

COUNTRY AIRPLAY

Monitor

• We Listen To Radio •

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COUNTRY HIGHLIGHTS

★ ★ ★ NO. 1 ★ ★ ★

MARTINA MCBRIDE

I Love You (RCA)

★ ★ AIRPOWER ★ ★

FAITH HILL • *Breathe (WARNER BROS./WRN)*
REBA • *What Do You Say (MCA NASHVILLE)*

★ MOST NEW STATIONS ★

TIM MCGRAW • *My Best Friend (CURB)*

ON YOUR DESK

BROOKS & DUNN • *Beer Thirty (ARISTA NASHVILLE)*
TYLER ENGLAND • *Too Many Highways (CAPITOL)*
GEORGE JONES • *The Cold Hard Truth (ASYLUM)*
TIM MCGRAW • *My Best Friend (CURB)*
KENNY ROGERS • *Buy Me A Rose (DREAMCATCHER)*

Country's New Conservatism Is Paying Off, At Least Anecdotally

by Phyllis Stark

The country format is now 18-24 months into its move to slower charts and hit songs sticking around longer on playlists. And, at least judging from a recent discussion at the Billboard/Airplay Monitor Radio Seminar in Miami Beach, nearly everyone is happy about that, even record reps who, at first, violently objected to the trend.

So is there any evidence yet that radio's conservatism is paying off in better test scores, more passion, or more artist familiarity? Has an eight-week No. 1, for example, helped make Lonestar a more recognizable act? And is this slower trend having any kind of measurable, positive effect on Arbitron ratings or record sales?

These are hard questions to answer since the format's slowing down didn't happen all at once but started on a station-by-station basis. And some stations didn't really heed the call to slow down until after Edison Media Research's eye-opening presentation at last winter's Country Radio Seminar. In general, however, most PDs, consultants, and label reps contacted for this story have at least a broader sense that conservatism is helping revitalize the format.

"I don't believe we'll have enough statistical data to make firm conclusions for another book or two, but the anecdotal evidence at this point seems to support the 'gut' belief that it helps," says WESC Greenville, S.C., OM Ron Brooks. "We're seeing a longer 'active request life' for songs that have been in heavy longer. Recent trends are up a bit. That could be increased TSL from the appeal and familiarity that comes from longer chart life. Releases from secondary artists appear to be maintaining position on the sales chart a bit longer."

"Playing the 'real hits' longer does help build artist familiarity and brings passion and excitement about the artists back to the format," says BP Consulting Group's Ken Moultrie. "There is no doubt that slowing things

down has helped us build more artist familiarity, especially in the case of Lonestar. But it doesn't mean that everyone, even country's heaviest users, know who Lonestar is... Building artist familiarity and loyalty doesn't happen overnight, but we're moving in the right direction.

"As for ratings, there is no doubt that the stations that have adopted the 'slow down' approach have benefited, particularly in highly competitive situations," Moultrie continues. "It appears that country is trending better overall in larger markets than smaller ones, and it's the larger markets that tend to play a shorter list of proven songs."

"I find it amazing that the longer we keep songs in heavy rotation, the higher the scores are climbing for many of them," says Tom Fridley, OM of WCOL Columbus, Ohio, and Clear Channel's Buckeye Network. "We've had Jo Dee Messina's 'Lesson In Leavin'' in power rotation for months now, and in our latest test it was not only our highest tester overall, but it [got] the song's highest score yet. We saw the same thing with Andy Griggs' 'You Won't Ever Be Lonely' and others. George Strait's 'Write This Down' was testing higher each week, and his next single, 'What Do You Say To That,' was rocketing up the charts. We had to play both in current rotation. In fact, I have had record companies ask us to take one of their songs out of heavy rotation so we can play their newest release."

"Lonestar had a ton of hits before 'Amazed,' yet they were a very unfamiliar artist," adds Fridley. "After eight weeks at No. 1, people now know who they are. And in concert, people are going to be amazed at all the songs they recognize and didn't know were Lonestar songs."

"Having Lonestar stay at the top of the charts recently for eight weeks definitely helped their familiarity with the country audience. Having such a huge hit... raises awareness of their older music as well," says Craig Powers, VP of programming for KIKI/KIKF

Continued on page 6

RANDY TRAVIS

A MAN AIN'T made of STONE

"If I had your voice,
people could just kiss my ass."

— DAVID LETTERMAN

following Randy's performance of
"A Man Ain't Made Of Stone"

"Here's the truth: Travis still possesses one of country's most incredible voices, and he's one guy who's still keeping the faith, musically and spiritually."

— BRIAN MANSFIELD
USA TODAY

"His thrilling baritone, which leaps and slides in Jonesian fashion, still rattles the walls, and his songs still plumb the depths of spiritual and moral truths. Nowhere is he better than on the title track, a character-shaping realization of marital meltdown."

— ALANNA NASH
ENTERTAINMENT WEEKLY

"From the outset it is clear that Travis retains the same rich, smooth voice that's made him one of the most easily identifiable country figures of the last 20 years."

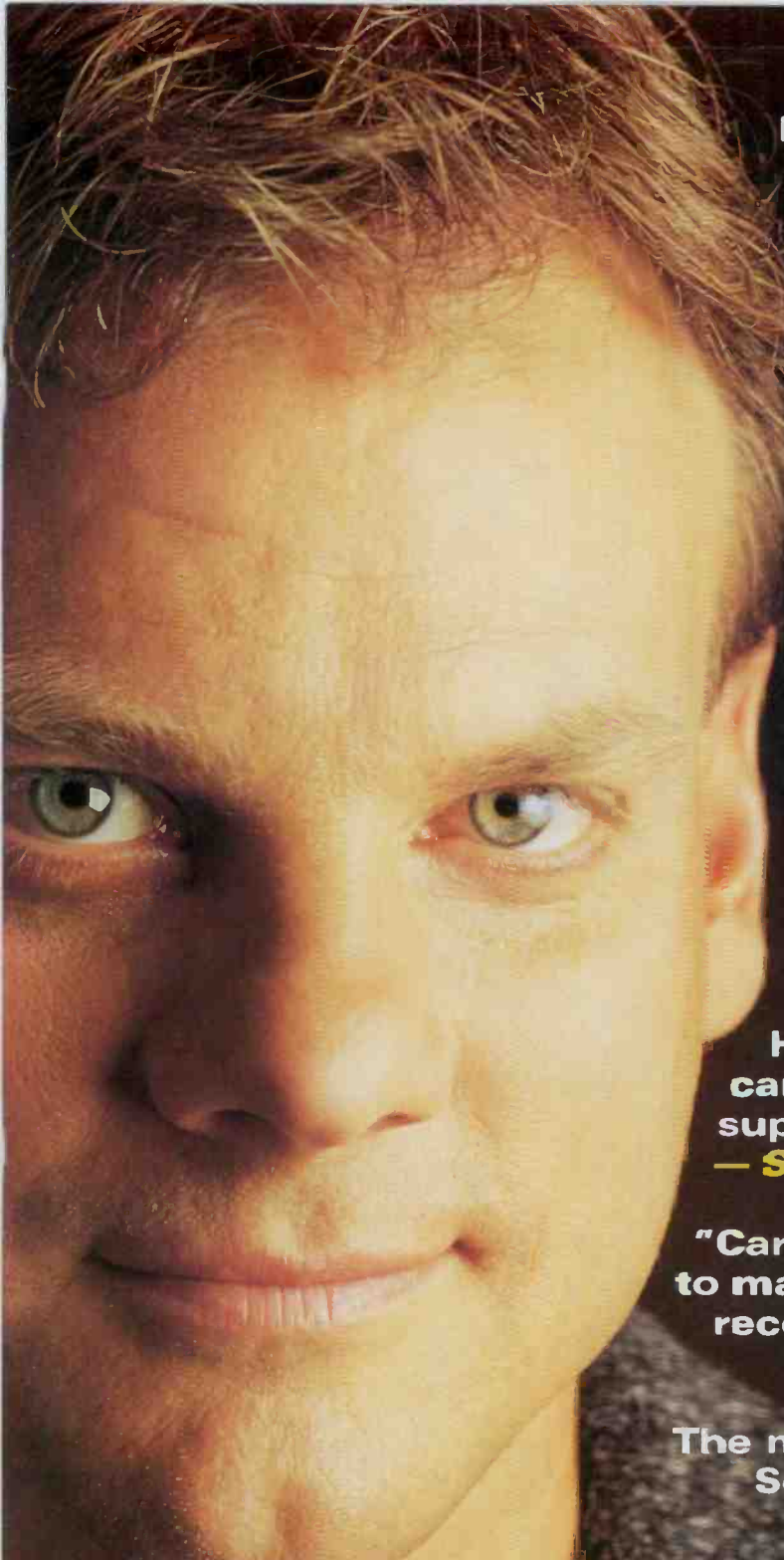
— TOM ROLAND
NASHVILLE TENNESSEAN

we believe!

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I have listened to Phil's music in my car with the windows down all weekend. It is feel good music, and it makes me smile and want to sing along.

— **Robynn Jaymes, PD/MD / WYYD Roanoke**

Phil's music is so relatable - it makes me feel like even I could write songs! It's exciting to see this caliber of talent. Let me know the add date!

— **Scott Lindy, PD / WPOC Baltimore**

Obviously he can write hit songs, and you can tell by the CD he can sing. He's also a great performer, and has all the makings of a superstar. I'm adding it!

— **Dave Kelly, PD / WSIX Nashville**

Country music continuously evolves and redefines its sound. Phil Vassar will be a HUGE part of our evolution.

— **Dave Louis, MD / WKKX St. Louis**

The music is today and the lyrics are timeless. This is the soundtrack to life!

— **Mac Daniels, PD WMZQ / Washington, D.C.**

He can write, sing and play! And the country audience can relate to his music. Our format is ready for the next big superstar. Look out country radio!

— **Shelly Easton, MD WRBT / Harrisburg**

"Carlene" is one of those records you only have to hear once to make you sing along for the rest of the day. It's the kind of record that makes me glad I'm back in radio.

— **Tim Murphy, PD / KKBO Houston**

The most original country music I've heard in a long time. Some of the young pups and poodles will have to step aside and let this Big Dog run!

— **Bob Moody, VP / McVay Media**

now they're talking about
his **hit single.**

PHIL VASSAR

Carlene

ON YOUR DESK NOW!

IMPACT DATE: 11/15

ARISTA
NASHVILLE

TWANG THIS

Produced by Byron Ballmore and Phil Vassar
Management: Jim Moray & Cheryl Nash, Moray Management Group
www.twangthis.com © 1998 Arista Records, Inc., a unit of BVI Entertainment

A Minor Incident



Mercury Records brought in a handful of radio programmers to hear artist Shane Minor sing the national anthem at the Green Bay vs. Minnesota football game. Pictured, from left, are WAXX Eau Claire, Wis., MD Tim Wilson; WWQM Madison, Wis., PD Steve O'Brien; Mercury Midwest regional John Ettinger; Minor; former KMXV Kansas City morning host Nycki Pace Kennedy; KBEQ Kansas City PD Mike Kennedy; WNCY Green Bay, Wis., MD Scott Stick (kneeling); KFKF Kansas City PD Dale Cater; and WWYZ Hartford, Conn.'s Lisa Sheehan.

AMFM Names Houston, Phoenix Cluster VPs

AMFM promotes **Chris McMurray** to cluster VP for its Houston stations, including **KKBQ** (93Q), and **Clancy Woods** to cluster VP for Phoenix, including **KMLE**. As reported here last week, **Mick Anselmo** was promoted to cluster VP for Minneapolis, including **KEEY** (K102). McMurray previously was VP/GM of **KLDE/KODA** Houston. Woods previously was market manager for the Phoenix cluster.

from the D.C. end, but **Darren Davis**, PD of **AC WASH** Washington, D.C., was headed to **KIKK-FM** Houston as PD. No word on what this means for PD **John Roberts** or the format.

Root Communications' Myrtle Beach, S.C., **OM Scrap Jackson** exists. Country **WGTR** (Gator Country) APD/morning host **Johnny Walker** is named interim OM.

KMON-AM Great Falls, Mont., afternoon host **Skip Walters** is named PD and shifts to mornings. Sister **KMON-FM** PD/MD/midday host **Steve Keller** and afternoon host **Will Johnson** team up in mornings, replacing **T.J. Lee**, who shifts to the AM for evenings. Also, **KMON-AM** overnights **M.J. Michaels** moves to the FM for afternoons. **Mike Hammer** joins **KMON-FM** for nights.

KAPB Alexandria, La., shifts from country to Jones Radio Network's classic country format but keeps its "bayou country" handle, according to *The M Street Journal*. Despite the new format, the station also picks up **JRN's** "Nashville Nights."

PEOPLE: WWGR UPS FRANKLIN

Morning co-host **Jim Franklin** adds MD duties at **WWGR** Fort Myers, Fla. **Mindy Collins** joins for nights from former crosstown **AC WXR**. Former MD/night jock **Bailey McGregor** recently moved to the sales department.

Jumpin' Joe Barnett joins **KKBQ** (93Q) Houston for nights. He previously did mornings at **KTTX** Bryan, Texas. **Jay Kelly** stays on board at 93Q for production/swing and utility duties.

Oldies **KRVQ** (the River) Shreveport, La., staffer **Alan Baxter** joins **WPOR** Portland, Maine, for mornings, where he is paired with local actress **Lynne McGee**, who lands her first full-time radio gig.

WXXQ Rockford, Ill., hires morning co-host **Mary Carol**. She previously worked at **WWQM** (Q106) Madison, Wis.

Jane Asher is named news director of Jefferson-Pilot's four San Diego stations, including country **KSON**. She was morning news co-anchor on J-P's **KBZT** San Diego.

Star System's **Patty Hansen** adds night duties at **KRRV** Alexandria, La., replacing **Dustin Daniels**, who exits to form his own ad agency. Also, PD **Lon Harris** is nursing a few broken ribs after falling 20 feet off a radio tower while lending a hand to the station engineer. "Luckily, a fence and a bunch of bushes broke my fall," he says.

**RADI
ACTIVE**



BY **PHYLLIS STARK**

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Also, AMFM has named four former Capstar executives as regional senior VPs of programming. Former Atlantic Star VP of programming **Alan Furst** will oversee 90 stations in 18 Northeastern markets. Former Pacific Star VP of programming **Rich Hawkins** will handle 60 stations in 13 Western markets. Former Central Star VP of programming **David Lange** gets 43 stations in 12 Midwestern markets, and former Sea Star VP of programming **Buddy Scott** will oversee 60 stations in 19 Southeastern markets.

Elsewhere, Clear Channel names Florida Radio Network GM **Rick Green** as VP/GM, regional networks, which includes regional news and agriculture networks.

KJUG IN HOT WATER

KJUG-AM-FM Tulare, Calif., has been fined \$4,000 by the FCC for airing a phone call without a listener's permission. According to the FCC, on April 1 PD/morning host **Dave Daniels** called **Cinnamon Scheufele** and told her that an IRS problem had made her marriage license invalid. "Despite the fact Scheufele asked several times if the call was a joke, she was repeatedly assured it was a serious matter," says the FCC. Daniels then aired the call without her permission. In hopes of sidestepping a fine, **KLUG's** owner admits Daniels "got carried away" and says that besides an apology, it offered Scheufele a dinner for two.

PROGRAMMING: A DARREN HIRE

At press time, this had only been confirmed



COUNTRY CONFIDENTIAL BY **WADE JESSEN**

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Hill, Jackson Claim Biggest Gains

FOR THE FOURTH consecutive week, **Faith Hill's** "Breathe" (Warner Bros.) and **Alan Jackson's** "Pop A Top" (Arista Nashville) claim the two biggest gains on the Country Airplay chart, up 636 and 559 plays, respectively (see Greatest Gainers, page 8). That Jackson's nostalgic visit to the '60s shuffle tradition is playing comfortably along side Hill's AC-tinged power ballad, despite the industry's ongoing debate over traditional vs. contemporary country, may well be the year's clearest example that the more things change, the more they stay the same. Hill's song snags Greatest Gainer and Airpower honors with spins at each of our 154 monitored stations, while Jackson's title is heard at 152 reporters.

MINIMUM DAILY REQUIREMENT: The Universal Music Group and Sony's Legacy division have mined the vaults for an impressive set of new classic country sets. MCA Nashville and Mercury have issued several country titles in their new "20th Century Masters" series, including "The Best Of Patsy Cline." The new **Cline** collection doesn't cover the late star's career as thoroughly as the eight-times platinum favorite "12 Greatest Hits" but includes several lesser-known hits, such as the **Harlan Howard** gems "When I Get Through With You (You'll Love Me Too)" and "He Called Me Baby." Thankfully, the label chose to use original color photos on this new collection instead of the caricature-like artwork found on "12 Greatest Hits" and "The Patsy Cline Story."

Also in the new series from Mercury is a similarly titled and equally attractive **Hank Williams** set. Mercury has done a classy and thorough job of reissuing Williams' music over the past five years, and "The Best Of Hank Williams" fits right in. The new set is top-heavy with Williams' uptempo songs, which should add to its appeal to younger generations. It includes "Hey, Good Lookin'" and "Jambalaya (On The Bayou)." Also included in the Universal series are new collections from **Brenda Lee**, **Conway Twitty**, **Loretta Lynn**, **Jerry Lee**

Lewis, **Bill Monroe**, and **Roger Miller**.

Sony's Legacy imprint has issued a two-disc set in its "Sony Music 100 Years: Soundtrack For A Century" series titled "Country: The American Tradition." As thorough as possible on only two discs, this set covers Columbia's country output from 1923-1998 and is expertly annotated.

Also available from Legacy, five important country albums have been remastered and issued, including **Marty Robbins'** "Gunfighter Ballads And Trail Songs," a 1959 Columbia release that rose to No. 6 on Billboard's Pop Albums chart. (Prior to 1964, Billboard did not publish a specialty albums chart for country titles.) This set includes the single version and the full-length version of Robbins' classic "El Paso."

Johnny Cash's pivotal 1968 live recording, "Johnny Cash At Folsom Prison," is also in the new line of reissues, as are **Tammy Wynette's** 1968 blockbuster, "Stand By Your Man," **Willie Nelson's** "Stardust" from 1978, and **Merle Haggard's** "Big City" from 1981. Each of the new Sony/Legacy sets features two additional bonus tracks, many of which were previously unreleased.

Another valuable reissue is Nelson's 1965 debut album for RCA, "Country Willie—His Own Songs," issued by Buddha. This album consists primarily of Nelson's own versions of songs made famous by others, including "Night Life" and "Hello Walls."

For fans of country classics, **Alan Jackson's** "Under The Influence" (Arista Nashville) and a new, self-titled album from **LeAnn Rimes** (Curb) features updated versions of country classics. Both projects docked at retail Oct. 26.

CHILL OF AN EARLY FALL: As we approach the end of our chart year, please make a note that the last week of chart data that will count toward the 1999 year-end tally will be published in the Nov. 19 issue. If you have questions or comments, please contact me at the E-mail address or phone number listed above.

ON THE ROW

Adventures Of Sherrod, Loba

Shannon Myers, former creative director of Major Bob Music, is named management associate at sister company **Bob Doyle & Associates**. **Scot Sherrod**, former catalog manager at Major Bob Music, is promoted to creative director.

Platinum Entertainment national promotion director **David Friedman** joins Capitol Records as Northeast regional Nov. 8. **Eric Beggs** will move to the mid-Atlantic slot recently vacated by **Jimmy Rector**, now at BNA. Friedman will relocate to a branch office in the Northeast.

Jon Loba joins Atlantic Records as Southeast regional Nov. 1. Loba, who replaces **Sheri Garrett**, previously was promotion coordinator at Warner/Reprise Nashville.

Congratulations to Country Airplay Monitor senior account manager **Lee Ann Photoglo** and songwriter **Jim Photoglo**, who became the parents of son **Griffin James Photoglo** Oct. 20.

Atlantic Records promotion assistant **Chris Whitaker's** position has been eliminated. Reach him at 615-742-9171.

As first tipped here Oct. 15, **Nick Hunter** is named president and **Simon Renshaw** is named CEO of Nashville-based **Audium Entertainment**, a joint venture with New York-based **Koch Entertainment**. Hunter's 30 years of music business experience include stints as VP of sales and promotions at Warner Bros. and GM

of Giant Records. Senior Management president **Renshaw** manages **Dixie Chicks**, **Jamie O'Hara**, and **Janis Ian**. The label plans to issue its first release in the first quarter of 2000 with a strategy that, according to a press release, calls for developing "strong ties with radio stations that have been overlooked by the major labels."

Among the sessions set for the Country Radio Seminar, scheduled for March 1-4, 2000, in Nashville, are the radio and retail panel "Aisle To The Dial"; and a session on E-commerce, E-marketing, and E-broadcasting called "Your Station's Call Letters.Com." Jan. 8, 2000, has been set as not only the early-bird registration (\$389) date for CRS but also the closing date for receipt of radio promotion awards entries, radio humanitarian awards entries, and CD airchecks.

Country Radio Broadcasters is seeking applicants for its three annual scholarships, including one for people currently employed in the country radio industry with at least five years of experience who want to continue their education. For more information, E-mail info@crb.org.

A recent New York Times profile of Capitol records president/CEO **Pat Quigley** paints the executive as "a marketing man, not a music man," and focuses on his desire to expand country's share of the marketplace. Quigley is quoted as saying, "I think it should be the goal of Nashville to have 33% of all pop radio airplay country and none of the country airplay pop. We're culturally important. We're not just dinosaurs here." The article also quotes **Steve Wariner** as saying, "I lean on Pat a little bit because he does not want people in Nashville to like him. He makes statements that I wish he wouldn't. I find myself defending him a lot."

Mega-Merger Keeps Industry On Its Toes

The radio landscape is far from solid, say owners, brokers, and analysts who are eyeing mega-mergers and potential spinoffs from Clear Channel's purchase of AMFM. "That should change the face of the radio industry," said Robin Flynn, an analyst with Paul Kagan Associates, which sponsored last week's radio economics conference. To meet federal ownership caps,



Clear Channel must sell approximately 125 radio stations in more than two dozen markets. Morgan Stanley Dean Witter analyst **Frank Bodenchak** says if it were to sell all the stations, it would face a huge \$1.1 billion tax bill, amounting to \$6 per share. Given that, Bodenchak says, "swaps are going to be a top priority." When that process has been completed, the real race begins as dozens of groups vie for the remaining sticks. Clear Channel has faxed a virtual shopping list to dozens of radio CEOs, asking them to check off which stations they are interested in and giving them 10 days to return their list. The company has since set up an office open 24 hours a day to allow groups to review station books.

On Oct. 18, Clear Channel and AMFM execs met with the FCC and congressional leaders in the effort to convince them to approve the deal. One insider says that while it is "absolutely illegal" for the FCC to force Clear Channel to spin stations to minorities, the commission "strongly encouraged" it to do so.

"I wish I were a minority," jokes Citadel CEO **Larry Wilson**, saying companies like Radio One will likely be a big winner. Still, he believes there will be 50 to 60 markets available for other broadcasters. "This will be truly monumental because all of us are interested in buying those," he says, adding that Citadel hopes to complete \$250 million in acquisitions by mid-2000. "It's critical that we get a lot bigger. If you get critical mass, it's much better than we ever dreamed."

Radio stocks are having a banner year. As of Oct. 18, the average stock was up 40% for the year to date, compared with 1998. Radio One has jumped 108% from its IPO launch in May, with much of that coming since the Clear Channel/AMFM merger announcement. Striking while the iron is hot, Radio One has filed with the Securities and Exchange Commission to sell an additional 5 million shares. At current market prices, the proceeds would be roughly \$171 million. Still, others have benefited from a bull market as well, including Entercom, up 94% from its January IPO, and Cumulus, up 80% year-to-year. Even privately held Greater Media will close the year up 35%, says COO **Peter Smyth**.

Perhaps it's because of the typical October stock market losses that many are afraid that a recession might soon put a damper on radio stocks. "I think we're going to have one. It's inevitable. But when we have one, I want my money in radio," says Wilson.

"I'm nervous that next year we're reaching a peak," says Bodenchak, who adds that 12 quarters of growth have led to an "overexcitement" by Wall Street. However, he doubts investors will run from radio if the going gets rough. "We're looking at radio on a long-term basis."

Cumulus chairman **Richard Weening** says the real engine that will drive radio's growth is the market itself. "The opportunity of consolidation is really market by market." Radio Advertising Bureau data shows that New York and L.A. stations both billed \$70 million in September, a small amount behind the record-billings of May. How deep that glee goes is uncertain. RAB says that in markets Nos. 1-15, national spending has jumped 21% compared with '98, but in markets Nos. 16-30, that increase is only 8%.

Investors are the reason that many groups are bumping spot loads to record levels, yet they are also keeping tabs on the declines in persons using radio. While one analyst admits he is concerned, he noted radio is losing listeners at a slower pace than TV is losing viewers.

SALES: KATH SALE CLEARS

The FCC has given Entravision permission to buy country **KATH** and oldies **KOFX El Paso, Texas**, from Magic Media. A special waiver to the one-to-a-market rule was needed because Entravision owns crosstown **KINT-TV**, Spanish **KINT-FM**, and Spanish **KSVE**.

PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

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Merger Mania: The Rank & File Perspective

The dust has hardly settled over the massive Clear Channel/AMFM merger, yet the shock factor has faded for the majority of Promogandists. Clear Channel/AMFM station panelists, who make up a little more than 40% of respondents, were obviously more sensitive to the latest corporate absorption, as 83% of them wondered aloud about which stations will be spun off and which personnel might be jettisoned. Half of the Clear Channel party expect to assume more duties because of the merger, a third plan to brush up on their résumés "just in case," and another third maintain that if it's good for business, it's good for them.

Slightly more than a third of non-Clear Channel/AMFM panelists say the merger is tantamount to "no skin off my nose," while almost as many are very interested to see what stations and personnel will become available, and 18% expect to face stronger competition from the merger.

Overall, almost half of the panelists definitely expect to be affected. A typical sentiment expressed by one Clear Channel/AMFM promotion director was, "Most of our stations have been bought or sold several times by now. You get to the point where you know that whatever happens happens, so just do your job to the best of your ability. With so many stations and so many people, it will be up to each person to get rewards and gratification out of their jobs themselves. Stay focused on your goals for your station or stations, and just keep on keepin' on."

TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Halloween
2	4	Holiday charities/food drives
3	6	Thanksgiving
4	3	Christmas/holiday events
5	10	College football
6	1	Breast Cancer Awareness Month (Oct.)
6	1	WB Radio Music Awards
8	2	Station concerts
9	1	Fall colors/fruit pickings
9	1	Baseball playoffs

HOTTEST NEW MOVIES: "Fight Club," "The Story Of Us," "Three To Tango," "Bats"

HOTTEST TV SHOWS: "Once And Again," "Judging Amy," "Oprah," "Snoops," "Wasteland," "WWF/WCW," "It's Like, You Know," "The West Wing," "Third Watch"

"You have to stay focused," another confirms. "If you don't, you'll go crazy. You have to keep working and have fun."

The competition's perspective is not that much different. "Keep your eyes on the ball, and don't worry about others," says a rival promotion ace. "It's so easy to get distracted and go crazy over all this stuff."

"You can't possibly ignore it, but you have to focus on what makes your own station great," says another. "Don't get sidetracked by the chaos going on around you. For the most part, listeners aren't aware of the changes, and they should be your focus."

Some final thoughts from a variety of parties: "They are either going to pay you to stay or to go," says a Clear Channel/AMFM panelist. "The absolute worst thing that could happen is they keep you and you hate it. At the

end of the day, everything happens for a reason. It just might not be clear what the reason is at the moment."

"It's part of our radio culture today," says another. "This won't be the last time this happens."

"It's good and bad," says a third. "The salary structure is going to change and decrease. There will be no more super-big salaries. It almost creates an economy of scale and standardizes the salary structure, much like it is in industries like chemical research or computer programming. On the other hand, radio people won't feel the need to rush and cash paychecks for 'insufficient funds' as with past ownership groups."

"As long as we're getting paid, we should be happy," says a non-Clear Channel/AMFM promo person. "Let others beat themselves into the ground."

"The ride will be interesting," says an affected ace. "The destination is unknown. Do you have the guts to take the ride? You need to make the decision now. You need to have the attitude to go with the flow, and don't keep looking over your shoulder, thinking you're going to be let go at any minute. Either say to yourself, 'These people should be grateful to have me and the experience I bring to this company,' or 'Do you want fries with that?'"

THE PROMO POWER OF GIVING

Fall and winter holidays rule the Barometer this week, with a special emphasis on giving. **R&B WJTT (Power 94) Chattanooga, Tenn.**, is staging its first **Jock Food Fight**. The morning, midday, and afternoon hosts will broadcast live from a car dealership for a day, each encouraging listeners to bring more goods than the previous shift for a Thanksgiving food drive. Counting the cans will be **Jay Holloway**.

Also on T-Day: **Country WWYZ Hartford, Conn.**, morning host **Neil Hedley** will camp out in the **Turkey Drive Tower** in a supermarket parking lot to broadcast live for 92½ hours for Food Share. Last year, listeners donated more than 2,000 turkeys, along with almost 20,000 pounds of nonperishable food items. **Stephanie Hogerman** thinks this promo is for the birds. In Los Angeles, **R&B KPWR (Power 106)** is teaming up with the L.A. Mission to deliver free turkeys to needy families and to specific local housing projects.

QUICK TAKES

To do something a little different this fall, country **KEEY (K102) Minneapolis** dug into its archives for the **Secret Sound** contest. "No one in the market has done it for years," says **Diana Buckmann**. "It's fun, interactive, and has really gotten the phones to ring. We play every 102 minutes, and the pot increases by \$102 each time it's answered incorrectly."

Modern adult **KZZO (the Zone) Sacramento, Calif.**, just finished an MTV Casting Call for "Real World" and "Road Rules 2000." "We flew in casting directors to interview potential cast members, as well as four members from this season's Hawaii cast," says **Andrew Fleming**. "Cast members **Teck, Colin, Amaya, and Kaia** also did live radio shows with various Zone DJs. The promotion was a huge success."

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Diana Adles, CBS/WNKS Charlotte, N.C. • Judy Bailey, KOBT Austin, Texas • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEEY Minneapolis • Tina L. Brandao, Clear Channel Jacksonville, Fla. • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Barrill, KHIS Dallas • Scott Colebrook, WRQ Cincinnati • Loren Condon, NEGI/KDMX Dallas • Mike Calotta, WKYQ Tampa, Fla. • Dave Deener, WTKA Orlando, Fla. • Garret Doll, KYGO Denver • Katie Eberly, KMEI San Francisco • Vicki Fiorelli, KNIX/KESZ Phoenix • Andrew Fleming, KZZO Sacramento, Calif. • Von Freeman, KHIS Los Angeles • Greg Frey, KSON San Diego • Trish Gillis, WXKS-FM Boston • Michael Godfrey, CKIK Calgary, Alberta • Kelly Gross, WPLY Philadelphia • Jude Heller, KFOG San Francisco • Stephanie Hogerman, WWYZ Hartford, Conn. • Jay Holloway, WJTT Chattanooga, Tenn. • T.J. HHTZ San Diego • Scrap Jackson, WYXX Myrtle Beach, S.C. • Carly Johnson, KXTE Las Vegas • Tristano Kariou, CBS Hartford, Conn. • Kim Leeds, KFMB-FM San Diego • Barbara Luchsinger, KIZN Dallas • Larry Luy, WJLB Detroit • Jen Markham Wynn, KMN Las Vegas • Julie Maxwell, WXDG Detroit • Jane Monzures, KEDJ Phoenix • Dianna Obermeyer, KPWR Los Angeles • Mike Oliviero, WYTB Tampa, Fla. • Mike Patterson, KHFI Austin, Texas • Marinda Pettigrew, KZLA Los Angeles • Vicki Preston, WDTT Detroit • Susan Reynolds, KUPO/KBBT Portland, Ore. • Stephanie Ringer, WKSE Buffalo, N.Y. • Sheila Silverstein, WPOC Baltimore • Keith Spargiella, WKQX Chicago • Jim Sheehan, KSJO San Jose, Calif. • Jason Steinberg, WYNY New York • Anne-Marie Strzelecki, WBMS Boston • Vanessa Thill, KLLC/KMZZ Las Vegas • Paul Williams, KFLX Dallas

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
Oct. 30	KFKF Kansas City APPEARING: Sherrie Austin	Halloween Costume Concert	Jeff Davis
Oct. 31	WYNY New York APPEARING: Sherrie Austin, Toby Keith, Shedaisy	Y107 Boo Country Bash	Jason Steinberg
Nov. 5	KEEY (K102) Minneapolis APPEARING: Clay Walker	Free Performance	Diana Buckmann
Nov. 9	WHSL Greensboro, N.C. APPEARING: John Berry, Suzy Bogguss, Dakkota, Rebecca Lynn Howard	Flood Aid	Shannon Sopina

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

ACCESS: NASHVILLE

CRS Sked Adds McCoy

Neal McCoy will moderate a panel called "The Art Of Making It Country" at the Country Radio Seminar, scheduled for March 1-4 in Nashville. Panelists will include songwriters **Mark Beeson, Max T. Barnes, and Jon Randall**. Participants in the closing guitar pull, "WCRS Live!," will include **Victoria Shaw, Brad Paisley, and Bob DiPiero**.

Johnny Cash was hospitalized in Nashville in serious condition Oct. 17. Doctors at Baptist Hospital say the 67-year-old singer has pneumonia. He has been twice hospitalized since his 1997 di-

agnosis of Shy-Drager syndrome.

Meanwhile, the Nov. 4 Christian Country Music Assn. Awards will include a Legends of Country Music tribute to Cash. Performers will include **Marty Raybon, Linda Davis, Mark Willis, T. Graham Brown, Shane Minor, and Collin Raye**. The show will air live on four networks, Daystar, GMT, CTN, and Family Net, and be Webcast on www.livethenet.com.

Raye and Willis were also participants in the 17th annual Academy of Country Music Bill Boyd Celebrity Golf Tournament, held Oct. 11 in Los Angeles, which raised more than \$110,000 for charities this year. Other participants included **Rhett Akins, Chad Brock, Shannon Brown, Janie Fricke, Toby Keith, Tracy Lawrence, John Michael Montgomery, Brad Paisley, Tyler Wilkinson, Tracy Byrd, Mac Davis, Ty Herndon, David Kersh, Chris LeDoux, Lonestar, Mark Nesler, and Mayf Nutter**.



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Country's New Conservatism Is Paying Off, At Least Anecdotally

Continued from page 1

Anaheim, Calif.

"What we're finding is the 'real hits' keep their passion and high test scores for a long time. And, in the case of these songs, it does seem to be measuring an increase in familiarity among the artists with the huge hits," says WKDF Nashville PD Wes McShay. "The sales of CDs by Lonestar, Jo Dee Messina, and Kenny Chesney point toward an obvious increase in passion for singers of hit songs that have escaped the '12 weeks and off the chart' philosophy, especially if they have a quality follow-up single or two or three.

"As far as Arbitron increases for country radio stations, certainly playing the hits longer will help, as will playing fewer stiff," adds McShay. "But, what you're doing in between the songs, as well as marketing your product effectively, is equally important."

Alan Sledge, regional director of country programming for Clear Channel Communications, says, "What seems to be happening is that the best songs are sticking around longer. In other words, increasing the shelf life of our current-based music has given some stations a stronger argument to keep only those higher-testing songs in rotation longer. It's still difficult to justify playing a weaker song longer in hopes of the song 'testing better' in a few weeks."

"We are finding that songs that stay at the top of the chart longer are in our heavies longer and are breaking through and testing remarkably well," says WGAR Cleveland PD Clay Hunnicutt. "For a while, it always seemed the recurrent that just left heavy always tested better than the current heavies. Now they're running neck and neck, depending on the song. I'm not sure if it helps everyone remember a Lonestar or, say, Brad Paisley, but people are a lot more familiar with the individual song, and requests for those singles that are enjoying the rare air at the top are growing dramatically.

CHALLENGES AND REWARDS

Although slower charts and playlists make their jobs harder, even label reps say they are seeing the benefits.

"It was obvious with our 'No. 1 and off' mentality that we hurt ourselves when it came time for auditorium testing," says Warner/Reprise Nashville senior VP of promotion Jack Purcell. "Our core artists, whose titles sometimes hit that No. 1 position in seven weeks, had not had the kind of exposure to the listener for solid testing. They simply had not heard it enough as a current to have any lasting passion for it. I believe that eroded listener loyalty for some of those core artists and ultimately [helped erode] the format.

"The process that we have undertaken now, I feel, is best for the format," says Purcell. "It is a challenging one for promotion departments and bottom lines. We are looking at maybe two singles a year for some acts. Radio has become more patient and understanding in seeing singles grow. With exceptions, it is obvious that once a single reaches that top five [or] top 10 chart position and camps out, strong research [and] sales will follow."

"Since hit singles are lasting longer than ever and this is still, for the most part, a consensus format, that makes for a powerful potential combination to drive impressions," says Monument Records VP of promotion Larry Pareigis. "For us to sell records, those additional, meaningful impressions are more needed than ever before be-

cause of the decline of country radio shares and, consequently, country album sales.

"As far as eight-week No. 1's meaning whether or not the audience knows the act, country radio has certainly stepped up and done its part," says Pareigis. "It's then up to labels to make certain that there are supplemental impressions at media, retail, the Internet, and any other available avenues to tie the song in with the act so the consumer makes the connection."

Surprisingly, BNA VP of promotion Tom Baldrice is not convinced that an eight-week No. 1 for his act Lonestar will mean better test scores for the band overall. "I don't think we can fully answer the question about better test scores until we do a comparison on the Lonestar follow-up, 'Smile.' If the passion and familiar scores rise faster than those of 'Amazed,' you could start to make a case," he says. "But keep in mind that 'Amazed' was one of the biggest songs in history, so it doesn't really have all that much to do with a slower chart, other than the opportunity to spend eight weeks at No. 1. The song would have [had as much of an impact] under the old system—it just wouldn't have had the impressive statistic of weeks at No. 1.

"We have certainly seen an increase in attendance at Lonestar shows, and more headline acts are interested in them being a part of their shows," Baldrice adds, "but again, that is more of a reflection of a monster song from an extremely talented group with a successful track record and discography than that of a slower chart."

But Baldrice does say the slower charts and playlists have definitely had a positive effect on record sales. "If a song like [Kenny Chesney's] 'How Forever Feels' is given a longer time to stay in current rotation and is the big hit it is, then it gets a longer recurrent life, and that's where we really sell records. We've felt the impact on both the Chesney and Lonestar albums."

TOO EARLY TO TELL?

Still, some programmers say it's too early to know whether slowing down ultimately will be a good thing for the format. Says McVay Media's Bob Moody, "There isn't enough research out there to connect the dots yet for radio."

"Seeing as we're coming up on only the second full book since the 'trend' started, and since not everyone was on board with this 'new' way of doing things at once, I think it is really too early to make [that] case," says WCMS Norfolk, Va., PD John Crenshaw. "I don't think it is 'paying off' in better test scores. I think the passion was always there. The only difference is, now it is fashionable to stay longer. We call-out believers were doing it a long time ago and were criticized for not exposing enough new music and hanging on to 'deadwood' in our current categories."

Ted Stecker, OM at KTXT/KXXY Oklahoma City, also sees no evidence yet that that slower playlist is helping the format. "It is a positive and a move in the right direction," he says. "But it will take time."

"I am seeing better test scores on recent music than I saw a year and two years ago, especially from artists that reflect the Class of '99—Faith [Hill], [Dixie] Chicks, Tim McGraw, etc.," says consultant Joel Raab. "As for the format as a whole going up, it could take Arbitron six months to a year to reflect the improvement we're seeing in the music test scores."

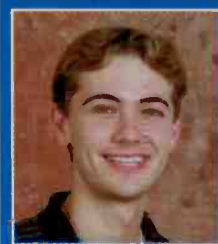
MONITOR PROFILE

AMFM's Houston Keeps Star System Sounding 'Local' All Over The Map

Lance Houston may already have the radio job of the future. As regional MD for AMFM's Star System Wide-Area Network, Houston handles music for eight stations from his Fort Lauderdale, Fla., office, including classic rock, active rock, and top 40 stations, plus country outlets WTXT Tuscaloosa, Ala., WAVV Fort Pierce, Fla., and WXPS Burlington, Vt.

The Fort Lauderdale operation serves 140 stations, with a goal of 220 by early next year. A similar AMFM facility in Austin, Texas, already serves 220 stations. At 220, Houston says, the 14 Florida studios will be "maxed out," and there is talk of a third facility somewhere else.

Houston, the only Fort Lauderdale staffer doing music, is surrounded by a team of 15 full-time and 12 part-time jocks. The full-timers voice-track five to eight air shifts a day (depending on the format and how many breaks are needed) for stations around the country. The part-timers do 10 to 20 weekend shows.



Lance Houston
Regional MD
AMFM's Star System

'The only thing we're lacking, if anything, is the [local] emotion'

That kind of workload, Houston says, is considerably harder than that of a one-shift local jock, despite not having to do production and having the opportunity to fix mistakes before they air. "The stress [level] around here can get through the roof," he says. Among his staff's worries are pronunciation of local town names and the occasional difficulty of getting a local PD on the phone to answer questions.

Prior to joining Star System eight months ago, Houston had been a PD, MD, and air personality in several formats. Yet he's only 22.

Six years ago, in high school, he landed a weekend board-op job at WZNJ Demopolis, Ala. He was upped to a Saturday-night request show, then began sitting in on the morning show a few times a week. That eventually led to a full-time morning job, meaning Houston would get up at 4 a.m., work on-air until 7:51, then race across town to be at school by 7:58.

He eventually persuaded his boss to let him do the station's music. Despite the oldies format, Houston says, he enjoyed it because the music "was all new to me."

After graduation, he landed at country WACT Tuscaloosa for weekends, later moving up to nights, then MD and afternoons. Houston was a novice to country at the time but says he had discovered and grown to love it after hearing Shania Twain's "Any Man Of Mine" in 1995. (Giving credence to the theory that crossover artist Twain does, in fact, bring new listeners to country. Prior to that, Houston says, "I had always made fun of country music.")

When new owner Capstar flipped WACT to rock as WRTR, Houston begged to be transferred to sister WTXT as night jock. A month later, he was MD, then PD soon afterward. Once that happened, he began voice-tracking his WTXT air shift, something he still does, albeit now from Fort Lauderdale, where he also voice-tracks weekends for stations in Savannah, Ga.; Fort Pierce; Birmingham, Ala.; and Asheville, N.C., for extra money.

In addition to his PD and night duties at WTXT, Houston became MD for sisters WRTR and top 40 WZBQ, something that proved to

be a practice run for his current job.

Despite long-held industry fears of a centralized music scheduling system becoming homogenized, Houston insists he customizes the music for each of his stations and can do a better job than an in-market MD because he has access to research and programming tools from many different stations and other sources. Some of the PDs Houston works with choose to get on the phone with him weekly to discuss music. Others leave it up to him.

Already using the vocabulary of the future, Houston refers to sending voice-tracks to stations as "WANing it to them," an acronym for the company's Wide Area Network technology. AMFM uses the Prophet computer automation system, as does pending merger partner Clear Channel for its own voice-tracking operations, which will make for a fairly seamless transition once the merger is completed. "A few wires would have to be connected on their end and our end, and we would be hooked up," he says.

Houston claims voice-tracking is often so seamless, it is indistinguishable from a live and local personality. His mother, who lives in WTXT's service area, must sometimes convince her skeptical friends that Houston did, in fact, move to Fort Lauderdale. In fact, he says, most listeners can't tell the difference. "The only thing that might tip them off is if they call the request line and no one is ever there."

Opponents of voice-tracking always cite weather emergencies as the key downside of using automation. With the recent hurricanes, Star System had a chance to address that concern, and Houston says the staff pulled it off.

Star System jocks not only filled in for local jocks who were unable to make it to their stations due to weather conditions but were able to give those shifts a local feel, he says, thanks to instant information available from CNN, the Internet, and data being fed from the stations. With just a minute lag time between when a Star System jock can record a break until it is downloaded and aired on the station, Houston says, "we can be fairly live." If news breaks, a prerecorded track can be deleted and almost instantly replaced, all via computer.

"We gave all the information" during the hurricane, Houston says. "The only thing we're lacking, if anything, is the emotion. Obviously, there is drama going on in the market that we can't feel."

Beyond weather issues, critics always point to virtual jocks not being live and local as a failing of the system. But Houston says his staff works hard to at least get the "local" part right, even if they are geographically challenged.

Stations on the network are required to provide a daily sheet of new promos, concerts coming to town, and other local information for jocks to work into their shows. Plus, he says, the "virtual" jocks frequently give out their E-mail addresses on the air and use the mail they get from local markets to customize their show. Recently, a Star System jock got an E-mail from a fan calling her the best-informed jock on the station. "We were kind of snickering [at that] because we're thousands of miles away," he says.

But even Houston admits there are limitations. "We're not meant to be the morning or even the afternoon talent in a market," although they can temporarily fill those slots if needed. "We started out with having several stations that were 24/7 voice-tracked," he says. "We found out that having a morning show from here may not be the best thing for the station."

The appropriate amount of voice-tracking depends on the station, he says. A top 40 outlet might want a voice-tracked midday jock and a live night jock, while for an AC, the reverse might be true. But universally, he says, "overnights is a place where you can really improve your talent by using voice-tracking." **PHYLLIS STARK**

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GREATEST GAINERS

Strongest Increase In Airplay This Week

INCREASE IN
DETECTIONS

FAITH HILL • Breathe (WARNER BROS./WRN)	+636
KSOP +41, WGKX +24, KKAT +19, KMLE +17, KASE +17, WQDR +16, WCAC +16, KSSN +15, KGMV +14, WZZK +14	
ALAN JACKSON • Pop A Top (ARISTA NASHVILLE)	+559
WWGR +24, WYCD +23, WRNS +21, WYNK +19, KXXY +19, WQDR +18, WCMS +18, KBEQ +17, WXTU +17, KXKT +16	
BRAD PAISLEY • He Didn't Have To Be (ARISTA NASHVILLE)	+474
WCAC +22, KYCW +22, KPLX +19, WXTU +17, KUBL +14, KTEX +14, KXKT +14, KUPL +12, WFMS +12, KMDL +11	
KENNY CHESNEY • She Thinks My Tractor's Sexy (BNA)	+466
WOW +21, KIKF +20, WKHX +16, WPOR +15, WKKO +15, WKIX +14, KGMV +14, WOKQ +13, WRNS +12, KILT +12	
TIM MCGRAW • My Best Friend (CURB)	+441
WRNS +17, KUBL +16, WWGR +16, WYNY +16, WQBE +15, WSSL +14, KYCW +14, KCCY +13, WXBQ +12, KKCS +12	
DIXIE CHICKS • Cowboy Take Me Away (MONUMENT)	+358
KEEY +18, KPLX +18, KXKC +17, WRNS +16, KCCY +14, KMLE +14, WSSL +13, WYNY +12, WAMZ +11, WUBE +11	
CLINT BLACK • When I Said I Do (RCA)	+357
WCAC +20, WOGY +15, KRST +13, KHAY +12, WQYK +12, WDRM +11, WBEE +11, WSM +11, WYNY +11, WRNS +10	
LONESTAR • Smile (BNA)	+338
WNKT +18, KRMD +13, WXBW +12, WGKX +12, WJCL +12, KGMV +11, WKXC +11, WFLS +11, WQYK +11, KNIX +11	
REBA • What Do You Say (MCA NASHVILLE)	+297
WWGR +18, KYCY +15, WOGK +14, WMSI +13, WKIX +12, KXKC +12, WGGY +11, KRYS +11, WCMS +11, WNCY +10	
GEORGE STRAIT • What Do You Say To That (MCA NASHVILLE)	+287
WMUS +16, KZSN +16, KHEY +16, WYCD +15, KRST +15, WMSI +14, WPOR +14, WXBW +14, WYAY +14, WYNK +13	
RANDY TRAVIS • A Man Ain't Made Of Stone (DREAMWORKS)	+258
KYCY +19, KIKK +16, WGH +15, WOGK +14, KYNG +12, KKQB +11, KDDK +10, WDRM +10, KUPL +9, KNIX +8	
JOE DIFFIE • The Quittin' Kind (EPIC)	+258
WQIK +15, WSIX +12, KNIX +12, WOGK +11, KTEX +11, WCAC +11, WBEE +11, WQBE +10, WSM +9, KYCW +9	
BROOKS & DUNN • Beer Thirty (ARISTA NASHVILLE)	+257
KKBQ +28, KEEY +19, WYCD +17, KIKK +17, WAMZ +14, KSOP +14, KCCY +11, WRNS +11, KPLX +11, WOKQ +8	
JOHN MICHAEL MONTGOMERY • Home To You (ATLANTIC)	+240
WKDF +18, KAJA +18, KIKK +15, WOW +14, KUPL +13, KGMV +12, WRKZ +12, KVOO +12, KKCS +11, WXBW +11	
TRACY BYRD • Put Your Hand In Mine (RCA)	+221
KASE +19, WOKQ +14, KTEX +12, KNIX +11, WSIX +10, KSSN +9, WCMS +9, KJJY +8, KFRG +8, WPOR +7	

MOST NEW STATIONS

Songs with 6 or more detections at new stations this week

	NEW STATIONS		NEW STATIONS
TIM MCGRAW <i>My Best Friend (Curb)</i>	39	SHEDAISY <i>This Woman Needs (Lyric Street)</i>	18
LONESTAR <i>Smile (BNA)</i>	31	KENNY CHESNEY <i>She Thinks My Tractor's Sexy (BNA)</i>	17
ALAN JACKSON <i>Pop A Top (Arista Nashville)</i>	21	CHELY WRIGHT <i>It Was (MCA Nashville)</i>	16
JO DEE MESSINA <i>Because You Love Me (Curb)</i>	19	ALABAMA <i>Small Stuff (RCA)</i>	15
DIXIE CHICKS <i>Cowboy Take Me Away (Monument)</i>	19	TOBY KEITH <i>When Love Fades (DreamWorks)</i>	14

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

#1		KMLE Phoenix, AZ PD: Jeff Garrison MD: Jon Allen Airplay Leader Designations: 8
	#2	KPLX, Dallas, TX (PD/MD: Brian Philips/Cody Alan) 5
	#3	KBEQ, Kansas City, MO (PD/MD: Mike Kennedy/T.J. McEntire) 4
	#4	WWGR, Ft. Myers, FL (PD/MD: Chris O'Kelley/Steve Hart) 3
	#5	KEEY, Minneapolis, MN (PD/MD: Gregg Swedberg/Travis Moon) 3

The Airplay Leaderboard ranks taste-maker stations that have been the most successful in identifying future hit records as measured by the amount of AIRPOWER titles for which they were Airplay Leaders. Refer to each format's IMPACT! page to see this week's Airplay Leaders.

COUNTRY RECURRENT AIRPLAY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS	RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS
1	LITTLE MAN ALAN JACKSON (ARISTA NASHVILLE)	1883	2894	14	I'LL THINK OF A REASON LATER LEE ANN WOMACK (DECCA/MCA NASHVILLE)	1202	1313
2	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU ALABAMA (RCA)	1715	1767	15	WISH YOU WERE HERE MARK WILLS (MERCURY)	1122	1105
3	HOW FOREVER FEELS KENNY CHESNEY (BNA)	1648	1663	16	STAND BESIDE ME JO DEE MESSINA (CURB)	1112	1153
4	SINGLE WHITE FEMALE CHELY WRIGHT (MCA NASHVILLE)	1616	1805	17	MAN! I FEEL LIKE A WOMAN! SHANIA TWAIN (MERCURY)	1100	1095
5	A NIGHT TO REMEMBER JOE DIFFIE (EPIC)	1594	1598	18	ANYONE ELSE COLLIN RAYE (EPIC)	1087	1160
6	LITTLE GOOD-BYES SHEDAISY (LYRIC STREET)	1505	1574	19	I DON'T WANT TO MISS A THING MARK CHESNUTT (DECCA/MCA NASHVILLE)	1058	1101
7	THE SECRET OF LIFE FAITH HILL (WARNER BROS./WRN)	1473	1626	20	WIDE OPEN SPACES DIXIE CHICKS (MONUMENT)	1004	948
8	PLEASE REMEMBER ME TIM MCGRAW (CURB)	1463	1469	21	TONIGHT THE HEARTACHE'S ON ME DIXIE CHICKS (MONUMENT)	929	914
9	WHATEVER YOU SAY MARTINA MCBRIDE (RCA)	1459	1484	22	MAKE UP IN LOVE DOUG STONE (ATLANTIC)	924	1332
10	I'LL STILL LOVE YOU MORE TRISHA YEARWOOD (MCA NASHVILLE)	1448	1854	23	TWO TEARDROPS STEVE WARINER (CAPITOL)	923	979
11	YOU WON'T EVER BE LONELY ANDY GRIGGS (RCA)	1379	1424	24	THIS KISS FAITH HILL (WARNER BROS.)	902	898
12	UNBELIEVABLE DIAMOND RIO (ARISTA NASHVILLE)	1299	1234	25	WHERE THE GREEN GRASS GROWS TIM MCGRAW (CURB)	887	904
13	YOU WERE MINE DIXIE CHICKS (MONUMENT)	1210	1169				

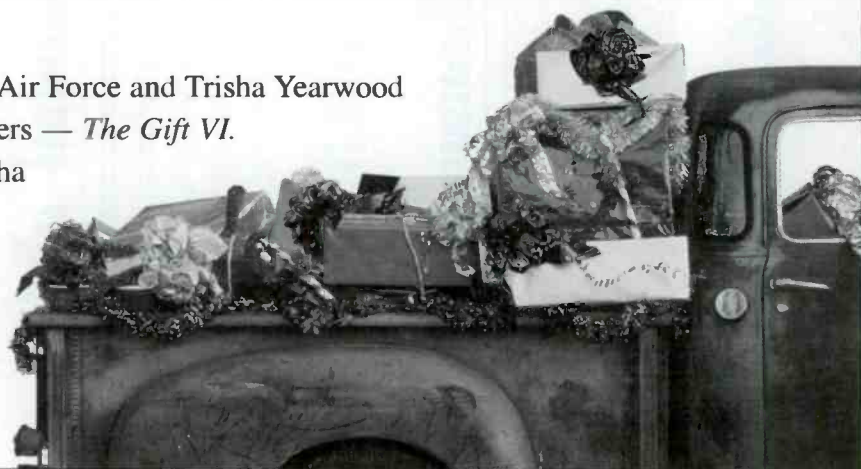
Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 25.

The Gift VI

In celebration of this joyous season, the Air Force and Trisha Yearwood have a special gift for you and your listeners — *The Gift VI*.

It's a free hour-long program featuring Trisha

sharing holiday memories and singing songs from her Christmas CD, *The Sweetest Gift*, plus music from her latest release, *Where Your Road Leads*. Licensed country music stations will receive *The Gift VI* CD the first week of December, otherwise, call (210) 652-3937 and we'll mail one to you.



KYCY San Francisco PD: Dene Hallam APD/MD: Steve Jordan Infinity 415-391-9330

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

WESC Greenville OM: Ron Brooks MD: John Landrum Clear Channel 864-242-4660

KWJJ Portland, OR PD: Robin Mitchell MD: Lola Montgomery Fisher Broadcasting 503-228-4393

WUSY Chattanooga OM: Leslie Pardue MD: Bill Poindexter Cumulus 423-892-3333

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

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

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

WCOL Columbus, OH OM/MD: Tom Fridley PD: Gail Austin Clear Channel 614-273-9265

WQMX Akron OM: Kevin Mason MD: Bill Sheil Rubber City Radio Group 330-869-9800

KNCI Sacramento PD: Mark Evans APD: Jennifer Wood Infinity 916-338-9200

WNOE New Orleans PD: Les Acree Clear Channel 504-679-7300

WXBQ Johnson City PD: Bill Hagy MD: Reggie Neal Bristol Broadcasting 540-669-8112

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

KATM Modesto PD: Randy Black Citidel 209-523-7756

WHOK Columbus, OH PD: Don Cristit APD/MD: George Wolf Infinity 614-227-9696

WCTK Providence PD: Rick Everett MD: Sam Stevens Hall Communications 401-467-4366

WYRK Buffalo PD: Mark Lindo Infinity 716-856-3550

KASE Austin PD: Michael Cruise APD: Bob Pickett AMFM 512-495-1300

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

KYCW Seattle PD: Becky Brenner MD: Mike Peterson Infinity 206-805-1061

KSSN Little Rock PD: Bill Dotson Clear Channel 501-227-9696

WOKQ Portsmouth, NH PD: Mark Jennings APD/MD: Dan Lunnie WOKQ 975 603-749-9750

KVOO Tulsa, OK OM/MD: Dave Block MD: Scott Woodson Journal 918-742-9900

AIRPLAY Monitor POWER PLAYISTS COUNTRY FOR WEEK ENDING OCTOBER 24, 1999

AIRPLAY Monitor COUNTRY REGIONAL AIRPLAY FOR WEEK ENDING OCTOBER 24, 1999

WCMS Norfolk PD: John Crenshaw WCMS Radio Norfolk 757-424-1050

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WCMS Norfolk.

WKCQ Saginaw PD: Rick Walker WKCQ Saginaw 517-752-8161

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WKCQ Saginaw.

WKKO Toledo PD: Gary Shores WKKO Toledo 419-385-2536

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WKKO Toledo.

KCYC San Antonio OM/ PD: R.J. Curtis KCYC San Antonio 210-615-5400

Table with 2 columns: Song Title, TW LW. List of songs and their positions for KCYC San Antonio.

KXXY Oklahoma City OM/ PD: Ted Stecker KXXY Oklahoma City 405-528-5543

Table with 2 columns: Song Title, TW LW. List of songs and their positions for KXXY Oklahoma City.

WYNK Baton Rouge PD: Paul Orr WYNK Baton Rouge 225-231-1860

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WYNK Baton Rouge.

WQJK Jacksonville PD: Mike James WQJK Jacksonville 904-388-7711

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WQJK Jacksonville.

WHSL Greensboro PD: Chris Huff WHSL Greensboro 336-272-0995

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WHSL Greensboro.

WVLK Lexington PD: John Swan WVLK Lexington 606-253-5900

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WVLK Lexington.

WKQA Jacksonville PD: Mike James WKQA Jacksonville 904-388-7711

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WKQA Jacksonville.

KTST Oklahoma City PD: Ted Stecker KTST Oklahoma City 405-528-5543

Table with 2 columns: Song Title, TW LW. List of songs and their positions for KTST Oklahoma City.

WGH Norfolk PD: Randy Brooks WGH Norfolk 757-497-1310

Table with 2 columns: Song Title, TW LW. List of songs and their positions for WGH Norfolk.

NORTHEAST



Table with 2 columns: Song Title, TW LW. List of songs and their positions for the Northeast region.

MID-ATLANTIC



Table with 2 columns: Song Title, TW LW. List of songs and their positions for the Mid-Atlantic region.

SOUTHEAST



Table with 2 columns: Song Title, TW LW. List of songs and their positions for the Southeast region.

SOUTHWEST



Table with 2 columns: Song Title, TW LW. List of songs and their positions for the Southwest region.

MIDWEST



Table with 2 columns: Song Title, TW LW. List of songs and their positions for the Midwest region.

WEST



Table with 2 columns: Song Title, TW LW. List of songs and their positions for the West region.

COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING OCTOBER 29, 1999

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include video play. Markets listed in order of population.

Total Detections/Gain												Total Detections/Gain												Total Detections/Gain												Total Detections/Gain												Total Detections/Gain																							
TRACE ADKINS						GARY ALLAN						CLINT BLACK						CHAD BROCK						TRACY BYRD																																															
1174/187						1537/147						4012/357						2905/32						1663/221																																															
Don't Lie (Capitol)						Smoke Rings In The Dark (MCA Nashville)						When I Said I Do (RCA)						Lightning Does The Work (Warner Bros./WRN)						Put Your Hand In Mine (RCA)																																															
Total Stations: 132						Total Stations: 146						Total Stations: 154						Total Stations: 149						Total Stations: 147																																															
Chart Move: 37-34						Chart Move: 33-30						Chart Move: 9-7						Chart Move: 19-19						Chart Move: 32-29																																															
City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP																																				
New York	CMT	20	21	6	57	Jacksonv.	WOJK	16	20	5	24	New York	CMT	29	28	26	374	Jacksonv.	WOJK	28	24	26	354	New York	CMT	22	21	19	92	Jacksonv.	WOJK	22	21	19	92	New York	CMT	22	21	19	92	Jacksonv.	WOJK	22	21	19	92	New York	CMT	22	21	19	92	Jacksonv.	WOJK	22	21	19	92												
L.A.	GAC	20	21	6	57	Jacksonv.	WOJK	16	20	5	24	L.A.	GAC	29	28	26	374	Jacksonv.	WOJK	28	24	26	354	L.A.	GAC	22	21	19	92	Jacksonv.	WOJK	22	21	19	92	L.A.	GAC	22	21	19	92	Jacksonv.	WOJK	22	21	19	92	L.A.	GAC	22	21	19	92	Jacksonv.	WOJK	22	21	19	92	L.A.	GAC	22	21	19	92	Jacksonv.	WOJK	22	21	19	92

Total Detections/Gain												Total Detections/Gain												Total Detections/Gain												Total Detections/Gain												Total Detections/Gain											
KENNY CHESNEY						JOE DIFFIE						MONTGOMERY GENTRY						ANDY GRIGGS						TY HERNDON																																			
2142/466						1310/258						4436/194						3674/134						2112/176																																			
She Thinks My Tractor's Sexy (BNA)						The Quittin' Kind (Epic)						Lonely Afore Gone (Columbia)						I'll Go Crazy (RCA)						Steam (Epic)																																			
Total Stations: 149						Total Stations: 136						Total Stations: 154						Total Stations: 154						Total Stations: 149																																			
Chart Move: 29-25						Chart Move: 35-32						Chart Move: 6-5						Chart Move: 11-11						Chart Move: 27-26																																			
City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP	City	Station	W	L	W	IP																														
New York	CMT	20	21	6	57	Jacksonv.	WOJK	16	20	5	24	New York	CMT	29	28	26	374	Jacksonv.	WOJK	28	24	26	354	New York	CMT	22	21	19	92	Jacksonv.	WOJK	22	21	19	92																								

AIRPLAY MONITOR COUNTRY COUNTRY AIRPLAY MONITOR FOR WEEK ENDING OCTOBER 24, 1999

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include video play. Markets listed in order of population.

FAITH HILL		ALAN JACKSON		JERRY KILGORE		LONESTAR		TIM MCGRAW	
3163/636		2649/559		1016/134		1015/338		831/441	
Breathe (Warner Bros./WRN)		Pop A Top (Arista Nashville)		Love Trip (Virgin)		Smile (BNA)		My Best Friend (Curb)	
Total Stations: 154		Total Stations: 152		Total Stations: 120		Total Stations: 111		Total Stations: 109	
Chart Move: 22-15		Chart Move: 26-21		Chart Move: 39-36		Chart Move: 42-37		Chart Move: 50-40	
City	Station	City	Station	City	Station	City	Station	City	Station
New York	CMT	New York	CMT	New York	CMT	New York	CMT	New York	CMT
WYNY	25 19 84	WYNY	1 1 1	WYNY	3 6 13	WYNY	1 1 1	WYNY	22 6 31
L.A.	KIKF	L.A.	KIKF	L.A.	KIKF	L.A.	KIKF	L.A.	KIKF
Chicago	WUSN	Chicago	WUSN	Chicago	WUSN	Chicago	WUSN	Chicago	WUSN
San Fran.	KYCY	San Fran.	KYCY	San Fran.	KYCY	San Fran.	KYCY	San Fran.	KYCY
Phila.	WXIU	Phila.	WXIU	Phila.	WXIU	Phila.	WXIU	Phila.	WXIU
Detroit	WYCD	Detroit	WYCD	Detroit	WYCD	Detroit	WYCD	Detroit	WYCD
Dallas	KPLX	Dallas	KPLX	Dallas	KPLX	Dallas	KPLX	Dallas	KPLX
Wash., DC	WMZQ	Wash., DC	WMZQ	Wash., DC	WMZQ	Wash., DC	WMZQ	Wash., DC	WMZQ
Houston	KIKK	Houston	KIKK	Houston	KIKK	Houston	KIKK	Houston	KIKK
Boston	WKLB	Boston	WKLB	Boston	WKLB	Boston	WKLB	Boston	WKLB
Miami	WKIS	Miami	WKIS	Miami	WKIS	Miami	WKIS	Miami	WKIS
Atlanta	WKXH	Atlanta	WKXH	Atlanta	WKXH	Atlanta	WKXH	Atlanta	WKXH
Seattle	KMPS	Seattle	KMPS	Seattle	KMPS	Seattle	KMPS	Seattle	KMPS
Long Isl.	KYCW	Long Isl.	KYCW	Long Isl.	KYCW	Long Isl.	KYCW	Long Isl.	KYCW
San Diego	KSOD	San Diego	KSOD	San Diego	KSOD	San Diego	KSOD	San Diego	KSOD
Minn.	KEYL	Minn.	KEYL	Minn.	KEYL	Minn.	KEYL	Minn.	KEYL
St. Louis	WIL	St. Louis	WIL	St. Louis	WIL	St. Louis	WIL	St. Louis	WIL
Balt.	WPKC	Balt.	WPKC	Balt.	WPKC	Balt.	WPKC	Balt.	WPKC
Pitts.	WDTN	Pitts.	WDTN	Pitts.	WDTN	Pitts.	WDTN	Pitts.	WDTN
Phoenix	KMLE	Phoenix	KMLE	Phoenix	KMLE	Phoenix	KMLE	Phoenix	KMLE
Tampa	WQYK	Tampa	WQYK	Tampa	WQYK	Tampa	WQYK	Tampa	WQYK
Cleveland	WGAR	Cleveland	WGAR	Cleveland	WGAR	Cleveland	WGAR	Cleveland	WGAR
Denver	KYGO	Denver	KYGO	Denver	KYGO	Denver	KYGO	Denver	KYGO
Port., OR	KUPL	Port., OR	KUPL	Port., OR	KUPL	Port., OR	KUPL	Port., OR	KUPL
Cincinnati	WUBE	Cincinnati	WUBE	Cincinnati	WUBE	Cincinnati	WUBE	Cincinnati	WUBE
Wichita	WGYW	Wichita	WGYW	Wichita	WGYW	Wichita	WGYW	Wichita	WGYW
Kan. City	KBEQ	Kan. City	KBEQ	Kan. City	KBEQ	Kan. City	KBEQ	Kan. City	KBEQ
Spokane	KFRF	Spokane	KFRF	Spokane	KFRF	Spokane	KFRF	Spokane	KFRF
Dayt. Beach	WDFW	Dayt. Beach	WDFW	Dayt. Beach	WDFW	Dayt. Beach	WDFW	Dayt. Beach	WDFW
Johns. C.	KFRG	Johns. C.	KFRG	Johns. C.	KFRG	Johns. C.	KFRG	Johns. C.	KFRG
Lafayette	WMIL	Lafayette	WMIL	Lafayette	WMIL	Lafayette	WMIL	Lafayette	WMIL
Sacram.	KNCI	Sacram.	KNCI	Sacram.	KNCI	Sacram.	KNCI	Sacram.	KNCI
San Jose	KRTY	San Jose	KRTY	San Jose	KRTY	San Jose	KRTY	San Jose	KRTY
Provo, UT	WYTD	Provo, UT	WYTD	Provo, UT	WYTD	Provo, UT	WYTD	Provo, UT	WYTD
Colum., OH	WCOL	Colum., OH	WCOL	Colum., OH	WCOL	Colum., OH	WCOL	Colum., OH	WCOL
Norfolk	WGHS	Norfolk	WGHS	Norfolk	WGHS	Norfolk	WGHS	Norfolk	WGHS
Gainesville	WGH	Gainesville	WGH	Gainesville	WGH	Gainesville	WGH	Gainesville	WGH
Onard	WDRM	Onard	WDRM	Onard	WDRM	Onard	WDRM	Onard	WDRM
Flint/Sag.	KCYA	Flint/Sag.	KCYA	Flint/Sag.	KCYA	Flint/Sag.	KCYA	Flint/Sag.	KCYA
Aug., GA	KKAT	Aug., GA	KKAT	Aug., GA	KKAT	Aug., GA	KKAT	Aug., GA	KKAT
Portsmouth	KSDP	Portsmouth	KSDP	Portsmouth	KSDP	Portsmouth	KSDP	Portsmouth	KSDP
Jackson	KUJB	Jackson	KUJB	Jackson	KUJB	Jackson	KUJB	Jackson	KUJB
Modesto	WFMS	Modesto	WFMS	Modesto	WFMS	Modesto	WFMS	Modesto	WFMS
Fl. Myers	WKKT	Fl. Myers	WKKT	Fl. Myers	WKKT	Fl. Myers	WKKT	Fl. Myers	WKKT
Pensac.	WSOC	Pensac.	WSOC	Pensac.	WSOC	Pensac.	WSOC	Pensac.	WSOC
Shrew.	WVWA	Shrew.	WVWA	Shrew.	WVWA	Shrew.	WVWA	Shrew.	WVWA
Ch. Christi	WYRK	Ch. Christi	WYRK	Ch. Christi	WYRK	Ch. Christi	WYRK	Ch. Christi	WYRK
Montom.	WLWI	Montom.	WLWI	Montom.	WLWI	Montom.	WLWI	Montom.	WLWI
Spring, MO	WHSY	Spring, MO	WHSY	Spring, MO	WHSY	Spring, MO	WHSY	Spring, MO	WHSY
Wichita	WTKT	Wichita	WTKT	Wichita	WTKT	Wichita	WTKT	Wichita	WTKT
Savannah	WGXX	Savannah	WGXX	Savannah	WGXX	Savannah	WGXX	Savannah	WGXX
Wichita	WJCL	Wichita	WJCL	Wichita	WJCL	Wichita	WJCL	Wichita	WJCL
Waco	WSCA	Waco	WSCA	Waco	WSCA	Waco	WSCA	Waco	WSCA
Chatt., TN	WVBE	Chatt., TN	WVBE	Chatt., TN	WVBE	Chatt., TN	WVBE	Chatt., TN	WVBE
Port., ME	WSPR	Port., ME	WSPR	Port., ME	WSPR	Port., ME	WSPR	Port., ME	WSPR
Asheville	WKSF	Asheville	WKSF	Asheville	WKSF	Asheville	WKSF	Asheville	WKSF
Gr. Bay	WNCY	Gr. Bay	WNCY	Gr. Bay	WNCY	Gr. Bay	WNCY	Gr. Bay	WNCY
Fredrick	WFRE	Fredrick	WFRE	Fredrick	WFRE	Fredrick	WFRE	Fredrick	WFRE
Burling.	WKOR	Burling.	WKOR	Burling.	WKOR	Burling.	WKOR	Burling.	WKOR
Pueblo	WFOY	Pueblo	WFOY	Pueblo	WFOY	Pueblo	WFOY	Pueblo	WFOY
Muskegon	WMUS	Muskegon	WMUS	Muskegon	WMUS	Muskegon	WMUS	Muskegon	WMUS
Fredricksbu	WFSL	Fredricksbu	WFSL	Fredricksbu	WFSL	Fredricksbu	WFSL	Fredricksbu	WFSL
Okla. City	KTST	Okla. City	KTST	Okla. City	KTST	Okla. City	KTST	Okla. City	KTST
KXXY	10 8 5	KXXY	35 13 77	KXXY	5 4 7 52	KXXY	10 8 5	KXXY	10 8 5

AIRPLAY

Country

Radio-1

COUNTRY REPORTS

FOR WEEKENDING OCTOBER 24, 1999

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include video play. Markets listed in order of population.

Total Detections/Gain						Total Detections/Gain						Total Detections/Gain						Total Detections/Gain						Total Detections/Gain																							
LEANN RIMES						JASON SELLERS						SHEDAISSY						GEORGE STRAIT						RANDY TRAVIS																							
2628/163						1294/170						966/171						4741/287						2771/158																							
<i>Big Deal (Curb)</i>						<i>A Matter Of Time (BNA)</i>						<i>This Woman Needs (Lyric Street)</i>						<i>What Do You Say To That (MCA Nashville)</i>						<i>A Man Ain't Made Of Stone (DreamWorks)</i>																							
Chart Move: 24-22						Chart Move: 34-33						Chart Move: 40-38						Chart Move: 5-4						Chart Move: 23-20																							
Station	IP	TP	DW	LW	ZW	Station	IP	TP	DW	LW	ZW	Station	IP	TP	DW	LW	ZW	Station	IP	TP	DW	LW	ZW	Station	IP	TP	DW	LW	ZW	Station	IP	TP	DW	LW	ZW	Station	IP	TP	DW	LW	ZW						
New York	CMT	1	1	1	1	New York	CMT	13	15	13	13	New York	CMT	21	21	11	13	New York	CMT	1	1	1	1	New York	CMT	14	14	13	13	New York	CMT	14	14	13	13	New York	CMT	14	14	13	13	New York	CMT	14	14	13	13
LA	GAC	20	15	18	15	LA	GAC	17	13	21	12	LA	GAC	22	19	11	6	LA	GAC	20	17	13	24	LA	GAC	19	17	13	13	LA	GAC	19	17	13	13	LA	GAC	19	17	13	13	LA	GAC	19	17	13	13



Billboard Top Country Singles Sales SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSCAN, INC.

BILLBOARD ISSUE DATE: OCTOBER 30, 1999

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
No. 1				
1	1	9	IT DON'T MATTER TO THE SUN/LOST IN YOU CAPITOL 58788 8 weeks at No. 1	GARTH BROOKS AS CHRIS GAINES
2	2	3	BIG DEAL CURB 73086	LEANN RIMES
3	3	10	ALL THINGS CONSIDERED MONUMENT 79248/SONY	YANKEE GREY
4	4	17	LONELY AND GONE COLUMBIA 79210/SONY	MONTGOMERY GENTRY
5	6	4	I'M DIGGIN' IT MCA NASHVILLE 172121	ALECIA ELLIOTT
6	5	30	PLEASE REMEMBER ME/FOR A LITTLE WHILE CURB 73080	TIM MCGRAW
7	8	4	STEAM EPIC 79269/SONY	TY HERNDON
8	7	23	NEVER BEEN KISSED ARISTA NASHVILLE 13140	SHERRIE AUSTIN
9	9	21	LIGHTNING DOES THE WORK WARNER BROS. 16984/WRN	CHAD BROCK
10	10	16	YOU'RE STILL BEAUTIFUL TO ME ASYLUM 64035/EEG	BRYAN WHITE
11	11	9	ARE YOUR EYES STILL BLUE CURB 73085	SHANE MCANALLY
12	12	124	HOW DO I LIVE [▲] CURB 73022	LEANN RIMES
13	13	23	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU RCA 65759/RLG ALABAMA FEATURING 'N SYNC	ALABAMA FEATURING 'N SYNC
14	15	9	A MATTER OF TIME BNA 65784/RLG	JASON SELLERS
15	18	26	ROCKY TOP '96 DECCA 155274/MCA NASHVILLE	THE OSBORNE BROTHERS
16	14	31	WHO NEEDS PICTURES ARISTA NASHVILLE 13156	BRAD PAISLEY
17	17	22	THAT DON'T IMPRESS ME MUCH MERCURY 172118	SHANIA TWAIN
18	16	28	A NIGHT TO REMEMBER EPIC 79118/SONY	JOE DIFFIE
19	21	8	I WANT A MAN 143/WARNER BROS. 16932/WRN	LACE
20	20	33	HILLBILLY SHOES COLUMBIA 79115/SONY	MONTGOMERY GENTRY

Records with the greatest sales gains this week. ● Recording Industry Assn. of America certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol. © 1999, Billboard/BPI Communications and SoundScan, Inc.

Billboard TOP COUNTRY ALBUMS SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSCAN, INC.

BILLBOARD ISSUE DATE: OCTOBER 30, 1999

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST	IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE	PEAK POSITION
No. 1							
1	1	1	7	DIXIE CHICKS [▲] 2	MONUMENT 69678/SONY (11.98 EQ/17.98)	FLY	1
2	2	2	102	SHANIA TWAIN [◆] 13	MERCURY 536003 (10.98/17.98)	COME ON OVER	1
GREATEST GAINER							
3	3	3	24	TIM MCGRAW [▲]	CURB 77942 (10.98/17.98)	A PLACE IN THE SUN	1
4	5	5	90	DIXIE CHICKS [▲] 7	MONUMENT 68195/SONY (10.98 EQ/17.98)	WIDE OPEN SPACES	1
5	4	4	5	MARTINA MCBRIDE ●	RCA 67824/RLG (10.98/16.98)	EMOTION	3
6	6	7	20	LONESTAR ●	BNA 67762/RLG (10.98/16.98)	LONELY GRILL	3
7	7	6	4	BROOKS & DUNN	ARISTA NASHVILLE 18895 (10.98/16.98)	TIGHT ROPE	6
8	8	8	3	CLINT BLACK	RCA 67823/RLG (10.98/16.98)	D'LECTRIFIED	8
9	9	11	33	KENNY CHESNEY ●	BNA 67655/RLG (10.98/16.98)	EVERYWHERE WE GO	5
10	10	9	83	JO DEE MESSINA ▲	CURB 77904 (10.98/16.98)	I'M ALRIGHT	5

Albums with the greatest sales gains. ● Recording Industry Assn. of America (RIAA) certification for sales of 500,000 album units. ▲ RIAA certification for sales of 1 million units (Platinum). ◆ RIAA certification for net shipment of 10 million units (Diamond). Numeral following Platinum or Diamond symbol indicates album's multi-platinum level. Greatest Gainer shows chart's largest unit increase. Pacesetter Indicates biggest percentage growth. © 1999 Billboard/BPI Communications and SoundScan, Inc.

COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	TW	LW
★ ★ ★ No. 1 ★ ★ ★						
1	2	14	I LOVE YOU RCA 1 week at No. 1	MARTINA MCBRIDE	47.443	46.927
2	1	15	SOMETHING LIKE THAT CURB	TIM MCGRAW	44.049	46.927
3	3	16	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	38.666	38.176
4	5	14	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	37.183	35.877
5	7	15	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	33.861	31.832
6	6	19	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	33.598	31.873
7	9	10	WHEN I SAID I DO RCA	CLINT BLACK	33.193	29.468
8	4	18	READY TO RUN MONUMENT	DIXIE CHICKS	30.595	35.958
9	13	8	COME ON OVER MERCURY	SHANIA TWAIN	29.415	27.095
10	10	27	AMAZED BNA	LONESTAR	28.671	29.444
11	15	8	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	28.361	24.006
12	12	15	I'LL GO CRAZY RCA	ANDY GRIGGS	28.197	27.815
13	11	26	LESSON IN LEAVIN' CURB	JO DEE MESSINA	28.158	28.655
14	8	17	SHE'S IN LOVE MERCURY	MARK WILLS	25.816	29.596
15	14	25	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	25.013	25.839
16	16	12	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	24.812	23.290
17	21	6	WHAT DO YOU SAY MCA NASHVILLE	REBA	23.143	20.855
18	24	4	BREATHE WARNER BROS./WRN	FAITH HILL	22.550	17.670
19	19	18	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	21.134	21.301
20	22	9	BIG DEAL CURB	LEANN RIMES	20.582	19.172
21	20	31	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	20.493	21.180
22	23	10	A MAN AINT MADE OF STONE DREAMWORKS	RANDY TRAVIS	19.700	17.710
23	25	4	POP A TOP ARISTA NASHVILLE	ALAN JACKSON	18.816	15.035
24	26	11	ORDINARY LOVE MERCURY	SHANE MINOR	16.020	14.565
25	27	8	STEAM EPIC	TY HERNDON	15.229	13.608
26	29	4	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	15.212	11.635
27	17	13	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	14.402	23.281
28	28	9	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	13.247	13.039
29	31	7	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	11.017	9.432
30	33	5	PUT YOUR HAND IN MINE RCA	TRACY BYRD	9.975	8.432
31	32	10	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	8.831	8.984
32	34	6	A MATTER OF TIME BNA	JASON SELLERS	8.329	6.793
33	35	3	THE QUITTIN' KIND EPIC	JOE DIFFIE	8.154	6.538
34	36	2	DON'T LIE CAPITOL	TRACE ADKINS	7.564	6.272
35	NEW		SMILE BNA	LONESTAR	7.046	4.415
36	38	3	IT'S A LOVE THING CAPITOL	KEITH URBAN	6.653	5.279
37	37	3	LOVE TRIP VIRGIN	JERRY KILGORE	6.643	5.402
38	NEW		THIS WOMAN NEEDS LYRIC STREET	SHEDAISY	5.305	4.338
39	30	11	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS	5.290	9.598
40	NEW		MY BEST FRIEND CURB	TIM MCGRAW	5.108	2.555

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. ○ Records showing an increase in audience over the previous week, regardless of chart movement. If two records are tied in total audience, the record being played on more stations is placed first. Records become recurrents and are removed from this chart in conjunction with the Country Airplay chart.

Important Note:

Airplay Monitor's 1999 Chart Year Ends With The Nov. 19th Issue.

NOVEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 154 country stations are electronically monitored, 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ No. 1 ★★★				
1	1	15	I LOVE YOU RCA	MARTINA MCBRIDE	5877	5905	
2	2	20	SOMETHING LIKE THAT CURB	TIM MCGRAW	5476	5787	
(3)	3	19	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	5032	4838	
(4)	5	17	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	4741	4454	
(5)	6	23	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	4436	4242	
(6)	8	17	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	4304	4064	
(7)	9	10	WHEN I SAID I DO RCA	CLINT BLACK	4012	3655	
8	4	18	READY TO RUN MONUMENT	DIXIE CHICKS	3944	4683	
9	7	21	SHE'S IN LOVE MERCURY	MARK WILLS	3720	4086	
(10)	14	10	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	3715	3241	
(11)	11	17	I'LL GO CRAZY RCA	ANDY GRIGGS	3674	3540	
(12)	12	10	COME ON OVER MERCURY	SHANIA TWAIN	3671	3484	
13	10	31	AMAZED BNA	LONESTAR	3467	3639	
14	13	28	LESSON IN LEAVIN' CURB	JO DEE MESSINA	3319	3364	
			★★ AIRPOWER/GREATEST GAINER ★★				
(15)	22	5	BREATHE WARNER BROS./WRN	FAITH HILL	3163	2527	
(16)	17	20	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	3149	2983	
17	15	30	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	3051	3239	
			★★ AIRPOWER ★★				
(18)	20	8	WHAT DO YOU SAY MCA NASHVILLE	REBA	3001	2704	
(19)	19	25	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	2905	2873	
(20)	23	13	A MAN AIN'T MADE OF STONE DREAMWORKS	RANDY TRAVIS	2771	2513	
(21)	26	5	POP A TOP ARISTA NASHVILLE	ALAN JACKSON	2649	2090	
(22)	24	10	BIG DEAL CURB	LEANN RIMES	2628	2465	
23	21	35	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	2329	2527	
(24)	25	16	ORDINARY LOVE MERCURY	SHANE MINOR	2224	2120	
(25)	29	10	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	2142	1676	
(26)	27	12	STEAM EPIC	TY HERNDON	2112	1936	
(27)	28	14	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	1972	1871	
28	16	14	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	1966	3047	
(29)	32	7	PUT YOUR HAND IN MINE RCA	TRACY BYRD	1663	1442	
(30)	33	13	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	1537	1390	
31	31	17	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	1383	1443	
(32)	35	10	THE QUITTIN' KIND EPIC	JOE DIFFIE	1310	1052	
(33)	34	18	A MATTER OF TIME BNA	JASON SELLERS	1294	1124	
(34)	37	8	DONT LIE CAPITOL	TRACE ADKINS	1174	987	
(35)	36	11	IT'S A LOVE THING CAPITOL	KEITH URBAN	1162	990	
(36)	39	14	LOVE TRIP VIRGIN	JERRY KILGORE	1016	882	
(37)	42	8	SMILE BNA	LONESTAR	1015	677	

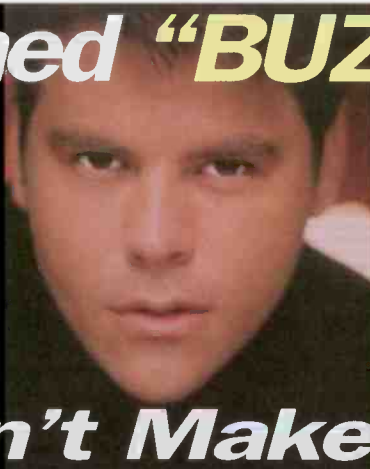
THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
(38)	40	10	THIS WOMAN NEEDS LYRIC STREET	SHEDAISY	966	795	
39	30	11	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS AS CHRIS GAINES	905	1556	
			★ MOST NEW STATIONS ★				
(40)	50	7	MY BEST FRIEND CURB	TIM MCGRAW	831	390	
41	41	15	CRUSH ASYLUM	LILA MCCANN	719	764	
(42)	47	3	BECAUSE YOU LOVE ME CURB	JO DEE MESSINA	704	494	
43	38	13	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	668	914	
(44)	48	4	SMALL STUFF RCA	ALABAMA	651	438	
(45)	45	6	WHEN LOVE FADES DREAMWORKS	TOBY KEITH	613	515	
(46)	46	5	IT WAS MCA NASHVILLE	CHELY WRIGHT	612	510	
(47)	43	10	POWER WINDOWS LYRIC STREET	JOHN BERRY	600	582	
(48)	54	9	COWBOY TAKE ME AWAY MONUMENT	DIXIE CHICKS	556	198	
(49)	60	4	BEER THIRTY ARISTA NASHVILLE	BROOKS & DUNN	377	120	
(50)	51	7	IT'S A BEAUTIFUL THING REPRISE/WRN	PAUL BRANDT	365	317	
(51)	52	4	DONT MAKE ME BEG CURB	STEVE HOLY	362	264	
(52)	53	4	HERE COMES MY BABY MERCURY	THE MAVERICKS	308	242	
(53)	59	3	WHAT THIS COUNTRY NEEDS LYRIC STREET	AARON TIPPIN	261	121	
(54)	62	2	BUY ME A ROSE DREAMCATCHER	KENNY ROGERS	224	107	
			★★ HOT SHOT DEBUT ★★				
(55)	NEW		BACK AT ONE MERCURY	MARK WILLS	165	15	
56	49	18	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	160	411	
(57)	56	6	I'M DIGGIN' IT MCA NASHVILLE	ALECIA ELLIOTT	159	141	
(58)	68	3	DONT TELL ME MCA NASHVILLE	LEE ANN WOMACK	156	66	
(59)	74	2	CARLENE ARISTA NASHVILLE	PHIL VASSAR	154	44	
(60)	58	9	GOODBYE EARL MONUMENT	DIXIE CHICKS	153	122	
(61)	61	3	GOD GAVE ME YOU ASYLUM	BRYAN WHITE	143	117	
(62)	NEW		LITTLE BIRD ARISTA NASHVILLE	SHERRIE AUSTIN	142	30	
63	55	5	WHEREVER YOU ARE COLUMBIA	MARY CHAPIN CARPENTER	139	153	
(64)	64	3	IF YOU EVER LEAVE ME COLUMBIA	BARBRA STREISAND/VINCE GILL	128	77	
65	57	20	SURE FEELS REAL GOOD REPRISE/WRN	MICHAEL PETERSON	78	136	
(66)	69	2	SOMETHING REAL EPIC	SHANA PETRONE	77	63	
(67)	NEW		THE COLD HARD TRUTH ASYLUM	GEORGE JONES	74	1	
(68)	NEW		BRING IT ON GIANT	KEITH HARLING	67	36	
69	65	17	START OVER GEORGIA EPIC	COLLIN RAYE	61	74	
(70)	NEW		LESSONS LEARNED ATLANTIC	TRACY LAWRENCE	53	26	
(71)	RE-ENTRY		YOU CAN'T HURRY LOVE COLUMBIA	DIXIE CHICKS	48	28	
(72)	NEW		MARGARITAVILLE ARISTA NASHVILLE	ALAN JACKSON WITH JIMMY BUFFETT	47	37	
(73)	RE-ENTRY		MEMPHIS WOMEN & CHICKEN PLATINUM	T. GRAHAM BROWN	45	35	
(74)	NEW		THE CHAIN OF LOVE GIANT	CLAY WALKER	43	38	
75	66	3	STAMPEDE CAPITOL	CHRIS LEDOUX	41	69	

Songs are ranked by number of detections. (C) Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the record with the largest increase in detections. Most New Stations awarded to the record registering six or more detections at the most stations for the first time this week. If two records are tied in number of detections, the record being played on more stations is placed first. Records below the top 25 are removed from the chart after 20 weeks.

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WYGY WQYK WSOC



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KYGO WIL KIKK WXBQ
WOGY WKKT and 16 more...



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COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

MARTINA MCBRIDE

I Love You (RCA)

★★ AIRPOWER ★★

CHAD BROCK • *Lightning Does The Work (WARNER BROS./WRN)*

★ MOST NEW STATIONS ★

JO DEE MESSINA • *Because You Love Me (CURB)*

ON YOUR DESK

STEVE HOLY • *Don't Make Me Beg (CURB)*LONESTAR • *Smile (BNA)*MARK WILLS • *Back At One (MERCURY)*

The True Cost Of Airplay? Now \$900,000-\$1.2 Million Per Album

by Phyllis Stark

What is the true cost of airplay?

By the time a radio station receives a single in the mail from a record label, and even before that song is spun for the first time, many thousands of dollars have already been spent on that project, much of it on costs associated with radio promotion.

At a recent panel on the subject at the Billboard/Airplay Monitor Radio Seminar in Miami Beach, Mercury Records VP of national promotion Michael Powers broke down some of those costs based on a composite of what the average Nashville record label might spend.

According to Powers, labels spend about \$1,500-\$1,700 on a single per station. "Based on a universe of about 200 influential stations worked by labels, the total cost is \$300,000-\$340,000 just to get [the single] into the hands of the [radio] industry and let them know we have something," says Powers. With most projects expected to generate three singles apiece, that's \$4,500-\$5,100 per station to promote each album (or a total of \$900,000-\$1.2 million per project). Just a few years ago, a three single album project cost an average of \$1,000-\$2,000 per station, according to label promotion executives.

That's why, Powers says, "when [radio programmers] say, 'I don't hear it' [as a hit], we go crazy."

Breaking down some of the costs, says Powers, the labels spend \$500 just to physically make the record in the studio and duplicate enough copies for radio, "before spending 1 cent of marketing money." The label manufacturing cost is \$1 per CD and 50 cents per cassette, which can add up when multiple stations ask for 30 or more pieces of product for on-air giveaways.

The cost of independent promotion alone averages \$12,000 per single or \$36,000 per project. Trade-publication advertising might run \$25,000 per project.

In total, for each project, the average label might invest \$1,033,000 for

marketing, retail setup, trade advertising, independent promotion, video, and the cost of physically producing and manufacturing the album, plus radio tours, showcases, and other expenses. A six-week radio tour by bus that includes a few free station concerts along the way can easily add up to \$100,000, factoring in hotel, food, bus driver per diems, etc. This despite the fact that for nearly a year now, labels have been concentrating their promotional efforts primarily on the smaller universe of monitored country stations.

STANDARD PRACTICE?

Lyric Street Records VP of promotion Dale Turner and Asylum Records national promotion manager Nancy Tunick both say radio promotions, time buys, and other extras paid for by the labels have become such standard practice with monitored stations now that they have significantly driven up the bottom-line cost of radio promotion.

"It used to be we would hire a couple of indie promoters to be additional voices to our regional promotion efforts, and we would buy a couple of trade ads to announce that a single was on its way or our impact date, then hope that those two components, plus the fact that we felt we had competitive music, would do the trick," says Turner. "Now, I don't know if it's a consolidation repercussion or not, but it seems like there are a lot of PDs who are working under the same roof with urban and pop and AC stations. These guys in the pop world are so used to promotions that just stream out of the labels into those radio stations, and country is wanting their share of promotions."

"In some ways [promotions are] good, because they draw more attention to the record, but [promotions] also greatly raise our cost, so that every time we ship a single, there are a lot of markets where it is desired that we support it with promotions," says Tunick. "[And] when we're supporting it with promotions, we're spending

Continued on page 8

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Country Six-Pack



Radio and record executives gathered for the Billboard/Airplay Monitor Radio Awards Oct. 9 in Miami Beach. Pictured in the top row, from left, are Asylum Records Southeast regional Lee Durham, WSM-FM Nashville MD Kevin Anderson, and Country Airplay Monitor director of charts Wade Jessen. Pictured in the bottom row, from left, are KMLE Phoenix APD/MD Jon Allen, KFKF Kansas City PD/morning co-host Dale Carter, and AMFM VP of country programming Tim Closson.

Anselmo Now AMFM Minneapolis Cluster VP

Mick Anselmo is promoted from VP/GM of country **KEEY** (K102) and sisters **KFAN**, **KFXN**, and **KQOL** (Kool 108) Minneapolis to market VP for AMFM's seven-station cluster there. The promotion adds **KDWB**, **WLOL**, and **KTCZ** to his duties.

Jeff Wayne is promoted to president/COO of Jones International Networks. Wayne had been president of the company's cable programming unit, which includes Great American Country. He succeeds **Glenn Jones**, who remains chairman.

KZSN JOCK ASSAULTED

An ex-boyfriend of a country **KZSN** (Kissin 102) Wichita, Kan., jock has been charged with kidnapping and rape in connection with an incident at the AMFM studios. Police say 43-year-old **Randell Rainef** forced top 40 **KKRK** overnight jock **John Faroh** into his car at gunpoint and forced him to drive around the city after Rainef accused Faroh of dating his ex-girlfriend, **KZSN** night jock **Tracy Garrett**. When they returned to the station, Garrett was leaving the building, and Rainef allegedly forcibly abducted her. The trio drove around the city for more than an hour, and at one point, Garrett was able to switch on her cell phone and dial 911. Police then heard her clandestinely give a description of their location. When he spotted police in the area, Rainef returned to the station, where he held Faroh, Garrett, and classic rock **KRZZ** night jock **Greg Williams** hostage in a station conference room for a short time. Rainef then forcibly took Garrett to his apartment, where he allegedly raped her. Police arrested Rainef early the next morning.

PROGRAMMING: HOWELL EXITS KWYY

Jeff Howell, OM of country **KWYY**, classic rock **KRBK**, and top 40 **KTRS** Casper, Wyo., joins classic hits **KBEX** Billings, Mont., as PD.

KMON Great Falls, Mont., PD **Dave Wilson** is upped to OM; MD/midday jock **Steve Keller** adds PD duties.

WDZQ Decatur, Ill., picks up Broadcast Programming's "Neon Nights," becoming the show's 75th affiliate.

PEOPLE: BYE-BYE, BOBO

KKBQ (93Q) Houston morning stunt guy **BoBo** exits. No replacement has been named.

KNUE Tyler, Texas, MD/night jock **Robert Maudlin** shifts to mornings, replacing former PD/morning host **John Moore**, who left radio. Co-host **Warren Bradley** also gets an expanded role in the show. Former part-timer **Todd Nixon** returns for nights. Corporate PD **Larry Kent** will continue to program the station.

Country **WAIB** (B103) Tallahassee, Fla., APD/middayer **J.D. Paige** joins top 40 **WBAM** Montgomery, Ala., as morning co-host.

Country **WITL** Lansing, Mich., midday host **Wendy Lynn** joins R&B oldies **WBUF** (B92.9) Buffalo, N.Y., for nights.

Former **KRPQ** Santa Rosa, Calif., afternoon host **Eric Patrick** joins crosstown **KFGY** (Froggy 92.9) as middayer/imaging director, replacing **David Hopperfield**, who shifts to evenings.



COUNTRY CONFIDENTIAL BY WADE JESSEN

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No Shortage Of Issues To Tackle

IF IT IS GENERALLY agreed upon by the radio and music industry that slower charts are a good thing for the industry (Country Airplay Monitor, Oct. 15), what other areas of concern should now take center stage in the ongoing effort to fortify the sagging country music industry? While the destructive system of machine-gunning records up and out of the chart hasn't been the only issue the industry has grappled with in recent years, it is one area that has, thankfully, been resolved to the apparent satisfaction of most observers. So, now that the industry has collectively fixed part of the problem it inherited from the poorly managed, greed-inspired growth of the early '90s, what's next?

One area that might be worth putting under the industry's collective microscope is the fact that there are still too many artists vying for airplay in a format that, despite all the early- and mid-decade warnings and predictions of fragmentation, remains a singular entity.

Or perhaps the format's current onslaught of teen-oriented artists is an issue with more immediacy. With more such artists popping out of the woodwork nearly every week, this burgeoning segment of the artist ranks will undoubtedly become an issue to be reckoned with sooner or later. One programming consultant suggests that the industry is fooling itself if it thinks that we're going to turn "mall rats" into loyal country listeners and drive them into the country section at retail. Will programmers categorically "just say no" to the bulk of these artists one day? And if one of these artists scores a major radio and retail hit, will that person become a high-profile image artist for country? Or just start work on his or her pop-crossover attempt?

Although there's a perception that the pop vs. traditional discussion has worn a bit thin recently, it is by no means over, and history proves that this debate shouldn't ever be shelved entirely. Although research projects and other studies would like us to believe that there's no debate on style at the consumer level, the country industry should remain skeptical and wary of that generalization. We should demand more definitive studies or, better yet, get reacquainted with our own gut reaction. It's unhealthy, if not

downright hazardous, to assume that it's counterproductive to scrutinize the music based upon style.

The day has come when those who poo-poo the pop vs. traditional debate need to take a harder look and stop painting those who advocate traditional music as a bunch of out-of-touch old farts. Likewise, those who fancy themselves as progressive visionaries and want to further blur or eliminate the style issues should not be too quickly dismissed as insensitive capitalist gold diggers either. Otherwise, we may well fall into the trap we all got snared in during the explosive growth of the early '90s. We got too hip for the room.

At that point, the Country Music Assn. studies that suggested country had shed its old skin and had suddenly been endowed with a more sophisticated, uptown audience became the industry's battle cry. Then, something went terribly wrong when reality set in. We fooled ourselves once, and we're again at a point where nobody in the business is quite sure exactly how the music and the industry that produces it is generally perceived.

Whatever major issues emerge in the coming year, the industry should take a proactive stance in solving them instead of waiting until things get out of hand.

LULLABY OF CHART LAND: Up 239 spins, **Martina McBride's** "I Love You" (RCA) becomes her fourth No. 1 on the detection chart and pushes **Tim McGraw's** "Something Like That" (Curb) to No. 2 after a five-week reign.

"I Love You" could be McBride's first No. 1 title to remain at the top for more than one week. The only titles posing a threat to her chance for a second week of dominance are **Steve Wariner's** "I'm Already Taken" (Capitol) and **George Strait's** "What Do You Say To That" (MCA Nashville). Wariner's song gains 118 spins to move 4-3, while Strait's gains 102 and bullets at No. 5.

With approximately 47 million estimated audience impressions, McGraw continues his winning streak with seven consecutive weeks at the top of the audience chart. McBride finishes at No. 2 with more than 46 million impressions.

ON THE ROW

Giant Senior VP Connie Baer Exits

Giant Records senior VP of marketing and artist development **Connie Baer** exits. The label has eliminated her position, citing financial cutbacks.

Chuck Thagard joins Warner/Reprise Nashville as Midwest regional. He previously was Northeast regional for BNA Records.

Todd Cassetty joins Gaylord Entertainment's startup Web site GET digitalmedia as artist services manager. He previously was Northeast regional for Giant/Reprise.

DreamWorks Records Northeast regional **Jimmy Harnen** will relocate from Maryland back to Nashville in November. He will retain his same position at the label.

Edward Morris joins CBS Cable's Web site, Country.com, as music news correspondent. He formerly was country music editor and Nashville bureau chief for Billboard and has also written for MSNBC Online.

Nashville-based Vector Management has signed **Lynyrd Skynyrd** as a client and appointed **Ross Schilling** as associate manager. He previously spent seven years at the William Morris Agency in Nashville.

First Generation Records has inked a distribution deal with Blue Plate Music. The deal encompasses an initial release of 22 master country recordings that will be available through traditional retail outlets, as well as marketed via an 800 number and the Internet.

WKDF (Music City 103) Nashville midday host **Shannon** is Webcasting a new celebrity news show, "Shannon's Country Music Insider," weekly via LiveOnTheNet.com.

CBS Cable's TNN and American Media's Country Weekly magazine have signed a long-term agreement to produce a fan-voted music awards show beginning in June 2000. The show, to be called "Country Weekly Presents The TNN Country Music Awards," will be telecast each June from Nashville's Gaylord Entertainment Center. The awards will be determined by fans' votes cast in ballots published in Country Weekly and by Internet votes on Country.com, as well as 900 numbers and ballots at retail sponsor locations. TNN has produced a fan-voted country music awards show since 1988, most recently in conjunction with the magazine Music City News. The contract with Music City News expired this year.

Royalty Rules Radio Awards



The Artist Formerly Known As Prince rocked the 1999 Billboard/Airplay Monitor Radio Awards Oct. 9 in Miami Beach. The Artist performed for an hour and a half, then encoored with the classic "Purple Rain."

Powers That Be



Mercury Records VP of national promotion Michael Powers, second from right, collected the country label promotion team of the year award at the Billboard/Airplay Monitor Radio Awards Oct. 9 in Miami Beach. Pictured congratulating Powers, from left, are Asylum Records VP of promotion Stan Byrd, WYNY (Y107) New York PD Darrin Smith, Country Airplay Monitor Promoganda columnist Jeff Silberman and managing editor Phyllis Stark, and WCAC Baton Rouge, La., PD Dave Steele.

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
Oct. 23	WYYD Lynchburg, Va.	Feel The Music '99	Nan Hollandsworth
APPEARING: Susan Ashton, John Berry, Jason Sellers, Phil Vassar			
Oct. 24	KZLA Los Angeles	Country Cookout	Eric Zanelli
APPEARING: Jessica Andrews, John Berry, Jennifer Day, Ty Herndon, Tracy Lawrence, Martina McBride, Lila McCann, Jo Dee Messina, Shane Minor, Tim Rushlow, Jason Sellers, Doug Stone, Bryan White, Mark Wills, Chely Wright, Yankee Grey			
Oct. 30	KFKF Kansas City	Halloween Costume Concert	Jeff Davis
APPEARING: Sherrié Austin			
Oct. 31	WYNY New York	Y107 Boo Country Bash	Jason Steinberg
APPEARING: Sherrié Austin, Toby Keith, Shedaisy			
Nov. 9	WHSI Greensboro, N.C.	Flood Aid	Shannon Sopina
APPEARING: John Berry, Suzy Bogguss, Dakkota, Rebecca Lynn Howard			
Nov. 13	KBUL Reno, Nev.	Listener Appreciation Concert	Adam Jeffries
APPEARING: BlackHawk, Shedaisy			

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

Winning Personalities



Country winners share a table at the Billboard/Airplay Monitor Radio Awards Oct. 9 in Miami Beach. Former KNIX Phoenix VP/general program manager Larry Daniels was named program/operations director of the year, Clear Channel regional director of country programming Alan Sledge took home the station of the year award for KNIX, and WPOC Baltimore marketing director Sheila Silverstein was named promotion/marketing director of the year. Pictured in the top row, from left, are Daniels, Sledge, Silverstein, and husband Craig Silverstein. Pictured in the bottom row, from left, are Jones Radio Network director of operations and programming Jim Murphy and consultants Kim and Bill Hennes.



PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • By JEFF SILBERMAN

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Promos That Go Home For The Holidays

Halloween and station concerts remained one-two atop the Topical Barometer this week. Our latest favorite concert-ticket stunt is courtesy of rhythmic top 40 KPRR (Power 102) El Paso, Texas. To win Ricky Martin tickets, listeners have to build their own bikinis out of Power 102 bumper stickers. John Candelaria expects to see a new kind of tan line.

More Halloween shenanigans: Modern AC WTIC-FM Hartford, Conn., is hosting its annual Dead Celebrity Ball. Of course, listeners winning tickets on-air for the event have to show up dressed as their favorite deceased star.

Album rock KUFO (Rock 101) Portland, Ore., will stage its annual Paranormal Party. Oleander headlines the bill after a costume contest, says the abnormal Susan Reynolds.

Modern adult KFMB-FM (Star 100.7) San Diego morning duo Jeff and Jer will stage their annual Gourdzilla Pumpkin Drop and dump a 300-pound pumpkin out of a helicopter onto a trampoline. Running for cover is Kim Leeds.

For Thanksgiving, top 40 CKIK Calgary, Alberta, will debate saving a local pet store turkey from imminent death. "We're taking food donations to save him," says Michael Godfrey. "Afternoon jock Carter Brown wants to eat the bird, while our Morning Crew [Roger Rhodes and Christina Rowsell] wants to save him. Based on calls, it would appear that Calgarians are up for eating him. When Carter broadcasts live from the pet store, we expect PETA to be there, protesting!"

Country KNIX Phoenix is in its 22nd year with The W. Steven Martin Police Toy Drive. "The program allows children to see police officers in a good light," says Vicki Fiorelli. "Police officers statewide deliver toys to kids on their 'beat' on Christmas Eve."

Like KNIX, country KYGO-FM Denver's Christmas Crusade for Children is designed to enable law-enforcement personnel to bring the joy of Christmas morning to underprivileged children. "Officers nominate needy children they know personally," Garret Doll says. "They agree to deliver the toys to each child by Christmas Day. Our jocks talk about the children, using first names, gender, and age only, and solicit listener pledges of new unwrapped toys. Sponsors also bring gifts to the studio, where they're bagged, tagged, and passed along to the child's nominating officer for delivery. Gifts for unsponsored children are purchased through cash donations. Over the past 11 years, the crusade has touched over 110,000 different kids."

Each December, WTIC-FM stages a We Are the Children radiothon, which encourages people to donate toys for needy kids. "On Christmas Day, morning team Craig and Company invites about 1,500 kids to a local venue to have a meal and give them toys for Christmas, one at a time," says Tristano Korlou.

For CKIK's Bed-In for Toys, "our Morning Crew lives in a local shopping center for 107 hours and beg for toys on-air," says Godfrey. "The response is amazing. It creates a great profile. Each year, the Toys 'R' Us in the mall provides us with hot and topical toys that we auction off to raise money to buy more toys."

For its Thanksgiving food drive, album rock KEGL (the Eagle) Dallas uses a catch phrase from its morning show, Show Us Your Cans. "We give away all of our autographed merchandise throughout the year—guitars, CDs, platinum records etc.—to the people who donate the most cans of food," says Loren Condran. "We do live broadcasts at various Dallas and Fort Worth Hooters locations. We give 'Show Us Your Cans' shirts to listeners who donate. Last year's was the largest food drive ever in Texas; we collected over 100 tons of food."

Although Jim Sheehan admits that album rock KSJO San Jose, Calif., isn't "a big touchy-feely station," it has staged a Toys for Ta-Ta's campaign, which involves male listeners who donate cans of food, appreciative "volunteers" from an area dancing establishment, and... do we really have to draw a picture for ya?

TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Halloween
2	2	Station concerts
3	—	Christmas/holiday events
4	8†	Holiday charities/food drives
5	3	Breast Cancer Awareness Month (Oct.)
6	6	Thanksgiving
7	5	Internet/Web sites
8	7	Fall TV season
9	4	Baseball playoffs
10	8†	College football

HOTTEST NEW MOVIES: "American Beauty," "The Story Of Us," "Fight Club," "Superstar"

HOTTEST TV SHOWS: "Ally McBeal," "Felicity," "Action," "Roswell," "Dawson's Creek," "Sex And The City," "West Wing," "Third Watch," "Once And Again"

PROMO TOPIC OF THE WEEK: THE HOLIDAYS' CHARITABLE MOOD

With the holiday season around the corner, Promoganda panelists have already set the wheels in motion for a bevy of charity-based promotions. About 54% of panelists will do the same annual event, with the remainder mixing an annual event with new, more topical affairs. Toy drives are favored by 54%; food/clothing drives are staged by 46%; station concerts are used by 30%; and charity CDs are the choice of 15%.

Here's a few creative holiday benefits:

- R&B WJLB Detroit stages an annual Coats for Kids drive to raise money to purchase new coats for needy area youth. "This is done with a 28-hour radiothon with national recording artists," Larry Luv says. "This will be our 19th year with this campaign. So far, we've helped keep over 90,000 children warm. It's a great feeling."

QUICK HITS

Rhythmic top 40 KLUC Las Vegas will give "Morning Zoo" co-host Dangerboy a filling meal, then put him in the cockpit of a Thunderbird jet. "A well-fed talent and a Thunderbird plane don't mix, so we'll see what happens, as we'll record [the trip] for airplay," says Vanessa Thill.

Top 40 WWXM (Mix 97.7) Myrtle Beach, S.C., night guy Diggity Diggity Doc hosted an in-studio Battle of the Boy Bands debate. "Emotions were so hot between two 13-year-old fans that they started exchanging blows," says cut man Scrap Jackson. "One slammed the [studio] door on Doc's face and broke his nose."

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

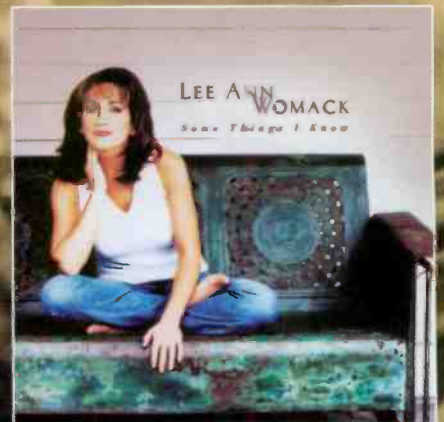
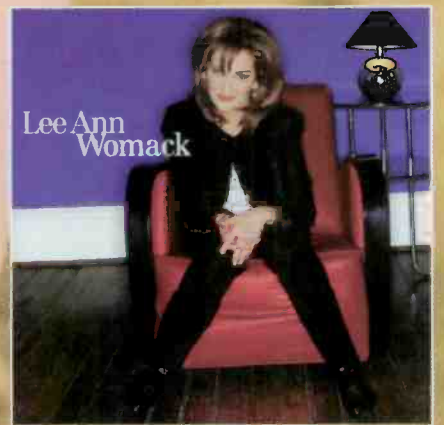
Diana Ades, CBS/WNRS Charlotte, N.C. • Judy Bailey, KQBT Austin, Texas • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEYE Minneapolis • Tina L. Brandao, Clear Channel Jacksonville, Fla. • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Burrill, K11KS Dallas • Scott Colebrook, WKRR Cincinnati • Loren Condran, KEGL/KDMX Dallas • Mike Cuiotta, WKYQ Tampa, Fla. • Dave Demer, WWKA Orlando, Fla. • Garret Doll, KYGO Denver • Kate Eversly, KMEI San Francisco • Vicki Fiorelli, KNIX/KNESZ Phoenix • Andrew Fleming, KZZO Sacramento, Calif. • Von Freeman, K11S Los Angeles • Greg Frey, KSON San Diego • Trish Gillis, WKXS-FM Boston • Michael Godfrey, CKIK Calgary, Alberta • Kelly Gross, WPLY Philadelphia • Jude Heller, KFOG San Francisco • Stephanie Hogerman, WWYZ Hartford, Conn. • Jay Holloway, WJTT Chattanooga, Tenn. • TJ, XHTZ San Diego • Scrap Jackson, WWXM Myrtle Beach, S.C. • Carly Johnston, KNIX Las Vegas • Tristano Korlou, CBS Hartford, Conn. • Kim Leeds, KFMB-FM San Diego • Barbara Luchsinger, KZLN Dallas • Larry Luv, WJLB Detroit • Jen Markham Wynn, KMXB Las Vegas • Jube Maxwell, WXDG Detroit • Jane Monreux, KEDJ Phoenix • Diana Obermeyer, KPWR Los Angeles • Mike Oliviero, WXTB Tampa, Fla. • Mike Paterson, KHFI Austin, Texas • Marinda Pettigrew, KZLA Los Angeles • Vicki Preston, WDTT Detroit • Susan Reynolds, KUFO/KBBT Portland, Ore. • Stephanie Ringer, WKSE Buffalo, N.Y. • Sheila Silverstein, WPOC Baltimore • Keith Spangola, WKQX Chicago • Jim Sheehan, KSJO San Jose, Calif. • Jason Steinberg, WYNY New York • Anne-Marie Strelecki, WBMS Boston • Vanessa Thill, KLUC/KMZQ Las Vegas • Paul Williams, KP1X Dallas

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AATW Unveils Wills

Asleep At The Wheel's documentary film "The Making Of Ride With Bob" was screened at the Austin Film Festival Oct. 14 in Austin, Texas. The screening was preceded by an unplugged performance from the band. The movie, produced by Asleep At The Wheel front man Ray Benson and Dan Karlock, chronicles the making of the band's 1999 tribute album to Rock and Roll Hall of Fame inductee Bob Wills.

Kenny Rogers' holiday show, "Christmas From The Heart," kicks off a 23-city national tour Nov. 24 in Nashville. Special guests for the Nashville show will be Jo Dee Messina and the Belmont College Choir.

Tim McGraw and Faith Hill will headline his fourth annual New Year's Eve Show at Nashville's Gaylord Entertainment Center. Opening the show will be Curb group the Clark Family Experience and DreamWorks artist Jessica Andrews.

Trace Adkins has teamed up with Dillard's Department Stores for the charity album "Dillard's Country Christmas Collection 1999," due in November. Profits from the album's sale will benefit Ronald McDonald House. Adkins contributed his version of "The Christmas Song" to the album and will appear on the album cover, as well as on Dillard's Christmas and gift-guide catalogs. A discount coupon for Adkins' new album, "More . . ." will be included in the catalogs and in the compilation packaging.

Garth Brooks' new holiday album, "Garth Brooks & The Magic Of Christmas," is due Nov. 23. Allen Reynolds produced.

Congratulations to Yankee Grey front man Tim Hunt and his wife, Rhonda, who became the parents of daughter Makenzie Grayce Hunt Oct. 11.

Billy Ray Cyrus will sing the national anthem at the sixth annual Mark Collie Celebrity Race for Diabetes Cure Oct. 27 at the Nashville Speedway USA.

Grammy-winning musician Clarence "Gatemouth" Brown donated a signature Western

cowboy stage costume, a pipe, a fiddle, and other memorabilia Oct. 18 to the archives of the Country Music Hall of Fame.

WFMS Indianapolis has declared Oct. 22 Steve Wariner Day in Noblesville, Ind., Wariner's hometown. He will appear at the town square for a short acoustic concert in connection with the station before stopping by a tent set up for the occasion to meet fans and sign autographs.

Ty Herndon and Doug Stone performed at a WTQR Greensboro, N.C.-sponsored benefit show Oct. 18 in High Point, N.C., to raise money for the victims of Hurricane Floyd.

Virgin's Roy D. Mercer, played by KMOD Tulsa, Okla., morning personalities Brent Douglas and Phil Stone, will appear as "himself" in the upcoming Billy Bob Thornton film "Daddy And Them," due next year. Mercer's new album, "How Big A Boy Are Ya, Vol. Six," includes a musical track by Charlie Daniels that will be featured as Mercer's first video.

John Berry's video for "Power Windows" is being played at the home games of Nashville's NHL team, the Predators, whenever a pane of glass is blown out behind the goal and needs to be repaired. In the video, Berry shatters glass with his voice. Berry is previewing his new album, "Wildest Dreams," on the Internet through MSN WindowsMedia.com. For two weeks, fans can hear 30 seconds of each of the album's tracks and see both the "Power Windows" video and a behind-the-scenes look at the making of the video.

Marty Stuart will be featured in a one-hour video for Seattle's Experience Music Project, a multimedia museum set to open next year. The museum is devoted to the history of music, with a special focus on guitars that will feature the perspectives of Stuart, Chet Atkins, and other guitarists.

Ricochet, Sisters Wade, and George Hamilton V will perform a free concert Oct. 24 at Nashville's Cycle Sorcery Superstore. The concert will wrap a 65-mile motorcycle ride and treasure hunt along the historic Natchez Trace Parkway.

Nashville-based MSP Inc. has signed Grand Ole Opry star Ernie Ashworth as a promotion and publicity client.

Alan Jackson has been selected as CMT's November showcase artist. LeAnn Rimes will appear Oct. 20 on CMT's "All Access."

SUMMER '99 ARBITRONS

12-plus overall average quarter-hour shares. (#) indicates Arbitron market rank. Copyright 1999, Arbitron Ratings Co. May not be quoted or reproduced without the prior written permission of Arbitron.

Table with columns: Calls, Format, Su '98, Fa '98, W '99, Sp '99, Su '99. Rows include NEW YORK (1), LOS ANGELES (2), and various station call letters like WLTW, WSKQ, WQHT, etc.

Table with columns: Calls, Format, Su '98, Fa '98, W '99, Sp '99, Su '99. Rows include CHICAGO (3), NASSAU-SUFFOLK, N.Y. (17), and various station call letters like WGN, WICI-FM, WBBM-FM, etc.

MONITOR PROFILE

PD-Turned-Group Honcho Neil Satisfies Stockholders, Still Finds Time To Board-Op

At age 16, high school student Bob Neil wandered into full-service AC WPAS Zephyrhills, Fla., about an hour north of Tampa. More than two decades later, he's the president/CEO of Cox Radio, the fifth-largest group in terms of revenue and owner of 74 stations in a dozen markets. But when Cox recently signed on top 40 WYAP (the Beat) Atlanta, Neil was behind the controls. "Since nobody knew for sure when we were going to go on the air, we didn't have any board operators, so I got to run the board for three hours. It's the most fun I've had in awhile," says Neil, boasting he hit every post in a "real tight" shift.

Even so, this PD turned CEO is not as actively involved in Cox Radio programming as one may expect. "I'm only involved in the sense that I'm part of the strategic team that puts them together," he says. "I try to treat our radio stations as local business and let the local PDs be responsive to . . . the communities that they serve. Our position is that corporate is the bad guy, and we try to keep corporate out of our local stations' hair as much as we possibly can."



Bob Neil
President/CEO
Cox Radio

'Corporate is the bad guy . . . we try to keep corporate out of our local stations' hair'

Neil adds, "You have to have a connection to the local community, and that's very difficult to do under virtual radio. I've heard people say we can voice the liners and it will sound like we're right there. But you know what? They aren't right there. The programmer in me believes that intuitively people do feel the difference even if they can't verbalize it. You need to be there if there's a tornado heading for that local town; you need to be on the air talking about it. You can't do that with virtual radio. I don't think it hurts the medium—I just think it makes those radio stations that are doing it very vulnerable to an attack by a good competitor."

Another threat seen by many is satellite radio, with CD Radio and XM Satellite Radio services set to launch late next year. But Neil cites the mediocre public response to cable radio. "People have proved they're not going to pay for something that they can get for free. In places where there's no radio service, maybe someone would be inclined to do that, although I find even that a little difficult to believe."

Cox Radio's parent, Cox Communications, has been in the forefront of the Internet explosion, developing one of the most successful city sites in the U.S.: AccessAtlanta.com. Cox is quickly working to stream its stations and recently cut a deal with MP3 to cross-promote the downloadable-music company on its radio station sites. But Neil still sees the Net primarily as a brand extension for radio. "Do I think the proliferation of Webcast-only stations is some kind of threat to local radio? I don't. If there are no commercials, it's not going to make money [or] be on the air long. You have to remember, with all the talk of the Web, there's only a handful of Web companies that are making money."

Through the mid-'90s, Cox was seen primarily as an AC/country/news-talk group. Since then, it's expanded into top 40, R&B, and even active rock. It owns some of America's most musically conservative stations, particularly in country, but it also runs some very aggressive top 40s. Unlike Cumulus, another company whose format portfolio expanded rapidly in recent years, Cox, Neil says, won't make a groupwide exclusivity deal with an independent promoter, although some Cox stations do have deals with specific indies. "As long as everything is legal and aboveboard, we don't have any policies against it, but we believe that's the decision of the local station," he says.

In one way, Cox remains unchanged by time in a manner that many employees might appreciate. Despite the greater Wall Street responsiveness of most mega-groups (and the attendant bottom-line pressure), the venerable Cox sisters considerably shelter the impact of the market on their stations. The Cox family continues to own 70% of the company stock, with the balance held by the public. That lessens the need for Neil and others within the company to satisfy shareholders, yet this is something he believes he still accomplishes. "This is a business where you have to meet your short-term goals. But you also have to be there to build long-term value. We think we can balance the two of those pretty well." Since it went public in October 1996, the company has never missed a projected earnings number for Wall Street.

One way radio companies have won favor from investors and analysts is to cut costs, often through reducing payroll. Enter virtual radio and other automation technology, which Neil has mixed feelings about. He says Cox does automate overnights and weekends in some situations. "We've been pretty cautious about how we use it and what kinds of radio stations we use it for," he says. "There's a big difference between voice-tracking a soft AC station compared with doing a top 40 radio station, where a DJ is a lot more important part of that format."

What does concern Neil is that "commercial radio not kill the goose that laid the golden egg by over-commercializing radio stations by adding too many [commercial] minutes." While other companies' spot loads have swelled to nearly 20 drive-time minutes an hour, he says Cox has usually held that number to 12 or 13. "When you start playing more, you're leaving yourself pretty vulnerable to someone else coming in and repositioning you." Yet Cox has no groupwide policy on spot load. In Louisville, Ky., most stations hold at 12 minutes per hour; so that, too, is Cox's cap. But in Tampa, where '70s oldies WCOF recently became rock AC WBBY (the Bay), Neil says Cox will run no more than eight units per hour. "You have to balance the pressures of public companies and the long-term good of the medium."

In the wake of the Clear Channel/AMFM merger, many bemoan the impact of the '96 Telecommunications Act. Neil admits it has resulted in fewer owners, but he says those who remain are doing well. "What's happened is that it's created more opportunity for minorities to get in and be bigger players than they were before, because many investors see the opportunity of great companies like Hispanic Broadcasting or Radio One to service a specific niche and, in some cases, are rewarding them better than they are the white-owned companies." He says a comparison between multiple of earnings and stock price for minority-owned and general-market companies backs him up. That said, Cox will likely take part in a multi-group initiative spearheaded by CBS CEO Mel Karmazin and Clear Channel chairman Lowry Mays to help fund minority entrants.

Although he doubts his days as a PD affect how he runs the company, Neil says he is the ultimate example for PDs today. "We're in a business today that is the middle of a lot of change, and that always creates opportunities for smart, bright people. As a PD, you're going to be more like a brand manager at Procter & Gamble managing Tide than necessarily drawing clocks." FRANK SAXE



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Continued from page 1

ing money. Now, of course, it benefits us in return because we're spending money that, hopefully, will be returned to us in multiples when we sell more records because there's more presence on the radio.

"It's [become] very much like a price-and-position thing in retail where we're sort of paying for a better position for our singles," continues Tunick. "The position is like a [retail] endcap where [the station is] giving away a trip to see Bryan White sing the national anthem in Miami, but when they talk about that promotion, that is twice as good as far as advertising our product as just having the single played.

"And the larger the market, the more money you would spend and would want to spend, because that's where you're going to sell records," Tunick adds. "So even though the panel has shrunk, we're spending more money. But we're also, hopefully, making more money."

"The good news is, when we do those promotions, they are being done in meaningful markets," agrees Turner. "But, I personally am having a hard time getting used to doing promotions before the airplay. I would rather do promotions on the back end of the airplay, after the single has been established."

RADIO'S PRICE AND POSITION

"The question is whether or not it will get out of control," says Tunick. "At retail now with price and position, it is just a standard way of doing business. It's not like you say, 'I think I'd like to do something with Anderson with price and position, but I don't want to do it with Handleman right now.' They have to do it. There is no promoting with retail. They pay for it. I hope we don't end up in the same situation where if you are going to get airplay on a radio station, you are going to support it with a promotion, period. Because then we price ourselves out.

"I hope that we take a stand against that," says Tunick. "It's our responsibility to not necessarily do every promotion that comes along because a market desires it. We need to make sure we make educated choices about where we support singles."

Asked if he sees enough of a return on investment for radio promotions, Turner says, "We are such a consensus format that the answer to that question is yes—we are seeing a return on it if that song gets to a critical mass after 10-15 weeks on the chart. But if a record falls apart before it reaches critical mass—no. You're not getting a return. You've done a lot of promotions that haven't helped you.

"Right now, it's pretty tough trying to get through the system," adds Turner. "I have never worked so hard micro-managing spins. I feel like the spin police every day. I have to dig into BDS and see where we're up and see where we're down and fix [it]. I feel like I've got 10 fingers in a dike sometimes, trying to repair all the damage and still grow the record. Then I get thrown at me every hour of every day in my office, 'I need a time buy here' or 'I need a Walt Disney World trip' or 'I need this or that' or 'I've got to get John Berry in for an acoustic performance.' It's crazy. If we were doing these things for the right reasons, it would be different. But we're doing it just to get the record on and started. But if you have to play with the big boys, you have to step up, and that's what we're doing."

LET'S MAKE A DEAL

WQYK Tampa, Fla., OM Eric Logan believes things have improved now that all the major trade magazines are using monitored airplay and fewer labels are trying to buy paper "adds."

"When [a rival trade was using] straight reporting, you could sit in your office on Monday afternoon and play Monty Hall on 'Let's Make A Deal,'" says Logan. "Half the PDs hadn't listened to the record—they were just looking for the best deal." But since other trades have switched to a form of monitoring, Logan says, "I've seen labels getting a lot more innovative" in finding ways to spend their marketing dollars more effectively.

Powers says that trying to buy "adds" is the quickest way a label can waste money. "If you buy an 'add' and you are not a partner with that station, you have pissed that money away, and you haven't done anything for the artist," he says. "If [the 'add' agreement] is for five spins, you'll never recoup it in record sales."

Responding to a question WMZQ Washington, D.C., MD Jon Anthony raised at the Radio Seminar about why labels spend more money on a new artist like Shane Minor than on a developing artist who has already had some hits, Powers admits that labels "are swinging harder on a fresh start than finishing something we started," which he allows may be a mistake. "I think sometimes we get something halfway done when the next superstar could be right under our nose," if labels continued to heavily market him or her.

GREATER ACCOUNTABILITY NEEDED

Wherever and however the money is spent, both radio and record executives agree that there needs to be greater accountability on both sides for a return on investment in this era of declining country record sales. That is particularly true with regard to the nontraditional-revenue partnership between labels and radio stations and groups, including aboveboard pay-for-play.

Powers said those arrangements or related "marketing plans" between radio and labels are "not an under-the-table deal anymore. It's an honest business relationship."

But BNA Records VP of promotion Tom Baldrica cautions that "radio needs to understand that we're not a bottomless pit [of money]. We expect to see a return on investment."

Adds Powers, "Talking about it is the only way we can let [radio] know we expect a return on our investment. We want customers in our store, so to speak. . . . Let's all team up to use that money smarter and be accountable for it."

Jaye Albright, president of country for McVay Media, cautions that even as these group deals go aboveboard and become the norm, PDs should never "play a bad song just for a few bucks" and should always put programming first.

Arista Nashville senior VP/GM Mike Dungan adds another caveat: There is not so much money to be made from radio-station deals with labels that caution should be thrown to the wind. "Your salespeople can make the same money by taking the local car dealer to lunch," he says. "You have to be smart about it."

Who's On First?



Panelists for the "Who's On First, What's On Middays" session at the Billboard/Airplay Monitor Radio Seminar discussed ways to both work with and compete against virtual dayparts and syndicated programming. Pictured, from left, are Jim Murphy, director of operations and programming at Jones Radio Network; Lia Knight, host of Broadcast Programming's "Neon Nights"; Lance Houston, regional MD of AMFM's Star System; panel moderator Jaye Albright, president of country for McVay Media; and Dale Carter, PD/morning co-host of KFKF Kansas City.

Syndication: Consolidation's Next Frontier

Just as radio groups are continuing to consolidate, so are syndicators, as evidenced by two deals that took place last week.

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After exploring merging with at least two other syndicators, Clear Channel's Premiere Radio Networks bought privately held MJI Broadcasting for an estimated \$60 million. Becoming part of the largest radio group will certainly help MJI gain distribution, but MJI president **Josh Feigenbaum** says that was not the reasoning behind the sale. Instead, he says, his company had grown into a tough spot, somewhere between boutique and big player. "You question how much bigger and faster you can grow," he says, adding that the deal will allow MJI to shift some of its resources to developing its Internet products. Feigenbaum believes little will change in how MJI is run, beyond "some efficiencies." MJI syndicates more than 30 shows, including **Jeff Foxworthy's** "Country Countdown," and a variety of prep services, to 2,400 affiliates.

In a separate deal, Premiere and CD Media have just signed an agreement that will allow Premiere to distribute and manage "The Rick Dees Weekly Top 40" show, as well as buy its Satellite Comedy Network prep service. The Dees deal coincides with a new contract keeping Dees on top 40 KIIS Los Angeles through 2000. AMFM Networks, soon to be owned by Clear Channel, has its own countdowns hosted by **Casey Kasem** and **Leeza Gibbons**.

In the second major deal, Winstar Radio Networks has bought SFX Radio Network's syndicated prep services for an undisclosed sum. Winstar president **Michael Ewing** says SFX's format-specific services fit nicely with Winstar's stable of programs, including **Walt "Baby" Love's** R&B countdown and the **Fabulous Sports Babe's** daily talk show. The SFX prep offerings, including "Urban Fun Factory," "Country Kickers," and **Rick Tower's** "Power Sheets," are remnants of SFX's radio holdings, which have slowly been sold off as the company focuses on its concert-promotion business.

SHAREHOLDERS DROP SUIT

A group of AMFM shareholders has dropped a lawsuit against AMFM stemming from its \$1.67 billion bid on LIN Television. As part of the out-of-court settlement, AMFM will pay the

group's nearly \$300,000 in legal fees. Insiders say AMFM's insurance will cover the cost. The shareholders protested the July 1998 deal, charging AMFM was "grossly overpaying" for LIN because both have ties to the investment firm Hicks, Muse, Tate & Furst. Citing shareholder disapproval, AMFM later pulled its bid. Delaware Chancery Court Judge **Myron Steele** will decide whether to accept the settlement next month.

Radio One continues to set new records each week on Wall Street, so it comes as little surprise that BancBoston Robertson Stephens analyst **William Meyers** has started his coverage of the company with a "long-term attractive" rating. Meyers predicts Radio One will double its revenues by the end of the year. Like others, Meyers says Radio One will likely be one of the biggest beneficiaries of the expected 125 stations to be spun off by Clear Channel as part of its purchase of AMFM.

Arbitron is licensing its audio encoding technology used in its portable PeopleMeters (PPM) to London-based Taylor Nelson Sofres (TNS), an international media research company. TNS plans to use the encoding scheme, which tracks both radio and TV audio signals in its PPM to track TV viewing in the U.K. But first, TNS, the current provider of TV ratings in the U.K., must win again the Broadcaster Audience Research Board (BARB) contract. Bids are due in November, and a decision by BARB will be made in April 2000.

NEW MEDIA

Apollo Management has expanded its stake in CD Radio. With its purchase of an additional \$65 million in stock, Apollo has invested \$200 million in the satellite-to-car radio service. CD Radio will use the money to continue its build-out, with the service set to launch late next year.

Internet radio will become mobile shortly, under new technology being developed by Mountain View, Calif.-based Sonicbox. The company is preparing to begin field testing of its Net radio tuner, which will transmit online radio stations to a standard FM receiver. While it will require a high-speed connection, Sonicbox says a small base unit will send signals to an unused frequency of any FM radio within 100 feet. A specially designed handheld remote will also let listeners change stations, get artist info, and buy CDs. Sonicbox is giving away 1,000 tuners this fall to customers of Flashcom Inc., which provides high-speed Net connections in 29 cities. When tuners go on the market, the company calculates its cost will be roughly \$5.

SALES

MagMile Media buys country **KFLG-AM-FM**, **AC KZZZ**, and **N/T KAAA** Kingman, Ariz., from Regent Communications for \$5.4 million.

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A B C W O U L D L I K E T O C O N G R A T U L A T E

Bob Kingsley!

1 9 9 9



Billboard
**RADIO
AWARDS**
AIRPLAY
Monitor

13th consecutive Billboard Award

Network/Syndicated Program of the Year: Country

1987-1999

**AMERICAN
COUNTRY
COUNTDOWN**

WITH BOB KINGSLEY



RADIO NETWORKS

Billboard/Monitor Spotlight Country Format In Seminar Within A Seminar



The Billboard/Airplay Monitor Radio Seminar and Awards brought approximately 1,400 people to Miami Beach Oct. 7-9. Country programmers and label executives got a special focus on their format with a day-long Country Seminar Within a Seminar Oct. 9. The agenda included three separate panels, a keynote address by country legend George Jones, and a cocktail-party performance from Asylum artist Bryan White.



JONES

The day culminated in the gala, all-format Radio Awards dinner, which featured a performance by The Artist Formerly Known As Prince. Some of the event's highlights are pictured on this page and throughout this week's issue.



Country Airplay Monitor's Phyllis Stark, left, congratulates ABC Radio Networks national manager of affiliate marketing Robin Rhodes at the Billboard/Airplay Monitor Radio Awards. Rhodes picked up the 13th consecutive award in the network/syndicated program of the year category for "American Country Countdown With Bob Kingsley."



Panelists for "The True Cost Of Airplay" session discussed the financing behind getting a single played on the radio. Pictured, from left, are session moderator Tim Closson, VP of country programming for AMFM; Scott Mahalick, VP of product development for Citadel Communications; Bobby Young of Young-Olsen & Associates; Eric Logan, OM of WQYK-FM Tampa, Fla.; consultant Joel Raab; and Michael Powers, VP of national promotion for Mercury Records.



George Jones delivered the keynote address for the country portion of the seminar in the form of a question-and-answer session with Country Airplay Monitor director of charts Wade Jessen. Pictured, from left, are Billboard radio editor Chuck Taylor, Billboard West Coast bureau chief Melinda Newman, Country Airplay Monitor managing editor Phyllis Stark, Jones, Jessen, Billboard director of charts Geoff Mayfield, and Asylum Records president Evelyn Shriver.



Capitol artist Deana Carter and Monument artist Danni Leigh were among the participants on the all-format artist panel, moderated by Billboard West Coast bureau chief Melinda Newman. Pictured, from left, are artists Brian McKnight, Meredith Brooks, Carter, Montell Jordan (in back), Newman, Kim Richey, and Leigh.



Shown gathered at the Billboard/Airplay Monitor Radio Awards in the top row, from left, are Arista Nashville's Mike Dungan and Mike Owens; WIRK West Palm Beach, Fla., PD Mitch Mahan; WKIS Miami PD Bob McKay; Country Airplay Monitor's Phyllis Stark; and Bobby Young of Young-Olsen & Associates. Pictured in the bottom row, from left, are Arista's Bobby Kraig, Robin Rhodes of "American Country Countdown With Bob Kingsley," Curb Records' Karen McGuire, and WMZQ Washington, D.C., PD Mac Daniels and MD Jon Anthony.



Asylum artist Bryan White, right, performs with guitarist Scott Emerick at the Asylum cocktail party.



WPOC Baltimore marketing director Sheila Silverstein is congratulated by Country Airplay Monitor managing editor Phyllis Stark, left, and Promoganda columnist Jeff Silberman, right, for her promotion/marketing director of the year win in the Billboard/Airplay Monitor Radio Awards.

BOB KINGSLEY

is honored to be a Billboard Winner!!



1987 • 1988 • 1989 • 1990 • 1991 • 1992

1993 • 1994 • 1995 • 1996 • 1997 • 1998

**13TH CONSECUTIVE BILLBOARD AWARD
NETWORK/SYNDICATED PROGRAM OF THE YEAR:**

Country 1987 - 1999

Thanks to Country Radio, the Country Music industry, our loyal advertisers and fans who helped us achieve this incredible, unprecedented 13th consecutive award. Thank you from the entire ACC staff...
Kristy Adam, Corey Englerth, Ken Halford, Renais Jean Hill, Nan Kingsley, Mark Humphrey, Angie Jones, Barbara Lyon, Robin Rhodes, Lisa Roberts, Rob Simbeck, Pat Shields, Shawn Studer, Matt Wilson, Bill Young, and the host of American Country Countdown...

BOB KINGSLEY



RADIO NETWORKS

WITH BOB KINGSLEY



GREATEST GAINERS

Strongest Increase In Airplay This Week

INCREASE IN
DETECTIONS

FAITH HILL • <i>Breathe</i> (WARNER BROS./WRN)	+510
WOW +20, KKAT +18, WQXK +16, KMPS +15, KWNR +14, WGNE +12, WSCA +12, KIIM +12, KUPL +12, KSON +12	
ALAN JACKSON • <i>Pop A Top</i> (ARISTA NASHVILLE)	+476
WFMS +19, KSCS +19, KILT +18, WNCY +16, KRMD +14, WKIS +14, KGMV +13, WMSI +12, WIVK +12, WGNE +11	
SHANIA TWAIN • <i>Come On Over</i> (MERCURY)	+420
WCAC +23, KSCS +18, WYGY +17, WYNY +16, WKHK +14, KCCY +13, WSCA +13, KYNG +13, WXTU +13, KJJY +12	
KENNY CHESNEY • <i>She Thinks My Tractor's Sexy</i> (BNA)	+398
WESC +18, KKCS +15, KIIM +15, WQIK +15, WYCD +13, WGGY +12, WRBT +11, WNCY +11, KXKT +11, WGNE +10	
REBA • <i>What Do You Say</i> (MCA NASHVILLE)	+397
WSCA +19, KZLA +15, KMLE +13, KWJW +13, KASE +13, WKHX +13, WXCT +12, KYNG +12, KIIM +12, WCMS +11	
TRACY BYRD • <i>Put Your Hand In Mine</i> (RCA)	+310
KSOP +16, WIL +12, WNKT +10, KFDI +9, WSOC +9, WGAR +9, WCTO +8, KRYS +8, KASE +8, WJCL +8	
JO DEE MESSINA • <i>Because You Love Me</i> (CURB)	+294
KCCY +16, WUBE +14, WSM +13, WFRE +13, KTST +12, WCKT +12, WEZL +12, WAMZ +12, WMJC +11, KNIX +11	
MARTINA MCBRIDE • <i>I Love You</i> (RCA)	+239
KWNR +24, KRST +21, KSON +21, KSCS +21, KKQB +18, WMIL +13, KAJA +13, WSOC +12, WKXK +12, WFMS +11	
LEANN RIMES • <i>Big Deal</i> (CURB)	+237
WKSF +14, WCMS +13, WXCT +12, KSOP +12, WGNB +10, WNOE +10, WCOL +9, KRYS +9, WYYD +9, WPOC +9	
TIM MCGRAW • <i>My Best Friend</i> (CURB)	+222
KBQK +13, KZLA +11, KXKC +10, KSOP +9, KUBL +8, WYGY +7, WROO +7, KYCY +6, WXBQ +6, WUSY +6	
CLAY WALKER • <i>Live, Laugh, Love</i> (GIANT)	+210
KKCS +16, KIKK +15, KWNR +12, KDRK +12, KFKF +11, WKHK +10, WFMS +10, WGNE +9, WVLC +9, WLWI +8	
JOHN MICHAEL MONTGOMERY • <i>Home To You</i> (ATLANTIC)	+204
KDRK +16, KPLX +14, KRMD +12, KCYY +12, WWKA +11, WKXK +10, WXCT +9, WMJC +8, WCTO +8, WKSF +8	
TY HERNDON • <i>Steam</i> (EPIC)	+198
WKSF +13, WSOC +13, WIVK +11, WYYZ +11, WDSY +11, WHSL +10, WGGY +10, WSIX +10, WVLC +9, WMJC +8	
BRAD PAISLEY • <i>He Didn't Have To Be</i> (ARISTA NASHVILLE)	+180
WCKT +16, KKAT +15, KCYY +14, WZZK +13, WMSI +12, WQXK +12, WYCD +11, KKQB +11, KSKS +10, WSIX +10	
CHELY WRIGHT • <i>It Was</i> (MCA NASHVILLE)	+176
WSM +12, WUBE +11, WYGY +8, WLWI +8, WNCY +7, WFMS +7, KATM +6, WKLB +6, WYYD +6, WYAY +6	


MOST NEW STATIONS

Songs with 6 or more detections at new stations this week

	NEW STATIONS		NEW STATIONS
JO DEE MESSINA	24	CHELY WRIGHT	13
<i>Because You Love Me (Curb)</i>		<i>It Was (MCA Nashville)</i>	
ALABAMA	22	ALAN JACKSON	12
<i>Small Stuff (RCA)</i>		<i>Pop A Top (Arista Nashville)</i>	
KENNY CHESNEY	20	TRACY BYRD	12
<i>She Thinks My Tractor's Sexy (BNA)</i>		<i>Put Your Hand In Mine (RCA)</i>	
LONESTAR	15	REBA	11
<i>Smile (BNA)</i>		<i>What Do You Say (MCA Nashville)</i>	
FAITH HILL	14	MAVERICKS	11
<i>Breathe (Warner Bros./WRN)</i>		<i>Here Comes My Baby (Mercury)</i>	
JOE DIFFIE	13	STEVE HOLY	11
<i>The Quittin' Kind (Epic)</i>		<i>Don't Make Me Beg (Curb)</i>	

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

#1		KMLE Phoenix, AZ PD: Jeff Garrison MD: Jon Allen Airplay Leader Designations: 7	
	#2	KPLX, Dallas, TX (PD/MD: Brian Philips/Cody Alan)	5
	#3	KBEQ, Kansas City, MO (PD/MD: Mike Kennedy/T.J. McEntire)	4
	#4	WWGR, Ft. Myers, FL (PD/MD: Chris O'Kelley/Steve Hart)	3
	#5	KEEY, Minneapolis, MN (PD/MD: Gregg Swedberg/Travis Moon)	3

The Airplay Leaderboard ranks taste-maker stations that have been the most successful in identifying future hit records as measured by the amount of AIRPOWER titles for which they were Airplay Leaders. Refer to each format's IMPACT! page to see this week's Airplay Leaders.

COUNTRY RECURRENT AIRPLAY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS	RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS
1	I'LL STILL LOVE YOU MORE TRISHA YEARWOOD (MCA NASHVILLE)	1854	3152	14	YOU WERE MINE DIXIE CHICKS (MONUMENT)	1169	1218
2	SINGLE WHITE FEMALE CHELY WRIGHT (MCA NASHVILLE)	1805	1949	15	ANYONE ELSE COLLIN RAYE (EPIC)	1160	1236
3	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU ALABAMA (RCA)	1767	1926	16	STAND BESIDE ME JO DEE MESSINA (CURB)	1153	1194
4	HOW FOREVER FEELS KENNY CHESNEY (BNA)	1663	1810	17	WISH YOU WERE HERE MARK WILLS (MERCURY)	1105	1163
5	THE SECRET OF LIFE FAITH HILL (WARNER BROS./WRN)	1626	1951	18	I DON'T WANT TO MISS A THING MARK CHESNUTT (DECCA/MCA NASHVILLE)	1101	1126
6	A NIGHT TO REMEMBER JOE DIFFIE (EPIC)	1598	1669	19	MAN! I FEEL LIKE A WOMAN! SHANIA TWAIN (MERCURY)	1095	1251
7	LITTLE GOOD-BYES SHEDAISY (LYRIC STREET)	1574	1655	20	(NOW YOU SEE ME) NOW YOU DON'T LEE ANN WOMACK (MCA NASHVILLE)	1041	1650
8	WHATEVER YOU SAY MARTINA MCBRIDE (RCA)	1484	1563	21	TWO TEARDROPS STEVE WARINER (CAPITOL)	979	975
9	PLEASE REMEMBER ME TIM MCGRAW (CURB)	1469	1636	22	WIDE OPEN SPACES DIXIE CHICKS (MONUMENT)	948	963
10	YOU WON'T EVER BE LONELY ANDY GRIGGS (RCA)	1424	1545	23	TONIGHT THE HEARTACHE'S ON ME DIXIE CHICKS (MONUMENT)	914	985
11	MAKE UP IN LOVE DOUG STONE (ATLANTIC)	1332	1653	24	WHERE THE GREEN GRASS GROWS TIM MCGRAW (CURB)	904	902
12	I'LL THINK OF A REASON LATER LEE ANN WOMACK (DECCA/MCA NASHVILLE)	1313	1407	25	THIS KISS FAITH HILL (WARNER BROS.)	898	1025
13	UNBELIEVABLE DIAMOND RIO (ARISTA NASHVILLE)	1234	1349				

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 25.

QUESTIONS?

IF YOU HAVE QUESTIONS
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WUBE Cincinnati PD: Tim Closson AMF 513-721-1050 B-105

KSON San Diego OM: John Dumick APD/MD: Greg Frey Jefferson Pilot 619-291-9797

WKKT Charlotte PD: Bill Young AMFM 704-714-9444

WQDR Raleigh APD: Robin O'Brian Curtis Media 919-876-6464

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

WSOC Charlotte PD: Paul Johnson MD: Rick McCracken Infinity 704-522-1103

WGNA Albany, NY PD: Buzz Brinley MD: Bill Earle AMFM 518-782-1474

WSIX Nashville OM: Bob Barnett PD/MD: Dave Kelly AMFM 615-664-2400

KUPL Portland, OR PD: Cary Rofe MD: Rick Taylor Infinity 503-223-0300

WRBQ Tampa PD: Ronnie Lane MD: Nancy Knight Infinity 813-287-1047

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

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

KYCS San Francisco PD: Dene Hallam APD/MD: Steve Jordan Infinity 415-391-9330

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

WESC Greenville OM: Ron Brooks MD: John Landrum Clear Channel 864-242-4660

KWJJ Portland, OR PD: Robin Mitchell MD: Lola Montgomery Fisher Broadcasting 503-228-4393

WUSY Chattanooga PD: Leslie Pardue MD: Bill Poindexter Cumulus 423-892-3333

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

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

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

WCOL Columbus, OH OM/MD: Tom Fridley PD: Gail Austin Clear Channel 614-273-9265

WQMX Akron OM: Kevin Mason MD: Bill Sheil Rubber City Radio Group 330-869-9800

KNCI Sacramento PD: Mark Evans APD: Jennifer Wood Infinity 916-338-9200

WNOE New Orleans PD: Les Acree Clear Channel 504-679-7300

JOHN MICHAEL MONTGOMERY 4064/204 Home To You (Atlantic) Total Stations: 153 Chart Move: 8-8

BRAD PAISLEY 3241/180 He Didn't Have To Be (Arista Nashville) Total Stations: 153 Chart Move: 18-14

REBA 2704/397 What Do You Say (MCA Nashville) Total Stations: 153 Chart Move: 23-20

LEANN RIMES 2465/237 Big Deal (Curb) Total Stations: 150 Chart Move: 24-24

GEORGE STRAIT 4454/102 What Do You Say To That (MCA Nashville) Total Stations: 154 Chart Move: 5-5

RANDY TRAVIS 2513/122 A Man Ain't Made Of Stone (DreamWorks) Total Stations: 152 Chart Move: 22-23

SHANIA TWAIN 3484/420 Come On Over (Mercury) Total Stations: 154 Chart Move: 17-12

CLAY WALKER 1871/210 Live, Laugh, Love (Giant) Total Stations: 147 Chart Move: 29-28

STEVE WARINER 4838/118 I'm Already Taken (Capitol) Total Stations: 153 Chart Move: 4-3

YANKEE GREY 2983/134 All Things Considered (Monument) Total Stations: 152 Chart Move: 19-17

Billboard Top Country Singles Sales SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSKAN, INC.

BILLBOARD ISSUE DATE: OCTOBER 23, 1999

Table with columns: THIS WEEK, LAST WEEK, WKS. ON CHART, TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL, ARTIST. #1: IT DON'T MATTER TO THE SUN/LOST IN YOU by GARTH BROOKS AS CHRIS GAINES.

Records with the greatest sales gains this week. Recording Industry Assn. of America certification for sales of 500,000 units. RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol.

Billboard TOP COUNTRY ALBUMS SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSKAN, INC.

BILLBOARD ISSUE DATE: OCTOBER 23, 1999

Table with columns: THIS WEEK, LAST WEEK, 2 WKS. AGO, WKS. ON CHART, ARTIST, IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL, TITLE, PEAK POSITION. #1: DIXIE CHICKS - FLY.

Albums with the greatest sales gains. Recording Industry Assn. of America (RIAA) certification for sales of 500,000 album units. RIAA certification for sales of 1 million units (Platinum).

COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

Table with columns: THIS WEEK, LAST WEEK, WKS. ON CHART, TITLE/IMPRINT/PROMOTION LABEL, ARTIST, TW, LW. #1: SOMETHING LIKE THAT by TIM MCGRAW.

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. Records showing an increase in audience over the previous week, regardless of chart movement.

CONGRATULATIONS MERCURY NASHVILLE PROMOTION STAFF
John Grady - Norbert Nix - Michael Powers - Pat Surnegie - Rocco Cosco
John Ettinger - Chad Schultz - Damon Moberly - Molly Beebe - Gina Weeks
1999 BILLBOARD/AIRPLAY MONITOR RECORD LABEL PROMOTION TEAM OF THE YEAR, COUNTRY
YOU GUYS ARE THE BEST!
MARK WILLS & STAR RAY MANAGEMENT

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.



THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
*** No. 1 ***						
1	2	14	I LOVE YOU RCA 1 week at No. 1	MARTINA MCBRIDE	5905	5666
2	1	19	SOMETHING LIKE THAT CURB	TIM MCGRAW	5787	5891
3	4	18	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	4838	4720
4	3	17	READY TO RUN MONUMENT	DIXIE CHICKS	4683	5113
5	5	16	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	4454	4352
6	6	22	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	4242	4122
7	7	20	SHE'S IN LOVE MERCURY	MARK WILLS	4086	4104
8	8	16	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	4064	3860
9	12	9	WHEN I SAID I DO RCA	CLINT BLACK	3655	3481
10	9	30	AMAZED BNA	LONESTAR	3639	3795
11	11	16	I'LL GO CRAZY RCA	ANDY GRIGGS	3540	3495
12	17	9	COME ON OVER MERCURY	SHANIA TWAIN	3484	3064
13	10	27	LESSON IN LEAVIN' CURB	JO DEE MESSINA	3364	3576
14	18	9	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	3241	3061
15	13	29	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	3239	3371
16	15	13	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	3047	3244
17	19	19	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	2983	2849
18	14	23	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	2894	3341
*** AIRPOWER ***						
19	20	24	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	2873	2766
20	23	7	WHAT DO YOU SAY MCA NASHVILLE	REBA	2704	2307
21	21	34	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	2527	2495
*** GREATEST GAINER ***						
22	27	4	BREATHE WARNER BROS./WRN	FAITH HILL	2527	2017
23	22	12	A MAN AIN'T MADE OF STONE DREAMWORKS	RANDY TRAVIS	2513	2391
24	24	9	BIG DEAL CURB	LEANN RIMES	2465	2228
25	25	15	ORDINARY LOVE MERCURY	SHANE MINOR	2120	2097
26	30	4	POP A TOP ARISTA NASHVILLE	ALAN JACKSON	2090	1614
27	28	11	STEAM EPIC	TY HERNDON	1936	1738
28	29	13	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	1871	1661
29	33	9	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	1676	1278
30	26	10	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS AS CHRIS GAINES	1556	2087
31	31	16	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	1443	1439
32	34	6	PUT YOUR HAND IN MINE RCA	TRACY BYRD	1442	1132
33	32	12	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	1390	1321
34	35	17	A MATTER OF TIME BNA	JASON SELLERS	1124	1127
35	39	9	THE QUITTIN' KIND EPIC	JOE DIFFIE	1052	892
36	36	10	IT'S A LOVE THING CAPITOL	KEITH URBAN	990	1039
37	40	7	DON'T LIE CAPITOL	TRACE ADKINS	987	874

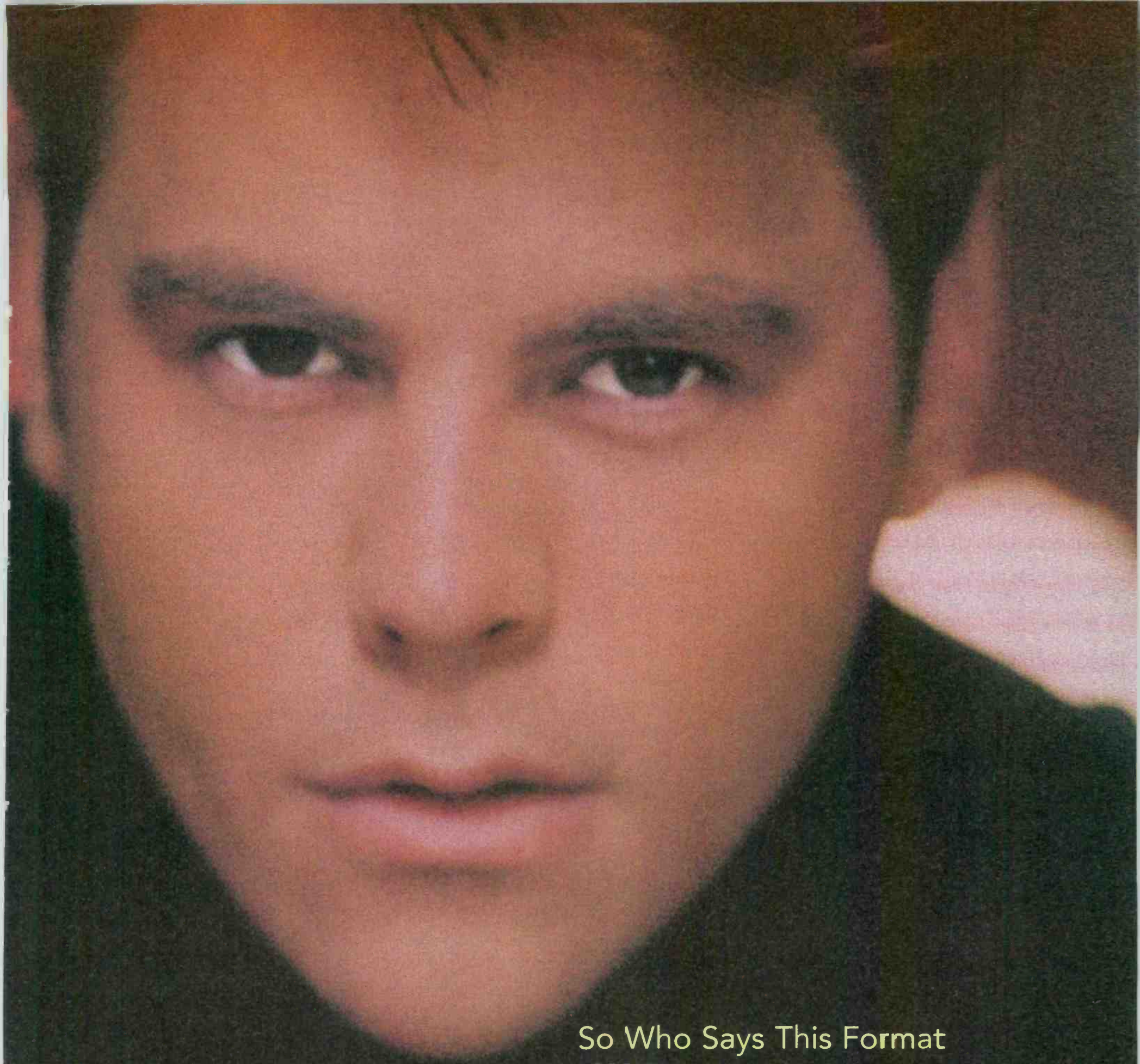
THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
38	37	12	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	914	1008
39	38	13	LOVE TRIP VIRGIN	JERRY KILGORE	882	953
40	44	9	THIS WOMAN NEEDS LYRIC STREET	SHEDAISY	795	654
41	41	14	CRUSH ASYLUM	LILA MCCANN	764	712
42	46	7	SMILE BNA	LONESTAR	677	510
43	45	9	POWER WINDOWS LYRIC STREET	JOHN BERRY	582	549
44	42	20	YOU'VE GOT A WAY MERCURY	SHANIA TWAIN	565	684
45	47	5	WHEN LOVE FADES DREAMWORKS	TOBY KEITH	515	474
46	48	4	IT WAS MCA NASHVILLE	CHELY WRIGHT	510	334
*** MOST NEW STATIONS ***						
47	51	2	BECAUSE YOU LOVE ME CURB	JO DEE MESSINA	494	200
48	49	3	SMALL STUFF RCA	ALABAMA	438	273
49	43	17	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	411	668
50	53	6	MY BEST FRIEND CURB	TIM MCGRAW	390	168
51	50	6	IT'S A BEAUTIFUL THING REPRISE/WRN	PAUL BRANDT	317	251
52	54	3	DON'T MAKE ME BEG CURB	STEVE HOLY	264	160
53	59	3	HERE COMES MY BABY MERCURY	THE MAVERICKS	242	117
54	62	8	COWBOY TAKE ME AWAY MONUMENT	DIXIE CHICKS	198	104
55	55	4	WHEREVER YOU ARE COLUMBIA	MARY CHAPIN CARPENTER	153	139
56	61	5	I'M DIGGIN' IT MCA NASHVILLE	ALECIA ELLIOTT	141	111
57	52	19	SURE FEELS REAL GOOD REPRISE/WRN	MICHAEL PETERSON	136	199
58	57	8	GOODBYE EARL MONUMENT	DIXIE CHICKS	122	135
59	65	2	WHAT THIS COUNTRY NEEDS LYRIC STREET	AARON TIPPIN	121	84
60	66	3	BEER THIRTY ARISTA NASHVILLE	BROOKS & DUNN	120	60
61	74	2	GOD GAVE ME YOU ASYLUM	BRYAN WHITE	117	43
*** HOT SHOT DEBUT ***						
62	NEW		BUY ME A ROSE DREAMCATCHER	KENNY ROGERS	107	7
63	56	7	THAT'S THE WAY LOVE GOES TBA/BNA	MERLE HAGGARD WITH JEWEL	81	136
64	67	2	IF YOU EVER LEAVE ME COLUMBIA	BARBRA STREISAND/VINCE GILL	77	59
65	63	16	START OVER GEORGIA EPIC	COLLIN RAYE	74	93
66	RE-ENTRY		STAMPEDE CAPITOL	CHRIS LEDOUX	69	33
67	NEW		TAKE A LETTER MARIA ATLANTIC	DOUG STONE	66	13
68	68	2	DON'T TELL ME MCA NASHVILLE	LEE ANN WOMACK	66	56
69	NEW		SOMETHING REAL EPIC	SHANA PETRONE	63	28
70	72	4	MOVE IT ON OVER ASYLUM	TRAVIS TRITT WITH GEORGE THOROGOOD	59	48
71	58	20	YOU'RE STILL BEAUTIFUL TO ME ASYLUM	BRYAN WHITE	55	120
72	73	12	BABY'S GOT MY NUMBER ATLANTIC	SOUTH SIXTY FIVE	52	46
73	71	3	ON EARTH AS IT IS IN TEXAS COLUMBIA	DERYL DODD	45	49
74	NEW		CARLENE ARISTA NASHVILLE	PHIL VASSAR	44	7
75	NEW		KISS THIS DREAMWORKS	LISA ANGELLE	42	0

Songs are ranked by number of detections. □ Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the record with the largest increase in detections. Most New Stations awarded to the record registering six or more detections at the most stations for the first time this week. If two records are tied in number of detections, the record being played on more stations is placed first. Records below the top 25 are removed from the chart after 20 weeks.

buy me a rose
The New Single From Kenny Rogers

"We've never received such an outpouring of emotion from listeners as we have over 'Buy Me A Rose.' We played it once and our audience had to hear it again, right then and there. It touches hearts."
Jim & Wendy In The Morning, 93.9 KZLA, Los Angeles

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"Don't Make Me Beg"

Impact Date - October 25th

So Who Says This Format
ISN'T

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Early Adds:

WUBE	WYCD	WIL	KYNG
KILT	KYGO	KIKK	WOGY
WXBQ	KBEQ	WKKT	WSM

and more...

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Dear Radio Friend,

As the end of this Century approaches, it allows us all to reflect on what influences and events have molded our format into what it is today and which way it will grow in the future. With that in mind, **LeAnn Rimes** thought it was appropriate to honor some of the **great Country songs** that have shaped the sound of our format... Songs that date back as far as 1948. She does this with such fervent **emotion** in her new collection, simply titled "LeAnn Rimes." It's as Country as Country gets and delivered with the **respect** and **passion** that these songs so aptly deserve. As LeAnn stated, "The album has some of the most amazing songs from artists of another time. Songs that touched me. My goal is to bring them to a younger generation that hasn't heard them and to the older generation that knows them by heart."

We at Curb Records feel it's a collection that is both timely and timeless. These are some of the songs that have influenced and shaped LeAnn into the artist she is today and will be... well into the next millennium.

Regards,

Dennis

Dennis Hannon,

Exec. VP, GM Curb Records

Carson

Carson James

VP Promotion & Media Strategy



COUNTRY AIRPLAY Monitor

• We Listen To Radio •

October 15, 1999 \$4.95 Volume 7 • No. 42

COUNTRY HIGHLIGHTS

★ ★ ★ NO. 1 ★ ★ ★

#1

TIM MCGRAW
Something Like That (CURB)

★ ★ AIRPOWER ★ ★

BRAD PAISLEY • *He Didn't Have To Be (ARISTA NASHVILLE)*
YANKEE GREY • *All Things Considered (MONUMENT)*

★ MOST NEW STATIONS ★

ALAN JACKSON • *Pop A Top (ARISTA NASHVILLE)*

ON YOUR DESK

SUSAN ASHTON • *Closer (CAPITOL)*
SHERRIE AUSTIN • *Little Bird (ARISTA NASHVILLE)*
KEITH HARLING • *Bring It On (GIANT)*
AARON TIPPIN • *What This Country Needs (LYRIC STREET)*
BRYAN WHITE • *God Gave Me You (ASYLUM)*
LEE ANN WOMACK • *Don't Tell Me (MCA NASHVILLE)*

KNIX Wins Three At Billboard/ Airplay Monitor Radio Awards

by Phyllis Stark

KNIX Phoenix was the big country winner at the 1999 Billboard/Airplay Monitor Radio Awards, held Oct. 9 in Miami Beach. The station took home three awards.

WSIX Nashville, meanwhile, won two awards.

For the second consecutive year, KNIX scored the big prize of major-market station of the year. The station also won that award in 1988, 1989, 1991, 1993, and 1996. On hand to share acceptance of this year's award were current KNIX Regional Director of Country Programming Alan Sledge and former VP/general program manager Larry Daniels.

Daniels, who exited last summer af-

ter longtime owner Owens Broadcasting sold the station to Clear Channel, won in the major-market PD/operations director of the year category for his work at KNIX. This was the fourth consecutive win for Daniels in this category. He also won it in 1992 and 1993.

KNIX morning hosts Tim Hattrick and Willy D. Loon scored their first win as local air personalities of the year, an award that had been dominated by WSIX morning man Gerry House for the past seven years.

WSIX won the station of the year award in the secondary-market category, making for a six-year winning streak. The station had also previously won in 1990.

Continued on page 5



Even Label Executives Now Say Slower Charts Are A Good Thing

by Phyllis Stark and Frank Saxe

Country PDs and label executives attending the Billboard/Airplay Monitor Radio Seminar, held Oct. 7-9 in Miami Beach, got a special focus on their format with a daylong Country Seminar Within a Seminar Oct. 9 that included separate panels, a keynote address by country legend George Jones, and a performance by Asylum artist Bryan White.

At a rap-room session called "Is Your Gut Still Awake," moderated by WKIS Miami PD Bob McKay and Warner/Reprise Nashville VP of promotion, West, Brad Howell, label representatives agreed that the slowed-down charts and radio playlists of the past

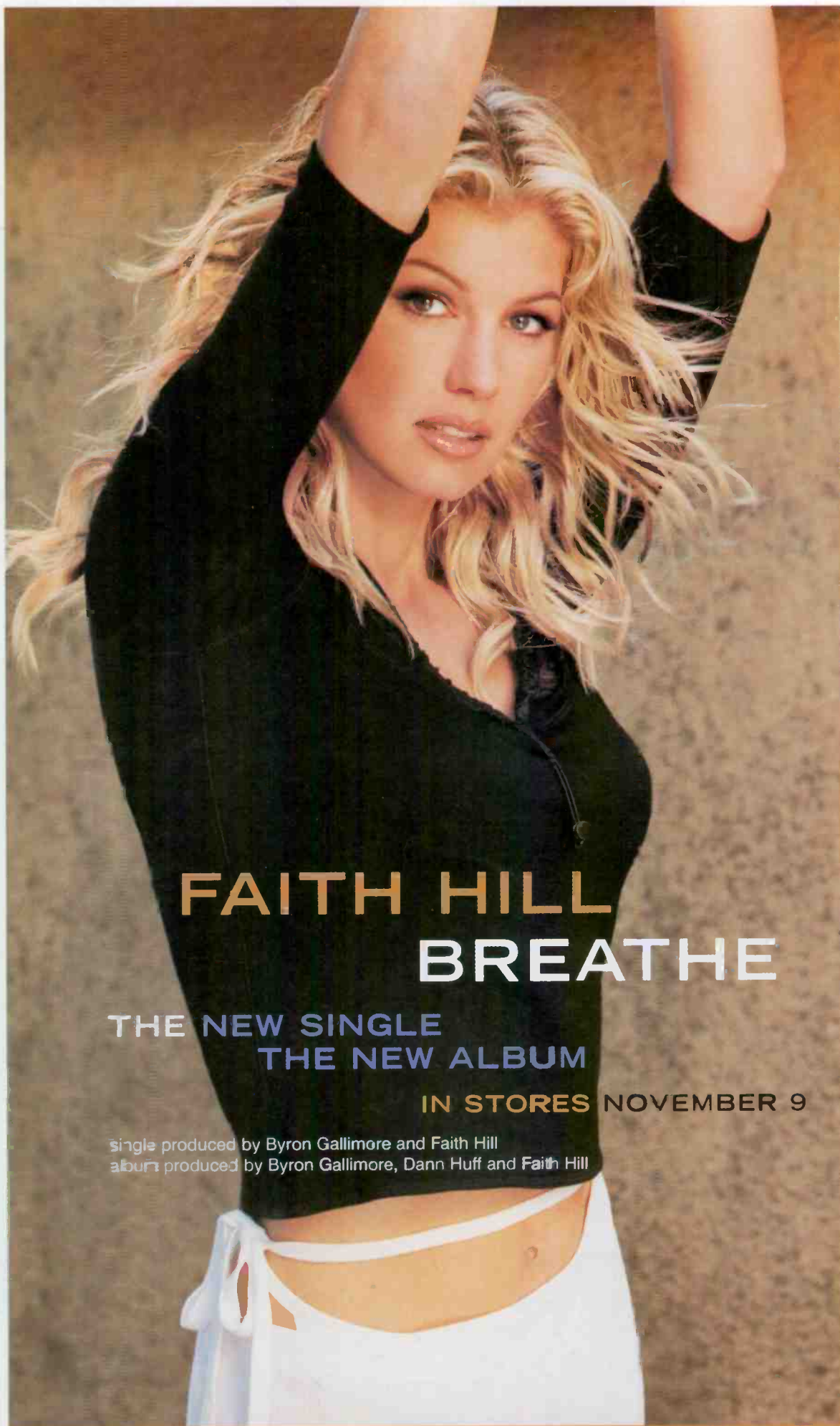
few years have been good for business, even if they did not initially see it that way.

Even though two slow-to-develop hits from an album rather than three or four faster-moving singles means "less times at bat during the course of the year," according to BNA VP of promotion

Tom Baldrice, it often results in more records sold.

Arista Nashville senior VP/GM Mike Dungan said, "A slow chart is good for all of us because it establishes stars. We're such a big, dumb machine sometimes that when radio [initially] said they're going to slow it down, we weren't prepared. As it turns out, it is the right thing for all of us."

Continued on page 5



FAITH HILL BREATHE

THE NEW SINGLE
THE NEW ALBUM

IN STORES NOVEMBER 9

single produced by Byron Gallimore and Faith Hill
album produced by Byron Gallimore, Dann Huff and Faith Hill



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Barbra Streisand/Vince Gill

- *CMT Hot Shot Video*
- *GAC Fast Forward Video*

If You Ever Leave Me

The passionate new duet.

*From Barbra's new album
"A Love Like Ours."*

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Vince Gill appears courtesy of MCA Records Nashville
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*Two Of The Greatest Voices In
The History Of Music Come Together
For A Once In A Lifetime Event*



BMG's Big Night



The BMG labels combined forces for a rocking Country Music Assn. Awards after-party Sept. 22 at the offices of Arista, BNA, and RCA Records in Nashville. Pictured, from left, are RCA VP of promotion Mike Wilson, RLG senior VP/GM Butch Waugh, Horizon Award nominee Sara Evans, KYGO Denver PD John St. John, and RCA artist Andy Griggs.

AMFM Inc. Appoints Four Cluster VPs

Last week's Clear Channel merger notwithstanding, AMFM Inc. vice chairman **Jim deCastro** has named four cluster VPs: Denver market manager **Bob Visotcky** becomes Los Angeles cluster VP; **KDGE** (the Edge)/KZPS Dallas VP/GM (and country radio veteran) **Brian Ongaro** becomes cluster VP there; AMFM regional VP of sales **Chester Schofield** becomes cluster VP for Philadelphia; and **WKQI/WNIC** Detroit VP/GM **Stephen Schram** becomes the cluster VP for the Motor City.

**RADI
ACTIVE**



BY **PHYLLIS STARK**

615-321-4284 • pstark@airplaymonitor.com

In other AMFM news, **Gary Lee** is named VP of information partnerships and new media. Lee, who will be based in Chicago, previously was VP of development and information services for Metro Networks.

In other Clear Channel news, the group's Tallahassee, Fla., market manager "**Hollywood**" **David Manning** is named market manager of the group's Jacksonville, Fla., cluster, which includes country stations **WQIK** and **WROO**. He replaces **Linda Byrd**, who is named market manager of Clear Channel/Orlando, Fla.

PROGRAMMING: HUFF TO WHSL

WUSY (US101) Chattanooga, Tenn., PD/mid-day host **Chris Huff** joins **WHSL** Greensboro,

N.C., as PD, effective Nov. 1. He succeeds **Brian Landrum**, now PD/p.m. driver at **WDDD** Carbondale, Ill. Meanwhile, former **WSM-FM** Nashville PD **Leslie Pardue** (aka **Lee Cory**) joins **Cumulus** as OM of its Chattanooga cluster, including **US101**.

Former **WKKX** St. Louis PD **Russ Schell** joins rival **WIL** St. Louis as PD Oct. 20. He replaces **Bob Barnett**, now OM of AMFM's Nashville cluster.

WKKW Morgantown, W.Va., PD **Hunter Scott** exits. MD/afternoon driver **Chris Wayne** is named PD. Night jock **Chris Harrison** lands the MD title and shifts to morning drive.

WQBE-AM Charleston, W.Va., drops its talk format to simulcast country sister **WQBE-FM**, according to *The M Street Journal*.

Keith Mitchell, OM of country **WEGX**, **AC** **WDAR**, top 40 **WJMX**, R&B oldies **WSQN**, gospel **WDSC/WDSS**, and gospel **WPFM** Florence, S.C., joins R&B oldies **WMOJ** (Mojo 94.9) Cincinnati as PD/afternoon driver.

PEOPLE: COUGAR ROARS TO KTTS

WFLS Fredericksburg, Va., MD/afternoon driver **Cougar Michaels** joins **KTTS** Springfield, Ill., for mornings. Midday host **Donna James** is named interim MD at **WFLS**, and night jock **Sean Riley** takes afternoons on an interim basis.

THE BAYWATCH/MONITOR AWARDS?

All the drama at this year's Billboard/Airplay Monitor Radio Seminar and Awards wasn't in the panels or onstage. On Oct. 8, **Cromwell Group** VP of programming **Brian Krysz** and independent promoter **Mike Bergin** dove into the rocky waves of the Atlantic Ocean to rescue a drowning man caught in a rip tide and his wife, who'd swum out after him. The swimmer survived, thanks to the duo's efforts.

Martina Says 'I Love You' To Cody & Crew



Martina McBride, center, was the featured in-studio guest on "Country's Most Wanted" the weekend of Oct. 9-10. She is pictured with show co-hosts Amie Harp, left, and Bill Cody.



COUNTRY CONFIDENTIAL BY WADE JESSEN

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McGraw Fends Off McBride's 'Love'

TOP NOTCH: After losing spins last issue, **Tim McGraw's** "Something Like That" (**Curb**) gains 36 detections to dominate our Country Airplay chart for a fifth consecutive week, fending off fierce competition from **Martina McBride's** "I Love You" (**RCA**), which bullets in the runner-up slot, up 205 plays. McBride's song trails McGraw's title by 225 detections but closes the week 946 plays ahead of the nearest bulleted title below her, **Steve Wariner's** "I'm Already Taken" (**Capitol**) at No. 4.

Meanwhile, **Dixie Chicks' "Ready To Run"** (**Monument**) shouldn't be counted out as a No. 1 contender next issue, despite losing 61 plays. It hangs onto airplay at each of our 154 monitored stations.

BABS IN THE WOODS: "If You Ever Leave Me" (**Columbia**), **Vince Gill's** recent pairing with **Barbra Streisand**, enters our Country Airplay list at No. 67 with spins at 59 monitored stations (see *Impact!* page 16). It is Streisand's second appearance on the country radio chart, on which she had a brief run with "You Don't Bring Me Flowers," a 1978 duet with **Neil Diamond**. That title rose to No. 70 and spent eight

weeks on the chart but was outpaced by a country cover version from **Jim Ed Brown** and **Helen Cornelius**.

BLACK MARKET: With more than 18,000 scans on **Billboard's** Top Country Albums chart, **Clint Black's** new set, "D'lectrified" (**RCA**), enters at No. 8 with **Hot Shot** Debut stripes. The album's lead single, "When I Said I Do," gains 271 detections to jump 15-12 on the Country Airplay chart and shoots 15-11 on our audience tally, up an estimated 3 million impressions (see *At-a-Glance*, page 17).

Meanwhile, **Garth Brooks' "In . . . The Life Of Chris Gaines"** (**Capitol**) is ineligible to chart on **Top Country Albums** based on its primarily pop/rock content but enters **The Billboard 200** at No. 2 with 262,000 scans, behind rock act **Creed**. That group's "Human Clay" (**Wind-Up**) bows atop the big chart with 315,500 scans.

On the **Top Country Singles Sales** chart, **LeAnn Rimes' "Big Deal"** (**Curb**) enters at No. 2 with more than 13,000 units. **Garth Brooks** As **Chris Gaines' "It Don't Matter To The Sun"** extends its reign on the singles sales chart with approximately 52,000 scans.

ON THE ROW

Arista's Dave Dame Exits In Restructuring

Arista Nashville national director of promotion **Dave Dame** exits. His position has been eliminated as a result of restructuring.

Capitol Records mid-Atlantic regional **Jimmy Rector** segues to the Northeast regional slot at **BNA**. He replaces **Chuck Thagard**, who exits.

Damon Moberly is promoted from manager to director of Northeast regional promotions at **Mercury Records**. Also at **Mercury**, **Kevin Lane** is promoted from director to senior director of media relations. **Gina Weeks** is upped from promotion assistant to promotion coordinator. **Karen Naff** is promoted from creative services assistant to creative services coordinator. **Julie Johnson** is elevated from marketing assistant to marketing coordinator.

Steve Wilkison, VP/GM of **Koch Records**, has exited the New York-based label to return to Nashville as VP/GM of indie label **Eminent Records**. In other news, **Dixie Chicks** manager **Simon Renshaw** and veteran promotion executive **Nick Hunter** are forming a Koch imprint in Nashville, to be called **Audium Entertainment**.

Jeff Stouten is promoted from promotion coordinator to national promotion manager at **Young-Olsen & Associates**. He previously worked at **WSIX** Nashville and **WWGR** Fort Myers, Fla.

Veteran broadcaster **Charles Osgood** will be the keynote speaker at the **Country Radio Seminar** set for March 1-4, 2000, in Nashville. Osgood hosts the "CBS News Sunday Morning" TV show and **Westwood One's** four-minute radio program "The Osgood Files."

Also set for the **CRS** will be presentations of three research projects. The **New Research Group's Rick Torcasso** will unveil a national research study designed to show stations how to stop listener erosion. As part of the presentation, **McVay Media's Mike McVay** will discuss strategies to help rebuild a listener base. Next, **Edison Media Research's Larry Rosin** will update last year's research project and review ideas for restoring positive momentum in country radio. As a follow-up to that presentation, a group of radio and music executives will offer suggestions on how to put Rosin's information to work. Finally,

Rob Balon of the **Benchmark Company** is slated to demonstrate the videotaped results of his research surveying people about Arbitron diary-keeping habits. Balon's presentation is called "Programmers Are From Mars, Listeners Are From Venus."

Entrepreneur **Robbins Thornhill** has launched **eNashville**, a Web site focusing on cutting-edge content, entertainment news, and general information about Music City. Plans include tying in corporate sponsors for trivia contests and free daily giveaways, as well as a dedicated Music City radio station and streaming of live concerts and events.

Country Music Television International's new Web site, **oneCountry.com**, has generated nearly 160,000 page views and signed up more than 1,000 members to the free **CMT International Club** in its first month of operation. The site's features include a gig guide to search for artists' tour information, places to get artist news and information about local cable operators offering **CMT International**, and **CMT merchandise** sales.

McCoy Mania



Neal McCoy poses with **WYNY (Y107)** New York APD/MD **Shari Roth** at his performance during the **Y107-sponsored** series of free lunchtime shows at **New York's World Trade Center**. McCoy's show reportedly drew the largest crowd of the summertime series.

Tax Breaks Aim To Help Would-Be Buyers

Hoping to address the dwindling number of minority and women station owners, Sens. **John McCain**, R-Ariz., and **Conrad Burns**, R-Mont., have introduced a bill that would establish a tax-deferral program to encourage sellers to spin their stations to first-time buyers. The Telecommunications Ownership Diversification Act would make that tax break available if an owner sells the station to a small business and then reinvests in another telecommunications business or if the seller sells the station and reinvests the proceeds in an eligible small business.



Several radio groups are now meeting to create an industry-sponsored financing program, to help would-be buyers raise funds. National Assn. of Broadcasters president/CEO **Eddie Fritts** says the McCain-Burns plan will "reduce the price new entrants will have to pay for stations." The NAB is set to announce a training program, aimed at helping first-time buyers make it through the complex process.

The bill has also drawn praise at the FCC. Commissioner **Michael Powell** says the bill works within the "realities" of buying into the business by creating long-term solutions for minorities currently shut out of station ownership.

Meanwhile, FCC Chairman **Bill Kennard** wants to create an interagency merger team to "streamline and accelerate" the FCC's merger-review process and to address the criticism it has received about how long it takes the govern-

ment to process deals, particularly in wireless and telephony. Kennard says that most applications are quickly dealt with, but he admits that there are "an increasing number of larger and complex applications that have, at times, strained our limited resources."

Congress has approved Kennard's first phase of agency restructuring. Both the Senate and House oversight committees have approved the plan to create an Enforcement Bureau and a Consumer Information Bureau, which will replace and combine other bureaus. Kennard says the two will begin operations shortly, if funding is included in the 2000 budget.

After 35 years at the FCC, during which he oversaw comparative hearings and station fine disputes, Chief Administrative Law Judge **Joseph Chachkin** retires this month.

RADIO REVENUES GOOD TO GROW

Radio and TV revenues will grow nearly 8% between 1998 and 2008, according to the annual media forecast by Paul Kagan Associates. That figure is based in part on media and entertainment revenues, which have grown at more than twice the rate of inflation between 1992 and 1998, to \$488 billion. Not surprisingly, the Internet will experience the largest growth rate, says Kagan, jumping 28%. All told, Kagan forecasts that the media and entertainment sector will grow three times as fast as the nation's economy as a whole, reaching \$1.1 trillion by 2008. The average U.S. home last year generated \$4,807 in media revenue from both consumer spending and a proportionate share of ad billings. By 2008, Kagan projects that that figure will approach \$10,000.

SALES

Clear Channel buys AC WNDH, country WQNY, and oldies WZOM Defiance, Ohio, from Maumee Valley Broadcasting for \$4.25 million.



PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

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A Time For Honors And Horror Shows

Congratulations to the current and former Promoganda panelists who won six Billboard/Airplay Monitor Radio Awards for promotion/marketing director of the year: **KIIS-FM** Los Angeles' **Von Freeman** (mainstream top 40), **WBBM-FM** (B96) Chicago's **Michael Biemolt** (rhythmic top 40), **KMXB** (Mix 94.7) Las Vegas' **Jennifer Markham Wynn** (adult top 40), **WNNX** (99X) Atlanta's **Jennifer Nech** (modern rock), **WPOC** Baltimore's **Sheila Silverstein** (country), and **KFOG** San Francisco's **Jude Heller** (triple-A). Kudos also to winners **Gil Edwards** of **WYSP** Philadelphia (mainstream rock), **Karen Henge** of **WYLD/WQVE** New Orleans (R&B), and all the nominees.

PROMO TOPIC OF THE WEEK: CREATING HALLOWEEN HAVOC

If your station appeals at all to an active audience, then you must be like two-thirds of the Promoganda panelists, who go "all out" for Halloween. Another 22% schedule their own event, even though they don't consider Halloween to be too big of a deal, and the remainder only give it passing mentions on-air.

Even with such a seemingly natural promo event, however, there can be problems. "Our stations try to pick Halloween promotions that sound good on-air and work for our clients, but we often don't get to do what we want because so many clients want us to help promote their own events," says **Vicki Fiorelli** of country **KNIX** and AC **KEZS** Phoenix. "Plus, the biggest events in town don't want to spend money on advertising, so you either give them the station for free or make money by being at events that you do not necessarily want to be at."

TOPICAL BAROMETER

TW	LW	TOPIC
1	2	Halloween
2	1	Station concerts
3	3	Breast Cancer Awareness Month (Oct.)
4	—	Baseball playoffs
5	—	Internet/Web sites
6	5	Thanksgiving
7	9	Fall TV season
8	6	Holiday charities/food drives
8	—	College football
8	—	"Monday Night Football"
8	10	"Fall forward" time change

HOTTEST NEW MOVIES: "American Beauty," "Three Kings," "Fight Club," "Blue Streak"

HOTTEST TV SHOWS:

"Now & Again," "The '70s Show," "The Practice," "Once And Again," "WWF Smackdown"

Even so, stations have created numerous ways to brand this all-too-generic holiday. Here's a sampling:

• A couple of years ago, triple-A **KKZN** (the Merge) tied in with the start of the Dallas Mavericks basketball season. "We lined up **Storyville** for musical entertainment, bought a bunch of pumpkin pies to eat, and shot baskets for **Rolling Stones** concert tickets at hoops set up along closed streets of an entertainment district," says **Barbara Luchsinger**. "Costumes were optional, but several area bars sponsored contests."

• **Luchsinger** also offers this idea: a **Trick or Treat Street**. "Get a builder or group of builders who have a concentration of model

homes to block off the street and offer door-to-door trick or treating," she says. "You could feature a haunted garage, set up refreshment stands in the streets, display 2000 model minivans, [hold] a costume contest, and [position] local bands at each end of the street. I'd probably ticket it and have a children's charity, which can supply volunteers, benefit from the event. Sales should get some money from the builder with tagged spots, as always."

• Top 40 **KKRZ** (Z100) Portland, Ore., stages its annual **Terror Vision**, a themed haunted house on top of a parking structure downtown.

• Modern rock **WNNX** (99X) Atlanta holds an annual **99X Brewhaha** that caters to adults (over 21) "because we always tie in a beer sponsor," says **Jennifer Nech**. "In addition to a [multi-band] concert, there's a costume party with prizes awarded for best costume. We also hire fortune tellers, palm readers, and astrologers to offer free readings for our listeners. It adds that 'mystical' element, and our listeners love it. Last year, the event was held in an old Baptist tabernacle church that has since been converted into a concert venue. Yes, we are tempting fate by holding a pagan holiday event in a church!"

• Country **KYGO** Denver is sponsoring the six best haunted houses in Denver as part of the **Rocky Mountain Haunted House Guide**. "We give away VIP limo tours of all six houses in one night, plus hundreds of tickets, and people can receive a discount admission to each house at an area grocery chain," says **Garret Doll**. "When listeners get their discount coupons, they're entered into a drawing for a trip for two to London, where they'll tour historical castles."

• R&B oldies **WZMX** (Z93.7) Halloween is doing a **Keys, Cash, and Halloween Bash**. Three listeners a day will get a key, \$93, and a pair of invites to a local theme park for **Fright Fest** on the 30th. At the party, "all the key winners will try to start the car and drive away with it," says **Tristano Korlou**.

• Top 40 **CKIK** Calgary, Alberta, throws a disco Halloween at a club appropriately named **Travolta's**. "We've held the event at the same place for the past several years, with the same theme, and it has really taken on a life of its own," says **Michael Godfrey**. "While retro may have run its course, it works for Halloween in that it gives people a natural hook to build their costumes around."

• For the morning after, country **KNIX** morning duo **Tim and Willy** do their annual **Jack-o'-Lantern** show, where they encourage listeners to bring their jack-o'-lanterns after the holiday. "[Co-host] **Tim Hatrick** built a launcher where the guys launch the orange pumpkins into a giant trash bin," **Fiorelli** says. "It's a very funny event that gets lots of local press."

• For the **Scariest Halloween Ever** promo, **Loren Condon** of album rock **KEGL** and modern AC **KDMX** Dallas notes, "We took an Amtrak train—scary; it was right after a train crash—to **Bakersfield, Calif.**—scariest—to see **Ozzy Osbourne** and **Korn**—super-scary—and we stayed at the **Motel 6**—the scariest."

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Diana Ades, CBS/WNKS Charlotte, N.C. • Jody Bailey, KOBT Austin, Texas • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEEY Minneapolis • Tina L. Brandao, Clear Channel Jacksonville, Fla. • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Burrill, KHKS Dallas • Scott Colebrook, WKRC Cincinnati • Loren Condon, KEGL/KDMX Dallas • Mike Calotta, WKYC Tampa, Fla. • Dave Demer, WKKA Orlando, Fla. • Garret Doll, KYGO Denver • Katie Eyerly, KMEL San Francisco • Vicki Fiorelli, KNIX/KEZS Phoenix • Wendi Foster, KKRZ Portland, Ore. • Von Freeman, KIIS Los Angeles • Greg Frey, KSON San Diego • Trish Gillis, WTKS-FM Boston • Michael Godfrey, CKIK Calgary, Alberta • Kelly Gross, WPLY Philadelphia • Jude Heller, KFOG San Francisco • Stephanie Hogeman, WWOZ Hartford, Conn. • Jay Holloway, WJTT Chattanooga, Tenn. • T.J. XHTZ San Diego • Serap Jackson, WXXM Myrtle Beach, S.C. • Carly Johnston, KXTE Las Vegas • Tristano Korlou, CBS Hartford, Conn. • Kim Leeds, KFMB-FM San Diego • Barbara Luchsinger, KKNZ Dallas • Larry Lus, WJLB Detroit • Jen Markham Wynn, KMXB Las Vegas • Julie Maxwell, WXDG Detroit • Jane Monzares, KEDJ Phoenix • Dianna Obermyer, KPWR Los Angeles • Mike Oliveira, WXTB Tampa, Fla. • Mike Paterson, KHFI Austin, Texas • Marida Petitjean, KZLA Los Angeles • Vicki Preston, WDTJ Detroit • Stephanie Ringer, WKSE Buffalo, N.Y. • Sheila Silverstein, WPOC Baltimore • Keith Sgariglia, WKQX Chicago • Jim Sheehan, KSJO San Jose, Calif. • Jason Steinberg, WYNY New York • Anne-Marie Strzelecki, WBMX Boston • Vanessa Thill, KLUC/KMZZ Las Vegas • Paul Williams, KPLX Dallas

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
Oct. 15	KXKB Manhattan, Kan.	Concert	Dan Engle
APPEARING: Kenny Chesney, Lila McCann, Yankee Grey			
Oct. 16	WRNS New Bern, N.C.	Listener Appreciation Concert	Mike Sova
APPEARING: Diamond Rio, the Warren Brothers, Chely Wright			
Oct. 23	WYYD Lynchburg, Va.	Feel The Music '99	Nan Hollandsworth
APPEARING: Susan Ashton, John Berry, Jason Sellers, Phil Vassar			
Oct. 24	KZLA Los Angeles	Country Cookout	Eric Zanelli
APPEARING: Jessica Andrews, John Berry, Jennifer Day, Ty Herndon, Tracy Lawrence, Martina McBride, Lila McCann, Jo Dee Messina, Shane Minor, Tim Rushlow, Jason Sellers, Doug Stone, Bryan White, Mark Wills, Chely Wright, Yankee Grey			
Oct. 30	KFKF Kansas City	Halloween Costume Concert	Jeff Davis
APPEARING: Sherríe Austin			
Oct. 31	WYNY New York	Y107 Boo Country Bash	Jason Steinberg
APPEARING: Sherríe Austin, Toby Keith, Sheldaisy			
Nov. 9	WHSL Greensboro, N.C.	Flood Aid	Shannon Sopina
APPEARING: John Berry, Suzy Bogguss, Dakota, Rebecca Lynn Howard			

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

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KNIX Wins Three At Billboard/Airplay Monitor Radio Awards

Continued from page 1

PD Dave Kelly, meanwhile, was named PD/operations director of the year for the second year in a row. He also won in 1996.

Both winners in the MD of the year category scored their first win in the Billboard/Airplay Monitor Radio Awards. WKHX-FM Atlanta MD Johnny Gray took home the prize in the major-market category, while WUSY (US101) Chattanooga, Tenn.'s Bill "Dexter" Poindexter was named secondary-market MD of the year.

Consultant Rusty Walker was named radio consultant/group PD of the year. Walker has now taken home this award all five years the category has existed.

WPOC Baltimore marketing director Sheila Silverstein was named promotion/marketing director of the year. She previously won that award in 1991, 1995, and 1996.

Bob Kingsley made 13 his lucky number, winning in the network/syndicated program of the year category for an unprecedented 13th year in a row with "American Country Countdown With Bob Kingsley," which is produced by Kingsley's KSSC Productions and syndicated by ABC Radio Networks. This award is for weekly longform or daily shortform programming but not full syndicated dayparts.

The country label promotion team of the year winner was Mercury Records, which beat out RCA and BNA for the honor. Mercury VP of national promotion Michael Powers accepted the award.

For the sixth consecutive year, Infinity's

Howard Stern won nationally syndicated air personality of the year category, which is not format-specific. Stern's show beat out two R&B-targeted shows, one hosted by ABC Radio personality Tom Joyner and the other by Radio One/Superadio team Russ Parr and Olivia Fox in that category, which recognizes personalities whose entire air shift is syndicated daily and appears on more than one station.

The awards show was hosted by former heavy-metal artist-turned-WMRQ Hartford, Conn., morning man Dee Snider, and ABC Radio Networks' Doug Banks. Def Soul recording artist Montell Jordan was a presenter. The show was headlined by a performance from The Artist Formerly Known As Prince.

The Radio Awards ceremony capped the three-day Billboard/Airplay Monitor Radio Seminar (see story, page 1).

The Billboard/Airplay Monitor Radio Awards, which honor excellence in radio broadcasting, are given annually in 10 formats and nine categories. Winners were determined by the readers of Billboard and the four Airplay Monitor publications, who voted on ballots that appeared in Monitor's Aug. 13 issue and in subscription copies of the Aug. 21 Billboard.

A total of 93 awards were given to 289 nominees this year. For the purposes of these awards, Arbitron markets Nos. 1-15 were considered major. All others were considered secondary.

For a complete list of winners, see the photo spread that begins on page 6.

Even Label Executives Now Say Slower Charts Are A Good Thing

Continued from page 1

Dungan also said the "gentlemen's agreement" in which a label would get its No. 1 record and then move out of the way the next week for another label is a thing of the past. Dungan recalled once having a friend at another label accuse Arista of "just being pigs" when it went for a third week at No. 1 with an Alan Jackson record.

The rap room also focused on the ongoing debate over pop vs. traditional music. AMFM VP of country programming Tim Closson noted that "country's always been a format that's had huge diversity in it. The minute we start saying 'Give me everything that sounds the same,' that's when we're going to suck."

WHO'S ON FIRST?

A panel called "Who's On First, What's On Middles" discussed ways to both program against and work with automated and syndicated programming. Advocating his all-live-and-local station, KFKF Kansas City PD Dale Carter said that as technologies advance, "it's kind of like 'Star Wars,' and guys like me are the Jedi. It's almost like live and local is a lost art. That's kind of a sad state of our format."

But even Carter said that radio is becoming so generic that it's hard to identify even those stations that are all local. If you drive from market to market, he said, "see how many times stations say [nothing more in breaks than] 'That was, this is, and I am.' It's sad. If you are live and local and [a competitor] beats you in a daypart with syndication, you have no one to blame but yourself."

Defending his company's virtual radio technology, Lance Houston, regional MD of AMFM's Star System, insisted his company "champions the local part" of live and local, and jocks in his Fort Lauderdale, Fla., office can update or change voice-tracks with breaking news or new information as little as a minute before they air at stations across the country.

Jim Murphy, director of operations and programming for Jones Radio Network, estimated that only 20%-30% of listeners to nationally syndicated formats know they're listening to a satellite station.

Lia Knight, host of Broadcast Programming's "Neon Nights," said she localizes her nationally syndicated show for each affiliate 12 times an hour because "it's our job to make the show sound local."

Both Murphy and Knight said programmers who put syndicated programming on and don't work with the network or syndicator to localize the show, including asking the personalities to come to town for appearances, are almost guar-

anteeing the programming will fail in their market. Murphy said he's heard "stations handing off to the network almost like they were signing off the air."

Houston said, "You'd be surprised how many PDs don't ask us to do appearances. They know the option is on the table, but they don't ask."

WMZQ Washington, D.C., MD Jon Anthony, who was in the audience, called for greater scrutiny on PDs to work with and develop local talent daily. "Syndication and voice-tracking is working because PDs have given up," he said.

JONES 'NEVER HAD IT SO GOOD'

During his keynote address, George Jones expressed a desire to eventually slow down his touring schedule but said he's booked through next year, "working for \$40,000 or more a night. A lot of people think us old men are out there on the road making \$3,000-\$4,000 a night and just barely getting by," he said. "Well, I've never had it so good. The point is, I'm [making that money] because I'm drawing a crowd," something Jones says bears out the audience's continued desire to hear traditional-sounding country music.

CARTER, LEIGH ON ARTIST PANEL

During the all-format artist panel, Capitol's Deana Carter talked about the numerous staff changes at her label since she was first signed and suggested that radio has, at times, been more supportive than her own label's staff. "Sometimes I feel like when agendas are different within the label, radio has been there for me," she said. "[In the studio,] you have to draw the line creatively when there is a record executive in there with a stop clock" telling you to make a song or a chorus shorter, something she says has happened to her. "I say, 'I don't go to your desk and answer your phone. Just let me do my job.'"

Carter confessed that she now listens to oldies and talk radio "because everything else is either the same or it doesn't suck you in any more."

Monument artist Danni Leigh got one of the artist panel's biggest laughs. After R&B artist Brian McKnight said labels would only do so much with a bad song and couldn't "polish a turd," Leigh said, "I've actually heard quite a few polished turds that went [to] No. 1."

Later, responding to the oft-heard complaint that country music can be "too country," Leigh said, "I have not a clue what that means" and asked McKnight and R&B artist Montell Jordan, "Can you guys be too soulful?" Surprisingly, McKnight said yes. "There's some of that [soulfulness] that I have to trim off if [I] want to be a

Editorial: Pop Vs. Traditional Not The Issue

With country radio's ongoing "traditional" vs. "pop-leaning" controversy burning anew, there's one significant irony that nobody's picked up on yet. Traditional-sounding records probably wouldn't be facing their current level of resistance if country radio hadn't made the decision to target an older audience.

In a recent letter to Country Airplay Monitor, Broadcast Programming's L.J. Smith declared, "With the average country listener only 10 years vested into the format, it's easy to see why the traditional sound is getting less emphasis today." But is it country's newer recruits who are bristling at traditional material? Or the generation before them?

Country's newest generation of listeners were the ones who began making their way over to the format with Randy Travis. They were the ones who made "Chattahoochee" and "Friends In Low Places" career songs for the artists who recorded them. And in the early '90s, they also made No. 1 country hits out of "If The Devil Danced (In Empty Pockets)," "Sticks And Stones," and "A Jukebox With A Country Song." Having grown up with rock-'n'-roll, they hardly objected to its inclusion in country music, and when Garth Brooks or Billy Ray Cyrus could give them both simultaneously, so much the better. But from the very beginning of country's late-'80s/early-'90s resurgence, there was no bias against twang.

And even if the listeners who filtered into country during the last boom cycle did have a problem with traditional sounds, it still wouldn't be fair to pin the fate of traditional country on them. After all, country PDs have tended to view any listener under age 35 as a lost cause for several years now. And with country skewing older, it's not the folks who came to the format in 1988-92 who are influencing their decisions. It's as likely to be listeners who found country during the "Urban Cowboy" boom of the early '80s. During that time, for every "He Stopped Loving Her Today" that crept through, there was a "Looking For Love" or "Through The Years."

That's a somewhat confused legacy. Then again, the whole issue of what represents traditional vs. pop has been highly contradictory ever since. WBUL Lexington, Ky., PD Ric Larson considers Shania Twain disingenuous for claiming to idolize Dolly Parton, but Parton's various forays into country disco over three decades dented the format's boundaries as much as Twain ever did. New-traditionalist standard-bearers George Strait and Reba McEntire both offered up some pretty MOR-ish ballads in the early to mid-'80s. Rodney Crowell and Rodney Foster defined the format's rock edge but broke through with the shuffles "I Couldn't Leave You If I Tried" and "Just Call Me Lonesome," respectively.

Many of the songs or acts that help move the format forward have both rock and traditional elements. It's many of the records in between—the most neutral and passive of the format's current mid- to downtempo glut—that have given the format its generic feel of recent years. And most are records that could have as easily come out in 1984 as 1999. Some folks call them "pop," although there's not an ounce of rock 'n' roll in them. Some call them traditional, because they can often come from artists with established country credentials. All of which goes to show just how neutral those songs are.

In the end, the "pop vs. traditional" issue is almost a red herring for country radio; more of either would give the format more definition. The real balance question is active vs. passive records. And therein lies another irony. In most formats, the active records keep the core excited, while the passive titles keep the secondary listeners comfortable. But country has been customized to a core audience that, in many cases, came to the format during its most neutral period. Records that break that mold could make the difference between country's adequate numbers of recent years and boom numbers of the early '90s. But when those records are potentially polarizing, it's understandable that many PDs would be hesitant to take a chance.

SEAN ROSS

ACCESS: NASHVILLE

Chicks To Headline Tour In The Round

Dixie Chicks will begin their first headlining tour in June 2000, according to Billboard Bulletin. The in-the-round arena excursion will play more than 70 North American dates. The Chicks are booked by Buddy Lee Attractions.

Sorry to report that Trisha Yearwood and Robert Reynolds of the Mavericks filed for divorce Oct. 5, citing irreconcilable differences. They were married in May '94.

Reynolds, BR5-49's Chuck Meade, and Allison Moorer will be among the panelists at a seminar on international artist development sponsored by the Country Music Assn. Oct. 20 in Nashville.

Garth Brooks will target yet another radio format with the next release from his "Garth Brooks In . . . The Life Of Chris Gaines" album. The single "Main Street" will be sent to classic rock stations later this month.

Delbert McClinton, Chely Wright, Aaron Barker, and Robert Earl Keen are set to perform at BMI's sixth annual Country in the Rockies charity event, set for Feb. 9-13 in Crested Butte, Colo. The event benefits the T.J. Martell Foundation and includes ski races and concerts.

Lucky Dog labelmates Jack Ingram, Bruce Robison, and Charlie Robison are on the road together in the Southeast this month as part of Lucky Dog's Unleashed tour. Ingram and his Beat Up Ford band will headline dates in November and December.

cause they're early adopters of new technology," said XM's Dave Logan. While many PDs may disagree, Logan insists he does not view them as the competition. "We don't see it as the enemy, we're just a new band."

But CD Radio's Cindy Sivak makes no apologies for targeting her FM-band counterparts. "We're going after anyone who is disappointed with traditional radio." And Logan does say that a "rude awakening" awaits PDs. "One of the things XM and CD Radio will do is attack them in the place where radio is king—that is, in the car." XM's goal is to reach at least a 1 share with each of its 100 channels.

Labels, meanwhile, are paying more attention to the new media. XM's Logan said, "They're waiting for this stuff with open arms." The Billboard/Airplay Monitor Seminar and Awards show brought in approximately 1,400 attendees, making it the largest to date.

Of course, the latest twist on MusicChoice and DMX's in-home cable radio is the service provided by CD Radio and XM Satellite Radio. "We have focused on 18- to 34-year-olds initially, be-

Coming next week: coverage from the country session "The True Cost Of Airplay."

AIRPLAY MONITOR/BILLBOARD RADIO AWARD WINNERS

RADIO STATION OF THE YEAR (MAJOR MARKET)

ADULT CONTEMPORARY	ADULT TOP 40 & MODERN ADULT	COUNTRY
 <p>WLTW New York</p>	 <p>WBMX Boston</p>	 <p>KNIX Phoenix</p>
MAINSTREAM ROCK	MODERN ROCK	MAINSTREAM R&B
 <p>WZTA Miami</p>	 <p>WNNX Atlanta</p>	 <p>WGCI-FM Chicago</p>
ADULT R&B	MAINSTREAM TOP 40	RHYTHMIC TOP 40
 <p>WDAS-FM Philadelphia</p>	 <p>KIIS Los Angeles</p>	 <p>WBBM-FM Chicago</p>

RADIO STATION OF THE YEAR (SECONDARY)

ADULT CONTEMPORARY	ADULT TOP 40 & MODERN ADULT	COUNTRY
 <p>WALK Long Island, N.Y.</p>	 <p>KMXB Las Vegas</p>	 <p>WSIX Nashville</p>
MAINSTREAM ROCK	MODERN ROCK	MAINSTREAM R&B
 <p>WLZR Milwaukee</p>	 <p>KNRK Portland, Ore.</p>	 <p>WQUE New Orleans</p>
ADULT R&B	MAINSTREAM TOP 40	RHYTHMIC TOP 40
 <p>WWIN-FM Baltimore</p>	 <p>KDWB Minneapolis</p>	 <p>KQKS Denver</p>



The Billboard/Airplay Monitor Radio Awards show Oct. 9 was hosted by three members of the Six-Foot-Tall Club. Shown, from left, are ABC Radio Networks syndicated morning host Doug Banks; Def Soul recording artist Montell Jordan; and Twisted Sister leader-turned-WMRQ (Radio 104) Hartford, Conn., morning host Dee Snider.



Rhythmic top 40 WBBM (B96) Chicago was the big winner at the Radio Awards, picking up a clean sweep of five trophies for station of the year, PD Todd Cavanah, MD Erik Bradley, promotion/marketing director Michael Biemolt, and air personalities Eddie and Jobo. Pictured with Bradley, left, are Top 40 Airplay Monitor managing editor Jeff Silberman and chart administrator Silvio Pietroluongo, right.



Michael Powers, center, accepts the trophy for Mercury Records Nashville's win for promotion team of the year. He is flanked by Country Airplay Monitor managing editor Phyllis Stark and Airplay Monitor editor Sean Ross.

AIRPLAY MONITOR/BILLBOARD RADIO AWARD WINNERS

PROGRAM/OPERATIONS DIRECTOR OF THE YEAR








	ADULT CONTEMPORARY	ADULT TOP 40 & MODERN ADULT	COUNTRY	MAINSTREAM ROCK	MODERN ROCK	MAINSTREAM R&B	ADULT R&B	MAINSTREAM TOP 40	RHYTHMIC TOP 40
MAJOR	 JIM RYAN WLTW New York	 LOUIS KAPLAN KLLC San Francisco	 LARRY DANIELS KNIX Phoenix	 GREGG STEELE WZTA Miami	 LESLIE FRAM WNNX Atlanta	 SKIP CHEATHAM KKDA-FM Dallas	 TOYA BEASLEY WRKS New York	 TOM POLEMAN WHTZ New York	 TODD CAVANAH WBBM Chicago
SECONDARY	 GARY NOLAN WLTE Minneapolis	 DUNCAN PAYTON KMXB Las Vegas	 DAVE KELLY WSIX Nashville	 KEITH HASTINGS WLZR Milwaukee	 DAVE STEWART KKND New Orleans	 ANDRE CARSON WPEG Charlotte, N.C.	 KATHY BROWN WWIN-FM Baltimore	 TIM RICHARDS KRQQ Tucson, Ariz.	 CAT COLLINS KGKS Denver

NATIONALLY SYNDICATED AIR PERSONALITY OF THE YEAR





















HOWARD STERN
Infinity

STATION PROMOTION/MARKETING DIRECTOR OF THE YEAR

AC/ADULT TOP 40	COUNTRY	MAINSTREAM ROCK	MODERN ROCK	R&B	MAINSTREAM TOP 40	RHYTHMIC TOP 40
 JEN MARKHAM WYNN KMXB Las Vegas	 SHEILA SILVERSTEIN WPOC Baltimore	 GIL EDWARDS WYSP Philadelphia	 JENNIFER NECH WNNX Atlanta	 KAREN HINCE WYLD/WQUE New Orleans	 VON FREEMAN KIIS Los Angeles	 MICHAEL BIEMOLT WBBM-FM Chicago

MUSIC DIRECTOR OF THE YEAR

	ADULT CONTEMPORARY	ADULT TOP 40 & MODERN ADULT	COUNTRY	MAINSTREAM ROCK	MODERN ROCK	MAINSTREAM R&B	ADULT R&B	MAINSTREAM TOP 40	RHYTHMIC TOP 40
MAJOR	 TONY COLES KBIG Los Angeles	 JULIE STOECKEL KLLC San Francisco	 JOHNNY GRAY WKHX-FM Atlanta	 BUDDY RIZER WVDC-FM Washington, D.C.	 MIKE PEER WXRK New York	 LISA LISA WKYS Washington, D.C.	 DAISY DAVIS WDAS-FM Philadelphia	 PAUL "CUBBY" BRYANT WHTZ New York	 ERIK BRADLEY WBBM-FM Chicago
SECONDARY	 SCOTT MILLER WDOK Cleveland	 KOZMAN KMXB Las Vegas	 BILL POINDEXTER WUSY Chattanooga, Tenn.	 MARILYNN MEE WLZR Milwaukee	 LENNY DIANA WXDX Pittsburgh	 HEART ATTACK WOWI Norfolk, Va.	 KJ WSOL Jacksonville, Fla.	 NEAL SHARPE WNCI Columbus, Ohio	 ORLANDO WLLD Tampa, Fla.

AIRPLAY MONITOR/BILLBOARD RADIO AWARD WINNERS






RADIO CONSULTANT/GROUP PD OF THE YEAR

AC/ADULT TOP 40	COUNTRY	MAINSTREAM ROCK	MODERN ROCK	R&B	TOP 40
					
GUY ZAPOLEON Zapoleon Media Strategies	RUSTY WALKER Rusty Walker Programming Consultants	JEFF POLLACK Pollack Media Group	DAVE BEASING Jacobs Media	STEVE HEGWOOD Radio One	GUY ZAPOLEON Zapoleon Media Strategies

TRIPLE-A

STATION OF THE YEAR	PROGRAM/OPS DIRECTOR OF THE YEAR	MUSIC DIRECTOR OF THE YEAR	LOCAL AIR PERSONALITY OF THE YEAR	PRGMO/MKTG DIRECTOR OF THE YEAR
				
KBCO Denver	DAVE BENSON KBCO Denver	PATTY MARTIN WXRT Chicago	LIN BREHMER WXRT Chicago	JUDE HELLER KFOG San Francisco

NETWORK/SYNDICATED PROGRAM OF THE YEAR

AC/ADULT TOP 40	COUNTRY	MAINSTREAM/MODERN ROCK	R&B	TOP 40
				
AMERICAN TOP 20 WITH CASEY KASEM AM/FM	AMERICAN COUNTRY COUNTDOWN WITH BOB KINGSLEY ABC Radio Networks/KCCS Productions	LOVELINE Westwood One	THE COUNTDOWN WITH WALT "BABY" LOVE Winstar	RICK DEES WEEKLY TOP 40 ABC

RECORD LABEL PROMOTION TEAM OF THE YEAR

AC/ADULT TOP 40	COUNTRY	MAINSTREAM ROCK	MODERN ROCK	R&B	TOP 40
					
ATLANTIC	MERCURY	ATLANTIC	RCA	ARISTA	ARISTA

LOCAL AIR PERSONALITY OF THE YEAR

ADULT CONTEMPORARY	ADULT TOP 40 & MODERN ADULT	COUNTRY	MAINSTREAM ROCK	MODERN ROCK	MAINSTREAM R&B	ADULT R&B	MAINSTREAM TOP 40	RHYTHMIC TOP 40
								
VALERIE SMALDONE WLTW New York	JEFF & JER KFMB-FM San Diego	TIM HATTRICK & WILLY D. LOON KNIX Phoenix	BUBBA THE LOVE SPONGE WXTB Tampa, Fla.	JED THE FISH KROQ Los Angeles	RUSS PARR & OLIVIA FOX WKYS Washington, D.C.	LENNY GREENE WRKS New York	ELVIS & ELLIOT & THE Z MORNING CREW WHTZ New York	EDDIE & JOBO WBBM-FM Chicago

Strongest Increase In Airplay This Week

INCREASE IN
DETECTIONS

FAITH HILL • <i>Breathe</i> (WARNER BROS./WRN)	+899
KUBL +25, KIKF +23, WKSF +20, KZSN +20, WBEE +19, KUZZ +18, WRNS +16, KTOM +16, WDRM +16, WFMS +16	
ALAN JACKSON • <i>Pop A Top</i> (ARISTA NASHVILLE)	+735
KPLX +26, KDDK +23, WQIK +22, KNIX +20, WCKT +19, KNCI +18, KMDL +16, WKIX +16, KTOM +16, WCTK +15	
MARK WILLS • <i>She's In Love</i> (MERCURY)	+498
KAJA +34, KIKF +31, WWGR +23, WGH +21, KMLE +18, KGMV +15, KSCS +15, KCCY +14, WIL +14, WKHK +13	
KENNY CHESNEY • <i>She Thinks My Tractor's Sexy</i> (BNA)	+405
KSSN +22, KMLE +17, WIL +16, WNKT +15, WCKT +15, WQDR +15, KIKK +15, KYCY +14, WBEE +14, WIVK +13	
BRAD PAISLEY • <i>He Didn't Have To Be</i> (ARISTA NASHVILLE)	+396
WKSF +17, WQDR +16, WOV +16, KXXY +16, KASE +16, WHSL +15, KNCI +15, WKIX +14, WKSJ +12, WCTK +12	
REBA • <i>What Do You Say</i> (MCA NASHVILLE)	+331
WYCD +19, WQDR +15, KASE +14, KSCS +14, WQBE +13, WDSY +13, WYYD +12, WKCN +11, WKXC +11, WBEE +11	
MONTGOMERY GENTRY • <i>Lonely And Gone</i> (COLUMBIA)	+312
WYRK +23, WXBW +16, WCOS +15, KZSN +15, WKSF +14, KDRK +14, KKQB +14, KKCS +12, WKKT +12, WMIL +12	
LONESTAR • <i>Smile</i> (BNA)	+300
KIKF +26, WESC +16, WSM +13, WMJC +12, KCCY +12, KKAT +12, WDRM +11, WAMZ +11, KYGO +11, WYGY +9	
STEVE WARINER • <i>I'm Already Taken</i> (CAPITOL)	+292
WQYK +19, KRST +17, KZSN +16, KUZZ +16, WKCN +15, WHOK +15, WOW +13, KRMD +12, KRTY +12, WPOC +12	
CLINT BLACK • <i>When I Said I Do</i> (RCA)	+271
KYNG +15, WTQR +14, WYRK +14, KMLE +13, KHEY +12, KCYY +12, WJCL +12, WIVK +11, WKIS +11, WDRM +10	
YANKEE GREY • <i>All Things Considered</i> (MONUMENT)	+246
WMZQ +17, WCKT +13, WKSF +12, KRTY +12, WNOE +12, WOKO +11, WKXC +10, WYVZ +10, WIL +10, KTTS +9	
LEANN RIMES • <i>Big Deal</i> (CURB)	+244
KSCS +29, WQDR +17, WQXK +13, WQIK +13, WDSY +12, KSON +12, WUSN +12, WYCD +11, WGH +11, WXCT +10	
RANDY TRAVIS • <i>A Man Ain't Made Of Stone</i> (DREAMWORKS)	+226
KCCY +14, WIVK +13, WMZQ +13, KPLX +10, WKLB +9, WQDR +9, KFMS +9, KRST +9, KSKS +8, WXBQ +7	
KEITH URBAN • <i>It's A Love Thing</i> (CAPITOL)	+222
WQYK +11, KHAY +10, KUBL +8, KHEY +8, WWGR +7, WMJC +7, KSKS +7, KJJY +7, KSOP +7, WXBQ +6	
JOHN MICHAEL MONTGOMERY • <i>Home To You</i> (ATLANTIC)	+211
WQMX +14, KPLX +14, WSM +13, WKCN +12, KYCY +11, WKHK +11, WIL +11, WKIX +10, WPOC +10, WXCT +9	

MOST NEW STATIONS

Songs with 6 or more detections at new stations this week

	NEW STATIONS		NEW STATIONS
ALAN JACKSON <i>Pop A Top</i> (Arista Nashville)	47	SHEDAISY <i>This Woman Needs</i> (Lyric Street)	15
FAITH HILL <i>Breathe</i> (Warner Bros.)	46	CHELY WRIGHT <i>It Was</i> (MCA Nashville)	15
KENNY CHESNEY <i>She Thinks My Tractor's Sexy</i> (BNA)	28	TRACE ADKINS <i>Don't Lie</i> (Capitol)	13
TRACY BYRD <i>Put Your Hand In Mine</i> (RCA)	24	JOE DIFFIE <i>The Quittin' Kind</i> (Epic)	11
LONESTAR <i>Smile</i> (BNA)	16	TOBY KEITH <i>When Love Fades</i> (DreamWorks)	11
REBA <i>What Do You Say</i> (MCA Nashville)	15	ALABAMA <i>Small Stuff</i> (RCA)	11

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

#1



KMLE
Phoenix, AZ
PD: Jeff Garrison
MD: Jon Allen
Airplay Leader Designations: 7

#2	KPLX, Dallas, TX (PD/MD: Brian Philips/Cody Alan)	5
#3	KBEQ, Kansas City, MO (PD/MD: Mike Kennedy/T.J. McEntire)	3
#4	WWGR, Ft. Myers, FL (PD/MD: Chris O'Kelley/Steve Hart)	3
#5	KEEY, Minneapolis, MN (PD/MD: Gregg Swedberg/Travis Moon)	3

The Airplay Leaderboard ranks taste-maker stations that have been the most successful in identifying future hit records as measured by the amount of AIRPOWER titles for which they were Airplay Leaders. Refer to each format's IMPACT! page to see this week's Airplay Leaders.

COUNTRY RECURRENT AIRPLAY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS	RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS
1	THE SECRET OF LIFE FAITH HILL (WARNER BROS./WRN)	1951	2897	14	MAN! I FEEL LIKE A WOMAN! SHANIA TWAIN (MERCURY)	1251	1296
2	SINGLE WHITE FEMALE CHELY WRIGHT (MCA NASHVILLE)	1949	2185	15	ANYONE ELSE COLLIN RAYE (EPIC)	1236	1338
3	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU ALABAMA (RCA)	1926	2097	16	YOU WERE MINE DIXIE CHICKS (MONUMENT)	1218	1201
4	HOW FOREVER FEELS KENNY CHESNEY (BNA)	1810	1802	17	STAND BESIDE ME JO DEE MESSINA (CURB)	1194	1250
5	A NIGHT TO REMEMBER JOE DIFFIE (EPIC)	1669	1717	18	WISH YOU WERE HERE MARK WILLS (MERCURY)	1163	1142
6	LITTLE GOOD-BYES SHEDAISY (LYRIC STREET)	1655	1904	19	I DON'T WANT TO MISS A THING MARK CHESNUTT (DECCA/MCA NASHVILLE)	1126	1156
7	MAKE UP IN LOVE DOUG STONE (ATLANTIC)	1653	2483	20	THIS KISS FAITH HILL (WARNER BROS.)	1025	960
8	(NOW YOU SEE ME) NOW YOU DON'T LEE ANN WOMACK (MCA NASHVILLE)	1650	2571	21	TONIGHT THE HEARTACHE'S ON ME DIXIE CHICKS (MONUMENT)	985	1000
9	PLEASE REMEMBER ME TIM MCGRAW (CURB)	1636	1561	22	TWO TEARDROPS STEVE WARINER (CAPITOL)	975	991
10	WHATEVER YOU SAY MARTINA MCBRIDE (RCA)	1563	1574	23	WIDE OPEN SPACES DIXIE CHICKS (MONUMENT)	963	981
11	YOU WON'T EVER BE LONELY ANDY GRIGGS (RCA)	1545	1573	24	WHERE THE GREEN GRASS GROWS TIM MCGRAW (CURB)	902	935
12	I'LL THINK OF A REASON LATER LEE ANN WOMACK (DECCA/MCA NASHVILLE)	1407	1367	25	BUSY MAN BILLY RAY CYRUS (MERCURY)	862	906
13	UNBELIEVABLE DIAMOND RIO (ARISTA NASHVILLE)	1349	1372				

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 25.

if you weren't
THERE...you just
DON'T KNOW!

Thank you radio
and record labels
for making THE 1999
BILLBOARD/AIRPLAY MONITOR
Seminar THE BIGGEST AND
MOST SUCCESSFUL EVER!

Songs ranked by number of detections. Playlists are listed in order of CUMEs weekly...

KYCY San Francisco PD: Dene Hallam APD/MD: Steve Jordan Infinity 415-931-9330

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

WESC Greenville OM: Ron Brooks MD: John Landrum Clear Channel 864-242-4660

KWJL Portland, OR PD: Robin Mitchell MD: Lola Montgomery Fisher Broadcasting 503-228-4393

WUSY Chattanooga PD: Chris Huff MD: Bill Poindexter Cumulus 423-892-3333

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

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

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

WCOL Columbus, OH PD: Gail Austin Clear Channel 614-273-9265

WQMX Akron OM: Kevin Mason MD: Bill Sheil Rubber City Radio Group 330-869-8800

KNCI Sacramento PD: Mark Evans APD: Jennifer Wood Infinity 916-338-9200

WNOE New Orleans PD: Les Acree Clear Channel 504-679-7300

WXBQ Johnson City PD: Bill Hagy MD: Reggie Neel Bristol Broadcasting 540-669-8112

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

KATM Modesto PD: Randy Black Citadel 209-523-7756

WHOK Columbus, OH PD: Don Cristini APD/MD: George Wolf Infinity 614-227-9696

WCTK Providence PD: Rick Everett MD: Sam Stevens Cat Country 401-467-4366

WYRK Buffalo PD: Mark Lindow Infinity 716-856-3550

KASE Austin PD: Michael Cruise APD: Bob Pickett AMFM 512-495-1300

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

KYCW Seattle PD: Becky Brenner MD: Mike Peterson Infinity 206-805-1061

KSSN Little Rock PD: Bill Dotson Clear Channel 501-227-9696

WOKQ Portsmouth, NH PD: Mark Jennings APD/MD: Dan Lunnie Citadel 603-749-9750

KVOO Tulsa, OK OM/MD: Dave Block MD: Steve Woodson Journal 918-742-9900

Monitor **COUNTRY** FOR WEEK ENDING OCTOBER 10, 1999

WCMS Norfolk
PD: John Crenshaw
WCMS Radio Norfolk 757-424-1050

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

FI No First Impressions This Week

KYY San Antonio
OM/PD: R.J. Curtis
MD: Cody Robbins
Cox 210-615-5400

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WQJK Jacksonville
PD: Mike James
APD: John Scott
MD: Dash
Clear Channel 904-388-7711

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

KTST Oklahoma City
OM: Ted Stecker
APD: Crash
Clear Channel 405-528-5543

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WKQC Saginaw
PD: Rick Walker
MD: Stan Parmar
MacDonald 517-752-8161

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

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

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WHSL Greensboro
APD: Danny Hall
MD: Jayme Austin
AMFM 336-272-0995

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

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

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WKKO Toledo
PD: Gary Shores
APD/MD: Harvey J. Steele
Cumulus 419-385-2536

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WYNK Baton Rouge
PD: Paul Orr
APD/MD: Austin James
AMFM 225-231-1860

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WVLC Lexington
PD: John Swan
MHM Broadcasting 606-253-5900

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

WGH Norfolk
PD: Randy Brooks
MD: Mare Carmody
Sinclair 757-497-1310

Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings.

Monitor **COUNTRY REGIONAL AIRPLAY** FOR WEEK ENDING OCTOBER 10, 1999

NORTHEAST



Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings for the Northeast region.

MID-ATLANTIC



Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings for the Mid-Atlantic region.

SOUTHEAST

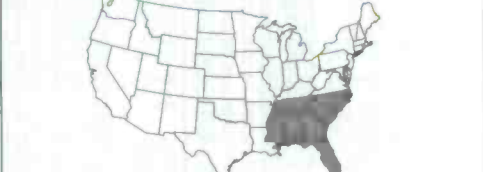


Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings for the Southeast region.

SOUTHWEST



Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings for the Southwest region.

MIDWEST



Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings for the Midwest region.

WEST



Table with 2 columns: Song Title, and 2 columns for radio stations (TW, LW) showing ratings for the West region.

Upward-moving songs ranked in order of detections. Songs are removed if they lose more than 5% of their detections from previous week or if their detections decline for two consecutive weeks.



Total Detections/Gain

BRAD PAISLEY 3061/396

He Didn't Have To Be (Arista Nashville)

Total Stations: 153/Chart Move: 20-18
Heavy (35+ detections): 4 KCCY, KEEY, KMLE, KSOP

Medium (25-34): 34 KASE, KBEQ, KDDK, KIKF, KKAT, KKCS, KMPS, KNCI, KRMD, KSSN, KUPL, KUZZ, KXKC, KXXY, KYCW, WAMZ, WBCT, WCMS, WCKT, WDRM, WFLS, WGH, WIRK, WKSF, WKXC, WNCY, WPCR, WQBE, WQIK, WSM, WSSL, WTQR, WUSY, WYRK
Light (Under 25): 115
First Impressions: 6 KRST, KYCY, WCOL, WOW, WQDR, WSCA

AIRPLAY LEADER

(FIRST STATION TO 150 PLAYS)

KSOP • Salt Lake City, UT

PD: Don Hilton

MD: Debby Turpin

Date: 09/19/99



YANKEE GREY 2849/246

All Things Considered (Monument)

Total Stations: 150/Chart Move: 22-19

Heavy (35+): 8 KRMD, KRXY, KSOP, WBCT, WFMS, WKCO, WMZQ, WUBE

Medium (25-34): 27 KBEQ, KCCY, KDDK, KEEY, KIKF, KIKK, KKAT, KSKS, KSON, WBEE, WCKT, WCMS, WCKT, WDRM, WIL, WIRK, WKHX, WNKT, WOKO, WOKQ, WPCR, WQMX, WQXK, WRNS, WYCD, WYGY, WYNK
Light (Under 25): 115
First Impressions: 2 KDRK, WEZL

AIRPLAY LEADER

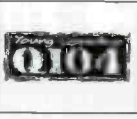
(FIRST STATION TO 150 PLAYS)

KBEQ • Kansas City, MO

PD: Mike Kennedy

MD: T.J. McEntire

Date: 07/18/99



2799 - 1000 DETECTIONS

Total Detections/Gain

CHAD BROCK 2766/66

Lightning Does The Work (Warner Bros./WRN)

Total Stations: 148/Chart Move: 19-20

Heavy (35+): 7 KBEQ, KEEY, KNIX, KRTY, KUPL, WFLS, WIRK

Medium (25-34): 28 KCCY, KFDI, KGMV, KIIM, KIKF, KKAT, KSON, KSOP, KSSN, WBCT, WBEE, WCMS, WDAF, WESC, WKCN, WKHK, WKHX, WNCY, WNKT, WOKO, WPCR, WQBE, WQXK, WRBO, WRNS, WTQR, WVLK, WXBQ
Light (Under 25): 113
First Impressions: 3 WGGY, WKLB, WZZK

RANDY TRAVIS 2391/226

A Man Ain't Made Of Stone (DreamWorks)

Total Stations: 152/Chart Move: 26-22

Heavy (35+): 0

Medium (25-34): 14 KASE, KCCY, KDDK, KSSN, KXKC, KYGO, WBCT, WCKT, WFRE, WNKT, WPCR, WQIK, WQXK, WTQR
Light (Under 25): 138
First Impressions: 4 KRST, WIVK, WKLB, WMZQ

REBA 2307/331

What Do You Say (MCA Nashville)

Total Stations: 153/Chart Move: 29-23

Heavy (35+): 1 KSCS

Medium (25-34): 11 KBEQ, KCCY, KDDK, KIKK, KILT, KMPS, KPLX, KSSN, WBCT, WNKT, WQXK
Light (Under 25): 141
First Impressions: 15 KASE, KJYJ, KKQB, KRYS, KUBL, KWJJ, KZLA, WGGY, WKXK, WMSI, WQDR, WSOC, WTQR, WYCD, WYDD

LEANN RIMES 2228/244

Big Deal (Curb)

Total Stations: 149/Chart Move: 28-24

Heavy (35+): 2 KIKF, KMLE

Medium (25-34): 15 KBEQ, KCCY, KEEY, KIKK, KPLX, KRTY, KSCS, KUPL, KYCY, WDRM, WGH, WKHX, WQBE, WQXK, WRNS
Light (Under 25): 132
First Impressions: 9 KSON, KUBL, WDSY, WGNB, WQDR, WQIK, WUSN, WXCT, WYNK

SHANE MINOR 2097/102

Ordinary Love (Mercury)

Total Stations: 148/Chart Move: 27-25

Heavy (35+): 1 KEEY

Medium (25-34): 10 KBEQ, KIKF, KIKK, KNCI, WGH, WNCY, WRNS, WSM, WXBQ, WYGY
Light (Under 25): 137
First Impressions: 7 KIIM, KWNR, WCOL, WDSY, WHOK, WPOC, WQDR

FAITH HILL 2017/899

Breathe (Warner Bros./WRN)

Total Stations: 137/Chart Move: 35-27

Heavy (35+): 1 KCCY

Medium (25-34): 11 KIKF, KKAT, KMLE, KUBL, KYCY, WBCT, WKSF, WKXC, WNKT, WQIK, WSM
Light (Under 25): 125
First Impressions: 46 KAJA, KATM, KGMV, KHEY, KKQB, KKCS, KMDL, KRST, KRYS, KSON, KSSN, KTEX, KTOM, KTST, KUZZ, KWNR, KKKT, KYGO, KZLA, KZSN, WBEE, WCAC, WCOS, WDSY, WESC, WFMS, WGGY, WGNB, WIVK, WKCN, WKIS, WKKO, WKXK, WMIL, WNOE, WOGY, WOKO, WQBE, WQXK, WQYK, WRNS, WUSN, WYVZ, WXBM, WXBQ, WYRK

TY HERNDON 1738/105

Steam (Epic)

Total Stations: 145/Chart Move: 30-28

Heavy (35+): 0

Medium (25-34): 7 KBEQ, KIKF, KPLX, KRTY, WAMZ, WQBE, WRNS
Light (Under 25): 138
First Impressions: 9 KHEY, KKCS, KVOO, WHSL, WKXC, WNOE, WOGK, WPOC, WQYK

CLAY WALKER 1661/85

Live, Laugh, Love (Glant)

Total Stations: 146/Chart Move: 31-29

Heavy (35+): 3 KKQB, KYCW, WAMZ

Medium (25-34): 14 KAJA, KASE, KBEQ, KIKF, KIKK, KNIX, KRMD, KRTY, KSOP, KSSN, KYNG, WGGY, WGH, WXBQ
Light (Under 25): 129
First Impressions: 8 KATM, KSKS, WCTO, WDRM, WEZL, WFMS, WIL, WKLB

ALAN JACKSON 1614/735

Pop A Top (Arista Nashville)

Total Stations: 117/Chart Move: 39-30

Heavy (35+): 3 KPLX, KSOP, WKDF

Medium (25-34): 8 KCCY, KDDK, KEEY, KIKK, KMDL, KUPL, WQIK, WSM
Light (Under 25): 106
First Impressions: 47 KAJA, KATM, KGMV, KHEY, KIKF, KILT, KJYJ, KKCS, KNCI, KNIX, KRST, KRTY, KRYS, KSON, KTOM, KWNR, KZSN, WCAC, WCKT, WCOL, WCOS, WCKT, WDAF, WDSY, WGAR, WGNB, WGNL, WJCL, WJCN, WKCO, WKKO, WKXK, WKLB, WKSF, WKSJ, WLWI, WMSI, WNCY, WNOE, WOKO, WQIK, WQXK, WRBT, WTQR, WUBE, WVLK

SHANE MCANALLY 1439/5

Are Your Eyes Still Blue (Curb)

Total Stations: 142/Chart Move: 32-31

Heavy (35+): 1 KEEY

Medium (25-34): 8 KBEQ, KFKF, KNIX, WGH, WIRK, WNCY, WOKO, WSOC
Light (Under 25): 133
First Impressions: 4 KSSN, WIVK, WROO, WXTU

GARY ALLAN 1321/150

Smoke Rings In The Dark (MCA Nashville)

Total Stations: 142/Chart Move: 34-32

Heavy (35+): 2 WQBE, WXBQ

Medium (25-34): 4 KBEQ, KSOP, KUZZ, WIRK
Light (Under 25): 136
First Impressions: 7 KGMV, KNCI, KPLX, KSON, WFRE, WKHK, WQYK

KENNY CHESNEY 1278/405

She Thinks My Tractor's Sexy (BNA)

Total Stations: 116/Chart Move: 40-33

Heavy (35+): 0

TRACY BYRD 1132/210

Put Your Hand In Mine (RCA)

Total Stations: 111/Chart Move: 38-34

Heavy (35+): 0

Medium (25-34): 1 KCCY
Light (Under 25): 110
First Impressions: 24 KATM, KFMS, KMDL, KSKS, KTEX, KTOM, KYNG, WBEE, WCOS, WGGY, WKCN, WKHK, WKLB, WKSJ, WKXC, WMSI, WMUS, WQMX, WRBT, WROO, WSIX, WVLK, WYVZ, WYAY

JASON SELLERS 1127/138

A Matter Of Time (BNA)

Total Stations: 133/Chart Move: 36-35

Heavy (35+): 0

Medium (25-34): 4 KBEQ, KFKF, WCAC, WGGY
Light (Under 25): 129
First Impressions: 5 KUZZ, KYNG, WKIS, WKSF, WKXC

KEITH URBAN 1039/222

It's A Love Thing (Capitol)

Total Stations: 133/Chart Move: 42-36

Heavy (35+): 2 KIKF, KSOP

Medium (25-34): 2 KBEQ, WXBQ
Light (Under 25): 129
First Impressions: 9 KFDI, KHAY, KHEY, KJYJ, KYNG, WFRE, WJCL, WQYK, WRKZ

SAMMY KERSHAW 1008/39

When You Love Someone (Mercury)

Total Stations: 128/Chart Move: 37-37

Heavy (35+): 0

Medium (25-34): 1 KXKC
Light (Under 25): 127
First Impressions: 4 WDRM, WQYK, WSSL, WXBM

999 - 500 DETECTIONS

Total Detections/Gain

JERRY KILGORE 953/132

Love Trip (Virgin)

Total Stations: 123/Chart Move: 41-38

Heavy (35+): 0

Medium (25-34): 5 KBEQ, KSOP, KUPL, WGGY, WQBE
Light (Under 25): 118
First Impressions: 5 KHEY, KKCS, WBEE, WOGK, WOGY

JOE DIFFIE 892/94

The Quittin' Kind (Epic)

Total Stations: 107/Chart Move: 43-39

Heavy (35+): 0

Medium (25-34): 3 KBEQ, KUZZ, WGGY
Light (Under 25): 104
First Impressions: 11 KIIM, KMDL, KNCI, KRTY, WDRM, WFLS, WFRE, WLWI, WMSI, WQYK, WSIX

TRACE ADKINS 874/86

Don't Lie (Capitol)

Total Stations: 108/Chart Move: 44-40

Heavy (35+): 0

Medium (25-34): 1 KSOP
Light (Under 25): 107
First Impressions: 13 KRMD, KXXY, KZSN, WCKT, WDAF, WKCN, WNCY, WOKO, WOKO, WSIX, WSSL, WUSY, WYVY

LILA MCCANN 712/23

Crush (Asylum)

Total Stations: 90/Chart Move: 46-41

Heavy (35+): 1 KRTY

Medium (25-34): 1 KBEQ
Light (Under 25): 88
First Impressions: 6 KAJA, KFDI, KKAT, KNCI, WCTK, WYVY

SHEDAISY 654/126

This Woman Needs (Lyric Street)

Total Stations: 111/Chart Move: 47-44

Heavy (35+): 0

Medium (25-34): 3 KEEY, KKAT, KMLE
Light (Under 25): 108
First Impressions: 15 KGMV, KHEY, KRTY, KTTS, KUBL, KVOO, KXKT, KZSN, WEZL, WGNB, WKCN, WMZO, WPOC, WPCR, WYVY

JOHN BERRY 549/58

Power Windows (Lyric Street)

Total Stations: 62/Chart Move: 48-45

Heavy (35+): 0

Medium (25-34): 2 WBCT, WGH
Light (Under 25): 60
First Impressions: 7 KUPL, WGGY, WHSL, WOKO, WPOC, WVLK, WVGW

LONESTAR 510/300

Smile (BNA)

Total Stations: 93/Chart Move: 52-46

Heavy (35+): 0

Medium (25-34): 4 KEEY, KIKF, KMLE, KYCY
Light (Under 25): 89
First Impressions: 16 KCCY, KHAY, KIKF, KKAT, KTTS, KUZZ, KYGO, KYNG, WAMZ, WESC, WHSL, WMJC, WRNS, WSM, WSSL, WYVY

499 - 50 DETECTIONS

Total Detections/Gain

TOBY KEITH 474/101

When Love Fades (DreamWorks)

Total Stations: 80/Chart Move: 49-47

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 80
First Impressions: 11 KTST, WBCT, WBEE, WFLS, WIRK, WKKT, WMJC, WOKO, WSM, WXBM, WYVY

CHELY WRIGHT 334/167

It Was (MCA Nashville)

Total Stations: 67/Chart Move: 54-48

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 67
First Impressions: 15 KAJA, KBEQ, KHAY, KHEY, KKQB, KRST, KTOM, KUZZ, WCKT, WKSF, WKXC, WNKT, WRKZ, WYVZ, WXBM

ALABAMA 273/188

Small Stuff (RCA)

Total Stations: 67/Chart Move: 63-49

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 67
First Impressions: 11 KEEY, KFKF, KHAY, KIKF, KUZZ, KVOO, WESC, WFLS, WGH, WMZQ, WUBE

PAUL BRANDT 251/90

It's A Beautiful Thing (Reprise)

Total Stations: 39/Chart Move: 55-50

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 39
First Impressions: 8 KAJA, KBEQ, WBEE, WFRE, WKXC, WLWI, WQBE, WVLK

★ JO DEE MESSINA 200/191

Because You Love Me (Curb)

Total Stations: 63/Chart Move: Debut 51

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 63
First Impressions: 10 KBEQ, KCCY, KEEY, KYCW, WBCT, WHSL, WKCN, WOKO, WSIX, WYVY

TIM MCGRAW 168/58

My Best Friend (Curb)

Total Stations: 31/Chart Move: 61-53

Heavy (35+): 0

Medium (25-34): 1 KSOP
Light (Under 25): 30
First Impressions: 2 KXKC, KZLA

STEVE HOLY 160/37

Don't Make Me Beg (Curb)

Total Stations: 37/Chart Move: 59-54

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 37
First Impressions: 7 KPLX, KSKS, KTEX, WCAC, WCKT, WCTK, WKKT

MARY CHAPIN CARPENTER 139/27

Wherever You Are (Columbia)

Total Stations: 28/Chart Move: 60-55

Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 28
First Impressions: 3 KTEX, WOKQ, WPCR

MERLE HAGGARD WITH JEWEL 136/10

That's The Way Love Goes (TBA/BNA)

Total Stations: 28/Chart Move: 58-56

Heavy (35+): 0



Billboard Top Country Singles Sales SoundScan®

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BILLBOARD ISSUE DATE: OCTOBER 16, 1999

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
No. 1				
1	1	7	IT DON'T MATTER TO THE SUN LOST IN YOU CAPITOL 58788 6 weeks at No. 1	GARTH BROOKS AS CHRIS GAINES
2	NEW		BIG DEAL CURB 73086	LEANN RIMES
3	2	28	PLEASE REMEMBER ME/FOR A LITTLE WHILE CURB 73080	TIM MCGRAW
4	4	8	ALL THINGS CONSIDERED MONUMENT 79248/SONY	YANKEE GREY
5	5	15	LONELY AND GONE COLUMBIA 79210/SONY	MONTGOMERY GENTRY
6	3	21	NEVER BEEN KISSED ARISTA NASHVILLE 13140	SHERRIE AUSTIN
7	16	2	I'M DIGGIN' IT MCA NASHVILLE 172121	ALECIA ELLIOTT
8	6	14	YOU'RE STILL BEAUTIFUL TO ME ASYLUM 64035/EEG	BRYAN WHITE
9	7	21	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU RCA 65759/RLG	ALABAMA FEATURING 'N SYNC
10	8	19	LIGHTNING DOES THE WORK WARNER BROS. 16984/WRN	CHAD BROCK
11	9	2	STEAM EPIC 79269/SONY	TY HERNDON
12	12	122	HOW DO I LIVE ▲ CURB 73022	LEANN RIMES
13	13	7	ARE YOUR EYES STILL BLUE CURB 73085	SHANE MCANALLY
14	11	29	WHO NEEDS PICTURES ARISTA NASHVILLE 13156	BRAD PAISLEY
15	14	20	THAT DON'T IMPRESS ME MUCH MERCURY 172118	SHANIA TWAIN
16	10	26	A NIGHT TO REMEMBER EPIC 79118/SONY	JOE DIFFIE
17	20	7	A MATTER OF TIME BNA 65784/RLG	JASON SELLERS
18	15	27	SINGLE WHITE FEMALE MCA NASHVILLE 172092	CHELY WRIGHT
19	18	31	HILLBILLY SHOES COLUMBIA 79115/SONY	MONTGOMERY GENTRY
20	19	25	ALMOST HOME COLUMBIA 79148/SONY	MARY CHAPIN CARPENTER

Records with the greatest sales gains this week. ● Recording Industry Assn. of America certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol. © 1999, Billboard/BPI Communications and SoundScan, Inc.

Billboard TOP COUNTRY ALBUMS SoundScan®

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BILLBOARD ISSUE DATE: OCTOBER 16, 1999

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST	IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE	PEAK POSITION
No. 1							
1	1	1	5	DIXIE CHICKS ▲ ²	MONUMENT 69678/SONY (11.98 EQ/17.98)	FLY	1
2	2	2	100	SHANIA TWAIN ◆ ¹³	MERCURY 536003 (10.98/17.98)	COME ON OVER	1
3	4	5	22	TIM MCGRAW ▲	CURB 77942 (10.98/17.98)	A PLACE IN THE SUN	1
4	3	3	3	MARTINA MCBRIDE	RCA 67824/RLG (10.98/16.98)	EMOTION	3
5	5	4	88	DIXIE CHICKS ▲ ⁷	MONUMENT 68195/SONY (10.98 EQ/17.98)	WIDE OPEN SPACES	1
6	6	—	2	BROOKS & DUNN	ARISTA NASHVILLE 18895 (10.98/16.98)	TIGHT ROPE	6
7	7	6	18	LONESTAR ▲	BNA 67762/RLG (10.98/16.98)	LONELY GRILL	3
8	NEW	—	1	CLINT BLACK	RCA 67823/RLG (10.98/16.98)	D'LECTRIFIED	8
9	8	9	81	JO DEE MESSINA ▲	CURB 77904 (10.98/16.98)	I'M ALRIGHT	5
10	9	10	76	FAITH HILL ▲ ³	WARNER BROS. 46790/WRN (10.98/16.98)	FAITH	2

Albums with the greatest sales gains. ● Recording Industry Assn. Of America (RIAA) certification for sales of 500,000 album units. ▲ RIAA certification for sales of 1 million units (Platinum). ◆ RIAA certification for net shipment of 10 million units (Diamond). Numeral following Platinum or Diamond symbol indicates album's multi-platinum level. Greatest Gainer shows chart's largest unit increase. Pacesetter indicates biggest percentage growth. © 1999 Billboard/BPI Communications and SoundScan, Inc.

COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	TW	LW
★★★ No. 1 ★★★						
1	1	13	SOMETHING LIKE THAT CURB 6 weeks at No. 1	TIM MCGRAW	46.479	47.125
2	2	12	I LOVE YOU RCA	MARTINA MCBRIDE	45.081	42.570
3	3	16	READY TO RUN MONUMENT	DIXIE CHICKS	39.412	40.654
4	5	14	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	35.889	33.346
5	4	12	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	34.975	33.913
6	12	17	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	31.328	27.630
7	7	25	AMAZED BNA	LONESTAR	31.067	32.441
8	10	13	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	30.692	28.420
9	6	24	LESSON IN LEAVIN' CURB	JO DEE MESSINA	30.686	32.610
10	13	15	SHE'S IN LOVE MERCURY	MARK WILLS	30.676	27.474
11	15	8	WHEN I SAID I DO RCA	CLINT BLACK	27.662	24.285
12	8	23	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	27.323	31.891
13	14	13	I'LL GO CRAZY RCA	ANDY GRIGGS	27.176	25.419
14	9	18	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	24.773	29.706
15	16	11	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	24.270	23.422
16	11	21	I'LL STILL LOVE YOU MORE MCA NASHVILLE	TRISHA YEARWOOD	24.127	27.918
17	19	6	COME ON OVER MERCURY	SHANIA TWAIN	23.629	20.941
18	23	6	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	22.483	18.611
19	20	10	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	22.126	20.396
20	17	29	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	22.028	22.835
21	21	16	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	20.623	19.256
22	27	7	BIG DEAL CURB	LEANN RIMES	17.740	14.974
23	26	8	A MAN AINT MADE OF STONE DREAMWORKS	RANDY TRAVIS	16.771	15.090
24	29	4	WHAT DO YOU SAY MCA NASHVILLE	REBA	16.697	13.302
25	28	9	ORDINARY LOVE MERCURY	SHANE MINOR	14.019	13.553
26	25	9	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS	13.839	16.128
27	34	2	BREATHE WARNER BROS./WRN	FAITH HILL	13.415	7.572
28	30	6	STEAM EPIC	TY HERNDON	12.333	11.345
29	31	7	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	11.349	10.480
30	36	2	POP A TOP ARISTA NASHVILLE	ALAN JACKSON	10.919	6.746
31	33	8	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	9.581	9.296
32	37	2	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	9.013	6.204
33	35	5	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	8.395	7.569
34	39	3	PUT YOUR HAND IN MINE RCA	TRACY BYRD	6.928	5.790
35	40	4	A MATTER OF TIME BNA	JASON SELLERS	6.635	5.565
36	NEW	—	LOVE TRIP VIRGIN	JERRY KILGORE	5.709	4.844
37	NEW	—	IT'S A LOVE THING CAPITOL	KEITH URBAN	5.533	4.710
38	RE-ENTRY	—	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	5.250	4.990
39	NEW	—	THE QUITTIN' KIND EPIC	JOE DIFFIE	5.236	4.698
40	32	12	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	5.020	9.540

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. Records showing an increase in audience over the previous week, regardless of chart movement. If two records are tied in total audience, the record being played on more stations is placed first. Records become recurrents and are removed from this chart in conjunction with the Country Airplay chart.



LeAnn Rimes "BIG Deal"

13,403 Singles Sold in Debut Week
(2nd Only to Garth Brooks)

Not bad, especially when you consider that LeAnn Rimes is being played Exclusively on Country Radio!!

Album Street Date October 26th



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.



THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
			★★★ No. 1 ★★★			
①	1	18	SOMETHING LIKE THAT CURB 5 weeks at No. 1	TIM MCGRAW	5891	5855
②	2	13	I LOVE YOU RCA	MARTINA MCBRIDE	5666	5461
3	3	16	READY TO RUN MONUMENT	DIXIE CHICKS	5113	5179
④	4	17	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	4720	4428
⑤	5	15	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	4352	4195
⑥	9	21	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	4122	3810
⑦	13	19	SHE'S IN LOVE MERCURY	MARK WILLS	4104	3606
⑧	12	15	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	3860	3649
9	7	29	AMAZED BNA	LONESTAR	3795	3921
10	10	26	LESSON IN LEAVIN' CURB	JO DEE MESSINA	3576	3757
⑪	14	15	I'LL GO CRAZY RCA	ANDY GRIGGS	3495	3300
⑫	15	8	WHEN I SAID I DO RCA	CLINT BLACK	3481	3210
13	6	28	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	3371	4105
14	8	22	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	3341	3865
⑬	16	12	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	3244	3198
16	11	25	I'LL STILL LOVE YOU MORE MCA NASHVILLE	TRISHA YEARWOOD	3152	3732
⑮	18	8	COME ON OVER MERCURY	SHANIA TWAIN	3064	2860
			★★ AIRPOWER ★★★			
⑯	20	8	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	3061	2665
			★★ AIRPOWER ★★★			
⑰	22	18	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	2849	2603
⑱	19	23	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	2766	2700
21	21	33	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	2495	2627
⑳	26	11	A MAN AIN'T MADE OF STONE DREAMWORKS	RANDY TRAVIS	2391	2165
㉑	29	6	WHAT DO YOU SAY MCA NASHVILLE	REBA	2307	1976
㉒	28	8	BIG DEAL CURB	LEANN RIMES	2228	1984
㉓	27	14	ORDINARY LOVE MERCURY	SHANE MINOR	2097	1995
26	25	9	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS AS CHRIS GAINES	2087	2326
			★ GREATEST GAINER ★			
㉔	35	3	BREATHE WARNER BROS./WRN	FAITH HILL	2017	1118
㉕	30	10	STEAM EPIC	TY HERNDON	1738	1633
㉖	31	12	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	1661	1576
			★ MOST NEW STATIONS ★			
㉗	39	3	POP A TOP ARISTA NASHVILLE	ALAN JACKSON	1614	879
㉘	32	15	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	1439	1434
㉙	34	11	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	1321	1171
㉚	40	8	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	1278	873
㉛	38	5	PUT YOUR HAND IN MINE RCA	TRACY BYRD	1132	922
㉜	36	16	A MATTER OF TIME BNA	JASON SELLERS	1127	989
㉝	42	9	IT'S A LOVE THING CAPITOL	KEITH URBAN	1039	817
㉞	37	11	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	1008	969

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
③⑧	41	12	LOVE TRIP VIRGIN	JERRY KILGORE	953	821
③⑨	43	8	THE QUITTIN' KIND EPIC	JOE DIFFIE	892	798
④⑩	44	6	DON'T LIE CAPITOL	TRACE ADKINS	874	788
④①	46	13	CRUSH ASYLUM	LILA MCCANN	712	689
42	45	19	YOU'VE GOT A WAY MERCURY	SHANIA TWAIN	684	755
43	33	16	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	668	1313
④④	47	8	THIS WOMAN NEEDS LYRIC STREET	SHEDAISY	654	528
④⑤	48	8	POWER WINDOWS LYRIC STREET	JOHN BERRY	549	491
④⑥	52	6	SMILE BNA	LONESTAR	510	210
④⑦	49	4	WHEN LOVE FADES DREAMWORKS	TOBY KEITH	474	373
④⑧	54	3	IT WAS MCA NASHVILLE	CHELY WRIGHT	334	167
④⑨	63	2	SMALL STUFF RCA	ALABAMA	273	85
⑤⑩	55	5	IT'S A BEAUTIFUL THING REPRISE/WRN	PAUL BRANDT	251	161
			★★ HOT SHOT DEBUT ★★			
⑤①	NEW		BECAUSE YOU LOVE ME CURB	JO DEE MESSINA	200	9
52	50	18	SURE FEELS REAL GOOD REPRISE/WRN	MICHAEL PETERSON	199	317
⑤③	61	5	MY BEST FRIEND CURB	TIM MCGRAW	168	110
⑤④	59	2	DON'T MAKE ME BEG CURB	STEVE HOLY	160	123
⑤⑤	60	3	WHEREVER YOU ARE COLUMBIA	MARY CHAPIN CARPENTER	139	112
⑤⑥	58	6	THAT'S THE WAY LOVE GOES TBA/BNA	MERLE HAGGARD WITH JEWEL	136	126
57	53	7	GOODBYE EARL MONUMENT	DIXIE CHICKS	135	181
58	56	19	YOU'RE STILL BEAUTIFUL TO ME ASYLUM	BRYAN WHITE	120	158
⑤⑨	65	2	HERE COMES MY BABY MERCURY	THE MAVERICKS	117	80
60	51	9	AFTER A KISS ARISTA NASHVILLE	PAM TILLIS	111	215
⑥①	62	4	I'M DIGGIN' IT MCA NASHVILLE	ALECIA ELLIOTT	111	103
⑥②	64	7	COWBOY TAKE ME AWAY MONUMENT	DIXIE CHICKS	104	85
⑥③	66	15	START OVER GEORGIA EPIC	COLLIN RAYE	93	79
⑥④	NEW		HOW MANY DAYS LUCKY OOG/COLUMBIA	JACK INGRAM	86	25
⑥⑤	NEW		WHAT THIS COUNTRY NEEDS LYRIC STREET	AARON TIPPIN	84	31
⑥⑥	RE-ENTRY		BEER THIRTY ARISTA NASHVILLE	BROOKS & DUNN	60	46
⑥⑦	NEW		IF YOU EVER LEAVE ME COLUMBIA	BARBRA STREISAND/VINCE GILL	59	19
⑥⑧	NEW		DON'T TELL ME MCA NASHVILLE	LEE ANN WOMACK	56	0
69	57	8	THINKING ABOUT LEAVING REPRISE/WRN	DWIGHT YOAKAM	55	132
70	70	10	ON MY WAY TO YOU LYRIC STREET	SONYA ISAACS	51	63
71	74	2	ON EARTH AS IT IS IN TEXAS COLUMBIA	DERYL DODD	49	52
72	68	3	MOVE IT ON OVER ASYLUM	TRAVIS TRITT WITH GEORGE THOROGOOD	48	64
73	75	11	BABY'S GOT MY NUMBER ATLANTIC	SOUTH SIXTY FIVE	46	51
⑦④	NEW		GOD GAVE ME YOU ASYLUM	BRYAN WHITE	43	3
⑦⑤	NEW		MEMPHIS WOMEN & CHICKEN PLATINUM	T. GRAHAM BROWN	38	33

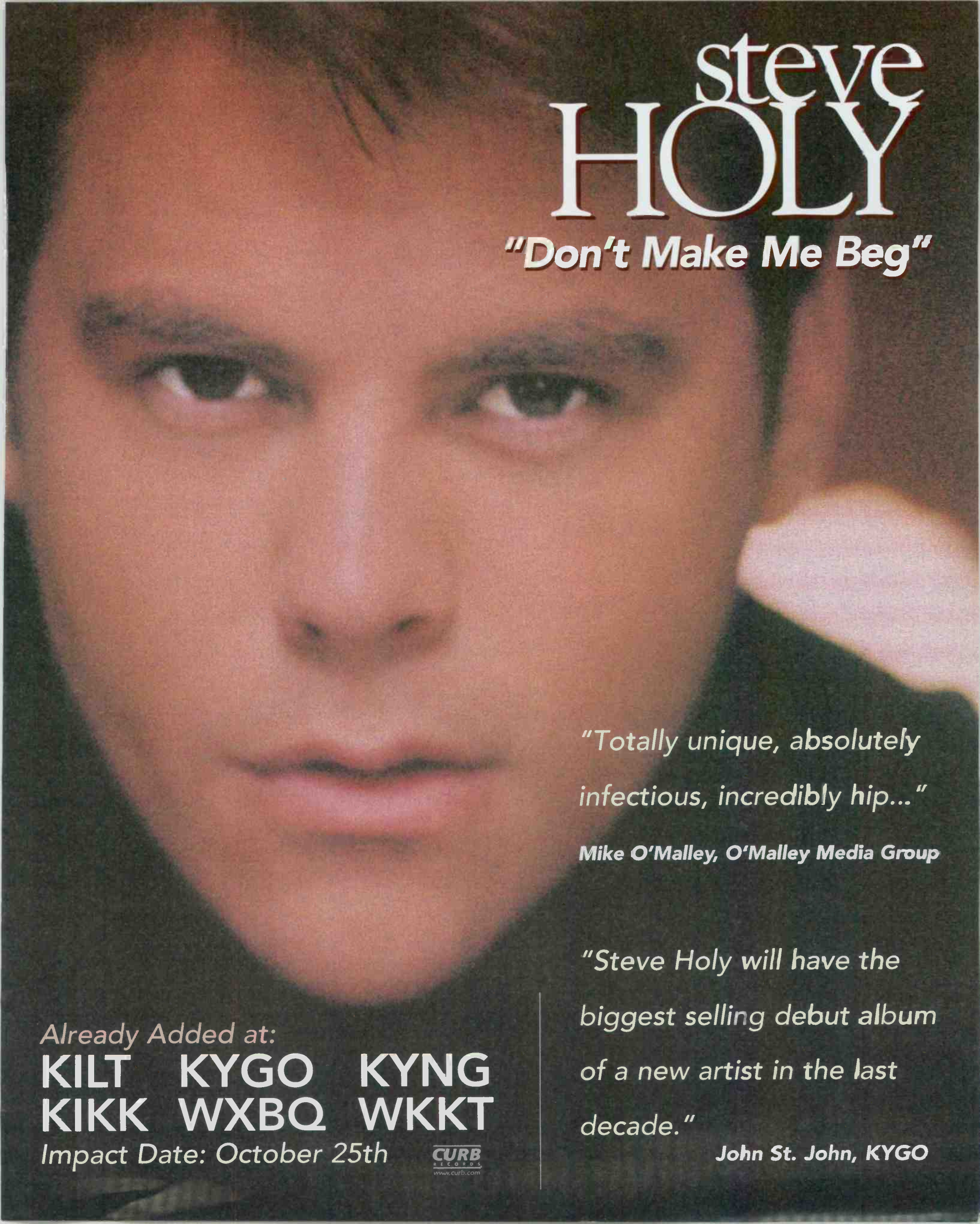
Songs are ranked by number of detections. ○ Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the record with the largest increase in detections. Most New Stations awarded to the record registering six or more detections at the most stations for the first time this week. If two records are tied in number of detections, the record being played on more stations is placed first. Records below the top 25 are removed from the chart after 20 weeks.



buy me a rose

The New Single From Kenny Rogers
FOR YOUR IMMEDIATE AIRPLAY CONSIDERATION



A close-up, black and white portrait of Steve Holy, looking directly at the camera with a slight smile. The lighting is soft, highlighting his facial features.

steve HOLY

"Don't Make Me Beg"

"Totally unique, absolutely infectious, incredibly hip..."

Mike O'Malley, O'Malley Media Group

"Steve Holy will have the biggest selling debut album of a new artist in the last decade."

John St. John, KYGO

Already Added at:

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KIKK WXBQ WKKT**

Impact Date: October 25th

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THIS
LITTLE BIRD
IS READY
TO FLY...

Sherrie Austin

"'Little Bird' is a song
about freedom and courage,
and having the strength
to find your wings
and just take a chance."

— Sherrie

LITTLE BIRD

From her current album,
Love In The Real World.

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COUNTRY AIRPLAY Monitor

• We Listen To Radio •

October 8, 1999 \$4.95 Volume 7 • No. 41

COUNTRY HIGHLIGHTS

★★★ NO. 1 ★★★

#1

TIM MCGRAW

Something Like That (CURB)

★★ AIRPOWER ★★

SHANIA TWAIN • *Come On Over* (MERCURY)

★ MOST NEW STATIONS ★

FAITH HILL • *Breathe* (WARNER BROS.)

ON YOUR DESK

ALABAMA • *Small Stuff* (RCA)

FAITH HILL • *Breathe* (WARNER BROS.)

THE MAVERICKS • *Here Comes My Baby* (MERCURY)

JO DEE MESSINA • *Because You Love Me* (CURB)

THE OAK RIDGE BOYS • *Ain't No Short Way Home* (PLATINUM)

SHANA PETRONE • *Something Real* (EPIC)

Possum To Keynote Radio Seminar

Jones Tells It Like It Is On CMA Awards, Crossovers, And More

by Phyllis Stark

As the recent flap over the Country Music Assn. Awards attests, George Jones sure knows how to get himself in the middle of a controversy. It's no surprise his best-selling autobiography was titled "I Lived To Tell It All."

But the Country Music Hall of Famer nearly didn't live to tell it all earlier this year, when he crashed his Lexus sport utility vehicle into a Tennessee bridge. An open bottle of alcohol was found in the car.

Jones says he is now almost fully recovered from the near-fatal accident, with the exception of his vocal cords, which are "still a little swollen" from a tube doctors hastily put down his throat when he developed pneumonia in the midst of the trauma. Other than that, Jones says, "I've got just about all my strength back, and I'm feeling mighty pert."

But Jones says the accident has profoundly changed him. "I've made up my mind to toe the mark. I even quit smoking, and I smoked for over 50 years. I've quit drinking. Of course, I didn't drink that much for about 13 years 'til that one day." The accident has "made a new man out of me, and I've seen the light," says Jones. "I've seen the big light, and I'll tell you what, it [almost] went out. It made a believer out of me, believe me."

Now Jones says, "I want to enjoy life while I've got [some] left and see what real life is all about. You get lost and tied up in this jungle of music when you're coming up, and the next thing you know, you look in the mirror and you're an old man and you wonder what the devil happened. As far as really enjoying life and living life to its fullest, you missed that chance."

Not long after the media furor over the accident died down, Jones became the center of attention once again when a disagreement with the CMA had him watching the awards show from home, rather than performing

on it. He was as surprised as anyone when Alan Jackson cut short a performance of his own song and paid tribute to Jones by launching into Jones' "Choices" on the live, televised show (Country Airplay Monitor, Oct. 1).



JONES

Jones says, "I came up out of my seat" when Jackson sang "Choices."

"It made me feel awful good that somebody cares for us older artists and shows us a little appreciation," he says.

Jones' dispute with the CMA started because "they didn't even call me" to perform his single of the year-nominated "Choices" on the show. When the CMA did finally call, "they asked me if I wanted to do 35 seconds" without his band. "I don't work without my band to start with," Jones says, and "I'm not going to go in there with all that trouble, not for no 35 seconds." The CMA later upgraded its offer to a minute, then a minute and 10 seconds, according to Jones, who still refused.

"I said, 'Why don't you all just forget it, because if I can't do the whole song, I don't care about doing it. There's too much trouble.'"

But Jones says he's not angry at the CMA, although he is "a little disgusted with the way they treat the older artists. And it's not the CMA itself. The cause belongs to the [television committee members, who say,] 'You pat my back this year, and I'll pat your back next year.' All that is is politics, you know. They need to do something about it."

TOUGH CHOICES

Jones believes "Choices" could have been a No. 1 song, based on its results where played. But about 50 monitored stations didn't play it. "They

Continued on page 6



SHANA PETRONE

SOMETHING REAL

IS COMING

OCTOBER 11TH



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Susan Ashton the new single **Closer**

impact date **October 18**

from her debut album **Closer**

produced by **Emory Gordy, Jr**

management **Bob Doyle & Associates**

www.capital-nashville.com

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AMFM, Clear Channel Announce Mega-Merger

by Frank Saxe

Nearly three years after the Telecommunications Act was signed into law, the radio industry is witnessing its largest merger to date. After a lengthy courtship, Clear Channel Communications and AMFM have announced their intention to merge in a deal valued at \$56 billion.

When the dust settles, Clear Channel is expected to own 830 radio stations in 187 markets, including 47 of the top 50 markets, as well as two radio networks: Premiere and AMFM. That arsenal is predicted to bring in annual revenues next year of \$5 billion, with an additional \$500 million added to the coffers in 2001. Even so, the company is not expecting any wholesale savings in overhead, operating expenses, or staffing.

To meet federal ownership guidelines, Clear Channel must sell as many as 125 stations, which analysts value at \$255 million. "We think we'll be able to create some new ownership opportunities for people that may or may not be participating in broadcast ownership today," says Clear Channel chairman Lowry Mays. While the new company will control 20% of all national advertising revenues, Mays believes it will be able to win both Justice Department and FCC approval, although the deal is not expected to close until January 2001.

Clear Channel president/COO Mark Mays admits it won't be easy to merge the "very strong

cultures" of the two companies. "We're all going to get in a room and we're going to have no sacred cows and we're going to put everything on the table." Lowry Mays will remain chairman/CEO; current AMFM CEO Tom Hicks becomes vice chairman of Clear Channel; Mark Mays retains his title; and Randall Mays remains executive VP/CFO.

Clear Channel radio president Randy Michaels, who just recently folded Jacor Communications into Clear Channel, says the mega-merger will not be bad for listeners, as many advocates of ownership diversity fear. "As local owners who tend to play their favorite music get forced out by people who are focused on shareholder value and therefore understand we have to move customers' products, meaning we have to attract large desirable audiences, we're intensely focused on serving the public."

According to Michaels, the new Clear Channel will provide employees with not only growth opportunities but security as well. "This is not a fund; this is a company that's being built without an exit strategy for the long term." At press time, Michaels' role in the new company was still unclear.

While several Wall Street analysts salivated at the earnings potential of the merged entity, Standard & Poors downgraded Clear Channel's credit rating to negative based on its assumption of \$6.1 billion worth of AMFM debt.



COUNTRY CONFIDENTIAL

BY WADE JESSEN

615-321-4291 • wjessen@airplaymonitor.com

'Seminar Within Seminar' Keeps It Country

BACK TO THE FUTURE: Welcome to Miami Beach and the Billboard/Airplay Monitor Radio Seminar and Awards. We've responded to your requests to condense the country sessions into one day with our "seminar within a seminar" on Saturday, Oct. 9. We hope you're pleased with your experiences here.

One of the highlights of this year's gathering is a keynote interview with Country Music Hall of Fame member **George Jones** during the luncheon at 11:45 a.m. on Saturday.

Jones' story is unique in country music history, thanks to his remarkable 56 years of performing and recording (see story, page 1). Today, he is widely regarded as country music's greatest singer ever and one of the broader music world's most-gifted and most-often-imitated vocalists.

Jones' history is well-known for repeating itself. He's struggled for airplay at various times when country has taken stylistic side roads. Although it peaked at No. 30, his "Choices" single bears similarities to another radio comeback during country's "Urban Cowboy" fad.

As a young MD, I remember being sent a Jones single in early 1980. At that time, Jones had not had a No. 1 song since "The Door" in 1975. In the aftermath of his storied divorce from **Tammy Wynette**, his troubles with alcohol, bad business managers, and missed concert dates left him nicknamed "No Show Jones."

It was a low point in his career. Many in the industry said that Jones' reign was over. My own PD at the time believed there probably wasn't any point in playing the single we had just been sent. It was a maudlin ballad about a dead man being visited one last time by the lover for whom he never stopped carrying a torch.

Although "He Stopped Loving Her Today" is a song that Jones, by his own admission, didn't believe was a hit, it is now often lauded as the greatest country song of all time. The song peaked at No. 1 three months after it bowed on the chart in March '80.

CMA SELLS: Thanks to her performance and entertainer of the year during the Sept. 22 Country Music Assn. Awards, **Shania Twain's** "Come On Over" (Mercury) gains approximately 11,000 units on Billboard's Top Country Albums chart. But it's **Tim McGraw's** "A Place In The Sun" (Curb) that benefits most from the CMA show. McGraw's set, which nabbed album of the year honors, gains more than 19,000 units.

Merle Haggard's new "For The Record—43 Legendary Hits" (TBA/BNA) and **Alabama's** "Twentieth Century" (RCA) each gain a scant 1,000 units, despite performances from each on the CMA show. Yet George Jones, who watched the CMAs from home, sees his "Cold Hard Truth" gain 4,000 units to shoot 16-12.

Albright To Moderate Seminar Panel

Jaye Albright, president of country for McVay Media, will moderate the panel "Who's On First, What's On Middays" at the Billboard/Airplay Monitor Radio Seminar, set for Oct. 7-9 at the Fontainebleau Hilton in Miami Beach.



This panel, scheduled for 10:30 a.m. Oct. 9, will focus on syndicated dayparts and programming with the newer technologies, such as so-called virtual radio. Panelists are Dale Carter, PD of KFKF Kansas City; Lance Houston, regional MD of Star System in Fort Lauderdale, Fla.; Lia Knight, host of Broadcast Programming's "Neon Nights"; and Jim Murphy, director of operations and programming at Jones Radio Network.

Albright is one of the deans of country radio consultants, having started consulting with Drake-Chenault Enterprises in Los Angeles in 1981, followed by stints with Burkhart-Douglas & Associates; her own successful consulting and research company, Let's Talk, Inc.; and its subsequent merger partner, Broadcast Program-

ming to become an independent contractor of BP and personally consulted more than 50 radio stations. In January 1997, she merged her business with Keith Hill and Michael O'Malley, creating the second-largest country consulting company in the world. Late in 1998, she became director of country programming for Jacor Communications and joined McVay Media this January. This is Albright's 37th year in radio.

In other seminar news, AMFM Radio Networks VP of programming, music, and entertainment Gary Krantz will moderate the "State Of Radio Survey: Live" session at 10:30 a.m. Oct. 9. In Airplay Monitor's end-of-1998 issue, we looked at programmers' satisfaction with their jobs, the music available to them, and the state of radio overall. This year we do it live (yet confidentially) with the help of Elliott Wood from Broadcast Architecture.

George Jones will be the keynote speaker at the country luncheon at 11:45 a.m. on Saturday, Oct. 9 (see story, page 1).



ON THE ROW

CMA Town Meeting To Take On The Net

The Country Music Assn. will present a "town meeting" 2-6:30 p.m. Nov. 16 at the Nashville Convention Center to discuss key issues in the music business. The meeting will include two sessions, one focusing on music and the Internet and the other on the effects of consolidation. Panelists at the consolidation panel will include WUSN Chicago VP/GM Steve Ennen and Citadel Communications chairman/CEO/president Larry Wilson.

Lee Adams joins Giant Records as Northeast regional. She previously held that position for Decca Records and, more recently, was doing independent promotion for Dreamcatcher Enter-

tainment.

Former DreamWorks Records Southeast regional **Rick Rockhill** joins Curb Records as national director of promotion. He replaces **Fritz Kuhlman**, now at Giant Records.

Kristi Brake joins AMFM in Chicago to handle the company's in-house communications. She previously worked at Mercury, Capitol, and Asylum Records in Nashville.

The Spina Bifida Assn. of Middle Tennessee was set to roast noted songwriter/producer **Norro Wilson** at an Oct. 6 fund-raiser in Nashville. WSM-FM Nashville morning man **Bill Cody** was set as master of ceremonies. BMI VP **Roger Sovine** is honorary chairman of the roast. Roasters were to include **Eddy Arnold**, **Chad Brock**, **Tony Brown**, **Buddy Cannon**, **Ralph Emery**, **Wayland Holyfield**, **Gerry House**, **Con Hunley**, **Merle Kilgore**, **John D. Loudermilk**, **Barbara Mandrell**, **Robert Oermann**, **George Ritchey**, **Ray Stevens**, and **Bud Wendell**.

TNN will debut the new weekly action drama series "Wheels of Justice" in January 2000. The show will regularly feature music and appearances by country artists.

Big Changes Afoot At Sinclair In St. Louis

Sinclair makes numerous changes in St. Louis this week. **John Kijowski**, GM of modern rock KPNT, AC WVRV (the River), and classic rock KXOK, is named market manager for all of the group's St. Louis stations, which also include country **WIL** plus **WRTH** and classic hits **KIHT** (K-Hits). Also, **Matt Saunders** is promoted from sales manager to GM of **WIL**, **WRTH**, and **KIHT**. He replaces **Lon Bason**, who exits Oct. 8 to be GM of Susquehanna's country **KPLX** (the Wolf) and **KLIF** Dallas.



BY PHYLLIS STARK

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PROGRAMMING: SPLASH DOWN

Matt Allbritton (aka **Forrest Jump**) is upped from MD to PD/MD at **WOGY** (Froggy 94) Memphis. He replaces PD/p.m. driver **Bill Hughes** (aka **Splash Gordon**), who exits. Night jock **Hoppy Gilmore** is filling in afternoons for now.

Former **WHSL** Greensboro, N.C., PD **Brian Landrum** joins **WDDD** Carbondale, Ill., as PD/p.m. driver. He replaces **Tracy McSherry**.

Marty McFly exits as co-host of Jones Radio Networks' syndicated "Nashville Nights" show, based at **WSIX** Nashville. **Dallas Turner** will once again host the show solo.

WUUS Augusta, Ga., flipped from country to R&B Oct. 1. The entire staff exits.

KKCN (Kickin' 103.1) San Angelo, Texas, PD/afternoon driver **Big Frank Edwards** returns to **KOUL** Corpus Christi, Texas, for nights, replacing **Chuck McDowell**, who exits for health reasons. Edwards was **KOUL** APD/MD until exiting in February. Meanwhile, **KALF** Chico, Calif., APD/afternoon jock **Tom Kelly** joins **KKCN** as PD/p.m. driver.

WTHC Terre Haute, Ind., flips from country to AC as **Sunny 95.9**, according to The M

Street Journal.

Alliance Broadcasting Group has created a new radio syndication division headed by Alliance VP of programming **Ron Nickell**, whose background includes creation and syndication of the Branson Country Music Network.

PEOPLE: CADILLAC JACK TO WMZQ

Former **WWWW** (W4) Detroit APD/MD/night jock **Cadillac Jack** joins **WMZQ** Washington, D.C., for nights. That shift had been open since **Scott Carpenter's** departure.

WUSN (US99) Chicago director of marketing and promotion **Steve Lee** exits to become director of client services for the Infinity Promotions Group in Kansas City.

WUSY (US101) Chattanooga, Tenn., marketing director **Wendy Williams** exits.

KSNI (Sunny Country) Santa Maria, Calif., afternoon host/imaging director **Denis Miller** joins **KTOM** Monterey, Calif., in the same capacity.

Beginning Oct. 11, **WCOS** Columbia, S.C.'s **Jeff Roper** morning show will be simulcast on Fox affiliate **WACH-TV** from 7-8 a.m. daily.

MANAGEMENT: GLADWELL TO WERO

Country **WRNS** New Bern, N.C., AE **Stephanie Gladwell** shifts to adult top 40 sister **WERO** (Bob 93.3) as GM.

MJI Broadcasting affiliate relations manager **Joshua Gertz** joins **MP3radio.com** as director of affiliate marketing. At MJI, Gertz managed sales and development of Internet-based radio products. **MP3radio.com** is a portals network, which teams with radio stations to sell MP3 music downloads, Webcasts, and shopping for CDs and tickets online.

AND THERE'S MORE . . .

WRNS New Bern, N.C., will hold a silent auction and celebrity softball game Oct. 16-17 to raise money for victims of the recent hurricane and subsequent floods. The station is seeking country artist merchandise and collectibles from labels to be used for the auction and also needs artists to participate in the softball game. Contact MD/promotion director **Mike Sovi**.

Entercom Sells Three To Meet Limits

In order to meet federal ownership limits, Entercom Communications will sell classic rock KCFX, oldies KCMO-FM, and N/T KCMO-AM Kansas City as part of its \$821.5 million buy of Sinclair Broadcasting's radio division. After those spinoffs, Entercom will own the maximum number of stations allowed, including country WDAF, AC KUDL, and album rockers KYYS and KQRC. Kansas City is the only market where Entercom and Sinclair overlap.



CAPITAL & CAPITOL
BY FRANK SAXE
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The final round of tire-kicking is under way in St. Louis, as Emmis prepares to buy the Sinclair stations. Each company's own appraisers has reviewed the books and facilities, and an impartial appraiser is drafting a report. Emmis CEO Jeff Smulyan expects the rapidly moving process to be completed by month's end. Emmis Radio president Doyle Rose says it has also decided which stations will be spun off. In the end, Emmis will hold on to three rock and two country stations on the seven strongest signals.

Interop National Radio Sales has filed to raise as much as \$74.75 million in an initial public offering. While its Securities and Exchange Commission filing does not say how many shares it plans to sell or what the projected price range will be, it does include a request for the Nasdaq symbol IREP. Interop sells radio spots on more than 2,000 radio stations in the U.S. Also filing IPO paperwork is Spanish Broadcasting System. SBS will sell roughly 22 million shares in a projected price range of \$15-\$17 per share. Its proposed Nasdaq symbol is SBSA.

Radio and TV mergers lead all other economic sectors in a recent study of mergers, totaling more than \$55 billion, largely due to the \$40 billion CBS/Viacom merger. Overall, the study shows merger volume dropped 12%, in part because of stock market volatility and increasing interest rates. The data is provided by Thomson Financial Securities.

CAPITOL

Rainbow/PUSH Coalition president the Rev. Jesse Jackson continues to tie the CBS/Viacom

merger to his effort to increase the number of minority radio and TV owners. On Sept. 30, he met with FCC Chairman Bill Kennard to ask the FCC to hold a public hearing on the merger and media-concentration issues. "There is no evidence that CBS and Viacom broke any laws," said Jackson. "Here, the problem is the laws themselves, which allow companies to lawfully propose anti-competitive mergers." During the meeting, he also asked Kennard to speed up the FCC's proceedings to resurrect equal-employment-opportunity rules and to place low-power FM on a "fast track."

Jackson has already met with CBS CEO Mel Karmazin and plans to meet Viacom CEO Sumner Redstone shortly. Jackson is trying to convince both to make any required spinoffs to minority-owned groups and to "seriously consider" selling the Viacom-owned UPN TV network to a minority buyer, with seller financing.

National Assn. of Broadcasters president Eddie Fritts is appealing to all 535 members of Congress to block the FCC's proposed LPMF service. "This would... cause serious disruptions in service for literally millions of American FM listeners, including your constituents," writes Fritts. He refutes claims that local radio has been replaced by consolidated conglomerates, saying more than half of all FM stations are still owned singly or as part of a local duopoly. Compared with previous battles with the FCC, the NAB is having more difficulty enlisting support from Congress on the LPMF issue.

NEW MEDIA

CD Radio's most recent SEC filing reveals the company has lost \$95 million since its launch, and it expects to continue losing money through at least the end of 2001. In the filing, the company also says it will need an additional \$319 million to finish building the satellite-to-car service and operate it through its first year. CD Radio hopes to raise much of that through an ever-growing line of credit from Bank of America and stock offerings. As part of a standard warning to investors, CD Radio also concedes it "may not be able to effectively [compete] against conventional radio stations" or competitor XM. Meanwhile, CD Radio has completed stock and bond offerings worth \$200 million; Ford Motor Co. bought \$20 million worth of stock. Ford will begin installing CD Radio receivers in new cars in 2001.

Meanwhile, XM Satellite Radio was set to go public at press time. The company is cutting the amount it expects to raise from its IPO. Underwriter Bear Stearns has cut its expected price range from \$14-\$16 to \$12-\$13.



PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

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Holidays Spark Fall Fund-Raising Efforts

Station concerts remain king of the Topical Barometer, ahead of strong support for Halloween and October as Breast Cancer Awareness Month. The latter is especially popular for ACs such as WRCH (Lite 100.5) Hartford, Conn., which is giving away tickets to the Nite of Lite Laughter, featuring Paula Poundstone. Tristano Korlou notes that net proceeds from the show will support breast cancer charities in the area.

KMZQ (Lite 100.5) Las Vegas kicks off Breast Cancer Awareness Month with a benefit concert by Vonda Sheppard. Also, "listeners can stop by area malls to purchase a leaf to add to the Tree of Hope," says Vanessa Thill. "For donations, listeners will receive anything from a [compilation CD] featuring Lite 100.5 artists to dinners for two at local restaurants. At the end of the month, Lite will hold a luncheon for listeners."

Other charities will also be popular for the holidays. Country WYVZ Hartford, Conn., will do children-themed fund-raisers for free tickets to special screenings of "Toy Story II." New promo diva Stephanie Hogerman expects to "tie in toy stores, a toy drive, a kids' literacy group, etc. There is a lot you can do with this type of promotional opportunity."

TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Station concerts
2	4	Halloween
3	21	Breast Cancer Awareness Month (Oct.)
4	—	Christmas/holiday season
5	—	Thanksgiving
6	—	Holiday charities/food drives
71	—	New Year's Eve events
71	5	College football
9	71	Fall TV season
10	—	"Fall forward" time change

HOTTEST NEW MOVIES: "Three Kings," "American Beauty," "Mystery, Alaska," "Fight Club"

HOTTEST TV SHOWS: "Once And Again," "WWF Smackdown," "Frazier," "The Hughleys," "Dharma & Greg," "Snoops," "Monday Night Football"

PROMO TOPIC OF THE WEEK: OUT-OF-FORMAT CONCERT PROMOS

Unlike Garth Brooks, you need not adopt an alter ego to get the attention of normally unresponsive radio formats. If an artist's concert is of an "event" magnitude, 42% of out-of-format Promoganda stations will promote it in some form or the other. Another 42% will be more selective on which events to promote, yet they'll still promote some non-format artists. Only 16% say they won't go out of image with concerts.

About two-thirds of those promoting out-of-format concerts restrict their efforts to ticket giveaways, with the rest willing to have some presence at the venue. For example, modern rock WPLY Philadelphia gave away tickets to Bruce Springsteen's current tour. AC KESZ Phoenix gave away tickets to see country star George Strait. Rhythmic top 40 KLUC Las Vegas offered tickets to see Brooks (pre-Chris Gaines) and Neil Diamond.

One top 40 Promogandist expressed a common sentiment by saying, "I don't like doing [out-of-format promos] that much because [the act] doesn't represent our format. But I don't

want to miss the boat on the concerts either. We usually do the bare minimum."

Obviously, you don't want to put too much effort into such a show, "especially if the artist isn't relevant to our listener," says a panelist from an adult-oriented top 40 station. "The Backstreet Boys aren't relevant to our listeners, but they are to their kids. So we're giving away their tickets because it's topical and it's something the parents can identify with, since every kid in town is asking them to get tickets."

Making your presence known at the venue can be a problem, considering possible conflicts with rival stations, or even your sister station, that normally "own" that artist. "For the Strait shows, [the AC station] is never on-site," the promo ace notes. "The two country stations in town battle over van placement, etc., so it's not even worth asking to be a part of it."

Other things to be aware of: "Don't let the enthusiasm of giving away tickets get in the way of programming," says an R&B panelist. "Just because we're giving away tickets, that doesn't mean we have to play that artist's records."

"Be careful of the battles you choose to fight," says a modern rock vet. "If the artist doesn't fit your format but clearly fits someone else, you run the risk of confusing your core listeners."

"If the show is a big event, it's likely that more than one other station in town will do a promotion around it too," says a modern adult panelist. "Unless you truly own that artist in your listener's mind, don't overthink your promotion. Don't waste too much energy, time, or your budget trying to out do the other guy in owning the show, because nobody wins."

Finally, we offer equal time to a Promogandist who believes that out-of-format concert promos simply aren't worth the effort. "Standing firm and staying true to the format are what really matters," says the country promotion director. "It's very difficult to present a show when the artist is having success in other formats. I ask the promoters, 'Where did the artist start their career, and even more important, where do they want to end it?' If they can't answer that question, then I have to say, 'Thanks, [but no thanks]. We are very hip, but we won't be playing the Goo Goo Dolls between Faith Hill and Shania Twain. We'll play the hits in our format.'"

However, the country ace isn't complaining about Chris Gaines. "I love the fact that every station in town is talking about my No. 1 male artist. I don't care about any identity crisis a star has—just drive 'em back to my frequency!"

QUICK HITS

To hype a pro-volleyball tournament, modern rock KXTE (Extreme Radio) Las Vegas gave away a Yamaha Waverunner. "All week we registered people on the Web site and at on-site remoters," says Carly "Spike" Johnston. "We picked six people to come down to the tournament. Then, in between rounds, we buried the keys to the Waverunner in the sand court, and the [contestants] had to dig for them to win."

R&B WJTT (Power 94) Chattanooga, Tenn., promotion director Jay Holloway introduced new bumper stickers via bumper parties, where the station's "RV with attitude" is on hand to help listeners "stick it and win."

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Diana Adles, CBSWNIS Charlotte, N.C. • Judy Bailey, KQBT Austin, Texas • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEYE Minneapolis • Tina L. Brandon, Clear Channel Jacksonville, Fla. • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Burrell, KPHS Dallas • Scott Colebrook, WKRQ Cincinnati • Loren Condon, KEG/ADMN Dallas • Mike Calotta, WYVQ Tampa, Fla. • Dave Denver, WWKA Orlando, Fla. • Carret Doll, KYGO Denver • Katie Eyerly, KMEL San Francisco • Vicki Fiorelli, KPIX/KESZ Phoenix • Wendi Foster, KKRZ Portland, Ore. • Van Freeman, KIS Los Angeles • Greg Frey, KSON San Diego • Michael Godfrey, CKIK Calgary, Alberta • Kelly Gross, WPLY Philadelphia • Jude Heller, KFOG San Francisco • Stephanie Hogerman, WWVZ Hartford, Conn. • Jay Holloway, WJTT Chattanooga, Tenn. • TJ, KHTZ San Diego • Scrap Jackson, WXXM Myrtle Beach, S.C. • Carly Johnston, KXTE Las Vegas • Tristano Korlou, CBS Hartford, Conn. • Kim Leeds, KFMB-FM San Diego • Barbara Luchinsinger, KKNZ Dallas • Larry Lux, WJLB Detroit • Jen Markham Wynn, KXNB Las Vegas • Julie Maxwell, WXYZ Detroit • Jane Morazzese, KEDJ Phoenix • Diana Obermeyer, KPNR Los Angeles • Mike Oliviero, WXTB Tampa, Fla. • Mike Peterson, KFD Austin, Texas • Marida Petrijan, KZLA Los Angeles • Vicki Preston, WDTI Detroit • Stephanie Ringes, WKSE Buffalo, N.Y. • Sheila Silverstein, WPOC Baltimore • Kerli Spangola, WRXQ Chicago • Jim Sheehan, KSJO San Jose, Calif. • Jason Steinberg, WYNY New York • Anne-Marie Strzelczyk, WBMM Boston • Vanessa Thill, KLUK/KMZQ Las Vegas • Maria Toufex, WKXS-FM Boston • Paul Williams, KPLN Dallas

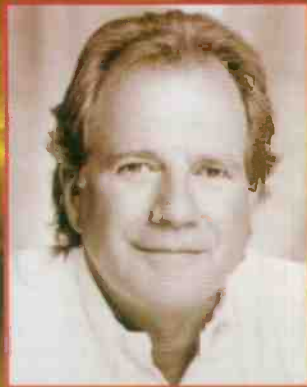
RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
Oct. 9	WSM-FM Nashville	Fall Fest	Lisa Tidwell
APPEARING: Jessica Andrews, Martina McBride, Michael Peterson, Shedaisy			
Oct. 9-10	KYCY San Francisco	CountryFest	Val Klein
APPEARING: Gary Allan (9), David Ball (9, 10), Suzy Bogguss (9), Mark Chesnutt (10), Joe Diffie (10), Chris LeDoux (9), Lonestar (9), Smokin' Armadillos (10), Wild At Heart (9, 10), Lee Ann Womack (10)			
Oct. 15	KXBZ Manhattan, Kan.	Concert	Dan Engle
APPEARING: Kenny Chesney, Lila McCann, Yankee Grey			
Oct. 16	WRNS New Bern, N.C.	Listener Appreciation Concert	Mike Sova
APPEARING: Diamond Rio, the Warren Brothers, Chely Wright			
Oct. 23	WYYD Lynchburg, Va.	Feel The Music '99	Nan Hollandsworth
APPEARING: Susan Ashton, John Berry, Jason Sellers, Phil Vassar			
Oct. 24	KZLA Los Angeles	Country Cookout	Eric Zanelli
APPEARING: Jessica Andrews, John Berry, Jennifer Day, Ty Herndon, Tracy Lawrence, Martina McBride, Lila McCann, Jo Dee Messina, Shane Minor, Tim Rushlow, Jason Sellers, Doug Stone, Bryan White, Mark Wills, Chely Wright, Yankee Grey			
Oct. 30	KFKF Kansas City	Halloween Costume Concert	Jeff Davis
APPEARING: Sherrie Austin			
Oct. 31	WYNY New York	Y107 Boo Country Bash	Jason Steinberg
APPEARING: Sherrie Austin, Toby Keith, Shedaisy			

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

Thank you country radio for your support!

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1999 Billboard/Airplay Monitor Radio Award Nominee for Record Label Promotion Team of the Year, Country

Jones Tells It Like It Is On CMA Awards, Crossovers, And More

Continued from page 1

were scared, and they didn't know what to do," Jones says of those stations. "I said, 'How in the hell can you be scared and not know what to do when you see a song's a hit?' The album is still selling 12,000-14,000 [pieces] a week. That's moving pretty good for a country album."

Asked what he thinks of the music passing for country today, Jones, predictably, says, "I don't think much of it. We've got some great singers, but [record labels are] making them do this middle-of-the-road stuff to pick up the extra dollars. That's what I hate to see. They're causing country music to lose its identity."

"I dearly love country music . . . but they're taking that away from us just because they want to make them extra bucks. Them record labels and the big dogs that come down from New York and California with all the money, they used to frown on country music. But now that they've seen it makes them a little money, we've got all them money people in here now. And that's what's really changed this whole mess of music around."

Artists "wouldn't have any problem keeping it country if the record companies would let it be country," Jones says. "Today, they tell the artist what to do, how to dress, [and to] go get his teeth fixed, and he has to have a backer with at least \$250,000. The poor guy ain't got a chance anymore in this business."

Jones says the traditional-sounding songs like "Choices" that do manage to break through prove that the audience wants to hear that kind of material. Pop-leaning country radio stations are "going to have to change, or they're going to lose their listeners," he says. The same goes for record companies, which Jones says must soon recognize the audience's desire for traditional-sounding country and act accordingly. "They're going to have to make that choice one of these days, because if they don't do it, they're going to quit selling records altogether."

AN AMAZING CAREER

In his amazing career, Jones has charted a total of 160 singles, as well as 83 albums on Billboard's Top Country Albums chart, although he was recording for 11 years before the chart existed.

Born in the East Texas town of Saratoga, Jones sang for tips on the streets of nearby Beaumont and later worked the local honky-tonk circuit and as a DJ at radio stations KTXJ, Jasper, Texas, and

KRIC and KTRM Beaumont. After two years in the Marines, Jones began recording for the Starday label in 1953. In 1955, he scored his first top five hit, "Why Baby Why." After Starday, Jones moved to Mercury (where he also recorded as a rockabilly act using the name Thumper Jones), eventually scoring his first No. 1, "White Lightning."

THE CHRIS-OFF

Despite his own experience with changing his identity and sound, Jones has no patience with Garth Brooks' foray into pop music under the guise of the character Chris Gaines or with any artist who "uses country as a steppingstone" to mainstream success. "The first couple or three singles will be good and country, and then they goof up. Once they get established, then they move up into the big-dollar zones. They think that's going to make them a fortune. With some of them, it will. Very few, though. Every now and then a Garth Brooks will come along, or a Shania Twain, but you're not going to have that happen to all of the artists. And 99% of the artists have to do country music . . . to be able to get along in this business."

Jones seems particularly offended by Brooks' pop experiment. He says he watched part of Brooks' "In The Life Of Chris Gaines" TV special Sept. 29 on NBC "to see how stupid it was going to be, and it was dumb. [Maybe] not for the people who like that crap, but it was dumb to the people that like country music. He's trying to be a pop star and using a fake name."

After being dropped by MCA last year, Jones feels rejuvenated by being on the Asylum label, now headed by his longtime publicist and friend Evelyn Shriver. "I told my wife I'd wind up in the asylum one of these days, and I come close to it. Oh Lordy," he quips.

"I figured I could do better on a smaller label," Jones says. "They would work harder for you. I'd rather be a big fish in a small pond because you can get lost [on a bigger label], especially when you're an older artist like me."

Jones will be telling it all about his life and career as keynote speaker at the Billboard/Airplay Monitor Radio Seminar and Awards, taking place this week in Miami Beach. He will be speaking at the country luncheon at 11:45 a.m. on Saturday, Oct. 9.

The Grand Ole Opry celebrates its 74th birthday with a two-day bash Oct. 15-16. Acts scheduled to perform at the birthday shows are Opry cast members Diamond Rio, Loretta Lynn, Martina McBride, Lorrie Morgan, and Marty Stuart and guests Trace Adkins, John Berry, Jo Dee Messina, and Brad Paisley.

Clint Black kicks off a U.S. theater tour Oct. 12 at Nashville's Ryman Auditorium. The tour runs through the end of the month.

Garth Brooks will be among the performers at the benefit show the Concert of the Century for VH1 Save the Music, set for Oct. 23 in Washington, D.C. Save the Music raises funds for music education in public schools.

Dixie Chicks will appear on the PBS music program "Sessions At West 54th" Nov. 20.

Westwood One will present the premiere of Alan Jackson's "Under The Influence" album in a two-hour radio special set for 10 p.m. ET Oct. 25, live from the Nashville Palace in Nashville. Westwood One will also premiere Reba McEntire's new release, "So Good Together," in a two-hour special at 10 p.m. ET Nov. 17, live from McEntire's Starstruck Studios in Nashville.

Tracy Lawrence brought his own camera crew along to film his recent USO tour in which he entertained U.S. troops at military bases in northern Europe, the U.K., and Iceland. The footage will be used for several TV specials on TNN. The Bellamy Brothers, meanwhile, are scheduled to tour military bases in Japan and Guam for the USO Oct. 4-12.

Steve Wariner wrote and provided backing vocals on the track "Where The Blacktop Ends" on labelmate Keith Urban's upcoming self-titled album.

Lari White is auctioning off her Cartier diamond watch on the online auction site eBay and will donate the proceeds to the YMCA.

MONITOR PROFILE

Yates, The Songwriter Of 'Choices,' Speaks Out On The CMA Controversy

Billy Yates' first cut as a songwriter was the George Jones song "I Don't Need Your Rockin' Chair," which won a Country Music Assn. Award for vocal event of the year, but his most controversial cut to date is Jones' latest single, "Choices."

A song about alcoholism and its effects, "Choices" first appeared on Yates' self-titled 1997 album on Almo Sounds. This year, it became the first single off Jones' Asylum album, "Cold Hard Truth."

"Choices" first gained attention when it was released on the heels of Jones' near-fatal, alcohol-related car accident and seemed to closely mirror Jones' own drinking problems. But Yates says the song, which he co-wrote with Mike Curtis, was not written with Jones in mind.

"It wasn't necessarily written about or for him, but it really fit his life." Ironically, Yates had unsuccessfully pitched "Choices" to Jones several times since writing it in 1994. After the accident, Yates says, "I was again blown away by the fact that that lyrics were so well-suited" to Jones.



Billy Yates

'I felt real uneasy about the controversy'

More recently, "Choices" became the center of a battle between Jones and the CMA, which didn't allow him to perform the entire song on the CMA Awards Sept. 22, where it was nominated as single of the year (see story, page 1).

While Yates says, "I felt real uneasy about the controversy," whose flames were being fanned by WKDF (Music City 103) Nashville, he also says, "My feeling was it's nice to see people passionate about something, to see the [radio] audience respond and react the way they did." Yates was equally thrilled when Alan Jackson lent his own voice to the protest by unexpectedly performing part of "Choices" on the live, televised awards show. "To see people stand up for what they believe in is a great thing," Yates says. "[In the end,] everybody won. The CMA came out fine, George came out fine, and Alan came out a big winner."

Thus far, Yates has had more success as a songwriter than an artist. Of three singles released from his Almo Sounds album, two peaked at No. 69, and the third, "Flowers," peaked at No. 36 in July 1997. Yet he's had songs recorded by Ricochet, Ricky Van Shelton, Kenny Chesney, Sara Evans, and David Allan Coe, as well as scoring six Jones cuts in the last seven years.

Yates will resurface as an artist next year with

a new album for Sony Music Nashville. Although he has not yet been assigned to a specific imprint, he's writing songs for the project and has already recorded five tracks. Like his Almo Sounds project, Yates is co-producing the Sony album with Garth Fundis.

His plan is to "record the music, play it for the various [Sony] promotions staffs, and see who jumps the highest." He's hoping to have a single out in the first quarter of 2000 and would like to do another radio tour to reintroduce himself to PDs.

This time around, he's hoping to have a better shot at success than was possible on the start-up Almo Sounds label, which, Yates says, was unable to compete with the more established labels.

"We all went through a lot of hard times trying to figure that out and get a handle on it," he says. "As frustrating as it was [working] 'Flowers,' I like to think it had a lot more potential than [where] it ended up." But he concedes that wasn't entirely a result of being on a small label. The lyric, a man's apology to the wife he killed while driving drunk, "broke a lot of the rules," Yates says. "It's kind of a taboo subject."

Beyond that, "Flowers" came out "at a time when things were starting to change within the industry as labels were going out of business," says Yates. "We saw Imprint and Rising Tide go away. Once the word got out that [Almo Sounds was] going away, even [though] it wasn't necessarily so, it just snowballed." Yates says he jumped ship on his Almo Sounds deal shortly before the label's Nashville division folded because he could see the writing on the wall.

"The funny thing was we had talked about going with 'Choices' [as a single]. I was the one that fought against it," he says. "I was scared we would lose another single and thought it was too good to lose. I could see things were falling apart. I didn't want to chance them putting out more singles and doing further damage to my career."

But as much as he wanted out of his Almo deal, Yates was afraid of committing career suicide by leaving the label. "When I asked out of the deal I really thought I'd never get another deal," he says. Fortunately, Sony expressed an interest almost immediately. He's also recently signed a new writing deal with EMI Music Publishing.

While Yates realizes that "that real country thing I write hasn't been the most popular for a while," as a writer, "you have to be true to yourself" and not try to cater to radio trends.

Raised on a farm in the foothills of the Ozarks, Yates got an early start performing live on a regular Sunday-morning broadcast on KDFN Doniphan, Mo., where he worked nights after graduating from high school. During the day, Yates ran his own barbershop. After arriving in Nashville in 1987, Yates continued to cut hair to support himself and his wife, Nancy, before landing his first songwriting deal in 1992. **PHYLLIS STARK**

ACCESS: NASHVILLE

McCready And BNA Records Part Ways

Mindy McCready and BNA Records have mutually ended their relationship due to creative differences. She has recorded three albums for the label since 1996 and was part of this year's "CMT All Access—Girls' Night Out" album. Her debut album, "Ten Thousand Angels," peaked at No. 5 on the Billboard Top Country Albums chart. Her latest album, "I'm Not So Tough," debuted at No. 17 in Billboard's Oct. 2 issue. She has 10 country chart singles, including the No. 1 "Guys Do It All The Time" in '96 and two other top 10 titles.

George Strait and MCA Nashville will donate a portion of the proceeds from Strait's new Christmas album, "Merry Christmas Wherever You Are," to St. Jude Children's Research Hospital as part of a promotional campaign involving more than 170 St. Jude-affiliated radio stations. MCA has guaranteed a minimum donation of \$100,000.

Brooks & Dunn will be among the acts featured in the first episode of CMT's new series "Face The Music," premiering Nov. 30. The 30-minute weekly series will feature stars talking about what goes on during a music video shoot. Each episode will feature approximately six acts. Other acts set to appear this season are Garth Brooks, Tracy Byrd, Mary Chapin Carpenter, Joe Diffie, Jeff Foxworthy, Vince Gill, Faith Hill, Toby Keith, Lila McCann, Shedaisy, Shania Twain, and the Wilkinsons.

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Clive Davis: THE Hitmaker King joins forces with pop, rock royalty

by Jeff Silberman

Known for decades for his uncanny ability in turning acts such as Whitney Houston, Monica, Toni Braxton, TLC, Barry Manilow, and Kenny G, among many others, into multi-format superstars, Arista president/CEO Clive Davis has recently joined forces with two established superstars in hopes of taking their careers to even greater heights.

Davis has already reintroduced guitar legend Carlos Santana to mainstream radio, thanks to "Smooth," the collaboration with matchbox 20 singer Rob Thomas that is the debut single from Santana's first Arista album, "Supernatural." Now, Davis is launching his most ambitious project, The Artist Formerly Known As Prince's new album, "Rave Un2 The Joy Fantastic," kicked off by the single "The Greatest Romance Ever Sold."

After unsatisfactory relationships with two major labels, Warner Bros. and the now-defunct EMI Records, The Artist spent the past couple of years putting out his music via the Internet. Even though that basically propelled his career out of the mainstream spotlight, Davis remained a longtime fan. "Any time anyone [in the press] asked me what artist I always wanted to work with, my answer would always be, 'The Artist,'" he says.

Six months ago, The Artist's representative contacted Davis and arranged for the two to meet. "We had never met before," Davis says. "We hung out, talked about music, and found a personal music connection. He was working on an album, and he felt very good about the music."

At that time, Davis hadn't heard a note of The Artist's new material. What's more, Arista wasn't the only label in contention. "It was between us and another record company," he says. "Then four weeks later, I got a call to meet with him again at this hotel, where he played the album for me. The new music was tremendous. It was produced by Prince, and it had fabulous radio potential. It was so radio-friendly, it was logical for us to work it."

LETting ARTISTS Create

Obviously, The Artist agreed, and he soon handed Davis the finished record. Although Davis is often believed to have a cre-

ative hand in any Arista act, something that might not have meshed well with an artist known for making his own decisions, Davis asserts that the creation of "Rave Un2 The Joy Fantastic" is anything but an exception to the rule.

"It's wonderful when you deal with a self-contained artist who writes, arranges, and produces his or her own material," Davis asserts. "I've never [exerted] my own input on artists, beginning with Bruce Springsteen at Columbia, Patti Smith at Arista, and with so many artists, including Sarah McLachlan and Annie Lennox. The only time I get involved is when artists don't write their music. That's the old meaning of A&R: to find repertoire for artists who don't write."

Davis and The Artist collaborated on the choice of "The Greatest Romance Ever Sold" as the lead single. "As we've become partners, we discussed that and were on the same wavelength," Davis says. "We instantly both agreed on it, and I'm sure the selection of future singles will be collaborative."

Despite The Artist's relatively low profile during his Internet tenure, Davis doesn't believe anything special is needed to reintroduce him to the mainstream pop world. The Artist's music, which he will perform at the Billboard/Airplay Monitor Radio Awards show Oct. 9, will speak for itself. "No question about it," Davis says. "I put this album under tremendous scrutiny. I played it to 500 journalists from all over the world two weeks ago, and their reaction was overwhelming. This is an amazing album that's hit-driven and radio-friendly. It's breathtaking to see and hear The Artist at the top of his form."

"Radio would be wrong if they tried to pigeonhole him," he continues. "Certain artists transcend music fads and trends. Like Madonna, The Artist is one of the best we have to offer in a contemporary way. They radiate a youthful energy, stay contemporary and on the cutting edge."

CUTTING across all ages

Seventeen years after his last top 20 pop hit, the same can now be said about Carlos Santana. Davis, who notes that Santana was his third signing at Columbia (after Janis Joplin and Blood, Sweat & Tears), became re-interested in the guitar legend after catching Santana's sold-out shows at Radio City Music Hall in New York and the Greek Theatre in Los Angeles. "I looked at the audience and saw a tremendous number of young people," he says. "The fact that he sold out six concerts, had all these young people standing from beginning to the end of his concert, and that his band was youthful and contemporary—I felt that he was

one of the rare great artists who could still be contemporary and successful in the same vein as Aretha Franklin."

In this case, Davis did lend his creative talents to the project. "We agreed that half of the album would be his vintage Latin/African rock/pop music that he'd come up with himself, and the other half, he'd give to me to arrange for collaborations."

Davis found no shortage of willing collaborators. Besides Rob Thomas, he lined up Dave Matthews, Lauryn Hill, Wyclef Jean, Eagle-Eye Cherry, and, for the second single, Everlast on "Put Your Lights On."

"I read every [music] paper and did my homework," Davis says. "I read the Rolling Stone and Spin interviews for information and found out which artists



santana

were influenced by Santana, such as Dave Matthews. Lauryn Hill was another. He appeared on her album [on the song "For Zion"] in exchange for her work on his album.

When I asked Wyclef Jean, he said that, to him, 'Santana was God' and working with him would be the biggest honor in his life."

Davis' mass-appeal Midas touch makes one wonder whether any artist, no matter how far beyond the contemporary music scene, could return with the right record.

"Theoretically, that might be true, but practically speaking, it's not," Davis replies. "It depends if the artist can [fit] certain parameters. Many artists' music does go too adult to reach the youth. That's where they feel comfortable, be it as a balladeer or too jazz influenced to make it on a [hit music] radio format. But by watching Santana perform, I knew that he could cut across all age demos. . . . He is that rare exception to the rule."

Like Santana, Davis plans on breaking The Artist through traditional means, his past Internet ventures notwithstanding. To this day, Davis remains a firm believer in the promotional clout of radio and video exposure. "I'm sure the Internet, MP3, satellite radio, and such will be important keys in the future, but right now, I leave [those areas] to those who are more expert at them. I spend my energy on the creative artist's level and the [current] ways we can get the music promoted and marketed. I spend 100% of my time in that area and deal with established media—the radio and video channels. I know the Internet will be important. That's why I employ experts. I leave that to them."

The pop appeal of r&b

Yet while radio has no bigger supporter than Davis, he still has some concerns about what top 40 does and doesn't consider mass-appeal. In an interview a few years ago, he chided the format for its resistance to crossover hits from R&B-imaged artists such as R. Kelly. Unfortunately, he sees little improvement, even in a year when LaFace/Arista's TLC was able to have a No. 1 mainstream hit.

"Top 40 is still tremendously resistant to great R&B records. R. Kelly's 'I Believe I Can Fly' became an exception because it came from a universally successful movie. Today, the format only programs a handful of [R&B] artists; they're very exclusion-

ary and narrow. Yes, they'll eventually play Brandy or Monica if they think it's pop enough, but I still have to bang them over the head with MTV and VH1 [exposure] to get them to play Whitney Houston and, sometimes, even TLC. They're very quick to categorize records. Although we've done



great with TLC, Monica, etc., the basic rule is, when you look at what they add, they refuse to believe that young white America loves urban-influenced pop as much as anything else. We've had to break these acts on MTV and VH1 until they awoken to the fact that these records are pop hits."

Top 40 finally discovers teens

Davis is, however, heartened by the current rise of teen-friendly pop, represented on Arista by acts including LFO, Another Level, and Five. "What has been unusual was the previous decade, when there was no white young pop artists at all," he says. "For all that time, top 40 was not open for young white male or female pop artists. I always knew the audience was there, but they were disenfranchised by MTV, which was rock, and the acts weren't old enough for VH1. Because of that, a huge part of the public wasn't being served. MTV has since become the top 40 station of the world. They play more R&B pop music than top 40 but also helped broaden pop radio [with the boy bands]. Top 40 was shocked to learn how huge an opportunity was available to them. As always [with these type of groups], quality will win out. The one-hit wonders that can't perform in person won't last."

And despite top 40's tendency to overindulge various genres, then turn against them, he isn't worried that Arista's McLachlan will suffer the pigeonholing that seems to be affecting some female singer/songwriters.

"With the most successful live album in years, Sarah's not burning out," he says. "I realize the media eats up everything that's popular, but Madonna never burned out, and I don't see Sarah doing that, either. Lilith [Fair] was a wonderful concept for a two- or three-year period. She made a statement that was incredibly successful, which was done with dignity and impeccable taste. Now she'll take some time off, go away, then do a new studio album that could come out in a year and a half and be as relevant as ever."

And Arista's Nashville division continues to make news. Most recently, Alan Jackson's impromptu protest of the Country Music Assn. Awards' snub of George Jones was proof of Arista artists' integrity in an unsettled radio format.

"It's interesting to watch what's going on in country," Davis says. "It's exciting when an artist can stay popular, as Alan Jackson is as strong as ever and still making headlines. He made a very good point [when he said] that if George Jones died, [the CMA would have offered him the time that was not made available to him on this year's show]. It wasn't grandstanding but a very important statement about the struggle going on [in country radio] between new and old artists, whether the format is going too pop or not. We want our artists to be long-lasting, from Brooks & Dunn to Brad Paisley, who is breaking through and looks like he'll be a major star."

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You may be used to seeing them in front of a microphone, but only the Billboard/Airplay Monitor Radio Seminar and Awards gives them a chance to speak with the men and women who help make or break their careers. This year's annual "Artist Panel," sponsored by AMFM Radio Networks, will feature Meredith Brooks, Deana Carter, Montell Jordan, Danni Leigh, and Kim Richey.

The session, to be moderated by Billboard senior talent editor Melinda Newman, will give the artists an opportunity to discuss how PDs' decisions affect their careers and their lives. They'll also share some insight on the creative process and radio's increased role in the concert promotion business.

Of course, the "Artist Panel" is not the only place for talent. George Jones and Bryan White headline Saturday's Country Seminar Within a Seminar, while Mike Errico, Bree Sharp, and Tash will open seminar panels. And it all culminates in Saturday night's performance by The Artist Formerly Known As Prince. Here's your talent guide to the seminar.

THE ARTIST

The Artist Formerly Known As Prince is one of the only acts to have appeared on the Billboard pop and R&B singles and albums charts every year since 1978. In 1982, his "1999" sold 3 million copies; it was followed by 1984's "Purple Rain," which sold 13 million copies. The film of the same name grossed \$80 million and won an Academy Award for best soundtrack. His much-publicized battle with Warner Bros. culminated in 1993, when Prince changed his name to a symbol with no pronounceable equivalent. He later left Warner Bros. and founded his own independent label, NPG Records.



Next month, Arista, in association with NPG, will release the long-awaited "Rave UN2 The Joy Fantastic." Guest performers include Sheryl Crow, Ani DiFranco, Gwen Stefani of No Doubt, Chuck D of Public Enemy, and legendary saxophonist Maceo Parker. The first single is titled "The Greatest Romance Ever Sold." The Artist will perform at the Billboard/Airplay Monitor Radio Awards show at 8 p.m. Oct. 9 in the Grand Ballroom of the Fontainebleau Hilton.

MEREDITH BROOKS

Grammy-nominated Meredith Brooks left home in Corvallis, Ore., after graduating from high school at age 15 and headed to Los Angeles with her big sister's guitar. It all came together for her in 1997, with the release of her solo debut, "Blurring The Edges," with its anthemic single, "Bitch." The single went gold, and the album sold 3

million copies worldwide.

On her second Capitol Records album, "Deconstruction," Brooks teams with Queen Latifah and the Crenshaw High School Choir (participants in a mentoring program launched by Brooks) on a remake of Melanie's 1970 Woodstock-generation anthem, "Lay Down." Brooks will take part in the "Artist Panel" at 2:45 Oct. 8 in the Fontainebleau's Ballroom A. She'll also be part of a live broadcast that morning with WHYI (Y100) Miami morning team Footy and the Chicks At 6.



DEANA CARTER

Born in Nashville, artist panelist Deana Carter is the daughter of guitarist Fred Carter Jr., who played on close to 90% of all Nashville recording sessions in the mid-'60s and the '70s. Her first big break came when one of her demo tapes caught the attention of Willie Nelson, who invited her to take part in the 1994 Farm Aid VII concert. That same tape led to a deal with Capitol Records.



Her 1996 debut album, "Did I Shave My Legs For This," went platinum in three months, yielded three No. 1 singles, and has since been certified four-times platinum by the Recording Industry Assn. of America. Carter's signature song, "Strawberry Wine," won the Country Music Assn.'s 1997 single of the year award. Carter has also netted two Grammy nominations. Her follow-up album is titled "Everything's Gonna Be Alright."

MIKE ERRICO

While other kids growing up in New York begged for Yankees or Mets tickets, Mike Errico craved classic R&B. "As a reward for going to the dentist, my parents would buy me records," he says, noting he got Sly & the Family Stone's "Greatest Hits," Ohio Players' "Fire," and Don Cornelius' "Soul Train Hall Of Fame" for pulled molars. In Hybrid Recordings' "Pictures Of The Big Vacation," Errico often uses humor and an underlying sense of hope in his snapshots of life, from the worst show of his career to life in a dead-end town. On "Someday," Errico even plays a tongue drum, a xylophone-type African instrument. Errico will perform at the "Modern Rock Roundtable" at noon Oct. 9 in the Fontainebleau's Ballroom B.



GEORGE JONES

Legend is an undisputable description for Asylum artist George Jones. The Country Hall of Famer has charted 83 albums, including greatest-hit packages, since the Billboard Top Country Albums chart came into being in 1964, although he had been recording for 11 years before that.

Born in Saratoga, Texas, Jones first hit the top of Billboard's country singles chart with 1959's "White Lightning." In the 40 years since, his No. 1's have been too numerous to mention, although they have earned him several Country Music Assn. Awards, including male vocalist and single of the year.

Jones' autobiography, "I Lived To Tell It All," reached No. 6 on The New York Times best-seller list. His most recent hit, "Choices," both earned a CMA record of the year nomination and caused a major controversy when Jones wasn't allowed to perform it in full at the recent CMA Awards show.

Jones will speak at the Country Seminar Within a Seminar luncheon on Saturday, Oct. 9.



MONTPELL JORDAN

One of the first things artist panelist Montell Jordan did after graduating from Pepperdine University in California was hit No. 1 on The Billboard Hot 100 with 1995's "This Is How We Do It." His latest Island/Def Jam release, "Get It On . . . Tonight" reflects

Jordan's growth into what he calls a "true R&B artist," as well as journeys to Ireland, Nigeria, and Cuba. It includes his cover of Phil Collins' "Against All Odds" and the acoustic-flavored "Once Upon A Time," a track Jordan has also recorded in Spanish. Jordan has also shown his talent as a songwriter and producer, working with Deborah Cox on "Nobody's Supposed To Be Here," the longest-running No. 1 R&B hit ever.



DANNI LEIGH

Born and raised in Strasburg, Va., artist panelist Danni Leigh moved to Orlando, Fla., at age 19 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. 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. She was signed to Decca, which had just released her second single when the label folded due to the PolyGram/Universal merger. She is now in the process of recording her first album for Monument, with a single due in January and an album in early May.

KIM RICHEY

With two critically acclaimed full-length albums and two No. 1 singles penned for other artists, artist panelist Kim Richey is



no stranger to the music business. In fact, demand for her songwriting has made her one of the best-kept secrets to listeners, even though she wrote Trisha Yearwood's No. 1 single "Believe Me Baby (I Lied),"

and Radney Foster's "Nobody Wins." Now, Richey steps into the spotlight with her new album, "Glimmer," on Mercury Records.

BREE SHARP

Born in Philadelphia, Bree Sharp grew up wanting to be an actress; she started playing guitar at age 15. She moved to New York to study theater at NYU but quickly discovered her true calling. After college friends heard her play guitar and sing, they convinced her to record the demos that quickly led to her deal with Trauma Records.



Sharp's "A Cheap And Evil Girl" features what critics call "wicked smart" lyrics "littered with burnt-out hearts and nasty puns." The album features the ode "David Duchovny," which earned Sharp attention even before its release. The second single is "America." Sharp will perform at the top 40 panel at 10:30 a.m. Oct. 8 in the Fontainebleau's Ballroom A.

TASH

Tash (Rico Smith) received his formal education in Columbus, Ohio, but his rap education came from Ice-T and King Tee after he moved to California at age 13. Now 27,

Tash has spent the past few years with Tha Alkaholiks, the only rap act on the modern rock Warped tour.

His new solo album on Loud Records, "Rap Life," is full of what Tash describes as "raw-ass funk"

containing "hard lyrics and beats." In one track, "Smoke Fest," he enlists the help of Cypress Hill's B-Real and Dre and Big Boi of OutKast. The title track also features labelmate and Wu-Tang Clan's Raekwon in a bouncy look at life as an MC.

Tash will perform at the "R&B Vs. Rhythmic Top 40" panel at 4:15 p.m. Oct. 8 in the Fontainebleau's Ballroom A.

BRYAN WHITE

Bryan White is a multi-platinum artist with a string of hits and a mantel full of awards, including the Country Music Assn.'s Horizon Award and the Academy of Country Music's top new male vocalist award. As a writer, he has penned "I Don't Believe In Goodbye" for Sawyer Brown and "Imagine That" for Diamond Rio, both featured on the acts' greatest-hits packages.

Within three months of leaving high school and moving to Nashville, White landed songwriting and management deals before signing his record deal with Asylum in 1993.

White will perform at the Asylum cocktail party, at 3:30 p.m. Oct. 9 in the Fontainebleau's Bordeaux Room, as part of the Country Seminar Within a Seminar.



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SOUNSCAN/BDS COO PRESENTS NEW (INTER)FACE OF BDS

by Marc Schiffman

On Oct. 8 at noon, Radio Seminar attendees will be able to spend time with SoundScan/Broadcast Data Systems COO Mike Shalett, who will demo new software that combines the tracking of sales and airplay and will also be available for questions.

We spoke with Shalett about the newly merged operations and their offerings.

What do you want people at the seminar to come away from your session with?

I want to make sure they understand what we're doing from both a technological basis and how we are continuing to bring the system forward, with system and product developments that come now as a result of BDSRadio, BDS, and SoundScan all coming together.

Part of our mantra for the convention [is] how service-oriented we are and how much more service-oriented we plan to be.

[They should understand] the track record that the SoundScan and VideoScan companies have in the States, Canada, and even Japan, where our customers have experienced great customer service. We plan to accent and upgrade those capabilities on the BDS side as well.

Talk about your new products.

We have one called Insight, a Web-deliverable product, brought to customers every Wednesday morning, concurrent with the availability of SoundScan. It allows them to look at the week on a Monday-through-Sunday basis of spins and audi-

ence against sales and be able to do rapid-fire analysis.

Also, we've just developed an entirely new interface for our BDSRadio product, which we barter to radio stations. We'll be doing a demonstration of that. Plus, as part of our session we want to make sure we're listening to what's going on out in the marketplace and what people want to tell us.

What's the most important thing to you about linking SoundScan and BDS data?

We have 7% album growth in [U.S.] over-the-counter unit sales of albums, according to SoundScan this year . . . However, the more people I talk to on the label side, the more I hear that the profit is not going up by 7%, and the reason for that is the expensive cost of marketing: videos; co-op advertising buys with retail; flying the band in to play for radio stations, etc. [The new products] can help all parties concerned become much more efficient.

They are efficiency tools. If I've got spins and I don't have sales, I may not have a record. If I have sales, it may be something that I want to chase for spins.

If I'm a radio station and I'm watching somebody else play a record and I see the reactive response by consumers, I can react.

You've made some staffing changes since your arrival.

We brought a very seasoned record promotion guy in to be our West Coast GM for both SoundScan and BDS in Mark Tindle. Mark's background includes radio, record retail, and the last 10 years with promo-

tion. There wasn't a former promotion man on the staff when I got here, so I think that having somebody who's [been] in the trenches all the time was important.

We also brought in Abbe Frank, who is working on the combined product, Insight. She's a longtime PolyGram/Universal person on the sales and distribution side.

Then we've also brought in guys like Doug Grober. Doug came from a small record label. He's now our rock format coordinator. Vinnie Martino, [who] came from Universal, [is] working top 40, [country], and AC. Kyle Brown does urban. We have Diego Aguilar on the Latin side. We're trying to spend more time micro-managing each individual format and take an even more proactive attitude to our customers.

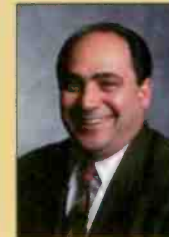
Is there still a beta-test password people can use to try the BDSRadio software?

There is a site, BDSRadio.com, where any radio person can acquire a demo ID. They fill out an online application, and then they are immediately E-mailed a password.

BDSRadio.com is a really hot product. It's far superior to anything else that's out in the marketplace as far as a product for radio . . . It has a heck of a lot more features: instant access to six-week rolling charts; SoundScan information from 100 DMAs, nationally; a search engine which can find any title or artist in our monitored universe, which, again, is over 1,100 stations. And it's available for a lot less inventory than any other service.

Beyond cross-referencing of SoundScan and BDS, you have more information that enters into the equation.

We're looking to bring radio market segmentation information about artists, the people who buy them, through market segmentation of SoundScan data and also through our Tap program. We have more than a million consumers right now who are using frequent shopper cards where we track individual purchases. That's all part of the VNU entertainment group.



SHALETT

And that's helping us to offer great market segmentation services. I know that radio has embraced the idea of market segmentation. They use it with their own listener lists. I think it can be a boon to the idea of helping program multiple radio stations in individual markets.

Does radio use SoundScan information as well as it could when it comes to programming decisions?

That's questionable. We don't have a heck of a lot of radio stations that individually subscribe to SoundScan. I don't know if that's because they were begging record companies for our data. But now we're delivering it in BDSRadio. If I'm out there programming, I'd really like to get a look at the sales information and see what's going on with records. Particularly in country, it's great to see what's going on with Shania or Garth, but we track sales down to [the market Nos. 100-150 level, which] should be an important part of any programmer's tool kit when making decisions about what records he or she wants to play.

On the Internet side, will you track Webcasters with BDS and E-commerce sales on the SoundScan side?

As far as [streaming audio] and things of that nature, BDS is working actively right now on developing systems to be able to measure streaming audio or simulcast audio on the Web. A lot of different things go into it technologically—the inconsistency of the signal, sometimes, on the Web, with servers going up and down. Where do we want to be in terms of data collection? Is that collected from a central point? Is that collected at the head-end of whoever the provider is? We're on top of it, and we're working also with a lot of other people involved in Web broadcasting to bring the BDS services that can act as a guide to consumers; i.e., while watching a Web site and listening to audio, having something visually go by that tells you the author, the artist, and the title.

From the SoundScan side, other than Amazon.com . . . every major Internet retailer you can think of in the United States [reports their sales to us] . . . We capture a huge amount of data right now, and as a matter of fact, our Internet sell-through chart is published in Billboard every week.

meet arbitron's new radio BOSS

by Frank Saxe

In February, Scott Musgrave began to oversee all the daily operations of Arbitron's radio operations, since Pierre Bouvard became executive VP of the Worldwide Media Services division, focusing on international acquisitions and new ventures. "Pierre is still overseeing radio in a very general sense. There's going to be a lot of times you'll see him out at some things, because he is still linked to radio. A lot of what I've done in the last four years has been very internally focused, but more and more, I'll be trying to get out and spend more time with broadcasters and programmers," says Musgrave. As part of that transition, Musgrave has taken Bouvard's seat at the head of the Radio Advisory Council and the Scarborough Council.

More immediately, Musgrave and Radio Programming Services manager Bob Michaels will present a "Programmers' Mini Fly-In" during the Billboard/Airplay Monitor Radio Seminar, covering the ratings

firm's latest developments at 2:45 p.m. Oct. 8 in Fontainebleau's Ballroom C. Then until 6 p.m., attendees will get the first-ever opportunity to tap into Arbitron's new PD Advantage software for their market.

In addition to his eight years at Arbitron, Musgrave has been PD of album WVBR (the Bear) Ithaca, N.Y., and a jock at top 40 WTKO in the same market; he also worked in sales and research at adult top 40 WYXR (Star 104.5) and jazz WJJZ Philadelphia.

Musgrave will oversee the introduction of potentially revolutionary technology when the Personal

Portable Meter (PPM) is introduced state-side. "We're looking at the possibility of doing a demonstration market in the U.S. sometime in 2000. We've been meeting with a number of groups and other media, be-



MUSGRAVE

cause PPM is multimedia—you've got cable [and] television also in the mix on this thing." Arbitron is presently testing PPM in Manchester, England, where 300 participants are wearing the watch-like devices that detect media exposure. Musgrave says Arbitron will assess the data it gets from the U.K., including a comparison with diary-based ratings, before deciding whether to move forward with a U.S. test. No decision has been made on which market would be tested.

Musgrave is also looking to address ways to improve diary response rates. Although Arbitron's nearly 40% return average still betters the industry average by at least 10 points, Musgrave says new technology such as caller ID and call blocking is cutting into Arbitron's ability to reach listeners. "If we can't even get on the phone and talk to potential diary-keepers, it's very difficult to convince them to return the diaries or participate in the survey." While R&B programmers have been most vocal about the issue, worrying that young African-American males are being missed, Musgrave says the issue affects all formats and demos. "We have invested a great deal of money every year to look at and test

different methods to try to keep response rates as high as possible, including the number of times we call a household, the premium, and follow-up letters. We recognize it is a very important issue to broadcasters in terms of quality. We're far from waving the white flag and saying we give up."

Musgrave says he is also by no means giving up on improving the way people think of Arbitron. "The image of Arbitron has been far from perfect and has been tarnished over the years for many reasons," but, he says, both Bouvard and former radio chief Steve Morris have helped change that. In particular, he believes the company is doing a better job by being open-minded about the changing needs of radio groups in terms of data provided and software offered. "We've put a lot of time, money, and resources to get out there and have a much better interaction with PDs than we've ever had before. We see this as a work in progress." Musgrave says customer-feedback surveys and anecdotal conversations lead him to believe the company's image is getting better, although he is quick to add, "We don't want to stop. We want to continue to see it improve."

Billboard + Monitor radioseminar

OCTOBER 7-9 1999
FONTAINEBLEAU HILTON, MIAMI BEACH

SCHEDULE of events . . .

THURSDAY, OCTOBER 7, 1999

9:00 am - 10:00 am

HESTON HOSTEN MEMORIAL GOLF TOURNAMENT
to Benefit TJ Martell Foundation for Cancer, Leukemia & AIDS Research.
Miami Shores Country Club

GET VERTICAL!!

at the 1999 BILLBOARD/AIRPLAY MONITOR RADIO SEMINAR
ALL WEEKEND on THE GREAT LAWN,
experience RCA's VERTICAL HORIZON thrill ride!
GET VERTICAL and get your FALL '99 RCA HIT HOLDER



1:00pm - 7:00pm Fontainebleau Ballroom D

REGISTRATION

Check out Elektra's video reel



2:00pm-3:45pm Fontainebleau Ballroom A

WHERE MY GIRLS (AND BOYS) AT?

WHAT'S UP WITH 12-24 LISTENING?

Teen listening is down 10% over the past six years; 18-24 listening is down 14%.
And that's despite the resurgence of top 40, the advent of R&B stations that
"represent hip-hop and R&B" and the rise of "extreme" rock-and-roll. In a world where
relatively few stations still have the luxury of being able to target 12-24,
how will broadcasters keep the next generation of diarykeepers tuned in,
especially with digital satellite radio on the horizon.

Moderator: Larry Rosin, Edison Media Research.

Panelists: Mike Donovan, Vallie Richards Consulting
Cedric Hollywood, WEDR

4:00pm-5:15pm Fontainebleau Ballroom A

NEW MEDIA: NEW PARADIGM OR NEW PACKAGE?

Internet radio listening is already a reality. Satellite audio by subscription is just around
the corner. Does new media represent a radical shift in the playing field?
Or with the increasing involvement of traditional players, will new media be the
continuation of traditional radio programming by different means?

Panelists: Lee Abrams, XM Radio
Gregg Alexander, Spinner.com/Winamp/AOL Music
Gary Bernstein, SuperRadio
Ian Harrison, VH1@Work
Norman Hawley, Disc Jockey.com
Lou Simon, Music Choice
Cindy Sivak, CD Radio

7:00pm - 9:00pm **OPENING NIGHT RECEPTION**

The Great Lawn, outdoors at the Fontainebleau

9:00pm - 1:00am **STRICTLY RHYTHM & GROOVILICIOUS
EXOTIC, EROTIC PARTY!**

SOLID GOLD 2355 Sunny Isles Blvd. at 163rd St., 305-956-5726
Miami's hottest "exotic dance club" Free bus pick up to and from the Fontainebleau
running all night, free admission with badge, free drinks and hors d'oeuvres.
Check out the best dance music and artist performances!



10:00pm **THE LIVING ROOM Nightclub**

671 Washington Avenue, (at 6th St. South Beach)

The Living Room welcomes Seminar attendees with Free VIP admission until Midnight
with complimentary Tanqueray cocktails from 10:30pm - 12:00pm

11:30 til... (Burgundy/Lorraine LEVEL 1)

LATE NIGHT JAMS! Marone's Garage

FRIDAY, OCTOBER 8, 1999

8:00am **Y-100'S FOOTY AND THE CHIX AT SIX LIVE BROADCAST**

with Capitol Recording artist Meredith Brooks. Meredith will perform and answer
questions for local contest winners live on the air! There's certain to be a couple of
surprises from one of South Florida's highest rated morning shows!

10:00am - 5:30pm Fontainebleau Ballroom D

REGISTRATION

Check out Elektra's video reel.

Enjoy a cup of coffee compliments of Wind-Up Records.



SIMULTANEOUS PANELS

10:30am - 11:45am Fontainebleau Ballroom A

TOP 40 GETS ITS GAME ON

Sponsored by Trauma Records, performance by Bree Sharp

Last fall, PDs were geared up for a new "extreme" cycle of music to pull
listeners away from mainstream top 40 again. Instead, the format ended up posting its
highest numbers in years. How much upside is left for mainstream top 40 and how do
we get there? What to do about those 18-24 listeners who don't like the same music
as the listeners on either side?

Moderators: Sean Ross, Airplay Monitor

Dave Sholin

Panelists: Adam Cooke, WXXL
John Peake, KRBE
Tom Poleman, WHTZ (Z100)
Rob Roberts, WHYI (Y100)
Chris Shebel, WKIE
Dave Universal, WKSE (KISS 98.5)
Jon Zellner, KMXV (MIX 93.3)



10:30am - 11:45am Fontainebleau Ballroom B

WHEN CLASSIC ROCK REALLY ROCKS

Sponsored by Mystic Music, performance by FireHouse

"Classic rock that really rocks" is rock radio's fastest growing sub-format of the last
year. It's so hot that some album rock outlets are trying to co-opt the position, or at least
service-mark the slogan, before their competition. We'll look at the format from a
mainstream rock standpoint-what happens when you have to compete against it? Is it
possible to co-opt the position and still play currents? Is it too tied to the '80s hair
bands to be the "Rock of Ages"?

Moderators: Bill Jacobs, Jacobs Media

Panelists: Ray Koob, CMC Int'l
Marty Linck, KXOK
David Moore, WFYV
Kris Winston, KZEP

12:00pm - 1:15pm Fontainebleau Ballroom C

THE SECOND DECADE WITH MIKE SHALETT

Ten years ago, the advent of Broadcast Data Systems revolutionized the way hit music
was charted. Now, new BDS chief (and SoundScan founder) Mike Shallett talks about
the revamping of BDS for its second decade and answers your questions about
BDS and SoundScan.

1:15pm - 2:45 pm **LUNCH BREAK**

SIMULTANEOUS PANELS

2:45pm - 4:00pm Fontainebleau Ballroom A

ARTIST PANEL Sponsored by AMFM Radio Networks

Hitmakers talk about their relationships with radio. How do they really feel about free
radio shows? Who's been naughty to them and who's been nice? What do they wish
you knew about them?

Panelists: Meredith Brooks, Capitol
Deana Carter, Capitol Nashville
Montell Jordan, Def Soul/Island Def Jam
Danni Leigh, Monument Records
Brian McKnight, Motown
Kim Richey, Mercury



2:45pm - 6:00pm Fontainebleau Ballroom C

ARBITRON & BILLBOARD/AIRPLAY MONITOR PRESENT THE PROGRAMMER'S MINI-FLY-IN:

Not budgeted for a trip to Columbia, Md., this year? Join Arbitron's Bob Michaels and
Harry Clark for a rapid-fire overview of Arbitron's hot topics: Internet radio, the people
meter, the new PD Advantage product, and your chance for Q&A with the boss, Arbitron's
Scott Musgrave. Then until 6pm, get your first opportunity to tap into Arbitron's new PD
Advantage software for your market.

SIMULTANEOUS PANELS

4:15pm - 5:30pm Fontainebleau Ballroom A

SO CLOSE, SO FAR: R&B VS RHYTHMIC TOP 40

Sponsored by Loud Records, performance by TASH

They share so much music and so many programming issues. Yet the relationship
between these formats has long been thorny and politically charged. We'll examine the
history of the R&B/rhythm/crossover issue and look for long-term solutions.

Panelists: Russ Allen, WJHM

Vinny Brown, WBLS

Tom Calococci, WERQ/WPHI

Maurice DeVoe, WPGC

Lisa Ellis, Columbia Records

Stephen Hill, BET

Michael Johnson, Arista Records

Larry Khan, Jive Records

Tony Monte, RCA Records



4:15pm - 5:30pm Fontainebleau Ballroom B

WELCOME TO THE FOLD: THE FIRST ACTIVE/MODERN SESSION

Modern Rock is rocking harder. Active rock is increasingly modern-flavored. So why
hasn't anybody brought modern and active rock together on a panel before? We'll look
at the shared programming issues between the format and the differential treatment
that some programmers say they're experiencing.

Moderators: Danny Buch, Atlantic

Steve Leeds, Universal

Panelists: Erick Anderson, WNVE

Brian Krysz, Cromwell Group

Bob Neumann, WWDC

Gregg Steele, Clear Channel

7:30pm **WEDR JAMZFEST, Miami Arena**

Ginuwine, Blaque, Naughty By Nature, Ja Rule, Sisqo, 702, Amyth, LL Cool J,
JT Money and more. **Free admission at backstage entrance and suite
access for seminar badgeholders.**

11:30pm - 1:30am **SOUTH BEACH BLAST AT SHADOW LOUNGE**

1532 Washington Avenue, South Beach

Sponsored by: 550 • Capitol • Wind-Up • Atlantic

Free Admission, complimentary cocktails

SATURDAY, OCTOBER 9, 1999

10:00am - 2:30pm Fontainebleau Ballroom D

REGISTRATION

Check out Elektra's video reel

Enjoy a cup of coffee compliments of Wind-Up Records.



10:30am - 11:45am Fontainebleau Ballroom A

MONITOR'S SECOND ANNUAL STATE OF RADIO SURVEY: LIVE

In Monitor's end of 1998 issue, we looked at programmers' satisfaction with their jobs,
the music available to them, and the state of radio overall. This year we do it live
(yet confidentially) with the help of Elliott Wood from Broadcast Architecture and
Gary Krantz from AMFM Radio Networks.

SIMULTANEOUS PANELS

12:00pm - 1:15pm Fontainebleau Ballroom A

AC: HOW ADULT? HOW CONTEMPORARY?

Sponsored by Island Def Jam/Mercury Nashville

performance by Kim Richey

THE ISLAND DEF JAM MUSIC GROUP
A UNIVERSAL MUSIC COMPANY

Adult top 40 is rocking harder than ever. And mainstream AC is no longer the
softest, most relaxing spot on the dial, at least in New York, Chicago, L.A., and
other major markets. Adult top 40 and mainstream AC programmers join Columbia's
Elaine Locatelli and Zapoleon Media Strategies' Lorrin Palagi in examining the
format's ongoing evolution.

Moderators: Elaine Locatelli, Columbia Records

Lorrin Palagi, Zapoleon Media Strategies

Panelists: Dusty Hayes, WXPT

Barry James, WTMX

Mary Ellen Kachinske, WQAL

Chris Kampmeier, Clear Channel/Orlando

Jim Ryan, WLTW



SIMULTANEOUS PANELS continued

12:00pm - 1:15pm outdoor TAPAS BAR

R&B: THE VP OF PROGRAMMING PERSPECTIVE M-C-A

Sponsored by MCA - snacks & refreshments will be served
Join R&B's VPs of programming, the men and women who oversee multiple stations, for their look at the format's hottest issues.

Moderator: Helen Little, AMFM/WUSL
Panelists: Tony Fields, Blue Chip
Steve Hegwood, Radio One
Ken Johnson, Stratford Research
Doc Wynter, Clear Channel

12:00pm - 1:15pm Fontainebleau Ballroom B

MODERN ROCK ROUNDTABLE

Sponsored by Hybrid Recordings, performance by Mike Erico

We're tossing out the conventional panel setting to encourage your thoughts on modern rock. You bring your opinions. We'll provide the mic, the beers and an informal forum to address a variety of topics about the state of the format.

Moderators: Mike Halloran, KLYY (Y107)

Dave Hill, WMRQ
Jerry Rubino, CD Radio
Rick Schmidt, WPLA

1:30pm - 2:45pm Fontainebleau Ballroom A

LA DULCE 'VIDA': THE RISE OF LATIN CROSSOVER

1999 has been a banner year for Latin crossover artists and all indications are that more of Spanish-language radio's superstar acts are poised to make the move in the coming months. Here's Billboard/Monitor's exclusive look at the Spanish-radio landscape, the competition between Spanish and English-language radio for Hispanic listeners and what's still to come.

Panelists: Tracy Austin, WKSS
Jerry Blair, Columbia Records
Domino, WFLZ
Alejandro Fas, Universal Music Latino
David Gleason, Heffel Broadcasting
Linda Johnson, BDS
Jorge Pino, Sony Latin
Bill Tanner, Hispanic Broadcasting Company
Nomar Vizcarrondo, WLAT

10:30am - 3:30pm LaMans/Bordeaux/Burgundy LEVEL

COUNTRY SEMINAR WITHIN A SEMINAR... a special agenda 10:30am - 11:45am

WHO'S ON FIRST, WHAT'S ON MID-DAYS

Panel will focus on syndicated dayparts and programming the newer technologies, such as so-called virtual radio. Also discussed will be ways to work with, and compete against, these new radio tools, which can both complement and compete with local programming.

Panelists: Joye Albright, McVay Media
Dale Carter, KFKF
Lance Houston, AMFM/Star System
Lia Knight, "Neon Nights" Broadcast Programming
Jim Murphy, Jones Radio Network

11:45am - 1:00pm LUNCHEON KEYNOTE ADDRESS FROM ASYLUM ARTIST GEORGE JONES

1:00pm - 2:15pm THE TRUE COST OF AIRPLAY

A session geared toward both country labels and stations. It will focus on the "cost per station" labels pay to set up each new single and where and how the money is spent. Amazingly, labels say that even in a universe of fewer reporting stations, the average cost of getting airplay on each new single has more than doubled, from \$1,000-\$2,000 per station to \$3,000-\$5,000 a piece, thanks to radio tours, showcases, radio advertising, and other non-traditional revenue programs created by broadcast groups.

Moderator: Tim Closson, AMFM
Panelists: Eric Logan, WQYK
Michael Powers, Mercury Records
Joel Raab, Joel Raab Associates
Larry Wilson, Citadel Comm.
Bobby Young, Young-Olsen & Assoc.

2:15pm - 3:30pm IS YOUR GUT STILL AWAKE?

As the name suggests, this session will touch on call-out research and charts, as well as on other programming topics. Including such issues as singles sticking around longer as a result of monitored airplay and labels slowing down release schedules from the usual three or four singles per album to two, a move that may result in new business models for record companies in 2000.

Moderators: Brad Howell, Warner/Reprise Nashville
Bob McKay, WKIS Miami

3:30pm - 5:00pm Bordeaux COCKTAIL PARTY SPONSORED BY ASYLUM with a performance by Bryan White



7:00pm GRAND BALLROOM Ticket pick-up/purchases

8:00 pm Billboard/Airplay Monitor radio awards show

Hosted by



Dee Snider & Doug Banks

SPECIAL PERFORMANCE BY "THE ARTIST"



sponsored by
ARISTA

FOR REGISTERED ATTENDEES ONLY!!!

Immediately following the performance...

Clive Davis, President of Arista Records, invites you to an

After Show Cocktail Party

Fontainebleau Ballroom D

12:00am MOJITO ROOM 136 Collins Avenue, South Beach

Complimentary VIP entry for all radio seminar attendees.

nightlife guide

Sun, surf, sand, and beautiful people fill the streets of Miami's South Beach. While the pool and beach rule the day, the real fun can be had at night when South Beach sizzles. Here is a list of hotspots around town. Maybe it's the sun or the Latin influence, but just about all these places has at least some dancing.

- **Amnesia**, 136 Collins Ave., 305-531-5535
Perfect for hardcore dance freaks, with an cool-down lounge called the Mojito Room and Thursday a Latin dance party.
- **Bar Room**, 320 Lincoln Road, 305-532-9123
Large lounge. If you're lucky you'll hear Billboard reporting DJ Chicco Secci.
- **Bar 609**, 609 Washington Ave., 305-673-5609
Young, hip, and very sexy scene.
- **Bash**, 655 Washington Ave., 305-538-2274
Upscale, nice outdoor patio.
- **Blue**, 222 Española Way, 305-534-1009
It's new and very blue. Laid back and hip lounge-meets-club atmosphere.
- **Casa Salsa**, 524 Ocean Drive, 305-604-5959
Ricky Martin's restaurant. Live music, salsa.
- **Chaos**, 734 Washington Ave., 305-674-7350
Trendy fashion crowd. See and be seen.
- **Cleveland**, 1020 Ocean Drive, 305-531-3485.
Oceanside sports bar and dance club.
- **Club Deep**, 621 Washington Ave., 305-532-1509
Dance club sits atop a 2,000 gallon aquarium.
- **Club Deuce**, 222 14th St., 305-531-6200
Sorta a dive. But sometimes that's just what you need.
- **Club Zen**, 1203 Washington Ave., 305-673-2817
Lights, music... Action! Huge dance floor, high-energy music.
- **Cristal Nightclub**, 1045 5th Street, 305-604-2582
Older, well-dressed crowd. Food until 5 a.m. Live Latin acts.
- **El Habito**, 5401 Collins Ave., 305-867-4010
Live music venue. Blues on most Fridays.
- **Fallabella Bar**, 1650 James Ave., 305-913-1000
Entertainment industry hangout.
- **Groove Jet**, 323 23rd St., 305-532-2002
The biggest outdoor patio in South Beach.
- **Jazid**, 1342 Washington Ave., 305-673-9372
Small club featuring live jazz and blues music.
- **Liquid**, 1439 Washington Ave., 305-532-9154
Squeeze onto dance floor with super models and celebrities.
- **The Living Room**, 671 Washington Ave., 305-532-2340. Big bar, small dance floor combine to make it a great place. Seminar VIP party Thursday night.
- **Lua**, 409 Española Way, 305-534-0061
Chic international crowd.
- **Lucky 13**, 1801 Collins Ave., 305-535-1007
Rock bar and club inside the Shelbourne Hotel.
- **Marlin Bar**, 1200 Collins Ave., 305-673-8373
Jazz on Fridays, 80s on Saturdays and Funk on Sundays.
- **Mission**, 637 Washington Ave., 305-534-5420
Home for electronic music in Miami.
- **National Hotel**, 1677 Collins Ave., 305-532-2311
Jazz club.
- **Night Flight Lounge**, 643 Washington Ave., 305-538-0230. Salsa and merengue on the patio, drums and bongos indoors.
- **Paramount Cafe**, 1040 Lincoln Road, 305-535-8020
Live jazz club.
- **Red Square**, 411 Washington Ave., 305-672-0200
This place would make Russians homesick, except the vodka and caviar is too plentiful.
- **Salvation**, 1771 West Ave., 305-673-6508
Large dance space. Friday's crowd is mixed; Saturday's gay.
- **Shadow Lounge**, 1532 Washington Ave., 305-531-9411. Site of the Seminar's "South Beach Blast" on Friday night.
- **Starfish**, 1427 West Ave., 305-673-1717
Salsa Friday night is one of the hottest scenes in South Beach.
- **Studio 23**, 247 23rd St., 305-538-1196
Salsa, merengue and cumbia music with a Columbian flair.
- **Warsaw Ballroom**, 1450 Collins Ave., 305-531-4555
Dancing and wet t-shirt contests.
- **Wax**, 1801 Collins Ave., 305-604-9944
A live DJ Thursday through Saturday.
- **Yuca**, 501 Lincoln Road, 305-532-9822
Latin restaurant, Latin music, jazz, dancing and orchestras.
- **Zanzibar**, 615 Washington Ave., 305-538-6688
Drum-n-bass club in the U.K. style.

GREATEST GAINERS

Strongest Increase In Airplay This Week

INCREASE IN
DETECTIONS

FAITH HILL • <i>Breathe</i> (WARNER BROS./WRN)	+706
KKAT +29, KCCY +24, KXKC +19, WYNY +19, WWGR +18, WCKT +18, WPOR +17, WQIK +16, WAMZ +16, KEELY +16	
STEVE WARINER • <i>I'm Already Taken</i> (CAPITOL)	+632
WYNY +31, KYCW +22, WCOL +21, WWGR +20, WYYD +18, WHOK +18, KNCI +17, WOKO +15, KTOM +14, WROO +14	
SHANIA TWAIN • <i>Come On Over</i> (MERCURY)	+620
KXKC +28, WOW +19, KPLX +19, KIKF +18, KSON +18, KMDL +17, WOKO +14, WOGY +13, WCMS +13, KTOM +12	
REBA • <i>What Do You Say</i> (MCA NASHVILLE)	+617
KSCS +27, KMPS +18, KPLX +17, WYNY +16, WYNY +16, KXKT +15, KMLE +15, WUSY +14, WKSF +13, WDRM +13	
BRAD PAISLEY • <i>He Didn't Have To Be</i> (ARISTA NASHVILLE)	+591
WNKT +15, WQBE +15, WUSY +15, WDSY +15, WVLK +14, WCOS +14, WMZQ +14, WSSL +13, WCMS +13, WRBT +12	
ALAN JACKSON • <i>Pop A Top</i> (ARISTA NASHVILLE)	+509
KSOP +26, KUPL +20, KPLX +20, WNKT +19, WSM +19, WKDF +18, KIKK +18, KEELY +17, KTST +16, WBCT +16	
KENNY CHESNEY • <i>She Thinks My Tractor's Sexy</i> (BNA)	+468
KCCY +19, WWGR +18, KXKC +18, WRNS +16, WDRM +16, WSM +16, WAMZ +15, KEELY +14, WOKO +13, WKXC +13	
JOHN MICHAEL MONTGOMERY • <i>Home To You</i> (ATLANTIC)	+453
WYNY +28, KYCY +19, KXXY +18, WGGY +15, WSCA +15, WOGK +14, WPOR +13, WROO +13, KILT +12, WKLB +11	
CLINT BLACK • <i>When I Said I Do</i> (RCA)	+404
WQXK +14, WPOC +14, WIL +12, KILT +12, KSOP +11, KSON +11, KYCY +10, WRBQ +10, WNOE +10, WOGY +9	
MONTGOMERY GENTRY • <i>Lonely And Gone</i> (COLUMBIA)	+359
KTST +17, WNKT +16, WYYD +16, WPOR +14, WGGY +12, WCKT +12, KKAT +11, WKIX +10, WYNY +10, WDAF +10	
TY HERNDON • <i>Steam</i> (EPIC)	+318
KTST +14, WSM +12, KXKC +11, KTOM +11, WPOR +11, WGNA +11, WRBT +10, WGAR +9, KYCY +8, KRST +8	
YANKEE GREY • <i>All Things Considered</i> (MONUMENT)	+310
KYNG +14, WPOR +14, KRTY +14, WWGR +13, KRMD +13, KSOP +12, WCTO +11, KXKC +11, WGGY +11, WSIX +11	
MARTINA MCBRIDE • <i>I Love You</i> (RCA)	+301
WYYD +18, WGAR +17, KPLX +16, KFKF +14, WOGY +13, KSKS +13, KXKC +12, WKSJ +12, WCOS +11, WSSL +11	
SHANE MINOR • <i>Ordinary Love</i> (MERCURY)	+289
WGNA +12, WKCQ +10, WOGY +8, WSSL +8, WIVK +8, WBEE +8, KAJA +8, WKSJ +7, WKKX +7, KFRG +6	
TRACY BYRD • <i>Put Your Hand In Mine</i> (RCA)	+275
KCCY +21, WOKQ +13, KBEQ +13, WMJC +12, WPOR +12, KIKK +12, WSSL +11, KGMV +9, KUPL +8, WDRM +7	


MOST NEW STATIONS

Songs with 6 or more detections at new stations this week

	NEW STATIONS		NEW STATIONS
FAITH HILL <i>Breathe</i> (Warner Bros.)	56	SHEDAISY <i>This Woman Needs</i> (Lyric Street)	16
ALAN JACKSON <i>Pop A Top</i> (Arista Nashville)	33	JOE DIFFIE <i>The Quittin' Kind</i> (Epic)	15
KENNY CHESNEY <i>She Thinks My Tractor's Sexy</i> (BNA)	29	SHANIA TWAIN <i>Come On Over</i> (Mercury)	12
TRACY BYRD <i>Put Your Hand In Mine</i> (RCA)	20	TY HERNDON <i>Steam</i> (Epic)	12
REBA <i>What Do You Say</i> (MCA Nashville)	18	TOBY KEITH <i>When Love Fades</i> (DreamWorks)	12
TRACE ADKINS <i>Don't Lie</i> (Capitol)	17		

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

#1		KMLE Phoenix, AZ PD: Jeff Garrison MD: Jon Allen Airplay Leader Designations: 7
#2	KPLX, Dallas, TX (PD/MD: Brian Philips/Cody Alan)	5
#3	WWGR, Ft. Myers, FL (PD/MD: Chris O'Kelley/Steve Hart)	3
#4	KEEY, Minneapolis, MN (PD/MD: Gregg Swedberg/Travis Moon)	3
#5	KBEQ, Kansas City, MO (PD/MD: Mike Kennedy/T.J. McEntire)	2

The Airplay Leaderboard ranks taste-maker stations that have been the most successful in identifying future hit records as measured by the amount of AIRPOWER titles for which they were Airplay Leaders. Refer to the IMPACT! page to see this week's Airplay Leaders.

COUNTRY RECURRENT AIRPLAY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS		RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW			TW	LW
1	SINGLE WHITE FEMALE CHELY WRIGHT (MCA NASHVILLE)	2185	2582	14	STAND BESIDE ME JO DEE MESSINA (CURB)	1250	1229
2	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU ALABAMA (RCA)	2097	2150	15	YOU WERE MINE DIXIE CHICKS (MONUMENT)	1201	1255
3	LITTLE GOOD-BYES SHEDAISY (LYRIC STREET)	1904	2032	16	I DON'T WANT TO MISS A THING MARK CHESNUTT (DECCA/MCA NASHVILLE)	1156	1210
4	HOW FOREVER FEELS KENNY CHESNEY (BNA)	1802	1909	17	WISH YOU WERE HERE MARK WILLS (MERCURY)	1142	1151
5	A NIGHT TO REMEMBER JOE DIFFIE (EPIC)	1717	1829	18	TONIGHT THE HEARTACHE'S ON ME DIXIE CHICKS (MONUMENT)	1000	953
6	WHATEVER YOU SAY MARTINA MCBRIDE (RCA)	1574	1569	19	TWO TEARDROPS STEVE WARINER (CAPITOL)	991	1015
7	YOU WON'T EVER BE LONELY ANDY GRIGGS (RCA)	1573	1609	20	WIDE OPEN SPACES DIXIE CHICKS (MONUMENT)	981	1142
8	PLEASE REMEMBER ME TIM MCGRAW (CURB)	1561	1653	21	THIS KISS FAITH HILL (WARNER BROS.)	960	1074
9	UNBELIEVABLE DIAMOND RIO (ARISTA NASHVILLE)	1372	1323	22	WHERE THE GREEN GRASS GROWS TIM MCGRAW (CURB)	935	876
10	I'LL THINK OF A REASON LATER LEE ANN WOMACK (DECCA/MCA NASHVILLE)	1367	1367	23	BUSY MAN BILLY RAY CYRUS (MERCURY)	906	876
11	ANYONE ELSE COLLIN RAYE (EPIC)	1338	1283	24	ORDINARY LIFE CHAD BROCK (WARNER BROS.)	875	810
12	MAN! I FEEL LIKE A WOMAN! SHANIA TWAIN (MERCURY)	1296	1245	25	BYE BYE JO DEE MESSINA (CURB)	858	865
13	NEVER BEEN KISSED SHERRIE AUSTIN (ARISTA NASHVILLE)	1254	1660				

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 25.



Talent got us to the finals... ...or was it our pushy parents?

Country's Most Wanted, hosted by WSM-FM's Bill Cody and Amie Harper, is a Finalist for the 1999 Billboard/Airplay Monitor Award for Best Country Network/Syndicated Program of the Year. (We'll nail it in the swimsuit competition.)

Get Bill and Amie for your weekends now.



Contact Barbara Silber, Director of Country Affiliate Relations, New York (212)302-1100

CMT VIDEO PLAYLIST TRACKING PERIOD: SEPT. 24 - SEPT. 30 1999 PD: Chris Parr CBS Cable 615-457-8500

Great American Country PD: John Hendricks MD: Harriett Connolly Jones Int'l Networks 302-792-3111

KZLA Los Angeles OM: Marida Pettigrew APD: Mandy McCormack Bonneville 323-882-8000

WUSN Chicago PD: Justin Case MD: Tricia Biando Infinity 312-649-0099

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

WMZQ Washington, DC PD: Mac Daniels MD: John Anthony AMFM 301-231-8231

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

WXTU Philadelphia PD: Ken Johnson Beasley 610-667-9000

WYNY New York PD: Darrin Smith APD/MD: Shan Roth Big City Radio, Inc. 914-592-1071

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

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

KNIX Phoenix PD: Alan Sledge APD/MD: George King Clear Channel 480-966-6236

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

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

WGAR Cleveland PD: Clay Hunnicutt MD: Chuck Collier Clear Channel 216-328-9950

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

KMPS Seattle PD: Mark Richards MD: Tony Thomas Infinity 206-805-0941

WYAT Atlanta PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106

WYCD Detroit PD: Lisa Rodman APD/MD: Ron Chatman Infinity 248-799-0600

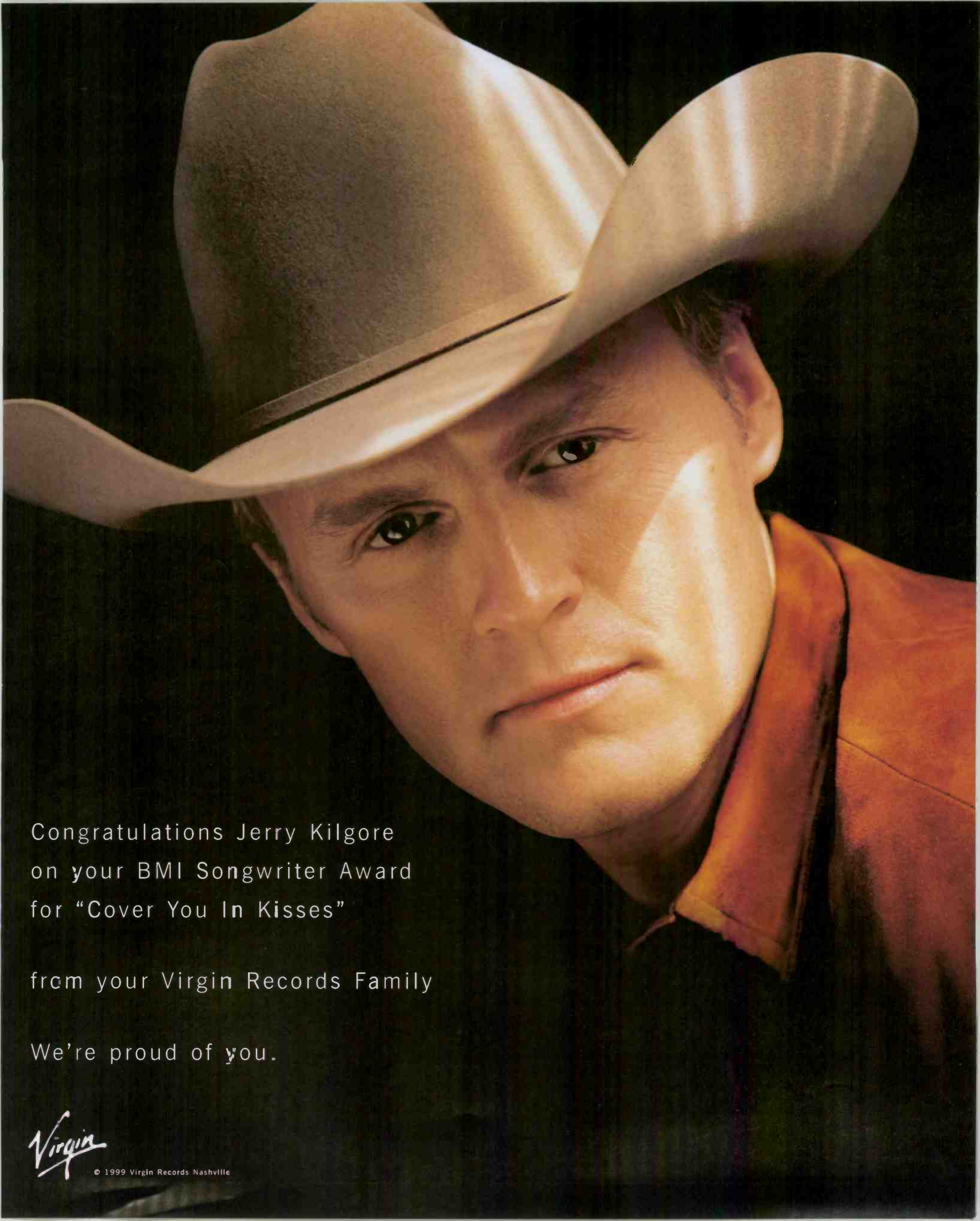
WIVK Knoxville OM: Mike Hammond APD: Colleen Addair Dick Broadcasting 423-588-6511

WDSY Pittsburgh OM/MD: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400

KBKQ Houston PD: Tim Murphy APD/MD: Steve Gluttari AMFM 713-961-0093

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

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



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on your BMI Songwriter Award
for "Cover You In Kisses"

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AIRPLAY Monitor POWER PLAYLISTS COUNTRY

FOR WEEK ENDING OCTOBER 3, 1999

First Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

KYCY San Francisco
PD: Dene Hallam
APD/MD: Steve Jordan
Infinity 415-391-9330

TW	LW		
1	Jo Dee Messina, Lesson In Leavin'	54	43
2	Tim McGraw, Something Like That	53	49
3	Martina McBride, I Love You	53	50
4	Trisha Yearwood, I'll Still Love You Mor	52	29
5	John Michael Montgomery, Home To You	51	32
6	Lonestar, Amazed	51	47
7	Doug Stone, Make Up In Love	35	27
8	LeAnn Rimes, Big Deal	35	33
9	Joe Diffie, Night In Remember	34	29
10	Shania Twain, Come On Over	33	24
11	Kenny Chesney, You Had Me From Hello	33	31
12	Montgomery Gentry, Loney & Gone	32	33
13	Steve Wariner, I'm Already Taken	32	33
14	Dixie Chicks, Ready To Run	31	32
15	Mark Willis, She's In Love	28	26
16	Dixie Chicks, Goodbye Earl	28	26
17	Chely Wright, Single White Female	27	49
18	Lonestar, Smile	26	10
19	Alan Jackson, Little Man	25	19
20	Lee Ann Womack, (Now You See Me) Now You Don't	25	19
21	Shania Twain, I Don't Want To Miss A Thing	25	27
22	George Strait, What Do You Say To That	24	22
23	Faith Hill, Breathe	24	22
24	Alan Jackson, Little Man	22	47
25	Dixie Chicks, Ready To Run	22	43
26	Mark Chesnut, I Don't Want To Miss A Thing	20	18
27	Sawyer Brown, Orville Rides Again	19	17
28	Kenny Chesney, How Forever Feels	19	17
29	Tim McGraw, My Best Friend	17	0
30	Andy Griggs, You Won't Ever Be Lonely	17	16
FI	Tim McGraw, My Best Friend	17	0
FI	Clint Black, When I Said I Do	17	0
FI	Ty Herndon, Steam	8	0

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

TW	LW		
1	Alan Jackson, Little Man	39	36
2	Tim McGraw, Something Like That	39	38
3	Lonestar, Amazed	35	35
4	Chely Wright, Single White Female	33	34
5	Jo Dee Messina, Lesson In Leavin'	33	35
6	Martina McBride, Whatever You Say	32	27
7	Alabama, God Must Have Spent A Little M	32	30
8	George Strait, Write This Down	30	29
9	Andy Griggs, You Won't Ever Be Lonely	28	30
10	Shania Twain, Come On Over	28	30
11	Brooks & Dunn, Missing You	27	21
12	Steve Wariner, I'm Already Taken	27	23
13	Dixie Chicks, Ready To Run	27	23
14	Martina McBride, I Love You	27	28
15	John Michael Montgomery, Home To You	26	18
16	Doug Stone, Make Up In Love	26	18
17	Lee Ann Womack, (Now You See Me) Now You Don't	26	18
18	Lonestar, Smile	20	21
19	Faith Hill, Breathe	20	21
20	Clint Black, When I Said I Do	19	12
21	Trisha Yearwood, I'll Still Love You Mor	19	12
22	Andy Griggs, I'll Go Crazy	20	11
23	Shedaisy, Little Good-Byes	20	11
24	Brad Paisley, He Didn't Have To Be	19	17
25	Kenny Chesney, You Had Me From Hello	19	19
26	Shania Twain, From This Moment On	18	15
27	Clint Black, When I Said I Do	18	15
28	Tracy Byrd, I'm From The Country	18	20
29	Montgomery Gentry, Loney & Gone	17	16
30	Mark Willis, She's In Love	17	18
31	Dixie Chicks, You Were Mine	17	23
32	Tim McGraw, Please Remember Me	15	17
FI	No First Impressions This Week		

WESC Greenville
OM: Ron Brooks
MD: John Landrum
Clear Channel 864-242-4660

TW	LW		
1	Martina McBride, I Love You	38	40
2	Steve Wariner, I'm Already Taken	34	32
3	Alan Jackson, Little Man	34	33
4	Dixie Chicks, Ready To Run	34	37
5	John Michael Montgomery, Home To You	33	37
6	Kenny Chesney, You Had Me From Hello	33	36
7	Tim McGraw, Something Like That	33	42
8	Montgomery Gentry, Loney & Gone	31	22
9	George Strait, What Do You Say To That	29	24
10	Lee Ann Womack, (Now You See Me) Now You Don't	28	30
11	Trisha Yearwood, I'll Still Love You Mor	27	29
12	Lonestar, Amazed	27	38
13	Clint Black, When I Said I Do	26	23
14	Garth Brooks, It Don't Matter To The Sun	26	23
15	Ty Herndon, Steam	25	22
16	Doug Stone, Make Up In Love	25	22
17	Mark Willis, She's In Love	25	24
18	Reba McEntire, What Do You Say	24	14
19	Andy Griggs, I'll Go Crazy	24	24
20	Shedaisy, Little Good-Byes	24	24
21	Chad Brock, Lightning Does The Work	23	27
22	Brad Paisley, He Didn't Have To Be	22	23
23	Brooks & Dunn, Missing You	22	26
24	Yankee Grey, All Things Considered	21	18
25	Shania Twain, Come On Over	21	18
26	Randy Travis, A Man Ain't Made Of Stone	21	20
27	George Strait, Write This Down	20	18
28	Faith Hill, The Secret Of Life	20	24
29	Sherrie Austin, Never Been Kissed	19	20
30	Reba McEntire, One Honest Heart	18	17
FI	Alan Jackson, Pop A Top	13	0

KWJ Portland, OR
PD: Robin Mitchell
MD: Lola Montgomery
Fisher Broadcasting 503-228-4393

TW	LW		
1	Tim McGraw, Something Like That	40	35
2	Steve Wariner, I'm Already Taken	38	31
3	Dixie Chicks, Ready To Run	36	25
4	Joe Diffie, Night In Remember	36	34
5	Lonestar, Amazed	35	29
6	Martina McBride, I Love You	35	28
7	Chely Wright, Single White Female	35	36
8	Dixie Chicks, Wide Open Spaces	34	10
9	Jo Dee Messina, Lesson In Leavin'	33	20
10	Brooks & Dunn, Missing You	32	21
11	Tracy Byrd, I'm From The Country	27	14
12	Alabama, God Must Have Spent A Little M	27	30
13	Faith Hill, The Secret Of Life	26	32
14	Kenny Chesney, You Had Me From Hello	26	38
15	George Strait, What Do You Say To That	24	15
16	Kenny Chesney, How Forever Feels	24	29
17	Andy Griggs, I'll Go Crazy	22	17
18	Andy Griggs, You Won't Ever Be Lonely	22	23
19	Mark Willis, Don't Laugh At Me	21	9
20	Alan Jackson, Little Man	21	14
21	Jerry Kilgore, Love Trip	20	25
22	Martina McBride, Whatever You Say	20	24
23	George Strait, Write This Down	20	32
24	Brad Paisley, He Didn't Have To Be	18	14
25	Steve Wariner, Orville Rides Again	18	23
26	Trisha Yearwood, I'll Still Love You Mor	18	23
27	John Michael Montgomery, Home To You	16	12
28	Chad Brock, Lightning Does The Work	15	7
29	Clint Black, When I Said I Do	15	13
30	Gary Allan, Smoke Rings In The Dark	14	7
FI	Alan Jackson, Pop A Top	8	2
FI	Tracy Byrd, Put Your Hand In Mine	7	5
FI	Faith Hill, Breathe	6	4

WUSY Chattanooga
PD: Chris Huff
MD: Bill Poindexter
Cumulus 423-892-3333

TW	LW		
1	Brad Paisley, He Didn't Have To Be	36	21
2	Martina McBride, I Love You	35	37
3	Brooks & Dunn, Missing You	33	30
4	Mark Willis, She's In Love	32	37
5	Tim McGraw, Something Like That	32	27
6	Doug Stone, Make Up In Love	30	27
7	John Michael Montgomery, Home To You	30	30
8	George Strait, What Do You Say To That	29	29
9	Steve Wariner, I'm Already Taken	27	22
10	Reba McEntire, What Do You Say	24	10
11	Montgomery Gentry, Loney & Gone	24	20
12	Alan Jackson, Pop A Top	23	18
13	Andy Griggs, I'll Go Crazy	23	19
14	Keith Whiting, Bring It On	21	5
15	Chad Brock, Lightning Does The Work	21	15
16	Clint Black, When I Said I Do	20	19
17	Kenny Chesney, You Had Me From Hello	19	17
18	Andy Griggs, You Won't Ever Be Lonely	18	20
19	Randy Travis, A Man Ain't Made Of Stone	18	20
20	George Jones, Choices	18	23
21	Brooks & Dunn, Missing You	17	15
22	Jason Sellers, A Matter Of Time	17	21
23	Kenny Chesney, She Thinks My Tractor's S	16	14
24	Matt King, From Your Knees	16	14
25	Alan Jackson, Little Man	16	23
26	Tracy Byrd, Put Your Hand In Mine	15	9
27	Dixie Chicks, Ready To Run	15	18
28	Ty Herndon, Steam	14	12
29	Alabama, God Must Have Spent A Little M	14	11
30	Jo Dee Messina, Lesson In Leavin'	14	19
FI	Keith Whiting, Bring It On	21	5
FI	Toby Keith, When Love Fades	13	1

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

TW	LW		
1	Alan Jackson, Little Man	45	39
2	Martina McBride, I Love You	44	46
3	Steve Wariner, I'm Already Taken	41	37
4	Jo Dee Messina, Lesson In Leavin'	38	28
5	Trisha Yearwood, I'll Still Love You Mor	36	32
6	Shedaisy, Little Good-Byes	35	28
7	John Michael Montgomery, Home To You	33	26
8	Kenny Chesney, You Had Me From Hello	31	38
9	Lonestar, Amazed	29	24
10	Martina McBride, I Love You	29	35
11	Montgomery Gentry, Loney & Gone	27	18
12	Dixie Chicks, Ready To Run	27	27
13	Andy Griggs, I'll Go Crazy	23	19
14	George Strait, Write This Down	23	20
15	Clint Black, When I Said I Do	23	23
16	Chad Brock, Lightning Does The Work	22	16
17	Alabama, God Must Have Spent A Little M	22	19
18	Brooks & Dunn, Missing You	22	20
19	Doug Stone, Make Up In Love	21	22
20	Martina McBride, Whatever You Say	20	13
21	Brad Paisley, He Didn't Have To Be	20	18
22	Reba McEntire, What Do You Say	20	22
23	Joe Diffie, Night In Remember	19	20
24	Mark Willis, She's In Love	18	19
25	John Michael Montgomery, Home To You	18	20
26	Chely Wright, Single White Female	18	26
27	Shania Twain, Come On Over	17	7
28	Coltin Ray, Anyone Else	16	10
29	Yankee Grey, All Things Considered	16	14
30	Shania Twain, You've Got A Way	16	27
FI	No First Impressions This Week		

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

TW	LW		
1	Tim McGraw, Something Like That	36	37
2	Martina McBride, I Love You	34	20
3	Jason Sellers, A Matter Of Time	34	29
4	Andy Griggs, I'll Go Crazy	34	33
5	Yankee Grey, All Things Considered	34	33
6	John Michael Montgomery, Home To You	33	27
7	Brad Paisley, He Didn't Have To Be	30	20
8	Dixie Chicks, Ready To Run	30	29
9	Doug Stone, Make Up In Love	24	31
10	Chad Brock, Lightning Does The Work	24	33
11	Shania Twain, Come On Over	24	15
12	Gary Allan, Smoke Rings In The Dark	21	14
13	Shane McAnally, Are Your Eyes Still Blue	21	18
14	Montgomery Gentry, Loney & Gone	21	21
15	LeAnn Rimes, Big Deal	20	11
16	Ty Herndon, Steam	20	15
17	Tracy Byrd, Put Your Hand In Mine	20	19
18	Randy Travis, A Man Ain't Made Of Stone	19	22
19	Clint Black, When I Said I Do	19	23
20	Steve Wariner, I'm Already Taken	19	28
21	Lee Ann Womack, (Now You See Me) Now You Don't	18	15
22	George Strait, What Do You Say To That	18	20
23	Brooks & Dunn, Missing You	18	24
24	Trisha Yearwood, I'll Still Love You Mor	17	16
25	Shania Twain, Live, Laugh, Love	16	15
26	Alan Jackson, Little Man	16	15
27	Reba McEntire, What Do You Say	14	14
28	Mark Willis, She's In Love	13	12
29	Keith Urban, It's A Love Thing	13	13
30	Faith Hill, Breathe	11	0
FI	Faith Hill, Breathe	11	0
FI	Joe Diffie, The Quiltin' Kind	11	1
FI	Alan Jackson, Pop A Top	11	2

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

TW	LW		
1	Chad Brock, Lightning Does The Work	33	25
2	Dixie Chicks, Ready To Run	32	30
3	Montgomery Gentry, Loney & Gone	31	21
4	Andy Griggs, I'll Go Crazy	31	28
5	Tim McGraw, Something Like That	31	32
6	Steve Wariner, I'm Already Taken	31	27
7	Trisha Yearwood, I'll Still Love You Mor	26	23
8	George Strait, What Do You Say To That	26	24
9	Mark Willis, She's In Love	25	25
10	John Michael Montgomery, Home To You	24	24
11	Brooks & Dunn, Missing You	23	18
12	Jason Sellers, A Matter Of Time	22	18
13	Shane McAnally, Are Your Eyes Still Blue	22	21
14	Lee Ann Womack, (Now You See Me) Now You Don't	21	17
15	Brad Paisley, He Didn't Have To Be	21	25
16	Shania Twain, Come On Over	20	16
17	Alan Jackson, Little Man	20	26
18	Randy Travis, A Man Ain't Made Of Stone	19	16
19	Shane McAnally, Are Your Eyes Still Blue	19	16
20	Clint Black, When I Said I Do	19	16
21	Yankee Grey, All Things Considered	18	13
22	Ty Herndon, Steam	18	22
23	Doug Stone, Make Up In Love	18	24
24	Sammy Kershaw, When You Love Someone	17	16
25	Reba McEntire, What Do You Say	16	14
26	Reba McEntire, I've Always Loved This	15	18
27	LeAnn Rimes, Big Deal	15	11
28	Joe Diffie, Night In Remember	14	9
29	Shania Twain, Man! I Feel Like A Woman!	13	11
30	Litty Kilgore, Love Trip	9	7
31	Lisa McCann, Crush	9	9
FI	Clay Walker, Live, Laugh, Love	7	1
FI	Tracy Byrd, Put Your Hand In Mine	6	2

WCOL Columbus, OH
PD: Gail Austin
Clear Channel 614-273-9265

TW	LW		
1	Tim McGraw, Something Like That	41	38
2	Steve Wariner, I'm Already Taken	46	25
3	Jo Dee Messina, Lesson In Leavin'	46	43
4	Martina McBride, I Love You	39	31
5	Dixie Chicks, Ready To Run	39	35
6	Alan Jackson, Little Man	39	35
7	George Strait, What Do You Say To That	33	23
8	Trisha Yearwood, I'll Still Love You Mor	30	32
9	John Michael Montgomery, Home To You	29	25
10	Shania Twain, Come On Over	27	20
11	Kenny Chesney, You Had Me From Hello	26	26
12	Lonestar, Amazed	25	29
13	Clint Black, When I Said I Do	24	16
14	Mark Willis, She's In Love	23	26
15	Alabama, God Must Have Spent A Little M	22	15
16	Garth Brooks, It Don't Matter To The Sun	22	22
17	George Strait, Write This Down	22	42
18	Doug Stone, Make Up In Love	21	16
19	Clay Walker, She's Always Right	21	22
20	Shedaisy, Little Good-Byes	20	20
21	Chely Wright, Single White Female	20	23
22	Lee Ann Womack, (Now You See Me) Now You Don't	18	15
23	Montgomery Gentry, Loney & Gone	18	15
24	Lee Ann Womack, I'll Think Of A Reason L	18	17
25	Faith Hill, The Secret Of Life	18	25
26	Martina McBride, Whatever You Say	17	14
27	Brooks & Dunn, Missing You	17	12
28	Joe Diffie, Night In Remember	16	16
29	Shania Twain, Man! I Feel Like A Woman!	15	12
30	Andy Griggs, You Won't Ever Be Lonely	15	13
FI	Faith Hill, Breathe	43	2
FI	Trace Adkins, Don't Lie	6	2

WQMX Akron
OM: Kevin Mason
MD: Bill Sheil
Rubber City Radio Group 330-869-9800

TW	LW</
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COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING OCTOBER 9, 1999

CLINT BLACK 3210/404															CHAD BROCK 2700/191															BROOKS & DUNN 3198/265															DIXIE CHICKS 5179/54															MONTGOMERY GENTRY 3810/359																																																																										
When I Said I Do (RCA)															Lightning Does The Work (Warner Bros./WRN)															Missing You (Arista Nashville)															Ready To Run (Monument)															Lonely And Gone (Columbia)																																																																										
Total Stations: 153															Total Stations: 147															Total Stations: 153															Total Stations: 154															Total Stations: 154																																																																										
Chart Move: 18-15															Chart Move: 22-19															Chart Move: 17-16															Chart Move: 3-3															Chart Move: 13-9																																																																										
CMT TW LW ZW TP															CMT TW LW ZW TP															CMT TW LW ZW TP															CMT TW LW ZW TP															CMT TW LW ZW TP																																																																										
New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1

ANDY GRIGGS 3300/200															TY HERNDON 1633/318															MARTINA MCBRIDE 5461/301															TIM MCGRAW 5855/-18															SHANE MINOR 1995/289																																																																										
I'll Go Crazy (RCA)															Steam (Epic)															I Love You (RCA)															Something Like That (Curb)															Ordinary Love (Mercury)																																																																										
Total Stations: 152															Total Stations: 146															Total Stations: 154															Total Stations: 154															Total Stations: 150																																																																										
Chart Move: 16-14															Chart Move: 33-30															Chart Move: 2-2															Chart Move: 1-1															Chart Move: 30-27																																																																										
CMT TW LW ZW TP															CMT TW LW ZW TP															CMT TW LW ZW TP															CMT TW LW ZW TP															CMT TW LW ZW TP																																																																										
New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	New York	9	-	-	27	Jacksonv.	WOJK	18	17	14	16	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1

Motion Picture COUNTRY FOR WEEK ENDING OCTOBER 3, 1999

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include video play. Markets listed in order of population.

JOHN MICHAEL MONTGOMERY 3649/453
Home To You (Atlantic)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

BRAD PAISLEY 2665/591
He Didn't Have To Be (Arista Nashville)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

REBA 1976/617
What Do You Say (MCA Nashville)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

LEANN RIMES 1984/241
Big Deal (Curb)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

GEORGE STRAIT 4195/212
What Do You Say To That (MCA Nashville)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

RANDY TRAVIS 2165/261
A Man Ain't Made Of Stone (DreamWorks)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

SHANIA TWAIN 2860/620
Come On Over (Mercury)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

STEVE WARINER 4428/632
I'm Already Taken (Capitol)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

MARK WILLS 3606/144
She's In Love (Mercury)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

YANKEE GREY 2603/310
All Things Considered (Monument)

Table with columns for Market, Station, and Chart Move. Includes stations like JACKSONV, WWOX, and WZZZ.

Upward-moving songs ranked in order of detections. Songs are removed if they lose more than 5% of their detections from previous week or if their detections decline for two consecutive weeks.

AIRPOWER

AIRPOWER

Total Detections/Gain

SHANIA TWAIN 2860/620

Come On Over (Mercury)
Total Stations: 153/Chart Move: 25-18
Heavy (35+ detections): 2 KMLE, WUBE
Medium (25-34): 37 KASE, KBEQ, KCCY, KEEY, KGMV, KHAY, KIKF, KIKK, KMDL, KNCI, KSOP, KSSN, KUPL, KXKC, KYCY, KZSN, WCOL, WEZL, WFRE, WGKX, WIRK, WKLB, WKSJ, WKXC, WLWI, WMZQ, WNKT, WOKO, WPOR, WQIK, WQXK, WRBT, WRNS, WYAY, WYNY, WYRK, WZZK
Light (Under 25): 114
First Impressions: 12 KFDI, KKAT, KPLX, KTST, KXKC, KZLA, WDSY, WHOK, WKHK, WKKT, WOGL, WOV

AIRPLAY LEADER

(FIRST STATION TO 150 PLAYS)

KBEQ • Kansas City, MO
PD: Mike Kennedy
MD: T.J. McEntire
Date: 12/20/98



2799 - 1000 DETECTIONS

Total Detections/Gain

CHAD BROCK 2700/191

Lightning Does The Work (Warner Bros./WRN)
Total Stations: 147/Chart Move: 22-19
Heavy (35+): 5 KBEQ, KEEY, KNIX, KRKY, WIRK
Medium (25-34): 28 KCCY, KDDK, KFDI, KGMV, KIIM, KIKF, KKCS, KSOP, KSSN, KUPL, WBCT, WBEE, WCKT, WCMS, WDAF, WFLS, WFRE, WKHX, WKXC, WNCY, WNKT, WOKO, WPOR, WQBE, WQXK, WRBQ, WTQR, WXBQ
Light (Under 25): 114
First Impressions: 5 KSCS, WHOK, WUBE, WXCT, WXTU

BRAD PAISLEY 2665/591

He Didn't Have To Be (Arista Nashville)
Total Stations: 151/Chart Move: 26-20
Heavy (35+): 4 KCCY, KSOP, KXKC, WUSY
Medium (25-34): 17 KEEY, KFKF, KIKF, KMLE, KNIX, KRMD, KSSN, KUZZ, WBCT, WCMS, WKXC, WNCY, WNKT, WQBE, WSM, WSSL, WTQR
Light (Under 25): 130
First Impressions: 9 KASE, KILT, WCAC, WDSY, WKX, WMZQ, WPOC, WROO, WYNY

YANKEE GREY 2603/310

All Things Considered (Monument)
Total Stations: 149/Chart Move: 23-22
Heavy (35+): 7 KCCY, KRMD, KRKY, KSOP, WBCT, WFMS, WKCO
Medium (25-34): 19 KBEQ, KEEY, KFKF, KGMV, KIKF, KIKK, KKCS, KSON, WBEE, WCMS, WDRM, WIRK, WKHX, WNKT, WOKQ, WQXK, WRNS, WUBE, WYCD
Light (Under 25): 123
First Impressions: 2 KAJA, WOGY

GARTH BROOKS 2326/83

It Don't Matter To The Sun (Capitol)
Total Stations: 151/Chart Move: 24-25
Heavy (35+): 0
Medium (25-34): 21 KASE, KBEQ, KEEY, KFKF, KGMV, KIKF, KIKK, KRYS, KSKS, KXKC, KYCW, WBCT, WCKT, WCOS, WESC, WIRK, WKSJ, WKXC, WMZQ, WPOR, WRBQ, WSM
Light (Under 25): 130

RANDY TRAVIS 2165/261

A Man Ain't Made Of Stone (DreamWorks)
Total Stations: 154/Chart Move: 28-26
Heavy (35+): 0

Medium (25-34): 8 KASE, KDDK, KSCS, KSSN, KXKC, WBCT, WPOR, WQXK
Light (Under 25): 146
First Impressions: 10 KCCY, KIIM, KPLX, KRYS, KSKS, WKXK, WOGY, WQDR, WQMX, WYNK

SHANE MINOR 1995/289

Ordinary Love (Mercury)
Total Stations: 150/Chart Move: 30-27
Heavy (35+): 1 KIKF
Medium (25-34): 12 KBEQ, KEEY, KIKK, KMDL, KNCI, WGH, WIL, WNCY, WQIK, WRNS, WXBQ, WYGY
Light (Under 25): 137
First Impressions: 10 KDDK, KRMD, KZSN, WGKX, WIVK, WKHK, WKXK, WNOE, WOGY, WROO

LEANN RIMES 1984/241

Big Deal (Curb)
Total Stations: 150/Chart Move: 29-28
Heavy (35+): 3 KIKF, KMLE, KYCY
Medium (25-34): 17 KBEQ, KCCY, KEEY, KIKK, KPLX, KRMD, KRKY, KUPL, KYCW, WDRM, WGKX, WIL, WKHX, WMJC, WQBE, WRNS, WYNY
Light (Under 25): 130
First Impressions: 9 KDRK, KFRG, KWNR, WHOK, WIVK, WKLB, WKSJ, WNOE, WYCD

REBA 1976/617

What Do You Say (MCA Nashville)
Total Stations: 147/Chart Move: 31-29
Heavy (35+): 0
Medium (25-34): 10 KBEQ, KCCY, KDDK, KHAY, KIKK, KPLX, KSCS, WNKT, WOV, WQIK
Light (Under 25): 137
First Impressions: 18 KRMD, KSCS, KSKS, KXKT, WHOK, WIVK, WKCO, WKDF, WKIS, WQYK, WRBQ, WSIX, WUSN, WYNY, WXBM, WYNK, WYNY, WYRK

TY HERNDON 1633/318

Steam (Epic)
Total Stations: 146/Chart Move: 33-30
Heavy (35+): 1 KPLX
Medium (25-34): 8 KBEQ, KIKF, KRKY, WAMZ, WESC, WQBE, WRNS, WSM
Light (Under 25): 137
First Impressions: 12 KTOM, KXKC, KXXY, KYCY, WCOS, WDSY, WGAR, WKCO, WKIS, WPOR, WRBT, WROO

CLAY WALKER 1576/244

Live, Laugh, Love (Giant)
Total Stations: 148/Chart Move: 32-31
Heavy (35+): 2 KKBQ, WAMZ
Medium (25-34): 11 KAJA, KASE, KBEQ, KIKK, KILT, KNIX, KRKY, KSOP, KSSN, WGGY, WGH
Light (Under 25): 135
First Impressions: 10 KNCI, KUBL, WCKT, WCOS, WDAF, WHSL, WKIS, WKKT, WKXC, WNOE

SHANE MCANALLY 1434/175

Are Your Eyes Still Blue (Curb)
Total Stations: 142/Chart Move: 34-32
Heavy (35+): 1 KEEY
Medium (25-34): 11 KBEQ, KFRG, KNIX, KRKY, WGH, WIRK, WJCL, WQBE, WSM, WUBE, WXBQ
Light (Under 25): 130
First Impressions: 3 WHOK, WTQR, WYNY

GARY ALLAN 1171/136

Smoke Rings In The Dark (MCA Nashville)
Total Stations: 122/Chart Move: 35-34
Heavy (35+): 2 WQBE, WXBQ
Medium (25-34): 5 KSSN, KUZZ, KXKC, KYNG, WSM
Light (Under 25): 115
First Impressions: 2 KATM, WYCD

FAITH HILL 1118/706

Breathe (Warner Bros./WRN)
Total Stations: 120/Chart Move: 47-35
Heavy (35+): 1 KKAT
Medium (25-34): 4 KCCY, KMLE, WBCT, WCTO
Light (Under 25): 115
First Impressions: 56 KBEQ, KDDK, KDRK, KEEY, KFDI, KFKF, KHAY, KJY, KMPS, KNCI, KSKS, KTTS, KUBL, KUPL, KVOO, KWJJ, KXKC, WCKT, WCOL, WCKT, WDRM, WFLS, WFRE, WGH, WGKX, WGN, WIL, WIRK, WJCL, WKCO, WKDF, WKHX, WKX, WKLB, WKSJ, WLWI, WMJC, WMUS, WNCY, WNKT, WOGK, WOKO, WPOC, WPOR, WQIK, WRBT, WRKZ, WSIX, WSSL, WUBE, WVLK, WWGR, WYCD, WYNK, WYNY

999 - 500 DETECTIONS

Total Detections/Gain

JASON SELLERS 989/108

A Matter Of Time (BNA)
Total Stations: 106/Chart Move: 36-36
Heavy (35+): 0
Medium (25-34): 4 KBEQ, KFKF, WCAC, WGGY
Light (Under 25): 102
First Impressions: 6 KDDK, KJY, KRKY, WJCL, WSCA, WYNK

SAMMY KERSHAW 969/160

When You Love Someone (Mercury)
Total Stations: 128/Chart Move: 38-37
Heavy (35+): 0
Medium (25-34): 3 KBEQ, KXKC, WSM
Light (Under 25): 125
First Impressions: 3 KRMD, WKKT, WROO

TRACY BYRD 922/275

Put Your Hand In Mine (RCA)
Total Stations: 102/Chart Move: 41-38
Heavy (35+): 0
Medium (25-34): 2 KCCY, WTQR
Light (Under 25): 100
First Impressions: 20 KBEQ, KGMV, KHAY, KWJJ, KYCW, KZSN, WCTO, WDAF, WDRM, WFRE, WKDF, WLWI, WMJC, WOKO, WOKO, WQXK, WRBQ, WSCA, WSSL, WXBM

ALAN JACKSON 879/509

Pop A Top (Arista Nashville)
Total Stations: 97/Chart Move: 49-39
Heavy (35+): 2 KSOP, WKDF
Medium (25-34): 4 KIKK, KUPL, KYCY, WBCT
Light (Under 25): 91
First Impressions: 33 KCCY, KDDK, KEEY, KFDI, KFKF, KHAY, KIIM, KKBQ, KMDL, KMPS, KPLX, KTEX, KTST, KUZZ, KVOO, KWJJ, KXKC, KXXY, WESC, WHOK, WIVK, WKHX, WKX, WNKT, WOKO, WPOC, WRBQ, WRKZ, WROO, WSIX, WSM, WUSN, WYAY

KENNY CHESNEY 873/468

She Thinks My Tractor's Sexy (BNA)
Total Stations: 110/Chart Move: 48-40
Heavy (35+): 0
Medium (25-34): 4 KBEQ, KCCY, KSOP, KUPL
Light (Under 25): 106
First Impressions: 29 KAJA, KFKF, KGMV, KHAY, KIKK, KJY, KMLE, KTEX, KTOM, KTTS, KUBL, KUZZ, KXKC, WDRM, WEZL, WFRE, WKCO, WKX, WKXC, WMUS, WOGK, WOGY, WOKO, WQXK, WRBQ, WRNS, WSM, WSSL, WWGR

JERRY KILGORE 821/170

Love Trip (Virgin)
Total Stations: 85/Chart Move: 40-41
Heavy (35+): 0
Medium (25-34): 4 KBEQ, KSOP, KUPL, WSOC
Light (Under 25): 81
First Impressions: 11 KATM, KKAT, KMDL, KTST, KVOO, WCAC, WFLS, WMJC, WOKO, WWGR, WYCD

KEITH URBAN 817/152

It's A Love Thing (Capitol)
Total Stations: 88/Chart Move: 39-42
Heavy (35+): 1 KIKF
Medium (25-34): 3 KBEQ, KRKY, KSOP
Light (Under 25): 84
First Impressions: 8 KSSN, KXKC, WCAC, WKXK, WKKT, WSM, WYNY, WYCD

JOE DIFFIE 798/234

The Quittin' Kind (Epic)
Total Stations: 103/Chart Move: 44-43
Heavy (35+): 0
Medium (25-34): 2 KBEQ, KUZZ
Light (Under 25): 101
First Impressions: 15 KFKF, KHAY, KRMD, KSKS, KSSN, KTOM, KTST, KWNR, KKAT, KXXY, KYCW, WGN, WIVK, WSSL, WTQR

TRACE ADKINS 788/180

Don't Lie (Capitol)
Total Stations: 103/Chart Move: 42-44
Heavy (35+): 0
Medium (25-34): 1 KSOP
Light (Under 25): 102
First Impressions: 17 KFDI, KIKF, KIKK, KMLE, KTEX, KTST, WCOL, WCTO, WDSY, WKXK, WJCL, WLWI, WQIK, WRBQ, WSCA, WSOC, WYAY

LILA MCCANN 689/84

Crush (Asylum)
Total Stations: 93/Chart Move: 43-46
Heavy (35+): 0
Medium (25-34): 3 KBEQ, KRKY, WRNS
Light (Under 25): 90
First Impressions: 2 KTEX, WKLB

SHEDAISY 528/256

This Woman Needs (Lyric Street)
Total Stations: 94/Chart Move: 52-47
Heavy (35+): 1 KMLE
Medium (25-34): 1 KEEY
Light (Under 25): 92
First Impressions: 16 KBEQ, KIKK, KKAT, KUPL, WBCT, WCTO, WDRM, WKSJ, WNKT, WRKZ, WSCA, WSM, WSOC, WTQR, WWGR, WYAY

499 - 50 DETECTIONS

Total Detections/Gain

JOHN BERRY 491/68

Power Windows (Lyric Street)
Total Stations: 66/Chart Move: 46-48
Heavy (35+): 0
Medium (25-34): 1 WBCT
Light (Under 25): 65
First Impressions: 3 KDDK, WRBQ, WYCD

TOBY KEITH 373/141

When Love Fades (DreamWorks)
Total Stations: 56/Chart Move: 53-49
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 56
First Impressions: 12 KTEX, KVOO, WAMZ, WCAC, WCTK, WFMS, WFRE, WKKO, WLWI, WPOR, WUSY, WXTU

PAM TILLIS 215/-81

After A Kiss (Arista Nashville)
Total Stations: 66/Chart Move: 50-51
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 66
First Impressions: 1 KFDI

LONESTAR 210/66

Smile (BNA)
Total Stations: 31/Chart Move: 59-52
Heavy (35+): 0
Medium (25-34): 3 KEEY, KMLE, KYCY
Light (Under 25): 28
First Impressions: 2 WDRM, WWGR

CHELLY WRIGHT 167/90

It Was (MCA Nashville)
Total Stations: 53/Chart Move: 69-54
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 53
First Impressions: 5 KFKF, KIKF, KTTS, WPOR, WQIK

PAUL BRANDT 161/48

It's A Beautiful Thing (Reprise/WRN)
Total Stations: 27/Chart Move: 62-55
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 27
First Impressions: 5 KATM, KDRK, WKKO, WKKT, WXBQ

MERLE HAGGARD WITH JEWEL 126/-38

That's The Way Love Goes (TBA/BNA)
Total Stations: 19/Chart Move: 56-58
Heavy (35+): 0
Medium (25-34): 1 KUPL
Light (Under 25): 18

STEVE HOLY 123/72

Please Don't Make Me Beg (Curb)
Total Stations: 57/Chart Move: Debut 59
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 57

MARY CHAPIN CARPENTER 112/32

Wherever You Are (Columbia)
Total Stations: 22/Chart Move: 68-60
Heavy (35+): 0

Medium (25-34): 0
Light (Under 25): 22
First Impressions: 6 KHAY, KUBL, WCAC, WCKT, WGKX, WTQR

TIM MCGRAW 110/44

My Best Friend (Curb)
Total Stations: 17/Chart Move: 75-61
Heavy (35+): 0
Medium (25-34): 1 KSOP
Light (Under 25): 16
First Impressions: 2 KYCY, WKXK

ALECIA ELLIOTT 103/-65

I'm Diggin' It (MCA Nashville)
Total Stations: 21/Chart Move: 55-62
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 21
First Impressions: 1 WBEE

★ ALABAMA 85/76

Small Stuff (RCA)
Total Stations: 46/Chart Move: Debut 63
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 46
First Impressions: 3 KTTS, WAMZ, WKSJ

DIXIE CHICKS 85/1

Cowboy Take Me Away (Monument)
Total Stations: 11/Chart Move: 67-64
Heavy (35+): 0
Medium (25-34): 1 KMLE
Light (Under 25): 10

★ THE MAVERICKS 80/69

Here Comes My Baby (Mercury)
Total Stations: 57/Chart Move: Debut 65
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 57
First Impressions: 1 WCTO

★ TARA LYN HART 76/73

Stuff That Matters (Columbia)
Total Stations: 41/Chart Move: Debut 67
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 41

TRAVIS TRITT WITH GEORGE THOROGOOD 64/-29

Move It On Over (Asylum)
Total Stations: 23/Chart Move: 66-68
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 23
First Impressions: 1 WRNS

★ OAK RIDGE BOYS 61/61

Ain't No Short Way Home (Platinum)
Total Stations: 30/Chart Move: Debut 71
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 30

CHRIS LEDOUX 61/4

Stampede (Capitol)
Total Stations: 20/Chart Move: Debut 72
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 20
First Impressions: 2 KCCY, WOV

MINDY MCCREARY 56/-95

All I Want Is Everything (BNA)
Total Stations: 17/Chart Move: 58-73
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 17

DERYL DODD 52/0

On Earth As It Is In Texas (Columbia)
Total Stations: 2/Chart Move: Debut 74
Heavy (35+): 1 KPLX
Medium (25-34): 0
Light (Under 25): 1

SOUTH SIXTY FIVE 51/-24

Baby's Got My Number (Atlantic)
Total Stations: 7/Chart Move: 70-75
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 7

Billboard. Top Country Singles Sales SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSCAN, INC.

THIS WEEK	LAST WEEK	WKS. ON CHART	BILLBOARD ISSUE DATE: OCTOBER 9, 1999	
THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER /DISTRIBUTING LABEL	ARTIST
★ ★ ★ No. 1 ★ ★ ★				
1	1	6	IT DON'T MATTER TO THE SUN/LOST IN YOU CAPITOL 58788 5 weeks at No. 1	GARTH BROOKS AS CHRIS GAINES
2	3	27	PLEASE REMEMBER ME/FOR A LITTLE WHILE CURB 73080	TIM MCGRAW
3	2	20	NEVER BEEN KISSED ARISTA NASHVILLE 13140	SHERRIE AUSTIN
4	5	7	ALL THINGS CONSIDERED MONUMENT 79248/SONY	YANKEE GREY
5	4	14	LONELY AND GONE COLUMBIA 79210/SONY	MONTGOMERY GENTRY
6	6	13	YOU'RE STILL BEAUTIFUL TO ME ASYLUM 64035/EEG	BRYAN WHITE
7	8	20	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU RCA 65759/RLG/ALABAMA FEATURING 'N SYNC	
8	7	18	LIGHTNING DOES THE WORK WARNER BROS. 16984/WRN	CHAD BROCK
9	NEW		STEAM EPIC 79269/SONY	TY HERNDON
10	9	25	A NIGHT TO REMEMBER EPIC 79118/SONY	JOE DIFFIE
11	10	28	WHO NEEDS PICTURES ARISTA NASHVILLE 13156	BRAD PAISLEY
12	11	121	HOW DO I LIVE ▲ CURB 73022	LEANN RIMES
13	16	6	ARE YOUR EYES STILL BLUE CURB 73085	SHANE MCANALLY
14	13	19	THAT DON'T IMPRESS ME MUCH MERCURY 172118	SHANIA TWAIN
15	15	26	SINGLE WHITE FEMALE MCA NASHVILLE 72092	CHELY WRIGHT
16	NEW		I'M DIGGIN' IT MCA NASHVILLE 72121	ALECIA ELLIOTT
17	12	23	ROCKY TOP '96 DECCA 55274/MCA NASHVILLE	THE OSBORNE BROTHERS
18	14	30	HILLBILLY SHOES COLUMBIA 79115/SONY	MONTGOMERY GENTRY
19	17	24	ALMOST HOME COLUMBIA 79148/SONY	MARY CHAPIN CARPENTER

Records with the greatest sales gains this week. ●Recording Industry Assn. of America certification for sales of 500,000 units. ▲RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol. © 1999, Billboard/BPI Communications and SoundScan, Inc.

Billboard. TOP COUNTRY ALBUMS SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSCAN, INC.

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	BILLBOARD ISSUE DATE: OCTOBER 9, 1999		PEAK POSITION
THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE	PEAK POSITION
★ ★ ★ No. 1 ★ ★ ★						
1	1	1	4	DIXIE CHICKS MONUMENT 69678/SONY (11.98 EQ/17.98) 4 weeks at No. 1	FLY	1
2	2	2	99	SHANIA TWAIN ◆ MERCURY 536003 (10.98/17.98)	COME ON OVER	1
3	3	—	2	MARTINA MCBRIDE RCA 67824/RLG (10.98/16.98)	EMOTION	3
▶ Greatest Gainer ▶						
4	5	4	21	TIM MCGRAW ▲ CURB 77942 (10.98/17.98)	A PLACE IN THE SUN	1
5	4	3	87	DIXIE CHICKS ▲ ⁷ MONUMENT 68195/SONY (10.98 EQ/17.98)	WIDE OPEN SPACES	1
6	NEW		1	BROOKS & DUNN ARISTA NASHVILLE 18895 (10.98/16.98)	TIGHT ROPE	6
7	6	5	17	LONESTAR ▲ BNA 67762/RLG (10.98/16.98)	LONELY GRILL	3
8	9	7	80	JO DEE MESSINA ▲ CURB 77904 (10.98/16.98)	I'M ALRIGHT	5
9	10	10	75	FAITH HILL ▲ ³ WARNER BROS. 46790/WRN (10.98/16.98)	FAITH	2
10	8	9	30	KENNY CHESNEY ● BNA 67655/RLG (10.98/16.98)	EVERYWHERE WE GO	5

Albums with the greatest sales gains. ●Recording Industry Assn. of America (RIAA) certification for sales of 500,000 album units. ▲RIAA certification for sales of 1 million units (Platinum). ◆ RIAA certification for net shipment of 10 million units (Diamond). Numeral following Platinum or Diamond symbol indicates album's multi-platinum level. Greatest Gainer shows chart's largest unit increase. Pacesetter indicates biggest percentage growth. © 1999 Billboard/BPI Communications and SoundScan, Inc.

COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL		ARTIST	AUDIENCE (millions)	
THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	TW	LW	
★ ★ ★ No. 1 ★ ★ ★							
1	1	12	SOMETHING LIKE THAT CURB 5 weeks at No. 1	TIM MCGRAW	47.125	47.063	
2	2	11	I LOVE YOU RCA	MARTINA MCBRIDE	42.570	39.661	
3	3	15	READY TO RUN MONUMENT	DIXIE CHICKS	40.654	39.492	
4	8	11	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	33.913	31.640	
5	9	13	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	33.346	29.086	
6	7	23	LESSON IN LEAVIN' CURB	JO DEE MESSINA	32.610	32.648	
7	5	24	AMAZED BNA	LONESTAR	32.441	34.449	
8	6	22	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	31.891	34.019	
9	4	17	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	29.706	34.503	
10	17	12	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	28.420	23.417	
11	10	20	I'LL STILL LOVE YOU MORE MCA NASHVILLE	TRISHA YEARWOOD	27.918	27.569	
12	13	16	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	27.630	25.073	
13	12	14	SHE'S IN LOVE MERCURY	MARK WILLS	27.474	25.701	
14	16	12	I'LL GO CRAZY RCA	ANDY GRIGGS	25.419	23.570	
15	19	7	WHEN I SAID I DO RCA	CLINT BLACK	24.285	20.642	
16	18	10	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	23.422	21.410	
17	15	28	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	22.835	24.089	
18	11	21	THE SECRET OF LIFE WARNER BROS./WRN	FAITH HILL	22.218	26.573	
19	23	5	COME ON OVER MERCURY	SHANIA TWAIN	20.941	17.195	
20	24	9	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	20.396	17.188	
21	22	15	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	19.256	17.434	
22	14	17	(NOW YOU SEE ME) NOW YOU DON'T MCA NASHVILLE	LEE ANN WOMACK	18.924	24.550	
23	26	5	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	18.611	14.683	
24	21	17	MAKE UP IN LOVE ATLANTIC	DOUG STONE	17.489	18.572	
25	25	8	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS	16.128	15.220	
26	28	7	A MAN AIN'T MADE OF STONE DREAMWORKS	RANDY TRAVIS	15.090	12.813	
27	29	6	BIG DEAL CURB	LEANN RIMES	14.974	12.383	
28	30	8	ORDINARY LOVE MERCURY	SHANE MINOR	13.553	12.091	
29	33	3	WHAT DO YOU SAY MCA NASHVILLE	REBA	13.302	8.585	
30	31	5	STEAM EPIC	TY HERNDON	11.345	9.097	
31	32	6	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	10.480	8.969	
32	27	11	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	9.540	13.381	
33	34	7	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	9.296	8.008	
34	NEW		BREATHE WARNER BROS./WRN	FAITH HILL	7.572	3.785	
35	36	4	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	7.569	6.609	
36	NEW		POP A TOP ARISTA NASHVILLE	ALAN JACKSON	6.746	3.006	
37	NEW		SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	6.204	3.326	
38	35	17	YOU'VE GOT A WAY MERCURY	SHANIA TWAIN	5.969	6.909	
39	38	2	PUT YOUR HAND IN MINE RCA	TRACY BYRD	5.790	4.202	
40	37	3	A MATTER OF TIME BNA	JASON SELLERS	5.565	5.353	

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. Records showing an increase in audience over the previous week, regardless of chart movement. If two records are tied in total audience, the record being played on more stations is placed first. Records become recurrents and are removed from this chart in conjunction with the Country Airplay chart.

NEW COUNTRY Y-107 SAYS... "THANKS"!!



ARISTA
BlackHawk
ASYLUM
Lila McCann
Chalee Tennison
ATLANTIC
Neal McCoy

COLUMBIA
Mary Chapin Carpenter
CURB
Sawyer Brown
Shane McAnally
DREAMWORKS
Jessica Andrews
Linda Davis

GIANT
The Wilkinsons
MERCURY
Shane Minor
RCA
Andy Griggs
Warner Bros.
Chad Brock

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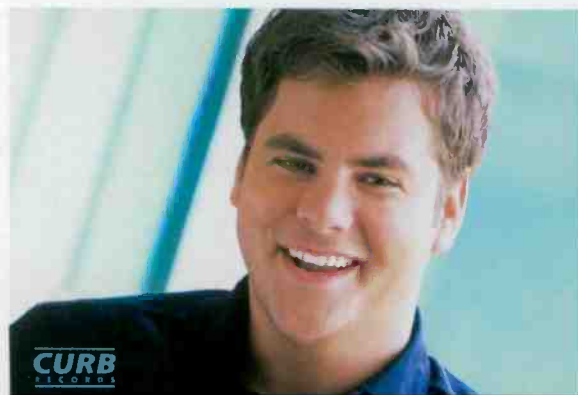
Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.



THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			*** No. 1 ***				
1	1	17	SOMETHING LIKE THAT CURB 4 weeks at No. 1	TIM MCGRAW	5855	5873	
2	2	12	I LOVE YOU RCA	MARTINA MCBRIDE	5461	5160	
3	3	15	READY TO RUN MONUMENT	DIXIE CHICKS	5179	5125	
4	9	16	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	4428	3796	
5	7	14	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	4195	3983	
6	4	27	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	4105	4453	
7	6	28	AMAZED BNA	LONESTAR	3921	4232	
8	5	21	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	3865	4406	
9	13	20	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	3810	3451	
10	8	25	LESSON IN LEAVIN' CURB	JO DEE MESSINA	3757	3799	
11	10	24	I'LL STILL LOVE YOU MORE MCA NASHVILLE	TRISHA YEARWOOD	3732	3784	
12	14	14	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	3649	3196	
13	12	18	SHE'S IN LOVE MERCURY	MARK WILLS	3606	3462	
14	16	14	I'LL GO CRAZY RCA	ANDY GRIGGS	3300	3100	
15	18	7	WHEN I SAID I DO RCA	CLINT BLACK	3210	2806	
16	17	11	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	3198	2933	
17	11	24	THE SECRET OF LIFE WARNER BROS./WRN	FAITH HILL	2897	3504	
			** AIRPOWER **				
18	25	7	COME ON OVER MERCURY	SHANIA TWAIN	2860	2240	
19	22	22	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	2700	2509	
20	26	7	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	2665	2074	
21	19	32	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	2627	2744	
22	23	17	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	2603	2293	
23	15	20	(NOW YOU SEE ME) NOW YOU DON'T MCA NASHVILLE	LEE ANN WOMACK	2571	3152	
24	20	26	MAKE UP IN LOVE ATLANTIC	DOUG STONE	2483	2634	
25	24	8	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS AS CHRIS GAINES	2326	2243	
26	28	10	A MAN AINT MADE OF STONE DREAMWORKS	RANDY TRAVIS	2165	1904	
27	30	13	ORDINARY LOVE MERCURY	SHANE MINOR	1995	1706	
28	29	7	BIG DEAL CURB	LEANN RIMES	1984	1743	
29	31	5	WHAT DO YOU SAY MCA NASHVILLE	REBA	1976	1359	
30	33	9	STEAM EPIC	TY HERNDON	1633	1315	
31	32	11	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	1576	1332	
32	34	14	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	1434	1259	
33	27	15	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	1313	2018	
34	35	10	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	1171	1035	
			* GREATEST GAINER/MOST NEW STATIONS *				
35	47	2	BREATHE WARNER BROS./WRN	FAITH HILL	1118	412	
36	36	15	A MATTER OF TIME BNA	JASON SELLERS	989	881	
37	38	10	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	969	809	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	41	4	PUT YOUR HAND IN MINE RCA	TRACY BYRD	922	647	
39	49	2	POP A TOP ARISTA NASHVILLE	ALAN JACKSON	879	370	
40	48	7	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	873	405	
41	40	11	LOVE TRIP VIRGIN	JERRY KILGORE	821	651	
42	39	8	IT'S A LOVE THING CAPITOL	KEITH URBAN	817	665	
43	44	7	THE QUITTIN' KIND EPIC	JOE DIFFIE	798	564	
44	42	5	DON'T LIE CAPITOL	TRACE ADKINS	788	608	
45	37	18	YOU'VE GOT A WAY MERCURY	SHANIA TWAIN	755	861	
46	43	12	CRUSH ASYLUM	LILA MCCANN	689	605	
47	52	7	THIS WOMAN NEEDS LYRIC STREET	SHEDAISY	528	272	
48	46	7	POWER WINDOWS LYRIC STREET	JOHN BERRY	491	423	
49	53	3	WHEN LOVE FADES DREAMWORKS	TOBY KEITH	373	232	
50	45	17	SURE FEELS REAL GOOD REPRISE/WRN	MICHAEL PETERSON	317	548	
51	50	8	AFTER A KISS ARISTA NASHVILLE	PAM TILLIS	215	296	
52	59	5	SMILE BNA	LONESTAR	210	144	
53	54	6	GOODBYE EARL MONUMENT	DIXIE CHICKS	181	178	
54	69	2	IT WAS MCA NASHVILLE	CHELY WRIGHT	167	77	
55	62	4	IT'S A BEAUTIFUL THING REPRISE/WRN	PAUL BRANDT	161	113	
56	51	18	YOU'RE STILL BEAUTIFUL TO ME ASYLUM	BRYAN WHITE	158	275	
57	57	7	THINKING ABOUT LEAVING REPRISE/WRN	DWIGHT YOAKAM	132	162	
58	56	5	THAT'S THE WAY LOVE GOES TBA/BNA	MERLE HAGGARD WITH JEWEL	126	164	
			** HOT SHOT DEBUT **				
59	NEW		PLEASE DON'T MAKE ME BEG CURB	STEVE HOLY	123	51	
60	68	2	WHEREVER YOU ARE COLUMBIA	MARY CHAPIN CARPENTER	112	80	
61	75	4	MY BEST FRIEND CURB	TIM MCGRAW	110	66	
62	55	3	I'M DIGGIN' IT MCA NASHVILLE	ALECIA ELLIOTT	103	168	
63	NEW		SMALL STUFF RCA	ALABAMA	85	9	
64	67	6	COWBOY TAKE ME AWAY MONUMENT	DIXIE CHICKS	85	84	
65	NEW		HERE COMES MY BABY MERCURY	THE MAVERICKS	80	11	
66	71	14	START OVER GEORGIA EPIC	COLLIN RAYE	79	75	
67	NEW		STUFF THAT MATTERS COLUMBIA	TARA LYN HART	76	3	
68	66	2	MOVE IT ON OVER ASYLUM	TRAVIS TRITT WITH GEORGE THOROGOOD	64	93	
69	74	5	GOODNIGHT PLATINUM	SUZY BOGGUSS	63	68	
70	72	9	ON MY WAY TO YOU LYRIC STREET	SONYA ISAACS	63	73	
71	NEW		AIN'T NO SHORT WAY HOME PLATINUM	THE OAK RIDGE BOYS	61	0	
72	NEW		STAMPEDE CAPITOL	CHRIS LEDOUX	61	57	
73	58	9	ALL I WANT IS EVERYTHING BNA	MINDY MCCREADY	56	151	
74	NEW		ON EARTH AS IT IS IN TEXAS COLUMBIA	DERYL DODD	52	52	
75	70	10	BABY'S GOT MY NUMBER ATLANTIC	SOUTH SIXTY FIVE	51	75	

Songs are ranked by number of detections. ○ Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the record with the largest increase in detections. Most New Stations awarded to the record registering six or more detections at the most stations for the first time this week. If two records are tied in number of detections, the record being played on more stations is placed first. Records below the top 25 are removed from the chart after 20 weeks.



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Add-KYGO

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- John St. John

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#1

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Something Like That (CURB)

★★ AIRPOWER ★★

BROOKS & DUNN • *Missing You* (ARISTA NASHVILLE)

CLINT BLACK • *When I Said I Do* (RCA)

★ MOST NEW STATIONS ★

REBA • *What Do You Say* (MCA NASHVILLE)

ON YOUR DESK

KENNY CHESNEY • *She Thinks My Tractor's Sexy* (BNA)

ALAN JACKSON • *Pop A Top* (ARISTA NASHVILLE)

TRAVIS TRITT WITH GEORGE THOROGOOD • *Move It On Over* (ASYLUM)

CHELY WRIGHT • *It Was* (MCA NASHVILLE)

Most PDs Back Jackson's Stand On The Possum At CMA Awards

by Phyllis Stark

Thanks largely to Alan Jackson and Shania Twain, the 33rd annual Country Music Assn. Awards, held Sept. 22 in Nashville, gave country radio broadcasters plenty to talk about both on and off the air this year.

33RD
CMA
AWARDS

Jackson got a standing ovation when he protested the CMA's decision not to allow George Jones to perform more than two minutes of his song "Choices." Jones staged a protest of his own by refusing to appear on the show at all. Jackson interrupted his own performance of his current single, "Pop A Top," launched into "Choices," then walked offstage without taking a bow.

Twain, meanwhile, was as surprised as anyone when she won the evening's top prize, entertainer of the year (see complete list of winners, page 4). And despite the ongoing controversy about the format's "pop vs. traditional" balance, as well as Twain's success at top 40 radio, PDs polled by Country Airplay Monitor largely supported the CMA voters' choice.

The evening's other controversy stemmed from the CMA's decision to pair pop artists Jewel and 'N Sync with Merle Haggard and Alabama, respectively, to sing duets they had recorded together. Show host Vince Gill even took a few moments onstage to talk about the importance of maintaining country music's roots and traditions.

Most programmers polled for this story cheered Jackson's protest and criticized the CMA for its earlier decision involving Jones.

"Boy, was Alan Jackson right on," says Chris O'Kelley, PD of WWGR Fort Myers, Fla. "If George Jones had died this year, we would have seen a five-minute tribute. He lives and doesn't even get three minutes. And we wonder what's wrong with country. God bless Alan Jackson for standing up for Jones."

"As soon as Alan Jackson started in, I stood to my feet in the audience and cheered," says Robynn Jaymes, PD of WJLM/WYYD Roanoke, Va. "I thought it was an awesome statement and [expressed] the feelings of many of us."

"Hey Alan, I get it," says Steve Mitchell, PD of WYAY (Y106.7) Atlanta. "Hats off to you for making a statement. But I wouldn't be surprised if you weren't invited to next year's awards show."

Ron Brooks, OM/PD of WESC-FM Greenville, S.C., says, "You always have to watch out for the quiet ones. I don't think anybody could have done a better job of honoring George Jones than Alan Jackson did. I was on the edge of my seat from the moment he abruptly ended 'Pop A Top.' I just wish the entire national audience would recognize the significance, but I doubt they do."

*'I have immense respect
for anyone who uses
a public venue to rectify
a grave injustice'
—Dandalion*

"I really liked Alan Jackson's performance," says KSON San Diego APD/MD Greg Frey. "I don't know if I necessarily agree with his statement,

Continued on page 8

IMPACT DATE: OCTOBER 4

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CMA Awards Embrace Pop Lean

THAT'S A WRAP: What may go down as the most anticlimactic Country Music Assn. Awards show in recent history left me with a clear impression that the organization's membership has made its biggest overture ever to distance itself from country music's once cherished traditions and has enthusiastically embraced a crop of artists and songs that have, at least for now, succeeded in blurring the boundaries of the genre beyond recognition.

Shania Twain, who was crowned entertainer of the year, is an international pop/rock star who has almost singly resurrected country music's credibility with the twentysomething audience and has done so with global impact. Only trouble is that the country music community was so reluctant to embrace her that even in her moment of triumph, many of the faces she was staring into wore expressions of shock and disbelief.

Even more interesting than that was the loud silence when no-show **Garth Brooks'** name was called as a nominee for the entertainer trophy.

So, what was the underlying message? Did Twain get her chops because she's truly shown industry insiders that she can close the show? Perhaps the CMA membership favored Twain in order to guarantee that Brooks, now promoting a pop album while disguised as a post-operative plastic surgery patient, wouldn't take the award again. Another possibility is that our industry, which is notorious for its reluctance to subsume its superstars, isn't quite ready to take that quantum leap to recognize contenders like **Tim McGraw** or **Dixie Chicks**.

The female vocalist category at the 33rd annual CMA show spurred a highly congratulatory tone both at the show and afterward. A deserving **Martina McBride**, currently riding high with a country-to-AC crossover, earned the award for her remarkable talent and impact on the country industry and was lauded by the CMA at its annual membership meeting the morning after the show for her tireless ambassadorship and efforts on behalf of the organization.

While nearly every list of CMA predictions I saw leading up to the show suggested that McBride was a shoo-in, the only artist nominated in that category who hasn't experienced at least some crossover success is **Jo Dee Messina**, who stole the Horizon Award for career development. Messina's win for the Horizon accolade punctuated how slowly the industry recognizes career achievements. Another example is **Kenny Chesney**, who has been scoring No. 1 records with ease and has been turning in songs that are easily identifiable as country records.

Meanwhile, **Tim McGraw's** album of the year award for his new "A Place In The Sun" set seemed extremely premature. The fact that **Vince Gill's** ultra-traditional "The Key" set didn't win this one hands down further illustrates the industry's refusal to place a higher level of importance on artistic achievement than on commercial success. Gill, who recently collaborated on a recording with **Barbra Streisand**, was the only artist on the CMA show to plead for stylistic consideration for country's roots. Gill's win with **Patty Loveless** for vocal event of the year for "My Kind Of Woman/My Kind Of Man" was the evening's only nod to traditional material.

Isn't it odd that in this year of the pop and adult contemporary music slant, an integrity-driven traditionalist stole the show? Following weeks of controversy over **George Jones'** refusal to perform a chopped-up version of his single of the year-nominated "Choices" on the show (Country Confidential, Sept. 3), **Alan Jackson** quickly and tastefully proved that he was the only man in the house by interrupting his performance of the **Nat Stuckey** shuffle "Pop A Top" to sing a bit of Jones' song in his honor (see story, page 1). Call it an act of protest if you must, but there is absolutely no question that Jackson gave the CMA show its only frenzied moment.

Somewhere up there, **Charlie Rich** is standing up cheering with an ignited cigarette lighter just like the one he used in his famed 1974 CMA show protest.

White To Play 'Seminar Within A Seminar'

Bryan White will perform at the Billboard/Airplay Monitor Radio Seminar, set for Oct. 7-9 at the Fontainebleau Hilton in Miami Beach. White's performance, at a cocktail party sponsored by his label, Asylum Records, will culminate the daylong country "seminar within a seminar." He is set to play at 3:30 p.m. Oct. 9.

Capitol artist **Deana Carter** joins the all-format artist panel set for 2:45 p.m. Oct. 8. At this panel, hitmakers will talk about their relationships with radio. Joining Carter on the panel will be Monument's **Danni Leigh**, plus **Kim Richey**, **Meredith Brooks**, **Montell Jordan**, **Brian McKnight**, and others to be announced.

Warner/Reprise Nashville VP of promotion-West **Brad Howell** will co-moderate the country session "Is Your Gut Still Awake." This free-form rap session, set for 2:15 p.m. Oct. 9, will touch on call-out research and charts, as well as other programming topics such as singles sticking around longer as a result of monitored airplay and labels slowing down release schedules. As previously announced, Howell's co-moderator is **WKIS Miami PD Bob McKay**.

White is a multi-platinum artist with a string of hits and a mantel full of awards, including the Country Music Assn.'s Horizon Award and the Academy of Country Music's top new male vocal award. As a writer, he has penned the hits "I Don't Believe In Goodbye" for **Sawyer Brown** and "Imagine That" for **Diamond Rio**, both featured on the acts' greatest-hits packages.

The oldest child of two professional musicians, White began playing drums at age 5 and was performing onstage before he reached his teens. At 17, he switched to guitar and began writing songs, then moved to Nashville after his high school graduation in 1992. Within three months, he landed a songwriting and management deal. He signed with Asylum in 1993.

Carter's 1996 debut album, "Did I Shave My Legs For This" (Capitol), went platinum in three months and yielded three No. 1 singles. It has since been certified four-times platinum by the Recording Industry Assn. of America. Carter's signature song, "Strawberry Wine," won the CMA's 1997 single of the year award. Carter has also netted two Grammy nominations and a record-tying six CMA nominations for "Did I Shave My Legs For This." The follow-up album is titled "Everything's Gonna Be Alright."

Howell made the transition to the label side



WHITE



CARTER

in 1994 after a successful career in radio. From 1984 to '90, he was PD/MD at WYNK Baton Rouge, La. From '91 to '92, he was PD of KWEN Tulsa, Okla., where he was nominated as PD of the year in the Billboard Radio Awards. From '93 to '94, he was PD of KNIX Phoenix.



Other country panels at the Radio Seminar are "Who's On First, What's On Middays" and "The True Cost Of Airplay," set for 10:30 a.m. and 1 p.m., respectively, on Oct. 9.

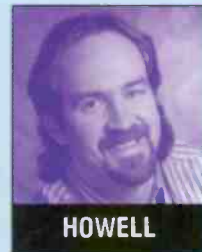
"Who's On First, What's On Middays" will focus on syndicated dayparts and programming with the newer technologies, such as so-called

virtual radio. Panelists include **Dale Carter**, PD of KFKF Kansas City; **Lance Houston**, regional MD of Star System in Fort Lauderdale, Fla.; **Lia Knight**, host of Broadcast Programming's "Neon Nights"; and **Jim Murphy**, director of operations and programming at Jones Radio Network.

"The True Cost Of Airplay" will focus on the "cost per station" labels pay to set up each new single and where and how the money is spent. AMFM's **Tim Closson** will moderate. Panelists include **Eric Logan**, OM of WQYK Tampa, Fla.; **Michael Powers** of Mercury Records; consultant **Joel Raab**; and **Bobby Young** of Young-Olsen and Associates.

Also recently added to that panel is **Larry Wilson**, Citadel Communications Corp.'s chairman/CEO/president. Wilson co-founded Citadel in 1984. From '74 to '79 he was executive VP/general counsel of Combined Communications Corp. From '79 to '86, he engaged in the private practice of law. Wilson currently serves on the boards of directors of the National Assn. of Broadcasters, the CMA, and the Country Radio Broadcasters.

Registration for the Billboard/Airplay Monitor Radio Seminar and Awards is \$99 and is complimentary for those nominated for a Radio Award. Contact **Michele Quigley** at 212-536-5002 for more info. The Fontainebleau can be reached at 305-538-2000. For discount airfares, call 800-433-1790 and refer to index No. 11769. A full schedule of events can be accessed at www.billboard.com/events/radio.



HOWELL



WILSON

Six Radio Markets Get Fall Arbitron Survey

Arbitron is adding six new radio markets for the fall 1999 survey, bringing the total number of measured markets to 276. The new markets are Columbus, Miss.; Florence, Ala.; Jonesboro, Ark.; Mankato, Minn.; Mason City, Iowa; and Rochester, Minn.

days. OM **Rick Stephenson** does 1-3 p.m. PD **Danny Fox** hosts afternoons, and **Russ Winston** does nights.

KOUL Corpus Christi, Texas, has relaunched as Hot Country 103.7, **KOUL**, under PD **Danny Mac**. The station is spinning nearly all currents and recurrences dating back four years. The library includes 500 titles, with hits spinning 60 times a week, 30 for mediums, and 20 for lights. Currents are rotating every 90 minutes. Mac says KOUL is trying to differentiate itself from the two other stations in the market, which he says have a heavy gold component. Mac moves from mornings to afternoon drive and APD/MD **Glen Michaels** shifts to wake-ups.

Country **WNGC** Athens, Ga., has finally flipped to Atlanta-targeted top 40 **WYAP** as 95.5, the Beat. Cox Radio bought the station in May, along with a construction permit to move the Athens, Ga., station into Gwinnett County, Ga., in the northwest Atlanta metro.

WQHK (K105) Fort Wayne, Ind., APD/MD/afternoon host **Jeff Moore** joins rival **WBTU** as PD/afternoons, replacing **Dane Daniel**.

Country **WAIB** (B103) and top 40 **WHTF** Tallahassee, Fla., PD **Steve King** joins top 40 **WBAM** (Star 98.9) Montgomery, Ala., as PD, replacing **Trish Carpenter**. OM **Jeff Horn** assumes the PD role at **WAIB**.

Album rock **WZNF** Champaign, Ill., flips to country as B95 and will get new calls. The syndicated **John Boy** and **Billy** are in mornings.

WCTP/WCTD (Cat Country 96) Wilkes-Barre, Pa., adds "Neon Nights," replacing night jock **Mike Myers**, now doing mornings at top 40 **WMRV** (Star 105.7) Binghamton, N.Y.

PEOPLE: HOGGERMAN TO WWYZ

WBEE Rochester, N.Y., promotion director **Stephanie Hoggerman** joins **WWYZ** Hartford, Conn., as marketing and promotion director, effective Oct. 6.

Evan Chance moves from afternoons to evenings at **WKSJ** Mobile, Ala., with the arrival of p.m. driver **Rick Miller** from **WTVT** Tuscaloosa, Ala. Former night jock **Jukebox Jake McCoy** moves to N/T sister **WNTM** for afternoons.

WYRK Buffalo, N.Y., assistant promotion director **Jerry West** joins country **WPKX** (Kix 97.9) Springfield, Mass., as promotion director. Also, **WCTO** Allentown, Pa., P/T jock **Hiphey Boy** joins **WPKX** as morning producer/stunt person.

WNUC Buffalo PD/midday host **Chris Atkins** shifts to afternoon drive, replacing **Buddy Shula**, now at crosstown **AC WMJQ**. Night jock **Ricky J.** takes middays. Atkins is still collecting T&Rs for an open air shift.

Former top 40 **WLKT** and country **WWYC** Lexington, Ky., morning co-host **Cindy Blake** joins **WYZZ** Fort Walton Beach, Fla., for same.

WXCX Wilmington, Del., ups **Tracy Jenkins** from P/T to full-time creative services director. Also, **WXCX** adds P/T air talent **Erica Riley**.

WWJO (98 Country) Saint Cloud, Minn., P/T

jock **Pete Foley** gets nights, replacing **Kelly Gore**, now in middays on N/T sister **WJON**.



BY PHYLLIS STARK

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PROGRAMMING: THE THUNDER ROLLS

KITT Shreveport, La., flipped from Cat Country to Thunder Country T93 on Sept. 22, after 12 hours of stunting with **Garth Brooks'** "The Thunder Rolls." At the same time, legendary sister station **KWKH**, home of "The Louisiana Hayride," returned to its roots with a country gold format after two days of construction sound effects. The **KWKH** lineup includes former **KITT** morning personality **Tom Michaels**, former **KWKH** jock **Barney Cannon**, and former PD **Gary Lawrence**. **Frank Page**, who has been with **KWKH** for more than 50 years, will continue to host his Saturday-morning program. The new lineup at T93 is morning hosts **Coyote** and **Kathryn** and news personality **Tony King**, formerly of crosstown **KRMD**. Former **KRMD** morning host **Julie Ryan** is in mid-

ON THE ROW

Stevens Heads To Asylum Records

Former Capitol Records VP of promotion **Terry Stevens** will work the Midwest region and do other special projects for Asylum Records until the end of the year, following **Kim Leslie's** move to AMFM Radio Networks (Country Airplay Monitor, Sept. 24).

Atlantic Records has moved into the Warner/Reprise Nashville offices at 20 Music Square East. Meanwhile, longtime Atlantic manager of publicity **Mike Crawford** (615-646-5491) exits the label, along with acts the **Great Divide** and **Mullins-Black**.

Chicks, Twain Win Big At CMA Awards

Dixie Chicks were the top winners in the 33rd annual Country Music Assn. Awards, tele-cast live on CBS Sept. 22. After opening the show with a performance of "Ready To Run," the Chicks took home awards for vocal group of the year, single of the year, and music video of the year, the latter two for "Wide Open Spaces."

Shania Twain became the first female in 13 years to win the evening's biggest prize, the entertainer of the year trophy. Twain was also presented with the CMA's International Artist Achievement Award, which recognizes global impact.

Tim McGraw was named top male vocalist, and his "A Place In The Sun" set won album of the year honors.

The crowd gave Martina McBride a standing ovation for her first-ever female vocalist of the year trophy. McBride has not won a CMA Award since 1994.

Brooks & Dunn were named vocal duo of the year for the eighth consecutive time, causing industry wits to refer to the category as "the Brooks & Dunn Award." The duo has set a record for most wins in that category.

Johnny Bond, Dolly Parton, and Conway Twitty were inducted into the Country Music Hall of Fame.

Awards show host Vince Gill and his duet partner, Patty Loveless, won the vocal event category for their song "My Kind Of Woman/My Kind Of Man." Parton performed the song with Gill in Loveless' absence.

Gill has won 18 CMA Awards, more than any other artist.

Jo Dee Messina took home the Horizon Award. Randy Scruggs was named musician of the year. "This Kiss," written by Annie Roboff, Robin Lerner, and Beth Nielsen Chapman, was named song of the year.



MJI Hosts Eighth Annual CMA Broadcast



MJI Broadcasting kicked off its eighth annual Country Music Assn. Awards week live broadcast Sept. 20 from Nashville with 49 participating stations, including WFMS Indianapolis. Pictured, from left, are Shedaisy's Kelsi Osborn, WFMS' Bill Whyte, Shedaisy's Kassidy Osborn, and WFMS' Jim Denny.

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTION DIRECTOR
Oct. 3	WIOV Lancaster, Pa. APPEARING: Linda Davis, Ty Herndon, Toby Keith, Ricochet, the Warren Brothers	Fall Music Fest	Susie Summer
Oct. 3	WJCL Savannah, Ga. APPEARING: Sherrie Austin, John Berry, Shane McAnally	Kix 96 Country In The Park	Allison Misora
Oct. 3	WUSN Chicago APPEARING: Sawyer Brown	Private Performance	Steve Lee
Oct. 6	WBEE Rochester, N.Y. APPEARING: John Berry, Andy Griggs, Brad Paisley, Yankee Grey	Concert For The Families	Stephanie Hogerman
Oct. 7	WGNA Albany, N.Y. APPEARING: Kathy Mattea, Collin Raye	25th Birthday Bash	Dick Stark
Oct. 7	WYNK Baton Rouge, La. APPEARING: Rhett Akins, John Berry, T. Graham Brown, Jeff Carson, Billy Ray Cyrus, Hunter Hayes, Jim Hogg & the Boys, Mindy McCready, River Road, Kenny Rogers, Daryle Singletary, Doug Stone, Pam Tillis, Bryan White	Dream Day Concert	Jill Stokeld
Oct. 9	WSM-FM Nashville APPEARING: Jessica Andrews, Martina McBride, Michael Peterson, Shedaisy	Fall Fest	Lisa Tidwell
Oct. 9-10	KYCY San Francisco APPEARING: Gary Allan (9), David Ball (9, 10), Suzy Bogguss (9), Mark Chesnut (10), Joe Diffie (10), Chris LeDoux (9), Lonestar (9), Smokin' Armadillos (10), Wild At Heart (9, 10), Lee Ann Womack (10)	CountryFest	Val Klein
Oct. 15	KXBZ Manhattan, Kan. APPEARING: Kenny Chesney, Lila McCann, Yankee Grey	Concert	Dan Engle
Oct. 24	KZLA Los Angeles APPEARING: Jessica Andrews, John Berry, Jennifer Day, Ty Herndon, Tracy Lawrence, Martina McBride, Lila McCann, Jo Dee Messina, Shane Minor, Tim Rushlow, Jason Sellers, Doug Stone, Bryan White, Mark Wills, Chely Wright, Yankee Grey	Country Cookout	Eric Zanelli
Oct. 30	KFKF Kansas City APPEARING: Sherrie Austin	Halloween Costume Concert	Jeff Davis

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



PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS • BY JEFF SILBERMAN

323-525-2303 • jsilberman@airplaymonitor.com

End Of Year Prompts Potpourri Of Promotions

With station concerts firmly ensconced atop the Topical Barometer, promo panelists dabbled in a variety of promo themes. Already thinking of the holiday season is modern AC WTIC-FM Hartford, Conn., which is holding a **Christmas in September** weekend, "to give away Beanie Babies and Pokémon toys, since everyone is now talking about these toys," says **Tristano Korlou**. "The cue to call in will be the sound of Santa," which sleighs us.

Rhythmic top 40 KLUC Las Vegas will hold a **Thanksgiving Leftovers Weekend**. "We give away all the prizes that are left in the promotion office prize vault," says **Vanessa Thill**. "They're huge packages that include movie tickets, videos, meal gift certificates, CDs, etc."

Meanwhile, the alliterative concert ticket giveaway award this week goes to country WPOC Baltimore, which holds **Tickle Tantrum Thursdays**. "Listeners call in when they hear 'The Tantrum Guy' sounder to win tickets," says **Sheila Silverstein**, somewhat slowly.

TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Station concerts
2†	3†	Breast Cancer Awareness Month (Oct.)
2†	6	Internet/Web sites
4	2	Halloween
5	10	College football
6	—	State/county fairs
7†	5	Fall TV season
7†	—	Baseball pennant races
9	7	"Monday Night Football"
10	—	2000 model car lines

HOTTEST NEW MOVIES: "The Sixth Sense," "Stigmata," "Three Kings," "Mystery, Alaska"

HOTTEST CONCERT TOURS:

Backstreet Boys (top 40), Bruce Springsteen (album rock), Smash mouth/Lenny Kravitz (modern adult/triple-A), TLC (R&B), Clint Black (country), TLC (R&B), Family Values (modern rock)

PROMO TOPIC OF THE WEEK: THE AD AGENCY BLUES

Make no mistake about it: Ad agency promotions can do a lot to fatten up a radio station's bottom line. Which explains why 20% of the Promogandists say they always have a positive relationship with the agencies, and 80% say most agencies are radio-savvy. However, that majority also has major bones to pick with the few agencies that don't "get it." Specifically:

"They pitch wacky ideas that won't work on the radio," says a triple-A panelist. "They'll have a complicated fulfillment for a 99-cent burger."

Then there's the second-class treatment of radio compared with TV. "Agencies will accept that a TV station won't play trivia on-air, give away prize packs made up of a T-shirt and ball cap, or have a TV personality endorse their product," says an R&B promo ace. "But they think radio will embrace these contests. What's more, instead of working with the station to create the best customized opportunity for their big clients, they rubber-stamp promotions for every market and expect everyone to embrace them."

"These cookie-cutter promotion requests and an unwillingness to be creative or tailor promos to a station [shows] a lack of understanding about what works on-air," says a modern AC panelist. "[They ask] why our PD doesn't think a jock reading Aunt Thelma's favorite turkey

recipes on-air is a good promo. Some of the larger agencies have a certain arrogance... It's as if they say, 'Here's some money we're dangling in front of you. You're either going to do our lame promo the way we say or you won't get the money. By the way, we want \$5,000 worth of added-value, too.' An unwillingness to compromise, which usually accompanies that attitude, is what makes the agencies difficult."

"They should give us the promotion's theme and goals, then let us create a program that works for the station and our audience," another R&B panelist says. "Also, I feel that they aren't doing the greatest job of properly communicating a program and all of its elements to the clients. In some cases, we were right on target when the agency led us to believe otherwise."

So what can a station do to nip such problems in the bud? "Thoroughly discuss all details up front so all of the players know what to expect," says a top 40 ace.

"An open dialogue about what works on your station and what doesn't," adds an R&B panelist. "For instance, we tell our clients that our listeners are into technology. They won't write a letter for an enter-to-win [contest] but will participate on our Web site. This education between client and station works best for both parties."

"Our sales staff is well-trained in the 'Acclivus' method of selling: Ask a lot of questions, initiate compromise, address concerns or doubts," says a modern AC Promogandist. "We also have strict station policies when it comes to certain agency requests: No live reads, no live remotes from your client's location, no jock endorsements, period. End of story. We've walked away from money at times because of the policies."

Apparently, the promo brand of "tough love" can work. "Tell them what you want and what you can do for them, and they usually do what you want," says a rhythmic top 40 promo director. "Be sure to tell them the reasons why you can't do what they want, and they'll usually understand. But if [what they want] doesn't work for the station, we will not support it. This isn't always a happy ending. We've turned in what we can do, the agency will come back with something else, and no compromise is made. We've backed out of those promotions. Back out of promotions a couple times, and they usually come crawling back to you, because they need you more than you need them!"

QUICK HITS: STICKER STOP FOR A NEW CAR?

Modern AC KFMB-FM (Star 100.7) San Diego is staging another successful loyalty program. About four times a day, the station sends someone out to pull over a listener who has a Star sticker on his or her car. If so, the driver is given a bucket of envelopes to choose from.

"They all have cash or concert tickets, but one has a certificate for a car," says **Kim Leeds**. "The odds of winning the car get better with every pull-over we do. As of now, they are 1 in 47."

Modern AC KZZO (the Zone) Sacramento, Calif., flew in four members of MTV's "Real World Hawaii" to be guest DJs and host the casting call for the series at a local mall. Listeners ages 18-24 had a chance to become members of the show's ninth season, which begins production in January. **Sonia Jackson** showed a lot of puck.

Want to participate? E-mail your best promotions to jsilberman@airplaymonitor.com.

PROMOGANDA HONOR ROLL

Diana Adles, CBSWNS Charlotte, N.C. • Judy Bailey, KQBT Austin, Texas • Dan Bowen, WSTR Atlanta • Diana Buckmann, KEEY Minneapolis • Trina L. Brandon, Clear Channel Jacksonville, Fla. • Steve Burgess, WYRK Buffalo, N.Y. • Melissa Burrell, KJAS Dallas • Scott Colebrook, WKRC Cincinnati • Loren Condon, KEGALDMX Dallas • Mike Colotta, WKYQ Tampa, Fla. • Dave Demer, WTKA Orlando, Fla. • Garrett Doll, KYGO Denver • Katie Everly, KMEL San Francisco • Vicki Fiorillo, KJNN/KESZ Phoenix • Wendie Foster, KKRZ Portland, Ore. • Van Freeman, KJIS Los Angeles • Greg Frey, KSON San Diego • Michael Godfrey, CKIK Calgary, Alberta • Kelly Gross, WPLY Philadelphia • Jade Heller, KFOG San Francisco • Stephanie Hogerman, WBEE Rochester, N.Y. • Jay Holloway, WTTT Chattanooga, Tenn. • TJ, XHTZ San Diego • Carly Johnston, KXTE Las Vegas • Tristano Korlou, CBS Hartford, Conn. • Kim Leeds, KFMB-FM San Diego • Barbara Luchinger, KAZN Dallas • Larry Lam, WJLB Detroit • Jen Markham Wynne, KMXB Las Vegas • Julie Maxwell, WNDG Detroit • Jane Morales, KEDJ Phoenix • Dianna Obermeyer, KPWR Los Angeles • Mike Oliviero, WXTB Tampa, Fla. • Mike Paterson, KHFT Austin, Texas • Marinda Peitzgen, KZLA Los Angeles • Vicki Preston, WDTJ Detroit • Stephanie Riniger, WKSE Buffalo, N.Y. • Sheila Silverstein, WPOC Baltimore • Keith Spangola, WQOX Chicago • Jim Sheehan, KSJO San Jose, Calif. • Jason Steinberg, WYNY New York • Anne-Marie Strzelecki, WBMS Boston • Vanessa Thill, KLUC/KMZQ Las Vegas • Maria Toufas, WXKS-FM Boston • Paul Williams, KPLX Dallas

flying high

Dixie Chicks

1999 CMA AWARDS

Vocal Group of the Year



Single of the Year

Video of the Year

“Wide Open Spaces”

*“There’s three
new sheriffs in town,
folks, get used to it...”
— Vince Gill*


Congratulations from your
Sony Music Nashville Family!



Sony Music
NASHVILLE

M Street Format Monitor

News/Talk Posts Biggest Growth In September Format Tally

RANK		The M Street  FORMAT MONITOR	STATION COUNT			
THIS MONTH	LAST MONTH		SEPT. '99	AUG. '99	SEPT. '98	NET GAIN OR LOSS THIS MONTH
1	1	Country	2,315	2,321	2,388	-6
2	2	News/Talk	1,143	1,131	1,124	12
3	3	Adult Contemporary	798	803	852	-5
4	4	Oldies	767	764	784	3
5	5	Religion (Music)	735	731	716	4
6	6	Adult Standards	578	572	558	6
7	7	Spanish	528	533	489	-5
8	8	Classic Rock/Hits	525	520	463	5
9	9	Soft AC/Easy Listening	423	429	401	-6
10	10	Top 40	399	391	379	8
11	11	Religion (Talk)	357	357	359	0
12	12	Top 40 Adult	315	317	277	-2
13	13	Mainstream Rock	272	272	267	0
14	14	Sports	257	265	245	-8
15	15	R&B Adult/Oldies	239	233	180	6
16	17	Miscellaneous	180	178	175	2
17	16	R&B	168	168	168	0
18	18	Modern Rock	135	135	146	0
19	19	Triple A	93	98	96	-5
20	20	Jazz	76	77	89	-1
21	21	Modern AC	74	73	75	1
22	22	Classical	39	38	42	1
Total commercial operating stations			10,416	10,406	10,273	
Stations off the air			98	99	99	

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.

Music City 103 Goes Hog Wild



WKDF (Music City 103) Nashville raised \$10,000 for the Chris Sanders Foundation, a charity that aids homeless families, with its Run for the First One motorcycle ride and concert, which kicked off the Tennessee Titans' regular season opening game. The event brought out 1,100 motorcyclists and 10,000 concertgoers.

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ACCESS: NASHVILLE

Wariner Gives Ax To Grammy In The Schools

Steve Wariner has teamed up with Fender Guitars and the National Academy of Recording Arts and Sciences Foundation's Grammy in the Schools Program and will donate an autographed electric guitar to a local high school music education program in each of seven cities on his current tour.

Wariner, Jo Dee Messina, Lorrie Morgan, and Mark Wills have signed on to host installments of the United Stations series "Country Giants," airing in October. Each artist will host a two-hour episode of the seasonal series of tributes to country music superstars.

Lila McCann will do seven tour dates with Kenny Chesney this fall beginning Oct. 14 in Mankato, Minn. McCann also heads to London to represent her school and show off her cheerleading skills in front of Queen Elizabeth at the Cheerleader Assn.'s Individual Competition, being held Dec. 26, 1999-Jan. 2, 2000.

Mark Wills will be a performer and presenter at the Christian Country Music Awards Nov. 4 in Nashville.

The Judds perform "Changing For The Better," a song written by Naomi Judd's husband, Larry Strickland, in a new TV ad campaign for

Tennison, Anyone?



WKDF (Music City 103) recently hosted its third annual acoustic showcase at the Summit County Fair. Performers included Tim Rushlow, Brad Paisley, Shane Minor, Montgomery Gentry, Andy Griggs, and Chalee Tennison, right, who is pictured with station personality Ken Steel.

Kmart. In another Kmart ad, they perform the jazz song "Gee Baby, Ain't I Good To You," previously recorded by Ella Fitzgerald and Billie Holiday.

Letters: Traditional Sound Sure To Rebound

To the editor:

I just read with interest the "Has Country Radio 'Evolved Away' From Traditional Sound?" article (Country Airplay Monitor, Sept. 24) and had to respond.

First of all, congratulations to Jimmy Lehn at WCTY [New London, Conn.], who hit the nail square on when noting the tremendous amount of country artists who got started with traditional country music. Many of these same artists have deserted the same sound that got them their gold or multi-platinum start. I wonder if some of these artists would have even broken through if they hadn't started out with a traditional sound.

Second, in regard to [Mercury Records president] Luke Lewis' comment about "Hallmark love songs" being the only songs getting airplay, that's not only dead wrong but a death knell for the format, if true. We must separate the phenoms (Garth, Dixie Chicks, Shania, Tim McGraw, etc.) from the better part of the pack, which doesn't sell nearly as well. The majority of this pack is filled with albums stocked with "Hallmark love songs" and "pop meets country fluff"; [such] albums move very quickly to the bargain rack. Many of these same artists have had hit songs but still can't sell product in any volume. The point being that the pop sound of country not only isn't a guarantee

of success on the radio, or in the record store, but may even be less apt to succeed, due to the heavy influx of [overly similar sounds] that we're getting thrown our way.

Finally, this format used to be the top choice of the blue-collar working man and woman, with songs about honesty and truth, problems and solutions, finding love and breaking up, as well as drinking and having fun. If you force-fed some of today's country music to a hard-working construction crew, you'd get your ass kicked! That's why Music City 103 proudly [combines current hits with] George Jones, Waylon Jennings, Merle Haggard, Tammy Wynette, and Willie Nelson. So far, the response has been incredible. There's nothing wrong with traditional country. Watch for it to come back in a big way—soon!

The highlight of the Country Music Assn. Awards was Alan Jackson standing up tall for his friend and country music legend, George Jones [see story, page 1]. It was the biggest ovation of the night and should be a wake-up call to the CMA. This man has given 44 years to country music, is in the Hall of Fame, and has had the biggest comeback story of the past year. It shouldn't have come to that. But, since it did, thanks, Alan.

Wes McShay, PD
 WKDF (Music City 103) Nashville

To the editor:

I fear I'm over simplifying things here, but someone needs to point toward the root of the issue ("Has Country Radio 'Evolved Away' From Traditional Sound?," Country Airplay Monitor, Sept. 24). I remember 20 years ago my dad (now 78) saying that Hank Sr. was the last great singer/songwriter God made. When asked why he felt that way, he said, "Nobody else sounds country anymore. They all sound like that old top 40 stuff." Perceptive for a man that thinks the Rolling Stones is still an Olympic event.

But there have been very few that sound as country as Hank. With the average country listener only 10 years vested into the format, it's easy to see why the traditional sound is getting less emphasis today. My dad equated "good" to "sounding country." Today's country listener doesn't relate to that sound any longer. Today, the word "good" describes a song as it relates to all other songs that per-

son listens to, in and out of the country format.

If it's a good song that happens to be twangy, great, let's play it. But "Choices" by George [Jones], while one of his best in recent years, doesn't stack up to records like "Amazed" by Lonestar or Faith [Hill's] "This Kiss." Nor does it compare with the more traditional-sounding songs like Alan Jackson's "Little Man" or Kenny Chesney's "You Had Me From Hello."

I think it's time to take the emphasis off "Is this song country?" and start asking, "Is this a great song my audience will embrace [and] make a hit for my format?" If the answer is yes, play it and play it often. We don't need contemporary songs more than we need traditional ones, or vice versa. We need great music that country fans will listen to, period.

L.J. Smith, Director of Programming
 BP Consulting Group



The Cold Hard Truth...

**ALAN JACKSON HAS THE BIGGEST
HEART IN COUNTRY MUSIC**

GEORGE & NANCY JONES

AND

ASYLUM RECORDS

WOULD LIKE TO PAY TRIBUTE TO OUR HERO AND FRIEND

ALAN JACKSON

Most PDs Back Jackson's Stand On The Possum At CMA Awards

Continued from page 1

but I love the fact that somebody did something other than sing or present an award. Alan gave us a true 'CMA moment.' It even made me forgive him for wearing a ponytail."

"I have new-found respect for [Jackson] for showing respect for the Possum," says Doug Montgomery, OM of WBCT/WCUZ Grand Rapids, Mich. "George should have been told, 'You sing what you want as long as you want, and we'll find a way to make it work.'"

Bob Davis, program manager of KTWO Casper, Wyo., suggests the CMA have Jackson host next year's show, because "he seems to be the only person who understands what the CMA viewers want to see."

"[Jackson] is my hero," says WRKZ Harrisburg, Pa., MD Dandalion. "I have immense respect for anyone who uses a public venue to rectify a grave injustice. Not allowing the greatest country singer who ever lived to sing his song is despicable. Whoever is responsible for that idiotic decision at the CMA should have their ass kicked and thrown off the board!"

But not everyone agreed with Jackson's actions or the industry's reaction to it.

Lisa Allen, PD of WFRE Frederick, Md., says, "Alan Jackson's behavior was inappropriate. The purpose of the CMA Awards is to honor the achievements of the artists and to entertain the fans. George Jones had already made a statement by choosing not to perform an abbreviated version of the song. Jackson didn't need to expose the fans to Music City politics."

"With things like kids starving all over the world and people dying in the eastern U.S. from floods, how can anyone be so upset and angry at either side of the George Jones/CMA thing?" asks WPOC Baltimore PD Scott Lindy. "Do we all understand that we are living in the fringe of society? Our worlds are so involved with our music, stations, management, promotion, and sales [both radio ads and records] that I fear we don't always recognize what's important with this world. Yes, I too am passionate about my job but not to the point of some of the anger I heard in Nashville last week."

Nevertheless, the controversy affected programming at least one station. Chuck Geiger, PD of WCTO (Cat Country) Allentown, Pa., reports that "Cat Country 96 listeners loved the Jackson/Jones statement. We never played 'Choices.' Now, it's a current."

SHANIA TURNS A CORNER

The choice of Twain as entertainer of the year was almost universally supported by the programmers polled for this story, who applauded her hard-won battle for the respect of the industry.

"Shania deserved to win entertainer of the year," says Frey. "Nobody playing country music sold more records or tickets this year, and nobody exposed more people to our format. Right, she's not the most traditional artist out there, but I think the average person thinks of her as a country artist even if the only exposure they get is from VHI."

"Whether or not you like [Twain's] music and direction, she has brought more listeners to this format in the past year than any other artist, just like Garth did a few years ago, and her concert tour proved that she is a true 'entertainer' and not just a singer," says Allen.

"The industry has screamed for a superstar, and she is one," says Jaymes. "She defied the critics, and looking back over the course of our history in country music, so did Waylon in his time, Alabama when they started, Randy Travis, and Garth Brooks. We have a habit of telling artists when they do something different that they are killing the format. Maybe we should reflect."

"I was saddened that Shania didn't have a prepared speech for her entertainer of the year award," says WGRL Indianapolis PD John Q. Morris. "I would probably be bitter if she'd expected to win."

But Twain's acceptance speech, in which she expressed a desire to meet her "idol," Dolly Parton, didn't sit well with Ric Larson, PD of WBUL Lexington, Ky. "I say 'bull hockey' to the Shania Twain 'kiss up' to Dolly Parton," he says. "I have never heard her mention one time that Dolly was her idol. . . . Don't even insult my limited intelligence by trying to convince me Dolly

is your idol."

WHOK Columbus, Ohio, PD Don Christi says, "I found it interesting in a time when the overall sound of country is so close to pop that we take our biggest night of the year and position ourselves closer to the pop format with the inclusion of two pop artists and, for all intents, award our top honor to a pop artist as well," he says. "With all due respect, Shania Twain does not have the talent of Reba McEntire, Garth Brooks, or Hank Williams Jr., all former entertainers of the year."

POP A TOP, AGAIN

An estimated 37 million people watched all or part of the CMA Awards this year. Perhaps because of the inclusion of the pop acts, the show racked up its highest numbers in the 18- to 34-year-old demo since 1996, up 16% from last year's show. But the decision to include those acts on a country show still annoyed some programmers. Others, however, believed new listeners could be recruited as a result.

"I thought adding Jewel and 'N Sync was a good move to bring people to the show who were not necessarily country fans but who could be," says WIVK-FM Knoxville, Tenn., OM/PD Mike Hammond. "This gave a feeling of country is cool."

"I'm much happier having some of pop's big stars appearing on a country record or country TV show than having our artists on pop radio," says Brooks. "I believe having 'N Sync and Jewel on country records does actually have a chance of pulling [the] pop audience over to country. This is much better for us than having some of our biggest artists on pop radio, eliminating the reason for P2s to come to country radio at all."

"As much as I hate to admit it, the 'N Sync guys sang quite well. Unfortunately, Alabama paled by comparison," says Morris. "'N Sync was on the record, so why shouldn't they be at the awards show. The issue should probably be, 'Why were they on the record?' Same goes for Jewel with Merle, although I'd bet that Jewel could record a pretty cool country album if she wanted to."

"I hated the Merle Haggard/Jewel fiasco," says Frey. "She sounded good, he sounded so-so, but put the two together and it's laughable. Alabama and 'N Sync were a much better match."

SOUND PROBLEMS PERSIST

Overall, most programmers who participated in this story thought the show was well-paced and entertaining. WRBQ Tampa, Fla., MD Nancy Knight calls it "one of the best CMA shows in years." And most gave Gill high marks for his hosting skill, although WRBT Harrisburg, Pa., PD Tom Benson says, "Our listeners told us Gill should leave out the suggestive jokes."

There were, however, the perennial complaints about the show's sound quality. KWJJ Portland, Ore., PD Robin Mitchell says, "The CMA Awards show should be a reflection of the best music the format has to offer. Even the greatest songs of the format don't have the punch they should when the music is not mixed as it was in the original recording, such as the Dixie Chicks music being too low behind their vocals—this after they spent eight hours rehearsing. What about reverb and effects on vocals which can be done with black boxes so the songs sound like [they do] on the recordings? How about having ear monitors preset and mixed properly, so the artists aren't handicapped as they obviously were in some cases?"

KMPS Seattle MD Tony Thomas thought the whole show was indicative of the format's struggle to find the right balance between tradition and progress. "As the last CMA Awards before the new millennium, there seemed to be a clear tension in the room over where we're supposed to be going," Thomas says. "From Vince's plea about tradition and Alan's 'statement' to the deserved ascension of the very hip Dixie Chicks and the crowning of our most pop-flavored artist as No. 1, it appears the 'old vs. new' issue is one that, as an industry, we're all still struggling to sort out."

WBEE Raises \$43,000-Plus For Charity



WBEE Rochester, N.Y., raised more than \$43,000 during its 12th annual Ronald McDonald House Radiothon Aug. 27-28. The event included live performances by Rebecca Lynn Howard, Jessica Andrews, and Jason Sellers. Pictured, from left, are MD Coyote Collins, Howard, Sellers, and VP/GM Bill Cloutier.

Artists Back Low-Power FM

Jackson Browne, Bonnie Raitt, Indigo Girls' Amy Ray, Sonic Youth's Steve Shelley, Luscious Jackson's Kate Schellenbach, Mike Watt, and Fugazi's Ian MacKaye are among the artists coming out in favor of low-power FM (LPFM). A letter signed by more than three dozen artists and music industry members has been sent to the FCC backing microradio. Low-Power Radio Coalition executive director Michael Bracy says many artists are frustrated because their music is not being played on commercial radio. "The music that is played on the air comes not from love or respect for the art but from a market analysis of how to squeeze more profits." The coalition is organizing a 10-day concert series, dubbed Left Off the Dial, to draw attention to the issue, although none of the signatory artists has agreed to perform. The FCC plans to release its outline for how LPFM may work at its Oct. 21 meeting.



CAPITAL: MEL MEETS JESSE

As CBS prepares to merge into Viacom, CEO Mel Karmazin sat down with the Rev. Jesse Jackson, Inner City Broadcasting CEO Percy Sutton, and Spanish Broadcasting Systems CFO Joe Garcia Sept. 22 to discuss minority broadcasters' concerns about the impending merger. Much of the conversation centered on Jackson's desire that CBS make any necessary spins to minority owners. To win regulatory approval of the merger, the companies will likely need to sell a handful of radio and TV stations to meet ownership limits. Neither company has said it will ask the FCC for a waiver, and Jackson says he is urging FCC Chair Bill Kennard to reject any such request, citing the loss of the minority tax-certificate program as already having limited minority ownership opportunities. Jackson also expressed his concern with what he believes is the low level of minority representation in the upper echelons of CBS management. CBS has one minority on its corporate board; Viacom has none. Jackson has already begun talks with Kennard and plans to meet with Viacom CEO Sumner Redstone next month.

Emmis CEO Jeff Smulyan says a multi-group Internet project he is spearheading is set to launch by year's end. "I think everybody realizes that this industry has in the past fumbled the ball and let other people create value. [Radio people] saw Broadcast.com use our content [and] our relationship with consumers and advertisers to create an enterprise that created

\$5.5 billion in value for other people, [and we] are saying we're not going to see that happen again." The consortium is still shopping for hardware and software, he says. Meanwhile, Emmis' same-station revenues grew 19% in the second quarter, thanks to dot.com advertising and the success of modern rock WKQX Chicago morning host Mancow Muller.

With the sale of its radio division pending, Sinclair Broadcast Group's stock price has plunged by more than a third in the past two weeks, as the company warns investors to expect very little in the way of earnings this year. Sinclair, which is selling nearly its entire radio portfolio to Entercom, blames a weaker-than-expected TV advertising market, particularly with national advertisers. Some analysts say Sinclair had been propping up its broadcast division with the cash cow of radio.

The marriage of Westwood One and Metro Networks has been approved by both sets of stockholders. Under the deal, each share of Metro stock becomes 1.5 shares of Westwood One.

CAPITOL: FCC RUSH CONTINUES

Rep. Richard Burr, R-N.C., is expected to introduce legislation this week that would limit the FCC's ability to delay telecommunications mergers. Burr is drafting the bill at the behest of Rep. Billy Tauzin, R-La., chair of the House Telecommunications Subcommittee, according to Hill sources. A similar bill has already cleared the Senate Judiciary Committee and is expected to go to the full Senate by the end of this congressional session. At press time, FCC Chair Bill Kennard was putting the finishing touches on his reorganization plan.

Kennard, meanwhile, has penned a letter to Tauzin, disputing his allegations that the slow-moving FCC approval process gives lobbyists a chance to "shake down" companies, claiming they can facilitate a quicker review. In the letter, Kennard says the FCC's door is always open. A Tauzin spokesman later clarified the statement, saying the congressman was simply trying to say the system is corrupted when the FCC delays acting on a case.

The Federal Trade Commission has given its blessing to AMFM's swap of 14 radio stations in exchange for Cox Radio's AC KOST and N/T KFI Los Angeles. It has also approved Clear Channel's deal to buy 10 stations from Ingstad Broadcasting.

The FCC has flagged Entercom's purchase of album rock KQRC, classic rock KCFX, classical KXTR, and jazz KCIY Kansas City from Sinclair. It has also flagged Clear Channel's purchase of country WNUS-FM, AC WRVB, oldies WDMX, classic rock WRZZ, and N/T WNUS-AM Parkersburg, W. Va., citing concentration concerns.

SALES

Clear Channel buys country WSRW-FM and gospel WSRW-AM Hillsboro, Ohio, from Highland Broadcasting.

AIRPLAY **Monitor** **GREATEST GAINERS**

Broadcast Data Systems
Airplay Recognition Services


Strongest Increase In Airplay This Week

INCREASE IN DETECTIONS

SHANIA TWAIN • <i>Come On Over</i> (MERCURY)	+462
WYNY +26, WZZK +19, KSSN +18, WQDR +17, WGNA +17, KASE +16, KGMV +14, WRBT +13, WKSF +13, WKCN +13	
FAITH HILL • <i>Breathe</i> (WARNER BROS./WRN)	+412
KYCY +26, KMLE +17, WRBQ +12, WCTO +10, WBCT +10, WUSY +10, WEZL +9, KKAT +9, WKXC +8, WAMZ +8	
BRAD PAISLEY • <i>He Didn't Have To Be</i> (ARISTA NASHVILLE)	+409
WTQR +22, WWGR +17, WGGY +15, KIKF +15, WSOC +15, WKDF +14, KSON +14, KRYS +13, WXBQ +12, WQMX +11	
STEVE WARINER • <i>I'm Already Taken</i> (CAPITOL)	+397
KTST +22, KIKK +18, WGH +17, KXXY +17, KKAT +17, WMSI +15, WRKZ +15, KUBL +14, KATM +14, WXBM +14	
ALAN JACKSON • <i>Pop A Top</i> (ARISTA NASHVILLE)	+370
WKDF +19, KYCY +18, WUSY +18, WCTO +16, WBCT +12, KTTS +12, WOW +12, WKXC +11, KSOP +11, WOGK +10	
CLINT BLACK • <i>When I Said I Do</i> (RCA)	+359
WNKT +18, WQDR +16, KYCW +16, WXTU +16, WXBQ +13, WYNN +13, KUPL +13, KMPS +13, WCKT +12, WVLK +12	
REBA • <i>What Do You Say</i> (MCA NASHVILLE)	+359
KTST +14, KWNR +14, KSSN +14, WBCT +13, KKCS +12, KZSN +12, KFMS +12, WMJC +11, KTOM +11, KUPL +11	
MARTINA MCBRIDE • <i>I Love You</i> (RCA)	+339
KVOO +20, WRKZ +18, KYGO +16, KFMS +15, KASE +14, KGMV +13, WPOR +13, KRMD +13, WXBM +13, KUBL +11	
MONTGOMERY GENTRY • <i>Lonely And Gone</i> (COLUMBIA)	+279
KRMD +21, WBCT +16, WCAC +14, WKCN +13, KUZZ +13, KTOM +11, KGMV +11, WSM +11, WXTU +11, KXKT +10	
LEANN RIMES • <i>Big Deal</i> (CURB)	+248
KIKF +17, WGGY +15, WKCN +12, WSM +12, WEZL +11, WGKX +10, WOKQ +9, WFRE +9, WYRK +8, KPLX +8	
GEORGE STRAIT • <i>What Do You Say To That</i> (MCA NASHVILLE)	+217
KIKF +14, WCTO +12, KJJY +12, KATM +11, KSSN +11, WRNS +10, KXKC +10, WKHK +10, WNOE +10, WFMS +10	
CHAD BROCK • <i>Lightning Does The Work</i> (WARNER BROS./WRN)	+216
KRTY +18, WFLS +14, KNIX +11, KXKC +10, WBEE +10, KSON +10, WIVK +9, WBCT +8, WKXC +8, WVLK +8	
JOHN MICHAEL MONTGOMERY • <i>Home To You</i> (ATLANTIC)	+210
KPLX +24, WOW +19, WUSY +15, WSOC +14, WTQR +13, WXTU +13, KIIM +12, KTEX +11, WCAC +10, KWJJ +10	
BROOKS & DUNN • <i>Missing You</i> (ARISTA NASHVILLE)	+195
WYNY +27, WGGY +13, KTEX +12, KUPL +12, KIKK +12, WUSY +11, KWJJ +11, WNCY +9, KKBQ +8, WGNE +7	
TRACY BYRD • <i>Put Your Hand In Mine</i> (RCA)	+189
WTQR +13, WSM +11, WFMS +9, WOGY +8, WXBQ +8, WQBE +8, KSSN +8, KRST +8, KFKF +8, WAMZ +8	

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

#1		KMLE Phoenix, AZ PD: Jeff Garrison MD: Jon Allen Airplay Leader Designations: 7
#2	KPLX, Dallas, TX (PD/MD: Brian Philips/Cody Alan)	5
#3	WWGR, Ft. Myers, FL (PD/MD: Chris O'Kelley/Steve Hart)	3
#4	KEEY, Minneapolis, MN (PD/MD: Gregg Swedberg/Travis Moon)	3
#5	KXKC, Lafayette, LA (PD/MD: Renee Revett/Kelly Thompson)	2

The Airplay Leaderboard ranks taste-maker stations that have been the most successful in identifying future hit records as measured by the amount of AIRPOWER titles for which they were Airplay Leaders. Refer to each format's IMPACT! page to see this week's Airplay Leaders.

COUNTRY RECURRENT AIRPLAY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS	RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	TW DETECTIONS	LW DETECTIONS
1	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU ALABAMA (RCA)	2150	2401	14	STAND BESIDE ME JO DEE MESSINA (CURB)	1229	1242
2	LITTLE GOOD-BYES SHEDAISSY (LYRIC STREET)	2032	2180	15	I DON'T WANT TO MISS A THING MARK CHESNUTT (DECCA/MCA NASHVILLE)	1210	1249
3	HOW FOREVER FEELS KENNY CHESNEY (BNA)	1909	1875	16	WISH YOU WERE HERE MARK WILLS (MERCURY)	1151	1201
4	A NIGHT TO REMEMBER JOE DIFFIE (EPIC)	1829	2025	17	WIDE OPEN SPACES DIXIE CHICKS (MONUMENT)	1142	1038
5	NEVER BEEN KISSED SHERRIE AUSTIN (ARISTA NASHVILLE)	1660	1692	18	THIS KISS FAITH HILL (WARNER BROS.)	1074	879
6	PLEASE REMEMBER ME TIM MCGRAW (CURB)	1653	1581	19	TWO TEARDROPS STEVE WARINER (CAPITOL)	1015	1087
7	YOU WON'T EVER BE LONELY ANDY GRIGGS (RCA)	1609	1760	20	TONIGHT THE HEARTACHE'S ON ME DIXIE CHICKS (MONUMENT)	953	1051
8	WHATEVER YOU SAY MARTINA MCBRIDE (RCA)	1569	1762	21	WHERE THE GREEN GRASS GROWS TIM MCGRAW (CURB)	876	960
9	I'LL THINK OF A REASON LATER LEE ANN WOMACK (DECCA/MCA NASHVILLE)	1367	1390	22	BUSY MAN BILLY RAY CYRUS (MERCURY)	876	919
10	UNBELIEVABLE DIAMOND RIO (ARISTA NASHVILLE)	1323	1338	23	NO PLACE THAT FAR SARA EVANS (RCA)	874	838
11	ANYONE ELSE COLLIN RAYE (EPIC)	1283	1304	24	BYE BYE JO DEE MESSINA (CURB)	865	789
12	YOU WERE MINE DIXIE CHICKS (MONUMENT)	1255	1210	25	HONEY, I'M HOME SHANIA TWAIN (MERCURY)	822	804
13	MAN! I FEEL LIKE A WOMAN! SHANIA TWAIN (MERCURY)	1245	1253				

Recurrents are titles that have appeared on the Country Airplay chart for 20 weeks and have dropped below the top 25.

MOST NEW STATIONS

Songs with 6 or more detections at new stations this week

	NEW STATIONS		NEW STATIONS
REBA <i>What Do You Say</i> (MCA Nashville)	33	FAITH HILL <i>Breathe</i> (Warner Bros./WRN)	20
ALAN JACKSON <i>Pop A Top</i> (Arista Nashville)	22	TRACY BYRD <i>Put Your Hand In Mine</i> (RCA)	16
BRAD PAISLEY <i>He Didn't Have To Be</i> (Arista Nashville)	21	TOBY KEITH <i>When Love Fades</i> (DreamWorks)	15
TRACE ADKINS <i>Don't Lie</i> (Capitol)	21	TY HERNDON <i>Steam</i> (Epic)	14
SHANIA TWAIN <i>Come On Over</i> (Mercury)	20	KENNY CHESNEY <i>She Thinks My Tractor's Sexy</i> (BNA)	14

You Always Remember Your **FIRST IMPRESSION**

POWER PLAYLISTS now feature **FIRST IMPRESSIONS**, listing the top 3 songs played 6 times or more for the first time on a station.

FIRST IMPRESSIONS gives you insight into what's being added to playlists around the country. Another first from **Monitor**



CMT VIDEO PLAYLIST TRACKING PERIOD: SEPT. 17 - SEPT. 23, 1999. PD: Chris Parr. CBS Cable 615-457-8500. Playlist for CMT station.

KZLA Los Angeles OM: Manda Petelin. APD: Mandy McCormack. Bonneville 323-882-8000. Playlist for KZLA station.

WUSN Chicago PD: Justin Case. MD: Tricia Biondo. Infinity 312-649-0099. Playlist for WUSN station.

WKHX Atlanta PD: Neil McGray. MD: Johnny Gray. ABC/Disney 770-955-0101. Playlist for WKHX station.

WMZQ Washington, DC PD: Mac Daniels. MD: Jon Anthony. AMFM 301-231-8231. Playlist for WMZQ station.

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

WXTU Philadelphia PD: Ken Johnson. Beasley 610-667-9000. Playlist for WXTU station.

WYNY New York PD: Darin Smith. APD/MD: Shan Roth. Big City Radio, Inc. 914-592-1071. Playlist for WYNY station.

KEEY Minneapolis PD: Gregg Swedberg. APD/MD: Travis Moon. AFM/M 612-820-4200. Playlist for KEEY station.

KILT Houston PD/MD: Debbie Brazier. Infinity 713-881-5100. Playlist for KILT station.

KNIX Phoenix PD: Alan Sledge. APD/MD: George King. Clear Channel 480-966-6236. Playlist for KNIX station.

WIL St. Louis APD/MD: Mark Langston. Sinclair 314-781-9600. Playlist for WIL station.

KPLX Dallas PD: Brian Phillips. APD: Smokey Rivers. Susquehanna 214-526-2400. Playlist for KPLX station.

WGAR Cleveland PD: Day Huncutt. MD: Chuck Collier. Clear Channel 216-328-9950. Playlist for WGAR station.

KYGO Denver OM/PD: John St. John. MD: Tad Svendsen. Jefferson Pilot 303-321-0950. Playlist for KYGO station.

KMPS Seattle PD: Mark Richards. MD: Tony Thomas. Infinity 206-805-0941. Playlist for KMPS station.

WYAT Atlanta PD: Steve Mitchell. MD: Johnny Gray. ABC/Disney 770-955-0106. Playlist for WYAT station.

WYCD Detroit PD: Lisa Rodman. APD/MD: Ron Chatman. Infinity 248-799-0600. Playlist for WYCD station.

WIVK Knoxville OM: Mike Hammond. APD/MD: Colleen Addair. Dick Broadcasting 423-588-6511. Playlist for WIVK station.

WDSY Pittsburgh OM/PD: Keith Clark. APD/MD: Stacey Richards. Infinity 412-920-9400. Playlist for WDSY station.

KBQ Houston PD: Tim Murphy. APD/MD: Steve Giuttari. AMFM 713-961-0093. Playlist for KBQ station.

KMLE Phoenix PD: Jeff Garrison. APD/MD: Jon Allen. AMFM 602-264-0108. Playlist for KMLE station.

KFRG San Bernardino OM: Ray Massie. MD: Don Jeffrey. Infinity 909-825-9525. Playlist for KFRG station.

COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING SEPTEMBER 26, 1999

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

First Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

WTQR Greensboro

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

	TW	LW
1	Tim McGraw, Something Like That	47 44
2	Dixie Chicks, Ready To Run	41 47
3	Mark Willis, She's In Love	40 30
4	John Michael Montgomery, Home To You	39 26
5	Trisha Yearwood, I'll Still Love You Mor	38 42
6	Alan Jackson, Little Man	38 42
7	Jo Dee Messina, Lesson In Leavin'	33 45
8	Brad Paisley, He Didn't Have To Be	30 25
9	George Strait, What Do You Say To That	29 27
10	Martina McBride, I Love You	28 21
11	Lonestar, Amazed	24 25
12	Doug Stone, Make Up In Love	23 23
13	Lee Ann Womack, (Now You See Me) Now You	23 25
14	Montgomery Gentry, Loney & Gone	23 25
15	Tracy Byrd, Put Your Hand In Mine	22 28
16	Chad Brock, Lightning Does The Work	22 30
17	Kenny Chesney, How Forever Feels	21 18
18	Sherrie Austin, Never Been Kissed	20 28
19	George Strait, Write This Down	19 22
20	Lila McCann, Crush	19 24
21	Mark Chesnut, This Heartache Never Sleaz	18 25
22	Shania Twain, Man! I Feel Like A Woman!	15 16
23	Tim McGraw, Please Remember Me	13 19
24	Diamond Rio, Unbelievable	12 11
25	Brooks & Dunn, Missing You	12 11
26	Jessica Andrews, You've Got A Way	11 21
27	Chely Wright, Single White Female	11 38
28	Steve Wariner, I'm Already Taken	10 5
29	LeAnn Rimes, Big Deal	10 5
30	Randy Travis, A Man Ain't Made Of Stone	9 6
31	Alan Jackson, Pop A Top	8 5
32	Reba McEntire, What Do You Say	6 4

WFMS Indianapolis

PD: Bob Richards
MD: JD Cannon
Susquehanna 317-842-9550

	TW	LW
1	Tim McGraw, Something Like That	39 37
2	Yankee Grey, All Things Considered	36 27
3	George Strait, What Do You Say To That	35 25
4	Doug Stone, Make Up In Love	35 24
5	Shane McAnally, Are Your Eyes Still Blue	35 23
6	Mark Willis, She's In Love	33 23
7	Kenny Chesney, You Had Me From Hello	33 35
8	Alan Jackson, Little Man	32 35
9	Trisha Yearwood, I'll Still Love You Mor	31 34
10	Shane McAnally, Are Your Eyes Still Blue	27 24
11	Dixie Chicks, Ready To Run	26 21
12	Montgomery Gentry, Loney & Gone	25 21
13	Martina McBride, I Love You	24 14
14	Shane Minor, Ordinary Love	24 15
15	Chad Brock, Lightning Does The Work	24 20
16	Brad Paisley, He Didn't Have To Be	23 15
17	Kenny Chesney, How Forever Feels	21 19
18	Randy Travis, A Man Ain't Made Of Stone	21 20
19	Andy Griggs, I'll Go Crazy	20 24
20	John Michael Montgomery, Home To You	20 24
21	Sammy Kershaw, When You Love Someone	19 13
22	Jo Dee Messina, Lesson In Leavin'	19 21
23	Brooks & Dunn, Missing You	18 14
24	By Herndon, Steam	17 14
25	Shania Twain, Man! I Feel Like A Woman!	17 14
26	Alabama, God Must Have Spent A Little M	17 16
27	Chely Wright, Single White Female	17 32
28	LeAnn Rimes, Big Deal	16 14
29	George Jones, Choices	16 13
30	Lonestar, Amazed	16 13
31	Jason Sellers, A Matter Of Time	15 5
32	Pam Tillis, After A Kiss	6 4

WKLB Orlando

PD: Len Shackelford
MD: Shadow Stevens
Cox 407-298-9292

	TW	LW
1	Lonestar, Amazed	38 39
2	Dixie Chicks, Tonight The Heartache's On	36 36
3	Jo Dee Messina, Lesson In Leavin'	36 37
4	Mark Willis, She's In Love	35 34
5	Martina McBride, Whatever You Say	35 36
6	Kenny Chesney, How Forever Feels	34 33
7	Andy Griggs, I'll Go Crazy	34 36
8	George Strait, Write This Down	33 36
9	Shania Twain, Come On Over	30 32
10	Steve Wariner, I'm Already Taken	23 20
11	Martina McBride, I Love You	22 20
12	Lee Ann Womack, (Now You See Me) Now You	21 22
13	Steve Wariner, Two Headroads	21 15
14	Doug Stone, Make Up In Love	21 22
15	Alan Jackson, Little Man	20 19
16	Dwight Yoakam, Crazy Little Thing Called	20 19
17	George Strait, What Do You Say To That	18 22
18	Shane Minor, Ordinary Love	18 23
19	Billy Ray Cyrus, Busy Man	18 17
20	Chely Wright, Single White Female	16 23
21	Dixie Chicks, Ready To Run	14 8
22	Mark Chesnut, I Don't Want To Miss A Th	14 13
23	Tim McGraw, Please Remember Me	14 13
24	John Michael Montgomery, Home To You	14 13
25	By Herndon, Steam	13 15
26	Diamond Rio, Unbelievable	10 14
27	Clint Black, When I Said I Do	9 6
28	Collin Raye, My Kind Of Girl	9 6
29	Brooks & Dunn, Rock My World	8 9
30	Clint Black, When I Said I Do	9 8

WKLB Boston

PD: Mike Brophy
APD/MD: Ginny Rogers
Greater Media 617-822-9600

	TW	LW
1	Dixie Chicks, Ready To Run	41 36
2	Tim McGraw, Something Like That	40 35
3	Kenny Chesney, You Had Me From Hello	36 39
4	Martina McBride, I Love You	36 39
5	Trisha Yearwood, I'll Still Love You Mor	31 31
6	Alan Jackson, Little Man	31 31
7	Chely Wright, Single White Female	30 32
8	Faith Hill, The Secret Of Life	30 33
9	Shania Twain, Come On Over	29 21
10	Shedady, Little Good-Byes	27 20
11	Jessica Andrews, You've Got A Way	22 23
12	Lee Ann Womack, (Now You See Me) Now You	21 22
13	Jo Dee Messina, Lesson In Leavin'	19 20
14	Doug Stone, Make Up In Love	19 21
15	Lonestar, Amazed	19 21
16	Dwight Yoakam, Crazy Little Thing Called	18 22
17	George Strait, What Do You Say To That	18 22
18	Shane Minor, Ordinary Love	18 23
19	Shania Twain, Man! I Feel Like A Woman!	17 18
20	Jessica Andrews, You've Got A Way	17 21
21	Shane Wariner, I'm Already Taken	17 21
22	John Michael Montgomery, Home To You	17 24
23	George Strait, Write This Down	16 20
24	Shania Twain, Man! I Feel Like A Woman!	15 16
25	Shane Wariner, I'm Already Taken	14 18
26	Shane Minor, Stand Beside Me	14 11
27	Kenny Rogers, I'll Go Crazy	13 14
28	Alabama, God Must Have Spent A Little M	13 12
29	Dixie Chicks, Ready To Run	12 13
30	Tim McGraw, Please Remember Me	12 13

WKIS Miami

PD: Bob McKay
MD: Darlene Evans
Beasley 954-431-6200

	TW	LW
1	Alan Jackson, Little Man	35 31
2	Martina McBride, I Love You	35 35
3	George Strait, What Do You Say To That	35 36
4	Dixie Chicks, Ready To Run	31 37
5	George Strait, What Do You Say To That	31 37
6	Mark Willis, She's In Love	29 25
7	Kenny Chesney, You Had Me From Hello	28 38
8	Lee Ann Womack, (Now You See Me) Now You	28 31
9	Trisha Yearwood, I'll Still Love You Mor	26 31
10	Shania Twain, Come On Over	21 13
11	Chad Brock, Lightning Does The Work	18 12
12	Andy Griggs, I'll Go Crazy	17 15
13	Montgomery Gentry, Loney & Gone	15 13
14	Michael Peterson, Sure Feels Real Good	14 11
15	Yankee Grey, All Things Considered	13 4
16	LeAnn Rimes, Big Deal	13 11
17	Doug Stone, Make Up In Love	13 15
18	Trace Adkins, Don't Lie	12 8
19	Shania Twain, Man! I Feel Like A Woman!	12 9
20	Jessica Andrews, You've Got A Way	12 9
21	Brooks & Dunn, Missing You	12 14
22	Steve Wariner, Two Headroads	11 5
23	Sherrie Austin, Never Been Kissed	11 17
24	Steve Wariner, I'm Already Taken	11 17
25	John Michael Montgomery, Home To You	11 18
26	Jo Dee Messina, Stand Beside Me	10 8
27	By Herndon, Steam	10 8
28	Tim McGraw, Please Remember Me	10 9
29	Lonestar, Amazed	10 10
30	Brooks & Dunn, How Long Gone	9 6

KYNG Dallas

PD: Bob McNeill
MD: Jim Verdi
Infinity 972-716-7800

	TW	LW
1	Tim McGraw, Something Like That	38 35
2	Lee Ann Womack, (Now You See Me) Now You	35 33
3	George Strait, What Do You Say To That	34 33
4	Dixie Chicks, Ready To Run	31 25
5	Alan Jackson, Little Man	31 25
6	John Michael Montgomery, Home To You	30 28
7	Kenny Chesney, You Had Me From Hello	30 30
8	Faith Hill, The Secret Of Life	28 19
9	Martina McBride, I Love You	25 21
10	Lonestar, Amazed	24 33
11	Steve Wariner, I'm Already Taken	23 24
12	Randy Travis, A Man Ain't Made Of Stone	22 20
13	Andy Griggs, I'll Go Crazy	21 21
14	By Herndon, Steam	21 22
15	Brooks & Dunn, Missing You	20 23
16	Gary Allan, Smoke Rings In The Dark	19 8
17	Sammy Kershaw, When You Love Someone	19 27
18	Montgomery Gentry, Loney & Gone	18 17
19	Doug Stone, Make Up In Love	17 18
20	Jo Dee Messina, Lesson In Leavin'	17 19
21	Trisha Yearwood, I'll Still Love You Mor	16 14
22	Clint Black, When I Said I Do	16 27
23	Jessica Andrews, You've Got A Way	11 16
24	Tim McGraw, Please Remember Me	10 6
25	By Herndon, Hands Of A Working Man	10 7
26	LeAnn Rimes, Big Deal	10 7
27	Trisha Yearwood, I'll Still Love You Mor	10 9
28	Shania Twain, Come On Over	10 9
29	LeAnn Rimes, Big Deal	10 9
30	Brooks & Dunn, How Long Gone	9 6

KIKK Houston

PD: John Roberts
MD: J.D. Daniels
Infinity 713-881-5957

	TW	LW
1	Mark Willis, She's In Love	48 49
2	Martina McBride, I Love You	47 45
3	Tim McGraw, Something Like That	47 49
4	Dixie Chicks, Ready To Run	45 45
5	George Strait, What Do You Say To That	44 26
6	Steve Wariner, I'm Already Taken	44 26
7	Brooks & Dunn, Missing You	43 31
8	Andy Griggs, I'll Go Crazy	31 26
9	Shania Twain, Come On Over	27 26
10	Jo Dee Messina, Lesson In Leavin'	27 26
11	Jessica Andrews, You've Got A Way	27 26
12	Reba McEntire, What Do You Say To That	26 19
13	Clint Black, When I Said I Do	26 23
14	Clay Walker, Love, Laugh, Love	26 25
15	Lonestar, Amazed	26 25
16	John Michael Montgomery, Home To You	26 27
17	Montgomery Gentry, Loney & Gone	26 27
18	Shane Minor, Ordinary Love	26 20
19	Yankee Grey, All Things Considered	26 27
20	Faith Hill, The Secret Of Life	23 27
21	Kenny Chesney, You Had Me From Hello	22 19
22	Sherrie Austin, Never Been Kissed	21 26
23	Trisha Yearwood, I'll Still Love You Mor	21 26
24	Lila McCann, Crush	20 19
25	Brad Paisley, How Needs Pictures	20 26
26	Lee Ann Womack, (Now You See Me) Now You	20 28
27	Alan Jackson, Little Man	20 41
28	Brad Paisley, He Didn't Have To Be	18 8
29	LeAnn Rimes, Big Deal	18 18
30	Clint Black, When I Said I Do	18 18

WPOC Baltimore

PD: Scott Lindy
APD: Todd Berry
Clear Channel 410-366-3693

	TW	LW
1	Tim McGraw, Something Like That	35 26
2	Tim McGraw, Something Like That	35 36
3	Martina McBride, I Love You	34 29
4	Lonestar, Amazed	34 34
5	George Strait, Write This Down	31 29
6	Shania Twain, You've Got A Way	30 35
7	Jo Dee Messina, Lesson In Leavin'	29 27
8	Alabama, God Must Have Spent A Little M	28 36
9	Kenny Chesney, You Had Me From Hello	27 32
10	Garth Brooks, It Don't Matter To The Sun	22 22
11	George Strait, What Do You Say To That	22 18
12	Steve Wariner, I'm Already Taken	21 19
13	Montgomery Gentry, Loney & Gone	20 20
14	Alan Jackson, Little Man	20 23
15	Andy Griggs, I'll Go Crazy	19 10
16	Chely Wright, Single White Female	19 21
17	John Michael Montgomery, Home To You	19 23
18	Doug Stone, Make Up In Love	19 33
19	Clint Black, When I Said I Do	18 18
20	Shedady, Little Good-Byes	17 17
21	Shania Twain, Come On Over	14 6
22	Shania Twain, Come On Over	14 7
23	Kenny Chesney, How Forever Feels	14 13
24	Jo Dee Messina, Lesson In Leavin'	13 12
25	Brooks & Dunn, Missing You	14 15
26	Sawyer Brown, One On One	13 14
27	Jo Dee Messina, Lesson In Leavin'	13 17
28	Trisha Yearwood, I'll Still Love You Mor	13 19
29	Garth Brooks, It Don't Matter To The Sun	12 13
30	Lee Ann Womack, (Now You See Me) Now You	12 20

WQYK Tampa

OM: Eric Logan
MD: Jay Roberts
Infinity 813-287-0995

	TW	LW
1	Tim McGraw, Something Like That	36 35
2	Dixie Chicks, Ready To Run	35 31
3	Martina McBride, I Love You	34 31
4	Lonestar, Amazed	34 34
5	Lee Ann Womack, (Now You See Me) Now You	31 25
6	Jo Dee Messina, Lesson In Leavin'	31 29
7	Faith Hill, The Secret Of Life	31 30
8	Alan Jackson, Little Man	27 31
9	Steve Wariner, I'm Already Taken	27 31
10	Chad Brock, Lightning Does The Work	19 19
11	George Strait, What Do You Say To That	18 17
12	Montgomery Gentry, Loney & Gone	17 9
13	Shania Twain, Come On Over	17 17
14	Steve Wariner, I'm Already Taken	17 18
15	Andy Griggs, I'll Go Crazy	17 16
16	Chely Wright, Single White Female	16 15
17	Jessica Andrews, You've Got A Way	16 17
18	Clint Black, When I Said I Do	16 18
19	Brad Paisley, He Didn't Have To Be	17 18
20	Trisha Yearwood, I'll Still Love You Mor	15 17
21	Sherrie Austin, Never Been Kissed	14 11
22	Yankee Grey, All Things Considered	14 13
23	Shedady, Little Good-Byes	14 12
24	Shania Twain, Man! I Feel Like A Woman!	13 12
25	Chely Wright, Single White Female	13 21
26	Shane Minor, Ordinary Love	12 11
27	Doug Stone, Make Up In Love	12 17
28	Shania Twain, Man! I Feel Like A Woman!	12 18
29	Diamond Rio, Unbelievable	12 13
30	George Strait, Write This Down	11 11

WWYZ Hartford

PD: Mike Moore
MD: Jay McCarthy
AMFM 860-723-6000

	TW	LW
1	Jo Dee Messina, Lesson In Leavin'	38 36
2	Tim McGraw, Something Like That	36 35
3	Shedady, Little Good-Byes	34 34
4	Lonestar, Amazed	34 33
5	Faith Hill, The Secret Of Life	33 38
6	Jo Dee Messina, Lesson In Leavin'	33 33
7	Kenny Chesney, How Forever Feels	30 31
8	Joe Diffie, Night To Remember	27 21
9	Steve Wariner, I'm Already Taken	29 19
10	Martina McBride, I Love You	28 26
11	George Strait, Write This Down	23 14
12	John Michael Montgomery, Home To You	23 23
13	Alan Jackson, Little Man	22 25
14	George Strait, What Do You Say To That	22 25
15	Kenny Chesney, You Had Me From Hello	22 21
16	Trisha Yearwood, I'll Still Love You Mor	22 27
17	Clint Black, When I Said I Do	16 13
18	Andy Griggs, I'll Go Crazy	16 16
19	Shane Wariner, I'm Already Taken	16 19
20	Sherrie Austin, Never Been Kissed	15 9
21	Alabama, God Must Have Spent A Little M	15 13
22	Andy Griggs, I'll Go Crazy	14 13
23	Shania Twain, You've Got A Way	13 12
24	Jo Dee Messina, Lesson In Leavin'	13 12
25	Chad Brock, Lightning Does The Work	13 15
26	Chely Wright, Single White Female	13 15
27	Yankee Grey, All Things Considered	12 17
28	Shania Twain, Man! I Feel Like A Woman!	12 18
29	Garth Brooks, It Don't Matter To The Sun	12 13
30	Jo Dee Messina, Stand Beside Me	12 13

WKXK St. Louis

PD: Jeff Allen
MD: Dave Louis
Emmis 314-621-0400

	TW	LW
1	Tim McGraw, Something Like That	42

Billboard + Monitor

OCTOBER 7-9, 1999

RADIOSEMINAR

Fontainebleau Hilton, Miami Beach

SCHEDULE OF EVENTS . . .

THURSDAY, OCTOBER 7, 1999

9:00 am - Tee off

NESTON NOSTEN MEMORIAL GOLF TOURNAMENT
to Benefit TJ Martell Foundation for Cancer, Leukemia & AIDS Research.
Miami Shores Country Club

GET VERTICAL!!

at the 1999 BILLBOARD/AIRPLAY MONITOR RADIO SEMINAR

ALL WEEKEND ON THE GREAT LAWN,
experience RCA's VERTICAL HORIZON thrill ride!
GET VERTICAL and get your FALL '99 RCA HIT HOLDER



1:00pm - 7:00pm Fontainebleau Ballroom D
REGISTRATION

Check out Elektra's video reel



2:00pm-3:45pm Fontainebleau Ballroom A
WHERE MY GIRLS (AND BOYS) AT?
WHAT'S UP WITH 12-24 LISTENING?

Teen listening is down 10% over the past six years; 18-24 listening is down 14%. And that's despite the resurgence of top 40, the advent of R&B stations that "represent hip-hop and R&B" and the rise of "extreme" rock-and-roll. In a world where relatively few stations still have the luxury of being able to target 12-24, how will broadcasters keep the next generation of diarykeepers tuned in, especially with digital satellite radio on the horizon.

Moderator: Larry Rosin, Edison Media Research.

4:00pm-5:15pm Fontainebleau Ballroom A
NEW MEDIA: NEW PARADIGM OR NEW PACKAGE?

Internet radio listening is already a reality. Satellite audio by subscription is just around the corner. Does new media represent a radical shift in the playing field? Or with the increasing involvement of traditional players, will new media be the continuation of traditional radio programming by different means?

Panelists: Lee Abrams, XM Radio
Gregg Alexander, Spinner.com/Winamp/AOL Music
Norman Hawley, Disc Jockey.com
Lou Simon, Music Choice
Cindy Sivak, CD Radio

7:00pm - 9:00pm **OPENING NIGHT RECEPTION**
The Great Lawn at the Fontainebleau

9:00pm - 1:00am **STRICTLY RHYTHM & GROOVILICIOUS**
EXOTIC, EROTIC PARTY!

SOLID GOLD 2355 Sunny Isles Blvd. at 163rd St., 305-956-5726
Miami's hottest "exotic dance club" Free bus pick up to and from the Fontainebleau running all night, free admission with badge, free drinks and hors d'oeuvres. Check out the best dance music and artist performances!

10:00pm **THE LIVING ROOM Nightclub**

671 Washington Avenue, (at 6th St. South Beach)
The Living Room welcomes Seminar attendees with Free VIP admission until Midnight with complimentary Tanqueray cocktails from 10:30pm - 12:00pm

11:30 til... (Burgundy/Lorraine LEVEL 1)
LATE NIGHT JAMS at the Fontainebleau

FRIDAY, OCTOBER 8, 1999

8:00am **Y-100'S FOOTY AND THE CHIX AT SIX LIVE BROADCAST**

with Capitol Recording artist Meredith Brooks. Meredith will perform and answer questions for local contest winners live on the air! There's certain to be a couple of surprises from one of South Florida's highest rated morning shows!

10:00am - 5:30pm Fontainebleau Ballroom D
REGISTRATION

Check out Elektra's video reel.

Enjoy a cup of coffee compliments of Wind-Up Records.



SIMULTANEOUS PANELS

10:30am - 11:45am Fontainebleau Ballroom A
TOP 40 GETS ITS GAME ON

Sponsored by Trauma Records, performance by Bree Sharp

Last fall, PDs were geared up for a new "extreme" cycle of music to pull listeners away from mainstream top 40 again. Instead, the format ended up posting its highest numbers in years. How much upside is left for mainstream top 40 and how do we get there? What to do about those 18-24 listeners who don't like the same music as the listeners on either side?

Moderators: Sean Ross, Airplay Monitor
Dave Sholin

Panelists: John Peake, KRBE
Tom Poleman, WHTZ (Z100)
Rob Roberts, WHYI (Y100)
Chris Shebel, WKIE
Dave Universal, WKSE (KISS 98.5)
Jon Zellner, KMXV (MIX 93.3)



10:30am - 11:45am Fontainebleau Ballroom B
WHEN CLASSIC ROCK REALLY ROCKS

Sponsored by Mystic Music, performance by FireHouse

"Classic rock that really rocks" is rock radio's fastest growing sub-format of the last year. It's so hot that some album rock outlets are trying to co-opt the position, or at least service-mark the slogan, before their competition. We'll look at the format from a mainstream rock standpoint--what happens when you have to compete against it? Is it possible to co-opt the position and still play currents? Is it too tied to the '80s hair bands to be the "Rock of Ages"?

Moderators: Bill Jacobs, Jacobs Media

Panelists: Ray Koob, CMC Int'l
Kris Winston, KZEP

12:00pm - 1:15pm Fontainebleau Ballroom C
MIKE SHALETT & BDS: THE SECOND DECADE

Ten years ago, the advent of Broadcast Data Systems revolutionized the way hit music was charted. Now, new BDS chief (and SoundScan founder) Mike Shallett talks about the revamping of BDS for its second decade and answers your questions about BDS and SoundScan.

1:15pm - 2:45 pm **LUNCH BREAK**

SIMULTANEOUS PANELS

2:45pm - 4:00pm Fontainebleau Ballroom A

ARTIST PANEL Sponsored by AMFM Radio Networks

Hitmakers talk about their relationships with radio. How do they really feel about free radio shows? Who's been naughty to them and who's been nice? What do they wish you knew about them?

Panelists: Meredith Brooks, Capitol
Deana Carter, Capitol Nashville
Montell Jordan, Def Soul/Island Def Jam
Danni Leigh, Monument Records
Brian McKnight, Motown
Kim Richey, Mercury



2:45pm - 6:00pm Fontainebleau Ballroom C
ARBITRON & BILLBOARD/AIRPLAY MONITOR PRESENT THE
PROGRAMMER'S MINI-FLY-IN:

Not budgeted for a trip to Columbia, Md., this year? Join Arbitron's Bob Michaels for a rapid-fire overview of Arbitron's hot topics: Internet radio, the people meter, the new PD Advantage product, and your chance for Q&A with the boss, Arbitron's Scott Musgrave. Then until 6pm, get your first opportunity to tap into Arbitron's new PD Advantage software for your market.

SIMULTANEOUS PANELS

4:15pm - 5:30pm Fontainebleau Ballroom A
SO CLOSE, SO FAR: R&B VS RHYTHMIC TOP 40
Sponsored by Loud Records, performance by TASH

They share so much music and so many programming issues. Yet the relationship between these formats has long been thorny and politically charged. We'll examine the history of the R&B/rhythm/crossover issue and look for long-term solutions.

Panelists: Russ Allen, WJHM
Vinny Brown, WBLS
Tom Calococi, WERQ/WPHI
Lisa Ellis, Columbia Records
Michael Johnson, Aristo Records
Larry Khan, Jive Records



4:15pm - 5:30pm Fontainebleau Ballroom B
WELCOME TO THE FOLD: THE FIRST ACTIVE/MODERN SESSION

Modern Rock is rocking harder. Active rock is increasingly modern-flavored. So why hasn't anybody brought modern and active rock together on a panel before? We'll look at the shared programming issues between the format and the differential treatment that some programmers say they're experiencing.

Moderators: Danny Buch, Atlantic
Steve Leeds, Universal
Panelists: Erick Anderson, WNVE
Brian Krysz, Cromwell Group
Bob Neumann, WWDC
Gregg Steele, Clear Channel

7:30pm **WENDY JAMZFEST, Miami Arena**

Genwine, Blaque, Naughty By Nature, Jo Rule, Sisqo, 702, Amyth, LL Cool J, JT Money and more. **Free admission at backstage entrance and suite access for seminar badgeholders.**

11:30pm - til... Burgundy/Lorraine LEVEL 1
LATE NIGHT JAMS!

11:30pm - 1:30am **SOUTH BEACH BLAST AT SHADOW LOUNGE**
1532 Washington Avenue, South Beach
Sponsored by: 550 • Capitol • Wind-Up • Atlantic
Free Admission, complimentary cocktails

SATURDAY, OCTOBER 9, 1999

10:00am - 2:30pm *Fontainebleau Ballroom D*
REGISTRATION

Check out Elektra's video reel
Enjoy a cup of coffee compliments of Wind-Up Records.

10:30am - 11:45am *Fontainebleau Ballroom A*
MONITOR'S SECOND ANNUAL STATE OF RADIO SURVEY: LIVE

In Monitor's end of 1998 issue, we looked at programmers' satisfaction with their jobs, the music available to them, and the state of radio overall. This year we do it live (yet confidentially) with the help of Elliott Wood from Broadcast Architecture.

SIMULTANEOUS PANELS

12:00pm - 1:15pm *Fontainebleau Ballroom A*
AC: NOW ADULT? HOW CONTEMPORARY?

Sponsored by Island Def Jam/Mercury Nashville
performance by Kim Richey

THE ISLAND DEF JAM MUSIC GROUP
A UNIVERSAL MUSIC COMPANY



Adult top 40 is rocking harder than ever. And mainstream AC is no longer the softest, most relaxing spot on the dial, at least in New York, Chicago, L.A., and other major markets. Adult top 40 and mainstream AC programmers join Columbia's Elaine Locatelli and Zapoleon Media Strategies' Lorrin Palagi in examining the format's ongoing evolution.

Moderators: Elaine Locatelli, Columbia Records
Lorrin Palagi, Zapoleon Media Strategies

Panelists: Dusty Hayes, WXPT
Barry James, WTMX
Mary Ellen Kochinske, WQAL
Chris Kampmeier, Clear Channel/Orlando
Jim Ryan, WLTW

12:00pm - 1:15pm *outdoor TAPAS BAR*

R&B: THE VP OF PROGRAMMING PERSPECTIVE

Sponsored by MCA - snacks & refreshments will be served
Join R&B's VPs of programming, the men and women who oversee multiple stations, for their look at the format's hottest issues.

Moderator: Helen Little, AMFM/WUSL
Panelists: Tony Fields, Blue Chip
Steve Hegwood, Radio One
Ken Johnson, Stratford Research
Doc Wynter, Clear Channel



12:00pm - 1:15pm *Fontainebleau Ballroom B*



MODERN ROCK ROUNDTABLE

Sponsored by Hybrid Recordings, performance by Mike Errico

We're tossing out the conventional panel setting to encourage your thoughts on modern rock. You bring your opinions. We'll provide the mic, the beers and an informal forum to address a variety of topics about the state of the format.

Moderators: Mike Halloran, KLYY (Y107)
Matt Pollock, V2 Records

1:30pm - 2:45pm *Fontainebleau Ballroom A*
LA DULCE 'VIDA': THE RISE OF LATIN CROSSOVER

1999 has been a banner year for Latin crossover artists and all indications are that more of Spanish-language radio's superstar acts are poised to make the move in the coming months. Here's Billboard/Monitor's exclusive look at the Spanish-radio landscape, the competition between Spanish and English-language radio for Hispanic listeners and what's still to come.

Panelists: Tracy Austin, WKSS
Jerry Blair, Columbia Records
Alejandro Fas, Universal Music Latino
David Gleason, Heftel Broadcasting
Linda Johnson, BDS
Bill Tanner, Hispanic Broadcasting Company
Dom Theodore, WFLZ
Jorge Pino, Sony Latin
Nomar Vizcarrondo, WLAT

10:30am - 3:30pm *LeMans/Bordeaux/Burgundy LEVEL*
COUNTRY

SEMINAR WITHIN A SEMINAR... a separate agenda

10:30am - 11:45am

WHO'S ON FIRST, WHAT'S ON MID-DAYS

Panel will focus on syndicated dayparts and programming the newer technologies, such as so-called virtual radio. Also discussed will be ways to work with, and compete against, these new radio tools, which can both complement and compete with local programming.

Panelists: Dale Carter, KFKF
Lance Houston, AMFM/Star System
Lia Knight, "Neon Nights" Broadcast Programming
Jim Murphy, Jones Radio Network

11:45am-1:00pm **LUNCH BREAK**

1:00pm - 2:15pm **THE TIME COST OF AIRPLAY**

A session geared toward both country labels and stations. It will focus on the "cost per station" labels pay to set up each new single and where and how the money is spent. Amazingly, labels say that even in a universe of fewer reporting stations, the average cost of getting airplay on each new single has more than doubled, from \$1,000-\$2,000 per station to \$3,000-\$5,000 a piece, thanks to radio tours, showcases, radio advertising, and other non-traditional revenue programs created by broadcast groups.

Moderator: Tim Closson, AMFM
Panelists: Eric Logan, WQYK
Michael Powers, Mercury Records
Joel Raab, Joel Raab Associates
Larry Wilson, Citadel Comm.
Bobby Young, Young-Olsen & Assoc.

2:15pm - 3:30pm **IS YOUR GUT STILL AWAKE?**

As the name suggests, this session will touch on call-out research and charts, as well as on other programming topics, including such issues as singles sticking around longer as a result of monitored airplay and labels slowing down release schedules from the usual three or four singles per album to two, a move that may result in new business models for record companies in 2000.

Moderators: Brad Howell, Warner/Reprise Nashville
Bob McKay, WKIS Miami

3:30pm - 5:00pm *Bordeaux*
COCKTAIL PARTY SPONSORED BY ASYLUM
with a performance by Bryan White



7:00pm **GRAND BALLROOM** Ticket pick-up/purchases

8:00 pm **BILLBOARD/AIRPLAY MONITOR RADIO AWARDS SHOW**



Hosted by
Dee Snider & Doug Banks

SPECIAL PERFORMANCE BY "THE ARTIST"



FOR REGISTERED ATTENDEES ONLY!!!!

Immediately following the performance...
Clive Davis, President of Arista Records,
invites you to an After Show Cocktail Party
Fontainebleau Ballroom D

11:30pm - til...*Burgundy/Lorraine LEVEL 1* **LATE NIGHT JAMS!**

12:00am **MOJITO ROOM** 136 Collins Avenue, South Beach
Complimentary VIP entry for all radio seminar attendees.

contact

Michele Jacangelo Quigley
Special Events Director
212.536.5002 phone
212.536.1400 fax

airline

Discount Airfare on
American Airlines
call 800.433.1790
refer to index #11769

hotel

Fontainebleau Hilton
4441 Collins Avenue
Miami Beach, FL 33140
305.538.2000

for updates & to register www.billboard.com/events/radio

Mail to: Michele Jacangelo Quigley, Billboard/Airplay Monitor Radio Seminar, 1515 Broadway, New York, NY 10036, or fax to: 212.536.1400
Make checks payable to Billboard Magazine. Confirmations will be faxed or mailed. Please allow 10 business days. This form may be duplicated. Please type or print clearly.

\$525 - Full Registration & Walk up

\$99 Radio station employees only

First Name: _____ Last Name: _____ Title: _____

Company: _____ Type of Company: _____ E-mail: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

FORMAT: AC Adult Top 40 Country Mainstream Rock Modern Rock Mainstream R&B Adult R&B Mainstream Top 40 Rhythmic Top 40 Triple-A Other _____

Paying by: check Visa/MC AMEX money order

Credit Card #: _____ Exp. Date: _____ Signature: _____

(charges not valid without signature)

ALL REGISTRATIONS MUST BE RECEIVED BY MONDAY, OCTOBER 4. OR "WALK UP" REGISTRATION AT THE SEMINAR BEGINS THURSDAY, OCTOBER 7, 1:00pm - 7:00PM

Songs ranked by number of detections. Playlists are listed in order of TSA weekly cumes, beginning with the highest-cuming station. Cumes are updated twice yearly following the release of the spring and fall Arbitron surveys. The number of stations shown each week varies depending upon space. First Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

KVCY San Francisco PD: Dene Hallam APD/MD: Steve Jordan Infinity 415-391-9330

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

WESC Greenville OM: Ron Brooks MD: John Landrum Clear Channel 864-242-4660

KWJJ Portland, OR PD: Robin Mitchell MD: Lola Montgomery Fisher Broadcasting 503-228-4393

WUSY Chattanooga PD: Chris Huff MD: Bill Poindexter Cumulus 423-892-3333

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

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

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

WCOL Columbus, OH PD: Gail Austin Clear Channel 614-273-9265

WQMX Akron OM: Kevin Mason MD: Bill Shell Rubber City Radio Group 330-869-9800

KNCI Sacramento PD: Mark Evans APD: Jennifer Wood Infinity 916-338-9200

WNOE New Orleans PD: Les Acree Clear Channel 504-679-7300

WXBQ Johnson City PD: Bill Hagy MD: Reggie Neel Bristol Broadcasting 540-669-8112

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

KATM Modesto PD: Randy Black Citidel 209-523-7756

WHOK Columbus, OH PD: Don Crist APD/MD: George Wolf Infinity 614-227-9696

WCTK Providence PD: Rick Everett MD: Sam Stevens Hall Communications 401-467-4366

WYRK Buffalo PD: Mark Lindoff Infinity 716-856-3550

KASE Austin PD: Michael Cruise APD: Bob Pickett AMFM 512-495-1300

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

KYCW Seattle PD: Becky Brenner MD: Mike Peterson Infinity 206-805-1061

KSSN Little Rock PD: Bill Dotson Clear Channel 501-227-9696

WOKQ Portsmouth, NH PD: Mark Jennings APD/MD: Dan Lunnie Citidel 603-749-9750

KVOO Tulsa, OK OM/PD: Dave Block Journal 918-742-9900

Songs ranked by number of detections. Playlists are listed in order of TSA weekly cum, beginning with the highest-cumming station. Cumus 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. First Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

WCMS Norfolk PD: John Crenshaw WCMS Radio Norfolk 757-424-1050

WKQC Saginaw PD: Rick Walker MD: Stan Parman MacDonald 517-752-8161

WKKO Toledo PD: Gary Shores APD/MD: Harvey J. Steele Cumulus 419-385-2536

KCYY San Antonio OM: R.J. Curtis APD/MD: Cody Roberts Cox 210-615-5400

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

WYNK Baton Rouge PD: Paul Orr APD/MD: Austin James AMFM 225-231-1860

WQIK Jacksonville PD: Mike James APD: John Scott MD: Dash Clear Channel 904-388-7711

WHSL Greensboro APD: Danny Hall MD: Jayme Austin AMFM 336-272-0955

WVLC Lexington PD: John Swan HNH Broadcasting 606-253-5900

KSTK Oklahoma City OM: Ted Stecker APD: Crash Clear Channel 405-528-5543

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

WGH Norfolk PD: Randy Brooks MD: Mare Carmody Sinclair 757-497-1310

WKDF Nashville PD: Wes McShay MD: Eddie Fox Dick Broadcasting 615-244-9533

WGKX Memphis PD: Greg Mozingo APD: Brian Driver Bestable Broadcasting 901-682-1106

WRKZ Harrisburg PD: Sam McGuire APD: Kelly Iris MD: Dandalion AMFM 717-367-7700

WBEE Rochester, NY PD: Fred Horton MD: Coyote Collins Entercom 716-423-2900

KUBL Salt Lake City OM: Ed Hill MD: Dani Curtis Citadel 801-485-6700

KIIM Tucson PD: Herb Cowan MD: John Collins Rex Broadcasting 520-887-1000

KRTY San Jose PD: Julie Stevens Empire Broadcasting 408-293-8030

WCTO Allentown, PA PD: Chuck Geiger APD/MD: Ed Parreira Citadel 610-266-7600

WRNS New Bern, NC PD: Wayne Carlyle APD: Mark Andrews Pinnacle 252-522-4141

KKAT Salt Lake City PD: Shawn Stevens MD: Jim Mickelson Clear Channel 801-908-1300

KSKS Fresno PD: Ken Boesen Infinity 559-490-5800

KSOP Salt Lake City PD: Don Hifton MD: Debby Turpin KSOP Inc 801-972-1043

TRACE ADKINS 608/186 Don't Lie (Capitol) Total Stations: 90 Chart Move: 48-42

JOHN BERRY 423/40 Power Windows (Lyric Street) Total Stations: 53 Chart Move: 49-46

CLINT BLACK 2806/359 When I Said I Do (RCA) Total Stations: 153 Chart Move: 21-18

CHAD BROCK 2509/216 Lightning Does The Work (Warner Bros./WRN) Total Stations: 146 Chart Move: 23-22

BROOKS & DUNN 2933/195 Missing You (Arista Nashville) Total Stations: 153 Chart Move: 19-17

TRACY BYRD 647/189 Put Your Hand In Mine (RCA) Total Stations: 97 Chart Move: 47-41

JOE DIFFIE 564/63 The Quittin' Kind (Epic) Total Stations: 74 Chart Move: 46-44

DIXIE CHICKS 5125/147 Ready To Run (Momentum) Total Stations: 154 Chart Move: 2-3

MONTGOMERY GENTRY 3451/279 Lonely And Gone (Columbia) Total Stations: 154 Chart Move: 15-13

ANDY GRIGGS 3100/139 I'll Go Crazy (RCA) Total Stations: 152 Chart Move: 18-16

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include video play. Markets listed in order of population.

Total Detections/Gain

TY HERNDON 1315/88 Love Trip (Virgin)
Chart Move: 35-33
CMT 21 29 8 TP Jacksonov...

Total Detections/Gain

JERRY KILGORE 651/21 Love Trip (Virgin)
Chart Move: 42-40
CMT 15 13 11 TP Jacksonov...

Total Detections/Gain

SHANE MCANALLY 1259/34 Are Your Eyes Still Blue (Curb)
Chart Move: 36-34
CMT 16 17 18 TP Jacksonov...

Total Detections/Gain

MARTINA MCBRIDE 5160/339 I Love You (RCA)
Chart Move: 4-2
CMT 25 27 34 TP Jacksonov...

Total Detections/Gain

TIM MCGRAW 5873/159 Something Like That (Curb)
Chart Move: 1-1
CMT 17 19 21 TP Jacksonov...

Total Detections/Gain

SHANE MINOR 1706/88 Ordinary Love (Mercury)
Chart Move: 32-30
CMT 14 9 9 TP Jacksonov...

Total Detections/Gain

JOHN MICHAEL MONTGOMERY 3196/210 Home To You (Atlantic)
Chart Move: 16-14
CMT 15 12 11 TP Jacksonov...

Total Detections/Gain

BRAD PAISLEY 2074/409 He Didn't Have To Be (Arista Nashville)
Chart Move: 31-26
CMT 19 12 10 TP Jacksonov...

Total Detections/Gain

REBA 1359/359 What Do You Say (MCA Nashville)
Chart Move: 39-31
CMT 14 9 9 TP Jacksonov...

Total Detections/Gain

LEANN RIMES 1743/248 Big Deal (Curb)
Chart Move: 33-29
CMT 25 27 34 TP Jacksonov...

Monitor COUNTRY

FOR WEEK ENDING SEPTEMBER 26, 1999

Detailed tracking for songs with an increase in detections. Total Detections/Gain does not include video play. Markets listed in order of population.

JASON SELLERS		881/96		Total Stations: 113		Chart Move: 41-36	
Market	Station	TP	IP	Market	Station	TP	IP
New York	CMT	10	18	Jacksonv.	WOJK	10	18
L.A.	GAC	10	18	Jacksonv.	WR00	7	19
Chicago	WYNY	10	18	Austin	KASE	10	18
San Fran.	KIKF	10	18	Birmingham	WZZK	10	18
Phila.	KZLA	10	18	Richmond	WKHK	3	1
Detroit	WUSN	10	18	Albany	WGNW	10	18
Dallas	KYCY	10	18	Greenwood	WESC	10	18
Wash. DC	WXIU	10	18	Tucson	WSSS	4	4
Houston	WYCD	10	18	Tulsa	KVOD	5	7
Boston	KPLX	19	14	Scranton	WGGY	17	15
Miami	KSCS	13	9	Tucson	KIIM	15	13
Atlanta	KYNG	2	2	McAllen	KTEX	5	9
Seattle	WZZQ	2	2	Allenwood	WCTO	5	4
Long Isl.	KIKK	7	8	Fresno	KSXS	11	12
San Diego	KILT	1	1	Gr.Rap.	WBCT	15	13
Minneapolis	KBQB	3	3	Akron	WOMX	13	14
St. Louis	WKLB	1	1	Knox	WIVK	11	11
Baltimore	WKIS	1	1	El Paso	KHEY	7	4
Phoenix	WKXH	2	2	Albany	KRST	7	6
Tampa	WYAY	2	2	Omaha	KXKT	14	14
Cleveland	KMPS	1	1	Seattle	WOW	1	1
Denver	KYCW	1	1	Harrisb.	WRBT	1	1
Port, OR	WJWC	4	5	Toledo	WRKZ	14	12
Cincinnati	KSDN	1	1	Toledo	WRKZ	14	12
Indianapolis	KEYE	1	1	Monterey	KTM0	10	10
San Antonio	WIL	1	1	New Bern	WRNS	11	15
Norfolk	WKKX	6	5	B.Rouge	WCAC	16	12
San Antonio	WGPC	1	1	B.Rouge	WCAC	16	12
Philadelphia	WDSY	1	1	B.Rouge	WCAC	16	12
Phoenix	KMLE	15	14	L.Rock	KDDK	4	4
Tampa	WKXN	15	14	L.Rock	KDDK	4	4
Cleveland	WYQK	6	3	Mobile	WKSJ	7	6
Denver	WRB0	15	14	Mobile	KJZZ	8	6
Port, OR	KUPL	3	2	Charl., SC	WZLZ	3	2
Cincinnati	KWJZ	2	2	Charl., SC	WZLZ	3	2
Indianapolis	WBYE	1	1	Youngst.	WQXK	11	11
Kan. City	KBEO	31	31	Wichita	KFDI	5	5
Rivers	WFDF	18	21	Spokane	KDRK	8	6
Milwaukee	WFRG	10	10	Dayt. Beach	WBX0	6	4
Sacram.	KNCI	1	1	Johns. C.	WJBS	19	14
San Jose	KRTY	23	23	Lafayette	KMDL	7	7
Provid.	WCTK	19	20	Col.Spr.	KKCC	20	20
Colum., OH	WHOK	1	1	Col.Spr.	KKCC	20	20
Norfolk	WCMS	1	1	Roanoke	WYD0	10	10
San Antonio	WGHN	13	13	Chatt.	WUSY	20	20
San Antonio	KAJA	18	15	Lex., KY	WVLY	16	16
Salt Lake	KKAT	12	12	Lex., KY	WVLY	16	16
Indianapolis	KSOP	4	4	Gainesville	WGOK	13	13
Charl., NC	WSOC	12	14	Gainesville	WGOK	13	13
New York	WUO2	7	3	Oxnard	KHAY	10	11
Orlando	WKWA	6	5	Oxnard	KHAY	10	11
Buffalo	KRWB	3	2	Flint/Sgt.	WKCO	4	1
Hartford	WVYZ	2	2	Flint/Sgt.	WKCO	4	1
Greensb.	WHS0	4	3	Aug., GA	WKXC	4	3
Memphis	WTOR	8	5	Portsmouth	WQK0	6	5
Nashv.	WWSX	8	10	Jackson	WMSI	12	5
Rochest.	WVBE	17	16	Portsmouth	WQK0	6	5
W.P.Beach	WIRK	1	1	Youngst.	WQXK	11	11
Las Vegas	KFMS	13	9	Wichita	KFDI	5	5
Louisv.	KWNR	1	1	Fl. Myers	WCKT	1	1
Rai./Dur.	WKIX	7	13	Fl. Myers	WCKT	1	1
Oklahoma City	KTST	1	1	Wichita	KFDI	5	5
Oklahoma City	KOXY	1	1	Wichita	KFDI	5	5

GEORGE STRAIT		3983/217		Total Stations: 154		Chart Move: 9-7	
Market	Station	TP	IP	Market	Station	TP	IP
New York	CMT	28	28	Jacksonv.	WOJK	30	21
L.A.	GAC	28	28	Jacksonv.	WR00	25	18
Chicago	WYNY	28	28	Austin	KASE	10	7
San Fran.	KIKF	28	28	Birmingham	WZZK	18	17
Phila.	KZLA	28	28	Richmond	WKHK	31	25
Detroit	WUSN	28	28	Albany	WGNW	24	23
Dallas	KYCY	28	28	Greenwood	WESC	24	24
Wash. DC	WXIU	28	28	Tucson	WSSS	16	15
Houston	WYCD	12	11	Tulsa	KVOD	17	14
Boston	KPLX	21	21	Scranton	WGGY	23	23
Miami	KSCS	40	38	Tucson	KIIM	23	21
Atlanta	KYNG	34	35	McAllen	KTEX	29	29
Seattle	WZZQ	17	17	Allenwood	WCTO	36	24
Long Isl.	KIKK	45	42	Fresno	KSXS	36	28
San Diego	KILT	33	31	Gr.Rap.	WBCT	34	31
Minneapolis	KBQB	28	27	Akron	WOMX	19	15
St. Louis	WKLB	18	14	Knox	WIVK	32	34
Baltimore	WKIS	30	21	El Paso	KHEY	26	19
Phoenix	WKXH	35	24	Albany	KRST	17	14
Tampa	WYAY	17	14	Omaha	KXKT	17	14
Cleveland	KMPS	27	23	Seattle	WOW	24	24
Denver	KYCW	23	23	Harrisb.	WRBT	20	21
Port, OR	WJWC	23	20	Toledo	WRKZ	19	19
Cincinnati	KSDN	17	18	Toledo	WRKZ	19	19
Indianapolis	KEYE	21	25	Monterey	KTM0	36	33
San Antonio	WIL	22	20	New Bern	WRNS	40	28
Norfolk	WKKX	24	20	B.Rouge	WCAC	28	29
San Antonio	WGPC	21	19	B.Rouge	WCAC	28	29
Philadelphia	WDSY	11	10	B.Rouge	WCAC	28	29
Phoenix	KMLE	43	37	L.Rock	KDDK	42	40
Tampa	WKXN	20	23	L.Rock	KDDK	42	40
Cleveland	WYQK	18	15	Mobile	WKSJ	22	14
Denver	WRB0	15	12	Mobile	KJZZ	17	15
Port, OR	KUPL	33	25	Charl., SC	WZLZ	37	31
Cincinnati	KWJZ	15	19	Charl., SC	WZLZ	37	31
Indianapolis	WBYE	18	16	Youngst.	WQXK	39	27
Kan. City	KBEO	26	27	Wichita	KFDI	15	19
Rivers	WFDF	24	23	Spokane	KDRK	18	17
Milwaukee	WFRG	14	15	Dayt. Beach	WBX0	20	21
Sacram.	KNCI	26	18	Johns. C.	WJBS	29	27
San Jose	KRTY	31	31	Lafayette	KMDL	27	28
Provid.	WCTK	31	30	Col.Spr.	KKCC	38	28
Colum., OH	WHOK	11	11	Col.Spr.	KKCC	38	28
Norfolk	WCMS	25	27	Roanoke	WYD0	20	23
San Antonio	WGHN	26	24	Chatt.	WUSY	29	30
San Antonio	KAJA	26	24	Lex., KY	WVLY	26	27
Salt Lake	KKAT	26	29	Lex., KY	WVLY	26	27
Indianapolis	KSOP	36	31	Gainesville	WGOK	29	28
Charl., NC	WSOC	16	18	Gainesville	WGOK	29	28
New York	WUO2	30	29	Oxnard	KHAY	25	26
Orlando	WKWA	20	19	Oxnard	KHAY	25	26
Buffalo	KRWB	22	22	Flint/Sgt.	WKCO	16	11
Hartford	WVYZ	22	18	Flint/Sgt.	WKCO	16	11
Greensb.	WHS0	20	15	Aug., GA	WKXC	34	37
Memphis	WTOR	30	25	Portsmouth	WQK0	33	30
Nashv.	WWSX	25	24	Jackson	WMSI	22	24
Rochest.	WVBE	25	24	Portsmouth	WQK0	33	30
W.P.Beach	WIRK	25	24	Youngst.	WQXK	22	24
Las Vegas	KFMS	31	22	Wichita	KFDI	19	19
Louisv.	KWNR	24	24	Fl. Myers	WCKT	36	36
Rai./Dur.	WKIX	19	17	Fl. Myers	WCKT	36	36
Oklahoma City	KTST	33	33	Wichita	KFDI	19	19
Oklahoma City	KOXY	33	33	Wichita	KFDI	19	19

RANDY TRAVIS		1904/152		Total Stations: 150		Chart Move: 28-28	
Market	Station	TP	IP	Market	Station	TP	IP
New York	CMT	20	20	Jacksonv.	WOJK	23	23
L.A.	GAC	20	20	Jacksonv.	WR00	3	3
Chicago	WYNY	15	12	Austin	KASE	11	11
San Fran.	KIKF	15	12	Birmingham	WZZK	21	24
Phila.	KZLA	15	12	Richmond	WKHK	25	22
Detroit	WUSN	8	7	Albany	WGNW	24	22
Dallas	KYCY	10	6	Greenwood	WESC	20	20
Wash. DC	WXIU	1	1	Tucson	WSSS	8	9
Houston	WYCD	1	1	Tulsa	KVOD	12	9
Boston	KPLX	2	2	Scranton	WGGY	18	18
Miami	KSCS	23	21	Tucson	KIIM	2	5
Atlanta	KYNG	20	21	McAllen	KTEX	13	17
Seattle	WZZQ	3	2	Allenwood	WCTO	4	12
Long Isl.	KIKK	8	8	Fresno	KSXS	5	3
San Diego	KILT	1	1	Gr.Rap.	WBCT	26	26
Minneapolis	KBQB	12	10	Akron	WOMX	1	1
St. Louis	WKLB	4	4	Knox	WIVK	3	3
Baltimore	WKIS	5	11	El Paso	KHEY	12	4
Phoenix	WKXH	14	10	Albany	KRST	15	14
Tampa	WYAY	14	10	Omaha	KXKT	15	14
Cleveland	KMPS	27	21	Seattle	WOW	21	22
Denver	KYCW	14	11	Harrisb.	WRBT	9	11
Port, OR	WJWC	22	22	Toledo	WRKZ	16	16
Cincinnati	KSDN	21	21	Toledo	WRKZ	16	16
Indianapolis	KEYE	21	20	Monterey	KTM0	11	13
San Antonio	WIL	16	15	New Bern	WRNS	24	19
Norfolk	WKKX	5	5	B.Rouge	WCAC	12	10
San Antonio	WGPC	11	9	B.Rouge	WCAC	12	10
Philadelphia	WDSY	5	5	B.Rouge	WCAC	12	10
Phoenix	KMLE	4	7	L.Rock	KDDK	26	23
Tampa	WKXN	11	12	L.Rock	KDDK	26	23
Cleveland	WYQK	9	9	Mobile	WKSJ	17	15
Denver	WRB0	11	9	Mobile	KJZZ	10	8
Port, OR	KUPL	29	24	Charl., SC	WZLZ	17	17
Cincinnati	KWJZ	8	9	Charl., SC	WZLZ	17	17
Indianapolis	WBYE	1	1	Youngst.	WQXK	18	18
Kan. City	KBEO	22	22	Wichita	KFDI	13	15
Rivers	WFDF	15	15	Spokane	KDRK	17	15
Milwaukee	WFRG	15	18	Dayt. Beach	WBX0	16	15
Sacram.	KNCI	12</					

Upward-moving songs ranked in order of detections. Songs are removed if they lose more than 5% of their detections from previous week or if their detections decline for two consecutive weeks.

AIRPOWER

Total Detections/Gain

BROOKS & DUNN 2933/195

Missing You (Arista)
Total Stations: 153/Chart Move: 19-17
Heavy (35+ detections): 5 KCCY, KIKK, KSOP, WQBE, WYNY
Medium (25-34): 34 KAJA, KASE, KBEQ, KFMS, KFRG, KHEY, KIKF, KKAT, KMLE, KNIX, KPLX, KRMD, KRYS, KSKS, KTEX, KTOM, KUPL, KUZZ, KXXY, KYGO, WCOS, WDRM, WESC, WKXX, WIRK, WKSF, WKXC, WPOR, WQXX, WSCA, WSOC, WUSY, WVGR, WXBQ
Light (Under 25): 114
First Impressions: 3 KRST, WCMS, WKLB

AIRPLAY LEADER

(FIRST STATION TO 150 PLAYS)

KIKF • Anaheim, CA
PD: Craig Powers
MD: Carrie Dunne
Date: 08/29/99



Also: **KMLE • Phoenix, AZ; WGKX • Memphis, TN; WWGR • Ft. Myers, FL**

CLINT BLACK 2806/359

When I Said I Do (RCA)
Total Stations: 153/Chart Move: 21-18
Heavy (35+): 5 KCCY, KMPS, KPLX, KSCS, WXBQ
Medium (25-34): 22 KDDK, KEEY, KIKF, KIKK, KKAT, KMLE, KNIX, KRTY, KSSN, KXKC, WAMZ, WCKT, WGGY, WGH, WIRK, WKSF, WKXC, WNCY, WNKI, WQBE, WQIK, WRBT
Light (Under 25): 126
First Impressions: 9 KIIM, KYCW, WFMS, WMZQ, WQDR, WXBM, WXTU, WYNY, WZZK

AIRPLAY LEADER

(FIRST STATION TO 150 PLAYS)

KPLX • Dallas, TX
PD: Brian Philips
MD: Cody Allan
Date: 09/12/99



2599 - 1000 DETECTIONS

Total Detections/Gain

CHAD BROCK 2509/216

Lightning Does The Work (Warner Bros./WRN)
Total Stations: 146/Chart Move: 23-22
Heavy (35+): 6 KBEQ, KEEY, KNIX, KRTY, KUPL, WFLS
Medium (25-34): 22 KDDK, KFKF, KGMV, KIKF, KSON, KSOP, KSSN, WBCT, WBEE, WCMS, WDAF, WESC, WIRK, WKXX, WNCY, WNKI, WQBE, WQXX, WRBQ, WRNS, WSOC, WXBQ
Light (Under 25): 118
First Impressions: 7 KKBQ, KNIX, KWJJ, WCOL, WIVK, WKKO, WPOC

YANKEE GREY 2293/129

All Things Considered (Monument)
Total Stations: 150/Chart Move: 26-23
Heavy (35+): 2 WFMS, WKCO
Medium (25-34): 23 KBEQ, KCCY, KEEY, KFKF, KGMV, KIKF, KIKK, KRMD, KRTY, KSON, KSOP, WBCT, WBEE, WCMS, WDRM, WFLS, WQMX, WQXX, WRNS, WUBE, WYCD, WYGY, WYRK
Light (Under 25): 125
First Impressions: 3 WKHX, WKIS, WXBM

SHANIA TWAIN 2240/462

Come On Over (Mercury)
Total Stations: 151/Chart Move: 28-25
Heavy (35+): 1 WYNY

Medium (25-34): 16 KBEQ, KCCY, KEEY, KGMV, KIKK, KMLE, KNIX, KUBL, KUPL, WKXX, WKHX, WKLB, WKXC, WPOR, WUBE, WYAY
Light (Under 25): 134
First Impressions: 20 KASE, KILT, KMPS, KRST, KRTY, KSSN, KTOM, KXKT, KYNG, WCAC, WCMS, WCOS, WGNA, WJCL, WKCO, WKXX, WOKO, WQDR, WXBM, WZZK

BRAD PAISLEY 2074/409

He Didn't Have To Be (Arista Nashville)
Total Stations: 150/Chart Move: 31-26
Heavy (35+): 1 KSOP
Medium (25-34): 7 KCCY, KEEY, KIKF, KMLE, KXKC, WIRK, WTQR
Light (Under 25): 142
First Impressions: 21 KAJA, KMPS, KRYS, KSON, WCOS, WFRE, WGGY, WIVK, WKCN, WKDF, WKHK, WMSI, WOGY, WOKO, WQBE, WQMX, WRBT, WSOC, WYNY, WXBM, WYYD

RANDY TRAVIS 1904/152

A Man Ain't Made Of Stone (Dream-Works)
Total Stations: 150/Chart Move: 29-28
Heavy (35+): 0
Medium (25-34): 4 KDDK, KXKC, WBCT, WNKI
Light (Under 25): 146
First Impressions: 11 KASE, KHEY, KRMD, KRST, WCOL, WDSY, WKCN, WKKT, WPOC, WXBM, WXTX

LEANN RIMES 1743/248

Big Deal (Curb)
Total Stations: 145/Chart Move: 33-29
Heavy (35+): 1 KMLE
Medium (25-34): 12 KBEQ, KCCY, KIKF, KPLX, KRMD, KRTY, KYCY, WKXX, WKXX, WQBE, WSM, WYNY
Light (Under 25): 132
First Impressions: 12 KDDK, KHEY, KSSN, WCOS, WCTO, WEZL, WGGY, WLWI, WPOC, WRBQ, WXBM, WYRK

SHANE MINOR 1706/88

Ordinary Love (Mercury)
Total Stations: 147/Chart Move: 32-30
Heavy (35+): 0
Medium (25-34): 9 KBEQ, KIKF, KIKK, KMOL, KNIX, KSKS, WGH, WNCY, WXBQ
Light (Under 25): 138
First Impressions: 8 KUZZ, WCMS, WESC, WFRE, WGAR, WKXC, WOW, WXBM

REBA 1359/359

What Do You Say (MCA Nashville)
Total Stations: 119/Chart Move: 39-31
Heavy (35+): 0
Medium (25-34): 4 KIKK, KSOP, KYCW, WBCT
Light (Under 25): 115
First Impressions: 33 KFMS, KGMV, KHEY, KIKF, KKAT, KKCS, KMPS, KNIX, KPLX, KSSN, KTEX, KRST, KUPL, KVOO, KXXY, WBEE, WCOS, WDAF, WDRM, WFMS, WGNA, WKCN, WKLB, WMJC, WMZQ, WOKO, WPOC, WRNS, WQBE, WRKZ, WVLK, WXBQ, WYAY

CLAY WALKER 1332/55

Live, Laugh, Love (Giant)
Total Stations: 134/Chart Move: 34-32
Heavy (35+): 1 KKBQ
Medium (25-34): 9 KASE, KBEQ, KIKK, KNIX, KSOP, KSSN, WAMZ, WGGY, WQBE
Light (Under 25): 124
First Impressions: 3 WKCN, WMLL, WXBM

TY HERNDON 1315/88

Steam (Epic)
Total Stations: 133/Chart Move: 35-33
Heavy (35+): 2 KIKF, KPLX
Medium (25-34): 3 KBEQ, WRNS, WXBQ
Light (Under 25): 128
First Impressions: 14 KDRK, KJYJ, KNIX, KRMD, KRYS, KSON, KSSN, KUZZ, WFMS, WGGY, WJCL, WKSJ, WYNY, WXBM

SHANE MCANALLY 1259/34

Are Your Eyes Still Blue (Curb)
Total Stations: 143/Chart Move: 36-34
Heavy (35+): 1 KEEY
Medium (25-34): 4 KBEQ, KFRG, WFMS, WGH
Light (Under 25): 138
First Impressions: 2 KKBQ, WUSY

999 - 500 DETECTIONS

Total Detections/Gain

JASON SELLERS 881/96

A Matter Of Time (BNA)
Total Stations: 113/Chart Move: 41-36
Heavy (35+): 0
Medium (25-34): 2 KBEQ, KFKF
Light (Under 25): 111
First Impressions: 6 KHEY, WCAC, WKXX, WTQR, WVLK, WXBM

KEITH URBAN 665/63

It's A Love Thing (Capitol)
Total Stations: 80/Chart Move: 44-39
Heavy (35+): 1 KIKF
Medium (25-34): 2 KBEQ, KSOP
Light (Under 25): 77
First Impressions: 9 KGMV, KVOO, KWJJ, WNKI, WRBQ, WSOC, WVLK, WXBM, WYRK

JERRY KILGORE 651/21

Love Trip (Virgin)
Total Stations: 83/Chart Move: 42-40
Heavy (35+): 0
Medium (25-34): 2 KSOP, KUPL
Light (Under 25): 81
First Impressions: 5 WDRM, WGNE, WKKT, WKSJ, WQMX

TRACY BYRD 647/189

Put Your Hand In Mine (RCA)
Total Stations: 97/Chart Move: 47-41
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 97
First Impressions: 16 KCCY, KIKK, KJYJ, KRST, KSSN, KUPL, KVOO, WEZL, WFMS, WMLL, WOGY, WPOR, WQBE, WRKZ, WSM, WXBQ

TRACE ADKINS 608/186

Don't Lie (Capitol)
Total Stations: 90/Chart Move: 48-42
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 90
First Impressions: 21 KATM, KBEQ, KDDK, KEEY, KMOL, KRYS, KSSN, KXKT, WBCT, WFMS, WIRK, WKDF, WKIS, WKXX, WKSF, WKXC, WQBE, WQXX, WVLK, WXBQ, WXTX

JOE DIFFIE 564/63

The Quittin' Kind (Epic)
Total Stations: 74/Chart Move: 46-44
Heavy (35+): 0
Medium (25-34): 2 KBEQ, KUZZ
Light (Under 25): 72
First Impressions: 9 KAJA, KIKK, KKCS, KUPL, KVOO, KXKC, WBCT, WKXX, WNCY

499 - 50 DETECTIONS

Total Detections/Gain

JOHN BERRY 423/40

Power Windows (Lyric Street)
Total Stations: 53/Chart Move: 49-46
Heavy (35+): 0
Medium (25-34): 2 WBCT, WYNY
Light (Under 25): 51
First Impressions: 2 WBEE, WSM

★ FAITH HILL 412/412

Breathe (Warner Bros./WRN)
Total Stations: 108/Chart Move: Debut 47
Heavy (35+): 0

Medium (25-34): 1 KYCY
Light (Under 25): 107
First Impressions: 20 KCCY, KIKF, KIKK, KKAT, KMLE, KNIX, KYCY, WAMZ, WBCT, WCTO, WEZL, WGAR, WKKT, WKXC, WMZQ, WRBQ, WROO, WSM, WUSY, WYAY

KENNY CHESNEY 405/151

She Thinks My Tractor's Sexy (BNA)
Total Stations: 79/Chart Move: 53-48
Heavy (35+): 0
Medium (25-34): 2 KSOP, KUPL
Light (Under 25): 77
First Impressions: 14 KCCY, KDDK, KIKF, KPLX, KRST, KSSN, WAMZ, WBCT, WCTK, WCTO, WGH, WHSL, WNCY, WYAY

★ ALAN JACKSON 370/370

Pop A Top (Arista Nashville)
Total Stations: 89/Chart Move: Debut 49
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 89
First Impressions: 22 KIKK, KSOP, KSSN, KRST, KUPL, KYCW, KYCY, WAMZ, WBCT, WBEE, WCTO, WEZL, WFLS, WGH, WKDF, WKXC, WOGK, WOW, WQYK, WSSL, WUSY, WYNY

SHEDAISY 272/31

This Woman Needs (Lyric Street)
Total Stations: 46/Chart Move: 54-52
Heavy (35+): 0
Medium (25-34): 2 KMLE, KSOP
Light (Under 25): 44
First Impressions: 8 KFKF, KJYJ, KKBQ, KTEX, WCKT, WDAF, WMJC, WYGY

TOBY KEITH 232/87

When Love Fades (DreamWorks)
Total Stations: 52/Chart Move: 60-53
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 52
First Impressions: 15 KCCY, KFKF, KHAY, KKCS, KMLE, KSSN, WESC, WEZL, WGH, WJCL, WNCY, WOKQ, WRNS, WVLK, WYNY

ALECIA ELLIOTT 168/108

I'm Diggin' It (MCA Nashville)
Total Stations: 51/Chart Move: 75-55
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 51
First Impressions: 4 KBEQ, KPLX, WKXX, WRKZ

MERLE HAGGARD WITH JEWEL 164/15

That's The Way Love Goes (TBA/BNA)
Total Stations: 51/Chart Move: 59-56
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 51
First Impressions: 4 KUPL, WCTO, WIVK, WJCL

LONESTAR 144/12

Smile (BNA)
Total Stations: 21/Chart Move: 61-59
Heavy (35+): 0
Medium (25-34): 1 KMLE
Light (Under 25): 20
First Impressions: 1 KYCY

DIXIE CHICKS 125/12

You Can't Hurry Love (Columbia)
Total Stations: 39/Chart Move: 63-60
Heavy (35+): 0
Medium (25-34): 1 KIKF
Light (Under 25): 38

PAUL BRANDT 113/45

It's A Beautiful Thing (Reprise/WRN)
Total Stations: 22/Chart Move: 73-62
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 22
First Impressions: 6 KIKF, KRTY, KSKS, KUBL, KXKC, WIRK

★ BROOKS & DUNN 101/101

Beer Thirty (Arista Nashville)
Total Stations: 74/Chart Move: Debut 65
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 74

★ TRAVIS TRITT WITH GEORGE THOROGOOD 93/93

Move It On Over (Asylum)
Total Stations: 49/Chart Move: Debut 66
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 49
First Impressions: 1 WCTO

MARY CHAPIN CARPENTER 80/29

Wherever You Are (Columbia)
Total Stations: 28/Chart Move: Debut 68
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 28
First Impressions: 4 KIKK, KSOP, KSSN, WMJC

★ CHELY WRIGHT 77/69

It Was (MCA Nashville)
Total Stations: 43/Chart Move: Debut 69
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 43
First Impressions: 3 KYNG, WGH, WRNS

SOUTH SIXTY FIVE 75/8

Baby's Got My Number (Atlantic)
Total Stations: 21/Chart Move: 74-70
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 21

TIM MCGRAW 66/38

My Best Friend (Curb)
Total Stations: 23/Chart Move: Re-Entry 75
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 23
First Impressions: 2 KMLE, WUSY

DIXIE CHICKS 61/16

Sin Wagon (Monument)
Total Stations: 32
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 32

CLAY WALKER 58/2

The Chain Of Love (Giant)
Total Stations: 4
Heavy (35+): 1 KMLE
Medium (25-34): 0
Light (Under 25): 3

★ CHRIS LEDOUX 57/54

Stampede (Capitol)
Total Stations: 25
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 25
First Impressions: 1 KYCW

★ DERYL DODD 52/17

On Earth As It Is In Texas (Columbia)
Total Stations: 2
Heavy (35+): 1 KPLX
Medium (25-34): 0
Light (Under 25): 1

★ STEVE HOLY 51/6

Don't Make Me Beg (Curb)
Total Stations: 10
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 10
First Impressions: 3 KILT, KYGO, WQBE



Billboard Top Country Singles Sales SoundScan

THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSCAN, INC.

BILLBOARD ISSUE DATE: OCTOBER 2, 1999

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
No. 1				
1	1	5	IT DON'T MATTER TO THE SUN/LOST IN YOU CAPITOL 58788 4 weeks at No. 1	GARTH BROOKS AS CHRIS GAINES
2	2	19	NEVER BEEN KISSED ARISTA NASHVILLE 13140	SHERRIE AUSTIN
3	3	26	PLEASE REMEMBER ME/FOR A LITTLE WHILE CURB 73080	TIM MCGRAW
4	4	13	LONELY AND GONE COLUMBIA 79210/SONY	MONTGOMERY GENTRY
5	8	6	ALL THINGS CONSIDERED MONUMENT 79248/SONY	YANKEE GREY
6	5	12	YOU'RE STILL BEAUTIFUL TO ME ASYLUM 64035/EEG	BRYAN WHITE
7	6	17	LIGHTNING DOES THE WORK WARNER BROS. 16984/WRN	CHAD BROCK
8	7	19	GOD MUST HAVE SPENT A LITTLE MORE TIME ON YOU RCA 65759/RLG	ALABAMA FEATURING 'N SYNC
9	9	24	A NIGHT TO REMEMBER EPIC 79118/SONY	JOE DIFFIE
10	10	27	WHO NEEDS PICTURES ARISTA NASHVILLE 13156	BRAD PAISLEY
11	11	120	HOW DO I LIVE [▲] CURB 73022	LEANN RIMES
12	19	22	ROCKY TOP '96 DECCA 55274/MCA NASHVILLE	THE OSBORNE BROTHERS
13	12	18	THAT DON'T IMPRESS ME MUCH MERCURY 172118	SHANIA TWAIN
14	13	29	HILLBILLY SHOES COLUMBIA 79115/SONY	MONTGOMERY GENTRY
15	15	25	SINGLE WHITE FEMALE MCA NASHVILLE 72092	CHELY WRIGHT
16	20	5	ARE YOUR EYES STILL BLUE CURB 73085	SHANE MCANALLY
17	14	23	ALMOST HOME COLUMBIA 79148/SONY	MARY CHAPIN CARPENTER
18	17	5	A MATTER OF TIME BNA 65784/RLG	JASON SELLERS
19	16	10	WHEN MY DREAMS COME TRUE MCA NASHVILLE 72120	REBECCA LYNN HOWARD
20	22	6	SURE FEELS REAL GOOD WARNER BROS. 16933/WRN	MICHAEL PETERSON

Records with the greatest sales gains this week. ● Recording Industry Assn. of America certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol. © 1999, Billboard/BPI Communications and SoundScan, Inc.

Billboard TOP COUNTRY ALBUMS SoundScan

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BILLBOARD ISSUE DATE: OCTOBER 2, 1999

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE	PEAK POSITION
No. 1						
1	1	1	3	DIXIE CHICKS MONUMENT 69678/SONY (11.98 EQ/17.98) 3 weeks at No. 1	FLY	1
2	2	2	98	SHANIA TWAIN ◆ ¹⁹ MERCURY 536003 (10.98/17.98)	COME ON OVER	1
3	NEW	1	1	MARTINA MCBRIDE RCA 67824/RLG (10.98/16.98)	EMOTION	3
4	3	3	86	DIXIE CHICKS ▲ ⁷ MONUMENT 68195/SONY (10.98 EQ/17.98)	WIDE OPEN SPACES	1
5	4	4	20	TIM MCGRAW ▲ CURB 77942 (10.98/17.98)	A PLACE IN THE SUN	1
6	5	5	16	LONESTAR ● BNA 67762/RLG (10.98/16.98)	LONELY GRILL	3
7	6	6	4	LINDA RONSTADT & EMMYLOU HARRIS ASYLUM 62408/EEG (11.98/17.98) WESTERN WALL — THE TUCSON SESSIONS		6
8	9	10	29	KENNY CHESNEY ● BNA 67655/RLG (10.98/16.98)	EVERYWHERE WE GO	5
9	7	8	79	JO DEE MESSINA ▲ CURB 77904 (10.98/16.98)	I'M ALRIGHT	5
10	10	11	74	FAITH HILL ▲ ³ WARNER BROS. 46790/WRN (10.98/16.98)	FAITH	2

Albums with the greatest sales gains. ● Recording Industry Assn. of America (RIAA) certification for sales of 500,000 album units. ▲ RIAA certification for sales of 1 million units (Platinum). ◆ RIAA certification for net shipment of 10 million units (Diamond). Numeral following Platinum or Diamond symbol indicates album's multi-platinum level. Greatest Gainer shows chart's largest unit increase. Pacesetter indicates biggest percentage growth. © 1999 Billboard/BPI Communications and SoundScan, Inc.

COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	TW	LW
★ ★ ★ No. 1 ★ ★ ★						
1	1	11	SOMETHING LIKE THAT CURB 4 weeks at No. 1	TIM MCGRAW	47.063	46.074
2	6	10	I LOVE YOU RCA	MARTINA MCBRIDE	39.661	36.838
3	3	14	READY TO RUN MONUMENT	DIXIE CHICKS	39.492	38.244
4	4	16	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	34.503	37.949
5	5	23	AMAZED BNA	LONESTAR	34.449	37.762
6	2	21	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	34.019	38.558
7	7	22	LESSON IN LEAVIN' CURB	JO DEE MESSINA	32.648	34.723
8	9	10	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	31.640	30.217
9	14	12	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	29.086	25.780
10	10	19	I'LL STILL LOVE YOU MORE MCA NASHVILLE	TRISHA YEARWOOD	27.569	28.723
11	8	20	THE SECRET OF LIFE WARNER BROS./WRN	FAITH HILL	26.573	33.787
12	15	13	SHE'S IN LOVE MERCURY	MARK WILLS	25.701	24.681
13	16	15	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	25.073	23.331
14	12	16	(NOW YOU SEE ME) NOW YOU DON'T MCA NASHVILLE	LEE ANN WOMACK	24.550	26.241
15	13	27	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	24.089	25.891
16	18	11	I'LL GO CRAZY RCA	ANDY GRIGGS	23.570	22.202
17	17	11	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	23.417	22.550
18	20	9	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	21.410	19.797
19	23	6	WHEN I SAID I DO RCA	CLINT BLACK	20.642	18.416
20	11	23	SINGLE WHITE FEMALE MCA NASHVILLE	CHELY WRIGHT	20.358	28.107
21	21	16	MAKE UP IN LOVE ATLANTIC	DOUG STONE	18.572	19.397
22	24	14	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	17.434	16.339
23	28	4	COME ON OVER MERCURY	SHANIA TWAIN	17.195	13.272
24	25	8	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	17.188	16.224
25	26	7	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS	15.220	15.486
26	29	4	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	14.683	11.712
27	27	10	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	13.381	13.971
28	31	6	A MAN AIN'T MADE OF STONE DREAMWORKS	RANDY TRAVIS	12.813	11.308
29	32	5	BIG DEAL CURB	LEANN RIMES	12.383	10.931
30	30	7	ORDINARY LOVE MERCURY	SHANE MINOR	12.091	11.434
31	36	4	STEAM EPIC	TY HERNDON	9.097	7.979
32	35	5	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	8.969	8.421
33	39	2	WHAT DO YOU SAY MCA NASHVILLE	REBA	8.585	5.611
34	37	6	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	8.008	7.617
35	34	16	YOU'VE GOT A WAY MERCURY	SHANIA TWAIN	6.909	9.235
36	38	3	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	6.609	6.993
37	40	2	A MATTER OF TIME BNA	JASON SELLERS	5.353	5.048
38	NEW	1	PUT YOUR HAND IN MINE RCA	TRACY BYRD	4.202	2.862
39	NEW	1	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	4.089	3.854
40	RE-ENTRY	1	SURE FEELS REAL GOOD REPRISE/WRN	MICHAEL PETERSON	4.042	4.357

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. ○ Records showing an increase in audience over the previous week, regardless of chart movement. If two records are tied in total audience, the record being played on more stations is placed first. Records become recurrents and are removed from this chart in conjunction with the Country Airplay chart.

★ ★ AIRPOWER ★ ★

THE INDUSTRY'S MOST ACCURATE INDICATOR OF A FUTURE HIT RECORD

EVERY WEEK IN AIRPLAY Monitor



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 154 country stations are electronically monitored 24 hours a day, 7 days a week. © 1999 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ NO. 1 ★★★				
(1)	1	16	SOMETHING LIKE THAT CURB 3 weeks at No. 1	TIM MCGRAW	5873	5714	
(2)	4	11	I LOVE YOU RCA	MARTINA MCBRIDE	5160	4821	
(3)	2	14	READY TO RUN MONUMENT	DIXIE CHICKS	5125	4978	
4	3	26	YOU HAD ME FROM HELLO BNA	KENNY CHESNEY	4453	4938	
5	5	20	LITTLE MAN ARISTA NASHVILLE	ALAN JACKSON	4406	4769	
6	6	27	AMAZED BNA	LONESTAR	4232	4493	
(7)	9	13	WHAT DO YOU SAY TO THAT MCA NASHVILLE	GEORGE STRAIT	3983	3766	
8	8	24	LESSON IN LEAVIN' CURB	JO DEE MESSINA	3799	4093	
(9)	13	15	I'M ALREADY TAKEN CAPITOL	STEVE WARINER	3796	3399	
(10)	10	23	I'LL STILL LOVE YOU MORE MCA NASHVILLE	TRISHA YEARWOOD	3784	3765	
11	7	23	THE SECRET OF LIFE WARNER BROS./WRN	FAITH HILL	3504	4401	
(12)	14	17	SHE'S IN LOVE MERCURY	MARK WILLS	3462	3286	
(13)	15	19	LONELY AND GONE COLUMBIA	MONTGOMERY GENTRY	3451	3172	
(14)	16	13	HOME TO YOU ATLANTIC	JOHN MICHAEL MONTGOMERY	3196	2986	
15	12	19	(NOW YOU SEE ME) NOW YOU DON'T MCA NASHVILLE	LEE ANN WOMACK	3152	3438	
(16)	18	13	I'LL GO CRAZY RCA	ANDY GRIGGS	3100	2961	
			★★ AIRPOWER ★★				
(17)	19	10	MISSING YOU ARISTA NASHVILLE	BROOKS & DUNN	2933	2738	
			★★ AIRPOWER ★★				
(18)	21	6	WHEN I SAID I DO RCA	CLINT BLACK	2806	2447	
19	17	31	WRITE THIS DOWN MCA NASHVILLE	GEORGE STRAIT	2744	2989	
20	20	25	MAKE UP IN LOVE ATLANTIC	DOUG STONE	2634	2686	
21	11	31	SINGLE WHITE FEMALE MCA NASHVILLE	CHELY WRIGHT	2582	3670	
(22)	23	21	LIGHTNING DOES THE WORK WARNER BROS./WRN	CHAD BROCK	2509	2293	
(23)	26	16	ALL THINGS CONSIDERED MONUMENT	YANKEE GREY	2293	2164	
24	24	7	IT DON'T MATTER TO THE SUN CAPITOL	GARTH BROOKS AS CHRIS GAINES	2243	2287	
			★ GREATEST GAINER ★				
(25)	28	6	COME ON OVER MERCURY	SHANIA TWAIN	2240	1778	
(26)	31	6	HE DIDN'T HAVE TO BE ARISTA NASHVILLE	BRAD PAISLEY	2074	1665	
27	27	14	YOU GO FIRST (DO YOU WANNA KISS) DREAMWORKS	JESSICA ANDREWS	2018	2143	
(28)	29	9	A MAN AIN'T MADE OF STONE DREAMWORKS	RANDY TRAVIS	1904	1752	
(29)	33	6	BIG DEAL CURB	LEANN RIMES	1743	1495	
(30)	32	12	ORDINARY LOVE MERCURY	SHANE MINOR	1706	1618	
			★ MOST NEW STATIONS ★				
(31)	39	4	WHAT DO YOU SAY MCA NASHVILLE	REBA	1359	1000	
(32)	34	10	LIVE, LAUGH, LOVE GIANT	CLAY WALKER	1332	1277	
(33)	35	8	STEAM EPIC	TY HERNDON	1315	1227	
(34)	36	13	ARE YOUR EYES STILL BLUE CURB	SHANE MCANALLY	1259	1225	
35	38	9	SMOKE RINGS IN THE DARK MCA NASHVILLE	GARY ALLAN	1035	1051	
(36)	41	14	A MATTER OF TIME BNA	JASON SELLERS	881	785	
37	37	17	YOU'VE GOT A WAY MERCURY	SHANIA TWAIN	861	1101	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	40	9	WHEN YOU LOVE SOMEONE MERCURY	SAMMY KERSHAW	809	814	
(39)	44	7	IT'S A LOVE THING CAPITOL	KEITH URBAN	665	602	
(40)	42	10	LOVE TRIP VIRGIN	JERRY KILGORE	651	630	
(41)	47	3	PUT YOUR HAND IN MINE RCA	TRACY BYRD	647	458	
(42)	48	4	DON'T LIE CAPITOL	TRACE ADKINS	608	422	
43	43	11	CRUSH ASYLUM	LILA MCCANN	605	612	
(44)	46	6	THE QUITTIN' KIND EPIC	JOE DIFFIE	564	501	
45	45	16	SURE FEELS REAL GOOD REPRISE/WRN	MICHAEL PETERSON	548	580	
(46)	49	6	POWER WINDOWS LYRIC STREET	JOHN BERRY	423	383	
			★★ HOT SHOT DEBUT ★★				
(47)	NEW		BREATHE WARNER BROS./WRN	FAITH HILL	412	0	
(48)	53	6	SHE THINKS MY TRACTOR'S SEXY BNA	KENNY CHESNEY	405	254	
(49)	NEW		POP A TOP ARISTA NASHVILLE	ALAN JACKSON	370	0	
50	51	7	AFTER A KISS ARISTA NASHVILLE	PAM TILLIS	296	329	
51	50	17	YOU'RE STILL BEAUTIFUL TO ME ASYLUM	BRYAN WHITE	275	363	
(52)	54	6	THIS WOMAN NEEDS LYRIC STREET	SHEDAISY	272	241	
(53)	60	2	WHEN LOVE FADES DREAMWORKS	TOBY KEITH	232	145	
54	55	5	GOODBYE EARL MONUMENT	DIXIE CHICKS	178	240	
(55)	75	2	I'M DIGGIN' IT MCA NASHVILLE	ALECIA ELLIOTT	168	60	
(56)	59	4	THAT'S THE WAY LOVE GOES TBA/BNA	MERLE HAGGARD WITH JEWEL	164	149	
57	56	6	THINKING ABOUT LEAVING REPRISE/WRN	DWIGHT YOAKAM	162	185	
58	57	8	ALL I WANT IS EVERYTHING BNA	MINDY MCCREADY	151	175	
(59)	61	4	SMILE BNA	LONESTAR	144	132	
(60)	63	9	YOU CAN'T HURRY LOVE COLUMBIA	DIXIE CHICKS	125	113	
(61)	66	20	YOU'RE LUCKY I LOVE YOU CAPITOL	SUSAN ASHTON	118	97	
(62)	73	3	IT'S A BEAUTIFUL THING REPRISE/WRN	PAUL BRANDT	113	68	
(63)	64	20	MY KIND OF WOMAN/MY KIND OF MAN MCA NASHVILLE/EPIC	VINCE GILL WITH PATTY LOVELESS	112	105	
64	52	14	THE YODELIN' BLUES GIANT	THE WILKINSONS	106	290	
(65)	NEW		BEER THIRTY ARISTA NASHVILLE	BROOKS & DUNN	101	0	
(66)	NEW		MOVE IT ON OVER ASYLUM	TRAVIS TRITT WITH GEORGE THOROGOOD	93	0	
67	65	5	COWBOY TAKE ME AWAY MONUMENT	DIXIE CHICKS	84	100	
(68)	NEW		WHEREVER YOU ARE COLUMBIA	MARY CHAPIN CARPENTER	80	51	
(69)	NEW		IT WAS MCA NASHVILLE	CHELY WRIGHT	77	8	
(70)	74	9	BABY'S GOT MY NUMBER ATLANTIC	SOUTH SIXTY FIVE	75	67	
71	62	13	START OVER GEORGIA EPIC	COLLIN RAYE	75	115	
72	58	8	ON MY WAY TO YOU LYRIC STREET	SONYA ISAACS	73	169	
73	67	5	SLOW DANCE MORE DREAMCATCHER	KENNY ROGERS	69	87	
74	68	4	GOODNIGHT PLATINUM	SUZY BOGGUSS	68	85	
(75)	RE-ENTRY		MY BEST FRIEND CURB	TIM MCGRAW	66	28	

Songs are ranked by number of detections. (C) Records showing an increase in detections over the previous week, regardless of chart movement. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the record with the largest increase in detections. Most New Stations awarded to the record registering six or more detections at the most stations for the first time this week. If two records are tied in number of detections, the record being played on more stations is placed first. Records below the top 25 are removed from the chart after 20 weeks.

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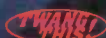
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