



February 14, 2010

FOR IMMEDIATE RELEASE

**FINAL TWO WEEKS TO REGISTER FOR ALBRIGHT & O'MALLEY'S 2011 PRE-CRS SEMINAR
Schedule of Presentations Finalized**

The event is cosponsored with UMG Nashville, presenting Kip Moore and Randy Montana

Country radio specialists Jaye Albright and Mike O'Malley remind attendees of the Country Radio Seminar that they can still make reservations to attend the consultants' free Pre-CRS Seminar March 1st beginning at 12:30 pm in the Country Music Hall of Fame auditorium.

The event is free and open to CRS attendees in non-competitive markets, but advance registration is required.

Here's the conference schedule:

12:30pm: A&O's Jaye Albright will reveal key findings from Albright & O'Malley's 6th annual online perceptual: Roadmap 2011.

1:00pm: Townsquare/A&O's Ray Massie will present a social media workshop, "Facebook--The Freeway of Love."

1:30pm: A&O's Mike O'Malley will have a one-on-one conversation with Chris Devaney, the Chairman of the Tennessee Republican Party on political strategies that radio could adopt.

2:15pm: Talent Coach Tommy Kramer will present "The Truth about Phone Calls, Facebook, and Twitter."

2:45pm: Paul Jacobs/Jacobs Media will host and analyze the video presentation "Goin' Mobile"

3:15pm: Larry Rosin/Edison Media will revisit Edison's American Youth Study but with new information from country users

4:00pm UMG will close the day with a show featuring Kip Moore and Randy Montana

Those interested in attending should contact Mike O'Malley Mike@albrightandomalley.com or Jaye Albright Jaye@albrightandomalley.com.

Extended Panel Descriptions

Townsquare Media/A&O's Ray Massie will present a social media workshop, "Facebook--The Freeway of Love." Most anyone over 16 can use a freeway or Facebook. But like a 16 year old with a new driver's license, crashes, near misses, and the flashing red lights of the Highway Patrol are part of most stations experience. Ray will show you what to post, how to post, and the secret algorithm formula Facebook uses to determine what appears in the newsfeed which will boost your ratings--if you find the right ramp.

Talent Coach Tommy Kramer will present "The Truth about Phone Calls, Facebook, and Twitter." "Phone calls. Facebook. Twitter. You Tube. A little of each goes a long way, and the answer to "how much is too much?" is "less than you think." Talent Coach Tommy Kramer will show you what the difference is between reaching out to listeners...or trying to fit a bowling ball through a straw."

Paul Jacobs of Jacobs Media will present the Arbitron/Jacobs Media Study, "Goin' Mobile," an ethnographic research project revealing how Americans use and are engaged with mobile devices. Through a series of video interviews, attendees will see and hear listeners reveal how their smartphones have become part of their daily lives, the degree to which their smartphones have impacted their consumption of other media including radio, the critical reasons why smartphones have gone from the "next big thing" to the "most essential thing," and how the future of mobile devices will impact us all. Segments will be shown that weren't available when "Goin' Mobile" debuted at the Radio Show in 2010.

Larry Rosin, President of Edison Research, has presented his company's American Youth Study 2010 to wide acclaim, The study, in conjunction with Radio-Info.com, surveyed the media habits of America's 12-24 year olds. Now, for the first time ever, Larry will look at young *country* fans and reveal how they see radio's role in music discovery, the impact of Pandora, how new competitors have changed their radio listening habits, what new challenges lie on the horizon, and more. This is a must-see.

About the Presenters:

Ray Massey was an early adopter of technology and new media, proudly carrying the floppy disk containing version 1.1 of AOL. His accomplishments in 36 years in broadcast include six Marconi nominations, three personality of the year winning morning shows, and Radio Ink's selection in 1999 as Large Market Program Director of the Year. Ray has spent the past three years researching and studying the nuances of Social Media and how it can work to building ratings and revenue.

Chris Devaney, Chairman, Tennessee Republican Party, grew up in a small town in Texas where he learned from an early age the values that would later shape his career. It was also here that Chris first saw the power of grassroots Republican politics when he watched his parents help lead a small local party into the majority by leading with principle and never giving up.

By the time Chris attended the University of Oklahoma, where he earned a bachelor's of arts degree in Political Science, he knew he wanted to pursue a career in the public arena.

Upon graduation, he began what he thought may be a career in journalism and eventually went to Washington with NBC Radio News. Chris, however, wanted to be more directly engaged in promoting conservative values, so he left journalism to work for the United States Senate Republican Conference where he performed media relations.

In 1994, Chris came to Tennessee to help a Nashville attorney by the name of Fred Thompson win a seat in the United States Senate. Chris stayed with Senator Thompson and worked for him both in Tennessee and Washington.

He has said many times that this experience working with Senator Thompson gave him an insight into principled leadership that continues to guide him today.

Chris later applied the skills he had gained by becoming the Executive Director of the Tennessee Republican Party. Under his leadership of the Party's political operation, Devaney played an important role in helping to elect United States Senator Bob Corker in 2006 and set the stage statewide for what would become the historic State Senate elections of 2006 and State House elections of 2008.

His approach to building a political organization was very simple and was rooted in what he had learned in life - stand for the principles you know are right, never give up and never forget that it is the grassroots volunteers who carry you to victory.

Following Senator Corker's election in 2006, Chris was asked to join the Senator as his State Director. As with his time with Senator Thompson, Chris took this as an opportunity to be on the front lines of where Republican principles and sound public policy meet and to learn firsthand what effective leadership truly means.

On December 4, 2010, Chris Devaney was overwhelmingly re-elected as the Chairman of the Tennessee Republican Party. He is proud to have the chance to stand with an outstanding State Executive Committee and countless fellow Tennesseans in order to fight for the values and principles that have made our Party and our nation great. Chris is confident that the Party's number one goal – victory in 2012 – can and will be achieved.

Chris and his wife Heather live in Chattanooga with their four children and attend Lookout Mountain Presbyterian Church.

Tommy Kramer has spent over 35 years in radio as an on-air talent, Programmer, and Talent Coach. As a coach, he's worked with over 250 stations in all formats, including several of the nation's top Country stations, specializing in coaching morning team shows. He was elected to the Texas Radio Hall of Fame in 2003.

Paul Jacobs was the lead researcher on "Goin' Mobile," riding in the car with all of the respondents and holding on for dear life as they were texting while driving. He'll have plenty of first-hand stories to tell about just how essential smartphones have become. Paul is the General Manager of Jacobs Media and has previously served as both General Manager and Sales Manager for several major-market radio stations.

Larry Rosin is the Co-founder and President of Edison Research and has been involved with media for more than 20 years. He has presented to audiences ranging from the White House to the NAB, and has helped clients ranging from Time Warner and ABC/Disney to local radio stations navigate today's complicated media landscape. Larry is a graduate of Princeton University and also holds an MBA from the Wharton School of Business at the University of Pennsylvania.

For more info:

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