

CRS '22 DAILY BUZZ

February 23, 2022, Issue 1

Powered by Country Aircheck

1 GREAT NIGHT
2 INCREDIBLE SHOWS!

BBR BMG

6 PM

FRANK RAY
amazon music
PRESENTS
COUNTRY HEAT

8 PM

DUSTIN LYNCH
CHASE RICE
LINDSAY ELL
TWINNIE

LIVE FROM BROOKLYN
STARRING
SPECIAL APPEARANCE BY CHAYCE BECKHAM
TRANSPORTATION PROVIDED FROM OMNI HOTEL

Welcome Back...

... to that same old place that you laughed about. With apologies to Mr. Kotter and his sitcom theme song (by John Sebastian, of course), **Country Radio Seminar** has returned live and in-person. What was once easily taken for granted, occasionally complained about and at times made fun of now gets revisited with fresh perspective. Hard won perspective, perhaps, and right on time. The challenges facing Country radio and country music have been greater (see 2020), but not by much.

In PPM markets at least, Country is less competitive than it has ever been (catch up [here](#) and [here](#)). That's certainly not the whole story, however. The audience remains robust, ratings in CDM and diary markets are not at similar record lows and country artists are continuing their return to the road. And that's where fans are won – face to face.

So it is with **CRS**, which will face ratings declines and dozens of other topics over these three days (see the Day Ahead schedule below). Speaking of faces, covering them is still recommended as COVID remains an issue. Read on for last-minute reminders on this year's protocols. Also facing a new paradigm are the esteemed members of the next Country Radio Hall of Fame class, announced later today. Finally, excited faces are expected when the CRS/**Country Aircheck** Awards are handed out at the ... wait for it ... *New Faces of Country Music* dinner and show. After a reminder of how much this business can accomplish in person – with a little fun and a lot of good music along the way – seminar attendees may head home, not with Mr. Kotter's theme song in their head, but with Fonzie's.



I Saw Squad Today: The CRS team readies for the event in the calm before the storm Tuesday (2/22). Pictured are (front, l-r) **Lisa Hendin, Libby Trbovic, Jessie Blackman, Ashley Bourque, Kelly Yeatts, Sheree Latham, Chasity Crouch** and (back, l-r) **Dawson Simmons, Heather Martin, RJ Curtis and Brooke Sanders**.

Need To Know Bases

A quick review of important protocols for anyone needing a last-minute catch-up:

- **Come On Get Appy:** CRS partner **3P America** is the conduit for the required proof of vaccination or a negative COVID test within 48 hours. Compliance is required in order to pick up credentials. Begin by registering a user account via the portal link [here](#). Search CRS '22 on the "company directory" page and select

©2022 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

GABBY BARRETT

57TH ACM CO-HOST & FEMALE ARTIST OF THE YEAR NOMINEE

WARNER MUSIC NASHVILLE

THE SONG YOU HAVE ALL BEEN ASKING FOR-
THE FOLLOW UP TO THE MULTI-WEEK #1 AND GOLD SINGLE
"WHISKEY & RAIN"

HOLY WATER



M I C H A E L R A Y

IMPACTING MONDAY 3.7.22





the CRS link. Follow the prompts, provide the required information and answer the health questionnaire. Upload clear photos of the requested documents, and expect approval within a few hours.

- **Simply The Test:** An onsite testing option will be offered for those not using the 3P app ... but expect delays. Find additional information about 3P America's end-to-end digital compliance and the CRS COVID protocols [here](#).

- **Really Masking For It:** CRB will also provide and prefer masks in all CRS event spaces at the Omni Nashville Hotel, including meeting rooms, performance halls and pre-function areas. Meeting room seating will be configured for social distancing, and hand sanitizer stations will be located throughout.

- **Take Know For An Answer:** Voluntary COVID testing is available through the end of the week. And attendees are "strongly encouraged to exercise personal responsibility ... monitor their health daily" and refrain from attending if "experiencing any symptoms of illness or not feeling well."

- **On A Platter:** Lunches on Wednesday and Friday will be served buffets. Thursday's UMG Luncheon at the Ryman remains a boxed lunch, and the Friday night New Faces dinner continues as a plated meal. In addition to the Day Ahead listings in this sheet, the agenda is available [here](#).

Faces Facing The Faces

"I don't have much CRS experience," admits New Faces performer **Jameson Rodgers**. "In 2018, I played the stage outside of New Faces hoping to get a record deal, but mostly provided A+ background noise that night. The record deal didn't come from it, but did shortly after, thankfully." **Lainey Wilson** makes an even bigger leap. "This is my first year even being invited to a CRS event," she says. "Every other year, I would basically panhandle passes from people just so I could get a glimpse of what it might feel or look like to be recognized or play one of the events."

Parker McCollum did get recognized in a surreal sort of way, at a UMG lunch. "When I walked offstage, [Keith Urban] said, 'Wow, Parker, that was really great, man. You sing really nice.' I said, 'Oh, thanks, Keith,' like we were on a first name basis and knew each other really well." New artists mingling with the genre's top performers can be unsettling at times, according to **Walker Hayes**. "I remember my first CRS, passing all these massive artists through the building thinking I should collect as many autographs as I can," he says. "I was more distracted by them than I was focused on working. My label rep had to calm me down." **Gabby Barrett** will be bookending her experience this year. "My most meaningful CRS memory is singing the National Anthem at CRS 2020 before everything shut down," she says. "It will definitely be a full circle moment to return and be able to perform live and in-person at New Faces this year!"

Read full profiles in **Country Aircheck's** February print edition, out this week.

The Day Ahead

Wednesday, 2/23

8-11:30am

A&O&B Client Seminar

Omni, Level 3, Cumberland 5-6

7am-6pm

3P America Wellness & Testing Center

Omni, Level 3, Mockingbird 2-3

8am-7pm

Wellness Check-In Desk

Omni, Level 2, 5th Avenue Hallway

★ ★ WELCOME TO CRS 2022! ★ ★



LIVE AT THE RYMAN
12TH ANNIVERSARY

➡ **THURS., FEB 24TH 11:30 AM** ➡

8-8:50am
Streaming Summit Networking Breakfast
Omni, Level 3, Cumberland 1-2

8am-5pm
The Row
Omni, Level 2, 5th Avenue Hallway

8:30am-12pm
St. Jude Children's Research Hospital Juice Bar
Omni, Level 2, 5th Avenue Hallway

8:30am-4:30pm
St. Jude Children's Research Hospital Internet Café
Omni, Level 2, Legends Hallway, Musiac Row 4

9-9:50am
Introducing Chartmetric
Omni, Level 2, Legends A-C

10-10:50am
Twitch/Live-Streaming For Music
Omni, Level 2, Legends A-C

11-11:50am
Music Discovery Through Streaming: Spotify Fan Study
Omni, Level 2, Legends A-C

11:45am-12pm
Ian Flanigan Pre-Lunch Performance
Sponsored by PickleJar
Omni, Level 2, Broadway Hallway

12-1:50pm
Warner Music Nashville Lunch + Performance
Sponsored by Warner Music Nashville
Zac Brown Band, Jessie James Decker, Morgan Evans, Cody Johnson, Randall King, Drew Parker, Michael Ray, Ingrid Andress, Breland, Chris Janson
Omni, Level 2, Broadway Ballroom

2-2:30pm
CRS Honors: Artist Humanitarian Award Presentation + CRHoF 2022 Announcement
Artist Humanitarian Award Winner Jason Aldean; Class of 2022 CRHoF announcement; Callista Clark performs the National Anthem
Omni, Level 2, Legends Ballroom A-C

2:30-3pm
Heads Of State: iHeartMedia's Bob Pittman
Sponsored by All Access
Omni, Level 2, Legends A-C

3-3:50pm
Talk Data To Me: 2021 In Review
Omni, Level 2, Legends A-C

4-4:50pm
Road To The Next Big Thing: Connected Car
Sponsored by XPeri
Omni, Level 2, Legends A-C

©2022 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com



DYLAN SCOTT
LIVIN' MY BEST LIFE
TOUR
MULTIPLE SOLD OUT DATES!

2/24 GRAND RAPIDS	3/20 MYRTLE BEACH
2/25 CHICAGO	3/21 RALEIGH
2/26 DETROIT	3/26 CHARLESTON
3/3 CLEVELAND	3/31 BOISE
3/4 LOUISVILLE	4/1 SALT LAKE
3/5 CINCINNATI	4/2 DENVER
3/10 CHARLOTTE	4/7 SACRAMENTO
3/11 CHATTANOOGA	4/8 SAN DIEGO
3/12 ATLANTA	4/9 ANAHEIM
3/17 PHILADELPHIA	4/28 BOSTON
3/18 HARTFORD	4/29 SILVER SPRING
3/19 LONG ISLAND	

DYLANSCOTTCOUNTRY.COM

CURB
LIVE
curb.com

F O R Y O U R A C M C O N S I D E R A T I O N

IF I DIDN'T
JASON ALDEAN & CARRIE UNDERWOOD
LOVE YOU



SINGLE OF THE YEAR | VIDEO OF THE YEAR | MUSIC EVENT OF THE YEAR

"A momentous duet that emphasizes each of their individual talents through their intertwining harmonies." - *American Songwriter*

MAVERICK



4-5pm**Heads Of State: Townsquare's Bill Wilson and Warner's John Esposito**

Omni, Level 2, Legends D-G

5-6pm**CMA Welcome Reception**

Sponsored by CMA

Omni, Level 2, Broadway Ballroom Hallway

6-8:30pm**Amazon Music Presents: Country Heat At CRS**

Sponsored by Amazon Music

Omni, Level 2, Broadway Ballroom

8pm**BMG/BBRMG Live At Brooklyn Bowl**

Dustin Lynch, Chase Rice, Lindsay Ell with Chayce Beckham, Twinnie

Brooklyn Bowl, 925 3rd Ave. N.

8:30pm-12am**Acoustic Throwdown**

Sponsored by Spin Doctors Music Group

Hampton Inn & Suites, 4th Avenue

Thursday, 2/24**6:30-7:50am****Believers Breakfast**

Sponsored by Curb

Omni, Level 2, Legends A-C

6:30am-2pm**Ryan Griffin And Red Street Records' Hangover Cure**

Omni, Level 1, Bongo Java

7am-4pm**3P America Wellness & Testing Center**

Omni, Level 3, Mockingbird 2-3

8-8:50am**Programming Mentoring Breakfast**

Rod Phillips, Kurt Johnson, Ashley Wilson, Ryan Wild, Aaronee

Cottam, Bruce Logan, Tim Roberts, Pepper Daniels, Ashley

Morrison, John Foxx, Clay Walker, Marci Braun, Kenny Jay, Meg

Stevens

Omni, Level 3, Cumberland 5-6

8am-4:30pm**Wellness Check-In Desk**

Omni, Level 2, 5th Avenue Hallway

8am-5pm**Exhibitor Booths**

Omni, Level 2, Broadway Hallway

8am-5pm**The Row**

Omni, Level 2, 5th Avenue Hallway

8:30am-5pm**St. Jude Children's Research Hospital Internet Café**

Omni, Level 2, Legends Hallway, Music Row 4

©2022 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

9-9:50am

Cashing In On Creativity: 10 Turbo Charged Ideas To Capture Attention & Revenue

Omni, Level 3, Cumberland 3-4

9-9:50am

Heads Of State: Alpha's Bob Proffitt and BMG's Jon Loba

Omni, Level 2, Legends D-G

9-9:50am

The Net Worth Of Networking

Omni, Level 3, Cumberland 1-2

9-9:50am

Video Builds The Radio Star

Omni, Level 2, Legends A-C

9am-12pm

St. Jude Children's Research Hospital Juice Bar

Omni, Level 2, 5th Avenue Hallway

10-11:15am

CRS Research Presented by NuVoodoo Media

Omni, Level 2, Legends D-G

11:30am-1:50pm

Team UMG At The Ryman Luncheon

Kassi Ashton, Dierks Bentley, Priscilla Block, Boy Named Banjo, Brothers Osborne, Jordan Davis, Sam Hunt, Little Big Town, Kylie Morgan, Jon Pardi, Keith Urban
Ryman Auditorium

2-2:50pm

Digesting The Date: A 2022 Reality Check

Sponsored by Quu

Omni, Level 2, Legends D-G

2:50-3:20pm

Rev Up Your Socials

Omni, Level 2, Legends D-G

3:30-4pm

Sayonara, Stale Thinking: Prioritizing Innovation On Your Team

Featuring Futuri's Daniel Anstandig

Omni, Level 2, Legends D-G

4-4:50pm

Heads Of State: Beasley's Caroline Beasley and UMG's Mike Dungan

Omni, Level 2, Legends D-G

7-10pm

Bob Kingsley's Acoustic Alley

Omni, Level 2, Legends D-G

10pm

Paddle Royale Ping Pong Tournament

Ingrid Andress, Morgan Evans, Gator Harrison, Clay Hunnicutt, Kid Rock, Lady A, Scott McCreery, Jon Pardi, Mitchell Tenpenny, Royce Riser, Tim Roberts

Omni, Level 2, Legends C

10pm-12am

Acoustic Throwdown

Sponsored by Spin Doctors Music Group

Hampton Inn & Suites, 4th Avenue

11:30pm-12:30am

Salt, Lime & Tequila With Ryan Griffin

Omni, Level 1, Main Lobby Library

Friday, 2/25

7am-6pm

3P America Wellness & Testing Center

Omni, Level 3, Mockingbird 2-3

7:30-8:50am

Women Mentoring Breakfast

Sponsored by NuVoodoo Media Services

Marci Braun, Jessica "Carsen" Humphreville, Mandy McCormack, Jenna Johnson, Dawn Santolucito, Kelly Ford, Hillary Borden, Monta Vaden, Angela Lange, Rachel Whitney, Tali Canterbury, Kimsey Kerr, Dana Swearingen, Mackenzie Cooper, Traci Lee, Rakiyah Marshall, Becky Brenner, Jensen Sussman, Amber Anderson, Lynn Oliver-Cline

Omni, Level 3, Cumberland 5-6

7:30-8:50am

Label Mentoring Breakfast

Tim Foisset, David Friedman, Matt Brum-Taylor, Nikki Wood, Sarah Knabe, Tanya Shrage, Norbert Nix

Omni, Level 3, Cumberland 3-4

©2022 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

FOR YOUR ACM CONSIDERATION

ERIC CHURCH

ENTERTAINER OF THE YEAR



7:30-10am
Records Nashville Breakfast
Omni, Level 1, Kitchen Notes

8am-5pm
The Row
Omni, Level 2, 5th Avenue Hallway

8am-6:30pm
Wellness Check-In Desk
Omni, Level 2, 5th Avenue Hallway

8:30am-4:30pm
St. Jude Children's Research Hospital Internet Café
Omni, Level 2, Legends Hallway, Music Row 4

9-9:50am
Heads Of State: Hubbard's Ginny Morris and BMLG's Scott Borchetta
Omni, Level 2, Legends D-G

9-9:50am
Radio Punchbusters: The Anti-Tune-Out Approach To Non-Commercial
Omni, Level 3, Cumberland 1-2

9am-12pm
St. Jude Children's Research Hospital Juice Bar
Omni, Level 2, 5th Avenue Hallway

10-10:30am
Someone's Got To Say It: Country Radio Has A New Role
Featuring Country's Radio Coach's John Shomby
Omni, Level 2, Legends D-G

10:40-11am
Leading Through An Ever Changing Landscape
Featuring Strategy & Leadership, LLC's Liz Allen Fey
Omni, Level 2, Legends D-G

11-11:50am
I'm A Fraud: Dealing With Imposter Syndrome
Omni, Level 3, Cumberland 1-2

11-11:50am
Standby By Your Brand
Omni, Level 2, Legends D-G

11:45am-12pm
Pre-Lunch Performance
Sponsored by PickleJar
Omni, Level 2, Broadway Hallway

12-1:50pm
Big Machine Label Group Lunch + Performance
Sponsored by BMLG
Lady A, Carly Pearce, Riley Green, Callista Clark, Laci Kaye Booth, Jackson Dean, Tiera Kennedy
Omni, Level 2, Broadway Ballroom

2-2:50pm
Don't Hate Us Cuz You Ain't Us! What We Can Learn From Other Music Formats
Omni, Level 2, Legends A-C

2-2:50pm
The Business Of Touring
Omni, Level 2, Legends D-G

3-3:50pm
Heads Of State: Audacy's David Field and Sony Music Nashville's Randy Goodman
Sponsored by CMA
Omni, Level 2, Legends D-G

4-4:50pm
Artist Spotlight Interview: Blake Shelton
Sponsored by BMI
Omni, Level 2, Legends D-G

5:30-6:15pm
New Faces of Country Music Cocktail Reception
Sponsored by Futuri
Omni, Level 2, Broadway Hallway

6:30-10pm
New Faces of Country Music Dinner and Performance
CRS/Country Aircheck Awards Presentations; Tom Rivers Humanitarian Award Winner Heather Froglear; Gabby Barrett, Walker Hayes, Parker McCollum, Jameson Rodgers, Lainey Wilson
Omni, Level 2, Broadway Ballroom

10pm-12am
Acoustic Throwdown
Sponsored by Spin Doctors Music Group
Hampton Inn & Suites, 4th Avenue

©2022 Country Aircheck™ — All rights reserved. Sign up free at www.countryaircheck.com. Send news to news@countryaircheck.com

FOR YOUR
ACM CONSIDERATION

Brothers
Osborne

DUO OF THE YEAR

