

# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

May 2, 1997 \$ 4.95 Volume 5 • No. 18

## COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

**GEORGE STRAIT**

*One Night At A Time (MCA)*

★★★★ AIRPOWER ★★★★★

NO RECORDS QUALIFIED FOR AIRPOWER THIS WEEK

### GOING FOR AIRPLAY

TRACY BYRD • *Don't Love Make A Diamond Shine (MCA)*  
TERRI CLARK • *Just The Same (MERCURY NASHVILLE)*  
DERYL DODD • *Movin' Out To The Country (COLUMBIA)*  
BIG KAT KAYLOR • *I'm Scattered (STEP ONE)*  
TRACY LAWRENCE • *How A Cowgirl Says Goodbye (ATLANTIC)*  
LITTLE TEXAS • *Your Mama Won't Let Me (WARNER BROS.)*  
LILA MCCANN • *Down Came A Blackbird (ASYLUM)*  
MICHAEL PETERSON • *Drink, Swear, Steal & Lie (REPRISE)*

## Who's In Country Radio's TV Spots? Same Folks As 1995 . . . Or 1992

by Sean Ross  
with Phyllis Stark

If the artists used in spring marketing campaigns are any indication, country radio's image artists haven't changed much in the past few years, reflecting the relatively low confidence many PDs have in the marketability of the latest crop of country acts. What may have changed, however, is the number of country stations that aren't on TV this spring or are emphasizing contesting and personalities, rather than music image, as the main thrust of their marketing.

Airplay Monitor surveyed 25 programmers and two commercial producers on the artists whose videos, music, names, etc., they were using in marketing campaigns this spring. Brooks & Dunn were first with 14 mentions, followed by Reba McEntire with 13, George Strait with 12, Alan Jackson with 11, Garth Brooks with nine, and Shania Twain with eight.

Only LeAnn Rimes and Deana Carter provided any significant representation for the class of 1996. That's a sharp contrast to the usually conservative AC format, which went through a sea change last year, both on- and off-air, and began using relatively new acts such as Collective Soul and Deep Blue Something in its TV spots, even though the latter group had only one hit to its credit.

But in country, "I don't think it's changed a lot over the past few years," says Film House senior VP of marketing Wayne Campbell. "It's still Vince [Gill], Reba, George Strait, Alan Jackson, Brooks & Dunn, obviously. I still see Alabama in a lot of spots. That's probably the major food groups."

Carolyn McClain, owner of McClain Enterprises, points out that with more stations playing older oldies, there's an emphasis not only on established acts, but on older titles. She also says that some labels are hesitant to OK the use

of older videos lest they make their "acts look more dated."

At WQIK Jacksonville, Fla., OM Kevin Metheny has noticed, too. "We've looked at 20 spots in the last few months, and it's amazing how many of them still feature 'Chattahoochee' and 'Boot Scootin' Boogie' . . . It's probably part and parcel of the conversations we're all having about the viability of the developing artists vs. the old pros."

So while Shania Twain was named by a third or so of the PDs we queried, even she is too new for one PD. "If you took a P2 or P3 listener and put Mindy McCready, Shania, and Terri Clark next to each other, they wouldn't necessarily know the difference," contends WBCT/WCUZ Grand Rapids, Mich., OM Doug Montgomery. About other new artists, he's even less charitable. "Even if you're not a country fan, chances are pretty good you know who Reba McEntire is. [But] I couldn't pick Kenny Chesney out of a police lineup."

Says Campbell, "People come in with their list of what they're playing, then they start looking at the artists and asking if Tracy Byrd is well-enough known from a visual standpoint that people are going to know who he is." He adds that even some ACs are now starting to feel "burned" by their use of less familiar artists and are returning to the format's standard-bearers.

McClain has just used Rimes in a spot for the first time. Campbell, asked about Rimes and Carter, calls them "two examples of new acts that I have seen used a little bit. There again, you have two acts with a neat sort of identifiable look, whereas, unfortunately, it's kind of hard to differentiate some of the new male acts."

KVET Austin, Texas, PD Brad Hansen isn't on TV this spring, but would use Rimes "because she's gotten

*Continued on page 5*

# JEFF CARSON

## "DO IT AGAIN"

The artist who brought you the #1 hits  
"Not On Your Love" and "The Car"

"Infectious  
melody...  
riddled with  
engaging  
personality  
and  
energy..."

Deborah Evans Price  
Billboard Magazine

"Lively,  
tailored  
to radio..."

Robert K. Oertmann,  
Music Row

LOOK FOR HIS NEW ALBUM  
COMING IN JUNE

JEFF CARSON


MCG  
CURB

HELP CHOOSE MONITOR'S RADIO AWARDS NOMINEES  
YOUR BALLOT ENCLOSED WITH THIS ISSUE

**The  
writer  
deal:**  
She  
wrote  
seven  
of the  
ten songs  
on her  
album.

**The  
singer  
deal:**  
She's  
got a  
one-of-a-kind  
voice  
that will  
knock  
you flat.

**The real deal:**



sherrie  
lavinia  
lucky  
in  
love




Official Airplay Date: May 12th

The lead single from her forthcoming  
debut album, *Words*.

Produced by Ed Seay and Will Rambeaux  
Management: Fitzgerald-Hartley, Nashville, TN

**ARISTA**  
NASHVILLE © 1997 Arista Records, Inc., a unit of BMG Entertainment

**M Street Format Monitor****Country's Station Count Down Sharply in April**

RANK		The M Street  FORMAT MONITOR	STATION COUNT		
THIS MONTH	LAST MONTH		APR. '97	MAR. '97	NET GAIN OR LOSS
		FORMATS	Copyright M Street Corp. 1997		
1	1	Country	2,504	2,518	(14)
2	2	News/Talk	1,125	1,126	(1)
3	3	Adult Contemporary	930	927	3
4	4	Oldies	749	741	8
5	5	Religion (Music)	627	617	10
6	6	Adult Standards	527	522	5
7	7	Spanish	474	470	4
8	8	Religion (Talk)	421	421	0
9	9	Soft AC/Easy Listening	383	386	(3)
10	10	Classic Rock/Hits	364	362	2
11	11	Top-40/Mainstream/Rhythm	354	348	6
12	12	Top-40/Adult	272	278	(6)
13	13	Mainstream Rock	268	266	2
14	14	Sports	195	188	7
15	15	R&B	175	176	(1)
16	16	R&B Adult/Oldies	174	170	4
17	17	Modern Rock	152	152	0
18	18	Miscellaneous	150	147	3
19	19	Triple-A	129	129	0
20	20	Jazz	94	94	0
21	21	Classical	44	43	1
<b>Total commercial operating stations</b>			<b>10,111</b>	<b>10,081</b>	
<b>Stations off the air</b>			<b>175</b>	<b>217</b>	

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


**RADI ACTIVE** BY PHYLLIS STARK
**Clear Channel To Own Little Rock Country**

**C**lear Channel Communications is purchasing **KSSN**, **KMVK**, and **KOLL** Little Rock, Ark., for \$20 million from Triathlon Broadcasting to pair with **KDDK** and **KMJX**. Clear Channel will now own three country FMs in the market.

Jacor officially purchases **KBKK** Salt Lake City, the country FM it was already operating, from Garcia Broadcasting for \$4.5 million. Jacor also picks up four Cheyenne, Wyo., stations from Magic City Media for \$5.5 million, including country **KOLZ**. Meanwhile, it sells **WEZL** Charleston, S.C., and three other stations to JS Communications, the new handle for **Terry Jacobs** and **Bill Stakelin**.

Former Osborn Communications president/CEO **Frank Osborn** is now chairman of Southern Star and Atlantic Star Communications, two of the new station groups within Capstar Broadcasting Partners, which absorbed Osborn.

**Alan Furst**, national PD for NewCity, exits that company—now absorbed into Cox—to launch his own Syracuse, N.Y.-based Furst Program Consulting. Furst had also been the PD of NewCity AC **WYYY** (Y94) Syracuse. **Rich Lauber**, PD of country duopartner **WBBS** (B104.7), will transfer to Y94, leaving the B104.7 PD slot open.

**KSPG** Wichita, Kan., flips from country to ABC satellite hot AC. **KOUL** Corpus Christi, Texas, PD/MD **Dave Collins** exits. Night jock **Frank Edwards** is interim PD.

**WTGE** (Cat Country 100.7) Baton Rouge, La., gets calls that match its nickname, becoming **WXCT**. Elsewhere in town, **WYNK** moves **Austin James** from middays to nights.

Nashville lost an FM country outlet April 28 when suburban **WDBL-AM-FM**'s new owner, Tuned-In Broadcasting, began simulcasting its modern **WRLG** (Radio Thunder) on **WDBL-FM**. The AM remains country during the day and R&B at night. **GM Gary Carrier** exits.

Odyssey Communications, owner of suburban New York country **WRGX** (Y107) and its trimulcast partners, picks up two Chicago suburban outlets, **WVYX/WJDK** for \$10.6 million.

**WPTR-FM** Albany, N.Y., taps **Arnie Anderson** from crosstown **WGNA** as morning partner to **Steve Warren**. The station also flips the satellite

portion of its programming from ABC Real Country to Jones Radio Network's country gold. **JRN** is the new name of Jones Satellite Network.

Meridian, Miss.-area **WQGL** Butler, Ala., PD/middayer **Linda Lovejoy** exits. Expect to see AM sister **WPRN** move to a new FM frequency and continue as country, while **WQGL** changes calls and flips to top 40 eventually.

**WFMS** Indianapolis morning producer **Bob Richards** adds the newly created APD duties.

**KUBL** Salt Lake City MD **Jim West** is upped to APD. Also, **T.J. Evans** joins for middays from afternoons at rival **KKAT**. She replaces **Geronimo**.

**Rich Padgen** is upped from director of database marketing to the newly created promotion and marketing manager position at **WMIL** and **WOKY** Milwaukee. **Kevin Schnieder** is upped from assistant promotion director to promotion director. They replace **Susie Austin**, who exited to work P/T at the Make-A-Wish Foundation.

**Celeste Matthews** joins **KIKK** Houston for middays from P/T at **KYNG** Dallas. **Jay Kelly** moves from middays to evenings. **Bruce Williamson** segues from nights to overnights, replacing **Monica Galvez**, who exits. Also in Dallas, **Cody Alan** moves from afternoons to morning co-host at **KPLX**, replacing **Jonathon Wilde**. Other shifts have been extended to replace Alan.

Former **WBOB** Minneapolis morning host **Sue Falls** moves to nights at sister station **KEYE** (K102), replacing **Derek Marshall**, who exits.

Former **KRAK** Sacramento, Calif., morning man **Dan Cheatham** moves to evenings at sister station **KNCI**. He replaces **Mark "the Shark" Wilson**, now PD/morning host at **WFSN** (Q105) Fort Myers, Fla. New to mornings at **KRAK** are market veteran **Joey Mitchell**, most recently in mornings at crosstown **KHYL**, and sidekick **Kathy Manzer** from a local TV station.

Pm. driver **Brett Sharp** adds MD duties at **WTNV** Jackson, Tenn.

**Robin Rhodes** is upped from national manager to national director of affiliate marketing for ABC Radio Networks' "American Country Countdown With Bob Kingsley." Chief engineer/director **Ken Halford** adds co-producer stripes.

**Jeff Perry** joins **KYCY** San Francisco for P/T from crosstown **KRQR** and **KSAN**.

**COUNTRY CONFIDENTIAL** BY WADE JESSEN**PDs Must Speak Out On Single Selection**

**O**ne aspect of the relationship between country broadcasters and record companies that puzzles and intrigues me is the single selection process. Who has the most persuasive argument when it comes to the single selection process? A&R? Promotion? The artists themselves? The only correct answer is that it's a different recipe every time.

Most of the people in our business who are passionate about the music employ their own personal crystal balls to identify the strongest songs on an album. But at decision time, everybody has an agenda, whether it's a music publisher lobbying on behalf of his song or heads of promotion pushing the cuts they know they can get played—thanks to one or two aggressive PDs who are already doing so.

Despite all this expertise, it seems that too often the strongest songs on albums are either never released as singles or are released as a

third or fourth single to follow up much weaker tracks. Often one wonders if labels are going with the "safer" track that will get a lot of airplay with less effort, whether or not it has the potential to sell the album. Perhaps the process of single selection by committee has contributed to the homogenous sound of country radio more than we realize.

It's a perfect time for PDs to become more vocal about the single selection process. But of course, this requires programmers to submerge themselves in album projects and make a new commitment to finding their strongest songs. Once those opinions have been formulated, programmers should be willing to make stronger commitments to those tracks whether they eventually become singles or even if they do not. Maybe then we can kiss the ultra-light-daypart-option categories goodbye once and for all and create more classic image songs for the format.

**The Coast Is Clear In Dallas**

Tracy Lawrence met with some staffers from KPLX Dallas prior to performing an acoustic set for a crowd of 6,000 at Wal-Mart's North Richland Hills, Texas, store. Pictured, from left, are Lawrence, MD Teresa Whitney, Atlantic Records president Rick Blackburn, VP/GM Dan Halyburton, and Atlantic VP of sales and marketing Bob Heatherly.

**ON THE ROW****Warner Ups Tucker; Imprint, Hit Label Deal**

**K**en Tucker is upped from the Southeast regional promotion position at Giant/Reprise to the national promotion manager, Southeast, slot for Warner Bros. He replaces **Brad Howell**, who was promoted last week to national director of promotion at Warner Bros. (Country Airplay Monitor, April 25). **Matt Williams**, who replaces Tucker at Giant/Reprise, is upped from the label's promotion coordinator position.

Imprint Records and the U.K.-based Hit Label have signed a licensing agreement for Imprint products in the U.K.

We're very sorry to report the April 21 death of Sound and Serenity Management's **Jeff Yoke**, 29, in a car accident in Nashville. In lieu of flowers, donations may be made to the Make-A-Wish foundation in his name.

**Clif Dunn** is upped from Nashville bureau chief to managing editor of Country Weekly. He is replaced in Nashville by **Rick Taylor**, currently a writer in the magazine's Los Angeles office.

**Chris LeDoux** was injured last week when a

knife he was using to peel bark off logs for firewood slipped and cut the singer's leg. The wound required a few stitches but didn't prevent LeDoux from performing on the Academy of Country Music Awards telecast April 23 with **Garth Brooks**.

**Trisha Yearwood**, **Kenny Rogers**, and the **Mavericks** are among the acts lending their voices to a daily feature that will run as a public-service announcement on country stations this spring. "ECO-Quiz," produced by Washington, D.C.-based Jameson Broadcast, uses a question-and-answer format to test listeners' knowledge of the environment. The campaign is sponsored by the National Recycling Coalition and the Steel Recycling Institute.

The second Marketing With Country Music conference, set for May 14-15 at Nashville's Renaissance Hotel (Country Airplay Monitor, March 21), will include a keynote address by artist manager **Ken Kragen** and a closing reception at the home of **Tammy Wynette**.

Second Harvest Food Bank's ninth annual Stars for Second Harvest Benefit Concert has been set for May 15 at Nashville's Belle Meade Mansion. **Emmylou Harris** will headline the show, which will also feature **BlackHawk**, **Kevin Sharp**, **Billy Dean**, and **Hal Ketchum**.

The Nashville-area chapter of the American Red Cross will hold its fourth annual Red Cross Round-Up concert and silent auction June 19 at Nashville's Wildhorse Saloon. The concert will feature **Trace Adkins**, **John Berry**, **Tammy Graham**, **Mila Mason**, **Karen Staley**, and **Burnin' Daylight**.

WINTER '97 ARBITRONS

12-plus overall average quarter hour shares. (#) indicates Arbitron market rank. Copyright 1997, Arbitron Ratings Co. May not be quoted or reproduced without the prior written permission of Arbitron.

DALLAS/FT. WORTH--(7)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KHKS, KKDA-FM, KVID, etc.

HOUSTON--(9)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KBXK, KODA, KRBE, etc.

MIAMI--(11)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WAMR-FM, WEOR, WPOW, etc.

ATLANTA--(12)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WYEE, WSB-AM, WKHX-FM, etc.

MINNEAPOLIS/ST. PAUL--(16)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WCCO, KQRS-AM-FM, WLTE, etc.

PHOENIX--(18)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KNIX, KNLE, KTRR, etc.

TAMPA, FLA.--(21)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WFLZ, WFTS-FM, WDBN, etc.

DENVER--(23)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KXGQ-FM, KOA, KOSI, etc.

PORTLAND, ORE.--(24)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KRZZ, KRIZ, KRKW, etc.

CINCINNATI--(25)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WLW, WUBE-FM, WERN, etc.

KANSAS CITY--(27)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KPRR, WDAF, WKFX, etc.

SACRAMENTO, CALIF.--(28)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include NFBK, KFSM, KQPT, etc.

MILWAUKEE--(29)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WTMJ, WMLW, WKVY, etc.

COLUMBUS, OHIO--(32)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WCOL-FM, WNCI, WSNY, etc.

NORFOLK, VA.--(33)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WWOI, WGH-FM, WNCM-AM-FM, etc.

SAN ANTONIO, TEXAS--(34)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KTFM, KXTN-FM, KXIS-FM, etc.

SALT LAKE CITY--(35)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KSL, KSLN, KJZZ, etc.

INDIANAPOLIS--(36)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WFBO, WFSB, WIBC, etc.

CHARLOTTE, N.C.--(37)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WPEG, WSOB-FM, WRFK, etc.

NEW ORLEANS--(39)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WQUE, WYLD-FM, WYLD, etc.

GREENSBORO, N.C.--(41)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WTOR, WJHM, WQMG-FM, etc.

MEMPHIS--(43)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WOGG, WAAA, WHRK, etc.

NASHVILLE--(44)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WSIX, WSM-FM, WQQK, etc.

LAS VEGAS--(45)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KLUC, KJUL, KSNL, etc.

ROCHESTER, N.Y.--(46)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WHAM, WBEZ, WRMM-FM, etc.

RALEIGH, N.C.--(48)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WQOK, WDCG, WRAL, etc.

LOUISVILLE, KY.--(50)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WAMZ, WHAS, WGBZ, etc.

OKLAHOMA CITY--(52)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WKOK-FM, KQMA-AM-FM, KJYO, etc.

JACKSONVILLE, FLA.--(53)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WQIX, WAPE, WYFF-FM, etc.

DAYTON, OHIO--(54)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WHRD, WWSX, WROU, etc.

BIRMINGHAM, ALA.--(55)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WZLW/WZLR, WDAO, WWSW, etc.

RICHMOND, VA.--(56)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WKHX, WCOX, WTRV-FM, etc.

ALBANY, N.Y.--(57)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WGNM-AM-FM, WYJB, WGLY, etc.

HONOLULU--(58)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KSSK-FM, KIKI-FM, KULIA/KRTR, etc.

GREENVILLE, S.C.--(59)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WSSL, WESC-FM, WJMJ, etc.

TUCSON, ARIZ.--(60)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KJIM, KMXZ, KRQO, etc.

TULSA, OKLA.--(61)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KWEN, KRMG, KMOD, etc.

FRESNO, CALIF.--(64)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include KJMI, KBOS, KJWL, etc.

DAYTON, OHIO--(54)

Table with columns: Call, Format, '96, '96 Sp, '96 Su, '96 Fa, '97 '97. Rows include WHRD, WWSX, WROU, etc.

## Letter: Programming Radio 'Is An Art'

To the editor:

Although the issues were pretty well covered in your article ["Why Does Music Row Have A Problem With Radio? Writers, Execs Respond," Country Airplay Monitor, April 18]. I did want to add one other perspective. Addressing radio research, The Tennessean's Tom Roland noted that "stations continue to ignore gut instincts and program almost strictly by the numbers." Recently, I had the uncommon experience of hearing a top-ranked corporate operating officer tell me and another programmer, "If we were going to base all our decisions on this research, we wouldn't need you guys. Use your gut." I have always contended that any good programmer has in his or her mind a sound that the radio station reflects.

The other journalist that you quoted, Robert Oermann, said, "Radio . . . has begun to perceive itself as a science, and I profoundly disagree with that. It is an art." Let's all raise a toast to Oermann. That's exactly right and at the heart of the issue. When a company hires a programmer, ideally, they're looking to enlist that

person's artistic talents to manage the on-air product. Programmers are not generally hired to interpret research.

As programmers, we need to turn out the most compelling product, and we use talent, imaging, promotions, and music to do this. To be fresh, exciting, and new, all these elements must be great. Not every air talent that applies gets a job. Not every promotional idea makes it on the air. Some of our imaging ideas are just too lousy to make the control room and, just like a label, not all the acts that present themselves will make it to the recording studio or the radio studio. If we can expose approximately four to seven acts at a time on our current list, like the record labels, let's hope we're able to see clear enough to choose those that fit the sound in the head of the programmer/label exec and those that will be compelling enough to the listener to become favorites, for these favorites will contribute to the long-term success of our format (not to mention our ability to make the house payment).

Ken Boesen, PD  
KSKS Fresno, Calif.

## Who's In Country Radio's TV Spots? Same Folks As 1995 . . . Or 1992

Continued from page 1

so much press. She's one of the few artists that has broken through to get on just about every magazine you can think of . . . But she's the only one of the new crop that would be an addition."

WYRK Buffalo, N.Y., PD Ken Johnson is using Rimes in a direct-mail piece "because she's such a unique artist . . . When you see artists that are consistently scoring top 10 sales and hitting the multimillion level, those are artists to be reckoned with." But WYCD Detroit PD Eddie Haskell didn't use Rimes this time out because that artist emphasizes performance videos, while he prefers concept pieces—Twain's race-car video, Jackson water-skiing, etc.

### FORM FOLLOWS FUNCTION

Logistics frequently determine what acts get used. While Garth Brooks isn't mentioned as frequently as some other superstar acts, only WBCT's Montgomery feels he isn't as important to a station's imaging. ("He didn't have a TV special last year. [I hope] the Central Park concert will help.") WCOL Columbus, Ohio, PD Gary Moss thinks Brooks is "as big imagewise as ever." The problem, according to several respondents, is the relatively small number of available Brooks videos and the restrictions placed on their use.

McClain adds that, in general, "core acts are not always doing videos to support a record. Clint Black will have a single, but no supporting video, so he's not represented in a station's spot, even if that record is testing well." She also notes that there will frequently be stretches where many of the format's image acts are represented primarily by ballads.

Campbell adds, "One pet peeve that stations universally seem to have is that, in an awful lot of videos, the act never sings the hook on camera. I'm not saying the labels should start making their videos so they're easy to use, but maybe the fans would like to see Vince sing the hook, too."

Another logistic issue is finding shots of image

acts without cowboy hats. Stations are "very conscious of not having six hat acts back to back," says Campbell. "That's not being ashamed of the cowboy-hat issue; it's just that if you've got a TV spot with six guys wearing black hats, it's kind of hard to differentiate who these people are."

### LESS TV? FEWER ARTIST SPOTS?

With megapoly having diluted the marketing wars in some cities, it's often said that fewer stations are on TV in general this spring. Even though we concentrated our efforts on markets large enough to be likely TV users, 10 of the 25 stations we spoke to weren't on TV this spring. Rusty Walker Consulting's Bob Glasco is seeing "a lot of stations not using TV and concentrating on their direct-marketing efforts, or maybe using TV more in a tactical vein than a strategic vein."

Of those who are on TV, many are as likely to be promoting their spring contest (most frequently the "Big Money Jukebox") or their morning show as any sort of artist image. Campbell estimates artist image spots as no more than 50% of what Film House does for country radio. "You should do them if imaging the music is important at that point in the life of the radio station, but I always worry when people think it will be an easy and fairly inexpensive way to do a spot," he says.

Another PD, who asked not to be named, goes further, saying, "That stuff gets pretty generic sometimes. I'd think you'd want to sell something more about your station than just that."

But even with country receiving the consumer media attention it did five years ago, other PDs believe the artist image spot is still valuable. "We are country music in Cleveland, and that sells what our product is as well as anything," says WGAR PD Denny Nugent. "We're still country radio, and regardless of how big country is in mainstream culture, that's what they get when they tune in," says WYCD's Haskell.

## MONITOR PROFILE

### Randy Travis Wants A New Label Deal That Will Let Him Act; Will He Seek Asylum?

**A**fter 11 years, 12 albums, and 35 charted singles, Randy Travis recently parted ways with his longtime label, Warner Bros., and joined the swelling ranks of artists now in play for another label deal. Unlike many of the other artists, however, Travis has an impressive track record to recommend him.

He is credited with launching the "new traditionalist" movement in 1986 that ultimately led to the ascension of Garth Brooks and the format's early '90s boom. He recorded 10 albums for Warner Bros. plus two greatest-hits packages, and five of his first six albums peaked at No. 1 on Billboard's Top Country Albums chart. Of his 35 charted singles, 15 went to No. 1 and 10 others hit the top 10. He has won every significant award, including Grammys and Country Music Assn. and Academy of Country Music awards. Ten years ago, he

going to miss every time. The track record that [producer Kyle Lehning] and I have speaks for itself over the years. It was several singles in a row now that didn't do much of anything, [and] I thought, 'Something can't be right here. How can we make that many bad choices?'

He discounts the theory that country radio may have just moved on, forsaking the now 38-year-old Travis for newer acts. Travis believes that "radio is still very open to artists who have been there for a few years. George Strait and Patty Loveless are as hot as they've ever been. If you're putting out good music and the label is working it the way they should," radio will still embrace you, he says.

Travis says he has already met with two labels, Asylum and Rising Tide, about a new deal, and has meetings with several others set up. Asylum would appear to have the leading edge because Lehning, his longtime producer, is the label's co-president. As fate would have it, Asylum is also working Travis' current remake of the 1965 Roger Miller hit "King Of The Road," because it appears on the Asylum soundtrack to the film "Traveller." The song also appeared on Travis' last Warner Bros. album, but was not previously released as a single. (Travis says it was star Bill Paxton's idea for him to cut "King Of The Road" and Lehning's idea to include Alvin Chea of Take 6 singing the a cappella bass part, resulting in what Travis calls "a very interesting-sounding record.")

Travis says he's looking for a new label where the staff is "excited to have us there" and "believes in my ability to still make more hits . . . I have a really good track record as far as radio goes and ticket sales go," he says. "Kyle and the folks at Asylum think we can get get right back into getting the airplay and achieving the sales."

He's also looking for a label that's supportive of his acting career, something he says Warner Bros. was not. "They thought I was wasting my time doing the job as an actor," he says. "I can't help but feel that if success comes as an actor it will spill over into the music as well."

He's had a nonstop acting schedule lately. He just wrapped a race car-driving-themed TV movie called "Steel Charities," in North Carolina and hopes the film will be turned into a weekly series with a recurring part for him. He plays a villain in the new Steven Segal film, "Fire Down Below," and has a small but memorable part in a new Francis Ford Coppola film, "The Rainmaker," starring Danny DeVito, Danny Glover, and Jon Voight, in which he plays "a juror who gets mad and jumps over the bench and starts whoopin' Jon Voight."

He'll also narrate the children's home video movie "Annabelle's Wish," scheduled for a Christmas release, and contributes several songs to the soundtrack, which also features Alison Krauss and Beth Nielsen Chapman. In June, he'll take a four-month break from acting to tour.

The nonstop schedule leaves Travis with not quite enough time to spend on his other love, songwriting. He cut three of his own compositions on his last album and still turns out about 20 songs a year, but he says that's "nowhere as much as I'd like."

PHYLIS STARK



Randy Travis

*'Radio is still very open to artists who have been there for a few years'*

was the CMA's and ACM's male vocalist of the year.

His most recent album, however, last year's "Full Circle," peaked at No. 9 on the Top Country Albums chart, and his three singles from that album, "Are We In Trouble Now," "Would I," and "Price To Pay," peaked at Nos. 24, 25, and 60, respectively.

Travis believes that's because Warner Bros. was not properly promoting him, a belief that ultimately led to the mutually decided split. "I felt like they weren't giving it 100% on these singles we were releasing," he says. "I also felt like I wasn't allowed to give enough of my opinion about what singles should go out." In his early days with the label, he says his opinion was considered much more than it had been lately.

Still, he left the label with mixed emotions. "It was sad for me to leave there. I really didn't want to," he says. "Some friends of mine in the business had told me I ought to [leave] a long time ago, but I have friends over there, and I really didn't want to go. But there were some disagreements between myself and a couple of people at the label, and I didn't feel like we were getting the work on the singles that we should have for a while . . . We had a great relationship for a lot of years . . . It was a very sad thing for me, but sometimes you have no other choice."

Warner Bros. senior VP of promotion Bill Mayne declined to respond to Travis' statements other than to say, "He's an amazing singer, and I wish him the absolute best in all of his endeavors."

Travis discounts any notion that the singles he's been releasing lately are not as strong as the hits of his earlier career. "I know everybody's going to miss every once in a while, and I'm no exception to that rule by any means," he says. "But I'm not

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■ Billboard/Airplay Monitor Radio Seminar and Awards (Oct. 16 - 18)	Oct. 17	Oct. 8
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# AIRPLAY Monitor GREATEST GAINERS

Broadcast Data Systems  
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## Strongest Increase In Airplay This Week

Artist • Title (Label)	Increase In Plays
TIM MCGRAW (WITH FAITH HILL) • <i>It's Your Love</i> (CURB)	+1538
KYNG +31, KMPS +30, KMLE +29, KNIX +27, KKQB +27, KPLX +26, WBCT +25, WROD +25, WYAY +24, KYCY +23	
REBA MCENTIRE • <i>I'd Rather Ride Around With You</i> (MCA)	+1008
KYCY +27, KYCW +22, WSM +21, KXKC +19, WKXC +18, KKQB +18, WGRL +17, KXKT +16, WAMZ +16, WCMS +16	
TRACE ADKINS • <i>I Left Something Turned On At Home</i> (CAPITOL NASHVILLE)	+594
KYNG +25, WGRL +19, WGAR +17, WKXC +16, WKCN +15, WCOL +14, WUSY +14, KBEQ +14, KNIX +14, WRNS +13	
TY HERNDON • <i>Loved Too Much</i> (EPIC)	+592
KYCY +27, WTQR +17, WPOC +16, WGNA +15, KFMS +14, WYRK +13, WSSL +12, KNCI +12, WFRE +12, WKTF +11	
MARK CHESNUTT • <i>Let It Rain</i> (DECCA)	+580
KYCW +18, KYNG +15, WGNA +15, KXXY +15, WCOS +14, WKTF +12, KHEY +12, WBUB +11, WQXK +11, KZSN +11	
PAM TILLIS • <i>All The Good Ones Are Gone</i> (ARISTA)	+473
WRNS +16, KWNR +16, WDRM +16, WSM +16, WBCT +15, KYNG +14, KXKT +13, WCOL +11, KTOM +11, WSTH +11	
JOHN MICHAEL MONTGOMERY • <i>I Miss You A Little</i> (ATLANTIC)	+452
KPLX +21, WHSL +19, WKXK +19, WGRL +17, KCCY +17, WGKX +17, KKAT +17, KYNG +16, KTEX +15, WMZQ +14	
ALAN JACKSON • <i>Who's Cheatin' Who</i> (ARISTA)	+435
WQIK +20, WBBS +17, KFMS +16, WGNA +14, WHSL +13, WYCD +13, KYCY +12, KIIM +12, KXKT +11, KDRK +11	
TRAVIS TRITT • <i>She's Going Home With Me</i> (WARNER BROS.)	+399
KYCY +26, WEZL +14, WKTF +13, WSTH +13, KKCS +13, WZZK +13, WYYD +12, WKCN +10, KYCW +10, WBUB +9	
LONESTAR • <i>Come Cryin' To Me</i> (BNA)	+392
KWNR +18, KXKT +17, WCLB +16, WSOC +14, KUBL +12, KXKC +12, KNCI +12, WSTH +11, KBEQ +11, WKIX +10	
PATTY LOVELESS • <i>The Trouble With The Truth</i> (EPIC)	+360
WBCT +16, WKSF +15, WSTH +15, WMSI +15, WRNS +13, KIKF +13, KGMV +12, WKXC +12, WSOC +12, KOUL +10	
JOE DIFFIE • <i>This Is Your Brain</i> (EPIC)	+355
WWGR +17, WXBQ +16, WBEE +13, KHEY +12, WBUB +10, WWWW +10, WMZQ +10, WFRE +10, KFKF +9, WYYD +8	
BRYAN WHITE • <i>Sittin' On Go</i> (ASYLUM)	+336
WGRL +18, WYGY +18, WGKX +16, WQIK +13, WIOV +12, WYCD +12, WKJN +12, KAJA +12, WIL +12, WQMX +11	
JOHN BERRY • <i>I Will, If You Will</i> (CAPITOL NASHVILLE)	+314
WRNS +15, WKCN +13, WZZK +11, KTEX +10, KGMV +9, KZSN +9, WEZL +9, WYRK +9, KNCI +9, WWWW +9	
TANYA TUCKER • <i>Little Things</i> (CAPITOL NASHVILLE)	+297
KYCY +15, WBBS +14, KYNG +14, WGNA +13, KIKF +13, WNCY +12, WESC +11, WMSI +9, KJYJ +9, WCOS +9	

## MOST NEW AIRPLAY THIS WEEK

Artist • Title (Label)	No. Of Stations	Artist • Title (Label)	No. Of Stations
TIM MCGRAW (WITH FAITH HILL) • <i>It's Your Love</i> (Curb)	98	LONESTAR • <i>Come Cryin' To Me</i> (BNA)	29
REBA MCENTIRE • <i>I'd Rather Ride Around With You</i> (MCA)	74	PATTY LOVELESS • <i>The Trouble With The Truth</i> (Epic)	28
TRACE ADKINS • <i>I Left Something Turned On At Home</i> (Capitol Nashville)	48	RICOCHET • <i>He Left A Lot To Be Desired</i> (Columbia)	26
PAM TILLIS • <i>All The Good Ones Are Gone</i> (Arista)	35	CLAY WALKER • <i>One, Two, I Love You</i> (Giant)	24
JOHN BERRY • <i>I Will, If You Will</i> (Capitol Nashville)	30	TRAVIS TRITT • <i>She's Going Home With Me</i> (Warner Bros.)	22

# VIDEO PLAYLISTS

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

Rank	Artist • Title (Label)	TW	LW
1	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	5	3
2	George Jones, I Don't Need Your Rockin' Chair	5	3
3	LeAnn Rimes, The Light In Your Eyes	4	2
4	Lorrie Morgan, Good As I Was To You	4	3
5	Travis Tritt, She's Going Home With Me	4	0
6	Collin Raye, On The Verge	3	4
7	John Michael Montgomery, I Miss You A Little	3	3
8	Deana Carter, Count Me In	3	2
9	Kathy Mattea, 455 Rocket	3	3
10	Lee Ann Womack, Never Again, Again	3	2
11	Vince Gill, A Little More Love	3	2
12	Sawyer Brown, Six Days On The Road	3	3
13	Cledus "T." Judd, Cledus Went Down To Florida	3	2
14	Tanya Tucker, Little Things	3	2
15	Daryle Singletary, The Used To Be	3	1
16	Tracy Lawrence, Better Man, Better Off	3	3
17	Mila Mason, Dark Horse	3	2
18	Patty Loveless, The Trouble With The Truth	3	2
19	Alan Jackson, Who's Cheatin' Who	3	4
20	Alison Krauss & Union Station, Find My Way Back To My Heart	3	1
21	Trisha Yearwood, I Need You	2	1
22	Mary Chapin Carpenter, The Better To Dream Of You	2	2
23	Gary Allan, From Where I'm Sitting	2	0
24	Kevin Sharp, She's Sure Taking It Well	2	4
25	Mark Chesnutt, Let It Rain	2	2
26	Mark Willis, Places I've Never Been	2	2
27	Sons Of The Desert, Whatever Comes First	2	2
28	James Bonamy, The Swing	2	3
29	Hal Ketchum, Past The Point Of Rescue	2	0
30	Joe Diffie, This Is Your Brain	2	2

**CMT**  
COUNTRY MUSIC TELEVISION

Rank	Artist • Title (Label)	TW	LW
1	Travis Tritt, She's Going Home With Me	37	9
2	LeAnn Rimes, The Light In Your Eyes	34	30
3	Tracy Lawrence, Better Man, Better Off	33	29
4	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	30	29
5	Collin Raye, On The Verge	28	29
6	John Michael Montgomery, I Miss You A Little	28	28
7	Lorrie Morgan, Good As I Was To You	28	28
8	Kathy Mattea, 455 Rocket	28	28
9	Mila Mason, Dark Horse	28	29
10	Vince Gill, A Little More Love	28	23
11	Pam Tillis, All The Good Ones Are Gone	28	9
12	Kevin Sharp, She's Sure Taking It Well	27	29
13	Sawyer Brown, Six Days On The Road	27	34
14	Tracy Byrd, Don't Take Her She's All I Got	26	28
15	Terra Clark, Emotional Girl	26	32
16	Deana Carter, Count Me In	22	27
17	Lee Ann Womack, Never Again, Again	22	20
18	Sons Of The Desert, Whatever Comes First	22	20
19	Patty Loveless, The Trouble With The Truth	21	22
20	Mary Chapin Carpenter, The Better To Dream Of You	21	20
21	Alan Jackson, Who's Cheatin' Who	21	37
22	Alison Krauss & Union Station, Find My Way Back To My Heart	21	21
23	Daryle Singletary, The Used To Be's	20	20
24	Joe Diffie, This Is Your Brain	20	21
25	Big House, Cold Outside	20	21
26	Prairie Oyster, One Way Track	19	22
27	Mark Chesnutt, Let It Rain	19	13
28	Kim Richey, I Know	19	21
29	Jeff Wood, Use Mine	15	14
30	Tammy Graham, A Dozen Red Roses	14	13
31	Trisha Yearwood, I Need You	14	13
32	Anita Cochran, I Could Love A Man Like That	14	14
33	Little Texas, Bad For Us	14	14
34	Mark Willis, Places I've Never Been	14	14
35	Cledus "T." Judd, Cledus Went Down To Florida	14	14
36	Jack Ingram, That's Not Me	14	14
37	Tanya Tucker, Little Things	14	14
38	The Kentucky Headhunters, Singin' The Blues	14	15
39	James Bonamy, The Swing	14	19
40	Mandy Barnett, Planet Of Love	14	14

## COUNTRY RECURRENT AIRPLAY

Rank	TW	LW	Title	Artist (Label)	Rank	TW	LW	Title	Artist (Label)
1	2098	2349	HOLDIN' DIAMOND RIO	(ARISTA)	14	1108	1311	WHERE CORN DON'T GROW	TRAVIS TRITT (WARNER BROS.)
2	1975	2369	SHE'S TAKEN A SHINE	JOHN BERRY (CAPITOL NASHVILLE)	15	1095	1084	BIG LOVE	TRACY BYRD (MCA)
3	1599	1700	WE DANCED ANYWAY	DEANA CARTER (CAPITOL NASHVILLE)	16	1087	1297	A MAN THIS LONELY	BROOKS & DUNN (ARISTA)
4	1518	1604	IT'S A LITTLE TOO LATE	MARK CHESNUTT (DECCA)	17	1078	1078	DADDY'S MONEY	RICOCHET (COLUMBIA)
5	1465	1552	NOBODY KNOWS	KEVIN SHARP (143/ASYLUM)	18	1052	1113	THE FEAR OF BEING ALONE	REBA MCENTIRE (MCA)
6	1438	1536	ME TOO	TOBY KEITH (MERCURY NASHVILLE)	19	1031	1038	STRAWBERRY WINE	DEANA CARTER (CAPITOL NASHVILLE)
7	1427	1442	ONE WAY TICKET (BECAUSE I CAN)	LEANN RIMES (CURB)	20	1022	1155	UNCHAINED MELODY	LEANN RIMES (CURB)
8	1401	1406	LITTLE BITTY	ALAN JACKSON (ARISTA)	21	963	1051	EVERY LIGHT IN THE HOUSE	TRACE ADKINS (CAPITOL NASHVILLE)
9	1355	1349	AMEN KIND OF LOVE	DARYLE SINGLETARY (GIANT)	22	952	957	I LIKE IT, I LOVE IT	TIM MCGRAW (CURB)
10	1255	1438	RUNNING OUT OF REASONS TO RUN	RICK TREVINO (COLUMBIA)	23	903	930	CHECK YES OR NO	GEORGE STRAIT (MCA)
11	1221	1300	SHE DREW A BROKEN HEART	PATTY LOVELESS (EPIC)	24	902	942	LIKE THE RAIN	CLINT BLACK (RCA)
12	1182	1154	MY MARIA	BROOKS & DUNN (ARISTA)	25	866	872	LIVING IN A MOMENT	TY HERNDON (EPIC)
13	1118	1236	IS THAT A TEAR	TRACY LAWRENCE (ATLANTIC)					

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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# POWER PLAYLISTS

For Week Ending April 27, 1997



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 Arbitration surveys. The number of stations shown each week varies depending upon space.

## COUNTRY

KZLA			WUSN			WXTU			WKHX			WMZQ			KSCS					
Los Angeles PD: John Sebastian APD/MD: Bill Fink			Chicago PD: Alan Sledge MD: Tricia Biondo			Philadelphia OM/MD: Gary McCarty MD: Jim Radler			Atlanta PD: Neil McGinley MD: Johnny Gray			Washington, DC PD: Mac Daniels MD: Jon Anthony			Dallas PD: Dean James MD: Linda O'Brian					
TW	LW		TW	LW		TW	LW		TW	LW		TW	LW		TW	LW				
1	29	LeAnn Rimes, The Light In Your Eyes	1	34	George Strait, One Night At A Time	1	33	Diamond Rio, Holdin'	1	36	Lorrie Morgan, Good As I Was To You	1	28	Tracy Byrd, Don't Take Her She's All I G	1	28	Alabama, Sad Lookin' Moon			
2	24	Collin Raye, On The Verge	2	36	Alabama, Sad Lookin' Moon	2	36	Collin Raye, On The Verge	2	34	Alabama, Sad Lookin' Moon	2	35	Trace Adkins, (This Ain't) No Thinkin' T	2	37	George Strait, One Night At A Time	2	32	George Strait, One Night At A Time
3	18	Kevin Sharp, She's Sure Taking It Well	3	33	Mindy McCready, A Girl's Gotta Do	3	35	Nenny Chesney, When I Close My Eyes	3	36	George Strait, One Night At A Time	3	32	David Kersh, Another You	3	32	Brooks & Dunn, Why Would I Say Goodbye	3	29	David Kersh, Another You
4	23	Brooks & Dunn, Why Would I Say Goodbye	4	34	Collin Raye, On The Verge	4	34	David Kersh, Another You	4	35	Kevin Sharp, She's Sure Taking It Well	4	35	Reba McEntire, How Was I To Know	4	36	Clay Walker, Rumor Has It	4	28	Tracy Lawrence, Better Man, Better Off
5	22	Mark Willis, Places I've Never Been	5	35	Tracy Lawrence, Better Man, Better Off	5	35	John Michael Montgomery, I Miss You A Li	5	35	John Michael Montgomery, I Miss You A Li	5	35	Alabama, Sad Lookin' Moon	5	36	Clay Walker, Rumor Has It	5	24	Tanya Tucker, Little Things
6	33	Johanna, Sad Lookin' Moon	6	34	Trace Adkins, (This Ain't) No Thinkin' T	6	35	George Strait, One Night At A Time	6	36	George Strait, One Night At A Time	6	35	Deana Carter, We Danced Anyway	6	38	Deana Carter, We Danced Anyway	6	21	Lorrie Morgan, Good As I Was To You
7	24	Alan Jackson, Who's Cheatin' Who	7	31	Collin Raye, On The Verge	7	31	Clay Walker, Rumor Has It	7	34	Clay Walker, Rumor Has It	7	34	John Michael Montgomery, I Miss You A Li	7	37	John Michael Montgomery, I Miss You A Li	7	17	John Michael Montgomery, I Miss You A Li
8	23	George Strait, One Night At A Time	8	33	David Kersh, Another You	8	33	Kevin Sharp, She's Sure Taking It Well	8	35	Kevin Sharp, She's Sure Taking It Well	8	35	John Michael Montgomery, I Miss You A Li	8	37	John Michael Montgomery, I Miss You A Li	8	17	John Michael Montgomery, I Miss You A Li
9	22	John Michael Montgomery, I Miss You A Li	9	32	John Michael Montgomery, I Miss You A Li	9	32	John Michael Montgomery, I Miss You A Li	9	35	John Michael Montgomery, I Miss You A Li	9	35	John Michael Montgomery, I Miss You A Li	9	37	John Michael Montgomery, I Miss You A Li	9	17	John Michael Montgomery, I Miss You A Li
10	22	Bryan White, Sittin' On Go	10	26	John Michael Montgomery, I Miss You A Li	10	26	Bryan White, Sittin' On Go	10	30	Bryan White, Sittin' On Go	10	30	John Michael Montgomery, I Miss You A Li	10	37	John Michael Montgomery, I Miss You A Li	10	16	John Michael Montgomery, I Miss You A Li
11	21	Tracy Lawrence, Better Man, Better Off	11	21	Sawyer Brown, Six Days On The Road	11	21	Tanya Tucker, Little Things	11	30	Tracy Lawrence, Better Man, Better Off	11	30	John Michael Montgomery, I Miss You A Li	11	37	John Michael Montgomery, I Miss You A Li	11	16	John Michael Montgomery, I Miss You A Li
12	20	Ty Herndon, Loved Too Much	12	20	Sawyer Brown, Six Days On The Road	12	20	Tanya Tucker, Little Things	12	30	Tracy Lawrence, Better Man, Better Off	12	30	John Michael Montgomery, I Miss You A Li	12	37	John Michael Montgomery, I Miss You A Li	12	16	John Michael Montgomery, I Miss You A Li
13	20	Jeff Wood, Use Me	13	20	Deana Carter, Count Me In	13	20	Alan Jackson, Who's Cheatin' Who	13	30	Tracy Lawrence, Better Man, Better Off	13	30	John Michael Montgomery, I Miss You A Li	13	37	John Michael Montgomery, I Miss You A Li	13	16	John Michael Montgomery, I Miss You A Li
14	21	Deana Carter, Count Me In	14	21	Vince Gill, A Little More Love	14	21	Vince Gill, A Little More Love	14	30	Tracy Lawrence, Better Man, Better Off	14	30	John Michael Montgomery, I Miss You A Li	14	37	John Michael Montgomery, I Miss You A Li	14	16	John Michael Montgomery, I Miss You A Li
15	21	Mila Mason, Dark Horse	15	21	Clay Walker, Rumor Has It	15	21	Clay Walker, Rumor Has It	15	30	Tracy Lawrence, Better Man, Better Off	15	30	John Michael Montgomery, I Miss You A Li	15	37	John Michael Montgomery, I Miss You A Li	15	16	John Michael Montgomery, I Miss You A Li
16	20	Mary Chapin Carpenter, The Better To Dre	16	20	Clay Walker, Rumor Has It	16	20	Clay Walker, Rumor Has It	16	30	Tracy Lawrence, Better Man, Better Off	16	30	John Michael Montgomery, I Miss You A Li	16	37	John Michael Montgomery, I Miss You A Li	16	16	John Michael Montgomery, I Miss You A Li
17	20	Vince Gill, A Little More Love	17	20	Clay Walker, Rumor Has It	17	20	Clay Walker, Rumor Has It	17	30	Tracy Lawrence, Better Man, Better Off	17	30	John Michael Montgomery, I Miss You A Li	17	37	John Michael Montgomery, I Miss You A Li	17	16	John Michael Montgomery, I Miss You A Li
18	20	Mindy McCready, A Girl's Gotta Do	18	20	Clay Walker, Rumor Has It	18	20	Clay Walker, Rumor Has It	18	30	Tracy Lawrence, Better Man, Better Off	18	30	John Michael Montgomery, I Miss You A Li	18	37	John Michael Montgomery, I Miss You A Li	18	16	John Michael Montgomery, I Miss You A Li
19	20	Skip Ewing, My Way Or No Way	19	20	Clay Walker, Rumor Has It	19	20	Clay Walker, Rumor Has It	19	30	Tracy Lawrence, Better Man, Better Off	19	30	John Michael Montgomery, I Miss You A Li	19	37	John Michael Montgomery, I Miss You A Li	19	16	John Michael Montgomery, I Miss You A Li
20	18	Lorrie Morgan, Good As I Was To You	20	18	Clay Walker, Rumor Has It	20	18	Clay Walker, Rumor Has It	20	30	Tracy Lawrence, Better Man, Better Off	20	30	John Michael Montgomery, I Miss You A Li	20	37	John Michael Montgomery, I Miss You A Li	20	16	John Michael Montgomery, I Miss You A Li
21	18	Big House, Cold Outside	21	18	Clay Walker, Rumor Has It	21	18	Clay Walker, Rumor Has It	21	30	Tracy Lawrence, Better Man, Better Off	21	30	John Michael Montgomery, I Miss You A Li	21	37	John Michael Montgomery, I Miss You A Li	21	16	John Michael Montgomery, I Miss You A Li
22	18	Nenny Chesney, When I Close My Eyes	22	18	Clay Walker, Rumor Has It	22	18	Clay Walker, Rumor Has It	22	30	Tracy Lawrence, Better Man, Better Off	22	30	John Michael Montgomery, I Miss You A Li	22	37	John Michael Montgomery, I Miss You A Li	22	16	John Michael Montgomery, I Miss You A Li
23	18	David Kersh, Another You	23	18	Clay Walker, Rumor Has It	23	18	Clay Walker, Rumor Has It	23	30	Tracy Lawrence, Better Man, Better Off	23	30	John Michael Montgomery, I Miss You A Li	23	37	John Michael Montgomery, I Miss You A Li	23	16	John Michael Montgomery, I Miss You A Li
24	18	Kathy Mattea, 455 Rocket	24	18	Clay Walker, Rumor Has It	24	18	Clay Walker, Rumor Has It	24	30	Tracy Lawrence, Better Man, Better Off	24	30	John Michael Montgomery, I Miss You A Li	24	37	John Michael Montgomery, I Miss You A Li	24	16	John Michael Montgomery, I Miss You A Li
25	18	Sawyer Brown, Six Days On The Road	25	18	Clay Walker, Rumor Has It	25	18	Clay Walker, Rumor Has It	25	30	Tracy Lawrence, Better Man, Better Off	25	30	John Michael Montgomery, I Miss You A Li	25	37	John Michael Montgomery, I Miss You A Li	25	16	John Michael Montgomery, I Miss You A Li
26	18	Stephanie Brown, The Hopeshest Song	26	18	Clay Walker, Rumor Has It	26	18	Clay Walker, Rumor Has It	26	30	Tracy Lawrence, Better Man, Better Off	26	30	John Michael Montgomery, I Miss You A Li	26	37	John Michael Montgomery, I Miss You A Li	26	16	John Michael Montgomery, I Miss You A Li
27	18	Clay Walker, Rumor Has It	27	18	Clay Walker, Rumor Has It	27	18	Clay Walker, Rumor Has It	27	30	Tracy Lawrence, Better Man, Better Off	27	30	John Michael Montgomery, I Miss You A Li	27	37	John Michael Montgomery, I Miss You A Li	27	16	John Michael Montgomery, I Miss You A Li
28	18	Buffalo Club, If She Don't Love You	28	18	Clay Walker, Rumor Has It	28	18	Clay Walker, Rumor Has It	28	30	Tracy Lawrence, Better Man, Better Off	28	30	John Michael Montgomery, I Miss You A Li	28	37	John Michael Montgomery, I Miss You A Li	28	16	John Michael Montgomery, I Miss You A Li
29	18	Trace Adkins, (This Ain't) No Thinkin' T	29	18	Clay Walker, Rumor Has It	29	18	Clay Walker, Rumor Has It	29	30	Tracy Lawrence, Better Man, Better Off	29	30	John Michael Montgomery, I Miss You A Li	29	37	John Michael Montgomery, I Miss You A Li	29	16	John Michael Montgomery, I Miss You A Li
30	18	Brady Seals, Another You, Another Me	30	18	Clay Walker, Rumor Has It	30	18	Clay Walker, Rumor Has It	30	30	Tracy Lawrence, Better Man, Better Off	30	30	John Michael Montgomery, I Miss You A Li	30	37	John Michael Montgomery, I Miss You A Li	30	16	John Michael Montgomery, I Miss You A Li



Playlists supplied by Broadcast Data Systems' Radio Track service. Songs ranked by number of plays in monitored week. Playlists are listed in order of STA weekly cumes, 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

WFMS			WQYK			KFRG			WTQR			WIVK			WUBE		
Indianapolis PD: David Wood APD: Bob Richards			Tampa PD: Beecher Martin MD: Jay Roberts			San Bernardino OM: Ray Massie MD: Don Jefferies			Greensboro PD: Paul Franklin MD: Deano			Knoxville PD: Les Acree MD: Chris Huff			Cincinnati PD: Tim Closson MD: Duke Hamilton		
TW	LW		TW	LW		TW	LW		TW	LW		TW	LW		TW	LW	
1	45	George Strait, One Night At A Time	1	34	George Strait, One Night At A Time	1	40	George Strait, One Night At A Time	1	36	Kenny Chesney, When I Close My Eyes	1	39	Tracy Lawrence, Better Man, Better Off	1	35	Clay Walker, Rumor Has It
2	42	Kenny Chesney, When I Close My Eyes	2	27	Alabama, Sad Lookin' Moon	2	38	Diamond Rio, Holdin'	2	35	Trace Adkins, (This Ain't) No Thinkin' T	2	37	Lorrie Morgan, Good As I Was To You	2	36	Lorrie Morgan, Good As I Was To You
3	42	Lorrie Morgan, Good As I Was To You	3	27	Tracy Lawrence, Better Man, Better Off	3	25	Terril Clark, Emotional Girl	3	31	George Strait, One Night At A Time	3	36	Alan Jackson, Who's Cheatin' Who	3	33	George Strait, One Night At A Time
4	45	Alabama, Sad Lookin' Moon	4	28	Lorrie Morgan, Good As I Was To You	4	28	Tracy Byrd, Don't Take Her She's All I G	4	33	Clay Walker, Rumor Has It	4	36	John Michael Montgomery, I Miss You A Li	4	35	Alabama, Sad Lookin' Moon
5	42	Collin Raye, On The Verge	5	29	Collin Raye, On The Verge	5	30	George Strait, (This Ain't) No Thinkin' T	5	37	George Strait, One Night At A Time	5	37	Mark Willis, Places I've Never Been	5	33	David Kersh, Another You
6	42	Tracy Lawrence, Better Man, Better Off	6	23	John Michael Montgomery, I Miss You A Li	6	35	Bill Engvall, Here's Your Sign	6	35	John Michael Montgomery, I Miss You A Li	6	35	LeAnn Rimes, The Light In Your Eyes	6	33	Kenny Chesney, When I Close My Eyes
7	33	John Michael Montgomery, I Miss You A Li	7	23	Kevin Sharp, She's Sure Taking It Well	7	38	Kenny Chesney, When I Close My Eyes	7	38	David Kersh, Another You	7	38	LeAnn Rimes, The Light In Your Eyes	7	33	Alan Jackson, Who's Cheatin' Who
8	26	LeAnn Rimes, The Light In Your Eyes	8	16	Vince Gill, A Little More Love	8	36	Reba McEntire, How Was I To Know	8	36	Toby Keith, Me Too	8	38	David Kersh, Another You	8	26	LeAnn Rimes, The Light In Your Eyes
9	25	Mindy McCready, A Girl's Gotta Do	9	10	Alan Jackson, Who's Cheatin' Who	9	36	Clay Walker, Rumor Has It	9	26	Alan Jackson, Everything I Love	9	32	Pam Tillis, All The Good Ones Are Gone	9	26	Vince Gill, A Little More Love
10	24	Vince Gill, A Little More Love	10	23	LeAnn Rimes, The Light In Your Eyes	10	25	Collin Raye, On The Verge	10	25	10 Alabama, Sad Lookin' Moon	10	32	Bryan White, Sittin' On Go	10	25	Kevin Sharp, She's Sure Taking It Well
11	24	Kevin Sharp, She's Sure Taking It Well	11	17	LeAnn Rimes, The Light In Your Eyes	11	24	Buffalo Club, If She Don't Love You	11	24	11 Kippi Brannon, Daddy's Little Girl	11	24	Travis Tritt, She's Going Home With Me	11	25	Tracy Lawrence, Better Man, Better Off
12	24	Buffalo Club, If She Don't Love You	12	17	LeAnn Rimes, The Light In Your Eyes	12	25	LeAnn Rimes, The Light In Your Eyes	12	25	12 Kenny Chesney, When I Close My Eyes	12	25	Travis Tritt, She's Going Home With Me	12	25	Mindy McCready, A Girl's Gotta Do
13	24	Bryan White, Sittin' On Go	13	24	Deana Carter, Count Me In	13	24	Alabama, Sad Lookin' Moon	13	24	13 Tracy Lawrence, Better Man, Better Off	13	25	Lee Ann Womack, Never Again, Again	13	24	Tracy Lawrence, Better Man, Better Off
14	24	Brooks & Dunn, Why Would I Say Goodbye	14	21	Deana Carter, Count Me In	14	24	Tracy Lawrence, Better Man, Better Off	14	24	14 Travis Tritt, She's Going Home With Me	14	25	Brooks & Dunn, Why Would I Say Goodbye	14	24	Mindy McCready, A Girl's Gotta Do
15	24	Alan Jackson, Who's Cheatin' Who	15	20	Bryan White, Sittin' On Go	15	20	Kippi Brannon, Daddy's Little Girl	15	21	15 Collin Raye, On The Verge	15	20	Lee Ann Womack, Never Again, Again	15	24	Tracy Lawrence, Better Man, Better Off
16	24	Mark Willis, Places I've Never Been	16	20	Joe Diffie, This Is Your Brain	16	9	Vince Gill, A Little More Love	16	18	16 Vince Gill, A Little More Love	16	20	Clay Walker, Rumor Has It	16	20	Darlene Evans, Carry Me Home
17	24	Clay Walker, Rumor Has It	17	20	Trace Adkins, (This Ain't) No Thinkin' T	17	19	Kathy Mattea, 455 Rocket	17	18	17 Kathy Mattea, 455 Rocket	17	20	Mark Chesnut, Let It Rain	17	20	Tracy Lawrence, Better Man, Better Off
18	24	David Kersh, Another You	18	20	Tanya Tucker, Little Things	18	15	Tanya Tucker, Little Things	18	15	18 Bryan White, Sittin' On Go	18	20	Trace Adkins, (This Ain't) No Thinkin' T	18	20	Tracy Lawrence, Better Man, Better Off
19	24	Gene Watson, Change Her Mind	19	20	Buffalo Club, If She Don't Love You	19	17	Mark Chesnut, Let It Rain	19	14	19 Bryan White, Sittin' On Go	19	20	LeAnn Rimes, The Light In Your Eyes	19	20	Tracy Lawrence, Better Man, Better Off
20	24	John Berry, She's Taken A Shine	20	19	Deana Carter, We Danced Anywhere	20	17	Neal McCoy, Then You Can Tell Me Goodbye	20	15	20 Ty Herndon, Loved Too Much	20	19	Vince Gill, A Little More Love	20	20	Tracy Lawrence, Better Man, Better Off
21	24	Trace Adkins, (This Ain't) No Thinkin' T	21	19	Brooks & Dunn, Why Would I Say Goodbye	21	14	Mark Willis, Places I've Never Been	21	15	21 LeAnn Rimes, The Light In Your Eyes	21	19	Vince Gill, A Little More Love	21	20	Tracy Lawrence, Better Man, Better Off
22	24	Sawyer Brown, Six Days On The Road	22	19	Patty Loveless, She Drew A Broken Heart	22	14	Clay Walker, Rumor Has It	22	14	22 Mark Willis, Places I've Never Been	22	19	Vince Gill, A Little More Love	22	20	Tracy Lawrence, Better Man, Better Off
23	24	Lee Ann Womack, Never Again, Again	23	19	Sawyer Brown, Six Days On The Road	23	14	Sawyer Brown, Six Days On The Road	23	14	23 Lorrie Morgan, Good As I Was To You	23	19	Vince Gill, A Little More Love	23	20	Tracy Lawrence, Better Man, Better Off
24	24	Tracy Byrd, Don't Take Her She's All I G	24	19	Mindy McCready, A Girl's Gotta Do	24	15	John Berry, She's Taken A Shine	24	14	24 Alan Jackson, Who's Cheatin' Who	24	19	Vince Gill, A Little More Love	24	20	Tracy Lawrence, Better Man, Better Off
25	24	Ty Herndon, Loved Too Much	25	19	Reba McEntire, How Was I To Know	25	12	Mark Chesnut, Let It Rain	25	13	25 John Berry, She's Taken A Shine	25	19	Vince Gill, A Little More Love	25	20	Tracy Lawrence, Better Man, Better Off
26	24	Mark Chesnut, Let It Rain	26	19	Reba McEntire, How Was I To Know	26	12	Mark Chesnut, Let It Rain	26	13	26 Mark Chesnut, Let It Rain	26	19	Vince Gill, A Little More Love	26	20	Tracy Lawrence, Better Man, Better Off
27	24	Reba McEntire, How Was I To Know	27	19	Mark Willis, Places I've Never Been	27	12	Mark Willis, Places I've Never Been	27	13	27 Mark Willis, Places I've Never Been	27	19	Vince Gill, A Little More Love	27	20	Tracy Lawrence, Better Man, Better Off
28	24	Rick Trevino, Running Out Of Reasons To	28	19	Kippi Brannon, Daddy's Little Girl	28	12	Rick Trevino, Running Out Of Reasons To	28	14	28 Rick Trevino, Running Out Of Reasons To	28	19	Vince Gill, A Little More Love	28	20	Tracy Lawrence, Better Man, Better Off
29	24	Ty Herndon, She Wants To Be Wanted Again	29	15	Diamond Rio, Holdin'	29	11	Brooks & Dunn, A Man This Lonely	29	14	29 Brooks & Dunn, A Man This Lonely	29	19	Vince Gill, A Little More Love	29	20	Tracy Lawrence, Better Man, Better Off
30	24	Ty Herndon, She Wants To Be Wanted Again	30	15	Diamond Rio, Holdin'	30	11	Brooks & Dunn, A Man This Lonely	30	14	30 Deana Carter, Count Me In	30	19	Vince Gill, A Little More Love	30	20	Tracy Lawrence, Better Man, Better Off

For Week Ending April 27, 1997



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											
WUSY		KUPL		KSON		WVWLK		WSSL		WQDR	
Chattanooga PD: Clay Hunicutt MD: Bill Poindexter		Portland, OR PD: Lee Rogers MD: Rick Taylor		San Diego PD: Mike Shepard MD: Nick Upton		Lexington PD/MD: Matt Austin		Greenville PD: Bruce Logan MD: Dude Walker		Raleigh OM: Len Shackelford	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	George Strait, One Night At A Time	1	Alan Jackson, Who's Cheatin' Who	1	Collin Raye, On The Verge	1	Tracy Byrd, Don't Take Her She's All I G	1	Alabama, Sad Lookin' Moon	1	George Strait, One Night At A Time
2	Mindy McCready, A Girl's Gotta Do	2	Bryan White, Sittin' On Go	2	Tracy Byrd, Don't Take Her She's All I G	2	George Strait, One Night At A Time	2	John Michael Montgomery, I Miss You A Li	2	David Kersh, Another You
3	Tracy Lawrence, Better Man, Better Off	3	Tracy Lawrence, Better Man, Better Off	3	Clay Walker, Rumor Has It	3	Clay Walker, Rumor Has It	3	Tracy Lawrence, Better Man, Better Off	3	Kevin Sharp, She's Sure Taking It Well
4	Lorrie Morgan, Good As I Was To You	4	Sawyer Brown, Six Days On The Road	4	George Strait, One Night At A Time	4	Kenny Chesney, When I Close My Eyes	4	Kevin Sharp, She's Sure Taking It Well	4	John Michael Montgomery, I Miss You A Li
5	Kevin Sharp, She's Sure Taking It Well	5	Collin Raye, On The Verge	5	David Kersh, Another You	5	Trace Adkins, (This Ain't) No Thinkin' T	5	Kenny Chesney, When I Close My Eyes	5	Bryan White, Sittin' On Go
6	Sawyer Brown, Six Days On The Road	6	George Strait, One Night At A Time	6	Mindy McCready, A Girl's Gotta Do	6	John Michael Montgomery, I Miss You A Li	6	Buffalo Club, If She Don't Love You	6	Alabama, Sad Lookin' Moon
7	Alabama, Sad Lookin' Moon	7	Kenny Chesney, When I Close My Eyes	7	Lorrie Morgan, Good As I Was To You	7	Collin Raye, On The Verge	7	Lorrie Morgan, Good As I Was To You	7	Collin Raye, On The Verge
8	LeAnn Rimes, The Light In Your Eyes	8	Alabama, Sad Lookin' Moon	8	Lorrie Morgan, Good As I Was To You	8	Collin Raye, On The Verge	8	LeAnn Rimes, The Light In Your Eyes	8	George Strait, One Night At A Time
9	Collin Raye, On The Verge	9	John Michael Montgomery, I Miss You A Li	9	John Michael Montgomery, I Miss You A Li	9	John Michael Montgomery, I Miss You A Li	9	LeAnn Rimes, The Light In Your Eyes	9	Tracy Lawrence, Better Man, Better Off
10	Vince Gill, A Little More Love	10	John Michael Montgomery, I Miss You A Li	10	Kevin Sharp, She's Sure Taking It Well	10	Kevin Sharp, She's Sure Taking It Well	10	Sons Of The Desert, Whatever Comes First	10	John Michael Montgomery, I Miss You A Li
11	Ty Herndon, Loved Too Much	11	Patty Loveless, The Trouble With The Tru	11	Sawyer Brown, Six Days On The Road	11	Toby Keith, Me Too	11	Collin Raye, On The Verge	11	John Michael Montgomery, I Miss You A Li
12	John Michael Montgomery, I Miss You A Li	12	Reba McEntire, I'd Rather Ride Around Wi	12	Mark Chesnut, Let It Rain	12	LeAnn Rimes, The Light In Your Eyes	12	Collin Raye, On The Verge	12	Ty Herndon, Loved Too Much
13	Brooks & Dunn, Why Would I Say Goodbye	13	Tanya Tucker, Little Things	13	Ty Herndon, Loved Too Much	13	Bryan White, Sittin' On Go	13	John Michael Montgomery, I Miss You A Li	13	LeAnn Rimes, The Light In Your Eyes
14	Bryan White, Sittin' On Go	14	LeAnn Rimes, The Light In Your Eyes	14	Alabama, Sad Lookin' Moon	14	Alabama, Sad Lookin' Moon	14	Tracy Lawrence, Better Man, Better Off	14	Deana Carter, Count Me In
15	Alan Jackson, Who's Cheatin' Who	15	Vince Gill, A Little More Love	15	Tracy Lawrence, Better Man, Better Off	15	Brooks & Dunn, Why Would I Say Goodbye	15	Brooks & Dunn, Why Would I Say Goodbye	15	Tracy Lawrence, Better Man, Better Off
16	David Kersh, Another You	16	Mila Mason, Dark Horse	16	Buffalo Club, If She Don't Love You	16	Kathy Mattea, 455 Rocket	16	Brooks & Dunn, Why Would I Say Goodbye	16	Tracy Lawrence, Better Man, Better Off
17	Mark Chesnut, Let It Rain	17	Alabama, Sad Lookin' Moon	17	Brooks & Dunn, Why Would I Say Goodbye	17	Deana Carter, Count Me In	17	LeAnn Rimes, The Light In Your Eyes	17	Tracy Lawrence, Better Man, Better Off
18	Sons Of The Desert, Whatever Comes First	18	Clay Walker, Rumor Has It	18	Brooks & Dunn, Why Would I Say Goodbye	18	Reba McEntire, How Was I To Know	18	Mila Mason, Dark Horse	18	Tracy Lawrence, Better Man, Better Off
19	Mila Mason, Dark Horse	19	Mark Chesnut, Let It Rain	19	LeAnn Rimes, The Light In Your Eyes	19	Kevin Sharp, She's Sure Taking It Well	19	LeAnn Rimes, The Light In Your Eyes	19	Tracy Lawrence, Better Man, Better Off
20	Mark Willis, Places I've Never Been	20	Burnin' Daylight, Say Yes	20	Trace Adkins, (This Ain't) No Thinkin' T	20	LeAnn Rimes, The Light In Your Eyes	20	Mark Chesnut, Let It Rain	20	Tracy Lawrence, Better Man, Better Off
21	Buffalo Club, If She Don't Love You	21	Tiffany Brantley, Take It From Me	21	Buffalo Club, If She Don't Love You	21	LeAnn Rimes, The Light In Your Eyes	21	LeAnn Rimes, The Light In Your Eyes	21	Tracy Lawrence, Better Man, Better Off
22	Tim McGraw & Faith Hill, It's Your Love	22	George Strait, One Night At A Time	22	LeAnn Rimes, The Light In Your Eyes	22	LeAnn Rimes, The Light In Your Eyes	22	LeAnn Rimes, The Light In Your Eyes	22	Tracy Lawrence, Better Man, Better Off
23	Travis Tritt, She's Going Home With Me	23	Tanya Tucker, Little Things	23	LeAnn Rimes, The Light In Your Eyes	23	LeAnn Rimes, The Light In Your Eyes	23	LeAnn Rimes, The Light In Your Eyes	23	Tracy Lawrence, Better Man, Better Off
24	Martina McBride, Cry On The Shoulder Of	24	Tracy Lawrence, Better Man, Better Off	24	LeAnn Rimes, The Light In Your Eyes	24	LeAnn Rimes, The Light In Your Eyes	24	LeAnn Rimes, The Light In Your Eyes	24	Tracy Lawrence, Better Man, Better Off
25	Trace Adkins, (This Ain't) No Thinkin' T	25	Tracy Lawrence, Better Man, Better Off	25	LeAnn Rimes, The Light In Your Eyes	25	LeAnn Rimes, The Light In Your Eyes	25	LeAnn Rimes, The Light In Your Eyes	25	Tracy Lawrence, Better Man, Better Off
26	Tracy Byrd, Don't Take Her She's All I G	26	Tracy Lawrence, Better Man, Better Off	26	LeAnn Rimes, The Light In Your Eyes	26	LeAnn Rimes, The Light In Your Eyes	26	LeAnn Rimes, The Light In Your Eyes	26	Tracy Lawrence, Better Man, Better Off
27	Sammy Kershaw, Fit To Be Tied Down	27	Tracy Lawrence, Better Man, Better Off	27	LeAnn Rimes, The Light In Your Eyes	27	LeAnn Rimes, The Light In Your Eyes	27	LeAnn Rimes, The Light In Your Eyes	27	Tracy Lawrence, Better Man, Better Off
28	Trace Adkins, (This Ain't) No Thinkin' T	28	Tracy Lawrence, Better Man, Better Off	28	LeAnn Rimes, The Light In Your Eyes	28	LeAnn Rimes, The Light In Your Eyes	28	LeAnn Rimes, The Light In Your Eyes	28	Tracy Lawrence, Better Man, Better Off
29	Nathy Mattea, 455 Rocket	29	Tracy Lawrence, Better Man, Better Off	29	LeAnn Rimes, The Light In Your Eyes	29	LeAnn Rimes, The Light In Your Eyes	29	LeAnn Rimes, The Light In Your Eyes	29	Tracy Lawrence, Better Man, Better Off
30	Joe Diffie, This Is Your Brain	30	Tracy Lawrence, Better Man, Better Off	30	LeAnn Rimes, The Light In Your Eyes	30	LeAnn Rimes, The Light In Your Eyes	30	LeAnn Rimes, The Light In Your Eyes	30	Tracy Lawrence, Better Man, Better Off

# COUNTRY AIRPLAY MONITOR

## SING ACTIVITY REPORTS

### For Week Ending April 27, 1997



Broadcast Data Systems  
A Division of *Airplay*

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

## C O U N T R Y

Total Plays/Gain				Total Plays/Gain				Total Plays/Gain				Total Plays/Gain				Total Plays/Gain				Total Plays/Gain															
TRACE ADKINS				ALABAMA				JOHN BERRY				KIPPI BRANNON				BROOKS & DUNN																			
1045/594				5092/206				1027/314				963/58				3502/149																			
I Left Something Turned On At Home (Capitol Nashville)				Sad Lookin' Moon (RCA)				I Will, If You Will (Capitol Nashville)				Daddy's Little Girl (Curb/Universal)				Why Would I Say Goodbye (Arista)																			
Total Stations: 117				Total Stations: 160				Total Stations: 128				Total Stations: 116				Total Stations: 158																			
Chart Move: 55-39				Chart Move: 4-3				Chart Move: 48-41				Chart Move: 42-43				Chart Move: 19-16																			
CMT TW LW ZW IP				CMT TW LW ZW IP				CMT TW LW ZW IP				CMT TW LW ZW IP				CMT TW LW ZW IP																			
Jacksonv.				Jacksonv.				Jacksonv.				Jacksonv.				Jacksonv.																			
L.A.	KIFK	9	-	-	9	Austin	WASE	3	2	-	6	L.A.	TNN	12	14	13	197	Jacksonv.	WQIK	12	14	13	197	Jackso.	WQIK	12	14	13	197	Jacksonv.	WQIK	12	14	13	197

Total Stations: 159				Total Stations: 158				Total Stations: 157				Total Stations: 158				Total Stations: 115																			
Chart Move: 24-20				Chart Move: 28-25				Chart Move: 31-28				Chart Move: 14-13				Chart Move: 41-40																			
CMT TW LW ZW IP				CMT TW LW ZW IP				CMT TW LW ZW IP				CMT TW LW ZW IP				CMT TW LW ZW IP																			
Jacksonv.				Jacksonv.				Jacksonv.				Jacksonv.				Jacksonv.																			
L.A.	KIFK	9	-	-	9	Austin	WASE	3	2	-	6	L.A.	TNN	12	14	13	197	Jacksonv.	WQIK	12	14	13	197	Jackso.	WQIK	12	14	13	197	Jacksonv.	WQIK	12	14	13	197

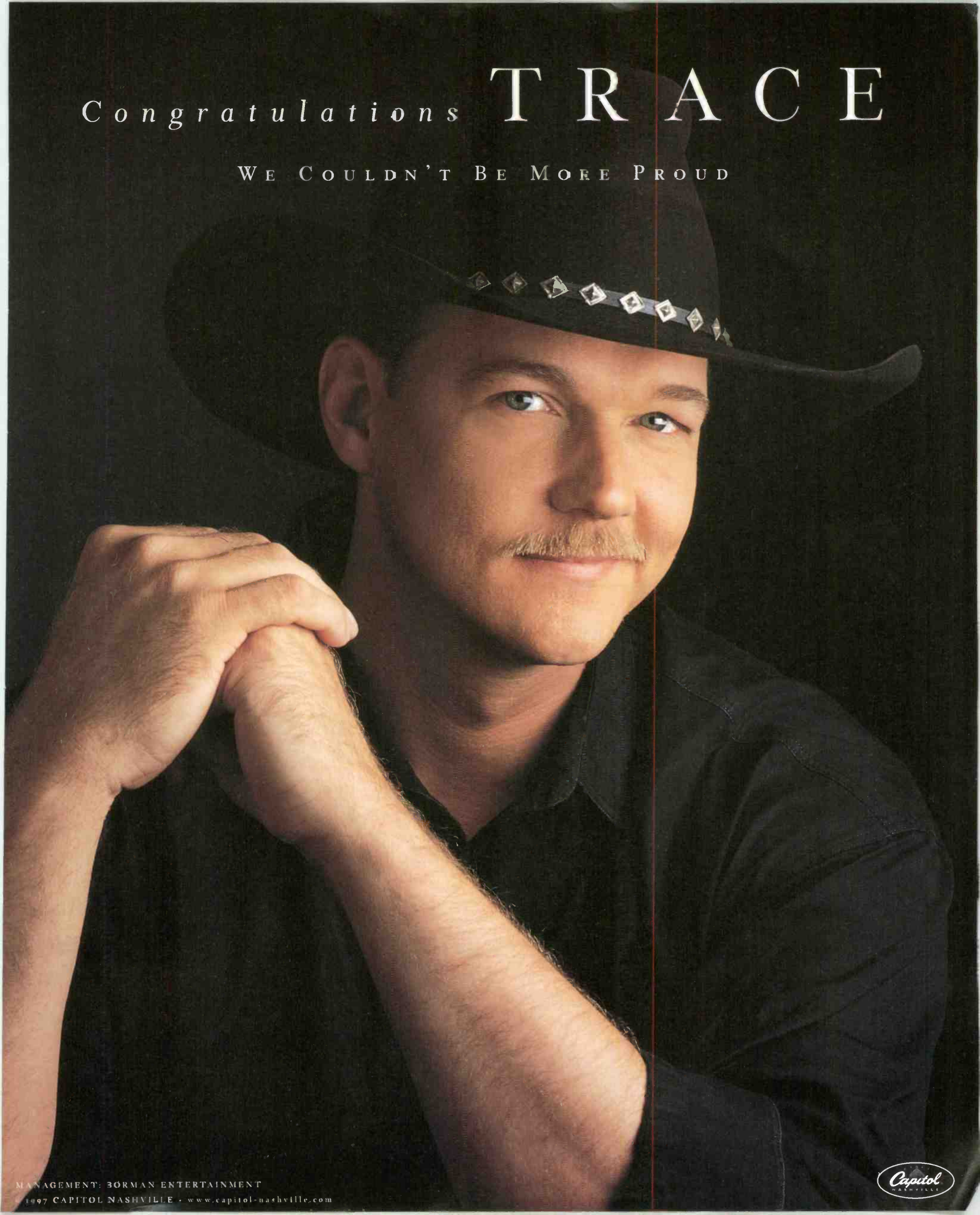






Congratulations **T R A C E**

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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. © 1997 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ NO. 1 ★★★				
1	1	9	ONE NIGHT AT A TIME MCA 3 weeks at No. 1	GEORGE STRAIT	5780	5793	
2	2	12	ON THE VERGE EPIC	COLLIN RAYE	5420	5354	
3	4	11	SAD LOOKIN' MOON RCA	ALABAMA	5092	4886	
4	5	12	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	5074	4826	
5	3	17	ANOTHER YOU CURB	DAVID KERSH	4603	4899	
6	8	16	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	4505	4242	
7	10	11	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	4420	3968	
8	11	11	SITTIN' ON GO ASYLUM	BRYAN WHITE	4229	3893	
9	13	14	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	4108	3821	
10	12	11	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	3939	3821	
11	9	17	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	3867	3990	
12	20	5	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	3773	3338	
13	14	7	A LITTLE MORE LOVE MCA	VINCE GILL	3745	3733	
14	18	8	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	3664	3384	
15	17	11	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3663	3390	
16	19	8	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	3502	3353	
17	6	15	RUMOR HAS IT GIANT	CLAY WALKER	3451	4437	
18	7	21	WHEN I CLOSE MY EYES BNA	KENNY CHESNEY	3225	4373	
19	23	11	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	3041	2744	
20	24	7	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	2768	2559	
21	15	16	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	2737	3680	
22	27	8	LOVED TOO MUCH EPIC	TY HERNDON	2721	2129	
23	21	14	DARK HORSE ATLANTIC	MILA MASON	2675	3038	
24	16	16	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	2625	3403	
25	28	9	LET IT RAIN DECCA	MARK CHESNUTT	2400	1820	
26	26	9	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	2330	2186	
27	22	17	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	2297	3001	
28	31	10	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	2101	1746	
29	25	20	HOW WAS I TO KNOW MCA	REBA MCENTIRE	2058	2358	
30	29	11	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	2039	1790	
31	32	10	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	1792	1625	
32	47	5	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	1756	748	
33	37	4	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	1604	1205	
34	33	8	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	1600	1390	
			★★★ HOT SHOT DEBUT ★★★				
35	NEW		IT'S YOUR LOVE CURB TIM MCGRAW (WITH FAITH HILL)		1540	2	
36	45	3	ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	1241	768	
37	39	13	SAY YES CURB	BURNIN' DAYLIGHT	1106	1109	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
38	30	18	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	1103	1781
39	55	3	I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	1045	451
40	41	8	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	1032	1015
41	48	4	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	1027	713
42	36	11	I NEED YOU MCA	TRISHA YEARWOOD	1006	1225
43	42	14	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	963	905
44	52	3	THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	955	595
45	43	7	TAKE IT FROM ME REPRISE	PAUL BRANDT	915	849
46	40	16	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS. BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT		885	1025
47	49	6	THE SWING EPIC	JAMES BONAMY	810	649
48	50	5	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	714	599
49	56	3	ONE, TWO, I LOVE YOU GIANT	CLAY WALKER	683	438
50	34	14	COLD OUTSIDE MCA	BIG HOUSE	678	1377
51	62	2	COME CRYIN' TO ME BNA	LONESTAR	675	283
52	53	4	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	666	547
53	54	5	FROM WHERE I'M SITTING DECCA	GARY ALLAN	620	521
54	44	17	EVERYTHING I LOVE ARISTA	ALAN JACKSON	588	793
55	63	2	HE LEFT A LOT TO BE DESIRED COLUMBIA	RICOCHE	510	274
56	51	9	THE USED TO BE'S GIANT	DARYLE SINGLETARY	494	596
57	57	3	KING OF THE ROAD (FROM "TRAVELLER") ASYLUM	RANDY TRAVIS	488	421
58	60	6	DO IT AGAIN CURB	JEFF CARSON	448	387
59	58	6	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	427	394
60	59	8	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	303	393
61	46	16	CRY ON THE SHOULDER OF THE ROAD RCA	MARTINA MCBRIDE	267	765
62	68	3	MARY GO ROUND WORD NASHVILLE	SKIP EWING	263	197
63	61	9	USE MINE IMPRINT	JEFF WOOD	262	379
64	NEW		I BROKE IT, I'LL FIX IT CAPITOL NASHVILLE	RIVER ROAD	221	38
65	67	3	A DOOR RCA	AARON TIPPIN	220	200
66	66	4	THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	203	211
67	64	2	HE'D NEVER SEEN JULIE CRY CURB	JO DEE MESSINA	198	254
68	RE-ENTRY		KEEPING YOUR KISSES RISING TIDE	KRIS TYLER	176	132
69	73	16	CHANGE HER MIND STEP ONE	GENE WATSON	165	177
70	NEW		I SMELL SMOKE ALMO SOUNDS	BILLY YATES	163	53
71	72	2	CARRYING YOUR LOVE WITH ME MCA	GEORGE STRAIT	152	183
72	NEW		I KNOW MERCURY NASHVILLE	KIM RICHEY	137	101
73	65	7	FIRE WHEN READY CURB	PERFECT STRANGER	136	221
74	NEW		THAT JUST ABOUT COVERS IT MAGNATONE	RICH MCCREADY	135	30
75	RE-ENTRY		THE HOPECHEST SONG EPIC	STEPHANIE BENTLEY	124	152

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.



Thanks Tim, For An Incredible Performance On The ACM Awards  
And Thanks Radio, For Your Instant Response

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Hot Shot Debut **35**

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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

May 9, 1997 \$ 4.95 Volume 5 • No. 19

## COUNTRY HIGHLIGHTS

★★★ NO. 1 ★★★

#1

**GEORGE STRAIT**

*One Night At A Time (MCA)*

★★★ AIRPOWER ★★★

TIM MCGRAW (WITH FAITH HILL) • *It's Your Love (CURB)*

### GOING FOR AIRPLAY

ALABAMA • *Dancin', Shaggin' On The Boulevard (RCA)*

SHERRIE AUSTIN • *Lucky In Love (ARISTA)*

BIG HOUSE • *You Ain't Lonely Yet (MCA)*

DAVID KERSH • *Day In, Day Out (CURB)*

NEAL MCCOY • *The Shake (ATLANTIC)*

JEFFREY STEELE • *My Greatest Love (CURB)*

TERESA • *Baby That's What Love Does (EPIC)*

GENE WATSON • *No Goodbyes (STEP ONE)*

## Comedy Records Are Poised To Outgrow Morning Novelty Status (Get The Picture?)

by Phyllis Stark

Although comedy singles have charted in the past, most notably Warner Bros.' Jeff Foxworthy releases, they were often treated as novelties that would quickly burn at radio. Bill Engvall's "Here's Your Sign (Get The Picture)" may have changed all that. That record has been on the Country Airplay chart for a surprising 17 weeks,

and PDs say that almost from the beginning they treated it the same way they would a regular hit song.

Further, some PDs report very low or even nonexistent burn scores for the Engvall record even after weeks of heavy airplay. That is partly due to the fact that the label remixed it with new jokes and reshipped the single to radio about nine weeks into the record's chart life.

Engvall, also a Warner Bros. artist, is paired up with labelmate Travis

Tritt on "Here's Your Sign (Get The Picture)," which peaked at No. 29 in March but has been hanging in on the chart ever since. PDs say it is the combination of Engvall's bits and Tritt's music that made this record such a success. Warner Bros. has employed a similar strategy in the past, teaming Foxworthy with Little Texas and Alan Jackson.

In Las Vegas, KFMS/KWNR director of operations Tom Jordan was the first on the Engvall record and started playing it 50 times a week on KWNR (where a heavy normally gets 37 spins) and has played it approximately 500 times to date. Add the

more than 350 spins the record got at KFMS, and you get 850 spins and a sold-out station-sponsored Engvall show at a local casino.

Jordan says he kept the record in heavy for about a month at KWNR. "We literally burnt it, killed it," he says. "Just for grins, after three or

*Continued on page 6*



FOXWORTHY



ENGVALL

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Larry Daniels/KNIX

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## THIS WEEK In Country Airplay Monitor

3 WKXX Chicago Flips To Classic Rock

4 Final Winter Arbitron Results

6 Monitor Profile: WRBT's Brad Chambers

Monitor Classifieds

pg. 8



m c c a n n

Lila McCann is the future.

She's got the voice and the soul  
and the dreams to take this  
music where it needs to go.

**"DOWN CAME A BLACKBIRD"**  
is only the first step...

On your desk now  
Airplay Date: **May 5th**

Produced by **Mark Spiro** Management: **Walker Management**



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## RADIOACTIVE BY PHYLLIS STARK

### Kicks Country Kicks Country, Stecker Out

**W**KXX (Kicks Country) Chicago flipped to classic rock as CD 94.7 at noon May 1 and has applied for the new calls WXCD. PD Ted Stecker and morning hosts Tim Hattrick and Willy D. Loon are out. The rest of the staff, including MD/night jock Dominica, may stay on. Stecker is replaced by Bill Gamble from modern rock WKQX (Q101). WKXX signed on as the market's second country station Dec. 26, 1995, but never achieved significant Arbitron ratings. In the recently released Winter book, WKXX had a 1.2 12-plus share, while rival WUSN (US99) posted a 3.7.

Buzz Brindle is named PD of WGNA-AM-FM and oldies WTRY Albany, N.Y. He was PD of crosstown AC WJYB. Brindle replaces former OM Fred Horton, now at WGKX Memphis. Meanwhile, WGKX morning team Young and Elder exit. No replacement has been named.

Arbitron has canceled the spring ratings report for Grand Forks, N.D., due to the severe flooding in the area. Fall '97 is the next scheduled survey for Grand Forks.

Two promotions at Jacor: Look for San Diego-based Jack Evans to be given the title of director of programming, West, and Cincinnati-based Marc Chase to get the title director of programming, East. Both will report to VP of programming Tom Owens.

WJLM Roanoke, Va., PD Russ Brown segues to crosstown top 40 WXLK (K92) as PD.

WPKR (Packer 99.5) Appleton, Wis., adds a Green Bay simulcast, assuming the frequency of former oldies outlet WKFX, which becomes WPCK (Packer 104.9).

WUUS Augusta, Ga., has been sold, along with sister stations WGUS, WRXR, and WEKL, from Wilks Broadcast Acquisitions to Cumulus Media

L.L.C. for \$15.5 million.

WERK Muncie, Ind., picks up Radio One's Go Country format.

KWNR Las Vegas APD/midday host Mark Stevens segues to duopoly sister KFMS as APD/p.m. driver. Replacing him at KWNR is former KOUL Corpus Christi, Texas, PD/MD Dave Collins. Sherry Singer remains MD at KFMS.

Another Dave Collins, this one p.m. driver at WBTU Fort Wayne, Ind., adds MD duties there.

Former KQNV Reno, Nev., PD Shawn Stevens joins KKAT Salt Lake City as APD/p.m. driver, replacing T.J. Evans in the later capacity. Former APD Jim Mickelson remains MD.

WSSL Greenville, S.C., MD/afternoons Dude Walker exits. APD/middayer Kerry Owen adds MD duties. Paul Koffy joins for afternoons from that shift at WXBM Pensacola, Fla.

KMDL (the Dawg) Lafayette, La., MD/afternoon jock Hollywood Harrison is tapped to host Premiere Radio Networks' "Boot Scootin' Partying Nights" show. He will commute to Los Angeles until the end of the spring ratings book in mid-June, when Stephanie Crist will be upped from assistant MD to MD at KMDL.

Dave Shepel joins KFGE Lincoln, Neb., as MD/morning host May 5. He previously was MD/midday host at KKCS Colorado Springs, Colo.

Mary Evanson joins KMLE Phoenix as promotion director from local advertising agency Results Media. She replaces Amy Klinger, now at crosstown KHTC.

WTDR Charlotte, N.C., night jock Smokin' Joe Upright is out. PD Loyd Ford is looking for a replacement and wants T&Rs ASAP.

WCHY Savannah, Ga., night host J.R. Stewart segues to nights at WPZM Huntsville, Ala. Also, Jen Page (aka Harley Madison), who was recently hired for an undetermined air shift (Country Airplay Monitor, April 11), will do middays.

Longtime Inside Radio editor Tom Taylor joins the Nashville-based M Street Journal publications to head up their editorial efforts.

New York market veteran Ray Rossi, most recently with Shadow Traffic, joins suburban New York trimulcast WRGX (Y107) for P/T.

Sue Falco joins SW Networks as country/AC editor. She previously was national sales rep at Broadcast Data Systems.

WSIX Nashville has added a Saturday afternoon "best of Carl P. Mayfield" feature, which began May 3. P/T jock Bama hosts the program, which features highlights from the station's week-day-afternoon show.

KYCY San Francisco picks up Right-Turn Radio's Sunday morning show, "The American Christian Music Revue."

### Bright To Head New Label SoundStream

Producer Mark Bright is named president of SoundStream, a new imprint label being launched as a joint venture between Curb/Universal and EMI/Nashville.

SoundStream's manufacturing, sales, marketing, promotion, and publicity will be handled by Curb/Universal's existing staff, which is based in Los Angeles and Nashville. Distribution will be handled by Universal Music and Video Distribution Inc. The label's creative staff, including new A&R coordinator Julie Wood, will be based at EMI/Nashville's offices.

The San Francisco-based group Cactus Choir is SoundStream's first signing. A debut single is expected in October with an album slated to follow in January 1998. Bright, who has worked with BlackHawk, Burnin' Daylight, Kippi Brannon, and Jeff Wood, will initially produce all the acts on SoundStream and will continue to handle outside producing projects.

PHYLLIS STARK



## COUNTRY CONFIDENTIAL BY WADE JESSEN

### Highlights From The Country Reissue Front

**A** couple of times a year, I like to highlight a few noteworthy reissue projects for the audiophiles or nostalgia-show hosts in our midst. In no particular order, here's a list of new packages you may want to add to your library or personal collection.

- "Tis Sweet To Be Remembered: The Essential Flatt & Scruggs" (Columbia): Although die-hard fans of this high-profile bluegrass duo are well aware that the definitive collection was issued several years ago by Bear Family, not everyone can afford the two elaborate boxed sets imported from Germany. If you're a more casual fan, the majority of Flatt & Scruggs' career highlights are covered here. Even if you're not a big fan, the TV themes from "The Beverly Hillbillies" and "Petticoat Junction" make it a worthy addition to your library.

- "The Essential Charley Pride" (RCA): RCA could easily issue a second volume in order to more thoroughly document Pride's long, productive career, but this set includes cuts like "A Shoulder To Cry On" and "I'd Rather Love You" that weren't previously available on CD. Pride's intimate introduction to the live recording of Hank Williams' "Kaw-Liga" not only demonstrates his love for the song but adds affectionate authenticity to his take.

- "The Dukes Of Hazzard (Soundtrack)" (Scotti Bros.): Before TNN began airing episodes of this popular '70s sitcom, it probably wouldn't have made much sense to release this. However, there's a couple of gems in this set that had country chart impact and contain some clever narrations. John Schneider's first six chart entries were on Scotti Bros., including "Them Good Ol' Boys Are Bad" and "In The Driver's Seat," and they are included here. This is one of those odd packages that morning-show producers should have in their cache.

- "Sweetheart Of The Rodeo," the Byrds (Columbia): The long-term effects this landmark 1968 release had on country music still reverberate on Music Row today. Although Gram

Parsons, Chris Hillman, Roger McGuinn, and Kevin Kelley received a frosty response at the Grand Ole Opry, their futuristic blend of country, folk, R&B, rock, and Appalachian sounds became the benchmark recording for the eventual cross-pollination between genres. This is an influential recording that should be a welcome addition for country fans and roots-rockers. Eight bonus tracks are included, two of which haven't been previously issued.

- "She Thinks I Still Care: The George Jones Collection" (Razor & Tie): You'll probably never hear any label claim to be issuing a career anthology on George Jones, since his storied career took him to at least seven labels over more than 40 years, but this two-disc set quite thoroughly covers his output for United Artists between 1962 and 1966 and features his duets with Melba Montgomery. In a room full of Jones disciples, you'll never hear a unanimous vote on his best vocals, but many of the faithful think these sides are the cream. It's hard to disagree, considering his original takes on "You Comb Her Hair" and "The Race Is On" during this period. However, when you listen to Jones' 1996 MCA album, "I Lived To Tell It All," you realize that, like discussions of politics and religion, identifying Jones' best work can be exhaustive.

- "The Essential Dolly Parton Vol. 2" (RCA): The RCA Essential Series was originally handled out of New York, and the first volume of Parton's material covered the last phase of her output for Nipper. Once the Nashville division took over the series, the song selection improved dramatically. This set captures Parton's early RCA sides, including her debut solo single, "Just Because I'm A Woman," and her signature songs "Coat Of Many Colors" and "I Will Always Love You." 1976's "All I Can Do" is available for the first time on CD.

*Editor's note: Wade Jessen wrote the liner notes on both the Pride and Parton projects listed above.*

### WPOC Monkeys Around



WPOC Baltimore's morning show recently broadcast live from Universal Studios in Florida where the Academy of Country Music Award nominees for best new group and new male vocalist were taping performances for the show. Pictured, from left, are promotion director Sheila Silverstein, morning host Laurie DeYoung, and newsman Bill Vanko. Universal Studios' Bailey is the orangutan taking care of the signage.

### ON THE ROW

#### Arista Ups Ken Rush; Bedwell Exits Capitol

**K**en Rush is upped from manager to director of regional promotion, Southwest, at Arista.

Capitol Nashville mid-Atlantic regional promotion director Georgia Mock-Bedwell has resigned after 14 years with the label to pursue other opportunities. Reach her at 615-672-7249.

Congratulations to Faith Hill and Tim McGraw, who became the parents of daughter Gracie Katherine May 5. She was born 3½ weeks early and is in good health.

Mary Ann Daniel is promoted from director to senior director of production and creative services at MCA.

Capricorn Records will relocate its Nashville operation to its Atlanta headquarters effective June 2.

Karen DeMarco joins Trifecta Entertainment as manager of public relations. She previously was senior publicist at Myers Media.

Chris LeDoux and Sawyer Brown were among the artists attending the recent grand opening of Toby Keith's new Mexican restaurant, the Hatch Valley Chile Co., in Scottsdale, Ariz.

The American Heart Assn. and Belmont University will hold the second Music Row Walks With Heart May 14. A two-mile walk around Music Row will be followed by acoustic performances from David Kersh, Tracy Lawrence, Ronna Reeves, and Clay Walker. WSIX Nashville morning man Gerry House will host.

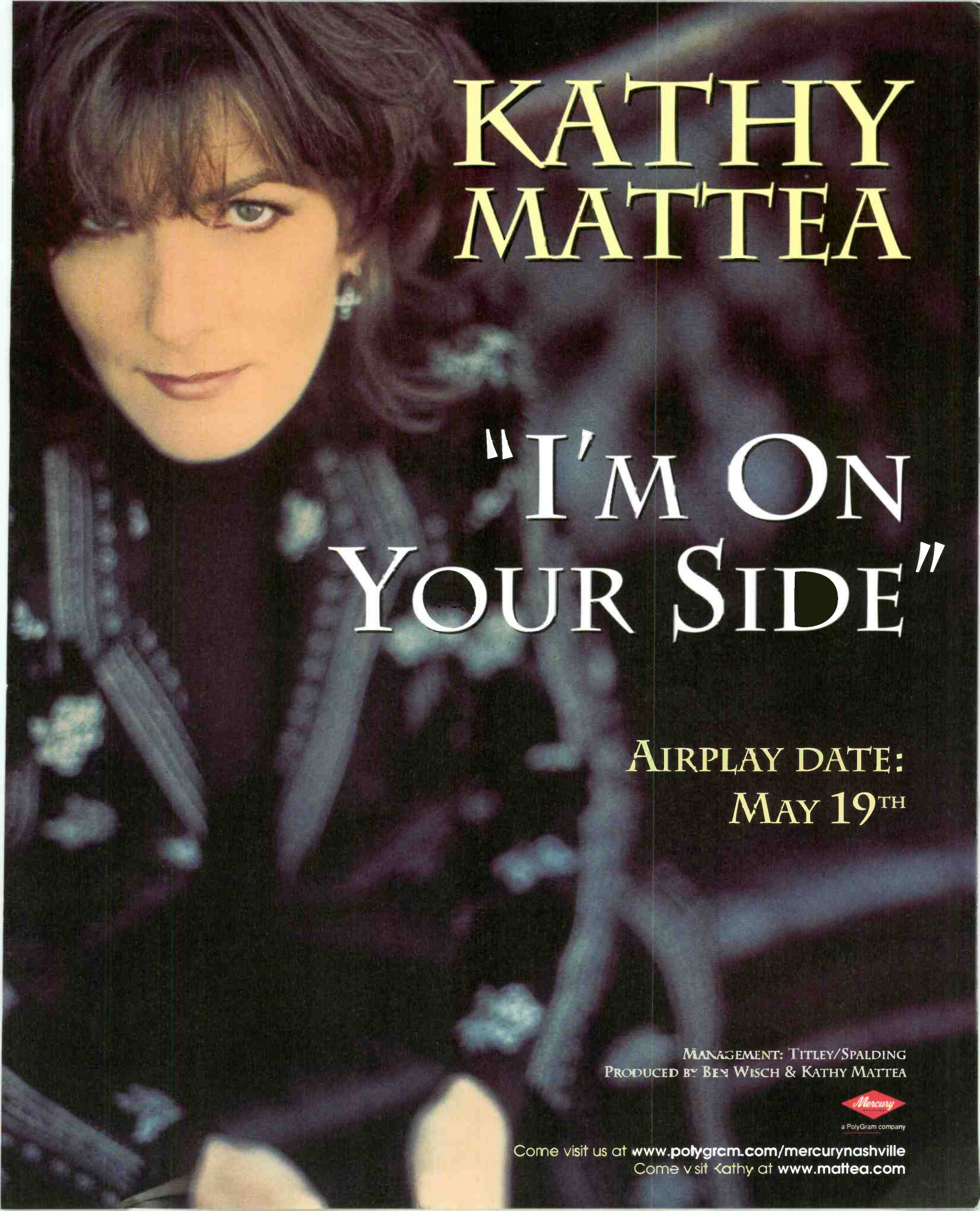
Mary Chapin Carpenter, Deana Carter, and Jim Lauderdale will perform May 25 at Nashville's Riverfront Park.

Lorrie Morgan, Tracy Lawrence, and Mark Chesnut will headline Nashville's annual Summer Lights music festival May 29-June 1. Other performers will include Almo Sounds' Bekka & Billy and Rodney Crowell's new group, the Cicadas.

Neal McCoy, Burnin' Daylight, and 5-year-old Louisiana accordion phenom Hunter Hayes have been added to the lineup for the Fruit of the Loom CountryFest '97 June 14 at the Texas Motor Speedway in Fort Worth. The show will also feature previously announced performers Vince Gill, Hank Williams Jr., Wynonna, Travis Tritt, Randy Travis, the Charlie Daniels Band, Bryan White, LeAnn Rimes, and Jo Dee Messina.

The T.J. Martell Foundation's annual Music City Celebrity Luncheon and Fashion Show fund-raiser has been set for 11 a.m. June 16 in Nashville's Opryland Hotel. "Prime Time Country's" Gary Chapman will host, and participants will include Bryan White, Paul Brandt, Doug Stone, Skip Ewing, Ruby Lovett, and Jeannie Seely.





# KATHY MATTEA

## "I'M ON YOUR SIDE"

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MANAGEMENT: TITLEY/SPALDING  
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## Comedy Records May Be Ready To Outgrow Morning Novelty Status

Continued from page 1

four weeks we threw it into the test, and it came out with almost zero burn. You can't ignore something like that . . . You expect a record of that nature to have a hugely high burn. We tested it three times in a row, and it just didn't [burn, although it] had almost 100% familiarity."

KMLE Phoenix PD Jeff Garrison started playing the record at about 28 spins a week, and it was the No. 1 requested song in one day, the top testing song in four days, remained on top for five weeks, and was top three in sales in two weeks. "Finally, I just had to take it off," says Garrison. "It was bigger than any other comedy record I've played. We've played the record over 500 times. It never showed any burn, continued to test

record; it just has comedy in it," says Garrison. "You have Travis Tritt with a really catchy hook inside the song. What makes it work on the radio is the musical hooks."

"It made me laugh, and most comedy records don't, [plus] it was great music. The Travis Tritt thing really hit," says Meehan. "Just about the time it was getting a little crusty, Warner Bros. came in with a fresh remix on it, and it just kept storming away," he adds.

Jordan says he got complaints from people wanting the original when he began playing the new version and ended up packeting them so the old and new versions would alternate.

WSOC's Johnson says the Engvall record also benefited because it was shipped to radio "at a time when there was a little lull in the action" in terms of available product.

Although he has played the Foxworthy records before, Jordan says the response to those records was "not even close to this." Foxworthy's records, Jordan says, "were always dayparted, but this one was something special."

Foxworthy has charted five singles, including two Christmas songs. Of the non-holiday fare, "Redneck Stomp" peaked at No. 67 in 1994, "Party All Night" with Little Texas peaked at No. 53 in 1995, and "Redneck Games" with Jackson peaked at No. 42 last year. His highest-charting single was "Redneck 12 Days Of Christmas," which went to No. 18 in January 1996. His more recent holiday offering, "Twas The Night After Christmas," peaked at No. 67 this year. Foxworthy's newest single, "Howdy From Maui," which features the music of the Beach Boys and Los Straitjackets, was recently shipped to radio.

### MORE OPEN TO COMEDY?

Engvall's success hasn't necessarily made every programmer more open to playing comedy records outside of morning drive in the future. Foxworthy's "Howdy From Maui" has not yet charted, although a few PDs say they are wary of it only because he is paired this time with the Beach Boys rather than a country act.

Some do think comedy should have a larger place on country radio. "People [listening to] country radio like to be entertained," says Garrison. "We are not a jukebox. This was a funny, compelling record and people loved it."

Johnson agrees with Garrison that the audience just wants to be entertained and says, "I don't know why we don't lean on [comedy] a little more often, because it's a resource," he says. "There was a point where country needed to get away from a 'Hee Haw' [mentality] and had to be taken seriously to make it . . . Right now, I think people accept country music for what it is and will accept country humor for what it is."

Warner Bros. senior VP of promotion Bill Mayne says records that pair comedy and music "went from morning-show novelties to being used in all dayparts. We're finding a broader level of acceptance all the time. Initially, there was no one who thought comedy and music put together was something they could put in regular rotation."

*'If it's hot in mornings,  
it's going to be hot the rest  
of the day, too'*

—Paul Johnson

great, but at some point you have to use your common sense and back it off."

"I treated it like a hit record," says WCMS Norfolk, Va., PD Mike Meehan, who says he immediately began playing the record in medium rotation and has played it more than 300 times to date. "I've had great success with this right off the bat . . . Engvall has definitely been a success story here."

In Charlotte, N.C., WSOC centered a 10-day promotion on the record, asking listeners to put up signs for the morning show. PD Paul Johnson put it in medium rotation right away and had success with the record throughout the day. "Basically, if it's hot on your morning show, it's going to be hot the rest of the day, too," he says. "If something's going to be funny at 6 a.m., it's going to be funny at noon and at night." Johnson did see some burn scores, but not until after about seven weeks of airplay.

### HISTORY SAYS BE CAREFUL

Because of his previous experience with comedy records, Jordan at first started "Here's Your Sign (Get The Picture)" in morning drive and got "overwhelming phone calls, even from people who tell us they never listen to the station." That convinced him to start playing it every hour and a half to two hours and having the jocks pre-sell it to keep listeners tuned in.

"Your history or your past tells you it's going to be a morning-show thing, be careful with it," says Garrison. "The more I played it, the more talk there was about it on the street."

As for why this record was so compelling, programmers say it is the combination of the comedy and music. "Basically it is a musical

## MONITOR PROFILE

### Chambers Has Harrisburg Turning Its Knob To 'Bob' In Winter Book

When PD Brad Chambers signed on WRBT (Bob 94.9) Harrisburg, Pa., in December, some industry observers wondered whether the market would support a third FM country signal. But in the newly released Winter Arbitrons, WRBT debuted with a 4.7 12-plus share and was No. 7 in the market overall. In 25-54 numbers, the station posted a 6 share and a sixth-place showing.

Chambers believes there was a hole for country because, he says, WHYL-FM, licensed to nearby Carlisle, Pa., does not have full market coverage and country market leader WRKZ (Z107) is programmed to be mass-appeal, leaving a niche for a younger-skewed, full-signal station.

"Dame Media took over [then soft AC WYM] from Barnstable in an LMA last November, and they looked at research that suggested there was a big segment of the country life group that felt it wasn't being served," says Chambers. "There were a lot of people, especially younger women, [who] wanted a little narrower focus, maybe a

Dressed Up For Nothing"; Pam Tillis, "It's Lonely Out There"; Trace Adkins, "(This Ain't) No Thinkin' Thing"; Mary Chapin Carpenter, "Let Me Into Your Heart"; Vince Gill, "A Little More Love"; Gary Allan, "Her Man"; Trisha Yearwood, "That's What I Like About You"; and Buffalo Club, "If She Don't Love You."

Chambers, who previously programmed KPLX Dallas, took an 18-month hiatus from radio, most of which was spent as VP of promotion for Imprint Records in Nashville. He's now working for a start-up without reporting status, and while he says he misses the daily contact with Nashville labels, "not having that activity has allowed me the time to spend on the radio station."

There were some surprises in store for him as he got back into radio, most notably how much the business has changed. In his previous experiences, there had been two stations in the same building, one AM and one FM. In Harrisburg, Dame Media owns six stations with one market manager overseeing all of them. "Trying to get his attention is a real challenge," Chambers says.

The other surprise was how quickly studio technology has advanced. "The last time I was on the air, commercials and jingles were on carts and music on CDs. Now, everything is on this dog-gone computer. I'm computer literate, but it was still a challenge for me," says Chambers, who also does afternoons.

Despite the changes, he says, "coming back to radio felt natural, and that told me my heart was still in it." This week marks his 10th anniversary in country radio.

In the past, Chambers' style has earned him a few detractors, particularly among labels that felt he wasn't giving them his full attention and former competitors, who disliked his aggressive tactics. "One of the ways I'd get crossways with label guys is I wouldn't make time for the fourth or fifth call about the same record," he says. "As a record guy, I was sympathetic to the guys who didn't have time to talk to me."

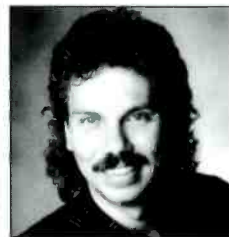
"I'm really driven, and I have a tendency [to] work hard to avoid distractions. Unfortunately, I think sometimes unintentionally, I treated the record business as a distraction," he continues. "There were a couple of times when record execs would come in unannounced or with short notice and expect me to see them when I had other pressing issues with the station. A promotion issue or a morning show issue takes a much higher precedence over a record guy. What it boils down to is the way I handled it. If I saw a distraction, I swatted at it like a fly and wasn't diplomatic about it." Today, Chambers says, "I've gotten better as a manager and consensus-builder."

As for the aggressive, guerrilla tactics he employs on the streets, that's something he's right back to doing, and he believes he has no need to apologize for it. When Garth Brooks came to Harrisburg, WRBT bought and gave away "hundreds of tickets," Chambers says, and broadcast for several days from outside the store where tickets were being sold. Outside the show, WRBT gave away station balloons, which some people brought into the venue.

"My question is, 'How does that make us an asshole?'" says Chambers, responding to a recent Monitor story in which competitor Mitch Mahan of Z107, in a seeming reference to him, announced that there are "still assholes out there" who would try "to undercut whatever we've established."

"Our job is to build ratings for this radio station," says Chambers. "We worked a little harder and ended up being more visible . . . I don't understand how that is undermining . . . I don't know where there is any code about respecting what the other station has built."

PHYLLIS STARK



**Brad Chambers**  
Program Director  
WRBT Harrisburg, Pa.

*'You won't see us  
on a lot of songs  
that don't survive  
the chart process'*

younger approach, and that's what we did. We know we're not going to be the No. 1 choice for a 50-year-old country listener. We're not a 25- to 54-year-old station. We're really 25-44 . . . and our programming target is 25- to 34-year-olds and leaning toward women."

Some of WRBT's early success has come at the expense of both rivals. Z107 was off 10.4-9.0 12-plus (although it rose from the market's No. 3 to No. 2 slot overall) and 12.4-8.7 25-54. WHYL dipped 2.6-2.0 12-plus and 2.6-2.3 25-54.

Chambers says he knew early on that the station was having an effect on record sales in the market when he was playing LeAnn Rimes' "Unchained Melody" before his competitors and retailers were calling, saying, "First of all, who are you guys, and second, what's this 'Unchained Melody?'" Still, he says even he was surprised at how well the station did so quickly. "We did much better than anybody expected. We've already hit our spring goals."

Musically, Chambers says, WRBT is somewhat less broad than Z107 and is "relatively aggressive on new music." But he also admits to being very cautious with the music. "You won't see us on a lot of songs that don't survive the chart process."

Chambers says there is no "arbitrary" cutoff year for gold product, so the library includes some early Alabama, Reba McEntire, and George Strait and even some Earl Thomas Conley and Mel McDaniel. He plays 38 currents and is running the music at about 60% current/recurrent-based. The Jaye Albright-consulted station runs the syndicated "After MidNite With Blair Garner" in overnights.

Here's a recent afternoon hour on WRBT: Patty Loveless, "I Try To Think About Elvis"; John Michael Montgomery, "Friends"; the Judds, "Tum It Loose"; George Strait, "One Night At A Time"; Mindy McCready, "Ten Thousand Angels"; Mark Chesnut, "Let It Rain"; Bryan White, "Sittin' On Go"; Doug Stone, "In A Different Light"; Brooks & Dunn, "Mama Don't Get

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COUNTRY											
WQYK		KFRG		WTQR		WIVK		WUBE		WSIX	
Tampa PD: Beecher Martin MD: Jay Roberts		San Bernardino OM: Ray Massie MD: Don Jefferies		Greensboro PD: Paul Franklin MD: Deano		Knoxville PD: Les Acree MD: Chris Huff		Cincinnati PD: Tim Closson MD: Duke Hamilton		Nashville PD/MD: Dave Kelly	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	George Strait, One Night At A Time	1	Terri Clark, Emotional Girl	1	George Strait, One Night At A Time	1	George Strait, One Night At A Time	1	George Strait, One Night At A Time	1	Alan Jackson, Who's Cheatin' Who
2	Tracy Lawrence, Better Man, Better Off	2	Alabama, Sad Lookin' Moon	2	Tracy Lawrence, Better Man, Better Off	2	Brooks & Dunn, Why Would I Say Goodbye	2	Alan Jackson, Who's Cheatin' Who	2	Tracy Lawrence, Better Man, Better Off
3	Mindy McCready, A Girl's Gotta Do	3	Tracy Byrd, Don't Take Her She's All I G	3	Toby Keith, Me Too	3	John Michael Montgomery, I Miss You A Li	3	Clay Walker, Rumor Has It	3	Sawyer Brown, Six Days On The Road
4	Lorrie Morgan, Good As I Was To You	4	Clay Walker, Rumor Has It	4	Kenny Chesney, When I Close My Eyes	4	Tracy Lawrence, Better Man, Better Off	4	Lorrie Morgan, Good As I Was To You	4	Tracy Lawrence, Better Man, Better Off
5	Collin Raye, On The Verge	5	George Strait, One Night At A Time	5	Lorrie Morgan, Good As I Was To You	5	Mark Willis, Places I've Never Been	5	Alabama, Sad Lookin' Moon	5	Kevin Sharp, She's Sure Taking It Well
6	Alabama, Sad Lookin' Moon	6	Trace Adkins, (This Ain't) No Thinkin' T	6	Clay Walker, Rumor Has It	6	Lorrie Morgan, Good As I Was To You	6	Bryan White, Sittin' On Go	6	Alabama, Sad Lookin' Moon
7	John Michael Montgomery, I Miss You A Li	7	Bill Engvall, Here's Your Sign	7	Trace Adkins, (This Ain't) No Thinkin' T	7	Alan Jackson, Who's Cheatin' Who	7	Tracy Byrd, Don't Take Her She's All I G	7	Collin Raye, On The Verge
8	Kevin Sharp, She's Sure Taking It Well	8	Diamond Rio, Holdin'	8	David Kersh, Another You	8	Tim McGraw & Faith Hill, It's Your Love	8	Kenny Chesney, When I Close My Eyes	8	Lorrie Morgan, Good As I Was To You
9	Tim McGraw & Faith Hill, It's Your Love	9	Kenny Chesney, When I Close My Eyes	9	John Michael Montgomery, I Miss You A Li	9	Pam Tillis, All The Good Ones Are Gone	9	Tim McGraw & Faith Hill, It's Your Love	9	John Michael Montgomery, I Miss You A Li
10	David Kersh, Another You	10	Tracy Lawrence, Better Man, Better Off	10	Tracy Lawrence, Better Man, Better Off	10	Tracy Lawrence, Better Man, Better Off	10	Tracy Lawrence, Better Man, Better Off	10	Tim McGraw & Faith Hill, It's Your Love
11	Bill Engvall, Here's Your Sign	11	Buffalo Club, If She Don't Love You	11	Kippi Brannon, Daddy's Little Girl	11	LeAnn Rimes, The Light In Your Eyes	11	Tanya Tucker, Little Things	11	Tanya Tucker, Little Things
12	Alan Jackson, Who's Cheatin' Who	12	Bryan White, Sittin' On Go	12	Collin Raye, On The Verge	12	Vince Gill, A Little More Love	12	Vince Gill, A Little More Love	12	Travis Tritt, She's Going Home With Me
13	LeAnn Rimes, The Light In Your Eyes	13	LeAnn Rimes, The Light In Your Eyes	13	LeAnn Rimes, The Light In Your Eyes	13	Deana Carter, Count Me In	13	Collin Raye, On The Verge	13	Vince Gill, A Little More Love
14	Sawyer Brown, Six Days On The Road	14	Collin Raye, On The Verge	14	Alabama, Sad Lookin' Moon	14	LeAnn Rimes, The Light In Your Eyes	14	LeAnn Rimes, The Light In Your Eyes	14	Bryan White, Sittin' On Go
15	Bryan White, Sittin' On Go	15	Mark Willis, Places I've Never Been	15	Mark Willis, Places I've Never Been	15	Kevin Sharp, She's Sure Taking It Well	15	Kevin Sharp, She's Sure Taking It Well	15	Deana Carter, Count Me In
16	Joe Diffie, This Is Your Brain	16	Kippi Brannon, Daddy's Little Girl	16	Kippi Brannon, Daddy's Little Girl	16	Alan Jackson, Who's Cheatin' Who	16	David Kersh, Another You	16	LeAnn Rimes, The Light In Your Eyes
17	LeAnn Rimes, The Light In Your Eyes	17	Alan Jackson, Who's Cheatin' Who	17	Alan Jackson, Who's Cheatin' Who	17	Alan Jackson, Who's Cheatin' Who	17	Mark Chesnut, Let It Rain	17	Mark Chesnut, Let It Rain
18	Vince Gill, A Little More Love	18	Kevin Sharp, She's Sure Taking It Well	18	Kevin Sharp, She's Sure Taking It Well	18	Clay Walker, One, Two, I Love You	18	Sawyer Brown, Six Days On The Road	18	Brooks & Dunn, Why Would I Say Goodbye
19	Mark Chesnut, Let It Rain	19	Brooks & Dunn, Why Would I Say Goodbye	19	Brooks & Dunn, Why Would I Say Goodbye	19	Brooks & Dunn, Why Would I Say Goodbye	19	Bryan White, Sittin' On Go	19	Joe Diffie, This Is Your Brain
20	Brooks & Dunn, Why Would I Say Goodbye	20	Mindy McCready, A Girl's Gotta Do	20	Travis Tritt, She's Going Home With Me	20	Sammy Kershaw, Fit To Be Tied Down	20	Trace Adkins, (This Ain't) No Thinkin' T	20	Reba McEntire, I'd Rather Ride Around Wi
21	Mark Willis, Places I've Never Been	21	Vince Gill, A Little More Love	21	Bryan White, Sittin' On Go	21	LeAnn Rimes, The Light In Your Eyes	21	John Michael Montgomery, I Miss You A Li	21	John Michael Montgomery, I Miss You A Li
22	Deana Carter, Count Me In	22	Mindy McCready, A Girl's Gotta Do	22	LeAnn Rimes, The Light In Your Eyes	22	Trace Adkins, (This Ain't) No Thinkin' T	22	John Michael Montgomery, I Miss You A Li	22	John Michael Montgomery, I Miss You A Li
23	Clay Walker, Rumor Has It	23	Ty Herndon, Loved Too Much	23	Brooks & Dunn, Why Would I Say Goodbye	23	Brooks & Dunn, Why Would I Say Goodbye	23	Reba McEntire, How Was I To Know	23	Tanya Tucker, Little Things
24	Travis Tritt, She's Going Home With Me	24	Tanya Tucker, Little Things	24	Sawyer Brown, Six Days On The Road	24	Sawyer Brown, Six Days On The Road	24	LeAnn Rimes, The Light In Your Eyes	24	Sons Of The Desert, Whatever Comes First
25	Buffalo Club, If She Don't Love You	25	LeAnn Rimes, The Light In Your Eyes	25	Ty Herndon, Loved Too Much	25	Ty Herndon, Loved Too Much	25	Darley Singletary, Amen Kind Of Love	25	Darley Singletary, Amen Kind Of Love
26	Rick Trevino, I Only Get This Way With Y	26	LeAnn Rimes, The Light In Your Eyes	26	Deana Carter, Count Me In	26	Deana Carter, Count Me In	26	Mark Chesnut, Let It Rain	26	Lee Ann Womack, Never Again, Again
27	Tracy Byrd, Don't Take Her She's All I G	27	Deana Carter, Strawberry Wine	27	Deana Carter, Strawberry Wine	27	Deana Carter, Strawberry Wine	27	Terri Clark, Poor Pitiful Me	27	Ty Herndon, Loved Too Much
28	Kenny Chesney, When I Close My Eyes	28	Rick Trevino, Running Out Of Reasons To	28	Rick Trevino, Running Out Of Reasons To	28	Rick Trevino, Running Out Of Reasons To	28	Deana Carter, Strawberry Wine	28	Deana Carter, Strawberry Wine
29	Reba McEntire, How Was I To Know	29	Ty England, Inevitable You	29	Ty England, Inevitable You	29	Ty England, Inevitable You	29	Deana Carter, Strawberry Wine	29	Deana Carter, Strawberry Wine
30	Trace Adkins, (This Ain't) No Thinkin' T	30	Jeff Carson, Not On Your Love	30	Brooks & Dunn, My Maria	30	Brooks & Dunn, My Maria	30	Reba McEntire, I'd Rather Ride Around Wi	30	Reba McEntire, I'd Rather Ride Around Wi

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TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	
1 Sawyer Brown, Six Days On The Road	37	1 Tracy Lawrence, Better Man, Better Off	37	1 Clay Walker, Rumor Has It	38	1 Tracy Lawrence, Better Man, Better Off	38	1 Alabama, Sad Lookin' Moon	38	1 Burnin' Daylight, Say Yes	38	35
2 Bryan White, Sittin' On Go	37	2 David Kersh, Another You	36	2 John Michael Montgomery, I Miss You A Li	37	2 Kevin Sharp, She's Sure Taking It Well	38	2 Tracy Lawrence, Better Man, Better Off	35	2 Collin Raye, On The Verge	37	34
3 George Strait, One Night At A Time	36	3 Collin Raye, On The Verge	36	3 Collin Raye, On The Verge	36	3 Lorrie Morgan, Good As I Was To You	37	3 Bryan White, Sittin' On Go	35	3 Tim McGraw, I Didn't Ask And She Didn't	33	33
4 Tracy Lawrence, Better Man, Better Off	36	4 Alan Jackson, Who's Cheatin' Who	34	4 Kenny Chesney, When I Close My Eyes	36	4 Alabama, Sad Lookin' Moon	36	4 George Strait, One Night At A Time	35	4 Kevin Sharp, She's Sure Taking It Well	32	32
5 John Michael Montgomery, I Miss You A Li	35	5 Mindy McCready, A Girl's Gotta Do	34	5 George Strait, One Night At A Time	36	5 George Strait, One Night At A Time	35	5 Kevin Sharp, She's Sure Taking It Well	34	5 Vince Gill, A Little More Love	31	30
6 Alan Jackson, Who's Cheatin' Who	35	6 Alan Jackson, Sad Lookin' Moon	33	6 Tracy Lawrence, Better Man, Better Off	35	6 Vince Gill, A Little More Love	35	6 Collin Raye, On The Verge	31	6 Brooks & Dunn, Why Would I Say Goodbye	31	29
7 Collin Raye, On The Verge	35	7 Lorrie Morgan, Good As I Was To You	32	7 David Kersh, Another You	33	7 Collin Raye, On The Verge	34	7 John Michael Montgomery, I Miss You A Li	31	7 Bryan White, Sittin' On Go	31	28
8 Alabama, Sad Lookin' Moon	33	8 Tracy Byrd, Don't Take Her She's All I G	28	8 Trace Adkins, (This Ain't) No Thinkin' T	33	8 Lorrie Morgan, Good As I Was To You	31	8 Mindy McCready, A Girl's Gotta Do	29	8 Alan Jackson, Who's Cheatin' Who	30	27
9 Tim McGraw & Faith Hill, It's Your Love	31	9 Kenny Chesney, When I Close My Eyes	27	9 Tracy Byrd, Don't Take Her She's All I G	28	9 LeAnn Rimes, The Light In Your Eyes	30	9 Mindy McCready, A Girl's Gotta Do	29	9 Sawyer Brown, Six Days On The Road	30	26
10 Kenny Chesney, When I Close My Eyes	30	10 Alabama, Sad Lookin' Moon	27	10 Lorrie Morgan, Good As I Was To You	27	10 Joe Diffie, This Is Your Brain	26	10 David Kersh, Another You	28	10 George Strait, One Night At A Time	30	25
11 Vince Gill, A Little More Love	28	11 LeAnn Rimes, The Light In Your Eyes	26	11 Deana Carter, Count Me In	25	11 Deana Carter, Count Me In	25	11 Vince Gill, A Little More Love	28	11 Lorrie Morgan, Good As I Was To You	29	25
12 Patty Loveless, The Trouble With The Tru	27	12 John Michael Montgomery, I Miss You A Li	24	12 Deana Carter, Count Me In	25	12 Sons Of The Desert, Whatever Comes First	24	12 Sawyer Brown, Six Days On The Road	27	12 Mindy McCready, A Girl's Gotta Do	29	24
13 Reba McEntire, I'd Rather Ride Around Wi	25	13 Kevin Sharp, She's Sure Taking It Well	24	13 Mindy McCready, A Girl's Gotta Do	24	13 Ty Herndon, Loved Too Much	24	13 Lee Ann Womack, Never Again, Again	27	13 Sawyer Brown, Six Days On The Road	29	23
14 Tanya Tucker, Little Things	25	14 Bryan White, Sittin' On Go	23	14 Reba McEntire, How Was I To Know	18	14 Alan Jackson, Who's Cheatin' Who	24	14 Brooks & Dunn, Why Would I Say Goodbye	26	14 Paul Brandt, Take It From Me	28	27
15 Lorrie Morgan, Good As I Was To You	24	15 Sawyer Brown, Six Days On The Road	23	15 Sawyer Brown, Six Days On The Road	18	15 Tim McGraw & Faith Hill, It's Your Love	23	15 LeAnn Rimes, The Light In Your Eyes	25	15 Alabama, Sad Lookin' Moon	28	29
16 Burnin' Daylight, Say Yes	24	16 Brooks & Dunn, Why Would I Say Goodbye	22	16 Lee Ann Womack, Never Again, Again	18	16 Rick Trevino, I Only Get This Way With Y	22	16 Ty Herndon, Loved Too Much	25	16 Big House, Cold Outside	28	30
17 Brooks & Dunn, Why Would I Say Goodbye	23	17 Vince Gill, A Little More Love	22	17 Toby Keith, Me Too	18	17 Tanya Tucker, Little Things	22	17 Mark Chesnut, Let It Rain	25	17 Travis Tritt, She's Going Home With Me	28	24
18 LeAnn Rimes, The Light In Your Eyes	23	18 Ty Herndon, Loved Too Much	22	18 Alan Jackson, Who's Cheatin' Who	18	18 Alan Jackson, Who's Cheatin' Who	22	18 Alan Jackson, Who's Cheatin' Who	25	18 Tracy Lawrence, Better Man, Better Off	27	24
19 Clay Walker, Rumor Has It	23	19 Clay Walker, Rumor Has It	22	19 Deana Carter, Count Me In	17	19 Kenny Chesney, When I Close My Eyes	21	19 Travis Tritt, She's Going Home With Me	25	19 Tanya Tucker, Little Things	27	29
20 Trisha Yearwood, Believe Me Baby	23	20 Mark Chesnut, Let It Rain	21	20 Mark Chesnut, Let It Rain	21	20 Pam Tillis, All The Good Ones Are Gone	20	20 Deana Carter, Count Me In	24	20 Deana Carter, Count Me In	27	30
21 Joe Diffie, This Is Your Brain	22	21 Trace Adkins, (This Ain't) No Thinkin' T	20	21 Sawyer Brown, Six Days On The Road	17	21 Sawyer Brown, Six Days On The Road	20	21 Kathy Mattea, 455 Rocket	24	21 LeAnn Rimes, The Light In Your Eyes	27	24
22 Bill Engvall, Here's Your Sign	22	22 Tracy Byrd, Don't Take Her She's All I G	20	22 Brooks & Dunn, Why Would I Say Goodbye	16	22 Brooks & Dunn, Why Would I Say Goodbye	20	22 Sons Of The Desert, Whatever Comes First	23	22 LeAnn Rimes, The Light In Your Eyes	26	26
23 Kevin Sharp, She's Sure Taking It Well	22	23 John Berry, She's Taken A Shine	20	23 LeAnn Rimes, The Light In Your Eyes	16	23 Mark Willis, Places I've Never Been	19	23 Joe Diffie, This Is Your Brain	23	23 Mark Willis, Places I've Never Been	26	25
24 Tracy Byrd, Big Love	21	24 Suzy Bogguss, She Said, He Heard	19	24 Rick Trevino, Running Out Of Reasons To	15	24 David Kersh, Another You	18	24 Tim McGraw & Faith Hill, It's Your Love	22	24 James Bonamy, The Swing	26	24
25 Mark Chesnut, It's A Little Too Late	21	25 Toby Keith, Me Too	18	25 Pam Tillis, All The Good Ones Are Gone	15	25 James Bonamy, The Swing	18	25 Reba McEntire, I'd Rather Ride Around Wi	22	25 Deana Carter, Count Me In	26	29
26 Deana Carter, Count Me In	21	26 Skip Ewing, I Only Get This Way With Y	18	26 Skip Ewing, I Only Get This Way With Y	15	26 Tanya Tucker, Little Things	15	26 Tanya Tucker, Little Things	22	26 Sons Of The Desert, Whatever Comes First	26	29
27 John Berry, She's Taken A Shine	20	27 Tim McGraw & Faith Hill, It's Your Love	18	27 Patty Loveless, She Drew A Broken Heart	15	27 Reba McEntire, I'd Rather Ride Around Wi	12	27 Gary Allan, From Where I'm Sitting	19	27 John Michael Montgomery, I Miss You A Li	25	27
28 Reba McEntire, How Was I To Know	19	28 Rick Trevino, Running Out Of Reasons To	17	28 Mark Chesnut, It's A Little Too Late	14	28 Tracy Byrd, Don't Take Her She's All I G	16	28 Mark Willis, Places I've Never Been	18	28 Joe Diffie, This Is Your Brain	24	27
29 Trace Adkins, (This Ain't) No Thinkin' T	19	29 Deana Carter, Count Me In	16	29 Kenny Sharp, She's Sure Taking It Well	14	29 Tracy Lawrence, It's That A Tear	16	29 John Berry, I Will, If You Will	19	29 Patty Loveless, The Trouble With The Tru	24	21
30 George Strait, Blue Clear Sky	18	30 Reba McEntire, I'd Rather Ride Around Wi	17	30 Bryan White, Sittin' On Go	14	30 Ty Herndon, Living In A Moment	16	30 Trace Adkins, I Don't Something Turned On	17	30 Sammy Kershaw, Ft To Be Tied Down	23	24

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

Grid of 48 country music playlists for various stations including WRKZ, WKKO, KNCI, WQIK, WGRL, WBEE, WCMS, WGH, KTST, WRNS, WKIX, WCOS, WYRK, KSOP, WKHK, KIIM, WDRM, KKAT, WQMX, WHSL, WIRK, WQXK, WGGY, and KTTS.

# SONG ACTIVITY REPORTS

For Week Ending May 4, 1997



Detailed song tracking information for the last 5 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

TRACE ADKINS 1619/574 <i>I Left Something Turned On At Home (Capitol Nashville)</i>										ALABAMA 5443/351 <i>Sad Lookin' Moon (RCA)</i>										JOHN BERRY 1283/256 <i>I Will, If You Will (Capitol Nashville)</i>										PAUL BRANDT 1057/142 <i>Take It From Me (Reprise)</i>										BROOKS & DUNN 3686/184 <i>Why Would I Say Goodbye (Arista)</i>																									
Total Stations: 146					Chart Move: 39-34					Total Stations: 160					Chart Move: 3-2					Total Stations: 104					Chart Move: 45-39					Total Stations: 159					Chart Move: 16-14																														
City	Stn	W	L	W	L	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L																										
L.A.	KINF	13	9	22	1	Jacksonv.	WOIK	5	6	3	1	Jacksonv.	WOIK	5	6	3	1	L.A.	KINF	15	13	8	39	Austin	KASE	15	16	23	30	L.A.	KINF	15	13	8	39	Austin	KASE	15	16	23	30	L.A.	KINF	13	13	8	34	Austin	KASE	6	5	3	29	L.A.	KINF	25	25	26	169	Austin	KASE	25	25	26	169

DEANA CARTER 3051/283 <i>Count Me In (Capitol Nashville)</i>										MARK CHESNUTT 2664/264 <i>Let It Rain (Decca)</i>										JOE DIFFIE 2286/185 <i>This Is Your Brain (Epic)</i>										VINCE GILL 4144/399 <i>A Little More Love (MCA)</i>										TAMMY GRAHAM 1128/96 <i>A Dozen Red Roses (Career)</i>														
Total Stations: 159					Chart Move: 20-18					Total Stations: 158					Chart Move: 25-22					Total Stations: 158					Chart Move: 28-27					Total Stations: 159					Chart Move: 10-10																			
City	Stn	W	L	W	L	City	Stn	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L	City	Stn	W	L	W	L															
L.A.	KINF	22	22	17	109	Austin	KASE	24	23	129	L.A.	KINF	22	21	13	243	Austin	KASE	19	20	164	L.A.	KINF	11	15	14	114	Austin	KASE	4	1	26	L.A.	KINF	28	28	23	148	Austin	KASE	26	22	24	L.A.	KINF	8	13	7	76	Austin	KASE	5	3	1

# AIRPLAY **Monitor** SONG ACTIVITY REPORTS For Week Ending May 4, 1997

**BM**  
Broadcast Data Systems  
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 plays. Markets listed in order of population.

## COUNTRY

### TY HERNDON **2990/269** *Loved Too Much (Epic)* Total Stations: 157 Chart Move: 22-19

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### ALAN JACKSON **4110/337** *Who's Cheatin' Who (Arista)* Total Stations: 158 Chart Move: 12-11

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### TRACY LAWRENCE **5336/262** *Better Man, Better Off (Atlantic)* Total Stations: 160 Chart Move: 4-4

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### PATTY LOVELL **1339/384** *The Trouble With The Truth (Epic)* Total Stations: 106 Chart Move: 44-35

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### MINDY MCCREARY **4301/362** *A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)* Total Stations: 160 Chart Move: 10-9

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### REBA MCKENZIE **2792/1036** *I'd Rather Ride Around With You (MCA)* Total Stations: 157 Chart Move: 32-20

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### TIM MCGRAW (WITH FAITH HILL) **3372/1832** *It's Your Love (Curb)* Total Stations: 157 Chart Move: 35-15

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### JOHN MICHAEL MONTGOMERY **4681/261** *I Miss You A Little (Atlantic)* Total Stations: 160 Chart Move: 7-6

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### LORRIE MORGAN **4831/326** *Good As I Was To You (BNA)* Total Stations: 160 Chart Move: 6-5

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8

### LEANN RIMES **3907/243** *The Light In Your Eyes (Curb)* Total Stations: 159 Chart Move: 14-12

Market	Station	IP	Week 1	Week 2	Week 3	Week 4
L.A.	CMT	Jacksonv.	1	1	1	1
	TNN	-	2	2	2	2
	KNF	-	3	3	3	3
	KZLA	-	4	4	4	4
Chicago	WKKX	-	5	5	5	5
	WJZZ	-	6	6	6	6
	WKHN	-	7	7	7	7
	WWSN	-	8	8	8	8



# Monitor AIRPLAY SONG ACTION REPORTS

For Week Ending May 4, 1997



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

SAWYER BROWN 3898/235												KEVIN SHARP 4349/241												SONS OF THE DESERT 1950/158												PAM TILLIS 1768/527												RICK TREVINO 2011/411											
Six Days On The Road (Curb)						She's Sure Taking It Well (143/Asylum)						Whatever Comes First (Epic)						All The Good Ones Are Gone (Arista)						I Only Get This Way With You (Columbia)																																			
Total Stations: 159						Total Stations: 158						Total Stations: 155						Total Stations: 152						Total Stations: 152																																			
Chart Move: 15-13						Chart Move: 9-8						Chart Move: 31-31						Chart Move: 36-33						Chart Move: 34-29																																			
City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP																									
L.A.	CMT	28	7	3	27	15	L.A.	CMT	28	7	3	27	15	L.A.	CMT	28	7	3	27	15	L.A.	CMT	28	7	3	27	15	L.A.	CMT	28	7	3	27	15																									

TRAVIS TRITT 1979/375												TANYA TUCKER 3158/221												BRYAN WHITE 4609/380												MARK WILLS 2422/383												LEE ANN WOMACK 2475/145											
She's Going Home With Me (Warner Bros.)						Little Things (Capitol Nashville)						Sittin' On Go (Asylum)						Places I've Never Been (Mercury Nashville)						Never Again, Again (Decca)																																			
Total Stations: 150						Total Stations: 158						Total Stations: 160						Total Stations: 154						Total Stations: 155																																			
Chart Move: 33-30						Chart Move: 19-17						Chart Move: 8-7						Chart Move: 30-26						Chart Move: 26-24																																			
City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP	City	Station	PL	W	L	WZ	TP																									
L.A.	CMT	23	7	3	27	15	L.A.	CMT	23	7	3	27	15	L.A.	CMT	23	7	3	27	15	L.A.	CMT	23	7	3	27	15	L.A.	CMT	23	7	3	27	15																									



**BIG HOUSE**

# "You Ain't Lonely Yet"

THE NEW SINGLE GOING FOR AIRPLAY MAY 12



"The whole room vibrates when they play." - Robert K. Oermann

"Don't rent this Big House, buy it. It's the best new construction to appear on the Music Row market so far this year." - Tom Roland, The Tennessean

"... simmering, smoldering blues and R&B-tinged arrangements that build in intensity." - Bob Allen, Replay

"...Big House, a Bakersfield California sextet, has a debut CD so full-speed-ahead that other contenders could be left eating their dust." - Randy West, People

"As Nashville's critics complain that the same producers make the same records ad infinitum, here comes Big House." - Alanna Nash, Entertainment Weekly

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NASHVILLE

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**BIG HOUSE IS THE TOP SELLING NEW BAND ON THE SOUNDSCAN COUNTRY CHART.**

Compiled from a national sample of airplay supplied by Broadcast Data Systems' RadioTrack 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. © 1997 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
			<b>★ ★ ★ No. 1 ★ ★ ★</b>			
1	1	10	<b>ONE NIGHT AT A TIME</b> MCA 4 weeks at No. 1	GEORGE STRAIT	5762	5780
(2)	3	12	SAD LOOKIN' MOON RCA	ALABAMA	5443	5092
(3)	4	13	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	5336	5074
4	2	13	ON THE VERGE EPIC	COLLIN RAYE	5325	5420
(5)	6	17	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	4831	4505
(6)	7	12	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	4681	4420
(7)	8	12	SITTIN' ON GO ASYLUM	BRYAN WHITE	4609	4229
(8)	9	15	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	4349	4108
(9)	10	12	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	4301	3939
(10)	13	8	A LITTLE MORE LOVE MCA	VINCE GILL	4144	3745
(11)	12	6	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	4110	3773
(12)	14	9	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	3907	3664
(13)	15	12	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3898	3663
(14)	16	9	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	3686	3502
(15)	35	2	<b>IT'S YOUR LOVE</b> CURB <b>★ ★ ★ AIRPOWER ★ ★ ★</b>	TIM MCGRAW (WITH FAITH HILL)	3372	1540
16	5	18	ANOTHER YOU CURB	DAVID KERSH	3259	4603
(17)	19	12	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	3158	3041
(18)	20	8	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	3051	2768
(19)	22	9	LOVED TOO MUCH EPIC	TY HERNDON	2990	2721
(20)	32	6	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	2792	1756
21	17	16	RUMOR HAS IT GIANT	CLAY WALKER	2765	3451
(22)	25	10	LET IT RAIN DECCA	MARK CHESNUTT	2664	2400
23	11	18	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	2628	3867
(24)	26	10	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	2475	2330
25	24	17	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	2448	2625
(26)	30	12	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	2422	2039
(27)	28	11	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	2286	2101
28	21	17	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	2238	2737
(29)	34	9	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	2011	1600
(30)	33	5	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	1979	1604
(31)	31	11	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	1950	1792
32	23	15	DARK HORSE ATLANTIC	MILA MASON	1819	2675
(33)	36	4	ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	1768	1241
(34)	39	4	I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	1619	1045
(35)	44	4	THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	1339	955
(36)	41	5	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	1283	1027
37	27	18	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	1214	2297

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
(38)	40	9	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	1128	1032
(39)	45	8	TAKE IT FROM ME REPRISE	PAUL BRANDT	1057	915
(40)	49	4	ONE, TWO, I LOVE YOU GIANT	CLAY WALKER	1028	683
(41)	51	3	COME CRYIN' TO ME BNA	LONESTAR	975	675
42	37	14	SAY YES CURB	BURNIN' DAYLIGHT	946	1106
43	38	19	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	890	1103
(44)	47	7	THE SWING EPIC	JAMES BONAMY	878	810
(45)	48	6	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	859	714
46	46	17	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS. BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT		809	885
47	43	15	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	764	963
(48)	52	5	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	751	666
(49)	53	6	FROM WHERE I'M SITTING DECCA	GARY ALLAN	690	620
(50)	55	3	HE LEFT A LOT TO BE DESIRED COLUMBIA	RICOCHE	600	510
(51)	57	4	KING OF THE ROAD (FROM "TRAVELLER") ASYLUM	RANDY TRAVIS	589	488
(52)	59	7	SOMEWHERE IN LOVE MERCURY NASHVILLE JOHN & AUDREY WIGGINS		501	427
53	54	18	EVERYTHING I LOVE ARISTA	ALAN JACKSON	485	588
(54)	<b>NEW</b>		<b>★ ★ ★ HOT SHOT DEBUT ★ ★ ★</b> DON'T LOVE MAKE A DIAMOND SHINE MCA	TRACY BYRD	473	98
55	58	7	DO IT AGAIN CURB	JEFF CARSON	437	448
56	50	15	COLD OUTSIDE MCA	BIG HOUSE	427	678
(57)	64	2	I BROKE IT, I'LL FIX IT CAPITOL NASHVILLE	RIVER ROAD	343	221
58	42	12	I NEED YOU MCA	TRISHA YEARWOOD	325	1006
(59)	62	4	MARY GO ROUND WORD NASHVILLE	SKIP EWING	289	263
(60)	<b>NEW</b>		DRINK, SWEAR, STEAL & LIE REPRISE	MICHAEL PETERSON	283	90
61	56	10	THE USED TO BE'S GIANT	DARYLE SINGLETARY	221	494
(62)	71	3	CARRYING YOUR LOVE WITH ME MCA	GEORGE STRAIT	213	152
(63)	<b>NEW</b>		JUST THE SAME MERCURY NASHVILLE	TERRI CLARK	207	30
64	66	5	THE BETTER TO DREAM OF YOU COLUMBIA MARY CHAPIN CARPENTER		197	203
65	67	3	HE'D NEVER SEEN JULIE CRY CURB	JO DEE MESSINA	195	198
(66)	<b>NEW</b>		MOVIN' OUT TO THE COUNTRY COLUMBIA	DERYL DODD	148	14
67	69	17	CHANGE HER MIND STEP ONE	GENE WATSON	147	165
68	60	9	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	143	303
(69)	<b>NEW</b>		YOUR MAMA WON'T LET ME WARNER BROS.	LITTLE TEXAS	141	36
70	65	4	A DOOR RCA	AARON TIPPIN	133	220
71	68	5	KEEPING YOUR KISSES RISING TIDE	KRIS TYLER	129	176
(72)	<b>NEW</b>		DOWN CAME A BLACKBIRD ASYLUM	LILA MCCANN	123	12
73	72	2	I KNOW MERCURY NASHVILLE	KIM RICHEY	123	137
74	70	2	I SMELL SMOKE ALMO SOUNDS	BILLY YATES	117	163
75	63	10	USE MINE IMPRINT	JEFF WOOD	111	262

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.

**He...is Brady Seals.**

**"She"...**will remind you why female listeners tune in to your station.

**BRADY SEALS**

**"SHE"**

Going for airplay **May 23**



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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

May 16, 1997 \$ 4.95 Volume 5 • No. 20

## COUNTRY HIGHLIGHTS

★★★★ NO. 1 ★★★★★

#1

**GEORGE STRAIT**

*One Night At A Time* (MCA)

★★★★ AIRPOWER ★★★★★

TY HERNDON • *Loved Too Much* (EPIC)  
TANYA TUCKER • *Little Things* (CAPITOL NASHVILLE)  
REBA MCENTIRE • *I'd Rather Ride Around With You* (MCA)

### GOING FOR AIRPLAY

KENNY CHESNEY • *She's Got It All* (BNA)  
EMILIO • *She Gives* (CAPITOL NASHVILLE)  
KATHY MATTEA • *I'm On Your Side* (MERCURY NASHVILLE)  
THRASHER SHIVER • *Between The Stones And Jones* (ASYLUM)  
JEFF WOOD • *You Call That A Mountain* (IMPRINT)  
BILLY YATES • *Flowers* (ALMO SOUNDS)

## Labels Take Many Ways Through The Woods, And Risks, In Selecting Singles

by Phyllis Stark

When a radio station gets a single in the mail, it is usually the final step in what has been a long process at the record label of choosing a track. At each label, different people are involved in the process, but most include some combination of the label head, A&R department, and promotion department, as well as the artist, manager, and producer. Most also involve radio decision makers in the process at some level.

As producer and Almo Sounds chief Garth Fundis puts it, "There are a lot of links in the chain from where we make the music [to where] the consumer plunks down money for it."

In a random sampling of Nashville labels, several consistent themes emerged. First, no two labels choose singles the same way, and even at individual labels, reps say they don't use the same method every time but make the decision on a per-project basis.

At Curb and Curb/Universal, the promotion staff does not have a say in what singles are released, despite the fact that they are evaluated on their ability to get those singles played. "We are hired guns. We do what we're told to do [and] try to keep our personal opinions out of it," says Curb VP of promotion John Brown. "I look for radio reaction, not my reaction."

"We feel that our responsibility is in promotion. I don't A&R records," agrees Curb/Universal VP of promotion Gerrie McDowell. "Radio dictates to us, and I pass that information along." However, both McDowell and Brown say if they do feel strongly about a particular choice, they don't hesitate to speak up.

At most other labels, the promotion department's input counts heavily. As Imprint Records VP of promotion Anne Weaver puts it, "They know I'm the one who has to get it played, so they tend to respect my opinion." Weaver sends advance cassettes to all of her regionals and asks them to listen to a project for a week, then send her a list of their top five single choices, along with reasons why they picked those songs. "They should feel like they have a stake in this, too, because they're in the trenches every day," she says.

At Capitol Nashville, the sales and marketing department is involved in the process of picking singles, something that is not done at most other labels. VP of national promotion Terry Stevens explains this is because "sometimes [those staffers] have a feel for songs they believe will help drive the sales on an album."

Most labels take the opinion of the artist and his or her circle (manager, producer, etc.) into account. Asylum VP of promotion Stan Byrd says

*Continued on page 6*

### THIS WEEK In Country Airplay Monitor

- 3 Craig Scott Departs After MidNite
- 6 New Reporters Join Monitor Radio Panel
- 6 Monitor Profile: WGH-FM's Randy Brooks

# Clay Walker

"One, Two,  
I Love You"

THE FOLLOW-UP TO  
THE #1 SMASH HIT  
"RUMOR HAS IT"

Thank you Radio  
for your continued  
support. I couldn't  
do it without you!

*Clay Walker*

1997 GIANT RECORDS

# The Buffalo Club

Thanks for our first  
top 10

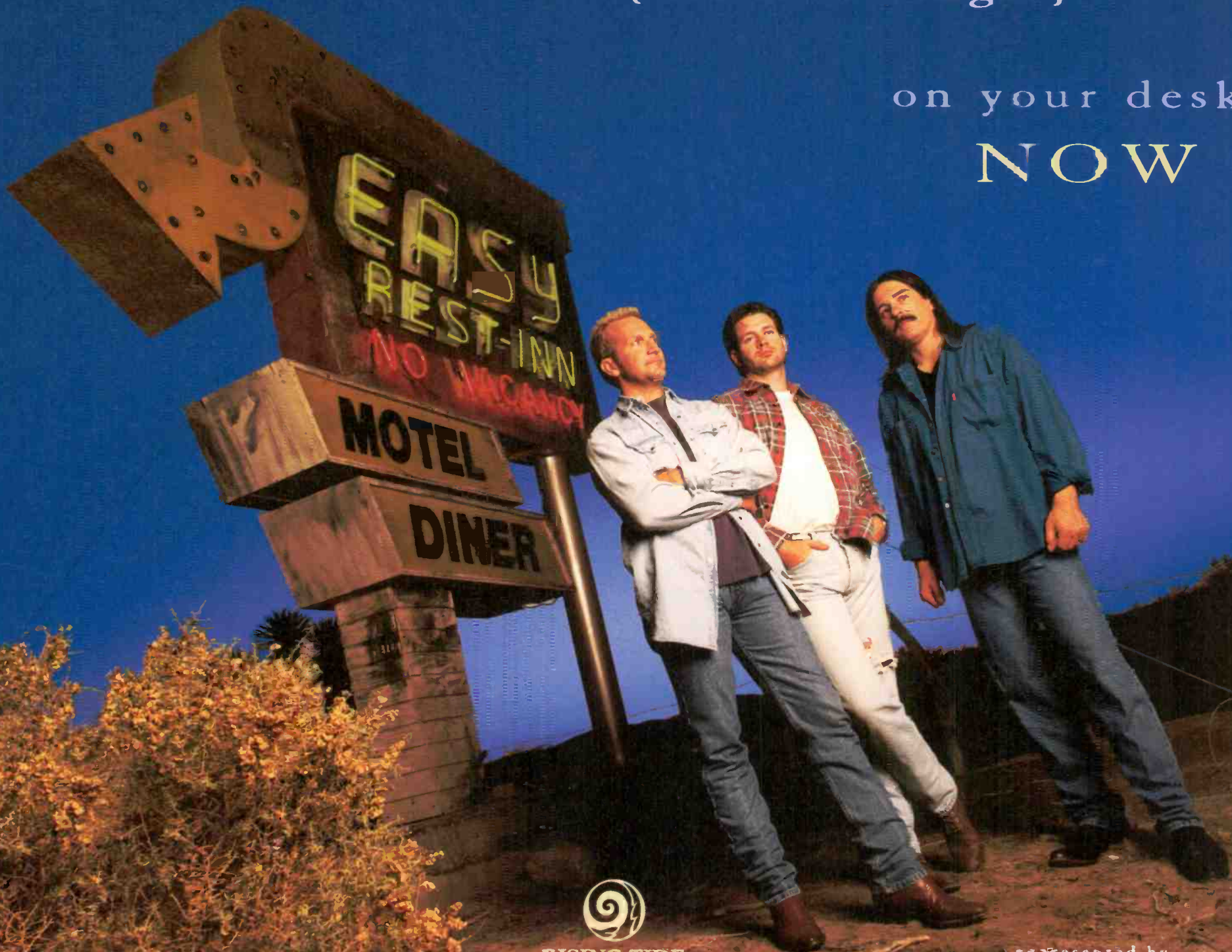
The Stampede Continues...

## *Nothin' Less Than Love*

{the new single}

on your desk

**NOW**



**RISEING TIDE**  
*country's next wave*

represented by  
**DAN GOODMAN MANAGEMENT**

## Lucky In Seattle



In the midst of an eight-week radio tour, new Arista artist Sherrié Austin met with staffers at KYCW (Young Country) Seattle to promote her debut single, "Lucky In Love." Pictured, from left, are promotion director Apryl Battin, Austin, PD Matt Bruno, co-producer/songwriter Will Rambeaux, and Arista regional Lori Hartigan.



## RADIOACTIVE BY PHYLLIS STARK

### Craig Scott Out As 'After MidNite' Consultant

Consultant **Craig Scott** is no longer handling the music for Premiere Radio Networks' "After MidNite With Blair Garner." He has been involved with the show since its inception nearly four years ago. **Mandy McCormack**, who was weekend MD for that show and handled music for Premiere's other syndicated country shows, adds full-time music duties at AME effective May 19. Scott will consult AME through year's end, when he plans to relocate his Memphis-based consultancy to Nashville. He also picks up a new FM sign-on in Budapest as a client. Also at AME, **Jim Rondo** joins for weekend hosting duties from **KCBS** Los Angeles. He replaces **Jason Dean**, now at **WSOC** Charlotte, N.C.

Modern **WZRH** New Orleans flips to Kiss Country, serving the market's North Shore, and has reportedly applied for the new calls **WKSX**. PD/morning host **Dash Travis** remains with the station, teamed with **Karen Mack** from co-owned classic rocker **WDGL** (Eagle 98) Baton Rouge, La. **Mike Robbins**, from co-owned **WXCT** (Cat Country) Baton Rouge, will be MD/afternoons. P/T jock **J.J.** is upped to nights. MD **Darrin Gautier**, **Jeff Tilman**, and **Denver Crabb** exit.

**Ernest James**, GM of Clear Channel's New Orleans R&B outlets, **WQUE/WYLD-AM-FM/WODT**, becomes VP/market manager for all of Clear Channel's local properties, including country **WNOE**. **GSM Richard Turkheimer** is upped to station manager for **WNOE** and its country and modern rock sisters.

**WHOK** (K95.5) Columbus, Ohio, is now fully simulcasting on sister station **WHQK**, which previously had been simulcasting only the morning show and shadowcasting **WHOK**'s music. Three **WHQK** jocks are out. At **WHOK**, **Jake Calhoun** moves from evenings to afternoons, **Casey Carter** shifts from late nights to evenings, and overnights **Terri Ross** expands her shift.

**WCLB** West Palm Beach, Fla., which already runs **Howard Stern** in mornings and "After MidNite With Blair Garner" in overnights, picks up a third syndicated claypart, adding "Country Heartlines With John Greshaw" at night. MD/night jock **Andy Taylor** is looking for a new opportunity and can be reached at 561-478-9688. Also, production director **Richie Zuccaro** exits for the same duties at crosstown rocker **WKGR**.

**KNCI/KRAK** VP/GM **Doug McGuire** is now using his real name, **Doug Harvill**, after 19 years with the radio moniker.

**WZXA** (Sunny 104.7) Kenosha, Wis., flips from

Westwood One's hot AC format to locally programmed **WEXT** (Extreme Country 104.7). **John Patrick** remains PD. **Phil Inzinga** joins for mornings from Metro Traffic in Chicago. Patrick is hosting middays. Afternoon host **Tim Allen**, evening jock **Dennis Clark**, and overnights **Sam Martin** previously worked for **WZXA**'s sister stations.

**Kevin McCarthy**, VP/GM of former country outlet **WBOB-FM** and sister **KQQL** Minneapolis, moves to **Jacor**'s San Diego AMs.

**WIXY** Champaign, Ill., PD **Rob Kelly** exits... Former **WDRM** Huntsville, Ala., owner **Mack Bramlett**, who had planned to relinquish GM duties when **Osborn** closed on its purchase of the station May 5, instead stays on in that capacity. **Bramlett** also continues as PD at **WDRM** but gives more programming duties to MD **Dan McClain**.

**Steve Geofferries** joins **KCKI** Tulsa, Okla., as APD/night jock from afternoons at **KEZS** (K103) Cape Girardeau, Mo. MD **Jerry Austin** moves from nights to middays, replacing **John Landers**, who exits.

**Colin Thomas** joins **KUBL** Salt Lake City as promotion director from the same at crosstown **KISN**. Also, **KUBL** drops "After MidNite" and hires **Aaron Rosen** for overnights from P/T at sister station **KBEE**.

**Sammye Phelps** joins **KYCW** (Young Country) Seattle for mornings from afternoons at modern **KISF** Kansas City. She replaces **Lisa Dent**, now at **KIKK** Houston.

Six-year **WIVK-FM** Knoxville, Tenn., morning hosts **Darren Wilhite** and **Tim Wall** have resigned effective mid-July.

At **WHYL** Harrisburg, Pa., overnights **Wayne Stevens** and night host **John Ryan** swap shifts... **WDWG** Mobile, Ala., hires former **WKNN** (K99) Pascagoula, Miss., midday jock **Scott Monk** for afternoons. He replaces **Steve Kelly**, now in mornings.

**WCHY** Savannah, Ga., picks up sister AC **WYKZ** P/T **Mary Beck** for nights, replacing **J.R. Stewart**, now at **WPZM** Huntsville, Ala.

**WXCY** Wilmington, Del., p.m. driver **Bert Clay** exits for P/T at **WPOC** Baltimore. Also, overnights **Bill Fonte** exits for Ocean City, Md., traffic service **Trafax**. Former **WERQ** (92Q) Baltimore promotion assistant **Dave McAlister** replaces him; he'll be known as **Chet Daniels**... Former Inside Radio managing editor **Christine Burke** joins **RadioPix** Inc. as executive producer.

**KJUG** Tulare, Calif., PD **Dave Daniels** is still looking for MD/middays to replace **Lisa Hamilton**, who retires to be a full-time mom.



## COUNTRY CONFIDENTIAL BY WADE JESSEN

### New Book Showcases Country's Characters

If country music ever seems less intriguing than it once did, there's a good crop of new reading material about the music and the personalities associated with it to help you through. In the coming weeks, watch *Country Confidential* for a brief review of some of the hottest new essays.

I recently read "In The Country Of Country" by Nicholas Dawidoff (Pantheon), who previously wrote "The Catcher Was A Spy" and has written about country music for the *New Republic*, *Oxford American*, and the *New York Times Magazine*.

"In The Country Of Country" is a set of largely biographical essays covering many of the genre's giants, such as Jimmie Rodgers, the Louvin Brothers, and Buck Owens, and it's rounded out by a chapter on Jimmie Dale Gilmore and the Flatlanders. What could have been easily one of the most enjoyable new takes on the current evolution of country music instead ends with a chapter on Emmylou Harris.

That's because, in his epilogue, Dawidoff concludes that "to call today's mainstream country music country at all is a misnomer. Hot country is really pop rock music for a prospering, mostly conservative white middle class. It's kempt, comfortable music—hyper-sincere, settled, and careful to neither offend nor surprise. A lot like Disneyland, in some ways its model, contemporary country thrives be-

cause it is sleek and predictable, a safe adventure in a smoke-free environment."

His writing is compelling, and his images are vividly illustrated and honest, but his assessment that real country music is some sort of lost art form, played only by a handful of lesser-known eccentrics, is this book's ultimate disappointment. Dawidoff—who took up residence in Nashville while conducting his research—is even irreverent in discussing legends, referring to George Jones' landmark 1980 recording of "He Stopped Loving Her Today" as "a campy dirge to unrequited love."

If Dawidoff had included interviews with any country music's current crop of renaissance artists, it would have bridged the gaps in his perspective, thus making his work more cohesive and complete. Marty Stuart is quoted in the chapter on Johnny Cash as saying, "As rootless as country music is right now, it sure needs Johnny Cash." With that kind of forthright, seasoned perspective, Dawidoff's book could have gained immensely from an entire chapter on Marty Stuart.

As well written as it is, "In The Country Of Country" shouldn't be considered the last word on the subject, since there is so much missing between the chapters. However, for what ground he does cover in his book, Dawidoff succeeds because he presents these familiar characters in ways that make their oft-repeated stories seem brand-new again, yet with an unprecedented level of intimacy and detail.

## ON THE ROW

### Kacey Jones Signs With The Curb Group

Singer/songwriter and comedienne **Kacey Jones** has signed a recording contract with the Curb Group and will release her debut album, "Men Are Some Of My Favorite People," this summer on a Curb label to be determined. Jones co-produced the comedy album in Nashville with **Buddy Killen** and says most of the songs are about her ex-husband. Cuts will include "1-900-BUBBA," "I Miss My Man But My Aim's Getting Better," and "Put The Seat Back Down."

**Tony Toliver** is no longer part of the Rising Tide artist roster. He may move to one of the other **Mike Curb**-affiliated labels, but no decision has been made.

Gaylord Entertainment Co. has created a subsidiary, **Opryland Theatricals**, to develop theatrical productions worldwide. The first show is the off-Broadway production of "Always... Patsy Cline," which opens in New York's **Variety Arts Theatre** next month.

**Margie Taylor** has been upped from lead programming coordinator to manager of programming at **CMT**.

Former Magnatone Records director of media and artist relations **Margy Holland** has signed **Kevin Sharp**, **Ken Mellons**, and **Jeffrey Steele** to the roster of clients for her independent publicity firm.

RCA artist **Aaron Tippin** and his wife, **Thea**, are expecting a baby Jan. 4, 1998. Tippin has one daughter, **Charla**, from a previous marriage.

Congratulations to **Trace Adkins**, who married former Arista publicist **Rhonda For-**

**law** May 11 in Nashville. While **Forlaw**'s friends threw her a traditional bridal shower, **Adkins** friends got together to host a tool shower. While **Forlaw** was opening china, crystal, and silverware, **Adkins** was opening up hammers and drills. In other **Adkins** news, he's set to perform at **Spam Jam '97** this summer in Austin, Minn., home of **Spam** manufacturer **Hormel**.

**Collin Raye** is recording a few new songs to be included on a greatest-hits package, "The Best Of Collin Raye: Direct Hits," set for a late August release.

Look for Arista group **BR5-49** in new commercials for **Southwest Airlines** that were shot at various landmarks in and around Nashville.

**Tammy Graham**'s album-release party was held at **Caesar's Palace** in Las Vegas, where she has been performing for the past nine years. Guests included some winners of a contest held by the syndicated show "After MidNite With Blair Garner," as well as contest winners from local **KFMS** and **KWNR**.

**Sawyer Brown** will play a tribute concert Aug. 26 at the **Nebraska State Fair** in Lincoln in memory of **Brook Berringer**, a University of Nebraska football player and friend of the band who was killed in a plane accident last year. All money raised at the show will be used to start a University of Nebraska athletic scholarship and the **Brook Berringer Memorial Fund**.

**John Berry** will perform at the wedding reception of the grand-prize winner in Target's "Country In Your Wedding" sweepstakes.

Performers and presenters at the **TNN Music City News Country Awards** June 16 at Nashville's **Grand Ole Opry House** will include **Trace Adkins**, **BlackHawk**, **Billy Ray Cyrus**, **Diamond Rio**, **Alan Jackson**, **Neal McCoy**, **Jo Dee Messina**, **Lorrie Morgan**, **MC Potts**, **Sawyer Brown**, and **Ricky Skaggs**.



## WATCHING THE DETECTIONS

BY HESTON HOSTEN



### Moving Forward With Airplay Monitor

**W**hen this column debuted in Airplay Monitor, nobody, including myself, would have predicted that its author would one day be the editor in chief for all four Airplay Monitors. For that reason, my first job here is to thank the many people I got to know on both the record and radio sides for their support when I was radio and charts manager at Broadcast Data Systems and for their congratulations and encouragement on my new role. As we move forward, we'll all be talking and working together more, not less.

As for this column, it will continue its primary mission of explaining the workings of BDS, but it now takes on a second role as an ongoing "letter from the editor in chief," explaining not only BDS' changes and improvements, but also the ones taking place in this magazine as Airplay Monitor continues to grow and expand in its fifth year of service to the industry.

To many on the outside, BDS and Airplay Monitor have often been viewed as one entity, even though they are two separate companies. One of my goals is to facilitate a closer working relationship between BDS and Airplay Monitor. That means finding new ways to highlight the BDS data that's always been the unique feature of this publication. It also means working to bring the two corporate structures together so that it's easier for customers to get what they need from each.

Many of the things that BDS is committed to will now be visible in Airplay Monitor in the

weeks and months ahead—more tools for radio programmers and labels, more reporting stations in every format, and more unique charts that give you different angles on the information that appears here. They'll be called BDS Custom Charts, and the first will be our Modern Adult chart, which debuts this week in the Top 40 and Rock Airplay Monitors. Soon there'll be more. You'll also see the look of Airplay Monitor become bolder, more dynamic, and easier to read throughout 1997.

The brainstorming among myself, Airplay Monitor editor Sean Ross, GM Jon Guynn, and Airplay Monitor's managing editors and chart managers began before I was even in the building. Trying to add to what is already the clear leader among radio trades is a big job, and it's one we're all pursuing with renewed enthusiasm. I appreciate all their efforts as well as the support of my co-workers at BDS for the last five years, the vote of confidence from BDS' Joe Wallace and Billboard Music Group president Howard Lander, and the groundwork that former publisher Michael Ellis laid for all our efforts.

Most of all, I appreciate your feedback. My direct line is 212-536-5039. My fax is 212-536-5055. My new E-mail address is hosten@billboard.com. The address is Airplay Monitor, 1515 Broadway, New York, N.Y., 10036. We've got a lot of ideas on how to make Airplay Monitor even more indispensable to you. But there's no reason we should be missing yours.

### Big Love, Big Bass



WSIX Nashville recently co-sponsored Tracy Byrd's Big Bass Tournament, a fundraiser for the Nashville Police Athletic League. In addition to the bass-fishing tournament, the daylong event included children's karate demonstrations, catfish frying, and corn roasting. Byrd performed an acoustic set for the tournament spectators. Pictured, from left, are midday producer Trey Horne, Byrd, and midday personality C.C. McCartney.

### They Don't Love You



Rising Tide group the Buffalo Club recently paid a visit to WIRK West Palm Beach, Fla., where it met with Hooters waitresses serving platters of buffalo wings. Pictured with the waitresses, from left, are the group's Charlie Kelley, Ron Hemby, and John Dittrich and WIRK's Jack Albert.

# AIRBORNE

Instant information on Country's new artists

### ★ Sherrié Austin

"LUCKY IN LOVE" (ARISTA)

Twenty-six-year-old Sherrié (pronounced sha-ree) Austin began performing at country festivals in her native Australia at age 13, and a year later she was opening dates for Johnny Cash. Her family relocated to Los Angeles, and Austin decided to move to Nashville a



few years later to pursue her songwriting career, selling her musical equipment to raise the plane fare. Her debut album, "Words," is due July 15. It includes a guest appearance by Vince Gill on the track "I Wanna Fall In Love (So Hard It Hurts)."

### ★ Lila McCann

"DOWN CAME A BLACKBIRD" (ASYLUM)

Seattle native Lila McCann made her singing debut with her father's band at the age of 4. She was signed to a development deal with Asylum at age 12. Now 15 and a freshman in high school, McCann plays guitar and wrote one of the songs on her debut album, "Lila," which also contains a cover of Sheena Easton's hit "Almost Over You." The album, produced by Mark Spiro, is due June 17.



### Michael Peterson

"DRINK, SWEAR, STEAL & LIE" (REPRISE)

Born in Tucson, Ariz., and raised in eastern Washington, Michael Peterson earned a scholarship for football and music from Pacific Lutheran University and originally chose sports over music. That choice earned him a national championship ring and a friendship with quarterback Brad Westerling, who went on to become a producer for Deniece Williams and gave Peterson his first professional opportunity as



a songwriter. For nearly two years, Peterson traveled to Nashville once a month, pursuing a country songwriting deal, and penned more than 70 songs in one eight-month period. His self-titled album, produced by Josh Leo and Robert Ellis Orrall, includes a duet with Travis Tritt, "I Finally Passed The Bar."

### River Road

"I BROKE IT, I'LL FIX IT" (CAPITOL NASHVILLE)

The five members of River Road first met eight years ago, when they were playing on the Louisiana club circuit. After joining forces, they began drawing crowds with a mixture of country, blues, and jazz. The band is composed of lead guitarist Tony Ardoin, lead singer/bass player Steve Grisaffe, keyboardist



Charles Ventre, steel guitar player Richard Comeaux, and drummer Mike Burch. Grisaffe previously played in the band Bayou

with Trace Adkins, and Grisaffe and Comeaux previously toured with Sammy Kershaw. The group's self-titled debut album, produced by Scott Hendricks and Gary Nicholson, is due June 17.

### Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

The Texas-based Sons Of The Desert honed their skills in dance halls and nightclubs, traveling for two years in a '72 Dodge Apollo RV. In an unusual move for Nashville, album producers Doug Johnson and Johnny Slate let the band members play on their Epic debut album. Lead singer Drew Womack penned most of the material on the 10-song set.



### Kris Tyler

"KEEPING YOUR KISSES" (RISING TIDE)

A native of Omaha, Neb., Kris Tyler started writing songs during high school algebra class and later studied classical guitar at the University of Nebraska at Omaha. After college, she moved to Phoenix and landed a job as a producer at KNXV-TV, where she earned an Emmy Award for a piece in which she faked a pregnancy to carry a hidden camera in an artificial belly. Her debut album, "What A Woman Knows," was produced by Emory Gordy Jr. and Tony Brown.

### Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

Lee Ann Womack grew up in the east Texas town of Jackson listening to Grand Ole Opry broadcasts from Nashville and picturing herself on the Opry stage. The daughter of a part-time country DJ, Womack often accompanied her father to the radio station, where he would let her play her favorite records. Now 30 years old and the mother of 6-year-old daughter Aubrie (with new BNA artist Jason Sellers), Womack is hoping to finally realize her Opry dream. Her self-titled debut album, due May 13, was produced by Mark Wright and includes a duet with labelmate Mark Chesnutt, "Make Memories With Me."

### Billy Yates

"FLOWERS" (ALMO SOUNDS)

Billy Yates' first cut as a songwriter was the George Jones song "I Don't Need Your Rocking Chair"; he went on to write songs for Ricochet, Ricky Van Shelton, Kenny Chesney, Sara Evans, and David Allan Coe, all the while supporting himself and his wife, Nancy, as a barber. Raised on a farm in the foothills of the Ozarks, he got an early start performing



live on a regular Sunday-morning broadcast at KDFN Doniphan, Mo., where he worked nights after graduating from high school. He co-produced his debut album with Almo Sounds chief Garth Fundis.

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor.



**“Me And You” Is Gold**  
thanks to you . . .

# Kenny Chesney's

Brand New Nugget  
Is On Your Desk Now...

## “SHE'S GOT IT ALL”

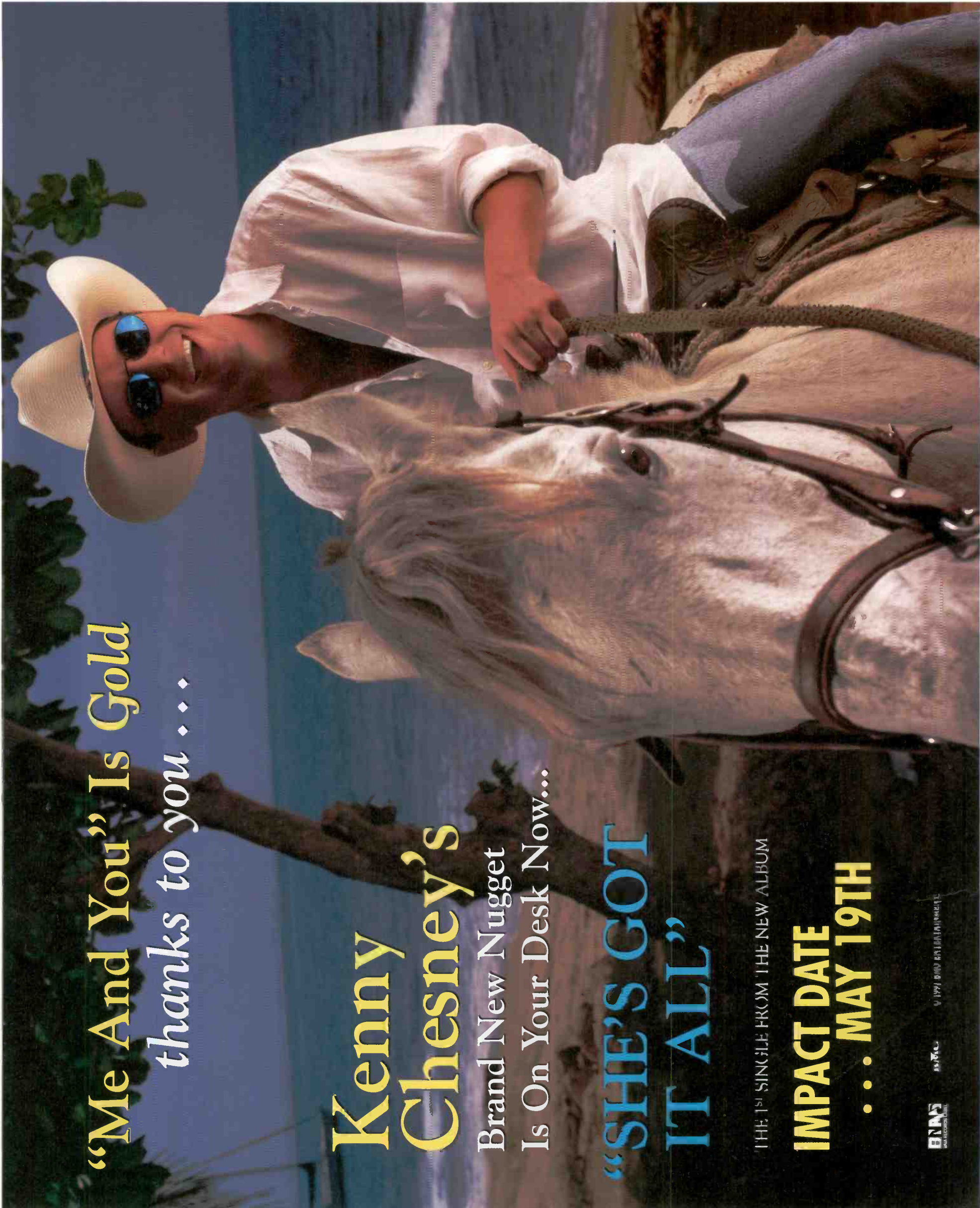
THE 1<sup>ST</sup> SINGLE FROM THE NEW ALBUM

**IMPACT DATE**  
**... MAY 19TH**

**BIG**  
MUSIC RECORDS

ESTD

© 1999 BWS ENTERTAINMENT



## Labels Take Many Ways Through The Woods, And Risks, In Selecting Singles

Continued from page 1

that's because "putting a single in the market is a statement and a signature of the artist themselves."

Still, the artist's opinion is sometimes outvoted, particularly in the case of new artists. "The artist and manager are always involved, although we've been known to overrule their wishes," says Imprint's Weaver. "A lot of times they'll go with their favorite song, and the timing might not be the best." For example, the Jeff Wood song "Use Mine" was released at around the same time as several similar songs about relationships with fathers.

"As you develop more stature in the marketplace, you command more respect," says John Curb, VP of promotion at MCG/Curb. "If you are a new artist, you roll with the flow, but as you become an Alabama you might have a lot more input. It's relative to their [stature]."

Another consistent trend that emerged in sampling Nashville labels is that labels tend to rely heavily on radio to help choose second, third, and fourth singles from an album but do not factor radio in as much in choosing a first single. For new artists, the choice of single "has to come from Nashville saying 'This is what this artist is all about,'" says Weaver.

"Most of the time, once the album does get out, radio's going to A&R it anyway," says Rising Tide national director of promotion Rick Moxley, explaining why radio's feedback is factored in on subsequent singles.

Which radio people are consulted in choosing singles varies from label to label and even project to project, but Curb's Brown says, "There are about 35-40 people that have an absolute, dedicated passion for music and can't wait to get the new anything to listen to."

### RADIO MAVERICKS

Of course, not giving radio a chance to pick a debut single can have its risks. In several prominent recent debuts, singles were pulled at the last minute—even in some cases after they had been shipped to radio and thousands of dollars in setup money had been spent—because programmers chose a different song from the album. Label reps say that is one of the inherent dangers in sending out either samplers or full advances to radio before the airplay date for a single.

That happened just last week at Almo Sounds, when the label decided to quit working Billy Yates' debut single, "I Smell Smoke," because programmers were reacting strongly to another cut, "Flowers." The label is now putting its promotional efforts behind that track, even though "I Smell Smoke" debuted two weeks ago at No. 70 on the Country Airplay chart.

"We had picked what we thought was a great first single, and we still think it is," says Fundis. "We sent out a four-song sampler to radio to try to get them familiar with the name Billy Yates and hear a few things on the album that showed the depth of the artist. Ten or 12 stations were so knocked out with one of the songs on the sampler ['Flowers'] that some of them ignored the single and put this song on the air off of the cassette. It got phenomenal phone response, [and] the radio guys them-

selves started networking."

Fundis says there was so much initial concern that the excitement over "Flowers" would hurt "I Smell Smoke" that the label actually withheld the advance CD from radio. Still, when Broadcast Data Systems showed the number of spins of "Flowers" was about to surpass those of "I Smell Smoke," the label finally decided to just change singles. In hindsight, Fundis says if he had known what kind of response "Flowers" would get, he would have come with it first. And he is still hoping the label can "circle back on 'I Smell Smoke' down the line."

Capitol Nashville had chosen "I've Loved Enough To Know" as the debut single for Deana Carter and had shot a video and finished all the artwork for that single. But after a couple of showcases and a radio tour, Stevens says programmers were consistently asking for "Strawberry Wine." The label changed singles at the very last minute and ended up with a No. 1 signature song for Carter.

Career had chosen a second single for Tammy Graham earlier this year but changed gears at the last minute when some programmers began getting good listener response on an album cut, "A Dozen Red Roses," according to Career senior director of national promotion Denise Nichols. "Even though we had planned to release a different single, [switching] was absolutely the right decision," says Nichols. "A Dozen Red Roses" is now at No. 38 with a bullet on the Country Airplay chart.

"If you get behind a single, it's a \$250,000 mistake if it doesn't go," says John Curb. He should know. The MCG/Curb imprint has twice had to change gears on singles in the last year. The most well-known example was LeAnn Rimes, whose debut single was supposed to be "The Light In Your Eyes" before programmers heard her sing "Blue" at a showcase and on a \$40,000 electronic press kit the label distributed to radio.

More recently, the imprint set up a promotion for new duo Blake & Brian's intended debut single, "Shut Up Heart." The single was shipped to radio in a box that also contained a T-shirt, a mini boxing glove, and a flier about a contest to win a trip to the Tyson/Holyfield fight in Las Vegas. Although the label did pick five winners for the contest, the promotion's real benefit was the feedback it netted from radio, showing "that this particular single had some early objections." Partly because of the title, Curb says some programmers thought it was a novelty song. But as the artists were being brought around on a radio tour, Curb says a different song, "Another Perfect Day," began emerging as a PD favorite.

As a result, he says, "we wrote off 'Shut Up Heart,'" moved the Blake & Brian airplay date back about five weeks, and pressed and shipped "Another Perfect Day."

Asked if the label has learned anything from the experience, Curb says he's just completed a research study of approximately 30 programmers and will use their opinions to determine the next Rimes single. "I think we're all looking for a better way to find our best product first, instead of last," he says.

## MONITOR PROFILE

### In A Dogfight, Randy Brooks Sees Gains For Eagle But Longs For Top Spot

**T**hanks to a spectacular 5.8-9.2 jump in the winter Arbitrons, WGH-FM (Eagle 97.3) Norfolk, Va., is now in the market's No. 2 spot, with only R&B WOWI ahead of it. If you think that's good enough for OM Randy Brooks, think again. He's so committed to the top slot that he's placed a jock note on the music logs that reads "What did you do to help make us No. 1 today?"

Even with WGH-FM's gains in the winter, it is still in a dogfight with rival WCMS-AM-FM, which was also up (6.0-6.1) in the book and is directly behind WGH-FM, in third place. For both, the winter jump is a partial rebound from a sharp drop-off last fall, where WCMS dipped from a 9 share and WGH was off from a 6.6 share.

Brooks attributes his winter success to the "Year of the Eagle" visibility campaign the station launched at the start of '97 to tie in with its 97.3 frequency. "Eagle 97 and 1997 tie together, so we really pulled out the big guns all year," he says. That includes running several promotions dur-



**Randy Brooks**  
Operations Manager  
WGH-FM  
Norfolk, Va.

*It's a real classic battle of old vs. new'*

ing the winter book and bringing in artists for about 20 station-sponsored concerts this year, including recent ones by Rick Trevino, Tracy Lawrence, Brady Seals, and Little Texas. Another winter book promotion was a wedding for 60 couples on Valentine's Day.

Like many PDs, Brooks credits Garth Brooks' local concert for helping his ratings. WGH-FM capitalized on the excitement over Garth Brooks' arrival with what Randy Brooks calls "gargantuan street visibility." That included bringing out all six of its station vehicles, the newest of which is a race car that the station displays at events and actually races at a local speedway.

Being in a vacation market, WGH-FM gears up its "beach patrol" every summer and gives away a vehicle every year. This year's prize is a Mercury Mountaineer. Still, Brooks says stations in beach markets have to be cautious about targeting tourists rather than diarykeepers. "You have to be very careful not to program to visitors; they can't help you in the Arbitrons," he says. "It's nice to set up on the beach and see so many people, but they don't live here. We keep a good, solid focus on the people who live year-round." That includes the U.S. Navy, which has a huge presence in Virginia Beach. "Forget about them and you're in trouble," Brooks says.

WGH-FM targets a 25- to 54-year-old audi-

ence but tries to "superserve" 25-34, Brooks says. He plays about 38 currents, and while the music is '90s-based, Brooks does go back to the late '80s for a few gold cuts like "Devil Went Down To Georgia," which he says "is a big record for us." The station is positioned as "the home of new country." About 70% of the music is current and recurrent. Rival WCMS, Brooks says, will "stress classic country cuts. They play... the whole spectrum of country... It's a real classic battle of old vs. new. They have been here like 40 years. We are 7 years old."

When WGH-FM first signed on, and before Brooks' arrival, the music included everything from John Mellencamp to ZZ Top in between country tunes and was known as "thunder country." Within a year or two, it had fully evolved into today's mainstream presentation.

Here's a recent afternoon hour on WGH-FM: Diamond Rio, "Holdin'"; John Michael Montgomery, "I Miss You A Little"; Little Texas, "God Blessed Texas"; Ty Herndon, "Loved Too Much"; Mary Chapin Carpenter, "I Want To Be Your Girlfriend"; Garth Brooks, "Two Of A Kind, Workin' On A Full House"; Collin Raye, "On The Verge"; Wynonna, "Only Love"; George Strait, "Check Yes Or No"; Mita Mason, "Dark Horse"; Tim McGraw with Faith Hill, "It's Your Love"; David Lee Murphy, "Out With A Bang"; Tracy Byrd, "The Keeper Of The Stars"; Travis Tritt and Marty Stuart, "The Whiskey Ain't Workin'"; and Trace Adkins, "Every Light In The House."

While Brooks says WCMS and WGH-FM add currents at about the same time, the on-air presentation is what sets them apart more than anything else. WCMS, he says, has older air personalities, "and our guys are more in the country lifestyle demo, the 30- to 40-year range." He describes WCMS morning man Joe Hoppel as "grandfatherly," while WGH-FM's Jimmy Ray Dunn and Jay Francis are in the "family demographic with young children they're raising... That's a pretty clear delineation of what the styles are going to be."

Brooks began his career right out of college in nights at top 40 WSLQ Roanoke, Va. He moved to nights at top 40 WYYS Columbia, S.C., which flipped to country WHKZ after his arrival. That led to the job at WGH-FM, where he joined as p.m. driver five years ago. He was promoted to PD three years later and became OM last summer over WGH-FM, all-sports WGH-AM (the Score), and oldies WVCL (Cool 95).

"Radio in the '90s is tough," says Brooks. "It does divide your attention up, especially the task I have now of overseeing three stations. You've got to have the right amount of discipline to pay attention to the things that really need to be done, [like] the music and air-talent development... I've definitely got me a dayplanner now," he says.

Like many stations these days, WGH-FM has had multiple owners this year. It was sold from Susquehanna to Heritage in January, then became part of News Corp. when that company purchased Heritage. With News Corp. having announced plans to spin off its radio properties, the WGH-FM staff is braced to meet yet another owner soon.

PHYLLIS STARK

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## ON THE AIR

Effective this issue, WGRX Baltimore (PD Dave Anthony, MD Kelly Green, 410-771-8484, fax 410-771-1616), WONE Daytona Beach, Fla. (PD John Rivers, MD Jim Andrews, 904-239-9836, fax 904-239-9898), and WPZM Huntsville, Ala. (PD Rob Carpenter, MD Mike Carter, phone 205-430-0110, fax 205-232-6842) are added to the country panel.

Due to format changes, WBOB-FM Minneapolis and WKXK Chicago have been removed from the panel, which now totals 162 monitored stations.

A photograph of Jeffrey Steele, a man with long, wavy blonde hair, wearing a black tuxedo jacket over a white dress shirt and a white necktie. He is leaning against a rough, textured stone wall on the left side of the frame. The background shows a blue sky with white clouds and a dark, silhouetted landscape. The text is overlaid on the right side of the image.

# Jeffrey Steele

## *“My Greatest Love”*

*“We can always use a powerful love ballad, and this is one of those without being sappy. The lyrics are strong! I like it!”*

**J.D. Cannon WFMS**

*“It’s a beautiful ballad in an era where everyone’s trying to put out radio records, and not really getting the good ballads out there. Lyrically, it’s a Ten! It’s a song that people can relate to. The guy is a very good singer. It’s a hit. I fell in love with it.”*

**Ron Ellis WBEE**

**READY FOR AIRPLAY**





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-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.

For Week Ending May 11, 1997

**COUNTRY**

Grid of country music playlists for stations KZLA, WUSN, WXTU, WKHX, WMZQ, and KSCS. Includes station call letters, PD names, and song titles with play counts.

Grid of country music playlists for stations KKBQ, KILT, KYGO, KYNG, WWWW, and WIL. Includes station call letters, PD names, and song titles with play counts.

Grid of country music playlists for stations KIKK, WYCD, KPLX, KMPS, KEYE, and WGAR. Includes station call letters, PD names, and song titles with play counts.

Grid of country music playlists for stations WDSY, KNIX, WYAY, KMLE, WPOC, and WFMS. Includes station call letters, PD names, and song titles with play counts.



POWER PLAYLISTS



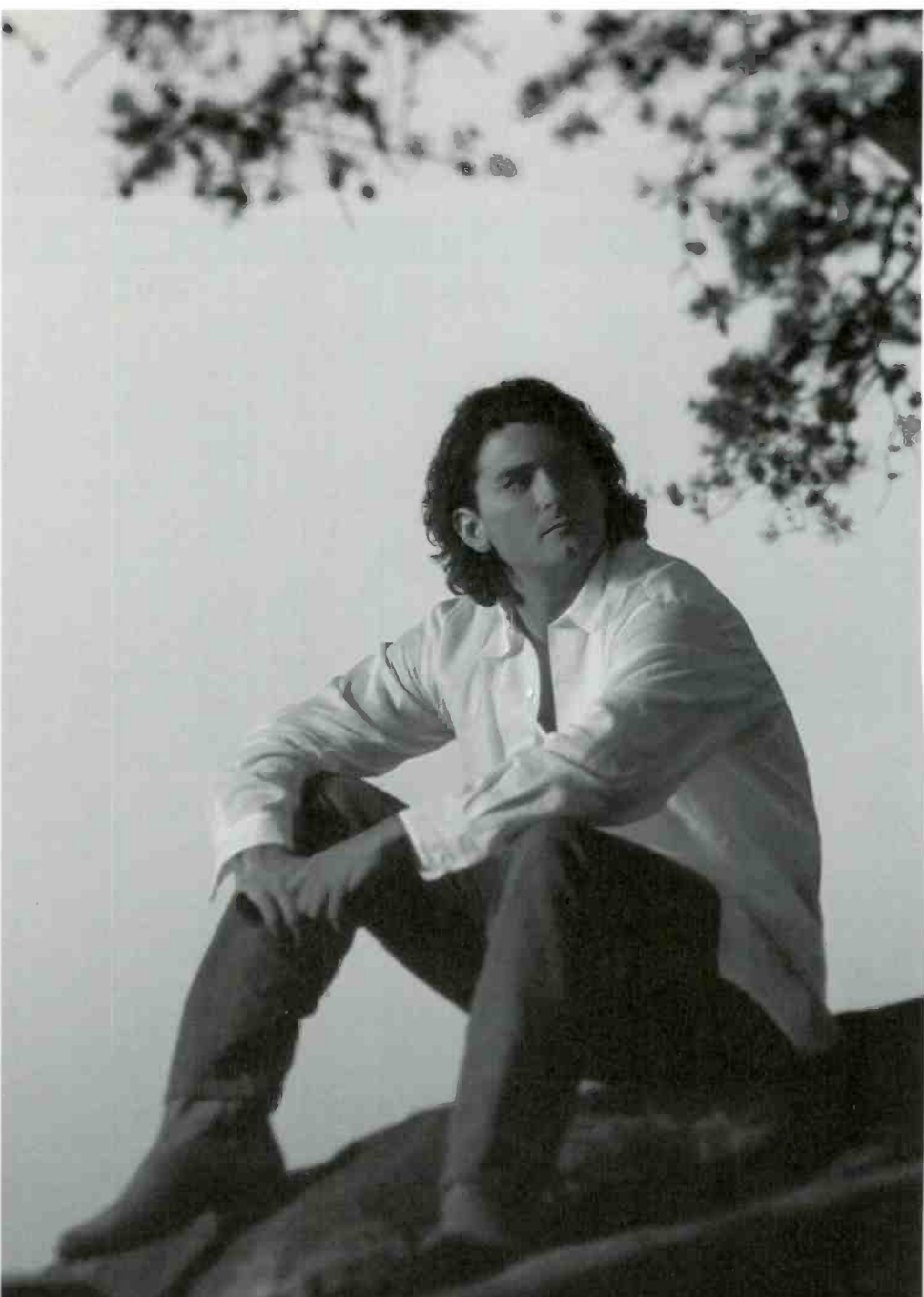
AIRPLAY Monitor

For Week Ending May 11, 1997

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

COUNTRY

Table with 12 columns for different stations (WKL, WRB, WKIS, WZZ, KFK, WTDR, KWJ, WDA, WWY, WMIL, KXX, WUS) and rows for song rankings (1-30) including artist names and song titles.



jeffwood

You Call That A Mountain

(You called it a hit.)

ADDS: 5/19

Imprint records logo

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

COUNTRY

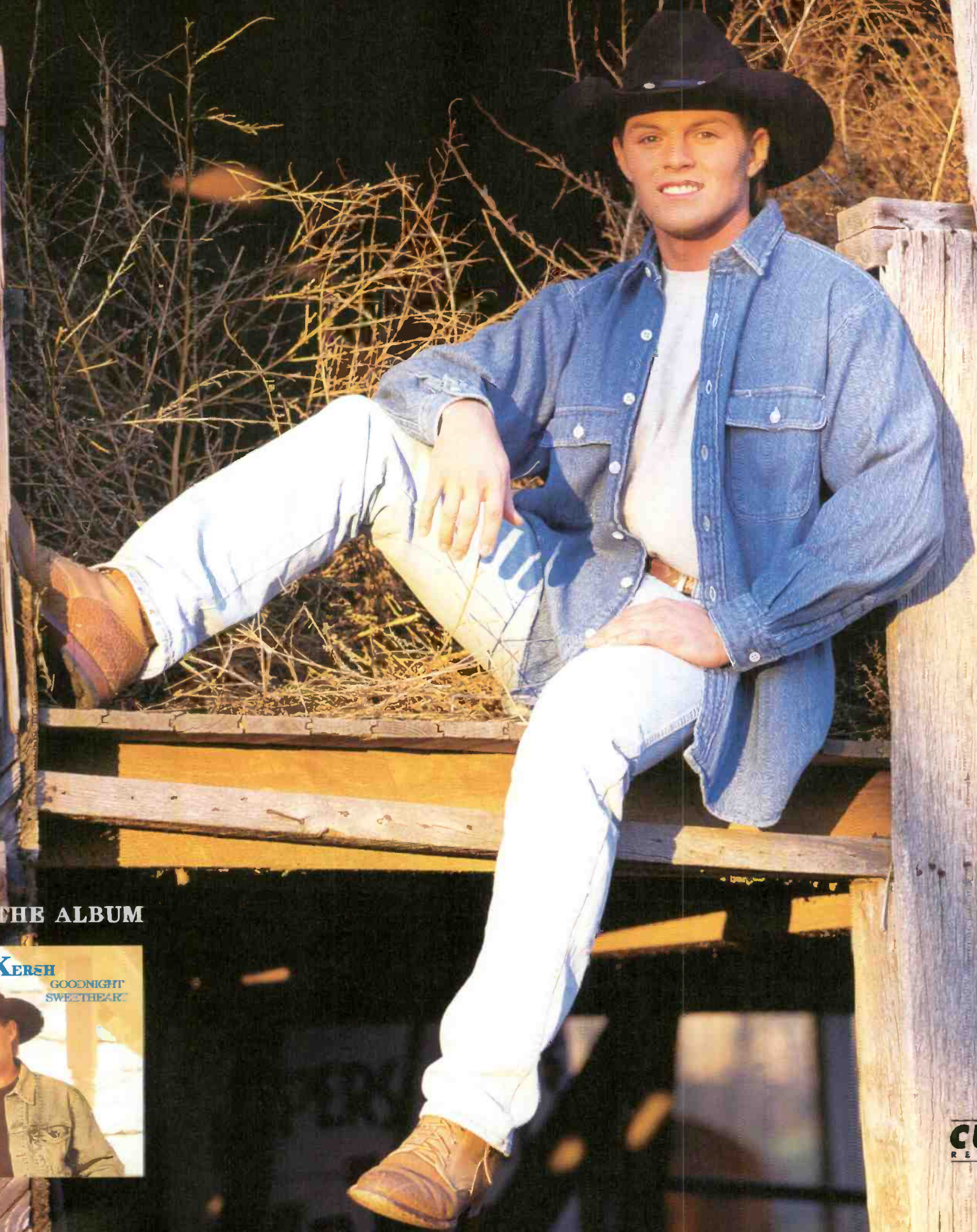
Grid of 48 country music playlists for stations including KUPL, KSON, WVLK, WSSL, WQDR, KBEQ, WXBQ, WKKX, KYCW, WESC, KCY, WBCT, KYC, WGNA, WCOL, WNOE, KSSN, WYNK, KAJA, KASE, KWEN, WGKX, KATM, and WYGY. Each station listing includes song titles, artists, and weekly play counts.



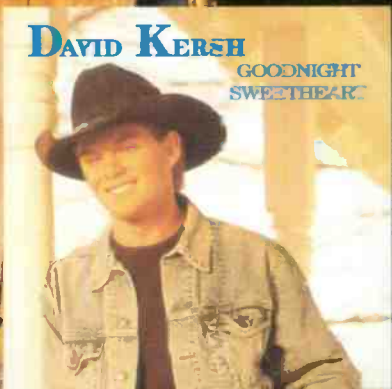
# DAVID KERSH

The New Hit Single

## “DAY IN, DAY OUT”



FROM THE ALBUM



**CURB**  
RECORDS

# COUNTRY AIRPLAY MONITOR



## For Week Ending May 11, 1997

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		Total Plays/Gain		Total Plays/Gain		Total Plays/Gain		Total Plays/Gain		
<b>TRACE ADKINS 2218/580</b> <i>I Left Something Turned On At Home (Capitol Nashville)</i> Total Stations: 158 Chart Move: 34-30		<b>JOHN BERRY 1458/171</b> <i>I Will, If You Will (Capitol Nashville)</i> Total Stations: 132 Chart Move: 36-36		<b>PAUL BRANDT 1112/48</b> <i>Take It From Me (Reprise)</i> Total Stations: 111 Chart Move: 39-39		<b>BROOKS &amp; DUNN 3816/103</b> <i>Why Would I Say Goodbye (Arista)</i> Total Stations: 160 Chart Move: 14-15		<b>DEANA CARTER 3132/39</b> <i>Count Me In (Capitol Nashville)</i> Total Stations: 161 Chart Move: 18-19		
L.A.	CMT 25 13 9 47 TNN 18 9 2 30 KIX 18 9 2 30 WUSN 18 9 2 30 KSN 18 9 2 30 KYYC 23 5 2 28 WHTU 18 9 2 30 WYCD 7 7 1 14 KPLX 14 13 13 49 KSCS 14 13 13 49 KYG 34 35 306 WFLS 15 12 13 64 WZQJ 10 12 13 64 WYCD 7 7 1 14 KPLX 14 13 13 49 KSCS 14 13 13 49 KYG 34 35 306 WFLS 15 12 13 64 WZQJ 10 12 13 64	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58

<b>MARK CHESNUTT 2941/236</b> <i>Let It Rain (Decca)</i> Total Stations: 160 Chart Move: 22-20		<b>JOE DIFFIE 2440/115</b> <i>This Is Your Brain (Epic)</i> Total Stations: 158 Chart Move: 27-25		<b>VINCE GILL 4307/94</b> <i>A Little More Love (MCA)</i> Total Stations: 160 Chart Move: 10-12		<b>TAMMY GRAHAM 1303/149</b> <i>A Dozen Red Roses (Career)</i> Total Stations: 138 Chart Move: 38-38		<b>TY HERNDON 3359/334</b> <i>Loved Too Much (Epic)</i> Total Stations: 159 Chart Move: 19-16		
L.A.	CMT 22 22 2 28 TNN 22 22 2 28 KIX 22 22 2 28 WUSN 22 22 2 28 KSN 22 22 2 28 KYYC 22 22 2 28 WHTU 22 22 2 28 WYCD 22 22 2 28 KPLX 22 22 2 28 KSCS 22 22 2 28 KYG 22 22 2 28 WFLS 22 22 2 28 WZQJ 22 22 2 28 WYCD 22 22 2 28 KPLX 22 22 2 28 KSCS 22 22 2 28 KYG 22 22 2 28 WFLS 22 22 2 28 WZQJ 22 22 2 28	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58	Jacksonv. WOIK 17 17 17 58 WROO 3 4 3 13 KASE 3 3 2 10 KMET 13 15 17 45 WZZK 10 10 10 32 WKKH 16 10 6 32 WGNW 24 21 13 64 WSSC 17 15 10 43 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58 WYCD 5 6 6 17 KVEN 16 18 16 58

*Summer Will Never Sound the Same*

*Summertime Girls*

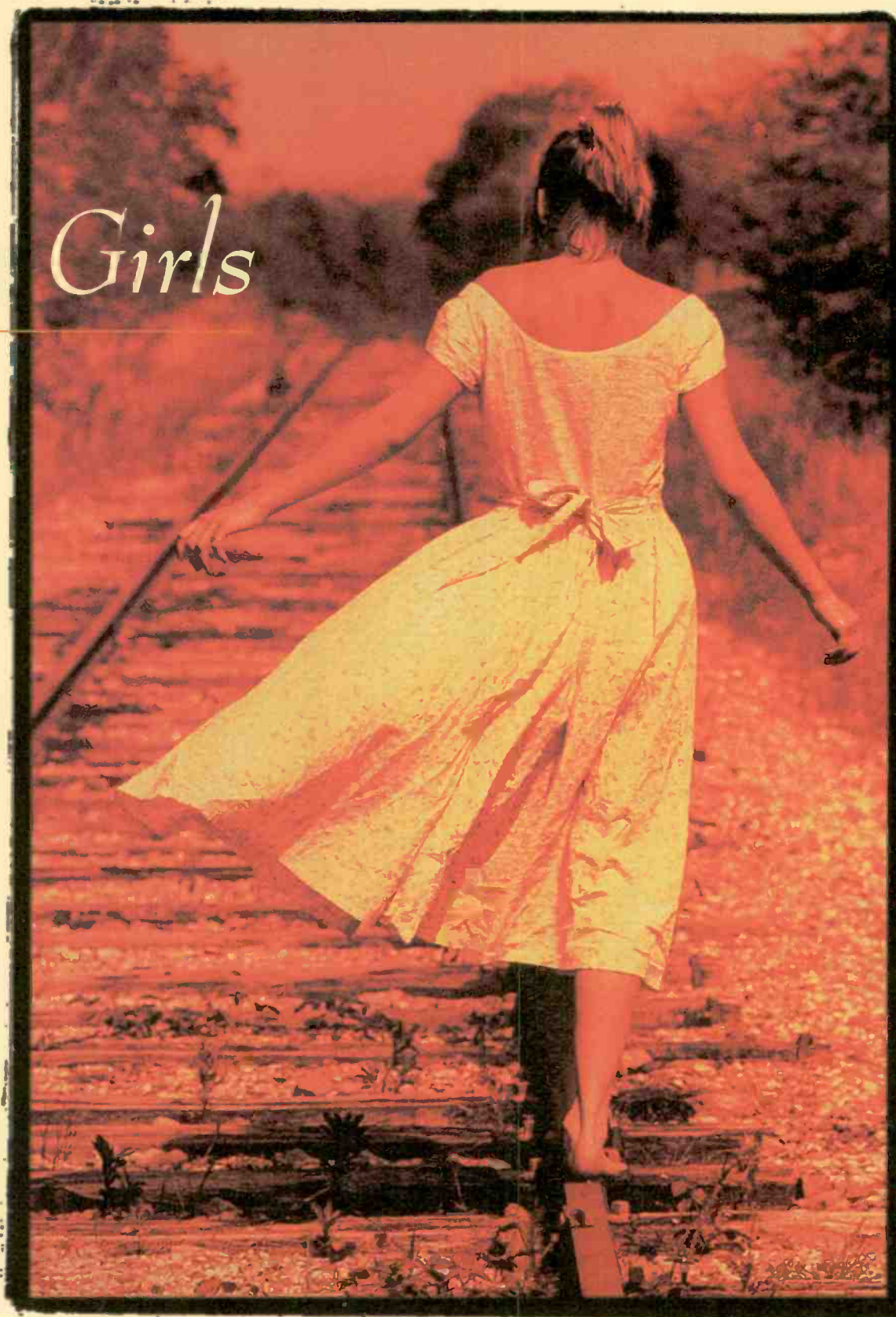
*The Debut Single*

*from*

**Crawford**



**West**



*Going for Airplay June 2*

**If "Summertime" can't wait another week — add it early!**

Produced by Brian Tankersley and Steve Marcantonio



Hearing Is Believing © 1997 Warner Bros. Records Inc.





# AIRPLAY **Monitor** **SOUNDTRACK** ACTIVITY REPORTS

**Broadcast Data Systems**  
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 May 11, 1997**

## C O U N T R Y

Total Plays/Gain				Total Plays/Gain				Total Plays/Gain				Total Plays/Gain				Total Plays/Gain			
KEVIN SHARP 4535/111 <i>She's Sure Taking It Well (143/Asylum)</i>				SONS OF THE DESERT 2242/272 <i>Whatever Comes First (Epic)</i>				PAM TILLIS 2263/471 <i>All The Good Ones Are Gone (Arista)</i>				RICK TREVINO 2358/331 <i>I Only Get This Way With You (Columbia)</i>				TRAVIS TRITT 2115/108 <i>She's Going Home With Me (Warner Bros.)</i>			
Total Stations: 160 Chart Move: 8-9				Total Stations: 155 Chart Move: 31-29				Total Stations: 156 Chart Move: 33-28				Total Stations: 155 Chart Move: 29-27				Total Stations: 153 Chart Move: 30-31			
City	Station	TP	Gain	City	Station	TP	Gain	City	Station	TP	Gain	City	Station	TP	Gain	City	Station	TP	Gain
L.A.	KTNN	22	2	L.A.	KTNN	22	2	L.A.	KTNN	22	2	L.A.	KTNN	22	2	L.A.	KTNN	22	2



# BIG HOUSE

## "You Ain't Lonely Yet"



"The whole room vibrates when they play." - Robert K. Oermann

"Don't rent this Big House, buy it. It's the best new construction to appear on the Music Row market so far this year." - Tom Roland, The Tennessean

"... simmering, smoldering blues and R&B-tinged arrangements that build in intensity." - Bob Allee, Replay

**MCA**  
NASHVILLE

[www.mca-nashville.com](http://www.mca-nashville.com)

### OUT OF THE BOX ADDS

WEZL	WXBM	KJUG	WKSJ
WKCN	WYAY	KNFR	WMSI
WKSF	WWWW	KORD	WTVY
WRNS	WXXQ	KTOM	WCTK
WTDR	KEAN	WOW	WGTY
WTNT	KFDI	KRRV	WRKZ
WWQQ	KYGO	KTTS	WUSQ

**BIG HOUSE IS THE TOP SELLING NEW BAND ON THE SOUNDSCAN COUNTRY CHART.**

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 162 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1997 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>★★★ No. 1 ★★★</b>				
1	1	11	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	5483	5849	
2	3	14	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	5325	5409	
3	2	13	SAD LOOKIN' MOON RCA	ALABAMA	5247	5520	
(4)	5	18	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	4989	4902	
5	4	14	ON THE VERGE EPIC	COLLIN RAYE	4964	5368	
(6)	7	13	SITTIN' ON GO ASYLUM	BRYAN WHITE	4832	4676	
(7)	6	13	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	4776	4747	
(8)	9	13	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	4599	4378	
(9)	8	16	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	4535	4424	
(10)	15	3	IT'S YOUR LOVE CURB	TIM MCGRAW (WITH FAITH HILL)	4471	3453	
(11)	11	7	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	4373	4200	
(12)	10	9	A LITTLE MORE LOVE MCA	VINCE GILL	4307	4213	
(13)	12	10	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	4155	3970	
14	13	13	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3870	3947	
(15)	14	10	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	3816	3713	
(16)	19	10	<b>★★★ AIRPOWER ★★★</b>			3359	3025
(17)	17	13	<b>★★★ AIRPOWER ★★★</b>			3311	3186
(18)	20	7	<b>★★★ AIRPOWER ★★★</b>			3275	2826
(19)	18	9	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	3132	3093	
(20)	22	11	LET IT RAIN DECCA	MARK CHESNUTT	2941	2705	
(21)	26	13	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	2663	2442	
22	16	19	ANOTHER YOU CURB	DAVID KERSH	2626	3280	
(23)	24	11	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	2575	2507	
24	21	17	RUMOR HAS IT GIANT	CLAY WALKER	2518	2845	
(25)	27	12	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	2440	2325	
26	25	18	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	2429	2500	
(27)	29	10	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	2358	2027	
(28)	33	5	ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	2263	1792	
(29)	31	12	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	2242	1970	
(30)	34	5	I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	2218	1638	
(31)	30	6	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	2115	2007	
32	28	18	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	1975	2292	
(33)	35	5	THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	1649	1361	
34	23	19	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	1559	2634	
(35)	41	4	COME CRYIN' TO ME BNA	LONESTAR	1462	984	
(36)	36	6	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	1458	1287	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
(37)	40	5	ONE, TWO, I LOVE YOU GIANT/REPRISE	CLAY WALKER	1368	1067	
(38)	38	10	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	1303	1154	
(39)	39	9	TAKE IT FROM ME REPRISE	PAUL BRANDT	1112	1064	
(40)	45	7	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	1093	870	
(41)	44	8	THE SWING EPIC	JAMES BONAMY	1019	893	
(42)	48	6	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	883	751	
(43)	50	4	HE LEFT A LOT TO BE DESIRED COLUMBIA	RICOCHE	837	601	
44	43	20	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	818	880	
45	32	16	DARK HORSE ATLANTIC	MILA MASON	805	1837	
(46)	49	7	FROM WHERE I'M SITTING DECCA	GARY ALLAN	773	708	
47	37	19	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	772	1220	
(48)	54	2	DON'T LOVE MAKE A DIAMOND SHINE MCA	TRACY BYRD	768	487	
(49)	60	2	DRINK, SWEAR, STEAL & LIE REPRISE	MICHAEL PETERSON	696	284	
50	46	18	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS.	BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT	627	840	
51	42	15	SAY YES CURB	BURNIN' DAYLIGHT	594	948	
52	51	5	KING OF THE ROAD (FROM "TRAVELLER") ASYLUM	RANDY TRAVIS	549	590	
(53)	52	8	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	520	502	
54	53	19	EVERYTHING I LOVE ARISTA	ALAN JACKSON	462	480	
(55)	55	8	DO IT AGAIN CURB	JEFF CARSON	456	452	
(56)	57	3	I BROKE IT, I'LL FIX IT CAPITOL NASHVILLE	RIVER ROAD	392	343	
57	47	16	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	384	775	
(58)	63	2	JUST THE SAME MERCURY NASHVILLE	TERRI CLARK	377	210	
(59)	62	4	CARRYING YOUR LOVE WITH ME MCA	GEORGE STRAIT	305	217	
60	56	16	COLD OUTSIDE MCA	BIG HOUSE	298	431	
(61)	59	5	MARY GO ROUND WORD NASHVILLE	SKIP EWING	298	291	
(62)	<b>NEW</b>		<b>★★★ HOT SHOT DEBUT ★★★</b>			230	111
(63)	72	2	FLOWERS ALMO SOUNDS	BILLY YATES	230	111	
(64)	<b>NEW</b>		DOWN CAME A BLACKBIRD ASYLUM	LILA MCCANN	214	124	
(65)	<b>NEW</b>		LUCKY IN LOVE ARISTA	SHERRIE' AUSTIN	210	37	
(66)	69	2	YOUR MAMA WON'T LET ME WARNER BROS.	LITTLE TEXAS	208	142	
(67)	65	4	HE'D NEVER SEEN JULIE CRY CURB	JO DEE MESSINA	199	195	
(68)	<b>NEW</b>		THE SHAKE ATLANTIC	NEAL MCCOY	195	0	
68	64	6	THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	173	197	
(69)	74	3	I SMELL SMOKE ALMO SOUNDS	BILLY YATES	164	117	
(70)	67	18	CHANGE HER MIND STEP ONE	GENE WATSON	162	159	
(71)	<b>NEW</b>		YOU AIN'T LONELY YET MCA	BIG HOUSE	152	29	
72	66	2	MOVIN' OUT TO THE COUNTRY COLUMBIA	DERYL DODD	149	151	
73	58	13	I NEED YOU MCA	TRISHA YEARWOOD	138	327	
(74)	<b>NEW</b>		BUTTERFLY KISSES DIADEM	BOB CARLISLE	129	64	
(75)	<b>NEW</b>		FIND MY WAY BACK TO MY HEART ROUNDER	ALISON KRAUSS & UNION STATION	121	81	

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.


**He...is Brady Seals.**

**"She"...will remind you why female listeners tune in to your station.**


**BRADY SEALS**

**"SHE"**

Going for airplay **May 23**



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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

May 23, 1997 \$ 4.95 Volume 5 • No. 21

## COUNTRY HIGHLIGHTS

#1

★★★ NO. 1 ★★★

**BRYAN WHITE**  
Sittin' On Go (ASYLUM)

★★★ AIRPOWER ★★★

DEANA CARTER • Count Me In (CAPITOL NASHVILLE)

### GOING FOR AIRPLAY

BOB CARLISLE • Butterfly Kisses (DIADEMIJIVE)

JEFF CARSON • Butterfly Kisses (CURB)

THE RAYBON BROS. • Butterfly Kisses (MCA)

BRADY SEALS • She (REPRISE)

RAY STEVENS • Too Drunk To Fish (MCA)

GEORGE STRAIT • Carrying Your Love With Me (MCA)

## Classic Rock Up Sharply, Top 40 Off, Country Rises In National Arbs

by Sean Ross

In a winter book in which radio listening went largely unchanged, the only seismic shift took place between album rock and classic rock stations. The latter format, battered by a series of defections a year ago, was up sharply for its highest 12-plus number ever in Billboard/Airplay Monitor's national Arbitron ratings, rising 3.9-4.5, while mainstream album outlets were off 7.2-6.7 for their lowest number ever.

In other news, country pulled out its first rise in six books; its nudge forward (10.5-10.6) tended to confirm our sense three months ago that the worst of the bleeding had stopped—except among older listeners. AC, up 14.5-14.7, continued a two-book recovery. Top 40, without a significant gain in new stations to power its resurgence, was off slightly (8.6-8.4). Spanish-language radio also managed its best numbers ever, nudging forward 6.2-6.3 vs. a 5.6 at this time last year.

Billboard/Airplay Monitor's exclusive national Arbitrons represent a combined sample of the 96 markets with

year-round measurement. The top 10 formats are news/talk (16.8-16.6), AC, R&B (flat at 10.9), country, top 40, album, Spanish, oldies (6.2-6.0), classic rock, and modern rock (flat at 4.1).

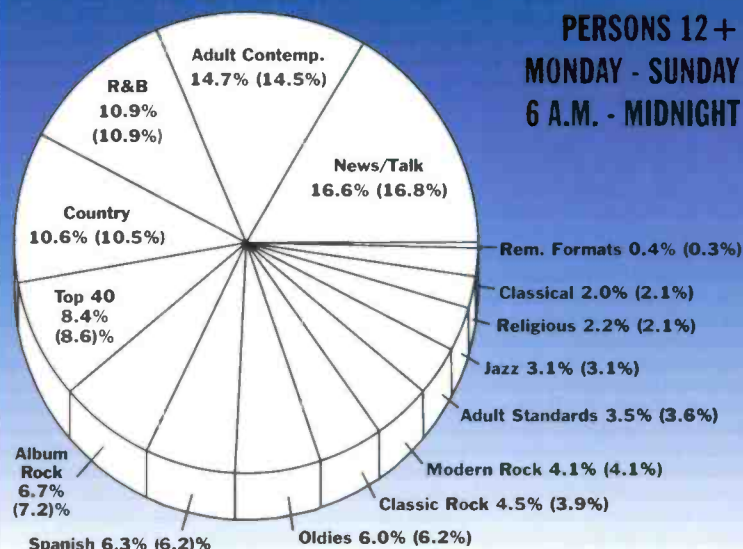
AC, customarily the No. 1 music format, continues to recover from a sharp drop last summer, although it didn't get quite the spike that it did last winter, when it was up 14.1-15.0. Its biggest rises were in afternoons (15.1-15.4), nights (12.3-12.5), teens (8.0-8.3), and 35-64 (16.5-16.7). That it would be up in those last two demos suggests that perhaps AC really is the format the whole office can agree on. Beyond that, it also suggests a polarization between those stations that are modern AC or adult top 40 and those that are softer, suggesting that both ends of the spectrum feel more superserved by the format.

R&B keeps its hold on the No. 3 format slot, if you combine mainstream and adult outlets. Only a slight drop in mornings (9.4-9.3) keeps its overall 12-plus number from rising, since the format was up in every other daypart. It was up 8.4-8.6 middays, 10.8-10.9 af-

Continued on page 6

## ARBITRON FORMAT SHARE WINTER '97

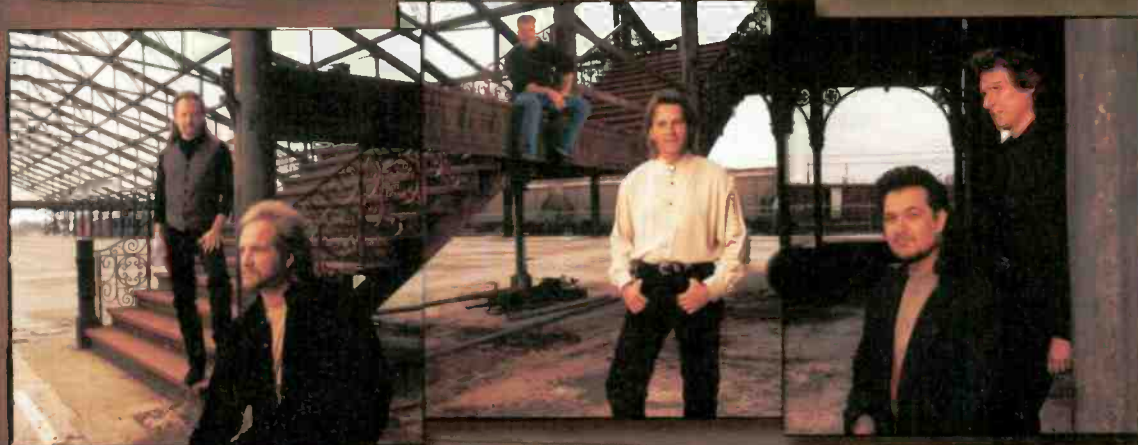
PERSONS 12+  
MONDAY - SUNDAY  
6 A.M. - MIDNIGHT



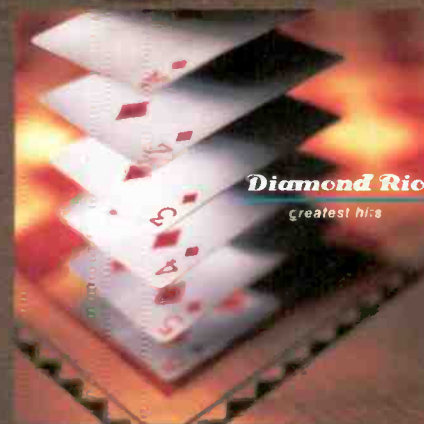
(Numbers in parentheses represent Fall '96 shares)

About the most  
wonderfully different,  
refreshingly original  
song they've ever recorded.

## Diamond Rio "How Your Love Makes Me Feel"



The new song from  
**Diamond Rio's**  
greatest hits.



Official Airplay Date:  
June 2nd

Produced by Michael D. Cluze and Diamond Rio  
Management: International Artist Management, Nashville, TN

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*Summer Will Never Sound the Same*

*Summertime Girls*

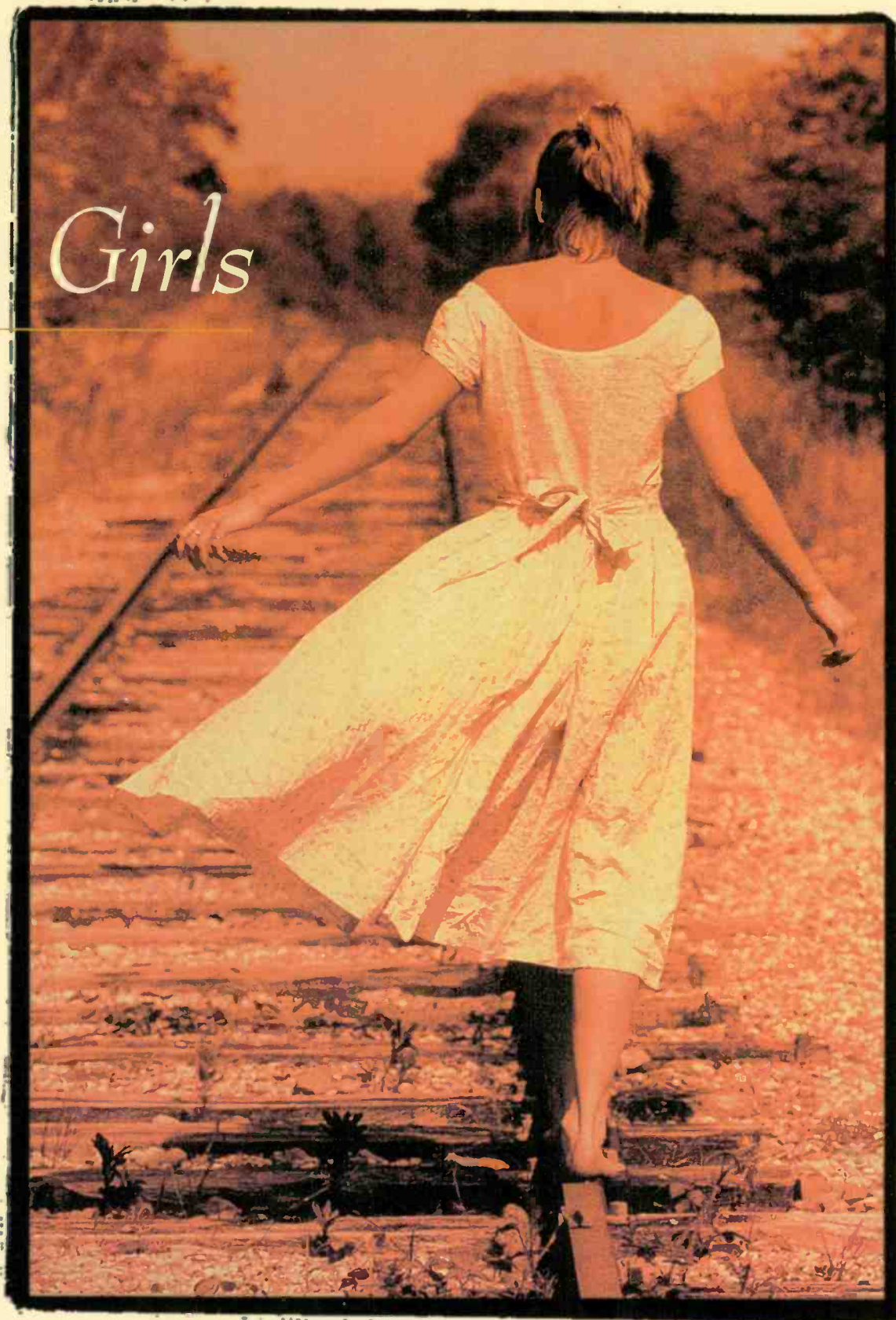
*The Debut Single*

*from*

**Crawford**



**West**



*Going for Airplay June 2*



## 3 'Butterfly Kisses' Vie For Airplay

Three versions of the multi-format hit "Butterfly Kisses" are now battling one another for attention at country radio.

Bob Carlisle's original version on Diadem Records debuted on the Country Airplay chart last week at No. 74, even before a country mix had been serviced to radio, and climbed to No. 65 this week. Now, new MCA signees the Raybon Bros. and Curb's Jeff Carson have cut and rush-released their versions of the song to radio as well, and some stations that were already playing the Carlisle version are replacing it with one of the newer releases.

WIVK-FM Knoxville, Tenn., MD Chris Huff calls the situation "the 'Butterfly' land rush of '97... Next thing you know the Spice Girls are going to be singing it," he says.

The Raybon Bros., comprised of former Shenandoah singer Marty Raybon and his brother, Tim, cut the song May 12, with Tony Brown and Don Cook producing. It was mixed and mastered the next day and sent, via electronic delivery, to radio that same day. A CD single and cassette will be in stores Memorial Day weekend.

The Carson version, which will not be released as a commercial single, was cut May 14 and sent by overnight mail to radio. It arrived at many stations three days after the Raybon Bros. version, but some programmers say that may have been three days too late.

KSCS Dallas had given the Carlisle version a few spins but immediately began playing the Raybon Bros. version in heavy rotation. PD Dean James says he prefers the Raybon's version over Carson's because Marty Raybon has "a more distinctive voice; he's better known." Also, he adds, "the Marty Raybon version got here first. We've made a commitment to it, and

we're going to stick with it."

WQYK-FM Tampa, Fla., had also been playing the Carlisle version a lot, based on heavy requests, but PD Beecher Martin says "as soon as we got Marty in we began playing it exclusively. It's country. Sorry, but we think it sounds better."

WSIX Nashville PD Dave Kelly was waiting for the country mix of the Carlisle song, but when the Raybon Bros. version arrived first, he put it on the air right away and says "that song has now blown up the phones, so I'm sticking with Marty Raybon's version." With so many other stations in the market playing the original Carlisle version, Kelly says playing a country version makes more sense for WSIX.

KMPS Seattle MD Tony Thomas got all three versions of the song via overnight mail on the same day, but has chosen to play the Carson version. "I just flat think the Jeff Carson one is the strongest one for a country radio station," he says.

The Raybon Bros. version of the song charted this week at No. 66, just one position behind Carlisle. Bill Macky, MCA's director of national promotion, says some programmers are trading Carlisle for the Raybon Bros. because "country radio wants to play a country record." Macky says he's hearing comments from programmers such as "I was hoping someone would [do a] country version of this song."

John Curb, VP of promotion at Curb's MCG/Curb imprint, says it's too early to pick a winner, but notes that "nobody likes a cover battle."

In related news, Shenandoah is seeking a new singer and label, as the group and Capitol Nashville have mutually agreed to part ways. Marty Raybon will continue to tour with the group through the end of the year.

PHYLLIS STARK



## RADIOACTIVE BY PHYLLIS STARK

### Tom Matheson Out, Will Schutte In At KYCY

**K**YCY (Young Country) San Francisco GM **Tom Matheson** exits. **Will Schutte**, GM of sister station **KFRC-AM-FM**, adds interim GM duties at KYCY but is expected to eventually add them permanently. Also, effective May 30, KYCY will begin simulcasting on sister station **KPIX-AM** full time with the exception of morning drive, where KPIX-AM will continue to air **Don Imus**.

A civil-rights group headed by the **Rev. Jesse Jackson** has formally challenged Viacom's proposed sale of four Washington, D.C., stations, including **WMZQ**, to Evergreen Media, according to *The Washington Post*. Jackson's Rainbow-PUSH Coalition asked the FCC to block the transfer until Viacom seeks minority buyers for the stations, the paper reports. A Viacom spokesman told *The Post* that Rainbow's filing is without merit and would not delay completion of the deal.

**Ron Gold**, GM of oldies **WBZO** Long Island, N.Y., adds those duties for country duopoly partner **WMJC**. That station had previously been co-managed with yet another duopoly partner, rock **WRCN**, which is moving out of WMJC's studios and back to eastern Long Island.

Top 40 **KQIZ** Amarillo, Texas, PD **Ted Kelly** returns to New Orleans (he previously worked at **WEZB** [B97] and **WNOE-AM**) to become PD/morning man at the new **WKSX** (Kiss Country 106.1), which flipped last week from modern **WZRH**. Former PD **Dash Travis** stays on as APD/middays.

**WRGX** New York picks up the new calls **WXXY** to match its Y107 handle. Simulcast sister station **WVHB** Riverhead, N.Y., is now **WVY**. The third outlet in the trimulcast, **WZVU** Monmouth, N.J., is still in an LMA and will not change calls until the sale to Odyssey Communications closes.

Night jock **Steve Miller** and P/T **Bryce LaGrande** are the new morning team on ABC's Real Country network. They replace **Mark Andrews**, who moves to nights.

PD **Denny Alexander** heads south from Heritage oldies outlet **WKLX** Rochester, N.Y., to join Paxson Communications in the newly created position of VP/director of programming/Tallahassee, [Fla.], overseeing country **WTNT**, oldies **WSNI**, jazz **WJZT**, modern **WXSR**, and sports **WNLS**. GSM **Judy Bailey** is upped to VP/director of sales.

**Terry Peters**, COO of Pride Communications, which operates **WZXA** (Extreme Country) Kenosha, Wis., among other stations, joins Dallas-based wireless communications company Unisite as VP/sales and marketing.

As **WSPT** Stevens Point, Wis., segues from AC to modern adult, PD **Keith Collins** exits to become PD of country **WNPQ** Canton, Ohio.

Former **WIXY** Champaign, Ill., PD/MD/afternoon host **Rob Kelley** joins **KZKX** Lincoln, Neb., as APD/MD/afternoons. Former afternoon jock **Ron Edwards** segues to middays, replacing **Charlie Thomas**, who comes off-air to concentrate on his OM/MD duties for **KZKX** and sister modern AC **KKNB**.

**KKIX** Fayetteville, Ark., afternoon host **Dave Dodson** has decided to stay on at the station, rather than taking the APD/MD job he had accepted at crosstown **KFAY**.

**WTVY** Dothan, Ala., picks up AC **WMXS** Montgomery, Ala., afternoon jock **Sam Botta** for nights and will add *Superaudio's* "Silver Grille" program in overnights.

**WXTX** Tuscaloosa, Ala., reshuffles its lineup, with night jock **Rick Miller** taking on afternoons, replacing **Gary Whitfield**, who moves to middays in a split shift with PD **Russ Williams**. Coming aboard for nights is former crosstown **WACT** afternoon host **Lance Houston**.



## COUNTRY CONFIDENTIAL BY WADE JESSEN

### Survey Finds Detections Preferred For Now

**W**hen Billboard and Broadcast Data Systems rolled out monitored-airplay country charts for the first time in 1990, our initial methodology was based on gross impressions—the number of spins a song received nationally cross-tabulated with the Arbitron audience for those stations.

At a time when much of Nashville was learning to understand and appreciate BDS, gross impressions were the feature of our country chart that labels most opposed. At a time when major-market country stations were particularly conservative, country reps felt that audience charts put too much power in the hands of places they didn't consider major country markets, like New York and Los Angeles.

Eventually, Billboard, and thus Country Airplay Monitor, went to detections as our only unit of measurement in country. In other formats, most Airplay Monitor charts are based on detections also, although Billboard's Hot 100 and Hot R&B Singles charts still use reach and frequency to measure a record's success. Raw spins were what our constituency asked for, and they were, we felt, more straightforward than competing charts that tried to find a less precise formula than gross impressions to factor in market size.

Recently, however, Monitor has had some requests, primarily in other formats, to consider the possibility of an audience-based chart again. Major markets are, in 1997, sometimes more aggressive than their smaller-market counterparts in starting new songs. And some label execs feel that allowing market No. 1 and mar-

ket No. 100 to be weighed equally makes them too vulnerable to the promotional demands of secondary stations.

So for the past several weeks, we've been circulating test charts based on spins and audience throughout the industry. So far, the test charts we've seen don't look that different from our current formula. No. 1 has been the same under both methodologies, although that could change this week if "One Night At A Time" finally falls out of No. 1 most-played. And while many in the industry think that the country chart needs to be slower, the audience charts we've seen so far haven't been appreciably faster or slower.

So far, the reaction we've gathered from the country radio and record communities suggests that our spin-only system remains the preferred method of tabulation. The only thing that's changed since 1990 in that regard is that some label execs no longer oppose the concept of an audience chart on general principal. But that's hardly the same as a ringing endorsement.

Of course, the entire point of addressing this subject is to solicit your feedback. It's my desire to have an ongoing dialogue with our readers regarding chart methodology for all BDS and chart information in Airplay Monitor. Please call 615-321-4291 or E-mail me at [wjessen@billboard.com](mailto:wjessen@billboard.com) with your input or to arrange an appointment to examine our audience-based test charts. BDS charts have set the standard for country for the past seven years and will continue to do so with your input.

### Woody Learns A Lesson



**KSAN** San Francisco morning co-host Steve "Woody" Woods got caught trying to eat Curb artist David Kersh's taco at a recent listener party. Kersh, left, is pictured teaching Woody to keep his fork on his own plate.

## ON THE ROW

### Monument Names Pareigis Promo VP

**A**s long expected, former Almo Sounds director of national country promotion **Larry Pareigis** has joined Sony's new Monument label as VP of promotion. Look for **Bart Allmand**, formerly with independent promotion firm Third Coast, to become director of national promotion at

Monument. No regionals have been hired yet.

Replacing Pareigis at Almo Sounds is **Steve Massie**. Most recently a Chicago-based independent promoter, Massie previously worked for Mercury and Columbia.

**Blake Chancey** is upped to VP of A&R at Sony Music Nashville. He previously was senior director of A&R at Columbia.

**Elisa Elder** is upped from VP of marketing to VP/GM at Word Records.

**Deb Markland** is upped from manager of marketing and product development to associate director of sales and consumer marketing at Arista. **Kelly Lynas** joins Arista as associate director of sales and marketing. She previously was country regional specialist at BMG in Dallas.

**Gary Morris** has signed with the Bobby Roberts Co. for booking representation.

## PROMOTIONS

### KYCY's 'Ellen' Party; WXXQ's Flood Relief

**K**YCY (Young Country) San Francisco hosted a "coming out" party for **Ellen DeGeneres** at a local bar during the broadcast of the "Ellen" episode in which the title character announced she's a lesbian. KYCY personality **Jo Thomas** broadcast live from the party.

**WXXQ** Rockford, Ill., declared April 25 Flood Relief Day and raised thousands of dollars in cash and goods to benefit the Red River flood victims in North Dakota. Beginning with morning man **Steve Summers**, stations jocks broadcast all day from a 48-foot semi truck and invited listeners to drop by with donations. At the end of the day, the station had collected \$21,000 in cash and enough donations to fill eight semis with food, paper products, and other supplies.

**WUBE** (B105) and **WYGY** Cincinnati helped collect \$17,000 for flood victims by designating the Four Star Blowout tour at Cincinnati Gardens a flood-relief concert. The station spearheaded various relief drives while three of the performers on the tour—**Clay Walker**, **Terri Clark**, and **James Bonamy**—donated a portion of their proceeds from the show to the effort. The fourth artist, **Emilio**, made a contribution to the silent auction.

Trimulcast **WRGX** (Y107) New York gave a grand-prize contest winner and the winner's mother a trip to Phoenix, Ariz., to see **Vince Gill** for Mother's Day. Qualifying contestants received a Mother's Day gift pack that included jewelry and perfume.

**WSM-FM** Nashville hosted the first in a series of four "private performance series" concerts May 14, starring **Bryan White**. The series presents artists in private, intimate shows for 500 station contest winners. To preserve the private performance theme, the names of the artists performing and the location are not disclosed until the last minute. The shows also include an onstage interview segment with morning host **Bill Cody** and a Q&A ses-

sion in which the artists field questions from the audience.

**WWWW** (W4) Detroit morning host **Holly Dunn** performed at the station's two-day Downtown Hoedown May 16-18. The lineup for the event's free concerts was set to include **David Lee Murphy**, **Patty Loveless**, and **Mark Chesnutt**.

**WUBE** will host the country stage at the Taste of Cincinnati festival May 24-26. Performers will include **Joe Diffie**, **David Kersh**, **Gary Allan**, **Lee Ann Womack**, **Kathy Mattea**, **Kevin Sharp**, the **Buffalo Club**, **Thrasher Shiver**, **Deana Carter**, **Brady Seals**, and **Burnin' Daylight**.

**WDSY** (Y108) Pittsburgh will present the Hot Country Jam May 25 at Star Lake Amphitheater. Performers will include **John Michael Montgomery**, **Toby Keith**, and **Ricochet**.

**WWYZ** Hartford, Conn., will hold its eighth annual Great American Music Fest June 21. The lineup is set to include **Vince Gill**, **Pam Tillis**, **Bryan White**, and **Trace Adkins**.

KYCY will host its annual Fourth of July fireworks and summer concert, which is expected to draw 30,000 people to Jack London Square. The event will include live country music, food, booths, and a fireworks display.

**WMJC** Long Island, N.Y., will host two free listener-appreciation concerts July 18 and Aug. 22. The first show will feature **Victoria Shaw** and the **Buffalo Club**. The second will feature **Mila Mason** and **Thrasher Shiver**.

The five winners in Curb's Champion and Challengers contest for new duo **Blake & Brian** were **WFMB** Springfield, Ill.'s **Bob Grayson**, **KPLX** Dallas' **Teresa Whitney**, **KHEY** El Paso, Texas' **Danny White**, **WWFG** Ocean City, Md.'s **Kim Werne**, and **WSM's Kevin Anderson**. Each won a trip to Las Vegas for two, including a meet and greet with Blake & Brian and tickets to the Holyfield/Tyson fight. **PHYLLIS STARK**

### On A Good Night



Columbia artist Wade Hayes recently performed at KRY9 (K99) Corpus Christi, Texas' Buc Days rodeo dance. Pictured in the front row at a pre-show interview, from left, are promotion director Pam Johnson, PD Clayton Allen, and Hayes. In the back row are K99 morning host Heidi Wilson and overnigher Lisa Del Rey.

## AIRBORNE

Instant information on Country's new artists

### Sherrié Austin

"LUCKY IN LOVE" (ARISTA)

Twenty-six-year-old Sherrié (pronounced sheree) Austin began performing at country festivals in her native Australia at age 13, and a year later she was opening dates for Johnny Cash. Her family relocated to Los Angeles, and Austin decided to move to Nashville a few years later to pursue her songwriting career, selling her musical equipment to raise the plane fare. Her debut album, "Words," is due July 15. It includes a guest appearance by Vince Gill on the track "I Wanna Fall In Love (So Hard It Hurts)."

### ★ Bob Carlisle

"BUTTERFLY KISSES" (DIADEM)

After this song won contemporary Christian artist Bob Carlisle song of the year and inspirational recorded song of the year honors at this year's Dove Awards, it began getting heavy AC airplay and ascended the AC chart. Even before



a country mix was serviced, it had charted on the Country Airplay chart based on spins of the AC version on country radio. Carlisle wrote the song for his daughter, Brooke. It appears on Carlisle's year-old Christian album "Shades Of Grace," which has been newly repackaged for the secular market under the title "Butterfly Kisses: Shades Of Grace." Carlisle's other writing credits include Dolly Parton's "Why'd You Come In Here Looking Like That" and Ty England's "Redneck Son."

### Lila McCann

"DOWN CAME A BLACKBIRD" (ASYLUM)

Seattle native Lila McCann made her singing debut with her father's band at the age of 4. She was signed to a development deal with Asylum at age 12. Now 15 and a freshman in high school, McCann plays guitar and wrote one of the songs on her debut album, "Lila," which also contains a cover of Sheena Easton's hit "Almost Over You." The album, produced by Mark Spiro, is due June 17.

### Michael Peterson

"DRINK, SWEAR, STEAL & LIE" (REPRISE)

Born in Tucson, Ariz., and raised in eastern Washington, Michael Peterson earned a scholarship for football and music from Pacific Lutheran University and originally chose sports over music. That choice earned him a national championship ring and a friendship with quarterback Brad Westerling, who went on to become a producer for Deniece Williams and gave Peterson his first professional opportunity as a songwriter. For nearly two years, Peterson traveled to Nashville once a month, pursuing a country songwriting deal, and penned more than 70 songs in one eight-month period. His self-titled album, produced by Josh Leo and Robert Ellis Orrall, includes a duet with Travis Tritt, "I Finally Passed The Bar."

### River Road

"I BROKE IT, I'LL FIX IT" (CAPITOL NASHVILLE)

The five members of River Road first met eight years ago, when they were playing on the Louisiana club circuit. After joining forces, they began drawing crowds with a mixture of country, blues, and jazz. The band is composed of lead guitarist Tony Ardoin, lead singer/bass player

Steve Grisaffe, keyboardist Charles Ventre, steel guitar player Richard Comeaux, and drummer Mike Burch. Grisaffe previously played in the band Bayou with Trace Adkins, and Grisaffe and Comeaux previously toured with Sammy Kershaw. The group's self-titled debut album, produced by Scott Hendricks and Gary Nicholson, is due June 17.

### Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

The Texas-based Sons Of The Desert honed their skills in dance halls and nightclubs, traveling for two years in a '72 Dodge Apollo RV. In an unusual move for Nashville, album producers Doug Johnson and Johnny Slate let the band members play on their Epic debut album. Lead singer Drew Womack penned most of the material on the 10-song set.

### ★ Teresa

"BABY THAT'S WHAT LOVE DOES" (EPIC)

Long before she had a record deal, Teresa was working 100-200 dates a year as a touring artist and was named National Assn. of Campus Activities country artist of the year in 1995 and '96. Long before signing with Epic last year, she had recorded two independent albums and has had a fan club for nearly three years.



Born to Italian-immigrant parents who settled in East Hartford, Conn., Teresa began performing with local groups as a teenager. Between '81 and '86 she ran her own sound company. From '85 to '87 she was a regular at Manhattan bar the Back Fence while working 9 to 5 in a property-management company. She moved to Nashville in 1989 and landed a publishing deal with Warner Songs two years later.

### Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

Lee Ann Womack grew up in the east Texas town of Jackson listening to Grand Ole Opry broadcasts from Nashville and picturing herself on the Opry stage. The daughter of a part-time country DJ, Womack often accompanied her father to the radio station, where he would let her play her favorite records. Now 30 years old and the mother of 6-year-old daughter Aubrie (with new BNA artist Jason Sellers), Womack is hoping to finally realize her Opry dream. Her self-titled debut album, due May 13, was produced by Mark Wright and includes a duet with labelmate Mark Chesnutt, "Make Memories With Me."

### Billy Yates

"FLOWERS" (ALMO SOUNDS)

Billy Yates' first cut as a songwriter was the George Jones song "I Don't Need Your Rocking Chair"; he went on to write songs for Ricochet, Ricky Van Shelton, Kenny Chesney, Sara Evans, and David Allan Coe, all the while supporting himself and his wife, Nancy, as a barber. Raised on a farm in the foothills of the Ozarks, he got an early start performing live on a regular Sunday-morning broadcast at KDFN Doniphan, Mo., where he worked nights after graduating from high school. He co-produced his debut album with Almo Sounds chief Garth Fundis.

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor.

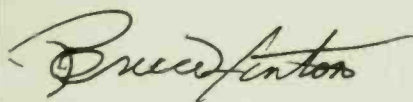
# BUTTERFLY KISSES...

## THE DEBUT SINGLE FROM THE RAYBON BROS.

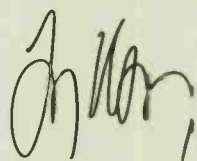
May 16, 1997

*To our friends at Country Radio:*

*In the past few days, you've received a single from the newest member of our MCA family, The Raybon Bros. As you probably know, Marty Raybon is one of the great country singers in our industry, and his track record as lead singer for the group Shenandoah speaks for itself. He has now teamed with his brother Tim, to create what we think, is one of the most incredible records to come to our format in a long, long time. "Butterfly Kisses" simply put, is a remarkable song. We felt it was important to give you a country single of this song from an established country artist. You've come to expect quality music and commitment from MCA Nashville, and you can be assured that the commitment is total with The Raybon Bros. and "Butterfly Kisses". It is our hope that you will embrace this song and share it with your listeners. Please feel free to call our promotion department with your stories, questions and comments. We'd love to hear from you at 615-880-7300. Thank you for your continued support.*



Bruce Hinton  
Chairman



Tony Brown  
President

MCA  
NASHVILLE

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## Classic Rock Up Sharply, Top 40 Off, Country Rises In National Arbs

Continued from page 1

ternoons, and 16.9-17.1 at night; in the last two dayparts, it posted its best number ever. It also posted record numbers in the 18-34 demo (13.9-14.4) and with men (8.8-9.0), which, one suspects, could have had something to do with the amount of rap on the radio during the winter and the publicity surrounding the murder of the Notorious B.I.G. R&B adult stations, which we also track separately, have been virtually flat for their first year as a discrete format. They held at a 3.7 share this winter.

Country's move forward puts the format flush with its fall '90 number. It's up by a tenth or two in most demos and dayparts with the exceptions of afternoons, 25-54, where it's flat with a 10.9, and 35-64, where the 11.9 share is the format's lowest number in the eight years that we've looked at national Arbitrons. The format's much-publicized broader gold libraries and the advent of several gold-based country FMs this winter may have had something to do with a much-needed rebound in men (9.9-10.3), but there's no sign of the 35-plus audience being repatriated by the changes.

Top 40 was off in all dayparts except middays, where it was flat. It was down most at night (12.2-11.6). But the format is still well ahead of last winter, when it had a spectacular 8.8-7.2 overall drop. Top 40 is, however, closer than ever to losing its longstanding lead among teens, with whom it was off 29.1-27.8, while R&B was flat at a 24.3 share.

Top 40 is no longer getting the boost it got over the last year from a net gain in the number of stations, as the format moved into markets where it hadn't previously existed. If the rumors about Chicago and San Francisco getting mainstream top 40s turn out to be true, those stations, even with modest ratings, would do a lot to drive the national number, given the number of listeners that even a few shares represent in a major market.

That also explains some of what happened between mainstream and classic rock this time. Two top 10 market heritage rockers, WNEW New York and KLOL Houston, flipped to classic rock

(although KLOL is sort of heading back these days). KBGG San Francisco, one of numerous '70s oldies stations to evolve into something more Arrowesque, was also reclassified as classic rock this winter. In a book in which the station count for most formats was as static as the numbers themselves, classic rock gained a total of 10 stations nationally, and mainstream album rock lost seven.

There's no sign that mainstream rock's drop represents a listener migration to modern, since that format was pretty much flat everywhere, except teens (where it seems to be losing a few bodies to modern AC). One might wonder if the increasingly hard nature of some mainstream rockers is driving folks over to classic, but the migration transcends demo, instead of getting sharper as the audience gets older. In 18-34, album is down 12.3-11.7, while classic rock is up 5.2-6. In 25-54, album is off 8.8-8.1, while classic rises 4.3-5.1. In 35-64, it's album 5.4-4.9, classic 4.3-5.1.

Spanish was only up by a tenth in most dayparts and demos, but that was enough for the format to post its third straight record book. One interesting note about Spanish, despite its longstanding stereotype as a format that appealed only to older (read less-assimilated) listeners: Its best numbers are consistently in the 18-34 demo these days. Spanish was flat in 18-34 with a 7.5 share but ahead of 25-54 (6.5-6.6) and 35-64 (5.9-5.9)—this despite the fact that many of the new builds in the format have been Spanish-language ACs, as opposed to the younger-targeted Tejano, regional Mexican, and salsa/merengue outlets that gave the format its first boost among younger listeners.

The oldies format posted its lowest numbers since winter '93. A lot of that can be traced to the near dissolution of '70s oldies stations, which only represented a 0.8 share last spring, when Arbitron began breaking them out, but which now represent only a 0.4 share. At its peak, the numbers suggest that the '70s accounted for about a share and a half of overall listening in the first half of '95.

## McCoy Shakes Up Eugene



Atlantic artist Neal McCoy performed at KUGN Eugene, Ore.'s recent listener-appreciation show. Pictured, from left, are KUGN's Montana Taylor and Kelly Erickson, McCoy, and KUGN's Bob Boshe.

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## MONITOR PROFILE

### Programming Vet Harvill Reclaims Name For Sacramento VP/GM Gig

**A**fter 19 years as Doug "McGuire," KHTK/KNCI/KRAK Sacramento, Calif., VP/GM Doug Harvill decided to revert to his real name and get rid of one he's always hated. Harvill vividly recalls being hired at WMZQ Washington, D.C., in 1978 and, on his first day, being instructed to go put his headphones in his locker. Finding no locker with his name on it, he asked which was his and was directed to a locker marked "McGuire" and told "that's you." After almost two decades in the programming and on-air trenches, he landed his first VP/GM job last October and recently decided the time was right to reclaim his name.

Harvill began his career at WWDC Washington, D.C., then gravitated to WMZQ after a stint programming a suburban station. In 1984, he was hired to put WYAY Atlanta on the air, then launched WLWK (now WTDR) Charlotte, N.C. He was subsequently hired by EZ Communications to program hot AC

with country records," Harvill says. The library begins in the "Urban Cowboy" era, peaks in the mid-'80s, and touches into the very beginning of the Garth Brooks era. It also features an occasional classic from artists like Patsy Cline once an hour. Harvill says he is looking to add at least one more "high profile" personality to the station who has the kind of heritage in Sacramento that the WCBS-FM jocks have in New York.

KNCI, meanwhile, is "a great, mainstream, contemporary country station," according to Harvill. "It's where the big heritage morning show is and plays new country as well as recent gold." The only change being made at KNCI, he says, is that it is now being "aggressively marketed" for the first time in several years.

Before making the change at KRAK, Harvill says the two stations "had almost the same median age." Now, he says, KNCI's median age is 38 and KRAK's is 44, "so the listeners are definitely getting the difference."

Here's a recent afternoon hour on KNCI: Reba McEntire, "I'd Rather Ride Around With You"; Garth Brooks, "Standing Outside The Fire"; Lorrie Morgan, "Good As I Was To You"; Blackhawk, "Every Once In A While"; George Strait, "Blue Clear Sky"; John Berry, "I Will If You Will"; Alan Jackson, "Tall Tall Trees"; Shania Twain, "What Made You Say That"; Kevin Sharp, "She's Sure Taking It Well"; Vince Gill, "Don't Let Your Love Start Slipping Away"; Brooks & Dunn, "Why Would I Say Goodbye"; Tracy Byrd, "Watermelon Crawl"; and Mindy McCready, "Guys Do It All The Time."

Here's a recent afternoon hour on KRAK: Juice Newton, "Queen Of Hearts"; George Strait, "The Fireman"; Kenny Rogers, "Daytime Friends"; Clint Black, "Nobody's Home"; Alabama, "Forty Hour Week (For A Livin)"; Willie Nelson, "On The Road Again"; Steve Wariner, "A Woman Loves"; Oak Ridge Boys, "Y'All Come Back Saloon"; the Judds, "Why Not Me"; George Jones, "He Stopped Loving Her Today"; Reba McEntire, "Somebody Should Leave"; Johnny Lee, "Lookin' For Love"; and Don Williams, "Tulsa Time."

KRAK came out of the starting gate slowly, posting a 12-plus ratings increase of just two-tenths of a share (3.2-3.4) in its first book with the new format, although Harvill claims its cume increased by 20%. But while you would expect the removal of a direct format competitor to have helped KNCI, Harvill says what that station got instead was "an unexpectedly soft winter book," where KNCI was off 5.4-4.5 12-plus. Part of that loss may have been due to the debut of modern AC KZZO (formerly KQPT), a station with which, Harvill says, KNCI's audience sharing "went through the roof." He also blames the loss on KRAK getting "a lot of attention from 35-plusers. Like any new product, people were spending a lot of time with it."

Harvill says the focus now is on "selling through" the soft ratings period until the numbers can rebound. "KNCI is a longstanding, successful country radio station and has delivered results for advertisers for years. Nobody believes for a moment that suddenly there is a third fewer country listeners in the market."

He believes that having the two country stations positioned in different directions gives them a tactical sales advantage. "When the two stations were going head to head, the advertisers felt like they could go after one. Now they feel like they have to buy both to reach the whole country segment." Harvill also believes the move probably ensures that no one else will come into the market with a country format.

PHYLLIS STARK



Doug Harvill  
 VP/GM  
 KNCI/KRAK Sacramento

*'Nobody believes that suddenly there's a third fewer country listeners in the market'*

KYKY St. Louis, then elevated first to regional PD, then national PD. When EZ merged with ARS, Harvill "wanted to take a break from the road" after almost nine years of traveling and was named to his current position overseeing the two country stations and sports outlet KHTK.

While it is still fairly unusual for a programmer to rise through the ranks to GM, Harvill says he was prepared for the job because he had always worked in tandem with the sales department. "Learning their language and going on sales calls with them and learning their issues only helped my career," he says. Also, as EZ's national PD, part of his role was acting as a liaison between programming and sales. "As a group PD, I had to learn how to talk to a PD in his language and turn around and talk to the GSM about how that affects business."

Asked if he misses programming, Harvill quips that OM "Mark Evans would tell you I'm not missing that at all. Mark and I have a longstanding relationship and are comfortable [with each other], so I absolutely get to feed my [programming] junkie habit." Joking aside, Harvill says he tries not to get in Evans' way. And while they discuss programming issues daily, he says, "it's Mark's department to run." Harvill views his job now as similar to that of a group PD—"to be a second set of ears." (Labels will probably be grateful Harvill leaves the programming to Evans. Although KNCI plays about 35 currents, Harvill believes the ideal country playlist is closer to 18-20.)

Harvill was instrumental in the decision to take KRAK from mainstream to country gold Jan. 17, scrapping plans to go in a young country direction almost at the last minute. Taking KRAK younger, he says, wouldn't have solved the problem of the two stations being used interchangeably, but instead would have cannibalized KNCI on the young end. Instead, KRAK is "basically a good-time oldies station

**Ten Top  
Ten Singles**

**5 #1 Singles**

**3 Million  
Albums Sold**

# Toby Keith

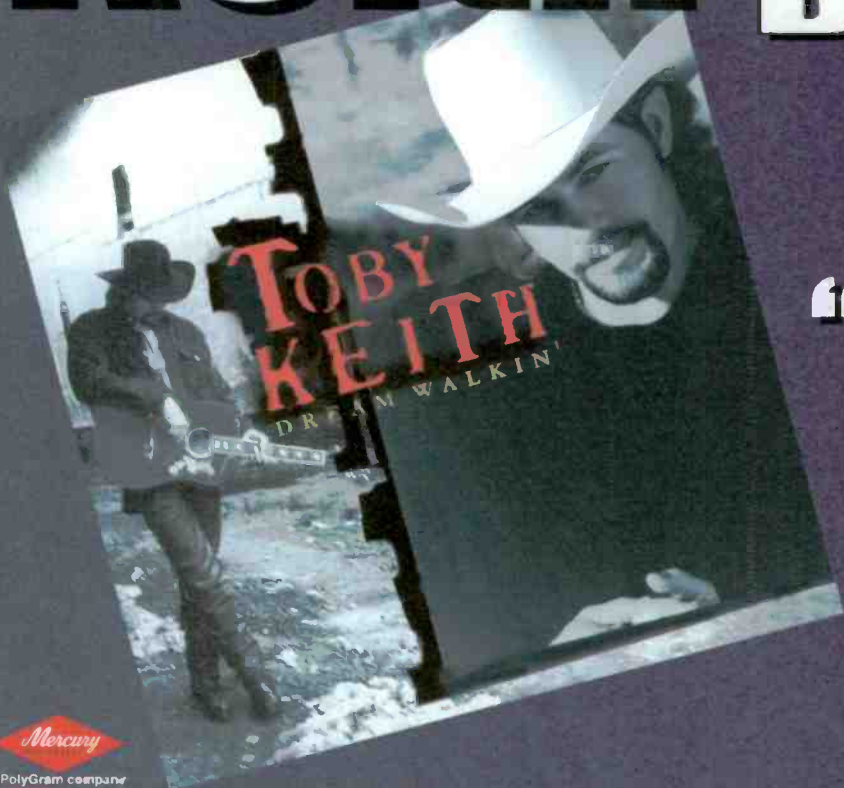
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**"We Were In Love"**

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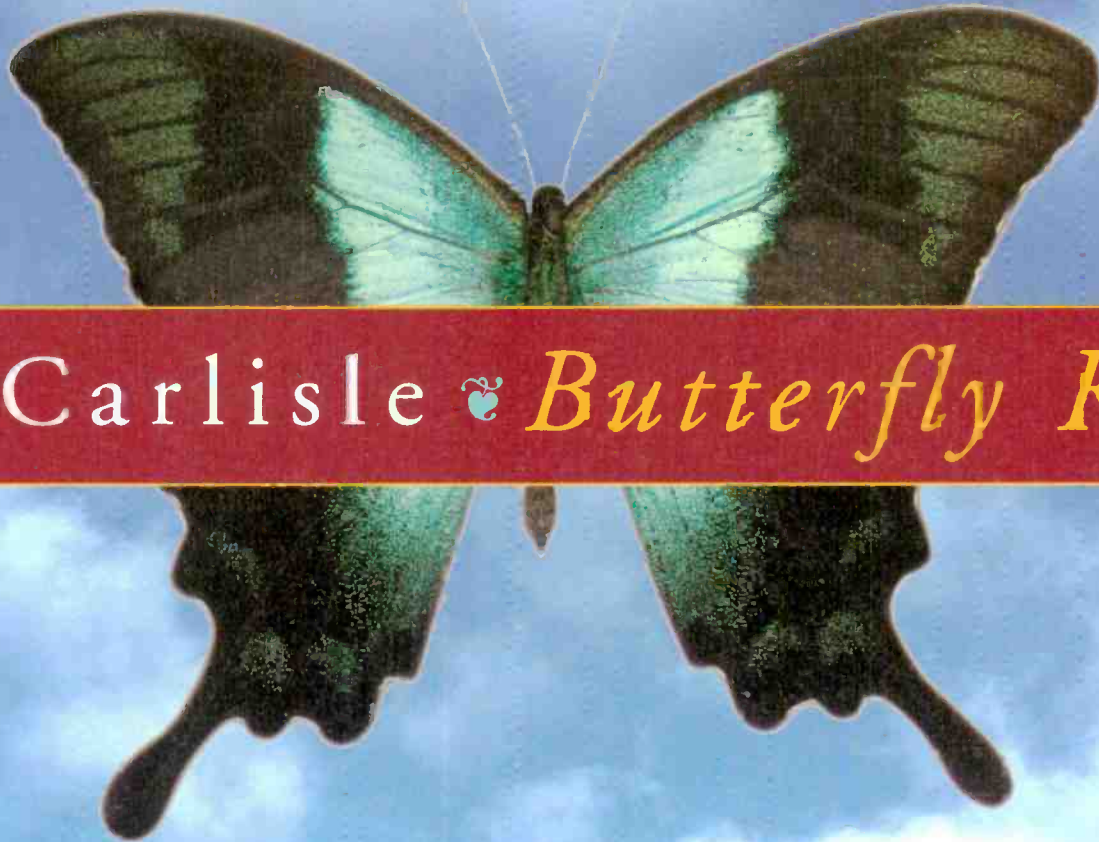
TKO Artist Management  
Produced by James Stroud and Toby Keith

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**Since becoming a hit record at 3 other formats (Christian, A/C, & Top 40) and touching the hearts of millions, Bob Carlisle’s “Butterfly Kisses” is now being embraced by Country Radio and making music history.**

**Moving from (74) to (65) on Billboard’s Country Singles Chart**

**Already being played on:**

<b>WDSY</b>	<b>WMZQ</b>	<b>WXTU</b>	<b>KBEQ</b>	<b>KKBQ</b>
<b>WWYZ</b>	<b>WKLB</b>	<b>WSOC</b>	<b>WCLB</b>	<b>KRMD</b>
<b>KYNG</b>	<b>WQBE</b>	<b>WKIS</b>	<b>WYNK</b>	<b>WQXK</b>
<b>KPLX</b>	<b>WFRE</b>	<b>WGNE</b>	<b>WKJN</b>	<b>WBCT</b>
<b>WKKX</b>	<b>WRKZ</b>	<b>WRBQ</b>	<b>WBEN</b>	<b>KMLE</b>
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**PRIME TIME COUNTRY - 5/29**  
**Good Morning America - 6/12**  
**Fox After Breakfast - 6/13**









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 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

WQYK Tampa PD: Beecher Martin MD: Jay Roberts. Playlist table with columns for rank, song title, and station.

KFRG San Bernardino OM: Ray Massie MD: Don Jefferies. Playlist table with columns for rank, song title, and station.

WTQR Greensboro PD: Paul Franklin MD: Deano. Playlist table with columns for rank, song title, and station.

WIVK Knoxville PD: Les Acree MD: Chris Huff. Playlist table with columns for rank, song title, and station.

WUBE Cincinnati PD: Tim Closson MD: Duke Hamilton. Playlist table with columns for rank, song title, and station.

WSIX Nashville PD/MD: Dave Kelly. Playlist table with columns for rank, song title, and station.

WHKO Dayton PD: Gerry McCracken MD: Dawn Michaels. Playlist table with columns for rank, song title, and station.

WSOC Charlotte PD: Paul Johnson MD: Rick McCracken. Playlist table with columns for rank, song title, and station.

WWKA Orlando PD: Michael Moore MD: Shadow Stevens. Playlist table with columns for rank, song title, and station.

WSM Nashville PD: Kyle Cantrell MD: Kevin Anderson. Playlist table with columns for rank, song title, and station.

WAMZ Louisville PD/MD: Coyote Calhoun. Playlist table with columns for rank, song title, and station.

KSAN San Francisco PD: Tim Roberts MD: Richard Ryan. Playlist table with columns for rank, song title, and station.

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers. Playlist table with columns for rank, song title, and station.

WRBQ Tampa PD: Ronnie Lane MD: Wanda Myles. Playlist table with columns for rank, song title, and station.

WKIS Miami PD: Bob McKay MD: Darlene Evans. Playlist table with columns for rank, song title, and station.

WZZK Birmingham PD: Jim Tice MD: Scott Stewart. Playlist table with columns for rank, song title, and station.

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

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

KWJJ Portland, OR PD: Robin Mitchell MD: Kelly McCrae. Playlist table with columns for rank, song title, and station.

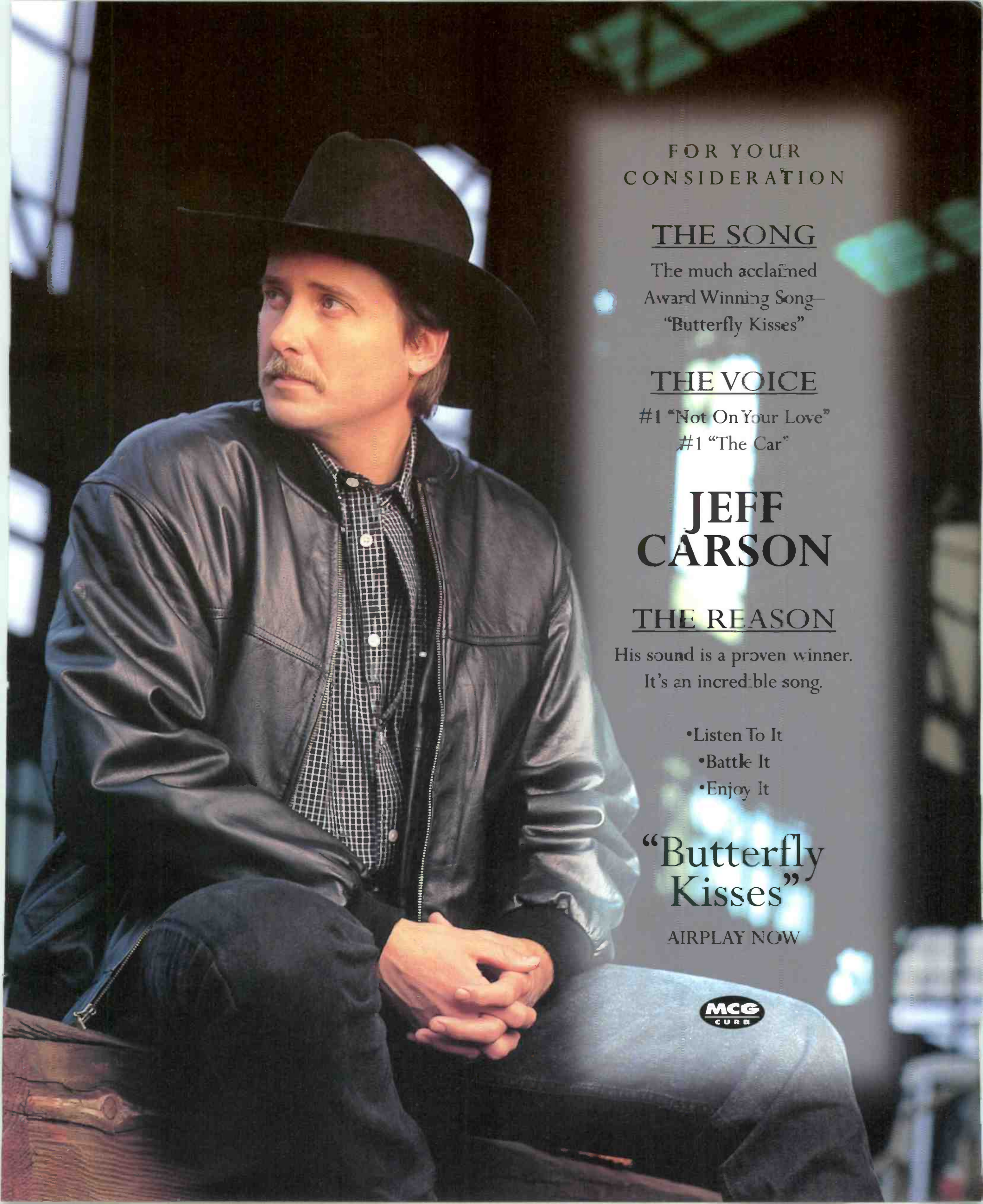
WDAF Kansas City PD: Ted Cramer MD: David Bryan. Playlist table with columns for rank, song title, and station.

WVYZ Hartford PD: Greg Rochelle MD: John Saville. Playlist table with columns for rank, song title, and station.

WMIL Milwaukee OM/PD: Kerry Wolfe MD: Mitch Morgan. Playlist table with columns for rank, song title, and station.

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

WUSY Chattanooga PD: Clay Hunicutt MD: Bill Pindexter. Playlist table with columns for rank, song title, and station.



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It's an incredible song.

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- Battle It
- Enjoy It

“Butterfly  
Kisses”

AIRPLAY NOW







**GEORGE STRAIT -**

“What a great song  
Lee Ann Womack has in  
*Never Again, Again*.  
I think she’s awesome!”

# Lee Ann Womack

**ALAN JACKSON -**

“I love her singing.  
All we do is sit on the bus  
and play that album of hers.  
*Never Again, Again*,  
is my favorite one on there.”

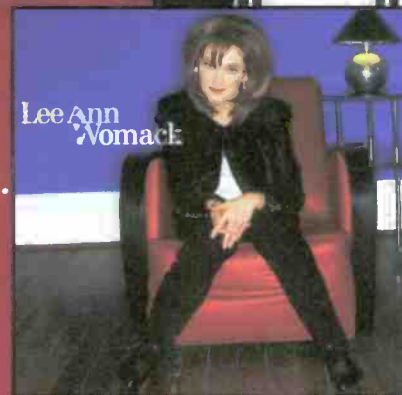
**VINCE GILL -**

“Lee Ann Womack is  
providing what I really miss  
in country music these days—  
pure, straight ahead,  
hardcore, traditional music.  
And best of all  
it’s really good...”

**RONNIE DUNN -**

*(of Brooks & Dunn)*

“You have killed me with  
the Lee Ann Womack CD.  
It’s a monster!  
It’s my favorite record.  
This is the first record to  
knock me out  
in a long time.”



(IN STORES MAY 13)

**Four Out Of Four Entertainers Of The Year Can't Be Wrong**

# MONITOR SONG ACTIVITY REPORTS

For Week Ending May 18, 1997

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 plays. Markets listed in order of population.

## COUNTRY

ALAN JACKSON 4809/436 <i>Who's Cheatin' Who (Arista)</i>												SAMMY KERSHAW 1205/112 <i>Fit To Be Tied Down (Mercury Nashville)</i>												LONESTAR 1882/420 <i>Come Cryin' To Me (BNA)</i>												PATTY LOVELESS 2282/633 <i>The Trouble With The Truth (Epic)</i>												MINDY MCCREADY 4906/307 <i>A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)</i>											
Total Stations: 161						Chart Move: 11-5						Total Stations: 127						Chart Move: 40-40						Total Stations: 148						Chart Move: 35-34						Total Stations: 158						Chart Move: 33-28																	
City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP																								
L.A.	CM	2	1	2	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1																		

REBA MCENTIRE 3571/296 <i>I'd Rather Ride Around With You (MCA)</i>												TIM MCGRAW (WITH FAITH HILL) 4982/51 <i>It's Your Love (Curb)</i>												MICHAEL PETERSON 1083/387 <i>Drink, Swear, Steal &amp; Lie (Reprise)</i>												RICOCHET 1046/209 <i>He Left A Lot To Be Desired (Columbia)</i>												LEANN RIMES 4362/207 <i>The Light In Your Eyes (Curb)</i>											
Total Stations: 161						Chart Move: 18-16						Total Stations: 162						Chart Move: 10-3						Total Stations: 113						Chart Move: 49-41						Total Stations: 128						Chart Move: 43-43																	
City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP	City	W	L	W	Z	IP																														
L.A.	CM	2	1	2	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1	Jacksonv.	WO	1	1	1	1																														







Somewhere  
between  
BIG LIPS  
*and*  
NO SHOW...

# THRASHER SHIVER



BETWEEN  
THE STONES  
*and*  
JONES

*This is the single that will give you pure SATISFACTION.  
THE RACE IS ON for airplay now.*

*Management: Bob Doyle & Associates*



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 162 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1997 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
<b>★ ★ ★ No. 1 ★ ★ ★</b>						
1	6	14	SITTIN' ON GO ASYLUM 1 week at No. 1	BRYAN WHITE	5143	4832
2	1	12	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	5064	5483
3	10	4	IT'S YOUR LOVE CURB	TIM MCGRAW (WITH FAITH HILL)	4982	4471
4	8	14	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	4906	4599
5	11	8	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	4809	4373
6	7	14	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	4767	4776
7	9	17	SHE'S SURE TAKING IT WELL 193/ASYLUM	KEVIN SHARP	4750	4535
8	12	10	A LITTLE MORE LOVE MCA	VINCE GILL	4641	4307
9	3	14	SAD LOOKIN' MOON RCA	ALABAMA	4376	5247
10	13	11	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	4362	4155
11	4	19	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	4304	4989
12	2	15	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	4296	5325
13	15	11	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	4019	3816
14	14	14	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3837	3870
15	5	15	ON THE VERGE EPIC	COLLIN RAYE	3598	4964
16	18	8	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	3571	3275
17	16	11	LOVED TOO MUCH EPIC	TY HERNDON	3544	3359
18	17	14	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	3436	3311
<b>★ ★ ★ AIRPOWER ★ ★ ★</b>						
19	19	10	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	3270	3132
20	20	12	LET IT RAIN DECCA	MARK CHESNUTT	3059	2941
21	21	14	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	2919	2663
22	28	6	ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	2704	2263
23	23	12	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	2655	2575
24	30	6	I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	2545	2218
25	29	13	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	2491	2242
26	27	11	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	2445	2358
27	24	18	RUMOR HAS IT GIANT	CLAY WALKER	2406	2518
28	33	6	THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	2282	1649
29	26	19	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	2247	2429
30	22	20	ANOTHER YOU CURB	DAVID KERSH	2230	2626
31	31	7	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	2164	2115
32	25	13	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	1989	2440
33	32	19	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	1940	1975
34	35	5	COME CRYIN' TO ME BNA	LONESTAR	1882	1462
35	36	7	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	1832	1458
36	37	6	ONE, TWO, I LOVE YOU GIANT	CLAY WALKER	1642	1368
37	38	11	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	1236	1303

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
38	39	10	TAKE IT FROM ME REPRISE	PAUL BRANDT	1216	1112
39	41	9	THE SWING EPIC	JAMES BONAMY	1210	1019
40	40	8	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	1205	1093
41	49	3	DRINK, SWEAR, STEAL & LIE REPRISE	MICHAEL PETERSON	1083	696
42	34	20	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	1048	1559
43	43	5	HE LEFT A LOT TO BE DESIRED COLUMBIA	RICOCHET	1046	837
44	48	3	DON'T LOVE MAKE A DIAMOND SHINE MCA	TRACY BYRD	1040	768
45	42	7	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	947	883
46	46	8	FROM WHERE I'M SITTING DECCA	GARY ALLAN	755	773
47	47	20	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	684	772
48	59	5	CARRYING YOUR LOVE WITH ME MCA	GEORGE STRAIT	601	305
49	53	9	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	567	520
50	50	19	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS. BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT		562	627
51	62	2	FLOWERS ALMO SOUNDS	BILLY YATES	509	230
52	52	6	KING OF THE ROAD (FROM "TRAVELLER") ASYLUM	RANDY TRAVIS	493	549
53	56	4	I BROKE IT, I'LL FIX IT CAPITOL NASHVILLE	RIVER ROAD	488	392
54	45	17	DARK HORSE ATLANTIC	MILA MASON	472	805
55	58	3	JUST THE SAME MERCURY NASHVILLE	TERRI CLARK	459	377
56	54	20	EVERYTHING I LOVE ARISTA	ALAN JACKSON	436	462
57	64	2	LUCKY IN LOVE ARISTA	SHERRIE AUSTIN	432	210
58	63	3	DOWN CAME A BLACKBIRD ASYLUM	LILA MCCANN	413	214
<b>★ ★ ★ HOT SHOT DEBUT ★ ★ ★</b>						
59	NEW ▶		DAY IN, DAY OUT CURB	DAVID KERSH	382	104
60	NEW ▶		SHE'S GOT IT ALL BNA	KENNY CHESNEY	371	85
61	61	6	MARY GO ROUND WORD NASHVILLE	SKIP EWING	369	298
62	55	9	DO IT AGAIN CURB	JEFF CARSON	354	456
63	67	2	THE SHAKE ATLANTIC	NEAL MCCOY	324	195
64	51	16	SAY YES CURB	BURNIN' DAYLIGHT	319	594
65	74	2	BUTTERFLY KISSES DIADEM/JIVE	BOB CARLISLE	313	129
66	NEW ▶		BUTTERFLY KISSES MCA	THE RAYBON BROS.	255	0
67	NEW ▶		HOW A COWGIRL SAYS GOODBYE ATLANTIC	TRACY LAWRENCE	226	92
68	57	17	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	222	384
69	65	3	YOUR MAMA WON'T LET ME WARNER BROS.	LITTLE TEXAS	220	208
70	60	17	COLD OUTSIDE MCA	BIG HOUSE	213	298
71	71	2	YOU AIN'T LONELY YET MCA	BIG HOUSE	210	152
72	66	5	HE'D NEVER SEEN JULIE CRY CURB	JO DEE MESSINA	193	199
73	75	2	FIND MY WAY BACK TO MY HEART ROUNDER ALISON KRAUSS & UNION STATION		145	121
74	NEW ▶		IT'S ALL THE SAME TO ME MERCURY NASHVILLE	BILLY RAY CYRUS	139	1
75	68	7	THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	137	173

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 YATES**  
**"Flowers"**

**ALMO**