

DAILY BUZZ

February 20, 2020, Issue 2

Powered by Country Aircheck

JIMMIE ALLEN MAKE ME WANT TO POWER UP NOW #1 PUSH STARTING SUNDAY 2/23

Emote Tons

Albright & O'Malley & Brenner's 26th Annual Pre-CRS Seminar kicked off yesterday morning (2/19) with a look at *Roadmap 2020*. The company's **Mike O'Malley** and **Becky Brenner** were on hand to share key takeaways from the study, which included 9,180 respondents in the 25-54 demo. Among them: **Facebook** remains the preferred social media platform while **Instagram** continues gaining traction. An increase in **Spotify** and **Pandora** for in-car listening was juxtaposed with TSL growth for AM/FM radio on mobile, in cars and on smart speakers. The competitive landscape is expanding, and a multitude of opportunities are available to broadcasters in the podcasting realm. Additionally, "the big three" are still the big three: music, talent and environment. Listeners rate, in order of importance, stations playing the best music, feeling good when listening to the station, and personalities who sound like friends.

While discovery continues on terrestrial radio, its effect is softening. Of the artists discovered in 2019, respondents most often cited **River House/Columbia's Luke Combs**. Keeping with the music and discovery theme, A&O&B welcomed **Valory's Heath Sanders**, who performed "Love Needs Making" and "Common Ground," and **Big Machine's Payton Sanders**, who played "'92" and his forthcoming radio single, "Like I Knew You Would."

Zimmer Pres. John Zimmer and Zimmer/Columbia, MO Market Mgr. **Carla Leible** discussed the marketing bridge and the importance of omni-channel marketing while emphasizing a need for texture and layers within an existing broadcast business and sales structure. "The way to get to a client's budget is through the creative process," says Zimmer, who noted that in working with



Albright & Early: Albright & O'Malley & Brenner kick off their 26th Annual Pre-CRS Seminar this morning (2/19). Pictured (l-r) are Mike O'Malley, Big Machine's Payton Smith, Becky Brenner, Dan Vanlandingham and Valory's Heath Sanders.

advertisers, he has seen a lean toward multi-platform marketing and the monetization of data. Leible shared the cluster's hiring strategy: "Hire for attitude; train for skills." She noted that station account executives serve as relationship managers while specialists in varied fields – social, digital, design and creative – handle internal workloads. "A key account might have eight to 10 people on a team," she explains.

Second City actor, improv and sketch comedy specialist and Central Connecticut State University Assoc. Professor/

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YOUR CRS NEW FACES OF COUNTRY MUSIC 2020





*You & me...
Ain't it good to be alive?
Ain't no better place
Ain't no better time*

**KENNY
CHESNEY**
**HERE AND
NOW**

*Everybody's waiting,
but
they're waiting on what?
Better get to living
cause it's all we got*

In a world gone wild...
All We Have Is Here And Now

Arriving Feb 21
IMPACTING IMMEDIATELY

★ ★ WELCOME TO CRS 2020! ★ ★



LIVE AT THE RYMAN
11TH ANNIVERSARY

👉 TODAY, FEB 20TH AT NOON 👈

👉 DOORS OPEN AT 11:30AM 👈

FEATURING:
 BROTHERS OSBORNE
 LUKE BRYAN
 TRAVIS DENNING
 ADAM HAMBRICK
 CAYLEE HAMMACK
 SAM HUNT
 BRANDON LAY
 PARKER M'COLLUM
 KIP MOORE
 KYLIE MORGAN
 JON PARDI
 CHRIS STAPLETON
 CARRIE UNDERWOOD
 KEITH URBAN

Theater **Christie Maturo** presented the rules for and benefits of incorporating improvisational best practices in on-air content, including the ability to form emotional connections with listeners. "It's not about being funny," she says. "It's about being truthful and honest. Everyone can be 100% successful at being a good improviser, because it's about sharing your personal truth." While material is everything, Maturo said there's nothing wrong with stealing from others and making it your own. She offered examples of following McSweeneys.net and **Jimmy Fallon** for inspiration.

WYCT/Pensacola PD Brent Lane and **WIRK/West Palm Beach** morning host **Tim Leary** then built upon the theme of emotional connection by speaking to the importance of genuine localization and connecting your station to the community. The takeaways? You have to be in the pond first in order to be the biggest fish. Be a champion both for your community and of your community. And, perhaps most importantly, "Don't be a schmuck," says Leary. Both advised to start simple by finding three things in your community that interest you, finding your own point of view and a new way to introduce those people, places, things or events to your audience.

YouTube Mgr./Nashville Label Relations Margaret Hart rounded out the event explaining the platform's potential benefits for on-air talent and stations as a whole in building a brand and interacting with an audience. Her advice? "Start a channel." Posting recap videos of morning show content, publishing in-studio performances, repurposing localized bits, and filming local, artist and pop culture news segments are among the easiest entries into original content creation. To start smaller, begin by creating playlists of favorite videos for your channel.

Those interested in seeing the full presentation of *Roadmap 2020* can contact A&O&B's Brenner [here](#) or O'Malley [here](#). —Monta Vaden

Chandeliers & Country Music

Convening in the contradictory, yet fittingly named Broadway Ballroom, **CRS 2020** attendees were welcomed to the **2nd Annual Warner Music Nashville Kickoff Luncheon** Wednesday (2/19) by Chairman/CEO **John Esposito**. In recapping goals met and exceeded in the past year and ambitions for the one ahead, Esposito declared, "The year of 2020 will be the year we break three female artists."

Before performing emcee duties, WMN SVP/Radio & Streaming Promotion **Kristen Williams** renewed the label's commitment to the **FTL Sarcoma Fund**, an organization established in memory of the late **Lindsay Walleman**, who died of sarcoma at 28. "We ask for your help in keeping Lindsay's legacy alive," said Williams. "All that takes – in true Lindsay style – is spreading the word and spreading her spirit. And if I know Lindsay, and I did, she'd be ready for some country music."

First to the stage, **Chris Janson** thanked Country radio for "making my dreams come true" before breaking out his newly-mastered ukulele to play "Done," a song he professed is "my favorite I've ever written." **Michael Ray** sang "Her World Or Mine," which was debuted at CRS 2018's *New Faces of Country Music Show* (where he happened to meet his now-wife, Carly Pearce), followed by one of the label's two women currently in the Top 15, **Gabby Barrett**, giving us a whole mood with "I Hope."

The physical embodiment of the state of Texas, **Cody Johnson**, followed Janson's lead-in, performing his "favorite song I've ever written," with "Dear Rodeo." Next up, a performer whose energy and enthusiasm could only be eclipsed by the number of rings on his fingers, **Shy Carter** sat at the keyboard for "Good Love," with hopes it "blesses your socks off, and your feet get cold and your hearts get warm."

"We have another goal in our sights ... to break **Ashley McBryde**," asserted Esposito. "She's proven she deserves to be in this format, she belongs in this format, she deserves your attention. And you're going to hear a lot of shit from me in the hallways about that this week." McBryde offered latest single "One Night Standards," which her mother called "a little uncomfortable." McBryde laughed, "I've been uncomfortable for 3 1/2 minutes before, haven't you?"

Before his headlining acoustic set, "**Kenny Fucking Chesney**," as he's lovingly referred to by Esposito, was presented the CRS 2020 Artist Humanitarian Award by Townsquare SVP/Programming and CRB Board Pres. **Kurt Johnson** in recognition of his charitable work, which includes the Love For Love City Foundation, PassItOn.Org campaigns, Spread The Love Fund and ongoing No Shoes Reefers ocean ecology efforts. "In 2018 when we were out doing our stadium tour, and last year, so many of you came out," shared Chesney. "Everyone wanted to talk about the relief and what we were doing [with the recovery work]. I don't know about other formats, but country has always been a family – and when somebody in the family hurts, we all hurt. I felt that. It gave me a lot of energy to get out there on the road, to get onstage."
–Caitlin DeForest

Dark Bars & Wildcards

"You can't count on me having a Top 5, but I've had a great career," said **RCA's Miranda Lambert** to interviewer **The AMG Mgr./Corporate Communications Cindy Watts** during yesterday afternoon's (2/19) **CRS 2020** artist interview session. The wide-ranging conversation began with an overview of Lambert's road to Nashville via small-town Texas talent competitions and her third place finish on USA Network's *Nashville Star*.

Never one to shy away from authenticity, Lambert recounted what she felt was the turning point in her career with the release of her *Revolution* album and her first No. 1 Country radio hit, "White Liar." "It took three records to get there," she said, telling stories of dialing up stations while on tour with Brad Paisley and getting an assist from then-tour mate Justin Moore. The success continued, and her career became one built upon "songs, not hits," she explained. "The crowd doesn't know that ['Gunpowder And Lead'] went to No. 9, nor do they care. Getting to the top is nice, but just getting played helps. [The audience] just knows if it's in their car or not."

Lambert balanced weighty subjects including songwriting inspiration and personal times of difficulty with lighthearted tales of meeting her heroes and heartwarming notes about her philanthropic efforts. After all, "No one can be pissed about saving a dog," she said of her own **MuttNation Foundation**. Lambert also imparted wisdom in the form of quotable takeaways, including "If it's a maybe, it's a no;" "The most important thing isn't chasing something all the time, it's living in it;" and "Legacy isn't what my music did, it's what I did."

Before donning her guitar and playing *Wildcard* cuts "Dark Bars" and "How Dare You Love" acoustically, Lambert noted, "I feel like the last gig I ever play will be like the first gig I ever played – there will be smoke and neon. And, if that's how I go out,

I'll be happy." She wrapped the appearance by addressing CRS attendees directly and challenging everyone to listen to what they love and go home with that. "I appreciate the grace – and all the spins," Lambert quipped before boarding a plane to take on eight shows in the next 10 days.
–Monta Vaden

Standing On Ceremony

Sandwiched between artist sessions by **Miranda Lambert** and **Rascal Flatts**, **CRS 2020** Opening Ceremonies hit its expected marks and packed in a couple surprises, as well. Not among the latter were some dad jokes from **CRB Exec. Dir. RJ Curtis**, who welcomed CRB Board President and master of ceremonies **Kurt Johnson**. Warner/WAR's **Gabby Barrett** soared through the National Anthem, with colors presented by **U.S. Marines**. Army band **Six String Soldiers** engaged the crowd with a one-song acoustic performance, and this year's **Rusty Walker Scholarship recipients** were recognized.

St. Jude Children's Research Hospital's **Teri Watson** and Alabama's **Randy Owen** celebrated Tom Rivers Humanitarian Award honoree **Lon Helton** via video. "You have been a champion of our mission ever since you first walked through the doors of St. Jude 30 years ago," Watson said. Calling the honor "special and humbling," Helton said, "It's special because it bears the name of Tom Rivers, and Tom was a good friend. He did so much to help people have better lives ... and for the community, both personally and over the airwaves.

"It's humbling because I look around ... and see a room full of humanitarians," he continues. "Hell, we're in an industry full of humanitarians. No group on the planet gives back more than Country radio, records and the industry." In closing he said, "I'm going to echo Kenny Chesney and say I'm pretty uncomfortable receiving this as an individual, so I will proudly accept this on behalf of all of you who do so much to help the people of your communities."

Flatts took the stage to recognize this year's **Country Radio Hall of Fame class**, but were surprised with their own honor. Johnson presented the CRS Artist Achievement Award to the trio, who will soon embark on their final tour. A video tribute featured radio and label friends; Flatts will be officially honored at the Country Radio Hall of Fame Dinner June 24 in Nashville.
–Chuck Aly

Flatts Out Emotion

A love fest, a comedy show and the perfect close to **CRS 2020's** first day of sessions. CMA's **Sarah Trahern** steered a conversation with **Rascal Flatts' Gary LeVox, Jay DeMarcus** and **Joe Don**

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Thanks For
13 GREAT YEARS,
Country Radio!

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



Lunchable: Pictured at the 2nd Annual Warner Music Nashville Kickoff Luncheon (back, l-r) are the CRB's RJ Curtis, the label's Scott Hendricks, Cris Lacy, John Esposito and Kristen Williams, the CRB's Kurt Johnson and the label's Ben Kline; (front, l-r) the label's Cody Johnson, Ashley McBryde, Chris Janson, Kenny Chesney, Michael Ray, Gabby Barrett and Shy Carter.

Rooney that was packed with laugh out loud stories and a few that had attendees wiping their eyes. Trahern got right to the point: the



Rascal Flatts' Joe Don Rooney, Gary LeVox and Jay DeMarcus

farewell tour. "Why now?" DeMarcus dispelled any rumors of discord inside the band. "We didn't have a fight," he said. "We all still get along. In fact, we probably love each other now more than ever."

Trahern's questions about their music videos had DeMarcus sharing a story about a monkey

almost attacking him that had the room howling. And Rooney talked about the controversial "I Melt" video in which his naked posterior was shown. Amidst the funny stories, there were heartfelt tales, too. Asked about the final tour, Gary said it's about the

relationship with fans and Country radio, "Saying thank you and sharing the love."

Each expressed gratitude for the tour offering opportunity to thank and love on fans and radio, but they also confessed it will be difficult. "Saying goodbye is going to be really emotional," DeMarcus said. "When next year comes, there is no tour and I can't look to my left and see my cousin and Joe Don, it's going to be sad."

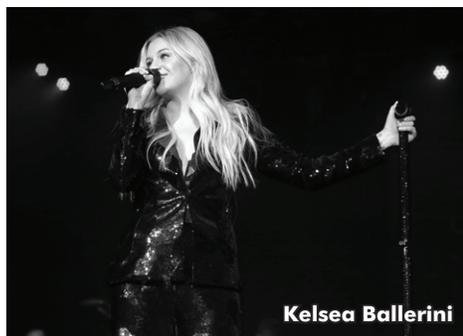
—Sue Wilson

Amazon Grace

The third annual **Amazon Music Presents: Country Heat At CRS** (2/19) offered attendees compact sets from **Niko Moon, Gabby Barrett, Jon Langston, The Cadillac Three** and **Kelsea Ballerini**, each of whom highlighted recent projects. Moon, Barrett and Langston each capped their four-song sets with current radio singles "Good Time," "I Hope" and "Now You Know," respectively, with Barrett reminding radio attendees, "Y'all are making people's dreams come true!" The Cadillac Three shared

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four from their recently released Country Fuzz project, including "Hard Out Here For A Country Boy." Ballerini, who remarked that it was her first show of the year and her first time on the ballroom stage since her New Faces show, treated the audience to a five-song performance with current single "Homecoming Queen?" coming mid-set in acoustic form. "Thank you for giving [the single] the megaphone of radio," she said, thanking Country radio. Ballerini also previewed unreleased music from her forthcoming album before closing the night with chart-topper "Peter Pan."



—Monta Vaden

The Day Ahead

6:30-7:50am

Belivers Breakfast

Sponsored by: Parenting Today's Teens
Omni, Level 3, Cumberland 1-2

8-8:50am

Digital + Streaming Breakfast

Emily Cohen, James Crowley, Tim Foisset and Kelly Rich
Omni, Level 3, Cumberland 3-4

8-8:50am

Programming Mentoring Breakfast

Kurt Johnson, Charlie Cook, Rod Phillips, Tim Roberts, M. Fletcher Brown, Mark Razz, Melissa Frost, Carletta Blake, Buzz Jackson, Kenny Jay and Mike McVay
Omni, Level 3, Cumberland 5-6

8am

Sales Mentoring Breakfast

Sarah Fraizer, Allison Warren, Dan Endom, Jeff James, Judy Lakin
Omni, Level 3, Cumberland 1-2

8:30-10:30am

in2une/AWAL/GCE Breakfast

Canaan Smith, Raelynn, John King and Chris Bandi
Omni, Level 1, Kitchen Notes

8-11am

SBG Recovery on the Row

Omni

8am-5pm

Riser House Entertainment Lounge

Omni, Level 2, Music Row 1

8am-6pm

Big Loud Lounge

Omni, Level 2, Music Row 2

8:30am-4pm

ABC Audio: All Access Pass with Stephen Hubbard

Omni, Level 2, Music Row 6

8:30am-5:30pm

SpinIntel: Airplay Analytics Reimagined

Omni, Level 2, 5th Avenue Pre-Function

9am-5pm

Six-String Soldiers

Omni, Level 2, Music Row 3

9am-5pm

United Stations

Omni, Level 2, 5th Avenue Pre-Function

9-9:50am

Do Metrics Prove The Music?: Three-Year Trend Case Study

Moderator: Katie Dean; Panelists: Jeff Green, Grover Collins and Matthew Hargis
Omni, Level 2, Legends D-G

9-9:50am

Leading Your Leaders In 2020

Moderator: Tom Baldrice; Panelists: Steve Reynolds, Scott Clayton and Mike Dungan
Omni, Level 2, Legends A-C

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STEPHANIE QUAYLE

WHATCHA DRINKIN 'BOUT

DEBUTS 59 BB

KATM KCCY KHGE KJKE KNUC KPLM KRTY KSOP
KTEX KTOM KUPL KWBL KXLY KZSN WAMZ WCOL
WCTQ WDAF W1HC WGH WGNE WJVC WKLB WNOE
WOGI WPAW WPOR WSOC WTHT WTQR MUSIC CHOICE

REBEL ENGINE

10-11:15am

CRS Research Presentation: Do You Know Your Listeners As Well As You Think You Do?

Mark Ramsey
Omni, Level 2, Legends Ballroom, D-G

11:30am-1:50pm

Team UMG at the Ryman

Luke Bryan, Travis Denning, Adam Hambrick, Caylee Hammack, Sam Hunt, Brandon Lay, Little Big Town, Parker McCollum, Kylie Morgan, Jon Pardi, Carrie Underwood and Keith Urban
Ryman Auditorium

2:30-3:15pm

Why I Use Audio: The Advertisers' Perspective

Moderator: Tom Hanrahan; Panelists: Jennifer Hungerbuhler and Tina Murray
Omni, Level 3, Legends Ballroom A-C

2:30-4pm

All The Singles, Ladies: Breaking Female Artists

Moderator: Katie Dean; Panelists: David Corey, Johnny Chiang, Nate Deaton, Damon Moberly, Emily Cohen, Marion Kraft and Kris Daniels
Omni, Level 2, Legends Ballroom D-G

3:15-4pm

Tech Crystal Ball

Moderator: Fred Jacobs; Panelists: Lauren Fisher and Simon Dawson
Omni, Level 2, Legends A-C

4-5pm

Sun Broadcast Group Bar + Lounge

Sponsored by SBG
Omni, Level 2, 5th Avenue Pre-Function Area

4:15-5:15pm

Artist Keynote: Eric Church

Eric Church
Omni, Level 2, Legends Ballroom D-G

5-6pm

SSM Nashville Happy Hour

Omni, Level 2, Music Row 1

5-7pm

In Harmony: CRS at the Museum

Sponsored by: CMHoF and Sony Music Nashville
Tenille Townes, Adam Doleac and Niko Moon
Country Music Hall of Fame and Museum

7-10:30pm

Bob Kingsley's Acoustic Alley

Sponsored by Bob Kingsley's Country Top 40 and First Tennessee Bank

First drink sponsored by ASCAP

Garth Brooks, Rhett Akins, Jessi Alexander, Chase McGill, Neal Thrasher, Cary Barlowe, Ashley Gorley, Natalie Hemby, Eric Paslay and Jimmy Robbins

Omni, Level 2, Legends Ballroom D-G

10pm-midnight

CRS Ping Pong Showdown

Brett Young, Scotty McCreery, Matt Stell, Charles Kelley, Dave Haywood, Cassadee Pope, Lindsay Ell, Tim Roberts, Rod Phillips, Johnny Chiang, Michael Levine, Chris Huff, Mike Kennedy and Gator Harrison

Omni

CRS 2020 PING PONG SHOWDOWN

THURSDAY, FEBRUARY 20 • 10:00 PM • OMNI HOTEL

<p>Brett Young</p> <hr/> <p>Rod Phillips</p> <hr/> <p>Lady Antebellum's Charles Kelley</p> <hr/> <p>Chris Huff</p> <hr/> <p>Lady Antebellum's Dave Haywood</p> <hr/> <p>George Couri</p> <hr/> <p>Eli Young Band's Jon Jones</p> <hr/> <p>Mike Kennedy</p>		<p>Scotty McCreery</p> <hr/> <p>Michael Levine</p> <hr/> <p>Lindsay Ell</p> <hr/> <p>Gator Harrison</p> <hr/> <p>Matt Stell</p> <hr/> <p>Tim Roberts</p> <hr/> <p>Johnny Chiang</p> <hr/> <p>Cassadee Pope</p>
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