

# 2010 TOP TEN LABELS

- 1 **Capitol** 17.8%
- 2 **ARISTA NASHVILLE** 10.7%
- 3 **MCA NASHVILLE** 8.3%
- 4 **Mercury** 7.2%
- 5 **CURB RECORDS** 6.6%
- 6 **BIG MACHINE** 5.4%
- 6 **BTAA** 5.4%
- 8 **BIGGER PICTURE** 5.3%
- 9 **COLUMBIA NASHVILLE** 5.1%
- 10 **VALORY MUSIC** 4.9%

# LABEL OF THE YEAR



Last year, Keith Urban powered Capitol/Nashville to its second Label of the Year honor in the Mediabase chart era. This year, it's Overall Top Performer Lady Antebellum leading the charge (see page 21). With two of the top 10 songs of the year ("Need You Now" and "American Honey," page 15), the trio is joined by Luke Bryan, Urban, Darius Rucker, Dierks Bentley, Little Big Town and Eric Church in giving the imprint 12 of the year's top 50 songs. We asked the team behind the music to share the 2010 memories they'll carry with them.

### Mike Dungan, President/CEO

Lady A's "Need You Now" is a once-every-I-don't-know-how-often kind of single that just slays and stays. And stay it did – No. 1 for five weeks, to be exact. Which is all wonderful except for the fact that it completely overshadowed a monster single from Luke Bryan. "Do I" was garnering 39-million audience for three weeks straight, but was hidden behind a song that was gathering 40 million. Add to this situation my rule that we never tear down one of our own singles to put another in its place, and you get *frustration* for everyone involved.

But I watched as Steve and his team built a plan to get Luke into the No. 1 slot on the last chart of the year. Everyone on the team rallied and railed as they worked this plan every single minute of every hour of the weekend. The emails were constant throughout, and on Friday and Saturday nights no one seemed to want to quit. No one wanted or needed to sleep – 2am, 3am ... still getting emails, sharing info, pumping each other up, never letting go – until we had victory in hand. In my 30-plus years in this business, I have never witnessed such a dedicated effort. Steve Hodges, you are my man!

### Steve Hodges, Senior VP

Looking around my office, I see three empty bottles of champagne that remind me of the Monday morning the entire office celebrated Luke Bryan's first No. 1 "Do I." Aside from being caught at No. 2 for four weeks behind Single of the Year "Need You Now," both songs were co-written by Lady A's Dave Haywood and Charles Kelley, and Hillary sings background vocals on "Do I." I think Dave, Hillary and Charles were silently cheering for Luke on that last Mediabase chart. In fact, I know they were. Kudos to *everyone* on the promotion staff for making that happen. And thank you, Country radio! Now, can I have my liver back?

### Shane Allen, VP

Sometime in January, I was sitting at my desk having a conversation on the office line when I noticed a call coming in on my cell from Luke Bryan. I wrapped up the other call and quickly put together some notes and stats on the initial response for "Rain Is A Good Thing." After scoring his first No. 1 with "Do I" on the last chart of '09, I thought Luke must be checking to see what the temperature was for the next single.

I called Luke back, and he barely got a word out before I launched into a promo presentation on the answer to the questions I thought he was calling to

ask. After a couple of minutes of me rambling, I finally took a breath and gave him a chance to jump in. There was a pretty long pause, and finally I said, "Luke, you there?" He said, "Uh ... hey, bud. I was just calling to say thanks again for everything you all did on 'Do I,' but you were on such a roll, I thought I better sit back and let you finish or you might hurt yourself. Damn, son. You're all wound up and it's only January."

### Matthew Hargis, Southeast

Lady A opened for Tim McGraw in Orange Beach, AL, which was the first show of the tour in my region. When Lady A hit the stage I realized I had never seen a crowd of that size stand for the entire set of an opening act. It was absolutely amazing to watch the crowd sing every word of every song. When Dave Haywood played the first three notes of "Need You Now," the crowd noise was deafening. It was such a cool moment to reflect on just how much ground this band has covered in such a short time.



### Brent Jones, Midwest

When Lady A's Charles Kelley mentioned the "worst gig ever" in *Entertainment Weekly* for an article last year, it happened to be an early radio tour show for Kerry Wolfe at WMIL/Milwaukee that had them singing at a gas station very early in the morning while hunters ate breakfast. Kerry called me and laughed about it, then brought it up to the band during CRS this year, suggesting they repeat it. They loved the idea, so they performed at a gas station last month down the road from the original one, and we all had a blast. The "green room" was in a storage area in the back of the building.

### Diane Lockner, Northeast

I was lucky enough to have a bunch of Dierks' *Up On The Ridge* dates and radio acoustic events this year. It was so much fun to watch Dierks and his band enjoying themselves and seeing the crowd response. Feedback from my friends at radio was

pretty much the same across the board: "Dierks looks so happy!" It made me so proud that Dierks' personal album, music from his heart, got all kinds of CMA nominations. I feel lucky to have been a part of that and am so grateful that radio played this music.

### John Trapane, Southwest

On the road with Walker Hayes and Steve Hodges through southern Louisiana, we show up at WTGE/Baton Rouge (WYPY at the time) for a 9am visit with PD Dave Dunaway and two other employees. When Walker starts talking about "Wax Paper Cups" and his undying love for Icees, the employees tell us about this bar called Zippy's that has a Jim Beam and Coke Icee called "The Redneck." We finish our visit at 10am and don't have to be to WYNK until noon, so we go to this bar and order three Rednecks. Mind you, they only come in 44-ounce cups. After having one, I think we ordered another for the road 'cause it's Louisiana and you can take them with you. Only 'YNK's Austin James and Sam McGuire

knew that Walker was drinking while performing for the staff. This was also our last visit of the week and our flight didn't leave New Orleans until 6:30pm, so we went back and Steve and Walker had several more Rednecks. I was driving, so I stopped. But I put them on the plane in a very good mood!

### Paige Elliott, West Coast

On my first day at Capitol, I got a voicemail from a person claiming to be Luke Bryan. I thought someone was playing a joke on me, but I called the number back and ... it really was Luke! We went for adds that day on "Rain Is A Good Thing." Receiving the No. 1 plaque for that single was one of the coolest moments of my career. And yes, I still have the voicemail saved.

### Alisa Bowman, Manager

There is an actual gong that adorns the promotion hallway. When someone gets an add it is their job to bang the absolute hell out of that gong for everyone to hear and celebrate. Recently, Randy Jackson from *American Idol* was in our office for a meeting with Mike Dungan and happened to walk down the hallway while the gong was going crazy. He asked us what that was for, and then in perfect timing, Brent Jones got a Little Big Town add. Randy said, "Dude, can I hit that gong?" He then proceeded to bang it so hard it almost broke off its strings. Our ears were ringing for the remainder of the day, but it still made for a pretty great day! CAC

