

CRS '22 DAILY BUZZ

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Powered by Country Aircheck



Seminar's Net Works. Does Yours?

Kicking off the educational slate for day two of **CRS 2022**, "The Net Worth Of Networking" featured Cohencidence Projects owner/consultant **Andrew Cohen**, EMI Nashville Sr. Dir./Southeast Regional Promotion **Trudie Daniell**, Silverfish Media Dir./Programming and nationally syndicated on-air talent **Jessica "Carsen" Humphreville** and McVay Media Pres./CEO **Mike McVay** offering tips, tricks and "life hacks" for networking in-person and online. The conversation was moderated by

Country Aircheck's Monta Vaden,

and opened with a quick discussion of key phrases identified



Jessica "Carsen" Humphreville, Andrew Cohen, Monta Vaden, Mike McVay, Trudie Daniell

as problematic for those seeking to network, including "intimidating," "confusing" and "introverted." Cohen offered advice on creating networking opportunities. Daniell suggested, "Keep notes about people's preferences and family member names in your phone." Humphreville added, "Use social media to your advantage, and remember that your online brand should match who people meet in person. McVay offered etiquette tips on approaching figures deemed "intimidating." "We were all where you were once," he noted. "I'm always open to someone connecting, but do it with respect."

Among the key high-level takeaways were:



Chicken Fried: Warner Music Nashville showcases their roster at the 4th Annual CRS Warner Luncheon Wednesday (2/23). Pictured (front, l-r) are **Zac Brown, Ingrid Andress, John Esposito, Breland, Jessie James Decker, Michael Ray and Cris Lacy**; (middle, l-r) **Kristen Williams, Chris Janson, Cody Johnson, Drew Parker, Randall King and Morgan Evans**; (back, l-r) ZBB's **John Driskell Hopkins, Matt Mangano, Clay Cook and Jimmy De Martini and Ben Kline**.

- Network with peers first.
- Focus on listening.
- Do your research.
- Get comfortable being uncomfortable.
- Send follow-up notes.
- Use social media to your advantage.
- Be prepared to make the connection.

—Monta Vaden

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CONGRATULATIONS
GABBY BARRETT
FOR BEING ONE OF
CRS 2022 NEW FACES OF COUNTRY MUSIC

WARNER MUSIC NASHVILLE V&R

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





BIG LOUD

WELCOMES YOU TO CRS 2022

STOP BY AND SEE US
IN MUSIC ROW ROOM #2

HoS: Proffitt & Loba

Radio is “still a great business” and the “No. 1 reach medium,” said Alpha Media President/CEO **Bob Proffitt** at the outset of Thursday morning’s “Heads Of State” session. “We still get results for local businesses and we are still connected to our communities,” he said while acknowledging the pandemic’s challenges. Notably, declines in top advertising categories, especially automotive. Asked by moderator **Lon Helton** what radio needed to work on, Proffitt replied, “Our people. That can be our listeners or the advertisers, but particularly the talent. We have to retain who we have and bring new talent in.”



Bob Proffitt, Jon Loba and Lon Helton

Joining halfway through, BMG/Nashville President **Jon Loba** compared BBR Music Group’s acquisition by BMG five years ago to going from a “second-class citizen” to having “global reach and legitimacy.” Streaming is driving record company revenue, though 360-deals that include touring, merch and sponsorships are also in the mix. Lagging is physical, but primarily due to supply chain issues. Consumer demand exists, but “we’re six to eight months out on vinyl,” Loba said. As for radio’s importance to the company, he said he’s “waving radio’s flag” within BMG to the extent formats outside of Country may see the company invest in promotion. —Chuck Aly

New Year, New Pew

Thursday (2/24) marked the long-awaited return of ... the boxed lunch! And **Team UMG At The Ryman**. Anchored by EVP/Promotion **Royce Risser**’s stand-up routine – has BBRMG heard of this guy? – the label group showcased 11 artists playing one(ish) songs each with no pyro. “What you’re about to see here is something that cannot be replicated anywhere but CRS,” Risser began before introducing **Priscilla Block**, who chose to sing current single “My Bar” instead of the “Tim Roberts-inspired” “Peaked In High School.”

Five of six real-life Nashville natives known to Risser – not counting Damon Moberly’s ex-wife – took the stage as **Boy Named Banjo** offered “Circles” followed by **Kylie Morgan**’s “Independent With You.” Using techniques learned from **Yellowstone**’s Dutton family, like literal branding, MCA has taken **Parker McCollum** from a new signee with no single at CRS two years ago to being named a New Face of Country Music with a No. 1 on the books and another on track with “To Be Loved By You.” Also introduced at CRS 2020, **Kassi Ashton** played her grandmother-inspired debut radio single, “Dates In Pickup Trucks,” which is going for adds Monday (2/28). “It’s two minutes and forty-five seconds,” she deadpanned. “There are no excuses.”

International superstar **Jon Pardi** – “Juan Fiesta” or “Gionni Festa,” depending where you live – performed this week’s most-added song, “Last Night Lonely,” and one that made it “all the way to No. 4,” “Tequila Little Time.” “Was it the horns?” he asked. Next up was a duo who had a significant 2021, due in part to a brave decision by one member to openly discuss something he had kept private his whole life: the glue-on beard of **Brothers Osborne**’s John Osborne. “He eventually decided to go the route of surgical transplant using beautiful hair from a donor,” shared Risser as a photo of VP/Promotion **Jimmy Rector** from his wedding was shown (IYKYK).

The reason for housing’s recent price spike, **Jordan Davis**’ “Buy Dirt,” preceded **Little Big Town**’s unreleased “Rich Man.” Risser introduced the next performer, “Put on your best flannel, pick up an axe and give a warm mountain welcome to **Dierks Bentley**,” who

**DATES IN
PICKUP
TRUCKS KASSI
ASHTON**



**IMPACTING
2/28 ON YOUR
DESK NOW**



incorporated "Gold," "I Hold On," Charlie Worsham and free beer coupons in exchange for a standing ovation into his second gig of the year. "I'd like to play a little guitar for you," joked closer **Keith Urban** before using his mini acoustic guitar to play a medley, including "Somebody Like You," "Blue Ain't Your Color," "You'll Think Of Me" and current single "Wild Hearts," and improving the line "I'm done with Zoomin' my gigs for free," earning a standing ovation ... no free beer necessary. —Caitlin DeForest

Research: Bye Generation

"There are people in this room who don't know I have feet!" exclaimed **NuVoodoo** EVP/Research **Leigh Jacobs** to kick off the **CRS 2022** "Research Presentation" Thursday morning (2/24).



Jeri Fields, Leigh Jacobs and Carolyn Gilbert

Joined by company Pres./CEO **Carolyn Gilbert** and VP/Research Insights **Jeri Fields**, the trio compared consumption habits and preferences across generations. Results showed country music fans are

multigenerational consumers of the format; music discovery across generations is experiencing a sea change; new music is still winning fans, but strong affection remains for a wide range of musical eras; and radio's competition for audio consumption continues to grow and segment.

Fields touched on qualitative versus quantitative information, and the team showed video interviews with listeners from various backgrounds and age segments discussing their listening patterns, most of whom admitted to not owning a radio in-home. The importance of understanding the "why?" and the "so what?" of listener behavior was deemed paramount by all three. Key takeaways included:

- Radio is developing a presence in digital, but it's a crowded space.
- Today's radio is a music utility for many younger listeners.
- Given a choice between radio or DSP, only the "Boomer" generation favored radio.
- Curating one playlist for thousands of listeners, radio will lose to the more personalized playlists of DSPs.
- Radio does have community in its favor and can show up around town; local radio sounds like your community.
- It takes personalities, promotions and commitment to cut through with radio.

—Monta Vaden

Top 10 Cash Opps

"Always ask the question," said Big Machine SVP/Promotion & Digital **Kris Lamb** when discussing "Cashing In On Creativity" with Hubbard/Seattle OM **Scott Mahalick** and Alpha/Portland VP/Sales **Cressy Walton**. KWNR/Las Vegas PD **MoJoe Roberts** moderated as the trio listed 10 tried and true opportunities to bring programming, sales and label partners together for win-win-win events. They are:

- **The Fugitive:** Listeners are given clues to identify a mystery person in the market.
- **Semi Load of Fun & Promotions:** Tie in with local truck driving schools and wrap their trailers to become mobile station billboards.
- **Nashville's Next Big Thing:** Takes the usual new artist radio tour and places it in a venue that opens it up to listeners.

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*Some things just fit perfectly
Like an old t-shirt and Levi jeans
You and me will always be*

Hannah Gillis **US**

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- **The Last Contest:** Listeners eliminate potential prizes one by one until the last prize is given away.
 - **QR Code: Celebrity Endorsements:** Station personalities tie in with local businesses with QR codes offering special discounts.
 - **Bring A Song To Life:** Tie ins around song lyrics for a giveaways, the example given was a riding mower given away in conjunction with Jason Aldean's "Big Green Tractor."
 - **Picture This:** Use of large, branded props that listeners can take selfies with at events.
 - **Country Cam:** Video interviews with artists that utilize product placement, given there are no endorsement conflicts.
 - **Marketing Workshop:** Clients are brought in to brainstorm with station personnel for promotional ideas.
 - **Artist Lost And Found:** Giveaway of artist merch signed by the artist.
- "Don't say 'no' for the client, don't say 'no' for the artist," said Mahalick. "You'd be surprised how many times, if you just simply ask, you'll get a 'yes.'" *-Chris Huff*

HoS: Beasley & Dungan

Moderator **Mike McVay** opened the day's second Heads of State session by framing the uncommon aspects of CEO **Caroline Beasley's** radio company. She pointed to her late father's premise for founding the company. "His vision was to provide a voice for the voiceless – really serve our local communities," she said, noting the company is also public. "We have to watch the bottom line, too."

Asked how he's approaching the evolution of media technology, UMG/Nashville Chairman **Mike Dungan** said, "The world has been forecasting the end of broadcast radio as long as I've been in the business. It's certainly not true. It's still the straightest line – the quickest line – from A to B ... as it will be for the foreseeable future."

Discussing the insanity of working in the rock and pop business prior to his shift to country, Dungan said, "When I got here I was like, wow, everyone is nice! All my friends who were rock and pop songs were like, You dumb hillbilly. What have you done? I was the happiest guy in the world." He added, "Country music saved my life."

Beasley discussed radio's role in supporting the company's expansion into digital, esports and the metaverse, while Dungan admitted little interest in emergent tech. "The pioneers get the arrows, the settlers get the land," he quipped.

He pointed to an "explosion" in catalog streaming. "I still don't have a firm grasp of who the streaming country consumer is, but somebody out there is streaming a lot of George Strait songs." Addressing current country's possible malaise he added, "We've been in a post-bro country, finger-click, boyfriend music phase That's rewarding to a sector of the audience – they are loud and will come to shows. [But] we desperately need a new inflection point. We need something really exciting to happen."

Beasley closed by hinting at a familiar refrain about the inflection point radio is most ready for: "Don't get me started on Nielsen and PPM," she said. *-Chuck Aly*



Rev Up Your Socials

A social media influencer and a sales manger on the same page? It can happen at CRS, where WSIX midday host **Brooke**

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Brooke Taylor, Carla Marie and Joe Brown

Taylor moderated "Rev Up Your Socials" with **Carla Marie** & **Anthony Show** co-host **Carla Marie** and Cumulus/Allentown Mgr./Digital Sales **Joe Brown**. All agreed communications is the key to successfully integrating sales with the social media influence of

on-air talent. "The important thing is that it's mutually beneficial," said Brown. "That's revenue for the cluster and a talent fee."

"The term 'added value' just needs to be dropped," said Marie. "Just because I am doing an on-air endorsement doesn't mean I'm comfortable doing it on social media." Brown concurred, "Somewhere along the term 'added value' became 'free value.' From a sales perspective, why would I give away social media for free? If anything, you have actual metrics - it's easier to show a client the value of a social campaign." Marie added, "Brands are obsessed with micro-influencers [of a few] thousand followers. Put your numbers together in a deck [that shows] your audience is loyal and they actually like you."

Video Builds The Radio Star

What's the recipe for creating attention-grabbing, quality videos? According to KWJJ/Portland morning host **Nick Steele**, around \$160 and a smartphone will put someone on the right track. During the "Video Builds The Radio Star" session, Steele recommended purchasing a tripod, video cage phone case, a shotgun or wireless mic and a small light. All plug into a smartphone and, when paired with free editing software Splice or iMovie, can make professional quality videos.



Chris Cruise, Nick Steele, Zack Massey

Throwback 2K host **Chris Cruise** suggested posting videos on all platforms, as consumers aren't using every service. Luke Combs Dir./Creative **Zack Massey** said to take advantage of paid promotion by setting aside \$20-\$50 per video, especially for videos connected to a client project. "Facebook specifically is turning into a pay-to-play game," he says. "You're going to have to pay if you want more than 10-15% of your audience to see [your videos]."

Making content that feels personal helps, as WUBE/Cincinnati APD/afternoon personality and moderator **Jesse Tack** sees three times the consumption with selfie-style videos.

Massey noted, "The more personal the video feels, the more people will connect."
-Addie Morton

The Day Ahead

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

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

FOR YOUR ACM CONSIDERATION

ERIC CHURCH

ENTERTAINER OF THE YEAR

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
Standy 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

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FOR YOUR
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**Brothers
 Osborne**

DUO OF THE YEAR