

# DAILY BUZZ

CRS 2015

February 25, 2015, Issue 1

Powered by Country Aircheck



## CRS 2015: Tight & Bright

Early arrivers among the hundreds of Country radio pros expected in Nashville for **CRS 2015** are already meeting, greeting, dining and hearing musical stylings as labels put finishing touches on plans for an eventful week. As CRS board President **Charlie Morgan** noted in Monday's (2/23) *Country Aircheck Weekly*, a hotel conflict-shortened schedule has this year's agenda compacted into a PPM-friendly two-and-a-half days.

Officially underway today at 3pm (see schedule beginning on page 5), CRS wraps Friday at the *New Faces of Country Music Show*. In between, keep up with everything that happened or will happen via the **CRS Daily Buzz** and the official CRS 2015 app, both powered by **Country Aircheck**. And pick up **Country Aircheck's** CRS print special on newsstands at the Nashville Convention Center – more on that below.



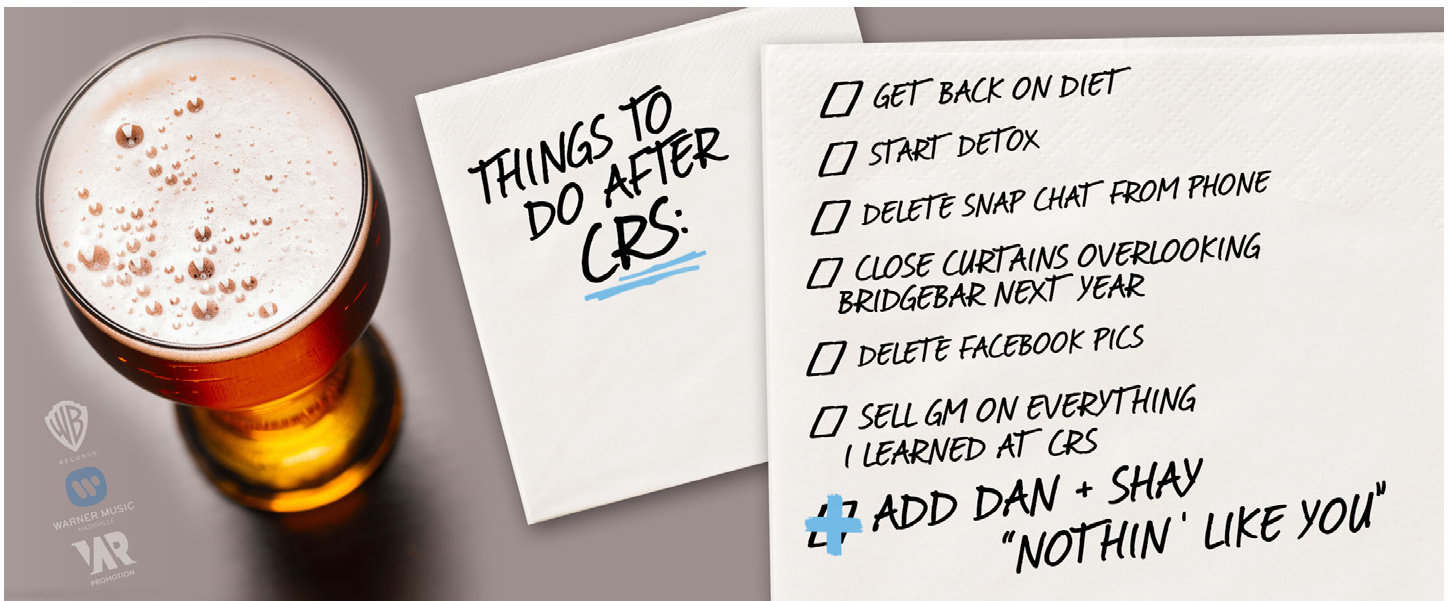
**Logan's Showed House:** Arista's Logan Mize treats radio guests to a luncheon performance at Nashville's 3rd & Lindsley today (2/24). Pictured (l-r) are Cookeville Communications' Brent Fleshman, KJYY/Des Moines' Jonathan Monk, Nash Network's Nikita Palmer, Mize's manager Charly Salvatore, Sony/Nashville's Gary Overton, Country Aircheck's Chuck Aly, Mize, the label's Lesly Simon and WFRE/Frederick, MD's Don Brake.


## Charity + Video = Chideo

Billionaire entrepreneur, philanthropist and this afternoon's keynote **Todd Wagner** wants to re-invent fundraising with his new online charity network **Chideo**. Charity and fundraising are right up Country radio's alley, of course, so here he discusses the platform in advance of his presentation.

"Chideo was born from thinking about how to make fundraising a different animal than it has been," Wagner explains. "Its technically the purview of the one-percenters, if you will, who can buy \$10,000 tables to donate to a cause. But I thought, 'What if we could democratize fundraising? What if we could get it out to the masses and

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A black and white close-up portrait of Ashley Monive. She has long, light-colored hair and is looking slightly to the right. Her hand is raised to her chin, with her fingers resting against her lips. She is wearing a sequined top and a large, ornate earring. The background is softly blurred.

“Ashley has been like a member of my family for many years. She's been one my favorite artists since before that. I challenge anyone to spend a little time with her and NOT fall in love. It's time she gets her due as a solo recording artist and I'm so damn proud and excited to watch her star rise!!!”

- BLAKE SHELTON

# Ashley Monive

ON TO SOMETHING GOOD

AVAILABLE NOW  
*Impacting March 9th*



leverage technology in doing so?’ That has evolved into building an interactive charity network.”

The platform enlists celebrity “ambassadors” who create exclusive video content (a chideo) in response to fan suggestions and voting. For example, a user might visit Darius Rucker’s page and ask for a tour of his famous man cave. Other users can then vote on that suggestion and others. As a suggestion rises in popularity, Rucker realizes that people are interested and essentially answers with a chideo. Fans can then view the chideo for a small fee, 80% of which goes to that personality’s charity of choice. The rest covers operational expenses.



Chideo’s celebrity ambassadors run the gamut. Former President Bill Clinton, former Secretary of State Condoleezza Rice, Pro Football Hall of Fame Running Back Emmitt Smith, Olympic gold medalist Michael Johnson, and film stars Bradley Cooper, Jennifer Lawrence and Kimberly Williams-Paisley are just a few examples. Country artists so far include Rucker, Clint Black and Brantley Gilbert. The celebrity head count to date tops 100.

Wagner says the fun of Chideo is key. “I believe people do care about causes, but it’s got to be packaged in a more interesting way than just the crying child on a television commercial,” he says. “So that’s part of what we’re trying to do.”

## On All Four: Nashville’s Country Stations

It’s too bad that CRS attendees don’t get meters because Nashville’s Country stations would surely benefit. This is the home of country music, after all, and folks seem curious about how Country radio is done here. So with out-of-towner ears in mind, here is some baseline perspective from **Country Aircheck**.

We last examined Nashville Country radio just before **CRS 2013** and Cumulus has since rebranded **WKDF** and **WSM-FM** as **Nash** and **Nash Icon**, respectively. iHeartMedia still has **WSIX (The Big 98)** and Ryman Hospitality continues to operate Classic Country **WSM-AM**. The market offered 16.8 shares of listening between the four stations in January of 2013 compared to 13.5 last month.

On the whole of 2012, WKDF won the Country battle with a 13-survey average 6+ share of 5.0. WSIX (4.9), WSM-FM (4.4) and WSM-AM (1.8) followed. Fast-forward to 2014 and the order was WSIX (5.3), WKDF (4.9) and WSM-FM (4.7). (WSM-AM wasn’t a subscriber for the first half of 2014 and otherwise trailed the FMs.) From a monthly perspective, WSIX was the leader in the first eight surveys of the year. Things changed with the launch of Cumulus’ gold-based Nash Icon brand on WSM-FM in August, however. Icon led three of the next five monthlies, tying with WKDF in the other two. WSIX was third for the rest of 2014 with the exception of October when it tied WKDF for second. WKDF (5.0) took the lead last month, followed by WSM-FM (3.8), WSIX (3.7) and WSM-AM (1.0).

The big story of late is obviously WSM-FM’s rise and the big difference is its music. According to a recent Mediabase analysis, WSM-FM carries 482 unique titles and is 20% current, 16% recurrent and 64% gold. Its top



Fanning-Led: Red Bow’s David Fanning (c) gets some pre-CRS mixing help from KSON/San Diego’s Brooks O’Brian and Kevin Callahan Tuesday (2/24) in Nashville.

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**#1 Billboard**  
**COUNTRY ALBUM DEBUT**  
**AARON WATSON**  
**THE UNDERDOG**

“A proud country traditionalist”  
**The New York Times**

“Aaron Watson puts bite back into traditional country”  
**Rolling Stone**

★ ★ WELCOME TO CRS 2015! ★ ★



LIVE AT THE RYMAN  
6TH ANNIVERSARY

THE BIGGEST  
EVENT OF  
CRS!

THURSDAY  
(2/26) @ NOON

THE RYMAN  
AUDITORIUM

★ ★ WELCOME TO CRS 2015! ★ ★

five core artists by titles are George Strait, Alabama, Alan Jackson, Brad Paisley and Garth Brooks. Merle Haggard even makes an appearance in the top ten. The average song vintage is 2003.

WKDF and WSIX are the current-based stations of the bunch. Both libraries are around 300 titles deep and are from 2012 on average. WSIX is slightly more contemporary by percentage at 59% current, 26% recurrent and 15% gold. WKDF, meanwhile, is fairly close at 50% current, 28% recurrent and 21% gold. The two stations share Kenny Chesney, Jason Aldean and Luke Bryan as top-five core artists. Brad Paisley and Keith Urban round out that list for WSIX and Blake Shelton and the Zac Brown Band do so for WKDF. Interestingly, WSIX recently kicked off a "Throwback Thursday" campaign and appears to be playing mostly '90s titles once an hour as part of it. Jo Dee Messina's "I'm Alright," Diamond Rio's "Norma Jean Riley," Mark Chesnutt's "Bubba Shot The Jukebox" and Reba's "Is There Life Out There" are some examples. WSIX and WKDF are also notable for being home base to Premiere's *The Bobby Bones Show* and Cumulus' *America's Morning Show*, respectively. As for WSM-AM, Mediabase shows 1,176 unique titles on the playlist and 96% of them are gold. The average vintage is 1991.

**Why Country Hates Women**

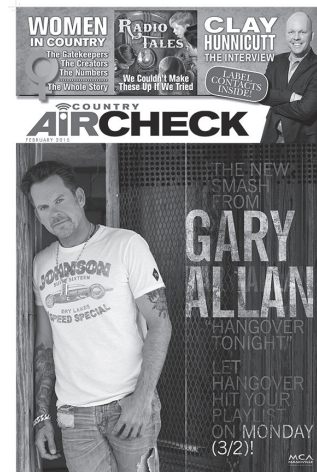
Yes, it's a ridiculous headline, but not far off from the barbs shot at both Country radio and Nashville's good ol' boy music business by bloggers and media at the end of 2014. Year-end charts showed that only 18% of the top 100 songs were voiced by women, a 20-year low. But why? What does it mean? And is it fair to single out country music?

Country Aircheck's CRS print special – on newsstands at the Nashville Convention Center – features six pages of comprehensive coverage looking at 25 years of women in country, gender balance in other formats, disparity in other media and interviews with men and women in creative and gatekeeping roles. Some excerpts:

**Caution & Effect:** Capitol recording artist **Mickey Guyton** discusses her artistic development. "Being a female, everybody tends to overthink whenever it comes to putting a song out," she says. "You have to be so cautious because the standard is so different for women. Because with this new movement of country, the record label is trying to figure out, 'Where can a girl fit in all of this?' It was very difficult but at the same time, it caused me to write better songs."

**Sliver Screen:** Dr. **Martha M. Lauzen**, Executive Director of the Center for the Study of Women in Television and Film at San Diego State University, offers a Hollywood perspective on a societal problem. "If you look at the number of women in tech industries, on Wall Street in the financial sector and across the board, we are underrepresented," she says. "What we have been sold as a culture for at least the last 10 to 15 years is that things have gotten so much better. This idea of creeping incrementalism – things get better every year. And we believe it. But if you look at the data, it's just not true."

**Space Cadets:** SiriusXM Sr. Dir./Country Programming



**John Marks** discusses findings from his "Fresh Female Voices" initiative. "As many female artists and types, styles and varieties as we've tried on The Highway, the reception has been almost unanimous that people either had no opinion or didn't like it," he says. "Maybe there are [talented women] out there who simply don't wish to be subjected to the rigors of the business."

**Round Zero:** In our focal piece, a label executive, PD, songwriter and artist gather to thoroughly discuss the topic, and Marks' comment gains traction. "It is harder to be pushed through [the marketing machine] as a woman," says Little Big Town's **Karen Fairchild**. "As a community, if we want to see this change, we must nurture these women to write honest songs, to write their heart and not to pander. They can write party songs, but they have to feel authentic. You know, compelling songs like 'Pontoon' and 'Day Drinking.'"

Songwriter **Natalie Hemby** replies, "It's funny, but Miranda Lambert didn't break at radio until her third record. And she was selling records and got Album of the Year - it took the second single from her third album going No. 1."

BBR Music Group EVP **Jon Loba** says, "Talk about someone who didn't let those around her change who she was. She stuck to her guns."

WSIX/Nashville OM/PD **Michael Bryan** adds, "If you want to screw up the creative process, ask a lot of people their opinion."

Hemby: "If you want to lose who you are, ask everyone their opinion."

## The Day Ahead

Here's an all-in look at **CRS 2015** proceedings for Wednesday, Feb. 25:

### 3pm Opening Ceremonies

Tom Rivers and Artist Humanitarian Award Presentation  
Jeff Smulyan, Lady Antebellum  
NCC, Level 2, Rooms 204-205

### 4pm Keynote: Todd Wagner

NCC, Level 2, Rooms 204-205

### 5pm Willing Nashville Party

Performance by Bobby Wills  
The Hutton 1808 Grille (1808 West End Ave.)

### 5:30pm Opening Night Welcome Reception

Sponsored by CMA and Live Nation  
NCC Level 1 Performance Hall

### 6:30pm BMLG Evening of Drinks & Hors D'oeuvres (invite only)

Drake White, Waterloo Revival, The Cadillac Three  
Hard Rock Cafe Reverb Room (100 Broadway)

### 7pm Grand Ole Opry

Chase Bryant, Eli Young Band, Lady Antebellum, Lee Brice, Mickey Guyton, Mo Pitney, Oak Ridge Boys, Raelynn  
NCC Level 1 Performance Hall

### 7:30pm | Trapped Above Ground

Casey Beathard, Rhett Akins  
Sponsored by BMI, HD Radio  
Acme Feed & Seed (Broadway & 1st Ave. S)

### 8pm James Otto & Friends

Presented by Operation Troop Aid  
The Listening Room (217 2nd Ave., S)

### 10pm A Special Honky Tonkin' with Tracy Lawrence Launch Party

Tracy Lawrence and special guests  
City Winery (609 Lafayette)

### 10pm Lucas Hoge Showcase

Presented by Reviver Records  
Renaissance Fisk Ballroom

### 12am LoCash Showcase

Presented by Reviver Records  
Renaissance Fisk Ballroom

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*and friends*

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**RENAISSANCE SUITE 1814**

**WEDNESDAY, 2/25 10:30PM MEXICAN FIESTA**

