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FOR IMMEDIATE RELEASE

MEET NEWCOMER DUSTIN LYNCH AT ALBRIGHT & O'MALLEY'S 2011 CRS CLIENT SEMINAR

The event is cosponsored with Broken Bow Records/Stoney Creek Records



- "One to Watch in 2012." – Becky Brenner
- "Very much worth a listen." – Mike O'Malley
- "Talented, promising." – Jaye Albright
- Lynch's debut single, "Cowboys and Angels," is quickly making an impact at radio stations across the country. He says it's hard to believe the direction his career has taken. "It's a dream come true," he says. "I don't know if it's sunk in yet that I have a song on the radio. It's a dream I've had for years." – Chuck Dauphin in Billboard Magazine

Many of country's biggest stars over the years have performed, met and greeted attendees at A&O's annual client meeting going back more than two decades to when the meetings were held at the Opryland Hotel.

Now, Lynch realizes another exciting step in his career launch as he performs at the Country Music Hall Of Fame's Ford Theatre.

Longtime A&O clients have become used to getting to see fresh faces in an intimate, close-up setting as country radio specialists Albright, O'Malley and their new consulting partner Brenner present yet another reason to attend this year's Country Radio Seminar and arrive a day early to attend the DJ Hall of Fame banquet, featuring a showcase with [Broken Bow performer-songwriter Dustin Lynch](#).

In a recent [Billboard Magazine "615 spotlight,"](#) [writer Dauphin](#) started his interview with some Dustin Lynch background:

70 miles separate Tullahoma, Tenn., from Music City. With that close proximity to Nashville, it's no wonder that Broken Bow recording artist Dustin Lynch became so enamored with the sounds he was hearing on the radio growing up. "Nashville was obviously the big city for me growing up," Lynch recalls to Billboard. "I can remember coming up here for the malls and the doctor's appointments and the other big occasions. Each time I would see the skyline, there was just a feeling that would come over me — 'Man,

I'm in Music City.' It was always so exciting to be in Nashville." He also recalls his first time going downtown. "My first time on Broadway, I drove myself up to see my first concert, the rock band Incubus. As many times as I'd gone to Nashville, I'd never gotten to go downtown. So, we rolled in with the windows down, and with all the people there and the music, I can never forget that moment."

The consultants have lined up a terrific four-hour slate of presentations, speakers and special events for their clients who are attending CRS, and as always open their 12:30-4:30 pm, Tuesday, February 21st meeting to the public by invitation only.

All three A&O partners will start the event by presenting fresh findings from Albright & O'Malley's 7th annual "Roadmap Study 2012" – the nationwide, online perceptual study of country radio listeners' across both the USA and Canada's perceptions on music, the state of country radio and more. The study is currently in the field in over 80 markets in the US and Canada.

Full info on other sessions will be forthcoming:

- A BDS analysis created just for A&O looks at the differences (and lack thereof) for the country stations in four markets and ways of differentiation you may not have previously considered
- Tim Dubois, Tim Dubois Entertainment & Adjunct Professor at Vanderbilt's Owen Graduate School of Management shares his experience with branding/separating your product, beyond music
- Let's Get Engaged: The Surprising Parallels Between Ratings and Social Media Success - DMRInteractive COO Andrew Curran. An Arbitron/DMR study provides new insights into radio's unique social media opportunities
- Win-Win: Programming and Sales in a Digital World. Multiple case studies you can profitably replicate at your station, moderated by Mike O'Malley
- Talent Coaches Randy Lane and Cliff Dumas
- Becky Brenner just conducted a content analysis of every country radio station website in the top 100 markets and has our format's online report card

You do not have to be registered for CRS to attend this event, but you do need an invitation.

Broken Bow Records and Stoney Creek Records are making it possible for attendees to watch Dustin Lynch perform in the intimate Ford Theatre and then meet him one on one.

Admission to this meeting is FREE and open to the public working in non-competitive situations with Albright & O'Malley clients, but is by invitation only. Your invitation will include the location for the meeting.

To receive an invitation, contact:

- Jaye Albright at 206 498-6261/Email: Jaye@albrightandomalley.com
- Michael O'Malley at 732 937-5757/Email: Mike@albrightandomalley.com
- Becky Brenner at (206) 595-7086/Email: Becky@albrightandomalley.com

For more info on Dustin Lynch:

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