

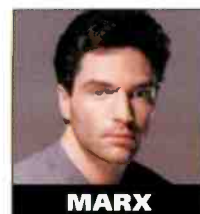
COUNTRY AIRPLAY Monitor

• We Listen To Radio •

APRIL 26, 2002

Senior VP Chris Stacey
Exits Lost Highway p. 3

Richard Marx Sounds
Off On Nashville p. 6



VOLUME 10 • NO. 17

\$6.95

NO. 1 THIS WEEK:

TOBY KEITH

My List (DREAMWORKS)

GREATEST GAINER

BROOKS & DUNN

My Heart Is Lost To You (ARISTA NASHVILLE)

AIRPLAY ADDS

BROOKS & DUNN

My Heart Is Lost To You (ARISTA NASHVILLE)

AUDIENCE

TOBY KEITH

My List (DREAMWORKS)

WHILE OTHERS ARE LOOKING
FOR THE NEXT...
WE'VE FOUND THE FIRST.

Little Big Town

Another Monument Records original.

“DON'T WASTE MY TIME”

IMPACTING NOW

60% of the Billboard/R&R panel on!

Top 10 requests coast to coast

When Fans Cross Over To Fanatics

■ by Angela King

Armed with unusually detailed airplay information, overenthusiastic fans can sometimes try the patience of both label and radio personnel.

As fans have become more Internet- and industry-savvy, their efforts on behalf of their favorite artists have become more detailed and specific than the usual request-line assaults artists' fan clubs have been organizing for years. Radio and record labels alike are increasingly hearing from fans armed with such specific information as what songs have been added to station playlists and specific numbers of detections.

BNA Records VP of national promotion Tom Baldrica has received two letters from one particular Lonestar fan. "She is telling me spin counts on all of my records. [She complains about] how I'm holding back, giving too much attention to Kenny Chesney or Kellie Coffey or whatever," he says, "basically



telling me . . . who is up or down at five or six [monitored] stations. [She claims] the label just isn't paying enough attention [to Lonestar]."

WNKT (Cat Country) Charleston, S.C., PD Loyd Ford says, "I have had some folks who would call up and report to me that they know how their artist is doing in *Billboard*. In some cases, they even know how many adds their star has that week."

KZLA Los Angeles OM R.J. Curtis also receives letters from "the most avid Garth [Brooks] fan I've ever seen. When, in her mind, we don't play enough Garth, she writes us long—two- to three-page—letters. [They are] handwritten, in absolutely flawless penmanship. [She writes] to explain to us why Garth is great and how we'll be better if we'd only play his music 24/7."

"One older guy is a Patty Loveless stalker," KMPS

Continued on page 6

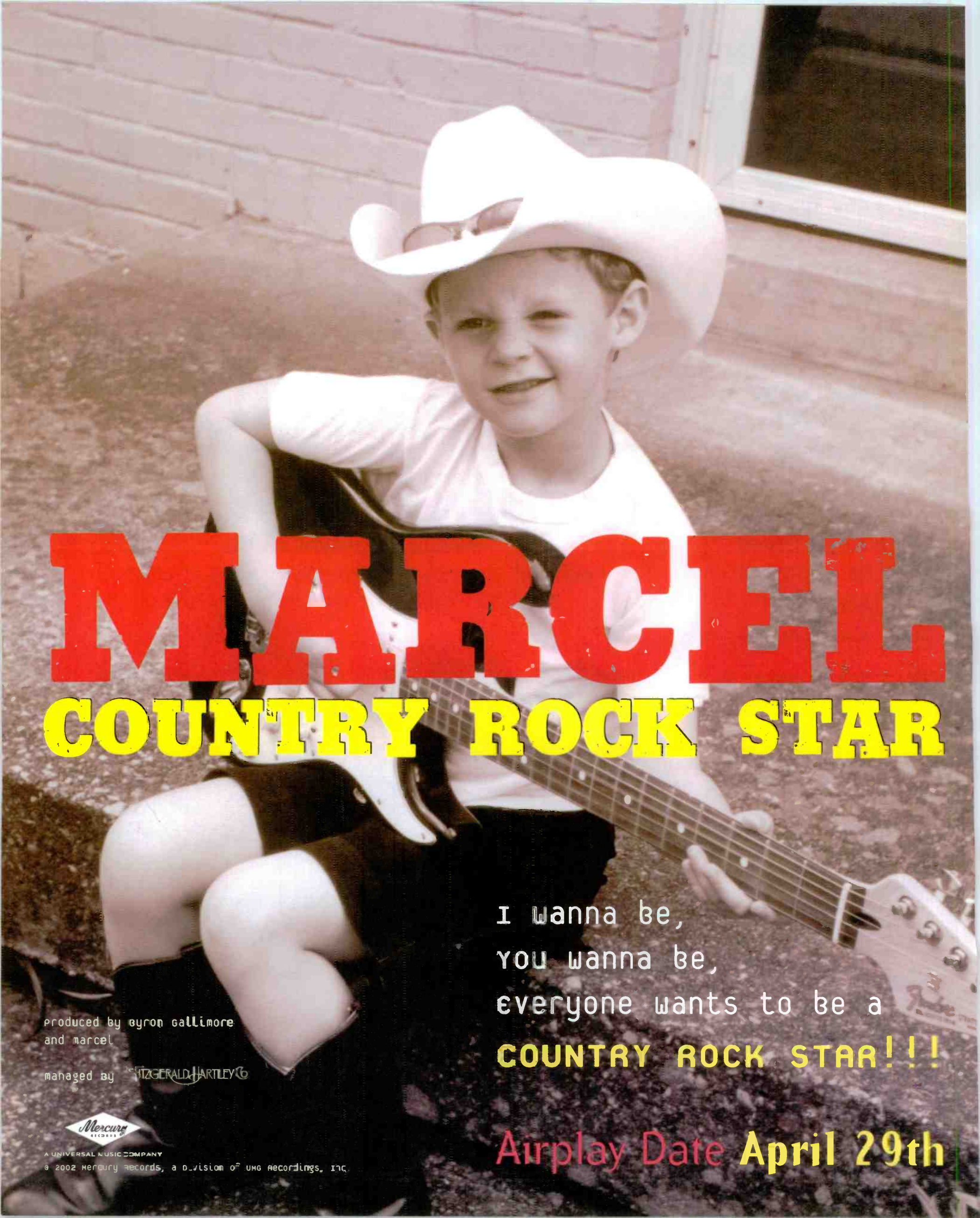


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MARCEL

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I wanna be,
you wanna be,
everyone wants to be a
COUNTRY ROCK STAR!!!

produced by byron gallimore
and marcel
managed by FITZGERALD HARTLEY & CO.



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Airplay Date **April 29th**

Bluebird Moment



WKDF Nashville recently staged a private performance with Brad Paisley at the Bluebird Cafe. Pictured, from left, are WKDF's MD Eddie Foxx, Mad Man Matt, and Blair; Paisley; and the station's Stunt Boy Justin and Ben Bennett.

RADIOACTIVE

BY PHYLLIS STARK
& ANGELA KING

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Barnett Nabs WKIS Miami PD Post



Bob Barnett joins WKIS (Kiss Country) Miami as PD. He replaces Robert W. Walker, who several months ago

announced his plan to leave the station at the end of April to become a partner in a start-up multimedia company. Barnett was OM of Clear Channel's five-station Nashville cluster, including WSIX. No word on a replacement for Barnett.

PROGRAMMING: BENSON, MANNES EXIT CITADEL

Citadel executive VP of programming Ken Benson exits the company after 18 months. VP of product development Scott Mahalick will assume Benson's duties. President of the east region Ken Mannes also exits, joining Citadel/Far West region president Jerry McKenna, who left last week (*Country Airplay Monitor*, April 19).

WRKZ Harrisburg, Pa., changes call letters to WCAT to better reflect its Cat Country slogan.

Once again, unconfirmed market rumors are circulating about a potential format change for WYNY (Y107) New York, this time spurred by the departure of sales staffer Carlos Rubio. PD/MD/p.m. driver Marty Mitchell is still with the station. Meanwhile, Shelli Sonstein, who was part of the Jim Kerr morning show at the original WYNY, joins album rock WDHA Morristown, N.J., as morning co-host, according to New York's *Daily News*.

Clear Channel/Chillicothe, Ohio, trades the frequencies of two stations, moving country WKJ from 93.3 to 94.3. AC sister WFCB moves to 93.3, which also covers Columbus, Ohio. The formats and call letters remain the same.

As tipped here several weeks ago, Cromwell Group/Decatur, Ill., launches country WZUS (US101). The station stunted with all-patriotic songs for more than a week before its debut. OM Chris Bullock is taking T&Rs for afternoons.

KIXQ Joplin, Mo., MD Cody Carlson is upped to PD, replacing Steve Smith, who will concentrate on mornings.

Cumulus/Tallahassee, Fla., OM Dave Dunaway exits to Mississippi Radio Group/Tupelo, Miss., for similar duties. The cluster includes country WWMS.

WAPP/WBPP (Apple Country) Winchester, Va., flips to classic rock as WWRT/WWRE.

Oldies KAMO Fayetteville, Ark., flips to classic country as US94. The call letters remain the same.

New classic country station KTDD (the Toad) Riverside, Calif., is temporarily simulcasting on sister KACD Thousand Oaks, Calif., which covers parts of both the Los Angeles and Oxnard, Calif., markets. Programmer Brad Chambers says KACD could still resume its previous simulcast with sports talk KXTA Los Angeles. If it does, however, he says, "we'll find other outlets for the Toad... We are looking for other dial positions that will allow us to spread what appears to be a very appealing format among listeners."

MANAGEMENT: GINSBURG GUILTY

The Dallas Morning News reports that DG Systems chairman Scott Ginsburg faces \$5.4 million in civil penalties, after being found guilty of insider trading. Ginsburg is also the former CEO of Evergreen Media.

Former Journal Broadcasting/Wichita, Kan., VP/GM Ken Fearnow becomes president of Waitt Radio Networks, based in Colorado. He replaces Cliff Gardner, who exits. Mark Todd is named VP of programming, replacing Scott Taylor, who remains for other duties.

NEW MEDIA

FullAudio bowed its digital music subscription service, MusicNow, April 17 through distribution partner Clear Channel Radio, according to *Billboard Bulletin*. The limited rollout is on the sites of five Clear Channel stations in Phoenix, including country KNIX. The service debuts later this year on CC stations in Chicago, Houston, Los Angeles, and Salt Lake City. When the rollout is complete, MusicNow will be offered through 30 Clear Channel station Web sites.

A subscription to the service starts at \$7.49 per month for 50 rental downloads. A premium plan offers 100 tracks for \$14.99 per month. The downloads accumulate as long as the subscription is upheld, and subscribers are able to acquire a new slate of tracks each month. About 50,000 tracks were available at launch. MusicNow features content from Universal Music Group, Warner Music Group, and EMI Recorded Music.

In other news, Sirius Satellite Radio has joined with 12 International Speedway facilities to create a marketing partnership that will promote Sirius to race fans across the country. The deal includes Sirius' title sponsorship of two Nascar Winston Cup events this summer.

COUNTRY CONFIDENTIAL

BY WADE JESSEN 615-321-4291 • wjessen@airplaymonitor.com



More Good News For Newcomers

Three of the 13 debut singles on our Country Airplay chart cross significant thresholds this week, including Tommy Shane Steiner's "What If She's an Angel" (RCA), which gains 219 detections and cracks the top five (6-4). Emerson Drive's "I Should Be Sleeping" (DreamWorks) enters the top 10 with an increase of 247 plays (13-10), and Little Big Town makes its first top 40 appearance, as "Don't Waste My Time" (Monument) gains 59 spins (42-40).

Other debut singles improve their chart stance, including Kellie Coffey, whose "When You Lie Next to Me" (BNA) posts a 24-21 hike on Country Airplay and a 25-21 jump on Country Audience. Coffey's single gains 123 detections and finishes with 15 million estimated audience impressions. Brad Martin's "Before I Knew Better" (Epic) is up 153 plays (34-32), while Hometown News gains 62 spins (46-43) with "Minivan" (VFR).

DOUBLE YOUR PLEASURE: As Phil Vassar's "That's When I Love You" (Arista Nashville), the last single from his debut album, goes to No. 5 on the Country Airplay chart, the lead single and title track from his forthcoming sophomore album enters the chart at No. 55. "American Child" spins at 26 monitored stations, moving Vassar into a small circle of artists who have recently placed more than one single or track on the chart simultaneously. That group includes Toby Keith, Tim McGraw, Alan Jackson, George Strait, Brooks & Dunn, Garth Brooks, and Kenny Chesney, whose "Young" (3NA) finishes at No. 3 on Country Airplay, while "The Good Stuff" takes Hot Shot Debut honors at No. 53.

Early interest in Vassar's single can be partially traced to his stirring debut performance of the song at WCRS Live! during the annual Country Radio Seminar in March.

Chesney's *No Shirt No Shoes No Problems* hit stores April 23, and Vassar's *American Child* is slated to start scanning at retail Aug. 6.

EFFECTIVE THIS ISSUE, WPCV Lakeland, Fla. (PD: Dave Wright, MD: Jeni Taylor, phone: 863-682-8184, fax: 863-683-2409), joins our panel of monitored stations. This brings our country radio panel to 149 stations.

ON THE ROW

Stacey Exits Lost Highway

Chris Stacey exits his position as senior VP of promotion and artist development at Lost Highway Records. A replacement has not been named.

As long expected, Deana Carter has signed a multi-album recording contract with Arista

Nashville. She is already working on a new album with producer Dann Huff, which is due at the end of the year. Carter previously recorded two albums for Capitol: 1996's multi-platinum *Did I Shave My Legs for This?*, which produced three No. 1 singles, and the gold-selling *Everything's Gonna Be Alright* in 1998.

Rachel Fontenot has been named coordinator of artist development and marketing at RCA. She previously was the company's administrator of sales. Her new duties include overseeing the company's syndicated radio marketing efforts.

Singer/songwriter Jamie Teachenor has joined the creative staff of Murrain Music.

Fiddle And Steele



New WQXK Youngstown, Ohio, PD Dave Steele, right, greets Arista Nashville artist Brett James after an acoustic set for WQXK listeners.

LIFELINES

Sorry to report the April 20 passing of New Northwest Broadcasting/Richland, Wash., VP/GM Terry Bailey, following a long battle with cancer. He was 54. Bailey oversaw six stations for the group, including country KIOK (Thunder Country 94.9). His background includes stints as a member of 1960s pop group *Galaxies* and later

with local country band *Missouri Freeze*, according to an obituary in the *Tri-City Herald*.

Condolences to *American Country Countdown* host Bob Kingsley, whose mother, Lillian Kingsley, died of cancer April 17. In lieu of flowers, donations may be made in her memory to Campbell Health Foundation, 713 E. Anderson, Weatherford, Texas, 76086.

ANTHONY SMITH

"if that ain't COUNTRY"

** HOT SHOT DEBUT **

TOP FIVE MOST ADDED OVER TWO WEEKS!



PEOPLE ARE TALKING ALL OVER THE "COUNTRY"...

"If that ain't a hit, I don't know what is."

— Rick Walker, WKCC

"It's so infectious. I played it on the morning show and the phones haven't stopped since."

— TJ Phillips, WEZL

"I love this record... CRANK IT!"

— Dan Zuko, WCOL

"If this doesn't make you tap your feet... then you should check your pulse."

— Marci Braun, WNCY

"You can't love music and not recognize this as a true 'good time, get rowdy, shout hallelujah and grin' crowd pleaser!!!"

— Tom Goodwin, KXKT

"The phones are ringing! They are REAL HOT real early!"

— T.J. McEntire, KBER

When Fans Cross Over To Fanatics

Continued from page 1

Seattle PD Becky Brenner says. "He calls and e-mails relentlessly. He goes on the Patty Loveless Web site constantly and calls every other day or so with Patty Loveless trivia and requests. He can't understand why we don't play Patty Loveless every day, all day."

One loyal fan regularly wrote to *Country Airplay Monitor* director of charts Wade Jessen, complaining that Shania Twain's record label, Mercury, was holding her career back and preventing her from selling more albums.

'Thanks to the Internet, [fans] are becoming more and more aggressive when it comes to working for their artists, especially at radio' —Bill Macky, MCA Nashville VP of national promotion

INTERNET SAVVY

MCA Nashville VP of national promotion Bill Macky says there is more information available to fans, and that may be the root of the current problem. "Thanks to the Internet, [fans] are becoming more and more aggressive when it comes to working for their artists, especially at radio."

Baldriga says it's not unusual to get letters from devoted fans. "This isn't the first time in the course of my record career. I've gotten notes through a regional or letters by e-mail." But, he says, these Lonestar letters are "different [because of] the knowledge, the amount of information she had amassed. Just to have all that information, quoting from five or six different radio stations' [playlists], having the numbers right on the money, [and asking such questions as], 'How come they have 30 spins on Kenny and 10 on Lonestar?' This is just a really, really, really passionate fan who is trying to stick up for her favorite artist."

Baldriga was passionate, too: "I was so pissed off. I called her. I told her who I was and said, 'I got the letter you sent. Just what the fuck is your problem?' I was so irritated by it. I'm glad Lonestar has rabid, passionate fans that keep them selling and successful. [But] I don't think this particular individual or anybody who takes the time to write a record label and ream you is taking the time to think about how this really works. [They think], 'Hey, snap your fingers and tell these guys to play your record 50 times a week. You're just not working it as hard and don't care about it as much.' I told her when I spoke to her, 'You have no right to tell me I don't care.'"

Curtis characterizes the Garth fan's letters as "passive-aggressive. They're creative, passionate, and informative. She's never nasty. In fact, she has a sweetness to her that makes it impossible to dislike or even get frustrated with [her]."

But WFRÉ Frederick, Md., PD Lisa Allen has seen the other side of fan obsession. "Bryan White had a single out, the last single they were working on him, and we weren't playing it. This woman called me to complain that we weren't playing his latest single. I tried to explain it to her, and out of the blue she says, 'You don't like Bryan White, do you?' We were playing a couple of his songs in gold, but it didn't matter."

NO BOUNDARIES

While fans are demonstrating more industry-savvy appreciation for their favorite artists, their fixation still manifests itself in other ways. Brenner says, "One young woman calls herself 'Little Reba.' She worships Reba McEntire. Whenever we have a promotion event remotely related to Reba, she is there. She carries posters with pictures of Reba. . . . She considers herself a Reba clone in terms of talent,

MONITOR PROFILE

Richard Marx Is Satisfied Writing And Producing On Music Row

Despite often being publicly vocal about his frustrations with the Nashville music industry, Richard Marx is, nonetheless, starting to become entrenched in it.

Best-known for such pop hits as "Hold On to the Nights" and "Right Here Waiting," Marx has been writing with Nashville artists and songwriters for several years now and has added "country producer" to his résumé, with recent turns behind the board for Emerson Drive and new Republic/Universal act the Marie Sisters.

He has previously collaborated with, or written for, Chely Wright, Jamie O'Neal, Meredith Edwards, Keith Urban, and Shane Minor. He also wrote and produced the Barbra Streisand/Vince Gill duet "If You Ever Leave Me." But it was when he began writing with Shedaisy's Kristyn Osborn that, Marx says, "things started to open up for me [in Nashville]."

Marx has repeatedly discussed in interviews feeling "unwelcome" in Nashville. As evidenced by his recent successes there, however, not everyone makes him feel that way. "There are enough people in Nashville in decision-making positions who are as bored with a lot of country radio as I am," he says. "There is so much of the same record being made. There is nothing adventurous."

"Where are the country stars of tomorrow? What I'm seeing for the last two years are a lot of one-hit wonders," Marx continues, adding that the phenomenon doesn't just apply to country music. "Lack of artist development is a disease throughout the music business. The last thing in the world I'd want to be right now is a new artist, and Nashville is as guilty of throwing [them] out in the trash as anybody."

Marx doesn't mince words when it comes to his contempt for some of the Music Row establishment. "My personal experience with various record company [executives] in Nashville is that it's the same sort of inept behavior—it's just constantly camouflaged with this good old boy thing that I could always smell from two miles away. When I come into Nashville, I am always having to decipher what is real."

"Country radio and many of the record-company executives in Nashville are constantly screaming about wanting something new and, when faced with something new, they don't want it," Marx adds. "Look at what it took for Shania Twain to have a career."

[and she] often dresses like Reba."

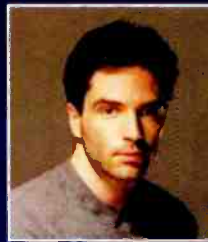
Ford says many fans don't know boundaries. "We did a show with Keith Urban several months ago. Three women—two were married with children—traveled 1,735 miles to see the show. They came in town, knew which radio station was presenting the show, and came directly to my afternoon show so they might catch him doing a live interview."

Some fans prove to be easily offended if they feel their artist is being attacked. Allen says she encountered some of this anger with Billy Ray Cyrus fans when he "played our fair a couple of years ago. The grandstand area has a permanent stage, separated from the track seating by a strip with potted plants. During his show, Billy Ray handed a couple of the plants to fans that made their way to the front of the stage."

"The following morning, our morning co-host was talking about that, [and she] said that he shouldn't have done that, because those plants were part of the stage and not his to give," Allen continues. "Not only did we get flooded with callers accusing [her] of being a Billy Ray Cyrus hater, we also got a call from the mother of one of the girls who was given a plant, demanding an apology because we embarrassed her daughter."

Marx scoffs at record execs who "go to the press and say, 'We have to preserve traditional country,' then hang up [on those discussions] and call the West Coast office and say, 'Where's my pop remix?'"

Not that he thinks there's anything wrong with pop remixes. "The executives make statements about preserving traditional music, but at the end of the day, traditional country music doesn't sell." Pop-sounding records, he says, are what's selling right now, "and there's nothing wrong with that. Three years from now [what sells] could be all reincarnations of George Jones, and that would be great."



RICHARD MARX
Songwriter/Producer

'Lack of artist development is a disease throughout the music business'

He also takes issue with artists who pay lip service to country's roots without really believing in what they are saying: "It's almost like these [artists] go to a camp where they are trained to say these things, and it's all so phony."

Marx may sound angry, but he says his musical experiences in Nashville have been "primarily good. Some of my greatest musical moments have happened there and, hopefully, will continue to. Some of the greatest musicians working are in Nashville. The musical part of it has been very nourishing for me. I love what that town does for me."

He admits, however, that his work isn't for everyone. "I think there are a lot of artists there who I'd be a good musical match for and a lot of artists [for whom] the last thing they need is me."

A year ago, Marx released a single of his own to country radio, "Straight From My Heart," which got airplay in several markets but failed to take off nationally. Marx says now that he knew the record would never fly at country radio. "There are a lot of country programmers who

are locked in the past," he says. "But there were also a handful of people who might have played it but wondered how committed I was to the format."

Ironically, few people know that Marx's country roots actually run deep. His early influences include Tom T. Hall, Merle Haggard, and, particularly, Larry Gatlin. His very first cut as a songwriter was Kenny Rogers' No. 1 hit "Crazy" in 1984.

Marx produced two songs on the upcoming Emerson Drive album, including potential next single "Fall Into Me." And despite it being "the first time I produced something I didn't write," Marx says working with that Canadian group was a fulfilling experience. "When we got in the studio, there was really a sense of understanding each other. I could see past their obvious strengths to their hidden talents. They were really willing to give me their best and, in return, I gave them some cheerleading and some confidence. . . . If it's a successful record, it will open some eyes in Nashville."

He also co-wrote and produced two tracks, "I Will Hold On" and "If I Fall in Love," on the upcoming debut album from the Marie Sisters.

While Marx continues to own Signal 21, the Navarre-distributed label he launched in 2000 with former Blood, Sweat & Tears drummer Bobby Colomby, he says his days as a recording artist are probably over.

"I'm kind of at a place where I'm so OK and comfortable with the fact that I had a great run as a singer and performer and lived all the dreams I had as a kid," he says. "I had six or seven years where it all worked."

Marx compares himself to his friend Michael Bolton, who is still living his dreams on the road. "Michael Bolton e-mails me every other week from some [new] town. When I see other people doing it, I don't miss it. I don't envy it. I have three great sons and a gorgeous wife I hate being away from. I don't have the taste for it anymore. I'm full."

"It's not worth it for me," Marx continues. "I get it for Michael Bolton. He's still really hungry for another round of success. He wants more, but I don't." Marx is happier now, he says, "going in the studio and having a ball creating music for someone else. . . . I still do a lot of benefits where I perform, but for the most part, I'm really happy being Richard Marx the songwriter/producer." **PHYLLIS STARK**

—ACCESS— NASHVILLE

Wright To Host Sizzlin' Country

Chely Wright will host the eighth annual Sizzlin' Country Concert May 21 in Burbank, Calif. The show is a benefit for the Cystic Fibrosis Foundation. On the bill are Trace Adkins, Tammy Cochran, Carolyn Dawn Johnson, Blake Shelton, Jeffrey Steele, Tommy Shane Steiner, Trick Pony, Keith Urban, and the Doo-Wah Riders.

KZLA Los Angeles will also raise money for the Cystic Fibrosis Foundation with its second annual Celebrity Bartender Bash May 20. Participating artists will include Kevin Denney, Andy Griggs, Little Big Town, Lila McCann, Brad Martin, Blake Shelton, and Rascal Flatts, plus numerous soap-opera stars.

Dixie Chicks have been added to the lineup of *VH1 Divas Las Vegas*, which will be telecast live May 23 from the MGM Grand in Las Vegas. Other performers are Celine Dion,

Mary J. Blige, Cher, and Shakira.

Carolyn Dawn Johnson is the only country performer on the bill for the Best Buy Nashville River Stages festival, which will feature 60 acts May 3-5. She will perform May 4.

Jeff Carson and actress Leslie Easterbrook will co-host the Sugarbugs Celebrity Shoot May 3-4 at the Nashville Gun Club. Comedians T. Bubba Bechtol and Kasey Jones will co-host a celebrity party during the shoot. The events raise money for children with diabetes. The shoot will air on the Outdoor Life TV network in the fall.

BNA act Pinmonkey lost its bus in a fire following radio tour visits to Charleston, S.C., stations WEZL and WNKT. No one was injured, but the bus was destroyed and clothing and personal items were badly damaged. The band's instruments and sound equipment are intact.

High Five Entertainment will tape the TNN special *Sharp Dressed Man: A Tribute to ZZ Top* May 2. Participants will include Brad Paisley, Andy Griggs, Tracy Byrd, and Trace Adkins. Another High Five-produced TNN special will tape May 1 and will feature rising country music stars, including Rascal Flatts, Darryl Worley, and Tammy Cochran.

Blake Shelton recruited Nascar driver Elliot Sadler to play his cousin in the video for "Ol' Red," which was recently shot in Nashville.

Check out
JoAnna's video in

**HOT SHOT
ROTATION
on CMT!!!**

**& MEDIUM
ROTATION
on GAC!!!**

The debut release from...

JOANNA JANÉT *Since I've Seen You Last*
{JEN-NAY}

NOW PLAYING ON...

WFMS / WPUR / WHWK / WAYZ / WRKZ / WWYZ / WIOV / WSM / WBEE / WGGY
KCCY / WITL / WWQM / WNKT / WGNE / WRNS / WGNE / WRNS / WIVK / WDEN
WYYD / WCTQ / WRBQ / WYNK / KPLM / KSOP / KUBL / KIXZ / KIIM / KJUG

"Since I've Seen You Last" is infectious.

If you play it a little, you'll have to play it a lot... Your audience will DEMAND it!!

— **PAUL ORR** • WYNK, Baton Rouge, LA



WE BELIEVE! www.dreamworksnashville.com ©2002 SKG Music Nashville L.L.C. d/b/a DreamWorks Records Nashville



GREATEST GAINERS COUNTRY

BROOKS & DUNN • <i>My Heart Is Lost To You</i> (ARISTA NASHVILLE) +568 WYUU +40, KHKI +19, KMLE +17, WKHX +17, KPLX +14, KBEO +14, KXKT +14, KSSN +14, KIIM +13, WKDF +13
STEVE AZAR • <i>I Don't Have To Be Me ('Til Monday)</i> (MERCURY) +345 KWJJ +30, WZZK +20, WYNK +19, WQDR +17, KCYY +17, WROO +17, WQIK +17, WGGY +15, WXBW +15, KMLE +14
DARRYL WORLEY • <i>I Miss My Friend</i> (DREAMWORKS) +318 WYGY +17, WKSJ +12, WUSY +12, WUBE +11, KBEO +10, WRKZ +10, WDRM +9, KRST +9, WGH +9, WYRK +9
BRAD PAISLEY • <i>I'm Gonna Miss Her (The Fishin' Song)</i> (ARISTA NASHVILLE) +305 KSCS +21, KASE +19, KEEY +16, KFRG +15, WHOK +13, WGAR +13, WBEE +11, WUBE +11, WTGE +11, WYYD +10
ALAN JACKSON • <i>Drive (For Daddy Gene)</i> (ARISTA NASHVILLE) +287 WYCD +24, WWGR +21, WIVK +20, KKCS +14, KUPL +14, WYRK +14, WYYZ +14, WRKZ +12, KBQI +11, WRBT +9

COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 149 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	AUDIENCE (millions)	
					TW	LW
			★ ★ ★ No. 1 ★ ★ ★			
1	1	16	MY LIST DREAMWORKS 4 weeks at No. 1	TOBY KEITH	42.621	42.378
2	2	11	DRIVE (FOR DADDY GENE) ARISTA NASHVILLE	ALAN JACKSON	39.123	37.001
3	3	19	YOUNG BNA	KENNY CHESNEY	36.419	36.478
4	4	24	THAT'S WHEN I LOVE YOU ARISTA NASHVILLE	PHIL VASSAR	34.537	35.554
5	5	27	I'M MOVIN' ON LYRIC STREET	RASCAL FLATTS	34.338	33.911
6	6	19	WHAT IF SHE'S AN ANGEL RCA	TOMMY SHANE STEINER	33.508	32.064
7	10	21	I DON'T HAVE TO BE ME ('TIL MONDAY) MERCURY	STEVE AZAR	31.454	28.192
8	9	9	LIVING AND LIVING WELL MCA NASHVILLE	GEORGE STRAIT	30.801	28.482
9	12	15	MODERN DAY BONNIE AND CLYDE COLUMBIA	TRAVIS TRITT	27.205	25.787
10	8	26	BLESSED RCA	MARTINA MCBRIDE	26.894	29.930
11	7	27	I BREATHE IN, I BREATHE OUT CAPITOL	CHRIS CAGLE	25.499	30.346
12	13	21	I SHOULD BE SLEEPING DREAMWORKS	EMERSON DRIVE	25.231	24.100
13	11	22	THE COWBOY IN ME CURB	TIM MCGRAW	23.929	28.096
14	18	8	I'M GONNA MISS HER (THE FISHIN' SONG) ARISTA NASHVILLE	BRAD PAISLEY	22.146	18.216
15	14	36	GOOD MORNING BEAUTIFUL CURB	STEVE HOLY	21.754	23.211
16	19	12	NOT A DAY GOES BY BNA	LONESTAR	18.743	17.318
17	17	18	I DON'T WANT YOU TO GO ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	18.540	18.694
18	20	17	THAT'S JUST JESSIE LYRIC STREET	KEVIN DENNEY	16.099	16.136
19	23	13	MENDOCINO COUNTY LINE LOST HIGHWAY/MERCURY	WILLIE NELSON DUET WITH LEE ANN WOMACK	15.503	15.020
20	24	14	JUST WHAT I DO WARNER BROS./WRN	TRICK PONY	15.365	14.431
21	25	14	WHEN YOU LIE NEXT TO ME BNA	KELLIE COFFEY	15.086	13.869
22	22	19	I CRY EPIC	TAMMY COCHRAN	14.922	15.107
23	26	13	THE ONE MCA NASHVILLE	GARY ALLAN	14.791	13.063
24	29	9	TONIGHT I WANNA BE YOUR MAN RCA	ANDY GRIGGS	11.142	9.358
25	32	3	MY HEART IS LOST TO YOU ARISTA NASHVILLE	BROOKS & DUNN	11.031	7.139
26	28	5	I MISS MY FRIEND DREAMWORKS	DARRYL WORLEY	10.796	9.463
27	31	8	HELP ME UNDERSTAND CAPITOL	TRACE ADKINS	9.255	7.705
28	21	13	SQUEEZE ME IN CAPITOL/MCA NASHVILLE	GARTH BROOKS DUET WITH TRISHA YEARWOOD	9.160	15.322
29	30	7	GET OVER YOURSELF LYRIC STREET	SHEDAISY	8.087	7.843
30	34	6	I KEEP LOOKING RCA	SARA EVANS	7.899	6.200
31	27	17	JEZEBEL MCA NASHVILLE	CHELY WRIGHT	7.787	11.172
32	33	8	GOODBYE ON A BAD DAY MCA NASHVILLE	SHANNON LAWSON	6.417	6.551
33	37	5	BEFORE I KNEW BETTER EPIC	BRAD MARTIN	6.075	5.071
34	36	8	THREE DAYS REPUBLIC/UNIVERSAL SOUTH	PAT GREEN	5.283	5.102
35	38	4	SHE WAS COLUMBIA	MARK CHESNUTT	5.270	4.777
36	39	4	THE IMPOSSIBLE UNIVERSAL SOUTH	JOE NICHOLS	5.040	4.481
37	NEW	▶	TEN ROUNDS WITH JOSE CUERVO RCA	TRACY BYRD	4.973	3.114
38	40	2	OL' RED WARNER BROS./WRN	BLAKE SHELTON	4.647	3.153
39	NEW	▶	CHASIN' AMY ARISTA NASHVILLE	BRETT JAMES	3.397	2.835
40	NEW	▶	BEAUTIFUL MESS ARISTA NASHVILLE	DIAMOND RIO	3.044	2.576

Songs ranked by audience, computed by cross-referencing exact times of airplay with Arbitron listener data. ○ Songs showing an increase in audience over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in audience does not exceed the percentage of monitored station downtime for the format. A song with a gain in audience over the previous week is placed first if tied with a song with a decline over the same period. When tied songs are each gaining in audience or each losing in audience, the song being played on more stations is placed first. Songs become re-currents and are removed from this chart in conjunction with the Country Airplay chart.

Billboard Top Country Singles Sales SoundScan

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

BILLBOARD ISSUE DATE: APRIL 27, 2002				
THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
NO. 1				
1	1	87	BUT I DO LOVE YOU/CAN'T FIGHT THE MOONLIGHT ● CURB 73116 26 weeks at No. 1	LEANN RIMES
2	2	14	THAT'S JUST JESSIE LYRIC STREET 164063/HOLLYWOOD	KEVIN DENNEY
3	3	7	I SHOULD BE SLEEPING DREAMWORKS 450362/INTERSCOPE	EMERSON DRIVE
4	5	29	WHERE THE STARS AND STRIPES AND THE EAGLE FLY LYRIC STREET 164059/HOLLYWOOD	AARON TIPPIN
5	4	13	OSAMA-YO' MAMA CURB 73130	RAY STEVENS
6	6	27	GOD BLESS THE USA CURB 73128	LEE GREENWOOD
7	9	253	HOW DO I LIVE ▲ CURB 73022	LEANN RIMES
8	7	25	AMERICA WILL ALWAYS STAND RELENTLESS NASHVILLE 5137*/MADACY	RANDY TRAVIS
9	11	20	NIGHT DISAPPEAR WITH YOU LYRIC STREET 164050/HOLLYWOOD	BRIAN MCCOMAS
10	8	37	SOMETHIN' IN THE WATER MONUMENT 79625/SONY	JEFFREY STEELE
11	13	82	THE WAY YOU LOVE ME WARNER BROS. 16818/WRN	FAITH HILL
12	14	27	GOD BLESS AMERICA CURB 73127	LEANN RIMES
13	10	56	LOVE IS ENOUGH RCA 69034/RLG	3 OF HEARTS
14	12	40	UNBROKEN BY YOU LYRIC STREET 164048/HOLLYWOOD	KORTNEY KAYLE
15	15	48	ON A NIGHT LIKE THIS WARNER BROS. 16751/WRN	TRICK PONY
16	16	3	ALMOST THERE REPUBLIC/UNIVERSAL 015736/UMRG	GABBIE NOLEN
17	17	25	A ROSE IS A ROSE MERCURY 172193	MEREDITH EDWARDS
18	20	109	ROCKY TOP '96 DECCA 155274/MCA NASHVILLE	THE OSBORNE BROTHERS
19	23	22	GIRL IN LOVE COLUMBIA 79648/SONY	ROBIN ENGLISH
20	25	98	IT DON'T MATTER TO THE SUN/LOST IN YOU ● CAPITOL 58788	GARTH BROOKS AS CHRIS GAINES

○ Records with the greatest sales gains this week. ● Recording Industry Assn. of America certification for sales of 500,000 units. ▲ RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol. © 2002 VNU Business Media, Inc. and SoundScan, Inc. All rights reserved.

Billboard TOP COUNTRY ALBUMS SoundScan

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

BILLBOARD ISSUE DATE: APRIL 27, 2002					
THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE PEAK POSITION
NO. 1					
1	1	1	71	SOUNDTRACK ▲ ⁵ LOST HIGHWAY 170069/MERCURY (12.98/19.98) 33 weeks at No. 1	O BROTHER, WHERE ART THOU? 1
2	2	2	13	ALAN JACKSON ▲ ² ARISTA NASHVILLE 67039/RLG (12.98/18.98)	DRIVE 1
3	3	3	97	RASCAL FLATTS ▲ LYRIC STREET 165011/HOLLYWOOD (11.98/17.98)	RASCAL FLATTS 3
4	4	4	10	VARIOUS ARTISTS ● BNA 67043/RLG (12.98/17.98)	TOTALLY COUNTRY: 17 NEW CHART-TOPPING HITS 2
5	7	5	33	TOBY KEITH ▲ DREAMWORKS 450297/INTERSCOPE (12.98/18.98)	PULL MY CHAIN 1
6	NEW	▶	1	TOMMY SHANE STEINER RCA 67041/RLG (16.98 CD)	THEN CAME THE NIGHT 6
7	6	6	51	TIM MCGRAW ▲ CURB 78711 (12.98/18.98)	SET THIS CIRCUS DOWN 1
8	5	7	89	SOUNDTRACK ▲ ³ CURB 78703 (11.98/17.98)	COYOTE UGLY 1
9	NEW	▶	1	STEVE EARLE E-SQUARED 751128/ARTEMIS (18.98 CD)	SIDETRACKS 9
10	13	18	46	BRAD PAISLEY ● ARISTA NASHVILLE 67008/RLG (11.98/17.98)	PART II 3
11	9	10	30	MARTINA MCBRIDE ▲ RCA 67012/RLG (12.98/18.98)	GREATEST HITS 1
12	10	11	80	TRAVIS TRITT ▲ COLUMBIA 62165/SONY (11.98 EQ/17.98)	DOWN THE ROAD I GO 8
13	8	9	22	GARTH BROOKS ▲ ³ CAPITOL 31330 (10.98/18.98)	SCARECROW 1
14	NEW	▶	1	CHRIS LEDOUX CAPITOL 34571 (10.98/17.98)	AFTER THE STORM 14
15	11	14	35	ALISON KRAUSS + UNION STATION ● ROUNDER 610495/IDJMG (11.98/17.98)	NEW FAVORITE 3
16	14	12	81	KENNY CHESNEY ▲ ² BNA 67976/RLG (12.98/18.98)	GREATEST HITS 1
17	16	17	13	WILLIE NELSON LOST HIGHWAY 186231/MERCURY (12.98/18.98)	THE GREAT DIVIDE 5
18	12	16	73	TIM MCGRAW ▲ ² CURB 77978 (12.98/18.98)	GREATEST HITS 1
19	15	13	52	BROOKS & DUNN ▲ ARISTA NASHVILLE 67003/RLG (12.98/18.98)	STEERS & STRIPES 1
20	17	21	42	LONESTAR ▲ BNA 67011/RLG (12.98/18.98)	I'M ALREADY THERE 1

○ Albums with the greatest sales gains. ● Recording Industry Assn. of America (RIAA) certification for sales of 500,000 album units. ▲ RIAA certification for sales of 1 million units (Platinum). ◆ RIAA certification for net shipment of 10 million units (Diamond). Numeral following Platinum or Diamond symbol indicates album's multi-platinum level. Greatest Gainer shows chart's largest unit increase. Pacesetter indicates biggest percentage growth. © 2002 VNU Business Media, Inc. and SoundScan, Inc. All rights reserved.

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**"Rodney
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Kevin O'Neal /
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to be BIG... He had
our audience
mesmerized"**

Brian Gary /
KUAD- Ft. Collins

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to-earth guy
and he's got a
smoldering
voice to boot!"**

Tonya Campos /
KZLA- Los Angeles

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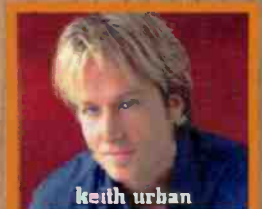
Performances By



Trace Adkins



Tammy Cochran



Keith Urban



Tommy Shane Steiner



Carolyn Dawn Johnson



Jamie O'Neal



Blake Shelton



Trick Pony



Jeffrey Steele



The Wild Riders

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Songs ranked by number of detections. Playlists are listed in order of TSA weekly cume, beginning with the highest-cuming station. Cumes are updated twice weekly following the release of the spring and fall Arbitron surveys. The number of stations shown each week varies depending upon space. Airplay Adds (AA) denotes songs with 6 or more detections at station for first time this week.

KNIX Phoenix PD: George King MD: Gwen Foster Clear Channel 480-966-6236. Top 30 list including Alan Jackson Drive (For Daddy Gene), Rascal Flatts I'm Movin' On, Phil Vassar That's When I Love You, etc.

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600. Top 30 list including Steve Azar I Don't Have To Be Me (Til), Phil Vassar That's When I Love You, etc.

WGAR Cleveland PD: Meg Stevens MD: Chuck Collier Clear Channel 216-520-2600. Top 30 list including Alan Jackson Drive (For Daddy Gene), Steve Azar I Don't Have To Be Me (Til), etc.

WTQR Greensboro PD: Paul Franklin APD/MD: Angie Ward Clear Channel 336-822-2000. Top 30 list including Alan Jackson Drive (For Daddy Gene), Toby Keith My List, etc.

WKIS Miami MD: Darlene Evans Beasley 305-654-1700. Top 30 list including Phil Vassar That's When I Love You, Alan Jackson Drive (For Daddy Gene), etc.

WWKA Orlando PD: Len Shackelford MD: Shadow Stevens Cox 407-298-9292. Top 30 list including Brooks & Dunn The Long Goodbye, Tim McGraw The Cowboy In Me, etc.

WFMS Indianapolis OM: David Wood PD: Bob Richards MD: J.D. Cannon Susquehanna 317-842-9550. Top 30 list including Kenny Chesney Young, George Strait Living And Loving Well, etc.

KSD St. Louis MD: Mark Langston Clear Channel 314-436-9370. Top 30 list including Jo Dee Messina With Tim McGraw Bring On T, Martina McBride Blessed, etc.

WBCT Grand Rapids OM: Doug Montgomery MD: Dave Tait Clear Channel 616-459-1919. Top 30 list including Alan Jackson Drive (For Daddy Gene), George Strait Living And Loving Well, etc.

WWY Hartford PD: Jay McCarthay MD: Jay Thomas Clear Channel 860-723-6000. Top 30 list including Kenny Chesney Young, Toby Keith My List, etc.

WQDR Raleigh PD: Lisa McKay MD: Morgan Thomas Curtis Media 919-876-6464. Top 30 list including Steve Azar I Don't Have To Be Me (Til), Chris Cagle I Breathe In, I Breathe Out, etc.

WSOC Charlotte OM/PD: Jeff Roper APD/MD: Rick McCracken Infinity 704-522-1103. Top 30 list including Alan Jackson Drive (For Daddy Gene), Rascal Flatts I'm Movin' On, etc.

WSSL Greenville OM: Bruce Logan APD/MD: Kix Layton Clear Channel 864-242-1005. Top 30 list including Toby Keith My List, Rascal Flatts I'm Movin' On, etc.

WAMZ Louisville OM: Kelly Carls PD/MD: Coyote Calhoun Clear Channel 502-582-7840. Top 30 list including Alan Jackson Drive (For Daddy Gene), Steve Azar I Don't Have To Be Me (Til), etc.

KSON San Diego OM: John Dimick APD/MD: Greg Frey Jefferson Pilot 619-291-9797. Top 30 list including Tommy Shane Steiner What If She's An An, Alan Jackson Drive (For Daddy Gene), etc.

KIKK Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5957. Top 30 list including George Strait Living And Loving Well, Phil Vassar That's When I Love You, etc.

WMIL Milwaukee OM/PD: Kerry Wolfe MD: Mitch Morgan Clear Channel 414-545-8900. Top 30 list including Kenny Chesney Young, Toby Keith My List, etc.

WUBE Cincinnati OM: Tim Closson APD: Kathy O'Connor MD: Duke Hamilton Infinity 513-721-1050. Top 30 list including Brad Martin Before I Knew Better, Phil Vassar That's When I Love You, etc.

KUPL Portland, OR PD: Cary Rolfe MD: Rick Taylor Infinity 503-223-0300. Top 30 list including Alan Jackson Drive (For Daddy Gene), Kenny Chesney Young, etc.

WKKT Charlotte OM: Mike Beriak PD: Kevin King MD: Keith Todd Clear Channel 704-714-9444. Top 30 list including Phil Vassar That's When I Love You, Kenny Chesney Young, etc.

KWJ Portland, OR OM: Bruce Agler PD: Ken Boessen MD: Craig Lockwood Fisher 503-228-4393. Top 30 list including Kenny Chesney Young, Tommy Shane Steiner What If She's An An, etc.

WUSY Chattanooga OM: Clay Hunnicutt MD: Bill Poindexter Clear Channel 423-892-3333. Top 30 list including Alan Jackson Drive (For Daddy Gene), Toby Keith My List, etc.

WGNA Albany, NY PD: Buzz Brandy MD: Bill Earley Regent 518-782-1474. Top 30 list including Chris Cagle I Breathe In, I Breathe Out, George Strait I Should Be Sleeping, etc.

WESC Greenville OM: Bruce Logan MD: John Landrum Clear Channel 864-242-4660. Top 30 list including Alan Jackson Drive (For Daddy Gene), Toby Keith My List, etc.

Airplay Adds (AA) denotes songs with 6 or more detections at station for first time this week.

POWER PLAYS

WDAF Kansas City PD/MD: Ted Cramer Entercom 913-677-8998. Table with columns for rank, artist, and title.

KCYY San Antonio OM: Steve Giuttan Cox 210-615-5400. Table with columns for rank, artist, and title.

WZZK Birmingham OM/PD: Rick Shockley Cox 205-916-1100. Table with columns for rank, artist, and title.

KNCI Sacramento OM: Mark Evans APD: Jennifer Wood Infinity 916-338-9200. Table with columns for rank, artist, and title.

KFKF Kansas City PD: Dale Carter MD: Tony Stevens Infinity 816-753-4000. Table with columns for rank, artist, and title.

WYRK Buffalo PD: John Paul APD/MD: Chris Keyzer Infinity 716-852-7444. Table with columns for rank, artist, and title.

KUBL Salt Lake City OM: Ed Hill MD: Pat Garrett Citadel 801-485-6700. Table with columns for rank, artist, and title.

WCTK Providence PD: Rick Everett MD: Sam Stevens Hall 401-467-4366. Table with columns for rank, artist, and title.

WSIX Nashville OM: Bob Barnett PD: Mike Moore APD/MD: Billy Greenwood Clear Channel 615-664-2400. Table with columns for rank, artist, and title.

KATM Modesto PD: Randy 'Bubba' Black APD: D.J. Walker MD: Joe Roberts Citadel 209-523-7756. Table with columns for rank, artist, and title.

KSSN Little Rock PD: Bill Dotson Clear Channel 501-217-5000. Table with columns for rank, artist, and title.

KBEQ Kansas City PD: Mike Kennedy MD: T.J. McEntire Infinity 816-531-2535. Table with columns for rank, artist, and title.

Large graphic advertisement for 'DEBUT ARTIST PLANNING PACKAGE' by Lee Ann Photoglo. Features a large image of a record sleeve with 'AIRPLAY Monitor BRAND' and 'COUNTRY 106.5 WYRK' logos. Text includes 'artist development whoop-ass.', 'Call for details... Lee Ann Photoglo', 'laphotoglo@airplaymonitor.com', and 'Phone: (615) 321-4294 Fax: (615) 320-0454'.

Songs ranked by number of detections. Playlists are listed in order of TSA weekly come, 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.

Airplay Adds (AA) denotes songs with 6 or more detections at station for first time this week.

WYGY Cincinnati PD: Jay Phillips APD: Dawn Michaels Salem 513-533-2500

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

WGKX Memphis PD: Greg Billingsley MD: Mark Bilzingsley Barnstable 901-682-1106

WBEE Rochester, NY OM: Dave Symonds MD: Coyote Collins Entercom 716-423-2900

WXBQ Johnson City PD: Bill Hagel MD: Reggie Neely Bristol 276-669-8112

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

WYUU Tampa OM/DP: Eric Logan MD: Jay Roberts Infinity 813-287-1047

WCOL Columbus, OH PD: Johnboy Crenshaw MD: Dan Zuklo Clear Channel 614-486-6101

KASE Austin Dir. of Operations: Jason Kane APD: Bob Pickett Clear Channel 512-495-1300

WDRM Huntsville OM: Wes McShay APD: Stuart Langston MD: Dan McClain Clear Channel 256-837-1021

WGH Norfolk OM: Randy Brooks Barnstable 757-671-1000

KTST Oklahoma City Dir. of Pgm: L.J. Smith APD: Crash Clear Channel 405-528-5543

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

WQMX Akron OM: Kevin Mason APD: Ken Steel Rubber City 330-869-9800

WCMS Norfolk OM: Randy Brooks APD: Rick Prater Barnstable 757-671-1000

WBUL Lexington OM: Barry Fox APD: Ric Larson Clear Channel 859-422-1000

WHOK Columbus, OH OM: Charley Lake APD/MD: George Wolf Infinity 614-227-9696

KWNR Las Vegas OM: John Marks MD: Brooks O'Brien Clear Channel 702-732-7753

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

WKDF Nashville PD: Dave Kelly MD: Eddie Foxx Citadel 615-244-9533

WQIK Jacksonville Dir. of Pgm: Gail Austin APD: Marshall Howell MD: John Scott Clear Channel 904-636-0507

WSM Nashville PD/MD: Kevin O'Neal APD: Frank Seres Gaylord 615-889-6595

WFLS Fredericksburg PD: John Reed Free Lance-Star 540-373-1500

KKAT Salt Lake City PD: Eddie Haskell Clear Channel 801-908-1300

Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population. *Indicates station experienced between 24 and 56 hours of monitored downtime during the chart week.

Total Detections/Gain											Total Detections/Gain											Total Detections/Gain											Total Detections/Gain											Total Detections/Gain																																																																																																																								
TRACE ADKINS 1492/158																																	GARY ALLAN 2270/177																																	STEVE AZAR 4259/345																																	TAMMY COCHRAN 2534/33																																	KELLIE COFFEY 2456/123																																
<i>Help Me Understand (Capitol)</i>																																	<i>The One (MCA Nashville)</i>																																	<i>I Don't Have To Be Me (Til Monday) (Mercury)</i>																																	<i>I Cry (Epic)</i>																																	<i>When You Lie Next To Me (BNA)</i>																																
Total Stations: 140											Chart Move: 31-27											Total Stations: 147											Chart Move: 27-22											Total Stations: 148											Chart Move: 10-7											Total Stations: 144											Chart Move: 22-20											Total Stations: 146											Chart Move: 24-21																																																																	
<table border="0"> <tr> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> <th>City</th><th>Station</th><th>TW</th><th>LW</th><th>ZW</th><th>ID</th><th>Green</th> </tr> <tr> <td>New York</td><td>WYNY</td><td>16</td><td>17</td><td>14</td><td>115</td><td>Albany</td> <td>New York</td><td>WYNY</td><td>20</td><td>16</td><td>17</td><td>149</td><td>Albany</td> <td>New York</td><td>WYNY</td><td>21</td><td>23</td><td>25</td><td>264</td><td>Albany</td> <td>New York</td><td>WYNY</td><td>26</td><td>30</td><td>29</td><td>321</td><td>Albany</td> <td>New York</td><td>WYNY</td><td>16</td><td>17</td><td>15</td><td>115</td><td>Albany</td> <td>New York</td><td>WYNY</td><td>16</td><td>17</td><td>15</td><td>115</td><td>Albany</td> <td>New York</td><td>WYNY</td><td>16</td><td>17</td><td>15</td><td>115</td><td>Albany</td> </tr> </table>																																	City	Station	TW	LW	ZW	ID	Green	City	Station	TW	LW	ZW	ID	Green	City	Station	TW	LW	ZW	ID	Green	City	Station	TW	LW	ZW	ID	Green	City	Station	TW	LW	ZW	ID	Green	City	Station	TW	LW	ZW	ID	Green	City	Station	TW	LW	ZW	ID	Green	New York	WYNY	16	17	14	115	Albany	New York	WYNY	20	16	17	149	Albany	New York	WYNY	21	23	25	264	Albany	New York	WYNY	26	30	29	321	Albany	New York	WYNY	16	17	15	115	Albany	New York	WYNY	16	17	15	115	Albany	New York	WYNY	16	17	15	115	Albany																																		
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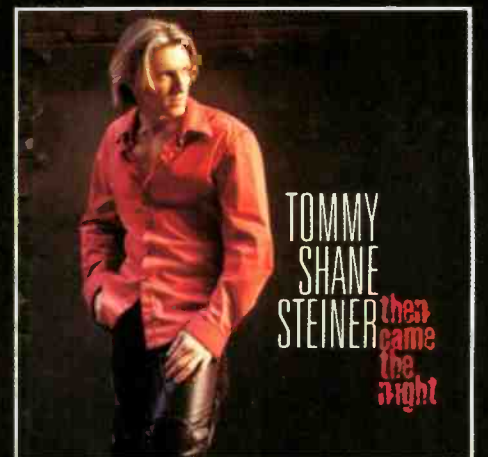
Total Stations: 149											Chart Move: 18-17											Total Stations: 148											Chart Move: 13-10											Total Stations: 147											Chart Move: 28-24											Total Stations: 149											Chart Move: 5-2											Total Stations: 147											Chart Move: 14-13																																																																	
KEVIN DENNEY 2278/57																																	EMERSON DRIVE 3681/247																																	ANDY GRIGGS 1943/215																																	ALAN JACKSON 5167/287																																	CAROLYN DAWN JOHNSON 3059/17																																
<i>That's Just Jessie (Lyric Street)</i>																																	<i>I Should Be Sleeping (DreamWorks)</i>																																	<i>Tonight I Wanna Be Your Man (RCA)</i>																																	<i>Drive (For Daddy Gene) (Arista Nashville)</i>																																	<i>I Don't Want You To Go (Arista Nashville)</i>																																
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TOMMY SHANE STEINER

“WHAT IF SHE’S AN ANGEL”

**THE FIRST
BREAKTHROUGH
ARTIST OF 2002!**

Billboard: Top 5 and growing
HEAVY AIRPLAY NOW!



RCA RECORDS LABEL



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AS SEEN ON



PRODUCED BY JIMMY RITCHIE

COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING APRIL 21, 2002

Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population. *Indicates station experienced between 24 and 56 hours of monitored downtime during the chart week.

TOBY KEITH 5563/-1 <i>My List (DreamWorks)</i>										LONESTAR 2941/142 <i>Not A Day Goes By (BNA)</i>										WILLIE NELSON DUET WITH LEE ANN WOMACK 2225/80 <i>Mendocino County Line (Lost Highway/Mercury)</i>										BRAD PAISLEY 3031/305 <i>I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)</i>										SHEDAISY 1399/61 <i>Get Over Yourself (Lyric Street)</i>									
Total Stations: 148					Chart Move: 1-1					Total Stations: 146					Chart Move: 16-15					Total Stations: 148					Chart Move: 25-23					Total Stations: 148					Chart Move: 17-14					Total Stations: 141					Chart Move: 30-29				
City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green										
New York	CMT	33	38	48	45	GreenV	WESC	27	38	38	34	GreenV	WESC	19	18	20	20	GreenV	WESC	24	20	22	20	GreenV	WESC	24	20	22	20	GreenV	WESC	24	20	22	20	GreenV	WESC	24	20	22	20	GreenV							

TOMMY SHANE STEINER 4918/219 <i>What If She's An Angel (RCA)</i>										GEORGE STRAIT 3997/189 <i>Living And Living Well (MCA Nashville)</i>										TRICK PONY 2601/211 <i>Just What I Do (Warner Bros./WRN)</i>										TRAVIS TRITT 4083/125 <i>Modern Day Bonnie And Clyde (Columbia)</i>										DARRYL WORLEY 1677/318 <i>I Miss My Friend (DreamWorks)</i>									
Total Stations: 147					Chart Move: 6-4					Total Stations: 149					Chart Move: 11-9					Total Stations: 147					Chart Move: 23-19					Total Stations: 149					Chart Move: 9-8					Total Stations: 142					Chart Move: 29-25				
City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green	City	Stn	W	L	W	W	ID	Green										
New York	CMT	14	11	15	7	GreenV	WESC	33	20	17	23	GreenV	WESC	33	25	20	21	GreenV	WESC	19	18	22	20	GreenV	WESC	33	20	17	23	GreenV	WESC	33	20	17	23	GreenV	WESC	33	20	17	23	GreenV							



Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 149 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
★ ★ ★ No. 1 ★ ★ ★						
1	1	20	MY LIST DREAMWORKS 3 weeks at No. 1	TOBY KEITH	5563	5564
2	5	14	DRIVE (FOR DADDY GENE) ARISTA NASHVILLE	ALAN JACKSON	5167	4880
3	2	19	YOUNG BNA	KENNY CHESNEY	5148	5371
4	6	20	WHAT IF SHE'S AN ANGEL RCA	TOMMY SHANE STEINER	4918	4699
5	3	27	THAT'S WHEN I LOVE YOU ARISTA NASHVILLE	PHIL VASSAR	4870	4913
6	4	30	I'M MOVIN' ON LYRIC STREET	RASCAL FLATTS	4808	4907
7	10	30	I DON'T HAVE TO BE ME (TIL MONDAY) MERCURY	STEVE AZAR	4259	3914
8	9	17	MODERN DAY BONNIE AND CLYDE COLUMBIA	TRAVIS TRITT	4083	3958
9	11	12	LIVING AND LIVING WELL MCA NASHVILLE	GEORGE STRAIT	3997	3808
10	13	26	I SHOULD BE SLEEPING DREAMWORKS	EMERSON DRIVE	3681	3434
11	7	27	BLESSED RCA	MARTINA MCBRIDE	3498	4007
12	8	33	I BREATHE IN, I BREATHE OUT CAPITOL	CHRIS CAGLE	3460	3970
13	14	21	I DON'T WANT YOU TO GO ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	3059	3043
14	17	10	I'M GONNA MISS HER (THE FISHIN' SONG) ARISTA NASHVILLE	BRAD PAISLEY	3031	2726
15	16	15	NOT A DAY GOES BY BNA	LONESTAR	2941	2799
16	12	23	THE COWBOY IN ME CURB	TIM MCGRAW	2771	3437
17	18	22	THAT'S JUST JESSIE LYRIC STREET	KEVIN DENNEY	2748	2691
18	15	40	GOOD MORNING BEAUTIFUL CURB	STEVE HOLY	2606	2841
★ ★ AIRPOWER ★ ★						
19	23	16	JUST WHAT I DO WARNER BROS./WRN	TRICK PONY	2601	2390
20	22	25	I CRY EPIC	TAMMY COCHRAN	2534	2501
21	24	20	WHEN YOU LIE NEXT TO ME BNA	KELLIE COFFEY	2456	2333
22	27	16	THE ONE MCA NASHVILLE	GARY ALLAN	2270	2093
23	25	15	MENDOCINO COUNTY LINE LOST HIGHWAY/MERCURY	WILLIE NELSON DUET WITH LEE ANN WOMACK	2225	2145
24	28	14	TONIGHT I WANNA BE YOUR MAN RCA	ANDY GRIGGS	1943	1728
25	29	7	I MISS MY FRIEND DREAMWORKS	DARRYL WORLEY	1677	1359
26	26	20	JEZEBEL MCA NASHVILLE	CHELY WRIGHT	1615	2100
27	31	10	HELP ME UNDERSTAND CAPITOL	TRACE ADKINS	1492	1334
28	21	14	SQUEEZE ME IN CAPITOL/MCA NASHVILLE	GARTH BROOKS DUET WITH TRISHA YEARWOOD	1461	2541
29	30	9	GET OVER YOURSELF LYRIC STREET	SHEDAISY	1399	1338
30	33	8	I KEEP LOOKING RCA	SARA EVANS	1291	1155
★ GREATEST GAINER®/MOST AIRPLAY ADDS ★						
31	39	4	MY HEART IS LOST TO YOU ARISTA NASHVILLE	BROOKS & DUNN	1216	648
32	34	12	BEFORE I KNEW BETTER EPIC	BRAD MARTIN	1163	1010
33	32	13	GOODBYE ON A BAD DAY MCA NASHVILLE	SHANNON LAWSON	1130	1184
34	36	13	SHE WAS COLUMBIA	MARK CHESNUTT	872	811
35	38	7	THE IMPOSSIBLE UNIVERSAL SOUTH	JOE NICHOLS	804	704
36	41	6	OL' RED WARNER BROS./WRN	BLAKE SHELTON	764	588
37	44	5	TEN ROUNDS WITH JOSE CUERVO RCA	TRACY BYRD	695	482
38	37	15	THREE DAYS REPUBLIC/UNIVERSAL SOUTH	PAT GREEN	674	723
39	40	5	CHASIN' AMY ARISTA NASHVILLE	BRETT JAMES	670	604

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
40	42	9	DON'T WASTE MY TIME MONUMENT	LITTLE BIG TOWN	615	556
41	43	8	FRANTIC MERCURY	JAMIE O'NEAL	527	515
42	45	4	BEAUTIFUL MESS ARISTA NASHVILLE	DIAMOND RIO	480	401
43	46	8	MINIVAN VFR	HOMETOWN NEWS	450	388
44	54	4	BARBED WIRE AND ROSES BNA	PINMONKEY	424	234
45	52	5	ALMOST THERE REPUBLIC/UNIVERSAL	GABBIE NOLEN	381	239
46	51	3	I'M GONE CAPITOL	CYNDI THOMSON	375	256
47	48	7	UNTIL WE FALL BACK IN LOVE AGAIN CURB	JEFF CARSON	351	303
48	49	2	IF THAT AIN'T COUNTRY MERCURY	ANTHONY SMITH	334	283
49	53	6	HARDER CARDS DREAMCATCHER	KENNY ROGERS	283	227
50	60	2	I'LL TAKE LOVE OVER MONEY LYRIC STREET	AARON TIPPIN	274	130
51	50	5	THIS PRETENDER MONUMENT	JOE DIFFIE	230	266
52	59	3	REAL BAD MOOD REPUBLIC/UNIVERSAL	MARIE SISTERS	226	139
★ ★ HOT SHOT DEBUT ★ ★						
53	NEW		THE GOOD STUFF BNA	KENNY CHESNEY	205	44
54	47	19	HEATHER'S WALL EPIC	TY HERNDON	190	319
55	NEW		AMERICAN CHILD ARISTA NASHVILLE	PHIL VASSAR	181	84
56	57	3	LOOK AT ME NOW WARNER BROS./WRN	SIXWIRE	171	160
57	NEW		CAN YOU HEAR ME NOW CURB	SAWYER BROWN	161	37
58	NEW		GOING AWAY CURB	THE CLARK FAMILY EXPERIENCE	159	75
59	56	9	THE LIGHTHOUSE'S TALE SUGAR HILL	NICKEL CREEK	142	181
60	NEW		COUNTRY BY THE GRACE OF GOD CAPITOL	CHRIS CAGLE	137	51

Songs are ranked by number of detections. (○) Songs showing an increase in detections over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in detections does not exceed the percentage of monitored station downtime for the format. Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. Greatest Gainer awarded to the song with the largest increase in detections. Most Airplay Adds awarded to the song registering six or more detections at the most stations for the first time this week. A song with a gain in detections over the previous week is placed first if tied with a song with a decline over the same period. When tied songs are each gaining detections or each losing detections, the song being played on more stations is placed first. Songs below the top 20 are removed from the chart after 20 weeks.

AIRPLAY **Monitor** RECURRENTS **COUNTRY**

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
1	BRING ON THE RAIN JO DEE MESSINA WITH TIM MCGRAW (CURB)	2371	2582
2	THE LONG GOODBYE BROOKS & DUNN (ARISTA NASHVILLE)	2265	2608
3	WHERE THE STARS AND STRIPES AND THE EAGLE FLY AARON TIPPIN (LYRIC STREET)	1786	1717
4	I WANNA TALK ABOUT ME TOBY KEITH (DREAMWORKS)	1752	1877
5	WHERE WERE YOU (WHEN THE WORLD STOPPED TURNING) ALAN JACKSON (ARISTA NASHVILLE)	1643	1883
6	ONLY IN AMERICA BROOKS & DUNN (ARISTA NASHVILLE)	1622	1701
7	WRAPPED AROUND BRAD PAISLEY (ARISTA NASHVILLE)	1555	1747
8	RUN GEORGE STRAIT (MCA NASHVILLE)	1509	1654

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

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
9	ON A NIGHT LIKE THIS TRICK PONY (WARNER BROS./WRN)	1266	1254
10	AIN'T NOTHING 'BOUT YOU BROOKS & DUNN (ARISTA NASHVILLE)	1238	1259
11	LOVE OF A WOMAN TRAVIS TRITT (COLUMBIA)	1202	1285
12	SOME DAYS YOU GOTTA DANCE DIXIE CHICKS (MONUMENT)	1186	1378
13	WHERE I COME FROM ALAN JACKSON (ARISTA NASHVILLE)	1151	1132
14	IT'S A GREAT DAY TO BE ALIVE TRAVIS TRITT (COLUMBIA)	1071	1136
15	ANGRY ALL THE TIME TIM MCGRAW (CURB)	1070	1212
16	ONE MORE DAY DIAMOND RIO (ARISTA NASHVILLE)	1006	1087
17	WHEN I THINK ABOUT ANGELS JAMIE O'NEAL (MERCURY)	992	1007
18	AUSTIN BLAKE SHELTON (GIANT/WRN)	984	999
19	SHE DOESN'T DANCE MARK MCGUINN (VFR)	951	1217
20	I'M TRYIN' TRACE ADKINS (CAPITOL)	939	1030



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VASSAR impacting
radio April 29!
"AMERICAN CHILD"

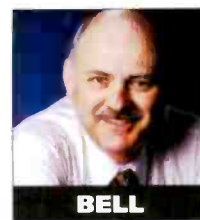
COUNTRY AIRPLAY Monitor

• We Listen To Radio •

APRIL 19, 2002

Kuhlman, Watson Join
Broken Bow Staff p. 3

Profile: Keymarket's
Frank Bell p. 6



VOLUME 10 • NO. 16

\$6.95

NO. 1 THIS WEEK:

TOBY KEITH

My List (DREAMWORKS)

GREATEST GAINER

BRAD PAISLEY

I'm Gonna Miss Her (The Fishin' Song) (ARISTA NASHVILLE)

AIRPLAY ADDS

BROOKS & DUNN

My Heart Is Lost To You (ARISTA NASHVILLE)

AUDIENCE

TOBY KEITH

My List (DREAMWORKS)

Getting The Most From Nascar Season

■ by Angela King

At a time when country PDs are looking to forge a bond with their audiences that goes beyond the music, many are looking to Nascar racing, particularly as that sport spreads well beyond its Southern roots.

While a few PDs are wary of having their music station become too closely aligned with a sport, most believe it is necessary to maintain some on-air identification with Nascar.

There is increasing competition for tie-ins with the sport, with even such pop artists as Britney Spears doing TV commercials with Nascar driver Jeff Gordon. WTQR Greensboro, N.C., PD Paul Franklin thinks everyone is a fan in his market. "In our own building, our rock station [WVBZ] does a lot of Nascar stuff. They realize the value. Certainly in North Carolina, in this town, any radio station can get away with talking about Nascar. If you have a beautiful music station, they can get away with talking about it."



Other markets don't have those same Nascar ties, but those PDs say they can't ignore racing, either. WYRK Buffalo, N.Y., PD John Paul, who also programs album rock WBUF, says, "Nascar is to country what [MTV show] *The Osbournes* is to rock." WUBE (B105) OM Cincinnati Tim Closson says, "The Nascar audience and the country lifegroup are one in the same in a lot of respects."

But KFKF Kansas City PD Dale Carter maintains it is not a country-only audience. Carter's station is one of a growing number of country stations that carry the Winston Cup races live each week. He is seeing huge spikes during race time. "If you separate out that 11 a.m. to 4 p.m. daypart, adults 25-54—during races—our station is No. 1, and with women too. We own both country FMs in the market, and [KBEQ's] numbers didn't go

Continued on page 6

FIVE TOP 10 HITS, CERTIFIED GOLD BY THE RIAA, ON TOUR WITH KENNY CHESNEY,
ASCAP'S ARTIST SONGWRITER OF THE YEAR, ACM TOP NEW MALE VOCALIST NOMINEE

*a childhood dream
comes full circle...*

phil VASSAR "AMERICAN CHILD"

*the debut single from his
forthcoming album,*

AMERICAN CHILD
in stores August 6



"A true American Anthem for the future... Phil reaches into the heart of every listener and forces them to sing along... his next Number One!"

- MIKE FARLEY APD, WRNS KINSTON, NC

"We put 'American Child' on our 'Future File' and it touched every woman in our audience! This is another #1 record for Phil!"

- MICHAEL J. FOX (APD), WPOC BALTIMORE

"I didn't think his music could get any better... This is a huge record!"

- KERRY WOLFE (DIRECTOR OF PROGRAMMING - CLEAR CHANNEL) MILWAUKEE

"Once again Phil Vassar has touched the pulse and the heart of the country music audience."

- DEAN MCNEEL (PD), WQHK FT. WAYNE, IN

IMPACTING RADIO APRIL 29!

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TAMMY COCHRAN

ACM'S
MOST NOMINATED
FEMALE ARTIST!

MOST NOMINATED
NEW ARTIST!

passionate
powerful
compelling

- ◆ TOP NEW FEMALE VOCALIST
- ◆ SONG OF THE YEAR -
"Angels In Waiting" (artist & writer)
- ◆ VIDEO OF THE YEAR -
"Angels In Waiting" (artist & director)

"I CRY"

Exploding into the
top 20 now!



Hey, Hey, It's The Pinmonkeys



The staff of KSON San Diego recently met new BNA band Pinmonkey. Pictured, from left, are Pinmonkey's Michael Jeffers; OM John Dimick; the band's Chad Jeffers, Michael Reynolds, and Rick Schell; and APD/MD Greg Frey.

RADIOACTIVE

BY PHYLLIS STARK
& ANGELA KING

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615-321-4286 • aking@airplaymonitor.com

WRBQ Repositioned As Country 92.5

Infinity's country WRBQ (Q105) Tampa, Fla., will swap frequencies and call letters with oldies sister WYUU (U92) April 18 at 7 a.m. The country format moved down the dial from 104.7 to 92.5 and will be relaunched as Country 92.5. The music-intensive station will be positioned as "your 12-in-a-row country station." The new frequency gives the country signal about half the market coverage it previously enjoyed, with most of the losses coming from the eastern part of the metro.

Former Q105 morning hosts A.W. Pantoja and Cowhead exit. Dave Morgan, who had split the mid-day shift with Carmen, moves to mornings on Country 92.5. Carmen now handles middays

solo. Other jocks remain in place, as does the syndicated overnight show *After MidNite With Blair Garner*. Pantoja may be reached at 727-942-7148.

The oldies format and jocks, including morning man Mason Dixon, move to the WRBQ frequency, which will be known as Oldies 104.7.

MANAGEMENT: MCKENNA EXITS

Citadel/Far West region president Jerry McKenna exits. He also relinquishes GM duties for Citadel/Reno, Nev., where director of sales Jeff Clark is upped to GM. Meanwhile, Citadel ups AC KNEV PD Carmy Ferreri to OM for the Reno cluster.

Susan Karis-Madigan has been promoted to VP/market manager for Clear Channel's eight stations in Phoenix, including country KNIX. She was GM of the five FM stations.

Clear Channel/Greensboro, N.C., GM Kim Pyle exits, and a replacement has not been named. Pyle—whose duties included country WTQR and WWCC—is considering other opportunities within Clear Channel.

Scott Miller has been named market manager for Clear Channel/Wheeling, W. Va., which includes country WOVK and WWVA. He previously spent five years at Clear Channel's country WTCR/active rock WAMX Huntington, W. Va.

PROGRAMMING: OK CITY'S NEW BULL

Citadel/Oklahoma City flips sports WWLS-FM to country as K-Bull 104.9. Rhythmic top 40 KKWD PD Steve English will add programming duties for K-Bull. The station will compete against the market's three other country outlets: country oldies KKNG and Clear Channel's KXXY and KTST.

WGXK Memphis adds the syndicated *Lia* show for nights, replacing Dave Marsh, who remains as assistant engineer for the station.

PEOPLE: KNIGHT ADDS DUTIES

WCTO Allentown, Pa., OM Chuck Geiger reports that APD/MD Bobby Knight is now "taking a much more active role in the programming of Cat Country 96." Knight is also assisting Geiger with "idea development and creative" for AC sister WLEV (Mix 100.7).

Gaylord has pared back the news staff at its three Nashville stations, including WSM-AM and WSM-FM, according to *The Tennessean*. Among those exiting are Buddy Sadler, Jerry Dahmen, Jim Ellis, and part-timer Kevin Batts, cutting the station's news staff from seven to three. One staffer from WSM's new-media department was also let go, according to the paper. In addition, WSM-AM has changed network affiliations from ABC to CBS. VP/GM John Padgett told the paper the stations will receive more local news content from Metro Networks.

KUBB Modesto, Calif., hires KSON San Diego overnight jock Andy Duhl as MD/afternoon driver. He replaces Stephan Carpenter, who exited.

WNKT (Cat Country) Charleston, S.C., promotion director Meaghan Kelleher exits to move to Ireland. T&Rs to PD Loyd Ford.

WDDD-FM Carbondale, Ill., middayer Richard Cason segues to sister classic rock WQL for the same shift. He hasn't been replaced yet.

WPUR (Cat Country) Atlantic City, N.J., brings over middayer Tina Owen from the same shift on sister adult top 40 WKOE. She replaces Josie Blaine, who exited last month.

NEW MEDIA

Sirius Satellite Radio is now available in 11 states: Arizona, Colorado, Idaho, Iowa, Kansas, Montana, Nebraska, New Mexico, North and South Dakota, and Wyoming. The service will be rolled out in seven more states May 1: Arkansas, Louisiana, Minnesota, Missouri, Nevada, Oklahoma, and Utah. Joining the lineup May 15 will be Alabama, Indiana, Kentucky, Michigan, Mississippi, Ohio, Tennessee, Texas, West Virginia, and Wisconsin. Sirius will be available nationally July 1 (*Country Airplay Monitor*, April 5).

Meanwhile, Sirius hires Larry Rebich as VP of programming acquisition and market development. Rebich, whose job description includes record-label and artist relations, previously was with Sekani Moving Media.

COUNTRY CONFIDENTIAL

BY WADE JESSEN 615-321-4291 • wjessen@airplaymonitor.com



Keith Still At The Top Of The 'List'

WITH 5,531 detections and 42.3 million estimated audience impressions, Toby Keith's "My List" (DreamWorks) encores atop our Country Airplay and Country Audience charts, his second and third weeks at No. 1, respectively. On the detections chart, "List" is Keith's fifth multiple-week chart topper, and his fourth such title on the audience tally.

Keith's odds at a third week at No. 1 on Country Airplay improve, as Kenny Chesney's "Young" (BNA) dips 124 spins and rests at No. 2.

Elsewhere on the Country Airplay chart, Alan Jackson's "Drive (For Daddy Gene)" improves 422 plays and cracks the top five with the second-largest gain of the week. Kevin Denney's "That's Just Jessie" (Lyric Street) is awarded Airpower stripes despite a decline of 14 detections. "Jessie" bullets on the detection chart under our format downtime provision (see legend below chart), and gains approximately 200,000 impressions on Country Audience.

INTO THE BLUE: On April 11, I attended the opening ceremony for the new International Bluegrass Music Museum in Owensboro, Ky., only 40 miles from the hamlet of Rosine, Ky., where Bill Monroe was born and raised.

The new museum, situated in a modern building on the bank of the Ohio River, is a state-of-the-art facility that I would recommend as a must-see for anyone with an interest in American roots music, especially early country music.

The story of bluegrass music is told in great detail, with special emphasis on the two places where it is most often performed: at jam sessions and outdoor festivals. Great pains were taken with interactive audio and visual displays to illustrate the culture of bluegrass music, including a section dedicated to the history of its instruments. The section that explains the evolution of the banjo and the influence of black music and black musicians on bluegrass is particularly informative.

The evolution of the music is recognized, along with the performers who built upon Monroe's great tradition. Figuratively prominently are tributes to the careers of Lester Flatt and Earl Scruggs, the Stanley Brothers, Jimmy Martin, and Mac Wiseman. The folk revival of the 1960s and the performers who were key to its psychedelic-era renaissance are honored with a special section dedicated to the renewed popularity of bluegrass and folk music on college campuses. One section tells the story of the Nitty Gritty Dirt Band's seminal *Will the Circle Be Unbroken* (1972), which was reissued by Capitol earlier this month.

The media that escalated the growth of bluegrass are acknowledged, including radio, phonograph recordings, TV, movies, and the Grand Ole Opry. Also featured are early publications dedicated to bluegrass, including *Muleskinner News* and *Bluegrass Unlimited*.

Early concert and festival promoters are honored in the new facility, and a film-viewing area is designed like an outdoor venue, including a wooden-shed-covered stage. The informal theater seating is complete with metal-frame lawn chairs and coolers to depict the relaxed atmosphere of a typical bluegrass festival. A similar section honors the roadhouse tradition of the touring bluegrass band, with diner-style tables and chairs and a vintage Wurlitzer jukebox.

One of the museum's most impressive areas is a large room dedicated to traveling displays. It is currently occupied by a panorama of black and white photographs, a gift from the extensive private collection of Les Leverett, a well-known country-music photographer who served as the WSM Nashville and Grand Ole Opry staff photographer for many years. Most of the photos on display had never been seen by the public prior to the museum's opening.

The International Bluegrass Music Assn. Hall of Honor fills a half-moon-shaped rotunda, near a room that will be used for educational presentations.

The museum was built with a \$3 million grant from the Commonwealth of Kentucky and private donors.

During the dedicatory ceremony, Sonny Osborne played "America" as a banjo solo, and the Osborne Brothers played a reverent version of their bluegrass standard "Kentucky," before Kentucky governor Paul Patton cut the ribbon that officially opened the doors. The event was carried live on WSM-AM Nashville.

PANEL CHANGES: Jacksonville, Fla., country reporters WROO and WQIK return to the panel this issue, following a hiatus due to technical problems.

ON THE ROW

Broken Bow's New Promotion Staff

Broken Bow Records VP of national promotion Rick Baumgartner has expanded his promotion staff. Joining the company are Midwest director of regional promotion Fritz Kuhlman, West Coast director of regional promotion Dick Watson, and promotion coordinator Layna Bunt. Kuhlman previously was national director of promotion at Curb and Giant Records. Watson had been West Coast regional for Giant, Curb, Decca, and Asylum Records. Bunt previously was creative director at Pamplin Music Publishing. They join current Broken Bow promotion staffers Mike Borchetta, Jon Loba, and Lee Adams.

Justine Gregory has been promoted to direc-

tor of education and public programming at the Country Music Hall of Fame and Museum. She previously was the museum's educator for school and family programs.

Online music newsmagazine NoBorderlines.com has partnered with promoter Billy Block's Western Beat Entertainment to become WesternBeat.com's music news magazine. NoBorderlines primarily covers Americana and roots music.

Great American Country has been added to the digital lineup on Time Warner Cable in New York.

Congratulations to Columbia Records' Southeast regional promoter Buffy Rockhill and Duke Cooper, who were married April 13 at the Nashville home of independent promoter Susan Turner and entertainment attorney Steven Gladstone. Cooper is tour manager for Travis Tritt.

A trust fund has been established to help defray medical expenses for veteran record promoter Mike Chapman, who suffered a heart attack April 2. Donations can be made to the Mike Chapman Recovery Fund, c/o RCM, 44 Music Square East, Suite 501, Nashville, Tenn., 37203.

— ACCESS —
NASHVILLE

O'Neal Headlines IFCO's Fun Fest

Jamie O'Neal will headline the International Fan Club Organization's 35th annual Fun Fest June 11 at Nashville's Ryman Auditorium. Also set to perform are David Ball, John Berry, Jeff Carson, the Clark Family Experience, Andy Griggs, Ty Herndon, Billy Hoffman, Danni Leigh, Tommy Shane Steiner, and the Wilkinsons.

More acts have joined the lineup for Fan Fair, set for June 13-16 in downtown Nashville. Added to the list of participants are Alabama, Bill Anderson, David Ball, Tracy Byrd, Mark Chesnutt, Charlie Daniels, Deryl Dodd, Eric Heatherly, Jo Dee Messina, John Michael Montgomery, Montgomery Gentry, Craig Morgan, Pinmonkey, Tim Rushlow, Sawyer Brown, Tommy Shane Steiner, Doug Stone, Bryan White, Wild Horses, and the Wilkinsons.

And speaking of more artists, additional performers have been announced for the Academy of Country Music (ACM) Awards, to be broadcast May 22 on CBS-TV. New to the lineup are Brooks & Dunn, Kenny Chesney, and Trisha Yearwood. Also, tour mates Mark Chesnutt, Joe Diffie, and Tracy Lawrence will perform together as part of the Pioneer Award tribute. The show's presenters include Trace Adkins, Rascal Flatts, Jamie O'Neal, Diamond Rio, Aaron Tippin, and Keith Urban.

Montgomery Gentry is back in the studio working on its third Columbia release, due this summer. The Kentucky duo needed a rowdy crowd to help with background vocals for two of their songs, so they rounded up the entire Sony Nashville staff. Listen for them on "My Town" and "Hell Yeah," both co-written by Jeffrey Steele.

Shedaisy, Aaron Tippin, and Pam Tillis participated in a TNN special being produced by High Five Entertainment and scheduled to be telecast July 4. The program, taped April 14 in Nashville, also featured the U.S. Army Field Band & Chorus and was attended by soldiers from Fort Campbell and their families.

Nashville-based band Blue Merle has signed with John Van Meter's New Sheriff Creative Enterprises for management representation.

Cyndi Thomson's spring wedding to Daniel Goodman will be photographed for a six-page feature in *Martha Stewart Weddings* in the fall. Thomson will also be profiled in the May 17-23 issue of *TV Guide* as part of the magazine's ACM Awards coverage.

Rebecca Lynn Howard's upcoming single, "Forgive," will be featured on the soundtrack to the NBC-TV show *Providence*, due in late summer or early fall. It will also be included on her next MCA Nashville release, scheduled for August.

Sons of the Desert will perform a benefit show for the West Texas Boys Ranch April 20 in their hometown of San Angelo, Texas.

Rhett Akins' new single, "Highway Sunrise," has been chosen as the theme for Relay for Life, an annual walk for cancer survivors scheduled for April 19-20 in Columbus, Neb. Akins' younger brother, Eli, is a cancer survivor.

PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

BY ANGELA KING 615-321-4286 • aking@airplaymonitor.com

With Staff Cuts, Interns Do More

Interns have fulfilled the key role of "warm bodies to work a station event" for a while now, but Promogandists report they are giving interns a more integral part in the day-to-day workings of promotions. They aren't doing it out of a benevolent desire to teach interns more. Now, as station staffs have been sharply reduced along with marketing budgets, our panelists are putting more on interns' plates out of necessity.

Country WWKA (K92) Orlando, Fla.'s Kim Riggi says her station is using more interns now than ever. "This past semester, we had four interns; we've never had that many. The first six weeks of their internship, two stayed in the building learning about radio and helping promotions. The other two made their hours by working events—learning why we do sales remotes and programming events. [At] every event, our station looked huge onsite with so many people."

Album rock WXTB (98 Rock) Tampa, Fla.'s Mike Oliviero says he has also had good success using interns, but he ensures "no heavy projects with great responsibility are given to them. Their big semester project is to handle an aspect of one of our major station events and concerts."

Our panelists agree that finding interns is the easy part, but getting ones who really understand what's required in the job is difficult. Oliviero says, "Usually the biggest mistakes are when they don't proofread or follow up and double-check their work."

"Just yesterday," Riggi says, "one of my interns drove my van and mast into the garage. The mast doesn't fit into the garage. He's no longer interning with us, and I have to pay \$450 to get it fixed. Lesson learned: No interns will ever drive a station vehicle [again]."

So what should interns do? "Filling prize boxes [is] pretty easy," one panelist says. And Riggi adds that screwups are least likely to happen "when they work in-house: data entry, getting prize packs together, various things. At events, [they] load in, load out, [and] work with the public. Also, they come into our promotion meetings. Each week, they have an [appointment] to sit and talk to the promotion director, promotion assistant, and event coordinator."

How do Promogandists pick the best of the litter? Riggi says, "What I love is when someone really wants to work in radio. That's the difference. If they have passion, we can teach them so much more because they want to learn."

Others say turning interns into quality staffers takes positive reinforcement, as well as taking time to explain their mistakes to them.

A DIFFERENT KIND OF LAWN CARE

Country WGGY (Froggy 101) Scranton, Pa., is taking a different approach with its music—playing the latest single from Kid Rock—and its promotions—giving away concert tickets for his area show. Now the country outlet is trying to increase the "hip" factor of a Willie Nelson show coming to the area, so the station gave away concert tickets in a Whacking the Weed With Willie Weekend promotion. The cue to call was Afro-man's "Because I Got High." Qualifiers received a bag of Weed Be Gone and a CD. The grand-prize winner got a weed whacker.

Adult top 40 WBMX (Mix 98.5) Boston gave away a suite for one lucky listener and 15 friends to attend the Dave Matthews Band's sellout per-

formances at the Fleet Center. But other listeners who didn't have tickets to the concerts were invited to show their displeasure in a Picket for Tickets promotion. The listener with the most creative sign incorporating both DMB and Mix 98.5 won.

TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Spring-book promotions
2	—	Mother's Day
3	3	Concerts
4	7	Auto racing
5	2	Internet/Web site use
6	4	Fear Factor promotions
7	—	Baseball
8	5	Flyaway trips
9	6	Movies
10	9	Fund-raisers

HOTTEST NEW MOVIES: *Panic Room*, *The Scorpion King*, *Ice Age*, *The Rookie*, *Spider-Man*

HOTTEST TV SHOWS: *24*, *Fear Factor*, *The Osbournes*, *Andy Richter Controls the Universe*

Country WCTO (Cat Country 96) Allentown, Pa., is taking a stab at collective contesting with its spring-book promotion, allowing six contestants to vie for "the most live and local money" in the market—\$10,000. Those listeners each applied to perform one stunt for the cash. Among them will be a man washing the station car with his tongue while wearing a diaper and a man who will sit outside the station with a sign admitting guilt in his relationship. Eggs will be provided for those who would like to administer punishment.

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

Eggstremely Energetic



WMZQ Washington, D.C., morning hosts Gary Murphy, left, and Jessica "Carrot" Cash, right, hang out with the Energizer Bunny at their annual Easter Egg Smash promotion.

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTIONS DIRECTOR
April 26-May 10	WSOC Charlotte, N.C.	Concert Series	Chele Fassig
APPEARING: Mark Chesnutt (4/26), Confederate Railroad (5/3), Tracy Lawrence (5/10)			
May 4	KIKK Houston	10 Man Jam	Holly Clapham
APPEARING: Trace Adkins, Clint Black, Roger Creager, Deryl Dodd, Pat Green, Shannon Lawson, Chris LeDoux, Cory Morrow, Charlie Robison, Daryle Singletary			
May 11	WCTO Allentown, Pa.	Listener Appreciation Concert	Dave Moore
APPEARING: Chicasaw, Joe Diffie, Andy Griggs, Rascal Flatts, Keith Urban			
May 11	WMZQ Washington, D.C.	WMZQfest	Wendie Vestfall
APPEARING: Steve Azar, Mark Chesnutt, Terri Clark, Kellie Coffey, Emerson Drive, Sara Evans, Carolyn Dawn Johnson, Lonestar, Brad Martin, Willie Nelson, Sixwire, Anthony Smith, Clay Walker			
May 17-19	WYCD Detroit	20th Annual Downtown Hoedown	Lauri Brooks
APPEARING: Rodney Atkins, David Ball, Tracy Byrd, Kevin Denney, Emerson Drive, Steve Holy, George Jones, Kentucky HeadHunters, Little Big Town, Pinmonkey, Sixwire, Jeffrey Steele, Darryl Worley			
May 29	WNKT Charleston, S.C.	Cat Country Thank You Concert	Meaghan Kelleher
APPEARING: Emerson Drive			
June 8	WMIL Milwaukee	Country Fest 2002	Paul Heilig
APPEARING: Tracy Byrd, Lonestar, Blake Shelton, Chely Wright			
June 22	WUBE Cincinnati	Jammin' in the Country	Ron James
APPEARING: David Ball, BlackHawk, Tammy Cochran, Ronnie Milsap, Travis Tritt			
July 13	WGNA Albany, N.Y.	CountryFest	Dick Stark
APPEARING: Emerson Drive, Collin Raye, Aaron Tippin, Travis Tritt, Keith Urban, Vivid			

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my mind, you might
SLAP my face”

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Country Stations Take An Interest In Nascar

Continued from page 1

up during Nascar races. Not only didn't we lose a lot [of music fans], but we [also] gained a lot of non-country listeners."

Franklin agrees. "A huge percent of country fans are Nascar fans, but there's a lot of rockers out there who are into Nascar."

To that end, KFKF is putting up a series of billboards in his market featuring both Dixie Chicks and Rusty Wallace's car.

THE RACE IS ON

How do PDs capitalize on the Nascar season? Franklin says his market is likely to be much different than other country markets, because "we are in the backyard of R.J. Reynolds and Winston, and 95% of race teams are within a 45-minute ride of the station. We try to develop relationships with teams and owners and translate that to the fans. A lot of people who work in the industry listen to the station."

Promotionally, Franklin says, "we try to give away as many tickets as we can [and] send [listeners] to races. In a way, we treat the drivers like we do the country music artists. If [there's] a driver making an appearance at a convenience store, we promote that like [we would] a country music artist coming to town."

Cumulus/Toledo/Youngstown, Ohio, OM Tim Roberts says Nascar drivers don't make many appearances in his markets, but they will compete with a rock station over promotions for car appearances. "And we've done a cluster promotion for a car show, when legendary driver Dick Trickle was in town."

Carter says the big push in Kansas City is "during race week. The week that they are in town, you can't swing a dead cat [without hitting a related event]. Drivers are here, [and] we have viewing parties with Nascar simulators. We did a Sprint remote with Kyle Petty—his sponsor is Sprint—and it was like a rock star was there."

Carter says the competition for promotions is fierce. "Everybody wants a piece of it—television, radio, [newspapers]. A big party was done by one of the other radio groups here with the drivers. Even the [R&B] station bought a suite at the speedway. I'm not sure it fits their audience."

As the Motor Racing Network affiliate, Carter says, "the speedway does a good job of protecting us onsite. But [Nascar] is too big for one station or even one group to ever get their arms around."

THE NASCAR BRAND

Roberts' Toledo country simulcast, WKKO and WTOG-AM, splits when the AM frequency carries the races each week. But "the legal ID for both of the stations says, 'Your official Nascar station.'" While he doesn't think his station is branded as closely with Nascar as WSOC Charlotte, N.C.—which he calls "the Nascar flagship" of the South—he does believe WKKO has reaped rewards in being identified with the sport.

"The perceptual studies we've done show that Nascar fans are women and men. It's really a mass-appeal sport," Roberts says. "Although it's not of biblical proportions the way it is in the South."

But even in the Northeast, WCTK Providence, R.I., runs the Winston Cup series. Carter doesn't see any downside to being aligned with Nascar. "Women numbers during races are higher than male numbers," he says. "The sport has grown. It's as mass appeal as the NFL. In the old days, you would have assumed the Nascar audience was mostly male and into cars. But the way they've marketed it, with attractive younger drivers, it certainly has a female appeal now."

The devotion to Nascar is different in Buffalo, Paul says, "I don't see a lot of passion for Nascar. People like it, but I don't see the passion. In Indiana, there was a ton of passion for racing." Since joining WYRK, he has scaled back Nascar coverage.

Paul says, "The PD before me did a ton of Nascar stuff. I don't think it hurt us at all. [But] a lot of people have the same attitude I have for it: It's fun to watch, I kind of follow it, but there's so much else going on in the world. We've tried to do some Nascar promotions, which were mildly successful. But not as successful as a pre-

concert or a post-concert party."

WYRK continues to carry local Nascar reports on Mondays and Thursdays, as well as the United Stations syndicated show *Thunder Road*, which Franklin hosts.

Closson says he ties into the racing season with promotions more than set programming. But "our morning show has some regular discussions, Mondays and Fridays especially. Part of our sports news covers racing. That gives [the station] a strong [Nascar] flavor." B105 also ties in with the local Kentucky Speedway for pre-race concerts.

ALL RACING, ALL THE TIME

Programmers, even in regions that have extremely passionate Nascar fans, are careful with the amount of airtime they devote to the sport. Franklin says, "WTQR is definitely branded with Nascar. But I don't want people to get the idea that all we talk about is racing. First and foremost, we are a country music station. But we also happen to be pretty big into Nascar."

"Nascar is extremely popular, and we've done perceptual studies [that] show that," Paul says. "But we're talking about other stuff now."

Closson says it doesn't make sense for his station to devote too much time to the sport. "AM sports stations gobble it all up. [It isn't the best use of time and money] for music-intensive FMs in a direct competitive battle to take on all the things that [they] would have to clear [to run the races]."

Roberts has seen his market's interest in Nascar grow through the years with the decline of Indy racing. "It's really a much more grass-roots kind of sport," he says. "And with the national television exposure Nascar is getting right now, [the audience continues to grow]."

Carter agrees. "Nascar has grown so much, it's almost like an NFL franchise. But with the NFL, if your team starts zero and five, your numbers tank. We run a promo [that says], 'All of your favorite teams play here each week.' Whether you're a Dale Earnhardt Jr. fan or a Jeff Gordon fan, they all play on the station at the same time each week. The sport is growing in leaps and bounds. If you told me 10 years ago that I would be playing 38 Nascar races on my station, I would have said you were crazy."

Is Carter concerned about alienating non-racing fans? "You always worry about that. But the way I look at it, 1% to 2% of our week is devoted to Nascar. Most of the races are Sunday afternoon. We can get away with carrying Nascar." In fact, when Sunday's races are delayed a day because of rain, Carter will still play the race during the midday on Monday. "It used to scare me to death. But the first time we did that, we had a 16 share."

VISUAL EFFECTS

Critics of racing programming maintain that Nascar's TV viewing overshadows radio coverage, but, Roberts says, "it's definitely a television sport, but so is the NFL. Not everyone can watch it on TV. Some people work, or are in the car, or are working on their car while listening. I get people who tell me they watch it on TV and turn the volume down and listen to our coverage."

"In the old days," Franklin admits, "before all the races were on television, certainly we got bigger ratings than we do now. But what we've found is that Nascar fans use radio coverage as a companion to television. On a pretty summer afternoon, people don't want to sit by the television. If there's a big wreck, they'll go inside and watch it on TV, though."

And TV coverage doesn't hurt sponsorship of races, according to Carter, who marvels at "all the sales extensions. When these guys are on the air, like Jeff Gordon, in every interview he mentions DuPont, Chevy, Frito-Lay, and Pepsi. They get all the sponsors in." In turn, Carter maintains, those sponsors are looking for local tie-ins to broadcasts.

Roberts says his stations have also reaped the rewards of running Winston Cup races, but it took some time. "We had a GM who was a Nascar fan, and he took the time to explain the [value of it] to the sales staff." During the past 18 months, Roberts says, Nascar has been extremely profitable for his station.

MONITOR PROFILE

With A New Local Signal, Froggy Hopes To Pad Numbers

Believing there was a hole in the market for a second country station to compete with the perennially successful WDSY Pittsburgh, Keymarket Communications completed its move-in of WOGI (Froggy 98.3)—a station that had already been part of a 2.5 12-plus simulcast—in March.

"If you look back over history at the Pittsburgh market, the country shares have averaged between 8-12 shares," Keymarket VP of programming Frank Bell says. "We felt there was an opening for a second country outlet in this market, if for no other reason than to give consumers a choice and, hopefully, to present it in a slightly different way, something a little bit more animated, a little bit more fun, perhaps more personality-driven."

Like Big City Radio, which ringed New York with suburban country signals, Keymarket has circled Pittsburgh's signal-challenging terrain

four of the FMs with a [combined] reach really of a couple hundred thousand. We certainly go out of our way to make the labels aware that this is a little bit more than a station in Fayette County or a station in Steubenville.

"Case in point: WOGH shows up on average with just under a 1 share in [the] Pittsburgh book, but really it dominates its market in Steubenville and has [a] very respectable 6 or 7 share consistently in the Wheeling [W.Va.] market," Bell continues. "When you add it all up, WOGH has an audience on a par with a lot of good, solid, successful medium-market stations."

Bell says the Froggy stations are "selectively aggressive on some new product" in an attempt to bring "a breath of fresh air to what has been exposed in this marketplace." Among the acts

FROGGY 98.3 5 P.M.

Steve Azar, "I Don't Have to Be Me ('Til Monday)"
Dixie Chicks, "Wide Open Spaces"
Montgomery Gentry, "She Couldn't Change Me"
The Tractors, "Baby Likes to Rock It"
Jo Dee Messina with Tim McGraw, "Bring On the Rain"
Alan Jackson, "Drive (For Daddy Gene)"
Phil Vassar, "Carlene"
LeAnn Rimes, "I Need You"
Chris Cagle, "I Breathe In, I Breathe Out"
Travis Tritt, "Here's a Quarter (Call Someone Who Cares)"
Mark Chesnutt, "It's a Little Too Late"
Pinmonkey, "Barbed Wire and Roses"
Tanya Tucker, "Two Sparrows in a Hurricane"
Brooks & Dunn, "That Ain't No Way to Go"
Trick Pony, "Just What I Do"



FRANK BELL
VP of Programming

Keymarket Communications

'I would call this kind of a hybrid operation, part network and part local'

with four "Froggy" FMs: WOGI; WOGG (94.9) Brownsville, Pa., which had simulcast WOGI until its move-in; WOGH (103.5) Steubenville, Ohio; and WOGF (104.3) in East Liverpool, Ohio. WOGI's three sisters are all within an hour's drive of Pittsburgh.

Keymarket uses one Web site, Froggyland.com, to communicate with the audiences of all four stations and cross-promote them.

"In many markets, especially one that's as geographically large as Pittsburgh, even though you might have a big stick in the middle of Pittsburgh, you may not be able to cover the suburbs all that well," Bell says. "We are trying to approach it in a different fashion within the Froggy network. We are trying to reach out and include the suburbs, because certainly, that's where a lot of the country audience is."

"For a Class A FM, which is what we have [in WOGI], we cover Allegheny County really well," Bell adds. "That was always a big piece of the puzzle for us, because half the metro—a million people—live in Allegheny County. Prior to March 1, they could not really hear any of our stations. . . . Now you can hear us pretty much everywhere in the metro."

But Bell says there is a key difference between Keymarket's approach and that of Big City. "We are trying to preserve localism as much as we can on each station. I would call this kind of a hybrid operation, part network and part local. We are trying to take advantage, where it makes sense, of the network opportunities. But at the same time, we're making a very concerted effort to keep these properties serving their own local communities." While the music is the same on all four stations, the only shared programming is between WOGI and WOGG, which still simulcast mornings, nights, and overnights.

Sharing the music, Bell says, "gives us consistency and allows us to market ourselves to the labels [by telling them] that if they get a song on Froggy, it's actually going to be heard on

Bell says the Froggy stations have supported early are Mark McGuinn, Trick Pony, Steve Azar, Emerson Drive, and Pinmonkey.

"We're not crazy," Bell says. "We're not adding five records a week or doing things that would hurt the radio station. The nice thing about the country audience is that even if you're a 40- or 45-year-old adult, you still have a healthy appetite for new music. So we are more than happy to feed that to the audience around here, and the response has been great."

The move-in of WOGI was handled like a relaunch, with a brand-new airstaff built around veteran Pittsburgh morning man Jimmy Roach; a new PD/MD, Matt Allbritton (who uses the on-air name Dylan McKermitt); state-of-the-art new studios expected to be built by Memorial Day; and a new marketing campaign.

The station was launched with 10,000 songs in a row, and it gave away \$1,000 after every 1,000 songs. That stunt was promoted with 10-second TV commercials, mobile billboard trucks driving around town, and promos that included the customized song "Who Let the Frogs Out." Keymarket is currently running the CMI "Hot Lips" TV campaign for WOGI and doing the Froggy Payroll Contest on-air.

Bell says, "Job one for the next year or so will be to build awareness for the Froggy brand throughout Pittsburgh."

"We want to get our fair share of the country audience," he adds. "By coming on the air and focusing on listener needs and giving them an option, we're going to do just fine. We have a very good business model in the sense that we have very nice revenue streams already developed in some of these markets. By building a network and putting all that together, we'll be able to effectively compete with the major stations in Pittsburgh." **PHYLIS STARK**

Check out
JoAnna's video in

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ROTATION
on CMT!!!**

**& MEDIUM
ROTATION
on GAC!!!**

The debut release from...

JOANNA JANÉT *Since I've Seen You Last*
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WYYD / WCTQ / WRBQ / WYNK / KPLM / KSOP / KUBL / KIXZ / KIIM / KJUG

"Since I've Seen You Last" is infectious.

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— PAUL ORR • WYNK, Baton Rouge, LA



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GREATEST GAINERS COUNTRY

Table of Greatest Gainers Country chart listing artists like Brad Paisley, Alan Jackson, George Strait, Steve Azar, and Gary Allan with their chart positions and gains.

COUNTRY AUDIENCE

Large table for Country Audience chart, including columns for This Week, Last Week, Wks. on Chart, Title/Imprint/Promotion Label, Artist, and Audience (TW, LW). Features a 'No. 1' starburst for Toby Keith's 'My List'.

Billboard Top Country Singles Sales SoundScan

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

Table for Billboard Top Country Singles Sales chart, listing artists like Leann Rimes, Kevin Denney, Emerson Drive, Ray Stevens, Aaron Tippin, Lee Greenwood, Randy Travis, Jeffrey Steele, Leann Rimes, 3 of Hearts, Brian McComas, Kortney Kayle, Faith Hill, Leann Rimes, Trick Pony, Gabbie Nolen, Meredith Edwards, Eric Heatherly, Darryl Worley, and The Osborne Brothers.

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

Billboard TOP COUNTRY ALBUMS SoundScan

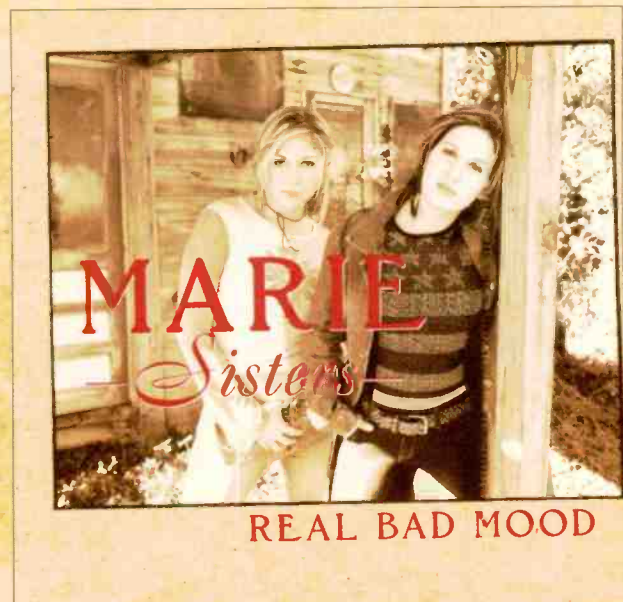
THE CHART, REPRINTED FROM BILLBOARD MAGAZINE, IS COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE, MASS MERCHANT, AND INTERNET SALES REPORTS COLLECTED, COMPILED, AND PROVIDED BY SOUNDSCAN, INC.

Table for Billboard Top Country Albums chart, listing artists like Soundtrack, Alan Jackson, Rascal Flatts, Various Artists, Tim McGraw, Toby Keith, Garth Brooks, Martina McBride, Travis Tritt, Alison Krauss + Union Station, Tim McGraw, Brad Paisley, Kenny Chesney, Brooks & Dunn, Willie Nelson, Lonestar, Leann Rimes, Waylon Jennings, and Steve Holy.

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

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— *Sisters* —



From the forthcoming self titled album
MARIE SISTERS

**R&R's
Most
Added!**

New This Week:

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WRBQ/Tampa
WKDF/Nashville
WBCT/Grand Rapids
WRKZ/Harrisburg
KATM/Stockton
WNKT/Charleston
WWQM/Madison
WXBM/Pensacola

WQYK/Tampa
KBEQ/Kansas City
WSM/Nashville
KTOM/Monterey
WTGE/Baton Rouge
WKSJ/Mobile
WGNE/Daytona Beach
WITL/Lansing
KUAD/Ft. Collins



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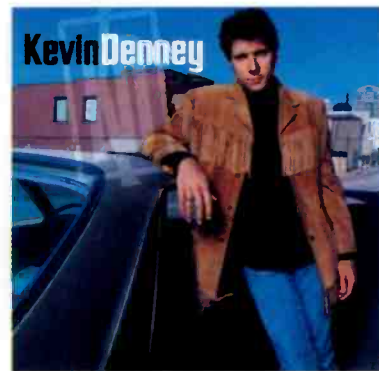
Kevin Denney

"That's Just Jessie"



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- Top 15 at R&R
- **HOT** video at CMT and GAC
- One of America's Best-Selling Country singles
- Grand Ole Opry appearance
- Completed extensive radio tour across America
- Album In-Stores this Tuesday April, 23



LYRIC STREET
RECORDS

"It's kind of fun to do the impossible" – Walt Disney

lyricstreet.com

Kevin Denney Self-titled Album
In-Stores, Tuesday, April 23

Monitor AIRPLAY logo with text: Songs ranked by number of detections. Playlists are listed in order of TSA weekly come, beginning with the highest-cuming 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. Airplay Adds (PA) denotes songs with 6 or more detections at station for first time this week.

WNOE New Orleans PD: Les Acree MD: Casey Carter Clear Channel 504-679-7300. Playlist with columns for song title, artist, and rank.

WQMX Akron OM: Kevin Mason APD: Ken Steel Rubber City 330-869-9800. Playlist with columns for song title, artist, and rank.

WCMS Norfolk OM: Randy Brooks APD: Jack Prater Barnstable 757-671-1000. Playlist with columns for song title, artist, and rank.

WBUL Lexington OM: Barry Fox APD: Rick Larson Clear Channel 859-422-1000. Playlist with columns for song title, artist, and rank.

WHOK Columbus, OH OM: Charley Lake APD/MD: George Wolf Infinity 614-227-9696. Playlist with columns for song title, artist, and rank.

K95.5 Las Vegas OM: John Marks MD: Brooks O'Brien Clear Channel 702-732-7753. Playlist with columns for song title, artist, and rank.

WKQV Saginaw PD: Rick Walker MD: Stan Parman MacDonald 517-752-8161. Playlist with columns for song title, artist, and rank.

WKDF Nashville PD: Dave Kelly MD: Eddie Foxx Citadel 615-244-9533. Playlist with columns for song title, artist, and rank.

WFLS Fredericksburg PD: John Reed Free Lance-Star 540-373-1500. Playlist with columns for song title, artist, and rank.

KKAT Salt Lake City PD: Eddie Haskell Clear Channel 801-908-1300. Playlist with columns for song title, artist, and rank.

WVLK Lexington PD: Brian Landrum Cumulus 859-253-5900. Playlist with columns for song title, artist, and rank.

WRNS New Bern, NC PD/MD: Wayne Carlyle APD: Mark Andrews Pinnacle 252-522-4141. Playlist with columns for song title, artist, and rank.

WKHK Richmond PD: Jim Tice Cox 804-330-5700. Playlist with columns for song title, artist, and rank.

WYNK Baton Rouge PD: Paul Orr APD/MD: Austin James Clear Channel 225-231-1860. Playlist with columns for song title, artist, and rank.

WRKZ Harrisburg PD: Sam McGuire MD: Dandelion Citadel 717-367-7700. Playlist with columns for song title, artist, and rank.

WGGY Wilkes-Barre PD: Jim Rising MD: Mike Kriknik MD: Kelly Green Entercom 570-883-1111. Playlist with columns for song title, artist, and rank.

KSOP Salt Lake City PD: Don Hilton APD/MD: Debby Turpin KSOP Inc 801-972-1043. Playlist with columns for song title, artist, and rank.

KIIM Tucson OM: Herb Crowe PD: Buzz Jackson MD: John Collins Citadel 520-887-1000. Playlist with columns for song title, artist, and rank.

WFRE Frederick, MD PD: Lisa Allen MD: Linda West Clear Channel 301-663-4337. Playlist with columns for song title, artist, and rank.

KXXY Oklahoma City Dir. of Prgm: L.J. Smith MD: Bill Reed Clear Channel 405-528-5543. Playlist with columns for song title, artist, and rank.

WQXX Youngstown OM: Tim Roberts PD: Dave Steele Cumulus 330-337-9544. Playlist with columns for song title, artist, and rank.

WCTO Allentown, PA PD: Chuck Geiger APD/MD: Danny Mitchell Citadel 610-266-7600. Playlist with columns for song title, artist, and rank.

WMSI Jackson OM: Scott Johnson PD: Rick Adams MD: Van Haze Clear Channel 601-982-1062. Playlist with columns for song title, artist, and rank.

WCOS Columbia PD: Ron Brooks APD: Bryan Thomas MD: Gian Garrett Clear Channel 803-254-0967. Playlist with columns for song title, artist, and rank.

COUNTRY

FOR WEEK ENDING APRIL 14, 2002

AIRPLAY Monitor

Airplay Adds (AA) denotes songs with 6 or more detections at station for first time this week.

POWER RANKINGS

KTTS Springfield, MO. PD: Brad Hansen. MD: Chris Cannon. Journal 417-865-6614. Table with columns TW, LW, and song titles with their respective ranks.

WBBS Syracuse. PD: Rich Lauber. MD: Skip Clark. Clear Channel 315-472-9797. Table with columns TW, LW, and song titles.

WNCY Green Bay. PD/MD: Shotgun Shannon. Midwest Communications 920-435-3771. Table with columns TW, LW, and song titles.

WDXB Birmingham. Dir. of Pgm: Doug Hamand. OM: Tom Hamrah. Clear Channel 205-439-9600. Table with columns TW, LW, and song titles.

KSKS Fresno. PD: Mike Peterson. MD: Steve Montgomery. Infinity 559-490-5800. Table with columns TW, LW, and song titles.

KTEX McAllen/Brownsville. PD: Jo Jo Cerda. APD: Frankie D. MD: Sonny Laguna. Cumulus 956-423-5068. Table with columns TW, LW, and song titles.

WKSJ Mobile. OM: Kit Carson. PD: Bill Black. Clear Channel 334-450-0100. Table with columns TW, LW, and song titles.

WIRK West Palm Beach. PD: Mitch Mahan. MD: J. R. Jackson. Infinity 561-686-9505. Table with columns TW, LW, and song titles.

KBQI Albuquerque. PD: Tommy Carrera. MD: Sammy Cruise. Clear Channel 505-830-6400. Table with columns TW, LW, and song titles.

KRTY San Jose. PD: Julie Stevens. APD: Nate Deaton. Empire 408-293-8030. Table with columns TW, LW, and song titles.

WSM Nashville. PD/MD: Kevin O'Neal. APD: Frank Seres. Gaylord 615-889-6595. Table with columns TW, LW, and song titles.

WKKO Toledo. OM: Tim Roberts. PD: Gary Shores. APD/MD: Harvey J. Steele. Cumulus 419-385-2536. Table with columns TW, LW, and song titles.

Airplay Monitor Brand advertisement featuring a large image of a can with a guitar neck sticking through the top. Text includes 'DEBUT ARTIST PLANNING PACKAGE', 'artist development whoop-ass.', 'Call for details...', 'Lee Ann Photoglo', 'laphotoglo@airplaymonitor.com', and phone/fax numbers.

COUNTRY AIRPLAY MONITOR

Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Tu cycle.

Indicates station experienced between 24 and 56 hours of monitored downtime during the chart week.

Table for GARY ALLAN, 2079/340, 'The One (MCA Nashville)'. Lists stations and their chart movements.

Table for STEVE AZAR, 3881/380, 'I Don't Have To Be Me (Til Monday) (Mercury)'. Lists stations and their chart movements.

Table for TAMMY COCHRAN, 2477/74, 'I Cry (Epic)'. Lists stations and their chart movements.

Table for KELLIE COFFEY, 2310/138, 'When You Lie Next To Me (BNA)'. Lists stations and their chart movements.

Table for KEVIN DENNEY, 2659/-14, 'That's Just Jessie (Lyric Street)'. Lists stations and their chart movements.

Table for EMERSON DRIVE, 3412/155, 'I Should Be Sleeping (DreamWorks)'. Lists stations and their chart movements.

Table for ANDY GRIGGS, 1717/52, 'Tonight I Wanna Be Your Man (RCA)'. Lists stations and their chart movements.

Table for ALAN JACKSON, 4848/422, 'Drive (For Daddy Gene) (Arista Nashville)'. Lists stations and their chart movements.

Table for CAROLYN DAWN JOHNSON, 3017/154, 'I Don't Want You To Go (Arista Nashville)'. Lists stations and their chart movements.

Table for TOBY KEITH, 5531/59, 'My List (DreamWorks)'. Lists stations and their chart movements.

Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population. *Indicates station experienced between 24 and 56 hours of monitored downtime during the chart week.

Table for LONESTAR 2781/231. Not a Day Goes By (BNA). Total Stations: 144. Chart Move: 20-16. Columns: Market, Station, ID, Detections, Gain.

Table for WILLIE NELSON DUET WITH LEE ANN WOMACK 2121/91. Mendocino County Line (Long Highway/Mercury). Total Stations: 147. Chart Move: 25-25.

Table for BRAD PAISLEY 2717/499. I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville). Total Stations: 147. Chart Move: 20-17.

Table for TOMMY SHANE STEINER 4668/42. What If She's An Angel (RCA). Total Stations: 146. Chart Move: 6-6.

Table for GEORGE STRAIT 3783/383. Living And Living Well (MCA Nashville). Total Stations: 148. Chart Move: 12-11.

Table for TRICK NOY 2382/133. Just What I Do (Warner Bros./WRN). Total Stations: 145. Chart Move: 22-23.

Table for TRAVIS TRITT 3925/192. Modern Day Bonnie And Clyde (Columbia). Total Stations: 148. Chart Move: 10-9.

Table for PHIL VASSAR 4880/213. That's When I Love You (Arista Nashville). Total Stations: 146. Chart Move: 5-3.

Table for DARRYL WORLEY 1346/257. I Miss My Friend (DreamWorks). Total Stations: 137. Chart Move: 33-29.

Table for CHELY WRIGHT 2085/72. Jezebel (MCA Nashville). Total Stations: 148. Chart Move: 26-26.

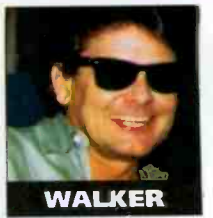
COUNTRY AIRPLAY Monitor

• We Listen To Radio •

APRIL 12, 2002

Radio's Taste For Gross Promotions p. 4

Profile: Producer Billy Joe Walker Jr. p. 6



WALKER

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NO. 1 THIS WEEK:

TOBY KEITH

My List (DREAMWORKS)

GREATEST GAINER

TOMMY SHANE STEINER

What If She's An Angel (RCA)

AIRPLAY ADDS

BLAKE SHELTON

Ol' Red (WARNER BROS./WRN)

AUDIENCE

TOBY KEITH

My List (DREAMWORKS)

Country PDs' Growing Reliance On New Acts

■ by Angela King

Amid a general realization that country needs some new drawing cards, labels have been able to chart nearly twice as many new acts this year as they did last winter. While programmers are not without reservations about the number of new acts in the pipeline, they also say that playing the best available songs is sometimes causing them to pick new acts over superstars who have new product out at the moment.

During the five-month period between Nov. 1, 2000, and March 31, 2001, major labels charted singles from seven debut artists. Of those, only three went top 30: Trick Pony's No. 12 "Pour Me"; Mark McGuinn's "Mrs. Steven Rudy," which took four months to reach No. 6; and Cyndi Thomson's "What I Really Meant to Say," which spent three weeks at No. 1 after nearly five months on the chart.

That same period a year later has seen the chart debut of 11 acts, four of which are now in the top 40, and most of whose songs are continuing to build. New acts' singles are breaking faster as well, such as Tommy Shane Steiner's "What If She's an Angel" breaking into the top 10 after three months. Other debut singles currently on the chart are from Emerson Drive, Kevin Denney, Kellie Coffey, Shannon Lawson, Brad Martin, Joe Nichols, Little Big Town, Hometown News, and Gabbie Nolen. They've since been joined by Pinmonkey and Joanna Janet. And while Brett James and Steve Azar aren't listed—because they charted prior singles on other labels—most PDs would regard them as new acts as well.

Programmers and label executives say the reception for debut artists so far this year has everything to do with timing and quality. "There's always a lot



STEINER

Continued on page 6

sixwire



FIVE GUYS.
FOUR GUITARS.
THREE-PART HARMONIES.

Explosive Debut Single
"Look At Me Now"
Airplay April 22



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WEAR BLACK HATS!**

CHRIS CAGLE

#1 SINGLE - "I BREATHE IN, I BREATHE OUT"

ACM NOMINATION - "TOP NEW MALE VOCALIST"

GOLD RECORD - *PLAY IT LOUD*

**THANKS COUNTRY RADIO, THE ACADEMY
AND THE FANS FOR YOUR SUPPORT.**

**"COUNTRY BY THE GRACE OF GOD" ON YOUR DESKS NOW!
(IMPACTS 5/6)**

Aren't You Glad He Used Dial?



KEYE (K102) Minneapolis OM Gregg Swedberg, left, and APD/MD Travis Moon, right, lean on Curb artist Rodney Atkins for support during a recent station visit.

RADIOACTIVE

BY PHYLLIS STARK
& ANGELA KING

615-321-4284 • pstark@airplaymonitor.com
615-321-4286 • aking@airplaymonitor.com

For New Listeners, Radio Comes Fourth

As broadcasters wonder where the next generation of listeners is coming from, there's more disconcerting news. Radio was only the fourth medium of choice for kids in a recent survey who were asked, "If you could only have one medium or media technology, what would it be?"

Of those 8- to 17-year-olds surveyed, 33% chose the Internet, 26% picked TV, 21% said the telephone, and 15% named radio. Respondents were given a total of six choices.

The survey, titled "How Children Use Media Technology," was conducted by Knowledge Networks/Statistical Research. It found dramatically different results between the boys and girls surveyed.

Broken down by gender, boys picked the Internet first (38%), followed by TV (34%). However, the boys surveyed ranked telephone and radio equally, each cited as the top choice by 12% of the boys. Girls also chose the Internet first (28%). The telephone was their second choice (31%), and the girls ranked TV and radio equally, with 17% each.

KRINIK WALKS A 'LONELY ROAD'

WGGY (Froggy 101) Scranton, Pa., is playing *Kid Rock's* "Lonely Road of Faith"—giving it "at least 20 spins" in its first week on the air—in an effort, according to PD Mike Krinik, to "find a way to get more people to listen to the station." Krinik, who has a history of playing left-field records, claims the song "is our most-requested record. I may move it up to medium."

That the cut is getting play on CMT, as part of its *Crossroads* feature with **Hank Williams Jr.**, Krinik says, adds to the credibility of the record, and musically, he says, "it's really not too much of a stretch."

Krinik hopes the move may bring younger demos to country. "I can take more chances in a market like Scranton," he says. "There's less risk here than a major market. This is not a niche format. We're a mass-appeal format. The 52-year-old is not going to go anywhere else. She'll wait for her **Alabama** record. And the 22-year-old may come and listen because she's heard too many **Ja Rule** records on the top 40."

Krinik says he is looking at adding **Sheryl Crow** as well. "Nashville may not like this. But they are hypocrites. They say, 'Keep it country' and then try to cross over their records [to AC and top 40]. Don't criticize me for going to another format to grab a couple records which may take a slot away [from your artist]."

PLEASE DEFINE 'ON'

Collective contesting is under scrutiny in the *Milwaukee Journal Sentinel*. The paper reports that a lis-

tener of country **WMIL** won \$1 million in Clear Channel's group contest and recorded promos for two sister stations, one of which says, "I just won a million on [WLTQ] Light 97 FM."

According to the newspaper, station management claims the promo is legitimate because the listener did not say she won "from" the station, simply "on" the station.

The Cincinnati Enquirer provides more details on the eight \$1 million giveaways taking place on CC stations this spring. Winners are being given the choice of taking the money in monthly increments of \$2,083.33 for 40 years or a one-time cash payment of \$369,451. And unlike previous years where Clear Channel stations (and their Jacor and Capstar predecessors) participated in different collective contests, the paper reports that 1,159 stations are participating in a single contest.

PROGRAMMING: GEIGER ADDS DUTIES

WCTO (Cat Country 96) Allentown, Pa., PD **Chuck Geiger** is named acting OM, adding programming duties for AC sister **WLEV** (Mix 100.7). He replaces former **WLEV** PD **Vern Anderson**, who exits.



Brad Chambers, the veteran country PD who's now Clear Channel's director of programming technology and distribution, is involved in country once again. He built the library and imaging for the company's new classic country AM **KTDD** (the Toad) Riverside, Calif., which flipped from N/T **KEWS** last week. Chambers is temporarily programming the station but plans to eventually turn it over to a local PD.

Westwood One and the Academy of Country Music (ACM) have reached a multi-year partnership making **WW1** the official radio network for the ACM Awards. The network will broadcast the May 22 awards show, as well as host a three-day live remote May 20-22 with 20 country stations participating.

All 17 Infinity country radio stations broadcast an exclusive 25-minute "sneak peak" at **Kenny Chesney's** new album April 9. The event, broadcast live from Nashville, included three songs from the album and an interview with Chesney conducted by CMT personality **Katie Cook**.

WSM-AM Nashville will broadcast an evening of live music from the *Caught in the Webb* tribute album as part of its "Live From the Bluebird Cafe" concert series April 15. Among those set to perform the songs of **Webb Pierce** are **Trent Summar**, **Rosie Flores**, **BR549's Chuck Mead**, **Matt King**, and **Gail Davies**.

COUNTRY CONFIDENTIAL

BY WADE JESSEN 615-321-4291 • wjessen@airplaymonitor.com



An Eighth Airplay No. 1 For Keith

After nabbing top ink on Country Audience last issue, **Toby Keith's** "My List" (DreamWorks) is No. 1 this week on the airplay chart, his eighth No. 1 there. Keith tops the audience list for a second week with more than 41.6 million estimated listener impressions, an increase of 1 million. Keith overtakes **Chris Cagle's** inaugural No. 1, "I Breathe In, I Breathe Out" (Capitol), which is No. 3 on both charts.

With only 37 spins separating their total detections, **Kenny Chesney's** No. 2 "Young" (BNA) and Keith will duel for No. 1 next issue. With 18 and 17 chart weeks, respectively, Keith and Chesney will likely remain solidly in the fray in a top 10 where the average stay is approximately 21 weeks.

Elsewhere on the detections chart, **Travis Tritt** collects his 20th top 10. "Modern Day Bonnie and Clyde" (Columbia) gains 232 detections, giving him four consecutive top 10 singles from his *Down the Road I Go* album. At his early-'90s peak, Tritt scored eight consecutive top 10 singles, starting with "Drift Off to Dream" in April 1993. Among those eight songs are a pair of No. 1 titles: "Anymore" and "Can I Trust You With My Heart."

This new stack of four top 10 singles is the second time in Tritt's career that four consecutive top 10 songs came from a single album. Tritt racked four top 10 songs from his 1991 sophomore set, *It's All About to Change*.

CHANGES: Our Power Playlists section has been updated, effective this issue, to reflect new Arbitron cumulative rankings based upon fall 2001 data. ABC/Disney's **WKHX** Atlanta advances 8-5 on the new list, and Infinity outlet **KMPS** Seattle breaks the top 10 at No. 9, up from No. 14.

Playlists are ranked in descending order starting with the format's highest (TSA) cuning station. The number of playlists published each week varies depending upon available space.

Meanwhile, **KJYY** Des Moines, Iowa, has been removed from our panel of monitored stations following a flip to a gold and recurrent-based country format (*Country Airplay Monitor*, April 5). There are currently 148 stations on the *Monitor* country radio panel, including Jacksonville, Fla., outlets **WQIK** and **WROO**, which remain on hiatus from the panel because of technical problems.

ON THE ROW

Word, Warner Share Execs Mimms, Norman

Malcolm Mimms, president/COO of Nashville-based Christian music company **Word Entertainment**, adds COO duties at sister country label **Warner Bros.** Nashville. Also, **Warner Bros.** Nashville president **Jim Ed Norman** adds oversight duties for **Word Label Group**, the recorded-music division of **Word Entertainment**. **Word** and **Warner Bros.** will continue to operate as separate entities.

Jacqueline Majers has been named VP of marketing at **CMT**. She was director of marketing at the American Movie Classics network.

Alabama, **Brooks & Dunn**, and **Reba McEntire** are the nominees in the Academy of Country Music's **Home Depot Humanitarian Award**. This inaugural award category will be the first fan-voted award in the 37-year history of the **ACM Awards** (*Country Airplay Monitor*, March 22). The winner will be named during the **ACM Awards** telecast May 22.

Stacy Peterson joins **Big T-actor Music** as creative director. She previously worked with **Tzell Entertainment Travel Specialists** handling various artists' tours, and she also was the tour manager for **Larry Cordle & Lonesome Standard Time**.

Mosaic Music Publishing, a subsidiary of **Los**

Angeles-based **Mosaic Music Group**, has opened a **Music Row** division called **Mosaic Nashville**. Staff members include VP/GM **Lisa Ramsey**, director of creative services **Tim Hunze**, director of administration **Nancy Tuck**, and catalog manager **Amy Shepherd**. The songwriter roster comprises **Bonnie Baker**, **Amy Dalley**, **Lee Thomas Miller**, **Bobby Pinson**, and **Jimmy Ritchey**. **Baker's** deal is a co-venture with the **Farm**.

Key Foster joins **Gaylord Entertainment** as VP of corporate finance and investor relations. He previously worked for **Deutsche Bank Alex. Brown** in **New York**.

Robert Earl Keen will reprise his **Texas Uprising** tour this summer, according to *Billboard Bulletin*. It will begin with **Texas** shed dates at the **Verizon Amphitheater** near **San Antonio** (May 24), the **Cynthia Woods Mitchell Pavilion** near **Houston** (May 26), and the **Sundance Square** in **Forth Worth**, with shows still to be confirmed for **June** in **Colorado**, **Utah**, **California**, and the **Southeast**. Among the artists to perform at some or all shows are **Keen**, **Charlie Robison**, **Ricky Skaggs & Kentucky Thunder**, **Cory Morrow**, and **Jack Ingram**.

Finally, get-well wishes to veteran record promoter **Mike Chapman**, who suffered a heart attack April 2 in **Oklahoma City**. At press time, **Chapman** was in critical condition at the city's **St. Michael's Hospital** but was expected to be moved to **Centennial Medical Center** in **Nashville**. A fund-raiser will be held at 8 p.m. **April 10** at the **Fiddle and Steel** club in **Nashville's Printer's Alley**. **Lila McCann** will be among the performers. Plans for establishing a trust fund are also in the works.

PEOPLE: WFMS LOSES TWO JOCKS

WFMS Indianapolis morning host **Trapper John Morris** exits. The cluster's director of news, **Kevin Freeman**, rejoins the morning show, and PD **Bob Richards** is taking T&Rs for an executive morning-show producer. Also at **WFMS**, overnight jock **Terry Fullen** exits. His replacement has not been named.

Look for former '80s oldies **WTHZ** Greensboro, N.C., PD **Chris Huff** to return to the country format as APD/MD of **KSCS** Dallas. He will fill the vacancy left when **Linda O'Brian** moved to **TM Century**.

XHCR San Diego ups part-timer **Corey Roberts** to promotion director. He replaces **Adam Jeffries**, now MD/night host at **KUZZ** Bakersfield, Calif.

XHCR also adds a *Southern California Spotlight* feature on Saturday nights, highlighting local artists and bands.

KMPS Seattle copywriter **Randy Meyers** segues to morning-show producer duties, replacing **R.J. Pihl**, who stays with the show as a writer.

WYYL (96) Memphis hires former rhythmic top 40 **WXHT** Valdosta, Ga., PD/morning man **Chris Chaos** for mornings. He replaces **Jeremy "Danger" Mulder**, who left for similar duties at **WOGI** (Froggy 98.3) **Pittsburgh**. **WYYL** also hires former **WOGY** Memphis morning co-host **Polly** for middays.

KYKZ Lake Charles, La., hires former **WTVY** Dothan, Ala., morning host **Diane McKenzie** for similar duties, replacing **Dale Mann**, who exited.

Kenny ROGERS

harder cards

THE MOST TALKED ABOUT
SONG OF THE YEAR.

“A subject that’s hard to sing about, but necessary.”

Kenny Rogers

“Everyone says they want something different, unique, but are afraid to play anything unfamiliar... **PLAY** this **EDGY, GRITTY** record that will blow open your phones by a voice that all your listeners can identify on the first note! Better do it fast... there’s only 10 weeks left of the Spring Book!”

John Trapane KIKK/KILT

“He caught us by surprise with ‘Buy Me a Rose,’ don’t miss the boat on ‘Harder Cards’.”

Blair Garner, After Midnite

100% Positive Test on After Midnite!

IMPACTING RADIO NOW



Country PDs' Growing Reliance

Continued from page 1

of traffic out there," RCA VP of national promotion Mike Wilson says. "Sometimes when you do a single, you're the third or fourth with that type of song. We were first when we released ["What If She's an Angel"] . . . This has probably been the easiest debut single I've had in years."

Lyric Street VP of promotion Kevin Herring says that while PDs may still think there are too many new acts, "the quality of product the new artists are putting out [combined with] the lack of quality perhaps [on records that] established artists are putting out [is making the difference]."

Herring continues, "There are some very big superstar artists that have records that are really underperforming, and that helps new artists."

For WFRE Frederick, Md., PD Lisa Allen, "It's a combination of good product [from new acts] and a lack of product from more established artists," she says. "You don't have the Dixie Chicks [or] Shania Twain. We had a single from Alabama, but it wasn't . . . comparable to some of their best work."

Herring agrees. "If there was a Shania [song out] right now, one of these [debut] records would not be in the top 20. There's not a Dixie Chicks [single] out right now. Does that help [new acts get airplay]? Yeah. There are only so many slots. Radio would love to have those records [by Twain or Dixie Chicks] going into the spring book. They want to put their best player in [the lineup]. Shania's not in there, so hopefully, that's the slot Kevin Denney is filling."

But KEEY (K102) Minneapolis OM Gregg Swedberg, one of the format's more aggressive PDs, says he's more inclined toward new artists. "Bring me a shiny new penny, tell me it's the greatest thing in the world, and I'll be more likely to believe you than [if it's] something I've already got experience with. [I've] always had somewhat of an open mind to new acts, [but] the quality hasn't always been great."

(YOU GOTTA) FIGHT FOR YOUR RIGHT (TO AIRPLAY)

That's not to say that Swedberg isn't worried about playing debut singles. "There's too many, but it's a good problem to have, because the quality is high [right now]," he says. "I can pick and choose the quality. Programmers and the audience, to a lesser extent, have been chasing the next Garth [Brooks, believing] the next Garth grail will lead us to the promised land."

Nearly everyone agrees that some established acts continue to receive automatic airplay. But, Herring says, "just because you get on [the air] doesn't mean you get in heavy rotation. [Superstars] get their shots, but if they don't perform, research, or sell, there's not as much leeway for them as there used to be. The Kevin Denneys are researching and selling. Steve Azar and Emerson Drive have very competitive records [that] are outperforming Garth right now."

And once those records get on the air, Herring contends, the playing field becomes even. "If it's not even, why would Steve Azar be getting heavy rotations over the Garth and Trisha [Yearwood] duet ["Squeeze Me In"]? To get on the radio, it's harder for Kevin Denney than Faith [Hill]. Automatically, people go to those [superstar] records. We have to jump through hoops [to launch a debut artist, with] an extensive radio tour [and] listener appreciation tours [to] legitimize him as an act who has a shot. Tim McGraw doesn't have to do those things."

THE OLD WAY WASN'T WORKING

Swedberg thinks many of his programming colleagues are "more open to try something new, because what they were doing wasn't working," he says. "We've all experienced audience losses across the board. I, for one, am at least willing to try something else to stop the downturn. We know where the current stars have gotten us—where we are now. It will take someone new to attract new people. America already knows what Shania, Tim, and Faith sound like."

Allen says that some debut acts are succeeding because "a lot of them are writing their own material. Obviously, the newer acts who don't write don't

MONITOR PROFILE

For Veteran Producer Billy Joe Walker Jr., The Bottom Line Is A Great Song

Few Nashville producers are working as hard these days or having as much success as Billy Joe Walker Jr.

Among his most successful recent projects is Travis Tritt's Academy of Country Music Award-nominated and platinum-selling *Down the Road I Go*, which he co-produced with Tritt. Walker also produced Tracy Byrd's *Ten Rounds* and Mindy McCready's newly released, eponymous album.

Upcoming projects include albums by Tritt, Mark Chesnutt, Brad Martin, Tammy Cochran, and Steve Holy.

Walker has the unusual talent of being able to switch styles between pop-influenced tracks for artists like McCready and hardcore country for such artists as Chesnutt. He credits that to his background as a sought-after session player in Los Angeles, where he played on albums from acts ranging from Glen Campbell to the Beach Boys and everything from soundtracks to Burt Reynolds movies and *The Dukes of Hazzard* TV series to commercials for Roman Bread.

To alternate between genres, Walker says the key for him as a producer is to get to know the artists, perhaps play guitar with them, and "learn who that artist is and where they live [musically]. Then I try to wrap the music around their artistry. The hardest part is learning where that artist feels [his or her] music."

Regardless of the artists or their particular style, Walker says he's always looking for great songs, although he adds that increased competition is making them harder to find. "I keep an open mind for great songs all the time," he says. "The bottom line is a great song, and we literally listen to thousands." But, Walker says, "I'm looking for specialized kinds of songs, songs that are a little different and really reach someone's heart and soul. So many writers are writing . . . for radio. In my view, that's not the key to finding great songs. They are chasing yesterday's hit. I'm trying to find tomorrow's new hit."

get a shot at getting the really good songs. But a lot of these [debut artists] are writing their own material and are truly talented. Remember when all we had was a pretty boy in a pair of starched jeans? These are real artists doing real music."

CAN YOU SQUEEZE THEM IN?

So how many of these new artists can PDs accommodate? Swedberg, with more than 30 currents, doesn't have to ask. "What are these new songs taking the place of? Do I want to play a Kellie Coffey record rather than a Martina McBride record? A new artist is going to take the place of an artist you've invested a lot of time and effort in. If I only had 19 currents on my station, it would be really hard."

Allen, who also plays more than 30 currents, still has to be careful. "Some people think my list is tight," she says. "It's not tight, but I'm selective, and that kills [label-promotion] people. They might have a song in the top 15 that I'm not playing, but I'll add something out of the box like Hometown News because I believe in it."

Along with the Hometown News single, Allen is playing debut releases from Lawson, Steiner, Coffey, and Emerson Drive. She is also playing Azar. But, she maintains, she's very worried about familiarity. "Our listeners have no idea what artists they are listening to. If their product is comparable to the baby act, I would go with a 'B' act for the familiarity. But even the B acts are not that recognizable. Joe Listener still thinks Tim McGraw is a new act."

However, Allen notes, she has to set those concerns aside when "a lot of the superstars are just not giving us the great product. The first thing we do is look for the best songs that our listeners

Walker says that when "the record companies start chasing radio, it's one person chasing the other, which is very unhealthy. It bogs down the creativity, and people have to work 100% harder . . . For our industry to be healthy and stay healthy, it has to stay diversified."

In fact, Walker says the most significant change he has witnessed in his 22 years in Nashville is a tendency for music makers here to be "looking behind their shoulder to see what the other guy is doing, and I don't think that's the answer. I think we have to be more open-minded."



BILLY JOE WALKER JR.
Producer

'For our industry to be healthy and stay healthy, it has to stay diversified'

Walker has a certain fondness for radio, having hosted his own half-hour show on KJBC Midland, Texas, when he was only 10 years old. On *The Little Billy Walker Show*, he would line up his own sponsors and read their copy, give the news and weather, and sing and play music.

"I've always loved radio people," he says. "They are very interesting people and really have a love for music."

Walker has few complaints about country radio, other than a desire to hear more traditional-sounding acts like Chesnutt. "At this end," he says, "I'm going to try to give them something to play. Hopefully, Nashville can give them more worthy new projects. The bottom line is, we have to make music so incredibly well that they'll just have to play it. I'm still a believer in that." Walker

wants to see Music Row executives "cut out some of the meetings and get in there and get with it."

By the time he landed his radio show in Midland, Walker had already been playing guitar onstage for four years. At age 14 he hitchhiked out of Texas and began doing session work in Oklahoma City. When he turned 18, he made the move to Los Angeles, where he stayed for 12 years before relocating to Nashville in 1980.

In addition to his session-work experience, Walker's versatility as a producer may also stem from his own recording career as a jazz/new age instrumental artist. He has recorded a total of 10 albums of that genre for MCA, Geffen, and Liberty Records, but he stopped making jazz records because he says he "got tired of hearing me."

He has also been successful as a country songwriter, with more than 100 cuts, including "I Wanna Dance With You" and "B-B-B-Burnin' Up With Love," both of which were Eddie Rabbit hits in the '80s.

Walker began making a name for himself as a producer in the '90s, with Bryan White's first three albums, as well as two each from Pam Tillis and Collin Raye. He has also worked with Isaac Hayes, Take 6, Skip Ewing, Matt King, John Berry, and numerous others.

Walker says he left Texas as a teenager because "there were things I wanted to do with music." Asked if he has now done those things, Walker says he has "not even scratched the surface," despite his impressive résumé. "What I'm hoping to do is be able to contribute better music for the consumer. It doesn't make any difference how I get there." The key to making that better music, he says, is great artists. "All the rest of the avenues are variables—working with publishers, radio, record companies, whatever it takes." And even now, Walker says, "I feel like I have a long way to go."

PHYLLIS STARK

The Royals Treatment



KBEQ (Q104) Kansas City's T.J. McEntire, left, and Bryan Keller, right, visit with Chely Wright, who sang the national anthem at the Kansas City Royals' season opener.

are going to react to."

How many more artists come through the pipeline may also depend on how long it takes to break those who are already in the queue. Wilson says it is "hard to build careers and artists with two singles a year [or] when singles take 30 weeks to get to the top." But, Allen says, "it doesn't matter how slow the chart is; the true hits will break through. The slower chart weeds out some of the crap. It really only takes one fabulous song to sell an album."

But not all PDs see it that way. "Radio has always been [suspicious] if you don't have the follow-up singles," Wilson says. Herring agrees. "If

they are not a complete artist, they may not get a whole look, a complete shot."

But Herring adds that even those debut artists who are not successful with their first single still have a shot at future success. "We've had other records that haven't gotten out of the gate. We still think we can break Brian McComas. There are lots of artists in the same boat as Brian, [like] Steve Holy. His first three efforts didn't pop. That's what you love and hate about what we do. There's no predicting. We have a cycle of really good [debut] artists. For whatever reason, they are [competitive] with everything else right now."

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Great **Singer**
Great **Song**

David Nail
MEMPHIS

Written by David Nail

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- Mike Brophey, WKLB/Boston, MA



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- Cary Rolfe, KUPL/Portland, OR



"Well sung and full of attitude!!!"

- Ray Massie, KFRG/Riverside, CA



"I love it...good groove...cool vocals!!!"

- Tony Stevens, KFKF/Kansas City, MO



"ATTITUDE!! I love it!!!"

- Eddie Foxx, WKDF/Nashville, TN



"I want to play songs like this on my radio station!!!"

- Mitch Mahan, WIRK/West Palm Beach, FL



"Very cool...I love the attitude and yes they do remind me a little of the Judds!!!"

- John Collins, KIIM/Tucson, AZ



"I didn't want to like it at first but I gotta admit it's kinda catchy and infectious. I found myself singing along!!!"

- Mark Phillips, WWGR/Fort Meyers, FL



"Like the attitude. Potential to light up the phones!!!"

- Steve Mitchell, WYAY/Atlanta, GA



"Good attitude song...there will a place for this!!!"

- Meg Stevens WGAR/Cleveland, OH



"I like it. Lyrics speak volumes and many people can relate to this in a fun way!!!"

- Mike Kennedy, KBEQ/Kansas City, MO



"I LOVE IT!!!"

- Debby Turpin, KSOP/Salt Lake City, UT



"Attitude, dude, with some solid Country Blues!!!"

- Les Acree, WNOE/New Orleans, LA



"It's got really 'cool' groove! I really dig this tune-YIKES!!!"

- Coyote Collins, WBEE/Rochester, NY



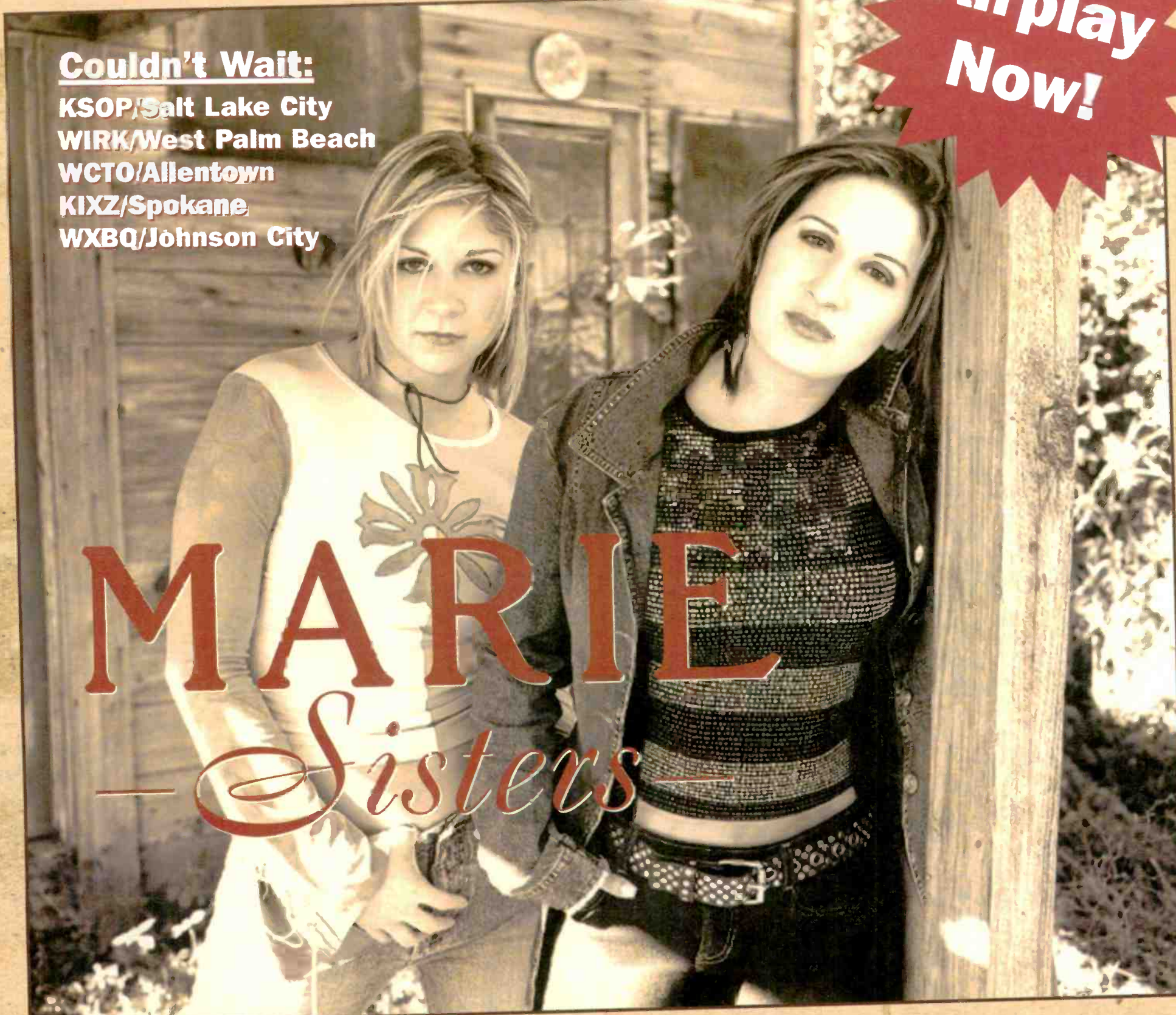
"I love the song!!!"

- Mike Peterson, KSKS/Fresno, CA

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WIRK/West Palm Beach
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Management: Top 40 Entertainment

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COUNTRY AIRPLAY MONITOR

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

Airplay Adds (AA) denotes songs with 6 or more detections at station for first time this week.

AIRPLAY LEADERBOARD THE STATIONS THAT BREAK THE HITS #1 TODAY'S BEST COUNTRY 102 KEELY Minneapolis, MN PD/MD: Swedberg/Moon

CMT PD: Chris Parr CBS Cable 615-457-8500. Playlist table with columns for rank, artist, and song title.

Great American Country PD: Jim Murphy APD: Jennifer Page Jones Int'l Networks 303-792-3111. Playlist table with columns for rank, artist, and song title.

KZLA Los Angeles OM: R.J. Curtis APD/MD: Tonya Campos Emmis 323-882-8000. Playlist table with columns for rank, artist, and song title.

KPLX Dallas PD: Paul Williams APD: Smokey Rivers MD: Cody Alan Susquehanna 214-526-2400. Playlist table with columns for rank, artist, and song title.

WUSN Chicago PD: Justin Case MD: Tricia Biondo Infinity 312-649-0099. Playlist table with columns for rank, artist, and song title.

KSCS Dallas PD: Dean James ABC/Disney 817-695-0800. Playlist table with columns for rank, artist, and song title.

WKHX Atlanta OM: Diane Hallam MD: Johnny Gray ABC/Disney 770-955-0101. Playlist table with columns for rank, artist, and song title.

WYNY New York PD: Marty Mitchell Big City Radio 914-592-1071. Playlist table with columns for rank, artist, and song title.

KFRG San Bernardino OM: Ray Massie MD: Don Jeffrey Infinity 909-825-9525. Playlist table with columns for rank, artist, and song title.

WMZO Washington, DC VP/ops: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231. Playlist table with columns for rank, artist, and song title.

KMPS Seattle OM/MD: Becky Brenner MD: Tony Thomas Infinity 206-805-0941. Playlist table with columns for rank, artist, and song title.

WXTU Philadelphia PD: Bob McKay APD/MD: Cadillac Jack Beasley 610-667-9000. Playlist table with columns for rank, artist, and song title.

KEYE Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon Clear Channel 952-820-4200. Playlist table with columns for rank, artist, and song title.

WYCD Detroit PD: Mac Daniels APD/MD: Ron Chatman Infinity 248-799-0600. Playlist table with columns for rank, artist, and song title.

WIL St. Louis PD: Russ Schell MD: Don Montana Sinclair 314-781-9600. Playlist table with columns for rank, artist, and song title.

WVKK Knoxville OM: Mike Hammond MD: Colleen Addair Citadel 865-588-6511. Playlist table with columns for rank, artist, and song title.

KILT Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5100. Playlist table with columns for rank, artist, and song title.

KYGO Denver PD: Joel Burke MD: Tad Svendsen Jefferson Pilot 303-321-0950. Playlist table with columns for rank, artist, and song title.

WQYK Tampa OM: Eric Logan MD: Jay Roberts Infinity 813-287-0995. Playlist table with columns for rank, artist, and song title.

WYAY Atlanta OM: Dene Hallam PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106. Playlist table with columns for rank, artist, and song title.

WPOC Baltimore Dir. of Pgm: Scott Lindy APD/MD: Michael J. Fox Clear Channel 410-366-3693. Playlist table with columns for rank, artist, and song title.

WDSY Pittsburgh VP/Pgm: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400. Playlist table with columns for rank, artist, and song title.

KMLE Phoenix PD: Jeff Garrison APD/MD: Chris Loss Infinity 602-258-8181. Playlist table with columns for rank, artist, and song title.

COUNTRY AIRPLAY MONITOR

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

denotes songs with 6 or more detections at station for first time this week.

KNIX Phoenix PD: George King MD: Gwen Foster Clear Channel 480-966-6236

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

Country 99.5 WGAR Cleveland PD: Chuck Collier Clear Channel 216-520-2600

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WTQR Greensboro PD: Paul Franklin APD/MD: Angie Ward Clear Channel 336-822-2000

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WKIS Miami MD: Darlene Evans Beasley 305-654-1700

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WWKA Orlando PD: Len Shackelford MD: Shadow Stevens Cox 407-298-9292

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

KSD St. Louis MD: Mark Langston Clear Channel 314-436-9370

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WWJZ Hartford PD: Jay McCarthy MD: Jay Thomas Clear Channel 860-723-6000

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WDRR Raleigh PD: Lisa McKay MD: Morgan Thomas Curtis Media 919-876-6464

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WSOC Charlotte OM/PD: Jeff Roper APD/MD: Rick McCracken Infinity 704-522-1103

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WSSL Greenville OM: Bruce Logan APD/MD: Kix Layton Clear Channel 864-242-1005

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WAMZ Louisville OM: Kelly Carls APD/MD: Coyote Calhoun Clear Channel 502-582-7840

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

KIKK Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5957

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WUBE Cincinnati OM: Tim Closson APD: Kathy O'Connor MD: Duke Hamilton Infinity 513-721-1050

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WKKT Charlotte OM: Mike Beriak PD: Kevin King MD: Keith Todd Clear Channel 704-714-9444

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

KWJL Portland, OR OM: Bruce Agler PD: Ken Boesen MD: Craig Lockwood Fisher 503-228-4399

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WUSY Chattanooga OM: Clay Hunicutt MD: Bill Poindexter Clear Channel 423-892-3333

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

WESC Greenville OM: Bruce Logan MD: John Landrum Clear Channel 864-242-4660

Table with 2 columns: Song/Artist and TW LW. Top songs include 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea, 'I Wanna Be Like You' by Enchanted by the Sea.

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on CMT!!!**

**& MEDIUM
ROTATION
on GAC!!!**

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{JEN-NAY}

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KCCY / WITL / WWQM / WNKT / WGNE / WRNS / WGNE / WRNS / WIVK / WDEN
WYYD / WCTQ / WRBQ / WYNK / KPLM / KSOP / KUBL / KIXZ / KIIM / KJUG

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CRITICAL MASS RESEARCH:

MOVING FROM #9 TO #6 OVERALL!!!! #9 TO #7 MALES 25-34 #14 TO #10 MALES 35-44
RANKING #7 FEMALES OVERALL!!!! #8 FEMALES 24-34 #8 FEMALES 35-44



BB #13
RR #12

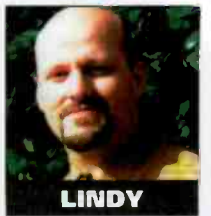
COUNTRY AIRPLAY Monitor

• We Listen To Radio •

APRIL 5, 2002

CC Promotes WPOC Baltimore
PD Scott Lindy p. 3

Profile: WFMS Indianapolis'
J.D. Cannon p. 6



LINDY

VOLUME 10 • NO. 14

\$6.95

NO. 1 THIS WEEK:

CHRIS CAGLE

I Breathe In, I Breathe Out (CAPITOL)

GREATEST GAINER

BRAD PAISLEY

I'm Gonna Miss Her (The Fishin' Song) (ARISTA NASHVILLE)

AIRPLAY ADDS

DARRYL WORLEY

I Miss My Friend (DREAMWORKS)

AUDIENCE

TOBY KEITH

My List (DREAMWORKS)

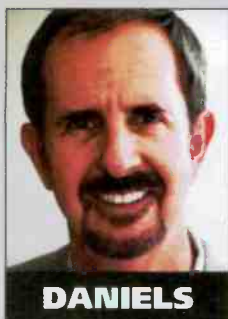
When Country's Core Is 56% Over 50

by Angela King

A decade ago, country found itself in the enviable position of being a "cradle to grave" music choice. The format's breakthrough acts were traditional enough for existing fans and hip enough to attract younger listeners. That broad coalition helped country dominate most markets and kept potential splinter formats, such as classic country, from finding a toehold.

But in the mid-'90s, when 18- to 34-year-old listeners found other choices in modern AC and a resurgent top 40, most PDs thought they could not protect that audience, focusing instead on the format's upper end. And as mega-owners began using country as a very specific part of their cluster strategy, recent years brought talk about country superserving 45-year-old women and the realization that males were being disenfranchised.

While recent years have seen a conscious effort by Music Row to



DANIELS

put some drive back in its country, a recent Edison Media study, unveiled at the Country Radio Seminar, showed country's audience to be even older than previously realized—56% of the core is above 50 years old (*Country Airplay Monitor*, March 8). So even if labels are targeting more projects to younger demos, it doesn't mean radio is following suit.

Those numbers were alarming for some programmers and label folks. Consultant Larry Daniels is "seeing some stations [focusing older, and] I don't think it's a good move. We need to develop listeners, and we can't do that if we [only] ride with the ones that brought us here."

Consultant Joel Raab agrees. "We need to address the future of the format, and [we] will not be able to rely solely on upper demos—35-54—to carry the day."

Continued on page 6

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BB #14
RR #11



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We Believe!

ANTHONY SMITH

"If That Ain't Country"

PLAY IT NOW

AND JUST LISTEN
TO WHAT YOUR
LISTENERS HAVE
TO UDDER!

The following letter was sent to Tony Thomas at KMPS Seattle by a listener...

Tony,

We were on our way to dinner Friday night when you played "If That Ain't Country" and couldn't call you. I have been meaning to write and didn't until Ihabod played it again this morning and **I LOVE IT!!!!** My daughters who are 6 1/2 just loved it and even my husband who really doesn't care about music much one way or the other admitted to liking it. **It is good semi-loud but much better WAY loud.**

It isn't that often I fall in love with a song the first time I hear it, a few Chris LeDoux, Jamie O' Neal "There Is No Arizona," a couple Travis Tritt, Martina McBride "Independence Day." I hear a song and think that is ok or a nice song and it grows on ya. But **every now and then from the first note one will reach out and grab you like that one does.**

Can we get that one at the stores yet?

Thanks and take care,
Karyn

Better Than Sleeping



Emerson Drive recently stopped by the Neon Nights studio in Seattle, home of Jones Radio Networks' syndicated *Lia* show, to meet host Lia Knight. Pictured, from left, are Emerson Drive's Mike Melancon, Pat Allingham, and Jeff Loberg; Knight; and the group's Brad Mates, Danick Dupelle, and Chris Hartman.

RADIOACTIVE

BY PHYLLIS STARK
& ANGELA KING

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615-321-4286 • aking@airplaymonitor.com

AFTRA Takes Aim At Radio Consolidation

The American Federation of Television and Radio Artists (AFTRA) has outlined formal objections to consolidation in the radio industry in a brief submitted to the FCC. That brief claims that consolidation has "harmed the public interest by reducing diversity and competition in local radio markets."

AFTRA is calling on the FCC to "conduct public hearings on the effect of deregulation and ownership consolidation in the radio industry. The FCC should gather data and investigate complaints of anti-competitive behavior by companies that now dominate local radio markets."

The memo blames the Telecommunications Act of 1996 for creating an atmosphere of "reduced competition for advertising in radio... and anti-competitive market conditions." AFTRA points to the dominance of Clear Channel as an example of the "harm to the public interest." Cumulus' exclusive relationship with independent promoter Jeff McClusky and Associates is also cited as an example of reduced public service because "program directors at the local level have no input in the selection of new music for their stations."

SURVEY: ARTISTS DRIVE MORE SALES THAN RADIO

The country music portal Countrytune.com recently surveyed more than 550 of its most active visitors to learn more about the habits of country music and radio consumers.

Among the findings, "favorite artist(s)" is the strongest factor (cited No. 1 by 41% of those polled) in making a music purchase decision, followed by radio airplay (33%).

The study also found that consumers would be equally happy with smaller incentives from radio and the Web as they are with larger prizes. Forty percent named concert tickets as the item they would most like to win or receive.

Wal-Mart is the leading retailer of choice for buying country albums. The majority (55%) said they regularly purchase their music at the retail giant, followed by local/regional music stores (13%) and online music sites (12%).

The consumers surveyed were all over the age of 18, and 62% were female. Countrytune.com is a division of Tune.com.

PROGRAMMING: THE BEST OF YESTERDAY AND YESTERDAY FOR 'JY

KJYY Des Moines, Iowa, drops all currents and becomes gold-based in an effort to differentiate

itself from country sister KHKI (the Hawk), which will remain current-driven. KJYY now plays music from the late '70s to the late '90s under the positioner "Great Country."

It's not as radical a change, but WKLB Boston becomes more gold-based in response to what PD Mike Brophrey characterizes as a listener demand for more familiarity. Now 60% gold, the station also adds a "country legends" category, which plays three times a day and includes gold from as far back as the '60s.

WPOC Baltimore PD Scott Lindy is promoted to director of operations for Clear Channel/Baltimore, which also includes classic rock WOCT and black gospel WCAO.

Clear Channel/Austin, Texas, names former Star System president Jason Kane director of operations, replacing Mac Daniels, who's now with WYCD Detroit. Kane will handle PD duties for both country stations, KASE and KVET.

Mike James joins Regent's KMDL (the Dawg) Lafayette, La., as PD. James previously was PD at WQIK/WROO Jacksonville, Fla. Bruce Mikells, who had been PD/morning man at KMDL, will now concentrate on his morning show.

WCMS/WGH Norfolk, Va., PD Randy Brooks adds interim PD duties at oldies sister WWSO, following a rapid turnaround by incoming PD (and country radio veteran) Dave Anthony. WCMS night jock Amy York segues to afternoons on WWSO. WGH overnights Country Jack Wilson replaces York in nights, and WGH night host Mike Allen moves to mornings on WWSO. WGH adds Jones Radio Networks' syndicated *Lia* for nights.

Lee Logan has been named OM of Saga/Clarksville, Tenn., and PD of country WVVR. Logan, who previously was MJI Broadcasting's GM and executive director for country programming, replaces Bill Young, now OM at Clear Channel/Panama City, Fla.

Country WCZQ Champaign, Ill., becomes mainstream R&B "Hot 105.1" under PD Darrin Arreans, former OM at WQSL New Bern, N.C.

Clear Channel/Fargo, N.D., flips country KFGO (K102) to classic rock. PD Erik Grande segues to similar duties for KULW (B93), which flips from oldies to country. Call-letter changes are expected.

WJPD Marquette, Mich., changes positioners from "the Giant" to "Big Country 92.3" under new owner Northern Star Broadcasting.

The first affiliates to sign up for *No Depression: The Alt-Country Radio Show* are KTOM Monterey,

COUNTRY CONFIDENTIAL

BY WADE JESSEN 615-321-4291 • wjessen@airplaymonitor.com



Third Single Is A No. 1 Charm For Cagle

Chris Cagle collects his first No. 1 single on our Country Airplay chart, as "I Breathe In, I Breathe Out" (Capitol) gains 266 detections. The song is the third single from Cagle's debut set, *Laredo*, preceded by the title track—which stopped at No. 8 Aug. 3, 2001—and "My Love Goes On and On," which peaked at No. 15 in the Dec. 8, 2000, issue.

Cagle's single finishes 233 plays ahead of Toby Keith's "My List" (DreamWorks), which takes the chart's second-largest gain, up 415 spins (4-2).

The scenario is a bit different on the Country Audience chart, where Keith's single dominates with 40.8 million estimated audience impressions, a gain of more than 2 million. Cagle's title gains 1.5 million impressions and goes 3-2, with an audience tally of more than 39.6 million.

"My List" is Keith's fifth No. 1 on the 5-year-old audience chart and his fourth consecutive audience chart-topper.

Elsewhere on Country Airplay, Darryl Worley's "I Miss My Friend" (DreamWorks) bags the Most Airplay Adds for a second straight week. After claiming 20 Airplay Adds last issue, Worley's single gathers 23 new Airplay Adds and gains 261 detections (40-34). The track is Worley's fastest-rising single to date.

THE RCA LABEL GROUP (RLG) claims six of the top 10 titles on our Country Airplay chart for a second week, repeating a feat that hasn't been accomplished on this chart since the label trio (RCA, BNA, and Arista Nashville) controlled six top 10 titles for four straight weeks starting in the June 8, 2001, issue.

The six titles are Martina McBride's "Blessed" (RCA), Kenny Chesney's "Young" (BNA), Phil Vassar's "That's When I Love You" (Arista Nashville), Alan Jackson's "Drive (For Daddy Gene)" (Arista Nashville), Tommy Shane Steiner's "What If She's an Angel" (RCA), and Brooks & Dunn's "The Long Goodbye" (Arista Nashville).

Three of the top five during the 2001 stretch peaked at No. 1: Kenny Chesney's "Don't Happen Twice" (BNA), Brooks & Dunn's "Ain't Nothing 'Bout You" (Arista Nashville), and Lonestar's "I'm Already There" (BNA). Sara Evans' "I Could Not Ask for More" (RCA) stopped at No. 2 for two of the four weeks, held out of the No. 1 spot by the Lonestar title. Two other top five entries added to the RLG run: Alan Jackson's "When Somebody Loves You" (Arista Nashville) and Brad Paisley's "Two People Fell in Love" (Arista Nashville). On the Country Audience chart, only the Brooks & Dunn and Lonestar titles made it to No. 1.

BECAUSE OF technical problems, Jacksonville, Fla., country signals WQIK and WROO have been temporarily removed from our chart panel.

Calif.; WSLM-AM-FM Louisville, Ky.; and WHEE Martinsville, Va. The two-hour weekly show is a partnership between *No Depression* magazine and radio syndicator NBG (*Country Airplay Monitor*, March 15). The show will launch April 29.

PEOPLE: A PREGNANT PAUSE FOR CRL'S TURNER

Dallas Turner, host of Great American Country's afternoon request show *CRL*, leaves the show next month. Turner is expecting her first child and wants to spend more time at home. The show will continue with guest hosts until a full-time replacement is named.

KUPL Portland, Ore., night host Tony Christopher exits as the station adds the syndicated *Lia* show.

KIZN Boise, Idaho, evening jock Justin Pierce exits for afternoons at KASH Anchorage, Alaska. KIZN PD Spencer Burke is looking for a replacement and wants T&Rs.

WAEB-FM (B104) Allentown, Pa., hires new morning-team member Barbara Carey from crosstown WCTO (Cat Country). Carey worked on WAEB when it was "Laser 104.1" as Barbara O'Reilly.

WBCT (B93) Grand Rapids, Mich., middayer Taylor is also voice-tracking middays on WNUS Parkersburg, W.Va. She replaces Doug Flint, who segues to afternoons.

Country WBKR Owensboro, Ky., night jock Dave Spencer adds middays at top 40 sister WSTO Evansville, Ind., as Shawn Garrett. He replaces PD Dave Michaels, who moves to afternoons to replace Craig Jackson.

MANAGEMENT: HANSON PROMOTED

Triad/Tallahassee, Fla., ups director of sales Mark Hanson to VP/market manager for the three-station cluster, including country WAIB. He replaces Alan Herman.

SIRIUS STEPS UP ROLLOUT

Sirius Satellite Radio is accelerating its regional rollout plan. On the heels of its Feb. 14

launches in Denver, Houston, Phoenix, and Jackson, Miss., Sirius plans to begin offering its service in 39 states during the next 60 days, with full nationwide distribution available July 1.

CRS 2003 DATES ANNOUNCED

Country Radio Broadcasters has scheduled Country Radio Seminar 2003 for one week earlier than usual, Feb. 19-22. The dates were moved up because of an availability issue with the Nashville Convention Center.

This Promotion Stinks!



KRYS (K99) Corpus Christi, Texas, asked listener Abram Garcia to imitate Oscar the Grouch by remaining in a Dumpster during the morning show to win *Sesame Street Live* tickets. Pictured, from left, are PD Clayton Allen, Garcia, and MD Cactus Lou Ramirez.

"Since I've Seen You Last"

is infectious.

If you play it a little,
you'll have to
play it a lot....

Your audience will

DEMAND it!!

PAUL ORR • WYNK

Baton Rouge, LA

The debut release from...

JOANNA JANÉT **Since I've Seen You Last**
{JEN-NAY}

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WYYD / WCTQ / WRBQ / WYNK / KPLM / KSOP / KUBL / KIXZ / KIIM / KJUG
WNCY / WCKT / KATM



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When Country's Core Is 56% Over 50

Continued from page 1

Raab says that the majority of his clients are still targeting 25-44, but "others, depending on the history of the station, target 35-54." And, he notes, that "to get ratings today, we're fishing where the fish are," which means targeting older, particularly since "the 18-34 issue is not country-[format] specific. Radio as a medium needs to work harder to keep this demo interested in radio, period."

And most other programmers *Country Airplay Monitor* spoke with thought that targeting 18-34 was impossible. "That audience is not predisposed to listen to country," KFRC Riverside, Calif., OM Ray Massie says. "To focus there, you never can dominate or get enough points to be [a force]. By and large, ad agencies don't believe country radio can [win] 18-34. We pitch it as an add-on," he says, and not as a primary reason to buy the station.

Massie says he's more likely to be affected by the 500,000 extra Hispanics now reflected in the market's most recent census than by younger demos. "When we get 18-34, it's a nicety. We have an outrageously good book [when we get that demo]. When we don't get [them], we're still No. 1 but not as big. It really is a great position for us to be in."

WKLB Boston PD Mike Brophrey was a "bit surprised" at how old the Edison Research study revealed the country audience to be. But, he says, "18-34 is not a particularly good demo for us. The only time we did well there was when Garth Brooks came through in April 1997."

"We have people who listen to us who are 18-34," Brophrey adds. "We love having them play the contests. They are an active group [that] goes to station events because they have fewer family issues. Nevertheless, we can't superserve that group. By comparison, the 35-plus listeners are much stronger. We must superserve the listeners that have brought us to the party."

And while labels are gearing some new artists toward younger demos, Brophrey says that "there are probably fewer of our bigger artists that attract the younger demos floating around right now. The Dixie Chicks are in limbo; we haven't heard from Shania [Twain] in a while. In the last year or 18 months, the station is feeling a little older by the artists we are playing."

BEAUTIFUL COUNTRY MUSIC

During the recent Billboard/Airplay Monitor Radio Seminar, Mercury Records' Michael Powers claimed that young listeners love country music, but "they just don't like country radio. There are a lot of young people [who] are excited about our format, and we'd better sign 'em up," he said. If stations don't target younger demos, "we're just going to be 'beautiful country music of your life.' You have to claim a demo" (*Country Airplay Monitor*, March 22).

While some critics of the genre might believe they are doing little else, label reps say they can't afford to make records for the aging radio target. "I don't know that us [gearing] records for 35-plus females is the answer, because they are generally not the people who buy records," Lyric Street Records' Kevin Herring says. "Targeting them is not necessarily a smart move on our part. We have to make music for record buyers and hope it fits everybody's agenda."

"For the most part, when you are 35-plus, you are not uncool or snickered at by your peers if you don't have the latest musical releases," DreamWorks Records' Jimmy Harner says. "As a matter of fact, buying new music is probably way down on the list of your priorities long after mortgages, car payments, children, health care, etc. However, if you are between the ages of 12 and 25 and you don't have the new Linkin Park CD or the new Jessica Andrews CD, you could be considered a social outcast. This definitely makes our job at a country record label more difficult but not impossible."

Still, Harner says, "the format's target is the format's target. Complaining about it makes for wonderful coffeehouse banter, but it doesn't find a solution. I think we need to explore other ways to supplement our marketing efforts. Why can't we sell CDs at the checkout stands in supermar-

kets or the lobbies of movie theaters after we run a commercial that preceded the movie? How about selling CDs at concerts? Record stores may not be the most user-friendly locations for the 35-plus demo to shop for music. And, of course, online shopping is also a wonderful way for the 35-plus crowd to purchase music."

Not surprisingly, few PDs see it as their job to help sell records, particularly if that means retargeting their stations. "I have to do what's best for my audience and my company," Massie says. "I can't say, nor do I want to suggest to Nashville, which direction they should go."

Like Harner, Brophrey says that the goal of selling more records could be achieved even with the format's existing demos. "In the big picture, radio simply wants to get ratings—the more the better. Labels want to sell more CDs—the more the better. Our methods of achieving that can be right on the same page. In making a listener passionate [about the music and the format], they are more likely to buy."

KEEPING THE BALANCE

Some programmers have continued to successfully program cradle-to-grave stations, including Bristol Broadcasting's country outlets. Bristol OM Bill Hagy says, "Our stations have been pretty lucky in staying reasonably attractive to younger [fans]. Our primary focus is still 25-54 adults and ... we have managed to stay pretty balanced."

Hagy thinks country radio's emphasis on older women is "not an entirely healthy thing for the format. The labels tend to deliver whatever the perceived direction is from radio, and it certainly seems that the labels think the perceived direction is 'Slick, don't offend the females, more ballads.'" And while Hagy thinks that style of music has its place, "the key is moderation. If that's the complete focus ... it gets kind of stale and boring and doesn't leave a lot of room for growth."

Hagy adds that the keys to keeping the demos balanced, even when the available music isn't, are to "come up with interesting and fun things to be involved with on-air and try to stay in touch with the audience ... We just try to keep the fun factor alive and try to keep the music balanced so there is some variety to it."

WALKING THE LINE

Even though many country PDs don't think they can target 18-34, most say they're at least a little conscious of trying to keep them comfortable. Programmers, Daniels says, walk a fine line. "You could drive off mainstream country listeners if you aim too young. At the same time, we have to try to have some of our music appeal to the younger side. When we start to have most of our music appeal to the younger demo, however, we have problems."

But, as Massie notes, the older listeners can also be more tolerant if they hear things they don't necessarily enjoy. "We don't want to do anything that does not bring the 25- to 34-year-olds along," Massie says. "We may make the decision to [play] a song, even if the 45-54 [age group] is not as in favor of it." By the same token, Massie won't play things that appeal exclusively to the older demo.

Brophrey agrees. "We still target a 38-year-old female. The reason we do that is people who are 48 want to feel younger. It gives you a bit of a fun factor. If you don't do that, you allow yourself to get older and stodgy-sounding."

But Brophrey still programs with 35-54 in mind. That demo "has a somewhat different lifestyle. They are more settled, further along in their careers. Their lives are more hectic, and they look at the station as a respite from their lives. We are careful not to be too aggressive on the air with the music we play, or too fatiguing, too repetitive, or something they perceive as not for them, [such as] something very pop-sounding. In terms of adding a song, we keep in mind [that] there's a 40-year-old listening. Is this a benchmark they want for their country station?"

Additional reporting by Phyllis Stark in Nashville.

MONITOR PROFILE

WFMS Vet J.D. Cannon's 30-Year Career Leads Him To Hall Of Fame

After 30 years in broadcasting, WFMS Indianapolis MD/afternoon host J.D. Cannon isn't happy with all the changes he has seen in the radio business. But Cannon says he still has "passion for the music and for the job. That keeps me going."

Getting word that he's being inducted into the Country DJ Hall of Fame in June—as well as winning the Billboard/Airplay Monitor Radio Award March 16 for secondary-market country MD of the year—also helps.

Cannon, who celebrated his 23rd consecutive year with WFMS last month, continues to be overwhelmed by his recognition as one of the country music industry's true veterans. "We had a big party on my 20th anniversary; they threw a surprise party," he says of the station. "They had a bartender mixing martinis in the middle of the afternoon. I sat in the corner by a microphone in the studio, and [PD] Bob [Richards] ran the board. They had artists calling in. I still have all the e-mails that came in. It was an everybody-loves-J.D. kind of afternoon. I was lit. I had a ball. It's very much a humbling experience."



J.D. CANNON
MD/Afternoon host
WFMS Indianapolis
Owner: Susquehanna

'I still get butterflies every afternoon, wanting to go in there and do that perfect show'

As a format veteran, Cannon isn't shy about sharing his opinions of today's radio. "Everything changes, but really when you stop and think about it, the important things don't change," he says. "When I started, we were playing 45s, then carts, then CDs, and now everything is on hard drive. In that regard, it's changed. But in order to do a successful show, nothing has changed. You talk to your listeners, take calls, shake hands on weekends, tell them you appreciate them listening."

"I still get butterflies every afternoon, wanting to go in there and do that perfect show," Cannon adds. "I still look forward to coming to work, the on-air stuff."

Cannon, who became WFMS' MD 22 years ago, says those responsibilities can be more pain than pleasure because of "taking the heat [from labels] for 'Why aren't you playing this? Why aren't you playing this more?'" In making his music decisions, Cannon says, "I've always tried to keep my opinions out of it. It doesn't matter if I like it or not. But I can be a lot more passionate about the traditional stuff, and our listeners know that about me."

Among Cannon's pet peeves is the increasing trend toward voice-tracking. "Consolidation is changing radio," he says. "I'm afraid we're gonna drive people away from radio [with] voice-tracking. You can't think you are really reaching or touching people. There's voice-tracking going on in this building right now, but nothing drives you more crazy than hearing [a jock say], 'There's a chance of showers,' and it's pouring outside."

Keeping in touch with the listeners, particularly through charity events, is a big motivator for Cannon. "We've been doing

the Giving Tree at Christmastime. That's been my baby for the last 15 years. We broadcast every day for two weeks at Target. That's a humbling experience. Some of the stories you hear ... when people come back and [volunteer to] help because you helped their families in the past ... that will bring you to your knees."

Cannon says WFMS is an "event-driven" station. "Super events are a big part of WFMS' success. We have a promotion department that kicks butt. Everything is a partnership [with] Nashville."

Cannon says that after so many years in afternoons, he feels a dedication to his regular listeners. "I have a handful of listeners who will call every day. They think of you as a son or grandson, and they want to hear a live voice. I keep telling myself that's why I'm here. And I remind myself to always be nice to them. But for the grace of God, it could be you every day craving that attention. It's a special part of the job."

He admits, however, that it's not always easy to deal with the regular listeners. "Sometimes they call at the wrong time. They will tell you more [about themselves] than you want to know. They'll drive you crazy, but that's an important part of the job."

Cannon developed his outlook on life while growing up on his family's dairy farm in Waukon, Iowa—a town of 3,500 people. "I still try to go home twice a year to bale hay and milk the cows," he says. "It's such a complete turnaround from what I do. You appreciate what a privilege it is to do a job like this."

Cannon's first job in radio was an afternoon news anchor position at country WMAD Madison, Wis. "I covered the city council meetings, the school board," he says. When a nighttime all-request-show opening came up, Cannon's real education began. "I didn't know country from the back of my hand. But the listeners were great. They told me how to pronounce 'Lefty Frizzell.'"

After four years, Cannon took a year off from radio: "I was missing the farm, but radio was in my blood." He placed an ad in the trades, and WFMS came knocking. "At the time, AM dominated, and people didn't have FM radios in their cars. But it was a much bigger market, and I really thought I'd arrived."

He left WFMS briefly to work closer to home at KSO Des Moines, Iowa, but later returned. He says, "I did realize the grass is not always greener and stayed put ever since."

Cannon was notified about the Country DJ Hall of Fame induction the night before WFMS midday jock C.K. "the Duckman" Webb suddenly died. "I'd trade everything to have Duck walk back and give me crap about Iowa losing in the Big Ten finals," Cannon says. "You couldn't be around him without liking him."

Despite that tragedy, the Hall of Fame induction is special to Cannon. "I've never been to one of those ceremonies. It hasn't sunk in yet ... It's pretty big, I think. This might be bigger than that Country Music Assn. Award." WFMS has won several CMA awards as secondary-market station of the year. And the resulting station parties are among his most treasured memories.

Along with great celebrations, Cannon says other fond memories include "seeing a new artist I really love succeed. When Garth Brooks started, it was wonderful to watch his career soar. I remember when the Dixie Chicks got up and sang for us at dinner. That kind of stuff is cool."

ANGELA KING



Songs ranked by number of detections. Playlists are listed in order of TSA weekly come, beginning with the highest-cumulative station. Cumulative counts 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.

Airplay Adds (AA) denotes songs with 6 or more detections at station for first time this week.

COUNTRY AIRPLAY MONITOR

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS



KEYE Minneapolis, MN PD/MD: Swedberg/Moon Airplay Leader Designations: 6

#2 WTGE, Baton Rouge, LA (PD: Chase) 6

#3 WKHX, Atlanta, GA (PD/MD: Hallam/Gray) 4

#4 KBEQ, Kansas City, MO (PD/MD: Kennedy/McEntire) 3

#5 KMLE, Phoenix, AZ (PD/MD: Garrison/Loss) 3

Refer to Impact page for this week's Airplay Leaders and Airplay Leaderboard rules.

VIDEO PLAYLIST TRACKING PERIOD: MARCH 22 - 28, 2002

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Kenny Chesney Young', 'Brad Paisley I'm Gonna Miss Her', etc.

Great American Country

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Travis Tritt Modern Day Bonnie And Clyde', 'Tommy Shane Steiner What If She's An Angel', etc.

KZLA Los Angeles

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Martina McBride Blessed', 'Rascal Flatts I'm Movin' On', 'Toby Keith My List', etc.

KPLX Dallas

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Toby Keith My List', 'Kenny Chesney Young', 'Phil Vassar That's When I Love You', etc.

WUSN Chicago

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Kenny Chesney Young', 'Phil Vassar That's When I Love You', 'Martina McBride Blessed', etc.

KSCS Dallas

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Kenny Chesney Young', 'Toby Keith My List', 'Phil Vassar That's When I Love You', etc.

WKHX Atlanta

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Alan Jackson Drive (For Daddy Gene)', 'Chris Cagle I Breathe In, I Breathe Out', etc.

WYNY New York

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Chris Cagle I Breathe In, I Breathe Out', 'Toby Keith My List', 'Rascal Flatts I'm Movin' On', etc.

KFRG San Bernardino

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Toby Keith My List', 'Kenny Chesney Young', 'Phil Vassar That's When I Love You', etc.

WMZQ Washington, DC

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Toby Keith My List', 'Kenny Chesney Young', 'Phil Vassar That's When I Love You', etc.

KMPS Seattle

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Alan Jackson Drive (For Daddy Gene)', 'Martina McBride Blessed', 'Steve Azar I Don't Have To Be Me', etc.

WXTU Philadelphia

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Martina McBride Blessed', 'Toby Keith My List', 'Kenny Chesney Young', etc.

KEYE Minneapolis

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Toby Keith My List', 'Tommy Shane Steiner What If She's An Angel', etc.

WYCD Detroit

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Martina McBride Blessed', 'Chris Cagle I Breathe In, I Breathe Out', etc.

WIL St. Louis

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Kenny Chesney Young', 'Toby Keith My List', 'Chris Cagle I Breathe In, I Breathe Out', etc.

WIVK Knoxville

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Chris Cagle I Breathe In, I Breathe Out', 'Kevin Denney That's Just Jesse', etc.

KILT Houston

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Phil Vassar That's When I Love You', 'Steve Holy Good Morning Beautiful', etc.

KYGO Denver

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Phil Vassar That's When I Love You', 'Toby Keith My List', 'Martina McBride Blessed', etc.

WQYK Tampa

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Tommy Shane Steiner What If She's An Angel', 'Martina McBride Blessed', etc.

WYAT Atlanta

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Dene Hallam', 'Steve Mitchell', etc.

WPOC Baltimore

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Martina McBride Blessed', 'Chris Cagle I Breathe In, I Breathe Out', etc.

WDSY Pittsburgh

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Steve Holy Good Morning Beautiful', 'Phil Vassar That's When I Love You', etc.

KMLE Phoenix

Table with columns: Rank, Artist, Song Title, TW, LW. Includes tracks like 'Toby Keith My List', 'Rascal Flatts I'm Movin' On', etc.

denotes songs with 6 or more detections at station for first time this week.

POWERPLAYISTS

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

WQMX Akron OM: Kevin Mason APD: Ken Steel Rubber City 330-869-9800

WCMS Norfolk OM: Randy Brooks APD: Jack Prater Barnstable 757-671-1000

WBUL Lexington OM: Barry Fox PD: Ric Larson Clear Channel 859-422-1000

WHOK Columbus, OH OM: Charley Lake APD/MD: George Wolf Infinity 614-227-9696

KWNR Las Vegas OM: John Marks MD: Brooks O'Brien Clear Channel 702-732-7753

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

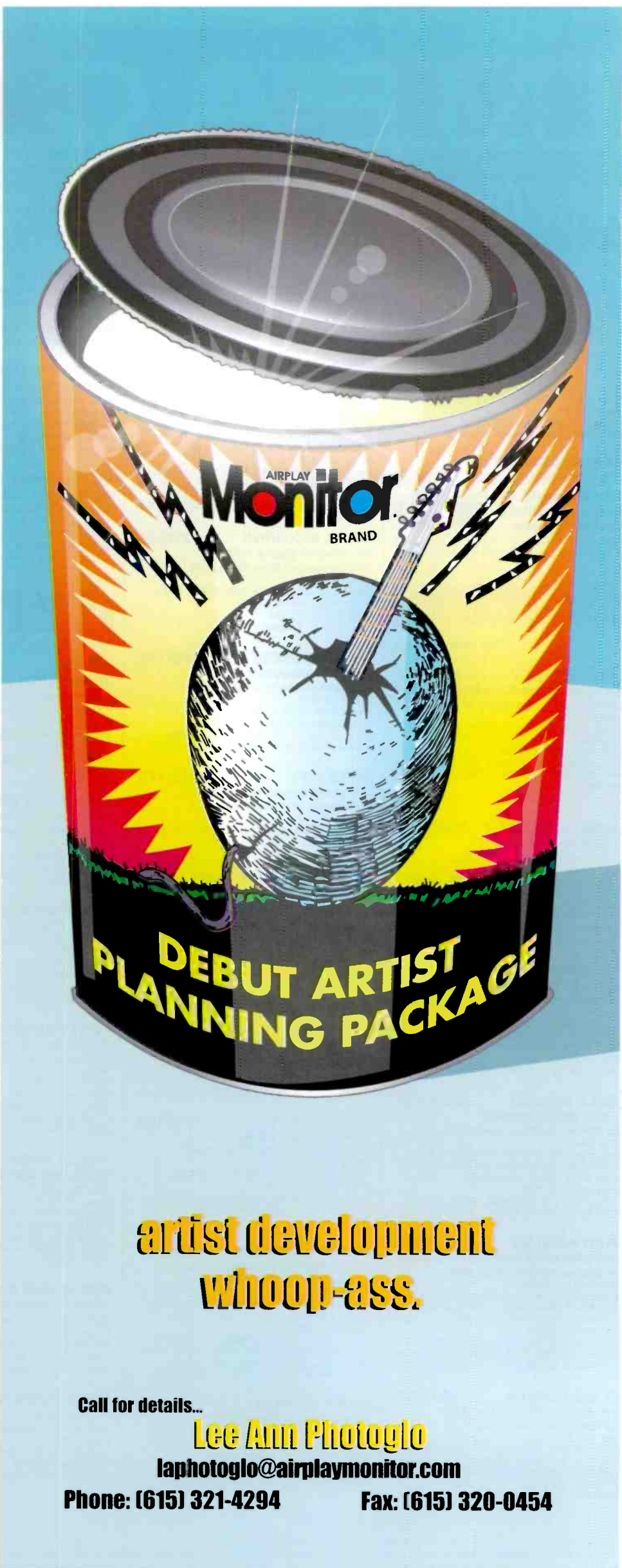
WKDF Nashville PD: Dave Kelly MD: Eddie Fox Citadel 615-244-9533

WFLS Fredericksburg PD: John Reed Free Lance-Star 540-373-1500

KKAT Salt Lake City PD: Eddie Haskell Clear Channel 801-908-1300

WVLX Lexington PD: Brian Landrum Cumulus 859-253-5900

WRNS New Bern, NC PD/MD: Wayne Carlyle APD: Mark Andrews Pinnacle 252-522-4141



artist development whoop-ass.

Call for details... Lee Ann Photoglo laphotoglo@airplaymonitor.com Phone: (615) 321-4294 Fax: (615) 320-0454

Detailed Tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population. *Indicates station experienced between 24 and 56 hours of monitored downtime during the chart week.

Main chart area containing 12 columns of data for artists like STEVE AZAR, GARTH BROOKS DUET WITH TRISHA YEARWOOD, CHRIS CAGLE, KENNY CHESNEY, and TAMMY COCHRAN. Each column includes station codes, song titles, and chart positions.

Secondary chart area containing 12 columns of data for artists like KELLIE COFFEY, EMERSON DRIVE, ALAN JACKSON, CAROLYN DAWN JOHNSON, and TOBY KEITH. Each column includes station codes, song titles, and chart positions.



Chart Move: 22-20, Chart Move: 27-26, Chart Move: 29-24, Chart Move: 6-5, Chart Move: 8-9

Table for LONESTAR 'Not A Day Goes By (BNA)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for WILLIE NELSON DUET WITH LEE ANN WOMACK 'Mendocino County Line'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for BRAD PAISLEY 'I'm Gonna Miss Her (The Fishin' Song)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for RASCAL FLATTS 'I'm Movin' On (Lyric Street)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for TOMMY SHANE STEINER 'What If She's An Angel'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for GEORGE STRAIT 'Living And Living Well (MCA Nashville)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for TRICK PONY 'Just What I Do (Warner Bros./WRN)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for TRAVIS TRITT 'Modern Day Bonnie And Clyde (Columbia)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for PHIL VASSAR 'That's When I Love You (Arista Nashville)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

Table for CHELY WRIGHT 'Jezebel (MCA Nashville)'. Lists stations like Albany, Tucson, Tulsa, etc., with detection counts and chart moves.

most airplay adds
COUNTRY

NEW STATIONS

DARRYL WORLEY <i>I Miss My Friend (DreamWorks)</i> 23 KDRK, KMDL, KRTY, KSCS, KTEX, KTTS, KVOO, KYGO, KZSN, WCTK, WFRY, WGNE, WIL, WKQC, WYQY, WSIX, WTGE, WUBE, WWGR, WWYZ, WYCD, WYNK, WYNY Total Stations With Six Or More Detections: 57 TOTAL DETECTIONS BY DAYPART: 6-10 8% , 10-3 20% , 3-7 15% , 7-12 26% , 12-6A 31%	BRAD PAISLEY <i>I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)</i> 17 KILT, KNCI, KWJJ, KWNR, WDSY, WGAR, WIL, WKIS, WMSI, WMZQ, WNOE, WQDR, WRBT, WSOC, WTGE, WWYZ, WYNY Total Stations With Six Or More Detections: 112 TOTAL DETECTIONS BY DAYPART: 6-10 13% , 10-3 19% , 3-7 17% , 7-12 25% , 12-6A 26%	BLAKE SHELTON <i>Ol' Red (Warner Bros./WRN)</i> 15 KBQI, KDRK, KHKI, KMPS, KTEX, KUZZ, WCKT, WCTK, WCTO, WGNW, WKXC, WNCY, WNKT, WPOC, WXBW Total Stations With Six Or More Detections: 21 TOTAL DETECTIONS BY DAYPART: 6-10 6% , 10-3 15% , 3-7 15% , 7-12 28% , 12-6A 36%	TRACY BYRD <i>Ten Rounds With Jose Cuervo (RCA)</i> 13 KBQI, KDRK, KHKI, KKCS, KTOM, KUZZ, WFLS, WIL, WKYQ, WNKT, WQBE, WRKZ, WXBO Total Stations With Six Or More Detections: 20 TOTAL DETECTIONS BY DAYPART: 6-10 5% , 10-3 14% , 3-7 12% , 7-12 22% , 12-6A 47%	BRETT JAMES <i>Chasin' Amy (Arista Nashville)</i> 13 KBQI, KFRG, KHKI, KMXM, KTOM, KUZZ, KXKT, WEZL, WFMS, WFRY, WGAR, WSM, WSSL Total Stations With Six Or More Detections: 32 TOTAL DETECTIONS BY DAYPART: 6-10 4% , 10-3 12% , 3-7 12% , 7-12 28% , 12-6A 44%
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Detections	WDXB Birmingham, Ala.	WGAR Cleveland	KJYY Des Moines, Iowa	WXBQ Johnson City	WSIX Nashville	WQDR Raleigh, N.C.	WQYK Tampa, Fla.	WRBQ Tampa, Fla.	WYDQ Washington, D.C.
WQMX Akron, Ohio No Airplay Adds This Week	WDXB Birmingham, Ala. Alan Jackson Drive For Daddy Gene 17	WGAR Cleveland Brett James Chasin' Amy 13 SheDaisy Get Over Yourself 7 Brad Paisley I'm Gonna Miss Her (Th) 6 George Strait Living And Living Wel 6	KJYY Des Moines, Iowa No Airplay Adds This Week	WXBQ Johnson City Kenny Rogers Harder Cards 18 Tracy Byrd Ten Rounds With Jose Cue 15 SheDaisy Get Over Yourself 12	WSIX Nashville Darryl Worley I Miss My Friend 7	WQDR Raleigh, N.C. The Soggy Bottom Boys I Am A Man Of 26 SheDaisy Get Over Yourself 18 George Strait Living And Living Wel 17 Brad Paisley I'm Gonna Miss Her (Th) 10	WQYK Tampa, Fla. Darryl Worley I Miss My Friend 12	WRBQ Tampa, Fla. Sixwire Look At Me Now 38 Hometown News Minivan 13 Sara Evans I Keep Looking 11	WYDQ Washington, D.C. Brad Paisley I'm Gonna Miss Her (Th) 16 George Strait Living And Living Wel 11 Sixwire Look At Me Now 7 Mark Chesnut She Was 6 Kellie Coffey When You Lie Next To 6
WGNA Albany, N.Y. Sara Evans I Keep Looking 7	WZZK Birmingham, Ala. Kevin Denney That's Just Jessie 8 George Strait Living And Living Wel 7	KCCY Colorado Springs Lonestar Not A Day Goes By 12	WYCD Detroit Little Big Town Don't Waste My Time 10 Darryl Worley I Miss My Friend 8 Carolyn Dawn Johnson I Don't Want Y 7 SheDaisy Get Over Yourself 6	KBEQ Kansas City Joe Nichols The Impossible 6 Gabbie Nolen Almost There 6	WSM Nashville Gabbie Nolen Almost There 7 Joanna Janet Since I've Seen You La 6 Brett James Chasin' Amy 6	WRNS New Bern, N.C. Willie Nelson Duet With L Mendocino 19 Chely Wright Jezebel 11	WKHK Richmond, Va. Chely Wright Jezebel 7	WRFR Frederick, Md. No Airplay Adds This Week	WYNN New York Brad Paisley I'm Gonna Miss Her (Th) 12 Sara Evans I Keep Looking 10 Darryl Worley I Miss My Friend 10 Brad Martin Before I Knew Better 10 Jamie O'Neal Frantic 9
KBQI Albuquerque Blake Shelton Ol' Red 9 Joe Nichols The Impossible 8 Tracy Byrd Ten Rounds With Jose Cue 7 Brett James Chasin' Amy 6	WKLB Boston Sara Evans I Keep Looking 10	KKCS Colorado Springs Tracy Byrd Ten Rounds With Jose Cue 13	KHEY El Paso, Texas No Airplay Adds This Week	KFKF Kansas City Diamond Rio Beautiful Mess 11 Mark Chesnut She Was 6	WNOE New Orleans Brad Paisley I'm Gonna Miss Her (Th) 9	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WYVD Roanoke, Va. Alabama Duetland Delight 7 Gabbie Nolen Almost There 6	WVBE Rochester, N.Y. Hometown News Minivan 9 Jameson Clark Still Smokin' 6	WYNY Atlanta Willie Nelson Duet With L Mendocino 8
KRST Albuquerque No Airplay Adds This Week	WYRK Buffalo, N.Y. Andy Griggs Tonight I Wanna Be Your 6	WSTH Columbus, Ga. No Airplay Adds This Week	WKFC Fort Myers, Fla. Blake Shelton Ol' Red 6	WDAF Kansas City No Airplay Adds This Week	WYWK Knoxville, Tenn. Brian McComas I Could Never Love You 19 Montgomery Gentry Didn't I 9 The Derrillers Bar Exam 8	WYLC Roanoke, Va. No Airplay Adds This Week	WVBE Rochester, N.Y. Hometown News Minivan 9 Jameson Clark Still Smokin' 6	WVBE Rochester, N.Y. Hometown News Minivan 9 Jameson Clark Still Smokin' 6	
WCTO Allentown, Pa. Blake Shelton Ol' Red 12 Joe Diffie This Pretender 6	WYRK Buffalo, N.Y. Andy Griggs Tonight I Wanna Be Your 6	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
WKHX Atlanta Trick Pony Just What I Do 17	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
WYAT Atlanta Willie Nelson Duet With L Mendocino 8	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
WKXC Augusta, Ga. Blake Shelton Ol' Red 15 Trace Adkins Help Me Understand 10 Brad Martin Before I Knew Better 8	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
KASE Austin, Texas Gary Allan The One 9 SheDaisy Get Over Yourself 6	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
KUZZ Bakersfield, Calif. Tracy Byrd Ten Rounds With Jose Cue 17 Blake Shelton Ol' Red 9 Brett James Chasin' Amy 8 Trace Adkins Help Me Understand 7 Hometown News Minivan 6	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
WPOC Baltimore Blake Shelton Ol' Red 13	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
WTGE Baton Rouge, La. Darryl Worley I Miss My Friend 10 Brad Paisley I'm Gonna Miss Her (Th) 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	
WYNY Baton Rouge, La. Darryl Worley I Miss My Friend 8 Trace Adkins Help Me Understand 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	WVLC Roanoke, Va. Jamie O'Neal Frantic 7	

