

DAILY BUZZ

CRS 2018
COUNTRY RADIO SEMINAR

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Powered by Country Aircheck



Mary's Prayer

Emmis' **Charlie Morgan** emceed *Keynote Speaker: Radio Today with Cumulus Media CEO Mary Berner*, which focused on Berner's vision for the radio company and the industry as a whole. She addressed the panel's tag line, that this was her first time speaking publicly since taking her post, joking, "That makes me sound like some Howard Hughes recluse, but in reality I wanted to spend 100% of the time fixing the company."

Morgan guided the conversation through Berner's transition from publishing – helming publications *TV Guide* and *Glamour* – to becoming the first female board member of Cumulus. "It's the same church, different pew," she said of the move to radio. Berner also explained that her unfamiliarity with radio is what has been her greatest asset in terms of programming. "I told [EVP/Programming] Mike McKay, if I ever give you my opinion, don't listen to me." This also brought on the company's shift to put programming decisions back in local markets, giving PDs the responsibility, while holding them accountable. "That's the only way to attract the best and brightest," she explained. "If you're the best, you don't want people telling you what to do all day."

Berner also addressed the fact that Cumulus is currently in bankruptcy, stating, "It has no effect on our day-to-day operations." She expects the company to emerge from bankruptcy in late March or early April.

She also championed the radio industry, saying, "Radio has the ROI and the audience." However, she recognized that the industry "acts like someone's ugly stepchild. The radio industry needs to grow a pair. We undersell ourselves in many aspects, especially pricing. This industry has the goods."

—Erin Duvall



Country Strong: Broken Bow's Jason Aldean gathers *Route 91 Harvest* festival survivors at BBRMG Live at CRS Monday night (2/5) at the Country Music Hall of Fame. Pictured (l-r) are Stoney Creek's Matt Vieira, BBR's Layna Bunt, Aldean and KKGO/Los Angeles' Michael Levine and Graham Bunn.

Speaker Of The House

The CRS Research presentation is always a big draw and this year was no different. **Edison's Larry Rosin** and **Megan Lazovick** presented *Country Radio Is At Home With Smart Speakers* to an overflow crowd. Two things were abundantly clear: Smart speakers are here to stay, and they could be very beneficial

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WARNER MUSIC NASHVILLE
PROUDLY WELCOMES
KENNY CHESNEY
TO THE FAMILY



ZAC BROWN'S
SIR ROSEVELT
SOMETHING 'BOUT YOU



GOING FOR ADDS
NEXT MONDAY!

"THIS SONG IS A HIT! I first heard this song at the end of last year, and I could not stop listening. We decided to take a chance and give this some real, daytime airplay—and turns out that our research says that our listeners love it too! The early research on this song says that it is a hit. Zac's vocals are unmistakable, and sound as clean and pure as he ever has. This is a song worth playing!!"

— Lance Houston, WBWL PD



@SIRROSEVELT



to Country radio in the coming years.

Though just 16% of Americans 18+ own a smart speaker, that's 39 million people, a number that's growing rapidly. "These really have the potential to bring radio listening back into the household," Rosen suggested, noting the sharp decline in the number of homes with traditional radios in recent years. (The percentage of U.S. households without a radio in 2016 was 21%, compared with 4% in 2008.)

Understanding the potential for radio begins by understanding why people are buying smart speakers. And expectedly, music tops the list. Among owners who are fans of Country music, 96% said that's why they wanted one in the first place. Perhaps more importantly, 68% of them wanted one "to listen to AM/FM radio." People are putting these into their houses "for the very reason we were hoping they would," Rosin indicated.

Edison's data also suggests the devices are changing the way audio is consumed at home. For example, 75% of "Country" owners agreed that they "entertain friends or family" with their smart speaker." Further, 57% reported using their device with others in the household "most of the time." Finally, 66% of those devices reside in a family room. A video segment depicting a family of four illustrated that point, as they sat around the device, sharing songs and playing games. "This probably hasn't happened since the old days of radio," Lazovick noted. "It's made audio social and communal."

There are some security concerns among owners of smart speakers and potential buyers, however, and there's still much to be learned in order for radio to take full advantage of the technology. Integrating early and developing useful interactive features is key, Rosin argued. "The smart speaker absolutely brings radio back into peoples' homes, but it doesn't bring it back in the exact same way that it left," he concluded. "You're going to have to be the ones who bring these changes to listeners." The entire presentation can be viewed on Edison's website. —Russ Penwell

Take Me To Church

UMG/Nashville SVP/Promo **Royce Risser** kicked off the ninth *Team UMG at the Ryman* with an apology to stations he publicly shamed last year for not adding **Kip Moore's** "More Girls Like You," which went No. 1 – and promised to apologize next year to any stations not currently playing Moore's "Last Shot." Moore opened with the single, singing the first verse and chorus a cappella. And with that, the 15-act, one-song-each show was off and running, with **Jordan Davis'** "Leaving New Orleans,"

followed by **Luke Bryan**, who snuck in two songs – "Most People Are Good" and "What Makes You Country."

"Speakers, Bleachers And Preachers" newcomer **Brandon Lay** had plenty of reasons to celebrate, with his first CRS, first Ryman performance and first child on the way. **Jon Pardi** was up next with "She Ain't In It," followed by **Maddie & Tae's** "One Heart To Another" and a sneak peek from **Eric Paslay's** upcoming album, "Young Forever."

Brothers Osborne got the first standing ovation of the afternoon with "Shoot Me Straight," while **Travis Denning** got quite a few laughs with his song about a fake ID, "David Ashley Parker." "Do not adjust your set, I am rocking a sweet mustache right now," said **Dierks Bentley**, who gathered his band around a vintage mic and performed "Woman, Amen." Next up: newly signed **Kassi Ashton** with "The Straw," **Darius Rucker** with "When Was The Last Time," and **Chris Stapleton** with "There Ain't No Easy Way."

Vince Gill silenced the room with a song about abuse he wrote years ago, called "Forever Changed." "We're living in a time where finally, people have the courage to speak out about being abused," he said, introducing the song. "That is beyond healthy, beyond beautiful. Maybe this song came from a personal experience from me. I was in seventh grade and I had a gym teacher who acted inappropriately towards me and was trying to do things that, I didn't know what the hell was going on. I was just fortunate that I just jumped up and I ran. I don't know why. I don't think I ever told anybody, my whole life. But what's been going on has given me a little bit of courage to speak out, too."

Rounding out the set was **Keith Urban**, who dedicated "Female" to all the women in his life, and capped the set with "Wasted Time."

—Wendy Newcomer

The Book Of Faces

Facebook: *Still Our Strongest Ally* offered loads of evidence to support its title. "The relationship you can create with your audience is unparalleled," said **Bryan Moore**, social media strategist for Garth Brooks and Trisha Yearwood. Brooks and Yearwood engage with fans via Facebook Live, where both have weekly livestreams. Moore said regularly scheduled shows are key because fans expect and look forward to them. It creates a sense of community and offers exclusive access, such as following Brooks on the journey of making a surprise appearance at Nashville's Bluebird Cafe. Yearwood's Facebook Live show spurs sales of her merchandise and viewership of her television show.

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CHRIS JANSON

SOON TO BE THE NEWEST MEMBER OF THE

GRAND OLE
OPRY.

"I'M A THANKFUL PERSON. I PROMISED THE OPRY A LONG TIME AGO THAT IF I WAS EVER INDUCTED, I WOULD BE A MAJOR FLAG BEARER AND I WILL BE."

- CHRIS JANSON

RED LIGHT 

LADY ANTEBELLUM HEART



From the #1 Grammy-nominated album
HEART BREAK

On over **135 GREAT**
Country Stations!

70 MILLION
Audience Impressions

Watch for Lady Antebellum
and Darius Rucker's 2018
Summer Plays On Tour

Are you maximizing your
station's star power?
*Call your Capitol Nashville rep
to discuss how!*



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Legends In The Making: Warner Bros./WAR's Chris Janson with radio friends at Legends Corner Monday (2/5). Pictured (l-r) are WCYQ/Knoxville's Opie Joe; WMN's John Esposito, Kristen Williams and Matt Signore; WIL/St. Louis' Danny Montana, Cumulus' Doug Hamand; WBUL/Lexington's Jay Cruze; Cumulus' Greg Frey; Janson; WMN's Tom Martens; KTEX/McAllen, TX's Jojo Cerda; WSIX/Nashville's Gator Harrison; iHeartCountry's Rod Phillips and WKXC/Augusta's Chris O'Kelly.

Facebook reaches all demographics, including younger fans. Girlilla Marketing's **Ashley Alexander** noted the platform stays consistently competitive by introducing new technology including livestreams and video uploads.

Before delving into Facebook for marketing, it is important for a brand or radio station to define specific goals. This includes identifying a story, an audience to reach, and selecting storytellers. This is good news for radio, with its plethora of popular storytellers. The message should be specifically geared toward each demographic. FlyteVu's **Jeremy Holley** explained how his company successfully promoted a recent docuseries featuring Chris Young by partnering with Cracker Barrel, creating different campaigns for each target audience.

When it comes to social media, content is king, not necessarily the number of posts. This means offering quality content for fans who "like" your page.

Panelists agreed that paid advertisements are crucial to Facebook marketing. "Organic reach on Facebook does not exist without paid," said Holley. "If you are not willing to invest dollars, you shouldn't be on Facebook."

After an audience is built and engaged, spending can decrease, said Sun Broadcast Group's **Fitz**. Then, it is important to harness the audience, maintain it, and spread it to other outlets.

"Facebook is everything," summed Fitz, noting the global reach. "It's no longer word of mouth, now it's world of mouth."

—Sarah Skates

I'm Little But I'm Loud

For the second year in a row, *Small Market 101: Raising Your Bottom Line, One Strategy At A Time* examined two case studies.

WXFL/Florence, AL, OM **Fletcher Brown** and Dir./Digital **Halley Phillips** focused on the increase in engagement they have seen after implementing *Text To Win* promotions at the station. "The cell phone has changed the way I work," Brown said. "You have to be where our listeners are." For this year's Father's Day promotion with a local lawn and garden store, the station had "massive success" and earned \$1000 a week from non-spot revenue by urging listeners to text to sign up for their giveaway.

WIBL/Bloomington, IL OM **Josh Roberts** and Asst. GM **Jonathan Monk** recounted their success with their first High/Low Game, where listeners called in four times a day to guess a random amount of money and were only told if their prediction is too high or too low. "Giving away money is like taking food out of your children's mouths and not being able to send them to college," Monk began, before singing the praises of the

promotion, which rose the station's weekly come to 15.4 and their tune-in rate to 5.4, the best in years. Over the course of 2017, the station and its bank partner gave \$16,000 to 30 local winners through the game.

—Erin Duvall

The Day Ahead

7:30am

Women Mentoring Breakfast

Carolyn Gilbert, Beverlee Brannigan, Jinny Laderer, Lisa Smoot, Sunny Leigh, Lisa Ballance, Melissa Kent, Whitney Allen, Shelly Easton, Katie Bright, Sarah Frazier, Charlie Dean, Katie Dean, Lisa Wall, Erica Farber, Alison Bonaguro, Becky Brenner, Jacquelyn Marushka, Mandy McCormack, Rafaella Braun, Lori Lewis, Stephanie Theisen, Lee Adams, Ashley Sidoti
Sponsored by NuVoodoo Media Services
Omni, Level 3, Cumberland 3-4

7:30am

Digital & Tech Breakfast

Bryan Moore, Jeff James, Tim Gerst, Kristin Dick, Jeff Zuchowski
Omni, Level 3, Cumberland 1-2

8am-5pm

Music Row Rooms

SSM Nashville, In2une Music Nashville, Parenting Today's Teens
Omni, Level 2, Legends Pre-Function

8am-5pm

The Row

Riser House, Westwood One, Jamtraxx Media, Yellowtec, vCreative
Omni, Level 2, 5th Ave. Pre-Function

8:30am-5pm

Shakti Mediation Room

Omni, Level 3, Mockingbird 1

8:30am-4pm

St. Jude Children's Research Hospital Internet Cafe

Coffee, beverages and free wifi
Omni, Level 2, Music Row 4

9am-4:30pm

CRS Media Center

Sponsored by Parenting Today's Teens
Omni, Level 2, Broadway Hallway

9am-11:30am

St. Jude Children's Research Hospital Juice Bar

Omni, Level 2, 5th Ave. Pre-Function

9am

Daily Featured Speaker: Talent Coaching with Randy Lane

Omni, Level 2, Legends Ballroom D-G

9am

Yoga Class by Shakti Power Yoga

Omni, Level 3, Mockingbird 1

10am

No Artists, No Problem: Revenue Generating Ideas

Judy Lakin, Beverlee Brannigan, Sarah Harris, Dan Lawrie, Matt Yazge
Omni, Level 2, Legends Ballroom A-C

10am

Interactive Learning Workshop #2: Production for Radio

Omni, Level 2, Broadway Pre-Function, Encore Stage

10am-4pm

Children's Miracle Network Hospitals

Omni, Level 3, Mockingbird 3

10am-4pm

Hocatt USA

Email Megan Zarling at megan@hocattusa.com to schedule your appointment for the Hocatt steam sauna.
Omni, Level 3, Mockingbird 2

10am

CMA's 2017 Country Music Streaming Study: The Way Forward to Drive Consumption

Karen Stump, Andrew Hare
Omni, Level 2, Legends Ballroom D-G

11am-2am

Rebel Engine Lobby Bar

Omni Lobby

11am

The Matrix of the Metrics, How to Make Sense of All this Data

Greg Frey, RJ Curtis, Jeff Green, Katie Dean, Michael Levine
Omni, Level 2, Legends Ballroom D-G

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Thanks For
11 GREAT YEARS,
Country Radio!

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

11am**Podcasting: Where the Passion Pays Off**

Greg Frey, Tom Baldrice, Chris Peterson, Rachel Belle, Steve Goldstein

Omni, Level 2, Legends Ballroom A-C

11am**Workshop: Shelley Greenwald "A Conversation About Harassment"**

Location: Omni, Level 3, Cumberland 1-2

11:45am**Acoustic Stage Performance Featuring Kaylee Rutland**

Omni, Level 2, Broadway Pre-Function, Encore Stage

12pm**Lunch & Performance**

Sponsored by BMLG

Sugarland, Brett Young, Drake White, Trent Harmon, Josh Phillips and Tyler Rich

Omni, Level 2, Broadway Ballroom

2pm**Workshop: Shelley Greenwald "A Conversation About Harassment"**

Omni, Level 3, Cumberland 1-2

2pm**You Are A Brand: How to Build a Fan Base You Can Monetize**

Jay Cruze, Becky Brenner, Bobby Bones, John Zarling, Joey Tack, Mandy McCormack

Omni, Level 2, Legends Ballroom A-C

2pm**Interactive Learning Workshop #3: Video Creation for Radio People**

Omni, Level 2, Broadway Pre-Function, Encore Stage

2pm**Radio 2025: The Future is Now**

Judy Lakin, Bob Richards, Pat Paxton, Rod Phillips, Mike McVay, Larry Miller

Omni, Level 2, Legends Ballroom D-G



Begging Darling Please: Pearl's Garth Brooks at his CRS show, during which 180 lucky attendees (venue Layla's fire marshall-mandated capacity) set the playlist via requests.

3pm**Artist Interview with Brad Paisley: "The Art and the Artist"**

Beverlee Brannigan, RJ Curtis, Brad Paisley

Omni, Level 2, Legends Ballroom D-G

5:30pm**New Faces Cocktail Reception**

Omni, Level 2, Broadway Pre-Function

6:30pm**New Faces of Country Music Dinner and Performance**

Michael Ray, Carly Pearce, Lauren Alaina, Luke Combs, Midland

Sponsored by ACM and St. Jude Children's Research Hospital

Performances powered by Live Nation

CRS/Country Aircheck Awards Presentations

Omni, Level 2, Broadway Ballroom

10pm**New Faces After Party**

Sponsored by Radio Disney

Omni, Level 2, Broadway Pre-Function

10pm**Presley & Taylor Heart Over Mind After Party**

Omni, Level 3, Cumberland

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DENNY STRICKLAND • CALIFORNIA DREAMIN

IMPACTING RADIO FEB 26

Thank You For A Great Week
My Friends!