

# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

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## COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

**CLINT BLACK**

*Like The Rain* (RCA)

★★★★ AIRPOWER ★★★★★

**TRACE ADKINS** • *Every Light In The House* (CAPITOL NASHVILLE)  
**BROOKS & DUNN** • *Mama Don't Get Dressed Up For Nothing* (ARISTA)

### NEW RELEASES

**JIM AUSTON** • *My Hat's Off To Him* (CURB)  
**PAUL BRANDT** • *I Meant To Do That* (REPRISE)  
**HELEN DARLING** • *Full Deck Of Cards* (DECCA)  
**GEORGE DUCAS** • *Every Time She Passes By* (CAPITOL NASHVILLE)  
**VINCE GILL** • *Pretty Little Adriana* (MCA)  
**SAMMY KERSHAW** • *Politics, Religion And Her* (MERCURY NASHVILLE)  
**ROYAL WADE KIMES** • *Leave My Mama Out Of This* (ASYLUM)  
**JOHN MICHAEL MONTGOMERY** • *Friends* (ATLANTIC)  
**KEITH PERRY** • *All I Give A Damn About Is You* (CURB)  
**RAY VEGA** • *Remember When* (BNA)  
**MICHELLE WRIGHT** • *The Answer Is Yes* (ARISTA)

## The New Pickiness: Why Radio Jobs Are Harder To Fill And Harder To Find

by Kevin Carter, Janine McAdams, Sean Ross, Phyllis Stark, and Marc Schiffman

If you're a GM or PD, you've probably complained that radio talent is harder to find than ever. If you're looking for a job, you've probably noticed how tough it is to find one in the world of megapoly, especially if the current round of job consolidations has something to do with why you need a job in the first place.

But if jobs are getting harder to fill, how can so many people still be unemployed or getting out of radio? Blame the new pickiness. In a multiformat survey of employers and job hunters, those hiring say their standards are stiffer, while some of those looking for jobs say they're more carefully considering both the corporate culture of potential employers and the likelihood that those companies will be sold.

Former WYNY New York PD Chris Kampmeier was job-hunting for months after his country station became top 40/dance WKTU. He finally landed as VP of programming for Paxson's Orlando, Fla., stations, and says his biggest challenge was finding the right company to work for.

"More than ever in our industry the subject of company culture and whether you fit in with [it] plays a much bigger role with whether you land a job or not, especially in management," Kampmeier says. "That's one area where consolidation has made a major change . . . The field of options is reduced these days, especially in the largest markets, as there are fewer operators [there]."

Gary Moss, who spent months unemployed between country KIKK-FM Houston and WCOL Columbus, Ohio, agrees. During his job search, Moss says, he had significant discussions with about five companies that were sold before he could close a deal. "This industry is changing so fast, and you have to

be real careful. You want to be able to stay somewhere a long time," Moss says. "There are great companies, good companies, and companies I would be afraid to work for."

Formerly with KZLA Los Angeles, R.J. Curtis has conducted two job searches in the past few months. "If a retailer's mantra is 'location, location, location,' then in this volatile [radio] world, the mantra is 'company, company, company,'" says Curtis, who left his OM job at After MidNite Entertainment Oct. 9 to become PD at KCYY (Y100) San Antonio, Texas. "You have to work for a company that's an operator, not a swapper," he says. "Do a lot of homework on the people you might end up working for. They're doing their homework on you. If you think they're going to be put in play, you're rolling the dice."

The volatility of radio has sent more than a few people looking at other industries. PD Tom Adams became a partner in an advertising agency when KMIX Stockton, Calif., flipped from country to Spanish. "I have a family to take care of and children I want to send to college, and I need a sound and significant future," he says. "That wasn't happening at the pace I thought was fast enough in radio broadcasting."

### FEW AND FAR BETWEEN

Just as job candidates are carefully considering the companies they interview with, employers say they are being equally picky about who they hire. Evergreen Media group PD Steve Rivers says, "Today, with the radio environment being as complex as it's become over the past couple of years, it's becoming increasingly hard to find and hire good PDs. The people who are really good are locked down tight. There are a lot of people out there on their way up, but the seasoned veterans are few and far between."

"In the world of consolidation, [job

*Continued on page 6*

# tony TOLLIVER

## "he's on the way home"

"HE'S ON THE WAY HOME" will have listeners beating a path to your request line." — BILL DOTSON, WKSI

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"...Has a great sound and definitely country...EASY ADD!" — MATT MOYER, KTTS

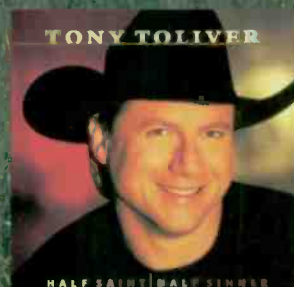
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"This is what country music is all about..." — RICHARD RYAN, KSN



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## Policeman's Ball



Giant artist Chris Ward reunited with some former colleagues in the Simi Valley, Calif., police department when he performed at the Simi Valley Country Western Music Festival. Ward was once a detective and hostage negotiator with the department. Pictured with Ward, center, and members of the force are Giant A&R director Alison Brown, third from left; Giant/Reprise West Coast regional Lisa Andrick, third from right; and KHAY Ventura, Calif., PD Mark Hill, second from right.



## RADIOACTIVE BY PHYLLIS STARK

## Jaye Albright Launches Own Consultancy

**J**aye Albright has launched an independent consultancy, RadioIQ, and will focus primarily on that company beginning Nov. 1. Albright will continue under a management-consulting contract with her former employer, Broadcast Programming. Albright's clients have the option of working with her exclusively, retaining some BP services and working with Albright, or working with one of BP's other country consultants.

Both the Justice Department and the FCC flex their muscles at radio this week. Justice has finally announced that it will start looking at format concentration when clearing new deals, although DOJ has also announced that despite discouraging new LMA-to-buy deals, it won't investigate pre-existing ones. Meanwhile, the FCC has fined former Howard Stern affiliate WVGO Richmond, Va., \$10,000 for broadcasts between October 1995 and June 1996.

KYCW (Young Country) Seattle PD Matt Bruno resigns to start his own production business; KYCW will be his first client. EZ Communications Seattle general program manager Becky Brenner would like to hear from potential replacements.

WJJK Jackson, Miss., GM Scott Bebout and OM Scott Mateer both exit. No replacements have been named. Meanwhile, Brock Owens, previously with crosstown rocker WSTZ (Z106), is the new PD at suburban satellite outlet WBKJ, as it gears up to go local and take a run at Jackson. And crosstown WMSI moves P/T Todd Carter, formerly of duop sister WKTF into overnights.

Bill Milam has been named VP/GM of KRRV, KICR, and N/T KDDBS Alexandria, La., replacing C.J. Jones, who recently exited. Milam was GM at WKOR Columbus, Miss. Also, KRRV PD Lon Harris is upped to OM of the three stations, while APD/MD Michael Bailey becomes PD at KRRV.

WICO Ocean City, Md., has made some slight musical adjustments, picked up the handle Cat Country and the positioner "today's best country and your all-time favorites," and begun simulcasting on local sister station WXJN, which had been running a live, local country format. WXJN PD Paula Sangeleer moves to morning co-host. WICO APD/midday host E.J. Foxx is upped to PD. Joe Edwards remains group PD for parent company Prettyman Broadcasting.

Longtime WPOC Baltimore PD Bob Moody exits Dec. 31 to open a programming consultancy in Nashville.

KIQK Rapid City, S.D., gives morning co-host Marty Wilcox official PD stripes. His morning partner, Todd Fairbanks, is named APD/MD.

KXKT Omaha, Neb., gets two new sister stations

as parent Triathlon Broadcasting acquires crosstown news/oldies combo KFAB/KGOR from ARS for \$39 million. As tipped here last week, SFX Broadcasting has bought Secret Communications' nine stations in three markets, including WDSY Pittsburgh, for \$300 million.

David Hollebeke, middaying at classic country KGKL-AM San Angelo, Texas, adds PD stripes for both the AM and KGKL-FM.

At WIVK-FM Knoxville, Tenn., John Garrett (formerly John Boy at WKXX St. Louis) joins for afternoons, as Ed Brantley moves to sales. Also, congratulations to morning hosts Darren Wilhite and Tim Wall, who broadcast earlier this month from Oak Ridge, Tenn.'s sister city—Obninsk, Russia, 60 miles south of Moscow.

Chris Cannon, formerly of KGMV Springfield, Mo., joins KJKT Joplin, Mo., as MD/afternoons.

WGTY York, Pa., p.m. driver Denise McLain adds MD duties, replacing Cougar Michaels, who joined Imprint last month. . . . Greg Michaels from ARS' Fresno, Calif., outlets, is the new APD/morning host at KSNI San Luis Obispo, Calif.

KMLE Phoenix promotion director Karen Johnston exits and has not been replaced. Send résumés to PD Jeff Garrison.

At KDRK Spokane, Wash., Tony Trovato arrives for middays from overnights at KMLE. That shift was vacant since Lynn Taylor moved with her husband, former KDRK PD/p.m. driver Tim Roberts, to KNEW/KSAN San Francisco. APD TC. Patrick adds morning producer responsibilities. PD Ray Edwards recently added p.m. drive duties.

Marshall Griffin rejoins KASH Anchorage, Alaska, for afternoons. He was in a.m. drive there a year ago. Also, evening jock/interim MD Chris Crowley has officially become MD. Former MD/p.m. driver Eddie Maxwell is now at crosstown KBRJ, as previously reported.

Bruce Lloyd joins KXDD Yakima, Wash., for nights. He was last at crosstown KXXS.

Renee Harrison joins WKNN Biloxi, Miss., in evenings from rival WZKX; former night jock Scott Beard moves permanently to middays.

WTVY Dothan, Ala., shifts Jerome Jackson from afternoons to middays and Dave Gilligan from evenings to afternoons. Evenings are now automated.

KKJG San Luis Obispo, Calif., adds Donna James, formerly of KTIE Bakersfield, Calif., in middays, and Scott Taylor moves permanently to afternoons from evenings.

Blackjack (aka Bill Schulz of WKTI Milwaukee) joins KQNV Reno, Nev., in nights. Brooks O'Brian moves from mornings to afternoons; PD Shawn Stevens, formerly in afternoons, teams with Chica-



## COUNTRY CONFIDENTIAL BY WADE JESSEN

## Miracle Of Audio Shock Therapy: Real Results!

**I**ve been concerned recently about my general lack of excitement over a lot of the new music I've been hearing. A few of my friends suggest that I'm just a grumpy, jaded old man, and I had begun to believe them. I've been longing for the times when there was always at least one new album I would lose sleep over. You know, the kind you can't wait to put on the stereo over coffee in the morning. You sneak time from work in order to listen to it at the office, and you listen again to every single cut while you watch the sun go down. On the brink of going into therapy over the situation, I realized that I needed a miracle in the form of audio shock therapy.

Then I realized that exciting new music is out there. You just have to make time for it and not get too cynical about the state of country. Here's the list of my new additions:

1. "All Because Of You," by Daryle Singletary. I know this sounds pitiful, but I wept at how beautiful this album is. The three up-tempo cuts are unceremoniously dwarfed by the ballads and midtempo here. Listening to this album reminds me of how hard I always fall for new albums by Gene Watson, George Jones, and Mark Chesnutt. It reminds me of how desperately I miss Keith Whitley. Singletary should be the commercial fulfillment of Whitley's legacy as the quintessential modern-day hard country singer. This isn't just country music, it's triple-distilled authenticity. My repeat button is stuck on "That's What I Get For Thinkin'" and "Amen Kind Of Love."

2. "What I Do The Best," by John Michael Montgomery. I heard the lead single, "Ain't Got Nothin' On Us," long before I heard the rest of the project. When I finally got to hear it, I cheered out loud. What a wonderful set of

songs. The assembly-line feel of his earlier sets has vanished, replaced by a cohesive, stripped-down sound. I get the feeling that this set was a real labor of love for Montgomery. Although obviously a bit of a sonic departure for him, Montgomery has packed the ballads with all the punch of those found on previous outings. But it's in the tempo cuts that I really noticed the difference. I hope that when future singles are chosen, consideration will go to "Lucky Arms" and "A Few Cents Short." Of course, there's always "Cloud 8" and "Paint The Town Redneck." Sign me up for the fan club.

3. "Treasures," by Dolly Parton. Remember the heat Reba McEntire took for her set of cover songs? It's sort of embarrassing when you stop to think about it. Consider the number of remakes out there right now by a patchwork of artists: Kevin Sharp, Terri Clark, BR5-49, Billy Dean, Deryl Dodd, and Parton. And McEntire was wrong? I suggest that she was right, and so are the artists mentioned here. The reason Dolly's cover of Randy Vanwarmer's 1979 pop hit "Just When I Needed You Most" is so magical is because of the song. This lyric is timeless and emotional. Even Vanwarmer's version got some country airplay in that weird time before the "class of '89," when country's gold mix was dotted with pop oldies by the Eagles and Linda Ronstadt.

This set is a treasure chest of great songs. Parton exercised impeccable taste in material. Makes me wish I had a radio station. I hope we never run out of reasons to give old material new life. Go girl.

4. "Everything I Love," by Alan Jackson. It would be unnecessarily redundant for me to heap praise on Jackson. Suffice to say that without him, modern country music would simply be . . . modern music, minus half its soul. Thank you. Thank you. Thank you.

## ON THE ROW

### Capitol's Wilson Out; Brent Maher Resigns

**C**apitol Nashville executive VP and GM Walt Wilson exits over philosophical differences. No replacement has been named.

Magnatone Records president and co-founder Brent Maher has resigned effective Nov. 1, to focus on writing, producing, and other business ventures. Maher, who produced all of the Judds' records, will reunite with Wynonna in the studio this fall to produce her next album. He will continue working with Magnatone as an independent producer on Kenny Rogers' next album and other projects.

Trifecta Entertainment has established an artist management department. Andy Barton, who most recently was a booking agent at Chief Talent, joins Trifecta as VP of artist management.

Former A&M Nashville Northeast regional J.R. Hughes has returned to Nashville and reopened his independent promotion firm, Hughes Promotion, in Madison, Tenn.

Contrary to information provided by A&M

go comedian Dobie Maxwell for mornings.

Joe Andrews from WGLR Lancaster, Wis., joins WWJO St. Cloud, Minn., as assistant MD/evenings, replacing Karen McCarver. . . . Ron Stevens from KJJC Indianola, Iowa, joins KRST Albuquerque, N.M., for P/T. . . . WCSO Portland, Maine, production director John Shannon takes the same du-

Nashville staffers as that label was closing, sister label Mercury Nashville has announced that only Toby Keith makes the move from A&M to Mercury, which now has 19 artists, including the recently signed John Anderson.

Hoping to re-create the success Warner Bros. had when it rereleased the Randy Travis single "On The Other Hand," Capitol/Nashville is reissuing George Ducas' last single, "Every Time She Passes By." Ducas' new album, "Where I Stand," was originally scheduled for release last summer but was pushed back to Jan. 14 because of the crowded summer release schedule.

Shania Twain has recut "God Bless The Child" with Take 6, Fisk University's Jubilee singers, and the Blair Music School's children's choir, and Mercury Nashville plans to release it as a CD single. Twain performed the song with those groups on the Country Music Assn. Awards show Oct. 2. An a cappella version appears on her current album, "The Woman In Me." The new version includes additional verses and instrumentation.

An Oct. 5 benefit concert in Longview, Texas, raised almost \$150,000 for the East Texas Angel Network, a charity founded last year by Neal McCoy and his wife, Melinda. The charity provides financial assistance for medical treatments and related costs to families with children suffering from serious diseases. Also appearing at the concert were Bryan White, "American Country Countdown" host Bob Kingsley, and Dallas Cowboys quarterback Troy Aikman.

ties at crosstown WPOR.

SJS Entertainment will present the world premiere of Reba McEntire's set "What If It's You" Oct. 29 at 10 p.m. EST via satellite from McEntire's new Starstruck Studios in Nashville. The 90-minute special will include all the cuts from the album and a live listener Q&A with McEntire.



## WATCHING THE DETECTIONS

BY HESTON HOSTEN



### Shiny New Toys For The 9-7 And Beyond

If you're a regular online user of Broadcast Data Systems, you've probably asked us at various times for more flexibility, faster delivery of information, and new ways to see BDS information. We've responded with a host of new products, some of them available now, some coming in 1997. Here, with the help of senior director of product development Lisa Moen, are a few of the things we have in the works.

#### LISTENING TO RECORDTRACK

Tired of long waits on Tuesday night or Wednesday morning when everybody tries to download RecordTrack information at once? How about a new delivery system, based on the client-server, that not only speeds up delivery of info, but makes it simple for users to customize and manage data on an individual basis in a fast, easy, Windows-based environment. You'll be able to design specialized reports and customized station panels or use ours. We're finishing the coding on this process now. Beta testing begins soon, with implementation expected by the first quarter of 1997.

#### MORE REPORT CHOICES

We're redesigning our online interactive system so that you can see information on any title in the system without having to fax us every time. Unlimited-access customers will have the BDS database at their fingertips. Customers will also have the ability to request information for all formats. New features include packages that show only Billboard/Airplay Monitor reporters, custom Market Activity reports, or custom lists that can range from every song in a soundtrack to an individual's priorities for a week. This system will be available in early November.

#### BDS ONLINE.COM

BDS launched its Internet World Wide Web site in mid-August. Available at [bdsonline.com](http://bdsonline.com) are monthly format charts and weekly city charts that give an all-format picture of the hottest songs in each market. You can access a list of the stations we monitor and jump to those that have their own Web sites. There is a section that provides links to BDS customer sites and general industry-related sites. An interactive games/contests area is to come.

#### ADVENT OF SEVEN-DAY CHARTS

We have added two new national chart configurations. The rolling seven-day chart gives you daily access to a complete week of national airplay, ranked by detections or audience for

the most recent seven-day period; that is, Friday's charts are generated on a Friday-Thursday cycle. Our building chart gives you a week-to-date view of a particular chart format, based on Airplay Monitor's Monday-Sunday chart cycles or Billboard's Wednesday-Tuesday cycle. If you're looking for a sneak preview of how your records might perform in Airplay Monitor next Monday, call up a four-day Monday-Thursday chart on Friday morning or a six-day chart on Sunday morning. These charts are also available to our radio customers. And we are working on regional and daypart charts.

#### BACKTRACK

This is a comprehensive archive service featuring detection information by song, station, or format for any title monitored since 1993. Backtrack customers will be able to request previous airplay information and trends regarding an artist when releasing a new work. Customers can also analyze airplay data on a similar artist when releasing a debut project.

#### RETAILTRACK & RADIOTRACK

RetailTrack is aimed at music retailers who give local and national merchandisers specific airplay information on a market-by-market, song-by-song basis. As for RadioTrack, we have redesigned our product for PDs and MDs. BDS PD (Preferred Data) will be based on the client-server and will allow programmers fast, customized airplay information at the click of a button. And it will feature a more comprehensive gold listing than in the past.

#### MARKETTRACK

We have done extensive research into using airplay information as a means to help labels better market their music. In early 1997, we'll debut MarketTrack, a demographic breakdown of monitored markets and music. The service will enable customers to determine similar market breakdowns by age, sex, and income level and will provide an accurate way to target a particular artist's audience. This is the first step in a larger project designed to incorporate extensive marketing info and allow the customer to look at the larger picture in promoting new music.

If you have a comment, concern, or suggestion about any of these products, please contact your BDS representative, or call me at 212-789-1261; send faxes to 212-789-1270. Write me care of BDS, 11 W. 42nd St., 12th Floor, New York, N.Y. 10036. Send E-mail to me at [heston@earthlink.net](mailto:heston@earthlink.net).

### Parton's 'Treasured' Visit



On a recent visit to Minneapolis to support her new album, "Treasures," Dolly Parton stopped by WBOB-FM, where she spent an hour on the air with the morning show, then signed autographs for the staff for another hour. Pictured, from left, are Rising Tide Midwest regional Matt Corbin, Parton, GM Kevin McCarthy, and PD Bob Wood.

# AIRBORNE

Instant information on Country's new artists

Edited by Sue Falco

#### Gary Allan

"HER MAN" (DECCA)

At the age of 13, Gary Allan walked into a bar a few blocks from his home in La Mirada, Calif., to audition for a singing job he'd seen advertised. Despite protests from the club owner that he was too young, Allan convinced the man to let him perform the following weekend, accompanied by his father and older brother. At 15, he was offered a record deal but followed his parents' advice to let it wait. Years later, and within weeks of arriving in Nashville, Allan had his choice of several major-label deals. "Used Heart For Sale" is his debut album.

#### ★ Crystal Bernard

"HAVE WE FORGOTTEN WHAT LOVE IS" (RIVER NORTH)

Crystal Bernard is best known for her acting. She's played Helen Chappel on NBC-TV's "Wings" for the past eight years. But a lesser-known fact is that she spent most of her childhood singing onstage. The daughter of an evangelical preacher, Bernard traveled across the country with her family, performing at church functions and gospel jubilees. At 14, she was asked to become part of Bobbie Gentry's Las Vegas show. Years later, after submitting a demo of songs she had written and sung to Chicago's Peter Cetera, she was asked to sing a duet with him, which brought her vocal talents to the attention of River North. She co-wrote this single with Billy Dean.

#### BR5-49

"CHEROKEE BOOGIE" (ARISTA)

Hailing from Washington, Missouri, Indiana, West Virginia, and Kansas, the five members of BR5-49 were introduced to music and fell in love with it at an early age. Coming together in Nashville in 1993, they became regulars at Robert's Western World, a boot store/beer joint on lower Broadway, where they performed a mix of classics and their own brand of country music. They drew crowds as diverse as the music they played, and the buzz made its way across town to various labels. "BR5-49 Live From Robert's," a six-song EP, was released earlier this year. "BR5-49" is the band's debut studio release.

#### Burnin' Daylight

"LOVE WORTH FIGHTING FOR" (CURB)

The individual talents of Marc Beeson (a former solo artist and writer of Restless Heart's "When She Cries" and songs recorded by other artists), Sonny LeMaire (bassist, vocalist, and songwriter from Exile), and Kurt Howell (keyboardist and vocalist from Southern Pacific) make up this trio, which deliberately set out with the sole intention of getting its songs recorded by other artists. In fact, the first invitations sent out for showcases read, "We don't want a record deal, just cut our songs." Nevertheless, the group's shows attracted an entourage of label execs with offers. Curb struck the right chord to change the group members' minds.

#### Deana Carter

"STRAWBERRY WINE" (CAPITOL NASHVILLE)

Growing up in Music City, Deana Carter didn't have to go much farther than her own back yard to pursue a career in music. As if being a local wasn't enough to give her the bug, her father, studio guitarist Fred Carter Jr., made it contagious. While he was away recording with everyone from Neil Young to Tony Bennett, the rest of the Carter clan was singing

in church choirs and musicals. Her debut album is titled "Did I Shave My Legs For This?"

#### Mila Mason

"THAT'S ENOUGH OF THAT" (ATLANTIC)

A family tradition may be the reason Mila Mason pursued her dream of a music career so strongly. Mason's grandmother instilled a love of music in her daughter, who took it one step further by singing and touring all over the country. After she graduated from high school in Dawson Springs, Ky., it was the youngest Mason's turn to follow in her mother's footsteps. She moved to Nashville, where she modeled, sang jingles, wrote songs, and recorded demos until a showcase landed her a record deal with Atlantic. Her debut set is titled "That's Enough Of That."

#### Caryl Mack Parker

"BETTER LOVE NEXT TIME" (MAGNATONE)

An accomplished pianist, guitarist, and mandolin player, Caryl Mack Parker grew up in Abilene, Texas, but it wasn't until entering talent shows in high school that she considered a career in music. While in college, Parker toured with the USO, along with husband/co-writer Scott Parker. After she got her degree in education, Parker and her husband moved to Portland, Ore., where she received recognition as an artist and songwriter. After a short visit to Nashville, the couple set up permanent residence there, and Parker began to realize her artistic inspiration. Her self-titled debut is co-produced by Little Texas co-producer Christy DiNapoli.

#### Brady Seals

"ANOTHER YOU, ANOTHER ME" (REPRISE)

Fairfield, Ohio, native Brady Seals is flying solo after a successful run with Little Texas. Over its 7-year history, Little Texas received many accolades, including the Academy of Country Music's vocal group of the year award in 1994. It scored several hit records, including "My Love," which featured Seals on lead vocals. Seals co-wrote nine of the 10 tracks on his debut album, "The Truth," which was produced by Rodney Crowell.

#### Kevin Sharp

"NOBODY KNOWS" (ASYLUM)

Kevin Sharp's family, which included seven children and numerous foster children, lived in Idaho and Sacramento, Calif. By the age of 3, Sharp was performing at church functions along with members of his family. At 10, he was auditioning for musicals, and his high school years were spent singing in choirs and playing sports. During his senior year, however, he was diagnosed with bone cancer. Numerous operations, painful treatments, and experimental drugs followed, and Sharp was given little chance to live. Surprisingly, he went into remission in 1991. Two years later, he went back to performing, submitting tapes to anyone who'd listen, and was signed to Asylum with the help of mentor David Foster. This single is a country remake of an R&B hit by the Tony Rich Project. "Measure Of A Man" is Sharp's debut album. A television movie about his life is being written and will star Fred Savage of "The Wonder Years."

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor. Send information on new artists to Sue Falco at 11 W. 42nd St., 12th Floor, New York, N.Y. 10036.

**Quality**

**Consistency**

**Performance**

# PAUL BRANDT

**"I Meant To Do That"**

Going for airplay October 28.

**Thanks country radio for my first #1 record, "I Do".**

creativeTRUST<sup>INC.</sup>  
ENTERTAINMENT MANAGEMENT

Produced by JOSH LEO  
PLAY IT AGAIN © 1996 Reprise Records <http://www.RepriseRec.com/>



## The New Pickiness: Why Radio Jobs Are Harder To Fill And Harder To Find

Continued from page 1

candidates] have to be a step better than they were five years ago: brighter, more aggressive, self-confident, and more worldly," says WFYV Jacksonville, Fla., GM Mark Schwartz, who took three months to hire a PD. "With consolidation, though the number of people out there is plentiful, with the demands from banks and stockholders, there's no room for error anymore. A tremendous number of people out there are good, but there's so much on the line. There's so much responsibility. You just can't take the chance anymore that the person you bring in for a PD job isn't going to flake out."

Chuck Knight, new PD of AC WSNY (Sunny 95) Columbus, Ohio, has to fill a midday spot that has been vacant for six months. "It's like looking for a house," he says. "When we moved to Columbus, we looked at the seventh house and said, 'OK, this is a house we could live in, but we kept looking. It's on the 30th house that you walk inside and go, 'Yep, this is the house'... I have yet to find the 30th house as far as air talent goes.' Is this because he's choosier? 'Possibly, and I often ask myself if I've set the bar too high,' he says.

### SO WHAT'S THE OBJECTION?

PDs say they're looking for personalities now, those with substance, not just slickness. That's a tall order for a generation that's been discouraged from talking more than four times an hour. And more than one PD interviewed here bemoaned the training that today's talent was receiving.

Todd Shannon, PD of Jacor's new top 40 KHTS (Channel 93-3) San Diego, has received almost 300 tapes from prospective jocks, almost all of them currently employed. "It's frustrating, because from what I'm hearing, it seems like many managers aren't taking the time to groom tomorrow's talent," he says. "It's like they're afraid to share their knowledge."

"When you hear a tape, especially in this format, the majority sound like someone who [hasn't] been on the air enough," says modern KTBZ Houston PD Cruze. "You don't want to warm up a full-time jock who's never worked before."

But new KLLC San Francisco PD Louis Kaplan says, "It would be hypocritical of me [to look only for major-market talent]. After all, I just came here from Dayton, Ohio, market No. 52, and I worked with some very talented people. I figure, if someone was willing to take a chance on me, why not return the favor?"

Then there's the question of who fills lower-level jobs—those that haven't somehow been eliminated. Those jobs represent a step down for a lot of medium-level talent, but, as previously documented in these pages, PDs say many beginners aren't so dedicated to radio that they wouldn't work at Pizza Hut instead if it pays more.

Rich Stevens, PD of country WCTQ Sarasota, Fla., recently got a call from an out-of-work jock from Tampa, Fla., who refused to drive to Sarasota for less than \$10 an hour. "I figure a person can either be picky or be on the radio," he says. Stevens, the former PD of WFKS Daytona Beach, Fla., worked multiple P/T jobs between PD gigs.

### 'BULLSHIT, PLAIN AND SIMPLE'

For many in the rolls of the unemployed, the notion that there's not enough good talent is "bullshit, plain and simple," according to Vinnie Marino, who just became APD of WLUP Chicago after

an extensive job search. "It's difficult trying to fill positions, but there are good people out there. Listening to 10 seconds of a tape is not giving someone the benefit of the doubt... I'm finding for the most part [that] GMs do not return phone calls. A week later they say, 'I can't find anybody.' Well, return a fucking phone call!"

Former WVEE (V103) Atlanta APD/p.m. driver J.B. Louis says, "I think there are enough good people, but a lot of GMs want a quick fix for a problem they may or may not have... [When] the fix doesn't happen overnight, they lose faith, and the cycle starts all over again."

"I've been in the business 17 years, but I've gotten to a point where I'm thinking, 'Am I going to play radio for another 10 years, or am I going to pursue other interests. I think I'm going to pursue other interests,'" he adds.

"There is no good talent out there for \$20,000, but if you want to open your checkbook up and hire someone, there are plenty of pros out there knocking around," says veteran country morning man Steve Harmon, who recently landed at KNIX Phoenix after an extensive search. "I used to think that experience and a solid resumé were something to be proud of, but I found that experienced—to PDs and GMs—meant expensive. Sometimes they would not even consider me, because they thought I would be too much money."

Asked if job hunters are being too picky, Morris Baxter, former PD of R&B WMYK Norfolk, Va., says, "There's a certain perception that I have for myself that I don't want to have to go down and start over. I don't want to have to drive up to Richmond or go to Tuscaloosa, Ala." Despite that, he says, "The bottom line is you've gotta work. As long as I can pay the bills and eat out once a week, I'm happy, because once I get in, my talent will speak for itself."

### POINT—COUNTERPOINT

For most job hunters, the idea that today's climate is tougher isn't even open to debate. Marino was looking for about three months. "If this had been four to five years ago, I'd [have been] able to land something a lot sooner," he says. "GMs would want new PDs in place for the fall book. I didn't see that happen."

Similarly, former R&B WDAS-FM Philadelphia morning man Kevin Gardner cites format mates Marco Spoon and Daisy Davis, who both spent almost two years out of radio before finding jobs. "I chalk it up to the fact that people like to lock their talent in. They might be looking to improve their station, but if, as a programmer, I'm looking for an afternoon guy, and my current jock still has a year on his contract, I'm not going to automatically let him go."

But WSNY's Knight asks, "Are there really that many people out of work? Or is this a fallacy that we've created within our minds? I think duopoly might have caused some reshuffling of jobs from one station to another, but I haven't seen any statistics that there are thousands [fewer] air personalities today than there were two years ago."

As for the notion that talent should audition its potential employers more carefully in the megapoly age, Knight says, "That shouldn't be making people concerned about making a move. Your chances of being duopolized are just as good where you are as at a new place down the road."

## MONITOR PROFILE

### Garrison Helps KMLE Over The Hump With New Morning Duo, More Entertainment

**J**eff Garrison has had his work cut out for him since arriving at KMLE Phoenix as PD last May. The station had been without a PD for months and was gearing up for the departure of popular morning hosts Tim Hattrick and Willy D. Loon to WKXX Chicago. Then, shortly after Garrison's arrival, MD/midday host Gwen Foster departed over philosophical differences. As Garrison searched for a replacement for Foster, KMLE lost promotion director Karen Johnson and overnight jock Tony Trovato. A search is still under way to replace all three.

Despite those distractions, Garrison was able to refocus the station to the point where, in the recently released summer Arbitrons, KMLE was up 6.7-7.6 12-plus and 7.9-8.5 25-54. In addition, KMLE had the best come in its eight-year history—327,500—beating rival KNIX's 304,100 come for the first time in recent memory. Here's the first in a two-part look at Phoenix.

Garrison's first project at KMLE was finding a



Jeff Garrison  
Program Director  
KMLE Phoenix

*I believe in adjusting to the music that's out there'*

morning show. His candidates, Ben Campbell and Brian Egan, were discovered in Arbitron market No. 105, Lexington, Ky, after an extensive search. Garrison calls them "a very entertaining country morning show. They relate well to the audience and are very topical." The pair produces its own parody songs, while Campbell does impressions of notables like President Clinton and Ross Perot.

Ben and Brian were introduced to the market with a weekendlong bus tour of Phoenix. Listeners faxed in suggestions on where they should stop on the tour and won the chance to ride along on the bus. Garrison believes that promotion, combined with a send-off party for Tim and Willie and a long on-air farewell, helped prepare the market to accept a new morning show on KMLE. The payoff came in the summer book, in which, Garrison says, Ben and Brian debuted with a higher come than Tim and Willie had last summer.

Garrison's next project, implementing some programming changes, was quickly accomplished. It included identifying the station between every record, bringing back what Garrison calls the "fun entertainment elements... and the attitude elements" and dropping the "no-talk triple play" feature. "I feel like 'no talk' is no fun, and being a very aggressive, top 40-type country radio station, we wanted to let the jocks entertain the listeners [more]," Garrison says.

The final programming change was upping the rotation of heavies from 36 to about 45 spins a week. Since Garrison's arrival, KMLE has been about 60% current and plays 37-42 currents at a time. The 40% noncurrent material goes back to about 1988, with a few exceptions. Titles like Alabama's "Song Of The South" and Reba McEntire's "You Lie" hadn't been tested in a while, but when they were tested recently, they showed high positive scores, Garrison says.

The number of currents KMLE plays fluctuates based on the availability of good music. "I

don't believe you have to have 10 A's every week just because it's a magic number," Garrison says. "I believe in adjusting to the music that's out there. The summer music wasn't as good as we had in the spring, so we didn't play as many currents. In the fall, it's coming back with the new Clint Black and John Michael Montgomery and reactionary-type new artists like LeAnn Rimes and Deana Carter."

Here's a recent afternoon hour on KMLE: George Strait, "Check Yes Or No"; Deana Carter, "Strawberry Wine"; Alan Jackson, "Chasin' That Neon Rainbow"; Tracy Lawrence, "Is That A Tear"; Mark Wills, "Jacob's Ladder"; Reba McEntire, "The Fear Of Being Alone"; Rick Trevino, "Learning As You Go"; James Bonamy, "I Don't Think I Will"; Garth Brooks, "Two Of A Kind"; Trace Adkins, "Every Light In The House"; Toby Keith, "Wish I Didn't Know Now"; Faith Hill, "I Can't Do That Anymore"; Ricochet, "Daddy's Money"; Aaron Tippin, "That's As Close As I'll Get To Loving You"; and Vince Gill, "Whenever You Come Around."

In addition to Tim Closson, VP of programming at parent company Chancellor Broadcasting, Garrison relies on the advice of two consultants he recently brought on board, Joel Raab and KKBQ Houston VP of programming Dene Hallam. The latter often credits himself as Garrison's mentor, so it is no surprise that KMLE, like KKBQ, plays a large number of album cuts.

Among the album cuts that can be heard on KMLE are Alan Jackson's "Everything I Love" and "Who's Cheating Who," John Michael Montgomery's "Friends," Toby Keith's "Me Too," and Paul Brandt's "I Meant To Do That." KMLE also played the new Tracy Lawrence single, "Is That A Tear," as an album cut, and, like KKBQ, played the current Brandt single, "I Do," while the label was still working "My Heart Has A History."

"We're looking for the best songs out there, and if it happens to be the third cut on Alan Jackson's album, that's the one we play," says Garrison, who believes playing album cuts is a positive for the labels, even if it wreaks havoc on their chart strategy. "It helps support the new acts and sell more music for the record company if we go on a big reactionary record like 'Down In The Ditch' by Joe Diffie," he says. "We played that over the summer and saw a big spike in sales."

KMLE's summer promotions included 108 Days of Summer, which awarded big-ticket prizes including a pickup truck, a boat, jet skis, and windsurfers. There was also a window-sticker campaign that awarded cash prizes up to \$1,008.

In addition to the promotions, Garrison says, the station benefited in both spring and summer from major concerts in town. When Garth Brooks performed during the third phase of the spring book, the mayor declared a Garth Brooks Day, and KMLE responded by playing Brooks' music all day. When George Strait sold 33,000 tickets to two shows in just three hours over the summer, KMLE rechristened itself Camel Country One Oh Strait (the station's frequency is 107.9), used a new jingle package, and spent a day playing just Strait music.

Although KMLE has won the country battle in Phoenix lately, Garrison in no way discounts rival KNIX. "I have a lot of respect for KNIX and what they've done for country music and [particularly] for country music in Phoenix," he says. As for the market's newly launched third country FM, KBUQ (Young Buck Country), Garrison says, "Time will tell if there is a need for a third country station in Phoenix."

Regardless of who has what share, Garrison is heartened by the fact that the total country audience in Phoenix is up 1.4 shares over the spring.

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SUMMER '96 ARBITRONS

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DALLAS/FT. WORTH--(7) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KKDA-FM, KRHS, WBAP, etc.

HOUSTON--(9) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KBXX, KILT-FM, KILT-FM, etc.

MIAMI--(11) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WEDR, WAMR-FM, WAMR-FM, etc.

ATLANTA--(12) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WVEE, WKHX-FM, WKHX-FM, etc.

SEATTLE--(13) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KIRO-AM, KMPS-AM-FM, KIRO-AM, etc.

MINNEAPOLIS/ST. PAUL--(16) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KQRS-AM-FM, WCCO, WCCO, etc.

PHOENIX--(20) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KMLE, KJAR, KJAR, etc.

COLUMBUS, OHIO--(32) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WNCI, WTVN, WTVN, etc.

TAMPA, FLA.--(21) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WFLZ, WYCF-FM, WFLA, etc.

PORTLAND, ORE.--(24) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KRRZ, KJWJ-FM, KJWJ-FM, etc.

CINCINNATI--(25) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WERN, WLW, WLW, etc.

KANSAS CITY--(26) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KPBS, KCFX, KCFX, etc.

MILWAUKEE--(18) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WTML, WMLW, WMLW, etc.

SACRAMENTO, CALIF.--(29) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KFSB, KFSB, KFSB, etc.

SAN JOSE, CALIF.--(30) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KGO, KGO, KGO, etc.

NORFOLK, VA.--(33) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WOWI, WGSB-AM-FM, WGSB-AM-FM, etc.

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INDIANAPOLIS--(36) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WFBS, WFBS, WFBS, etc.

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MEMPHIS--(43) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WHRK, WHRK, WHRK, etc.

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LOUISVILLE, KY.--(49) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WAMZ, WAMZ, WAMZ, etc.

OKLAHOMA CITY--(51) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KXXY-FM, KXXY-FM, KXXY-FM, etc.

DAYTON, OHIO--(52) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WHNO, WHNO, WHNO, etc.

JACKSONVILLE, FLA.--(53) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WJQK, WJQK, WJQK, etc.

HARRISBURG, PA.--(73) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WNNK-FM, WNNK-FM, WNNK-FM, etc.

RICHMOND, VA.--(56) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WKHK, WKHK, WKHK, etc.

ALBANY, N.Y.--(57) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like WGNV-AM-FM, WGNV-AM-FM, WGNV-AM-FM, etc.

HONOLULU--(58) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KSSK-FM, KSSK-FM, KSSK-FM, etc.

TUCSON, ARIZ.--(62) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KIIM, KIIM, KIIM, etc.

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OMAHA, NEB.--(72) Table with columns: Call, Format, '95, '95, '96, '96, '96. Includes stations like KKLT, KKLT, KKLT, etc.

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WYCD +18, KRKY +16, KBEO +15, WQMX +14, KKAT +14, WUSN +14, WCHY +13, KYCW +13, KMPS +13, KTST +12	
<b>KENNY CHESNEY</b> • <i>Me And You</i> (BNA)	+578
WEZL +21, KIKK +19, KXKT +18, WQIK +17, WNCY +15, KOUL +15, WQXK +15, WHYL +15, KGMV +14, KSON +14	
<b>FAITH HILL</b> • <i>I Can't Do That Anymore</i> (WARNER BROS.)	+554
KMLE +30, KPLX +18, WCOL +17, KIIM +16, KWEN +16, KUZZ +15, KRYS +13, KJJY +13, WZZK +13, WPOC +13	
<b>TIM MCGRAW</b> • <i>Maybe We Should Just Sleep On It</i> (CURB)	+546
KZSN +17, WRNS +14, WHSL +13, KYNG +13, KYCY +12, KRKY +12, WESC +12, WGXK +12, KTST +11, WKSJ +11	
<b>GARTH BROOKS</b> • <i>That Ol' Wind</i> (CAPITOL NASHVILLE)	+485
WGRL +30, KSAN +22, KYCW +18, WHSL +15, KHEY +14, KIKK +13, WWGR +12, KWNR +12, KRMD +12, WPOC +11	
<b>CLAY WALKER</b> • <i>Bury The Shovel</i> (GIANT)	+478
WRNS +23, WGRL +18, KWEN +16, WJCL +15, WHSL +14, WWGR +12, KYCY +12, WKHK +11, KKAT +11, KASE +11	
<b>PATTY LOVELESS</b> • <i>Lonely Too Long</i> (EPIC)	+465
KIKK +21, KSON +16, WKSJ +15, WRBQ +15, WGH +15, WKXK +14, KRYS +13, WUSN +13, KGMV +12, WKSJ +12	
<b>DEANA CARTER</b> • <i>Strawberry Wine</i> (CAPITOL NASHVILLE)	+465
WKTF +19, WWKA +17, WHYL +14, KNAX +14, WBEE +14, WKSJ +13, WSOC +12, WSIX +12, WJCL +12, KHAY +11	
<b>TRACY LAWRENCE</b> • <i>Is That A Tear</i> (ATLANTIC)	+440
KMLE +17, WBCT +21, WKIX +20, KASE +20, KVET +17, KXKC +15, KWEN +14, WGRL +13, KMDL +13, WRNS +13	
<b>CLINT BLACK</b> • <i>Like The Rain</i> (RCA)	+397
KKAT +18, WMZQ +17, WCOL +16, KRST +16, KIKK +16, KDDK +15, WBEE +15, WKXC +13, WYNK +13, WZZK +13	
<b>BRYAN WHITE</b> • <i>That's Another Song</i> (ASYLUM)	+392
WBCT +22, WWGR +15, KIIM +15, KWEN +15, WCMS +15, KASE +14, WUBE +12, WQMX +11, KRYS +11, WIL +11	
<b>TRAVIS TRITT</b> • <i>More Than You'll Ever Know</i> (WARNER BROS.)	+378
WYGY +22, WEZL +21, KXKY +20, KIKK +17, WDDO +15, WIRK +15, KKBQ +15, KJJY +14, WKLB +13, KNAX +13	
<b>DAVID KERSH</b> • <i>Goodnight Sweetheart</i> (CURB)	+377
KTOM +21, KIIM +19, WKIX +18, WKXC +18, WRNS +14, KWNR +11, KMLE +10, WNCY +9, KSKS +9, KNAX +9	

## MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
<b>ALAN JACKSON</b> <i>Little Bitty</i> (Arista)	59	<b>MARY CHAPIN CARPENTER</b> <i>Let Me Into Your Heart</i> (Columbia)	17
<b>FAITH HILL</b> <i>I Can't Do That Anymore</i> (Warner Bros.)	39	<b>GARY ALLAN</b> <i>Her Man</i> (Decca)	14
<b>TIM MCGRAW</b> <i>Maybe We Should Just Sleep On It</i> (Curb)	33	<b>JAMES BONAMY</b> <i>All I Do Is Love Her</i> (Epic)	12
<b>BRYAN WHITE</b> <i>That's Another Song</i> (Asylum)	33	<b>BILLY DEAN</b> <i>I Wouldn't Be A Man</i> (Capitol Nashville)	12
<b>LEANN RIMES</b> <i>One Way Ticket (Because I Can)</i> (Curb)	30	<b>DAVID KERSH</b> <i>Goodnight Sweetheart</i> (Curb)	12
<b>TRACY LAWRENCE</b> <i>Is That A Tear</i> (Atlantic)	27	<b>MARTY STUART</b> <i>You Can't Stop Love</i> (MCA)	12
<b>TERRI CLARK</b> <i>Poor, Poor Pitiful Me</i> (Mercury Nashville)	23	<b>RANDY TRAVIS</b> <i>Would I</i> (Warner Bros.)	12

# VIDEO PLAYLISTS

**TNN**  
THE NASHVILLE NETWORK  
The Heart of Country

	TW	LW		TW	LW
1	Trace Adkins, Every Light In The House	5	2	1	Reba McEntire, The Fear Of Being Alone
2	Vince Gill, Worlds Apart	5	3	2	Deana Carter, Strawberry Wine
3	Travis Tritt, More Than You'll Ever Know	4	4	3	David Lee Murphy, The Road You Leave Behind
4	Deana Carter, Strawberry Wine	4	2	4	Kenny Chesney, Me And You
5	Daryle Singletary, Amen Kind Of Love	4	0	5	Cleuts & T. Judd, (She's Got A Butt) Bigger Than The Beatles
6	Brooks & Dunn, Mama Don't Get Dressed Up For Nothing	4	4	6	Brooks & Dunn, Mama Don't Get Dressed Up For Nothing
7	David Lee Murphy, The Road You Leave Behind	4	3	7	Patty Loveless, Lonely Too Long
8	Mary Chapin Carpenter, Let Me Into Your	4	4	8	John Berry, Change My Mind
9	Mark Chesnut, It's A Little Too Late	4	3	9	John Michael Montgomery, Ain't Got Nothin' On Us
10	Kenny Chesney, Me And You	4	4	10	Bryan White, That's Another Song
11	Patty Loveless, Lonely Too Long	4	4	11	Travis Tritt, More Than You'll Ever Know
12	John Berry, Change My Mind	4	4	12	Billy Ray Cyrus, Trail Of Tears
13	Tim McGraw, Maybe We Should Just Sleep On It	4	4	13	Vince Gill, Worlds Apart
14	Tracy Byrd, Big Love	4	3	14	Paul Brandt, I Do
15	BR5-49, Cherokee Boogie	3	0	15	Shania Twain, Home Ain't Where His Heart Is (Anymore)
16	Dolly Parton, Just When I Needed You Most	3	3	16	Sammy Kershaw, Vidalia
17	Neal McCoy, Going, Going, Gone	3	3	17	Tim McGraw, Maybe We Should Just Sleep On It
18	Tim McGraw, Maybe We Should Just Sleep On It	3	3	18	Rick Trevino, Running Out Of Reasons To Fun
19	Pam Tillis, Betty's Got A Bass Boat	3	3	19	LeAnn Rimes, One Way Ticket (Because I Can)
20	LeAnn Rimes, Blue	3	0	20	Randy Travis, Would I
21	Lonestar, When Cowboys Didn't Dance	3	2	21	Daryle Singletary, Amen Kind Of Love
22	Rhett Akins, Love You Back	3	3	22	Terri Clark, Poor, Poor Pitiful Me
23	Suzie Q, No Way Out	3	4	23	Mary Chapin Carpenter, Let Me Into Your
24	Billy Ray Cyrus, Trail Of Tears	3	4	24	Helen Darling, Full Deck Of Cards
25	Marina McBride, Swingin' The Doors	3	0	25	Lisa Brokop, West Of Crazy
26	The Beach Boys Featuring Doug Supernaw, Long Tall Texan	3	3	26	James Bonamy, All I Do Is Love Her
27	Diamond Rio, It's All In Your Head	2	2	27	Dolly Parton, Just When I Needed You Most
28	Paul Jefferson, I Might Just Make It	2	2	28	Trace Adkins, Every Light In The House
29	Clint Black, A Better Man	2	0	29	Ricochet, Love Is Stronger Than Pride
30	Faith Hill, Piece Of My Heart	2	0	30	David Kersh, Goodnight Sweetheart
				31	Pam Tillis, Betty's Got A Bass Boat
				32	Lonestar, When Cowboys Didn't Dance
				33	Brady Seals, Another You, Another Me
				34	Paul Jefferson, I Might Just Make It
				35	Wade Hayes, Where Do I Go To Start All Over
				36	Gary Allan, Her Man
				37	Suzie Q, No Way Out
				38	BR5-49, Cherokee Boogie
				39	Kevin Sharp, Nobody Knows
				40	Tracy Byrd, Big Love
				41	Caryl Mack Parker, Better Love Next Time
				42	Mark Chesnut, It's A Little Too Late
				43	Mark Willis, High Low And In Between
				44	K.T. Oslin, Silver Tongue And Goldplated Lies
				45	Diamond Rio, It's All In Your Head
				46	Burnin' Daylight, Love Worth Fighting For
				47	Chris LeDoux, Five Dollar Fine
				48	Mila Mason, That's Enough Of That
				49	The Beach Boys Featuring Doug Supernaw, Long Tall Texan
				50	Neal McCoy, Going, Going, Gone

## COUNTRY RECURRENT AIRPLAY

RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)	RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)
1	1887	1978	GUYS DO IT ALL THE TIME MINDY MCCREARY (BNA)	14	1204	1235	I THINK ABOUT YOU COLLIN RAYE (EPIC)
2	1853	2058	LEARNING AS YOU GO RICK TREVINO (COLUMBIA)	15	1195	1525	THAT GIRL'S BEEN SPYIN' ON ME BILLY DEAN (CAPITOL NASHVILLE)
3	1665	2025	I DON'T THINK I WILL JAMES BONAMY (EPIC)	16	1137	1211	NO NEWS LONESTAR (BNA)
4	1646	1785	DADDY'S MONEY RICOCHET (COLUMBIA)	17	1121	1139	TEN THOUSAND ANGELS MINDY MCCREARY (BNA)
5	1579	1681	CARRIED AWAY GEORGE STRAIT (MCA)	18	1093	1024	EVERY TIME I GET AROUND YOU DAVID LEE MURPHY (MCA)
6	1443	1477	NO ONE NEEDS TO KNOW SHANIA TWAIN (MERCURY NASHVILLE)	19	1092	1050	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
7	1405	1463	MY MARIA BROOKS & DUNN (ARISTA)	20	1091	1108	MEANT TO BE SAMMY KERSHAW (MERCURY NASHVILLE)
8	1385	1606	JACOB'S LADDER MARK WILLIS (MERCURY NASHVILLE)	21	1090	1102	CHECK YES OR NO GEORGE STRAIT (MCA)
9	1335	1339	TIME MARCHES ON TRACY LAWRENCE (ATLANTIC)	22	1033	877	DUST ON THE BOTTLE DAVID LEE MURPHY (MCA)
10	1307	1395	I AM THAT MAN BROOKS & DUNN (ARISTA)	23	1004	1086	THAT'S WHAT I GET FOR LOVIN' YOU DIAMOND RIO (ARISTA)
11	1293	1305	BLUE CLEAR SKY GEORGE STRAIT (MCA)	24	1003	1016	YOU WIN MY LOVE SHANIA TWAIN (MERCURY NASHVILLE)
12	1284	1274	DON'T GET ME STARTED RHETT AKINS (DECCA)	25	998	1000	ANY MAN OF MINE SHANIA TWAIN (MERCURY NASHVILLE)
13	1271	1341	ON A GOOD NIGHT WADE HAYES (COLUMBIA)				

Recurrents are titles which have appeared on the Hot Country Singles chart for 20 weeks and have dropped below the top 20.

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# AIRPLAY **Monitor** POWER PLAYLISTS™

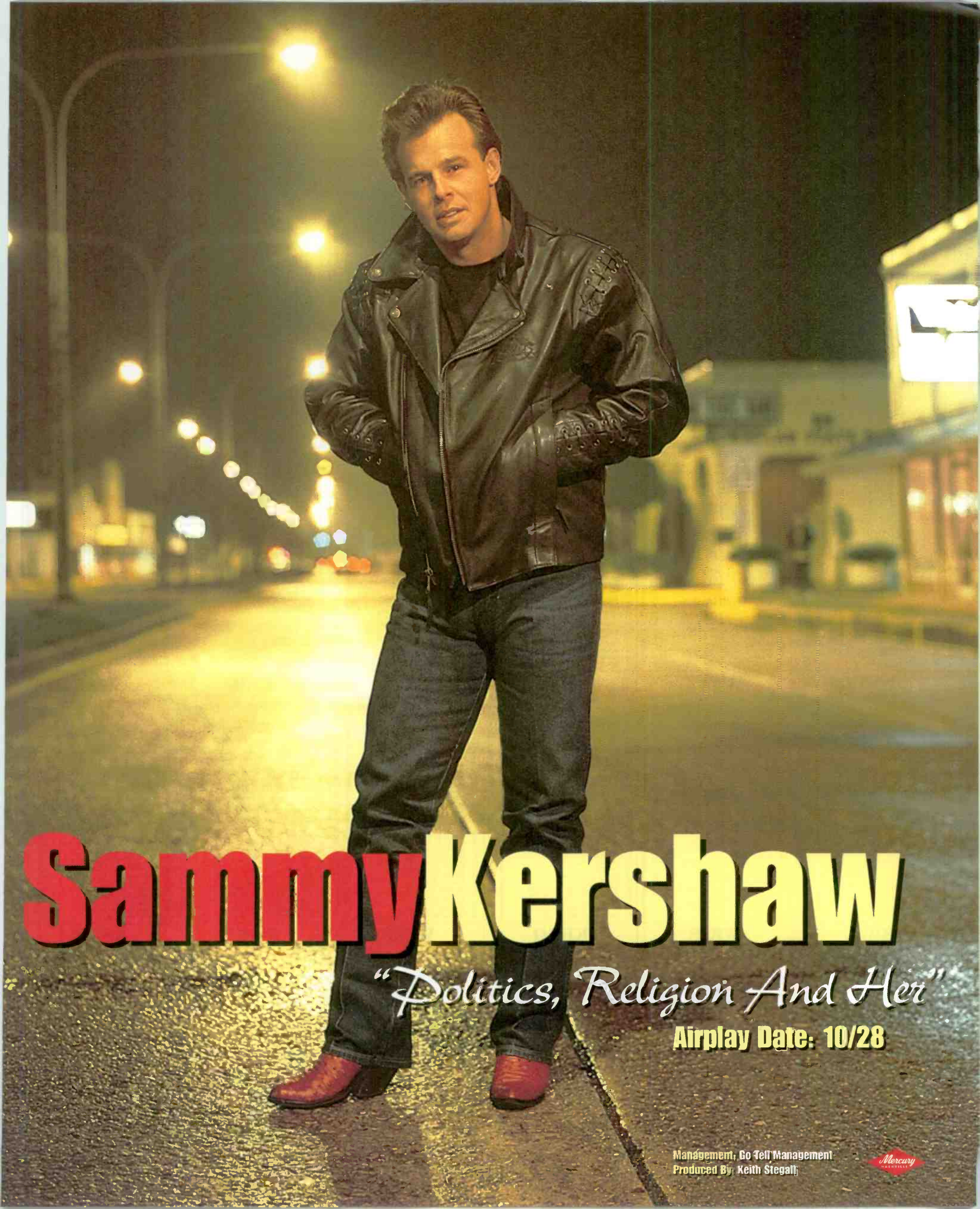
For Week Ending October 20, 1996



Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly cume, beginning with the highest-cuming station. Cumes are updated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.

## COUNTRY

WUSN		KZLA		WKHX		KSCS		WMZQ		WXTU	
Chicago PD: Dean McNeil MD: Tricia Biondo		Los Angeles PD: John Sebastian APD/MD: Bill Fink		Atlanta PD: Neil McGinley MD: Johnny Gray		Dallas PD: Dean James MD: Linda O'Brian		Washington, DC PD/MD: Mac Daniels		Philadelphia PD: Kevin O'Neal Acting MD: Jim Radler	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	Ty Herndon, Living In A Moment	1	John Berry, Change My Mind	1	Travis Tritt, More Than You'll Ever Know	1	Kenny Chesney, Me And You	1	Travis Tritt, More Than You'll Ever Know	1	Billy Dean, That Girl's Been Spinn' On M
2	Trisha Yearwood, Believe Me Baby	2	Clint Black, Like The Rain	2	Clint Black, Like The Rain	2	Alabama, The Maker Said Take Her	2	Vince Gill, Worlds Apart	2	Ty Herndon, Living In A Moment
3	Alabama, The Maker Said Take Her	3	Garth Brooks, That Ol' Wind	3	Garth Brooks, That Ol' Wind	3	David Lee Murphy, The Road You Leave Beh	3	David Lee Murphy, The Road You Leave Beh	3	Tracy Lawrence, Stars Over Texas
4	Tracy Lawrence, Stars Over Texas	4	Travis Tritt, More Than You'll Ever Know	4	Travis Tritt, More Than You'll Ever Know	4	George Strait, I Can Still Make Cheyenne	4	Alabama, The Maker Said Take Her	4	Clint Black, Like The Rain
5	Patty Loveless, Lonely Too Long	5	David Kersh, Goodnight Sweetheart	5	David Kersh, Goodnight Sweetheart	5	Clint Black, Like The Rain	5	Clint Black, Like The Rain	5	Trisha Yearwood, Believe Me Baby
6	Kenny Chesney, Me And You	6	Trace Adkins, Every Light In The House I	6	Trace Adkins, Every Light In The House I	6	Deana Carter, Strawberry Wine	6	Deana Carter, Strawberry Wine	6	Mia Mason, That's Enough Of That
7	Paul Brandt, I Do	7	George Strait, I Can Still Make Cheyenne	7	George Strait, I Can Still Make Cheyenne	7	Travis Tritt, More Than You'll Ever Know	7	Travis Tritt, More Than You'll Ever Know	7	John Berry, Change My Mind
8	Paul Brandt, I Do	8	Alabama, The Maker Said Take Her	8	Alabama, The Maker Said Take Her	8	John Berry, Change My Mind	8	John Berry, Change My Mind	8	David Kersh, Goodnight Sweetheart
9	Clint Black, Like The Rain	9	Kenny Chesney, Me And You	9	Kenny Chesney, Me And You	9	Reba McEntire, The Fear Of Being Alone	9	Reba McEntire, The Fear Of Being Alone	9	Travis Tritt, More Than You'll Ever Know
10	Deana Carter, Strawberry Wine	10	Reba McEntire, The Fear Of Being Alone	10	Reba McEntire, The Fear Of Being Alone	10	Collin Raye, Love Remains	10	Collin Raye, Love Remains	10	John Michael Montgomery, Ain't Got Nothin'
11	Brooks & Dunn, Mama Don't Get Dressed Up	11	Gary Allan, Her Man	11	Gary Allan, Her Man	11	Diamond Rio, It's All In Your Head	11	Diamond Rio, It's All In Your Head	11	Paul Brandt, I Do
12	Tim McGraw, Maybe We Should Just Sleep O	12	Patty Loveless, Lonely Too Long	12	Patty Loveless, Lonely Too Long	12	Trace Adkins, Every Light In The House I	12	Trace Adkins, Every Light In The House I	12	Reba McEntire, The Fear Of Being Alone
13	Reba McEntire, The Fear Of Being Alone	13	Ricochet, Love Is Stronger Than Pride	13	Ricochet, Love Is Stronger Than Pride	13	Trisha Yearwood, Believe Me Baby	13	Trisha Yearwood, Believe Me Baby	13	Brooks & Dunn, Mama Don't Get Dressed Up
14	John Michael Montgomery, Ain't Got Nothin'	14	Brooks & Dunn, Mama Don't Get Dressed Up	14	Brooks & Dunn, Mama Don't Get Dressed Up	14	John Michael Montgomery, Ain't Got Nothin'	14	John Michael Montgomery, Ain't Got Nothin'	14	Garth Brooks, That Ol' Wind
15	David Lee Murphy, The Road You Leave Beh	15	Terrri Clark, Poor, Poor Pitiful Me	15	Terrri Clark, Poor, Poor Pitiful Me	15	LeAnn Rimes, One Way Ticket	15	LeAnn Rimes, One Way Ticket	15	LeAnn Rimes, One Way Ticket
16	Diamond Rio, It's All In Your Head	16	LeAnn Rimes, One Way Ticket	16	LeAnn Rimes, One Way Ticket	16	LeAnn Rimes, One Way Ticket	16	LeAnn Rimes, One Way Ticket	16	LeAnn Rimes, One Way Ticket
17	Terrri Clark, Poor, Poor Pitiful Me	17	Martina McBride, Swingin' The Doors	17	Martina McBride, Swingin' The Doors	17	Western Flyer, What Will You Do With M-E	17	Western Flyer, What Will You Do With M-E	17	Martina McBride, Swingin' The Doors
18	George Strait, I Can Still Make Cheyenne	18	Kevin Sharp, Nobody Knows	18	Kevin Sharp, Nobody Knows	18	Trace Adkins, Every Light In The House I	18	Trace Adkins, Every Light In The House I	18	Clay Walker, Bury The Shovel
19	Garth Brooks, That Ol' Wind	19	Bryan White, That's Another Song	19	Bryan White, That's Another Song	19	Clay Walker, Bury The Shovel	19	Clay Walker, Bury The Shovel	19	Clay Walker, Bury The Shovel
20	David Kersh, Goodnight Sweetheart	20	Tim McGraw, Maybe We Should Just Sleep O	20	Tim McGraw, Maybe We Should Just Sleep O	20	Vince Gill, Worlds Apart	20	Vince Gill, Worlds Apart	20	Mindy McCready, Guys Do It All The Time
21	Ricochet, Love Is Stronger Than Pride	21	Trisha Yearwood, Believe Me Baby	21	Trisha Yearwood, Believe Me Baby	21	Trisha Yearwood, Believe Me Baby	21	Trisha Yearwood, Believe Me Baby	21	John Berry, Change My Mind
22	Clay Walker, Bury The Shovel	22	Tracy Lawrence, Stars Over Texas	22	Tracy Lawrence, Stars Over Texas	22	Ricochet, Love Is Stronger Than Pride	22	Ricochet, Love Is Stronger Than Pride	22	John Berry, Change My Mind
23	Vince Gill, Worlds Apart	23	Alan Jackson, Little Bitty	23	Alan Jackson, Little Bitty	23	John Berry, Change My Mind	23	John Berry, Change My Mind	23	John Berry, Change My Mind
24	John Berry, Change My Mind	24	Deana Carter, Strawberry Wine	24	Deana Carter, Strawberry Wine	24	John Berry, Change My Mind	24	John Berry, Change My Mind	24	John Berry, Change My Mind
25	David Lee Murphy, Every Time I Get Aroun	25	Paul Brandt, I Do	25	Paul Brandt, I Do	25	John Berry, Change My Mind	25	John Berry, Change My Mind	25	John Berry, Change My Mind
26	Alan Jackson, Little Bitty	26	Wynonna, My Angel Is Here	26	Wynonna, My Angel Is Here	26	John Berry, Change My Mind	26	John Berry, Change My Mind	26	John Berry, Change My Mind
27	Jo Dee Messina, You're Not In Kansas Any	27	David Lee Murphy, The Road You Leave Beh	27	David Lee Murphy, The Road You Leave Beh	27	John Berry, Change My Mind	27	John Berry, Change My Mind	27	John Berry, Change My Mind
28	Mindy McCready, Guys Do It All The Time	28	Mia Mason, That's Enough Of That	28	Mia Mason, That's Enough Of That	28	John Berry, Change My Mind	28	John Berry, Change My Mind	28	John Berry, Change My Mind
29	LeAnn Rimes, One Way Ticket	29	Jo Dee Messina, You're Not In Kansas Any	29	Jo Dee Messina, You're Not In Kansas Any	29	John Berry, Change My Mind	29	John Berry, Change My Mind	29	John Berry, Change My Mind
30	Brooks & Dunn, My Mana	30	James Bonamy, She's Got A Mind Of Her O	30	James Bonamy, She's Got A Mind Of Her O	30	John Berry, Change My Mind	30	John Berry, Change My Mind	30	John Berry, Change My Mind



# Sammy Kershaw

*"Politics, Religion And Her"*

**Airplay Date: 10/28**

Management, Co Tell Management  
Produced By Keith Stegall

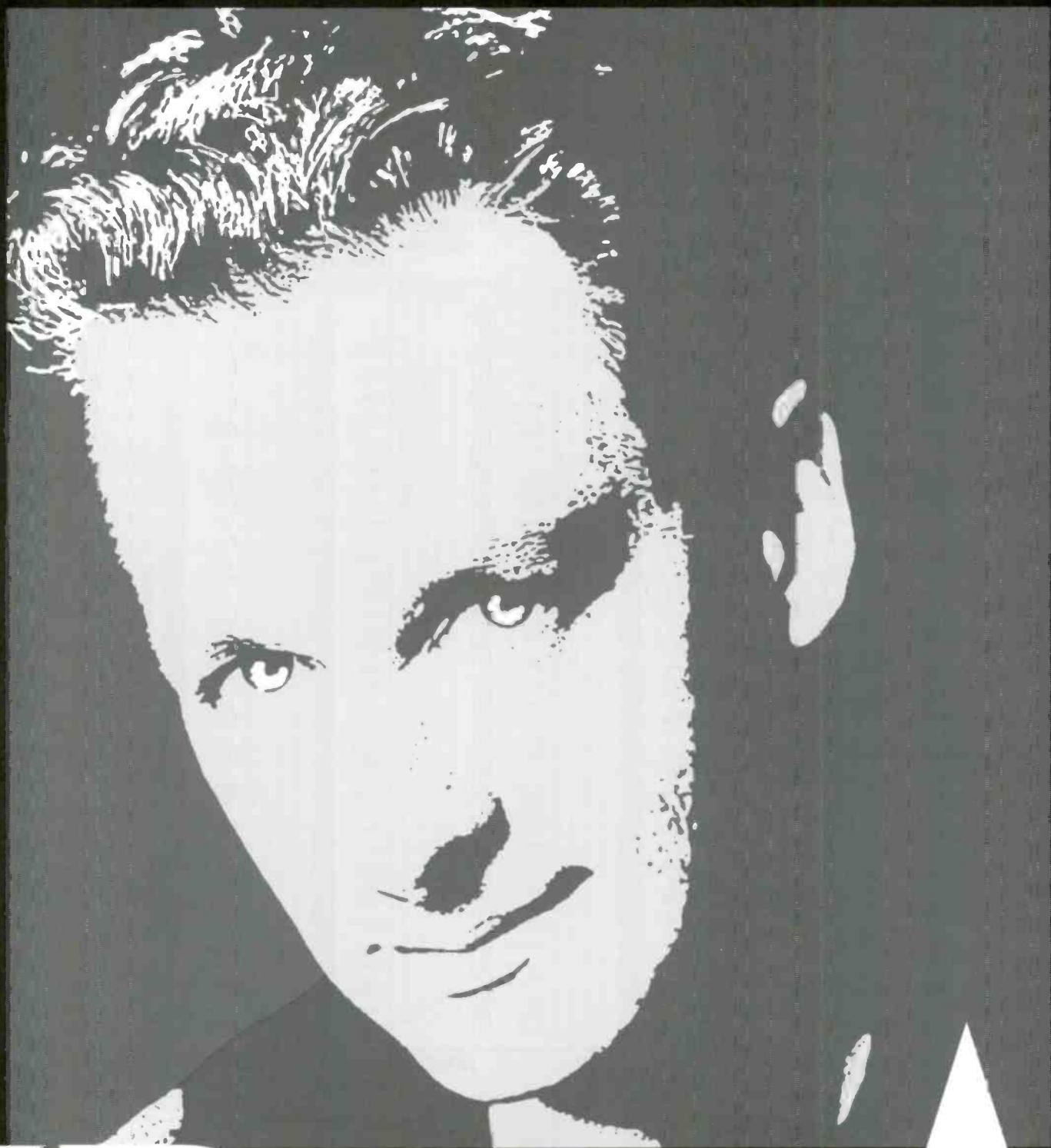




Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week.

COUNTRY

Grid of 48 country music playlists for various stations including WTQR, WDSY, WSIX, KMLE, KFRG, WSOC, WUBE, WQYK, WRBQ, WWKA, WHKO, WAMZ, WKLK, WWYZ, KSN, WSSL, WMIL, WSM, KWJJ, WKIS, KBEQ, WZZK, WDAF, and KSON.



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**COUNTRY AIRPLAY**

★ ★ ★ **AIRPOWER** ★ ★ ★  
(Minimum 3200 detections for the first time)

**TRACE ADKINS 3313/370**  
*Every Light In The House (Capitol Nashville)*  
Total Stations: 158/Chart Move: 21-16  
Heavy (35+ plays): 12 KKQB, KNIX, KUPL, KWJJ, KXKC, KYNG, KZLA, WAMZ, WCOL, WQBE, WUSY, WXBO  
Medium (25-34): 34 KCCY, KCYY, KDDK, KFKF, KHEY, KKCS, KMDL, KTOM, KUZZ, KYCY, KYGO, WDOD, WDRM, WESC, WFLS, WFRE, WGH, WGKX, WGN, WGR, WIL, WIVK, WKCN, WKIX, WKJN, WKSF, WKXC, WPOC, WQMX, WRKZ, WSTH, WUBE, WWGR, WYAY  
Light (Under 25): 112  
New Airplay This Week: 3 KRAK, KSSN, WSOC

**BROOKS & DUNN 3289/203**  
*Mama Don't Get Dressed Up For Nothing (Arista)*  
Total Stations: 155/Chart Move: 20-17  
Heavy (35+): 5 KCYY, KRYS, WKXX, WNCY, WSTH  
Medium (25-34): 42 KCCY, KDRK, KFMS, KFRG, KHAY, KMDL, KMPS, KOUL, KRMD, KTEX, KTOM, KTST, KUPL, KXKC, KYCW, KZLA, KZSN, WBCT, WCOL, WCTK, WDOD, WESC, WFRE, WHYL, WKCN, WKJN, WKKO, WMSI, WMZQ, WPOC, WPOR, WQMX, WQXK, WRBQ, WRKZ, WRNS, WSIX, WSSL, WUSY, WWGR, WXB, WYAY  
Light (Under 25): 108

Medium (25-34): 10 KKQB, KMDL, KTOM, KTST, KXKC, KZLA, WGKX, WNCY, WRNS, WXBO  
Light (Under 25): 145  
New Airplay This Week: 33 KFDI, KFRG, KHEY, KNCI, KOUL, KRTY, KSON, KTEX, KYNG, KZSN, WCOS, WCTK, WCUZ, WDRM, WFLS, WFMS, WGGY, WGH, WHSL, WIOV, WIRK, WJCL, WKCO, WKHX, WKXX, WKL, WKSJ, WOKO, WQDR, WROO, WSM, WSSL, WYD

Medium (25-34): 3 KHEY, KYGO, WXB  
Light (Under 25): 115  
New Airplay This Week: 6 KATM, WCTK, WGN, WPOR, WROO, WWA

**999 - 500 DETECTIONS**

**GARY ALLAN 1983/353**  
*Her Man (Decca)*  
Total Stations: 149/Chart Move: 36-33  
Heavy (35+): 5 KKQB, KMDL, KXKC, WHYL, WKIX  
Medium (25-34): 14 KFMS, KMLE, KRTY, KRYS, KWJJ, KYNG, KZLA, WDOD, WFRE, WIVK, WKJN, WKTF, WRKZ, WYAY  
Light (Under 25): 130  
New Airplay This Week: 14 KIKK, KKAT, KRST, KZSN, WCUZ, WDSY, WKHK, WMJC, WQBE, WQIK, WUSN, WVLK, WXB, WYKN

**FAITH HILL 979/554**  
*I Can't Do That Anymore (Warner Bros.)*  
Total Stations: 115/Chart Move: 58-47  
Heavy (35+): 0  
Medium (25-34): 2 KMLE, KSOP  
Light (Under 25): 113  
New Airplay This Week: 39 KHAY, KHEY, KIIM, KIKF, KIKK, KJYJ, KMDL, KMPS, KNIX, KPLX, KRYS, KSKS, KSON, KTOM, KUPL, KUZZ, KWEN, KXKC, WBCT, WCHY, WCOL, WFLS, WGH, WGKX, WKJN, WLWI, WMJC, WOW, WPOC, WQBE, WRKZ, WRNS, WTQR, WUSN, WWGR, WWW, WXB, WXBQ, WZZK

**MARY CHAPIN CARPENTER 1806/339**  
*Let Me Into Your Heart (Columbia)*  
Total Stations: 142/Chart Move: 39-37  
Heavy (35+): 1 KYCY  
Medium (25-34): 12 KYCW, KYNG, WBBS, WBCT, WCOL, WGR, WIVK, WMZQ, WPOC, WQBE, WXBQ, WYAY  
Light (Under 25): 129  
New Airplay This Week: 17 KAJA, KDRK, KHEY, KKAT, KNAX, KRMD, KSN, KUPL, KXXY, WCOS, WCUZ, WKXC, WMSI, WNOE, WOKO, WQDR, WYRK

**BRYAN WHITE 967/392**  
*That's Another Song (Asylum)*  
Total Stations: 107/Chart Move: 54-48  
Heavy (35+): 0  
Medium (25-34): 3 KASE, KZLA, WBCT  
Light (Under 25): 104  
New Airplay This Week: 33 KFDI, KHAY, KHEY, KIIM, KKCS, KMDL, KUZZ, KVET, KVOO, KWEN, KZSN, WBBS, WBEE, WCHY, WDOD, WGH, WGKX, WIL, WIOV, WKHK, WKXX, WLWI, WMIL, WMJC, WMZQ, WQXK, WROO, WSM, WUBE, WWGR, WYD, WYCD, WZZK

**LEANN RIMES 1621/583**  
*One Way Ticket (Because I Can) (Curb)*  
Total Stations: 139/Chart Move: 44-39  
Heavy (35+): 0  
Medium (25-34): 6 KEEY, KFMS, KMPS, KYCY, KZLA, WYAY  
Light (Under 25): 133  
New Airplay This Week: 30 KBEQ, KKAT, KNCI, KRST, KRYS, KSON, KTEX, KTOM, KTST, KUZZ, KZSN, WBBS, WBEE, WBOB, WCKT, WCTK, WDD, WESC, WKHK, WMJC, WMSI, WPOR, WQMX, WQYK, WRNS, WUSN, WVLK, WWA, WWW, WYCD

**WADE HAYES 866/141**  
*Where Do I Go To Start All Over (Columbia)*  
Total Stations: 99/Chart Move: 48-49  
Heavy (35+): 0  
Medium (25-34): 0  
Light (Under 25): 99  
New Airplay This Week: 7 KCYY, KIKF, KXKT, WKXX, WROO, WTR, WYD

**MARTINA MCBRIDE 1450/62**  
*Swingin' Doors (RCA)*  
Total Stations: 127/Chart Move: 40-40  
Heavy (35+): 0  
Medium (25-34): 4 KFMS, KZLA, WHYL, WYD  
Light (Under 25): 123  
New Airplay This Week: 3 KATM, KYNG, WSOC

**MARK CHESNUTT 800/100**  
*It's A Little Too Late (Decca)*  
Total Stations: 98/Chart Move: 50-50  
Heavy (35+): 0  
Medium (25-34): 3 KFMS, KWJJ, WGR  
Light (Under 25): 95  
New Airplay This Week: 8 KIKK, KNCI, KOUL, WBOB, WKIX, WOKO, WPOC, WQXK

**RHETT AKINS 1289/199**  
*Love You Back (Decca)*  
Total Stations: 119/Chart Move: 42-41  
Heavy (35+): 0  
Medium (25-34): 3 KXKC, KYGO, WGR  
Light (Under 25): 116  
New Airplay This Week: 4 KASE, KCYY, KNCI, WXTU

**BR5-49 699/74**  
*Cherokee Boogie (Arista)*  
Total Stations: 73/Chart Move: 53-52  
Heavy (35+): 0  
Medium (25-34): 5 KYCW, WDAF, WQBE, WYD, WXBQ  
Light (Under 25): 68  
New Airplay This Week: 7 KATM, WBCT, WCM, WIL, WKTF, WSIX, WYKN

**NEAL MCCOY 1224/189**  
*Going, Going, Gone (Atlantic)*  
Total Stations: 121/Chart Move: 45-42  
Heavy (35+): 0  
Medium (25-34): 3 KFMS, KXKC, WRNS  
Light (Under 25): 118  
New Airplay This Week: 7 KIKF, KTOM, WCTK, WIL, WKXX, WPOR, WRBQ

**LEE ROY PARNELL 699/15**  
*We All Get Lucky Sometimes (Career)*  
Total Stations: 71/Chart Move: 51-53  
Heavy (35+): 0  
Medium (25-34): 1 WYAY  
Light (Under 25): 70

**499 - 75 DETECTIONS**

**KEVIN SHARP 1191/152**  
*Nobody Knows (Asylum)*  
Total Stations: 88/Chart Move: 43-43  
Heavy (35+): 1 KYCY  
Medium (25-34): 14 KKQB, KMDL, KMLE, KSOP, KXKC, KYCW, KZLA, WIVK, WKSF, WQBE, WYD, WXBQ, WYAY, WYCD  
Light (Under 25): 73  
New Airplay This Week: 8 KIKF, KNIX, KYGO, KYNG, WEZL, WKLB, WKSJ, WRKZ

**MINDY MCCREARY FEATURING RICHIE MCDONALD 491/102**  
*Maybe He'll Notice Her Now (BNA)*  
Total Stations: 80/Chart Move: 60-54  
Heavy (35+): 0  
Medium (25-34): 0  
Light (Under 25): 80  
New Airplay This Week: 9 KAJA, KFDI, KIIM, WCKT, WKCN, WKSJ, WMJC, WRNS, WSM

**RANDY TRAVIS 1178/177**  
*Would I (Warner Bros.)*  
Total Stations: 116/Chart Move: 47-45  
Heavy (35+): 0  
Medium (25-34): 5 KASE, WBCT, WQBE, WRNS, WXBQ  
Light (Under 25): 111  
New Airplay This Week: 12 KBEQ, KFRG, KILT, KKAT, KMPS, KPLX, KRST, WKIS, WKSJ, WOW, WPOR, WQXK

**★ TRACY LAWRENCE 490/440**  
*Is That A Tear (Atlantic)*  
Total Stations: 71/Chart Move: Debut 55  
Heavy (35+): 0  
Medium (25-34): 3 KASE, KMLE, WBCT  
Light (Under 25): 68  
New Airplay This Week: 27 KDDK, KFMS, KHAY, KMDL, KMLE, KRYS, KSOP, KTST, KUZZ, KVET, KVOO, KWEN, KXKC, WAMZ, WCHY, WEZL, WGR, WGR, WHYL, WIVK, WKIX, WKJN, WQMX, WRNS, WSIX, WUSY, WYAY

**LONESTAR 1123/113**  
*When Cowboys Didn't Dance (BNA)*  
Total Stations: 118/Chart Move: 46-46  
Heavy (35+): 0

**3199 - 1000 DETECTIONS**

**GARTH BROOKS 3140/485**  
*That Ol' Wind (Capitol Nashville)*  
Total Stations: 157/Chart Move: 26-18  
Heavy (35+ plays): 5 KRYS, KSN, KYCY, KYNG, KZLA  
Medium (25-34): 26 KCCY, KHEY, KIKK, KRMD, KTOM, KTST, KWN, KYCW, WAMZ, WBBS, WBCT, WBEE, WDOD, WGH, WGR, WIVK, WKCN, WKIX, WKJN, WKSF, WMSI, WMZQ, WNCY, WRBQ, WWGR, WYAY  
Light (Under 25): 126  
New Airplay This Week: 3 KILT, WGR, WTR

**ALAN JACKSON 2823/1637**  
*Little Bitty (Arista)*  
Total Stations: 153/Chart Move: 41-24  
Heavy (35+): 6 KMLE, KMPS, KRYS, KYCW, KYCY, KYNG  
Medium (25-34): 29 KAJA, KASE, KFMS, KILT, KKQB, KNIX, KPLX, KRTY, KXKC, WAMZ, WBCT, WBEE, WCM, WDAF, WGAR, WGKX, WHYL, WIVK, WJCL, WKIX, WKSF, WQBE, WQYK, WRKZ, WROO, WUBE, WXBQ, WYAY, WYD  
Light (Under 25): 118  
New Airplay This Week: 59 KATM, KBEQ, KFKF, KFRG, KGM, KHEY, KIIM, KIKF, KIKK, KILT, KKAT, KMDL, KNCI, KRAK, KRST, KSON, KTEX, KTST, KTTS, KUPL, KUZZ, KVOO, WCTK, WDOD, WDRM, WESC, WEZL, WFRE, WGN, WGR, WIL, WIOV, WIRK, WKCO, WKHK, WKHX, WKKO, WKX, WKL, WMJC, WMSI, WMZQ, WNOE, WPOC, WQDR, WRNS, WSIX, WSM, WSOC, WSSL, WUSN, WUSY, WVLK, WWGR, WWW, WXB, WXTU, WYKN, WZZK

**DIAMOND RIO 3110/182**  
*It's All In Your Head (Arista)*  
Total Stations: 156/Chart Move: 22-19  
Heavy (35+): 6 KFKF, KMDL, WBCT, WGR, WNCY, WWGR  
Medium (25-34): 36 KBEQ, KCYY, KDDK, KEEY, KHEY, KIIM, KIKK, KRTY, KSKS, KSOP, KTEX, KTOM, KTST, KXKC, KYCW, KYNG, WAMZ, WCHY, WCOL, WCTK, WDOD, WEZL, WFLS, WHYL, WIVK, WKCN, WKSF, WPOC, WPOR, WQIK, WQMX, WRKZ, WRNS, WUSY, WYAY, WYCD  
Light (Under 25): 113  
New Airplay This Week: 6 KILT, KYCY, WFRE, WGAR, WIRK, WSOC

**TY ENGLAND 2819/298**  
*Irresistible You (RCA)*  
Total Stations: 156/Chart Move: 27-25  
Heavy (35+): 6 WFMS, WGGY, WGR, WIL, WJCL, WRBQ  
Medium (25-34): 33 KAJA, KCCY, KDDK, KFKF, KHEY, KIIM, KNCI, KPLX, KTEX, KTOM, KTST, KXKC, KXXY, KYCY, KZSN, WCOL, WDOD, WESC, WFRE, WGAR, WGH, WHYL, WKCN, WKIX, WMSI, WPOC, WQMX, WRNS, WSIX, WSM, WSTH, WYCD, WYD  
Light (Under 25): 117  
New Airplay This Week: 4 KRAK, KRTY, KSN, WKCO

**TERRI CLARK 3058/771**  
*Poor, Poor Pitiful Me (Mercury Nashville)*  
Total Stations: 156/Chart Move: 29-20  
Heavy (35+): 2 KYCW, WWW  
Medium (25-34): 30 KAJA, KEEY, KIKK, KMLE, KPLX, KRTY, KRYS, KTEX, KTOM, KTST, KUPL, KXKC, KYCY, KZLA, WBCT, WCHY, WCM, WCOL, WDOD, WGR, WIL, WIVK, WKTF, WNCY, WPOC, WRKZ, WRNS, WSM, WSTH, WYAY  
Light (Under 25): 124  
New Airplay This Week: 23 KIIM, KOUL, KRAK, KSN, KSON, KSSN, KXXY, WBBS, WCUZ, WDAF, WDSY, WESC, WHSL, WKHX, WMZQ, WNOE, WOKO, WQDR, WQIK, WQYK, WRNS, WTR, WYKN

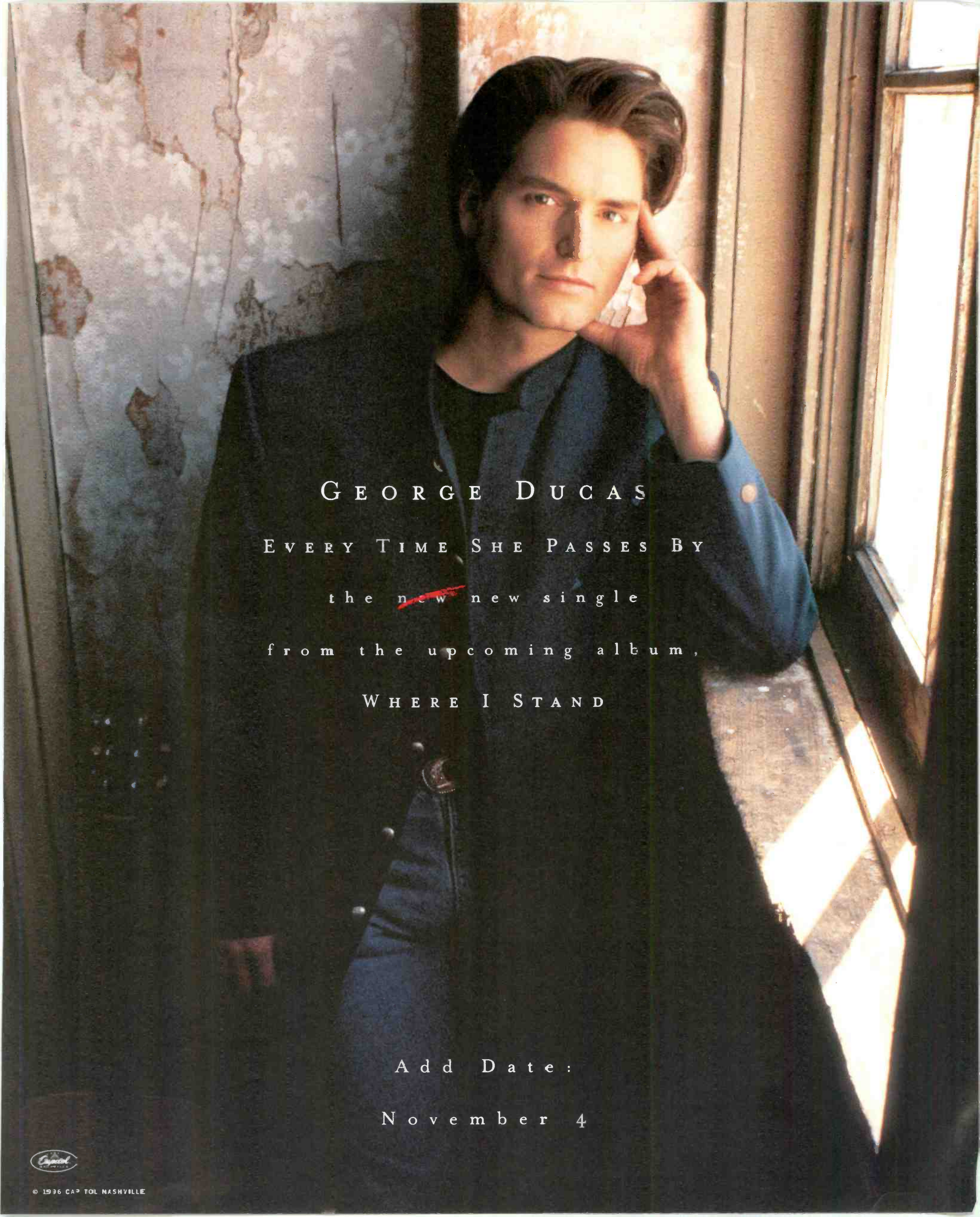
**CLAY WALKER 2725/478**  
*Bury The Shovel (Giant)*  
Total Stations: 157/Chart Move: 30-26  
Heavy (35+): 3 KSOP, WBCT, WGR  
Medium (25-34): 27 KBEQ, KCCY, KHAY, KIKF, KKCS, KRAK, KTEX, KTOM, KTST, KUPL, KXKC, KYCY, WCHY, WDOD, WJCL, WKCN, WKJN, WKSF, WMSI, WNCY, WPOC, WQMX, WRKZ, WRNS, WSTH, WWGR, WYAY  
Light (Under 25): 127  
New Airplay This Week: 9 KWEN, KYNG, WCUZ, WDSY, WKKO, WQDR, WRNS, WTR, WYCD

**RICOCHET 3022/155**  
*Love Is Stronger Than Pride (Columbia)*  
Total Stations: 158/Chart Move: 23-21  
Heavy (35+): 3 KHEY, KRYS, KYNG  
Medium (25-34): 26 KDDK, KIIM, KMDL, KRMD, KSON, KTEX, KTOM, KTST, KXKC, KXKT, KYCY, KZLA, KZSN, WBCT, WCOL, WGAR, WHSL, WKSF, WNCY, WPOC, WQMX, WRKZ, WRNS, WSIX, WWGR, WYCD  
Light (Under 25): 129  
New Airplay This Week: 2 KRAK, WMZQ

**MILA MASON 2361/159**  
*That's Enough Of That (Atlantic)*  
Total Stations: 153/Chart Move: 31-28  
Heavy (35+): 4 KFRG, KYNG, WJCL, WRBQ  
Medium (25-34): 23 KAJA, KHAY, KIKF, KILT, KMDL, KOUL, KUPL, KUZZ, WBCT, WDOD, WIVK, WKXX, WKSF, WPOC, WQBE, WRKZ, WRNS, WSM, WUSY, WYD, WXB, WXBQ, WXTU  
Light (Under 25): 126  
New Airplay This Week: 5 KRTY, KSN, WMIL, WQDR, WTR

**DAVID KERSH 2836/377**  
*Goodnight Sweetheart (Curb)*  
Total Stations: 155/Chart Move: 28-22  
Heavy (35+): 4 KIKK, KWN, KZLA, WKIX  
Medium (25-34): 29 KAJA, KCYY, KFKF, KHEY, KKQB, KMDL, KMLE, KPLX, KTEX, KTOM, KTST, KYGO, KYNG, WDAF, WDOD, WESC, WIL, WIVK, WKCN, WKJN, WMIL, WQBE, WRBQ, WRNS, WSOC, WTR, WXB, WXTU, WYAY  
Light (Under 25): 122  
New Airplay This Week: 12 KIIM, KNCI, KOUL, KRTY, KUPL, WBEE, WGN, WKLB, WKXC, WVLK, WWW, WYD

**TIM MCGRAW 2151/546**  
*Maybe We Should Just Sleep On It (Curb)*  
Total Stations: 156/Chart Move: 37-31  
Heavy (35+): 1 WBCT



GEORGE DUCAS  
EVERY TIME SHE PASSES BY  
the ~~new~~ new single  
from the upcoming album,  
WHERE I STAND

Add Date:

November 4



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 160 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1996 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>★★★ No. 1 ★★★</b>				
1	1	9	LIKE THE RAIN RCA 2 weeks at No. 1	CLINT BLACK	5536	5139	
2	6	16	ME AND YOU BNA	KENNY CHESNEY	4851	4273	
3	5	15	MORE THAN YOU'LL EVER KNOW WARNER BROS.	TRAVIS TRITT	4766	4388	
4	7	11	LONELY TOO LONG EPIC	PATTY LOVELESS	4688	4223	
5	9	14	THE ROAD YOU LEAVE BEHIND MCA	DAVID LEE MURPHY	4506	4173	
6	8	11	I CAN STILL MAKE CHEYENNE MCA	GEORGE STRAIT	4464	4184	
7	12	12	STRAWBERRY WINE CAPITOL NASHVILLE	DEANA CARTER	4420	3955	
8	2	22	I DO REPRISE	PAUL BRANDT	4417	4842	
9	4	16	THE MAKER SAID TAKE HER RCA	ALABAMA	4338	4599	
10	13	5	THE FEAR OF BEING ALONE MCA	REBA MCENTIRE	4216	3930	
11	3	17	BELIEVE ME BABY (I LIED) MCA	TRISHA YEARWOOD	3787	4608	
12	14	17	LOVE REMAINS EPIC	COLLIN RAYE	3624	3890	
13	18	15	CHANGE MY MIND CAPITOL NASHVILLE	JOHN BERRY	3535	3205	
14	10	15	STARS OVER TEXAS ATLANTIC	TRACY LAWRENCE	3451	4047	
15	15	8	AIN'T GOT NOTHIN' ON US ATLANTIC	JOHN MICHAEL MONTGOMERY	3345	3519	
			<b>★★★ AIRPOWER ★★★</b>				
16	21	11	EVERY LIGHT IN THE HOUSE CAPITOL NASHVILLE	TRACE ADKINS	3313	2943	
			<b>★★★ AIRPOWER ★★★</b>				
17	20	8	MAMA DON'T GET DRESSED UP FOR NOTHING ARISTA	BROOKS & DUNN	3289	3086	
18	26	6	THAT OL' WIND CAPITOL NASHVILLE	GARTH BROOKS	3140	2655	
19	22	11	IT'S ALL IN YOUR HEAD ARISTA	DIAMOND RIO	3110	2928	
20	29	4	POOR, POOR PITIFUL ME MERCURY NASHVILLE	TERRI CLARK	3058	2287	
21	23	12	LOVE IS STRONGER THAN PRIDE COLUMBIA	RICOCHE	3022	2867	
22	28	14	GOODNIGHT SWEETHEART CURB	DAVID KERSH	2836	2459	
23	16	19	LIVING IN A MOMENT EPIC	TY HERNDON	2834	3502	
24	41	2	LITTLE BITTY ARISTA	ALAN JACKSON	2823	1186	
25	27	13	IRRESISTIBLE YOU RCA	TY ENGLAND	2819	2521	
26	30	6	BURY THE SHOVEL GIANT	CLAY WALKER	2725	2247	
27	11	16	WORLDS APART MCA	VINCE GILL	2593	3976	
28	31	12	THAT'S ENOUGH OF THAT ATLANTIC	MILA MASON	2361	2202	
29	25	19	SO MUCH FOR PRETENDING ASYLUM	BRYAN WHITE	2337	2662	
30	34	7	BIG LOVE MCA	TRACY BYRD	2277	1963	
31	37	4	MAYBE WE SHOULD JUST SLEEP ON IT CURB	TIM MCGRAW	2151	1605	
32	32	20	SHE NEVER LETS IT GO TO HER HEART CURB	TIM MCGRAW	1988	2189	
33	36	11	HER MAN DECCA	GARY ALLAN	1983	1630	
34	19	18	YOU'RE NOT IN KANSAS ANYMORE CURB	JO DEE MESSINA	1939	3093	
35	24	17	A WOMAN'S TOUCH MERCURY NASHVILLE	TOBY KEITH	1826	2850	
36	33	14	WHAT WILL YOU DO WITH M-E STEP ONE	WESTERN FLYER	1815	2034	
37	39	5	LET ME INTO YOUR HEART COLUMBIA	MARY CHAPIN CARPENTER	1806	1467	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	17	15	VIDALIA MERCURY NASHVILLE	SAMMY KERSHAW	1630	3241	
39	44	6	ONE WAY TICKET (BECAUSE I CAN) CURB	LEANN RIMES	1621	1038	
40	40	10	SWINGIN' DOORS RCA	MARTINA MCBRIDE	1450	1388	
41	42	9	LOVE YOU BACK DECCA	RHETT AKINS	1289	1090	
42	45	6	GOING, GOING, GONE ATLANTIC	NEAL MCCOY	1224	1035	
43	43	6	NOBODY KNOWS ASYLUM	KEVIN SHARP	1191	1039	
44	35	17	YOU CAN'T LOSE ME WARNER BROS.	FAITH HILL	1189	1750	
45	47	5	WOULD I WARNER BROS.	RANDY TRAVIS	1178	1001	
46	46	6	WHEN COWBOYS DIDN'T DANCE BNA	LONESTAR	1123	1010	
47	58	3	I CAN'T DO THAT ANYMORE WARNER BROS.	FAITH HILL	979	425	
48	54	3	THAT'S ANOTHER SONG ASYLUM	BRYAN WHITE	967	575	
49	48	5	WHERE DO I GO TO START ALL OVER COLUMBIA	WADE HAYES	866	725	
50	50	5	IT'S A LITTLE TOO LATE DECCA	MARK CHESNUTT	800	700	
51	49	9	ANOTHER YOU, ANOTHER ME REPRISE	BRADY SEALS	703	707	
52	53	7	CHEROKEE BOOGIE ARISTA	BR5-49	699	625	
53	51	7	WE ALL GET LUCKY SOMETIMES CAREER	LEE ROY PARNELL	699	684	
54	60	4	MAYBE HE'LL NOTICE HER NOW BNA	MINDY MCCREARY FEATURING RICHIE McDONALD	491	389	
			<b>★★★ Hot Shot Debut ★★★</b>				
55	NEW		IS THAT A TEAR ATLANTIC	TRACY LAWRENCE	490	50	
56	55	8	NO WAY OUT CAPITOL NASHVILLE	SUZIE BOGGUSS	410	532	
57	59	4	AMEN KIND OF LOVE GIANT	DARYLE SINGLETARY	406	416	
58	65	2	RUNNING OUT OF REASONS TO RUN COLUMBIA	RICK TREVINO	399	204	
59	61	2	KING OF THE WORLD ARISTA	BLACKHAWK	361	318	
60	66	2	ALL I DO IS LOVE HER EPIC	JAMES BONAMY	355	196	
61	57	20	WHOLE LOTTA GONE EPIC	JOE DIFFIE	335	475	
62	68	3	HIGH LOW AND IN BETWEEN MERCURY NASHVILLE	MARK WILLS	305	162	
63	52	10	MY ANGEL IS HERE CURB/MCA	WYNONNA	304	669	
64	70	3	FRIENDS ATLANTIC	JOHN MICHAEL MONTGOMERY	293	136	
65	62	4	BETTY'S GOT A BASS BOAT ARISTA	PAM TILLIS	280	295	
66	63	5	JUST WHEN I NEEDED YOU MOST RISING TIDE	DOLLY PARTON	251	253	
67	56	13	HOME AIN'T WHERE HIS HEART IS (ANYMORE) MERCURY NASHVILLE	SHANIA TWAIN	242	521	
68	69	2	YOU CAN'T STOP LOVE MCA	MARTY STUART	228	161	
69	NEW		I WOULDN'T BE A MAN CAPITOL NASHVILLE	BILLY DEAN	224	59	
70	73	3	LOVE WORTH FIGHTING FOR CURB	BURNIN' DAYLIGHT	172	104	
71	67	2	BETTER LOVE NEXT TIME MAGNATONE	CARYL MACK PARKER	151	166	
72	NEW		YOU JUST GET ONE IMPRINT	JEFF WOOD	122	32	
73	NEW		HAVE WE FORGOTTEN WHAT LOVE IS RIVER NORTH	CRYSTAL BERNARD	117	40	
74	72	3	KISS THE GIRL WALT DISNEY	LITTLE TEXAS	109	111	
75	NEW		SHE WANTS TO BE WANTED AGAIN EPIC	TY HERNDON	81	6	

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records which attain 3200 detections for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 that are decreasing in plays are removed from the chart after 20 weeks.

# Daryle Singletary

"Career song!"  
- Loyd Ford/ WTDR

## "AMEN KIND OF LOVE"

"Daryle Singletary's 'Amen Kind Of Love' is just what the format needs right now. Say Hallelujah!"  
- Kerry Wolfe/ WMIL



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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

October 18, 1996 \$ 4.95 Volume 4 • No. 43

## COUNTRY HIGHLIGHTS

★★★★ NO. 1 ★★★★★

#1

**CLINT BLACK**  
*Like The Rain (RCA)*

★★★★ AIRPOWER ★★★★★

JOHN BERRY • *Change My Mind (CAPITOL NASHVILLE)*

### NEW RELEASES

CRYSTAL BERNARD • *Have We Forgotten What Love Is (RIVER NORTH)*  
DERYL DODD • *That's How I Got To Memphis (COLUMBIA)*  
TY HERNDON • *She Wants To Be Wanted Again (EPIC)*  
LORRIE MORGAN • *Good As I Was To You (BNA)*  
GENE WATSON • *Change Her Mind (SOR)*  
TRISHA YEARWOOD • *Everybody Knows (MCA)*

## Emphasis On Megapoly, Role Of Justice Department At NAB Confab

by Kevin Carter, John Loscalzo, Janine McAdams, Douglas Reese, Sean Ross, Phyllis Stark, and Chuck Taylor

While the National Assn. of Broadcasters' (NAB) first Telecommunications Act-era radio convention will be remembered for its emphasis on megapoly, with no less than 12 panels on radio consolidation, the big question here was not just how once-competing stations would learn to work together, but

**RADIO**  
THE NAB  
**SHOW**

how the FCC and the Department of Justice (DOJ) would learn to work with each other in determining what represents too much market concentration by one broadcaster.

There was no DOJ presence at the NAB Radio Show, held Oct. 9-12 in Los Angeles. There was, for that matter, a surprisingly modest FCC presence. But on those panels where the issue of FCC/NAB relations was raised, the FCC's attempts to reassert its turf in the wake of a greater DOJ presence and a seemingly reduced congressional mandate were evident.

Thus, both FCC general counsel Bill Kennard and commissioner Susan Ness gave nearly identical responses

when asked about the relationship between the FCC and DOJ at two separate panels. "While we are informed by ... [the] DOJ, we are not bound by their conclusions," said Kennard, who said the FCC would continue to concentrate on the "diversity of voices" issue, not their antitrust implications. Like Ness, he noted that the FCC could still turn down a deal that passed DOJ muster.

Despite these attempts to mark FCC turf, Kennard said that it was "fair to say that we have a very good working relationship with" DOJ and that representatives of the two entities talked "weekly, sometimes daily."

"We're still trying to determine how exactly we're going to deal with these issues," says Kennard, who later noted that while there had been an early '80s case in which DOJ and FCC had disagreed enough to go to court on a non-radio matter, "that would not be good public policy."

Retiring FCC commissioner James Quello was less diplomatic at an Oct. 10 financial breakfast, lashing out at the "burdensome regulation" of radio by those with "no expertise or real world practical understanding" of the medium. Quello, who did not mention DOJ by name, made one of many pleas at this year's NAB for DOJ to look at the ownership concentration of all advertising sources, not just radio, when deciding if deals pass antitrust muster.

One group that didn't make that plea, at least directly, was the Oct. 10 group-head panel. When a questioner from the audience attempted to bring

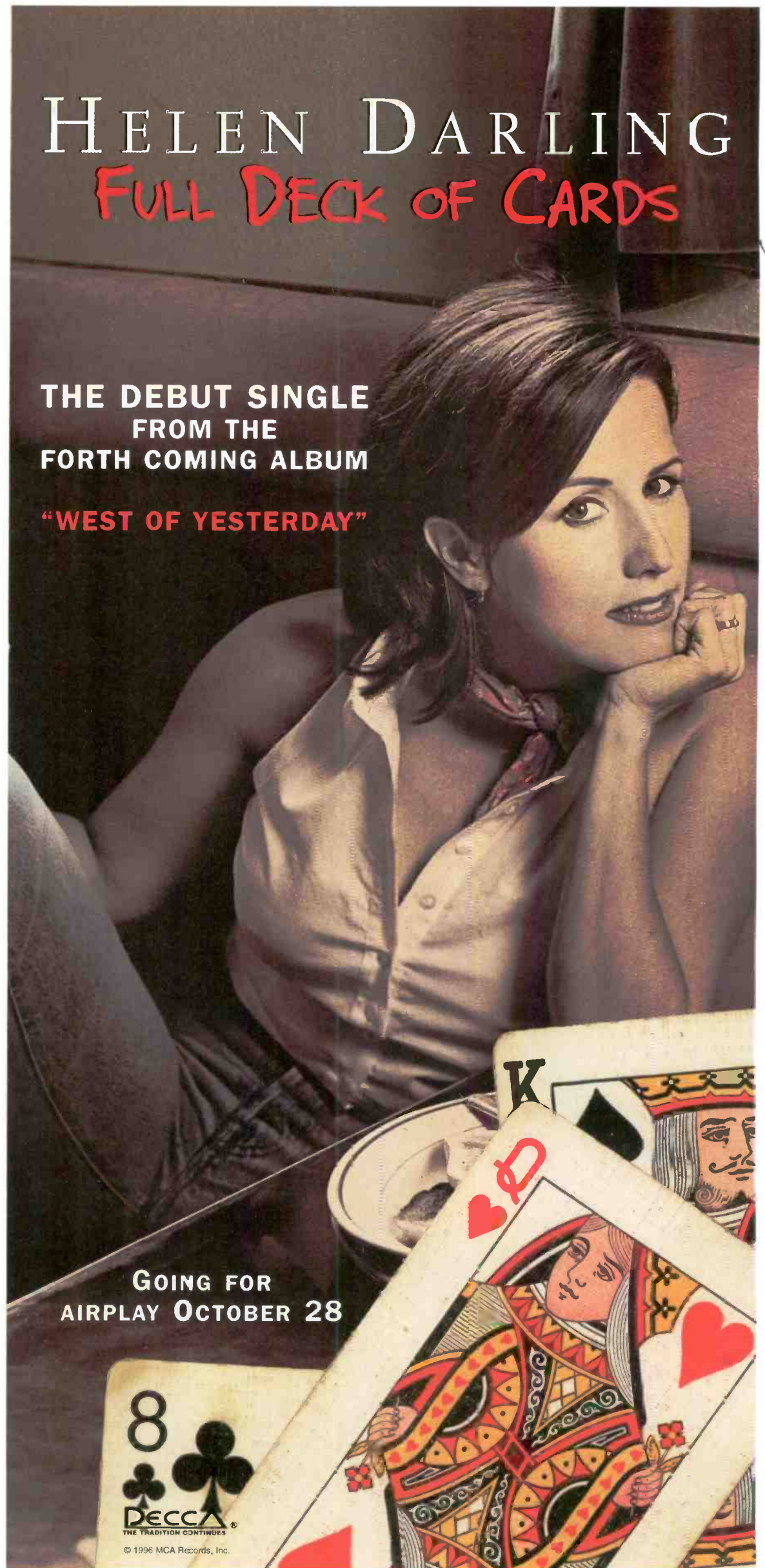
*Continued on page 7*

# HELEN DARLING FULL DECK OF CARDS

THE DEBUT SINGLE  
FROM THE  
FORTH COMING ALBUM

"WEST OF YESTERDAY"

GOING FOR  
AIRPLAY OCTOBER 28



DECCA  
THE TRADITION CONTINUES

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## THIS WEEK In Country Airplay Monitor

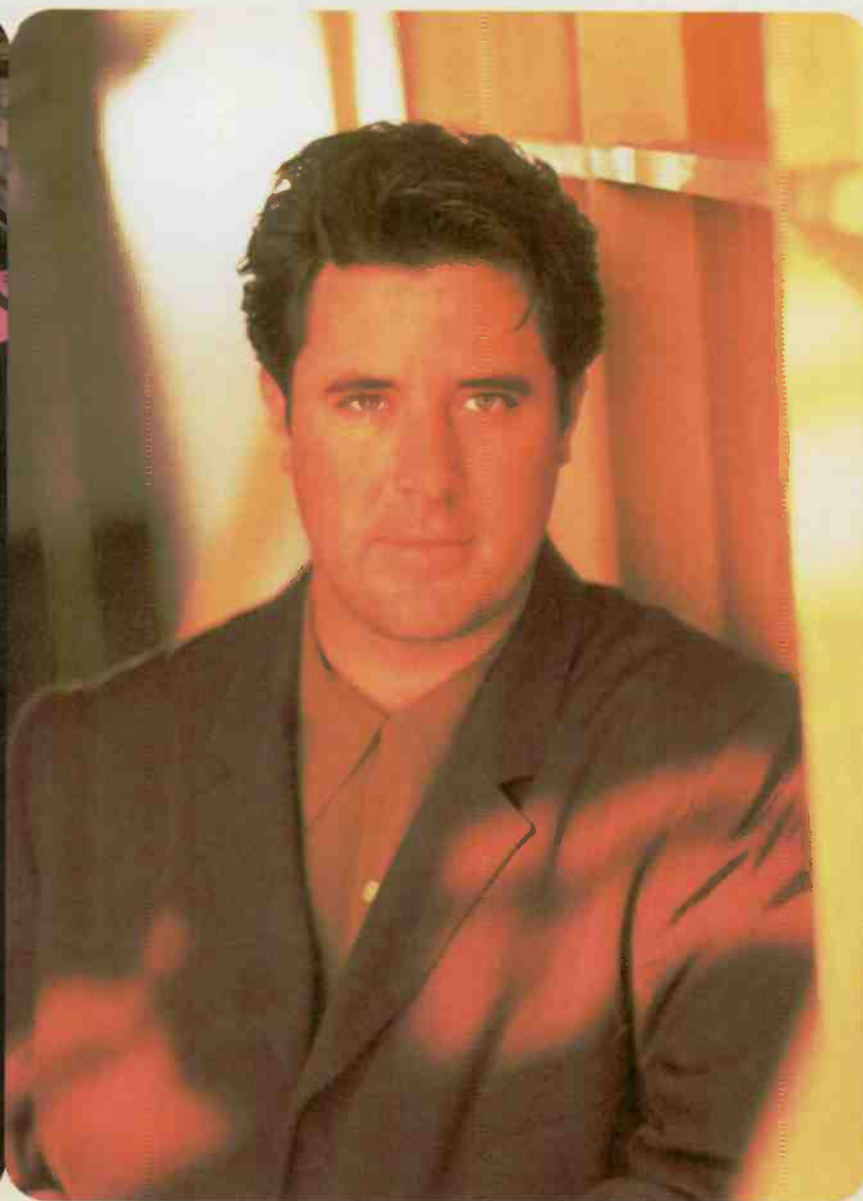
- 4 Crossover Debate Sparks NAB Panel
- 4 Jessen: Can An Indie Record Survive?
- 6 New Summer Arbitron Numbers

Great Music  
is the result  
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album of the year/Blue Clear Sky

# Congratulations

## Programmers Debate Use Of Noncountry Fare, Declining Male Numbers At '96 NAB Confab

by Phyllis Stark

With the '96 National Assn. of Broadcasters Radio Show held in the back yard of controversial KZLA Los Angeles, it was, perhaps, inevitable that the country format room, held Oct. 10, would feature a debate between KZLA PD John Sebastian and KKBQ (93Q) Houston VP/programming Dene Hallam over KZLA's much publicized use of noncountry fare. (Titles heard on KZLA during the convention ranged from the Doobie Brothers' "Black Water" to the Eagles' "Seven Bridges Road" to Melissa Etheridge's "I'm The Only One.")

Sebastian defended his use of noncountry titles, noting that "the country audience loves this music . . . in some cases, more than the faceless new [country] artists."

**RADIO  
THE NAB  
SHOW**

During a discussion of why country's female audience has grown while its male audience has dipped slightly, Hallam suggested that country's AC-sounding artists may be driving men away. "We have too much music that sounds non-country," he said. "It's probably the biggest problem we're facing today, and most of country radio doesn't even know it."

But in Los Angeles, Sebastian replied, "it's actually helping us that we have noncountry-sounding artists. We need to be broader." That led Hallam to claim, "I've hung out in Orange County [Calif.], and it's not that much different from Pasadena, Texas . . . If I'm looking for a country station, I don't expect to hear Firefall . . . You have to keep educating the audience and keep pumping the fact that it's country and not be embarrassed by it."

"Your point about people in Orange County is absolutely true," Sebastian replied. "It's just that there aren't enough of those people to [make us successful]."

Sebastian and Hallam did agree that following "conventional wisdom" may not always be wise. Hallam, responding to a story in last week's Air-

play Monitor, insisted that "there is no doubt [that] high rotations increase time spent listening . . . If they are records people want to hear, you can't play it too much." Sebastian, who briefly experimented with playing his heavies 110 times a week, explained that he backed off of that after a few weeks when he began to see very high burn scores in call-out.

But Sebastian's favorite piece of "conventional wisdom," passed along to him by everyone when he began programming country, is that the country audience doesn't mind jocks talking over intros and may even like it. Sebastian said he has found that to be profoundly untrue: "It may be news to some of you that the country audience hates talking over intros, perhaps even more than [listeners of] other formats."

During the discussion of why country's male audience had dropped, KWJJ Portland, Ore., PD Robin Mitchell noted that much available music is "keyed directly at women right now to the exclusion of men. Some of the men are a little burned out on 'Guys Do It All The Time' and some of the other female-attitude songs."

Larry Rosin of Edison Media Research suggested that some of the female-audience growth is coming from country's higher rotations. "As country began spinning the records faster, more females were attracted . . . That's true of every format," he said.

"I can tell you from a record company standpoint that the female [listener] is very important," said Bill Mayne of Warner Bros. "They are the ones that drive purchases. In many instances, A&R people pay a great deal of attention to whether a record has female or male appeal." Mayne noted that one station recently did a music test with an all-female panel.

During a segment on the use of gold product, David Gingold of Barnstable Broadcasting said that at some of his country stations, '80s material that tested poorly three years ago is testing well today. "I'm not suggesting an '80s-based country format, just that we dip down . . . a little further, especially to the 'turbo country' of the late '80s, while remaining current-driven," he said.

## Formal Attire



Programmers mingled with artists at RCA Label Group's post-Country Music Assn. Awards soiree in Nashville. Pictured, from left, are WAMZ Louisville, Ky., PD Coyote Calhoun; WPOC Baltimore PD Bob Moody and wife Karen; artist Mindy McCready; RLG chairman Joe Galante; and artist Kenny Chesney.



**COUNTRY CONFIDENTIAL** BY WADE JESSEN

## What Will Indie Labels Do With P-Ds?

During the Country Radio Seminar Midwest convention in Kansas City Sept. 20-21, concerns about discrimination against independent record labels and indie product were aired, specifically regarding the current Western Flyer single, "What Will You Do With M-E," on Step One Records (Country Airplay Monitor, Sept. 27). Promotion executives, including independent promoter Bruce Shindler of Shindler-Turner & Associates, described country radio's wariness to jump on the Western Flyer bandwagon based on concerns that an indie label couldn't possibly "bring the project home."

Three weeks have passed since CRS Midwest, and it's interesting to take a look at the stats on "What Will You Do With M-E" since then. For the airplay week of Sept. 16-22, the record had airplay on 141 of 160 monitored stations and was bulletted at No. 33 with an increase of more than 100 spins over the prior week. The week following the seminar, the song picked up just one new station, increased by fewer than 100 detections, and picked up that dreaded backward bullet (33-34). (Singles showing an increase in detections are awarded bullets regardless of chart movement.)

Last week, the track rose 34-32 with an increase of fewer than 100 spins, yet showed airplay at 11 new stations, for a total of 153. This week, the record is down 11 spins and dips 32-33, losing its bullet.

Apparently, due to the emotional nature of the song, stations airing "What Will You Do With M-E" were beginning to collect enough affirmative response to the song to justify more airplay. But certain pockets of resistance to the project still existed. While some PDs have complained about the "sappiness" of the record, many objections seem to be based on the fact that it's pressed on an indie label.

While it's true that indies aren't visible on our airplay chart in great numbers, that is pri-

marily due to the lack of quality releases from indie labels in the country field. Step One is among just three or four indies that solicit airplay from major country stations with product capable of widespread acceptance. Shindler says that programmers are simply looking for reasons not to play records, and indie releases are dark horses from the outset.

"Our company rarely considers working an indie release simply because most don't have the airplay potential," he says. "In the case of the Western Flyer record, we offered to work it based solely on the strength of the lyric and overall message."

Step One promotion VP Buzz Ledford says that despite early support from influential stations like KKBQ Houston, the indie stigma had kept a few PDs from adding "What Will You Do With M-E": "If this record were on a major label in town, we'd have the reporters locked in. Unfortunately, some guys just don't see past the label and don't realize that we have product in more than 12,000 retail locations nationwide, including the racked accounts."

It's been 12 years since an indie record topped our airplay chart. Jim Glaser accomplished that feat in '84 with "You're Gettin' To Me Again," on Noble Vision Records. "The Man In The Mirror," the album which contained that cut, peaked on Billboard's Top Country Albums chart at No. 16 in November 1984. I was a radio guy when Glaser topped the chart. It was a monumental task even then.

Although the country music landscape of '84 was much different from today's radio and retail climate, the fact remains that an indie release can be "brought home." Although Western Flyer did not make it to No. 1, Step One already has its most successful chart showing to date and has proved that regardless of label affiliation, relatable impact records won't go unnoticed. That's measurable success by anyone's ruler.



**RADI ACTIVE** BY PHYLLIS STARK

## Al-Bull-Querque FM Flips; Tower Collapses

As tipped last week, KASY Albuquerque, N.M., finished its format stunt by relaunching its country format as gold-based K-Bull 103 and has applied for the calls KTBL. KASY, which is now the duopoly partner of KRST, effectively picks up the classic country format from KRZY-FM, which goes Spanish. KRZY-FM GM Chuck Hammond will stay on as GSM for K-Bull. The lineup starts with former KRST p.m. driver Ben Walker in mornings. PD Brad Barrett and KRZY p.m. driver Steve Carlson split middays. Former PD Jim West remains in afternoons. Former KASY morning man Dave Crosier moves to nights. KRST overnighter Paul Bailey moves to overnights at KTBL. Night jock Chaz Malibu takes afternoons on KRST; P/T J.R. Dallas goes to overnights.

KYNG (Young Country) Dallas is now simulcasting on the frequency of sister station KEWS (94.9 FM) after its tower collapsed during an upgrade Oct. 12. Sister stations KOAI and KRBV remained off the air for several days as a result of the damage. Three tower maintenance workers were killed in the accident.

Jacor Communications has acquired Regent Communications' 20 stations, including country KKAT Salt Lake City, KFMS and KWNR Las Vegas, and WEZL Charleston, S.C. An announcement on the reported SFX purchase of Secret Communications is ex-

pected shortly.

WMMU Nashville changes calls to WZPC (PC103) to better reflect its new Power Country positioner (Country Airplay Monitor, Oct. 4) . . . As tipped here previously, KCDI Tucson, Ariz., flips from country to a bilingual dance format.

WGBD Lafayette, Ind., flips from Jones Satellite Networks' country format to Jones' modern rock format Oct. 15 with syndicated morning men Bob and Tom. John Flint remains PD . . . KBBT-AM Portland, Ore., flips from simulcast modern AC to country, temporarily simulcasting KUPL-FM.

Arbitron has issued its summer book without flagging Howard Stern for ratings bias. Stern, who had been flagged for comments about diary-keepers in the spring, went on an on-air tirade in which he offered to pay listeners. But despite the remarks being widely reported in the trades, no competitor filed an official complaint with Arbitron. Therefore, no action has been taken.

ABC Radio Networks has signed a new multi-year contract with Owens Broadcasting to continue syndication of its Real Country format.

KIKF Anaheim, Calif., morning man Charlie Tuna is named host of Entertainment Radio Networks' "Weekly Top 30." He replaces Scott Evans.

At KSSN Little Rock, Ark., night jock Sherry Westbrook exits after five years. Also, Ugly Ed

Johnson goes from nights on duopoly sister KMVK to morning sidekick duties with Bob Robbins on KSSN. Bailey Benton goes from P/T to nights on KMVK. Meanwhile, the interim p.m. driver on crosstown KDDK is using KSSN/KMVK GM Jay Werth's name on-air.

Debbie Hajek is upped from assistant promotion director to promotion director at KKBQ Houston. She replaces Rod Windham . . . WCOL Columbus, Ohio, promotion director Deena Kranitz exits and has not been replaced.

WAIB (B103) Tallahassee, Fla., taps Holly Morgan from crosstown WTNT for middays, moving Christa Patrick to mornings. Anne

Marie is now doing nights.

KHKI (the Hawk) Des Moines, Iowa, swaps morning co-host Savannah Jones with afternoon driver Turner Williams, reuniting him with T.J. Brown, his old morning partner from KMFJ Rochester, Minn. . . . KZEN Grand Island, Neb., P/T jock Bobbi Stevens is upped to afternoons. Also, Shaun O'Connor joins for P/T work. He also does P/T at crosstown KEZH.

WKOI Lafayette, Ind., loses evening host Kim Wood to crosstown AC WAZY. Overnighter Greg Pekny is upped to evenings. Hot Rod Nationals announcer Dave Farley joins for overnights.



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## Emphasis On Megapoly, Role Of Justice Department At NAB Confab

Continued from page 1

up the DOJ issue, moderator Bill Clark, noting that some of those on the dais had their own cases before DOJ, immediately deferred the issue to NAB VP Jeff Baumann, who reiterated the NAB's own filings on that matter.

Despite critics who felt that DOJ's increased presence could slow down consolidation or threaten available funding, there were few signs of a chilling effect thus far. Industry analyst Steve Shapiro told the financial breakfast that radio stocks were off slightly the morning of a recent Wall Street Journal radio/antitrust story, but he also noted that a hypothetical basket of radio stocks bought Jan. 1 would be up 65% now. Washington lawyer Lew Paper told his panel audience that while DOJ was a concern, he had not seen "any dampening of enthusiasm" as a result of its actions.

### NAB LIVE FROM PLANET MEGAPOLY

Beyond the DOJ issue, consolidation overall was clearly the prevailing topic at this year's Radio Show, titled "Meeting The Challenge Of Change." With Star Media Group broker Bill Steding noting that there have been \$28 billion in acquisitions over the last year, megapoly dominated even the programming panels that were meant to be devoted to other topics.

The top 40 format room began, for instance, with a call for a show of hands in favor of the Telecom Act. Only a few hands went up, including American Radio Systems co-COO John Gehron, who later expressed disappointment that more present didn't share his enthusiasm. "If we were not allowed to consolidate, we would wither away as an industry," Gehron contended. Good thing Gehron wasn't at an earlier panel on research in which Rantel Research's David Tate asked for a similar show of hands and none were raised.

While little was said on the consolidation-related panels that hadn't been noted extensively elsewhere, the mood was typified by the comments of Lee Larsen, GM of Jacor's Denver AMs, who noted that he now had 300 employees. "It's a great way to meet people and make friends, but it's not what I'm used to," he said. Or at the group-heads panel, during which Group W's Dan Mason noted, "This is not graceful change. This is a roller coaster." The group-heads panel also featured the prediction by American Radio Systems' Steve Dodge that smaller entrepreneurial radio companies would emerge to "prey on the bigness and, frankly, the sloppiness" of the larger group owners in the ensuing months.

There were repeated calls from all corners for radio stations to cease selling against each other and increase their share of all ad dollars at the expense of print media. "Stop trying to play 'tallest pygmy' and carving each other up for a lousy 7% of the industry pie," said Chuck Mellford of Dallas-based Mellford Achievement Systems.

One longstanding proponent of that theory, Infinity CEO Mel Karmazin, found himself in a debate at a panel on station-financing opportunities with a single-outlet owner in Las Vegas who claimed mega-groups are destroying his chances for survival, even with a 7 share.

"I believe that changes are tremendously beneficial for everyone who owns a radio station, whether a single station or the maximum allowed by the FCC," Karmazin said. "This gives independent operators a choice to sell and exit the business if they choose. But even if they don't, they could be

just as effective as they were [before megapoly]."

One consensus on the megapoly topic at NAB was that LMAs-to-buy had slowed down, because DOJ saw them as circumventing the waiting period required by stations that had to pass muster under the Hart-Scott-Rodino Act. There was also an FCC promise that the agency would soon take another look at the current cross-ownership rules among radio, TV, and newspapers.

### MUCH LESS MUSIC

Because megapoly so dominated even the format rooms, many of those present complained that there was virtually no programming emphasis (and little PD presence) at this year's Radio Show. One of those complaints, by the way, came from a GM who had left his PD at home.

Programming sessions were often among the confab's least full rooms and frequently relied on last-minute substitutions of panelists because PDs weren't present. (See panel rundown on page 4.)

The NAB Radio Show was part of the World Media Expo, which attracted a total attendance of 16,278 people, up from 14,533 last year. But no radio-only figures were available, and the general consensus among attendees was that radio presence was down.

### OTHER NEWS FROM NAB

• Arbitron president Steve Morris, asked about the progress of the ratings service's long-delayed people meter, said that the new technology would "not be [here] this year or next year... but it's coming" and would probably debut in other countries first. In a later panel on the L.A. Spanish-language measurement controversy, Arbitron's Bob Patchen said that the service was still looking at a request by Anglo broadcasters for special measurement of Asian listeners and that the issue would be "very difficult to deal with" because of the greater number of languages and cultures involved.

• In her address, the FCC's Ness told broadcasters that digital satellite radio will likely begin its spectrum auction process in '97. "We want to emphasize the unique benefits of satellite broadcasting with little harm to terrestrial broadcasting," Ness said. "If it proves economically viable, we'll see such a service by the end of the decade for sure." Ness drew applause by saying she was committed to moving forward on terrestrial digital radio.

• The Internet was another topic of multiple sessions. At the group-heads panel, ABC's Robert Callahan drew gasps when he noted that the Internet was now a \$10 billion business, "almost where we're at right now" in radio, and Jacor's Randy Michaels called the Internet "the information dirt road," advising PDs to verse themselves in it anyway so they'll be ready when the information superhighway finally arrives. Michaels was also one of those predicting "a virtual production room," as stations use the new technology to trade everything from entire shows to show prep.

• Marconi Awards winners in Airplay Monitor formats included WLTE Minneapolis (AC station of the year), KDWB Minneapolis (top 40), KMPS Seattle (country), WFBQ Indianapolis (rock), WJLB Detroit (R&B), and KSSN Little Rock, Ark. (small market, all formats). Local personality winners were KILT Houston's Hudson and Harrigan (major market), WAMZ Louisville, Ky.'s Coyote Calhoun (medium), and WNNK Harrisburg, Pa.'s Bruce Bond.

# AIRBORNE

Instant information on Country's new artists

Edited by Sue Falco

## Gary Allan

"HER MAN" (DECCA)

At the age of 13, Gary Allan walked into a bar a few blocks from his home in La Mirada, Calif., to audition for a singing job he'd seen advertised. Despite protests from the club owner that he was too young, Allan convinced the man to let him perform the following weekend, accompanied by his father and older brother. At 15, he was offered a record deal but followed his parents' advice to let it wait. Years later, and within weeks of arriving in Nashville, Allan had his choice of several major-label deals. "Used Heart For Sale" is his debut album.

## BR5-49

"CHEROKEE BOOGIE" (ARISTA)

Hailing from Washington, Missouri, Indiana, West Virginia, and Kansas, the five members of BR5-49 were introduced to music and fell in love with it at an early age. Coming together in Nashville in 1993, they became regulars at Robert's Western World, a boot store/beer joint on lower Broadway, where they performed a mix of classics and their own brand of country music. They drew crowds as diverse as the music they played, and the buzz made its way across town to various labels. "BR5-49 Live From Robert's," a six-song EP, was released earlier this year. "BR5-49" is the band's debut studio release.

## ★ Burnin' Daylight

"LOVE WORTH FIGHTING FOR" (CURB)

The individual talents of Marc Beeson (a former solo artist and writer of Restless Heart's "When She Cries" and songs recorded by other artists), Sonny LeMaire (bassist, vocalist, and songwriter from Exile), and Kurt Howell (keyboardist and vocalist from Southern Pacific) make up this trio, which deliberately set out with the sole intention of getting its songs recorded by other artists. In fact, the first invitations sent out for showcases read, "We don't want a record deal, just cut our songs." Nevertheless, the group's shows attracted an entourage of label execs with offers. Curb struck the right chord to change the group members' minds.

## Deana Carter

"STRAWBERRY WINE"  
(CAPITOL NASHVILLE)

Growing up in Music City, Deana Carter didn't have to go much farther than her own back yard to pursue a career in music. As if being a local wasn't enough to give her the bug, her father, studio guitarist Fred Carter Jr., made it contagious. While he was away recording with everyone from Neil Young to Tony Bennett, the rest of the Carter clan was singing in church choirs and musicals. Her debut album is titled "Did I Shave My Legs For This?"

## Deryl Dodd

"FRIENDS DON'T DRIVE FRIENDS..."  
(COLUMBIA)

Dallas native Deryl Dodd grew up in a home where music was a constant. His parents and uncle performed as a trio, Dodd and three siblings sang in their grandfather's small rural church, and musical instruments were just part of the furniture. Learning guitar from his father at the age of 7, Dodd went on to teach himself bluegrass banjo at 13 and pedal steel by 16. After graduating from Baylor University in 1987, Dodd played regularly, then moved to Nashville in '91 and toured as part of Martina McBride's band. In '95, Dodd came into his own, striking a

deal with Columbia. He penned eight of the 10 tracks on his debut album, "One Ride In Vegas."

## Mila Mason

"THAT'S ENOUGH OF THAT" (ATLANTIC)

A family tradition may be the reason Mila Mason pursued her dream of a music career so strongly. Mason's grandmother instilled a love of music in her daughter, who took it one step further by singing and touring all over the country. After she graduated from high school in Dawson Springs, Ky., it was the youngest Mason's turn to follow in her mother's footsteps. She moved to Nashville, where she modeled, sang jingles, wrote songs, and recorded demos until a showcase landed her a record deal with Atlantic. Her debut set is titled "That's Enough Of That."

## ★ Caryl Mack Parker

"BETTER LOVE NEXT TIME"  
(MAGNATONE/SQUARE WEST)

An accomplished pianist, guitarist, and mandolin player, Caryl Mack Parker grew up in Abilene, Texas, but it wasn't until entering talent shows in high school that she considered a career in music. While in college, Parker toured with the USO, along with husband/co-writer Scott Parker. After she got her degree in education, Parker and her husband moved to Portland, Ore., where she received recognition as an artist and songwriter. After a short visit to Nashville, the couple set up permanent residence there, and Parker began to realize her artistic inspiration. Her self-titled debut is co-produced by Little Texas co-producer Christy DiNapoli.

## Brady Seals

"ANOTHER YOU, ANOTHER ME" (REPRISE)

Fairfield, Ohio, native Brady Seals is flying solo after a successful run with Little Texas. Over its 7-year history, Little Texas received many accolades, including the Academy of Country Music's vocal group of the year award in 1994. It scored several hit records, including "My Love," which featured Seals on lead vocals. Seals co-wrote nine of the 10 tracks on his debut album, "The Truth," which was produced by Rodney Crowell.

## Kevin Sharp

"NOBODY KNOWS" (ASYLUM)

Kevin Sharp's family, which included seven children and numerous foster children, lived in Idaho and Sacramento, Calif. By the age of 3, Sharp was performing at church functions along with members of his family. At 10, he was auditioning for musicals, and his high school years were spent singing in choirs and playing sports. During his senior year, however, he was diagnosed with bone cancer. Numerous operations, painful treatments, and experimental drugs followed, and Sharp was given little chance to live. Surprisingly, he went into remission in 1991. Two years later, he went back to performing, submitting tapes to anyone who'd listen, and was signed to Asylum with the help of mentor David Foster. This single is a country remake of an R&B hit by the Tony Rich Project. "Measure Of A Man" is Sharp's debut album. A television movie about his life is being written and will star Fred Savage of "The Wonder Years."

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor. Send information on new artists to Sue Falco at 11 W. 42nd St., 12th Floor, New York, N.Y. 10036.

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# AIRPLAY Monitor GREATEST GAINERS



## Strongest Increase In Airplay This Week

INCREASE  
IN PLAYS

<b>ALAN JACKSON</b> • <i>Little Bitty</i> (ARISTA)	+1186
KMPS +29, KYNG +27, WGAR +25, KMLE +24, WAMZ +22, KKBO +21, WYGY +20, WSTH +20, KFMS +20, KWJW +20	
<b>GARTH BROOKS</b> • <i>That Ol' Wind</i> (CAPITOL NASHVILLE)	+790
KMLE +22, WKTF +21, KRYS +19, WUSY +19, KRAK +18, KIIM +16, WKIX +15, WXBM +15, WAMZ +15, WSM +15	
<b>TIM MCGRAW</b> • <i>Maybe We Should Just Sleep On It</i> (CURB)	+709
WBCT +23, WKIX +19, WNCY +18, WWWW +18, KTOM +16, KTST +15, KUZZ +15, KWEN +15, KCYY +14, KSN +14	
<b>REBA MCENTIRE</b> • <i>The Fear Of Being Alone</i> (MCA)	+670
WHKO +18, KIIM +17, WBUB +16, WGRL +15, WGGY +15, KRYS +15, WMZO +15, WHSL +14, KTTS +14, KRMD +14	
<b>TERRI CLARK</b> • <i>Poor, Poor Pitiful Me</i> (MERCURY NASHVILLE)	+609
WGRL +20, WDOD +19, KUPL +19, KIKK +18, KZLA +18, KCYY +15, WNCY +14, WBUB +13, WYGY +12, WGGY +12	
<b>CLAY WALKER</b> • <i>Bury The Shovel</i> (GIANT)	+584
KRAK +21, KYCY +16, KSOP +16, KZLA +16, WBUB +15, WDRM +15, WIL +15, WCOL +14, KTOM +13, KTEX +13	
<b>KENNY CHESNEY</b> • <i>Me And You</i> (BNA)	+573
KYCY +23, KTST +19, WAMZ +19, WKSJ +18, KKAT +18, KAJA +17, WBUB +16, KYNG +16, WKJN +16, KSCS +15	
<b>TRAVIS TRITT</b> • <i>More Than You'll Ever Know</i> (WARNER BROS.)	+573
KYCY +19, WNCY +17, KXKT +17, KRTY +17, WGGY +16, WYD +15, WWWW +15, WQDR +14, WKSJ +14, KSSN +14	
<b>GEORGE STRAIT</b> • <i>I Can Still Make Cheyenne</i> (MCA)	+515
KIKK +21, WHKO +19, KYCY +18, KAJA +16, KSN +15, WHYL +14, WRBO +14, KFKF +14, KXKC +13, WQIK +13	
<b>ALABAMA</b> • <i>The Maker Said Take Her</i> (RCA)	+486
WKCO +27, KOUL +19, WJCL +18, WCHY +15, KFDI +15, WNOE +15, KFRG +14, WCTK +14, WYD +12, WKHK +12	
<b>LEANN RIMES</b> • <i>One Way Ticket (Because I Can)</i> (CURB)	+470
WGRL +20, KYCY +20, WYAY +20, WCOL +18, KZLA +16, WQBE +15, KPLX +15, WFRE +14, WDRM +13, WUBE +13	
<b>DAVID KERSH</b> • <i>Goodnight Sweetheart</i> (CURB)	+463
KYNG +17, WFRE +16, KSSN +15, WZZK +14, KCCY +13, WKN +13, KKAT +13, WGAR +13, WTQR +12, WNOE +12	
<b>CLINT BLACK</b> • <i>Like The Rain</i> (RCA)	+405
WEZL +21, WYCD +17, KSSN +16, WGGY +15, KJY +14, WOKO +13, KFRG +12, KNAX +12, KXKT +11, KFDI +11	
<b>MARY CHAPIN CARPENTER</b> • <i>Let Me Into Your Heart</i> (COLUMBIA)	+399
KFRG +20, KYNG +18, WYCD +15, WAMZ +15, KZLA +15, KIKF +14, WDAF +14, WGRL +13, KILT +12, WLWI +11	
<b>TRACY BYRD</b> • <i>Big Love</i> (MCA)	+383
KHEY +19, KYNG +17, WAMZ +16, KXKT +13, KKBO +13, KZLA +13, WXTU +12, WWGR +11, WPOC +11, WYGY +10	

## MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
<b>ALAN JACKSON</b> <i>Little Bitty</i> (Arista)	87	<b>RANDY TRAVIS</b> <i>Would I</i> (Warner Bros.)	22
<b>LEANN RIMES</b> <i>One Way Ticket (Because I Can)</i> (Curb)	42	<b>CLAY WALKER</b> <i>Bury The Shovel</i> (Giant)	21
<b>TIM MCGRAW</b> <i>Maybe We Should Just Sleep On It</i> (Curb)	39	<b>KEVIN SHARP</b> <i>Nobody Knows</i> (Asylum)	20
<b>BRYAN WHITE</b> <i>That's Another Song</i> (Asylum)	31	<b>MARY CHAPIN CARPENTER</b> <i>Let Me Into Your Heart</i> (Columbia)	19
<b>TERRI CLARK</b> <i>Poor, Poor Pitiful Me</i> (Mercury Nashville)	28	<b>FAITH HILL</b> <i>I Can't Do That Anymore</i> (Warner Bros.)	19
<b>GARTH BROOKS</b> <i>That Ol' Wind</i> (Capitol Nashville)	25		

# VIDEO PLAYLISTS



	TW	LW		TW	LW
1	Paul Brandt, I Do	5	3	1	Bryan White, That's Another Song
2	John Berry, Change My Mind	5	1	2	Patty Loveless, Lonely Too Long
3	Mary Chapin Carpenter, Let Me Into Your Heart	4	0	3	Vince Gill, Worlds Apart
4	Randy Travis, Would I	4	3	4	James Bonamy, All I Do Is Love Her
5	Kenny Chesney, Me And You	4	3	5	David Lee Murphy, The Road You Leave Behind
6	Tracy Lawrence, Stars Over Texas	4	3	6	Deana Carter, Strawberry Wine
7	Brooks & Dunn, Mama Don't Get Dressed Up For Nothing	4	3	7	Travis Tritt, More Than You'll Ever Know
8	Patty Loveless, Lonely Too Long	4	3	8	Sammy Kershaw, Vidalia
9	LeAnn Rimes, One Way Ticket (Because I Can)	4	2	9	John Berry, Change My Mind
10	Travis Tritt, More Than You'll Ever Know	4	3	10	Billy Ray Cyrus, Trail Of Tears
11	Suzy Bogguss, No Way Out	4	2	11	Paul Brandt, I Do
12	Billy Ray Cyrus, Trail Of Tears	4	3	12	Shania Twain, Home Ain't Where His Heart Is (Anymore)
13	John Michael Montgomery, Ain't Got Nothin' On Us	4	3	13	Kenny Chesney, Me And You
14	Dolly Parton, Just When I Needed You Most	3	2	14	Trisha Yearwood, Believe Me Baby (I Lied)
15	Wade Hayes, Where Do I Go To Start All Over	3	3	15	Tracy Lawrence, Stars Over Texas
16	Tim McGraw, Maybe We Should Just Sleep On It	3	2	16	Dolly Parton, Just When I Needed You Most
17	Pam Tillis, Betty's Got A Bass Boat	3	3	17	John Michael Montgomery, Ain't Got Nothin' On Us
18	Sammy Kershaw, Vidalia	3	3	18	Brooks & Dunn, Mama Don't Get Dressed Up For Nothing
19	Vince Gill, Worlds Apart	3	3	19	LeAnn Rimes, One Way Ticket (Because I Can)
20	David Lee Murphy, The Road You Leave Behind	3	2	20	Mary Chapin Carpenter, Let Me Into Your Heart
21	Rhett Akins, Love You Back	3	3	21	Randy Travis, Would I
22	K.T. Oslin, Silver Tongue And Goldplated Lies	3	3	22	Daryle Singletary, Amen Kind Of Love
23	The Beach Boys Featuring Duane Supina, Long Tall Texan	3	3	23	Rick Trevino, Running Out Of Reasons To Run
24	Tracy Byrd, Big Love	3	3	24	Tim McGraw, Maybe We Should Just Sleep On It
25	Neal McCoy, Going, Going, Gone	3	0	25	Neal McCoy, Going, Going, Gone
26	Mark Chesnut, It's A Little Too Late	3	1	26	Lonestar, When Cowboys Didn't Dance
27	Trace Adkins, Every Light In The House	2	3	27	BR5-49, Cherokee Boogie
28	Deana Carter, Strawberry Wine	2	3	28	Wade Hayes, Where Do I Go To Start All Over
29	Diamond Rio, It's All In Your Heart	2	1	29	Mila Mason, That's Enough Of That
30	Paul Jefferson, I Might Just Make It	2	2	30	Rhett Akins, Love You Back
				31	K.T. Oslin, Silver Tongue And Goldplated Lies
				32	Pam Tillis, Betty's Got A Bass Boat
				33	Ricochet, Love Is Stronger Than Pride
				34	Chris LeDoux, Five Dollar Fine
				35	Paul Jefferson, I Might Just Make It
				36	David Kersh, Goodnight Sweetheart
				37	Gary Allan, Her Man
				38	Suzy Bogguss, No Way Out
				39	The Beach Boys Featuring Doug Supernaw, Long Tall Texan
				40	Kevin Sharp, Nobody Knows
				41	Caryl Mack Parker, Better Love Next Time
				42	Burnin' Daylight, Love Worth Fighting For
				43	Mark Chesnut, It's A Little Too Late
				44	Joe Nichols, Wal-Mart Parking Lot Social Club
				45	Texas Tornados, Little Bit Is Better Than Nada
				46	Tracy Byrd, Big Love
				47	Bradley Seals, Another You, Another Me
				48	Mark Willis, High Low And In Between
				49	Trace Adkins, Every Light In The House
				50	Deryl Dodd, Friends Don't Drive Friends...

## COUNTRY RECURRENT AIRPLAY

RANK	TW	LW	TITLE	ARTIST (LABEL)	RANK	TW	LW	TITLE	ARTIST (LABEL)
1	2058	2416	LEARNING AS YOU GO	RICK TREVINO (COLUMBIA)	14	1235	1274	I THINK ABOUT YOU	COLLIN RAYE (EPIC)
2	2025	2224	I DON'T THINK I WILL	JAMES BONAMY (EPIC)	15	1211	1255	NO NEWS	LONESTAR (BNA)
3	1978	2279	GUYS DO IT ALL THE TIME	MINDY MCCREADY (BNA)	16	1150	1279	IT'S MIDNIGHT CINDERELLA	GARTH BROOKS (CAPITOL NASHVILLE)
4	1785	1846	DADDY'S MONEY	RI-COCHET (COLUMBIA)	17	1139	1169	TEN THOUSAND ANGELS	MINDY MCCREADY (BNA)
5	1681	1982	CARRIED AWAY	GEORGE STRAIT (MCA)	18	1108	1076	MEANT TO BE	SAMMY KERSHAW (MERCURY NASHVILLE)
6	1606	2121	JACOB'S LADDER	MARK WILLIS (MERCURY NASHVILLE)	19	1102	1195	CHECK YES OR NO	GEORGE STRAIT (MCA)
7	1477	1537	NO ONE NEEDS TO KNOW	SHANIA TWAIN (MERCURY NASHVILLE)	20	1086	1142	THAT'S WHAT I GET FOR LOVIN' YOU	DIAMOND RIO (ARISTA)
8	1463	1563	MY MARIA	BROOKS & DUNN (ARISTA)	21	1082	972	TOO MUCH FUN	DARYLE SINGLETARY (GIANT)
9	1395	1583	I AM THAT MAN	BROOKS & DUNN (ARISTA)	22	1050	1088	I LIKE IT, I LOVE IT	TIM MCGRAW (CURB)
10	1341	1406	ON A GOOD NIGHT	WADE HAYES (COLUMBIA)	23	1044	1076	HOME	ALAN JACKSON (ARISTA)
11	1339	1482	TIME MARCHES ON	TRACY LAWRENCE (ATLANTIC)	24	1024	1118	EVERY TIME I GET AROUND YOU	DAVID LEE MURPHY (MCA)
12	1305	1469	BLUE CLEAR SKY	GEORGE STRAIT (MCA)	25	1016	959	YOU WIN MY LOVE	SHANIA TWAIN (MERCURY NASHVILLE)
13	1274	1348	DON'T GET ME STARTED	RHETT AKINS (DECCA)					

Recurrents are titles which have appeared on the Hot Country Singles chart for 20 weeks and have dropped below the top 20.

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Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TBA weekly come, beginning with the highest-cumulative station. Cumes are updated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.

**COUNTRY**

Grid of 24 country music playlists for stations: WUSN, KZLA, WKHX, KSCS, WMZQ, WXTU, KYNG, KILT, KIKK, WWWW, KPLX, KKBQ, WGAR, WYCD, WIL, WPOC, KEYE, WBOB, WIVK, WYAY, KYGO, KMPS, WFMS, KNIX. Each station listing includes PD, MD, and a table of song titles with TW and LW ratings.



*Dreams*

*Some True*

1996 COUNTRY MUSIC ASSOCIATION *Female Vocalist Of The Year*

1996 ACADEMY OF COUNTRY MUSIC *Top Female Vocalist*

*Patty, Congratulations on making music  
that touches people so deeply*



THE FITZGERALD HARTLEY CO.

# POWER PLAYLISTS

For Week Ending October 13, 1996



Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly come, beginning with the highest-cumulating station. Cumes are updated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.



COUNTRY											
WTQR		WDSY		WSIX		KMLE		KFRG		WSOC	
Greensboro PD: Paul Franklin MD: Deano		Pittsburgh PD: Justin Case Acting MD: Rick Daulton		Nashville PD/MD: Dave Kelly		Phoenix PD/MD: Jeff Garrison		San Bernardino MD: Don Jefferies		Charlotte PD: Paul Johnson MD: Rick McCracken	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	Alabama, The Maker Said Take Her	1	Tracy Lawrence, Stars Over Texas	1	Sammy Kershaw, Vidalia	1	Deana Carter, Strawberry Wine	1	Toby Keith, A Woman's Touch	1	Paul Brandt, I Do
2	Tracy Lawrence, Stars Over Texas	2	Tim McGraw, She Never Lets It Go To Her	2	Clint Black, Like The Rain	2	George Strait, I Can Still Make Cheyenne	2	Paul Brandt, I Do	2	Bryan White, So Much For Pretending
3	Vince Gill, Worlds Apart	3	Brooks & Dunn, I Am That Man	3	Brooks & Dunn, I Am That Man	3	Kenny Chesney, Me And You	3	David Lee Murphy, The Road You Leave Beh	3	Sammy Kershaw, Vidalia
4	Travis Tritt, More Than You'll Ever Know	4	Clint Black, Like The Rain	4	David Lee Murphy, The Road You Leave Beh	4	Bryan White, So Much For Pretending	4	Collin Raye, Love Remains	4	Trisha Yearwood, Believe Me Baby
5	Patty Loveless, Lonely Too Long	5	Neal McCoy, Then You Can Tell Me Goodbye	5	Patty Loveless, Lonely Too Long	5	Clint Black, Like The Rain	5	Tracy Lawrence, Stars Over Texas	5	Tracy Lawrence, Stars Over Texas
6	Ricochet, Daddy's Money	6	Travis Tritt, More Than You'll Ever Know	6	Ricochet, Love Is Stronger Than Pride	6	Reba McEntire, The Fear Of Being Alone	6	Travis Tritt, More Than You'll Ever Know	6	Travis Tritt, More Than You'll Ever Know
7	Reba McEntire, The Fear Of Being Alone	7	Alabama, The Maker Said Take Her	7	George Strait, I Can Still Make Cheyenne	7	Kevin Sharp, Nobody Knows	7	Vince Gill, Worlds Apart	7	David Lee Murphy, The Road You Leave Beh
8	Brooks & Dunn, I Am That Man	8	Alabama, The Maker Said Take Her	8	Vince Gill, Worlds Apart	8	James Bonamy, I Don't Think I Will	8	Alabama, The Maker Said Take Her	8	Deana Carter, Strawberry Wine
9	Ty Herndon, Living In A Moment	9	Wade Hayes, On A Good Night	9	Alabama, The Maker Said Take Her	9	John Michael Montgomery, Friends	9	John Michael Montgomery, Friends	9	John Michael Montgomery, Friends
10	Clint Black, Like The Rain	10	Mindy McCready, Guys Do It All The Time	10	Kenny Chesney, Me And You	10	Kenny Chesney, Me And You	10	Clay Walker, Bury The Shovel	10	John Michael Montgomery, Friends
11	Lonestar, Runnin' Away With My Heart	11	Ty Herndon, Living In A Moment	11	John Berry, Change My Mind	11	Mindy McCready, Guys Do It All The Time	11	Shania Twain, No One Needs To Know	11	Brooks & Dunn, Mama Don't Get Dressed Up
12	George Strait, Carried Away	12	James Bonamy, I Don't Think I Will	12	Collin Raye, Love Remains	12	Collin Raye, Love Remains	12	Paul Brandt, I Do	12	Reba McEntire, The Fear Of Being Alone
13	Bryan White, So Much For Pretending	13	Frazier River, Tangled Up In Texas	13	Paul Brandt, I Do	13	Paul Brandt, I Do	13	Gary Allan, Her Man	13	Clint Black, Like The Rain
14	Trisha Yearwood, Believe Me Baby	14	Western Flyer, What Will You Do With M-E	14	Mia Mason, That's Enough Of That	14	Tim McGraw, She Never Lets It Go To Her	14	Tracy Lawrence, Stars Over Texas	14	Lonestar, When Cowboys Didn't Dance
15	Paul Brandt, I Do	15	Toby Keith, A Woman's Touch	15	Brooks & Dunn, Mama Don't Get Dressed Up	15	Gary Allan, Her Man	15	Vince Gill, Worlds Apart	15	Patty Loveless, Lonely Too Long
16	George Strait, I Can Still Make Cheyenne	16	Trisha Yearwood, Believe Me Baby	16	Deana Carter, Strawberry Wine	16	Trisha Yearwood, Believe Me Baby	16	Mia Mason, That's Enough Of That	16	Gary Allan, Her Man
17	Trace Adkins, Every Light In The House I	17	Bryan White, So Much For Pretending	17	Bryan White, So Much For Pretending	17	Bryan White, So Much For Pretending	17	Shania Twain, Home Ain't Where His Heart	17	Lonestar, No News
18	Sammy Kershaw, Vidalia	18	Sawyer Brown, Treat Her Right	18	Tracy Byrd, Big Love	18	Tracy Byrd, Big Love	18	John Berry, Change My Mind	18	Kenny Chesney, Me And You
19	David Lee Murphy, The Road You Leave Beh	19	George Strait, I Can Still Make Cheyenne	19	John Michael Montgomery, Ain't Got Nothin'	19	John Michael Montgomery, Ain't Got Nothin'	19	George Strait, I Can Still Make Cheyenne	19	Bryan White, So Much For Pretending
20	Gary Allan, Her Man	20	Reba McEntire, The Fear Of Being Alone	20	Clay Walker, Bury The Shovel	20	Clay Walker, Bury The Shovel	20	Sammy Kershaw, Vidalia	20	John Deere Messina, You're Not In Kansas Any
21	Deana Carter, Strawberry Wine	21	Vince Gill, Worlds Apart	21	Vince Gill, Worlds Apart	21	David Lee Murphy, The Road You Leave Beh	21	Kenny Chesney, Me And You	21	George Strait, I Can Still Make Cheyenne
22	Joe Diffie, Whole Lotta Love	22	Sammy Kershaw, Vidalia	22	Reba McEntire, The Fear Of Being Alone	22	Diamond Rio, It's All In Your Head	22	David Kersh, Goodnight Sweetheart	22	Mindy McCready, 10,000 Angels
23	Kenny Chesney, Me And You	23	Travis Tritt, More Than You'll Ever Know	23	Rhett Akins, Don't Get Me Started	23	Trace Adkins, Every Light In The House I	23	Tracy Lawrence, Stars Over Texas	23	Tracy Lawrence, Stars Over Texas
24	David Kersh, Goodnight Sweetheart	24	Ricochet, Daddy's Money	24	Ricochet, Daddy's Money	24	Tracy Lawrence, Stars Over Texas	24	Trace Adkins, Every Light In The House I	24	Mindy McCready, 10,000 Angels
25	Collin Raye, Love Remains	25	Jeff Carson, Holdin' On To Something	25	Jeff Carson, Holdin' On To Something	25	Mia Mason, That's Enough Of That	25	Daryl Singletary, Too Much Fun	25	Mindy McCready, Guys Do It All The Time
26	Brady Seals, Another You, Another Me	26	Diamond Rio, It's All In Your Head	26	Diamond Rio, It's All In Your Head	26	Mark Chesnut, It's A Little Too Late	26	Wade Hayes, On A Good Night	26	Brooks & Dunn, Mama Don't Get Dressed Up
27	Jo De Messina, You're Not In Kansas Any	27	Aaron Tippin, That's As Close As I'll Get	27	Brooks & Dunn, My Maria	27	Wade Hayes, On A Good Night	27	Western Flyer, What Will You Do With M-E	27	Ty Herndon, Living In A Moment
28	Mark Willis, Jacob's Ladder	28	Brooks & Dunn, My Maria	28	Alan Jackson, Home	28	Brooks & Dunn, My Maria	28	Tracy Lawrence, Stars Over Texas	28	Tracy Lawrence, Stars Over Texas
29	Diamond Rio, Walkin' Away	29	Alan Jackson, Home	29	Daryl Singletary, Too Much Fun	29	Tracy Lawrence, Stars Over Texas	29	Neal McCoy, Going, Going, Gone	29	Tracy Lawrence, Stars Over Texas
30	Brooks & Dunn, Mama Don't Get Dressed Up	30	Brooks & Dunn, Mama Don't Get Dressed Up	30	Daryl Singletary, Too Much Fun	30	Neal McCoy, Going, Going, Gone	30	Brooks & Dunn, My Maria	30	Tracy Lawrence, Stars Over Texas





**Guys, this is what you get  
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**Congratulations Brooks & Dunn**

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# AIRPLAY MONITOR SONG ACTIVITY REPORTS



For Week Ending October 13, 1996

Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video play. Markets listed in order of population.

## COUNTRY

Total Plays/Gain

TRACE ADKINS 2943/344 Every Light In The House (Capitol Nashville) Total Stations: 158 Chart Move: 25-21

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Trace Adkins across various markets like L.A., Chicago, Phila., Dallas, etc.

ALABAMA 4599/486 The Maker Said Take Her (RCA) Total Stations: 160 Chart Move: 8-4

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Alabama across various markets like L.A., Chicago, Phila., Dallas, etc.

GARY ALLAN 1630/273 Her Man (Decca) Total Stations: 140 Chart Move: 15-11

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Gary Allan across various markets like L.A., Chicago, Phila., Dallas, etc.

JOHN BERRY 3205/365 Change My Mind (Capitol Nashville) Total Stations: 157 Chart Move: 22-18

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for John Berry across various markets like L.A., Chicago, Phila., Dallas, etc.

CLINT BLACK 5139/405 Like The Rain (RCA) Total Stations: 160 Chart Move: 3-1

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Clint Black across various markets like L.A., Chicago, Phila., Dallas, etc.

PAUL BRANDT 4842/35 I Do (Reprise) Total Stations: 160 Chart Move: 2-2

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Paul Brandt across various markets like L.A., Chicago, Phila., Dallas, etc.

BROOKS & DUNN 3086/176 Mama Don't Get Dressed Up For Nothing (Arista) Total Stations: 157 Chart Move: 21-20

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Brooks & Dunn across various markets like L.A., Chicago, Phila., Dallas, etc.

GARTH BROOKS 2655/790 That Ol' Wind (Capitol Nashville) Total Stations: 157 Chart Move: 35-26

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Garth Brooks across various markets like L.A., Chicago, Phila., Dallas, etc.

TRACY BYRD 1963/383 Big Love (MCA) Total Stations: 152 Chart Move: 38-34

Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Tracy Byrd across various markets like L.A., Chicago, Phila., Dallas, etc.

MARY CHAPIN CARPENTER 1467/399 Let Me Into Your Heart (Columbia) Total Stations: 128 Chart Move: 43-39

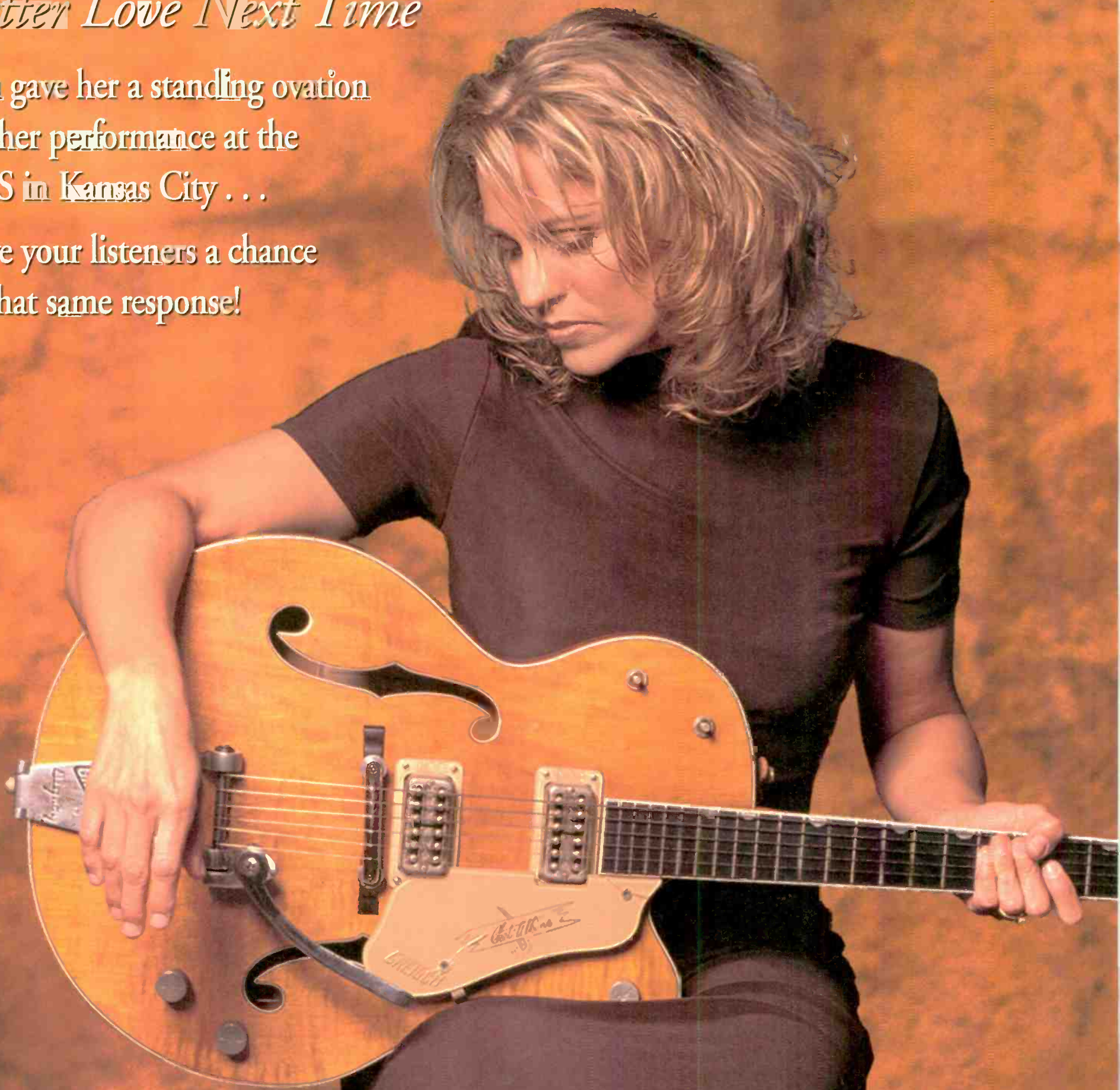
Table with columns: Market, Artist, Song, TP, LW, W, ZW, IP. Lists top 25 songs for Mary Chapin Carpenter across various markets like L.A., Chicago, Phila., Dallas, etc.

# CARYL MACK PARKER

*"Better Love Next Time"*

You gave her a standing ovation  
for her performance at the  
CRS in Kansas City . . .

Give your listeners a chance  
at that same response!



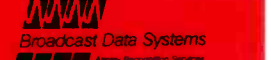
 MAGNATONE  
RECORDS

 SQUAREWEST  
RECORDS

*. . . with your help we're gonna bring this one home.*

# AIRPLAY **Monitor** **SONG ACTIVITY REPORT**

For Week Ending October 13, 1996



Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video play. Markets listed in grade C population.

## C O U N T R Y

DEANA CARTER 3955/356										KENNY CHESNEY 4273/573										TERRI CLARK 2287/609										DIAMOND RIO 2928/281										TY ENGLAND 2521/298																									
Strawberry Wine (Capitol Nashville)					Me And You (BNA)					Poor, Poor Pitiful Me (Mercury Nashville)					It's All In Your Head (Arista)					Irresistible You (RCA)																																													
Total Stations: 158					Chart Move: 17-12					Total Stations: 159					Chart Move: 14-6					Total Stations: 150					Chart Move: 36-29					Total Stations: 156					Chart Move: 24-22					Total Stations: 156					Chart Move: 29-27																				
City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP																										
L.A.	CMT	20	17	13	181	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19	Jacksonv.	WOJK	19	18	19	19												
Chicago	TNN	1	2	2	2	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19						
San Fran.	KIKF	22	35	44	251	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19

ALAN JACKSON 1186/1186										DAVID KERSH 2459/463										PATTY LOVELL 4223/318										MILA MASON 2202/200										MARTINA MCBRIDE 1388/224																																											
Little Bitty (Arista)					Goodnight Sweetheart (Curb)					Lonely Too Long (Epic)					That's Enough Of That (Atlantic)					Swingin' Doors (RCA)																																																															
Total Stations: 125					Chart Move: Debut 41					Total Stations: 156					Chart Move: 34-28					Total Stations: 159					Chart Move: 12-7					Total Stations: 126					Chart Move: 41-40																																																
City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP	City	W	L	W	IP																																												
L.A.	CMT	2	2	2	2	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19	Austin	WOJK	19	18	19	19																		
Chicago	WUSN	13	13	12	12	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19	Birmingham	WOJK	19	18	19	19						
San Fran.	KSAN	13	13	12	12	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19	Richmond	WOJK	19	18	19	19

# AIRPLAY MONITOR SONG ACTIVITY REPORTS



Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video play. Markets listed in order of population.

For Week Ending October 13, 1996

## COUNTRY

REBA MCENTIRE 3930/670 <i>The Fear Of Being Alone (MCA)</i> Total Stations: 160 Chart Move: 20-13										TIM MCGRAW 1605/709 <i>Maybe We Should Just Sleep On It (Curb)</i> Total Stations: 145 Chart Move: 45-37										JOHN MICHAEL MONTGOMERY 3519/70 <i>Ain't Got Nothin' On Us (Atlantic)</i> Total Stations: 159 Chart Move: 18-15										DAVID LEE MURPHY 4173/239 <i>The Road You Leave Behind (MCA)</i> Total Stations: 158 Chart Move: 9-9										COLLIN RAYE 3890/206 <i>Love Remains (Epic)</i> Total Stations: 159 Chart Move: 15-14									
City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP														
LA	TNN	21	16	11	48	Jacksonv.	WOJK	22	22	20	10	LA	TNN	3	2	5	10	LA	TNN	22	22	20	10	LA	TNN	3	2	5	10	LA	TNN	25	21	19	55														

RICOCHET 2867/188 <i>Love Is Stronger Than Pride (Columbia)</i> Total Stations: 159 Chart Move: 23-23										KEVIN SHARP 1039/342 <i>Nobody Knows (Asylum)</i> Total Stations: 92 Chart Move: 51-43										GEORGE STRAIT 4184/515 <i>I Can Still Make Cheyenne (MCA)</i> Total Stations: 160 Chart Move: 16-8										TRAVIS TRITT 4388/573 <i>More Than You'll Ever Know (Warner Bros.)</i> Total Stations: 158 Chart Move: 13-5										CLAY WALKER 2247/584 <i>Bury The Shovel (Giant)</i> Total Stations: 153 Chart Move: 37-30									
City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP	City	Station	W	TW	WZ	TP														
LA	TNN	14	14	13	27	Jacksonv.	WOJK	14	14	13	27	LA	TNN	22	20	15	112	LA	TNN	22	20	15	112	LA	TNN	4	3	4	35	LA	TNN	27	27	20	101														



# Vega Vision

HEAR THE VOICE

FEEL THE PASSION

BNA  
PROUDLY  
INTRODUCES

# Ray Vega

“REMEMBER WHEN”

IMPACT DATE  
AFTER THE FIRST SPIN  
MONDAY, OCTOBER 28TH

**BNA**  
BNA RECORDS LABEL

© 2004

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 160 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1996 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ No. 1 ★★★				
1	3	8	LIKE THE RAIN RCA 1 week at No. 1	CLINT BLACK	5139	4734	
2	2	21	I DO REPRISE	PAUL BRANDT	4842	4807	
3	1	16	BELIEVE ME BABY (I LIED) MCA	TRISHA YEARWOOD	4608	5243	
4	8	15	THE MAKER SAID TAKE HER RCA	ALABAMA	4599	4113	
5	13	14	MORE THAN YOU'LL EVER KNOW WARNER BROS.	TRAVIS TRITT	4388	3815	
6	14	15	ME AND YOU BNA	KENNY CHESNEY	4273	3700	
7	12	10	LONELY TOO LONG EPIC	PATTY LOVELESS	4223	3905	
8	16	10	I CAN STILL MAKE CHEYENNE MCA	GEORGE STRAIT	4184	3669	
9	9	13	THE ROAD YOU LEAVE BEHIND MCA	DAVID LEE MURPHY	4173	3934	
10	4	14	STARS OVER TEXAS ATLANTIC	TRACY LAWRENCE	4047	4703	
11	5	15	WORLDS APART MCA	VINCE GILL	3976	4371	
12	17	11	STRAWBERRY WINE CAPITOL NASHVILLE	DEANA CARTER	3955	3599	
13	20	4	THE FEAR OF BEING ALONE MCA	REBA MCENTIRE	3930	3260	
14	15	16	LOVE REMAINS EPIC	COLLIN RAYE	3890	3684	
15	18	7	AIN'T GOT NOTHIN' ON US ATLANTIC	JOHN MICHAEL MONTGOMERY	3519	3449	
16	11	18	LIVING IN A MOMENT EPIC	TY HERNDON	3502	3917	
17	10	14	VIDALIA MERCURY NASHVILLE	SAMMY KERSHAW	3241	3928	
			★★★ AIRPOWER ★★★				
18	22	14	CHANGE MY MIND CAPITOL NASHVILLE	JOHN BERRY	3205	2840	
19	7	17	YOU'RE NOT IN KANSAS ANYMORE CURB	JO DEE MESSINA	3093	4130	
20	21	7	MAMA DON'T GET DRESSED UP FOR NOTHING ARISTA	BROOKS & DUNN	3086	2910	
21	25	10	EVERY LIGHT IN THE HOUSE CAPITOL NASHVILLE	TRACE ADKINS	2943	2599	
22	24	10	IT'S ALL IN YOUR HEAD ARISTA	DIAMOND RIO	2928	2647	
23	23	11	LOVE IS STRONGER THAN PRIDE COLUMBIA	RICOCHE	2867	2679	
24	6	16	A WOMAN'S TOUCH MERCURY NASHVILLE	TOBY KEITH	2850	4217	
25	19	18	SO MUCH FOR PRETENDING ASYLUM	BRYAN WHITE	2662	3430	
26	35	5	THAT OL' WIND CAPITOL NASHVILLE	GARTH BROOKS	2655	1865	
27	29	12	IRRESISTIBLE YOU RCA	TY ENGLAND	2521	2223	
28	34	13	GOODNIGHT SWEETHEART CURB	DAVID KERSH	2459	1996	
29	36	3	POOR, POOR PITIFUL ME MERCURY NASHVILLE	TERRI CLARK	2287	1678	
30	37	5	BURY THE SHOVEL GIANT	CLAY WALKER	2247	1663	
31	33	11	THAT'S ENOUGH OF THAT ATLANTIC	MILA MASON	2202	2002	
32	26	19	SHE NEVER LETS IT GO TO HER HEART CURB	TIM MCGRAW	2189	2417	
33	32	13	WHAT WILL YOU DO WITH M-E STEP ONE	WESTERN FLYER	2034	2045	
34	38	6	BIG LOVE MCA	TRACY BYRD	1963	1580	
35	27	16	YOU CAN'T LOSE ME WARNER BROS.	FAITH HILL	1750	2400	
36	39	10	HER MAN DECCA	GARY ALLAN	1630	1357	
37	45	3	MAYBE WE SHOULD JUST SLEEP ON IT CURB	TIM MCGRAW	1605	896	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	30	20	THAT GIRL'S BEEN SPYIN' ON ME CAPITOL NASHVILLE	BILLY DEAN	1525	2128	
39	43	4	LET ME INTO YOUR HEART COLUMBIA	MARY CHAPIN CARPENTER	1467	1068	
40	41	9	SWINGIN' DOORS RCA	MARTINA MCBRIDE	1388	1164	
			★★★ HOT SHOT DEBUT ★★★				
41	NEW		LITTLE BITTY ARISTA	ALAN JACKSON	1186	0	
42	42	8	LOVE YOU BACK DECCA	RHETT AKINS	1090	1148	
43	51	5	NOBODY KNOWS ASYLUM	KEVIN SHARP	1039	697	
44	54	5	ONE WAY TICKET (BECAUSE I CAN) CURB	LEANN RIMES	1038	568	
45	44	5	GOING, GOING, GONE ATLANTIC	NEAL MCCOY	1035	915	
46	46	5	WHEN COWBOYS DIDN'T DANCE BNA	LONESTAR	1010	893	
47	48	4	WOULD I WARNER BROS.	RANDY TRAVIS	1001	742	
48	49	4	WHERE DO I GO TO START ALL OVER COLUMBIA	WADE HAYES	725	735	
49	52	8	ANOTHER YOU, ANOTHER ME REPRISE	BRADY SEALS	707	637	
50	58	4	IT'S A LITTLE TOO LATE DECCA	MARK CHESNUTT	700	518	
51	53	6	WE ALL GET LUCKY SOMETIMES CAREER	LEE ROY PARNELL	684	615	
52	47	9	MY ANGEL IS HERE CURB/MCA	WYNONNA	669	833	
53	55	6	CHEROKEE BOOGIE ARISTA	BR5-49	625	566	
54	60	2	THAT'S ANOTHER SONG ASYLUM	BRYAN WHITE	575	267	
55	56	7	NO WAY OUT CAPITOL NASHVILLE	SUZY BOGGUSS	532	557	
56	40	12	HOME AIN'T WHERE HIS HEART IS (ANYMORE) MERCURY NASHVILLE	SHANIA TWAIN	521	1351	
57	50	19	WHOLE LOTTA GONE EPIC	JOE DIFFIE	475	731	
58	66	2	I CAN'T DO THAT ANYMORE WARNER BROS.	FAITH HILL	425	183	
59	63	3	AMEN KIND OF LOVE GIANT	DARYLE SINGLETARY	416	237	
60	61	3	MAYBE HE'LL NOTICE HER NOW BNA MINDY MCCREEDY FEATURING RICHIE McDONALD		389	256	
61	NEW		KING OF THE WORLD ARISTA	BLACKHAWK	318	92	
62	62	3	BETTY'S GOT A BASS BOAT ARISTA	PAM TILLIS	295	240	
63	65	4	JUST WHEN I NEEDED YOU MOST RISING TIDE	DOLLY PARTON	253	214	
64	64	20	BIG GUITAR ARISTA	BLACKHAWK	204	235	
65	NEW		RUNNING OUT OF REASONS TO RUN COLUMBIA	RICK TREVINO	204	54	
66	NEW		ALL I DO IS LOVE HER EPIC	JAMES BONAMY	196	5	
67	NEW		BETTER LOVE NEXT TIME MAGNATONE	CARYL MACK PARKER	166	80	
68	RE-ENTRY		HIGH LOW AND IN BETWEEN MERCURY NASHVILLE	MARK WILLS	162	70	
69	NEW		YOU CAN'T STOP LOVE MCA	MARTY STUART	161	2	
70	75	2	FRIENDS ATLANTIC	JOHN MICHAEL MONTGOMERY	136	95	
71	69	2	HOW'S THE RADIO KNOW RCA	AARON TIPPIN	120	111	
72	72	2	KISS THE GIRL WALT DISNEY	LITTLE TEXAS	111	104	
73	74	2	LOVE WORTH FIGHTING FOR CURB	BURNIN' DAYLIGHT	104	99	
74	71	12	I JUST MIGHT BE BNA	LORRIE MORGAN	100	108	
75	RE-ENTRY		ONCE I WAS THE LIGHT OF YOUR LIFE EPIC	STEPHANIE BENTLEY	98	95	

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records which attain 3200 detections for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 that are decreasing in plays are removed from the chart after 20 weeks.



The dream has become a reality ...

**ROYALWADEKIMES**

“LEAVE MY MAMA OUT OF THIS”

The premiere single from his Asylum debut album, *Another Man's Sky*

**AIRPLAY: OCTOBER 28**

Produced by MICHAEL D. CLUTE / Executive Producer: JOE MANSFIELD / Management: PLAN A, Inc.



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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

October 11, 1996 \$ 4.95 Volume 4 • No. 42

## COUNTRY HIGHLIGHTS

★★★★ NO. 1 ★★★★★

#1

**TRISHA YEARWOOD**

*Believe Me Baby (I Lied)* (MCA)

★★★★ AIRPOWER ★★★★★

DEANA CARTER • *Strawberry Wine* (CAPITOL NASHVILLE)

REBA MCENTIRE • *The Fear Of Being Alone* (MCA)

### NEW RELEASES

BILLY DEAN • *I Wouldn't Be A Man* (CAPITOL NASHVILLE)

ALAN JACKSON • *Little Bitty* (ARISTA)

TRACY LAWRENCE • *Is That A Tear* (ATLANTIC)

MARTY STUART • *You Can't Stop Love* (MCA)

THRASHER SHIVER • *Closer* (ASYLUM)

MARK WILLS • *High Low And In Between* (MERCURY NASHVILLE)

JEFF WOOD • *You Just Get One* (IMPRINT)

## Can You Have High Spins *And* High TSL? Only A Few Stations Have Both

by Sean Ross

For years, it was a programming truism that more repetition meant less time spent listening. Recently, however, PDs who rotate their currents heavily have contended that playing more hits, not more variety, drives TSL. Those PDs believe there is no such thing as too much repetition, if you're playing the right songs.

Well, Airplay Monitor has compared TSL and spin count for all formats, and the results are on the side of the variety camp. Despite some individual exceptions, stations with the highest spin count in each format average a lower TSL than their format overall. Stations with the lowest spin count in each format usually exceed their format's average TSL.

Airplay Monitor used monitored airplay info from Broadcast Data Systems, and TSL from the spring '96 Arbitron study. Then we compared the results to the average TSL for each format from our exclusive spring Airplay Monitor/Arbitron national format ratings.

The first thing we found was that there are relatively few variances in rotation within most major formats. While top 40 has stations that spin their heavies 38 times a week and stations that spin their heavies more than 100 times, only about one-third of the top 40 panel plays its heavies more than 65 times a week or less than 50. In other formats, the variances were considerably less. Most country and modern rock stations, for instance, were between 35-45

spins. When stations did vary from the average, however, they were more likely to play their powers less often than the average.

As for stations that do vary from the average, the pattern holds virtually across all formats.

• In top 40, the 11 mainstream stations that play their heavies more than 65 times a week had an average TSL of 6:30 hours a week, less than the format average of 6:51. The 15 mainstream top 40s that come in at 50 spins or less have an 8:10 average TSL. The exception to the pattern—the only one we found in any format—is the 11 rhythmic top 40s that played heavies 65-87 times a week; they averaged 7:20 TSL.

• In country, there are seven stations in the 50-plus range; they average 8:09 hours of listening every week. By contrast, the seven stations in the 29-35 weekly plays category average 9:30 a week. The format's average is 8:37. And where the low-rotation top 40s tended to be smaller-market, more gold-based, more full-service outlets, the country stations in the lower-spin-count camp include such big-city outlets as WUSN Chicago, KSCS Dallas, KYGO Denver, WKLB Boston, and WMIL Milwaukee.

• Modern rock, despite its historical loyalty, has a low weekly TSL of 6:06; that's less than top 40—despite top 40's reputation as an all-cume, no-TSL format. The eight stations we looked at that rotated their heavies more than 50 times a week, including KDGE Dallas, WPLY Philadelphia, and WKQX

*Continued on page 6*

# Trisha Yearwood

THANK YOU  
COUNTRY RADIO!

**BELIEVE ME BABY (I LIED)**  
#1 Billboard, #1 R&R,  
#1 Gavin & Gavin Only  
#1 Country Network

Now the follow-up smash  
**EVERYBODY KNOWS**  
(the title cut to the best selling album)

Impact date **October 21st**

MCA  
NASHVILLE  
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Visit Trisha on the internet at  
<http://www.mca-nashville.com>

### THIS WEEK

In Country Airplay Monitor

- 3 R.J. Curtis To Y100 San Antonio
- 3 Triumphs, Glitches At CMA Awards
- 6 Profile: EZ Communications' Becky Brenner

1996 CMA Nominees For Top Vocal Group.

Combined Album Sales Nearly 3 Million.

In The Royal Court Of Country,  
One Band Is Poised To Take The Crown.



# BLACKHAWK

"King Of The World"

The new single from their near Platinum album,  
*Strong Enough*.

Official Airplay Date: October 7th

Produced by Mark Bright for EMI Nashville Productions  
Executive Producer: Tim DuBois  
Associate Producer: Mike Clute

Management: Rick Alter Management  
Nashville, TN

ARISTA  
NASHVILLE

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## Post-Show Complaints Follow CMA Awards

Compared to last year, there was little grumbling about the choice of winners at the 30th annual Country Music Assn. Awards, held in Nashville and televised on CBS-TV Oct. 2. There were, however, some post-show complaints about the performances, which some programmers felt were more AC- than country-influenced, and about the show's sound problems.

Most PD complaints centered on the inclusion of Michael Bolton, who dueted with Wynonna on a song he wrote.

"A couple of the things that were done, it seemed the [CMA] was promoting AC radio,"



says KRAK Sacramento, Calif., PD Ray Knight. "The whole Wynonna thing... that's nothing that would help the country format. Overall, it was a good presentation, but things like that concern me."

"I think it's a misstep," agrees WTDR Charlotte, N.C., PD Lloyd Ford. "We can't continue to go in that direction... The people who have supported this format for a long time want to hear country music."

"It's a great idea to try to expose our format by whatever means necessary, but we have plenty of good songs and stars of our own," says KEEY Minneapolis PD Gregg Swedberg.

Swedberg was also concerned about the show's sound problems. "If you're gonna do an awards show that revolves around music, you think you'd get the sound right," he says. "That

was very disappointing."

Oct. 2 turned out to be a big night for George Strait, who took home awards for male vocalist, album ("Blue Clear Sky"), and single of the year ("Check Yes Or No"). He previously won the male vocalist award in 1985 and 1986. His win in the category this year earned him a standing ovation.

Bryan White's Horizon Award win was also enthusiastically endorsed by the audience with a standing ovation. The evening's first such ovation was for Junior Brown, who took music video of the year honors for his black and white clip "My Wife Thinks You're Dead."

Patty Loveless was named female vocalist of the year for the first time.

Awards show host Vince Gill was overcome with emotion on winning the song of the year award for his composition "Go Rest High On That Mountain" and could manage only a one-sentence acceptance. A more composed Gill returned with Dolly Parton later to accept the vocal event of the year prize for "I Will Always Love You."

Several categories featured repeat winners. Brooks & Dunn took home their fifth consecutive vocal duo trophy, in addition to winning the entertainer of the year prize for the first time. The Mavericks won their second consecutive vocal group trophy. Fiddler Mark O'Connor won the musician of the year trophy for the sixth consecutive year.

Hall of Fame inductees were the late Patsy Montana, Buck Owens, and Ray Price, who declared, "It's about time."

PHYLLIS STARK



## Curtis Joins KCYY; FCC Fining Again

**R.** J. Curtis exits the OM job at After MidNite Entertainment Oct. 9 to become PD at KCYY (Y100) San Antonio, Texas, effective Oct. 14. He replaces Scott Husky, now with Rusty Walker Consulting. Curtis also has been elected to the Country Music Assn. board of directors.

Just when you thought the FCC had taken a more passive role, album WVIC Lansing, Mich., has been sent a notice of apparent liability for an allegedly indecent broadcast by morning man Jaz McKay July 3 in which McKay allegedly used the "M-F" phrase twice.

Brad Barrett, station manager/PD/morning man at country KRZY-FM (formerly KOLT-FM) and sports sister station KRZY-AM Albuquerque, N.M., joins crosstown KASY as PD. KASY was, at press time, in the process of a two-day on-air format stunt.

WNOE New Orleans interim PD Eddie Edwards is now acting PD and is likely to get the job, as GM Tom Kennedy puts his search on hold for now.

Trish Carpenter is named OM of country/classic rock combo WBAM/WRWO Montgomery, Ala. Carpenter gets the job that was supposed to go to Larry Stevens, who couldn't get out of his noncompete with rival WMXC. Stevens has instead opened an advertising agency.

Top 40 WZPK Portland, Maine, long the target of rumors that new owner Fuller-Jeffrey Broadcasting would switch it to country, perhaps simulcasting sister WOKQ Portsmouth, N.H., has gone dark pending a format change. PD Mike Dionne is the only staffer kept on. WOKQ president/GM Martin Lessard adds those duties at WZPK.

KHEY-AM El Paso, Texas, flips from satellite oldies to ABC's Real Country format.

KAGG Bryan, Texas, middayer Terry Hunt is upped to MD/afternoons, replacing former MD/nights Mark Henley, who exits. Chuck Baker moves from afternoons to middays. P/T Randy Simms is upped to nights, and P/T Robin Rey-

nolds is upped to the new late-night shift.

Former KXDD Yakima, Wash., MD/middayer host Bob Reece crosses to KXXS for PD/morning co-host duties, joining Gwyn Gillmore in the morning. He replaces Danny White, now at sister station KATS.

KRRV Alexandria, La., APD/MD Michael Bailey moves to a new position at parent Champion Broadcasting. Middayer Scott Bryant replaces him as MD.

ABC Radio's syndicated morning man Moby picks up new affiliate WRCV Grand Rapids, Mich. Night jock Billy Ray Hayes is the new MD at KOOV Killeen, Texas.

Andy Meyer joins WKIX Raleigh, N.C., as p.m. driver/production director. He was production director at crosstown oldies WTRG. Also, Cactus Jack joins WKIX for evenings from oldies WAZZ Fayetteville, N.C.

KDDK Little Rock, Ark., afternoon jock Mark McCain exits radio. No replacement has been named... Former KTEX McAllen, Texas, morning host Sonny Laguna joins crosstown AC KVLV for mornings.

WAIB Tallahassee, Fla., morning host Julie Miles crosses to WTNT for the same shift, paired with Vic Swan. Swan's partner, Scooter Thomas, moves to afternoons, sending Bill Kelly to nights, replacing Holly Morgan.

WJCC (Cat Country) Montgomery, Ala., taps new middayer host Shawn O'Brian from WHKZ Columbia, S.C., replacing Bryan Allen.

Victor Sansone has been named president/GM of WKHX-AM-FM/WYAY Atlanta, replacing the retiring Norm Schruett. Sansone, who most recently was president/GM at KSCS Dallas, returns to WKHX, where he was GSM from 1983 to '89. WBAP Dallas president/GM John Hare adds those duties at KSCS and also assumes managerial responsibility for WJR/WHYT Detroit.

KQRS/KEGE-FM Minneapolis president/GM Mark Steinmetz adds managerial responsibility for WLS/WKXX Chicago.

## MJI Takes The Cake



Country Music Assn. Awards week in Nashville kicked off with a party at Opryland USA honoring the CMA radio nominees and hosted by MJI Broadcasting. Pictured, from left, are WUBE Cincinnati's Bubba Boulanger; MJI COO Julie Talbott; WWKA Orlando, Fla.'s Mike Moore, Ron Bisson, and Frank "the Janitor"; MJI VP/GM Gary Krantz; KSSN Little Rock, Ark.'s Bob Robbins; MJI's Jennifer Leimgruber; KSSN's Jay Werth; and WUBE's Jim Fox.



## COUNTRY CONFIDENTIAL BY WADE JENSEN

### Triumphs, Glitches Of The CMA Awards Show

**W**hile I was pleased with the overall quality of the show, I was a bit uneasy with the music-intensive slant of this year's Country Music Assn.

Awards. It seemed that the awards presentations were too hurried and that the emphasis on the show's many performances upstaged the ceremonial aspect of the evening. In several categories, presenters didn't allow time for the customary applause between nominee names. Network time constraints, maybe. But it shouldn't keep the audience from being allowed to express its appreciation.

There's no such thing as a perfect awards show, and everyone has an opinion about the triumphs and glitches. So, in the spirit of good-natured nit-picking, here's my take on this year's event.

Best performance: A tie between Vince Gill and Alison Krauss' reading of "High Lonesome Sound" and Patty Loveless' performance of "Lonely Too Long." The producers seemed to want the show to appear a little too hip for its own good this year; but these two shots brought some much-needed relatability. In short, they were country and powerfully, yet subtly, hip.

Segments that made no sense: Trisha Yearwood is riding high with "Believe Me Baby (I Lied)," her first No. 1 song in more than a year, but she performed the ballad "A Lover Is Forever," which I doubt got through to the country lifers out in TV land. Her voice is awe-inspiring, but it's unfortunate that it wasn't set to a more engaging song for this show. An incredible opportunity tragically overlooked.

Same goes for the Wynonna and Michael Bolton duet. Bolton's voice had an annoying, screeching quality. So much so, in fact, that the song's lyric was indistinguishable. If this segment worked at all, it was Wynonna who car-

ried it off. I'm sure this was well-intended; it just seemed so unnecessary.

Best line of the evening: Dolly Parton's acceptance speech for "I Will Always Love You," in the vocal-event category. "How many things can this song win?" she said. "Aren't you sick of this song?" Hilarious, and totally Dolly.

Worst outfit: Raul Malo of the Mavericks. I know these guys can get pretty wacky when it comes to wardrobe, but his hat and purple ruffles established a new precedent for tastelessness.

Best outfit: Suzy Bogguss in her taupe cocktail dress. Quietly seductive and totally stylish.

Only unfamiliar song to make a noticeable impact: Alan Jackson's "Everything I Love (Is Killing Me)." This guy can resuscitate even the most lifeless material, but in this case, the song was so relatable and beautiful, it sounded as if I'd heard it a million times. Watch for it on his upcoming set.

Biggest contradiction to the popular new "country is dead" movement: George Strait's wins for album, single, and male vocalist of the year. I'll be losing a little less sleep knowing that the industry still recognizes the fact that Strait still has the stuff. Anyone who might be in doubt should attend his annual Labor Day music festival in San Antonio, Texas, and be reborn. God bless him for reassuring us, and long may he sing.

Refreshing break from tradition: Hall of Fame inductees don't usually perform. Ray Price's and Buck Owens' songs brought tears to my eyes. Our roots were showing, and it felt wonderful.

Biggest surprise of the evening: Junior Brown's trophy for video of the year. I couldn't help remembering Hank Williams Jr.'s acceptance speech for the same award a few years ago, when he quipped, "Don't forget, we still make audio, too!" Enough said.

## ON THE ROW

### DeCarlo To Step One; CRS Exits Opryland

**C**hris DeCarlo joins Step One Records as Northeast regional. She was with A&M Nashville for a few weeks before it folded and previously was APD/MD at WDSY Pittsburgh.

Country Radio Seminar will officially be moving from its longtime home at Nashville's Opryland Hotel to the downtown Convention Center in 1998.

Congratulations to touring partners Faith Hill and Tim McGraw, who were married in Louisiana last weekend.

The 14th annual Academy of Country Music Bill Boyd Golf Classic will be held Oct. 21 at the De Bell Golf Course in Burbank, Calif. Proceeds will benefit the T.J. Martell Foundation and the Los Angeles Shriners Hospital for Crippled Children. Tracy Lawrence will host the event. Participants will include Terri Clark, Toby Keith, Neal McCoy and John Michael Montgomery.

## PROMOTIONS

### Jordan Wants Bill's Job; WTDR Guitar Pull

**K**WNR Las Vegas morning host Tom Jordan is running for president on a "no-cost housing" platform. When listeners put his campaign sign in their yard or window, they are eligible to win payment of their rent or mortgage and other bills, such as utilities, phones, and car payments. When they include the message "Tom Jordan for president on New Country 95.5" on their answering machine, they are eligible to win \$50 if Jordan hears the message.

Jordan's campaign rhetoric is guaranteed to please. "I don't want to earn your vote," he has declared. "I want to buy it."

Instead of collecting donations from voters, Jordan is giving money back. One morning, he gave a dollar to everyone who called him. Other prizes have included concert tickets and hams. He will be making numerous whistle-stop appearances before the election.

WTDR Charlotte, N.C., will host a guitar pull Oct. 15. The station is distributing 2,600 free tickets to its 96.9 New Country Jam, but attendees must bring canned goods for a local food bank. Participating artists will be Mark Wills, Trace Adkins, JoDee Messina, Terri Clark, Kenny Chesney, and Paul Brandt.

In honor of KSSN Little Rock, Ark., morning man Bob Robbins' win as the Country Music Assn's medium-market personality of the

year, Arkansas Gov. Mike Huckabee proclaimed Oct. 2 Bob Robbins Day.

KIIM Tucson, Ariz., will host its second Trick or Treat Street on Halloween. Children will trick or treat at homes and party stations sponsored by local merchants and nonprofit organizations in a controlled and safe environment. Attendees are being asked to donate a non-perishable food item.

WDDD (W3-D) Carbondale, Ill., is readying its second drumstick auction for Thanksgiving week. Proceeds benefit local food banks. The station is requesting that labels donate drumsticks autographed by artists.

WKHX-FM Atlanta hosted its 17th annual chili cookoff Oct. 5. Activities included the chili chant, the jalapeño-pepper eating contest, and the flying-weenie contest. Performers included James Bonamy and Deana Carter.

WKLB Boston raised more than \$130,000 for St. Jude Children's Research Hospital in Memphis with its Country Cares radiothon Sept. 27-28. Artists Mindy McCready, Paul Jefferson, and Kevin Sharp participated.

WHB Kansas City afternoon co-host Don Glaze raised funds for the Easter Seals Society by dancing the Macarena in front of each of the 45,000 seats in Kauffman Stadium. Listeners pledged money via an 800 number.

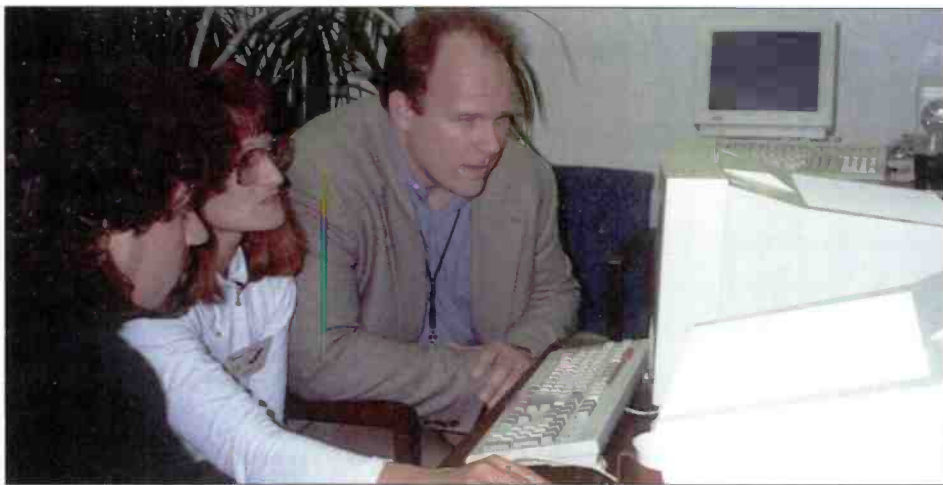
PHYLLIS STARK

### Kansas City's Darling



Decca artist Helen Darling signs an autograph for Sonny Bell, right, a systems analyst at Broadcast Data Systems, while Decca Midwest regional Buck Stevens looks on. The meeting took place during a reception hosted by BDS for attendees of Country Radio Seminar-Midwest in Kansas City.

### Learning As They Go



During a tour of the Broadcast Data Systems facility in Kansas City during Country Radio Seminar-Midwest, Theresa Funk, BDS' music ID lead analyst, demonstrated the system to MCA's Scott Borchetta, left, and Almo Sounds' Larry Pareigis, right.

# AIRBORNE

Instant information on Country's new artists

Edited by Sue Falco

### Gary Allan

"HER MAN" (DECCA)

At the age of 13, Gary Allan walked into a bar a few blocks from his home in La Mirada, Calif.,



to audition for a singing job he'd seen advertised. Despite protests from the club owner that he was too young, Allan convinced the man to let him perform the following weekend, accompanied by his father and older brother. At 15, he was offered a record deal but followed his parents' advice to let it wait. Years later, and within weeks of arriving in Nashville, Allan had his choice of several major-label deals. "Used Heart For Sale," his debut album for Decca, was released Sept. 24.

At the age of 13, Gary Allan walked into a bar a few blocks from his home in La Mirada, Calif., to audition for a singing job he'd seen advertised. Despite protests from the club owner that he was too young, Allan convinced the man to let him perform the following weekend, accompanied by his father and older brother. At 15, he was offered a record deal but followed his parents' advice to let it wait. Years later, and within weeks of arriving in Nashville, Allan had his choice of several major-label deals. "Used Heart For Sale," his debut album for Decca, was released Sept. 24.

### BR5-49

"CHEROKEE BOOGIE" (ARISTA)

Hailing from Washington, Missouri, Indiana, West Virginia, and Kansas, the five members of BR5-49 were introduced to music and



fell in love with it at an early age. Coming together in Nashville in 1993, they became regulars at Robert's Western World, a boot store/beer joint on lower Broadway, where they performed a mix of classics

and their own brand of country music. They drew crowds as diverse as the music they played, and the buzz made its way across town to various labels. "BR5-49 Live From Robert's," a six-song EP, was released earlier this year. "BR5-49" is the band's debut studio release.

### Deana Carter

"STRAWBERRY WINE" (CAPITOL NASHVILLE)

Growing up in Music City, Deana Carter didn't have to go much farther than her own



back yard to pursue a career in music. As if being a local wasn't enough to give her the bug, her father, studio guitarist Fred Carter Jr., made it contagious. While he was away

recording with everyone from Neil Young to Tony Bennett, the rest of the Carter clan was singing in church choirs and musicals. Her debut album is titled "Did I Shave My Legs For This?" She will perform at Farm Aid IX Oct. 12 in Columbia, S.C., by invitation of event organizer Willie Nelson.

### Deryl Dodd

"FRIENDS DON'T DRIVE FRIENDS..." (COLUMBIA)

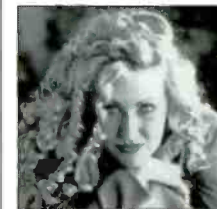
Dallas native Deryl Dodd grew up in a home where music was a constant. His parents and uncle performed as a trio, Dodd and three siblings sang in their grandfather's small rural church, and musical instruments were just part of the furniture. Learning guitar from his father at the age of 7, Dodd went on to teach himself bluegrass banjo at 13 and pedal steel by 16. After graduating from Baylor University in 1987, Dodd played regularly, then moved to Nashville in '91 and toured as part of Martina McBride's band.

In '95, Dodd came into his own, striking a deal with Columbia. He penned eight of the 10 tracks on his debut album, "One Ride In Vegas."

### Mila Mason

"THAT'S ENOUGH OF THAT" (ATLANTIC)

A family tradition may be the reason Mila Mason pursued her dream of a music career so strongly. Mason's grandmother instilled a love of music in her daughter, who took it one step



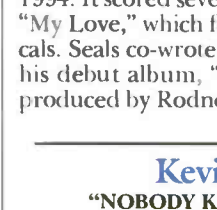
further by singing and touring all over the country. After she graduated from high school in Dawson Springs, Ky., it was the youngest Mason's turn to follow in her mother's footsteps. She moved to Nash-

ville, where she modeled, sang jingles, wrote songs, and recorded demos until a showcase landed her a record deal with Atlantic. Her debut set, "That's Enough Of That," was released Sept. 9.

### Brady Seals

"ANOTHER YOU, ANOTHER ME" (REPRISE)

Fairfield, Ohio, native Brady Seals is flying solo after a successful run with Little Texas. Over its 7-year history, Little Texas received many accolades, including the Academy of Country Music's vocal group of the year award in

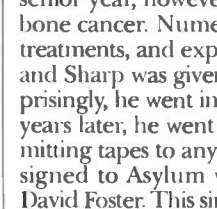


1994. It scored several hit records, including "My Love," which featured Seals on lead vocals. Seals co-wrote nine of the 10 tracks on his debut album, "The Truth," which was produced by Rodney Crowell.

### Kevin Sharp

"NOBODY KNOWS" (ASYLUM)

Kevin Sharp's family, which included seven children and numerous foster children, lived in Idaho and Sacramento, Calif. By the age of 3, Sharp was performing at church functions along with members of his family. At 10, he was auditioning for musicals, and his high school years were spent singing in choirs and playing sports. During his



senior year, however, he was diagnosed with bone cancer. Numerous operations, painful treatments, and experimental drugs followed, and Sharp was given little chance to live. Surprisingly, he went into remission in 1991. Two years later, he went back to performing, submitting tapes to anyone who'd listen, and was signed to Asylum with the help of mentor David Foster. This single is a country remake of a top 40 hit by the Tony Rich Project. "Measure Of A Man" is Sharp's debut album. A television movie about his life is being written and will star Fred Savage of "The Wonder Years."

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor. Send information on new artists to Sue Falco at 11 W. 42nd St., 12th Floor, New York, N.Y. 10036.

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## Can You Have High Spins And High TSL? Only A Few Stations Have Both

Continued from page 1

Chicago, all came in below the format average, with an average TSL of 5:20. By contrast, the 11 stations in the 25-35 spins camp beat the median TSL, at least slightly, with an average of 6:25 each week. The highest were KPNT St. Louis and KREV Minneapolis, with eight hours a week.

- Album rock, the category in which Arbitron places both mainstream and triple-A outlets, has an average TSL of 7:21. Both the 10 mainstream stations in the 35-plus range that we looked at and the 10 we looked at in the 17-25 spin range exceeded the 7:21 figure. But the high-rotation stations, most of them young-end "active" rockers, had an average of 7:40. The lower-rotation outlets, most of them heritage stations, were at 8:15 a week. Triple-A stations, despite their reputation for greater loyalty, were lower than the average mainstream rocker. (High-rotation outlets averaged about 6:00 a week; low-rotation outlets were at 7:15.) That would suggest that the TSL for the total album rock category is brought down by the inclusion of the triple-A.

- R&B stations ranged from WJMI Jackson, Miss., and KBXX (the Box) Houston with 68 plays per week on their heavies to KPRS Kansas City with 30 plays per week. The average TSL of the 14 high-rotation mainstream R&B outlets (more than 50 plays) was 9:35, less than the format average of 10:02. By contrast, the 12 stations that played their heavies less than 40 times a week averaged 11 hours a week TSL. The R&B adult format has a lower overall TSL. Its average is 8:58 a week.

- Hot ACs had a lower TSL than mainstream top 40s, despite the fact that their programming is similar to some of those gold-based top 40 powerhouses with the highest TSL. Even here, however, we found six stations in the 50-70 spins range that averaged 6:20 a week, and six stations in the 34-40 spin range on powers that averaged 6:45. In both cases, the hot ACs came in under top 40's 6:51 average and well under mainstream AC's 7:25 average. And despite all the hysteria at top 40 about the at-work listening that AC stations are supposed to get—something to which top 40's late-'80s decline was attributed—notice that AC stations are getting all of two quarter hours more per listener per week than top 40 stations.

### MORE THAN ROTATIONS

By now, programmers reading this story doubtlessly feel compelled to note that a well-programmed station is much more than its rotations. And that there are more than a few cases of stations with both heavy spins and high TSL. You're right on both counts. But if it's true that you can't play the right records too often, then the evidence shows that a lot of PDs aren't playing the right records.

So what stations do combine high TSL and high rotations? Here are some case studies:

- KKBQ (93Q) Houston, which played its powers 51 times in the week we examined, has 8:45 weekly TSL. Rivals KILT-FM and KIKK-FM, which have more traditional country rotations, are at 7:30 and 5:45, respectively.

- Top 40 KHKS Dallas spun its heavies 81 times a week but had a TSL of 7:00 a week. By contrast, KHIS Los Angeles, despite similar rotations (78 spins), had only 5:30 weekly TSL.

- Top 40 KHOM (Mix 104.1) New Orleans, despite some of the heaviest rotations in any format—81 times a week on power and nearly 15 records with more than 65 spins per week—had a 7:30

weekly TSL. KHOM, like 93Q, does no call-out.

- WQSL Coastal N.C. plays its powers up to 88 times a week. Its weekly TSL is 7:15. By contrast, higher-rated top 40 rival WRHT/WCBZ, which spins its heavies 41 times a week, has a TSL of 7:00, if you average both stations. (If you only look at WRHT, which gets the bulk of the reported listening, the figure is 6:15.) WRHT is an unusual case of a top 40 station with lower rotations winning on come instead of TSL.

- R&B's highest-rotating outlet, WJMI, exceeds the format's average TSL handily, with 11:30 TSL despite its 68 spins a week.

- WXTB (98 Rock) Tampa, Fla., had the highest spins in mainstream rock (54) and the highest TSL of the high-rotation rockers (9:15).

### SPINS? OR FORMAT EXCLUSIVITY?

Beyond the importance of being well-programmed overall, there are some other dynamics that must be considered in any discussion of TSL.

One question that needs to be raised is whether top 40's traditional variety keeps TSL low, as critics contend. That the more focused crossover outlets would tend to have a higher TSL suggests that might be true. Then again, some of the gold-heavy small-market top 40s play both "More Than A Feeling" and the Quad City DJ's and have even higher TSL.

Format exclusivity is also an issue. Legendary PD Buzz Bennett is credited with saying that listeners turn off the radio after hearing their favorite song, their mission having been accomplished. If that's true, more than one outlet playing the same music would mean less TSL for everybody.

Consider Washington, D.C., where the head-to-head R&B battle between WKYS and WPGC—stations with almost identical turnover on powers—meant that both were averaging 7:00 weekly TSL in the spring, well below the format average. Or modern WRON Norfolk, Va., which had 7:00 a week in the winter, before buying out rival WKOC, and 7:45 a week in the spring.

Some of the highest TSL in the R&B format goes to stations with no competition. KPRS (Hot 103 Jamz) Kansas City gets 13:00 a week. WWDM Columbia, S.C., gets an incredible 16:30 a week.

### THEME FROM 'MONOGAMY'

High TSL, to paraphrase the movie "Mahogany," is nothing without a lot of people you love to share it with. Every market has its example of a negligibly rated station, usually religious, with little come but immense TSL from the folks who do listen. The surprise here, however, is that low-cume formats rarely have greater TSL, suggesting that the loyalty factor of niche formats isn't what we think.

That modern rock's TSL would underperform mainstream TSL—by about 90 minutes a week—is one indicator. That triple-A stations would have even less average TSL than modern is another. (One wonders what modern's TSL looked like a few years ago, when there was less musical sharing between the formats.)

Then there's the adult R&B format. It's mellow enough for in-office listening. It has none of those pesky rap songs that allegedly scare off adults. And yet mainstream R&B's TSL is higher than adult R&B's TSL: witness Miami, where WEDR gets 10:15 a week to WHQT (Hot 105's) 9:00 and gets it from more listeners.

## MONITOR PROFILE

### Brenner Keeps Her Eye On Big Picture While Overseeing Six In Seattle

One of the more interesting results of the Telecom Act has been the creation in many broadcast groups of a new breed of programmer responsible for all of a group's stations in a particular market. Becky Brenner, general program manager of EZ Communications' four FM and two AM stations in Seattle, has such a position. Three of the EMs, including country stations KMPS and KYCW, are among the market's top 10 stations 12-plus. The fourth, rhythmic AC KBKS (Kiss 106), is a start-up that resulted from EZ's decision to take country KCIN off the air earlier this year.

EZ purchased both of its crosstown rivals, KYCW (Young Country) and KCIN, last March. While it was clear that EZ would not keep all three stations country, Brenner says it wasn't immediately obvious which of the newly acquired stations would change format. "The real key for me was that Young Country was such a well-known brand with more momentum behind it,"



**Becky Brenner**  
General Program Manager  
EZ Communications

*"I concentrate on the future . . . taking a look at the global picture"*

she says. "The branding of [KCIN] has changed so many times in the last 10 years that it just wasn't as clear in people's minds."

The two country stations that remain, KMPS and KYCW, are similarly positioned and very alike musically. KYCW's Young Country positioner is not much different from KMPS' "hot new country" slogan. Brenner says that musically, "there is really little difference between the two stations. You might find 5% of the titles different. The mix is pretty much the same, very current and recurrent, and the gold might go back five to six years with just a few [older songs] sprinkled in. Both stations are pretty conservative in terms of currents, because we know familiarity is what you need for the country audience."

The difference between the stations, she says, is, "everything that happens between the records," including "stationality and personality. Young Country [has] more talk, more interaction with the listeners. They look to do compelling and entertaining things between the records that are not necessarily music-focused, wild and crazy things like having the morning-show sidekick be a human billboard. KMPS is more what a heritage station should be, focused on the community, involved in public service, and more music-intensive than what Young Country would do."

While she says the audience perception is that KYCW plays more new music than KMPS, the opposite is actually true. KMPS plays about 39 currents, while KYCW plays about 30. Compare recent afternoon hours at both stations:

KMPS: Tim McGraw, "I Like It, I Love It"; John Berry, "Change My Mind"; Clay Walker, "Dreaming With My Eyes Open"; Kenny Chesney, "Me And You"; the Judds, "Born To Be Blue"; Collin Raye, "Love Remains"; Ty Herndon, "Living In A Moment"; Sammy Kershaw, "Vidalia"; Brooks & Dunn, "Neon Moon"; John Michael Montgomery, "Ain't Got

Nothing On Us"; Marty Stuart, "Burn Me Down"; LeAnn Rimes, "Blue"; Vince Gill, "Don't Let Our Love Start Slipping Away"; and Billy Dean, "It's What I Do."

KYCW: Lorrie Morgan, "Five Minutes"; Kevin Sharp, "Nobody Knows"; Martina McBride, "Independence Day"; Brooks & Dunn, "Mama Don't Get Dressed Up For Nothing"; Alabama, "Down Home"; James Bonamy, "I Don't Think I Will"; Clay Walker, "Bury The Shovel"; Patty Loveless, "Blame It On Your Heart"; Clint Black, "Like The Rain"; David Ball, "Thinkin' Problem"; BR5-49, "Cherokee Boogie"; Pam Tillis, "Cleopatra, Queen Of Denial"; Toby Keith, "Who's That Man"; and Judds, "Rockin' With The Rhythm Of The Rain."

Brenner started her radio career at WYTL and WOSH Oshkosh, Wis., as a news reporter in 1978. A few years later, she returned to her hometown of Seattle to do nights at KMPS. She climbed the ranks to APD, then OM, before leaving in 1992 for Broadcast Programming, where she was VP of programming and country consultant. Three years later, she returned to KMPS and classic rock sister station KZOK in her current position. She says her consultancy stint prepared her for the job she has now.

"I think a person in my position could do anywhere between 10 and 12 stations," she says. "It's something like a consulting position. Having [done that] I'm not as overwhelmed in this role as others might be. For people that are used to operating one or two stations, their biggest challenge is going to be understanding that you can't have your hands in everything."

What Brenner keeps her hands off, for the most part, is the music, although she does still give her opinion during music meetings for the country stations.

"The day-to-day operations of the stations are left to the PDs," she says. "The areas that I concentrate on are the future [and] taking a look at the global picture. In a situation like this, you need to keep an eye on making sure each station is well focused and not cannibalizing the other stations."

With KYCW and KBKS newly housed in the same building, Brenner says traveling between just two rather than three facilities means she only has to buy one tank of gas a week, instead of two. Brenner spends 60% of her time at Kiss and Young Country and 40% at the more established KMPS and KZOK. One of her biggest challenges has been keeping the country stations competitive, but still on the same side.

"People were used to being so competitive," she says. "The challenge is to keep it competitive and still operate as a group . . . We operate the country stations as if they weren't co-owned." KMPS-AM-FM was No. 4 12-plus in the spring Arbitron book with a 4.6-5.4 rise from the winter. KYCW was up 3.4-4.6 in the spring for seventh place overall.

Neither station is utilizing any outside marketing for the fall book, but both have major promotions on the air. KMPS is doing the secret-sound contest, while KYCW is doing the "easiest contest ever," a call-in with \$1,000 prizes.

Brenner says it's hard to tell which country station will benefit most from KCIN's format change. "I believe it takes six months for there to be a true fallout from that," she says. "It takes people a while to realize the station is gone, and then they have to decide where they're going to land. It's not clear to me that there was much exclusive come for KCIN, [so] I think both [KMPS and KYCW] benefited. But I don't think we'll know where those people landed until after the fall book."

**PHYLLIS STARK**

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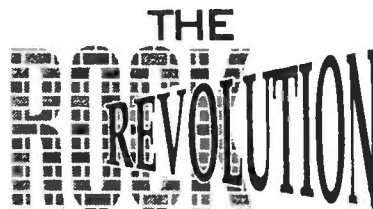
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IN PLAYS

<b>TERRI CLARK</b> • <i>Poor, Poor Pitiful Me</i> (MERCURY NASHVILLE)	<b>+971</b>
KYCW +22, KMPS +19, WYAY +19, WKIX +18, WRKZ +17, KRKY +16, WSM +16, WCOL +14, KXKT +14, WUBE +14	
<b>REBA MCENTIRE</b> • <i>The Fear Of Being Alone</i> (MCA)	<b>+820</b>
KSCS +23, WYGY +20, WGKX +18, WDRM +17, WCOL +16, WWGR +15, WBOB +15, WYNK +15, KKAT +15, KTST +14	
<b>GARTH BROOKS</b> • <i>That Ol' Wind</i> (CAPITOL NASHVILLE)	<b>+750</b>
KZLA +22, WRBQ +18, WBEE +18, KRKY +17, WYAY +17, KRYS +16, KFRG +16, KSSN +16, KPLX +16, KSKS +15	
<b>TIM MCGRAW</b> • <i>Maybe We Should Just Sleep On It</i> (CURB)	<b>+655</b>
KJIM +18, WKTF +17, WXTU +16, KMDL +15, KXKC +15, WLWI +15, WKXC +15, WIVK +15, KIKF +14, KBEQ +14	
<b>MARY CHAPIN CARPENTER</b> • <i>Let Me Into Your Heart</i> (COLUMBIA)	<b>+552</b>
WCOL +21, KTST +16, WDRM +16, KYCW +16, KUZZ +15, KZLA +14, WRNS +13, KKCS +13, KMPS +13, WMJC +11	
<b>PATTY LOVELESS</b> • <i>Lonely Too Long</i> (EPIC)	<b>+523</b>
WWGR +17, WNCY +16, WNOE +16, KPLX +16, KTST +15, KOUL +13, WSSL +13, KIKF +13, WKCO +12, KDRK +12	
<b>TRAVIS TRITT</b> • <i>More Than You'll Ever Know</i> (WARNER BROS.)	<b>+444</b>
KKAT +16, KCYY +16, WMJC +15, KRST +15, WYNK +15, WWGR +14, KRYS +14, WBEE +13, KZLA +13, WKCN +12	
<b>DEANA CARTER</b> • <i>Strawberry Wine</i> (CAPITOL NASHVILLE)	<b>+417</b>
KKBQ +17, KSN +17, KWJJ +14, WAMZ +14, KASE +14, KDDK +13, WKCN +13, KRKY +12, KMLE +12, KXXY +12	
<b>DAVID KERSH</b> • <i>Goodnight Sweetheart</i> (CURB)	<b>+414</b>
WXTU +18, KZLA +17, KASY +16, KRST +16, KTST +14, WKTF +14, KKCS +14, KXXY +14, KYNG +13, WMSI +11	
<b>TRACE ADKINS</b> • <i>Every Light In The House</i> (CAPITOL NASHVILLE)	<b>+380</b>
WUSY +13, KTOM +12, WKXC +12, WIVK +12, WKCN +11, WKJN +11, KNCL +11, WYNK +10, KYGO +10, WWWW +10	
<b>TRACY BYRD</b> • <i>Big Love</i> (MCA)	<b>+364</b>
KRKY +17, KZLA +14, KOUL +12, KCYY +12, WQMX +11, KXKC +11, WNCY +10, WOW +10, KUPL +10, WGKX +9	
<b>DAVID LEE MURPHY</b> • <i>The Road You Leave Behind</i> (MCA)	<b>+331</b>
KEEY +16, WGRL +15, KTST +15, KRYS +14, WKSJ +14, KXXY +12, WJCL +12, WDAF +11, WGGY +10, KNAX +10	
<b>BROOKS &amp; DUNN</b> • <i>Mama Don't Get Dressed Up For Nothing</i> (ARISTA)	<b>+322</b>
KYCW +16, KUPL +14, WKJN +13, WWGR +12, WVLK +12, KTST +11, WIL +11, WFRE +11, WQMX +10, WKIX +10	
<b>MILA MASON</b> • <i>That's Enough Of That</i> (ATLANTIC)	<b>+318</b>
KFMS +12, WUSY +11, KSOP +11, WMSI +10, WRKZ +10, KNCL +10, KYCY +9, WYYD +9, KZSN +9, WCUZ +9	
<b>PAUL BRANDT</b> • <i>I Do</i> (REPRISE)	<b>+306</b>
WKCO +22, WWWW +15, WIOV +14, WEZL +14, WJCL +14, WNOE +13, KMDL +12, KXXY +11, KAJA +11, KOUL +10	

## MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
<b>TIM MCGRAW</b> <i>Maybe We Should Just Sleep On It</i> (Curb)	<b>61</b>	<b>CLAY WALKER</b> <i>Bury The Shovel</i> (Giant)	<b>21</b>
<b>TERRI CLARK</b> <i>Poor, Poor Pitiful Me</i> (Mercury Nashville)	<b>52</b>	<b>DAVID KERSH</b> <i>Goodnight Sweetheart</i> (Curb)	<b>19</b>
<b>GARTH BROOKS</b> <i>That Ol' Wind</i> (Capitol Nashville)	<b>50</b>	<b>LONESTAR</b> <i>When Cowboys Didn't Dance</i> (BNA)	<b>19</b>
<b>MARY CHAPIN CARPENTER</b> <i>Let Me Into Your Heart</i> (Columbia)	<b>47</b>	<b>REBA MCENTIRE</b> <i>The Fear Of Being Alone</i> (MCA)	<b>18</b>
<b>TRACY BYRD</b> <i>Big Love</i> (MCA)	<b>26</b>	<b>RANDY TRAVIS</b> <i>Would I</i> (Warner Bros.)	<b>18</b>

# VIDEO PLAYLISTS



	TW	LW
1 Deana Carter, Strawberry Wine	3	1
2 Emílio, Have I Told You Lately	3	1
3 Wade Hayes, Where Do I Go To Start All Over	3	3
4 K.T. Oslin, Silver Tongue And Goldplated Lies	3	3
5 John Michael Montgomery, Ain't Got Nothin' On Us	3	3
6 Tracy Byrd, Big Love	3	3
7 George Strait, Check Yes Or No	3	0
8 Kenny Chesney, Me And You	3	4
9 Pam Tillis, Betty's Got A Bass Boat	3	2
10 Paul Brandt, I Do	3	4
11 Shania Twain, Home Ain't Where His Heart Is (Anymore)	3	3
12 Tracy Lawrence, Stars Over Texas	3	4
13 Trace Adkins, Every Light In The House	3	3
14 Brooks & Dunn, Mama Don't Get Dressed Up For Nothing	3	3
15 Sammy Kershaw, Vidalia	3	4
16 Patty Loveless, Lonely Too Long	3	4
17 Lonestar, When Cowboys Didn't Dance	3	2
18 Vince Gill, Worlds Apart	3	4
19 Travis Tritt, More Than You'll Ever Know	3	4
20 Rhett Akins, Love You Back	3	3
21 Billy Ray Cyrus, Trail Of Tears	3	5
22 The Beach Boys Featuring Doug Supernaw, Long Tall Texan	3	2
23 Randy Travis, Would I	3	0
24 Bryan White, So Much For Pretending	2	3
25 David Lee Murphy, The Road You Leave Behind	2	5
26 Dolly Parton, Just When I Needed You Most	2	4
27 Midsouth, The Definition Of Love	2	1
28 Brooks & Dunn, Boot Scootin' Boogie	2	0
29 Tanya Tucker, It's A Little Too Late	2	0
30 Garth Brooks, Callin' Baton Rouge	2	0



	TW	LW
1 Mary Chapin Carpenter, Let Me Into Your Heart	37	7
2 Travis Tritt, More Than You'll Ever Know	33	30
3 Paul Brandt, I Do	32	30
4 Vince Gill, Worlds Apart	30	29
5 Shania Twain, Home Ain't Where His Heart Is (Any more)	29	17
6 Tracy Lawrence, Stars Over Texas	29	27
7 Billy Ray Cyrus, Trail Of Tears	29	28
8 Kenny Chesney, Me And You	29	33
9 Tim McGraw, Maybe We Should Just Sleep On It	28	8
10 Patty Loveless, Lonely Too Long	28	17
11 Trisha Yearwood, Believe Me Baby (I Lied)	28	32
12 David Lee Murphy, The Road You Leave Behind	28	28
13 Sammy Kershaw, Vidalia	26	29
14 Cledus "T." Judd, If Shania Was Mine	25	28
15 John Berry, Change My Mind	25	29
16 Rick Trevino, Running Out Of Reasons To Run	22	4
17 John Michael Montgomery, Ain't Got Nothin' On Us	22	20
18 Brooks & Dunn, Mama Don't Get Dressed Up For Nothing	21	20
19 Lonestar, When Cowboys Didn't Dance	21	22
20 LeAnn Rimes, One Way Ticket (Because I Can)	21	37
21 BR5-49, Cherokee Boogie	21	22
22 Randy Travis, Would I	21	5
23 Neal McCoy, Going, Going, Gone	21	22
24 Daryle Singletary, Amen Kind Of Love	21	5
25 Dolly Parton, Just When I Needed You Most	20	28
26 Paul Jefferson, I Might Just Make It	19	21
27 Mark Chesnut, It's A Little Too Late	18	22
28 Deana Carter, Strawberry Wine	17	14
29 Diamond Rio, It's All In Your Head	15	14
30 Deryl Dodd, Friends Don't Drive Friends...	15	14
31 The Beach Boys Featuring Doug Supernaw, Long Tall Texan	15	19
32 Mark Wills, High Low And In Between	15	4
33 Frazier River, Last Request	14	14
34 Trace Adkins, Every Light In The House	14	14
35 David Kersh, Goodnight Sweetheart	14	14
36 Rhett Akins, Love You Back	14	13
37 Gary Allan, Her Man	14	14
38 Suzy Bogguss, No Way Out	14	19
39 George Jones, Honky Tonk Song	14	14
40 Emílio, Have I Told You Lately	14	13
41 Kevin Sharp, Nobody Knows	14	19
42 Tracy Byrd, Big Love	14	14
43 Burnin' Daylight, Love Worth Fighting For	14	19
44 Midsouth, The Definition Of Love	14	14
45 Joe Nichols, Wal-Mart Parking Lot Social Club	14	14
46 Brady Seals, Another You, Another Me	14	15
47 Ricochet, Love Is Stronger Than Pride	14	14
48 Pam Tillis, Betty's Got A Bass Boat	13	20
49 Wade Hayes, Where Do I Go To Start All Over	13	13
50 Tony Toliver, Bettin' Forever On You	13	14

## COUNTRY RECURRENT AIRPLAY

RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)	RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)
1	2416	2818	LEARNING AS YOU GO RICK TREVINO (COLUMBIA)	14	1255	1210	NO NEWS LONESTAR (BNA)
2	2224	2540	I DON'T THINK I WILL JAMES BONAMY (EPIC)	15	1195	1178	CHECK YES OR NO GEORGE STRAIT (MCA)
3	1982	2259	CARRIED AWAY GEORGE STRAIT (MCA)	16	1180	1343	THEN YOU CAN TELL ME GOODBYE NEAL MCCOY (ATLANTIC)
4	1846	1947	DADDY'S MONEY RICOCHET (COLUMBIA)	17	1169	1217	TEN THOUSAND ANGELS MINDY MCCREARY (BNA)
5	1583	1769	I AM THAT MAN BROOKS & DUNN (ARISTA)	18	1142	1200	THAT'S WHAT I GET FOR LOVIN' YOU DIAMOND RIO (ARISTA)
6	1563	1564	MY MARIA BROOKS & DUNN (ARISTA)	19	1118	1186	EVERY TIME I GET AROUND YOU DAVID LEE MURPHY (MCA)
7	1537	1602	NO ONE NEEDS TO KNOW SHANIA TWAIN (MERCURY NASHVILLE)	20	1088	1037	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
8	1482	1474	TIME MARCHES ON TRACY LAWRENCE (ATLANTIC)	21	1078	1080	ONLY ON DAYS THAT END IN "Y" CLAY WALKER (GIANT)
9	1469	1308	BLUE CLEAR SKY GEORGE STRAIT (MCA)	22	1076	1123	HOME ALAN JACKSON (ARISTA)
10	1406	1504	ON A GOOD NIGHT WADE HAYES (COLUMBIA)	23	1076	1226	MEANT TO BE SAMMY KERSHAW (MERCURY NASHVILLE)
11	1348	1472	DON'T GET ME STARTED RHETT AKINS (DECCA)	24	998	1004	ANY MAN OF MINE SHANIA TWAIN (MERCURY NASHVILLE)
12	1279	1526	IT'S MIDNIGHT CINDERELLA GARTH BROOKS (CAPITOL NASHVILLE)	25	997	1081	HEADS CAROLINA, TAILS CALIFORNIA JO DEE MESSINA (CURB)
13	1274	1277	I THINK ABOUT YOU COLLIN RAYE (EPIC)				

Recurrents are titles which have appeared on the Hot Country Singles chart for 20 weeks and have dropped below the top 20.

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COUNTRY

Grid of country music charts for stations WUSN, KZLA, WKHX, KSCS, WMZQ, WXTU, KYNG, KILT, KIKK, WWWW, KPLX, KKBQ, WGAR, WYCD, WIL, WPOC, KEY, WBOB, WIVK, WYAY, KYGO, KMPS, WFMS, KNIX.



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For Week Ending October 6, 1996

COUNTRY

WTQR Greensboro PD: Paul Franklin MD: DeW Low

WDSY Pittsburgh PD: Justin Case Acting MD: Rick Daulton

WSIX Nashville PD/MD: Dave Kelly

KMLE Phoenix PD/MD: Jeff Garrison

KFRG San Bernardino MD: Don Jeffries

WSOC Charlotte PD: Paul Johnson MD: Rick McCracken

WUBE Cincinnati PD: Tim Closson MD: Duke Hamilton

WQYK Tampa PD: Beecher Martin MD: Jay Roberts

WRBQ Tampa PD: Ronnie Lane MD: Wanda Myles

WWKA Orlando PD: Michael Moore MD: Shadow Stevens

WHKO Dayton PD: Gerry McCracken MD: Dawn Michaels

WAMZ Louisville PD: Coyote Calhoun MD: Ron Hazard

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers

WWYZ Hartford PD: Greg Roche MD: John Saville

KSAN San Francisco PD: Tim Roberts MD: Richard Ryan

WSSL Greenville PD: Mike Chapman MD: Dude Walker

WMIL Milwaukee PD: Kerry Wolfe MD: Mitch Morgan

WSM Nashville PD: Kyle Cantrell MD: Kevin Anderson

KWJJ Portland, OR PD: Robin Mitchell MD: Kelly McCrae

WKIS Miami PD: Bob McKay MD: Darlene Evans

KBEQ Kansas City PD: Mike Kennedy MD: T.J. McEntire

WZZK Birmingham PD: Jim Tice MD: Scott Stewart

WDAF Kansas City PD: Ted Cramer MD: David Bryan

KSON San Diego PD: Mike Shepard MD: Nick Upton

Playlists supplied by Broadcast Data Systems' Radio Track service...

COUNTRY

WTDR Charlotte PD/MD: Loyd Ford. Playlist table with columns for rank, artist, and song.

KFKF Kansas City PD: Dale Carter MD: Tony Stevens. Playlist table with columns for rank, artist, and song.

KYCW Seattle PD: Matt Bruno MD: Penny Coyne. Playlist table with columns for rank, artist, and song.

WGNA Albany, NY OM: Fred Horton MD: Bill Earley. Playlist table with columns for rank, artist, and song.

KUPL Portland, OR PD: Lee Rogers MD: Rick Taylor. Playlist table with columns for rank, artist, and song.

WBCT Grand Rapids OM: Doug Montgomery MD: Kelly Irin. Playlist table with columns for rank, artist, and song.

WUSY Chattanooga PD/MD: Bob Sterling. Playlist table with columns for rank, artist, and song.

WVLK Lexington PD/MD: Matt Austin. Playlist table with columns for rank, artist, and song.

WQDR Raleigh OM: Len Shackelford. Playlist table with columns for rank, artist, and song.

WNOE New Orleans Acting PD: Eddie Edwards. Playlist table with columns for rank, artist, and song.

KAJA San Antonio PD: Keith Montgomery MD: Ron Rice. Playlist table with columns for rank, artist, and song.

KXXY Oklahoma City PD: Charlie Harrigan MD: Bill Reed. Playlist table with columns for rank, artist, and song.

WXBQ Johnson City PD: Bill Hagy MD: Reggie Neel. Playlist table with columns for rank, artist, and song.

WCOL Columbus, OH PD: Gary Moss MD: John Crenshaw. Playlist table with columns for rank, artist, and song.

WESC Greenville OM: Ron Brooks MD: John Landrum. Playlist table with columns for rank, artist, and song.

KSSN Little Rock PD: Greg Mozingo MD: Tom Travis. Playlist table with columns for rank, artist, and song.

WKKX St. Louis PD/MD: Jeff Allen. Playlist table with columns for rank, artist, and song.

KNCI Sacramento PD: Mark Evans APD: Jennifer Wood. Playlist table with columns for rank, artist, and song.

WDRM Huntsville PD/MD: Mack Bramlett. Playlist table with columns for rank, artist, and song.

KATM Modesto PD/MD: Ed Hill. Playlist table with columns for rank, artist, and song.

KYCY San Francisco PD/MD: Eric Logan. Playlist table with columns for rank, artist, and song.

KCYC San Antonio PD/MD: R.J. Curtis. Playlist table with columns for rank, artist, and song.

WYNK Baton Rouge PD/MD: Brian King. Playlist table with columns for rank, artist, and song.

WGH Norfolk PD: Smokey Rivers MD: Mare Carmody. Playlist table with columns for rank, artist, and song.

Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week.

COUNTRY

WKIX Raleigh PD/MD: Morgan Thomas. Table with 2 columns: Rank, Song/Artist. Includes tracks like Clint Black, Like The Rain and Bryan White, So Much For Pretending.

WGKX Memphis PD: J.L. Fisk MD: Mark Billingsley. Table with 2 columns: Rank, Song/Artist. Includes tracks like Reba McEntire, The Fear Of Being Alone and Ty Herndon, Living In A Moment.

KWEN Tulsa PD: Dave Block MD: Tim Howard. Table with 2 columns: Rank, Song/Artist. Includes tracks like Travis Tritt, More Than You'll Ever Know and Rick Trevino, Learning As You Go.

WRKZ Harrisburg PD: Mitch Mahan MD: Dandalion. Table with 2 columns: Rank, Song/Artist. Includes tracks like David Lee Murphy, The Road You Leave Beh and Diamond Rio, It's All In Your Head.

WKHK Richmond PD: Mark Richards MD: Rick Campbell. Table with 2 columns: Rank, Song/Artist. Includes tracks like Tracy Lawrence, Stars Over Texas and Jo Dee Messina, You're Not In Kansas Any.

WYRK Buffalo PD: Ken Johnson MD: Pat O'Brien. Table with 2 columns: Rank, Song/Artist. Includes tracks like Bryan White, So Much For Pretending and Mark Willis, Jacob's Ladder.

KASE Austin PD: Brad Hansen MD: Steve Gary. Table with 2 columns: Rank, Song/Artist. Includes tracks like George Strait, I Can Still Make Cheyenne and Tracy Byrd, Big Love.

WGRL Indianapolis PD: Sam McGuire MD: John Morris. Table with 2 columns: Rank, Song/Artist. Includes tracks like Ty Herndon, Irresistible You and Sammy Kershaw, Vidalia.

WQIK Jacksonville PD/MD: Jon Allen. Table with 2 columns: Rank, Song/Artist. Includes tracks like Bryan White, So Much For Pretending and Tracy Lawrence, Stars Over Texas.

WMSI Jackson OM/PD: Buddy Van Arsdale APD/MD: Rick Adams. Table with 2 columns: Rank, Song/Artist. Includes tracks like Vince Gill, Worlds Apart and Paul Brandt, I Do.

WKKO Toledo PD/MD: Gary Shores. Table with 2 columns: Rank, Song/Artist. Includes tracks like Trisha Yearwood, Believe Me Baby and Ty Herndon, Living In A Moment.

KKAT Salt Lake City PD: Don Christi APD/MD: Jim Mickelson. Table with 2 columns: Rank, Song/Artist. Includes tracks like Jo Dee Messina, You're Not In Kansas Any and Ty Herndon, Living In A Moment.

KRAK Sacramento PD: Ray Knight APD/MD: Leon Guidry. Table with 2 columns: Rank, Song/Artist. Includes tracks like Tracy Lawrence, Stars Over Texas and Paul Brandt, I Do.

WGY Cincinnati PD: Patti Marshall MD: J.J. Gerard. Table with 2 columns: Rank, Song/Artist. Includes tracks like Deana Carter, Strawberry Wine and Tracy Lawrence, Stars Over Texas.

WCMS Norfolk PD/MD: Mike Meehan. Table with 2 columns: Rank, Song/Artist. Includes tracks like Jo Dee Messina, You're Not In Kansas Any and Trisha Yearwood, Believe Me Baby.

WBEE Rochester, NY PD: Bob Barnett MD: Coyote Collins. Table with 2 columns: Rank, Song/Artist. Includes tracks like Vince Gill, Worlds Apart and Trisha Yearwood, Believe Me Baby.

KSOP Salt Lake City PD: Don Hilton MD: Debby Turpin. Table with 2 columns: Rank, Song/Artist. Includes tracks like Sammy Kershaw, Vidalia and David Lee Murphy, The Road You Leave Beh.

WRNS New Bern PD: Wayne Carlyle MD: Dale Knippers. Table with 2 columns: Rank, Song/Artist. Includes tracks like Patty Loveless, Lonely Too Long and Sammy Kershaw, Vidalia.

KTST Oklahoma City PD: Charlie Harrigan MD: Keith Marlow. Table with 2 columns: Rank, Song/Artist. Includes tracks like Trisha Yearwood, Believe Me Baby and Clint Black, Like The Rain.

WGGY Wilkes-Barre PD/MD: Mark Lindow. Table with 2 columns: Rank, Song/Artist. Includes tracks like Ty Herndon, Living In A Moment and Vince Gill, Worlds Apart.

WQBE Charleston, WV PD/MD: Jeff Whitehead. Table with 2 columns: Rank, Song/Artist. Includes tracks like Travis Tritt, More Than You'll Ever Know and Ty Herndon, Living In A Moment.

WCOS Columbia PD: Bob Raleigh MD: Glen Garrett. Table with 2 columns: Rank, Song/Artist. Includes tracks like Ty Herndon, Living In A Moment and Rick Trevino, Learning As You Go.

WQXK Youngstown PD: Chuck Stevens MD: Burton Lee. Table with 2 columns: Rank, Song/Artist. Includes tracks like Clint Black, Like The Rain and Alabama, The Maker Said Take Her.

WHSL Greensboro PD: Bill Young MD: Jayme Austin. Table with 2 columns: Rank, Song/Artist. Includes tracks like Toby Keith, A Woman's Touch and Travis Tritt, More Than You'll Ever Know.











*Soon the new face of country music will become clear...*

# *Crystal*



*Crystal Bernard "Have We Forgotten What Love Is"*

**Going For Adds 10/21/96**

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 160 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1996 Billboard/Broadcast Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>★ ★ ★ No. 1 ★ ★ ★</b>				
1	1	15	<b>BELIEVE ME BABY (I LIED)</b> MCA	TRISHA YEARWOOD	5243	5136	
2	4	20	<b>I DO</b> REPRISÉ	PAUL BRANDT	4807	4501	
3	5	7	<b>LIKE THE RAIN</b> RCA	CLINT BLACK	4734	4449	
4	2	13	<b>STARS OVER TEXAS</b> ATLANTIC	TRACY LAWRENCE	4703	4879	
5	6	14	<b>WORLDS APART</b> MCA	VINCE GILL	4371	4318	
6	8	15	<b>A WOMAN'S TOUCH</b> MERCURY NASHVILLE	TOBY KEITH	4217	4180	
7	7	16	<b>YOU'RE NOT IN KANSAS ANYMORE</b> CURB	JO DEE MESSINA	4130	4226	
8	12	14	<b>THE MAKER SAID TAKE HER</b> RCA	ALABAMA	4113	3898	
9	14	12	<b>THE ROAD YOU LEAVE BEHIND</b> MCA	DAVID LEE MURPHY	3934	3603	
10	11	13	<b>VIDALIA</b> MERCURY NASHVILLE	SAMMY KERSHAW	3928	3970	
11	3	17	<b>LIVING IN A MOMENT</b> EPIC	TY HERNDON	3917	4846	
12	18	9	<b>LONELY TOO LONG</b> EPIC	PATTY LOVELESS	3905	3382	
13	19	13	<b>MORE THAN YOU'LL EVER KNOW</b> WARNER BROS.	TRAVIS TRITT	3815	3371	
14	15	14	<b>ME AND YOU</b> BNA	KENNY CHESNEY	3700	3481	
15	16	15	<b>LOVE REMAINS</b> EPIC	COLLIN RAYE	3684	3431	
16	17	9	<b>I CAN STILL MAKE CHEYENNE</b> MCA	GEORGE STRAIT	3669	3401	
			<b>★ ★ ★ AirPOWER ★ ★ ★</b>				
17	21	10	<b>STRAWBERRY WINE</b> CAPITOL NASHVILLE	DEANA CARTER	3599	3182	
18	20	6	<b>AIN'T GOT NOTHIN' ON US</b> ATLANTIC	JOHN MICHAEL MONTGOMERY	3449	3328	
19	9	17	<b>SO MUCH FOR PRETENDING</b> ASYLUM	BRYAN WHITE	3430	4132	
			<b>★ ★ ★ AirPOWER ★ ★ ★</b>				
20	29	3	<b>THE FEAR OF BEING ALONE</b> MCA	REBA MCENTIRE	3260	2440	
21	27	6	<b>MAMA DON'T GET DRESSED UP FOR NOTHING</b> ARISTA	BROOKS & DUNN	2910	2588	
22	26	13	<b>CHANGE MY MIND</b> CAPITOL NASHVILLE	JOHN BERRY	2840	2658	
23	28	10	<b>LOVE IS STRONGER THAN PRIDE</b> COLUMBIA	RICOCHET	2679	2562	
24	30	9	<b>IT'S ALL IN YOUR HEAD</b> ARISTA	DIAMOND RIO	2647	2420	
25	31	9	<b>EVERY LIGHT IN THE HOUSE</b> CAPITOL NASHVILLE	TRACE ADKINS	2599	2219	
26	25	18	<b>SHE NEVER LETS IT GO TO HER HEART</b> CURB	TIM MCGRAW	2417	2700	
27	10	15	<b>YOU CAN'T LOSE ME</b> WARNER BROS.	FAITH HILL	2400	4051	
28	24	20	<b>GUYS DO IT ALL THE TIME</b> BNA	MINDY MCCREADY	2279	2790	
29	33	11	<b>IRRESISTIBLE YOU</b> RCA	TY ENGLAND	2223	2017	
30	13	19	<b>THAT GIRL'S BEEN SPYIN' ON ME</b> CAPITOL NASHVILLE	BILLY DEAN	2128	3621	
31	22	20	<b>JACOB'S LADDER</b> MERCURY NASHVILLE	MARK WILLS	2121	2853	
32	34	12	<b>WHAT WILL YOU DO WITH M-E</b> STEP ONE	WESTERN FLYER	2045	1963	
33	35	10	<b>THAT'S ENOUGH OF THAT</b> ATLANTIC	MILA MASON	2002	1684	
34	36	12	<b>GOODNIGHT SWEETHEART</b> CURB	DAVID KERSH	1996	1582	
35	41	4	<b>THAT OL' WIND</b> CAPITOL NASHVILLE	GARTH BROOKS	1865	1115	
36	47	2	<b>POOR, POOR PITIFUL ME</b> MERCURY NASHVILLE	TERRI CLARK	1678	707	
37	38	4	<b>BURY THE SHOVEL</b> GIANT	CLAY WALKER	1663	1364	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	39	5	<b>BIG LOVE</b> MCA	TRACY BYRD	1580	1216	
39	40	9	<b>HER MAN</b> DECCA	GARY ALLAN	1357	1214	
40	32	11	<b>HOME AIN'T WHERE HIS HEART IS (ANYMORE)</b> MERCURY NASHVILLE	SHANIA TWAIN	1351	2111	
41	43	8	<b>SWINGIN' DOORS</b> RCA	MARTINA MCBRIDE	1164	1015	
42	42	7	<b>LOVE YOU BACK</b> DECCA	RHETT AKINS	1148	1070	
43	54	3	<b>LET ME INTO YOUR HEART</b> COLUMBIA	MARY CHAPIN CARPENTER	1068	516	
44	45	4	<b>GOING, GOING, GONE</b> ATLANTIC	NEAL MCCOY	915	759	
45	64	2	<b>MAYBE WE SHOULD JUST SLEEP ON IT</b> CURB	TIM MCGRAW	896	241	
46	50	4	<b>WHEN COWBOYS DIDN'T DANCE</b> BNA	LONESTAR	893	615	
47	44	8	<b>MY ANGEL IS HERE</b> CURB/MCA	WYNONNA	833	803	
48	52	3	<b>WOULD I</b> WARNER BROS.	RANDY TRAVIS	742	529	
49	49	3	<b>WHERE DO I GO TO START ALL OVER</b> COLUMBIA	WADE HAYES	735	621	
50	37	18	<b>WHOLE LOTTA GONE</b> EPIC	JOE DIFFIE	731	1459	
51	57	4	<b>NOBODY KNOWS</b> ASYLUM	KEVIN SHARP	697	478	
52	51	7	<b>ANOTHER YOU, ANOTHER ME</b> REPRISÉ	BRADY SEALS	637	574	
53	56	5	<b>WE ALL GET LUCKY SOMETIMES</b> CAREER	LEE ROY PARNELL	615	501	
54	60	4	<b>ONE WAY TICKET (BECAUSE I CAN)</b> CURB	LEANN RIMES	568	362	
55	55	5	<b>CHEROKEE BOOGIE</b> ARISTA	BR5-49	566	511	
56	53	6	<b>NO WAY OUT</b> CAPITOL NASHVILLE	SUZY BOGGUSS	557	520	
57	48	20	<b>IT'S LONELY OUT THERE</b> ARISTA	PAM TILLIS	527	690	
58	59	3	<b>IT'S A LITTLE TOO LATE</b> DECCA	MARK CHESNUTT	518	364	
59	46	10	<b>SHE'S GETTIN' THERE</b> CURB	SAWYER BROWN	349	751	
			<b>★ ★ ★ Hot Shot Debut ★ ★ ★</b>				
60	<b>NEW</b>		<b>THAT'S ANOTHER SONG</b> ASYLUM	BRYAN WHITE	267	53	
61	67	2	<b>MAYBE HE'LL NOTICE HER NOW</b> BNA	MINDY MCCREADY FEAT. RICHIE McDONALD	256	174	
62	72	2	<b>BETTY'S GOT A BASS BOAT</b> ARISTA	PAM TILLIS	240	133	
63	68	2	<b>AMEN KIND OF LOVE</b> GIANT	DARYLE SINGLETARY	237	159	
64	61	19	<b>BIG GUITAR</b> ARISTA	BLACKHAWK	235	308	
65	65	3	<b>JUST WHEN I NEEDED YOU MOST</b> RISING TIDE	DOLLY PARTON	214	186	
66	<b>NEW</b>		<b>I CAN'T DO THAT ANYMORE</b> WARNER BROS.	FAITH HILL	183	30	
67	58	10	<b>THANKS TO YOU</b> MCA	MARTY STUART	167	465	
68	70	3	<b>FRIENDS DON'T DRIVE FRIENDS...</b> COLUMBIA	DERYL DODD	115	138	
69	<b>NEW</b>		<b>HOW'S THE RADIO KNOW?</b> RCA	AARON TIPPIN	111	95	
70	66	6	<b>HONKY TONK SONG</b> MCA	GEORGE JONES	110	178	
71	63	11	<b>I JUST MIGHT BE</b> BNA	LORRIE MORGAN	108	260	
72	<b>NEW</b>		<b>KISS THE GIRL</b> WALT DISNEY	LITTLE TEXAS	104	71	
73	<b>NEW</b>		<b>I MIGHT JUST MAKE IT</b> ALMO SOUNDS	PAUL JEFFERSON	103	100	
74	<b>NEW</b>		<b>LOVE WORTH FIGHTING FOR</b> CURB	BURNIN' DAYLIGHT	99	48	
75	<b>NEW</b>		<b>FRIENDS</b> ATLANTIC	JOHN MICHAEL MONTGOMERY	95	22	

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records which attain 3200 detections for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 that are decreasing in plays are removed from the chart after 20 weeks.

# DOLLY "Just When I Needed You Most"

LISTENING FOR AIRPLAY. ALREADY CHARTED: 65\*

"One of Country Music's Superstars reappears Just When We Needed Her Most." BOB MOODY, WPOC  
"She nails it! If you're not playing it, you're denying your listeners some wonderful, warm memories." MARK HILL, KHAY

**RISING TIDE**  
COUNTRY'S NEXT WAVE

# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

October 4, 1996

\$4.95

Volume 4 • No. 41

## COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

TRISHA YEARWOOD

*Believe Me Baby (I Lied)* (MCA)

★★★★ AIRPOWER ★★★★★

GEORGE STRAIT • *I Can Still Make Cheyenne* (MCA)

PATTY LOVELESS • *Lonely Too Long* (EPIC)

JOHN MICHAEL MONTGOMERY • *Ain't Got Nothin' On Us* (ATLANTIC)

### NEW RELEASES

BLACKHAWK • *King Of The World* (ARISTA)

JAMES BONAMY • *All I Do Is Love Her* (EPIC)

CONFEDERATE RAILROAD • *The One You Love The Most* (ATLANTIC)

FAITH HILL • *I Can't Do That Anymore* (WARNER BROS.)

LEANN RIMES • *One Way Ticket (Because I Can)* (CURB)

RICK TREVINO • *Running Out Of Reasons To Run* (COLUMBIA)

BRYAN WHITE • *That's Another Song* (ASYLUM)

## Are PD Demands For Free Stuff Out Of Control? Call Lake Tahoe And Ask Them!

by Phyllis Stark

Are radio programmers getting greedy?

Talk to label promotion reps and you'll hear that complaint a lot. They say radio has its collective hand out for freebies more than ever. Reps say that PDs are approaching them for everything from extra promotional CDs and cigars to cruises and trips to Tahoe with alarming frequency, and that the demand has accelerated dramatically in the last six months.

On the flip side, PDs, and even many label reps, say if radio is asking for more, the labels themselves are to blame. In the high-stakes game country record promotion has become, they say, the "whatever it takes" mentality is prevailing. Labels are more often offering items of value as incentives to add records or boost their rotation, even without being asked by radio.

To encourage candor on this subject, Country Airplay Monitor agreed not to reveal the identities of its sources. As a result, the stories of abuses on both sides were readily offered.

"I was amazed at the number of programmers who have their hands out," says one label source, who was asked for a trip to the Bahamas for a PD and several of his female friends.

"One person made no bones about telling me Tahoe is nice this time of year when I asked him to add a record," says another VP of promotion. "Another person asked me for a cruise."

But most abuses are much less blatant. One independent promoter recalls seeing a PD checking out of a hotel at the end of a label-showcase weekend after charging several hundred dollars worth of incidentals to his room, only to discover to his shock that the label was not picking up incidentals. The same indie recalls an MD flying to Nashville on a label's dime for a showcase, then never showing up for the dinner or the performance.

Some say the current industry climate has added to the problem. "Since deregulation came along, the phone hasn't stopped ringing for things," says one label VP. "All of a sudden, the radio station isn't a single entity, it's part of a big group with lots of stations in lots of markets. Where you had one station fending for itself, now they are one of 80 stations. The VP of programming or the consultant for the group will imply, 'If you don't help [our] little guy, we won't help with [your] big guy.'"

"One station wanted us to start bringing artists in on a regular basis to be part of the morning show," he continues. "We're getting tons of that [listener] appreciation stuff. Then we get the usual demands for exorbitant amounts of tickets for the bigger artists and backstage requests. We've had requests for artists to come mingle at station events with clients and tons of requests for contributions to their charities. If somebody sits on a flagpole for a week, they fully expect everyone to drop everything to be attentive to their cause."

Depending on what label you ask, the percentage of PDs making exorbitant demands is between 10% and 40%. However, most agree that, whatever the figure, it has doubled from what it was a year ago.

"With some people you learn real fast it's a transactional relationship," says one VP of promotion. "There are a few in every region that are all about 'what can you do for me?'"

"I've had stations come to me, who I never expected to come to me like this, saying, 'If you provide me with this, I'll add your record out of the box,'" says another label VP. "I expect that out of certain people, but some very reputable programmers have now started using that as a way to augment their own promotion budgets. But in most of those cases, I don't think you get more than a daypart add."

Labels say that's typical. Records may

*Continued on page 5*

# Rick Trevino



On the heels of  
his #1 smash  
"Learning As You Go"  
we now present

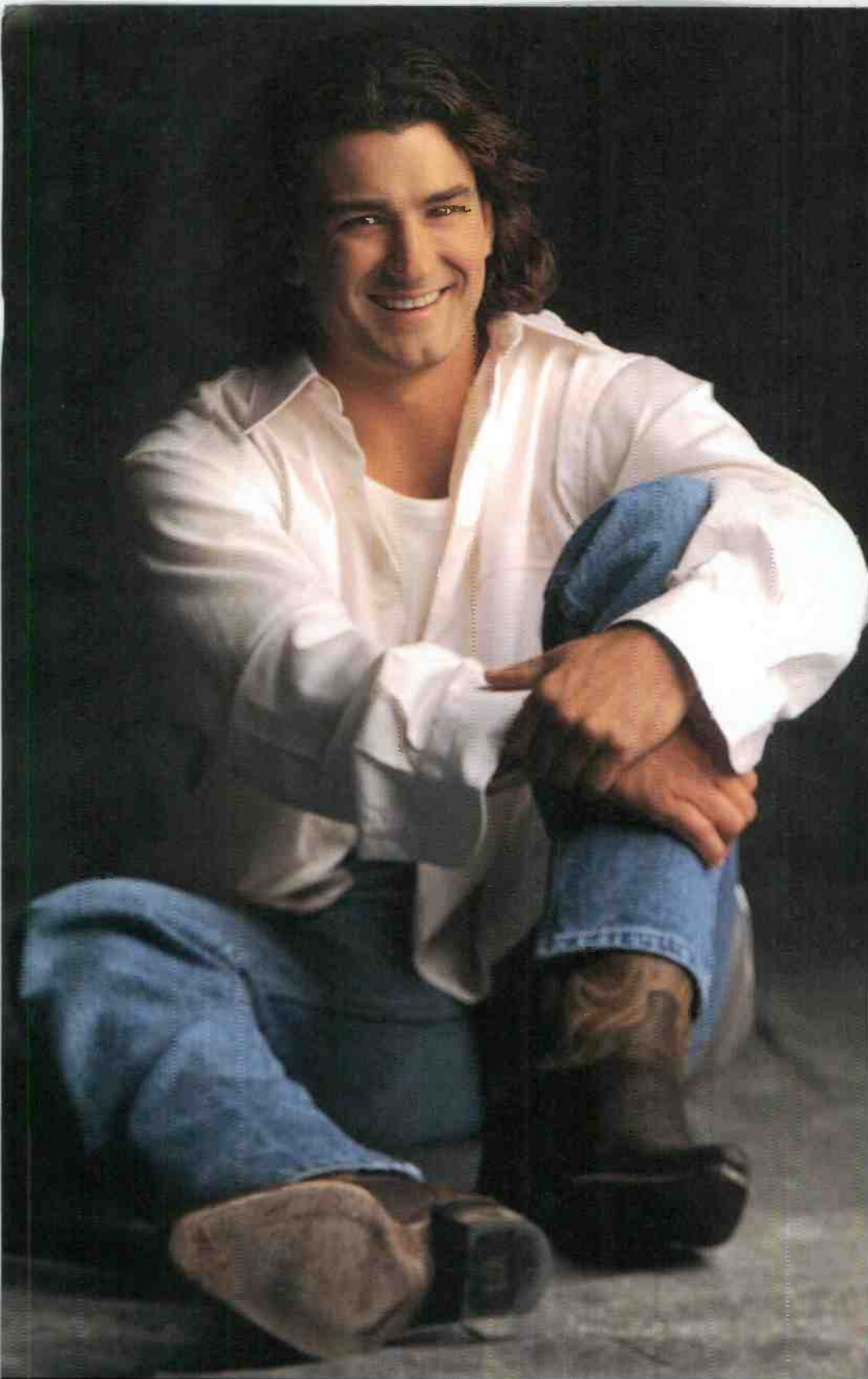
## "RUNNING OUT OF REASONS TO RUN"

AIRPLAY DATE: 10/7

For obvious reasons, we remain...

COLUMBIA Proud

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*you get a lot of*  
**songs**

*that make you*  
**smile**

*and some that*  
*make you* **cry**

**“You  
Just  
Get  
One”**

*written by Don Schlitz and Vince Gill*

**Jeff  
Wood**

**on your  
desk now**

**Imprint**  
records

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## RADIOACTIVE BY PHYLLIS STARK

### Moo Goes PC; Tucson Now A One-Country Town

**W**MMU (Moo 102) Nashville, having already discarded the rock half of its country/rock format, switches handles to Power Country 103 or PC103, as it will occasionally be known, under new OM Bryan Krysz. The station will be targeted 18-34 and play its heavies every 2:30, which Krysz says is twice the number of spins that songs get at WMMU's bigger rivals, WSM-FM and WSIX. Market veteran Coyote McCloud, previously morning man at former crosstown top 40 WYHY (now WRVW), joins for afternoons.

KUBL (K-Bull 93) Salt Lake City PD Cary Rolfe exits Oct. 11, citing philosophical differences. He is looking for a new opportunity and can be reached at 801-523-8905. No replacement has been named.

Look for Tucson, Ariz., to lose its second country outlet, KCDI, shortly.

Norm Schrutt, a 33-year veteran of Capital Cities/ABC Radio, is retiring. He has served as president/GM of WKHX-AM-FM/WYAY Atlanta since 1981. He will continue to consult the company on international radio activities for the next year.

Kevin Metheney, who already oversees Jacor's Jacksonville, Fla., properties, including country WQIK, gets a new title, director of Jacksonville programming operations, for that station and sister outlets WJBR/WJBT/WZAZ/WSOL.

Jeff Silver, GM of American Radio Systems R&B/jazz combo WBLK/WSJZ Buffalo, N.Y., adds those duties over country WYRK and standards/soft AC combo WECK/WJYE, replacing Ralph Christian, who will be reassigned within ARS.

So it's not entirely true that the movement by stations to drop country and add top 40 has taken hold. Following an LMA-to-buy with crosstown AC WKSQ, top 40 WWFX Bangor,

Maine, goes country as the Bear. Jeff Pierce, OM for WKSQ, adds country duties, replacing Skye Taylor. The entire WWFX staff exits.

WWTE Springfield, Ill., becomes WYXY (Y93.9). Joe Crain, previously midday talk host at N/T sister WTAX, is the new PD, replacing Randy Shannon, now at WNCY (Y100) Green Bay, Wis. Crain was last in country radio as PD of KYNN Omaha, Neb. Joel Raab remains consultant.

WHB Kansas City afternoon co-host Susan Glaze adds MD duties there and at sister station KMZU. Also, former WHB/KMZU PD Ellis Martin is looking for a new opportunity. Reach him at 818-247-9909.

MD Judy Austin adds PD duties at KRWQ Medford, Ore., in the wake of operations director/afternoon host Jim Zinn's move to crosstown rocker KBOY as PD. No replacement yet in afternoons; T&Rs to Austin.

WWJO St. Cloud, Minn., MD/evening host Karen McCarver exits for mornings/promotions at WBYT (B100) South Bend, Ind. PD Mark Sprint adds music duties for now. P/T Joe Andrews lands evenings.

WTDR Charlotte, N.C., was given some of Reba McEntire's newly shorn hair to auction off on the Johnson and Johnson morning show Sept. 24. Proceeds for the auction benefit Hurricane Fran relief efforts.

WMJX Boston GSM Frank Kelley is named director of sales for Greater Media's Boston stations, WKLB, WROR, and WMJX.

Lori Sotiropoulos leaves her job in jewelry sales to become assistant promotion director at WPKX Springfield, Mass.

Randy Travis has been announced as the entertainment for the National Assn. of Broadcasters' Marconi Awards. He'll wrap the convention Oct. 12 in Los Angeles.

## ON THE ROW

### New Date For CRS-West; Wright To MCA?

**N**ext year's regional Country Radio Seminar in Sacramento, Calif., has been rescheduled due to a conflict with the National Assn. of Broadcasters convention in New Orleans Sept. 17-20. CRS-West will now be held Oct. 24-25.

Look for former A&M Nashville artist Chely Wright to sign with MCA.

Eagle Marketing of Fort Collins, Colo., and Marketing Communications Inc. of Greensboro, N.C., have signed an agreement for Eagle to represent MCI's broadcast publications, including Today's Country and Access magazine, which are distributed by radio stations throughout the country.

Chris Rogers, formerly of Pecos Films, has formed Honest Images, a Nashville-based full-service music video and commercial production company. Its first projects are "Love Worth Fighting For" from new Curb band Burnin' Daylight and "One Way Ticket (Because I Can)" for MCG Curb's LeAnn Rimes.

Dan Gillis, previously of 422 Management, has opened Dan Gillis Management in Nashville. DGM represents Steve Earle and the V-roys.

Starstruck Writers Group has signed writer/producer David Malloy as a staff songwriter. Malloy's most recent production credits include Daryle Singletary's debut album and Mindy McCready's "Ten Thousand Angels." Songwriting credits include "Drivin' My Life Away," "I Love A Rainy Night," and "Love Will

Turn You Around."

Marco Promotions has expanded its roster of "Impact Stations" to 150. These stations are defined as non-reporters which are influential in their market.

The second Country Music Expo will be held at the New Jersey Convention and Expo Center in Edison, N.J., Nov. 15-17. Ten area radio stations are co-sponsoring the expo, including WXTU Philadelphia, WGGY Scranton, Pa., and WJLK Monmouth, N.J. Performers will include Davis Daniel, Holly Dunn, Ronna Reeves, and Victoria Shaw.

Tim McGraw will host his annual Swampstock '96 celebrity softball game Oct. 6 in Rayville, La. The event raises money for youth sports programs in the community. Other participants will include Tracy Lawrence, Faith Hill, Mark Collie, Jeff Carson, and Kenny Chesney.

Capitol Nashville has formed a joint venture with Razor & Tie Entertainment to release country catalog product from Capitol and United Artists. The first project under the agreement is a two-CD Glen Campbell collection, set for a February '97 release. Other projects will feature Tennessee Ernie Ford, the Louvin Brothers, Stoney Edwards, Dick Curless, and George Jones.

Charlie Daniels will celebrate his 60th birthday Oct. 28 with his annual acoustic Volunteer Jam concert at the Tennessee Performing Arts Center in Nashville. In addition to Daniels, performers will include David Ball, BlackHawk, John Berry, Tracy Byrd, Billy Ray Cyrus, Tracy Lawrence, David Lee Murphy, and Victoria Shaw. Proceeds will benefit the T.J. Martell Foundation and TPAC's Humanities Outreach in Tennessee Program, which provides arts-education presentations for the state's schoolchildren.

John Berry will perform a Christmas concert with the Nashville Symphony Nov. 29 and 30.

## Fun With Napkins



WYYD Roanoke, Va., PD/MD Robynn Jaymes, left, looks shocked as Epic senior VP of promotion Jack Lameier and WYYD GM Barbara Rexrode make stylish headgear from the napkins at the recent Billboard/Airplay Monitor Radio Awards dinner in New York. (Photo: George Briner)

## COUNTRY CONFIDENTIAL BY WADE JESSEN

### Bill Monroe's Artistic Vision Will Be Missed

**T**he country music community is mourning one of its greats, Bill Monroe, who died Sept. 3 in Springfield, Tenn. While pondering Monroe's life and career, I thought about how times have changed and wondered if it's still possible for an artist to make the kind of contribution that was common in Monroe's generation.

William Smith Monroe almost singlehandedly created his own art form—what's now known as bluegrass music. When he introduced his high harmonies and fast picking on-stage at the WSM Nashville Grand Ole Opry in 1939, most people hearing him that night had never encountered that style of singing, much less the musical inferno he and his troupe presented. Monroe played three encores that night, a feat unmatched until a young, lanky Hank Williams stopped that same show with six encores 10 years later.

Monroe's material was largely autobiographical, with songs about the rolling hills of his native northwestern Kentucky. During the war years, Monroe put together a band of musicians that has been called the greatest band in history. It included Lester Flatt on guitar and vocals, three-finger banjoist Earl Scruggs, and Florida fiddler Chubby Wise.

Although Monroe was visible on the Billboard charts only from 1946 to '59, his songs influenced generations of musicians. His group was a training ground for such bluegrass and acoustic luminaries as Byron Berline, Sonny Osborne (of the Osborne Bros.), Howdy Forrester, Jimmy Martin, Carter Stanley, and Mac Wiseman. Monroe's songwriting influenced artists as diverse as Elvis Presley and Vince Gill.

Monroe was a tough but fair employer: His

band was a clean-cut lot, and members were required to wear hats and matching outfits. Although Monroe and his Blue Grass Boys often experimented with their sound—adding and subtracting instruments, such as accordion and electric guitar—it was the stripped-down acoustic-based sound that gained them notoriety.

For his 1988 MCA set "Southern Flavor," Monroe received the first Grammy Award for best bluegrass recording. The Grammys also applauded him with its Lifetime Achievement Award in '93. He was elected to the Country Music Hall of Fame in 1970.

Monroe was as potent an icon of Americana as Louis Armstrong, Duke Ellington, or Billie Holiday. Had he viewed imitation as the sincerest form of flattery, rather than loathing it, he would have lived his musical life with a plethora of compliments. He played for U.S. presidents who had affection for folk and rural culture. Monroe's music spoke to a receptive audience during the '70s folk revival, and at the time of his death, he was at the forefront of an international bluegrass and acoustic music renaissance.

Of all the modern country poets, Monroe's impact will reverberate perpetually, as a musician and songwriter. As fiercely as he believed in his music, he espoused traditional American rural values of hard work, honesty, accountability, and politeness.

Having had the good fortune of making his acquaintance during my years at WSM, sometimes sharing stories about music, other times just talking about the weather, I will miss Bill Monroe. Somehow, in all its grandeur, tuning in to the Opry won't be the same without hearing "Watermelon On The Vine," and that's when I'll miss him the most.

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**M Street Format Monitor****Top 40 Growth, Country's Decline Continue**

As megapoly marches on, country radio continues to lose stations, while top 40 continues to gain. Triple-A and classic rock added stations this month, while their modern and mainstream counterparts were off. R&B radio, led by one major addition, was up slightly, while smooth jazz continues to leak stations, according to September's Airplay Monitor/M Street Format Monitor.

Country radio lost 12 stations in August, so its drop of eight stations in September represents a slowing of the format's boom/bust cycle. But ownership consolidations continue to take their toll on the format, as shown by the loss of country outlets in Fresno, Calif., Green Bay, Wis., Boston, and other markets.

By contrast, top 40 continues to grow, following WKTU New York's success. Paced mostly by new dance outlets, top 40 was up by seven stations this month, one more than its gain in August. Adult top 40 stations, despite the rise of the modern AC format, showed a net loss of two stations, but still overtook mainstream rock, which lost six stations, for 12th place.

Modern rock was flat, but its cousin, triple-A, which hasn't gotten as much attention lately, has

been up several months in a row, also perhaps because of the rise of adult modern. The classic rock/classic hits formats also continue to grow, with a net rise of four stations this month.

After a net loss of five stations last month, the combined R&B and adult R&B formats were up slightly this month, but one of the format's two new stations is the heavily watched WCHB-FM Detroit, one of the few examples of a new major-market outlet switching into the format. R&B's quasi-rival, the smooth jazz format, continues to leak stations at the rate of several a month.

The big surprise this month was the rise of adult standards, which had its best-ever month and posted the only double-digit growth month of any format. Besides getting an ongoing boost from the success of Las Vegas' market-leading standards FM, KJUL, standards has the recently revived satellite network, Music of Your Life, which is bringing new stations into the format.

M Street is a Nashville-based provider of radio-station data to the broadcast and music industries. The Format Monitor appears in the first issue of Airplay Monitor each month.

SEAN ROSS

RANK		The M Street ((( ))) FORMAT MONITOR	STATION COUNT		
THIS MONTH	LAST MONTH		SEPT. '96	AUGUST '96	NET GAIN OR LOSS
1	1	Country	2,532	2,540	-8
2	2	News/Talk	1,108	1,106	2
3	3	Adult Contemporary	959	963	-4
4	4	Oldies	734	729	5
5	5	Religion (Music)	594	591	3
6	6	Adult Standards	491	478	13
7	7	Spanish	462	461	1
8	8	Religion (Talk)	424	423	1
9	9	Soft AC/Easy Listening	406	409	-3
10	10	Classic Rock/Hits	349	345	4
11	11	Top-40/Mainstream/Rhythm	330	323	7
12	13	Top-40/Adult	278	280	-2
13	12	Mainstream Rock	276	282	-6
14	14	R&B	184	182	2
15	16	R&B Adult/Oldies	164	164	0
16	15	Miscellaneous	154	158	-4
17	17	Sports	154	157	-3
18	18	Modern Rock	148	148	0
19	19	Triple-A	105	101	4
20	20	Jazz	87	89	-2
21	21	Classical	41	41	0
Total operating stations			9,980	9,970	
Stations off the air			272	283	

○ Formats showing an increase in station count over the previous chart, regardless of chart movement.

**Don't Touch My Wife**

KFMS Las Vegas PD Jay Phillips, left, and his wife Donna, right, pose with Curb/MCA artist Lyle Lovett during his recent visit to Las Vegas. Lovett's current single is "Don't Touch My Hat."

**AIRBORNE**

Instant information on Country's new artists

Edited by Sue Falco

**Gary Allan****"HER MAN" (DECCA)**

At the age of 13, Gary Allan walked into a bar a few blocks from his home in La Mirada, Calif., to audition for a singing job he'd seen advertised. Despite protests from the club owner that he was too young, Allan convinced the man to let him perform the following weekend, accompanied by his father and older brother. At 15, he was offered a record deal but followed his parents' advice to let it wait. Years later, and within weeks of arriving in Nashville, Allan had his choice of several major-label deals. "Used Heart For Sale," his debut album for Decca, was released Sept. 24.

**BR5-49****"CHEROKEE BOOGIE" (ARISTA)**

Hailing from Washington, Missouri, Indiana, West Virginia, and Kansas, the five members of BR5-49 were introduced to music and fell in love with it at an early age. Coming together in Nashville in 1993, they became regulars at Robert's Western World, a boot store/beer joint on lower Broadway, where they performed a mix of classics and their own brand of country music. Drawing crowds as diverse as the music they play, the buzz made its way across town to various labels. "BR5-49 Live From Robert's," a six-song EP, was released earlier this year. "BR5-49" is the band's debut studio release.

**Deana Carter****"STRAWBERRY WINE" (CAPITOL NASHVILLE)**

Growing up in Music City, Deana Carter didn't have to go much farther than her own back yard to pursue a career in music. As if being a local wasn't enough to give her the bug, her father, studio guitarist Fred Carter Jr., made it contagious. While he was away recording with everyone from Neil Young to Tony Bennett, the rest of the Carter clan was singing in church choirs and musicals. Her debut album is titled "Did I Shave My Legs For This?" She will perform at Farm Aid IX Oct. 12 in Columbia, S.C., by invitation of event organizer Willie Nelson.

**Deryl Dodd****"FRIENDS DON'T DRIVE FRIENDS..." (COLUMBIA)**

Dallas native Deryl Dodd grew up in a home where music was a constant. His parents and uncle performed as a trio, Dodd and three siblings sang in their grandfather's small rural church, and musical instruments were just part of the furniture.



Learning guitar from his father at the age of 7, Dodd went on to teach himself bluegrass banjo at 13 and pedal steel by 16. After graduating from Baylor University in 1987, Dodd played regularly, then moved to Nashville in '91 and toured as part of Martina McBride's band. In '95, Dodd came into his own, striking a deal with Columbia. He penned eight of the 10 tracks on his debut album, "One Ride In Vegas."

**Mila Mason****"THAT'S ENOUGH OF THAT" (ATLANTIC)**

A family tradition may be the reason Mila Mason pursued her dream of a music career so

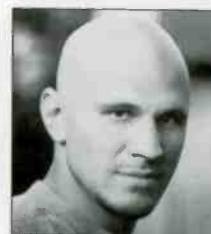
strongly. Mason's grandmother instilled a love of music in her daughter, who took it one step further by singing and touring all over the country. After graduating from high school in Dawson Springs, Ky., it was the youngest Mason's turn to follow in her mother's footsteps. She moved to Nashville, where she modeled, sang jingles, wrote songs, and recorded demos until a showcase hooked her a record deal with Atlantic. Mason's debut album, "That's Enough Of That," was released Sept. 9.

**Brady Seals****"ANOTHER YOU, ANOTHER ME" (REPRISE)**

Fairfield, Ohio, native Brady Seals is flying solo after a successful run with Little Texas. Over its seven-year history, Little Texas received many accolades, including the Academy of Country Music's vocal group of the year award in 1994. It scored several hit records, including "My Love," which featured Seals on lead vocals. Seals co-wrote nine of the 10 tracks on his debut album, "The Truth," which was produced by Rodney Crowell.

**Kevin Sharp****"NOBODY KNOWS" (ASYLUM)**

Kevin Sharp's family, which included seven children and numerous foster children, lived in Idaho and Sacramento, Calif. By the age of



3, Sharp was performing at church functions along with members of his family. At 10, he was auditioning for musicals, and his high school years were spent singing in choirs and playing sports. During his senior year,

however, he was diagnosed with bone cancer. Numerous operations, painful treatments, and experimental drugs followed, and Sharp was given little chance to live. Surprisingly, he went into remission in 1991. Two years later, he went back to performing, submitting tapes to anyone who'd listen, and was signed to Asylum with the help of mentor David Foster. This single is a country remake of an R&B hit by the Tony Rich Project. "Measure Of A Man" is Sharp's debut album. A television movie about his life is being written and will star Fred Savage of "The Wonder Years."

**Tony Toliver****"BETTIN' FOREVER ON YOU" (RISING TIDE)**

This Huntsville, Texas, native's earliest musical memories are of singing in church and with his family's gospel group. Merle Haggard (who makes a special appearance on Toliver's album for a duet of his hit "Swingin' Doors") and Elton John were early musical influences. In 1983, Toliver moved to Nashville and got his first job playing piano with Randy Travis; he went on to play with Dottie West, performing with her at the White House for President Ronald Reagan and at the Grand Ole Opry. This is his first single for Rising Tide, the label for which he is the debut country artist. His debut album is titled "Half Saint, Half Sinner."

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor. Send information on new artists to Sue Falco at 11 W. 42nd St., 12th Floor, New York, N.Y. 10036.



## Are PD Demands For Free Stuff Out Of Control?

Continued from page 1

be added for favors, but often they are daypart adds in light rotation that are quickly dropped. One label VP recalls a PD saying, "I can't do anything for you until my [listener-appreciation] show is over with, when I'll be able to drop all these records" by artists who were performing there.

### CREATED ITS OWN MONSTER?

On the flip side, there is also no shortage of stories about labels trying to buy their way up the charts. PDs and even many label reps agree that, as one promotion VP puts it, "the record industry started this and has kind of created its own monster."

One former label employee recalls a small-market station that had a particular record in heavy rotation, which for it was 45 spins. Both the regional and national called and asked the PD to bump it up to 50 spins. Both were refused. Then the label VP called and said, "Is there anything we can do for you?" The PD said, "You mean like an on-air giveaway?" and the VP said, "No, I mean is there anywhere you and your wife want to go?"

"I hear the [phrase] 'What can I do to get this record on your radio station, whatever it takes' a lot," says one major-market PD. "I never heard it before this year."

Another large-market PD says he may be asking for more now, but so are the labels. "On many occasions, labels . . . are asking us to switch out adds when they have a record that fails. Instead of taking their turn in line they may ask you to switch out one that is going south with one they want you to add. That has been happening quite a bit of late. It seemed that there was a line . . . that wasn't crossed before, and now it's beginning to be crossed by the record industry. They're pushing just a little bit harder . . . and any way that they can they want to get my attention on a particular record."

All of the label reps contacted for this story agree that increased label competition is primarily to blame. "There were easier times here a while back when there were seven or eight labels and everybody took turns," says one label VP. "Now with the costs so high, somebody has a half million dollars invested, [and] they're not going to let it go for a week. They'll say, 'What will it take to get your thought process in order on this record? Will Cancun work?'"

"Labels are panicking," says one label VP. "They are leading with stuff when they don't need to. A lot of radio people who never thought of [taking something] before are now hearing a label say, 'What can I give you?' and they're thinking, 'Give me?'"

When labels do lead with goodies, one large-market PD says, they bring the requests from radio on themselves. "If the way you do business with me is to offer me something, I will assume that you will always do business with me like that," he says.

"This is the year radio became completely aware of its power in the mix, because we've been telling them that all along to flatter them," says another VP of promotion. "Now, between the number of labels and the size of playlists, this is the reality. The price of what it takes seems to be going up. The pressure is being exerted in all directions."

### JUST SAY YES

Some VPs who have resisted unreasonable radio requests in the past say they are giving in more often now just to keep up with what other labels are doing. "I'm fighting it as much as I can, but I have said yes to more things than I've ever said yes to before," says one label VP. "But I'm still exceedingly selective, and it has to be a scenario where I'm not just throwing my money away to buy five spins. I'm not going to prostitute my artist like that."

"If a station needs help with some things, I will help," says another label VP, who once resisted such requests. "If it gets my record on the air, I'll help. That's what everyone is doing. I had this sweetly naive thought that it was all about the music, and it's not anymore," he says. "The best song doesn't always win anymore."

"I remember talking to one label VP who said he's reduced himself to the role of a trained seal. Radio says clap; he says, 'How high?'" recalls a label rep. "You talk to people like that and you realize some people have utterly surrendered their morality to do the job. Maybe it isn't just the monetary price that's too high anymore."

### SURPRISINGLY SYMPATHETIC

Despite their frustration, some label reps are surprisingly sympathetic to PDs' demands.

"Part of the problem is some of these kids are making minimum wage and they're seeing these stars come in in big buses and they're reading about their big homes. They think they're making these guys' careers, and they want a piece of the pie," says one label VP. "An MD at a small station is doing a five-hour air shift, all the production, and some spec spots for the sales guys, then talks to 28 labels all promising him the world. It's going to take him about two hours to figure out he's on 'Lets Make A Deal.' In reality, it's a sign of the times."

"There is so much pressure on these PDs and MDs, and you know what the average wage of these guys is—35 to 40 grand a year," says another label source. "A lot of these guys are terribly underpaid and under an enormous amount of pressure to get good numbers for their station and drive revenue for their station. Then they have labels [pressuring them] . . . Some of them are saying, 'If I'm going to take this much pressure, I'm going to get something out of it for me.' I had an MD in a large-market station say to me, 'Politicians get all that PAC money; I'm going to get what's coming to me, too.'"

### BORDERLINE 'PAY FOR PLAY'

All of the label reps contacted for this story say there are many promotional opportunities, including product support and, in some cases, free shows, that they are happy to offer radio to support real airplay. What concerns them are requests from stations that aren't supporting the artist and anything that borders on a "pay for play" scenario.

Reps agree that the smaller the station, the less reasonable the requests. "They have no promotional budgets and have been told by their managers to come to us," says one VP of promotion. "These are the people at Country Radio Seminar who come to us to pay for their rooms and pick up their dinners."

There are also scores of programmers who labels say never ask for anything. And nearly everyone contacted says that what goes on in country is still only a fraction of the wheeling and dealing that takes place in other formats. "It's just unfortunate, because we've always prided ourselves on not being like those other guys," says one source.

### STILL ABOUT THE MUSIC

Some label reps are still clinging to the hope that music alone can still be enough to win PDs over. "At some point, it has to be about the music," says one. "Hit records are going to get through. I think you can buy your way on, but at some point, that's what's going to hurt the format."

"Whatever you can imagine is going on right now," says another VP. "The industry should take itself to task. At these [conventions] everybody talks with such great piety, then they go back and do exactly the same thing they were doing. They go back and do whatever it takes . . . The most important thing is integrity . . . If we don't have the best music, we don't deserve to have it played."

"Things are going to change in this business in the next three to six months, because PDs and MDs can't hold up under the pressure," says one label source. "If it continues, it could bankrupt the industry, morally and financially."

"Radio people blame record people and record people blame radio people, but everybody's responsible," he adds. "Radio people who put game playing ahead of their job are at fault, [as are] the record people who have decided they can't win on the basis of their music. The likelihood of getting both sides to clean up their act is doubtful. It all boils down to greed."

## MONITOR PROFILE

### Huntington's Dave Poole Beats The Odds With CMA Small-Market Station Winner

**I**t's been a year of extreme highs and lows for WTCR-AM-FM Huntington, W.Va., PD/MD Dave Poole. In March, he suffered a cerebral hemorrhage while working at the station. Doctors gave him a 1% chance of survival, but miraculously, Poole beat the odds and made a full recovery. He came back to work full time a few weeks ago, just in time to learn that WTCR-FM had been named small-market station of the year by the Country Music Assn.

The victory is especially sweet for Poole, who has spent his entire 19-year radio career at WTCR. The station had been nominated for the CMA Award numerous times in the past but had never won. Typically, however, Poole is most excited about the win because of what it means for the other station employees. "I feel so good about this for the staff," he says. "It's like being on a championship team . . . The people here deserve the recognition."

Huntington, which is Arbitron's market No.



*'I was healthy for 40 years, and still am. So what's my beef?'*

**Dave Poole**  
PD/MD  
WTCR Huntington, W.Va.

139, has an astonishing seven country stations, five of them FMs. Together, the country stations represent 41.5% of the market's listening, according to the spring Arbitron book. WTCR-FM accounts for 20.7 of those 12-plus shares, while its sister AM, which programs ABC's satellite "Real Country," takes in another 2.8 shares. The FM is No. 1 in the market by a nearly 7 share margin over the No. 2 station.

With the exception of AM WGOH, which programs traditional country and some bluegrass, and WBVB (B97), which targets a younger 18-34 audience, all of the other country stations in the market take a mainstream approach, according to Poole. "They all want a piece of us," he says. "In a way, it's flattering, but all the choices and variety out there only creates confusion [for listeners]." While some, like rival WDGG, choose to attack WTCR on the air, WTCR does not retaliate.

"Our attitude is to take a high ground," he says. "We want to be the good guys . . . Our whole focus is on being positive toward the audience. To an audience, they want a friend and, in some cases, something exciting to listen to. They don't really care about what you're doing with another station or the battle. We have to be mindful of that."

One reason B97 went in a younger direction, Poole says, is that it will become WTCR's sister station in late October, when WTCR parent Commodore Media is purchased by Hicks, Muse, Tate & Furst, which is also buying several other stations in the market. WTCR has been country since 1955. But despite being the market's heritage station, it is the most aggressive musically.

"With so many country stations here, we want to be the music authority in this market and the station that breaks the hits," says Poole, whose station is 85% current/recurrent driven.

In a typical recent afternoon hour, eight of the 12 records played were currents: Martina

McBride, "Wild Angels"; Alabama, "The Maker Said Take Her"; David Lee Murphy, "The Road You Leave Behind"; Chris LeDoux and Garth Brooks, "Whatcha Gonna Do With A Cowboy"; Deana Carter, "Strawberry Wine"; Mary Chapin Carpenter, "Tender When I Want To Be"; Bryan White, "So Much For Pretending"; Wynonna, "My Angel Is Here"; George Strait, "I Can Still Make Cheyenne"; Paul Brandt, "My Heart Has A History"; Mila Mason, "That's Enough Of That"; and Clint Black, "Like The Rain."

While the battle cry at most other stations is familiarity, Poole believes that concept is overrated. "Familiarity can be a trap," he says. "You want the familiarity, but you have to understand that a lot of people are listening to country music because they want something fresh." As a result, Poole plays few records from before 1990. He does play top 10 records from 1986-89 but only if "the artist is still in the mix."

"I know a lot of stations are starting to mix in more oldies. I think that's kind of a problem," says Poole. "If you look at research scores, there is not a lot of passion for songs that were big back in the '80s. As much as I love Kenny Rogers and as big as he was, there is not a lot of passion for that music, and you've got to be real careful programming it . . . It's a different game now."

Even though his station is current-based, Poole is careful to avoid falling into the "hot hunk-of-the-day thing," which he calls "a disservice to the artist and the audience. It's not about starched shirts and dimples," he says. "How many times have I heard, 'Oh, the women are going to love this?' Well, there is no big committee out there called 'women.' You're all different. I think that's an insult to women . . . Yet we've gotten into that a little too much."

WTCR-FM relies on visibility for the bulk of its marketing efforts. "Anywhere there are adults, we want to be there," Poole says. "It's an opportunity for us to make an impression . . . We're out there with the zeal of the newly converted."

In his 19 years with the station, Poole had missed only a day and a half of work, believing that calling in sick "puts a hardship on everyone else." That all changed March 14, when he was sitting at his desk working on music logs and was suddenly struck with a splitting headache and dizziness. Paramedics rushed him to the hospital and had to revive him en route when his heart stopped beating. It stopped again on the operating table, but doctors were able to revive him once again.

Despite the odds, Poole survived surgery but was unconscious for the next several weeks. After regaining consciousness, Poole had to learn how to walk again, since the hemorrhage was in the brain stem, which, he says, "controls everything."

Doctors told Poole his recovery was miraculous. "I not only beat the odds by simply living, but they say there will be no permanent damage, and within a year, I will have a full recovery," he says.

One negative result of the experience was that it convinced him to give up his midday shift to concentrate on his PD/MD duties. "I was giving 100% to three jobs," he says. "Leaving work after putting in my 12-hour days, I'd be driving home frustrated, because I had things I still hadn't gotten done."

Despite what he's been through, Poole says '96 has "turned out to be a great year . . . What do I have to complain about? I was healthy for 40 years, and I still am. So what's my beef? I'm so blessed."

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**WSAY-WRMT**  
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E.O.E.

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Join leading programming company to manage daily operations supporting high quality line-up of music and entertainment based programs. Producer and writing experience important, as is leadership exp. ... and track record of accomplishment in urban radio programming. Emphasis on delivering quality daily news-based programs, long forms and specials, plus staff management and contribution to program development. Network or group experience a plus. Fax resume, including salary requirements, in confidence to:  
**URBAN DIR. @ 212-974-0772**

**HELP WANTED**



**WROU-U92** is looking for on air talent with at least 2 years of experience. Please send air check tapes and resume to:  
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DAYTON, OH 45402  
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**KISS FM**  
445 S Madison St.  
Green Bay WI. 54303  
Attn. Miles Ryker  
WKSZ is an equal opportunity employer. Women & minorities encouraged to apply.

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**1515 Broadway**  
**New York, NY 10036**  
**Phone: 212-536-5058**  
**Fax: 212-536-5055**

# AIRPLAY Monitor GREATEST GAINERS



## Strongest Increase In Airplay This Week

INCREASE  
IN PLAYS

<b>REBA MCENTIRE</b> • <i>The Fear Of Being Alone</i> (MCA)	<b>+1447</b>
WWWW +27, KYNG +25, WGRL +23, WRBQ +23, KRAK +23, WHYL +22, WYCD +21, KVET +21, KPLX +21, WAMZ +19	
<b>GARTH BROOKS</b> • <i>That Ol' Wind</i> (CAPITOL NASHVILLE)	<b>+830</b>
KZLA +22, KYCY +21, WWWW +18, WEZL +17, WKSF +16, WBBS +16, WKXC +16, KXKT +16, KIKF +15, WIL +15	
<b>TERRI CLARK</b> • <i>Poor, Poor Pitiful Me</i> (MERCURY NASHVILLE)	<b>+707</b>
WWWW +25, KYNG +23, KMLE +22, KKQB +20, WIVK +19, KNIX +19, KYCY +17, WYCD +15, KFMS +15, KPLX +15	
<b>DEANA CARTER</b> • <i>Strawberry Wine</i> (CAPITOL NASHVILLE)	<b>+581</b>
WGRL +20, KYNG +18, KIIM +18, KRMD +17, WFRE +16, WQMX +14, WMSI +14, WTDR +14, KCCY +13, KBEQ +13	
<b>CLAY WALKER</b> • <i>Bury The Shovel</i> (GIANT)	<b>+521</b>
KRTY +16, KUPL +16, KJJY +15, WKTF +14, KRYS +14, KASE +13, KCYY +13, KTST +12, KGMV +12, WTDR +12	
<b>BROOKS &amp; DUNN</b> • <i>Mama Don't Get Dressed Up For Nothing</i> (ARISTA)	<b>+505</b>
KYCY +30, KASY +18, WHSL +15, WXTU +15, KYCW +14, WBEE +13, WKSF +12, WKIX +12, KSSN +12, WNOE +12	
<b>CLINT BLACK</b> • <i>Like The Rain</i> (RCA)	<b>+456</b>
KYCY +18, KWJJ +18, WWWW +18, WGRL +17, WBOB +17, WRBQ +17, WKSF +16, KAJA +16, WMZQ +16, KKQB +15	
<b>TRISHA YEARWOOD</b> • <i>Believe Me Baby (I Lied)</i> (MCA)	<b>+463</b>
WKQC +27, WYGY +22, KYNG +20, WBUB +19, WMJC +15, WYNK +15, WGGY +14, KRST +14, WIRK +14, WWKA +13	
<b>TRACE ADKINS</b> • <i>Every Light In The House</i> (CAPITOL NASHVILLE)	<b>+392</b>
KYNG +37, KIIM +18, KASY +15, KXXY +15, WDAF +13, WGNA +12, WPOC +12, WYYD +11, WAMZ +11, KWJJ +10	
<b>RICOCHET</b> • <i>Love Is Stronger Than Pride</i> (COLUMBIA)	<b>+375</b>
KASY +20, WQMX +14, WRKZ +13, KDDK +12, WHSL +11, WKCN +11, WOKO +11, WXBM +10, WOOD +10, WSM +10	
<b>ALABAMA</b> • <i>The Maker Said Take Her</i> (RCA)	<b>+374</b>
WRBQ +16, WCMS +16, KAJA +16, KTST +15, WBOB +15, WCOS +15, WHYL +15, WNCY +14, KRYS +14, WCOL +13	
<b>TRACY LAWRENCE</b> • <i>Stars Over Texas</i> (ATLANTIC)	<b>+370</b>
WKQC +27, WGGY +19, WMZQ +18, WBOB +16, WHYL +14, KWEN +13, WJCL +12, KILT +12, WKKO +11, WIRK +11	
<b>PAUL BRANDT</b> • <i>I Do</i> (REPRISE)	<b>+366</b>
KYCY +32, WBUB +17, WKJN +16, WMZQ +15, WMJC +14, WYNK +14, WGKX +13, WBCT +12, KIIM +11, KDRK +10	
<b>GEORGE STRAIT</b> • <i>I Can Still Make Cheyenne</i> (MCA)	<b>+359</b>
KKAT +23, KRMD +16, KZLA +15, KKQB +14, KWNR +13, WXTU +13, WBCT +11, KBEQ +11, WWGR +10, KVOO +10	
<b>DIAMOND RIO</b> • <i>It's All In Your Head</i> (ARISTA)	<b>+353</b>
KZLA +15, WHYL +13, WESC +11, KNCI +11, KKCS +9, WRKZ +9, KSOP +9, WMJC +8, WIOV +8, WGGY +8	

## MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
<b>REBA MCENTIRE</b> <i>The Fear Of Being Alone</i> (MCA)	66	<b>RANDY TRAVIS</b> <i>Would I</i> (Warner Bros.)	20
<b>GARTH BROOKS</b> <i>That Ol' Wind</i> (Capitol Nashville)	59	<b>NEAL MCCOY</b> <i>Going, Going, Gone</i> (Atlantic)	19
<b>TERRI CLARK</b> <i>Poor, Poor Pitiful Me</i> (Mercury Nashville)	51	<b>RHETT AKINS</b> <i>Love You Back</i> (Decca)	17
<b>CLAY WALKER</b> <i>Bury The Shovel</i> (Giant)	34	<b>DEANA CARTER</b> <i>Strawberry Wine</i> (Capitol Nashville)	17
<b>EMILIO</b> <i>Have I Told You Lately</i> (Capitol Nashville)	30	<b>KEVIN SHARP</b> <i>Nobody Knows</i> (Asylum)	17
<b>MARY CHAPIN CARPENTER</b> <i>Let Me Into Your Heart</i> (Columbia)	23		

# VIDEO PLAYLISTS



	TW	LW		TW	LW
1	5	4	Billy Ray Cyrus, Trail Of Tears	1	LeAnn Rimes, One Way Ticket (Because I Can)
2	5	4	Randy Travis, Are We In Trouble Now	2	Kenny Chesney, Me And You
3	5	4	David Lee Murphy, The Road You Leave Behind	3	Trisha Yearwood, Believe Me Baby (I Lied)
4	4	0	Dolly Parton, Just When I Needed You Most	4	Travis Tritt, More Than You'll Ever Know
5	4	3	Mark Chesnut, It's A Little Too Late	5	Paul Brandt, I Do
6	4	5	Faith Hill, You Can't Lose Me	6	Sammy Kershaw, Vidalia
7	4	4	Kenny Chesney, Me And You	7	Vince Gill, Worlds Apart
8	4	4	Paul Brandt, I Do	8	John Berry, Change My Mind
9	4	4	Tracy Lawrence, Stars Over Texas	9	Cledus "T." Judd, If Shania Was Mine
10	4	4	Mindy McCready, Guys Do It All The Time	10	David Lee Murphy, The Road You Leave Behind
11	4	3	Sammy Kershaw, Vidalia	11	Billy Ray Cyrus, Trail Of Tears
12	4	3	Patty Loveless, Lonely Too Long	12	Dolly Parton, Just When I Needed You Most
13	4	4	Willie Nelson, She Is Gone	13	Tracy Lawrence, Stars Over Texas
14	4	3	Ty Herndon, Living In A Moment	14	Faith Hill, You Can't Lose Me
15	4	5	Trisha Yearwood, Believe Me Baby (I Lied)	15	Mindy McCready, Guys Do It All The Time
16	4	4	Vince Gill, Worlds Apart	16	BR5-49, Cherokee Boogie
17	4	4	Travis Tritt, More Than You'll Ever Know	17	Mark Chesnut, It's A Little Too Late
18	3	3	Paul Jefferson, I Might Just Make It	18	Lonestar, When Cowboys Didn't Dance
19	3	2	Mila Mason, That's Enough Of That	19	Neal McCoy, Going, Going, Gone
20	3	2	Texas Tornados, Little Bit Is Better Than Nada	20	Paul Jefferson, I Might Just Make It
21	3	2	K.T. Oslin, Silver Tongue And Goldplated Lies	21	Pam Tillis, Betty's Got A Bass Boat
22	3	1	Deryl Dodd, Friends Don't Drive Friends...	22	Brooks & Dunn, Mama Don't Get Dressed Up For Nothing
23	3	2	John Michael Montgomery, Ain't Got Nothin' On Us	23	John Michael Montgomery, Ain't Got Nothin' On Us
24	3	2	Tracy Byrd, Big Love	24	Suzy Bogguss, No Way Out
25	3	2	Wade Hayes, Where Do I Go To Start All Over	25	The Beach Boys Featuring Doug Supernaw, Long Tall Texan
26	3	2	Shania Twain, Home Ain't Where His Heart Is (Anymore)	26	Kevin Sharp, Nobody Knows
27	3	3	Trace Adkins, Every Light In The House	27	Burnin' Daylight, Love Worth Fighting For
28	3	0	Brooks & Dunn, Mama Don't Get Dressed Up For Nothing	28	Shania Twain, Home Ain't Where His Heart Is (Anymore)
29	3	4	Junior Brown, Venom Wearin' Denim	29	Patty Loveless, Lonely Too Long
30	3	5	Bryan White, So Much For Pretending	30	Mila Mason, That's Enough Of That
				31	Texas Tornados, Little Bit Is Better Than Nada
				32	Brady Seals, Another You, Another Me
				33	K.T. Oslin, Silver Tongue And Goldplated Lies
				34	Frazier River, Last Request
				35	Ricochet, Love Is Stronger Than Pride
				36	Trace Adkins, Every Light In The House
				37	Diamond Rio, It's All In Your Head
				38	Tony Toliver, Bettin' Forever On You
				39	Deana Carter, Strawberry Wine
				40	Great Plains, Healin' Hands
				41	Gary Allan, Her Man
				42	George Jones, Honky Tonk Song
				43	Deryl Dodd, Friends Don't Drive Friends...
				44	Tracy Byrd, Big Love
				45	Midsouth, The Definition Of Love
				46	David Kersh, Goodnight Sweetheart
				47	Joe Nichols, Wal-Mart Parking Lot Social Club
				48	Wade Hayes, Where Do I Go To Start All Over
				49	Marty Stuart, Thanks To You
				50	Rhett Akins, Love You Back

## COUNTRY RECURRENT AIRPLAY

RANK	TW	LW	TITLE	RANK	TW	LW	TITLE
	PLAYS	PLAYS	ARTIST (LABEL)		PLAYS	PLAYS	ARTIST (LABEL)
1	2540	3143	I DON'T THINK I WILL JAMES BONAMY (EPIC)	14	1226	1233	MEANT TO BE SAMMY KERSHAW (MERCURY NASHVILLE)
2	2259	2511	CARRIED AWAY GEORGE STRAIT (MCA)	15	1217	1271	TEN THOUSAND ANGELS MINDY MCCREARY (BNA)
3	1947	2074	DADDY'S MONEY RICOCHET (COLUMBIA)	16	1210	1154	NO NEWS LONESTAR (BNA)
4	1769	2056	I AM THAT MAN BROOKS & DUNN (ARISTA)	17	1200	1306	THAT'S WHAT I GET FOR LOVIN' YOU DIAMOND RIO (ARISTA)
5	1602	1799	NO ONE NEEDS TO KNOW SHANIA TWAIN (MERCURY NASHVILLE)	18	1186	1234	EVERY TIME I GET AROUND YOU DAVID LEE MURPHY (MCA)
6	1564	1617	MY MARIA BROOKS & DUNN (ARISTA)	19	1178	1141	CHECK YES OR NO GEORGE STRAIT (MCA)
7	1526	2016	IT'S MIDNIGHT CINDERELLA GARTH BROOKS (CAPITOL NASHVILLE)	20	1123	1297	HOME ALAN JACKSON (ARISTA)
8	1504	1745	ON A GOOD NIGHT WADE HAYES (COLUMBIA)	21	1081	1070	HEADS CAROLINA, TAILS CALIFORNIA JO DEE MESSINA (CURB)
9	1474	1518	TIME MARCHES ON TRACY LAWRENCE (ATLANTIC)	22	1080	1244	ONLY ON DAYS THAT END IN "Y" CLAY WALKER (GIANT)
10	1472	1516	DON'T GET ME STARTED RHETT AKINS (DECCA)	23	1048	1124	TREAT HER RIGHT SAWYER BROWN (CURB)
11	1343	1453	THEN YOU CAN TELL ME GOODBYE NEAL MCCOY (ATLANTIC)	24	1037	1083	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
12	1308	1399	BLUE CLEAR SKY GEORGE STRAIT (MCA)	25	1023	1103	TOO MUCH FUN DARYLE SINGLETARY (GIANT)
13	1277	1301	I THINK ABOUT YOU COLLIN RAYE (EPIC)				

Recurrences are titles which have appeared on the Hot Country Singles chart for 20 weeks and have dropped below the top 20.



# THRASHER SHIVER

## closer

The new single from their self-titled debut

Airplay: October 14

Produced by  
Justin Niebank, Neil Thrasher and Kelly Shiver

Management:  
Ebb Doyle & Associates

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# POWER PLAYLISTS

For Week Ending September 29, 1996



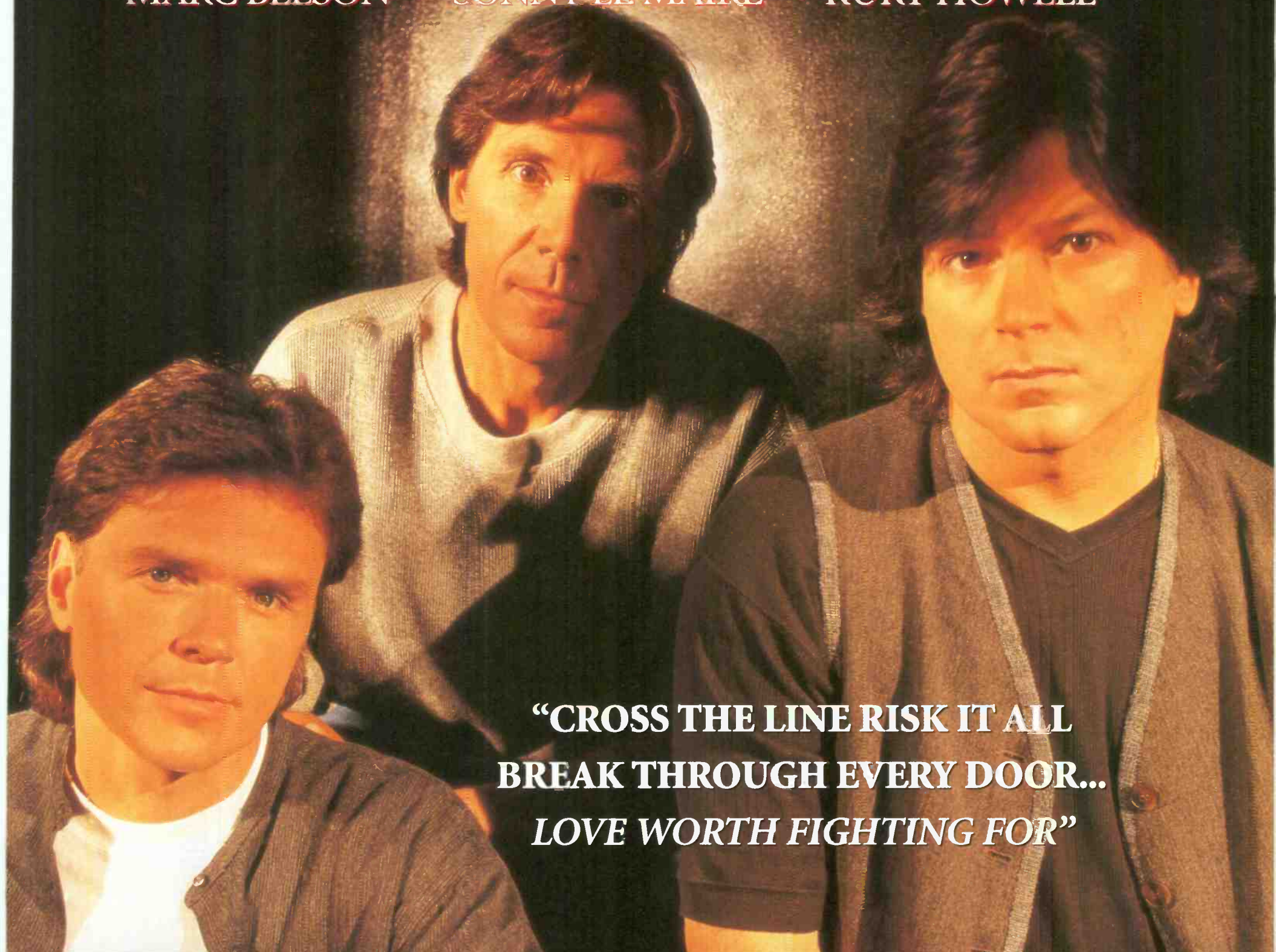
Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly cumes, beginning with the highest-cumming station. Cumes are updated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.

## COUNTRY

WUSN			KZLA			WKHX			KSCS			WMZQ			WXTU		
Chicago PD: Dean McNeil MD: Tricia Biondo			Los Angeles PD: John Sebastian APD/MD: Bill Fink			Atlanta PD: Neil McGinley MD: Johnny Gray			Dallas PD: Dean James MD: Linda O'Brian			Washington, DC PD/MD: Mac Daniels			Philadelphia PD: Kevin O'Neal Acting MD: Jim Radler		
TW	LW		TW	LW		TW	LW		TW	LW		TW	LW		TW	LW	
1	34	Paul Brandt, I Do	1	58	45	1	39	37	1	31	29	1	37	46	1	35	35
2	33	Billy Dean, That Girl's Been Spinn' On M	2	56	41	2	39	34	2	31	29	2	37	44	2	35	35
3	33	Ty Herndon, Living In A Moment	3	52	37	3	38	28	3	31	29	3	36	43	3	35	35
4	32	Trisha Yearwood, Believe Me Baby	4	49	37	4	37	29	4	30	26	4	36	45	4	35	35
5	31	Tracy Lawrence, Stars Over Texas	5	49	35	5	37	35	5	30	29	5	36	45	5	35	35
6	31	Toby Keith, A Woman's Touch	6	47	46	6	37	35	6	24	23	6	35	44	6	35	35
7	31	Faith Hill, You Can't Lose Me	7	46	46	7	35	30	7	23	26	7	35	46	7	35	35
8	30	Alabama, The Maker Said Take Her	8	46	55	8	34	34	8	23	15	8	34	28	8	35	35
9	29	Vince Gill, Worlds Apart	9	45	65	9	33	35	9	22	21	9	33	29	9	35	35
10	29	Clint Black, Like The Rain	10	45	65	10	33	35	10	22	24	10	33	29	10	35	35
11	29	Diana Carter, Strawberry Wine	11	44	38	11	33	35	11	21	21	11	33	29	11	35	35
12	29	Shania Twain, Home Ain't Where His Heart	12	44	38	12	33	35	12	21	21	12	33	29	12	35	35
13	29	Deana Carter, Strawberry Wine	13	44	38	13	33	35	13	21	21	13	33	29	13	35	35
14	29	Travis Tritt, More Than You'll Ever Know	14	43	34	14	33	35	14	21	22	14	33	29	14	35	35
15	29	John Michael Montgomery, Ain't Got Nothin'	15	43	34	15	33	35	15	21	22	15	33	29	15	35	35
16	29	Brooks & Dunn, Mama Don't Get Dressed Up	16	41	35	16	33	35	16	21	23	16	33	29	16	35	35
17	29	Jo Dee Messina, You're Not In Kansas Any	17	41	35	17	33	35	17	21	23	17	33	29	17	35	35
18	29	Patty Loveless, Lonely Too Long	18	41	35	18	33	35	18	21	23	18	33	29	18	35	35
19	29	Reba McEntire, The Fear Of Being Alone	19	41	35	19	33	35	19	21	23	19	33	29	19	35	35
20	29	Clint Black, Like The Rain	20	41	35	20	33	35	20	21	23	20	33	29	20	35	35
21	29	Sammy Kershaw, Vidalia	21	41	35	21	33	35	21	21	23	21	33	29	21	35	35
22	29	Deana Carter, Strawberry Wine	22	41	35	22	33	35	22	21	23	22	33	29	22	35	35
23	29	Rick Trevino, Learning As You Go	23	41	35	23	33	35	23	21	23	23	33	29	23	35	35
24	29	Ty Herndon, Living In A Moment	24	41	35	24	33	35	24	21	23	24	33	29	24	35	35
25	29	John Michael Montgomery, Ain't Got Nothin'	25	41	35	25	33	35	25	21	23	25	33	29	25	35	35
26	29	Brooks & Dunn, Mama Don't Get Dressed Up	26	41	35	26	33	35	26	21	23	26	33	29	26	35	35
27	29	Jo Dee Messina, You're Not In Kansas Any	27	41	35	27	33	35	27	21	23	27	33	29	27	35	35
28	29	Patty Loveless, Lonely Too Long	28	41	35	28	33	35	28	21	23	28	33	29	28	35	35
29	29	Reba McEntire, The Fear Of Being Alone	29	41	35	29	33	35	29	21	23	29	33	29	29	35	35
30	29	Clint Black, Like The Rain	30	41	35	30	33	35	30	21	23	30	33	29	30	35	35

# BURNIN' DAYLIGHT

MARC BEESON • SONNY LE MAIRE • KURT HOWELL



**“CROSS THE LINE RISK IT ALL  
BREAK THROUGH EVERY DOOR...  
LOVE WORTH FIGHTING FOR”**

## LOVE WORTH FIGHTING FOR



THOSE WHO HAVE SEEN THE LIGHT

WXBM

WRKZ

WWYZ

WXBQ

KKIX

KTTs

WTDR

WKSF

WEZL

WTVY

KSAN

WWQQ

WDEN

WSOC

WKDQ

KFDI

KBEQ

PRODUCED BY: MARK BRIGHT

# POWER PLAYLISTS

For Week Ending September 29, 1996



Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly cumes, beginning with the highest-cuming station. Cumes are updated twice yearly following the release of the Spring and Fall Arbitron surveys. The number of stations shown each week varies depending upon space.



COUNTRY											
WTQR		WDSY		WSIX		KMLE		KFRG		WSOC	
Greensboro PD: Paul Franklin MD: Deano		Pittsburgh PD: Justin Case Acting MD: Rick Daulton		Nashville PD/MD: Dave Kelly		Phoenix PD/MD: Jeff Garrison		San Bernardino MD: Don Jefferies		Charlotte PD: Paul Johnson MD: Rick McCracken	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	Vince Gill, Worlds Apart	1	Brooks & Dunn, I Am That Man	1	Tracy Lawrence, Stars Over Texas	1	George Strait, I Can Still Make Cheyenne	1	Toby Keith, A Woman's Touch	1	Bryan White, So Much For Pretending
2	Rick Trevino, Learning As You Go	2	George Strait, Carried Away	2	Jo Dee Messina, You're Not In Kansas Any	2	Clint Black, Like The Rain	2	Jo Dee Messina, You're Not In Kansas Any	2	Mark Willis, Jacob's Ladder
3	Mark Willis, Jacob's Ladder	3	Bryan White, So Much For Pretending	3	Faith Hill, You Can't Lose Me	3	George Strait, Carried Away	3	Trisha Yearwood, Believe Me Baby	3	Sammy Kershaw, Vidalia
4	George Strait, Carried Away	4	Tim McGraw, She Never Lets It Go To Her	4	Ty Herndon, Living In A Moment	4	Vince Gill, Worlds Apart	4	Vince Gill, Worlds Apart	4	Vince Gill, Worlds Apart
5	Lonestar, Rumm'n' Away With My Heart	5	Rick Trevino, Learning As You Go	5	Trisha Yearwood, Believe Me Baby	5	Paul Brandt, I Do	5	Billy Dean, That Girl's Been Spinn' On M	5	Faith Hill, You Can't Lose Me
6	Ty Herndon, Living In A Moment	6	Tracy Lawrence, Stars Over Texas	6	Tracy Lawrence, Stars Over Texas	6	Reba McEntire, The Fear Of Being Alone	6	Paul Brandt, I Do	6	Paul Brandt, I Do
7	Sammy Kershaw, Vidalia	7	Mindy McCready, Guys Do It All The Time	7	Sammy Kershaw, Vidalia	7	George Strait, Check Yes Or No	7	Faith Hill, You Can't Lose Me	7	Faith Hill, You Can't Lose Me
8	Tracy Lawrence, Stars Over Texas	8	Sammy Kershaw, Me And You	8	Toby Keith, A Woman's Touch	8	Deana Carter, Strawberry Wine	8	Deana Carter, Strawberry Wine	8	Tracy Lawrence, Stars Over Texas
9	Ricochet, Daddy's Money	9	James Bonamy, I Don't Think I Will	9	Collin Raye, Love Remains	9	George Strait, Blue Clear Sky	9	Clint Black, Like The Rain	9	Clint Black, Like The Rain
10	Alabama, The Maker Said Take Her	10	Sawyer Brown, Treat Her Right	10	David Lee Murphy, The Road You Leave Beh	10	James Bonamy, I Don't Think I Will	10	Western Flyer, What Will You Do With M-E	10	Western Flyer, What Will You Do With M-E
11	Trisha Yearwood, Believe Me Baby	11	Frazier River, Tangled Up In Texas	11	Alabama, The Maker Said Take Her	11	Tim McGraw, She Never Lets It Go To Her	11	Sammy Kershaw, Vidalia	11	Sammy Kershaw, Vidalia
12	Paul Brandt, I Do	12	Ricochet, Daddy's Money	12	Paul Brandt, I Do	12	Shania Twain, Home Ain't Where His Heart	12	David Lee Murphy, The Road You Leave Beh	12	David Lee Murphy, The Road You Leave Beh
13	Brooks & Dunn, I Am That Man	13	Wade Hayes, On A Good Night	13	Diamond Rio, It's All In Your Head	13	Trisha Yearwood, Believe Me Baby	13	John Berry, Change My Mind	13	John Berry, Change My Mind
14	Patty Loveless, Lonely Too Long	14	Clint Black, Like The Rain	14	Brooks & Dunn, Mama Don't Get Dressed Up	14	Bryan White, So Much For Pretending	14	John Berry, Change My Mind	14	John Berry, Change My Mind
15	Wade Hayes, On A Good Night	15	Rhett Akins, Don't Get Me Started	15	Travis Tritt, More Than You'll Ever Know	15	David Lee Murphy, The Road You Leave Beh	15	John Berry, Change My Mind	15	John Berry, Change My Mind
16	Travis Tritt, More Than You'll Ever Know	16	Rhett Akins, Don't Get Me Started	16	Travis Tritt, More Than You'll Ever Know	16	Clint Black, Like The Rain	16	John Berry, Change My Mind	16	John Berry, Change My Mind
17	Faith Hill, You Can't Lose Me	17	Toby Keith, Does That Blue Moon Ever Shi	17	Toby Keith, Does That Blue Moon Ever Shi	17	Deana Carter, Strawberry Wine	17	John Berry, Change My Mind	17	John Berry, Change My Mind
18	Tim McGraw, She Never Lets It Go To Her	18	Neal McCoy, Then You Can Tell Me Goodbye	18	Neal McCoy, Then You Can Tell Me Goodbye	18	Tracy Lawrence, Stars Over Texas	18	John Berry, Change My Mind	18	John Berry, Change My Mind
19	Bryan White, So Much For Pretending	19	Vince Gill, Worlds Apart	19	Vince Gill, Worlds Apart	19	Sammy Kershaw, Vidalia	19	John Berry, Change My Mind	19	John Berry, Change My Mind
20	George Strait, I Can Still Make Cheyenne	20	Jeff Carson, Hidin' On Something	20	Jeff Carson, Hidin' On Something	20	John Berry, Change My Mind	20	John Berry, Change My Mind	20	John Berry, Change My Mind
21	John Berry, Change My Mind	21	Alabama, The Maker Said Take Her	21	Alabama, The Maker Said Take Her	21	John Berry, Change My Mind	21	John Berry, Change My Mind	21	John Berry, Change My Mind
22	Clint Black, Like The Rain	22	Darley Singletary, Too Much Fun	22	Darley Singletary, Too Much Fun	22	John Berry, Change My Mind	22	John Berry, Change My Mind	22	John Berry, Change My Mind
23	Tracy Lawrence, Stars Over Texas	23	Diamond Rio, Walkin' Away	23	Diamond Rio, Walkin' Away	23	John Berry, Change My Mind	23	John Berry, Change My Mind	23	John Berry, Change My Mind
24	Toby Keith, A Woman's Touch	24	Tracy Lawrence, Time Marches On	24	Tracy Lawrence, Time Marches On	24	John Berry, Change My Mind	24	John Berry, Change My Mind	24	John Berry, Change My Mind
25	Kenny Chesney, Me And You	25	Toby Keith, A Woman's Touch	25	Toby Keith, A Woman's Touch	25	John Berry, Change My Mind	25	John Berry, Change My Mind	25	John Berry, Change My Mind
26	Patty Loveless, A Thousand Times A Day	26	Aaron Tippin, That's As Close As I'll Ge	26	Aaron Tippin, That's As Close As I'll Ge	26	John Berry, Change My Mind	26	John Berry, Change My Mind	26	John Berry, Change My Mind
27	Deana Carter, Strawberry Wine	27	Western Flyer, What Will You Do With M-E	27	Western Flyer, What Will You Do With M-E	27	John Berry, Change My Mind	27	John Berry, Change My Mind	27	John Berry, Change My Mind
28	Paul Brandt, I Do	28	John Berry, Change My Mind	28	John Berry, Change My Mind	28	John Berry, Change My Mind	28	John Berry, Change My Mind	28	John Berry, Change My Mind
29	Shenanando, Gormed If I Don't	29	Shania Twain, Home Ain't Where His Heart	29	Shania Twain, Home Ain't Where His Heart	29	John Berry, Change My Mind	29	John Berry, Change My Mind	29	John Berry, Change My Mind
30	Jo Dee Messina, You're Not In Kansas Any	30	David Lee Murphy, Every Time I Get Aroun	30	David Lee Murphy, Every Time I Get Aroun	30	John Berry, Change My Mind	30	John Berry, Change My Mind	30	John Berry, Change My Mind

# *"Another You, Another Me"*

*Is*

*The Best Kind Of Hit Record*

- ★ Instant audience reaction.
- ★ Passionate phones.
- ★ Everybody's talkin' about it!
- ★ Huge female phone record.
- ★ Top 5 potential.
- ★ Every third caller was asking to play the record.
- ★ When the chorus kicks in, the phones light up.
- ★ Album requests at Camelot stores.

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**We didn't write this ad.**

**YOU DID**

---

*Brady Seals "Another You, Another Me"*



reprise

Play It Again

Special thanks to Tim Closson/VP Programming Chancellor Broadcasting, Jeff Garrison/KMLE,  
Greg Swedberg/KEEY, Tom Hanrahan/WSTH, Keith Marlow/KTST

# MONITOR SING ACTIVITY REPORTS

For Week Ending September 29, 1996

**Broadcast Data Systems**  
*Advanced Reporting Services*

Detailed song tracking information for the last 3 weeks for all songs showing increased play this week. Total plays and gain do not include video play. Markets listed in order of population.

## C O U N T R Y

ALABAMA				JOHN BERRY				CLINT BLACK				PAUL BRANDT				BROOKS & DUNN			
3898/374				2658/74				4449/466				4501/366				2588/505			
The Maker Said Take Her (RCA)				Change My Mind (Capitol Nashville)				Like The Rain (RCA)				I Do (Reprise)				Mama Don't Get Dressed Up For Nothing (Arista)			
Total Stations: 157				Total Stations: 157				Total Stations: 160				Total Stations: 160				Total Stations: 157			
Chart Move: 15-12				Chart Move: 27-26				Chart Move: 10-5				Chart Move: 7-4				Chart Move: 30-27			
City	Stn	Plays	Gain	City	Stn	Plays	Gain	City	Stn	Plays	Gain	City	Stn	Plays	Gain	City	Stn	Plays	Gain
L.A.	CMT	15	18	L.A.	CMT	25	26	L.A.	CMT	27	26	L.A.	CMT	25	22	L.A.	CMT	22	22
Chicago	TNN	15	18	Chicago	TNN	15	18	Chicago	TNN	15	18	Chicago	TNN	15	18	Chicago	TNN	15	18
San Fran.	KNF	15	18	San Fran.	KNF	15	18	San Fran.	KNF	15	18	San Fran.	KNF	15	18	San Fran.	KNF	15	18

DEANA CARTER				KENNY CHESNEY				VINCE GILL				TOBY KEITH				SAMMY KERSHAW			
3182/581				3481/141				4318/236				4180/277				3970/156			
Strawberry Wine (Capitol Nashville)				Me And You (BNA)				Worlds Apart (MCA)				A Woman's Touch (Mercury Nashville)				Vidalia (Mercury Nashville)			
Total Stations: 156				Total Stations: 159				Total Stations: 158				Total Stations: 157				Total Stations: 160			
Chart Move: 26-21				Chart Move: 19-15				Chart Move: 8-6				Chart Move: 12-7				Chart Move: 13-11			
City	Stn	Plays	Gain	City	Stn	Plays	Gain	City	Stn	Plays	Gain	City	Stn	Plays	Gain	City	Stn	Plays	Gain
L.A.	CMT	22	20	L.A.	CMT	23	20	L.A.	CMT	25	22	L.A.	CMT	25	22	L.A.	CMT	22	22
Chicago	TNN	22	20	Chicago	TNN	23	20	Chicago	TNN	25	22	Chicago	TNN	25	22	Chicago	TNN	22	22
San Fran.	KNF	22	20	San Fran.	KNF	23	20	San Fran.	KNF	25	22	San Fran.	KNF	25	22	San Fran.	KNF	22	22





COUNTRY AIRPLAY

AIRPOWER

(Minimum 3200 detections for the first time)

GEORGE STRAIT 3401/359
I Can Still Make Cheyenne (MCA)
Total Stations: 159/Chart Move: 24-17

PATTY LOVELESS 3382/334
Lonely Too Long (Epic)
Total Stations: 158/Chart Move: 23-18

JOHN MICHAEL MONTGOMERY 3328/145
Ain't Got Nothin' On Us (Atlantic)
Total Stations: 159/Chart Move: 22-20

LONESTAR 615/174
When Cowboys Didn't Dance (BNA)
Total Stations: 75/Chart Move: 56-50

BRADY SEALS 574/40
Another You, Another Me (Reprise)
Total Stations: 59/Chart Move: 53-51

RANDY TRAVIS 529/348
Would I (Warner Bros.)
Total Stations: 96/Chart Move: 67-52

EMILIO 296/234
Have I Told You Lately (Capitol Nashville)
Total Stations: 44/Chart Move: Debut 62

TIM MCGRAW 241/193
Maybe We Should Just Sleep On It (Curb)
Total Stations: 65/Chart Move: Debut 64

3199 - 1000 DETECTIONS

DEANA CARTER 3182/581
Strawberry Wine (Capitol Nashville)
Total Stations: 156/Chart Move: 26-21

TRACE ADKINS 2219/392
Every Light In The House (Capitol Nashville)
Total Stations: 155/Chart Move: 34-31

GARTH BROOKS 1115/830
That Ol' Wind (Capitol Nashville)
Total Stations: 125/Chart Move: 61-41

SUZY BOGGUSS 520/80
No Way Out (Capitol Nashville)
Total Stations: 60/Chart Move: 57-53

DOLLY PARTON 186/63
Just When I Needed You Most (Rising Tide)
Total Stations: 39/Chart Move: 75-65

GEORGE JONES 178/10
Honky Tonk Song (MCA)
Total Stations: 22/Chart Move: 69-66

JOHN BERRY 2658/74
Change My Mind (Capitol Nashville)
Total Stations: 157/Chart Move: 27-26

TY ENGLAND 2017/223
Irresistible You (RCA)
Total Stations: 150/Chart Move: 35-33

RHETT AKINS 1070/206
Love You Back (Decca)
Total Stations: 98/Chart Move: 45-42

MARY CHAPIN CARPENTER 516/261
Let Me Into Your Heart (Columbia)
Total Stations: 71/Chart Move: 64-54

MINDY MCCREARY FEAT. RICHIE McDONALD 174/134
Maybe He'll Notice Her Now (BNA)
Total Stations: 57/Chart Move: Debut 67

BROOKS & DUNN 2588/505
Mama Don't Get Dressed Up For Nothing (Arista)
Total Stations: 157/Chart Move: 30-27

WESTERN FLYER 1963/69
What Will You Do With M-e (Step One)
Total Stations: 142/Chart Move: 34-33

MARTINA MCBRIDE 1015/98
Swingin' Doors (RCA)
Total Stations: 117/Chart Move: 44-43

BR5-49 511/7
Cherokee Boogie (Arista)
Total Stations: 62/Chart Move: 54-55

DARYLE SINGLETARY 159/115
Amen Kind Of Love (Giant)
Total Stations: 52/Chart Move: Debut 68

RICOCHET 2562/375
Love Is Stronger Than Pride (Columbia)
Total Stations: 157/Chart Move: 29-28

MILA MASON 1684/51
That's Enough Of That (Atlantic)
Total Stations: 131/Chart Move: 36-35

LEE ROY PARNELL 501/124
We All Get Lucky Sometimes (Career)
Total Stations: 63/Chart Move: 59-56

LEE ROY PARNELL 501/124
We All Get Lucky Sometimes (Career)
Total Stations: 63/Chart Move: 59-56

THE BEACH BOYS FEAT. DOUG SUPERNAW 142/69
Long Tall Texan (River North)
Total Stations: 50/Chart Move: Debut 69

REBA MCENTIRE 2440/1447
The Fear Of Being Alone (MCA)
Total Stations: 154/Chart Move: 41-29

DAVID KERSH 1582/253
Goodnight Sweetheart (Curb)
Total Stations: 129/Chart Move: 37-36

WYNONNA 803/43
My Angel Is Here (Curb/MCA)
Total Stations: 104/Chart Move: 48-44

KEVIN SHARP 478/201
Nobody Knows (Asylum)
Total Stations: 54/Chart Move: 62-57

MARK WILLS 136/136
High Low And In Between (Mercury Nashville)
Total Stations: 62/Chart Move: Debut 71

DIAMOND RIO 2420/353
It's All In Your Head (Arista)
Total Stations: 152/Chart Move: 31-30

CLAY WALKER 1364/521
Bury The Shovel (Giant)
Total Stations: 132/Chart Move: 46-38

NEAL MCCOY 759/186
Going, Going, Gone (Atlantic)
Total Stations: 83/Chart Move: 51-45

MARK CHESNUTT 364/105
It's A Little Too Late (Decca)
Total Stations: 62/Chart Move: 63-59

PAM TILLIS 133/48
Betty's Got A Bass Boat (Arista)
Total Stations: 31/Chart Move: Debut 72

TRACY BYRD 1216/255
Big Love (MCA)
Total Stations: 129/Chart Move: 42-39

TERRI CLARK 707/707
Poor, Poor Pitiful Me (Mercury Nashville)
Total Stations: 92/Chart Move: Debut 47

LEANN RIMES 362/154
One Way Ticket (Because I Can) (Curb)
Total Stations: 68/Chart Move: 65-60

PAUL JEFFERSON 100/24
I Might Just Make It (Almo Sounds)
Total Stations: 18

GARY ALLAN 1214/143
Her Man (Decca)
Total Stations: 102/Chart Move: 40-40

WADE HAYES 621/137
Where Do I Go To Start All Over (Columbia)
Total Stations: 104/Chart Move: 55-49

KEITH STEGALL 93/12
My Life (Mercury Nashville)
Total Stations: 18

Airpower awarded to those records which attain 3200 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time.

# MARTY STUART

**"You Can't  
Stop Love"**

**Airplay October 14**

From the album  
**Honky  
Tonkin's  
What I  
Do Best**

Visit Marty on the internet at <http://www.mca-nashville.com>

**MCA**  
NASHVILLE

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 160 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1996 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS			
					TW	LW		
			<b>*** No. 1 ***</b>					
1	3	14	<b>BELIEVE ME BABY (I LIED)</b> MCA	TRISHA YEARWOOD	5136	4673		
			1 week at No. 1					
2	5	12	STARS OVER TEXAS ATLANTIC	TRACY LAWRENCE	4879	4509		
3	1	16	LIVING IN A MOMENT EPIC	TY HERNDON	4846	5510		
4	7	19	I DO REPRISE	PAUL BRANDT	4501	4135		
5	10	6	LIKE THE RAIN RCA	CLINT BLACK	4449	3983		
6	8	13	WORLDS APART MCA	VINCE GILL	4318	4082		
7	12	15	YOU'RE NOT IN KANSAS ANYMORE CURB	JO DEE MESSINA	4226	3894		
8	11	14	A WOMAN'S TOUCH MERCURY NASHVILLE	TOBY KEITH	4180	3903		
9	2	16	SO MUCH FOR PRETENDING ASYLUM	BRYAN WHITE	4132	4842		
10	6	14	YOU CAN'T LOSE ME WARNER BROS.	FAITH HILL	4051	4380		
11	13	12	VIDALIA MERCURY NASHVILLE	SAMMY KERSHAW	3970	3814		
12	15	13	THE MAKER SAID TAKE HER RCA	ALABAMA	3898	3524		
13	4	18	THAT GIRL'S BEEN SPYIN' ON ME CAPITOL NASHVILLE	BILLY DEAN	3621	4529		
14	16	11	THE ROAD YOU LEAVE BEHIND MCA	DAVID LEE MURPHY	3603	3439		
15	19	13	ME AND YOU BNA	KENNY CHESNEY	3481	3340		
16	18	14	LOVE REMAINS EPIC	COLLIN RAYE	3431	3348		
			<b>*** AIRPOWER ***</b>					
17	24	8	<b>I CAN STILL MAKE CHEYENNE</b> MCA	GEORGE STRAIT	3401	3042		
			<b>*** AIRPOWER ***</b>					
18	23	8	<b>LONELY TOO LONG</b> EPIC	PATTY LOVELESS	3382	3048		
19	20	12	MORE THAN YOU'LL EVER KNOW WARNER BROS.	TRAVIS TRITT	3371	3211		
			<b>*** AIRPOWER ***</b>					
20	22	5	<b>AIN'T GOT NOTHIN' ON US</b> ATLANTIC	JOHN MICHAEL MONTGOMERY	3328	3183		
21	26	9	STRAWBERRY WINE CAPITOL NASHVILLE	DEANA CARTER	3182	2601		
22	9	19	JACOB'S LADDER MERCURY NASHVILLE	MARK WILLS	2853	4008		
23	14	20	LEARNING AS YOU GO COLUMBIA	RICK TREVINO	2818	3767		
24	17	19	GUYS DO IT ALL THE TIME BNA	MINDY MCCREADY	2790	3353		
25	21	17	SHE NEVER LETS IT GO TO HER HEART CURB	TIM MCGRAW	2700	3200		
26	27	12	CHANGE MY MIND CAPITOL NASHVILLE	JOHN BERRY	2658	2584		
27	30	5	MAMA DON'T GET DRESSED UP FOR NOTHING ARISTA	BROOKS & DUNN	2588	2083		
28	29	9	LOVE IS STRONGER THAN PRIDE COLUMBIA	RICOCHE	2562	2187		
29	41	2	THE FEAR OF BEING ALONE MCA	REBA MCENTIRE	2440	993		
30	31	8	IT'S ALL IN YOUR HEAD ARISTA	DIAMOND RIO	2420	2067		
31	34	8	EVERY LIGHT IN THE HOUSE CAPITOL NASHVILLE	TRACE ADKINS	2219	1827		
32	28	10	HOME AIN'T WHERE HIS HEART IS (ANYMORE) MERCURY NASHVILLE	SHANIA TWAIN	2111	2279		
33	35	10	IRRESISTIBLE YOU RCA	TY ENGLAND	2017	1794		
34	33	11	WHAT WILL YOU DO WITH M-E STEP ONE	WESTERN FLYER	1963	1894		
35	36	9	THAT'S ENOUGH OF THAT ATLANTIC	MILA MASON	1684	1633		
36	37	11	GOODNIGHT SWEETHEART CURB	DAVID KERSH	1582	1329		

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
37	25	17	WHOLE LOTTA GONE EPIC	JOE DIFFIE	1459	2789	
38	46	3	BURY THE SHOVEL GIANT	CLAY WALKER	1364	843	
39	42	4	BIG LOVE MCA	TRACY BYRD	1216	961	
40	40	8	HER MAN DECCA	GARY ALLAN	1214	1071	
41	61	3	THAT OL' WIND CAPITOL NASHVILLE	GARTH BROOKS	1115	285	
42	45	6	LOVE YOU BACK DECCA	RHETT AKINS	1070	864	
43	44	7	SWINGIN' DOORS RCA	MARTINA MCBRIDE	1015	917	
44	48	7	MY ANGEL IS HERE CURB/MCA	WYONNNA	803	760	
45	51	3	GOING, GOING, GONE ATLANTIC	NEAL MCCOY	759	573	
46	47	9	SHE'S GETTIN' THERE CURB	SAWYER BROWN	751	806	
			<b>*** HOT SHOT DEBUT ***</b>				
47	<b>NEW</b>		<b>POOR, POOR PITIFUL ME</b> MERCURY NASHVILLE	TERRI CLARK	707	0	
48	43	19	IT'S LONELY OUT THERE ARISTA	PAM TILLIS	690	956	
49	55	2	WHERE DO I GO TO START ALL OVER COLUMBIA	WADE HAYES	621	484	
50	56	3	WHEN COWBOYS DIDN'T DANCE BNA	LONESTAR	615	441	
51	53	6	ANOTHER YOU, ANOTHER ME REPRISE	BRADY SEALS	574	534	
52	67	2	WOULD I WARNER BROS.	RANDY TRAVIS	529	181	
53	57	5	NO WAY OUT CAPITOL NASHVILLE	SUZY BOGGUSS	520	440	
54	64	2	LET ME INTO YOUR HEART COLUMBIA	MARY CHAPIN CARPENTER	516	255	
55	54	4	CHEROKEE BOOGIE ARISTA	BR5-49	511	504	
56	59	4	WE ALL GET LUCKY SOMETIMES CAREER	LEE ROY PARNELL	501	377	
57	62	3	NOBODY KNOWS ASYLUM	KEVIN SHARP	478	277	
58	50	9	THANKS TO YOU MCA	MARTY STUART	465	574	
59	63	2	IT'S A LITTLE TOO LATE DECCA	MARK CHESNUTT	364	259	
60	65	3	ONE WAY TICKET (BECAUSE I CAN) CURB	LEANN RIMES	362	208	
61	58	18	BIG GUITAR ARISTA	BLACKHAWK	308	383	
62	<b>NEW</b>		<b>HAVE I TOLD YOU LATELY</b> CAPITOL NASHVILLE	EMILIO	296	62	
63	49	10	I JUST MIGHT BE BNA	LORRIE MORGAN	260	691	
64	<b>NEW</b>		<b>MAYBE WE SHOULD JUST SLEEP ON IT</b> CURB	TIM MCGRAW	241	48	
65	75	2	JUST WHEN I NEEDED YOU MOST RISING TIDE	DOLLY PARTON	186	123	
66	69	5	HONKY TONK SONG MCA	GEORGE JONES	178	168	
67	<b>NEW</b>		<b>MAYBE HE'LL NOTICE HER NOW</b> BNA	MINDY MCCREADY FEAT. RICHIE MCDONALD	174	40	
68	<b>NEW</b>		<b>AMEN KIND OF LOVE</b> GIANT	DARYLE SINGLETARY	159	44	
69	<b>NEW</b>		<b>LONG TALL TEXAN</b> RIVER NORTH	THE BEACH BOYS FEATURING DOUG SUPERNOW	142	73	
70	73	2	FRIENDS DON'T DRIVE FRIENDS... COLUMBIA	DERYL DODD	138	142	
71	<b>NEW</b>		<b>HIGH LOW AND IN BETWEEN</b> MERCURY NASHVILLE	MARK WILLS	136	0	
72	<b>NEW</b>		<b>BETTY'S GOT A BASS BOAT</b> ARISTA	PAM TILLIS	133	85	
73	70	15	I NEVER STOPPED LOVIN' YOU RIVER NORTH	STEVE AZAR	107	155	
74	74	11	ONCE I WAS THE LIGHT OF YOUR LIFE EPIC	STEPHANIE BENTLEY	105	125	
75	66	15	WHY CAN'T YOU COLUMBIA	LARRY STEWART	102	184	

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records which attain 3200 detections for the first time. If two records are tied in number of plays, the record being played on more stations is placed first. Records below the top 20 that are decreasing in plays are removed from the chart after 20 weeks.

**BILLY DEAN** I WOULDN'T BE A MAN

THE NEW SINGLE FROM THE ALBUM,  
*IT'S WHAT I DO*

ADD DATE: OCTOBER 14

Capitol  
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