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NASHVILLE'S MUSIC INDUSTRY PUBLICATION

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Music Row Communications, LLC  
 1231 17th Ave. S.  
 Nashville, TN 37212  
 615-321-3617  
[info@musicrow.com](mailto:info@musicrow.com)  
[www.musicrow.com](http://www.musicrow.com)

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## Sugarland DVD/CD Introduces Fans To Live Show *by David M. Ross*

**Sugarland LIVE on the Inside**, harvested the rewards of a coordinated marketing plan, good consumer value and quality content this week in the form of outstanding debut sales. According to SoundScan, the Wal-Mart-exclusive DVD/CD \$12 package, scanned a total of 75,869 units besting previous DVD set numbers from Taylor Swift (44k) and Josh Groban (58k).

### THE PLAN

"Ultimately what Sugarland wanted to do," says **Ken Robold**, Exec. VP/GM, UMG Nashville, "was expose a wider fan base to their live

show. The band filmed a concert at Rupp Arena in Lexington, Kentucky which became the DVD component (Director: **Shaun Silva**). The 10-track audio part was born from the fact that Jennifer and Kristian have a reputation for playing really cool



cover songs from acts like Kings of Leon, Pearl Jam and REM. We thought turning the fans onto the band's penchant for covers would further enhance the goal."

"It was Luke's idea to add these covers as an audio component packaged with the DVD," says **Jason Owen, Sr.** VP Artist Development/Marketing UMG



Ken Robold

## BILLY CURRINGTON

### "People Are Crazy"

For your CMA Consideration

Single of the Year  
 Song of the Year  
 Video of the Year





Jason Owen

Nashville. Owen was also Executive Producer for the group's ABC TV special and headed the marketing initiatives. "It made the package unique. You can't really consider it as a new release. It's not a *Greatest Hits* package or a typical live collection or a new album."

"I don't know if this is a blueprint for the future any more than other things we try," says UMG Nashville Chairman **Luke Lewis**. "We were sitting there with the DVD and it was one of those 'necessity is the mother of invention' type things. We knew we had to create a value and get it in as many people's hands as we could. Obviously Jason Owen's getting the special placed on ABC was a huge part of the success. Most times we're hoping for singles to drive things, but here we had a TV show, loads of press, a great package and a real value for the fans. Plus

Sugarland has a couple of million fans out there. Those elements came together and it worked."

## SALES

According to Robold, the genesis for the project began in meetings with Lewis, UMG Distribution head **Jim Urie** and Wal-Mart about a possible summer promotion. "The risk whenever you go with a single account is, 'Are you losing a lot of business by not taking it wide?," says Robold. "But Wal-Mart is a great partner, and if we went wide they wouldn't have purchased anywhere near as many as they did. From their end, they are putting a lot of push into it. There aren't Wal-marts in every city (3500+ stores), but they do have the online store as well. If this were wide, it might also become easier for fans to download and cherry pick tracks and video clips and not get the full breadth of what a show is really like. (Audio tracks are available for download at Wal-mart.com but not the video portion of the package.) Sugarland is on its way to becoming an entertainer of the year, and this package highlights that energy."

The CD/DVD arrives as the current Sugarland CD, *Love On The Inside* turns a year old. It has sold about 1.724 million units, but is now beginning to slip outside the Top 10 rankings. "The CD is still vital," says Lewis. "We have a current hit and might have more, but it seemed like time to add some fresh product from them into the marketplace."

The TV show and sales have also had a strong effect on the group's previous releases. "It's acted like a defibrillator," Owen jolts. "It jump started catalog sales even more than we had hoped." According to SoundScan, sales of *Love On The Inside* increased 77% to over 20k units, *Enjoy The Ride* jumped 79% to 6,279 and *Twice The Speed*...moved up 13%

## MARKETING

Marketing for *Live on the Inside* engaged consumers through a variety of media outlets, spearheaded by the Aug. 3 ABC TV special, which aired the evening before the package's release. "We first thought about CMT and GAC," says Owen. "But as soon as the ABC deal started working, we shifted into high marketing gear. It completely changed the stakes. We approached it like a movie release with posters and a movie trailer for the show and DVD. We went both cinematic and theatrical which is what Sugarland is all about."

The special was supported through numerous online channels which included a viewing party contest. An Aug. 6 movie premiere in 35 theaters nationwide also gave local radio stations a means to join the promotional efforts along with [sugarlandmusic.com](http://sugarlandmusic.com) and others via ticket distribution. Despite the varied use of numerous marketing threads, overall costs were less than on a normal CD launch. "Actually lots lower," says Owen. "Mostly because we weren't working a radio single. And we had two spots built into the special for free."

TV ratings for the evening placed Sugarland in fourth place. "We got a 1.1 rating," says Owen. "We were all extremely happy. We had over 4 million viewers. The night the special aired and the next day we had 55k unique visitors, and since the special aired we have had 110,000 unique visitors to [sugarlandmusic.com](http://sugarlandmusic.com), which is amazing. In perspective, when Sugarland performed on the Grammys we got 7k visitors. We knew the eyes on the special would be big enough to push them over the edge, but it has been overwhelming. And seeing today's sales numbers, well, we just couldn't be more thrilled."



Sugarland is the two-time consecutive reigning CMA Vocal Duo of the Year, has sold over 7 million albums, and received awards from the Grammy's, AMA, ACM and CMT.

## Gloriana Claims 2009's Hottest New Artist Sales Debut

by David M. Ross

"It's a wonderful thing when your musical partner is working with you shoulder-to-shoulder like **Gloriana** has," says Emblem Sales Head **Neal Spielberg**. "This was a complete team effort starting with the music...and closely coordinated by Emblem's **Matt** and **Dean Serletic**."

The vocal quartet debuts at No. 2 on the Top Current Country list and No. 3 on the all-music chart with 44,388 units sold. Digital album sales were about 19% of the total, which Spielberg credits to the group's younger skewing audience, extensive online marketing activities, opening slot on the **Taylor Swift** tour and more.

Marketing the act has been a joint effort between Emblem Music and Warner Bros., headed by Sr. VP Sales/Marketing **Peter Strickland**. Also significant this week were 28,935 paid downloads of the group's single "Wild At Heart." Gloriana's country sales debut is the 7th highest overall this year behind **Rascal Flatts** (351,025), **Keith Urban** (171,525), **Brad Paisley** (129,527), **Jason Aldean** (108,960), **Kenny Chesney** **GIII** (89,367) and **Dierks Bentley** (71,231).



## Nashville Publishers Make National Top 10 List

by Sarah Skates

The Top 10 Publishers in the country, based on radio airplay, are listed in the new issue of *Billboard*. Based on data from the Harry Fox Agency, **EMI Music Publishing** has the largest share (17.3%) of US radio airplay for the second quarter, ended June 30. It had a share in 39 of the 100 most-played songs, with the biggest hits being pop/R&B oriented.

Other major publishers rounded out the Top 4, accounting for 57.5% of total airplay, including **Sony/ATV** (14.2%) at No. 2, **Warner Chappell** (14.1%), and **Universal Music Publishing Group** (11.9%)

Several Nashville notables are included in the rankings. **Taylor Swift** scored big, coming in No. 2 on the national list for Top 10 Songwriters (also by airplay), secured by her own hits like "Love Story," plus the one she wrote with **Kellie Pickler**, "Best Days Of Your Life."

## Happening Back Then

December 13, 1993

The Country Radio Seminar has finalized the list of artists who will perform on the coveted *New Faces* stage on March 5th, capping the 25th Annual CRS event. The roster contains an exciting mix of traditional and contemporary artists: **John Berry**, Liberty; **Gibson-Miller Band**, Epic; **Faith Hill**, WB; **Toby Keith**, Mercury; **Tim McGraw**, Curb; **Brother Phelps**, Asylum; **Doug Supernaw**, BNA; **Clay Walker**, Giant; **Joy White**, Columbia; and **Lari White**, RCA.



December 20, 1993

Happy Holidays, Happy Holidays! It sure is fun being part of a hit music format. Thank you Santa!

**Promotion Promotions**—By now its old news that **Shelia Shipley** will lead Decca as Sr. VP/GM. What hasn't been announced is who will fill her promotion spot at MCA. MCA/Decca remain silent, but street savvy selects **Scott Borchetta**.

February 7, 1994

**Earth Shakings**—Mercury rumblings have been registered on the *RowFax* seismograph. **Harold Shedd** will head a new and separate Nashville label, Polydor. Not official but expect **Steve Miller** and **Buddy Cannon** to head the marketing and A&R departments.

—David M. Ross

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**Bug/Windswept** scored the sixth place spot on the list with a 4.2% share, driven partly by **Brad Paisley's** "Then," which ranked No. 21 on the list of Top 100 airplay songs.

**Stage Three Music** appears for the first time on the Top 10 Publishers Airplay list at No. 7 with a 3.1% share thanks to the hits "The Climb" (No. 12) and "Out Last Night" (No. 24).

**Big Loud Shirt** snuck into ninth place with a 1.8% share. It owns part of "Then;" "Here Comes Goodbye" (No. 44); "The Motions" (No. 77); and "Nothin' To Die For" (No. 96).

On the national front, **Nadir "Redone" Khayat** was the top songwriter, thanks to his hits performed by **Lady Gaga** and **Sean Kingston**. The No. 1 song for the quarter was "Boom Boom Pow" by **The Black Eyed Peas**.

## 821 Helping Hank Williams Head For The Big Screen

by Sarah Skates

Local film company 821 Entertainment has plans to make a **Hank Williams** biopic. They are working with Strike Entertainment, which is headed by **Marc Abraham**, producer of movies like *Air Force One* and *The Hurricane*. Financing hasn't yet been secured but is expected to come through as early as 2010.

The script is being drawn from *Hank Williams: The Biography* by **Colin Escott**. Abraham says he will focus



on the singer's final year which included professional highlights such as the making of classic songs like "Your Cheatin' Heart," while Williams struggled personally with divorce, re-marriage, depression, alcoholism, and out-of-wedlock fatherhood. Abraham told *Variety* he believes there is a good chance the original recordings will be used in the film.

Under the leadership of CEO **Eric Geadelmann** and President **Anastasia Brown**, 821 is pushing for the Williams story be filmed in Tennessee and include music from local songwriters and artists. Geadelmann says there could be a billion dollar economic impact from producing a package of 16 films in Tennessee over the next five years.

A \$320 million budget would allow 821 to produce all 16 films, including previously announced *The Testament* (**John Grisham**) and a **Roy Rogers** trilogy called *King of the Cowboys*. The money would help 821 finance the pictures and secure distribution, with the first production scheduled to gear up next year.

Universal Pictures has a long-term production deal with Strike, which gives them first rights to the Williams movie.

## Otha Young Passes

by Robert K. Oermann

Songwriter, singer and instrumentalist **Otha Young** has died in California at age 66, following a battle with cancer.

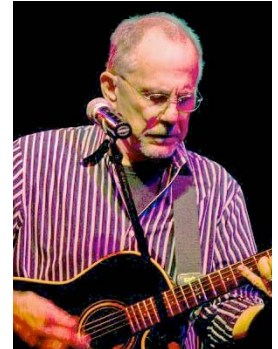
Otha Young is best known as a band member for and longtime companion of country star **Juice Newton**. Young wrote the singer's biggest hit, 1981's "The Sweetest Thing (I've Ever Known)." He was also the songwriter behind her 1987 hit "What Can I Do with My Heart," as well as such Juice Newton singles as "Love Is a Word" (1976)

and "You Fill My Life" (1980).

In 1989, The Forrester Sisters scored a top-10 hit with Young's co-written "Don't You." In addition, Young and Newton co-wrote the 1978 Carpenters smash "Sweet, Sweet Smile." His songs were also recorded by Stella Parton, Kim Carnes, Dottie, Charly McClain and other artists.

Otha Young and Juice Newton began performing in bars together in 1970. They became members of the 1970s country-rock bands Dixie Peach and Silver Spur. The latter issued three albums in 1975-78, with Young providing 19 of their songs.

When she became a solo artist, he became her band leader. Her subsequent albums were peppered with more than a dozen of his tunes.



Otha Young



The Country Music Hall of Fame® and Museum celebrated the opening of its new exhibition, Brenda Lee: Dynamite, Presented by GAC, Aug. 6 with a reception honoring Brenda Lee. The exhibit, which runs through June 13, 2010, profiles the professional and personal sides of Lee, the only female artist to be inducted into both the Rock and Roll and Country Music Halls of Fame. (L-R): exhibit co-curator Scott Anderson; Lee's husband and manager, Ronnie Shacklett; Lee; VP Museum Services Carolyn Tate; and Museum Director Kyle Young. Photo: Donn Jones



# AMERICANA WEEK

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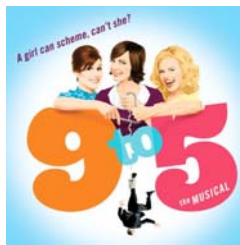
Songwriter Rob Hatch recently signed a new publishing agreement with Magic Mustang and Dan Hodges Music. Hatch has also signed with SESAC. (L-R) standing: Dan Hodges (Dan Hodges Music), Hatch, Tina Crawford (Magic Mustang) and SESAC's Tim Fink. Seated: SESAC's Shannan Tipton-Neese. Photo: Peyton Hogue

After their 13-year relationship ended, they remained friends and musical collaborators. Young is credited as either associate producer or executive producer on most Juice Newton albums.

Otha Young died at UCLA Medical Center on August 6. He is survived by his wife Brenda, a former Nashvillian, and by their daughter Makena, 15. A memorial service will be held in Los Angeles on August 22.

## Dolly Releases Song From *9 to 5: The Musical*

Dolly Parton has released a video for the song "Change It" from the *Original Broadway Cast Recording of 9 to 5: The Musical* album. This version of the song, with Dolly on lead vocals, was originally released exclusively via iTunes, but has been added as a bonus track to the musical's CD.



Filmed on location at a Nashville studio in July, the "Change It" video shows Dolly doing a photo shoot with a plethora of outfit changes and guitars and in the studio recording vocals and working on the lyrics and audio mix.

The *Original Broadway Cast Recording of 9 to 5: The Musical* is Dolly Records' second release and is produced by Stephen Oremus and Parton. The Broadway version of the musical is set to travel the country next year.



Amy Grant & Vince Gill

## Vince and Amy Will Be Honored For Their Philanthropy

Amy Grant and Vince Gill will receive the Mental Health Association of Middle Tennessee's 2009 Jack C. Massey Leadership Award. It is presented biennially in recognition of outstanding community leadership and considerable contributions to numerous causes that improve the lives of Middle Tennessee's citizens.



ASCAP recently sponsored a songwriters round as part of the 28th annual W.C. Handy Music Festival in Florence, AL consisting of Shoals area based hit songwriters. (L-R): ASCAP's John Briggs, Billy Lawson, James LeBlanc, Mike McGuire, Donny Lowery and ASCAP's Chad Green.

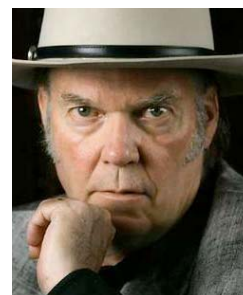
They generously contribute time and resources to charitable organizations which serve underprivileged children, performing arts, the homeless, and others with special needs. The invitation-only awards dinner will be held Nov. 18.

## Show Tonight To Celebrate The Late Gary Smith

Marcel, James Slater and others will perform tonight (8/12) in celebration of the late Gary Smith. The free show at 3rd & Lindsley is at 6 PM, and all of Smith's friends are invited. The president of Smith, Wiles & Co., PC died one year ago, and was a longtime advocate for the rights of songwriters through his work with NSAI. Smith was a CPA and attorney in the music business with over 25 years experience.



Gary Smith



Neil Young

## MusiCares To Celebrate Neil Young

Neil Young will be honored as the 2010 MusiCares® Person of the Year at its 20th anniversary gala. Proceeds from the annual GRAMMY® Week gala dinner and concert honoring Young—to be held in Los Angeles on Friday, Jan. 29, 2010, two days prior to the 52nd Annual GRAMMY Awards—will

provide essential support for MusiCares, which ensures that music people have a place to turn to in times of financial, medical and personal need.

Young is being honored as the MusiCares Person of the Year in recognition of his exceptional and influential artistic accomplishments as well as his philanthropic work, which includes his work with Farm Aid, and his well-known fundraising concerts for the Bridge School for children with special needs.