

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

April 18, 1997 \$ 4.95 Volume 5 • No. 16

COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

GEORGE STRAIT

One Night At A Time (MCA)

★★★★ AIRPOWER ★★★★★

VINCE GILL • *A Little More Love* (MCA)
BROOKS & DUNN • *Why Would I Say Goodbye* (ARISTA)
SAWYER BROWN • *Six Days On The Road* (CURB)

NEW RELEASES

TRACE ADKINS • *I Left Something Turned On At Home* (CAPITOL NASHVILLE)
LONESTAR • *Come Cryin' To Me* (BNA)
REBA MCENTIRE • *I'd Rather Ride Around With You* (MCA)
RICOCHET • *He Left A Lot To Be Desired* (COLUMBIA)
BILLY YATES • *I Smell Smoke* (ALMO SOUNDS)

Why Does Music Row Have A Problem With Country Radio? Writers, Execs Respond

by Phyllis Stark

Country radio has an image problem on Music Row.

In any gathering of songwriters, publishers, journalists, A&R executives, artist managers—in short, any gathering that does not include radio programmers—country radio is blamed for everything from the lack of record sales to the weather.

Consumer journalists rarely have anything nice to say about radio in print, particularly when it comes to the issue of research. In a pre-Country Radio Seminar column headlined "Proper Use For Research: Circular File," The Tennessean's Tom Roland wrote, "It doesn't take a rocket scientist to realize that radio's... overuse of research is the main reason country has stagnated. Stations continue to ignore gut instincts and program almost strictly by the numbers. It's a central issue in why country radio, once the most diverse and passionate format on the dial, has become boring."

In a recent issue of Music Row, columnist Rusty Russell detailed a fictitious conversation in which one of his Music Row sources blamed radio programmers for the bad weather Nashville had been having. In the same issue, a reader took radio to task in a letter: "I wonder about country radio's integrity and genuine dedication to the genre and its real fans when they discontinue playing a song because some faceless entity in a back room decides it's 'too country.'"

At the heart of the issue is the fact that radio and the music industry are in separate businesses, with very different agendas. Creative Music Row types have a hard time accepting that radio's primary goal isn't to sell records, and radio programmers are frustrated that the music industry doesn't seem to understand that their primary responsibility is to get ratings. An equally sticky problem is that radio wields so much

power in the process of determining what becomes a hit, that many people who don't have daily contact with radio programmers—and even some who do—are a little afraid of it. In fact, most of the industry executives contacted for this story chose their words carefully when talking about their frustrations with radio.

"We rely entirely on [radio] to break commercial acts, so A&R people sometimes feel like we're powerless, that we turn in great music and radio comes back and says, 'Our listeners say it's not great,'" says Paige Levy, senior VP of A&R at Warner/Reprise.

Radio is "the lifeblood of Nashville," says Norbert Nix, VP of national promotion/artist development at Mercury Nashville. "Touring... will sell records, but you're not going to tour unless you have a hit record, and we count on country radio heavily for that."

David Conrad, senior VP of publisher Almo/Irving Music, says radio exercises "a monopoly in the performance of our songs... With the monopoly comes an inordinate amount of power, [and] there's going to be abuse of that power and creative and artistic differences of opinion." As for radio's importance, Conrad says, "Hit means radio. Those are interchangeable terms."

"You need radio's support to break a new artist or continue with an artist that has a career," says Melanie Howard, a partner in song publisher Harlan Howard Songs. "Radio does have a lot of power, and it's getting more power... There are a lot of good songs available in this town that don't even make it to the album [because] people are kind of fearful that... country radio's not going to play it."

BORING AND PREDICTABLE?

The most commonly heard gripes about country radio from those on Music Row are that it is boring and predictable, too focused on the bottom line,

Continued on page 6

Billy Yates

I Smell Smoke

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-Craig Scott Country radio consultant

"I am 100% behind 'I Smell Smoke'.. get on it."

-Lee Bayley Country radio consultant

"Billy Yates is pure country...I was blown away."

-Keith Montgomery/KAJA-San Antonio

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Monitor Names Hosten, Guynn To Senior Posts

Heston Hosten and Jon Guynn have been named to new senior positions on the Airplay Monitors by Howard Lander, president of the Billboard Music Group.

Hosten, who is leaving his post as director of radio and charts for Broadcast Data Systems (BDS), has been named Airplay Monitor editor in chief, responsible for editorial content in the four editions of Airplay Monitor. Hosten, a five-year veteran of BDS, worked his way up from administrative assistant to R&B administrator before being named to his present post two years ago. Before joining BDS, he majored in public administration at John Jay College of Criminology and business administration at LaGuardia College.

Hosten has served as BDS' chief liaison with the Airplay Monitor publications and was responsible for dramatically increasing the number of monitored stations in several formats. In his new capacity, he will be responsible, in part, for creating a greater synergy between the two organizations. He'll work with Airplay Monitor editor Sean Ross and the Airplay Monitor managing editors to create a greater focus on the

BDS information that is at the heart of Airplay Monitor.

Guynn, currently national advertising manager for the Airplay Monitors, is promoted to general manager. He retains his sales duties while assuming responsibility for Airplay Monitor business operations, including production, marketing, finance, and circulation.

After working for IBM in Toledo, Ohio, and The News-Herald in Cleveland, Guynn joined Billboard in May 1989 as advertising sales representative, based in New York. He relocated to Los Angeles in 1992, when he was named Billboard's Western advertising manager. He became Airplay Monitor's first full-time employee when he was named national advertising



Guynn

manager in 1993.

Both positions take effect May 5 and report to Lander, who also serves as publisher of Billboard.

"This reorganization ensures the Monitor publications of enthusiastic and talented leadership that will enable us to continue growing this important operating division of the Music Group," said Lander.



Hosten

RADIOACTIVE BY PHYLLIS STARK

Evergreen Buys KKBQ; KSAN Moves To 107.7

KKBQ-AM-FM Houston is being sold by Gannett Co. to Evergreen Media, along with sister stations **WGCI-AM-FM** Chicago and **KHKS** Dallas, for \$340 million. Evergreen is in the process of merging with Chancellor Broadcasting to form the new Chancellor Media, which will own and operate 101 stations when all pending deals have closed. In related news, top 40/rhythm **KYLD** (Wild 107) and country **KSAN** will swap frequencies as part of a deal in which Susquehanna Broadcasting buys **KYLD**'s 107.7 frequency from Evergreen Media along with the transmission facility and call letters of Chancellor's **KSAN** for \$44 million. Chancellor will move **KYLD** to **KSAN**'s 94.9 FM frequency. Also, **KSAN** overnight jock **John August** is out.

Tom Kennedy, GM of **WNOE** New Orleans and sister stations **KKND** and **KHOM**, exits. Clear Channel VP **Stan Webb** is handling his duties for now.

Former **WKHK** Richmond, Va., PD **Mark Richards** joins **KMPS** Seattle as PD. He replaces **Alan Sledge**, now at **WUSN** (US99) Chicago.

Dean McNeill exits **WUSN**, where he was director of marketing and promotion, to join **WQHK** (K105) Fort Wayne, Ind., and sister station **WMEE** as OM. He will also be PD at **WQHK**, replacing **Jeff Davis**. Back at **WUSN**, **Susan Sullivan** joins for middays from that shift at crosstown **WYSY**. Middayer **Bill Garcia** moves back to evenings, bumping **Jeff Henschel** to overnights. Former overnighter **Corey Duke** exits.

Fred Horton is named OM for **WGKX** (Kix 106) Memphis. He was OM for **WGNA-AM-FM** Albany, N.Y., and sister stations **WTRY** and **WPYX**. **WGKX** PD **J.L. Fisk** remains in place.

KSSN Little Rock, Ark., PD **Greg Mazingo** is upped to program manager at **KSSN** and sister station **KMVK**. **Chad Heritage**, APD at **KMVK**, is upped to APD/MD for both stations and will move from middays to afternoons at **KMVK**. **Tom Travis**, who was PD/p.m. driver at **KMVK** and MD at **KSSN**, is now PD at **KKIX** Fayetteville, Ark.

Crash Davis joins **WBTU** Fort Wayne, Ind., as PD/morning host. He replaces **Barry Hill** (aka **Stormin' Norman**), now with **RCS**. **Davis** arrives from **KIGN** Cheyenne, Wyo. Also, **Doug Clapp** from **WDJB** Fort Wayne joins **WBTU** as production director, replacing **Johnny Roberts**.

WYYD Roanoke, Va., OM/p.m. driver **Kenny Shelton** reassumes PD duties at the station and re-

linquishes his OM title and programming duties at sister rock station **WROV**. PD/MD **Robynn Jaymes** once again takes on APD duties to allow her to concentrate on the morning show she is now hosting. ND **Suzy Redd** exits and has not yet been replaced. Also, midday hosts **Scott Walker** and **Rip Wooten** swap shifts, with **Wooten** now handling 10 a.m.-1 p.m. and **Walker** doing 1-3 p.m.

Tom McGuire is the new PD of **KBOB** Davenport, Iowa, replacing **Gail Austin**. He last operated his own Frugal Consultant programming firm.

KYCY San Francisco overnight jock **Steve Jordan** adds the MD duties previously handled by PD **Eric Logan**.

Country outlets **WKSJ-AM-FM** and **WDWG** Mobile, Ala., and sister stations **WRKH**, **WMXC**, and **WNTM** have been sold by Capitol Broadcasting Co., to Clear Channel Communications for \$24 million.

WJLM Roanoke, Va., has been sold by **WRIS** Inc. to Capstar for \$3.1 million. An LMA begins May 1.

WHHY Montgomery, Ala., AM sister of **WJCC** (Cat Country 102), flipped from oldies to ABC Radio Networks' Real Country format April 14.

Country **KCRL** Lafayette, La., flips to adult standards, picking up the format of sister station **KSIG**, which flips to AC.

Former Inside Radio president **Steve Butler** launches the new Haddonfield, N.J.-based **RadioPix** Inc., specializing in video products for the radio industry.

Barbara Silber joins MediaAmerica as director of affiliate relations. She previously was with **SJS** Entertainment.

KEYE (K102) Minneapolis swing jock **Toni Dillon** joins **WQMX** Akron, Ohio, for middays, where she will use the air name **Toni Foxx**. She replaces **Kathy Cistone**. Also, MD/morning news anchor **Bill Shiel** comes off the air to concentrate on his music duties. **Mark Richards**, morning sports anchor at sister station **WAKR**, adds morning news duties at **WQMX**.

Tobi Lyons joins **WKHX-FM/WYAY** Atlanta as promotion director from crosstown modern rock outlet **WNNX** (99X), where she held the same position. She succeeds the late **Andy Guzman**.

WCUZ Grand Rapids, Mich., p.m. driver **Mike Tinnes** exits.

Top 40 **WVSR-FM** Charleston, W.Va., night jock **Kidd Conley** is now P/T at **WWYC** Lexington, Ky.



COUNTRY CONFIDENTIAL BY WADE JESSEN

Mae Axton Fondly Remembered

When I was MD at WSM Nashville, I answered the phone one day to hear a sweet, soothing female voice. "Wade, this is Mae Axton calling. How are you today?"

I had a lot of surprises while working in radio, some more pleasant than others. This one was a real chart-topper.

I thought to myself that this internationally famous lyricist who wrote Elvis Presley's "Heartbreak Hotel" must have opened a record promotion firm and found my name on a list of MDs. I was dead wrong. Axton continued, "You probably don't remember meeting me, but we met backstage at the Grand Ole Opry house a few years ago. I was there with Tanya Tucker."

After I had acknowledged that vivid memory, Axton confessed that she listened regularly to my "Sunday Morning Country Classics" show on WSM and strongly suggested that I work a few more Eddy Arnold songs into the show. I felt somehow that this wasn't the real reason for her call, and I was right.

"I'm having a little get-together up at my place in Hendersonville [Tenn.] for Milton Berle, and I was wondering if you would like to come," she asked. Berle was coming to Nashville to tape a TV show, I believe. At any rate, I was floored by her invitation and quickly said yes. She gave me a brief set of directions to her home and thanked me for taking her call. Before she hung up, she told me that she was partial to Arnold's hit "You Don't Know Me" and said goodbye.

Not being personally acquainted with Axton, I thought it was peculiar that this particular Arnold tune had made such an impression on her, since it was a top 10 hit from 1956, the same year Presley went on his rock'n'roll rampage with "Heartbreak Hotel." Funny, I thought to myself, if I had written "Heartbreak Hotel," there probably wouldn't be a hell of a lot else I'd remember about that particular year. I went to the vaults and pulled "Heartbreak Hotel," closed my office door, and cranked it up loud.

I did a little armchair research about "Heartbreak Hotel" and found that it was a bigger

country hit than pop hit, with 17 weeks at No. 1 on the country best-sellers list and eight weeks at the top of the Hot 100.

The following week, at Axton's party, I found her to be a good-natured, charming hostess. I was impressed with how personal she was with everyone in attendance. She had these wonderful, sparkling, coffee-brown eyes, and had her hand on the arms of her guests almost the entire time she was speaking to them individually. She spoke in a warm, reassuring tone, and it was obvious that she had legions of admirers. But she was also mindful of not upstaging her guest of honor, Uncle Miltie.

As I drove home from the party, I wished I had brought a guest along so I'd have a witness to testify to how cool the whole thing was.

Axton died April 9 at her Hendersonville residence of undetermined causes. She was born in Fort Worth, Texas, and had a long and brilliant career in music.

She worked as a publicist for Col. Tom Parker in the '50s and handled management duties for Arnold, Presley, and Hank Snow. Her co-writer on "Heartbreak Hotel" was a Florida musician named Tommy Durden, and Presley cut the song during his debut session for RCA in early 1956.

Her first Nashville friends were Cousin Minnie Pearl (Sarah Cannon), Roy Acuff, and the great Fred Rose, and she wrote songs for other artists, including Patsy Cline and Red Foley. She ran her own record company for a while, too.

Axton's son, Hoyt, is famous for writing Three Dog Night's "Never Been To Spain" and "Joy To The World" and recording a string of country hits that includes 1974's classic "Boney Fingers." Mae Axton was preceded in death by her husband, John Axton, and another son, John Axton Jr.

Axton was one of Nashville's true characters, and one of its most identifiable leading ladies. She helped and encouraged young stars and befriended countless others who found themselves chasing stardom, including Willie Nelson.

Axton was a powerful ambassador for country music, and her absence will be sorely felt.

ON THE ROW

Pareigis Exits Almo; Bud Wendell Retires

Larry Pareigis exits his position as director of national promotion at Almo Sounds. No replacement has been named. Pareigis is rumored to be joining Sony Music's new Monument Records as VP of promotion, although there was no confirmation from either side at press time. Also, **Michelle Laws** joins Almo Sounds as marketing coordinator. She most recently was national sales coordinator at Warner/Reprise Nashville.

E.W. "Bud" Wendell, longtime president/CEO of Gaylord Entertainment Co., is retiring. COO **Terry London** will replace him.

As first tipped here March 14, **Wynonna** moves from Curb/MCA to Curb/Universal, where she will be the flagship artist. She is currently in the studio recording her first project for the label with producer **Brent Maher**. It is scheduled for a fall 1997 release.

Decca Midwest regional **Buck Stevens** exits. **April Barber**, formerly of Skip Stevens Promotions, will replace him at the end of the month.

Former Rounder Records act **the Delevantes** have signed to Capitol Nashville and are completing an album set for a July 15 release.

CMT is promoting its weekly "Top 12 Countdown" show with a four-week promotion, CMT's Top 12 Sweepstakes, running April 17-May 15. The grand-prize package includes a weeklong trip for two to Nashville during Fan Fair and a dozen events for the winner to attend, including a party on a houseboat with **Little Texas**, a recording session with **Paul Brandt**, dinner with **Bill Engvall**, and a guitar lesson with **Anita Cochran**.

Added to the lineup of presenters for the 32nd annual Academy of Country Music Awards are **Ty Herndon**, **Ashley Judd**, **Jay Leno**, **Martina McBride**, **Patti Page**, **Stone Phillips**, **Riders In The Sky**, **Pam Tillis**, **Tanya Tucker**, and **Chely Wright**. The awards will be held April 23 in Los Angeles.

Reprise artist **Victoria Shaw** was nominated for an Emmy Award in the category of best original song for "All For The Sake Of Love," which she co-wrote with **Earl Rose** for the daytime soap "As The World Turns." The song also appears on Shaw's self-titled sophomore Reprise album, scheduled for a May 20 release. The Emmy Awards are May 21 in New York.

Jim Lauderdale will open the first half of **Mary Chapin Carpenter's** A Place in the World Tour starting April 25 in Fort Lauderdale, Fla., and running through August. Lauderdale is currently in the studio co-producing his RCA debut with **Blake Chancey**. A September release is planned.

Intersound artist **Patricia Conroy** was attacked by a dog April 7 on a beach in Gaeta, Italy, and suffered multiple bites and serious lacerations on her head, back, and arms. Conroy has been performing throughout Europe since early March.



WATCHING THE DETECTIONS

BY HESTON HOSTÉN



BDS Info: Many Ways To Play

On a daily basis, the most popular report accessed by BDS customers is the Song Activity report, but there's a wide variety of other information available that can be utilized in making daily decisions. There are some reports that can give you a big picture on a song or market, while other reports can give specific information on songs or stations. The following is a brief description of a few reports that you may not be aware of.

TRACKING REPORTS

The Tracking report and the Enhanced Tracking report detail all stations playing and, unlike the Song Activity report, not playing a specific song. Cumulative plays are listed for each station. It is helpful when you want to see which stations supported a project more than their rivals. The tracking report includes total plays to date for any song, including those whose Song Activity reports are no longer being printed in Airplay Monitor.

SONG BY DAYPART

This report provides a station-by-station breakdown of stations playing a specified song by daypart: 6-10 a.m., 10 a.m.-3 p.m., 3-7 p.m., 7 p.m.-midnight, and midnight-6 a.m. It lets you know whether a song's spins are really when folks can hear them, especially when you look at the audience details shown for each daypart. The daypart report is particularly helpful when working Billboard's Hot R&B Singles and Hot 100 Singles chart, which are based on audience and sales, not spins.

SONG COMPARISON REPORT

Developed last year, the Song Comparison

report presents two songs side by side within the same format. This is a useful report for similar records, for comparing an act's first and second singles, or for seeing whether your 30 spins or your competitor's 30 spins represent more audience. Instead of pulling two Song Activity reports on different titles, you can have all the information on one report.

FORMAT-BUILDING/ ROLLING CHARTS

The Building Format chart shows an entire panel for less than a seven-day period. You can see the entire BDS panel of reporters sorted by plays or listeners. You can use it on Friday to get a picture of the chart week thus far. Or use the Rolling charts to see a seven-day sample anytime during the week. Building Format charts help you to see where a song will debut or predict if it will be top 10 by the following Monday.

CUSTOM REPORTS

Did you know BDS can group sites any way you choose? Split up the country according to your own tracking sheets or use the "master regions" employed by various retail chains across the country. Also, BDS can process your reports while you sleep. BDS can also set you up with a script to print all your reports before you walk into the office. And for those who hate faxing, BDS reports can be E-mailed or imported to other programs.

Many of these reports were created by users who made us aware of their needs. Please keep giving us feedback as we develop new ways of analyzing BDS data. For more information about the aforementioned reports, please call our hot line at 800-688-4634.

Bear Hug



On a recent visit to Fort Myers, Fla., to promote her single "Daddy's Little Girl," Curb/Universal artist Kippi Brannon met with WCKT morning man Bear, left, and WCKT director of country programming Paul Orr, right.

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AIRBORNE

Instant information on Country's new artists

Big House

"COLD OUTSIDE" (MCA)

The six members of Big House, all veterans of the Bakersfield, Calif., music scene, got together just a year ago and were quickly signed to MCA. Since then, the group has opened for Travis Tritt, Wynonna, Patty Loveless, and Collin Raye, in between recording dates for a self-titled debut album.



Kippi Brannon

"DADDY'S LITTLE GIRL"
(CURB/UNIVERSAL)

Kippi Brannon was signed to MCA at the age of 14 and charted with such singles as "If I Could See You Tonight," "He Don't Make Me Cry," "In My Dreams," and a remake of Webb Pierce's "Slowly" between ages 15 and 17. In 1982, she was a top new female vocalist nominee at the Academy of Country Music Awards. But after four singles and without having recorded a full album, she quit the business to attend college. During her break from music, Brannon worked as a secretary and an accounting assistant, among other jobs. She makes her Curb/Universal debut with "I'd Be With You."



The Buffalo Club

"IF SHE DON'T LOVE YOU"
(RISING TIDE)

Three musically diverse artists came together to form this band. Guitarist Charlie Kelley grew up on a farm listening to everything from Bryan Adams to Willie Nelson. Lead vocalist Ron Hemby, a former member of the Imperials, brings in a strong gospel background from his native Missouri. Drummer John Dittrich, formerly of Restless Heart, hails from New York and Texas, where he enjoyed jazz and top 40.



Anita Cochran

"I COULD LOVE A MAN LIKE THAT"
(WARNER BROS.)

Anita Cochran co-produced her debut Warner Bros. album, "Back To You," with label president Jim Ed Norman, wrote nine of the set's 10 cuts, and played all the guitar leads, banjo, mandolin, and dobro parts. A South Lyon, Mich., native, Cochran began playing guitar in a band with her parents at the age of 4½. She studied to be a florist in high school but ended up running a recording studio in Canton, Mich., where she cut the demos that led to her deal with Warner Bros.



Sara Evans

"TRUE LIES" (RCA)

Sara Evans was raised on a farm in Boonesboro, Mo., in a family of seven children. She

started singing at the age of 4 and learned the mandolin shortly thereafter, becoming locally famous, performing with her brothers as the



Sara Evans Show in churches and at retirement homes, PTA meetings, and bluegrass festivals. She moved to Nashville in 1991, where she met and married musician Craig Schelske and then moved to Schelske's home state of Oregon, where they performed together for three years. She returned to Nashville in 1995, when a demo of Harlan Howard's "I've Got A Tiger By The Tail" helped land her a deal with RCA. Pete Anderson produced her debut album.

Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

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



Kris Tyler

"KEEPING YOUR KISSES" (RISING TIDE)

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



Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

Lee Ann Womack grew up in the east Texas town of Jackson listening to Grand Ole Opry broadcasts from Nashville and picturing herself on the Opry stage. The daughter of a part-time country DJ, Womack often accompanied her father to the radio station, where he would let her play her favorite records. Now 30 years old and the mother of 5-year-old daughter Aubrie, Womack is hoping to finally realize her Opry dream. Her self-titled debut album, due May 13, was produced by Mark Wright and includes a duet with labelmate Mark Chesnutt, "Make Memories With Me."



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

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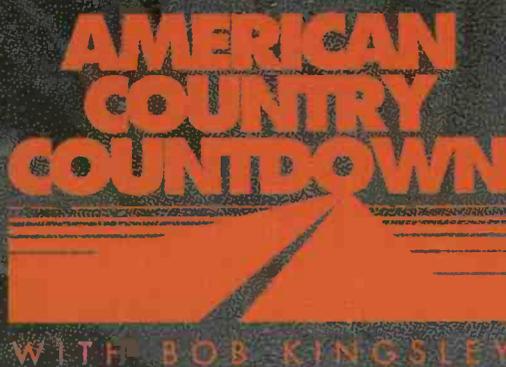


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Why Does Music Row Have A Problem With Radio? Press, Labels Respond

Continued from page 1

doesn't take chances, and doesn't try hard enough to break acts.

"The people who run [radio] aren't necessarily creative. They simply have got to create income," says Almo/Irving's Conrad. He believes that for every one or two PDs or MDs "that have a sensitive spot and an instinct for songs, there are 150-200 that don't. . . It's a pleasant surprise when [we] get one who can manage their broadcasting business and still have an instinct for songs." Although Conrad says he understands that programmers have financial constraints, "there doesn't seem to be musical middle ground."

Howard's two biggest gripes about country radio are "the top 40 routine—playing the same things over and over ad nauseum and not giving some really great music out there a chance—and research."

"Radio . . . has begun to perceive itself as a science, and I profoundly disagree with that. It is an art," says journalist/author Robert K. Oermann. "You're dealing with people's hearts and minds. . . To do all this research they say they do is a mistake. People's response to music is something that can't and shouldn't be predicted. . . I understand, economically, why they do it. I know radio station licenses are worth millions of dollars. I understand all of that, [but] as a consumer it doesn't make me any happier knowing that."

"There is a great deal of frustration [among] the music people. Even those who buy into the system as it exists are very frustrated by it," Oermann continues. "They are told it is a science but get very illogical answers about why something is played or not played."

"Being willing to take chances is all anybody is asking, to allow this format to be what it can be," Oermann adds. "Not all of us are 12 years old. Some of us are thinking adults who want music that moves us and talks to us. . . I love radio as an art form, [but] I don't see passion in this format [or] any compelling need to listen."

Fellow journalist Roland agrees. "In '91 and '92, when country was at its peak and growing, I loved country radio. I had a hard time turning it off," he says. "In last few years I've had trouble staying with stations more than a few records. . . Radio asked for and labels were more than happy to give them the exact same thing they already had. I guess that's why I have such a problem with radio."

"Growing up, I felt radio was this cutting-edge thing where you could hear the latest and greatest," Roland adds. "Now it's obviously one of the safest mediums there is, because everyone is trying to protect their bottom line. I understand all that, but it doesn't change how you feel as a listener. It's insulting to hear the same records over and over when there is so much from the format's history that is overlooked. To me, there's no variety. It's boring. You almost know what is going to come next before you hear it."

Record promoters who talk to programmers every day have a better understanding than the rest of the Row about what's really going on at radio, although they have plenty of their own frustrations. "Anybody on Music Row that's talking about radio who doesn't directly work with [it] doesn't understand," says Nix. "[But] there is a point that we get frustrated with radio, too. We've got to fight for what we think is a hit record. . . That's the battle we fight with country radio."

THE PROGRAMMERS RESPOND

No one is more aware of how Music Row feels about radio than the two Nashville programmers under the most industry scrutiny, WSM-AM-FM OM Kyle Cantrell and WSIX PD Dave Kelly, who are sometimes in the uncomfortable position of having to defend the entire radio industry to the music business.

"It sometimes appears that the critics of radio think we sit over here all day and listen to music and make capricious decisions," says Cantrell. "Fundamentally," he says, radio's Music Row detractors "don't understand that it's a business, that we've got a bottom line we've got to hit, and if we don't sell advertising, we're toast. Clients don't care what records are in hot rotation or even what format the station is. All they care about is what kind of audience we can deliver to them."

"Radio's aims and the music industry's aims are different things," adds Cantrell. "They are using our audience to sell records, and we are using their product to get ratings, and it can be an adversarial relationship. . . If you're not on the front line of that relationship, you may not understand the nature of the cooperation that has to take place."

"Radio has a specific agenda, which is attracting the largest audience it can for revenue purposes," says Kelly. "I would love to expose all the music that comes across my desk. I can't afford to from a market or a revenue perspective. I would love to help people in the music industry further their agenda, but their agendas don't mirror mine."

"While music is an important part of the radio station, there are so many other things we have to deal with on a daily basis," adds Kelly. "So many people in the industry think music is the only thing we have to deal with. [They have that] misconception. . . because that is the only thing they have to deal with."

As for the frequently heard charges that radio doesn't take chances, Cantrell says, "If our radio station was boring, we wouldn't have any audience at all. Obviously, the hundreds of thousands of people that listen to WSM each week don't think we're boring. . . We can take chances to a certain extent, but we have to be responsible to the people that own the station [who] are expecting us to deliver a bottom line. If you're always taking chances, you're going to lose audience because the audience wants familiar, but if we never take chances, we run the risk of being boring. That's the fine line we have to walk."

Kelly has another explanation for why so many on Music Row find country radio boring. "The average person we're going after is a blue-collar worker," he says. "You have to put yourself in the mind-set of the average listener, not the people in the industry. They are highly creative and get bored faster and also tend to use radio a lot more than the average listener."

NOT ALL RADIO'S FAULT

Even as it complains about radio, Music Row seems aware that radio is not to blame for every record that stiffs.

"Radio plays what we give them to play, and I don't think everything is radio's fault," says independent producer Byron Gallimore, who also heads publishing company Pride Music Group. "We're in such an expanded market here that maybe everything radio gets is not 1,000%, including things that I give them."

"There is a lot of sameness coming out of Nashville, and radio gets stuck with it sometimes," Gallimore adds. "It falls back on our back to stay fresh and keep working. . . A bona fide hit will make it. A bona fide flop won't."

"Radio is not the problem," agrees Levy. "We're throwing a lot of schlock out there."

"I haven't heard a lot of songs in the last three years that are outstanding," says Howard. "We've kind of shot ourselves in the foot trying to clone what was big five years ago." Despite radio's power, Howard believes PDs are "not trying to hold us over a barrel. Radio wants to win, and so does the music industry. . . I used to love to hate radio, but it's really just part of the problem."

Levy believes the process of determining how consumers will react to a record is as much of a "guessing game" for radio as for labels. "I feel like they are trying to help us break artists and want to have hit records because hit records bring in ad revenues, but they can't predict what's going to be a hit," she says. "They are guessing as much as we are."

Not everyone on Music Row is down on radio. Those for whom radio has been particularly kind, like Gallimore and songwriter Mark D. Sanders, have nothing but good things to say. "From the songwriter viewpoint, these are great times, because there are a lot of songs being played on the radio," says Sanders. "It's always the people whose songs aren't being played on the radio who complain the loudest."

"I don't like it when a record doesn't make it all the way, but I think [radio] gives it a good shot," says Gallimore. "If we put out a product that people just don't like, I don't expect them to play it."

MONITOR PROFILE

Veteran Country PD Hart Now Serves Radio-Biz Realities To Media Clients

While Music Row gripes about country radio and its use of research (see story, page 1), one company hopes to teach industry clients about the realities of the radio business and how best to work with stations to meet mutual goals. John Hart Media, headed by its veteran country PD namesake, opened its doors in Nashville in 1995 and offers a variety of information-based services to clients, which include labels, artists, management firms, marketing firms, and radio syndicator SJS Entertainment.

What he does not consult is individual radio stations, believing to do so would be a conflict of interest if he were in a position of "telling stations to play a record and having research in your hand saying maybe they shouldn't play it."

Like much of Music Row, Hart at first believed radio and the music business shared common goals. "I kind of had this grandiose idea when I came to town of bringing radio and records together, and we would all go down the path to-



John Hart
John Hart Media

'Radio is in the radio business, not the music business'

gether," says Hart. "I unfortunately got educated very fast. We're in separate businesses. I tell my clients, 'Radio is in the radio business, not the music business.' It's still sometimes difficult to grasp that. . . While radio might get the sense that they are in the music business because they are making decisions on records every day, if you're going to be a successful programmer, you have to come to grips with the fact that you're in the ratings business."

"When I was programming [at WXTU] Philadelphia, if I lost one ratings point it would cost the station \$2 million in billing. For every tenth of a share you lose, you are conceivably costing the station \$200,000 in billing. So time spent listening becomes a very valuable commodity, and you become protective of that."

While he concedes that "there are people at radio who have this thing about lordling over what is a hit and what is not," Hart says the majority of programmers "are just out there trying to make a living and do their job, and they're calling it as they see it" in music decisions.

In some way, Hart says, radio programmers are in the music business, because "the product we use at radio to draw listeners is music. . . We are in the same business in the sense that we are promoting country music, kind of like the Country Music Assn. does. But when it comes to how we do business, our goals are totally separate. The goals of record companies are to sell product. The goal of radio is to sell spots."

What radio can do to help its image on Music Row, Hart says, is not to be afraid of a record when it's a proven hit. "When a record is in the top 10 and you don't play it, you're not letting your listeners decide what's going on there."

Hart prefers to think of himself as a "research analyst" rather than a consultant, but he provides his clients with considerable data, including results of focus groups, perceptual studies, and the weekly call-out research Hart markets under the name "Bullseye Callout," which uses a 400-person sample divided into five regions

and five demographics.

The independent-promotion side of his business, Bullseye Marketing, calls on a list of 136 non-reporting stations in 33 ADIs that have a Wal-Mart store and, in most cases, a Kmart or Target store, and tries to build a story through airplay and local sales success, then moves that information "up the line" to key regions and reporting stations. Hart says Bullseye Marketing projects usually start six to eight weeks before the single is shipped to reporting stations to give the label time to build a story and give the promoters "something to talk about instead of just saying, 'Hey, we've got a hit here,' because radio doesn't want to hear that 'hit' crap anymore."

One other Hart Media product that may give country radio's Music Row detractors some cause for alarm is project pre-tests, in which entire albums are tested in advance to determine how individual tracks will later perform in radio call-out. Hart says he "replicates radio call-out conditions" by carefully screening 175 participants who are heavy country radio users and country album buyers, sending them the album and asking them to listen to it every day for seven days, a process he says replicates the exposure the song would get after two weeks of heavy airplay. They are then called back to answer questions to determine which songs will drive call-out and sales.

Hart says that research doesn't hinder the artistic process because it is "post-creative," not "pre-creative," yet he talks about one client that twice scrapped an album by an established star and sent the artist back to the studio based on his results and another label that reissued an album of a newcomer and replaced half the songs because they didn't perform well.

But Hart says the results can also be used to drive album sales. One label, for example, tested a record in the winter, but held off on the best-testing single until the critical fall selling season. Hart says that album is now platinum.

To those who may complain about this kind of research hindering the creative process, Hart says, "If you want to see a little bit of research determining the creative process, take a look at Arbitron. Three hundred diaries determined my future." And he cautions that "nobody should ever make a decision based solely on research. I tell my clients if they are going to make decisions based solely on research, I don't want to do the research project." Instead, he says, the research should reinforce what their gut is telling them.

"Research, to me, is a tool, and given a choice between [producer and MCA president] Tony Brown's gut and research, I'd take Tony's gut any day of the week, but I do think research helps Tony's gut."

Hart says the results from new-project pre-tests are only accurate until an artist has had about three singles out and the public knows who that artist is. After that, he says, "all those numbers go to hell because people have formed an opinion about the artist." For example, "if Joe Newguy has a huge hit, then the halo effect kicks in."

As part of educating his clients about radio, Hart speaks at regional meetings for labels and even brings Arbitron reps in to do seminars. "It helps them understand [that programmers are] up against more than just picking a record to be on the radio that week," he says.

Hart defends research as a way to help country radio get back on track and regain some of the shares it's lost since the early '90s. "Listeners aren't abandoning us, they are just using us less, and that's the key," says Hart. "If I work on a radio station and my TSL goes down, I need to find the problem and fix it, and to find that problem I need to do research." **PHYLLIS STARK**

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■ Final Ballots Inserted for 1997 Billboard/Airplay Monitor Radio Awards		
■ NAB Show (Sept. 17 - 20)	Sept. 19	Sept. 10
■ Billboard/Airplay Monitor Radio Seminar and Awards (Oct. 16 - 18)	Oct. 17	Oct. 8
■ Combined Year End Special Issue	Dec. 26	Dec. 15

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DEANA CARTER • <i>Count Me In</i> (CAPITOL NASHVILLE)	+594
KTST +18, KWEN +17, WQDR +16, WFRE +15, WBCT +13, WYYD +13, WCOS +13, KFMS +12, WBUB +11, WQXK +11	
TY HERNDON • <i>Loved Too Much</i> (EPIC)	+473
KASE +19, WSOC +17, WQDR +16, WCMS +13, WCOL +12, WLWI +12, KCCY +11, KOUL +11, KYNG +11, KIKK +11	
GEORGE STRAIT • <i>One Night At A Time</i> (MCA)	+455
KKAT +20, WIRK +17, WBUB +16, WSSL +16, WDSY +15, WKXC +14, WWKA +14, WROO +13, WYCD +12, WKHK +12	
MARK CHESNUTT • <i>Let It Rain</i> (DECCA)	+442
KRY5 +16, WKKO +15, KFMS +15, KBEQ +14, KWEN +14, KOUL +13, WZZK +11, WJCL +10, KTOM +9, KMLE +9	
ALABAMA • <i>Sad Lookin' Moon</i> (RCA)	+441
WQIK +19, WEZL +16, WIL +15, KCCY +14, WIOV +13, WUSN +13, WCMS +12, WDSY +12, WGNA +11, WKHK +11	
LEANN RIMES • <i>The Light In Your Eyes</i> (CURB)	+428
KYNG +29, KIKK +20, WAMZ +19, WKXK +13, WNOE +13, WGGY +11, KOUL +11, WHSL +9, KTST +9, KKCS +9	
TANYA TUCKER • <i>Little Things</i> (CAPITOL NASHVILLE)	+394
KMLE +17, WTQR +17, WCOL +16, KYNG +16, KYCW +15, KYCY +14, WIRK +14, WESC +12, WUBE +10, KPLX +10	
PAM TILLIS • <i>All The Good Ones Are Gone</i> (ARISTA)	+387
KKBQ +21, KXKC +15, KMLE +15, WYAY +15, WBOB +14, WZZK +14, KMDL +12, WDAF +12, WSIX +11, KNCI +11	
LORRIE MORGAN • <i>Good As I Was To You</i> (BNA)	+384
KMLE +23, WGGY +16, WAMZ +16, WZZK +16, WQXK +14, KJJY +14, WGKX +13, WWGR +12, KYCY +11, KIIM +10	
TRACY LAWRENCE • <i>Better Man, Better Off</i> (ATLANTIC)	+382
KYCY +25, WKXK +21, WAMZ +16, WWKA +16, KTEX +15, WIOV +14, WSSL +14, KOUL +12, WPOC +12, KCYY +11	
COLLIN RAYE • <i>On The Verge</i> (EPIC)	+372
WOKO +17, KPLX +15, WMJC +14, KRST +14, WYNN +13, KKAT +13, KFMS +12, KATM +11, KRTY +11, WQIK +11	
TRAVIS TRITT • <i>She's Going Home With Me</i> (WARNER BROS.)	+366
WRNS +17, WQBE +14, WCOL +12, KMDL +11, KOUL +11, KTOM +11, WKKO +11, WBOB +10, WGH +10, WYAY +10	
SAWYER BROWN • <i>Six Days On The Road</i> (CURB)	+340
WTQR +16, WKIX +14, KWJJ +14, KRMD +13, WXBW +13, KZSN +12, WCTK +12, KWNR +10, KCYY +10, WYGY +8	
LEE ANN WOMACK • <i>Never Again, Again</i> (DECCA)	+337
KYCY +24, WQBE +18, WBUB +15, KXKC +12, KASE +12, KAJA +12, KRY5 +10, WXBQ +10, KTST +9, WHYL +8	

MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
ALAN JACKSON <i>Who's Cheatin' Who</i> (Arista)	113	JOHN BERRY <i>I Will, If You Will</i> (Capitol Nashville)	23
TY HERNDON <i>Loved Too Much</i> (Epic)	32	SONS OF THE DESERT <i>Whatever Comes First</i> (Epic)	19
TRAVIS TRITT <i>She's Going Home With Me</i> (Warner Bros.)	31	RANDY TRAVIS <i>King Of The Road</i> (Asylum)	18
MARK CHESNUTT <i>Let It Rain</i> (Decca)	27	DEANA CARTER <i>Count Me In</i> (Capitol Nashville)	16
PAM TILLIS <i>All The Good Ones Are Gone</i> (Arista)	26	SAMMY KERSHAW <i>Fit To Be Tied Down</i> (Mercury Nashville)	13

VIDEO PLAYLISTS

TNN
THE NASHVILLE NETWORK
The Heart of Country

	TW	LW
1 Tracy Byrd, Don't Take Her She's All I Got	5	4
2 Collin Raye, On The Verge	4	4
3 Martina McBride, Cry On The Shoulder Of The Road	4	3
4 Billy Ray Cyrus, Three Little Words	4	4
5 John Michael Montgomery, I Miss You A Little	4	4
6 Terri Clark, Emotional Girl	4	4
7 Clay Walker, Rumor Has It	4	3
8 Lee Ann Womack, Never Again, Again	4	3
9 Vince Gill, A Little More Love	4	3
10 Little Texas, Bad For Us	4	2
11 Daryle Singletary, The Used To Be's	4	3
12 Tracy Lawrence, Better Man, Better Off	4	4
13 Patty Loveless, The Trouble With The Truth	4	0
14 Joe Diffie, This Is Your Brain	4	4
15 LeAnn Rimes, The Light In Your Eyes	3	3
16 Stephanie Bentley, The Hopechest Song	3	3
17 Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	3	2
18 Lorrie Morgan, Good As I Was To You	3	5
19 Thrasher Shiver, Be Honest	3	2
20 Kathy Mattea, 455 Rocket	3	4
21 Kevin Sharp, She's Sure Taking It Well	3	4
22 Mila Mason, Dark Horse	3	3
23 Sawyer Brown, Six Days On The Road	3	5
24 John & Audrey Wiggins, Somewhere In Love	3	2
25 James Bonamy, The Swing	3	2
26 Alison Krauss & Union Station, Find My Way Back To My Heart	3	0
27 Trisha Yearwood, I Need You	2	3
28 Bryan Smith, Jack Of All Trades	2	1
29 Cledus "T." Judd, Cledus Went Down To Florida	2	3
30 Sons Of The Desert, Whatever Comes First	2	3

CMT
COUNTRY MUSIC TELEVISION

	TW	LW
1 Patty Loveless, The Trouble With The Truth	37	9
2 Mila Mason, Dark Horse	32	30
3 Terri Clark, Emotional Girl	31	27
4 Tracy Byrd, Don't Take Her She's All I Got	31	30
5 Tracy Lawrence, Better Man, Better Off	29	27
6 Kevin Sharp, She's Sure Taking It Well	28	33
7 Alison Krauss & Union Station, Find My Way Back To My Heart	28	8
8 John Michael Montgomery, I Miss You A Little	27	28
9 Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	27	27
10 Lorrie Morgan, Good As I Was To You	27	29
11 Kathy Mattea, 455 Rocket	27	28
12 Clay Walker, Rumor Has It	27	29
13 Collin Raye, On The Verge	26	29
14 Trace Adkins, (This Ain't) No Thinkin' Thing	24	33
15 Daryle Singletary, The Used To Be's	22	21
16 Kim Richey, I Know	22	21
17 LeAnn Rimes, The Light In Your Eyes	21	21
18 Big House, Cold Outside	21	21
19 Sons Of The Desert, Whatever Comes First	21	21
20 Joe Diffie, This Is Your Brain	21	37
21 James Bonamy, The Swing	21	21
22 Prairie Oyster, One Way Track	21	3
23 Lee Ann Womack, Never Again, Again	20	22
24 Vince Gill, A Little More Love	20	21
25 Tanya Tucker, Little Things	19	25
26 Kris Tyler, Keeping Your Kisses	19	21
27 Sawyer Brown, Six Days On The Road	17	15
28 Martina McBride, Cry On The Shoulder Of The Road	15	14
29 Tammy Graham, A Dozen Red Roses	15	14
30 Trisha Yearwood, I Need You	15	14
31 Caryl Mack Parker, One Night Stand	15	13
32 Mark Wills, Places I've Never Been	15	14
33 Holly Dunn, Leave One Bridge Standing	15	14
34 Skip Ewing, Mary Go Round	15	4
35 Stephanie Bentley, The Hopechest Song	14	19
36 Crystal Bernard, State Of Mind	14	14
37 Regina Regina, Right Plan, Wrong Man	14	14
38 Thrasher Shiver, Be Honest	14	14
39 Little Texas, Bad For Us	14	13
40 John Jennings, Everybody Loves Me	14	14

COUNTRY RECURRENT AIRPLAY

RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)	RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)
1	2648	3020	SHE'S TAKEN A SHINE JOHN BERRY (CAPITOL NASHVILLE)	14	1147	1107	THE FEAR OF BEING ALONE REBA MCENTIRE (MCA)
2	1838	2100	ME TOO TOBY KEITH (MERCURY NASHVILLE)	15	1126	1123	EVERY LIGHT IN THE HOUSE TRACE ADKINS (CAPITOL NASHVILLE)
3	1701	1770	IT'S A LITTLE TOO LATE MARK CHESNUTT (DECCA)	16	1119	1100	DADDY'S MONEY RICOCHET (COLUMBIA)
4	1619	1753	NOBODY KNOWS KEVIN SHARP (143/ASYLUM)	17	1053	1195	FRIENDS JOHN MICHAEL MONTGOMERY (ATLANTIC)
5	1545	1665	RUNNING OUT OF REASONS TO RUN RICK TREVINO (COLUMBIA)	18	1039	1145	STRAWBERRY WINE DEANA CARTER (CAPITOL NASHVILLE)
6	1500	1517	ONE WAY TICKET (BECAUSE I CAN) LEANN RIMES (CURB)	19	1006	937	LIVING IN A MOMENT TY HERNDON (EPIC)
7	1479	1561	WHERE CORN DON'T GROW TRAVIS TRITT (WARNER BROS.)	20	970	971	SO MUCH FOR PRETENDING BRYAN WHITE (ASYLUM)
8	1478	1544	LITTLE BITTY ALAN JACKSON (ARISTA)	21	969	1030	LIKE THE RAIN CLINT BLACK (RCA)
9	1426	1399	A MAN THIS LONELY BROOKS & DUNN (ARISTA)	22	964	1036	HER MAN GARY ALLAN (DECCA)
10	1395	1479	AMEN KIND OF LOVE DARYLE SINGLETARY (GIANT)	23	957	957	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
11	1311	1386	IS THAT A TEAR TRACY LAWRENCE (ATLANTIC)	24	943	881	ANY MAN OF MINE SHANIA TWAIN (MERCURY NASHVILLE)
12	1173	1172	BIG LOVE TRACY BYRD (MCA)	25	925	1094	PRETTY LITTLE ADRIANA VINCE GILL (MCA)
13	1169	1168	MY MARIA BROOKS & DUNN (ARISTA)				

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COUNTRY

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102 WEST STAR



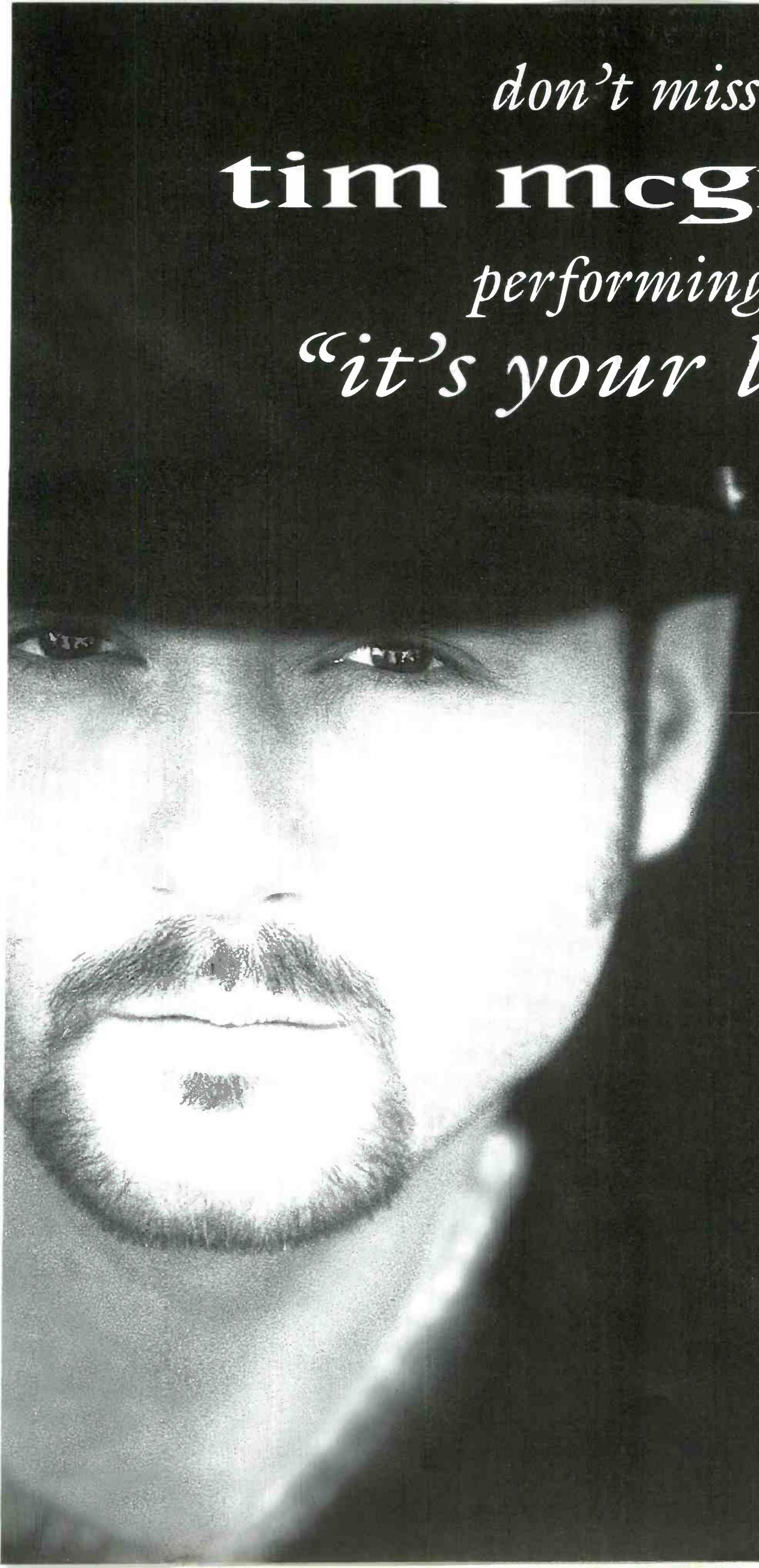
COMING TO ME

THE ANTICIPATED DEBUT SINGLE FROM LONESTAR
YOU MAY HAVE MISSED THEIR CRS BOAT SHOW PERFORMANCE,
BUT DON'T MISS THE BOAT THIS TIME.
AIRPLAY SAILS APRIL 21

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

COUNTRY

Grid of 48 country music playlists for various stations including WKXX, WFMS, WQYK, KFRG, WTQR, WIVK, WUBE, WSIX, WHKO, WSOC, WWKA, WSM, WAMZ, KSAN, WKLB, WRBQ, WKIS, WZZK, KFKF, WTDR, KWJJ, WDAF, WWYZ, and WMIL.



don't miss
tim mcgraw
performing
"it's your love"

live
on the
ACM Awards
next
Wednesday
April 23, 1997

"it's your love"
the new single from
tim mcgraw
Airplay date:
April 28, 1997

tim mcgraw
his new album
everywhere
will be in the stores
June 3, 1997

CURB
RECORDS

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

COUNTRY

Grid of 48 country music playlists for stations including KXXY, WUSY, KUPL, KSON, WVLK, WSSL, WQDR, KBEQ, WXBQ, WKKX, KYCW, WESC, KCYY, WBCT, KYCY, WGNA, WCOL, WNOE, KSSN, WYNK, KAJA, KASE, KWEN, and WGKK.

Monitor AIRPLAY SONG ACTIVITY REPORTS



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

For Week Ending April 13, 1997

COUNTRY

ALABAMA										BROOKS & DUNN										THE BUFFALO CLUB										BURNIN' DAYLIGHT										DEANA CARTER									
4526/441										3286/126										3868/287										1001/18										2275/594									
Sad Lookin' Moon (RCA)										Why Would I Say Goodbye (Arista)										If She Don't Love You (Rising Tide)										Say Yes (Curb)										Count Me In (Capitol Nashville)									
Total Stations: 161										Total Stations: 159										Total Stations: 159										Total Stations: 104										Total Stations: 159									
Chart Move: 9-8										Chart Move: 20-17										Chart Move: 15-11										Chart Move: 43-42										Chart Move: 32-27									
City	Station	1W	2W	3W	TP	City	Station	1W	2W	3W	TP	City	Station	1W	2W	3W	TP	City	Station	1W	2W	3W	TP	City	Station	1W	2W	3W	TP	City	Station	1W	2W	3W	TP	City	Station	1W	2W	3W	TP								
L.A.	KMFB	23	23	131	1	L.A.	KMFB	25	26	16	86	L.A.	KMFB	12	12	6	17	L.A.	KMFB	13	12	6	17	L.A.	KMFB	13	12	6	17	L.A.	KMFB	13	12	6	17	L.A.	KMFB	13	12	6	17								
Chicago	WZZM	20	20	105	2	Chicago	WZZM	19	18	16	78	Chicago	WZZM	17	17	14	111	Chicago	WZZM	17	17	14	111	Chicago	WZZM	17	17	14	111	Chicago	WZZM	17	17	14	111	Chicago	WZZM	17	17	14	111								
San Fran	KSAN	36	26	27	10	San Fran	KSAN	25	22	13	98	San Fran	KSAN	28	17	15	105	San Fran	KSAN	28	17	15	105	San Fran	KSAN	28	17	15	105	San Fran	KSAN	28	17	15	105	San Fran	KSAN	28	17	15	105								
Phila	WTXU	26	26	24	123	Phila	WTXU	18	16	14	33	Phila	WTXU	10	23	24	218	Phila	WTXU	10	23	24	218	Phila	WTXU	10	23	24	218	Phila	WTXU	10	23	24	218	Phila	WTXU	10	23	24	218								
Detroit	WWWW	33	22	21	143	Detroit	WWWW	17	16	17	18	Detroit	WWWW	17	16	17	18	Detroit	WWWW	17	16	17	18	Detroit	WWWW	17	16	17	18	Detroit	WWWW	17	16	17	18	Detroit	WWWW	17	16	17	18								
Dallas	WYCD	21	22	15	91	Dallas	WYCD	23	21	29	152	Dallas	WYCD	25	22	22	193	Dallas	WYCD	25	22	22	193	Dallas	WYCD	25	22	22	193	Dallas	WYCD	25	22	22	193	Dallas	WYCD	25	22	22	193								
Wash, DC	WFLS	26	24	18	145	Wash, DC	WFLS	26	23	23	106	Wash, DC	WFLS	15	17	15	56	Wash, DC	WFLS	15	17	15	56	Wash, DC	WFLS	15	17	15	56	Wash, DC	WFLS	15	17	15	56	Wash, DC	WFLS	15	17	15	56								
Houston	WKZZ	41	42	36	171	Houston	WKZZ	28	28	11	74	Houston	WKZZ	18	13	11	64	Houston	WKZZ	18	13	11	64	Houston	WKZZ	18	13	11	64	Houston	WKZZ	18	13	11	64	Houston	WKZZ	18	13	11	64								
Boston	WBWL	36	32	14	107	Boston	WBWL	20	10	12	34	Boston	WBWL	36	33	22	206	Boston	WBWL	36	33	22	206	Boston	WBWL	36	33	22	206	Boston	WBWL	36	33	22	206	Boston	WBWL	36	33	22	206								
Miami	WKIS	32	25	14	107	Miami	WKIS	20	10	12	34	Miami	WKIS	32	35	32	179	Miami	WKIS	32	35	32	179	Miami	WKIS	32	35	32	179	Miami	WKIS	32	35	32	179	Miami	WKIS	32	35	32	179								
Atlanta	WKHX	36	29	20	145	Atlanta	WKHX	20	20	18	73	Atlanta	WKHX	29	20	21	161	Atlanta	WKHX	29	20	21	161	Atlanta	WKHX	29	20	21	161	Atlanta	WKHX	29	20	21	161	Atlanta	WKHX	29	20	21	161								
Seattle	KMPS	26	27	29	195	Seattle	KMPS	20	20	18	73	Seattle	KMPS	33	33	28	244	Seattle	KMPS	33	33	28	244	Seattle	KMPS	33	33	28	244	Seattle	KMPS	33	33	28	244	Seattle	KMPS	33	33	28	244								
Long Isl.	KYCW	35	35	24	194	Long Isl.	KYCW	27	29	23	87	Long Isl.	KYCW	32	22	26	264	Long Isl.	KYCW	32	22	26	264	Long Isl.	KYCW	32	22	26	264	Long Isl.	KYCW	32	22	26	264	Long Isl.	KYCW	32	22	26	264								
San Diego	WJMC	23	23	12	126	San Diego	WJMC	18	20	14	55	San Diego	WJMC	23	22	22	162	San Diego	WJMC	23	22	22	162	San Diego	WJMC	23	22	22	162	San Diego	WJMC	23	22	22	162	San Diego	WJMC	23	22	22	162								
Min.	KEYE	33	23	21	162	Min.	KEYE	19	19	17	76	Min.	KEYE	21	22	25	141	Min.	KEYE	21	22	25	141	Min.	KEYE	21	22	25	141	Min.	KEYE	21	22	25	141	Min.	KEYE	21	22	25	141								
St. Louis	WBDB	47	43	26	209	St. Louis	WBDB	30	21	18	95	St. Louis	WBDB	20	20	19	258	St. Louis	WBDB	20	20	19	258	St. Louis	WBDB	20	20	19	258	St. Louis	WBDB	20	20	19	258	St. Louis	WBDB	20	20	19	258								
Balt.	WKKX	29	24	14	112	Balt.	WKKX	16	11	11	56	Balt.	WKKX	25	24	24	247	Balt.	WKKX	25	24	24	247	Balt.	WKKX	25	24	24	247	Balt.	WKKX	25	24	24	247	Balt.	WKKX	25	24	24	247								
Pitts.	WPOC	22	24	24	199	Pitts.	WPOC	20	21	21	115	Pitts.	WPOC	25	24	24	247	Pitts.	WPOC	25	24	24	247	Pitts.	WPOC	25	24	24	247	Pitts.	WPOC	25	24	24	247	Pitts.	WPOC	25	24	24	247								
Phoen.	WDSY	21	21	7	37	Phoen.	WDSY	31	30	33	139	Phoen.	WDSY	22	22	18	99	Phoen.	WDSY	22	22	18	99	Phoen.	WDSY	22	22	18	99	Phoen.	WDSY	22	22	18	99	Phoen.	WDSY	22	22	18	99								
Tampa	WYQK	17	17	11	112	Tampa	WYQK	16	16	16	58	Tampa	WYQK	12	12	15	107	Tampa	WYQK	12	12	15	107	Tampa	WYQK	12	12	15	107	Tampa	WYQK	12	12	15	107	Tampa	WYQK	12	12	15	107								
Cleveland	WRBQ	13	14	8	52	Cleveland	WRBQ	31	30	27	139	Cleveland	WRBQ	34	26	34	174	Cleveland	WRBQ	34	26	34	174	Cleveland	WRBQ	34	26	34	174	Cleveland	WRBQ	34	26	34	174	Cleveland	WRBQ	34	26	34	174								
Denver	KYGO	33	33	27	150	Denver	KYGO	39	39	29	176	Denver	KYGO	26	26	25	269	Denver	KYGO	26	26	25	269	Denver	KYGO	26	26	25	269	Denver	KYGO	26	26	25	269	Denver	KYGO	26	26	25	269								
Port, OR	KUPL	29	25	21	168	Port, OR	KUPL	25	22	20	102	Port, OR	KUPL	21	21	19	182	Port, OR	KUPL	21	21	19	182	Port, OR	KUPL	21	21	19	182	Port, OR	KUPL	21	21	19	182	Port, OR	KUPL	21	21	19	182								
Cincin.	WJWE	27	17	13	115	Cincin.	WJWE	22	21	20	95	Cincin.	WJWE	16	17	14	101	Cincin.	WJWE	16	17	14	101	Cincin.	WJWE	16	17	14	101	Cincin.	WJWE	16	17	14	101	Cincin.	WJWE	16	17	14	101								
Kan. City	KBEQ	29	37	22	223	Kan. City	KBEQ	26	26	26	99	Kan. City	KBEQ	29	27	23	233	Kan. City	KBEQ	29	27	23	233	Kan. City	KBEQ	29	27	23	233	Kan. City	KBEQ	29	27	23	233	Kan. City	KBEQ	29	27	23	233								
Rivers	KFRG	24	25	24	128	Rivers	KFRG	10	15	13	43	Rivers	KFRG	27	24	26	158	Rivers	KFRG	27	24	26	158	Rivers	KFRG	27	24	26	158	Rivers	KFRG	27	24	26	158	Rivers	KFRG	27	24	26	158								
Milwaukee	WMIL	38	36	35	261	Milwaukee	WMIL	22	20	17	75	Milwaukee	WMIL	22	20	17	75	Milwaukee	WMIL	22	20	17	75	Milwaukee	WMIL	22	20	17	75	Milwaukee	WMIL	22	20	17	75	Milwaukee	WMIL	22	20	17	75								
Sacram.	KNCI	39	34	29	174	Sacram.	KNCI	31	31	27	139	Sacram.	KNCI	16	14	12	58	Sacram.	KNCI	16	14	12	58	Sacram.	KNCI	16	14	12	58	Sacram.	KNCI	16	14	12	58	Sacram.	KNCI	16	14	12	58								
San Jose	KRTY	21	21	21	69	San Jose	KRTY	22	22	19	76	San Jose	KRTY	21	20	19	100	San Jose	KRTY	21	20	19	100	San Jose	KRTY	21	20	19	100	San Jose	KRTY	21	20	19	100	San Jose	KRTY	21	20	19	100								
Provid.	WCTK	31	30	27	144	Provid.	WCTK	30	29	26	134	Provid.	WCTK	24	26	20	186	Provid.	WCTK	24	26	20	186	Provid.	WCTK	24	26	20	186	Provid.	WCTK	24	26	20	186	Provid.	WCTK	24	26	20	186								
Colum., OH	WCOL	25	24	19	167	Colum., OH	WCOL	22	22	22	109	Colum., OH	WCOL	38	26	24	291	Colum., OH	WCOL	38	26	24	291	Colum., OH	WCOL	38	26	24	291	Colum., OH	WCOL	38	26	24	291	Colum., OH	WCOL	38	26	24	291								
Norfolk	WGH	19	17	10	105	Norfolk	WGH	17	15	12	63	Norfolk	WGH	17	15	12	63	Norfolk	WGH	17	15	12	63	Norfolk	WGH	17	15	12	63	Norfolk	WGH	17	15	12	63	Norfolk	WGH	17	15	12	63								
San Antonio	KAJA	32	34	30	202	San Antonio	KAJA	15	15	12	41	San Antonio	KAJA	15	15	12	41	San Antonio	KAJA	15	15	12	41	San Antonio	KAJA	15	15	12	41	San Antonio	KAJA	15	15	12	41	San Antonio	KAJA	15	15	12	41								
Salt Lake	KUZZ	31	32	24	131	Salt Lake	KUZZ	19	18	15	57	Salt Lake	KUZZ	10	10	10	100	Salt Lake	KUZZ	10	10	10	100	Salt Lake	KUZZ	10	10	10	100	Salt Lake	KUZZ	10	10	10	100	Salt Lake	KUZZ	10	10	10	100								
Indian.	KSPD	29	25	20	205	Indian.	KSPD	19	16	14	76	Indian.	KSPD	26	25	26	247	Indian.	KSPD	26	25	26	247	Indian.	KSPD	26	25	26	247	Indian.	KSPD	26	25	26	247	Indian.	KSPD	26	25	26	247								
Charl., NC	WDRB	33	34	23	188	Charl., NC	WDRB	23	23	24	108	Charl., NC	WDRB	13	13	9	92	Charl., NC	WDRB	13	13	9	92	Charl., NC	WDRB	13	13	9	92	Charl., NC	WDRB	13	13	9	92	Charl., NC	WDRB	13	13	9	92								
New Or.	WTRD	24	21	22	144	New Or.	WTRD	18	25	24	176	New Or.	WTRD	12	23	24	142	New Or.	WTRD	12	23	24	142	New Or.	WTRD	12	23	24	142	New Or.	WTRD	12	23	24	142	New Or.	WTRD	12	23	24	142								
Orlando	WKMA	20	18	17	136	Orlando	WKMA	31	31	30	137	Orlando	WKMA	37	37	36	203	Orlando	WKMA	37	37	36	203	Orlando	WK																								



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

COUNTRY

Total Plays/Gain		Total Plays/Gain		Total Plays/Gain		Total Plays/Gain		Total Plays/Gain		
LEANN TREVIÑO 3137/428 <i>The Light In Your Eyes (Curb)</i>		SAWYER BROWN 3214/340 <i>Six Days On The Road (Curb)</i>		KEVIN SHARP 3658/170 <i>She's Sure Taking It Well (143/Asylum)</i>		SONS OF THE DESERT 1405/208 <i>Whatever Comes First (Epic)</i>		GEORGE STRAIT 5603/455 <i>One Night At A Time (MCA)</i>		
Total Stations: 160 Chart Move: 25-20		Total Stations: 158 Chart Move: 24-19		Total Stations: 159 Chart Move: 17-14		Total Stations: 144 Chart Move: 40-37		Total Stations: 161 Chart Move: 30-1		
CMT	21 21 1 12	Jacksonv.	WQIK	8 5 3 17	Jacksonv.	WQIK	8 5 3 17	Jacksonv.	WQIK	29 24 2 159



COUNTRY AIRPLAY

★ ★ ★ **AIRPOWER** ★ ★ ★

(Minimum 3200 detections for the first time)

VINCE GILL 3492/307
A Little More Love (MCA)
Total Stations: 160/Chart Move: 19-16
Heavy (35+ plays): 4 KHEY, KIKK, KYCY, KYNG
Medium (25-34): 44 KAJA, KASE, KDDK, KFKF, KFMS, KGMV, KKCS, KNCI, KPLX, KTST, KUPL, KWJ, KXKC, WBBS, WBCT, WBOB, WCOL, WESC, WFRE, WGAR, WGR, WHYL, WIL, WIVK, WJCL, WKN, WKIX, WKTF, WKXC, WMSI, WMZQ, WNCY, WPOC, WQBE, WQDR, WQMX, WRNS, WSTH, WWGR, WXB, WXBQ, WXTU, WYAY, WYYD
Light (Under 25): 112
New Airplay This Week: 2 KSSN, WDRM

BROOKS & DUNN 3286/126
Why Would I Say Goodbye (Arista)
Total Stations: 159/Chart Move: 20-17
Heavy (35+): 2 KTEX, KYCY
Medium (25-34): 41 KASE, KBEO, KCCY, KFMS, KGMV, KHEY, KIKF, KIKK, KBQ, KKCS, KMDL, KMLE, KPLX, KRYS, KSN, KSCS, KTST, KUPL, KXKC, KXXY, KYCW, KYNG, WBCT, WBOB, WBUB, WFLS, WFRE, WGAR, WGR, WKN, WKIX, WKTF, WKXC, WLWI, WMSI, WNCY, WQBE, WRNS, WROO, WWGR, WYAY
Light (Under 25): 116

SAWYER BROWN 3214/340
Six Days On The Road (Curb)
Total Stations: 158/Chart Move: 24-19
Heavy (35+): 9 KEEY, KMDL, KTST, KUPL, KWJ, WBOB, WIVK, WWGR, WXB
Medium (25-34): 36 KBEO, KDDK, KFMS, KGMV, KMPS, KRMD, KSN, KSOP, KWN, KXKC, KXXY, KYCW, KZSN, WAMZ, WBCT, WCOL, WCTK, WESC, WEZL, WFRE, WGAR, WGN, WIL, WKN, WKTF, WMSI, WNCY, WQDR, WRKZ, WRNS, WSM, WSTH, WWYZ, WYAY, WYGY, WYRK
Light (Under 25): 113
New Airplay This Week: 8 KAJA, KCYY, WCUZ, WDSY, WKIX, WKKO, WQIK, WTOR

Medium (25-34): 2 KBQ, KMLE
Light (Under 25): 90
New Airplay This Week: 26 KCYY, KFDI, KFKF, KHAY, KMDL, KMPS, KNCI, KSOP, KTOM, KTST, KXKC, KYCY, WBOB, WCMS, WDAF, WGAR, WKJN, WMSI, WPOR, WQYK, WRBQ, WRKZ, WSIX, WTD, WWKA, WZZK

JAMES BONAMY 458/143
The Swing (Epic)
Total Stations: 61/Chart Move: 60-53
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 61
New Airplay This Week: 11 KFDI, KHAY, KTST, KUZZ, KWN, WBOB, WQMX, WRNS, WSIX, WSSL, WYGY

JOHN BERRY 440/212
I Will, If You Will (Capitol Nashville)
Total Stations: 78/Chart Move: 65-54
Heavy (35+): 0
Medium (25-34): 1 KASE
Light (Under 25): 77
New Airplay This Week: 23 KCCY, KFKF, KIKF, KMPS, KPLX, KSKS, KTOM, KTTS, KUPL, KVET, WCMS, WESC, WIOV, WKIS, WKJN, WNCY, WQDR, WQXK, WSIX, WUBE, WWGR, WWWW, WYGY

JEFF WOOD 415/39
Use Mine (Imprint)
Total Stations: 66/Chart Move: 57-55
Heavy (35+): 0
Medium (25-34): 3 KZLA, WBCT, WYCD
Light (Under 25): 63
New Airplay This Week: 2 KSKS, WWWW

GARY ALLAN 375/160
From Where I'm Sitting (Decca)
Total Stations: 62/Chart Move: 66-56
Heavy (35+): 0
Medium (25-34): 1 WKIX
Light (Under 25): 61
New Airplay This Week: 10 KMDL, KUZZ, KXKT, WFLS, WFRE, WKN, WQXK, WUBE, WWKA, WXTU

SUZY BOGUSS 368/26
She Said, He Heard (Capitol Nashville)
Total Stations: 60/Chart Move: 58-57
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 60
New Airplay This Week: 1 KHEY

JOHN & AUDREY WIGGINS 355/41
Somewhere In Love (Mercury Nashville)
Total Stations: 48/Chart Move: 61-58
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 48
New Airplay This Week: 3 KHEY, KMPS, KTOM

RANDY TRAVIS 321/225
King Of The Road (Asylum)
Total Stations: 55/Chart Move: Debut 59
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 55
New Airplay This Week: 18 KDRK, KFKF, KHEY, KIKF, KJY, KPLX, KVOO, KZLA, WCTK, WEZL, WFGS, WHSL, WKN, WKIS, WRKZ, WSM, WSOC, WWGR

JEFF CARSON 314/103
Do It Again (Curb)
Total Stations: 56/Chart Move: 68-61
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 56
New Airplay This Week: 7 KIIM, KKCS, WIOV, WXB, WXTU, WYAY, WYGY

LEE ROY PARNELL 284/128
Lucky Me, Lucky You (Career)
Total Stations: 54/Chart Move: 71-63
Heavy (35+): 0
Medium (25-34): 1 KASE
Light (Under 25): 53
New Airplay This Week: 8 KHAY, KXKC, KYNG, WCMS, WHSL, WKJN, WQBE, WRKZ

PERFECT STRANGER 274/5
Fire When Ready (Curb)
Total Stations: 29/Chart Move: 63-64
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 29
New Airplay This Week: 3 KVOO, WCKT, WHYL

PATTY LOVELESS 243/155
The Trouble With The Truth (Epic)
Total Stations: 48/Chart Move: Debut 66
Heavy (35+): 0
Medium (25-34): 1 KIKK
Light (Under 25): 47
New Airplay This Week: 12 KMDL, KOUL, KTOM, KTST, KTTS, WGAR, WKCO, WKIX, WQBE, WQXK, WUBE, WUSN

REBA MCENTIRE 218/79
I'd Rather Ride Around With You (MCA)
Total Stations: 23/Chart Move: 72-68
Heavy (35+): 1 KIKK
Medium (25-34): 1 KYNG
Light (Under 25): 21
New Airplay This Week: 5 KHAY, KSOP, KUPL, WXB, WYGY

CLAY WALKER 193/94
One, Two, I Love You (Giant)
Total Stations: 33/Chart Move: Debut 70
Heavy (35+): 1 KBQ
Medium (25-34): 2 KIKK, KMLE
Light (Under 25): 30
New Airplay This Week: 1 WPOR

AARON TIPPIN 164/137
A Door (RCA)
Total Stations: 54/Chart Move: Debut 71
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 54
New Airplay This Week: 5 KFDI, KTTS, WAMZ, WBCT, WHSL

TRACE ADKINS 136/126
I Left Something Turned On At Home (Capitol Nashville)
Total Stations: 41/Chart Move: Debut 73
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 41
New Airplay This Week: 7 KEEY, KMLE, KUPL, KXKC, WDAF, WKIX, WYAY

KRIS TYLER 125/4
Keeping Your Kisses (Rising Tide)
Total Stations: 21/Chart Move: 74-74
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 21
New Airplay This Week: 3 KBEO, WCOL, WRBQ

MARY CHAPIN CARPENTER 124/20
The Better To Dream Of You (Columbia)
Total Stations: 41/Chart Move: 75-75
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 41
New Airplay This Week: 7 KIKF, KZLA, WCMS, WMIL, WSIX, WXTU, WYYD

JO DEE MESSINA 122/38
He'd Never Seen Julie Cry (Curb)
Total Stations: 30
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 30
New Airplay This Week: 2 KTTS, WYAY

RAY VEGA 104/7
I Can Dream (BNA)
Total Stations: 18
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 18
New Airplay This Week: 3 KHEY, WGH, WHSL

GEORGE STRAIT 96/69
Won't You Come Home (And Talk To A Stranger) (MCA)
Total Stations: 9
Heavy (35+): 0
Medium (25-34): 1 KIKK
Light (Under 25): 8
New Airplay This Week: 3 KNIX, KYCY, WIVK

RICOCHET 84/84
He Left A Lot To Be Desired (Columbia)
Total Stations: 61
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 61

BILLY YATES 75/70
Flowers (Alto Sounds)
Total Stations: 6
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 6
New Airplay This Week: 4 KBQ, KMLE, KZSN, WKIX

3199 - 1000 DETECTIONS

LEANN RIMES 3137/428
The Light In Your Eyes (Curb)
Total Stations: 160/Chart Move: 25-20
Heavy (35+ plays): 2 KYCY, KYNG
Medium (25-34): 34 KASE, KBEO, KDDK, KIKK, KKCS, KMLE, KSN, KTST, KUZZ, KYCW, KZLA, KZSN, WBBS, WBCT, WBOB, WCLB, WCOL, WEZL, WGAR, WGR, WHYL, WKIX, WKLB, WQBE, WQDR, WQXK, WRNS, WSIX, WWGR, WXB, WXBQ, WYAY, WYYD, WZZK
Light (Under 25): 124
New Airplay This Week: 9 KFRG, KILT, KNAX, WAMZ, WCUZ, WDSY, WHSL, WKXK, WQIK

KATHY MATTEA 3110/12
455 Rocket (Mercury Nashville)
Total Stations: 157/Chart Move: 21-21
Heavy (35+): 3 WCMS, WKTF, WPOC
Medium (25-34): 46 KBEO, KCCY, KDDK, KHAY, KIKF, KKCS, KMDL, KMPS, KNCI, KSN, KSON, KUZZ, KXKC, KYCW, WBCT, WBUB, WCHY, WCLB, WCTK, WEZL, WGAR, WGH, WGR, WHSL, WHYL, WKN, WKHK, WKIX, WKLB, WKSF, WKXC, WLWI, WMIL, WPOR, WRKZ, WRNS, WSIX, WSOC, WSTH, WUBE, WUSY, WWGR, WWYZ, WXB, WYAY, WYYD
Light (Under 25): 108
New Airplay This Week: 1 WGKX

MILA MASON 3106/35
Dark Horse (Atlantic)
Total Stations: 160/Chart Move: 22-22
Heavy (35+): 3 KTST, WPOC, WRNS
Medium (25-34): 35 KBEO, KGMV, KKCS, KMDL, KNIX, KPLX, KRTY, KWN, KXKC, KXXY, KYCW, WBCT, WBOB, WBUB, WCHY, WESC, WFRE, WGR, WHYL, WKN, WKXK, WKXC, WLWI, WMSI, WNOE, WQBE, WQDR, WQXK, WSIX, WWGR, WXB, WXBQ, WYAY, WYCD, WYYD
Light (Under 25): 122
New Airplay This Week: 1 KSSN

TANYA TUCKER 2421/394
Little Things (Capitol Nashville)
Total Stations: 158/Chart Move: 29-25
Heavy (35+): 2 KYCY, KYNG
Medium (25-34): 12 KAJA, KBEO, KHEY, KOUL, KPLX, KTST, KWN, KXXY, WGAR, WKIX, WPOC, WRBQ
Light (Under 25): 144
New Airplay This Week: 11 KRTY, KYCW, KZLA, WBBS, WCOL, WCOS, WIRK, WKHX, WMZQ, WTOR, WVLK

ALAN JACKSON 2377/1820
Who's Cheatin' Who (Arista)
Total Stations: 154/Chart Move: 51-26
Heavy (35+): 2 KIKK, KYCY
Medium (25-34): 7 KASE, KUPL, KYNG, WBOB, WIVK, WRBQ, WWGR
Light (Under 25): 145
New Airplay This Week: 113 KAJA, KASE, KATM, KBEO, KCCY, KCFY, KDRK, KFDI, KFKF, KFMS, KGMV, KHEY, KIIM, KIKF, KJY, KKAT, KKCS, KMDL, KMPS, KNAX, KRMD, KRST, KRTY, KRYS, KSCS, KSKS, KSON, KSOP, KSSN, KTEX, KTOM, KTTS, KUBL, KUZZ, KVET, KVOO, KWEN, KWN, KXKC, KXKT, KYGO, KYNG, KZSN, WAMZ, WBCT, WBEE, WBUB, WCHY, WCKT, WCLB, WCMS, WCOL, WCOS, WCTK, WCUZ, WDRM, WESC, WEZL, WFLS, WFGS, WFRE, WGGY, WGH, WGXK, WGN, WHSL, WHYL, WIOV, WIRK, WIVK, WKN, WKHK, WKIX, WKIS, WKJN, WKLB, WKSF, WKSJ, WKXC, WKXK, WLWI, WMJC, WMSI, WNCY, WNOE, WOV, WPOR, WQDR, WQXK, WRKZ, WRNS, WROO, WSOC, WSSL, WSTH, WTD, WTGE, WTOR, WUBE, WUSN, WUSY, WVLK, WWGR, WWKA, WWWW, WWYZ, WXB, WXTU, WYAY, WYCD, WYRK, WYYD, WZZK

DEANA CARTER 2275/594
Count Me In (Capitol Nashville)
Total Stations: 159/Chart Move: 32-27
Heavy (35+): 0
Medium (25-34): 14 KIKK, KBQ, KMLE, KTST, KXKC, KYCW, KYCY, KYNG, WBOB, WCOL, WFRE, WGR, WKN, WKIX
Light (Under 25): 145
New Airplay This Week: 16 KAJA, KFMS, KSSN, KTEX, KVOO, KWEN, WBBE, WBUB, WCKT, WHSL, WKHX, WKLB, WQDR, WSOC, WXB, WYYD

LEE ANN WOMACK 1978/331
Never Again, Again (Decca)
Total Stations: 153/Chart Move: 33-28
Heavy (35+): 0
Medium (25-34): 13 KMDL, KXKC, KYCY, WCMS, WCOL, WGAR, WHYL, WIVK, WKIX, WQBE, WRKZ, WSM, WXBQ
Light (Under 25): 140
New Airplay This Week: 6 KAJA, KTEX, KYCY, WBUB, WHSL, WQYK

JOE DIFFIE 1662/275
This Is Your Brain (Epic)
Total Stations: 151/Chart Move: 36-32
Heavy (35+): 0
Medium (25-34): 3 KFMS, WRNS, WYAY
Light (Under 25): 148
New Airplay This Week: 9 KKAT, KRYS, KWN, KXKC, WFMS, WMIL, WMSI, WUBE, WXB

TY HERNDON 1619/473
Loved Too Much (Epic)
Total Stations: 142/Chart Move: 41-33
Heavy (35+): 1 KYNG
Medium (25-34): 4 KMDL, WBCT, WRNS, WYAY
Light (Under 25): 137
New Airplay This Week: 32 KAJA, KASE, KCCY, KDRK, KGMV, KHEY, KIKK, KOUL, KRST, KRYS, KSCS, KSKS, KTTS, KUBL, KUPL, KVOO, WCOL, WKCO, WKHX, WKXK, WKXC, WLWI, WMJC, WMSI, WNOE, WQDR, WROO, WSOC, WWWW, WXBQ, WYCD, WYYD

MARK WILLS 1618/129
Places I've Never Been (Mercury Nashville)
Total Stations: 149/Chart Move: 34-34
Heavy (35+): 1 KTST
Medium (25-34): 4 KBEO, KMDL, KUZZ, WUSY
Light (Under 25): 144
New Airplay This Week: 8 KILT, KKCS, WGGY, WHSL, WJCL, WKIS, WNOE, WYCD

MARK CHESNUTT 1453/442
Let It Rain (Decca)
Total Stations: 138/Chart Move: 42-36
Heavy (35+): 1 KIKK
Medium (25-34): 1 WWGR
Light (Under 25): 136
New Airplay This Week: 27 KAJA, KATM, KBEO, KCCY, KFMS, KKAT, KMLE, KTEX, KUPL, KVOO, KWEN, KWN, WCKT, WCOS, WCTK, WFGS, WIOV, WKKO, WKXK, WMIL, WNCY, WOKO, WTGE, WUBE, WYGY, WYRK, WZZK

SONS OF THE DESERT 1405/208
Whatever Comes First (Epic)
Total Stations: 144/Chart Move: 40-37
Heavy (35+): 0
Medium (25-34): 6 KMDL, KTST, WKIX, WQBE, WWGR, WYAY
Light (Under 25): 138
New Airplay This Week: 19 KNAX, KNCI, KSN, KTOM, KUBL, KWEN, KXXY, KYGO, WESC, WGGY, WIL, WIVK, WKTF, WMIL, WMSI, WPOC, WQIK, WQXK, WRBQ

BURNIN' DAYLIGHT 1001/18
Say Yes (Curb)
Total Stations: 104/Chart Move: 43-42
Heavy (35+): 2 KIKK, WRBQ

Medium (25-34): 3 WKIX, WRNS, WWGR
Light (Under 25): 99
New Airplay This Week: 2 WGKX, WVLK

999 - 500 DETECTIONS

RICK TREVINO 974/152
I Only Get This Way With You (Columbia)
Total Stations: 103/Chart Move: 44-43
Heavy (35+): 1 KYNG
Medium (25-34): 4 KASE, KYCY, WDRM, WYAY
Light (Under 25): 98
New Airplay This Week: 9 KMPS, KRST, KTOM, WKHK, WKJN, WMJC, WQMX, WSSL, WWWW

TAMMY GRAHAM 882/187
A Dozen Red Roses (Career)
Total Stations: 102/Chart Move: 47-44
Heavy (35+): 1 KIKK
Medium (25-34): 0
Light (Under 25): 101
New Airplay This Week: 10 KKCS, KSN, KZLA, WBEE, WFLS, WSIX, WSSL, WTGE, WUSY, WWWW

KIPPI BRANNON 848/47
Daddy's Little Girl (Curb/Universal)
Total Stations: 104/Chart Move: 45-45
Heavy (35+): 1 WGGY
Medium (25-34): 5 KTST, WCKT, WJCL, WQMX, WYGY
Light (Under 25): 98

TRAVIS TRITT 788/366
She's Going Home With Me (Warner Bros.)
Total Stations: 91/Chart Move: 56-46
Heavy (35+): 0
Medium (25-34): 3 WKIX, WWGR, WYAY
Light (Under 25): 88
New Airplay This Week: 31 KHAY, KMDL, KOUL, KTOM, KTTS, KVET, WAMZ, WBBS, WCLB, WCOL, WCOS, WCTK, WGH, WIL, WIRK, WKKO, WKSJ, WMIL, WMSI, WOW, WPOR, WQBE, WQMX, WRKZ, WRNS, WSM, WSSL, WTD, WUBE, WWWW, WXB

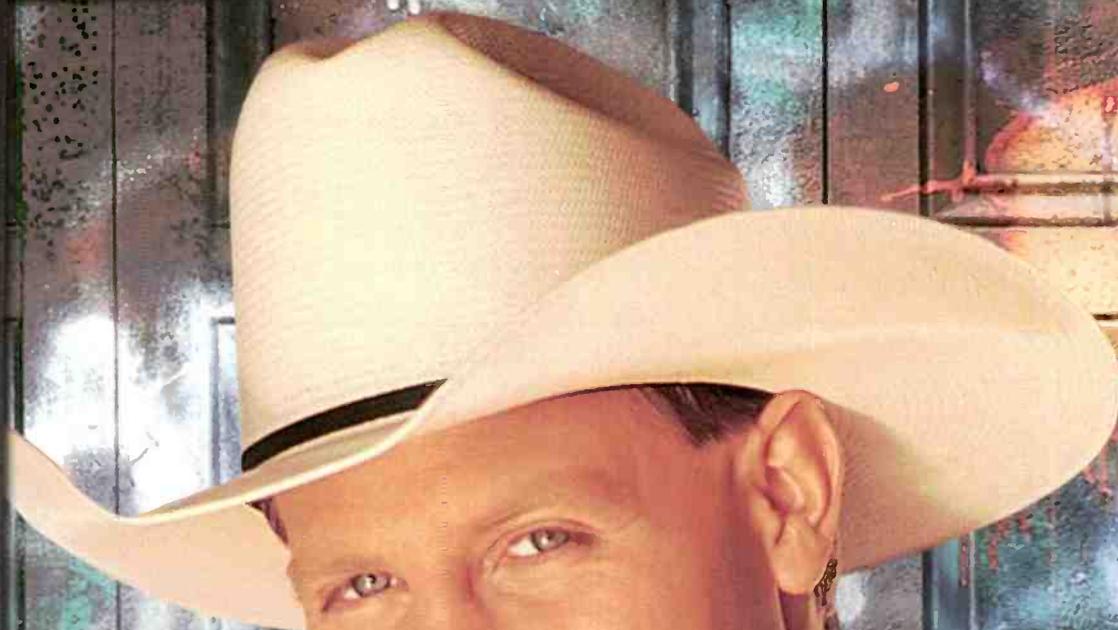
PAUL BRANDT 690/53
Take It From Me (Reprise)
Total Stations: 82/Chart Move: 48-47
Heavy (35+): 0
Medium (25-34): 1 KYCY
Light (Under 25): 81
New Airplay This Week: 4 KTOM, WAMZ, WNCY, WTGE

DARYLE SINGLETARY 632/57
The Used To Be's (Giant)
Total Stations: 91/Chart Move: 50-48
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 91
New Airplay This Week: 6 KEEY, WCTK, WKTF, WROO, WSOC, WTGE

499 - 75 DETECTIONS

PAM TILLIS 464/387
All The Good Ones Are Gone (Arista)
Total Stations: 92/Chart Move: Debut 52
Heavy (35+): 0

Airpower awarded to those records which attain 3200 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time. ★ Initial impact: records appearing on this page for the first time.



It's one thing to be one of CMT's Rising Stars AND share your music "LIVE" with over a quarter million people last year... it's another when a country SUPERSTAR takes time to produce your record after having 15 #1 hits of his own.

Richard McCreedy

THAT JUST ABOUT COVERS IT

The debut single from the new CD produced by Tracy Lawrence, Flip Anderson, and Brian Dean Maher.

IMPACT DATE: MONDAY, APRIL 28TH



FILE
AGENCY

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 161 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1997 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
★ ★ ★ No. 1 ★ ★ ★						
1	3	7	ONE NIGHT AT A TIME MCA 1 week at No. 1	GEORGE STRAIT	5603	5148
2	2	19	WHEN I CLOSE MY EYES BNA	KENNY CHESNEY	5420	5302
3	6	10	ON THE VERGE EPIC	COLLIN RAYE	5204	4832
4	1	13	RUMOR HAS IT GIANT	CLAY WALKER	5185	5538
5	5	15	ANOTHER YOU CURB	DAVID KERSH	5126	4854
6	4	14	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	4705	5041
7	8	10	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	4662	4280
8	9	9	SAD LOOKIN' MOON RCA	ALABAMA	4526	4085
9	7	14	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	4247	4818
10	16	14	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	3941	3557
11	15	15	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	3868	3581
12	14	9	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	3797	3631
13	13	9	SITTIN' ON GO ASYLUM	BRYAN WHITE	3709	3645
14	17	12	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	3658	3488
15	18	9	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	3556	3256
★ ★ ★ AIRPOWER ★ ★ ★						
16	19	5	A LITTLE MORE LOVE MCA	VINCE GILL	3492	3185
★ ★ ★ AIRPOWER ★ ★ ★						
17	20	6	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	3286	3160
18	11	18	HOW WAS I TO KNOW MCA	REBA MCENTIRE	3229	3829
★ ★ ★ AIRPOWER ★ ★ ★						
19	24	9	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3214	2874
20	25	6	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	3137	2709
21	21	15	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	3110	3098
22	22	12	DARK HORSE ATLANTIC	MILA MASON	3106	3071
23	10	16	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	3072	4026
24	12	20	HOLDIN' ARISTA	DIAMOND RIO	2750	3730
25	29	9	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	2421	2027
26	51	3	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	2377	557
27	32	5	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	2275	1681
28	33	7	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	1978	1647
29	27	20	WE DANCED ANYWAY CAPITOL NASHVILLE	DEANA CARTER	1834	2034
30	30	12	COLD OUTSIDE MCA	BIG HOUSE	1817	1861
31	26	14	CRY ON THE SHOULDER OF THE ROAD RCA	MARTINA MCBRIDE	1791	2105
32	36	8	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	1662	1387
33	41	6	LOVED TOO MUCH EPIC	TY HERNDON	1619	1146
34	34	9	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	1618	1489
35	28	19	SHE DREW A BROKEN HEART EPIC	PATTY LOVELESS	1518	2033

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

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
36	42	7	LET IT RAIN DECCA	MARK CHESNUTT	1453	1011
37	40	8	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	1405	1197
38	37	9	I NEED YOU MCA	TRISHA YEARWOOD	1317	1381
39	38	14	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS.	BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT	1263	1379
40	39	19	UNCHAINED MELODY CURB	LEANN RIMES	1217	1367
41	31	15	EVERYTHING I LOVE ARISTA	ALAN JACKSON	1214	1771
42	43	11	SAY YES CURB	BURNIN' DAYLIGHT	1001	983
43	44	6	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	974	822
44	47	6	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	882	695
45	45	12	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	848	801
46	56	2	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	788	422
47	48	5	TAKE IT FROM ME REPRISÉ	PAUL BRANDT	690	637
48	50	7	THE USED TO BE'S GIANT	DARYLE SINGLETARY	632	575
49	53	3	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	493	542
50	46	9	BAD FOR US WARNER BROS.	LITTLE TEXAS	493	757
51	49	10	BE HONEST ASYLUM	THRASHER SHIVER	482	615
★ ★ ★ HOT SHOT DEBUT ★ ★ ★						
52	NEW		ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	464	77
53	60	4	THE SWING EPIC	JAMES BONAMY	458	315
54	65	2	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	440	228
55	57	7	USE MINE IMPRINT	JEFF WOOD	415	376
56	66	3	FROM WHERE I'M SITTING DECCA	GARY ALLAN	375	215
57	58	6	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	368	342
58	61	4	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	355	314
59	NEW		KING OF THE ROAD ASYLUM	RANDY TRAVIS	321	96
60	59	5	TRUE LIES RCA	SARA EVANS	317	330
61	68	4	DO IT AGAIN CURB	JEFF CARSON	314	211
62	52	7	BREAKFAST IN BIRMINGHAM MCA	DAVID LEE MURPHY	294	551
63	71	2	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	284	156
64	63	5	FIRE WHEN READY CURB	PERFECT STRANGER	274	269
65	54	10	THE HOPECHEST SONG EPIC	STEPHANIE BENTLEY	247	531
66	NEW		THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	243	88
67	64	14	CHANGE HER MIND STEP ONE	GENE WATSON	224	236
68	72	3	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	218	139
69	62	15	EASE MY TROUBLED MIND COLUMBIA	RICOCHET	197	275
70	NEW		ONE, TWO, I LOVE YOU GIANT	CLAY WALKER	193	99
71	NEW		A DOOR RCA	AARON TIPPIN	164	27
72	69	4	I COULD LOVE A MAN LIKE THAT WARNER BROS.	ANITA COCHRAN	159	185
73	NEW		I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	136	10
74	74	3	KEEPING YOUR KISSES RISING TIDE	KRIS TYLER	125	121
75	75	2	THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	124	104



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Billboard Bulletin
DAILY NEWS FOR THE INTERNATIONAL MUSIC INDUSTRY • THURSDAY, FEBRUARY 3, 1997

Reba Re-Signs With MCA, Gets Film/TV Production Co.
Country music's most successful female solo artist, Reba McEntire, has signed a new recording contract with MCA Records and a production deal with MCA/Universal. The deal includes a new album and a film/TV production company.

Lindy Goetz Quits As Chili Peppers Manager
Lindy Goetz, who managed the Chili Peppers for several years, has announced her departure from the band. She will continue to be involved in the band's business affairs.

Mac Trio Sues Attorneys
The Mac Trio has filed a lawsuit against their attorneys, claiming that the attorneys failed to properly manage the band's legal affairs.

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

April 25, 1997 \$ 4.95 Volume 5 • No. 17

COUNTRY HIGHLIGHTS

★★★ NO. 1 ★★★

#1

GEORGE STRAIT

One Night At A Time (MCA)

★★★ AIRPOWER ★★★

LEANN RIMES • *The Light In Your Eyes (CURB)*

ALAN JACKSON • *Who's Cheatin' Who (ARISTA)*

GOING FOR AIRPLAY

BAILLIE & THE BOYS • *The God's Honest Truth (INTER SOUND)*

RICH MCCREADY • *That Just About Covers It (MAGNATONE)*

TIM MCGRAW • *It's Your Love (CURB)*

RIVER ROAD • *I Broke It, I'll Fix It (CAPITOL NASHVILLE)*

CLAY WALKER • *One, Two, I Love You (GIANT)*

Duopoly, Fewer Tours Have Reduced Friction Over Concert 'Presents'

by Phyllis Stark

Two years ago, one of the most controversial issues in country was that of rival stations battling over the right to present concerts in their markets. Programmers in some markets, by their own admission, were behaving badly, and it was often the artists who paid the price when stations withheld airplay if they didn't get the "presents."

While the issue hasn't died down completely, artist managers and radio programmers say the situation is much better now than at the height of the controversy. That is due, they say, partly to the fact that so many stations that were once bitter rivals are now co-owned, partly because there are fewer touring acts to fight over, partly because radio has learned to behave better, and partly because labels and managers have learned to anticipate rivalry situations before they get out of hand.

"A lot of folks in the competitive situations started to realize that it didn't do anybody any good, that it was hurting more than it helped," says WIVK-FM Knoxville, Tenn., MD Chris Huff, who was in the middle of a heated three-way battle in Dallas at the height of the controversy. "Concert sponsorship, when you get right down to it, wasn't that big of a deal. It was an ego issue for most stations. In markets where you saw two or three stations battling to have the rights, [they] have kind of reached an understanding."

"We went through a large period of time when there was a lot of that going on," says WTDR Charlotte, N.C., PD Loyd Ford. "There was a lot of stress and strain, and sometimes almost juvenile behavior over that kind of stuff... People were acting like it was the end of the world, and it wasn't." Now, he says, "in Charlotte, [WSOC PD] Paul Johnson and I are fairly mature about it and have learned to position our radio stations differently. Sometimes they get con-

certs, and sometimes we get concerts... If we show up together, they do what they think is entertaining to their audience, and we do what we think is entertaining to our audience. We try to be respectful of each other, [although] it doesn't always happen."

TURNING DOWN THE HEAT

Most managers agree that the problem has gotten better. "Certainly, there's still some problems out there, but it's died down," says Mike Robertson, who manages Pam Tillis, Lee Roy Parnell, Wade Hayes, and Kris Tyler. "Some of the duopoly situations have made it less of an issue. In a lot of markets now, it's one group owning all the stations. I also get a little bit of a sense that the immediate heat in a lot of these markets has died down a little bit... At one point it seemed like everyone [wanted a country act]. It wouldn't matter if it was a chili cookoff or a radio appreciation show or a basketball game, they wanted a country artist for it. A lot of city festivals that had never done country suddenly wanted to do four nights of country."

Robertson says the touring environment has contributed to the issue dying down. "The traffic to a certain degree has slowed down," he says. "The touring climate out there has gotten so much tougher. If you are a headliner, and you are playing the big building in town, you have some options, but for a new or mid-level act you just have to take what's there. In the past we tried to work around markets that were problems. Now there are so many acts and not enough work for everyone. It's really hard this year to pass on a paying date."

"My impression is it's not as big of an [issue], although there are still a few markets where the rivalry is so strong we do separate meet and greets," says Woody Bowles, who manages Terri Clark. "My impression is that people are getting along a lot better. Maybe

Continued on page 6



Writer:

She wrote seven of the ten songs on her album.

Singer:

She's got a one-of-a-kind voice that will knock you flat

Artist:

She's the real deal

...And it all starts now:

sherrie Austin lucky in love



Official Airplay Date: May 12th

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

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

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

*It's what
they're all saying
that continues
to make
LITTLE THINGS
such a *big* record...*

TANYA TUCKER



*"With determination and passion,
Tanya Tucker still reveals
the heart and pain of what
country music is all about."*

—OPRAH WINFREY

*"Tucker has now released
the best album of a long career,
Complicated."*

—WASHINGTON POST

*"A breathtaking CD...
Complicated is one of the
most stunning of her career."*

—NEWSWEEK

*"Tucker remains one of the
most distinctive stylists in
country music. Complicated
is one of the best albums
of her career."*

—BOB OERMANN

*"Not only can she sing,
Tanya Tucker is smart,
funny, sexy and beneath that
'Tucker Tough' exterior,
a remarkably sensitive person.*

*She was one of my favorite
'Dateline' interviews."*

—STONE PHILLIPS/
DATELINE NBC

*"Tucker has always had
one of country music's
most distinctive voices, and
she shines on this warm,
sweet ballad, Little Things."*

—BILLBOARD



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Management:
Tanya Tucker, Inc.

Letter: 'Courageous PDs' Shouldn't 'Add' Records

To the editor:

I read with great interest [the column] "Go-ing For Adds' Or The Real Story" in the April 11 Country Airplay Monitor. What a great konk on the head for people! I agree with your comments. Our chart is largely driven by record company priorities. Many songs are simply puffed-up hits because our format is so hung up on the chart position of a record, rather than with the impact a song is having with [the] audience.

What is an add? I think they are outdated. Here at WDSY we may "add" a record only to pull it the next week because of someone else's impact record. Then it shows as a drop. We move songs all the time from medium to power—and back again—several times. We may even move a recurrent back to power. Is that an add? We might "spike" a song because of a news

story or television appearance and then never play it again. Did I "add" the record because it was topical and we played it for a week?

Adds are outdated. I like for the record companies to make me aware of their airplay dates, but I don't concern myself with how many "adds" a record had, only with how great the record is. If it's great, I'll be playing it regardless of the airplay date, or who is ahead of it, or where it is on the chart. But, by the same token, I won't come off a record that is great—and doing great—just because it's fallen off the charts. What will stations do with "One Night At A Time" when it starts to fall after hitting No. 1 after just seven or eight weeks? Is that record really over? Courageous PDs... will know the real story.

Justin Case
Program Director
WDSY (Y108) Pittsburgh



RADIOACTIVE BY PHYLLIS STARK

Capstar Is Back In Action In Jackson

SFX Broadcasting has entered into two separate transactions in which it will sell its Jackson and Biloxi, Miss., properties to Capstar Broadcasting Partners for \$60 million and swap its Daytona, Fla., property and two Wichita, Kan., stations for Capstar's three Greenville, S.C., stations, WESC-AM-FM and WFNQ. The Jackson stations were once owned by the original Capstar. SFX already owns four stations in Greenville, including WESC's country rival, WSSL. Also, Capstar has acquired Patterson Broadcasting's 36 stations for \$215 million and Knight Quality's eight stations for \$70 million.

Overshadowed by WBOB Minneapolis' flip from country to rock April 14 is the news that sister AM station KTCJ, which had been simulcasting triple-A KTCZ, flipped April 21 to classic country programmed locally by sister KEEY (K102) PD Gregg Swedberg. Pete Stevens, who left KEEY a year ago to join Net Radio, returns to host a live morning show at KTCJ, which is expected to change calls. In other fallout from the WBOB change, PD Bob Wood is staying on to program the new format, at least for now; he may end up transferred within Chancellor. WBOB overnighter Joe Boxer joins K102 for that shift, replacing the syndicated "After MidNite With Blair Garner." WBOB morning news host Disney Dayton joins K102 in that capacity. Also, KEEY/WBOB promotion director Charlie Dean exits to work for Universal Music and Video Distribution in Minneapolis and hasn't been replaced.

KRAK Sacramento, Calif., PD/midday host Ray Knight exits to join KASH Anchorage, Ala., as PD. He replaces Dennis Carter.

WHOK/WHQK Columbus, Ohio, PD Jim

Hayes exits to be OM at WWFG and sister rock station WOSC (the Coast) Ocean City, Md. Don Christi, who most recently programmed KKAT Salt Lake City, replaces Hayes.

MD/afternoon jock Buzz Jackson is upped to PD at WROO Jacksonville, Fla., and retains his air shift. Jackson succeeds Tom Kelly, who steps down from programming to concentrate on his morning show.

Joe Montione, who most recently was with SJS Entertainment in New York, is named PD/morning man at WWGR Fort Myers, Fla. He replaces Rick McGee, who exits.

Former WQHK (K105) Fort Wayne, Ind., OM Jeff Davis moves to WITL Lansing, Mich., in that capacity. He replaces Barry Mardit, who can be reached at 810-548-5361. Also, K105 morning man Scott Miller moves to WITL in the same capacity.

Thom King, last the GSM at oldies KOOL Phoenix, is the new GM at country KHAY Oxnard, Calif., and its duopoly partners, replacing Joe Schwartz.

WKKG Columbus, Ind., PD/p.m. driver John Paul adds programming duties at newly acquired top 40 sister WINN North Vernon, Ind. WKKG P/T Fritz Moser joins WINN for mornings.

Night jock Aaron Corkins adds MD duties at KKJG San Luis Obispo, Calif. PD Andy Morris had been handling those duties.

Billboard Bulletin reports that Paul Robinson, GM of London's Talk Radio, adds GM duties for that market's Country 103.5, replacing Paul Kerriage.

Syndicator SuperRadio ups GM Robin Barbaro to COO. Senior rep E.J. Gore becomes VP/director of sales.

Mason Tours BDS Facility



Atlantic artist Mila Mason and her lead guitarist/road manager Dino Zimmerman recently toured the Broadcast Data Systems facility in Kansas City. She is pictured with BDS VP of operations Paul Gorup, left, and BDS music ID supervisor John Lindsay.



COUNTRY CONFIDENTIAL BY WADE JESSEN

Hits By Unknown Acts Vs. Star Equity

Not unlike the Reese's Peanut Butter Cups ad campaigns of yesterday, which never resolved whether chocolate was inserted into peanut butter, or peanut butter inserted into chocolate, the country format remains fiercely divided over whether we're a song-driven or artist-driven format. Like the candy bar, we're actually both, and the debate is part of a much bigger predicament, thanks to our explosive growth in the early '90s.

If country radio were totally driven by artists, Deana Carter's "Strawberry Wine" would not have made the huge impact that it did. However, it's disconcerting to me to see a song like George Strait's "King Of The Mountain" being given a relative thumbs down. In this time in which we're thirstily searching for format-image songs, the Strait song had the earmarks of a powerful image record by an established superstar. My sense is that it got the shaft simply because it was "too country" and not because there was any concrete, widespread evidence that it was, in fact, a stiff.

Prior to country's early '90s boom, the format was pretty much considered unworthy of scholarly notice. Once we started basking in the limelight of the Garth Brooks and SoundScan era, everyone suddenly found us interesting. A huge number of country celebs wrote their memoirs, and Ralph Emery made The New York Times best-sellers list. Even before the commercial explosion, the successful films

"Coal Miner's Daughter" and "Sweet Dreams" proved that country had no lack of colorful stories.

The mainstream media focused unprecedented attention on the country community primarily because the artists were interesting, not necessarily because the songs had changed all that much, proving that no individual song ever outshined a real superstar personality in this format. But all this new attention drove us into an identity crisis from which we have yet to recover.

Like the country girl who gets invited to a shindig on the cape-and-gown side of town, we scrambled to make ourselves appear unnaturally sophisticated, and we're sweating over which fork to pick up first at our glitzy new dinner table. It's one thing to embrace a super hit by an unknown artist—otherwise we'd be without important songs like "Strawberry Wine" and "Harper Valley P.T.A.," and we'd close ourselves off to the next long-term hit-makers. However, to devalue the importance of making ongoing investments in the careers of established stars simply because they occasionally turn in a song that may make us feel like the farm girl at the uptown soiree is a terrible mistake.

Fact is, we're at the uptown party whether we like it or not, so we should strive to strike a balance between the equity we've built in established stars and the value of undeniable hits by unknowns.

Something In Red



Lorrie Morgan models the "Peanuts Auto Parts" thong bikini following her guest appearance on SW Networks' "Country's Most Wanted." Pictured, from left, are host Carl P. Mayfield; Morgan; and Mayfield's sidekick, "P. Team Dean" Warfield.

ON THE ROW

Baumgartner Joins Decca; Travis Exits WB

Rick Baumgartner exits the national director of promotion post at Warner Bros. to join Decca Records as VP of national promotion May 1. He replaces John Lytle, who exits at the end of April to open a management company. Decca artist Gary Allan is his first client. Brad Howell replaces

Baumgartner at Warner Bros. He was the label's Atlanta-based Southeast regional promotion manager and will be relocating to Nashville.

Randy Travis has parted ways with his longtime label, Warner Bros. Travis is now shopping for a new deal; Asylum Records is reportedly among those he is considering. That label is working the current Travis single, "King Of The Road," which appears on the Asylum soundtrack to the film "Traveller," as well as on Travis' last WB album.

New York native Victoria Shaw will be the opening act at the Garth Brooks concert in New York's Central Park Aug. 7. She is Brooks' longtime friend and songwriting partner.

Toby Keith and his wife, Tricia, welcomed son Stelen Keith Covel into the world April 17 in Oklahoma. The couple also has two daughters.

WINTER '97 ARBITRONS

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

Call	Format	'96	'96	'96	'96	'97
NEW YORK—(1)						
WQHT	R&B	5.4	5.8	6.3	5.7	6.1
WLTV	AC	5.4	5.1	4.5	5.9	5.7
WKTV	top 40/rhythm	3.4	6.7	6.8	6.2	4.8
WCBS-FM	oldies	4.9	5.0	4.9	4.5	4.4
WSJK	Spanish	4.4	3.6	4.2	4.3	4.4
WRKS	R&B adult	5.1	4.7	4.0	4.3	4.3
WINS	N/T	3.8	3.6	3.7	3.4	3.7
WXRK	modern	2.9	3.0	3.4	3.6	3.6
WCBS-AM	N/T	3.7	3.1	3.2	3.0	3.4
WOR	N/T	2.8	3.8	3.4	3.4	3.4
WPAT-FM	Spanish	3.3	2.8	3.2	2.9	3.4
WABC	N/T	3.6	3.4	3.3	2.9	3.1
WHITZ	top 40	3.1	2.8	2.7	2.5	3.1
WQCD	jazz	3.5	2.9	3.0	3.3	3.1
WQXR	classical	2.8	2.8	2.1	3.0	3.0
WBLS	R&B adult	2.8	2.9	3.2	3.0	2.9
WPLJ	AC	3.4	3.4	2.9	3.0	2.6
WFAN	sports	2.6	2.3	2.7	2.9	2.5
WAXQ	cls rock	1.8	1.7	2.0	2.3	2.1
WADO	Spanish	2.0	1.9	1.6	1.9	2.0
WNEW	cls rock	1.7	1.9	1.7	1.2	1.8
WQEW	adult std	2.2	1.9	2.1	1.9	1.8
WDBZ	AC	3.1	2.4	2.4	1.9	1.5
WALK-FM	AC	1.1	1.1	1.0	1.0	1.0
WLIB	N/T	1.2	1.0	1.1	1.0	1.0

Call	Format	'96	'96	'96	'96	'97
LOS ANGELES—(2)						
KLVE	Spanish	7.1	7.2	7.1	6.9	6.0
KKBT	R&B	4.2	5.0	5.0	4.9	5.5
KPWR	top 40/rhythm	5.0	5.4	5.0	4.6	4.6
KFI	N/T	4.3	4.0	4.0	4.3	4.3
KTWV	jazz	3.7	3.5	3.5	3.6	3.8
KSCA	Spanish	1.2	1.4	1.2	1.1	3.5
KROQ	modern	3.8	3.3	3.1	2.9	3.4
KRTH	oldies	3.6	3.8	3.8	3.7	3.3
KIIS-AM-FM	top 40	3.7	3.6	3.4	3.2	3.2
KLAX	Spanish	3.2	3.3	3.4	4.1	3.2
KOST	AC	3.9	3.2	3.2	3.9	3.2
KABC	N/T	3.0	3.1	3.3	3.2	3.0
KCBS-FM	cls rock	2.3	2.4	2.3	1.9	2.8
KFWB	N/T	2.1	2.2	1.9	1.9	2.8
KBIG	AC	3.1	3.0	2.9	2.5	2.7
KLAC	adult std	2.9	2.7	2.4	2.2	2.4
KNX	N/T	2.8	2.1	2.1	2.5	2.4
KLOS	album	2.6	2.7	2.5	2.0	2.3
KTNO	Spanish	1.4	1.8	2.8	2.1	2.1
KYSR	AC	2.9	2.9	2.6	2.3	2.1
KZLA	country	2.0	2.0	2.1	2.9	2.1
KBUE	Spanish	1.8	1.6	2.2	1.7	2.0
KLXS	N/T	2.0	2.1	1.7	2.5	1.9
KIBB	top 40/rhythm	1.8	1.6	1.6	1.2	1.8
KJLH	R&B adult	1.1	1.1	1.3	1.2	1.7
KKGO	classical	1.8	1.6	1.5	2.1	1.6
KKHJ	Spanish	1.8	1.4	1.6	1.2	1.1
KKWK	Spanish	1.3	1.2	1.6	1.7	1.1
KXMG	Spanish	1.1	1.8	1.8	1.0	1.1
KLYI	modern	—	1.2	1.3	1.2	1.0
KRLA	R&B oldies	1.2	1.4	1.2	1.3	1.0

Call	Format	'96	'96	'96	'96	'97
CHICAGO—(3)						
WGN	N/T	6.2	6.1	6.8	6.6	6.2
WGCI-FM	R&B	6.1	5.8	6.3	6.5	5.5
WLIT	AC	4.4	4.8	4.0	4.2	5.1
WBBM-FM	top 40/rhythm	4.0	3.9	4.4	4.7	4.8
WYAZ	R&B adult	4.6	4.2	4.3	3.9	4.5
WBBM-AM	N/T	3.7	3.6	3.6	3.5	4.1
WLS	N/T	3.0	3.7	4.1	3.3	4.0
WUSN	country	3.6	3.6	3.0	3.0	3.7
WNJA	jazz	3.6	3.4	3.3	3.5	3.5
WJMK	oldies	3.0	4.1	4.2	3.4	3.3
WRCX	album	3.2	3.4	3.4	3.2	3.3
WSCR	sports	1.6	1.6	2.1	2.5	2.9
WKRT	triple-A	3.0	2.8	2.8	2.8	2.9
WKQX	modern	3.2	3.4	3.5	3.1	2.8
WJOL	Spanish	3.4	3.1	2.8	3.2	2.7
WAIT	adult std	3.3	2.1	2.0	2.6	2.6
WCKG	cls rock	2.3	2.1	2.8	2.6	2.6
WMAQ	N/T	2.8	2.9	2.1	2.7	2.2
WTMX	AC	2.5	2.7	3.0	2.6	2.2
WLUP	AC	2.5	2.6	2.2	2.1	2.1
WEJM-FM	R&B	1.8	1.9	2.3	2.5	2.0
WPNT	AC	2.1	2.2	2.6	2.2	2.0
WYYS	'70's oldies	1.7	1.7	1.8	1.3	1.9
WNIB/WNIZ	classical	1.5	1.8	1.4	1.6	1.6
WFMT	classical	1.4	1.1	1.2	1.6	1.4
WGCI-AM	R&B oldies	1.5	1.4	1.3	1.1	1.2
WHXX	country	1.4	1.3	1.3	1.4	1.2
WMVP	N/T	9	8	3	1.0	1.1

Call	Format	'96	'96	'96	'96	'97
SAN FRANCISCO—(4)						
KGO	N/T	6.8	6.8	6.6	6.9	7.0
KCBS	N/T	4.8	4.8	4.8	4.6	4.5
KYLD	top 40/rhythm	3.7	3.8	4.2	4.3	4.8
KMEL	top 40/rhythm	4.1	4.2	4.3	4.3	4.1
KFRC-AM-FM	oldies	3.5	3.9	4.2	3.5	3.8
KOIT-AM-FM	AC	4.0	3.4	3.8	4.0	3.8
KKSF	jazz	3.5	3.9	3.5	3.3	3.7
KIOI	R&B	3.3	3.7	3.2	3.3	3.3
KBLX	R&B adult	3.0	2.8	2.7	3.3	3.2
KNBR	sports	3.6	4.5	3.6	3.5	3.1
KFOG/KFFG	triple-A	2.9	3.7	3.2	3.3	3.0
KLLC	AC	1.6	1.3	2.2	2.1	2.7
KDFC-FM	classical	2.8	2.7	2.7	2.8	2.6
KBGG	cls rock	2.0	2.1	2.1	2.2	2.4
KSFO	N/T	1.8	2.2	2.8	2.4	2.2
KABL	adult std	2.3	1.9	2.0	1.8	2.1
KOME	modern	2.1	1.7	1.9	2.0	2.0
KSJO	album	2.0	1.6	2.2	2.4	2.0
KSAN	country	1.9	1.7	2.4	1.6	1.8
KITS	modern	2.8	2.5	2.4	2.4	1.8
KSOL/KZOL	Spanish	2.3	2.1	1.5	2.3	1.5
KBAY	AC	1.7	1.9	1.7	1.6	1.4
KEZR	AC	1.5	1.4	1.4	1.1	1.3
KLOK	Spanish	1.6	2.0	1.5	1.1	1.3
KYCY	country	1.7	1.4	1.4	1.2	1.2

Call	Format	'96	'96	'96	'96	'97
KPLZ	AC	4.0	4.7	3.6	3.6	3.7
KJR-FM	'70's oldies	4.7	3.6	3.5	3.4	3.6
KWJZ	jazz	2.5	2.3	2.9	2.4	3.0
KRPM/KBKS	AC	2.2	1.8	3.0	2.6	2.8
KRWM	AC	2.2	2.7	2.0	2.9	2.8
KOMO	N/T	4.3	3.9	3.1	3.6	2.7
KJR-AM	sports	2.4	2.9	1.8	2.0	2.5
KIRO-FM	N/T	2.1	2.1	2.1	2.5	2.3
KCMS	religious	1.9	1.4	1.6	1.8	1.5
KNWX	N/T	7	9	1.0	1.0	1.3

Call	Format	'96	'96	'96	'96	'97
SAN DIEGO—(14)						
KYYZ	AC	6.4	6.4	6.8	7.0	6.4
XHTZ	top 40/rhythm	6.8	6.6	6.2	5.6	5.2
KSDO	N/T	4.8	4.1	4.6	4.2	4.9
KFM	jazz	3.3	3.2	2.7	4.4	4.3
KSON-AM-FM	country	7.3	7.3	6.0	6.2	4.3
KFMB-AM	N/T	3.6	5.6	6.1	4.6	4.2
KFMB-FM	AC	4.6	4.4	4.1	4.0	4.1
KBZT	oldies	3.6	4.3	4.4	4.1	3.8
KBZT	top 40/rhythm	5	7	1.5	3.3	3.6
KIOZ	album	2.7	3.6	3.2	2.7	3.5
KKLQ	top 40	4.5	4.1	3.3	3.6	3.5
XETRA-FM	modern	4.8	3.6	4.2	2.9	3.5
KPOP	adult std	3.2	2.8	2.2	2.5	3.2
KGB	cls rock	2.8	2.8	2.8	2.7	2.8
KFI	N/T	3.0	3.0	3.0	2.3	2.5
KXGL	cls rock	3.6	3.4	3.7	4.2	2.5
KPLN	cls rock	1.3	1.7	2.3	2.8	2.4
XETRA-AM	sports	2.1	1.9	2.2	2.4	2.2
KFSO	classical	9	8	8	1.0	2.0
XHRM	modern	2.4	2.4	1.8	1.6	2.0
KRBH	AC	1.5	1.9	1.7	2.3	1.7
KUPR	country	1.1	1.1	1.1	1.8	1.6
KHXY	Spanish	1.9	1.5	2.0	1.1	1.5
KSPA	adult std	1.2	1.1	1.0	1.3	1.4
XTIM	Spanish	9	1.0	1.3	1.1	1.3
XLTN	Spanish	7	8	1.3	1.3	1.2
KOGO	N/T	2.0	1.9	1.6	1.9	1.1
KXST	triple-A	1.2	1.1	1.0	1.1	1.1
KNX	N/T	1.1	1.0	9	1.1	1.0

Call	Format	'96	'96	'96	'96	'97
NASSAU-SUFFOLK, N.Y.—(15)						
WALK-FM	AC	7.3	6.7	6.2	6.1	6.1
WXRK	modern	3.6	3.5	3.9	4.8	5.2
WKTV	top 40/rhythm	4.0	7.4	7.0	6.2	4.9
WCRS-AM	N/T	4.7	4.3	4.0	3.7	4.8
WHTZ	top 40	4.4	3.4	3.6	3.4	4.2
WBLI	top 40	3.0	4.3	4.4	3.6	4.0
WCRS-FM	oldies	4.0	4.0	4.6	3.6	3.9
WCRS-FM	adult std	3.6	2.7	2.7	3.0	3.8
WLTW	AC	3.2	3.0	2.4	4.0	3.7
WABC	N/T	3.7	3.6	3.7	2.7	3.4
WQHT	R&B	3.0	3.1	2.7	3.4	3.2
WFAN	sports	3.9	3.6	3.8	4.1	3.1
WBZO	oldies	2.3	3.0	2.6	3.2	2.9
WBAB/WHFM	album	3.2	3.3	3.2	3.0	2.8
WPLJ	AC	3.6	4.1	2.8	3.5	2.8
WQCD	jazz	2.3	2.6	2.0	2.6	2.8

This is the Band your Mama Warned you About

"YOUR MAMA WON'T LET ME"

The new single from **Little Texas**

Going for airplay May 5



Duopoly, Fewer Tours Have Reduced Friction Over Concert 'Presents'

Continued from page 1

the issue has been talked about enough that people are realizing when they do that it hurts the artist. . . . A lot of artists did kind of have to pull in and not get into those situations. What it meant for them was, in markets where these situations were occurring, you either had to do everything for everybody or nothing for anybody." Bowles believes the primary reason the situation has improved is that "more than anything, stations are becoming aware of how unfair it is to put that pressure on the artist."

"It used to be bad, but it's gotten to a point where so many stations have been bought up by one group owner that it immediately alleviates the war factor, because everybody's told to toe the line," says Mavericks manager Frank Callari of FCC Management. "I think they've calmed down a little bit."

STILL AS COMPETITIVE AS EVER?

Not everyone agrees that the station-rivalry issue has died down. TKO Management's T.K. Kimbrell, whose clients include Sawyer Brown and Toby Keith, is among them. "There's probably less shows right now. You may hear a little less about it because [of that, but] it's still as competitive as ever," he says. "There are some people out there who play heavy-duty hardball."

In Harrisburg, Pa., the rivalry issue has resurfaced recently thanks to the arrival of new country station WRBT. Country market leader WRKZ PD Mitch Mahan says, "There are still assholes out there. I wouldn't say they are as bad as ever, but there are some programmers that will do nasty things and try to undercut whatever we've established."

"It has died down in a lot of markets because one company owns both the competitors, so they have built-in neutrality," says WESC Greenville, S.C., OM Ron Brooks. "Here, with vigorously competing [stations], it's a battle to see who can throw the most extras at it to grab the presents. We've had some smaller shows where lines weren't clearly drawn and both stations showed up; we had a case of speaker and van wars." WESC was purchased last week by SFX Broadcasting, parent company of rival WSSL.

LINGERING PROBLEMS

There still seems to be some lingering problems created by radio from the days when the rivalry issue was at its peak. Programmers say artists are still not as accessible as they were before the issue erupted, and managers have learned to be more cautious.

"A lot of the managers have become so sensitive to all of it that they eliminate a lot of possible problems before they have an opportunity to exist," says WFDR's Ford. "It tends to make things more generic. They've learned to steer away from those areas, and it makes their artists less accessible. In some cases they won't do an inter-

view over the phone, even if it's your show, because they don't want to offend the other station. I think that situation will correct itself in time. Case by case they'll figure it out. Like everything else, it kind of ebbs and flows."

"They're still gun-shy in the respect that they all have people carefully screening liner requests and looking for statements or images too strongly targeted toward one station or another," says WESC's Brooks. "The labels and artist management are doing a real good job of filtering that out before it even gets to the artist."

"Artist managers are all wary and gun-shy," says WRKZ's Mahan, but they are also no longer afraid to say no to radio requests. "There's no waffling and hedging. They are just saying no. . . . In the radio industry, we are all egomaniacs, and we all feel it's our way or the highway," adds Mahan. "The problem is, that closed a lot of doors."

BABYSITTING THE CONTRACT

Managers admit they are now a lot more savvy about how to handle potentially explosive situations. "It's a big part of the job looking at each market and babysitting the contract and the agreement and the presents and the liners and the whole thing to make sure we don't get in hot water," says Robertson. "The last thing I want to have to do as a manager is to be sitting at No. 3 with what should be a No. 1 record and telling my client it didn't happen because we didn't do something right in a presents situation."

"We've all learned lessons, some the hard way, because it's so competitive out there among radio and among acts and tours," says Kimbrell. "You still should do everything you can for radio, [but] it's always a good idea to look at the liners and make sure there is not a liner in there that's going to offend another radio station."

Bowles says what managers have learned to do is "work more closely with promotions staffs at the record labels . . . because they know where trouble spots could occur." Clark is currently on tour with three other artists, and because the four acts are on different labels with different managers, Bowles says that prior to the tour, all involved parties met to "lay out parameters for everyone," in part to ensure that no incidents would occur with radio.

In what may prove to be a byproduct of the new environment in which both country stations in a market are co-owned, a situation flared up in Oklahoma City last week, when a concert promoter rejected the presents package offered by sister stations KXXY and KTST for Alan Jackson's April 26 show in Norman, Okla., and instead gave the "welcome" package to the Oklahoma Ford Dealers Assn. The stations responded by pulling Jackson's product off the air until the issue could be resolved. None of the parties involved in that dispute would comment on the record.

MONITOR PROFILE

Country Mornings Will Never Be The Same As Steve And D.C. Switch Formats

When Steve and D.C. switched from mornings at top 40 WKBBQ St. Louis to the same shift at country sister WKKX Jan. 28, it was with mixed emotions. They were pleased to be moving from WKBBQ's 39,000 watts to WKKX's full-market signal, but the longtime rock jocks had never worked country before. Steve, an Alabama native, grew up on country and was "thrilled" with the format, but says the rest of the eight-person morning show "had to come around."

D.C. says the switch was made because new parent Emmis Broadcasting's market research indicated that 20% of Steve and D.C.'s audience listened to country outside of mornings. Their show has been syndicated by SuperRadio for about six months, and they have five other affiliates, all top 40 or rock stations. Recently, however, they decided to sign up only country outlets as new affiliates.

Since going country, D.C. says, "the biggest thing that's changed is we're not afraid of the

trons, WKKX went from seventh to second place 18-34 in mornings, and the jocks are just two-tenths of a share away from No. 1 in that demo. In the 18-49 demo, WKKX's morning share went from tenth to second place, and the station went from No. 13 to No. 5 25-54.

The jocks say the basis of their appeal is that their show is a "real slice of real life." The eight-person team is composed of strong, varied personalities. D.C., for instance, is married and a devout Christian who has been known to pray on-air with callers facing surgery. Steve is single and has talked on-air about his preference for large women. The show's sports host is a Mensa member reminiscent of "Cheers" Cliff Claven.

"I guess the show's a little schizophrenic, but it's real," says Steve. "There are rough spots because there are rough spots in life. It's not a real slick show. . . . We're like a family on the air. It sounds like a bunch of brothers and sisters that happen to have a radio show. We fight and give each other hell and praise each other. It stands out like a sore thumb when you listen to other shows that sound really fake and contrived."

That "real" feeling, they say, is exactly why they connect with their listeners. "The audience is like extended family," says Steve. "They send us postcards when they go on vacations." In what has inadvertently become a regular bit, Steve says, "not a week goes by that we don't get a call from a woman in the labor room having a baby."

Recently, a woman called the show after learning from doctors that her baby had a 5% chance of survival. While Steve says that in a similar situation, it would never occur to him to call a radio show, he believes calls like that are "flattering. . . . It makes us feel really good, but it puts our job in perspective." Adds D.C., "There are a lot of people out there who are really lonely, but they do feel like they have a friend, and it's us."

Both jocks are flattered and more than a little surprised by this kind of following. "We're not nearly smart enough to sit down and say, 'What can we do to develop this loyalty?' We just got on the radio and were lucky enough to have [management] that let us be ourselves," says Steve.

Most surprising about the team's success is the fact that four years ago they were run out of St. Louis for using the word "nigger" on-air. That not only got them fired from WKBBQ the first time they worked there, but the fallout followed them to their next job at KAZY Denver and got them fired there, too. They returned to St. Louis humbled and set about successfully making amends with the NAACP, and were then rehired at WKBBQ. Today, Steve says, "the issue is dead." But during a long period of unemployment while the situation was hot, he says, "we thought we were going to be selling shoes for a living. At one point someone recommended we change our names and split up and take a year off. It looked really grim."

With a renewed appreciation for radio, they returned to the air and quickly regained the ratings success they had enjoyed prior to the incident. Now, they are tackling syndication with the same energy. Steve says, "We want to have as many affiliates as Bob Kingsley."

The team is also coming around on the issue of country music. The sports host, an avowed alternative fan, now sings along to John Michael Montgomery's "Sold." D.C. is finding that the new format is a better fit with his lifestyle. "Being a Christian on a rock station, there were a lot of times that stood out," he says. "The other day I was invited to do something on the Internet with Collin Raye and two other [country] artists talking about sharing our faith, and I thought I probably wouldn't have been invited to go [online] with Aerosmith and talk about my faith."

PHYLLIS STARK



WKKX St. Louis' Steve and D.C.

show to talk about Garth Brooks." But both jocks say they've always taken a mass-appeal approach to the show, modeled after "The Tonight Show" and "Late Show With David Letterman," where Rod Stewart may be a guest one night and Shania Twain the next. As for content, Steve says they recently talked about Vince Gill's divorce on-air, "but if something happens with Michael Jackson [the next day], we'll talk about that, too."

The jocks went to Country Radio Seminar this year, where they came to the decision that with so many rock and top 40 shows being pitched, there was a real void in mornings at country. "We thought it was smart business," says Steve. "When we decided to focus and not be all things to all people, it was like a load was lifted." Before, he says, "we were more preoccupied with the fact that we were on some rock stations and how the people who listen to Metallica [would] react when you come on and talk about Garth Brooks."

But the more dramatic change in the show was the addition of three songs an hour to what had been a talk show for years. "I thought we'd lose some time we'd devoted to content," says Steve, who admits the jocks "screamed, fought, and yelled" about the change. Now, he says, "if we had it to do over again, I [wouldn't] even argue the point." With the addition of music, "the show is more focused. It gives us a chance to regroup."

While much of their audience at WKBBQ was already listening to country, the jocks say that since taking the show to WKKX, they've broadened the format's appeal in St. Louis, citing as proof many calls, faxes, and E-mails from listeners who say they never listened to country before the jocks' move, but now stick with it all day. They had the benefit of being able to talk about their move on WKBBQ for six weeks prior to the actual change, but Steve says it was still "nerve-racking" for them wondering if their audience would move with them. Early indications are that many listeners have. In the winter Arbi-

ON THE AIR

WBOB-FM Minneapolis has been removed from the country radio panel due to a format change. The panel now totals 160 reporters.

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Things To Do/Notes

PRIORITY
A
BC
CATEGORY
TO DO

Spring, 1997

- 1 Get off of that fast lane
- 2 Slow down to a dirt road pace
- 3 Get out of them corporate clothes
- 4 Grab a fishin' pole
- 5 Let down hair
- 6 Walk barefoot in the evening air



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- ALAN JACKSON • Who's Cheatin' Who (ARISTA)** +991
WKTF +21, WGRL +20, WYNN +19, KRMD +16, WXBQ +15, WCHY +15, KAJA +15, KFRG +14, WCOS +14, KUZZ +14
- REBA MCENTIRE • I'd Rather Ride Around With You (MCA)** +531
WBCT +24, KWJW +18, KASE +18, WYAY +17, WXBQ +14, WKIX +12, WSTH +12, KKCS +12, WBBS +11, WGAR +11
- TY HERNDON • Loved Too Much (EPIC)** +529
KIKK +25, WWGR +22, KTST +19, KCCY +13, KYCW +13, WMSI +12, WCHY +12, WESC +12, KJJY +11, WYNN +11
- TRAVIS TRITT • She's Going Home With Me (WARNER BROS.)** +433
WKXC +22, KBEQ +15, KXKT +14, WTOR +14, KWJW +13, KWNR +12, KRTY +11, WCHY +10, KRMD +10, KZSN +10
- RICK TREVINO • I Only Get This Way With You (COLUMBIA)** +416
KPLX +20, KWNR +14, KHEY +14, KNIX +14, WQMX +13, WQDR +13, WGH +13, WJCL +13, KIKK +13, WYCD +12
- ALABAMA • Sad Lookin' Moon (RCA)** +407
WKXK +17, WPOC +16, KXKT +15, WCOS +15, WRBQ +15, WYNN +13, WZZK +13, WCOL +12, KRST +12, WGH +12
- MARK CHESNUTT • Let It Rain (DECCA)** +367
WGRL +21, KMLE +17, KCCY +16, WGGY +14, WKSF +13, KIIM +13, WYNN +13, WMSI +12, WNCY +11, KRST +11
- PATTY LOVELESS • The Trouble With The Truth (EPIC)** +352
KASE +25, KPLX +20, KDDK +15, KBEQ +14, WYCD +13, WKCN +13, WQBE +13, WFLS +13, WPOC +13, WQXK +12
- TANYA TUCKER • Little Things (CAPITOL NASHVILLE)** +323
KIKK +19, WGGY +16, WCHY +16, WKLB +12, KSKS +12, WFRE +12, WWGR +11, WCTK +11, KYCW +10, WKHX +10
- LORRIE MORGAN • Good As I Was To You (BNA)** +320
KIKK +28, WWKA +20, WQYK +17, WKCN +16, WIOV +15, KWJW +14, WBEE +12, KTOM +11, KSKS +11, KUZZ +11
- PAM TILLIS • All The Good Ones Are Gone (ARISTA)** +318
KITTS +19, KYCY +15, WLWI +12, KKCS +12, KKAT +12, WKIX +11, KOUL +11, WUSY +11, WWGR +10, WHYL +10
- TRACE ADKINS • I Left Something Turned On At Home (CAPITOL NASHVILLE)** +315
KMLE +19, WPOC +17, WDRM +15, WYGY +14, WXBQ +14, WESC +14, KWEN +14, WQBE +12, WYAY +12, WSTH +10
- DEANA CARTER • Count Me In (CAPITOL NASHVILLE)** +314
KRTY +18, WKTF +16, WYNN +12, KTEX +10, WGNA +10, KTOM +9, WIVK +9, KVOO +9, KZLA +9, WMJC +8
- MINDY MCCREADY • A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)** +296
KRYS +14, KRST +14, WPOC +14, WCLB +13, WKXC +12, WDSY +12, WCOL +11, KHEY +11, KKBQ +11, WMJC +10
- LEANN RIMES • The Light In Your Eyes (CURB)** +276
KTEX +16, KFKF +14, KCCY +13, WBUB +12, WGNA +11, KIKK +11, WKCN +10, KRYS +10, WDAF +10, WYRK +10

MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
REBA MCENTIRE <i>I'd Rather Ride Around With You (MCA)</i>	29	MARK CHESNUTT <i>Let It Rain (Decca)</i>	21
TRAVIS TRITT <i>She's Going Home With Me (Warner Bros.)</i>	29	RICK TREVINO <i>I Only Get This Way With You (Columbia)</i>	21
PATTY LOVELESS <i>The Trouble With The Truth (Epic)</i>	26	TRACE ADKINS <i>I Left Something Turned On At Home (Capitol Nashville)</i>	20
PAM TILLIS <i>All The Good Ones Are Gone (Arista)</i>	26	LEE ROY PARNELL <i>Lucky Me, Lucky You (Career)</i>	18
TY HERNDON <i>Loved Too Much (Epic)</i>	24	CLAY WALKER <i>One, Two, I Love You (Giant)</i>	18
JOHN BERRY <i>I Will, If You Will (Capitol Nashville)</i>	21		

VIDEO PLAYLISTS



The Heart of Country

	TW	LW	
1	5	4	Terri Clark, Emotional Girl
2	4	4	Collin Raye, On The Verge
3	4	5	Tracy Byrd, Don't Take Her She's All Got
4	4	3	Kevin Sharp, She's Sure Taking It Well
5	4	0	Alan Jackson, Who's Cheatin' Who
6	3	4	Martina McBride, Cry On The Shoulder Of The Road
7	3	4	John Michael Montgomery, I Miss You A Little
8	3	3	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)
9	3	3	Lorrie Morgan, Good As I Was To You
10	3	3	Kathy Mattea, 455 Rocket
11	3	3	Sawyer Brown, Six Days On The Road
12	3	4	Tracy Lawrence, Better Man, Better Off
13	3	3	John & Audrey Wiggins, Somewhere In Love
14	3	3	James Bonamy, The Swing
15	3	0	George Jones, I Don't Need Your Rockin' Chair
16	3	2	The Bellamy Brothers, She's Awesome
17	2	3	LeAnn Rimes, The Light In Your Eyes
18	2	0	Mary Chapin Carpenter, The Better To Dream Of You
19	2	0	Deana Carter, Count Me In
20	2	1	Mark Chesnutt, Let It Rain
21	2	3	Mila Mason, Dark Horse
22	2	1	Big House, Cold Outside
23	2	4	Lee Ann Womack, Never Again, Again
24	2	4	Vince Gill, A Little More Love
25	2	4	Little Texas, Bad For Us
26	2	1	Mark Wills, Places I've Never Been
27	2	2	Cledus "T." Judd, Cledus Went Down To Florida
28	2	1	Tanya Tucker, Little Things
29	2	2	Sons Of The Desert, Whatever Comes First
30	2	4	Patty Loveless, The Trouble With The Truth



	TW	LW	
1	37	6	Alan Jackson, Who's Cheatin' Who
2	34	17	Sawyer Brown, Six Days On The Road
3	32	31	Terri Clark, Emotional Girl
4	30	21	LeAnn Rimes, The Light In Your Eyes
5	29	26	Collin Raye, On The Verge
6	29	28	Kevin Sharp, She's Sure Taking It Well
7	29	29	Tracy Lawrence, Better Man, Better Off
8	29	27	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)
9	29	32	Mila Mason, Dark Horse
10	28	31	Tracy Byrd, Don't Take Her She's All I Got
11	28	27	Kathy Mattea, 455 Rocket
12	28	27	John Michael Montgomery, I Miss You A Little
13	28	27	Lorrie Morgan, Good As I Was To You
14	27	8	Deana Carter, Count Me In
15	25	27	Clay Walker, Rumor Has It
16	23	20	Vince Gill, A Little More Love
17	22	37	Patty Loveless, The Trouble With The Truth
18	22	21	Prairie Oyster, One Way Track
19	21	21	Joe Diffie, This Is Your Brain
20	21	21	Big House, Cold Outside
21	21	22	Kim Richey, I Know
22	21	28	Alison Krauss & Union Station, Find My Way Back To My Heart
23	20	6	Mary Chapin Carpenter, The Better To Dream Of You
24	20	20	Lee Ann Womack, Never Again, Again
25	20	22	Darley Singletary, The Used To Be's
26	20	21	Sons Of The Desert, Whatever Comes First
27	19	21	James Bonamy, The Swing
28	15	24	Trace Adkins, (This Ain't) No Thinkin' Thing
29	15	14	The Kentucky Headhunters, Singin' The Blues
30	14	15	Martina McBride, Cry On The Shoulder Of The Road
31	14	14	Regina Regina, Right Plan, Wrong Man
32	14	13	Anita Cochran, I Could Love A Man Like That
33	14	14	Little Texas, Bad For Us
34	14	13	Emilio, I'd Love You To Love Me
35	14	13	Mark Wills, Places I've Never Been
36	14	15	Cledus "T." Judd, Cledus Went Down To Florida
37	14	19	Tanya Tucker, Little Things
38	14	12	Jeff Wood, Use Mine
39	14	13	Nikki Nelson, Too Little Too Much
40	14	13	John & Audrey Wiggins, Somewhere In Love
41	14	14	Mandy Barnett, Planet Of Love
42	14	4	Billy Yates, I Smell Smoke
43	14	14	Stephanie Bentley, The Hopechest Song
44	14	13	Kippi Brannon, Daddy's Little Girl
45	14	13	Jack Ingram, That's Not Me
46	14	15	Holly Dunn, Leave One Bridge Standing
47	14	14	The Bellamy Brothers, She's Awesome
48	13	15	Tammy Graham, A Dozen Red Roses
49	13	15	Trisha Yearwood, I Need You
50	13	13	Mark Chesnutt, Let It Rain

COUNTRY RECURRENT AIRPLAY

RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)	RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)
1	2369	2627	SHE'S TAKEN A SHINE JOHN BERRY (CAPITOL NASHVILLE)	14	1154	1155	MY MARIA BROOKS & DUNN (ARISTA)
2	2349	2729	HOLDIN' DIAMOND RIO (ARISTA)	15	1113	1132	THE FEAR OF BEING ALONE REBA MCENTIRE (MCA)
3	1700	1811	WE DANCED ANYWAY DEANA CARTER (CAPITOL NASHVILLE)	16	1084	1168	BIG LOVE TRACY BYRD (MCA)
4	1604	1680	IT'S A LITTLE TOO LATE MARK CHESNUTT (DECCA)	17	1078	1113	DADDY'S MONEY RICOCHET (COLUMBIA)
5	1552	1601	NOBODY KNOWS KEVIN SHARP (143/ASYLUM)	18	1051	1109	EVERY LIGHT IN THE HOUSE TRACE ADKINS (CAPITOL NASHVILLE)
6	1536	1817	ME TOO TOBY KEITH (MERCURY NASHVILLE)	19	1038	1037	STRAWBERRY WINE DEANA CARTER (CAPITOL NASHVILLE)
7	1442	1478	ONE WAY TICKET (BECAUSE I CAN) LEANN RIMES (CURB)	20	980	1043	FRIENDS JOHN MICHAEL MONTGOMERY (ATLANTIC)
8	1438	1539	RUNNING OUT OF REASONS TO RUN RICK TREVINO (COLUMBIA)	21	957	951	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
9	1406	1456	LITTLE BITTY ALAN JACKSON (ARISTA)	22	953	957	HER MAN GARY ALLAN (DECCA)
10	1349	1388	AMEN KIND OF LOVE DARLEY SINGLETARY (GIANT)	23	942	952	LIKE THE RAIN CLINT BLACK (RCA)
11	1311	1459	WHERE CORN DON'T GROW TRAVIS TRITT (WARNER BROS.)	24	930	915	CHECK YES OR NO GEORGE STRAIT (MCA)
12	1297	1409	A MAN THIS LONELY BROOKS & DUNN (ARISTA)	25	910	889	BLUE CLEAR SKY GEORGE STRAIT (MCA)
13	1236	1304	IS THAT A TEAR TRACY LAWRENCE (ATLANTIC)				

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

K I E P I T



FROM THE TRADE PUBLICATION THAT INVENTED REAL.



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

COUNTRY

KZLA Los Angeles PD: John Sebastian APD/MD: Bill Link

WUSN Chicago PD: Alan Sledge MD: Tricia Biondo

WXTU Philadelphia OM/MD: Gary McCartie MD: Jim Radler

WKHX Atlanta PD: Neil McGinley MD: Johnny Gray

WMZQ Washington, DC PD: Mac Daniels MD: Jon Anthony

KSCS Dallas PD: Dean James MD: Linda O'Brian

KKBQ Houston PD: Dene Hallam APD: John Trapani

KILT Houston PD/MD: Debbie Pipia

KYGO Denver OM/MD: John St. John MD: Jennifer Page

KYNG Dallas PD/MD: Dan Pearman

WWWW Detroit PD: Mark Hamlin MD: Carl E.

WIL St. Louis PD: Bob Barnett APD/MD: Mark Langston

KIKK Houston PD: John Roberts MD: Jay Kelly

WYCD Detroit PD: Eddie Haskell MD: Katie Marroso

KPLX Dallas PD: Smokey Rivers MD: Theresa Whitney

KMPS Seattle PD: Mark Richards MD: Tony Thomas

KEYE Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon

WGAR Cleveland PD: Denny Nugent MD: Chuck Collier

WDSY Pittsburgh PD: Justin Case Acting MD: Rick Dauton

KNIX Phoenix OM: Larry Daniels MD: Buddy Owens

WYAY Atlanta PD: Neil McGinley MD: Johnny Gray

KMLE Phoenix PD: Jeff Garrison APD/MD: Jon Allen

WPOC Baltimore PD: Scott O'Brien APD/MD: Greg Cole

WKXX Chicago PD: Ted Stecker MD: Dominica

For Week Ending April 20, 1997

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Broadcast Data Systems
Artist Recognition Services

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

COUNTRY							
WFMS Indianapolis PD: David Wood MD: J.D. Cannon	WQYK Tampa PD: Beecher Martin MD: Jay Roberts	KFRG San Bernardino OM: Ray Massie MD: Don Jeffries	WTQR Greensboro PD: Paul Franklin MD: Deano	WIVK Knoxville PD: Les Acree MD: Chris Huff	WUBE Cincinnati PD: Tim Closson MD: Duke Hamilton		
TW LW	TW LW	TW LW	TW LW	TW LW	TW LW		
1 Alabama, Sad Lookin' Moon	45 43	1 George Strait, One Night At A Time	40 23	1 Kenny Chesney, When I Close My Eyes	37 37	1 Lorrie Morgan, Good As I Was To You	36 36
2 Nancy Chesney, When I Close My Eyes	44 44	2 Clay Walker, Rumor Has It	39 38	2 Lorrie Morgan, Good As I Was To You	37 39	2 Tracy Byrd, Don't Take Her She's All I G	35 38
3 Trace Adkins, (This Ain't) No Thinkin' T	43 45	3 Collin Raye, On The Verge	38 37	3 Trace Adkins, (This Ain't) No Thinkin' T	36 26	3 Clay Walker, Rumor Has It	35 38
4 Lorrie Morgan, Good As I Was To You	42 43	4 Trace Adkins, (This Ain't) No Thinkin' T	38 41	4 George Strait, One Night At A Time	36 40	4 George Strait, One Night At A Time	35 32
5 David Kersh, Another You	38 29	5 Lorrie Morgan, Good As I Was To You	28 11	5 Alan Jackson, Everything I Love	32 25	5 Mindy McCreedy, Maybe He'll Notice Me	34 26
6 George Strait, One Night At A Time	37 26	6 David Kersh, Another You	28 24	6 Lorrie Morgan, Good As I Was To You	31 22	6 Trace Adkins, (This Ain't) No Thinkin' T	34 36
7 Collin Raye, On The Verge	36 26	7 Tracy Lawrence, Better Man, Better Off	27 15	7 John Michael Montgomery, I Miss You A Li	31 20	7 Kenny Chesney, When I Close My Eyes	34 33
8 Tracy Byrd, Don't Take Her She's All I G	28 43	8 Alabama, Sad Lookin' Moon	27 27	8 Bill Engvall, Here's Your Sign	30 28	8 Bryan White, Sittin' On Go	33 23
9 Diamond Rio, Holdin'	26 22	9 Kenny Chesney, When I Close My Eyes	23 24	9 Kenny Chesney, When I Close My Eyes	26 25	9 David Kersh, Another You	29 34
10 Buffalo Club, If She Don't Love You	25 21	10 Bill Engvall, Here's Your Sign	21 22	10 Clay Walker, Rumor Has It	26 25	10 Sawyer Brown, Six Days On The Road	27 24
11 Mita Mason, Dark Horse	25 21	11 Bryan White, Sittin' On Go	20 17	11 Terry Clark, Emotional Girl	25 24	11 Tanya Tucker, Little Things	26 24
12 Mindy McCreedy, A Girl's Gotta Do	22 22	12 Sawyer Brown, Six Days On The Road	18 16	12 Buffalo Club, If She Don't Love You	24 27	12 Lee Ann Womack, Never Again, Again	26 20
13 John Michael Montgomery, I Miss You A Li	24 24	13 Buffalo Club, If She Don't Love You	17 12	13 Alabama, Sad Lookin' Moon	24 24	13 Mark Willis, Places I've Never Been	25 27
14 Bryan White, Sittin' On Go	24 26	14 Diamond Rio, Holdin'	17 26	14 Collin Raye, On The Verge	21 24	14 Tracy Lawrence, Better Man, Better Off	24 24
15 Clay Walker, Rumor Has It	23 22	15 LeAnn Rimes, The Light In Your Eyes	17 12	15 Alabama, Sad Lookin' Moon	21 24	15 Deana Carter, Count Me In	23 23
16 LeAnn Rimes, The Light In Your Eyes	23 18	16 Alan Jackson, Who's Cheatin' Who	17 15	16 Alan Jackson, Who's Cheatin' Who	20 13	16 Buffalo Club, If She Don't Love You	23 26
17 Trace Adkins, (This Ain't) No Thinkin' T	23 35	17 Vince Gill, A Little More Love	16 22	17 Vince Gill, A Little More Love	20 20	17 LeAnn Rimes, The Light In Your Eyes	23 23
18 Mark Willis, Places I've Never Been	23 18	18 Brooks & Dunn, Why Would I Say Goodbye	16 18	18 David Kersh, Another You	18 25	18 Bryan White, Sittin' On Go	23 27
19 Kevin Sharp, She's Sure Taking It Well	23 23	19 Tracy Byrd, Don't Take Her She's All I G	15 31	19 Trisha Yearwood, I Need You	18 20	19 Kevin Sharp, She's Sure Taking It Well	23 27
20 Mindy McCreedy, A Girl's Gotta Do	22 24	20 John Michael Montgomery, I Miss You A Li	15 11	20 Pam Tillis, All The Good Ones Are Gone	18 20	20 Pam Tillis, All The Good Ones Are Gone	21 12
21 Brooks & Dunn, Why Would I Say Goodbye	21 19	21 Deana Carter, Count Me In	15 20	21 LeAnn Rimes, The Light In Your Eyes	17 24	21 John Michael Montgomery, I Miss You A Li	20 21
22 Rick Trevino, Running Out Of Reasons To	20 20	22 Tanya Tucker, Little Things	13 13	22 Tracy Byrd, Don't Take Her She's All I G	17 3	22 Daryle Singletary, Amen Kind Of Love	20 24
23 Alan Jackson, Who's Cheatin' Who	20 10	23 Mindy McCreedy, A Girl's Gotta Do	13 17	23 Kevin Sharp, Nobody Knows	16 15	23 Reba McEntire, How Was I To Know	18 21
24 John Berry, She's Sure Taking It Well	19 17	24 Kevin Sharp, She's Sure Taking It Well	13 15	24 Ricochet, Daddy's Little Girl	17 18	24 Clay Walker, Rumor Has It	18 21
25 Mark Chesnut, It's A Little Too Late	18 15	25 Burnin' Daylight, Say Yes	12 14	25 Collin Raye, On The Verge	16 15	25 Tracy Byrd, Don't Take Her She's All I G	18 23
26 Gene Watson, Change Her Mind	18 23	26 Deana Carter, We Danced Anyway	11 17	26 Deana Carter, We Danced Anyway	15 15	26 Terry Clark, Emotional Girl	16 16
27 Travis Tritt, Where Corn Don't Grow	16 15	27 Pam Tillis, All The Good Ones Are Gone	11 8	27 Pam Tillis, All The Good Ones Are Gone	16 18	27 James Bonamy, The Swing	17 12
28 Vince Gill, A Little More Love	16 16	28 John Berry, She's Taken A Shine	11 9	28 LeAnn Rimes, The Light In Your Eyes	15 19	28 Alan Jackson, Everything I Love	14 12
29 Sawyer Brown, Six Days On The Road	15 29	29 Reba McEntire, How Was I To Know	11 16	29 John Michael Montgomery, Friends	14 16	29 Ty Herndon, Loved Too Much	15 11
30 Ty Herndon, She Wants To Be Wanted Again	15 12	30 Patty Loveless, She Drew A Broken Heart	11 13	30 Tim McGraw, Can't Be Really Gone	14 12	30 Rick Trevino, Running Out Of Reasons To	14 14

WSIX Nashville PD/MD: Dave Kelly	WKHO Dayton PD: Gerry McCracken MD: Dawn Michaels	WSOC Charlotte PD: Paul Johnson MD: Rick McCracken	WWKA Orlando PD: Michael Moore MD: Shadow Stevens	WSM Washville PD: Kyle Cantrell MD: Kevin Anderson	WAMZ Louisville PD/MD: Coyote Calhoun		
TW LW	TW LW	TW LW	TW LW	TW LW	TW LW		
1 George Strait, One Night At A Time	43 38	1 Collin Raye, On The Verge	36 35	1 Clay Walker, Rumor Has It	40 37	1 George Strait, One Night At A Time	42 42
2 Alabama, Sad Lookin' Moon	42 41	2 Mark Chesnut, It's A Little Too Late	34 35	2 George Strait, One Night At A Time	40 37	2 Buffalo Club, If She Don't Love You	41 38
3 Collin Raye, On The Verge	38 41	3 Vince Gill, Pretty Little Adriana	37 37	3 Lorrie Morgan, Good As I Was To You	40 20	3 Alabama, Sad Lookin' Moon	41 35
4 Buffalo Club, If She Don't Love You	38 39	4 Kenny Chesney, When I Close My Eyes	30 27	4 Buffalo Club, If She Don't Love You	38 37	4 Tracy Lawrence, Better Man, Better Off	38 34
5 Lorrie Morgan, Good As I Was To You	37 36	5 David Kersh, Another You	30 31	5 David Kersh, Another You	36 21	5 Alabama, Sad Lookin' Moon	31 34
6 John Michael Montgomery, I Miss You A Li	37 29	6 Kenny Chesney, (This Ain't) No Thinkin' T	29 31	6 Tracy Lawrence, Better Man, Better Off	36 38	6 Kevin Sharp, She's Sure Taking It Well	30 20
7 David Kersh, Another You	36 37	7 Clay Walker, Rumor Has It	28 33	7 Kenny Chesney, When I Close My Eyes	36 38	7 Tracy Byrd, Don't Take Her She's All I G	30 34
8 Clay Walker, Rumor Has It	29 39	8 Alan Jackson, Who's Cheatin' Who	27 13	8 Diamond Rio, Holdin'	31 39	8 Lorrie Morgan, Good As I Was To You	28 20
9 Kenny Chesney, When I Close My Eyes	29 37	9 Mindy McCreedy, A Girl's Gotta Do	26 28	9 John Michael Montgomery, I Miss You A Li	30 26	9 John Michael Montgomery, I Miss You A Li	28 29
10 Nancy Chesney, When I Close My Eyes	29 37	10 Lee Ann Womack, Never Again, Again	25 20	10 Mindy McCreedy, A Girl's Gotta Do	23 21	10 John Berry, She's Sure Taking It Well	26 25
11 Kevin Sharp, She's Sure Taking It Well	27 24	11 Vince Gill, A Little More Love	25 19	11 Collin Raye, On The Verge	23 23	11 Mita Mason, Dark Horse	20 21
12 Bryan White, Sittin' On Go	24 23	12 Alabama, The Maker Said Take Her	22 23	12 Alan Jackson, Who's Cheatin' Who	23 11	12 LeAnn Rimes, The Light In Your Eyes	25 26
13 Alan Jackson, Who's Cheatin' Who	24 20	13 Bryan White, I'm Not Supposed To Love You	22 20	13 LeAnn Rimes, The Light In Your Eyes	20 20	13 Tanya Tucker, Little Things	23 23
14 Vince Gill, A Little More Love	24 22	14 Deana Carter, Strawberry Wine	22 24	14 Kevin Sharp, She's Sure Taking It Well	20 19	14 Bryan White, Sittin' On Go	22 24
15 Kathy Mattea, 455 Rocket	23 25	15 Lonestar, Runnin' Away With My Heart	22 22	15 Tracy Lawrence, Better Man, Better Off	20 16	15 Clay Walker, Rumor Has It	22 32
16 Mindy McCreedy, A Girl's Gotta Do	23 24	16 Tracy Lawrence, Stars Over Texas	21 21	16 Deana Carter, Count Me In	19 17	16 Mita Mason, Dark Horse	20 20
17 LeAnn Rimes, The Light In Your Eyes	23 25	17 Clay Walker, Rumor Has It	20 21	17 Alabama, Sad Lookin' Moon	19 20	17 Ty Herndon, Loved Too Much	21 18
18 Mita Mason, Dark Horse	22 25	18 Deana Carter, We Danced Anyway	20 20	18 Brooks & Dunn, Why Would I Say Goodbye	19 19	18 Alan Jackson, Who's Cheatin' Who	21 14
19 Tanya Tucker, Little Things	22 24	19 Reba McEntire, How Was I To Know	20 18	19 Sawyer Brown, Six Days On The Road	19 20	19 John Michael Montgomery, I Miss You A Li	21 14
20 Brooks & Dunn, Why Would I Say Goodbye	21 22	20 John Michael Montgomery, I Miss You A Li	20 18	20 Kathy Mattea, 455 Rocket	19 24	20 Mindy McCreedy, A Girl's Gotta Do	19 22
21 Sawyer Brown, Six Days On The Road	21 24	21 Collin Raye, On The Verge	20 19	21 Mark Willis, Places I've Never Been	18 17	21 Mindy McCreedy, A Girl's Gotta Do	19 19
22 Mark Chesnut, Let It Rain	21 19	22 Trace Adkins, (This Ain't) No Thinkin' T	20 19	22 Lee Ann Womack, Never Again, Again	18 11	22 Terry Clark, Emotional Girl	19 23
23 Pam Tillis, All The Good Ones Are Gone	21 14	23 Alabama, Sad Lookin' Moon	19 23	23 Kenny Chesney, When I Close My Eyes	19 32	23 Brooks & Dunn, Why Would I Say Goodbye	18 20
24 Travis Tritt, She's Going Home With Me	20 17	24 Alan Jackson, Everything I Love	19 19	24 Mark Willis, Places I've Never Been	19 17	24 Buffalo Club, If She Don't Love You	18 21
25 Sons Of The Desert, Whatever Comes First	20 16	25 Tracy Lawrence, Better Man, Better Off	19 20	25 Brooks & Dunn, Why Would I Say Goodbye	18 19	25 Vince Gill, A Little More Love	18 17
26 Deana Carter, Count Me In	19 24	26 Daryle Singletary, Amen Kind Of Love	19 20	26 Travis Tritt, She's Going Home With Me	17 16	26 Deana Carter, Count Me In	18 19
27 Joe Diffie, This Is Your Brain	18 22	27 John Berry, She's Taken A Shine	17 17	27 John Berry, She's Taken A Shine	17 16	27 John & Audrey Jennings, Somewhere In Love	17 16
28 Rick Trevino, I Only Get This Way With Y	18 19	28 Paul Brandt, I Do	18 19	28 Deana Carter, Count Me In	17 17	28 Mark Chesnut, Let It Rain	16 18
29 Ty Herndon, Loved Too Much	18 17	29 George Strait, One Night At A Time	18 19	29 LeAnn Rimes, The Light In Your Eyes	17 16	29 Travis Tritt, She's Going Home With Me	16 14
30 Daryle Singletary, The Used To Be's	18 19	30 Mark Willis, Jacob's Ladder	18 19	30 Patty Loveless, She Drew A Broken Heart	16 16	30 Mark Willis, Places I've Never Been	16 12

KSAN San Francisco PD: Tim Roberts MD: Richard Ryan	WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers	WRBQ Tampa PD: Ronnie Lane MD: Wanda Myles	WKIS Miami PD: Bob McKay MD: Darlene Evans	WZZK Birmingham PD: Jim Tice MD: Scott Stewart	KFKF Kansas City PD: Dale Carter MD: Tony Stevens		
TW LW	TW LW	TW LW	TW LW	TW LW	TW LW		
1 Kathy Mattea, 455 Rocket	38 31	1 Burnin' Daylight, Say Yes	43 43	1 George Strait, One Night At A Time	40 39	1 Collin Raye, On The Verge	38 29
2 Clay Walker, Rumor Has It	37 36	2 Clay Walker, Rumor Has It	42 43	2 Bryan White, Sittin' On Go	36 28	2 Tracy Lawrence, Better Man, Better Off	38 35
3 Alabama, Sad Lookin' Moon	36 36	3 Collin Raye, On The Verge	42 41	3 Tracy Lawrence, Better Man, Better Off	35 32	3 George Strait, One Night At A Time	37 26
4 Buffalo Club, If She Don't Love You	36 28	4 Alabama, Sad Lookin' Moon	42 42	4 Alabama, Sad Lookin' Moon	35 32	4 Alabama, Sad Lookin' Moon	35 40
5 Lorrie Morgan, Good As I Was To You	36 34	5 Kathy Mattea, 455 Rocket	41 34	5 Collin Raye, On The Verge	35 34	5 Bryan White, Sittin' On Go	34 31
6 George Strait, One Night At A Time	35 39	6 Kenny Chesney, When I Close My Eyes	39 40	6 Buffalo Club, If She Don't Love You	33 32	6 LeAnn Rimes, The Light In Your Eyes	34 20
7 Tracy Lawrence, Better Man, Better Off	34 28	7 Lorrie Morgan, Good As I Was To You	39 28	7 David Kersh, Another You	31 27	7 Kevin Sharp, She's Sure Taking It Well	33 34
8 John Berry, She's Sure Taking It Well	34 34	8 Reba McEntire, How Was I To Know	38 28	8 John Michael Montgomery, I Miss You A Li	31 27	8 Clay Walker, Rumor Has It	33 34
9 Collin Raye, On The Verge	32 35	9 David Kersh, Another You	35 41	9 Kathy Mattea, 455 Rocket	29 22	9 Collin Raye, On The Verge	32 25
10 Sawyer Brown, Six Days On The Road	28 26	10 Collin Raye, On The Verge	34 35	10 Lorrie Morgan, Good As I Was To You	28 17	10 Vince Gill, A Little More Love	25 23
11 Alan Jackson, Who's Cheatin' Who	27 18	11 Mindy McCreedy, A Girl's Gotta Do	32 29	11 LeAnn Rimes, The Light In Your Eyes	28 20	11 Stephanie Bentley, The Hopechest Song	24 22
12 Bryan White, Sittin' On Go	27 26	12 George Strait, One Night At A Time	31 21	12 Sawyer Brown, Six Days On The Road	25 17	12 Burnin' Daylight, Say Yes	23 18
13 Brooks & Dunn, Why Would I Say Goodbye	25 25	13 Alan Jackson, Who's Cheatin' Who	28 28	13 Mindy McCreedy, A Girl's Gotta Do	25 23	13 Tracy Lawrence, Better Man, Better Off	22 23
14 Kevin Sharp, She's Sure Taking It Well	25 22	14 Tanya Tucker, Little Things	28 30	14 Brooks & Dunn, Why Would I Say Goodbye	24 18	14 Deana Carter, Count Me In	22 21
15 Mita Mason, Dark Horse	24 13	15 Alabama, Sad Lookin' Moon	28 13	15 Kathy Mattea, 455 Rocket	22 22	15 Lorrie Morgan, Good As I Was To You	21 38
16 John Berry, She's Sure Taking It Well	24 33	16 LeAnn Rimes, The Light In Your Eyes	25 15	16 Deana Carter, Count Me In	22 19	16 John Michael Montgomery, I Miss You A Li	21 38
17 Mindy McCreedy, A Girl's Gotta Do	24 23	17 John Michael Montgomery, I Miss You A Li	26 18	17 Mindy McCreedy, A Girl's Gotta Do	20 22	17 Mark Willis, Places I've Never Been	21 19
18 Vince Gill, A Little More Love	23 23	18 Lorrie Morgan, Good As I Was To You	25 26	18 Brooks & Dunn, Why Would I Say Goodbye	20 23	18 Mita Mason, Dark Horse	21 22
19 Tammy Graham, A Dozen Red Roses	23 11	19 Vince Gill, A Little More Love	21 14	19 Brooks & Dunn, Why Would I Say Goodbye	20 20	19 Sawyer Brown, Six Days On The Road	21 17
20 LeAnn Rimes, The Light In Your Eyes	23 26	20 Trace Adkins, (This Ain't) No Thinkin' T	20 14	20 Kevin Sharp, She's Sure Taking It Well	21 20	20 Brooks & Dunn, Why Would I Say Goodbye	20 20
21 Mita Mason, Dark Horse	22 17	21 John Berry, She's Taken A Shine	20 12	21 Buffalo Club, If She Don't Love You	19 24	21 Kathy Mattea, 455 Rocket	20 19
22 Deana Carter, We Danced Anyway	20 19	22 Brian White, Sittin' On Go	20 21	22 John Michael Montgomery, I Miss You A Li	18 20	22 Patty Loveless, She Drew A Broken Heart	19 19
23 Lee Ann Womack, Never Again, Again	20 23	23 Kevin Sharp, She's Sure Taking It Well	20 12	23 Randy Travis, King Of The Road	17 21	23 Tracy Byrd, Don't Take Her She's All I G	19 25
24 Alan Jackson, Who's Cheatin' Who	20 23	24 Sawyer Brown, Six Days On The Road	22 13	24 Vince Gill, A Little More Love	17 23	24 John Berry, She's Taken A Shine	19 25
25 John Michael Montgomery, I Miss You A Li	19 22	25 Deana Carter, Count Me In	15 4	25 John Berry, She's Taken A Shine	11 6	25 Alan Jackson, Who's Cheatin' Who	19 13
26 Trace Adkins, (This Ain't) No Thinkin' T	18 33	26 Kippie Brannon, Daddy's Little Girl	15 24	26 Joe Diffie, This Is Your Brain	10 19	26 Tanya Tucker, Little Things	18 23
27 Clint Black, Half Way Up	18 17	27 Rick Trevino, Running Out Of Reasons To	14 11	27 Trace Adkins, (This Ain't) No Thinkin' T	10 7	27 David Kersh, Another You	18 15
28 Tracy Byrd, Don't Take Her She's All I G	17 32	28 Lee Ann Womack, Never Again, Again	14 14	28 John Berry, I Will, If You Will	10 8	28 Ty Herndon, Loved Too Much	17 20
29 Kenny Chesney, When I Close My Eyes	17 24	29 Joe Diffie, This Is Your Brain	14 12	29 Ty Herndon, Loved Too Much	10 15	29 Lee Ann Womack, Never Again, Again	17 11
30 Daryle Singletary, Amen Kind Of Love	17 7	30 Deana Carter, Count Me In	13 12	30 Deana Carter, Count Me In	10 14	30 Travis Tritt, She's Going Home With Me	17 11

WTDR Charlotte PD/MD: Loyd Ford	KWJJ Portland, OR PD: Robin Mitchell MD: Kelly McCrae	WDAF Kansas City PD: Ted Cramer MD: David Bryan	WWYZ Hartford PD: Greg Roche MD: John Saville	WMIL Milwaukee OM/MD: Kerry Wolfe MD: Mitch Morgan	KXXY Oklahoma City PD: Charlie Harrigan MD: Bill Reed		
TW LW	TW LW	TW LW	TW LW	TW LW	TW LW		
1 Clay Walker, Rumor Has It	38 35	1 Bryan White, Sittin' On Go	26 27	1 Collin Raye, On The Verge	31 22	1 Tracy Byrd, Don't Take Her She's All I G	35 34
2 Lorrie Morgan, Good As I Was To You	37 36	2 George Strait, One Night At A Time	26 27	2 George Strait, One Night At A Time	30 28	2 George Strait, One Night At A Time	35 34
3 Alabama, Sad Lookin' Moon	35 34	3 Alan Jackson, Who's Cheatin' Who	25 23	3 Sawyer Brown, Six Days On The Road	29 28	3 Collin Raye, On The Verge	34 35
4 Mindy McCreedy, A Girl's Gotta Do	35 32	4 Collin Raye, On The Verge	25 25	4 Terry Clark, Emotional Girl	28 30	4 Buffalo Club, If She Don't Love You	34 31
5 Kenny Chesney, When I Close My Eyes	35 32	5 Buffalo Club, If She Don't Love You	24 15	5 Burnin' Daylight, Say Yes	28 24	5 Clay Walker, Rumor Has It	34 34
6 George Strait, One Night At A Time	34 27	6 Alabama, Sad Lookin' Moon	23 24	6 Kentucky Headhunters, Singin' The Blues	27 23	6 David Kersh, Another You	32 35
7 John Michael Montgomery, I Miss You A Li	32 29	7 LeAnn Rimes, The Light In Your Eyes	23 13	7 Buffalo Club, If She Don't Love You	27 30	7 Trace Adkins, (This Ain't) No Thinkin' T	33 33
8 David Kersh, Another You	29 37	8 Tracy Lawrence, Better Man, Better Off	23 25	8 Diamond Rio, Holdin'	26 26	8 Tracy Byrd, Don't Take Her She's All I G	31 24
9 Kevin Sharp, She's Sure Taking It Well	26 20	9 David Kersh, Another You	23 22	9 Trace Adkins, (This Ain't) No Thinkin' T	26 29	9 Kenny Chesney, When I Close My Eyes	30 34
10 Trace Adkins, (This Ain't) No Thinkin' T	26 33	10 Randy Travis, King Of The Road	22 10	10 Alabama, Sad Lookin' Moon	26 21	10 Sawyer Brown, Six Days On The Road	27 24
11 LeAnn Rimes, The Light In Your Eyes	24 18	11 Bryan White, Sittin' On Go	21 19	11 Clay Walker, Rumor Has It	24 22	11 Kevin Sharp, She's Sure Taking It Well	25 24
12 Mita Mason, Dark Horse	24 17	12 Daryle Singletary, Amen Kind Of Love	24 25	12 Bryan White, Sittin' On Go	24 13	12 Tracy Lawrence, Better Man, Better Off	24 24
13 Alan Jackson, Who's Cheatin' Who	24 13	13 Alan Jackson, Who's Cheatin' Who	22 11	13 Perfect Stranger, Fire When Ready	20 21	13 Lorrie Morgan, Good As I Was To You	24 19
14 Brooks & Dunn, Why Would I Say Goodbye	22 18	14 Deana Carter, Count Me In	15 4	14 Alan Jackson, Who's Cheatin' Who	20 13	14 Brooks & Dunn, Why Would I Say Goodbye	22 19
15 Lee Ann Womack, Never Again, Again	22 15	15 Bryan White, So Much For Pretending	25 25	15 Big House, Cold Outside	20 24	15 Buffalo Club, If She Don't Love You	22 22
16 Reba McEntire, How Was I To Know	21 18	1					

Monitor SONG ACTIVITY REPORTS



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

For Week Ending April 20, 1997

COUNTRY

ALABAMA					BROOKS & DUNN					THE BUFFALO CLUB					DEANA CARTER					MARK CHESNUTT									
4886/407					3353/97					3990/140					2559/314					1820/367									
Sad Lookin' Moon (RCA)					Why Would I Say Goodbye (Arista)					If She Don't Love You (Rising Tide)					Count Me In (Capitol Nashville)					Let It Rain (Decca)									
Total Stations: 160					Total Stations: 158					Total Stations: 158					Total Stations: 159					Total Stations: 146									
Chart Move: 8-4					Chart Move: 17-19					Chart Move: 11-9					Chart Move: 27-24					Chart Move: 36-28									
City	Station	TP	Wk	Wk	City	Station	TP	Wk	Wk	City	Station	TP	Wk	Wk	City	Station	TP	Wk	Wk	City	Station	TP	Wk	Wk	City	Station	TP	Wk	Wk
L.A.	CMT	28	28	23	L.A.	CMT	28	28	23	L.A.	CMT	28	28	23	L.A.	CMT	28	28	23	L.A.	CMT	28	28	23	L.A.	CMT	28	28	23
Chicago	WKKW	30	24	23	Chicago	WKKW	30	24	23	Chicago	WKKW	30	24	23	Chicago	WKKW	30	24	23	Chicago	WKKW	30	24	23	Chicago	WKKW	30	24	23
San Fran.	KSAN	36	36	23	San Fran.	KSAN	36	36	23	San Fran.	KSAN	36	36	23	San Fran.	KSAN	36	36	23	San Fran.	KSAN	36	36	23	San Fran.	KSAN	36	36	23
Phila.	WXTU	27	26	24	Phila.	WXTU	27	26	24	Phila.	WXTU	27	26	24	Phila.	WXTU	27	26	24	Phila.	WXTU	27	26	24	Phila.	WXTU	27	26	24
Detroit	WWWW	33	33	22	Detroit	WWWW	33	33	22	Detroit	WWWW	33	33	22	Detroit	WWWW	33	33	22	Detroit	WWWW	33	33	22	Detroit	WWWW	33	33	22
Dallas	KFLA	18	17	18	Dallas	KFLA	18	17	18	Dallas	KFLA	18	17	18	Dallas	KFLA	18	17	18	Dallas	KFLA	18	17	18	Dallas	KFLA	18	17	18
Wash., DC	KYSC	9	17	14	Wash., DC	KYSC	9	17	14	Wash., DC	KYSC	9	17	14	Wash., DC	KYSC	9	17	14	Wash., DC	KYSC	9	17	14	Wash., DC	KYSC	9	17	14
Houston	KIKK	38	41	42	Houston	KIKK	38	41	42	Houston	KIKK	38	41	42	Houston	KIKK	38	41	42	Houston	KIKK	38	41	42	Houston	KIKK	38	41	42
Boston	KILT	25	17	15	Boston	KILT	25	17	15	Boston	KILT	25	17	15	Boston	KILT	25	17	15	Boston	KILT	25	17	15	Boston	KILT	25	17	15
Miami	WKLB	36	36	32	Miami	WKLB	36	36	32	Miami	WKLB	36	36	32	Miami	WKLB	36	36	32	Miami	WKLB	36	36	32	Miami	WKLB	36	36	32
Atlanta	WKIS	35	32	25	Atlanta	WKIS	35	32	25	Atlanta	WKIS	35	32	25	Atlanta	WKIS	35	32	25	Atlanta	WKIS	35	32	25	Atlanta	WKIS	35	32	25
Seattle	KMPS	28	26	29	Seattle	KMPS	28	26	29	Seattle	KMPS	28	26	29	Seattle	KMPS	28	26	29	Seattle	KMPS	28	26	29	Seattle	KMPS	28	26	29
Long Isl.	KYCW	33	35	33	Long Isl.	KYCW	33	35	33	Long Isl.	KYCW	33	35	33	Long Isl.	KYCW	33	35	33	Long Isl.	KYCW	33	35	33	Long Isl.	KYCW	33	35	33
San Diego	KSAN	23	23	23	San Diego	KSAN	23	23	23	San Diego	KSAN	23	23	23	San Diego	KSAN	23	23	23	San Diego	KSAN	23	23	23	San Diego	KSAN	23	23	23
Minn.	KEYE	34	33	23	Minn.	KEYE	34	33	23	Minn.	KEYE	34	33	23	Minn.	KEYE	34	33	23	Minn.	KEYE	34	33	23	Minn.	KEYE	34	33	23
St. Louis	WIL	35	36	21	St. Louis	WIL	35	36	21	St. Louis	WIL	35	36	21	St. Louis	WIL	35	36	21	St. Louis	WIL	35	36	21	St. Louis	WIL	35	36	21
Balt.	WPOC	38	23	23	Balt.	WPOC	38	23	23	Balt.	WPOC	38	23	23	Balt.	WPOC	38	23	23	Balt.	WPOC	38	23	23	Balt.	WPOC	38	23	23
Pitts.	WDSY	23	19	7	Pitts.	WDSY	23	19	7	Pitts.	WDSY	23	19	7	Pitts.	WDSY	23	19	7	Pitts.	WDSY	23	19	7	Pitts.	WDSY	23	19	7
Phoenix	KMLE	13	22	30	Phoenix	KMLE	13	22	30	Phoenix	KMLE	13	22	30	Phoenix	KMLE	13	22	30	Phoenix	KMLE	13	22	30	Phoenix	KMLE	13	22	30
Tampa	WYQY	27	17	13	Tampa	WYQY	27	17	13	Tampa	WYQY	27	17	13	Tampa	WYQY	27	17	13	Tampa	WYQY	27	17	13	Tampa	WYQY	27	17	13
Cleveland	WRBQ	23	17	14	Cleveland	WRBQ	23	17	14	Cleveland	WRBQ	23	17	14	Cleveland	WRBQ	23	17	14	Cleveland	WRBQ	23	17	14	Cleveland	WRBQ	23	17	14
Denver	KYGO	33	33	33	Denver	KYGO	33	33	33	Denver	KYGO	33	33	33	Denver	KYGO	33	33	33	Denver	KYGO	33	33	33	Denver	KYGO	33	33	33
Port., OR	KUPL	35	29	12	Port., OR	KUPL	35	29	12	Port., OR	KUPL	35	29	12	Port., OR	KUPL	35	29	12	Port., OR	KUPL	35	29	12	Port., OR	KUPL	35	29	12
Cincinn.	KWJZ	35	34	31	Cincinn.	KWJZ	35	34	31	Cincinn.	KWJZ	35	34	31	Cincinn.	KWJZ	35	34	31	Cincinn.	KWJZ	35	34	31	Cincinn.	KWJZ	35	34	31
Kan. City	WGYE	17	22	18	Kan. City	WGYE	17	22	18	Kan. City	WGYE	17	22	18	Kan. City	WGYE	17	22	18	Kan. City	WGYE	17	22	18	Kan. City	WGYE	17	22	18
Rivers.	KBEQ	29	26	31	Rivers.	KBEQ	29	26	31	Rivers.	KBEQ	29	26	31	Rivers.	KBEQ	29	26	31	Rivers.	KBEQ	29	26	31	Rivers.	KBEQ	29	26	31
Milwaukee	KFRF	35	40	31	Milwaukee	KFRF	35	40	31	Milwaukee	KFRF	35	40	31	Milwaukee	KFRF	35	40	31	Milwaukee	KFRF	35	40	31	Milwaukee	KFRF	35	40	31
Sacram.	WDFW	34	24	25	Sacram.	WDFW	34	24	25	Sacram.	WDFW	34	24	25	Sacram.	WDFW	34	24	25	Sacram.	WDFW	34	24	25	Sacram.	WDFW	34	24	25
San Jose	KFRG	24	24	25	San Jose	KFRG	24	24	25	San Jose	KFRG	24	24	25	San Jose	KFRG	24	24	25	San Jose	KFRG	24	24	25	San Jose	KFRG	24	24	25
Portland	WMIL	35	35	31	Portland	WMIL	35	35	31	Portland	WMIL	35	35	31	Portland	WMIL	35	35	31	Portland	WMIL	35	35	31	Portland	WMIL	35	35	31
Sacram.	KNCI	26	27	18	Sacram.	KNCI	26	27	18	Sacram.	KNCI	26	27	18	Sacram.	KNCI	26	27	18	Sacram.	KNCI	26	27	18	Sacram.	KNCI	26	27	18
San Jose	KRTY	19	21	21	San Jose	KRTY	19	21	21	San Jose	KRTY	19	21	21	San Jose	KRTY	19	21	21	San Jose	KRTY	19	21	21	San Jose	KRTY	19	21	21
Providence	WCTK	36	28	24	Providence	WCTK	36	28	24	Providence	WCTK	36	28	24	Providence	WCTK	36	28	24	Providence	WCTK	36	28	24	Providence	WCTK	36	28	24
Colum., OH	WCOL	37	25	24	Colum., OH	WCOL	37	25	24	Colum., OH	WCOL	37	25	24	Colum., OH	WCOL	37	25	24	Colum., OH	WCOL	37	25	24	Colum., OH	WCOL	37	25	24
Norfolk	WCMS	19	12	13	Norfolk	WCMS	19	12	13	Norfolk	WCMS	19	12	13	Norfolk	WCMS	19	12	13	Norfolk	WCMS	19	12	13	Norfolk	WCMS	19	12	13
San Antonio	KAJA	26	28	22	San Antonio	KAJA	26	28	22	San Antonio	KAJA	26	28	22	San Antonio	KAJA	26	28	22	San Antonio	KAJA	26	28	22	San Antonio	KAJA	26	28	22
Salt Lake	KCYJ	34	32	34	Salt Lake	KCYJ	34	32	34	Salt Lake	KCYJ	34	32	34	Salt Lake	KCYJ	34	32	34	Salt Lake	KCYJ	34	32	34	Salt Lake	KCYJ	34	32	34
Indian.	WFSW	16	16	13	Indian.	WFSW	16	16	13	Indian.	WFSW	16	16	13	Indian.	WFSW	16	16	13	Indian.	WFSW	16	16	13	Indian.	WFSW	16	16	13
Charl., NC	WGRL	27	26	30	Charl., NC	WGRL	27	26	30	Charl., NC	WGRL	27	26	30	Charl., NC	WGRL	27	26	30	Charl., NC	WGRL	27	26	30	Charl., NC	WGRL	27	26	30
New Or.	WDR	35	34	31	New Or.	WDR	35	34	31	New Or.	WDR	35	34	31	New Or.	WDR	35	34	31	New Or.	WDR	35	34	31	New Or.	WDR	35	34	31
Orlando	WOKA	19	20	18	Orlando	WOKA	19	20	18	Orlando	WOKA	19	20	18	Orlando	WOKA	19	20	18	Orlando	WOKA	19	20	18	Orlando	WOKA	19	20	18
Buffalo	WYRK	27	24	25	Buffalo	WYRK	27	24	25	Buffalo	WYRK	27	24	25	Buffalo	WYRK	27	24	25	Buffalo	WYRK	27	24	25	Buffalo	WYRK	27	24	25
Hartford	WYRZ	26	21	21	Hartford	WYRZ	26	21	21	Hartford	WYRZ	26	21	21	Hartford	WYRZ	26	21	21	Hartford	WYRZ	26	21	21	Hartford	WYRZ	26	21	21
Greensb.	WTR	21	23	10	Greensb.	WTR	21	23	10	Greensb.	WTR	21	23	10	Greensb.	WTR	21	23	10	Greensb.	WTR	21	23	10	Greensb.	WTR	21	23	10
Memphis	WGXK	33	33	35	Memphis	WGXK	33	33	35	Memphis	WGXK	33	33	35	Memphis	WGXK	33	33	35	Memphis	WGXK	33	33	35	Memphis	WGXK	33	33	35
Nashv.	WSM	34	34	32	Nashv.	WSM	34	34	32	Nashv.	WSM	34	34	32	Nashv.	WSM	34	34	32	Nashv.	WSM	34	34	32	Nashv.	WSM	34	34	32
Roche.	WBEI	34	31	11	Roche.	WBEI	34	31	11	Roche.	WBEI	34	31	11	Roche.	WBEI	34	31	11	Roche.	WBEI	34	31	11	Roche.	WBEI	34	31	11
W.P. Beach	WIRK	21	22	17	W.P. Beach	WIRK	21	22	17	W.P. Beach	WIRK	21	22	17	W.P. Beach	WIRK	21	22	17	W.P. Beach	WIRK	21	22	17	W.P. Beach	WIRK	21	22	17
Las Vegas	KFMS	26	24	10	Las Vegas	KFMS	26	24	10	Las Vegas	KFMS	26	24	10	Las Vegas	KFMS	26	24	10	Las Vegas	KFMS	26	24	10	Las Vegas	KFMS	26	24	10
Louis.	WAMZ	41	35	24	Louis.	WAMZ	41	35	24	Louis.	WAMZ	41	35	24	Louis.	WAMZ	41	35	24	Louis.	WAMZ	41	35	24	Louis.	WAMZ	41	35	24
Rai./Dur.	WAK	24	24	25	Rai./Dur.	WAK	24	24	25	Rai./Dur.	WAK	24	24	25	Rai./Dur.	WAK	24	24	25	Rai./Dur.	WAK	24	24	25	Rai./Dur.	WAK	24	24	25
Okl. City	KTST	30	30	32	Okl. City	KTST	30	30	32	Okl. City	KTST	30	30	32	Okl. City	KTST	30	30	32	Okl. City	KTST	30	30	32	Okl. City	KTST	30	30	32
Dayton	WKHO	19	20	16	Dayton	WKHO	19	20	16	Dayton	WKHO	19	20	16	Dayton	WKHO	19	20	16	Dayton	WKHO	19	20	16	Dayton	WKHO	19	20	16

VINCE GILL					TY HERNDON					ALAN JACKSON					TRACY LAWRENCE					MINDY MCCREARY				
3733/273																								



COUNTRY AIRPLAY

★ ★ ★ **AIRPOWER** ★ ★ ★

(Minimum 3200 detections for the first time)

<p>LEANN RIMES 3384/276 <i>The Light In Your Eyes (Curb)</i> Total Stations: 159/Chart Move: 20-18 Heavy (35+ plays): 3 KIKK, KTEX, KYNG Medium (25-34): 40 KASE, KCCY, KDDK, KEEY, KFKF, KKCS, KMDL, KNIX, KRMD, KTST, KUZZ, KWNR, KYCW, KYCY, KZLA, KZSN, WAMZ, WBBS, WBCT, WBUB, WFLS, WGAR, WGRL, WHYL, WKCN, WKIS, WKIX, WKXX, WKXC, WNCY, WQBE, WQDR, WRNS, WTGE, WWGR, WXBM, WXBO, WYAY, WYRK, WYYD Light (Under 25): 116 New Airplay This Week: 2 KSCS, KWJJ</p>	<p>ALAN JACKSON 3338/991 <i>Who's Cheatin' Who (Arista)</i> Total Stations: 156/Chart Move: 26-20 Heavy (35+): 6 KIKK, KUPL, KWJJ, KYCY, KYNG, WIVK Medium (25-34): 36 KAJA, KASE, KEEY, KHAY, KIKF, KKCS, KMLE, KNIX, KOUL, KRMD, KSN, KSCS, KSON, KWNR, KXKC, KXKT, KZSN, WBCT, WBUB, WCOL, WEZL, WKHK, WKXX, WKSF, WKTG, WQXK, WRBQ, WRNS, WSOC, WSTH, WTGE, WWGR, WWWW, WYAY, WYGY, WYYD Light (Under 25): 114 New Airplay This Week: 11 KFRG, WBBS, WGRL, WKKO, WKTG, WOKO, WQBE, WQIK, WQMX, WXBO, WYNK</p>
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3199 - 1000 DETECTIONS

TANYA TUCKER 2744/323
Little Things (Capitol Nashville)
Total Stations: 158/Chart Move: 25-23
Heavy (35+ plays): 1 KYNG
Medium (25-34): 21 KAJA, KBEQ, KIKK, KPLX, KTST, KUPL, KWNR, KYCW, KYCY, WCKT, WCTK, WGGY, WGH, WJCL, WKCN, WQBE, WRBQ, WRKZ, WUBÉ, WWGR, WYAY
Light (Under 25): 136
New Airplay This Week: 5 KJYY, WFRE, WGNA, WKXX, WNCY

DEANA CARTER 2559/314
Count Me In (Capitol Nashville)
Total Stations: 159/Chart Move: 27-24
Heavy (35+): 0
Medium (25-34): 16 KIKK, KMLE, KNIX, KTST, KWNR, KXKC, KYNG, WCOL, WFRE, WGRL, WIVK, WKCN, WQXK, WRNS, WWGR, WYGY
Light (Under 25): 143
New Airplay This Week: 8 KILT, KNAX, KRTY, WKTG, WOKO, WQIK, WYWK, WYNK

LEE ANN WOMACK 2186/226
Never Again, Again (Decca)
Total Stations: 153/Chart Move: 28-26
Heavy (35+): 1 WXBO
Medium (25-34): 18 KMDL, KXKC, KYCY, WBUB, WCOL, WCTK, WFRE, WGAR, WHYL, WIVK, WQBE, WQDR, WQXK, WRKZ, WSM, WSOC, WUBÉ, WWGR
Light (Under 25): 134
New Airplay This Week: 11 KMPS, KYCW, KYGO, KYNG, WCKT, WCOL, WIRK, WQMX, WUSY, WYNK, WYRK

TY HERNDON 2129/529
Loved Too Much (Epic)
Total Stations: 151/Chart Move: 33-27
Heavy (35+): 3 KIKK, KTST, KYNG
Medium (25-34): 7 KASE, KXKC, WBCT, WKCN, WRNS, WWGR, WYAY
Light (Under 25): 141
New Airplay This Week: 24 KILT, KJYY, KMPS, KNAX, KTEX, KYCW, WAMZ, WBBS, WCKT, WCOL, WCUZ, WDAF, WGXK, WHSL, WJCL, WKLB, WKSJ, WKTG, WQMX, WRBQ, WWGR, WYWK, WYRK

MARK CHESNUTT 1820/367
Let It Rain (Decca)
Total Stations: 146/Chart Move: 36-28
Heavy (35+): 1 KIKK
Medium (25-34): 3 KMLE, KTST, WWGR
Light (Under 25): 142
New Airplay This Week: 21 KIIM, KNCI, KNIX, KRST, KXKC, KZLA, WBEE, WBUB, WCHY, WDAF, WESC, WGGY, WGXK, WGRL, WKHX, WMSI, WQYK, WRBQ, WUSN, WYNK, WYYD

MARK WILLS 1790/172
Places I've Never Been (Mercury Nashville)
Total Stations: 153/Chart Move: 34-29
Heavy (35+): 1 KTST
Medium (25-34): 7 KAJA, KBEQ, KFMS, KMDL, KUZZ, WIVK, WUSY
Light (Under 25): 145
New Airplay This Week: 7 KSON, KYNG, WBEE, WIL, WPOC, WQDR, WQMX

JOE DIFFIE 1746/85
This Is Your Brain (Epic)
Total Stations: 148/Chart Move: 32-31
Heavy (35+): 0
Medium (25-34): 4 WIVK, WKSF, WRKZ, WYAY
Light (Under 25): 144
New Airplay This Week: 9 KFKF, KIIM, WBUB, WCKT, WGGY, WHSL, WSOC, WTQR, WYYD

SONS OF THE DESERT 1625/238
Whatever Comes First (Epic)
Total Stations: 152/Chart Move: 37-32
Heavy (35+): 0
Medium (25-34): 10 KBEQ, KMDL, KTST, WKCN, WKIX, WQBE, WRNS, WWGR, WXBO, WYAY
Light (Under 25): 142
New Airplay This Week: 14 KGMV, KOUL, KRTY, KVOO, WBUB, WCKT, WCUZ, WDSY, WJCL, WKKO, WNOE, WSOC, WTQR, WUSN

RICK TREVINO 1390/416
I Only Get This Way With You (Columbia)
Total Stations: 131/Chart Move: 43-33
Heavy (35+): 0
Medium (25-34): 6 KAJA, KASE, KHEY, KYCY, KYNG, WKIX
Light (Under 25): 125
New Airplay This Week: 21 KIKK, KNIX, KPLX, KSON, KWNR, KXXY, WAMZ, WFMS, WGGY, WGH, WGRL, WIRK, WIVK, WJCL, WMLL, WOKO, WQDR, WRBQ, WUSN, WYCD, WYYD

TRAVIS TRITT 1205/433
She's Going Home With Me (Warner Bros.)
Total Stations: 118/Chart Move: 46-37
Heavy (35+): 0
Medium (25-34): 3 WBCT, WWGR, WYAY
Light (Under 25): 115
New Airplay This Week: 29 KBEQ, KHEY, KNCI, KRMD, KRST, KRTY, KSKS, KSOP, KVOO, KWJJ, KWNR, KXKT, KXXY, KYCY, KYGO, KZSN, WCHY, WEZL, WFMS, WHYL, WIOV, WKHX, WKIS, WKXC, WMJC, WNOE, WSTH, WTQR, WUSN

BURNIN' DAYLIGHT 1109/108
Say Yes (Curb)
Total Stations: 109/Chart Move: 42-39
Heavy (35+): 2 KIKK, WRBQ
Medium (25-34): 5 KBEQ, WRNS, WWGR, WYGY, WYAY
Light (Under 25): 102
New Airplay This Week: 5 KATM, KDRK, KMDL, KTTS, WCHY

TAMMY GRAHAM 1015/133
A Dozen Red Roses (Career)
Total Stations: 109/Chart Move: 44-41
Heavy (35+): 0
Medium (25-34): 2 KIKK, KWJJ
Light (Under 25): 107
New Airplay This Week: 11 KAJA, KDDK, KFKF, KGMV, KOUL, KXXY, WEZL, WIL, WKSJ, WNOE, WYNK

999 - 500 DETECTIONS

KIPPI BRANNON 905/57
Daddy's Little Girl (Curb/Universal)
Total Stations: 99/Chart Move: 45-42
Heavy (35+): 1 WGGY
Medium (25-34): 1 WJCL
Light (Under 25): 97
New Airplay This Week: 4 KDRK, KMDL, KTEX, KUZZ

PAUL BRANDT 849/170
Take It From Me (Reprise)
Total Stations: 93/Chart Move: 47-43
Heavy (35+): 0
Medium (25-34): 2 WGRL, WQBE
Light (Under 25): 91
New Airplay This Week: 13 KGMV, KIKF, KKCS, KRST, KSOP, KVOO, KYGO, WCHY, WKIS, WRKZ, WSM, WUSN, WYCD

PAM TILLIS 768/318
All The Good Ones Are Gone (Arista)
Total Stations: 103/Chart Move: 52-45
Heavy (35+): 0

Medium (25-34): 2 KKBQ, KMLE
Light (Under 25): 101
New Airplay This Week: 26 KAJA, KCCY, KIKF, KJYY, KKAT, KKCS, KOUL, KSCS, KTTS, KUBL, KZSN, WCOL, WCOB, WEZL, WHSL, WHYL, WKCN, WKIX, WKLB, WKXC, WLWI, WOW, WQXK, WSSL, WUSY, WWGR

REBA MCENTIRE 748/531
I'd Rather Ride Around With You (MCA)
Total Stations: 114/Chart Move: 68-47
Heavy (35+): 1 KIKK
Medium (25-34): 1 KYNG
Light (Under 25): 112
New Airplay This Week: 29 KASE, KATM, KCCY, KILT, KKAT, KKBQ, KKCS, KMLE, KOUL, KVET, KWJJ, WBBS, WBCT, WFMS, WGH, WHYL, WKIX, WMLL, WPOR, WQBE, WQMX, WROO, WSIX, WSSL, WSTH, WUBE, WWKA, WYAY, WYRK

JOHN BERRY 713/274
I Will, If You Will (Capitol Nashville)
Total Stations: 97/Chart Move: 54-48
Heavy (35+): 0
Medium (25-34): 1 KASE
Light (Under 25): 96
New Airplay This Week: 21 KBEQ, KDRK, KEEY, KHAY, KMDL, KNIX, KRMD, KRST, KSN, KSOP, KXKT, KZLA, WFMS, WFRE, WGH, WGNA, WMJC, WNOE, WSM, WTGE, WUSY

JAMES BONAMY 649/204
The Swing (Epic)
Total Stations: 91/Chart Move: 53-49
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 91
New Airplay This Week: 14 KSKS, KTOM, KUPL, KVOO, KXKT, KYGO, WKXK, WKXX, WMSI, WNOE, WOW, WPOC, WRKZ, WTGE

SAMMY KERSHAW 599/106
Fit To Be Tied Down (Mercury Nashville)
Total Stations: 88/Chart Move: 49-50
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 88
New Airplay This Week: 11 KAJA, KDDK, KPLX, KTST, WDAF, WFLS, WKSF, WLWI, WRKZ, WUBE, WWKA

PATTY LOVELESS 595/352
The Trouble With The Truth (Epic)
Total Stations: 71/Chart Move: 66-52
Heavy (35+): 0
Medium (25-34): 2 KASE, KUPL
Light (Under 25): 69
New Airplay This Week: 26 KASE, KBEQ, KCYY, KDDK, KFDI, KKAT, KMPS, KPLX, KSCS, KSON, KVET, KXKC, KZLA, WFLS, WFRE, WHSL, WHYL, WIOV, WKCN, WKJN, WPOC, WPOB, WSIX, WTDK, WWGR, WYCD

LEE ROY PARNELL 547/263
Lucky Me, Lucky You (Career)
Total Stations: 90/Chart Move: 63-53
Heavy (35+): 0
Medium (25-34): 2 KASE, KYNG
Light (Under 25): 88
New Airplay This Week: 18 KCCY, KDDK, KFDI, KMDL, KTOM, KTST, KTTS, KWNR, WHYL, WIOV, WKSF, WKSJ, WPOC, WSIX, WSTH, WYGY, WYCD, WZZK

GARY ALLAN 521/146
From Where I'm Sitting (Decca)
Total Stations: 73/Chart Move: 56-54
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 73
New Airplay This Week: 14 KIKF, KRYS, KSKS, KVOO, KYNG, KZSN, WAMZ, WFMS, WJCL, WKSF, WLWI, WMJC, WQDR, WSIX

499 - 75 DETECTIONS

TRACE ADKINS 451/315
I Left Something Turned On At Home (Capitol Nashville)
Total Stations: 82/Chart Move: 73-55
Heavy (35+): 0
Medium (25-34): 2 KMLE, WYAY
Light (Under 25): 80
New Airplay This Week: 20 KCCY, KHAY, KMDL, KPLX, KSON, KSOP, KUBL, KUZZ, KWEN, KYNG, WCOL, WDRM, WESC, WGH, WIVK, WPOC, WQBE, WSTH, WXBO, WYGY

CLAY WALKER 438/245
One, Two, I Love You (Giant)
Total Stations: 76/Chart Move: 70-56
Heavy (35+): 2 KIKK, KKBQ

Medium (25-34): 1 KMLE
Light (Under 25): 73
New Airplay This Week: 18 KRMD, KSKS, KSOP, KUBL, KWEN, KWJJ, WCMS, WDRM, WFRE, WIVK, WKJN, WQXK, WSTH, WTGE, WTQR, WUBE, WYGY, WYRK

RANDY TRAVIS 421/100
King Of The Road (Asylum)
Total Stations: 55/Chart Move: 59-57
Heavy (35+): 0
Medium (25-34): 4 KHEY, KMPS, KWJJ, WWGR
Light (Under 25): 51
New Airplay This Week: 10 KSN, KTEX, KWJJ, WBBS, WBEE, WFLS, WGH, WHYL, WIOV, WLWI

JOHN & AUDREY WIGGINS 394/39
Somewhere In Love (Mercury Nashville)
Total Stations: 52/Chart Move: 58-58
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 52
New Airplay This Week: 2 KEEY, KRTY

SUZY BOGUSS 393/25
She Said, He Heard (Capitol Nashville)
Total Stations: 57/Chart Move: 57-59
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 57
New Airplay This Week: 5 KRST, KVOO, KXKT, WAMZ, WIOV

JEFF CARSON 387/73
Do It Again (Curb)
Total Stations: 55/Chart Move: 61-60
Heavy (35+): 0
Medium (25-34): 1 WYAY
Light (Under 25): 54
New Airplay This Week: 6 KASE, KMDL, KNIX, WKXC, WLWI, WRKZ

★ LONESTAR 283/254
Come Cryin' To Me (BNA)
Total Stations: 68/Chart Move: Debut 62
Heavy (35+): 0
Medium (25-34): 2 KYNG, WYAY
Light (Under 25): 66
New Airplay This Week: 12 KKCS, KSOP, KUBL, WBCT, WIVK, WKIX, WOW, WQXK, WSTH, WUSY, WWKA, WYCD

★ RICOCHET 274/190
He Left A Lot To Be Desired (Columbia)
Total Stations: 105/Chart Move: Debut 63
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 105
New Airplay This Week: 10 KFDI, KSOP, KUBL, KYCY, WKCN, WKIX, WNCY, WRKZ, WWKA, WYAY

JO DEE MESSINA 254/132
He'd Never Seen Julie Cry (Curb)
Total Stations: 59/Chart Move: Debut 65
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 59
New Airplay This Week: 7 KBEQ, KFDI, KSOP, KTST, WKCN, WKKX, WUSY

MARY CHAPIN CARPENTER 211/87
The Better To Dream Of You (Columbia)
Total Stations: 41/Chart Move: 75-66
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 41
New Airplay This Week: 8 KPLX, WBBS, WHYL, WKLB, WKSF, WNCY, WPOC, WYGY

AARON TIPPIN 200/36
A Door (RCA)
Total Stations: 63/Chart Move: 71-67
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 63
New Airplay This Week: 4 KDDK, WHYL, WQYK, WTQR

SKIP EWING 197/102
Mary Go Round (Word Nashville)
Total Stations: 31/Chart Move: Re-entry 68
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 31
New Airplay This Week: 12 KBEQ, KFDI, KIKF, KPLX, KSKS, KTST, KZLA, KZSN, WFMS, WKKX, WSM, WXTU

★ GEORGE STRAIT 194/98
Won't You Come Home (And Talk To A Stranger) (MCA)
Total Stations: 86/Chart Move: Debut 70
Heavy (35+): 0
Medium (25-34): 1 KIKK
Light (Under 25): 85

★ GEORGE STRAIT 186/176
Round About Way (MCA)
Total Stations: 92/Chart Move: Debut 71
Heavy (35+): 0
Medium (25-34): 1 KYNG
Light (Under 25): 91
New Airplay This Week: 6 KCYY, KIKF, KIKK, KKBQ, KNIX, KYNG

★ GEORGE STRAIT 183/181
Carrying Your Love With Me (MCA)
Total Stations: 62/Chart Move: Debut 72
Heavy (35+): 0
Medium (25-34): 1 KYCY
Light (Under 25): 61
New Airplay This Week: 7 KCYY, KIKF, KIKK, KKBQ, KMLE, KSN, KYCY

★ GEORGE STRAIT 143/130
The Nerve (MCA)
Total Stations: 79
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 79
New Airplay This Week: 3 KKBQ, KMLE, KSCS

KRIS TYLER 132/7
Keeping Your Kisses (Rising Tide)
Total Stations: 17
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 17
New Airplay This Week: 2 WCN, WKSF

RAY VEGA 117/13
I Can Dream (BNA)
Total Stations: 18
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 18
New Airplay This Week: 1 WCTK

★ GEORGE STRAIT 116/116
That's Me (MCA)
Total Stations: 78
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 78
New Airplay This Week: 1 KKBQ

★ GEORGE STRAIT 115/109
Today My World Slipped Away (MCA)
Total Stations: 71
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 71
New Airplay This Week: 2 KKBQ, KYCY

★ GEORGE STRAIT 113/109
I've Got A Funny Feeling (MCA)
Total Stations: 80
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 80
New Airplay This Week: 1 KCYY

★ GEORGE STRAIT 107/103
She'll Leave You With A Smile (MCA)
Total Stations: 71
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 71
New Airplay This Week: 3 KCYY, KIKF, KIKK

★ KIM RICHEY 101/29
I Know (Mercury Nashville)
Total Stations: 19
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 19
New Airplay This Week: 5 KHAY, KSOP, KTEX, KYCW, WKCN

BILLY YATES 87/12
Flowers (Almo Sounds)
Total Stations: 9
Heavy (35+): 0
Medium (25-34): 2 KKBQ, KMLE
Light (Under 25): 7
New Airplay This Week: 1 WKSF

★ GEORGE STRAIT 86/80
A Real Good Place To Start (MCA)
Total Stations: 66
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 66

★ JOE DIFFIE 82/79
Houston We Have A Problem (Epic)
Total Stations: 22
Heavy (35+): 1 KIKK
Medium (25-34): 1 KKBQ
Light (Under 25): 20
New Airplay This Week: 2 KIKK, KKBQ

Airpower awarded to those records which attain 3200 detections for the first time. New airplay lists those stations registering six or more detections per week on a record for the first time. ★ Initial Impact: records appearing on this page for the first time.

Swing
into the
Spring with
James
Bonamy's
debut single from
the upcoming release
roots and wings

“The Swing”

- An instant most requested single!
- The video for “The Swing” was added as a CMT “PICK HIT.”
- James is an Academy of Country Music Top New Male Vocalist nominee.

epic nashville

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THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ No. 1 ★★★				
1	1	8	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	5793	5555	2 weeks at No. 1
2	3	11	ON THE VERGE EPIC	COLLIN RAYE	5354	5155	
3	5	16	ANOTHER YOU CURB	DAVID KERSH	4899	5084	
4	8	10	SAD LOOKIN' MOON RCA	ALABAMA	4886	4479	
5	7	11	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	4826	4632	
6	4	14	RUMOR HAS IT GIANT	CLAY WALKER	4437	5158	
7	2	20	WHEN I CLOSE MY EYES BNA	KENNY CHESNEY	4373	5393	
8	10	15	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	4242	3922	
9	11	16	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	3990	3850	
10	12	10	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	3968	3766	
11	13	10	SITTIN' ON GO ASYLUM	BRYAN WHITE	3893	3666	
12	15	10	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	3821	3525	
13	14	13	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	3821	3627	
14	16	6	A LITTLE MORE LOVE MCA	VINCE GILL	3733	3460	
15	6	15	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	3680	4657	
16	9	15	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	3403	4222	
17	19	10	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3390	3165	
			★★★ AIRPOWER ★★★				
18	20	7	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	3384	3108	
19	17	7	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	3353	3256	
			★★★ AIRPOWER ★★★				
20	26	4	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	3338	2347	
21	22	13	DARK HORSE ATLANTIC	MILA MASON	3038	3078	
22	21	16	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	3001	3091	
23	25	10	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	2744	2421	
24	27	6	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	2559	2245	
25	18	19	HOW WAS I TO KNOW MCA	REBA MCENTIRE	2358	3214	
26	28	8	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	2186	1960	
27	33	7	LOVED TOO MUCH EPIC	TY HERNDON	2129	1600	
28	36	8	LET IT RAIN DECCA	MARK CHESNUTT	1820	1453	
29	34	10	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	1790	1618	
30	23	17	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	1781	3067	
31	32	9	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	1746	1661	
32	37	9	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	1625	1387	
33	43	7	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	1390	974	
34	30	13	COLD OUTSIDE MCA	BIG HOUSE	1377	1794	
35	35	20	SHE DREW A BROKEN HEART EPIC	PATTY LOVELESS	1300	1513	
36	38	10	I NEED YOU MCA	TRISHA YEARWOOD	1225	1317	
37	46	3	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	1205	772	
38	40	20	UNCHAINED MELODY CURB	LEANN RIMES	1155	1210	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
39	42	12	SAY YES CURB	BURNIN' DAYLIGHT	1109	1001	
40	39	15	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS.	BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT	1025	1262	
41	44	7	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	1015	882	
42	45	13	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	905	848	
43	47	6	TAKE IT FROM ME REPRISÉ	PAUL BRANDT	849	679	
44	41	16	EVERYTHING I LOVE ARISTA	ALAN JACKSON	793	1214	
45	52	2	ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	768	450	
46	31	15	CRY ON THE SHOULDER OF THE ROAD RCA	MARTINA MCBRIDE	765	1789	
47	68	4	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	748	217	
48	54	3	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	713	439	
49	53	5	THE SWING EPIC	JAMES BONAMY	649	445	
50	49	4	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	599	493	
51	48	8	THE USED TO BE'S GIANT	DARYLE SINGLETARY	596	631	
52	66	2	THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	595	243	
53	63	3	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	547	284	
54	56	4	FROM WHERE I'M SITTING DECCA	GARY ALLAN	521	375	
55	73	2	I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	451	136	
56	70	2	ONE, TWO, I LOVE YOU GIANT	CLAY WALKER	438	193	
57	59	2	KING OF THE ROAD (FROM "TRAVELLER") ASYLUM	RANDY TRAVIS	421	321	
58	58	5	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	394	355	
59	57	7	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	393	368	
60	61	5	DO IT AGAIN CURB	JEFF CARSON	387	314	
61	55	8	USE MINE IMPRINT	JEFF WOOD	379	414	
			★★★ HOT SHOT DEBUT ★★★				
62	NEW		COME CRYIN' TO ME BNA	LONESTAR	283	29	
63	NEW		HE LEFT A LOT TO BE DESIRED COLUMBIA	RICOCHE	274	84	
64	NEW		HE'D NEVER SEEN JULIE CRY CURB	JO DEE MESSINA	254	122	
65	64	6	FIRE WHEN READY CURB	PERFECT STRANGER	221	253	
66	75	3	THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	211	124	
67	71	2	A DOOR RCA	AARON TIPPIN	200	164	
68	RE-ENTRY		MARY GO ROUND WORD NASHVILLE	SKIP EWING	197	95	
69	60	6	TRUE LIES RCA	SARA EVANS	196	317	
70	NEW		WON'T YOU COME HOME (AND TALK TO A STRANGER) MCA	GEORGE STRAIT	194	96	
71	NEW		ROUND ABOUT WAY MCA	GEORGE STRAIT	186	10	
72	NEW		CARRYING YOUR LOVE WITH ME MCA	GEORGE STRAIT	183	2	
73	67	15	CHANGE HER MIND STEP ONE	GENE WATSON	177	224	
74	50	10	BAD FOR US WARNER BROS.	LITTLE TEXAS	165	493	
75	69	16	EASE MY TROUBLED MIND COLUMBIA	RICOCHE	158	197	

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

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COUNTRY AIRPLAY Monitor

• We Listen To Radio •

April 11, 1997 \$ 4.95 Volume 5 • No. 15

COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

CLAY WALKER
Rumor Has It (GIANT)

★★★★ AIRPOWER ★★★★★

MINDY MCCREADY • *A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)*

NEW RELEASES

SKIP EWING • *Mary Go Round (WORD NASHVILLE)*
NANCI GRIFFITH • *Maybe Tomorrow (ELEKTRA/ASYLUM)*
STEVE KOLANDER • *My Love (RIVER NORTH)*
PATTY LOVELESS • *The Trouble With The Truth (EPIC)*
JO DEE MESSINA • *He'd Never Seen Julie Cry (CURE)*
LEE ROY PARNELL • *Lucky Me, Lucky You (CAREER)*
KIM RICHEY • *I Know (MERCURY NASHVILLE)*
PAM TILLIS • *All The Good Ones Are Gone (ARISTA)*

Competition, Tight Lists Make A Cold Climate For Acts Seeking Another Chance

by Phyllis Stark

We're all familiar with the instant success stories of artists like Mindy McCready, Deana Carter, LeAnn Rimes, Trace Adkins, and Kevin Sharp, who were gold or platinum sellers on their debut albums and broke at radio with their first singles. But far more common are the artists who get signed, release a few singles, either have a few minor chart records or fail to make a dent at radio, release albums that sell poorly, and are quickly dropped or ask to be released from their labels.

That may be the heartbreaking side of the business, but it's an all too common reality. For every gold-selling Kevin Sharp, there is a Chris Ward, who recorded one album for Giant Records last year and charted just one single, "Fall Reaching," which peaked at No. 68 in August. Since being dropped by the label, Ward has returned to Washington state and reportedly rejoined the police force there.

Last summer, a first wave of artists either left or were dropped by their labels (Country Airplay Monitor, Aug. 9, 1996), including some with significant radio track records. They included BNA's John Anderson, Epic's Ken Mellons, RCA's Lari White and Jon Randall, MCA's Bobbie Cryner, Columbia's Ron Wallace, Asylum's Curtis Day and Jerry Kilgore, and Atlantic's the Hutchens. Of that group, only Anderson is signed to a new label, Mercury Nashville. Mellons' manager, Eric Marcuse, says he's close to announcing a new deal with an existing Nashville label.

More recently, a second wave of artists and labels have parted company. They include Curb's Baker & Myers, RCA's Ty England, BNA's Sisters Morales, Decca's Helen Darling, Almo Sounds' Paul Jefferson, and Giant's Doug Supernaw, Ward, and Graham McHugh. In several of these cases, including Kilgore, McHugh, and Sisters

Morales, the acts were cut without ever having had product released.

A SECOND CHANCE

So what is it like out there for artists looking for a second (or, in Supernaw's case, third) chance? Tough enough that most of the artists and managers contacted for this story wouldn't discuss it on the record. Those who did describe the environment as highly competitive.

"I would have to say that the marketplace in general is very saturated at this point," says Sound and Serenity Management's Marcuse, whose clients include Mellons and Kevin Sharp. "It makes it a more difficult playing field. The level of competition increased dramatically over the last several years. It's quite a tumultuous time for artists. There are a lot of free agents right now that are looking for a home."

"It's harder out there right now," agrees Senior Management's Simon Renshaw, who manages Supernaw, Kippi Brannon, new Columbia act Dixie Chicks, and Jamie O'Hara. "It's more competitive. The labels have a lot more to choose from, even though there's a lot more labels. Every night of the week there a million people doing showcases."

Renshaw says he has not yet actively shopped a new deal for Supernaw and won't until the artist finishes an album he's currently recording in the studio.

IS THERE A BIAS?

Views are mixed on whether an artist having had a previous label deal is an obstacle to getting a new one. "I would say there is a bias out there" against previously signed artists, says Marcuse. He says that's hard to prove, because most

Continued on page 6

An undeniable talent Kim Richey

1996 Grammy Nominee for Best Country Song
for the #1 smash single "Believe Me Baby (I Lied)"

"Having heard all of *Bitter Sweet* played live, I can tell you it's an unpretentious experience, a breath away from perfection." —BILLBOARD

"...an album that's so fresh, innovative and well-crafted that you remember why you love country music." —MUSIC CITY NEWS

"Richey is absolutely one of the most insightful writers in any style, anywhere. I'm makin' a rule: Everyone has to listen to this." —MUSIC ROW



The new single "I Know"

On your desk now

Airplay Date April 14th

From the new album **Bitter Sweet**

Mercury
RECORDS

Learn more about Kim at www.polygram.com/mercurynashville

Produced by Angela and John Leventhal Management: Robert Benneff Management @ (415) 221-9788

Monitor Classifieds

pg. 8

THE DEBUT SINGLE FROM
MICHAEL PETERSON



GOING FOR AIRPLAY

MAY 5

PRODUCED BY ROBERT ELLIS ORRALL/JOSH LEO



PLAY IT AGAIN

© 1997 Reprise Records

Management: Falcon Management, Gary Falcon & John Goodman

Casey Kasem To Host Radio Awards

Casey Kasem will host this year's Billboard/Airplay Monitor Radio Awards ceremony, Oct. 18 at the Orlando (Fla.) Renaissance Resort.

A highlight of the event, which drew more than 1,000 people last year, is the awarding of trophies to the top stations, broadcasters, and musical programmers nationwide in major, medium, and small markets. The ceremony is part of Billboard/Airplay Monitor's annual three-day Radio



Kasem

Seminar, which begins Oct. 16 and comes to a close with the evening event Oct. 18.

Kasem's voice is recognized by millions around the world because of his 27 years of counting down the hits. He currently hosts "Casey's Top 40 With Casey Kasem," "Casey's Countdown" for AC stations, and "Casey's Hot 20" for hot AC radio. He also hosts a daily five-minute show, "Casey's Biggest Hits." All programming is syndicated by Westwood One.

For info on the Billboard/Airplay Monitor Radio Seminar and Awards, contact Maureen Ryan at 212-536-5002.

CHUCK TAYLOR



RADIOACTIVE BY PHYLLIS STARK

Jeff-Pilot Ups Shepard; Cox/NewCity Changes

Mike Shepard is upped from director of operations at KSON San Diego to the newly created position of director of programming operations for Jefferson-Pilot California, overseeing KSON and sister stations KIFM and KBZT. Also, Terry Jensen is upped from AE to sales manager at KSON.

Lots of changes this week at Cox Radio following its closing on the acquisition of NewCity Communications. NewCity president Dick Ferguson becomes VP/COO. WSB/WJZF Atlanta VP/GM Marc Morgan and WEZN Bridgeport, Conn., VP/GM James T. Morley are named senior group VPs. WHQT/WFLC Miami VP/GM Robert Green gets group VP stripes and will oversee Cox's Louisville, Ky., and Dayton, Ohio, stations, including country WHKO Dayton. WCFB Orlando, Fla., VP/GM Richard Reis is also named group VP and will oversee the company's seven Orlando stations, including WWKA (K92), which he once managed.

American Radio Systems is acquiring KFRG/KXFG Riverside, Calif., from Amaturio Group for \$60 million. ARS has also closed on its purchase of EZ Communications.

KNCI Sacramento, Calif., night jock Mark "the Shark" Wilson joins WFSN (Q105) Fort Myers, Fla., as PD/morning man. B.J. Odom, who recently joined Q105 as APD/morning man, shifts to the APD/MD/midday slot at sister station WCKT. He replaces Mindy Collins in middays.

Tom Travis exits the PD/p.m. drive positions at KMBK Little Rock, Ark., and the MD job at sister station KSSN to become PD at KKIX Fayetteville, Ark., beginning April 14. He replaces Eric Marshall, who exits. KMBK APD Chad Heritage becomes interim PD.

After a week of stunting, WDOE Chattanooga, Tenn., flipped April 7 from country to an adult rock format as "the Mountain." Skyler McKenzie, PD at sister station WDEF-AM-FM, is upped to OM at WDOE and WDEF, and retains programming duties at WDEF. Don Riley is upped from P/T to PD at WDOE. Acting PD/morning man Jack Cole stays on for mornings. Acting MD/afternoon jock Steve Cannon exits. Market veteran Jason Walker joins as morning co-host. Tony Logan, last at crosstown WSKZ, joins for middays. Former WDEF jock Chuck Stevens returns for afternoons at WDOE. Keith Edwards stays in nights. Jim Scott moves from middays to to overnights.

After several days of stunting that included a lounge music format, country WDXD Daytona

Beach, Fla., becomes top 40 WVYB (the Vibe).

Jackson, Miss., loses its third country outlet this week, as WJKK becomes satellite soft AC Luv 98. Dick O'Neill continues to program both that station and top 40 sister WYOY. Morning host Kim Allen will stay on to host a live morning show.

Bob Shannon is the new PD/morning co-host at KGNC-FM, Amarillo, Texas, replacing Tim Butler. Shannon most recently was PD/morning man at KORA Bryan, Texas.

Former KVOC Casper, Wyo., PD Daryl Davis joins crosstown KYOD (Coyote Country) as PD/morning man. KYOD, which signed on in January, runs Jones Satellite Networks' country format in other dayparts.

Dr. Frasier Love is upped to MD at WBEE Rochester, N.Y., replacing Coyote Collins. Love, who had been filling in for Collins in afternoons, returns to nights. No new p.m. driver was named.

WKOA Lafayette, Ind., MD Sherry Sinclair heads to Roanoke, Va. WKOA PD Don Riley assumes music duties.

Look for Meridian, Miss.-area WQGL Butler, Ala., to drop country within a few days.

P/T jock Dash Rip Rock is upped to nights at WQIK Jacksonville, Fla.

Top 40 WYKS (Kiss 105) Gainesville, Fla., night jock Jen Page exits for an undetermined air shift at country WPZM Huntsville, Ala., where she will use the name Harley Madison.

Clint Kelly is upped from P/T to nights at WXBQ Bristol, Va. He had been handling that slot unofficially since January.

MD/production man Chris Wayne adds midday duties at WKKW Morgantown W.Va., replacing Travis Jones, who heads to middays at sister station WSSN Weston, W.Va.

WQRB Eau Claire, Wis., hires new night jock Steve Tyler from Ironwood, Mich., to replace Brad Walker, now at WXIK Lansing, Mich.

At WTSH Rome, Ga., PD/p.m. driver Bobby Reed and MD/midday host Jack Douglas swap air shifts.

WMIL Milwaukee picks up ABC Radio's "American Country Countdown."

Mercury Nashville artists John and Audrey Wiggins filled in for KCYY (Y100) San Antonio, Texas, morning hosts Scott Drake and Pam Tyler on April Fools' Day.

United Stations Radio Networks will offer a three-hour pre-Academy of Country Music Awards radio special the weekend of April 19-20.



COUNTRY CONFIDENTIAL BY WADE JESSEN

'Going For Adds' Or For The Real Story

The following, in slightly different form, previously appeared in Airplay Monitor editor Sean Ross' Top 40 Topics column in Top 40 Airplay Monitor.

Every now and then, somebody will ask why, if the industry has adjusted to the monitored-airplay era, some labels still talk about "add dates" in their advertising. And why do some labels still use "adds" as the unit of currency for paying indies or giving bonuses to label staffers?

In some formats, you hear less about the "A word" then ever. In the March 14 Top 40 Airplay Monitor, there were advertisements for 10 records. Of those, only one referred to an "add date." Another used the term "commitment." Two talked about "impact dates." One referred to "spins." In the March 28 Country Airplay Monitor, two of the seven ads for specific singles referred to an "add date." The remaining five mentioned an airplay date. Yet some PDs, especially those who've made the transition from top 40 to other formats, feel like they're still beat up for "adds" by local reps who aren't so concerned whether there is airplay attached.

Fifteen years ago, before monitored airplay, "getting the add" meant that you had a station's support, at least on paper, for the duration of the record. If that wasn't true in real life, well, there was no way of knowing that. But by '86-'87, the industry was acutely aware of the existence of both paper adds and unreported airplay.

By the late '80s, most in the industry also knew that the "going for adds" mentality had obliterated most other strategies for breaking a record. You didn't have time to build one or two stories. If you had only 99 adds on a major act in the first week, your record could be considered a disappointment. Everybody bemoaned this, but few wanted to be the first to change tactics. And without monitored airplay, that standoff might still be in place.

In all formats, but in top 40 in particular, monitored airplay made it clear that most stations, especially those with access to research, didn't add and drop records in a linear manner. A record could be pounded in its first week, then pulled by a station to see if anybody missed it, and readded and dropped again several times, despite the fact that records rarely did this on a station's playlist.

So what does an "add" mean in '97? Is it a commitment to a record? Well, marriage is a commitment, too, and, unfortunately, half of

them don't last. Having the add doesn't protect a record much if it doesn't research or sell or something. Is an add somehow more of a statement than actual airplay? Statements don't sell records. And since other trades still accept "adds" with no spin count behind them, promising *not* to play a record the following week is hardly a ringing endorsement.

That "adds" are still sought just shows that it's hard for some quarters of the industry to walk away entirely from the game on paper—the notion held by some that it's better to have a No. 9 hit that sells 25,000 copies than a No. 11 record that sells 250,000.

As many of the comments at the recent Country Radio Seminar indicated, it's hardest of all for some country PDs and record people to give up that mindset. When monitored airplay came to country, records stopped dropping from No. 1 to No. 16 on the Billboard chart, but country remained a format driven heavily by label priorities. Only a few country PDs look for left-field hits through networking or hold on to their hits as long as they continue to test. Five years ago, when it was possible to find country hits with a dartboard, that wasn't a problem. Today, most of the format's leaders bemoan top 10 records that aren't really hits. But, like top 40 in '87, only a few folks want to be first to change tactics.

Today, top 40 reps have a tacit recognition that records need quality, not quantity, to break. And that a story can start anywhere and spread in any number of ways—consultants, networking, regional patterns, etc. Ten years ago, any convention panel would inevitably feature at least one PD announcing that he had a hit record in his market that a label wouldn't go after. You hear that less now. Labels are much better today at capitalizing on those sorts of stories, but they're harder to quantify or boil down than an "add," a "commitment," or whatever.

There are 8 million stories in Airplay Monitor's Power Playlists every week. Not all of them involve records that are in their first week, or first month, on a radio station. The week the daypart comes off a record, or the week it begins to call-out and suddenly moves from 18 spins a week to 30, is just as crucial to its ultimate success. Even when new airplay is the story on a record, the concept of "adds" and the way they've been used over the past decade tends to obscure individual stories, not highlight them.

ON THE ROW

WSIX, Gerry House Win ACM Awards

WSIX Nashville has won the Academy of Country Music's radio station of the year award for the sixth time, while WSIX morning man Gerry House captures ACM's DJ of the year award for the fifth time. Bob Romeo of the Don Romeo Agency in Omaha, Neb., is the ACM's talent buyer/promoter of the year, and the Crazy Horse Steak House & Saloon in Santa Ana, Calif., wins the country nightclub of the year award. The awards ceremony is set for April 23 in Los Angeles. Alan Jackson, Tim McGraw, and Bill Engvall join the list of previously announced ACM performers. Gene Autry, Buck Owens, and the Oak Ridge Boys will make special guest appearances.

MCA Northeast regional director of promotion Denise Roberts moves to the label's West Coast re-

gional slot. She replaces Bill Macky, who's now director of national promotion (Country Airplay Monitor, March 28). MCA Gavin promoter Royce Risser is upped to Northeast regional and will remain based in Nashville.

Gaylord Entertainment has acquired management company Blanton/Harrell Entertainment for an undisclosed price and has created a new Gaylord division, Family Values Entertainment. Blanton/Harrell founders Mike Blanton and Dan Harrell will be co-presidents of Family Values, which will incorporate Blanton/Harrell Entertainment, Word Entertainment (which will continue to be headed by Roland Lundy), and cable outlet Z Music Television. Blanton/Harrell manages Amy Grant, Michael W. Smith, and Gary Chapman.

David Bower has been appointed U.K./Ireland director for the Country Music Assn. (CMA). He most recently was marketing director at Columbia Records. Also, the CMA has promoted Bobbi Boyce to European operations manager. She has been with the CMA since 1992 handling the day-to-day business of the U.K. office.

Stuart Montgomery is added to the writers roster at Hamstein Cumberland Music. He previously was signed to Tom Collins Music. Kenny Beard joins the writers at Opryland Music Group.

ON THE AIR

NEW STATIONS AND OTHER REPORTER CHANGES FROM BDS & AIRPLAY MONITOR

WDOE-FM Chattanooga, Tenn., has been removed from the country radio panel due to a format change. The panel now totals 161 reporters.

She Could Love A Man Like Dan



On a recent radio tour through Texas to promote her single "I Could Love A Man Like That," Warner Bros. artist Anita Cochran met with KYNG Dallas PD Dan Pearson, left, and KYNG morning-show producer Stacy Tackett, right.

Hartford Takes Top Honors



WWYZ (Country 92.5) Hartford, Conn., raised \$646,360 during its fifth annual Country Cares for St. Jude's Kids radiothon. That total makes WWYZ the No. 1 revenue-generating station for St. Jude Children's Research Hospital in Memphis. Over the past five years, the station has raised more than \$2 million for St. Jude. Pictured, from left, are WWYZ's Jim Wheeler, Floyd Wright, Wendy Steele, PD Greg Roche, and MD John Saville.

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AIRBORNE

Instant information on Country's new artists

Big House

"COLD OUTSIDE" (MCA)

The six members of Big House, all veterans of the Bakersfield, Calif., music scene, got together just a year ago and were quickly signed to MCA. Since then, the group has opened for Travis Tritt, Wynonna, Patty Loveless, and Collin Raye, in between recording dates for a self-titled debut album.

Kippi Brannon

"DADDY'S LITTLE GIRL" (CURB/UNIVERSAL)

Kippi Brannon was signed to MCA at the age of 14 and charted with such singles as "If I Could See You Tonight," "He Don't Make Me Cry," "In My Dreams," and a remake of Webb Pierce's "Slowly" between age 15 and 17. In 1982, she was a top new female vocalist nominee at the Academy of Country Music Awards. But after four singles and without having recorded a full album, she quit the business to attend college. During her break from music, Brannon worked as a secretary and an accounting assistant, among other jobs. She makes her Curb/Universal debut, "I'd Be With You."

The Buffalo Club

"IF SHE DON'T LOVE YOU" (RISING TIDE)

Three musically diverse artists came together to form this band. Guitarist Charlie Kelley grew up on a farm listening to everything from Bryan Adams to Willie Nelson. Lead vocalist Ron Hemby, a former member of the Imperials, brings in a strong gospel background from his native Missouri. Drummer John Dittrich, formerly of Restless Heart, hails from New York and Texas, where he enjoyed jazz and top 40.

Anita Cochran

"I COULD LOVE A MAN LIKE THAT" (WARNER BROS.)

Anita Cochran co-produced her debut Warner Bros. album, "Back To You," with label president Jim Ed Norman, wrote 9 of the set's 10 cuts, and played all the guitar leads, banjo, mandolin, and dobro parts. A South Lyon, Mich., native, Cochran began playing guitar in a band with her parents at the age of 4½. She studied to be a florist in high school but ended up running a recording studio in Canton, Mich., where she cut the demos that led to her deal with Warner Bros.



Sara Evans

"TRUE LIES" (RCA)

Sara Evans was raised on a farm in Boonesboro, Mo., in a family of seven children. She started singing at the age of 4 and learned the mandolin shortly thereafter, becoming locally famous, performing with her brothers as the Sara Evans Show in churches and at retirement homes, PTA meetings, and bluegrass festivals. She moved to Nashville in 1991, where she met and married musician Craig Schelske and then moved to Schelske's home state of Oregon, where they performed together for three years. She returned to



Nashville in 1995, when a demo of Harlan Howard's "I've Got A Tiger By The Tail" helped land her a deal with RCA. Pete Anderson produced her debut album.

Nikki Nelson

"TOO LITTLE, TOO MUCH" (COLUMBIA)

Nikki Nelson grew up in Topaz Lake, Nev., 35 miles south of Carson City. Her first performing experience was at a casino, where as a 12-year old, she performed with her band, Niki & Gold Rush, five



nights a week. She moved to Nashville at the age of 18 and worked as a bartender, waitress, and secretary while pursuing a music career.

National exposure came when she replaced Paulette Carlson as lead singer of Highway 101. Her self-titled solo album was produced by Don Cook.

Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

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



★ Kris Tyler

"KEEPING YOUR KISSES" (RISING TIDE)

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



Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

Lee Ann Womack grew up in the east Texas town of Jackson listening to Grand Ole Opry broadcasts from Nashville and picturing herself on the Opry stage. The daughter of a part-time country DJ, Womack often accompanied her father to the radio station, where he would let her play her favorite records. Now 30 years old and the mother of 5-year-old daughter Aubrie, Womack is hoping to finally realize her Opry dream. Her self-titled debut album, due May 13, was produced by Mark Wright and includes a duet with labelmate Mark Chesnutt, "Make Memories With Me."

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

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Competition, Tight Lists Make A Cold Climate For Acts Seeking Another Chance

Continued from page 1

label A&R reps will say either "our roster is full" or "we're not looking for a male traditional act," but, Marcuse adds, "I'm certain there is a bias."

"I've been out there for two years, and radio has a perception about me," says former RCA artist England. "Maybe it's harder being someone like me who's had some success than some new artist."

"I don't think it's an advantage or disadvantage" to have had a previous deal, says Renshaw, whose client, Supernaw, was on BNA prior to Giant. "Each artist stands on its own merits. If you have an artist that is a known quantity to radio and has an existing fan base, one would imagine that that is far more attractive to any label than to start off with someone brand new."

IS RADIO TO BLAME?

Some believe the tight playlists and competitive environment at country radio right now has a lot to do with how many artists are now available for signing.

"It's unfortunate that... as country seems to be stuck in this rut, it seems to be hard to get anything going without country radio," says Renshaw. "There is a huge focus on country radio," which means "there is a danger of people throwing things to the wall to see what sticks."

"What I don't understand is, we've taken our music all over the country in the last year, maybe 120 dates, and did shows with virtually all of my peers in country, and my show, at the very least, held its own," says England. "For the most part I felt like... we were doing good, we just couldn't get radio locked into what we were doing... There were places all through the Midwest that played every single I put out. But there were maybe 10 stations that never spun any of my records, not once. That's what I never understood."

"The perception is that once an act gets signed, it's all milk and honey," says Giant GM Alan Shapiro. "You put these poor people on 10 to 12 week radio tours and radio is telling [the artists] they love them. They come back all excited, and then you go to radio [for airplay] and reality starts to sink in... You think you have a smash, and radio is telling you, 'Sorry, but you don't.' You have to sit with that artist and say, 'The first single didn't work, but we'll get them on the next one.'" If the second single also fails to catch on, Shapiro says, "\$500,000 or \$600,000 into the project, you start to scratch your head."

If the third single also fails to hit, Shapiro says, "now you have to face reality. You don't have an album. Now the big decision is, do we make the second album?... You're sitting behind this big desk, and you have to make a decision. Their hopes and dreams start to get shattered right around now. That is the toughest thing to face an artist at that point in their career and say, 'You know what, we don't have anything here. Radio won't embrace it.'"

"This is where the dreams come true or don't come true," says Shapiro. "The ones that don't come true [are] the toughest."

"If radio is telling us that more people don't want to hear new music—and that is what radio's telling us—then we are in for a rocky road, because the lifeline of any label is to break new acts."

THE GIANT PERSPECTIVE

After recently cutting three artists, the Giant roster now consists of just six acts: Clay Walker, Daryle Singletary, Regina Regina, Jim Collins, Rebeckah Del Rio, and Terry McMillan. For Shapiro, cutting artists is the hardest part of his job, particularly because of the close-knit environment in Nashville.

"I've worked 20 years in rock, so this is my first taste of the Nashville scene," he says. "It's such a close community that once you sign an act, they become like family."

"A lot of the artists live here. They're in your office, [and] in your face all the time. It's not like rock, where you saw them once in a blue moon. These people are here, and they call you all the time. That's what makes it harder when you sign an artist and it doesn't happen," Shapiro continues. "Their dreams are shattered so quickly."

Still, Shapiro says dropping artists is sometimes a necessity of the business. A record costs \$150,000-\$200,000 to make and, with video, production and shipping, and independent promoters factored in,

Shapiro says, "before you ship the first single, you could be as high as \$750,000 to a million dollars... The labels are the bank, they are putting up the money, but people forget that. If you have a hit, that's wonderful, but how about all the misses?... Everybody wishes they had LeAnn Rimes, but that's not reality."

"The cost of doing business today is [such that] you almost have to be [successful] right out of the box," says Shapiro. "You almost have to have a gold album the first or second shot out in order to recoup the money." When you don't, that's when the hard decisions have to be made.

"No matter how much you feel toward that artist, you also have to take a step back and be honest with that person," he says. "It's very tough because... you've signed a person with lifelong dreams... all the people moving to Nashville have those dreams, and rightfully so... It's a tough decision who gets that break. [But] getting the break really means nothing. The ingredient to a hit record is most probably luck."

AN ARTIST'S VIEW

Tough as it may be for a label to drop an act, it's significantly tougher on the act being dropped. England is one example. A former member of Garth Brooks' band, England stepped out on his own in 1995 with an RCA deal. His self-titled debut album peaked at No. 13 in September of that year, but the follow-up, "Two Ways To Fall," reached only No. 54 in October 1996. He's had five charting singles, but none as successful as his debut, "Should've Asked Her Faster," which peaked at No. 3 in September 1995.

Today, England is still touring and considering his options, including a major-label deal he says was offered after the label head saw him perform on TNN's "Prime Time Country." In the meantime, he says that he and his family will probably move from Nashville back to their home state of Oklahoma for a while.

"I don't know what I'm going to do," says England, whose wife recently gave birth to their third child. "My biggest concern right now is I'm a daddy, and I have to think about my family. I'm 33 years old. I've lived this dream since I was probably 5. How long do you put your life on hold and chase a dream? I'm asking myself all sorts of questions."

"I wanted this real bad, but there comes a time for me to sit back and say, 'It's time for Daddy to grow up and make college funds and all the things my dad did'... I wonder if I ever had to reacclimate myself to society as a regular working man, what that would feel like. I haven't approached that yet. I'm still looking for someone that can make my dreams come true."

Poignantly, England says he feels like he let down his family, Brooks, and everyone who believed in him. "It's discouraging when my family and my friend Garth have had this faith in me all along. I can't tell you how many times Garth said, 'You're going to be bigger than I ever was.' I feel to some extent like I've let those people down."

He also had to have the painful discussion with his band in which he told them he could no longer keep them on salary. England says that talk didn't come until he had "basically bankrupted myself because I kept trying to pay them."

England says he's still "in shock" over being dropped, something he found out about when someone he identifies only as "a gentleman from RCA" called and left a message on his manager's answering machine. (That gentleman, RCA Label Group chairman Joe Galante, says he left a message only because England's manager, Bob Doyle, was in France and couldn't be reached for a face to face meeting.) Still, England says he understands why it happened. "Those guys are out there to sell records, and we weren't getting a track record for that," he says.

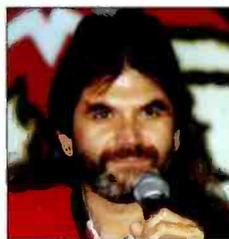
He says he now wishes he'd gotten his solo career on track faster. "To be honest, I had opportunities to leave Garth three to four years before I did, and I wish I had started earlier because there's a certain group that came in there while Garth was still on the rise that really got their feet on the ground—the Tracy Byrds and Tracy Lawrences that were able to establish a career before the [country] burnout hit," he says.

MONITOR PROFILE

Jacor's Tom Jordan Takes Two Vegas Country Outlets In Different Directions

It's becoming a common story. Two stations are battling head to head in a market. Then suddenly, they become co-owned, move in together, one of the PDs is let go, and the other is put in charge of both stations and tries to take them in different directions. That scenario recently played out in Las Vegas when Jacor Communications bought out Regent Communications, owner of KFMS, then quickly purchased rival KWNR as well. In short order, Jacor began operating the stations under an LMA; KWNR moved into the building occupied by former Regent stations KFMS, KSNE, and KBGO; KFMS PD Jay Phillips exited; and KWNR PD Tom Jordan became director of operations for both stations.

Jordan's first priority is to head KFMS and KWNR in different directions and, eventually, reclaim the country shares that were lost during the stations' head-to-head battle. "We ripped each other apart so much that we almost



Tom Jordan
Director of Operations
KFMS/KWNR Las Vegas

'We almost decimated the country listener in Las Vegas'

decimated the country listener in Las Vegas," says Jordan. "The perception was we were both doing the same thing."

To a large extent, that perception was true. The stations were musically similar and, for almost a year, had both been using the 20-in-a-row music image. KWNR was positioned as "new country," while KFMS was "today's country."

"The stations were just on top of each other, and that's one reason the shares went down," says Jordan. In the fall Arbitron book, KWNR dipped 6.1-5.5 12-plus and was No. 5 in the market, while KFMS was off 6.2-4.7 and No. 8 12-plus.

In the winter of '95, the country stations had a combined 14.3 share in Las Vegas. Now, that's down to a 10.2 share. But Jordan says he knows where the former listeners went, "so we're loading our guns and going back out after them... The immediate goal is to just hit the teens for country shares in this market. When we do we'll put the carrot out even further."

Jordan's intention now is to "really separate these [stations] in the ears of the listeners, make it a discernable difference... and give the listeners two choices." To accomplish that goal, he is positioning KWNR as the high-personality station with an attitude and a "fun, up" presentation and KFMS as the "more music-intensive, less personality-driven" outlet. KFMS will retain the 20-in-a-row position.

"Basically, we're going to take the attitude out of KFMS, which will drive up the demographics on it," Jordan says. Between the two stations, he's hoping to attract the full spectrum of 18- to 54-year-old listeners, with KWNR bringing in the younger demos and KFMS targeting the 35-plus crowd.

Musically, however, there will still be little difference. "The currents on both stations will basically stay the same," says Jordan. "One may be late on Lee Ann Womack and the other late on Mindy McCready, but that doesn't mean we won't play it." For example, he says McCready's

"A Girl's Gotta Do (What A Girl's Gotta Do)" is "a perfect attitude song for KWNR, but not for KFMS in the beginning."

KWNR is currently playing 39-43 currents a week. The music mix is about 70% current/re-current to 30% gold, and the gold generally goes back to about 1990, with the exception of 5-10 cuts from the '80s. As for KFMS, Jordan says he hasn't yet had a chance to pick apart what that station has been doing musically.

Here's a recent sample hour on KWNR: Neal McCoy, "You Gotta Love That"; David Kersh, "Another You"; Wynonna, "Tell Me Why"; Vince Gill, "A Little More Love"; Mark Chesnut, "It Wouldn't Hurt To Have Wings"; Deana Carter, "Count Me In"; Travis Tritt, "More Than You'll Ever Know"; Shenandoah, "Two Dozen Roses"; Lorrie Morgan and Jon Randall, "By My Side"; Bryan White, "Sittin' On Go"; Collin Raye, "On The Verge"; Wade Hayes, "I'm Still Dancing With You"; Terri Clark, "Poor, Poor Pitiful Me"; Tammy Graham, "A Dozen Red Roses"; Alan Jackson, "Dallas"; and Gary Allan, "Her Man."

Jordan says the KWNR staff at first "felt like outsiders" after moving into the building occupied by the three former Regent stations. One plus was that all four stations had to get used to being Jacor-owned at the same time, meaning there was no conquering station mentality at either of the former rivals. Still, Jordan says, there was "a little rubbing of elbows here in the hallways, but no bloodshed here in the building."

Before learning whether he or Phillips would be staying on, Jordan says he went through a "period of uncertainty... where I was not sure if I was going to even have a job. Anytime anyone is sold, the first thing that goes through their minds is 'Oh my god, get the résumé ready.' But when we found out it was Jacor, we breathed a sigh of relief." Still, he says, "the stress levels were pretty high in the building for a while, [and] we still have some bumps ahead of us. There is always going to be that rivalry, [but] it's healthy... To me, it doesn't matter which is the stronger [station] as long as they are both able to stand on their own."

A St. Louis native, Jordan broke into radio by hanging around local stations KNOK and KIRL and helping out the air personalities at night while attending high school during the day. After graduating, he spent 10 years doing mornings at top 40 KFSB Joplin, Mo., in the early '70s. He moved on to KLMS Lincoln, Neb., then returned to Joplin for his first programming job at country WMBH. His next career stops were KFH Wichita, Kan., and KBUL Reno, Nev., before landing at KWNR in 1995.

With his new duties at Jacor, Jordan has relinquished his morning show, marking the first time he has been off the air in more than a quarter of a century, with the exception of a brief hiatus when he first joined KWNR. Surprisingly, Jordan says coming off the air "wasn't as hard as everyone told me it was going to be. I'm one of those people that lives and dies for the air show, but coming off after 26 years... was like a vacation. Pulling away just didn't bother me."

His most memorable time on-air was a six-week stint last fall when he ran for president and was out making appearances, shaking hands, and handing out lawn signs almost every day. Jordan believes he garnered 1%-2% of the vote in the Las Vegas metro region.

He's now in the process of trying to find a replacement for himself in mornings on KWNR and fill a couple of full-time openings at KFMS. While he is still evaluating the KFMS staff, Jordan says "it seems the people there are pretty strong, but they need a lot of guidance at this point. The KWNR staff knows what they need to do."

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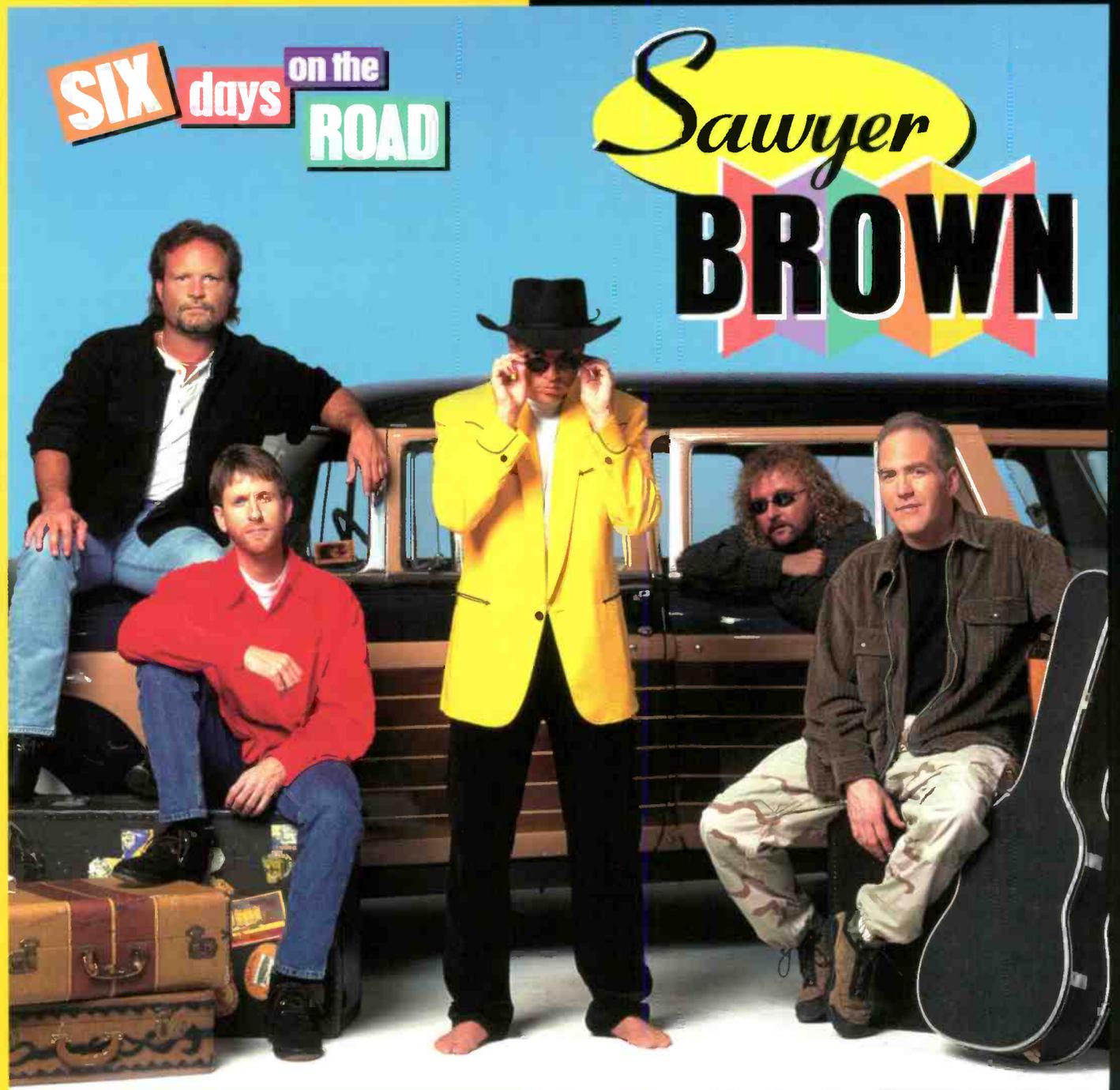
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AIRPLAY MONITOR CLASSIFIED
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NEW YORK, NY 10036

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Fax: 212 536-8864

AIRPLAY Monitor

GREATEST GAINERS

Broadcast Data Systems
The Nashville Network

Strongest Increase In Airplay This Week

INCREASE IN PLAYS

VINCE GILL • <i>A Little More Love</i> (MCA)	+715
KPLX +27, KYNG +21, WRNS +18, WBCT +18, WXTU +18, KRMD +17, KXXY +17, WBUB +15, WMZQ +15, KTST +14	
GEORGE STRAIT • <i>One Night At A Time</i> (MCA)	+595
KIKK +22, KTST +18, KMLE +17, KDDK +16, WGGY +16, WQYK +16, WZZK +14, KSON +14, KILT +14, WSIX +13	
LEANN RIMES • <i>The Light In Your Eyes</i> (CURB)	+561
KPLX +18, WXBM +17, WKXX +15, KYCY +14, KSSN +14, KYNG +12, WUSN +12, KTEX +11, KWNR +11, WSOC +11	
ALABAMA • <i>Sad Lookin' Moon</i> (RCA)	+554
WAMZ +17, WHKO +16, WBOB +15, WKLB +14, WQMX +13, KZSN +13, WSSL +13, WCUZ +12, KHAY +11, KJJY +11	
DAVID KERSH • <i>Another You</i> (CURB)	+417
WKQC +23, KNAX +19, WCTK +17, WKIS +16, KTEX +15, KKQB +15, WQIK +14, WBUB +13, KFDI +13, KILT +13	
TRAVIS TRITT • <i>She's Going Home With Me</i> (WARNER BROS.)	+406
WWGR +25, WKIX +21, WYAY +19, WGAR +17, WPOC +17, WWYZ +15, KDDK +14, WQDR +14, WBCT +13, WLWI +13	
SAWYER BROWN • <i>Six Days On The Road</i> (CURB)	+356
KTST +18, WKLB +15, KRTY +14, KSON +14, WQMX +13, KXXY +12, WCOS +11, WGRU +10, KWNR +10, WCHY +9	
SAMMY KERSHAW • <i>Fit To Be Tied Down</i> (MERCURY NASHVILLE)	+343
KMDL +20, WQBE +14, WGRU +13, KHAY +13, WRNS +13, WXBQ +13, WSTH +12, WEZL +12, KTOM +10, WKIX +9	
DEANA CARTER • <i>Count Me In</i> (CAPITOL NASHVILLE)	+341
WPOC +18, KYCY +16, WRKZ +16, KYCW +13, WDRM +12, WESC +12, WJCL +12, KPLX +12, WWWW +10, WKIX +9	
MINDY MCCREADY • <i>A Girl's Gotta Do (What A Girl's Gotta Do)</i> (BNA)	+333
KYCY +23, WWGR +18, KIKK +17, KTST +15, WIL +15, WTQR +14, KFKF +12, WGAR +12, KWNR +11, KJJY +11	
BRYAN WHITE • <i>Sittin' On Go</i> (ASYLUM)	+329
KRTY +19, KHEY +17, KSON +16, KWJJ +13, KXXY +13, KUBL +12, KMLE +12, KDRK +11, WCTK +11, KEEY +10	
COLLIN RAYE • <i>On The Verge</i> (EPIC)	+320
KTST +17, WKJN +17, WBUB +16, WIRK +16, WKXC +15, WRBQ +14, WCMS +13, WIL +12, WJCL +12, KIIM +11	
TRACY LAWRENCE • <i>Better Man, Better Off</i> (ATLANTIC)	+306
WRBQ +19, WMZQ +18, KPLX +17, WKIS +14, WGGY +13, WQXK +13, WJCL +13, KAJA +12, WFRE +11, WWGR +10	
MARK CHESNUTT • <i>Let It Rain</i> (DECCA)	+303
WPOC +18, WIRK +16, KYCY +15, WYAY +15, WQMX +14, KJJY +14, WAMZ +14, WTQR +13, WRNS +9, WSSL +9	
PAUL BRANDT • <i>Take It From Me</i> (REPRISE)	+300
WXBQ +19, KDDK +17, WCOL +13, KXKC +12, WUSY +12, WBCT +11, WSTH +11, WXBM +9, KEEY +9, WGRU +8	
ALAN JACKSON • <i>Who's Cheatin' Who</i> (ARISTA)	+300
KYCY +23, WRBQ +19, WGAR +18, WBOB +15, WQYK +15, WPOC +15, KIKK +15, WJCL +13, KZLA +13, WYGY +12	

MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
SAMMY KERSHAW <i>Fit To Be Tied Down</i> (Mercury Nashville)	39	DEANA CARTER <i>Count Me In</i> (Capitol Nashville)	19
MARK CHESNUTT <i>Let It Rain</i> (Decca)	27	ALAN JACKSON <i>Who's Cheatin' Who</i> (Arista)	19
TRAVIS TRITT <i>She's Going Home With Me</i> (Warner Bros.)	26	LEE ANN WOMACK <i>Never Again, Again</i> (Decca)	19
TY HERNDON <i>Loved Too Much</i> (Epic)	25	JAMES BONAMY <i>The Swing</i> (Epic)	14
TAMMY GRAHAM <i>A Dozen Red Roses</i> (Career)	20	LEANN RIMES <i>The Light In Your Eyes</i> (Curb)	14
PAUL BRANDT <i>Take It From Me</i> (Reprise)	19		

VIDEO PLAYLISTS



	TW	LW
1	5	4
2	5	3
3	4	3
4	4	4
5	4	3
6	4	5
7	4	4
8	4	4
9	4	4
10	4	3
11	4	2
12	4	4
13	4	0
14	3	4
15	3	4
16	3	3
17	3	4
18	3	3
19	3	5
20	3	4
21	3	3
22	3	3
23	3	3
24	3	3
25	3	4
26	3	2
27	3	2
28	3	3
29	2	5
30	2	2



	TW	LW
1	37	10
2	33	31
3	33	30
4	30	29
5	30	22
6	29	33
7	29	28
8	29	28
9	28	23
10	28	29
11	27	28
12	27	28
13	27	29
14	25	27
15	25	28
16	24	33
17	22	21
18	21	21
19	21	21
20	21	21
21	21	27
22	21	37
23	21	20
24	21	21
25	21	6
26	20	22
27	19	21
28	15	14
29	15	14
30	15	14
31	15	14
32	15	14
33	14	14
34	14	13
35	14	13
36	14	14
37	14	14
38	14	15
39	14	14
40	14	14
41	14	14
42	14	14
43	14	20
44	14	13
45	14	15
46	14	14
47	14	4
48	14	5
49	14	4
50	13	15

COUNTRY RECURRENT AIRPLAY

RANK	TW	LW	TITLE	ARTIST (LABEL)
1	2100	2270	ME TOO	TOBY KEITH (MERCURY NASHVILLE)
2	1770	1878	IT'S A LITTLE TOO LATE	MARK CHESNUTT (DECCA)
3	1753	1808	NOBODY KNOWS	KEVIN SHARP (143/ASYLUM)
4	1665	1787	RUNNING OUT OF REASONS TO RUN	RICK TREVINO (COLUMBIA)
5	1561	1754	WHERE CORN DON'T GROW	TRAVIS TRITT (WARNER BROS.)
6	1544	1575	LITTLE BITTY	ALAN JACKSON (ARISTA)
7	1517	1565	ONE WAY TICKET (BECAUSE I CAN)	LEANN RIMES (CURB)
8	1479	1727	AMEN KIND OF LOVE	DARYLE SINGLETARY (GIANT)
9	1386	1488	IS THAT A TEAR	TRACY LAWRENCE (ATLANTIC)
10	1195	1195	FRIENDS	JOHN MICHAEL MONTGOMERY (ATLANTIC)
11	1172	1146	BIG LOVE	TRACY BYRD (MCA)
12	1168	1136	MY MARIA	BROOKS & DUNN (ARISTA)
13	1145	1232	STRAWBERRY WINE	DEANA CARTER (CAPITOL NASHVILLE)
14	1123	1150	EVERY LIGHT IN THE HOUSE	TRACE ADKINS (CAPITOL NASHVILLE)
15	1107	1202	THE FEAR OF BEING ALONE	REBA MCENTIRE (MCA)
16	1100	1015	DADDY'S MONEY	RICOCHET (COLUMBIA)
17	1094	1158	PRETTY LITTLE ADRIANA	VINCE GILL (MCA)
18	1036	1025	HER MAN	GARY ALLAN (DECCA)
19	1030	1024	LIKE THE RAIN	CLINT BLACK (RCA)
20	971	976	SO MUCH FOR PRETENDING	BRYAN WHITE (ASYLUM)
21	957	976	I LIKE IT, I LOVE IT	TIM MCGRAW (CURB)
22	937	1015	LIVING IN A MOMENT	TY HERNDON (EPIC)
23	929	859	LONELY TOO LONG	PATTY LOVELESS (EPIC)
24	905	882	BLUE CLEAR SKY	GEORGE STRAIT (MCA)
25	894	931	CHECK YES OR NO	GEORGE STRAIT (MCA)

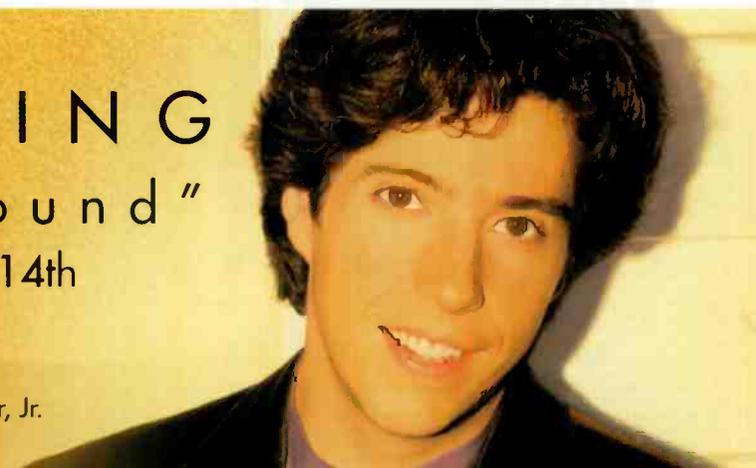
Recurrents are titles which have appeared on the Hot Country Singles chart for 20 weeks and have dropped below the top 20.

SKIP EWING

"mary go round"

Airplay Date: April 14th

produced by: Billy Joe Walker, Jr.



Watch for Skip on TNN's Prime Time Country, Monday April 14th

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

COUNTRY

KZLA Los Angeles PD: John Sebastian APD/MD: Bill Fink. Playlist table with columns for rank, song title, and time.

WUSN Chicago PD: Alan Sledge MD: Tricia Biondo. Playlist table with columns for rank, song title, and time.

WXTU Philadelphia OM/PD: Gary McCarty MD: Jim Radler. Playlist table with columns for rank, song title, and time.

WKHX Atlanta PD: Neil McGinley MD: Johnny Gray. Playlist table with columns for rank, song title, and time.

WMZQ Washington, DC PD: Mac Daniels MD: Jon Anthony. Playlist table with columns for rank, song title, and time.

KSCS Dallas PD: Dean James MD: Linda O'Brian. Playlist table with columns for rank, song title, and time.

KKBQ Houston PD: Dene Hallam APD: John Trapani. Playlist table with columns for rank, song title, and time.

KILT Houston PD/MD: Debbie Pipia. Playlist table with columns for rank, song title, and time.

KYGO Denver OM/PD: John St. John MD: Jennifer Page. Playlist table with columns for rank, song title, and time.

KYNG Dallas PD/MD: Dan Pearman. Playlist table with columns for rank, song title, and time.

WWWW Detroit PD: Mark Hamlin MD: Carl E. Playlist table with columns for rank, song title, and time.

WIL St. Louis PD: Bob Barnett APD/MD: Mark Langston. Playlist table with columns for rank, song title, and time.

KIKK Houston PD: John Roberts MD: Jay Kelly. Playlist table with columns for rank, song title, and time.

WYCD Detroit PD: Eddie Haskell MD: Katie Marroso. Playlist table with columns for rank, song title, and time.

KPLX Dallas PD: Smokey Rivers MD: Theresa Whitney. Playlist table with columns for rank, song title, and time.

KMPS Seattle MD: Tony Thomas. Playlist table with columns for rank, song title, and time.

KEEY Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon. Playlist table with columns for rank, song title, and time.

WGAR Cleveland PD: Denny Nugent MD: Chuck Collier. Playlist table with columns for rank, song title, and time.

WBOB Minneapolis PD/MD: Bob Wood. Playlist table with columns for rank, song title, and time.

WDSY Pittsburgh PD: Justin Case Acting MD: Rick Daulton. Playlist table with columns for rank, song title, and time.

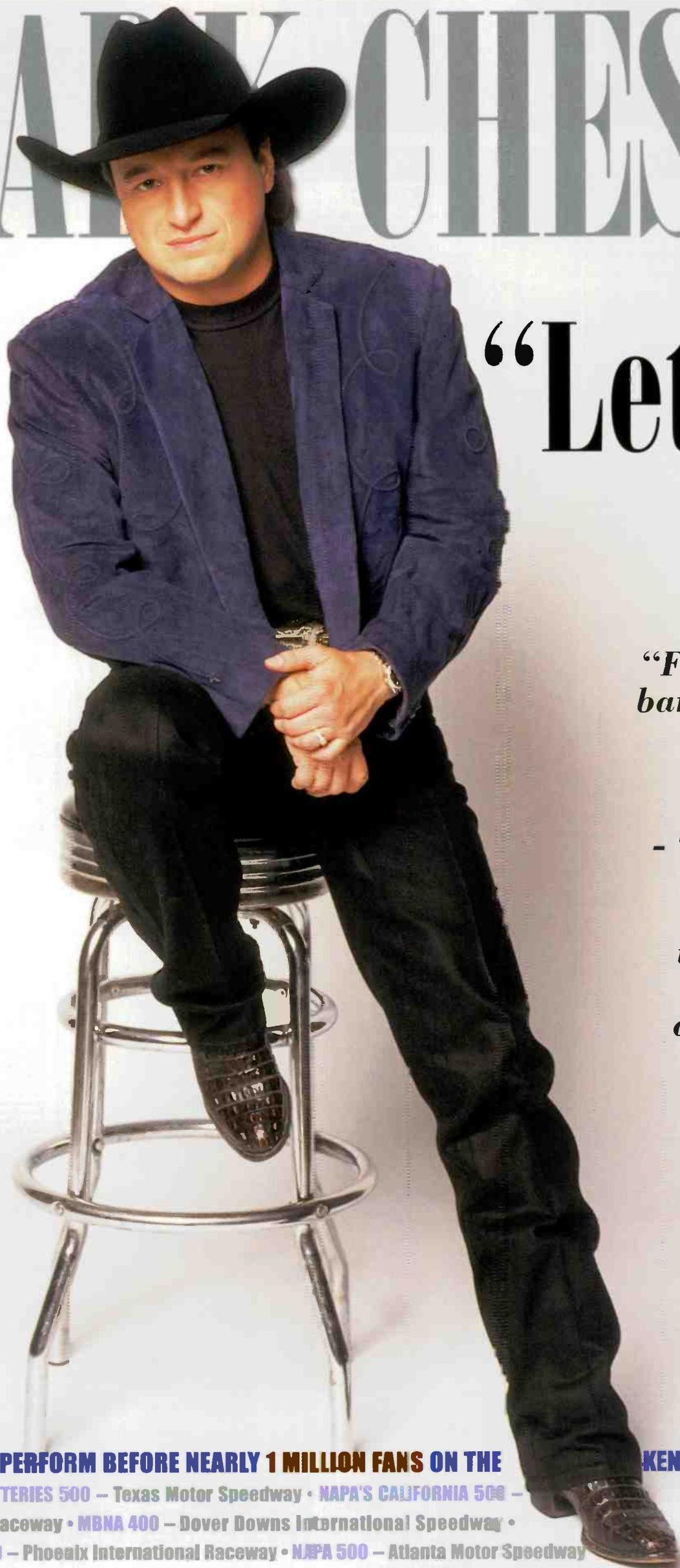
KNIX Phoenix OM: Larry Daniels MD: Buddy Owens. Playlist table with columns for rank, song title, and time.

WYAY Atlanta PD: Neil McGinley MD: Johnny Gray. Playlist table with columns for rank, song title, and time.

KMLE Phoenix PD: Jeff Garrison APD/MD: Jon Allen. Playlist table with columns for rank, song title, and time.

WPOC Baltimore PD: Scott O'Brien APD/MD: Greg Cole. Playlist table with columns for rank, song title, and time.

MARK CHESNUTT



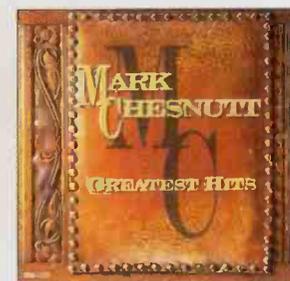
“Let It Rain”

“From the gentle opening bars of the soft and pretty melody to the final hushed notes,

- THIS IS A GREAT SONG -

- definitely one of the best in Chesnutt’s already highly distinguished career.”

Billboard 3/24/97



MARK WILL PERFORM BEFORE NEARLY 1 MILLION FANS ON THE INTERSTATE BATTERIES 500 – Texas Motor Speedway • NAPA’S CALIFORNIA 500 – International Raceway • MBNA 400 – Dover Downs International Speedway • DURA-LUBE 500 – Phoenix International Raceway • NAPA 500 – Atlanta Motor Speedway

KENWOOD-CIRCUIT CITY SPEED OF SOUND TOUR

The California Speedway • **MILLER 400** – Richmond
SEARS ROEBUCK 500 – Talladega Super Speedway

DECCA
RECORDS

www.decca-nashville.com
www.nashville.net/~chesnutt/

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For Week Ending April 6, 1997

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

COUNTRY

WKXX		WFMS		WQYK		KFRG		WTQR		WIVK	
Chicago PD: Ted Stecker MD: Dominica		Indianapolis PD: David Wood MD: J.D. Cannon		Tampa PD: Beecher Martin MD: Jay Roberts		San Bernardino OM: Ray Massie MD: Don Jefferies		Greensboro PD: Paul Franklin MD: Deano		Knoxville PD: Les Acree MD: Chris Huff	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	Diamond Rio, Holdin'	1	Trace Adkins, (This Ain't) No Thinkin' T	1	George Strait, One Night At A Time	1	Trace Adkins, (This Ain't) No Thinkin' T	1	Trace Adkins, (This Ain't) No Thinkin' T	1	George Strait, One Night At A Time
2	Reba McEntire, How Was I To Know	2	Tracy Lawrence, Better Man, Better Off	2	Clay Walker, Rumor Has It	2	Toby Keith, Me Too	2	Kenny Chesney, When I Close My Eyes	2	Kenny Chesney, When I Close My Eyes
3	George Strait, One Night At A Time	3	Lorrie Morgan, Good As I Was To You	3	Tracy Byrd, Don't Take Her She's All I G	3	Reba McEntire, How Was I To Know	3	George Strait, One Night At A Time	3	Tracy Lawrence, Better Man, Better Off
4	Clay Walker, Rumor Has It	4	Tracy Byrd, Don't Take Her She's All I G	4	Collin Raye, On The Verge	4	Marty Stuart, You Can't Stop Love	4	Clay Walker, Rumor Has It	4	David Kersh, Another You
5	Tracy Byrd, Don't Take Her She's All I G	5	David Kersh, Another You	5	John Berry, She's Taken A Shine	5	Reba McEntire, How Was I To Know	5	Diamond Rio, Holdin'	5	Lorrie Morgan, Good As I Was To You
6	Kenny Chesney, When I Close My Eyes	6	Kenny Chesney, When I Close My Eyes	6	Reba McEntire, How Was I To Know	6	Deana Carter, We Danced Anyway	6	Toby Keith, Me Too	6	Sawyer Brown, Six Days On The Road
7	Collin Raye, On The Verge	7	Clay Walker, Rumor Has It	7	Diamond Rio, Holdin'	7	Trace Adkins, (This Ain't) No Thinkin' T	7	Tracy Lawrence, Better Man, Better Off	7	Tracy Byrd, Don't Take Her She's All I G
8	David Kersh, Another You	8	Buffalo Club, If She Don't Love You	8	Kenny Chesney, When I Close My Eyes	8	Tracy Byrd, Don't Take Her She's All I G	8	Kevin Sharp, Nobody Knows	8	John Michael Montgomery, I Miss You A Li
9	Trace Adkins, (This Ain't) No Thinkin' T	9	Bryan White, Sittin' On Go	9	Vince Gill, A Little More Love	9	Terril Clark, Emotional Girl	9	Bryan White, Sittin' On Go	9	John Michael Montgomery, I Miss You A Li
10	Bryan White, Sittin' On Go	10	Diamond Rio, Holdin'	10	Mindy McCready, A Girl's Gotta Do	10	Alabama, Sad Lookin' Moon	10	Diamond Rio, Holdin'	10	Collin Raye, On The Verge
11	Brooks & Dunn, Why Would I Say Goodbye	11	Terril Clark, Emotional Girl	11	Bryan White, Sittin' On Go	11	Clay Walker, Rumor Has It	11	Lorrie Morgan, Good As I Was To You	11	Alabama, Sad Lookin' Moon
12	Alabama, Sad Lookin' Moon	12	Kevin Sharp, She's Sure Taking It Well	12	Kevin Sharp, She's Sure Taking It Well	12	Alan Jackson, Everything I Love	12	David Kersh, Another You	12	David Kersh, Another You
13	Terril Clark, Emotional Girl	13	Gene Watson, Change Her Mind	13	John Michael Montgomery, I Miss You A Li	13	Buffalo Club, If She Don't Love You	13	Tracy Lawrence, Better Man, Better Off	13	Lee Ann Womack, Never Again, Again
14	Buffalo Club, If She Don't Love You	14	Collin Raye, On The Verge	14	John Michael Montgomery, I Miss You A Li	14	Lorrie Morgan, Good As I Was To You	14	John Michael Montgomery, I Miss You A Li	14	Kevin Sharp, She's Sure Taking It Well
15	Mindy McCready, A Girl's Gotta Do	15	Kathy Mattea, 455 Rocket	15	Tracy Lawrence, Better Man, Better Off	15	Bill Engvall, Here's Your Sign	15	Buffalo Club, If She Don't Love You	15	Vince Gill, A Little More Love
16	Mila Mason, Dark Horse	16	John Michael Montgomery, I Miss You A Li	16	Brooks & Dunn, Why Would I Say Goodbye	16	Brooks & Dunn, Why Would I Say Goodbye	16	Alabama, Sad Lookin' Moon	16	Vince Gill, A Little More Love
17	Tracy Lawrence, Better Man, Better Off	17	Mila Mason, Dark Horse	17	Mila Mason, Dark Horse	17	Alan Jackson, Who's Cheatin' Who	17	Brooks & Dunn, Why Would I Say Goodbye	17	LeAnn Rimes, The Light In Your Eyes
18	Mark Chesnut, It's A Little Too Late	18	Reba McEntire, How Was I To Know	18	Terril Clark, Emotional Girl	18	Terril Clark, Emotional Girl	18	Collin Raye, On The Verge	18	LeAnn Rimes, The Light In Your Eyes
19	Travis Tritt, Where Corn Don't Grow	19	John Berry, She's Taken A Shine	19	John Berry, She's Taken A Shine	19	John Berry, She's Taken A Shine	19	Collin Raye, On The Verge	19	LeAnn Rimes, The Light In Your Eyes
20	Toby Keith, Me Too	20	Mark Chesnut, It's A Little Too Late	20	John Berry, She's Taken A Shine	20	John Berry, She's Taken A Shine	20	Collin Raye, On The Verge	20	LeAnn Rimes, The Light In Your Eyes
21	Patty Loveless, She Drew A Broken Heart	21	Mark Chesnut, It's A Little Too Late	21	John Berry, She's Taken A Shine	21	John Berry, She's Taken A Shine	21	Collin Raye, On The Verge	21	LeAnn Rimes, The Light In Your Eyes
22	John Michael Montgomery, I Miss You A Li	22	Rick Trevino, Running Out Of Reasons To	22	John Berry, She's Taken A Shine	22	John Berry, She's Taken A Shine	22	Collin Raye, On The Verge	22	LeAnn Rimes, The Light In Your Eyes
23	Trisha Yearwood, Everybody Knows	23	John Berry, She's Taken A Shine	23	John Berry, She's Taken A Shine	23	John Berry, She's Taken A Shine	23	Collin Raye, On The Verge	23	LeAnn Rimes, The Light In Your Eyes
24	Lorrie Morgan, Good As I Was To You	24	Gary Allan, Her Man	24	John Berry, She's Taken A Shine	24	John Berry, She's Taken A Shine	24	Collin Raye, On The Verge	24	LeAnn Rimes, The Light In Your Eyes
25	Kevin Sharp, She's Sure Taking It Well	25	John Berry, She's Taken A Shine	25	John Berry, She's Taken A Shine	25	John Berry, She's Taken A Shine	25	Collin Raye, On The Verge	25	LeAnn Rimes, The Light In Your Eyes
26	Kathy Mattea, 455 Rocket	26	Mark Chesnut, It's A Little Too Late	26	John Berry, She's Taken A Shine	26	John Berry, She's Taken A Shine	26	Collin Raye, On The Verge	26	LeAnn Rimes, The Light In Your Eyes
27	Tracy Lawrence, Better Man, Better Off	27	Mark Chesnut, It's A Little Too Late	27	John Berry, She's Taken A Shine	27	John Berry, She's Taken A Shine	27	Collin Raye, On The Verge	27	LeAnn Rimes, The Light In Your Eyes
28	Tracy Lawrence, Better Man, Better Off	28	Mark Chesnut, It's A Little Too Late	28	John Berry, She's Taken A Shine	28	John Berry, She's Taken A Shine	28	Collin Raye, On The Verge	28	LeAnn Rimes, The Light In Your Eyes
29	Alan Jackson, Everything I Love	29	Travis Tritt, Where Corn Don't Grow	29	John Berry, She's Taken A Shine	29	John Berry, She's Taken A Shine	29	Collin Raye, On The Verge	29	LeAnn Rimes, The Light In Your Eyes
30	Garth Brooks, That'll Be The Day	30	Travis Tritt, Where Corn Don't Grow	30	John Berry, She's Taken A Shine	30	John Berry, She's Taken A Shine	30	Collin Raye, On The Verge	30	LeAnn Rimes, The Light In Your Eyes

He's always been a rare kind of artist:

A proven hitmaker.

Now more than ever,
he's a rare kind of hitmaker:

A true original.

Lee Roy Parnell

"Lucky Me, Lucky You"

The explosive lead single
from his new album,
Every Night's A Saturday Night.

Official airplay date:
April 14th

It's more than just a killer single.
It's a Career Record.

"Wanna get LUCKY?!...Add this new Lee Roy Parnell single to your playlist!"
TRAVIS MOON APD/MD, KEEY

Produced by Lee Roy Parnell & The Hot Links
Co-produced by Mike Bradley and John Kunz
Management: Mike Robertson Management

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

COUNTRY

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

WUSY Chattanooga PD: Clay Hunnicutt MD: Bill Poindexter. Playlist table with columns for rank, artist, and song.

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

KSON San Diego PD: Mike Shepard MD: Nick Upton. Playlist table with columns for rank, artist, and song.

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

WSSL Greenville PD: Bruce Logan MD: Dude Walker. Playlist table with columns for rank, artist, and song.

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

KBEQ Kansas City PD: Mike Kennedy MD: T.J. McEntire. Playlist table with columns for rank, artist, and song.

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

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

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

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

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

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

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

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

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

WNOE New Orleans Acting PD: Eddie Edwards APD/MD: Bill Dutrey. Playlist table with columns for rank, artist, and song.

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

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

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

KASE Austin PD: Brad Hansen MD: Steve Gary. Playlist table with columns for rank, artist, and song.

KWEN Tulsa PD: Dave Block MD: Tim Howard. Playlist table with columns for rank, artist, and song.

WGKX Memphis PD: J.L. Fisk MD: Mark Billingsley. Playlist table with columns for rank, artist, and song.

COUNTRY AIRPLAY MONITOR

SING ACTIVITY REPORTS

For Week Ending April 6, 1997



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

COUNTRY

ALABAMA										BIG HOUSE										BROOKS & DUNN										THE BUFFALO CLUB										TRACY BYRD									
4085/554										1861/16										3160/284										3581/67										5041/73									
Sad Lookin' Moon (RCA)										Cold Outside (MCA)										Why Would I Say Goodbye (Arista)										If She Don't Love You (Rising Tide)										Don't Take Her She's All I Got (MCA)									
Total Stations: 160										Total Stations: 153										Total Stations: 159										Total Stations: 159										Total Stations: 160									
Chart Move: 13-9										Chart Move: 30-30										Chart Move: 24-20										Chart Move: 14-15										Chart Move: 4-4									
CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

DEANA CARTER										KENNY CHESNEY										TERRI CLARK										JOE DIFFIE										VINCE GILL									
1681/341										5302/227										4026/46										1387/214										3185/715									
Count Me In (Capitol Nashville)										When I Close My Eyes (BNA)										Emotional Girl (Mercury Nashville)										This Is Your Brain (Epic)										A Little More Love (MCA)									
Total Stations: 145										Total Stations: 160										Total Stations: 160										Total Stations: 131										Total Stations: 158									
Chart Move: 37-32										Chart Move: 3-2										Chart Move: 11-10										Chart Move: 39-36										Chart Move: 27-19									
CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD	CMT	TNN	KNF	KZLA	WKXX	WUSN	KSAN	KYCY	WXTU	WYCD
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

AIRPLAY MONITOR **SING ACTIVITY REPORTS**

Broadcast Data Systems
Asks, Prescriptions System

For Week Ending April 6, 1997

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

COUNTRY

TY HERNDON		1146/288		DAVID KERSH		4854/417		TRACY LAWRENCE		4280/306		MILA MASON		3071/148		KATHY MATTEA		3098/217	
Loved Too Much (Epic)				Another You (Curb)				Better Man, Better Off (Atlantic)				Dark Horse (Atlantic)				455 Rocket (Mercury Nashville)			
Total Stations: 118		Chart Move: 42-41		Total Stations: 160		Chart Move: 9-5		Total Stations: 160		Chart Move: 10-8		Total Stations: 160		Chart Move: 21-22		Total Stations: 156		Chart Move: 23-21	
TW		LW		TW		LW		TW		LW		TW		LW		TW		LW	
LA	TNN	11	10	KMF	18	21	6	45	WRO	25	26	147	WJK	15	16	39	CMT	28	29
Chicago	WKXN	18	21	6	45	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
San Fran.	WUSN	20	21	11	52	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Phila.	WXTU	6	2	11	52	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Detroit	WWWW	4	2	11	52	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Dallas	KPCD	9	12	14	4	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Wash., DC	KSCS	39	45	16	100	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Houston	WZLQ	15	7	22	2	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Boston	WKBQ	4	2	3	279	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Miami	WKIS	11	1	12	10	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Atlanta	WHRX	24	27	26	109	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Seattle	KMPS	1	2	1	2	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Long Isl.	KYCW	1	2	1	20	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
San Diego	KSDN	16	10	13	39	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Minn.	KY2E	12	2	1	2	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
St. Louis	WBOB	15	1	15	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Balt.	WPCD	2	1	2	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Phoen.	WDSY	17	27	28	257	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Tampa	KNIX	8	4	4	12	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Cleveland	WRBQ	10	10	10	10	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Denver	KYGO	9	7	6	29	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Port. OR	KUPJ	1	1	1	2	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Cincinnati	WUBE	1	1	1	3	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Kan. City	WYCY	21	23	20	66	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Rivers	KFRG	1	1	1	25	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Milwaukee	WMIL	6	3	2	14	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Sacram.	KNCI	2	2	1	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
San Jose	KRTY	1	1	1	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Portland	WCAT	9	3	13	13	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Providence	WOLG	1	1	1	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Norfolk	WCMS	7	1	2	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
San Antonio	WGH	17	10	2	29	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Salt Lake	KATK	20	17	2	28	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Indian	KUBL	3	2	1	2	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Indian	WGR	21	1	22	61	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Char. NC	WSDC	17	13	16	10	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
New OR.	WDR	4	2	1	7	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Orlando	WFLA	2	1	1	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Buffalo	WYRK	19	19	9	45	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Buffalo	WYRZ	9	3	3	15	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Greensb.	WWSL	4	1	1	1	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Memphis	WTKR	16	12	2	3	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Nashv.	WSM	15	9	5	33	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Rochest.	WRBE	23	22	23	93	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
W.P. Beach	WKFB	20	18	12	50	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Las Vegas	KFNW	15	14	1	20	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Louisv.	WAMZ	15	5	7	28	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Rail/Dur.	WDR	2	3	3	8	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Ola City	KTST	8	9	1	17	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Dayton	KXXY	11	11	1	12	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26
Dayton	WKHO	16	16	1	2	WRO	25	26	147	WJK	15	16	39	CMT	28	29	WRO	25	26

MINDY MCCREADY		3256/333		JOHN MICHAEL MONTGOMERY		3631/203		LORRIE MORGAN		3557/177		COLLIN RAYE		4832/320		LEANN RIMES		2709/561	
A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)				I Miss You A Little (Atlantic)				Good As I Was To You (BNA)				On The Verge (Epic)				The Light In Your Eyes (Curb)			
Total Stations: 160		Chart Move: 22-18		Total Stations: 161		Chart Move: 15-14		Total Stations: 160		Chart Move: 16-16		Total Stations: 161		Chart Move: 8-6		Total Stations: 160		Chart Move: 29-25	
TW		LW		TW		LW		TW		LW		TW		LW		TW		LW	
LA	TNN	26	16	14	98	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Chicago	WKXN	17	15	11	47	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
San Fran.	WUSN	23	14	16	61	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Phila.	WXTU	16	16	15	51	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Detroit	WWWW	23	23	19	94	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Dallas	KPCD	29	36	31	167	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Wash., DC	KSCS	1	1	1	3	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Houston	WZLQ	39	40	38	141	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Boston	WKBQ	4	2	1	1	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Miami	WKIS	21	21	2	4	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Atlanta	WHRX	17	11	11	45	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Seattle	KMPS	11	10	12	48	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Long Isl.	KYCW	21	21	16	64	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
San Diego	KSDN	25	23	19	100	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26
Minn.	KY2E	23	23	15	109	WRO	14	12	47	WJK	15	16	39	CMT	28	29	WRO	25	26

COUNTRY AIRPLAY MONITOR

SONG ACTIVITY REPORT

For Week Ending April 6, 1997



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

SAWYER BROWN 2874/356										KEVIN SHARP 3488/267										SONS OF THE DESERT 1197/157										GEORGE STRAIT 5148/595										TANYA TUCKER 2027/290									
Six Days On The Road (Curb)										She's Sure Taking It Well (143/Asylum)										Whatever Comes First (Epic)										One Night At A Time (MCA)										Little Things (Capitol Nashville)									
Total Stations: 158					Chart Move: 26-24					Total Stations: 160					Chart Move: 18-17					Total Stations: 125					Chart Move: 40-40					Total Stations: 161					Chart Move: 7-3					Total Stations: 156					Chart Move: 31-29				
City	Station	IP	W	L	W	W	W	W	W	City	Station	IP	W	L	W	W	W	W	W	City	Station	IP	W	L	W	W	W	W	City	Station	IP	W	L	W	W	W	W	City	Station	IP	W	L	W	W	W	W			
L.A.	CMT	28	28	30	27	25	23	21	19	L.A.	CMT	34	34	31	29	27	25	23	21	L.A.	CMT	12	12	11	10	9	8	7	6	L.A.	CMT	5	5	4	3	2	1	0	-1	L.A.	CMT	11	11	10	9	8	7	6	5

CLAY WALKER 5538/62										BRYAN WHITE 3645/329										MARK WILLIS 1489/67										LEE ANN WOMACK 1647/232										TRISHA YEARWOOD 1381/86									
Rumor Has It (Giant)										Sittin' On Go (Asylum)										Places I've Never Been (Mercury Nashville)										Never Again, Again (Decca)										I Need You (MCA)									
Total Stations: 161					Chart Move: 1-1					Total Stations: 159					Chart Move: 17-13					Total Stations: 143					Chart Move: 35-34					Total Stations: 140					Chart Move: 36-33					Total Stations: 144					Chart Move: 38-37				
City	Station	IP	W	L	W	W	W	W	W	City	Station	IP	W	L	W	W	W	W	W	City	Station	IP	W	L	W	W	W	W	City	Station	IP	W	L	W	W	W	W	City	Station	IP	W	L	W	W	W	W			
L.A.	CMT	28	28	30	27	25	23	21	19	L.A.	CMT	24	24	22	20	18	16	14	12	L.A.	CMT	14	14	13	12	11	10	9	8	L.A.	CMT	22	22	21	20	19	18	17	16	L.A.	CMT	13	13	12	11	10	9	8	7

COUNTRY AIRPLAY

★ ★ ★ **AIRPOWER** ★ ★ ★

(Minimum 3200 detections for the first time)

Total Plays/Gain

MINDY MCCREADY 3256/333

A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)

Total Stations: 160/Chart Move: 22-18

Heavy (35+ plays): 6 KIKK, KYCY, KYNG,

WGAR, WIL, WSTH

Medium (25-34): 36 KBEO, KCCY, KDDK,

KFKF, KGMV, KHEY, KIKF, KMDL, KMLE, KNCI,

KRMD, KSON, KTST, KUZZ, KXKC, KXKT,

KYCW, WBCT, WBOB, WCHY, WESC, WFMS,

WFRE, WKCN, WKIX, WKTF, WKXC, WLWI,

WMSI, WQMX, WRKZ, WRNS, WUSY, WYAY,

WYCD, WYYD

Light (Under 25): 118

New Airplay This Week: 4 KJY, KRTY, WCOL,

WTQR

SONS OF THE DESERT 1197/157

Whatever Comes First (Epic)

Total Stations: 125/Chart Move: 40-40

Heavy (35+): 0

Medium (25-34): 8 KBEO, KMDL, KTST, WKCN,

WRNS, WWGR, WXBO, WYAY

Light (Under 25): 117

New Airplay This Week: 8 KTTS, KUPL, KYNG,

WCHY, WNCY, WSTH, WYYD, WZZK

Medium (25-34): 0

Light (Under 25): 117

New Airplay This Week: 25 KEEY, KNIX, KVET,

KWEN, KWNR, KXKT, KXXY, WBOB, WCHY,

WCMS, WCTK, WESC, WFMS, WGAR, WGR,

WVW, WKHK, WKIS, WMIL, WTGE, WUSN,

WUSY, WYYZ, WXBM, WXTU

Medium (25-34): 0

Light (Under 25): 102

New Airplay This Week: 27 KFKF, KHAY, KILT,

KJY, KMDL, KOUL, KRMD, KSN, KSCS, KSON,

KUBL, KXXY, KYCY, WAMZ, WEZL, WGAR, WIRK,

WJCL, WKHK, WMJC, WPOC, WQMX, WRNS,

WSSL, WTQR, WXTU, WYAY

Medium (25-34): 0

Light (Under 25): 102

New Airplay This Week: 2 KIKK, KPLX, KRYS,

KSSN, KWNR, KXKC, KYNG, WCKT, WGGY,

WJCL, WKXX, WOKO, WRBQ, WUBE

Medium (25-34): 0

Light (Under 25): 102

New Airplay This Week: 11 KASE, KCCY, KFMS,

KIIM, KILT, KKAT, WDAF, WFMS, WHSL, WKTF,

WYCD

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 4 WIRK, WWGR, WXTU,

WYRK

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 19 KPLX, KSN, KSKS,

KWNR, KXXY, WBCT, WCLB, WDAF, WESC,

WGGY, WIL, WJCL, WKCO, WKHK, WKJN,

WPOC, WRBQ, WUBE, WWWW

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 7 KDRK, KEEY, KMDL,

KUBL, KYNG, WKSF, WRNS

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 19 KASE, KXXY, KZSN,

WBEE, WCHY, WCLB, WCUZ, WESC, WEZL,

WGGY, WJCL, WKCO, WKTF, WOKO, WQBE,

WQIK, WQXK, WSSL, WZZK

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 19 KASE, KXXY, KZSN,

WBEE, WCHY, WCLB, WCUZ, WESC, WEZL,

WGGY, WJCL, WKCO, WKTF, WOKO, WQBE,

WQIK, WQXK, WSSL, WZZK

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 19 KASE, KXXY, KZSN,

WBEE, WCHY, WCLB, WCUZ, WESC, WEZL,

WGGY, WJCL, WKCO, WKTF, WOKO, WQBE,

WQIK, WQXK, WSSL, WZZK

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 19 KASE, KXXY, KZSN,

WBEE, WCHY, WCLB, WCUZ, WESC, WEZL,

WGGY, WJCL, WKCO, WKTF, WOKO, WQBE,

WQIK, WQXK, WSSL, WZZK

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 19 KASE, KXXY, KZSN,

WBEE, WCHY, WCLB, WCUZ, WESC, WEZL,

WGGY, WJCL, WKCO, WKTF, WOKO, WQBE,

WQIK, WQXK, WSSL, WZZK

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 13 KDDK, KMDL, KUBL,

KWEN, WCTK, WDAF, WESC, WKIS, WKLB,

WKSJ, WNCY, WRBQ, WTGE

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 6 KASE, KSCS, KYCW,

WBUB, WESC, WPOR

Medium (25-34): 0

Light (Under 25): 138

New Airplay This Week: 6 KNIX, KOUL, WCHY,

WCLB, WKLB, WQIK

Medium (25-34): 0

Light (Under 25): 95

New Airplay This Week: 4 KDDK, KMDL, KTST,

KVOO

Medium (25-34): 0

Light (Under 25): 117

New Airplay This Week: 19 KHAY, KILT, KNCI,

KOUL, KPLX, KUPL, KYCW, KZLA, WBOB, WDAF,

WJCL, WKXX, WMIL, WMZO, WPOC, WQYK,

WRBQ, WSIX, WSM

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

KUZZ, KZSN, WCHY, WCMS, WCTK, WCUZ,

WESC, WEZL, WGR, WHY, WIOV, WKCN,

WKIX, WKKO, WKX, WKLB, WKTF, WMIL,

WNOE, WOKO, WQBE, WQIK, WRNS, WSIX,

WSTH, WTQR, WWWW, WXBO, WYYD

Medium (25-34): 0

Light (Under 25): 75

New Airplay This Week: 39 KEEY, KHAY, KHEY,

KIIM, KMDL, KNAX, KRST, KSON, KTEX, KTOM,

Medium (25-34): 1 KASE

Light (Under 25): 67

New Airplay This Week: 5 KTST, WHYL, WIVK,

WKCN, WRKZ

Medium (25-34): 0

Light (Under 25): 67

New Airplay This Week: 5 KTST, WHYL, WQBE,

WXBQ, WYGY

Medium (25-34): 0

Light (Under 25): 33

New Airplay This Week: 5 KTST, WHYL, WQBE,

WXBQ, WYGY

Medium (25-34): 0

Light (Under 25): 41

New Airplay This Week: 2 KVET, WKIX

Medium (25-34): 0

Light (Under 25): 28

New Airplay This Week: 2 KEEY, WKIX

Medium (25-34): 0

Light (Under 25): 28

New Airplay This Week: 2 KEEY, WKIX

Medium (25-34): 0

Light (Under 25): 28

New Airplay This Week: 2 KEEY, WKIX

Medium (25-34): 0

Light (Under 25): 28

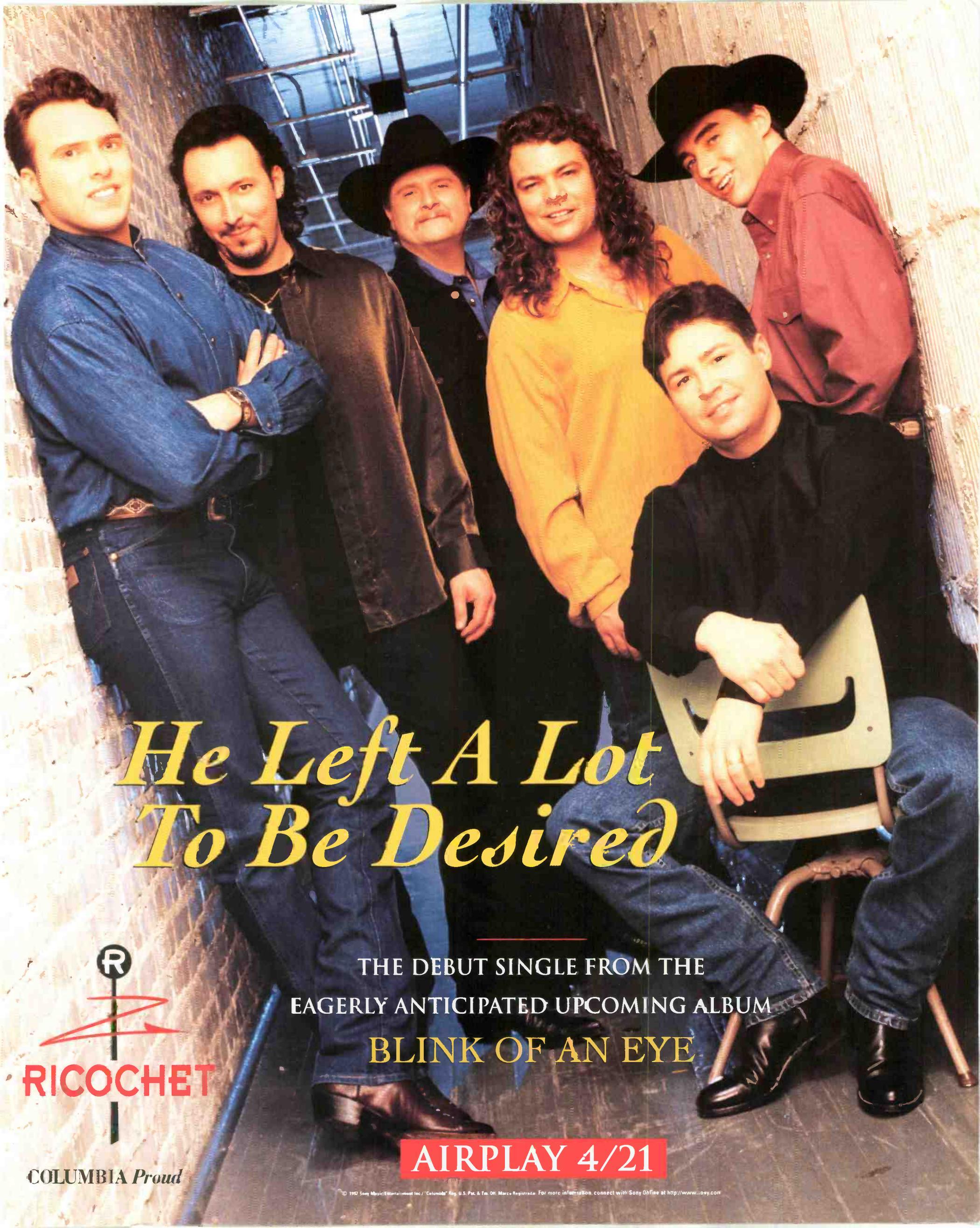
New Airplay This Week: 2 KEEY, WKIX

Medium (25-34): 0

Light (Under 25): 28

New Airplay This Week: 2 KEEY, WKIX

Medium (25-34): 0



He Left A Lot To Be Desired

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BLINK OF AN EYE

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AIRPLAY 4/21

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor, 161 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1997 Billboard/BPI Communications

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★ ★ ★ No. 1 ★ ★ ★				
1		12	RUMOR HAS IT GIANT 2 weeks at No. 1	CLAY WALKER	5538	5476	
2	3	18	WHEN I CLOSE MY EYES BNA	KENNY CHESNEY	5302	5075	
3	7	6	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	5148	4553	
4	4	13	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	5041	4968	
5	9	14	ANOTHER YOU CURB	DAVID KERSH	4854	4437	
6	8	9	ON THE VERGE EPIC	COLLIN RAYE	4832	4512	
7	2	13	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	4818	5420	
8	10	9	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	4280	3974	
9	13	8	SAD LOOKIN' MOON RCA	ALABAMA	4085	3531	
10	11	15	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	4026	3980	
11	6	17	HOW WAS I TO KNOW MCA	REBA MCENTIRE	3829	4561	
12	5	19	HOLDIN' ARISTA	DIAMOND RIO	3730	4919	
13	17	8	SITTIN' ON GO ASYLUM	BRYAN WHITE	3645	3316	
14	15	8	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	3631	3428	
15	14	14	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	3581	3514	
16	16	13	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	3557	3380	
17	18	11	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	3488	3221	
			★ ★ ★ AIRPOWER ★ ★ ★				
18	22	8	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	3256	2923	
19	27	4	A LITTLE MORE LOVE MCA	VINCE GILL	3185	2470	
20	24	5	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	3160	2876	
21	23	14	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	3098	2881	
22	21	11	DARK HORSE ATLANTIC	MILA MASON	3071	2923	
23	12	20	SHE'S TAKEN A SHINE CAPITOL NASHVILLE	JOHN BERRY	3020	3569	
24	26	8	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	2874	2518	
25	29	5	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	2709	2148	
26	28	13	CRY ON THE SHOULDER OF THE ROAD RCA	MARTINA MCBRIDE	2105	2168	
27	25	19	WE DANCED ANYWAY CAPITOL NASHVILLE	DEANA CARTER	2034	2754	
28	19	18	SHE DREW A BROKEN HEART EPIC	PATTY LOVELESS	2033	3033	
29	31	8	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	2027	1737	
30	30	11	COLD OUTSIDE MCA	BIG HOUSE	1861	1845	
31	20	14	EVERYTHING I LOVE ARISTA	ALAN JACKSON	1771	2963	
32	37	4	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	1681	1340	
33	36	6	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	1647	1415	
34	35	8	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	1489	1422	
35	34	20	A MAN THIS LONELY ARISTA	BROOKS & DUNN	1399	1496	
36	39	7	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	1387	1173	
37	38	8	I NEED YOU MCA	TRISHA YEARWOOD	1381	1295	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	33	13	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS. BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT		1379	1582	
39	32	18	UNCHAINED MELODY CURB	LEANN RIMES	1367	1598	
40	40	7	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	1197	1040	
41	42	5	LOVED TOO MUCH EPIC	TY HERNDON	1146	858	
42	46	6	LET IT RAIN DECCA	MARK CHESNUTT	1011	708	
43	41	10	SAY YES CURB	BURNIN' DAYLIGHT	983	904	
44	47	5	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	822	688	
45	44	11	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	801	800	
46	45	8	BAD FOR US WARNER BROS.	LITTLE TEXAS	757	810	
47	55	5	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	695	434	
48	59	4	TAKE IT FROM ME REPRISE	PAUL BRANDT	637	337	
49	50	9	BE HONEST ASYLUM	THRASHER SHIVER	615	603	
50	53	6	THE USED TO BE'S GIANT	DARYLE SINGLETARY	575	513	
51	61	2	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	557	257	
52	51	6	BREAKFAST IN BIRMINGHAM MCA	DAVID LEE MURPHY	551	583	
53	65	2	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	542	199	
54	52	9	THE HOPECHEST SONG EPIC	STEPHANIE BENTLEY	531	565	
55	49	20	HEARTBROKE EVERY DAY BNA	LONESTAR	430	651	
			★ ★ ★ HOT SHOT DEBUT ★ ★ ★				
56	NEW		SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	422	16	
57	56	6	USE MINE IMPRINT	JEFF WOOD	376	355	
58	58	5	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	342	334	
59	63	4	TRUE LIES RCA	SARA EVANS	330	235	
60	71	3	THE SWING EPIC	JAMES BONAMY	315	134	
61	60	3	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	314	289	
62	48	14	EASE MY TROUBLED MIND COLUMBIA	RICOCHET	275	654	
63	62	4	FIRE WHEN READY CURB	PERFECT STRANGER	269	251	
64	57	13	CHANGE HER MIND STEP ONE	GENE WATSON	236	350	
65	NEW		I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	228	80	
66	72	2	FROM WHERE I'M SITTING DECCA	GARY ALLAN	215	135	
67	54	12	I WANT TO BE YOUR GIRLFRIEND COLUMBIA	MARY CHAPIN CARPENTER	212	443	
68	66	3	DO IT AGAIN CURB	JEFF CARSON	211	198	
69	67	3	I COULD LOVE A MAN LIKE THAT WARNER BROS.	ANITA COCHRAN	185	178	
70	64	5	TOO LITTLE, TOO MUCH COLUMBIA	NIKKI NELSON	157	229	
71	NEW		LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	156	0	
72	74	2	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	139	113	
73	NEW		MARY GO ROUND WORD NASHVILLE	SKIP EWING	126	6	
74	68	2	KEEPING YOUR KISSES RISING TIDE	KRIS TYLER	121	162	
75	NEW		THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	104	18	

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

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The Sky Kings

"FOOLED AROUND AND FELL IN LOVE"
like you've never heard it before
GOING FOR IMMEDIATE AIRPLAY

written by Elvin Bishop

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COUNTRY AIRPLAY Monitor

• We Listen To Radio •

April 4, 1997 \$ 4.95 Volume 5 • No. 14

COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

CLAY WALKER

Rumor Has It (GIANT)

★★★ AIRPOWER ★★★

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

KEVIN SHARP • *She's Sure Taking It Well (143/ASYLUM)*

NEW RELEASES

JOHN BERRY • *I Will, If You Will (CAPITOL NASHVILLE)*

MARY CHAPIN CARPENTER • *The Better To Dream Of You (COLUMBIA)*

DON COX • *Sweet Sweet Woman (STEP ONE)*

ALAN JACKSON • *Who's Cheatin' Who (ARISTA)*

ALISON KRAUSS & UNION STATION • *Find My Way Back To My Heart (ROUNDER)*

VICTORIA SHAW • *Different Drum (REPRISE)*

AARON TIPPIN • *A Door (RCA)*

RANDY TRAVIS • *King Of The Road (ASYLUM)*

Even When A Rival Dies, Ratings Can Take Six Months To Show A Change

by Kevin Carter, Janine Coveney, Dana Hall, Sean Ross, Marc Schiffman, and Phyllis Stark

So you've finally won that hard-fought, hand-to-hand battle with a direct competitor and forced it out of the format, or bought it out of the format. You're already feeling its former audience on the phones. But when can you expect to see a rival's change reflected in your numbers? And how much of its audience can you expect to reclaim?

Answers to the latter question range from 25% to 75% of a rival's audience. As for how long it takes, some stations have seen results within one book, among them modern WDXD Pittsburgh, which following its demolition of rival WNRQ came within two-tenths of a share of the stations' combined 18-34 number; and jazz WVMV (V98.7) Detroit, which saw fast results when rival WJZZ went R&B.

KLUC Las Vegas switched rival KJMZ to modern AC KMXP last April. In the spring book, KLUC showed an immediate boost, up 5.3-7.1. By the fall, it was up to a 9.3 share.

But those stations were lucky. When classical WNCN New York became hard-rockin' WAXQ in 1993, WQXR president/GM Warren Bodow got calls from WNCN's former advertisers within an hour. Despite this, it took six months for WNCN's Arbitron shares to migrate to WQXR.

Similarly, R&B oldies WGCI-AM Chicago fell 1.5-1.1 12-plus in one book when competitor WJPC-FM signed on in 1993. While WJPC-FM went away in summer 1994, WGCI-AM didn't see a 1.5 share again until winter 1995.

Country WKLB Boston saw an immediate gain from the loss of rival WBCS last fall. But while WBCS had a 2.4 share 12-plus in its last book, WKLB has, thus far, gained only half of that share.

Then there's Cincinnati, where classic rock WOFX (the Fox) flipped to jazz, then moved to the frequency of its former classic hits rival. WOFX PD Tony Tolliver says it took a year for WOFX's audience to follow the station to the new frequency. Even now, WOFX is in the mid-4s, while the two stations had a combined 6 share. But that equation doesn't take into account heritage album rock sister WEBN, which, Tolliver says, "benefited more than anyone."

Michael Martin, PD of top 40/rhythm-crossover KLYD (Wild 107) San Francisco, saw about a 1-share gain when 4-share KHQT (Hot 97.7) San Jose, Calif., went triple-A. Similarly, KZHT (Hot 94.9) Salt Lake City PD Chet Buchanan thinks he got less than a share when modern-leaning top 40 sister KUTQ (Q99) went classic rock last year.

In Tulsa, Okla., R&B KJMM was up only 2.9-3.2 in the book after rival KTOW went away. (It has since been as high as a 4 share.) But, as PD Terry Monday notes, "when KJMM entered the market, we took the majority of KTOW's listeners by creating a street buzz with promotions, DJ appearances, and word-of-mouth. We ended up hiring away at least five of their jocks. I think we had the majority of listeners in the market before they even changed format, and the few still tuned in to them were just shared come anyway."

As Kevin Brown, PD of KBLX San Francisco—whose adult R&B rival KSOL went Spanish last year—notes, "The audience is never going to go where you expect them to, and if you take it for granted that they will just gravitate to you, then you're fooling yourself."

THE 75% SOLUTION

When modern WBZU Richmond, Va., flipped frequencies and calls with rival WVGO, PD J.J. Quest says it took

Continued on page 5

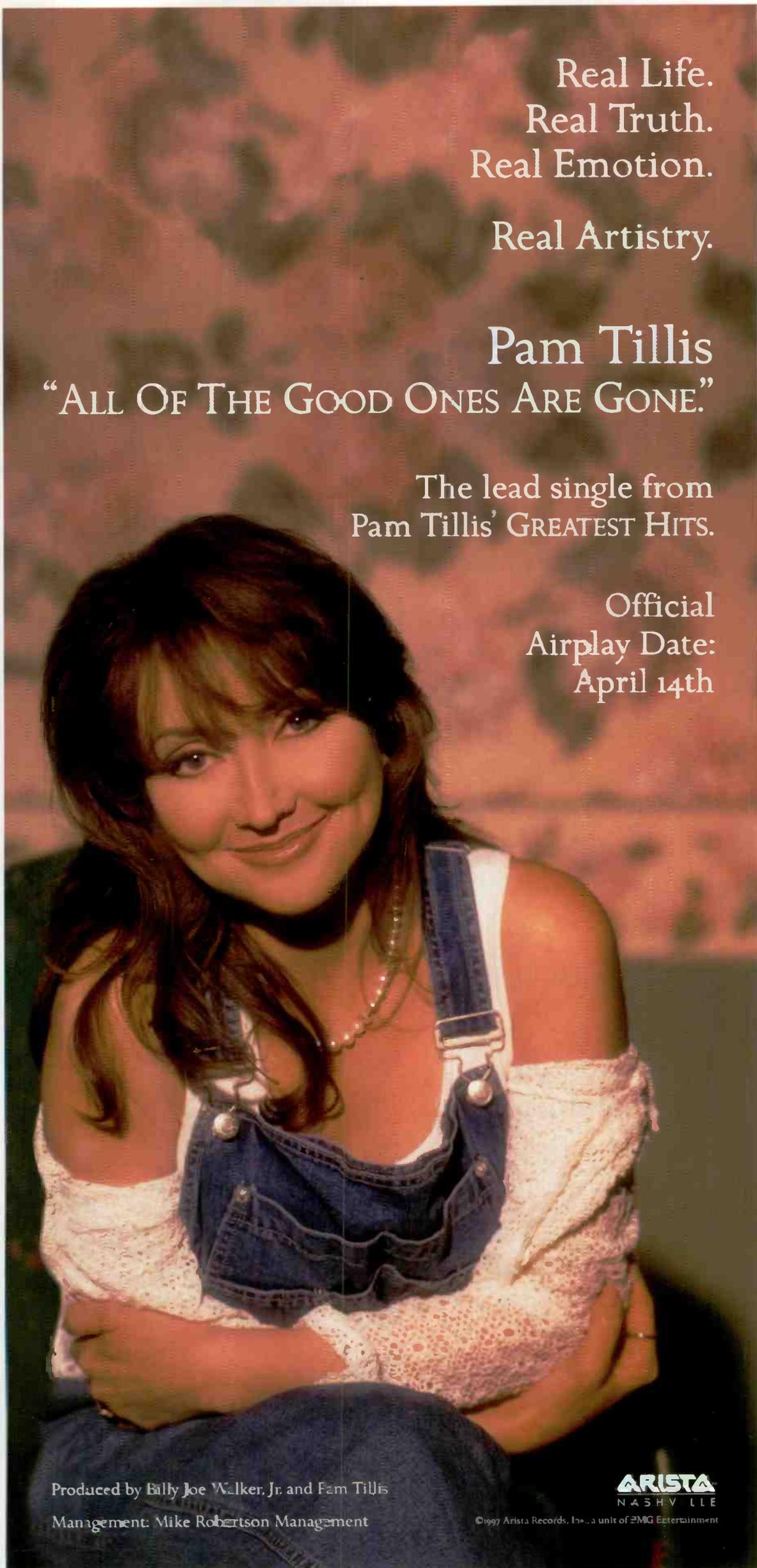
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Real Truth.
Real Emotion.
Real Artistry.

Pam Tillis

"ALL OF THE GOOD ONES ARE GONE."

The lead single from
Pam Tillis' GREATEST HITS.

Official
Airplay Date:
April 14th



Produced by Billy Joe Walker, Jr. and Pam Tillis

Management: Mike Robertson Management

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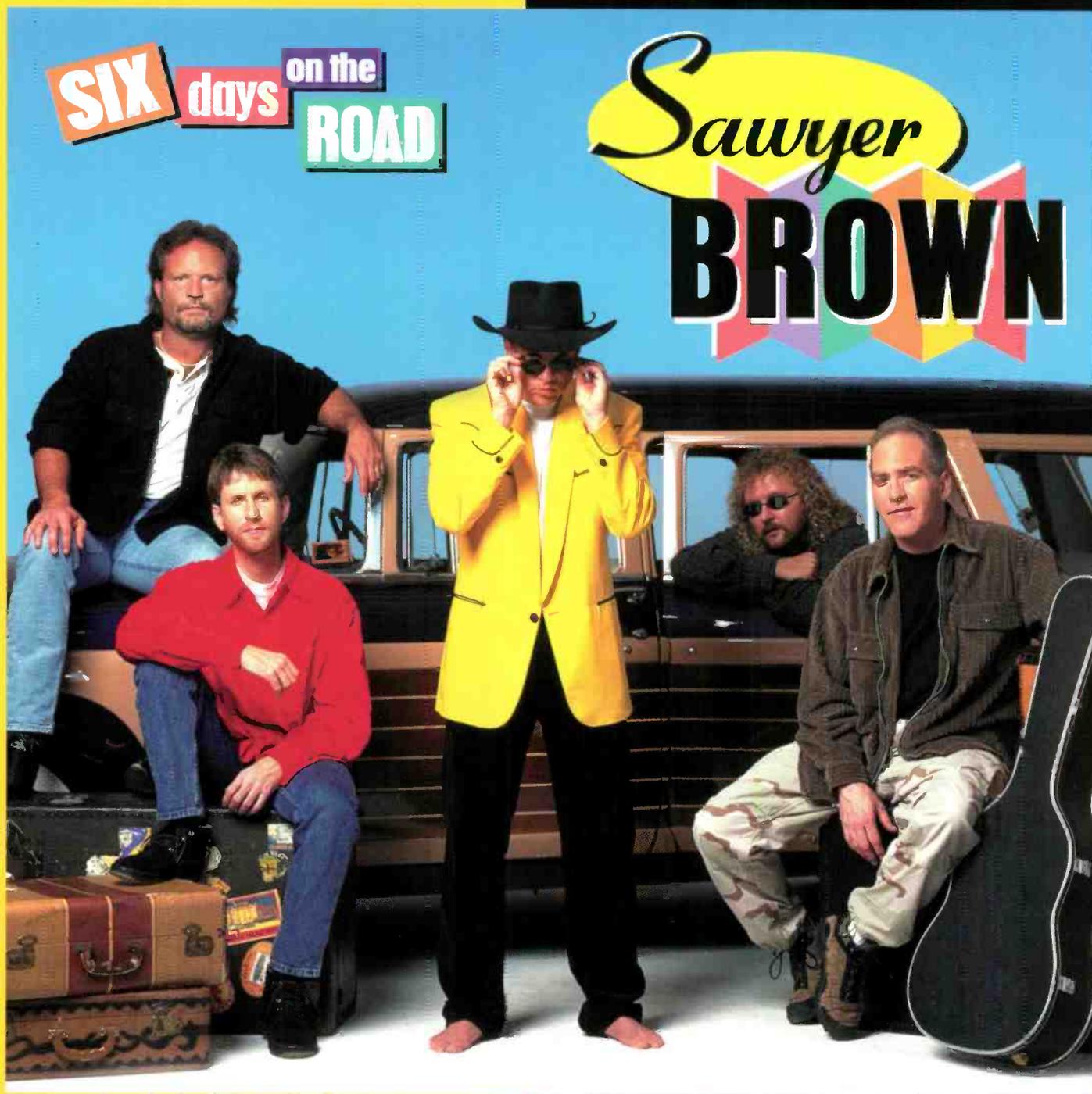
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RADIOACTIVE BY PHYLLIS STARK

Citadel To Buy 28 Tele-Media Properties

Citadel Communications is buying all 25 (soon to be 28) of Tele-Media Broadcasting's radio properties, including country **WRKZ** Harrisburg, Pa. Tele-Media is also in the process of buying four stations in Wilkes-Barre, Pa. When the deal is consummated, Citadel will own 73 radio stations and operate 11 more. The reported value of the deal is \$115 million.

KKAT Salt Lake City PD **Don Cristi** exits. **OM John Marks** adds PD duties.

Syndicated jocks **Steve Shannon** and **D.C. Chymes** are going country. Although only one of the duo's current six affiliates is country (**WKXX** St. Louis), syndicator Superadio has announced that it will take the show in a country direction and only sign country affiliates from now on.

After extensive speculation, Westwood One will now "represent and manage the assets" of the CBS Radio Networks. CBS will continue to produce its programming; WW1 will handle sales, marketing, promotions, and affiliate relations for CBS. Shadow Traffic president **Mike D'Ambrose** becomes senior VP for WW1.

Cox Radio was expected to close on its previously announced acquisition of NewCity Communications' 18 stations April 1.

Former **WKSI** Greensboro, N.C., PD **Chuck Finley**, who stayed on to program the station after its flip from country to modern AC (Country Airplay Monitor, Feb. 28), has now exited. Reach him at 910-282-7859. **Michael Hayes**, previously MD of top 40/rhythm **KJMN** (Jan'n 92.1) Denver, is the new PD.

Simulcast country **WDSY-AM** Pittsburgh flips from country to black gospel as **WPGR** under its new owners.

WACT Tuscaloosa, Ala., which had been

simulcasting new sister station **WTXT** in anticipation of a format change, is now classic rock **WRTR** (Rock 105). The station is running jockless in all dayparts except for the **Rick and Bubba** morning show, simulcast from sister **WQEN** Gadsden, Ala. Former **WACT** PD/morning man **Rick Cobb** picks up MD duties at Rock 105 and continues hosting nights at **WTXT** as **Rick Miller**.

WKCM-FM Owensboro, Ky., flips from country to album rock as **WXCM** (97X).

Joe Lusk, PD/MD/afternoon host at **KIML** Gillette, Wyo., joins **KLAA** (True Country LA 103) Alexandria, La., as MD/afternoon host April 8. Also, **Keith Hill** is now consulting **KLAA**. PD **Dave Graichen** is looking for an evening host and wants T&Rs.

KMLE Phoenix hires **WKRQ** Cincinnati production director **Randy Marx** for the same duties.

Suburban New York country outlet **WRGX** (Y107) hires **Eric James** for overnights. He arrives from **WHWK** (the Hawk) Binghamton, N.Y., where he was known as **Eric Dino**.

KKNU Eugene, Ore., hires new afternoon jock **Matt James** from the MD/midday slots at crosstown top 40 **KDUK-FM**. Also, P/T jock **PJ McCloud** is upped to nights, replacing **Beth Bryant**, who exits radio.

Former **WNCY** (Y100) Green Bay, Wis., PD **Art Opperman** is now doing weekends on top 40/adult rival **WQLH**. Meanwhile, Y100's former consultant **Joel Raab** is now working with nearby **WUSW** Appleton, Wis.

WNOE New Orleans is looking for an evening talent to replace former MD **Cadillac Jack**. Send T&Rs to acting PD **Eddie Edwards**.

Dallas-based Right-Turn Radio adds **WYCD** Detroit as an affiliate for its Sunday morning show "The American Christian Revue."

Not All PDs Crazy About 'Mercury' Now That It's A Truck Spot, Too

Alan Jackson may be helping Ford sell some trucks, but he's making some country PDs nervous about airplay of his oldie "Mercury Blues." The song, which peaked at No. 4 for Jackson in December 1993, has been reworked into an ad jingle ("crazy 'bout a Ford Truck") in a radio advertising campaign, launched March 3, and a related TV campaign. The spot is sung by Jackson, who announced in late January that he had signed on as a Ford Trucks spokesman.

According to Broadcast Data Systems, "Mercury Blues" got 225 plays on the 162 country stations it monitors the week after the Jackson/Ford deal was announced. It got 187 plays the week the spots began running and was down to 133 plays the week of March 19-25.

The Ford radio buy consists of 103 country stations in 64 markets, each running 24 spots a week for 12 weeks, according to Jay Kirchmaier, VP/regional executive at Interep in Detroit, who says that's "a typically heavy schedule." No other radio formats were purchased.

Reaction of PDs to the spot runs the gamut. **KSAN** San Francisco PD **Tim Roberts** says he's "curtailed the airplay 100%" for "Mercury Blues" as a result of the spots. "The song tests power in our research, but if you're going to be getting gross impressions in an advertising campaign with that hook on it, it sounds like you're playing the song all the time." While

Roberts says "everybody loves the song," he believes that by using it as an ad jingle, Jackson and Arista Records "just sort of wrote off the song for 12 weeks." He has not yet decided if he will re-add it to gold after the spots stop running.

In Sacramento, Calif., **KNCI** OM **Mark Evans** is running the spots and also pulled the song, but for a different reason. He just got the results from a recent auditorium test in which he says the song "showed a lot of burn," something he believes is unrelated to the spots, which had been on the air just over two weeks when the test was conducted.

Four weeks into the buy, **WNOE** New Orleans acting PD **Eddie Edwards** is taking a wait-and-see stance on the record. "I haven't done anything yet because the buy is only a couple of weeks old," he says. "We've talked about it a lot, and we're waiting to see what consultants and other people are going to do."

Although he is not part of the unwired network where the Ford buy was placed, **WQMX** Akron, Ohio, PD **Kevin Mason** says a jingle based on a song is not necessarily a negative. **Mary Chapin Carpenter's** "I Feel Lucky" has been used for some time in a spot for the Ohio Lottery, and Mason says he at first feared he'd have to pull the title as a result of it. But in a recent music test, Mason says "I Feel Lucky" was the No. 2 testing **Carpenter** song.

PHYLLIS STARK



COUNTRY CONFIDENTIAL BY WADE JESSEN

Country Comics Lighten The Load

With the new crop of country comics such as **Jeff Foxworthy**, **Bill Engvall**, and **Cledus "T." Judd**, the laughter along Music Row is getting a bit louder. Beginning with **Foxworthy's** highly successful redneck albums and "The **Jeff Foxworthy Show**," followed by the recent commercial and airplay success of **Foxworthy's** protégé **Engvall**, country comedy is enjoying a well-timed renaissance.

According to SoundScan data, **Engvall's** debut set, "Here's Your Sign (Get The Picture)," moved more than 17,000 units last week, and the lead single from that set sold 23,000 pieces. Meanwhile, "I Stole This Record" by parody artist **Judd** has been a consistent seller for nearly a year, moving 6,000 units last week.

Cliff Chenfeld, co-owner of **Judd's** label, **Razor & Tie**, says **Judd's** album sales have been driven primarily by video exposure on **CMT** and **TNN**, and those videos provided a breath of fresh air to a format that "tends to take itself a little too seriously." **Warner/Reprise** executive VP/GM **Eddie Reeves** explains, "The current stream of successful country comedy says something about how serious our artists have become. It used to be that every country act had some comedy in their shows, and I don't think that's the case anymore." Citing artists such as **Minnie Pearl**, "Little" **Jimmy Dickens**, and **Homer & Jethro**, **Reeves** says the new country humorists are simply continuing what he calls "a great tradition of country comics."

While discussing the history of country comedy with **Reeves**, I was reminded of how

several country artists have had commercial or live-performance success with their comic alter egos. For example, **Ferlin Husky** recorded comedy songs such as "Cuzz Yore So Sweet" and "Country Music Is Here To Stay" (as **Simon Crum**) while under contract with Capitol in the '50s. Between 1962 and 1971, **Sheb Wooley** recorded a string of off-the-wall country parodies under the name **Ben Cold-er** for the **MGM** imprint.

Perhaps the most diverse of those serious but funny performers was **Roger Miller**, who wrote such highly emotional songs as "When Two Worlds Collide," but had hits with wacky material like "Do-Wacka-Do" and "My Uncle Used To Love Me But She Died." **Ray Stevens** had hits with dramatically different material such as "You Are So Beautiful" and "The Streak" and has a new humorous set on **MCA**, "Hum It."

The comic phenomenon is certainly not new to country music, but it proves what can happen when multimedia exposure is harnessed to promote it. **Judd's** success is a prime example, since his parodies have not enjoyed widespread radio play, and label execs have been quick to hand most of the credit to cable outlets. **Foxworthy** has reaped the benefits of both radio and TV exposure for his material. **Engvall's** penetration is probably tilted toward the radio side.

The resurgence of comedy material also adds credence to the theory that regardless of how often the country format loses its balance, when it comes to being almost everything to almost everyone, country comes closer than any other.

ON THE ROW

Brooks To Play The Big Apple's Central Park

As tipped here last week, **Garth Brooks** will hold a free concert in the North Meadow of New York's Central Park at 8 p.m. Aug. 7. The event will be televised live on Home Box Office. **Brooks**, who is once again being managed by his former co-manager **Bob Doyle**, will release his seventh studio album, "Sevens," on the same date as the Central Park show, according to a **Billboard** interview with the artist. The album is expected to contain 14 tracks. The first single will probably be released July 7.

Philadelphia-based **Brave Entertainment Corp.** has signed a letter of intent to acquire Nashville-based **Sun Record Co.**, which manufactures, distributes, and sells CDs and cassettes of rock, country, gospel, and R&B hits of the '50s, '60s, and '70s. **Brave** will change its name to the **Sun Music Group Inc.**

Debe Fennell joins **Music Marketing Network** as head of marketing. She will open the Nashville office for the New Jersey-based direct consumer marketing company.

Guy Floyd is named manager of product development at **MCA**. He most recently was associate manager at **Mike Robertson Management**.

Rhonda Forlaw has resigned her position as manager of media and publicity at **Arista** effective April 7.

The **Country Music Assn.** will present a half-day seminar, "America's Sold On Country," April 2 in New York and April 17 in Chicago. The event is aimed at advertising-agency personnel, corporate marketers, and those involved with sales promotions and focuses on

how to use country music in an integrated marketing campaign. **Adweek Magazines** (sister publication of **Country Airplay Monitor**) is one of the event's sponsors. **Craig Reiss**, VP/editor in chief of **Adweek Magazines**, will deliver the keynote address on both dates. Providing entertainment at the New York date will be **John Berry**, **Suzy Bogguss**, **Matraca Berg**, and **Brady Seals**. Chicago performers will be **Mindy McCready**, **Bogguss**, **Berg**, **Jim Lauderdale**, and the **Mavericks' Raul Malo**.

The seventh annual **Wrangler/City of Hope** celebrity softball challenge and concert is set for 1 p.m. June 15 at Nashville's **Greer Stadium**. **Tracy Lawrence**, **Terri Clark**, and **Deana Carter** will be among the participating celebrities. **TNN** will tape the game, which airs June 18. The event, co-sponsored by Nashville stations **WSM** and **WSIX**, has become the unofficial kickoff to **Fan Fair** and has raised more than \$850,000 for the **City of Hope National Medical Center** and the **Beckman Research Institute**.

Kenny Chesney received thousands of calls from fans and radio stations after **Blair Garner**, host of "After MidNite," announced on his show that March 26 was **Chesney's** 29th birthday and gave out the artist's home phone number on-air.

The **CMA** is now marketing the 1997 edition of its annual "Country Music Radio Directory," compiled from the database of the **M Street Journal**. The book contains a comprehensive list of stations broadcasting country music in the U.S. and internationally and lists program suppliers.

CMT has begun airing a clip for the **Mandy Barnett** album cut "Planet Of Love." Although there are no plans to release the song as a single, the black-and-white video was shot as a community project by a fledgling video director and a producer who convinced some of their friends, including a cinematographer, hair/makeup designers, and extras, to donate time to the project.

M Street Format Monitor

Country Off, Top 40 And Adult Standards Grow

Is top 40 going to become a top 10 format again? Maybe, if it has two or three more months like the one it had in March, according to the M Street Format Monitor.

Top 40—including mainstream and rhythmic outlets—was up seven stations this month, many of them apparently former hot ACs that made the segue back. It's top 40's second up month in a row (it had a net gain of nine stations in February) and third up month out of the last four. Top 40 is now 14 stations behind the No. 10 format, classic rock.

Country, after an up month in February, was down slightly. Mainstream R&B stations were down sharply, but the number is off

only slightly when you consider mainstream and adult outlets together.

March's fastest-growing format was adult standards, followed by top 40 and triple-A, which continues to get a boost from the adult modern movement. The total number of stations on the air was up slightly (10,065 to 10,081), but the number of stations off-air dropped by almost 60, as more silent stations sent their licenses back to the FCC.

M Street is a Nashville-based provider of format data to the radio and record industries. It can be reached at 615-865-2598. The M Street Format Monitor appears in the first issue of Airplay Monitor each month.

RANK		The M Street  FORMAT MONITOR	STATION COUNT		
THIS MONTH	LAST MONTH		MAR. '97	FEB. '97	NET GAIN OR LOSS
1	1	Country	2,518	2,520	(2)
2	2	News/Talk	1,126	1,127	(1)
3	3	Adult Contemporary	927	930	(3)
4	4	Oldies	741	736	5
5	5	Religion (Music)	617	611	6
6	6	Adult Standards	522	513	9
7	7	Spanish	470	472	(2)
8	8	Religion (Talk)	421	423	(2)
9	9	Soft AC/Easy Listening	386	385	1
10	10	Classic Rock/Hits	362	358	4
11	11	Top-40/Mainstream/Rhythm	348	341	7
12	12	Top-40/Adult	278	283	(5)
13	13	Mainstream Rock	266	265	1
14	14	Sports	188	186	2
15	15	R&B	176	181	(5)
16	16	R&B Adult/Oldies	170	167	3
17	18	Modern Rock	152	155	(3)
18	17	Miscellaneous	147	156	(9)
19	19	Triple-A	129	122	7
20	20	Jazz	94	93	1
21	21	Classical	43	41	2
Total commercial operating stations			10,081	10,065	
Stations off the air			217	274	

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

Bekka & Billy & Larry & Mark



KNIX Phoenix general program manager Larry Daniels visited with Almo Sounds duo Bekka & Billy during a recent showcase at Nashville's Ryman Auditorium. Pictured, from left, are Almo Sounds West Coast rep Mark Janese, Billy Burnette, Bekka Bramlett, Daniels, and Almo Sounds national promotion director Larry Pareigis.

AIRBORNE

Instant information on Country's new artists

Edited by Sue Falco

Big House

"COLD OUTSIDE" (MCA)

The six members of Big House, all veterans of the Bakersfield, Calif., music scene, got together just a year ago and were quickly signed to MCA. Since then, the group has opened for Travis Tritt, Wynonna, Patty Loveless, and Collin Raye, in between recording dates for a self-titled debut album. Harmonies are shared by all of the group members: brothers Monty and Tanner Byrom, David Neuhauser, Chuck Seaton, Sonny California, and Ron Mitchell.

Kippi Brannon

"DADDY'S LITTLE GIRL"

(CURB/UNIVERSAL)

Kippi Brannon was signed to MCA at the age of 14 and charted with such singles as "If I Could See You Tonight," "He Don't Make Me Cry," "In My Dreams," and a remake of Webb Pierce's "Slowly" between age 15 and 17. In 1982, she was a top new female vocalist nominee at the Academy of Country Music Awards. But after four singles and without having recorded a full album, she quit the business to attend college. During her break from music, Brannon married twice and worked as a secretary and an accounting assistant, among other jobs. Now 30 and the single mother of a 9-year-old girl, Brannon makes her Curb/Universal debut, "I'd Be With You."

The Buffalo Club

"IF SHE DON'T LOVE YOU"

(RISING TIDE)

Three musically diverse artists came together to form this band. Guitarist Charlie Kelley grew up on a farm listening to everything from Bryan Adams to Willie Nelson. Lead vocalist Ron Hemby, a former member of the Imperials, brings in a strong gospel background from his native Missouri. Drummer John Dittrich, formerly of Restless Heart, hails from New York and Texas, where he enjoyed jazz and top 40.

Anita Cochran

"I COULD LOVE A MAN LIKE THAT"

(WARNER BROS.)

In an unusual move for a new artist, Anita Cochran co-produced her debut Warner Bros. album, "Back To You," with label president Jim Ed Norman, wrote 9 of the set's 10 cuts,



and played all the guitar leads, banjo, mandolin, and dobro parts. A South Lyon, Mich., native, Cochran began playing guitar in a band with her parents at the age of 4½. She studied to be a florist in high school but ended up running a recording studio in Canton, Mich., where she cut the demos that led to her deal with Warner Bros.

Sara Evans

"TRUE LIES" (RCA)

Sara Evans was raised on a farm in Boonesboro, Mo., a town of 1,200. Her family, which included seven children, raised corn, beans, cattle, hogs, and tobacco. Evans started singing at the age of 4 and learned the mandolin shortly thereafter. She became locally famous, performing with her brothers as the Sara Evans Show in churches and at retirement homes, PTA meetings, and bluegrass festivals. The extra income the group earned

supplemented the Evans family's meager farm income. Sara Evans moved to Nashville in 1991, where she met and married musician Craig Schelske and then moved to Schelske's



home state of Oregon, where they performed together for three years. She returned to Nashville in 1995, when a demo of Harlan Howard's "I've Got A Tiger By The Tail"

helped land her a deal with RCA. Pete Anderson produced her debut album.

Nikki Nelson

"TOO LITTLE, TOO MUCH" (COLUMBIA)

Nikki Nelson grew up in Topaz Lake, Nev., 35 miles south of Carson City, so it is not surprising that her first performing experience was at a casino, where as a 12-year-old, she performed with her



band, Nikki & Gold Rush, five nights a week. She moved to Nashville at the age of 18 and worked as a bartender, waitress, and secretary while pursuing her musical

ambitions. National exposure came when she replaced Paulette Carlson as lead singer of Highway 101. Her self-titled solo album was produced by Don Cook.

Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

The Texas-based Sons Of The Desert honed their skills in dance halls and nightclubs, traveling for two years in a '72 Dodge Apollo RV. Group members are lead singer Drew Womack, guitarist Tim Womack (Drew's older



brother), bassist Doug Virden, keyboardist Scott Saunders, and drummer Brian Westrum. In an unusual move for Nashville, album producers Doug Johnson and Johnny Slate let the

band members play on their Epic debut album. Drew Womack penned most of the material on the 10-song set.

Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

Lee Ann Womack grew up in the east Texas town of Jackson listening to Grand Ole Opry broadcasts from Nashville and picturing herself on the Opry stage. The daughter of a part-time country DJ, Womack often accompanied her father to the radio station, where he would let her play her favorite records, which usually included Bob Wills, Ray Price, and Glen Campbell. Now 30 years old and the mother of 5-year-old daughter Aubrie, Womack is hoping to finally realize her Opry dream. Her self-titled debut album, due May 13, was produced by Mark Wright and includes a duet with labelmate Mark Chesnut, "Make Memories With Me."

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in Country Airplay Monitor. Send information on new artists to Sue Falco c/o Country Airplay Monitor, 1515 Broadway, 15th Floor, New York, NY 10036.

Even When A Rival Dies, Ratings Can Take Six Months To Show A Change

Continued from page 1

about six months for the ratings to follow. Quest expects to eventually assume at least 75% of WVGO's numbers.

According to Strategic Media Research VP Tripp Eldredge, that's typical. The best a surviving station can ever hope to get is a percentage of its former competitor's shares, never all of them, he says. That percentage varies between 25% and 75%, based on what kind of marketing the surviving station does and factors like whether it picks up any air talent from its former rival.

The audience that will move from one station to another will do so within two books of a format change, according to Eldredge, and "most of it happens very quickly, within weeks." Strategic's AccuRatings usually begin showing the migration pattern within a month. After two books, he says, no more migration will take place. Those listeners who haven't switched to the surviving entity "go into a different listening mode," often a different format.

In most cases, he adds, radio listeners already know the rival station exists but sometimes don't choose to find it on the dial after their favorite station changes format. The longer the surviving station has been on-air, says Eldredge, the more likely it is to pick up the listeners from its competitor.

In Richmond, Quest notes that the six month lag may have stemmed from how the switch took place. First, the two moderns were simulcast, then WBZU remained standing at WVGO's old frequency and WVGO retained those calls for its new oldies format. Quest says that confused listeners for a while afterward.

Similarly, modern KTBZ (the Buzz) Houston was in a heated battle with modern-leaning top 40 KRBE when the latter returned to mainstream top 40. As KTBZ PD Cruze notes, "One thing that people forget a lot of times... is that this is a business of recall. I'm sure there are people who listened to KRBE for four or five years who switched to us, who are still writing KRBE down in their diaries, as much time as we spend and as much emphasis as we put on trying to tell them who we are and getting them to remember that. As long as we're judged by Arbitron, [by] passive recall, we're not going to see quick change to the stations moving around. It just doesn't happen that way.

"A lot of listeners were upset that they didn't have a choice anymore," Quest adds. "Maybe they didn't prefer one station over the other, they just liked being able to go somewhere else when we were playing commercials."

THREE-WAY OF LOVE

A three-way rivalry will muddy the waters even more. When Pittsburgh lost country WQKB (the Bear) 2½ years ago, country leader WDSY (Y108) saw only a tenth of a share gain in the next Arbitron book, although similarly formatted sister WXRB (the Rebel) was up eight-tenths of a share in the same book. But when WXRB went modern rock in fall 1995, WDSY saw an immediate benefit in the first book, jumping 6.9-8.3.

Oklahoma City had three country stations until last summer, when KEBC became modern rock KNRX. Charlie Harrigan, OM for country survivors KTST (the Twister) and KXXY, says that while both of his stations benefited, he saw a lot of listener sampling between the two, indicating that listeners could not immediately decide which they

wanted to "stick with as their favorite." In fact, he says that fluctuation has continued for the seven months since KEBC's change. Still, both stations have continued to gain audience since then, with KXXY jumping 8.9-13.9 12-plus and KTST growing 5.5-6.9.

Seattle's two remaining country stations saw almost no benefit when owner EZ Communications purchased KCIN, the market's third country station, and flipped it to rhythmic AC. "We had anticipated that [KYCW] Young Country and KMPS would gain quite a bit from [KCIN] going away," says Becky Brenner, general program manager for EZ's Seattle properties. "In reality, it appears that either people had already determined that they didn't want to listen to one of the other stations and went away [from country] altogether, or there was not a huge amount of exclusive come" for KCIN. Brenner and other EZ staffers heard from several former country listeners who said they became rhythmic AC listeners simply because their radios were already tuned to 106.1 FM.

SPEEDING UP THE PROCESS

For those stations looking to claim a former rival's listeners, Quest advises emphasizing your format exclusivity. "You don't have to say, 'We're the only one left' or 'There's nothing else to listen to,' but 'We do it right, and we're the only one.'"

Bodow ran a half-page ad in the co-owned New York Times a week after the WNCN switch. "There was a lot of worry among classical listeners that if one station could go away why not the other? So we wanted to give listeners the confidence that there was going to be a station for them."

Aside from picking up PD Ali Castellini from WNRQ, WXDX also adopted WNRQ's "the Revolution" handle, which it still uses in some of the imaging drops. Being co-owned with album WDVE allowed Castellini to narrowly target 18-34, which she believes helped.

KBLX's Brown bought time on rival KSOL before its demise, taking advantage of a rare change that had been announced far enough in advance for a rival to exploit. But, he notes KSOL was more high-energy and less jazzy than his station. "You don't know if each person who liked KSOL will like your station." Sometimes "the audience just goes, they just disappear," Brown says.

KTBZ's Cruze changed his music coding. "We made sure that you were never more than one song away from a song that would be familiar to a KRBE PI listener from before they switched."

WHO MOVES FASTEST?

An interesting coda: PDs who've been through this situation have widely different opinions on which formats' audiences move fastest. Quest thinks the audiences for gold-based formats are more loyal and thus more likely to discover the only other oldies or classic rock station more quickly than a modern audience. He also thinks they're less likely to switch from their format to a current-based format, giving them fewer options.

But KYLD's Martin thinks that a younger-skewing, active-based format like top 40 will react faster, while WQXR's Bodow notes that "listening habits are very hard to break, especially for a station whose listeners are over 40. Kids are dial-hopping so much that a format change is more easily discovered with a younger format."

MONITOR PROFILE

Allen Butler's Expansive Mission Includes Bringing The Fun Back To Sony Music

At a time when most Music Row denizens are sitting around wondering which label is next to fold, why is Sony Music Nashville launching two new imprints? According to newly promoted Sony Music Nashville president Allen Butler, it's because "my boss says I can." His boss, Sony Music Entertainment president/COO Tommy Mottola, gave Butler autonomy to "expand our base of business here in Nashville" when he pulled Butler aside at the company's post-Grammy Awards party in New York and said, "I'm going to make you the president of this company... but don't fuck it up."

In launching the alternative country label Lucky Dog and reactivating the Monument Records imprint as a mainstream country label, Butler expects to increase the company's share of the country pie beyond the sizable helping already generated by existing Sony labels Epic and Columbia. "We choose not to acknowledge that it might be a little slow out there," he says of the cur-



Allen Butler, President, Sony Music Nashville

rent record sales environment. "We're going to run this company as if we can find that next artist that's going to turn this whole thing around."

With executive VP Paul Worley newly signed to an extended contract and heading up A&R efforts for Sony, Butler says, "We have a higher chance to find that artist and the three minutes [of music] that will make them a superstar... [Worley] pretty much has an open checkbook to find and develop talent. We were controlling ourselves in the past because we only had two labels with full rosters. Now we'll have more options." And while other labels are trimming staff, Butler says his company "will continue to expand as needed to support our roster."

Butler says the uncertainty of the marketplace didn't scare him out of expanding. "When others are trying to establish a base roster to sustain the overhead, I already have that here, so I have the freedom to go out and experiment with new things," he says. "I know what it takes to maintain the overhead of a label. We've been successful here in breaking acts, [but] the more times you get up to bat, the better chance you have of hitting a home run. Yes, you're going to miss. But in [a universe of] 200 radio stations, if you wait and put one act through at a time, you can waste huge resources of time and money," only to find out radio won't embrace the act. Butler says a label can "easily" spend \$750,000 and devote 1½ years of "the staff's energies" before a debut set hits the street.

"The marketplace has changed in a way that radio wants to play hit records, and they don't care as much who they're by, and the consumer doesn't care as much who they're by," he adds. "We still have to develop artists so... they're not one-hit wonders, but [not] until we find out if there is a career to support."

In the midst of the expansion, Butler is working hard at bringing fun and passion back to country, which he says was lost during its recent boom years. As a way to spark that energy internally, he's doing what he calls "nutty things," like allowing staffers to paint the hallways and decorate their offices however they like, and bringing his whole staff to a game room to play laser tag.

In staffing up the new labels, Butler says he's looking for people who are "totally unbridled. I want them to do anything crazy they can imagine" in an atmosphere that is "very uncorporate."

Lucky Dog will focus on what he calls "roots country sounds... We'll dedicate an entire roster to that and have a staff who totally believe in that kind of music solely here to support that."

The label will initially focus on recording live sets to "capture for history the historic touring acts of country music," Butler says. The first two acts to be recorded live, Asleep At The Wheel and David Allan Coe, will have albums out on Lucky Dog in May and June, respectively. The label is looking for other acts like those two that "are out there constantly playing, have a huge base, have been rediscovered by college students, and still draw crowds.

"On the other end of the spectrum," he adds, "we're [looking for] that same kind of music but done by young people... not unlike BR5-49." He says he's talking to four such acts, but hasn't yet signed any to Lucky Dog.

For now, Lucky Dog consists of what Butler calls "almost a volunteer staff" made up of existing Sony staffers who "have a passion for it, a team of interns who are into the marketing and music, and a couple of freelancers... As the albums come out and we generate income, we will hire a full staff."

Butler is jumping into roots country because he believes a radio format will eventually spring up to support it. "Sometimes you have to create something and let the public discover it," he says. "There's room now for the format to finally splinter [into] a mainstream and a more grass-roots component. New people like Junior Brown and BR5-49 are the first sign that there's a marketplace out there.

"Radio is a conservative medium... It's consulted, researched, and sometimes not as cutting edge as you'd like it to be. [But] somebody in radio will become a pioneer," he predicts. And while a handful of people have been championing the progressive country format for years with minimal results, Butler says the format will become successful after it becomes more focused and stops "trying to be too many things to too many people."

On the other side of the building, Monument is being launched, in part, as a way to find a home for artists like Shana Petrone who have been signed to Sony but whom Butler doesn't want to "keep in development for two to three years" until a slot opens up on Epic or Columbia. "A promotion and a marketing staff can only manage so many acts at a time and do a good job," he says. That number is typically 10 to 12 acts, although Monument expects to have eight to 10 acts to start with.

Monument will have its own promotion, A&R, and product development staff, most of which Butler expects to have hired within a week. From there, the label will move fairly quickly. He hopes to have the label's first single out by June and an album out by August. As for the existing Sony labels, Epic is hoping to break Sons Of The Desert, college-tour queen Teresa, and twin-sister act the Kinleys this year, while Columbia is focusing on Nikki Nelson and newcomer Butch Baker.

Butler says he has two criteria for new signings. First, he says, "I want to see and hear something I haven't heard before." Second, he looks for "artists that have a work ethic that's as big and strong as the record label's desire to break this artist. That's a special person that's not often easy to find."

As for goals, Butler says there's just one, "knock off MCA. That's our goal and mission, and MCA knows that." He expects to achieve that goal within the next three years. **PHYLLIS STARK**

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SAVANNAH, GA. 31410
WOMEN & MINORITIES ENCOURAGED.

KLASSY
100 FM

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IN LAS VEGAS

KMZQ/KLASSY 100-Las Vegas, looking for afternoon drive personality/Production Director to join our winning team. Send T&R to: Jeff Cochran, PD, 6655 West Sahara, Suite C-216, Las Vegas, NV 89102. No Calls Please. EOE/MF. KLASSY 100 is an American Radio Systems station so be ready to work hard, have fun and win! EOE

IF YOU HAVE A PROFESSIONAL SERVICE YOU'D LIKE TO ADVERTISE TO THE RADIO INDUSTRY CALL:

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EVENT/ISSUE	ISSUE DATE	CLASSIFIED AD DEADLINE
■ Impact Convention (April 17 - 20)	April 18	April 9
■ Nomination Ballots Inserted for 1997 Billboard/Airplay Monitor Radio Awards	May 2	April 23
■ Mid West Conclave (July 16 - 20)	July 18	July 9
■ Final Ballots Inserted for 1997 Billboard/Airplay Monitor Radio Awards		
■ NAB Show (Sept. 17 - 20)	Sept. 19	Sept. 10
■ Billboard/Airplay Monitor Radio Seminar and Awards (Oct. 16 - 18)	Oct. 17	Oct. 8
■ Combined Year End Special Issue	Dec. 26	Dec. 15

For More Information Contact:

Laura Rivchun

Phone: (212) 536-5058

Fax: (212) 536-8864



TOP 40 • COUNTRY • R&B • ROCK

AIRPLAY Monitor® GREATEST GAINERS

Broadcast Data Systems
Airplay Recognition Services

Strongest Increase In Airplay This Week

Artist • Title (Label)	Increase in Plays
VINCE GILL • <i>A Little More Love</i> (MCA)	+871
KYNG +20, WTDR +20, KRKY +19, KIKK +18, WBOB +17, KZSN +17, WDOD +16, WYYD +15, WQYK +15, WCMS +15	
LEANN RIMES • <i>The Light In Your Eyes</i> (CURB)	+659
KDDK +19, WCLB +17, WNCY +16, WTQR +16, WBOB +15, KRKY +15, WYRK +15, KMDL +14, KTST +14, WYYD +14	
BROOKS & DUNN • <i>Why Would I Say Goodbye</i> (ARISTA)	+579
KYCY +23, KHEY +22, KDDK +20, KTEX +20, KPLX +19, KYNG +18, KSSN +18, KTST +17, KXXY +17, WBCT +16	
DAVID KERSH • <i>Another You</i> (CURB)	+519
WKJN +24, WXBQ +21, KIKK +21, WYNK +17, WRBQ +17, WQBE +16, KYCY +14, KSSN +14, WIOV +13, KRST +13	
COLLIN RAYE • <i>On The Verge</i> (EPIC)	+449
KIKK +27, KPLX +18, WHKO +16, WGKX +15, KYNG +14, WWWW +14, WEZL +12, KYCY +11, KAJA +11, WBOB +10	
GEORGE STRAIT • <i>One Night At A Time</i> (MCA)	+421
WBCT +20, KKQB +20, WKJN +19, WHKO +17, WXBM +16, WKIS +15, WHYL +14, KIKK +14, KMDL +12, WBBS +12	
DEANA CARTER • <i>Count Me In</i> (CAPITOL NASHVILLE)	+403
KIKK +17, WWGR +16, KDDK +16, WSM +13, KRST +12, WKIS +12, KMDL +11, KYNG +11, KXKT +11, KNIX +11	
SAWYER BROWN • <i>Six Days On The Road</i> (CURB)	+397
WWGR +21, KWEN +15, KASE +14, WQDR +13, WDOD +13, WGNA +13, WUSY +12, KXKC +11, WLWI +11, KSKS +11	
TANYA TUCKER • <i>Little Things</i> (CAPITOL NASHVILLE)	+388
KYNG +23, KFRG +17, KWEN +14, KYCY +13, WZZK +13, KHEY +12, WMSI +11, WEZL +11, WYNK +11, WRBQ +11	
LEE ANN WOMACK • <i>Never Again, Again</i> (DECCA)	+379
WXBQ +23, WWGR +18, WQDR +15, KWEN +15, WDRM +13, WVLK +13, WFLS +13, WSIX +11, KGMV +10, WPOR +10	
KENNY CHESNEY • <i>When I Close My Eyes</i> (BNA)	+370
WCLB +21, WGRL +17, KYCY +16, WCMS +16, KFMS +14, WIRK +14, KTEX +13, WYCD +12, WRBQ +12, WGAR +12	
BRYAN WHITE • <i>Sittin' On Go</i> (ASYLUM)	+368
KIKK +37, WTQR +18, WCOS +15, WYCD +13, KYNG +13, WJCL +13, WWGR +12, WXBM +12, WCHY +10, WMZQ +10	
MINDY MCCREADY • <i>A Girl's Gotta Do (What A Girl's Gotta Do)</i> (BNA)	+344
WKIS +19, KPLX +19, KKQB +15, KHEY +14, WDOD +14, KYCY +13, KXXY +13, KAJA +13, KIKK +13, WKTF +12	
THE BUFFALO CLUB • <i>If She Don't Love You</i> (RISING TIDE)	+324
WRBQ +20, KYNG +16, WKIS +16, WWKA +16, WXBM +14, WHYL +13, KHEY +13, WSIX +13, WRNS +12, WMZQ +12	
TY HERNDON • <i>Loved Too Much</i> (EPIC)	+322
KYNG +29, WBCT +16, KZLA +15, WDOD +11, WRNS +10, KYCY +10, KIIM +10, WSIX +10, KTST +9, KSOP +9	

MOST NEW AIRPLAY THIS WEEK

Artist • Title (Label)	No. Of Stations	Artist • Title (Label)	No. Of Stations
VINCE GILL <i>A Little More Love</i> (MCA)	38	TANYA TUCKER <i>Little Things</i> (Capitol Nashville)	21
DEANA CARTER <i>Count Me In</i> (Capitol Nashville)	32	RICK TREVINO <i>I Only Get This Way With You</i> (Columbia)	18
LEANN RIMES <i>The Light In Your Eyes</i> (Curb)	32	TY HERNDON <i>Loved Too Much</i> (Epic)	17
LEE ANN WOMACK <i>Never Again, Again</i> (Decca)	31	JOE DIFFIE <i>This Is Your Brain</i> (Epic)	15
MARK CHESNUTT <i>Let It Rain</i> (Decca)	24	SAWYER BROWN <i>Six Days On The Road</i> (Curb)	15

VIDEO PLAYLISTS



Rank	Artist • Title (Label)	TW	LW
1	Trace Adkins, (This Ain't) No Thinkin' Thing	5	4
2	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	5	4
3	Deana Carter, We Danced Anyway	5	4
4	LeAnn Rimes, The Light In Your Eyes	4	2
5	Ricochet, Ease My Troubled Mind	4	4
6	Martina McBride, Cry On The Shoulder Of The Road	4	4
7	Billy Ray Cyrus, Three Little Words	4	4
8	Lorrie Morgan, Good As I Was To You	4	4
9	Tracy Byrd, Don't Take Her She's All I Got	4	4
10	Terri Clark, Emotional Girl	4	3
11	Kathy Mattea, 455 Rocket	4	4
12	Clay Walker, Rumor Has It	4	3
13	Daryle Singletary, The Used To Be's	4	0
14	Tracy Lawrence, Better Man, Better Off	4	3
15	Nikki Nelson, Too Little, Too Much	4	2
16	James Bonamy, The Swing	4	4
17	Little Texas, Bad For Us	4	2
18	Stephanie Bentley, The Hopechest Song	3	3
19	Collin Raye, On The Verge	3	5
20	Trisha Yearwood, I Need You	3	3
21	John Michael Montgomery, I Miss You A Little	3	5
22	Kevin Sharp, She's Sure Taking It Well	3	4
23	Lee Ann Womack, Never Again, Again	3	3
24	Vince Gill, A Little More Love	3	0
25	Sawyer Brown, Six Days On The Road	3	3
26	Mark Willis, Places I've Never Been	3	3
27	Cledus "T." Judd, Cledus Went Down To Florida	3	3
28	Jeff Wood, Use Mine	3	3
29	The Kentucky Headhunters, Singin' The Blues	3	3
30	Tanya Tucker, Little Things	3	3



Rank	Artist • Title (Label)	TW	LW
1	Sons Of The Desert, Whatever Comes First	37	11
2	Collin Raye, On The Verge	33	24
3	John Berry, She's Taken A Shine	33	31
4	Trace Adkins, (This Ain't) No Thinkin' Thing	31	27
5	Kevin Sharp, She's Sure Taking It Well	30	22
6	Tracy Byrd, Don't Take Her She's All I Got	29	27
7	Kathy Mattea, 455 Rocket	29	28
8	Tracy Lawrence, Better Man, Better Off	29	27
9	Lorrie Morgan, Good As I Was To You	28	29
10	Terri Clark, Emotional Girl	28	29
11	Clay Walker, Rumor Has It	28	28
12	Tanya Tucker, Little Things	28	28
13	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	28	34
14	Deana Carter, We Danced Anyway	27	33
15	Daryle Singletary, The Used To Be's	27	8
16	Ricochet, Ease My Troubled Mind	25	28
17	John Michael Montgomery, I Miss You A Little	23	21
18	Mila Mason, Dark Horse	22	21
19	Anita Cochran, I Could Love A Man Like That	22	20
20	LeAnn Rimes, The Light In Your Eyes	21	28
21	Stephanie Bentley, The Hopechest Song	21	21
22	Big House, Cold Outside	21	16
23	Lee Ann Womack, Never Again, Again	21	15
24	Vince Gill, A Little More Love	21	5
25	James Bonamy, The Swing	21	34
26	Kris Tyler, Keeping Your Kisses	20	21
27	The Kentucky Headhunters, Singin' The Blues	20	20
28	Gary Allan, Forever And A Day	15	14
29	Kippi Brannon, Daddy's Little Girl	15	13
30	Little Texas, Bad For Us	15	20
31	Holly Dunn, Leave One Bridge Standing	15	14
32	Brent Lamb, Love Lives On	14	14
33	David Lee Murphy, Genuine Rednecks	14	13
34	Crystal Bernard, State Of Mind	14	14
35	Thrasher Shiver, Be Honest	14	14
36	Noel Haggard, Once You Learn	14	14
37	Mark Chesnut, Let It Rain	14	14
38	Caryl Mack Parker, One Night Stand	14	15
39	Sawyer Brown, Six Days On The Road	14	13
40	John Jennings, Everybody Loves Me	14	14
41	Mark Willis, Places I've Never Been	14	14
42	Cledus "T." Judd, Cledus Went Down To Florida	14	19
43	Jack Ingram, That's Not Me	14	14
44	Jeff Wood, Use Mine	14	14
45	Nikki Nelson, Too Little, Too Much	14	14
46	Joe Nichols, I Hate The Way I Love You	14	15
47	Emilio, I'd Love You To Love Me	14	13
48	Mandy Barnett, Planet Of Love	14	5
49	Martina McBride, Cry On The Shoulder Of The Road	13	15
50	Trisha Yearwood, I Need You	13	20

COUNTRY RECURRENT AIRPLAY

Rank	Plays	Artist • Title (Label)	Rank	Plays	Artist • Title (Label)
1	2281	ME TOO TOBY KEITH (MERCURY NASHVILLE)	14	1153	EVERY LIGHT IN THE HOUSE TRACE ADKINS (CAPITOL NASHVILLE)
2	1884	IT'S A LITTLE TOO LATE MARK CHESNUTT (DECCA)	15	1149	BIG LOVE TRACY BYRD (MCA)
3	1812	NOBODY KNOWS KEVIN SHARP (143/ASYLUM)	16	1140	MY MARIA BROOKS & DUNN (ARISTA)
4	1796	RUNNING OUT OF REASONS TO RUN RICK TREVINO (COLUMBIA)	17	1029	HER MAN GARY ALLAN (DECCA)
5	1767	WHERE CORN DON'T GROW TRAVIS TRITT (WARNER BROS.)	18	1026	LIKE THE RAIN CLINT BLACK (RCA)
6	1738	AMEN KIND OF LOVE DARYLE SINGLETARY (GIANT)	19	1022	LIVING IN A MOMENT TY HERNDON (EPIC)
7	1578	LITTLE BITTY ALAN JACKSON (ARISTA)	20	1019	DADDY'S MONEY RICOCHET (COLUMBIA)
8	1569	ONE WAY TICKET (BECAUSE I CAN) LEANN RIMES (CURB)	21	981	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
9	1492	IS THAT A TEAR TRACY LAWRENCE (ATLANTIC)	22	981	SO MUCH FOR PRETENDING BRYAN WHITE (ASYLUM)
10	1238	STRAWBERRY WINE DEANA CARTER (CAPITOL NASHVILLE)	23	933	CHECK YES OR NO GEORGE STRAIT (MCA)
11	1205	THE FEAR OF BEING ALONE REBA MCKENZIE (MCA)	24	909	EVERYBODY KNOWS TRISHA YEARWOOD (MCA)
12	1198	FRIENDS JOHN MICHAEL MONTGOMERY (ATLANTIC)	25	903	ANY MAN OF MINE SHANIA TWAIN (MERCURY NASHVILLE)
13	1164	PRETTY LITTLE ADRIANA VINCE GILL (MCA)			

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

THIS IS YOUR ONLY CHANCE!

1997 Billboard & Monitor AIRPLAY Radio Seminar & Awards

• **Nominee Ballot** •
May 2nd issue of Airplay Monitor

(Finalist ballot will appear in the 7/18 issue of Monitor and the 7/26 issue of Billboard)

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

For Week Ending March 30, 1997

COUNTRY

KZLA Los Angeles PD: John Sebastian APD/MD: Bill Fink. Playlist table with columns for rank, song title, and station.

WUSN Chicago PD: Alan Sledge MD: Tricia Biondo. Playlist table with columns for rank, song title, and station.

WXTU Philadelphia OM/PD: Gary McCartie MD: Jim Radler. Playlist table with columns for rank, song title, and station.

WKHX Atlanta PD: Neil McGinley MD: Johnny Gray. Playlist table with columns for rank, song title, and station.

WMZQ Washington, DC PD: Mac Daniels MD: Jon Anthony. Playlist table with columns for rank, song title, and station.

KSCS Dallas PD: Dean James MD: Linda O'Brian. Playlist table with columns for rank, song title, and station.

KKBQ Houston PD: Dene Hallam APD: John Trapano. Playlist table with columns for rank, song title, and station.

KILT Houston PD/MD: Debbie Pipia. Playlist table with columns for rank, song title, and station.

KYGO Denver OM/PD: John St. John MD: Jennifer Page. Playlist table with columns for rank, song title, and station.

KYNG Dallas PD/MD: Dan Pearman. Playlist table with columns for rank, song title, and station.

WWWW Detroit PD: Mark Hamlin MD: Carl E. Playlist table with columns for rank, song title, and station.

WIL St. Louis PD: Bob Barnett APD/MD: Mark Langston. Playlist table with columns for rank, song title, and station.

KIKK Houston PD: John Roberts MD: Jay Kelly. Playlist table with columns for rank, song title, and station.

WYCD Detroit PD: Eddie Haskell MD: Katie Marrosso. Playlist table with columns for rank, song title, and station.

KPLX Dallas PD: Smokey Rivers MD: Theresa Whitney. Playlist table with columns for rank, song title, and station.

KMPS Seattle MD: Tony Thomas. Playlist table with columns for rank, song title, and station.

KEY Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon. Playlist table with columns for rank, song title, and station.

WGAR Cleveland PD: Denny Nugent MD: Chuck Collier. Playlist table with columns for rank, song title, and station.

WBOB Minneapolis PD/MD: Bob Wood. Playlist table with columns for rank, song title, and station.

WDSY Pittsburgh PD: Justin Case Acting MD: Rick Daulton. Playlist table with columns for rank, song title, and station.

KNIX Phoenix OM: Larry Daniels MD: Buddy Owens. Playlist table with columns for rank, song title, and station.

WYAY Atlanta PD: Neil McGinley MD: Johnny Gray. Playlist table with columns for rank, song title, and station.

KMLE Phoenix PD: Jeff Garrison APD/MD: Jon Allen. Playlist table with columns for rank, song title, and station.

WPOC Baltimore PD: Scott O'Brien APD/MD: Greg Cole. Playlist table with columns for rank, song title, and station.

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

Grid of 48 radio station playlists (e.g., WKXX, WFMS, WQYK, KFRG, WTQR, WIVK, WUBE, WSIX, WHKO, WSOC, WWKA, WSM, WAMZ, KSAN, WKLB, WRBQ, WKIS, WZZK, KFKF, WTDR, KWJJ, WDAF, WWYZ, WMIL) with columns for station name, PD, MD, and song titles with play counts.

COUNTRY

KXXY				WUSY				KUPL				KSON				WVLK				WSSL			
Oklahoma City		PD: Charlie Harrigan MD: Bill Reed		Chattanooga		PD: Clay Hunnicutt MD: Bill Poindexter		Portland, OR		PD: Lee Rogers MD: Rick Taylor		San Diego		PD: Mike Shepard MD: Nick Upton		Lexington		PD/MD: Matt Austin		Greenville		PD: Bruce Logan MD: Dude Walker	
TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW	TW	LW
1	George Strait, One Night At A Time	36	29	1	Trace Adkins, (This Ain't) No Thinkin' T	35	36	1	Sawyer Brown, Six Days On The Road	37	31	1	Trace Adkins, (This Ain't) No Thinkin' T	37	33	1	Clay Walker, Rumor Has It	36	36	1	Kenny Chesney, When I Close My Eyes	38	33
2	Diamond Rio, Holdin'	35	35	2	Tracy Byrd, Don't Take Her She's All I G	32	31	2	George Strait, One Night At A Time	37	37	2	Reba McEntire, How Was I To Know	36	34	2	David Kersh, Another You	34	32	2	Diamond Rio, Holdin'	37	39
3	Clay Walker, Rumor Has It	35	34	3	George Strait, One Night At A Time	31	27	3	Trace Adkins, (This Ain't) No Thinkin' T	37	38	3	Patty Loveless, She Drew A Broken Heart	34	36	3	Toby Keith, Me Too	34	32	3	Clay Walker, Rumor Has It	37	33
4	Reba McEntire, How Was I To Know	35	33	4	Mark Willis, Places I've Never Been	30	34	4	Collin Raye, On The Verge	35	27	4	Tracy Byrd, Don't Take Her She's All I G	34	35	4	John Berry, She's Taken A Shine	34	35	4	John Berry, She's Taken A Shine	36	31
5	Kenny Chesney, When I Close My Eyes	35	35	5	Clay Walker, Rumor Has It	29	32	5	Clay Walker, Rumor Has It	35	35	5	Clay Walker, Rumor Has It	32	34	5	Patty Loveless, She Drew A Broken Heart	33	35	5	Trace Adkins, (This Ain't) No Thinkin' T	35	37
6	Tracy Byrd, Don't Take Her She's All I G	35	34	6	Reba McEntire, How Was I To Know	29	29	6	John Berry, She's Taken A Shine	35	29	6	John Berry, She's Taken A Shine	31	38	6	Reba McEntire, How Was I To Know	34	36	6	Reba McEntire, How Was I To Know	34	34
7	Alan Jackson, Everything I Love	34	30	7	Kenny Chesney, When I Close My Eyes	28	30	7	Terri Clark, Emotional Girl	34	34	7	Terri Clark, Emotional Girl	31	22	7	Tracy Byrd, Don't Take Her She's All I G	33	33	7	Lorrie Morgan, Good As I Was To You	33	33
8	David Kersh, Another You	34	30	8	David Kersh, Another You	27	24	8	Reba McEntire, How Was I To Know	31	37	8	Tracy Byrd, Don't Take Her She's All I G	30	33	8	Trace Adkins, (This Ain't) No Thinkin' T	32	35	8	Trace Adkins, (This Ain't) No Thinkin' T	32	37
9	Trace Adkins, (This Ain't) No Thinkin' T	34	36	9	Tracy Lawrence, Better Man, Better Off	25	22	9	Kevin Sharp, Nobody Knows	28	32	9	Alan Jackson, Everything I Love	29	29	9	Alan Jackson, Everything I Love	29	25	9	Alan Jackson, Everything I Love	29	25
10	Alabama, Sad Lookin' Moon	28	26	10	Mindy McCready, A Girl's Gotta Do	25	26	10	Bryan White, Sittin' On Go	28	25	10	Kenny Chesney, When I Close My Eyes	29	22	10	Kenny Chesney, When I Close My Eyes	26	22	10	Kenny Chesney, When I Close My Eyes	26	22
11	Martina McBride, Cry On The Shoulder Of	28	26	11	Diamond Rio, Holdin'	24	22	11	Collin Raye, On The Verge	28	19	11	Deana Carter, We Danced Anyway	25	22	11	Deana Carter, We Danced Anyway	25	22	11	Deana Carter, We Danced Anyway	25	22
12	Mila Mason, Dark Horse	28	26	12	Gene Watson, Change Her Mind	24	22	12	Brooks & Dunn, Why Would I Say Goodbye	25	25	12	LeAnn Rimes, Unchained Melody	25	22	12	LeAnn Rimes, Unchained Melody	25	22	12	LeAnn Rimes, Unchained Melody	25	22
13	Terri Clark, Emotional Girl	28	30	13	Lorrie Morgan, Good As I Was To You	23	25	13	John Michael Montgomery, I Miss You A Li	25	23	13	Collin Raye, On The Verge	25	25	13	Collin Raye, On The Verge	23	19	13	Mindy McCready, A Girl's Gotta Do	24	24
14	Lorrie Morgan, Good As I Was To You	27	29	14	Mila Mason, Dark Horse	22	23	14	Big House, Cold Outside	25	24	14	Diamond Rio, Holdin'	24	24	14	Brooks & Dunn, Why Would I Say Goodbye	22	16	14	Brooks & Dunn, Why Would I Say Goodbye	22	16
15	Brooks & Dunn, Why Would I Say Goodbye	26	9	15	Brooks & Dunn, Why Would I Say Goodbye	22	15	15	Alabama, Sad Lookin' Moon	24	25	15	Tracy Lawrence, Better Man, Better Off	23	23	15	Tracy Lawrence, Better Man, Better Off	21	14	15	Tracy Lawrence, Better Man, Better Off	21	14
16	Buffalo Club, If She Don't Love You	25	26	16	Alabama, Sad Lookin' Moon	21	27	16	LeAnn Rimes, The Light In Your Eyes	24	25	16	Lorrie Morgan, Good As I Was To You	21	23	16	Kevin Sharp, She's Sure Taking It Well	20	20	16	Kevin Sharp, She's Sure Taking It Well	20	20
17	Kevin Sharp, She's Sure Taking It Well	25	28	17	Vince Gill, A Little More Love	21	17	17	Terri Clark, Emotional Girl	23	22	17	Kevin Sharp, She's Sure Taking It Well	21	22	17	Terri Clark, Emotional Girl	20	21	17	Terri Clark, Emotional Girl	20	21
18	Tracy Lawrence, Better Man, Better Off	24	9	18	Big House, Cold Outside	21	23	18	Terri Clark, Emotional Girl	23	26	18	Mila Mason, Dark Horse	21	21	18	Alabama, Sad Lookin' Moon	20	19	18	Alabama, Sad Lookin' Moon	20	19
19	Collin Raye, On The Verge	24	28	19	Collin Raye, On The Verge	20	22	19	Kenny Chesney, When I Close My Eyes	21	20	19	Martina McBride, Cry On The Shoulder Of	20	20	19	Bryan White, Sittin' On Go	20	19	19	Bryan White, Sittin' On Go	20	19
20	LeAnn Rimes, The Light In Your Eyes	23	0	20	Mila Mason, Dark Horse	19	18	20	Collin Raye, On The Verge	29	30	20	Tracy Lawrence, Better Man, Better Off	19	12	20	Tracy Lawrence, Better Man, Better Off	19	12	20	Tracy Lawrence, Better Man, Better Off	19	12
21	Mindy McCready, A Girl's Gotta Do	23	0	21	John Michael Montgomery, I Miss You A Li	19	15	21	John Michael Montgomery, I Miss You A Li	21	25	21	Bill Engvall, Here's Your Sign	19	12	21	John Michael Montgomery, I Miss You A Li	19	16	21	John Michael Montgomery, I Miss You A Li	19	16
22	Tanya Tucker, Little Things	23	0	22	Bryan White, Sittin' On Go	18	15	22	Buffalo Club, If She Don't Love You	19	16	22	Buffalo Club, If She Don't Love You	19	12	22	Buffalo Club, If She Don't Love You	19	12	22	Buffalo Club, If She Don't Love You	19	12
23	Mark Willis, Places I've Never Been	23	12	23	Buffalo Club, If She Don't Love You	16	12	23	Mark Chesnut, It's A Little Too Late	19	19	23	David Kersh, Another You	19	15	23	Diamond Rio, Holdin'	18	13	23	Diamond Rio, Holdin'	18	13
24	Sawyer Brown, Six Days On The Road	22	9	24	Crystal Bernard, State Of Mind	15	14	24	Faith Hill, I Can't Do That Anymore	19	22	24	Brooks & Dunn, Why Would I Say Goodbye	18	24	24	Mindy McCready, A Girl's Gotta Do	18	13	24	Mindy McCready, A Girl's Gotta Do	18	13
25	Darley Singletary, Amen Kind Of Love	21	9	25	Vince Gill, A Little More Love	15	12	25	Burnin' Daylight, Say Yes	19	14	25	Mark Chesnut, It's A Little Too Late	18	19	25	Tracy Lawrence, Better Man, Better Off	18	15	25	Tracy Lawrence, Better Man, Better Off	18	15
26	Bryan White, Sittin' On Go	20	7	26	Sawyer Brown, Six Days On The Road	14	2	26	Sawyer Brown, Six Days On The Road	18	17	26	Toby Keith, Me Too	18	17	26	LeAnn Rimes, Unchained Melody	17	14	26	LeAnn Rimes, Unchained Melody	17	14
27	Joe Diffie, This Is Your Brain	20	7	27	Mark Chesnut, Let It Rain	13	11	27	Garth Brooks, That Ol' Wind	18	15	27	John Michael Montgomery, I Miss You A Li	17	12	27	Lorrie Morgan, Good As I Was To You	14	14	27	Lorrie Morgan, Good As I Was To You	14	14
28	Patty Loveless, She Drew A Broken Heart	9	25	28	Deana Carter, Whatever Comes First	13	10	28	Tracy Lawrence, Is That A Tear	18	12	28	Mark Chesnut, It's A Little Too Late	16	12	28	Mark Chesnut, It's A Little Too Late	13	29	28	Mark Chesnut, It's A Little Too Late	13	29
29	Rick Trevino, Running Out Of Reasons To	8	7	29	Deana Carter, Count Me In	12	14	29	Travis Tritt, More Than You'll Ever Know	18	16	29	Tracy Lawrence, Is That A Tear	15	13	29	Kevin Sharp, She's Sure Taking It Well	13	15	29	Kevin Sharp, She's Sure Taking It Well	13	15

Motion Picture Sound Activity Reports



For Week Ending March 30, 1997

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

TRACE ADKINS 5472/199

(This Ain't No Thinkin' Thing (Capitol Nashville))
Total Stations: 162 Chart Move: 1-2

City	W	TW	LW	ZW	IP
L.A.	31	28	25	23	135
Chicago	15	14	13	12	135
San Fran.	15	14	13	12	135
Phila.	15	14	13	12	135
Detroit	15	14	13	12	135
Dallas	15	14	13	12	135
Wash., DC	15	14	13	12	135
Houston	15	14	13	12	135
Boston	15	14	13	12	135
Miami	15	14	13	12	135
Atlanta	15	14	13	12	135
Seattle	15	14	13	12	135
Long Isl. San Diego	15	14	13	12	135
Minn.	15	14	13	12	135
St. Louis	15	14	13	12	135
Balt.	15	14	13	12	135
Phoen.	15	14	13	12	135
Tampa	15	14	13	12	135
Cleveland	15	14	13	12	135
Denver	15	14	13	12	135
Port., OR	15	14	13	12	135
Cincin.	15	14	13	12	135
Kan. City	15	14	13	12	135
Rivers.	15	14	13	12	135
Milwauk.	15	14	13	12	135
Sacram.	15	14	13	12	135
San Jose	15	14	13	12	135
Provi.	15	14	13	12	135
Norfolk	15	14	13	12	135
San Anton.	15	14	13	12	135
Salt Lake	15	14	13	12	135
Indian.	15	14	13	12	135
Char., NC	15	14	13	12	135
New Or.	15	14	13	12	135
Orlando	15	14	13	12	135
Buffalo	15	14	13	12	135
Hartford	15	14	13	12	135
Greensb.	15	14	13	12	135
Memphis	15	14	13	12	135
Nash.	15	14	13	12	135
Rockest	15	14	13	12	135
W.P. Beach	15	14	13	12	135
Las Vegas	15	14	13	12	135
Louis., La.	15	14	13	12	135
Ral./Dur.	15	14	13	12	135
Okl., Okla.	15	14	13	12	135
Dayton	15	14	13	12	135

ALABAMA 3567/212

Sad Lookin' Moon (RCA)
Total Stations: 161 Chart Move: 16-13

City	W	TW	LW	ZW	IP
L.A.	23	19	12	86	
Chicago	15	20	20	123	
San Fran.	15	20	20	123	
Phila.	15	20	20	123	
Detroit	15	20	20	123	
Dallas	15	20	20	123	
Wash., DC	15	20	20	123	
Houston	15	20	20	123	
Boston	15	20	20	123	
Miami	15	20	20	123	
Atlanta	15	20	20	123	
Seattle	15	20	20	123	
Long Isl. San Diego	15	20	20	123	
Minn.	15	20	20	123	
St. Louis	15	20	20	123	
Balt.	15	20	20	123	
Phoen.	15	20	20	123	
Tampa	15	20	20	123	
Cleveland	15	20	20	123	
Denver	15	20	20	123	
Port., OR	15	20	20	123	
Cincin.	15	20	20	123	
Kan. City	15	20	20	123	
Rivers.	15	20	20	123	
Milwauk.	15	20	20	123	
Sacram.	15	20	20	123	
San Jose	15	20	20	123	
Provi.	15	20	20	123	
Norfolk	15	20	20	123	
San Anton.	15	20	20	123	
Salt Lake	15	20	20	123	
Indian.	15	20	20	123	
Char., NC	15	20	20	123	
New Or.	15	20	20	123	
Orlando	15	20	20	123	
Buffalo	15	20	20	123	
Hartford	15	20	20	123	
Greensb.	15	20	20	123	
Memphis	15	20	20	123	
Nash.	15	20	20	123	
Rockest	15	20	20	123	
W.P. Beach	15	20	20	123	
Las Vegas	15	20	20	123	
Louis., La.	15	20	20	123	
Ral./Dur.	15	20	20	123	
Okl., Okla.	15	20	20	123	
Dayton	15	20	20	123	

BIG HOUSE 1878/200

Cold Outside (MCA)
Total Stations: 152 Chart Move: 31-30

City	W	TW	LW	ZW	IP
L.A.	15	15	13	107	
Chicago	15	15	13	107	
San Fran.	15	15	13	107	
Phila.	15	15	13	107	
Detroit	15	15	13	107	
Dallas	15	15	13	107	
Wash., DC	15	15	13	107	
Houston	15	15	13	107	
Boston	15	15	13	107	
Miami	15	15	13	107	
Atlanta	15	15	13	107	
Seattle	15	15	13	107	
Long Isl. San Diego	15	15	13	107	
Minn.	15	15	13	107	
St. Louis	15	15	13	107	
Balt.	15	15	13	107	
Phoen.	15	15	13	107	
Tampa	15	15	13	107	
Cleveland	15	15	13	107	
Denver	15	15	13	107	
Port., OR	15	15	13	107	
Cincin.	15	15	13	107	
Kan. City	15	15	13	107	
Rivers.	15	15	13	107	
Milwauk.	15	15	13	107	
Sacram.	15	15	13	107	
San Jose	15	15	13	107	
Provi.	15	15	13	107	
Norfolk	15	15	13	107	
San Anton.	15	15	13	107	
Salt Lake	15	15	13	107	
Indian.	15	15	13	107	
Char., NC	15	15	13	107	
New Or.	15	15	13	107	
Orlando	15	15	13	107	
Buffalo	15	15	13	107	
Hartford	15	15	13	107	
Greensb.	15	15	13	107	
Memphis	15	15	13	107	
Nash.	15	15	13	107	
Rockest	15	15	13	107	
W.P. Beach	15	15	13	107	
Las Vegas	15	15	13	107	
Louis., La.	15	15	13	107	
Ral./Dur.	15	15	13	107	
Okl., Okla.	15	15	13	107	
Dayton	15	15	13	107	

BROOKS & DUNN 2904/579

Why Would I Say Goodbye (Arista)
Total Stations: 159 Chart Move: 26-24

City	W	TW	LW	ZW	IP
L.A.	16	10	38	39	
Chicago	16	10	38	39	
San Fran.	16	10	38	39	
Phila.	16	10	38	39	
Detroit	16	10	38	39	
Dallas	16	10	38	39	
Wash., DC	16	10	38	39	
Houston	16	10	38	39	
Boston	16	10	38	39	
Miami	16	10	38	39	
Atlanta	16	10	38	39	
Seattle	16	10	38	39	
Long Isl. San Diego	16	10	38	39	
Minn.	16	10	38	39	
St. Louis	16	10	38	39	
Balt.	16	10	38	39	
Phoen.	16	10	38	39	
Tampa	16	10	38	39	
Cleveland	16	10	38	39	
Denver	16	10	38	39	
Port., OR	16	10	38	39	
Cincin.	16	10	38	39	
Kan. City	16	10	38	39	
Rivers.	16	10	38	39	
Milwauk.	16	10	38	39	
Sacram.	16	10	38	39	
San Jose	16	10	38	39	
Provi.	16	10	38	39	
Norfolk	16	10	38	39	
San Anton.	16	10	38	39	
Salt Lake	16	10	38	39	
Indian.	16	10	38	39	
Char., NC	16	10	38	39	
New Or.	16	10	38	39	
Orlando	16	10	38	39	
Buffalo	16	10	38	39	
Hartford	16	10	38	39	
Greensb.	16	10	38	39	
Memphis	16	10	38	39	
Nash.	16	10	38	39	
Rockest	16	10	38	39	
W.P. Beach	16	10	38	39	
Las Vegas	16	10	38	39	
Louis., La.	16	10	38	39	
Ral./Dur.	16	10	38	39	
Okl., Okla.	16	10	38	39	
Dayton	16	10	38	39	

THE BUFFALO CLUB 3546/324

If She Don't Love You (Rising Tide)
Total Stations: 159 Chart Move: 18-14

City	W	TW	LW	ZW	IP
L.A.	24	23	25	184	
Chicago	24	23	25	184	
San Fran.	24	23	25	184	
Phila.	24	23	25	184	
Detroit	24	23	25	184	
Dallas	24	23	25	184	
Wash., DC	24	23	25	184	
Houston	24	23	25	184	
Boston	24	23	25	184	
Miami	24	23	25	184	
Atlanta	24	23	25	184	
Seattle	24	23	25	184	
Long Isl. San Diego	24	23	25	184	
Minn.	24	23	25	184	
St. Louis	24	23	25	184	
Balt.	24	23	25	184	
Phoen.	24	23	25	184	
Tampa	24	23	25	184	
Cleveland	24	23	25	184	
Denver	24	23	25	184	
Port., OR	24	23	25	184	
Cincin.	24	23	25	184	
Kan. City	24	23	25	184	
Rivers.	24	23	25	184	
Milwauk.	24	23	25	184	
Sacram.	24	23	25	184	
San Jose	24	23	25	184	
Provi.	24	23	25	184	
Norfolk	24	23	25	184	
San Anton.	24	23	25	184	
Salt Lake	24	23	25	184	
Indian.	24	23	25	184	
Char., NC	24	23	25	184	
New Or.	24	23	25	184	
Orlando	24	23	25	184	
Buffalo	24	23	25	184	
Hartford	24	23	25	184	
Greensb.	24	23	25	184	
Memphis	24	23	25	184	
Nash.	24	23	25	184	
Rockest	24	23	25	184	
W.P. Beach	24	23	25	184	
Las Vegas	24	23	25	184	
Louis., La.	24	23	25	184	
Ral./Dur.	24	23	25	184	
Okl., Okla.	24	23	25	184	
Dayton	24	23	25	184	

TRACY BYRD 5017/153

Don't Take Her She's All I Got (MCA)
Total Stations: 161 Chart Move: 5-4

City	W	TW	LW	ZW	IP
L.A.	4	4	4	36	
Chicago	4	4	4	36	
San Fran.	4	4	4	36	
Phila.	4	4	4	36	
Detroit	4	4	4	36	
Dallas	4	4	4	36	
Wash., DC	4	4	4	36	
Houston	4	4	4	36	
Boston	4	4	4	36	
Miami	4	4	4	36	
Atlanta	4	4	4	36	
Seattle	4	4	4	36	
Long Isl. San Diego	4	4	4	36	
Minn.	4	4	4	36	
St. Louis	4	4	4</		

For Week Ending March 30, 1997

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

COUNTRY

Grid of song activity reports for artists including Vince Gill, David Kersh, Tracy Lawrence, Mila Mason, Kathy Mattea, Martina McBride, Mindy McCready, John Michael Montgomery, Lorrie Morgan, and Collin Raye. Each entry includes chart position, total plays, and gain across various markets.

Continuation of the song activity reports grid, covering artists like Vince Gill, David Kersh, Tracy Lawrence, Mila Mason, Kathy Mattea, Martina McBride, Mindy McCready, John Michael Montgomery, Lorrie Morgan, and Collin Raye.

AIRPLAY **MOTOR** SONG ACTIVITY REPORTS

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

COUNTRY

For Week Ending March 30, 1997

LEANN RIMES			SAWYER BROWN			KEVIN SHARP			GEORGE STRAIT			TANYA TUCKER		
2163/659			2547/397			3251/172			4601/421			1755/388		
<i>The Light In Your Eyes (Curb)</i>			<i>Six Days On The Road (Curb)</i>			<i>She's Sure Taking It Well (143/Asylum)</i>			<i>One Night At A Time (MCA)</i>			<i>Little Things (Capitol Nashville)</i>		
Total Stations: 155			Total Stations: 157			Total Stations: 161			Total Stations: 161			Total Stations: 152		
Chart Move: 34-29			Chart Move: 29-26			Chart Move: 20-18			Chart Move: 9-7			Chart Move: 35-31		
City	Station	Plays	City	Station	Plays	City	Station	Plays	City	Station	Plays	City	Station	Plays
LA	CMT	28	LA	CMT	14	LA	CMT	22	LA	CMT	28	LA	CMT	28
Chicago	WKKX	1	Chicago	WKKX	1	Chicago	WKKX	1	Chicago	WKKX	1	Chicago	WKKX	1
San Fran.	WUSN	1	San Fran.	WUSN	1	San Fran.	WUSN	1	San Fran.	WUSN	1	San Fran.	WUSN	1
Phila.	WYXY	1	Phila.	WYXY	1	Phila.	WYXY	1	Phila.	WYXY	1	Phila.	WYXY	1
Dallas	KPLX	1	Dallas	KPLX	1	Dallas	KPLX	1	Dallas	KPLX	1	Dallas	KPLX	1
Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1
Houston	WZLX	1	Houston	WZLX	1	Houston	WZLX	1	Houston	WZLX	1	Houston	WZLX	1
Boston	WBUR	1	Boston	WBUR	1	Boston	WBUR	1	Boston	WBUR	1	Boston	WBUR	1
Miami	WTKL	1	Miami	WTKL	1	Miami	WTKL	1	Miami	WTKL	1	Miami	WTKL	1
Atlanta	WYAT	1	Atlanta	WYAT	1	Atlanta	WYAT	1	Atlanta	WYAT	1	Atlanta	WYAT	1
Seattle	KMPS	1	Seattle	KMPS	1	Seattle	KMPS	1	Seattle	KMPS	1	Seattle	KMPS	1
Long Isl.	WJIC	1	Long Isl.	WJIC	1	Long Isl.	WJIC	1	Long Isl.	WJIC	1	Long Isl.	WJIC	1
San Diego	KSDN	1	San Diego	KSDN	1	San Diego	KSDN	1	San Diego	KSDN	1	San Diego	KSDN	1
St. Louis	WLLW	1	St. Louis	WLLW	1	St. Louis	WLLW	1	St. Louis	WLLW	1	St. Louis	WLLW	1
Balt.	WDCB	1	Balt.	WDCB	1	Balt.	WDCB	1	Balt.	WDCB	1	Balt.	WDCB	1
Phoen.	WDCB	1	Phoen.	WDCB	1	Phoen.	WDCB	1	Phoen.	WDCB	1	Phoen.	WDCB	1
Tampa	WDCB	1	Tampa	WDCB	1	Tampa	WDCB	1	Tampa	WDCB	1	Tampa	WDCB	1
Cleveland	WDCB	1	Cleveland	WDCB	1	Cleveland	WDCB	1	Cleveland	WDCB	1	Cleveland	WDCB	1
Denver	WDCB	1	Denver	WDCB	1	Denver	WDCB	1	Denver	WDCB	1	Denver	WDCB	1
Port, OR	WDCB	1	Port, OR	WDCB	1	Port, OR	WDCB	1	Port, OR	WDCB	1	Port, OR	WDCB	1
Cincinnati	WDCB	1	Cincinnati	WDCB	1	Cincinnati	WDCB	1	Cincinnati	WDCB	1	Cincinnati	WDCB	1
Kan City	WDCB	1	Kan City	WDCB	1	Kan City	WDCB	1	Kan City	WDCB	1	Kan City	WDCB	1
Rivers	WDCB	1	Rivers	WDCB	1	Rivers	WDCB	1	Rivers	WDCB	1	Rivers	WDCB	1
Milwauk.	WDCB	1	Milwauk.	WDCB	1	Milwauk.	WDCB	1	Milwauk.	WDCB	1	Milwauk.	WDCB	1
Sacram.	WDCB	1	Sacram.	WDCB	1	Sacram.	WDCB	1	Sacram.	WDCB	1	Sacram.	WDCB	1
San Jose	WDCB	1	San Jose	WDCB	1	San Jose	WDCB	1	San Jose	WDCB	1	San Jose	WDCB	1
Provid.	WDCB	1	Provid.	WDCB	1	Provid.	WDCB	1	Provid.	WDCB	1	Provid.	WDCB	1
Norfolk	WDCB	1	Norfolk	WDCB	1	Norfolk	WDCB	1	Norfolk	WDCB	1	Norfolk	WDCB	1
San Anton.	WDCB	1	San Anton.	WDCB	1	San Anton.	WDCB	1	San Anton.	WDCB	1	San Anton.	WDCB	1
Salt Lake	WDCB	1	Salt Lake	WDCB	1	Salt Lake	WDCB	1	Salt Lake	WDCB	1	Salt Lake	WDCB	1
Indian.	WDCB	1	Indian.	WDCB	1	Indian.	WDCB	1	Indian.	WDCB	1	Indian.	WDCB	1
Charl., NC	WDCB	1	Charl., NC	WDCB	1	Charl., NC	WDCB	1	Charl., NC	WDCB	1	Charl., NC	WDCB	1
New Or.	WDCB	1	New Or.	WDCB	1	New Or.	WDCB	1	New Or.	WDCB	1	New Or.	WDCB	1
Orlando	WDCB	1	Orlando	WDCB	1	Orlando	WDCB	1	Orlando	WDCB	1	Orlando	WDCB	1
Buffalo	WDCB	1	Buffalo	WDCB	1	Buffalo	WDCB	1	Buffalo	WDCB	1	Buffalo	WDCB	1
Hartford	WDCB	1	Hartford	WDCB	1	Hartford	WDCB	1	Hartford	WDCB	1	Hartford	WDCB	1
Greensb.	WDCB	1	Greensb.	WDCB	1	Greensb.	WDCB	1	Greensb.	WDCB	1	Greensb.	WDCB	1
Memphis	WDCB	1	Memphis	WDCB	1	Memphis	WDCB	1	Memphis	WDCB	1	Memphis	WDCB	1
Nashv.	WDCB	1	Nashv.	WDCB	1	Nashv.	WDCB	1	Nashv.	WDCB	1	Nashv.	WDCB	1
Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1
Rochest.	WDCB	1	Rochest.	WDCB	1	Rochest.	WDCB	1	Rochest.	WDCB	1	Rochest.	WDCB	1
Las Vegas	WDCB	1	Las Vegas	WDCB	1	Las Vegas	WDCB	1	Las Vegas	WDCB	1	Las Vegas	WDCB	1
Louisv.	WDCB	1	Louisv.	WDCB	1	Louisv.	WDCB	1	Louisv.	WDCB	1	Louisv.	WDCB	1
Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1
Okla City	WDCB	1	Okla City	WDCB	1	Okla City	WDCB	1	Okla City	WDCB	1	Okla City	WDCB	1
Dayton	WDCB	1	Dayton	WDCB	1	Dayton	WDCB	1	Dayton	WDCB	1	Dayton	WDCB	1

CLAY WALKER			BRYAN WHITE			MARK WILLS			LEE ANN WOMACK			TRISHA YEARWOOD		
5511/289			3343/368			1437/211			1433/379			1308/244		
<i>Rumor Has It (Giant)</i>			<i>Sittin' On Go (Asylum)</i>			<i>Places I've Never Been (Mercury Nashville)</i>			<i>Never Again, Again (Decca)</i>			<i>I Need You (MCA)</i>		
Total Stations: 162			Total Stations: 161			Total Stations: 141			Total Stations: 134			Total Stations: 148		
Chart Move: 2-1			Chart Move: 21-17			Chart Move: 37-35			Chart Move: 41-36			Chart Move: 40-38		
City	Station	Plays	City	Station	Plays	City	Station	Plays	City	Station	Plays	City	Station	Plays
LA	CMT	28	LA	CMT	14	LA	CMT	22	LA	CMT	28	LA	CMT	28
Chicago	WKKX	1	Chicago	WKKX	1	Chicago	WKKX	1	Chicago	WKKX	1	Chicago	WKKX	1
San Fran.	WUSN	1	San Fran.	WUSN	1	San Fran.	WUSN	1	San Fran.	WUSN	1	San Fran.	WUSN	1
Phila.	WYXY	1	Phila.	WYXY	1	Phila.	WYXY	1	Phila.	WYXY	1	Phila.	WYXY	1
Dallas	KPLX	1	Dallas	KPLX	1	Dallas	KPLX	1	Dallas	KPLX	1	Dallas	KPLX	1
Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1
Houston	WZLX	1	Houston	WZLX	1	Houston	WZLX	1	Houston	WZLX	1	Houston	WZLX	1
Boston	WBUR	1	Boston	WBUR	1	Boston	WBUR	1	Boston	WBUR	1	Boston	WBUR	1
Miami	WTKL	1	Miami	WTKL	1	Miami	WTKL	1	Miami	WTKL	1	Miami	WTKL	1
Atlanta	WYAT	1	Atlanta	WYAT	1	Atlanta	WYAT	1	Atlanta	WYAT	1	Atlanta	WYAT	1
Seattle	KMPS	1	Seattle	KMPS	1	Seattle	KMPS	1	Seattle	KMPS	1	Seattle	KMPS	1
Long Isl.	WJIC	1	Long Isl.	WJIC	1	Long Isl.	WJIC	1	Long Isl.	WJIC	1	Long Isl.	WJIC	1
San Diego	KSDN	1	San Diego	KSDN	1	San Diego	KSDN	1	San Diego	KSDN	1	San Diego	KSDN	1
St. Louis	WLLW	1	St. Louis	WLLW	1	St. Louis	WLLW	1	St. Louis	WLLW	1	St. Louis	WLLW	1
Balt.	WDCB	1	Balt.	WDCB	1	Balt.	WDCB	1	Balt.	WDCB	1	Balt.	WDCB	1
Phoen.	WDCB	1	Phoen.	WDCB	1	Phoen.	WDCB	1	Phoen.	WDCB	1	Phoen.	WDCB	1
Tampa	WDCB	1	Tampa	WDCB	1	Tampa	WDCB	1	Tampa	WDCB	1	Tampa	WDCB	1
Cleveland	WDCB	1	Cleveland	WDCB	1	Cleveland	WDCB	1	Cleveland	WDCB	1	Cleveland	WDCB	1
Denver	WDCB	1	Denver	WDCB	1	Denver	WDCB	1	Denver	WDCB	1	Denver	WDCB	1
Port, OR	WDCB	1	Port, OR	WDCB	1	Port, OR	WDCB	1	Port, OR	WDCB	1	Port, OR	WDCB	1
Cincinnati	WDCB	1	Cincinnati	WDCB	1	Cincinnati	WDCB	1	Cincinnati	WDCB	1	Cincinnati	WDCB	1
Kan City	WDCB	1	Kan City	WDCB	1	Kan City	WDCB	1	Kan City	WDCB	1	Kan City	WDCB	1
Rivers	WDCB	1	Rivers	WDCB	1	Rivers	WDCB	1	Rivers	WDCB	1	Rivers	WDCB	1
Milwauk.	WDCB	1	Milwauk.	WDCB	1	Milwauk.	WDCB	1	Milwauk.	WDCB	1	Milwauk.	WDCB	1
Sacram.	WDCB	1	Sacram.	WDCB	1	Sacram.	WDCB	1	Sacram.	WDCB	1	Sacram.	WDCB	1
San Jose	WDCB	1	San Jose	WDCB	1	San Jose	WDCB	1	San Jose	WDCB	1	San Jose	WDCB	1
Provid.	WDCB	1	Provid.	WDCB	1	Provid.	WDCB	1	Provid.	WDCB	1	Provid.	WDCB	1
Norfolk	WDCB	1	Norfolk	WDCB	1	Norfolk	WDCB	1	Norfolk	WDCB	1	Norfolk	WDCB	1
San Anton.	WDCB	1	San Anton.	WDCB	1	San Anton.	WDCB	1	San Anton.	WDCB	1	San Anton.	WDCB	1
Salt Lake	WDCB	1	Salt Lake	WDCB	1	Salt Lake	WDCB	1	Salt Lake	WDCB	1	Salt Lake	WDCB	1
Indian.	WDCB	1	Indian.	WDCB	1	Indian.	WDCB	1	Indian.	WDCB	1	Indian.	WDCB	1
Charl., NC	WDCB	1	Charl., NC	WDCB	1	Charl., NC	WDCB	1	Charl., NC	WDCB	1	Charl., NC	WDCB	1
New Or.	WDCB	1	New Or.	WDCB	1	New Or.	WDCB	1	New Or.	WDCB	1	New Or.	WDCB	1
Orlando	WDCB	1	Orlando	WDCB	1	Orlando	WDCB	1	Orlando	WDCB	1	Orlando	WDCB	1
Buffalo	WDCB	1	Buffalo	WDCB	1	Buffalo	WDCB	1	Buffalo	WDCB	1	Buffalo	WDCB	1
Hartford	WDCB	1	Hartford	WDCB	1	Hartford	WDCB	1	Hartford	WDCB	1	Hartford	WDCB	1
Greensb.	WDCB	1	Greensb.	WDCB	1	Greensb.	WDCB	1	Greensb.	WDCB	1	Greensb.	WDCB	1
Memphis	WDCB	1	Memphis	WDCB	1	Memphis	WDCB	1	Memphis	WDCB	1	Memphis	WDCB	1
Nashv.	WDCB	1	Nashv.	WDCB	1	Nashv.	WDCB	1	Nashv.	WDCB	1	Nashv.	WDCB	1
Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1	Wash, DC	WDCB	1
Rochest.	WDCB	1	Rochest.	WDCB	1	Rochest.	WDCB	1	Rochest.	WDCB	1	Rochest.	WDCB	1
Las Vegas	WDCB	1	Las Vegas	WDCB	1	Las Vegas	WDCB	1	Las Vegas	WDCB	1	Las Vegas	WDCB	1
Louisv.	WDCB	1	Louisv.	WDCB	1	Louisv.	WDCB	1	Louisv.	WDCB	1	Louisv.	WDCB	1
Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1	Ral./Dur.	WDCB	1
Okla City	WDCB	1	Okla City	WDCB	1	Okla City	WDCB	1	Okla City	WDCB	1	Okla City	WDCB	1
Dayton	WDCB	1	Dayton	WDCB	1	Dayton	WDCB	1	Dayton	WDCB	1	Dayton	WDCB	1



COUNTRY AIRPLAY

★ ★ ★ **AIRPOWER** ★ ★ ★

(Minimum 3200 detections for the first time)

BRYAN WHITE **3343/368**
Sittin' On Go (Asylum)
Total Stations: 161/Chart Move: 21-17
Heavy (35+ plays): 3 KIKK, KYCY, KYNG
Medium (25-34): 45 KASE, KBEQ, KCCY, KDDK, KGMV, KKCS, KPLX, KRMD, KSN, KSKS, KTST, KUPL, KZSN, WAMZ, WBCT, WBOB, WCLB, WCOL, WDOO, WESC, WEZL, WFRE, WGH, WGRL, WKN, WKIX, WKKO, WKX, WMSI, WMZO, WNCY, WQBE, WQDR, WQMX, WRKZ, WRNS, WSTH, WUSN, WWGR, WXB, WXBQ, WYAY, WYGY, WYRK, WYD
Light (Under 25): 113
New Airplay This Week: 4 KRTY, WCOS, WGGY, WRBQ

KEVIN SHARP **3251/172**
She's Sure Taking It Well (143/Asylum)
Total Stations: 161/Chart Move: 20-18
Heavy (35+): 6 KIKK, KYCY, KYNG, WAMZ, WKIX, WYAY
Medium (25-34): 34 KBEQ, KCCY, KFKF, KGMV, KHAY, KIKF, KKBQ, KKCS, KMDL, KNCI, KSN, KTST, KXKC, KXXY, WBBS, WBOB, WDOO, WGAR, WGRL, WHY, WIVK, WKN, WKHK, WKTF, WKXC, WQBE, WRNS, WSIX, WSTH, WWGR, WXB, WXBQ, WYRK, WYD
Light (Under 25): 121
New Airplay This Week: 6 KSSN, WDAF, WKX, WKL, WMZO, WRBQ

3199 - 1000 DETECTIONS

MILA MASON **2961/208**
Dark Horse (Atlantic)
Total Stations: 161/Chart Move: 22-21
Heavy (35+ plays): 4 KNIX, KYCY, WDOO, WRNS
Medium (25-34): 23 KBEQ, KIKK, KKCS, KMDL, KPLX, KRTY, KTST, KXKC, KXXY, KYCW, KYNG, WBCT, WFLS, WGRL, WHY, WKN, WMSI, WQBE, WQX, WWGR, WXBQ, WYAY, WYCD
Light (Under 25): 134
New Airplay This Week: 4 KASE, KMPS, WKCO, WKX

MINDY MCCREADY **2959/344**
A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)
Total Stations: 161/Chart Move: 25-22
Heavy (35+): 4 KYNG, WDOO, WSTH, WYCD
Medium (25-34): 23 KBEQ, KGMV, KHAY, KIKK, KKCS, KMDL, KNIX, KRYS, KUZZ, KXKC, WBOB, WCLB, WESC, WEZL, WKN, WKTF, WKXC, WLWI, WMIL, WSIX, WUSY, WYAY, WYD
Light (Under 25): 134
New Airplay This Week: 9 KKBQ, KPLX, KTEX, KVET, KWN, KXXY, WDSY, WGH, WKIS

KATHY MATTEA **2916/264**
455 Rocket (Mercury Nashville)
Total Stations: 157/Chart Move: 23-23
Heavy (35+): 4 KYCW, WDOO, WKTF, WPOC
Medium (25-34): 37 KBEQ, KIKF, KMDL, KMPS, KPLX, KRMD, KSN, KSON, KXKC, KZSN, WBCT, WCLB, WCMS, WEZL, WFLS, WGAR, WGH, WGRL, WHY, WKN, WKHK, WKIX, WKL, WKSF, WLWI, WQBE, WQX, WRBQ, WRKZ, WRNS, WSIX, WSTH, WWGR, WYD, WXB, WYAY, WYCD
Light (Under 25): 116
New Airplay This Week: 4 KSSN, WCOS, WFRE, WYGY

BROOKS & DUNN **2904/579**
Why Would I Say Goodbye (Arista)
Total Stations: 159/Chart Move: 26-24
Heavy (35+): 2 KTEX, KYCY
Medium (25-34): 19 KASE, KBEQ, KHEY, KMLE, KTST, KUPL, KXXY, KYNG, WBCT, WDOO, WKN, WKXC, WLWI, WQDR, WRNS, WWGR, WXB, WYAY, WYCD
Light (Under 25): 138
New Airplay This Week: 13 KAJA, KDDK, KHEY, KPLX, KSKS, KSSN, KWN, WCLB, WGGY, WMZO, WOKO, WRBQ, WSM

SAWYER BROWN **2547/397**
Six Days On The Road (Curb)
Total Stations: 157/Chart Move: 29-26
Heavy (35+): 2 KUPL, WBOB
Medium (25-34): 23 KBEQ, KEEY, KGMV, KIKK, KKCS, KMLE, KYCW, WAMZ, WBCT, WCOL, WDOO, WFRE, WGAR, WGNA, WIVK, WKN, WKSF, WKTF, WRKZ, WWGR, WYAY, WYRK, WZZK
Light (Under 25): 132
New Airplay This Week: 15 KASE, KRTY, KSKS, KUPL, KWN, KWN, KZSN, WKL, WLWI, WQDR, WQMX, WRBQ, WUSY, WWGR, WYD

VINCE GILL **2492/871**
A Little More Love (MCA)
Total Stations: 159/Chart Move: 33-27
Heavy (35+): 1 KYCY

Medium (25-34): 13 KASE, KBEQ, KIKK, KMLE, KWJ, KXKC, WGAR, WGRL, WKIX, WQX, WWGR, WYAY, WYGY
Light (Under 25): 145
New Airplay This Week: 38 KFRG, KAT, KKCS, KNAX, KNIX, KOUL, KRTY, KRYS, KSOP, KTEX, KUBL, KYCW, KYNG, KZLA, KZSN, WBBS, WBCT, WBOB, WCHY, WCMS, WFMS, WGNA, WKCO, WKHK, WKJN, WKL, WKSJ, WKTF, WMJC, WQY, WRBQ, WSOC, WSTH, WTD, WUBE, WYCD, WYNK, WYD

MARTINA MCBRIDE **2199/187**
Cry On The Shoulder Of The Road (RCA)
Total Stations: 159/Chart Move: 30-28
Heavy (35+): 2 KHEY, KTST
Medium (25-34): 7 KMPS, KXXY, WDOO, WJCL, WRKZ, WWGR, WXB
Light (Under 25): 150
New Airplay This Week: 5 KUPL, WCOS, WKCO, WNOE, WYRK

LEANN RIMES **2163/659**
The Light In Your Eyes (Curb)
Total Stations: 155/Chart Move: 34-29
Heavy (35+): 1 KMLE
Medium (25-34): 8 WBBS, WBCT, WBOB, WGRL, WKIX, WRNS, WWGR, WYAY
Light (Under 25): 146
New Airplay This Week: 32 KAJA, KDDK, KMDL, KMPS, KOUL, KTEX, KTST, KTTS, KVOO, KWEN, KXXY, WBE, WCHY, WCTK, WDOO, WGH, WIOV, WKHK, WKX, WKIS, WKKO, WNCY, WSOC, WTD, WTD, WVLK, WWKA, WXB, WYCD, WYNK, WYRK, WYD

BIG HOUSE **1878/200**
Cold Outside (MCA)
Total Stations: 152/Chart Move: 31-30
Heavy (35+): 1 KIKK
Medium (25-34): 15 KBEQ, KMDL, KTST, KUPL, KUZZ, WDOO, WIL, WKIX, WKTF, WQBE, WRNS, WSTH, WYD, WXBQ, WYAY
Light (Under 25): 136
New Airplay This Week: 6 KAJA, KNAX, KUPL, WDSY, WKKO, WTGE

TANYA TUCKER **1755/388**
Little Things (Capitol Nashville)
Total Stations: 152/Chart Move: 35-31
Heavy (35+): 0
Medium (25-34): 5 KBEQ, KHEY, KYNG, WRBQ, WYAY
Light (Under 25): 147
New Airplay This Week: 21 KFKF, KFRG, KNAX, KSN, KUBL, KWEN, KWN, WCHY, WCUZ, WESC, WIL, WJCL, WKKO, WMIL, WQIK, WSTH, WUSY, WYNK, WYRK, WZZK

BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT **1589/260**
Here's Your Sign (Get The Picture) (Warner Bros.)
Total Stations: 147/Chart Move: 36-33
Heavy (35+): 3 WBCT, WCMS, WGGY
Medium (25-34): 12 KFMS, KFRG, KIKF, KMLE, KSN, KWJ, KWN, KYCW, WJCL, WPOC, WSTH, WYGY
Light (Under 25): 132
New Airplay This Week: 2 KJY, WIOV

MARK WILLS **1437/211**
Places I've Never Been (Mercury Nashville)
Total Stations: 141/Chart Move: 37-35
Heavy (35+): 0
Medium (25-34): 5 KBEQ, KMDL, KTST, KUZZ, WUSY
Light (Under 25): 136
New Airplay This Week: 6 KYGO, WCLB, WIRK, WKX, WNCY, WSSL

LEE ANN WOMACK **1433/379**
Never Again, Again (Decca)
Total Stations: 134/Chart Move: 41-36
Heavy (35+): 0

Medium (25-34): 5 WCMS, WCOL, WGAR, WIVK, WRNS
Light (Under 25): 129
New Airplay This Week: 31 KCCY, KGMV, KHEY, KPLX, KRMD, KRST, KRYS, KSCS, KVET, KWEN, KXKC, WDRM, WFLS, WGNA, WIL, WKIS, WKSF, WKSJ, WMSI, WOW, WPO, WQDR, WRBQ, WSIX, WTGE, WVLK, WWGR, WWW, WXB, WXBQ, WYD

DEANA CARTER **1353/403**
Count Me In (Capitol Nashville)
Total Stations: 132/Chart Move: 45-37
Heavy (35+): 0
Medium (25-34): 4 KIKK, KKBQ, KMLE, WGRL
Light (Under 25): 128
New Airplay This Week: 32 KDDK, KMDL, KNIX, KRMD, KRST, KRYS, KTOM, KTST, KXKT, KYCW, KYCY, KZSN, WCHY, WCOS, WCTK, WDOO, WDRM, WFLS, WFMS, WIOV, WKIS, WKSF, WKSJ, WMSI, WOW, WQMX, WQX, WQYK, WSM, WUSN, WWGR, WYRK

TRISHA YEARWOOD **1308/244**
I Need You (MCA)
Total Stations: 148/Chart Move: 40-38
Heavy (35+): 1 KYCY
Medium (25-34): 4 KXKC, KYNG, WBBS, WWGR
Light (Under 25): 143
New Airplay This Week: 6 KBEQ, KRTY, KYGO, WKX, WQYK, WYD

JOE DIFFIE **1186/171**
This Is Your Brain (Epic)
Total Stations: 126/Chart Move: 43-39
Heavy (35+): 0
Medium (25-34): 1 WYAY
Light (Under 25): 125
New Airplay This Week: 15 KAJA, KBEQ, KDRK, KKCS, KVOO, WCHY, WCOS, WIVK, WKTF, WKX, WOKO, WROO, WSIX, WYGY, WYNK

SONS OF THE DESERT **1054/95**
Whatever Comes First (Epic)
Total Stations: 117/Chart Move: 44-40
Heavy (35+): 0
Medium (25-34): 5 KBEQ, KMDL, WQBE, WRNS, WWGR
Light (Under 25): 112
New Airplay This Week: 6 KXKC, WBOB, WKIS, WOKO, WQMX, WWW

999 - 500 DETECTIONS

BURNIN' DAYLIGHT **920/131**
Say Yes (Curb)
Total Stations: 108/Chart Move: 48-41
Heavy (35+): 0
Medium (25-34): 4 KBEQ, WKIX, WQBE, WWGR
Light (Under 25): 104
New Airplay This Week: 7 KAJA, KFKF, KNIX, KTEX, WGRL, WRKZ, WSM

TY HERNDON **872/322**
Loved Too Much (Epic)
Total Stations: 113/Chart Move: 52-42
Heavy (35+): 1 KYNG
Medium (25-34): 2 KMLE, WYAY
Light (Under 25): 110
New Airplay This Week: 17 KFKF, KIIM, KNCI, KTOM, KTST, KXKC, WDOO, WEZL, WFLS, WGH, WIOV, WKSF, WOW, WRNS, WSIX, WSSL, WSTH

KIPPI BRANNON **824/16**
Daddy's Little Girl (Curb/Universal)
Total Stations: 97/Chart Move: 47-44
Heavy (35+): 0
Medium (25-34): 4 KTST, WGGY, WJCL, WRBQ
Light (Under 25): 93
New Airplay This Week: 3 KRST, WMJC, WSM

LITTLE TEXAS **821/51**
Bad For Us (Warner Bros.)
Total Stations: 85/Chart Move: 49-45
Heavy (35+): 0
Medium (25-34): 3 KBEQ, WQBE, WYAY
Light (Under 25): 82
New Airplay This Week: 5 KEEY, KUPL, WAMZ, WKHK, WSOC

MARK CHESNUTT **720/267**
Let It Rain (Decca)
Total Stations: 95/Chart Move: 57-46
Heavy (35+): 1 KIKK
Medium (25-34): 2 WKIX, WWGR
Light (Under 25): 92
New Airplay This Week: 24 KCYY, KDRK, KGMV, KIKF, KKCS, KRYS, KSOP, KTOM, KUZZ, KXKT, WBCT, WCMS, WDOO, WFRE, WGH, WKSF, WKSJ, WLWI, WNOE, WQDR, WROO, WSIX, WWW, WXB

RICK TREVINO **700/193**
I Only Get This Way With You (Columbia)
Total Stations: 89/Chart Move: 54-47
Heavy (35+): 1 KYCY
Medium (25-34): 0
Light (Under 25): 88
New Airplay This Week: 18 KDDK, KHAY, KIKF, KKCS, KOUL, KRMD, KRTY, KSKS, KTEX, KUZZ, KXKT, WCMS, WIOV, WKSJ, WKXC, WLWI, WNOE, WZZK

THRASHER SHIVER **617/54**
Be Honest (Asylum)
Total Stations: 88/Chart Move: 51-50
Heavy (35+): 0
Medium (25-34): 2 KVOO, WBCT
Light (Under 25): 86
New Airplay This Week: 3 WGRL, WOW, WWKA

DAVID LEE MURPHY **595/78**
Breakfast In Birmingham (MCA)
Total Stations: 78/Chart Move: 53-51
Heavy (35+): 0
Medium (25-34): 3 KBEQ, KMDL, WYAY
Light (Under 25): 75
New Airplay This Week: 4 KDDK, KYGO, WHY, WTGE

DARYLE SINGLETARY **528/33**
The Used To Be's (Giant)
Total Stations: 79/Chart Move: 55-53
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 79
New Airplay This Week: 4 KUZZ, WGH, WIOV, WOW

499 - 75 DETECTIONS

TAMMY GRAHAM **437/117**
A Dozen Red Roses (Career)
Total Stations: 56/Chart Move: 59-55
Heavy (35+): 0
Medium (25-34): 3 KIKK, KUPL, WYAY
Light (Under 25): 53
New Airplay This Week: 9 KHAY, KPLX, WAMZ, WKN, WKIS, WOW, WSOC, WWKA, WYD

JEFF WOOD **365/69**
Use Mine (Imprint)
Total Stations: 40/Chart Move: 60-56
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 40
New Airplay This Week: 5 KOUL, KTST, KWN, WFLS, WYCD

SUZY BOGGUSS **343/17**
She Said, He Heard (Capitol Nashville)
Total Stations: 43/Chart Move: 58-58
Heavy (35+): 0
Medium (25-34): 1 WGAR
Light (Under 25): 42
New Airplay This Week: 2 WOW, WTGE

PAUL BRANDT **338/94**
Take It From Me (Reprise)
Total Stations: 51/Chart Move: 61-59
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 51
New Airplay This Week: 9 KFDI, KTST, KXKC, KZLA, KZSN, WBCT, WBOB, WKN, WKKO

JOHN & AUDREY WIGGINS **289/85**
Somewhere In Love (Mercury Nashville)
Total Stations: 35/Chart Move: 65-60
Heavy (35+): 0
Medium (25-34): 1 WQBE
Light (Under 25): 34
New Airplay This Week: 2 KBEQ, KCYY

ALAN JACKSON **257/189**
Who's Cheatin' Who (Arista)
Total Stations: 24/Chart Move: Debut 61
Heavy (35+): 1 KIKK
Medium (25-34): 1 KMLE
Light (Under 25): 24
New Airplay This Week: 5 KIKK, KMLE, KSN, KYCY, WYGY

PERFECT STRANGER **252/72**
Fire When Ready (Curb)
Total Stations: 56/Chart Move: 69-62
Heavy (35+): 0

Medium (25-34): 1 WXBO
Light (Under 25): 55
New Airplay This Week: 3 WBCT, WBOB, WRKZ

SARA EVANS **249/58**
True Lies (RCA)
Total Stations: 42/Chart Move: 67-63
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 42
New Airplay This Week: 6 KMDL, KPLX, KTST, KVET, WOW, WROO

NIKKI NELSON **240/11**
Too Little, Too Much (Columbia)
Total Stations: 37/Chart Move: 62-64
Heavy (35+): 0
Medium (25-34): 1 KWN
Light (Under 25): 36
New Airplay This Week: 4 KFDI, KMDL, KSKS, WYCD

SAMMY KERSHAW **201/157**
Fit To Be Tied Down (Mercury Nashville)
Total Stations: 74/Chart Move: Debut 65
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 74
New Airplay This Week: 5 KFDI, KSOP, WCLB, WIVK, WQX

JEFF CARSON **198/18**
Do It Again (Curb)
Total Stations: 33/Chart Move: 68-66
Heavy (35+): 0
Medium (25-34): 1 KTTS
Light (Under 25): 32
New Airplay This Week: 9 KCYY, KFDI, KIKF, KSOP, KTTS, WHY, WKN, WKKO, WYD

KRIS TYLER **165/110**
Keeping Your Kisses (Rising Tide)
Total Stations: 51/Chart Move: Debut 68
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 51
New Airplay This Week: 3 KTOM, WOW, WRKZ

JAMES BONAMY **135/3**
The Swing (Epic)
Total Stations: 43/Chart Move: 72-71
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 43
New Airplay This Week: 5 KEEY, KGMV, KILT, KSOP, WGH

GARY ALLAN **135/58**
From Where I'm Sitting (Decca)
Total Stations: 24/Chart Move: Debut 72
Heavy (35+): 0
Medium (25-34): 1 WKIX
Light (Under 25): 23
New Airplay This Week: 3 KEEY, KFDI, KYGO

REBA MCENTIRE **113/77**
I'd Rather Ride Around With You (MCA)
Total Stations: 4/Chart Move: Debut 74
Heavy (35+): 2 KIKK, KYNG
Medium (25-34): 0
Light (Under 25): 2

JO DEE MESSINA **97/25**
He'd Never Seen Julie Cry (Curb)
Total Stations: 18
Heavy (35+): 0
Medium (25-34): 1 WXBO
Light (Under 25): 17
New Airplay This Week: 3 KKAT, WCLB, WQBE

HOLLY DUNN **91/60**
Leave One Bridge Standing (River North)
Total Stations: 35
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 35

JOHN BERRY **80/80**
I Will, If You Will (Capitol Nashville)
Total Stations: 28
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 28
New Airplay This Week: 5 KASE, WFLS, WGAR, WKIX, WYAY

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A73HS

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

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			★★★ NO. 1 ★★★				
1	2	11	RUMOR HAS IT GIANT	CLAY WALKER	5511	5222	
			1 week at No. 1				
2	1	12	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	5472	5273	
3	6	17	WHEN I CLOSE MY EYES BNA	KENNY CHESNEY	5127	4757	
4	5	12	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	5017	4864	
5	4	18	HOLDIN' ARISTA	DIAMOND RIO	4971	5145	
6	3	16	HOW WAS I TO KNOW MCA	REBA MCENTIRE	4606	5191	
7	9	5	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	4601	4180	
8	11	8	ON THE VERGE EPIC	COLLIN RAYE	4562	4113	
9	12	13	ANOTHER YOU CURB	DAVID KERSH	4481	3962	
10	14	8	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	4025	3734	
11	13	14	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	4018	3746	
12	8	19	SHE'S TAKEN A SHINE CAPITOL NASHVILLE	JOHN BERRY	3616	4419	
13	16	7	SAD LOOKIN' MOON RCA	ALABAMA	3567	3355	
14	18	13	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	3546	3222	
15	19	7	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	3458	3200	
16	17	12	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	3411	3291	
			★★★ AIRPOWER ★★★				
17	21	7	SITTIN' ON GO ASYLUM	BRYAN WHITE	3343	2975	
			★★★ AIRPOWER ★★★				
18	20	10	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	3251	3079	
19	7	17	SHE DREW A BROKEN HEART EPIC	PATTY LOVELESS	3062	4568	
20	10	13	EVERYTHING I LOVE ARISTA	ALAN JACKSON	3003	4148	
21	22	10	DARK HORSE ATLANTIC	MILA MASON	2961	2753	
22	25	7	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	2959	2615	
23	23	13	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	2916	2652	
24	26	4	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	2904	2325	
25	15	18	WE DANCED ANYWAY CAPITOL NASHVILLE	DEANA CARTER	2768	3655	
26	29	7	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	2547	2150	
27	33	3	A LITTLE MORE LOVE MCA	VINCE GILL	2492	1621	
28	30	12	CRY ON THE SHOULDER OF THE ROAD RCA	MARTINA MCBRIDE	2199	2012	
29	34	4	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	2163	1504	
30	31	10	COLD OUTSIDE MCA	BIG HOUSE	1878	1678	
31	35	7	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	1755	1367	
32	27	17	UNCHAINED MELODY CURB	LEANN RIMES	1605	2270	
33	36	12	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS.	BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT	1589	1329	
34	32	19	A MAN THIS LONELY ARISTA	BROOKS & DUNN	1501	1662	
35	37	7	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	1437	1226	
36	41	5	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	1433	1054	
37	45	3	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	1353	950	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
38	40	7	I NEED YOU MCA	TRISHA YEARWOOD	1308	1064	
39	43	6	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	1186	1015	
40	44	6	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	1054	959	
41	48	9	SAY YES CURB	BURNIN' DAYLIGHT	920	789	
42	52	4	LOVED TOO MUCH EPIC	TY HERNDON	872	550	
43	42	20	HALF WAY UP RCA	CLINT BLACK	867	1026	
44	47	10	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	824	808	
45	49	7	BAD FOR US WARNER BROS.	LITTLE TEXAS	821	770	
46	57	5	LET IT RAIN DECCA	MARK CHESNUTT	720	453	
47	54	4	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	700	507	
48	46	13	EASE MY TROUBLED MIND COLUMBIA	RI-COCHET	663	939	
49	38	19	HEARTBROKE EVERY DAY BNA	LONESTAR	659	1154	
50	51	8	BE HONEST ASYLUM	THRASHER SHIVER	617	563	
51	53	5	BREAKFAST IN BIRMINGHAM MCA	DAVID LEE MURPHY	595	517	
52	50	8	THE HOPECHEST SONG EPIC	STEPHANIE BENTLEY	569	579	
53	55	5	THE USED TO BE'S GIANT	DARYLE SINGLETARY	528	495	
54	39	11	I WANT TO BE YOUR GIRLFRIEND COLUMBIA	MARY CHAPIN CARPENTER	446	1121	
55	59	4	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	437	320	
56	60	5	USE MINE IMPRINT	JEFF WOOD	365	296	
57	56	12	CHANGE HER MIND STEP ONE	GENE WATSON	350	493	
58	58	4	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	343	326	
59	61	3	TAKE IT FROM ME REPRISE	PAUL BRANDT	338	244	
60	65	2	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	289	204	
			★★★ HOT SHOT DEBUT ★★★				
61	NEW		WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	257	68	
62	69	3	FIRE WHEN READY CURB	PERFECT STRANGER	252	180	
63	67	3	TRUE LIES RCA	SARA EVANS	249	191	
64	62	4	TOO LITTLE, TOO MUCH COLUMBIA	NIKKI NELSON	240	229	
65	NEW		FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	201	44	
66	68	2	DO IT AGAIN CURB	JEFF CARSON	198	180	
67	64	2	I COULD LOVE A MAN LIKE THAT WARNER BROS.	ANITA COCHRAN	189	208	
68	NEW		KEEPING YOUR KISSES RISING TIDE	KRIS TYLER	165	55	
69	71	4	ONE NIGHT STAND MAGNATONE	CARYL MACK PARKER	161	162	
70	63	9	I'D LOVE YOU TO LOVE ME CAPITOL NASHVILLE	EMILIO	160	212	
71	72	2	THE SWING EPIC	JAMES BONAMY	135	132	
72	NEW		FROM WHERE I'M SITTING DECCA	GARY ALLAN	135	77	
73	66	4	A GIRL LIKE YOU CURB	JEFFREY STEELE	130	195	
74	NEW		I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	113	36	
75	75	3	STATE OF MIND RIVER NORTH	CRYSTAL BERNARD	105	99	

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

IT WILL TAKE YOU WHERE YOU WANT TO GO ON APRIL 28.