

# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

MAY 31, 2002

Profile: WWKA Orlando, Fla., MD Shadow p. 4

Dixie Chicks Top This Week's Airplay Adds p. 11



SHADOW

VOLUME 10 • NO. 22

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## NO. 1 THIS WEEK:

### ALAN JACKSON

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*

### GREATEST GAINER

DIXIE CHICKS

*Long Time Gone (MONUMENT)*

### AIRPLAY ADDS

DIXIE CHICKS

*Long Time Gone (MONUMENT)*

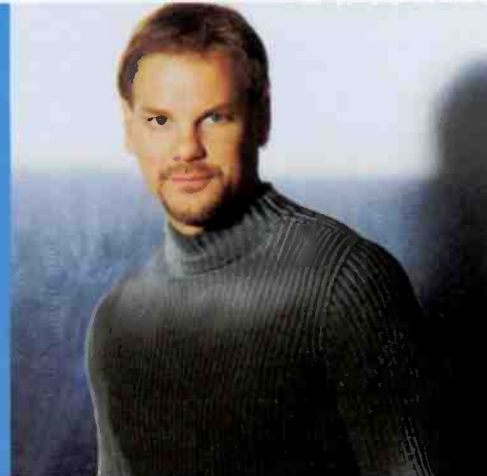
### AUDIENCE

ALAN JACKSON

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*



CONGRATULATIONS!  
CONGRATULATIONS!  
CONGRATULATIONS!  
CONGRATULATIONS!



### ALAN JACKSON

Top Male Vocalist

Single Record of the Year

&

Song of the Year,

"Where Were You (When The World Stopped Turning)"



### PHIL VASSAR

Top New Male Vocalist

### LONESTAR

Top Vocal Group

## PDs See Keith, Chesney As New Core Artists

by Angela King

After years of lamenting about the lack of new superstars in the country format, programmers believe two artists who have lingered at the "B" level for years have now become core acts for the format.

Those artists, Toby Keith and Kenny Chesney, have both made significant breakthroughs during the past 18 months, with Chesney's recent album release receiving the same sort of multi-cut airplay in its first weeks that PDs were more used to giving to Tim McGraw or Garth Brooks. Keith, PDs say, grew to prominence because of a succession of career songs and his persona and Chesney because of his personality and his strong concert following. But why now? And why those two and not others?

"If I had the answer to that," BNA Records VP of national promotion Tom Baldrica jokes, "I'd have this conversation with you from the 18th hole at Pebble Beach."



CHESNEY

But there are reasons, according to WWKA (K92) Orlando, Fla., MD/midday host Shadow, who says, "This is [Chesney's] year. He's doing this year what Toby did last year. [The new album] opened a lot of eyes. And he's selling out [concerts] to establish himself as a first-tier act."

Certainly, with the strong Nielsen SoundScan debut of his *No Shoes, No Shirt, No Problems* CD—235,000 in first-week sales—and airplay on multiple cuts, Chesney is being embraced as a core country artist. With that status, he and Keith join "George Strait, Alan Jackson, Brooks & Dunn, Faith Hill, and Dixie Chicks," according to KFKF Kansas City PD Dale Carter.

Other PDs include McGraw, Brooks, and Shania Twain on that list of core acts. But unlike Dixie Chicks or Twain—who reached "A" level status on

Continued on page 4

# THANK YOU ACM & COUNTRY RADIO



### BROOKS & DUNN

Entertainer of the Year

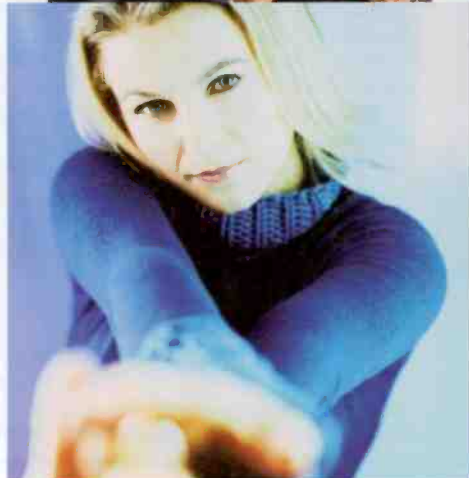
Top Vocal Duo

Video of the Year, "Only In America"



### MARTINA McBRIDE

Top Female Vocalist



### CAROLYN DAWN JOHNSON

Top New Female Vocalist

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CMT

## Chicks To Return 'Home' In August

Dixie Chicks are back in action with a new Monument single, "Long Time Gone," which was digitally delivered to country radio stations May 23, just hours before the group performed the song on VH1's *Divas Las Vegas* special. The Chicks also performed a version of Fleetwood Mac's "Landslide" during the program. That song is expected to be included on the group's new album, *Home*, due Aug. 27. The Chicks had been at odds with Monument parent company Sony Music Entertainment for the past 10 months but, as first tipped here May 17, the parties are close to settling their dispute. In a statement, Sony says the delivery of the single is part of "ongoing conversations" with Dixie Chicks to "resolve their differences." Meanwhile, Dixie Chick Emily Robison and her husband, Columbia/Lucky Dog artist Charlie Robison, are expecting their first child, a girl, in November.

The group BR549 is on hiatus, and it is uncertain whether the band will ever reunite. Gary Bennett and Jay McDowell have left the band, according to manager Mike Pontes. The other members—Don Herron, Chuck Mead, and Shaw Wilson—continue to play gigs with replacement musicians but do not have any immediate plans to record. The group most recently recorded for Lucky Dog. Mead is also now fronting a group called the Chuck Mead Experience, and other group members are pursuing similar side projects.

The Bellamy Brothers have resigned with Curb Records. The pair, Howard and David Bellamy, began working with Mike Curb in 1975 and exited his Curb label in 1987. Since then, they

have been operating their own label, Bellamy Brothers Records, which most recently had a distribution deal with Nashville-based Delta Disc Records. The Bellamys' new album, *Redneck Girls Forever*, is due in July on Bellamy Brothers/Curb.

Alabama's Randy Owen announced during the May 22 Academy of Country Music Awards that the group will embark on its farewell tour early next year, ending a country music career that has lasted more than 25 years. The band's last country album is due from RCA Aug. 20, although Owen tells *Country Airplay Monitor* that the group hopes to record gospel and bluegrass albums in the future.

Clint Black is the spokesman for Houston stations KIKK-FM and KILT-FM in a new endorsement spot that began airing May 22. The spot promotes both sister stations. Black, a native of Houston, also directed the commercial.

Toby Keith is currently on a USO tour in the Balkans, where he is giving free performances, signing autographs, and mingling with U.S. troops. The tour runs through June 3.

Phil Vassar has teamed with Wal-Mart to promote a national literacy campaign that launched with a \$3.3 million grant from the Wal-Mart Good Works Foundation. Vassar, the campaign's spokesman, recorded a song, "Words Are Your Wheels," that is being sold exclusively at Wal-Mart stores. Martina McBride, Brooks & Dunn, Sara Evans, and Kenny Chesney also lend their vocals to the record. Proceeds are being donated to the National Institute for Literacy.

With Dallas Turner's recent departure from her hosting job at Great American Country's *Country Request Live*, numerous acts have been lined up as guest hosts until a permanent new host is hired Aug. 1. Among those scheduled to guest-host are Chalee Tennon, George Ducas, Charlie Robison, Joe Diffie, Shannon Lawson, Hometown News, Blake Shelton, and Radney Foster. Turner, as previously announced, is leaving to become a full-time mother.

tor for Bluewater Music.

Almo-Irving Music has signed songwriter/producer Trey Bruce through a joint venture with Extreme Writers Group and Big Tractor Music. Bruce has produced projects for Trace Adkins and Chris LeDoux and his songs have been recorded by Faith Hill, Randy Travis, Trisha Yearwood, and Reba McEntire.

Billy Yates has signed an exclusive songwriting agreement with Byron Gallimore's Song Garden Music.

Broken Bow Records, the 3-year-old Nashville indie, has signed a long-term domestic distribution agreement with RED Distribution.

Audium Records has signed on to sponsor the weekly Classic Combo feature on the nationally syndicated radio show *Classic Country USA*. Hosted by WIVK-FM Knoxville, Tenn., MD/midday personality Colleen Addair, the program is syndicated by Knoxville-based Mad Kate Productions.

## ON THE ROW

### Jim Malito Joins VFR Promo Team

Jim Malito joins VFR Records as West Coast regional promoter. He most recently held a similar position at Dreamcatcher Records. Malito succeeds Jon Conlon, who recently moved to Columbia Records (*Country Airplay Monitor*, May 17).

Carla Wallace has been promoted to partner in the Nashville publishing company Big Yellow Dog Music. Big Yellow Dog's roster includes John Scott Sherrill, Scott Emerick, Marla Cannon-Goodman, Mindy Smith, and Susanne Johnson. Wallace has been with the company since 1998 and prior to that was creative direc-

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## There's Often More To A Job Than Its Title

Promotion and marketing professionals often have important-sounding titles that don't accurately reflect the all-encompassing nature of their duties. When asked to give themselves a new title, not one of our Promogandists suggested "chief cook and bottle washer," but they did have great ideas of what would better describe what they do each day.

While adult top 40 KIMN Denver's Mark Murdock gladly refers to himself as "public relations marketing music and marketing guru," others are more succinct in their job titles, such as Clear Channel/ Miami's Camie Dunbar, who simply calls herself a "fire-fighter." Another panelist calls herself "Ms. Fix It. There is always a problem to be fixed or a need to be satisfied," she says. "Whether it be an advertiser, a listener, or the image of the station, I'm always working to fix things and make it better."



BY ANGELA KING

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Others have both higher and lower expectations. Clear Channel/Charlotte, N.C.'s Diana Ades says the title that best describes her personality is "general manager and operations manager," but album rock KSJO San Francisco's Jim Sheehan uses the title "master of mayhem."

Perhaps, most interestingly, all of the above titles fit what our panelists do on a day-to-day basis. When asked for the best way to describe the duties of her job, one Promogandist says she is responsible for both "helping our sales department create revenue [and] helping our programming department create ratings."

Dunbar says, "If you see a billboard on the street, that's part of my job. If you hear a station concert promoted on the air, that's part of my job. If you hear a contest on the air, that's part of my job. Most importantly, I'm the one that has to try and keep peace among all the departments in the building and make sure all of the pieces come together to fit the image of the radio station."

And what fits into the "other duties as assigned" category? One panelist says that is the section "that no one explains to you when you're getting into the business. I've had to dress up as Cupid for Valentine's Day, operate a cherry-picker crane in a parade, tie lots of bows on gift baskets for clients, cook a human placenta for a stew—it was a morning-show bit for Dee Snider Radio—[and] even create a curriculum for a new sport that my morning show invented. It all comes back to one phrase... 'whatever it takes.' I always remember that when I start to ask myself, 'Why I am doing this job?'"

Murdock puts his "other duties" assignments in order: No. 1, when an intern isn't available, lug dozens of cases of T-shirts up the service elevator; No. 2, insult the parking guy jerk; No. 3, make sure KIMN looks good in everything it does; and No. 4, say no to sales-people.

Ades says the other duties are all-encompassing. "Maintain relationships with clients, co-workers; increase ratings and revenues; do the imaging of the station; programming—how about, 'Do it all?'"

### STAR CHORES

The release of the latest installment in the *Star Wars* prequels brought yet another opportunity to dress up the intern in a costume, as well as the chance to get rid of more

toy Yodas. WBMX (Mix 98.5) Boston staged a Yoda Yodel eating contest and a Chewbacca Look-Alike contest. This was also known as the hairy-back contest. And no, a woman did not win, although Anne-Marie Strzelecki was offering gift certificates for a free wax job to the winners.

Country KFKF Kansas City staged a Web site promotion in conjunction with a forthcoming Kenny Chesney concert. The station tied in with Chesney's most recent hit by posting "pictures of our airstaff when we were 'young' on our Web site," PD Dale Carter says. Listeners had to guess who was who to win.

## TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Movies
2	7	Internet/Web site use
3	2	Father's Day
4	4	Concerts
5	6	Spring-book promotions
6	3	Independence Day
7	8	Baseball
8	10	Fund-raisers
9	5	Flyaway trips
10	—	Beach-party promos

**HOTTEST NEW MOVIES:** *Spider-Man*, *Star Wars—Episode II: Attack of the Clones*, *The Sum of All Fears*, *Insomnia*, *Scooby-Doo*

**HOTTEST CONCERTS:** Ozzfest, the Rolling Stones, Paul McCartney, Dave Matthews Band

Country KULW (B93) Fargo, N.D., gave away stage seating with a twist for the kick-off of the Rockin' Roadhouse tour, featuring Mark Chesnutt, Joe Diffie, and Tracy Lawrence. The chairs, placed on the stage, will recline, swivel, and most importantly, rock.

Triple-A WXRT Chicago launched the summer season with its 12th annual Rock'n'Roll Fireworks event during Memorial Day weekend. The fireworks were choreographed to music by Pink Floyd, U2, Jimi Hendrix, Santana, and other WXRT core artists.

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

## Birthday DuBois



Universal South's Tim DuBois, front, celebrated his birthday during a recent radio tour. Pictured, from left, are the label's Tony Brown and Bryan Switzer; WMZQ Washington, D.C., APD/MD Jon Anthony; and WMZQ programming assistant Shelley Rose.

## Industry Letter, '20/20' Focus On Pay-For-Play

The pay-for-play issue that has received coverage in the consumer press everywhere from the *Los Angeles Times* to *The Wall Street Journal* recently garnered a lot of headlines. It started with a letter to the FCC and Congress—asking for investigations into the practice and prohibiting indie payments to radio stations without disclosing them on the air—and ended with a segment on ABC-TV's *20/20* news program that looked at the practice of pay-for-play.

The May 23 letter came from a watershed coalition representing artists' unions, major labels, and indie labels and asked the FCC and the federal government to revise payola laws. Coalition members will also lobby Congress on the issue.

The letter asks the government to forbid the current practice of payments by independent promoters to radio stations unless those payments are announced; to investigate the vertical integration of the radio and concert industries spawned by the 1996 Telecommunications Act; to determine if such consolidation has diluted local programming and music-playlist choices; and to support low-power radio initiatives.

In its statement, the coalition says that the FCC "must seriously evaluate whether a radio station is even satisfying the current license requirement that sponsorship disclosure must accompany any material that is broadcast in exchange for money, service, or anything else of value paid to a station, either directly or indirectly."

The coalition asserts that artists "are denied valuable radio airplay they would receive if [music-choice] decisions were more objective." Signatories include the Recording Industry Assn. of America, the National Academy of Recording Arts and Sciences, the National Assn. of Recording Merchandisers, Nashville Songwriters Assn. International, the American Federation of Television and Radio Artists, and the American Federation of Musicians.

The *20/20* segment started with Las Vegas artist Matthew Harrison complaining that his independently released CD was not getting air-

play because he didn't have the money to pay independent promoters to give him access to the music decision-makers at the radio stations. Rapper Chuck D was interviewed, saying, "Radio [has] the same 30 records circulating. These 30 records are paid for, and the minute you stop hearing a record, that means that record's not paid for anymore."

The segment mentions two other acts, saying that internal documents show that Fiona Apple cost her Work label more than \$417,000 for airplay, and Jamiroquai's promotional costs were in excess of a quarter-million dollars.

RIAA chairman/CEO Hilary Rosen told *20/20*, "There's this sort of implied fear that if you don't play the game with them, you're not going to be able to be at the table... Maybe the next time you've got a record you want the stations to consider, they won't."

Radio One executives Mary Catherine Sneed and Alfred Liggins were interviewed as well. Sneed made her now-familiar claim that setting up an independent as the prime conduit of information between her company's stations and the record companies was within the rules of the FCC and something that was done everywhere. She asked, "Are we going to be the only major broadcasting group out there not taking advantage of that?"

Liggins said the reason for the deal on the programming side was to cut back on the number of calls a PD has to field. When asked if an indie would have more influence on a PD given the amount of money the station is paid, Liggins asked the reporter, "Do you get what you pay for every time you pay?"

Few of the people who *Airplay Monitor* spoke with about the segment and the letter would comment on either, but one programmer quipped, "If more Americans get their news from ABC than any other network, it's no wonder we're all so misinformed."

MARC SCHIFFMAN

Billboard Washington, D.C., bureau chief Bill Holland contributed to this story.

## RADIOACTIVE

BY PHYLLIS STARK & ANGELA KING

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## PDs Split On Keith's 'Courtesy' Lyrics

While Hank Williams Jr. and Kid Rock sang their duet about not being able to use the "F" word during the recent Academy of Country Music (ACM) Awards, some country PDs don't think the "A" word is appropriate either. Toby Keith's "Courtesy of the Red, White and Blue (The Angry American)," which was also performed during the ACM Awards, includes a line about putting a boot in the ass of the enemies of the U.S.

Jones Radio Network created a special edited version for its syndicated *Lia* and *Danny Wright All-Night* shows in keeping with the company's "family-friendly" programming mission, and such programmers as WBEE Rochester, N.Y.'s Coyote Collins have also made their own edits. "We're a family format," Collins says. "We have a mandate that says we wouldn't add songs that advocate violence toward women or anybody or blatantly cuss."

Yet other PDs don't have a problem with the lyric. In America's heartland, KHAK (K-Hawk) Cedar Rapids, Iowa, PD Jeff Winfield believes Keith's lyric is tame. "I hear stronger language on an episode of *Friends* than in [this single]," he says. "We have received stronger than normal requests for such a new song, and right now I have no plans to run an edited version."

WKKO Toledo, Ohio, PD Gary Shores agrees. "We're playing it unedited. [We are] a family-friendly station, but there has not been one com-

plaint, and it is by far our most-requested song," he says. "It's one thing for our jocks to go on the air and say 'boot in the ass,' but this is totally different. It's a personal song, a very passionate song. Every American feels exactly the way Toby feels, and he's saying what we would like to say. It's the angry side of Alan Jackson's 'Where Were You (When the World Stopped Turning).'"

### PROGRAMMING: US102 DEBUTS

Cumulus/Lexington, Ky., flips R&B oldies WLTO to classic country as US102. Country sister WVLK-FM (K93) PD Brian Landrum assumes PD duties for the new station as well.

KIXK White Oak, Texas, upgrades to enter the Tyler/Longview, Texas, market and drops R&B to do country as the Bull, according to *M Street Daily*.

KHYI (the Range) Plano, Texas, will get a signal upgrade by the end of June that will allow it to cover the majority of the Dallas market. The station calls itself "Hard Country" and is a mix of Americana and classic country.

KOUL Corpus Christi, Texas, afternoon drive host Chuck Taylor is preparing to launch a Texas-music countdown show.

### MANAGEMENT: FARKAS EXITS SAGA

Saga/Clarksville, Tenn., GM Scott Farkas exits to pursue other business opportunities. The search is on for a replacement. The cluster includes country WVVR (the Beaver).

## COUNTRY CONFIDENTIAL

BY WADE JESSEN

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## 'Long Time Gone' Quick To Earn Chart Honors

With only three full days of airplay, Dixie Chicks take Hot Shot Debut, Most Airplay Adds, and Greatest Gainer honors on our Country Airplay chart with "Long Time Gone" (Monument). The highly anticipated but somewhat unexpected single (see Access Nashville, page 2) grabs more than 10 million estimated audience impressions and arrives at No. 26 on the Country Audience chart.

The No. 37 bow on the detections chart is the highest debut so far for any artist in our current chart year, and it's the chart's highest entry since Alan Jackson's "Where Were You (When the World Stopped Turning)" blew in at No. 25 in the Nov. 16, 2001, issue.

The debut matches the trio's career-high opener in the July 2, 1999, issue, when "Ready to Run" started at No. 37 on Country Airplay.

ACM HIGHS & LOWS: The 37th annual Academy of Country Music (ACM) awards show May 22 in Los Angeles was one to remember, not so much for what it did, but what it didn't do. With host Reba McEntire at the helm, the three-hour show was a back-to-basics affair. It was ably and comfortably presented without too many of the Hollywood trappings that have been trademarks of the show in the past—most notably, Jay Leno showing up dressed like a stereotypical rube. (On one previous telecast, the back of Leno's jacket was emblazoned with "Possum: The Other White Meat," much to the chagrin of many industry insiders.)

With the notable exception of Kid Rock's duet with Hank Williams Jr., the thankfully few non-country participants actually complemented the show. Here are a few other highs and lows of this year's installment.

Best Performance: While several performers struggled with pitch and apparent monitor problems, Travis Tritt's "Modern Day Bonnie and Clyde" was simply flawless.

Most Awkward Moment(s): Could someone please explain why, with numerous artists and Hollywood types involved in the *O Brother, Where Art Thou?* project, not one of them showed up to accept album of the year and vocal event trophies?

Most Touching Moment: Alan Jackson's acceptance speech for song of the year. Emotional sincerity and humility that deep cannot be feigned, and it was the kind of moment true country fans live for on awards night.

Most Invigorating Moment: Quite obviously Toby Keith's good-citizen promise to "put a boot in the ass" of our country's enemies.

Best Outfit: Lee Ann Womack's country-girl duds, worn during her duet performance of "Mendocino County Line" with Willie Nelson. It's hard to believe she's the same person in the glamour shot on the cover of her crossover-ready new single, "Something Worth Leaving Behind."

Worst Song Choice: With three of the best hard-country singers in the business onstage to present Ronnie Milsap with the Pioneer Award, Milsap's vast catalog should have been mined for a song or medley of songs that were more conducive to the presenters' vocal styles. "Pure Love," "Smoky Mountain Rain," or "Daydreams About Night Things" would have been a far better fit. The Pioneer segment was uncomfortably brief and came off feeling "squeezed in." This happens far too often on both the ACM and Country Music Assn. (CMA) programs.

Worst Outfit: I know it's a look, but poor Keith Urban looked like he'd been rolled in the dirt for his wallet on the way to the show.

Most Exciting Wins: Trick Pony and Carolyn Dawn Johnson's victories in their respective newcomer categories.

Worst Performance: With no artistic disrespect intended, I'm certain most of middle America could have lived without the aforementioned Kid Rock and Hank Williams Jr. segment.

Most Progressive Moment: The unknown violinist with the spiked hairdo.

The "I'm Just So Bored to Be Here" Award: Trisha Yearwood as a presenter.

Best Use of Style, Humor, and Glamour: Not enough can be said of how refreshing McEntire was as host of the show. She's the classiest hillbilly of them all, and the ACM should try to put a multi-year lock on her the same way the CMA has done with Vince Gill. At least she's on board for next year's show.

Wade Jessen is on the board of directors of the Academy of Country Music and served on the show committee for this year's telecast.

### PEOPLE: NEW DUTIES FOR HENSLEY



WSM-AM Nashville

veteran Hairl Hensley

adds the new title of

bluegrass MD and

changes his airshift

from late afternoons to

6 p.m.-8 p.m. OM Kyle Cantrell adds the 3 p.m.-6

p.m. airshift. Also, Hensley's *The Early Bird Gets the*

*Bluegrass* show will expand from 15 to 90 minutes

July 1, when it will begin airing from 4 a.m.-5:30 a.m.

Longtime WOKQ Dover, N.H., morning-show

member Mike Martel retires. Danielle Carrier

and Mark Ericson will continue to host wake-ups.

WKDF Nashville promotion director Ben Ben-

nett exits. NTR director and former promotion

director Cindy Francis will once again assume

promotion duties.

WFMS Indianapolis hires former WBTU Fort

Wayne, Ind., PD Steve O'Brien to voice-track

overnights and to be production assistant for the

cluster. WFMS also ups promotion director Lisa

Juillierat to marketing and event director, and

promotion assistant Brandie Pfeiffer takes over

as promotion director. Part-timer Mike Orr joins

full time as director of news and information, and part-timer Steve Stuart becomes the station's remote coordinator.

With the return of classic country on KYCW

Seattle (*Country Airplay Monitor*, May 24), a new

lineup is in place. Sister KMPS overnight host

Tall Paul Fredericks, who added morning duties

on KYCW, is voice-tracking the overnight show

on KMPS. Also in the KYCW lineup are top 40

sister KBKS PD Mike Preston in early middays,

KMPS/KYCW PD Becky Brenner in middays, former

KMPS morning host Buffalo Phil in after-

noons, and Sheldon Smith in nights.

KXKZ (Kix 107.5) Monroe, La., ups part-timer

Mary Jane Copes to middays, as Mike Carson exits.

### CHARGES FILED IN FRANKLIN DEATH

The woman allegedly responsible for the acci-

dent that recently killed WTQR Greensboro,

N.C., PD/morning host "Big" Paul Franklin and

two others will face charges, according to the

Associated Press. Laura Mae Dayton faces three

counts of misdemeanor death, after her minivan

hit a car and pushed it into the path of three

motorcycles, including one driven by Franklin.

## PDs See Keith, Chesney As New Core Artists

Continued from page 1

their first and second major-label projects, respectively—Keith and Chesney labored for more than a decade, both switching labels in the process, before being considered superstars.

### BRAND AWARENESS

DreamWorks senior executive Scott Borchetta believes Keith's breakthrough came because he was able to create his own public persona. "The advantage that Toby has is he writes a lot of his music," Borchetta says. "His personality and identity [come through] with his singles, and that continues to create a brand."

KSCS Dallas PD Dean James agrees that the songs have made an impact, but he also says "Toby's bad-boy attitude is a bit of a draw."

A bad-boy attitude also helped launch Chesney, who faced charges following a horse-stealing incident last year in Buffalo, N.Y. Some believe the ensuing court case and the media attention it attracted—including an appearance on *The Tonight Show With Jay Leno*—helped propel Chesney higher in the public consciousness.

Chesney's association with McGraw is also seen as a plus, and Baldrice says Chesney's single status makes him an "attainable, approachable superstar. He's not married, has no family, no kids. There's not that availability factor [with McGraw]. [Chesney's] in great shape, has worked really hard [to become] *Country Weekly's* 'Hunk in the Hat' and other sex-symbol things they want to put on him. You don't get that press if you're a married man."

The public's ability to put a personality with the artist also helps, according to Baldrice. "In Kenny's case, it's the puka shells; he's the guy who loves the beach, the sand. It shows in the way he dresses. It's not a creation, just reality. The whole persona, which is genuine, has a lot to do [with his success]."

### CULT OF PERSONALITY

Given that, are Chesney and Keith strong enough to be featured in station marketing campaigns that spotlight core artists? PDs say yes. WYD Roanoke, Va., PD Chris O'Kelley says, "The ladies love the looks of Toby and Kenny, and we all want the ladies. Toby is featured so many times in the 10-10-220 [phone service] spots that he now has a very familiar face on TV, and that could win some people over."

Indeed, Borchetta doesn't underestimate the power of those commercials in helping bring Keith greater fame. "Crossing over into the mainstream as a personality has helped tremendously," he says. "Those are great personality spots for Toby. The benefit is [the public] has gotten to know him, his wry wit. I don't know if we could have achieved it as fast without the 10-10-220 spots. We couldn't have bought what 10-10-220 did for us."

Borchetta also believes exposing Keith's sense of humor to the public has helped break such Keith hits as "How Do You Like Me Now?" "Getcha Some" could have been a huge hit if people had known his sense of humor," Borchetta says. "That's Toby, lifting one eyebrow and laughing."

But WSSL/WESC Greenville, S.C., OM Bruce Logan contends that Keith and Chesney have yet to achieve name-brand recognition, at least among non-P1s. Logan says, "While the country core loves them, the non-country listeners don't really know who they are yet."

KEYF (K102) Minneapolis OM Gregg Swerberg says the two artists could be featured in TV campaigns, "especially if you're willing to put their name underneath them. It would be very smart to take all the good-looking new acts we have and use them instead of just recycling the same old clips."



KEITH

### HEADLINER STATUS

WSIX Nashville PD Mike Moore believes the breakthroughs by Keith and Chesney have come from a groundswell among the fans. He says, "It's obvious that the active fans of the format are embracing these guys, as evidenced by their record sales."

Logan became a believer after attending Chesney's concert. "I was blown away by the reaction to Kenny's live show. It was the loudest crowd at a concert I have ever heard," he says. "These people would have drank the tainted Kool-Aid if he had told them to do it. It reminded me of the first time I saw Garth [Brooks] live. Then to have opening-week sales like that . . . This guy has moved up."

O'Kelley says, "Look at the fact that both these guys are not only having No. 1 songs [and] selling lots of CDs, but these guys are [also] selling out concerts in just hours. That's an 'A' artist to me."

KMPS Seattle PD Becky Brenner agrees. "Toby came through with two incredible albums and a lot of added publicity in television and print. His road tours helped him a lot."

Carter says the same is true for Chesney. "Kenny has always been big in Kansas City. Now, with the headline tour and the biggest-selling album in the country, he's made the national leap. [And] Toby has gone from good country singer to superstar country singer. Sometimes changing labels can be a fresh start. For Toby, it lit the fire."

### A CONSISTENT STAR

Borchetta believes that the size of DreamWorks made a difference for Keith. "He had a kind of downturn at Mercury, but [he] never stopped working and building the fan base," he says. "Being a smaller label and being able to focus everything on Toby, we were catching him at the right time."

And being able to offer hit after hit makes a difference for radio. "Toby is Mr. Consistent," Logan says. "I always know [that] when a new Toby single or CD is coming, it's going to be great. His voice is instantly recognizable."

Borchetta agrees that consistent hits have helped Keith. "If you can't string [songs] together with consistency, you don't equal headliner."

Having a label with patience can make a difference as well. Baldrice says, "If you go out and buy stocks, you buy stocks that are long term. You make the decision each year—'Do I keep it, or do I sell?' That's the tough call about artists who stay or leave a label—'Is there that potential? Are there enough green lights that say, 'Keep going?'" In Chesney's case, Baldrice says, "the last two records have sold 2 million units. He's [been] out there being good for 5,000 to 8,000 tickets. He's now doing 20,000."

Baldrice continues, "You have to look at the commitment of an 'A-level act.' This has been building for four years . . . brick by brick. [Chesney has] dotted all the i's and crossed the t's. He's busted his ass out there."

And both radio and labels agree that timing is essential. Borchetta says, "This is really the first year that Toby and Kenny are true headliners. At a time when there is not a Shania, a Garth, a Dixie Chicks [on tour], it's turning over. There's been a void we have been able to fill. The marketplace has been looking for who our next guys and our next girls will be."

K92's Shadow believes that the lull years for country were necessary. "We have seen a shift in the last few years that has something to do with the drought we've been seeing," he says. "You can't slide from Vince Gill to Kenny Chesney overnight."

O'Kelley agrees. "The bottom line is timing. We don't have Faith [Hill] or Vince [Gill] carrying the torch for the 'A' acts, so someone has to carry [it]. Toby and Kenny both have provided radio with great music, and the people are accepting it. Look at their sales, and listen to the music."

# MONITOR PROFILE

## Radio Vet Shadow Finds Promise In K92's 18-34 Ratings

After 20 years of radio in Orlando, Fla., WWKA (K92) MD/midday host Shadow says he doesn't have to worry about playing games with labels in return for promotions, because "with our longstanding relationship with labels, they know what we do and what we don't."

What this Cox outlet doesn't do is play a lot of currents. There are about 14, but that doesn't mean K92 isn't proactive on new music. "I see us as being a little more active," Shadow says. "If you're passionate about it, you find a way to play it. [Take] 'The Good Stuff' by Kenny Chesney, [for example]. How in the world do you sit on that record? You have got to find a way to play great songs."



SHADOW  
MD/Midday Host

WWKA Orlando, Fla.

Owner: Cox

12-Plus Ratings: 5.9-6.1-5.3-7.7

'What's exciting for me in the format is seeing new artists . . . It's a great sign for the future'

Positioned as "today's country and your all-time favorites," K92 has a library that goes back to the '70s and '80s and is the basis for a new gold show on Sunday nights. During the rest of the week, the music is 60% gold and 40% current and recurrent, and Shadow says the station relies heavily on auditorium testing and callout. Despite its conservatism, WWKA is building its audience in the younger demos and embracing the success of newer artists. Shadow says, "What's exciting for me in the format is seeing new artists coming around. People are dipping into their pocketbooks [to buy their CDs]. It's a great sign for the future."

Another great sign is K92's success with younger listeners in the winter Arbitron. Shadow says the 25-54 demo is still the station's "bread and butter," but he adds, "We had a 10 share in middays 18-34. It just blew us out of the water. It was great. You wonder if it's just a kiss, but we talked to [consultant] Rusty Walker last week when he was in, and he's seen a number of stations with big [numbers] in the younger demos]. It's like the early '90s—it's just like when that [boom] started. Maybe we've got something in the future here."

Given his experience in the format, Shadow is in a position to remember more than one country boom. His first job in radio was in 1973 at a country "mom-and-pop station" in Catlettsburg, Ky. "I was the night jock, and my goal was to get on AM radio," he says. "That will tell you how long ago that was."

Twenty years ago, he moved to Orlando because "this was a happening area, a growing area." He was hired as production director on then-AC WDBO and added swings-shift duties for sister K92 when it signed on. But the lure of full-time on-air work led him away from country.

"After two years, I wanted back on the air full time. I left to go to the [crosstown top 40] station WXXL as MD." He also covered both middays and mornings in his tenure there but jumped ship once again when top 40 started to fade.

"It was struggling in the early '90s," he says. "Country was sure hot, and I had the opportunity to get back on the air here in a more stable environment."

And there he has stayed, with a total of 10 years with WWKA—a station well-known for the longevity of its personalities. Shadow says he doesn't know why he has been able to avoid the nomadic nature of his profession, but he considers himself blessed. "We've only had three PDs in that time," he says. And former morning host Ron Bisson wrapped a 19-year run in January.

Despite that morning-show change, the station has continued to succeed in the ratings. Shadow says, "We're all seeing an upward trend to country listening nationally. And locally, we are a very active listener station. We spent the majority of the last book without our morning guy . . . We were fortunate enough to average

K92FM

3 P.M.

Neal McCoy, "The Shake"  
Alan Jackson, "Drive (For Daddy Gene)"  
Faith Hill, "Piece of My Heart"  
George Strait, "You Look So Good in Love"  
Gary Allan, "The One"  
Trisha Yearwood, "XXX's and OOO's (An American Girl)"  
Clay Walker, "Then What?"  
Steve Azar, "I Don't Have to Be Me ('Til Monday)"  
Reba McEntire, "Fancy"  
Brad Paisley, "I'm Gonna Miss Her (The Fishin' Song)"  
Jo Dee Messina, "Bye Bye"  
Kenny Chesney, "Don't Happen Twice"  
Martina McBride, "I Love You"

one country star coming in [for the morning broadcast] each week. We had listeners coming in on a regular basis for a meet-and-greet after those shows. It was a great way to tie in the Web site and turn P2s into P1s."

The new morning host, WIL St. Louis afternoon jock Bo Matthews, joins the station in June.

Shadow believes one of the reasons K92 continues to succeed is the amount of artist-driven events it does. "We do a lot of club shows. There are three country clubs in the market, as well as the House of Blues, which is proactive with country shows. In the last 10 months, we've done six shows in the House of Blues alone."

The station's largest annual event, a fundraiser for the Ronald McDonald House, is also a concert promotion. "Our acoustic jam is the biggest event we do . . . It's an acoustic concert [with] a big jam session by the artists at the end." This year, the station raised \$60,000.

Shadow says the market is a country hotbed. "A lot of people think of Orlando as such a metropolitan area, but we've got die-hard country music fans here." And not one country competitor. "We certainly don't want one," he says. "That makes life on the home front pretty miserable sometimes." While a number of country FMs from adjacent markets are available, K92 shed its last direct competitor in the mid-'90s.

Of course, Shadow does see some problems inherent in his growing market. "We have 1,000 people a week moving into our area. Add in the fact that there is such competition for the entertainment here [as] Universal Studios, Disney, and water parks. There's a lot out there standing in the way of getting the listener to be passionate about your radio station."

In order to counter that, Shadow says K92 tries to be "as listener-proactive as possible. Today's radio listeners listen to music but they do it in a lot more passive way than they did 10 years ago. You've got to remember what part you're playing in the [listeners'] lives."

ANGELA KING

# COUNTRY HIGHLIGHTS



## GREATEST GAINERS COUNTRY

<b>DIXIE CHICKS</b> • <i>Long Time Gone</i> (MONUMENT)	+872
KPLX +44, KCCY +36, KSCS +30, KZLA +25, WKHX +25, KMLE +21, KNIX +21, WSM +21, KCYU +20, KPMS +19	
<b>TOBY KEITH</b> • <i>Courtesy Of The Red, White And Blue (The Angry American)</i> (DREAMWORKS)	+770
WSLC +24, KCCY +22, KMLE +20, KHKI +20, WFLS +18, KPLX +18, KWNR +17, KTST +17, KWJJ +17, WGNA +17	
<b>KENNY CHESNEY</b> • <i>The Good Stuff</i> (BNA)	+590
WTGE +41, KASE +24, KSON +21, WCOL +20, WSTH +17, WDSY +15, KSSN +15, KZLA +14, KRTY +14, KKCS +13	
<b>LEE ANN WOMACK</b> • <i>Something Worth Leaving Behind</i> (MCA NASHVILLE)	+520
WTQR +36, KHKI +21, WYUU +20, KZLA +19, KTST +19, KDRK +19, WWGR +18, WNKT +18, WGGY +16, WCOL +16	
<b>BRAD PAISLEY</b> • <i>I'm Gonna Miss Her (The Fishin' Song)</i> (ARISTA NASHVILLE)	+514
KWJJ +35, WYNK +23, KBQI +21, KRTY +18, WSTH +18, WCMS +18, WEZL +16, WMSI +16, KTST +12, KRST +12	

## COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 147 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	AUDIENCE (millions)	
					TW	LW
			<b>★ ★ ★ No. 1 ★ ★ ★</b>			
1	1	16	<b>DRIVE (FOR DADDY GENE)</b> ARISTA NASHVILLE	ALAN JACKSON	42.547	44.585
2	3	14	<b>LIVING AND LIVING WELL</b> MCA NASHVILLE	GEORGE STRAIT	40.173	39.911
3	2	26	<b>I DON'T HAVE TO BE ME (TIL MONDAY)</b> MERCURY	STEVE AZAR	39.330	40.887
4	6	26	<b>I SHOULD BE SLEEPING</b> DREAMWORKS	EMERSON DRIVE	35.081	34.343
5	7	13	<b>I'M GONNA MISS HER (THE FISHIN' SONG)</b> ARISTA NASHVILLE	BRAD PAISLEY	33.775	31.866
6	4	21	<b>MY LIST</b> DREAMWORKS	TOBY KEITH	33.129	37.519
7	5	24	<b>WHAT IF SHE'S AN ANGEL</b> RCA	TOMMY SHANE STEINER	31.943	36.271
8	9	17	<b>NOT A DAY GOES BY</b> BNA	LONESTAR	25.693	23.951
9	11	18	<b>THE ONE</b> MCA NASHVILLE	GARY ALLAN	24.464	21.959
10	8	23	<b>I DON'T WANT YOU TO GO</b> ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	24.231	24.269
11	13	8	<b>MY HEART IS LOST TO YOU</b> ARISTA NASHVILLE	BROOKS & DUNN	21.636	19.734
12	15	19	<b>WHEN YOU LIE NEXT TO ME</b> BNA	KELLIE COFFEY	21.444	18.829
13	10	29	<b>THAT'S WHEN I LOVE YOU</b> ARISTA NASHVILLE	PHIL VASSAR	20.387	23.460
14	21	4	<b>THE GOOD STUFF</b> BNA	KENNY CHESNEY	19.733	15.160
15	12	24	<b>YOUNG</b> BNA	KENNY CHESNEY	18.420	20.187
16	23	3	<b>COURTESY OF THE RED, WHITE AND BLUE (THE ANGRY AMERICAN)</b> DREAMWORKS	TOBY KEITH	18.042	12.561
17	18	10	<b>I MISS MY FRIEND</b> DREAMWORKS	DARRYL WORLEY	18.029	16.712
18	14	31	<b>BLESSED</b> RCA	MARTINA MCBRIDE	17.892	19.610
19	17	19	<b>JUST WHAT I DO</b> WARNER BROS./WRN	TRICK PONY	17.342	17.285
20	20	14	<b>TONIGHT I WANNA BE YOUR MAN</b> RCA	ANDY GRIGGS	17.123	15.730
21	22	13	<b>HELP ME UNDERSTAND</b> CAPITOL	TRACE ADKINS	13.961	13.800
22	24	11	<b>I KEEP LOOKING</b> RCA	SARA EVANS	12.783	12.026
23	25	6	<b>TEN ROUNDS WITH JOSE CUERVO</b> RCA	TRACY BYRD	12.469	11.446
24	29	9	<b>SHE WAS</b> COLUMBIA	MARK CHESNUTT	11.024	8.993
25	28	7	<b>OL' RED</b> WARNER BROS./WRN	BLAKE SHELTON	10.437	9.088
26	<b>NEW</b>		<b>LONG TIME GONE</b> MONUMENT	DIXIE CHICKS	10.181	0.000
27	27	9	<b>THE IMPOSSIBLE</b> UNIVERSAL SOUTH	JOE NICHOLS	10.172	9.189
28	30	10	<b>BEFORE I KNEW BETTER</b> EPIC	BRAD MARTIN	9.466	8.505
29	31	6	<b>BEAUTIFUL MESS</b> ARISTA NASHVILLE	DIAMOND RIO	8.781	7.545
30	32	4	<b>AMERICAN CHILD</b> ARISTA NASHVILLE	PHIL VASSAR	8.175	6.830
31	33	13	<b>GOODBYE ON A BAD DAY</b> MCA NASHVILLE	SHANNON LAWSON	7.071	6.784
32	26	18	<b>MENDOCINO COUNTY LINE</b> LOST HIGHWAY/MERCURY	WILLIE NELSON DUET WITH LEE ANN WOMACK	6.737	11.287
33	34	5	<b>BARBED WIRE AND ROSES</b> BNA	PINMONKEY	6.166	5.978
34	38	2	<b>WHERE WOULD YOU BE</b> RCA	MARTINA MCBRIDE	6.163	4.442
35	<b>NEW</b>		<b>SOMETHING WORTH LEAVING BEHIND</b> MCA NASHVILLE	LEE ANN WOMACK	5.219	2.074
36	35	3	<b>I'M GONE</b> CAPITOL	CYNDI THOMSON	5.219	5.061
37	36	5	<b>DON'T WASTE MY TIME</b> MONUMENT	LITTLE BIG TOWN	4.931	4.869
38	37	6	<b>CHASIN' AMY</b> ARISTA NASHVILLE	BRETT JAMES	4.466	4.449
39	40	2	<b>DARE TO DREAM</b> CURB	JO DEE MESSINA	4.237	3.818
40	<b>NEW</b>		<b>LOOK AT ME NOW</b> WARNER BROS./WRN	SIXWIRE	4.082	3.210

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

## Billboard Top Country Singles Sales SoundScan

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

BILLBOARD ISSUE DATE: JUNE 1, 2002

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
<b>◀ No. 1 ▶</b>				
1	1	92	<b>CAN'T FIGHT THE MOONLIGHT</b> ● CURB 73116	LEANN RIMES
				31 weeks at No. 1
2	2	12	<b>I SHOULD BE SLEEPING</b> DREAMWORKS 450362/INTERSCOPE	EMERSON DRIVE
3	4	34	<b>WHERE THE STARS AND STRIPES AND THE EAGLE FLY</b> LYRIC STREET 164059/HOLLYWOOD	AARON TIPPIN
4	3	19	<b>THAT'S JUST JESSIE</b> LYRIC STREET 164063/HOLLYWOOD	KEVIN DENNEY
5	5	18	<b>OSAMA-YO' MAMA</b> CURB 73130	RAY STEVENS
6	6	32	<b>GOD BLESS THE USA</b> CURB 73128	LEE GREENWOOD
7	<b>NEW</b>		<b>THE IMPOSSIBLE</b> UNIVERSAL SOUTH 172241/UMRG	JOE NICHOLS
8	8	30	<b>AMERICA WILL ALWAYS STAND</b> RELENTLESS NASHVILLE 5137*/MADACY	RANDY TRAVIS
9	7	258	<b>HOW DO I LIVE</b> ▲ <sup>3</sup> CURB 73022	LEANN RIMES
10	11	25	<b>NIGHT DISAPPEAR WITH YOU</b> LYRIC STREET 164050/HOLLYWOOD	BRIAN MCCOMAS
11	9	45	<b>UNBROKEN BY YOU</b> LYRIC STREET 164048/HOLLYWOOD	KORTNEY KAYLE
12	10	8	<b>ALMOST THERE</b> REPUBLIC/UNIVERSAL 015736/UMRG	GABBIE NOLEN
13	16	7	<b>HONEY DO</b> DREAMWORKS 450914/INTERSCOPE	MIKE WALKER
14	12	87	<b>THE WAY YOU LOVE ME</b> WARNER BROS. 16818/WRN	FAITH HILL
15	14	42	<b>SOMETHIN' IN THE WATER</b> MONUMENT 79625/SONY	JEFFREY STEELE
16	13	32	<b>GOD BLESS AMERICA</b> CURB 73127	LEANN RIMES
17	15	114	<b>ROCKY TOP '96</b> DECCA 155274/MCA NASHVILLE	THE OSBORNE BROTHERS
18	18	53	<b>ON A NIGHT LIKE THIS</b> WARNER BROS. 16751/WRN	TRICK PONY
19	21	27	<b>GIRL IN LOVE</b> COLUMBIA 79648/SONY	ROBIN ENGLISH
20	20	61	<b>LOVE IS ENOUGH</b> RCA 69034/RLG	3 OF HEARTS

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

## Billboard TOP COUNTRY ALBUMS SoundScan

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BILLBOARD ISSUE DATE: JUNE 1, 2002

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	4	<b>KENNY CHESNEY</b> BNA 67038/RLG (12.98/18.98)	<b>NO SHOES, NO SHIRT, NO PROBLEMS</b>	1
				4 weeks at No. 1		
2	2	2	76	<b>SOUNDTRACK</b> ▲ <sup>6</sup> LOST HIGHWAY 170069/MERCURY (12.98/19.98)	O BROTHER, WHERE ART THOU?	1
3	3	3	18	<b>ALAN JACKSON</b> ▲ <sup>2</sup> ARISTA NASHVILLE 67039/RLG (12.98/18.98)	DRIVE	1
4	4	4	102	<b>RASCAL FLATTS</b> ▲ LYRIC STREET 165011/HOLLYWOOD (11.98/18.98)	RASCAL FLATTS	3
5	6	5	51	<b>BRAD PAISLEY</b> ● ARISTA NASHVILLE 67008/RLG (11.98/17.98)	PART II	3
6	7	8	38	<b>TOBY KEITH</b> ▲ DREAMWORKS 450297/INTERSCOPE (12.98/18.98)	PULL MY CHAIN	1
7	8	6	78	<b>TIM MCGRAW</b> ▲ <sup>3</sup> CURB 77978 (12.98/18.98)	GREATEST HITS	1
8	9	10	56	<b>TIM MCGRAW</b> ▲ <sup>2</sup> CURB 78711 (12.98/18.98)	SET THIS CIRCUS DOWN	1
9	5	—	2	<b>KELLIE COFFEY</b> BNA 67040/RLG (10.98/16.98)	WHEN YOU LIE NEXT TO ME	5
10	14	13	33	<b>GARY ALLAN</b> MCA NASHVILLE 170201 (11.98/17.98)	ALRIGHT GUY	4
11	10	11	15	<b>VARIOUS ARTISTS</b> ● BNA 67043/RLG (12.98/17.98)	TOTALLY COUNTRY	2
12	13	12	94	<b>SOUNDTRACK</b> ▲ <sup>3</sup> CURB 78703 (11.98/17.98)	COYOTE UGLY	1
13	12	9	86	<b>KENNY CHESNEY</b> ▲ <sup>2</sup> BNA 67976/RLG (12.98/18.98)	GREATEST HITS	1
14	15	14	85	<b>TRAVIS TRITT</b> ▲ COLUMBIA 62165/SONY (11.98 EQ/17.98)	DOWN THE ROAD I GO	8
15	11	15	35	<b>MARTINA MCBRIDE</b> ▲ RCA 67012/RLG (12.98/18.98)	GREATEST HITS	1
<b>◀ GREATEST GAINER ▶</b>						
16	22	22	62	<b>TRICK PONY</b> ● WARNER BROS. 47927/WRN (11.98/17.98)	TRICK PONY	12
17	16	17	57	<b>BROOKS &amp; DUNN</b> ▲ ARISTA NASHVILLE 67003/RLG (12.98/18.98)	STEERS & STRIPES	1
18	20	21	47	<b>LONESTAR</b> ▲ BNA 67011/RLG (12.98/18.98)	I'M ALREADY THERE	1
19	18	16	18	<b>WILLIE NELSON</b> LOST HIGHWAY 186231/MERCURY (12.98/18.98)	THE GREAT DIVIDE	5
20	17	18	40	<b>ALISON KRAUSS + UNION STATION</b> ● ROUNDER 610495/DJMG (11.98/17.98)	NEW FAVORITE	3

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



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

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

AIRPLAY LEADERBOARD

Table with 5 columns: Rank, Station, Song, PD/MD, and Airplay Leader Designations. Lists top 5 songs across various stations like WTGE, KCCY, KMLE, and WKHX.

VIDEO PLAYLIST TRACKING PERIOD: 17 - 23, 2002. CMT PD: Chris Parr. Lists top 30 songs for CMT station.

Great American Country PD: Jim Murphy. Lists top 30 songs for GAC station.

KZLA Los Angeles PD: RJ Curtis. Lists top 30 songs for KZLA station.

KPLX Dallas PD: Paul Williams. Lists top 30 songs for KPLX station.

WUSN Chicago PD: Justin Case. Lists top 30 songs for WUSN station.

KSCS Dallas PD: Dean James. Lists top 30 songs for KSCS station.

WKHX Atlanta PD: Dene Hallam. Lists top 30 songs for WKHX station.

KFRG San Bernardino PD: Ray Massie. Lists top 30 songs for KFRG station.

WMZQ Washington, DC PD: Jeff Wyatt. Lists top 30 songs for WMZQ station.

KMPD Seattle PD: Beatty Brenner. Lists top 30 songs for KMPD station.

WXIU Philadelphia PD: Bob McKay. Lists top 30 songs for WXIU station.

KEYE Minneapolis PD: Gregg Swedberg. Lists top 30 songs for KEYE station.

WYCD Detroit PD: Mac Daniels. Lists top 30 songs for WYCD station.

WIL St. Louis PD: Russ Schell. Lists top 30 songs for WIL station.

WIVK Knoxville PD: Mike Hammond. Lists top 30 songs for WIVK station.

KILT Houston PD: Darren Davis. Lists top 30 songs for KILT station.

KYGO Denver PD: Joel Burke. Lists top 30 songs for KYGO station.

WYQK Tampa PD: Eric Logan. Lists top 30 songs for WYQK station.

WYAY Atlanta PD: Dene Hallam. Lists top 30 songs for WYAY station.

WPOC Baltimore PD: Scott Lindy. Lists top 30 songs for WPOC station.

WDSY Pittsburgh PD: Keith Clark. Lists top 30 songs for WDSY station.

KMLE Phoenix PD: Jeff Garrison. Lists top 30 songs for KMLE station.

KNIX Phoenix PD: George King. Lists top 30 songs for KNIX station.

COUNTRY AIRPLAY MONITOR FOR WEEK ENDING MAY 26, 2002

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

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

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

WGAR Cleveland PD: Meg Stevens MD: Chuck Collier Clear Channel 216-520-2600

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

WKIS Miami PD: Bob Barnett MD: Darlene Evans Beasley 305-654-1700

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

KWJJ Portland, OR OM: Bruce Agler PD: Ken Boesen MD: Craig Lockwood Fisher 503-228-4393

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

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

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

WDAF Kansas City PD/MD: Ted Cramer Entercom 913-677-8998





COUNTRY AIRPLAY MONITOR FOR WEEK ENDING MAY 26, 2002



Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population.

Grid of charts for artists including TRACE ADKINS, GARY ALLAN, BROOKS & DUNN, TRACY BYRD, KENNY CHESNEY, MARK CHESNUT, KELLIE COFFEY, DIAMOND RIO, EMERSON DRIVE, and SARA EVANS. Each chart shows Top 25 stations and chart movement.

Grid of charts for artists including MARK CHESNUT, KELLIE COFFEY, DIAMOND RIO, EMERSON DRIVE, SARA EVANS, and various other acts. Each chart shows Top 25 stations and chart movement.

# COUNTRY AIRPLAY MONITOR

## FOR WEEK ENDING MAY 26, 2002

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

ANDY GRIGGS 2739/121				CAROLYN DAWN JOHNSON 3842/83				TOBY KEITH 2153/770				LONESTAR 4029/424				BRAD MARTIN 1919/334			
Tonight I Wanna Be Your Man (RCA)				I Don't Want You To Go (Arista Nashville)				Courtesy Of The Red, White And Blue (The Angry American) (DreamWorks)				Not A Day Goes By (BNA)				Before I Knew Better (Epic)			
Total Stations: 146				Total Stations: 144				Total Stations: 133				Total Stations: 145				Total Stations: 143			
Chart Move: 17-15				Chart Move: 8-9				Chart Move: 30-22				Chart Move: 9-7				Chart Move: 26-24			
City	Station	W	L	W	L	W	L	W	L	W	L	W	L	W	L	W	L	W	L
Atlanta	WKXW	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Boston	WJZZ	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Chicago	WUSN	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Dallas	WXTU	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Detroit	WYCD	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Houston	WKLB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Los Angeles	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Memphis	WWSB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Minneapolis	WWSB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Montgomery	WWSB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Nashville	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Phoenix	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Portland, OR	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Riverside	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Salt Lake	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
San Antonio	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
San Diego	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Seattle	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
St. Louis	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Tampa	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Wash. DC	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Wichita	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12

JOE NICHOLS 1652/217				BRAD PAISLEY 4872/514				BLAKE SHELTON 1648/286				GEORGE STRAIT 5387/194				DARRYL WORLEY 2867/296			
The Impossible (Universal South)				I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)				Of Red (Warner Bros./WRN)				Living And Living Well (MCA Nashville)				I Miss My Friend (DreamWorks)			
Total Stations: 140				Total Stations: 147				Total Stations: 144				Total Stations: 147				Total Stations: 146			
Chart Move: 28-26				Chart Move: 7-4				Chart Move: 31-27				Chart Move: 3-2				Chart Move: 18-14			
City	Station	W	L	W	L	W	L	W	L	W	L	W	L	W	L	W	L	W	L
Atlanta	WKXW	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Boston	WJZZ	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Chicago	WUSN	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Dallas	WXTU	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Detroit	WYCD	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Houston	WKLB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Los Angeles	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Memphis	WWSB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Minneapolis	WWSB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Montgomery	WWSB	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Nashville	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Phoenix	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Portland, OR	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Riverside	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Salt Lake	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
San Antonio	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
San Diego	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Seattle	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
St. Louis	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Tampa	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Wash. DC	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12
Wichita	WKYC	21	23	16	12	17	12	17	12	17	12	17	12	17	12	17	12	17	12



most airplay adds  
**COUNTRY**

**NEW STATIONS**

<b>DIXIE CHICKS</b> <i>Long Time Gone (Monument)</i> <b>56</b>
KASE, KCCY, KCY, KDRK, KEFY, KFDI, KIIM, KKCS, KMDL, KMLE, KMPS, KNCI, KNIX, KPLX, KSCS, KSKS, KSON, KSOP, KTST, KTTS, KUPL, KWIJ, KZLA, KZSN, WBCT, WDRM, WFLS, WFRF, WGAR, WGH, WGXK, WIVK, WKDF, WKHX, WKIS, WMIL, WMSI, WMZQ, WOKQ, WPOC, WPOR, WQYK, WSIX, WSM, WSSL, WTGE, WUBE, WUSN, WUSY, WWGR, WXTU, WYCD, WYGY, WYNK, WYUU, WYVD
Total Stations With Six Or More Detections: 56
TOTAL DETECTIONS BY DAYPART: 6-10 <b>16%</b> , 10-3 <b>22%</b> , 3-7 <b>26%</b> , 7-12 <b>19%</b> , 12-6A <b>17%</b>
<b>TOBY KEITH</b> <i>Courtesy Of The Red, White And Blue (The Angry American) (DreamWorks)</i> <b>33</b>
KASE, KFRG, KGMV, KHKI, KMDL, KPLX, KTEX, KUBL, KKKT, KXXY, KZSN, WBBS, WBUL, WCTK, WDSY, WEZL, WFMS, WFRY, WGGY, WGXK, WKKT, WKLB, WMSI, WNCY, WNOE, WOGK, WPOR, WSLC, WWGR, WWKA, WXBM, WYGY, WYRK
Total Stations With Six Or More Detections: 109
TOTAL DETECTIONS BY DAYPART: 6-10 <b>12%</b> , 10-3 <b>23%</b> , 3-7 <b>18%</b> , 7-12 <b>26%</b> , 12-6A <b>21%</b>
<b>LEE ANN WOMACK</b> <i>Something Worth Leaving Behind (MCA Nashville)</i> <b>26</b>
KCCY, KDRK, KFKF, KHKI, KIIM, KMPS, KNIX, KSCS, KTST, KUZZ, KKKT, KYGO, KZLA, WCOL, WCOS, WGAR, WMIL, WNKT, WOKO, WPCV, WPOR, WRNS, WSIX, WTGE, WTQR, WWGR
Total Stations With Six Or More Detections: 37
TOTAL DETECTIONS BY DAYPART: 6-10 <b>8%</b> , 10-3 <b>20%</b> , 3-7 <b>15%</b> , 7-12 <b>20%</b> , 12-6A <b>38%</b>
<b>KENNY CHESNEY</b> <i>The Good Stuff (BNA)</i> <b>19</b>
KHAY, KNCI, KRYS, KSD, KSKS, KSON, KSSN, WCOL, WDSY, WIL, WKQC, WKKO, WMIL, WOKQ, WSOC, WSTH, WVLK, WXTU, WYRK
Total Stations With Six Or More Detections: 133
TOTAL DETECTIONS BY DAYPART: 6-10 <b>14%</b> , 10-3 <b>23%</b> , 3-7 <b>18%</b> , 7-12 <b>21%</b> , 12-6A <b>24%</b>
<b>TIM MCGRAW</b> <i>Unbroken (Curb)</i> <b>18</b>
KIIM, KKCS, KSCS, KSKS, KSON, KSOP, KTTS, KKKT, WFLS, WGGY, WIRK, WMSI, WPOC, WSSL, WTGE, WWKA, WYGY, WYVD
Total Stations With Six Or More Detections: 27
TOTAL DETECTIONS BY DAYPART: 6-10 <b>12%</b> , 10-3 <b>23%</b> , 3-7 <b>21%</b> , 7-12 <b>23%</b> , 12-6A <b>21%</b>

<b>WQMX Akron, Ohio</b> No Airplay Adds This Week	<b>WZZK Birmingham, Ala.</b> Darryl Worley I Miss My Friend 6 Brooks & Dunn My Heart Is Lost To You 6	<b>WYGY Cincinnati</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 15 Montgomery Gentry My Town 13 George Jones 50,000 Names 8 Tim McGraw Unbroken 6	<b>WGNE Daytona Beach</b> No Airplay Adds This Week
<b>WGNA Albany, N.Y.</b> No Airplay Adds This Week	<b>WKLB Boston</b> Toby Keith Courtesy Of The Red, White & Blue 9 Martina McBride Where Would You Be 8 Mark Chesnut She Was 8 Sixwire Look At Me Now 6 Tracy Byrd Ten Rounds With Jose Cue 6	<b>WGAR Cleveland</b> Sara Evans I Keep Looking 10 Dixie Chicks Long Time Gone 8 Lee Ann Womack Something Worth Leaving Behind 6 Mark Chesnut She Was 6	<b>KYGO Denver</b> Phil Vassar American Child 8 Lee Ann Womack Something Worth Leaving Behind 6
<b>KBQI Albuquerque</b> Anthony Smith If That Ain't Country 7	<b>WYRK Buffalo, N.Y.</b> Toby Keith Courtesy Of The Red, White & Blue 12 Sara Evans I Keep Looking 9 Mark Chesnut She Was 7 Cyndi Thomson I'm Gone 6 Kenny Chesney The Good Stuff 6	<b>WKHJ Des Moines, Iowa</b> Lee Ann Womack Something Worth Leaving Behind 21 Toby Keith Courtesy Of The Red, White & Blue 20 Diamond Rio Beautiful Mess 14 Rebecca Lynn Howard Forgive 7	<b>KHFI Des Moines, Iowa</b> Lee Ann Womack Something Worth Leaving Behind 21 Toby Keith Courtesy Of The Red, White & Blue 20 Diamond Rio Beautiful Mess 14 Rebecca Lynn Howard Forgive 7
<b>KRST Albuquerque</b> Cyndi Thomson I'm Gone 7 Phil Vassar American Child 7	<b>WYCD Detroit</b> Dixie Chicks Long Time Gone 16	<b>WFMS Indianapolis</b> Toby Keith Courtesy Of The Red, White & Blue 11 Daryl Singletary That's Why I Sing 9	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7
<b>WCTO Allentown, Pa.</b> SheDaisy Mine All Mine 11 Sixwire Look At Me Now 9	<b>KKEY Minneapolis</b> Dixie Chicks Long Time Gone 8 Trace Adkins Help Me Understand 8	<b>WMSJ Mobile, Ala.</b> Phil Vassar American Child 12 Jo Dee Messina Dare To Dream 9 George Jones 50,000 Names 6 Anthony Smith If That Ain't Country 6	<b>WDRM Huntsville, Ala.</b> Dixie Chicks Long Time Gone 16 Tracy Byrd Ten Rounds With Jose Cue 16 Chris Cagle Country By The Grace Of 9 Brad Martin Before I Knew Better 7
<b>WKHX Atlanta</b> Dixie Chicks Long Time Gone 25 Sixwire Look At Me Now 23 Martina McBride Where Would You Be 22 Montgomery Gentry My Town 6	<b>WKSJ Mobile, Ala.</b> Phil Vassar American Child 12 Jo Dee Messina Dare To Dream 9 George Jones 50,000 Names 6 Anthony Smith If That Ain't Country 6	<b>KATM Modesto, Calif.</b> Jeffrey Steele Good To Go 6	<b>WTQR Greensboro, N.C.</b> Lee Ann Womack Something Worth Leaving Behind 36 Anthony Smith If That Ain't Country 14
<b>WYAY Atlanta</b> No Airplay Adds This Week	<b>KTOM Monterey, Calif.</b> Dusty Drake And Then 6 Tim McGraw Unbroken 6	<b>KTOM Monterey, Calif.</b> Dusty Drake And Then 6 Tim McGraw Unbroken 6	<b>WESC Greenville, S.C.</b> No Airplay Adds This Week
<b>WKXC Augusta, Ga.</b> Chris Cagle Country By The Grace Of 10	<b>WLVW Montgomery, Ala.</b> No Airplay Adds This Week	<b>WLVW Montgomery, Ala.</b> No Airplay Adds This Week	<b>WSSL Greenville, S.C.</b> Tim McGraw Unbroken 10 Dixie Chicks Long Time Gone 9 Chris Cagle Country By The Grace Of 8 Little Big Town Don't Waste My Time 6
<b>KASE Austin, Texas</b> Toby Keith Courtesy Of The Red, White & Blue 13 Mark Chesnut She Was 13 Dixie Chicks Long Time Gone 9	<b>WMUS Muskegon, MI</b> Brad Martin Before I Knew Better 14 Blake Shelton O' Red 11 Joe Nichols The Impossible 7 Phil Vassar American Child 6 Diamond Rio Beautiful Mess 6	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7	<b>WWTU Philadelphia</b> Dixie Chicks Long Time Gone 8 Kenny Chesney The Good Stuff 7 Marcel Country Rock Star 7 Diamond Rio Beautiful Mess 6 Blake Shelton O' Red 6 Jo Dee Messina Dare To Dream 6
<b>KUZZ Bakersfield, Calif.</b> Daryl Singletary That's Why I Sing 15 Lee Ann Womack Something Worth Leaving Behind 14 Martina McBride Where Would You Be 8	<b>WMOE New Orleans</b> Blackhawk One Night In New Orleans 9 Toby Keith Courtesy Of The Red, White & Blue 8	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7	<b>WXTU Philadelphia</b> Dixie Chicks Long Time Gone 8 Kenny Chesney The Good Stuff 7 Marcel Country Rock Star 7 Diamond Rio Beautiful Mess 6 Blake Shelton O' Red 6 Jo Dee Messina Dare To Dream 6
<b>WPOC Baltimore</b> Dixie Chicks Long Time Gone 17 Tammy Cochran Life Happened 11 Tim McGraw Unbroken 6 Sara Evans I Keep Looking 6	<b>WNOE New Orleans</b> Blackhawk One Night In New Orleans 9 Toby Keith Courtesy Of The Red, White & Blue 8	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
<b>WTGE Baton Rouge, La.</b> Tim McGraw Unbroken 28 Lee Ann Womack Something Worth Leaving Behind 11 Rebecca Lynn Howard Forgive 11 Dixie Chicks Long Time Gone 10 Pinmonkey Barbed Wire And Roses 8 Rodney Atkins Sing Along 7	<b>WNRN Las Vegas</b> Tracy Byrd Ten Rounds With Jose Cue 9 Pinmonkey Barbed Wire And Roses 6	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
<b>WYNK Baton Rouge, La.</b> Dixie Chicks Long Time Gone 8 Tammy Cochran Life Happened 8 Jeffrey Steele Good To Go 7 Sixwire Look At Me Now 7	<b>WNOE New Orleans</b> Blackhawk One Night In New Orleans 9 Toby Keith Courtesy Of The Red, White & Blue 8	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
<b>WDXB Birmingham, Ala.</b> Andy Griggs Tonight I Wanna Be Your Man 7 Brad Martin Before I Knew Better 6 Sara Evans I Keep Looking 6 Tracy Byrd Ten Rounds With Jose Cue 6	<b>WNOE New Orleans</b> Blackhawk One Night In New Orleans 9 Toby Keith Courtesy Of The Red, White & Blue 8	<b>WMSI Jackson, Miss.</b> Toby Keith Courtesy Of The Red, White & Blue 16 Dixie Chicks Long Time Gone 10 Blake Shelton O' Red 10 Tim McGraw Unbroken 8 Mark Chesnut She Was 8 Little Big Town Don't Waste My Time 8 Pinmonkey Barbed Wire And Roses 7	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12

<b>WQJK Jacksonville, Fla.</b> Jo Dee Messina Dare To Dream 19 Diamond Rio Beautiful Mess 11 Blake Shelton O' Red 7 Trace Adkins Help Me Understand 6	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
<b>WROO Jacksonville, Fla.</b> Mark Chesnut She Was 7 Rodney Atkins Sing Along 6	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
<b>WROO Jacksonville, Fla.</b> Mark Chesnut She Was 7 Rodney Atkins Sing Along 6	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
<b>WROO Jacksonville, Fla.</b> Mark Chesnut She Was 7 Rodney Atkins Sing Along 6	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDF Nashville</b> Dixie Chicks Long Time Gone 11 Shannon Lawson Goodbye On A Bad Day 10 Daryl Singletary That's Why I Sing 8	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WQDR Raleigh, N.C.</b> Gary Allan The One 28 Trace Adkins Help Me Understand 15	<b>WYD Pittsburgh</b> Kenny Chesney The Good Stuff 19 Toby Keith Courtesy Of The Red, White & Blue 12
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Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 147 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>★ ★ ★ No. 1 ★ ★ ★</b>				
1	1	19	<b>DRIVE (FOR DADDY GENE)</b> ARISTA NASHVILLE 3 weeks at No. 1	ALAN JACKSON	5590	5677	
2	3	17	LIVING AND LIVING WELL MCA NASHVILLE	GEORGE STRAIT	5387	5193	
3	2	35	I DON'T HAVE TO BE ME ('TIL MONDAY) MERCURY	STEVE AZAR	5333	5589	
4	7	15	I'M GONNA MISS HER (THE FISHER SONG) ARISTA NASHVILLE	BRAD PAISLEY	4872	4358	
5	5	31	I SHOULD BE SLEEPING DREAMWORKS	EMERSON DRIVE	4842	4759	
6	4	25	WHAT IF SHE'S AN ANGEL RCA	TOMMY SHANE STEINER	4100	5115	
7	9	20	NOT A DAY GOES BY BNA	LONESTAR	4029	3605	
8	6	25	MY LIST DREAMWORKS	TOBY KEITH	3993	4593	
9	8	26	I DON'T WANT YOU TO GO ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	3842	3759	
10	10	21	THE ONE MCA NASHVILLE	GARY ALLAN	3412	3264	
11	12	25	WHEN YOU LIE NEXT TO ME BNA	KELLIE COFFEY	3141	2963	
12	15	9	MY HEART IS LOST TO YOU ARISTA NASHVILLE	BROOKS & DUNN	3122	2836	
13	13	21	JUST WHAT I DO WARNER BROS./WRN	TRICK PONY	2887	2908	
14	18	12	I MISS MY FRIEND DREAMWORKS	DARRYL WORLEY	2867	2571	
15	17	19	TONIGHT I WANNA BE YOUR MAN RCA	ANDY GRIGGS	2739	2618	
			<b>★ ★ AIRPOWER ★ ★</b>				
16	23	6	<b>THE GOOD STUFF</b> BNA	KENNY CHESNEY	2572	1982	
17	14	32	THAT'S WHEN I LOVE YOU ARISTA NASHVILLE	PHIL VASSAR	2523	2850	
18	21	15	HELP ME UNDERSTAND CAPITOL	TRACE ADKINS	2429	2396	
19	16	24	YOUNG BNA	KENNY CHESNEY	2326	2725	
20	19	32	BLESSED RCA	MARTINA MCBRIDE	2325	2469	
21	22	13	I KEEP LOOKING RCA	SARA EVANS	2221	2048	
22	30	3	COURTESY OF THE RED, WHITE AND BLUE (THE ANGRY AMERICAN) DREAMWORKS	TOBY KEITH	2153	1383	
23	25	10	TEN ROUNDS WITH JOSE CUERVO RCA	TRACY BYRD	2097	1782	
24	26	17	BEFORE I KNEW BETTER EPIC	BRAD MARTIN	1919	1585	
25	27	18	SHE WAS COLUMBIA	MARK CHESNUTT	1848	1512	
26	28	12	THE IMPOSSIBLE UNIVERSAL SOUTH	JOE NICHOLS	1652	1435	
27	31	11	OL' RED WARNER BROS./WRN	BLAKE SHELTON	1648	1362	
28	32	9	BEAUTIFUL MESS ARISTA NASHVILLE	DIAMOND RIO	1492	1134	
29	29	18	GOODBYE ON A BAD DAY MCA NASHVILLE	SHANNON LAWSON	1456	1391	
30	36	6	AMERICAN CHILD ARISTA NASHVILLE	PHIL VASSAR	1129	891	
31	34	9	BARBED WIRE AND ROSES BNA	PINMONKEY	1004	900	
32	24	20	MENDOCINO COUNTY LINE LOST HIGHWAY/MERCURY	WILLIE NELSON DUET WITH LEE ANN WOMACK	1002	1856	
33	38	5	WHERE WOULD YOU BE RCA	MARTINA MCBRIDE	996	810	
34	33	14	DON'T WASTE MY TIME MONUMENT	LITTLE BIG TOWN	975	933	
35	35	10	CHASIN' AMY ARISTA NASHVILLE	BRETT JAMES	934	898	
36	37	8	I'M GONE CAPITOL	CYNDI THOMSON	909	880	
			<b>★ ★ HOT SHOT DEBUT/GREATEST GAINER®/MOST AIRPLAY ADDS ★ ★</b>				
37	<b>NEW</b>		<b>LONG TIME GONE</b> MONUMENT	DIXIE CHICKS	872	0	
38	40	5	DARE TO DREAM CURB	JO DEE MESSINA	770	672	
39	54	2	SOMETHING WORTH LEAVING BEHIND MCA NASHVILLE	LEE ANN WOMACK	735	215	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
40	39	13	MINIVAN VFR	HOMETOWN NEWS	654	726
41	41	7	IF THAT AINT COUNTRY MERCURY	ANTHONY SMITH	631	618
42	42	8	LOOK AT ME NOW WARNER BROS./WRN	SIXWIRE	600	529
43	43	6	COUNTRY BY THE GRACE OF GOD CAPITOL	CHRIS CAGLE	516	515
44	44	5	FORGIVE MCA NASHVILLE	REBECCA LYNN HOWARD	513	403
45	58	3	UNBROKEN CURB	TIM MCGRAW	473	143
46	47	3	MINE ALL MINE LYRIC STREET	SHEDAISY	414	375
47	48	6	GOING AWAY CURB	THE CLARK FAMILY EXPERIENCE	386	373
48	50	7	I'LL TAKE LOVE OVER MONEY LYRIC STREET	AARON TIPPIN	376	336
49	46	8	REAL BAD MOOD REPUBLIC/UNIVERSAL	MARIE SISTERS	370	383
50	51	4	COUNTRY ROCK STAR MERCURY	MARCEL	339	314
51	45	14	GET OVER YOURSELF LYRIC STREET	SHEDAISY	310	390
52	49	11	HARDER CARDS DREAMCATCHER	KENNY ROGERS	305	345
53	53	4	SING ALONG CURB	RODNEY ATKINS	302	243
54	52	2	GOOD TO GO MONUMENT	JEFFREY STEELE	178	262
55	59	20	THREE DAYS REPUBLIC/UNIVERSAL SOUTH	PAT GREEN	151	127
56	<b>NEW</b>		<b>ONE NIGHT IN NEW ORLEANS</b> COLUMBIA	BLACKHAWK	133	38
57	<b>NEW</b>		<b>MY TOWN</b> COLUMBIA	MONTGOMERY GENTRY	128	31
58	56	19	SQUEEZE ME IN CAPITOL/MCA NASHVILLE	GARTH BROOKS DUET WITH TRISHA YEARWOOD	128	194
59	<b>NEW</b>		<b>I'M IN THE MOOD</b> RCA	ALABAMA	121	0
60	60	18	TELLURIDE CURB	TIM MCGRAW	119	115

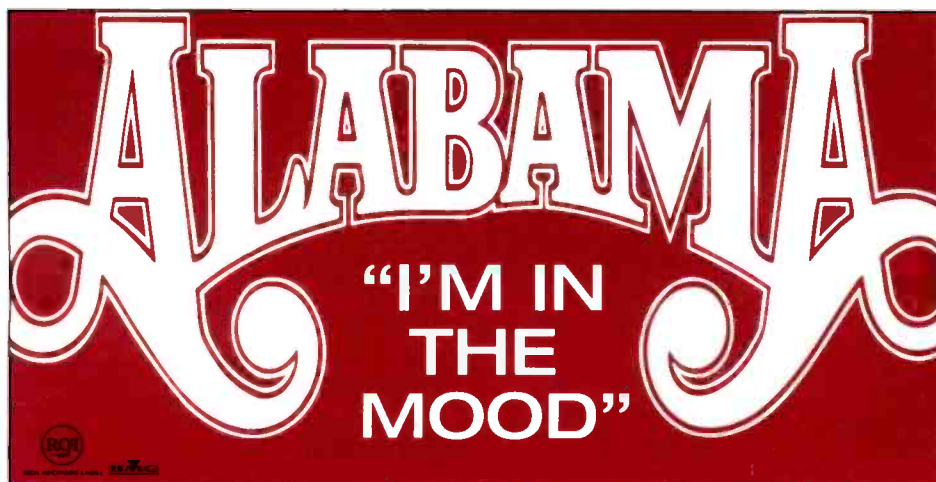
Songs are ranked by number of detections. **○** Songs showing an increase in detections over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in detections does not exceed the percentage of monitored station downtime for the format. Airpower awarded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

## AIRPLAY Monitor RECURRENTS COUNTRY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
1	GOOD MORNING BEAUTIFUL STEVE HOLY (CURB)	2072	2173
2	I'M MOVIN' ON RASCAL FLATTS (LYRIC STREET)	2030	2409
3	MODERN DAY BONNIE AND CLYDE TRAVIS TRITT (COLUMBIA)	1919	3054
4	I BREATHE IN, I BREATHE OUT CHRIS CAGLE (CAPITOL)	1862	2141
5	THE COWBOY IN ME TIM MCGRAW (CURB)	1622	1700
6	I WANNA TALK ABOUT ME TOBY KEITH (DREAMWORKS)	1561	1548
7	BRING ON THE RAIN JO DEE MESSINA WITH TIM MCGRAW (CURB)	1470	1615
8	WHERE WERE YOU (WHEN THE WORLD STOPPED TURNING) ALAN JACKSON (ARISTA NASHVILLE)	1430	1341

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

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
9	THE LONG GOODBYE BROOKS & DUNN (ARISTA NASHVILLE)	1371	1473
10	WHERE THE STARS AND STRIPES AND THE EAGLE FLY AARON TIPPIN (LYRIC STREET)	1354	1410
11	ONLY IN AMERICA BROOKS & DUNN (ARISTA NASHVILLE)	1264	1212
12	WRAPPED AROUND BRAD PAISLEY (ARISTA NASHVILLE)	1196	1285
13	ON A NIGHT LIKE THIS TRICK PONY (WARNER BROS./WRN)	1134	1240
14	I CRY TAMMY COCHRAN (EPIC)	1115	2170
15	RUN GEORGE STRAIT (MCA NASHVILLE)	1092	1119
16	LOVE OF A WOMAN TRAVIS TRITT (COLUMBIA)	1080	1022
17	AIN'T NOTHING 'BOUT YOU BROOKS & DUNN (ARISTA NASHVILLE)	1059	1170
18	IT'S A GREAT DAY TO BE ALIVE TRAVIS TRITT (COLUMBIA)	1008	1118
19	ONE MORE DAY DIAMOND RIO (ARISTA NASHVILLE)	958	1002
20	ANGRY ALL THE TIME TIM MCGRAW (CURB)	896	925



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# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

MAY 24, 2002

Remembering WTQR's  
Paul Franklin p. 3

Promo Vet Ken Tucker  
Exits Warner Bros. p. 3



VOLUME 10 • NO. 21

\$6.95

## NO. 1 THIS WEEK:

### ALAN JACKSON

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*

### GREATEST GAINER

TOBY KEITH

*Courtesy Of The Red, White And Blue (The Angry American) (DREAMWORKS)*

### AIRPLAY ADDS

TOBY KEITH

*Courtesy Of The Red, White And Blue (The Angry American) (DREAMWORKS)*

### AUDIENCE

ALAN JACKSON

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*

## How Important Is Rivalry? We Ask The Rivals

■ by Angela King

With fewer head-to-head country battles these days, head games between competing PDs are less common, although by no means gone. With that slight remove from the sort of battles that once characterized the format, *Country Airplay Monitor* asked PDs—including some who are or were on opposite sides of the same battle—whether they thought psychological warfare was an important part of any market battle or counterproductive to a station's own goals.

Not every PD is out of the psychological warfare business, of course. WSM-FM (Live 95) Nashville PD Kevin O'Neal has stepped up the on-air references to rival stations since his return to the market. "I like to win and throw everything at [a market battle]," O'Neal says. "It is war. There's physical war, mental war, and strategic war. When you've got great competitors, you've got to work your butt off."



"Guerrilla tactics, mind games—you've got to do it 24 hours a day, 365 days a year. It's always about propaganda and persuasion," says another well-known game player, KRYS Corpus Christi, Texas, PD Clayton Allen. "The other guy is gonna give up."

But KIKK/KILT Houston group PD Darren Davis calls mind games "a waste of time because, in the end, it simply takes away from a PD's time working on his or her own radio station."

KCY (Y100) San Antonio OM Steve Giuttari says, "The other danger is that once you've opened the door, the other station is likely to retaliate. Your DJs are then worrying about the competition talking badly about them, and then your DJs can be thrown off their game."

Continued on page 6

THE SONG  
SPEAKS  
FOR ITSELF.

TAMMY  
COCHRAN

"LIFE HAPPENED"

HEAR IT NOW

(INCLUDED INSIDE)



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On your desk  
this week...

# ERIC HEATHERLY

*The Last Man Committed*

Impact date: JUNE 3

## Industry Mourns WTQR PD Franklin

The country music community is mourning the loss of WTQR Greensboro, N.C., PD/morning co-host Paul Franklin, 41, who was fatally injured May 16 in an accident involving three motorcycles and two cars near Asheboro, N.C. Franklin and his wife were riding on one of the motorcycles.

Franklin had programmed WTQR for nearly eight years. He had also been host of United Stations' syndicated *Thunder Road* NASCAR show since its launch in 1998.

His wife, Susan, was also injured in the accident and is recovering at Baptist Hospital in Winston-Salem, N.C. The couple has six children.

Franklin's first full-time radio job after college was at the station that became WZZU Raleigh, N.C. Other stops included AC WLIT Charlotte,

N.C., and country rival WSOC, as well as WCOF Tampa, Fla., one of the first '70s oldies stations. Franklin and his morning partner "Aunt Eloise," played by Toby Arnold, won the Country Music Assn.'s air personality of the year award in 1997.

In a 1998 profile in *Country Airplay Monitor*, Franklin described his morning show as "a whole lot of fun" and called it "a show you can listen to with your family," while allowing that "at times there is a definite corny side." He described his role on the show as being "the one who keeps the plate spinning."

At press time, funeral arrangements were pending. In lieu of flowers, contributions for Franklin's children can be made to the Paul Franklin Memorial Fund at any Wachovia or BB&T bank in the Greensboro area. **PHYLLIS STARK**



FRANKLIN

## COUNTRY CONFIDENTIAL

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



## Angry Keith Kicks Chart, Er, Butt

With new spins at 40 monitored stations, Toby Keith's "Courtesy of the Red, White and Blue (The Angry American)" (DreamWorks) takes Most Airplay Adds and Greatest Gainer trophies for a second week on the Country Airplay chart, as the single advances to No. 30 from its debut at No. 41. With an increase of 804 detections, "Courtesy of the Red, White and Blue" also marks Keith's biggest second-week improvement since he first appeared on this chart almost a decade ago. The chart leap tops a second-week jump of 41-33 by Keith's "I'm Just Talkin' About Tonight" exactly one year ago. That title took 17 weeks to reach No. 1 in the Sept. 8, 2001, issue.

With the line, "We'll put a boot in your ass/It's the American way," Keith's patriotic rant is also the format's first widely played title to use the word "ass" for emphasis since the live version of Garth Brooks' "Friends in Low Places" in late 1990.

Up 5.3 million estimated listener impressions, "Courtesy of the Red, White and Blue" also takes the biggest increase on Country Audience, where it rises 32-23.

Meanwhile, Alan Jackson's "Drive (For Daddy Gene)" (Arista Nashville) caps Country Airplay for a second week, helping his RCA Label Group (RLG) family claim more than half of the chart's top 20. As Andy Griggs' "Tonight I Wanna Be Your Man" (RCA) advances 22-17 with Airpower stripes, RLG controls 11 of the top 20 slots this issue.

Also noteworthy is a return to the charts by Rhett Akins, who bows at No. 55 with "Highway Sunrise" (Audiom). The track is Akins' highest chart debut to date and his first appearance on Country Airplay since June 1998. Akins has previously charted 11 titles, including "Don't Get Me Started," which reached No. 1 in summer 1996.

**PAYING RETAIL:** Opening at No. 5 with more than 23,000 scans, Kellie Coffey's *When You Lie Next to Me* (BNA) is the first debut album by a solo female artist to debut inside the top five on the *Billboard* Top Country Albums chart since LeAnn Rimes' *Blue* entered atop the chart in July 1996. But, my, how times have changed. Rimes' debut set, driven by the fast-breaking title track, pounced on the chart with first-week sales of more than 123,000 copies, then dominated the chart for 16 consecutive weeks. During its chart run, *Blue* amassed 28 weeks atop the chart.

While Coffey's debut is more than respectable by today's standards, its initial impact resounds more loudly, because it is only the third debut album by any artist to bow inside country's top five since *Blue*. In the six years since Rimes' large debut grabbed headlines, only Billy Gilman's *One Voice* and Blake Shelton's eponymous debut set cracked the top five during their respective opening weeks.

Gilman's album scanned approximately 30,000 copies during its first week on shelves and entered at No. 4. The now double-platinum set peaked at No. 2 on the country chart one month after its debut. Shelton's first album, which is now approaching gold status, popped on at its peak position of No. 3 last August with 35,000 units.

Meanwhile, Coffey's single, "When You Lie Next to Me," gains 80 detections, jumping 14-12 on the Country Airplay chart. The track also rises 16-15 with 18.8 million listener impressions on the Country Audience chart.

## RADIOACTIVE

BY PHYLLIS STARK & ANGELA KING

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## Hot Country 99.3 Sold; PD Sapp Exits

XHCR (Hot Country 99.3) San Diego PD Steve Sapp exits, following the sale of the Mexican-licensed station and top 40 sister XHTZ (Jamin' 790) from Califormula to Xetra Comunicaciones. The stations will now be operated through an LMA by Clear Channel Communications, which already does the same with XHRM and XETRA-AM-FM. The new XHCR PD is Mike O'Brian, former PD for Clear Channel's cross-town '80s oldies KMSX. Sapp may be reached at 760-789-5355 or sapper143dad@cox.net.

### PROGRAMMING: CHAOS IN MEMPHIS

At suburban Memphis' WYYL (Y96.1), PD/afternoon driver Bill Hughes exits. Morning man Chris Chaos is upped to PD and is temporarily handling afternoon duties as well. In addition to a new afternoon jock, he's also looking for a night personality and wants T&Rs.

N/T KYCW Seattle returns to its former classic country format. KMPS PD Becky Brenner resumes PD duties for KYCW and adds a temporary midday shift on the station.

KSCS Dallas has canceled its weekend alt-country show, *Hill Country Cafe*, which was created by the station's former APD/MD, Linda O'Brian, who continued to host it following her move to

TM Century. O'Brian, meanwhile, has signed on for another year as host of United Stations' syndicated *The American Christian Music Revue*.

WKDF Nashville becomes the official station of the Tennessee Titans, assuming broadcast rights as parent Citadel prepares for a format change at classic rock sister WGFY (the Core), which had been airing the games.

### MANAGEMENT: CC UPS TWO EXECS

Dave Pugh has been named regional VP and market manager for Clear Channel/Detroit. He had been market manager for the company's Milwaukee cluster, including WMIL. A replacement has not been named in Milwaukee. Also, Skip Essick has been promoted to regional market manager for Michigan markets Grand Rapids, Battle Creek, and Muskegon. He had been Grand Rapids market manager. His duties include WBCT Grand Rapids and WMUS Muskegon.

### PEOPLE: BEN & BRIAN TO D.C.

Ben Campbell and Brian Egan, who previously announced plans to leave their morning gig at KMLE Phoenix to join Clear Channel in an undisclosed capacity, will segue to CC's WMZQ Washington, D.C., for mornings, where plans call for them to eventually be voice tracked or syndicated to other markets. Murphy & Cash, WMZQ's morning team for the past eight years, move to mornings at oldies sister WBIG (Big 100). Ben & Brian have left KMLE and will start on the air at WMZQ July 1. They will continue to host their syndicated United Stations show, *Super Country USA With Ben and Brian*.

Former WGAR Cleveland afternoon personality Danny Wright takes over hosting duties for Jones Radio Networks' syndicated *Country Overnight* show. He replaces John Hendricks, who exits.

WVYZ Hartford, Conn., hires WYAY (Eagle 106.7) Atlanta morning producer Dave Mester as morning host. He replaces Neil Hedley, who exited a few weeks ago. Mester starts May 27.

KCCY Colorado Springs, Colo., MD/midday host Bryan Waters exits. T&Rs to PD Travis Daily.

WNKT (Cat Country 107.5) Charleston, S.C., picks up the syndicated Rick & Bubba show for mornings. Mudflap stays in place as host of the local segments of the morning show.

WBEE Rochester, N.Y., PD Coyote Collins is taking T&Rs for a midday opening to replace K.B. Cooper, who exits.

KMYM Monroe, La., hires Todd Shannon from AC KBZZ-FM Morgan City, La., as production director/afternoon driver. He replaces Tim Gallian, who exits.

## Batter Up!



DreamWorks artist JoAnna Janet, left, celebrates Cinco de Mayo by taking some shots at WCTQ Sarasota, Fla.'s Rafferdy, right, who served as the human piñata for the day.

## ON THE ROW

### CMA Branding Plan Repurposed

The Country Music Assn. (CMA), which put its "Country. Admit It. You Love It" branding campaign on hold indefinitely last fall, is now planning to use research that came out of that effort to grow country's audience. CMA senior director of strategic marketing Rick Murray says, "Branding research [showed] we are underserving youth markets, college markets. We also learned interesting things about the Hispanic marketplace and their affinity for country music. We are looking at those opportunities to create a game plan we can [use] to expand the audience."

The tag line was only a small piece of the CMA's efforts, according to Murray. Following the Sept. 11, 2001, terrorist attacks, the branding campaign was put on hold because "our marketers and partners faced challenges in providing additional media for the campaign."

Murray admits the tag line was not universally accepted. "Quite frankly, the press and public glommed on to this tag line and took it out of context," he says. "The branding campaign was not about the tag line but about creating a brand about country music to further entrench the existing fan base and [bring new listeners] to the fold. What the branding campaign was about—expanding the audience base—it's still about. We are looking at all the

research that was done to help provide a focus and [determine] what the opportunities are."

### TUCKER EXITS WARNER BROS.

Ken Tucker exits Warner Bros., where he was national director of promotion/East. Tucker plans to take the summer off before deciding on his next opportunity. He may be reached at ken.tucker@comcast.net or 615-584-7100. No word yet on a replacement at the label.

Mercury Records senior director of media relations Kevin Lane will exit June 16. He has worked at the label since 1994. Lane is

looking for a new opportunity. He may be reached at Mercury until his departure date and, after that, may be reached at 615-885-7543.

Nashville songwriter Rick Carnes has been elected president of the Songwriters Guild of America, marking the first time the position has been filled by a writer from outside New York. The peer-music Nashville writer—whose recent cuts include Garth Brooks' "Longneck Bottle," Steve Wariner's "Burnin' the Roadhouse Down," and Alabama's "When It All Goes South"—succeeds George David Weiss.

As Gaylord Entertainment prepares to sell its Acuff-Rose arm (*Country Airplay Monitor*, May 17), a sign has been erected in front of the music-publishing company, declaring, "No Shoes, No Shirt, No Jobs, No Problem."



TUCKER

## Jackson, Keith, McBride Top CMT Video Noms

Alan Jackson, Toby Keith, and Martina McBride top the nominations for the CMT Flame-worthy Video Music Awards, in the 11 categories for which finalists were announced May 14. The three artists scored three nominations apiece. Actress **Kathy Najimy** will host the show, to be televised live 9 p.m.-11 p.m. ET June 12 from Nashville's Gaylord Entertainment Center. Artists scoring two nominations apiece are **Keith Urban**, **Cyndi Thomson**, **Trisha Yearwood**, **Brooks & Dunn**, **Brad Paisley**, **Faith Hill**, **Montgomery Gentry**, **Alison Krauss + Union Station**, and **Tim McGraw**.

The finalists in these 11 categories were determined by fan votes on [cmt.com](http://cmt.com). The same procedure will also determine the winners. Finalists in a 12th category, video of the year, will be announced at the beginning of the show, allowing viewers to log on and vote for their favorite during the program. The top video winner will be announced at the show's end.

In other news, MCA Nashville is readying a tribute to legendary country singer **Patsy Cline**. Among the artists contributing tracks to the album are **Natalie Cole**, **Diana Krall**, **Lee Ann Womack**, **Michelle Branch**, and **k.d. lang**. The

tracks, all new recordings of Cline's greatest hits, were recorded in Los Angeles, Nashville, and New York. *Remembering Patsy* is due later this year.

Capitol Records has signed singer/songwriter **Jennifer Hanson** to its artist roster. A Los Angeles native who now resides in Nashville, Hanson has a publishing deal with Acuff-Rose.

**John Michael Montgomery** will headline the inaugural concert at the Nashville Superspeedway June 8, in conjunction with the first Inside Traxx 300 NASCAR Busch Series race.

**George Jones** will sing the national anthem May 26 to kick off the Coca-Cola 600 Race in Charlotte, N.C. He will also perform his song about the Vietnam Veterans memorial, "50,000 Names," as part of the Memorial Day tribute at the speedway, which will air live on Fox-TV.

**Vince Gill**, **Phil Vassar**, the **Oak Ridge Boys**, **Diamond Rio**, **Bill Anderson**, **Steve Wariner**, **Porter Wagoner**, and **Andy Griggs** are among the artists scheduled to appear June 13 at the Superstar Spectacular benefit during Fan Fair at Nashville's Grand Ole Opry House. Proceeds benefit the Opry Trust Fund, which assists members of the country music community in need.

**Billy Ray Cyrus** plays a supporting role in the film *Wish You Were Dead*, which was released on VHS and DVD May 21. The film stars **Mary Steenburgen**, **Cary Elwes**, and **Christopher Lloyd**.

Music City Records artist **Sonny Burgess** will perform a benefit concert for the Cystic Fibrosis Foundation June 13 at the Stage on Broadway in Nashville.

**Richard Marx** will host his second annual All Star Music Bash Oct. 1 in Nashville. The show also benefits the Cystic Fibrosis Foundation.

## RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTIONS DIRECTOR
May 25-27	WUBE Cincinnati	Taste of Cincinnati Concerts	Ron James
APPEARING: Steve Azar, Jeff Carson, Kevin Denney, Hometown News (5/25), Ty Herndon, Shannon Lawson, Brad Martin, Wild Horses (5/26), Emerson Drive, Mark McGuinn, Cyndi Thomson (5/27)			
May 26	KPLX Dallas	Wolfdance	Marci Parrish
APPEARING: Jason Boland, Cooder Graw, Cross Canadian Ragweed, Eleven Hundred Springs, Harris & Ryden, Jack Ingram, Robert Earl Keen, Cory Morrow, Charlie Robison			
May 29	WNKT Charleston, S.C.	Cat Country Thank You Concert	Meaghan Kelleher
APPEARING: Emerson Drive			
June 8	WKLB Boston	Country Music Festival	Jen Joy
APPEARING: Alan Jackson, Martina McBride, Cyndi Thomson, Keith Urban			
June 8	WMIL Milwaukee	Country Fest 2002	Paul Heling
APPEARING: Tracy Byrd, Lonestar, Blake Shelton, Chely Wright			
June 8	WUSN Chicago	Summer Kickoff Concert	Pam Mills
APPEARING: Brad Paisley			
June 22	WUBE Cincinnati	Jammin' in the Country	Ron James
APPEARING: David Ball, BlackHawk, Tammy Cochran, Ronnie Milsap, Travis Tritt			
June 22	WWYZ Hartford, Conn.	Great American Music Fest	Annie Sandor
APPEARING: Toby Keith, McBride & the Ride, David Nail, Anthony Smith, Cyndi Thomson			
June 24	WSM-FM Nashville	Listener Appreciation Concert	Corey Duke
APPEARING: Carolyn Dawn Johnson, Lonestar, Tommy Shane Steiner, Keith Urban			

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## PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

BY ANGELA KING

615-321-4286 • [aking@airplaymonitor.com](mailto:aking@airplaymonitor.com)

## Business As Usual For Memorial Day

Memorial Day has always been the unofficial kickoff to the summer season, and while one might expect an upswing in dedications and special sentiment in light of honoring the victims of the Sept. 11, 2001, attacks or saluting troops overseas, Promogandists are sticking with the tried and true for the holiday weekend.

Album rock **KSJO** San Francisco's **Jim Sheehan** says giving Memorial Day special significance this year is simply "not an issue" in his market.

Other Promogandists agree. Adult top 40 **KIMN** Denver's **Mark Murdock** says there isn't any new significance as a result of last Sept. 11, and his station will maintain its typical summer focus. "We are having a **Meredith Brooks** kickoff [concert for the] Old South Gaylord Street Festival. It's a festival we've sponsored for eight years, [and] it totally fits our listeners."

Adult top 40 **WBMX** (Mix 98.5) Boston's **Anne-Marie Strzelecki** says her station does not yet have anything definite connected with the weekend. Instead, the station will be "continuing to focus on our spring-book strategy"—the successful **Mix Multiple Fantasy** promotion.

Another Promogandist says her station isn't doing something special this year because "there haven't been any outstanding ideas about it," she says. "We anticipate a flood of 9/11 stuff at the one-year anniversary."

Even in markets where the attacks occurred, Memorial Day is not taking on special meaning. One panelist says that in her market "the majority of people start heading to the beach Memorial Day weekend. Everything we're doing is tied in to travel, sun, and the beach. We're not doing anything in light of 9/11 with Memorial Day."

That same panelist maintains that not planning special ceremonies isn't disrespectful. Instead, it is respecting the needs of her community. "We want to be an entertainment source for our listeners," she says, "and I think while no one will ever forget the tragedies we've suffered, people are ready to have fun and get their minds off it."

Even the panelist herself plans to have some diversions during the holiday weekend, when she'll go to a "concert and hang out with friends."

### PRESS PLAY OF THE WEEK

Sports **WGR** Buffalo, N.Y., is gearing up for the fall football season already, welcoming new Buffalo Bills quarterback **Drew Bledsoe** to town for a special rally. The station handed out custom-made signs with "Red, White, & Drew" emblazoned on them for the crowd. **Stephanie Ringer** says, "The signs were all over local and national television and newspaper publications."

### CATS AND DOGS AND THE BIG SHOW

As if to demonstrate the true difference between the rock and adult top 40 formats,

**KIMN** recently gave away concert tickets via a **Where in Denver Are Paul McCartney Tickets?** promotion. At roughly the same time, **KSJO** devoted a weekend to promoting a forthcoming **Rush** concert and the release of the band's new CD, *Vapor Trails*. **Jim Sheehan** says that winners received a copy of the CD, tickets to the show, and a "bottle of Beano to prevent your own vapor trails."

### TOPICAL BAROMETER

TW	LW	TOPIC
1	2	Movies
2	7	Father's Day
3	-	Independence Day
4	3	Concerts
5	5	Flyaway trips
6	1	Spring-book promotions
7	4	Internet/Web site use
8	10	Baseball
9	8	Memorial Day
10	-	Fund-raisers

**HOTTEST NEW MOVIES:** *Spider-Man*, *Star Wars—Episode II: Attack of the Clones*, *Divine Secrets of the Ya Ya Sisterhood*, *Scooby-Doo*

**HOTTEST CONCERTS:** Pink, Jimmy Buffett, Dave Matthews Band, Sheryl Crow, Paul McCartney

### NTR SPOTLIGHT

Infinity/Charlotte, N.C., is taking the traditional listener lunch contest into the NTR realm of money-making. **Diana Ades** says that on the last Friday of each month, "we go to an office location, sell booth space, and feed employees—up to 1,500 people—free."

### QUICK HITS

During Mother's Day weekend, **WBMX** joined the **Osbournes** promotion bandwagon, with its **Sharon Osbourne: Mother of the Year** weekend. **Anne-Marie Strzelecki** says that the cue to call in to win was "Mrs. Osbourne's pleasing tones as she gently reprimands her brood in the Queen's English." Callers won gift certificates to a day spa and a free dinner at an elegant restaurant, as well as qualified to win a three-night trip for two to Las Vegas at the MGM Grand hotel.

Speaking of gambling, country **KFGY** (Froggy 92.9) Santa Rosa, Calif., is making the most of an RV giveaway promotion by first taking the motor home on a trip. The station is offering listeners a weekend trip on its See America RV, which is decked out in American flags. Winners tour the local Fetzer Vineyards and attend a wine tasting before heading to a casino for gambling. The station will give away the motor home in a separate promotion.

Want to participate? E-mail your best promotions to [aking@airplaymonitor.com](mailto:aking@airplaymonitor.com).

### PROMOGANDA HONOR ROLL

Diana Ades, CBS Charlotte, N.C. • Bill Alfano, Clear Channel/Hartford, Conn. • Dan Bowen, WSTR Atlanta • Tina Brando, Clear Channel/Jacksonville, Fla. • Melissa Burrell, KJMS Dallas • Scott Colebrook, WBRZ Cincinnati • Lauren Conrad, Clear Channel/Dallas • Mike Culotta, WQX Tampa, Fla. • Karen Dahl, KJGO Denver • Carrie Dunbar, Clear Channel/Atlanta • Katie Eberk, KMEL San Francisco • Cherie Faasy, WSOX Charlotte, N.C. • Lisa Fields, WJAX/WHSI Greenville, N.C. • Vicki Fiorelli, KSNV/ABC Phoenix • Andrew Fleming, WLLD Tampa, Fla. • Von Freeman, KJLS Los Angeles • Greg Fries, KSON San Diego • Jason Gant, WTRK Memphis • Laura Garrahan-Antonucci, Clear Channel/New Haven, Conn. • Michael Godfrey, CKIS Calgary, Alberta • Kelly Gross, WFLX Philadelphia • Shannon Harman, WMTX Tampa, Fla. • Dawn Hare, WPMX Cleveland • Melissa Hayes, WZZZ Washington, D.C. • Mary Hildreth, WRAL Raleigh, N.C. • Jan Holloway, WFTT Chattanooga, Tenn. • Adam Klein, WBOS/WLB Boston • Rene Kruppel, KIMN Denver • Tristano Jordan, CBS/Hartford, Conn. • John Lammiman, WRAL/Richmond, Va. • Kim Leeds, KPMBFM San Diego • Larry Lee, WJLB Detroit • Melanie Miller, KSTP-FM Minneapolis • Jane Monroes, NEJH Phoenix • Dianne Obermeyer, KPMR Los Angeles • Mike Oberman, WXTB Tampa, Fla. • Mike Paterson, KBBE Houston • Jon Prober, WCHH Charlotte, N.C. • Vicki Presna, WDTJ Detroit • Carly Reisman, KXTE Las Vegas • Kim Rags, WKXA Orlando, Fla. • Stephanie Ringer, WISE/WISL Buffalo, N.Y. • Jim Sheehan, KSJO San Francisco • Sheila Silverstein, WPOC Baltimore • Jason Steinberg, WBAB Long Island, N.Y. • Anne-Marie Strzelecki, WBMX Boston • Dorota Talarciak, WGOV Scranton, Pa. • Vanessa Thill, ALJUC Las Vegas • Shannon Wray, WFLZ Tampa, Fla.



# JAMES OTTO

## THE BALL

An instant  
can define  
a lifetime....

Add date June 10th

Produced by Scott Parker and Paul Worley  
Managed by **HOFFMAN**  
ENTERTAINMENT INC.



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Then again, crosstown KAJA PD Keith Montgomery says Y100 can still be plenty aggressive. And even though KWJ Portland, Ore., PD Ken Boesen believes the listeners don't necessarily care about the quibbles between stations—"The end test is," he says, "does the listener care, [and] will it make us better in their eyes?"—he is also a veteran of the famously contentious Fresno, Calif., radio war.

**THE REAL ACREE**

For O'Neal, the goal is to get the competing PD to be "more obsessed with me and the attack I [am] making on their radio station. And I managed to do that [in Greensboro, N.C.]." In the late '80s, O'Neal was PD for WBIG, which had been "a country station for about two years, up against a heritage station, WTQR."

O'Neal launched a direct attack against then-WTQR PD Les Acree. "I wanted to get into Les' head. I have a ton of respect for him, which is why I threw everything at him but the kitchen sink. I went to the rock station in the market and hired away a gentleman, put him on the station, and named him 'Les Acree.'" O'Neal even went so far as to welcome his new personality on the air "from a crosstown rival. Two weeks later, we were doing a remote, and Les showed up and got in my guy's face [and said], 'You're not Les Acree; I'm the real Les Acree.' I thought, 'OK. I win.' He had lost focus."

Acree, now the PD at WNOE New Orleans, verifies that the incident happened but says "it wasn't an intentional run-in. It was just one of the little mind games that was played. When I look back on that battle, it's maybe some of the most fun I ever had in radio."

And O'Neal allows that "we knocked [WTQR] down a bit, but I never beat him. It was fun, [though]. We had a good time with it."

Another PD (who asked not to be named) had such a good time with one jock across town that he forced the jock to quit. "We started calling the night DJ on a competitor and said, 'Hey, there's a big backup at this intersection.' We called back with different voices a couple times. 'Hey, there's a cattle truck turned over. There's cows all over the place, and people are chasing them.' He had a ball with it. It was the biggest event of his week. He played the theme from *Bonanza* to talk about it and went into George Strait's 'Milk Cow Blues.' Then someone called and told him those two streets don't intersect."

He says the final straw was when "we had a woman call and say she was a waitress at a local restaurant and Glen Campbell was in there. The restaurant had burned to the ground three days before, but he didn't pay attention. He did a big Glen Campbell welcome and played his music for a half hour. The following day, he quit."

**'TWISTED AND WRONG'**

KBQI (Big 1107.9) Albuquerque, N.M., PD Tommy Carrera recalls being on the receiving end of one attack at KKAT Salt Lake City. "While I believe taking possession of your programming is vital, taking credit for someone else's home run is right up there with the kind of genius associated with Darth Vader," he says. "It's simply twisted and wrong."

"We had been running a \$1 million vault contest and had a winner on our second day of the contest," Carrera continues. "So of course, we had publicity up the wazoo, quite possibly the biggest thing to happen in Utah radio. The next day, the competition went on the air and started congratulating the winner by name," in an effort to take credit for the contest. "This is a good way to build a bad reputation in the industry."

O'Neal isn't necessarily worried about reputation, but he does say that "you've got to draw the line at diminishing return. If you're blowing smoke to blow smoke, eventually it's going to blow up in your face. It's a tough game to play."

Giuttari notes that mind games can backfire. "When we hired our current morning show, they came from the classic rock station in town. The

other country station started running sweepers talking about our morning show, saying they wouldn't know country if they [were] bit by it. In my mind, that is very foolish. When you talk about the competition, all you accomplish is to pique the curiosity of the listeners, and they are likely to check the other guy out."

Giuttari also says that "at this year's rodeo, the other country station rushed to any person they saw with [our] handout and solicited the person to give [it] to them, which they then threw in the trash right in front of the listener. The listeners came back to our booth, told us what happened, and asked us for another handout. We handled the situation calmly and professionally, and the listeners thanked us."

Rival KAJA PD Keith Montgomery says KCYY "has a very aggressive promotion department. When you do [things] to us, our promotion people are going to respond. At the rodeo, I never authorized any of our promotion people to do that. It's a fish story that's grown. If we did do that, [however], it was a mistake for us to involve the listener in the street war."

O'Neal says it's important to know which events to battle over with the competition. "If it's not one of the top 15 core acts, there's no reason to put your life on the line. You can't fight every battle. The idea is to win the war."

When he programmed WSOC, O'Neal says, "some of the battles I fought there were to own those strategic hills. We blocked out the competitors from the Charlotte Speedway. We cut exclusivity deals with the biggest club in town and made sure [the competition] couldn't rent their way into it. It was a big part of the victory, as far as what we were trying to accomplish there."

Boesen, however, questions the importance of taking ownership of concerts. "We used to kill ourselves to get the 'official station of' status," he says. "It seems like we used to spend a lot of time telling our listeners we were the official station for this or that event, and we still do from time to time. In one case a few years ago, the competition really summed it up with a line: 'The official station of anything that hasn't been claimed or made official yet.' I'm not sure the listener ever really picked up who was official and who wasn't. We probably cared more than they did."

Giuttari says guerrilla warfare over events can cause ill will. "We were doing a fund-raiser for terminally ill children, and the other country station came out and set up their inflatable and all their bells and whistles right next to us. After about 30 minutes, we had them removed. Still, that's not one of your classier moves."

Montgomery says that wasn't warfare as much as miscommunication. "Their promotion was with Wal-Mart. Ours was with Chick-fil-A. It just so happened that Chick-fil-A was inside the Wal-Mart. We were there in service to the client. They asked us to back off, and we did. There was no real plan to get in their face."

**LEGGO MY EGO**

Giuttari says he tries to steer clear of any situation in which "you're trying to 'up the ante' on the other station. For example, if they're giving away \$10 million, and you'd go on the air and give away \$11 million and say, 'That's more money than the other country station,' that's an ego move. Listeners don't care."

But O'Neal says, "All of us like to win. We want to have the upper hand. Anybody who says they don't have ego is lying. We all got into radio because we have egos. I like to win and throw everything at it."

That said, O'Neal also notes that "you'd better have people in place and corporate behind you. I've said this to my employers many times: 'I'm gonna go and make some noise 10 times. Seven or eight are gonna work. A couple are gonna blow up, and it's not going to be pretty.' You got to be prepared to take a shot if you're going to shoot. Once you open up Pandora's box, anything goes. I love it. I have a ball with it. I study it. Some people call it arrogant or cocky, but I enjoy the game."

**MONITOR PROFILE**

**WKMB Reaps Rewards (Again) In The Wake Of Y107's Departure**

When Big City Radio launched suburban quadracast WYNY (Y107) New York five years ago, many of the suburban country AMs and smaller FMs that had popped up to take advantage of the original WYNY's departure gradually fell by the wayside. Eventually, so did WMJC Long Island, N.Y., the region's only other major FM. By the time WYNY flipped to Spanish earlier this month, only one country AM was left in the tri-state area—WKMB. Now, family-owned daytimer WKMB, which covers northern and central New Jersey, is reaping the rewards of keeping it country.

"We're having a great May," WKMB president/GM/PP/GSM Bill Michels says. "We're hearing from some sponsors of country concerts [that] had planned on using Y107, and [now] they are coming to us [to buy time]. We're getting auto business we weren't getting previously. We're optimistic."



**BILL MICHELS**  
President/GM/PP/GSM

WKMB Stirling, N.J.  
Owner: K&M Broadcasters

'We're in a lucky situation here, where people are finding us on their own right now'

Of course, this isn't the first time WKMB has seen these kinds of benefits. "When [the original] WYNY went off the air in 1997," Michels says, "we had some experience with this. It was wonderful for us." While Michels knows that another FM could be in the offing somewhere, he says, "It's great while [we're the only ones on the field]."

While WKMB cannot be heard throughout the entire region, Michels believes the station has a home-court advantage. "In the New York market, the country audience has not been served well by WYNY, which didn't have a good signal here, and [it] played top 40 country," he says. "We have a better signal and . . . play a wider selection of country music."

That includes "Patsy Cline music and Merle Haggard," Michels says. "We play the new stuff as well, but we know there's a tremendous market for Eddie Rabbitt. You don't hear [artists like] that much."

WKMB plays 40% current and recurrents and 60% gold, which goes back to the '70s and '80s, although he will play some Cline and Hank Williams records occasionally. "The format is pretty simple," he says. "We play one cut from *Billboard's* top 20, a CD cut from the last several years, and the third record is a classic album cut."

Michels doesn't worry about stepping out early on new music either. "The music kind of runs itself," he says. "We've got the old stuff we've approved and like, and we preview the [new records] as they come in, but most of the stuff we play [is already] going to be top 20."

Michels says MD Kevin Howard "will wait for it to emerge on the chart, unless he really likes a [new artist]. A lot of the stuff we're going to be playing is from artists that are already established."

Even within that structure, however, the station's eight full- and part-time jocks have a good

bit of leeway. "They have a lot of freedom within that format to put their own shows together," Michels says. "We like it that way."

Positioned as "Stirling Country," named after its city of license, the station's sweepers also call WKMB "the best little country station this side of Texas."

Michels knows one of the battles he has had to fight is differentiation. "We're not stupid. If we played exactly the same thing they played on the FM, they wouldn't listen to us," he says. "We try to give people a reason to tune us in and talk about us."

It was initial talk in the market that led WKMB into the country format in the first place. Michels notes, "We started when WHN was playing country on 1050. We're at 1070. We were a rock/top 40 station, and we would get calls [saying], 'You're blocking out our country station.'



**2 P.M.**

- Patsy Cline, "Crazy"
- George Strait, "Living and Living Well"
- Dixie Chicks, "Wide Open Spaces"
- Merle Haggard, "Red Bandana"
- Joe Diffie, "This Pretender"
- Garth Brooks, "What She's Doing Now"
- Willie Nelson, "Moonlight in Vermont"
- Lorrie Morgan, "Watch Me"
- Roger Miller, "Husbands and Wives"
- Toby Keith, "My List"
- Emmylou Harris, "Blue Kentucky Girl"
- Tim McGraw, "Just to See You Smile"
- Kris Kristofferson, "Sunday Mornin' Comin' Down"
- Alan Jackson, "Drive (For Daddy Gene)"
- Tammy Wynette, "You and Me"

We became aware that a lot of people in the area liked country."

So in 1979, WKMB flipped to country. "It was great for us, because a lot of people would be looking for WHN and they would find us," Michels says. "It was like having a five-and-10 store next to a giant Wal-Mart. It attracted attention for our station and helped it take off with country."

Now WKMB is one of the tri-state area's few music AMs. "A lot of stations went away from the music format on AM, but certain types of music on AM can still get an audience," Michels says. "We're optimistic with digital coming in. The quality on AM will improve dramatically."

Michels has been in radio since graduating from college. His father, Herb Michels, was president and founder of K&M Broadcasters. Michels recalls, "The other partners were silent, so my dad ran [the station] with my mother, Alice. She was GM, and she was really involved with programming. My dad had the engineering background. The station began in 1972, when I was finishing college. I was involved in building the station with my dad . . . [who] passed away in February."

Michels is realistic about the problems the country format faces, which are some of the same problems that forced WYNY to change format. It is difficult, he says, "convincing people they should support a station like ours. They don't think the country demographics are as attractive. Typically, people here are still back in the '50s about what a typical country listener is."

And Michels doesn't have a large budget to overcome those biases. "We're in a lucky situation here," Michels says, "where people are finding us on their own right now. We're getting a lot of press in newspapers. We're a small station, and we're kind of hoping this will help us a lot."

**ANGELA KING**



COUNTRY **TOP 102** PLUS 30 FOR WEEK ENDING MAY 19, 2002 AIRPLAY Monitor

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

AIRPLAY LEADERBOARD THE STATIONS THAT BREAK THE HITS #1 KEY Minneapolis, MN (PD/MD: Swedberg/Moon) Airplay Leader Designations: 8

CMT VIDEO PLAYLIST TRACKING PERIOD: MAY 10 - 16, 2002 PD: Chris Parr CBS Cable 615-457-8500

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

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

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

WUSN Chicago PD: Justin Case MD: Tricia Biondo Intinity 312-649-0099

KSCS Dallas PD: Deam James APD/MD: Chris Huff ABC/Disney 817-695-0800

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

KFRG San Bernardino OM: Ray Massie MD: Don Jeffrey Intinity 909-825-9525

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

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

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

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

WYCD Detroit PD: Mac Daniels APD/MD: Ron Chatman Intinity 248-799-0600

WL St. Louis PD: Russ Schell MD: Dan Montana Sinclair 314-983-6000

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

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

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

WQYK Tampa OM: Eric Logan MD: Jay Roberts Intinity 813-287-0995

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

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

WDSY Pittsburgh VP/Pgm: Keith Clark APD/MD: Stoney Richards Intinity 412-920-9400

KMLE Phoenix PD: Jeff Garrison APD/MD: Chris Luss Intinity 602-258-8181

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

COUNTRY AIRPLAY Monitor

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

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

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600 Country 99.5

WGAR Cleveland PD: Meg Stevens MD: Chuck Collier Clear Channel 216-520-2600 WGAR 99.5

WTQR Greensboro APD/MD: Angie Ward Clear Channel 336-822-2000 WTQR 99.5

WKIS Miami PD: Bob Barnett MD: Darlene Evans Beasley 305-654-1700 KISS 92.5 COUNTRY

WWKA Orlando PD: Len Shackelford MD: Shadow Stevens Cox 407-298-9229 K92.5 FM

WFMS Indianapolis OM: David Wood PD: Bob Richards MD: J.D. Cannon Susquehanna 317-842-9550 WFMS 96.5 THE COUNTRY STATION

AA No Airplay Adds This Week

AA Joe Nichols The Impossible 11 3  
AA Steve Azar I Don't Have To Be Me (Til) 6 4

AA Diamond Rio Beautiful Mess 10 0  
AA Hometown News Minivan 9 0  
AA Toby Keith Courtesy Of The Red, White & A 6 4

AA Toby Keith Courtesy Of The Red, White & A 13 0  
AA Kenny Chesney The Good Stuff 9 1  
AA Tim McGraw Unbroken 8 0

AA Trace Adkins Help Me Understand 7 4

AA Kenny Chesney The Good Stuff 14 1  
AA SheDaisy Mine All Mine 9 1  
AA Martina McBride Where Would You Be 7 1

KSD St. Louis MD: Mark Langston Clear Channel 314-436-9370 THE BULL 93.5

WBCT Grand Rapids OM: Doug Montgomery MD: Dave Taft Clear Channel 616-459-1919 WBCT 93.5

WWYZ Hartford PD: Jay McCarthy MD: Jay Thomas Clear Channel 860-723-6000 WWYZ 92.5

WQDR Raleigh PD: Lisa McKay MD: Morgan Thomas Curtis Media 919-876-6464 WQDR 94.7 QDR

WSOC Charlotte OM/MD: Jeff Roper APD/MD: Rick McCracken Infinity 704-522-1103 WSOC 103.7

WSSL Greenville OM: Bruce Logan APD/MD: Kix Layton Clear Channel 864-242-1005 WSSL 100FM

AA No Airplay Adds This Week

AA Kenny Chesney The Good Stuff 10 4  
AA Martina McBride Where Would You Be 8 2

AA Rhett Akins Highway Sunrise 11 5

AA Toby Keith Courtesy Of The Red, White & A 18 4

AA Martina McBride Where Would You Be 11 2

AA Tracy Byrd Ten Rounds With Jose Cuervo 6 5

WAMZ Louisville OM: Kelly Carls PD/MD: Coyote Calhoun Clear Channel 502-582-7840 WAMZ 93.5

KSON San Diego OM: John Dimick APD/MD: Greg Frey Jefferson Pilot 619-291-9797 KSON 93.5

KIKK Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5957 KIKK 106.5

WMIL Milwaukee OM/MD: Kerry Wolfe MD: Mitch Morgan Clear Channel 414-545-8900 WMIL 106.5

WUBE Cincinnati OM: Tim Closson APD: Kathy O'Connor MD: Duke Hamilton Infinity 513-721-1050 WUBE 105

KUPL Portland, OR PD: Cary Rolfe MD: Rick Taylor Infinity 503-223-0300 KUPL 98.7

AA No Airplay Adds This Week

AA Toby Keith Courtesy Of The Red, White & A 25 1  
AA Cyndi Thomson I'm Gone 9 0  
AA Phil Vassar American Child 8 0

AA Toby Keith Courtesy Of The Red, White & A 18 4  
AA George Strait Red River Valley 7 1

AA Toby Keith Courtesy Of The Red, White & A 11 5  
AA Steve Azar I Don't Have To Be Me (Til) 9 2  
AA Mark Chesnut She Was 7 2

AA Shannon Lawson Dream Your Way To Me 7 3

AA Kenny Chesney The Good Stuff 8 0  
AA Aaron Tippin I'll Take Love Over Money 6 0

WKKT Charlotte OM: Mike Beriak PD: Kevin King MD: Keith Todd Clear Channel 704-714-9444 WKKT 101.5

KWJJ Portland, OR OM: Bruce Agler PD: Ken Boesen MD: Craig Lockwood Fisher 503-228-4393 KWJJ 101.5

WUSY Chattanooga OM: Clay Huncutt MD: Bill Poindexter Clear Channel 423-892-3333 WUSY 101

WGNA Albany, NY PD: Buzz Brindle MD: Bill Earley Regent 518-782-1474 WGNA 101.5

WESC Greenville OM: Bruce Logan MD: John Landrum Clear Channel 864-242-4660 WESC 92.5

WDAF Kansas City PD/MD: Ted Cramer Entercom 913-677-8998 WDAF 92.5

AA Steve Azar I Don't Have To Be Me (Til) 43 43  
AA Alan Jackson Drive (For Daddy Gene) 41 41  
AA Emerson Drive I Should Be Sleeping 41 43  
AA George Strait Living And Living Well 41 43  
AA Travis Tritt Modern Day Bonnie And Clyd 39 36  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 39 36  
AA Toby Keith My List 38 41  
AA Lonestar Not A Day Goes By 32 32  
AA Kenny Chesney The Good Stuff 29 28  
AA Trace Adkins Help Me Understand 25 26  
AA Kelly Coffey When You Lie Next To Me 20 19  
AA Gary Allan The One 20 19  
AA Andy Griggs Tonight I Wanna Be Your Man 20 19  
AA Sara Evans I Keep Looking 22 23  
AA Brookes & Dunn My Heart Is Lost To You 22 23  
AA Sara Evans I Keep Looking 21 21  
AA Willie Nelson Duet With Lee Mendocino 21 29  
AA Phil Vassar American Child 20 21  
AA Toby Keith My List 20 21  
AA Trace Adkins Help Me Understand 18 14  
AA Tracy Byrd Ten Rounds With Jose Cuervo 18 14  
AA Steve Holy Good Morning Beautiful 16 16  
AA Jo Dee Messina Dare To Dream 15 12  
AA Kenny Chesney Young 13 11  
AA The Clark Family Experience Going Away 12 7

AA Steve Azar I Don't Have To Be Me (Til) 62 64  
AA Alan Jackson Drive (For Daddy Gene) 59 57  
AA Tommy Shane Steiner What If She's An An 58 61  
AA Kelly Coffey When You Lie Next To Me 54 54  
AA George Strait Living And Living Well 54 54  
AA Travis Tritt Modern Day Bonnie And Clyd 46 41  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 46 41  
AA Kenny Chesney The Good Stuff 37 31  
AA Carolyn Dawn Johnson I Don't Want You T 35 31  
AA George Strait Living And Living Well 35 31  
AA Trick Pony Just What I Do 30 31  
AA Kelly Coffey When You Lie Next To Me 28 26  
AA Toby Keith My List 27 27  
AA Gary Allan The One 26 20  
AA Brookes & Dunn My Heart Is Lost To You 26 24  
AA Trace Adkins Help Me Understand 26 29  
AA Sara Evans I Keep Looking 28 23  
AA Lonestar Not A Day Goes By 28 23  
AA Phil Vassar American Child 28 23  
AA Rascal Flatts I'm Movin' On 22 22  
AA Rascal Flatts I'm Movin' On 22 22  
AA Chris Cagle I Breathe In, I Breathe Out 19 11  
AA Trace Adkins Help Me Understand 18 14  
AA Steve Holy Good Morning Beautiful 18 15  
AA Jo Dee Messina With Tim McGraw Bring On T 15 12  
AA Kenny Chesney Young 13 11  
AA The Clark Family Experience Going Away 12 7

AA Carolyn Dawn Johnson I Don't Want You T 36 32  
AA George Strait Living And Living Well 36 36  
AA Emerson Drive I Should Be Sleeping 35 33  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 34 33  
AA Alan Jackson Drive (For Daddy Gene) 29 24  
AA George Strait Living And Living Well 28 40  
AA Travis Tritt Modern Day Bonnie And Clyd 26 0  
AA George Strait Amadio Morning 26 0  
AA George Strait All My Ex's Live In Texas 25 2  
AA George Strait Run 23 0  
AA George Strait I'm Gonna Miss Her (The Fi) 23 0  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 20 3  
AA Mark Chesnut She Was 20 21  
AA George Strait Heartland 19 4  
AA Chris Cagle Courtesy Of The Red, White & A 18 4  
AA Darryl Worley I Miss My Friend 18 26  
AA George Strait Ocean Front Property 17 1  
AA George Strait The Firmament 17 3  
AA George Strait Love Without End, Amen 17 3  
AA George Strait You Heard Memory 17 3  
AA Kenny Rogers Harder Cards 17 27  
AA Pat Green Three Nights 16 16  
AA Tommy Shane Steiner What If She's An An 16 23  
AA Trace Adkins Help Me Understand 16 23  
AA Brookes & Dunn My Heart Is Lost To You 16 25  
AA Trace Adkins Help Me Understand 15 19  
AA George Strait Go On 14 0  
AA George Strait Baby Blue 14 0  
AA Dixie Chicks Some Days You Gotta Dance 14 17  
AA Toby Keith Courtesy Of The Red, White & A 18 4  
AA George Strait Red River Valley 7 1

AA Alan Jackson Drive (For Daddy Gene) 33 31  
AA Lonestar Not A Day Goes By 29 28  
AA Steve Azar I Don't Have To Be Me (Til) 29 29  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 29 33  
AA Tommy Shane Steiner What If She's An An 29 33  
AA George Strait Living And Living Well 27 36  
AA Emerson Drive I Should Be Sleeping 27 36  
AA Kelly Coffey When You Lie Next To Me 26 28  
AA Kenny Chesney The Good Stuff 24 18  
AA Gary Allan The One 24 19  
AA Carolyn Dawn Johnson I Don't Want You T 24 13  
AA Chris Cagle I Breathe In, I Breathe Out 24 13  
AA Brookes & Dunn My Heart Is Lost To You 24 13  
AA Trick Pony Just What I Do 20 19  
AA Brad Martin Before I Knew Better 20 19  
AA Joe Nichols The Impossible 19 11  
AA Toby Keith My List 19 16  
AA Darryl Worley I Miss My Friend 19 16  
AA Phil Vassar American Child 19 18  
AA Travis Tritt Modern Day Bonnie And Clyd 19 22  
AA Mark Chesnut She Was 18 10  
AA Trace Adkins Help Me Understand 18 17  
AA Phil Vassar That's When I Love You 18 16  
AA Tammy Cochran I Cry 18 21  
AA Willie Nelson Duet With Lee Mendocino 18 21  
AA Andie Griggs Tonight I Wanna Be Your Man 18 16  
AA Sara Evans I Keep Looking 18 15  
AA Martina McBride Blessed 18 12  
AA Alan Jackson Where Were You (When The W 18 12  
AA Reba I'm A Survivor 17 10  
AA Chris Cagle I Breathe In, I Breathe Out 17 10  
AA Keith Urban Where The Backlog Ends 9 6  
AA Tim McGraw The Cowboy In Me 9 7

AA Kelly Coffey When You Lie Next To Me 8 1

AA Alan Jackson Drive (For Daddy Gene) 41 36  
AA Kenny Chesney Young 39 39  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 39 40  
AA Mark Chesnut She Was 38 19  
AA Steve Azar I Don't Have To Be Me (Til) 38 39  
AA Toby Keith My List 38 42  
AA Lonestar Not A Day Goes By 36 34  
AA George Strait Living And Living Well 34 33  
AA Brad Paisley I'm Gonna Miss Her (The Fi) 33 25  
AA Steve Azar I Don't Have To Be Me (Til) 33 25  
AA Rascal Flatts I'm Movin' On 33 36  
AA Rascal Flatts I'm Movin' On 29 23  
AA Chris Cagle I Breathe In, I Breathe Out 27 30  
AA Steve Holy Good Morning Beautiful 27 38  
AA Tim McGraw The Cowboy In Me 24 37  
AA Brookes & Dunn My Heart Is Lost To You 19 23  
AA Andie Griggs Tonight I Wanna Be Your Man 16 9  
AA Tommy Shane Steiner What If She's An An 15 8  
AA Blake Shelton Ol' Red 15 13  
AA Emerson Drive I Should Be Sleeping 13 10  
AA Brookes & Dunn Only In America 13 14  
AA Rascal Flatts I'm Movin' On 12 7  
AA Travis Tritt It's A Great Day To Be Alive 12 8  
AA Mark Chesnut She Was 11 7  
AA Brookes & Dunn Ain't Nothing 'Bout You 11 8  
AA Tracy Byrd Ten Rounds With Jose Cuervo 14 17  
AA Rascal Flatts I'm Movin' On 14 12  
AA Shannon Lawson Dream Your Way To Me 13 12  
AA Carolyn Dawn Johnson I Don't Want You T 13 14  
AA Chris Cagle I Breathe In, I Breathe Out 13 15  
AA Diamond Rio Beautiful Mess 12 13  
AA Joe Nichols The Impossible 11 11  
AA Kenny Chesney The Good Stuff 14 1  
AA SheDaisy Mine All Mine 9 1  
AA Martina McBride Where Would You Be 7 1



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



POWER RANKING

WQMX Akron
OM: Kevin Mason
APD: Ken Steel
Rubber City 330-869-9800
Table with 2 columns: Rank, Song/Artist

WCMS Norfolk
OM: Randy Brooks
APD: Jack Prater
Barnstable 757-671-1000
Table with 2 columns: Rank, Song/Artist

WBUL Lexington
OM: Barry Fox
PD: Ric Larson
Clear Channel 859-422-1000
Table with 2 columns: Rank, Song/Artist

WHOK Columbus, OH
OM: Charley Lake
APD/MD: George Wolf
Infinity 614-227-9696
Table with 2 columns: Rank, Song/Artist

KWNR Las Vegas
OM: John Marks
MD: Brooks O'Brien
Clear Channel 702-732-7753
Table with 2 columns: Rank, Song/Artist

WKCQ Saginaw
PD: Rick Walker
MD: Stan Parman
MacDonald 517-752-8161
Table with 2 columns: Rank, Song/Artist

WKDF Nashville
PD: Dave Kelly
MD: Eddie Foxx
Citadel 615-244-9533
Table with 2 columns: Rank, Song/Artist

WQIK Jacksonville
Dir. of Pgmng: Gail Austin
APD: Marshall Howell
MD: John Scott
Clear Channel 904-636-0507
Table with 2 columns: Rank, Song/Artist

WSM Nashville
PD/MD: Kevin O'Neal
APD: Frank Seres
Gaylord 615-889-6595
Table with 2 columns: Rank, Song/Artist

WFLS Fredericksburg
PD: John Reed
Free Lance-Star 540-373-1500
Table with 2 columns: Rank, Song/Artist

KKAT Salt Lake City
PD: Eddie Haskell
Clear Channel 801-908-1300
Table with 2 columns: Rank, Song/Artist

WVLK Lexington
PD: Brian Landrum
Cumulus 859-253-5900
Table with 2 columns: Rank, Song/Artist

WHY? the Conclave the Learning Conference



"One of the great things about the Conclave is that it is filled with up-and-coming talent who still have an enthusiasm for the business. It's a great place for the smaller markets to learn and the larger markets to exchange ideas!" - Lauren MacLeash, PD, KTCZ, Minneapolis

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COUNTRY AIRPLAY Monitor

Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population. \*Indicates station experienced between 24 and 58 hours of monitoring downtime during the chart week.

TRACE ADKINS 2396/366 Help Me Understand (Capitol) Total Stations: 146 Chart Move: 24-21

GARY ALLAN 3264/132 The One (MCA Nashville) Total Stations: 146 Chart Move: 12-10

STEVE AZAR 5589/220 I Don't Have To Be Me (Til Monday) (Mercury) Total Stations: 146 Chart Move: 3-2

BROOKS & DUNN 2836/168 My Heart Is Lost To You (Arista Nashville) Total Stations: 147 Chart Move: 17-15

TRACY BYRD 1782/417 Ten Rounds With Jose Cuervo (RCA) Total Stations: 142 Chart Move: 29-25

KENNY CHESNEY 1982/703 The Good Stuff (BNA) Total Stations: 141 Chart Move: 31-23

MARK CHESNUTT 1512/46 She Was (Columbia) Total Stations: 141 Chart Move: 27-27

KELLIE COFFEY 2963/80 When You Lie Next To Me (BNA) Total Stations: 145 Chart Move: 14-12

EMERSON DRIVE 4759/243 I Should Be Sleeping (DreamWorks) Total Stations: 146 Chart Move: 6-5

SARA EVANS 2048/171 I Keep Looking (RCA) Total Stations: 143 Chart Move: 25-22



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.

ANDY GRIGGS 2618/277

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Green, Albany, Tucson, Tulsa, etc.

CAROLYN DAWN JOHNSON 3759/205

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

TOBY KEITH 1383/804

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

LONESTAR 3605/116

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

BRAD MARTIN 1585/51

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

JOE NICHOLS 1435/309

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

BRAD PAISLEY 4358/208

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

GEORGE STRAIT 5193/110

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

TRICK PONY 2908/92

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

DARRYL WORMLEY 2571/130

Table with columns: Station, ID, Detections, Gain, Chart Move. Includes stations like Albany, Tucson, Tulsa, etc.

**most airplay adds**  
**COUNTRY**

**NEW STATIONS**

<b>TOBY KEITH</b> <i>Courtesy Of The Red, White And Blue (The Angry American) (DreamWorks)</i> <b>40</b> KAJA, KDRK, KFDI, KFKF, KIKK, KRST, KSKS, KSON, KSSN, KTST, KTTS, KWNR, KXKC, WCOS, WFLS, WFRE, WGH, WJCL, WKDF, WKIS, WKXJ, WKXC, WLWI, WMIL, WNKI, WOKO, WQDR, WQXK, WRBT, WRNS, WSIX, WTQR, WVLK, WXTU, WYUU Total Stations With Six Or More Detections: 75 TOTAL DETECTIONS BY DAYPART: 6-10 <b>13%</b> , 10-3 <b>21%</b> , 3-7 <b>18%</b> , 7-12 <b>27%</b> , 12-6A <b>20%</b>	<b>KENNY CHESNEY</b> <i>The Good Stuff (BNA)</i> <b>31</b> KASE, KBQI, KDRK, KHKI, KPLX, KRMD, KRST, KTEX, KUPL, WBCT, WBUL, WCKT, WCMS, WFMS, WGKX, WIVK, WJCL, WKDF, WKIS, WKSJ, WKYQ, WLWI, WMUS, WMZQ, WOKO, WQBE, WQIK, WQXK, WRBT, WSIX, WXBQ Total Stations With Six Or More Detections: 112 TOTAL DETECTIONS BY DAYPART: 6-10 <b>12%</b> , 10-3 <b>24%</b> , 3-7 <b>19%</b> , 7-12 <b>23%</b> , 12-6A <b>22%</b>	<b>PHIL VASSAR</b> <i>American Child (Arista Nashville)</i> <b>20</b> KAJA, KBQI, KFDI, KHKI, KNCI, KRMD, KRTY, KSON, KVOO, WCAT, WDSY, WFRY, WGNE, WHOK, WJCL, WMIL, WNCY, WRBT, WSIX, WUSY Total Stations With Six Or More Detections: 63 TOTAL DETECTIONS BY DAYPART: 6-10 <b>11%</b> , 10-3 <b>21%</b> , 3-7 <b>18%</b> , 7-12 <b>27%</b> , 12-6A <b>23%</b>	<b>JO DEE MESSINA</b> <i>Dare To Dream (Curb)</i> <b>19</b> KBQI, KIIM, KSSN, KUBL, KZLA, WBBS, WCOL, WFLS, WGAR, WGGY, WGKX, WGNE, WHOK, WKKO, WKKT, WMIL, WRNS, WSTH, WYRK Total Stations With Six Or More Detections: 53 TOTAL DETECTIONS BY DAYPART: 6-10 <b>8%</b> , 10-3 <b>21%</b> , 3-7 <b>18%</b> , 7-12 <b>27%</b> , 12-6A <b>26%</b>	<b>TRACY BYRD</b> <i>Ten Rounds With Jose Cuervo (RCA)</i> <b>18</b> KASE, KMDL, KNCI, KSON, KTST, KXXY, WCMS, WDSY, WJCL, WQXK, WYRK, WROO, WSSL, WXTU, WYAY Total Stations With Six Or More Detections: 103 TOTAL DETECTIONS BY DAYPART: 6-10 <b>13%</b> , 10-3 <b>18%</b> , 3-7 <b>16%</b> , 7-12 <b>24%</b> , 12-6A <b>30%</b>
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Detections	WYNK Baton Rouge, La.	WGAR Cleveland	KYGO Denver	WTQR Greensboro, N.C.	WAMZ Louisville, Ky.	KHAY Oxnard, Calif.	KRTY San Jose, Calif.
<b>WQMX</b> Akron, Ohio Tracy Byrd Ten Rounds With Jose Cue 13 Sixwire Look At Me Now 11 Brooks & Dunn My Heart Is Lost To Y 10	No Airplay Adds This Week	Joe Nichols The Impossible 11 Jo Dee Messina Dare To Dream 6	Tim McGraw Telluride 13 Trick Pony Just What I Do 9	Diamond Rio Beautiful Mess 10 Hometown News Minivan 9 Toby Keith Courtesy Of The Red, Whi 6	No Airplay Adds This Week	No Airplay Adds This Week	Phil Vassar American Child 12
<b>WGNA</b> Albany, N.Y. Tracy Byrd Ten Rounds With Jose Cue 11 Toby Keith Courtesy Of The Red, Whi 6	<b>WDXB</b> Birmingham, Ala. Trace Adkins Help Me Understand 6	<b>KCCY</b> Colorado Springs The Clark Family Experien Going Awa 15 Trace Adkins Help Me Understand 10	<b>KHKI</b> Des Moines, Iowa Kenny Chesney The Good Stuff 17 Phil Vassar American Child 16 Chris Cagle Country By The Grace Of 13 SheDaisy Mine All Mine 12 Jeffrey Steele Good To Go 6	<b>WESC</b> Greenville, S.C. Kellie Coffey When You Lie Next To 8	<b>KTEX</b> McAllen, Texas Kenny Chesney The Good Stuff 14 Diamond Rio Beautiful Mess 13	<b>WKYQ</b> Paducah, Ky. Rebecca Lynn Howard Forgive 12 Kenny Chesney The Good Stuff 8	<b>WJCL</b> Savannah, Ga. Toby Keith Courtesy Of The Red, Whi 13 Phil Vassar American Child 8 Sara Evans I Keep Looking 8 Kenny Chesney The Good Stuff 6
<b>KBQI</b> Albuquerque Kenny Chesney The Good Stuff 15 Jo Dee Messina Dare To Dream 7 Phil Vassar American Child 7 Chris Cagle Country By The Grace Of 7 Brooks & Dunn My Heart Is Lost To Y 6 Pinmonkey Barbed Wire And Roses 6 Aaron Tippin I'll Take Love Over Mo 6	<b>WZZK</b> Birmingham, Ala. Trace Adkins Help Me Understand 8	<b>KKCS</b> Colorado Springs Rebecca Lynn Howard Forgive 14 SheDaisy Mine All Mine 14 Toby Keith I Can't Take You Anywhere 9 Lee Ann Womack Something Worth Leav 7 Mark Chesnutt She Was 6	<b>WYCD</b> Detroit Brooks & Dunn My Heart Is Lost To Y 19 Anthony Smith If That Ain't Country 6	<b>WSSL</b> Greenville, S.C. Tracy Byrd Ten Rounds With Jose Cue 6	<b>WGKX</b> Memphis Kenny Chesney The Good Stuff 19 Jo Dee Messina Dare To Dream 14 Cyndi Thomson I'm Gone 6 Sixwire Look At Me Now 6	<b>WXBM</b> Pensacola, Fla. Little Big Town Don't Waste My Time 11 Marie Sisters Real Bad Mood 10 Joe Nichols The Impossible 9 Hometown News Minivan 9	<b>KMPS</b> Seattle Tammy Cochran Life Happened 8
<b>KRST</b> Albuquerque Toby Keith Courtesy Of The Red, Whi 14 Kenny Chesney The Good Stuff 11 Hometown News Minivan 10 Brett James Chasin' Amy 6	<b>WKLK</b> Boston No Airplay Adds This Week	<b>WKCN</b> Columbus, Ga. Toby Keith Courtesy Of The Red, Whi 25 Brad Martin Before I Knew Better 8 The Clark Family Experien Going Awa 7 Hometown News Minivan 7 Rodney Atkins Sing Along 7 Brett James Chasin' Amy 6	<b>WYGO</b> Detroit Brooks & Dunn My Heart Is Lost To Y 19 Anthony Smith If That Ain't Country 6	<b>WYWR</b> Harrisburg, Pa. Kenny Chesney The Good Stuff 12 Toby Keith Courtesy Of The Red, Whi 9 Phil Vassar American Child 8 Joe Nichols The Impossible 8 Cyndi Thomson I'm Gone 6 Brad Martin Before I Knew Better 6	<b>WKMZ</b> Milwaukee Toby Keith Courtesy Of The Red, Whi 11 Jo Dee Messina Dare To Dream 9 Mark Chesnutt She Was 7 Phil Vassar American Child 6	<b>WXTU</b> Philadelphia Tracy Byrd Ten Rounds With Jose Cue 7 Toby Keith Courtesy Of The Red, Whi 6 Pinmonkey Barbed Wire And Roses 6	<b>KRMD</b> Shreveport, La. Kenny Chesney The Good Stuff 14 Phil Vassar American Child 9
<b>WCTO</b> Allentown, Pa. No Airplay Adds This Week	<b>WYRK</b> Buffalo, N.Y. Rodney Atkins Sing Along 9 Jo Dee Messina Dare To Dream 6	<b>WCOS</b> Columbia, S.C. Toby Keith Courtesy Of The Red, Whi 8	<b>KHEY</b> El Paso, Texas The Soggy Bottom Boys I Am A Man Of 9	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WKSJ</b> Mobile, Ala. Kenny Chesney The Good Stuff 21 Little Big Town Don't Waste My Time 14 Rebecca Lynn Howard Forgive 12 Toby Keith Courtesy Of The Red, Whi 11 Diamond Rio Beautiful Mess 8 Martina McBride Where Would You Be 6	<b>WPOR</b> Portland, Maine Andy Griggs Tonight I Wanna Be Your 7	<b>KTTS</b> Springfield, Mo. Toby Keith Courtesy Of The Red, Whi 23
<b>WKHX</b> Atlanta No Airplay Adds This Week	<b>WYRL</b> Buffalo, N.Y. Rodney Atkins Sing Along 9 Jo Dee Messina Dare To Dream 6	<b>WDRM</b> Huntsville, Ala. No Airplay Adds This Week	<b>KILT</b> Houston Brad Martin Before I Knew Better 7 The Clark Family Experien Going Awa 7 Little Big Town Don't Waste My Time 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WLSJ</b> Montgomery, Ala. Toby Keith Courtesy Of The Red, Whi 8 Kenny Chesney The Good Stuff 8 Brett James Chasin' Amy 7	<b>WDSY</b> Pittsburgh Tracy Byrd Ten Rounds With Jose Cue 18 Phil Vassar American Child 9 Sara Evans I Keep Looking 8	<b>KSD</b> St. Louis No Airplay Adds This Week
<b>WYAY</b> Atlanta Darryl Worley I Miss My Friend 13 Andy Griggs Tonight I Wanna Be Your 12 Lonestar Not A Day Goes By 10 Trick Pony Just What I Do 10 Tracy Byrd Ten Rounds With Jose Cue 9 Gene Watson The Man An' Me And You 9	<b>WZLW</b> Burlington, Vt. Kenny Chesney The Good Stuff 15 Tracy Byrd Ten Rounds With Jose Cue 9 Toby Keith Courtesy Of The Red, Whi 6	<b>WFMS</b> Indianapolis Kenny Chesney The Good Stuff 14 SheDaisy Mine All Mine 9 Jeffrey Steele Good To Go 7 Rebecca Lynn Howard Forgive 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WMSI</b> Jackson, Miss. No Airplay Adds This Week	<b>WQDR</b> Raleigh, N.C. Toby Keith Courtesy Of The Red, Whi 18	<b>WIL</b> St. Louis Toby Keith Courtesy Of The Red, Whi 9 Joe Nichols The Impossible 8
<b>WKXC</b> Augusta, Ga. Toby Keith Courtesy Of The Red, Whi 7 Sixwire Look At Me Now 7 Jameson Clark Still Smokin' 6	<b>WZLW</b> Burlington, Vt. Kenny Chesney The Good Stuff 15 Tracy Byrd Ten Rounds With Jose Cue 9 Toby Keith Courtesy Of The Red, Whi 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WQXX</b> Jacksonville, Fla. Kenny Chesney The Good Stuff 22	<b>WVPR</b> Portland, Maine Andy Griggs Tonight I Wanna Be Your 7	<b>WJCL</b> Savannah, Ga. Toby Keith Courtesy Of The Red, Whi 13 Phil Vassar American Child 8 Sara Evans I Keep Looking 8 Kenny Chesney The Good Stuff 6
<b>KASE</b> Austin, Texas Kenny Chesney The Good Stuff 22 Tracy Byrd Ten Rounds With Jose Cue 14	<b>WZLW</b> Burlington, Vt. Kenny Chesney The Good Stuff 15 Tracy Byrd Ten Rounds With Jose Cue 9 Toby Keith Courtesy Of The Red, Whi 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WWSL</b> Milwaukee Toby Keith Courtesy Of The Red, Whi 11 Jo Dee Messina Dare To Dream 9 Mark Chesnutt She Was 7 Phil Vassar American Child 6	<b>WVPR</b> Portland, Maine Andy Griggs Tonight I Wanna Be Your 7	<b>WJCL</b> Savannah, Ga. Toby Keith Courtesy Of The Red, Whi 13 Phil Vassar American Child 8 Sara Evans I Keep Looking 8 Kenny Chesney The Good Stuff 6
<b>KUZZ</b> Bakersfield, Calif. The Clark Family Experien Going Awa 16 Tammy Cochran Life Happened 8	<b>WZLW</b> Burlington, Vt. Kenny Chesney The Good Stuff 15 Tracy Byrd Ten Rounds With Jose Cue 9 Toby Keith Courtesy Of The Red, Whi 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WWSL</b> Milwaukee Toby Keith Courtesy Of The Red, Whi 11 Jo Dee Messina Dare To Dream 9 Mark Chesnutt She Was 7 Phil Vassar American Child 6	<b>WVPR</b> Portland, Maine Andy Griggs Tonight I Wanna Be Your 7	<b>WJCL</b> Savannah, Ga. Toby Keith Courtesy Of The Red, Whi 13 Phil Vassar American Child 8 Sara Evans I Keep Looking 8 Kenny Chesney The Good Stuff 6
<b>WPOC</b> Baltimore Trace Adkins Help Me Understand 6	<b>WZLW</b> Burlington, Vt. Kenny Chesney The Good Stuff 15 Tracy Byrd Ten Rounds With Jose Cue 9 Toby Keith Courtesy Of The Red, Whi 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WWSL</b> Milwaukee Toby Keith Courtesy Of The Red, Whi 11 Jo Dee Messina Dare To Dream 9 Mark Chesnutt She Was 7 Phil Vassar American Child 6	<b>WVPR</b> Portland, Maine Andy Griggs Tonight I Wanna Be Your 7	<b>WJCL</b> Savannah, Ga. Toby Keith Courtesy Of The Red, Whi 13 Phil Vassar American Child 8 Sara Evans I Keep Looking 8 Kenny Chesney The Good Stuff 6
<b>WTGE</b> Baton Rouge, La. No Airplay Adds This Week	<b>WZLW</b> Burlington, Vt. Kenny Chesney The Good Stuff 15 Tracy Byrd Ten Rounds With Jose Cue 9 Toby Keith Courtesy Of The Red, Whi 6	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WYZZ</b> Hartford, Conn. Rhett Atkins Highway Sunrise 11	<b>WWSL</b> Milwaukee Toby Keith Courtesy Of The Red, Whi 11 Jo Dee Messina Dare To Dream 9 Mark Chesnutt She Was 7 Phil Vassar American Child 6	<b>WVPR</b> Portland, Maine Andy Griggs Tonight I Wanna Be Your 7	<b>WJCL</b> Savannah, Ga. Toby Keith Courtesy Of The Red, Whi 13 Phil Vassar American Child 8 Sara Evans I Keep Looking 8 Kenny Chesney The Good Stuff 6

NEW STATIONS reflects stations playing song 6 or more times for the first time. TOTAL reflects stations playing song 6 or more times. DAYPART reflects total detections on all stations.

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 147 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>*** No. 1 ***</b>				
1	1	18	<b>DRIVE (FOR DADDY GENE)</b> ARISTA NASHVILLE 2 weeks at No. 1	ALAN JACKSON	5677	5800	
(2)	3	34	I DON'T HAVE TO BE ME (TIL MONDAY) MERCURY	STEVE AZAR	5589	5369	
(3)	4	16	LIVING AND LIVING WELL MCA NASHVILLE	GEORGE STRAIT	5193	5083	
4	2	24	WHAT IF SHE'S AN ANGEL RCA	TOMMY SHANE STEINER	5115	5383	
(5)	6	30	I SHOULD BE SLEEPING DREAMWORKS	EMERSON DRIVE	4759	4516	
6	5	24	MY LIST DREAMWORKS	TOBY KEITH	4593	4915	
(7)	7	14	I'M GONNA MISS HER (THE FISHER SONG) ARISTA NASHVILLE	BRAD PAISLEY	4358	4150	
(8)	9	25	I DON'T WANT YOU TO GO ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	3759	3554	
(9)	10	19	NOT A DAY GOES BY BNA	LONESTAR	3605	3489	
(10)	12	20	THE ONE MCA NASHVILLE	GARY ALLAN	3264	3132	
11	8	21	MODERN DAY BONNIE AND CLYDE COLUMBIA	TRAVIS TRITT	3054	3953	
(12)	14	24	WHEN YOU LIE NEXT TO ME BNA	KELLIE COFFEY	2963	2883	
(13)	16	20	JUST WHAT I DO WARNER BROS./WRN	TRICK PONY	2908	2816	
14	11	31	THAT'S WHEN I LOVE YOU ARISTA NASHVILLE	PHIL VASSAR	2850	3276	
(15)	17	8	MY HEART IS LOST TO YOU ARISTA NASHVILLE	BROOKS & DUNN	2836	2668	
16	13	23	YOUNG BNA	KENNY CHESNEY	2725	3105	
			<b>** AIRPOWER **</b>				
(17)	22	18	TONIGHT I WANNA BE YOUR MAN RCA	ANDY GRIGGS	2618	2391	
			<b>** AIRPOWER **</b>				
(18)	21	11	I MISS MY FRIEND DREAMWORKS	DARRYL WORLEY	2571	2441	
19	19	31	BLESSED RCA	MARTINA MCBRIDE	2469	2595	
20	15	34	I'M MOVIN' ON LYRIC STREET	RASCAL FLATTS	2409	2825	
(21)	24	14	HELP ME UNDERSTAND CAPITOL	TRACE ADKINS	2396	2030	
(22)	25	12	I KEEP LOOKING RCA	SARA EVANS	2048	1877	
(23)	31	5	THE GOOD STUFF BNA	KENNY CHESNEY	1982	1279	
24	23	19	MENDOCINO COUNTY LINE LOST HIGHWAY/MERCURY	WILLIE NELSON DUET WITH LEE ANN WOMACK	1856	2235	
(25)	29	9	TEN ROUNDS WITH JOSE CUERVO RCA	TRACY BYRD	1782	1365	
(26)	26	16	BEFORE I KNEW BETTER EPIC	BRAD MARTIN	1585	1534	
(27)	27	17	SHE WAS COLUMBIA	MARK CHESNUTT	1512	1466	
(28)	32	11	THE IMPOSSIBLE UNIVERSAL SOUTH	JOE NICHOLS	1435	1126	
29	28	17	GOODBYE ON A BAD DAY MCA NASHVILLE	SHANNON LAWSON	1391	1415	
			<b>* GREATEST GAINER®/MOST AIRPLAY ADDS *</b>				
(30)	41	2	COURTESY OF THE RED, WHITE AND BLUE (THE ANGRY AMERICAN) DREAMWORKS	TOBY KEITH	1383	579	
(31)	30	10	OL' RED WARNER BROS./WRN	BLAKE SHELTON	1362	1323	
(32)	33	8	BEAUTIFUL MESS ARISTA NASHVILLE	DIAMOND RIO	1134	984	
(33)	34	13	DON'T WASTE MY TIME MONUMENT	LITTLE BIG TOWN	933	846	
(34)	38	8	BARBED WIRE AND ROSES BNA	PINMONKEY	900	787	
(35)	37	9	CHASIN' AMY ARISTA NASHVILLE	BRETT JAMES	898	812	
(36)	39	5	AMERICAN CHILD ARISTA NASHVILLE	PHIL VASSAR	891	654	
(37)	36	7	I'M GONE CAPITOL	CYNDI THOMSON	880	813	
(38)	40	4	WHERE WOULD YOU BE RCA	MARTINA MCBRIDE	810	611	
(39)	42	12	MINIVAN VFR	HOMETOWN NEWS	726	576	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
(40)	44	4	DARE TO DREAM CURB	JO DEE MESSINA	672	511	
(41)	43	6	IF THAT AINT COUNTRY MERCURY	ANTHONY SMITH	618	560	
(42)	45	7	LOOK AT ME NOW WARNER BROS./WRN	SIXWIRE	529	411	
(43)	47	5	COUNTRY BY THE GRACE OF GOD CAPITOL	CHRIS CAGLE	515	373	
(44)	54	4	FORGIVE MCA NASHVILLE	REBECCA LYNN HOWARD	403	244	
45	35	13	GET OVER YOURSELF LYRIC STREET	SHEDAISY	390	843	
(46)	48	7	REAL BAD MOOD REPUBLIC/UNIVERSAL	MARIE SISTERS	383	370	
(47)	55	2	MINE ALL MINE LYRIC STREET	SHEDAISY	375	239	
(48)	52	5	GOING AWAY CURB	THE CLARK FAMILY EXPERIENCE	373	275	
49	49	10	HARDER CARDS DREAMCATCHER	KENNY ROGERS	345	355	
(50)	50	6	I'LL TAKE LOVE OVER MONEY LYRIC STREET	AARON TIPPIN	336	304	
(51)	51	3	COUNTRY ROCK STAR MERCURY	MARCEL	314	285	
			<b>** HOT SHOT DEBUT **</b>				
(52)	<b>NEW</b>		GOOD TO GO MONUMENT	JEFFREY STEELE	262	110	
(53)	56	3	SING ALONG CURB	RODNEY ATKINS	243	224	
(54)	<b>NEW</b>		SOMETHING WORTH LEAVING BEHIND MCA NASHVILLE	LEE ANN WOMACK	215	61	
(55)	<b>NEW</b>		HIGHWAY SUNRISE AUDIUM	RHETT AKINS	205	111	
56	46	18	SQUEEZE ME IN CAPITOL/MCA NASHVILLE	GARTH BROOKS DUET WITH TRISHA YEARWOOD	194	383	
(57)	<b>NEW</b>		LIFE HAPPENED EPIC	TAMMY COCHRAN	154	27	
(58)	60	2	UNBROKEN CURB	TIM MCGRAW	143	118	
59	53	19	THREE DAYS REPUBLIC/UNIVERSAL SOUTH	PAT GREEN	127	248	
60	59	17	TELLURIDE CURB	TIM MCGRAW	115	118	

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

## AIRPLAY Monitor RECURRENTS COUNTRY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
1	GOOD MORNING BEAUTIFUL STEVE HOLY (CURB)	2173	2424
2	I CRY TAMMY COCHRAN (EPIC)	2170	2656
3	I BREATHE IN, I BREATHE OUT CHRIS CAGLE (CAPITOL)	2141	2501
4	THE COWBOY IN ME TIM MCGRAW (CURB)	1700	1963
5	BRING ON THE RAIN JO DEE MESSINA WITH TIM MCGRAW (CURB)	1615	1740
6	I WANNA TALK ABOUT ME TOBY KEITH (DREAMWORKS)	1548	1544
7	THE LONG GOODBYE BROOKS & DUNN (ARISTA NASHVILLE)	1473	1730
8	WHERE THE STARS AND STRIPES AND THE EAGLE FLY AARON TIPPIN (LYRIC STREET)	1410	1562

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
9	WHERE WERE YOU (WHEN THE WORLD STOPPED TURNING) ALAN JACKSON (ARISTA NASHVILLE)	1341	1358
10	WRAPPED AROUND BRAD PAISLEY (ARISTA NASHVILLE)	1285	1401
11	THAT'S JUST JESSIE KEVIN DENNEY (LYRIC STREET)	1248	2169
12	ON A NIGHT LIKE THIS TRICK PONY (WARNER BROS./WRN)	1240	1178
13	ONLY IN AMERICA BROOKS & DUNN (ARISTA NASHVILLE)	1212	1248
14	AIN'T NOTHING 'BOUT YOU BROOKS & DUNN (ARISTA NASHVILLE)	1170	1207
15	RUN GEORGE STRAIT (MCA NASHVILLE)	1119	1189
16	IT'S A GREAT DAY TO BE ALIVE TRAVIS TRITT (COLUMBIA)	1118	970
17	LOVE OF A WOMAN TRAVIS TRITT (COLUMBIA)	1022	1190
18	ONE MORE DAY DIAMOND RIO (ARISTA NASHVILLE)	1002	908
19	SOME DAYS YOU GOTTA DANCE DIXIE CHICKS (MONUMENT)	948	1019
20	ANGRY ALL THE TIME TIM MCGRAW (CURB)	925	924

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

## BIG NAME ACTS

### KENNY CHESNEY "The Good Stuff"

The newest hit from Country's newest superstar



### LONESTAR "Not A Day Goes By"

Huge research, Huge passion, Huge Hit



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## BREAKING NEW ACTS

### KELLIE COFFEY "When You Lie Next To Me"

Top 5 album debut *Soundscape*.  
Top 15 single still going strong



### PINMONKEY "Barbed Wire and Roses"

"This is what Country Music needs to sound like in 2002"  
-Bob Kingsley, Host, "American Country Countdown"



# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

MAY 17, 2002

Profile: Indie Promoter  
Peter Svendsen p. 6



SVENDSEN

Kenny Chesney Tops This  
Week's Airplay Adds p. 15

VOLUME 10 • NO. 20

\$6.95

## NO. 1 THIS WEEK:

### ALAN JACKSON

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*

### GREATEST GAINER

KENNY CHESNEY

*The Good Stuff (BNA)*

### AIRPLAY ADDS

KENNY CHESNEY

*The Good Stuff (BNA)*

### AUDIENCE

ALAN JACKSON

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*

## One-Time PDs Rekindle Their Passion For Programming

■ by Angela King

Programmers who recently returned to day-to-day PD jobs after several years of group or operations duties say they made that decision after refocusing their passion and priorities. They also believe they are better PDs today because of their time away from the race for ratings.

In recent months, former Star System president Jason Kane has become director of operations for Clear Channel/Austin, Texas; Clear Channel/Nashville OM Bob Barnett has segued to PD duties for WKIS Miami; and MJI Broadcasting executive director of country programming Lee Logan has assumed OM duties for Saga/Clarksville, Tenn., including PD duties at country WVVR.

At a time when many programmers are lamenting the increased business emphasis in radio, these individuals feel they are better able to bring their business acumen into play now. Their passion for the business has only increased in their time away from day-to-day programming.

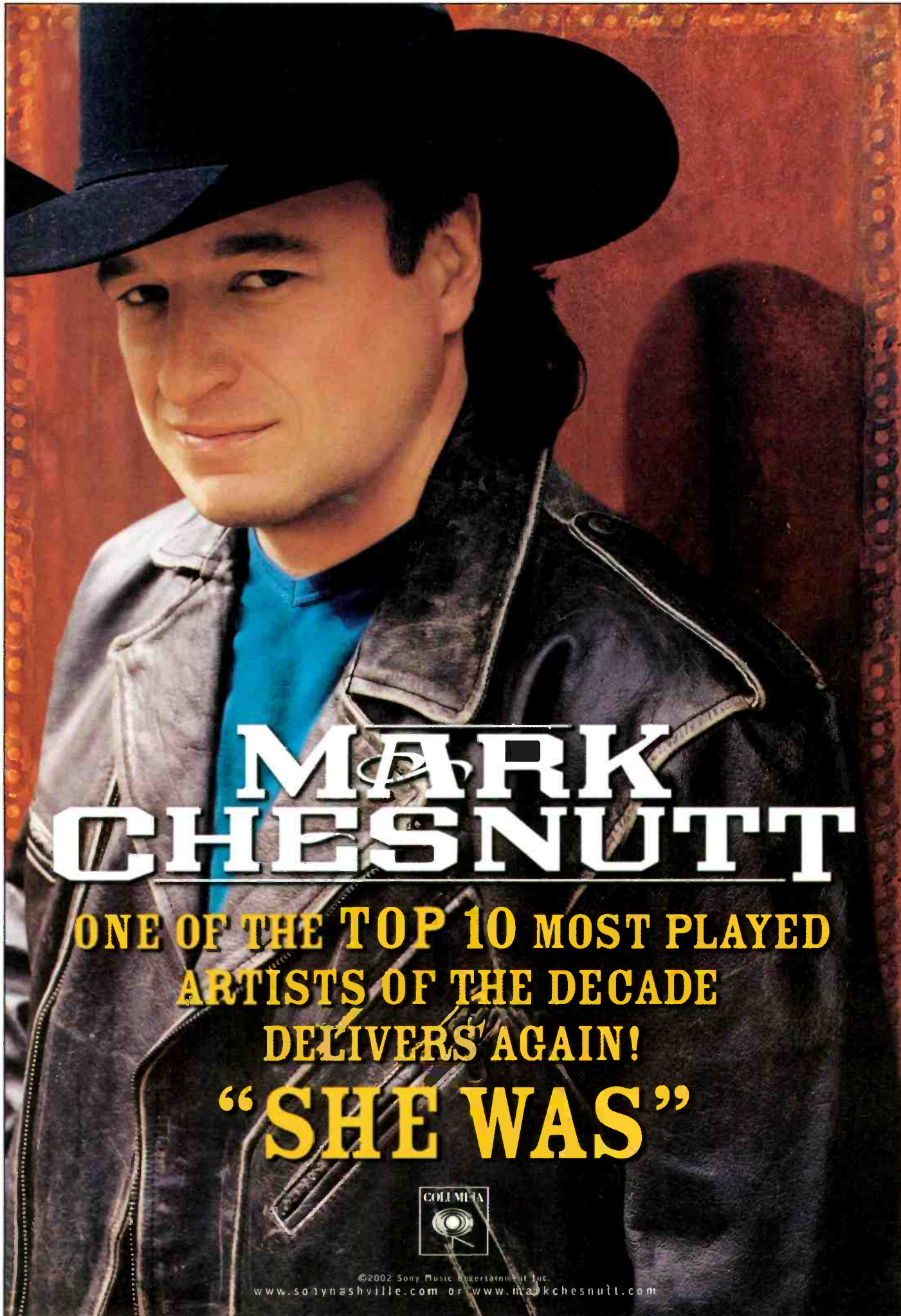
"I've always enjoyed mentoring, teaching, and leading people to develop their careers and get better at what they do," Logan says. "That's the fun part of it, [as is] doing the creative stuff you can actually see. When you are working on a national basis, you hope it works when it actually gets there. Here, you walk down the hall and see what the response is going to be. There's instant gratification on the local level."

In Nashville, Barnett was one of a "dying breed" of OMs who don't have daily PD oversight of a station. He saw the move to WKIS as his chance to be more creative. "The real emotional reason [to return to programming] boils down to [this]," he says. "Most people who got into radio from pro-



BARNETT

Continued on page 6



# MARK CHESNUTT

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## ON THE ROW

### Stacey To Head Vector Promotions

Ken Levitan and Chris Stacey have teamed to launch Vector Promotions, a Nashville-based independent promotion company. Levitan is president of Vector Management and co-president of Combustion Music. Stacey was, until recently, senior VP of national promotion at Lost Highway Records. In addition to his heading up the promotion company, which will work both in-house and outside projects, Stacey will serve as an associate manager at Vector Management.

Bandit Records head of promotion Stan Byrd exits. Meanwhile, Bandit artist George Jones is in the studio working on two new albums, a gospel album and a duets album. Legendary producer Billy Sherrill came out of retirement to produce the gospel set, due in the fall. Also, former Mavericks frontman Raul Malo is producing an album of Spanish-language children's music for the label.

VFR Records West Coast regional Jon Conlon joins Columbia in the same capacity, following Marlene Augustine's recent move to MCA Nashville. Southwest regional Greg Stevens temporarily adds West Coast duties until a replacement for Conlon is named. Meanwhile at Sony, Bo Martinovich has been promoted from Columbia promotion coordinator to promotion manager at sister label Lucky Dog. Elizabeth Sledge joins Columbia as promotion coordinator. She most recently

worked at Falcon-Goodman Management.

Emergent Music Marketing has closed its record-promotion arm and will focus on its core sales and marketing businesses. Promotion staffers Anne Weaver and Pam Newman will continue to work with Emergent's clients as independents.

Gaylord Entertainment president/CEO Colin Reed has confirmed that the company is negotiating the sale of its Acuff-Rose Music Publishing division with "multiple parties." *Billboard Bulletin* reports that Gaylord is eyeing a valuation of at least 16 times net publisher's share—about \$140 million—and would like Acuff-Rose to remain based in Nashville. Reed says Gaylord will retain the Grand Ole Opry and its radio stations as it continues to streamline around its hospitality arm.

Eddie Tidwell is promoted to VP of creative services at Nashville-based Muy Bueno Music Group. Mickey Cates joins Muy Bueno as a staff writer.

Beka Callaway joins Major Bob Music Publishing as professional manager. She previously was with Deston Songs in Nashville.

Capitol artist Cyndi Thomson wed Daniel Goodman May 11 in Nashville.

Audium artist Dale Watson has signed with Austin, Texas-based Bismieux Productions for management. His next album, *Live in London ... England*, is due June 25.

Astrid Herbold May joins RCA Label Group as art director of creative services. She previously held a similar position with Word Entertainment.

TV production company WINCO Productions recently opened in Nashville. It will specialize in commercials, music videos, and TV specials. Among the first projects is a series for Great American Television called *Country on the Road*.

## COUNTRY CONFIDENTIAL

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



### A Chapter Closes For Acuff-Rose

**BUYER BEWARE:** Long considered the cornerstone company of Music Row, Acuff-Rose music publishing is about to be sold (see On the Row, this page). In this era of corporate consolidation, we've become increasingly desensitized to headlines that herald the demise of independent companies. One by one, most of the great ones have been swallowed up by a corporate parent or taken over in mergers and multi-national buyouts. What makes the impending sale of the Gaylord Entertainment-owned Acuff-Rose so monumental is the staggering impact the company and its executives have had on our town through the years.

In a community that reveres the company and values most of its assets as priceless pieces of its own history, this "buyer beware" sticker isn't to warn bidders away from Acuff-Rose; instead, it's an admonition to treat the grand lady with the respect she deserves once she changes hands. She was our very first country music publishing house in a town now globally famous for its songs.

Within the walls of Acuff-Rose (the building designers drew obvious inspiration from the pitched-roof tabernacle style of the Ryman Auditorium) lie the crown jewels of country music's earliest commercial creative streak. Founded on a handshake between Roy Acuff and Fred Rose in the autumn of 1942, Acuff-Rose was born out of Acuff's Grand Ole Opry stardom and songwriter Rose's vision for Nashville as a vibrant duplication of New York's Tin Pan Alley.

After receiving orders for more than 100,000 copies of a songbook compilation from WSM Nashville listeners, Acuff refused offers from a variety of New York-based publishers, opting instead to find his own partner who knew the song business. Acuff put up \$25,000, and the company was launched out of Rose's Nashville home. It became Nashville's first publisher to print and distribute its own sheet music and songbooks.

Rose's own prolific pen fortified the fledgling company with such songs as "Faded Love," "Blue Eyes Crying in the Rain," "Roly Poly," and "Take These Chains From My Heart."

As World War II ended, Rose hired his son Wesley to direct the company's business affairs. The younger Rose was an oil company executive in Chicago and a shrewd businessman. Three years into his music publishing career, Wesley Rose oversaw his father's signing of Hank Williams to the Acuff-Rose roster, reportedly advancing Williams \$50 per month against his future royalties.

Williams' songs turned Acuff-Rose into a multimillion-dollar company, with such copyrights as "I'm So Lonesome I Could Cry," "Your Cheatin' Heart" and "I Can't Help It If I'm Still in Love With You." As the '40s became the '50s, Acuff-Rose secured its future with "The Tennessee Waltz," written by Pee Wee King and Redd Stewart. It was a huge pop and country hit by Patti Page, which joined smaller hits by King and Cowboy Copas. Page's smash opened the doors for other pop hits from the Acuff-Rose catalog, including Jo Stafford's "Jambalaya," Tony Bennett's "Cold, Cold Heart," and Rosemary Clooney's remake of "Half as Much."

The highly prized works of other writers, including Don Gibson ("Sweet Dreams"), Mickey Newbury ("Sweet Memories"), Felice and Boudleaux Bryant ("Wake Up Little Suzie"), and Roy Orbison ("Oh Pretty Woman"), are part of the massive catalog.

In more recent years, Acuff-Rose nurtured the careers of Aaron Tippin, Kenny Chesney, Skip Ewing, and others.

Acuff-Rose was the first country music-related business to thrive in Nashville that was not affiliated with WSM or the Grand Ole Opry (although, ironically, it is now co-owned with them). When the company launched Hickory Records in the '50s, it became the first Nashville publisher to open a record label. Its songs have been featured in countless box-office hits, including *Steel Magnolias*, *Bull Durham*, *Pretty Woman*, *Sweet Dreams*, and *Mississippi Burning*. Numerous major corporations—including Goodyear, Jell-O, Kraft, Chrysler, and Frito-Lay—have used Acuff-Rose copyrights to sell products.

Aside from the obvious lucrative asset Acuff-Rose will be to its new owner, that company should be urged to allow Acuff-Rose to stay as autonomous as possible in the new corporate culture and remain housed at its 17th Avenue South headquarters. The Acuff-Rose name should also be preserved as a benchmark for its future creative legacy. Considering what she means to Nashville, these seem like small favors to ask.

## RADIOACTIVE

BY PHYLLIS STARK & ANGELA KING

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### Brink, Braiker Exit New Northwest

New Northwest Broadcasters VP of programming and operations Scotty Brink exits May 31 in a budget cutback. Chairman/CEO Michael O'Shea says that position has been "eliminated," and he will assume Brink's duties. O'Shea also assumes the duties of COO Ivan Braiker, who also exits. O'Shea says New Northwest is shifting from acquisitions to "more of a maintenance mode."

#### COUNTRY CRUMBLES: Y107 RUMBAS

As expected, WYNY (Y107) New York flipped May 8 from country to Spanish as "Rumba 107" (*Country Airplay Monitor*, May 3). The call letters remain the same. The staff, including PD Marty Mitchell, exits.

### Fashion Sense



Gary Allan, left, models what he hopes to be the latest trend in belt buckles for WPKX Springfield, Mass., MD Jessica Tyler.

After more than a year of speculation, Hubbard Broadcasting's newly acquired WIXK Minneapolis has announced that it will switch to a female-targeted FM talk format. The station is currently an ABC Real Country affiliate.

WHYL-FM Harrisburg, Pa., ceases its simulcast of country sister WCAT, adopting that station's former call letters, WRKZ, and becoming an '80s hits outlet.

KVOO-FM Tulsa, Okla., repositions. Following the flip of classic country sister KVOO-AM to N/T, KVOO-FM has added some gold from the '80s. KVOO-AM morning host Bob Cooper segues to afternoon drive on the FM, as Dick Lawson moves from afternoons to mornings.

WSM-AM Nashville is using a new positioner: "The best of the '70s, '80s, and more." WSM's primary positioning statement remains, "Too country, and proud of it."

Former WQDR Raleigh, N.C., PD Brant Curtiss has launched a radio consultancy called POTO.info, an acronym for "pointing out the obvious." The company, based in Raleigh, will specialize in teaching programmers how to be "brilliant at the basics," according to Curtiss.

#### PEOPLE: WXTU'S VIZZA ADDS DUTIES

WXTU Philadelphia morning co-host/marketing director Mark Vizza adds marketing duties for '80s oldies sister WPTP.

Former KBEQ (Q104) Kansas City morning host Randy Miller joins crosstown talk KCTE for similar duties. His first day is June 17.

#### V-N-U-ZE

In a drive to expand its international profile, Nielsen Media Research, a unit of *Airplay Monitor* parent company VNU, is extending its brand to a host of VNU information businesses that operate under the Nielsen Entertainment umbrella. Among the affected brands are Sound-

### KIKK-in' It Up



KIKK-FM Houston recently hosted its second Ten Man Jam concert event. Among the performers, from left, were Trace Adkins, Clint Black, Pat Green, and Roger Creager.

Scan and Broadcast Data Systems (BDS), which are renamed Nielsen SoundScan and Nielsen BDS, respectively. Both retain current management and continue to supply data for the *Airplay Monitor* and *Billboard* charts.

#### CMA SETS ENTRY DEADLINES

The Country Music Assn. (CMA) has set a July

1 deadline for entries in its Broadcast Awards. One change in this year's rules is that stations must be organizational members of the CMA to enter, and air personalities must either be individual members or employees of member stations. Past winners are eligible again, with the exception of 2001 winners. Additional details are available at [cmaawards.com](http://cmaawards.com).

## Chicks To Sign New Sony Deal

After 10 months of legal wrangling, the **Dixie Chicks** are expected to sign a new deal shortly with Sony Music Entertainment, their label home for the past five years. The Chicks and manager **Simon Renshaw** were recently in New York working out the deal with top-level Sony executives. On July 13, 2001, the Chicks' attorneys served Sony with a notice that their contract was terminated "by reason of Sony's material misconduct and material breaches." The group still owed Sony five more albums under their existing contract. Sony responded four days later with a lawsuit seeking to prevent the group from leaving the label and calling the Chicks' charges "trumped-up and baseless claims." Sony claimed in that suit that it stood to lose at least \$100 million in revenue if the group left the company. The group countersued Aug. 27, claiming fraud and breach of contract. In its countersuit, the group said it had "no intention of 'bargaining' with Sony or otherwise continuing their recording careers with Sony."

In other news, **Faith Hill**, **Alabama**, and **Clint Black** will be among the acts donating one-of-a-kind memorabilia to an online auction benefiting St. Jude Children's Research Hospital. The auction is sponsored by the Academy of Country Music (ACM) and hosted by hollywoodcharities.org. Other celebrities donating items worn or used during the May 22 ACM Awards telecast or at the rehearsal include host **Reba McEntire**, **Travis Tritt**, **Willie Nelson**, **Lisa Hartman Black**, **Keith Urban**, and **Brooks & Dunn**. Last year's auction raised more than \$16,000. Meanwhile, **Jo Dee Messina** and **Tim McGraw** have been added to the list of ACM performers.

**Shedaisy** joins forces with AOL to promote its new album, *Knock on the Sky*, due June 25. Pro-

motions include an online listening party; a live, acoustic performance on Sessions@AOL; and an online radio station, Shedaisy DJs, on Radio@AOL in June. The station will feature songs from the album, as well as the group's other picks and influences.

**Clay Walker** and **Steve Holy** will perform at a concert for KILT-FM Houston listeners May 16. It is Walker's first fund-raising concert for multiple sclerosis research. The disease affects more than 350,000 people in the U.S., including Walker.

"Bad, Bad, Bad," a track from **Shannon Lawson's** upcoming *Chase the Sun* album, is featured in the new film *Joshua*.

**Cory Morrow** has signed with 823 Management for personal management and with the William Morris Agency for booking. **Blake Olson**, who has managed Morrow for the past year and operates Morrow's Write On Records, will continue to work with Morrow as an employee of 823 Management, which is based in Comfort, Texas. The firm's roster includes **Pat Green**.

Dualtone Music Group signs country roots songwriter **Mark Olson**. He is a former member of the **Jayhawks** and a current member of the **Creek Dippers**. Olson's first Dualtone album, *December's Child*, is due July 23.

Country artists who are also horse lovers are featured in a new book, *The Power of Horses: True Stories From Country Music Stars*, to be published by Fura Books in June. Veteran Nashville publicist **Lisa Wysocky**, a former professional horse trainer, wrote the book. Among the 18 artists featured are **Toby Keith**, **Clay Walker**, **Brad Paisley**, and **Charlie Daniels**.

**Linda Davis**, **Joe Stampley**, and **Tony Stampley** join the lineup for the International Fan Club Organization's annual Fun Fest show June 11 at Nashville's Ryman Auditorium. They replace the **Wilkinsons** and **Danni Leigh**, both of whom canceled their appearances. Leigh, meanwhile, is relocating from Nashville to Austin, Texas. Her manager, **Shelia Shipley Biddy**, reports that Leigh "hopes to play the club circuit and continue to develop her fan base through that touring." Leigh's new Audium single, "House of Pain," ships to radio May 24.

# PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

BY ANGELA KING

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## Too Many Jobs, Too Little Time

Time is the most precious commodity that promotion and marketing directors have. But when that time is usurped by other departments within a radio station, our panelists say it can cause a lot of dissension.

When asked what bugs them the most these days, the majority of Promogandists pointed fingers at their stations' sales staffs. "All of us as promotion and marketing directors are so busy trying to keep our heads above water. We cannot take another second out of our day to do the jobs of our sellers," Clear Channel/Phoenix's **Vicki Fiorelli** says. "I spend at least half a day chasing down reps to get details for their events. [It doesn't leave time for me] to get to my own job duties. [I know] they represent everyone's paycheck, but they drive me crazy."

Infinity/Charlotte, N.C., marketing director **Diana Ades** has the same problem. "Salespeople don't fill out forms correctly, and then we spend our valuable time chasing the [account executive] down for more information," she says. "The commission is the most important thing to them and not attention to detail."

Country **WWKA** (K92) Orlando, Fla.'s **Kim Riggi** cites eight different things that get under her craw these days. Two of them are "not [having] enough hours in the day [and] poor communication with sales."

Others are also worried about getting pulled in too many different directions. One panelist says, "They now want our promotion department to not only be promotion people but also engineers at full-on, four-hour broadcasts. It really sucks. The promotion department always seems to get stuck doing everybody's job."

Country **WWYZ** Hartford, Conn.'s **Annie Sandor** takes aim at clients. "Although most are screaming [for] lower rates, and [they don't have] a ton of money to advertise, it seems they all want to pay to give things away," she says. "This week we had eight clients [that wanted] to give things away. Apparently, clients feel they get their money's worth if they give away free stuff."

Of course, that free stuff leads to several other problems on Riggi's list, such as "prize pigs [and] jocks who tell winners to come to the studio 'now' to pick up their prize, and the winner does," she says. "That felt great!"

Other panelists say they continue to accentuate the positive, even when everything around them is erupting. That has been a real problem lately for album rock **KSJO** San Francisco's **Jim Sheehan**, who has been knee deep in pregnant mothers for his *Miss Morning Sickness* contest. Sheehan is also searching for a full-time assistant and is busy looking at all the rock shows that have been announced for "a busy summer."

That busy feeling isn't new for **Fiorelli**, who says she doesn't "have time for any-

thing. Does everyone feel that they are below water and never really get to float?"

### HIGHWAY HOOK-UPS

Following the success of the TV show *The Bachelor*, top 40 **WHYI** (Y100) Miami has joined with an online dating service to feature a picture of a bachelor on a billboard once per month. **Camie Dunbar** says the **Hook-Up of the Month** promotion has perfect timing. "There are so many reality shows out there, but we wanted to bring it local and help make it a reality for everyday people to hook up and find their match in our backyard." Dunbar is gleefully screening billboard applicants.

### TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Spring-book promotions
2	6	Movies
3	5	Concerts
4	4	Internet/Web site use
5	8	Flyaway trips
6	-	Auto racing
7	7	Father's Day
8	3	Memorial Day
9	10	Graduations
10	-	Baseball

**HOTTEST NEW MOVIES:** *Spider-Man*, *Star Wars—Episode II: Attack of the Clones*, *The Sum of All Fears*

**HOTTEST CONCERTS:** *Ozzfest*, *Sammy Hagar/David Lee Roth, Usher, Nickelback, 'N Sync, No Doubt*

Adult top 40 **WBMX** (Mix 98.5) Boston was one of several stations that used the debut of the movie *Spider-Man* as an opportunity to put its stunt boy in tights. Dressed as the superhero himself, **Stunt Boy George** traveled to several sites in the city to hand out free passes. He even scored big with an appearance on *Good Morning America*, which was broadcasting from the city that morning.

To tie in with the local debut of the stage version of *Saturday Night Fever*, **WWYZ** is giving away a ladies dream weekend. The grand-prize winner will take 10 of her friends in a limo to dinner and a private dance lesson with the actor who plays Tony in the musical.

As the NHL playoffs continue, creative use of hockey paraphernalia rules the day for **KSJO**. The station gave away playoff tickets with its **Butt-Puckers** promotion. The listener who could hold a hockey puck in the crease of their posterior for the longest time scored the tickets. On the down side, the contestants probably won't be able to wear thong underwear ever again.

Want to participate? E-mail your best promotions to [aking@airplaymonitor.com](mailto:aking@airplaymonitor.com).

### PROMOGANDA HONOR ROLL

**Diana Ades**, CBS/Charlotte, N.C. • **Bill Albano**, Clear Channel/Hartford, Conn. • **Dan Bowen**, WSTR/Atlanta • **Tina Brandon**, Clear Channel/Jacksonville, Fla. • **Melissa Borrill**, KHIS/Dallas • **Scott Colebrook**, WWRQ/Cincinnati • **Lores Condon**, Clear Channel/Dallas • **Mike Calotta**, WQJN/Tampa, Fla. • **Garret Dell**, KGO/Denver • **Camie Dunbar**, Clear Channel/Miami • **Katie Emery**, KMEI/San Francisco • **Chele Fanning**, WSOC/Charlotte, N.C. • **Lisa Fields**, WMAG/WASH. Greensboro, N.C. • **Vicki Fiorelli**, KNSZ/Phoenix • **Andrew Fleming**, WLLD/Tampa, Fla. • **Van Freeman**, KJIS/Los Angeles • **Greg Frey**, KSON/San Diego • **Jessie Gann**, WHRB/Memphis • **Laura Gammone-Anderson**, Clear Channel/New Haven, Conn. • **Michael Godfrey**, CKXK/Calgary, Alberta • **Reilly Gross**, WPLY/Philadelphia • **Shannon Harmon**, WMTX/Tampa, Fla. • **Donna Hart**, WMPX/Cleveland • **Jelena Hayes**, WWZZ/Washington, D.C. • **Mary Healey**, WRAL/Raleigh, N.C. • **Jan Holloway**, WJTT/Charlottesville, Tenn. • **Adam Klein**, WBOS/WJLB/Boston • **Reye Knappell**, KJMN/Denver • **Teresa Kurland**, CBS/Hartford, Conn. • **John Lassman**, WRXL/Richmond, Va. • **Kim Leeds**, KSBM-FM/San Diego • **Larry Lee**, WJLB/Denver • **Melanie Mito**, KSTP-FM/Minneapolis • **Jane Monroes**, KEDJ/Phoenix • **Diana Obmerova**, KJWR/Los Angeles • **Mike O'Brien**, WXTB/Tampa, Fla. • **Mike Paerova**, KRBE/Houston • **Jan Prather**, WCHH/Charlotte, N.C. • **Vicki Preston**, WDTJ/Detroit • **Carly Reinman**, KXTE/Las Vegas • **Kim Riggi**, WWKA/Orlando, Fla. • **Sherianna Ringer**, WKSE/WTSS/Buffalo, N.Y. • **Jim Sheehan**, KSJO/San Francisco • **Shelia Silverstein**, WPOC/Baltimore • **Jason Steinberg**, WBAB/Long Island, N.Y. • **Annie-Marie Strebicki**, WBMY/Boston • **Douira Talano**, WGGY/Scranton, Pa. • **Vanessa Thill**, KLUC/Las Vegas • **Shannon Wray**, WFLZ/Tampa, Fla.

# RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTIONS DIRECTOR
May 17-19	WYCD Detroit	20th Annual Downtown Hoedown	Lauri Brooks
		APPEARING: Rodney Atkins, David Ball, Tracy Byrd, Kevin Denney, Emerson Drive, Steve Holy, George Jones, Kentucky HeadHunters, Little Big Town, Pinmonkey, Sixwire, Jeffrey Steele, Darryl Worley	
May 19	WWKA Orlando, Fla.	Zellwood Sweet Corn Festival	Kim Riggi
		APPEARING: Chad Brock, Travis Tritt	
May 25-27	WUBE Cincinnati	Taste of Cincinnati Concerts	Ron James
		APPEARING: Steve Azar, Jeff Carson, Kevin Denney, Hometown News (5/25), Ty Herndon, Shannon Lawson, Brad Martin, Wild Horses (5/26), Emerson Drive, Mark McGuinn, Cyndi Thomson (5/27)	
May 26	KPLX Dallas	Wolfdance	Marci Parrish
		APPEARING: Jason Boland, Cooder Graw, Cross Canadian Ragweed, Eleven Hundred Springs, Harris & Ryden, Jack Ingram, Robert Earl Keen, Cory Morrow, Charlie Robison	

Let us monitor your event! Call Angela King at 615-321-4286 or e-mail [aking@airplaymonitor.com](mailto:aking@airplaymonitor.com)

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# BlackHawk

## ONE NIGHT IN NEW ORLEANS

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## One-Time PDs Rekindle Their Passion For Programming

Continued from page 1

programming have a love of radio and music, not a love of budgets and paper shuffling. During a down economy, budgets become your No. 1 priority every day. [As a PD], you're creating the soundtrack to people's lives."

He continues, "When I was a kid, I made the decision to be in radio early on—when I was 10 or 11 years old. It's the chance to do that again, have that creative outlet, to build that product, to teach other people how to do it. Being out of it for a couple of years has given me a fresh perspective. [The new job] is an outlet to build and mold and teach and create. The station ends up being my palette."

Kane, who also spent 15 years as VP of the Research Group, says, "I was working with two stations in Seattle. The Research Group was based in Seattle. I used to love going over there and hanging around the stations. I got into that. They probably got more attention because they were in town. It's about the people. [Programming] is a lot of fun."

### WHAT MATTERS MOST

"I learned some things not being in the PD chair," Barnett says. "I would have been close-minded to voice-tracking three or four years ago. I've come to realize there are opportunities with new technologies [and] that it's not the evil black darkness people thought it was."

Barnett believes he's "a better manager and program director [because] I can prioritize what really does move the meter and achieve ratings and revenue goals. [I can see] the big picture rather than the day-to-day details."

Logan, who was OM for KFRG (K-Frog) Riverside, Calif., until 1996, says that after being away from hands-on programming, "[I] have already learned [better] business acumen. [I] understand why staffs are smaller and why you have to rely more on technology to get things done. You accept it and move on. You say, 'How can we make the most of what we've got and still please the customer and make sure that listener is still happy with the product that's coming out?' You are past the belly-aching about what you don't have. You're about maximizing the effort."

Kane agrees. "The radio industry has witnessed incredible change. I was at ground zero at the Research Group. One of the reasons [that company] doesn't exist anymore is consolidation. [But] commerce is not a bad thing. It's fun to make money. Money is the big kids' report card."

Having said that, Kane thinks he can better understand some of the resentments about budget cuts from his time with Star System, which, at its peak, was "voice-tracking 400 different programs a day out of two centers. When we started talking about voice-tracking midday shifts at Star System, there were people who had to [leave the industry] because of that. It's about change, and nobody's comfortable with change. Sometimes it's not pretty, and sometimes it's hard. But it's still about what comes out of the speakers and how good it is."

Kane says it's up to individual managers to maintain morale, as well as bottom-line issues. "Why is it still fun? If the people on site running the individual radio stations are making it fun, it's going to be fun. If they are turning it into a prison camp, then it's not going to be fun. It's within our capacity to make this a great experience or drudgery."

### MAKING THE MOVE

While PDs have long lamented the job instability in the radio business, the number of national or regional canvases available to radio executives is also dwindling. "Paying the mortgage was a motivating factor," Logan says. "In the last year, with so many companies shrinking work forces, you apply your skills where they can be best utilized, because that's the safest harbor. I would have liked to remain with MJI, but there was not that opportunity. If you don't keep the [business] doors open, nobody has a job."

Kane believes fewer of the peripheral businesses will continue much longer. "The business

is getting smaller. There aren't as many opportunities on the edges. There are not as many companies serving the radio business," he says. "If you want to be involved or remain involved, being in a radio station day to day is the place where you are going to have to be."

Logan's position with Saga also offered him an opportunity to not have to relocate. "This was a viable option [because] my wife is part of a morning show in Nashville," he says. "[Now we don't have] to force her to change her career and sell the house."

Family considerations weighed equally on Kane, who says, "I didn't want to be on the U-Haul circuit. I love it here, my family loves it here. I'm not interested in chasing the next job."

And after spending years on the road, Kane says, "I was not interested in doing that anymore. One year I had over 200,000 miles in travel. Particularly in this day and age with airport security, [it's grueling]."

Despite that, Kane didn't immediately opt to get back into radio after his years at Star System. "It's surprising how you get led to certain things," he says. "After Star System, I had gone back to habitual behavior, producing research projects, consulting. I enjoy that, don't get me wrong. [But] I found myself feeling less than motivated. It didn't involve other people and the kind of challenges involved at a radio station. I love the radio business. I always have. I thought, 'Maybe I ought to reconsider this.'"

### CHALLENGES AND OPPORTUNITIES

Challenge is also a motivator for Logan, who says he's facing a number of them. "The situation in Clarksville is similar to San Bernardino [Calif.]. We live in the shadow of a major marketplace. The radio stations have to perform at a level equal to or better than the carpetbagger from the city. We will have to be more creative and entertaining. That's going to be the task here. There are few stations in Nashville that don't blanket our market."

"It's fun to go [to] a station [that] has an opportunity to grow," Barnett says. "It's frustrating to go to a station [that] is at its peak [and you] have to worry about maintaining it. You become afraid of touching something for fear of breaking it. While nothing is broken at Kiss Country, there is upside potential. The challenge there is to make the station more successful with a shrinking country lifegroup."

"I'm excited," he continues. "From a programming view, in 1997, when I went to St. Louis, [WIL] had hit a bit of a drought. This feels the same way."

So why did Barnett decide to stop programming in the first place? "By going to St. Louis and having dramatic success there. I had achieved the radio goals I had set for myself," he says. "I thought, 'Now what am I gonna do?' I sat for a year and a half trying to figure out the next logical career step. Branching out and getting multiple-format experience, moving up in the pecking order of management, gave me that opportunity. New York, Chicago, L.A., was not the dream. Major market wasn't the dream. I was looking for a level of emotional satisfaction rather than professional satisfaction at that point."

And Barnett wanted time to regroup. "If there was a programming issue [behind the decision], it was simply consolidation burnout," he says. "There were too many changes, too many ownership changes and management shuffles. I couldn't keep my eye on one target long enough and then it would change again. [You go through] another ownership change, [and] there goes the GM. From a programming point of view, that was crippling. As an OM, you have an overview, and the day-to-day minutiae is not as critical. As PD, it ends up rocking the whole boat."

With his new perspective, Logan says, he can now encounter those changes and "entertain a wider variety of concepts and ideas. [I] have developed a knack to be able to deal with a wide variety of individuals. [I] can bring a staff together faster."

## MONITOR PROFILE

### 25 Years Later, Indie Svendsen Still Puts Integrity First

This year marks Peter Svendsen's 25th anniversary as an independent promoter—virtually a lifetime in a revolving-door business. But while Svendsen says he still loves his job, almost everything has changed about the business since he first got involved in it, and not in a good way.

Svendsen says he feels "blessed" that it has lasted 25 years. "The journey, up until the last couple of years, has been awesome," he says, "because it was about the music."

More recently, however, Svendsen notes with sadness that the business has "tainted itself," with wheeling and dealing for adds. "It's not really one person's fault," he says. "Record companies are doing what they have to do."



**PETER SVENDSEN**  
Independent Promoter

'I will not do anything that will put a blight on me or this business'

While the exclusivity deal has taken hold in many formats, Svendsen works records in the traditional way, giving programmers information, not financial compensation. "Will I get artists for shows? Sure. We've been doing that for 25 years," he says. "Will I get product for stations? Sure, because they are going to talk up my artists. . . I will help them come up with promotions that are beneficial for all concerned, but I will not give them revenue. I will not do anything that will put a blight on me or this business. If that means I have to get out, I will."

"I want to still promote records if it means we put music first and put promotions together that are a win/win for everyone and, if it's investigated, it is above board and legitimate," he continues. "I feel I owe that much to the business to do it in an honest, legitimate way. When I can no longer do it that way, then I will go do something else."

One of the changes Svendsen has noticed in the business is that the music wheels grind much slower than they used to. "I used to walk into a radio station and we'd listen to a record and before I left, it was on the air." Now, he says, it's less about music and more about politics, although he's sympathetic toward programmers who "are forced to comply with company policy" in that regard.

But he doesn't feel pressured because some of his competitors work differently. "I don't want to put them down," he says. "There is room for everyone. [But] I want to continue to promote the way I've always done it, morally and ethically."

To avoid situations that make him uncomfortable, Svendsen says he has stopped calling some stations that are always looking for handouts. "I'll let [the competition] deal with those stations. . . I just have to draw a line in the sand about what is morally, ethically right."

Among the problems Svendsen sees is that "the labels are falling victim to overspending on radio support and leaving [themselves] no budget. When you go over and beyond the win/win, then all of a sudden you start taking from the bottom line at the record companies, and some of them are not going to be profitable."

As for radio, he says, "when you have no promotion budget and you are trying to get num-

bers, something's got to give. So, they want more from the labels, whether it's free goods, flyaways, or free shows." But Svendsen says that's a dangerous game. "If they keep bleeding Nashville, some of the labels are going to be out of business."

"The only thing that can reverse it is for [label presidents] to take control of it," he adds. "If everybody bands together, we can shut it off."

While he's not seriously contemplating getting out, Svendsen admits that since the beginning of the year, "I've had kind of a hole in my stomach about where the business is. It's like somebody died that you love and you're mourning [them]. I'm sad about it."

On the positive side, Svendsen notes that "despite the problems we're all sharing together, the real records are still making it through."

Svendsen was a ski instructor at Robert Redford's Sundance Resort in Provo, Utah, when he met Mike Curb (now chairman of Curb Records), who was producing the Osmonds at the time. Svendsen ended up working for Curb at MGM Records as a regional sales rep in Atlanta. After MGM was bought out by Polydor, resulting in Svendsen getting fired, he relocated his family to Cleburne, Texas, in 1974, and began working for Curb again at Motown's Hitsville and Melodyland labels.

At this point in his career, Svendsen says, he began to notice "every label pursuing the bigger acts, but they wouldn't spend as much time nurturing their baby acts. I had this idea to go to the labels and [offer to] work the baby acts."

With the blessing of Curb, who became his first client, Svendsen resigned from his position to launch one of country's first—if not the first— independent promotion firms on borrowed money and the motto, "Never work a record I don't believe in."

The motto still holds true today. "I've made a lot of people upset over the years for turning down records I didn't believe in," he says. "It took a few years to get in the black, but I built up the integrity of my company."

Among the most exciting times in his career was when he became involved in film projects. "One thing I'm most proud of," Svendsen says, "[is that] I brought Hollywood's attention to country music when country wasn't lucky enough to get a viewing in a drive-in on the east side of town."

He worked the soundtracks to *Any Which Way but Loose* and *Urban Cowboy* to country radio alongside then-partner Bruce Hinton, now chairman of MCA Nashville. The soundtrack work "cut such a power base for us," Svendsen says, "that we owned the independent business for many, many years."

Svendsen's son, Christian, chose to follow in his father's footsteps. He's now the Southwest regional promotion director for BNA Records. "I feel so blessed every day that I get to work records with my own son," Svendsen says. "But I can [still] call in an add before he does. The old man still has to pull a few out of his hat."

Svendsen says he has had many rewarding experiences with artists in his career. "When I first started in this business, I wanted to go out and help artists," he says. "That has always been my No. 1 priority. That's what I've thrived on, not this other nonsense. I don't sing, I don't play an instrument, but I've probably worked on 300 No. 1s over the years."

"Kathy Mattea once said to me, 'What do you get out of this?'" Svendsen continues. "I said, 'I get to see your dreams come true.' I am one of the spokes in the wheel. And if that spoke is true, the wheel is in balance." **PHYLLIS STARK**

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unmistakable power and emotional depth."**

**— Robert K. Oermann, *Music Row***

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AIRPLAY Monitor

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

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

AIRPLAY LEADERBOARD

THE STATIONS THAT BREAK THE HITS



KEYE Minneapolis, MN (PD/MD: Swedberg/Moon) Airplay Leader Designations: 8

- #1 WTGE, Baton Rouge, LA (PD: Dave Michaels) 7
#2 KCCY, Colorado Springs, CO (PD/MD: Daily/Waters) 4
#3 WKHX, Atlanta, GA (PD/MD: Hallsam/Gray) 4
#4 KBEQ, Kansas City, MO (PD/MD: Kennedy/McEntire) 3

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

VIDEO PLAYLIST TRACKING PERIOD: MAY 3 - 9, 2002

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 42/37, Steve Azar I Don't Have To Be Me (Til) at 42/30, and Kelly Rowland When Love Takes Over at 42/30.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 42/37, Steve Azar I Don't Have To Be Me (Til) at 42/30, and Kelly Rowland When Love Takes Over at 42/30.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Steve Azar I Don't Have To Be Me (Til) at 40/32, Phil Vassar That's When I Love You at 39/37, and Martina McBride Blessed at 37/33.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Gary Allan The One at 59/63, Brad Paisley I'm Gonna Miss Her (The Fi) at 55/56, and Steve Azar I Don't Have To Be Me (Til) at 53/50.

WUSN Chicago PD: Justin Case MD: Tricia Biondo Infinity 312-619-0099

Table with 2 columns: Song/Artist and TW/LW. Top entries include George Strait Living And Loving Well at 44/25, Phil Vassar That's When I Love You at 43/43, and Steve Azar I Don't Have To Be Me (Til) at 43/43.

KSCS Dallas PD: Dean James APD/MD: Chris Huff ABC/Disney 817-695-0800

Table with 2 columns: Song/Artist and TW/LW. Top entries include George Strait Living And Loving Well at 50/30, Gary Allan The One at 49/52, and Steve Azar I Don't Have To Be Me (Til) at 42/30.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 51/56, Steve Azar I Don't Have To Be Me (Til) at 49/22, and Kelly Rowland When Love Takes Over at 49/22.

KFRG San Bernardino OM: Ray Massie MD: Don Jeffery Infinity 909-825-9525

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 39/37, Steve Azar I Don't Have To Be Me (Til) at 39/38, and Kelly Rowland When Love Takes Over at 37/32.

WMZQ Washington, DC VP: Ops: Jeff Wyant APD/MD: John Anthony Clear Channel 301-231-8231

Table with 2 columns: Song/Artist and TW/LW. Top entries include Steve Azar I Don't Have To Be Me (Til) at 48/51, Kelly Rowland When Love Takes Over at 47/45, and Kelly Rowland When Love Takes Over at 46/49.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 40/43, George Strait Living And Loving Well at 39/39, and Steve Azar I Don't Have To Be Me (Til) at 39/40.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Steve Azar I Don't Have To Be Me (Til) at 44/35, George Strait Living And Loving Well at 44/47, and Steve Azar I Don't Have To Be Me (Til) at 41/34.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Gary Allan The One at 45/41, Brad Paisley I'm Gonna Miss Her (The Fi) at 45/44, and Kelly Rowland When Love Takes Over at 45/46.

WYCD Detroit PD: Mac Daniels APD/MD: Ron Chatman Infinity 248-799-0600

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 47/45, Steve Azar I Don't Have To Be Me (Til) at 44/44, and Kelly Rowland When Love Takes Over at 44/46.

WIL St. Louis PD: Russ Schell MD: Dan Montana Sinclair 314-983-6000

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 40/47, Steve Azar I Don't Have To Be Me (Til) at 47/46, and Kelly Rowland When Love Takes Over at 47/49.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 45/43, Pinnacle Barbed Wire And Roses at 44/31, and Kelly Rowland When Love Takes Over at 44/44.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 53/53, George Strait Living And Loving Well at 52/52, and Kelly Rowland When Love Takes Over at 52/53.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 46/46, Steve Holy Good Morning Beautiful at 45/46, and Kelly Rowland When Love Takes Over at 45/46.

WQYK Tampa OM: Eric Logan MD: Jay Roberts Infinity 813-287-0995

Table with 2 columns: Song/Artist and TW/LW. Top entries include Brad Paisley I'm Gonna Miss Her (The Fi) at 39/18, Alan Jackson Drive (For Daddy Gene) at 37/36, and George Strait Living And Loving Well at 36/32.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 23/21, Travis Tritt Modern Day Bonnie And Clyd at 23/21, and Kelly Rowland When Love Takes Over at 22/20.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Travis Tritt Modern Day Bonnie And Clyd at 47/40, Martina McBride Blessed at 47/40, and Alan Jackson Drive (For Daddy Gene) at 46/42.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 45/44, Kelly Rowland When Love Takes Over at 45/44, and Kelly Rowland When Love Takes Over at 44/47.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Alan Jackson Drive (For Daddy Gene) at 53/57, Kelly Rowland When Love Takes Over at 52/45, and Kelly Rowland When Love Takes Over at 48/53.

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

Table with 2 columns: Song/Artist and TW/LW. Top entries include Kelly Rowland When Love Takes Over at 45/39, George Strait Living And Loving Well at 45/39, and Kelly Rowland When Love Takes Over at 44/44.









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

TRACE ADKINS 2030/35 Help Me Understand (Capitol) Total Stations: 145 Chart Move: 25-24

Table with columns: Station, ID, and Detections/Gain for Trace Adkins.

GARY ALLAN 3132/328 The One (MCA Nashville) Total Stations: 146 Chart Move: 15-12

Table with columns: Station, ID, and Detections/Gain for Gary Allan.

STEVE AZAR 5369/14 I Don't Have To Be Me (Til Monday) (Mercury) Total Stations: 146 Chart Move: 3-3

Table with columns: Station, ID, and Detections/Gain for Steve Azar.

BROOKS & DUNN 2668/320 My Heart Is Lost To You (Arista Nashville) Total Stations: 146 Chart Move: 21-17

Table with columns: Station, ID, and Detections/Gain for Brooks & Dunn.

TRACY BYRD 1365/161 Ten Rounds With Jose Cuervo (RCA) Total Stations: 138 Chart Move: 30-29

Table with columns: Station, ID, and Detections/Gain for Tracy Byrd.

MARK CHESNUTT 1466/360 She Was (Columbia) Total Stations: 140 Chart Move: 31-27

Table with columns: Station, ID, and Detections/Gain for Mark Chesnutt.

KELLIE COFFEY 2883/123 When You Lie Next To Me (BNA) Total Stations: 145 Chart Move: 16-14

Table with columns: Station, ID, and Detections/Gain for Kellie Coffey.

EMERSON DRIVE 4516/369 I Should Be Sleeping (DreamWorks) Total Stations: 146 Chart Move: 6-6

Table with columns: Station, ID, and Detections/Gain for Emerson Drive.

SARA EVANS 1877/214 I Keep Looking (RCA) Total Stations: 143 Chart Move: 26-25

Table with columns: Station, ID, and Detections/Gain for Sara Evans.

ANDY GRIGGS 2391/219 Tonight I Wanna Be Your Man (RCA) Total Stations: 145 Chart Move: 23-22

Table with columns: Station, ID, and Detections/Gain for Andy Griggs.

# COUNTRY AIRPLAY REPORT

## FOR WEEK ENDING MAY 12, 2002



Total Detections/Gain		Total Detections/Gain		Total Detections/Gain		Total Detections/Gain		Total Detections/Gain	
Artist	Chart Move	Artist	Chart Move	Artist	Chart Move	Artist	Chart Move	Artist	Chart Move
<b>ALAN JACKSON</b> 5800/177 <i>Drive (For Daddy Gene) (Arista Nashville)</i>	Chart Move: 2-1	<b>CAROLYN DAWN JOHNSON</b> 3554/229 <i>I Don't Want You To Go (Arista Nashville)</i>	Chart Move: 12-9	<b>SHANNON LAWSON</b> 1415/185 <i>Goodbye On A Bad Day (MCA Nashville)</i>	Chart Move: 29-26	<b>LONESTAR</b> 3489/356 <i>Not A Day Goes By (BNA)</i>	Chart Move: 13-10	<b>BRAD MARTIN</b> 1534/214 <i>Before I Knew Better (Epic)</i>	Chart Move: 28-26
<b>ALAN JACKSON</b> 5800/177 <i>Drive (For Daddy Gene) (Arista Nashville)</i>	Chart Move: 2-1	<b>CAROLYN DAWN JOHNSON</b> 3554/229 <i>I Don't Want You To Go (Arista Nashville)</i>	Chart Move: 12-9	<b>SHANNON LAWSON</b> 1415/185 <i>Goodbye On A Bad Day (MCA Nashville)</i>	Chart Move: 29-26	<b>LONESTAR</b> 3489/356 <i>Not A Day Goes By (BNA)</i>	Chart Move: 13-10	<b>BRAD MARTIN</b> 1534/214 <i>Before I Knew Better (Epic)</i>	Chart Move: 28-26

Total Stations: 147		Total Stations: 145		Total Stations: 147		Total Stations: 145		Total Stations: 144		Total Stations: 144	
Artist	Chart Move	Artist	Chart Move	Artist	Chart Move	Artist	Chart Move	Artist	Chart Move	Artist	Chart Move
<b>BRAD PAISLEY</b> 4150/423 <i>I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)</i>	Chart Move: 11-7	<b>TOMMY SHANE STEINER</b> 5383/192 <i>What If She's An Angel (RCA)</i>	Chart Move: 4-2	<b>GEORGE STRAIT</b> 5083/438 <i>Living And Living Well (MCA Nashville)</i>	Chart Move: 5-4	<b>TRICK PONY</b> 2816/76 <i>Just What I Do (Warner Bros./WRN)</i>	Chart Move: 18-16	<b>DARRYL WORLEY</b> 2441/307 <i>I Miss My Friend (DreamWorks)</i>	Chart Move: 24-21		
<b>BRAD PAISLEY</b> 4150/423 <i>I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)</i>	Chart Move: 11-7	<b>TOMMY SHANE STEINER</b> 5383/192 <i>What If She's An Angel (RCA)</i>	Chart Move: 4-2	<b>GEORGE STRAIT</b> 5083/438 <i>Living And Living Well (MCA Nashville)</i>	Chart Move: 5-4	<b>TRICK PONY</b> 2816/76 <i>Just What I Do (Warner Bros./WRN)</i>	Chart Move: 18-16	<b>DARRYL WORLEY</b> 2441/307 <i>I Miss My Friend (DreamWorks)</i>	Chart Move: 24-21		





# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

MAY 10, 2002

WSM-AM Still Country,  
But PD Isn't p. 3

Profile: KYGO Denver  
PD Joel Burke p. 4



BURKE

VOLUME 10 • NO. 19

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## NO. 1 THIS WEEK:

### TOBY KEITH

*My List (DREAMWORKS)*

### GREATEST GAINER

**BROOKS & DUNN**

*My Heart Is Lost To You (ARISTA NASHVILLE)*

### AIRPLAY ADDS

**BROOKS & DUNN**

*My Heart Is Lost To You (ARISTA NASHVILLE)*

### AUDIENCE

**ALAN JACKSON**

*Drive (For Daddy Gene) (ARISTA NASHVILLE)*

## As Add Offers Mount, So Do PDs' Pressures

■ by Angela King

Programmers say country radio stations are being offered more promotions and time buys to add a song than ever before, and some are questioning the ethics involved on both the radio and the label sides of the equation.

While not all PDs turn down offers for flyaways or concerts in return for an "add," some say they walk a fine line in deciding what to accept and reject. And they keep a close eye on their own ethics and the policies of their company when making these decisions.

Even while promoters in other formats struggle to reduce the "cost of doing business," the combination of tighter playlists, more labels, more new artists, and radio's budget crunch has sent costs soaring at country (*Country Airplay Monitor*, May 3). The quest for adds, WFMS Indianapolis PD Bob Richards says, has "gotten more aggressive recently than I've ever seen it before."

WSLC Roanoke, Va., MD Robynn Jaymes says, "It's the strangest I've ever seen the industry in country music... and I'm not sure everyone's focus is on the music."

KZLA Los Angeles OM R.J. Curtis agrees. "I have noticed in the last month or so an increase [in promotion offers]. Mainly, it's about trips." In the case of KZLA's upcoming Bartender Bash to benefit the Cystic Fibrosis Foundation, Curtis says he has had several labels say, "I'll get you artist 'x' for the Bartender Bash, if you'll add artist 'y.' I said, 'Time out. This is a charitable event. We're not wheeling and dealing here.' It didn't register well."

"If it ties in with the record, I can see it and understand it," Jaymes says. "But sometimes, it's



JAYMES

Continued on page 6

# JEFFREY STEELE

## Good to Go

### Real Artist, Real Story, Real Reaction, REAL HIT

"2002 Butterfly Kisses meets 26 Cents - great song and powerful mother/father to daughter tribute song."  
*Chuck Geiger, WSD, Allentown, PA*

"Finally this is the kind of track I've been waiting for Jeffrey Steele to deliver. Powerful stuff!"  
*Greg Frey, KSON, San Diego*

"The 'Father/Bride' dance song of 2002."  
*Margot St. John, WJNO, Burlington/Pittsburgh*

"This is one of the most incredible songs I've heard. It will be huge!"  
*Mike Gorman, WYZZ, Winston*

"The song will tear at the heartstrings of every parent listening. I love this song... Jeffrey's certainly no stranger to writing hits, and this is another huge one!"  
*Tom Chastman, WTCB, Detroit*

"I don't have kids but I still nearly teared up thinking back to when I left home for my first out of town radio gig in a car stuffed with junk wondering what my folks were thinking. Bravo!"  
*Don Wilson, WJZZ, Winston*

"With June graduations and wedding season coming, this is a song that will score big with parents."  
*Rich Brooks, WQCK, Ocala*

"I'm being VERY selective on new stuff now.. but this does pass my 'keepin' it real" test. Good job, Jeffrey!"  
*Pat West, WJZZ, Winston*

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# TOMMY SHANE STEINER

"WHAT IF SHE'S AN ANGEL"

The first & fastest  
breakthrough  
artist of 2002!

**CONVERT  
TO HEAVY  
AIRPLAY NOW!**

**IN  
STORES  
NOW!**



PRODUCED BY JIMMY RITCHEY



RCA RECORDS LABEL



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AS SEEN ON



## A Marie Moment



WYVZ Hartford, Conn., greeted the Marie Sisters during an in-studio visit. Pictured, from left, are Chaz Marie, PD Jay McCarthy, Kessie Marie, and MD Jay Thomas.

## RADIOACTIVE

BY PHYLLIS STARK  
& ANGELA KING

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

## WSM-AM's Malone Heads For Huntsville

WSM-AM Nashville PD **John Malone** becomes VP of programming/morning host at soft AC WRSA Huntsville, Ala. His last day at WSM-AM is May 24. OM **Kyle Cantrell** assumes PD duties.



KELLY

WKDF Nashville PD **Dave Kelly** assumes interim programming duties for classic rock sister WGFX, following the exit of OM **Kidd Redd**.

KMXM (the Max) Omaha, Neb., has completed the format change reported here last week. Journal Broadcasting's rhythmic top 40 sister KQCH is moving from its 97.7 frequency to the former country slot at 94.1. The 97.7 frequency will simulcast Hispanic sister KBBX.

### MANAGEMENT: FIELD TRIP

**David Field** has been promoted from president to CEO of Entercom Communications. He has been with the company since 1987. Entercom founder (and David's father) **Joseph Field**, who previously handled CEO duties, remains chairman of the company.

Clear Channel/Houston VP/market manager **Muriel Funches** segues to similar duties for Clear Channel/New Orleans, replacing **Ed Turner**, who exited. The cluster includes WNOE.

**Morgan Bohannon** has been upped from director of sales to market manager/GM of Clear Channel/Greensboro, N.C., which includes country stations WTQR and WWCC.

### PEOPLE: WYVZ MORNING HOST OUT

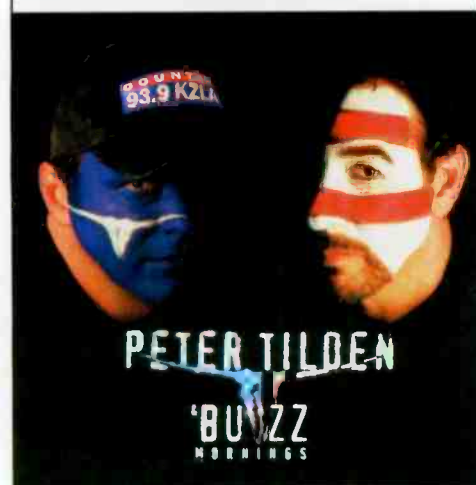
WYVZ Hartford, Conn., morning host **Neil Hedley** exits. No word yet on a replacement.

WFBE Flint, Mich., hires **WYCD** Detroit morning co-host **Tony Magoo** for mornings, replacing **Jim Biggins**, who exits. Magoo's first day is July 1. PD **Chip Miller** fills in on mornings in the interim.

**Marcus Rowe** joins Kelly Music Research as country format director. He previously was senior music research editor and country chart editor at the now-defunct *Gavin* magazine. Rowe, who will remain based in Nashville, will be responsible for the development of Kelly's new country format callout service. Kelly Music Research is based in Havertown, Pa.

Contrary to information provided by the station to *Country Airplay Monitor*, **WSTH** Columbus, Ga., PD **Dave Anderson** remains at the station as APD/MD, following **Kevin Anderson's** arrival as PD.

## Bum Steers



Proving that no good idea goes un-stolen, KZLA Los Angeles morning hosts **Peter Tilden**, right, and **Buzz Morningstar** emulate **Brooks & Dunn's Steers & Stripes** theme.

## In The Wolf's Den



KPLX (the Wolf) Dallas MD **Cody Alan**, left, huddles with **Rodney Atkins** during a recent visit.

## COUNTRY CONFIDENTIAL

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

## Will Jackson Drive Over Keith's 'List'?

While **Toby Keith's** "My List" (DreamWorks) narrowly carves out a fifth week atop our Country Airplay chart, the single is pushed to No. 2 on Country Audience by **Alan Jackson's** "Drive (For Daddy Gene)" (Arista Nashville), which also threatens Keith's chances for a sixth week atop the detections chart. A sixth week there would make "My List" Keith's longest-lasting No. 1.

Also noteworthy in the Country Airplay top five is **Steve Azar's** "I Don't Have to Be Me ('Til Monday)" (Mercury), which notches a second week with an increase exceeding 400 detections. Azar's song gained 459 detections last issue and encores this issue with an unusually large increase of 690 plays. "I Don't Have to Be Me ('Til Monday)" advances 5-3 on the detections chart and steps 4-3 on Country Audience, up approximately 5 million listener impressions for a total of 38.6 million.

**BIG LEAP:** If first-week sales of **Kenny Chesney's** *No Shoes, No Shirt, No Problems* (BNA) are any indication, the East Tennessee native just crossed an important career milestone that puts him in the major leagues. Arriving atop the *Billboard* Top Country Albums chart and The *Billboard* 200 with more than 235,000 copies sold, *No Shoes, No Shirt, No Problems* is the second country album this year to top both charts in its opening week, following Alan Jackson's 423,000 tally with *Drive* (Arista Nashville) in February.

Previously, Chesney's biggest one-week score came during Christmas week 2000, when his *Greatest Hits* rang 103,000 copies.

The stubborn *O Brother, Where Art Thou?* soundtrack (Lost Highway/Mercury) reached No. 1 on the *Billboard* 200 in March, more than a year after its release.

Chesney's debut marks the first time since 1999 that country logged three No. 1 titles on the *Billboard* 200, a feat accomplished that year by **Tim McGraw**, **Faith Hill**, and **Dixie Chicks**.

The Jackson and Chesney debuts mark the first time in nearly 30 years that two RCA-affiliated country albums reached No. 1 on this chart in the same year. The last time the Nipper folks celebrated such an event was in 1974, when **John Denver's** *Greatest Hits* and *Back Home Again* reached the top.

**GONE TWANGLISS:** Because of format changes, **WYNY** New York and **KMXM** Omaha, Neb., have been removed from our panel of monitored stations used for chart tabulation. There are now 147 stations on the country panel.

## KPLX, KMLE's Evans Win ACM Awards

KPLX (the Wolf) Dallas and KMLE Phoenix's **Stu Evans** are the winners in the radio station of the year and disc jockey of the year categories, respectively, in the Academy of Country Music (ACM) Awards.

Nashville's Bluebird Café has been named the ACM's club of the year. It's a first-time win for the Bluebird, which is celebrating its 20th anniversary this year.

Boulder Station in Las Vegas is the winner in the casino of the year category. Clear Channel

Entertainment's **Brian O'Connell** is the winner in the Don Romeo talent buyer/promoter of the year category.



Instrumental award winners are **Michael Rhodes** (bass), **Stuart Duncan** (fiddle), **Eddie Bayers** (drums), **Paul Franklin** (steel guitar), **Jimmy Olander** (guitar), **John Hobbs** (keyboards), and **dobro player Jerry Douglas** (specialty instrument).

The 37th annual ACM Awards will be televised live May 22 from Los Angeles on CBS-TV. **PHYLLIS STARK**

## ON THE ROW

### Dead Reckoning, Compendia Enter Deal

Compendia Music Group has signed a multi-year licensing deal with Nashville-based **Dead Reckoning Records**, giving Compendia exclusive rights in the U.S. and Canada to both the existing **Dead Reckoning** catalog and future projects. The first joint **Dead Reckoning/Compendia** project will be **Kevin Welch's** new album, *Millionaire*, due July 9. On that same date, Compendia will issue two older Welch titles, plus **Kieran Kane's** 1985 album *Dead Reckoning* and the **Fairfield Four's** *Wreckin' the House*. Upcoming projects include a new album from Kane.

MCA Nashville promotes **Carie Higdon** from A&R coordinator to manager of A&R. **Erik Peterson** joins the staff as A&R assistant. He most recently was with **Loni Leve Management** in Los Angeles. **Julie Roberts**, formerly a receptionist at Mercury Records, is named MCA's administrative assistant of A&R.

**Lost Highway Records** has announced the appointment of **Jim Flammia** as senior director of media and artist relations in Nashville,

although **Flammia** actually started on the job several months ago. He most recently was director of media relations at **Universal Records** in New York and previously was with **Shore Fire Media**, where his clients included **Shania Twain**.

**Tom Banks** has been promoted to director of finance at **RCA Label Group**. He previously held the position of associate director of finance.

**Lowell**, Vt.-based **B-Ventrous Records**, the label co-owned by former Atlantic artist **Wayne Warner**, has opened a satellite office in Nashville. The label's first release, Warner's eponymous album, is due June 25. B-Ventrous is distributed by **Madacy Entertainment**.

**Kent Agee** has joined the roster of songwriters at rpm music group (formerly McGraw Music). Agee joins the independent publishing firm after stints with **Warner/Chappell** and **Sony/ATV/Tree**. The rpm music group is a division of rpm management through a co-venture with California-based **Windswept Pacific**.

**Corlew Music Group** has signed **Craig Monday** to a songwriting deal.

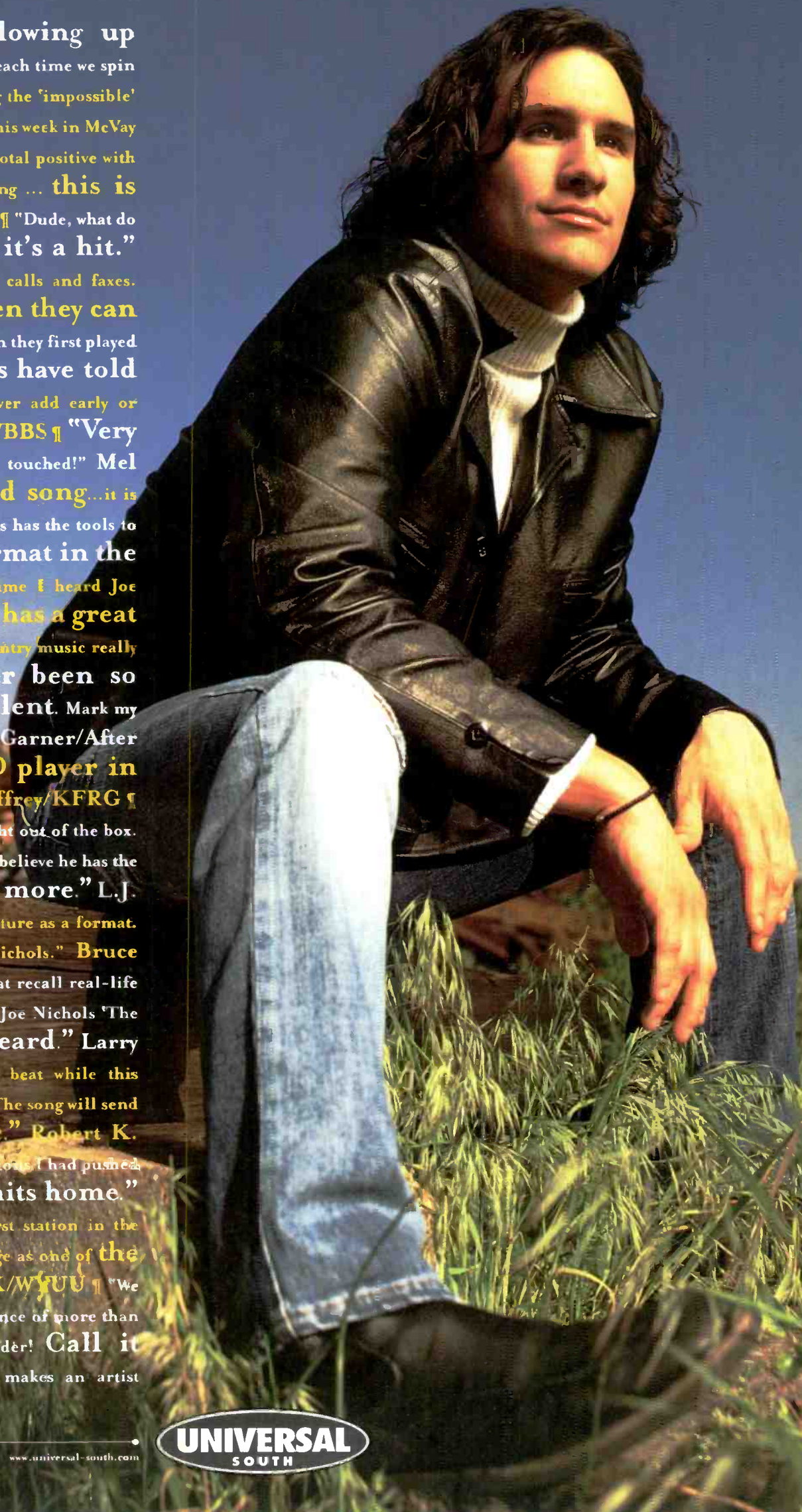
**Sharon Burns** is named director of new-business development at the **Country Music Hall of Fame and Museum**. She previously was VP of sales, marketing, and communications for the Nashville Sounds baseball team. **Shalene France** joins the museum as event services manager. She previously was a booking agent at **Akasha Artists Management International**.





# joe nichols "the impossible"

Number 4 in Hagerstown, MD... "It's freakin' blowing up here! We're spinning it 30 times a week and it sounds better each time we spin it!" WAYZ/Dennis Hughes ¶ "Joe Nichols is indeed doing the 'impossible' the song already ranks #8 by FAV score and #10 by total positives this week in McVay Media's national client callout normative data! And, it's 65% total positive with 14% of the listeners who score it still unfamiliar with the song ... **this is gonna be very big!**" Jay Albright/McVay Media ¶ "Dude, what do you want a quote for...it's a hit. **Plain and simple...it's a hit.**" Mike Moore/WSIX ¶ "We've been getting GREAT phone calls and faxes. People who know the song and the singer...just want to know **when they can buy it!**" Jay Thomas/WWYZ ¶ "I knew this was a hit when they first played it for me. It's in medium today because now **the listeners have told me it's a hit.**" Stan Soboleski/WFRY ¶ "I never add early or OTB...**but this is undeniable.**" Rich Lauber/WBBS ¶ "Very moving tune...as a member of our target demo I'm touched!" Mel McKenzie/WWQM ¶ "The impossible is a **very good song...it is encouraging.**" Jimmy Olsen/KHKK ¶ "I think Joe Nichols has the tools to be one of the new guys who is gonna drive this format in the future." Doug Montgomery/WBCT ¶ "The first time I heard Joe Nichols' 'The Impossible' the words touched me. **Joe really has a great deal of potential.** I hope he finds success because country music really needs hits now." Jay Phillips/WYGY ¶ "I've never been so willing to bet on the success of a new talent. Mark my words: Joe Nichols is country's next Tim McGraw!" Blair Garner/After MidNite ¶ "This guy's music is in the CD player in my truck... and not many artists make it there!" Don Jeffrey/KFRG ¶ "I was a fan of the song the first time I heard it. We added it right out of the box. But after seeing him live and spending time with this guy, I truly believe he has the makings of a superstar. **I look forward to hearing more.**" L.J. Smith/KTST ¶ "I left CRS with a great feeling about our future as a format. **At the top of the list** of reasons was Joe Nichols." Bruce Logan/WSSL/WESC/WBZT ¶ "I'm a sucker for songs that recall real-life moments. That's what's made the Country format so great and Joe Nichols' 'The Impossible' is that kind of song. **It deserves to be heard.**" Larry Daniels ¶ "I stopped breathing and my heart skipped a beat while this masterpiece unfolded. He has the stuff of stardom in his voice. The song will send chills through your body. **I am in complete awe.**" Robert K. Oremann, *Music Now Magazine* ¶ "This song has dredged up emotions I had pushed way down a long time ago. Great song and performance **that hits home.**" John Glenn/KXKT ¶ "I am proud to have been the first station in the country to play 'The Impossible.' Joe Nichols is going to emerge as one of **the brightest stars of 2002.**" Jay Roberts/WQYK/WYUU ¶ "We knew the song was magical but it was awesome to see a live audience of more than 1,000 people confirm that Joe Nichols is **NO** one-hit-wonder! **Call it charisma, call it talent,** whatever it is that makes an artist compelling, Joe Nichols has it!" Becky Brenner/KMPS





# ANTHONY SMITH

## "if that ain't COUNTRY"

IT'S ABOUT THE LISTENERS,  
IT'S ABOUT THE PHONES,  
IT'S ABOUT **COUNTRY!**

**LIGHTING UP PHONES AT:**  
KBEO KANSAS CITY  
KBUL RENO  
KIKK HOUSTON  
KIXZ SPOKANE  
KJUG VISALIA/TULARE  
KSOP SALT LAKE CITY  
WESY WILKES BARRE  
WIRK WEST PALM BEACH  
WKDF NASHVILLE  
WPUR ATLANTIC CITY

DON'T TURN YOUR BACK ON THE LISTENERS...

## PLAY IT NOW!!!



WINTER '02 ARBITRONS

12-plus overall average quarter-hour shares. (#) indicates Arbitron market rank. Copyright 2002, Arbitron Ratings Co. May not be quoted or reproduced without the prior written permission of Arbitron.

Table for MIAMI (12) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WEDR, WAMP-FM, WHTD, WFLW, WQML, etc.

PHOENIX (15)

Table for PHOENIX (15) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KOOL-FM, KTAR, KYOT, etc.

BALTIMORE (20)

Table for BALTIMORE (20) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WPOC, WDEF, WFLA, etc.

TAMPA, FLA. (21)

Table for TAMPA, FLA. (21) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WDOV, WOXY-FM, WFLD, etc.

PORTLAND, ORE. (24)

Table for PORTLAND, ORE. (24) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KWOW, KEX, KSKN-FM, etc.

SACRAMENTO, CALIF. (27)

Table for SACRAMENTO, CALIF. (27) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KFBK, KNCI, KRXO, etc.

KANSAS CITY (29)

Table for KANSAS CITY (29) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KQRG, KPRS, KFBC, etc.

Table for MIAMI (12) continued with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KSRC, KCHZ, KCFX, etc.

SAN ANTONIO (31)

Table for SAN ANTONIO (31) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KISS-FM, KBBT, KONO-AM-FM, etc.

MILWAUKEE (32)

Table for MILWAUKEE (32) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WTMJ, WMLW, WKVW, etc.

SALT LAKE CITY (34)

Table for SALT LAKE CITY (34) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KSL, KXRX, KZHT, etc.

CHARLOTTE, N.C. (37)

Table for CHARLOTTE, N.C. (37) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WKNS, WRKS-FM, WPEC, etc.

NORFOLK, VA. (38)

Table for NORFOLK, VA. (38) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WOVW, WDEB, WAZL, etc.

INDIANAPOLIS (40)

Table for INDIANAPOLIS (40) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WFSM, WFBQ, WIBC, etc.

LAS VEGAS (41)

Table for LAS VEGAS (41) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WHAM, WBBE, WRMM-FM, etc.

Table for GREENSBORO, N.C. (42) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WTMH, WTQR, WMOG-FM, etc.

NASHVILLE (44)

Table for NASHVILLE (44) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WJXA, WBOB, WBSX, etc.

BIRMINGHAM, ALA. (57)

Table for BIRMINGHAM, ALA. (57) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WBBK, WZZZ-FM, WBBU, etc.

NEW ORLEANS (45)

Table for NEW ORLEANS (45) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WQUE, WYLD-FM, WWL, etc.

RALEIGH, N.C. (46)

Table for RALEIGH, N.C. (46) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WPTF, WNNL, WNOK, etc.

MEMPHIS (48)

Table for MEMPHIS (48) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WHRK, WKHT, WKMS, etc.

ROCHESTER, N.Y. (53)

Table for ROCHESTER, N.Y. (53) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WHAM, WBBE, WRMM-FM, etc.

OKLAHOMA CITY (54)

Table for OKLAHOMA CITY (54) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KATT, KRXO, KOMA-AM-FM, etc.

Table for LOUISVILLE, KY. (55) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WAMZ, WVAS, WYZE, etc.

RICHMOND, VA. (56)

Table for RICHMOND, VA. (56) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WTVR-FM, WRVA, WRDX, etc.

DAYTON, OHIO (58)

Table for DAYTON, OHIO (58) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WUAB, WZZZ-FM, WBBU, etc.

GREENVILLE, S.C. (60)

Table for GREENVILLE, S.C. (60) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WESC, WJAZ, WSSL, etc.

ALBANY, N.Y. (61)

Table for ALBANY, N.Y. (61) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WYOB, WYBY, WGY, etc.

HONOLULU (62)

Table for HONOLULU (62) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KSSK-FM, KCFM, KJMM, etc.

TUCSON, ARIZ. (64)

Table for TUCSON, ARIZ. (64) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KMZK, KRQQ, KFMF, etc.

WILKES BARRE, PA. (67)

Table for WILKES BARRE, PA. (67) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WGGY/WGGI, WKRW/WXRF, WMBZ, etc.

Table for TULSA, OKLA. (65) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KMOD, KRMG, KVEN, etc.

WILKES BARRE, PA. (67)

Table for WILKES BARRE, PA. (67) continued with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WGGY/WGGI, WKRW/WXRF, WMBZ, etc.

FRESNO, CALIF. (68)

Table for FRESNO, CALIF. (68) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KMJ, KMOO, KSKS, etc.

KNOXVILLE, TENN. (71)

Table for KNOXVILLE, TENN. (71) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WYK-FM, WWSJ, WNOX-AM-FM, etc.

ALBUQUERQUE, N.M. (72)

Table for ALBUQUERQUE, N.M. (72) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KNOB-AM, KBOJ, KYLZ, etc.

OMAHA, NEB. (74)

Table for OMAHA, NEB. (74) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KOCH, KEFM, KEZO, etc.

EL PASO, TEXAS (77)

Table for EL PASO, TEXAS (77) with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like KPRR, KBNA-AM-FM, KLAQ, etc.

WILKES BARRE, PA. (67)

Table for WILKES BARRE, PA. (67) continued with columns for Calls, Format, '01, Sp '01, Su '01, Fa '01, '02. Lists stations like WGGY/WGGI, WKRW/WXRF, WMBZ, etc.

“When You Lie Next To Me”  
is **AIRPOWER** and the  
research\* is stellar!

**TOTAL POSITIVE, ALL ADULTS**

#13 25-34

#15 25-44

#12 35-44

**TOTAL POSITIVE, FEMALES**

#10 25-34

#12 25-44

#12 35-44

**PASSION, FEMALES**

#8 25-34

#8 25-44

#8 35-44

# KELLIE COFFEY

the **DEBUT ALBUM** *WHEN YOU LIE NEXT TO ME*  
IN STORES NOW!

\* Source: Bullseye Marketing Research, Inc.

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# SINGING THE PRAISES OF **SING ALONG**

**THE DEBUT SINGLE FROM  
RODNEY ATKINS**

*The "Broke-Kneed Turtle" Song!  
I love it! Puts the COUNTRY  
back in Country Radio.*

**STEVE GIUTTARI / KCYY- SAN ANTONIO**

*...if you're not singing along  
after the first minute, better  
check your pulse!*

**RICK BUBBA TAYLOR / KUPL- PORTLAND**

*There's only ONE thing I like  
better than "Sing Along"... Golf!*

**DON JEFFERY / KFRG- RIVERSIDE**

*If your toes aren't tappin'...  
You're a broke-kneed turtle!*

**SPENCER BURKE / KIZN- BOISE**

**CURB**  
RECORDS  
curb.com



**ALREADY ADDED  
AND COMMITTED**

**WYCD WSIX KFRG  
KCYY WUBE WYRK  
WDAF WBEE WGGY  
KXKC KTEX  
IMPACTING NOW!**

TOP PLAYLISTS

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

AIRPLAY LEADERBOARD

Table with 3 columns: Rank, Station, and Cume. #1 WTGE, Baton Rouge, LA (PD: Chase) 7. #2 KCCY, Colorado Springs, CO (PD/MD: DailyWaters) 4. #3 WKHX, Atlanta, GA (PD/MD: Hallam/Gray) 4. #4 KBEQ, Kansas City, MO (PD/MD: Kennedy/McEntire) 3.

VIDEO PLAYLIST TRACKING PERIOD: APRIL 26 - MAY 2, 2002

CMT PD: Chris Parr CBS Cable 615-457-8500. Table with 3 columns: Rank, Song, and Stations. 1 Brad Paisley I'm Gonna Miss Her 41 37. 2 Kelly Rowland Miss Her 41 41. 3 Kelly Rowland Miss Her 41 41.

Great American Country

PD: Jim Murphy MD: Jennifer Page Jones Int'l Networks 303-792-3111. Table with 3 columns: Rank, Song, and Stations. 1 Alan Jackson Drive (For Daddy Gene) 45 37. 2 Tommy Shane Steiner What If She's An An 45 40.

KZLA Los Angeles

OM: R.J. Curtis APD/MD: Tonya Campos Emmis 323-882-8000. Table with 3 columns: Rank, Song, and Stations. 1 Toby Keith My List 43 43. 2 Rascal Flatts I'm Movin' On 38 41.

KPLX Dallas

PD: Paul Williams APD: Smokey Rivers MD: Cody Alan Susquehanna 214-526-2400. Table with 3 columns: Rank, Song, and Stations. 1 Gary Allan The One 63 50. 2 Brad Paisley I'm Gonna Miss Her (The Fi) 56 57.

WUSN Chicago

PD: Justin Case MD: Tricia Biondo Infinity 312-649-0099. Table with 3 columns: Rank, Song, and Stations. 1 Steve Azar I Don't Have To Be Me (Tit) 47 43. 2 Tommy Shane Steiner What If She's An An 44 45.

KSCS Dallas

PD: Dean James APD/MD: Chris Huff ABC/Disney 817-695-0800. Table with 3 columns: Rank, Song, and Stations. 1 Brooks & Dunn My Heart Is Lost To You 53 52. 2 Kelly Rowland Miss Her 52 32.

WKHX Atlanta

OM: Dene Hallam MD: Johnny Gray ABC/Disney 770-955-0101. Table with 3 columns: Rank, Song, and Stations. 1 Steve Azar I Don't Have To Be Me (Tit) 56 55. 2 Kelly Rowland Miss Her 56 55.

KFRG San Bernardino

OM: Ray Massie MD: Don Jeffrey Infinity 909-825-9525. Table with 3 columns: Rank, Song, and Stations. 1 Tommy Shane Steiner What If She's An An 38 35. 2 Phil Vassar That's When I Love You 37 32.

WMZQ Washington, DC

VP/OPs: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231. Table with 3 columns: Rank, Song, and Stations. 1 Toby Keith My List 52 47. 2 Steve Azar I Don't Have To Be Me (Tit) 51 43.

KMP5 Seattle

OM/PD: Becky Brenner MD: Tony Thomas Infinity 206-805-0941. Table with 3 columns: Rank, Song, and Stations. 1 Alan Jackson Drive (For Daddy Gene) 44 44. 2 Kelly Rowland Miss Her 43 44.

WXTU Philadelphia

PD: Bob McKay APD/MD: Cadillac Jack Beasley 610-667-9000. Table with 3 columns: Rank, Song, and Stations. 1 Steve Azar I Don't Have To Be Me (Tit) 47 41. 2 Kelly Rowland Miss Her 47 45.

KEYE Minneapolis

PD: Gregg Swaberg APD/MD: Travis Moon Clear Channel 952-820-4200. Table with 3 columns: Rank, Song, and Stations. 1 George Strait Living And Living Well 47 43. 2 Kelly Rowland Miss Her 46 44.

WYCD Detroit

PD: Mac Daniels APD/MD: Ron Chatman Infinity 248-799-0600. Table with 3 columns: Rank, Song, and Stations. 1 Chris Cagle I Breathe In, I Breathe Out 46 46. 2 Alan Jackson Drive (For Daddy Gene) 46 48.

WIL St. Louis

PD: Russ Schell MD: Dan Montana Sinclair 314-983-6000. Table with 3 columns: Rank, Song, and Stations. 1 Toby Keith My List 49 42. 2 Steve Azar I Don't Have To Be Me (Tit) 49 45.

WVKK Knoxville

OM: Mike Hammond MD: Colleen Adair Citadel 865-588-6511. Table with 3 columns: Rank, Song, and Stations. 1 Tammy Cochran I Cry 48 44. 2 Toby Keith My List 46 30.

KILT Houston

Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5100. Table with 3 columns: Rank, Song, and Stations. 1 Alan Jackson Drive (For Daddy Gene) 53 49. 2 George Strait Living And Living Well 52 48.

KYGO Denver

PD: Joel Burke MD: Tad Svendsen Jefferson Pilot 303-321-0950. Table with 3 columns: Rank, Song, and Stations. 1 Gary Allan The One 47 28. 2 Kelly Rowland Miss Her 47 45.

WQYK Tampa

OM: Eric Logan MD: Jay Roberts Infinity 813-287-0995. Table with 3 columns: Rank, Song, and Stations. 1 Steve Azar I Don't Have To Be Me (Tit) 38 33. 2 Emerson Drive I Should Be Sleeping 36 35.

WYAY Atlanta

OM: Dene Hallam PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106. Table with 3 columns: Rank, Song, and Stations. 1 Kenny Chesney Young 24 23. 2 Brad Paisley I'm Gonna Miss Her (The Fi) 23 20.

WPOC Baltimore

Dir. of Operations: Scott Lindy APD/MD: Michael J. Fox Clear Channel 410-366-3693. Table with 3 columns: Rank, Song, and Stations. 1 Toby Keith My List 46 44. 2 Travis Tritt Modern Day Bonnie And Clyd 46 44.

WDSY Pittsburgh

VP/Pgm: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400. Table with 3 columns: Rank, Song, and Stations. 1 Phil Vassar That's When I Love You 46 43. 2 Tommy Shane Steiner What If She's An An 44 33.

KMLE Phoenix

PD: Jeff Garrison APD/MD: Chris Loss Infinity 602-258-8181. Table with 3 columns: Rank, Song, and Stations. 1 Alan Jackson Drive (For Daddy Gene) 57 55. 2 Tommy Shane Steiner What If She's An An 53 52.

KNIX Phoenix

PD: George King MD: Gwen Foster Clear Channel 480-966-6236. Table with 3 columns: Rank, Song, and Stations. 1 Alan Jackson Drive (For Daddy Gene) 44 44. 2 Kelly Rowland Miss Her 44 47.





KCYC San Antonio
OM: Steve Giuttari
Cox 210-615-5400
1 Toby Keith My List 62 58

WZZK Birmingham
OM/PA: Rick Shockley
Cox 205-916-1100
1 Toby Keith My List 46 44

KNCI Sacramento
OM: Mark Evans
APD: Jennifer Wood
Infinity 916-338-9200
1 Kenny Chesney Young 45 43

KFKF Kansas City
PD: Dale Carter
MD: Tony Stevens
Infinity 916-755-4000
1 Toby Keith My List 39 37

WYRK Buffalo
PD: John Paul
APD/MD: Chris Keyzer
Infinity 716-852-7444
1 Kenny Chesney Young 39 37

KUBL Salt Lake City
OM: Ed Hill
MD: Pat Garrett
Citadel 801-485-6700
1 Emerson Drive I Should Be Sleeping 39 37

WCTK Providence
PD: Rick Everett
MD: Sam Stevens
Hall 401-467-4366
1 Steve Azar I Don't Have To Be Me (Til) 40 32

WSIX Nashville
PD: Mike Moore
APD/MD: Billy Greenwood
Clear Channel 615-664-2400
1 George Strait Living And Living Well 43 43

KATM Modesto
PD: Randy "Bubba" Black
APD: DJ Walker
MD: Joe Roberts
Citadel 209-523-7756
1 Travis Tritt Modern Day Bonnie And Clyd 38 36

KSSN Little Rock
PD: Bill Dotson
Clear Channel 501-217-5000
1 Travis Tritt Modern Day Bonnie And Clyd 45 41

KBEQ Kansas City
PD: Mike Kennedy
MD: T.J. McIntire
Infinity 816-531-2535
1 Steve Azar I Don't Have To Be Me (Til) 45 41

WYGY Cincinnati
PD: Jay Phillips
APD: Dawn Michaels
Salem 513-533-2500
1 Martina McBride Blessed 41 37

WOKQ Portsmouth, NH
OM: Mark Ericson
PD: Mark Jennings
APD/MD: Dan Lunnie
Citadel 603-749-9750
1 Steve Azar I Don't Have To Be Me (Til) 40 36

WGKX Memphis
PD: Greg Mazingo
MD: Mark Billingsley
Barnstable 901-682-1106
1 Toby Keith My List 41 36

WBEE Rochester, NY
OM: Dave Symonds
PD: Coyote Collins
Entercom 716-423-2900
1 Steve Azar I Don't Have To Be Me (Til) 41 35

WBXQ Johnson City
PD: Bill Hagy
MD: Reggie Neal
Bristol 276-669-8112
1 Carolyn Dawn Johnson I Don't Want You T 31 24

KAJA San Antonio
PD: Keith Montgomery
MD: Jennie James
Clear Channel 210-736-9700
1 Steve Azar I Don't Have To Be Me (Til) 51 43

WYUU Tampa
OM/PA: Eric Logan
MD: Jay Roberts
Infinity 813-287-1047
1 Steve Azar I Don't Have To Be Me (Til) 49 29

WCOL Columbus, OH
PD: Johnboy Crenshaw
MD: Dan Zuko
Clear Channel 614-486-6101
1 Toby Keith My List 52 52

KASE Austin
Dir. of Operations: Jason Kane
APD: Bob Pickett
Clear Channel 512-495-1300
1 Carolyn Dawn Johnson I Don't Want You T 53 34

WDRM Huntsville
OM: Wes McShay
APD: Stuart Langston
MD: Dan McClain
Clear Channel 256-837-1021
1 Steve Azar I Don't Have To Be Me (Til) 49 41

WGH Norfolk
OM: Randy Brooks
Barnstable 757-671-1000
1 Alan Jackson Drive (For Daddy Gene) 42 39

KTST Oklahoma City
Dir. of Pgm: L.J. Smith
APD: Clash
Clear Channel 405-528-5543
1 Rascal Flatts I'm Movin' On 54 53

WNOE New Orleans
PD: Les Acree
MD: Casey Carter
Clear Channel 504-679-7300
1 Toby Keith My List 43 42





# COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING MAY 5, 2002



Detailed tracking for upward-moving songs. Total Detections/Gain does not include video play. Tracking week for video play reflects a Fri - Thu cycle. Markets listed in order of population. \*Indicates station experienced between 24 and 36 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 1995/290					GARY ALLAN 2804/403					STEVE AZAR 5355/690					BROOKS & DUNN 2348/694					TAMMY COCHRAN 2711/154										
<i>Help Me Understand (Capitol)</i>					<i>The One (MCA Nashville)</i>					<i>I Don't Have To Be Me (Til Monday) (Mercury)</i>					<i>My Heart Is Lost To You (Arista Nashville)</i>					<i>I Cry (Epic)</i>										
Total Stations: 145					Total Stations: 145					Total Stations: 146					Total Stations: 147					Total Stations: 144										
Chart Move: 25-25					Chart Move: 21-15					Chart Move: 5-3					Chart Move: 26-21					Chart Move: 18-19										
City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	
L.A.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.

Total Stations: 145					Total Stations: 146					Total Stations: 141					Total Stations: 145					Total Stations: 147					
Chart Move: 25-26					Chart Move: 10-6					Chart Move: 28-26					Chart Move: 23-23					Chart Move: 2-2					
City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	City	Station	Weeks	Peak	ID	
L.A.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.	CHGO	22	16	11	Green.









# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

MAY 3, 2002

Profile: DreamWorks'  
Scott Borchetta p. 6

Brooks & Dunn Top This  
Week's Airplay Adds p. 15



BORCHETTA

VOLUME 10 • NO. 18

\$6.95

## NO. 1 THIS WEEK:

### TOBY KEITH

*My List (DREAMWORKS)*

### GREATEST GAINER

BROOKS & DUNN

*My Heart Is Lost To You (ARISTA NASHVILLE)*

### AIRPLAY ADDS

BROOKS & DUNN

*My Heart Is Lost To You (ARISTA NASHVILLE)*

### AUDIENCE

TOBY KEITH

*My List (DREAMWORKS)*

## Airplay Costs Rising; Who's To Blame?

■ by Angela King

Why is the cost of country airplay going up?

Label executives at the majors say it's the independent labels and new arrivals on Music Row who have been doing whatever it takes to cut through. But indie labels say it's the majors who are upping the ante. And most agree that a particularly crowded field of new artists and radio's current cash crunch (and marketing budget cutbacks) are playing into the problem as well.

One label executive who asked not to be named says the costs of promotion have risen out of control. "Dollar-wise, it used to be a stretch to hear about a radio station looking for a \$2,000 time buy or [money for] the T-shirt fund. That is no longer a stretch. I've heard of \$3,000 [time buys] in a top 50 market, not a top 10 market."

If that's the case, the cost of getting a record on country radio is now in the same ballpark as top 40 radio.

While there have been stories in recent years about pop labels offering \$5,000-\$6,000 in promotional support for an "add," those figures are said to have come down during the past year, as the cost of doing business and declining sales take their toll on labels' bottom lines and as the role of independent promotion comes under greater scrutiny.

The same label exec notes that the higher costs are, at the moment, still "station by station. There are [still] a lot of people who are doing business at pre-2002 levels, looking for promotion support of a flyaway that will come in at less than \$1,000. It's been gradually increasing in certain individual instances. But since [the start of] 2002, with the influx of a lot of new music, a new year, everyone has started spending a lot of new money."

"I can't believe what some of these desperate



MACKY

*Continued on page 6*

# Putting the FUN FACTOR into Radio!

*Slower than a Broke Kneed Turtle...  
tighter than your Grandma's Girdle...*

## SING ALONG

THE DEBUT SINGLE FROM  
RODNEY ATKINS

*"I was blown away with  
the entire package. Vocals,  
production, lyrics and  
music. I'm already a fan."*

JOHN PAUL / WYRK- BUFFALO

Impacting May 13th

ALREADY ADDED AND IMPACTING  
WYGD WSIX KCYC  
WUBE KIKK

CURB  
RECORDS  
curb.com

FROM EVERY ANGLE,  
IT'S A SMASH!

STEVE AZAR  
*I DON'T HAVE TO BE ME*  
*("TIL MONDAY)*

**THE SOUND:**

- ★ #5 and rising
- ★ #2 Greatest Gainer (+345)  
last week

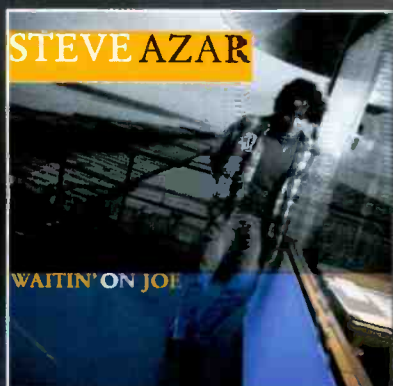
**THE LOOK:**

- ★ Video *WORLD PREMIERE* on CMT  
Thursday, May 2nd
- ★ Video debuts as CMT **HOT**  
shot



**THE RESEARCH:**

- ★ #1 overall in Mediabase Callout for 7 weeks in a row! ★



STEVE AZAR  
*WAITIN' ON JOE*  
IN STORES NOW!

Produced by  
Ryle Jan Hoy



Managed by  
Azar Entertainment

A logo for Mercury Records, featuring the word "Mercury" in a stylized font above a five-pointed star.  
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## Cagle With Bagel



Chris Cagle, left, agreed to a broadcast with WUSN (US99) Chicago, if it fed him breakfast. The station's Guitar Gavin, right, complied.

## RADIOACTIVE

BY PHYLLIS STARK  
& ANGELA KING

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615-321-4286 • aking@airplaymonitor.com

## Y107 Flips, Leaves NY Without Country



After years of talk about a potential format flip, WYNY (Y107) New York will cease country programming shortly and is expected to become a Spanish station, as tipped here last week. The last day for the morning show is May 3. Other live jocks were off the air as of April 26. The change would leave New York without a country signal, with the exception of AM daytimer WKMB Morristown, N.J. WYNY, a quadroadcast of four signals that ringed New York, signed on in 1996.

The country format will also lose KMXM (the Max) Omaha, Neb. (formerly WOW-FM) May 3. At press time, there wasn't immediate word on a new format or possible staff changes. In a prepared statement,



Tom Land, Journal Broadcast Group's director of operations, called the format change "a difficult business decision made even tougher by the dedication of our current Max team."

### PROGRAMMING:

#### SALAMON SWIMS UPSTREAM

Ed Salamon, former president of programming for Westwood One, has officially ended his association with the company after 20 years. Salamon had served as an in-house consultant for the past year.

Cox/Tulsa, Okla., ups KRAV (Mix 96) PD Steve Hunter to OM for the five-station cluster, which includes country KWEN.

WSTH Columbus, Ga., hires former WSM-FM Nashville MD Kevin Anderson as PD, replacing Dave "Gerbil" Anderson, who exits.

Country stations TwangTownUSA and Twangcast were, at press time, set to join hundreds of other Internet stations in going silent for a day May 1 to protest the upcoming U.S. Copyright Office ruling on royalty rates. Many Webcasters say the proposed rate, \$.0014 per listener per song, is the equivalent of 200% or more of their revenue.

WDAF Kansas City picks up the radio rights to the Missouri University Tigers football and basketball games, according to *M Street Daily*. The station will air full pre- and post-game shows for both sports.

#### PEOPLE: CHANGES IN JACKSONVILLE

After a week of running jockless, WROO (the Rooster) Jacksonville, Fla., returns longtime morning hosts Robbie Rose and Dee Davenport to mornings. The pair moved to afternoons a year ago, when the station picked up the syndicated Johnboy & Billy show. Midday host Dixie Jones gets MD stripes from director of programming Gail Austin. Part-timer Eric L. is upped to afternoon host. At sister WQIK, night jock Shotgun moves to afternoons as Big Charlie exits. WCOL Columbus, Ohio, night host Heather Williams adds nights at WQIK in a virtual shift.

WHWK (the Hawk) Binghamton, N.Y., mid-layer John Davison gives up APD/MD responsibilities to PD Ed Walker. Davison assumes production and promotion liaison duties.

## Shirt, Shoes, Hat... Problem



Kenny Chesney makes his bid for street credibility during a tour stop at WKLB Boston. Pictured, from left, are APD/MD Ginny Rogers, Chesney, and PD Mike Brophy.

## COUNTRY CONFIDENTIAL



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

## Keith Slows It Down, But Not On The Charts

Toby Keith's "My List" (DreamWorks) collects a fourth week atop the Country Airplay chart, marking the first time in his nine-year career he has spent that long at the top with a ballad or midtempo single. Keith's "attitude" songs—"How Do You Like Me Now?!" and "I Wanna Talk About Me"—each controlled the detections chart for five weeks in '00 and '01, respectively. His ballad and midtempo songs have fared well on this chart, including one-week No. 1 trophies for "Who's That Man" ('94) and "Me Too" ('97). "You Shouldn't Kiss Me Like This," previously Keith's most tenacious chart ballad, spent three weeks at the top slightly more than one year ago.

"My List" is Keith's eighth No. 1 on Country Airplay and his fifth multiple-week chart-topper. On the Country Audience chart, the single enjoys a fifth week at No. 1, with more than 42.9 million estimated listener impressions.

Meanwhile, Steve Azar logs his first top five, as "I Don't Have to Be Me ('Til Monday)" (Mercury) gains 459 spins and nabs the chart's second-largest increase (7.5). Only Brooks & Dunn's "My Heart Is Lost to You" (Arista Nashville) showed more improvement. With an increase of 464 plays, "My Heart Is Lost to You" takes Greatest Gainer roses for a second week and scores a third week in the Most Airplay Adds column with new spins at 29 monitored signals.

Elsewhere on the detections chart, Martina McBride lands her second-highest solo single debut with "Where Would You Be" (RCA), which starts at No. 45. Her AC crossover hit "I Love You" opened at No. 43 in summer '99. "Still Holding On," her 1997 duet with Clint Black, arrived at No. 41.

TWO FOR THE SHOWS: With new duos Hometown News and the Marie Sisters vying for attention at radio, Brooks & Dunn and Montgomery Gentry could one day have some new competition at awards-show podiums in a category that often stretches to fill a slate of nominees and in a radio format that has been tough on duos during the past decade.

Hometown News' "Minivan" (VFR) gains 60 detections and bullets at No. 30 on the Country Airplay chart, while the sister act's "Real Bad Mood" (Republic/Universal) steps 52-51, with an increase of 59 plays.

Montgomery Gentry's breakthrough was considered by many in the industry as a welcome sign for country duos, a category that has typically been dominated through the years by one or two pairs, such as Brooks & Dunn, the Judds, Conway Twitty and Loretta Lynn, and others.

One only has to look at a list of duos that haven't found a comfortable home at country radio to see that being a twosome can be a challenging obstacle in the format. As well as Montgomery Gentry has done critically, in live performances, and at awards shows, country radio still occasionally fails to give their singles the consensus vote.

Recent contenders the Kinleys and the Warren Brothers haven't announced new label deals after parting ways with Epic and BNA, respectively. Yet they remain likely names to pop up on awards ballots, including this year's Academy of Country Music (ACM) Awards, where both are nominated.

Long after their respective career peaks, the Bellamy Brothers and Sweethearts of the Rodeo have been among the final nominees for duo awards, even with little or no airplay. The Bellamy Brothers are an ACM nominee in the duo category again this year.

## ON THE ROW

### Allen Resigns From CRB Post

In a surprise move, Country Radio Broadcasters (CRB) executive director Paul Allen has resigned, effective Aug. 18, at the conclusion of the regional Country Radio Seminar in Denver. Although Allen's contract doesn't expire until July 2003, the CRB executive committee agreed to accept his resignation after unsuccessfully attempting to persuade him to stay on. He has been at the helm of CRB for seven years. Allen plans to pursue a doctor of economics degree while teaching at Middle Tennessee State University. Artist manager/CRB executive committee member Bill Mayne will chair a search committee to seek Allen's replacement. The committee hopes to have a candidate by June.

Michael Greene has resigned from his position as president of the National Academy of Recording Arts and Sciences, a post he has held for 14 years.

Pam Russell exits her position as VP of national sales at MCA Nashville, where she has worked since 1986. She may be reached at pamrussell126@hotmail.com.

Former Giant Records artist Clay Walker has signed a recording deal with RCA Records. His first RCA album is due either later this year or in early 2003. In his eight years with Giant Records Walker notched four platinum and

two gold albums, according to the Recording Industry Assn. of America (RIAA). On the Country Airplay chart, Walker has had 13 top 10 singles, including six No. 1 hits. He briefly shifted to the Warner Bros. roster after sister label Giant shut down last year. Walker is now managed by Bob Titley of TBA Entertainment, after having split with longtime manager Erv Woolsey several months ago.

Veteran artist John Anderson has signed a recording deal with Audium Records. Anderson first hit the *Billboard* charts in 1977 on Warner Bros. and has since recorded for MCA, BNA, Mercury, and, most recently, Sony. He has notched five No. 1 singles on the Country Airplay chart. His most successful album was 1992's double-platinum *Seminole Wind*.

Lucky Dog artist Deryl Dodd has signed a management agreement with Ben Ewing of Envoy Communications and a booking agreement with the Bobby Roberts Co.

Michael Gray joins the Country Music Hall of Fame and Museum as an associate editor. He was previously with Country.com.

Country was the fifth most popular music genre in the U.S. in 2001, according to the RIAA's "Consumer Profile" survey for the year, released April 26. Taking the lead for the 10th consecutive year were rock purchases, which accounted for 24% of the market. Pop overtook rap/hip-hop as the No. 2 genre, with 12.1% and 11.4%, respectively. They were followed by R&B (10.6%), country (10.5%), religious (6.7%), jazz (3.4%), and classical (3.2%). The figures are based on a national telephone survey of more than 3,100 music buyers.



BOB KINGSLEY  
PRESENTS

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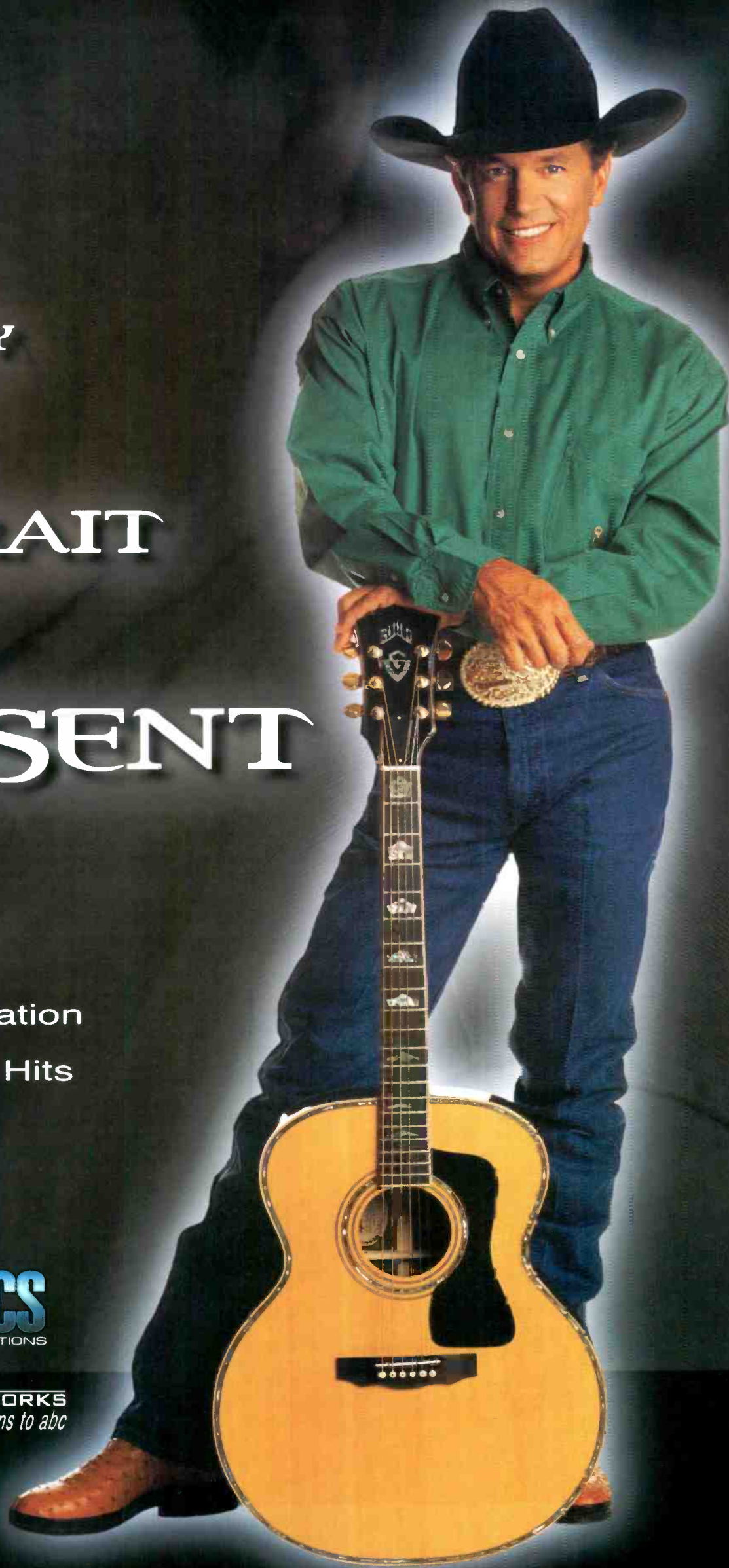
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COUNTRY AIRPLAY MONITOR

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

AIRPLAY LEADERBOARD

Table with 2 columns: Rank and Station. #1 WTGE, Baton Rouge, LA (PD: Chase). #2 KCCY, Colorado Springs, CO (PD/M/D: Daily/Waters). #3 WKHX, Atlanta, GA (PD/M/D: Hallam/Gray). #4 KBEQ, Kansas City, MO (PD/M/D: Kennedy/McEntire).

VIDEO PLAYLIST TRACKING PERIOD: APRIL 18 - 25, 2002

Table for CMT station. PD: Chris Parr. CBS Cable 615-457-8500. Lists songs and artists like Toby Keith, Travis Tritt, Alan Jackson, etc.

Great American Country

Table for Great American Country station. PD: Jim Murphy. MD: Jennifer Page. Jones Int'l Networks 303-792-3111. Lists songs and artists.

KZLA Los Angeles

Table for KZLA Los Angeles station. OM: R.J. Curtis. APD/MD: Tonya Campos. Emmis 323-882-8000. Lists songs and artists.

KPLX Dallas

Table for KPLX Dallas station. PD: Paul Williams. APD: Smokey Rivers. MD: Cody Alan. Susquehanna 214-526-2400. Lists songs and artists.

WUSN Chicago

Table for WUSN Chicago station. PD: Justin Case. MD: Tricia Biondo. Infinity 312-649-0099. Lists songs and artists.

KSCS Dallas

Table for KSCS Dallas station. PD: Dean James. APD/MD: Chris Huff. ABC/Disney 817-695-0800. Lists songs and artists.

WKHX Atlanta

Table for WKHX Atlanta station. PD: Dene Hallam. MD: Johnny Gray. ABC/Disney 770-955-0101. Lists songs and artists.

WYNY New York

Table for WYNY New York station. PD: Marty Mitchell. Big City Radio 914-592-1071. Lists songs and artists.

KFRG San Bernardino

Table for KFRG San Bernardino station. OM: Ray Massie. MD: Don Jeffrey. Infinity 909-825-9525. Lists songs and artists.

WMZQ Washington, DC

Table for WMZQ Washington, DC station. VP/Ops: Jeff Wyatt. APD/MD: Jon Anthony. Clear Channel 301-231-8231. Lists songs and artists.

KMPS Seattle

Table for KMPS Seattle station. OM/PD: Becky Brenner. MD: Tony Thomas. Infinity 206-805-0941. Lists songs and artists.

WXTU Philadelphia

Table for WXTU Philadelphia station. PD: Bob McKay. APD/MD: Cadillac Jack. Beasley 610-667-9000. Lists songs and artists.

KEYE Minneapolis

Table for KEYE Minneapolis station. PD: Gregg Swedberg. APD/MD: Travis Moon. Clear Channel 952-820-4200. Lists songs and artists.

WYCD Detroit

Table for WYCD Detroit station. PD: Mac Daniels. APD/MD: Ron Chatman. Infinity 248-799-0600. Lists songs and artists.

WIL St. Louis

Table for WIL St. Louis station. PD: Russ Schell. MD: Dan Montana. Sinclair 314-781-9600. Lists songs and artists.

WIVK Knoxville

Table for WIVK Knoxville station. OM: Mike Hammond. MD: Colleen Addair. Citadel 865-588-6511. Lists songs and artists.

KILT Houston

Table for KILT Houston station. Group PD: Darren Davis. APD/MD: Jan Trapani. Infinity 713-881-5100. Lists songs and artists.

KYGO Denver

Table for KYGO Denver station. PD: Joel Burke. MD: Tad Svendsen. Jefferson Pilot 303-321-0950. Lists songs and artists.

WQYK Tampa

Table for WQYK Tampa station. OM: Eric Logan. MD: Jay Roberts. Infinity 813-287-0995. Lists songs and artists.

WYAY Atlanta

Table for WYAY Atlanta station. OM: Dene Hallam. PD: Steve Mitchell. MD: Johnny Gray. ABC/Disney 770-955-0106. Lists songs and artists.

WPOC Baltimore

Table for WPOC Baltimore station. Dir. of Operations: Scott Lindy. APD/MD: Michael J. Fox. Clear Channel 410-366-3693. Lists songs and artists.

WDSY Pittsburgh

Table for WDSY Pittsburgh station. VP/Pgm: Keith Clark. APD/MD: Stoney Richards. Infinity 412-920-9400. Lists songs and artists.

KMLE Phoenix

Table for KMLE Phoenix station. PD: Jeff Garrison. APD/MD: Chris Loss. Infinity 602-258-8181. Lists songs and artists.

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

KNIX Phoenix PD: George King MD: Gwen Foster Clear Channel 480-966-6236. Table with 2 columns: Rank and Song/Artist. Top songs include Kenny Chesney Young, Phil Vassar That's When I Love You, Alan Jackson Drive (For Daddy Gene).

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600. Table with 2 columns: Rank and Song/Artist. Top songs include Toby Keith My List, Alan Jackson Drive (For Daddy Gene), Rascal Flatts I'm Movin' On.

WGAR Cleveland PD: Meg Stevens MD: Chuck Collier Clear Channel 216-520-2600. Table with 2 columns: Rank and Song/Artist. Top songs include Toby Keith My List, Alan Jackson Drive (For Daddy Gene), Rascal Flatts I'm Movin' On.

WTQR Greensboro PD: Paul Franklin APD/MD: Angie Ward Clear Channel 336-822-2000. Table with 2 columns: Rank and Song/Artist. Top songs include Toby Keith My List, Alan Jackson Drive (For Daddy Gene), Rascal Flatts I'm Movin' On.

WKIS Miami PD: Bob Barnett MD: Darlene Evans Beasley 305-654-1700. Table with 2 columns: Rank and Song/Artist. Top songs include Kenny Chesney Young, Alan Jackson Drive (For Daddy Gene), Phil Vassar That's When I Love You.

WKWA Orlando PD: Len Shackelford MD: Shadow Stevens Cox 407-298-9292. Table with 2 columns: Rank and Song/Artist. Top songs include Aaron Tippin Where The Stars And Stripes, Toby Keith I Wanna Talk About Me.

WFMS Indianapolis OM: David Wood PD: Bob Richards MD: J.D. Cannon Susquehanna 317-842-9550. Table with 2 columns: Rank and Song/Artist. Top songs include George Strait Living And Loving Well, Phil Vassar That's When I Love You.

KSD St. Louis MD: Mark Langston Clear Channel 314-436-9370. Table with 2 columns: Rank and Song/Artist. Top songs include Martina McBride Blessed, Trick Pony On A Night Like This.

WBCT Grand Rapids OM: Doug Montgomery MD: Dave Taft Clear Channel 616-459-1919. Table with 2 columns: Rank and Song/Artist. Top songs include Phil Vassar That's When I Love You, Toby Keith My List.

WWYJ Hartford PD: Jay McCarthy MD: Jay Thomas Clear Channel 860-723-6000. Table with 2 columns: Rank and Song/Artist. Top songs include Alan Jackson Drive (For Daddy Gene), Tommy Shane Steiner What If She's An An.

WQDR Raleigh PD: Lisa McKay MD: Morgan Thomas Curtis Media 919-876-6464. Table with 2 columns: Rank and Song/Artist. Top songs include Chris Cagle I Breathe In, I Breathe Out, Martina McBride Blessed.

WSOC Charlotte OM/MD: Jeff Roper APD/MD: Rick McCracken Infinity 704-522-1103. Table with 2 columns: Rank and Song/Artist. Top songs include Steve Azar I Don't Have To Be Me (Ti), Toby Keith My List.

WSSL Greenville OM: Bruce Logan APD/MD: Kix Layton Clear Channel 864-242-1005. Table with 2 columns: Rank and Song/Artist. Top songs include Tommy Shane Steiner What If She's An An, Chris Cagle I Breathe In, I Breathe Out.

WAMZ Louisville OM: Kelly Carter PD/MD: Coyote Calhoun Clear Channel 502-582-7840. Table with 2 columns: Rank and Song/Artist. Top songs include Travis Tritt Modern Day Bonnie And Clyd, Rascal Flatts I'm Movin' On.

KSON San Diego OM: John Dimick APD/MD: Greg Frey Jefferson Pilot 619-291-9797. Table with 2 columns: Rank and Song/Artist. Top songs include Phil Vassar That's When I Love You, Rascal Flatts I'm Movin' On.

KIKK Houston Group PD: Darren Davis APD/MD: John Trapani Infinity 713-881-5957. Table with 2 columns: Rank and Song/Artist. Top songs include George Strait Living And Loving Well, Alan Jackson Drive (For Daddy Gene).

WMIL Milwaukee OM/MD: Kerry Wolfe MD: Mitch Morgan Clear Channel 414-545-8900. Table with 2 columns: Rank and Song/Artist. Top songs include Toby Keith My List, Phil Vassar That's When I Love You.

WUBE Cincinnati OM: Tim Closson APD: Kathy O'Connor MD: Duke Hamilton Infinity 513-721-1050. Table with 2 columns: Rank and Song/Artist. Top songs include Phil Vassar That's When I Love You, Toby Keith My List.

KUPL Portland, OR PD: Cary Roife MD: Rick Taylor Infinity 503-223-0300. Table with 2 columns: Rank and Song/Artist. Top songs include Toby Keith My List, Alan Jackson Drive (For Daddy Gene).

WKKT Charlotte OM: Mike Berlak PD: Kevin King MD: Keith Todd Clear Channel 704-714-9444. Table with 2 columns: Rank and Song/Artist. Top songs include Kenny Chesney Young, Alan Jackson Drive (For Daddy Gene).

KWJJ Portland, OR OM: Bruce Agler PD: Ken Boesen MD: Keith Todd Fisher 503-228-4393. Table with 2 columns: Rank and Song/Artist. Top songs include Alan Jackson Drive (For Daddy Gene), Toby Keith My List.

WUSY Chattanooga OM: Clay Hunicutt MD: Bill Pindexter Clear Channel 423-892-3333. Table with 2 columns: Rank and Song/Artist. Top songs include Kenny Chesney Young, Alan Jackson Drive (For Daddy Gene).

WGNA Albany, NY PD: Buzz Brindle MD: Bill Earley Regent 518-782-1474. Table with 2 columns: Rank and Song/Artist. Top songs include Steve Azar I Don't Have To Be Me (Ti), Toby Keith My List.

WESC Greenville OM: Bruce Logan MD: John Landrum Clear Channel 864-242-4660. Table with 2 columns: Rank and Song/Artist. Top songs include Travis Tritt Modern Day Bonnie And Clyd, Brad Paisley I'm Gonna Miss Her (The Fi).



# COUNTRY AIRPLAY MONITOR

FOR WEEK ENDING APRIL 28, 2002



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

Total Detections/Gain										Total Detections/Gain										Total Detections/Gain										Total Detections/Gain										Total Detections/Gain																																																											
<b>TRACE ADKINS</b> 1727/235 <i>Help Me Understand (Capitol)</i> Total Stations: 145 Chart Move: 27-25																				<b>GARY ALLAN</b> 2433/163 <i>The One (MCA Nashville)</i> Total Stations: 147 Chart Move: 22-21																				<b>STEVE AZAR</b> 4718/459 <i>I Don't Have To Be Me (Til Monday) (Mercury)</i> Total Stations: 148 Chart Move: 7-5																				<b>BROOKS &amp; DUNN</b> 1680/464 <i>My Heart Is Lost To You (Arista Nashville)</i> Total Stations: 135 Chart Move: 31-26																				<b>TAMMY COCHRAN</b> 2616/82 <i>I Cry (Epic)</i> Total Stations: 146 Chart Move: 20-18																			
New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																			

Total Stations: 147 Chart Move: 21-20										Total Stations: 149 Chart Move: 17-16										Total Stations: 148 Chart Move: 10-10										Total Stations: 147 Chart Move: 24-23										Total Stations: 149 Chart Move: 2-2																																																											
<b>KELLIE COFFEY</b> 2550/94 <i>When You Lie Next To Me (BNA)</i>																				<b>KEVIN DENNEY</b> 2789/41 <i>That's Just Jessie (Lyric Street)</i>																				<b>EMERSON DRIVE</b> 3986/305 <i>I Should Be Sleeping (DreamWorks)</i>																				<b>ANDY GRIGGS</b> 2055/112 <i>Tonight I Wanna Be Your Man (RCA)</i>																				<b>ALAN JACKSON</b> 5471/304 <i>Drive (For Daddy Gene) (Arista Nashville)</i>																			
New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																				New York L.A. Chicago Phila. Dallas Detroit Boston Wash.,DC Houston Atlanta Miami Seattle San Diego Phoenix Minn. St. Louis Balt. Tampa Pitts. Denver Cleveland Port.,OR Cincinnati San Jose Rivers Sacram. San Antonio Milwaukee San Antonio Provid. Colum.,OH Salt Lake Norfolk Charl.,NC Indian. Orlando Las Vegas New Or. Greensb. Nashv. Hartford Buffalo Memphis Rai./Dur. Austin W.P.Beach Jacksonv. Roche. Louis. Oklahoma Birmingham Richmond																			

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 58 hours of monitored downtime during the chart week.

CAROLYN DAWN JOHNSON 3161/102 <i>I Don't Want You To Go (Arista Nashville)</i>										TOBY KEITH 5624/61 <i>My List (DreamWorks)</i>										LONESTAR 3062/121 <i>Not A Day Goes By (BNA)</i>										WILLIE NELSON DUET WITH LEE ANN WOMACK 2233/8 <i>Mendocino County Line (Lost Highway/Mercury)</i>										BRAD PAISLEY 3358/327 <i>I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)</i>									
Total Stations: 146					Chart Move: 13-12					Total Stations: 148					Chart Move: 1-1					Total Stations: 146					Chart Move: 15-15					Total Stations: 147					Chart Move: 23-22					Total Stations: 149					Chart Move: 14-11				
City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID								
New York	WYNY	21	22	21	22	199	New York	WYNY	37	38	48	47	5	New York	WYNY	21	22	179	180	2	New York	WYNY	21	22	179	180	2	New York	WYNY	15	16	16	16	1															

TOMMY SHANE STEINER 5057/139 <i>What If She's An Angel (RCA)</i>										GEORGE STRAIT 4365/368 <i>Living And Living Well (MCA Nashville)</i>										TRICK PONY 2680/79 <i>Just What I Do (Warner Bros./WRN)</i>										TRAVIS TRITT 4120/37 <i>Modern Day Bonnie And Clyde (Columbia)</i>										DARRYL WORLEY 1973/296 <i>I Miss My Friend (DreamWorks)</i>									
Total Stations: 147					Chart Move: 4-3					Total Stations: 149					Chart Move: 9-8					Total Stations: 147					Chart Move: 19-17					Total Stations: 149					Chart Move: 8-9					Total Stations: 145					Chart Move: 25-24				
City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID	City	Station	W	L	W	L	ID															
New York	GAC	18	14	11	4	253	New York	GAC	31	27	189	190	1	New York	GAC	10	10	4	3	2	New York	GAC	37	25	30	42	4	New York	GAC	22	22	155	155	1															

most airplay adds  
**COUNTRY**

**NEW STATIONS**

Table listing new stations for various songs. Columns include artist/album, station name, and number of detections. Songs include 'My Heart Is Lost To You', 'Ten Rounds With Jose Cuervo', 'I'm Gone', 'Where Would You Be', and 'I Miss My Friend'.

Main table of station detections. Columns include station name, song title, and number of detections. Stations listed include WQMX Akron, Ohio; WYRK Buffalo, N.Y.; WCOB Columbia, S.C.; WWRG Fort Myers, Fla.; WQNCN Columbus, Ga.; WFRE Frederick, Md.; WFLS Fredericksburg, Va.; WFCV Lakeland, Fla.; WYNY New York; WYWK Atlanta; WYOC Charlotte, N.C.; WSOC Charlotte, N.C.; WUSY Chattanooga; WUSN Chicago; WYGY Cincinnati; WGAR Cleveland; WCCY Colorado Springs; WZBK Birmingham, Ala.; WZCK Birmingham, Ala.; WKL Boston; WYRK Buffalo, N.Y.; WCOB Columbia, S.C.; WWRG Fort Myers, Fla.; WQNCN Columbus, Ga.; WFRE Frederick, Md.; WFLS Fredericksburg, Va.; WFCV Lakeland, Fla.; WYNY New York; WYWK Atlanta; WYOC Charlotte, N.C.; WSOC Charlotte, N.C.; WUSY Chattanooga; WUSN Chicago; WYGY Cincinnati; WGAR Cleveland; WCCY Colorado Springs; WZBK Birmingham, Ala.; WZCK Birmingham, Ala.; WKL Boston.

Main table of station detections (continued). Columns include station name, song title, and number of detections. Stations listed include WDRM Huntsville, Ala.; WKIS Miami; WMIL Milwaukee; KEFY Minneapolis; WMSJ Jackson, Miss.; WQIK Jacksonville, Fla.; WROO Jacksonville, Fla.; WXBQ Johnson City; KBEQ Kansas City; WLVW Montgomery, Ala.; WMUS Muskegon, MI; WKDF Nashville; WSIX Nashville; WSM Nashville; WSMO Nashville; WNOE New Orleans; WYNY New York; WYWK Atlanta; WYOC Charlotte, N.C.; WSOC Charlotte, N.C.; WUSY Chattanooga; WUSN Chicago; WYGY Cincinnati; WGAR Cleveland; WCCY Colorado Springs; WZBK Birmingham, Ala.; WZCK Birmingham, Ala.; WKL Boston; WDRM Huntsville, Ala.; WKIS Miami; WMIL Milwaukee; KEFY Minneapolis; WMSJ Jackson, Miss.; WQIK Jacksonville, Fla.; WROO Jacksonville, Fla.; WXBQ Johnson City; KBEQ Kansas City; WLVW Montgomery, Ala.; WMUS Muskegon, MI; WKDF Nashville; WSIX Nashville; WSM Nashville; WSMO Nashville; WNOE New Orleans; WYNY New York; WYWK Atlanta; WYOC Charlotte, N.C.; WSOC Charlotte, N.C.; WUSY Chattanooga; WUSN Chicago; WYGY Cincinnati; WGAR Cleveland; WCCY Colorado Springs; WZBK Birmingham, Ala.; WZCK Birmingham, Ala.; WKL Boston.

NEW STATIONS reflects stations playing song 6 or more times for the first time. TOTAL reflects stations playing song 6 or more times. DAYPART % reflects total detections on all stations.

