

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

August 28, 1998 \$ 4.95 Volume 6 • No. 35

COUNTRY HIGHLIGHTS

★★★★ NO. 1 ★★★★★

#1

JO DEE MESSINA

I'm Alright (CURB)

★★★★ AIRPOWER ★★★★★

SHANIA TWAIN • *Honey, I'm Home (MERCURY)*

GOING FOR AIRPLAY

SUZY BOGGUSS • *Nobody Love, Nobody Get Hurt (CAPITOL NASHVILLE)*

T. GRAHAM BROWN • *Wine Into Water (INTER SOUND)*

DAVID KERSH • *Something To Think About (CURB)*

REBEL HEARTS • *Everything To Me (HOUSE OF TUNES)*

PAM TILLIS • *Every Time (ARISTA NASHVILLE)*

VARIOUS ARTISTS • *Same Old Train (COLUMBIA)*

DWIGHT YOAKAM • *These Arms (REPRISE)*

Crossover Successes Renew The Question, 'Is It Good For Country?'

by Phyllis Stark

Two weeks ago, the AC airplay chart might have made some country programmers do a double take. On the 30-position chart, country artists held down six slots. Shania Twain's "You're Still The One" landed at No. 2, down from No. 1 the week before. LeAnn Rimes' "Looking Through Your Eyes" charted at No. 7, and her "How Do I Live" was No. 19. Garth Brooks' "To Make You Feel My Love" was No. 12, with 649 spins on 57 AC stations. Faith Hill's "This Kiss" was No. 24, and Martina McBride's duet with Bob Seger, "Chances Are," was No. 25.

Also that week, "This Kiss" was being played on 76 monitored mainstream top 40 stations, and it debuted on the adult top 40 airplay chart at No. 37. Twain's "You're Still The One" was at No. 9 on the adult top 40 airplay chart, down from its peak at No. 6 on that chart the week before.

This week, Alan Jackson's "I'll Go On Loving You" goes to adult top 40 and AC stations for airplay.

What all of this means is that country artists are getting more play outside the format now than at any time since the early '80s, when Eddie Rabbitt, Crystal Gayle, Alabama, Dolly Parton, Kenny Rogers, and others were crossing over. But the phenomenon continues to draw a mixed reaction from programmers, just as it did when we first reported on this issue last year (Country Airplay Monitor, June 13, 1997). Some PDs still aren't happy about it. Others echo their label reps, who say broadening the audience base for these artists can only help country.

"I'm a little concerned that... there appears to have been a bit of an intentional move to record some artists' music so they would have the ability to cross over and be played on multi-formats," says KNIX Phoenix MD Buddy Owens. "I certainly understand labels wanting to do that, but from a country radio perspective, it's made the music sound more pop, which listeners can take a little bit of but not a full diet of. So we're a little concerned about LeAnn, Shania, and Garth, who

are trying to cross. When people are going around [the dial] looking for what they think is a country station and they hear Shania and the next one is Elton John, we are liable to lose some of our fringe people."

On the new Twain single, "Honey I'm Home," Owens says, "they are trying to make us believe this is a country record, but the first 45 seconds are not. What are my listeners thinking when they hear that first 45 seconds? They're thinking, 'Are we listening to KNIX?' We want listeners to feel at home and know this is KNIX."

WKHX/WYAY Atlanta president/GM Victor Sansone touched off a new debate about the crossover issue a few weeks ago, when he circulated a letter complaining that Twain's management is preventing country radio from presenting her shows, calling it "a slap in the face of country radio, who brought this girl to the dance" (Country Airplay Monitor, Aug. 14).

Sansone now says the label "reacted swiftly to a mutually satisfactory resolution" and gave his stations not only the presents on Twain's September show in Atlanta but also a backstage meet and greet and plenty of tickets to give away. "They addressed it not just to placate us, but because it's right," he says.

But Sansone is less concerned with the overall issue of pop crossovers. "I think it's great when an artist can cross over and create an interest" in other formats, he says. "We as a format have suffered over the last few years. All of a sudden, we have a great artist who is bringing a lot of attention to the format, and when she comes to town, we can't have her. That was my gripe. All I ever want is a level playing field. We finally have someone who can bring people back to the party, and they are more worried about offending the AC and [top 40] stations that play two or three of her songs in rotation. Meanwhile, her continued success is depending on the continued support of country, so why would you put the accent on [those pop stations]?"

KFRG Riverside, Calif., OM Ray Massie also says he is fairly uncon-

Continued on page 6

Dwight Yoakam • "These Arms" The new single • Going for immediate airplay



Words and music by Dwight Yoakam
Produced by Pete Anderson



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BORMAN
ENTERTAINMENT



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pam tillis
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Katzenberg To Unveil 'Prince' At Seminar

DreamWorks SKG founding partner Jeffrey Katzenberg will help preview DreamWorks' new animated feature at the Billboard/Airplay Monitor Radio Seminar and Awards, to be held Sept. 17-19 at the Pointe Hilton Resort at Tapatio Cliffs in Phoenix.



KATZENBERG

Katzenberg, the renowned former Disney executive who formed DreamWorks with Steven Spielberg and David Geffen, will appear Sept. 18 at a local theater. Katzenberg will take questions from the audience, then introduce the screening of DreamWorks' new animated feature, "The Prince Of Egypt." The holiday film will be complemented by three separate soundtrack albums, including a country album.

Seminar attendees will be the only ones admitted to this exclusive event.

In other Radio Seminar news, Monument Records VP of promotion Larry Pareigis has been added to the "Country Programming Ethics" panel. The session, moderated by KMLE Phoenix PD Jeff Garrison, is set for 11:30 a.m.-12:45 p.m. Sept. 19. Also, Rusty Walker Consulting's Bob Glasco will co-mod-



erate the "Country Confidential" rap room Sept. 18 with previously announced moderator Ray Massie, OM of KFRG Riverside, Calif.

For the latest seminar information and to register online, go to www.billboard.com/events/radio. For hotel and travel arrangements, call Pepp Travel at 800-877-9770.

Smoky Mountain Brains



WIVK-FM Knoxville, Tenn., recently hosted a regional Meeting in the Mountains for a small group of country programmers. Pictured, from left, are WUSY Chattanooga, Tenn., PD Clay Hunnicutt and MD Bill "Dex" Poindexter; WIVK MD Chris Huff and PD Les Acree; WSSL Greenville, S.C., PD Bruce Logan; and WXBQ Johnson City, Tenn., PD Bill Hagy.

Journal To Buy Great Empire's 13 Outlets

Journal Broadcast Group has agreed to purchase the mostly country Great Empire Broadcasting chain for an undisclosed price. Great Empire owns 13 stations, including country WOW-AM-FM Omaha, Neb.; KTTS-AM-FM and KLTQ Springfield, Mo.; KVOO-AM-FM and KCKI Tulsa, Okla.; and KFDI-AM-FM and KYQQ Wichita, Kan. Great Empire's joint sales agreement with hot AC KAYW Wichita is included in the deal. After this acquisition, Journal will have 36 radio stations and three TV outlets in 11 states.

Scott Hamilton, PD of WFXM Montgomery, Ala., is the new PD at Cumulus' WXKT Chattanooga, Tenn., currently a country outlet, as well as its sister stations top 40 WKXJ and AC WLMX. Clay Hunnicutt remains OM for the cluster, which includes country sister WUSY. Meanwhile, WUSY middayer Erin Michaels moves to sales at the station.

Look for KFGE Lincoln, Neb., PD/p.m. driver Dave Steele to join WBYT South Bend, Ind., as PD/p.m. driver, replacing former PD Ralph Cherry, now at WYNK Baton Rouge, La. MD Dave Shepel is expected to be named interim PD at KFGE, where Miller Hopps will move from nights to afternoons.

KNEW San Francisco flips from ABC Radio's Real Country format to a simulcast of hot AC sister station KIOI.

Adult R&B KHUL Honolulu flips to country under PD/MD/p.m. driver Charlie Garrett and

will apply for new calls. KHUL picks up Jones Radio Networks' "Nashville Nights." Also, market vet Kimo Kahoano joins for mornings. Middayer Debra West joins from AC rival KUCD. Gina Lynn and Johnny Helm join for air work from co-owned top 40 KQMQ.

Charles Norman, GM of KKCB Duluth, Minn., and its sister stations, is the new GM at KSMB/KVOL/KDYS Lafayette, La.

Jacor has signed an option agreement to purchase Progressive Broadcasting's five stations in Shreveport, La., including country KITT.

WXTU Philadelphia MD Jim Radler exits as part of a staff reduction and can be reached at 609-384-8878. PD Ken Johnson will handle music duties for now. Other air shifts have been extended to fill

Radler's 10 a.m.-noon shift. Former KYCW Seattle p.m. driver Wynn Richards joins KYNG Dallas for that shift, replacing Stubie Doak, who's now in mornings.

WMSI (Miss 103) Jackson, Miss., p.m. driver Charlie Cook exits. PD Buddy Van Arsdale is looking for a replacement and wants T&Rs.

AC KTDY Lafayette, La., p.m. driver Dallas Knight joins sister KMDL for nights, replacing Johnnie Morris.

KASE Austin, Texas, is looking to add staff to its morning show. T&Rs to PD Michael Cruise.

Congratulations to WMZQ Washington, D.C., MD Jon Anthony and wife Jaimie, who became the parents of son Zachary Thomas Aug. 19.

RADIO ACTIVE



by Phyllis Stark

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COUNTRY CONFIDENTIAL BY WADE JESSEN

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It's A Three-Peat For Jo Dee Messina

LAST WEEK, Jo Dee Messina told Billboard's Chet Flippo that a No. 1 single "hands you a shovel, and it lets you dig your way out." Now notching her third week at No. 1 with "I'm Alright," Messina can trade the shovel in for a backhoe. The single was down just four spins from last week, with 5,586 detections.

AS VINCE GILL'S "The Key" blasted onto Billboard's Top Country Albums chart at No. 1 and landed on The Billboard 200 at No. 11, it's clear that, at least for now, country is back in town. Gill's accomplishment sends a message that there's a restless appetite in the marketplace for great traditional music. Of the 32 albums that have debuted atop the country chart since Billboard began publishing SoundScan information in the spring of '91 (four of those sets were greatest-hits packages), Gill's set is the only such title to be thoroughly inspired and influenced by the music of "the Nashville sound" era of the '60s and '70s. It is also Gill's biggest opening week at retail with a set containing new material. Previously, Gill's career record for first-week sales was set by "When Love Finds You," a mid-1994 set that scanned approximately 81,500 units.

Of course, Gill has long been known to have an array of traditional country influences and always demonstrates those in an unapologetic and reverent manner. That's one characteristic that continues to serve him well with traditionalists and makes him one of the country's most favored young statesmen along Music Row.

Although "If You Ever Have Forever In Mind," the lead single from "The Key," bows graciously to Nashville's post-rock'n'roll-invasion style of production, the material on the album doesn't rely on cover versions of old songs—each cut is a new composition. And it doesn't hurt that Gill's record shows off former Conway Twitty steel guitarist John Hughey alongside a supporting cast that looks like a tra-

ditional country who's who, including pianist Hargus "Pig" Robbins; background vocalists Sara Evans, Sonya Isaacs, Alison Krauss, and Lee Ann Womack; and duet partner Patty Loveless. Reprise artist Randy Scruggs, whose music tutors included his father, Earl Scruggs, and Mother Maybelle Carter, also participated in the project.

Gill's concert audiences got to sample some of the content from "The Key" in a tour alliance with CMT, wherein ticket buyers received a cassette single. The A-side is "If You Ever Have Forever In Mind," and the B-side features a four-song montage of other cuts from the new set. That marketing technique allowed many concertgoers to sample the album before buying it, and they didn't have to wait until street date to use a retail listening station to make the decision.

Gill's impressive retail benchmark for a traditional country project will help bring stylistic balance back to the country music cash register and may make programmers a bit more open to traditional country records. And with so many new projects in the pipeline that are heavily influenced by traditional country music, including forthcoming sets by Evans, Womack, Heather Myles, and Danni Leigh, Gill's sturdy show of leadership for such projects couldn't come at a more appropriate time for the format.

It may also inspire programmers to be more confident about traditional material from artists who have been unceremoniously dismissed or excluded entirely from playlists based on the twang factor. Too many of such artists have fallen through the proverbial cracks during this decade based on that prejudice.

WE'LL BE RIGHT BACK: Despite our previously announced plans to reinstate it this issue, WFLS Fredericksburg, Va., remains on a temporary hiatus from our panel of monitored stations due to technical difficulties.

ON THE ROW

John Berry Granted Release By Capitol

John Berry has requested, and been granted, a release from his Capitol Nashville contract. In a prepared statement, Capitol Nashville president/CEO Pat Quigley said, "John and Capitol have done some fine work together, and it's sad to say goodbye. He feels the need to move on, and I respect that. We've built a strong personal and professional relationship in the time I've been here." Berry has charted four albums since 1994, including 1996's "Faces," which peaked at No. 9. He has also charted 16 singles, seven of which have gone top 10; 1994's "Your Love Amazes Me" was his sole No. 1.

Meanwhile, Tanya Tucker filed a second lawsuit against Capitol Nashville Aug. 12 claiming career damages totaling \$50 million. The new suit claims Capitol extended an option on Tucker's contract to October 1999. However, Quigley, who terms the latest action as "frivolous," tells Billboard that she "is definitely off the label" and that when he took office last fall, she asked for and was given her release from Capitol. Tucker, who says she's being held "hostage," wants to be paid for albums not yet recorded. In citing the \$50 million figure, Tucker's suit also claims willful negligence of her career by the label for years. The new suit

replaces an earlier \$300,000 suit she filed against the label (Country Airplay Monitor, Aug. 7).

The Mavericks' current album, "Trampoline," is now being worked out of MCA's pop department in Los Angeles, which will service the single "Dance The Night Away" to top 40 radio, according to Billboard. That single, a recent pop hit in the U.K., peaked at No. 63 on the Country Airplay chart in June. Pop stations will also be serviced with the band's previous three sets. In an interview with Billboard, band manager Frank Callari said, "Why are we moving? So we can sell more records." Saying he felt "restricted" in the format, Mavericks singer Raul Malo told Billboard, "New ideas and that creative edge need to be subdued in order to do well in country."

Reba McEntire, who has never charted in the U.K., will make a rare promotional trip to the territory in early September to promote the Sept. 28 release of the MCA Nashville compilation "Moments & Memories—The Very Best Of Reba McEntire," which will not have a U.S. release.

McEntire will be among the performers at the 32nd annual Country Music Assn. Awards, which will be broadcast Sept. 23 on CBS-TV live from Nashville. Other performers will include George Strait, Martina McBride, and Horizon Award nominees Dixie Chicks, Jo Dee Messina, and Michael Peterson.

N2K's Music Boulevard has partnered with MJI Broadcasting to become the exclusive online music retailer for MJI's syndicated content services for radio stations, including CountryNow.com.

Dreamcatcher Entertainment, a new independent label formed by Kenny Rogers and former Capitol Records president/CEO Jim Mazza, has signed a long-term, exclusive distribution agreement with Navarre Corp.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Sept. 2	WUSY Chattanooga, Tenn.	US101 Kudzu Cafe Concert Series	Brady Seals
Sept. 4-6	WGNE Daytona Beach, Fla.	Fire Aid '98	James Bonamy, Seminole, Pam Tillis, Lari White
Sept. 5	WIXY Champaign, Ill.	Birthday Bash	Gary Allan, Keith Harling
Sept. 6	KGMV Springfield, Mo.	My Country Y'Allapalooza	Big House, Suzy Bogguss, Deryl Dodd, Toby Keith, Sammy Kershaw
Sept. 7	WUSN Chicago	US99 Private Performance	Toby Keith
Sept. 12	KEEY Minneapolis	K102 Fan Jam	Trace Adkins, Lonestar, Martina McBride, Collin Raye, Randy Travis, Lari White, the Wilkinsons
Sept. 18-19	KTOM Monterey, Calif.	Salinas Country Fest	Clint Black, BlackHawk, Hal Ketchum, Lila McCann, Wynonna
Sept. 27	WUSN Chicago	US99 Private Performance	Neal McCoy
Oct. 4	WIOV Lancaster, Pa.	Fall Music Fest	Rhett Akins, Jeff Carson, Hal Ketchum, the Kinleys, Lee Roy Parnell
Oct. 5	WUSY	US101 Kudzu Cafe Concert Series	Ricochet

Let us monitor your event! Call Phyllis Stark at 615-321-4284 or E-mail pstark@airplaymonitor.com

Letter: 'Weak Music' Is Just An Excuse

To the editor:

[Regarding] your recent article on lower audience impressions for No. 1 songs (Country Airplay Monitor, Aug. 14), I wholly agree with consultant Keith Hill when he says programmers should calculate their [optimum effective scheduling] in order to expose currents correctly and breed loyalty from the audience. Keep in mind that if your station has sagged in the ratings, new OES calculations probably need to be done.

The pure fact that there are programmers complaining about the music threatens to be a self-fulfilling prophecy if programmers buy into the "weak music" excuse. Do you think there is a listener out there who knows about, much less cares about, this backbiting and blame-placing going on behind the scenes in country radio? With each release having already been "tested," according to the industry, there is incredible pressure on the record reps, all flush with this great information, to "deliver" a hit. It's up to the programmer to choose the best of the best and put them in an on-air environment that attracts and holds listeners.

Country radio listenership is declining some, but it's mostly due to the fact that cycles are just that (a fire burning white-hot will run out of fuel) and that weak programmers, and those that didn't deserve to be programmers in the

first place, didn't know or forgot that this is the entertainment business. If you put all your eggs in the "music basket," you're setting yourself up to get beat whether yours is the hot format du jour or not. Ask yourself this, when there were more people listening to country music than at any other time in history, 'Was I just riding the wave or looking at it as an opportunity with the responsibility to capture and convert these new people permanently?' In other words, if the music wasn't there, were you offering a great entertainment vehicle? If not, you better hope your new owners don't find out.

First, play the hot songs (there are currently many) for the audience, not for you, then play them often and long enough for the audience to learn them. Play them long enough to let the listener get past the music and hear the words. In between the records, hypnotize them, speak their language, and, for God's sake, be relevant. It's not just the music, it's all the little things you do that make a great radio station. If this music doesn't work for you, find another format or a new career because these so-called tough times are your test, and there are a hundred programmers waiting to take your place.

Denny Alexander
Director of Programming
Clear Channel, Tallahassee, Fla.

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AIRBORNE

Instant information on Country's new artists

Chad Brock

"EVANGELINE" (WARNER BROS.)

Born and raised in Ocala, Fla., Brock started his singing career with a solo performance of "Amazing Grace" in his hometown church at the age of 6. After finding lyrics scrawled on pieces of paper around the house, Brock's father bought the budding songwriter his first guitar at 13. Later, Brock turned down a football scholarship in high school so he could continue his pursuit of music. He has crisscrossed the country playing in honky-tonks from Ocala to Flagstaff, Ariz. In 1993, he was named one of the top 10 unsigned country acts by the Nashville Entertainment Assn. His debut album was produced by Norro Wilson and Buddy Cannon.

Noah Kelley

"TAKE IT ALL OUT ON YOU" (ASYLUM)

After graduating from high school, Kelley headed to Los Angeles' Guitar Institute to further her musical education. Despite landing work singing demos, she eventually decided she needed to be in Nashville, where she landed a job as assistant editor of a country music directory, then spent two years waitressing. After meeting songwriter Don Schlitz at the Bluebird Cafe, she began singing demos for him while working as assistant to Decca's Mark Wright and, later, creative assistant at EMI Music Publishing. EMI chief Gary Overton offered her a publishing deal and scheduled an appointment for her to play an acoustic set for Asylum executives, who signed her the same day. Early this year she married fellow songwriter Roger Springer.

Danni Leigh

"IF THE JUKEBOX TOOK TEARDROPS" (DECCA)

Born and raised in Strasburg, Va., Leigh started singing in church at the age of 3, belting out solos in the preschool choir. At 19, she moved to Orlando, Fla., with the ambition of becoming a singer at Walt Disney World, but she soon changed her mind and instead worked for Federal Express, restocked a lock warehouse, and worked as a bungee-jump instructor at the tallest (310 feet) legal jump in the U.S. She also waitressed and sang in several area restaurants and bars and had a job singing backup for the rock band Foreigner. In 1994, she moved to Nashville, where more



odd jobs followed, including work as an animal caretaker for Tom T. Hall. While waitressing at Nashville's famed Bluebird Cafe, she struck up a friendship with a publishing executive, which landed her a writing deal at Warner/Chappell.

Her debut album, "29 Nights," is due Oct. 6. Leigh will be performing at Country Airplay Monitor's fifth-anniversary reader-appreciation party during the Country Radio Seminar Aug. 28 in Cleveland.

Sean Morey

"THE MAN SONG" (BANJO)

Morey has been performing stand-up comedy for more than 20 years, beginning in Boston in the mid-'70s, when he started his own comedy school and performed a one-man show every Friday at the Charles Playhouse. After moving to Los Angeles in 1979, he won first place in the Southern California Comedy Competition, which led to appear-

ances on "The Tonight Show With Johnny Carson" and the opening spot on Crystal Gayle's national tour. Since then, he has been touring the country, performing in comedy clubs and on the college circuit. He was twice nominated as college comedian of the year and has appeared on "The Tonight Show With Jay Leno." His album, "He's The Man," was co-produced by Tom Griswold of the syndicated Bob and Tom radio show. Morey does five or more telephone interviews a day with radio stations and is working on his second album, due for release this fall.

Trini Triggs

"STRAIGHT TEQUILA" (CURB/MCG)

Triggs was signed to Curb/MCG the same day he met with label head Mike Curb for the first time and played live for the label's staff. A native of Natchitoches, La., about an hour south of Shreveport, Triggs played in several local bands before forming his own group and landing a quading weekend gig at the local Mariner's Seafood Restaurant, the same place he worked washing dishes as a youngster. Triggs still resides in his hometown with his wife and two young daughters. His self-titled debut album contains a duet with Triggs' idol, Charley Pride, on "One Mississippi, Two Mississippi." After recording the duet, Pride invited Triggs to appear with him at the Grand Ole Opry.

The Warren Brothers

"GUILTY" (BNA)

At their first Nashville club gig in 1995, Tampa, Fla., natives Brett and Brad Warren cleared \$14 and ran up a bar bill of \$20. Less than two years later, they were one of Music City's hottest live acts, and by the end of 1997, they had a record deal with BNA and were in the studio with producer Chris Farren. Brett,



27, sings lead vocals and plays rhythm guitar and harmonica. Brad, 29, sings harmony vocals and plays lead guitar. The brothers have written more than 500 songs, including all of the cuts on their debut album, "Beautiful Day In The

Cold Cruel World." They will be performing at Country Airplay Monitor's fifth-anniversary reader-appreciation party during the Country Radio Seminar Aug. 28 in Cleveland.

The Wilkinsons

"26 CENTS" (GIANT)

This family trio consists of father Steve Wilkinson, daughter Amanda, 16, and son Tyler, 14, who have been singing together for years. They got their start in their native Trenton, Ontario, where Steve Wilkinson was working as a carpenter while writing songs on the side for several Canadian artists and performing at fairs with two of his three children. The whole family packed up and moved to Nashville last fall and within three weeks of their arrival had offers from Lyric Street, MCA, and Giant. Their debut album, "Nothing But Love," was released Aug. 11. Steve Wilkinson co-wrote seven of the album's tracks, including one ("Boy Oh Boy") he co-wrote with Amanda.

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

It has been proven
that a hit song doesn't
care who wrote it.

"Islands In The Stream"
#1 Country

"Rest Your Love On Me"
#1 Country

Monty Holmes

"ALONE"

(guess who wrote it)

Produced by
Paul Davis and
Ed Seay

From the album
All I Ever Wanted

BANG II
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	WYAY		KIKF
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Baltimore	WGRX	Miami	WOGY
	WPOC	Milwaukee	WKIS
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	WXCT	Mobile, Ala.	KEYE
	WYNK	Modesto, Calif.	WKSJ
Birmingham, Ala.	WZZK	Monterey/Salinas, Calif.	KATM
Boston	WKLB	Montgomery, Ala.	KTOM
Buffalo, N.Y.	WYRK	Muskegon, Mich.	WLWI
Burlington, Vt.	WOKO	Nashville	WMUS
Charleston, S.C.	WEZL		WSIX
	WNKT	New Bern, N.C.	WSM
Charleston, W.Va.	WQBE	New Orleans	WRNS
Charlotte, N.C.	WKKT	Norfolk, Va.	WNOE
	WSOC		WCMS
Chattanooga, Tenn.	WUSY	Oklahoma City, Okla.	WGH
	WXKT		KTST
Chicago	WUSN	Omaha, Neb.	KXXY
Cincinnati	WUBE		KXKT
	WGY	Orlando, Fla.	WOW
Cleveland	WGAR	Oxnard, Calif.	WWKA
Colorado Springs, Colo.	KKCS	Pensacola, Fla.	KHAY
Columbia, S.C.	WCOS	Philadelphia	WXBM
Columbus, Ga.	WKN	Phoenix	WXTU
	WSTH		KMLE
Columbus, Ohio	WCOL	Pittsburgh	KNIX
	WHOK	Portland, Maine	WDSY
Corpus Christi, Texas	KOUL	Portland, Ore.	WPOR
	KRYS		KUPL
Dallas	KPLX	Portsmouth, N.H.	KWJJ
	KSCS	Providence, R.I.	WOKQ
Daytona Beach, Fla.	KYNG	Pueblo, Colo.	WCTK
Denver	WGNE	Raleigh, N.C.	KCCY
Des Moines, Iowa	KGGO		WKIX
Detroit	KJJY	Richmond, Va.	WQDR
	WWWW	Riverside, Calif.	WKHK
El Paso, Texas	WYCD	Roanoke, Va.	KFRG
Flint, Mich.	KHEY	Rochester, N.Y.	WYYD
Ft. Myers, Fla.	WKQC	Sacramento, Calif.	WBEE
	WCKT	St. Louis	KNCI
Frederick, Md.	WWGR		WIL
Fredericksburg, Va.	WFRE	Salt Lake City	WKKX
Fresno, Calif.	WFLS**		KKAT
Grand Rapids, Mich.	KSKS	San Antonio, Texas	KSOP
Green Bay, Wis.	WBCT		KUBL
Greensboro, N.C.	WNCY	San Diego	KAJA
	WHSL	San Francisco	KCY
Greenville, S.C.	WTQR	San Jose, Calif.	KSON
	WESC	Savannah, Ga.	KYCY
Harrisburg, Pa.	WSSL		KRTY
	WHYL	Seattle	WCHY
	WRBT*		WJCL
Hartford, Conn.	WRKZ	Shreveport, La.	KMPS
Houston	WWYZ	Spokane, Wash.	KYCW
	KIKK	Springfield, Mo.	KRMD
	KILT		KDRK
Huntsville, Ala.	KKBQ	Syracuse, N.Y.	KGMY
	WDRM	Tampa, Fla.	KTTS
Indianapolis	WPZM		WBBS
	WFMS	Toledo, Ohio	WQYK
Jackson, Miss.	WGRL	Tucson, Ariz.	WRBQ
	WKTF	Tulsa, Okla.	WKKO
Jacksonville, Fla.	WMSI		KIIM
	WQIK	Washington, D.C.	KVOO
Johnson City, Tenn.	WROO	West Palm Beach, Fla.	KWEN
Kansas City	WXBQ	Wichita, Kan.	WMZQ
	KBEQ		WIRK
	KFKF	Wilkes-Barre, Pa.	KFDI
Knoxville, Tenn.	WDAF		KZSN
Lafayette, La.	WIVK	Youngstown, Ohio	WCTD*
	KMDL		WGGY
	KXKC		WQXX

*Added to panel

**Due to technical difficulties, not monitored at this time

Crossover Successes Renew The Question, 'Is It Good For Country?'

Continued from page 1

cerned about pop crossovers. "It's a great way to introduce our format to other people and get [them] interested in what we do," he says. "The key is positioning the artist as a country artist on our air because we have more claim to most of these artists than the pop stations do."

Consultant Steve Warren, in his weekly Country Playlist Advisory, addressed the issue in his review of Faith Hill's "Let Me Let Go." He wrote, "I don't mind pop play of our artists. That's a good thing really. If pop introduces their listeners to Faith, then some of them should come over to our frequency looking for more of her. The problem is those big sales will make record honchos in Nashville salivate, and, before you know it, we could have another rash of watered-down mush coming down the pipeline. Let's be careful out there. We know where that road leads."

Jacor director of country programming Jaye Albright recently addressed the crossover issue in her newsletter, RadiolQ. "For record [companies] and artists, it certainly is an effective method of keeping a company or a star alive during a time of soft sales like the present," she wrote. "However, for country radio, it is more important than ever as this is happening to stake your claim on Shania, Garth, and LeAnn. If we lose these artists as 'ours,' we lose access to secondary users who may be drawn to their music but not see themselves as country fans. If they can get all the country they want from [top 40] and AC, we've got a major, long-term strategic problem. However, if we can brand these [as] our artists and use the sip of country they get by hearing one of these artists on pop radio as a draw, and then offer them a thirst-quenching drink of the sounds of our frequency, we are going to prosper."

AN ISSUE 'THROUGH THE YEARS'

Massie and Owens are among the programmers who were working in country the first time crossovers became an issue. "Back in the '80s, we had these same conversations," Massie says. The difference now is that "it's not being driven by a specific movie but by the quality of the product we're delivering. In the '80s, it was driven by 'Urban Cowboy,' which caused a pop-culture phenomenon."

During the first crossover boom in the '80s, Owens says, "we kind of felt flattered that the pop stations and others were playing our music, then all of a sudden we started hearing more of our music on their stations then we were hearing their music. It was almost like the goal of those labels was to get on those other formats. I don't quite see that happening yet [this time], but in the country format, we've always been very protective of our stars, and for them to be recording music that does sound like it's geared to [other formats], I sure don't want to see that happen again, because that's when country really started to get in trouble. Everything began sounding so pop that the listeners started rejecting it. Garth Brooks and Shania Twain are artists we have to have on this format. If we don't have enough su-

perstars," we're in trouble.

Warner Bros. VP of promotion Brad Howell says, "this is a cycle that is coming back. Fifteen years ago, this label had Kenny Rogers, Eddie Rabbitt, and Crystal Gayle [crossing over]. At that time, it was something that become accepted by country radio. Now, there are some people making music decisions that are a little upset by it because they've invested a lot of time in these artists, and now, for these artists to be available elsewhere, they are taking it personally. I think they're taking it a little more personally than they should. That's just something that's going to happen in this format. At some point in time, [artists] are going to look to expand their fan base to try to reach as wide an audience as possible. If you're focusing on one format, there is a limited number of people you can reach. It's an age-old business" truism.

But Howell is careful not to let Hill play concerts for pop stations or appear on their morning shows and says he would never let a pop station present one of her concerts. "I've heard stories recently of other labels offering pop stations the opportunity to front shows" with country artists. "That's something I have a problem with," he says.

The Brooks song, "To Make You Feel My Love," is from the soundtrack to the film "Hope Floats" (as is the McBride/Seger duet) and is being worked by Capitol's pop division in Los Angeles. And although Capitol Nashville VP of national promotion Terry Stevens says that he got fewer than five calls from country programmers who were concerned about the song being worked to other formats, his label still treads carefully when it comes to crossovers.

"Certainly, there is a concern," Stevens says. "We'd like to be partners with the people we came to the dance with, and that's certainly how Garth feels. [But] if a song is so wonderful and huge and has a broad appeal and other formats play it, that's OK." As Brooks pointed out at his keynote speech at the Country Radio Seminar last winter, the aim is to give pop audiences a taste of his music on other formats in order to draw them to country radio.

Mercury VP of promotion Norbert Nix says Twain's "identity" comes from the fact that she's had 11 hits exclusively on country radio. Rather than being "all concerned with crossovers," Nix says, country stations should use those 11 records as "a tool" and play them as recurrences. "They can win with that," he says.

MCG/Curb VP of promotion Jeff Hackett has seen more than a year of pop airplay on Rimes now and says it is becoming less of an issue with the country PDs he deals with. "It's gotten somewhat better for the main reason that there are more artists doing it," he says. He also says the soft record-sales environment is contributing to the number of acts trying to cross over.

"A couple of years ago when we would put out a new Tim McGraw or LeAnn we would sell over 100,000 [albums in the first week] easily just to the country listeners, but you can't do those kinds of numbers anymore without moving into the pop arena, and it is a business. So we can keep developing artists; we have to sell CDs," he says.

Three Cheers



On a recent visit to Tampa, Fla., Lari White teamed up with WQYK-FM and Wal-Mart to promote the release of her latest album, "Stepping Stone." Pictured, from left, are air personality Steve Austin, White, and MD Jay Roberts.

MONITOR PROFILE

After Making His Mark At WGAR, John Blassingame Brings 'Stability' To WMJI

After 11 years as GM of Nationwide's WGAR Cleveland, John Blassingame has quickly entered a new radio reality. Immediately following Jacor's closing on Nationwide two weeks ago, he was upped to VP/GM and handed the added responsibility of managing WGAR's chief competitor, oldies WMJI.

Now, Blassingame is not only physically running back and forth between the two stations, whose studios are 15-20 minutes apart, but also trying to find some synergy between the operations, part of five Jacor outlets in the market. With the help of VP/market manager Jim Meltzer, Blassingame says, "somehow we'll discover the power of five."

As for Blassingame's two, he says, "What we are doing is discovering how to best communicate between the two stations. The plan is for me to be downtown at WMJI as much as humanly possible, at least in the beginning, so I get to know all the staff here and they get to know me. The [WMJI] staff has seen several GMs come and go in the last five or six years, and I think I



John Blassingame
VP/GM
WGAR/WMJI Cleveland

'In some regard, you are left to use your best judgment in the field'

maybe represent stability to them. I've been told I'm the longest-running broadcast manager—radio and TV—in Cleveland."

At his first meeting with the WMJI staff, he said, "I absolutely get it when it comes to running two radio stations, even though I have put my heart and soul into WGAR for 11 years. Even now, running a station that has been our chief competitor, there is no favorite son. In a sense, I have to hold each station sacred and not play favorites."

Blassingame is already finding the corporate culture of publicly traded mega-operator Jacor different from that of the 17-station chain owned by Nationwide Insurance, at which "it was easier to communicate with people in corporate. I don't know, as Jacor is in an acquisition mode, how much communication there will be with the home office. So in some regard, you are left to use your best judgment in the field." The other main difference is that "Jacor believes in consolidation, and Nationwide didn't."

At last year's regional Country Radio Seminar in Sacramento, Calif., just days before the Jacor/Nationwide deal was announced, Blassingame sat on a panel and, quoting consultant Gerry Tabio, said, "Managers now have three realities. You'll be told to have 50% profit margins, you will run more units, and you will hire more salespeople." He said the increased margins will mean his station has to come up with \$3 million in new billing or cut \$1 million in expenses. "That's a head-scratcher for me," he said in Sacramento.

Now, Blassingame admits, he's still "doing a lot of scratching," although he says that the figures he cited were "a hypothetical case. I don't expect that those are real numbers." On the positive side, he has already found Jacor open to new revenue streams that cautious Nationwide would have rejected because "they didn't believe them or didn't want the liability," such as the 900 number "telepersonals" the station recently launched.

At Nationwide, he says, "we couldn't blow our noses without calling a risk manager at Nationwide Insurance for a green light. On one hand, that handcuffs you. On the other, it protects you," as it did last Secretary's Day, when the winner of WGAR's typewriter toss claimed she hurt her back and tried to sue but was shut down when the release form she signed was produced.

As a member of the board of both Country Radio Broadcasters (CRB) and the Academy of Country Music (ACM), Blassingame is one of the format's most visible GMs, with an "innate desire to make a contribution," both to the industry and the lives of listeners. Recently, he was instrumental in getting the ACM to change its voting rules for its radio awards to better represent the entire radio industry (Country Airplay Monitor, Aug. 14). Closer to home, WGAR has won CRB's humanitarian award and the Country Music Assn.'s (CMA) station of the year award in two of the last three years.

Every year for the last seven, WGAR has had an air personality as a finalist in the CMA DJ of the year awards, and, on two occasions, two of the five finalists were WGAR jocks. Morning hosts Jim Mantel and Lucy Grant won the trophy a few years ago. Blassingame says the consistency of the air staff has "helped us maintain the ratings more than anything else. It's not the gargantuan [promotion] budgets that have allowed us to buy our way into Arbitron. Just the opposite."

Another factor in the station's success, he says, is that "we have continuously taken the high road." When other stations in town would jump on any ad just to get the revenue, he says, WGAR consistently turned down "anything we thought was in bad taste," especially spots for tabloid TV shows like "A Current Affair." Blassingame says "our listeners have come to expect that of us."

Originally from Cleveland, Blassingame got his start in radio as an AE at album rock WRIF Detroit after a two-year stint with Proctor & Gamble. He joined Nationwide as an AE at top 40 WNCI Columbus, Ohio, where he worked his way up to local sales manager, then GSM in his 10 years there, before getting the GM job at WGAR in '87.

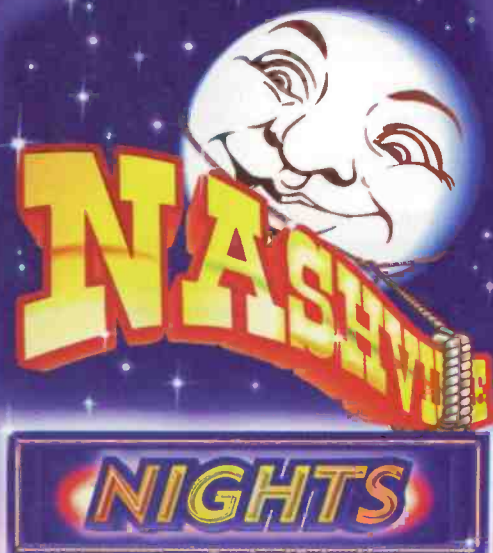
He admits that, at the time, "I had no background in country. I didn't grow up listening to it," and, in Cleveland, "it was not popular. This has always been known as the rock'n'roll capitol of the world, and people in Cleveland have always been proud of that, so even when the city got sand kicked in its face for decades, rock'n'roll was the one thing they could claim as their own. So trying to come up here as the GM at this station that wasn't really succeeding—it was in the red when I got here—was a challenge."

When he first arrived, he was told that WGAR's 5-share ratings "were as good as they were ever going to get. [Corporate] said, 'You don't have to do anything with programming; you just have to sell it.' When I got here, I found out that was infinitely harder than I thought it was going to be." Part of the reason was that WGAR was, like many country stations at the time, throwing in non-country crossovers. "Not having a strong programming background, I said OK because I didn't know that was wrong."

But about a year into the job, Blassingame hired consultant Rusty Walker and PD Denny Nugent, who refocused on the core audience, rather than the "fringe." That refocusing coincided with the beginning of country's boom years, and WGAR rode that wave all the way to the top of the market and maintained that position for about four years, even with few promo dollars. As country shares have settled back down nationally, WGAR has remained fairly consistent and is the market's No. 4 station 12-plus, with an 8 share. WMJI is No. 2, with an 8.5.

PHYLLIS STARK

We bring you the biggest night in Country Music... EVERY NIGHT!



With **Dallas Turner**

Here's what you've missed in the past few weeks...

Celebrity Co-hosts:

Pam Tillis • Diamond Rio • Terri Clark
John Berry • Dixie Chicks • Travis Tritt
Sons of the Desert • David Kersh

LIVE Performances by:

Wade Hayes • Lonestar • Kenny Chesney
Steve Wariner • The Kinleys • Blackhawk
Suzy Bogguss • Lari White • Richochet
Jo Dee Messina • Joe Diffie

Mon. - Fri., 7p-mid

JONES RADIO NETWORK

For market exclusivity, call Michael Henderson,
Director of Affiliate Sales 303-784-8700

Strongest Increase In Airplay This Week

INCREASE
IN PLAYS

SHANIA TWAIN • Honey, I'm Home (MERCURY)	+955
WKTF +29, KCCY +25, KKCS +24, WKCN +20, KRTY +19, WHOK +19, WWYZ +18, KTEX +17, KRYS +16, WMZQ +16	
CLINT BLACK • Loosen Up My Strings (RCA)	+689
WKTF +19, KZSN +17, KDDK +16, WNCY +15, KRYS +15, WKKO +15, WGNB +15, WZZK +15, WRBT +14, WGNE +14	
GARTH BROOKS • You Move Me (CAPITOL/CAPITOL NASHVILLE)	+617
KMLE +25, WWGR +20, WYGY +20, WPOC +20, WIL +20, KEKY +20, WWWW +16, WNOE +15, WGAR +15, KSCS +15	
TIM MCGRAW • Where The Green Grass Grows (CURB)	+589
WYCD +19, WOW +19, WCHY +18, KASE +18, KOUL +15, WKIX +14, KIKK +14, WNCY +13, KFKF +13, WAMZ +13	
JOHN MICHAEL MONTGOMERY • Cover You In Kisses (ATLANTIC)	+537
WOGY +18, KTST +18, WQMX +16, KKCS +16, KAJA +16, KIKK +16, WKTF +15, KSSN +15, KRST +15, KJJY +14	
THE WILKINSONS • 26 Cents (GIANT)	+506
WRKZ +17, WKTF +16, KYCY +16, KGMV +16, WKHK +16, KKCS +15, WIL +15, KWJJ +14, KDRK +13, WYNK +13	
ALABAMA • How Do You Fall In Love (RCA)	+504
KRTY +17, KNCI +14, WGGY +13, WDRM +12, KTEX +11, WCTD +11, WMJC +10, WKCN +10, WOKO +10, KCCY +9	
LEE ANN WOMACK • A Little Past Little Rock (DECCA)	+460
WQBE +20, KTST +17, WKTF +17, KGMV +17, WCTD +15, WQXK +14, KRMD +13, WWWW +13, KXKC +12, WKKO +12	
BROOKS & DUNN • How Long Gone (ARISTA NASHVILLE)	+440
KYCW +24, KTST +19, WYGY +15, WOW +15, KXKY +15, KKAT +14, WGRL +13, KDDK +12, WCKT +12, WXTU +12	
LONESTAR • Everything's Changed (BNA)	+438
WGRL +20, WUSN +17, WOW +16, KJJY +14, KDRK +14, WKSF +13, WQDR +13, WZZK +13, KXKY +13, KIIM +12	
DIXIE CHICKS • Wide Open Spaces (MONUMENT)	+437
KTTS +18, WGRL +16, KVOO +16, WGH +15, WPZM +14, KXKC +13, WQIK +13, WYCD +12, WRNS +11, WJCL +11	
LEANN RIMES • Nothin' New Under The Moon (CURB/MCG)	+432
KKCS +17, WQMX +16, KNCI +16, KJJY +15, WGGY +15, KILT +14, WSOC +12, WOKQ +11, WKCQ +11, WQDR +11	
COLLIN RAYE • Someone You Used To Know (EPIC)	+423
KDDK +20, WKIX +19, WGNB +16, WAMZ +16, KBEQ +14, WGRX +13, WEZL +13, WQIK +13, WOKO +12, WIL +11	
TERRI CLARK • You're Easy On The Eyes (MERCURY)	+363
WKCN +18, KUPL +17, WQMX +14, KUZZ +12, WWGR +11, KXKT +11, KIKF +11, KBEQ +11, KMDL +10, WKJN +10	
MARK WILLS • Don't Laugh At Me (MERCURY)	+349
WYRK +18, WQXK +15, KMLE +15, KYCY +14, WGRL +13, WQDR +13, KIIM +11, WHYI +11, WWKA +11, WCTO +10	

MOST NEW STATIONS

Songs receiving six or more spins for the first time this week

NEW STATIONS		NEW STATIONS	
GARTH BROOKS	39	KENNY CHESNEY	26
<i>You Move Me (Capitol/Capitol Nashville)</i>		<i>I Will Stand (BNA)</i>	
TERRI CLARK	33	LEE ANN WOMACK	26
<i>You're Easy On The Eyes (Mercury)</i>		<i>A Little Past Little Rock (Decca)</i>	
DIXIE CHICKS	30	SHANIA TWAIN	18
<i>Wide Open Spaces (Monument)</i>		<i>Honey, I'm Home (Mercury)</i>	
COLLIN RAYE	28	BLACKHAWK	16
<i>Someone You Used To Know (Epic)</i>		<i>There You Have It (Arista Nashville)</i>	
CLINT BLACK	27	TY HERNDON	16
<i>Loosen Up My Strings (RCA)</i>		<i>It Must Be Love (Epic)</i>	

VIDEO PLAYLISTS



	TW	LW		TW	LW
1	37	9	1	33	31
2	33	30	2	33	33
3	31	27	3	32	32
4	30	29	4	30	34
5	30	17	5	30	21
6	29	28	6	26	23
7	29	32	7	26	1
8	29	27	8	25	22
9	29	28	9	25	22
10	29	33	10	24	21
11	28	28	11	24	14
12	28	27	12	24	24
13	28	28	13	23	23
14	28	28	14	23	20
15	27	28	15	22	19
16	27	32	16	21	21
17	25	23	17	21	24
18	22	20	18	21	20
19	21	21	19	21	15
20	21	22	20	20	25
21	21	21	21	20	16
22	21	5	22	19	16
23	21	21	23	19	12
24	20	21	24	19	17
25	20	36	25	19	16
26	20	11	26	18	16
27	15	14	27	18	35
28	15	13	28	18	24
29	15	13	29	17	17
30	15	13	30	17	23
31	15	13	31	16	19
32	15	14	32	15	17
33	15	13	33	15	12
34	14	14	34	14	13
35	14	14	35	14	11
36	14	13	36	14	12
37	14	25	37	14	11
38	14	14	38	14	9
39	14	15	39	14	18
40	14	20	40	13	14

Playlist Tracking Week From August 14-20, 1998

COUNTRY RECURRENT AIRPLAY

RANK	TW	LW	TITLE	ARTIST (IMPRINT/PROMOTION LABEL)	RANK	TW	LW	TITLE	ARTIST (IMPRINT/PROMOTION LABEL)
1	1908	1985	I'M FROM THE COUNTRY	TRACY BYRD (MCA NASHVILLE)	14	1272	1365	TWO PINA COLADAS	GARTH BROOKS (CAPITOL/CAPITOL NASHVILLE)
2	1844	2108	THIS KISS	FAITH HILL (WARNER BROS.)	15	1212	1399	THE SHOES YOU'RE WEARING	CLINT BLACK (RCA)
3	1827	1951	THAT'S WHY I'M HERE	KENNY CHESNEY (BNA)	16	1187	1207	PERFECT LOVE	TRISHA YEARWOOD (MCA NASHVILLE)
4	1816	1979	A MAN HOLDIN' ON (TO A WOMAN LETTIN' GO)	TY HERNDON (EPIC)	17	1177	1226	IF I NEVER STOP LOVING YOU	DAVID KERSH (CURB)
5	1781	1970	I DO (CHERISH YOU)	MARK WILLS (MERCURY)	18	1169	1126	DREAM WALKIN'	TOBY KEITH (MERCURY)
6	1681	1757	BYE BYE	JO DEE MESSINA (CURB)	19	1163	1194	JUST TO SEE YOU SMILE	TIM MCGRAW (CURB)
7	1562	1955	FROM THIS MOMENT ON	SHANIA TWAIN (WITH BRYAN WHITE) (MERCURY)	20	1090	1253	IT WOULD BE YOU	GARY ALLAN (DECCA)
8	1520	1661	HOLES IN THE FLOOR OF HEAVEN	STEVE WARINER (CAPITOL NASHVILLE)	21	1087	1923	WONDERFUL TONIGHT	DAVID KERSH (CURB)
9	1451	1609	YOU'RE STILL THE ONE	SHANIA TWAIN (MERCURY)	22	1006	1112	OUT OF MY BONES	RANDY TRAVIS (DREAMWORKS)
10	1419	1477	THEN WHAT?	CLAY WALKER (GIANT)	23	999	1001	I CAN LOVE YOU BETTER	DIXIE CHICKS (MONUMENT)
11	1364	1381	NOTHIN' BUT THE TAILLIGHTS	CLINT BLACK (RCA)	24	949	1031	LOVE OF MY LIFE	SAMMY KERSHAW (MERCURY)
12	1303	1501	COMMITMENT	LEANN RIMES (CURB/MCG)	25	938	989	I WANNA FALL IN LOVE	LILA MCCANN (ASYLUM)
13	1275	1490	ONE OF THESE DAYS	TIM MCGRAW (CURB)					

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 30.

ALREADY TOP 10 (#7 To Be Exact)

...And Still Counting

THE Wilkinsons "26¢"

HERE WE GO!



Catch the ride of your life!



SAME OLD TRAIN

**FEATURING THE TALENTS OF
CLINT BLACK · JOE DIFFIE · MERLE HAGGARD
EMMYLOU HARRIS · ALISON KRAUSS
PATTY LOVELESS · EARL SCRUGGS · RICKY SKAGGS
MARTY STUART · PAM TILLIS · RANDY TRAVIS
TRAVIS TRITT · DWIGHT YOAKAM**

AIRPLAY NOW

COLUMBIA

AIRPLAY MONITOR POWER PLAYISTS

Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly come, beginning with the highest-cumulating station. Comes 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

WUSN Chicago PD: Alan Sledge MD: Tricia Biondo 312-649-0099 CBS

KZLA Los Angeles PD: Bill Fink MD: Mandy McCormack 213-882-8000 Bonneville 93.9 KZLA

KSCS Dallas PD: Dean James APD/MD: Linda O'Brian 213-695-0800 ABC/Disney 96.3 KSCS

WXIU Philadelphia PD: Ken Johnson 610-667-9000 Beasley Country 92.5 WXIU

WKHX Atlanta PD: Neil McGinley MD: Johnny Gray 770-955-0101 ABC/Disney 101.5 WKHX

WMZQ Washington, DC PD: Mac Daniels MD: Jon Anthony 202-362-8330 Chancellor 98.7 WMZQ

Table with 3 columns: Rank, Artist, Song. Top 30 list for WUSN Chicago.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KZLA Los Angeles.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KSCS Dallas.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WXIU Philadelphia.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WKHX Atlanta.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WMZQ Washington, DC.

KEYE Minneapolis PD: Gregg Swadberg APD/MD: Travis Moon 612-820-4200 Chancellor Today's Best Country 102.1 KEYE

WIL St. Louis PD: Bob Barnett APD/MD: Mark Langston 314-781-9600 Sinclair WOL 2FM

KILT Houston PD/MD: Debbie Brazier 713-881-5100 CBS KILT

WGAR Cleveland PD: Denny Nugent MD: Chuck Collier 216-328-9950 Jacor Cleveland's Country 101.1 WGAR

KKBQ Houston PD: Dene Hallam APD: Steve Guillant 713-961-0093 Chancellor 93.9 KKBQ

KPLX Dallas PD: Brian Phillips APD: Smokey Rivers 214-526-2400 Susquehanna 99.5 the wolf KPLX

Table with 3 columns: Rank, Artist, Song. Top 30 list for KEYE Minneapolis.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WIL St. Louis.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KILT Houston.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WGAR Cleveland.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KKBQ Houston.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KPLX Dallas.

KYGO Denver OM/MD: John St. John MD: Tad Svendsen 303-321-0950 Jefferson Pilot KYGO 95.5

WYAY Atlanta PD: Neil McGinley MD: Johnny Gray 770-955-0106 ABC/Disney Y106.7

WWWW Detroit PD: Tim Roberts MD: Cadillac Jack 313-259-4323 Chancellor WWWW 107.7

WVKK Knoxville PD: Les Acree MD: Chris Huff 423-588-6511 Dick Broadcasting WVKK 107.7

KYNG Dallas PD: Dan Pearman MD: Jim Verdi 972-716-7800 CBS YOUNG COUNTRY 105.3

WPOC Baltimore PD: Scott Lindy MD: Todd Berry 410-366-3693 Jacor WPOC 93.1

Table with 3 columns: Rank, Artist, Song. Top 30 list for KYGO Denver.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WYAY Atlanta.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WWWW Detroit.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WVKK Knoxville.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KYNG Dallas.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WPOC Baltimore.

KMPS Seattle PD: Mark Richards MD: Tony Thomas 206-443-9400 CBS 94.1 KMPS

WTQR Greensboro PD: Paul Franklin MD: Deano 336-777-8826 Clear Channel WTQR 104

WFMS Indianapolis PD: Bob Richards MD: J.D. Cannon 317-842-9550 Susquehanna WFMS 95.5

KMLE Phoenix PD: Jeff Garrison APD/MD: Jon Allen 602-264-0108 Chancellor KMLE Phoenix

KFRG San Bernardino OM: Ray Massie MD: Don Jeffrey 909-825-9525 CBS KFR-95.1

WDSY Pittsburgh OM: Keith Clark APD: Stoney Richards 412-920-9400 CBS YOB WDSY

Table with 3 columns: Rank, Artist, Song. Top 30 list for KMPS Seattle.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WTQR Greensboro.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WFMS Indianapolis.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KMLE Phoenix.

Table with 3 columns: Rank, Artist, Song. Top 30 list for KFRG San Bernardino.

Table with 3 columns: Rank, Artist, Song. Top 30 list for WDSY Pittsburgh.

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

ALABAMA 1897/504 How Do You Fall In Love (RCA) Total Stations: 155 Chart Move: 35-32

CLINT BLACK 2339/689 Loosen Up My Strings (RCA) Total Stations: 157 Chart Move: 32-25

BROOKS & DUNN 5006/440 How Long Gone (Arista Nashville) Total Stations: 163 Chart Move: 5-3

TRACY BYRD 1842/258 I Wanna Feel That Way Again (MCA Nashville) Total Stations: 154 Chart Move: 33-33

KENNY CHESNEY 850/280 I Will Stand (BNA) Total Stations: 107 Chart Move: 45-42

LINDA DAVIS 2044/42 I Wanna Remember This (DREAMWORKS) Total Stations: 158 Chart Move: 28-30

BILLY DEAN 927/164 Real Man (Capitol Nashville) Total Stations: 112 Chart Move: 41-40

DIAMOND RIO 3709/267 You're Gone (Arista Nashville) Total Stations: 161 Chart Move: 16-12

DIXIE CHICKS 851/437 Wide Open Spaces (Monument) Total Stations: 95 Chart Move: 52-41

VINCE GILL 4660/120 If You Ever Have Forever In Mind (MCA Nashville) Total Stations: 163 Chart Move: 6-5

COUNTRY AIRPLAY MONITOR

For Week Ending August 23, 1998

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

KEITH HARLING 812/39										WADE HAYES 1200/106										TY HERNDON 1027/321										ALAN JACKSON 4215/201										SAMMY KERSHAW 1923/220									
Coming Back For You (MCA Nashville)										How Do You Sleep At Night (Columbia)										It Must Be Love (Epic)										I'll Go On Loving You (Arista Nashville)										Honky Tonk America (Mercury)									
Total Stations: 108 Chart Move: 40-43										Total Stations: 112 Chart Move: 39-37										Total Stations: 105 Chart Move: 42-38										Total Stations: 162 Chart Move: 11-8										Total Stations: 156 Chart Move: 21-31									
City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP
L.A.	CMT	14	13	15	13	6	37	13	36	L.A.	CMT	15	13	15	10	1	1	15	10	L.A.	CMT	9	11	-	-	-	-	9	11	L.A.	CMT	24	21	1	132	1	1	24	21	L.A.	CMT	17	12	12	12	1	1	17	12

LONESTAR 2849/438										PATTY LOVELESS 2999/174										NEAL MCCOY 1537/187										TIM MCGRAW 4049/589										JOHN MICHAEL MONTGOMERY 4991/537									
Everything's Changed (BNA)										High On Love (Epic)										Love Happens Like That (Atlantic)										Where The Green Grass Grows (Curb)										Cover You In Kisses (Atlantic)									
Total Stations: 161 Chart Move: 25-21										Total Stations: 161 Chart Move: 22-20										Total Stations: 142 Chart Move: 37-35										Total Stations: 161 Chart Move: 15-9										Total Stations: 163 Chart Move: 7-4									
City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP	City	Station	PL	W	L	W	W	IP	W	IP
L.A.	CMT	21	22	15	17	1	1	21	22	L.A.	CMT	18	24	21	241	1	1	18	24	L.A.	CMT	12	9	13	95	1	1	12	9	L.A.	CMT	31	33	20	106	1	1	31	33	L.A.	CMT	46	36	31	256	1	1	46	36

COLLIN RAYE 951/423 Someone You Used To Know (Epic)

Table with columns for station, date, and play count for Collin Raye's 'Someone You Used To Know'.

REBA 3280/237 Forever Love (MCA Nashville)

Table with columns for station, date, and play count for Reba's 'Forever Love'.

LEANN RIMES 2671/432 Nothin' New Under The Moon (Curb/MCG)

Table with columns for station, date, and play count for Leann Rimes' 'Nothin' New Under The Moon'.

GEORGE STRAIT 5494/180 True (MCA Nashville)

Table with columns for station, date, and play count for George Strait's 'True'.

RANDY TRAVIS 3957/121 The Hole (DreamWorks)

Table with columns for station, date, and play count for Randy Travis' 'The Hole'.

SHANIA TWAIN 3181/955 Honey, I'm Home (Mercury)

Table with columns for station, date, and play count for Shania Twain's 'Honey, I'm Home'.

STEVE WARNER (DUET WITH GARTH BROOKS) 2214/217 Burnin' The Roadhouse Down (Capitol Nashville)

Table with columns for station, date, and play count for Steve Warner's 'Burnin' The Roadhouse Down'.

THE WILKINSONS 4497/506 26 Cents (Giant)

Table with columns for station, date, and play count for The Wilkinsons' '26 Cents'.

MARK WILLS 3477/349 Don't Laugh At Me (Mercury)

Table with columns for station, date, and play count for Mark Wills' 'Don't Laugh At Me'.

LEE ANN WOMACK 1829/460 A Little Past Little Rock (Decca)

Table with columns for station, date, and play count for Lee Ann Womack's 'A Little Past Little Rock'.



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 163 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1998 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ No. 1 ★★★				
1	1	16	I'M ALRIGHT CURB 3 weeks at No. 1	JO DEE MESSINA	5586	5590	
2	2	15	TRUE MCA NASHVILLE	GEORGE STRAIT	5494	5314	
3	5	10	HOW LONG GONE ARISTA NASHVILLE	BROOKS & DUNN	5006	4566	
4	7	15	COVER YOU IN KISSES ATLANTIC	JOHN MICHAEL MONTGOMERY	4991	4454	
5	6	15	IF YOU EVER HAVE FOREVER IN MIND MCA NASHVILLE	VINCE GILL	4660	4540	
6	3	15	JUST TO HEAR YOU SAY THAT YOU LOVE ME WARNER BROS.	FAITH HILL (WITH TIM MCGRAW)	4580	5117	
7	12	13	26 CENTS GIANT	THE WILKINSONS	4497	3991	
8	11	6	I'LL GO ON LOVING YOU ARISTA NASHVILLE	ALAN JACKSON	4215	4014	
9	15	9	WHERE THE GREEN GRASS GROWS CURB	TIM MCGRAW	4049	3460	
10	13	13	THE HOLE DREAMWORKS	RANDY TRAVIS	3957	3836	
11	10	18	THERE GOES MY BABY MCA NASHVILLE	TRISHA YEARWOOD	3712	4204	
12	16	15	YOU'RE GONE ARISTA NASHVILLE	DIAMOND RIO	3709	3442	
13	9	22	THERE'S YOUR TROUBLE MONUMENT	DIXIE CHICKS	3501	4353	
14	19	8	DON'T LAUGH AT ME MERCURY	MARK WILLS	3477	3128	
15	4	23	TEXAS SIZE HEARTACHE EPIC	JOE DIFFIE	3459	4648	
16	8	20	HAPPY GIRL RCA	MARTINA MCBRIDE	3389	4440	
17	20	7	FOREVER LOVE MCA NASHVILLE	REBA	3280	3043	
18	17	17	STEPPING STONE LYRIC STREET	LARI WHITE	3242	3356	
			★★★ AIRPOWER ★★★				
19	27	7	HONEY, I'M HOME MERCURY	SHANIA TWAIN	3181	2226	
20	22	14	HIGH ON LOVE EPIC	PATTY LOVELESS	2999	2825	
21	25	10	EVERYTHING'S CHANGED BNA	LONESTAR	2849	2411	
22	26	6	NOTHIN' NEW UNDER THE MOON CURB/MCG	LEANN RIMES	2671	2239	
23	21	20	I CAN STILL FEEL YOU EPIC	COLLIN RAYE	2652	2851	
24	18	17	TO MAKE YOU FEEL MY LOVE CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	2343	3127	
25	32	4	LOOSEN UP MY STRINGS RCA	CLINT BLACK	2339	1650	
26	23	23	NOW THAT I FOUND YOU MERCURY	TERRI CLARK	2304	2444	
27	14	17	I SAID A PRAYER ARISTA NASHVILLE	PAM TILLIS	2269	3796	
28	30	9	BURNIN' THE ROADHOUSE DOWN CAPITOL NASHVILLE	STEVE WARINER (DUET WITH GARTH BROOKS)	2214	1997	
29	24	21	I JUST WANT TO DANCE WITH YOU MCA NASHVILLE	GEORGE STRAIT	2111	2414	
30	28	17	I WANNA REMEMBER THIS DREAMWORKS	LINDA DAVIS	2044	2002	
31	31	11	HONKY TONK AMERICA MERCURY	SAMMY KERSHAW	1923	1703	
32	35	6	HOW DO YOU FALL IN LOVE RCA	ALABAMA	1897	1393	
33	33	12	I WANNA FEEL THAT WAY AGAIN MCA NASHVILLE	TRACY BYRD	1842	1584	
34	36	5	A LITTLE PAST LITTLE ROCK DECCA	LEE ANN WOMACK	1829	1369	
35	37	11	LOVE HAPPENS LIKE THAT ATLANTIC	NEAL MCCOY	1537	1350	
36	34	19	IF YOU SEE HIM/IF YOU SEE HER MCA NASHVILLE/ARISTA NASHVILLE	REBA/BROOKS & DUNN	1335	1507	
37	39	10	HOW DO YOU SLEEP AT NIGHT COLUMBIA	WADE HAYES	1200	1094	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	42	4	IT MUST BE LOVE EPIC	TY HERNDON	1027	706	
39	47	3	SOMEONE YOU USED TO KNOW EPIC	COLLIN RAYE	951	528	
40	41	10	REAL MAN CAPITOL NASHVILLE	BILLY DEAN	927	763	
41	52	3	WIDE OPEN SPACES MONUMENT	DIXIE CHICKS	851	414	
42	45	4	I WILL STAND BNA	KENNY CHESNEY	850	570	
43	40	6	COMING BACK FOR YOU MCA NASHVILLE	KEITH HARLING	812	773	
44	72	3	YOU MOVE ME CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	712	95	
45	44	8	MY BABY'S LOVIN' GIANT	DARYLE SINGLETARY	666	594	
46	38	19	THINGS CHANGE REPRISE	DWIGHT YOAKAM	636	1097	
47	48	5	FOR YOU I WILL LYRIC STREET	AARON TIPPIN	624	495	
48	55	2	YOU'RE EASY ON THE EYES MERCURY	TERRI CLARK	605	242	
49	43	6	NO MAN IN HIS WRONG HEART DECCA	GARY ALLAN	600	640	
50	50	9	YOU MAKE IT SEEM SO EASY EPIC	THE KINLEYS	559	455	
51	49	8	SHINE ON CURB/MCG	JEFF CARSON	484	483	
52	51	6	EVANGELINE WARNER BROS.	CHAD BROCK	466	435	
53	57	3	YOU'RE BEGINNING TO GET TO ME GIANT	CLAY WALKER	425	226	
54	53	6	TREE OF HEARTS ASYLUM	BRYAN WHITE	425	368	
55	46	7	WHILE YOU SLEEP ATLANTIC	TRACY LAWRENCE	409	561	
56	56	2	THERE YOU HAVE IT ARISTA NASHVILLE	BLACKHAWK	399	239	
57	68	2	IF I LOST YOU WARNER BROS.	TRAVIS TRITT	302	109	
58	58	3	ONLY LONELY ME COLUMBIA	RICK TREVINO	284	178	
59	59	4	POUR ME A VACATION ATLANTIC	THE GREAT DIVIDE	177	166	
60	73	2	GUILTY BNA	THE WARREN BROTHERS	174	94	
61	62	9	IF SHE ONLY KNEW 143/ASYLUM	KEVIN SHARP	156	158	
62	60	19	ORDINARY PEOPLE GIANT	CLAY WALKER	147	165	
63	64	14	USED TO THE PAIN ASYLUM	MARK NESLER	142	156	
			★★★ Hot Shot Debut ★★★				
64	NEW		STRAIGHT TEQUILA CURB/MCG	TRINI TRIGGS	131	61	
65	67	18	BIG TIME CAPITOL NASHVILLE	TRACE ADKINS	116	113	
66	66	2	ALONE BANG II	MONTY HOLMES	110	116	
67	70	4	WE REALLY SHOULDN'T BE DOING THIS MCA NASHVILLE	GEORGE STRAIT	109	102	
68	61	12	I FELL WARNER BROS.	BRADY SEALS	89	163	
69	75	16	WHY'D YOU START LOOKIN' SO GOOD BANG II	MONTY HOLMES	85	83	
70	71	5	THE MAN SONG BANJO	SEAN MOREY	80	101	
71	65	17	NO END TO THIS ROAD RCA	RESTLESS HEART	79	118	
72	69	20	BUCKAROO DECCA	LEE ANN WOMACK	73	103	
73	RE-ENTRY		TIME FOR LETTING GO MERCURY	BILLY RAY CYRUS	71	78	
74	NEW		HONKY TONK SONGS DECCA	DOLLY PARTON	70	31	
75	NEW		SET YOU FREE MCA NASHVILLE	ALLISON MOORER	68	66	

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records that attain 3,000 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 30 that are decreasing in plays are removed from the chart after 20 weeks.



"Straight Tequila"

HOT SHOT DEBUT

64



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LILA McCANN

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HOPE FLOATS

Written by Dianne Warren
Produced by Don Was



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DAVID KERSH

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TO THINK
ABOUT"

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COUNTRY AIRPLAY Monitor

• We Listen To Radio •

August 21, 1998 \$ 4.95 Volume 6 • No. 34

COUNTRY HIGHLIGHTS

#1

★ ★ ★ NO. 1 ★ ★ ★

JO DEE MESSINA
I'm Alright (CURB)

★ ★ ★ AIRPOWER ★ ★ ★

MARK WILLS • *Don't Laugh At Me (MERCURY)*
REBA • *Forever Love (MCA NASHVILLE)*

GOING FOR AIRPLAY

GARTH BROOKS • *You Move Me (CAPITOL/CAPITOL NASHVILLE)*
DANNI LEIGH • *If The Jukebox Took Teardrops (DECCA)*
LILA MCCANN • *To Get Me To You (CAPITOL/ASYLUM)*
RESTLESS HEART • *For Lack Of Better Words (RCA)*
THE WARREN BROTHERS • *Guilty (BNA)*
WYNONNA • *Woman To Woman (CURB/UNIVERSAL/ASYLUM)*

Monitor Exclusive: Spring Arbs Show Country Down In 18-34 Demo

by Sean Ross

Three months ago, when Airplay Monitor looked at Arbitron's national winter numbers, AC radio was up sharply, while top 40, despite the publicity surrounding its resurgence, was flat. That led us to suggest that AC—and adult top 40 in particular—was stealing top 40's thunder, appropriating former country listeners before they could finish the trip back to top 40. At that time, adult top 40 and mainstream top 40 were closer than ever, with top 40 playing relatively little of the rhythmic music that had marked top 40's initial ratings rebound.

Now the national Arbitrons for spring are in, and AC, while still the No. 1 music format nationally, is off slightly (15.1-14.9 12-plus). And a more rhythmic top 40, after two disappointing books, is back up 8.2-8.9. Overall, news/talk remains the No. 1 format, off 16.2-16.1 and still receiving surprisingly little help from the

presidential scandal. It's followed by No. 2 AC and No. 3 R&B, which was down 11.8-11.7, apparently on the basis of a steep drop at adult R&B outlets.

Country, which was off sharply in the winter, was down only 9.8-9.7 this time, holding fourth place. Top 40 was fifth, followed by album rock (6.8-7.2), Spanish-language radio (up 6.3-6.6, setting a new record), oldies (5.8-5.6), classic rock (4.7-4.8), and modern rock, which was off 4.0-3.8 and finally starting to show signs of its much-publicized decline after more than a year of flat ratings. They were followed by adult standards (3.5-3.4) and jazz (3.2-3.0).

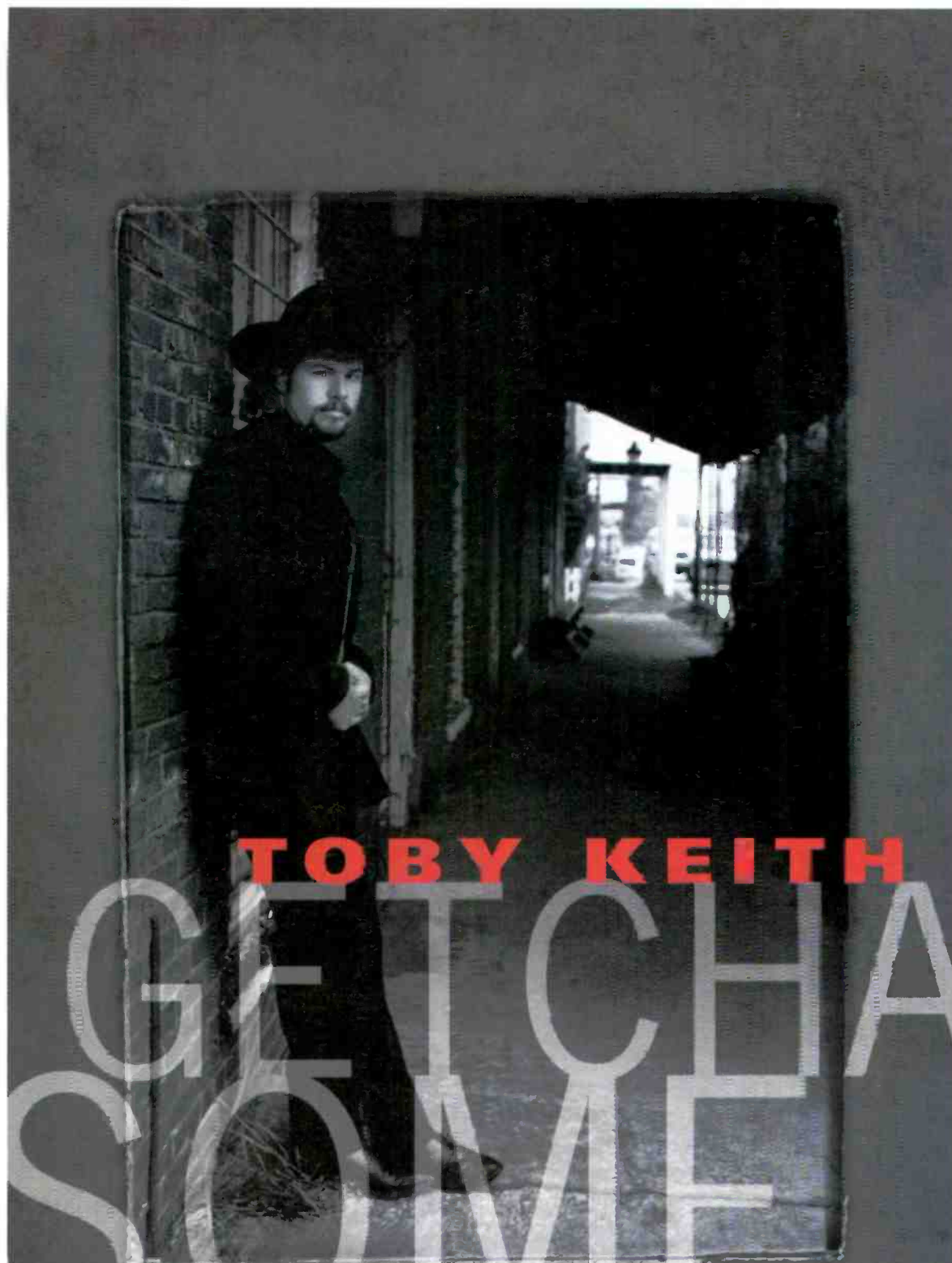
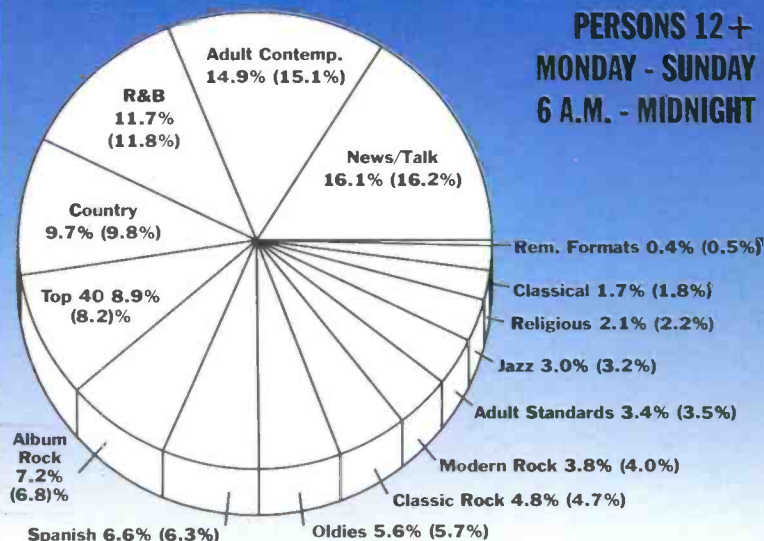
Monitor's exclusive national Arbitron survey, which enters its 10th year this spring, is based on quarterly ratings for Arbitron's continuous-measurement markets.

Here's a rundown of the major formats, in order: News/talk, which was off three-tenths of a share in the

Continued on page 6

ARBITRON FORMAT SHARE SPRING '98

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6 A.M. - MIDNIGHT



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Wynonna To Speak At Radio Seminar

Wynonna will appear on the artist panel during the Billboard/Airplay Monitor Radio Seminar and Awards, scheduled for Sept. 17-19 at the Pointe Hilton Resort at Tapatio Cliffs in Phoenix. On that panel, hit artists from all formats will discuss the impact of radio on their careers and the



WYNONNA

value of promotional tours and offer their opinions on the tenacious market wars for summer and holiday gigs, among other topics.

Billboard senior talent editor Melinda Newman will moderate the artist panel, which will also feature AC artist (and country crossover) Jim Brickman, R&B artists Coolio and Kenny Lattimore, and Mark McGrath of pop/rock group Sugar Ray, among others.

Previously half of the Judds, Wynonna has released five solo albums; all have made Billboard's top 10. She has charted 20 singles as a solo artist, including 11 top 10 tracks and four

No. 1 hits.

Also at the radio seminar, KFRG Riverside, Calif., OM Ray Massie will co-moderate the "Country Confidential" rap room, 10:45-11:45 a.m. Sept. 18, immediately following Buck Owens' keynote address. This session will feature a no-holds-



barred discussion of such topics as the state of current music, what is and isn't country, and whether PDs should be setting boundaries for the format.

WRKZ (Z107) Harrisburg, Pa., MD Dandalion will address the question "Is there still room for programming creativity and passion in radio?" when she appears on the panel "Why Isn't Radio Fun Anymore? (And How To Make It Fun Again)." This all-format panel will focus on ways broadcasters can maintain their sanity when they are working for one of multiple stations under a new group umbrella, being paid less money, and working with a virtual staff.

Dandalion is nominated as MD of the year in this year's Billboard/Airplay Monitor Radio Awards. Her session is scheduled for 2-3:15 p.m. Sept. 18.

For more info about the Radio Seminar and Awards, call Michele Quigley at 212-536-5002.

Don Langford Back In Format As KRAK PD

Veteran country programmer **Don Langford** returns to the format as PD of **KRAK** Sacramento, Calif., which continues with its gold-based country format despite rumors in the local press that it will flip to FM talk with **Howard Stern**. Langford, who replaces **Jan Jeffries**, most recently programmed crosstown jazz outlet **KSSJ**.

WXFG (Thunder 95.5) West Palm Beach, Fla., flipped from country to top 40 as **WLDI** (Wild 95.5) Aug. 14, after two hours of stunting with **Garth Brooks**' "The Thunder Rolls." Meanwhile, former **WUSN** (US99) Chicago PD/morning man **J.D. Spangler**, who recently left his PD/morning-host job at **WXFG** to return to Chicago, gets into station ownership with the \$300,000 acquisition of **AC WMMC** Terre Haute, Ind., according to *The Chicago Sun-Times*.

KRST Albuquerque, N.M., PD **Jim Patrick** exits. Citadel director of FM operations **Brad Barrett** assumes his duties. Elsewhere in the Citadel empire, **Bill Betts**, GM of the company's **Scranton/Wilkes-Barre**, Pa., properties, will exit by the end of this month.

KTEX McAllen, Texas, PD **Jim "Patchies"** Paczkowski steps down to concentrate on his morning show. **Billy Santiago** remains OM, and MD **Deana Romero** is upped to APD/MD. **Joe Patrick** is hired to consult.

Following a slew of similar promotions last week, Jacor ups **KKAT** Salt Lake City VP/GM **Tom Sly** to VP/market manager for its Salt Lake City stations. He'll add duties for **KODJ**, **KNRS**, and **KALL**. In addition, veteran programmer **Lee Douglas** (ex-**WCKG** Chicago) joins Jacor/Salt Lake as station manager.

WDEZ Wausau, Wis., PD **Mark Skibba** is upped to director of country operations for parent Midwest Communications, adding duties at **WNCY** Green Bay, Wis., and **WNWN** Battle Creek, Mich.

Night jock **John Collins** is upped to MD/mid-days at **KIIM** Tucson, Ariz., replacing **Phil Williams**. He has not been replaced in nights.

In a letter sent to label promotion reps last week, **KPLX** (the Wolf) Dallas director of programming **Brian Philips** gave out his direct phone and fax lines and said he is "always eager to hear new releases and discuss your plans for your music. We will be thrilled to meet artists you bring to the Wolf for interviews and liner sessions." He also attached a page of basic Wolf liners

and wrote, "Give us a little advance notice, and we will write custom copy for you." Philips' letter said, "We hope to be able to reignite some male interest in country radio. We promise not to be overreliant on call-out research. Call-out is a passive research method, and the Wolf targets active listeners who buy CDs and go to shows... My other Susquehanna radio home, [WNNX] 99X Atlanta, is well-known for finding and breaking new acts in pop and rock genres. With your help, I think the Wolf can develop a similar reputation in the country world."

CBS, owner of **WQYK-AM-FM** Tampa, Fla., makes its long-awaited deal for two more FM's in that market: oldies **WYUU** and R&B **WLLD**. **CBS** pays **Entercom** \$75 million for the pair.

Following a similar move made recently by new PD **Bill Fink** at **KZLA** Los Angeles, **CISS** Toronto has dropped all non-country records by artists like **Bruce Hornsby** and **John Mellencamp** from its playlist, according to *The Toronto Star*, which says the station will now be a full-fledged "new country" outlet. Rock crossovers had been a part of **CISS'** format since its sign-on in 1993.

Former top 40 **WKRQ** Cincinnati morning man **Johnjay VanEs** and his sidekick, **BoBo**, join **KKBQ** (93Q) Houston for mornings. They replace **Dave E. Crockett** and **Pam**

Ivey, who remain with **KKBQ** for special projects through the end of the year.

WHKO Dayton, Ohio, production director **Jim Mosier** exits for production and morning-news duties at crosstown **WKSW** (Kiss Country).

Dan Hunt from **WJRR** Rutland, Vt., is the new p.m. driver at **WGZR** (Gator 104.9) Savannah, Ga., replacing **Steve Thomas**.

As tipped here previously, **Steve Harmon** and **Scott Evans** join **WXTU** Philadelphia for mornings Aug. 31 replacing **Gina Preston**, who moves to sales. The pair previously spent seven years together in mornings at **KPLX** Dallas.

Mark Thompson exits the morning show at **WHUG** Jamestown, N.Y., to become OM at **WPIG** Olean, N.Y. **WYRK** Buffalo, N.Y., overnighter **Bob James** joins **WHUG** for mornings.

KLUR Wichita Falls, Texas, p.m. driver **Todd Taylor** exits radio. Night jock **Scotty Preston** moves to afternoons. Weekender **Frank Romeo** is upped to nights. **Elaine** from crosstown top 40 **KNIN** joins for overnights.



COUNTRY CONFIDENTIAL BY WADE JESSEN

615-321-4291 • wjessen@airplaymonitor.com

'I'm Alright' Gains Spins; 'True' Rises

It's typical for a No. 1 title that stays at the top for multiple weeks to show a slow erosion of airplay after the first week, but **Jo Dee Messina's** "I'm Alright" gains 131 spins to encore in that position. Each of the three bulleted titles in the top five posts gains in excess of 100 spins. Meanwhile, the **George Strait** hit machine rolls on, as "True" rises 5-2, up 240 plays despite a two-station decline.

After 23 weeks on our Country Airplay chart, **David Kersh's** "Wonderful Tonight" is removed and appears at No. 6 on our recurrent airplay list.

FARM REPORT: In a recent story in *The Chicago Tribune*, Capitol Nashville president/CEO **Pat Quigley** is quoted as saying, "The farm we sing about in country music dried up. It's [now] owned by Archer-Daniels-Midland Corp. and has a \$4 million computer-driven irrigation system. Country music doesn't relate to young people."

In that article, Quigley is also quoted as saying, "If you don't think country radio is in trouble, look up 'idiot' in the dictionary, because your picture must be in there... Our studies have shown that kids who listen to rap would migrate to country if the quality of the music improved—I mean the quality of the lyrics in relation to their lives. Country radio can either keep falling in Arbitron or they can embrace their fans, who say, 'Just give me music that's relevant'... Stop talking about the family farm. It's gone."

Quigley's suggestion that country abandon rural themes leads me to wonder what we

would call this brand of music once we strip it of what heart and soul it has managed to hang on to? What Quigley offers as at least a partial solution to country radio's listenership challenges removes any basis for identity that country music currently offers listeners, transforming it into pop music with suburban appeal.

In that process, wouldn't we be excluding all of country's urban core? Do we then assume that those nine-to-fivers with some cowboy in the heart have vanished altogether? Do we believe that urban and suburbanites no longer fantasize about simpler lives and simpler times? And what becomes of the rural listeners who, according to the most recent Census Bureau figures, number in excess of 60 million Americans? What do we offer them as an apology, a discount coupon to purchase bluegrass music?

This topic should be a huge priority during our industry forums this fall. Since it's no secret to radio programmers that the format hasn't exactly been well-served by the sugary pop country themes during the past year, a dedicated widespread effort to force even more pop music into the crowded pipeline would seem like throwing kerosene on a fire we should probably be working diligently to extinguish.

TECH TALK: Due to technical difficulties, **WFLS** Fredericksburg, Va., was temporarily removed from our panel of monitored stations, but will return next issue. Also effective with next week's issue, **WXFG** West Palm Beach, Fla., will be removed from our panel of monitored stations following a format change.

ON THE ROW

Hendricks Named Virgin Nashville CEO

As long expected, record producer and former Capitol Nashville president/CEO **Scott Hendricks** is named president/CEO of **EMI's** newly formed **Virgin Records** Nashville label.

Tracy Lawrence has signed a management deal with the Los Angeles-based **Left Bank Organization**. He previously was managed by his brother, **Laney Lawrence**, of **Tracy Lawrence Enterprises**, who will remain involved in his career.

Former **A&M** and **Word** Nashville promotion staffer **Lee Durham** is now working the mid-Atlantic region as an exclusive independent for **Asylum Records**. **Walt Wilson** is named VP of sales and marketing at **Asylum**. He previously was executive VP/GM at **Capitol Nashville**. Also, **Melodie Crittenden** has mutually parted ways with **Asylum**. She was not dropped as previously reported here based on information provided by the label (*Country Airplay Monitor*, July 31).

Lynn Shults is named GM at **Hayes Street Music**. He previously was VP of media at **Atlantic Records**.

Bonnie Sugarman is upped to senior VP and head of **Agency for the Performing Arts'** Nashville office. **Steve Lassiter**, formerly VP with the **William Morris Agency**, joins **APA's** Nashville office as VP and brings **Billy Ray Cyrus** to the company's talent roster.

PolyGram Music Publishing has acquired the music publishing catalogs of **Magna Sound Corp.**, including **Shedddhouse Music**, **Millhouse Music**, and **Wooden Wonder Music**, from owners **Harold Shedd** and **Donnie Canada** for an undisclosed price. The catalogs contain some

2,000 compositions, including "Achy Breaky Heart."

Faith Hill and **Tim McGraw** welcomed their second daughter, **Maggie Elizabeth**, who was born Aug. 12 in Nashville.

Deana Carter will play the morning "Grand Showcase" session during the regional **Country Radio Seminar** Aug. 29 in Cleveland.

Juice Newton signs with the **Bobby Roberts Co.** for concert representation.

Jennifer Sherrill has signed an exclusive writer's agreement with **Charlie Monk Music**.

CMT International and **American Airlines** will sponsor **Garth Brooks'** first-ever **South American** concert Aug. 22 in **Barretos**, Brazil, at **Rodeo Barretos**, billed as the world's largest rodeo.

Atlantic Records Nashville will release the soundtrack from the new musical "The Civil War" Oct. 13. The lead single, "Virginia," is performed by new label signee **Gene Miller**, who is also one of the stars of the production, which premieres Sept. 16 in **Houston's Alley Theater**. Other artists on the soundtrack include **Deana Carter**, **John Berry**, **Kevin Sharp**, **Tricia Yearwood**, **Tracy Lawrence**, **Trace Adkins**, **Bryan White**, and **Travis Tritt**.

Gwen Robison joins **TNN** as a publicist. She previously was director of corporate relations for the **Buntin Group** in Nashville.

Dixie Chicks are in discussions about touring with **Tim McGraw** next spring.

Reba McEntire's TV movie "Forever Love" is set to air Sept. 27 on **CBS**.

Marty Stuart and **Pam Tillis** co-wrote and co-produced "Milk And Honey Bound," a track on the forthcoming **DreamWorks** "Prince Of Egypt" soundtrack, due in late November. **Stuart** also co-wrote the current **Linda Ronstadt** single, "The Heartbreak Kind."

Satellite Direct and **Satellite Orbit** magazines and **TNN** are running a joint **Jo Dee Messina** promotion, the **I'm Alright Sweepstakes**. Readers will be asked to send in the names of the songs **Messina** performs on her Sept. 8 "Prime Time Country" appearance. Prizes include **Messina** merchandise and music and a **Gibson** guitar.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Aug. 21-29	WXBQ Johnson City, Tenn.	Appalachian Fair	David Lee Murphy (21), BlackHawk (22), Lee Ann Womack (24), Deana Carter (25), Charlie Daniels (26), Kevin Sharp (27), Jo Dee Messina (28), Kenny Chesney (29)
Aug. 22	KXXY/KTST Oklahoma City	KXXY/Twister Country Fest '98	John Berry, Clint Black, Melodie Crittenden, Tanya Tucker, Mark Wills
Aug. 22	"After MidNite"/KSON San Diego	"After MidNite With Blair Garner" Beach Bash	Gary Allan, Keith Harling, Shane Stockton
Aug. 27	WWXY New York	Live Lunch Concert Series	Jo Dee Messina and Chely Wright
Sept. 2	WUSY Chattanooga, Tenn.	US101 Kudzu Cafe Concert Series	Brady Seals
Sept. 4-6	WGNE Daytona Beach, Fla.	Fire Aid '98	James Bonamy, Seminole, Pam Tillis, Lari White
Sept. 5	WIXY Champaign, Ill.	WIXY/Hill Ford Birthday Bash	Gary Allan, Keith Harling
Sept. 6	KGMV Springfield, Mo.	My Country Y'Allapalooza	Big House, Suzy Bogguss, Deryl Dodd, Toby Keith, Sammy Kershaw
Sept. 7	WUSN Chicago	US99 Private Performance	Toby Keith
Sept. 12	KEEY Minneapolis	K102 Fan Jam	Trace Adkins, Lonestar, Martina McBride, Collin Raye, Randy Travis, Lari White, the Wilkinsons

Let us monitor your event! Call Phyllis Stark at 615-321-4284 or E-mail pstark@airplaymonitor.com

Twin Set



Epic duo the Kinleys pose with KKBQ (93Q) Houston VP of programming Dene Hallam's twin girls. Pictured, from left, are Heather Kinley, Lizzi Hallam, Sammi Hallam, and Jennifer Kinley.

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AIRBORNE

Instant information on Country's new artists

Chad Brock

"EVANGELINE" (WARNER BROS.)

Born and raised in Ocala, Fla., Brock started his singing career with a solo performance of "Amazing Grace" in his hometown church at the age of 6. After finding lyrics scrawled on papers around the house, Brock's father



bought the budding songwriter his first guitar at 13. Later, Brock turned down a football scholarship in high school so he could continue his pursuit of music. He has crisscrossed the country playing in honky-tonks from

Ocala to Flagstaff, Ariz. In 1993, he was named one of the top 10 unsigned country acts by the Nashville Entertainment Assn. His debut album was produced by Norro Wilson and Buddy Cannon.

Clint Daniels

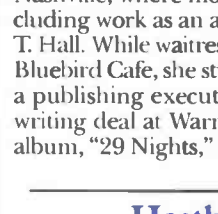
"A FOOL'S PROGRESS" (ARISTA NASHVILLE)

Daniels, 24, grew up in Panama City, Fla., in a musical family and spent the better part of his life singing and performing. He learned guitar at the age of 12 and played in bands during his teens. After high school, trying his luck in Nashville seemed like an inevitability. He came and went several times, eventually attracting the attention of Arista A&R staffers, who traveled to Florida to hear him play a showcase. The club he was scheduled to appear in nearly burned down during a rehearsal for the showcase, but the fire was extinguished in time and the show went on as scheduled, landing Daniels a deal with Arista. He wrote or co-wrote seven of the songs on his debut album, including this debut single. The self-titled album is due Sept. 15.

Danni Leigh

"IF THE JUKEBOX TOOK TEARDROPS" (DECCA)

Born and raised in Strasburg, Va., Leigh started singing in church at the age of 3, belting out solos in the preschool choir. At 19, she moved to Orlando, Fla., with the ambition of becoming a singer at Walt Disney World, but she soon changed her mind and instead worked for Federal Express, restocked a lock warehouse, and worked as a bungee-jump instructor at the tallest (310 feet) legal jump in the U.S. She also waitressed and sang in several area restaurants and bars and had a job singing backup for the rock band Foreigner. In 1994, she moved to



Nashville, where more odd jobs followed, including work as an animal caretaker for Tom T. Hall. While waitressing at Nashville's famed Bluebird Cafe, she struck up a friendship with a publishing executive, which landed her a writing deal at Warner/Chappell. Her debut album, "29 Nights," is due Oct. 6.

Heather Myles

"TRUE LOVE" (ROUNDER/MERCURY)

Myles grew up on a ranch in Riverside, Calif., where her family raised thoroughbred horses, and worked in the family business galloping racehorses until her demo tape got the attention of HighTone Records executives, who gave her two tracks on their 1990 "Points

West" sampler. That release was followed by two HighTone studio albums, 1992's "Just Like Old Times" and 1995's "Untamed," and a 1996 live record, "Sweet Little Dangerous" on Demon in England. She has toured extensively for the past decade, including opening for Merle Haggard, Waylon Jennings, and Ricky Skaggs. Her debut Rounder album, "Highways & Honky Tonks," includes a duet with Haggard on "No One Is Ever Gonna Love You Better," recorded at the legendary Bradley Barn studios in Nashville, plus covers of Charley Pride's hit "Kiss An Angel Good Morning" and Ray Price's "I'll Be There." This album is the first project for which Rounder is combining promotional and marketing efforts with Mercury.

Trini Triggs

"STRAIGHT TEQUILA" (CURB/MCG)

Triggs was signed to Curb/MCG the same day he met with label head Mike Curb for the first time and played live for the label's staff. A native of Natchitoches, La., about an hour south of Shreveport, Triggs played in several local bands before forming his own group and landing a standing weekend gig at the local Mariner's Seafood Restaurant, the same place he worked washing dishes as a youngster. Triggs still resides in his hometown with his wife and two young daughters. His self-titled debut album contains a duet with Triggs' idol, Charley Pride, on "One Mississippi, Two Mississippi." After recording the duet, Pride invited Triggs to appear with him at the Grand Ole Opry.

★ The Warren Brothers

"GUILTY" (BNA)

At their first Nashville club gig in 1995, Tampa, Fla., natives Brett and Brad Warren cleared \$14 and ran up a bar bill of \$20. Less than two years later, they were one of Music City's hottest live acts, and by the end of 1997, they had a record deal with BNA and were in the studio with producer Chris Farren. Brett, 27, sings lead vocals and plays rhythm guitar and harmonica. Brad, 29, sings harmony vocals and plays lead guitar. The brothers have written more than 500 songs, including all of the cuts on their debut album, "Beautiful Day In The Cold Cruel World."



The Wilkinsons

"26 CENTS" (GIANT)

This family trio consists of father Steve Wilkinson, daughter Amanda, 16, and son Tyler, 14, who have been singing together for years. They got their start in their native Trenton, Ontario, where Steve Wilkinson was working as a carpenter while writing songs on the side for several Canadian artists and performing at fairs with two of his three children. The whole family packed up and moved to Nashville last fall and within three weeks of their arrival had offers from Lyric Street, MCA, and Giant. Their debut album, "Nothing But Love," was released Aug. 11. Steve Wilkinson co-wrote seven of the album's tracks, including one ("Boy Oh Boy") he co-wrote with Amanda.

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

FIVE GREAT YEARS
THOUSANDS OF LOYAL READERS
ONE COOL PARTY

YOU MADE **COUNTRY AIRPLAY Monitor #1** AND WE ARE SAYING
"THANK YOU" BY CONVERTING CLEVELAND INTO THE
COUNTRY CAPITAL OF THE WORLD AS WE PRESENT:




**TRAVIS
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COURTESY OF 


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COURTESY OF 

PERFORMING AT OUR EXCLUSIVE READER APPRECIATION PARTY
DURING THE CRS GREAT LAKES, AUGUST 28TH,
CLEVELAND MARRIOTT AT 10:00PM.

Continued from page 1

winter, slipped another tenth of a share in the spring, despite a news-heavy winter that should have favored the format. N/T was off sharply in middays (17.3-16.4) but got a nice baseball spike at night, up 12.8-15.6. Since the national numbers are often heavily affected by the largest markets, a little credit for that should go to the New York Yankees, whose phenomenal season drove flagship WABC up 2.2-4.6 during that time.

At a 14.9 share, AC is roughly where it was this time a year ago (when it was at a 14.8). It was down by a tenth or two in most dayparts, except for nights, where it was off 13.1-12.4. Even that, however, was comparable to its numbers as recently as six months ago. AC was off most in the 18-34 demo (16.7-16.2) but relatively stable in 25-54 (17.7-17.5) and 35-64 (17.0-16.9). That would suggest that adult top 40/hot AC stations were probably the ones that got hit this time, rather than their soft or mainstream AC brethren, giving credence to the theory that top 40 is now picking up some of the young adults who were initially opting for adult top 40 or modern adult formats.

Taken as a whole, No. 3 R&B radio is off only a tenth of a share. Most of that is explained by a drop at adult R&B stations, which were off 4.2-3.7 this time. In the winter, adult R&B was stable and smooth jazz rose, while mainstream fell. That led us to believe that the increasingly hip-hop-flavored mainstream format might be running off some of its upper demos. This spring, R&B radio found more uptempo hits it could play, and the result was that mainstream stations nudged forward again. The only daypart where R&B is off by more than a tenth of a share is nights, where it's off 18.7-17.8, again, primarily on the strength of a 5.7-4.9 hit at adult R&B radio. Despite its travails this spring, adult R&B is still at roughly the same level it was during most of '96-'97.

COUNTRY: 25-54 BELOW DOUBLE DIGITS

The No. 4 format, country, was off a tenth or two in most dayparts. It rebounded with teens (5.2-5.6) and was flat 35-64 (at an 11.0). It was off 18-34 (9.2-8.6) and 25-54 (10.1-9.7). Country's 18-34 numbers are now at their lowest point since winter '91. Worse, its 25-54 numbers are out of double digits for the first time in the nine-year history of our national survey. The format is now in double digits only in 35-64. In addition, two-thirds of the format's audience is now age 35 or older. It now draws more of its audience from 65-plus listeners (12.6%) than from 18- to 24-year-olds (10.2).

If it seems strange that teens and 35-64s seem to be the demos that are happiest with the format this time, remember that some country consultants are seeing considerable interest in the format's recent oldies-heavy skew from younger listeners, too. Country's female number was flat (a 10.8 share), while its male

number was off 9.5-9.3.

By contrast, top 40, after two disappointing books, seems to be back on the road to recovery. The format was up in mornings (7.5-8.0), middays (6.5-7.5, even before the impact of summer vacation can be fully felt), and afternoons (8.9-9.6). It was flat at night at an 11.8. While the format was off slightly in teens (30.7-30.5), it was up 18-34 (12.4-13.4), 25-54 (6.6-7.4), and 35-64 (4.2-4.6), again suggesting that the growth came from repatriated modern adult or hot AC listeners. Top 40 was up 7.7-8.3 in adult women and 5.3-6.0 in men. The six months in which top 40 was off, by the way, seem to coincide with a period in which dance/pop (something that fueled the format's rebound in early '96) was starting to disappear from mainstream top 40 but hadn't yet been replaced with the R&B crossovers that the format is only finally starting to accept in larger quantities.

At No. 6, album rock's 6.8-7.2 rise parallels a 6.7-7.0 12-plus rise last spring. Because large-market numbers impact the national numbers so heavily, it probably helped that WNEW New York was again counted as an album rock outlet this spring, after more than a year of classic rock. Album rock was up 18-34 (11.4-12.2) and 25-54 (8.5-9.0). Despite WNEW's defection, classic rock remained in its usual range, meaning that its remaining outlets probably did pretty well. It seems to be getting some help from the ongoing decline of the pop oldies format, as more 25- to 40-year-old listeners decide that a classic rocker, instead, is their oldies station.

As for modern rock, its national numbers had held steady for most of 1997, despite a widely publicized string of station defections and the general perception that the format wasn't as hot as it had been two years previous. Now, you can finally see it trending down, going 4.1-4.0-3.8 over the last six months. Is the modern adult format finally making its impact felt on modern? Well, modern was down sharply with teens (9.5-8.4) but off a little less as the demos get older (7.5-7.2 18-34; 3.9-3.7 25-54; 1.9-1.8 35-64). It was flat with women (at a 2.6) but off with men (4.6-4.4). That its losses were younger and more male would imply modern was hit more heavily by album rock this spring than by modern AC.

Finally, Spanish-language radio, which received a ton of publicity this spring when WSKQ (Mega 97.9) New York tied for that market's top slot, was up nicely nationwide, improving 6.3-6.6 for its highest-ever 12-plus share. That number may heavily reflect WSKQ's success, as well as the addition of a few more 12-plus shares from its new Spanish-language rival WCAA. It also reflects more stations in general. The number of Spanish-language stations that showed in an Arbitron book somewhere this spring was 160, up from 145 in the winter.

Coats For Grown-Ups



Volunteers from the 31st annual back-to-school clothing drive recently presented KNIX Phoenix morning hosts Tim Hattrick, left, and Willy D. Loon, right, with jackets to thank them for their help in raising \$18,000 last December to outfit needy students in the Phoenix area. More than 1,000 children have received clothes and school supplies as a result of the fund-raiser.

MONITOR PROFILE

Start-Up Wiz Opperman Works His Magic On B95, Returning Country To Flint, Mich.

Art Opperman is no stranger to new country sign-ons. In his previous job as PD of start-up WNCY Appleton/Green Bay, Wis., he helped take the station 1.8-7.7 12-plus in the Arbitrons in one year. Now, as PD of Liggett Broadcast Group's WFBE (B95) Flint, Mich., he is achieving similar results.

In the spring book, B95 was tied for No. 3 12-plus with an 8.3 share and, in the 25-54 demo, tied for No. 1 with top 40 WWCK. It has more than doubled its ratings in all demos after just nine months on the air. Rival WKCQ was at No. 6 12-plus with a 5.0 share.

The Flint metro had been without a country station of its own for more than a decade prior to B95's launch last October as a Class B, 50,000-watt signal. Although it has good coverage of Flint, WKCQ is actually based in Saginaw, Mich., 40 miles north of Flint, and is No. 2 12-plus in that market.

Although Opperman wasn't there for the initial research conducted before the sign-on, he says that GM Jim Jensen told him research in-



Art Opperman
Program Director
WFBE Flint, Mich.

'Before we went on-air, Flint was getting its country from Detroit or Saginaw'

dedicated "an obvious hole" for country in the market. "Before we went on the air, Flint was getting its country from Detroit or Saginaw," Opperman says. "Even though they could hear country music from other stations, they wanted their own." After B95 signed on, Opperman says, the staff was overwhelmed with listeners saying, "It's so great to have a Flint station."

To take advantage of B95's home-court advantage, he says, "we go strictly as 'Flint's continuous country' and are trying to position ourselves as Flint's country station. [WKCQ] can't do that because it has a good number of listeners in Saginaw and can't blow them off to focus on Flint."

Opperman credits the station's success "both to the fact that there was a hole to be filled and [that] we filled it with good, solid programming." He says consultant Rusty Walker once called B95 "a good example of nose-to-the-grindstone programming."

Despite its spring-ratings boom, Opperman sees plenty more room for growth at B95 because not all of the market's country fans are aware of the station yet. At a recent parade in which the station participated, Opperman says, "a lady on the sidelines said, 'I listen to country all the time and haven't heard of you.'" It is converting people like that, he adds, that will help the station continue its ratings growth. "Our goal is to be No. 1 overall, and based on the country shares that are still available in the market, I think it's doable," he says. B95 shares 40% of its audience with WKCQ.

Opperman succeeded PD Mark Hamlin, who did the preliminary setup work on B95 and held the reins there briefly before taking a job in Chicago. Hamlin had launched B95 with a jockless, 6,000-in-a-row stunt, giving Opperman time to catch his breath and put the clocks in place after he came aboard on the station's first day on the air, Oct. 6, 1997.

A typical hour includes four recurrents, seven gold titles, five currents, and one record from

Opperman's "stay current category" of former powers that haven't yet been moved to recurrent. Gold dates back as far as about 10 years ago. Phil Hunt of Rusty Walker Programming is B95's consultant. Since B95's sign-on, Opperman says, he has heard WKCQ playing "a lot of older stuff," like Conway Twitty's "Tight Fitting Jeans" and some Hank Williams Jr. titles, and "they sometimes hold on to currents that we don't play."

Here's a recent afternoon hour on WFBE: Kenny Chesney, "She's Got It All"; Trisha Yearwood, "There Goes My Baby"; John Michael Montgomery, "I Swear"; Pam Tillis, "Land Of The Living"; Trace Adkins, "(This Ain't No) Thinkin' Thing"; Reba McEntire, "Forever Love"; Bryan White, "Sittin' On Go"; Tim McGraw, "It's Your Love"; George Strait, "All My Ex's Live In Texas"; Martina McBride, "Happy Girl"; Neal McCoy, "Wink"; Diamond Rio, "You're Gone"; Brooks & Dunn, "My Maria"; Ty Herndon, "A Man Holdin' On"; Collin Raye, "What The Heart Wants"; Alan Jackson, "I'll Try"; and Patty Loveless, "High On Love."

A billboard campaign with teasers like "Alan Jackson's coming" and "Reba McEntire's coming" was already in place when Opperman arrived, and it switched over to boards featuring the station's logo after B95 went on the air. In the latest book, B95 added a little bit of TV and more outdoor advertising to the marketing mix. But, Opperman says, "the most effective outside advertising is this Buzby [bee] mascot," which was named by a listener as part of a contest last year. The Buzby costume was made by the same company that makes costumes for Disney, and Opperman says it always gets a great reaction at the station's two or three weekly appearances. (The bee is excluded from bar promotions so its wholesome image won't be tarnished.)

In the spring, B95 was promoted with a "free money song of the day" contest in which \$200 a day was given away every weekday except on \$1,000 Thursday. Opperman says B95 also spent about \$10,000 on event tickets and sent listeners to see Tim McGraw in Nashville, LeAnn Rimes in Detroit, and George Strait in Chicago, among other trips. It does a huge number of community promos for Easter Seals and other charities.

Opperman, who also voice-tracks the night show on B95, started his radio career at AM daytimer WFSR Harlan, Ky., then moved to Texarkana, Texas, where he worked at local stations KCMC, KLLI, and KTWN before moving to KUAD Fort Collins, Colo. He landed his first programming job at WXCL Peoria, Ill., which was in fourth place when he arrived and first place when he left, with an 8-share ratings increase. From there, he moved to KCKR Waco, Texas, before landing at WNCY.

But his experience at WNCY is typical of what a lot of broadcasters have been through in the last few years of ownership consolidation. "We ended up beating three competitors in the country format, but one of them bought [WNCY], and I was out of work." He tried starting up a music-log business but says "that didn't go over." It took six months of looking before he found the right situation at B95.

"As far as good people being able to find jobs, I don't know," he says, referring to the theory tossed around at every industry confab that, in spite of consolidation, the best broadcasters will always be able to find work. "It's a funny business. I think even the best people sometimes are going to find it hard. It's not only how good you are on the air, but do you fit in with the corporate culture of the company?"

At B95, Opperman says, his staff is "a really good mix of introverts and extroverts. This is truly a team. Everybody works well together."

PHYLLIS STARK

Strongest Increase In Airplay This Week

INCREASE
IN PLAYS

SHANIA TWAIN • Honey, I'm Home (MERCURY) WBBS +29, KZSN +22, KGMV +20, KBEQ +20, WSM +19, WUBE +19, KIKK +19, WKSF +18, WESC +18, WPZM +17	+ 1184
LEANN RIMES • Nothin' New Under The Moon (CURB/MCG) WKXC +23, WYRK +21, KDDK +17, KIKK +17, KTEX +15, KDRK +15, KUZZ +15, WCTK +15, WZZK +14, KXXY +14	+ 724
CLINT BLACK • Loosen Up My Strings (RCA) KSCS +27, KMLE +24, KILT +24, KTST +21, WKSF +21, KHEY +21, WRNS +19, WCOL +19, KKBQ +19, WGRL +18	+ 705
MARK WILLIS • Don't Laugh At Me (MERCURY) KUPL +18, KSCS +17, KILT +17, WKKO +14, WGKX +14, WGAR +14, KTST +13, KJJY +13, KAJA +13, KYNG +12	+ 477
TIM MCGRAW • Where The Green Grass Grows (CURB) WBCT +17, WYRK +17, KIKK +15, WLWI +14, WQXK +13, KIKF +13, WIL +13, WXTU +13, WNCY +12, KTEX +12	+ 464
LEE ANN WOMACK • A Little Past Little Rock (DECCA) WQMX +18, WGRL +17, KSCS +17, WQNE +16, KMLE +16, WAMZ +16, WBCT +13, WXBQ +12, WKIX +10, WYNG +10	+ 391
JOHN MICHAEL MONTGOMERY • Cover You In Kisses (ATLANTIC) KDRK +20, WCTD +18, KGMV +16, WYNG +15, WOW +14, WXBW +14, WGNA +14, WNOE +14, KATM +13, KILT +13	+ 389
COLLIN RAYE • Someone You Used To Know (EPIC) KITTS +15, KRTY +15, WMSI +14, WSM +14, KEEY +13, WWGR +12, WPOR +12, WHYL +12, KYCY +11, WLWI +11	+ 369
ALABAMA • How Do You Fall In Love (RCA) WQMX +17, KFMS +13, WGH +13, KSSN +12, WSM +11, WPOC +11, KNIX +11, WRNS +10, KXXY +10, KSOP +10	+ 345
BROOKS & DUNN • How Long Gone (ARISTA NASHVILLE) WSOC +15, WQMX +13, WGGY +11, WLWI +11, WIVK +11, WRBQ +11, WKIS +11, WAMZ +11, WHOK +11, WKSF +10	+ 302
DIXIE CHICKS • Wide Open Spaces (MONUMENT) KYNG +21, WHYL +15, WKIX +14, KEEY +13, WWGR +12, KRTY +12, WYGY +10, WSSL +9, KIKF +9	+ 282
TY HERNDON • It Must Be Love (EPIC) KPLX +31, KYNG +13, WLWI +11, KIKF +11, KNIX +10, WKCN +9, KHEY +9, WCTK +9, WPOC +9, WMJC +8	+ 277
VINCE GILL • If You Ever Have Forever In Mind (MCA NASHVILLE) KXXY +21, KTST +18, KDRK +18, WPZM +14, WWGR +14, WBEE +13, WESC +12, WWKA +12, KYNG +11, WOW +11	+ 262
LONESTAR • Everything's Changed (BNA) WJCL +13, KYCW +12, WOKQ +11, WMJC +11, WXKT +11, WNCY +11, WCTD +11, WWKA +11, KYNG +10, WYGY +9	+ 249
GEORGE STRAIT • True (MCA NASHVILLE) WYGY +16, WZZK +16, WNCY +15, KAJA +12, WRBT +11, KDKK +11, KXKT +11, WRNS +10, WXBW +10, WIVK +10	+ 240

MOST NEW STATIONS

Songs receiving six or more spins for the first time this week

NEW STATIONS		NEW STATIONS	
SONG	STATIONS	SONG	STATIONS
SHANIA TWAIN <i>Honey, I'm Home (Mercury)</i>	69	LEANN RIMES <i>Nothin' New Under The Moon (Curb/MCG)</i>	25
CLINT BLACK <i>Loosen Up My Strings (RCA)</i>	41	TY HERNDON <i>It Must Be Love (Epic)</i>	24
COLLIN RAYE <i>Someone You Used To Know (Epic)</i>	31	DIXIE CHICKS <i>Wide Open Spaces (Monument)</i>	22
LEE ANN WOMACK <i>A Little Past Little Rock (Decca)</i>	27	AARON TIPPIN <i>For You I Will (Lyric Street)</i>	18
ALABAMA <i>How Do You Fall In Love (RCA)</i>	26	KENNY CHESNEY <i>I Will Stand (BNA)</i>	14

VIDEO PLAYLISTS



		TW	LW		TW	LW	
1	Reba, Forever Love	36	10	1	Dixie Chicks, There's Your Trouble	35	29
2	Brooks & Dunn, How Long Gone	33	29	2	Dwight Yoakam, Things Change	34	32
3	Garth Brooks, To Make You Feel My Love	32	30	3	Faith Hill (With Tim McGraw), Just To Hear You Say That You Love Me	33	23
4	Lee Ann Womack, A Little Past Little Rock	32	8	4	Jo Dee Messina, I'm Alright	32	37
5	The Wilkinsons, 26 Cents	30	28	5	The Wilkinsons, 26 Cents	31	35
6	Dixie Chicks, There's Your Trouble	29	28	6	Tracy Lawrence, While You Sleep	25	2
7	Jo Dee Messina, I'm Alright	28	28	7	Mark Willis, Don't Laugh At Me	24	22
8	Joe Diffie, Texas Size Heartache	28	29	8	Vince Gill, If You Ever Have Forever In Mind	24	22
9	Faith Hill (With Tim McGraw), Just To Hear You Say That You Love Me	28	33	9	Alan Jackson, I'll Go On Loving You	24	21
10	Randy Travis, The Hole	28	28	10	Joe Diffie, Texas Size Heartache	23	17
11	Pam Tillis, I Said A Prayer	28	28	11	Randy Travis, The Hole	23	21
12	Terri Clark, You're Easy On The Eyes	28	37	12	Trisha Yearwood, There Goes My Baby	23	27
13	Dwight Yoakam, Things Change	27	28	13	Michael Peterson, When The Bartender Cries	22	19
14	Trisha Yearwood, There Goes My Baby	27	28	14	Pam Tillis, I Said A Prayer	22	23
15	Vince Gill, If You Ever Have Forever In Mind	27	29	15	Lonestar, Everything's Changed	21	19
16	Collin Raye, I Can Still Feel You	25	27	16	Brooks & Dunn, How Long Gone	21	22
17	Alan Jackson, I'll Go On Loving You	23	21	17	Terri Clark, You're Easy On The Eyes	20	1
18	Lonestar, Everything's Changed	22	15	18	Jeff Carson, Shine On	21	24
19	Tracy Lawrence, While You Sleep	21	22	19	Reba, Forever Love	20	1
20	Bryan White, Tree Of Hearts	21	21	20	Diamond Rio, You're Gone	19	12
21	Mark Willis, Don't Laugh At Me	21	20	21	Clint Daniels, A Fool's Progress	19	11
22	Allison Moorer, Set You Free	21	20	22	Noah Kelley, Take It All Out On You	19	1
23	John Berry, Better Than A Biscuit	20	20	23	Matt King, Five O'Clock Hero	18	1
24	Alabama, How Do You Fall In Love	20	21	24	Kenny Chesney, That's Why I'm Here	17	18
25	Clint Daniels, A Fool's Progress	19	21	25	Faith Hill, This Kiss	17	12
26	Billy Dean, Real Man	19	21	26	David Kersh, Wonderful Tonight	17	31
27	Diamond Rio, You're Gone	17	13	27	Terri Clark, Now That I Found You	17	26
28	The Charlie Daniels Band, Texas	15	14	28	Clay Walker, Then What?	16	10
29	Matt King, Five O'Clock Hero	15	14	29	Shania Twain, You're Still The One	16	13
30	The Great Divide, Pour Me A Vacation	15	20	30	Collin Raye, I Can Still Feel You	16	15
31	Bob Seger & Martina McBride, Chances Are	15	14	31	Garth Brooks, To Make You Feel My Love	16	33
32	Shane Stockton, Gonna Have To Fall	15	14	32	Brady Seals, I Fell	15	14
33	Tracy Byrd, I Wanna Feel That Way Again	15	15	33	Patty Loveless, Lonely Too Long	14	10
34	Dolly Parton, Honky Tonk Songs	15	14	34	George Strait, Carrying Your Love With Me	14	11
35	Olivia Newton-John, I Honestly Love You	14	13	35	LeAnn Rimes, Commitment	14	11
36	Michael Peterson, When The Bartender Cries	14	14	36	The Great Divide, Pour Me A Vacation	14	12
37	Toby Keith, Tired	14	14	37	Shane Stockton, Gonna Have To Fall	14	13
38	Clint Black, The Shoes You're Wearing	14	15	38	Tracy Byrd, I Wanna Feel That Way Again	14	9
39	David Kersh, Wonderful Tonight	14	14	39	Alabama, How Do You Fall In Love	14	4
40	LeAnn Rimes, Commitment	14	14	40	Sons Of The Desert, Whatever Comes First	13	12

Playlist Tracking Week From August 7-13, 1998

COUNTRY RECURRENT AIRPLAY

RANK	TW PLAYS	LW PLAYS	TITLE	ARTIST (IMPRINT/PROMOTION LABEL)
1	2124	2177	THIS KISS	FAITH HILL (WARNER BROS.)
2	2006	2029	I DO [CHERISH YOU]	MARK WILLIS (MERCURY)
3	2006	2075	I'M FROM THE COUNTRY	TRACY BYRD (MCA NASHVILLE)
4	1987	2898	FROM THIS MOMENT ON	SHANIA TWAIN (WITH BRYAN WHITE) (MERCURY)
5	1970	2244	THAT'S WHY I'M HERE	KENNY CHESNEY (BNA)
6	1958	2239	WONDERFUL TONIGHT	DAVID KERSH (CURB)
7	1776	1902	BYE BYE	JO DEE MESSINA (CURB)
8	1677	1785	HOLES IN THE FLOOR OF HEAVEN	STEVE WARINER (CAPITOL NASHVILLE)
9	1626	1605	YOU'RE STILL THE ONE	SHANIA TWAIN (MERCURY)
10	1519	1719	COMMITMENT	LEANN RIMES (CURB/MCG)
11	1502	1521	THEN WHAT?	CLAY WALKER (GIANT)
12	1490	1481	ONE OF THESE DAYS	TIM MCGRAW (CURB)
13	1399	1489	NOTHIN' BUT THE TAILLIGHTS	CLINT BLACK (RCA)
14	1399	1512	THE SHOES YOU'RE WEARING	CLINT BLACK (RCA)
15	1379	1456	TWO PINA COLADAS	GARTH BROOKS (CAPITOL/CAPITOL NASHVILLE)
16	1276	1493	IT WOULD BE YOU	GARY ALLAN (DECCA)
17	1235	1230	IF I NEVER STOP LOVING YOU	DAVID KERSH (CURB)
18	1219	1214	PERFECT LOVE	TRISHA YEARWOOD (MCA NASHVILLE)
19	1207	1275	JUST TO SEE YOU SMILE	TIM MCGRAW (CURB)
20	1150	1204	DREAM WALKIN'	TOBY KEITH (MERCURY)
21	1132	1273	OUT OF MY BONES	RANDY TRAVIS (DREAMWORKS)
22	1048	1023	LOVE OF MY LIFE	SAMMY KERSHAW (MERCURY)
23	1014	978	I WANNA FALL IN LOVE	LILA MCCANN (ASYLUM)
24	1001	1019	I CAN LOVE YOU BETTER	DIXIE CHICKS (MONUMENT)
25	1001	966	LITTLE RED RODEO	COLLIN RAYE (EPIC)

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 30.



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September 17-19, 1998

The Pointe Hilton Resort at Tapatio Cliffs, Phoenix, Arizona

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

JOHN MICHAEL MONTGOMERY 4493/389 Cover You In Kisses (Atlantic) Total Stations: 163 Chart Move: 11-7

REBA 3052/203 Forever Love (MCA Nashville) Total Stations: 162 Chart Move: 22-20

LEANN RIMES 2239/724 Nothin' New Under The Moon (Curb/MCG) Total Stations: 156 Chart Move: 34-26

GEORGE STRAIT 5346/240 True (MCA Nashville) Total Stations: 163 Chart Move: 5-2

RANDY TRAVIS 3843/45 The Hole (DreamWorks) Total Stations: 163 Chart Move: 15-13

SHANIA TWAIN 2226/1184 Honey, I'm Home (Mercury) Total Stations: 143 Chart Move: 40-27

STEVE WARINER (DUET WITH GARTH BROOKS) 2006/131 Burnin' The Roadhouse Down (Capitol Nashville) Total Stations: 154 Chart Move: 32-30

LARI WHITE 3395/77 Stepping Stone (Lyric Street) Total Stations: 163 Chart Move: 16-17

THE WILKINSONS 4025/162 26 Cents (Giant) Total Stations: 163 Chart Move: 14-12

MARK WILLS 3128/477 Don't Laugh At Me (Mercury) Total Stations: 160 Chart Move: 25-19

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 164 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1998 Billboard/BPI Communications.



THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
*** No. 1 ***						
1	1	15	I'M ALRIGHT CURB 2 weeks at No. 1	JO DEE MESSINA	5628	5497
2	5	14	TRUE MCA NASHVILLE	GEORGE STRAIT	5346	5106
3	3	14	JUST TO HEAR YOU SAY THAT YOU LOVE ME WARNER BROS.	FAITH HILL (WITH TIM MCGRAW)	5149	5230
4	7	22	TEXAS SIZE HEARTACHE EPIC	JOE DIFFIE	4685	4795
5	9	9	HOW LONG GONE ARISTA NASHVILLE	BROOKS & DUNN	4605	4303
6	8	14	IF YOU EVER HAVE FOREVER IN MIND MCA NASHVILLE	VINCE GILL	4576	4314
7	11	14	COVER YOU IN KISSES ATLANTIC	JOHN MICHAEL MONTGOMERY	4493	4104
8	4	19	HAPPY GIRL RCA	MARTINA MCBRIDE	4476	5183
9	6	21	THERE'S YOUR TROUBLE MONUMENT	DIXIE CHICKS	4391	4986
10	2	17	THERE GOES MY BABY MCA NASHVILLE	TRISHA YEARWOOD	4239	5407
11	13	5	I'LL GO ON LOVING YOU ARISTA NASHVILLE	ALAN JACKSON	4053	3869
12	14	12	26 CENTS GIANT	THE WILKINSONS	4025	3863
13	15	12	THE HOLE DREAMWORKS	RANDY TRAVIS	3843	3798
14	12	16	I SAID A PRAYER ARISTA NASHVILLE	PAM TILLIS	3807	3922
15	19	8	WHERE THE GREEN GRASS GROWS CURB	TIM MCGRAW	3460	2996
16	17	14	YOU'RE GONE ARISTA NASHVILLE	DIAMOND RIO	3452	3217
17	16	16	STEPPING STONE LYRIC STREET	LARI WHITE	3395	3318
18	10	16	TO MAKE YOU FEEL MY LOVE CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	3163	4116
*** AIRPOWER ***						
19	25	7	DON'T LAUGH AT ME MERCURY	MARK WILLS	3128	2651
*** AIRPOWER ***						
20	22	6	FOREVER LOVE MCA NASHVILLE	REBA	3052	2849
21	18	19	I CAN STILL FEEL YOU EPIC	COLLIN RAYE	2887	3148
22	24	13	HIGH ON LOVE EPIC	PATTY LOVELESS	2825	2727
23	20	22	NOW THAT I FOUND YOU MERCURY	TERRI CLARK	2456	2949
24	26	20	I JUST WANT TO DANCE WITH YOU MCA NASHVILLE	GEORGE STRAIT	2426	2489
25	30	9	EVERYTHING'S CHANGED BNA	LONESTAR	2423	2174
26	34	5	NOTHIN' NEW UNDER THE MOON CURB/MCG	LEANN RIMES	2239	1515
27	40	6	HONEY, I'M HOME MERCURY	SHANIA TWAIN	2226	1042
28	31	16	I WANNA REMEMBER THIS DREAMWORKS	LINDA DAVIS	2017	1895
29	27	23	A MAN HOLDIN' ON (TO A WOMAN LETTIN' GO) EPIC	TY HERNDON	2013	2265
30	32	8	BURNIN' THE ROADHOUSE DOWN CAPITOL NASHVILLE	STEVE WARINER (DUET WITH GARTH BROOKS)	2006	1875
31	35	10	HONKY TONK AMERICA MERCURY	SAMMY KERSHAW	1719	1511
32	43	3	LOOSEN UP MY STRINGS RCA	CLINT BLACK	1650	945
33	37	11	I WANNA FEEL THAT WAY AGAIN MCA NASHVILLE	TRACY BYRD	1618	1418
34	33	18	IF YOU SEE HIM/IF YOU SEE HER MCA NASHVILLE/ARISTA NASHVILLE	REBA/BROOKS & DUNN	1522	1645
35	39	5	HOW DO YOU FALL IN LOVE RCA	ALABAMA	1393	1048
36	41	4	A LITTLE PAST LITTLE ROCK DECCA	LEE ANN WOMACK	1369	978
37	38	10	LOVE HAPPENS LIKE THAT ATLANTIC	NEAL MCCOY	1350	1306

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
38	23	18	THINGS CHANGE REPRISE	DWIGHT YOAKAM	1138	2775
39	42	9	HOW DO YOU SLEEP AT NIGHT COLUMBIA	WADE HAYES	1094	970
40	47	5	COMING BACK FOR YOU MCA NASHVILLE	KEITH HARLING	773	664
41	46	9	REAL MAN CAPITOL NASHVILLE	BILLY DEAN	763	654
42	51	3	IT MUST BE LOVE EPIC	TY HERNDON	706	429
43	49	5	NO MAN IN HIS WRONG HEART DECCA	GARY ALLAN	640	508
44	50	7	MY BABY'S LOVIN' GIANT	DARYLE SINGLETARY	594	493
45	53	3	I WILL STAND BNA	KENNY CHESNEY	570	402
46	48	6	WHILE YOU SLEEP ATLANTIC	TRACY LAWRENCE	561	565
47	65	2	SOMEONE YOU USED TO KNOW EPIC	COLLIN RAYE	528	159
48	56	4	FOR YOU I WILL LYRIC STREET	AARON TIPPIN	495	324
49	55	7	SHINE ON CURB/MCG	JEFF CARSON	483	355
50	52	8	YOU MAKE IT SEEM SO EASY EPIC	THE KINLEYS	455	436
51	58	5	EVANGELINE WARNER BROS.	CHAD BROCK	435	316
52	67	2	WIDE OPEN SPACES MONUMENT	DIXIE CHICKS	414	132
53	59	5	TREE OF HEARTS ASYLUM	BRYAN WHITE	368	280
54	44	14	WHEN THE BARTENDER CRIES REPRISE	MICHAEL PETERSON	256	876
*** Hot Shot Debut ***						
55	NEW		YOU'RE EASY ON THE EYES MERCURY	TERRI CLARK	242	43
56	NEW		THERE YOU HAVE IT ARISTA NASHVILLE	BLACKHAWK	239	24
57	63	2	YOU'RE BEGINNING TO GET TO ME GIANT	CLAY WALKER	226	202
58	RE-ENTRY		ONLY LONELY ME COLUMBIA	RICK TREVINO	178	94
59	62	3	POUR ME A VACATION ATLANTIC	THE GREAT DIVIDE	166	205
60	61	18	ORDINARY PEOPLE GIANT	CLAY WALKER	165	224
61	57	11	I FELL WARNER BROS.	BRADY SEALS	163	340
62	69	8	IF SHE ONLY KNEW 143/ASYLUM	KEVIN SHARP	158	129
63	45	12	A FOOL'S PROGRESS ARISTA NASHVILLE	CLINT DANIELS	157	693
64	64	13	USED TO THE PAIN ASYLUM	MARK NESLER	156	187
65	54	16	NO END TO THIS ROAD RCA	RESTLESS HEART	118	380
66	NEW		ALONE BANG II	MONTY HOLMES	116	55
67	71	17	BIG TIME CAPITOL NASHVILLE	TRACE ADKINS	113	119
68	NEW		IF I LOST YOU WARNER BROS.	TRAVIS TRITT	109	26
69	RE-ENTRY		BUCKAROO DECCA	LEE ANN WOMACK	103	84
70	RE-ENTRY		WE REALLY SHOULDN'T BE DOING THIS MCA NASHVILLE	GEORGE STRAIT	102	72
71	RE-ENTRY		THE MAN SONG BANJO	SEAN MOREY	101	77
72	RE-ENTRY		YOU MOVE ME CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	95	45
73	NEW		GUILTY BNA	THE WARREN BROTHERS	94	76
74	RE-ENTRY		ONE HEART AT A TIME ATLANTIC	VARIOUS ARTISTS	87	82
75	74	15	WHY'D YOU START LOOKIN' SO GOOD BANG II	MONTY HOLMES	83	101

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records that attain 3,000 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 30 that are decreasing in plays are removed from the chart after 20 weeks.

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suzy bogguss

"When I first heard 'Nobody Love, Nobody Gets Hurt', I loved it. I considered it a work of art. At a recent in-store a young man told me that he had been the victim of two convenience store robberies. He was angry and depressed about the experience but it wasn't until he heard 'Nobody Love, Nobody Gets Hurt' that he was able to forgive his assailant. He said the song allowed him to see the situation from a different perspective. He began to cry while telling the story and I was also moved to tears. It was an intensely emotional moment that shows the power of this song."

S. Bogguss

NOBODY LOVE NOBODY GETS HURT

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the new single and title track
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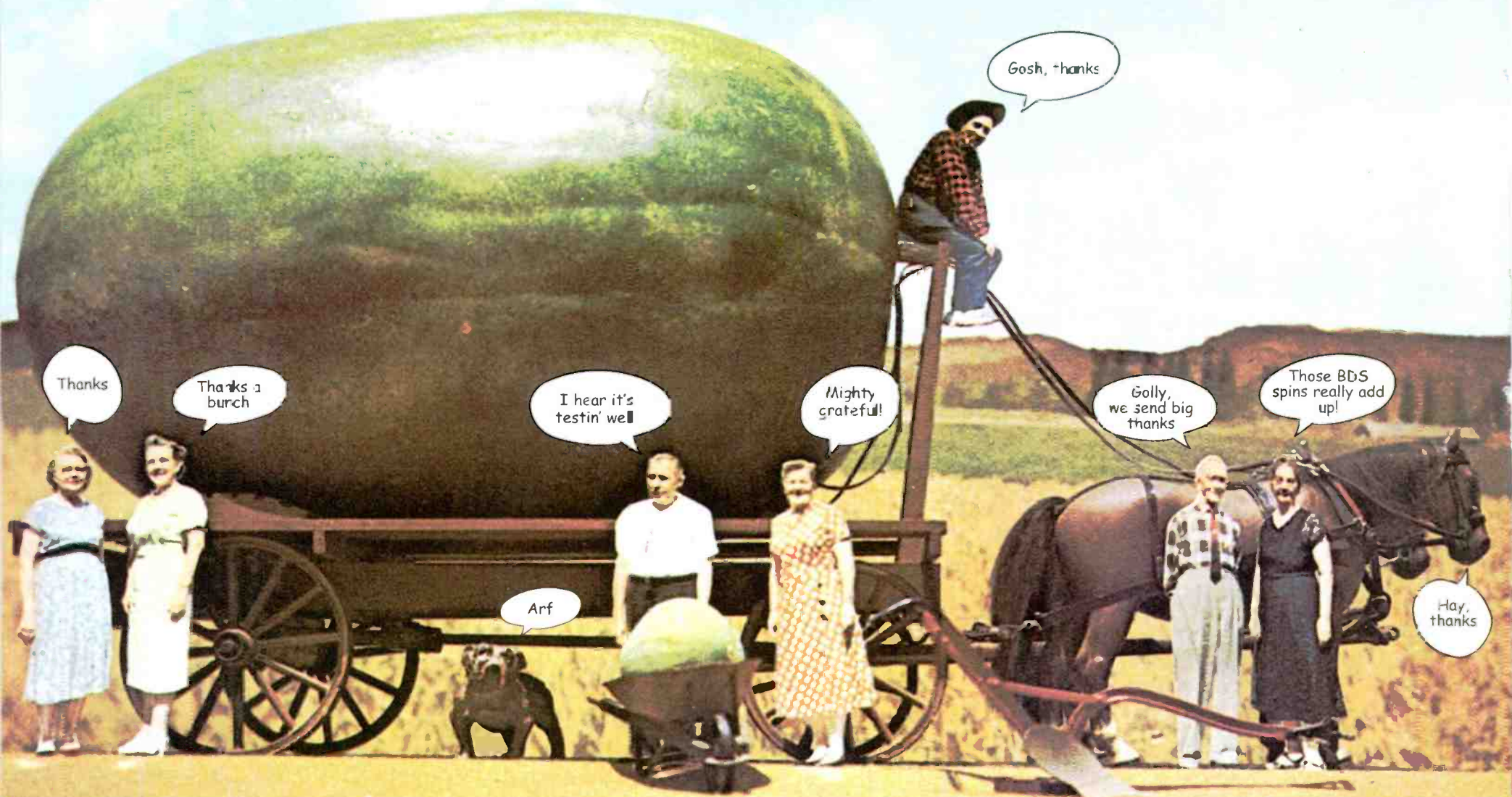
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COUNTRY AIRPLAY Monitor

• We Listen To Radio •

August 14, 1998 \$ 4.95 Volume 6 • No. 33

COUNTRY HIGHLIGHTS

★★★ NO. 1 ★★★

#1

JO DEE MESSINA

I'm Alright (CURB)

★★★ AIRPOWER ★★★

TIM MCGRAW • *Where The Green Grass Grows* (CURB)

GOING FOR AIRPLAY

BLACKHAWK • *There You Have It* (ARISTA NASHVILLE)

TERRI CLARK • *You're Easy On The Eyes* (MERCURY)

DIXIE CHICKS • *Wide Open Spaces* (MONUMENT)

ALLISON MOORER • *Set You Free* (MCA NASHVILLE)

TRINI TRIGGS • *Straight Tequila* (CURB/MCG)

TRAVIS TRITT • *If I Lost You* (WARNER BROS.)

CLAY WALKER • *You're Beginning To Get To Me* (GIANT)

No. 1 Hits Suffer Decline In Audience Impression Numbers

by Phyllis Stark

Does a No. 1 record today have the same audience impact as a No. 1 record did a year ago? According to an analysis of Broadcast Data Systems information used to compile Country Airplay Monitor's National Airplay by Audience chart, the answer is an emphatic no. With numbers declining for so many country stations, the result is significantly fewer audience impressions for records that hit the top of the chart, even those that stay at No. 1 for multiple weeks.

Let's compare.

In 1997, George Strait's "Carrying Your Love With Me" topped the chart for four weeks and, in that time, generated 217.9 million impressions with 22,814 spins. This year, Strait's "I Just Want To Dance With You" also topped the audience chart for four weeks but generated only 196.2 million impressions with 22,544 spins. That's a difference of 21.7 million impressions with 270 fewer spins.

Also this year, Clint Black's "Nothin' But The Taillights" stayed at No. 1 on the audience chart for four weeks and generated 197.7 million audience impressions with 22,379 spins. The difference between Black's four-week No. 1 and Strait's 1997 chart topper is 20.2 million audience impressions with 435 fewer spins.

Last year, Kenny Chesney's "She's Got It All" stayed at No. 1 for three weeks, generating 148.6 million impressions with 16,423 spins. Garth Brooks' "Longneck Bottle" was No. 1 for three weeks on the audience chart in 1997, generating almost 144.5 million impressions with 16,283 spins. Diamond Rio's "How Your Love Makes Me Feel" also stayed at No. 1 for three weeks on the audience chart in 1997, garnering 143.2 million impressions with 15,783 spins.

This year, Dixie Chicks' three-week audience chart No. 1, "There's Your Trouble," generated 139.3 million impressions with 22,016 spins, 6.1 million fewer impressions than the average of the three examples

above.

Comparing two-week No. 1 tracks, in 1997 Lonestar's "Come Cryin' To Me" generated 95.7 million impressions with 10,648 spins. Also in 1997, Tim McGraw's "Everywhere" was No. 1 on the audience chart for two weeks with nearly 97.6 million impressions and 10,954 spins. This year, Collin Raye's "I Can Still Feel You" generated just 92.6 million impressions, despite significantly more spins (11,114) in its two weeks at the top of the audience chart.

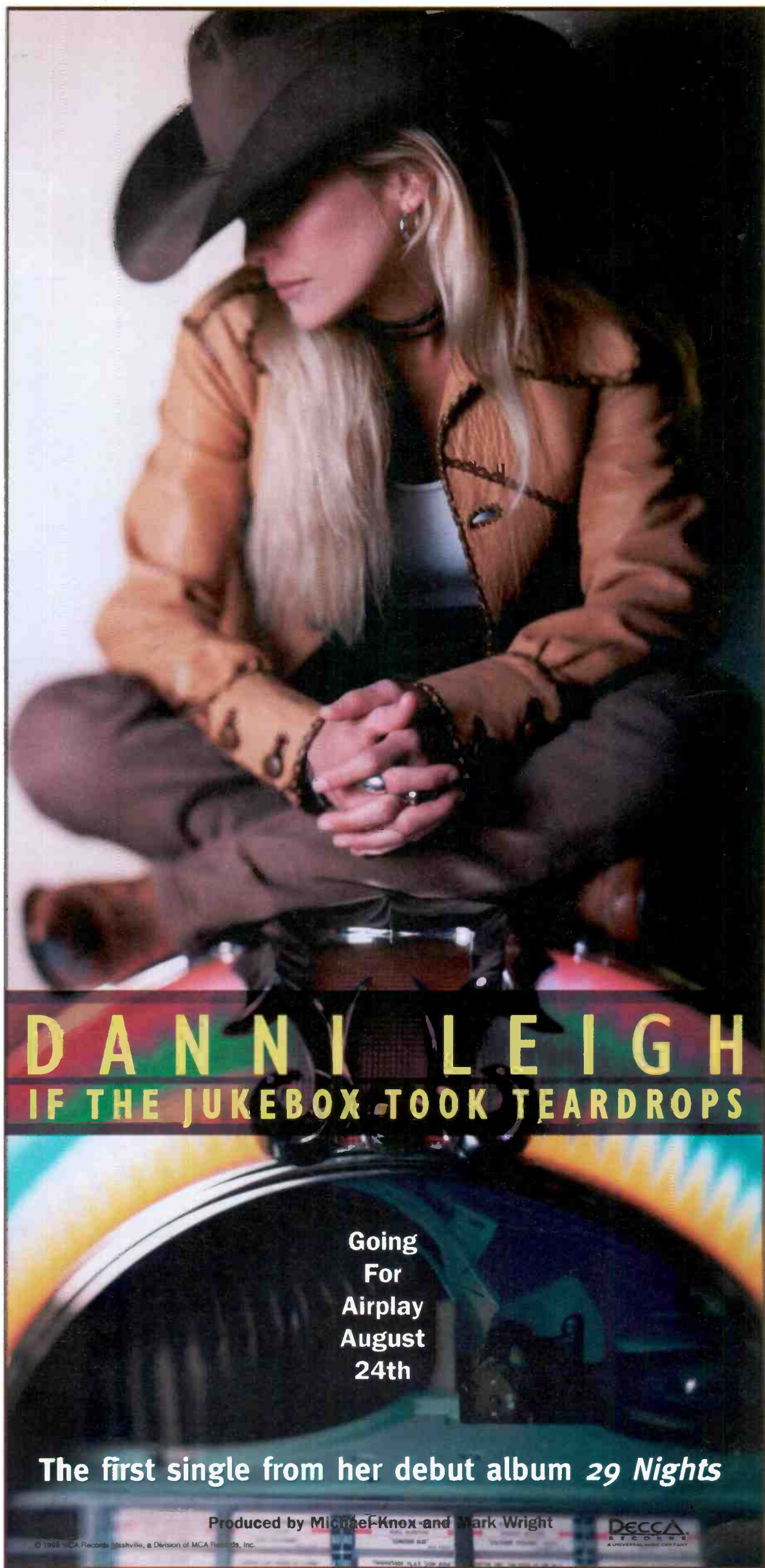
Even one-week No. 1 records are having a dramatically different audi-

Continued on page 6

EXCLUSIVE
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ANALYSIS

THIS WEEK In Country Airplay Monitor

- 3 ACM Changes Radio Voting Rules
- 3 On The Row: Larry Hughes Exits Mercury
- 6 Monitor Profile: The Wolf's Brian Philips



DANNI LEIGH IF THE JUKEBOX TOOK TEARDROPS

Going
For
Airplay
August
24th

The first single from her debut album *29 Nights*

Produced by Michael Knox and Mark Wright

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Clay Walker



“You’re Beginning
To Get To Me”

Airplay August 17

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Garrison To Moderate Radio Seminar Panel

KMLE Phoenix PD Jeff Garrison will moderate a panel on country programming ethics at the Billboard/Airplay Monitor Radio Seminar and Awards, scheduled for Sept. 17-19 at the Pointe Hilton Resort at Tapatio Cliffs in Phoenix. The panel will focus on such topics as how programmers should handle label money in exchange for spins, back announcements, and spot buys; how they should behave at showcases and what airplay obligations are implied for programmers who do attend junkets; and how much is too much to ask from labels.



KNIX Phoenix morning hosts Tim Hattrick and Willy D. Loon will appear as panelists at the "Air Personality Supergroup" session, during which radio's top jocks from all formats will reveal what it takes to be a successful entertainer today. They will be joined by legendary KLOS Los Angeles jock Jim Ladd and R&B KKDA-FM (K104) Dallas morning man Skip Murphy, among others.

Both sessions are scheduled for Sept. 19. For more information about the Radio Seminar and Awards, call Michele Quigley at 212-536-5002.

ACM Opens Voting For Station/DJ Awards

The Academy of Country Music board of directors has voted to change its voting procedures for the radio station and DJ of the year ACM Award categories and will now actively solicit entries from all country radio stations.

Early next month, a call-for-entries mailer will be sent to all 2,410 country stations explaining the new voting rules and asking stations to submit, in one-sheet form, a sales pitch about their station, including ratings, contributions to their community, and a 15-minute aircheck. Air personalities are being asked to submit a similar one-sheet form about themselves, including their accomplishments and ratings, plus a 10-minute aircheck.

All submissions will be logged and confirmed by the ACM office, then evaluated by a newly formed radio-awards committee, made up of ACM board members and outside judges who will evaluate them on ratings, community ser-

vice, and the entertainment value and professionalism of the tape submitted. That committee will submit a list of 10 call letters and names in each category for approval at the January board meeting.

As previously announced, voting in those two categories will now be open to all ACM members (Country Airplay Monitor, April 17). Previously, only select members were eligible to vote in the radio categories. The 10 names/calls letters approved by the board will appear on the preliminary ballot, and the top five vote getters will appear on the secondary ballot. Both ballots go to the entire ACM membership of about 3,200 people in the country music business.

In another change approved by the board last year, radio winners from the previous year are no longer eligible the next year.

PHYLLIS STARK

Jacor Settles With DOJ, Closes On Nationwide

Jacor has reached a settlement with the Department of Justice allowing it to close on its \$620 million acquisition of Nationwide Communications.

The purchase is conditional on Jacor's already announced divestiture of five stations in Columbus, Ohio, including country outlet WHOK, two stations in San Diego, and one in Cleveland. In addition, country KMNT Centralia, Wash., and sister AM KELA have been sold by KELA Corp. to Jacor for \$4 million.

Executives at CBS Cable's CMT have met with the heads of most of the country labels in an effort to land exclusive use of their top videos for a period of time, according to Nashville daily newspaper The Tennessean. In exchange, CMT is reportedly offering record companies \$50,000 per video in advertising credits, which could be used on any medium in the CBS empire, including network TV, owned-and-operated TV and radio stations, the Westwood One Radio Network, cable outlets CMT and TNN, and outdoor ad firm TDI.

WKHX/WYAY Atlanta president/GM Victor Sansone has fired off an open letter to the industry complaining that Shania Twain's management is preventing country radio from banning her concert tour. "Not only do I find this objectionable, but objectionable to the point of being a slap in the face of country radio, who brought this girl to the dance," he writes. "Country radio should not be penalized for her success with some of her songs in the [top 40] and AC arena... Where were they on her ['The Woman In Me'] album that has sold over 10 million copies due to country radio? Nowhere, because country music radio was all she had... Maybe while you are at it you can get your AC stations to add [Twain's current single] 'Honey I'm Home,' a clear country product. They will

not line up for that. Maybe we should not either."

Country WLFE and sister WWSR Burlington, Vt., have been sold from New England Broadcasting to Champlain Communications Corp. for \$500,000.

In addition to Big City Radio's flip of WCBR Chicago to a simulcast of modern KLYY (Y107) Los Angeles, the company also picks up country WLRT Kankakee, Ill., and top 40 WDEK Dekalb, Ill., and adds them to the Y107 convoy circling the Windy City.

WTPX West Palm Beach, Fla., which had been simulcasting country WXFG, flips to oldies.

WKSJ Mobile, Ala., APD/MD/p.m. driver Steve Kelley exits for mornings at WKNN Biloxi, Miss., where he will co-host with Gwen Wilson. He replaces former PD Rick Mize.

WNKT Charleston, S.C., picks up Jones Radio Networks' new syndicated evening program, "Nashville Nights," according

The M Street Daily.

KMDL Lafayette, La., night host Johnnie Morris exits to attend Middle Tennessee State University.

WFYR Peoria, Ill., picks up new morning host Ron West from KKYR Texarkana, Texas.

SFX Entertainment has created a new division, SFX Media Marketing, to produce nontraditional revenue opportunities for radio and TV broadcasters. Beginning in the fourth quarter of this year, the new division plans to produce turnkey, live, multi-act concert events for radio stations across the country. Rock radio veteran Ted Utz is named senior VP of SFX Media Marketing, which has offices in Los Angeles and New York.

ABC Radio Networks and Bob Kingsley's KCCS Productions will offer the three-hour show "Brooks & Dunn: An Artist Profile" for Labor Day weekend. Kingsley conducts the interview.



COUNTRY CONFIDENTIAL BY WADE JESSEN

615-321-4291 • wjessen@airplaymonitor.com

Messina Reaches No. 1 For Second Time

With an increase of 289 spins, Jo Dee Messina's "I'm Alright" (Curb) jumps Trisha Yearwood's "There Goes My Baby" (MCA Nashville) and Faith Hill (With Tim McGraw)'s "Just To Hear You Say That You Love Me" (Warner Bros.) to dominate our Country Airplay chart. Yearwood finishes at No. 2, up 132 plays, while the Hill/McGraw ballad rises 5-3, up 102. "I'm Alright" is Messina's second No. 1; her "Bye Bye" spent two weeks on top in April.

Meanwhile, three titles move to our recurrent list. Faith Hill's "This Kiss" (Warner Bros.) bows at No. 1, after 25 weeks on the Country Airplay chart, and Tracy Byrd's "I'm From The Country" (MCA Nashville) parks at No. 2, after 28 chart weeks. Mark Wills' "I Do [Cherish You]" (Mercury) lands at No. 3, after 25 chart weeks.

A LOT OF PEOPLE in the industry used to call Willie Nelson "the Frank Sinatra of country music," especially after the release of "Stardust," his 1978 collection of pop standards. But if the title relates to career longevity and vocal talent, it might also be applied to 17-year country hit maker George Strait,

especially since it was announced last week that Strait has landed five Country Music Assn. nominations this year, for a career total of 47. That makes him the most-nominated artist in the history of the CMA.

While Strait has dueted with "Ol' Blue Eyes" on his "Strait Out Of The Box" hits collection, we're probably going to hear a lot more comparisons of Strait to Merle Haggard, who held the prior record of 43 CMA nominations. That might make the modest Strait more than a little uncomfortable, but he does sing one helluva version of Hag's "The Fugitive."

Whichever veteran artist he invokes, Strait proves that country music fans will still support lengthy careers, despite the fact that, throughout the '90s, we've been given plenty of cause to doubt that. We still hear the occasional grumbling that the format is "too slow to embrace its new superstars." There has to be room for those new acts, but with Strait's constant willingness to challenge and reinvent himself, he's made it clear that the next spot a newcomer takes is not going to be his. For Strait to still be considered one of the format's core artists after all these years should give us inspiration.

ON THE ROW

Mercury Promotion VP Hughes Exits

Larry Hughes exits his position as VP of promotion at Mercury Records. Look for the label's other VP of promotion, Norbert Nix, and Northeast regional Michael Powers to add additional responsibilities and for a new regional to be hired.

Fletcher Foster is upped to senior VP of marketing at Arista/Nashville. He previously was the label's VP of artist development and media marketing.

Terri Clark and longtime manager Woody Bowles have parted ways.

The Academy of Country Music has re-elected Bob Romeo of the Don Romeo Agency chairman of the board for the sixth time. Gene Weed will again serve as vice chairman. Serving as director at large for the coming year are Trifecta Entertainment's Dixie Carter, Monterey Artists' Steve Dahl, Creative Artists Agency's Rod Essig, Atlantic Records' Bob Heatherly, International Management Services' Clint Higham, TNN's Brian Hughes, TKO Management's T.K. Kimbrell, Buddy Lee Attractions' Joey Lee, Reprise Records' Bill Mayne, BMI's Paige Sober, Agency for the Performing Arts' Bonnie Sugarman, and Mercury Records' Pat Surnegie. Named as VPs at large for the upcoming year are Capitol Nashville's Bill Catino, Curb Records' Mike Curb, Epic Records' Jack Lameier, Decca Records' Shelia Shipley-Biddy, and DreamWorks Records' James Stroud.

CMT will telecast six hours of the daylong Farm Aid concert, set for Oct. 3. Location of the show and talent lineup have not been announced.

Vince Gill's new MCA Christmas album, "Breath Of Heaven," will be distributed to the Christian market through EMI Christian Music Group's Sparrow Records, according to Billboard Bulletin. The album is scheduled for a Sept. 8 release on MCA and Oct. 6 release on Sparrow. Gill and several celebrity friends, including Alice Cooper, Amy Grant, and Glen Campbell, helped raise more than \$300,000 for the Junior Golf pro-

gram during the sixth annual VINNY golf tournament Aug. 3-4 in Kingston Springs, Tenn.

BR-49, Deana Carter, and Anita Cochran are among the acts performing at the City of Hope gala dinner Nov. 4 in Santa Monica, Calif., hosted by Bill Murray. Billboard Music Group president and publisher Howard Lander and Billboard editor-in-chief Timothy White will receive the Spirit of Life Award at the event, which benefits the City of Hope medical center and research institute. In other Billboard news, Nashville bureau chief Chet Flippo was honored with the Country Music Assn.'s Media Achievement Award Aug. 4 in Nashville.

Alan Jackson's seventh album, "High Mileage," due Sept. 1, will be Arista/Nashville's first-ever enhanced-CD release. It will include video and soundclips from previous Jackson releases, photos, biographical facts, World Wide Web links, never-before-seen footage of Jackson's Center Hill Lake show in Tennessee, and a live videoclip of the single "Home."

Neal McCoy has been chosen by CBS Television to be the on-air talent and voice of its fall "Welcome Home" promotional campaign. He appears in a 60-second spot on the network.

Capitol Dough Boy



On a recent visit to Chattanooga, Tenn., John Berry mixed it up with the crew from WUSY (US101). To promote his latest single, "Better Than A Biscuit," Berry whipped up a quick batch of biscuits in the US101 kitchen, which he literally turned into a mess hall.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Aug. 16	WAYZ Hagerstown, Md.	Summer Fun Fest	Sherrié Austin, Keith Harling, Lonestar, Shane Stockton, the Wilkinsons
Aug. 20-27	WWXY New York	Live Lunch Concert Series	Suzy Bogguss and Steve Wariner (20), Jo Dee Messina and Chely Wright (27)
Aug. 21-29	WBQ Johnson City, Tenn.	Appalachian Fair	David Lee Murphy (21), BlackHawk (22), Lee Ann Womack (24), Deana Carter (25), Charlie Daniels (26), Kevin Sharp (27), Jo Dee Messina (28), Kenny Chesney (29)
Aug. 22	KXXY/KTST Oklahoma City	KXXY/Twister Country Fest '98	John Berry, Clint Black, Melodie Crittenden, Tanya Tucker, Mark Willis
Aug. 22	"After MidNite"/KSON San Diego	"After MidNite With Blair Garner" Beach Bash	Gary Allan, Keith Harling, Shane Stockton
Sept. 2	WUSY Chattanooga, Tenn.	US101 Kudzu Cafe Concert Series	Brady Seals
Sept. 4-6	WGNE Daytona Beach, Fla.	Fire Aid '98	James Bonamy, Seminole, Pam Tillis, Lari White
Sept. 12	KEEY Minneapolis	K102 Fan Jam	Trace Adkins, Lonestar, Martina McBride, Collin Raye, Randy Travis, Lari White, the Wilkinsons
Sept. 18-19	KTOM Monterey, Calif.	Salinas Country Fest	Clint Black, BlackHawk, Hal Ketchum, Lila McCann, Wynonna
Oct. 4	WIOV Lancaster, Pa.	Fall Music Fest	Rhett Akins, Jeff Carson, Hal Ketchum, the Kinleys, Lee Roy Parnell

Let us monitor your event! Call Phyllis Stark at 615-321-4284 or E-mail pstark@airplaymonitor.com

Grilling The Guest



On a recent stop in St. Louis to promote his Bandstand Grill restaurant, Dick Clark was a guest on the syndicated Steve and D.C. show, which originates from WKKX. Clark invited the morning co-hosts to do their show exclusively from the restaurant, and Clark revealed on the air that he and his wife, Kari, are big country fans. Pictured, from left, are D.C. Chymes, Dick and Kari Clark, and Steve Shannon.

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AIRBORNE

Instant information on Country's new artists

Chad Brock

"EVANGELINE" (WARNER BROS.)

Born and raised in Ocala, Fla., Brock started his singing career with a solo performance of "Amazing Grace" in his hometown church at the age of 6. After finding lyrics scrawled on papers around the house, Brock's father bought the budding songwriter his first guitar at 13. Later, Brock turned down a football scholarship in high school so he could continue his pursuit of music. He has crisscrossed the country playing in honky-tonks from Ocala to Flagstaff, Ariz. In 1993, he was named one of the top 10 unsigned country acts by the Nashville Entertainment Assn. His debut album was produced by Norro Wilson and Buddy Cannon.

Clint Daniels

"A FOOLS PROGRESS" (ARISTA NASHVILLE)

Daniels, 24, grew up in Panama City, Fla., in a musical family and spent the better part of his life singing and performing. He learned guitar at the age of 12 and played in bands during his teens. After high school, trying his luck in Nashville seemed like an inevitability. He came and went several times, eventually attracting the attention of Arista A&R staffers, who traveled to Florida to hear him play a showcase. The club he was scheduled to appear in nearly burned down during a rehearsal for the showcase, but the fire was extinguished in time and the show went on as scheduled, landing Daniels a deal with Arista. He wrote or co-wrote seven of the songs on his debut album, including this debut single. The self-titled album is due Sept. 15.

Noah Kelley

"TAKE IT ALL OUT ON YOU" (ASYLUM)

After graduating from high school, Kelley headed to Los Angeles' Guitar Institute to further her musical education. Despite landing work singing some demos, she eventually decided she needed to be in Nashville, where she landed a job as assistant editor of a country music directory, then spent two years waitressing. After meeting songwriter Don Schlitz at the Bluebird Cafe, she began singing demos for him while working as assistant to Decca's Mark Wright and, later, creative assistant at EMI Music Publishing. EMI chief Gary Overton offered her a publishing deal and scheduled an appointment for her to play an acoustic set for Asylum executives, who signed her the same day. Early this year she married fellow songwriter Roger Springer.



Danni Leigh

"IF THE JUKEBOX TOOK TEARDROPS" (DECCA)

Born and raised in Strasburg, Va., Leigh started singing in church at the age of 3, belting out solos in the preschool choir. At 19, she moved to Orlando, Fla., with the ambition of becoming a singer at Walt Disney World, but she soon changed her mind and instead worked for Federal Express, restocked a lock warehouse, and worked as a bungee-jump instructor at the tallest (310 feet) legal jump in the U.S. She also waitressed and sang in several area restaurants and bars and had a job singing backup for the rock band Foreigner. In 1994, she moved to Nashville, where more

odd jobs followed, including work as an animal caretaker for Tom T. Hall. While waitressing at Nashville's famed Bluebird Cafe, she struck up a friendship with a publishing executive, which landed her a writing deal at Warner/Chappell. Her debut album, "29 Nights," is due Oct. 6.

Heather Myles

"TRUE LOVE" (ROUNDER/MERCURY)

Myles grew up on a ranch in Riverside, Calif., where her family raised thoroughbred horses, and worked in the family business galloping racehorses until her demo tape got the attention of HighTone Records executives, who gave her two tracks on their 1990 "Points West" sampler. That release was followed by two HighTone studio albums, 1992's "Just Like Old Times" and 1995's "Untamed," and a 1996 live record, "Sweet Little



Dangerous" on Demon in England. She has toured extensively for the past decade, including opening for Merle Haggard, Waylon Jennings, and Ricky Skaggs. Her debut Rounder album, "Highways & Honky Tonks," includes a duet with Haggard on "No One Is Ever Gonna Love You Better," recorded at the legendary Bradley Barn studios in Nashville, plus covers of Charley Pride's hit "Kiss An Angel Good Morning" and Ray Price's "I'll Be There." This album is the first project for which Rounder is combining promotional and marketing efforts with Mercury.

Trini Triggs

"STRAIGHT TEQUILA" (CURB/MCG)

Triggs was signed to Curb/MCG the same day he met with label head Mike Curb for the first time and played live for the label's staff. A native of Natchitoches, La., about an hour south of Shreveport, Triggs played in several local bands before forming his own group and landing a standing weekend gig at the local Mariner's Seafood Restaurant, the same place he worked washing dishes as a youngster. Triggs still resides in his hometown with his wife and two young daughters. His self-titled debut album contains a duet with Triggs' idol, Charley Pride, on "One Mississippi, Two Mississippi." After recording the duet, Pride invited Triggs to appear with him at the Grand Ole Opry.

The Wilkinsons

"26 CENTS" (GIANT)

This family trio consists of father Steve Wilkinson, daughter Amanda, 16, and son Tyler, 14, who have been singing together for years. They got their start in their native Trenton, Ontario, where Steve Wilkinson was working as a carpenter while writing songs on the side for several Canadian artists and performing at fairs with two of his three children. The whole family packed up and moved to Nashville last fall and within three weeks of their arrival had offers from Lyric Street, MCA, and Giant. Their debut album, "Nothing But Love," was released Aug. 11. Steve Wilkinson co-wrote seven of the album's tracks, including one ("Boy Oh Boy") he co-wrote with Amanda.

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



GREAT MUSIC ...YOU KNOW IT, WHEN YOU HEAR IT



Black Hawk

"THERE YOU HAVE IT"

Official Add Date: August 17

The new single from the group that has a sound all its own.

BlackHawk's new album, The Sky's The Limit, in stores September 29

No. 1 Hits Suffer Decline In Audience Impression Numbers

Continued from page 1

ence impact between last year and this year. In 1997, Deana Carter's "How Do I Get There" generated almost 50 million impressions with 5,541 detections. This year, the heavily publicized Reba McEntire/Brooks & Dunn duet, "If You See Him/If You See Her," generated 44.7 million impressions with just 165 fewer spins in its week at the top.

There are, of course, a few isolated examples of 1998 hits that generated higher audience impressions than their counterparts did a year ago. Faith Hill's "This Kiss" netted almost 149.9 million impressions with 17,262 spins in May, more than most of last year's three-week No. 1 tracks. And Jo Dee Messina's two-week No. 1, "Bye Bye," generated 100.5 million impressions with 11,385 spins, 4.8 million more than Lonestar's "Come Cryin' To Me" did in its two weeks at the top the year before.

CAN LISTENERS STILL FEEL YOU?

Epic senior VP of national promotion Jack Lameier crunched some numbers on this subject on his own, comparing Rave's 1997 single "On The Verge" and "I Can Still Feel You," and came to the same conclusion that a No. 1 record generates significantly fewer audience impressions now. He says the reason is "very simple—there are less people listening" to country radio. "The numbers in a lot of your [monitored] markets have shrunk."

KYNG (Young Country) Dallas PD Rick Torcasso agrees. "I would think that it has a lot to do with country's ratings [declining] over the past year," he says. "In addition, most stations have slowed their rotations on current music and begun to increase the frequency of older material."

"In the past year, we have shifted to much more gold and pushed in the clutch on the currents," says consultant Keith Hill. In addition, "record promotion itself has fostered the 'we got No. 1, so now you can drop it' or 'we're off of it, and we don't care if it is working, make room for our new stuff' environment. Stations should get their Arbitron data, figure out an OES [optimum effective scheduling] schedule based on gross impressions, and create rotations based upon audience reach. You would see those spins increase."

Consultant Bill Hennes says that some of the main reasons No. 1 records are making fewer impressions now include "the number of stations that have left the format, moved to a gold-based sound, or are spinning their tunes at a significantly lower rate." (While the number of BDS-monitored country stations has remained fairly consistent, at 163-165, in the past year, fewer country stations would still affect the reach of hit records overall.)

Among the reasons Capitol Nashville VP of national promotion Terry Stevens cites for the decline in a song's reach is the fact that "there's certainly an increase in inventory on the air. That takes an additional song out of play." Even if the audience hears a song, Stevens notes, they're less likely to know what it is, because

"people play 10 to 15 in a row and don't announce them."

WHAT'S WRONG WITH THIS PICTURE?

One result of the decreased audience impact of a No. 1 record can be seen in record sales.

"We've certainly noticed a decline in radio audience, [and] we've seen a decline in record buying across the board, not just with country music," says Capitol Nashville's Stevens. "Does a No. 1 still mean the same? With the [BDS] system of detecting the actual play, a No. 1 certainly means something in that regard. Whether it guarantees any type of sale depends on what else is going on with the artist, awareness, [and] what else we're using besides being No. 1 to market the artist. Are they touring? Are they doing television?"

"I'm not sure being No. 1 is the single component that makes you [have] a best-selling album," Stevens continues. "If you get into power rotations and heavy airplay on the majority of stations, you can be anywhere from Nos. 2 to 11 and achieve the same amount of success without being that mythical No. 1. You take a look at some of these No. 1s and their SoundScans, and you wonder if there is any correlation at all. There are some acts that get up to No. 1 and don't even hit the 100,000 mark on a new release. Sometimes you don't even see 30,000. What's wrong with that picture? Are we making music just to have radio No. 1s and not to sell?"

In addition, Epic's Lameier believes there is a little more "diversification of airplay" now than there was a year ago, meaning that records don't peak on every station at the same time, "so you pick up a wider window," with some stations playing the record as a recurrent, while others are just moving it into heavy. So a song's chances of reaching critical mass with the audience are reduced.

"What happens now is it seems we really see the sales increase after we've been to the top of the chart," says RCA VP of national promotion Mike Wilson. "As the record goes into the recurrent stage, it starts to trigger reaction in the consumer. It takes longer" now, according to Wilson, because people's habits are changing. He cites a statistic that the average commute time is down to less than 19 minutes, and, as a result, he says, "people aren't hearing things as quickly. Add to that the fact that everybody has a cell phone now, so even on the commute they're starting to work. They have so many choices now. So many cars are coming with CD players." At home, other things are battling radio for entertainment time, Wilson says. As a result, "it's taking longer for records to develop, so we have to be more patient. It's taking longer for the consumer to realize that's a great record."

Although just how long it takes differs widely between a new act and a superstar act, Wilson estimates that development can now range from 10 to 24 weeks, an average of about two weeks more than a year ago.

MONITOR PROFILE

As KPLX Goes From Lamb To Wolf, Philips Sinks His Teeth Into Nashville

Few stations have been as closely watched by the industry in recent months as Susquehanna's KPLX Dallas. Ever since modern rock sister WNNX (99X) Atlanta OM Brian Philips was brought on board in March as director of programming for Dallas and Atlanta, format observers have been waiting for the other shoe to drop. With three country stations going head to head in the market, some even thought KPLX would change format. Instead, the station was repositioned last month as "the Wolf" with an emphasis on Texas-bred country artists.

In a format where Philips estimates that 70%-80% of the artists are from Texas or have some Texas connection, the "Texas country" positioner was a safe bet, and, Philips says, "it had more than a little to do with the fact that Nashville is a little soft right now. Texas, as a state, virtually invented the idea of regional pride. Everything else in Texas seems marketed or geared to what marketers believe are the special and independent tastes of Texans. Radio

Yoakam, "Things Change"; LeAnn Rimes, "Blue"; Charlie Daniels and Lee Roy Parnell, "Texas"; Mark Chesnut, "Goin' Through The Big D"; Jo Dee Messina, "I'm Alright"; Robert Earl Keen, "Road Goes On Forever"; and Earl Brooks, "The Thunder Rolls."

Told that some label reps still don't understand his criteria for music decisions, Philips explodes. "Tell them to make decent records, something someone wants to take home in a bag from a record store, and we'll talk about it," he says. "That [comment] is typical of the blasé, 'don't know how to fix the shape we're in' attitude of Nashville. Look at the playlist if you want to know what KPLX will play. It's the age-old definition—active, memorable hit records that don't sound like everything that's cut the country share down in the last three years."

"I had to go into that town [Nashville] and talk to these people," Philips adds. "I said, 'At the end of the day, we're probably going to do something different.' People would nod and say, 'Well, you know, we just found a former Chippendale dancer, and it's going to be our biggest song of the year.' I can't foresee how that saves Nashville. This deluge of oversentimental, too-soft pop music and sound-alike male artists just doesn't serve [labels], radio, or the audience."

After stints at several prominent top 40 and rock stations, Philips was approached about moving to KPLX, because "Dallas needed help, and Susquehanna made it possible to keep my hand in 99X and expand my world." Now, Philips says, he's never had so much fun with a format adjustment, even when 99X raised eyebrows six years ago with its then daring switch from top 40 WAPW. "I'm sure I haven't done my last pop or alternative station, but this has been an eye-opening, invigorating experience."

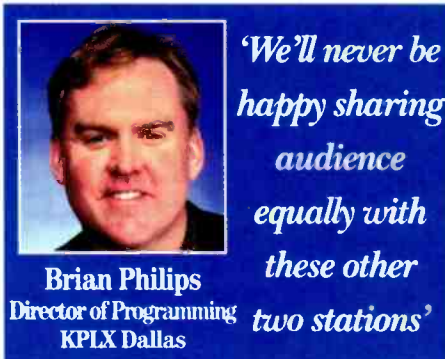
Philips says Susquehanna executives thought "some of the unconventional thinking that went into 99X would be applicable to [KPLX]. I, frankly, wasn't sure what I would find there, but after a few quick weekend trips to Dallas, I thought there was a world of opportunity. The potential of the thing hit me between the eyes. When I got to Dallas the first time, it immediately occurred to me that country is the most appropriate music for Dallas. The numbers bear that out. It's a great place to do country."

Commenting on the format-change rumors that accompanied his arrival at KPLX, Philips says, "It's the same thing that has followed me everywhere. People remember the last thing you did... It hurt my feelings a little bit that people just assumed that no matter what the market dictated, I would only do something that had a top 40 or rock lean."

Philips says the rumors still haven't gone away completely. "As much work as we put into this relaunch, people [still] come to me and say, 'It's on the Internet that it's still a smoke screen.'" If it is, Philips says, "then we've created the most elaborate smoke screen in radio history."

The Wolf concept came out of discussions about ways of "humanizing or putting a face on KPLX," Philips says. At the launch, most of the air staff was revamped, and Texas-born actor John Corbin was hired for production. Among the changes still to come is the addition of more people to the morning show, beginning with John Rio, who joined last week as his "Mr. Leonard" character, now also heard on WHITZ New York and WBMX Boston. New calls letters reflecting the Wolf moniker may also be sought.

"People who thought we were going to come in and keep it KPLX and settle for a 2 share were mistaken," says Philips, predicting the Wolf "will be as important to the [country community] as 99X was to the rock world. It's our goal to be the defining country music station in Dallas/Fort Worth." **PHYLLIS STARK**



'We'll never be happy sharing audience equally with these other two stations'

Brian Philips
Director of Programming
KPLX Dallas

was an exception." But, he adds, "I don't want anyone to think we're just wrapping ourselves in the Texas flag and trying to get by on that."

"A lot's been made of our position," adds Philips. "One of our sweepers says, 'Nashville's fine, but Texas rules.' People have read that as a backhanded slap at Nashville. I don't feel the blame [for the format's troubles] can be placed squarely on Nashville or the record business. Nashville and country radio are inextricably linked. When everyone is researching [only] women and all the men fall out of the format, it's easy to say Nashville is letting us down. If Nashville is guilty of anything, it's bending over backward trying to serve radio. You just can't count on Nashville leading us out of the desert. You have to take some action and spur some interest in the format."

In his research before the change, Philips says, "I saw people who were very used to all three stations, seemed to have a sense of what they did, and thought they were all OK. But as I looked around these focus groups night after night, I just didn't see any spark or people lighting up when they talked about their favorite station. They saw country radio as a utility."

Rather than continue as a "background" station that targeted primarily women and lived on at-work listening, Philips says, "we saw a place for a new idea, and we recognized that we'll never be happy sharing audience equally with these other two stations."

So, just what is "Texas country?" For now, the Wolf plays about a 50/50 mix of currents and recurrences to gold, which "encompasses all eras," and the playlist contains about 23 currents. Seven out of 10 records have a Texas connection.

Here's a recent hour on KPLX: George Strait, "True"; Clint Black, "Killin' Time"; Shania Twain and Bryan White, "From This Moment On"; Brooks & Dunn, "Neon Moon"; Dixie Chicks, "There's Your Trouble"; Waylon Jennings, "Luckenbach, Texas"; Dwight

Burnin' The Road Trip Down



On a recent Seattle visit, Capitol Nashville artist Steve Wariner met the country programmers from BP Consulting Group. Pictured, from left, are BP Consulting's Ken Moultrie, Wariner, BP Consulting's L.J. Smith, and Capitol Nashville's Terry Stevens.

**FIVE GREAT YEARS
THOUSANDS OF LOYAL READERS
ONE COOL PARTY**

YOU MADE **Monitor** COUNTRY AIRPLAY #1 AND WE ARE SAYING
"THANK YOU" BY CONVERTING CLEVELAND INTO THE
COUNTRY CAPITAL OF THE WORLD AS WE PRESENT:




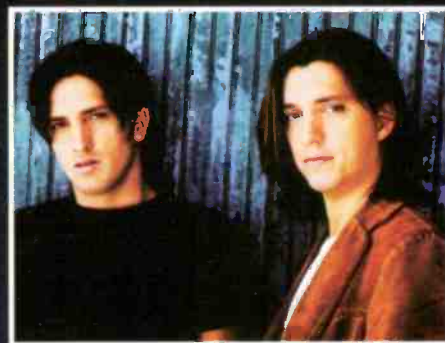
**TRAVIS
TRITT**

COURTESY OF 


**DANNI
LEIGH**



COURTESY OF 



**THE
WARREN
BROS.**

COURTESY OF 

PERFORMING AT OUR EXCLUSIVE READER APPRECIATION PARTY
DURING THE CRS GREAT LAKES, AUGUST 28TH,
CLEVELAND MARRIOTT AT 10:00PM.

Strongest Increase In Airplay This Week

INCREASE IN PLAYS

TIM MCGRAW • <i>Where The Green Grass Grows (CURB)</i>	+700
WGRL +31, KATM +24, KSSN +19, WSOC +19, KKAT +18, KNCI +17, WYNK +16, WKHK +16, KAJA +16, KSKS +15	
SHANIA TWAIN • <i>Honey, I'm Home (MERCURY)</i>	+646
WWGR +32, WQXK +24, WKXC +20, WHYL +20, WXKT +19, KIKF +19, WGNE +17, KDDK +16, WBCT +16, WIVK +16	
CLINT BLACK • <i>Loosen Up My Strings (RCA)</i>	+599
KPLX +32, KYNG +28, KYCW +19, WESC +17, KBEO +17, KXXY +17, WQXK +15, WIL +15, WUSN +14, WKJN +13	
MARK WILLS • <i>Don't Laugh At Me (MERCURY)</i>	+582
KSSN +23, WXCT +17, KTEX +16, WGNA +16, KDDK +15, WXBM +15, KKBO +15, WCOS +14, WTQR +14, WZZK +14	
GEORGE STRAIT • <i>True (MCA NASHVILLE)</i>	+509
KGMV +16, KDRK +16, WNKT +15, KKCS +15, WWYZ +15, KNIX +15, WCTD +14, WGNE +13, WSSL +13, WBEE +13	
LEANN RIMES • <i>Nothin' New Under The Moon (CURB/MCG)</i>	+425
WYNK +20, WIL +17, WGRL +15, WGRX +13, WLWI +13, WSM +13, WFMS +13, KOUL +11, KSON +10, WUSN +10	
ALAN JACKSON • <i>I'll Go On Loving You (ARISTA NASHVILLE)</i>	+420
WGRL +17, WKXC +16, WMZQ +16, KTEX +15, WIL +14, WKTF +13, KXXY +13, WFRE +13, KTOM +12, KRMD +12	
LEE ANN WOMACK • <i>A Little Past Little Rock (DECCA)</i>	+387
KPLX +29, WMSI +17, KSSN +16, WIL +15, WUBE +14, WKCN +12, KYCY +11, WQDR +11, KNIX +11, WWGR +10	
JOE DIFFIE • <i>Texas Size Heartache (EPIC)</i>	+376
WYNK +19, KXXY +18, WTQR +15, KYCY +14, WKQC +13, WOW +12, WEZL +12, WKXK +12, KKBO +12, KMDL +11	
STEVE WARINER (DUET WITH GARTH BROOKS) • <i>Burnin' The Roadhouse Down (CAPITOL NASHVILLE)</i>	+371
WQMX +19, KNCI +18, KYCW +12, WQXK +11, WKHK +10, WRBT +9, WXKT +9, KYNG +8, KRMD +8, WVLLK +8	
THE WILKINSONS • <i>26 Cents (GIANT)</i>	+330
WFMS +13, WDSY +13, KFKF +12, KYNG +11, WKQC +11, WDAF +11, WDRM +10, KIIM +10, KIKK +10, WCKT +9	
VINCE GILL • <i>If You Ever Have Forever In Mind (MCA NASHVILLE)</i>	+316
KASE +20, KKCS +16, WXFG +13, WWWW +12, WXKT +11, WKJN +11, WNKT +10, WQXK +10, WYYD +10, WGAR +10	
JO DEE MESSINA • <i>I'm Alright (CURB)</i>	+289
KIKK +25, KTTS +17, WKQC +16, WTQR +16, WCMS +15, WNKT +14, KYNG +12, WDSY +12, KTEX +11, KMLE +11	
ALABAMA • <i>How Do You Fall In Love (RCA)</i>	+281
WHYL +17, WYNK +15, WJCL +13, KRST +12, WFMS +11, KWNR +10, WGH +10, KYCW +10, WYCD +8, KTEX +8	
LONESTAR • <i>Everything's Changed (BNA)</i>	+280
KCCY +14, WQMX +14, WQXK +13, KRTY +12, WCMS +12, WAMZ +11, WRBT +10, WCKT +10, WFMS +10, KXKC +8	

MOST NEW STATIONS

Songs receiving six or more spins for the first time this week

	NEW STATIONS		NEW STATIONS
SHANIA TWAIN <i>Honey, I'm Home (Mercury)</i>	36	MARK WILLS <i>Don't Laugh At Me (Mercury)</i>	21
CLINT BLACK <i>Loosen Up My Strings (RCA)</i>	34	KENNY CHESNEY <i>I Will Stand (BNA)</i>	18
LEANN RIMES <i>Nothin' New Under The Moon (Curb/MCG)</i>	30	ALABAMA <i>How Do You Fall In Love (RCA)</i>	17
TIM MCGRAW <i>Where The Green Grass Grows (Curb)</i>	27	LONESTAR <i>Everything's Changed (BNA)</i>	13
LEE ANN WOMACK <i>A Little Past Little Rock (Decca)</i>	25	AARON TIPPIN <i>For You I Will (Lyric Street)</i>	13

VIDEO PLAYLISTS



	TW	LW		TW	LW
1 Terri Clark, You're Easy On The Eyes	37	9	1 Jo Dee Messina, I'm Alright	37	35
2 Faith Hill (With Tim McGraw), Just To Hear You Say That You Love Me	33	30	2 The Wilkinsons, 26 Cents	35	28
3 Garth Brooks, To Make You Feel My Love	30	29	3 Garth Brooks, To Make You Feel My Love	33	31
4 Ty Herndon, A Man Holdin' On (To A Woman Lettin' Go)	29	31	4 Dwight Yoakam, Things Change	32	31
5 Joe Diffie, Texas Size Heartache	29	28	5 David Kersh, Wonderful Tonight	31	28
6 Vince Gill, If You Ever Have Forever In Mind	29	27	6 Dixie Chicks, There's Your Trouble	29	29
7 Brooks & Dunn, How Long Gone	29	29	7 Trisha Yearwood, There Goes My Baby	27	21
8 Dixie Chicks, There's Your Trouble	28	28	8 Terri Clark, Now That I Found You	26	25
9 Jo Dee Messina, I'm Alright	28	34	9 Jeff Carson, Shine On	24	23
10 The Wilkinsons, 26 Cents	28	17	10 Pam Tillis, I Said A Prayer	23	22
11 Dwight Yoakam, Things Change	28	18	11 Faith Hill (With Tim McGraw), Just To Hear You Say That You Love Me	23	22
12 Randy Travis, The Hole	28	29	12 Mark Wills, Don't Laugh At Me	22	21
13 Trisha Yearwood, There Goes My Baby	28	28	13 Mindy McCready, The Other Side Of This Kiss	22	18
14 Pam Tillis, I Said A Prayer	28	28	14 Vince Gill, If You Ever Have Forever In Mind	22	21
15 Collin Raye, I Can Still Feel You	27	28	15 Brooks & Dunn, How Long Gone	22	19
16 Tracy Lawrence, While You Sleep	22	31	16 John Berry, Better Than A Biscuit	22	15
17 Bryan White, Tree Of Hearts	21	21	17 Randy Travis, The Hole	21	20
18 Clint Daniels, A Fool's Progress	21	21	18 Alan Jackson, I'll Go On Loving You	21	14
19 Billy Dean, Real Man	21	21	19 Michael Peterson, When The Bartender Cries	19	18
20 Alabama, How Do You Fall In Love	21	37	20 Lonestar, Everything's Changed	19	20
21 Alan Jackson, I'll Go On Loving You	21	20	21 Kenny Chesney, That's Why I'm Here	18	16
22 Mark Wills, Don't Laugh At Me	20	21	22 Mita Mason, That's Enough Of That	17	16
23 The Great Divide, Pour Me A Vacation	20	21	23 Joe Diffie, Texas Size Heartache	17	15
24 Sara Evans, Cryin' Game	20	22	24 Collin Raye, I Can Still Feel You	15	16
25 John Berry, Better Than A Biscuit	20	22	25 Mark Nesler, Used To The Pain	15	13
26 Allison Moorer, Set You Free	20	5	26 Martina McBride, Cry On The Shoulder Of The Road	14	13
27 BR5-49, Wild One	20	20	27 Gary Allan, Her Man	14	14
28 Lonestar, Everything's Changed	15	14	28 Clay Walker, Watch This	14	12
29 Clint Black, The Shoes You're Wearing	15	14	29 Neal McCoy, The Shake	14	12
30 Keith Harling, Coming Back For You	15	13	30 Lorrie Morgan, Go Away	14	15
31 Linda Davis, I Wanna Remember This	15	13	31 Dixie Chicks, I Can Love You Better	14	12
32 Jeff Carson, Shine On	15	14	32 Randy Travis, Out Of My Bones	14	15
33 Cledus T. Judd, Every Bulb In The House Is On	15	13	33 Steve Wariner, Holes In The Floor Of Heaven	14	6
34 Tracy Byrd, I Wanna Feel That Way Again	15	14	34 Reba/Brooks & Dunn, If You See Him/If You See Her	14	10
35 Trini Triggs, Straight Tequila	15	1	35 Brady Seals, I Fell	14	13
36 The Charlie Daniels Band, Texas	14	13	36 Rhett Akins, That Ain't My Truck	13	12
37 Michael Peterson, When The Bartender Cries	14	14	37 Sawyer Brown, This Night Won't Last Forever	13	11
38 Toby Keith, Tired	14	14	38 Lonestar, You Walked In	13	11
39 Matt King, Five O'Clock Hero	14	5	39 Shania Twain, You're Still The One	13	13
40 David Kersh, Wonderful Tonight	14	14	40 Keith Harling, Papa Bear	13	12

Playlist Tracking Week From July 31-August 6, 1998

COUNTRY RECURRENT AIRPLAY

RANK	TW	LW	TITLE	RANK	TW	LW	TITLE
	PLAYS	PLAYS	ARTIST (IMPRINT/PROMOTION LABEL)		PLAYS	PLAYS	ARTIST (IMPRINT/PROMOTION LABEL)
1	2183	2116	THIS KISS FAITH HILL (WARNER BROS.)	14	1277	1296	OUT OF MY BONES RANDY TRAVIS (DREAMWORKS)
2	2082	2237	I'M FROM THE COUNTRY TRACY BYRD (MCA NASHVILLE)	15	1236	1253	IF I NEVER STOP LOVING YOU DAVID KERSH (CURB)
3	2036	2209	I DO [CHERISH YOU] MARK WILLS (MERCURY)	16	1216	1300	PERFECT LOVE TRISHA YEARWOOD (MCA NASHVILLE)
4	1907	1854	BYE BYE JO DEE MESSINA (CURB)	17	1214	1220	DREAM WALKIN' TOBY KEITH (MERCURY)
5	1789	1796	HOLES IN THE FLOOR OF HEAVEN STEVE WARINER (CAPITOL NASHVILLE)	18	1025	947	LOVE OF MY LIFE SAMMY KERSHAW (MERCURY)
6	1725	1792	COMMITMENT LEANN RIMES (CURB/MCG)	19	1024	1035	I CAN LOVE YOU BETTER DIXIE CHICKS (MONUMENT)
7	1607	1641	YOU'RE STILL THE ONE SHANIA TWAIN (MERCURY)	20	978	1053	I WANNA FALL IN LOVE LILA MCCANN (ASYLUM)
8	1524	1553	THEN WHAT? CLAY WALKER (GIANT)	21	967	1014	LITTLE RED RODEO COLLIN RAYE (EPIC)
9	1494	1503	IT WOULD BE YOU GARY ALLAN (DECCA)	22	913	926	SHE'S GOT IT ALL KENNY CHESNEY (BNA)
10	1493	1585	NOTHIN' BUT THE TAILLIGHTS CLINT BLACK (RCA)	23	872	866	LOVE GETS ME EVERY TIME SHANIA TWAIN (MERCURY)
11	1483	1545	ONE OF THESE DAYS TIM MCGRAW (CURB)	24	851	761	YOU'VE GOT TO TALK TO ME LEE ANN WOMACK (DECCA)
12	1459	1573	TWO PINA COLADAS GARTH BROOKS (CAPITOL/CAPITOL NASHVILLE)	25	832	817	THE SHAKE NEAL MCCOY (ATLANTIC)
13	1283	1238	JUST TO SEE YOU SMILE TIM MCGRAW (CURB)				

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 30.

MediaAmerica, Inc. would like to congratulate our 3 finalists for the 1998 Billboard/Airplay Monitor Network/Syndicated Program of the Year:

Country: Country's Most Wanted with Bill Cody & Amie Harper
Rock: hardDrive with Lou Brutus
AC: Your Weekend with Jim Brickman



For market exclusivity, Call Barbara Silber (Country), Rob Drucker (Rock) or Dave Steinfeld (AC), MediaAmerica's format specialists, at 212.302.1100



Billboard & Monitor AIRPLAY RADIO

seminar & awards

The Pointe Hilton Resort at Tapatio Cliffs, Phoenix

September 17 - 19, 1998

Join radio's key players for a bounty of industry panels, artist showcases, keynoters and all the networking you can muster!

HOTEL ACCOMMODATIONS

HOST HOTEL:

The Pointe Hilton Resort at Tapatio Cliffs
11111 North 7th Street, Phoenix, Arizona
602.997.6000

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call Pepp Travel 1-800 877-9770

REGISTRATION BAG INSERTS

Call Phyllis Demo at 212.536.5299

AIRLINE INFO

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call Pepp Travel 1-800 877-9770

CONTACT INFO

Michele Quigley, Special Events Director
212.536.5002 phone • 212.536.1400 fax

CALL NOW!!!

For the latest information, updates and to register online
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FAXED OR MAILED REGISTRATIONS MUST BE RECEIVED IN THE NEW YORK OFFICE BY MONDAY, SEPTEMBER 14TH OR YOU MUST "WALK UP" REGISTER AT THE SEMINAR.

REGISTRATION: Fill out form and mail with payment to: -----
Billboard/Airplay Monitor Radio Seminar, att: Michele Quigley, 1515 Broadway, NY, NY 10036 or fax: 212.536.1400
Make all payments to Billboard Magazine. Please allow 10 business days for confirmation of receipt. This form may be duplicated. Please type or print clearly.

	RADIO ONLY	OTHER
<input type="checkbox"/> Pre-Registration - payment received by August 28	\$ 249	\$ 449
<input type="checkbox"/> Full Registration - after August 28 and Walk up	\$ 349	\$ 525

FORMAT: Rock Country R&B Top 40 other _____

FIRST NAME: _____ LAST NAME: _____
COMPANY: _____ TITLE: _____
ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ FAX: _____ E-MAIL: _____

I'M PAYING BY: CHECK VISA/MC AMEX MONEY ORDER

CREDIT CARD #: _____ EXP. DATE: _____
CARDHOLDER'S NAME: _____ SIGNATURE: _____
(charges not valid without signature)

Cancellation Policy: All cancellations must be submitted in writing. ALL REFUNDS WILL BE PROCESSED AFTER THE CONFERENCE.
Cancellations received between July 17 and August 28 are subject to a \$175 administrative fee. No refunds will be issued after August 28



SCHEDULE

THURSDAY, SEPTEMBER 17

noon-4 p.m. **REGISTRATION**

Bill Richards Radio Consulting
presents the
2nd ANNUAL GOLF CLASSIC

A tribute to Heston Hosten to
benefit the T.J. Martell Foundation.
For info: Dan Richards at (407) 292-4424

7-9 p.m. **OPENING NIGHT PARTY**

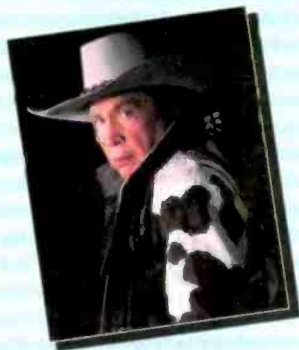
FRIDAY, SEPTEMBER 18

9:30am-4 p.m. **REGISTRATION**

10:00am-5 p.m. **EXPO DISPLAY**
METRO RADIO NETWORKS

10 - 10:45 a.m. **COUNTRY KEYNOTE**
BUCK OWENS

Country artist, radio owner and industry legend
Buck Owens talks to programmers about where
the industry has been and where it's heading.



10:45 - 11:45 a.m. **COUNTRY
CONFIDENTIAL**

After Buck Owens' keynote address, stick
around for the annual country format rap
room, a no-holds-barred discussion where
no subject is off limits. Topics will include
a positive discussion of the current music
and a debate about what is and isn't
country, and whether we should be
setting boundaries for the format.

10 a.m. - 5p.m. **BDS EXPO**

Representatives of Broadcast Data Systems
will be on hand to and teach you more about
how the technology can work for you. Leave
questions in the Customer Service Box, which
will then be addressed at Saturday's Airplay
Monitor Charts Manager Hot Seat

10 a.m. - 11:15 a.m.
SIMULTANEOUS FORMAT SESSIONS
**R&B: YOU HIRED ME,
NOW JUST LET ME PROGRAM!**

How do programmers deal with all the additional
people now involved with making programming
decisions? Will your sales department mandate
more units per hour due to greater pressure to
meet budget? Will your GM consider making an
exclusivity deal with an indie to gain a cushion for
the promotion budget? Does your regional or corpo-
rate PD change your entire programming plan after
you've already put it on air? Programmers discuss
their problems, concerns and resolutions on how
to retain the programming integrity of their station.

WILL SUCCESS SPOIL TOP 40?

sponsored by **DMG Entertainment**
Meet - n- Greet with Brenda Doumani

Since the last Billboard/Monitor convention,
an increasing number of stations are returning
to good ole' mainstream top 40. Yet in this
business, there's no safety in numbers. What
can top 40s do to prosper long-term and not
turn into another temporary high, format
flavor of the book?

ON THE ROCK BATTLEFIELD

Despite consolidation's best efforts, rock
battles still wage. What are album rock's
goals at this stage in the game and what
strategies will continue to propel the
format forward?

11:45 a.m. - 12:45 p.m.

SEMINAR ADDRESS
ALLEN KOVAC
Left Bank Management



Entertainment firm Left Bank Management's
chief Allen Kovac is renowned for his
involvement in artist management, promotion,
research and advertising. He also has a
deep understanding of radio, accompanied
by some often controversial opinions, which
he will share during his keynote. Kovac,
in July also launched Beyond, a diverse
record label family.

12:45 - 2 p.m. **LUNCH BREAK**

2 - 3:15 p.m.
**SIMULTANEOUS ALL- FORMAT
SESSIONS**

WHY ISN'T RADIO FUN ANYMORE?

How can you maintain sanity when you're one of
17 stations under the new group umbrella, being
offered less money and a virtual staff? Is there
still room for programming creativity and passion
in radio?

WHO OWNS WHAT ACTS?

As more radio stations share more artists, who
has dibs on whom? You broke the act, your
crosstown competitor is now playing it, so who
gets the presents? In a world where format lines
are blurring and station groups are attempting to
claim acts, has the playing field become more of
a flow chart?

3:30 - 4:45 p.m. **ALL-FORMAT SESSION**

**BILLBOARD-AIRPLAY MONITOR
ARTIST PANEL**

sponsored by **AMFM Radio Networks**
Hit acts discuss the impact of our medium on
their careers, the value of promotional tours,
and their vibe on the tenacious market wars for
summer and holiday gigs. You won't want to miss
this exciting new forum, moderated by Billboard
Talent Editor, Melinda Newman.

4:45 - 6 p.m. **HAPPY HOUR**

**Billboard-Monitor Ultimate Trivia
Challenge with Fred Bronson**

Enjoy a drink with co-horts as you match wits
with Billboard "Chart Beat" columnist and music
trivia expert extraordinaire Fred Bronson.
Prizes to be awarded for the brave, the few,
the masters of musical minutia.

SATURDAY, SEPTEMBER 19

10:00am-5 p.m. **EXPO DISPLAY**
METRO RADIO NETWORKS

10:00 - 11:15 a.m. **ALL-FORMAT SESSION**
**DIALING FOR DOLLARS: ADDING LABEL
REVENUE TO RADIO'S BOTTOM LINE**

Radio would like a larger share of label dollars
that now go to print, but how? Are CAMPS the
answer or are they just repackaged pay-for-
play? Don't miss the collective mindset on radio's
most essential issue of the year.

10:30 a.m. - 11:30 a.m. **FORMAT SESSION**
ADULT TOP 40:

WHAT'S AROUND THE NEXT CURVE
Since it's humble beginnings in the early
1990s, adult top 40 has evolved from Rod
Stewart and Phil Collins to Third Eye Blind
and matchbox 20. Where are you in the
mix?

11:30 a.m. - 12:45 p.m.
SIMULTANEOUS FORMAT SESSIONS

**MODERN ROCK:
CONFORM & CONQUER**

Now that modern rock has evolved from under-
ground movement to the front-line of corpora-
tions and consolidation, how do programmers
balance corporate concerns with attitude and
keep their careers intact?

R&B: MONEY, POWER, RESPECT

How does the R&B music industry increase its
money, power and respect? Where are the
career opportunities in Black music, as well as
outside of the format? How do we guarantee that
we will move up within the new broadcast con-
glomerates and increase our value at record
companies? What other business ventures do
programmers, jocks and label folks have on the
side to supplement income as a back-up plan? Is
there a lack of respect between industry veter-
ans and aspiring music professionals, and if so,
how is that hurting the future? Panel will feature
programmers, jocks, and record personnel.

**RHYTHMIC TOP 40:
DANCING ON THE EDGE**

sponsored by **Strictly Rhythm Records**
What's happened to the rhythmic top 40 format?
It seems like half are leaning more mainstream,
while the other half are almost wholly R&B. Is
there still a position in the middle or has top 40
become a one-size-fits-all format?

COUNTRY PROGRAMMING ETHICS

It's a new world. How should programmers
handle label money in exchange for spins, back
announcements, and spot buys? How should
they behave at showcases, and what airplay
obligations are implied for programmers who
do attend junkets? How much is too much to
ask from labels?

12:45- 1:45 p.m. **LUNCH BREAK**

1:45 - 3 p.m. **ALL-FORMAT SESSION**
**AIRPLAY MONITOR
CHART MANAGER HOT SEAT**

Demystify and clarify any questions you have
about the charts with staff from the Airplay
Monitors and BDS.

INT'L PROGRAMMERS FORUM

The most influential radio programmers from
Europe share insights about on-air innovations
overseas. Find out which U.S. radio groups are
putting a new face on commercial radio, what
big deals there mean for Europe's burgeoning
competitive landscape, and what hybrid formats
are attracting advertisers and listeners overseas.
Moderated by Mike McGeever, programming
editor for Billboard European sister publication
Music & Media.

3:15-4:30 p.m. **ALL-FORMAT SESSION**
AIR PERSONALITY SUPERGROUP

One of our annual favorites. Radio's superjocks
reveal what it takes to be a successful entertain-
er today. A knee-slapping good time that also
provides sound ideas to take home. Past
participants have included Casey Kasem, Doug
Banks, Rick Dees, Scott Shannon, Bob Kingsley,
Bob & Tom's Tom Griswold, and many more.

7-10 p.m. **A REALLY BIG SHOW**
**BILLBOARD-AIRPLAY MONITOR
RADIO AWARDS & DINNER**

hosted by **Dick Clark**
Presentation of the
"Alison Steele Lifetime Achievement Award"



ALL PANELS AND EVENTS ARE SUBJECT TO CHANGE

COUNTRY AIRPLAY REPORT

FOR WEEK ENDING AUGUST 9, 1998

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

COUNTRY AIRPLAY REPORT

TOP COUNTRY AIRPLAY REPORT

TOP COUNTRY AIRPLAY REPORT

TOP COUNTRY AIRPLAY REPORT

TOP COUNTRY AIRPLAY REPORT

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COUNTRY AIRPLAY

COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING AUGUST 9, 1998

JO DEE MESSINA

I'm Alright (Curb)

Total Stations: 165		Chart Move: 4-1	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

JOHN MICHAEL GOMBERG

Cover You In Kisses (Atlantic)

Total Stations: 164		Chart Move: 12-11	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

REBA

Forever Love (MCA Nashville)

Total Stations: 164		Chart Move: 22-22	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

GEORGE STRAIT

True (MCA Nashville)

Total Stations: 165		Chart Move: 7-5	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

PAM TILLIS

I Said A Prayer (Arista Nashville)

Total Stations: 163		Chart Move: 14-12	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

RANDY TRAVIS

The Hole (DreamWorks)

Total Stations: 164		Chart Move: 15-15	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

LARI WHITE

Stepping Stone (Liberty Street)

Total Stations: 163		Chart Move: 20-16	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

THE WILKINSONS

26 Cents (Giant)

Total Stations: 164		Chart Move: 17-14	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

MARK WILLS

Don't Laugh At Me (Mercury)

Total Stations: 158		Chart Move: 31-25	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

TRISHA YEARWOOD

There Goes My Baby (MCA Nashville)

Total Stations: 165		Chart Move: 3-2	
Stations	IP	Stations	IP
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1
WYLD	1	WYLD	1

Upward-moving songs ranked in order of spin count. Only titles which increase in detections over the prior period are eligible to appear on this page.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
AIRPOWER
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
(Minimum 3000 detections for the first time)

Total Plays/Gain

TIM MCGRAW 3010/700
Where The Green Grass Grows (Curb)
Total Stations: 157/Chart Move: 26-19
Heavy (35+ plays): 5 KMLE, KPLX, KWJJ, KYNG, WGRL
Medium (25-34): 26 KATM, KDDK, KEEY, KHEY, KKBO, KNKI, KRMD, KSCS, KSON, KUPL, KUZZ, KXKC, KZLA, KZSN, WCOL, WGH, WHYL, WKCN, WKHK, WKKX, WKTF, WQIK, WSTH, WWWW, WYAY, WYGY
Light (Under 25): 126
New Airplay This Week: 27 KAJA, KATM, KCYY, KFMS, KKAT, KMPS, KOUL, KSKS, KSSN, KTEX, KXXY, KYCW, WGRL, WKHX, WKIS, WKKT, WOGY, WOW, WQMX, WRBO, WSOC, WUSN, WVLK, WXTU, WYNK, WYRK, WYYD

2999 - 1000 DETECTIONS

Total Plays/Gain

REBA 2867/214
Forever Love (MCA Nashville)
Total Stations: 164/Chart Move: 22-22
Heavy (35+): 0
Medium (25-34): 23 KCCY, KHEY, KMLE, KSSN, KXKC, WAMZ, WBBS, WBEE, WHYL, WIRK, WKCN, WKHK, WKSJ, WKXC, WNKT, WQXK, WRBT, WRNS, WSM, WSSL, WWGR, WXKT, WYAY
Light (Under 25): 141
New Airplay This Week: 6 KTEX, KUPL, KYGO, WOKQ, WQBE, WXBO

PATTY LOVELESS 2745/204
High On Love (Epic)
Total Stations: 161/Chart Move: 24-24
Heavy (35+): 1 KYNG
Medium (25-34): 25 KBEQ, KDDK, KJJY, KMDL, KPLX, KRMD, KSKS, KSSN, WAMZ, WBCT, WCOL, WESC, WHYL, WJCL, WKCN, WKJN, WKKO, WKTF, WMZQ, WRBT, WRNS, WSM, WSTH, WXKT, WYAY
Light (Under 25): 135
New Airplay This Week: 3 KIKK, KUBL, WOGY

MARK WILLS 2672/582
Don't Laugh At Me (Mercury)
Total Stations: 158/Chart Move: 31-25
Heavy (35+): 2 KUBL, KWJJ
Medium (25-34): 30 KBEQ, KCCY, KHEY, KIKK, KKBO, KKCS, KMLE, KSOP, KUZZ, KZSN, WAMZ, WCTK, WGNM, WIL, WIVK, WKCN, WKXC, WNCY, WPZM, WQIK, WQXK, WSIX, WSM, WSSL, WSTH, WUSY, WWGR, WXCT, WXKT, WYGY
Light (Under 25): 126
New Airplay This Week: 21 KAJA, KDDK, KJJY, KRYS, KSSN, KTEX, KXXY, KYNG, WCMO, WCOL, WDRM, WFMS, WHSL, WIRK, WKCO, WKHX, WOKQ, WQYK, WWWW, WXBM, WZZK

DAVID KERSH 2253/189
Wonderful Tonight (Curb)
Total Stations: 160/Chart Move: 32-29
Heavy (35+): 6 KIKK, KYNG, WGRL, WSSL, WYAY, WYCD
Medium (25-34): 15 KBEQ, KDDK, KFKF, KRST, KYGO, WCKT, WESC, WIVK, WJCL, WKXC, WLWI, WMJC, WRNS, WXKT, WYYD
Light (Under 25): 139
New Airplay This Week: 2 WFRE, WTQR

LONESTAR 2195/280
Everything's Changed (BNA)
Total Stations: 157/Chart Move: 33-30
Heavy (35+): 2 KKBO, KYNG
Medium (25-34): 14 KBEQ, KCCY, KIKK, KMLE, KUZZ, KZLA, WHYL, WKCN, WKXC, WMZQ, WRBT, WSM, WSTH, WXBO
Light (Under 25): 141
New Airplay This Week: 13 KRTY, WCKT, WCMO, WHOK, WIL, WIRK, WIVK, WKCO, WQDR, WQMX, WWKA, WXBM, WXTU

LINDA DAVIS 1916/111
I Wanna Remember This (DreamWorks)
Total Stations: 160/Chart Move: 34-31
Heavy (35+): 1 KYNG
Medium (25-34): 6 KBEQ, KHEY, KSSN, WRNS, WSM, WWKA
Light (Under 25): 153
New Airplay This Week: 4 KFRG, WKCN, WPZM, WRBO

STEVE WARINER (DUET WITH GARTH BROOKS) 1896/371
Burnin' The Roadhouse Down (Capitol Nashville)
Total Stations: 157/Chart Move: 37-32
Heavy (35+): 0
Medium (25-34): 7 KHAY, KPLX, WHYL, WKCN, WKKX, WSM, WSTH
Light (Under 25): 150
New Airplay This Week: 10 KAJA, KNKI, WCHY, WCMO, WDAF, WGNM, WKLB, WQMX, WXBM, WXTU

LEANN RIMES 1533/425
Nothin' New Under The Moon (Curb/MCG)
Total Stations: 135/Chart Move: 42-34
Heavy (35+): 0
Medium (25-34): 3 KCCY, KMLE, KUPL
Light (Under 25): 132
New Airplay This Week: 30 KATM, KEEY, KKAT, KOUL, KSON, KUZZ, KYGO, KZLA, WCTD, WESC, WFMS, WGRL, WGRX, WHSL, WIL, WJCL, WKIS, WKKT, WLWI, WNCY, WOKO, WQYK, WRBT, WROO, WVLK, WXBM, WXCT, WYAY, WYNK, WYYD

SAMMY KERSHAW 1522/233
Honky Tonk America (Mercury)
Total Stations: 130/Chart Move: 39-35
Heavy (35+): 0
Medium (25-34): 9 KBEQ, KDDK, WHYL, WIRK, WJCL, WKCN, WKJN, WRNS, WSTH
Light (Under 25): 121
New Airplay This Week: 9 KATM, KIKK, KUZZ, KZLA, KZSN, WAMZ, WKHK, WQMX, WXBM

TRACY BYRD 1430/177
I Wanna Feel That Way Again (MCA Nashville)
Total Stations: 139/Chart Move: 40-37
Heavy (35+): 2 KUZZ, WYFG
Medium (25-34): 2 KUPL, KYGO
Light (Under 25): 135
New Airplay This Week: 7 KAJA, KDRK, KKCS, KTEX, WDRM, WIL, WQDR

NEAL MCCOY 1315/172
Love Happens Like That (Atlantic)
Total Stations: 120/Chart Move: 41-38
Heavy (35+): 1 KYNG
Medium (25-34): 4 KBEQ, WGRL, WKTF, WRNS
Light (Under 25): 115
New Airplay This Week: 8 KATM, KFKF, KNKI, KZSN, WBEE, WCHY, WCKT, WKHK

ALABAMA 1059/281
How Do You Fall In Love (RCA)
Total Stations: 114/Chart Move: 46-39
Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 114
New Airplay This Week: 17 KRST, KSOP, KTEX, KUBL, KWNR, KYCW, WBEE, WFMS, WGGY, WGH, WHYL, WJCL, WKHK, WKIS, WLWI, WYCD, WYNK

SHANIA TWAIN 1042/646
Honey, I'm Home (Mercury)
Total Stations: 108/Chart Move: 53-40
Heavy (35+): 0
Medium (25-34): 9 KEEY, KKBO, KMLE, KWJJ, WBCT, WKKX, WWGR, WXKT, WYGY
Light (Under 25): 99
New Airplay This Week: 36 KATM, KCYY, KDDK, KIKF, KIKK, KKAT, KMPS, KPLX, KRST, KTOM, KUPL, KUZZ, KYCW, WBEE, WCMO, WCOL, WCTK, WGNM, WHYL, WIVK, WKJN, WKKO, WMIL, WMSI, WMZQ, WQIK, WQXK, WRBT, WRNS, WROO, WUBE, WWGR, WWWW, WYAY, WXCT, WXTU

999 - 500 DETECTIONS

Total Plays/Gain

LEE ANN WOMACK 978/387
A Little Past Little Rock (Decca)
Total Stations: 130/Chart Move: 48-41
Heavy (35+): 0
Medium (25-34): 1 KPLX
Light (Under 25): 129
New Airplay This Week: 25 KAJA, KDRK, KMPS, KPLX, KSKS, KSSN, KTOM, KUBL, KYCY, KZLA, WBCT, WFMS, WIL, WKJN, WKKT, WKSJ, WMIL, WMSI, WOV, WPOC, WQDR, WQIK, WWGR, WXCT, WYAY

WADE HAYES 970/63
How Do You Sleep At Night (Columbia)
Total Stations: 101/Chart Move: 43-42
Heavy (35+): 0
Medium (25-34): 1 WRNS
Light (Under 25): 100
New Airplay This Week: 5 KEEY, KFKF, KRMD, WDAF, WJCL

CLINT BLACK 945/599
Loosen Up My Strings (RCA)
Total Stations: 100/Chart Move: 57-43
Heavy (35+): 0
Medium (25-34): 2 KPLX, KYNG
Light (Under 25): 98
New Airplay This Week: 34 KBEQ, KCCY, KEEY, KFMS, KGMV, KKBO, KMDL, KMLE, KPLX, KTTS, KUZZ, KVOO, KXXY, KYCW, KYCY, KYNG, WCTK, WDAF, WESC, WIL, WKCN, WKIS, WKJN, WMZQ, WQDR, WQIK, WRKZ, WRNS, WROO, WSTH, WUSN, WXCT, WYAY, WYNK

KEITH HARLING 664/166
Coming Back For You (MCA Nashville)
Total Stations: 90/Chart Move: 50-47
Heavy (35+): 0
Medium (25-34): 1 WXKT
Light (Under 25): 89
New Airplay This Week: 12 KATM, KIKF, KRST, KSON, WFMS, WGH, WLWI, WMJC, WNOE, WOKO, WSIX, WSM

TRACY LAWRENCE 565/100
While You Sleep (Atlantic)
Total Stations: 70/Chart Move: 51-48
Heavy (35+): 0
Medium (25-34): 3 KDDK, WGRL, WKCN
Light (Under 25): 67
New Airplay This Week: 7 KBEQ, KIIM, KIKF, KIKK, KRMD, KZSN, WGH

GARY ALLAN 508/173
No Man In His Wrong Heart (Decca)
Total Stations: 75/Chart Move: 59-49
Heavy (35+): 0
Medium (25-34): 1 WKJN
Light (Under 25): 74
New Airplay This Week: 12 KATM, KFDI, KGMV, KIKF, KSSN, KXKT, WAMZ, WKKT, WMUS, WOW, WRBT, WSSL

499 - 70 DETECTIONS

Total Plays/Gain

TY HERNDON 439/126
It Must Be Love (Epic)
Total Stations: 62/Chart Move: 62-51
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 62
New Airplay This Week: 12 KFDI, KHAY, WAMZ, WCTK, WKSF, WMIL, WNCY, WPOR, WROO, WSM, WYAY, WXCT

THE KINLEYS 436/29
You Make It Seem So Easy (Epic)
Total Stations: 68/Chart Move: 52-52
Heavy (35+): 0
Medium (25-34): 1 WYGY
Light (Under 25): 67
New Airplay This Week: 2 WBCT, WSM

KENNY CHESNEY 402/243
I Will Stand (BNA)
Total Stations: 71/Chart Move: 70-53
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 71
New Airplay This Week: 18 KBEQ, KCCY, KFKF, KIKF, KKAT, KUZZ, KXKC, KXKT, KYCY, KZSN, WHYL, WKCN, WMSI, WNCY, WQXK, WRBT, WSIX, WUSY

JEFF CARSON 355/24
Shine On (Curb/MCG)
Total Stations: 46/Chart Move: 60-55
Heavy (35+): 0
Medium (25-34): 1 KIKK
Light (Under 25): 45
New Airplay This Week: 3 KFRG, KSOP, WSM

AARON TIPPIN 341/158
For You I Will (Lyric Street)
Total Stations: 44/Chart Move: 68-56
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 44
New Airplay This Week: 13 KFDI, KTTS, KVOO, KXKC, KYCY, WBEE, WEZL, WJCL, WMUS, WRKZ, WSM, WSSL, WSTH

CHAD BROCK 316/85
Evangeline (Warner Bros.)
Total Stations: 42/Chart Move: 65-58
Heavy (35+): 0
Medium (25-34): 1 KKBO
Light (Under 25): 41
New Airplay This Week: 8 KIKK, KUZZ, KVOO, KYGO, WAMZ, WGNM, WOKO, WSM

BRYAN WHITE 280/75
Tree Of Hearts (Asylum)
Total Stations: 47/Chart Move: 66-59
Heavy (35+): 0
Medium (25-34): 1 WHYL
Light (Under 25): 46
New Airplay This Week: 9 KMDL, KXKT, WAMZ, WBCT, WESC, WKKT, WLWI, WQMX, WQXK

THE GREAT DIVIDE 205/46
Pour Me A Vacation (Atlantic)
Total Stations: 57/Chart Move: 69-62
Heavy (35+): 0
Medium (25-34): 2 KPLX, WUSN
Light (Under 25): 55
New Airplay This Week: 2 WRBO, WSTH

CLAY WALKER 202/103
You're Beginning To Get To Me (Giant)
Total Stations: 51/Chart Move: Debut 65
Heavy (35+): 1 KKBO
Medium (25-34): 1 KMLE
Light (Under 25): 49
New Airplay This Week: 5 KIKK, KMDL, KYGO, WMUS, WSTH

★ COLLIN RAYE 159/124
Someone You Used To Know (Epic)
Total Stations: 36/Chart Move: Debut 65
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 36
New Airplay This Week: 8 KEEY, KIKF, KUZZ, WCOL, WHYL, WKKX, WMIL, WXCT

★ DIXIE CHICKS 132/122
Wide Open Spaces (Monument)
Total Stations: 35/Chart Move: Debut 67
Heavy (35+): 0
Medium (25-34): 1 KPLX
Light (Under 25): 34
New Airplay This Week: 5 KBEQ, KPLX, KRTY, KYNG, WYGY

SEAN MOREY 77/2
The Man Song (Banjo)
Total Stations: 36
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 36

★ THE WARREN BROTHERS 76/60
Guilty (BNA)
Total Stations: 23
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 23
New Airplay This Week: 3 KXKC, WQYK, WYGY

GEORGE STRAIT 72/30
We Really Shouldn't Be Doing This (MCA Nashville)
Total Stations: 12
Heavy (35+): 1 KPLX
Medium (25-34): 0
Light (Under 25): 11

★ Initial impact: records appearing on this page for the first time.

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radix Track service to Country Airplay Monitor. 165 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1998 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
*** NO. 1 ***						
1	4	14	I'M ALRIGHT CURB	JO DEE MESSINA	5522	5233
2	3	16	THERE GOES MY BABY MCA NASHVILLE	TRISHA YEARWOOD	5438	5306
3	5	13	JUST TO HEAR YOU SAY THAT YOU LOVE ME WARNER BROS.	FAITH HILL (WITH TIM MCGRAW)	5258	5156
4	2	18	HAPPY GIRL RCA	MARTINA MCBRIDE	5210	5555
5	7	13	TRUE MCA NASHVILLE	GEORGE STRAIT	5132	4623
6	1	20	THERE'S YOUR TROUBLE MONUMENT	DIXIE CHICKS	5008	5561
7	8	21	TEXAS SIZE HEARTACHE EPIC	JOE DIFFIE	4827	4451
8	10	13	IF YOU EVER HAVE FOREVER IN MIND MCA NASHVILLE	VINCE GILL	4346	4030
9	9	8	HOW LONG GONE ARISTA NASHVILLE	BROOKS & DUNN	4329	4176
10	6	15	TO MAKE YOU FEEL MY LOVE CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	4137	4757
11	12	13	COVER YOU IN KISSES ATLANTIC	JOHN MICHAEL MONTGOMERY	4130	3897
12	14	15	I SAID A PRAYER ARISTA NASHVILLE	PAM TILLIS	3944	3780
13	18	4	I'LL GO ON LOVING YOU ARISTA NASHVILLE	ALAN JACKSON	3889	3469
14	17	11	26 CENTS GIANT	THE WILKINSONS	3887	3557
15	15	11	THE HOLE DREAMWORKS	RANDY TRAVIS	3815	3736
16	20	15	STEPPING STONE LYRIC STREET	LARI WHITE	3338	3273
17	21	13	YOU'RE GONE ARISTA NASHVILLE	DIAMOND RIO	3235	3038
18	11	18	I CAN STILL FEEL YOU EPIC	COLLIN RAYE	3151	3975
*** AIRPOWER ***						
19	26	7	WHERE THE GREEN GRASS GROWS CURB	TIM MCGRAW	3010	2310
20	16	21	NOW THAT I FOUND YOU MERCURY	TERRI CLARK	2967	3663
21	13	32	FROM THIS MOMENT ON MERCURY	SHANIA TWAIN (WITH BRYAN WHITE)	2921	3860
22	22	5	FOREVER LOVE MCA NASHVILLE	REBA	2867	2653
23	19	17	THINGS CHANGE REPRISE	DWIGHT YOAKAM	2794	3368
24	24	12	HIGH ON LOVE EPIC	PATTY LOVELESS	2745	2541
25	31	6	DON'T LAUGH AT ME MERCURY	MARK WILLS	2672	2090
26	23	19	I JUST WANT TO DANCE WITH YOU MCA NASHVILLE	GEORGE STRAIT	2492	2633
27	25	22	A MAN HOLDIN' ON (TO A WOMAN LETTIN' GO) EPIC	TY HERNDON	2271	2470
28	27	25	THAT'S WHY I'M HERE BNA	KENNY CHESNEY	2253	2285
29	32	23	WONDERFUL TONIGHT CURB	DAVID KERSH	2253	2064
30	33	8	EVERYTHING'S CHANGED BNA	LONESTAR	2195	1915
31	34	15	I WANNA REMEMBER THIS DREAMWORKS	LINDA DAVIS	1916	1805
32	37	7	BURNIN' THE ROADHOUSE DOWN CAPITOL NASHVILLE	STEVE WARINER (DUET WITH GARTH BROOKS)	1896	1525
33	35	17	IF YOU SEE HIM/IF YOU SEE HER MCA NASHVILLE/ARISTA NASHVILLE	REBA/BROOKS & DUNN	1655	1777
34	42	4	NOTHIN' NEW UNDER THE MOON CURB/MCG	LEANN RIMES	1533	1108
35	39	9	HONKY TONK AMERICA MERCURY	SAMMY KERSHAW	1522	1289
36	36	20	THE SHOES YOU'RE WEARING RCA	CLINT BLACK	1520	1736
37	40	10	I WANNA FEEL THAT WAY AGAIN MCA NASHVILLE	TRACY BYRD	1430	1253

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
38	41	9	LOVE HAPPENS LIKE THAT ATLANTIC	NEAL MCCOY	1315	1143
39	46	4	HOW DO YOU FALL IN LOVE RCA	ALABAMA	1059	778
40	53	5	HONEY, I'M HOME MERCURY	SHANIA TWAIN	1042	396
41	48	3	A LITTLE PAST LITTLE ROCK DECCA	LEE ANN WOMACK	978	591
42	43	8	HOW DO YOU SLEEP AT NIGHT COLUMBIA	WADE HAYES	970	907
43	57	2	LOOSEN UP MY STRINGS RCA	CLINT BLACK	945	346
44	38	13	WHEN THE BARTENDER CRIES REPRISE	MICHAEL PETERSON	876	1396
45	44	11	A FOOL'S PROGRESS ARISTA NASHVILLE	CLINT DANIELS	700	899
46	47	8	REAL MAN CAPITOL NASHVILLE	BILLY DEAN	665	671
47	50	4	COMING BACK FOR YOU MCA NASHVILLE	KEITH HARLING	664	498
48	51	5	WHILE YOU SLEEP ATLANTIC	TRACY LAWRENCE	565	465
49	59	4	NO MAN IN HIS WRONG HEART DECCA	GARY ALLAN	508	335
50	49	6	MY BABY'S LOVIN' GIANT	DARYLE SINGLETARY	493	499
51	62	2	IT MUST BE LOVE EPIC	TY HERNDON	439	313
52	52	7	YOU MAKE IT SEEM SO EASY EPIC	THE KINLEYS	436	407
53	70	2	I WILL STAND BNA	KENNY CHESNEY	402	159
54	45	15	NO END TO THIS ROAD RCA	RESTLESS HEART	380	823
55	60	6	SHINE ON CURB/MCG	JEFF CARSON	355	331
56	68	3	FOR YOU I WILL LYRIC STREET	AARON TIPPIN	341	183
57	55	10	I FELL WARNER BROS.	BRADY SEALS	340	375
58	65	4	EVANGELINE WARNER BROS.	CHAD BROCK	316	231
59	66	4	TREE OF HEARTS ASYLUM	BRYAN WHITE	280	205
60	58	4	HONKY TONK BABY COLUMBIA	RICOCHET	228	339
61	54	17	ORDINARY PEOPLE GIANT	CLAY WALKER	224	387
62	69	2	POUR ME A VACATION ATLANTIC	THE GREAT DIVIDE	205	159
*** HOT SHOT DEBUT ***						
63	NEW		YOU'RE BEGINNING TO GET TO ME GIANT	CLAY WALKER	202	99
64	56	12	USED TO THE PAIN ASYLUM	MARK NESLER	187	357
65	NEW		SOMEONE YOU USED TO KNOW EPIC	COLLIN RAYE	159	35
66	73	3	YOU'D THINK HE'D KNOW ME BETTER BNA	LORRIE MORGAN	135	143
67	NEW		WIDE OPEN SPACES MONUMENT	DIXIE CHICKS	132	10
68	61	10	CRYIN' GAME RCA	SARA EVANS	129	318
69	72	7	IF SHE ONLY KNEW 143/ASYLUM	KEVIN SHARP	129	146
70	71	4	TIME FOR LETTING GO MERCURY	BILLY RAY CYRUS	120	154
71	67	16	BIG TIME CAPITOL NASHVILLE	TRACE ADKINS	119	183
72	75	9	RUNAWAY LOVE CAPITOL NASHVILLE	CHRIS LEDOUX	112	127
73	63	12	THE OTHER SIDE OF THIS KISS BNA	MINDY MCCREADY	109	241
74	RE-ENTRY		WHY'D YOU START LOOKIN' SO GOOD BANG II	MONTY HOLMES	101	124
75	RE-ENTRY		I ALREADY DO MCA NASHVILLE	CHELY WRIGHT	96	103

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records that attain 3,000 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 30 that are decreasing in plays are removed from the chart after 20 weeks.



RANDY SCRUGGS

I Wanna Be Loved Back

"I suppose that someone will make an album before 1998 comes to a close that will be as majestic as *Crown Of Jewels*. But any artist interested in Album of the Year awards should be forewarned. The bar just got raised to nothing less than heavenly heights."

—GORDON ELY/RICHMOND TIMES-DISPATCH

"*Crown Of Jewels* could prove to be one of the more significant albums recorded in Nashville during the '90s."

—R&R

D.J. McLachlan Management, Nashville/New York ©1998 Reprise Records www.reprisenashville.com

ALLISON MOORER

set you
free

"She wrote or co-wrote most of her forthcoming MCA Nashville album, "Alabama Song," due in September, and close listening to it proves it will be one of the musical highlights of 1998. Plus, she knows what a fiddle and pedal steel guitar are for."

Chet Flippo
Billboard

"set you free"

the new single from Allison's debut album
"Alabama Song"

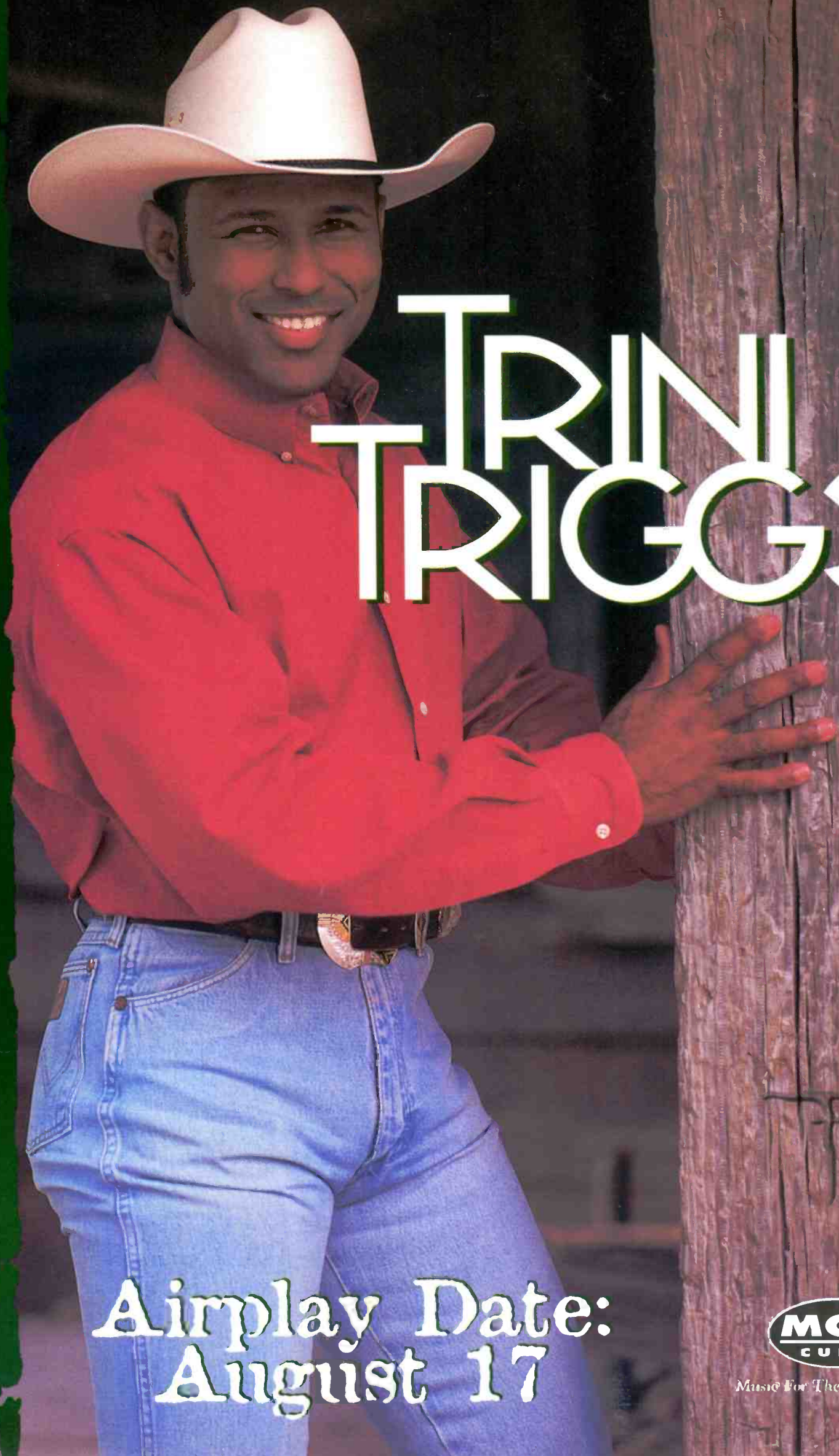
Produced by Kenny Greerburg

Going For Airplay Now

MCA
NASHVILLE
UNIVERSAL MUSIC COMPANY

© 1998 MCA Records Nashville, a Division of MCA Records, Inc.

"Straight Tequila"



TRINI TRIGGS

Airplay Date:
August 17



Music For The 21st Century

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

August 7, 1998 \$ 4.95 Volume 6 • No. 32

COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

DIXIE CHICKS

There's Your Trouble (MONUMENT)

★★★★ AIRPOWER ★★★★★

ALAN JACKSON • *I'll Go On Loving You* (ARISTA NASHVILLE)
DIAMOND RIO • *You're Gone* (ARISTA NASHVILLE)

GOING FOR AIRPLAY

MONTY HOLMES • *Alone* (BANG II)
MATT KING • *Five O'Clock Hero* (ATLANTIC)
HEATHER MYLES • *True Love* (ROUNDER/MERCURY)
COLLIN RAYE • *Someone You Used To Know* (EPIC)
RICK TREVINO • *Only Lonely Me* (COLUMBIA)
SHANIA TWAIN • *Honey, I'm Home* (MERCURY)

The Aircheck's In The Mail—And Don't You Wish It Stayed There?

By Dana Hall, Marc Schiffman, Jeff Silberman, and Phyllis Stark

Besides raising the station's ratings and revenue, one of the programmer's most important responsibilities is finding and developing the great air talent of the future. Hey, it's a dirty job, but someone's got to do it.

Every time an on-air opening is publicized, scores of T&Rs will flood a station. Most are from up-and-comers who are a bit rough around the edges. The PD's duty is to wade through the mountain of tapes and cover letters to find that diamond in the rough—the future Rick Dees, Tom Joyner, or Howard Stern.

This story is not about those airchecks. Nor is it about the countless packages that are merely marred by sloppily handwritten cover letters, inferior-quality tapes, misspelled call letters, and miscued or even blank tapes. The following airchecks should've first been evaluated by bomb-sniffing dogs.

What you are about to read is true. The names have been changed to protect the innocent, the guilty, and the potentially dangerous.

THIS IS PAYING YOUR DUES

"One guy sent me a letter, wanting to change careers and be a DJ," country KFDI-AM-FM Wichita, Kan., OM John "Boy" Speer says. "The problem was he had a couple more years to 'serve' because of his

'previous position.' Namely, two more years in prison for armed robbery. We needed somebody sooner."

THE FIRST TIME

One of the first T&R packages Mark Anderson received as PD of top 40 WYSS (99.5 Yes FM) Sault Ste. Marie, Mich., "came in a sloppily addressed, dirty manila envelope. The cover letter/résumé was written, also in poor penmanship, on a page from a Kelly Music Research notepad that was distributed to attendees of the Conclave.

"His stock, five-minute cassette contained nothing but ambient household noise on the front side, as if he were using a dual-cassette jambox to dub the aircheck but without the source cassette," Anderson continues. "On the reverse side was a poorly homemade, off-the-air skim of the night jock on WPLT (the Planet) Detroit. Ironically, I work weekends at WPLT, and that jock's a good friend of mine."

SO MUCH FOR BEING NICE

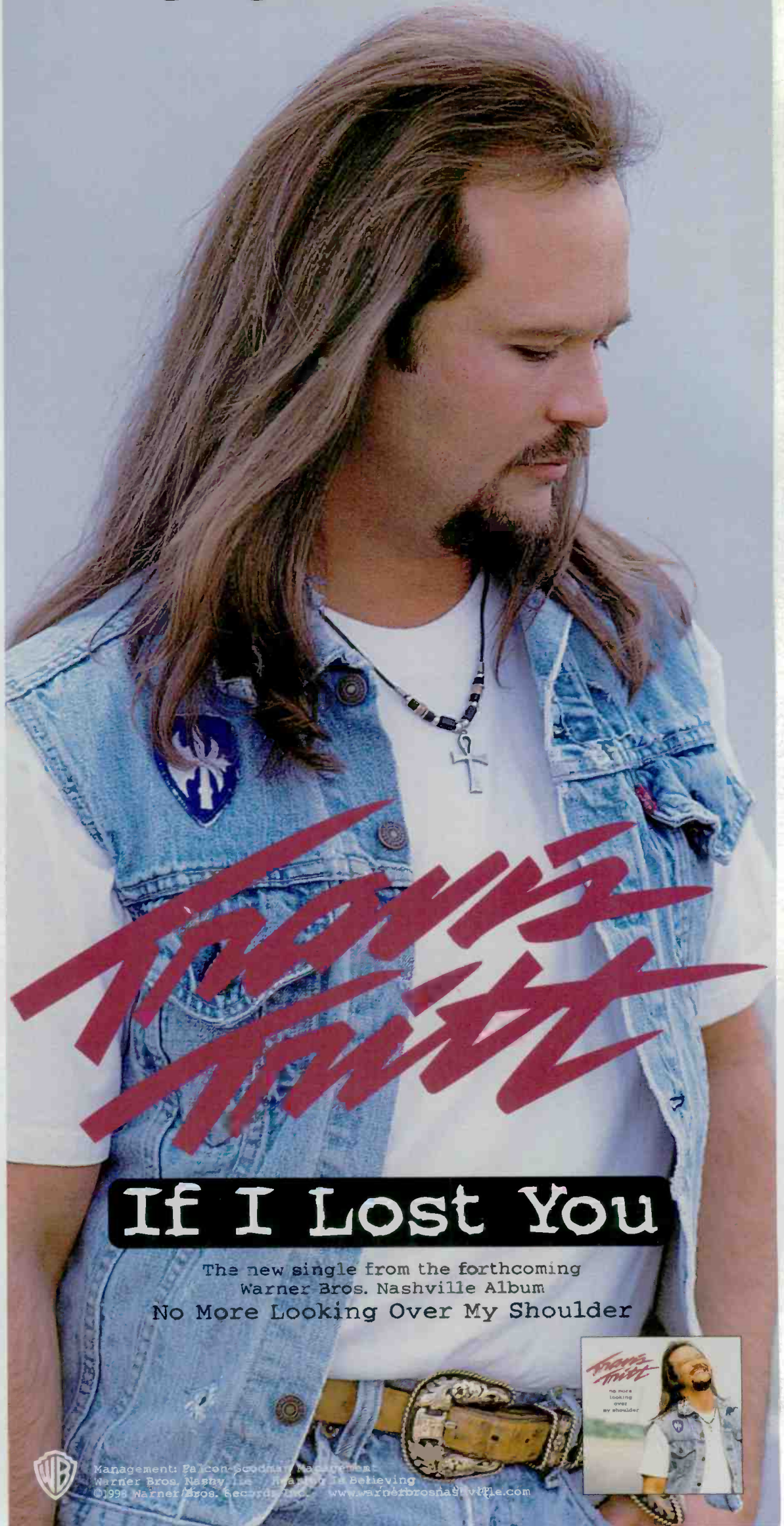
KRXQ Sacramento, Calif., PD Curtiss Johnson remembers when he was in Phoenix and received a certain aircheck. "The guy had this lisp and was absolutely awful, stilted and stiff," he says. "I sent him back a rejection letter, but I invited him to keep sending tapes so I could hear how he was progressing. I'd get a new tape from this guy every three

Continued on page 6

THIS WEEK In Country Airplay Monitor

- 3 Rick Moxley Joins BNA Records
- 4 Country Loses Nine Outlets In July
- 6 Monitor Profile: K102's Donna Valentine

Airplay Date: August 17



The new single from the forthcoming
Warner Bros. Nashville Album
No More Looking Over My Shoulder



Management: Falcon-Goodman Management
Warner Bros. Nashville
©1998 Warner Bros. Records Inc. www.warnerbrosnashville.com

Dixie Chicks



IT'S OFFICIAL!

"THERE'S YOUR TROUBLE" is #1
WIDE OPEN SPACES is GOLD

THANKS RADIO!!



Allen Kovac To Speak At Radio Seminar

Allen Kovac, chairman/CEO of the Left Bank Organization, will share his unique brand of industry knowledge, including his perspective on how radio plays into the big picture, as keynote speaker at the Billboard/Airplay Monitor Radio Seminar and Awards Sept. 18 at the Pointe Hilton Resort at Tapatio Cliffs in Phoenix.



Kovac has amassed quite a track record of creating successful entertainment projects and enterprises over the last two decades, while building a Who's Who of artist careers, including Clint Black, Deana Carter, Duran Duran, John Mellencamp, Luther Vandross, the Bee Gees, Motley Crue, En Vogue, and Blondie.

He began his career with a successful concert-promotion business while still an undergraduate at the University of Oregon. He then created an independent record company, working with Jeff Lorber, Dave Koz, and Karyn White, before founding Left Bank in 1983. In addition,

Kovac has created businesses aimed at helping artists target their audiences. In a partnership with Strategic Research, Left Bank pioneered a research venture that applies sophisticated demographic info to the marketing and promotion of artists and music events.

In a recent alliance with DDB-Needham Worldwide, Left Bank has developed advertising campaigns for recorded music, as well as creating original programming, special promotions, and live concert events for artists.



Most recently, Kovac launched independent label Beyond in worldwide partnership with BMG. It comprises national radio, publicity, marketing, and sales departments, as well as local and regional grass-roots support to reach audiences on the street level. The label is home to Blondie, Sponge, Motley Crue, and others.

Fool In The Pool



WQIK Jacksonville, Fla., morning producer Bubba Flint recently became the "Fool In The Pool," spending 99 hours in a wave pool to raise thousands of dollars for the American Red Cross, whose funds have been depleted by the Jacksonville wildfires. The fund-raiser includes auctioning off front-row tickets for the Reba McEntire/Brooks & Dunn concert, which went for \$1,000. Flint, left, is pictured with a wave-pool lifeguard.

Robbins, Potter Swap WCOL And WHOK

Dave Robbins, GM of country WCOL Columbus and sister stations WNCI and WFIL, is named VP/GM of CBS Radio's Columbus, Ohio, cluster, including country WHOK and sisters WLWQ and WAZU. John Potter, who had been VP/GM at WHOK and sisters WKFX and WTVN, relinquishes those duties at WTVN and picks up WCOL and WFIL.

KIKF Anaheim, Calif., PD Frank Cisco is upped to OM/APD. Coming aboard as PD Aug. 10 is classic rock KZPS Dallas APD/MD Rick Shaw. APD/MD Carrie Dunne remains MD.

WPKX Springfield, Mass., PD/mornings Al Brock and his morning co-host, C.J. Barry, exit. No replacements have been named.

WKWS (Kicks 96) Charleston, W.Va., PD

Ric Larson joins WBUL Lexington, Ky., as PD/midday host Aug. 10. Dusty Dan moves from middays to afternoons. Larson replaces former PD/afternoon jock Matt McCann.

WFRE Fredericksburg, Va., MD Jay Thomas heads to WEBB Augusta, Maine, as PD. He replaces Lisa Allen, now at KCLR Columbia, Mo.

WYBZ Fort Walton Beach, Fla., PD/afternoon driver Nancy Knight joins WRBQ (Q105) Tampa, Fla., as MD/night jock Aug. 24, replacing former MD Wanda Myles. T.R. Campbell moves from nights to afternoons at

Q105, replacing Chuck Britton, who exits.

WXFG West Palm Beach, Fla., is being repositioned from "Froggy" to "Thunder Country" under new owner Clear Channel. Acting PD/afternoon jock Eric Chaney is among the staffers exiting. He can be reached at 561-792-6152.

WKSJ New Orleans is set to flip from country to classic rock as Eagle 106 shortly. PD Ted Kelly and the staff will remain.

KBUY Amarillo, Texas, flips from country to rock as "Absolute Rock" with new calls KFNX, according to The M Street Daily.

Scott Evans exits his spot as host of Broadcast Programming's syndicated evening show, "Neon Nights," and is expected to re-team with his longtime partner, Steve Harmon, last at KNIX Phoenix, for mornings

in a major market. Speculation has them headed to WXTU Philadelphia. Also, "Neon Nights" producer/co-host Lia Knight is upped to solo host.

Augusta, Ga.-based Morris Communications Corp. has purchased 13 stations from Seattle-based Pioneer Broadcasting Co., including country stations KBRJ Anchorage, Alaska, KWIQ-AM-FM Moses Lake, Wash., and KKRV Wenatchee, Wash. Price was undisclosed.

Rusty Aldredge joins KRRS (K99) Corpus Christi, Texas, as morning host from WTVY Dothan, Ala. He replaces Heidi Wilson.



by Phyllis Stark
615-321-4284 • pstark@airplaymonitor.com





COUNTRY CONFIDENTIAL BY WADE JUSSEN

615-321-4291 • wjessen@airplaymonitor.com

Female Artists Dominate Top Five

Although Martina McBride's "Happy Girl" increases 332 spins, Dixie Chicks remain parked just beyond the finish line for No. 1 on our Country Airplay chart with "There's Your Trouble" for the second week. The trio played 5,561 times, compared with McBride's final tally of 5,555 detections, a difference of just six spins. Both titles are airing on all of our 165 monitored stations.

With Trisha Yearwood in third place, each of the top five positions on this week's chart is occupied by female artists. Jo Dee Messina's No. 4 "I'm Alright" scores the largest increase among those titles. Messina's gain of 436 plays bests Faith Hill's duet with Tim McGraw, which gains 352 spins. That track is included in the female dominance phenomenon, since the single is from Hill's album.

In the past few years, female dominance in the top five hasn't been unusual, but McGraw's presence among the top five ladies hearkens back to the April 26, 1980 Billboard, when a similar scenario had George Jones as the lone male in the top five, dueting with former wife Tammy Wynette on "Two Story House."

AFTER A CAREER-HIGH DEBUT at No.

35 on our Country Airplay chart three weeks ago, followed by a second-week vault to No. 25, Alan Jackson's "I'll Go On Loving You" (Arista Nashville) could be his fastest-rising single to date. With Airpower honors, and an estimated 28 million audience impressions, Jackson's reflective ballad leaps 25 to 18, up 1,023 plays, the second-largest increase in the chart.

With an upfront apology for the pun, a quick chart topper wouldn't necessarily be a tall order for Jackson, since many of his titles have ascended to the top in as few as six weeks.

"I'll Go On Loving You" faces a four-year-old benchmark of a six-week ascent to No. 1, set by his cover of Eddie Cochran's 1958 pop hit "Summertime Blues." Collectively, Jackson's 15 No. 1 tracks have averaged roughly 8.5 weeks to get to the top of the page.

The new song is the lead single from Jackson's forthcoming album, "High Mileage," his fifth set of new material. Based on the initial vibrancy of "I'll Go On Loving You," Arista Nashville VP of sales and marketing Rick Shedd says the street date for "High Mileage" has been moved from late September to Sept. 1.

Although Jackson wrote half of the 10 tracks on "High Mileage," the single was written by Kieran Kane, half of '80s duo the O'Kanes.

ON THE ROW

Rick Moxley Joins BNA Promo Team

Rick Moxley joins BNA Records as senior director of national promotion, replacing Tom Sgro. Moxley had been VP of national promotion at Rising Tide.

Former Capitol Nashville regional Georgia Mock-Bedwell joins BANG II Records as promotion coordinator. She had been doing independent promotion for the label. Also, BANG II promotion manager Tammi Brumfield exits.

Susan Niles is upped from national publicity director to VP of publicity at Warner/Reprise Nashville. In other label news, the duo Crawford/West has been released from the Warner Bros. roster.

MCA Nashville drops Big House and Joe Ely from its artist roster.

Starstruck Entertainment publicist Darlene Bieber joins public relations firm Schmidt Relations as senior publicist at the end of August. Also, Schmidt Relations adds Lee Ann Womack to its client roster.

Sixteen-year-old singer/songwriter and high school junior Liz Byler joins the writing staff at Affiliated Publishers' Big Grape Music.

Tanya Tucker has filed a \$300,000 lawsuit against Capitol Nashville contending that the label has willfully neglected her career, according to Billboard Bulletin. The suit, filed July 24 in U.S. District Court in Nashville, claims the label has devoted "its efforts to another artist" but does not name that artist. The neglect, the suit claims, resulted in decreased sales of her last album, 1997's "Complicated," which has sold 147,000 copies, according to SoundScan. The \$300,000 figure represents a contractual penalty for being released from the label. The suit says Tucker has been trying to leave Capitol since 1997, before Pat Quigley replaced Scott Hendricks as head of the label. Capitol declined comment.

Kenny Rogers has signed with the William Morris Agency for exclusive representation in all areas of entertainment.

New Lucky Dog artist Charlie Robison was ar-

rested recently in upstate New York when he got involved in a scuffle after the Dixie Chicks' bus, on which he was riding, was rear-ended by a car. When the driver of the car got out and began screaming and beating his fists on the side of the bus, Robison and a band member got out and subdued him. When the police arrived, they arrested all three men. The Chicks explained the situation to the police, and by 2:00 a.m. Robison and the band member were free, and the Chicks were signing autographs in the police station. No one was hurt in the mishap.

Reba McEntire will be one of the featured women modeling casual and evening wear in designer Anne Klein's "significant women" print ad campaign, beginning in August. Other participants include actress Bebe Neuwirth, former Texas governor Ann Richards, and novelist Siri Hustvedt.

Tracy Byrd's annual homecoming weekend in Beaumont, Texas, has been set for Oct. 3-6. The event raises money for Buckner Children and Family Services in Beaumont. It includes a bass fishing tournament, two golf tournaments, and a concert with Byrd, Asleep At the Wheel, Gary "U.S." Bonds, Larry Boone, Cledus T. Judd, Milla Mason, Gil Grand, Mark Wills, Johnny Paycheck, Wayne Toups, Red Steagall, and Byron Hill.

Glen Campbell will host the Academy of Country Music's 16th annual Bill Boyd Celebrity Golf Classic Oct. 12 at the De Bell Golf Course in Burbank, Calif. Proceeds will be donated to various charities.

Bill Anderson's new Reprise album, "Fine Wine," includes a remake of his 1960 hit "The Tip Of My Fingers" recorded with Roy Clark, Eddy Arnold, Jean Shepard, and Steve Wariner, all of whom previously had a hit with their own versions of the song.

The Nashville Music Awards have been set for Feb. 10, 1999, at the Tennessee Performing Arts Center's Jackson Hall.

The pilot for a new nighttime soap opera about the Nashville music business, "Music City Blues," begins shooting in Nashville Aug. 10. Cummings Film and Video will shoot and edit the project. Playla Vista Film Corp will distribute it in Mexico, Latin America, and Germany.

Pennzoil Products Co. has teamed up with CBS Corp. for a one year, multimillion-dollar advertising partnership set to begin in the first quarter of 1999. The integrated partnership will involve CBS Television Network, TNN, CBS-owned radio stations, CBS-owned TV stations, and CBS' outdoor-display advertising unit, TDI.

Country Slide Continues In July Format Count

RANK		The M Street FORMAT MONITOR	STATION COUNT		
THIS MONTH	LAST MONTH		JULY '98	JUNE '98	NET GAIN OR LOSS
1	1	Country	2,410	2,419	-9
2	2	News/Talk	1,110	1,120	-10
3	3	Adult Contemporary	859	866	-7
4	4	Oldies	783	775	8
5	5	Religion (Music)	720	718	2
6	6	Adult Standards	561	554	7
7	7	Spanish	487	490	-3
8	8	Classic Rock/Hits	462	455	7
9	9	Soft AC/Easy Listening	402	403	-1
10	10	Top-40/Mainstream/Rhythm	377	374	3
11	11	Religion (Talk)	355	355	0
12	12	Top-40/Adult	266	266	0
13	13	Mainstream Rock	262	260	2
14	14	Sports	236	237	-1
15	15	R&B Adult/Oldies	178	180	-2
16	16	R&B	168	168	0
17	17	Miscellaneous	163	152	11
18	18	Modern Rock	144	142	2
19	19	Triple-A	96	94	2
20	20	Jazz	90	87	3
21	21	Modern AC	73	74	-1
22	22	Classical	42	42	0
Total commercial operating stations			10,244	10,231	
Stations off the air			116	112	

M Street Corp. is a Nashville-based provider of radio station information to the radio and music industries. Call 615-251-1525 for more information.

RADIO CONCERT MONITOR

DATE	CALL LETTERS	EVENT	SCHEDULED TO APPEAR
Aug. 6-27	WWXY New York	Live Lunch Concert Series	Lari White (Aug. 6), Big House and David Kersh (Aug. 13), Suzy Bogguss and Steve Wariner (Aug. 20), Jo Dee Messina and Chely Wright (Aug. 27)
Aug. 8	KYGO Denver	Country Summer Celebration	John Berry, Anita Cochran, Joe Diffie
Aug. 12	WHSB Greensboro, N.C.	New Country Star Party	Lisa Brokop, Linda Davis, Shana Petrone, Brady Seals
Aug. 16	WAYZ Hagerstown, Md.	Summer Fun Fest	Sherrie Austin, Keith Harling, Lonestar, Shane Stockton, the Wilkinsons
Aug. 21-29	WXBQ Johnson City, Tenn.	Appalachian Fair	David Lee Murphy (21), BlackHawk (22), Lee Ann Womack (24), Deana Carter (25), Charlie Daniels (26), Kevin Sharp (27), Jo Dee Messina (28), Kenny Chesney (29)
Aug. 22	KXXY/KTST Oklahoma City	KXXY/Twister Country Fest '98	John Berry, Clint Black, Melodie Crittenden, Tanya Tucker, Mark Wills
Aug. 22	"After MidNite"/KSON San Diego	"After MidNite With Blair Garner" Beach Bash	Gary Allan, Keith Harling, Shane Stockton
Sept. 2	WUSY Chattanooga, Tenn.	US101 Kudzu Cafe Concert Series	Brady Seals
Sept. 12	KEEY Minneapolis	K102 Fan Jam	Trace Adkins, Lonestar, Martina McBride, Collin Raye, Randy Travis, Lari White, the Wilkinsons
Sept. 18-19	KTOM Monterey, Calif.	Salinas Country Fest	Clint Black, BlackHawk, Hal Ketchum, Lila McCann, Wynonna
Oct. 4	WIOV Lancaster, Pa.	Fall Music Fest	Rhett Akins, Jeff Carson, Hal Ketchum, the Kinleys, Lee Roy Parnell
Oct. 5	WUSY Chattanooga, Tenn.	US101 Kudzu Cafe Concert Series	Ricochet
Oct. 31	WWXY	Y107 Boo Country Bash	the Mavericks

Let us monitor your event! Call Phyllis Stark at 615-321-4284 or E-mail pstark@airplaymonitor.com

AIRBORNE

Instant information on Country's new artists

Chad Brock

"EVANGELINE" (WARNER BROS.)

Born and raised in Ocala, Fla., Chad Brock started his singing career with a solo performance of "Amazing Grace" in his hometown church at the age of 6. After finding lyrics scrawled on papers around the house, Brock's father bought the budding songwriter his first guitar at 13. Later, Brock turned down a football scholarship in high school so he could continue his pursuit of music. He has crisscrossed the country playing in honky-tonks from Ocala to Flagstaff, Ariz. In 1993, he was named one of the top 10 unsigned country acts by the Nashville Entertainment Assn. His debut album was produced by Norro Wilson and Buddy Cannon.

Rodney Carrington

"DANCING WITH A MAN" (MERCURY)

Comedian Rodney Carrington's act has already garnered him a following in comedy clubs across the country, and he has appeared numerous times on the syndicated Bob and Tom and John Boy and Billy morning shows. Hailing from Longview, Texas, the 29-year-old Carrington was a high school body-builder and earned the title Mr. Teenage East Texas and was runner-up for Mr. Teenage Texas. In 1995, he self-released a live album, "C'mon Laugh You Bastards." His new album, "Hangin' With Rodney," was released June 2. Recorded live at the Inprov in Dallas, Charlie Goodnites in Raleigh, N.C., and Crackers in Indianapolis, the album contains a mixture of standup material and comedy songs. He is Mercury's first comedic signing.



Clint Daniels

"A FOOL'S PROGRESS" (ARISTA NASHVILLE)

Clint Daniels, 24, grew up in Panama City, Fla., in a musical family and spent the better part of his life singing and performing. He learned guitar at the age of 12 and played in bands during his teens. After high school, trying his luck in Nashville seemed like an inevitability. He came and went several times, eventually attracting the attention of Arista A&R staffers, who traveled to Florida to hear him play a showcase. The club he was scheduled to appear in nearly burned down during a rehearsal for the showcase, but the fire was extinguished in time and the show went on as scheduled, landing Daniels a deal with Arista. He wrote or co-wrote seven of the songs on his debut album, including this debut single. The self-titled album is due Sept. 15. Daniels and his wife, Barbie, own a miniature Pinscher named Killer.

Danni Leigh

"IF THE JUKEBOX TOOK TEARDROPS" (DECCA)

Born and raised in Strasburg, Va., Danni Leigh started singing in church at the age of 3, belting out solos in the preschool choir. At 19, she moved to Orlando, Fla., with the ambition of becoming a singer at Walt Disney World, but she soon changed her mind and instead worked for Federal Express, restocked a lock warehouse, and worked as a bungee-jump instructor at the tallest (310 feet) legal jump in the U.S. She also waitressed and sang in several area restaurants and bars and had a

job singing backup for the rock band Foreigner. In 1994, she moved to Nashville, where more odd jobs followed, including work as an animal caretaker for Tom T. Hall. While waitressing at Nashville's famed Bluebird Cafe, she struck up a friendship with a publishing executive, which landed her a writing deal at Warner/Chappell. Her debut album, "29 Nights," is due Oct. 6.

Mark Nesler

"USED TO THE PAIN" (ASYLUM)

Best known as a songwriter before now, Mark Nesler had his greatest success with Tim McGraw's "Just To See You Smile." He's also had songs cut by Mark Chesnutt, Trace Adkins, Rhett Akins, Lee Greenwood, Ed Bruce, and Tammy Wynette and written or co-written nine songs recorded by Tracy Byrd, including "Heaven In My Woman's Eyes." Those Byrd cuts helped him land a publishing deal with MCA Music Publishing, and he joined Byrd's touring band as a guitarist a short time later. Hailing from Buna, Texas, north of Beaumont, Nesler formed his first band at 16. He started playing the Beaumont area after high school and, in 1982, hit all 50 states in a three-month span as part of the band backing contestants in the national Wrangler Star Search. In 1991, he hit the road again. Working as Mark Nesler & the \$2 Pistols, he and his band played all over the country.

Trini Triggs

"STRAIGHT TEQUILA" (CURB/MCG)

Trini Triggs was signed to Curb/MCG the same day he met with label head Mike Curb for the first time and played live for the label's staff. A native of Natchitoches, La., about an hour south of Shreveport, Triggs played in several local bands before forming his own group and landing a standing weekend gig at the local Mariner's Sea-



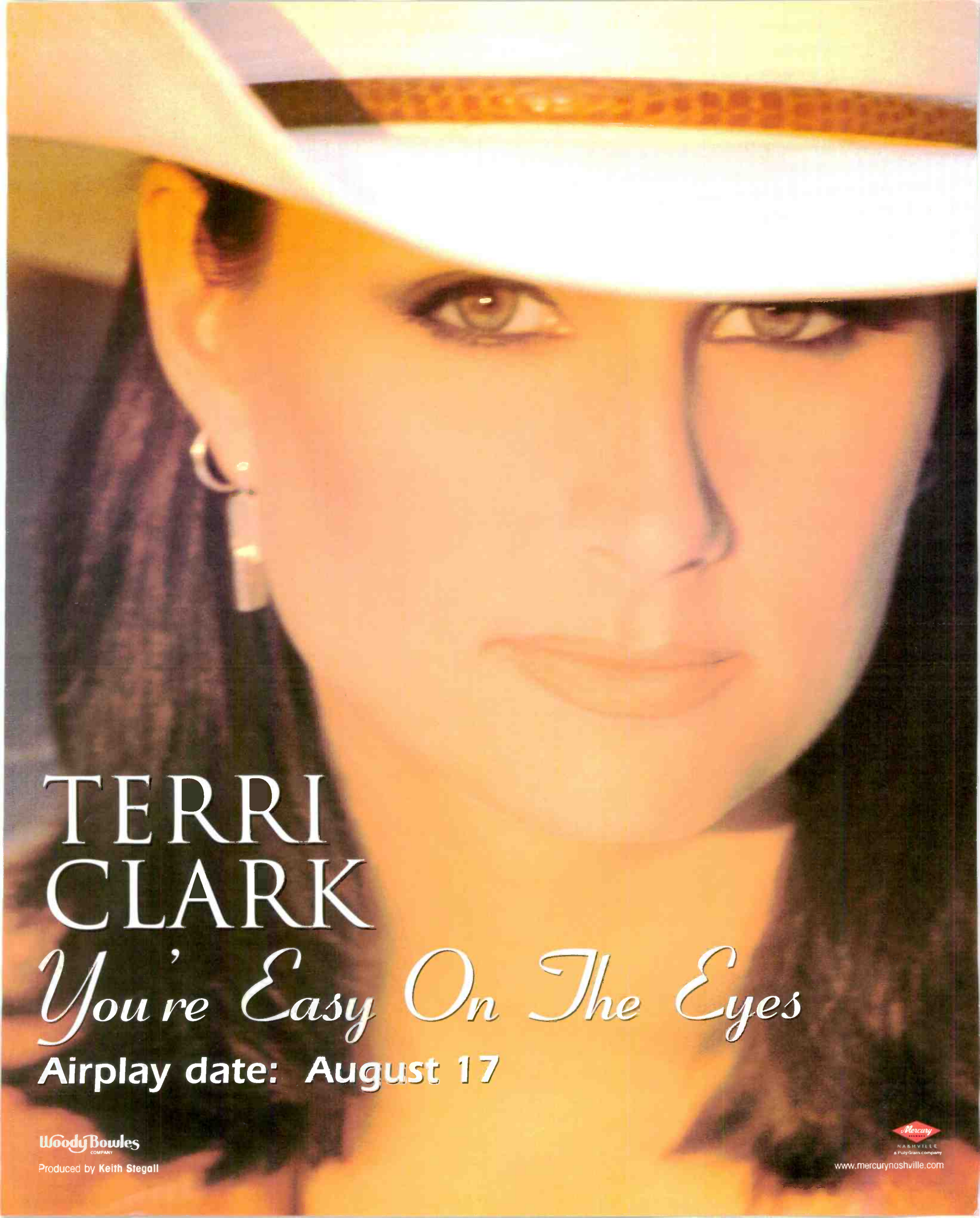
food Restaurant, the same place he worked washing dishes as a youngster. Triggs still resides in his hometown with his wife and two young daughters. His self-titled debut album contains a duet with Triggs' idol, Charlie Pride, on "One Mississippi, Two Mississippi." After recording the duet, Pride invited Triggs to appear with him at the Grand Ole Opry.

The Wilkinsons

"26 CENTS" (GIANT)

This family trio consists of father Steve Wilkinson, daughter Amanda, 16, and son Tyler, 14, who have been singing together for years. They got their start in their native Trenton, Ontario, where Steve Wilkinson was working as a carpenter while writing songs on the side for several Canadian artists and performing at fairs with two of his three children. The whole family packed up and moved to Nashville last fall and within three weeks of their arrival had offers from Lyric Street, MCA, and Giant. Their debut album, "Nothing But Love," is due Aug. 11. Steve Wilkinson co-wrote seven of the album's tracks, including one ("Boy Oh Boy") he co-wrote with Amanda.

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



TERRI
CLARK

You're Easy On The Eyes

Airplay date: August 17

Woody Bowles
COMPANY

Produced by Keith Stegall

Mercury
RECORDS

NASHVILLE

a PolyGram company

www.mercurynashville.com

The Aircheck's In The Mail—And Don't You Wish It Stayed There?

Continued from page 1

months for maybe two years—and they never got any better.”

TODAY JACKSONVILLE! TOMORROW . . .

“One guy, in addition to his tape, sent a head shot of himself wearing a crown on top of his cowboy hat,” WROO (Rooster Country 107) Jacksonville, Fla., PD Buzz Jackson says. “He even signed it, ‘Buzz, together we can rule Jacksonville . . . Long live the King!’”

‘MR./MS. CONGENIALITY’ WINNERS

Wayne Coy, imminent PD of KQKQ (Sweet 98) Omaha, Neb., recalls two aircheck packages that really stood out. “One guy stuck his package on a prosthetic leg and left it at the door. On his résumé he wrote, ‘Whatever it takes to get my foot in the door.’ Another guy’s package was delivered by a female [ahem] ‘entertainer.’ The tape sucked, but the presentation was great.”

AT LEAST HE'S CONSISTENT

Country WESC-AM-FM Greenville, S.C., OM Ron Brooks says he couldn't begin to count the number of “incredibly horrible aircheck packages.” One, however, stands out. “It did everything wrong,” he asserts. “The cover letter was addressed to whom it may concern and was a multiple-generation photocopy that was skewed noticeably, as was the photocopied résumé. The aircheck tape was of incredibly poor quality, and the audio level was so low that the tape hiss buried most of the audio. To cap it all off, the aircheck sounded like it was recorded with the condenser mike on a portable recorder.”

TAKES DIRECTION—WELL . . .

WYRK Buffalo, N.Y., APD/MD John Paul once offered sage advice to a neophyte, and paid for it, too. At a previous PD job, Paul says, “I got a very professional-looking package from a man who had a Ph.D. in a radio/TV-related field. He spent most of his life in school, learning radio and TV by the books, without one day of commercial radio experience—and you could tell by his tape. When I told him he needed some part-time commercial radio experience, he exploded on the phone and told me that he had the education and that was the most important thing in any business. I told him I had a part-time high schooler that sounded better than he did. I never heard from him again.”

YOU KNOW WHEN YOU KNOW

When consultant Keith Hill was PD of WKJY Long Island, N.Y., he received a tape from “a guy who claimed to know [a famous New York jock], who told him that PDs don't need to know that you can do segues, adding, ‘I haven't included any segues, even though I work as a mobile DJ and can do them, you know.’ He proceeds to spend 10 minutes just talking about what precious little he knows about radio in a thick New York accent, saying ‘you know’ about 60 times.”

REALLY GOING POSTAL

Adult top 40 WOMX (Mix 105.1) Orlando, Fla., PD David Isreal is forever haunted by the

“postman.”

“On his aircheck, he had to hit every post, and I mean every damn post,” says Israel. “One song had a 52-second intro. Well, here comes the call letters, the state's quick-three lottery numbers, followed by the match-four and finally the Super Lotto jackpot—nine numbers—and, just in case you missed it, ‘those numbers again were . . .’ And he still hit the post. Well, the guy moved on, but I recently got an updated aircheck from him. He sounds much better—and still hits every damn post.”

THE SOUND OF ONE AIR CHECKING

What happens to PDs when they overdose on T&Rs? When consultant Alan Burns was a jock just out of college, he sent an aircheck to the PD of WAKY Louisville, Ky. “Unbeknownst to me, a friend also sent a copy of the very same tape, so the PD had two identical airchecks. One tape elicited a rejection letter; while the other incited a call from the PD, who offered me afternoon drive.”

IT CAME FROM VOICE MAIL

Here are some reasons why KEDJ (the Edge) Phoenix PD Shellie Hart will print “Absolutely no calls, please” in future job-opening ads:

- “Hey, Shellie, you know that tape I sent you six months ago? Well, it was my only copy, and I'm coming by today to pick it up.”
- “Sorry to bug you again. I was just hoping for a call-back. I realize this is the seventh call today, but . . .” (Call made on a Tuesday.)
- “Hi, I just graduated from broadcast school, and I'm looking for an entry-level on-air position. My annual salary goal is \$75,000. Would you like my résumé? Can you call me back?”
- “Listen here, big baby. This here's Cooky Love. I know you wanna hire my ass. Let hoochie manta come in and make everything OK.” (Check that; she hired this guy.)

SEND THIS TO THE SMITHSONIAN

“A guy sent me an aircheck, and during one of the breaks, I heard a toilet flushing and a door closing, but he made no reference to it,” KIIZ Killeen, Texas, PD Michael Maguire notes. “When I called to give him feedback, I asked about it. He said he didn't have the equipment at home to do it right, and he had been locked out of the station that fired him. So he did his tape while he did his business.”

FAMOUS LOST WORDS

Before you start calling air-talent syndicators, consider another tale, courtesy of Wayne Coy. “I was PD of WIXX [Green Bay, Wis.] when I got a tape from a weekend guy in Kansas City, who demanded that he be hired only to do mornings,” he says. “Being half of the morning show at the time, there was no way I was going to take myself off the air. But I still listened to tape, and the guy was out there, but he was very cliché-ridden. Even though it was pretty bad, I kept the tape.”

“Eight years later, I found that tape and looked at the package. It was from a guy named Holy Moly Muller. Now he goes by the name of Mancow. Let's compare paychecks now.”

MONITOR PROFILE

Donna Valentine Keeps Afternoons Moving Forward On K102 In Minneapolis

According to KEEY (K102) Minneapolis p.m. driver Donna Valentine, “I'm not exactly your typical female jock. I don't have a feminine presentation. I'm abrasive, outspoken, and unafraid to expose that because that's who I am, and I can't suppress it. I'm very energetic and very excitable, maybe a little too much sometimes. I don't think someone would think of me and say, ‘She sounds nice,’ but for some reason it works. I'm playful. People give me a hard time, and I give them a hard time. It's fun.”

Like most female air personalities, Valentine appreciates having her talent judged on its own merits, rather than on the basis of what a “female jock” is capable of. “I don't ever think of myself as a female jock; in the same way, a [male] PD wouldn't think of himself as a balding PD,” she says. “It's not [relevant]. I don't want people to say, ‘She's one of the best female jocks I've ever heard.’”

A native of northern New Jersey, Valen-

she wanted to do afternoon drive in a major market before she was 30, her friend said, “Make different plans, because women in radio do middays, late nights, or they're morning-show laugh tracks.” Valentine says, “I just wanted an opportunity to prove it doesn't have to be that way.”

Valentine says she is given plenty of creative freedom by K102 PD Gregg Swedberg. “I have a PD who's very aware of what's going on at his radio station, and he has high expectations, but for the most part he leaves me alone. He trusts me. He's not quick to hotline me, because he knows I'm harder on myself than he could ever be.”

There was, however, a time when Swedberg had to literally draw the line with Valentine. After she joked on the air that “you might be a redneck if you think a Volvo is a part of a woman's anatomy,” Swedberg called her in to his office, drew a line on a piece of paper, drew a circle in the middle of the line, and said, “Here's the line, and here's you.” Valentine says, “That was all he had to say. I knew exactly what he was talking about. I have this belief that the day you refuse to listen to constructive criticism is the day you can hang up your headphones and say, ‘This is as far as I'm going to go in my career.’”

She credits the family atmosphere at K102 for some of her success. “We really do have a great staff, and that's where it all begins,” she says. “If you have tension within the programming department, somehow it is going to come out on the air. We're like a family. We love each other and protect each other, and sometimes we want to kill each other.”


Valentine says doing an afternoon show is very different from morning drive. “The most important thing is to keep the music going” in afternoons, she says. “The key is making someone laugh over a 15-second ramp. It's all about forward motion. People are in their cars. They want to hear music. It's important to entertain as quickly as possible. I wouldn't do a minute-and-a-half bit, but you could do that in mornings.”

“I don't care what it takes to entertain somebody,” Valentine adds. “I have a [belief] that if I say something and I know one person laughed in their car, it was worth it. Of course, my PD would say one isn't good enough.”

Another difference between afternoons and mornings at K102 is that Valentine tends to get most of the interviews with artists, authors, and celebrities passing through town. Her interview style is a cross between fanatic preparedness and casual conversation. “If someone [who is booked on the show] has a book out, I will read it, even if I have to stay up until 4 in the morning,” she says. “I do it out of respect for the person.” At the same time, Valentine's questions tend to focus on “everyday stuff . . . the same things you would ask someone you're meeting at a party.” She's even been known to bicker with artists on the air. “My thing is to talk to them like I would my sister or my friend. It makes them open up a little more. Nobody wants to sit there and [feel like] they're being interviewed in a doctor's office about their family history.”

Although her show is successful, Valentine says she tries not to pay too much attention to ratings, because “if I choose to live by the ratings, then I have to die by the ratings, [and] I don't have that much confidence in the numbers or in my talent. I think if I keep doubting myself, I will continue to improve.”

PHYLIS STARK



‘Country is the one format I never thought I would be able to do’

Donna Valentine
P.m. Driver
KEEY Minneapolis

tine started as a telephone operator at top 40 WHTZ (Z100) New York, where she worked from 1986 to '90 while attending college and simultaneously doing freelance TV production for ABC News and Sports and VH1 and working as a talent coordinator for MTV. In the midst of all that, she landed a weekend on-air gig at WSBG Scranton, Pa. From there, she moved to full-service AC WRFC Athens, Ga., where she worked during the week while doing weekends at AC WSB-FM Atlanta. That led to a short-lived overnight gig at top 40 KBTS Austin, Texas, then a weekend gig at KCLD St. Cloud, Minn., afternoons at start-up hot AC WTCX Minneapolis, then a weekend gig at top 40 KDWB Minneapolis. When she joined K102 as midday host in 1994, it was her first country experience, although, she says, “I grew up on country, but not by choice.”

She continues, “Country is the one format I never thought I would be able to do. Now it is the only format I want to do.” She cites both the listeners and the artists as reasons. “The audience is very loyal, down to earth, and accepting, and the artists are very accessible, accommodating, and very real,” she says. “They remember their roots, appreciate radio, and always say ‘thank you.’ It's nice to matter in that capacity. I've always felt appreciated working in country music.”

When afternoons opened up at K102, Valentine asked for and was reluctantly given a chance to prove herself. Two-and-a-half years later, she apparently has. Last month, she received her first-ever nomination as local air personality of the year in the Billboard/Airplay Monitor Radio Awards. She is the only one of the 10 country nominees who doesn't host a morning show.

A former male friend once asked Valentine about her career goals. When she said

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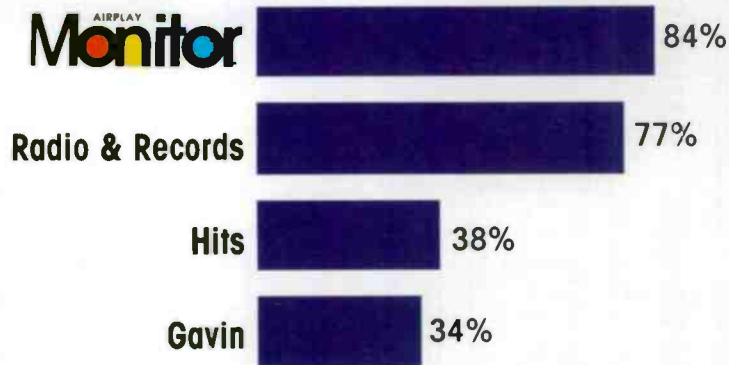
Airplay Monitor reporting panels are based solely on a station's musical content.

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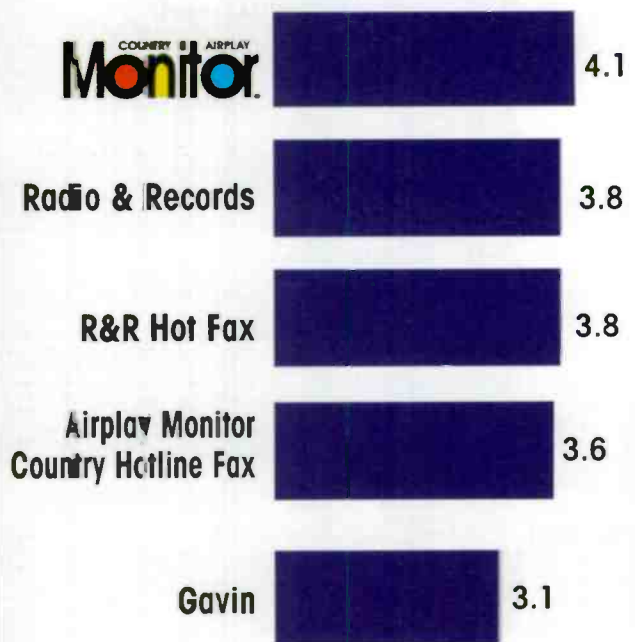
MOST READ



Question: Which do you read regularly; that is, at least 3 out of 4 issues?
Base = All respondents

#1

MOST IMPORTANT

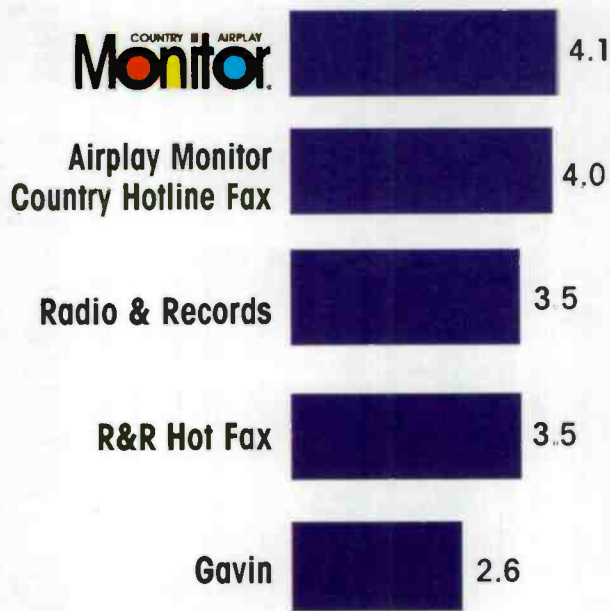


Question: For all publications you read regularly, please rate the overall importance of charts and editorial to you and/or your station. Using a scale from 1 to 5, with "1" being Not At All Important and "5" being Extremely Important.

Base: All Country Radio respondents who read each publication 3 out of 4 issues.

#1

MOST HELPFUL



Question: For all of the publications you read regularly, how helpful is the publication in programming your station? Using a scale from 1 to 5 with "1" being Not At All Helpful and "5" being Extremely Helpful.

Base: All Country radio respondents who read each publication 3 out of 4 issues.

AIRPLAY Monitor

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SPRING '98 ARBITRONS

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PHOENIX—(17)

Call	Format	'97	'97	'97	'98	'98
KPIX	country	7.0	5.9	6.5	5.1	6.4
KZZP	AC	4.5	4.4	4.7	5.7	5.8
KTVB	N/T	5.5	5.6	6.4	5.7	5.6
KXFR	top 40/rhythm	4.9	4.9	4.3	5.3	5.4
KMLE	country	6.0	5.9	5.2	6.2	6.1
KFYI	N/T	5.5	5.0	5.2	4.7	5.1
KOY	adult std	5.1	5.0	5.3	5.4	4.5
KESZ	AC	3.8	4.2	4.9	5.2	4.4
KOOL-FM	oldies	6.0	5.4	5.1	5.0	4.4
KUPD	album	4.7	4.2	4.9	4.7	4.1
KYOT	jazz	3.7	3.9	3.6	3.6	3.7
KZON	modern	3.7	3.8	3.0	3.3	3.7
KEDJ/KODJ	modern	3.6	3.4	3.3	3.2	3.2
KOKB	album	3.1	3.8	2.6	3.3	3.0
KKLT	AC	2.9	2.6	3.0	3.4	2.9
KGLD	cls rock	1.7	2.1	2.4	2.4	2.7
KSLX-AM-FM	cls rock	3.2	2.6	2.7	2.2	2.7
KPTV	top 40	2.7	3.2	2.4	2.2	2.1
KHOT-FM	R&B oldies	1.0	1.2	.9	1.5	1.7
KWCY	country	1.9	1.4	2.2	1.9	1.4
KGME	sports	.9	1.0	.9	1.7	1.1

KANSAS CITY—(26)

Call	Format	'97	'97	'97	'98	'98
KMKV	top 40	8.3	8.2	6.6	6.3	7.8
KPRR	R&B	8.0	8.6	10.0	8.3	7.8
WDAF	country	6.6	6.5	6.3	7.3	6.7
KFKF	country	7.0	6.1	6.7	6.5	6.6
KQRC	album	5.3	5.1	4.9	5.1	6.3
KUDL	AC	3.3	4.5	5.1	7.0	6.0
KCIY	jazz	3.8	4.5	4.3	5.7	5.1
KBEQ-FM	country	6.2	6.0	5.9	5.0	5.0
KYYS	album	4.2	3.7	5.3	5.0	5.0
KCMO-FM	oldies	6.3	6.5	5.1	5.2	4.7
KCFX	cls rock	6.1	6.3	6.0	5.0	4.6
KMBZ	N/T	5.8	6.1	5.5	5.4	4.6
KCMO-AM	N/T	4.3	3.4	3.5	4.2	4.1
KOZH	AC	3.4	3.0	3.4	3.7	2.8
KPRT	religious	2.6	3.0	3.8	1.9	2.8
KRKR	religious	1.4	1.2	1.3	1.3	1.9
KCHZ	top 40	2.1	1.6	1.5	1.8	1.8
KFEZ	adult std	1.2	1.5	1.1	1.3	1.2
KCTE	sports	.8	1.0	1.0	.9	1.0

SAN ANTONIO, TEXAS—(33)

Call	Format	'97	'97	'97	'98	'98
KTFM	top 40/rhythm	9.9	9.6	10.5	10.0	10.0
KZEP-FM	cls rock	7.4	6.5	7.0	6.3	7.7
KSMG	AC	5.5	4.7	6.1	6.2	6.5
KISS-FM	album	5.2	6.3	4.9	5.5	6.2
KONO-AM-FM	oldies	5.5	5.9	4.4	5.2	5.5
KXTN-FM	Spanish	6.1	6.1	6.2	6.1	5.2
KAJA	country	6.0	5.1	5.9	5.3	5.0
KCYC	country	6.1	5.7	5.6	4.4	4.9
KQXT	AC	4.1	4.1	4.0	4.2	4.7
KJSL	R&B	3.4	3.3	3.6	4.4	4.4
KROM	Spanish	4.9	4.0	5.3	4.4	4.0
KTSA	N/T	4.1	6.4	4.4	5.0	3.8
WDAI	N/T	3.4	3.5	3.6	3.1	3.8
KCJZ	jazz	2.5	3.0	2.5	2.7	2.7
KCQR	Spanish	3.1	3.5	2.8	1.8	2.7
KLUP	adult std	2.6	2.4	2.5	3.1	2.4
KATX	country	2.3	2.1	2.1	2.4	2.2
KROX	modern	.4	.5	.5	.7	1.1
KRIO-FM	Spanish	1.6	1.3	1.0	1.5	1.0

NORFOLK, VA.—(34)

Call	Format	'97	'97	'97	'98	'98
WOWI	R&B	11.5	11.9	12.4	13.0	13.3
WCMG-AM-FM	country	8.2	7.0	5.7	7.2	6.7
WGH-FM	country	6.4	7.3	6.1	6.3	6.1
WAFX	cls rock	3.5	4.0	4.1	3.2	5.8
WVDZ	AC	5.2	5.8	5.0	6.2	5.7
WNVZ	top 40/rhythm	4.4	5.3	5.0	5.0	5.1
WPTZ	AC	4.7	5.1	4.6	6.1	5.1
WNOG-AM-FM	album	6.8	6.6	5.5	6.3	4.8
WVSY-FM/WVSV	R&B adult	5.4	4.5	3.4	4.0	4.7
WJCD	jazz	5.2	7.6	6.2	4.6	4.6
WFOG-AM-FM	AC	5.6	3.9	5.3	4.3	4.0
WVWL	oldies	3.9	4.1	3.8	4.4	3.5
WNIS	N/T	3.1	2.9	3.8	2.3	3.3
WROK	triple-A	2.7	1.9	1.7	1.9	3.0
WREZ	easy	3.5	3.3	3.4	2.7	2.4
WROX	modern	3.9	3.2	2.3	3.1	1.9
WPCZ	religious	1.1	2.1	3.0	.9	1.5
WTAR	N/T	1.3	1.1	1.0	1.4	1.5

SALT LAKE CITY—(35)

Call	Format	'97	'97	'97	'98	'98
KZHT	top 40	4.4	5.4	5.3	6.8	7.1
KSL	N/T	6.5	5.0	7.3	6.2	6.6
KSFI	AC	8.2	8.8	7.5	8.6	6.4
KODJ	oldies	4.6	4.5	5.1	4.5	5.3
KFNZ	sports	2.7	1.4	2.6	2.6	5.2
KSOP-AM-FM	country	3.8	5.7	4.6	4.7	5.1
KUBL	country	5.2	4.2	4.5	4.2	4.6
KXRB	modern	4.8	4.8	4.4	5.2	4.3
KBER	album	3.2	3.8	5.4	3.6	4.1
KRSP	cls rock	4.6	4.7	4.3	4.2	3.8
KENZ	modern	4.1	5.0	3.9	4.1	3.6
KURR	cls rock	1.7	2.8	2.4	3.2	3.6
KISN-FM	AC	6.1	5.5	4.0	4.5	3.5
KKAT	country	3.7	4.0	3.8	3.9	3.4
KQMB	AC	2.2	2.7	2.2	2.6	3.2
KBBE-FM	AC	5.0	3.9	4.3	3.6	2.9
KOYL/KOVO	adult std	4.1	4.2	3.6	2.8	2.9
KNRS	N/T	.8	—	.1	2.5	2.9
KUMT	AC	3.5	3.1	2.0	2.7	2.1
KOSY	AC	1.2	1.2	1.1	.6	1.9
KALL	N/T	3.2	3.2	4.7	2.6	1.8
KBZN	jazz	1.5	2.9	2.6	1.6	1.7
KSVN	Spanish	.4	—	—	.4	1.1

INDIANAPOLIS—(37)

Call	Format	'97	'97	'97	'98	'98
WFMS	country	12.5	13.8	13.7	10.7	11.4
WFBO	album	10.7	10.8	10.9	10.7	10.7
WBIC	N/T	8.3	8.0	8.3	8.5	9.0
WTLT-FM	R&B	5.6	4.9	4.7	5.5	6.5
WENS	AC	5.9	4.7	5.4	5.5	6.0
WZPL	top 40	6.3	4.9	6.3	6.1	6.0
WRXZ	top 40	4.7	4.9	5.0	6.0	5.9
WGLD	modern	4.1	4.4	4.4	5.0	5.2
WHHS	oldies	5.7	6.4	5.0	5.2	5.0
WHMY	top 40/rhythm	5.7	4.7	5.7	5.1	4.9
WHAP	adult std	3.3	4.2	2.8	2.8	3.8
WTTZ	cls rock	5.1	4.9	4.5	4.7	3.4
WTTZ	triple-A	2.1	2.6	2.3	2.6	2.7
WGRG	R&B adult	1.6	2.5	2.3	2.1	2.0
WGRL	country	—	2.3	2.5	2.0	1.6
WDE	N/T	1.4	1.2	1.8	1.7	1.4
WXIR	religious	1.8	1.3	1.3	1.8	1.4
WKGG	country	.6	1.0	1.1	.6	1.0

NEW ORLEANS—(39)

Call	Format	'97	'97	'97	'98	'98
WQBF	R&B	13.2	13.4	12.7	13.9	13.8
WYLD-FM	R&B adult	7.7	10.0	9.0	8.7	8.3
WWL	N/T	8.5	7.2	8.3	8.4	7.5
WNOL	country	7.7	6.0	8.5	5.5	5.8
WTKL	oldies	4.1	5.3	5.1	5.3	5.5
WLMG	AC	5.1	5.2	5.4	4.6	5.3
WKMD	modern	3.8	3.4	4.8	4.3	4.6

GREENSBORO, N.C.—(40)

Call	Format	'97	'97	'97	'98	'98
WTQR	country	10.7	9.5	10.4	9.7	11.1
WJMH	R&B	8.2	9.3	8.5	7.6	9.2
WMAG	AC	5.9	6.4	7.4	6.3	6.9
WMOG-FM	R&B adult	5.5	7.0	6.4	6.5	6.1
WMQX	oldies	5.5	5.5	5.7	5.9	5.7
WKRR	cls rock	5.5	4.9	6.9	4.9	4.8
WHSL	country	4.8	5.3	5.4	5.7	4.9
WSIS	N/T	3.1	4.0	3.6	5.3	4.7
WKZL	AC	6.2	4.9	3.9	5.4	4.3
WKSI	AC	4.8	4.2	4.2	4.3	4.1
WXRA	modern	3.0	3.2	2.2	2.4	2.7
WKUJ/WKIX	country	2.9	3.0	3.8	2.1	1.9
WMOG-AM	religious	1.6	.9	2.2	1.9	1.7
WEND	modern	1.8	2.9	1.8	1.7	1.6
WDCC	top 40	1.6	1.5	1.3	1.4	1.3
WFMX	country	1.1	1.7	1.3	1.1	1.3
WAAA	R&B adult	.9	.9	.8	1.5	1.1

LAS VEGAS—(43)

Call	Format	'97	'97	'97	'98	'98
KJUL	adult std	8.8	8.6	8.8	8.9	9.9
KLUC	top 40/rhythm	7.9	9.7	9.5	10.2	8.3
WNVR	country	6.0	6.3	4.7	4.9	6.6
KMBB	AC	5.7	6.4	6.5	5.9	6.4
KMZD	AC	5.3	6.1	5.7	5.1	6.1
KSNZ	AC	7.9	6.1	7.2	7.8	6.1
KDTE	modern	5.1	5.2	5.5	4.9	4.5
KFMS	country	3.9	4.1	3.3	5.8	4.3
KKLZ	cls rock	5.5	5.0	4.7	4.1	4.3
KXHT	N/T	4.5	3.0	4.3	3.1	3.9
KBGO	oldies	3.5	3.6	3.7	4.1	3.6
KOMP	album	3.2	3.2	3.4	3.8	3.6
KISF	R&B adult	4.1	3.4	3.2	2.4	3.3
KOOL	oldies	3.4	3.5	3.4	3.1	2.8
KXPT	cls rock	2.4	2.4	1.7	3.0	2.6
KLST	Spanish	2.9	3.1	3.9	3.1	2.4
KVCB	N/T	1.4	1.1	1.5	1.3	2.0
KDOX	Spanish	.7	.8	—	1.7	1.2
KDWN	N/T	1.4	1.5	2.1	1.6	1.1

NASHVILLE—(44)

Call	Format	'97	'97	'97	'98	'98
WSIX	country	13.8	12.5	13.7	11.6	10.2
WNRO	cls rock	4.0	2.8	3.4	7.4	9.4
WQOK	R&B	7.2	10.1	8.8	10.7	9.2
WSM-FM	country	6.1	7.1	7.8	8.1	7.6
WJXA	AC	4.6	3.7	4.3	6.3	5.2
WRMX	oldies	4.3	5.6	5.9	4.3	5.1
WRVW	top 40	7.6	6.0	5.1	5.1	4.9
WGFX	cls rock	7.6	8.0	5.7	5.9	4.3
WKDF	modern	5.9	6.7	5.9	4.6	4.0
WJZZ	jazz	3.9	2.3	4.0	2.7	3.4
WSM-AM	country	2.8	4.1	4.0	3.2	3.4
WLAN-AM	N/T	3.8	3.1	3.5	3.4	3.2
WNTN	N/T	3.7	3.8	3.5	3.4	3.2
WQZO	top 40	2.7	2.3	1.8	1.9	2.8
WVDB	R&B	.8	1.1	1.5	1.4	2.6
WAMB-AM-FM	adult std	1.3	.8	.7	.8	1.2
WZPC	country	1.0	1.0	1.9	1.1	1.1
WVWL	R&B oldies	1.7	1.6	1.5	2.6	1.0

Strongest Increase In Airplay This Week

INCREASE IN PLAYS

TIM MCGRAW • <i>Where The Green Grass Grows (CURB)</i>	+1112
KPLX +36, WKTF +28, KSCS +25, WSM +24, WKLB +20, WRNS +19, WHYL +19, KHEY +19, WYAY +19, KYCY +18	
ALAN JACKSON • <i>I'll Go On Loving You (ARISTA NASHVILLE)</i>	+1023
KYCY +21, KYNG +20, KCCY +18, WSOC +18, KSCS +18, WOKQ +17, WXFG +17, WOKO +17, KRST +17, WCHY +16	
REBA • <i>Forever Love (MCA NASHVILLE)</i>	+673
KSCS +21, WCHY +20, WKTF +17, KIKK +15, KRYS +14, KDRK +14, KRTY +14, WHOK +14, WXTU +14, WCTO +13	
MARK WILLS • <i>Don't Laugh At Me (MERCURY)</i>	+535
WIL +22, WGRL +16, WWGR +14, WOW +14, WPOP +13, KIKK +13, WFRE +13, WPZM +12, KMDL +12, WKSF +12	
LONESTAR • <i>Everything's Changed (BNA)</i>	+519
WKXC +26, WGRL +18, WCOL +18, KNCI +16, WRBT +15, WQBE +14, WSM +13, KUPL +13, WMZQ +13, KZLA +13	
DIAMOND RIO • <i>You're Gone (ARISTA NASHVILLE)</i>	+450
WCOL +18, WZZK +16, KSCS +16, WMZQ +16, WIL +15, KRYS +14, KIKK +14, KDRK +12, KCCY +11, WKJN +11	
JO DEE MESSINA • <i>I'm Alright (CURB)</i>	+436
WCTD +20, KPLX +18, KYCY +16, KDRK +16, WSIX +16, KKBO +16, WYNK +14, WQYK +14, KGMV +13, WCTO +12	
GEORGE STRAIT • <i>True (MCA NASHVILLE)</i>	+425
KPLX +22, WCTD +20, WKXC +15, WKSF +14, WQMX +14, KWNR +14, WRKZ +14, KATM +13, WYNK +13, WMJC +12	
LEE ANN WOMACK • <i>A Little Past Little Rock (DECCA)</i>	+376
KKBO +23, WHYL +19, KKCS +16, KUZZ +15, KVOD +15, KBEO +15, WKIX +14, WCMS +14, WIVK +13, KWJJ +13	
BROOKS & DUNN • <i>How Long Gone (ARISTA NASHVILLE)</i>	+368
KPLX +30, WKXK +18, WGRL +15, WKCC +14, KILT +14, WBBS +13, WRNS +12, WQXK +12, WFRE +12, WOW +10	
FAITH HILL (WITH TIM MCGRAW) • <i>Just To Hear You Say That You Love Me (WARNER BROS.)</i>	+352
WCTD +19, KDRK +18, KAJA +18, WGRL +15, WCMS +15, KGMV +14, WGNA +14, KYGO +14, WCHY +13, WKLB +12	
LEANN RIMES • <i>Nothin' New Under The Moon (CURB/MCG)</i>	+334
WGNE +18, KYCY +17, KUPL +17, KFKF +12, WBCT +10, KFMS +10, WIRK +10, KWJJ +10, WKCN +9, KIIM +9	
MARTINA MCBRIDE • <i>Happy Girl (RCA)</i>	+332
WYGY +19, KITTS +17, KWJJ +17, WWYZ +15, WOKO +14, WXKT +13, WCOS +13, WIL +13, KMDL +12, WKCC +12	
ALABAMA • <i>How Do You Fall In Love (RCA)</i>	+260
KSCS +18, WOKQ +17, WCOL +15, WCHY +11, WCTK +11, KFKF +11, WXKT +10, WOKO +9, WYAY +9, WUSY +8	
SHANIA TWAIN • <i>Honey, I'm Home (MERCURY)</i>	+244
KMLE +22, WMUS +19, KEAY +18, WYGY +13, WGAR +12, KHAY +9, WBCT +8, WSTH +7, KWJJ +7, KSOP +7	

MOST NEW STATIONS

Songs receiving six or more spins for the first time this week

	NEW STATIONS		NEW STATIONS
TIM MCGRAW <i>Where The Green Grass Grows (Curb)</i>	51	ALABAMA <i>How Do You Fall In Love (RCA)</i>	19
LEE ANN WOMACK <i>A Little Past Little Rock (Decca)</i>	31	TY HERNDON <i>It Must Be Love (Epic)</i>	18
LONESTAR <i>Everything's Changed (BNA)</i>	25	DIAMOND RIO <i>You're Gone (Arista Nashville)</i>	17
LEANN RIMES <i>Nothin' New Under The Moon (Curb/MCG)</i>	25	KEITH HARLING <i>Coming Back For You (MCA Nashville)</i>	16
REBA <i>Forever Love (MCA Nashville)</i>	22	ALAN JACKSON <i>I'll Go On Loving You (Arista Nashville)</i>	16
CLINT BLACK <i>Loosen Up My Strings (RCA)</i>	21		

VIDEO PLAYLISTS

CMT
COUNTRY MUSIC TELEVISION

GREAT AMERICAN COUNTRY

	TW	LW		TW	LW	
1 Alabama, How Do You Fall In Love	37	10	1	Jo Dee Messina, I'm Alright	35	33
2 Jo Dee Messina, I'm Alright	34	30	2	Dwight Yoakam, Things Change	31	33
3 Tracy Lawrence, While You Sleep	31	7	3	Garth Brooks, To Make You Feel My Love	31	31
4 Ty Herndon, A Man Holdin' On (To A Woman Lettin' Go)	31	28	4	Dixie Chicks, There's Your Trouble	29	26
5 Faith Hill (With Tim McGraw), Just To Hear You Say That You Love Me	30	28	5	David Kersh, Wonderful Tonight	28	31
6 Terri Clark, Now That I Found You	29	30	6	The Wilkinsons, 26 Cents	28	28
7 Randy Travis, The Hole	29	16	7	Terri Clark, Now That I Found You	25	28
8 Garth Brooks, To Make You Feel My Love	29	27	8	Jeff Carson, Shine On	23	21
9 Brooks & Dunn, How Long Gone	29	29	9	Faith Hill (With Tim McGraw), Just To Hear You Say That You Love Me	22	12
10 Dixie Chicks, There's Your Trouble	28	28	10	Pam Tillis, I Said A Prayer	22	18
11 Joe Diffie, Texas Size Heartache	28	28	11	Mark Wills, Don't Laugh At Me	21	14
12 Collin Raye, I Can Still Feel You	28	28	12	Trisha Yearwood, There Goes My Baby	21	17
13 Trisha Yearwood, There Goes My Baby	28	30	13	Vince Gill, If You Ever Have Forever In Mind	21	17
14 Pam Tillis, I Said A Prayer	28	34	14	Lonestar, Everything's Changed	20	17
15 Vince Gill, If You Ever Have Forever In Mind	27	23	15	Randy Travis, The Hole	20	26
16 Sara Evans, Cryin' Game	22	20	16	Brooks & Dunn, How Long Gone	19	22
17 John Berry, Better Than A Biscuit	22	18	17	Michael Peterson, When The Bartender Cries	18	20
18 Bryan White, Tree Of Hearts	21	21	18	Mindy McCready, The Other Side Of This Kiss	18	19
19 Mark Wills, Don't Laugh At Me	21	21	19	Clay Walker, Then What?	17	12
20 The Great Divide, Pour Me A Vacation	21	20	20	Mila Mason, That's Enough Of That	16	8
21 Clint Daniels, A Fool's Progress	21	21	21	Kenny Chesney, That's Why I'm Here	16	29
22 Billy Dean, Real Man	21	21	22	Collin Raye, I Can Still Feel You	16	27
23 Brady Seals, I Fell	20	20	23	Lorrie Morgan, Go Away	15	13
24 Alan Jackson, I'll Go On Loving You	20	32	24	Randy Travis, Out Of My Bones	15	10
25 BR5-49, Wild One	20	5	25	LeAnn Rimes, Commitment	15	16
26 Mark Nester, Used To The Pain	19	22	26	Joe Diffie, Texas Size Heartache	15	26
27 Dolly Parton, Honky Tonk Songs	19	22	27	John Berry, Better Than A Biscuit	15	0
28 Dwight Yoakam, Things Change	18	14	28	Jeff Carson, The Car	14	6
29 The Wilkinsons, 26 Cents	17	19	29	Gary Allan, Her Man	14	11
30 Shana Petrone, Heaven Bound	15	13	30	Sons Of The Desert, Whatever Comes First	14	9
31 The Bellamy Brothers, Almost Jamaica	15	14	31	Bryan White, Tree Of Hearts	14	6
32 Olivia Newton-John, I Honestly Love You	14	14	32	Sara Evans, Cryin' Game	14	7
33 Michael Peterson, When The Bartender Cries	14	14	33	Alan Jackson, I'll Go On Loving You	14	0
34 Lonestar, Everything's Changed	14	13	34	Martina McBride, Cry On The Shoulder Of The Road	13	7
35 Toby Keith, Tired	14	13	35	Shania Twain, You're Still The One	13	25
36 Clint Black, The Shoes You're Wearing	14	25	36	Mark Nester, Used To The Pain	13	19
37 David Kersh, Wonderful Tonight	14	14	37	Brady Seals, I Fell	13	10
38 Steve Wariner, Holes In The Floor Of Heaven	14	13	38	Shane Stockton, Gonna Have To Fall	12	8
39 LeAnn Rimes, Commitment	14	25	39	Rhett Akins, That Ain't My Truck	12	6
40 Jeff Carson, Shine On	14	14	40	Martina McBride, Safe In The Arms Of Love	12	8

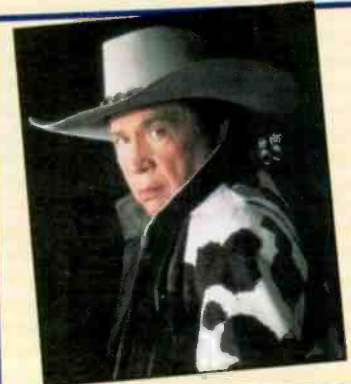
Playlist Tracking Week From July 24-30, 1998

COUNTRY RECURRENT AIRPLAY

RANK	TW	LW	TITLE	ARTIST (IMPRINT/PROMOTION LABEL)	RANK	TW	LW	TITLE	ARTIST (IMPRINT/PROMOTION LABEL)
1	1854	1987	BYE BYE	JO DEE MESSINA (CURB)	14	1220	1293	DREAM WALKIN'	TOBY KEITH (MERCURY)
2	1796	1966	HOLES IN THE FLOOR OF HEAVEN	STEVE WARINER (CAPITOL NASHVILLE)	15	1053	1010	I WANNA FALL IN LOVE	LILA MCCANN (ASYLUM)
3	1792	1935	COMMITMENT	LEANN RIMES (CURB/MCG)	16	1035	1026	I CAN LOVE YOU BETTER	DIXIE CHICKS (MONUMENT)
4	1641	1683	YOU'RE STILL THE ONE	SHANIA TWAIN (MERCURY)	17	1014	1044	LITTLE RED RODEO	COLLIN RAYE (EPIC)
5	1585	1531	NOTHIN' BUT THE TAILLIGHTS	CLINT BLACK (RCA)	18	947	1010	LOVE OF MY LIFE	SAMMY KERSHAW (MERCURY)
6	1573	1635	TWO PINA COLADAS	GARTH BROOKS (CAPITOL/CAPITOL NASHVILLE)	19	926	991	SHE'S GOT IT ALL	KENNY CHESNEY (BNA)
7	1553	1596	THEN WHAT?	CLAY WALKER (GLANT)	20	900	905	MY MARIA	BROOKS & DUNN (ARISTA NASHVILLE)
8	1545	1690	ONE OF THESE DAYS	TIM MCGRAW (CURB)	21	866	893	LOVE GETS ME EVERY TIME	SHANIA TWAIN (MERCURY)
9	1503	1532	IT WOULD BE YOU	GARY ALLAN (DECCA)	22	824	831	HOW DO I GET THERE	DEANA CARTER (CAPITOL NASHVILLE)
10	1300	1370	PERFECT LOVE	TRISHA YEARWOOD (MCA NASHVILLE)	23	817	808	THE SHAKE	NEAL MCCOY (ATLANTIC)
11	1296	1379	OUT OF MY BONES	RANDY TRAVIS (DREAMWORKS)	24	806	892	HOW YOUR LOVE MAKES ME FEEL	DIAMOND RIO (ARISTA NASHVILLE)
12	1253	1308	IF I NEVER STOP LOVING YOU	DAVID KERSH (CURB)	25	802	873	IMAGINE THAT	DIAMOND RIO (ARISTA NASHVILLE)
13	1238	1278	JUST TO SEE YOU SMILE	TIM MCGRAW (CURB)					

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 30.

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212.536.5002

Songs ranked by number of plays in monitored week. Playlists are listed in order of TSM weekly cumulative ranking with the highest-ranking station. Cumulative updates twice yearly following the release of the spring and fall Arbitron surveys. The number of stations shown each week varies depending upon space.

KZLA Los Angeles PD: Bill Fink MD: Mandy McCormack 213-882-8000 Chanceller

WUSN Chicago PD: Alan Sledge MD: Tricia Biundo 312-649-0099 CBS

KSCS Dallas PD: Dean James APD/MD: Linda O'Brian 817-695-0800 ABC/Disney

WKHX Atlanta PD: Neil McGinley MD: Johnny Gray 770-955-0101 ABC/Disney

WXTU Philadelphia PD: Ken Johnson MD: Jim Radler 202-362-9000 Beasley

WMZQ Washington, DC PD: Mac Daniels MD: Jon Anthony 202-362-8330 Chanceller

KEYE Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon 612-820-4200 Chanceller

KILT Houston PD/MD: Debbie Brazier 713-881-5100 CBS

KBQB Houston PD: Steve Hallam APD: Sene Giuttari 713-961-0093 Chanceller

WIL St. Louis PD: Bob Barnett APD/MD: Mark Langston 314-781-9600 Sinclair

KYNG Dallas PD: Dan Pearnan MD: Jim Verdri 972-716-7800 CBS

KYGO Denver OM/PD: John St. John MD: Tad Swendsen 303-321-0950 Jefferson Pilot

WWWW Detroit PD: Tim Roberts MD: Cadillac Jack 313-259-4323 Chanceller

WVKK Knoxville PD: Les Acree MD: Chris Huff 423-588-6511 Dick Broadcasting

WYCD Detroit PD: Eddie Haskell MD: Katie Marroso 248-799-0600 CBS

KNIX Phoenix OM: Larry Daniels MD: Buddy Owens 602-966-6236 Owens Broadcasting

KPLX Dallas PD: Brian Phillips APD: Smokey Rivers 214-526-2400 Susquehanna

KFRG San Bernardino OM: Ray Massie MD: Don Jeffrey 909-825-9525 CBS

WYQK Tampa PD: Beecher Martin MD: Jay Roberts 813-576-6055 CBS

WTQR Greensboro PD: Paul Franklin MD: Deano 336-777-8826 Clear Channel

WUBE Cincinnati PD: Tim Closson MD: Duke Hamilton 513-721-1050 Chanceller

WYAY Atlanta PD: Neil McGinley MD: Johnny Gray 770-955-0106 ABC/Disney

WGAR Cleveland PD: Denny Nugent MD: Chuck Collier 216-328-9950 Nationwide

WFMS Indianapolis PD: Bob Richards MD: J.D. Cannon 317-842-9550 Susquehanna

AIRPLAY **Monitor** POWER PLAYISTS COUNTRY

FOR WEEK ENDING AUGUST 2, 1998

Broadcast Data Systems

KMP5 Seattle	
PD: Mark Richards MD: Tony Thomas 206-443-9400 CBS	
TW	LW
1	Trisha Yearwood, There Goes My Baby
2	Collin Raye, I Can Still Feel You
3	Alan Jackson, I'll Go On Loving You
4	Martina McBride, Happy Girl
5	Terrill Clark, Now That I Found You
6	Faith Hill W/Tim McGraw, Just To Hear Yo
7	Jo Dee Messina, I'm Alright
8	Mark Willis, I Do
9	George Strait, True
10	Ozzie Chicks, There's Your Trouble
11	Brooks & Dunn, How Long Gone
12	Randy Travis, The Hole
13	Vince Gill, If You Ever Have Forever In
14	Reba McEntire, Forever Love
15	Kenny Chesney, That's Why I'm Here
16	LeAnn Rimes, Commitment
17	Steve Wariner, Holes In The Floor Of Hea
18	Mark Willis, Don't Laugh At Me
19	Trisha Yearwood, Perfect Love
20	Shania Twain, You're Still The One
21	Jo Dee Messina, Bye Bye
22	Clint Black, Notin' But The Tailights
23	Tim McGraw, Everywhere
24	Shania Twain, I Wanna Remember This
25	George Strait, I Just Want To Dance With
26	George Strait, One Night At A Time
27	Lila McCann, Down Came A Blackbird
28	Tim McGraw, Just To See You Smile
29	Kevin Sharp, Nobody Knows
30	Garth Brooks, To Make You Feel My Love

KMLE Phoenix	
PD: Jeff Garrison APD/MD: Jon Allen 602-264-0108 Chancellor	
TW	LW
1	Dixie Chicks, There's Your Trouble
2	George Strait, True
3	Ty Herndon, A Man Holdin' On
4	Kenny Chesney, That's Why I'm Here
5	Garth Brooks, To Make You Feel My Love
6	Tim McGraw, Where The Green Grass Grows
7	Alan Jackson, I'll Go On Loving You
8	Jo Dee Messina, I'm Alright
9	Reba McEntire, Forever Love
10	Trisha Yearwood, There Goes My Baby
11	Joe Diffie, Texas Size Heartache
12	Terril Clark, Now That I Found You
13	Lonestar, Everything's Changed
14	John Michael Montgomery, Cover You In Ki
15	LeAnn Rimes, Looking Through Your Eyes
16	Mark Willis, I Do
17	LeAnn Rimes, Nothin' New Under The Moon
18	Clay Walker, You're Beginning To Get To
19	Chad Brock, Evangeline
20	Brooks & Dunn, How Long Gone
21	Ricochet, Honky Tonk Baby
22	Mark Willis, Don't Laugh At Me
23	Shania Twain, Honey, I'm Home
24	Lari White, Stepping Stone
25	George Strait, I Just Want To Dance With
26	Shania Twain W/Bryan White, From This Mo
27	Faith Hill, This Kiss
28	Clint Black, Notin' But The Tailights
29	Garth Brooks, Two Pina Colodas
30	Tim McGraw, Just To See You Smile

WWKA Orlando	
PD: Michael Moore MD: Shadow Stevens 407-98-9292 Cox	
TW	LW
1	Dixie Chicks, There's Your Trouble
2	George Strait, I Just Want To Dance With
3	Martina McBride, Happy Girl
4	Ty Herndon, A Man Holdin' On
5	Joe Diffie, Texas Size Heartache
6	Collin Raye, I Can Still Feel You
7	Terril Clark, Now That I Found You
8	Shania Twain W/Bryan White, From This Mo
9	Trisha Yearwood, There Goes My Baby
10	Garth Brooks, To Make You Feel My Love
11	Faith Hill W/Tim McGraw, Just To Hear Yo
12	Mark Willis, Don't Laugh At Me
13	Jo Dee Messina, I'm Alright
14	Randy Travis, The Hole
15	Alan Jackson, I'll Go On Loving You
16	Pam Tillis, I Said A Prayer
17	Wilkinsons, 26 Cents
18	George Strait, True
19	Lari White, Stepping Stone
20	Vince Gill, If You Ever Have Forever In
21	Tim McGraw, Where The Green Grass Grows
22	John Michael Montgomery, Cover You In Ki
23	Linda Davis, I Wanna Remember This
24	Reba McEntire, Forever Love
25	Brooks & Dunn, How Long Gone
26	Mark Willis, I Do
27	Tracy Byrd, I'm From The Country
28	Kenny Chesney, That's Why I'm Here
29	LeAnn Rimes, Commitment
30	Gary Allan, It Would Be You

WSIX Nashville	
PD/MD: Dave Kelly 615-664-2400 Capstar	
TW	LW
1	Jo Dee Messina, I'm Alright
2	Dixie Chicks, There's Your Trouble
3	Trisha Yearwood, There Goes My Baby
4	Pam Tillis, I Said A Prayer
5	Martina McBride, Happy Girl
6	Faith Hill W/Tim McGraw, Just To Hear Yo
7	Vince Gill, If You Ever Have Forever In
8	Collin Raye, I Can Still Feel You
9	Brooks & Dunn, How Long Gone
10	Garth Brooks, To Make You Feel My Love
11	Reba McEntire, Forever Love
12	Alan Jackson, I'll Go On Loving You
13	George Strait, True
14	Randy Travis, The Hole
15	Lari White, Stepping Stone
16	Diamond Rio, You're Gone
17	Tim McGraw, Where The Green Grass Grows
18	Mark Willis, Don't Laugh At Me
19	Joe Diffie, Texas Size Heartache
20	John Michael Montgomery, Cover You In Ki
21	Patty Loveless, High On Love
22	Dwight Yoakam, Things Change
23	Wilkinsons, 26 Cents
24	Terril Clark, Now That I Found You
25	Lonestar, Everything's Changed
26	Michael Peterson, When The Bartender Cr
27	Steve Wariner W/Garth Brooks, Burnin' Th
28	Tracy Lawrence, While You Sleep
29	Ty Herndon, It Must Be Love
30	Kenny Chesney, That's Why I'm Here

WSOC Charlotte	
PD: Paul Johnson MD: Rick McCracken 704-522-1103 CBS	
TW	LW
1	Alan Jackson, I'll Go On Loving You
2	Faith Hill W/Tim McGraw, Just To Hear Yo
3	Dixie Chicks, There's Your Trouble
4	Joe Diffie, Texas Size Heartache
5	Martina McBride, Happy Girl
6	Vince Gill, If You Ever Have Forever In
7	Trisha Yearwood, There Goes My Baby
8	George Strait, True
9	Collin Raye, I Can Still Feel You
10	Wilkinsons, 26 Cents
11	Dwight Yoakam, Things Change
12	Terril Clark, Now That I Found You
13	Garth Brooks, To Make You Feel My Love
14	John Michael Montgomery, Cover You In Ki
15	Shania Twain W/Bryan White, From This Mo
16	Jo Dee Messina, I'm Alright
17	Randy Travis, The Hole
18	Brooks & Dunn, How Long Gone
19	David Kersh, Wonderful Tonight
20	Pam Tillis, I Said A Prayer
21	Lonestar, Everything's Changed
22	Mark Willis, Don't Laugh At Me
23	Diamond Rio, You're Gone
24	Billy Dean, Real Man
25	Reba McEntire, Forever Love
26	Lari White, Stepping Stone
27	Steve Wariner W/Garth Brooks, Burnin' Th
28	Linda Davis, I Wanna Remember This
29	Clint Daniels, A Fool's Progress
30	Tracy Byrd, I'm From The Country

WDSY Pittsburgh	
OM: Keith Clark APD: Stoney Richards 412-920-9400 CBS	
TW	LW
1	Collin Raye, I Can Still Feel You
2	Reba/Brooks & Dunn, If You See Him/It
3	Mark Willis, I Do
4	Martina McBride, Happy Girl
5	Trisha Yearwood, There Goes My Baby
6	Toby Keith, Dream Walkin'
7	Randy Travis, The Hole
8	Faith Hill W/Tim McGraw, Just To Hear Yo
9	Terril Clark, Now That I Found You
10	Alan Jackson, I'll Go On Loving You
11	Gary Allan, It Would Be You
12	Clay Walker, Then What?
13	Tracy Byrd, I'm From The Country
14	Pam Tillis, I Said A Prayer
15	Kenny Chesney, That's Why I'm Here
16	Ty Herndon, A Man Holdin' On
17	LeAnn Rimes, Commitment
18	Jo Dee Messina, I'm Alright
19	Steve Wariner, Holes In The Floor Of Hea
20	Clint Black, The Shoes You're Wearing
21	George Strait, I Just Want To Dance With
22	Michael Peterson, Too Good To Be True
23	Jo Dee Messina, Bye Bye
24	Lila McCann, I Wanna Fall In Love
25	Tim McGraw, One Of These Days
26	Vince Gill, If You Ever Have Forever In
27	Garth Brooks, To Make You Feel My Love
28	Dwight Yoakam, Things Change
29	Shania Twain W/Bryan White, From This Mo
30	Clint Black, Notin' But The Tailights

WKLB Boston	
PD: Mike Brophy APD/MD: Ginny Rogers 617-542-0241 Greater Media	
TW	LW
1	Martina McBride, Happy Girl
2	Jo Dee Messina, I'm Alright
3	Faith Hill W/Tim McGraw, Just To Hear Yo
4	Dixie Chicks, There's Your Trouble
5	Collin Raye, I Can Still Feel You
6	Trisha Yearwood, There Goes My Baby
7	Reba McEntire, I'd Rather Ride Around Wi
8	Lari White, Stepping Stone
9	Garth Brooks, To Make You Feel My Love
10	Terril Clark, Now That I Found You
11	Dwight Yoakam, Things Change
12	Brooks & Dunn, How Long Gone
13	Alan Jackson, I'll Go On Loving You
14	Vince Gill, If You Ever Have Forever In
15	Pam Tillis, I Said A Prayer
16	George Strait, True
17	Randy Travis, The Hole
18	Diamond Rio, You're Gone
19	Patty Loveless, High On Love
20	John Michael Montgomery, Cover You In Ki
21	Linda Davis, I Wanna Remember This
22	Tim McGraw, Where The Green Grass Grows
23	Reba McEntire, Forever Love
24	Michael Peterson, Too Good To Be True
25	Clint Black, The Shoes You're Wearing
26	The Kinleys, You Make It Seem So Easy
27	Tracy Byrd, I'm From The Country
28	Mark Willis, I Do
29	George Strait, Round About Way
30	David Kersh, Wonderful Tonight

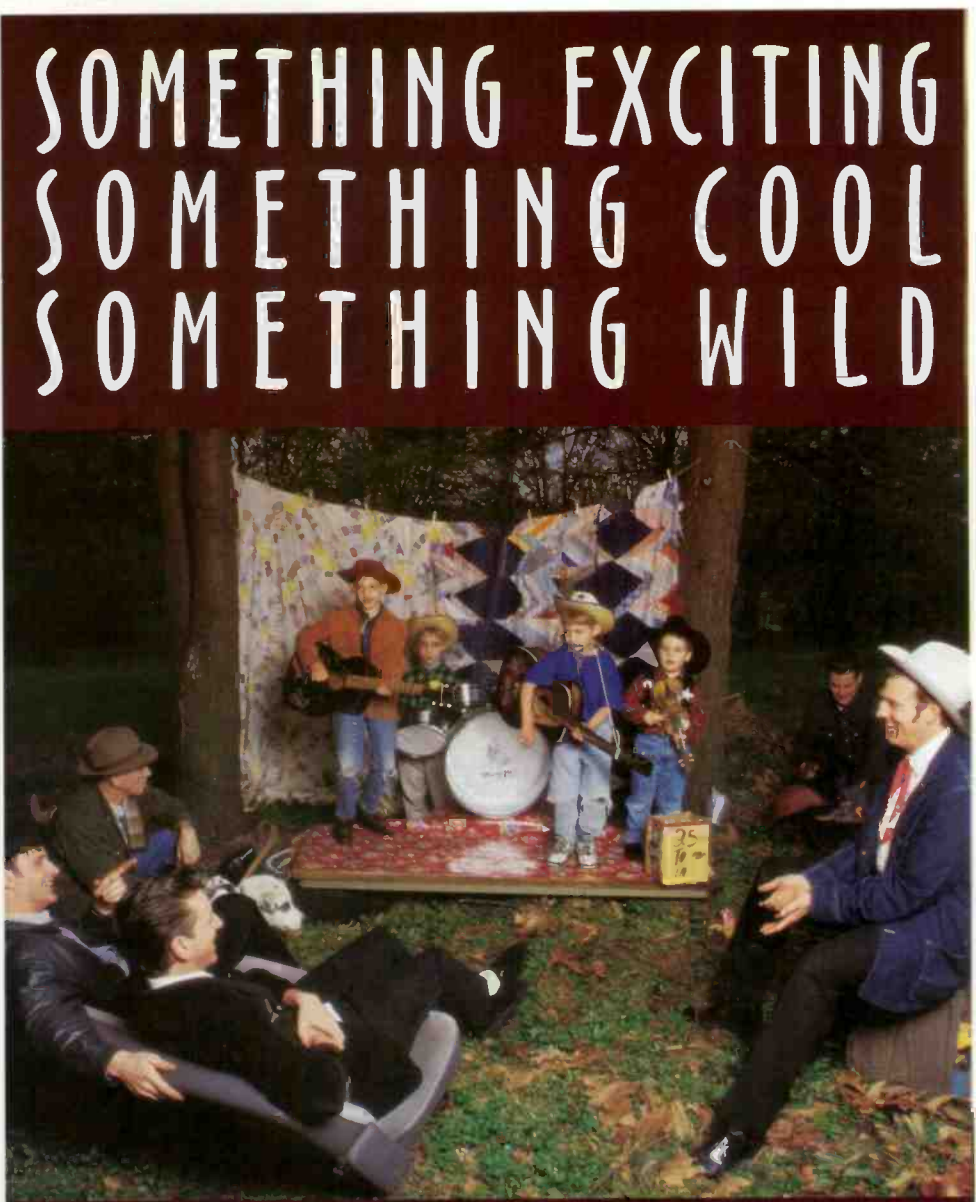
WKIS Miami	
PD: Bob McKay MD: Darlene Evans 954-431-6200 Beasley	
TW	LW
1	Dixie Chicks, There's Your Trouble
2	Trisha Yearwood, There Goes My Baby
3	Vince Gill, If You Ever Have Forever In
4	Martina McBride, Happy Girl
5	Jo Dee Messina, I'm Alright
6	Joe Diffie, Texas Size Heartache
7	Faith Hill W/Tim McGraw, Just To Hear Yo
8	Randy Travis, The Hole
9	George Strait, True
10	Alan Jackson, I'll Go On Loving You
11	Garth Brooks, To Make You Feel My Love
12	Dwight Yoakam, Things Change
13	Reba McEntire, Forever Love
14	Shania Twain W/Bryan White, From This Mo
15	Lari White, Stepping Stone
16	Pam Tillis, I Said A Prayer
17	Brooks & Dunn, How Long Gone
18	Sammy Kershaw, Honky Tonk America
19	Steve Wariner W/Garth Brooks, Burnin' Th
20	Michael Peterson, When The Bartender Cr
21	Mark Willis, Don't Laugh At Me
22	Patty Loveless, High On Love
23	Clint Black, Notin' But The Tailights
24	Diamond Rio, You're Gone
25	Billy Dean, Real Man
26	Linda Davis, I Wanna Remember This
27	Steve Wariner, Holes In The Floor Of Hea
28	Wilkinsons, 26 Cents
29	Dwight Yoakam, Fast As A
30	Confederate Railroad, Trashy Women

WKIX St. Louis	
PD: Jeff Allen MD: Dave Louis 314-621-0400 Emmis	
TW	LW
1	Jo Dee Messina, I'm Alright
2	Martina McBride, Happy Girl
3	Dixie Chicks, There's Your Trouble
4	George Strait, True
5	Trisha Yearwood, There Goes My Baby
6	Brooks & Dunn, How Long Gone
7	John Michael Montgomery, Cover You In Ki
8	Tim McGraw, Where The Green Grass Grows
9	Garth Brooks, To Make You Feel My Love
10	Diamond Rio, You're Gone
11	Faith Hill W/Tim McGraw, Just To Hear Yo
12	Wilkinsons, 26 Cents
13	Collin Raye, I Can Still Feel You
14	Shania Twain, Honey, I'm Home
15	Shania Twain W/Bryan White, From This Mo
16	Steve Wariner W/Garth Brooks, Burnin' Th
17	Joe Diffie, Texas Size Heartache
18	Randy Travis, The Hole
19	Michael Peterson, When The Bartender Cr
20	Lonestar, Everything's Changed
21	Tracy Byrd, I'm From The Country
22	Patty Loveless, High On Love
23	Pam Tillis, I Said A Prayer
24	Ty Herndon, A Man Holdin' On
25	Kenny Chesney, That's Why I'm Here
26	Tracy Byrd, I Wanna Feel That Way Again
27	Lari White, Stepping Stone
28	Terril Clark, Now That I Found You
29	Mark Willis, Don't Laugh At Me
30	Keith Harling, Coming Back For You

WAMZ Louisville	
PD/MD: Coyote Calhoun 502-582-7840 Clear Channel	
TW	LW
1	Jo Dee Messina, I'm Alright
2	Pam Tillis, I Said A Prayer
3	Joe Diffie, Texas Size Heartache
4	Faith Hill W/Tim McGraw, Just To Hear Yo
5	George Strait, True
6	Garth Brooks, To Make You Feel My Love
7	Clay Walker, Ordinary People
8	Shania Twain W/Bryan White, From This Mo
9	Alan Jackson, I'll Go On Loving You
10	Brooks & Dunn, How Long Gone
11	Wilkinsons, 26 Cents
12	Mark Nesler, Used To The Pain
13	Diamond Rio, You're Gone
14	Wade Hayes, How Do You Sleep At Night
15	Reba McEntire, Forever Love
16	Vince Gill, If You Ever Have Forever In
17	Collin Raye, I Can Still Feel You
18	Trisha Yearwood, There Goes My Baby
19	Martina McBride, Happy Girl
20	Rick Trevino, Only Lonely Me
21	Tim McGraw, Where The Green Grass Grows
22	LeAnn Rimes, Nothin' New Under The Moon
23	Randy Travis, The Hole
24	Dwight Yoakam, Things Change
25	Bradley Sells, I Tell
26	Patty Loveless, High On Love
27	Lari White, Stepping Stone
28	Neal McCoy, Love Happens Like That
29	Shania Twain, Honey, I'm Home
30	John Michael Montgomery, Cover You In Ki

KIKK Houston	
PD: John Roberts MD: Jay Kelly 713-881-5957 CBS	
TW	LW
1	John Michael Montgomery, Cover You In Ki
2	George Strait, True
3	Faith Hill W/Tim McGraw, Just To Hear Yo
4	Vince Gill, If You Ever Have Forever In
5	David Kersh, Wonderful Tonight
6	Garth Brooks, To Make You Feel My Love
7	Wilkinsons, 26 Cents
8	Mark Willis, Don't Laugh At Me
9	Pam Tillis, I Said A Prayer
10	Lonestar, Everything's Changed
11	Trisha Yearwood, There Goes My Baby
12	Terril Clark, Now That I Found You
13	Martina McBride, Happy Girl
14	Brooks & Dunn, How Long Gone
15	Ty Herndon, A Man Holdin' On
16	Clint Daniels, A Fool's Progress
17	Dixie Chicks, There's Your Trouble
18	Lari White, Stepping Stone
19	Alan Jackson, I'll Go On Loving You
20	Randy Travis, The Hole
21	Clay Walker, Ordinary People
22	Mindy McCready, The Other Side
23	Reba McEntire, I'll Give You Something T
24	Reba McEntire, Forever Love
25	George Strait, I Just Want To Dance With
26	Clint Black, The Shoes You're Wearing
27	Diamond Rio, You're Gone
28	Jeff Carson, Shine On
29	Wade Hayes, How Do You Sleep At Night
30	Jo Dee Messina, I'm Alright

KUPL Portland, OR	
PD: Cary Rolte MD: Rick Taylor 503-223-0300 CBS	
TW	LW
1	Faith Hill W/Tim McGraw, Just To Hear Yo
2	John Michael Montgomery, Cover You In Ki
3	Garth Brooks, To Make You Feel My Love
4	Ty Herndon, A Man Holdin' On
5	Randy Travis, The Hole
6	Dwight Yoakam, Things Change
7	Jo Dee Messina, I'm Alright
8	Trisha Yearwood, There Goes My Baby
9	Alan Jackson, I'll Go On Loving You
10	George Strait, True
11	Martina McBride, Happy Girl
12	Brooks & Dunn, How Long Gone
13	Wilkinsons, 26 Cents
14	LeAnn Rimes, Nothin' New Under The Moon
15	Dixie Chicks, There's Your Trouble
16	Tim McGraw, Where The Green Grass Grows
17	Joe Diffie, Texas Size Heartache
18	Lari White, Stepping Stone
19	Tracy Byrd, I Wanna Feel That Way Again
20	Vince Gill, If You Ever Have Forever In
21	Shania Twain, You're Still The One
22	Jo Dee Messina, Bye Bye
23	Mark Willis, I Do
24	Reba/Brooks & Dunn, If You See Him/It
25	Toby Keith, Dream Walkin'
26	Lonestar, Come Cryin' To Me
27	Anita Cochran W/Steve Wariner, What If I
28	Patty Loveless, High On Love
29	Pam Tillis, I Said A Prayer
30	George Strait, I Just Want To Dance With



BR5-49

"WILD ONE"

The premiere single and video from their new album, **BIG BACKYARD BEAT SHOW.**

OFFICIAL IMPACT DATE: AUGUST 3

Management: TenTer Management Nashville, TN
Produced by Jozef Nuyens and Mike Janas for Castle Productions, Inc.
www.br5-49.com www.twangrhis.com This Is Country Music
ARISTA © 1998 Arista Records, Inc., a unit of BMG Entertainment WHERE THE FUTURE LOOKS BEIGHT

Songs ranked by number of plays in monitored week. Playlists are listed in order of TSA weekly come, beginning with the highest-cumulating station. Cumes are updated twice yearly following the release of the spring and fall Arbitron surveys. The number of stations shown each week varies depending upon space.

WPOC Baltimore PD: Scott Lindy MD: Todd Berry 410-366-3693 Nationwide

KSON San Diego MD: Steve Barnes 619-291-9797 Jefferson Pilot

WVYZ Hartford PD: Greg Roche MD: John Saville 860-723-6000 Capstar

WZZK Birmingham PD: Jim Tice MD: Scott Stewart 205-916-1100 Cox

WSSL Greenville PD: Bruce Logan PD/MD: Kerry Owen 864-242-1005 Capstar

WSM Nashville PD: Greg Cole MD: Kevin Anderson 615-889-6595 Gaylord

KXXY Oklahoma City MD: Bill Reed 405-528-5543 Clear Channel

WMIL Milwaukee OM/MD: Kerry Wolfe MD: Mitch Morgan 414-545-8900 Clear Channel

WKKT Charlotte PD/MD: Bill Young 704-332-9444 Capstar

WUSY Chattanooga PD: Clay Huncutt MD: Bill Poindexter 423-892-3333 Cumulus

WBCT Grand Rapids OM: Doug Montgomery 616-459-1919 Clear Channel

KBEQ Kansas City PD: Mike Kennedy MD: T.J. McEntire 816-531-2535 CBS

WDAF Kansas City PD/MD: Ted Cramer 913-236-9800 Entercom

WCOL Columbus, OH Acting PD: John Crenshaw 614-221-7811 Nationwide

WRBQ Tampa PD: Ronnie Lane 813-287-1047 Clear Channel

WQDR Raleigh OM: Len Shackelford 919-876-6464 Curtis Media

WGNA Albany, NY PD: Buzz Brindle MD: Bill Earley 518-782-1474 Capstar

KYCY San Francisco PD: Tim Jordan APD/MD: Steve Jordan 415-391-9330 CBS

WESC Greenville MD: Ron Brooks MD: John Landrum 864-242-4660 Capstar

KWJJ Portland, OR PD: Robin Mitchell APD: Craig Lockwood 503-228-4393 Fisher Broadcasting

KFKF Kansas City PD: Dale Carter MD: Tony Stevens 816-753-4000 CBS

WDRM Huntsville PD: Mark Donovan MD: Dan McClain 205-353-1750 Capstar

KAJA San Antonio PD: Keith Montgomery MD: Jennie James 210-736-9700 Clear Channel

WVLK Lexington PD: Damon Moberly 606-253-5900 HHM Broadcasting

OVER 200,000 SOLD

OneHeart at a Time

A Song of Hope
A Work of Love

Featuring

Garth Brooks

Billy Dean

Faith Hill


Olivia Newton-John

Neal McCoy

Michael McDonald

Victoria Shaw

Bryan White

 **Cystic
Fibrosis
Foundation**
A PORTION OF ALL PROCEEDS
GO TO THE CYSTIC FIBROSIS
FOUNDATION

AVAILABLE ON
ATLANTIC 



IF YOU CARE...GIVE IT SOME AIR!

COUNTRY AIRPLAY MONITOR REPORTS

FOR WEEK ENDING AUGUST 2, 1998

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

ALABAMA		778/260			BROOKS & DUNN		4176/368			TRACY BYRD		1253/220			CLINT DANIELS		899/91			LINDA DAVIS		1805/208				
How Do You Fall In Love (RCA)		Chart Move: 53-46			How Long Gone (Arista Nashville)		Chart Move: 13-9			I Wanna Feel That Way Again (MCA Nashville)		Chart Move: 43-40			A Fool's Progress (Arista Nashville)		Chart Move: 46-44			I Wanna Remember This (DreamWorks)		Chart Move: 35-34				
Total Stations: 90					Total Stations: 165					Total Stations: 122					Total Stations: 103					Total Stations: 158						
	TW	LW	WZ	TP		TW	LW	WZ	TP		TW	LW	WZ	TP		TW	LW	WZ	TP		TW	LW	WZ	TP		
CMT	14	17	18	180	Austin	KASE	2	2	2	1	CMT	14	17	18	180	Austin	KASE	2	2	2	1	CMT	14	17	18	180
GAC	16	17	18	165	Birmingham	KWZZ	3	3	25	2	GAC	14	17	18	165	Birmingham	KWZZ	3	3	25	2	GAC	14	17	18	165
KIFK	21	22	14	165	Richmond	WKHH	19	20	19	133	KIFK	21	22	14	165	Richmond	WKHH	19	20	19	133	KIFK	21	22	14	165
KZLA	10	13	3	21	Albany	WGNA	20	21	18	48	KZLA	10	13	3	21	Albany	WGNA	20	21	18	48	KZLA	10	13	3	21
WUSN	10	6	3	21	Greenville	WSSS	19	11	7	72	WUSN	10	6	3	21	Greenville	WSSS	19	11	7	72	WUSN	10	6	3	21
KYCY	6	4	3	16	Tulsa	KVOD	20	16	9	55	KYCY	6	4	3	16	Tulsa	KVOD	20	16	9	55	KYCY	6	4	3	16
WXTU	13	7	1	1	Scranton	KWEN	19	11	1	3	WXTU	13	7	1	1	Scranton	KWEN	19	11	1	3	WXTU	13	7	1	1
WUWV	13	7	1	1	Scranton	KWLX	12	1	1	57	WUWV	13	7	1	1	Scranton	KWLX	12	1	1	57	WUWV	13	7	1	1
WYCD	18	1	1	1	Scranton	WGGY	2	2	1	6	WYCD	18	1	1	1	Scranton	WGGY	2	2	1	6	WYCD	18	1	1	1
KPLX	18	1	1	1	Scranton	KIHM	2	1	1	93	KPLX	18	1	1	1	Scranton	KIHM	2	1	1	93	KPLX	18	1	1	1
KYNG	19	1	1	1	Tucson	KIEM	2	1	1	111	KYNG	19	1	1	1	Tucson	KIEM	2	1	1	111	KYNG	19	1	1	1
WYZQ	19	1	1	1	Tucson	WCTO	2	1	1	144	WYZQ	19	1	1	1	Tucson	WCTO	2	1	1	144	WYZQ	19	1	1	1
KILK	21	13	2	28	Allentown	KSKS	20	21	143	KILK	21	13	2	28	Allentown	KSKS	20	21	143	KILK	21	13	2	28		
KRBB	21	13	2	28	Fresno	WBCT	20	21	143	KRBB	21	13	2	28	Fresno	WBCT	20	21	143	KRBB	21	13	2	28		
KWLB	22	14	1	1	Gr.Rap.	WBSB	20	21	248	KWLB	22	14	1	1	Gr.Rap.	WBSB	20	21	248	KWLB	22	14	1	1		
KWIS	22	14	1	1	Gr.Rap.	WBBW	21	13	81	KWIS	22	14	1	1	Gr.Rap.	WBBW	21	13	81	KWIS	22	14	1	1		
KWXX	22	14	1	1	Knob.	WKVH	21	18	113	KWXX	22	14	1	1	Knob.	WKVH	21	18	113	KWXX	22	14	1	1		
WYAY	22	14	1	1	Knob.	KHUY	21	26	154	WYAY	22	14	1	1	Knob.	KHUY	21	26	154	WYAY	22	14	1	1		
KRST	22	14	1	1	El Paso	KHST	22	26	154	KRST	22	14	1	1	El Paso	KHST	22	26	154	KRST	22	14	1	1		
KYCW	22	14	1	1	Omaha	KXKT	19	19	196	KYCW	22	14	1	1	Omaha	KXKT	19	19	196	KYCW	22	14	1	1		
WJWC	22	14	1	1	Omaha	WOW	22	17	152	WJWC	22	14	1	1	Omaha	WOW	22	17	152	WJWC	22	14	1	1		
KSDN	22	14	1	1	Harrisb.	WHYL	22	32	296	KSDN	22	14	1	1	Harrisb.	WHYL	22	32	296	KSDN	22	14	1	1		
KEY	22	14	1	1	Harrisb.	WHYL	22	32	296	KEY	22	14	1	1	Harrisb.	WHYL	22	32	296	KEY	22	14	1	1		
WIL	22	14	1	1	Harrisb.	WRZK	22	17	107	WIL	22	14	1	1	Harrisb.	WRZK	22	17	107	WIL	22	14	1	1		
WKKX	22	14	1	1	Harrisb.	WRZK	22	17	107	WKKX	22	14	1	1	Harrisb.	WRZK	22	17	107	WKKX	22	14	1	1		
WGRX	22	14	1	1	Toledo	WKRO	19	21	99	WGRX	22	14	1	1	Toledo	WKRO	19	21	99	WGRX	22	14	1	1		
WPDQ	22	14	1	1	Monterey	KIEM	2	1	1	111	WPDQ	22	14	1	1	Monterey	KIEM	2	1	1	111	WPDQ	22	14	1	1
WWSY	22	14	1	1	New Bern	WBSB	20	21	218	WWSY	22	14	1	1	New Bern	WBSB	20	21	218	WWSY	22	14	1	1		
KMLE	22	14	1	1	B.Rouge	WKJN	23	23	145	KMLE	22	14	1	1	B.Rouge	WKJN	23	23	145	KMLE	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1	B.Rouge	WJCN	24	21	145	KML	22	14	1	1		
WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1	B.Rouge	WJCN	24	21	145	WYCK	22	14	1	1		
KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1	B.Rouge	WJCN	24	21	145	KIHM	22	14	1	1		
KML	22	14	1	1	B.Rouge	WJCN																				

COUNTRY AIRPLAY **SONG ACTION REPORT** FOR WEEK ENDING AUGUST 7, 1998

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

ALAN JACKSON 3469/1023										DAVID KERSH 2064/168										SAMMY KERSHAW 1289/100										LONESTAR 1915/519										PATTY LOVELESS 2541/92										
I'll Go On Loving You (Arista Nashville)										Wonderful Tonight (Curb)										Honky Tonk America (Mercury)										Everything's Changed (BNA)										High On Love (Epic)										
Total Stations: 163										Total Stations: 156										Total Stations: 131										Total Stations: 155										Total Stations: 161										
Chart Move: 25-18										Chart Move: 34-32										Chart Move: 42-39										Chart Move: 39-33										Chart Move: 24-24										
TW LW ZW TP										TW LW ZW TP										TW LW ZW TP										TW LW ZW TP										TW LW ZW TP										
L.A.	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5	L.A.	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5	L.A.	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5

MARTINA MCBRIDE 5555/332										NEAL MCCOY 1143/123										TIM MCGRAW 2310/112										JO DEE MESSINA 5233/436										JOHN MICHAEL MONTGOMERY 3897/202										
Happy Girl (RCB)										Love Happens Like This (Atlantic)										Where The Green Grass Grows (Curb)										I'm Alright (Curb)										Cover You In Kisses (Atlantic)										
Total Stations: 165										Total Stations: 111										Total Stations: 148										Total Stations: 165										Total Stations: 163										
Chart Move: 2-2										Chart Move: 44-41										Chart Move: 41-26										Chart Move: 6-4										Chart Move: 14-12										
TW LW ZW TP										TW LW ZW TP										TW LW ZW TP										TW LW ZW TP										TW LW ZW TP										
L.A.	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5	L.A.	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5	L.A.	CMT	14	14	18	83	Austin	KASE	KVET	2	2	1	5

Monitor **COUNTRY**

AIRPLAY
Broadcast Data Systems
COUNTRY AIRPLAY REPORT

FOR WEEK ENDING AUGUST 2, 1998

Detailed tracking for songs with increased spins this week. Total Plays/Gain does not include video play. Markets listed in order of population.

REBA **2653/673**
Forever Love (MCA Nashville)
Total Stations: 163 Chart Move: 31-22

	TW	LW	ZW	IP	Austin	Chart	TW	LW	ZW	IP	
LA	CMT	20	20	10	50	37	KASE	3	1	1	4
	KYF	13	14	6	35		KVET	2	1	1	2
	KZLA	23	23	10	44		WZKA	2	1	1	2
Chicago	WUSN	22	23	14	46		WZKH	8	6	3	18
San Fran.	KYCY	21	23	6	35		WGNA	4	2	2	6
Phila.	WKTO	22	23	6	35		WESG	14	14	14	14
Detroit	WWWW	15	11	11	37		WSSL	26	25	20	74
	WYCD	5	5	5	5		WYCD	10	11	21	27
Dallas	KPLX	23	19	7	39		KWEN	1	1	1	6
	KSCS	21	1	2	13		WCTD	6	10	10	41
Wash., DC	KYNG	20	8	1	29		KIIM	2	1	1	2
Houston	WMZQ	11	8	1	29		KTEX	2	1	1	3
	KIKK	19	14	1	23		WCTO	1	1	1	2
Boston	KULB	12	13	3	28		KSAS	1	1	1	2
Miami	KBQB	11	11	10	30		WBCM	1	1	1	2
Atlanta	WYAY	22	14	4	35		WBBS	2	1	1	5
Seattle	KMPS	22	9	1	28		KRST	13	11	3	39
	KTCW	9	10	19	19		KKXT	2	1	1	6
Long Isl.	KSON	18	16	6	40		WHYL	27	27	29	99
San Diego	KEYE	15	13	1	29		WRBT	18	10	2	30
Min.	WILL	21	11	1	27		WRLO	15	13	5	33
St. Louis	WKXX	20	18	6	44		KWIK	13	14	6	46
	WGRX	20	19	4	40		KTOM	16	14	12	42
Balt.	WPOC	16	11	4	41		WRNS	22	23	27	76
	WWSY	11	9	1	33		WYCD	1	1	1	6
Phis.	KMLE	30	25	28	173		WYCD	19	19	1	6
Phoenix	KNX	10	10	10	10		WYWN	9	9	9	28
	WYWN	10	10	10	10		KODK	23	23	19	60
Tampa	WYQK	14	13	12	39		WWSW	18	18	20	68
	WRBO	14	11	3	28		KWSN	20	20	20	68
Cleveland	WYQK	5	5	1	7		KUZJ	22	22	9	53
Denver	KYGO	5	5	1	7		WEZL	20	18	12	50
Port., OR	KUPL	5	5	1	7		KWAZ	12	10	10	36
	KWAZ	12	10	10	36		WJWJ	28	11	4	42
Cincinnati	WUBE	18	15	5	38		WCOS	15	12	3	32
	WYCD	14	17	14	41		KJYY	9	7	7	23
	WBUR	18	15	1	35		WQXX	20	20	6	54
Kan. City	KBEQ	16	13	1	31		KFKF	19	16	9	44
	KFKF	16	13	1	31		KZSN	22	18	17	57
	WDFW	16	16	4	26		KDRK	17	3	2	20
Rivers	KFRG	3	3	1	3		WONE	16	16	16	51
Milwaukee	WML	16	11	1	21		KWBO	22	21	18	65
Sacram.	KNCI	3	3	1	3		WJBO	22	21	18	65
San Jose	KRTY	20	21	16	56		KMDL	22	21	11	54
Providence	WCTK	23	20	14	57		KKKC	21	22	11	59
Portland, OR	WYCD	20	18	3	35		WYCD	17	16	5	58
Colum., OH	WHOK	20	18	3	35		WYCD	17	16	5	58
Norfolk	WYCD	17	13	15	45		WWSY	14	12	8	34
	WYCD	17	13	15	45		WWSY	14	12	8	34
San Antonio	WGH	15	3	1	18		WKAT	26	23	3	44
	KYCY	1	4	3	21		WHLK	25	14	2	42
Salt Lake	KKAT	17	11	9	37		WDRM	18	10	4	47
	KSOP	18	13	6	31		WZMX	13	7	6	26
	WZMX	13	7	6	26		KWAZ	6	6	1	1
Indian	WFMS	16	12	4	32		WJWJ	28	11	4	42
	WGRX	15	14	2	29		WYCD	19	19	1	6
Char., NC	WKAT	17	13	4	34		WYCD	19	19	1	6
	WSDO	14	13	3	34		WYCD	19	19	1	6
New Or.	WNDE	8	9	9	26		KATM	15	6	1	22
Orlando	WYCD	20	18	21	49		WYCD	17	16	5	58
Buffalo	WYRK	14	10	24	61		WYCD	17	16	5	58
Hartford	WYCD	13	8	5	31		WYCD	17	16	5	58
Greensb.	WYCD	18	8	1	27		WYCD	17	16	5	58
Memphis	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58
Nashv.	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58
Rochest.	WYCD	18	8	1	27		WYCD	17	16	5	58
W.P. Beach	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58
Las Vegas	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58
Louisv.	WYCD	18	8	1	27		WYCD	17	16	5	58
Ral./Dur.	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58
Okl. City	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58
Jacksonv.	WYCD	18	8	1	27		WYCD	17	16	5	58
	WYCD	18	8	1	27		WYCD	17	16	5	58

LEANN RIMES **1108/334**
Nothin' New Under The Moon (Curb/MCG)
Total Stations: 106 Chart Move: 47-42

	TW	LW	ZW	IP	Austin	Chart	TW	LW	ZW	IP	
LA	CMT	21	7	5	43	43	KASE	6	6	2	10
	KYF	18	11	10	43		WZKA	6	6	2	10
	KZLA	15	19	20	85		WZKH	3	5	2	6
Chicago	WUSN	19	20	18	63		WGNA	3	5	2	6
San Fran.	KYCY	17	1	1	10		WESG	11	3	4	3
Phila.	WKTO	17	11	11	38		WSSL	11	4	5	27
Detroit	WWWW	17	11	11	37		WYCD	10	11	21	27
	WYCD	8	4	1	12		KWEN	1	1	1	6
Dallas	KPLX	15	29	30	284		WCTD	5	5	1	5
	KSCS	28	25	29	220		KIIM	12	3	1	15
Wash., DC	KYNG	33	25	25	155		KTEX	1	1	1	3
Houston	KIKK	10	4	1	24		WCTO	13	7	1	18
	KULB	10	4	1	24		KSAS	3	6	3	12
Boston	KBQB	21	25	4	46		WBCM	1	1	1	5
Miami	WYAY	13	7	10	30		KRST	4	2	2	6
Atlanta	WYAY	22	14	4	35		KKXT	1	1	1	6
Seattle	KMPS	23	22	15	104		WHYL	15	6	1	22
	KTCW	9	8	2	26		WRBT	18	10	2	30
Long Isl.	KSON	18	16	6	40		WRLO	15	13	5	33
San Diego	KEYE	15	13	1	29		KWIK	13	14	6	46
Min.	WILL	21	11	1	27		KTOM	16	14	12	42
St. Louis	WKXX	20	18	6	44		WRNS	22	23	27	76
	WGRX	20	19	4	40		WYCD	1	1	1	6
Balt.	WPOC	16	11	4	41		WYCD	19	19	1	6
	WWSY	11	9	1	33		WYWN	9	9	9	28
Phis.	KMLE	30	25	28	173		KODK	23	23	19	60
Phoenix	KNX	10	10	10	10		WWSW	18	18	20	68
	WYWN	10	10	10	10		KWSN	20	20	20	68
Tampa	WYQK	14	13	12	39		KUZJ	22	22	9	53
	WRBO	14	11	3	28		WEZL	20	18	12	50
Cleveland	WYQK	5	5	1	7		KWAZ	12	10	10	36
Denver	KYGO	5	5	1	7		WJWJ	28	11	4	42
Port., OR	KUPL	5	5	1	7		WCOS	15	12	3	32
	KWAZ	12	10	10	36		KJYY	9	7	7	23
Cincinnati	WUBE	18	15	5	38		WQXX	20	20	6	54
	WYCD	14	17	14	41		KFKF	19	16	9	44
	WBUR	18	15	1	35		KZSN	22	18	17	57
Kan. City	KBEQ	16	13	1	31		KDRK	17	3	2	20
	KFKF	16	13	1	31		WONE	16	16	16	51
	WDFW	16	16	4	26		KWBO	22	21	18	65
Rivers	KFRG	3	3	1	3		WJBO	22	21	18	65
Milwaukee	WML	16	11	1	21		KMDL	22	21	11	54
Sacram.	KNCI	3	3	1	3		KKKC	21	22	11	59
San Jose	KRTY	20	21	16	56		WYCD	17	16	5	58
Providence	WCTK	23	20	14	57		WYCD	17	16	5	58
Portland, OR	WYCD	20	18	3	35		WYCD	17	16	5	58
Colum., OH	WHOK	20	18	3	35		WYCD	17	16	5	58
Norfolk	WYCD	17	13	15	45		WWSY	14	12	8	34
	WYCD	17	13	15	45		WWSY	14	12	8	34
San Antonio	WGH	15	3	1	18		WKAT	26	23	3	44
	KYCY	1	4	3	21		WHLK	25	14	2	42
Salt Lake	KKAT	17	11	9	37		WDRM	18	10	4	47
	KSOP	18	13	6	31		WZMX	13	7	6	26
	WZMX	13	7	6	26		KWAZ	6	6	1	1
Indian	WFMS	16	12	4	32		WJWJ	28	11	4	42
	WGRX	15	14	2	29		WYCD	19	19	1	6
Char., NC	WKAT	17	13	4	34		WYCD	19	19	1	6
	WSDO	14	13	3	34		WYCD	19	19	1	6
New Or.	WNDE	8	9	9	26		KATM	15	6	1	22
Orlando	WYCD	20	18	21	49		WYCD	17	16	5	58
Buffalo	WYRK	14	10	24	61		WYCD	17	16	5	58
Hartford	WYCD	13	8	5	31		WYCD	17	16	5	58
Greensb.	WYCD	18	8	1	27		WYCD	17	16	5	58
Memphis	WYCD	1									

Upward-moving songs ranked in order of spin count. Only titles which increase in detections over the prior period are eligible to appear on this page.



Total Plays/Gain

ALAN JACKSON 3469/1023
I'll Go On Loving You (Arista Nashville)
Total Stations: 163/Chart Move: 25-18
Heavy (35+ plays): 7 KMLE, KMPS, KSOP, KYNG, WAMZ, WPZM, WYGY
Medium (25-34): 50 KBEQ, KCCY, KDDK, KHEY, KILT, KKBQ, KMDL, KNIX, KPLX, KSSN, KSTP, KUPL, KUZZ, KXKT, KZSN, WBCT, WBEE, WCMG, WCKT, WDSY, WEZL, WGH, WGT, WNYL, WIRK, WJVC, WJCL, WKIX, WKJN, WKLB, WLWI, WMSI, WNK, WQDR, WQK, WQXK, WRBT, WRNS, WROO, WSIX, WSM, WSOC, WSSL, WSTH, WTQR, WUBE, WWR, WXFG, WYRK, WZZK
Light (Under 25): 106
New Airplay This Week: 16 KKAT, KOUL, KRST, KSCS, KTOM, KYCW, KYCY, WCHY, WCTD, WKHK, WKXC, WOKO, WOKQ, WUSN, WXBM, WXTU

DIAMOND RIO 3038/450
You're Gone (Arista Nashville)
Total Stations: 162/Chart Move: 22-21
Heavy (35+): 3 KEEY, KUZZ, WGRL
Medium (25-34): 28 KBEQ, KDDK, KHEY, KSSN, WBCT, WCKT, WESC, WFLS, WGH, WHYL, WIRK, WJCL, WKCN, WKHK, WKJN, WKTF, WKXC, WMZQ, WNCY, WPZM, WQIK, WRBT, WRNS, WSTH, WYGY, WXKT, WYAY, WYGY
Light (Under 25): 131
New Airplay This Week: 17 KIKK, KKBQ, KNIX, KRYS, KSCS, KYCY, WCOL, WDAF, WFRE, WGGY, WIL, WOGY, WUBE, WUSN, WYKA, WXTU, WZZK

2999 - 1000 DETECTIONS

Total Plays/Gain

REBA 2653/673
Forever Love (MCA Nashville)
Total Stations: 163/Chart Move: 31-22
Heavy (35+): 0
Medium (25-34): 19 KCCY, KHAY, KKCS, KMLE, WBCT, WBEE, WCHY, WGAR, WHYL, WKCN, WKIX, WPOR, WQXK, WRNS, WSIX, WSM, WSSL, WWR, WXKT
Light (Under 25): 144
New Airplay This Week: 22 KAJA, KDRK, KSMY, KIIM, KIKF, KRYS, KSCS, WCTD, WCTO, WGH, WKHX, WKKT, WKXK, WKSF, WOGY, WQDR, WQIK, WQMK, WROO, WVLC, WYKA, WXTU

PATTY LOVELESS 2541/92
High On Love (Epic)
Total Stations: 161/Chart Move: 24-24
Heavy (35+): 0
Medium (25-34): 21 KBEQ, KDDK, KPLX, KYNG, WBCT, WCOL, WGH, WHYL, WKCN, WKIX, WKXC, WLWI, WMJC, WMZQ, WQXK, WRNS, WSTH, WYGY, WXKT, WYAY, WYD
Light (Under 25): 140
New Airplay This Week: 4 KRYS, KYNG, WBBS, WYKA

TIM MCGRAW 2310/1112
Where The Green Grass Grows (Curb)
Total Stations: 148/Chart Move: 41-26
Heavy (35+): 4 KMLE, KPLX, KWWJ, WKTF
Medium (25-34): 14 KDDK, KKBQ, KSCS, KUPL, KUZZ, KYNG, KZSN, WKIX, WNCY, WNKT, WPZM, WQIK, WSM, WYGY
Light (Under 25): 130
New Airplay This Week: 51 KDRK, KFDI, KHEY, KIIM, KIKF, KIKK, KILT, KMDL, KNCI, KRST, KRTY, KSCS, KTTS, KUBL, KVOO, KWN, KYCY, WCKT, WCKT, WDAF, WDRM, WESC, WFLS, WFSM, WFRE, WGH, WGT, WHSL, WHYL, WIRK, WKCO, WKHK, WKKO, WKLB, WKSF, WLWI, WMJC, WMSI, WMZQ, WPOC, WQDR, WQYK, WRBT, WRKZ, WRNS, WSM, WTQR, WYKA, WXKT, WYAY

MARK WILLIS 2090/535
Don't Laugh At Me (Mercury)
Total Stations: 144/Chart Move: 36-31
Heavy (35+): 1 KWWJ
Medium (25-34): 20 KBEQ, KCCY, KEEY, KHEY, KIKK, KKCS, KSOP, KUBL, KUZZ, KYCY, KZSN, WKCN, WKXC, WNCY, WQIK, WSSL, WSTH, WUSY, WYGY, WXKT
Light (Under 25): 123
New Airplay This Week: 15 KKBQ, KOUL, KTST, WAMZ, WCTD, WCTO, WFRE, WGH, WGRL, WIL, WKIX, WKKO, WKKT, WOV, WRNS

DAVID KERSH 2064/168
Wonderful Tonight (Curb)
Total Stations: 156/Chart Move: 34-32
Heavy (35+): 5 KIKK, KYNG, WIVK, WSSL, WYCD
Medium (25-34): 11 KBEQ, KDDK, KEEY, KFKF, KYGO, WGRL, WJCL, WKXC, WMSI, WRNS, WXKT
Light (Under 25): 140
New Airplay This Week: 5 WCHY, WGN, WKKX, WKSJ, WSIX

LONESTAR 1915/519
Everything's Changed (BNA)
Total Stations: 155/Chart Move: 39-33
Heavy (35+): 1 KYNG
Medium (25-34): 15 KBEQ, KEEY, KIKK, KKBQ, KMLE, KSON, KUZZ, KZLA, WKCN, WKJN, WKXC, WQBE, WSM, WSTH, WYKA
Light (Under 25): 139
New Airplay This Week: 25 KATM, KCCY, KJYY, KNCI, KOUL, KRMD, KSKS, KSSN, KTOM, KUPL, WAMZ, WCOL, WCTO, WFMS, WGN, WGR, WKIS, WKXC, WMJC, WPOC, WYK, WTQR, WWW, WYAY, WYNK

LINDA DAVIS 1805/208
I Wanna Remember This (DreamWorks)
Total Stations: 158/Chart Move: 35-34
Heavy (35+): 0
Medium (25-34): 5 KBEQ, KYCY, KYNG, WFSM, WKIX
Light (Under 25): 153
New Airplay This Week: 12 KWN, WCHY, WCKT, WHSL, WMZQ, WOKO, WQIK, WSOC, WVLK, WWW, WYNK, WYRK

STEVE WARINER (DUET WITH GARTH BROOKS) 1525/192
Burnin' The Roadhouse Down (Capitol Nashville)
Total Stations: 138/Chart Move: 40-37
Heavy (35+): 0
Medium (25-34): 5 KPLX, KSSN, WHYL, WKCN, WSM
Light (Under 25): 133
New Airplay This Week: 6 KYNG, WCMG, WESC, WNKT, WRBT, WSIX

SAMMY KERSHAW 1289/100
Honky Tonk America (Mercury)
Total Stations: 131/Chart Move: 42-39
Heavy (35+): 0
Medium (25-34): 1 KRMD
Light (Under 25): 130
New Airplay This Week: 12 KSMY, KKCS, KNCI, KRST, KSSN, KTST, WKKT, WKTF, WMIL, WOKO, WOKQ, WXKT

TRACY BYRD 1253/220
I Wanna Feel That Way Again (MCA Nashville)
Total Stations: 122/Chart Move: 43-40
Heavy (35+): 0
Medium (25-34): 2 KUZZ, WXFG
Light (Under 25): 120
New Airplay This Week: 10 KRMD, KRYS, KSCS, KUBL, WCOL, WIRK, WIVK, WMZQ, WSSL, WYGY

NEAL MCGOY 1143/126
Love Happens Like That (Atlantic)
Total Stations: 111/Chart Move: 44-41
Heavy (35+): 2 KYNG, WGRL
Medium (25-34): 1 KBEQ
Light (Under 25): 108
New Airplay This Week: 10 KDDK, KSMY, KIKK, KSSN, WCMG, WKTF, WMIL, WNOE, WOKO, WRBT

LEANN RIMES 1108/334
Nothin' New Under The Moon (Curb/MCG)
Total Stations: 106/Chart Move: 47-42
Heavy (35+): 0
Medium (25-34): 2 KMLE, KUPL
Light (Under 25): 104
New Airplay This Week: 25 KFKF, KFMS, KIIM, KIKK, KJYY, KNCI, KRMD, KRST, KRTY, KWWJ, KXKC, KYCY, WBCT, WDAF, WGN, WIRK, WKCO, WKHK, WKSF, WKTF, WPZM, WQIK, WSIX, WUSN, WYCD

999 - 500 DETECTIONS

Total Plays/Gain

WADE HAYES 907/86
How Do You Sleep At Night (Columbia)
Total Stations: 98/Chart Move: 45-43
Heavy (35+): 0
Medium (25-34): 2 KYCY, WRNS
Light (Under 25): 96
New Airplay This Week: 9 KKCS, KRTY, KSSN, WBEE, WESC, WGGY, WKLB, WKSJ, WVLK

CLINT DANIELS 899/91
A Fool's Progress (Arista Nashville)
Total Stations: 103/Chart Move: 46-44
Heavy (35+): 0
Medium (25-34): 1 WXBQ
Light (Under 25): 102
New Airplay This Week: 7 KRMD, KRST, KZSN, WBEE, WRBT, WUBE, WXCT

ALABAMA 778/260
How Do You Fall In Love (RCA)
Total Stations: 90/Chart Move: 53-46
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 90
New Airplay This Week: 19 KAJA, KFKF, KSCS, KTTS, KXKC, WCHY, WCOL, WCTK, WCTO, WIL, WMIL, WOKO, WQBE, WQYK, WROO, WUSY, WXBQ, WXKT, WYAY

BILLY DEAN 671/25
Real Man (Capitol Nashville)
Total Stations: 94/Chart Move: 50-47
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 94
New Airplay This Week: 5 KDRK, KRTY, WDAF, WKCQ, WRKZ

LEE ANN WOMACK 591/376
A Little Past Little Rock (Decca)
Total Stations: 90/Chart Move: 65-48
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 90
New Airplay This Week: 31 KBEQ, KCCY, KDDK, KFDI, KKBQ, KKCS, KMDL, KNIX, KSON, KSOP, KUZZ, KVOO, KWWJ, KXKC, KXKT, KYCW, KZSN, WCMG, WGR, WHYL, WIRK, WIVK, WNOE, WPZM, WQXK, WRBT, WRKZ, WSM, WSTH, WUBE, WUSN

499 - 95 DETECTIONS

Total Plays/Gain

DARYLE SINGLETARY 499/131
My Baby's Lovin' (Giant)
Total Stations: 75/Chart Move: 55-49
Heavy (35+): 0
Medium (25-34): 2 WCOL, WRNS
Light (Under 25): 73
New Airplay This Week: 12 KDDK, KMLE, KXKC, WCKT, WKCN, WKKT, WMUS, WRBT, WRKZ, WSM, WSSL, WSTH

KEITH HARLING 498/183
Coming Back For You (MCA Nashville)
Total Stations: 87/Chart Move: 60-50
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 87
New Airplay This Week: 16 KFDI, KMLE, KRYS, KTOM, KUBL, WFRE, WGN, WIL, WKHK, WKIS, WKSF, WQBE, WQXK, WYGY, WYZZ, WXBQ

TRACY LAWRENCE 465/85
While You Sleep (Atlantic)
Total Stations: 51/Chart Move: 54-51
Heavy (35+): 0
Medium (25-34): 2 KDDK, WKCN
Light (Under 25): 49
New Airplay This Week: 7 KFMS, KTTS, WDAF, WNOE, WQDR, WROO, WSM

THE KINLEYS 407/86
You Make It Seem So Easy (Epic)
Total Stations: 73/Chart Move: 59-52
Heavy (35+): 0
Medium (25-34): 1 WRNS
Light (Under 25): 72
New Airplay This Week: 7 WHYL, WKCN, WNKT, WQXK, WSIX, WSTH, WTQR

SHANIA TWAIN 396/244
Honey, I'm Home (Mercury)
Total Stations: 67/Chart Move: 70-53
Heavy (35+): 0
Medium (25-34): 3 KKBQ, KWJJ, WYGY
Light (Under 25): 64
New Airplay This Week: 13 KEEY, KHAY, KMLE, KSOP, WBCT, WCTO, WGAR, WMUS, WPOC, WSOC, WSTH, WXKT, WYAY

BRADY SEALS 375/30
I Fell (Warner Bros.)
Total Stations: 42/Chart Move: 56-55
Heavy (35+): 0
Medium (25-34): 2 WCOL, WGH
Light (Under 25): 40
New Airplay This Week: 2 WBEE, WIRK

CLINT BLACK 346/236
Loosen Up My Strings (RCA)
Total Stations: 56/Chart Move: Debut 57
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 56
New Airplay This Week: 21 KFKF, KHAY, KIKF, KKCS, KMPS, KNCI, KWN, WBCT, WBEE, WGH, WHYL, WJCL, WKXK, WKLB, WPOC, WQBE, WQXK, WSIX, WVLK, WXBQ, WYGY

RICOCHE 339/101
Honky Tonk Baby (Columbia)
Total Stations: 80/Chart Move: 64-58
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 80
New Airplay This Week: 3 WGRL, WPOR, WSTH

GARY ALLAN 335/88
No Man In His Wrong Heart (Decca)
Total Stations: 43/Chart Move: 62-59
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 43
New Airplay This Week: 6 KEEY, KHEY, KMDL, KTOM, KZLA, WGH

JEFF CARSON 331/89
Shine On (Curb/MCG)
Total Stations: 47/Chart Move: 63-60
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 47
New Airplay This Week: 6 KHEY, KIKF, WKKT, WKLB, WRKZ, WYZZ

TY HERNDON 313/200
It Must Be Love (Epic)
Total Stations: 59/Chart Move: Debut 62
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 59
New Airplay This Week: 18 KBEQ, KCCY, KFKF, KIIM, KUZZ, KVOO, KWJJ, KXKC, KXKT, KYCY, KYGO, KZSN, WHYL, WKCN, WPZM, WQXK, WRKZ, WYGY

CHAD BROCK 231/19
Evangeline (Warner Bros.)
Total Stations: 35/Chart Move: 66-65
Heavy (35+): 0
Medium (25-34): 1 KMLE
Light (Under 25): 34
New Airplay This Week: 5 KCCY, KTTS, KXKC, WMUS, WYZZ

THE GREAT DIVIDE 159/43
Pour Me A Vacation (Atlantic)
Total Stations: 49/Chart Move: Debut 69
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 49
New Airplay This Week: 1 KPLX

KENNY CHESNEY 159/76
I Will Stand (BNA)
Total Stations: 33/Chart Move: Debut 70
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 33
New Airplay This Week: 7 KHAY, KTTS, KUPL, KVOO, WIVK, WKXC, WMUS

BILLY RAY CYRUS 154/31
Time For Letting Go (Mercury)
Total Stations: 31/Chart Move: 74-71
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 31
New Airplay This Week: 3 KTTS, WQMX, WSM

LORRIE MORGAN 143/15
You'd Think He'd Know Me Better (BNA)
Total Stations: 27/Chart Move: 73-73
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 27
New Airplay This Week: 2 KHEY, WKKX

RICK TREVINO 137/137
Only Lonely Me (Columbia)
Total Stations: 59/Chart Move: Debut 74
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 59
New Airplay This Week: 2 KKBQ, WAMZ

CHRIS LEDOUX 127/7
Runaway Love (Capitol Nashville)
Total Stations: 44/Chart Move: Re-entry 75
Heavy (35+): 0
Medium (25-34): 1 KBEQ
Light (Under 25): 43

CLAY WALKER 99/25
You're Beginning To Get To Me (Giant)
Total Stations: 27
Heavy (35+): 0
Medium (25-34): 2 KKBQ, KMLE
Light (Under 25): 25

★ Initial impact: records appearing on this page for the first time.



MIDWEST

	TW	LW
1 Martina McBride, Happy Girl	1210	1114
2 Dixie Chicks, There's Your Trouble	1177	1195
3 Jo Dee Messina, I'm Alright	1160	1064
4 Trisha Yearwood, There Goes My Baby	1097	1083
5 Faith Hill W/Tim McGraw, Just To Hear You	1071	964
6 George Strait, True	1005	907
7 Garth Brooks, To Make You Feel My Love	952	1127
8 Joe Diffie, Texas Size Heartache	936	890
9 Brooks & Dunn, How Long Gone	883	766
10 John Michael Montgomery, Cover You In Ki	825	751
11 Pam Tillis, I Said A Prayer	825	825
12 Randy Travis, The Hole	765	742
13 Wilkinsons, 26 Cents	764	709
14 Vince Gill, If You Ever Have Forever In	754	690
15 Shania Twain W/Bryan White, From This Mo	741	1041
16 Collin Raye, I Can Still Feel You	721	855
17 Dwight Yoakam, Things Change	704	687
18 Lari White, Stepping Stone	682	624
19 Diamond Rio, You're Gone	672	581
20 Terri Clark, Now That I Found You	657	888
21 Alan Jackson, I'll Go On Loving You	646	478
22 Patty Loveless, High On Love	553	578
23 Tim McGraw, Where The Green Grass Grows	553	312
24 Reba McEntire, Forever Love	549	413
25 George Strait, I Just Want To Dance With	509	547
26 Tracy Byrd, I'm From The Country	495	505
27 Mark Willis, I Do	460	320
28 Linda Davis, I Wanna Remember This	444	399
29 Ty Herndon, A Man Holdin' On	441	482
30 David Kersh, Wonderful Tonight	439	406

NORTHEAST

	TW	LW
1 Martina McBride, Happy Girl	756	685
2 Trisha Yearwood, There Goes My Baby	749	694
3 Dixie Chicks, There's Your Trouble	740	721
4 Garth Brooks, To Make You Feel My Love	705	963
5 Collin Raye, I Can Still Feel You	705	710
6 Jo Dee Messina, I'm Alright	691	611
7 Faith Hill W/Tim McGraw, Just To Hear You	675	617
8 Vince Gill, If You Ever Have Forever In	579	520
9 Shania Twain W/Bryan White, From This Mo	566	570
10 Brooks & Dunn, How Long Gone	539	453
11 George Strait, True	539	451
12 Joe Diffie, Texas Size Heartache	522	482
13 Pam Tillis, I Said A Prayer	521	489
14 Randy Travis, The Hole	512	486
15 John Michael Montgomery, Cover You In Ki	511	481
16 Dwight Yoakam, Things Change	494	486
17 Terri Clark, Now That I Found You	479	513
18 Wilkinsons, 26 Cents	458	409
19 Lari White, Stepping Stone	437	414
20 Alan Jackson, I'll Go On Loving You	436	270
21 Diamond Rio, You're Gone	374	295
22 Ty Herndon, A Man Holdin' On	373	474
23 George Strait, I Just Want To Dance With	363	432
24 Patty Loveless, High On Love	357	318
25 Reba McEntire, Forever Love	352	264
26 Kenny Chesney, That's Why I'm Here	341	374
27 Clint Black, The Shoes You're Wearing	326	353
28 Faith Hill, This Kiss	316	322
29 LeAnn Rimes, Commitment	308	358
30 Tracy Byrd, I'm From The Country	297	272

WEST

	TW	LW
1 Jo Dee Messina, I'm Alright	890	844
2 Martina McBride, Happy Girl	890	842
3 Dixie Chicks, There's Your Trouble	828	816
4 Trisha Yearwood, There Goes My Baby	822	777
5 Faith Hill W/Tim McGraw, Just To Hear You	822	768
6 Garth Brooks, To Make You Feel My Love	782	838
7 Joe Diffie, Texas Size Heartache	752	747
8 George Strait, True	714	669
9 Brooks & Dunn, How Long Gone	682	647
10 John Michael Montgomery, Cover You In Ki	668	628
11 Collin Raye, I Can Still Feel You	656	818
12 Randy Travis, The Hole	595	611
13 Alan Jackson, I'll Go On Loving You	591	331
14 Shania Twain W/Bryan White, From This Mo	590	729
15 Terri Clark, Now That I Found You	575	812
16 Pam Tillis, I Said A Prayer	566	564
17 Vince Gill, If You Ever Have Forever In	554	562
18 Wilkinsons, 26 Cents	543	551
19 George Strait, I Just Want To Dance With	508	529
20 Dwight Yoakam, Things Change	500	505
21 Mark Willis, Don't Laugh At Me	488	417
22 Lari White, Stepping Stone	483	483
23 Reba McEntire, Forever Love	462	367
24 Ty Herndon, A Man Holdin' On	461	466
25 Diamond Rio, You're Gone	407	368
26 Kenny Chesney, That's Why I'm Here	393	457
27 Tim McGraw, Where The Green Grass Grows	379	196
28 Mark Willis, I Do	364	490
29 Tracy Byrd, I'm From The Country	354	376
30 Patty Loveless, High On Love	345	348

SOUTHWEST

	TW	LW
1 George Strait, True	855	791
2 Dixie Chicks, There's Your Trouble	835	830
3 Trisha Yearwood, There Goes My Baby	757	758
4 Faith Hill W/Tim McGraw, Just To Hear You	740	739
5 Martina McBride, Happy Girl	736	715
6 Jo Dee Messina, I'm Alright	714	639
7 Brooks & Dunn, How Long Gone	675	590
8 Vince Gill, If You Ever Have Forever In	671	605
9 Garth Brooks, To Make You Feel My Love	637	729
10 Terri Clark, Now That I Found You	597	730
11 Randy Travis, The Hole	579	543
12 John Michael Montgomery, Cover You In Ki	570	546
13 Joe Diffie, Texas Size Heartache	559	521
14 Wilkinsons, 26 Cents	541	510
15 Pam Tillis, I Said A Prayer	523	501
16 Shania Twain W/Bryan White, From This Mo	517	337
17 Alan Jackson, I'll Go On Loving You	497	390
18 Collin Raye, I Can Still Feel You	494	514
19 Dwight Yoakam, Things Change	489	459
20 Lari White, Stepping Stone	461	444
21 Diamond Rio, You're Gone	435	318
22 George Strait, I Just Want To Dance With	385	434
23 Ty Herndon, A Man Holdin' On	348	398
24 Reba McEntire, Forever Love	344	247
25 Tim McGraw, Where The Green Grass Grows	344	193
26 Patty Loveless, High On Love	341	269
27 Faith Hill, This Kiss	338	361
28 Mark Willis, I Do	332	370
29 Kenny Chesney, That's Why I'm Here	331	362
30 Steve Wariner, Holes In The Floor Of Hea	329	335

SOUTHEAST

	TW	LW
1 Dixie Chicks, There's Your Trouble	1901	1972
2 Martina McBride, Happy Girl	1881	1787
3 Trisha Yearwood, There Goes My Baby	1807	1758
4 Faith Hill W/Tim McGraw, Just To Hear You	1795	1673
5 Jo Dee Messina, I'm Alright	1727	1601
6 Joe Diffie, Texas Size Heartache	1624	1506
7 Garth Brooks, To Make You Feel My Love	1616	1752
8 George Strait, True	1472	1345
9 Vince Gill, If You Ever Have Forever In	1430	1395
10 Shania Twain W/Bryan White, From This Mo	1385	1681
11 Brooks & Dunn, How Long Gone	1367	1312
12 Collin Raye, I Can Still Feel You	1321	1514
13 Pam Tillis, I Said A Prayer	1308	1285
14 Terri Clark, Now That I Found You	1296	1653
15 Alan Jackson, I'll Go On Loving You	1272	950
16 John Michael Montgomery, Cover You In Ki	1270	1241
17 Randy Travis, The Hole	1255	1279
18 Wilkinsons, 26 Cents	1223	1141
19 Lari White, Stepping Stone	1176	1125
20 Dwight Yoakam, Things Change	1147	1228
21 Diamond Rio, You're Gone	1119	1005
22 Patty Loveless, High On Love	924	923
23 Reba McEntire, Forever Love	922	683
24 George Strait, I Just Want To Dance With	818	890
25 Kenny Chesney, That's Why I'm Here	816	869
26 Tim McGraw, Where The Green Grass Grows	800	397
27 Ty Herndon, A Man Holdin' On	792	929
28 Tracy Byrd, I'm From The Country	760	780
29 David Kersh, Wonderful Tonight	755	678
30 Mark Willis, I Do	750	778

NATIONAL AIRPLAY BY AUDIENCE

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	AUDIENCE (millions)	
					TW	LW
1	1	14	★ ★ ★ No. 1 ★ ★ ★ THERE'S YOUR TROUBLE MONUMENT 3 weeks at No. 1	DIXIE CHICKS	47.5321	46.8424
2	3	13	THERE GOES MY BABY MCA NASHVILLE	TRISHA YEARWOOD	44.8101	42.2964
3	4	12	HAPPY GIRL RCA	MARTINA MCBRIDE	44.5213	42.1902
4	9	10	I'M ALRIGHT CURB	JO DEE MESSINA	43.1924	38.5663
5	7	11	JUST TO HEAR YOU SAY THAT YOU LOVE ME WARNER BROS.	FAITH HILL (WITH TIM MCGRAW)	42.1477	40.1280
6	2	13	TO MAKE YOU FEEL MY LOVE CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	40.1666	43.7513
7	10	7	TRUE MCA NASHVILLE	GEORGE STRAIT	40.0109	35.7696
8	13	5	HOW LONG GONE ARISTA NASHVILLE	BROOKS & DUNN	35.1798	31.1686
9	8	14	I CAN STILL FEEL YOU EPIC	COLLIN RAYE	38.5807	38.8670
10	11	14	TEXAS SIZE HEARTACHE EPIC	JOE DIFFIE	38.5089	32.6765
11	12	10	IF YOU EVER HAVE FOREVER IN MIND MCA NASHVILLE	VINCE GILL	38.4858	31.8245
12	14	9	COVER YOU IN KISSES ATLANTIC	JOHN MICHAEL MONTGOMERY	38.1108	30.4852
13	15	8	THE HOLE DREAMWORKS	RANDY TRAVIS	38.4994	29.6477
14	6	13	FROM THIS MOMENT ON MERCURY	SHANIA TWAIN (WITH BRYAN WHITE)	38.3105	40.7584
15	5	17	NOW THAT I FOUND YOU MERCURY	TERRI CLARK	38.7450	40.9882
16	16	12	I SAID A PRAYER ARISTA NASHVILLE	PAM TILLIS	38.1637	28.7245
17	24	3	I'LL GO ON LOVING YOU ARISTA NASHVILLE	ALAN JACKSON	28.5825	20.8172
18	18	8	26 CENTS GIANT	THE WILKINSONS	28.3602	26.8849
19	19	12	THINGS CHANGE REPRISE	DWIGHT YOAKAM	28.7903	26.3774
20	21	9	STEPPING STONE LYRIC STREET	LARI WHITE	28.8591	22.6985
21	17	18	I JUST WANT TO DANCE WITH YOU MCA NASHVILLE	GEORGE STRAIT	23.8067	27.0927
22	20	18	A MAN HOLDIN' ON (TIC A WOMAN LETTIN' GO) EPIC	TY HERNDON	22.2526	25.1495
23	29	8	YOU'VE GONE ARISTA NASHVILLE	DIAMOND RIO	21.1136	17.0.20
24	22	20	I DO (CHERISH YOU) MERCURY	MARK WILLIS	20.3592	21.8488
25	35	2	WHERE THE GREEN GRASS GROWS CURB	TIM MCGRAW	19.9568	10.2.20
26	34	3	FOREVER LOVE MCA NASHVILLE	REBA	19.5692	13.9228
27	23	20	THAT'S WHY I'M HERE BNF	KENNY CHESNEY	19.2435	21.5950
28	25	24	I'M FROM THE COUNTRY MCA NASHVILLE	TRACY BYRD	18.9582	19.5525
29	31	8	HIGH ON LOVE BFC	PATTY LOVELESS	18.7977	16.7165
30	26	25	THIS KISS WARNER BROS.	FAITH HILL	17.9450	18.4.15
31	33	6	WONDERFUL TOGETHER CURB	DAVID KERSH	15.6060	14.9.15
32	30	16	IF YOU SEE HIM/IF YOU SEE HER MCA NASHVILLE/ARISTA NASHVILLE	REBA/BROOKS & DUNN	15.2798	16.8.25
33	38	2	DON'T LAUGH AT ME MERCURY	MARK WILLIS	14.2201	9.5430
34	37	3	EVERYTHING'S CHANGED BNA	LONESTAR	13.7698	9.8539
35	28	18	THE SHOES YOU'RE WEARING RCA	CLINT BLACK	13.6746	17.2288
36	36	4	I WANNA REMEMBER THIS DREAMWORKS	LINDA DAVIS	11.9455	10.1495
37	40	2	BURNIN' THE ROADHOUSE DOWN CAPITOL NASHVILLE	STEVE WARINER (DUET WITH GARTH BROOKS)	10.3906	8.9096
38	RE-ENTRY	WHEN THE BARTENDER CRIES REPRISE	MICHAEL PETERSON	8.5280	8.2938	
39	NEW	HONKY TONK AMERICA MERCURY	SAMMY KERSHAW	7.6896	7.2663	
40	NEW	I WANNA FEEL THAT WAY AGAIN MCA NASHVILLE	TRACY BYRD	7.5140	6.10.1	

● Bullets are awarded to those titles that increase in audience impressions and do not decrease in rank. Records are removed from this chart in conjunction with the Country Airplay chart.

Clay Walker



“You’re Beginning
To Get To Me”

Airplay August 17



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 165 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1998 Billboard/BPI Communications.



THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ No. 1 ★★★				
1	1	19	THERE'S YOUR TROUBLE MONUMENT	DIXIE CHICKS	5561	5602	
2	2	17	HAPPY GIRL RCA	MARTINA MCBRIDE	5555	5223	
3	4	15	THERE GOES MY BABY MCA NASHVILLE	TRISHA YEARWOOD	5306	5099	
4	6	13	I'M ALRIGHT CURB	JO DEE MESSINA	5233	4797	
5	5	12	JUST TO HEAR YOU SAY THAT YOU LOVE ME WARNER BROS.	FAITH HILL (WITH TIM MCGRAW)	5156	4804	
6	3	14	TO MAKE YOU FEEL MY LOVE CAPITOL/CAPITOL NASHVILLE	GARTH BROOKS	4757	5183	
7	11	12	TRUE MCA NASHVILLE	GEORGE STRAIT	4623	4198	
8	10	20	TEXAS SIZE HEARTACHE EPIC	JOE DIFFIE	4451	4216	
9	13	7	HOW LONG GONE ARISTA NASHVILLE	BROOKS & DUNN	4176	3808	
10	12	12	IF YOU EVER HAVE FOREVER IN MIND MCA NASHVILLE	VINCE GILL	4030	3812	
11	9	17	I CAN STILL FEEL YOU EPIC	COLLIN RAYE	3975	4593	
12	14	12	COVER YOU IN KISSES ATLANTIC	JOHN MICHAEL MONTGOMERY	3897	3695	
13	8	31	FROM THIS MOMENT ON MERCURY	SHANIA TWAIN (WITH BRYAN WHITE)	3860	4717	
14	16	14	I SAID A PRAYER ARISTA NASHVILLE	PAM TILLIS	3780	3678	
15	15	10	THE HOLE DREAMWORKS	RANDY TRAVIS	3736	3687	
16	7	20	NOW THAT I FOUND YOU MERCURY	TERRI CLARK	3663	4770	
17	18	10	26 CENTS GIANT	THE WILKINSONS	3557	3349	
			★★★ AIRPOWER ★★★				
18	25	3	I'LL GO ON LOVING YOU ARISTA NASHVILLE	ALAN JACKSON	3469	2446	
19	17	16	THINGS CHANGE REPRISÉ	DWIGHT YOAKAM	3368	3396	
20	19	14	STEPPING STONE LYRIC STREET	LARI WHITE	3273	3124	
			★★★ AIRPOWER ★★★				
21	22	12	YOU'RE GONE ARISTA NASHVILLE	DIAMOND RIO	3038	2588	
22	31	4	FOREVER LOVE MCA NASHVILLE	REBA	2653	1980	
23	20	18	I JUST WANT TO DANCE WITH YOU MCA NASHVILLE	GEORGE STRAIT	2633	2898	
24	24	11	HIGH ON LOVE EPIC	PATTY LOVELESS	2541	2449	
25	21	21	A MAN HOLDIN' ON (TO A WOMAN LETTIN' GO) EPIC	TY HERNDON	2470	2829	
26	41	6	WHERE THE GREEN GRASS GROWS CURB	TIM MCGRAW	2310	1198	
27	23	24	THAT'S WHY I'M HERE BNA	KENNY CHESNEY	2285	2513	
28	27	28	I'M FROM THE COUNTRY MCA NASHVILLE	TRACY BYRD	2237	2265	
29	26	25	I DO [CHERISH YOU] MERCURY	MARK WILLS	2209	2358	
30	28	25	THIS KISS WARNER BROS.	FAITH HILL	2116	2175	
31	36	5	DON'T LAUGH AT ME MERCURY	MARK WILLS	2090	1555	
32	34	22	WONDERFUL TONIGHT CURB	DAVID KERSH	2064	1896	
33	39	7	EVERYTHING'S CHANGED BNA	LONESTAR	1915	1396	
34	35	14	I WANNA REMEMBER THIS DREAMWORKS	LINDA DAVIS	1805	1597	
35	32	16	IF YOU SEE HIM/IF YOU SEE HER MCA NASHVILLE/ARISTA NASHVILLE	REBA/BROOKS & DUNN	1777	1953	
36	29	19	THE SHOES YOU'RE WEARING RCA	CLINT BLACK	1736	2117	
37	40	6	BURNIN' THE ROADHOUSE DOWN CAPITOL NASHVILLE	STEVE WARINER (DUET WITH GARTH BROOKS)	1525	1333	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	38	12	WHEN THE BARTENDER CRIES REPRISÉ	MICHAEL PETERSON	1396	1406	
39	42	8	HONKY TONK AMERICA MERCURY	SAMMY KERSHAW	1289	1189	
40	43	9	I WANNA FEEL THAT WAY AGAIN MCA NASHVILLE	TRACY BYRD	1253	1033	
41	44	8	LOVE HAPPENS LIKE THAT ATLANTIC	NEAL MCCOY	1143	1017	
42	47	3	NOTHIN' NEW UNDER THE MOON CURB/MCG	LEANN RIMES	1108	774	
43	45	7	HOW DO YOU SLEEP AT NIGHT COLUMBIA	WADE HAYES	907	821	
44	46	10	A FOOL'S PROGRESS ARISTA NASHVILLE	CLINT DANIELS	899	808	
45	37	14	NO END TO THIS ROAD RCA	RESTLESS HEART	823	1445	
46	53	3	HOW DO YOU FALL IN LOVE RCA	ALABAMA	778	518	
47	50	7	REAL MAN CAPITOL NASHVILLE	BILLY DEAN	671	646	
48	65	2	A LITTLE PAST LITTLE ROCK DECCA	LEE ANN WOMACK	591	215	
49	55	5	MY BABY'S LOVIN' GIANT	DARYLE SINGLETARY	499	368	
50	60	3	COMING BACK FOR YOU MCA NASHVILLE	KEITH HARLING	498	315	
51	54	4	WHILE YOU SLEEP ATLANTIC	TRACY LAWRENCE	465	380	
52	59	6	YOU MAKE IT SEEM SO EASY EPIC	THE KINLEYS	407	321	
53	70	4	HONEY, I'M HOME MERCURY	SHANIA TWAIN	396	152	
54	51	16	ORDINARY PEOPLE GIANT	CLAY WALKER	387	644	
55	56	9	I FELL WARNER BROS.	BRADY SEALS	375	345	
56	49	11	USED TO THE PAIN ASYLUM	MARK NESLER	357	696	
			★★★ HOT SHOT DEBUT ★★★				
57	NEW ▶		LOOSEN UP MY STRINGS RCA	CLINT BLACK	346	110	
58	64	3	HONKY TONK BABY COLUMBIA	RICOCHET	339	238	
59	62	3	NO MAN IN HIS WRONG HEART DECCA	GARY ALLAN	335	247	
60	63	5	SHINE ON CURB/MCG	JEFF CARSON	331	242	
61	58	9	CRYIN' GAME RCA	SARA EVANS	318	332	
62	NEW ▶		IT MUST BE LOVE EPIC	TY HERNDON	313	113	
63	48	11	THE OTHER SIDE OF THIS KISS BNA	MINDY MCCREADY	241	720	
64	52	19	SOMEBODY TO LOVE CAPITOL NASHVILLE	SUZY BOGGUSS	232	572	
65	66	3	EVANGELINE WARNER BROS.	CHAD BROCK	231	212	
66	67	3	TREE OF HEARTS ASYLUM	BRYAN WHITE	205	211	
67	57	15	BIG TIME CAPITOL NASHVILLE	TRACE ADKINS	183	338	
68	68	2	FOR YOU I WILL LYRIC STREET	AARON TIPPIN	183	190	
69	NEW ▶		POUR ME A VACATION ATLANTIC	THE GREAT DIVIDE	159	116	
70	NEW ▶		I WILL STAND BNA	KENNY CHESNEY	159	83	
71	74	3	TIME FOR LETTING GO MERCURY	BILLY RAY CYRUS	154	123	
72	71	6	IF SHE ONLY KNEW 143/ASYLUM	KEVIN SHARP	146	147	
73	73	2	YOU'D THINK HE'D KNOW ME BETTER BNA	LORRIE MORGAN	143	128	
74	NEW ▶		ONLY LONELY ME COLUMBIA	RICK TREVINO	137	0	
75	RE-ENTRY		RUNAWAY LOVE CAPITOL NASHVILLE	CHRIS LEDOUX	127	120	

Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to those records that attain 3,000 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 30 that are decreasing in plays are removed from the chart after 20 weeks.

**FIVE GREAT YEARS
THOUSANDS OF
LOYAL READERS
ONE COOL
PARTY**



PERFORMING AT THE **Monitor** EXCLUSIVE READER APPRECIATION PARTY DURING THE CRS GREAT LAKES, AUGUST 28TH, CLEVELAND MARRIOTT AT 10:00PM.