

Tuesday February 21st, 2012

10:00 AM-
3:00PM **Registration Open**
NCC, Level 2, Lobby

[...expand/collapse info](#)

2:00 PM-
5:00PM **Media Center Sponsored by: World Vision**
NCC, Level 1, Rooms 103-104

[...expand/collapse info](#)

5:00 PM - 6:00
PM **Country Radio Hall of Fame Cocktail Party**
NCC, Level 2, Ballroom Foyer and Overlook

Kick off the the celebration of the Class of 2012 with cocktails before we induct them into the Country Radio Hall of Fame.

[...expand/collapse info](#)

6:00 PM - 8:15
PM **Country Radio Hall of Fame Dinner & Ceremony**
NCC, Level 2, Ballroom

The Country Radio Hall of Fame dinner and induction ceremony unofficially kicks off Country Radio Seminar each year. Lucchese Boots is a proud sponsor of the 2012 Country Radio Hall of Fame and will be providing each inductee this year with a custom made pair of Lucchese Boots. The Country Radio Hall of Fame is dedicated to the recognition of those individuals who have made significant contributions to the radio industry over a 20-year period, 15 of which must be in the Country format.

Radio Inductees

[Beverlee Brannigan](#)

[Ron Rogers](#)

[Rusty Walker](#)

On-Air Inductees

[Moby](#)

[Eddie Stubbs](#)

[Bill Whyte](#)

8:30pm- until **Official Hall of Fame After Party Sony Music Nashville & Sea Gayle Records
CRS Showcase featuring Brent Anderson, Wade Bowen and Jerrod Niemann**
Renaissance Hotel, Music City Ballroom

Sony Music Nashville & Sea Gayle Records CRS Showcase featuring Brent Anderson, Wade Bowen, and Jerrod Niemann.

Artist:

[Brent Anderson](#)

[Wade Bowen](#)

[Jerrod Niemann](#)

Wednesday February 22nd, 2012

8:30 AM - 4:00 PM **St. Jude Children's Research Hospital Internet Cafe**
Renaissance East Ballroom

St. Jude Children's Research Hospital Internet Cafe serves coffee and beverages and provides free wireless or wired Internet access for all CRS attendees. Cell phone charging stations are also available in the cafe.

Free Regular Coffee Provided By Arbitron
"While supplies last."

[...expand/collapse info](#)

8:30 AM - 11:00 AM **St. Jude Children's Research Hospital Coffee Cart**
NCC, Level 2

Coffee and Cupcakes provided by St. Jude Children's Research Hospital.

[...expand/collapse info](#)

9:00 AM- 5:00PM **Registration Open**
NCC, Level 2, Lobby

[...expand/collapse info](#)

9:00 AM- 5:00PM **Media Center Sponsored by: World Vision**
NCC, Level 1, Rooms 103-104

[...expand/collapse info](#)

9:00 AM - 4:00 PM **SESAC Networking Lounge**
NCC, Level 2, Overlook Nook

Join SESAC every day for refreshments while networking with your colleagues.

[...expand/collapse info](#)

9:00 AM - 10:30 AM **Keynote Featuring Bob Pittman Sponsored by Operation Troop Aid**
NCC, Level 2, Rooms 204-205

Keynote Speaker:
[Bob Pittman](#)

[...expand/collapse info](#)

10:30 AM - 11:00 AM **Artist and Radio Humanitarian Awards Presentations**
NCC, Level 2, Rooms 204-205

President Mike Culotta will present the CRB Radio Humanitarian Awards with the help of award sponsor, Lois Chlooijan with Radio Ink. Followed by the Artist Humanitarian Award presented to Rascal Flatts.

Presenters:
[Mike Culotta](#)
[Lois Choolijan](#)

Award Winners:
[Rascal Flatts](#)

[...expand/collapse info](#)

11:00 AM -
11:50 AM

Futurist David Houle Presents: "FLOWS" - 2012 to 2020
NCC, Level 2, Rooms 204-205

This panel will enlighten all attendees regarding trends that will affect consumer behavior, technology, content delivery and media consumption; giving the attendees a peak ahead at the trends around the corner and learn the tools to keep pace with innovation.

Speaker:
[David Houle](#)

[...expand/collapse info](#)

12:00 PM -
6:30 PM

Exhibits Open
NCC, Level 2

We encourage you to visit each of the booths in the Exhibit Area. It's a great way to update yourself on the most current products and services available to the country radio industry. The exhibit hall is located on 2nd floor, NCC.

[...expand/collapse info](#)

12:00 PM -
2:20 PM

UMG Lunch and Performance
Ryman Auditorium

Join Team UMG at the Ryman! Lunch served in the NCC, Level 2, Lobby Near Ryman Exit. Then walk across the street to the historical Ryman Auditorium and be amazed by UMG's incredible roster.

[...expand/collapse info](#)

2:30 PM - 3:50 PM **CRS Research Presentation Sponsored by St. Jude Children's Hospital**
NCC, Level 2, Rooms 204-205

Country Radio Seminar has commissioned a comprehensive Country music research study for presentation at CRS 2012, with data focusing on a broader spectrum of Country music fans than previous CRS research studies. The extensive research surveys more than 1,000 randomly selected male and female Country music listeners, ages 18-54, from a representative sample of Country music fans across the U.S. This year's research was commissioned by Country Radio Seminar to provide a comprehensive look at today's usage of Country music, including specific data on listening habits, music discovery trends and technology usage. The presentation will also include video interviews conducted with Country music fans from around the country. New Jersey-based market research firm Edison Research is conducting the study and will present its results during the CRS research panel at 2:30 p.m. on Wednesday, February 22. CRS 2012 is held Feb. 22-24, 2012, at the Nashville Convention Center. The CRS research study is sponsored by St. Jude Children's Research Hospital. "This year's research presentation takes an expanded view of the Country music consumer from two different perspectives: a large, national perceptible study and individual one-on-one focus interviews with consumers from multiple markets," says CRS Executive Director Bill Mayne. "This unique approach will provide the macro look at the marketplace and the micro view from the individual perspective. The results will provide CRS attendees with actionable tools to improve their business performance." Adds CRS Board member and CRS Research Committee chair Joel Raab, "This year, our study looks beyond Country P-1s to study the universe of Country music fans to get a better understanding of how Country radio fits into the new media world. Our goal is to provide radio with the tools to grow and thrive in this landscape, and this study, with its comprehensive look at the Country radio consumer, certainly accomplishes that."

Edison Research conducts survey research and provides strategic information to radio stations, television stations, newspapers, cable networks, record labels, Internet companies and a broad range of other organizations. Edison Research is the sole provider of election exit poll data for six major news organizations: ABC, CBS, CNN, Fox, NBC and the Associated Press. Edison Research works with many of the largest American radio ownership groups, including Entercom, Clear Channel, Hubbard, CBS Radio, Bonneville and Dial Global; and also conducts strategic and opinion research for a broad array of companies including Time Warner, Google, Yahoo!, Sony Music, the Voice of America, See Saw Networks and Zenithmedia. Edison Research has a 17-year history of thought-leadership in media research and has provided services to successful media properties in South America, Africa, Asia, Canada and Europe. All of Edison Research's industry studies can be found on the company's Web site at www.edisonresearch.com and can be downloaded free of charge.

Presenter:
[Larry Rosin](#)

[...expand/collapse info](#)

4:00 PM - 5:00 PM **KCRS Live! Sponsored by R & J Records**
NCC, Level 2, Rooms 204-205

R&J Records invites you to come hear Andy Gibson, Aaron Lewis, Jim Collins, and Bobby Pinson perform their #1 hits! Special Guest TBA!

Songwriters

[Aaron Lewis](#)

[Andy Gibson](#)

[Jim Collins](#)

[Bobby Pinson](#)

[...expand/collapse info](#)

5:00 PM - 7:00 PM **Artist/Attendee Welcome Reception Co-Sponsored by Compassion International & Live Nation**
NCC, Level 1, Performance Hall

The Welcome Reception is the traditional kick-off for CRS, giving you the first chance to visit with friends and acquaintances and to revisit your network of industry colleagues.

[...expand/collapse info](#)

7:00 PM - 9:30 PM **Lady Antebellum "Own The Night" Concert**
Municipal Auditorium, Nashville, TN

Capitol Records Nashville welcomes you to a very special night featuring Lady Antebellum on their Own The Night 2012 World Tour with Darius Rucker and special guest Thompson Square. Immediately following the Artist/Attendee Welcome Reception, follow your instructions to the buses that will take you to Municipal Auditorium where we'll be dancin' away with your heart for the rest of the night! **Artist:**

[Lady Antebellum](#)

[Darius Rucker](#)

[Thompson Square](#)

[...expand/collapse info](#)

9:45 PM -
Until

CRS After Hours

4:00 PM - 2:00 AM

Badge Bar

Sponsored by Cumulus Media Networks City National Bank, and GAC
Renaissance Ballroom

4:00 PM - Midnight

Black River Mobile Cigar Lounge

Sponsored by Black River Entertainment

The MCL will be located on Commerce Street in front of the Nashville Convention Center

9:30 PM - Midnight

Bob Kingsley's Acoustic Alley

Sponsored by CT40 Co-Sponsored by Suntrust Bank

Belmont Room, Renaissance Hotel

9:30 PM - Until

Craig Morgan Album Release Celebration featuring Live Performances by Craig with Special Guests & Prizes

Sponsored by Black River Entertainment

Renaissance Hotel, Fisk Room

Live music Wednesday and Thursday featuring Black River Entertainment

Recording Artists; Craig Morgan, Due West, Glen Templeton and Sarah Darling.

Doors open at 9:30 PM.

10:00 PM - Until

Tenacity Records Artist Showcase

Renaissance Hotel, Ryman Room

Join Tenacity Records Wednesday night, Feb 22 in the Ryman Room at the

Renaissance for an evening of stars and guitars starring Darryl Worley and Bill

Gentry! Come enjoy refreshments, and see both artists perform all of their hits, and

brand new music starting at 10pm.

Thursday February 23rd, 2012

8:00 AM- 7:00
PM

Exhibits Open

NCC, Level 2

We encourage you to visit each of the booths in the Exhibit Area. It's a great way to update yourself on the most current products and services available to the country radio industry. The exhibit hall is located on 2nd floor, NCC.

[...expand/collapse info](#)

8:30 AM-
5:00PM

Registration Open

NCC, Level 2, Lobby

[...expand/collapse info](#)

8:30 AM - 4:00 PM **St. Jude Children's Research Hospital Internet Cafe**
Renaissance Ballroom

St. Jude Children's Research Hospital Internet Cafe serves coffee, beverages, and provides free wireless or wired internet access for all CRS attendees. Cell phone charging stations are also available.

Free Regular Coffee Provided By Arbitron
"While supplies last."

[...expand/collapse info](#)

8:30 AM - 11:00 AM **St. Jude Children's Research Hospital Coffee Cart**
NCC, Level 2

Coffee and Cupcakes provided by St. Jude Children's Research Hospital.

[...expand/collapse info](#)

9:00 AM - 4:00 PM **SESAC Networking Lounge**
NCC, Level 2, Overlook Nook

Join SESAC every day for refreshments while networking with your colleagues.

[...expand/collapse info](#)

9:00 AM - 9:50 AM **Dear Diary: What's New, Now, and Next? Sponsored by Rise Up Country**
NCC, Level 2, Rooms 209-210

Top diary performing programmers teamed with Arbitron specialist will cover programming strategy for the diary methodology, debate the problems and possibilities of Arbitron's new technology "Leap Frog" and finally take a look at PPM basics and what we can apply in a diary world.

Moderator:

[Beverlee Brannigan](#)

Panelists:

[Steve Geoffries](#)

[Bill Rose](#)

[Troy Eckelhoff](#)

[...expand/collapse info](#)

9:00 AM -
10:20 AM

PPM: What We Know and What's Changing; New Strategies For Success
NCC, Level 2, Room 208

Five years in, what has the industry learned about the Arbitron PPM system? Arbitron's Jon Miller will present new research to help answer this question. John will outline the characteristics of high performing Country stations around the U.S. He'll show how to dissect the ratings and identify the key metrics that have the most impact on your ratings. He'll also demonstrate how "every minute counts" in the PPM clock - find out why and how much your station stands to gain. Also, two successful Country programmers, John Dimick and Lisa McKay-Blake, will share how they survive and thrive in PPM markets. Finally, Philippe Generali will show how Country PDs and talent can take advantage of Audience Reaction to track programming elements.

Moderator:

[Bob Richards](#)

Panelist:

[Jon Miller](#)

[John Dimick](#)

[Lisa McKay-Blake](#)

[Philippe Generali](#)

[...expand/collapse info](#)

9:30
AM-5:00PM

Media Center Sponsored by: World Vision
NCC, Level 1, Rooms 103-104

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10:00 AM -
10:50 AM

Turbo Charging Your High Octane Air Talent Sponsored by United Stations Radio Networks
NCC, Level 2, Rooms 209-210

Talent coach Steve Reynolds of The Reynolds Group conducts a training session for managers and programmers who coach talent in PPM markets. Reynolds will coach managers on how to talk to their air talent to evolve what they're doing so they perform better with the new measurement.

Presenter:

[Steve Reynolds](#)

[...expand/collapse info](#)

10:00 AM - **Social Media 101: How?, What?, Why?**
10:50 AM *NCC, Level 2, Room 206*

A large percentage of stations and talent don't know what social media is, can do, etc. beyond that their kids use Facebook, based on feedback from you the attendees. In this panel you will learn what social media is and isn't, why you need active social media programs for your station and on-air talent, step by step of how to decide what platforms to use and how, how to go beyond Facebook and Twitter, and most of all how to use, try, or ignore other social media tools.

Moderator:
[Dan Halyburton](#)

Panelists:
[Laura Fitton](#)
[Paul Slack](#)
[Tori Theiss](#)

[...expand/collapse info](#)

10:00 AM - **In Their Own Words: Listener Insights and Feelings toward Country Radio**
10:50 AM *NCC, Level 2, Rooms 204-205*

The world premiere of Rachele Lynae video "Party 'Til The Cows Come Home"

It doesn't get any more real than this...straight from your listener's and consumer's perspective. Take a look and listen to the uncensored, eye-opening answers from "real people". It is time industry folks stepped out their "bubble" into the real world. Leave with tactics you can use that speak directly to the consumer.

Moderator:
[Lance Houston](#)

[...expand/collapse info](#)

11:00 AM - **CMA Presentation: "The Year of Country Radio" Sponsored by CMA**
12:20 PM *NCC, Level 2, Rooms 204-205*

CMA's commitment to Country Radio runs deep - from the early origins of the association to presenting the premiere broadcast accolades during the annual CMA Awards. And in 2012, CMA takes that commitment to a whole new level with exclusive content, valuable promotions, research tools, and more. We are ALL here to advance Country Music. Make money, save money, and reach your constituents in new, exciting ways with the support of CMA - a global brand that represents the best of Country Music.

Panelists:
[Brandi Simms](#)
[Lon Helton](#)
[Sarah McGrady](#)
[Sheri Warnke](#)
[Tammy Donham](#)

[...expand/collapse info](#)

12:30 PM - **Capitol Records Lunch and Performance**
2:20 PM *NCC, Level 1, Performance Hall*

"This will be a very special experience from a Country music icon and a true American original," said Capitol Nashville President and CEO Mike Dungan. Adds CRS President Mike Culotta, "Alan Jackson's success as a songwriter and as a performer is well-deserved and well-documented. Alan has built an extraordinary career by making exceptional music at a very high level for a very long time. We're thrilled to have him perform at our Thursday CRS luncheon."

Artist:

[Alan Jackson](#)

[...expand/collapse info](#)

2:30 PM - 3:20 PM **Social Media 201: Execute, Leverage and Monetize**
NCC, Level 2, Room 206

Many stations have social media platforms because they know they need and should, but don't know what to do with them or how to grow and monetize their digital initiative. Learn strategies of how to use social media to grow your audience and revenue opportunities for the station and on air talent. Learn what works and doesn't work from people who have done it, and most importantly learn how to measure and interpret the metrics to grow social programs and radio audience.

Moderator:

[Dan Halyburton](#)

Panelists:

[Gregg Baldinger](#)

[Thompson Square](#)

[...expand/collapse info](#)

2:30 PM - 3:20 PM **Research Presentation Follow Up / How To Apply The Research Sponsored by Compassion International**
PM *NCC, Level 2, Rooms 204-205*

Come hear more about the work of Compassion International and how you can benefit from a non-traditional revenue generating opportunity for your station

This panel will review the data and assist all market sizes in interpretation and implementation of the research results.

Moderator:

[Charlie Morgan](#)

Panelist:

[Larry Rosin](#)

[...expand/collapse info](#)

2:30 PM - 3:20 PM **Brainstorming To Win**
NCC, Level 2, Room 208

Brainstorming: what is it and how do you do it? Learn step by step brainstorming techniques, taught by The Center for Sales Strategy's, Matt Sunshine, which will highlight real world case studies. Learn how brainstorming can help you achieve marketing goals and successful promotions. Also, learn how to sort through the good, the bad, and the ideas you can take to the bank!

Speaker:
[Matt Sunshine](#)

[...expand/collapse info](#)

3:30 PM - 5:00 PM **WCRS Live! Sponsored by BMI and Country Aircheck**
NCC, Level 2, Rooms 204-205

The event, sponsored by BMI and Country Aircheck, will take place from 3:30 p.m. - 5:00 p.m. CST on the second floor of the Nashville Convention Center during Country Radio Seminar. "This lineup presents a rare opportunity to experience the work of Nashville's best," says BMI Assistant VP Dan Spears. "To have Matraca Berg, Natalie Hemby, Lori McKenna, and Ashley Monroe sharing the same stage is incredible. But the event will also serve to highlight the vital contributions made by women throughout the music and radio industries, while acting as the perfect complement to 'Rising Through the Ranks,' a program that BMI pioneered with the Radio Advertising Bureau. Each year, BMI awards 25 scholarships to female radio executives to attend a Nashville workshop on executive management best practices. The tremendous success of Matraca, Natalie, Lori, and Ashley will be a great reminder of the enormous successes enjoyed--and driven--by women throughout our industries."

Songwriters:
[Matraca Berg](#)
[Natalie Hemby](#)
[Lori McKenna](#)
[Ashley Monroe](#)

[...expand/collapse info](#)

10:00 PM -
Until

CRS After Hours

4:00 PM - 2:00 AM

Badge Bar

Sponsored by Cumulus Media Networks, City National Bank, and GAC
Renaissance Ballroom

4:00 PM - Midnight

Black River Mobile Cigar Lounge

Sponsored by Black River Entertainment

The MCL will be located on Commerce Street in front of the Nashville Convention Center

9:30 PM - Midnight

Bob Kingsley's Acoustic Alley

Sponsored by CT40 Co-Sponsored by Suntrust Bank

Belmont Room, Renaissance Hotel

10:00 PM - Midnight

BRE Live

Sponsored by Black River Entertainment

Renaissance Hotel, Fisk Room

"BRE LIVE" featuring live performances from Black River Entertainment Artists, Sarah Darling, Due West & Glen Templeton Music begins at 10p.

[...expand/collapse info](#)

Friday February 24th, 2012

8:00 AM - 5:30
PM

Exhibits Open

NCC, Level 2

We encourage you to visit each of the booths in the Exhibit Area. It's a great way to update yourself on the most current products and services available to the country radio industry. The exhibit hall is located on 2nd floor, NCC.

[...expand/collapse info](#)

8:30 AM-
7:00PM

Registration Open

NCC, Level 2, Lobby

[...expand/collapse info](#)

8:30 AM -
11:00 AM

St. Jude Children's Research Hospital Coffee Cart

NCC, Level 2

Coffee and Cupcakes provided by St. Jude Children's Research Hospital.

[...expand/collapse info](#)

9:00 AM - 4:00 PM **St. Jude Children's Research Hospital Internet Cafe**
Renaissance Ballroom

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"While supplies last."

[...expand/collapse info](#)

9:00 AM - 4:00 PM **SESAC Networking Lounge**
NCC, Level 2, Overlook Nook

Join SESAC every day for refreshments while networking with your colleagues.

[...expand/collapse info](#)

9:00 AM - 9:50 AM **Jacobs Media Goin Mobile Presentation: Get Smart!**
NCC, Level 2, Rooms 204-205

The Jacobs Media presentation will be a comprehensive presentation of how consumers use mobile today and understanding the impacts of mobile now and moving forward. This audio/visual presentation uses real life examples of consumers using and interacting with their mobile devices. (part research and part documentary)

Speaker:
[Paul Jacobs](#)

[...expand/collapse info](#)

9:30 AM- 1:00PM **Media Center Sponsored by: World Vision**
NCC, Level 1, Rooms 103-104

[...expand/collapse info](#)

10:00 AM - 10:50 AM **Marketing That Gets Advertisers Results!!!**
NCC, Level 2, Room 208

Again, we get the opportunity to hear from the Center for Sales Strategy's, Matt Sunshine, who will now teach you the Marketing Strategy Model. Matt will demonstrate the five step marketing strategy model and then examine case studies to give attendees actionable knowledge they can utilize with specific clients. You will leave as better marketers, not just a "salesperson".

Speaker:
[Matt Sunshine](#)

[...expand/collapse info](#)

10:00 AM -
10:50 AM

Are These Country People Freakin Nuts? Looking at Country From a Different Perspective

NCC, Level 2, Rooms 204-205

This panel is designed to get the perspective from PD's and OM's that are responsible for more than one format who have recently started programming country stations for the first time on the differences that they see in the way the country format operates vs. the pop formats...what makes sense but mostly what doesn't make sense to them to spur conversation and challenge the way we do things.

Moderator:

[Marc Chase](#)

Panelists:

[Byron Kennedy](#)

[Mark Adams](#)

[Mike Preston](#)

[Brian Michel](#)

[...expand/collapse info](#)

10:00 AM -
11:30 AM

Digital University: Professional Development Roundtables

Renaissance Hotel, Center Ballroom

The Digital University is CRS 2012's new professional development program. Choose three of ten 20-minute roundtables with leading experts who will answer your questions on maximizing Facebook, Twitter, website development, SEO, apps, interactive radio, online marketing and digital revenue. It all kicks off with a strategy plan with CMT's Stephen Linn. It's fast, it's fun, it's fantastic!

Opening Strategy Session:

[Stephen Linn](#)

Table Facilitators:

1. Twitter: [Laura Fitton](#) -Hub Spot / Author Twitter for Dummies
2. Mobile Apps: [Paul Jacobs](#) - Jacobs Media
3. Listener Driven Radio:[Daniel Anstandig](#)
4. Digital Advertising Programs/Cross Promotions: [Gregg Baldinger](#) Director, NHL Radio
5. Social Commerce/E-commerce: [Mike Lewis](#) -Music City Networks
6. Leveraging Social Media for Money: [Kissy Black](#)
7. SEO/SEM: [Paul Slack](#)- Splash Media
8. Radio Websites: [Jason Hill](#) -VP Operations and Strategy, CMT.com
9. Creative Digital Content: [Todd Cassetty](#)- Hi-Fi Fusion
10. Facebook: How to Start Going Social [Tori Theiss](#)- Levelwing

[...expand/collapse info](#)

11:00 AM -
11:50 AM

Digital Dashboard: New Technologies = New Opportunities
NCC, Level 2, Room 206

Is the Auto Industry driving Radio down a dead end road or off a cliff with all of the new technology in cars? Will you lose listeners or revenue with all of the choices your audience will have? This panel will increase your awareness of emerging choices your listeners will face as well as the potential loss of revenue for our industry, and most importantly what you can do to extend your brand.

Moderator:
[Dan Halyburton](#)

Panelists:
John Ousby
[Owen Grover](#)
Michelle Avary

[...expand/collapse info](#)

11:00 AM -
11:50 AM

Non Traditional Relationships
NCC, Level 2, Rooms 209-210

This panel will explore the use of loyalty programs and consumer engagement, as well as sports marketing and how many of their practices can relate to our businesses. This panel will teach you how to promote events without risking too much money and how to use distinct brands in unique combinations to grow each brand.

Moderator:
[Bob Richards](#)

Panelists:
[Alan Bullington](#)
[Melony Willson](#)
[Butch Spyridon](#)

[...expand/collapse info](#)

11:00 AM -
11:50 AM

90 Promotion Ideas in 50 Minutes: Putting All the Pieces Together
NCC, Level 2, Rooms 209-210

This will be a new twist on an old CRS favorite. This panel will present winning revenue ideas that also market the brand. Whether it is 90 ideas in 50 minutes or 250 ideas on the web, you will not want to miss this fast paced guaranteed actionable take away panel.

Moderator:
[Beverlee Brannigan](#)

Panelists:
[Regina Hensley](#)
[John Thomas](#)
[Lindsay Cerajewski](#)

[...expand/collapse info](#)

12:00 PM -
1:50 PM

Warner Music Nashville Lunch and Performance
NCC, Level 1, Performance Hall

"I am privileged and humbled to have our superstar, Faith Hill, perform an intimate concert at Warner Music Nashville's luncheon this year at CRS 2012," commented John Esposito, President and CEO of Warner Music Nashville. "Faith expands our imagination through exquisitely, well-crafted, heartfelt songs that only she can deliver. There is no equal, there is only Faith. I look forward to seeing all of you in February." Adds CRS President Mike Culotta, "Our CRS attendees are in for a special treat at Friday's luncheon. Faith Hill is one of the finest singers Country music has ever seen, and we are lucky to have this rare opportunity to see her perform in such an intimate setting. This is going to be a truly special event!"

Artist:

[Faith Hill](#)

[...expand/collapse info](#)

2:00 PM - 2:50
PM

Big Picture: Radio's National Digital Strategy
NCC, Level 2, Room 206

Major Market digital strategists share their take on the digital future of branding, reach, and revenue. You will learn: What are the philosophies and key strategies? How are they implemented on the local level? What resources and technical infrastructures exist? How does your company measure success? What trends are coming?

Moderator:

[Marc Chase](#)

Panelists:

[Dermot McCormack](#)

[Kathleen Bricketto](#)

[Leon Levitt](#)

[...expand/collapse info](#)

2:00 PM - 2:50
PM

Artist Visits: How To Create A Win WIn Sponsored by New York Rock Exchange
NCC, Level 2, Rooms 204-205

Tired of wasting artist, client, staff, and listener time? Let this panel teach you how to break the cycle. This panel will teach you how to create great, executable plans for maximizing artist opportunities with listeners and clients.

Moderator:

[Bob Richards](#)

Panelist:

[Erik Johnson](#) Program Director KXKT

[Josh Easler](#) Director of National Promotion, RCA Records Nashville

[Enzo DiVencenzo](#) President, 377 Management

[...expand/collapse info](#)

2:00 - 2:50 PM **Small Market Programming: Making The Pieces Fit**
NCC, Level 2, Rooms 209-210

This panel will be an intensive hyper focused discussion of small market issues. The discussions will range from branding to promotions, community involvement, digital and social initiatives, and beyond. CRS 2012 is packed full of useful information on social media use, digital strategies, going mobile and increasingly doing more with less. Our expert panel will give real world examples and tips & suggestions you can take back and put to work in your market!

Moderator:

[Beverlee Brannigan](#)

Panelists:

[Steve Albertsen](#)

[Rob Kelley](#)

[Christie Matthews](#)

[...expand/collapse info](#)

3:00 PM - 3:50 PM **Branding: What It Really Is and How to Build One**
NCC, Level 2, Room 208

Session Description: "Brand" and "branding" have become extremely overused and misunderstood. Paul Jankowski, Chief Strategist at branding/consumer engagement agency, Access Brand Strategies, and Forbes contributor, leads a lively discussion on defining what a brand is and effective ways you can build yours. In his book, "How to Speak American: Building Brands in the New Heartland", Jankowski calls out the ad agencies on the Coasts for their dismissive attitude to the biggest cultural segment in the US: the "new" Heartland. He also explores the role core values play in buying behavior. The same core values that drive country radio listeners to engage with the format.

Serving in senior level positions in entertainment branding (MCA/SBK Records, Gibson Guitar, SFX Entertainment), including the first CMO of Elvis Presley Enterprises, Jankowski offers a tell-it-like-it-is take on the best brand building practices. His clients include Pepsi, Fedex and Tractor Supply Co and he'll use case studies to help you build your brand and stay culturally relevant.

Speaker:

[Paul Jankowski](#)

[...expand/collapse info](#)

3:00 PM - 3:50 PM **Show Me Your Hits: What Defines A Hit In Your World?**
NCC, Level 2, Rooms 204-205

This panel will challenge the industries' view of a "hit" record. You will see your playlist in a broader perspective. What defines a hit in terms of radio research, record sales, radio airplay and online activity? This panel will discuss how to discover new artists that could help you station win and know that you are playing the right records as well as look at the new revenue streams the labels are using.

Moderator:
[Marc Chase](#)

Panelists:
[Mike Moore](#)
[Tom Baldrice](#)
[Leslie Fram](#)

[...expand/collapse info](#)

4:00 PM - 4:50 PM **Myth Busters: Debunking Myths You Think You Know Sponsored by Curb Records**
NCC, Level 2, Rooms 204-205

Moderator:
[Charlie Morgan](#)

[...expand/collapse info](#)

5:30 PM - 6:30 PM **New Faces of Country Music Cocktail Reception Sponsored By HRT Records**
NCC, Level 1, Foyer

CRS networking just isn't complete until we gather one last time for some cheer and fellowship as we prepare to honor the CRS 2012 New Faces of Country Music®. (Cash Bar Only.)

[...expand/collapse info](#)

6:30 PM - 10:00 PM **New Faces of Country Music® Dinner and Performance Co-Sponsored by MDA and ACM**
NCC, Level 1, Performance Hall

Country Radio is privileged to introduce to the world some of the best new music talent, and on this night honored with performances by some of the top New Faces of Country Music.

New Faces of Country Music:
[Hunter Hayes](#)
[David Nail](#)
[Thompson Square](#)
[Sunny Sweeney](#)
[Eli Young Band](#)

[...expand/collapse info](#)

10:00 PM-
until

CRS After Hours

4:00 PM - 2:00 AM

Badge Bar

Sponsored by Cumulus Media Networks, City National Bank, and GAC
Renaissance Ballroom

4:00 PM - Midnight

Black River Mobile Cigar Lounge

Sponsored by Black River Entertainment

The MCL will be located on Commerce Street in front of the Nashville Convention Center