

ARTIST AND RECORD LABEL EXEC QUOTES

“It’ll probably be a cold day in hell before I don’t send a new act on a radio tour.”

-- [Jon Loba, executive vice president of BBR Music Group, “Radio tour is not for the weak’: Inside the first step to country music stardom,” Washington Post, June 15, 2017](#)

"If that had been played on radio 20 million times we'd all be wearing silk shorts and lighting our cigars with \$100 bills but that's not the case."

-- [Songwriter Tom Douglas from documentary film The Last Songwriter, quote featured in “Kip Moore Pledges Financial Assistance to Nashville Songwriters With Yearly Bonus: Exclusive,” Billboard, May 26, 2017](#)

“Thank you, fans, first and foremost. Thank you, country radio. Thank you, Warner Brothers Records. I love y’all.”

-- [Country music artist Blake Shelton on receiving the Billboard Music Award for Top Country Artist, May 21, 2017](#)

"Radio is the life blood of our industry. It’s what keeps us alive as a band and as artists. It’s important to maintain these relationships because they’re the ones that bring our music to the fans."

-- [Old Dominion lead vocalist Matthew Ramsey, The Tennessean, “Radio Row saves time, builds relationships,” April 2, 2017](#)

"A huge amount of my audience still listens to radio. That's where they get a lot of my music."

-- [Country music artist Keith Urban in interview with Politico reporter Alex Byers after being named the top awardee and performer at this year's GRAMMYs On The Hill, March 2, 2017](#)

“Radio’s influence on the tastes of the masses is almost unmatched in reach and effect, primarily because of the ease and comfort afforded its listeners. And no matter how much current artists embrace new technology and platforms to spread their music, if you ask any one of them, they will still tell you that their biggest kick came from hearing their song on the radio for the first time.”

-- [Stevie Wonder, Billboard, “Stevie Wonder Makes Case for Fair Treatment of Independent Radio Station Owners: Exclusive,” February 9, 2017](#)

"I just want to say from the outset, you're nothing if you don't have country radio."

-- [Warner Music Nashville Chairman/CEO John Esposito, *The Tennessean*, "Warner's John Esposito on country radio's staying power, and streaming success," February 20, 2017](#)

"Radio is key. It's still the biggest driver that we have in our business and for our business. Things have changed; it's not the only driver now, but it's still the quickest way to connect the lines and connect the dots between A and B."

-- [Chairman and CEO of Universal Music Group Nashville Mike Dungan, *Radio Ink*, "UMG Nashville CEO – Radio Is The Key," February 9, 2017](#)

Singers recall their radio debuts

http://www.nj.com/entertainment/index.ssf/2017/01/supremes_smokey_robinson_gladys_knight.html

"He's completely responsible [for our fame]. He was the first one to play us on the radio."

-- [Smash Mouth frontman Steve Harwell referring to Carson Daly, *Today*, October 31, 2016](#)

"I want to keep writing songs that matter. There's not quite a greater feeling than having a song of yours come on the radio. You can't help it, you just turn it up a little louder. Having people tell you they heard your song on the radio and it affected them in some way, whether it's laughing, crying, dancing—that's why I do what I do."

-- [Country music songwriter Andrew Dorff, *MusicRow*, "Exclusive: Songwriter Andrew Dorff Finds Inspiration In Books, Life And Competition," October 6, 2016](#)

"Thank the good Lord and country radio."

-- [Country music artist William Michael Morgan, *The Tennessean*, "William Michael Morgan brings traditional country music back to radio," September 30, 2016](#)

"I've had so much love from the women in radio. I feel supported and loved by the stations in this format. Giving me a chance when people are busting down their doors to get on the radio. I feel blessed when you even consider listening to my song. Perspective is everything."

-- Country music artist Kellie Pickler, 2016 Radio Show, September 21, 2016

“Radio is what it always has been. Radio might not want to be the place where you discover things, but they still are. Artists and radio will always be brothers in the discovery process of bringing new music to people. Between country radio and the artist, (it’s our job) to bring music to people that changes people’s lives — good, bad, makes them cry. It’s what we do.”
-- [Garth Brooks, *The Tennessean*, “Garth Brooks parts with RCA, looks for promo team,” August 8, 2016](#)

“You know it’s the thing where there’s been so much work put into it and you always dream of this day, but until it really hits radio it doesn’t quite seem real until you’re driving on the road, and hear it in your car...or friends, or family start texting you and calling you, and saying ‘I just heard you’re song on the radio’ that it’s kind of made it all real.”
-- [LANco lead vocals Brandon Lancaster, *Sounds Like Nashville*, “LANco Gets Excited to Hear Their Single on the Radio,” July 23, 2016](#)

“If you want YouTube to be compared to terrestrial radio, then you have to be a good partner to artists like radio is. Radio works with artists so they can present music to their fans in the way they intended. Radio does not provide unlimited, on-demand access to music which can be shared. Radio doesn’t leak music, and it doesn’t make unfinished or poor-quality live recordings available.”
-- [Azoff MSG Entertainment Chairman and CEO Irving Azoff, *Re/code*, “Dear YouTube: An open letter from Irving Azoff,” May 9, 2016](#)

"I always love hearing songs on the radio, that’s the highlight of my life."
-- [Chairman and CEO of Epic Records L.A. Reid about writing “Every Little Step” by Bobby Brown, February 23, 2016](#)

"I think every bit of research we’ve seen shows that the primary way people intersect with music and learn about music is still radio."
-- [Universal Music Group Nashville CEO and Chairman Mike Dungan, *The Tennessean*, February 10, 2016](#)

"Now [radio] is the most important – critical - component inside the company. Every meeting with managers, they want radio, they want radio, they want radio. And the fact of the matter is, when we get radio, we have successes. When we don’t, we are not economically successful. And it drives everything – sales, streams – but it drives tours, it drives

merch. And radio, to me, is bigger than it was 10 years ago from my perspective of the importance inside of our company. And, again, I oversee five formats, and each one in itself develops towards what we ultimately want, which is pop radio. Everything has to drive towards pop radio because that's the one with the biggest audience and drives us the most success."

-- [EVP of Roadrunner Promotion John Boulos, 2016 Country Radio Seminar, February 9, 2016](#)

"Radio gave it a shot, and it immediately reacted. Every time it got played, it sold."

-- [Randy Goodman, Sony Music Nashville chairman and CEO, on success of "Burning House" by country music singer Cam, The Tennessean, January 5, 2016](#)

"Radio is the only reason I'm still kicking today. The only reason I'm making music, the only reason I'm still able to get my voice heard. Even having this conversation right now is because of the radio. The radio has never turned their back on me.

"Radio has the most influence in my career."

-- [Chris Brown, interview on KPWR Power 106 \(Los Angeles\), December 17, 2015](#)

"It's definitely the priority platform, and country listeners are still a very specific life group. For them, they use radio as their priority place to listen to music, and it's still a destination for our listeners, instead of being an impulse. Radio seems to deliver them the product that they want, so for us it maintains a great amount of importance. The music today is as important as it ever has been."

-- [Sony Music Nashville EVP of Promotion/Artist Development Steve Hodges on country radio, Billboard, December 9, 2015](#)

"After I heard it on the radio, it was such a relief. I went to the toilet and cried my eyes out."

-- [Adele on hearing radio airplay of her single "Hello" for the first time, November 23, 2015](#)

"It started making waves for our band that we would never have anticipated. All these people started finding our music through this station."

-- [Wesley Schultz, guitarist and lead singer for the Lumineers, on airplay of "Ho Hey" by KEXP, November 9, 2015](#)

"Country radio, thanks for having the guts to play it."

-- [Karen Fairchild of Little Big Town accepting Country Music Award for Single of the Year, November 4, 2015](#)

"If you're gonna be heard, you have to get on the radio. The internet alone is not gonna do it."

-- [Country musician Ronnie Dunn, *Taste of Country*, October 22, 2015](#)

"They're still playing Aerosmith all over the radio. I can't believe it. I would not be here if it weren't for you."

-- [Aerosmith frontman Steven Tyler, Radio Show, October 2, 2015](#)

"You guys on radio have brought our band to life"

-- [The Band Perry, Radio Show, October 2, 2015](#)

"I haven't gotten a lot of awards, but one thing I did have was great support from country radio. Radio was and is magic to my ears. Thank you for being that voice in my ear. And thank you for honoring me tonight."

-- [Singer-songwriter Dwight Yoakam accepting Career Achievement Award from Country Radio Broadcasters, June 25, 2015](#)

"One day you hear something you wrote on the radio for the first time – Boom, greatest job in the world."

-- [Songwriter Lee Thomas Miller at Key West Songwriters Festival, May 15, 2015](#)

"Listen guys, what an amazing night of music ... thank you to my wife, my kids ... my fans, country radio."

-- [Country star Luke Bryan accepting the Academy of Country Music Entertainer of the Year Award, April 19, 2015](#)

"When you decide you want to be a singer, and you think about it and dream about it all of your life, and then you finally hear that first note, and then your voice comes on the radio, it's like...it still never gets old to

me. I still get excited when I hear my songs on the radio. It's just a cool feeling."

-- [Country star Miranda Lambert, April 14, 2015](#)

"We cannot break artists without radio. We really trust and respect radio and its gatekeepers. So if [radio] goes into that relationship without cynicism and with a positive and optimistic view, your growth and ours are attached, then I think things are great."

"People love streaming and the more smartphones we have the more streaming there is going to be, but they also love listening to the radio. We are a company that loves being on radio."

-- [Glassnote Records CEO Daniel Glass, SXSW, March 26, 2015](#)

"Certainly radio will be a part of our [Empire] campaign, but we want to develop a smart campaign for the songs. When we're marketing music, radio is absolutely a part of that. We hope this music is played on radio."

-- [Columbia Records Senior VP of Marketing Doneen Lombardi, TV Insider, March 18, 2015](#)

Thank you to all of the radio station's and fans for making "Face Everything And Rise" #1!!! Keep requesting! #FEAR

-- [Tweet by Papa Roach, March 3, 2015](#)

"I would go in and play at what I would call the cubicles. I always thought that if the song sounded great in here, it would sound even better on the radio. Everyone told me that you get to go out and meet a lot of people at radio that are going to be your friends for a long time, but [radio adding your record] might not happen right away. I knew that, but I was in it for the long haul. I remember going out and having so much excitement and butterflies -- thinking, 'I hope I play my song right so they will add my record.' But, being in the industry, you realize that it's not just the one time, it's the many times."

-- [Country artist Eric Paslay, Billboard, February 26, 2015](#)

Right after ONLY goes #1, TRUFFLE BUTTER does too! Thanks to u guys and Urban radio. XOXO to Drake... <https://instagram.com/p/zkqS-Hr8XY/>

-- [Tweet by Nicki Minaj, February 26, 2015](#)

"[Fans' and artists'] relationship with country radio, it's still the Number One source of discovery in country music."

-- [Big Machine Label Group CEO Scott Borchetta, *Rolling Stone Country*, February 25, 2015](#)

Over HALF A MILLION SOLD thank you country radio and the fans for making this possible. [#GodMadeGirls](#)

-- [Tweet by singer-songwriter RaeLynn, February 25, 2015](#)

"We dedicated all of 2014 to radio. This is a relationship business; it's all about folks being friends."

-- [2011 American Idol winner Scotty McCreery, *Rolling Stone Country*, February 25, 2015](#)

"Radio is truly the reason I am allowed to do what I do. They are the gatekeepers. Without country radio, you're not going anywhere. It's all kind of up to them sometimes."

-- [Country musician Chase Bryant, *Rolling Stone Country*, February 25, 2015](#)

"It's the most important relationship. When you start out as an artist, you get to basically go on this six-month radio tour and you are blindsiding these people, getting to go into their conference room with just you and a guitar and getting to play them three songs you think they should add to their radio cycle. It's amazing how they get to know us and believe in us and champion for us and allow us to have Number One songs."

-- [Country musician Thomas Rhett, *Rolling Stone Country*, February 25, 2015](#)

"The [country] artists are absolutely engaged with their radio stations and [have] no hesitation in doing what they need to do to continue those partnerships," he explains. "There is an understanding, and a respect and appreciation between the artist, label and the radio station that is not duplicated in any other format. It feels a bit like they all understand it's a level playing field — you've gotta have one to have the other to have the other."

-- [Former senior vice president of promotion at Sony Music Nashville Skip Bishop, *Rolling Stone Country*, February 25, 2015](#)

"You can ask people in the building, and I can be quoted several times a day, 'If you're not on country radio, you don't exist.' Again I can't think of one star, much less superstar in country music, who wasn't broken by

country radio. It's just a fact. That's where the active audience is. That's where they go to listen to it. People talk about, 'It's a media act. It's a groundswell. We're going to build it virally.' That's all nice, but I defy you to tell me one act that made it big without country radio. And they're great partners."

-- [Sony Nashville Nashville Chairman and CEO Gary Overton, *The Tennessean*, February 21, 2015](#)

Thank you Country radio for [@FLAGALine](#) 6th #1 single! [@PlayBkPlay](#) [@THubbmusic](#) [@SethEngland](#)

-- [Tweet from Executive Vice President, Big Machine Label Group/President of Republic Nashville Jimmy Harnen, February 18, 2015](#)

"Radio is how we reached the fans. When I was coming up, everyone was listening to their local station. And those stations really wanted to know who the artists were, and really took the idea they were the bridge seriously. When the disc jockeys talked about the records, a lot of times they talked about the artists, and that helped build a sense of who we were, too."

-- [Country music superstar Kenny Chesney, *Radio Ink*, February 17, 2015](#)

I forgot to thank the DJ's & radio stations who did the mega missy mixes tribute I'm grateful! I o6y'all!

-- [Tweet from rapper Missy Elliott following her Super Bowl XLIX appearance, February 2, 2015](#)

"There is no room for error, so labels and radio are partners more than ever before."

-- [Charlie Walk, executive vp of Republic Records, *Billboard* roundtable with execs from radio and recording businesses, January 17, 2015](#)

What can I say besides a HUGE thank you to country radio, [@WMNashville](#) promo and yall fans... "Neon Light" has become my 18th #1 song!!!

-- [Tweet from country music star Blake Shelton, November 10, 2014](#)

"Thank you so much country radio for playing it. It really has a special place in my heart."

-- [Country music star Miranda Lambert accepting the Country Music Award for Single of the Year, CMA Awards, November 5, 2014](#)

"In Nashville, if you don't care about radio and being kind to the people who are being good to you ... It's a symbiotic relationship, and if you don't take care of it, then they won't take care of you."

-- [Taylor Swift, *Esquire*, October 20, 2014](#)

"Country radio has been so supportive of me and my career. I was honored to be the one to call and tell them about this huge honor. Congrats to all the winners."

-- [Country music star Luke Bryan on announcing the radio stations that won a 2014 CMA Award, October 14, 2014](#)

"I heard this on the radio yesterday evening for the first time and it just...if somebody sits here and tells you, 'Oh, it's okay to hear yourself on the radio,'" they're lying to you. It's the greatest thing on the planet. It's fantastic."

-- [Garth Brooks on launching his new single "People Loving People," *Good Morning, America*, September 4, 2014](#)

"I can't thank radio and you all enough for the Hot 100 #1! But I can give you this video of Shake It Off outtakes."

-- [Taylor Swift on her single "Shake It Off," August 27, 2014](#)

"This is so unprecedented for us, as we've never had a song go to radio. We're just trying to relish the moment. It's been a really crazy couple of weeks. To me, it feels like it's getting so real."

"You hear the scary stories from other artists who have been through it before, but for us, it's been a cool experience. If you want to be an artist, this is what you set out to do -- play your music for people, and the radio tour is a microcosm for that. It sets up the ability to play live shows, and gives you a platform for your music to be played. It's been great for us to get out there and meet everyone at country radio, and get out there and forge relationships with them."

-- [Pop-country duo Native Run's Bryan Dawley, "Native Run Talk Hearing Their Song on Radio for the First Time," *Billboard*, August 19, 2014](#)

"When I think of the summer of 2014, I will think of lots of traveling and the milestone of all milestones -- hearing our song on the radio. It's unbelievable for us, but also for our families, too. Everyone is so excited."

-- [Pop-country duo Native Run's Rachel Beauregard, "Native Run Talk Hearing Their Song on Radio for the First Time," *Billboard*, August 19, 2014](#)

"It was really like one of those old school moments you see in the movies. It was really exciting. I just don't think we quite understood at the time how important radio was in the U.S. in terms of new music exposure and discovery. Looking back on it now is one of those big watershed moments."

-- [South African band Kongos keyboardist and accordion player Johnny Kongos on hearing eventual *Billboard* Alternative Songs chart #1 hit "Come With Me Now" on the radio, August 6, 2014](#)

"I appreciate somebody curating the salt and pepper for me and sharing their guidance and wisdom and ultimately giving me a better experience. I think that's what radio can be and should be.

"Local conversation and local culture isn't disappearing necessarily just because we have a world that's more connected. In fact I think it allows some subcultures to blossom a bit more and for local conversations to have even more power and I think that radio can certainly play a part in that."

-- [Thirty Seconds to Mars frontman Jared Leto, June 19, 2014](#)

"I want to say thank you, thank you to radio that believed in us, that played our tracks when no one knew who we were."

-- [Imagine Dragons lead singer Dan Reynolds accepting "Top Rock Album" at 2014 *Billboard* Music Awards, May 18, 2014](#)

"Country radio, thank you for letting us be a part of this. You guys rock."

"Pop radio, thank you."

-- [Florida Georgia Line's Brian Kelley and Tyler Hubbard accepting "Top Country Song" at 2014 *Billboard* Music Awards, May 18, 2014](#)

"I love you, country radio. Thank you so much, guys."

-- [Luke Bryan accepting Top Country Artist at 2014 *Billboard* Music Awards, May 18, 2014](#)



[InsideRadio](#) [@InsideRadio](#)

"When you hear your song on the radio..you know that you have connected with people" says Sean Diddy Combs says at [@iHeartRadio](#) Music Awards

[08:56 PM - 01 May 14](#)



[InsideRadio](#) [@InsideRadio](#)

"Thank you to radio...This record ['Stay'] never would have been this big if it wasn't for radio" says [@rihanna](#) at [@iheartmusic](#) Awards.

[09:00 PM - 01 May 14](#)

"All those radio people, they shake my life."

-- [Recording Artist Pharrell Williams on the success of "Happy," Now 105, March 4, 2014](#)

"Radio is still 80-plus percent of your music exposure. One thing I remind staff at least once a month in an artist development meeting when we are focusing on other mediums of exposure that are important — streaming, or press for TV, or whatever else — I try not to let everyone get in the weeds with that. Radio is still the primary form of exposing new music.

"Time and time again when studies are done, broadcast radio remains the No. 1 source for discovering new music.

"Where the rubber hits the road is still broadcast radio. If we have exposure there and we have success there with something that connects, we will see results. You don't always see that with every other medium."

-- [BBR Music Group exec Jon Loba, February 16, 2014](#)

"I heard the first few licks of the song and I didn't know how it would affect me. I'm not always super emotional. When I heard the first part of the song, I just started bawling my eyes out. It was a very crazy, surreal, rewarding and full-circle moment. It was cool that my little sister was there. She had her camera so she captured the moment on film. I was just freaking out and cussing and trying not to wreck my car."

-- [Country artist Kacey Musgraves on hearing her debut single "Merry Go Round" on radio for the first time, *Radio.com*, February 3, 2014](#)

"I want to thank country radio and also pop radio and also Hot AC and AC radio because the fact that all of those different genres of music played songs off of my album makes me not have to think about genre when I'm writing songs. It just allows me to think about writing songs."

-- [Taylor Swift accepting Country Female Artist of the Year Award at the 2013 American Music Awards, November 24, 2013](#)

"The U.S. has the most dynamic, thriving recorded music industry in the world and we don't have a terrestrial radio performance right. It's easy to bash radio and say the U.S. is in the same company as North Korea [and the few other countries without a radio royalty]. But there are a lot of artists and labels that have done very well with the current system."

-- Wilson, Sonsini, Goodrich & Rosatiformer partner and former VP of business and legal affairs at the RIAA Gary Greenstein, Future Of Music Coalition Summit, October 28, 2013

"We opened up all the windows and let all the fans listen to it, and we just partied. Every time I hear it, I blast it out like I'm the biggest Paramore fan in the world."

-- [Paramore frontwoman Hayley Williams on hearing "Misery Business" on the radio the first time, October 11, 2013](#)

"You can see a direct correlation. If you looked at a terrestrial radio audience chart and at the iTunes top 10 singles chart, I would say 75 percent of it matches up."

-- [RCA Records Executive Vice President & General Manager Joe Riccitelli, September 26, 2013](#)

Radio "still has massive reach in the local community" and "the top of the food chain" for making hits.

-- [Island Def Jam's Steve Bartels, NAB Radio Show, September 18, 2013](#)

"There's nothing else that can bring you new listeners."

-- [Big Sean, NAB Radio Show, September 18, 2013](#)

"I'm on the radio I can't believe it! It feels like the first time!"

-- [Tweet from Lady Gaga on release of single "Applause," August 12, 2013](#)

"They've [Radio programmers have] been good to me for 20 years. And I got news for you. I got 20 more years to go." McGraw thanked a local radio station for spinning his tunes. "They played the (expletive) out of this next song."

-- Country radio star Tim McGraw, Riverbend, May 26, 2013,
<http://news.cincinnati.com/article/20130526/ENT03/305260060/Review-Tim-McGraw-lets-20-years-songs-star-Riverbend>

"I was riding around in my truck the other day and 'Cruise' came on. I cranked that thing up."

-- Florida Georgia Line member Brian Kelley,
<http://www.khou.com/videos/news/2014/07/23/12006526/>

"To get to your fans, you have to go through radio, and this is a fan-based business."

-- Thompson Square member Keifer Thompson,
<http://www.khou.com/videos/news/2014/07/23/12006526/>

"The radio is what you're always striving to get to...once you get to radio, that's the top of the mountain..."

-- Country artist Dustin Lynch,
<http://www.khou.com/videos/news/2014/07/23/12006526/>

"Internet, Twitter and everything else put together doesn't equal what country radio does for us as artists and as an industry."

-- Country artist Kix Brooks, *Radio Ink*,
<http://www.radioink.com/Article.asp?id=2635542&spid=30800>

"Radio connects the world together. It's my friend and it's everyone's goal to have a big hit song on the radio."

-- Lady Gaga producer and songwriter/producer and label executive RedOne, SXSW "Navigating The Waters Of Radio To Your Benefit" panel,
<http://www.allaccess.com/net-news/archive/story/116420/radio-s-clout-hailed-at-sxsw>

"When you hear your song on the radio, it's amazing. When you get the call that a radio station is adding your music, it's right up there with learning about having a child."

-- Glassnote Founder/CEO Daniel Glass, SXSW "Navigating The Waters Of Radio To Your Benefit" panel, <http://www.allaccess.com/net-news/archive/story/116420/radio-s-clout-hailed-at-sxsw>

"Radio helped finished the job that MACKLEMORE & RYAN began independently with 'Thrift Shop'. It's heard by 175 million people weekly. That's astonishing ... and it helped grow this song to its popularity. Radio is essential."

-- Warner Bros. Records SVP/Promotion Peter Gray, SXSW "Navigating The Waters Of Radio To Your Benefit" panel, <http://www.allaccess.com/net-news/archive/story/116420/radio-s-clout-hailed-at-sxsw>

"...believing in me when there wasn't much to believe in."

-- Tim McGraw thanking country music DJs Lorianne Crook and Charlie Chase for helping launch his music career in 1993, 2013 Country Radio Hall of Fame induction ceremony, <http://www.radioink.com/Article.asp?id=2622761&spid=30800>

"While it might not be the only place for listening and discovering, it is still the most important place...We couldn't have the success that we have without Country radio. There is no way."

-- Big Machine Label Group founder Scott Borchetta, *Radio Ink*, February 18, 2013

"I want to thank all the people who help us to do what we do, our whole team. I want to thank all of country radio, Southern Ground, all our folks back home."

-- Zac Brown Band frontman Zac Brown at the 2013 Grammys <http://www.theboot.com/2013/02/10/zac-brown-band-grammys-2013-win-country-album/>

"Republic is an amazing place to work. It's a family team. Monte Lipman and Avery provide a platform for us to do incredible things. It starts with radio, but the idea is to develop these artists full circle across radio, video, digital platforms and beyond. We make sure to expand our goals, but we always stick to the company mantra, 'We break new artists'. It is an honor to be a part of that process."

-- Republic Record Senior Vice President Radio/Video Promotion David Nathan, November 27, 2012, <http://rbr.com/recording-exec-on-promo-it-starts-with-radio/>

"The first time I ever heard my song on the radio, I thought I was dreaming, but I was wide awake. I was in Chattanooga, Tennessee. I turned, and I heard my song."

-- Usher, iHeartRadio music festival, October 1, 2012

"I was stunned. I was in the car with a friend and an old song was playing. I was like, 'I love this song!' and that song ended and my song came on next. I went, 'What?' and got real quiet and said to my friend, 'Hey, can you turn that up please?' and I went nuts."

-- Gavin DeGraw, iHeartRadio music festival, October 1, 2012

"I thought I was playing my own CD. I thought that I was maybe accidentally playing my iPod, and then I realized that I was on the radio, and that's a crazy experience. Once it's done, you text everyone you know."

-- Kat Graham, iHeartRadio music festival, October 1, 2012

"I was driving in the car with my mom the first time I heard my song on the radio. It's a pull-over-your-car, get-out-and-jump-around moment, something that you dream of when you're a little girl and you want to be an artist. And that feeling doesn't go away. I'm still excited when I hear myself on the radio."

-- Miranda Lambert, iHeartRadio music festival, October 1, 2012

"We were in Cape Cod [Massachusetts], of all places," Nick Jonas said. "We had a show at the Melody Tent, and after soundcheck, we took a few minutes to go to the beach, and on our way to the beach, we heard the song on the radio, which was pretty exciting for us."

-- Nick Jonas (Jonas Brothers), iHeartRadio music festival, October 1, 2012

"I was in Los Angeles, California, on the 405 freeway, and anybody that's watching who knows the 405, you sit still for about two hours on that freeway. So I'm stuck in traffic, my song comes on, I jump out of my car and run down the freeway knocking on people's windows. I don't remember the station, but I said, 'Turn it on, turn it on, that's me!' I wouldn't recommend that, because you could die, so I don't recommend that."

-- Ne-Yo, iHeartRadio music festival, October 1, 2012

"Ultimately, it does get back to having hit songs on radio. You have to have hits at radio."

-- Scott Siman, president of RPM Entertainment

“To our world, nothing is more important than radio.”

-- Epic Records COO Mark Shimmel, Advertising Week, October 2012

“Without radio, a hit would not be a hit.”

-- Enrique Iglesias, Advertising Week, October 2012

“We have a lot of platforms but there is no platform more important than radio.”

-- Epic Records chairman, songwriter, producer and “The X Factor” judge L.A. Reid, Advertising Week, October 2012

"I want to say thank you to every radio programmer and broadcaster that has been playing ‘Rolling in the Deep’ ... because I know it’s not really a pop record."

-- Adele, accepting the Album of the Year award at the 2012 Grammy Awards, February 2012

“We feel like it was just yesterday when we heard our first single on the radio for the first time. Here we are four years later with so much gratitude and love in our hearts for our friends at Country radio. With our Own The Night Tour going on this spring, we thought what better time to play Nashville than during CRS. We want this to be a huge party to celebrate our relationship with Country radio, our hometown, and OWNING THE NIGHT!”

-- Lady Antebellum band member Hillary Scott announcing February 2012 thank you show for country radio in Nashville, October 2011

"You can text, Twitter and website your ass off and it's not going to have one-tenth the impact radio has."

-- Country music artist Kix Brooks, 2010 Country Radio Seminar

"It was Rochester, New York. We had just had dinner with [the DJ] that night, and we called in and said: 'Can you please play this song? We've never heard it on the radio.' And he did, and the tears started coming."

"We had just released it a couple of weeks before, and it was definitely something we'll never forget."

--Grammy-winning country band Lady Antebellum (Charles Kelly and Hillary Scott) reflecting on hearing their song played on local radio for the first time, "Oprah," February 2010

"To the fans, thank y'all for accepting me. And most importantly, to country radio, you took a chance on a pop singer from Charleston, S.C., and God bless y'all for that."

-- Darius Rucker, 2009 CMA Award winner for 'New Artist of the Year,' November 2009

"[T]he primary function of a record label's promotion department is to secure radio airplay for its artists. ... Our partnership with radio is paramount to breaking new acts, as well as keeping superstar artists in the eyes and ears of their fans and the music buying public."

-- RCA Senior Vice President Peter Gray, as quoted in OnMilwaukee.com, August 2009

"Radio is still the leading force of determining what songs and artists break through."

-- Clive Davis, Sony Music's chief creative officer, as quoted in *USA Today*, June 2009

"The first nine years was one thing -- before we got on the radio, which was a miracle. It was never meant to happen. And then the second half was really a big blur of amazement."

-- Gwen Stefani, as quoted on E! Entertainment Television's "The Daily 10," May 19, 2009

"You can't take being played on the radio for granted. There are only so many spots and many great singers out there wanting one. It's a jungle out there."

-- George Strait, as quoted in *Radio & Records*, April 3, 2009

"It's worth remembering that U2, you know we broke in the United States through Boston and through radio stations like BCN and stuff like that. We depend on radio."

-- Bono, referring to Boston radio station WBCN, in an interview a WHDH-TV Boston news reporter, March 2009

"I have so many friends out there. I think back over the years now, and it's amazing how much of my life has been impacted by radio people."

-- Brad Paisley, speaking during an interview with *Radio Ink's* Brida Connolly, February 2009

"Let me tell you four letters that mean a whole lot to me. Four letters that have changed the course of my career. Four letters out of 26. W-Y-C-D."

-- John Rich, *Big and Rich*, speaking on stage during the station's "Ten Man Jam" concert, February 2009

"Thank You Radio!! 4 Grammy Awards Last Night!!!"

-- Lil Wayne in an email sent to radio stations across the country the day after he received four Grammy Awards, February 9, 2009

"It's mainly radio, actually. I'll hear a song, very often in the car, and buy the CD."

-- Paul McCartney on where he finds new music. *Entertainment Weekly*, February 5, 2009

"I was homeless for about a year and I went back to singing, 'cause that's what I grew up doing with my dad as a child. We made our money by bar-singing. So I was looking for a place to sing, and it was my own material. And after about a year of being homeless and doing that, a radio station played one of my songs on the air -- a bootleg. I didn't have any demos. I wasn't trying to get signed. But a record label heard it, and all the sudden it was like being Cinderella. Limousines started showing up."

-- Jewel, Grammy-nominated recording artist, NBC's 'Today,' September 2008

"Alright, let's talk about the nuts and bolts. If you win 'Nashville Star', you have to get on 200 major market radio stations. You have to."

-- John Rich, *Big and Rich*, 'Nashville Star,' July 2008

"I love a strong radio hit. ... That's what our job is, to have a radio hit. Without radio, we couldn't do what we do, but the job is to have a radio hit that sounds unique, and like you."

-- Jewel, Grammy-nominated recording artist, 'Nashville Star,' July 2008

"I have to thank... every DJ, every radio guy, every promotions guy, everybody who ever put up a poster for me and spread the word."

-- Alicia Keys, recording artist and Grammy winner, 2008 Grammy Awards, February 2008

"[R]adio remains the best way to get new music into the listeners' lives."

-- Sony BMG Executive VP Butch Waugh as quoted in *Radio & Records*, January 11, 2008

"[R]adio is the conduit to the people, the voice of the format and the lifestyle's soundtrack."

-- Sony BMG Nashville VP of Marketing Tom Baldrice, as quoted in *Radio & Records*, January 11, 2008

"Obviously, radio is probably the most important thing for a new rock band coming out. If you don't get yourself on the radio, then you won't draw bodies at the clubs and you won't sell records."

-- 'Another Animal' drummer Shannon Larkin, *Drum Magazine*, 2008

"Country radio, thank you so much for being our mouthpiece. You know what we do means nothing if it never gets played, and no one gets to hear it."

-- 'Rascal Flatts,' Vocal Group of the Year, Country Music Awards, 2007

"I can't even believe that this is real... I want to thank country radio. I'll never forget the chance you took on me."

-- [Taylor Swift, Horizon Award \(for best new artist\), Country Music Awards](#), 2007

"I have yet to see the big reaction you want to see to a hit until it goes on the radio. I'm a big, big fan of radio."

--Richard Palmese, Executive Vice President of Promotion, RCA, as quoted in *Radio & Records*, June 2007

"Radio has proven itself time and time again to be the biggest vehicle to expose new music."

-- Ken Lane, Senior Vice President for Promotion, Island Def Jam Music Group, 2005

"It is clearly the number one way that we're getting our music exposed. Nothing else affects retail sales the way terrestrial radio does."

--Tom Biery, Senior Vice President for Promotion, Warner Bros. Records, 2005

"That's the most important thing for a label, getting your records played."
-- Eddie Daye, recording artist, 2003

"Radio helped me a lot. That's the audience. I can't see them, but I know they're there. I can't reach out and touch them with my hand, but I know they're there."
-- B.B. King, recording artist, 2002

"If a song's not on the radio, it'll never sell."
-- Mark Wright, Senior Vice President, MCA Records, 2001

"Air play is king. They play the record, it sells. If they don't, it's dead in the water."
-- Jim Mazza, President, Dreamcatcher Entertainment, 1999

"I am so grateful to radio. Their support has truly changed my life, and I hope they know how appreciative I am for that."
-- Jo Dee Messina, recording artist, 1999

OTHER EXAMPLES OF BENEFICIAL RADIO-ARTIST RELATIONSHIP

Arcade Fire's 'Everything Now' Reaches No. 1 Thanks to Everything but Streaming
<https://www.nytimes.com/2017/08/07/arts/music/arcade-fire-everything-now-billboard-chart.html>

Chance the Rapper wants you to help get his music on the radio:
<http://www.ew.com/article/2016/08/16/chance-rapper-radio-campaign>

Tyrese Faces Off Against Cops, iHeartRadio in Protest/Concert for Radio Play: <http://www.billboard.com/articles/columns/the-juice/6656675/tyrese-cops-iheartradio-protest-shame-radio-play>

Touching Clip Captures Moment New Artist Hears Song On Radio For First Time: <http://losangeles.cbslocal.com/2016/03/27/touching-clip-captures-moment-new-artist-hears-song-on-radio-for-first-time/>

The Surprise Release Is A Good Strategy If You're in the One Percent of the One Percent: <http://www.billboard.com/articles/business/6898247/surprise-release-1-percent>

Chris Janson rides wave to new album:

<http://www.tennessean.com/story/entertainment/music/2015/10/29/chris-janson-rides-wave-new-album/74756328/>

Adele's 'Hello' Gets Huge Radio Greeting:

http://www.insideradio.com/free/adele-s-hello-gets-huge-radio-greeting/article_5c264670-7bb9-11e5-b226-fbefd3bd3cc9.html

Radio Gives Local Stones Fans Satisfaction:

http://www.insideradio.com/free/radio-gives-local-stones-fans-satisfaction/article_1a1cb194-1e2e-11e5-a4af-d773649c27cd.html

Radio Airplay for the Barden Bellas: <http://rbr.com/radio-airplay-for-the-barden-bellas/>

Radio Plays Backup for Country Acts: http://www.insideradio.com/free/radio-plays-backup-for-country-acts/article_0faee83a-ea58-11e4-8276-53bd98f8b716.html

The Power of Radio to Promote Music:

<http://rbr.com/the-power-of-radio-to-promote-music/#Vvb6SAAyys2gA9RG.99>

Radio remains top music discovery method: Nielsen:

<http://www.insideradio.com/Article.asp?id=2881793&spid=32060#.VLUoDtLF9bl>

Label home to Jason Aldean wins with artist development:

<http://www.tennessean.com/story/money/industries/music/2014/11/15/bbr-music-group-jason-aldean-justin-lynch/19062999/>

Everyone from artist managers to BBR artists and executives say the company's success starts with its radio promotion team. The days of independent companies being at a disadvantage for country radio airplay are long gone. Since radio is still the straw that stirs the country music drink, Aldean credited the radio promotion team for having the biggest role in his success.

iHeartMedia promotes new AC/DC release: <http://rbr.com/iheartmedia-promotes-new-acdc-release/>

Multiplatinum group sends new release to radio: <http://rbr.com/multiplatinum-group-sends-new-release-to-radio/>

Chase Rice takes unique path to country music stardom:

<http://www.tennessean.com/story/money/industries/music/2014/08/18/chase-rice-takes-unique-path-country-music-stardom/14268535/>

Clear Channel's 'On the Verge' program helped make Iggy Azalea a star. Here's how it works.: <http://m.washingtonpost.com/blogs/style-blog/wp/2014/07/15/clear-channels-on-the-verge-program-helped-make-iggy-azalea-a-star-heres-how-it-works>

Radio's Halftime Report: New link between airplay and record sales: <http://www.insideradio.com/article.asp?id=2812256&spid=32061#.U7qmspRdWS>
[o](#)

Garth Brooks, Trisha Yearwood, Reba McEntire, more hail radio's Bob Kingsley: <http://blogs.tennessean.com/tunein/2014/02/18/garth-brooks-trisha-yearwood-reba-mcentire-more-hail-radios-bob-kingsley/>

Lady Gaga trumpets the value of radio: <http://rbr.com/lady-gaga-trumpets-the-value-of-radio/>

Linkin Park and Steve Aoki plan for radio airplay: <http://rbr.com/linkin-park-and-steve-aoki-plan-for-radio-airplay/>

More musical testimony to the value of radio: <http://rbr.com/more-musical-testimony-to-the-value-of-radio/>

Artist picks radio, not TV to premiere new video:
<http://www.insideradio.com/Article.asp?id=2676453&spid=32061>

Country at heart: Sheryl Crow starts next chapter as she undergoes a country music conversion:
<http://www.winnipegfreepress.com/arts-and-life/entertainment/music/country-at-heart-sheryl-crow-starts-next-chapter-as-she-undergoes-a-country-music-conversion-209180331.html>

Fleetwood Mac plays the radio card to promote new release:
<http://rbr.com/fleetwood-mac-plays-the-radio-card-to-promote-new-release/>

EMI Research: Terrestrial radio is still by far the way the vast majority of people discover new music:
<http://www.billboard.com/biz/articles/news/1552283/consumer-data-shows-old-ways-still-most-profitable-sxsw-panel-says>

Warner Music wants airplay for Sheryl Crow: <http://rbr.com/warner-music-wants-airplay-for-sheryl-crow/>

Another music group gets a boost from radio: <http://rbr.com/another-music-group-gets-a-boost-from-radio/>

Elgin Zereck seeking airplay for new song: <http://rbr.com/elgin-zereck-seeking-airplay-for-new-song/>

Swift's big diss: Snubs streaming music services with 'Red' debut: http://www.nypost.com/p/news/business/swift_big_diss_d9Gf0algKMEu6x12gevdM#ixzz2GGA0E81k

Up-and-coming Country act pins its hopes on radio: <http://rbr.com/up-and-coming-country-act-pins-its-hopes-on-radio/>

Hollywood Records brags about its promotional efforts in getting Demi Lovato's single "Give Your Heart a Break" to #1 on the radio charts: <http://rbr.com/once-again-a-label-professes-its-love-for-radio/>

Zac Brown: "Thank You Country Radio": <http://www.radioink.com/Article.asp?id=2140602>

Rihanna taps radio to help launch new music: <http://rbr.com/rihanna-taps-radio-to-help-launch-new-music/>

Coldplay using radio to keep album sales humming: <http://rbr.com/coldplay-using-radio-to-keep-album-sales-humming/>

Train hitches its fortune to radio: <http://rbr.com/train-hitches-its-fortune-to-radio/>