

# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

OCTOBER 26, 2001

CMA Beefs Up Awards Show Security

p. 9

Royce Risser Promoted At MCA Nashville

p. 9



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## NO. 1 THIS WEEK:

### ALAN JACKSON

*Where I Come From* (ARISTA NASHVILLE)

### GREATEST GAINER

GARTH BROOKS

*Wrapped Up In You* (CAPITOL)

### 1st IMPRESSION

GARTH BROOKS

*Wrapped Up In You* (CAPITOL)

### AUDIENCE

BROOKS & DUNN

*Only In America* (ARISTA NASHVILLE)

## Breaking Music In Tougher Times

For the third time, *Airplay Monitor* takes the lead in recognizing the stations that find and break new music in this week's special issue, *Airplay Leaders III: Ears to the Ground*. The issue highlights the stations that finished atop *Monitor's* Airplay Leaderboard by racking up a significant number of spins on future hits before any other station and again examines the new-music process in depth, including . . .

### AIRPLAY LEADERS III EARS TO THE GROUND

- Searching for a better radio/label relationship: Dealings between stations and labels have been beset recently by an increased contentiousness and a new austerity. *Airplay Leaders* share their wish list for an improved relationship—and many of the things they'd like (such as increased access to projects in advance) don't cost a thing. Labels also share their views on what makes an *Airplay Leader*.

- The care and feeding of new music: Getting a song on the air is only the first step. *Airplay Leaders* share the best ways to rotate and daypart new music, how to ensure listeners notice it (in ways that go beyond front- and back-selling and new-music promos), when it's fair to expect results in callout, and what labels could do after a song is added to ensure it has its best chance for success.

- Are *Airplay Leaders* the first to find new music or just the ones that spin it the most? While some industryites say that stations with ultra-high spins have the best chance of achieving *Airplay Leader* status on a song, we compare the spin counts of *Airplay Leaders* with their formats' fastest and slowest stations and find that there's less correlation than some might expect.

- *Airplay Leaders'* early support of country artists new and established has benefited such acts as Mark McGuinn, Brooks & Dunn, and Jamie O'Neal. Now the artists speak.

*Airplay Leaders III: Ears to the Ground* starts on page 3.

the debut single from

## EMERSON DRIVE

### "I Should Be Sleeping"

"This is the best band that I have seen all year!" — Linda O'Brian • KSCS

"I was blown away by Emerson Drive! They are really, really, good!!"

— Mac Daniels • KASE / KVET

"Love it! Love them! They're gonna help keep country cool..." — Mel McKenzie • WWQM

"This is the first debut by a new artist that I have gotten excited about in a long time!"

— Lisa Allen • WFRE

"Very impressive...great harmonies...these guys have a fresh new sound. We're adding it!!"

— Mark Phillips • WWGR

"This is just what country radio needs right now. This is good and good for the format!"

— Chris O'Kelley • WYD

"Like a lot! Even more impressed now that I know the band played on the album."

— Gwen Foster • KNIX

"This is a tight band with killer vocals on a real solid song." — Mike Kennedy • KBEQ

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THE NEW

# Mark Wills

SINGLE FEATURING

# Jamie O'Neal

I'm Not Gonna Do  
Anything Without You

"It's the best song on my radio station right now. It lit up my phones immediately. It's a smash! I'm spinning it 60 times a week."

- RANDY CHASE, WTGE

Airplay Date: 11/12

Produced by Keith Stegall  
Co-produced by Carson Chamberlain

Mark Wills managed by



Jamie O'Neal managed by



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## HELPING NEW SONGS BE ALL THEY CAN BE

by Sean Ross

While much of the radio/record relationship focuses on getting a song its first spins, it's often the care and feeding of a new record that makes the difference in whether anything other than the most obvious out-of-the-box smash comes home.

Helping a song realize its potential starts with its first spins. Where those spins are depends on the record, of course. As Pat Martin, PD of active rock KRXX Sacramento, Calif., notes, the new Ozzy Osbourne is going to get 30 spins per week in all dayparts, while a new song from shock-rockers Slipknot or Mudvayne gets eight to 10 spins at night. Similarly, Skip Cheatham, PD of R&B KKDA-FM Dallas, will start some rap in nights or weekends and some adult-appel songs in middays.

But there is also rhythmic top 40 WLLD Tampa, Fla., or R&B WQHT New York, where "we very rarely daypart our new music," according to WQHT VP of programming Tracy Cloherty. And while a station that's imaged around hip-hop might have a license to be more cutting-edge during the day, so does country KMLE Phoenix, where PD Jeff Garrison's new-music category also plays all day. He says, "Sometimes, if it is a big enough artist, it can go right into 'A' rotation."

Active rock KRAB Bakersfield, Calif., PD Danny Spanks will put most new songs everywhere except morning drive, as does Barry James, station manager of modern AC WTMX Chicago. Country KBEQ Kansas City PD Mike Kennedy puts new songs anywhere except mornings or between 4 p.m. and 6 p.m. But while it's not standard procedure, heritage rock WDHA Morristown, N.J., PD Terri Carr has even broken a song in mornings.

Not all stations go "full-on with everything" on a brand-new title, like rhythmic top 40 KXME Honolulu PD K.C. His rival, KIKI PD Fred Rico—like many PDs—has two new-music rotations, although the lowest, 14-35 spins per week, is still pretty fast, and the highest (42-56) is as much as some stations' powers. Heritage rock WBAB Long Island, N.Y., has three rotations for new music, from nights only to 30-35 spins per week.

AC WRVR Memphis OM Jerry Dean and PD Kay Manley have a new-music category that starts in late afternoons and goes through overnights. Rhythmic top 40 WXIS Johnson City, Tenn., PD Blade Michaels starts new music at night. And WONE Akron, Ohio, PD T.K. O'Grady says "the majority of new records" on his heritage rocker start in nights or overnights.

### OVERNIGHT SENSATIONS

Starting a song in overnights, by the way, remains a controversy. Is it "the modern equivalent to a paper add," as active rock WAAF Boston PD Dave Douglas says? Or a place where you can get a legit read on a song you're not sure about—at least, KRAB's Spanks says, "if you have an honest overnight guy."

### IS OVERNIGHT PLAY OK?

- 'If it goes on in overnights, it will probably never get out of overnights' —KFMA's John Michael
- '[Active formats] have people who listen in those hours' —WXIS' Blade Michaels

The majority of our Airplay Leaders say they don't have songs that play only in overnights. "I want to see the reaction from people who listen at work or in the morning, as well as in overnights," says Carl Conner, PD of adult R&B KMJQ Houston. John Michael, PD of modern rock KFMA Tucson, Ariz., says, "Overnights is basically favor territory. If it goes on in overnights, it will probably never make it out of overnights."

"There's no adventure hours on this station, nor will there ever be," says PD Dan Persigehl at modern AC KRSK Portland, Ore. "There's no overnight dayparting for promotions."

But some PDs do allow that they'll occasionally put a record in overnights for a promotion or to help a label. And some defend the value of overnights. Modern AC KRBZ Kansas City station manager Brian Burns says, "There are always those records that you're on the fence with, and you want to hear them and get a feel for them. So starting at about 10 p.m.—so it's not just overnights—[I'll put on] one of those records that we're on the cusp about." For Burns, it's a legitimate way to help songs without "taking all the risk." And as WXIS' Michaels notes, "Top 40, rhythmic, and modern rock have people who listen in those hours."

In fact, some rock stations still launch records in specialty shows, although it's not their only venue. KOMP Las Vegas PD John Griffen puts unfamiliar acts in his 11:00 News feature. WRAX Birmingham, Ala., PD Dave Rossi has used his Sunday Reg's Coffee House feature to break such acoustic acts as Train, Five for Fighting, and Vertical Horizon. Similarly, some rhythmic and R&B PDs still use mix shows to experiment with new hip-hop, although as their formats take a more aggressive approach on that music, it's usually a very street record that has to start there.

Active rock KIL0 Colorado Springs, Colo., APD Matt Gentry uses the Cockfight at Night to expose new music, although KKDA's Cheatham has dropped his Smash or Trash feature, noting that his listeners initially trashed Nelly's "Country Grammar." And KEEY Minneapolis PD Gregg Swedberg runs his rate-a-record feature in middays. He says, "Stations usually put it late at night, but what's the point in that? Nobody can hear it."

How many times do stations spin their new songs each week? Rhythmics and R&B stations—which have a long tradition of starting songs in a "power new" category—can turn them over even faster than "B" records, as does KSFM Sacramento, Calif., PD Byron Kennedy, who gives new songs 40-50 spins per week. Even rhythmic-leaning mainstream top 40 WWHT Syracuse, N.Y., PD Jason Kidd is in the 35-40 range. But not every rhythmic PD pounds new songs. At KXHT (Hot 107) Memphis, interim PD Devin Steel says, "Starting a record gradually makes it prove itself... When it is truly a hit, especially in this market, we see the reaction very quickly."

Even outside rhythmic, it's no longer unusual to see songs start with decent spins. KRBZ launches some with 30 plays per week, while adult top 40 counterparts KRSK, WTMX, and KFMB-FM San Diego can give them 20-25 spins. Country KPLX Dallas comes in at 20-25, while KEEY's Swedberg says some songs can go straight into "A" rotation depending on the act. At the other end of the spectrum is AC KVLV McAllen, Texas (five to seven spins per week), adult top 40 WCPT Albany, N.Y. (eight), and country KSOP Salt Lake City (10).

### GETTING NEW MUSIC NOTICED

So once a song is getting enough spins to be heard, how do Airplay Leaders maximize that exposure? The most common answer is ensuring that songs are positioned to be front- and backsold, often with a produced intro. KPLX APD Smokey Rivers says that "almost every spin [on a new song] will be promoted as being a little different."

Then there are the produced new-music promos, although not every PD likes them. While KRBZ's Burns notes that they can bolster a hook's exposure to 10 times per day (between six promos and four spins), KRSK's Persigehl and KMJQ's Conner would rather use their music-image promos for proven hits. And K102's Swedberg says the new-music promo "becomes wallpaper after a while," although WLLD PD Orlando says his station has promos—including one that parodies the film *Duane, Where's My Car?*—that get their own requests.

Instead, Persigehl says, "an air personality should be able to sell anything the station's selling better than any production elements." And modern rock WMFS Memphis PD Rob Cressman says, "One of the biggest parts of show prep is knowing about new music."

How else do Airplay Leaders spotlight new songs? At KFMB-FM, new titles are not only in new-music promos but also in the "coming up next hour" hook montage. WDHA and KRAB give away their new titles in Free Music Mondays and New Rock Weekends, respectively. And with new records hitting stores on Tuesdays, even Mondays allow listeners to "win 'em before they can buy 'em."

KRSK's Persigehl believes in having artists introduce their own music. Recently, he says, "we actually brought the singer into the control room, and he pushed the button to start the song. The rest of the band was out there in the parking lot. The song was just blasting, and the guys were going nuts, like [in the film] *That Thing You Do!*" And it still works even if the artist is just on the phone.

Some stations use the Web to "crank up the propaganda" on new music, as WRAX's Rossi puts it. WTMX is among the stations that identify songs on the Web while they're playing. KEEY's Swedberg says that "everything we play is on the Web site, [along with] as much artist information as we can [give]. If a jock is doing a story, they'll say, 'At K102.com, there's a story about Cyndi Thompson.'"

KILO's Gentry says, "We always love to have downloads of new music. Especially now that most songs are out one to two months before the general public can get their hands on the disc." There's also a growing number of stations using the Web to augment their music research: at KPLX, online feedback is tied into the weekend Texas Top 20 survey.

### DO NEW-MUSIC PROMOS WORK?

- 'They become wallpaper' —KEEY's Gregg Swedberg
- 'They even get requests' —WLLD's Orlando

Thus far, however, stations using the Web to reinforce new music are the exception. KVLV PD Alex Duran doesn't think that's why listeners visit a site. And KMJQ's Conner would like to do more on the Web, but that would require label support, he says, "[at a time] when everyone is talking about cutting budgets."

### HOW SOON IS KNOW?

So once stations have given their new music as much exposure as possible, when is it time to get a

read on those songs? Usually a lot sooner than labels would prefer. Of the Airplay Leaders we spoke with, only a few wait for even 150-200 spins on a new song before putting them into callout. More typically, PDs were in the 100-150 range, and while KFMB's Tracy Johnson noted that while some songs, such as Vertical Horizon's hits, don't become confirmed hits until the 350-400 spin mark, he has also seen some songs like Alicia Keys' "Fallin'" test before he was playing them.

### HOW SOON CAN YOU TELL?

- '30 spins'—KIL0's Matt Gentry
- '50 spins'—WQHT's Tracy Cloherty
- '150 spins is too few'—KXME's K.C.

WQHT's Cloherty can get a read at 50 spins. KIL0's Gentry says that with his "huge span of 11 hardcore listeners, recognition in callout occurs around 30 spins." And at KRBZ, PD Valorie Knight says that at 50 spins, the station knew that "Wherever You Will Go" by the Calling was a hit by factoring out the unfamiliar scores. But even at rhythmic top 40—where PDs often think that high initial spins should equal instant response—KXME's K.C. has decided that 150 spins is too few. And KMJQ's Conner warns that after Sept. 11, "people are paying less attention to music."

### WHAT CAN LABELS DO?

What would stations want from labels when it comes to helping reinforce a song? First, there's the simple recognition that their job doesn't end with the add. Persigehl would like more "point-of-purchase displays, in-stores, Web site links... Continue the same thing that they'd do to get a record on the air. In a few cases where labels have done that, we've seen nice spikes in sales."

### HOW CAN LABELS HELP?

- More spot buys
- More artist availability
- More support at retail

J. Davis, PD at WCPT, says that labels are doing a better job of supporting new music than they were last year, citing the many e-mails he now gets with information on what's happening with a new song. But KFMB-FM's Johnson—one of the pioneers of joint station/label marketing programs—doesn't think that labels have gotten better. And how labels market their records remains a touchy subject.

"We don't request it, but I'm surprised and... disappointed at the lack of support from an advertising standpoint," WTMX's James says. "I can count on one hand the spot buys from music retailers in the past six months. This is one area where labels are going to have to step up."

KSOP APD/MD Debbie Turpin says, "I'm not one for pay-for-play, but to have a buy come after you've added it is the most legitimate way to play it."

Many PDs also wish labels and managers would continue to make acts more accessible—and not just for concert dates, although KMJQ's Conner says a show by new R&B artist Jaheim is what "truly broke him in Houston." KXHT's Steel says, "Touching 100 listeners at an in-store or doing a breakfast for a station can have as much of an impact as doing a show." And speaking of touching, KIL0's Gentry says, "I don't think labels and artists know how much it means to a rock fan to hear Sully from Godsmack say he likes the kid's 'fuck like a beast' T-shirt. It's something that person will never forget."

# AIRPLAY LEADERS II EARS TO THE GROUND

## EXTREME ROTATIONS? WELL, SOMETIMES

by Sean Ross

A few months ago, a well-respected major-market PD was bemoaning that his station—one of his format's most-influential—never finished atop the Airplay Leaderboard. One reason for that, this PD thought, was that his station didn't pound its currents. The station was carefully dayparted with a top weekly spin that was close to the format average. Toss in a high-profile morning show that didn't play a lot of music, and the number of actual spins the station gave to new songs would never be huge. So, he asked, was being first to 150 spins (or 100) a fair test of a station's commitment to new music?

We decided to look at just how aggressive our Airplay Leaders were in terms of spin count, compared with other stations in the format, in hopes of determining whether the race went merely to the swift. We ranked our Airplay Leaders by the spin count on their most-played record for the chart week ending Sept. 30. We compared that with the average number of spins for a No. 1 record in the format, as well as the fastest and slowest among all the format's stations. We also looked at the station's top 1st Impression (FI) for that week to see how many spins the most-played new song was getting.\*

We found that almost all Airplay Leaders did indeed spin their records faster than the format average, but a few were only a handful of spins faster than the mean, and some were actually slower. And the Airplay Leader was never the most aggressive station in the format in terms of spin. In fact, there were only two formats where the station with the week's fastest rotations even finished in the top five.

In other words, while the No. 1 country station may be KPLX (the Wolf) Dallas, whose 60 spins per week are considered radical in that format, the No. 2 station is KSOP, which actually comes in slightly under the average, with 35.

Similarly, in active rock, the station that spins its No. 1 record the most, KRAB Bakersfield, Calif., was No. 5. But the leader was KRXQ Sacramento, Calif., at a spin below the average.

In the crossover format, KKDA-FM (K104) Dallas manages to be the Airplay Leader, despite a top spin that's actually a little below the mean. Same goes for the No. 2 station in that format, WQHT (Hot 97) New York, which has never pounded its powers but does move hot songs into significant rotation relatively quickly.

It is also noteworthy that not all our Airplay Leaders were stations that necessarily pounded brand-new songs. In rhythmic top 40—where there's a long history of starting hot songs into "power new"—four of the five Airplay Leaders had a 1st Impression getting more than 30 spins that week. But in mainstream top 40, the Airplay Leaders were all starting records under three plays per day. (Surprisingly, our adult top 40 Airplay Leaders were starting records faster than their mainstream counterparts.)

Here's a format-by-format breakdown of how our Airplay Leaders rotate their hits and start new music.

## COUNTRY

AVERAGE SPIN ON NO. 1: 37

TOP SPIN ON NO. 1:  
KSD St. Louis (86)

AL NO.	STATION	NO. 1	FI*
1	KPLX Dallas	60	9
2	KSOP Salt Lake City	35	8
3	KMLE Phoenix	53	6
4	KBEQ Kansas City	43	13
5	KEEY Minneapolis	47	15

LOW SPIN ON NO. 1:  
WGNE Daytona Beach, Fla. (25)

## ADULT CONTEMPORARY

AVERAGE SPIN ON NO. 1: 19

TOP SPIN ON NO. 1:  
KRTR Honolulu (40)

AL NO.	STATION	NO. 1	FI*
1	KYMX Sacramento, Calif.	32	11
2	WLTW New York	25	6
3	WRVR Memphis	37	6
4	KVLY McAllen, Texas	28	9
5	WRVF Toledo, Ohio	24	8

LOW SPIN ON NO. 1:  
WSHH Pittsburgh, KKCW Portland, Ore. (12)

## ADULT TOP 40

AVERAGE SPIN ON NO. 1: 36

TOP SPIN ON NO. 1:  
KUCD Honolulu (70)

AL NO.	STATION	NO. 1	FI*
1	KRBZ Kansas City	64	9
2	KRSK Portland, Ore.	56	26
3	WCPT Albany N.Y.	61	16
4	WTMX Chicago	53	22
5	KFMB San Diego	40	6

LOW SPIN ON NO. 1:  
WMMX Dayton (19)

## CROSSOVER

AVERAGE SPIN ON NO. 1: 53

TOP SPIN ON NO. 1:  
KTHT Houston (100)

AL NO.	STATION	NO. 1	FI*
1	KKDA Dallas	50	30
2	WQHT New York	50	13
3	KXHT Memphis	85	23
4	WJMH Greensboro, N.C.	70	44
5	KMEL San Francisco	67	14

LOW SPIN ON NO. 1:  
KCAQ Oxnard, Calif. (29)

## RHYTHMIC TOP 40

AVERAGE SPIN ON NO. 1: 66

TOP SPIN ON NO. 1:  
KTHT Houston (100)

AL NO.	STATION	NO. 1	FI*
1	WLLD Tampa, Fla.	74	36
2	KSFM Sacramento, Calif.	80	42
3	WXIS Johnson City, Tenn.	71	39
4	KXME Honolulu	83	35
5	KIKI Honolulu	89	9

LOW SPIN ON NO. 1:  
WKIE Chicago (51)

## MAINSTREAM TOP 40

AVERAGE SPIN ON NO. 1: 66

TOP SPIN ON NO. 1:  
KCHZ Kansas City, WFKS Jacksonville, Fla. (109)

AL NO.	STATION	NO. 1	FI*
1	WWHT Syracuse, N.Y.	95	16
2	KZQZ San Francisco	73	17
3	KZHT Salt Lake City	72	17
4	KIIS Los Angeles	72	11
5	KBKS Seattle	79	9

LOW SPIN ON NO. 1:  
WNNK Harrisburg, Pa. (36)

## ADULT R&B

AVERAGE SPIN ON NO. 1: 24

TOP SPIN ON NO. 1:  
KJMS Memphis (49)

AL NO.	STATION	NO. 1	FI*
1	KOKY Little Rock, Ark.	39	18
2	WRKS New York	30	8
3	KDKO Denver	25	6
4	KMJQ Houston	26	17
5	WYLD New Orleans	27	11

LOW SPIN ON NO. 1:  
WILD Boston [daytimer] (11)

## R&B

AVERAGE SPIN ON NO. 1: 42

TOP SPIN ON NO. 1:  
KOKS Denver (96)

AL NO.	STATION	NO. 1	FI*
1	KKDA Dallas	50	30
2	KXHT Memphis	85	23
3	WQHT New York	50	13
4	WUSL Philadelphia	50	19
5	WJMH Greensboro, N.C.	70	44

LOW SPIN ON NO. 1:  
KVSP Oklahoma City [daytimer] (17)

## HERITAGE ROCK

AVERAGE SPIN ON NO. 1: 17

TOP SPIN ON NO. 1:  
KCAL San Bernardino, Calif. (45)

AL NO.	STATION	NO. 1	FI*
1	WDHA Morristown, N.J.	27	13
2	KCAL San Bernardino, Calif.	45	11
3	WONE Akron, Ohio	33	8
4	WBAB Long Island, N.Y.	23	10
5	KOMP Las Vegas	32	9

LOW SPIN ON NO. 1:  
KGGO Des Moines, Iowa (8)

## ACTIVE ROCK

AVERAGE SPIN ON NO. 1: 30

TOP SPIN ON NO. 1:  
KRAB Bakersfield, Calif. (50)

AL NO.	STATION	NO. 1	FI*
1	KRXQ Sacramento, Calif.	29	15
2	WMFS Memphis	41	24
3	KILO Colorado Springs, Colo.	30	13
4	WAAF Boston	42	12
5	KRAB Bakersfield, Calif.	50	12

LOW SPIN ON NO. 1:  
WRIF Detroit (24)

## MODERN ROCK

AVERAGE SPIN ON NO. 1: 36

TOP SPIN ON NO. 1:  
KMBY Monterey, Calif. (65)

AL NO.	STATION	NO. 1	FI*
1	WRAX Birmingham, Ala.	40	16
2	KFMA Tucson, Ariz.	45	14
3	WXDX Pittsburgh	29	10
4	KXRK Salt Lake City	41	19
5	KNDD Seattle	42	16

LOW SPIN ON NO. 1:  
WOXY Cincinnati (20)

## AIRPLAY LEADERS' EARLY SUPPORT JUMP-STARTS ARTIST CAREERS

by Phyllis Stark

For country artists both new and established, the early support of Airplay Leaders has been a very important element in fostering their careers. Many have developed relationships with these stations over time that have also been beneficial in ways that extend beyond airplay.

KPLX (the Wolf) Dallas was the first to play VFR Records artist Mark McGuinn's "Mrs. Steven Rudy," followed quickly by KBEQ (Q104) Kansas City. McGuinn, a North Carolina native, says his career has been so closely associated with the support of the Wolf that "a lot of people think I'm from Dallas." When his album was released earlier this year, he chose to launch it with an in-store in Dallas.

McGuinn calls both KPLX and KBEQ "instrumental" in launching his career. "We had plans for another [debut] single," he says, "[but those stations] heard something in 'Mrs. Steven Rudy' that they thought really fit their listeners. Because they were willing to take a chance and play some new music and let the people decide if they liked 'Mrs. Steven Rudy,' it changed my life dramatically and springboarded me out faster than anyone thought I would."

In both cases, he says, "I just hit it off well with everyone at the station, and we were on pretty much the same page as far as what we feel [is necessary to] make country music and radio a viable force in the industry."

### WORLEY, KPLX CHOOSE THE ONE RIGHT SONG

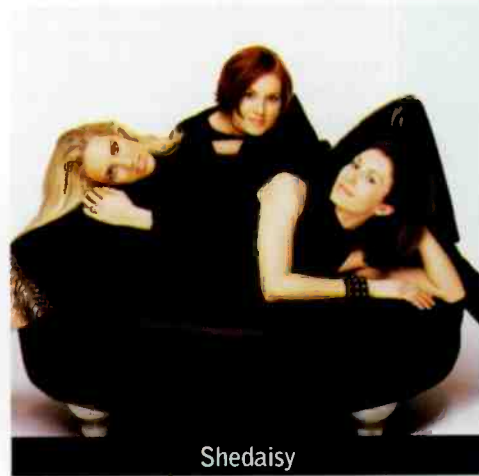
DreamWorks artist Darryl Worley enjoyed the early support of KPLX on his single, "A Good Day to Run." "That the Wolf played 'A Good Day to Run' before it was even picked as a single just confirmed what I already thought about the folks at the Wolf and their [former] leader Brian Philips," Worley says. "They embraced me and my music and made me a priority. They wanted to play a part in breaking me as an artist, and they led the way. I would walk through fire for the Wolf and Brian Philips, even though he is now at CMT. The truth about this relationship is that we help each other."

Despite that, "My first visit to KPLX was an experience," Worley recalls. "Suzanne Durham, a DreamWorks radio regional, and I were walking down the hall when we ran into Brian Philips. He stopped and she introduced me, and the first words out of his mouth were, 'I didn't realize you were coming today. I only have time for one song.' Naturally, I thought, 'This is not going well.' Fortunately, Brian and the folks at KPLX loved my song and asked me to play several more. Before you knew it, we had been there 30-45 minutes. What a great time."

Although much more established in their careers than McGuinn or Worley, Arista Nashville duo Brooks & Dunn are still appreciative of stations that go early on their new singles, as KPLX did with "Ain't Nothing 'Bout You."

"We have a long history with that station, all the way back to [former PD] Bobby Kraig, who's the head of promotion at Arista now," says Kix Brooks, who adds that visiting the station is always an adventure. "You find yourself in the middle of stuff all the time."

But KPLX isn't the only station breaking the hits. Columbia duo Montgomery Gentry enjoyed the early support of KSOP Salt Lake City on "She Couldn't Change Me" last spring.



Shedaisy

"When you get a station that believes in you like that—[one] that gets in there early and starts playing your song—it shows folks that a song connects," Troy Gentry says. "When 'She Couldn't Change Me' came out, it was about listeners reacting, and that early response makes a huge difference, because then people know the record works."

Lyric Street act Rascal Flatts enjoyed early airplay from KMLE Phoenix on "This Everyday Love" last year and more recently the support of KEEY (K102) Minneapolis on "While You Loved Me."

The group's Gary Levox says, "[KMLE PD] Jeff Garrison and [K102 OM] Gregg Swedberg were very supportive of our music in the beginning of our careers." The band's Jay DeMarcus adds, "That's not something we took lightly or will ever forget."

"As musicians," Rascal Flatts' Joe Don Rooney says, "there's nothing sweeter than tuning into a station playing your songs."

### GETTING 'DOWN AND DIRTY'

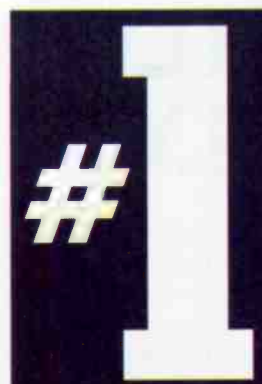
Mercury artist Jamie O'Neal enjoyed the support of both country stations in Phoenix—KMLE and KNIX—for her first hit, "There Is No Arizona." And KBEQ was the Airplay Leader on the follow-up, "When I Think About Angels."

O'Neal says the support of those stations has "meant the world to me. It's unbelievable since I came out a year ago the amount of support I've had, particularly from those two stations in Phoenix [that], I feel, basically started my career." She adds that KBEQ PD Mike Kennedy has "been fantastically supportive. It's great to meet people that you really bond with in this business."

O'Neal has had memorable experiences with the morning shows at all of those stations that she thinks has helped with their support of her career. She says KNIX's Tim & Willy



McGuinn



KPLX DALLAS



OWNER:  
Susquehanna

RATINGS (SP '00-SP '01):  
5.2-6.4-5.9-5.7-5.6

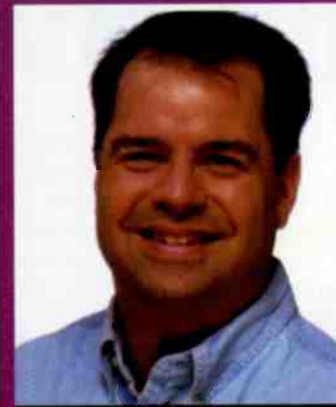
CONSULTANT:  
Brian Philips

AVERAGE SPINS FOR  
NO. 1 TITLE: 53

AIRPLAY LEADERS I  
RANK: 2

AIRPLAY LEADERS II  
RANK: 2

## COUNTRY LEADERS



APD: Smokey Rivers



MD: Cody Alan

Former PD: Brian Philips

### WHERE THEY LED (AIRPOWER DATE):

Kenny Chesney, "I Lost It" (Oct. 6, 2000) • Sara Evans, "Born to Fly" (Oct. 13, 2000) • Billy Ray Cyrus, "You Won't Be Lonely Now" (Nov. 10, 2000) • Darryl Worley, "A Good Day to Run" (Dec. 22, 2000) • George Strait, "Don't Make Me Come Over There and Love You" (Feb. 2) • Travis Tritt, "It's a Great Day to Be Alive" (Feb. 16) • Brooks & Dunn, "Ain't Nothing 'Bout You" (March 2) • Mark McGuinn, "Mrs. Steven Rudy" (March 23) • Lonestar, "I'm Already There" (April 27) • Toby Keith, "I'm Just Talkin' About Tonight" (June 8) • Chris Cagle, "Laredo" (June 15) • Tim McGraw, "Angry All the Time" (Aug. 10) • Travis Tritt, "Love of a Woman" (Aug. 31)

"made me feel completely at home." And KMLE's Ben & Brian "had me in stitches the whole time," particularly when she recorded a duet of "Jingle Bell Rock," with Ben Campbell impersonating Randy Travis as her partner.

As for KBEQ's Randy Miller and news director Dennis Rooney, O'Neal says, "I always have a ball with them as well. They get a little down and dirty on-air, but we always have fun."

### HOMETOWN HEROES

Warner Bros. act Trick Pony enjoyed the Airplay Leader support of K102—on its debut single "Pour Me"—as well as Q104 on the follow-up, "On a Night Like This." Group member Ira Dean went to junior high and high school in St. Paul, Minn., and says K102 has treated Trick Pony like a hometown band.

"I grew up listening to K102," Dean says. "It was cool to have my family call up and say they heard me for the first time on the radio [on K102]. Being the hometown boy doing good was a big deal for me. When Mom called up crying, it meant a lot."

K102's support extends beyond airplay. "They push our [local] shows," Dean says. "We sell out there and [also] sell a lot of product."

As for KBEQ, Trick Pony's Heidi Newfield says, "from the very start, Mike Kennedy and the whole crew got on board with us. As a new artist, your whole goal is to try to come across with your music... [reflecting] what you are. You hope they get it, and they did. They jumped on board right away."

The group will thank the station by playing its New Year's Eve show in Kansas City. Newfield says of the KBEQ staff, "They are great friends, good people, good crew, and they're not afraid to show their ass on the radio."

In fact, one of Trick Pony's more unusual performing experiences happened in Kansas City on group member Keith Burns' birthday, when Q104 MD T.J. McEntire and Kennedy's wife hired a midget stripper who walked onstage, much to Burns' surprise. Newfield says, "It was one of the most memorable things a radio station had ever done for us."

### 'WE NEED PEOPLE LIKE THAT'

Lyric Street's Shedaisy enjoyed the support of K102 on its song "Lucky 4 You (Tonight I'm Just Me)" earlier this year. Group member Kristyn Osborn says " 'Lucky 4 You' was a tough one, and it took a while for people to 'get it,' and some never did. But K102 proved once again that they were willing to support us, unafraid of the polarizing nature of the song, and in turn, I believe, became an integral part of the single's success."

"I think Gregg really wants to partner with record labels and artists to help in the development of careers—not at the expense of his listenership and station, of course—but to the benefit of all of us as one industry," Osborn continues. "We need people like that—stations like KEEY that are willing to risk, willing to be patient, willing to be leaders for others to look to for guidance."

"The adage 'It all starts at the top' is so applicable here," Osborn adds. "There are some great people at KEEY, and the integrity is ever-present, top to bottom. All we have to do is look at record sales in Minneapolis, one of our biggest markets, and we know KEEY's methodology works for us."

## ONE BIG, SLIGHTLY HAPPIER FAMILY

by Angela King

The relationship between record labels and radio stations often recalls a family reunion. Everyone is connected to one another, but sometimes they aren't very happy about it.

For our Airplay Leaders, however, that relationship seems less antagonistic. A common love for the music and emerging acts is evident. While frustrations still abound on both sides of the equation, Airplay Leaders voice more of a willingness to work with labels—which doesn't mean there's not a strong independent streak with regard to music.

For their part, labels view Airplay Leaders as more willing to work at maintaining a quality relationship. They also note that such recent success stories as Darryl Worley, Chris Cagle, Keith Urban, Cyndi Thomson, Jamie O'Neal, Rascal Flatts, and Blake Shelton all got significant airplay out of the box by Airplay Leader stations.

So what would help the relationship? For stations, it's more chances to hear entire projects in advance and more candor, but less alphabet soup. Labels value candor as well, but they'd also like enough spins to make a difference on a project—especially when stations want something from an artist.

### MEANINGFUL AIRPLAY

Lyric Street VP of national promotion Kevin Herring credits Airplay Leaders KEEY (K102) Minneapolis and KMLE Phoenix—both known for giving new songs considerable spins—with helping create a story for Rascal Flatts that he could take to other stations. "Promotion departments can get adds, get stations to help us out, offer promotions—the cosmetic side of what we do. But if those adds don't [convert] into spins, it doesn't amount to a hill of beans."

Warner Bros.' senior VP of promotion Jack Purcell, who saw tremendous initial radio support for Blake Shelton's "Austin," says, "It didn't go into daypart rotation. It just exploded." And with that, it researched well immediately. "[Stations give songs] five spins from midnight to six and see if something happens? Of course nothing's happening. That is the reality."

Airplay Leader stations "don't seem to be wishy-washy about anything," says DreamWorks head of promotion Bruce Shindler. "They have great programming, great promotions, and they know what they want sound-wise. You get a very honest answer upfront. We'd rather have that than someone who is indecisive for 10 weeks."

With Airplay Leaders, Herring says, "it's about playing the music they believe in... [K102 OM] Gregg [Swedberg] makes his decisions on what he plays with his ears. He was early, way ahead of our single-release schedule [for Rascal Flatts]. Our sales in Minneapolis reflect that. He played 'Long Slow Beautiful Dance.' Now we can say, 'Look at K102. We know we've got another single if we decide to go to a fifth single [on the project]. It provides a litmus test for us."

Herring says the potential impact of a single station hit home for him when WSIX Nashville morning host Gerry House became the first to play Rascal Flatts' "I'm Moving On." "Sales increased in Nashville 200%. After that happened, I went to a few stations, like KZLA [Los Angeles], and [OM]

R.J. [Curtis] said he would play it. Those two stations made the decision on the new single for us."

"Getting those major markets on [a record] creates a huge story," Purcell says. "For the industry, hit records tend to break from major markets down."

### PARTNERS IN PLANNING PROJECTS?

Airplay Leaders say that if they had the chance, they'd be even more involved in the launching of a project from the outset, a request heard in more formats than just country. KBEQ (Young Country Q104) Kansas City PD Mike Kennedy agrees: "Give me good music, give me more than just one single—let us get to know the artist."

"When there's a new artist, I'd like to hear all the music," says K102 APD/MD Travis Moon. "Sometimes, they get a song and just want to get it on the radio, but if I hear something else, I can get a better picture of that artist. Even if it's a little sampler, I really enjoy getting in deeper [and hearing] where the artist is from."

While any label that's ever had to deal with unsolicited airplay off a sampler track might be hesitant to service entire projects, Swedberg says, "Don't be shy about giving me everything you've got. A lot of Nashville/radio relationships are based on trust. Follow each other's marketing plan, so we all follow along lock step. I'll play along with that game, as long as you show me all your cards. [I want to know if] there's something behind this one single. If all you've got is this one single, sorry. I want something to build off."

### WHAT ELSE IS NEEDED?

What else would help improve the label/radio relationship? KBEQ MD T.J. McEntire says, "Be honest. That's No. 1 when it comes to record label/station relations. That's the thing you find that really burns you more than anything. I want honest, real relationships with labels. I don't want to hear, 'I'm going to lose my job if I don't get this add.' You should never use the guilt factor. My job is on the line, too. It's not all about you or about me—it's what's going to work for us."

That honesty extends to being candid about a record's outlook. McEntire complains about making room for a borderline record "and the next week it's dropped [by the label] or they lose it. We want to take a record as far as we can. We add records for our audience, not labels, but we hope the two things work together."

Some Airplay Leaders still feel as though they're getting irrelevant information. "There's no research I care about but ours," says KPLX (the Wolf) Dallas APD Smokey Rivers. "If there is a significant story, [labels] will tell us, but we don't really pay attention to what other stations are playing or how the research is in Tulsa. It's a different animal here, a different group of people, and we just trust our gut."

KBEQ's McEntire says, "I like solid information—to know it's getting huge phones for K102 [or other similar] stations—that would make us pay attention. To know it's doing well at WDAF [Kansas City] isn't going to do us any good. We're doing two different things."

But Warner Bros. senior VP of promotion Jack Purcell counters that "some [PDs] say, 'I don't care who's on it or how it does for them,' but

## THE MAKINGS OF AN AIRPLAY LEADER

by Silvio Pietroluongo

It has been slightly more than two years since *Airplay Monitor* introduced the term "airplay leader," in June '99. The impetus behind the Airplay Leader designation, and the weekly Airplay Leaderboard, was acknowledging the programmers and stations that break the hits.

Here's how a station qualifies for Airplay Leader status.

Each week, *Monitor* highlights the titles that reach Airpower status—indicating that a song is becoming a consensus hit at a given format. Airpower status is awarded when a song first reaches the top 20 on the airplay chart and the audience chart in the same week. The song must have increases in both detections and audience to qualify for Airpower status, whether it's the first week the title appears in both top 20s or later on.

An Airplay Leader is the station that was the first to play an Airpower title 150 times (100 times in rhythmic top 40, AC, adult R&B, active rock, and heritage rock, where spin counts are usually lower). When a song reaches Airpower status, we spotlight the station that was first to reach this threshold, along with any other station(s).

The Airplay Leaderboard was designed to celebrate the people and stations that consistently start hits by ranking stations based on how many times they were honored as Airplay Leaders. If more than one station was an Airplay Leader on a title, they all get equal credit toward the Airplay Leaderboard, regardless of which station reached the 150-detection plateau first. The final ranking covers Airpower titles from the Sept. 22, 2000, issue through the

Aug. 31, 2001, issue. Ties in rank below No. 1 were broken by computing the average peak position for all Airpower titles for which that station was an Airplay Leader, so that the stations that started the biggest hits finished higher.

Our 2001 ranking covers the longest measurement period of Airplay Leader winners (11 months) since our first Airplay Leader spotlight on Feb. 18, 2000. That tabulation covered seven months of data, while our second Airplay Leader special, in the Oct. 6, 2000, issue, included nine months of winners. Of the nine returning formats (mainstream rock was split into active rock and heritage rock during the tracking period), we have only one repeat winner, AC KYMX Sacramento, Calif. In fact, the turnover ratio among the top five ranking stations in each format was quite high. Sixty-two percent did not make the cut in our second Airplay Leader spotlight. Joining the ranks of two-time winners is WLLD Tampa, Fla., as it earns its second rhythmic top 40 first-place finish, having also topped the first Airplay Leader tally.

Congratulations go out to all our Airplay Leaders for continually leading the way on new music and providing these songs and artists with a platform to become national success stories. Meanwhile, we've already started our next Airplay Leader measurement period with the Sept. 7 issue, the results of which can be found on page 11. We look forward to seeing your station at the top of our next Airplay Leaderboard.

*Silvio Pietroluongo is Airplay Monitor's director of charts.*

they take note, they listen. They say, '[WPOC Baltimore PD] Scott Lindy is hearing this record. Should I be hearing this record?'

### DOG AND PONY (AND WOLF)

While country PDs have thought in recent years that their format was losing its special access to artists, there were far fewer complaints that artists weren't doing enough with radio in country than in other formats surveyed by *Country Airplay Monitor's* sister editions. And labels actually say they appreciate the way that the Airplay Leaders use their acts. Purcell says stations that are aggressive with new music and new acts are less interested in conference-room shows and more interested in "creating an event for listeners, even if it's someone completely unknown. We're always looking for ways to partner with radio."

Shindler says, "They all have stuff they do within the community, clubs where they do special stuff. The Wolf in particular has something every weekend going on somewhere. When they do like an act, they [bring them in] for an acoustic set. [Airplay Leaders] are very tied to various places, restaurants, arcades, bars, concert venues. And they bring [acts] back more than once."

Shindler cites KBEQ's support for Jessica Andrews. "It's a great market for her. They always have something happening and bring the act in. Not only are they playing the act, but they are

also physically using them in the market." By comparison, "So many stations that add an act with five spins and want them on the listener appreciation show still only have [the song] at five spins. Don't they want to promote the act?"

And Shindler admits to frustration when "we've had stations do promotions, and the act goes in to play and the room doesn't hold more than 20 people. We've had situations where the act has had to do that to make a client happy. It doesn't really break an act. The aggressive stations out there, they put them in venues and promote it enough where you get hundreds of people."

For their part, PDs are searching for acts that are more willing to play along. Rivers says the most effective visits to the studio happen when the act is "being flexible when they appear [and] fly off the cuff for us. [Some] have fun with the morning guy or do a special song for us or jingles for a contest."

Rivers says that kind of flexibility on the artist's part is easier to find these days. "Clay Walker was in and gave us a terrific acoustic show, and our morning guy came up and said to him, 'Here's a promotion we're doing, can you sing this special jingle to the words of your current hit?' Nobody got in the way, it got done, and it was on the air. We're seeing more of that, and it's good. People come in and have an agenda, but we have an agenda too."

## COUNTRY LEADERS 2-5

# #2




**KSOP**  
SALT LAKE CITY





OWNER: KSOP Inc.  
RATINGS (SP '00-SP '01): 3.8-3.8-3.7-3.7-3.0  
CONSULTANT: None  
AVERAGE SPINS FOR NO. 1 TITLE: 35  
AIRPLAY LEADERS I RANK: 4  
AIRPLAY LEADERS II RANK: 19

**PD:** Don Hilton **APD/MD:** Debby Turpin

**WHERE THEY LED (AIRPOWER DATE):**  
Lonestar, "Tell Her" (Nov. 3, 2000)  
Terri Clark, "A Little Gasoline" (Nov. 10, 2000)  
Keith Urban, "But for the Grace of God" (Dec. 15, 2000)  
Diamond Rio, "One More Day" (Jan. 12)  
Alabama, "When It All Goes South" (Feb. 2)  
Andy Griggs, "You Made Me That Way" (Feb. 2)  
Dixie Chicks, "If I Fall You're Going Down With Me" (March 9)  
Montgomery Gentry, "She Couldn't Change Me" (April 13)  
Keith Urban, "Where the Blacktop Ends" (June 1)

# #3

**KMLE**  
PHOENIX



OWNER: Infinity  
RATINGS (SP '00-SP '01): 5.2-4.4-4.9-6.0-4.4  
CONSULTANT: None  
AVERAGE SPINS FOR NO. 1 TITLE: 53  
AIRPLAY LEADERS I RANK: 1  
AIRPLAY LEADERS II RANK: 4

**PD:** Jeff Garrison **APD/MD:** Chris Loss

**WHERE THEY LED (AIRPOWER DATE):**  
Dixie Chicks, "Without You" (Sept. 29, 2000)  
Jo Dee Messina, "Burn" (Nov. 24, 2000)  
Lee Ann Womack, "Ashes by Now" (Nov. 24, 2000)  
Jamie O'Neal, "There Is No Arizona" (Dec. 1, 2000)  
Rascal Flatts, "This Everyday Love" (Dec. 8, 2000)  
Martina McBride, "It's My Time" (Feb. 23)  
Kenny Chesney, "Don't Happen Twice" (Feb. 23)  
LeAnn Rimes, "But I Do Love You" (May 11)  
Lee Ann Womack, "Why They Call It Falling" (June 29)

# #4




**KBEQ**  
KANSAS CITY



OWNER: Infinity  
RATINGS (SP '00-SP '01): 4.6-4.4-4.7-3.8-4.2  
CONSULTANT: None  
AVERAGE SPINS FOR NO. 1 TITLE: 42  
AIRPLAY LEADERS I RANK: 5  
AIRPLAY LEADERS II RANK: 3

**PD:** Mike Kennedy **MD:** T.J. McEntire

**WHERE THEY LED (AIRPOWER DATE):**  
Toby Keith, "You Shouldn't Kiss Me Like This" (Dec. 22, 2000)  
Clark Family Experience, "Meanwhile Back at the Ranch" (Dec. 22, 2000)  
Diamond Rio, "One More Day" (Jan. 12)  
The Warren Brothers, "Move On" (March 9)  
Sara Evans, "I Could Not Ask for More" (March 30)  
Jamie O'Neal, "When I Think About Angels" (May 18)  
Blake Shelton, "Austin" (June 15)  
Trick Pony, "On a Night Like This" (Aug. 31)

# #5




**KEYE**  
MINNEAPOLIS



OWNER: Clear Channel  
RATINGS (SP '00-SP '01): 6.5-7.2-7.1-7.9-6.0  
CONSULTANT: None  
AVERAGE SPINS FOR NO. 1 TITLE: 47  
AIRPLAY LEADERS I RANK: 3  
AIRPLAY LEADERS II RANK: 12

**OM:** Gregg Swedberg **APD/MD:** Travis Moon

**WHERE THEY LED (AIRPOWER DATE):**  
Brad Paisley, "We Danced" (Sept. 22, 2000)  
Shedaisy, "Lucky 4 You (Tonight I'm Just Me)" (Feb. 2)  
The Warren Brothers, "Move On" (March 9)  
Trick Pony, "Pour Me" (March 9)  
Phil Vassar, "Rose Bouquet" (March 30)  
Rascal Flatts, "While You Loved Me" (June 15)  
Cyndi Thomson, "What I Really Meant to Say" (June 29)  
Carolyn Dawn Johnson, "Complicated" (Aug. 3)

### GREATEST LEAD TIME

WQBE Charleston, W.Va., 47 weeks, Gary Allan, "Right Where I Need to Be"

## Goodbye, Columbus



Gail Austin bids farewell to WCOL Columbus, Ohio, and prepares to catch a lift to her new job in Jacksonville, Fla., with new DreamWorks act Emerson Drive. Pictured, from left, are Emerson Drive's Jeff Loberg and Brad Mates, Austin, and the band's Mike Melancon, Pat Allingham, Danick Dupelle, and Chris Hartman.

## ACCESS NASHVILLE

### Nelson, Crow Duet At CMA Awards

Willie Nelson will duet with Sheryl Crow at the 35th annual Country Music Assn. Awards Nov. 7 on CBS-TV. They'll sing "I'll Be There for You" from Nelson's upcoming Island Records album, *The Great Divide*. Also scheduled to perform at the CMA Awards are Dixie Chicks, Martina McBride, Jessica Andrews, Phil Vassar, and Cyndi Thomson.

Deana Carter will release the holiday album *Father Christmas* Nov. 20 on her own Deaton Records imprint, distributed through Rounder Records. Carter is accompanied on the album by her father, renowned Nashville session guitarist Fred Carter Jr. The set features 10 holiday standards recorded at the Carter family's Tennessee home. The project is a one-off deal with Rounder. Carter is expected to sign with a major Nashville label shortly.

Also set to release an independent holiday project is Suzy Bogguss, who will issue *Have Yourself a Merry Little Christmas* Nov. 1 on her own Loyal Duchess Records label. Making guest appearances on the album are Delbert McClinton, Ricky Skaggs, and the late Chet Atkins. The album will be available at Bogguss' Web site, at Amazon.com and other online retailers, and at select brick-and-mortar retail stores. Three of the album's tracks were recorded for—and licensed from—her previous label, Capitol. Bogguss will make a series of live appearances during the Christmas season to support the record. In other news, Bogguss will collaborate with Asleep at the Wheel for several songs

for her next studio project, due next spring.

Ricochet and Jolie & the Wanted will entertain U.S. troops stationed overseas during the Thanksgiving holiday as part of the USO's Operation Seasons Greetings tour.

Dixie Chicks will open next year's Houston Livestock Show and Rodeo Feb. 12 at the Astrodome.

The daily syndicated show *Country Mailbag* will host a weeklong "stars ask the stars" feature in honor of the CMA Awards the week of Nov. 5. Guests set to participate include Sara Evans grilling Andy Griggs and Phil Vassar questioning Montgomery Gentry.

In David Ball's new video for "Riding With Private Malone," the song's co-writer, Thom Shepherd, portrays the song's title character.

The Grand Ole Opry and Gaylord Entertainment will host a special Opry show Nov. 11 at Nashville's Ryman Auditorium to benefit families affected by the Sept. 11 terrorist attacks. Among those set to appear are Bill Anderson, Little Jimmy Dickens, Vince Gill, Marty Stuart, Porter Wagoner, and Steve Wariner.

John Berry and the Christian Country Music Assn. (CCMA) have put together an eBay package for the online auction service's Auction for America, which is raising money for those affected by the Sept. 11 tragedies. The package consists of a pair of tickets to the CCMA Awards Nov. 1 in Nashville, a meet-and-greet with Berry, and autographed Berry merchandise.

BlackHawk, which signed with Sony Music Nashville earlier this year (*Country Airplay Monitor*, May 25), has been assigned to the Columbia roster and is working on an album set for release in early 2002.

The episode of *Touched by an Angel* in which Toby Keith appears is set to air Nov. 10 on CBS-TV. Keith performs "My List" during the program, in which he portrays an entertainer at a high-school reunion.

## RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTIONS DIRECTOR
Oct. 29	WESC/WSSL Greenville, S.C.	Songwriters Showcase	Sandra Dill
APPEARING: Chris Cagle, Joe Diffie, Lonestar, Jamie O'Neal, Phil Vassar			
Oct. 31	WCTO Allentown, Pa.	Hayseed Halloween Ball	David Moore
APPEARING: Tammy Cochran, Emerson Drive, Brian McComas, Tim Rushlow, Chely Wright			
Nov. 1	WPKX Springfield, Mass.	Benefit Concert	Heather Tower
APPEARING: BlackHawk, Chad Brock, Emerson Drive, Andy Griggs, Chely Wright			
Nov. 2	WYNY New York	Benefit Concert	Bob Tabbador
APPEARING: Ty Herndon, Steve Holy, Hal Ketchum, Tim Rushlow, Mark Wills, Chely Wright			
Nov. 2-30	WSOC Charlotte, N.C.	Concert Series	Chele Fassig
APPEARING: Gary Allan (11/2); Chris LeDoux (11/9); Brooks & Dunn (11/15); Tracy Lawrence (11/23); Perfect Stranger (11/30)			

Let us monitor your event! Call Angela King at 615-321-4286 or e-mail aking@airplaymonitor.com

## CAPITAL & CAPITOL

BY KATY BACHMAN

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### Consolidation Will Return, Once Market Rebounds

Market conditions are bound to spur another round of consolidation in radio, panelists said at the Kagan Radio Summit, held Oct. 17-18 in New York City. But when the next wave occurs will depend on how long it takes the industry to rebound. So far, deal activity hasn't been this slow since 1994. Robin Flynn, senior VP of Kagan World Media, noted that only \$3.5 billion worth of stations have been traded so far this year.

"We're in a breather right now," Cumulus Media CEO Lew Dickey said. Like other groups, Cumulus is concentrating on buying in markets where it already owns stations in order to protect its revenue share.

Owning a big enough cluster to compete is a matter of necessity. "Some Clear Channel clusters are doing forced cluster selling with highly discounted packages that shuts out competitors," said Allen Shaw, co-COO for Beasley Broadcast Group. "Buyers see it as a bargain. In bad times, it's more prevalent."

"The power of the radio business is what you own in a market," said Dick Ferguson, COO of Cox Radio, which has been fond of move-ins and improving the signals of existing stations. "Those are a lot cheaper than straight acquisitions."

There could also be some fallout among highly leveraged companies. "Half of all publicly traded broadcasters are going to [stumble over] covenants," noted Deutsche Banc Alex. Brown analyst Drew Marcus, citing such companies as Granite, Cumulus, Radio One, Beasley, Big City, Spanish Broadcasting System, and Emmis Communications.

Broker Gary Stevens said, "Companies will combine out of necessity. Those with strong balance sheets will survive very well."

Despite how much radio has consolidated in the past five years, there's still plenty of room for more. The top 10 groups control 53% of the total radio revenue and only 19% of the number of radio stations, according to Duncan's American Radio.

As for when radio advertising will turn around, most are looking to late 2002. "We are lacking a major driver to come out of this downturn," said Gary Fries, president of the Radio Advertising Bureau. "We need fuel." For now, it's "let's make a deal" time, as stations lower rates and negotiate packages to keep the ads flowing.

#### ARBITRON INCREASES GUIDANCE

Arbitron reported its third-quarter earnings last week. Revenue was up 12.4% for the quarter, but earnings per share dropped from 52 cents to 43 cents because of debt that it assumed when it spun off from Ceridian. But unlike radio groups, the ratings company increased its guidance for the year by a penny, from \$1.23 to \$1.24.

The company also reported on the progress of a number of its initiatives. Webcast ratings, which have faced tough competition from Measurecast, have been a drain on the company's expenses. About \$500,000 is being cut from that budget. Judy Carlough, the former Radio Advertising Bureau marketing exec who was hired less than a year ago as VP of advertiser services for the unit, will leave Arbitron at year's end.

Most of Arbitron's extra cash is going toward the development of the portable people meter (PPM), which is currently being tested in Philadelphia. Nielsen Media Research, Arbitron's development partner in the PPM, will decide whether to form a joint venture with Arbitron in spring 2002. That's about the same time Nielsen turns on its first local people meter market in Boston. While there could be a showdown between Arbitron's PPM and Nielsen's people meter, ultimately, it will be Nielsen that makes the decision as to what local TV stations get and how fast the radio industry sees the PPM replace the diary.

Infinity Broadcasting, Arbitron's second-largest

client (which accounts for about 10% of the company's \$206 million in annual revenue), is now in the negotiating ring with Arbitron over its ratings contract, which is up at the end of December.

#### WINSTAR NOW EXCELSIOR

Former Winstar Communications subsidiaries Winstar Radio Networks and its national sales arm, Global Media, have been sold to a group of investors and renamed Excelsior Radio Networks (ERN). The investors—Franklin Capital, Sunshine Wireless LCC, and Change Technology Partners—will run ERN as a privately held company.

After declaring bankruptcy in April, Winstar Communications was forced to cut 2,000 jobs (44% of its work force), including 40 from Winstar Radio Networks, which had offices in New York City and Las Vegas. The radio network also shut down SportsFan Radio Network.

ERN currently produces and syndicates several radio shows and services to about 2,000 radio stations, including several R&B offerings produced by Walt "Baby" Love, as well as *All Star Mix Party*.

Michael Ewing, president of ERN and the former president of Winstar Radio Networks, says the company will focus on rebuilding its syndication portfolio through new programming initiatives. Larry Kahn, former VP of programming for Winstar, will continue in that position for ERN.

#### NEW CALL FOR EEO

Thirty-three organizations, including the ACLU, the National Assn. of Black-Owned Broadcasters, the NAACP, the Rainbow/PUSH Coalition, and the Minority Media and Telecommunications Council, have petitioned the Supreme Court to reinstate the recrafted EEO rules, which were struck down by the U.S. Court of Appeals in January. The original EEO rules, adopted by the FCC in 1969, were first thrown out by a D.C. Circuit Court decision in 1998, which prompted the former FCC under chairman Bill Kennard to rewrite them.

XM Satellite Radio last week expanded its service beyond Dallas and San Diego to cities in the southern half of the U.S., such as Los Angeles, Houston, New Orleans, Atlanta, and Miami. The Washington, D.C.-based company also lined up a \$66 million funding package with Boeing Capital Services that will allow it to operate into the second quarter of 2002. XM's actions follow last week's news that competitor Sirius Satellite Radio rolled back its launch from December to an unspecified date next year and announced that CEO/founder David Margolese has stepped down.

### Smoke Signals



Charlie Robison, left, and KKCS Colorado Springs, Colo., MD Stix Franklin share a male-bonding moment.



## CMA Beefs Up Awards Show Security

This year's Country Music Assn. (CMA) Awards, set for Nov. 7 in Nashville, will have an unprecedented amount of security to ensure the safety of artists and attendees and to prevent any interruptions during the live broadcast. In light of the recent terrorist attacks, as well as the current global tensions, the CMA plans to screen everyone involved in the show both behind the scenes and in the audience.

The 35th annual CMA Awards will air live from 8-11 p.m. (EST) on CBS-TV from the Grand Ole Opry House in Nashville. Everyone with access to the backstage area—including artist managers, musicians, stylists, production staff, and press—has been asked to provide their Social Security numbers to the CMA for a background check.

The approximately 3,800 show tickets will only be made available to CMA members. Audience members will pass through metal detectors and have their bags searched and identification checked. All bags larger than a standard 8 1/2-inch-by-11-inch sheet of paper will be prohibited. Those entering the backstage area will also pass through metal detectors and bag check points.

The annual post-show party at the Opryland Hotel will now be a pre-show reception in the foyer of the Opry House and in a tented portico in front of the building. Both uniformed and plainclothes police officers

will be present at the Opry House during the evening with what CMA executive director Ed Benson calls "quick response and repression capabilities."

The media, usually housed in the Acuff Theater near the Opry House, will be set up this year in part of a studio elsewhere in the Opry House building so artists will not have to leave the venue. Space considerations resulting from that shift will mean that roughly half the previous number of media representatives will be allowed access to the press room this year. The press list was pared down from approximately 220 to 120, including camera crews.

The CMA developed its security plan in consultation with Nashville Metro Police's terrorism task force, the FBI, the Secret Service, and a private security firm that has been retained for the event.

Benson stresses that there haven't been any threats made against the show but that the precautions are being made to minimize risks. "The purpose is to make artists comfortable about doing the event," he says. More than 40 artists are expected to participate. "We don't want to leave ourselves vulnerable to any possible disruption of the show... It's imperative that the show gets on the air."

Benson says the extra security will add at least \$150,000 to the show's regular operating budget.

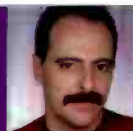
PHYLLIS STARK



## COUNTRY CONFIDENTIAL

BY WADE JESSEN

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## Jackson's Back Where He Came From

Although Brooks & Dunn's "Only in America" pushed Alan Jackson's "Where I Come From" to No. 2 on our Country Airplay chart last issue (after it spent two weeks at No. 1), Jackson's single finished with an increase in spins—as if to say, "I shall return." Jackson's promise is fulfilled this issue as it closes with 5,492 detections and reigns for a third week. The duo trades places with Jackson on the detections chart but maintains its dominance on the Country Audience chart for a fourth straight week. Both titles decrease in spins, but "Where I Come From" bullets at No. 2 on the audience tally with a slight uptick. "Only in America" holds with 42.5 million estimated listener impressions, while Jackson's increase falls just shy of 1 million. The No. 1 singles are the 18th and 16th Country Airplay chart-toppers for Jackson and Brooks & Dunn, respectively.

Elsewhere on the detections chart, Garth Brooks' "Wrapped Up in You" earns the triple crown of Greatest Gainer, Best 1st Impression, and Airpower honors. With an increase of 674 plays, the lead single from Brooks' Nov. 13 *Scarecrow* album rises 22-18, with detections at 148 of our 150 monitored stations. The song's bow at No. 22 on last issue's list marked the format's second-highest debut in the Broadcast Data Systems-era (which began in January 1990). Brooks' "The Thunder Rolls" became country's highest BDS-era debut when it opened at No. 19 in May '91. On Country Audience, "Wrapped" jumps 18-16 with more than 22 million audience impressions, an increase of approximately 1 million listeners.

LABEL LISTINGS for Lee Greenwood's "God Bless the USA" are updated this issue to more accurately distribute year-end recap points to MCA Nashville, Capitol, and Curb—all of which have different versions of the song airing at country radio. Points will be divided equally among all three. MCA Nashville's 1984 original was rerecorded by Greenwood for Liberty, the now-defunct Capitol subsidiary, in 1992. Greenwood recorded the song a third time for Tree Productions in 1994. The publishing company leased the master recording to Curb, and it's that version that debuts at No. 2 on the *Billboard* Top Country Singles Sales chart in the magazine's Oct. 27 issue (see Country Highlights, page 11).

It is our policy in such cases that the weekly detection sum for each version of the song be represented as one total; since the three versions are so similar, separate listings might not accurately reflect the individual performance of any unique version.

This scenario also has implications for The *Billboard* Hot 100 chart, which is influenced by airplay from all formats, as well as retail singles sales. Singles sales are not included in the formula for our Country Airplay or Country Audience charts. On the Hot 100, airplay points for "God Bless the USA" will be augmented by sales points from the Curb single. Neither MCA Nashville nor Capitol have retail singles available, although the original 1984 single is available exclusively to jukebox operators on 7" vinyl from MCA Nashville.

Greenwood's song logs 1,002 detections (28-32) on our Country Airplay chart and finishes with approximately 9.8 million listener impressions on Country Audience (25-27).

The track amassed 17 chart weeks during its initial chart run in 1984, and though it became a format staple during the Gulf War, our chart policies at the time prohibited such songs from re-entering the chart.

Under our current policy, the song's total number of chart weeks includes its initial 17 chart weeks from '84. Songs that have been off the chart for six months are eligible to re-enter, and are allowed an additional 20 weeks. The Greenwood title will be removed from the chart after a grand total of 37 weeks, unless it's still inside the top 20 once it reaches 37 chart weeks. In that case, the song would remain on the chart until it falls below No. 20.

## RADIOACTIVE

BY PHYLLIS STARK  
& ANGELA KING

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## Station Staffers Test Negative For Anthrax

Long Island, N.Y.'s *Newsday* reports that there's good news for the two employees of Cox's top 40/album rock combo **WBLI/WBAB** who found a suspicious powder in a box they were using to collect money for World Trade Center relief efforts. The paper reports that the two have tested negative for anthrax, making it unlikely that any of the station's 85 other employees—who had been issued antibiotics—are at risk.

Meanwhile, Dutch newspaper *Amersfoortse Courant* reports that **Giel Beelen** of that country's **KRO** has been fired after jokingly telling listeners to send his station's management baking powder and twice giving the station's address. Beelen told listeners that he was owed back wages.

### PROGRAMMING: WBAP DROPS MUSIC

Longtime full-service outlet **WBAP** Dallas drops the last of its country music to become a full-time N/T outlet. Simultaneously, parent ABC Radio's syndicated *The Midnight Cowboy Trucking Network*, based out of **WBAP**, also drops country music. The show's longtime host, **Bill Mack**, recently exited to a similar show on XM Satellite Radio. *The Midnight Cowboy Trucking Network* is heard on 11 stations in addition to **WBAP**, including **WJR** Detroit and **WBT** Charlotte, N.C.

**WAKT** Panama City, Fla., ups midday host **Brett James** to PD, replacing **Banana Joe Montione**, who exited several weeks ago. In mornings, AC sister **WMXP** morning host **Dale Reeves** segues to the country station with local TV personality **LeeAnn Flynn**. The team replaces Montione and his wife, **Kris**, who exited.

**WLFF** (the Wolf) Lafayette, Ind., PD **J.J. Davis** recently took his satellite country outlet to local programming and is looking for record service. The station is currently live in middays with host **Mike Warner** and in afternoons with **Matt Ryan**. Warner was the former PD/production director at **WLFF**. Ryan also does evenings at sister

station **WAZY**.

**WWZD** Tupelo, Miss., OM/PD **Tom Freeman** exits to become PD at **WUSJ** Jackson, Miss. He replaces **Benji Kurtz**, who returned to his hometown of Atlanta. Meanwhile, **WWZD** hires former **WGKX** Memphis APD **Brian Driver** as PD.

### MANAGEMENT: MARCO FOR MARKO

**Cumulus/Oxnard**, Calif., hires **Marco Camacho** as market manager. He replaces **Marko Radlovic**, who returns to Los Angeles to run a four-station Hispanic cluster. The Oxnard cluster includes country **KHAY**.

**WTVY** Dothan, Ala., consolidates operations with top 40 **WKMX**, and **WTVY** VP/GM **Chris Bence** exits. **WKMX** owner **Terry Duffie** assumes those duties.

### PEOPLE: NOT JUST TESTING WATERS

**KCCY** Colorado Springs, Colo., MD **Kevin Hayes** exits. Morning producer **Bryan Waters** is upped to MD/midday host.



**WHOK** Columbus, Ohio, taps modern rock **WBUZ** Nashville afternoon jock **Jim Hunter** as morning co-host, replacing **Mark Dantzer**.

**WJLM** Roanoke, Va., afternoon host **Steve Stroud** segues to sister **WYYD** for mornings with **Toni Foxx**. **WJLM** also brings in the syndicated **Big D & Bubba** for mornings, as **Slam Duncan** moves to afternoons. Former **WJLM** afternoon host **Rick Leighton** goes to afternoons on **WYYD**.

**WKKT** (Kat Country) Charlotte, N.C., PD **Kevin King** adds midday duties permanently, following the departure of **Chappel Fisher** for **WNKT** Charleston, S.C.

## ON THE ROW

## Risser Goes National At MCA Nashville

**Royce Risser**, MCA Nashville's veteran Northeast regional promoter, has been named director of national promotion at the label. Also, **Denise Roberts** adds project specialist stripes to her senior director of regional promotion/West Coast duties. She will be heading various strategic national projects for the label. VP of national promotion **Bill Macky** is seeking an experienced regional to replace Risser in the Northeast.

**Ellen Powers** has been promoted to VP of recording/marketing administration for Universal's MCA Nashville, Mercury, and Lost Highway labels. She previously was senior director of A&R administration for the company.

Former Atlantic Records artist **Craig Morgan** has signed with **Broken Bow Records**.

**Country Radio Broadcasters** has set Jan. 4, 2002, as the deadline for submissions for its humanitarian and promotion awards. The humanitarian award honors country radio stations for their efforts in improving the quality of life in their area. The promotion award honors the best country radio promotion held between

Nov. 1, 2000, and Dec. 31, 2001. Winners will be honored at the Country Radio Seminar (CRS), set for Feb. 27-March 2, 2002, in Nashville.

The agenda for CRS was recently announced. Among the highlights will be the session *America at War*, which will examine wartime radio and country music and its audience. Another session, billed *Nashville Incorrect*, will feature a discussion of country radio and music among some of the most outspoken personalities in the business. The closing **WCRS Live!** session will feature **Clint Black**.

Nashville music industry and drug and alcohol treatment professionals are teaming to produce an album of Nashville music aimed at publicizing the problems of substance abuse and benefiting prevention and treatment programs. The *Songs of Hope, Awareness, and Recovery* for Everyone organization has been incorporated as a nonprofit educational organization in Nashville. The group plans to license more than a dozen previously recorded songs for the album. The project's feature song, "When Love Rules the World," was written by **Tom Douglas**, **Kent Blazy**, and **Blair Daly**. It will be produced by **Paul Worley** and recorded with a group of Nashville singers and musicians Nov. 5-6. The album is tentatively scheduled for release April 1, 2002, and will be distributed and sold through independent distributors, direct mail, the Internet, and by local substance abuse, prevention, and recovery groups for fund-raising purposes.





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.

1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

VIDEO PLAYLIST TRACKING PERIOD: OCTOBER 12 - 18, 2001

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

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

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

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

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

KSCS Dallas PD: Dean James APD/MD: Linda O'Brian ABC/Disney 817-695-0800. Playlist table with columns for rank, song title, and station.

WMZQ Washington, DC OM: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231. Playlist table with columns for rank, song title, and station.

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

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

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

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

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

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

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

KNIX Phoenix PD: George King MD: Gwen Foster Clear Channel 480-966-6236. Playlist table with columns for rank, song title, and station.

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

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

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600. Playlist table with columns for rank, song title, and station.

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

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

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

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

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

WDSY Pittsburgh OM/MD: Keith Clark APD/MD: Stacey Richards Infinity 412-920-9400. Playlist table with columns for rank, song title, and station.





KATM  
KBQI  
KBUL  
KDRK  
KIIM  
KIXZ  
KIZN  
KJUG  
KKCS  
KMLE  
KRST  
KSCS  
KUBL  
WBEE  
WCKT



WCTO  
WCTQ  
WGTY  
WITL  
WIVK  
WKDF  
WNKT  
WOKO  
WOKQ  
WPLR  
WQDR  
WQMX  
WRKZ  
WSM  
WUBE  
WYNK

Most Added

KENNY ROGERS

HOMELAND

PHOTO BY



AIRPLAY Monitor. 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.

TRACE ADKINS 3308/83 I'm Tryin' (Capitol) Total Stations: 150 Chart Move: 13-11

GARY ALLAN 2117/37 Man Of Me (MCA Nashville) Total Stations: 145 Chart Move: 23-22

DAVID BALL 3209/386 Riding With Private Malone (Dualtone) Total Stations: 146 Chart Move: 18-12

GARTH BROOKS 2918/674 Wrapped Up In You (Capitol) Total Stations: 148 Chart Move: 22-18

TRACY BYRD 1652/89 Just Let Me Be In Love (RCA) Total Stations: 140 Chart Move: 27-25

JEFF CARSON 2940/70 Real Life (I Never Was The Same Again) (Curb) Total Stations: 149 Chart Move: 17-17

STEVE HOLY 1951/311 Good Morning Beautiful (Curb) Total Stations: 143 Chart Move: 25-24

ALAN JACKSON 5492/-48 Where I Come From (Arista Nashville) Total Stations: 150 Chart Move: 2-1

GEORGE JONES DUET WITH GARTH BROOKS 1632/4 Beer Run (Bandit/BNA) Total Stations: 143 Chart Move: 26-26

TOBY KEITH 3911/399 I Wanna Talk About Me (DreamWorks) Total Stations: 149 Chart Move: 12-8









Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 150 country stations are electronically monitored 24 hours a day, 7 days a week. © 2001 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>★★★ No. 1 ★★★</b>				
1	2	19	<b>WHERE I COME FROM</b> ARISTA NASHVILLE 3 weeks at No. 1	ALAN JACKSON	5492	5540	
2	1	20	ONLY IN AMERICA ARISTA NASHVILLE	BROOKS & DUNN	5467	5574	
3	3	15	ANGRY ALL THE TIME CURB	TIM MCGRAW	5345	5249	
4	4	27	ON A NIGHT LIKE THIS WARNER BROS./WRN	TRICK PONY	4763	4612	
5	6	21	LOVE OF A WOMAN COLUMBIA	TRAVIS TRITT	4498	4189	
6	5	29	COMPLICATED ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	4254	4312	
7	7	15	I'M A SURVIVOR MCA NASHVILLE	REBA	4195	4008	
8	12	11	I WANNA TALK ABOUT ME DREAMWORKS	TOBY KEITH	3911	3512	
9	8	19	WHEN GOD-FEARIN' WOMEN GET THE BLUES RCA	MARTINA MCBRIDE	3743	3721	
10	15	4	RUN MCA NASHVILLE	GEORGE STRAIT	3405	2927	
11	13	18	I'M TRYIN' CAPITOL	TRACE ADKINS	3308	3225	
12	18	9	RIDING WITH PRIVATE MALONE DUALTONE	DAVID BALL	3209	2823	
13	14	12	WITH ME BNA	LONESTAR	3128	3062	
14	11	32	WHAT I REALLY MEANT TO SAY CAPITOL	CYNDI THOMSON	3093	3526	
15	19	5	WHERE THE STARS AND STRIPES AND THE EAGLE FLY LYRIC STREET	AARON TIPPIN	3036	2726	
16	10	32	ANGELS IN WAITING EPIC	TAMMY COCHRAN	2981	3686	
17	17	24	REAL LIFE (I NEVER WAS THE SAME AGAIN) CURB	JEFF CARSON	2940	2870	
			<b>★★ AIRPOWER/GREATEST GAINER®/BEST 1ST IMPRESSION ★★</b>				
18	22	2	<b>WRAPPED UP IN YOU</b> CAPITOL	GARTH BROOKS	2918	2244	
			<b>★★ AIRPOWER ★★</b>				
19	20	10	<b>WRAPPED AROUND</b> ARISTA NASHVILLE	BRAD PAISLEY	2665	2547	
20	9	31	I WOULD'VE LOVED YOU ANYWAY MCA NASHVILLE	TRISHA YEARWOOD	2656	3721	
21	21	15	THE TIN MAN BNA	KENNY CHESNEY	2473	2492	
22	23	18	MAN OF ME MCA NASHVILLE	GARY ALLAN	2117	2080	
23	24	8	BRING ON THE RAIN CURB	JO DEE MESSINA WITH TIM MCGRAW	2033	1902	
24	25	14	GOOD MORNING BEAUTIFUL CURB	STEVE HOLY	1951	1640	
25	27	11	JUST LET ME BE IN LOVE RCA	TRACY BYRD	1652	1563	
26	26	4	BEER RUN BANDIT/BNA	GEORGE JONES DUET WITH GARTH BROOKS	1632	1628	
27	29	17	IF YOU EVER FEEL LIKE LOVIN' ME AGAIN WARNER BROS./WRN	CLAY WALKER	1290	1285	
28	34	8	SAINTS & ANGELS RCA	SARA EVANS	1239	930	
29	30	15	IN ANOTHER WORLD MONUMENT	JOE DIFFIE	1208	1107	
30	31	9	SHIVER MERCURY	JAMIE O'NEAL	1100	1010	
31	32	11	COLD ONE COMIN' ON COLUMBIA	MONTGOMERY GENTRY	1066	1000	
32	28	23	GOD BLESS THE USA MCA NASHVILLE/CAPITOL/CURB	LEE GREENWOOD	1002	1401	
33	35	7	EASY FOR ME TO SAY RCA	CLINT BLACK WITH LISA HARTMAN BLACK	846	694	
34	38	7	I BREATHE IN, I BREATHE OUT CAPITOL	CHRIS CAGLE	657	533	
35	36	8	CARRY ON REPUBLIC/UNIVERSAL	PAT GREEN	632	542	
36	40	10	LIFE DON'T HAVE TO BE SO HARD ATLANTIC/WRN	TRACY LAWRENCE	551	506	
37	37	15	THERE WILL COME A DAY WARNER BROS./WRN	FAITH HILL	541	535	
38	45	4	I'M MOVIN' ON LYRIC STREET	RASCAL FLATTS	531	418	
39	48	3	ALL OVER ME WARNER BROS./WRN	BLAKE SHELTON	500	341	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
40	41	10	SOMETHIN' IN THE WATER MONUMENT	JEFFREY STEELE	498	455	
41	42	11	NIGHT DISAPPEAR WITH YOU LYRIC STREET	BRIAN MCCOMAS	481	449	
42	44	5	SOME DAYS YOU GOTTA DANCE MONUMENT	DIXIE CHICKS	474	425	
43	43	8	BABY I LIED BNA	SHANNON BROWN	422	432	
44	39	9	THAT'S WHAT BROTHERS DO AUDIUM	CONFEDERATE RAILROAD	414	509	
45	49	3	SIDEWAYS DREAMWORKS	DARRYL WORLEY	410	302	
46	47	4	I DON'T HAVE TO BE ME (TIL MONDAY) MERCURY	STEVE AZAR	400	346	
47	33	20	THAT'S A PLAN VFR	MARK MCGUINN	376	996	
48	RE-ENTRY		THAT'S JUST THAT ARISTA NASHVILLE	DIAMOND RIO	278	114	
49	50	3	I WILL SURVIVE EPIC	WILD HORSES	264	245	
50	46	6	THE STAR SPANGLED BANNER WARNER BROS./WRN	FAITH HILL	241	349	
			<b>★★ HOT SHOT DEBUT ★★</b>				
51	NEW		<b>THAT'S WHEN I LOVE YOU</b> ARISTA NASHVILLE	PHIL VASSAR	239	123	
52	NEW		<b>GETTIN' BACK TO YOU</b> MERCURY	DAISY DERN	232	76	
53	NEW		<b>DAYS OF AMERICA</b> COLUMBIA	BLACKHAWK	199	70	
54	52	9	DON'T PLAY ANY LOVE SONGS CAPITOL	JAMESON CLARK	192	230	
55	53	2	THE LONG GOODBYE ARISTA NASHVILLE	BROOKS & DUNN	184	206	
56	NEW		<b>BLESSED</b> RCA	MARTINA MCBRIDE	169	23	
57	55	3	THE LUCKY ONE ROUNDER/MERCURY	ALISON KRAUSS + UNION STATION	164	168	
58	NEW		<b>HOMELAND</b> DREAMCATCHER	KENNY ROGERS	161	53	
59	51	2	GOD BLESS AMERICA CURB	LEANN RIMES	151	239	
60	59	2	AMERICA WILL ALWAYS STAND RELENTLESS NASHVILLE	RANDY TRAVIS	136	126	

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. Best 1st Impression 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	AUSTIN BLAKE SHELTON (GIANT/WRN)	2647	2921
2	I'M JUST TALKIN' ABOUT TONIGHT TOBY KEITH (DREAMWORKS)	2273	2484
3	LOVING EVERY MINUTE MARK WILLS (MERCURY)	2151	2463
4	WHEN I THINK ABOUT ANGELS JAMIE O'NEAL (MERCURY)	2119	2266
5	I'M ALREADY THERE LONESTAR (BNA)	1858	1997
6	WHERE THE BLACKTOP ENDS KEITH URBAN (CAPITOL)	1767	2132
7	AIN'T NOTHING 'BOUT YOU BROOKS & DUNN (ARISTA NASHVILLE)	1761	1757
8	SHE COULDN'T CHANGE ME MONTGOMERY GENTRY (COLUMBIA)	1725	1879

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
9	I COULD NOT ASK FOR MORE SARA EVANS (RCA)	1666	1623
10	DON'T HAPPEN TWICE KENNY CHESNEY (BNA)	1622	1763
11	IT'S A GREAT DAY TO BE ALIVE TRAVIS TRITT (COLUMBIA)	1610	1646
12	ONE MORE DAY DIAMOND RIO (ARISTA NASHVILLE)	1593	1570
13	WHO I AM JESSICA ANDREWS (DREAMWORKS)	1357	1341
14	GROWN MEN DON'T CRY TIM MCGRAW (CURB)	1170	1210
15	BUT FOR THE GRACE OF GOD KEITH URBAN (CAPITOL)	1083	1224
16	JUST ANOTHER DAY IN PARADISE PHIL VASSAR (ARISTA NASHVILLE)	1081	1087
17	YOU SHOULDN'T KISS ME LIKE THIS TOBY KEITH (DREAMWORKS)	987	1129
18	MY NEXT THIRTY YEARS TIM MCGRAW (CURB)	905	942
19	DOWNTIME JO DEE MESSINA (CURB)	902	1114
20	THE WAY YOU LOVE ME FAITH HILL (WARNER BROS./WRN)	887	936

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



# MARTINA MCBRIDE BLESSED



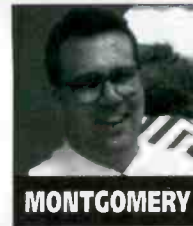
# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

OCTOBER 19, 2001

WDRM's Johnny Randolph To Exit p. 3

Profile: WBCT Grand Rapids, Mich., PD Doug Montgomery p. 6



MONTGOMERY

VOLUME 9 • NO. 42

\$6.95

## NO. 1 THIS WEEK:

### BROOKS & DUNN

*Only In America* (ARISTA NASHVILLE)

### GREATEST GAINER

GARTH BROOKS

*Wrapped Up In You* (CAPITOL)

### 1st IMPRESSION

GARTH BROOKS

*Wrapped Up In You* (CAPITOL)

### AUDIENCE

BROOKS & DUNN

*Only In America* (ARISTA NASHVILLE)

## More Country PDs Breaking Lock Step

■ by Angela King and Phyllis Stark

In recent months, there has been at least a slight increase in the number of country programmers who are stepping outside of the records they are being worked on and finding their own potential hits. While this is still by no means commonplace, it is becoming a bit easier to find examples of stations playing album cuts, indie releases, and future singles weeks or even months early.

A glance at the 1st Impressions for several stations for the week ending July 22 found KEEY (K102) Minneapolis playing the Clark Family Experience's "To Quote Shakespeare" and KMLE Phoenix spinning Jamie O'Neal's "Shiver"—both months before they were shipped as singles. In the same week, KUBL Salt Lake City was playing Tim McGraw's album cut "The Cowboy in Me" and Pam Tillis' "Thunder and Roses"—the latter several months after Tillis had exited the Arista Nashville roster.



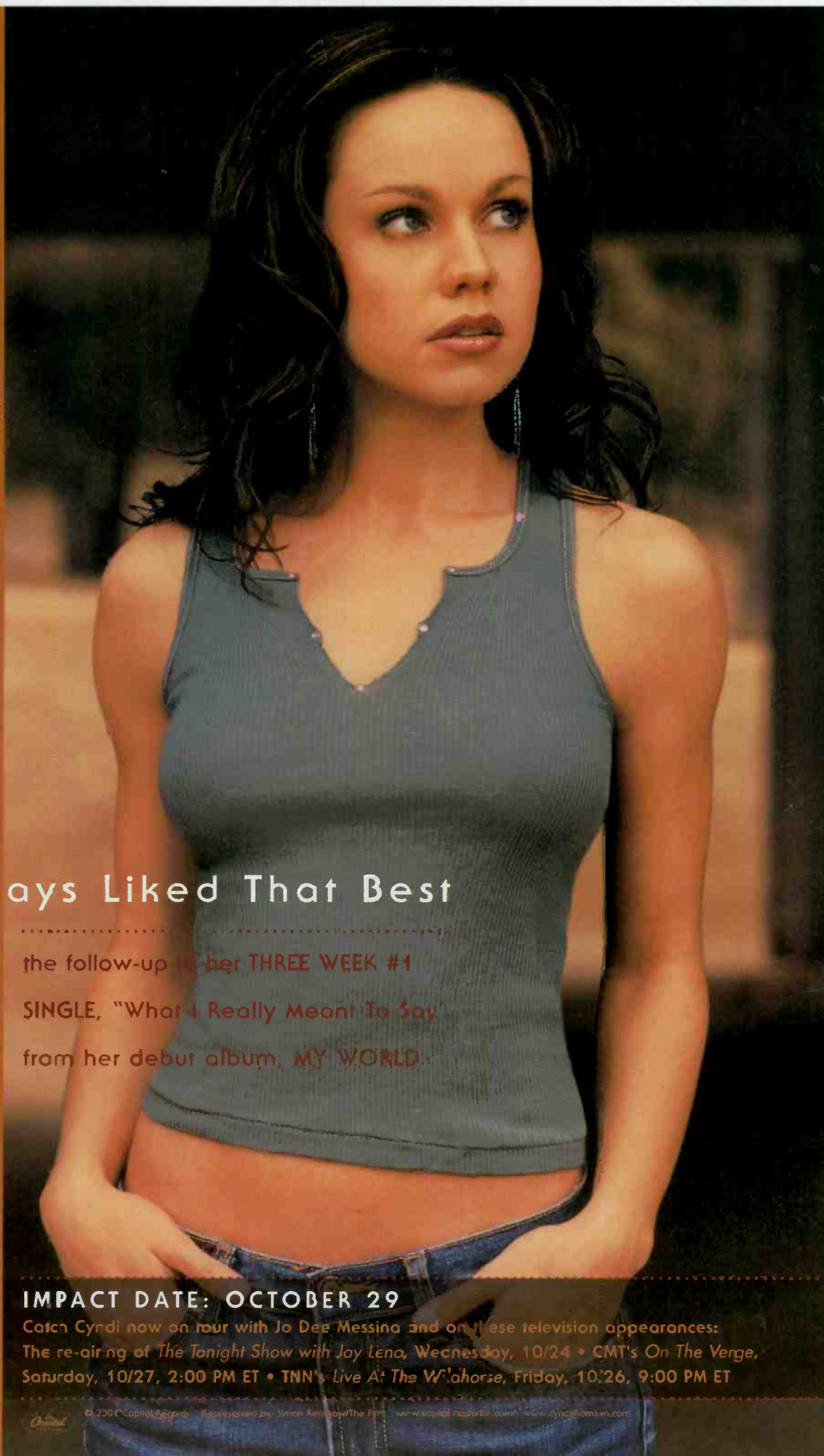
CLOSSON

To that you can add the efforts of KPLX (the Wolf) Dallas and KBEQ Kansas City, both known for going off the menu for records; WWYZ Hartford, Conn., which raised eyebrows earlier this year when it played the Corrs' pop hit "Breathless"; and KIKK-FM Houston's blend of alternative and mainstream country of recent months.

Even stations that are not known for being aggressive are occasionally stepping out. In the same week examined above, WCTK Providence, R.I., was spinning a regionally appropriate song called "Outside Providence" from the Wilkinsons and WDSY (Y108) Pittsburgh was playing "Ridin' With the Legend" by Tony Martin, who's on the Versailles, Ky.-based Some Niche Records label. In fact, indie labels have had their best year in a long time with this year's surprise

Continued on page 7

CYNDI THOMPSON



## I Always Liked That Best

the follow-up to her THREE WEEK #1

SINGLE, "What I Really Meant To Say"

from her debut album, MY WORLD.

IMPACT DATE: OCTOBER 29

Catch Cyndi now on tour with Jo Dee Messina and on these television appearances:

The re-airing of *The Tonight Show with Jay Leno*, Wednesday, 10/24 • *CMT's On The Verge*, Saturday, 10/27, 2:00 PM ET • *TNN's Live At The Whiskey*, Friday, 10/26, 9:00 PM ET

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# DAISY DERN

## "Gettin' Back To You"

Going for airplay now

"This is one major-league debut. She's got just the right amount of fire in her phrasing and the rolling, rhythmic production is just about perfect."

Robert K. Oermann  
Music Row

"Daisy Dern is one of the best produced new songs we've heard in a long time. I would love to help Mercury build a story with this and spread the love on this tune. No trip, no time buy, no Shania Twain baby pictures, just the real deal."

Chuck Geiger  
WCTO, Allentown



"Great sound, great voice. One of the best songs by a new artist I've heard this year."

David Hollebeke  
KGKL, San Angelo

"This Daisy record is pretty DERN good."

Tim Closson  
WUBE, Cincinnati

"Listening to this song is exactly like pulling on a brand new pair of jeans that fit just like your favorite pair of old ones."

Stix Franklin  
KKCS,  
Colorado Springs

Produced by Dave Gibson



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## A Stand-Up Guy



When Tracy Lawrence served as a guest jock on WKHX (Kicks 101.5) Atlanta, he took time to pose with the station's staffers. Pictured, from left, are Warner Bros.' Chuck Thagard, midday jock Bill Cellar, Lawrence, and OM Dene Hallam.

## RADIOACTIVE

BY PHYLLIS STARK  
& ANGELA KING

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## Infinity VP Gehron To Leave Post; Randolph Departs CC 'Bama Cluster

Infinity senior VP **John Gehron** will exit the company at year's end to pursue other options within the industry. He will be available to consult Infinity/CBS stations on a nonexclusive basis and can be reached at 312-245-6050.

In other management news, Clear Channel/Minneapolis VP/market manager **Mick Anselmo** adds regional VP duties for 10 markets in North Dakota, South Dakota, and Minnesota.

### PROGRAMMING: RANDOLPH DEPARTS

Clear Channel/Huntsville, Ala., OM **Johnny Randolph** has announced his departure from the cluster, which includes country **WDRM**. A replacement has not yet been named. Randolph can be reached at johnnycountry@hotmail.com.

Cumulus moves modern rock **KNRQ** Eugene, Ore., to the 97.9 frequency previously occupied by **KKTT** (Cat Country). The company debuts smooth jazz **KUJZ** on the former **KNRQ** position.

**WPOR** Portland, Maine, rehires **Rick Jordan** as PD. Jordan, the former PD of **WBBS** Syracuse, N.Y., started at **WPOR** in September but quit after just one week. He's now back on the job.

**KOEL** Waterloo, Iowa, repositions as classic country, using the handle "Big Country 92.3." Country sister **KKCV** (the Hog 98.5) remains mainstream country.

**KTPK** (the Twister) Topeka, Kan., hires **KTXC** Midland, Texas, director of operations/morning host **Woody Roberts** for mornings. **Chanda Brown**, a weekend reporter on sister **KTKA-TV**, joins **KTPK** as co-host. The pair replace **Marty Brandon**, who exits, and **PD Ray Turner**, who segues to afternoons.

**WTVY** Dothan, Ala., hires **KWKZ** Cape Girardeau, Mo., PD **Diane "Mother" McKenzie** as PD/morning host. She replaces **Danny Sommers**, who exits.

Top 40 **WVYB** (the Vibe) Daytona Beach, Fla., MD **Tommy "Kotter" Ray** segues to PD at country sister **WKRO**. He replaces **John Anthony Kehoe**. The station had hired **J.J. King** for the position, but he opted to remain at **AC KLSC** Malden, Mo.

Former **KJJY** Des Moines, Iowa, PD **Beverlee Brannigan** will join **KMXM** (Max Country) Omaha, Neb., in a similar capacity, effective Oct. 29. She replaces **Tom Oakes**.

### PEOPLE: PRATER NAMED WCMS APD

**WCMS** Norfolk, Va., hires crosstown oldies **WVKL** personality **Jack Prater** as APD/afternoon driver. He replaces former PD **John Crenshaw** in afternoons.

**KNIX** Phoenix morning hosts **Tim & Willy** sign up for another five years with the station.

**WIOV** Lancaster, Pa., ups midday host **Missy Cortright** to MD, assuming duties previously handled by PD **Jim Radler**.

**KCYV** (Y100) San Antonio adds Jones Radio Networks' **Lia** show for nights, replacing **Diane Day**, who returns to swing shift work at Y100.

**WCLT** (T100) Columbus, Ohio, afternoon driver **Jarrod Allen** moves to the news director position at N/T **WFAY** Fayetteville, N.C. **WCLT** PD **Ron Strong** is seeking his replacement and wants T&Rs.

The new APD at **WUBE** Cincinnati is **Kathy O'Connor**, not **Kathy Collins**, as erroneously reported here last week.

### JOCK ALLEGEDLY FIRED OVER COMPLAINT

Former **WYCD** (Young Country) Detroit midday host **Erin Weber** tells *The Oakland Press* that she was fired in September "in retaliation" for filing a complaint against the station with the U.S. Equal Employment Opportunity Commission. The complaint alleges that station management ignored Weber's complaints that chemicals in the workplace, including a cleaning solvent and the perfume of a fellow air personality, were making her sick. Weber claims her allergic reaction to those chemicals caused her to miss several months of work. **WYCD** GM **Maureen Lesourd** tells the paper that the station took Weber's complaints seriously and denies she was fired in response to the EEOC filing. The paper quotes **Lesourd** as saying, "We were very fair with her."

## COUNTRY CONFIDENTIAL

BY WADE JESSEN

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## Burnett: Bluegrass Is Classical Music

**BROTHERS OF BLUEGRASS:** **T-Bone Burnett**, the man who produced the successful *O Brother, Where Art Thou?* soundtrack, was slated to deliver the keynote address at the recent International Bluegrass Music Assn. (IBMA) convention in Louisville, Ky., but canceled his appearance because of family obligations. The address was instead delivered to the standing-room-only crowd by **John Grady**, Mercury's senior VP of sales, marketing, and promotion. Grady's affectionate and entertaining delivery of Burnett's prepared speech moved the IBMA audience to smatterings of applause and shouts of approval throughout. As an attendee of the conference, I thought that many of Burnett's ideas rang true for many types of music, including mainstream country. Here are a few excerpts from that address.

Burnett on the inspiration for the *O Brother* music: "For me, this record began about five or six years ago, when I was in my kitchen with the abstract artist **Larry Poons** talking about **Ralph Stanley**. Larry said, 'We live in an age of music for people who don't like music.' What he was saying was this—the record business learned years ago that not that many people like music. Some people can do without it. Some people are annoyed by it. If one were to go through the databases of Ticketmaster and SoundScan, he could find out about how many people bought a jazz record or bought tickets to a jazz concert in a year that didn't have an important PBS documentary about jazz in it, and he would probably find that there were under a half-million people who actively like jazz in this country... The basic record company philosophy has for some time been that if you can remove the aspects of jazz, in this case, that the audience finds challenging, you have a better chance of selling that stuff. I suppose you could find parallels in country music as well.

"We now have machines that can produce perfect music all day long. But people don't like it all that much. The more perfect music we have, the more attractive the peculiarities and anomalies of human performance become. Perfection is a second-rate idea."

Burnett on the evolution of music: "As technology began to make incursions into music, bluegrass musicians began to attempt to apply it to their craft. Everyone got his own microphone. Everyone had a monitor. People began to put pickups on banjos.

"Country music began to attempt to compete with this new version of rock'n'roll pioneered by the **Beatles** that was soon to leave the roll out altogether and simply become rock. And in this competition, violence was done to country music. It became too full. It became too busy. Where once several musicians gathered around a microphone and balanced themselves around the song and the singer, now musicians wailed away off in their own corners of the stage and left it up to an engineer to sort it out. Sort of a shoot-first-and-ask-questions-later school of music-making. The engineers required separation, and the more separated the music became, the less involving it was for the listener.

"Our solution to this for *O Brother, Where Art Thou?* was to record the way they recorded in the period in which the film was set—the 1930s. We used the equipment and the techniques that were used in the '30s. And it sounded good. There is no better-sounding record player than one of the original Edisons. Digital, to this point, is not an advance sonically.

"Let's get the technology out of the way. I am happy for much of the technology that is available to us. But let's play it. Let's not let it play us.

"Rock music has beaten itself to a pulp. That competition is moot. You are, at this point in America, classical musicians. I hope that you will all treat yourselves with the respect you deserve."

## ON THE ROW

### CMA Postpones Branding Campaign Indefinitely

The Country Music Assn. (CMA) is postponing the scheduled launch of its branding campaign, "Country. Admit It. You Love It." Originally scheduled for a first-quarter 2002 launch, the campaign is now delayed indefinitely. A CMA spokesperson says going forward with the advertising initiative "doesn't make sense at this point," given the nation's current war status.

The branding campaign was designed as an effort to repatriate former country listeners. The slogan was intended to be used as a tag line in a multimedia advertising campaign, and the CMA hoped to partner with country radio and labels in using the message to counteract the format's slowing sales and growth of the past several years.

The CMA's marketing and communications committee will continue to discuss a new launch date for the campaign as events unfold.

Meanwhile, the CMA board has decided to reallocate up to \$500,000 of the campaign's budget into additional advertising for the Nov. 7 CMA Awards telecast.

Also, the CMA has let go its representatives in London and Australia as part of what it calls "a strategic reallocation of resources" that started in May 2000 and was partly driven by the current global situation and because few acts are likely to tour overseas anytime soon.

In other news, MCA Nashville director of mid-South promotion **Mike Severson** exits. Secondary promotion manager **Kimberly Dunn** is promoted to Severson's former position. Replacing **Dunn** is former promotion coordinator **Shane Allen**. **Brian Thiele** is upped from promotion assistant to promotion coordinator.

Former Peer Music creative director **Kirk Boyer** joins **Lyric Street Records** as director of A&R. He replaces **Shelby Kennedy**, who left the post several months ago. Also, **Kortney Kayle** has asked for and been granted a release from the **Lyric Street** artist roster.

**Clarence Spalding** of **Titley Spalding & Associates** and **T.K. Kimbrell** of **TKO Artist Management** tied to win the artist manager of the year award from the International Entertainment Buyers Assn. Oct. 8 in Nashville. **Louis Messina** was named concert promoter of the year. **Gil Cunningham** of **TBA Entertainment's** fair and festival group won talent buyer of the year. The **William Morris Agency's Barry Jeffrey** was named talent agent of the year. And the **Brooks & Dunn** Neon Circus and **Wild West Show** won in the category of fair, festival, or special event of the year.

The **T.J. Martell Foundation** for Leukemia, Cancer, and AIDS Research has named **Sheri Warnke** and **Greg Oswald** to its Nashville board of directors. **Warnke** is VP/group publisher of **Country Weekly Media Group**. **Oswald** is VP of the **William Morris Agency**.

**Comcast Digital Cable** has launched **VH1 Country** in Nashville, marking the first time the 24-hour video outlet can be seen in Music City.

Condolences to **Curb Records** Southeast regional **Brooks Quigley** on the death of his mother, **Lois Quigley**. The funeral was held Oct. 6 in Florence, Ala.

## Brooks 'Scares' Up New Album, Promotions

Garth Brooks' new Capitol album, *Scarecrow*, is due Nov. 13. As with previous Brooks releases, there will be a limited first edition with a different cover and packaging. Among the 12 cuts on the album is "When You Come Back to Me Again," from the 2000 film *Frequency*. It will be the first time the song has been commercially available. Brooks has also entered into his first-ever endorsement deal. He will appear in commercials for Dr Pepper beginning in November and continuing through 2002. Brooks is also collaborating with AOL for a promotion that has Brooks recording AOL's trademark greetings, including "you've got mail." He will select his 100 favorite songs for an upcoming Radio@AOL feature.

United Stations Radio Networks is kicking off the four-part *Totally Garth* series Oct. 20. The four-week, eight-hour Garth Brooks series, hosted by Tom Bergeron, includes stories and tributes from Reba McEntire, Vince Gill, Martina McBride, Brad Paisley, and Trisha Yearwood.

Early-'90s chart act McBride & the Ride is reuniting and seeking a new label deal, according to manager Steve Hoiberg of Nashville-based SHO Artist Management. The band, led by Terry McBride with original members Ray Herndon and Billy Thomas, is working on a three-song sampler with Matt Rollings producing. The group will make its first recent public appearance together Oct. 19 and 20 on *The Grand Ole Opry*, a show the group never got to play when it was recording for MCA Nashville. McBride & the Ride recorded four albums and charted 11 songs between 1991 and 1995, including four top five hits.

Billy Yates has exited the Columbia Records artist roster.

Tim McGraw is set to perform during the

2001 Billboard Music Awards Dec. 4 at the MGM Grand Garden Arena in Las Vegas. The show will be televised live on Fox.

Mark McGuinn has signed with Scott Stem Publicity for public relations representation.

Tim McGraw, Lonestar, Sara Evans, and Keith Urban join the list of performers scheduled to appear at the 35th annual Country Music Assn. Awards broadcast live Nov. 7 from Nashville.

George Jones, Lee Ann Womack, Charlie Daniels, Tim McGraw, and Sara Evans have been added to the lineup for the Country Freedom Concert Oct. 21 in Nashville. CMT will telecast the benefit for the victims of the Sept. 11 terrorist attacks.

George Jones' sold-out concert Oct. 21 at Nashville's Ryman Auditorium will be available as a live Webcast at WSM Nashville's Web site, wsmonline.com, for a \$5 viewer fee.

Jeff Carson has been named national spokesman for the National Assn. of Slain Officers, a nonprofit organization that provides support and counseling to the family members of fallen police officers.

Brenda Lee was honored with the International Entertainment Buyers Assn.'s lifetime achievement award Oct. 8 in Nashville.

Darryl Worley has invited Pam Tillis and Gene Watson to join him Oct. 23 on the TV special *Darryl Worley & Friends: A Homecoming*, produced by Memphis PBS affiliate WKNO-TV Savannah, Tenn.

Waylon Jennings and WKDF (Music City 103) Nashville morning man Carl P. Mayfield unveiled and signed their caricatures on the wall of Nashville restaurant the Palm Oct. 10.

Charlie Robison helped launch CMT's presence in Dallas Oct. 12 by flipping a six-foot-tall switch onstage at the Texas State Fair that "turned on" the cable network in the area. KPLX (the Wolf) broadcast the event live.

Dolly Parton will host a New Year's Eve benefit concert at Nashville's Grand Ole Opry House. The event—the Red, White, and Bluegrass Concert—will benefit the Families of Freedom Scholarship Fund, which will provide scholarships to financially strapped spouses and children of the victims killed or disabled in the Sept. 11 terrorist attacks.

## RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROGRAM DIRECTOR
Oct. 20	WSOC Charlotte, N.C.	Concert Series	Chele Fassig
APPEARING: David Ball (10/20); Trick Pony (10/26); Gary Allan (11/2); Chris LeDoux (11/9); Brooks & Dunn (11/15); Tracy Lawrence (11/23); Perfect Stranger (11/30)			
Oct. 21	WWYZ Hartford, Conn.	Country 92.5 Fall Ball	Annie Sandor
APPEARING: Jo Dee Messina, Cyndi Thomson, Mark Wills			
Oct. 21	KZLA Los Angeles	KZLA Country Bash	Steve Lee
APPEARING: Meredith Edwards, Rascal Flatts, Ty Herndon, Carolyn Dawn Johnson, Lila McCann, Brian McComas, Jamie O'Neal, Brad Paisley, Rick Trevino, Travis Tritt, Phil Vassar, Chely Wright			
Oct. 29	WESC/WSSL Greenville, S.C.	Songwriters Showcase	Sandra Dill
APPEARING: Chris Cagle, Joe Diffie, Lonestar, Jamie O'Neal, Phil Vassar			
Oct. 31	WCTO Allentown, Pa.	Hayseed Halloween Ball	David Moore
APPEARING: Tammy Cochran, Emerson Drive, Brian McComas, Tim Rushlow, Chely Wright			
Nov. 1	WPKX Springfield, Mass.	Benefit Concert	Heather Tower
APPEARING: BlackHawk, Chad Brock, Emerson Drive, Andy Griggs, Chely Wright			
Nov. 2	WYNY New York	Benefit Concert	Bob Tabador
APPEARING: Ty Herndon, Steve Holy, Hal Ketchum, Tim Rushlow, Mark Wills, Chely Wright			
Nov. 3-4	WOGK Gainesville, Fla.	K-Country Jamboree 2001	Doug Rockwell
APPEARING: Chad Brock, Mark Chesnutt, the Clark Family Experience, Joe Diffie, Trick Pony, Travis Tritt, Darryl Worley, Yankee Grey			
Nov. 10	KIKK Houston	10-Man Acoustic Jam	John Trapane
APPEARING: Gary Allan, David Ball, Chris Cagle, Roger Creager, Rodney Crowell, Rodney Foster, Jack Ingram, Robert Earl Keen, Lee Roy Parnell, Darryl Worley			
Nov. 13	WKXC Augusta, Ga.	Million Pennies for Kids Guitar Pull	Stacey Canady
APPEARING: Chris Cagle, Joe Diffie, Brad Paisley, the Warren Brothers, Chely Wright			

Let us monitor your event! Call Angela King at 615-321-4286 or e-mail aking@airplaymonitor.com

# PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

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

## Some Relief Promos Become Aggressive

Stations looking to help support their audience and provide relief in the wake of Sept. 11 not only have to look for the most effective promotions but also consider what tone is appropriate. While KIIS Los Angeles initially raised eyebrows with its Osama Piñata fund-raiser, other stations have followed suit, including top 40 WZAT (Z102) Savannah, Ga., which let listeners have a whack at a human piñata, specifically a morning-team member.

By contrast, WWZZ (Z104) Washington, D.C.'s Melissa Hawes says, "We have been playing up on patriotic themes, but we are not hopping on the 'bash the bin Laden punching bag' sort of ideas. Being in the nation's capital—and site of one of the attacks—we didn't feel it was appropriate or respectful."

Likewise, Dion Summers, PD of nearby R&B outlet WERQ (92Q) Baltimore, told *USA Today*, "We're not there yet, and I don't feel our listeners are either."

Even outside New York City and Washington, D.C., some Promogandists had similar concerns. Infinity/Hartford, Conn.'s Tristano Korlou says, "The stations' style is not to bash and bring out anger but to bring out the unity of this nation." Along those lines, Korlou's four-station cluster has been conducting fund-raisers at local sporting events and hosting off-air rallies.

But other stations are getting much promotional mileage from letting listeners vent. Top 40 KZHT Salt Lake City gave away Janet Jackson tickets to the ninth caller who heard the station blow up Osama bin Laden in its Blow Osama off the Planet to See Janet promo. Promotion director Stacy Davis says her station hasn't received one complaint. "We're all kind of excited about it and behind it here. We're always trying to be topical and make our listeners blink."

Since crotch-grabbing has been deemed illegal in Salt Lake City, Davis says the station immediately made up shirts of the morning team grabbing their crotches with the phrase "Right Here, Osama!" emblazoned on them. She says they call them "the illegal shirts."

But even less controversial promotions are raising eyebrows. WKSE (Kiss 98.5) Buffalo, N.Y.'s Stephanie Ringer says, "We were perplexed on what to do with an upcoming fall promotion and how to make it work and fit in this unstable time. So we took the car we were giving away and 'Americanized' it. We emblazoned it with 'God Bless America' and the U.S. flag. Whenever [listeners] see the Wheels of Freedom, [they] can stop and make a donation to the American Red Cross."

Others didn't feel the need to adapt their promotional items. Country WWYZ Hartford, Conn., promotion director Annie Sandor says, "We already are red, white, [and] blue and had previously used American flags as part of our promo items, so we really didn't add anything." And her station, she says, isn't dropping any fall plans.

Some stations are moving above and beyond fund-raisers to bolster the morale of U.S. troops. Adult top 40 KPLZ (Star 101.5) Seattle morning hosts Kent & Alan are hosting a series of Navy broadcasts for local sailors overseas. The broadcasts, featuring phone calls and dedica-

tions from sailors' family and friends, are airing during morning drive on three Mondays in October. Each 90-minute show is dedicated to a particular Navy ship, and each show is being recorded on CD and delivered to the sailors on board. While the morning team has hosted special holiday tributes for Navy sailors before, PD/morning man Kent Phillips says, "Obviously, there's no reason to wait until the holidays this time."

### TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Disaster relief
2	3	Halloween
3	2	Fund-raising concerts
4	-	Thanksgiving
5	5	Internet/Web site use
6	4	Movies
7	7	NFL
8	-	NHL
9	-	MLB playoffs
10	10	Survivor promos

**HOTTEST NEW MOVIES:** *Bandits*, *Serendipity*, *Harry Potter and the Sorcerer's Stone*, *Riding in Cars With Boys*, *Zoolander*

**HOTTEST TV SHOWS:** *Friends*, *The West Wing*, *Survivor*, *Buffy the Vampire Slayer*

### CHARITY BEGINS AT HOME

The needs of charities beyond disaster relief funds are becoming more apparent across the country, and radio stations are starting to pick up the pace of fund-raising for other causes. AC KESZ Phoenix midday host Perry Damone hosted his annual charity golf tournament on schedule with all but \$1,000 going to KidStar-Radio. The charity builds live, active radio stations in elementary schools and trains kids to run them. The other money will go to the Clear Channel Relief Fund.

Clear Channel/Phoenix's Vicki Fiorelli says her stations have to help other causes. "The fact remains that there is still breast cancer. KNIX and KESZ are the title radio partner of the Phoenix Race for the Cure. We are moving forward with events, but the crisis is making my job much more hectic."

Country WCTK Providence, R.I., PD Rick Everett says his station is picking up the call to help local charities now. "We're going forward with our high/low contest as scheduled. We'll match listeners' winnings with a check [made out] to the local charity of their choice. We're using a low-key promo, saying we're trying to figure out a way to help the local charities and help you win money at the same time."

And top 40 WAIA Melbourne, Fla., has taken up the call of local shelters. OM Michael Lowe says, "Our area food banks and shelters have been devastated by the influx of the usual customers, as well as all the recently laid-off employees in the area. We started the *Hometown Heroes* program, encouraging businesses to get their workers to collect and deliver canned food to the radio station. We normally do this for Thanksgiving, but our goal of gathering over 10,000 cans looks like it will be shattered."

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

### PROMOGANDA HONOR ROLL

Diana Adams, CBS Charlotte, N.C. • Bill Albano, Clear Channel, Hartford, Conn. • Dan Bowen, WSTR, Atlanta • Tina Brandau, Clear Channel, Jacksonville, Fla. • Melissa Burrell, KHIS, Dallas • Scott Colebrook, WWRV, Cincinnati • Loren Condon, Clear Channel, Dallas • Mike Calabro, WJAX, Tampa, Fla. • Dave Denver, WANA, Orlando, Fla. • Garret Dull, KGO, Denver • Carrie Hinzba, Clear Channel, Miami • Katie Eberly, KHEL, San Francisco • Lisa Fields, WMAG, WHSL, Greensboro, N.C. • Vicki Fiorelli, KNIX/KESZ, Phoenix • Andrew Fleming, WLLD, Tampa, Fla. • Von Freeman, KIS, Los Angeles • Greg Frey, KSON, San Diego • Jason Gann, WBRK, Memphis • Laura Gammeter-Anderson, Clear Channel, New Haven, Conn. • Michael Godwin, KRIB, Calgary, Alberta • Kelly Gross, WPLI, Philadelphia • Shannon Hammon, WMTX, Tampa, Fla. • Dawn Hare, WBVA, Cleveland • Melissa Hawes, WWZZ, Washington, D.C. • Mary Hollow, WRAL, Raleigh, N.C. • Jay Holloway, WTT, Chattanooga, Tenn. • Simone Jones, WUSL, Philadelphia • Arlan Klein, WBOS, WJLB, Boston • Tristano Korlou, CBS/Hartford, Conn. • Pete Kuhn, KBAN, Denver • John Lassman, WRXL, Richmond, Va. • Kim Leeds, KZMB, San Diego • Larry Lee, WJLB, Detroit • Melanie Mize, KSTPH, Minneapolis • Jane Monahan, KEDJ, Phoenix • Danna O'Brien, KPWR, Los Angeles • Mike Obiero, WXTB, Tampa, Fla. • Mike Patterson, KRBE, Houston • Jon Prather, WCIH, Charlotte, N.C. • Vicki Preston, WDTJ, Detroit • Carly Resman, KXTE, Las Vegas • Stephanie Ringer, WKSE, WTSB, Buffalo, N.Y. • Lisa Sands, WJAR, Cleveland • Jim Sheehan, KSO, San Francisco • Sheila Silverstein, WPOC, Baltimore • Jason Sternberg, WBAB, Long Island, N.Y. • Anne-Marie Strezlecki, WBAX, Boston • Donna Tabacco, WGGY, Scranton, Pa. • Vanessa Thill, KLUC, Las Vegas • Shannon Wray, WFLZ, Tampa, Fla.



# EMERSON DRIVE

the debut single *"I Should Be Sleeping"*

"I got a 'WOW' feeling the first time I heard songs like 'Who 'Am' and 'I Wanna Talk About Me'. You just know they're going to be big.

The first time I saw Emerson Drive play 'I Should Be Sleeping', I got that same feeling...they blew me away!"

— Mark Grantin • WWQM

"WE ADDED IT EARLY — THE MORE I HEAR THE BETTER IT SOUNDS. I ALREADY WANT TO MOVE IT UP!!!!" — Meg Stevens • WGAR

"The best six things to come out of Canada since Labatts." — Tim Murphy • WSM

"Emerson Drive has a fresh and captivating sound that will translate into airplay and sales.

'I Should Be Sleeping' jumps out of the radio!" — Chuck Geiger • WCTO

"DreamWorks is onto something with these guys...great musicians backing up smooth vocals...it's butter baby!!"

— Shannon Stone • KKCS

IMPACT DATE **10/22**





## Hispanic Comp Up With Census Data

Hispanic radio stations in some radio markets could see a bump in ratings in the winter 2002 survey as a result of the updated population estimates released last week by Arbitron. The total Hispanic population 12-plus in the 68 Arbitron Hispanic markets was up 10%, compared with the general population, which was up 3.5%. The African-American population in Arbitron's 128 African-American markets was up 8.8%.

Revised annually, last week's release is the first round of population changes based on the Census 2000 data. Arbitron will use the new estimates in the 285 radio markets that it measures. Updated age and sex demographics from the Census will be incorporated for the winter and spring 2002 surveys.

Hispanic populations in 11 markets were up by more than 15%, including Houston (up 17.4%), Dallas (up 37.7%), Phoenix (up 26.9%), and Chicago (up 17.2%). Orlando, Fla., had the biggest jump in Hispanics, up 40.6%, to make up 18.7% of the market's 12-plus population.

"We call those 'sleeper markets.' Hispanics are moving to areas where there is employment," says Rosa Serrano, senior VP and group account director for multicultural marketing at Initiative Media. "When markets jump as much as Houston and Dallas, there may be more advertising allocated there."

Even though Los Angeles still has the largest U.S. Hispanic population, its Hispanic penetration was adjusted slightly down from 39% to 38.4%. Hispanic penetration in New York City, the No. 2 Hispanic market, increased slightly from 18.8% to 19.2%. Miami's (No. 3) Hispanic penetration also gained a percentage point, from 40% to 41.4%.

Rounding out the top 10 Hispanic markets, the Hispanic population gain in Chicago moved it up in rank from fifth to fourth, jumping it above Houston, which slipped to fifth, and San Francisco, which slid to fourth. Dallas moved up from ninth to seventh, and San Antonio slid from seventh to eighth.

McAllen/Brownsville, Texas—where 85.4% of the population is Hispanic—moved up to ninth from 10th. Phoenix moved into the top 10 at 10th place, pushing out San Diego, which slid 8-11.

Among the general market population 12-plus estimates, not one market fell out of the top 10 ranks, and estimates for all but two, Los Angeles (down 1.7%) and San Francisco (down 0.18%), were up. Dallas' population posted the most gain, up by 7.3%, moving it up in rank to fifth and pushing Philadelphia down to sixth. Detroit, which gained by only 2,000, fell in rank to 10th from seventh. Houston moved up a notch to ninth, and Washington, D.C., moved from ninth to seventh.

Among the top 25 markets, the Minneapolis-St. Paul market's 4.2% population increase moved it up from 17th to 16th, pushing San Diego, which had a 2% decrease, to 17th. Similarly, the Denver area's 5.6% gain moved it up one rank to 22nd over Pittsburgh, now at 23rd. And Portland, Ore., up 5% to No. 24, displaced Cleveland, now ranked 25th.

African-American populations increased in New York City, Chicago, and Washington, D.C., which remain the top three markets with the largest African-American populations. Atlanta, whose black population increased by 16.5%, moves up to No. 4, displacing Detroit, which slipped to sixth. Philadelphia moved up to fifth from seventh place. Miami's African-American population increased by 18.1%, which moved it into the top 10 at No. 8, from 11th.

Along with the first release of ratings for the summer survey, Arbitron compiled a special analysis of radio listening in New York City, Los Angeles, and Chicago for the weeks before, during, and after Sept. 11. As expected, both the size of the radio audience and the amount of time listeners spent with radio increased following the terrorist attacks.

The biggest gains were among the 25-54 demo. In New York City, TSL increased from 15:45 in the week before to 20 in the week of the attack, falling slightly to 19:15 the week after. Los Angeles held steady in the week before and after at 17:30, jumping to 19:00 the week of Sept. 11. Chicago adults listened to radio 16:15 in the week before, jumped to 18:45 the week of the attack, and increased to 19:15 the week after.

As expected, listening to all-news outlets more than doubled during the week of Sept. 13-19. Average quarter-hour persons rose from 156,700 on average to 319,300, a gain of 104%. Talk stations showed similar gains, up 30%.

### FRIES ISSUES RALLYING CALL

With August radio revenue down 6%, according to the latest figures from the Radio Advertising Bureau, and a dire September expected, RAB president Gary Fries has issued a rallying call to radio's sales forces. "Many of our people are emotionally bruised and reluctant to conduct business aggressively with customers and prospects," Fries says in an open letter to the industry. He encourages managers to take the lead. "Management must get energized and, in turn, energize their sellers. It's time to stop talking about getting back to business and time to start doing it."

### LIMBAUGH NOT GIVING UP

With the help of technology and computers, talk-radio icon Rush Limbaugh will continue his daily radio show even if he goes completely deaf. "He's not wavering, he has no self-pity, and he has incredible resolve," says Craig Kitchin, president of Premiere Radio Networks, which syndicates Limbaugh's noon to 3 p.m. show on 600 radio stations.

Diagnosed with a rare disease called autoimmune inner ear disease, Limbaugh, who says he is totally deaf in his left ear and 80% deaf in his right, wears a hearing aid and is currently being treated with a combination of drugs. "With medication or [a] cochlear implant, we're confident we can keep him hearing one way or another," said Dr. Jennifer Derebery of the House Ear Clinic and Institute in Los Angeles at a press conference Oct. 11.

In July, Premiere inked a \$285 million deal to keep Limbaugh on the air through 2009. Neither Limbaugh nor Kitchin were aware of the seriousness of Limbaugh's condition at that time. "He was wearing a hearing aid at the time," Kitchin says. "We wouldn't have changed our company's position even if we knew."

Phil Boyce, PD at N/T WABC New York, says, "As long as he can articulate his thoughts and beliefs, he can still do the show and keep his strong audience."

## All Over Him



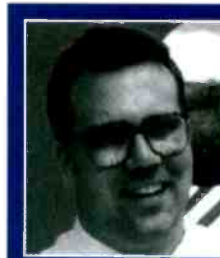
WHKR (Hitkicker Country) Titusville, Fla., morning host Amie Luccie shows her affection for Blake Shelton during a visit to a local car dealership.

## PD Doug Montgomery Champions Country Music—And Livestock—At B93

For WBCT (B93) Grand Rapids, Mich., PD Doug Montgomery, the recipe for success calls for doing "crazy stuff," having consistency both on and off the air, having the largest stick around, and simple, blind luck.

Such luck came into play recently when B93 promotion director Glenn Delvecchio made a mistake going into the fall book. "I was expecting billboards with artwork for a different radio station in our cluster. On Sept. 1, he put up [old] B93 artwork with the American flag instead," Montgomery says. "He was in the doghouse for a couple of weeks. Now he looks like a genius. It started as an accident, but we're getting a huge amount of listener feedback on it." And the cluster has gone forward with flag-themed artwork for other stations' billboards as well.

Montgomery also "lucked" into success with his night show, despite his initial objections. He added Jones Radio Networks' syndicated *Lia* show about four months ago, but, he says, "after the first month, I begged the GM to cancel it, [and] after the second month, I was begging my regional programming VP to let me cancel. We had a ton of negative response from listeners." But Montgomery says he's glad he was persuaded to keep the show, now that the ratings are up



DOUG MONTGOMERY  
Program Director  
WBCT Grand Rapids, Mich.

Owner: Clear Channel  
Ratings: 7.2-9.5-10.4-8.7

daypart where it can hurt us."

After adding those older cuts, Montgomery says, he has seen his male numbers rise. The station still has a "slight female lean," he says, "but recently our success has been to get males back on the radio station by putting some of the older cuts back into regular rotation."

Montgomery says he doesn't always expect fortune to work in his station's favor, but he does count on his station's power. "We have 320,000 watts. This is the most powerful FM in America. The original owner was tight with Dwight Eisenhower, [so] I like Ike every day." The vast listening area that comes with that signal can pose logistical problems at times, including the need for a station presence at two different concerts, 100 miles apart, on the same night. "That happens quite a bit during county-fair season. It's a logistical nightmare. But part of our stationality is the big stick."

And it helps with developing revenue and promotions. "A lot of buzz talk in the industry is about regional trading areas," Montgomery says—a concept that owner Clear Channel has been championing recently. "We've been doing regional business for a long time. When I spend time talking about cross-promotions with tele-

vision, I have a much [better] playing field than other radio stations, because our cume is as big as their audience."

For station promotions, Montgomery says, they are careful to avoid "boringsville... We've done a lot of crazy stuff."

The most recent example, he says, was giving away "a six-pack of goats. It's just one more way of drawing [the listeners'] attention. If I hear one more station saying it's their 'insert [dial position] here days of summer,' I'm going to puke. Cows, pigs, and goats are different and really not that expensive to acquire. Everybody takes the cash settlement, but we knew we were in trouble when farmers were calling [and asking], 'Is it a dairy cow or a beef cow?' and we didn't know the difference."

Of course, giving away livestock cannot be an everyday promotion, he admits. "You can't do a goofy animal every time. Then that loses its effect, too." The station saves those "oddball" promotions for the summer and winter and uses Clear Channel's collective contesting in the fall and spring.

Montgomery, who serves as a brand manager for Clear Channel and oversees nine markets, is also PD of the cluster's classic hard rocker WBFX (the Fox). Though he finds time-management to be difficult, Montgomery is enjoying his newer assignment with WBFX. "That thing is a rocket in its own right. That's where I put all the promos that are too dirty for the country station."

And his cluster is elevating cross-promotion among stations to an art form. "Our morning guy does a three-hour talk show on the AM. [During] the last 18 months we've been moving a lot of cheese, with jocks on multiple stations, cross-promoting."

To help with day-to-day responsibilities, Montgomery relies on WBCT APD/MD Dave Taft. "My goal is, someday, when I get to do bigger things, I'm hoping I'm training my replacement." **ANGELA KING**





## 1st IMPRESSIONS

SONGS WITH 6 OR MORE DETECTIONS AT NEW STATIONS THIS WEEK

- #1 GARTH BROOKS** *Wrapped Up In You* (Capitol) **NEW STATIONS 120**  
 KAJA, KASE, KATM, KBEQ, KBOI, KCCY, KCYY, KDRK, KEEY, KFKF, KFRG, KGMV, KHAY, KHKI, KIIM, KJJY, KKAT, KKCS, KMDL, KMLE, KMPS, KNCI, KNIX, KPLX, KRST, KRTY, KSCS, KSD, KSKS, KSON, KSOP, KTOM, KTST, KTTS, KUBL, KUPL, KUZZ, KVOO, KWJJ, KWNR, KXKC, KXKT, KYCY, KYGO, KZLA, KZSN, WAMZ, WBEE, WBUL, WCMS, WCOL, WCOS, WCTK, WCTO, WDSY, WDXB, WEZL, WFLS, WFRE, WFRG, WGAR, WGGY, WGH, WGKX, WGNA, WONE, WHOK, WIL, WIRK, WIVK, WJCL, WKN, WKDF, WKHK, WKHX, WKIS, WKKO, WKKT, WKLB, WKSJ, WKXC, WKYQ, WMIL, WMSI, WMUS, WMZQ, WNKT, WNOE, WOGK, WOKO, WPOC, WPOR, WQDR, WQIK, WQXK, WQYK, WRBQ, WRBT, WRKZ, WRNZ, WRNS, WROO, WSCA, WSIX, WSM, WSOC, WSSL, WSTH, WTGE, WTQR, WUBE, WUSN, WVLK, WVGR, WVVZ, WXBO, WXTU, WYCD, WYGY, WYNY
- #2 GEORGE STRAIT** *Run* (MCA Nashville) **29**  
 KFDI, KFRG, KHKI, KRMD, KSON, KSSN, KTOM, KTST, KVOO, KXXY, KZLA, WCMS, WCTK, WESC, WFRG, WFRY, WGAR, WGKX, WONE, WIL, WKSJ, WKXC, WLWI, WMUS, WNCY, WNOE, WVVZ, WYNK, WZZK
- #3 BLAKE SHELTON** *All Over Me* (Warner Bros./WRN) **21**  
 KATM, KBEQ, KBOI, KDRK, KFKF, KHKI, KMPS, KNIX, KTEX, KUBL, KZSN, WAMZ, WEZL, WFRY, WONE, WHOK, WKN, WRKZ, WSCA, WSSL, WUSN
- #4 AARON TIPPIN** *Where The Stars And Stripes And The Eagle* (Lyric Street) **17**  
 KAJA, KBEQ, KCYY, KFRG, KHKI, KRTY, KSD, KZLA, WFRG, WFRY, WKHK, WOGK, WRBT, WROO, WUSY, WXTU, WYYD
- #5 GEORGE JONES DUET WITH GARTH BROOKS** *Beer Run* (Bandit/BNA) **16**  
 KGMV, KRYS, KSKS, KTEX, WDAF, WDRM, WDXB, WFLS, WJCL, WMUS, WOGK, WQDR, WSTH, WVLK, WXB, WZZK

**ALSO:** DAVID BALL *Riding With Private Malone* (Dualtone) 15; WILD HORSES *I Will Survive* (Epic) 9; JO DEE MESSINA WITH TIM MCGRAW *Bring On The Rain* (Curb) 8; CHRIS CAGLE *I Breathe In, I Breathe Out* (Capitol) 8; PHIL VASSAR *That's When I Love You* (Arista Nashville) 8

## AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

<b>#1</b>	<b>WTGE</b> <b>Baton Rouge, LA</b> <b>PD: Randy Chase</b> <b>Airplay Leader Designations: 2</b>
#2	KCCY, Colorado Springs, CO (PD/MD: Travis Daily/Kevin Hayes) 2
#3	KPLX, Dallas, TX (MD: Cody Alan) 1
#4	KXKC, Lafayette, LA (PD: Renee Revett) 1
#5	WKIS, Miami, FL (PD/MD: Robert Walker/Darlene Evans) 1

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

## GREATEST GAINERS COUNTRY

- GARTH BROOKS** • *Wrapped Up In You* (CAPITOL) **+2244**  
 KCCY +53, WGAR +50, KKCS +39, KASE +39, KKAT +37, KZLA +36, KMLE +34, WKLB +33, WSM +32, KNIX +31
- GEORGE STRAIT** • *Run* (MCA NASHVILLE) **+821**  
 KZLA +26, WZZK +24, KTST +20, KHKI +19, KSSN +18, WGAR +18, WCTK +16, WIVK +16, WRBT +15, WSM +15
- DAVID BALL** • *Riding With Private Malone* (DUALTONE) **+601**  
 WKCO +22, KPLX +20, WRBT +19, KHKI +18, KSON +18, WJCL +18, WDSY +17, KMLE +16, KNIX +16, WSIX +15
- AARON TIPPIN** • *Where The Stars And Stripes And The Eagle Fly* (LYRIC STREET) **+559**  
 WJCL +22, KMDL +19, KZLA +19, KFKF +18, WDSY +18, KSD +17, WMIL +17, WQMX +16, WSOC +16, WEZL +15
- TRICK PONY** • *On A Night Like This* (WARNER BROS./WRN) **+438**  
 KYCY +30, KATM +26, WRNS +21, KSON +18, WQXK +17, KKCS +17, KWNR +15, KBOI +12, KCCY +12, WSOC +12
- TOBY KEITH** • *I Wanna Talk About Me* (DREAMWORKS) **+314**  
 WSIX +24, WTGE +18, KKAT +18, KUBL +14, KRTY +14, KNIX +14, WGKX +13, KBOI +12, WGAR +12, KJJY +11
- JO DEE MESSINA WITH TIM MCGRAW** • *Bring On The Rain* (CURB) **+236**  
 KPLX +17, KUZZ +14, WQDR +13, KRST +13, WFMS +13, WBUL +10, KYGO +10, WOGK +9, WFRG +8, WKOF +8
- TRAVIS TRITT** • *Love Of A Woman* (COLUMBIA) **+234**  
 WWGR +22, KYCY +21, WCTO +17, WNKT +16, WQDR +14, WONE +12, WKSJ +12, WDSY +12, WLWI +11, KVOO +10
- REBA** • *I'm A Survivor* (MCA NASHVILLE) **+228**  
 KWJJ +26, WRNS +18, WKCO +18, WEZL +13, WXTU +13, WONE +12, WYAY +12, KTEX +11, KFKF +11, WSOC +11
- BRAD PAISLEY** • *Wrapped Around* (ARISTA NASHVILLE) **+211**  
 KNIX +17, KZLA +16, WFLS +14, WMUS +13, KSKS +12, WKSJ +10, KUZZ +9, KBOI +8, WTGE +8, KYCY +8

## Billboard Top Country Singles Sales

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

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
<b>NO. 1</b>				
1	23	2	WHERE THE STARS AND STRIPES AND THE EAGLE FLY LYRIC STREET 164059/HOLLYWOOD	AARON TIPPIN
2	1	60	BUT I DO LOVE YOU/CAN'T FIGHT THE MOONLIGHT CURB 73116	LEANN RIMES
3	3	21	ON A NIGHT LIKE THIS WARNER BROS. 16751/WRN	TRICK PONY
4	2	23	AUSTIN GIANT 16767/WRN	BLAKE SHELTON
5	4	10	SOMETHIN' IN THE WATER MONUMENT 79625/SONY	JEFFREY STEELE
6	5	82	ROCKY TOP '96 DECCA 155274/MCA NASHVILLE	THE OSBORNE BROTHERS
7	6	22	WHAT I REALLY MEANT TO SAY CAPITOL 58987	CYNDI THOMSON
8	7	55	THE WAY YOU LOVE ME WARNER BROS. 16818/WRN	FAITH HILL
9	9	226	HOW DO I LIVE CURB 73022	LEANN RIMES
10	8	44	POUR ME WARNER BROS. 16816/WRN	TRICK PONY
11	10	13	UNBROKEN BY YOU LYRIC STREET 164048/HOLLYWOOD	KORTNEY KAYLE
12	12	16	DIDN'T WE LOVE CURB 73126	TAMARA WALKER
13	11	27	COME A LITTLE CLOSER WARNER BROS. 16762/WRN	LILA MCCANN
14	15	31	LOVE IS ENOUGH RCA 69034/RLG	3 OF HEARTS
15	14	34	MRS. STEVEN RUDY/THAT'S A PLAN VFR 734758	MARK MCGUINN
16	13	27	MATTHEW, MARK, LUKE & EARNHARDT DREAMWORKS 450327/INTERSCOPE	SHANE SELLERS
17	16	6	A ROSE IS A ROSE MERCURY 172193	MEREDITH EDWARDS
18	19	30	I WANT YOU BAD LUCKY DOG/COLUMBIA 79542/SONY	CHARLIE ROBISON
19	25	35	SHE COULDN'T CHANGE ME COLUMBIA 79540/SONY	MONTGOMERY GENTRY
20	17	27	SIMPLE LIFE COLUMBIA 79541/SONY	MARY CHAPIN CARPENTER

Records with the greatest sales gains this week. Recording Industry Assn. of America certification for sales of 500,000 units. RIAA certification for sales of 1 million units, with multimillion titles indicated by a numeral following the symbol. © 2001, Billboard/BPI Communications and SoundScan, Inc.

## Billboard TOP COUNTRY ALBUMS

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

THIS WEEK	LAST WEEK	2 WKS AGO	WKS. ON CHART	ARTIST	IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE	PEAK POSITION
<b>NO. 1</b>							
1	1	1	3	MARTINA MCBRIDE	RCA 67012/RLG (12.98/18.98)	GREATEST HITS	1
2	2	2	44	SOUNDTRACK	MERCURY 170069 (11.98/18.98)	O BROTHER, WHERE ART THOU?	1
<b>GREATEST GAINER</b>							
3	3	3	6	TOBY KEITH	DREAMWORKS 450297/INTERSCOPE (12.98/18.98)	PULL MY CHAIN	1
4	<b>NEW</b>		1	GARY ALLAN	MCA NASHVILLE 170201 (11.98/17.98)	ALRIGHT GUY	4
5	5	4	24	TIM MCGRAW	CURB 78711 (12.98/18.98)	SET THIS CIRCUS DOWN	1
6	<b>NEW</b>		1	GEORGE JONES	BANDIT/BNA 67029/RLG (11.98/17.98)	THE ROCK: STONE COLD COUNTRY 2001	6
7	6	5	62	SOUNDTRACK	CURB 78703 (11.98/17.98)	COYOTE UGLY	1
8	7	7	54	KENNY CHESNEY	BNA 67976/RLG (11.98/17.98)	GREATEST HITS	1
9	8	8	15	LONESTAR	BNA 67011/RLG (12.98/18.98)	I'M ALREADY THERE	1
10	9	6	8	ALISON KRAUSS + UNION STATION	ROUNDER 610495/DJMG (11.98/17.98)	NEW FAVORITE	3
11	11	10	46	TIM MCGRAW	CURB 77978 (12.98/18.98)	GREATEST HITS	1
12	4		2	CHELY WRIGHT	MCA NASHVILLE 170210 (11.98/17.98)	NEVER LOVE YOU ENOUGH	4
13	10	9	72	LEE ANN WOMACK	MCA NASHVILLE 170099 (11.98/17.98)	I HOPE YOU DANCE	1
14	16	13	10	CYNDI THOMSON	CAPITOL 26010 (10.98/17.98)	MY WORLD	7
15	12	12	110	DIXIE CHICKS	MONUMENT 69678/SONY (12.98 EQ/18.98)	FLY	1
16	13	15	48	ALAN JACKSON	ARISTA NASHVILLE 69335/RLG (11.98/17.98)	WHEN SOMEBODY LOVES YOU	1
17	15	14	10	BLAKE SHELTON	WARNER BROS. 24731/WRN (11.98/17.98)	BLAKE SHELTON	3
18	14	11	25	BROOKS & DUNN	ARISTA NASHVILLE 67003/RLG (12.98/18.98)	STEERS & STRIPES	1
19	<b>NEW</b>		1	DAVID BALL	DUALTONE 01109 (11.98/17.98)	AMIGO	19
20	18	18	9	CAROLYN DAWN JOHNSON	ARISTA NASHVILLE 69336 (10.98/16.98)	ROOM WITH A VIEW	8

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. © 2001, Billboard/BPI Communications and SoundScan, Inc.





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 table containing 12 columns of station data for artists: TRACE ADKINS, GARY ALLAN, DAVID BALL, BROOKS & DUNN, and GARTH BROOKS. Each column includes station call letters, song title, and detection/gain statistics.

Main table containing 12 columns of station data for artists: JEFF CARSON, KENNY CHESNEY, ALAN JACKSON, CAROLYN DAWN JOHNSON, and TOBY KEITH. Each column includes station call letters, song title, and detection/gain statistics.











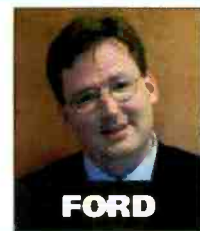
# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

OCTOBER 12, 2001

CMA Broadcast  
Winners Announced p. 3

Profile: WNKT Charleston  
PD Loyd Ford p. 8



FORD

VOLUME 9 • NO. 41

\$3.95

## NO. 1 THIS WEEK:

### ALAN JACKSON

*Where I Come From* (ARISTA NASHVILLE)

### GREATEST GAINER

GEORGE STRAIT

*Run* (MCA NASHVILLE)

### 1ST IMPRESSION

GEORGE STRAIT

*Run* (MCA NASHVILLE)

### AUDIENCE

BROOKS & DUNN

*Only In America* (ARISTA NASHVILLE)

## What Patriotic Fervor Means For Country PDs

■ by Angela King

Patriotism—evident throughout the nation since the Sept. 11 terrorist attacks—is also present on the nation's airwaves, where anthems are being played regularly and more stations are adding Pledge of Allegiance moments.

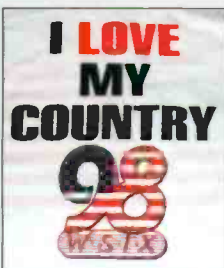
But will this national fervor benefit the country format? How can stations walk the fine line between feeding national pride and being self-serving? And what lessons can be gleaned from the Persian Gulf war, which sparked the last large-scale wave of patriotism?

Many PDs think the stations that were already embracing patriotic themes in their on-air positioning, marketing, and promotions before Sept. 11 may reap the greatest ratings reward now.

WSIX Nashville, which already had a red, white, and blue logo, redesigned it to incorporate the American flag. The station also offered T-shirts with the American flag on one side and the station's new logo with the slogan, "I Love My Country" on the other. Proceeds went to disaster relief efforts.

Given the low availability of patriotic merchandise in Tampa, Fla., WQYK-FM debuted its new patriotic bumper sticker in conjunction with the start of the fall book and offered listeners free American flag tattoos. Keymarket's Pittsburgh-area Froggy outlets also offered new Froggy flag stickers at client locations.

WMZQ Washington, D.C.'s TV campaign last spring featured the American flag—and its logo also was already red, white, and blue. OM Jeff Wyatt says, "We've always played the national anthem here at 5 a.m., noon, and midnight. Now, it's at the top of every hour. We've always been America's hometown country station, now



Continued on page 8

# MARTINA MCBRIDE

## HIT SINGLE:

"When God-Fearin'  
Women Get The Blues"

## SALES SUCCESS:

Multiple weeks as the  
#1 selling country album

## MEDIA:

Jay Leno, Larry King,  
Conan O'Brien,  
Regis & Kelly,  
Monday Night Football,  
*Greatest Hits-Live*  
*in Concert Pay-Per-View*,  
*TV Guide*, *Farm Aid*  
and *USA Weekend*.

ask your  
RCA representative about  
"BLESSED"



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[www.rcanashville.com](http://www.rcanashville.com)



# EMERSON DRIVE

the debut single *"I Should Be Sleeping"*

"I got a 'WOW' feeling the first time I heard songs like 'Who I Am' and 'I Wanna Talk About Me'. You just know they're going to be big. The first time I saw Emerson Drive play 'I Should Be Sleeping', I got that same feeling...they blew me away!"

— Mark Grantin • WWQM

"WE ADDED IT EARLY — THE MORE I HEAR THE BETTER IT SOUNDS. I ALREADY WANT TO MOVE IT UP!!!!" — Meg Stevens • WGAR

"The best six things to come out of Canada since Labatts." — Tim Murphy • WSM

"Emerson Drive has a fresh and captivating sound that will translate into airplay and sales.

*'I Should be Sleeping'* jumps out of the radio!" — Chuck Geiger • WCTO

"DreamWorks is onto something with these guys...great musicians backing up smooth vocals...it's butter baby!!"

— Shannon Stone • KKCS

IMPACT DATE **10/22**



## Strikes Send Stations Back To News

Country radio stations responded quickly to news of U.S. airstrikes against Afghanistan Oct. 7. The majority either returned to wall-to-wall coverage—at least on Oct. 7—or stepped up news coverage of the breaking events.

KFKF Kansas City PD Dale Carter says his station “went live within minutes and stayed through the president’s address. After the president, everything else was speculation, so we went back to the NASCAR race we had been carrying.”

WUBE (B105) Cincinnati reacted similarly, staying in continuous coverage until mid-afternoon and then resuming normal programming. That programming, PD Tim Closson says, consists of “updates every 15 minutes in the morning and 20 minutes all day long.”

Other stations opted only to carry President Bush’s address live and do regular news updates. WUSN (US99) Chicago PD Justin Case says that’s the course he took, because “the actions in Afghanistan were happening at night, involved cruise missiles, and mainly targeted

remote areas. We decided wall-to-wall coverage was not appropriate.”

KZLA Los Angeles OM R.J. Curtis says the airstrikes “didn’t warrant a return to all-news [mode]. It was not a huge surprise that we dropped bombs—it was a matter of when. We announced news of the bombing and played portions of the president’s speech.”

KSCS Dallas PD Dean James agrees. “I’m not sure [wall-to-wall coverage] was necessary this time, unless there [is] a response in this country.” James says that when his morning show returned the next day, it was “somewhat business as usual, [with] additional updates and some chat.”

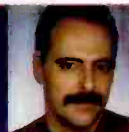
Carter played many cuts of the president’s speech on his morning show and even one parody song to the tune of “You Ain’t Seen Nothin’ Yet.” “Essentially our job is to let everyone know that it’s going to be OK,” he says. “The president knows what he’s doing, and we, as Americans, shouldn’t run around frightened.”

ANGELA KING

## COUNTRY CONFIDENTIAL

BY WADE JESSEN

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## Jones Continues Climb With Brooks Duet

AFTER POSTING his highest chart debut in the monitored-airplay era last issue, **George Jones’** duet with **Garth Brooks**, “Beer Run,” adds 169 detections and climbs 34-29 on our Country Airplay chart. On the Country Audience chart, it notches 11.6 million estimated audience impressions to close at No. 26.

Fueled by a well-established national buzz about the vocal event—and originally planned as the lead single from Brooks’ new album—“Beer Run” appears on our charts as an album cut after Brooks abruptly changed plans for its official Sept. 17 release in the wake of the Sept. 11 terrorist attacks. Brooks’ change of plans left Jones and his Bandit/BNA labels operating under a promotion arrangement with Capitol that didn’t make any provisions for its official release as a single on those imprints.

Once leaked copies of the song began to surface at stations from unidentified sources, BNA serviced the entire Jones album to programmers. Although the labels remain unable to officially work the song as a single, the album cut is listed as a Bandit/BNA title on our charts for two reasons. First, until Brooks’ new album is released, “Beer Run” is commercially available only on the Jones project. Second, in any dual-label situation such as this, both parties must come to agreeable terms on the promotion strategy and be willing to split year-end chart credit based upon that agreement. Although Capitol retains singles rights for the track as an element of Brooks’ upcoming album, the label has agreed to allow year-end chart credit for the song during its chart run to be assigned to Bandit/BNA.

Brooks should make a hefty debut next issue with “Wrapped Up in You,” the single released Oct. 9 via digital download and overnight express delivery to stations. Jones is also poised to make a strong debut on the *Billboard* Top Country Albums chart in the magazine’s Oct. 20 issue with *The Rock: Stone Cold Country 2001*. The chart bow will be aided by scattered album play for “50,000 Names,” a graphic and poignant ballad about everyday goings-on at the Vietnam Veterans Memorial in Washington, D.C., written by **Jamie O’Hara**.

Jones has long been an advocate for the nation’s wounded vets, and he has recorded similarly themed songs in the past, most notably “Wild Irish Rose,” from his 1998 album *It Don’t Get Any Better Than This*. The videoclip was nominated for an Academy of Country Music award the following year.

FLAG WAVIN’: As **Alan Jackson** savors his 18th No. 1 on the detections chart for a second week, **Brooks & Dunn** claim the top spot for a second week on the Country Audience chart.

Jackson’s “Where I Come From” bullets atop the Country Airplay list under the format downtime rule (see legend below chart) despite a dip of 20 plays. It encores for a third week at No. 2 with 40.8 million audience impressions on Country Audience. With more than 42 million impressions, Arista Nashville labelmates Brooks & Dunn ride the high tide on the audience tally with “Only in America,” up approximately 1.5 million. “America” is the duo’s fourth Country Audience No. 1 since we introduced the chart in ’97.

Elsewhere on Country Audience, alt.country kingpin **Pat Green** impacts the chart for the first time at No. 39 with “Carry On,” the lead single from his *Three Days* album (Republic/Universal), due in stores Oct. 16. On the Country Airplay chart, Green scores his first top 40 entry as “Carry On” gains 89 detections and jumps 46-38. The song previously appeared on Green’s *Carry On* set, released independently last year on his own Greenhorse imprint.

New entries on the detections chart include “I Will Survive” by new Epic ensemble **Wild Horses**. It bows at No. 55 with spins at 31 monitored signals. The song is *not* a cover of the 1979 disco thumper by **Gloria Gaynor** (covered in the country format by **Billie Jo Spears** the same year) but rather a new song that introduces *Dancin’ With Thunder: The Official Music of the PBR*—a multi-artist collection aimed at fans of professional bull riding.

## RADIOACTIVE

BY PHYLLIS STARK & ANGELA KING

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## Brooks & Dunn Ring Up CMA Award Winners



**Brooks & Dunn** made calls Oct. 3 breaking the news to the Country Music Assn.’s winning stations and personalities of the year, including a long distance call to *American Country Countdown* host **Bob Kingsley**, who was vacationing in Hawaii and received the message at his hotel. Kingsley is the inaugural recipient of the CMA’s new national broadcast personality award.

Station of the year winners are **WQYK-FM** Tampa, Fla. (major market); **WFMS** Indianapolis (large); **WIVK** Knoxville, Tenn. (medium); and **WUSY** Chattanooga, Tenn. (small).

Air personality winners are **WQYK’s Skip Mahafey** (major); **WMIL** Milwaukee’s **Karen Dalessandro** and **Scott Dolphin** (large); **WSSL** Greenville, S.C.’s **Paul Koffy** (medium); and **KKIX** Fayetteville, Ark.’s **Darren Wilhite** and **Tim Wall**.

Winners will be recognized during the 35th annual CMA Awards show, telecast Nov. 7 on CBS-TV.

and Lincoln, Neb.

Clear Channel/Columbus, Ohio, market manager **Tom Thon** adds regional VP duties for various Ohio markets and Parkersburg, W.Va.

Clear Channel/Louisville, Ky., VP/market manager **Bill Gentry** assumes regional VP duties for Frankfort and Lexington, Ky., and Somerset and Evansville, Ind.

Clear Channel/Cincinnati VP/market manager **Mike Kenney** becomes regional VP for Dayton, Ohio, and Huntington, W.Va.

Clear Channel/Cleveland VP/market manager **Jim Meltzer** takes on regional VP responsibilities for northern Ohio and the Lake Erie coastline area.

Additionally, Clear Channel/Tallahassee, Fla., VP/market manager **John Hunt** segues to the company’s Palm Beach, Fla., cluster. He replaces **Skip Schmidt**, who moved to Clear Channel/Charlotte, N.C.

**WIVK** Knoxville, Tenn., VP/GM **Bobby Denton** will become parent company Citadel’s executive VP of community relations, effective Jan. 1, 2002. He will exit the VP/GM slot at **WIVK** and its sister stations. Director of sales **Ed Brantley** will be upped to VP/GM.

Former **WSM-AM** Nashville broadcaster and Country Music Disc Jockey Hall of Fame member **Tom Perryman** becomes GM at Waller Broadcasting’s classic country **KKUS** Tyler, Texas.

### PEOPLE: B105’S COLLINS TO Q102

**WUBE** (B105) Cincinnati APD **Grover Collins** segues to APD/midday host duties on top 40 sister **WKRQ** (Q102). Promotions and programming assistant **Kathy Collins** is upped to APD.

**WKWS** Charleston, W.Va., MD **Marcus Cole** segues to promotion director, and PD **John Anthony** takes on MD duties.

**WZZK** Birmingham, Ala., signs on Jones Radio Networks’ new *John Hendricks Overnight* syndicated show, becoming the program’s 17th affiliate. The shift had been voice-tracked at **WZZK**. The station already airs Jones’ *Lia* show.

**WKKW** Morgantown, W.Va., morning host **Kendall Chase** exits for personal reasons. T&Rs to GM/PD **Dave Steele**.

Congratulations to **WSM-AM** Nashville’s **Eddie Stubbs**, who was named broadcast personality of the year at the International Bluegrass Music Assn.’s annual awards Oct. 4 in Louisville, Ky.

## PDs, Writers Debate Current Product

Panelists at Country Radio Broadcasters’ Fall Forum Oct. 3 in Nashville were there not only to explain the programming process to an audience comprising songwriters, publishers, and other industryites but also to tackle radio’s increasing emphasis on revenue, higher spotloads, the advertising market and slashing of marketing budgets, and country’s opportunities in a time of greater patriotism (see story, page 1).

Consultant **Rusty Walker**—who joined **KZLA** Los Angeles OM R.J. Curtis, **WUSN** Chicago VP/GM **Steve Ennen**, **Clear Channel**/Phoenix director of country programming **Alan Sledge**, and **Cunulus** director of country programming **Bob Raleigh**—informed the group of the belief that product is taking “a backseat to profit” and isn’t as much of a concern as a lack of marketing dollars. He said, “Radio stations are making great innovations [in programming], but they don’t have the money to tell people about it.”

One of the livelier exchanges came when a songwriter voiced a belief common at his end of the business that radio doesn’t want great songs but instead plays “jingles.” **Walker** responded, “If you guys would put out only

great songs rather than radio songs, we’d have to play them then.” However, **Sledge** noted that what the industry considers “great” won’t always appeal to the average country listener. He said, “We live in a Wal-Mart world.”

**Sledge** said that one of his greatest challenges is getting programmers to “think beyond barriers they set up” in contending that the ratings suffer because the product isn’t there.

Ways to increase country album sales were also addressed, with **Ennen** calling for more artist visits to local markets and suggesting that labels put records in the candy aisle of grocery stores to increase impulse buying by the audience.

Satellite radio was discussed, but one audience member noted that the valiant efforts of radio stations Sept. 11 would only be possible with terrestrial radio. **Walker** agreed. “I’ve heard some of the best local radio in the last couple of weeks that I’ve heard in 20 years.”

**Sledge** maintained that the current mood of the nation is an opportunity on which the format should capitalize and that “this is a moment for us [as a country format].” **Raleigh** noted that his country stations have already added a music rotation category of inspirational and patriotic songs. **ANGELA KING**

### MANAGEMENT: MORE CC REGIONAL VPS

Clear Channel/Iowa VP **Steve Winkey** is upped to regional VP for Iowa, as well as Omaha



# BlackHawk

WE SAT DOWN AND WROTE THIS SONG  
LAST APRIL AND RECORDED IT IN JUNE  
BASED ON OUR BELIEF THAT THE PEOPLE  
OF AMERICA ARE HER GREATEST RESOURCE.  
WHEN FACED WITH ADVERSITY WE FIND  
A WAY TO OVERCOME IT WITH HELP FROM  
EACH OTHER.

THIS IS OUR TRIBUTE TO THE SPIRIT OF  
THE PEOPLE THAT MAKE AMERICA GREAT.  
HISTORICALLY THROUGH OUR DARKEST DAYS  
AMERICANS HAVE RISEN TO EVERY CHALLENGE.

WE ARE AMERICA AND THESE ARE THE DAYS ...

Henry Paul

Dave Robbins

## DAYS of AMERICA

Impact Date 11/12

Written by Henry Paul, Dave Robbins and Lee Miller  
Produced by Mike Clute and BlackHawk



# THE EARS THAT LEAD THE INDUSTRY TO THE HITS

ON OCTOBER 26th  
MONITOR CELEBRATES  
THE BEST EARS IN  
RADIO

TALKING TO THIS  
YEAR'S AIRPLAY  
LEADERS ON:

- THE CARE AND FEEDING OF NEW MUSIC
- THE SPINS IT TAKES TO BREAK MUSIC
- THE IDEAL LABEL-STATION RELATIONSHIP

# AIRPLAY LEADERS III

# EARS TO THE GROUND

AIRPLAY  
**Monitor** OCTOBER  
26th

## MONITOR PROFILE

### A Passion For Radio Lures Ford Back To PD Of Charleston's Cat

After a three-year hiatus from radio, veteran country programmer Loyd Ford recently returned as PD/afternoon host of WNKT (Cat Country 107.5) Charleston, S.C. Ford says he left radio after he "lost faith in it" but is returning with renewed vigor and perspective. Now, he says, he understands himself *and* his audience better.

Ford first considered leaving broadcasting altogether after being fired from WTDR Charlotte, N.C., a station he calls his "personal Vietnam. I was going through a lot of personal trauma. The company did some things wrong, and I did [too]. I also found out I could be beat." Ford says that realization came as a surprise after years of successfully heading up such legendary country outlets as KRMD-AM-FM Shreveport, La., and WSSL-AM-FM Greenville, S.C.

After WTDR, he moved to WBEE Rochester, N.Y., living apart from his wife, Andrea, and son Jordan, who stayed in Charlotte. In Rochester, Ford says, he found great people and a great

staff but not a reason to continue in broadcasting. "I had a one-year commitment. I didn't want WTDR to be my last job [in the industry]. I wanted it to end the way I wanted it to end." When the year at WBEE was over, he walked away from his job, moved back with his family, and began selling long-term health insurance, which afforded him an up-close look at "real life and real problems." He and his wife had a second child, John-John, who is now 1 year old.

But Ford was "lured back" to radio after hearing some great programming in Charlotte, as well as at the urging of friends in the industry. And, like many who exit the business, a passion for the profession still burned. "Radio has allowed me to experience so many things [and] be a part of so many things. I owe radio a debt. I'm trying to pay it back. Radio gives us the power to change people's perceptions. Who doesn't want that job?"

Ford thinks that a "higher power" has called him to his present position, and it was enough of a lure to pull him away from his family once again. They have remained in Charlotte while he works in Charleston, and they communicate every night online. Ford says that being away from his family is a minor stumbling block, especially in light of the Sept. 11 terrorist acts.

During his three years away from the industry, Ford says he was able to listen to radio the way "other people do"—and he discovered that some of the things he always thought were important for a programmer to do didn't matter in the real world. Now, he says, "if it doesn't do something [for the audience], it's not on the radio station. We [as a profession] tend to broadcast to ourselves. I was guilty of that."

Ford is also asking his staff to embrace the message in the movie *Pay It Forward*—"Do

something good for others, without expecting anything in return. It's hard in execution but [great] in realization. Citadel purchased a copy of the movie, whether they know it or not, and I'm passing it around to staff." He hopes the central message is carried over on the air. And he says it was an especially important message in the wake of the recent terrorist attacks. WNKT organized a community prayer vigil on the deck of the USS Yorktown, a World War II aircraft carrier, just two days later.

Upon his return to radio, Ford says he was surprised to find out "how radio corporations are perceived. They don't control all these stations. They are temporary hosts. [These radio groups are] more concerned with Wall Street."

WNKT—which, Ford says, "had realized the bottom of its potential" before he joined the station—is allowing him the opportunity to rebuild his radio career and the station's ratings at the same time. Ford says he has been able to attract

great new personalities to the station, and he's giving them the freedom to be different. "I used to think program directors had all the power, but we don't. I'm a facilitator. On-air talent have the power. My job is to make sure they don't become frustrated."

With a 50/50 ratio of currents and recurrenents to gold, the station continues to be music-intensive, positioned as "Continuous Cat Country." But Ford says his personalities are able to do what they need to do to have an impact. "We are not a talk station. We are not a boring music station." He says his desire to sound "different" may confuse some. "Another PD might hear our jingles and say, 'What is he doing?'" The jingles and the entire station presentation, he says, "are not 'top 40 does country.' It's country, but it's exciting."

After recently being diagnosed with attention deficit disorder,

Ford says his approach to programming is different, as is the way he relates to others. For years he had difficulty understanding people. "I thought people didn't like me, didn't understand me. Now I know the problem was me." Ford says it was his newborn son who was the impetus for him to seek help. Ford began re-examining his life. "I decided to go to a psychologist. I talked to him for an hour, and he said, 'I know what's wrong with you.' I got very angry. I said, 'You've known me an hour, and you know what's wrong?' I read a book. Now I understand it."

Ford, whose first programming job was AC KEZA Fayetteville, Ark., led KRMD-AM-FM to its first Country Music Assn. station of the year nomination, later garnering nominations in that same category for WSSL-AM-FM and WBEE. Although he has been nominated for CMA station of the year in small, medium, and large markets, he's hoping to finally get a win someday with WNKT.

ANGELA KING



**LOYD FORD**  
PD/Afternoon Host  
WNKT Charleston, S.C.

Owner: Citadel  
Ratings: 3.4-3.1-4.2-2.9



2 P.M.

Steve Wariner, "Two Teardrops"  
Sara Evans, "Born to Fly"  
Kenny Chesney, "You Had Me From Hello"  
Jessica Andrews, "Who I Am"  
Lee Ann Womack, "I Hope You Dance"  
Travis Tritt, "Love of a Woman"  
Tracy Byrd, "I'm From the Country"  
Brooks & Dunn, "You'll Always Be Loved by Me"  
Alan Jackson, "Chattahoochee"  
Diamond Rio, "One More Day"  
Keith Urban, "Where the Blacktop Ends"  
Hal Ketchum, "Small Town Saturday Night"  
Toby Keith, "I Wanna Talk About Me"  
Dixie Chicks, "Ready to Run"  
Tim McGraw, "Angry All the Time"  
Trisha Yearwood, "She's in Love With the Boy"



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 **BDS**  
Broadcast  
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## What Patriotic Fervor Means For Country PDs

Continued from page 1

we're much more America's country station."

### NEVER-ENDING GRIEVING

Wyatt says WMZQ may see a ratings improvement in the wake of increased patriotism, but "that's hardly what we focus on in a city like this, after what happened. Our effort is to reflect the feelings of the community. We visit the whole topic daily. It's never-ending grieving and a lot of anger. A lot of people in this predominantly federal and military town not only want to do something [to retaliate] but *can* do something. We get calls with people talking about the kinds of weapons they have now. [They have a] specific knowledge about techniques that can be used these days.

"It makes for some great radio," Wyatt continues, "but does that net something [in the ratings] at the end of the day? We sure hope so, but our responsibility is [greater than that]."

Wyatt says that those "who listen to this format are very patriotic and emotional about their country. Are we a place they will listen to more? I don't know. It makes us more top-of-mind. But it's a bad way to get [there]."

WDRM Huntsville, Ala., OM Johnny Randolph has heard many poignant moments on his station in recent days. "A woman called up the morning show, and you could tell by her choice of words and the way she talked that she's a woman without means. She said her brother, a fireman, was killed when the [World Trade Center] caved in. He was raising his 10-year-old daughter by himself, and this woman was getting on a bus to get her brother's daughter to bring back and raise."

Randolph says that airing such calls, making tribute songs, and increasing the service aspects of his station are something WDRM "not only [does] for our community and for disaster relief but also for our radio station ... The stronger patriotism is in the country, the stronger country radio will be."

WNOE New Orleans PD Les Acree agrees. "Naturally, it will benefit [country stations] more. All you have to do is drive around streets [and] see the flags. Those are the people I call 'Mr. and Mrs. America,' who are, for the most part, country music fans."



### GULF WAR LESSONS

In the winter 1991 national Arbitrons, N/T shares outpaced other formats with a 14.6 share of listening, which was expected following the tense months of the Gulf War. But country radio also enjoyed its highest share of listening to that point, moving from a 10.5 fall '90 share to an 11.0 in the winter. The format continued to pick up listening, jumping to a 12.5 in the winter '92 Arbitrons. There were plenty of other factors contributing to the format's rise at that time, including the growing popularity of Alan Jackson and Garth Brooks. But some PDs think that the manner in which country radio responded to the events of the day helped propel the format forward.

Having analyzed how individual stations handled the situation a decade ago, Randolph says, "During the Gulf War, the stations who dumped out of special programming the quickest were the ones that got hurt the most. The country stations that saw the least benefit dumped out quickly. So many folks in our industry say, 'I've been at this station 16 hours a day, I'm ready to move on.' History says you need to ride the thing out and rely on what listeners are telling you. We in radio can't be totally objective."

While Randolph thinks the country format was already on the rise when the Gulf War occurred, he says, "We had a nice bounce in the winter of '91 book. It helped. The patriotism thing during the Gulf War came rising up out of

the ashes, but we took advantage of it. Country [in most markets] came in second after news/talk, unless there was a strong AC with good news [capabilities]."



Consultant Jaye Albright says the country format was already poised for success, but the Gulf War helped boost the format's popularity. "Country is lifestyle-based, pan-demographic, and at times like this, the fact that everyone in society has similar needs and feelings is an opportunity. The return of the troops from the Gulf War in many communities was a tremendous time of triumph for country radio."

Others think economic issues are a larger factor in the country format's success. While Acree, who was PD at WIVK Knoxville, Tenn., during the Gulf War, acknowledges its role, he says that in "two of the booms I've seen for country, recession played into them. History has been that way. We saw the last big boom during a recession, and it looks like the big 'R' word has returned."

Albright thinks it may also be more difficult for the country format to claim ownership of patriotic themes in today's corporate radio culture. "KAJA San Antonio carried Rush Limbaugh in midday for the first several days after the attack. In Milwaukee, the legendary voice of Wisconsin—Mark Belling of WISN—hosted a cluster-wide call-in program on all of the Milwaukee Clear Channel stations Sept. 12. I think you will see less ownership of this particular moment in our nation's life by one format."

Acree agrees that having so many stations to choose from makes ownership of one element difficult. "All seven of our Clear Channel stations were in wall-to-wall coverage that first day. In the old days at WIVK, if we were in wall-to-wall coverage, the whole town was listening."

### INFO JUNKIES

Albright says that the success of country stations right now is dependent on what they were doing before Sept. 11. "Country stations that are imaged one-dimensionally—[such as] merely 'the country music station'—are probably going to actually lose short-term listening right now, because literally everyone is playing Lee Greenwood and Charlie Daniels. The inherent threat of more terrorism on American soil means that people who weren't info junkies weeks ago definitely are now. The safety of their family is at stake."

Country stations that "own the trust of the audience [and have] a good image of dependability as an information source, [as well as] the ability to show maturity, courage, and understanding of the need for the audience to express feelings and get answers," Albright says, "will do well at times like this."

Randolph's WDRM has increased national news coverage from mornings and once during afternoon drive to once per hour. He also says coverage "is more extensive now [than during the Gulf War]. It's so much closer to home. It has an effect whenever you take a life but not like this. It hits closer to home."

But Wyatt says music stations may benefit simply because there won't be as much for news stations to report this time. "There's such a lack of information on this one. They are going to keep this as quiet as they can. It's different that way. That may be a positive for music stations."

### THE POWER OF A SONG

Where country may outpace other music formats, Randolph says, is in the messages of its music. "When we went in and started to delete songs [from] other music formats in this market, we had to delete quite a few. But we didn't have to take anything off the country [station].

## ACCESS NASHVILLE

### Country Freedom Concert Honors Attack Victims

George Strait, Alan Jackson, Brooks & Dunn, Martina McBride, Vince Gill, Clint Black, and Lonestar are the confirmed performers for the Country Freedom Concert Oct. 21 at Nashville's Gaylord Entertainment Center. The event, co-sponsored by CMT and Clear Channel Entertainment, will pay tribute to the victims of the Sept. 11 terrorist attacks and honor the efforts of rescue workers. CMT and CMT Canada will telecast the concert live and commercial-free. Westwood One will provide the radio feed. Proceeds from the show will benefit the Salvation Army's disaster relief efforts. In addition to ticket sales, proceeds will be generated through toll-free phone lines as well as Web sites.

Kenny Chesney will kick off his fall tour Oct. 25 in College Station, Texas. Opening will be Sara Evans and Phil Vassar.

Coley McCabe exits the RCA Records artist roster.

Collin Raye's next album, *Can't Back Down*, which was scheduled for release this month, has been pushed back to March 2002. A label spokesman says the change was due, in part, to "a change of direction."

Lila McCann will be a presenter at the Billboard Music Video Awards, set for Nov. 2 at the Beverly Hilton in Los Angeles.

Kevin Sharp has signed with Nashville-based Scott Stem Publicity. Sharp is recording an album for indie label Radio Records.

The Georgia Music Hall of Fame has rescheduled its induction ceremony, originally set for

September, to Oct. 22. Alan Jackson will perform at the event, where he is up for induction.

Eric Heatherly has blended his love of fast cars and electric guitars by creating and marketing a seat-belt-buckle guitar strap called the Original Hot Rod Strap. Each strap features steel buckles and nylon seat-belt webbing made from vintage seat belts. Rockabilly artist Brian Setzer appeared on the cover of *Guitar Player* wearing one of the straps, a gift from Heatherly. Since then, sales of the straps have reportedly been brisk.

The Martha White Co. is sponsoring a contest that will give 10 winners a chance to sing its classic jingle onstage March 9, 2002, at the Grand Ole Opry with Marty Stuart and Rhonda Vincent.

Nashville-based the Marketing Group will syndicate the one-hour radio special *Joe Diffie & Friends* at 10 p.m. (CST) Oct. 22 to help launch Diffie's new album, *In Another World*. Among the "friends" set to appear are Monument label-mates Michael Peterson, Jeffrey Steele, and Little Big Town. WSM-FM Nashville morning man Bill Whyte will host the broadcast.

Westwood One will make the two-hour radio special *Martina McBride's Greatest Hits: Live in Concert* available to affiliates Thanksgiving weekend. The Oct. 13 show at Minneapolis' Orpheum Theatre will be telecast live on pay-per-view.

Blake Shelton will appear on WSIX Nashville's monthly live *Country Café* show Oct. 16. The program will be broadcast from the Country Music Hall of Fame and Museum.

Bryan White and Marty Raybon have been added to the artist lineup for the Christian Country Music Awards show Nov. 1 at Nashville's Ryman Auditorium.

Billy Hoffman, Hal Ketchum, and Kacey Jones appeared with Hollywood stars and musicians from other genres at the Acoustic Americans benefit performance for the American Red Cross Oct. 9 in Los Angeles.

## Sleeping On The Job



WSSL Greenville, S.C., morning team Ellis & Bradley served breakfast in bed to the public to raise funds for the Clear Channel Relief Fund. Trick Pony dropped in to help. Pictured in front, from left, are Trick Pony's Heidi Newfield, OM Bruce Logan, and morning co-host Bill Ellis. In back are Trick Pony's Ira Dean, morning co-host Beth Bradley, and the band's Keith Burns.

"The lyrics of the bulk of country songs tell a story, and with all this going on, people are sitting back, thinking more, [and] are more aware," Randolph continues. "Songs like 'How Can I Help You Say Goodbye' by Patty Loveless take on a different life. The big plus is people are now hearing songs in a different way. It's a rebirth for a lot of songs." Those songs, Randolph says, include Randy Travis' "Point of Light" and Diamond Rio's "One More Day."

As with not ending news coverage too quickly, Acree maintains that keeping patriotic songs on the playlist is equally important. "Lee Greenwood's 'God Bless the USA' is as good to play this week as last. As long as you're still seeing signs of patriotism everywhere you look, [it remains valid]. I was driving home

yesterday and saw a guy in the median with no legs, and he had an American flag he had carved out of wood. And he was waving it. That moved me. Country has always spoken to that. There are more patriotic songs in the country format."

But Albright says that even the right songs take a secondary role to radio's primary function right now. "Stations owe it to their audience to reflect the common needs, feelings, and concerns at all times. And so, for the last couple [of] weeks, '12 in a row' and 'extra-long music sets' are not the things most of our listeners have needed. Stations that don't have an American flag waving on their Web site and plenty of tribute-song montages fail to understand what a different place America is today than it was weeks ago."

AIRPLAY  
Monitor

## COUNTRY HIGHLIGHTS



## 1st IMPRESSIONS

SONGS WITH 6 OR MORE DETECTIONS AT NEW STATIONS THIS WEEK

		NEW STATIONS	
#1	<b>GEORGE STRAIT</b> <i>Run</i> (MCA Nashville)	53	KBQI, KFKF, KGMV, KHAY, KHEY, KJJY, KMDL, KMPS, KRXY, KRYS, KTEX, KTTS, KUPL, KUZZ, KXKT, WBEE, WCKT, WCOL, WCOS, WDRM, WDSY, WFLS, WFRE, WGGY, WGH, WGN, WJCL, WKCO, WKHK, WKIS, WKKT, WKYQ, WMSI, WOKQ, WPOC, WPOR, WQBE, WQDR, WQIK, WRBT, WROO, WSCA, WSIX, WSTH, WTOR, WVLK, WWGR, WXBM, WXBO, WXTU, WYCD, WYRK, WYD
#2	<b>DAVID BALL</b> <i>Riding With Private Malone</i> (Dualtone)	32	KCY, KHAY, KHEY, KHKI, KIIM, KILT, KJJY, KKCS, KMXM, KRMD, KTEX, WAMZ, WCMS, WGAR, WGGY, WGH, WHOK, WIL, WIRK, WKHK, WKSF, WMIL, WNCY, WNKT, WNOE, WOGK, WOXC, WRBQ, WSCA, WUSN, WVLK, WZZK
#3	<b>AARON TIPPIN</b> <i>Where The Stars And Stripes And The Eagle Fly</i> (Lyric Street)	25	KKEY, KHEY, KRST, KTEX, KTTS, KXKT, WCMS, WCOL, WCOS, WDXB, WFLS, WGN, WGN, WHOK, WJCL, WKYQ, WMIL, WNCY, WRKZ, WSLC, WSTH, WXBM, WYK, WYNY, WZZK
#4	<b>GEORGE JONES WITH GARTH BROOKS</b> <i>Beer Run</i> (Bandit/BNA)	19	KHAY, KMDL, KRMD, KRXY, KSOP, KTOM, KXXY, WCTK, WESC, WFRE, WGAR, WGKX, WKKT, WKYQ, WNOE, WRBQ, WSLC, WTOR, WUSY
#5	<b>CLINT BLACK WITH LISA HARTMAN BLACK</b> <i>Easy For Me To Say</i> (RCA)	12	KBQI, KDRK, KHKI, KJJY, KUZZ, WBEE, WCTK, WFRY, WQDR, WRNS, WSSL, WVLK

**ALSO:** WILD HORSES *I Will Survive* (Epic) 9; JO DEE MESSINA WITH TIM MCGRAW *Bring On The Rain* (Curb) 8; RASCAL FLATTS *I'm Movin' On* (Lyric Street) 8; STEVE AZAR *I Don't Have To Be Me* ('Til Monday) (Mercury) 8; TOBY KEITH *I Wanna Talk About Me* (DreamWorks) 7

## AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS

#	STATION	PD/MC	IMPACT
#1	<b>WRBQ</b>		
	<b>Tampa, FL</b>		
	<b>PD: Ronnie Lane</b>		
	<b>MD: Jay Roberts</b>		
	<b>Airplay Leader Designations: 1</b>		
#2	KMLE, Phoenix, AZ	(PD/MD: Jeff Garrison/Chris Loss)	1
#3	WTGE, Baton Rouge, LA	(PD: Randy Chase)	1
#4	KTTS, Springfield, MO	(PD/MD: Brad Hansen/Chris Cannon)	1
#5	WSTH, Columbus, GA	(PD: Dave Anderson)	1

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

## GREATEST GAINERS COUNTRY

<b>GEORGE STRAIT • Run</b> (MCA NASHVILLE)	+876
WKHK +25, WRBQ +25, KTTS +24, WUSY +22, KCCY +20, WYYD +18, WQDR +18, WBCT +17, KXKT +17, KBQI +16	
<b>AARON TIPPIN • Where The Stars And Stripes And The Eagle Fly</b> (LYRIC STREET)	+620
WSLC +25, WQIK +24, WRBQ +20, WYK +19, WDAF +19, WHOK +17, WKYQ +16, WDXB +15, KTEX +15, KHEY +15	
<b>DAVID BALL • Riding With Private Malone</b> (DUALTONE)	+535
WZZK +30, WKHK +29, WRNS +20, KTST +19, KILT +15, WUSN +14, WNCY +13, KCY +13, WIL +13, WNKT +12	
<b>TOBY KEITH • I Wanna Talk About Me</b> (DREAMWORKS)	+297
KXXY +17, WXTU +16, WKCN +15, KHEY +14, KCY +13, KUBL +11, KCCY +11, WKCO +11, KYGO +11, WYCD +10	
<b>REBA • I'm A Survivor</b> (MCA NASHVILLE)	+289
KKEY +21, WQYK +20, KMDL +18, KZSN +17, KDRK +16, WBEE +16, KWJJ +15, KUZZ +13, WJCL +11, KTOM +10	
<b>JO DEE MESSINA WITH TIM MCGRAW • Bring On The Rain</b> (CURB)	+275
WSLC +21, KILT +14, KYCY +11, KGMV +11, WKSF +10, KPLX +10, WXBM +9, KAJA +9, WUSN +9, WYCD +8	
<b>BROOKS &amp; DUNN • Only In America</b> (ARISTA NASHVILLE)	+181
WYK +28, WTGE +22, KCY +22, WZZK +21, WORM +20, KYGO +19, WQIK +17, WNKT +16, WMZO +16, WDXB +14	
<b>TAMMY COCHRAN • Angels In Waiting</b> (EPIC)	+169
KWJJ +31, WNKT +19, KKEY +17, WJCL +16, WYYD +14, KZSN +14, KRST +13, WSIX +13, WPOC +13, KNIX +13	
<b>GEORGE JONES WITH GARTH BROOKS • Beer Run</b> (BANDIT/BNA)	+169
WRBQ +28, WSLC +17, KHAY +16, KXKX +16, WGKX +15, WKYQ +14, KRMD +12, KDRK +11, WQYK +11, WKHX +11	
<b>MARK WILLS • Loving Every Minute</b> (MERCURY)	+153
KUZZ +13, WKKT +13, KYGO +11, WYAY +11, WGH +10, WIRK +9, WYCD +8, WKCN +8, WCMS +8, KUBL +7	

## Billboard Top Country Singles Sales SoundScan

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

				BILLBOARD ISSUE DATE: OCTOBER 13, 2001	
THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST	
◀ No. 1 ▶					
1	1	59	BUT I DO LOVE YOU/CAN'T FIGHT THE MOONLIGHT ● CURB 73116 14 weeks at No. 1	LEANN RIMES	
2	2	22	AUSTIN GIANT 16767WRN	BLAKE SHELTON	
3	3	20	ON A NIGHT LIKE THIS WARNER BROS. 16751/WRN	TRICK PONY	
4	5	9	SOMETHIN' IN THE WATER MONUMENT 79625/SONY	JEFFREY STEELE	
5	6	81	ROCKY TOP '96 DECCA 155274/MCA NASHVILLE	THE OSBORNE BROTHERS	
6	4	21	WHAT I REALLY MEANT TO SAY CAPITOL 58987	CYNDI THOMSON	
7	7	54	THE WAY YOU LOVE ME WARNER BROS. 16818/WRN	FAITH HILL	
8	8	43	POUR ME WARNER BROS. 16816/WRN	TRICK PONY	
9	9	225	HOW DO I LIVE ▲ CURB 73022	LEANN RIMES	
10	11	12	UNBROKEN BY YOU LYRIC STREET 164048/HOLLYWOOD	KORTNEY KAYLE	
11	10	26	COME A LITTLE CLOSER WARNER BROS. 16762/WRN	LILA MCCANN	
12	12	15	DIDN'T WE LOVE CURB 73126	TAMARA WALKER	
13	17	26	MATTHEW, MARK, LUKE & EARNHARDT DREAMWORKS 450327/INTERSCOPE	SHANE SELLERS	
14	14	33	MRS. STEVEN RUDY/THAT'S A PLAN VFR 734758	MARK MCGUINN	
15	13	30	LOVE IS ENOUGH RCA 69034/RLG	3 OF HEARTS	
16	NEW ▶		A ROSE IS A ROSE MERCURY 172193	MEREDITH EDWARDS	
17	18	26	SIMPLE LIFE COLUMBIA 79541/SONY	MARY CHAPIN CARPENTER	
18	15	51	OKLAHOMA/WARM & FUZZY EPIC 79503/SONY	BILLY GILMAN	
19	16	29	I WANT YOU BAD LUCKY DOG/COLUMBIA 79542/SONY	CHARLIE ROBISON	
20	20	72	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. © 2001, Billboard/BPI Communications and SoundScan, Inc.

## Billboard TOP COUNTRY ALBUMS SoundScan

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

				BILLBOARD ISSUE DATE: OCTOBER 13, 2001		
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	—	2	MARTINA MCBRIDE RCA 67012/RLG (12.98/18.98) 2 weeks at No. 1	GREATEST HITS	1
2	2	1	43	SOUNDTRACK ▲ MERCURY 170069 (11.98/18.98)	O BROTHER, WHERE ART THOU?	1
3	3	2	5	TOBY KEITH ● DREAMWORKS 450297/INTERSCOPE (12.98/18.98)	PULL MY CHAIN	1
4	NEW ▶		1	CHELY WRIGHT MCA NASHVILLE 170210 (11.98/17.98)	NEVER LOVE YOU ENOUGH	4
5	4	4	23	TIM MCGRAW ▲ CURB 78711 (12.98/18.98)	SET THIS CIRCUS DOWN	1
6	5	3	61	SOUNDTRACK ▲ CURB 78703 (11.98/17.98)	COYOTE UGLY	1
7	7	7	53	KENNY CHESNEY ▲ BNA 67976/RLG (11.98/17.98)	GREATEST HITS	1
8	8	6	14	LONESTAR ● BNA 67011/RLG (12.98/18.98)	I'M ALREADY THERE	1
9	6	5	7	ALISON KRAUSS & UNION STATION ROUNDER 610495/IDJMG (11.98/17.98)	NEW FAVORITE	3
10	9	8	71	LEE ANN WOMACK ▲ MCA NASHVILLE 170099 (11.98/17.98)	I HOPE YOU DANCE	1
11	10	9	45	TIM MCGRAW ▲ CURB 77978 (12.98/18.98)	GREATEST HITS	1
12	12	15	109	DIXIE CHICKS ▲ MONUMENT 69678/SONY (12.98 EQ/18.98)	FLY	1
13	15	14	47	ALAN JACKSON ▲ ARISTA NASHVILLE 69335/RLG (11.98/17.98)	WHEN SOMEBODY LOVES YOU	1
14	11	11	24	BROOKS & DUNN ● ARISTA NASHVILLE 67003/RLG (12.98/18.98)	STEEERS & STRIPES	1
15	14	12	9	BLAKE SHELTON WARNER BROS. 24731/WRN (11.98/17.98)	BLAKE SHELTON	3
16	13	13	9	CYNDI THOMSON CAPITOL 26010 (10.98/17.98)	MY WORLD	7
17	17	21	99	FAITH HILL ▲ WARNER BROS. 47373/WRN (12.98/18.98)	BREATHE	1
18	18	17	8	CAROLYN DAWN JOHNSON ARISTA NASHVILLE 69336 (10.98/16.98)	ROOM WITH A VIEW	8
19	19	18	52	TRAVIS TRITT ● COLUMBIA 62165/SONY (11.98 EQ/17.98)	DOWN THE ROAD I GO	8
20	16	16	51	SARA EVANS ▲ RCA 67964/RLG (11.98/17.98)	BORN TO FLY	6

▲ 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. © 2001, Billboard/BPI Communications and SoundScan, Inc.

COUNTRY AIRPLAY MONITOR FOR WEEK ENDING OCTOBER 7, 2001



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.

1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

VIDEO PLAYLIST TRACKING PERIOD: SEPT. 28 - OCT. 4, 2001

CMT PD: Chris Parr CBS Cable 615-457-8500

Great American Country PD: Jim Murphy MD: Jennifer Page Jones Int'l Networks 303-792-3111

KZLA Los Angeles OM: R.J. Curtis MD: Tonya Campos Emmis 323-882-8000

KPLX Dallas APD: Smokey Rivers MD: Cody Alan Susquehanna 214-526-2400

WUSN Chicago PD: Justin Cacia MD: Tricia Biondo Infinity 312-649-0099

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

Table with columns TW, LW, and song titles for CMT station. Includes songs like 'I Trace Adkins I'm Tryin'' and 'Brooks & Dunn Only In America'.

Table with columns TW, LW, and song titles for Great American Country station. Includes songs like 'Tammy Cochran Angels In Waiting' and 'Blake Shelton Austin'.

Table with columns TW, LW, and song titles for KZLA station. Includes songs like 'Irish Yearwood I Would've Loved You An' and 'Toby Keith I Wanna Talk About Me'.

Table with columns TW, LW, and song titles for KPLX Dallas station. Includes songs like 'George Strait Run' and 'Brooks & Dunn Only In America'.

Table with columns TW, LW, and song titles for WUSN Chicago station. Includes songs like 'Cyndi Thomson What I Really Meant To Sa' and 'Tim McGraw Angry All The Time'.

Table with columns TW, LW, and song titles for KSCS Dallas station. Includes songs like 'I Doe Messina Bring On The Rain' and 'George Strait Run'.

WMZQ Washington, DC OM: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231

WYNY New York PD: Marty Mitchell Big City Radio 914-592-1071

WXIU Philadelphia PD: Bob McKay APD/MD: Cadillac Jack Beasley 610-667-9000

WKHX Atlanta OM: Dene Hallam MD: Johnny Gray ABC/Disney 770-955-0101

WYCD Detroit PD: Lisa Rodman APD/MD: Ron Chatman Infinity 248-799-0600

KEYE Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon Clear Channel 952-820-4200

Table with columns TW, LW, and song titles for WMZQ station. Includes songs like 'Cyndi Thomson What I Really Meant To Sa' and 'Alan Jackson Where I Come From'.

Table with columns TW, LW, and song titles for WYNY station. Includes songs like 'Cyndi Thomson What I Really Meant To Sa' and 'Brooks & Dunn Only In America'.

Table with columns TW, LW, and song titles for WXIU station. Includes songs like 'Trick Pony On A Night Like This' and 'Cyndi Thomson What I Really Meant To Sa'.

Table with columns TW, LW, and song titles for WKHX Atlanta station. Includes songs like 'Brooks & Dunn Only In America' and 'Tim McGraw Angry All The Time'.

Table with columns TW, LW, and song titles for WYCD Detroit station. Includes songs like 'Blake Shelton Austin' and 'Lonestar I'm Already There'.

Table with columns TW, LW, and song titles for KEYE Minneapolis station. Includes songs like 'Martina McBride When God-Fearin' Women' and 'Toby Keith I Wanna Talk About Me'.

KILT Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5100

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

KMPS Seattle OM/MD: Becky Brenner MD: Tony Thomas Infinity 206-805-0941

KYGO Denver PD: Joel Burke MD: Tad Svendsen Jefferson Pilot 303-321-0950

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

WPOC Baltimore PD: Scott Lindy APD/MD: Michael J. Fox Clear Channel 410-366-3693

Table with columns TW, LW, and song titles for KILT station. Includes songs like 'Toby Keith I'm Just Talkin' About Long' and 'Tim McGraw Angry All The Time'.

Table with columns TW, LW, and song titles for KNIX Phoenix station. Includes songs like 'Tim McGraw Angry All The Time' and 'Brooks & Dunn Only In America'.

Table with columns TW, LW, and song titles for KMPS Seattle station. Includes songs like 'Alan Jackson Where I Come From' and 'Brooks & Dunn Only In America'.

Table with columns TW, LW, and song titles for KYGO Denver station. Includes songs like 'Brooks & Dunn Only In America' and 'Jamie O'Neal When I Think About Angels'.

Table with columns TW, LW, and song titles for WKLB Boston station. Includes songs like 'Brooks & Dunn Only In America' and 'Alan Jackson Where I Come From'.

Table with columns TW, LW, and song titles for WPOC Baltimore station. Includes songs like 'Irish Yearwood I Would've Loved You An' and 'Alan Jackson Where I Come From'.

KMLE Phoenix PD: Jeff Garrison APD/MD: Chris Loss Infinity 602-258-8181

WIVK Knoxville OM: Mike Hammond MD: Colleen Addair Citadel 865-588-6511

WIL St. Louis PD: Russ Schell MD: Dan Montana Sinclair 314-781-9600

WYAY Atlanta OM: Dene Hallam PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106

WDSY Pittsburgh OM/MD: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400

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

Table with columns TW, LW, and song titles for KMLE Phoenix station. Includes songs like 'Brooks & Dunn Only In America' and 'Steve Holy Good Morning Beautiful'.

Table with columns TW, LW, and song titles for WIVK Knoxville station. Includes songs like 'Tim McGraw Angry All The Time' and 'George Jones & Garth Brooks Beer Run'.

Table with columns TW, LW, and song titles for WIL St. Louis station. Includes songs like 'Tammy Cochran Angels In Waiting' and 'Brooks & Dunn Only In America'.

Table with columns TW, LW, and song titles for WYAY Atlanta station. Includes songs like 'Alan Jackson Where I Come From' and 'Toby Keith I'm Just Talkin' About Long'.

Table with columns TW, LW, and song titles for WDSY Pittsburgh station. Includes songs like 'Brooks & Dunn Only In America' and 'Blake Shelton Austin'.

Table with columns TW, LW, and song titles for WTQR Greensboro station. Includes songs like 'Alan Jackson Where I Come From' and 'Brooks & Dunn Only In America'.

Station	OM/MD	APD/MD	Clear Channel	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	FI	
WGAR Cleveland 99.5	Meg Stevens Chuck Collier		216-520-2600	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2

Station	OM/MD	APD/MD	Clear Channel	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	FI	
WQYK Tampa 92.5	Eric Logan Beecher Roberts		520-582-7840	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2

Station	OM/MD	APD/MD	Clear Channel	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	FI	
WSSS Greenville 100FM	Bruce Logan Kix Layton		864-242-1005	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2

Station	OM/MD	APD/MD	Clear Channel	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	FI	
WZZK Birmingham 92.3	Rick Shockley Scott Stewart		205-916-1100	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	2	2

# COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING OCTOBER 7, 2001



**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 3086/143 *I'm Tryin' (Capitol)*

**Total Stations: 150** **Chart Move: 14-14**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	47	43	41	1	Albany	18	18	20	170
L.A.	43	43	41	1	Tucson	27	19	18	167
Chicago	21	20	15	1	Tulsa	14	16	7	13
San Fran.	25	25	24	1	McAllen	24	24	20	108
Phila.	20	20	13	1	Scranton	28	29	27	403
Dallas	22	22	24	1	Fresno	23	21	14	144
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	19 20 19 19 20 19 20 19 19	19 20 19 19 20 19 20 19 19	19 20 19 19 20 19 20 19 19	1 1 1 1 1 1 1 1 1	Albany El Paso Ft. Myers Ft. Myers Albuquerque Omaha Monterey Monterey Syracuse	18 16 16 16 18 18 24 24 15	18 16 16 16 18 18 24 24 15	18 16 16 16 18 18 24 24 15	1 1 1 1 1 1 1 1 1

## GARY ALLAN 2024/129 *Man Of Me (MCA Nashville)*

**Total Stations: 144** **Chart Move: 25-24**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	27	20	24	439	Albany	17	17	16	136
L.A.	19	11	1	1	Tucson	17	16	8	82
Chicago	15	14	10	4	Tulsa	11	1	1	10
San Fran.	26	25	21	113	McAllen	17	17	15	176
Phila.	16	12	19	1	Scranton	22	21	20	152
Dallas	16	12	19	1	Fresno	16	10	10	152
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	16 16 16 16 16 16 16 16 16	16 16 16 16 16 16 16 16 16	16 16 16 16 16 16 16 16 16	1 1 1 1 1 1 1 1 1	Fresno Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	4 2 2 2 2 2 2 2 2	4 2 2 2 2 2 2 2 2	4 2 2 2 2 2 2 2 2	1 1 1 1 1 1 1 1 1

## DAVID BALL 2222/535 *Riding With Private Malone (Dualtone)*

**Total Stations: 139** **Chart Move: 28-21**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	16	16	6	48	Albany	26	23	20	52
L.A.	17	13	13	6	Tucson	13	4	1	19
Chicago	17	13	6	24	Tulsa	11	4	1	15
San Fran.	17	13	6	24	McAllen	11	1	1	15
Phila.	17	13	6	24	Scranton	11	1	1	15
Dallas	17	13	6	24	Fresno	11	1	1	15
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	17 17 17 17 17 17 17 17 17	17 17 17 17 17 17 17 17 17	17 17 17 17 17 17 17 17 17	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1	1 1 1 1 1 1 1 1 1

## BROOKS & DUNN 5394/181 *Only In America (Arista Nashville)*

**Total Stations: 150** **Chart Move: 2-2**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	30	29	41	456	Albany	29	29	25	398
L.A.	22	24	13	152	Tucson	36	35	37	514
Chicago	31	31	31	354	Tulsa	16	15	12	219
San Fran.	34	32	24	390	McAllen	35	33	31	426
Phila.	31	31	31	354	Scranton	35	33	31	426
Dallas	31	31	31	354	Fresno	35	33	31	426
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	31 31 31 31 31 31 31 31 31	31 31 31 31 31 31 31 31 31	31 31 31 31 31 31 31 31 31	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	31 31 31 31 31 31 31 31 31	31 31 31 31 31 31 31 31 31	31 31 31 31 31 31 31 31 31	1 1 1 1 1 1 1 1 1

## JEFF CARSON 2748/52 *Real Life (I Never Was The Same Again) (Curb)*

**Total Stations: 148** **Chart Move: 17-17**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	17	7	31	1	Albany	17	19	18	260
L.A.	16	13	6	48	Tucson	17	16	18	181
Chicago	7	5	7	4	Tulsa	10	13	11	23
San Fran.	12	6	7	4	McAllen	10	13	11	23
Phila.	12	6	7	4	Scranton	10	13	11	23
Dallas	12	6	7	4	Fresno	10	13	11	23
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	12 12 12 12 12 12 12 12 12	12 12 12 12 12 12 12 12 12	12 12 12 12 12 12 12 12 12	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	12 12 12 12 12 12 12 12 12	12 12 12 12 12 12 12 12 12	12 12 12 12 12 12 12 12 12	1 1 1 1 1 1 1 1 1

## KENNY CHESNEY 2443/90 *The Tin Man (BNA)*

**Total Stations: 149** **Chart Move: 21-19**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	7	7	7	1	Albany	17	15	10	110
L.A.	19	17	23	182	Tucson	17	15	10	110
Chicago	16	7	1	1	Tulsa	14	12	7	100
San Fran.	23	23	21	112	McAllen	15	13	8	127
Phila.	21	20	17	111	Scranton	6	5	3	27
Dallas	21	20	17	111	Fresno	21	18	9	69
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	1 1 1 1 1 1 1 1 1

## TAMMY COCHRAN 3784/169 *Angels In Waiting (Epic)*

**Total Stations: 149** **Chart Move: 10-9**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	49	38	39	716	Albany	25	28	20	119
L.A.	18	19	12	122	Tucson	38	35	37	414
Chicago	19	19	11	11	Tulsa	33	32	31	392
San Fran.	20	21	11	11	McAllen	24	24	21	360
Phila.	20	21	11	11	Scranton	24	24	21	360
Dallas	20	21	11	11	Fresno	24	24	21	360
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	1 1 1 1 1 1 1 1 1

## ALAN JACKSON 5517/-20 *Where I Come From (Arista Nashville)*

**Total Stations: 150** **Chart Move: 1-1**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	34	31	30	288	Albany	28	28	29	367
L.A.	34	31	30	288	Tucson	36	39	39	336
Chicago	34	31	30	288	Tulsa	34	33	31	362
San Fran.	34	31	30	288	McAllen	34	33	31	362
Phila.	34	31	30	288	Scranton	34	33	31	362
Dallas	34	31	30	288	Fresno	34	33	31	362
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	34 34 34 34 34 34 34 34 34	34 34 34 34 34 34 34 34 34	34 34 34 34 34 34 34 34 34	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	34 34 34 34 34 34 34 34 34	34 34 34 34 34 34 34 34 34	34 34 34 34 34 34 34 34 34	1 1 1 1 1 1 1 1 1

## CAROLYN DAWN JOHNSON 4203/72 *Complicated (Arista Nashville)*

**Total Stations: 148** **Chart Move: 6-6**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	38	45	41	565	Albany	30	25	31	428
L.A.	32	26	16	462	Tucson	24	25	24	242
Chicago	20	27	33	419	Tulsa	16	15	16	120
San Fran.	20	27	33	419	McAllen	16	15	16	120
Phila.	20	27	33	419	Scranton	16	15	16	120
Dallas	20	27	33	419	Fresno	16	15	16	120
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	20 20 20 20 20 20 20 20 20	1 1 1 1 1 1 1 1 1

## TOBY KEITH 3198/297 *I Wanna Talk About Me (DreamWorks)*

**Total Stations: 148** **Chart Move: 15-13**

	TW	LW	ZW	ID		TW	LW	ZW	ID
New York	29	28	14	112	Albany	29	24	20	117
L.A.	18	20	22	85	Tucson	29	28	22	102
Chicago	21	20	17	113	Tulsa	21	21	15	5
San Fran.	21	20	17	113	McAllen	21	21	15	5
Phila.	21	20	17	113	Scranton	21	21	15	5
Dallas	21	20	17	113	Fresno	21	21	15	5
Detroit Boston Wash. DC Houston Atlanta Miami Seattle San Diego Phoenix	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	1 1 1 1 1 1 1 1 1	Allentown Allentown Allentown Akron Knoxville El Paso Ft. Myers Ft. Myers Albuquerque	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	21 21 21 21 21 21 21 21 21	1 1 1 1 1 1 1 1 1

# COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING OCTOBER 7, 2001

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.

LONESTAR 2925/112										MARTINA MCBRIDE 3603/43										TIM MCGRAW 5101/119										BRAD PAISLEY 2336/88										REBA 3780/289																				
With Me (BNA)										When God-Fearin' Women Get The Blues (RCA)										Angry All The Time (Curb)										Wrapped Around (Arista Nashville)										I'm A Survivor (MCA Nashville)																				
Total Stations: 148										Total Stations: 150										Total Stations: 150										Total Stations: 146										Total Stations: 150																				
Chart Move: 16-16										Chart Move: 11-11										Chart Move: 3-3										Chart Move: 23-20										Chart Move: 13-10																				
TW LW ZW ID										TW LW ZW ID										TW LW ZW ID										TW LW ZW ID										TW LW ZW ID																				
CMT	-	-	-	-	-	-	-	-	-	CMT	39	27	23	46	1	1	1	1	1	1	CMT	-	-	-	-	-	-	-	-	-	CMT	28	22	18	118	1	1	1	1	1	CMT	28	22	18	118	1	1	1	1	1	CMT	-	-	-	-	-	-	-	-	-

GEORGE STRAIT 2106/876										AARON TIPPIN 2167/620										TRICK PONY 4174/107										TRAVIS TRITT 3955/129										MARK WILLS 2508/153									
Run (MCA Nashville)										Where The Stars And Stripes And The Eagle Fly (Lyric Street)										On A Night Like This (Warner Bros./WRN)										Love Of A Woman (Columbia)										Loving Every Minute (Mercury)									
Total Stations: 134										Total Stations: 148										Total Stations: 149										Total Stations: 150										Total Stations: 149									
Chart Move: 36-23										Chart Move: 29-22										Chart Move: 7-7										Chart Move: 9-8										Chart Move: 20-18									
TW LW ZW ID										TW LW ZW ID										TW LW ZW ID										TW LW ZW ID										TW LW ZW ID									
CMT	-	-	-	-	-	-	-	-	-	CMT	1	2	-	-	-	-	-	-	-	CMT	29	19	3	377	1	1	1	1	1	CMT	10	17	18	123	1	1	1	1	1	CMT	30	16	12	272	1	1	1	1	1

**IMPACT!****AIRPLAY**  
**Monitor**

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

**AIRPOWER**NO RECORDS QUALIFIED  
FOR AIRPOWER THIS WEEK**2599 - 1000 DETECTIONS**

Total Detections/Gain

**MARK WILLS 2508/153****Loving Every Minute (Mercury)**

Total Stations: 149/Chart Move: 20-18  
 Heavy (35+ detections): 8 KBEO, KKAT, KYCY, WKCC, WKKT, WMZQ, WUSY, WYRK  
 Medium (25-34): 24 KAJA, KBQI, KGMY, KHEY, KHKI, KKCS, KNIX, KUBL, KYGO, WGGY, WGH, WIRK, WKN, WKSF, WKYQ, WMIL, WQBE, WRNS, WSLC, WSM, WSTH, WXBO, WYCD, WYNY  
 Light (Under 25): 117  
 1st Impressions: 3 WCMS, WRBT, WYAY

**KENNY CHESNEY 2443/90****The Tin Man (BNA)**

Total Stations: 149/Chart Move: 21-19  
 Heavy (35+): 2 WKHX, WUSY  
 Medium (25-34): 20 KAJA, KBEO, KHKI, KSCS, KSSN, KTTS, KYGO, WCMS, WESC, WIVK, WKLB, WMUS, WNOE, WPOC, WRBT, WROO, WSCA, WSLC, WSM, WSSL  
 Light (Under 25): 127  
 1st Impressions: 3 WGGY, WQMX, WUBE

**BRAD PAISLEY 2336/88****Wrapped Around (Arista Nashville)**

Total Stations: 146/Chart Move: 23-20  
 Heavy (35+): 3 KCY, KRTY, KTST  
 Medium (25-34): 20 KEEY, KHAY, KKCS, KSCS, KSON, KTTS, KUPL, KUZ, KXXY, KYCY, WAMZ, WCMS, WCTK, WIRK, WKN, WKIS, WSIX, WSLC, WXBO, WYRK  
 Light (Under 25): 123  
 1st Impressions: 1 KNIX

**DAVID BALL 2222/535****Riding With Private Malone (Dualtone)**

Total Stations: 139/Chart Move: 28-21  
 Heavy (35+): 9 KRTY, KTST, KUPL, KWJJ, KXXY, WKYQ, WPOC, WQBE, WXBO  
 Medium (25-34): 20 KBEO, KEEY, KFKF, KGMY, KMLE, KSCS, KXKC, KXKT, WCTO, WEZL, WFRG, WJCL, WKHK, WKHX, WKLB, WRNS, WSIX, WYCD, WYRK, WZZK  
 Light (Under 25): 110  
 1st Impressions: 32 KCY, KHAY, KHEY, KHKI, KIIM, KILT, KJY, KKCS, KMXM, KRMD, KTEX, WAMZ, WCMS, WGAR, WGGY, WGH, WHOK, WIL, WIRK, WKHK, WKSF, WMIL, WNCY, WNK, WNOE, WOGK, WQX, WRBO, WSCA, WUSN, WVLK, WZZK

**AARON TIPPIN 2167/620****Where The Stars And Stripes And The Eagle Fly (Lyric Street)**

Total Stations: 148/Chart Move: 29-22  
 Heavy (35+): 4 KDRK, KSKS, WKHX, WKIS  
 Medium (25-34): 22 KASE, KGMY, KMLE, KMPS, KSOP, KUPL, KUZ, KXKC, WAMZ, WCTO, WDAF, WGAR, WIRK, WKKO, WQIK, WQMX, WRNS, WSLC, WTGE, WTQR, WWGR, WYGY  
 Light (Under 25): 122  
 1st Impressions: 25 KEEY, KHEY, KRST, KTEX, KTTS, KXKT, WCMS, WCOL, WCOS, WDXB, WFLS, WJCL, WQBE, WHOK, WJCL, WKYQ, WMIL, WNCY, WRKZ, WSLC, WSTH, WXBM, WYNY, WZZK

**GEORGE STRAIT 2106/876****Run (MCA Nashville)**

Total Stations: 134/Chart Move: 36-23  
 Heavy (35+): 8 KASE, KCCY, KCY, KMLE, KPLX, KSCS, WTGE, WUSY

Medium (25-34): 13 KBEO, KEEY, KIIM, KKCS, KNIX, KSOP, KUBL, KXKC, WAMZ, WBCT, WKHK, WMZQ, WRBO

Light (Under 25): 113

1st Impressions: 53 KBQI, KFKF, KGMY, KHAY, KHEY, KJY, KMDL, KMPS, KRKY, KRYS, KTEX, KTTS, KUPL, KUZ, KXKT, WBEE, WCKT, WCOL, WCOS, WDRM, WDSY, WFLS, WFRF, WGGY, WGH, WJCL, WKCO, WKHK, WKIS, WKKT, WKYQ, WMSI, WOKQ, WPOC, WPOR, WQBE, WQDR, WQIK, WRBT, WROO, WSCA, WSIX, WSTH, WTQR, WVLK, WWGR, WXBM, WXBO, WXTU, WYCD, WYRK, WYUD

**GARY ALLAN 2024/129****Man Of Me (MCA Nashville)**

Total Stations: 144/Chart Move: 25-24  
 Heavy (35+): 2 KUZ, KYCY  
 Medium (25-34): 9 KBEO, KHKI, KPLX, KXKC, WKYQ, WRNS, WSLC, WUSN, WYRK  
 Light (Under 25): 133  
 1st Impressions: 1 WKCO

**MARK MCGUINN 1682/-32****That's A Plan (VFR)**

Total Stations: 140/Chart Move: 27-25  
 Heavy (35+): 1 KDRK  
 Medium (25-34): 10 KBEO, KEEY, KKCS, KUZ, KZSN, WJCL, WKCO, WQMX, WSLC, WUSN  
 Light (Under 25): 129

**JO DEE MESSINA WITH TIM MCGRAW 1666/275****Bring On The Rain (Curb)**

Total Stations: 144/Chart Move: 33-26  
 Heavy (35+): 2 KPLX, KSCS  
 Medium (25-34): 6 KDRK, WGX, WIRK, WKN, WMZQ, WSLC  
 Light (Under 25): 136  
 1st Impressions: 8 KAJA, KHKI, KILT, KXXY, WIL, WMUS, WVLK, WYUZ

**TRACY BYRD 1579/110****Just Let Me Be In Love (RCA)**

Total Stations: 139/Chart Move: 30-27  
 Heavy (35+): 2 KWJJ, KXKC  
 Medium (25-34): 10 KHAY, KHKI, KNIX, KSKS, KUPL, KUZ, WGGY, WKSF, WQBE, WXBO  
 Light (Under 25): 127  
 1st Impressions: 4 KXXY, WCMS, WFRF, WKCO

**STEVE HOLY 1511/91****Good Morning Beautiful (Curb)**

Total Stations: 139/Chart Move: 32-28  
 Heavy (35+): 4 KMLE, KPLX, KUZ, WKHX  
 Medium (25-34): 11 KBQI, KKCS, KTST, KXKC, WAMZ, WGH, WIRK, WKCO, WNCY, WRNS, WTGE  
 Light (Under 25): 124  
 1st Impressions: 7 KHEY, KMXM, KXXY, KZLA, WKKT, WOKQ, WQDR

**GEORGE JONES WITH GARTH BROOKS 1464/169****Beer Run (Bandit/BNA)**

Total Stations: 118/Chart Move: 34-29  
 Heavy (35+): 4 KNCI, KPLX, WCTO, WKDF  
 Medium (25-34): 11 KCCY, KSD, KXKC, WKN, WKIS, WMZQ, WRBO, WSIX, WWGR, WYNY, WYUD  
 Light (Under 25): 103  
 1st Impressions: 19 KHAY, KMDL, KRMD, KRTY, KSOP, KTOM, KXXY, WCTK, WESC, WFRF, WGAR, WGX, WKKT, WKYQ, WNOE, WRBO, WSLC, WTQR, WUSY

**CLAY WALKER 1274/-16****If You Ever Feel Like Lovin' Me Again (Warner Bros./WRN)**

Total Stations: 135/Chart Move: 35-30  
 Heavy (35+): 1 KPLX  
 Medium (25-34): 9 KAJA, KBEO, KFRG, KUPL, KXKC, WIVK, WKYQ, WQBE, WXBO  
 Light (Under 25): 125  
 1st Impressions: 4 KKAT, KMLE, WCMS, WYUD

**JOE DIFFIE 1071/6****In Another World (Monument)**

Total Stations: 120/Chart Move: 37-32  
 Heavy (35+): 1 WBEE  
 Medium (25-34): 6 KBEO, KSKS, WIRK, WKN, WQMX, WXBO  
 Light (Under 25): 113  
 1st Impressions: 2 WCOS, WROO

**999 - 500 DETECTIONS**

Total Detections/Gain

**JAMIE O'NEAL 978/42****Shiver (Mercury)**

Total Stations: 123/Chart Move: 38-33  
 Heavy (35+): 0  
 Medium (25-34): 1 WGGY  
 Light (Under 25): 122  
 1st Impressions: 7 KJY, KRYS, KUPL, WCTK, WJCL, WKSJ, WSOC

**MONTGOMERY GENTRY 974/73****Cold One Comin' On (Columbia)**

Total Stations: 118/Chart Move: 39-34  
 Heavy (35+): 0  
 Medium (25-34): 1 WRNS  
 Light (Under 25): 117  
 1st Impressions: 5 KDRK, KZSN, WFRY, WIVK, WYRK

**SARA EVANS 894/134****Saints & Angels (RCA)**

Total Stations: 114/Chart Move: 40-35  
 Heavy (35+): 0  
 Medium (25-34): 1 KBEO  
 Light (Under 25): 113  
 1st Impressions: 5 KAJA, KHEY, WJNE, WRNS, WXTU

**FAITH HILL 730/-3****There Will Come A Day (Warner Bros./WRN)**

Total Stations: 115/Chart Move: 41-36  
 Heavy (35+): 0  
 Medium (25-34): 2 KZLA, WKYQ  
 Light (Under 25): 113  
 1st Impressions: 2 KATM, WSTH

**CLINT BLACK WITH LISA HARTMAN BLACK 605/41****Easy For Me To Say (RCA)**

Total Stations: 68/Chart Move: 42-37  
 Heavy (35+): 1 KPLX  
 Medium (25-34): 1 KCCY  
 Light (Under 25): 66  
 1st Impressions: 12 KBQI, KDRK, KHKI, KJY, KUZ, WBEE, WCTK, WFRY, WQDR, WRNS, WSSL, WVLK

**PAT GREEN 547/89****Carry On (Republic/Universal)**

Total Stations: 99/Chart Move: 46-38  
 Heavy (35+): 0  
 Medium (25-34): 2 KTST, WGGY  
 Light (Under 25): 97  
 1st Impressions: 3 KFRG, KJY, KSSN

**TRACY LAWRENCE 521/2****Life Don't Have To Be So Hard (Atlantic/WRN)**

Total Stations: 57/Chart Move: 43-39  
 Heavy (35+): 1 KPLX  
 Medium (25-34): 1 KCCY  
 Light (Under 25): 55  
 1st Impressions: 4 KBQI, KHKI, KZSN, WDAF

**499 - 40 DETECTIONS**

Total Detections/Gain

**CHRIS CAGLE 457/90****I Breathe In, I Breathe Out (Capitol)**

Total Stations: 49/Chart Move: 53-40  
 Heavy (35+): 1 WTGE  
 Medium (25-34): 0  
 Light (Under 25): 48  
 1st Impressions: 6 KHKI, KKCS, WFRY, WKKT, WSTH, WUSY

**BRIAN MCCOMAS 438/40****Night Disappear With You (Lyric Street)**

Total Stations: 57/Chart Move: 50-42  
 Heavy (35+): 0

Medium (25-34): 1 WGGY

Light (Under 25): 56

1st Impressions: 1 KFRG

**SHANNON BROWN 419/16****Baby I Lied (BNA)**

Total Stations: 51/Chart Move: 49-43  
 Heavy (35+): 1 WTGE  
 Medium (25-34): 1 WIVK  
 Light (Under 25): 49  
 1st Impressions: 4 KAJA, KZLA, WDAF, WQMX

**CONFEDERATE RAILROAD 415/29****That's What Brothers Do (Audium)**

Total Stations: 54/Chart Move: 52-44  
 Heavy (35+): 1 WKYQ  
 Medium (25-34): 3 KRTY, WQBE, WXBO  
 Light (Under 25): 50  
 1st Impressions: 3 KCCY, KSKS, WCTK

**RASCAL FLATTS 402/131****I'm Movin' On (Lyric Street)**

Total Stations: 74/Chart Move: 57-45  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 74  
 1st Impressions: 8 KUZ, KWNR, WGNA, WHOK, WMSI, WNOE, WRKZ, WSOC

**DIXIE CHICKS 363/38****Some Days You Gotta Dance (Monument)**

Total Stations: 42/Chart Move: 55-46  
 Heavy (35+): 1 WSIX  
 Medium (25-34): 1 KCCY  
 Light (Under 25): 40  
 1st Impressions: 3 KUBL, WFRY, WSSL

**STEVE AZAR 286/75****I Don't Have To Be Me (Til Monday) (Mercury)**

Total Stations: 45/Chart Move: Re-Entry 49  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 45  
 1st Impressions: 8 KATM, KEEY, KFKF, KIIM, WKLB, WNCY, WRKZ, WSOC

**DARRYL WORLEY 267/68****Sideways (DreamWorks)**

Total Stations: 43/Chart Move: Debut 50  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 43  
 1st Impressions: 4 KBEO, KSKS, WFRY, WUBE

**BLAKE SHELTON 171/115****All Over Me (Warner Bros./WRN)**

Total Stations: 63/Chart Move: Debut 54  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 63  
 1st Impressions: 6 KAJA, KXKC, WCKT, WSM, WSTH, WWGR

**WILD HORSES 161/65****I Will Survive (Epic)**

Total Stations: 31/Chart Move: Debut 55  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 31  
 1st Impressions: 9 KDRK, KSOP, KXKT, WCOL, WFMS, WOKQ, WRKZ, WUBE, WXTU

**DIAMOND RIO 157/112****That's Just That (Arista Nashville)**

Total Stations: 52/Chart Move: Debut 56  
 Heavy (35+): 0  
 Medium (25-34): 1 WSIX  
 Light (Under 25): 51  
 1st Impressions: 2 KIIM, WSM

**THE CLARK FAMILY EXPERIENCE 139/91****To Quote Shakespeare (Curb)**

Total Stations: 48/Chart Move: Debut 60  
 Heavy (35+): 0

Medium (25-34): 1 KEEY

Light (Under 25): 47

1st Impressions: 1 KFRG

**★ KEVIN SHARP 94/87****Beautiful People (Radio)**

Total Stations: 44  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 44

**BROOKS & DUNN 71/-1****The Long Goodbye (Arista Nashville)**

Total Stations: 16  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 16

**★ LEANN RIMES 66/6****The National Anthem (Curb)**

Total Stations: 24  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 24  
 1st Impressions: 4 KTOM, KUPL, WCTO, WIRK

**★ PATTY LOVELESS 57/31****The Boys Are Back In Town (Epic)**

Total Stations: 36  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 36

**★ K.T. OSLIN 53/32****Drivin', Cryin' Missin' You (BNA)**

Total Stations: 49  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 49

**★ CYNDI THOMSON 51/43****I Always Liked That Best (Capitol)**

Total Stations: 28  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 28  
 1st Impressions: 2 KPLX, WTGE

**★ CHARLIE ROBISON 43/36****Right Man For The Job (Lucky Dog/Columbia)**

Total Stations: 38  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 38

**★ DAISY DERN 43/43****Gettin' Back To You (Mercury)**

Total Stations: 31  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 31

**★ MARTINA MCBRIDE 43/10****Blessed (RCA)**

Total Stations: 6  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 6  
 1st Impressions: 1 KEEY

**★ ROBERT EARL KEEN 40/31****Walkin' Cane (Lost Highway/Mercury)**

Total Stations: 10  
 Heavy (35+): 0  
 Medium (25-34): 0  
 Light (Under 25): 10  
 1st Impressions: 1 KRMD

**★ ALAN JACKSON 40/13****It's Alright To Be A Redneck (Arista Nashville)**

Total Stations: 5  
 Heavy (35+): 0  
 Medium (25-34): 1 WCTO  
 Light (Under 25): 4



# AT-A-GLANCE



## AIRPLAY Monitor COUNTRY REGIONAL AIRPLAY FOR WEEK ENDING OCTOBER 7, 2001

NORTHEAST		TW	LW	MID-ATLANTIC		TW	LW	SOUTHEAST		TW	LW	SOUTHWEST		TW	LW	MIDWEST		TW	LW	WEST		TW	LW				
1	Brooks & Dunn, Only In America	600	616	16	David Ball, Riding With Private Malone	317	284	1	Alan Jackson, Where I Come From	1630	1620	16	Toby Keith, I Wanna Talk About Me	804	742	1	Alan Jackson, Where I Come From	1630	1620	16	Trace Adkins, I'm Tryin'	349	353	1	Alan Jackson, Where I Come From	1630	1620

## COUNTRY AUDIENCE

THIS WEEK	LAST WEEK	WKS. ON CHART	Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 150 country stations are electronically monitored 24 hours a day, 7 days a week. © 2001 Billboard/BPI Communications.			AUDIENCE (millions)		
			TITLE/IMPRINT/PROMOTION LABEL	ARTIST	TW	LW		
1	1	16	★★★ No. 1 ★★★ ONLY IN AMERICA	ARISTA NASHVILLE	2 weeks at No. 1	BROOKS & DUNN	42.123	40.644
2	2	13	WHERE I COME FROM	ARISTA NASHVILLE		ALAN JACKSON	40.809	40.309
3	3	12	ANGRY ALL THE TIME	CURB		TIM MCGRAW	39.456	37.710

## amusement BUSINESS BOXSCORE CONCERT GROSS

TOP 5 OVERALL			TOP 5 COUNTRY		
#1	Artist: BROOKS & DUNN, TOBY KEITH Venue: New York State Fair, Syracuse, N.Y. Date(s): Sept. 1 Gross: \$438,916 Att. 15,086 Capacity: 17,000	#1	Artist: BROOKS & DUNN, TOBY KEITH Venue: New York State Fair, Syracuse, N.Y. Date(s): Sept. 1 Gross: \$438,916 Att. 15,086 Capacity: 17,000		
#2	Artist: BLINK-182, NEW FOUND GLORY Venue: Great Allentown Fair, Allentown, Pa. Date(s): Sept. 1 Gross: \$369,888 Att. 11,943 Capacity: 14,500	#2	Artist: TIM MCGRAW, WARREN BROTHERS Venue: New York State Fair, Syracuse, N.Y. Date(s): Aug. 27 Gross: \$337,508 Att. 9,123 Capacity: 17,000		
#3	Artist: BLINK-182, SUM 41, NEW FOUND GLORY Venue: Sacramento Valley Amphitheatre, Sacramento, Calif. Date(s): Sept. 8 Gross: \$368,044 Att. 15,274 Capacity: 18,500	#3	Artist: BROOKS & DUNN, TOBY KEITH Venue: Great Allentown Fair, Allentown, Pa. Date(s): Aug. 31 Gross: \$317,868 Att. 10,440 Capacity: 17,000		
#4	Artist: VICENTE FERNANDEZ & ALEJANDRO FERNANDEZ Venue: Freeman Coliseum, San Antonio Date(s): Sept. 8 Gross: \$357,780 Att. 6,475 Capacity: 7,500	#4	Artist: BROOKS & DUNN, BRAD PAISLEY, BILLY GILMAN Venue: Riverside Centreplex, Baton Rouge, La. Date(s): Sept. 22 Gross: \$268,184 Att. 4,860 Capacity: 6,484		
#5	Artist: SAMMY HAGAR, FINKE MACHINE Venue: Riverport Amphitheatre, St. Louis Date(s): Sept. 8 Gross: \$352,317 Att. 14,638 Capacity: 21,000	#5	Artist: KENNY CHESNEY, LEE ANN WOMACK Venue: Great Allentown Fair, Allentown, Pa. Date(s): Aug. 30 Gross: \$153,837 Att. 5,765 Capacity: 14,500		

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-entrants and are removed from this chart in conjunction with the Country Airplay chart.

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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

OCTOBER 5, 2001

Promoganda: More Ways  
To Help America p. 4

Profile: WCMS/WGH-FM  
Norfolk's Randy Brooks p. 6



VOLUME 9 • NO. 40

\$6.95

## NO. 1 THIS WEEK:

### ALAN JACKSON

Where I Come From (ARISTA NASHVILLE)

### GREATEST GAINER

GEORGE JONES WITH GARTH BROOKS  
Beer Run (BANDIT/BNA)

### 1st IMPRESSION

GEORGE JONES WITH GARTH BROOKS  
Beer Run (BANDIT/BNA)

### AUDIENCE

BROOKS & DUNN  
Only In America (ARISTA NASHVILLE)

## PDs Split On Influence Of Dixie Chicks Suit

■ by Angela King

The ongoing litigation between Dixie Chicks and their label, Sony Music Entertainment, is raising concerns among programmers about when the Chicks will be able—and more importantly, willing—to make a new album and how the delay of new product from the act will affect the format as a whole.

In an exclusive *Country Airplay Monitor* poll, conducted before the Sept. 11 terrorist attacks, PDs were split on the squabble. Although the majority sided with the label, most respondents regretted that the dispute would delay new product from Dixie Chicks.

On July 13, the group's attorneys served Sony with a notice that the band's recording contract was terminated. Sony responded July 17 with its own suit, stating that Dixie Chicks are contracted for five more Sony albums (*Country Airplay Monitor*, July 27). The group then filed a countersuit Aug. 27, claiming that Sony withheld \$4.1 million in royalties and that at least \$1.4 million is still unpaid (*Country Airplay Monitor*, Sept. 7).

While some programmers are watching the legal wrangling closely, almost all say it's a non-issue for listeners at this point and that the dispute won't influence whether they play Chicks' music. At the same time, the majority of PDs say they side with Sony over the issue.

"If you sign a contract, you should honor it. If the Chicks can prove that Sony did not follow the letter and spirit of the contract, that's a different story," says one PD, who asked to remain anonymous. "[But] I think the Chicks are in the wrong."

Another anonymous PD, who also sides with  
*Continued on page 8*



KENNEDY

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# CYNDI THOMSON

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Billboard - 3 weeks at #1 - this has not been achieved by a debut female artist since 1994

R&R - The most played song for the past 3 weeks - a feat never before accomplished in the history of the Country chart by a debut female artist

I am speechless for possibly the first time in my life (as these of you I've met will probably attest.)

I just want to thank you with all of my heart for making my dreams come true! ♡

Love, ♡  
Cyndi



I ALWAYS LIKED THAT BEST  
the second single  
from *My World*,  
On Your Desk Now!



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## Night Of Remembrance



WOKQ/WPKQ Portsmouth, N.H., raised more than \$18,000 for disaster relief in one hour during a public rally.

## RADIOACTIVE

BY PHYLLIS STARK  
& ANGELA KING

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



### CC Completes VP Appointments

In what is expected to be the last round of VP appointments within Clear Channel, Washington, D.C., executive VP Bennett Zier will add regional VP duties for Baltimore, Frederick, and Salisbury, Md., as well as Winchester, Va.

Virginia, Maryland, and Delaware executive VP Jay Sterin takes over as VP/market manager for Clear Channel/Richmond, Va., and adds regional responsibilities for Virginia markets Norfolk, Harrisonburg, Staunton, Charlottesville, and Roanoke.

Meanwhile, Clear Channel senior VP J.D. Freeman has given up his GM duties at KNIX Phoenix and five of its sister stations to concentrate on his duties as VP of the Southwest region, which includes Phoenix. He will retain his market manager duties for now. Director of sales Susan Karis-Madigan takes over as GM of the five FM stations, including KNIX. Joe Conway, who manages several other Clear Channel stations in the market, adds those duties for KOY and Clear Channel's Total Traffic Network.

Finally, WKKT (Kat Country) Charlotte, N.C., GM Reta Thorn exits. The company has moved West Palm Beach, Fla., market manager Skip Schmidt to Charlotte as the cluster's new VP/market manager.

WKL Boston promotions coordinator Josh Easler has been upped to the newly created position of account executive of music and entertainment marketing at the station. His job will entail creating partnerships with record labels and retailers designed to increase country record sales in Boston, including price and positioning programs. He will work with WKL PD Mike Brophay and APD/MD Ginny Rogers to create these programs.

#### PROGRAMMING: JORDAN EXITS AGAIN

Clear Channel/Syracuse, N.Y., market programmer Rich Lauber assumes day to day PD duties for WBBS, following Rick Jordan's departure for WPOR Portland, Maine, which he left after less than a week. Sister adult top 40 WMGX PD Ethan Minton takes on interim duties at WPOR.

WFYR Peoria, Ill., PD B.J. Stone exits. OM Ric Morgan assumes those duties.

J.J. Davis, PD of top 40 WAZY Lafayette, Ind., adds those duties for country sister

WLFF (the Wolf).

KTCO Duluth, Minn., PD David Drew adds MD responsibilities, as MD Tom Roubik focuses on station imaging and production.

Heritage country outlet CKRM Regina, Saskatchewan, is moving frequencies from 980 AM to the 620 frequency currently occupied by oldies sister CKCK, which will go away. The 980 frequency is going to rival owner Rawlco, which is expected to move its N/T CJME there.

#### PEOPLE: LOCKWOOD ADDS MD STRIPES

Evening jock Craig Lockwood has been elevated to MD at KWJJ Portland, Ore. He is a 15-year veteran of the station's airstaff.

KZLA Los Angeles evening host Wendi Westbrook exits. Her replacement is Brian Douglas, formerly a weekender at crosstown modern AC KYSR (Star 98.7).

WYCD (Young Country) Detroit midday host Erin Weber exits. Programming coordinator Mike Scott is taking on middays in the interim. T&Rs to PD Lisa Rodman.

Roanoke, Va., market vet Robynn Jaymes segues from mornings to middays at WSLC, where she continues as MD. Former midday host Darry Dixon goes to afternoons, and afternoon jock Brett Sharp moves to mornings, joining co-host Chuck Marsh.

WKKT (Kat Country) Charlotte, N.C., PD Kevin King adds interim midday duties while taking T&Rs for the position, following the exit of Chappel Fisher to WNKT Charleston, S.C.

KMON-FM Great Falls, Mont., MD Brian Ross exits. Afternoon host Jason Walker is upped to MD.

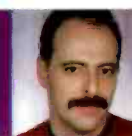
WOKK Meridian, Miss., hires crosstown classic rock WKZB's Steve O'Connor for middays. He replaces Dale Tyson, who exited.

KBTN-FM (Cat Country) Joplin, Mo., hires album rock KKGB Lake Charles, La., morning host Craig Morrison for afternoons. He replaces Frank Dawson, who exits.

The Grand Ole Opry is celebrating Opry Homecoming Month in October, with a series of guest announcers. They include NASCAR driver Darrell Waltrip (Oct. 12), *American Country Countdown* host Bob Kingsley (Oct. 13), and Nashville mayor Bill Purcell (Oct. 27).

## COUNTRY CONFIDENTIAL

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



### Country Radio's Comforting Presence

COUNTRY RADIO HAS always done an exceptional job of soothing its audience in times of crisis, and the new international conflict is no exception. In most cases, country stations have the biggest selection of patriotic and wartime music of any format, except adult standards outlets. Although most current-driven country stations today wouldn't dream of playing the format's wartime gold titles, here are a few of the artists and songs that inspired, comforted, and often challenged a weary nation.

Ernest Tubb was country's premier honky-tonk stylist in the early '40s, and his wartime classics include "Rainbow at Midnight" and "Soldier's Last Letter." Tubb's songs often dealt with issues on the homefront as well as the front lines, and he had hits with similar material in the years just after World War II ended. "Filipino Baby" and "Seaman's Blues" came in 1946 and '47, respectively. Tubb's "Blue Christmas" was the final No. 1 country song of 1949, when many U.S. soldiers remained stationed overseas. It would be a hit again at the end of 1951, when the Korean conflict was in its early stages.

Another big country hit in 1944 came from Red Foley, titled "Smoke on the Water," which topped the charts for 13 weeks and was covered the following year by Bob Wills. A couple of Wills' best-loved songs during the period were "Silver Dew on the Blue Grass Tonight" and "Stars and Stripes Over Iwo Jima." Carson Robison scored with "Hitler's Last Letter to Hirohito."

Singing cowboy star Gene Autry offered the lonely ode to homesick soldiers, "At Mail Call Today," which was also a national hit by Texan Ted Daffan. Another Texan named Floyd Tillman sang "G.I. Blues" and "Each Night at Nine."

Roy Acuff sang "Write Me Sweetheart" from the Grand Ole Opry stage, and Elton Britt wailed the heart-wrenching "There's a Star Spangled Banner Waving Somewhere."

During the Korean conflict, the love songs of Lefty Frizzell helped ease the loneliness of countless spouses and families of soldiers, particularly "Mom and Dad's Waltz" and "Bring Your Sweet Self Back to Me." In 1952, Hank Thompson's "Wild Side of Life" lamented a good girl gone bad and, more to the point, women who had entered the work force during World War II and consequently discovered the lure of the night life after a long, hard day. It was this war-induced cultural shift that gave rise to the female perspective, first voiced in Kitty Wells' answer disc, "It Wasn't God Who Made Honky Tonk Angels."

Autry appeared on the charts with "Old Soldiers Never Die," and "A Dear John Letter" was a runaway hit in 1953 by Ferlin Husky and Jean Shepard.

Moving forward to the Vietnam War, Johnny Wright's patriotic recitation sandwiched between a chorus sung by his wife Kitty Wells vaulted "Hello Vietnam" to No. 1 in the early months of 1965. Bobby Bare and Skeeter Davis revived "A Dear John Letter" later that year. Tubb teamed with Loretta Lynn on "Our Hearts Are Holding Hands," followed closely by Lynn's "Dear Uncle Sam" in 1966. Johnny Cash's topical hits included "The One on the Right Is on the Left," "What Is Truth," "Man in Black," and "Singing in Vietnam Talking Blues."

Bare's "God Bless America Again" inspired a later version by Lynn and Conway Twitty. Army staff sergeant Barry Sadler caught crossover attention in 1966 with "The Ballad of the Green Berets." Merle Haggard's "The Fightin' Side of Me" and "Okie From Muskogee" were among the biggest commercial successes in country during the period, but the songs were controversial because of their conservative, pro-establishment content. Haggard took the aforementioned "Soldier's Last Letter" to No. 3 in 1971.

Donna Fargo's "U.S. of A" reached the top 10 in 1974—the same year that Cash declared his allegiance to the "Ragged Old Flag"—and Lee Greenwood's "God Bless the USA" came 10 years after that.

The Persian Gulf war brought Cash back to the charts with "Goin' by the Book," a 1990 recording that gained momentum throughout the conflict, while Hank Williams Jr. warned Saddam Hussein with "Don't Give Us a Reason."

## ON THE ROW

### Mercury Nashville Names Martin A&R VP

Mary Martin has been named VP of A&R for Mercury Nashville. Martin, the one-time VP of A&R at RCA, had most recently been an A&R consultant at Asylum Records. She also has extensive experience in artist management, having managed Van Morrison, Leonard Cohen, Rodney Crowell, and Vince Gill at various points in their careers.

Gaylord Entertainment's VP of corporate communications Tom Adkinson exits as part of the company's ongoing restructuring. He had been with the company and its predecessor, NLT Corp., for 22 years.

Karen Staley has signed a publishing deal with

Acuff-Rose Music. Staley's hits include Tracy Byrd's "The Keeper of the Stars," Faith Hill's "Take Me as I Am" and "Let's Go to Vegas," and numerous others.

Wynonna has tapped longtime associate Kerry Hansen as her co-manager. Hansen has been VP of Wynonna Inc. since August 2000 and has worked with the artist for six years.

Mercury Records has hired Nashville-based FrontPage Publicity to coordinate public-relations efforts in conjunction with the label's in-house staff. Kevin Lane remains Mercury's senior director of media relations. FrontPage will focus on the launch of several new artists, including Steve Azar, Daisy Dern, Billy Currington, James Otto, David Nail, and Anthony Smith.

The Country Music Assn. will notify winners in its broadcast station and personality of the year categories Oct. 3, via a hotline phone call from one of the CMA's entertainer of the year nominees.

The Nashville-based Leadership Music program is seeking an executive assistant. Send résumés to executive director Tabitha Daly.

#### CRB SOLICITING NOMINATIONS

Country Radio Broadcasters is soliciting nominations for its third annual air personality awards. Submissions will be accepted through Oct. 31. Awards will be given in the large, medium, and small-market categories and

announced prior to the Country Radio Seminar, which kicks off Feb. 27 in Nashville. The awards will be presented at the CRS air-personality session. Nominated air personalities or teams must serve only one market. For more information, visit crb.org.





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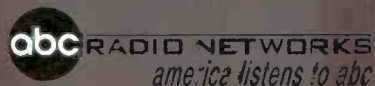
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## PDs Split On Influence Of Dixie Chicks Suit

Continued from page 1

the label, says, "Dixie Chicks should have had better legal counsel before signing."

WSM-FM Nashville PD Tim Murphy says the investment that a label makes in its acts cannot be dismissed by artists. "If [label deals] are that bad, why does anyone sign a contract? Don't they have lawyers who review these things? Is it one-sided for the label to pay to make your record, pay to market it, promote it, manufacture it, ship it, and basically bankroll the entire start-up of your career?"

"I'm not in favor of indentured servitude, but I think that door swings both ways," Murphy continues. "How many acts get all that and don't make it because the marketplace doesn't care? Many very talented people never sell a million albums, so was the label wrong to sign them and spend all that money on them?"

KBEQ (Q104) Kansas City PD Mike Kennedy admits that he doesn't understand the downside of a label deal. "Too many people work very hard to get a deal, achieve success, sell a ton of product, make some great money, and then all of a sudden they have a bad deal? It seems to me the more success you have, the bigger you get, and the more money you have made, the worse the deal is. Call me very confused."

Not every programmer agrees. "What's the big deal? This happens all the time with pro athletes," one says. "When an athlete wants to renegotiate, they're seen as getting what they're worth in a free market. There's not much difference here."

WPOC Baltimore PD Scott Lindy is ambivalent about such conflicts. "It creates a buzz and develops new and interesting talk. We like to champion the underdog, and this could be a great time to cheer on an act for fighting 'the man,' for defying corporate greed, for being tough enough to stand up to a controlling-type authority. Then again, maybe Sony is the underdog here."

WIVK Knoxville, Tenn., OM Mike Hammond thinks this dispute may be just the beginning of many legal entanglements between labels and artists—contract disputes involving TLC and Toni Braxton have already occurred on the pop side. "We will continue to see problems as record companies continue layoffs and consolidation and try to negotiate new contracts with artists."

### AUDIENCE REACTION

While PDs are watching the dispute closely, nearly all of those who *Airplay Monitor* spoke with agree with WFMS Indianapolis PD Bob Richards' characterization that the dispute is a "nonissue with our audience. They still love the Chicks, and that's about it. We've talked about it on the air, but it's not front-page stuff."

Although a hearing was held in Sacramento, Calif., recently where such artists as LeAnn Rimes and Don Henley testified about inequities in the system of label contracts (members of Dixie Chicks attended the hearing but did not testify), KMPS Seattle OM/PD Becky Brenner says, "I am not aware that the audience knows or cares. I'm sure as more national exposure is given to this, it might sink in. For the most part, our announcers do not focus on this type of information, so our audience only hears about it if it makes national TV or print. We do not dwell on the negatives."

KZLA Los Angeles OM R.J. Curtis concurs.

"The dispute is still a bit under the radar for most people."

"We haven't solicited responses, so we are not getting a big sound-off," Murphy says. "If you are a big Chicks fan, you stick up for them; if you are not, you don't. I do think listeners get tired of millionaires whining."

"How can one of our listeners who might be struggling to make their dollars stretch further in this tight economy understand these billion-dollar deals?" asks WBCT Grand Rapids, Mich., OM Doug Montgomery. But he also says, "I'm sure our listeners take the Dixie Chicks' side, [because] they can put a face on them and not on some record company executive. Many of our listeners are already pissed at the labels and the [Recording Industry Assn. of America] over the streaming issues."

### TO PLAY OR NOT TO PLAY

While decisions are still pending in court—and in the court of public opinion—PDs say the lawsuits are not affecting programming decisions.

KFKF Kansas City PD Dale Carter says, "If they make a hit record, we'll play it. Frankly, in my judgment, they are an act that gets the benefit of the doubt, which explains why we played their last single, [at least] for a while."

"I don't think [the lawsuits] will impact our willingness to play the Chicks," Brenner says. "But it does create a sense of disappointment and sadness. It is uncomfortable, like being at a party where an argument breaks out between two people you know and care about. You are exposed to dirty laundry that you would rather not hear about either [one]."

Kennedy says, "The Chicks have delivered a slew of hits for this format, and this does nothing to deter my excitement for their past music and future projects."

But WUSN (US99) Chicago PD Justin Case is keeping an eye on the situation. "[While] it shouldn't [impact my playlist], it still comes down to great songs. However, if it all gets ugly, you'll have to take into consideration the feelings of the audience."

### IS RADIO GOING DOWN WITH 'EM?

For now, the audience is still hungry for Dixie Chicks product, and PDs are concerned about how long it may be before they see something new. Kennedy says, "To be quite honest, we could use a new and fresh Chicks project. Just like a new Shania [Twain], Faith [Hill], and Garth [Brooks] would be nice. I don't know [if a delay in a new Chicks album] will hurt the format, but it certainly won't help our cause."

Murphy says that even before the lawsuits he had concerns about the delay in a new Chicks album. "When you have an album as old as [Fly], with as many copies in the marketplace, it is hard to get listeners excited about 'the new single' from an album they all own."

Case agrees. "I do worry about the girls losing some momentum with the consumer. They are riding a great big wave. [But] what would hurt the format is if they delivered a mediocre album just to fulfill a commitment."

Lindy says, "Putting out an album that you have to put out isn't gonna work for anyone, including radio. Of course we'd all love to have another album from the Chicks, but they [and Sony] know more about what the deal is than any of us, so I say let them do what they wish."



CARTER



LINDY

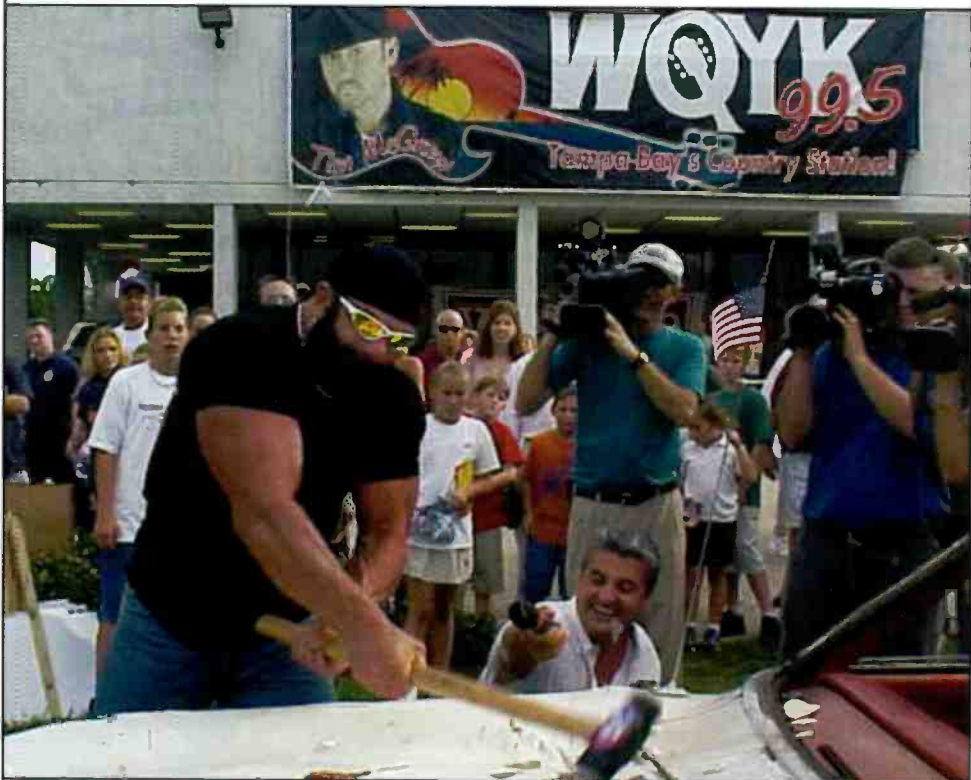
'I do think listeners get tired of millionaires whining'  
—Tim Murphy,  
WSM-FM Nashville PD

## Veteran Performer



Martina McBride visits with national guardsmen the WSIX Nashville studios after stopping by to discuss her new greatest-hits album.

## A Smashing Fund-Raiser



By taking donations for a chance to smash a car emblazoned with Osama bin Laden's picture, WQYK-FM Tampa, Fla., raised money for fallen New York City firefighters. Wrestler Randy "Macho Man" Savage demonstrates how it's done, while WQYK afternoon co-host Dave McKay holds the microphone.

Curtis doesn't think Dixie Chicks will have momentum problems with his audience. He says, "Any time a top-tier core artist takes a while between projects, it's a concern. [But] Shania's last album was released four years ago. That didn't seem to hurt her. Does it hurt the entire format? I don't know. Would radio be more excited if we knew a new Chicks album was coming? Definitely."

Richards thinks a delayed Chicks project will have minimal consequences for radio. He says not having new music from the group will have some impact "especially with those listeners they brought to the format. But I don't think there will be any long-term effects. At least not the kind of long-term effects that Sony will be feeling."

Montgomery says, "I can only play with the hand I'm dealt. It is counterproductive to worry about it. We need some rebels in this format. I'd much rather have the Chicks raising a little

hell than the 'plastic cowboys' that most labels keep sending us."

But Murphy thinks a delay in a new project could be damaging. "Whenever you have an act that is a standard bearer decide to sit out, it does hurt. The timing is bad now that they are media darlings and everyone is talking about them, [and] there is nothing for us to capitalize on. Like it or not, this is a symbiotic relationship."

Murphy contends that artists need to take on some responsibility for the business side of the industry. "If you want art with commerce and all the success that goes with that, you need to make that choice. If you want art without the messy business part, stay home, make MP3 files in the basement, sell them on your Web site, and die penniless. Then, 340 years from now, someone will recognize your genius and make you a posthumous sensation that folks will admire for years."



a new flower has grown from the roots of country music...

# DAISY DERN

“gettin’ back  
to you”

airplay date october 15th

Produced by Dave Gibson



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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 yearly following the release of the spring and fall Arbitron surveys. The number of stations shown each week varies depending upon space.

1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

VIDEO PLAYLIST TRACKING PERIOD: SEPTEMBER 21 - 28, 2001. CMT PD: Chris Parr CBS Cable 615-457-8500. Great American Country PD: Jim Murphy MD: Jennifer Page Jones Int'l Networks 303-792-3111.

KZLA Los Angeles OM: R.J. Curtis PD: Tony Campos Emmis 323-882-8000. COUNTRY 93.9 KZLA.

KPLX Dallas APD: Smokey Rivers MD: Cody Alan Susquehanna 214-526-2400. 99.5 the wolf.

WUSN Chicago PD: Justin Case MD: Tricia Biondo Infinity 312-649-0099. US-99.

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

WMJZ Washington, DC OM: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231. 98.7 WMJZ.

WYNY New York PD: Marty Mitchell APD/MD: Cadillac Jack Beasley 610-667-9000. 107.7 WYNY.

WXTU Philadelphia PD: Bob McKay APD/MD: Cadillac Jack Beasley 610-667-9000. 92.5 XTU.

WKXH Atlanta OM: Dene Hallam MD: Johnny Gray ABC/Disney 770-955-0101. KICKS.

WYCD Detroit PD: Lisa Rodman APD/MD: Ron Chatman Infinity 248-799-0600. 99.5 WYCD.

KEYE Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon Clear Channel 952-820-4200. 102.7 KEYE.

KILT Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5100. KILT.

KNIX Phoenix PD: George Xing MD: Gwen Foster Clear Channel 480-966-6236. 102.7 KNIX.

KMPS Seattle OM/MD: Becky Brenner MD: Tony Thomas Infinity 206-805-0941. 94.1 KMPS.

KYGO Denver PD: Joel Burke MD: Tad Svendsen Jefferson Pilot 303-321-0950. 98.5 KYGO.

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600. Country 99.5.

WPOC Baltimore PD: Scott Lindy APD/MD: Michael J. Fox Clear Channel 410-366-3693. WPOC.

KMLE Phoenix PD: Jeff Garrison APD/MD: Chris Loss Infinity 602-258-8181. KMLE.

WIVK Knoxville OM: Mike Hammond MD: Colleen Addair Dick Broadcasting 865-588-6511. WIVK.

WIL St. Louis PD: Russ Schell MD: Dan Montana Sinclair 314-781-9600. 92.3 WIL.

WYAY Atlanta OM: Dene Hallam PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106. EAGLE 106.7 FM.

WDSY Pittsburgh OM/MD: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400. Y106.

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



It's coming...

# GARTH BROOKS

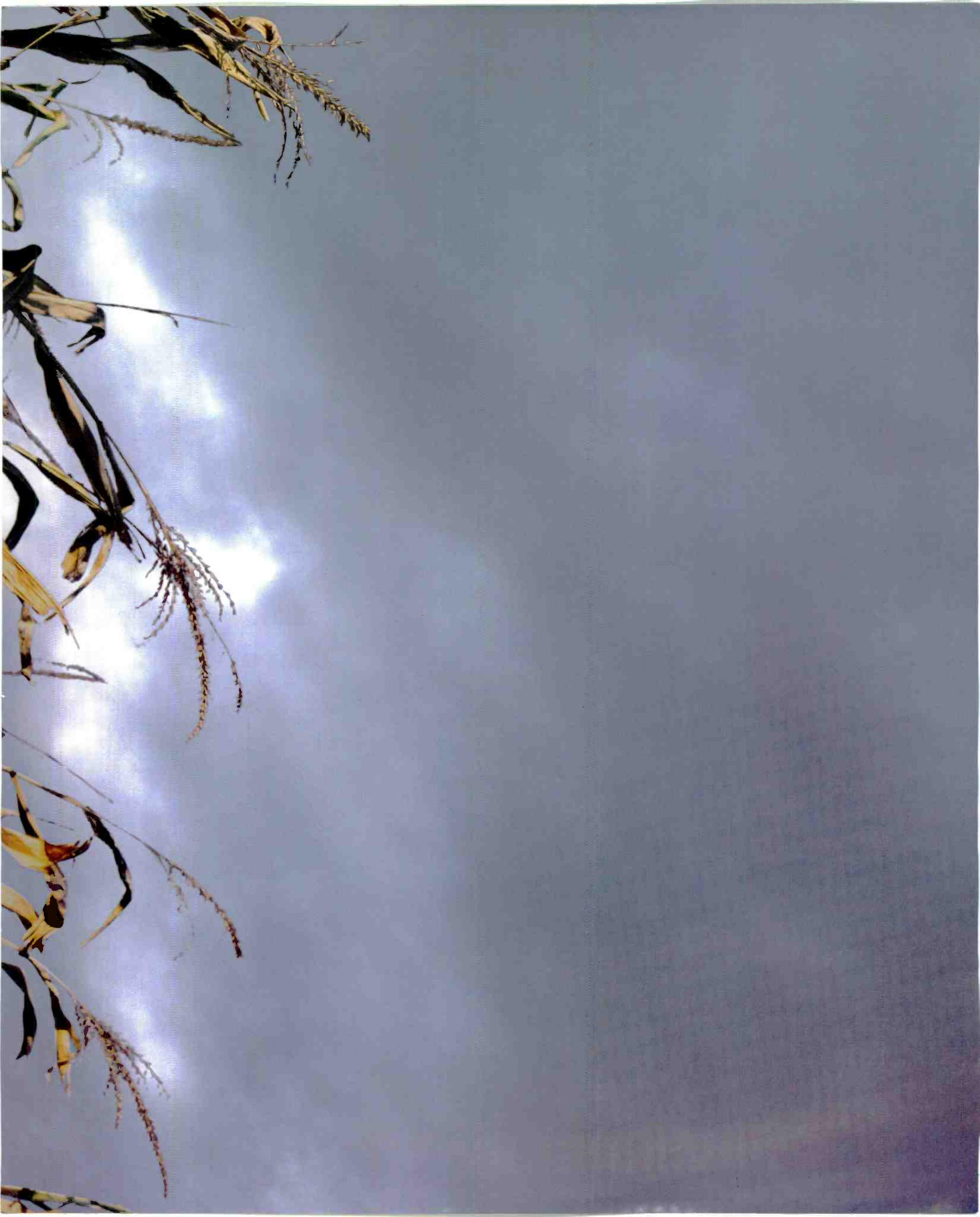
“Wrapped Up In You”

On your desk October 9 from



[www.capitol-nashville.com](http://www.capitol-nashville.com)

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COUNTRY AIRPLAY MONITOR FOR WEEK ENDING SEPTEMBER 30, 2001

Songs ranked by number of detections. Playlists are listed in order of TSA weekly cumes, beginning with the highest-cuming station. Cumos 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. 1st Impressions (FI) denotes songs with 6 or more detections at station for first time this week.

WGAR Cleveland PD: Meg Stevens MD: Chuck Collier Clear Channel 216-520-2600. Station logo: WGAR 99.5. List of songs and detections.

KYCY San Francisco OM: Brian Thomas APD: Steve Jordan MD: Richard Ryan Infinity 415-391-9330. Station logo: KYCY 95.3. List of songs and detections.

WFMS Indianapolis OM: David Wood PD: Bob Richards MD: J.D. Cannon Susquehanna 317-842-9550. Station logo: WFMS 95.5. List of songs and detections.

KFRG San Bernardino OM: Ray Massie MD: Don Jeffrey Infinity 909-825-9525. Station logo: KFRG 95.1. List of songs and detections.

WKIS Miami PD: Robert W. Walker APD: R.J. McCoy MD: Darlene Evans Beasley 954-431-6200. Station logo: WKIS 95.3. List of songs and detections.

WSOC Charlotte PD: Kevin O'Neal APD/MD: Rick McCracken Infinity 704-522-1103. Station logo: WSOC 103.7. List of songs and detections.

WAMZ Louisville PD/MD: Coyote Calhoun Clear Channel 502-582-7840. Station logo: WAMZ 93.7. List of songs and detections.

WQYK Tampa OM: Eric Logan PD: Beecher Martin MD: Jay Roberts Infinity 813-287-0995. Station logo: WQYK 92.5. List of songs and detections.

WWYZ Hartford PD: Jay McCarthy MD: Jay Thomas Clear Channel 860-723-6000. Station logo: WWYZ 92.5. List of songs and detections.

WQDR Raleigh PD: Brant Curtiss Curtis Media 919-876-6464. Station logo: WQDR 94.7. List of songs and detections.

WBCT Grand Rapids OM: Doug Montgomery MD: Dave Taft Clear Channel 616-459-1919. Station logo: WBCT 93.3. List of songs and detections.

KWJJ Portland, OR OM: Bruce Agler MD: Ken Boesen MD: Craig Lockwood Fisher 503-228-4393. Station logo: KWJJ 97.3. List of songs and detections.

WUSY Chattanooga OM: Clay Hunnicutt MD: Bill Poindexter Clear Channel 423-892-3333. Station logo: WUSY 101. List of songs and detections.

WSSL Greenville OM: Bruce Logan APD/MD: Kix Layton Clear Channel 864-242-1005. Station logo: WSSL 100FM. List of songs and detections.

WML Milwaukee OM/MD: Kerry Wolfe MD: Mitch Morgan Clear Channel 414-545-8900. Station logo: WML 106. List of songs and detections.

KSD St. Louis MD: Mark Langston Clear Channel 314-436-9370. Station logo: KSD 105.5. List of songs and detections.

WGNA Albany, NY PD: Buzz Brindle MD: Bill Earley Regent 518-782-1474. Station logo: WGNA 102.7. List of songs and detections.

KNCI Sacramento OM: Mark Evans APD: Jennifer Wood Infinity 916-338-9200. Station logo: KNCI 105.5. List of songs and detections.

WKKT Charlotte OM: Mike Berlak PD/MD: Kevin King Clear Channel 704-714-9444. Station logo: WKKT 93.7. List of songs and detections.

KSON San Diego OM: John Dimick APD/MD: Greg Frey Jefferson Pilot 619-291-9797. Station logo: KSON 97.3. List of songs and detections.

KUPL Portland, OR PD: Cary Rolfe MD: Rick Taylor Infinity 503-223-0300. Station logo: KUPL 98.7. List of songs and detections.

WZZK Birmingham OM/MD: Rick Shockley APD/MD: Scott Stewart Cox 205-916-1100. Station logo: WZZK 93.7. List of songs and detections.

WUBE Cincinnati OM: Tim Closser APD: Trevor Collins MD: Duke Hamilton Infinity 513-721-1050. Station logo: WUBE 810.5. List of songs and detections.

WCOL Columbus, OH PD: Johnnyb Greshaw MD: Dan Zuko Clear Channel 614-486-6101. Station logo: WCOL 92.3. List of songs and detections.



George's  
210<sup>th</sup> album,  
**THE ROCK -  
STONE COLD COUNTRY 2001**

contains

**"BEER RUN,"**

the **DUET** with  
**GARTH BROOKS**

Also includes

"50,000 NAMES,"

a song for the times

**GEORGE  
JONES**



the **ROCK**  
**stone  
cold  
country  
2001**

**IN STORES NOW!**







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WORLDWIDE AIRPLAY

WNOE New Orleans

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

Table with 2 columns: Rank and Song Title. Top songs include Trisha Yearwood 'I Would've Loved You An' and Carolyn Dawn Johnson 'Complicated'.

WCMS Norfolk

PD: Randy Brooks
Barnstable Broadcasting 757-671-1000

Table with 2 columns: Rank and Song Title. Top songs include Brooks & Dunn 'Only In America' and Jeff Carson 'Real Life'.

WSIX Nashville

OM: Bob Barnett
PD: Mike Moore
MD: Billy Greenwood
Clear Channel 615-664-2400

Table with 2 columns: Rank and Song Title. Top songs include Brooks & Dunn 'Only In America' and David Ball 'Riding With Private Malone'.

WKKO Toledo

OM: Tim Roberts
PD: Gary Shores
APD/MD: Harvey J. Steele
Cumulus 419-385-2536

Table with 2 columns: Rank and Song Title. Top songs include Alan Jackson 'Where I Come From' and Cyndi Thomson 'What I Really Meant To Sa'.

WQMX Akron

OM: Kevin Mason
APD: Ken Steel
Rubber City Radio Group 330-869-9800

Table with 2 columns: Rank and Song Title. Top songs include Carolyn Dawn Johnson 'Complicated' and Blake Shelton 'Austin'.

WGKX Memphis

PD: Greg Mozingo
MD: Mark Billingsley
Barnstable Broadcasting 901-682-1106

Table with 2 columns: Rank and Song Title. Top songs include Alan Jackson 'Where I Come From' and Cyndi Thomson 'What I Really Meant To Sa'.

WXBQ Johnson City

PD: Bill Hagy
MD: Reggie Neel
Bristol 540-669-8112

Table with 2 columns: Rank and Song Title. Top songs include Confederate Railroad 'What Brothers Do' and Alan Jackson 'Where I Come From'.

WGH Norfolk

PD: Randy Brooks
Barnstable 757-671-1000

Table with 2 columns: Rank and Song Title. Top songs include Trisha Yearwood 'I Would've Loved You An' and Tim McGraw 'Angry All The Time'.

WRBQ Tampa

OM: Eric Logan
PD: Ronnie Lane
MD: Jay Roberts
Infinity 813-287-1047

Table with 2 columns: Rank and Song Title. Top songs include Carolyn Dawn Johnson 'Complicated' and Toby Keith 'I Wanna Talk About Me'.

WSM Nashville

OM: Kyle Cantrell
PD/MD: Tim Murphy
APD: Frank Seres
Gaylord 615-889-6595

Table with 2 columns: Rank and Song Title. Top songs include Alan Jackson 'Where I Come From' and Brooks & Dunn 'Only In America'.

KTST Oklahoma City

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

Table with 2 columns: Rank and Song Title. Top songs include Trick Pony 'On A Night Like This' and Martina McBride 'When God-Fearin' Women'.

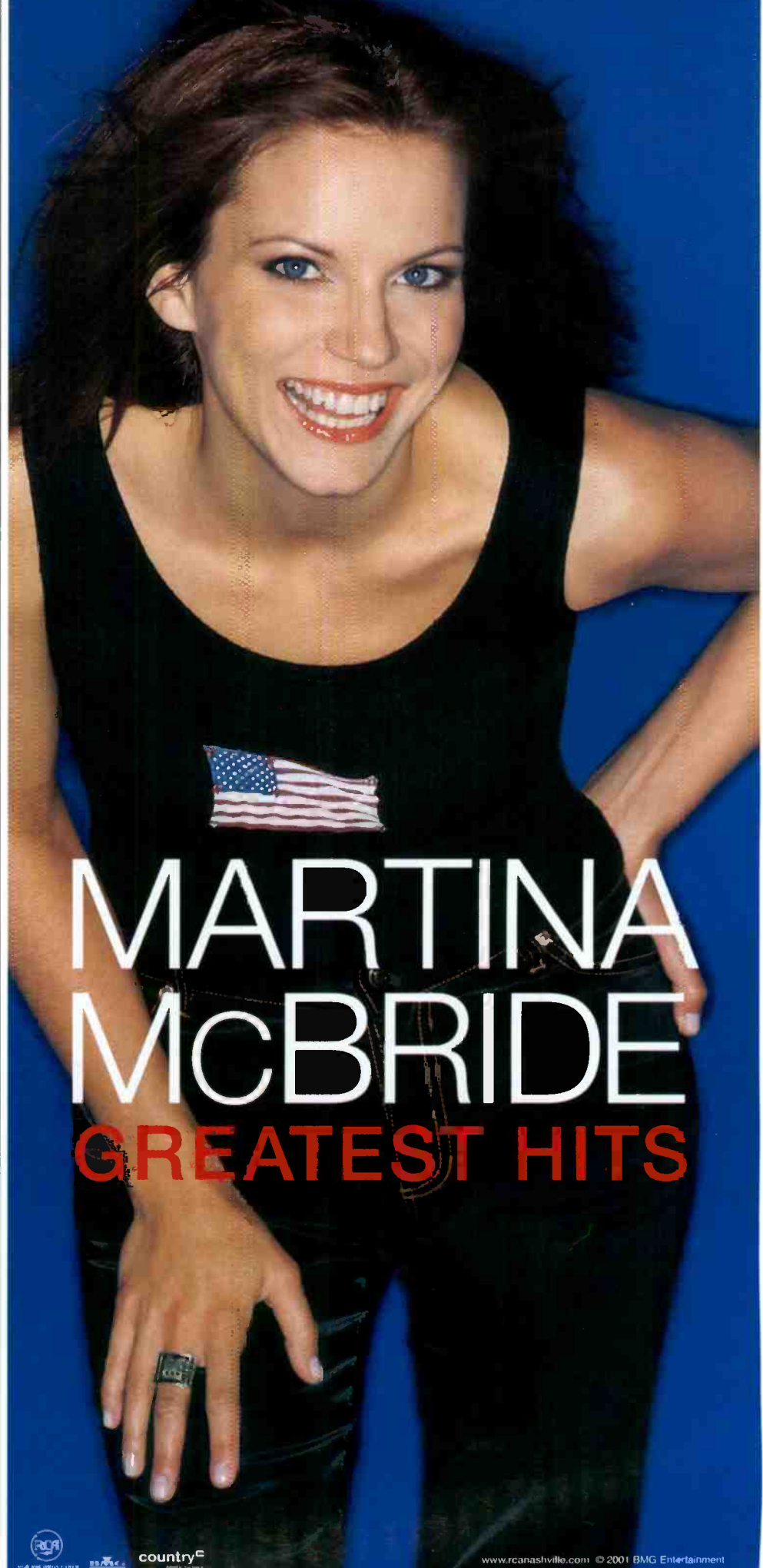
WFRE Frederick, MD

PD: Lisa Allen
MD: Linda West
Clear Channel 301-663-4337

Table with 2 columns: Rank and Song Title. Top songs include Alan Jackson 'Where I Come From' and Trisha Yearwood 'I Would've Loved You An'.

CONGRATULATIONS MARTINA!

#1 SOUNDSCAN DEBUT
THANKS COUNTRY RADIO!



MARTINA MCBRIDE

GREATEST HITS

COUNTRY AIRPLAY MONITOR

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KUBL Salt Lake City
OM: Ed Hill
MD: Dani Curtis
Citelad 801-485-6700
TW LW
1 Blake Shelton Austin 39 35

KASE Austin
PD: Mac Daniels
APD: Bob Pickett
Clear Channel 512-495-1300
TW LW
1 Alan Jackson Where I Come From 50 47

KWNR Las Vegas
OM: John Marks
MD: Brooks O'Brien
Clear Channel 702-732-7753
TW LW
1 Trisha Yearwood I Would've Loved You An 42 39

WDRM Huntsville
OM/PD: Johnny Randolph
MD: Dan McClain
Clear Channel 256-837-1021
TW LW
1 Cyndi Thomson What I Really Meant To Sa 48 43

WOKQ Portsmouth, NH
OM: Mark Ericson
PD: Mark Jennings
APD/MD: Dan Lunnie
Citelad 603-749-9750
TW LW
1 Trick Pony On A Night Like This 34 18

KATM Modesto
PD: Randy "Bubba" Black
MD: D.J. Walker
Citelad 209-523-7756
TW LW
1 Trisha Yearwood I Would've Loved You An 45 28

WKDF Nashville
PD: Dave Kelly
MD: Eddie Fox
Citelad 615-244-9533
TW LW
1 Martina McBride When God-Fearin' Women 43 32

WQIK Jacksonville
PD: Mike James
MD: John Scott
Clear Channel 904-388-7711
TW LW
1 Blake Shelton Austin 44 42

WRNS New Bern, NC
PD/MD: Wayne Carlyle
APD: Mark Andrews
Pinnacle 252-522-4141
TW LW
1 Blake Shelton Austin 56 53

WRKZ Harrisburg
PD: Sam McGuire
MD: Dandalon
Citelad 717-367-7700
TW LW
1 Cyndi Thomson What I Really Meant To Sa 38 36

WKQC Saginaw
PD: Rick Walker
MD: Stan Parman
MacDonald 517-752-8161
TW LW
1 Chris Cagle Laredo 46 44

KIIM Tucson
OM: Herb Crowe
PD: Buzz Jackson
MD: John Collins
Citelad 520-887-1000
TW LW
1 Trick Pony On A Night Like This 39 25

KXXY Oklahoma City
OM: Ted Stecker
MD: Bill Reed
Clear Channel 405-528-5543
TW LW
1 Brad Paisley Wrapped Around 36 35

WVLC Lexington
PD: Brian Landrum
Cumulus 859-253-5900
TW LW
1 Carolyn Dawn Johnson Complicated 31 28

WBUL Lexington
PD: Doug Hamand
MD: Ric Larson
Clear Channel 859-422-1000
TW LW
1 Alan Jackson Where I Come From 43 41

WYNK Baton Rouge
PD: Paul Orr
APD/MD: Austin James
Clear Channel 225-231-1860
TW LW
1 Trick Pony On A Night Like This 34 48

KKAT Salt Lake City
PD: Eddie Haskell
MD: Jim Mickelson
Clear Channel 801-908-1300
TW LW
1 Mark Willis Loving Every Minute 48 47

WGGY Wilkes-Barre
OM: Jim Rising
PD: Mike Krinik
MD: Kelly Green
Entercom 570-883-1111
TW LW
1 Carolyn Dawn Johnson Complicated 42 40

WFLS Fredericksburg
PD: John Reed
Free Lance-Star Publishing 540-373-1500
TW LW
1 Alan Jackson Where I Come From 38 35

WMSJ Jackson
OM: Scott Johnson
PD: Rick Adams
MD: Van Haze
Clear Channel 601-982-1062
TW LW
1 Cyndi Thomson What I Really Meant To Sa 38 36

KSKS Fresno
PD: Mike Peterson
MD: Steve Montgomery
Infinity 559-490-5800
TW LW
1 Carolyn Dawn Johnson Complicated 48 44

WDXB Birmingham
PD: Tex Carter
Clear Channel 205-439-9600
TW LW
1 Alan Jackson Where I Come From 43 20

WQXK Youngstown
PD: Tim Roberts
OM: Tom Goodwin
MD: John Glenn
Cumulus 330-337-9544
TW LW
1 Brooks & Dunn Only In America 39 35

KXKT Omaha
PD: Tom Goodwin
MD: John Glenn
Clear Channel 402-561-2000
TW LW
1 Alan Jackson Where I Come From 38 37

COUNTRY PLAYLISTS

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WKSJ Mobile PD: Kiri Carson PD: Bill Black Clear Channel 334-450-0100

WCTO Allentown, PA PD: Chuck Geiger APD/MD: Danny Mitchell Citadel 610-266-7600

WNCY Green Bay PD/MD: Shotgun Shannon Midwest Communications 920-435-3771 Citadel 610-266-7600

WKHK Richmond PD: Jim Tice Cox 804-330-5700

KTTS Springfield, MO OM/PA: Brad Hansen MD: Chns Cannon Journal 417-865-6614

WWSF Asheville OM: Jeff Davis MD: Andy Woods Clear Channel 828-257-2700

KSOP Salt Lake City PD: Don Hilton APD/MD: Debby Turpin KSOP Inc 801-972-1043

KFDI Wichita Group PD: Moon Mullins APD/MD: Pat James Journal 316-838-9141

WCOS Columbia PD: Ron Brooks APD: Bryan Thomas MD: Glen Garrett Clear Channel 803-254-0967

WIRK West Palm Beach PD: Mitch Mahan MD: J. R. Jackson Infinity 561-686-9505

WXBM Pensacola PD/MD: Lynn West Parml 850-994-5327

KRTY San Jose PD: Julie Stevens APD: Nate Deaton Empire 408-293-8030

KRST Albuquerque PD: John Richards Citadel 505-767-6700

WLSL Roanoke, Va. PD: Brett Sharp MD: Robynn Jaymes Mel Wheeler 540-387-0234

WQBE Charleston, WV PD: Jeff Whitehead MD: Bill Hagy Bnsl Broadcast 304-345-9691

WOKO Burlington, VT PD: Steve Pelkey MD: Margot St. John Hall 802-658-1230

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

KUZZ Bakersfield PD: Evan Bridwell MD: Kris Daniels Owens 661-326-1011

WROO Jacksonville PD: Mike James MD: John Scott Clear Channel 904-636-0507

KTEX McAllen/Brownsville PD: Jo Jo Cerda APD: Frankie D. MD: Sonny Laguna Cumulus 956-423-5068

KCCY Colorado Springs OM: Greg Callahan PD: Travis Daily MD: Kevin Hayes McCoy 719-540-9200

KRMD Shreveport OM: Greg Cole Clear Channel 318-865-5173

WOGK Gainesville PD: Bob Forster MD: Rick "Big Red" Brooks Ocala Broadcasting 352-622-5600

WYYD Roanoke PD: Chris O'Kelley Clear Channel 804-385-8298









