

CRS 2013 DAILY BUZZ

February 28, 2013, Issue 2

Powered by Country Aircheck

THE CRS Forecast
STORM REPORT™
RADIO WEATHER
presented by benztown

40° 33°

30% chance for rain/snow showers
Get your station's local forecast at thestormreport.com.

Tomorrow	Saturday
39° 32°	35° 29°

JOEL CROUSE

**IF YOU WANT SOME...
OVER 60 BELIEVERS AND GROWING!!**

**IT'S GONNA
BE EPIC!!!**



Research: The Friend Zone

"We don't appreciate the relationship we have with listeners; they're not customers, they're friends." That was one key conclusion Edison Media President **Larry Rosen** shared at Wednesday's CRS Research presentation, previewed in Monday's **Country Aircheck Weekly** (CAW 2/25).

Edison's Mgr./Research **Megan Lazovik** presented video clips of Country radio listeners going about their day-to-day routine, explaining that she and her team spent 60 hours with each of 20 Country radio P1s. "That's a substantial amount of time; more than enough to see major patterns across our audiences," she said.

Numerous segments demonstrated a point continually reiterated by co-presenter **Lori Hamilton** of Prosperity Productions: "Country is different from other kinds of music in a fundamental way. They don't have to talk about turning on Country, because Country is *always* on." Listeners are deeply connected to important memories of their lives, observed Hamilton. "With other kinds of music, maybe it's there for you in your 20s and that's 'your music' for the rest of your life. Country is with you every step of the way."

Several segments that graphically illustrated the point included subjects sharing the loss of loved ones and the beginning and end of a marriage. After showing those clips, which included subjects breaking down on camera, Hamilton asked, "Would you ever see this level of openness in a



Rhym'n' Ryman: UMG/Nashville hosted its annual CRS lunch and performance at the Ryman Auditorium Wednesday. Performers included Billy Currington, Brothers Osborne, Chris Stapleton, Darius Rucker, David Nail, Dierks Bentley, Drake White, Eric Church, Eric Paslay, George Strait, Josh Turner, Kacey Musgraves, Kelleigh Bannen, Lady Antebellum, Lauren Alaina, Little Big Town, Luke Bryan, Mickey Guyton, Randy Montana, Scotty McCreery and Vince Gill.

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★ ★ ★ MAKE SURE TO JOIN ★ ★ ★



**FOR LUNCH THURSDAY
WITH GARY ALLAN
& JON PARDI**



AND THANKS FOR HANGING WITH US WEDNESDAY AT THE RYMAN



Please Join Us For The Arrival Of

JARED ASHLEY

Thursday, February 28

10:00 pm

THE NATIONAL UNDERGROUND

105 Broadway

(Across From The Hard Rock Cafe)

blasterentertainment.com

focus group? Probably not." She also asked the audience to think about how the relationship, or friendship, with Country is evolving and how radio can be a better friend by growing the relationship with the next generation.

That evolution is complicated by competition with more than just other stations. The battle for listeners' friendship includes TV, YouTube, Pandora and, increasingly, mobile devices. "The time has come to discuss the fact that we have a hardware problem in people's homes," said Rosen. "Listeners don't have many radios there and acquiring them is a low priority." Cume and TSL levels at home are declining, he says, with an occasional boost in radio purchases and usage at home following disasters such as hurricane Sandy. "But hoping for the next natural disaster is not a strong business strategy," Rosen joked.

Instead, people are now choosing devices offering a path of least resistance. "In the car, that means radio," he said. "At home or in the workplace, there is a much more competitive situation." Teens don't generally have radios, but they do have smartphones and the Internet. "[Cumulus CEO] Lew Dickey said that he doesn't see a revenue model for streaming. Well, he better figure one out — because for many people, streaming through their phones is how they listen to you, and how they want to listen to you. That phone is the hub of their lives."

Circling back to the strong connection listeners have with country, Rosen said, "Few of us try to connect with listeners." He cited

many stations he's recently heard, which sell themselves with "New Country," "Today's Country" and what he called "bland, emotion-free" slogans. He praised Cumulus' just-launched WNSH (Nash-FM)/New York for using "Country For Life," saying, "I don't know what it means but at least it's different and playing on another level."

UMGN Lunch Turns 21

UMG/Nashville SVP/Promotion **Royce Risser** opened the label group's annual Ryman lunch by introducing **Lady Antebellum**, who performed "Downtown." Soon-to-be mother **Hillary Scott** was then presented with a tiny "onesie" fittingly emblazoned with the words "Baby Antebellum."

Drake White ("The Simple Life"), **Billy Currington** ("23 Degrees South") and **Kacey Musgraves** ("Follow Your Arrow") preceded the sultry debut of **The Brothers Osborne**'s "Let Me Love The Lonely Out Of You."

"Believe it or not, I'm about to sing a happy song," **David Nail** joked before launching into "Whatever She's Got." One of the show's standing ovations went to **Little Big Town**, who thanked radio for their banner year and performed "Your Side Of The Bed." **Eric Paslay** ("She Don't Love You, She's Just Lonely") and **Scotty McCreery** ("Gotta See You Tonight") set things up for newcomer **Mickey Guyton**, who scored yet another standing ovation for "Better Than You Left Me."

Luke Bryan enlisted singer-songwriter and label-mate **Chris Stapleton** for "Drink A Beer," before Stapleton played his own "What Are You Listening To?"

Josh Turner ("Nothin' Deeper Than My Love"), **Randy Montana** ("Funeral Or Football Game") and **Kelleigh Bannen** ("Jukebox") preceded **Dierks Bentley**, who let the house know what it was like to be "Drunk On A Plane." **Darius Rucker** performed "Wagon Wheel" with some surprise help from Lady A's **Charles Kelley** before **Lauren Alaina** performed "Before We Break Up."

Vince Gill, announcing that he remains on UMG's roster, performed a tribute to Mindy McCreedy. "I didn't know her well, but she was part of our family and the history of country music — and that mattered," he said. Gill's "Go Rest High On That Mountain" brought the



Grand Ole Time: Performers for Wednesday night's Grand Ole Opry show gather backstage at the Nashville Convention Center. Pictured (l-r, back) are Vince Gill, Greg Bates, Scotty McCreery, Josh Turner and Dustin Lynch; (l-r, front) are Little Big Town's Jimi Westbrook, Kimberly Schlapman, Karen Fairchild and Phillip Sweet, and Ashley Monroe.

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1st Annual CRS Late Night Poker Tournament

**DON'T
BACK UP,
STACK
UP**

**HIT
SHOP
RECORDS**

LAST NIGHT'S RESULTS

1. Randi Ranciff
2. Josh Bennett
3. Dan Vanlandingham

OFFICIAL WINE OF TOURNAMENT
the **DREAMING TREE**

OFFICIAL BEER OF TOURNAMENT
★ **STARR HILL**

PERFORMANCES BY
WESTON BURT NIGHTLY

GRAND PRIZE WINNER WILL WIN
1 WEEK CARRIBAN VACATION



FOR BEING INVITED TO BE A PART OF THE TAYLOR SWIFT TOUR!

MARCH 13 & 14 OMAHA, NE

MARCH 18 & 19 ST. LOUIS, MO

MARCH 22 CHARLOTTE, NC

MARCH 23 COLUMBIA, SC

APRIL 10 MIAMI, FL

APRIL 11 & 12 ORLANDO, FL

APRIL 18 & 19 ATLANTA, GA

APRIL 20

APRIL 25

APRIL 26

APRIL 27

MAY 4

MAY 11 & 12

MAY 16

TAMPA, FL

CLEVELAND, OH

INDIANAPOLIS, IN

LEXINGTON, KY

DETROIT, MI

WASHINGTON, DC

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THANK YOU, TAYLOR!

DON'T YA 8 NEW ADDS THIS WEEK!
25% SALES INCREASE THIS WEEK! TOP 35 AND CLIMBING!





JOIN
**GARY
ALLAN**
AND
**JON
PARDI**
FOR THE



MCA
NASHVILLE

LUNCH ON THURSDAY

HEAR THEIR NEW SINGLES:

"PIECES" AND
"UP ALL NIGHT"
LIVE!

crowd to their feet again. "It'll be May before we thaw our asses," **Eric Church** said of his recent jaunt to Canada. He performed "Like Jesus Does."

The 21st act and closer **George Strait** did "Here For A Good Time," "The Chair," and "Give It All We Got Tonight" as the words "George Strait, 60 For 60" illuminated the backdrop.

WCRS Live & Current

Country Aircheck and **BMI** co-sponsored the annual WCRS Live! songwriter showcase, where **The Warren Brothers (Brad and Brett)** joined Valory's **Thomas Rhett** for a song swap that sounded like driving to work with the windows down, listening to your favorite station in the morning. Like, this morning. Today. Better yet, half an hour ago. Rhett began the rotation with Jason Aldean's latest single "1994," which he wrote, and led an audience sing-along of "Joe Joe Joe Diffie." The Warren Brothers offered a song they penned for Tim McGraw and Taylor Swift, "Highway Don't Care." So not to discredit the power of three superstars recording one of their songs, they were quick to point out exactly where Keith Urban's guitar solo should fit.

Rhett played his own "Beer With Jesus" and joked with the Warrens as they all tried to distinguish their "dumb" songs from their "works of art." The banter led to TWBs playing their "Red Solo Cup," which did pretty well for Toby Keith. They changed the lyric slightly, adding to the unique experience one can only get at CRS, "you're more than just plastic, you're more than amazing, you're more than fantastic, and believe me I am not the least bit sarcastic when I look at you and say ... I can't believe you guys actually play this song. There's not even drums on it."

CMA Research: Move It

The trade organization's "Music On the Move" research presentation demonstrated the Country audience's growing use of portable devices to access their favorite music. For example, 48% of the format's users own a smartphone, compared with 50% of all other music fans. However, 70% of Country consumers still listen via radio as opposed to 64% of all other music fans.

Further illustrating the growing use of portable devices, eight heavy country music consumers ages 21-50 sat live on the panel and described their musical listening habits for moderator **Pat Snyder** of the research firm "What They Think."

Most found music online by following a specific band's website. One participant discovered Pandora after reading about how the service exposed similar music tastes for its customers. All liked the idea of creating their own station with Pandora or Spotify and specifically cited the enjoyment of controlling the music selection versus radio, which one person called "random."

Familiar complaints about radio's repetition and commercials were repeated, yet there was still reverence for medium. As one person said, "I'll never stop listening to it." Others mentioned liking local traffic and community event information. What services like Pandora and Spotify have done to the online listening experience was referred to as "trapping" them, by sending them down a road of unplanned musical discovery that often lasts hours.

CRS Bingo Clue of the Day

"1994"

Send that title to
crsbingo@countryaircheck.com
to complete square O2





Big & Rich: Big Machine Label Group and CMT folks gather at their CRS Kick-Off Party Tuesday (2/26). Pictured (l-r) are CMT's Leslie Fram; Eli Young Band's Jon Jones, Chris Thompson and James Young; Raelynn; EYB's Mike Eli; Cassadee Pope; The Cadillac Three's Kelby Ray and Jaren Johnston; Jimmy Harnen; TCT's Neil Mason; Scott Borchetta; Greg Bates; Tim McGraw; Thomas Rhett; Justin Moore; The Band Perry's Neil, Kimberly and Reid Perry; and CMT's Cody

CRS Welcomes the Opry

The *Grand Ole Opry* took a rare, albeit short, road trip Wednesday night, transforming the Nashville Convention Center's performance hall into what looked and felt like an authentic night at the Opry house.

Vince Gill served as host for the evening and was his usual, affable self. The set also featured WSM-AM's **Bill Cody** as the Opry's announcer, complete with live commercial reads and other information relayed between acts. While the evening was not broadcast live, the show's presentation certainly felt like it was.

Before the night was over, 11 artists took the stage including **Little Big Town**, **Dustin Lynch**, **Josh Turner**, **Greg Bates**, **Ashley Monroe**, **Scotty McCreery**, **Darius Rucker**, **Kacey Musgraves** and the night's closer **Brad Paisley**, as well as **Clare Bowen** and **Sam Palladio** of ABC-TV's *Nashville*. Gill sat in with Paisley, Monroe and Rucker for background vocals and guitar work.

The only part of the evening which seemed out of place and even remotely un-Opry-like, was hearing the natural speaking voices of Bowen (Australian) and Palladio (British), which were far different from the deep southern accents they affect on *Nashville*.

Do Good: For Others & Yourself

Stations are encouraged to stop by **Big Machine Label Group's** *Outnumber Hunger* display in the Renaissance/NCC walkway to find out about the program's Country radio component.

Fight hunger, and get a picture of yourself with **The Band Perry** on a Wheaties box. What's not to love?

While there, stop across the hall at the **Cleveland HeartLab's** Inflammation Testing area. A few short minutes offer a state-of-the-art assessment of your personal risk for heart attacks and strokes. Hours are 9am-5pm and today (Thursday) is the final chance.

Artist & Radio Humanitarians

Honored during opening ceremonies Wednesday (2/27) were stations **KMOK/Lewiston, ID** (small market); **WCYQ/Knoxville** (medium); and **WLHK/Indianapolis** (large). Warner Bros./W.A.R.'s **Big & Rich** are the 2013 **Artist Humanitarian Award** recipients for their international efforts on behalf of struggling children around the world, and their prodigious support of **St. Jude Children's Research Hospital**.

Keynote: Smulyan Tunes In

During **Emmis** Chairman **Jeff Smulyan's** keynote address, he reiterated most of what he shared in the exclusive interview from **Country Aircheck's** CRS print issue. FM tuners in smartphones are an industry "game changer," he said, estimating new revenue at \$150 million annually and potentially changing the perception of radio for the better. "We can add 15% more listening just by including the FM tuner in smartphones," Smulyan said. His ultimate goal is equipping 310 million devices with the technology.

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BB 48*

Train

"BRUISES"

CA 52*

Feat. Ashley Monroe

NEW ADDS THIS WEEK:

KFRG, KNCI, KWOE, KCYE & WUSJ!

Train & Ashley Welcome You To CRS 2013!

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The Day Ahead

Here's an all-in look at the official CRS 2013 proceedings for Thursday, Feb. 28:

8am

Programming Mentoring Breakfast

Beverlee Brannigan (facilitator), Mike Preston, Bruce Logan, John Shomby, Mike Moore, Don Gosselin, Jeff Kapugi, Clay Hunnicutt, Bob Glasco, Becky Brenner, Greg Frey, Grover Collins, JJ Jobe, Scott Huskey, Joel Raab, Doug Montgomery
NCC 208

9am

Featured Speaker: David Dixon

Political Media Consultant
Sponsored by Premiere
NCC 204-205

10am

Brainstorming & Marketing Strategy Model

Matt Sunshine (CSS)
NCC 208

10am

Promotion Tool Box

Beverlee Brannigan (moderator), Chad Schultz, Lisa Aigner, Nada Taha, Travis Moon
NCC 206

10am

Small Market PPM Strategies

Todd Schumacher (moderator), Jeff Garrison, Scott Huskey, Bill Rose
NCC 209-210

11am

Digital Branding Lessons

Dan Halyburton (moderator), Chris Brashear, Danny Rohrdanz
NCC 209-210

11am

Country Audience PPM Report

Ken Boesen, Jon Miller (moderators)
NCC 206

11am

Country In NYC: Lew Dickey

RJ Curtis, Phyllis Stark (moderators)
NCC 204-205

12pm

Capitol/MCA Lunch

Gary Allan, Jon Pardi
NCC Performance Hall

2pm

Selling Core Products

Jeff James
NCC 208

2pm

Tips From Other Formats

Dan Halyburton (moderator), Jay Stevens, Steve Gill, Bobby Rich, Johnny Chiang
NCC 204-205

3pm

Promotions With Or Without \$\$\$

Todd Schumacher (moderator), Lisa Searcy, Danielle Veronesi
NCC 206

3pm

CMA: More Than One Night

Brandi Simms (presenter)
NCC 209-210

3pm

Younger Country

Matt Sunshine (moderator), John Dimick, Chris Huff, Sean Ross, Leslie Fram
NCC 204-205

4pm

KCRS Live!

JT Harding, Love And Theft, Jonathan Singleton
Sponsored by ASCAP, City National Bank
NCC 204-205

5:15pm

27th General Jackson Show & Dinner Cruise

Nashville Riverfront Taxi Dock (1st & B'way)
Invite Only

6pm

Troop Aid Night

Sponsored by Operation Troop Aid
Whiskey Bent Saloon (306 B'way)

6:30pm

Lady Antebellum's Downtown

Puckett's (500 Church St.)

7pm

Bob Kingsley's Acoustic Alley

Rhett Akins, Tom Douglas, Marv Green, Ben Hayslip, Natalie Hemby, Luke Laird, Shane McAnally, Wendell Mobley, Jeff Stevens
Sponsored by Country Top 40, Suntrust Bank
Renaissance Belmont

9pm

Late Night Luau

Andy Griggs, guests
Sponsored by Spin Doctors
Margaritaville (322 B'way)

10pm

HitShop Poker Tournament

Renaissance Fisk Room

10pm

Jared Ashley Showcase

National Underground (105 B'way #101)

10pm

Jon Pardi Showcase

Silver Dollar Saloon (110 2nd Ave. N.)

10:30pm

Average D'Joes Unchained

Colt Ford, Montgomery Gentry, JB and the Moonshine Band, LoCash Cowboys, The Lacs, JJ Lawhorn
Center Stage (514 8th Ave S.)