



CRS 30

1999 PROGRAM BOOK

Birthday Celebration
Thirty Years of Learning
Through Sharing

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MISSION OF COUNTRY RADIO BROADCASTERS

Country radio broadcasters are brought from around the world together with the country music industry for the purpose of assuring the continued vitality of the country radio format. We do this by idea sharing and education through the Country Radio Seminar and regional seminars on the topics of general management, sales, and programming. We also promote the growth of country radio by granting scholarships to people seeking degrees in broadcasting.

We value professionalism within our industries and our organization, and we value humanitarian activities that improve the quality of life.

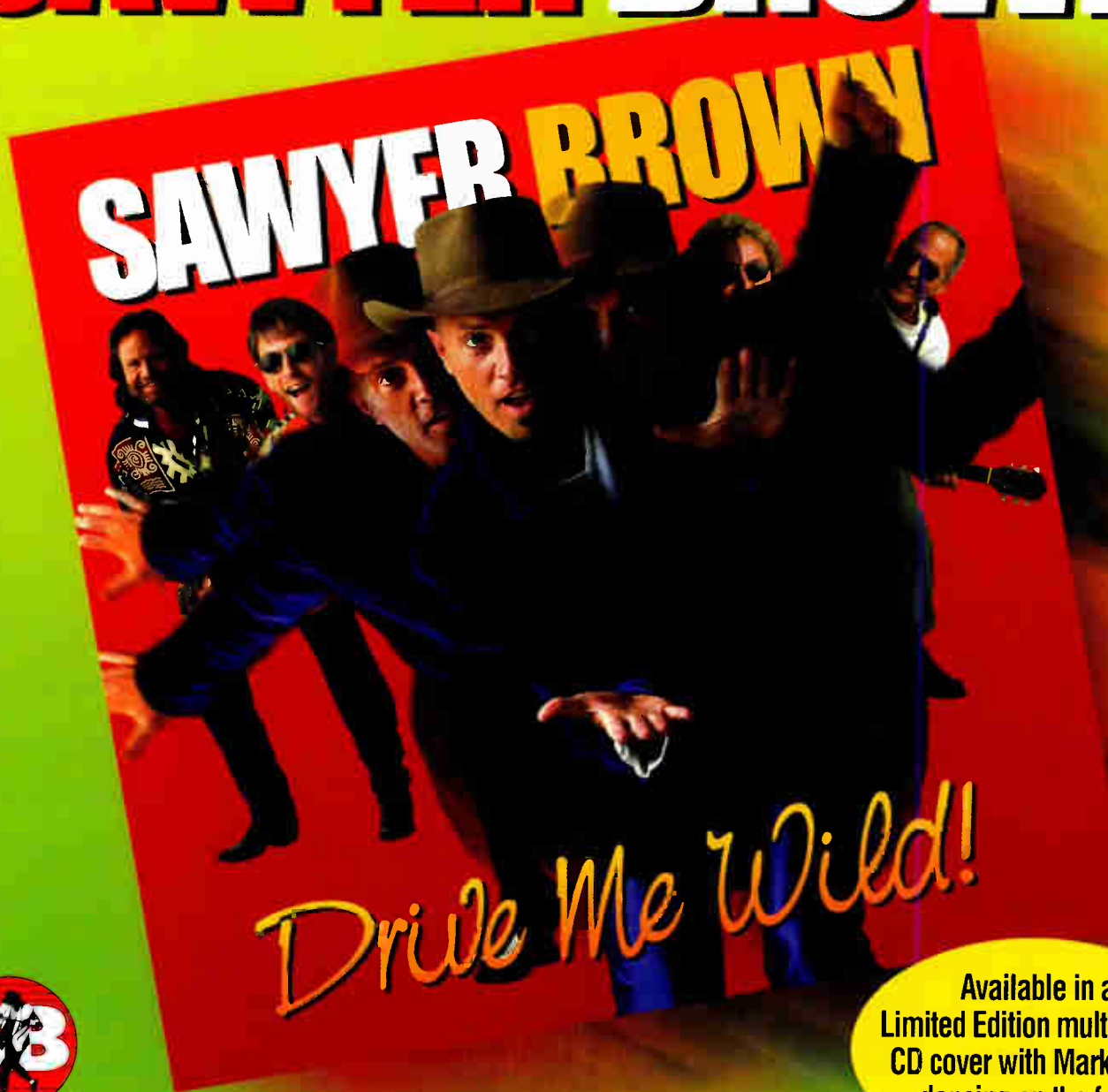
Our goals are to provide ideas which will help the business of country radio to thrive, to improve professionalism through education, and to sustain the country radio format as a dominant entertainment medium.



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FROM THE PRESIDENT OF COUNTRY RADIO BROADCASTERS



This year marks an important milestone for our organization, as the Country Radio Seminar celebrates its 30th anniversary.

Each year country radio station management, sales, and programming representatives gather in Nashville to explore the business of radio, the science of programming, and the art of country music.

The issues may change every year, but the passion that we country broadcasters have for what has grown to be America's dominant radio format, is consistently strong.

I would like to recognize the contributions of the Country Radio Seminar Agenda Committee, which is responsible for determining the convention's topics and panelists. I am likewise grateful to my colleagues on the Country Radio Broadcasters Board of Directors, who likewise donate their time and talent to lead this organization.

Executive Director, Paul Allen and his small but dedicated staff, deserve the credit for bringing the convention to life, with the help of scores of volunteers.

I hope you will take full advantage of the opportunities available to you during CRS, so that you leave re-energized and enthused about country radio. I hope you'll agree that you received an exceptional value for the time that you have invested, and as a result of your experience are better able to serve your company, listeners, and advertisers.

Sincerely,

A handwritten signature in black ink that reads "Ed Salamon". The signature is written in a cursive, slightly slanted style.

Ed Salamon
President
Country Radio Broadcasters

FROM THE EXECUTIVE DIRECTOR OF COUNTRY RADIO BROADCASTERS



W elcome home!

It's time for our annual homecoming in Nashville and we're glad you're part of this 30th anniversary.

This year's Country Radio Seminar is sprinkled with some nostalgia, but you'll find most of it packed with fresh ideas, sparkling showcases, and many opportunities to build your network.

As the person who sees CRS from every angle I'm also the one most appreciative to our volunteer Board and Agenda Committee, MTSU and Belmont Universities, and other volunteers for their generous commitment to the success of CRS. As always, our sponsors, advertisers, exhibitors, and service providers have been very supportive this year and we thank them.

A project this big doesn't happen without the energy of a very talented and creative staff, and I'm grateful for the long days they've worked and precious weekends they've given up.

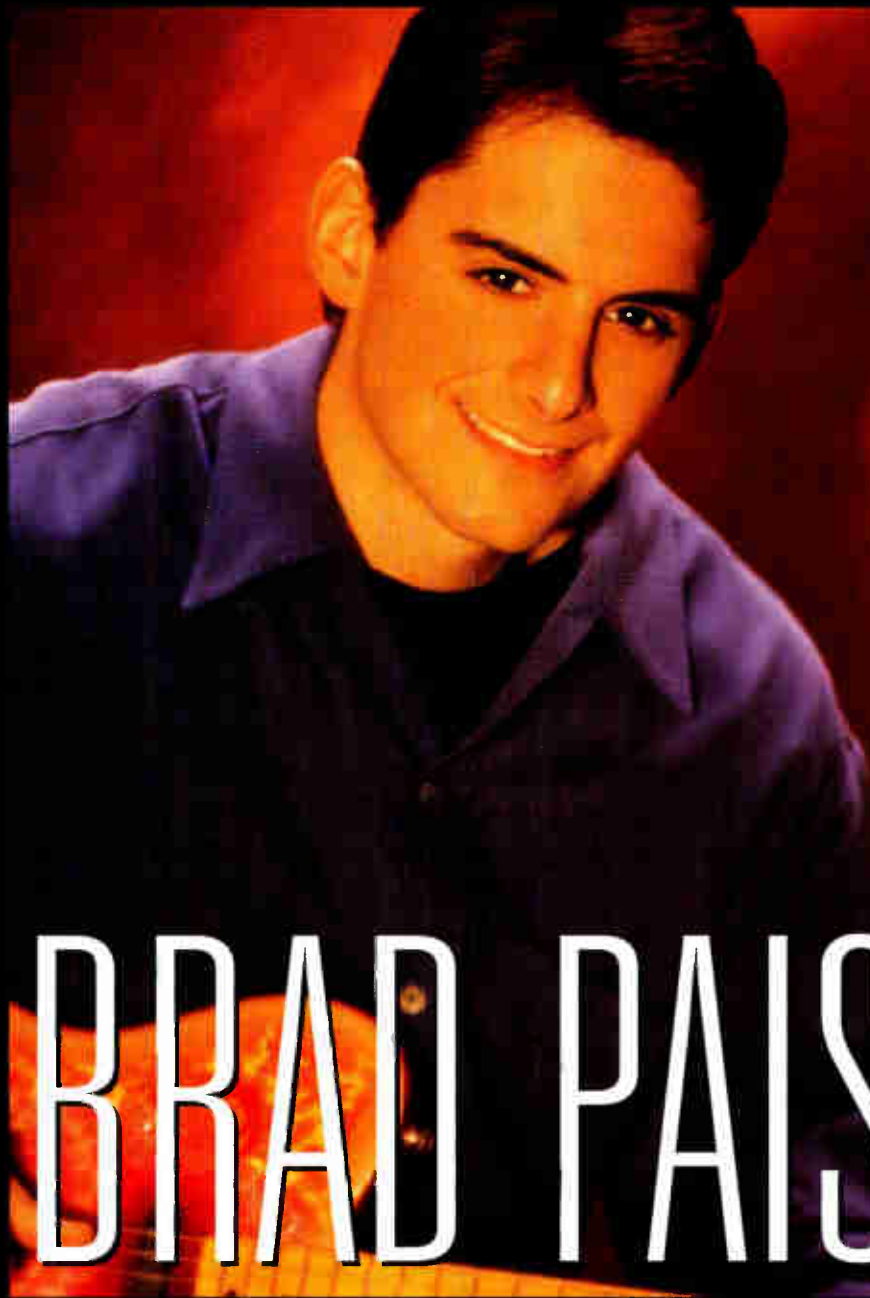
We've had a great time preparing for this year's seminar, and I genuinely hope your experience in Nashville this year does more for you, your career, and your company than any you've ever had.

Again, welcome home and have a great week!

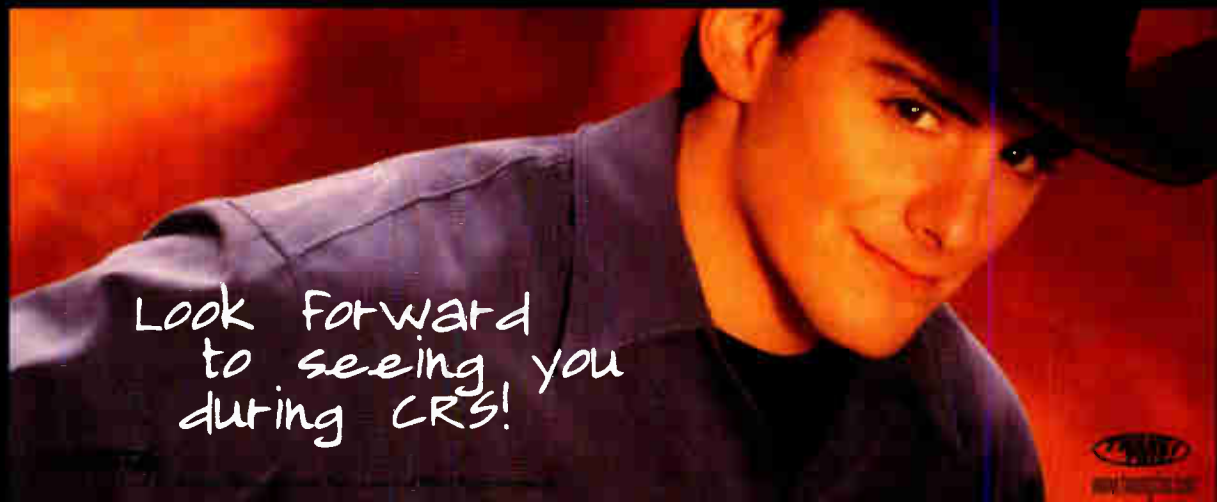
Sincerely,

Paul Allen
Executive Director

SEE BRAD
w/ Brooks & Dunn
and Lee Roy Parnell
at The Hard Rock
THURSDAY NIGHT



BRAD PAISLEY



Look forward
to seeing you
during CRS!



*"Summer breeze...
makes me feel fine."*



MUSIC CHANGES EVERYTHINGSM

"dunt, dunt... dunt, dunt..."

dunt, dunt, dunt, dunt..."

Theme from Jaws

Just add music and perceptions are altered. Emotions are heightened.

And, most importantly, **your revenues are boosted.** That's because nothing else has music's power to enhance your station's identity, make your promos hit home and increase your market share. Put the power of music to work for your business, and you'll see the picture change in the best possible way.

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FROM THE AGENDA CHAIRPERSON OF CRS-30



As we gather this week in Nashville, we stand at a pivotal point in history. Since the Country Radio Seminar is celebrating its 30th year of learning through sharing, you will find many opportunities to review three decades of changes in country music and the Country Radio Seminar. We are pleased to offer for the first time the Grand Ole Opry bus trip. Other planned events include Three Decades of Country Music, a panel featuring many of those whom were instrumental in shaping the events of the last 30 years.

But even as we are reminiscing about the past, we must focus on the future. Before we meet again, we will have moved into the new millenium. History tells us there are usually world-altering changes occurring around the turn of the century, never mind the entire millenium. In our various industries we have certainly seen changes that have set the stage for the challenges we will face in the next decade. With that in mind we take a close look at virtual radio and other new technologies and seek a vision of the future from the leaders of some of the major radio groups.

I think unifying our efforts and working together best faces our challenges to achieve our common goal: success in our respective businesses. And that ultimately is what the Seminar is all about – understanding and overcoming our differences, finding common ground, learning from each other, and celebrating our successes. Everyone involved in putting together the agenda and the Seminar has worked very hard toward that goal. It is my sincere hope that this year's agenda fulfills your expectations in every regard.

A handwritten signature in black ink that reads "Gina Preston". The signature is written in a cursive, flowing style.

Gina Preston
Agenda Chairperson

INTERNATIONAL ATTENDEE WELCOME



On behalf of Country Radio Broadcasters, I would like to personally welcome you to CRS-30. Our 30th anniversary is the opportune time to open and extend our registration to the international attendees who have dedicated themselves to the growth and success of country music abroad.

We have established a series of events for the particular benefit of the international attendees. They include:

- A panel devoted entirely to international matters – an in-depth discussion focusing on issues facing international radio programmers, managers and air talent
- An exclusive "early bird" Artist Radio Taping Session on Tuesday, March 9 from 3:30 pm to 5:30 pm
- International airchecks included in the CRS Aircheck Sampler CD

Your attendance and participation will truly make this a memorable event. We appreciate your commitment and contribution to country radio and are delighted at the opportunity to bring international country radio professionals and the country music industry together in one place at one time.

A handwritten signature in black ink that reads "Jeff Walker". The signature is written in a cursive, flowing style.

Jeff Walker
Chairman
International Attendance Task Force

We salute
**Country Radio
Broadcasters**

*on their 30th Annual Seminar
and invite you to join
Country Music's Finest at the
Academy of Country Music's
34th Annual Awards Presentation*

Wednesday May 5th, 1999

*Live from the
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CRB SCHOLARSHIP PROGRAM



The Scholarship Committee of Country Radio Broadcasters has an important mission: "To improve the state of country radio by providing funds for students who wish to complete a formal education and pursue careers in radio broadcasting."

Through the Country Radio Seminar and other fund-raising events, CRB has awarded over 75 scholarships totaling \$153,500 since 1975. As the cost of education has risen, so has the amount bestowed – from the original scholarship of \$500 per student per year to the current awards of \$5,000 per student per year.

The landscape of the broadcast industry has also changed over the past two decades. With consolidation, we have seen the proliferation of large radio groups and the growth of virtual radio, yet opportunities for individual broadcasters appear to be shrinking. Nonetheless, where there is change there is opportunity. The radio industry will always need talented people for all aspects of the business. Country Radio Broadcasters and its Scholarship Committee is challenged more than ever to not only provide the means to achieve an education but to help bolster the visibility and viability of country radio as a career that is pursued and valued.

Your support of CRB and CRS allow us to fulfill our mission, and for that we thank you.

A handwritten signature in black ink, appearing to read "Tari Laes". The signature is stylized and includes a long horizontal flourish at the end.

Tari Laes
Scholarship Committee Chairwoman

GENERAL SEMINAR INFORMATION

Thank you for joining us for the 30th annual Country Radio Seminar. We have listed below some information regarding the seminar. If you have any questions or concerns, please visit our Registration and Information booth in the lobby of the Nashville Convention Center or the CRS Information Booths located on Levels 1 and 2 of the Convention Center. Also, please look to our Seminar Staff in the red CRS-30 shirts to assist you.

REGISTRATION HOURS AND LOCATION

CRS Registration is held in the lobby of the Nashville Convention Center during the following hours:

Tuesday, March 9	11:00A.M.-6:00P.M.
Wednesday, March 10	9:00A.M.-8:00P.M.
Thursday, March 11	7:30A.M.-6:00P.M.
Friday, March 12	7:30A.M.-6:00P.M.
Saturday, March 13	7:30A.M.-8:00P.M.

BADGE AND TICKET INFORMATION

Your badge is your admission ticket to all CRS functions except the New Faces Show, and we ask that you wear it at all times. If your badge is lost, there will be a \$125 replacement fee. Any requested changes to your badge will require a \$10 service charge. We ask that you all display your CRS badge at all times when attending seminar functions.

Your New Faces Show admission is a laminate provided to you in your registration envelope. You may wear it on its lanyard or present it at the door for admittance to the Performance Hall on Saturday night. Please note that this laminate has your table assignment on it.

Additional tickets to luncheons and the Super Faces Show are available for purchase at the CRS Registration Desk, depending upon availability.

BADGE COLOR CODES

Green Color Bar-CRB Staff; Red Color Bar-Radio; Black Color Bar-Exhibitor; No Color Bar-Attendees and Seminar Staff

EXHIBIT HALL

The CRS-30 Exhibit Hall is located on Level 1 of the Nashville Convention Center. The hours are:

Wednesday	3:00P.M.-8:00P.M.	
Thursday	10:30A.M.-12:00P.M.	2:00P.M.-6:00P.M.
Friday	10:30A.M.-12:00P.M.	2:00P.M.-6:00P.M.

CRS NETWORKING LOUNGE

This area near the Performance Hall is provided as a courtesy of Country Music Magazine.

Wednesday	3:00P.M.-8:00P.M.
Thursday	8:00A.M.-6:30P.M.
Friday	8:00A.M.-6:30P.M.
Saturday	8:00A.M.-11:00A.M.

SHUTTLE SERVICE

The CRS Shuttle, provided as a complimentary service by ABC Radio Networks, will run directly between the Nashville Convention Center and each of the following hotels: Crowne Plaza, Club House Inn, and the DoubleTree. Shuttle hours are:

Wednesday	8:30A.M.-11:30P.M.
Thursday	7:30A.M.-6:30P.M.
Friday	7:30A.M.-6:30P.M.
Saturday	7:30A.M.-11:30P.M.

Departures from the Nashville Convention Center are at the top of the hour and at 20 and 40 after. Departures from hotels are at 10, 30, and 50 after each hour. Guests at the Days Inn Capitol Hill should use the shuttle stop at the Crowne Plaza.

AUDIO TAPES

Tapes of many of the CRS-30 sessions are available for purchase from Convention Services at their desk on the Convention Center Level 1.

NO SMOKING POLICY

Out of respect for all attendees as well as to abide by hotel guidelines, there will be no smoking allowed at any CRS meeting or function, or in the Exhibit Hall.

CELLULAR PHONES AND BEEPERS

We value the importance of these business lifelines but we request you turn off the audible alert to phones and beepers while you attend CRS functions.

CRS-30 APPAREL

A limited number of souvenir sweat shirts and ball caps are available at the Level 1 CRS Information Booth. When you buy these items you help the CRB Scholarship Fund.

COFFEE CARTS

Complimentary coffee is provided during CRS as a service of Arista Records. Coffee is available Thursday through Saturday 9:00A.M.-12:00P.M. on Level 1 of the Convention Center.

POPCORN KIOSK

Complimentary popcorn is provided during CRS as a service of Associated Press. Popcorn is available Thursday and Friday from 2 P.M. to 6 P.M. and Saturday from 2 P.M. to 5 P.M. on Level 1 of the Convention Center.

ARTIST RADIO TAPING SESSIONS

Please observe the requirements of the artist radio taping sessions. Key to the success of the sessions for you and others is that you have your liners prepared before you enter the room, you limit your time to no more than two minutes with an artist, and that you help provide a quiet environment. We remind you that cameras and items to be autographed are not permitted in the Artist Radio Taping Session. If you wish autographs to use for station promotions, we suggest you contact the pertinent record labels to arrange it for a suitable time. When you enter the Artist Radio Taping Session you will be provided a high quality cassette tape by SW Networks.

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 *WYRK/FM BUFFALO, NY
 *KZSN/FM WICHITA, KS
 KRMD/FM SHREVEPORT, LA
 WCKT/FM FT. MYERS, FL
 KTEX/FM BROWNSVILLE, TX
 *KHAK/FM CEDAR RAPIDS, IA
 WTCR/FM HUNTINGTON, WV
 KJLO/FM MONROE, LA
 *WIL/FM ST. LOUIS, MO
 *WTCM/FM NORTHWEST, MI
 *KEAN/FM ABILENE, TX
 *WDSV/FM PITTSBURGH, PA
 *WITL/FM LANSING, MI
 *WIXY/FM CHAMPAIGN, IL
 *WCTY/FM NEW LONDON, CT
 *WGAR/FM CLEVELAND, OH
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 *WLLR/FM QUAD CITIES, IA-IL
 *KZXX/FM LINCOLN, NE
 *WNUS/FM PARKERSBURG, WV
 *WJLS/FM BECKLEY, WV
 *WCYK/FM CHARLOTTESVILLE, VA
 KKYR/FM TEXARKANA, TX
 WDEN/FM MACON, GA
 *WQXX/FM YOUNGSTOWN, OH
 WKHX/FM ATLANTA, GA
 *KHAY/FM OXNARD/VENTURA, CA
 KLAJ/FM LAWTON, OK
 *KYKZ/FM LAKE CHARLES, LA
 WHLZ/FM FLORENCE, SC
 *WBYT/FM SOUTH BEND, IN
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 WFMB/FM SPRINGFIELD, IL
 WPUR/FM ATLANTIC CITY, NJ
 WMZQ/FM WASHINGTON, DC
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 KOEL/FM WATERLOO, IA
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 *WUSQ/FM WINCHESTER, VA
 *WFRG/FM UTICA/ROME, NY
 *KTCS/FM FT. SMITH, AR
 *WKKW/FM CLARKSBURG, WV
 *WQHK/FM FT. WAYNE, IN
 KSNM/FM SANTA MARIA, CA
 *WNWN/FM KALAMAZOO, MI
 KTOM/FM MONTEREY, CA
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 Y107/FM NEW YORK, NY
 WKLB/FM BOSTON, MA
 KSSN/FM LITTLE ROCK, AR
 WKSJ/FM MOBILE, AL
 *WWZD/FM TUPELO, MS
 *WQIK/FM JACKSONVILLE, FL
 KORD/FM TRI CITIES, WA
 *WWJO/FM ST. CLOUD, MN
 *WCTK/FM PROVIDENCE, RI
 *KRWQ/FM MEDFORD, OR
 WQYK/FM TAMPA BAY, FL
 KGGL/FM MISSOULA, MT
 *KMPS/FM SEATTLE, WA
 *KRST/FM ALBUQUERQUE, NM
 *WVLC/FM LEXINGTON, KY
 *WPXK/FM SPRINGFIELD, MA
 *WOKO/FM BURLINGTON, VT
 *WIMT/FM LIMA, OH
 *WPAP/FM PANAMA CITY, FL
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 *KLLQ/FM LUBBOCK, TX
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 *KYGO/FM DENVER, CO
 KYKX/FM LONGVIEW, TX
 *WXXQ/FM ROCKFORD, IL
 WXTU/FM PHILADELPHIA, PA
 *KKCT/FM BISMARCK, ND
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 KNAX/FM FRESNO, CA
 *WFRY/FM WATERTOWN, NY
 WATZ/FM ALPENA, MI
 *WMTZ/FM JOHNSTOWN, PA
 *WKOAFM LAFAYETTE, IN
 WTNV/FM JACKSON, TN
 WESC/FM GREENVILLE, SC
 WMIL/FM MILWAUKEE, WI
 KGKL/FM SAN ANGELO, TX
 WDEZ/FM WAUSAU, WI
 KIXQ/FM JOPLIN, MO
 *WIRK/FM WEST PALM BEACH, FL
 *KSCS/FM DALLAS, TX
 *KNIX/FM PHOENIX, AZ
 *KASH/FM ANCHORAGE, AK
 KOLK/FM SIOUX CITY, IA
 *KXKT/FM OMAHA, NE
 WDJR/FM DOTHAN, AL
 WKKT/FM CHARLOTTE, NC
 WMUS/FM GRAND RAPIDS, MI
 WRBT/FM HARRISBURG, PA
 WYZW/FM MADISON, WI
 *WZPR/FM ERIE, PA
 WQCB/FM BANGOR, ME
 WRWD/FM POUGHKEEPSIE, NY
 WGNA/FM ALBANY, NY
 WTNT/FM TALLAHASSEE, FL
 WBBN/FM LAUREL/HATTIESBURG, MS
 KOOV/FM COPPERAS COVE, TX
 KYKR/FM BEAUMONT, TX
 *WBQF/FM BRISTOL/KINGSPOUR, VA
 KEKA/FM EUREKA, CA
 WBVR/FM BOWLING GREEN, KY
 KIXS/FM VICTORIA, TX
 KWWK/FM ROCHESTER, MN
 *KRPO/FM SANTA ROSA, CA
 KXRB/AM SIOUX FALLS, SD
 KUPU/FM IDAHO FALLS, ID
 WHKR/FM MELBOURNE, FL
 WDSR/FM WILMINGTON, DE

SOURCE: ARBITRON, SPRING 1998, EXACT TIME, DMA AND/OR METRO, ADULTS 25-54 AND/OR PERSONS 12+ *OVERALL NUMBER ONE STATION IN THEIR MARKET DURING ACC BROADCAST

These are some of the number one country stations in their market when American Country Countdown With Bob Kingsley is on the air!

"B-105 & ACC...great ratings... great sales...great success!"

Tim Closson, Operations Manager, WUBE-FM/B105 Cincinnati, OH
 1998 CMA Major Market Station Of The Year

"KFRG/FM & American Country Countdown with Bob Kingsley...such an outstanding combination that even Los Angeles tunes in!"

Ray Massie, Operations Manager, KFRG/FM Riverside/San Bernardino, CA

"Our Sunday morning & Sunday evening numbers prove it...EVERYONE listens to Bob Kingsley on WSM/FM!"

Kyle Cantrell, Operations Manager, WSM/FM Nashville, TN



RADIO NETWORKS

For market exclusivity, call Robin Rhodes at (972) 448-3376

Check your CRS bag for Bob's 1999 specials.

CRS-30 THEME



This is my 30th year to welcome you to the Country Radio Seminar. I've welcomed you as a founder, as host of the New Faces Show, as Registration Chairman, as an agenda planner, as a bartender and as a friend.

I was honored when Tom McEntee asked me to help with the first event and I'm really proud of what it has become.

In thirty years, I've seen lots of changes – most for the good. I've seen country radio grow from a few full-time stations to become the dominant format. I've seen country stars, radio personalities, management gurus and consultant hotshots come and go – most for the good.

CRS-30 will take a look back at thirty years of radio and country music. Dick Clark will help us look back at three decades of the Country Radio Seminar and show video clips. There will also be a session entitled "A Look Back at 3 Decades of Country Radio."

While we are proud of our thirty-year history, we will also bring to you current industry issues such as building a website, pay for play, consolidation, promotions, programming, virtual radio, just to name a few.

I hope you enjoy CRS-30 as much as I will. You know, we've become a family, so let's have another reunion next year.

Keep it country.

A handwritten signature in black ink that reads "Charlie Monk". The signature is written in a cursive, slightly slanted style.

Charlie Monk

OPENING CEREMONIES



THE OAK RIDGE BOYS SING NATIONAL ANTHEM AT CRS-30 OPENING

BY PAM GREEN

There's not much that Platinum Entertainment recording artists, the Oak Ridge Boys, haven't accomplished. Best known for hits like "Elvira," "American Made" and "Thank God For Kids," they have sold over 10 million albums, performed for the crowned heads of Europe and three U.S. Presidents as well as millions of regular folks. The group has achieved hit records in three decades, beginning in 1977 with "Y'All Come Back Saloon." The Oaks are currently working on their Platinum Entertainment debut album, due this spring.

The Oak Ridge Boys have garnered their share of major awards over the group's lengthy career. A few of them include five Grammys, twelve Dove Awards, Country Music Association's Vocal Group of the Year and Single of the Year for "Elvira," four Academy of Country Music Awards including Best Vocal Group and two American Music Awards.

The group has been very active in humanitarian activities over the years. They recently helped build a Habitat for Humanity house in Kentucky. They've headed up the American Forests Country Music Tree Series, a national non-profit conservation organization, and have served as Honorary Chairmen of the National Committee for Prevention of Child Abuse, currently serving on the Board of Directors. The Oaks continue to work with Feed the Children. Since 1992, they have helped collect over three million pounds of food for the needy.

Group members Duane A'len, Joe Bonsall, William Lee Golden and Richard Sterban have not just survived over the years, they have thrived. According to Duane, "Here we are, we've got this rock attitude, singing country music with gospel harmony. And we go out and give the people everything we've got every night. We keep it kicking, and it keeps lasting and lasting."

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ACN's National Features Service-- gives you daily e-mail show prep, regular satellite feeds, a bi-monthly CD full of everything from Country Song parodies and Fake Commercials to drop-ins and interactive characters, password protected website and ACN's 36-CD Gold Library with more than 3,000 classic bits!

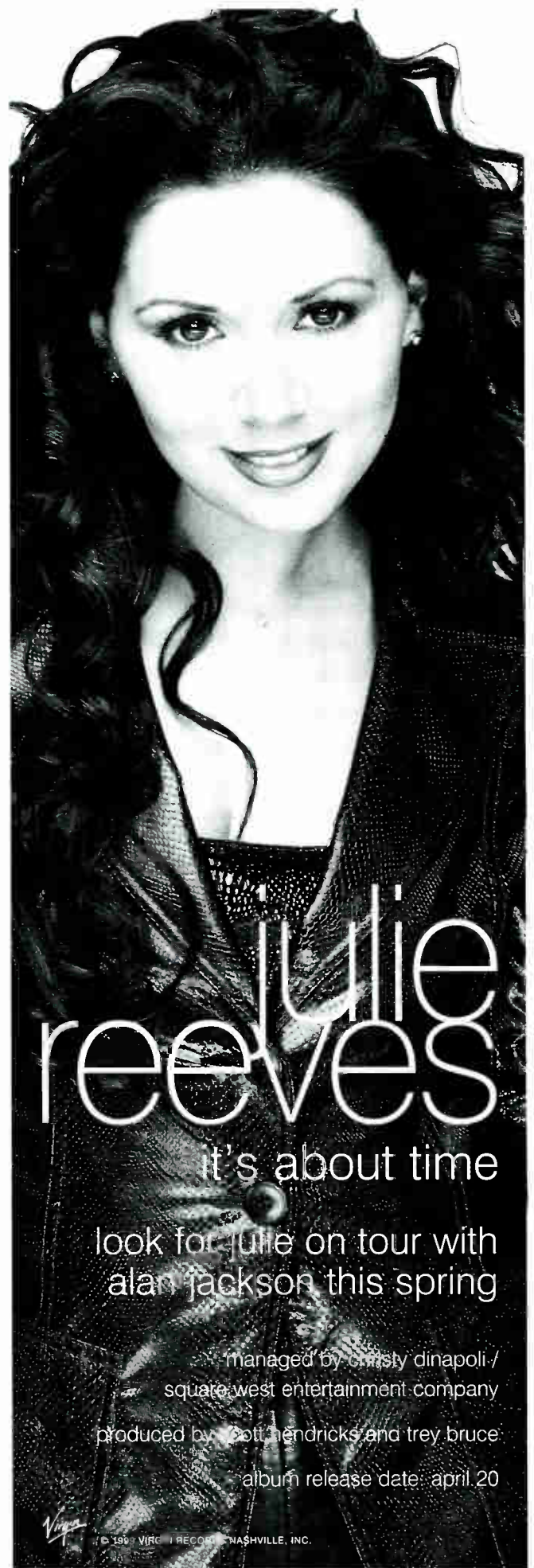
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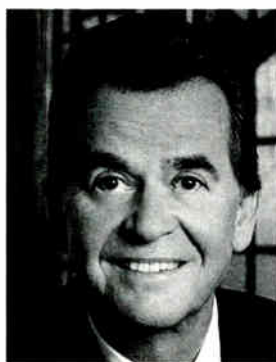
look for julie on tour with
alan jackson this spring

managed by cristy dinapoli /
square west entertainment company
produced by gott hendricks and troy bruce
album release date: april 20

Virgin

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THURSDAY KEYNOTE



DICK CLARK DELIVERS CRS-30 KEYNOTE ADDRESS

BY PAM GREEN

CRS-30 welcomes back the legendary Dick Clark as keynote speaker. It's been 17 years since Clark addressed CRS attendees. Without a doubt, this will be one of the highlights of this year's CRS. He'll discuss his involvement with country music artists and country radio over the last three decades through anecdotes and performance clips from his vast archives. Dick Clark's "American Bandstand" holds the record as television's longest running music/variety program. It also served as the foundation upon which Dick Clark rose to become the most recognizable and popular personalities in entertainment as well as the industry's most successful business executives as Chairman and CEO of Dick Clark Productions.

Through his company, Dick Clark Productions, he's produced awards show specials including The Academy of Country Music Awards, The American Music Awards, The Golden Globe Awards and many more. His company also produces TNN's "Prime Time Country," hosted by Gary Chapman. Dick is also well known for his live, behind-the-scenes interviews at the annual "Academy of Country Music Awards" and the annual "Golden Globe Awards."

Clark is host of many special TV broadcasts, including the annual "Dick Clark's New Year's Rockin' Eve" specials, the "Bloopers" series, "Countdown to the Emmys" and many others. He has been the master of ceremonies for many beauty pageants, including "Miss Universe," "Miss U.S.A." and "Miss Teen

USA." Dick is the only personality to host top-rated series on all networks and in syndication at the same time. On radio, Dick hosts two nationally syndicated radio shows — "Rock, Roll and Remember" and "The US Music Survey."

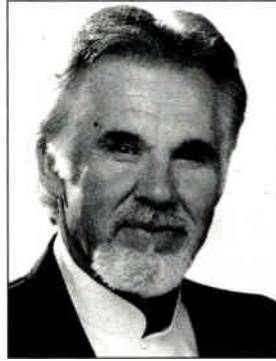
Clark began his career at age 17 at WRUN Radio in Utica, New York. After graduating from Syracuse University, he became a news anchorman at television station WKTV. He moved to Philadelphia to work for WFIL Radio and Television where he became the host of the local TV show, "Bandstand." Later, Dick convinced the ABC Network to carry the show nationwide and, within weeks, "American Bandstand" was the country's highest-rated daytime show.

Currently Dick serves as Chairman of the Board of the National Music Foundation, a not-for-profit organization dedicated to American music and the people who bring it to us.

Dick's many honors over the years include induction into the Rock and Roll Hall of Fame, the Academy of Television Arts and Sciences Hall of Fame and the recipient of the Distinguished Service award from the National Association of Broadcasters. Awards include six Emmys, an Emmy Lifetime Achievement Award and a Grammy.

Get ready to be entertained with stories and clips from the man who has seen and done it all in the entertainment industry!

HUMANITARIAN AWARD



KENNY ROGERS

BY CLAIRE COOK

It is difficult to determine how many charitable causes Kenny Rogers has championed in the span of his thirty-eight year career. From his early association with the fight against hunger with long-time friend Harry Chapin, to his most recent endeavors to assist thousands through his Cerebral Palsy Center in Missouri, Kenny Rogers' success has transcended his own career touching the lives of many others.

"I am indebted to the people sitting in this room for playing my music," Kenny commented as he accepted the prestigious Humanitarian of the Year Award presented by Joe Diffie at CRS-29. "You made it possible for me to do what I otherwise would not have been able to for charity." Receiving this well-deserved award was a surprise for Kenny, as well as the audience who greeted him with three standing ovations.

Having grown up in a Houston public housing project with seven brothers and sisters, Kenny has distinguished himself despite humble beginnings. For this remarkable achievement, in 1990 he was awarded the Horatio Alger Award, his most personal and cherished award. In 1995, the U.S. Department of Housing and Urban Development similarly honored Kenny as one of the five heroes of Public Housing.

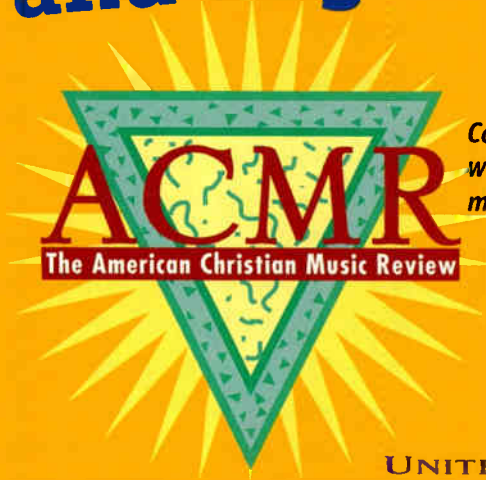
Always rising to meet new artistic and personal challenges, this past holiday season Kenny starred in his first off-Broadway theatrical production — "Christmas From The Heart." Presented by Hallmark Entertainment, the produc-

tion was based on a short story that Kenny co-wrote and was staged for a seven-week limited engagement at the historic Beacon Theatre in New York City. The original music, also co-written by Rogers, was released on his new record label, Dreamcatcher Records.

An American icon, there are few artists of Kenny's stature. In the span of nearly four decades, Kenny has achieved the amazing distinction of recording more than 55 albums which have sold over 100 million units worldwide. Commemorating his phenomenal success as a global entertainer, Capitol Nashville has just released Kenny's first four-CD box set — "Through The Years: A Retrospective." The 80-song comprehensive collection examining Kenny's career brings together all of his 20 #1 pop/country hits, as well as 35 of his top 50 hits. Simultaneously, Capitol Nashville, in conjunction with the A&E Signature Series Biography, has released "A&E Biography: A Musical Anthology," an album containing the singer's 14 most-loved songs.

Going into the New Year, Kenny looks forward to his upcoming month-long international tour of ten countries commencing in late April, 1999. Among the tour dates are several new territories that Kenny will visit including Warsaw, Poland, and Turku, Finland. In addition, Kenny will be promoting his second Dreamcatcher Records album to be released exclusively in the international market. A domestic release, currently being recorded with producer Brent Maher, will also be released later in the year.

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The Super Faces Show with
Tim McGraw
Wednesday, March 10



Trini Triggs
at the New Faces Show
Saturday, March 13

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Music For The 21st Century

THE CRS-30 SUPER FACES SHOW



TIM MCGRAW

BY PAM GREEN

The Academy of Country Music and the United Stations Radio Networks proudly present the Super Faces Show starring Curb recording artist Tim McGraw. Since his memorable "New Faces" appearance five years ago, he has taken country music by storm. With sales of over 11 million, 11 #1 records, and a mantel full of awards, Tim has never been hotter! His fifth album, **A Place in the Sun**, is scheduled for release in May. The first single from the collection, "Please Remember Me," is sure to continue his string of hits.

Tim's second album, **Not a Moment Too Soon**, was Billboard magazine's best-selling country album in 1994 and has sold over five million copies to date. His follow up album, **All I Want**, contained the smash hit, "I Like It, I Love It," which held down the #1 spot for five weeks in 1995. Tim's current album, **Everywhere**, has sold over 3 million copies and includes the award-winning single, "It's Your Love." Tim debuted the song on the Academy of Country Music Awards with his wife, Faith Hill, two years ago. "It's Your Love" lingered at #1 for six consecutive weeks and received four Academy of Country Music awards: Single of the Year, Song of the Year, Video of the Year and Top Vocal Event. In September, Tim took home the CMA Album of the Year award for **Everywhere**. So far, the collection has launched four other #1 hits: "Everywhere," "Just To See You Smile," "One of These Days," and "Where the Green Grass Grows."

When I asked Tim where he wanted to be in five years, he said, "I hope my career is still on its way up. I want to be home more and spend a lot of time with

my family and to be able to pick and choose when I go on the road. I hope to be able to still make records that everybody wants to hear." In 1996, Tim's Spontaneous Combustion Tour ranked among the top five grossing tours of the year. The same year, Tim married his touring partner, Faith Hill. A year later their first daughter, Gracie Katherine, was born and last year Tim became a father for the second time with the arrival of Maggie Elizabeth. Even with his demanding career and home life, Tim has found time to become a hit producer. Besides co-producing **Everywhere** and his new project, **A Place in the Sun**, Tim has co-produced both of Jo Dee Messina's albums. "Bye Bye," the lead single from her second collection, **I'm Alright**, was her first #1 hit. The title track also went #1. Tim is currently working with Sons of the Desert.

In 1994, Tim began Swampstock which consists of a celebrity softball game and multi-artist concert with attendance of over 11,000. The annual event has raised enough money to build a new little league park, provide little league equipment and establish a college scholarship fund to help students in the Northeast Louisiana area. Besides Swampstock, "Tim McGraw's Annual New Year's Eve Blast" at the Nashville Arena has raised over \$100,000 for the Country Music Foundation Hall of Fame and Museum.

Who better to kick off the entertainment at CRS-30 than Tim McGraw this Wednesday! He'll have us singing along to "I Like It, I Love It," and if we're lucky, maybe Tim will give us a sneak preview of **A Place in the Sun**. This is an evening you won't want to miss!

FRIDAY LUNCHEON



ASCAP'S TERRI CLARK AND REPRISE NASHVILLE'S PAUL BRANDT

BY PAM GREEN

It's been almost 12 years since Terri Clark moved to Nashville. Terri has come a long way since her days singing at Tootsie's Orchid Lounge on lower Broadway making \$15 a day plus tips. Her career shot to the top of the charts with "Better Things To Do" from her self-titled debut album 4 years ago. Since then, Terri's been a staple on radio with hits like "When Boy Meets Girl," "If I Were You," "Poor Poor Pitiful Me" and "Emotional Girl." Her third and current album, **How I Feel**, contains the hits "Now That I Found You" and "You're Easy on the Eyes." Commenting on **How I Feel**, Terri says, "Because this album is such a departure for me, I really dug deep. I loved my first two albums, but I really wanted to grow emotionally and musically... I just sang from my heart and my soul."

Terri grew up around country music. Her maternal grandparents were stars of the Canadian country music scene in the fifties and sixties, opening for stars like George Jones and Johnny Cash. Terri's mother Linda sang and played folk songs in coffeehouses. At age 9, Terri picked up her mother's guitar and taught herself to play. When Terri was 15, she began singing in clubs in Medicine Hat, Alberta. Seven years after moving to Nashville, Terri was signed to Mercury Records.

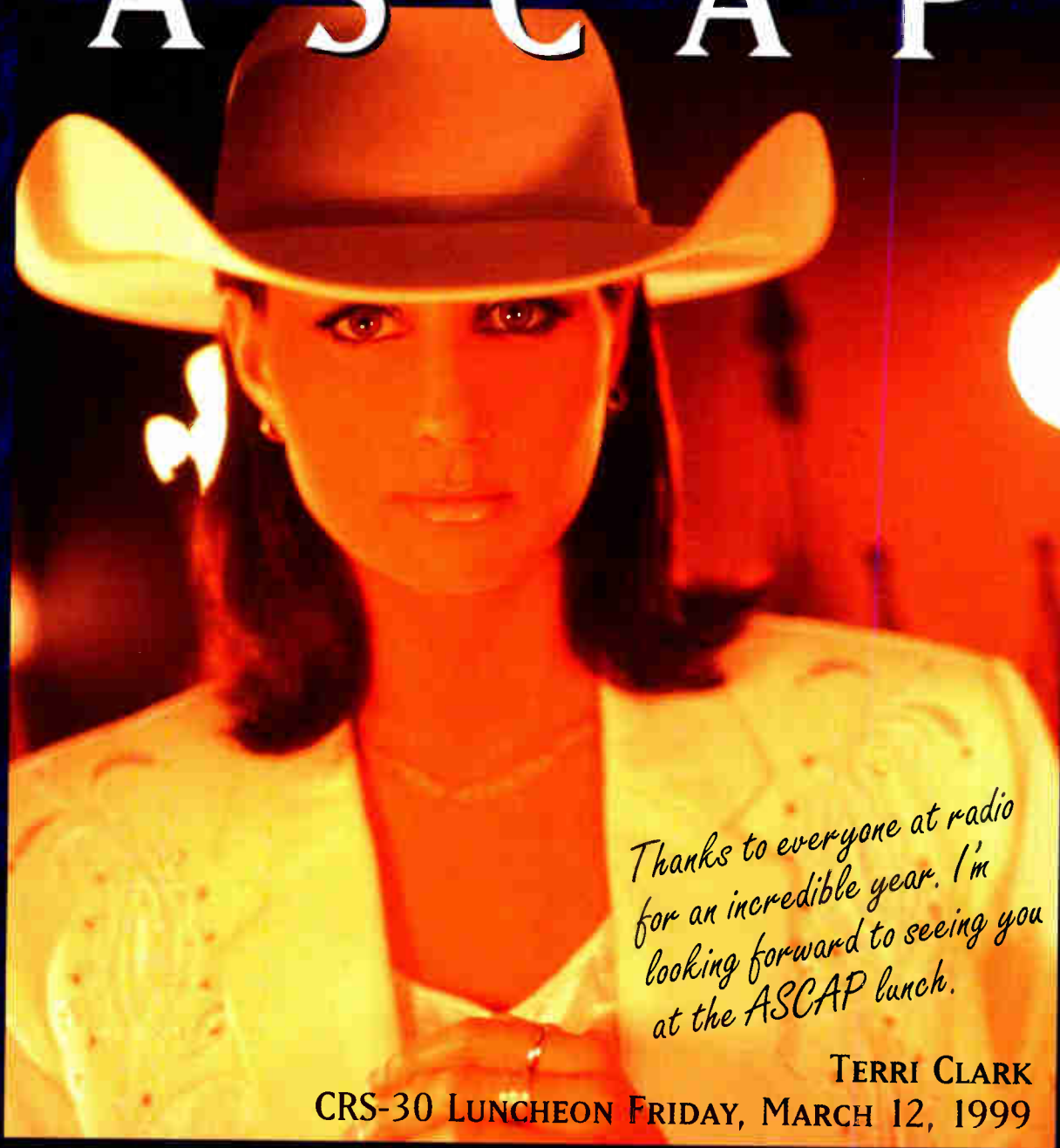
A few of Terri's career highlights include a platinum album for **Terri Clark**, a gold album for **Just the Same**, Billboard's 1995 Top New Female Vocalist, 1996 Female Star of Tomorrow honors at the TNN Music City News Awards and a 1997 Juno Award for Best Solo Artist (the Canadian equivalent of the Grammy's). It's no surprise that Terri has won 6 trophies from the Canadian Country Music Association.

Fellow Canadian Paul Brandt also has a few awards from the Canadian Country Music Association. The last time Paul performed at CRS was as a "New Face" in 1996. His debut record, "My Heart Has a History," was a top 5 hit, followed by "I Do," his first #1. Both songs were from his gold-selling album, **Calm Before the Storm**, and both were written by Paul. His second collection, **Outside the Frame**, also included songs Paul wrote or co-wrote. In addition to his Canadian Country Music Awards, Paul has several Juno awards.

Growing up in Airdrie, a small town outside of Calgary, Alberta, Paul sang in church as a boy with his sisters. By the time he was a teenager, Paul was writing songs that drew their inspiration from country greats including Buck Owens, Dwight Yoakam and Clint Black. In 1992, Paul won the \$1,000 prize at the world-renowned Calgary Stampede and entered other competitions in the United States and Canada. For two years, Paul was a pediatric nurse working with terminally ill children at Alberta's Children's Hospital in Calgary. "You see a lot of things people never see in their whole lives and you're thrown into the human experience – you're sharing those emotions with those people. I think a lot of that comes through in my songs." The title track of Paul's debut album, **Calm Before the Storm**, won first place honors in a contest sponsored by SOCAN, the Canadian performance rights organization which brought him to the attention of Warner/Reprise Nashville talent scouts who later signed him.

Get ready to be fully entertained when Terri Clark and Paul Brandt take the stage at Friday's ASCAP/Warner/Reprise Nashville luncheon!

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TERRI CLARK
CRS-30 LUNCHEON FRIDAY, MARCH 12, 1999

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SATURDAY LUNCHEON



STEVE WARINER TRISHA YEARWOOD

THE CMA WINNERS CIRCLE

BY PAM GREEN

The Country Music Association presents two of country music's biggest stars at the Saturday luncheon, CMA and Grammy award winners, Steve Wariner and Trisha Yearwood.

1998 was Steve's biggest year ever, since launching his recording career over 20 years ago. For Trisha, the last two years have been filled with career milestones, like performing at the Academy Awards. Trisha told me, "it was really like playing in a world for one night that you don't belong in. I did everything from the designer gown to borrowing the diamonds that we had to insure."

Trisha has been successful from the beginning of her career in 1991. Her first album, **Trisha Yearwood**, was the first time a debut record by a female country artist ever surpassed sales of a million copies. The collection contained the record making single, "She's in Love With the Boy," which became the first debut single by a female to reach #1 on the country charts. Since then, Trisha has released eight albums which have sold a total of 10 million copies, and she's had 15 top 10 singles with 10 going to #1. She's achieved country music's "Triple Crown" by winning the 1998 CMA Female Vocalist of the Year (her second consecutive win); 1998 Academy of Country Music Top Female Vocalist Award, and a Grammy for Best Country Vocal Performance (Female) for "How Do I Live." Trisha walked away with another Grammy last year for her vocal collaboration with Garth Brooks on the duet "In Another's Eyes."

Other career highlights for Trisha include singing at the closing ceremonies of the 1996 Olympics, acting in the CBS-TV show "Jag" and singing with Pavarotti. Trisha told me, "When I sang with Pavarotti, I remember the moment that I made myself just go 'You are singing with Pavarotti.' It was that moment where you make sure you really live in the moment, and don't let it pass without

appreciating what's happening to you right that second. It was just amazing." Saturday night, Trisha has another dream come true, as she becomes the 71st member of the Grand Ole Opry.

Steve Wariner is another member of the Grand Ole Opry, and clearly one of country music's most talented, whether he's producing, singing, writing a song or playing guitar. He's had 30 top 10 singles, including 14 #1 songs. After an absence of a few years from the country charts, Steve made a major comeback last year. "It all sort of happened by coincidence. I attribute it to a lot of hard work. I never let up from the writing ever. I just dedicated as many days a week as I could to writing and working in my studio. I believe in fate and destiny. I think certain things are meant to be."

In September, Steve received the CMA Song of the Year award for "Holes in the Floor of Heaven," which also won for Single of the Year. Steve told me that he feels the song has been so successful is because it has a different meaning for the folks who hear it. "Everybody's got somebody they've lost. People say, 'That song reminds me of my mom and dad, and the lyrics made me smile because I thought about them.'"

Last year, Steve was responsible for four #1 records within six months: "What If I Said," a duet with Anita Cochran, Garth's "Longneck Bottle," which Steve co-wrote and features Steve's guitar work and scat singing, "Nothin' But The Taillights" which he co-wrote with Clint Black and, of course, "Holes in the Floor of Heaven."

This is one star-packed performance showcase you don't want to miss. No doubt it will be one of the highlights of CRS-30!

THE CRS-30 NEW FACES SHOW

THE CLASS OF '99

BY PAM GREEN

The New Faces Show is country music's most important showcase for emerging talent. Since the inception of the New Faces Show in 1970, there have been 265 acts that have taken the stage at this annual event.

This year 10 more newcomers are added to the list which has included the likes of Reba, George Strait, Alabama, Vince Gill, Randy Travis, Patty Loveless, Brooks & Dunn, Faith Hill, Tim McGraw, LeAnn Rimes, and the Dixie Chicks.

This year the New Faces Show welcomes back Bill Engvall as host. His Warner Brothers debut CD, **Here's Your Sign**, was a big success, propelled by his collaboration with Travis Tritt on the title cut. Bill's second album, **Dorkfish**, was released last year.

As in past years, Westwood One will record the New Faces Show for a two-hour special. The show will also include outstanding performances from past "New Faces," many of whom are now some of the biggest stars in country music. To carry "The New Faces Show 1999," contact your Westwood One representative.



Bill Engvall

THE CRS-30 NEW FACES SHOW



Chad Brock



Gil Grand

CHAD BROCK / WARNER BROS.

Florida native Chad Brock got his first taste of performing at age 6 when he sang "Amazing Grace" in church. Chad's interest in music continued well into his teens, and he even turned down a college football scholarship to pursue a music career. By 1993, Chad had moved to Nashville, but was spending his time on the road playing in honky-tonks from Florida to Arizona. After landing a recording contract with Warner Bros., Chad began work on his self-titled debut album, which was released last year. Chad describes his music as "traditional, but with a groove."

GIL GRAND / MONUMENT

Gil grew up in a close-knit musical family in Sudbury, Ontario, Canada. He often spent his time singing along to his parent's records and to the country tunes on the radio. At 13, Gil started writing songs, and by the time he started high school, he'd formed his own band, Country Distraction. Throughout his childhood and teen years, he played hockey, but eventually decided to concentrate on a music career. With his band Crossroads, he toured Canada, but realized he wouldn't get a record deal that way. After doing a showcase performance at the Canadian Country Music Association three years ago, Gil got some interest from a music publisher. That led to his first trip to Nashville, where he worked on his songwriting. He was later signed to Monument-Records after an impressive performance before key label executives.

THE GREAT DIVIDE / ATLANTIC

The Great Divide is Mike McClure, lead vocalist/guitar; Kelley Green, bass; Scotte Lester, guitars and vocal; and J.J. Lester, drums. Starting out playing small dives outside their hometown of Stillwater, Oklahoma, the quartet eventually landed a regular monthly stint at the Wormy Dog Saloon near the Oklahoma State University campus. Three years ago, the guys gave up their day jobs to concentrate on music. They performed 100-125 shows a year, opening for folks including Willie Nelson, Tracy Lawrence, Terri Clark and Charlie Daniels. After six years of performing bar gigs throughout Texas and Oklahoma, The Great Divide signed with Atlantic Records. **Break In The Storm** is The Great Divide's major label debut and is produced by Lloyd Maines (Natalie's dad). The group's Mike McClure wrote or co-wrote 11 of the 12 songs. **Revolutions**, the new album by The Great Divide, will be released nationally by Atlantic Records on April 20, 1999. The album is again produced by Lloyd Maines. The first single/video is titled "San Isabella."



The Great Divide

KEITH HARLING / MCA

Keith was born in Greenwood, South Carolina, but he was raised in Chattanooga, Tennessee and in Florida. Throughout high school and college, Keith played bass, sax, and trumpet in rock and roll bands all over Florida. Eventually, Keith decided to return to Chattanooga, where he found work playing bass in a club band. For the next seven years, he worked on his songwriting and performing, playing clubs on weekends and opening shows for stars when they came through town. After Keith was signed to a music publishing deal in 1996, it wasn't long before MCA Records offered him a recording contract. Keith wrote or co-wrote 6 songs on his debut album, **Write It In Stone**, including the first single, "Papa Bear."



Keith Harling



Monty Holmes

MONTY HOLMES / BANG II

Lubbock, Texas native Monty Holmes was into psychedelic rock in his teens, but after he heard Merle Haggard on the radio, his life was changed forever. Monty began listening to the music of Lefty Frizzell, Vern Gosdin, Gene Watson, and others. Soon he had his own band, moved to Austin, Texas, and within months was touring Texas, Mexico and Colorado. While he moved to Nashville to make records, it was his songwriting career that took off first. George Strait scored two big hits penned by Monty — "When Did You Stop Loving Me" and "I Know She Still Loves Me." Monty also wrote Lee Ann Womack's breakthrough single, "Never Again, Again" and the title cut of John Michael Montgomery's platinum album, **What I Do The Best**. Monty realized his dream of recording when his Bang II debut, **All I Ever Wanted** was released last year. It contains 10 of his own songs.

THE CRS-30 NEW FACES SHOW



Allison Moorer



Mark Nesler



Jon Randall



Shane Stockton



Trini Triggs

ALLISON MOORER / MCA

Raised in Frankville, Alabama, Allison began singing harmonies as a toddler. At an early age, she was exposed to the music of Waylon Jennings, Willie Nelson, Johnny Cash, Emmylou Harris, George Jones and Tammy Wynette. After graduation from the University of South Alabama, she headed to Nashville, where she worked as a background singer for her sister, Shelby Lynne. After signing with MCA, Allison contributed "A Soft Place to Fall" to the soundtrack of the Robert Redford movie, *The Horse Whisperer*. Redford was so impressed with the song that he cast Allison in a cameo role in the film. Allison has been nominated for an Oscar in the category of Best Original Song for "A Soft Place to Fall." She co-wrote 10 of the 11 tracks on her debut MCA album, **Alabama Song**. Trisha Yearwood recorded a song Allison co-wrote on her current album, **Where Your Road Leads**.

MARK NESLER / ASYLUM

Mark realized music would be a big part of his life when, at age 9, he sang "Folsom Prison Blues" at a Buna (Texas) Elementary PTA talent show and received a standing ovation. At 16, Mark formed his first band. After high school, he started playing around the Beaumont, Texas area. Later, he and his band would tour all over the country and Canada. Before he landed his recording contract with Asylum, he joined Tracy Byrd's band and wrote or co-wrote several songs for Byrd including the hit "Heaven In My Woman's Eyes." Last year Tim McGraw took Nesler's song, "Just To See You Smile," to #1, where it stayed for six weeks. Mark wrote or co-wrote all 10 tunes on his debut Asylum CD, **I'm Just That Way**.

JON RANDALL / ASYLUM

Born and raised in Dallas, Jon grew up listening to Merle Haggard, Don Williams, Waylon Jennings, Emmylou Harris and many others. After high school, Jon moved to Nashville and became a member of Emmylou Harris' Nash Ramblers when he was 20. Jon played on the album **Emmylou Harris and the Nash Ramblers at the Ryman**, which won a Grammy in 1992. Jon co-produced and wrote or co-wrote 5 of the 11 songs on his new Asylum CD, **Cold Coffee Morning**. It contains two duets—one with his wife Lorrie Morgan and one with Willie Nelson.

SHANE STOCKTON / DECCA

Raised in Breckenridge, Texas, Shane was inspired both as a singer and songwriter by the music of country greats Merle Haggard, Johnny Cash and Lefty Frizzell. By age nine, Shane started getting serious about music after his mother threatened to throw away his guitar if he didn't start playing it. During his teen years, Shane played clubs and wrote songs while also playing football and performing musical theater. When it came time to graduate, Shane chose music over theater and football. Shane says, "I started going up to Nashville and working on my singing and my pitch, my songwriting, and singing in the studio. Within a year we had a record deal." It didn't work out the first time around, but after continuing to hone his craft at clubs across Texas and the Southwest, he was signed to Decca Records. Shane wrote all the songs for his Decca debut CD, **Stories I Could Tell**.

TRINI TRIGGS / MCG/CURB

While growing up in Natchitoches, Louisiana, Trini idolized singers like Lionel Richie, the Commodores, Kenny Rogers, and George Jones. Charley Pride was another influence on Trini. His love of music began around the second grade, when he was encouraged to perform in front of his class. Trini says, "From that point on, I ended up in every play and talent show the school produced over the next several years." In high school, he started playing in dance bands with his friends and formed his own band four years later. His band played throughout Central Louisiana and performed at school proms in Texas, Alabama, and Florida. After making frequent trips to Nashville, he landed a recording contract with MCG/Curb. One of his career highlights so far has been singing on the Grand Ole Opry with Charley Pride.

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Karen Kelly
Wayne Kemp
Lynda K. Lance
LaWanda Lindsey
Dee Mullins
Norro Wilson

1971

Crystal Gayle
Bobby Harden
Murray Kellum
Peggy Little
Bill Rice
Bobby G. Rice
Earl Richards
Little David Wilkins

1972

Connie Eaton
Nashville Edition
Jerry Foster
Dickey Lee
Charlie McCoy
Jim Mundy
Jeanne Pruett
Mel Street

1973

Nashville Edition
Lloyd Green
O.B. McClinton
Pat Roberts
Johnny Rodriguez
Johnny Russell
Red Stegall
Leona Williams

1974

Josie Brown
Marti Brown
Dick Feller
Narvel Felts
Lefty Frizzell
Larry Gatlin
Eddy Raven

1975

Connie Cato
Brian Collins
Billy Larkin
Kenny O'Dell
Eddie Rabbitt
Betty Jean Robinson
Ronnie Sessions
Sunday Sharpe
Brian Shaw
David Wills

1976

Rex Allen, Jr.
Ed Bruce
Earl Thomas Conley
Dottsy
Ruby Falls
Linda Hargrove
Joni Lee
Darrell McCall
Nick Nixon
Chuck Price
Even Steven

1977

Kathy Barnes
Bobby Borchers
Randy Cornor
Mike Lunsford
Dale McBride
Charly McClain
Mel McDaniel
Geoff Morgan
Vernon Oxford
Margo Smith

1978

Janie Frickie
Vern Gosdin
Con Hunley
Don King
Zella Lehr
Ronnie McDowell
Peggy Sue
Kenny Starr
Gene Watson

1979

Susie Allanson
John Anderson
Razzy Bailey
Randy Barlow
John Conlee
Gail Davies
Mundo Earwood
Christy Lane
Mary K. Miller

1980

Alabama
Carol Chase
Lacy J. Dalton
Big Al Downing
Leon Everette
Reba McEntire
Juice Newton
Sylvia
Jim Weatherly

1981

Deborah Allen
Sheila Andrews
Roger Bowling
The Capitols
Sonny Curtis
Frizzell & West
Terry Gibbs
Gary Morris
Orion
Steve Wariner

1982

Rodney Crowell
Diana
Terry Gregory
Donna Hazard
Kieran Kane
Ronnie Rogers
Ricky Skaggs
Bobby Smith
George Strait
Tennessee Express

1983

Karen Brooks
Tom Carlile
Channel
Karen Taylor-Good
Cindy Hurt
Tommy St. John
Skip and Linda
Keith Stegall
The Whites
Gary Wolf
Younger Brothers

1984

Atlanta
Bandana
Lane Brody
Rick & Janis
Carnes
Exile
Jim Glaser
Jan Gray
Gus Hardin
Kathy Mattea
Dan Seals

1985

Craig Dillingham
Mark Gray
Vince Gill
Becky Hobbs
Ed Hunnicutt
Carl Jackson
Mason-Dixon

Pinkard & Bowden
John Schneider
Wright Brothers

1986

T. Graham Brown
The Forester Sisters
Nicolette Larson
Robin Lee
Maines Brothers Band
Restless Heart
Judy Rodman
Billy Joe Royal
Marty Stuart
Randy Travis

1987

Adam Baker
Larry Boone
Holly Dunn
Girls Next Door
Lyle Lovett
A.J. Masters
Sweethearts of the Rodeo
Keith Whitley
Tom Wopat
Dwight Yoakam

1988

Foster & Lloyd
Nanci Griffith
David Lynn Jones
Patty Loveless
Tim Malchak
New Grass Revival
K.T. Oslin
Ride the River
Ricky Van Shelton
Schuyler, Knöblock
& Bickhardt

1989

Baillie and the Boys
The Burch Sisters
Jeff Chance
The Desert Rose Band
Skip Ewing
Donna Meade
Paul Overstreet
Shenandoah
The Shooters
David Slater

1990

Daniele Alexander
Suzy Bogguss
Jann Browne
Mary-Chapin Carpenter

Lionel Cartwright

The Kentucky
Headhunters
The Lonesome Strangers
Lorrie Morgan
Travis Tritt
Wild Rose

1991

Corbin/Hanner
Billy Dean
Joe Diffie
Ray Kennedy
Chris LeDoux
Shelby Lynne
Pirates of the Mississippi
Aaron Tippin
Kevin Welch
Michelle Wright

1992

Brooks & Dunn
Clinton Gregory
Sammy Kershaw
Hal Ketchum
Tracy Lawrence
Little Texas
Eddie London
McBride and The Ride
Collin Raye
Pam Tillis

1993

Boy Howdy
Tracy Byrd
Confederate Railroad
Radney Foster
Matthews, Wright & King
Martina McBride
Ronna Reeves
The Remingtons
Dennis Robbins
Michael White

1994

John Berry
Brother Phelps
Gibson/Miller Band
Faith Hill
Toby Keith
Tim McGraw
Doug Supernaw
Clay Walker
Joy Lynn White
Lari White

1995

Archer Park
David Ball
Lisa Brokop
George Ducas
Steve Kolander
Ken Mellons
Rick Trevino
Western Flyer
Bryan White
John & Audrey
Wiggins

1996

David Lee Murphy
Jeff Carson
Daryle Singletary
Helen Darling
Emilio
Ty Herndon
Perfect Stranger
Chely Wright
Russ Taff
Ricochet

1997

Trace Adkins
James Bonamy
Paul Brandt
Deana Carter
Deryl Dodd
David Kersh
Mila Mason
Jo Dee Messina
LeAnn Rimes
Kevin Sharp

1998

Sherrié Austin
Big House
Anita Cochran
Dixie Chicks
Matt King
The Lynns
Lila McCann
The Ranch
Sons of the Desert
Kris Tyler

1999

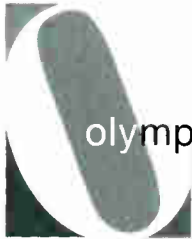
Chad Brock
Gil Grand
The Great Divide
Keith Harling
Monty Holmes
Allison Moorer
Mark Nesler
Jon Randall
Shane Stockton
Trini Triggs

AGENDA AT A GLANCE

DAY	TIME	SESSION	ROOM NO.
	3:30-5:30 P	Int'l Artist Taping Session	204-206
W	11:00-4:00 P	Artist Taping Session	204-206
W	3:00-8:00 P	Exhibit Hall	
W	5:00-6:00 P	News Conference	103-104
W	6:00-7:30 P	Welcome Reception	Ex Hall
W	7:30-9:30 P	Super Faces Show	Perf Hall
Th	7:30-9:00 A	GM's Breakfast	208
Th	8:00-9:00 A	Continental Breakfast	Perf Hall
Th	9:00-10:30 A	Opening Session/Keynote	Perf Hall
Th	10:30-Noon	Group Executives Discussion	206
Th	10:30-11:30 A	Country Music Jeopardy	108-109
Th	10:30-Noon	Working With Other Media	103-104
Th	10:30-Noon	Put Fun Back Into Radio	209-210
Th	10:30 A	Exhibit Hall	
Th	Noon-2:00 P	Lunch and Performance	Perf Hall
Th	2:00-3:30 P	Indispensable Mgr/Parikhhal	108-109
Th	2:00-3:30 P	Business of Radio and Records	206
Th	2:00-3:00 P	Web 101	103-104
Th	2:00-3:30 P	Focus Group	204
Th	3:30-5:00 P	International Panel	209-210
Th	3:30-5:00 P	3 Decades of Country Music	206
Th	3:30-4:30 P	Web 201	103-104
Th	3:30-5:30 P	Research Project/Results	204
Th	6:00-7:30 P	Programming Rap Room	Level 2
	8:00-9:00 A	GSM Working Breakfast	208
F	8:00-9:00 A	Continental Breakfast	Perf Hall
F	9:00-10:30 A	3 Decades of Country Radio	Perf Hall
F	10:30 A	Exhibit Hall	
F	10:30-Noon	Time Management/Mayer	108-109
F	10:30-Noon	Pay for Play	206
F	10:30-Noon	Sales w/Dan O'Day	209-210
F	10:30-Noon	Make Money/Teamwork	103-104
F	Noon-2:00 P	Lunch and Performance	Perf Hall
F	2:00-3:30 P	Career and Consolidation	209-210
F	2:00-3:30 P	Promotion Awards	103-104
F	2:00-3:30 P	Ethics and Promotions	206
F	2:00-3:30 P	Programming Nutz & Boltz	108-109
F	3:30-4:30 P	Event Marketing	103-104
F	3:30-5:00 P	Charts vs Reality	204
F	3:30-5:00 P	Virtual Radio	209-210
F	3:30-5:00 P	10 Skills of PD/Dave Martin	108-109
F	4:30-6:00 P	Artist/Station Relationship	206
F	5:00-10:00 P	Grand Ole Opry	Opryland
F	6:00-7:30 P	Promotion Idea Rap Room	Level 2
S	8:00-9:00 A	Continental Breakfast	Level 1&2
S	9:00-10:30 A	Sales 101	108-109
S	9:00-12:00 P	Programming/O'Day	209-210
S	9:30-Noon	Songwriters Panel	206
S	10:30-11:30 A	FCC Update	208
S	10:30-Noon	Technology	103-104
S	10:30-Noon	Sales 201	108-109
S	Noon-2:00 P	Lunch and Performance	Perf Hall
S	2:00-3:30 P	Town Meeting	206
S	2:00-3:30 P	Pitch to Play	204
S	2:00-3:30 P	Non-Traditional Revenue	209-210
S	2:00-3:30 P	Air Talent & Morning Shows	103-104
S	3:30-5:00 P	WCRS Live! (Acoustic)	204-205
S	6:00-7:00 P	Cocktails	Level 1
S	7:00-10:00 P	New Faces Dinner & Show	Perf Hall

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CRS-30 AGENDA

TUESDAY, MARCH 9, 1999

11:00 A.M.-6:00 P.M.

Registration in the Lobby of the Nashville Convention Center (NCC)

3:30 P.M.-5:30 P.M.

INTERNATIONAL ARTIST TAPING SESSION, NCC Level 2, Rooms 204-206

WEDNESDAY, MARCH 10, 1999

9:00 A.M.-8:00 P.M.

Registration in the Lobby of the Nashville Convention Center (NCC)

9:00 A.M.-NOON

AGENDA COMMITTEE COORDINATION MEETING, NCC Level 1, Rooms 105-106

11:00 A.M.-4:00 P.M.

ARTIST TAPING SESSIONS (ARTS), NCC Level 2, Rooms 204-206

Scores of country artists will be available to record station and program liners during two taping sessions. Admission to ARTS is limited to radio, networks, and syndicators only. This event requires station credentials and an arm band available at the CRS registration desk. The taping session times are 11:00 A.M.-1:00 P.M. and 2:00 P.M.-4:00 P.M. Sponsored by Impact Target Marketing and The Box Music Network. Audio tapes are provided to country radio by SW Networks.

3:00 P.M.-8:00 P.M.

EXHIBIT HALL OPEN, NCC Level 1

The CRS-30 Exhibit Hall opens for the first time, featuring exciting new exhibits with hundreds of ideas to give your station or company that competitive edge.

5:00 P.M.-6:00 P.M.

NEWS CONFERENCE, NCC Level 1, Rooms 103-104

Join us for the latest news and seminar updates. We will extend a special welcome to our international attendees.

6:00 P.M.-7:30 P.M.

30TH BIRTHDAY CELEBRATION & ATTENDEE WELCOME, NCC Exhibit Hall

The Welcome Reception is the traditional kick-off for CRS, giving you the first chance to visit with friends and acquaintances and to revisit your network of industry colleagues. It's "Happy 30th Birthday CRS" Sponsored by Radio & Records and Premiere Radio Networks.

7:30 P.M.-9:30 P.M.

SUPER FACES DINNER AND PERFORMANCE, NCC Level 1 Performance Hall

This is an evening of great food and super entertainment with Curb's Tim McGraw. Sponsored by the Academy of Country Music and United Stations Radio Networks.

THURSDAY, MARCH 11, 1999

7:30 A.M.-6:00 P.M.

Registration Desk, Lobby of Nashville NCC

8:00 A.M.-9:00 A.M.

CONTINENTAL BREAKFAST, NCC Level 1 Performance Hall Sponsored by MCG/Curb

7:30 A.M.-9:00 A.M.

GENERAL MANAGER'S WORKING BREAKFAST, NCC Level 2, Room 208

Join fellow GM's in a roundtable working breakfast to share solutions and broaden your network.

Facilitator: Lee Nye, KUBB

9:00 A.M.-10:30 A.M.

OPENING SESSION & KEYNOTE PRESENTATION, NCC Level 1, Performance Hall

Country Radio Broadcasters' President Ed Salamon gavels the seminar to order. Reverend Dean Haun asks the-blessing, the Oak Ridge Boys sing the Anthem, and Challenger the American Bald Eagle takes wing and glides across the CRS Performance Hall.

Ed Salamon will present the CRS radio Humanitarian Awards with the help of award sponsor, Radio Ink. A celebrity presenter will help Country Radio Broadcasters honor a true humanitarian country superstar.

The CRS-30 Keynote is presented by Dick Clark. As the Country Radio Seminar celebrates its three decades, Dick will provide a look back over the last 30 years with an eye toward the people and an ear toward the music. This truly special keynote is sponsored by Academy of Country Music



Lee Nye



Ed Salamon



Dick Clark

CRS-30 AGENDA

10:30 A.M.-12:00 P.M.



Rusty Walker

THE GROUP EXECUTIVES DISCUSSION, "Right on the Money" NCC Level 2, Room 206

As consolidation continues, the leaders of major radio station groups have become ever more important to country radio and country music. Listen in as they share their vision and discuss their business strategy for the new millennium.

Moderator: Rusty Walker, Rusty Walker Programming

Panelists: Larry Wilson, Citadel Communications
Dick Ferguson, Cox
Bill Figenshu, CBS

10:30 A.M.-11:30 P.M.



Bob Kingsley



Bill Anderson

COUNTRY MUSIC JEOPARDY, "Games People Play" NCC Level 2, Room 206

All the rest of our panels are looking for answers. Spend a fun hour with the one that's looking for QUESTIONS as the popular game show format centers on country music trivia.

Moderator: Bob Kingsley, American Country Countdown

Panelists: Bruce Adelman, Warner Bros.
Bill Anderson, Contestant
Carson Schrieber, Lyric Street Records

10:30 A.M.-12:00 P.M.



Dick Downes



Mike Culotta



Dave Nichols

WORKING WELL WITH OTHER MEDIA, "Partners, Brothers, and Friends" NCC Level 1, Room 103-104

A "how-to" on teaming up with, or using other media to publicize and market your station.

Moderator: Dale Daniels, Gulfstar

Panelists: Dick Downes, R&R
Mike Culotta, WQYK
Dave Nichols, FilmHouse

10:30 A.M.-12:00 P.M.



Scott Huskey



Michael Kay



Chris Kelly



Dale Carter

PUTTING THE FUN BACK IN COUNTRY RADIO

"Put Some Drive In Your Country" NCC Level 2, Room 209-210

Who says radio all sounds the same? Incredibly creative programmers share their ideas and knowledge about imaging, contesting, and content to make your station more compelling.

Moderator: Scott Huskey, Rusty Walker Programming

Panelists: Patti Marshall, WYGY
Michael Kay, WODL
Chris Kelly, WDSO
Dale Carter, KFKF

10:30 A.M.-12:00 P.M.

EXHIBIT HALL OPENING, NCC Level 1

12:00 P.M.-2:00 P.M.



Chely Wright



Mark Chesnutt

LUNCH AND PERFORMANCE, NCC Level 1, Performance Hall

MCA Nashville showcases Chely Wright and Mark Chesnutt, beginning at 12:45 p.m.

Lunch will be served until 1:00 p.m. Sponsored by MCA/Nashville

2:00 P.M.-6:00 P.M.

EXHIBIT HALL OPENING, NCC Level 1

2:00 P.M.-3:30 P.M.



John Parikh

THE INDISPENSABLE MANAGER, "Ten Feet Tall and Bulletproof" NCC Level 1, 108-109

John Parikh shows you how to make yourself downsizing proof in this age of consolidation.

Protect and promote yourself and your career with the help of one of the leading speakers in our industry.

2:00 P.M.-3:30 P.M.



Mick Anselmo



Jay Sterin



Butch Waugh

THE CORNER OF ART & COMMERCE: THE BUSINESS OF RADIO & RECORDS

"What's Going On In Your World?" NCC Level 2, Room 206

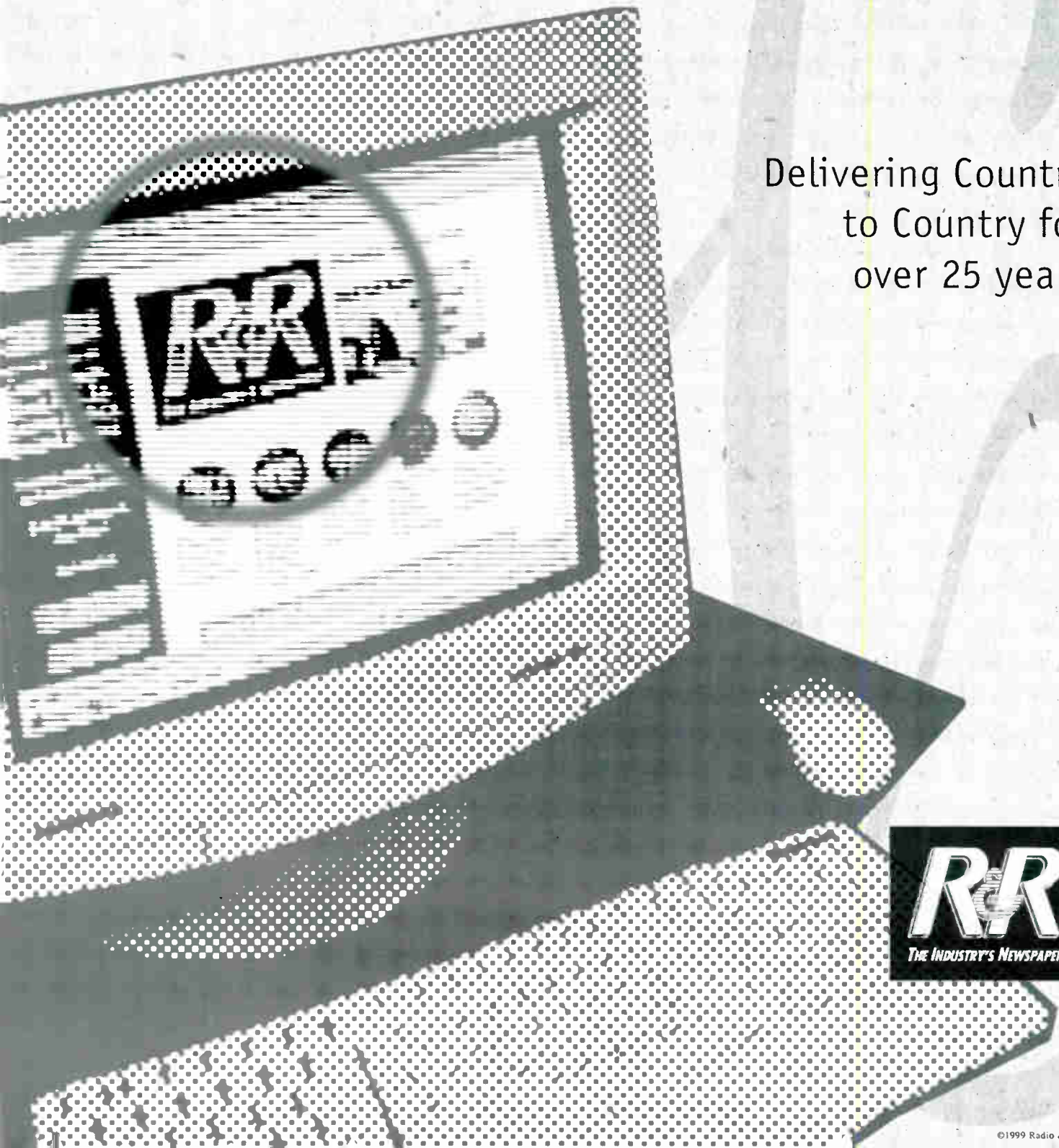
To make a sale you must first see through the eyes of the buyer. You'll peer into the other guy's half of the business through the eyes of top radio and music executives. You'll hear about the costs of signing new acts, merchandising product, and meeting bottom lines. And you'll learn how budgets and corporate expectations can influence radio management.

Moderator: Mick Anselmo, KEEY

Radio Panelist: Jay Sterin, Atlantic Star **Record Panelist:** Butch Waugh, RCA

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WEBSITE

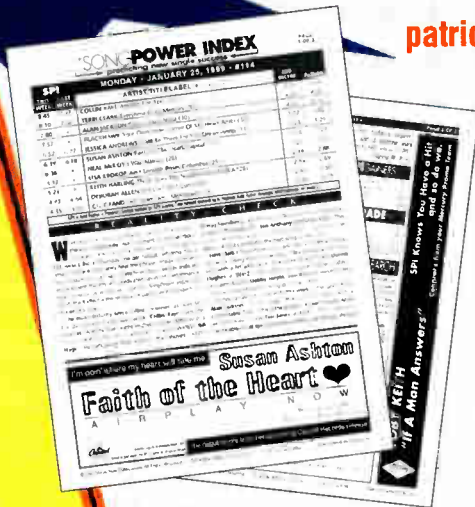
Delivering Country
to Country for
over 25 years





DO YOU SPI?

NEW research confirms our SPIes deliver more than great quotes—they also pick the hits with better than 80% accuracy.



Deep inside Fortress Radio, a hardy band of patriots dares to reveal radio's plans for new singles. If you haven't been attuned to SongPower Index dispatches, here's what our SPIes have been saying:

"Should do very well—at AC."

"Don't tell me it's *too* country."

"Yeah, yeah. It's practically a Barry Manilow record."

"He never went away, we just got stupid at radio."

"Ordinary, formulaic, Nashville writing machine drivel."

"You blame radio? That's like feeding the piranha raw steak and being upset when they strip the flesh off your arm."

"I'm still trying to figure out which Partridge Family song was the model for the guitar and organ lines."

"I shaved my back just to feel the chills go up and down my spine."

"You've got to be kidding. Don't talk in the songs—no talking!"

"Should I be looking for her to flip me off in a trade ad?"

"It'll debut in the top 10 and stay at No. 1 forever."

"I'm dancing like a little leprechaun."

"Somebody *please* give me some tempo."

"Jello wrestling? Referee? Count me in!"

"Lock the consultant out and plug this in."

"Toby is a man among sheep."

"Anyone seen my coat?"

SPI ACCURACY RESEARCH

SPI Peak	Billboard Singles Chart Reach			
	Top 40	Top 20	Top 10	Top 5
8.5+	100%	100%	100%	90.9%
8—8.4	100%	83.3%	59.5%	54.8%
7.5—7.9	91.7%	64.6%	41.7%	35.4%
7—7.4	51.2%	29.3%	26.8%	19.5%
6.5—6.9	19.6%	13%	8.7%	6.5%

(Research sample: 314 songs, Jan. 98 through Jan. 99)

Every major label, hundreds of radio stations and scores of Music Row decision makers SPI. Do you?



I SPI



CRS-30 AGENDA

2:00 P.M.-3:00 P.M.

WEB 101, NCC Level 1, Room 103-104

This session will teach you the basics and have you creating your own web page in minutes. Our moderator will lead you through the questions of radio or music industry concerns for your website.

Moderator: Scott Randolph, WXTU

2:00 P.M.-3:30 P.M.

THE FOCUS GROUP, "Don't Go to Strangers" NCC Level 2, Room 204

Why are people listening to less country radio? Commissioned by the Board of Country Radio Broadcasters for CRS, Wimmer-Hudson conducted an actual focus group earlier this year to address this critical question facing country radio. Join this session for a look at the focus group via video, and see the results. The statistical research report immediately follows this session here in Room 204.

Presenters: Roger Wimmer, PhD
Matt Hudson



Roger Wimmer



Matt Hudson

3:30 P.M.-5:00 P.M.

THE INTERNATIONAL PANEL, "The World Needs A Melody" NCC Level 2, ROOM 209-210

Explore the world of international radio ownership, programming, and personalities. Learn what opportunities may be possible for you – whether in country or mainstream radio formats – presented by top US and European broadcasters.

Moderator: Jeff Green, CMA, Nashville

Panelists: Valerie Geller, Geller Media Intl., New York
Pat Geary, Clyde2/Glasgow, Scotland
Rainer Eichhorn, On Air Syndication, Berlin, Germany



Valerie Geller



Pat Geary



Rainer Eichhorn

3:30 P.M.-5:00 P.M.

CRS-30: A LOOK BACK AT 3 DECADES OF COUNTRY MUSIC, "Heroes and Friends" NCC Level 2, Room 206

Reminisce through 30 years of country music with some of the movers and shakers who helped to make the music industry what it is today.

Moderator: Mike Oatman, KFDI

Panelists: Jack Lameier, Sony Music
Ed Benson, Country Music Association
Rick Blackburn, Atlantic Records
David Corlew, Blue Hat Records
Bob Saproiti, Warner Bros.
Jim Foglesong, Vanderbilt University
Janie Fricke, recording artist
Evelyn Shriver, Asylum Records



Mike Oatman



Jack Lameier



Ed Benson



Rick Blackburn



David Corlew



Bob Saproiti



Jim Foglesong



Janie Fricke



Evelyn Shriver

3:30 P.M.-4:30 P.M.

WEB 201, NCC Level 1, Room 103-104

Surfing with the big kahunas. EdgeNet will tell you how you can have your ISP service your site by trade. OnRadio will show you how to have it all done out-of-house and Craig Hahn of WSOC will show you how their website has become their 25th hour of broadcast.

Moderator: Craig Hahn, WSOC

Panelists: Stephen Page, Liquid Audio
Tim Choate, EdgeNet Media
Phil Hall, OnRadio



Craig Hahn

3:30 P.M.-5:30 P.M.

THE RESEARCH PROJECT, "A Little Good News" NCC Level, 2 Room 204

This session examines the questions raised by the focus group about declining country radio audience shares with research conducted by Edison Media Research. Edison surveyed 100 listeners in six different markets, and compiled data relating the survey results to music charts, number of spins, and record sales. This is leading edge research you won't find anywhere else.

Presenter: Larry Rosin



Larry Rosin

6:00 P.M.-7:30 P.M.

PROGRAMMING RAP ROOM, "All My Rowdy Friends" NCC Level, 2nd level window

Beers & ideas meet up in a programming brainstorming session. Join facilitator McVay Media/Jacor's Jaye Albright. Sponsored by Strategic Media Research.



Jaye Albright

CRS-30 AGENDA

FRIDAY, MARCH 12, 1999

7:30 A.M. - 6:00 P.M.

Registration Desk Open, 3rd Level Lobby of NCC

8:00 A.M. - 9:00 A.M.

GENERAL SALES MANAGER'S WORKING BREAKFAST, NCC Level 2, Room 208
Debbie Carter, GSM of WGAR facilitates this meeting of radio's sales managers.

8:00 A.M. - 9:00 A.M.

CONTINENTAL BREAKFAST, NCC Level 1, Performance Hall Sponsored by Country Weekly

9:00 A.M. - 10:30 A.M.

CRS-30: A LOOK BACK AT 3 DECADES OF COUNTRY RADIO

"Heroes and Friends" NCC Level 1, Performance Hall

Reminisce through 30 years of country radio with some of the movers and shakers who helped to make our industry what it is today.

Moderator: Shelia Shipley-Biddy

Panelists: Coyote Calhoun, WAMZ
Dandalion Sesse, WRKZ
Ed Salamon, Westwood One
Kyle Cantrell, WSM
J.D. Cannon, WFMS
Les Acree, Hill & Acree Consulting
Larry Daniels, KNIX
Joel Raab, Joel Raab Associates



Shelia Shipley-Biddy



Coyote Calhoun



Dandalion Sesse



Ed Salamon



Kyle Cantrell



J.D. Cannon



Les Acree



Larry Daniels



Joel Raab

10:30 A.M. - 12:00 P.M.

EXHIBIT HALL OPENING, NCC Level 1

10:30 A.M. - 12:00 P.M.

TIME MANAGEMENT FOR DUMMIES, *"I'm In A Hurry (and I don't know why)"* NCC Level 1, Room 108-109

You're no dummy if you show up for this session on maximizing your time. Get more out of each day while handling more tasks & responsibilities with Jeffery J. Mayer, author of the best seller, *Time Management for Dummies*.



Jeffrey Mayer

10:30 A.M. - 12:00 P.M.

PAY FOR PLAY '99: THE CONTROVERSY CONTINUES, *"The Thunder Rolls"* NCC Level 2, Room 206

What are the pros and cons? Will country radio give up playlist control for big bucks? How much is a spot on your playlist worth? Hear from experts in the radio and music industries who will look at all sides of this issue.

Moderator: Charlie Cook, Westwood One

Panelists: Bill Mayne, Reprise Nashville
Scott Mahalick, Citadel Communications
John Grady, Mercury
Joe Galante, RCA Label Group
Bob Moody, McVay Media



Charlie Cook



Bill Mayne



John Grady



Joe Galante

10:30 A.M. - 12:00 P.M.

DAN O'DAY SALES SEMINAR, *"Cash on the Barrel Head"* NCC Level 2, Room 209-210

Dan uses his compelling talents as a speaker to show account executives how to write copy that sells product, and he shows how to address the common objection, "Why radio?"



Dan O'Day

10:30 A.M. - 12:00 P.M.

GET OVER IT, GET ALONG, MAKE MONEY, NCC Level 1, Room 103-104

Department heads from Baltimore's award-winning country station will relate the benefits of teamwork. Learn strategies to eliminate conflict and create collaboration within departments and between departments.

Panelists: Jim Dolan, WPOC
Sheila Silverstein, WPOC
Scott Lindy, WPOC
Bill Hopkinson, WPOC



Jim Dolan



Sheila Silverstein



Scott Lindy



Bill Hopkinson

Dixie Chicks

Over
2.5 billion
listener
impressions

Over
300,000
spins

Over
4 million
copies sold



THANKS, RADIO!

If you can read this, you're not having enough fun...YET!

monument
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George Strait

Thanks country radio,
I really appreciate all
you've done for me.
Have a great seminar.



1999 Tour Schedule

3/06/99	Phoenix, AZ	Sun Devil Stadium
3/07/99	El Paso, TX	Sun Bowl
3/27/99	Tampa Bay, FL	Raymond James
3/28/99	Clemson, SC	Death Valley
4/10/99	New Orleans, LA	Superdome
4/11/99	San Antonio, TX	Alamodome
4/17/99	Houston, TX	Rice Stadium
4/18/99	Dallas, TX	Texas Stadium
4/24/99	Ames, IA	Cyclone Stadium



4/25/99	Chicago, IL	Soldier Field
5/08/99	Las Vegas, NV	Sam Boyd Stadium
5/09/99	Oakland, CA	Alameda, Co. Stadium
5/15/99	Washington, DC	RFK Stadium
5/16/99	Boston, MA	Foxboro Stadium
5/29/99	Kansas City, MO	Arrowhead
5/30/99	Louisville, KY	Papa John's Stadium
6/05/99	Detroit, MI	Silverdome
6/06/99	Pittsburgh, PA	Three Rivers Stadium

CRS-30 AGENDA

12:00 P.M. - 2:00 P.M.



Terri Clark



Paul Brandt

LUNCHEON, NCC Level 1, Performance Hall

Lunch and special showcase performances by Terri Clark and Paul Brandt sponsored by ASCAP and Reprise Nashville. Showcase begins at 12:45. Lunch will be served until 1:00 p.m.

2:00 P.M. - 6:00 P.M.

EXHIBIT HALL OPENING, NCC Level 1

2:00 P.M. - 3:30 P.M.

THE CAREER EFFECTS OF CONSOLIDATION, NCC Level 2, Room 209-210

Hear from executives who have been on the front line of consolidation. In a rapid-fire McLaughlin Group setting, find out what the future holds for management and air talent after restructuring.

Moderator: Corinne Baldassano, Associated Press

Panelists: Greg Hagglund, Contemporary Group

Rick Torcasso, CBS

Dan Halyburton, KPLX

Jay Meyers, Jacor

Dale Turner, Lyric Street Records

2:00 P.M. - 3:30 P.M.

THE PROMOTION AWARDS SHOW & TELL, "Why Didn't I Think of That?" NCC Level 1, Room 103-104

Winners of the CRS-30 promotion awards discuss their winning efforts and how to use them in your market.

Moderator: Eric Marshall

Panelists From: WYGY, Cincinnati

WQMX, Akron

KHAZ, Hays, Kansas

2:00 P.M. - 3:30 P.M.

WHO'S CHEATIN' WHO: THE ETHICS OF PROMOTIONAL PARTNERSHIPS

"Why Does It Have to be Right or Wrong?" NCC Level 2, Room 206

This panel examines the gray area of station/label promotions. Is radio sacrificing their playlist to subsidize their promotion budget?

Moderator: Dene Hallam, KKIQ

Panelists: Tom Scott, WOW

Rob Kelly, WNKT

Mark Skibba, WDEZ

Mike Dolan, Attorney at Law

Keith Hill, Hill-Acree Consultants

2:00 P.M. - 3:30 P.M.

PROGRAMMING NUTZ & BOLTZ, "I Am A Simple Man" NCC Level 1, Room 108-109

Leading programmers discuss the basics of running a programming department, including clocks, music scheduling, critiquing and coaching air talent, and research. If you are just getting started in this business, you need to be in this session.

Moderator: John Marks, KWNR

Panelists: Mike Brophey, WKLB

Eric Logan, WQYK

Dave Dillon, Journal Broadcasting

Lisa Allen, WFRE

3:30 P.M. - 4:30 P.M.

SPECIAL EVENT MARKETING, "Money In The Bank" NCC Level 1, Room 103-104

Those special event promotion dollars are out there, but do you know how to get them at your station? Major advertisers, managers and other top radio marketing experts give you take-home knowledge of how to get the dollars and blend them into your programming.

Moderator: Sheila Silverstein, WPOC

Panelists: Lisa Boyer, WFMS

Heidi Kramer, WRIF

Paul Johnson, WSOC



Corinne Baldassano



Greg Hagglund



Dan Halyburton



Jay Meyers



Dene Hallam



Mike Brophey



Eric Logan



Dave Dillon



Sheila Silverstein



Heidi Kramer



Paul Johnson

CRS-30 AGENDA

3:30 P.M.-5:00 P.M.



Wade Jessen



Jamie Matteson



Lon Helton



Linda Johnson

CHART VS REALITY, "Here In the Real World" NCC Level 2, Room 204

This panel will educate and explain the concept of each chart and explain their cause and effect. Each entity will explain how they see each chart's individual role plus explain their chart's effect on the future of the format.

Moderator: Tim DuBois, Arista Nashville

Panelists: Wade Jessen, Billboard/Country Airplay Monitor
Jamie Matteson, Gavin Country
Lon Helton, Radio & Records
Linda Johnson, BDS
Kevin McCabe, Radio & Records/Charts-All Formats
Jeff House, Gavin/Charts
David Ross, Music Row Magazine

3:30 P.M.-5:00 P.M.



Paul Wilson

VIRTUAL RADIO, "A Jukebox With A Country Song" NCC Level 2, Room 209-210

Create an hour of virtual radio programming using studio equipment provided by Computer Concepts Corporation. Is virtual radio the solution for your station or your career? Discuss the complexities with the experts.

Moderator: Paul Wilson, Trumper Communications

Panelists: Jim Leven, Pilot Communications
Scott Slocum, Computer Concepts Corp.
Allen Furst, Capstar Broadcasting
Jason Kane, Capstar Broadcasting

3:30 P.M.-5:00 P.M.

10 SKILL SETS OF A GREAT PROGRAM DIRECTOR, NCC Level 1, Room 108-109

David Martin updates last year's very popular panel with new skill sets including the Art of Creative Collaboration. David will share secrets used by sales managers, program directors and promotion directors who collaborate in consistent, creative, and effective ways to maximize revenue and ratings. Not just skill sets for PD's, but applicable for every attendee.

4:30 P.M.-6:00 P.M.

MAXIMIZING THE ARTIST/STATION RELATIONSHIP, "Thank God For the Radio" NCC Level 2, Room 206

Explore the benefit of good, effective communication, as well as strategic planning between stations, labels, artists, and managers. Find win-win situations by looking at the big picture, role-playing and Q & A.

Moderator: Jeff Garrison, KMLE

Panelists: Dave Daniels, KJUG
Doug Aitken, rpm management
John Brown, Curb Records
Brad Howell, Warner Bros.
Jo Dee Messina, Curb Records
Brian O'Connell, Cellar Door Productions



Jeff Garrison



Dave Daniels



Doug Aitken



John Brown



Brad Howell



Jo Dee Messina

5:00 P.M.-10:00 P.M.

THE GRAND OLE OPRY, NCC Level 1 Lobby

As CRS-30 focuses on the elements that made country music what it is today, we'd like to take you to the radio show that started it all. The Grand Ole Opry Group treats the first 100 who register for the tour to a reception on the stage of the Grand Ole Opry and VIP seating to the Grand Ole Opry itself. Transportation will be provided from the Commerce Street side of the Nashville Convention Center. Register for the trip beginning at 8:00 A.M. Thursday morning in the lobby of the Nashville Convention Center. (Limited to the first 100 attendees to register)

6:00 P.M.-7:30 P.M.

PROMOTION IDEA FEST - RAP ROOM, NCC, 2nd level window

Have your favorite beverage and sling some wild promotion ideas up against the wall. Sponsored by RadioVision.

Moderator: Stephanie Hogerman, Promotions Director, WBEE



Stephanie Hogerman

CRS-30 AGENDA

SATURDAY, MARCH 13, 1999

7:30 A.M.-8:00 P.M.

Registration and Information, NCC Lobby
Plan to turn in your CRS evaluation diary this afternoon to either the Lobby Registration Desk, or the Level 1 Information Booth.

8:00 A.M.-9:00 A.M.

CONTINENTAL BREAKFAST, Sponsored by Virgin Records NCC Lobby Level 1 and 2, 8:00 A.M.-11:00 A.M.

9:30 A.M.-NOON

THE SONGWRITER'S PANEL, "It Was Almost Like A Song" NCC Level 2, Room 206

Is the music on your desk "Too pop?," "Too country?," "Too formula?" What is the perfect country song for your station? Put your money where your mouth is and write the song with Nashville's top songwriters.

Moderator: Bob Locknar

Panelists: Victoria Shaw & Steven McClintock
Mark Nesler & Tony Martin
Marc Beeson & Tim Johnson
Jon Vezner & Paul Williams
Neil Thrasher & Kelly Shiver
Adam Hughes & Sarah Majors



Mark Nesler



Jon Vezner



Paul Williams

9:00 A.M.-10:30 A.M.

SALES 101, "Rose Colored Glasses" NCC Level 1, Room 108-109

What does it take to get into sales? Are you a radio programmer thinking about moving into sales? Learn the basics of selling from prospecting to closing a sale. Learn about the resources available to you beyond your sales manager.

Moderator: Gina Preston, WXTU

Panelists: George Hyde, Radio Advertising Bureau
Matt Sunshine, KPLX



Gina Preston



Matt Sunshine

9:00 A.M.-12:00 P.M.

DAN O'DAY: PROGRAMMING, "Country DJ" NCC Level 2, Room 209-210

Last year's talent seminar with Dan O'Day was filled to overflow capacity. This year Dan will give his wildly popular lecture in a much bigger room. This is a must-attend event for anyone who wants to survive as an air personality.



Dan O'Day

10:30 A.M.-11:30 A.M.

FCC PANEL, "By the Book" NCC Level 1, Room 103-104

Where do FCC guidelines stand in the light of the changes in our business? Get the most up-to-date information in this informative session.

Presenter: Lori Holy, Esq., NAB staff attorney

10:30 A.M.-12:00 P.M.

TECHNOLOGY, "No Future In the Past" NCC Level 1, Room 101-104

Radio in the 21st Century. It's become a science as technology changes the landscape and forms the future of our industry. Don't be left in the dark ages. Come and learn what's happening now and what the future holds from some of our industry's most respected executives.

Moderator: Diane Richey, Conference Call

Panelists: Lee Abrams, XM Satellite Radio
Chuck Wagner, Starguide Digital Networks, Inc.
Don Cristi, Capstar
Michael Moore, Liquid Audio



Diane Richey



Lee Abrams



Don Cristi



Michael Moore

10:30 A.M.-12:00 P.M.

SALES 201: ADVANCED, NCC Level 1, Room 108-109

Programmers think share – sellers think ratings! What is it that sales people know that could surprise some programmers? Is your staff set up to sell in clusters, and who is designated to sell it? Learn how to leverage your assets through a cluster and deal with the internal competitive aspects of this new environment. This panel will also explore ways of getting the most revenue out of the marketplace without cluttering the airwaves. And learn how NTR can help your bottom line!



John King



Ed Shane



Amber Brown



Jim Tysdale

CRS-30 AGENDA

Moderator: John King, SeaStar Communications

Panelists: Jim Lobaito, Radio Ink
Ed Shane, Shane Media Services
Amber Brown, WSOC
Jim Taszarek, WSOC

12:00 P.M.-2:00 P.M.

LUNCH AND PERFORMANCES, NCC Level 1 Performance Hall

The CMA Winners Circle presents Steve Wariner and Trisha Yearwood. Program begins at 12:45 p.m. and lunch will be served until 1:00 p.m. Sponsored by the Country Music Association.



Steve Wariner



Trisha Yearwood

2:00 P.M.-3:30 P.M.

TURNING UP THE HEAT: TOWN MEETING, "Harper Valley PTA" NCC Level 2 Room 206

Debate the year's most critical issues in an open forum with radio and music industry leaders. Our facilitator is Mike McVay of McVay Media.

2:00 P.M.-3:30 P.M.

THE PROCESS: FROM PITCH TO PLAY, "Step By Step" NCC Level 1, Room 108-109

This panel will focus on the life of a record, following the music process from songwriting to publishing, through A & R and the artist, all the way to airplay with sales and marketing.

Moderator: Don Cook, Sony/ATV Tree

Panelists: Paul Williams
Jon Vezner
Steve Williams
Mike Clute, Diamond Rio Producer
Marty Roe of Diamond Rio (schedule permitting)
Barbara Behler, Warner/Chappel



Don Cook



Paul Williams



Jon Vezner



Steve Williams



Mike Clute



Barbara Behler

2:00 P.M.-3:30 P.M.

SATURDAY SALES TRACK: NON-TRADITIONAL REVENUE (NTR)

"Chasin' That Neon Rainbow" NCC Level 2, Room 209-210

This 90-minute session will give attendees a hands-on approach to Non-Traditional Revenue and the Emerging Categories, by offering a step-by-step guide to NTR with extensive handouts.

Presenters: Sheila Kirby, Morrison & Abraham
Becky McElaney, Morrison & Abraham
Amber Brown, WSOC



Becky McElaney



Amber Brown

2:00 P.M.-3:30 P.M.

AIR TALENT, MORNING SHOWS AND BEYOND, "Morning's Desire" NCC Level 1, Room 103-104

From major markets to virtual radio, the hottest air talent will share their secrets and success stories.

Moderator: Blair Garner, AfterMidnite

Panelists: Tom Rivers, WQYK
Murphy & Cash, WMZO
Stu Evans, KMLE
Jon & Zak, The Eagle (Fayetteville)



Tom Rivers



Murphy & Cash



Stu Evans

3:30 P.M.-5:00 P.M.

WCRC LIVE! NCC Level 2, Room 204-205

This ever-popular acoustic event is a big finish to our sessions and panels at CRS. Featured this afternoon are Stephony Smith ("It's Your Love"), Eddy Raven ("I Got Mexico"), and Mark D. Sanders ("No News"), and Marty Stuart ("The Whiskey Ain't Workin'"). This is a "must see" event hosted by Charlie Monk. Sponsored by CMT.



Stephony Smith



Eddy Raven



Mark Sanders

6:00 P.M.-7:00 P.M.

NEW FACES COCKTAIL HOUR, NCC Level 1 Lobby (Cash Bar)

7:00 P.M.-10:00 P.M.

THE NEW FACES OF COUNTRY MUSIC, BANQUET AND PERFORMANCE, NCC Level 1, Performance Hall
Sponsored by BMI, Radio & Records, and Westwood One Radio Networks. Bill Engvall is host to ten of the newest and brightest talents in country music. Appearing tonight will be: Chad Brock (Warner Bros.), Gil Grand (Monument), The Great Divide (Atlantic), Keith Harling (MCA), Monty Holmes (Bang II), Allison Moorer (MCA), Mark Nesler (Asylum), Jon Randall (Asylum), Shane Stockton (Decca), Trini Triggs (MCG/Curb).



Marty Stuart



Charlie Monk

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DICK JOCKEY HALL OF FAME

L to R: Shelia Shipley-Biddy, Chuck Chellman, Lee Shannon, Bob Kingsley, Brenda Lee, Frank Page, Clara Simpkins, Peggy Sullivan, Ed Salamon, Gaylon Christie, and Charlie Monk



FIRST COUNTRY DJ HALL OF FAME BANQUET A SUCCESS SECOND SET FOR THURSDAY, JUNE 24, 1999

BY BONNIE BUCY

Although the induction of new honorees into the Country Music DJ Hall of Fame had been a part of the annual Country Radio Seminar for several years, last year marked the initial year for the Hall of Fame and its ceremonies to be an actual product of the CRS. Therefore, the induction ceremony held on June 25, 1998 at the Renaissance Hotel Ballroom proved to be a history maker.

With the pert and talented Miss Brenda Lee serving as hostess, presentation of the President's Award was made to Chuck Chellman, founder of the Hall of Fame, in recognition of his many years of devotion, dedication and work on the project. World-renowned guitarist Chet Atkins received the Career Achievement Award for his many contributions to country music. The three inductees into the Living Category included Bob Kingsley, Frank Page and Lee Shannon. The two deceased honorees included Paul Simpkins and Marty Sullivan.

- Kingsley hosts and produces AMERICAN COUNTRY COUNTDOWN, the show named Billboard Magazine's "Network Syndicated Show of the Year" for 11 consecutive years and reaches millions of listeners over a thousand stations worldwide.
- Raymond Franklin (Frank) Page is considered as one of Louisiana's true treasures since he's been associated with KWKH for 51 years. Some of the artists he introduced to the country fans included Hank Williams, Jim Reeves, Johnny Horton, Wayne Raney, Lonnie Glosson, Faron Young, the Bailes Brothers, Johnny & Jack, Slim Whitman (who was Page's mailman), Nat Stuckey and Elvis Presley.
- Shannon's 38-year radio career has covered many venues, as has his involvement in community affairs. He has been active in the Spina Bifida Association, the American Cancer Society, the American Red Cross and Toys for Tots. He's been a champion stock car driver, voted the Country Music Association's "Deejay of the Year" winner in both small and medium market (the first two-time winner of that prestigious award). He's done play-by-play football color for the Iowa Hawkeyes in the Big 10; announced stock car races throughout the Midwest and originated live broadcasts, along with Bill Robinson, from backstage during the CMA Awards Show.
- Simpkins' radio career spanned more than 40 years with most of them spent at WBAM in Montgomery, Alabama, where he became the main

radio personality artists flocked to with their new product. Legendary friends of his included Jim Reeves, T. Tommy Cutrer, Buck Owens, Bobby Bare, Sonny James, Jerry Clower and many others. Simpkins emceed hundreds of shows at the Montgomery Coliseum.

- Sullivan, cited for his devotion to others and his humanitarian work in any area he resided, served 45 years as a disc jockey and radio executive. While working at KRMD in Shreveport, LA, he was named the CMA's Medium Market Deejay of the Year in 1977. He spent 16 years at KNEW in San Francisco. A stint as operations manager at KWKH in Shreveport transpired before he returned to California as program director at KPOD in Crescent City. He served on the Board of Directors of the Country Music Foundation.

In reflecting on the awards presentation ceremony, Gaylon Christie, Chairman, DJ Hall of Fame Committee, praised Chuck Chellman for his founding of and subsequent efforts over the years on behalf of the event. "Chuck carried it as far as he could. He needed help and CRB was the perfect organization to take over. Now, we need everyone's help in getting nominations in from all the veterans of country radio. Anyone with 25 years or more in the field, who has contributed in some special way, is eligible for nomination. Nomination forms are available through CRB and need to be submitted by April 7th."

Committee member Charlie Monk took on a new seriousness for him when he termed the Hall of Fame event as the "nicest thing I've ever been part of in all my years in the business. It was a superb ceremony that gave dignity to all the honorees and certainly enhanced our efforts to honor radio."

Committee member Jeff Walker added, "It's long overdue for the CRB to be handling this event in that it brings a touch of purpose to our overall organization."

The next induction ceremony for the Country Music DJ Hall of Fame is set for Thursday, June 24, 1999. Mark your calendar and plan to attend!

For further information on the Country Disc Jockey Hall of Fame or the scheduled June Awards Banquet, contact CRB at 615-327-4487.

DICK JOCKEY HALL OF FAME



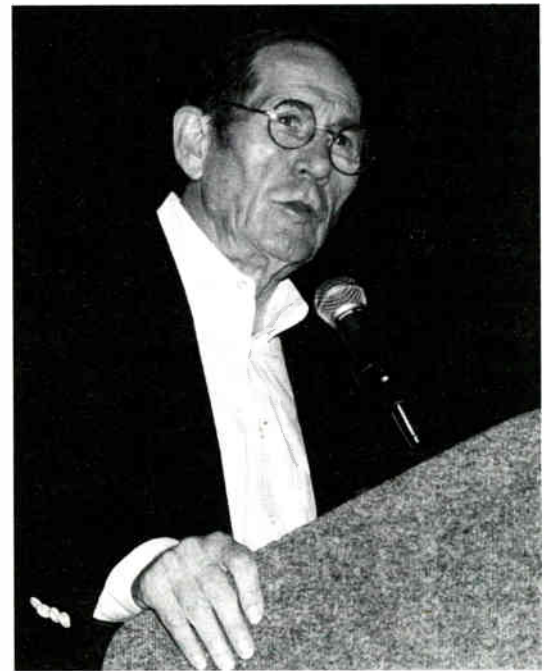
- Lionel Cartwright performing "I Watched It All On My Radio"



Ed Salamon and new inductee Bob Kingsley



L to R: Charlie Walker, Lee Shannon, Smokey Smith, and Paul Kallinger



Chet Atkins receiving the Career Achievement Award

TRIBUTE

The Country Music DJ Hall of Fame pays tribute to two of its members who died in 1998. **HUGH CHERRY**, inducted in 1977, passed away Oct. 15. **T. TOMMY CUTRER**, inducted in 1980, died Oct. 11.

One of Nashville's first postwar country deejays, Cherry's smooth, straight presentation and mood-driven programming style made him a force in the field. He served tenures at WKAY in Glasgow, KY, WKLO in Louisville, WKDA and WMAK in Nashville, TN, and KFOX in California.

Born Thomas Clinton Cutrer, his career plans shifted from sports to radio broadcasting during an eight-month stay in the hospital where he listened to a

lot of radio as he healed a football-caused bruise that resulted in osteomyelitis. A disc jockey on a number of stations, an announcer and recording artist, Cutrer served as announcer on the Johnny Cash TV show and in 1954, landed a job at Nashville's WSM Radio. He became an announcer on the Grand Ole Opry and was named the "Nation's Top DJ" in 1957. He was defeated by Al Gore, Jr. in his 1976 run for Congress. He then ran and won his seat in the Tennessee State Senate where he served until 1982.

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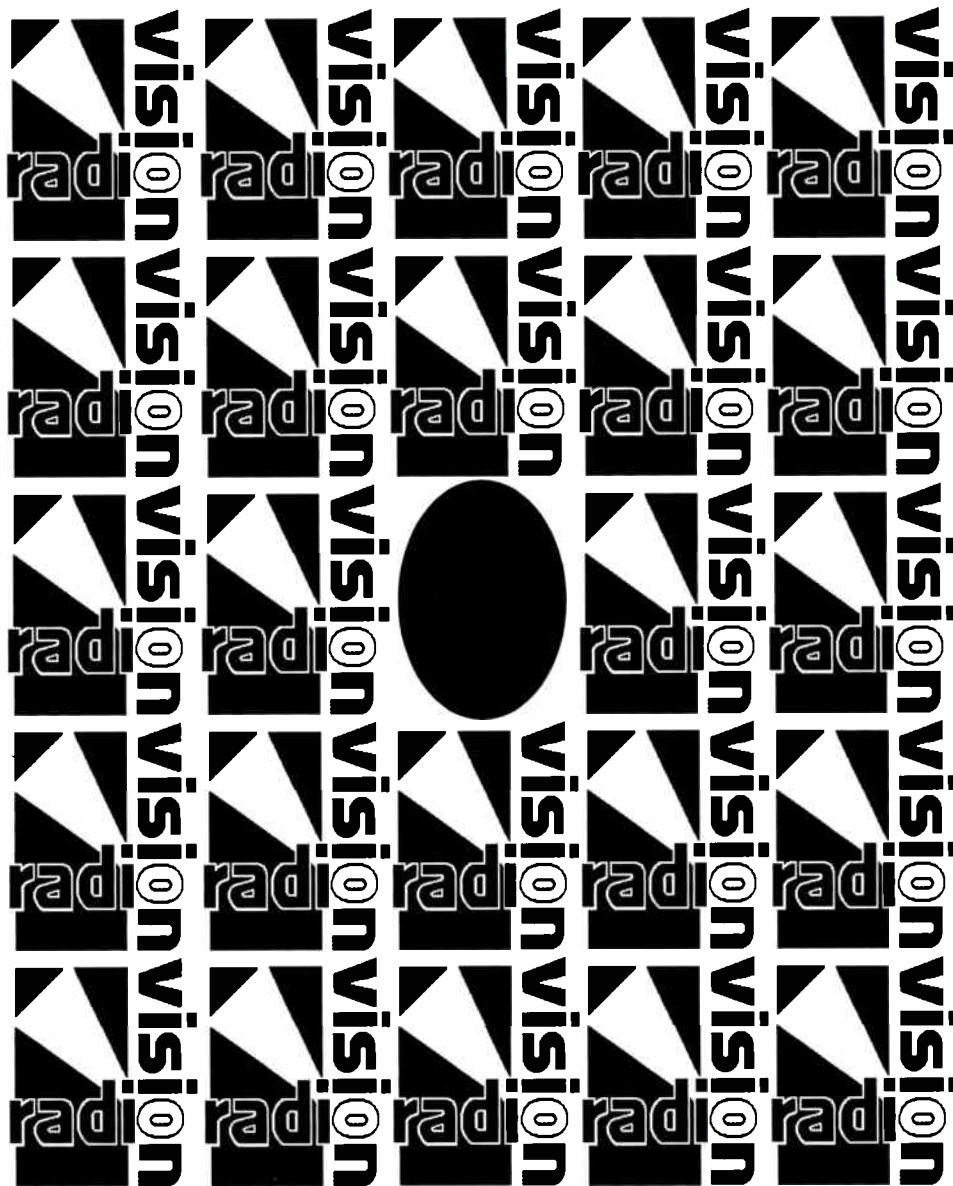
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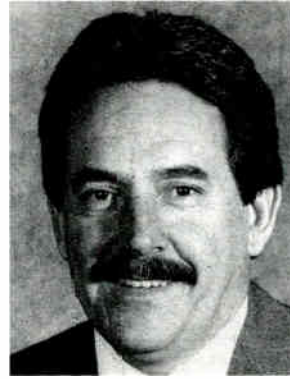


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Denise Nichols
Arista Records



Kenneth Windham
Gulfstar Communications



Mike Milom-Counsel
Wyatt, Tarrant, & Combs



Paul Allen-Exec. Director
Country Radio Broadcasters

Lawrence Wilson
Citadel Communications
*Picture not
available at press time*

BOARD OF DIRECTORS PLANNING

The work of the Board of Directors of Country Radio Broadcasters is year-long, with meetings and action plans developed for the award of scholarships, the regional seminar, the Country DJ Hall of Fame and its dinner, and countless other sessions and meetings to carry on the work of CRB.

Planning by the volunteer Board of Directors for this year's Country Radio Seminar began the day after CRS-29. CRS week is the product.



BOARD COMMITTEES

1998-99 Committee Chairmen

Country Radio Broadcasters is a committee-driven organization, with members of our volunteer Board of Directors planning and directing the activities of our business year.

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Reprise Nashville

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COUNTRY/MUSIC

IN REMEMBRANCE OF...

BY BONNIE BUCY

BOB MULLOY

Founded the Mike Curb Music Business Program at Belmont University in Nashville. The program furnishes Music Row businesses with interns and has turned out such artists as Trisha Yearwood, Steven Curtis Chapman, Lary Stewart and Duane Propes of Little Texas. Bob died January 22, 1998.

DAVID 'SKULL' SCHULMAN

Skull's Rainbow Room on Printers Alley served as a landmark and supportive center for country music and its stars, including Mel Tillis and Tanya Tucker. For "Hee Haw's" last number of years in production, Skull was included in various show skits in tribute to his support of country music over the years. Skull died January 22, 1998.

MARSHA JONES

Daughter of Grandpa Jones, preceded her father in death by three weeks (January 26, 1998.)

BUDDY LEE LIOCE

Born in Brooklyn, New York, Oct. 7, 1932. Buddy Lee rose to stature as one of the most successful booking agents in country music prior to his February 13, 1998 death with his stable of acts including such stars as Garth Brooks, Willie Nelson, Mark Chesnutt, Trisha Yearwood, Martina McBride, Tracy Lawrence and Emmylou Harris. Earlier years found Buddy making his success in wrestling and booking of R&B and pop stars before moving into the country field. Promotion of a show in Boston starring Hank Williams, Jr. prompted an invitation by Williams' mother, Audrey, to move to Nashville and book her son. He served as CEO of Buddy Lee Attractions until his death.

LOUIS MARSHALL "GRANDPA" JONES

Born October 20, 1913 in Niagra, KY, Grandpa Jones died February 19, 1998. Cited by Fred Foster as the "only country music performer ever to age into his act," Grandpa Jones took his distinctive banjo playing style and his energetic performance style to international prominence through more than 40 years on the Grand Ole Opry and a full show run as a regular on "Hee Haw." His recording credits included "The All American Boy" and "T for Texas."

Tours of Korea, Hollywood film appearances and his election into the Hall of Fame in 1978 confirmed Grandpa Jones as one of the most popular acts in country music.

VELTON EUGENE LANG

Road manager to Conway Twitty, died February 20, 1998.

MANUEL DEWEY "OLD JOE" CLARK, JR

Old Joe Clark was a 50-year veteran of Kentucky's Renfro Valley Barn Dance. He served a stint as banjo player for Bill Monroe. Date of death February 20, 1998.

TAMMY WYNETTE

Born Virginia Wynette Pugh May 5, 1942 in Itawamba County, Mississippi, Tammy reigned supreme as the "First Lady of Country Music" until her untimely death April 6, 1998 at age 55. Singer with a unique teardrop-filled sound; songwriter; instrumentally adept on the guitar, accordion and piano; actress and author, Tammy began topping the charts in 1966 and continued her country and pop dominance there and on radio, TV and movies for 30 years. Winner of dozens of awards internationally, Tammy's personal life was tumultuous with stormy marriages and undulating health problems.

A true First Lady, Tammy is, and will continue to be, missed by her peers and fans in the entertainment world.

OTTO KITSINGER

A country music scholar and journalist whose writing credits included Grand Ole Opry Live, Opry Backstage and Nashville Now shows plus credits with Music Row and Country America magazines. Kitsinger died April 15, 1998.

ROSE MADDOX

Born Roselea Arbana Maddox August 15, 1925 in Boaz, Alabama. Rose's singing career spanned more than 55 years, including her years with the Maddox Brothers, tours with Buck Owens, numerous hit records and recovery from three major heart attacks in the '80s and prior to her April 15, 1998 death. She is considered a pioneering female artist in country music.

EARL BOLICK

Half of the radio veteran Blue Sky Boys, Earl and his brother Bill earned a legendary status for their smooth vocal blend, depicted on their more than 124 record releases.

HAROLD 'CURLY' CHALKER

Steel guitarist for such acts as Hank Thompson, Carl Smith and Little Jimmy Dickens. Chalker died April 30, 1998.

EDDIE RABBITT

Prior to his 1975 appearance on CRS' New Faces show, Eddie had cuts of his songs by Elvis Presley whose single on Kentucky Rain earned Elvis his 50th Gold Single and prompted the King to cut two more of Eddie's songs, plus other chart makers by Ronnie Milsap and Eddie himself. Eddie's unique blending of country, pop and rock served him well as a crossover artist, hit writer and award winner through the early '90s. In 1990, six of his songs were given BMI "Million-Aire" awards in recognition for national popularity as determined by more than 1,000,000 performances. These included "I Love A Rainy Night," "Step By Step," "Suspicious," "Someone Could Lose A Heart Tonight," "Drivin' My Life Away," and "Kentucky Rain." Rabbit died May 7, 1998.

ROYCE KENDALL

Half of one of the most successful father/daughter vocal duets in the business, the Kendalls had many releases. It was "Heaven's Just A Sin Away," originally released as the B-side of **Live and Let Live**, that became their signature hit. Kendall died May 22, 1998.

HELEN CARTER

Mother Maybelle Carter's oldest daughter, Helen was a portion of the Carter Family, along with her mother and her sisters, June and Anita. They worked on many of Johnny Cash's live performances as well as his TV show. Carter died June 2, 1998.

JERRY CAPEHART

Writer of Summertime Blues, an old rock hit given new life when Alan Jackson recut it in 1994. Capehart died June 7, 1998.

STEVE SANDERS

An eight-year member of the Oak Ridge Boys, Steve served as back-up singer and rhythm guitarist before replacing Bill Golden as baritone and lead singer for the group in 1987. He sang lead on many hits and misses to come, was part of many citations and awards plus special appearances made by the group during his tenure. Sanders died June 10, 1998.

IN REMEMBRANCE OF...

JACK MCFADDEN

A former movie theater and radio station manager, Jack got his start as a booking agent in California by handling the Maddox Brothers & Rose, Hank Williams and Tom Collins before signing on with Buck Owens, a management/booking association that would last 30 years. One of the founding members of the Academy of Country Music, Jack moved his firm to Nashville from Bakersfield in 1983. His years of management included the careers of Merle Haggard, Billy Ray Cyrus, Steve Wariner, Keith Whitley and Lorrie Morgan. McFadden died June 15, 1998.

ROY ROGERS

An original member of the Sons of the Pioneers which was founded in 1934, Leonard Franklin Slye went from there to become the epitome of the good guy as Roy Rogers, King of the Cowboys. His singing prowess in movies and on record earned him the distinction of double placement in the Country Music Hall of Fame as a solo act and as a member of the prestigious group above. Rogers died July 6, 1998.

JIMMY DRIFTWOOD

An Ozark school teacher, James Corbett Morris was a prolific lyric writer who – in 1959 – had six of his songs in the CashBox Top 40 at once. Jimmy had various successes with releases himself on RCA and Monument labels, but his notable pennings included "Tennessee Stud" for Eddy Arnold, "Sailor Man" for Johnnie & Jack, "Soldiers' Joy" for Hawkshaw Hawkins and Johnny Horton's crossover hit on "Battle of New Orleans." Driftwood died July 12, 1998.

HAL SOUTHERN

Penned the Tex Ritter hit, "I Dreamed Of a Hillbilly Heaven" and had roles in movies, including The Shkiest Gun In the West and Blazing Saddles. Southern died July 15, 1998.

JAY COLLINS

Served as head of Belmont University's business program and president of Nashville Local 257 of the American Federation of Musicians. Collins died July 18, 1998.

TOMMY FAILE

Died August 3, 1998. Writer of "Phantom 309."

GROVER 'BIG JEFF' BESS

Former co-owner of the famed Tootsie's Orchid Lounge who hosted a radio show that provided an outlet and launching pad for many of Nashville's top session players and country stars. Bess died August 23, 1998.

JERRY CLOWER

Agriculture was Jerry Clower's first interest, but it was his southern comedy – including the Ledbetter family and Yazoo City stories – that made him a hit recording star and stage performer. Clower was a multi-award winner, including the Christian Service Award from the Southern Baptist Radio and Television Commission and an honorary doctor of letters degree from Mississippi College. He had been a member of the Opry since 1973; authored three best-selling books and hosted the nationally syndicated radio program Country Crossroads and the TV syndicated show, Nashville On the Road. Clower died August 24, 1998.

CHARLIE FEATHERS

Co-writer of Elvis Presley's initial #1 country single, "I Forgot to Remember to Forget." Charlie was a rockabilly performer from the Memphis area. Feathers died August 29, 1998.

DICK HEARD

Long a fixture in Nashville's country music scene, Dick co-wrote a number of hits, including Elvis' "Kentucky Rain" and Mel Street's "Smokey Mountain Memories." Head of GRT Records, he produced and worked with Earl Thomas Conley, Alabama, Bobby G. Rice, Ronnie McDowell and Jimmy Dean. He served as Nashville producer to Entertainment Tonight. Heard died September 8, 1998.

ESTILL SOWARDS

A Hallmark Direction Co. partner, the firm managed such acts as John Michael Montgomery, James Bonamy and Noel Haggard. Sowards died September 22, 1998.

TERRY FELL

Best known as writer of and the original artist to record the classic "Truck Driving Man," Terry also co-wrote Bobby Edwards' 1961 crossover hit, You're the Reason.

GENE AUTRY

Inducted into the Country Music Hall of Fame in 1969 due to his decades of singing in cowboy movies and on record. Classified as "the original singing cowboy," he set the style for many newcomers to country in the '30s and '40s. His vast financial holdings included a chain of radio and TV stations, a hotel chain and the major league baseball team, the California Angels. His classic recordings of "Rudolph the Red Nosed Reindeer" and "Frosty the Snowman" go on year after year. Autry died October 2, 1998.

J. D. SUMNER

Renowned bass singer and leader of the Stamps Quartet, J. D. performed with Elvis Presley during his final years. He is considered and respected as an innovator in the gospel music field. Sumner died November 15, 1998.

LOUIS DUNN

Booking agent of many years standing. Dunn died November 18, 1998.

WADE RAY

A talented fiddle, banjo and bass player, Wade worked with Rex Allen, Roy Rogers, Ernest Tubb and Ray Price. He recorded for RCA, played major Vegas, Reno and Tahoe rooms and was one of Nashville's top session musicians. Ray died November 18, 1998.

JIMMY ELLIS

Featured on the CRS New Faces Show in 1981, Jimmy was shot and killed December 12, 1998 in the process of a robbery attempt at his convenience store outside Selma, Alabama. Jimmy used a mask and billed himself as Orion in his electrifying performances because his voice was so similar to that of Elvis Presley that many over the years thought it was Elvis in disguise.

JIMMY DAY

Starting with Webb Pierce in 1951 at age 18 on KWKH's Louisiana Hayride, Day was inducted into the International Steel Guitar Hall of Fame in 1982. He was also inducted into the Texas Steel Guitar Hall of Fame and the Texas Western Swing Hall of Fame. Day died January 22, 1999.



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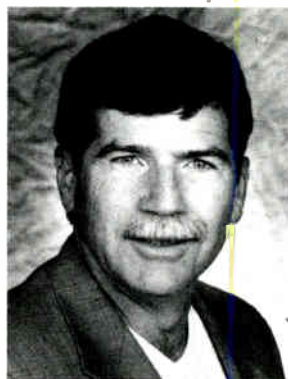
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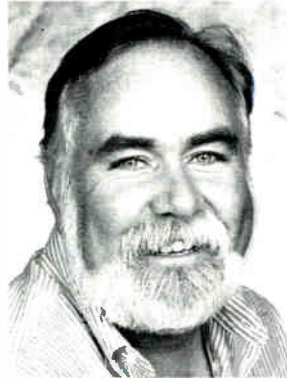
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CRS GREAT LAKES RECAP



GREAT LAKES DEEMED GREAT SUCCESS

BY BONNIE BUCY

Ethics plus where and where not to throw the blame for anything that might be wrong in country music made for hot topics at the August 28 – 29, 1998 CRS Great Lakes Regional in Cleveland.

Most of the 300+ people – over half of whom were from country radio – stated it was the best regional seminar to date. "This was the most productive and finest regional we've ever conducted," said Gaylon Christie, Committee Chairman. "It reaffirmed our belief that regionals have a definite place in our program staging."

One spirited topic at Great Lakes was whether or not other formats playing country records and artists was good for country radio. General consensus was it was okay as long as country didn't give them too many songs from our top stars. The hot topic was the radio-record relationship. It was agreed on this topic that "the insanity must stop."

More quotable comments came from panel members and attendees than ever before. Some of these included:

WGAR/Cleveland morning personality Jim Mantel told the Morning Show panel to "learn what you are good at and what you suck at - and stay with what you're good at."

- Legendary John Records Landecker told the crowd not to over analyze their shows. He said, "Do the best show you can do and go home. It's art. There is no formula. If there was, we'd all be #1."
- WCOL/Columbus morning co-host Dixie Lee told them, "With all the other formats playing our music today, our intimate knowledge of those artists

is unique. We need to flaunt that we know them well and we broke them as artists."

- Jaye Albright alleged, "Change within broadcast companies is happening faster than our ability to create the bureaucracy to handle it."
- Arista Nashville President Tim Dubois on success for the next millennium, "Pick your partners carefully. Don't be greedy, work hard. Integrity does matter. Don't do business with assholes."
- AC consultant Mike McVay of McVay Media attended and offered viewpoints on several things. He felt country was lucky to get crossover play because it advertised its format. He found it amusing that country stations drop records when they reach the top of the charts. "We carry our hits around on a pedestal," he said. He felt "country is not in trouble and you may be trying to fix something that's not broke. You have to jump off the merry-go-round long enough to look at what you have, which is a really strong format the rest of us are envious of. Anyone who's not in country who's smart looks at country with envy."

It was a real CRS wrap-up when KNIX/Phoenix GPM Larry Daniels threw out the first ball at Thursday night's Cleveland Indians baseball game. The throw was high and wide, but caught by catcher Pat Borders. Daniels now has an autographed ball and is probably still wearing a grin on his face.

All in all, CRS Great Lakes was the greatest regional seminar yet!

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CRS GULF COST REGIONAL SEMINAR



AUGUST 27-28, 1999 SEES CRS' GULF COAST REGIONAL IN FRIENDLY MOBILE

BY BONNIE BUCY



Set for the Adam's Mark Hotel August 27-28, 1999, this year's Gulf Coast Regional is taking place in the "fifth friendliest city in America," according to the Wall Street Journal in citing Marjabelle Young Stewart's Annual List of America's 10 Most Polite Cities.

With anticipation of an exciting, lively and informative seminar based on the "changes consolidation is bringing on today's radio market," according to Committee Chairman Gaylon Christie, attendance in Mobile assures seminar visitors the opportunity to partake of the 300-year-old city's rich Spanish, French, African and Creole heritage. The history is reflected in its architecture, cuisine and cultural diversity. Five historic museums are open to the public year-round and display native artifacts plus treasures from Europe, England, the Mediterranean and the Orient.

Mobile is made up of magnificent parks, golf courses, grand houses and public buildings, fresh seafood, 300-year-old oak trees that reach their gnarled arms out to form complete canopies over the streets, residential gardens, shopping, antiques, professional sports, the USS Alabama Battleship, and 4,000 buildings featured on the National Register of Historic Homes. Mobile's spring Mardi Gras predates Louisiana's version by more than 100 years.

Find out what southern charm and hospitality mean while participating in educational, fun and exciting sessions when CRS goes to Mobile, Alabama for its Gulf Coast Regional Seminar August 27-28, 1999.

CRS RETROSPECTIVE

COUNTRY RADIO SEMINAR: 30 YEARS OF LEARNING THROUGH SHARING

BY GERRY WOOD, author and country music historian

Charlie Monk was there at the beginning. He remembers it well. "When we started it 30 years ago, rarely could you find a town that had a full-time country music station," says Monk, now head of the Monk Family Music Group. "Now we've got multiple stations in many markets."

What happened? One of the major developments that prodded the growth of country music and its radio format was the birth of the Country Radio Seminar. The plan was simple. A nonfan event to bring together the broadcasters who liked country music to exchange ideas on how they could more effectively present country music to the radio audience.

"Some stations came down to that 1969 conference," recalls Monk, "and they were not doing very well playing MOR or other kinds of music. They went back, tried country music and found out that there was a nationwide mass audience for it. This event created an attitude for radio that, 'Hey, there's a lot of people out there who want to hear this kind of music.' And the music was a rural, bucolic, agrarian music that was the song of America about the common man."

Monk cites the seminar's major impact — creating a forum for radio management programmers to better exploit their product. "That's why the industry supported it - because we gathered a group of people, we gave them a forum, and we hoped they'd go back home and expose our product, which they've done. The number of country radio stations has grown dramatically by virtue of people coming to the event. If they owned a couple stations, and one was doing badly, they'd try country music. Prior to the seminar there were very few full-time country music stations."

Monk's statement is born out by statistics released by the Country Music Association. In 1970, the seminar's birth year, fewer than 600 stations programmed country music full-time. The latest figures show 2,254 full-time stations, plus 284 programming country at least part of the day.

Tom McEntee, often given credit for launching the seminar, is quick to decline the accolade and point to the critical contributions of its earliest boosters.

"For many years, I've been given credit for the creation of the Country Radio Seminar," comments McEntee. "I've gleaned some satisfaction from that, but I've always known it wasn't completely true. It was Bill Gavin of the Gavin Report who designed and cultivated the idea of the 'no-nonsense' sharing/learning convention with his involvement in the short-lived Disc Jockey Association. When that organization died, it was Gavin who refused to let the idea die with it. The Gavin Conference in 1965 became the benchmark of broadcasting get-togethers

and the template from which the design for the first ever Country Radio Seminar was meticulously borrowed. Without Bill and Janet Gavin, we might have stumbled along on some path coincidental with success, but with them our hopes and our faith were bolstered by that quality of support that can only come from those who've done it."

McEntee praises the efforts of the seminars' early heroes — Charlie Monk, Frank Mull, Mac Allen, Dave Olson, Dave Donahue, Biff Collie, Barbara Starling, Jerry Seabolt, Charlie Douglas, Jean Stromatt, Judy Harris, Ellen Tune, and Gayle Hill.

"They're my heroes," notes McEntee. "They're the dominoes of the seminar business — the ones who delivered. Their A-negative blood will pump in the Seminar's veins for as long as the Seminar endures."

Ed Salamon has been attending CRS since the first year he worked in country radio — 1974. The current President of the Country Radio Broadcasters marvels at the many changes over the past quarter century of his involvement.

"The CRS helped country radio to profit and take advantage of the opportunities during that time," Salamon says. "No other format has the kind of forum for growth through sharing like the CRS provides. After so many years, we're still able to check our competitive egos at the door and help each other to be better broadcasters. I don't know any broadcaster that doesn't at least partially credit the CRS with being a factor in the dramatic growth of country radio during these years."

Salamon applauds the Seminar for providing a larger platform for country music. "Each year we do a self-examination and look at how various parts of our industry have risen and fallen during that year. There's no doubt from the perspective of twenty years that we are light years away from where we've been in the past. Who would have ever thought that the biggest single artist to sell records in America would be a country artist? Who could have ever imagined when I started going to CRS how many country stations there would be, how successful they would be, and the affect that would have on the sale of country records. It's all been achieved one step at a time with a lot of us helping each other."

The sharing and learning process ranges from the biggest names in the business to those running small town stations, emphasizes Salamon. "Throughout our history, we've continued to be blessed with the participation of those from the very highest levels in radio and the music industry, including the artists. The

CRS RETROSPECTIVE

biggest group heads, program directors and general managers of the largest country radio stations always come out for the convention. So do the artists. I can't even count how many times Garth Brooks has appeared at the CRS, whether it was presenting an award as he did the Humanitarian Award, performing, or being a keynote speaker as he did last year.

"To me, it's a great honor to the Seminar that Garth and other top artists have come forward to participate for the benefit of everyone. That's the reason why it works. The smallest broadcaster is able to be in the same room, share thoughts, and talk to the biggest broadcasters."

That pass-along knowledge is a key reason for the Seminar's success, points out Lon Helton, Country Editor of R&R who has contributed his expertise on the agenda committee.

"The CRS has always provided a place where people can gather to share their ideas about how to run better country radio stations, how to make them sound better, and how to better understand what country fans want and how to deliver it to them. That's its greatest legacy. On a yearly basis it brings together the folks who have been doing it for years and years — the real important programmers who run successful stations. And they are able to pass down to the newer programmers the ideas that have worked.

"There's no college or university to attend to get a Bachelor of Science or Bachelor of Arts in country radio programming. You do it through learning from your peers — and the Country Radio Seminar is the best place to do it. The way most country fans in America hear country music and about their artists are on country radio. So it's vital to all aspects of this industry that country radio do well because that's the primary conduit of the music to the people and users."

Paul Allen, Executive Director of the CRB, looks at the Seminar as an important annual homecoming for the radio and music industries.

"You get warmth, comradery and a chance for genuine sharing," advises Allen. "That's sharing of where you are, where you've been, and where you're going every year — year after year after year. There's nothing that I could ever imagine that could take its place. The CRS is not an event; it's an institution that has a life of its own and an evolution of its own. The essence of CRS is the business of radio, the science of programming and the art of making it country. That's it. That's what CRS is."

The CRS lured Dave DeBolt from a small Florida station to Nashville back in 1971. Now an independent contractor, whose largest account is CRS, Dave recalls receiving a "little pink flyer" in the mail about the second annual CRS.

"I thought I might learn something, so I came up to Nashville to attend that seminar. Meantime, I had met Jack Greene who was real hot at that time. He advised me to go to Nashville and get a radio job there. I went out to WENO and they hired me to be a sales person and the weekend man. I went back to Florida, got all my belongings, came back to Nashville and never made it to the Seminar. But that's why I came to Nashville."

Though late in coming, the Seminar lure proved a winner for both DeBolt and the conclave.

"In 1977 I was working for a display company and Frank Mull called me wanting to borrow twenty feet of draperies for stage decoration. On the weekend I loaded up pipe, bases and drape in the trunk of my car, hauled it over to what used to be the Airport Hilton, and set it up. From that year, my involvement has grown. The next year we moved down to the Hyatt and we had more drape. Then in 1981 I was managing the Hall of Fame Motor Inn; I hosted a board meeting and used my shuttle vans to transport participants from the airport to the Hyatt. I've done just a little bit of everything as far as helping keep the seminar on the go."

The synergy between the radio and record industries is enhanced by the CRS, DeBolt believes, and that leads to the theme of learning through sharing.

"All facets of the country music business rely to a large degree on each other. We're all in this together. If the music industry and radio industry don't get along, we're at a standstill. The overall strength of the Seminar is growth through sharing — that we share the information. Here's what we in the music business are trying to accomplish; here's what we in the music business are trying to accomplish. How can we work together to make it happen?"

Jeff Walker, a board member for 19 consecutive years, agrees with DeBolt that the Seminar not only provides education, but also helps pull the industries together.

"It's an annual destination point to focus on the issues," comments Walker, "and it allows us to discuss changes from both a social point of view and an

CRS RETROSPECTIVE

educational point of view. Acting as that destination, it's been a great conduit for growth within the industry."

Walker, President of AristoMedia and also treasurer of the CRS, believes that the Seminar has a growing global impact.

"We've got an international task force this year, and that's encouraging. We've done big mail-outs to all country radio all over the world, and we've got registrants from Singapore, Australia, Japan and elsewhere. This outreach program — which, hopefully, is the first of many — should certainly yield a lot of positive results in the years to come."

Favorite Seminar highlights range from the absurd — Charlie Monk's quarter century of hilariously deflating radio and record executives' egos as host of the New Faces Show — to the profound: C. W. Metcalf's gut-wrenching reality checks.

"One of the keys to the success of the Seminar," says Lon Helton, "is not only has it endeavored through the years to make people better country radio programmers and managers, it's tried to make them better people. That's done through stress management courses, time management lectures — those kind of things designed to make you a more effective, and happier, person. The Seminar strives to not just talk about country radio but talk about other things in people's lives, both personal and professional."

Helton and others recall the memorable and inspiring visits of such personalities as Paul Harvey, Gordon McLendon, Randy Owen, Dick Clark, Terry Bradshaw, and former Notre Dame football coach Lou Holtz.

"The time that Garth spent with Lon Helton last year was a real magic moment," says Jeff Walker. "In the early years, it was the Friday night rap rooms, getting to know people, the building and developing of relationships. That was wonderful for me because I made friends that are still my friends now."

Everyone's bullish on the next thirty years of the Seminar.

"Nothing excites us more than the possibility for growth and change," advises Salamon, speaking on behalf of the board of directors. "Whatever the needs of country radio are going to be in the next thirty years, the Country Radio Broadcasters organization will be there to share it — and I'm excited about the prospect of doing so."

Paul Allen believes that the deregulation of the radio industry makes Seminar attendance even more critical.

"These past three years have seen the most rapid change in the business of radio that we've seen in this half of a century. It's because of deregulation and the huge size some of the broadcasting companies have become as a result of it. CRS has continued to thrive and prosper at a time when radio groups are making more money than radio ever has before, and radio seeks to be better managed and to be more efficient.

"What people attending CRS are finding is that we're delivering the kinds of things to both manage the business and their careers," Allen concludes. "You'll see us continuing to deliver that kind of a program in the years ahead. We'll have a balance between personal and professional development as well as trying to stay on top of the business of radio itself, regardless of what part of the business you're in. If you're in the business of radio, regardless of format, CRS delivers as strong an agenda and is as important a group of sessions as you'll find anywhere."

Jeff Walker sees a lot of issues that will be discussed and debated at future seminars. "There's the Internet, the World Wide Web, digital radio, marketing advances and consolidation of radio. Whereas we've seen technology change dramatically in the last thirty years, the next thirty years is going to be on a major spiral upward. We're going to have to really stay ahead of the game and be forward thinking in terms of both our agenda and in our planning for the overall event and the regional ones, too."

Tom McEntee, who has seen the Seminar grow from its pre-birth days, believes it may endure as long as the country broadcasting industry itself.

"Some things are for sure," he predicts. "It will continue only as long as the country broadcasting industry deems it necessary, only as long as it provides a service that this faction wants and supports. And it's for sure that it will continue, in the form we know it, only as long as there are the volunteers who continue to carry so much of its weight.

"For as long as two or more are gathered in the name of sharing, of expansion, and of just pure pride in their roles in the creative process, the Country Radio Seminar idea is still working."

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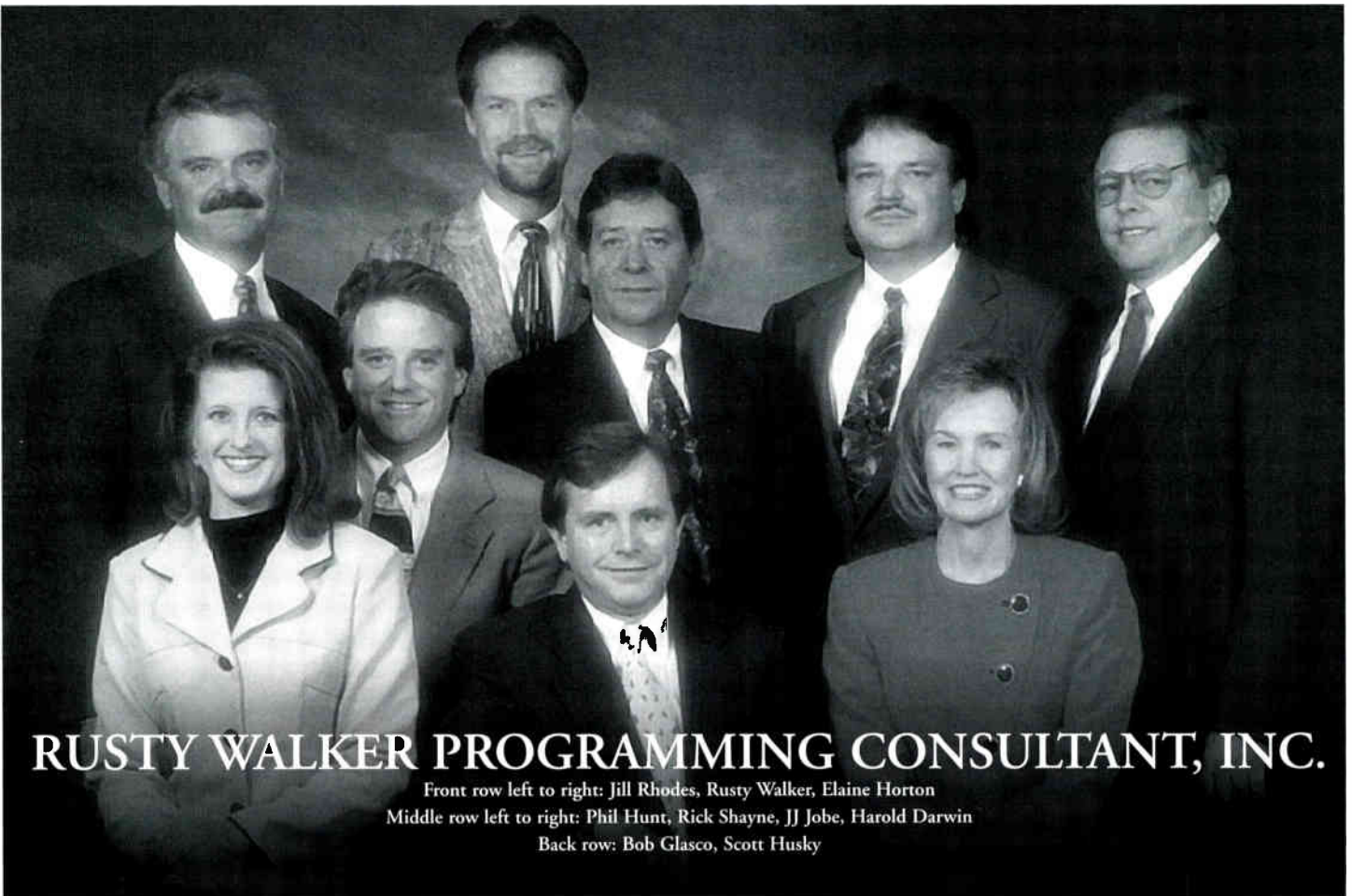
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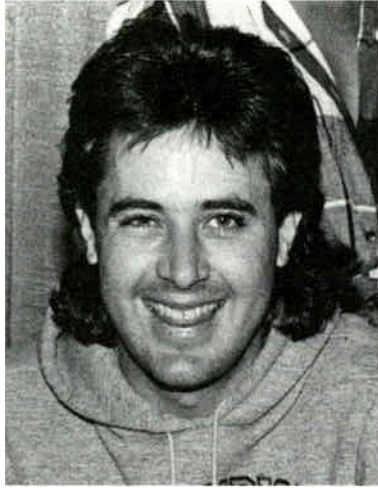
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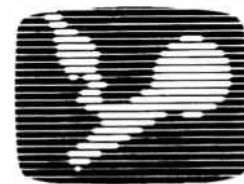
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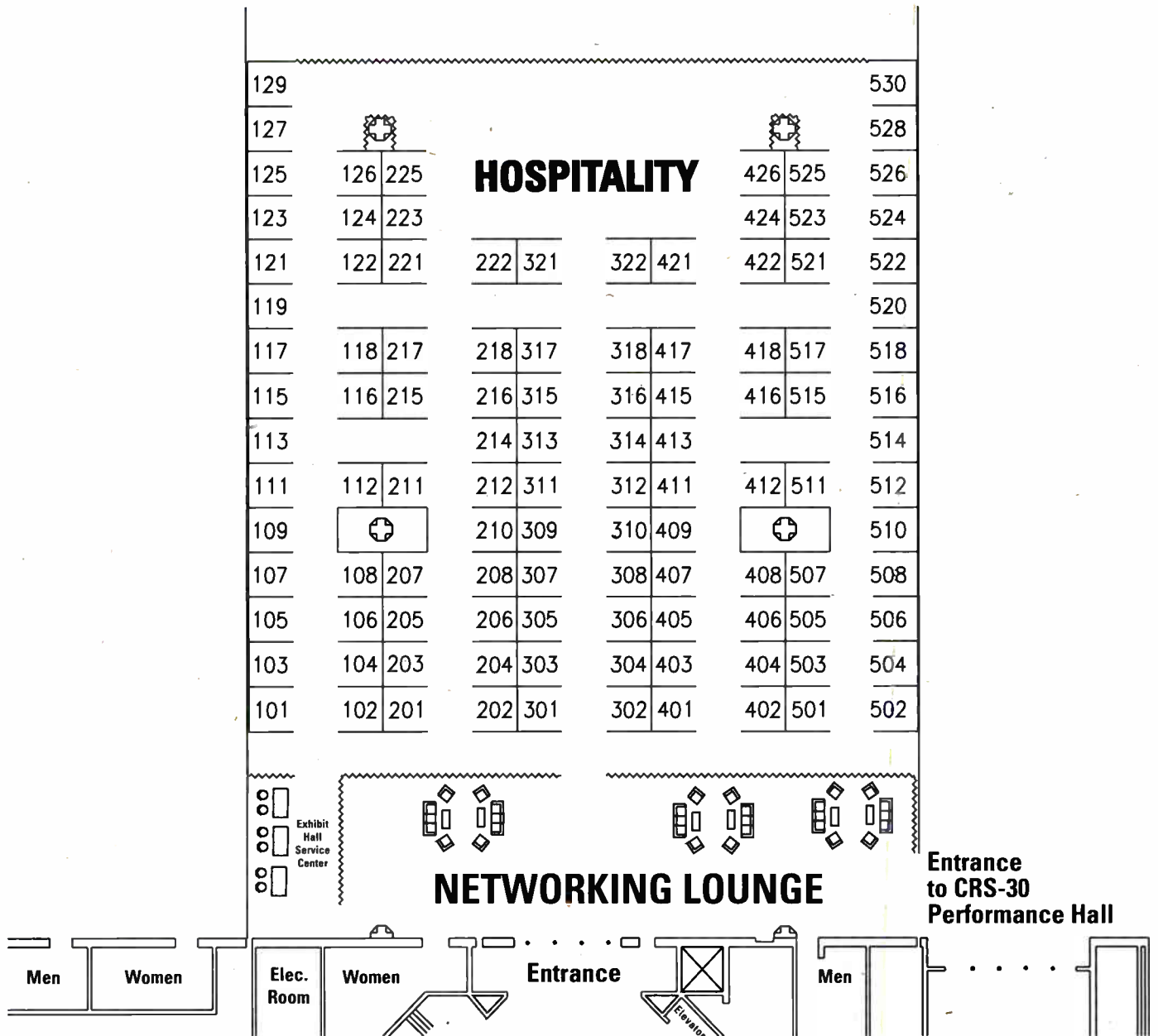
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GIANT NASHVILLE

1514 South Street
Nashville, TN 37212
(615) 256-3110
(615) 742-1560 Fax

Doug Johnson

President

Milly Catignani

Assistant to President

John Burns

Executive VP/GM

Amy Schragg

Office Manager/
Executive Admin. Asst.

Connie Baer

Sr. VP of Marketing and Artist Dev.

Debbie Zavitson

Sr. Director of A&R

Denny Mosesman

Head of Promotion

Artist Roster:

Rebekah Del Rio

Adam Hughes and Sarah Majors

Georgia Middleman

Blake Shelton

The Roger Springer Band

Christy Sutherland

Clay Walker

The Wilkinsons

Don Williams

LYRIC STREET

824 19th Avenue South
Nashville, TN 37203
(615) 963-4848
(615) 963-4850 Fax

Randy Goodman

President

Dale Turner

VP, Promotion

Kevin Herring

Sr. Director, Promotion

Chris Palmer

Director of Promotion, Northeast

Theresa Durst

Director of Promotion, Southeast

Renee Leymon

Director of Promotion, Midwest

Louis Heidelmeier

Director of Promotion, Southwest

Angela Lange

Director of Promotion, West

Nancy Broadway

Promotion Coordinator

Artist Roster:

John Berry

Sonya Isaacs

Kortney Kayle

She Daisy

Aaron Tippin

Lari White

MCA NASHVILLE

60 Music Square East
Nashville, TN 37203
(615) 880-7300
(615) 880-7425 Fax

Bruce Hinton

Chairman

Tony Brown

President

David Haley

VP, National Promotion

Bill Macky

Director of National Promotion

Pat Payne

Promotion Manager

Tatum Hauck

Promotion Coordinator

Shane Allen

Promotion Assistant

Kimberly Dunn

Gavin Manager

Royce Risser

Director of Regional Promotion,
Northeast

Enzo De Vincenzo

Director of Regional Promotion,
Southwest

Mike Severson

Director of Regional Promotion,
Mid-South

Denise Roberts

Director of Regional Promotion,
West

Louie Newman

Director of Regional Promotion,
Southeast

Rob Ellis

Director of Regional Promotion
Midwest

Artist Roster:

Gary Allan

Tracy Byrd

Mark Chesnutt

Alecia Elliott

Vince Gill

Keith Harling

Reba McEntire

Allison Moorer

Ray Stevens

George Strait

Marty Stuart

Lee Ann Womack

Chely Wright

Trisha Yearwood

MERCURY NASHVILLE

66 Music Square West
Nashville, TN 37203
(615) 320-0110
(615) 329-9619 Fax

Luke Lewis

President

Norbert Nix

VP, National Promotion/Artist
Development

Michael Powers

VP, National Promotion

Pat Surnegie

VP, West Coast Promotion

Chris Stacey

Sr. Director, National

Promotion/Artist Development

John Ettinger

Sr. Director, Midwest Regional
Promotion

Rocco Cosco

Sr. Director, Southeast Regional
Promotion

Chad Schultz

Southwest Regional Promotion
Director

Damon Moberly

Northeast Regional Promotion
Manager

Molly Beebe

Promotion Coordinator

Artist Roster:

Terri Clark

Billy Ray Cyrus

Neal Coty

Tom T. Hall

Eric Heatherly

Toby Keith

Sammy Kershaw

Kathy Mattea

Shane Minor

Kim Richey

Keith Stegall

William Topley

Shania Twain

Mark Wills

MONUMENT RECORDS

34 Music Square East
Nashville, TN 37203
(615) 742-4374
(615) 742-5710 Fax

Allen Butler

President

Jack Lameier

Sr. Vice President Promotion

Larry Pareigis

VP, National Promotion

Bart Allmand

Direction, National Promotion

Tommy Laird

Promotion Coordinator

Bob Reeves

Northeast Promotion Manager

Phil Little

Southeast Promotion Manager

Mike Ring

Southwest Promotion Manager

Pamela Newman

West Coast Promotion Manager

Label personnel are listed as provided by each company.

RECORD LABEL PERSONNEL

Artist Roster:

*Dixie Chicks
Gil Grand
Yankee Grey*

PLATINUM NASHVILLE

1222 16th Avenue South
Nashville, TN 37212
(615) 327-0770
(615) 327-1214 Fax

George Collier

Sr. VP/GM, Country Music

Eddie Mascolo

Sr. VP, Promotions

David Friedman

Manager/National Promotions

Kim Reinbold

Manager/Publicity

Georgia Mock-Bedwell

Mid-Atlantic Regional Promotion

Joe Kelly

Southeast Regional Promotion

David Williams

Southwest Regional Promotion

Liz Morin

Promotion Coordinator

Artist Roster:

*Suzy Bogguss
Bellamy Brothers
T. Graham Brown
Earl Thomas Conley
Ronnie McDowell
The Oak Ridge Boys
Billy Joe Royal
Jo-El Sonnier
Kentucky Headhunters
Eddy Raven*

RCA LABEL GROUP

1400 18th Avenue South
Nashville, TN 37212
(615) 301-4300

Joe Galante

Chairman

Mike Wilson

VP, National Country Promotion

Keith Gale

Director, National Promotion

Cindy Heath

Administrator, National Promotion

Gussie Thomason

Midwest Regional Promotion

Suzette Tucker

Mid-Atlantic Regional Promotion
Manager

Chris DeCarlo

Northeast Regional Promotion
Manager

Sam Harrell

Director, West Coast Promotion

Adrian Michaels

Southwest Regional Promotion
Manager

Dan Nelson

Southeast Regional Promotion
Manager

Artist Roster:

*Alabama
Clint Black
Sara Evans
Andy Griggs
Martina McBride
The Thompson Brothers Band
Jim Lauderdale
Restless Heart*

REPRISE NASHVILLE

20 Music Square East
Nashville, TN 37203
(615) 748-8000
(615) 214-1551 Fax

Jim Ed Norman

President

Bill Mayne

Senior VP/General Manager

Jack Purcell

VP/Promotion

Lisa Andrick

Giant/Reprise Regional (West
Coast)

Todd Cassetty

Giant/Reprise Regional (Northeast)

Celeste Irvin

National Promotion Coordinator

Scott Heuerman

Director of Marketing

John Trapane

Giant/Reprise Regional
(Southwest)

Jean Cashman

Giant/Reprise Regional (Midwest)

Matt Williams

Giant/Reprise Regional (Southeast)

Artist Roster:

*Bill Anderson
Paul Brandt
Claudia Church
Michael Peterson
The Lynns
Randy Scruggs
Dwight Yoakam*

ROUNDER RECORDS

One Camp Street
Cambridge, MA 02140
(617) 354-0700
(615) 491-1970 Fax
Brad Paul
VP of Promotion and Publicity

Artist Roster:

*Rosie Flores
Alison Krauss
Heather Myles*

Step One Records

1300 Division St. #304
Nashville, TN 37203
(615) 255-3009
(615) 255-6282 Fax
(800) 264-2054

Ken Woods

President

Lynn Pennington

Publishing

Leslie Elliott

Account Rep

Wayland Stubblefield

Special Projects

Richard Bartley

Distribution

Artist Roster:

Gene Watson

VIRGIN RECORDS NASHVILLE

48 Music Square East
Nashville, TN 37203
(615) 251-1100
(615) 313-3734 Fax

Scott Hendricks

President

Larry Hughes

VP Promotion

Doug Baker

National Promotion Director/
Southeast Regional Director

Greg Sax

Southwest Regional Director

Tony Benken

Northeast Regional Director

Rhonda Beasley-Christensen

West Coast Regional Director

Joe Devine

Midwest Regional Director

Katharine Chappell

Promotion Coordinator

Artist Roster:

*Julie Reeves
Jerry Kilgore
River Road
Roy D. Mercer*

WARNER BROS. RECORDS

20 Music Square East
Nashville, TN 37203
(615) 255-1555
(615) 214-1475 Fax

Bob Saporiti

Sr. VP/GM

Brad Howell

VP/Promotion

Ken Tucker

National Manager/Southeast
Regional

Rick Henegar

Director of Marketing

Jon Loba

National Promotion Coordinator

Cliff Blake

Northeast Regional

Rowanne McKnight

Southwest Regional

Bruce Adelman

West Coast Regional

Tom Moran

Midwest Regional

Artist Roster:

*David Ball
Chad Brock
Anita Cochran
Chris Cummings
Ilse DeLange
Bill Engvall
Faith Hill
Lace
Ronnie Milsap
James Prosser
Brady Seals
Connie Smith
Karen Staley
Travis Tritt*

Label personnel are listed as provided by each company.

SUPPLIER LISTING

ABC RADIO NETWORKS

Affiliate Relations
FRANK WOODBECK, Vice President
DENISE ROLLING, Director,
24-hour Formats & Small Markets
TODD FOWLER, Director
JO INTERRANTE, Director Communications
13725 Monfort Drive
Dallas, TX 75240
(972) 991-9200
MADELINE LAWRIE, Director
444 Madison Avenue
New York, NY 10022
(212) 735-1700

American Country Countdown with Bob Kingsley

ROBIN RHODES,
National Director, Affiliate Marketing
(972) 448-3376
All programs are produced by
KCCS Productions

WEEKLY SHOW:

American Country Countdown with Bob Kingsley

Radio's #1 countdown. Winner of the Billboard
"Network/ Syndicated Program of the Year:
Country" 12 years running. Bob Kingsley counts
down country music's 40 biggest hits as ranked
by Billboard Magazine.
Length: 4 hours
Terms: barter
Local avails: 24 minutes

DAILY FEATURE:

Bob Kingsley with America's MusicMakers

Exclusive two-minute weekday feature that spot-
lights Country Music's biggest stars who share
personal true-life stories in their own words.
Length: 2 minutes
including network (:30)
Terms: barter

1998 SPECIALS:

Memorial Day Weekend Book of Records

What act has the longest string of #1 singles?
Which artist is the youngest to debut on the
country chart? Who's had the fastest selling album
in Country Music history? ...Bob Kingsley provides
fascinating facts and trivia about Country Music's
biggest stars.
Length: 3 hours
Terms: barter
Local avails: 18 minutes

Labor Day Weekend

Artist Profile, "Brooks & Dunn" As co-headliners
with Reba on the largest grossing tour in Country
Music history, Brooks & Dunn sit down with Bob
Kingsley for an entertaining profile.
Length: 3 hours
Terms: barter
Local avails: 18 minutes

CHRISTMAS

Christmas in America with Bob Kingsley

New for 1998, Bob with his all-star guests will
share heart-warming memories, yuletide cheer
and holiday music to celebrate the season.
Length: 6 hours
Terms: barter
Local avails: 36 minutes

The Year-End Top 100 Produced by Bob Kingsley

1998's 100 biggest chart toppers. A special
7-hour countdown that's perfect for New Year's
and/or New Year's Day.
Length: 7 hours
Terms: barter
Local avails: 42 minutes

NETWORK PROGRAMMING

ABC News Radio

The Best Brand in the Business—where more
Americans get their news with crisis coverage,
newscasts, entertainment news, show prep,
and more.

BERNARD GERSHON, Vice President
CHRIS BERRY, GM, News Radio Ops
MERRILEE COX, GM,
News Programming
STEVE JONES, Director,
News & Entertainment
WAYNE FISK, Director Programming
125 West End Avenue, 6th Floor
New York, New York 10023
(212) 456-7777

NEWS & ENTERTAINMENT SERVICES:

Nashville Notes

Hot music news about Country stars and Country
events weekdays, your pipeline to Nashville,
Text and audio before morning drive.

Nashville Showcase

Top Country artists perform live and introduce their
hits from Nashville for your listeners. Unhosted for
localization. Intimate and memorable via satellite.

Country Heat

Original Country production library.

Show Prep Services

Daily news and entertainment services with a
focus on newsmakers, celebrities, the unusual,
comedy, and music.

Event Coverage

On-scene reports from Country music events—
from Fan Fair to the CMA Awards to Garth in
Central Park.

Holiday Production Packs

Music, thematic, celebrity greetings, TV and
radio drops for major holidays and the year-end.

ABC Newswire

Text service for music stations providing crisis
coverage, national and local news and weather,
entertainment, sports, stocks, and business.

CYNTHIA YOUNG, GM
1717 DeSalles St. NW
Washington DC 20036
(202) 222-6603

24-HOUR FORMATS

DAVE ALLISON
Vice President Operations
(972) 991-9200

Country Coast-To-Coast

Fresh new music and all your favorites hosted by
talent with an upbeat presentation. Lifestyle fea-
tures and ABC News, 24-hour program support
with music and market research. Live 24/7.

Real Country

Top hits from today's "New Traditionalists" mixed
into a heavy rotation of Country hits from the 60s,
70s, and 80s. The presentation is contemporary,
hosted by major market personalities who know
and love the music. Live 24/7.

ABC NEWSWIRE

825 Seventh Avenue, 4th floor
New York, NY 10019
GLENN LEEDER, General Manager
(212) 456-1777

ABC Newswire

A hard copy news and information service
customized for music-intensive and information-
driven radio stations and provides broadcast-ready
new, entertainment, weather crisis coverage,
sports and stocks and business.

SUPPLIER LISTING

ABC 24-Hour Formats
ROBERT HALL, Sr. Vice President
(972) 991-9200

FORMAT SERVICES

Real Country

Produced by the award-winning Buck Owens Production Company of KNIX/Phoenix. Live 24 hours-a-day featuring an adult targeted music mix with the greatest songs from the past to the new traditionalists.

Country Coast-to-Coast

Features an upbeat presentation with contemporary country to all-time favorites, live 24 hours-a-day.

Method of Delivery: satellite.

Flex clock allows customization for local spots, liners, ID's and promos.

AFTERGLOW

2345 Howard
Memphis, TN 38138
DON JOHNSON, Producer/Host
(901) 754-7221
(901) 751-8617 Fax
Email: donafterglow@aol.com
Website: <http://www.afterglow.com>

Afterglow

A weekly half-hour sacred music/talk production featuring a unique blend of traditional and carefully selected contemporary Christian music. Don Johnson blends vocals, instrumentals and choral selections with short vignettes of the music's history and stories illustrating the selections' themes. Show includes a special mix of music that is at home on a variety of stations.

Afterglow Classics

A weekly half-hour sacred music heritage production spotlighting Christian selections taken from the classics and sacred music presented with a classical flair. The historical heritage of the music is shared by host Don Johnson.

AGRINET FARM RADIO

P.O. Box 3810
1500 South Croatan Highway
Kill Devil Hills, NC 27948
BILL RAY, President
GARY GROSS, Director of Operations
JOHN HART, Chief Engineer

LISA RAY, Sales Manager
(919) 480-1372
(919) 480-4655 Fax

Agrinet Farm Reports

Agrinet agricultural news programs are delivered live by satellite to stations across the country. Show anchor is Bill Ray, 33-year voting member of the National Association of Farm Broadcasters (NAFB). Reports include for international, national and state agricultural news, markets and weather.
Method of Delivery: satellite,
Galaxy 4 TR3 CA 84.60
Terms: barter

ALL STAR RADIO

4605 Lankersheim Blvd., #202
N. Hollywood, CA 91602
MERRILL BARR, President
(818) 766-6447
(818) 766-6732 Fax

Mel Blanc's Blankity Blancs

500-unit comedy package starring the late great golden throat legend and an all-star cast of outstanding Hollywood comedy character talents. Contains commercial spoofs, sketches, Hysterical Historical Moments, "Believe It Or Don't," movie and TV show send-ups, drop-ins, a funny soap opera and the legendary "Storylady."

Stevens & Grdnic's

Daily Comedy Exclusive

Weekly topical comedy service which delivers over 1,000 comedy cuts on compact disc. Song parodies, commercial spoofs, TV and movie send-up, popular interactive characters. Plus user-friendly comedy programming elements including comedy jingles, comedy sound effects, music tracks and interactive super lines.

Stevens & Grdnic's

Daily Online Show Prop

10 to 18 pages delivered daily through e-mail. Each distribution includes 20 to 25 one and two liners based on the day's news and written by pro comedy writers who write for standup comics and understand "the art" of the one and two line joke; plus an idea exchange among 400 plus stations on line with us, and the best ideas, information and humor culled from the Internet daily.

The Original Radio Hotline

200 funny phone calls to your DJ's from radio's most memorable characters – and now delivered on two compact discs.

All Star Radio Celebrity Drops

400 celebrity soundbites from radio personality Charlie Tuna's amazing collection. 100 movie and TV stars, 100 music world greats, 100 sports legends, and 100 of the world's most fascinating people – on four CDs. Lead-ins written for local personalities.

All Star Radio Commercial Production Music

Great Music – '60s and '30s...available for qualified stations on barter basis...created fresh every 13 weeks...station owns material when all barter obligations are met - 2,000 cuts!

The Polka Monster

We've transformed 600 power gold country hits into toe-tappin', hand-clappin', rip-snortin' polkas. Funny...makes for a challenging on-air contest... and is a huge seller to local sponsors with a sure fire idea that closes them fast. About 30 seconds long and delivered on CD. Update tape based on current hits sent monthly.

THE AMERICAN COMEDY NETWORK

90 River Street
Milford, CT 06460
LARRY GARINGER, Creative director
ADRIENNE MUNOS, Sales goddess
(203) 877-8210
(203) 877-8242 Fax
E-Mail: HtmlResAnchor.acn@futuris.net
E-Mail: Adrienne@americancomedynetwork.com
Website: americancomedynetwork.com

Weekly Comedy Service

National Features Service & PDQ

Fake commercials, song parodies, interactives, serials, music beds and custom IDs, drop-ins, daily prep on Internet & World Wide Web.

Terms: cash and barter

Method of Delivery: CD, satellite, & website.

BROADCAST PROGRAMMING

2211 Fifth Avenue
Seattle, WA 98121
EDITH HILLIARD, President/GM
JIM LAMARCA, VP/Sales
WALTER POWERS, VP/Programming
L.J. SMITH, Programming Manager/Consultant

SUPPLIER LISTING

KEN MOULTRIE, Consultant
(206) 728-2741
(800) 426-9082
(206) 441-6582 Fax
<http://www.bpradio.com>

Full service Country radio consulting and format programming services, including digital systems, voicetracking, hour-by-hour music logs, format music libraries and updates.

FULL-SERVICE COUNTRY FORMATS

Digital Country

Mainstream format targeted 25-54.

New Country

Current and recent hits, targeted 21-44.

Pure Country

50% traditional gold hits, 50% recurrences, targeted 35+.

Super Country

Maximum variety mainstream format.

Natural Sound

Country/AC mix, targeted 25-54.

BYRD AND BLOCK PRODUCTIONS

P.O. Box 2203
Austin, TX 78768
MIKE RHODES, Station Relations
(512) 477-4441
(512) 477-4474 Fax

Earth & Sky

Earth & Sky talks about the natural world and answers the questions that people have about the wonders of nature. The show is heard 365 days a year. Earth & Sky is the most popular short-format science series in the country, and for good reason — people love us.

Length: 90 seconds

Price/barter: free

Method of Delivery: monthly on CD

DANA MILLER ENTERTAINMENT

23730 Malibu Road
Malibu, CA 90265
(310) 456-7879
(310) 456-0611 Fax

For information regarding programming, call:
SANDY YOUNG/VP, Affiliate Relations

Bi-monthly Programming Countryline USA

Interview and music intense, this 2-hour show, hosted by Dana Miller, explores the music and lives of some of country's greatest performers. *Barter /6 avails local per hour* Delivered on CD *Bi-monthly, 2nd and 4th broadcast week of every month Broadcast window-Monday thru Friday 6 A.M. to 12 midnight.*

Daily Programming Country News

Two 2-minute features a day. Artist actualities. All the gossip, news and views from the artists themselves. Hosted by Dana Miller. *Barter/spots self-contained* Delivered on CD *Two shows daily, Monday thru Sunday 6 A.M. to 12 midnight.*

EVENTIDE

2345 Howard
Memphis, TN 38138
DON JOHNSON, Producer/Host
(901) 754-7221
(901) 751-8617 Fax
Email: donafterglow@aol.com
Website: <http://www.afterglow.com>

Eventide

Uninterrupted music series ideal for use as a music format. Special blend of traditional and contemporary Christian music sets this series apart. *Available on CD in one hour time blocks.*

FAMILYNET BROADCAST COMMUNICATIONS GROUP

6350 West Freeway
Fort Worth, TX 76116-4611
LISA YOUNG, Radio Marketing
DONNA SENN, Distribution Coordinator
KIRK TEEGARDEN, Producer
(800) 266-1837 or
(817) 737-4011
(817) 737-7863 Fax

Weekly Program Country Crossroads

30-minute weekly program. Host Bill Mack interviews artists and plays country hits. *Terms: public service, no barter, no contract, no fees, absolutely free* *Method of delivery: CD*

FAR WEST COMMUNICATIONS

2708 Foothill Boulevard, Suite 2000
La Crescenta, CA 91214-3516
Paul Ward, President
Robert J. Massopust, Operations Manager
Skip Joeckel, Sales Director
Ron Blassnig, Director of Engineering
(818) 248-2400
(818) 248-2596 Fax
E-mail: farwestinc@aol.com

Services

True Country

America's original and best traditional country format with 1,400 songs in five categories, spanning the late forties through today.

True Country II

Current/recurrent intensive traditional country, with oldies from mid-seventies forward. Focuses on today's traditional country, with no crossover artists. *Method of Delivery: Analog tape, DAT cassette or CD for automation or live assist.*

FOCUS ON THE FAMILY BROADCASTING

8605 Explorer Drive
Colorado Springs, CO 80920
Paul Batura
Representative: Briargate Media
(719) 631-3309
(719) 631-3302 Fax

Focus on the Family Commentary

Daily commentaries featuring the insight and wisdom of psychologist and best-selling author, Dr. James Dobson. These features are designed to help deal with relationships within the family unit. *Length: 90 seconds* *Terms: barter*

Holiday Specials

Focus on the Family offers a variety of long and short form programming for the holidays. From :60 spot series for Valentine's Day to multi-hour music specials featuring such artists as Paul Overstreet and others.

Radio Magazine

A weekly 1-hour dose of practical advice and encouragement from America's foremost authority on the family, Dr. James Dobson.

SUPPLIER LISTING

This is an in-depth analysis of day-to-day issues facing your listeners' families. It tackles hard questions and offers sensible "how-to" answers for building stronger, healthier relationships.

GEISLER RADIO

P.O. Box 28
Columbus, TX 78934
CARL GEISLER, Owner/Producer
(409) 732-8124
(409) 733-0933
E-mail: geisradio@aol.com

Weekly Feature Country Conversation

Interviews/music U.S. and foreign distribution
Length: 1 hour
Terms: barter
6 minutes local avails
Method of delivery: CD

Programming consultant
Classic Country format

HEIL ENTERPRISES

P.O. Box 1372
Lancaster, PA 17608-1372
PAUL HEIL, Executive Producer
MARK FLANAGAN, Director of Station Services
(717) 898-9100
(717) 898-6600 Fax
Website: www.thegospelgreats.com

Weekly Show

The Gospel Greats

Weekly two-hour Southern Gospel music and features program, including artist interview clips, monthly countdown, music news update, etc. Seasonal specials included.
Method of Delivery: CD

Special Shows

A Gospel Christmas

Two-hour Christmas special featuring Southern Gospel Christmas music and artist interview clips. New production each year.
Method of Delivery: CD

Gospel Year in Review

Annual two-hour or four-hour countdown for end-of-year use of the year's top Southern gospel songs, interviews with all included artists, recap of year's Gospel music news highlights, etc.
Method of Delivery: CD

HUNTSMAN ENTERTAINMENT INC.

1100 16th Avenue South
Nashville, TN 37212
RON HUNTSMAN, President
TOM SAMORAY, Affiliates Manager
(615) 255-1100
(615) 255-1107 Fax
Website: www.huntsmanEnt.com

Country Hit Makers

Weekly two-hour music and lifestyle magazine show. Top hits, behind the scenes interviews, segment features i.e., NASCAR On Tour with Superstar Profiles, etc. Hosted by Hoss Burns.

Live From Nashville!

The original multi-station remote from Music City USA during the summer Fan Fair and the Fall Awards Week. Limited, very exclusive attended by top stars. Sets you apart from the others. No barter spots required. Network feed available.

The Artist Clip and Station Liner Service

Weekly custom CD with hot topical artists comments. Some instant ISDN feeds. The mother of all clip services!

Christmas On Music Row

Now 18-hours of the hottest Christmas music updated for '99. Over 160 songs and 60 artists' Christmas vignettes on CD with room for localization with Santa reports, sponsor greetings, etc. Country's most used package.

Hoss Burns Liner Service

One of country radio's greatest and most nominated voices can be your station liner voice. Monthly retainer on per track packages.

Honky Tonk Sundays

KMPS Morning man Ichabod Caine talks with mainstream country stars about how their "faith" has influenced their lives. It's a positive and deliberately up-tempo, hit-driven, one-hour show full of great hits and good news. Includes Shania Twain, LeAnn Rimes, Toby Keith, etc.

Name That Song

Fast, easy, simple and holds listeners. A complete kit - good sales tool as well as programming.

Live From Music Row

Broadcast your show live from the Huntsman Entertainment studios on historical Music Row - any day of the year!

IN-FISHERMAN RADIO

Two In-Fisherman Drive
Brainerd, MN 56425
JIM O'ROURKE, Director
SHERRY FUHRMANN, Coordinator
(218) 825-2546
(218) 829-3091 Fax
Website: www.in-fisherman.com

Daily Show (Mon. - Sat.)

In-Fisherman Radio

3 minutes; "How to" tips for anglers. Guests include top professional and instructors in the US. 4 regional editions; North, South, West, and Northeast.

Terms: barter

Method of Delivery: stereo cassette

Local Avails: local sponsor

Break in each show

Also available: 60 second tips on CD

INTERSTATE RADIO NETWORK

14 Music Circle East
Nashville, TN 37203
SUSAN LUCCHESI, General Manager
BILLY SHEARS, Program Director
(615) 255-2800
(615) 255-7300 Fax

Nightly Show: 56 hours/week

Contemporary country music, entertainment and information program broadcast live in all time zones, overnight - every' night! Hosted by Keith Bilbry from our Opryland Hotel studios and Marcia Campbell from our Music Row studios; program includes national and regional weather forecasts from our in-studio meteorologist, sports-updates, national headline news, the "Nashville Hotline" artist profile, and nationwide toll-free number for requests and dedications. Heard on WSM-Nashville, WWVA-Wheeling, KTNN-Gallup, and other great stations coast-to-coast.

Terms: barter in all markets

Local Avails: 7 minutes per hour plus top of hour news block (total 12 minutes). Locals avails covered. Tones delivered for automation.

Method of Delivery: via Galaxy VI

Clearance: available mid-8 A.M. Eastern

THE INTERVIEW FACTORY

P.O. Box 616
Van Nuys, CA 91408
(818) 988-2045
(818) 787-5653 Fax
e-mail: interviewfactory@juno.com

SUPPLIER LISTING

6,000+ interactive celebrity interviews—from Clint, Reba, and Garth, to Loretta, Conway and Merle! Huge country audio library, plus liners (custom and generic), holiday greetings and memories, etc. Interviews with actors and stars in other musical formats as well.

JONES RADIO NETWORK

8200 South Akron Street, Suite 103
Englewood, CO 80112
Phil Barry
VP/General Manager
Michael Henderson
VP Affiliate Sales
Michele Tharp
Marketing Manager
Shelly Trainor
Meetings & Events Planner
(303) 784-8700
(303) 784-8612 Fax

Jones Radio Network is the nation's largest provider of live, 24-hour, satellite delivered formats. With over 2,300 affiliate radio stations nationwide, JRN offers: Classic Hit Country, JRN Rock Classics, U.S. Country, CD Country, Adult Hit Radio, Soft Hits, Good Time Oldies, NAC, Music of Your Life, Z Spanish, La Buena and La Bonita. Jones Radio Network is also the exclusive distributor of The Crook & Chase Country Countdown, The Crook & Chase Minute, The Crook and Chase CenterStage Specials, Nashville Nights, The Jimmy Carter Entertainment Report, The Jimmy Carter Minute, Country's Most Wanted, Country Mailbag, Pure Country, and Outdoor Life Radio.

Formats

U.S. Country

Distributor: Jones Radio Network
(303) 784-8700
Operations Manager:
PENNY MITCHELL
VP Affiliate Sales:
MICHAEL HENDERSON

More radio stations have affiliated with U.S. Country than any other country music format in the United States, making this the largest country radio network anywhere. U.S. Country's innovated programming features high-energy segments, great music and attention-grabbing shows such as the "Weekly Top Ten Countdown" with Joani Williams and Penny Mitchell's fascinating interviews with today's biggest stars. With U.S. Country, listeners

get the hottest new country music mixed with all-time country favorites.

CD Country

Distributor: Jones Radio Network
(303) 784-8700
Operations Manager: JOHN HENDRICKS
VP Affiliate Sales: MICHAEL HENDERSON

CD Country is America's new country music leader! CD Country gives radio a special dimension with established, veteran personalities who create a trust-bond with their listeners. On this platform, CD Country's Denver studios are a frequent stop for the format's top stars. Spontaneous live, in-studio acoustic performances give listeners a special connection with the music they love and the people who create it.

Classic Hit Country

Distributor: Jones Radio Network
(303) 784-8700
Operations Manager: LEW JONES
VP Affiliate Sales: MICHAEL HENDERSON

Classic Hit Country is America's first 24-hour network, playing the music that today's contemporary country stations have forgotten. Concentrating on the songs and stars that made country the nation's #1 radio format, Classic Hit Country focuses on the biggest songs and artists from the 70s and 80s. Classic Hit Country delivers skillfully blended hit songs and topical, friendly on-air personalities who are passionate about the artists and their music.

Nashville Nights

Distributor: Jones Radio Network
(303) 784-8700
Hosted By: Dallas Turner & Marty McFly
VP Affiliate Sales: MICHAEL HENDERSON

Nashville Nights is the only live syndicated show broadcast from Nashville, Monday—Friday, 7 P.M.—12 midnight. Nashville Nights brings your listeners the biggest names in country music, live in-studio acoustic performances, exciting promotions and major contests with the stars. Nashville Nights is designed to maximize your night time listening and recycle your listeners into AM drive.

The Jimmy Carter Entertainment Report

Distributor: Jones Radio Network
(303) 784-8700
Host: Jimmy Carter
VP Affiliate Sales: MICHAEL HENDERSON

Jimmy Carter interacts with your morning team and brings your listeners up-to-the-minute country entertainment news with his unique brand of humor. The Jimmy Carter Entertainment Report gives an inside contact in Nashville and Hollywood. The Jimmy Carter Entertainment Report offers live call-ins, custom reports, custom promos and is available Monday-Friday.

The Crook and Chase Country Countdown

Distributor: Jones Radio Network
(303) 784-8700
Hosts: Lorianne Crook & Charlie Chase
Producer: Jim Owens Radio
VP Affiliate Sales: MICHAEL HENDERSON

With more than 500 radio stations across the United States and Canada, The Crook & Chase Country Countdown is America's hottest weekend country music show. Featuring celebrity hosts Lorianne Crook and Charlie Chase, the Crook & Chase Country Countdown gives you and your listeners the world's biggest country stars and the week's biggest country hits!

Outdoor Life Radio

Distributor: Jones Radio Network
(303) 784-8700
Host: Scott Linden
VP Affiliate Sales: MICHAEL HENDERSON

Outdoor Life Radio provides every listener with informative tips and techniques on free-time activities such as camping, hiking, fishing, wildlife watching, boating, winter sports, RV travel, hunting, mountain biking, outdoor fitness, and natural history. This fast-paced, one minute program satisfies your listener's desire for the outdoors with "in-field" sound and the wit of award-winning outdoor writer, Scott Linden. Outdoor Life Radio is entertaining, relevant, and informative.

Country's Most Wanted

Distributor: Jones Radio Network
(303) 784-8700
Host: Bill Cody & Amy Harper
VP Affiliate Sales: MICHAEL HENDERSON

Hosts Bill Cody and Amy Harper, the very popular and entertaining morning show from Nashville 95 WSM-FM, bring the biggest and hottest country artists into the studio for exclusive acoustic performances and interviews directly from Music City. Bill and Amy know just about everyone in

SUPPLIER LISTING

Nashville, so you never know who's going to drop by! Mystery guests and artist call-ins from the road complement this fast-moving weekly two-hour show.

Country Mailbag

Distributor: Jones Radio Network
(303) 784-8700
VP Affiliate Sales: MICHAEL HENDERSON

This one minute feature where the artists themselves host each individual weekday program, answering your listeners' questions in a relaxed, comfortable and unrehearsed style. A great benchmark program to generate repeat tune-in and a great lead-in to a current or recurrent by that day's featured artist.

Pure Country

Distributor: Jones Radio Network
(303) 784-8700
VP Affiliate Sales: MICHAEL HENDERSON

All the topical information your station needs for its morning show and all later shifts – faxed bright and early before your AM show hits the air every weekday. Includes info on the Artist of the Day, TV Previews, Battles of the Sexes, contesting tips to get your phones ringing, and all the up-to-the-minute news that the country listener wants to hear – written in Knoxville, TN in ready-to-read form.

KRIS STEVENS ENTERPRISES

5010 N. Parkway Calabasas Rd. (#202)
Calabasas, CA 91302
KRIS ERIK STEVENS, President
(800) 231-6100
(818) 225-7585
(818) 225-8485 Fax
(818) 990-KRIS Demo Line

Kris Erik Stevens is the distinctive image voice of leading TV and radio stations nationwide. His exceptional voice imagery is already heard on many of America's leading country music stations. Same day delivery services available via ISDN digital connection. KSE also offers "Christmas In The Country," a 12-hour radio program special featuring kids, comedy, features, vignettes, and the greatest Christmas country music of all time. Available on CD. Market exclusive. Call for rates and information.

MEDIA AMERICA

11 West 42nd Street
New York, NY 10036
FRANK DESANTIS,
VP/Programming & Affiliate Relations
BARBARA SILBER,
Director Affiliate Relations
ROB DRUCKER,
Director Affiliate Relations
(212) 302-1100
(212) 302-6024 Fax

BDS/Preferred Data

BDS/PD is the most comprehensive and accurate music monitoring system available to country programmers. The PD software brings the digital technology and accuracy of the BDS system directly to the user's computer 7 days a week, 24 hours a day. All country BDS stations are available in the database. Clients may create custom reports from the comfort and convenience of their own computers. BDS/PD provides the ability to obtain complete 24-hour music logs as well as daily and weekly comparisons in a matter of minutes. Playlists are available as quickly as next-day in most cases.

Terms: barter

Method of Delivery: Internet Server

Country's Most Wanted

New hosts Bill Cody and Crew, the very popular and entertaining morning show from Nashville 95 WSM-FM, bring the biggest and hottest country artists into the studio for exclusive acoustic performances and interviews directly from Music City. Bill Cody knows just about everyone in Nashville from his work in Country radio and on TNN, so you never know who's going to drop by! Mystery guests and artist call-ins from the road complement this fast-moving weekly two-hour show.

Terms: barter

Delivery: CD

The Weekly Top 30

Charlie Tuna, the only syndicated country personality to have his own star on the Hollywood Walk of Fame, brings listeners three hours of celebrity interviews, country news, and "Tuna's Tabloid" – as well as the 30 biggest hits at WT30 extras – every week. Additionally, stations receive custom promos voiced by the legendary Charlie Tuna!

Terms: barter

Delivery: CD

MEDIATRACTS COMMUNICATIONS

2250 E. Devon Avenue, #150
Des Plaines, IL 60018
REED PENCE
Vice President-Programming
GENE STERN, Affiliate Relations
(847) 299-9500
(847) 299-9501 Fax

Weekly Public Affairs Radio Health Journal

Award-winning weekly 28-minute radio magazine of in-depth public affairs that satisfies local compliancy issues in an inventive way. Every show explores major issues with the national newsmakers whose decisions affect millions. Healthcare is examined from the perspective of the economy, government reform, consumerism, education urban/rural issues, safety, and more. Highly produced in documentary style and delivered biweekly.

Terms: barter basis – 4 national minutes within the show, 2 minutes available for local sale.

Method of Delivery: CD

Daily Feature HealthSense Radio

Five completely self-contained 60-second pieces weekly. Each day, HealthSense Radio brings your audience lively health tips and practical news everyone can use! Its upbeat, timely, and listener-friendly format features America's foremost health experts and the latest developments in medical research.

Terms: free upon receipt of contract.

Method of Delivery: CD

MJI BROADCASTING, INC.

1290 Avenue of the Americas (6th Floor)
New York, NY 10104
Programming Services:
JOSHUA FEIGENBAUM, President
JULIE TALBOTT, COO
JENNIFER LEIMGRUBER, VP, Affiliate Relations
(212) 245-5010
(212) 586-1090 Fax
6503101773 Telex

WEEKLY SHOWS

Ask The Stars

Listeners can call an 800 number and ask their favorite country star a question. Artist

SUPPLIER LISTING

actualities are supplied to provide the answers to the questions.

Length: short form

Terms: barter

Sponsorship: 60 seconds per show

Method of Delivery: CD

Country Funnies

Host: Personalized by local station personnel
A comedy service that exclusively features country comedians (such as Jeff Foxworthy and Brett Butler).

Length: short form/weekly

Terms: barter

Sponsorship: 5 minutes per week

Method of Delivery: CD

Country Today Fax

The leading morning fax and satellite actuality service covering the world of country music. This service allows each station to customize the music news and interviews for their listening audience.

Length: audio bites vary/daily

Terms: barter

Sponsorship: 5 minutes per week

Method of Delivery: fax and satellite

Country Quiz

Host: Dan Taylor

A trivia program focusing on country music and its artists. Weekly prizes provided to qualifying stations. Available as both a hosted and unhosted feature.

Length: 1 minute 10 times

Terms: barter

Sponsorship: 1 minute per quiz

Method of Delivery: reel to reel

SPECIALS

The CMA Awards

Exclusive coverage of the Country Music Association Awards including press conference, pre-show specials, daily drop-ins, Nashville multi-station remote, TV simulcast and LIVE post-show from backstage at the Awards.

Length: 2 hour pre-awards special; 1 hour post-show

Terms: barter

Method of Delivery: CD; satellite

Celebrity Country Quiz

A daily country music trivia show, complete with turn-key pricing and promotions for country radio.

Length: Short form/daily

Price: Barter, 7 minutes per week

Method of delivery: CD

CountryNow.com

A daily music new and entertainment Web programming service for country radio. Features include fansites, a CD spotlight, artist profiles, concert news, a living section and links to full stories on the Net.

Price: Barter, 10 minutes per week

MORNING SIDEKICK

8 Federal Blvd.

Denver, CO 80219

(303) 727-9111

(303) 727-9555 Fax

Morning Sidekick

Pre-produced parodies, songs, characters, movie-TV drops, weekly, delivered on CD. Plus The Funny Pages, daily jokes and show prep, via e-mail or web site. Free sample month.

MRN RADIO

1801 W. International Speedway Blvd.

Daytona Beach, FL 32114

DAVID HYATT, General Manager

CHERYL MARZELLO, Director of Affiliates

(904) 947-6400

(904) 947-6716 Fax

Live broadcasts of NASCAR stock car racing, America's most popular form of motor sports, plus related programming.

Weekly Programs:

NASCAR Winston Cup Series, NASCAR Busch Series, and NASCAR Craftsman Truck Series flag-to-flag racing coverage.

Average broadcast length

3-1/2 hours.

Monday Morning Race Break, a two-minute feature for play-back in Monday morning drive will recap the previous weekend's race results.

NASCAR Live, a weekly one-hour telephone talk show on NASCAR stock car racing every Tuesday night at 7:00 P.M. eastern, hosted by Eli Gold.

Bud Pole Updates, coverage of NASCAR Winston Cup first round qualifying condensed into 1-1/2 and 2 minute updates.

Daily Programs

NASCAR Today

a five minute update on the latest news from racing's most popular circuits, Monday through Friday afternoons, hosted by Joe Moore.

Ned Jarrett's World of Racing

a 2-1/2 minute daily commentary on NASCAR, racing, Monday through Friday mornings, hosted by two time NASCAR driving champion, Ned Jarrett.

NASCAR Garage

a 2-1/2 minute daily car care tip program hosted by NASCAR Winston Cup Series Director, Gary Nelson.

Method of delivery for all events and programming: satellite. Call for information.

MUSIC DIRECTOR PROGRAMMING SERVICE

P.O. Box 51978

Indian Orchard, MA 01151-5978

BUDD CLAIN, General Manager

(413) 783-4626

(413) 783-3168 Fax

MUSIC SERVICES

Country Gold Oldies Library

Contains over 2,300 country hits from 1950 thru 1992.

Today's Country CD Library

Features over 800 recent country hits. Custom Country Oldies: We can custom many country oldies from our extensive library. Send us your "want-list" for a quick price quote.

Method of Delivery: reel-to-reel, DAT (Digital Audio Tape) or CD

Country Books

Top country singles 1944-1997, published by Record Research, Inc., written by Joel Whitburn. This book lists every country single to hit Billboard's Country chart. Loaded with artist bios, birthdays, and much more.

NASCAR COUNTRY

301 East Blvd.

Charlotte, NC 28203

JOHNNY JACOBS, Sales

Debbi Crisp, Syndication

(704) 376-0075

(704) 376-2003 Fax

SUPPLIER LISTING

Exclusive NASCAR Licensed two-hour weekend program. Two guest interviews weekly with a NASCAR star and a guest artist. Co-hosted by WSM's Cathy Martindale and Nashville Insider Al Wyntor. Supported with at track information and interviews by Winston Cup Champion Crew Chief Jeff Hammond. Music intensive with a minimum of 11 cuts per hour. CD delivered Friday morning 52 weeks a year.

New Country Thunder 120 second daily vignette (Monday-Friday) including national 30, features NASCAR insider information and gossip.

Both available on barter.

ON AIR WORLDWIDE MEDIA

2926 Main Street, Suite 123
Santa Monica, CA 90405
Bill Stolier, President
(310) 392-5573
(310) 396-7912 Fax
e-mail: onairwww@sprynet.com

Program

Country Mailbag

Country music's biggest stars host this daily (M-F) feature by reading and responding to questions from their fans.

ONE-ON-ONE SPORTS RADIO NETWORK

1935 Techny Road, Suite 18
Northbrook, IL 60062
CHRIST BRENNAN, Chairman/President/CEO
JOHN DRAIN, Chief Financial Officer
CHUCK DUNCAN, Executive Vice President,
Director of Affiliate Relations
BILL PETERSON, Executive Vice President,
Director of Sales
RICH BONN, Vice President,
Director of Programming
CAROLYN PHILLIPS, Vice President,
Director of Market
SCOTT CLIFTON, Director of Engineering
(847) 509-1661
(847) 509-1667 Fax

The nation's largest 24-hour, live SportsTalk radio network offering personality-based weekday programming and information-driven weekend programming, including University of Michigan Football and Players INC Radio.

PREMIERE RADIO NETWORKS

15260 Ventura Blvd., Suite 500
Sherman Oaks, CA 91403
TIM KELLY, President/Director of Programming
Country Division:
JIM RONDEAU, Program Director
MANDY MCCORMACK, Music Director
(818) 377-5300
(818) 377-5333 Fax

After Midnite with Blair Garner

The originator of the "overnight revolution." After Midnite's features today's hottest country music, listener interaction, and interviews with Hollywood's biggest names. Produced LIVE every night!

Method of delivery: Digital satellite
Length: 6 hours (midnight-six Monday-Saturday)
Terms: barter

The Country Chart with Blair Garner

Blair Garner counts down the top 30 hottest country songs on the charts in a format that sounds as live and compelling as the rest of your station. Includes artist interviews, live performances and calls from your listeners.

Method of delivery: CD
Length: 3 hours
Terms: barter

Boot Scoot'n' Party'n Nights

America's Largest Coast to Coast Party! Hollywood Harrison takes listener calls, plays the best of today's country and chats with the artists that make the music. It's country radio's most entertaining way to spend a weekend night!

Method of Delivery: digital satellite or CD
Length: 6 hours (Live 7 P.M.-1 A.M. Saturdays)
Terms: barter

On the Weekend

America's top personalities keep your station sounding fresh "On The Weekend". An entire weekend line-up featuring Whitney Allen, Jim Rondeau and Steve Casey playing great country music, interviewing top celebrities and interacting live with listeners.

Method of Delivery: digital satellite
Length: all weekend
Terms: barter

Big Bang Concert Series

The top artists in country music captured in exclusive concert appearances month after month. Your station is the venue for the performers your listeners most want to hear!

Method of delivery: CD
Length: 2 Hours
Terms: barter

Country Comedy

The most creative comedy assembly in America writes with your country audience in mind! You get topical bits, jokes, parodies and conversation-starters you can really use on your morning show or any time of the day.
Terms: barter

PRO RODEO NEWS NETWORK

P.O. Box 1272
Pendleton, OR 97801
BUTCH THURMAN, Host
(541) 276-8233
(541) 278-2891 Fax

Weekly Feature

Wrangler Pro Rodeo Report
Interviews/news from professional rodeo.
Length: 4-1/2 minutes weekly
Terms: barter with local avail

Wrangler Pro Rodeo Update

Length: 2-1/2 minutes weekly
Terms: barter with local available

Additional Programming Countdown to NFR

5-part daily series December 6-10
Length: 2-1/2 minutes
Terms: barter

NFR Report/Update

News from National Finals Rodeo in Las Vegas
Length: 4 min. or 2 min. daily
December 11th - 20th.
Terms: barter

Programs sponsored by Wrangler Jeans and Shirts with attractive co-op plan.

RAY COMMUNICATIONS/ RAY SPORTS NETWORK

P.O. Box 3810
1500 South Croatan Highway
Kill Devil Hills, NC 27948
BILL RAY, President
(919) 480-1372
(919) 480-4655 Fax

SUPPLIER LISTING

Atlantic Sports Reports

Ray Sports goes behind the scenes from the race track to the locker room. Sports Director Gem Meyer emphasizes in his reports what's being discussed around the coffee machine; what team is hot in NASCAR and why; who is going to be the next superstar driver; etc. Pick up "inside" sports information not heard anywhere else.

Method of Delivery: satellite.

Four times daily – 7:20 & 8:20 A.M., 4:20 & 5:20 P.M. (Eastern)

"THE ROAD GANG" RADIO NETWORK

14 Music Circle East
Nashville, TN 37203
SUSAN LUCCHESI, General Manager
DAVE NEMO
Program Director/Show Host
(615) 742-0208
(615) 742-0230 Fax

Nightly Show The Road Gang

Overnight. Live in all time zones. Country music and entertainment. Hosted by Dave Nemo, celebrating his 27th anniversary as host of the show. Dave is a legend in overnight radio, and "The Road Gang" is personality plus! Nationwide toll-free phone number for requests and dedications. Heard on great radio stations like WWL-New Orleans, WWKB-Buffalo, and WLAC-Nashville. Program attracts truckers, third-shift workers, and night owls.

Terms: barter in all markets.

Local Avails: minimum six minutes per hour. Local avails covered. Tones delivered for automation.

Delivery: via Galaxy VI

Clearance: available 1-6 A.M. Eastern, mid-night-5 A.M. Central/Mountain/Pacific time

SFX RADIO NETWORK

116 East 27th Street
New York, NY 10016
(212) 679-3200
(212) 679-3310 Fax
209 10th Avenue South (#521)
Nashville, TN 37203
(615) 251-9737
(615) 251-9116 Fax
TED UTZ, Executive Vice President/
General Manager
ROSEMARY YOUNG, Director of
Country Programming

LINDA FULLER, Senior Producer
JIM BLYGH, Managing Director of
Affiliate Relations

Daily Services

Country Kickers

Show prep service which includes special features on country stars, country news, comedy, phone bits, topical information and parodies.

Terms: barter

Method of Delivery: satellite/fax

Monthly Specials

World Premiere

Host: various

A showcase for the new album releases from today's hottest stars featuring an in-depth conversation with the artist about the making of the album, their lives and their music. The show also spotlights some of the artist's biggest hits from previous releases.

Terms: barter

Method of Delivery: satellite, CD

Country 10

Country artists share their heart-warming stories in various specials celebrating ten holidays throughout the year.

SFX Radio Network is proud to produce a variety of other specials throughout the year including "Country Platinum."

SW NETWORKS A SONY MUSIC ENTERTAINMENT CO.

1370 Avenue of the Americas, 24th Floor
New York, NY 10019

JOHN LOSCALZO

VP of Programming

RON RIVLIN

Senior Director, Affiliate Marketing

(212) 833-5400

(212) 833-4994 Fax

(Affiliate Marketing)

(212) 833-5438 Fax

(Programming)

SW's Country Network

Daily service package featuring country show prep text material (topical music, entertainment and lifestyle news, thought starters); country music news, entertainment news, movie clips audio bits, quick-read bios.

USA RADIO NETWORK

2290 Springlake Road (#107)

Dallas, TX 75234

TOM TRADUP

Vice President/General Manager

(972) 484-3900

(972) 241-6826 Fax

USA Radio Network News

Top Of The Hour News, USA Newsbreak on the half-hour, Sports, Business Updates, Market Wrap, Presidential News Conferences & Weekly Radio Address, Republican Responses, Election Updates and special features/bulletins.

DayBreak USA

America's fastest-growing national morning magazine program for adults 25-54, featuring live Newsmaker Interviews, tips on stretching your dollars and raising your kids, Hollywood updates, and no "blue" or "shock" humor. Al Lerner & Richard Stevens co-host.

Monday-Friday, 5 P.M.-10 A.M. (Eastern)

100% barter.

USA Radio Daily

Fast-paced, two-way conversation with Jack Christy live from USA Radio's Los Angeles studios as top-name guests and major issues are grilled by Jack's coast-to-coast audience.

Monday-Friday, 10 P.M.-1 P.M. (Eastern)

100% barter.

Point of View

America's original conservative radio forum (now in its 25th year) Point of View features nationally-known author/lecturer Marlin Maddoux presiding over an in-studio roundtable of experts for no-holds-barred discussions of today's hottest issues.

Monday-Friday, 2 P.M.-4 P.M. (Eastern)

100% barter.

USA @ NITE with Chris Myers

Chris presides over America's "Electronic Town Hall" with a fresh, new alternative to taped reruns and All-Night UFO Parties. Informative, lively, and fun, Chris Myers dissects today's top news and previews tomorrow morning's headlines.

Monday-Friday, 1 P.M.-5 A.M. (Eastern)

100% barter.

SUPPLIER LISTING

Your Health Matters

Nutrition made simple! USA's Doug Kaufmann makes even the most complex health topics easy to understand. Trends in nutrition, health, exercise are all featured weekly, with listener call-ins. *Saturday, 8-10 A.M. (Eastern)*
100% barter.

Ron Seggi Live From Universal Studios Florida

USA's Ron Seggi (a former Grammy nominee himself) taps his Rolodex of top celebrity guests each week for live interviews, listener call-ins and the latest news from Hollywood, Las Vegas, and New York...from USA's studios at Universal Studios Florida. Check it out!
Saturday, 2 P.M.-4 P.M. (Eastern)
100% barter.

UNITED STATIONS RADIO NETWORKS

25 West 45th Street, 11th Floor
New York, NY 10036
NICK VERBITSKY
CHARLIE COLOMBO
ANDY DENEMARK
ROB PIERCE
(212) 869-1111
(212) 869-1115 Fax

Super country with Ben and Brian

Ben and Brian bring their very contemporary and somewhat irreverent point of view direct mornings at KMLE-108 in Phoenix to this weekly collection of country's biggest hits. Comedic segments, character voices and song parodies are combined with artist interviews and reports directly from Music Row to make this the liveliest weekly rundown of country music on the air.
Terms: barter
Method of Delivery: CD

Custom Country Music Revue

An un-hosted version of the above show. Same content, we provide the script, you plug in the host.
Terms: barter
Method of Delivery: workparts on CD

American Christian Music Revue (ACMR)

An unparalleled mix of Christian songs for country radio. The perfect blend of great music and wholesome values for your Sunday morning programming.

The Road

The show that set the standard for live performances of country hits on the radio. The Road delivers exclusive live performances captured in concept each week along with the artist insights about their music.
Terms: barter.
Method of Delivery: CD

Thunder Road

A hot mix of current and re-current country hits along with in-depth coverage of the Winston Cup Motor Sports Circuit. Drivers and country stars share the microphone on this up-tempo program designed as the perfect lead-in to this week's race on your country station.
Terms: barter.
Method of Delivery: CD

Country Giants

Eight star-studded biographical salutes to Country Music's reigning superstars. Each monthly installment will feature in-depth interviews with the stars themselves, plus the perspectives of major country stars. Then in October (for Country Music Month) we'll present a modular eight-hour recap of "The Giants of the Decade."
Terms: barter.
Method of Delivery: CD

Morning Show Comedy Services Country Comedy Jamboree

A complete original comedy service including song parodies, character bits and spoof commercials geared specifically for country music stations.
Terms: barter.
Method of Delivery: tape

Prime Cuts Comedy

The top names in stand-up comedy captured in front of live audiences.
Terms: barter
Method of Delivery: CD

AccuWeather Forecasts

The nation's leading weather service can be yours.
Terms: barter.
Method of Delivery: ISDN

WESTWOOD ONE RADIO NETWORKS

1675 Broadway (17th Flr)
New York, NY 10036
9540 Washington Blvd.
Culver City, CA 90232
JOEL HOLLANDER, President and CEO

ED SALAMON, President/Programming
LIZ LAUD, VP/Affiliate Relations
NICK KIERNAN, Sr. VP/Affiliate Relations
(310) 204-5000
PEGGY BELDEN, Executive VP/Director of Sales
PEGGY PANOSH, VP Marketing and Promotion
(212) 641-2000

Westwood One (NYSE: WON) is America's #1 Radio Network providing over 150 news, music, talk and entertainment programs, features, live events, 24-Hour Formats and Shadow Broadcast Services including Shadow Traffic, News, Sports, Weather and Entertainment. Westwood One services more than 5,000 radio stations around the world.

News

CBS Radio News

is the comprehensive news source featuring CBS News-on-the-Hour, CBS World News Roundup, The World Tonight, The Dave Ross Show, The Osgood File and Dan Rather Reporting.

CNNRadio News

is a complete 24-hour news service produced for radio by CNN with top correspondents like Wolf Blitzer, Roger Cossack, and Greta Van Susteren and supported by CNN resources worldwide.

Fox News

the most powerful name in news, delivers fair and balanced news with an edge from Brit Hume, Catherine Crier, Neil Cavuto and Bill O' Reilly. We report. You decide.

NBC Radio News

is a 24-hour news network featuring the unrivaled resources of NBC Television News. The network includes top-of-the-hour newscasts, news summaries in drive times, plus special bulletins.

Country

Country Countdown USA

Radio & Records' country editor Lon Helton host the only countdown show with in-studio guest artists every week. The 3-hour program includes stars discussing their songs and all the hits from R&R Top 30.

The Weekly Country Music Countdown

20-year music veteran, Chris Charles, counts down Radio & Records' Top 30 songs in a fast paced 3-hour survey. Scripts and actualities from this show are also available for a "You-Host-It" version.

SUPPLIER LISTING

90's Country

Hosted by Dr. Don, morning drive air personality at WYCD Detroit, the hottest country artists are profiled in their own words every week in this hit-packed hour program.

Country's Cutting Edge

Morning drive air personality Ramblin' Ray of US99 (WUSN) Chicago provides the scoop on tomorrow's hottest hits today while previewing new releases by country superstars and regional breakout music by today's new artists.

Country's Inside Trak

Lon Helton's daily 90-second broadcast features inside information from one of country music's biggest stars.

Country Gold Saturday Night

Mike Fitzgerald entertains listeners with a mix of phone calls and classic country by superstars like George Strait, Alabama and Reba McEntire.

Country Six Pack

Westwood One continues the tradition of providing the best holiday programming for country radio on Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas and New Year's. The shows are packed with superstar interviews and exclusive recorded music.

Personalities

askMartha

America's foremost authority on the homefront, Martha Stewart presents a 90-second feature every Monday-Friday. askMartha is jam-packed with helpful and fun lifestyle information.

Dan Rather Reporting

CBS Evening News Anchor and Editor, Dan Rather, provides probing analysis and compelling commentary on national and world affairs, politics and current events.

The Dave Ross Show

In a no-nonsense world that demands some nonsense, Dave Ross' wry take on current events makes perfect sense.

Imus in the Morning

Honored by Time Magazine as one of the 25 most influential people, the legendary I-Man is one of radio's hottest personalities. Americans from coast to coast start their day the satirical way with Imus and his merry band of sidemen.

Last Night on Tonight with Jay Leno

presents the very best of Jay Leno's Tonight Show monologue in a fast-paced feature delivered via satellite each weekday morning.

The Late Show with David Letterman Top Ten List

David Letterman's infamous Top Ten List is delivered to radio each weekday morning along with selected cuts from the previous night's show.

The Osgood File

From the sublime to the serious, Charles Osgood shares his witty and thought-provoking point-of-view. His work has garnered virtually every significant award in broadcasting, including The Marconi, The Peabody and induction into the NAB Hall of Fame.

Sports

NFL Football

Westwood One/CBS Sports exclusively present the NFL including Sunday Afternoon Double-headers, Sunday and Monday Night Football, the NFL Playoffs, the AFC and-NFC Championships, the Super Bowl and the Pro Bowl plus specialty programs including Inside the NFL, NFL Sunday and NFL Preview.

NCAA Football

Westwood One/CBS Radio Sports lead the way with the season's biggest college football games including several popular Bowl games.

NHL Hockey

Westwood One presents the coolest game on earth with regular season hockey action, the NHL All-Star game, Conference Finals, and the Stanley Cup Championships plus the specialty program This Week In The NHL.

NCAA Basketball

Westwood One/CBS Radio Sports present the power and excitement of college basketball with Regular Season Game-of-the-Week broadcasts, several conference championships, the NCAA Championship Tournament and the Men's and Women's Final Four.

Olympics

Westwood One presents exclusive radio coverage of the Olympic Games through the year 2008, including the Summer Games in Sydney, Australia in 2000!

Notre Dame Football

Westwood One broadcasts America's greatest college tradition —Notre Dame Football—on the radio for the 31st consecutive year with complete play-by-play coverage of every Fighting Irish game!

Golf

Westwood One offers the most important and prestigious golf events in the world including the Masters Tournament, US Open, US Senior Open and US Women's Open.

HBO Boxing

Westwood One and HBO are the heavyweight champions in presenting live, world class, blow-by-blow sports coverage of world championship boxing!

Talk

The Tom Leykis Show

The cutting-edge talk show that brings young listeners to talk radio. Popular on both FM and AM radio stations across the country.

The Bruce Williams Show

Bruce Williams has the rare ability to solve problems and discover opportunities where others find obstacles. Bruce takes calls from listeners across America and presents solutions with his down-to-earth, no-nonsense attitude.

The Don & Mike Show

A refreshing change from the sages and political pundits, Don & Mike are real radio entertainers who interact with listeners and take you where no show has gone before.

Last Night on Larry King

A daily two-minute digest of the previous evening's Larry King Live on CNN, capturing the best of Larry's interaction with today's biggest newsmakers, politicians and entertainers.

Loveline

Life, love and sex are examined Sunday-Thursday nights on Loveline. Dr. Drew Pinsky and Adam Carolla co-host two hours of no-holds barred conversation.

On the Garden Line with Jerry Baker

From window boxes to potted plants, from seeding to pruning, Jerry Baker fields calls from listeners across America Saturday mornings.

SUPPLIER LISTING

Ask the Handyman with Glenn Haege

America's Master Handyman, Glenn Haege, offers anyone with a roof over his head clear and practical "how-to" advice every Saturday morning.

David Essel - Alive

Named "The Master of Motivation" by American Fitness Magazine, David Essel offers highly effective advice on health, relationships and personal growth.

Ferrall on the Bench

Scott Ferrall brings his high-energy and fast-paced style to all aspects of sports and other male interests. Ferrall's in your face attitude has made him one of today's most cutting-edge sports personalities.

The G. Gordon Liddy Show

The notorious "G-Man" presents an eclectic mix of topics and guests from virtually every walk of life reflecting his wide range of interests from Washington intrigue to skydiving.

The Jim Bohannon Show

Jim Bohannon talks to special guest and his loyal callers on a spectrum of topics from current events and politics to entertainment and pop culture.

Special Events

Westwood One produces and distributes the biggest and most popular special events in the world including:

The GRAMMY Awards

The single biggest night in the world of music—Westwood One creates a multitude of Grammy programming including 9 format specific specials, daily classic Grammy moments, complete live backstage coverage and simulcast of the Grammy Awards Ceremony. From Pavarotti to Bob Dylan, and Puff Daddy to The Smashing Pumpkins the Grammy's represent the unification of music.

Shania Twain in Concert

Westwood One delivered the top selling female country artist of all time live to radio. Shania Twain has garnered numerous awards including Grammy Award for Best Country Album, Academy of Country Music Award for Album of the Year and American Music Awards.

Shadow Broadcast Services Traffic

Nothing changes faster and no one covers it better than Shadow Broadcast Services. Utilizing state-of-the-art technology, the Shadow Traffic professionals gather traffic information in 16 major markets and then report on conditions to more than 350 of the nation's top rated radio and television stations. 24 hours a day, 7 days a week, Shadow never closes!

60 million listeners count on Shadow Traffic reports each week.

News

Shadow Broadcast Services provides newscasts customized for each station by talent and content using the resources of CBS Radio News, NBC Radio News, CNBC Business Radio and UPI, in addition to Shadow's 16 major market 24 hour bureaus.

Shadow news affiliates also receive the exclusive "News Protection Plan." Through the full time Shadow Operations Centers, station affiliates are alerted to breaking stories 24 hours a day, 7 days a week.

Sports

The Shadow Sports Desk provides affiliates with tailor-made sportscasts, on-the-scene reports and game actualities—all customized to the station's format.

Weather

Everyone is interested in the weather and Shadow Broadcast Services is on call 7 days a week with the latest conditions.

Entertainment

The world of entertainment is big news and Shadow Broadcast Services provides format specific reports on what's happening from Hollywood to Broadway. Sandy Kenyon is one of America's most well-known entertainment reporters and he's only at Shadow!

WESTWOOD ONE FORMATS

25060 West Avenue Stanford, Suite 100
Valencia, CA 91355
(805) 294-9000
ED SALAMON, President/Programming
CHARLIE COOK, VP/Programming Formats

Westwood One is the leader in 24-hour satellite-delivered programming, providing an impressive mix of thoroughly researched music and personality that is successful in markets of all sizes.

Mainstream Country

A winning mainstream blend of today's favorite country hits along with the best recent country gold targeted to those loyal 25-45 listeners.

Hot Country

The original 24-hour youth country format targeting young adults 18-44 with researched current and recurrent "hot country" music.

CNN Headline News

CNN Headline News allows radio stations to provide a continuous news service—delivered via satellite—24 hours a day, seven days a week.

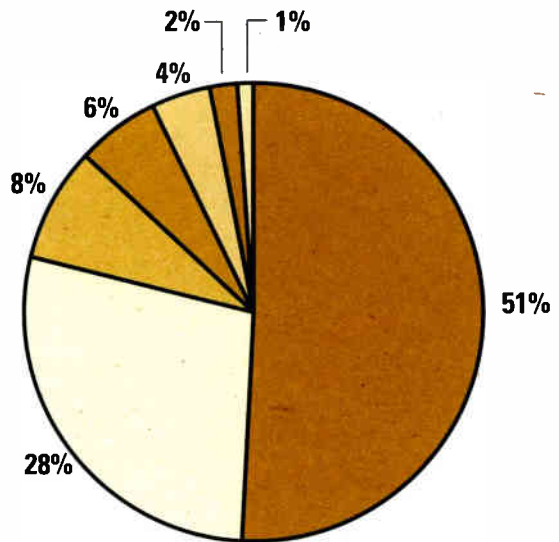
FINANCIAL ANALYSIS

Percentage Analysis of Revenues and Expenses

Financial Year Ending May 31, 1998

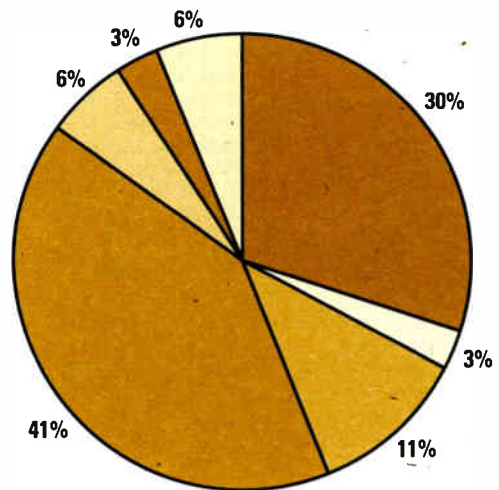
Revenues

- Registration and Ticket Sales 51%
- Sponsorships 28%
- Exhibit Hall 8%
- Program Book and Pocket Agenda 6%
- Regional Event 4%
- Room Drop Fees, Showcases, Other 2%
- Special Events 1%



Expenses

- Direct Seminar 30%
- Seminar Agenda Costs 3%
- Regional Event 11%
- Office Operations 41%
- Scholarship, Board, Agenda, Other 6%
- Special Events 3%



Miscellaneous Expenses 6% *The above presentations illustrate the revenue and expenses allocations by percentage for the year ended May 31, 1998. Since its formation, Country Radio Broadcasters, Inc. has granted over \$153,500.00 in scholarships nationwide. In addition, an endowment fund has been set up and is being increased annually for the explicit purpose of creating permanent scholarships.*

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THANK YOU
Country Radio
For 10 Great Years!

Alan Jackson

Chip Peay Entertainment, Inc.
Nashville Tennessee

ARISTA
NASHVILLE

No One
Knows
**Country
Radio**
Like

