Bongo Java

6:30-10:00 pm
New Faces Of Country Music Dinner &
Performance

Sponsored by ACM and charity partner St. Jude

Children's Research Hospital

George Birge, Dillon Carmichael, Corey Kent,

Megan Moroney, Conner Smith

Omni, Level 2, Broadway Ballroom

10 pm
B-Dub Radio Suite Sounds

Drew Baldrige

Omni, Suite 1214

CAC

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(*"No Present Like The Time"*)

No Present Like the Time

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