

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

March 21, 1997 \$ 4.95 Volume 5 • No. 12

COUNTRY HIGHLIGHTS

#1

★★★★ NO. 1 ★★★★★

REBA MCENTIRE

How Was I To Know (MCA)

★★★★ AIRPOWER ★★★★★

GEORGE STRAIT • *One Night At A Time (MCA)*

NEW RELEASES

JEFF CARSON • *Do It Again (CURB)*

MARK CHESNUTT • *Let It Rain (DECCA)*

TAMMY GRAHAM • *A Dozen Red Roses (CAREER)*

PERFECT STRANGER • *Fire When Ready (CURB)*

REGINA REGINA • *Right Plan, Wrong Man (GIANT)*

Does Country Still Deliver The Males? Or Are They Getting Too Much Attitude?

by Phyllis Stark

It is becoming increasingly common at industry conventions like the recent Country Radio Seminar to hear discussions about why all the male country listeners are leaving the format and where they are going. But despite some evidence indicating that the format seems to have been particularly hard hit by an erosion of male listeners, not everyone thinks there is a problem.

Even after the format's leveling off of recent years, country is at or above where it was in the pre-boom spring of 1989 in every demo except two: men 18-plus and adults 35-64. The 9.9 share for men in fall '96 marks the first time the format has been below a 10 share with men since Billboard and Arbitron jointly began tracking national shares of listening in 1989.

While female shares have grown 9.7-11.5 from spring 1989 to fall 1996, male numbers are off 10.1-9.9. Comparing each demo to its peak period, the drop-off is sharper: Female numbers peaked at 13.9 in the spring and fall of 1993 and have since dropped 2.4 shares from that high. Male numbers peaked at 13.4 in the fall of 1992, but the format has lost 3.5 shares of men since then.

So, where are all the men going and why? Theories range from female-attitude songs like Mindy McCready's "Guys Do It All The Time" to the rise

of modern rock and other formats that target men.

At WIVK Knoxville, Tenn., MD Chris Huff says in some male demos the station was down as much as 8 shares in the last book. "We saw a major erosion," he says. And while he says he has seen some evidence to indicate it may have been merely a fluke, Huff believes that some of what he calls the "female-slanting songs may have turned some guys away." He cites "female anthems" such as "Guys Do It All The Time," Shania Twain's "Any Man Of Mine," and even Deana Carter's "Strawberry Wine," which Huff says "was great song for the format but may not be as big for men as it has been for women."

"You look back, and a lot of the music that has been out there the last six months has been leaning female," Huff says. "It may not be driving men away en masse, but it's part of the puzzle to look at. We have to do a better job of balancing the music that comes in. Now, we're taking a song like Terri Clark's 'Emotional Girl' and being more careful about it than we [would've] been in the past."

"In the good old days, you didn't have to worry about it. All the songs were mass-appeal," adds Huff. "Now, there is a little more gender fragmentation [in the music]."

At WUSN (US99) Chicago, PD Alan Sledge says he's seen a lot of ero-

Continued on page 6

REGINA REGINA

"RIGHT PLAN, WRONG MAN"

RIGHT SONG, RIGHT TIME

Airplay Date: MARCH 24

THIS WEEK In Country Airplay Monitor

- 3 Stroud Exits Giant, MCA's Borchetta Out
- 4 Canada Converts To BDS Data
- 6 Profile: WSM Nashville's Kyle Cantrell

Monitor Classifieds

pg. 8

9. ant ©1997

Kris Tyler

KEEPING YOUR KISSES

"When I got the cassette sampler and saw that Tony Brown and Emory Gordy, Jr. produced her, it intrigued me...when I listened to the cassette, it blew me away...and when I saw her at CRS, I was convinced, Kris Tyler is the real deal...."

TIM COTTER
KDRK, Spokane

"It is the perfect springtime record...I'll add it as soon as I get it!"

TOM JORDAN
KWNR, Las Vegas

"The three song sampler tape wasn't enough, I wanted to hear more."

JOHN ST. JOHN
KYGO, Denver

"WOW what a talent... A great find!"

MIKE MEEHAN
WCMS, Virginia Beach

"When Kris Tyler's CD was playing in my office, sales people working down the hall came in to listen. That's the best in-house research you can get!"

JAY ROBERTS
WQYK, Tampa

"It's been a long time since I heard an artist who knocked me out on the first listen. Kris does that!"

BARRY MARDIT
WITL, Lansing

"Add this record immediately or we are going back to Phoenix!"

TIM & WILLY
WKXK, Chicago

PRODUCED BY **TONY BROWN** AND **EMORY GORDY, Jr.**

LISTENING FOR AIRPLAY NOW

THE PREMIERE SINGLE FROM HER DEBUT ALBUM OUT THIS MAY...

What A Woman Knows (53045)



RISING TIDE
country's next wave

Tanya's Other CRS Appearance



Jones Satellite Networks' U.S. Country and CD Country formats hosted more than 50 artists during a live broadcast from the Country Radio Seminar in Nashville. U.S. Country's Bobby Sherman is pictured at the broadcast booth interviewing Tanya Tucker.



RADIOACTIVE BY PHYLLIS STARK

Ron Ellis Named PD As Murdoch Buys WBEE

Former WCKT Fort Myers, Fla., OM **Ron Ellis** is named PD at **WBEE** Rochester, N.Y., replacing former OM **Bob Barnett**, now at sister **WIL** St. Louis. Meanwhile, **WBEE/WIL's** parent company, Heritage Media, is sold to **Rupert Murdoch**, who plans to spin off the group's radio properties. The radio group will be placed in trust.

Lindsey Cipicic is named PD/midday host at **KBUQ** Phoenix, replacing **Jeff Daniels**, now at crosstown classic hits outlet **KHTC**. Cipicic most recently was APD/MD/midday host at top 40 **KUBE** Seattle and previously was MD at **KYCW** Seattle.

After a stint as PD of oldies **WJPS** Evansville, Ind., **Carl Becker** returns to country as PD of **KYKR** Beaumont, Texas, replacing **Kurt Gilchrist**, who moved over several months ago to focus on **KYKR's** AC and top 40 duopoly partners.

WTCR Huntington, W.Va., PD/midday host **Dave Poole** is out. No replacement has been named; send T&Rs to **Judy Jennings-Riffe**. Reach Poole at 304-529-2185.

Savannah, Ga., gets a new country station, as formerly dark **WSHG** returns to the air as **WGZR** (Gator 104.9) under consultant **Mark Tudor** and PD/p.m. driver "**Big**" **John Bowen**, formerly at **WBVB** (Bubba Country) Huntington, W.Va. **WBVB's** **Scott Hesson** and **Steve "the Otter" Thomas** join from **WBVB** for mornings and nights, respectively. **Tim Bond**, PD of co-owned classic rocker **WFXH**, will do middays.

KRAZ Santa Rosa, Calif., flips to classic hits, becoming **KGRP** (the Grape).

WWQM (Q106) Madison, Wis., OM **Tom Oakes** adds acting station manager duties.

WACT Tuscaloosa, Ala., is now simulcasting new sister station **WTXT** in anticipation of a format change, expected next week. The **WACT** staff remains for now, although morning man **Rick Reed** moves to nights at **WTXT**, where he will be known as **Rick Miller**. He replaces **Joey Thrower**.

Bill Waddington is upped from ND/production manager to PD/operations director at **KOOV** Killeen, Texas. Also, **Kari "the Mouse" Grant** is upped from P/T to middays. The shift was scheduled to have been filled by **Chris Cummings**, who instead remains at **KWTX** Waco, Texas.

Night jock **Kevin Mitchell** is upped to PD/mornings at **WGLR** Dubuque, Iowa, replacing **Dean Michael**, who exits radio. New to nights is **Jeff Meyer**, who was P/T at **WQRB** Eau

Claire, Wis.

Former progressive country outlet **WELY** Duluth, Minn., becomes hot **AC Kiss 92.1**.

Joe Connolly, former night jock at **WEZL** Charleston, S.C., joins **WAMM** Harrisonburg, Va., as PD/morning host, replacing **Steve Knupp**.

KVOC Casper, Wyo., was sold to Mt. Rushmore, parent company of rival **KQLT**, and flipped to automated oldies March 10. The entire **KVOC** programming and sales staff, including PD **Daryl Davis**, is out; reach Davis at 307-266-4511.

WKXK Chicago APD/MD **Matt McCann** exits and is looking for a new opportunity; reach him at 630-241-8536. Night host **Dominica** adds MD duties. **Nancy Turner**, who had been splitting the midday hours with **McCann**, now extends her shift to cover the entire five-hour daypart, with three hours live and two on tape.

John Scott becomes APD/MD/afternoons at **WQJK** Jacksonville, Fla., leaving the station with a night opening.

Heath Schoenfeld is upped from MD to the newly created APD/MD position at **WPAW** (Panther Country) Vero Beach, Fla.

KMPS Seattle P/T jock **Mike Spencer** is upped to production director for sister stations **KYCW** and **KCIN**.

P/T **Roy Samson** (aka **Splash Gordon**) is now in early middays at **WGRX** (Froggy 100.7) Baltimore, splitting PD **Dave Anthony's** midday shift into two.

PD **Randy "Shotgun" Robbins** moves from afternoons to middays at **WNCY** Appleton, Wis., replacing **Amber Thomas**. APD/MD/night jock **Steve Davis** segues to afternoons. New to nights is **Joe Boxer** from P/T at sister classic rocker **WOZZ**.

Premiere-owned **After MidNite** Entertainment will launch a countdown show, called "The Country Chart," at the end of April, to be hosted by **Blair Garner**. Also, **AME** adds **KFRG** Riverside, Calif., MD **Don Jeffrey** as host of its Sunday 3-9 p.m. shift. **AME** president **Rod West** still seeks another P/T weekend jock in the wake of **Jason Dean's** move to **WSOC** Charlotte, N.C.; send him T&Rs.

Huntsman Entertainment has acquired the monthly **Positive Country** distribution service, which is shipped to nearly 1,000 country and Christian stations.

KSON San Diego morning hosts **Tony Randall** and **Kris Rochester** have re-signed with the station for a three-year contract extension.



COUNTRY CONFIDENTIAL BY WADE JESSEN

Montgomery's Good Influence On Sara Evans

Occasionally, when I review writer credits on new product, a familiar name jumps off the page like a bolt of lightning. I first reviewed Sara Evans' debut RCA album, "Three Chords And The Truth," without benefit of writers credits, but I kept returning to one track, "If You Ever Want My Lovin'." When I got the list of writers credits for the album, I realized why. That track was co-written by Evans, new **Almo Sounds** artist **Billy Yates**, and **Melba Montgomery**.

Once I learned **Montgomery** was a co-writer, I felt a bizarre sort of déjà vu on subsequent listens. I couldn't help hearing an overwhelming **Montgomery** influence in Evans' vocals. I would picture **Montgomery** onstage with **Roy Acuff** or **George Jones**, belting this lilting, sassy song out for an enthusiastic **Opry** audience. **Montgomery** has one of the best pure, rippling Southern country voices ever, and hearing Evans sing this song was eerie and exciting.

Montgomery has a history in country music that even Hollywood would have had trouble dreaming up. She was raised on a farm in rural southern Tennessee and had her first guitar by the age of 10. Her entire family was musical. In 1958, she and her brother entered a talent competition sponsored by **Pet Milk**, with the finals held in **WSM Nashville's Studio C**.

Montgomery was noticed by **Opry** godfather **Roy Acuff**, who hired her as a replacement for the female singer in his troupe. During four years with **Acuff**, she toured the U.S., Europe, North Africa, Australia, and Canada,

hitting virtually every military base along the way.

With **Acuff**, she appeared on the **Grand Ole Opry** and worked with comedy duo **Lonzo & Oscar**. She was signed to **United Artists** in '62, when producer **Pappy Daily** teamed her with **Jones**. Her own composition, "We Must Have Been Out Of Our Minds," became a big international hit duet for **Jones** and **Montgomery**.

Besides her duet success with **Jones**, **Montgomery** had noticeable pairings with **Gene Pitney** and a best-selling duet album with **Charlie Louvin** in 1970. Her biggest solo hit was the 1974 **Harlan Howard** recitation, "No Charge," which went to No. 1 on **Billboard's** **Hot Country Singles & Tracks** chart. More recently, **Montgomery** co-wrote "Close To Crazy" for the new **Reba McEntire** set, "What If It's You."

Her recent songwriting renaissance comes at a time when other country poets are experiencing renewed interest, such as **Tom T. Hall** and **Bill Anderson**. It's probably no coincidence that these writers are resurgent at a time when many radio programmers, critics, and fans are chanting protests about a homogeneous sound in our music. Homogeneous is one word that's never been used to describe **Montgomery**, or **Hall** and **Anderson**, for that matter.

Montgomery's recordings can be tricky to find. Check your favorite used-record stores, or ask your Capitol rep to send you the 1996 reissue "George Jones & Melba Montgomery" from the **Vintage** series.

ON THE ROW

Stroud To Exit Giant; Borchetta Out At MCA

Giant Records president **James Stroud** has resigned effective April 15 to concentrate on his producing and publishing ventures. No official word on a replacement, although **Epic** VP **Doug Johnson** is expected to nab the job.

In a move that shocked **Music Row**, **MCA** senior VP of promotion **Scott Borchetta** was fired March 12. **MCA** senior director of national promotion **David Haley** was immediately upped to VP of national promotion. Look for West Coast regional **Bill Macky** to replace **Haley** and for promotion manger **Royce Risser** to replace **Macky**. Reach **Borchetta** by E-mail at **Scottb@starstruck-ent.com**.

Tim McGraw has named attorney **Scott Siman** as his personal manager and signed a new recording contract with **Curb Records**. **Siman** most recently was senior VP of **Sony Music Nashville**.

Jimmy Harnen has been hired as Dallas-based Southwest regional for **Curb/Universal**, effective March 31. **Harnen**, who replaces **David Williams**, is currently country marketing rep for **Gavin**.

In addition to reviving the **Monument Records** imprint as a new label, as tipped here last week, **Sony Music** is launching a fourth Nashville label, **Lucky Dog**. **Sony Music Entertainment Nashville** president **Allen Butler** told **Billboard** Bulletin that **Lucky Dog** will be an alternative country label for older acts and new roots artists. The label's first acts are **Asleep At The Wheel**, which moves from sister label **Epic**, and **David Allan Coe**. **Lucky Dog** will forgo mainstream radio and focus mainly on touring and college promotion.

Kevin Whitesell exits his position as coordinator, media and publicity, at **Arista**. He is looking for a new opportunity; reach him at 615-834-1007.

The **Country Music Assn.** and **Advertising Age** magazine will jointly sponsor the second **Marketing With Country Music** conference May 14-15 at **Nashville's Renaissance Hotel**. The conference is designed to familiarize marketing and advertising-industry professionals on brand-marketing opportunities in country music. Performers scheduled to participate include **John Berry**, **Paul Brandt**, **Mark Chesnutt**, **Kathy Mattea**, **Kim Richey**, **Marty Stuart**, and **Trisha Yearwood**.

For the seventh consecutive year, the **International Country Music Fan Fair** has sold out its capacity of 24,000 people months in advance. The 26th annual **Fan Fair** is scheduled for June 16-21 at the **Tennessee State Fairgrounds** in **Nashville**.

If you saw **Rodney Crowell** at the **Warner Bros.** showcase prior to **Country Radio Seminar**, you know he's now signed to that label, but he will not be a country act. **Crowell** has formed a rock band, **the Cicadas**, whose self-titled debut album is due April 22. The band will be worked by **WB's** Nashville-based progressive-music division. **Crowell's** late '70s/early '80s stint on **WB** saw him worked at both pop and country at various times.

Kim Fowler joins the publicity staff at **Network Ink**. She briefly ran **Kim Fowler Media** and previously was with **Mercury Nashville**.

Songwriter **Kim Tribble** has renewed his production and publishing contract with **Balmur Entertainment**.

The **Academy of Country Music** has announced the nominees in the instrumentalist categories for the awards show, scheduled for April 23 in **Los Angeles**. Winners in these seven categories will be announced prior to the show. Nominees are **Eddie Bayers**, **Brian Prout**, and **Dony Wynn** (drums); **John Hobbs**, **Matt Rollings**, and **Dwain Rowe** (keyboard); **Charlie Crowe**, **Brent Mason**, and **Jimmy Olander** (guitar); **Paul Franklin**, **Troy Klontz**, and **Jay Dee Maness** (steel guitar); **Stuart Duncan**, **Rob Hajacos**, **Mark O'Connor**, and **Jimmy Stewart** (fiddle); and **Danny Milliner**, **Dana Williams**, and **Glenn Worf** (bass). In the specialty instrument category, nominees are **Jerry Douglas**, **Steven Duncan**, **Stuart Duncan**, **Charlie McCoy**, and **Terry McMillan**.



WATCHING THE DETECTIONS

BY HESTON HOSTEN



Canada Converts To BDS Data

OH CANADA! Several years after the first Broadcast Data Systems monitor was deployed in Canada, that country's leading trade magazine, *The Record*, has converted its charts to BDS-monitored data. In Canada, BDS monitors more than 125 stations in 15 markets and five different formats—modern, mainstream rock, top 40, AC, and country. Plans are under way to expand into more markets this year, and even if knowing that a Kingston, Ontario, monitor is coming doesn't mean much to our American readers, Canadian monitoring has meant that some U.S. outlets (such as modern WBTZ Burlington, Vt.) can be monitored from Canada. Some U.S. stations, such as WBTZ and Buffalo, N.Y.'s top 40 WKSE and R&B WBLK, also serve as dual reporters to U.S. and Canadian charts.

More important, the introduction of BDS in Canada has already shaken up the marketplace, just as it did when *Billboard* converted its first U.S. format, country, to monitored data in 1990. In Canada, where 20%-30% local content is the law for radio, David Farrell, publisher of *The Record*, says, "Phantom airplay has been exposed, and it has revealed an alarming prejudice against nonsuperstar Canadian artists."

AND HOME AGAIN: Meanwhile back in the U.S., BDS will spend most of 1997 upgrading hardware in our existing markets to accommodate new stations and looking into new formats, such as classic rock, to monitor. During the last quarter of '97, we'll again look at expanding into new markets, with an emphasis on those still unmonitored within the top 100. Meanwhile, look for new AC, top 40, R&B, modern, and country outlets in the next few weeks.

LAST MONTH, BDS unveiled its BDS/Preferred Data product to the industry. The new computerized monitoring system shows playlists of AC, country, top 40, and modern rock stations nationwide. BDS/PD is a Microsoft Windows, client-server-based system that delivers information to users via the Internet with unparalleled ease and in-depth

analysis. BDS/PD allows you to analyze your direct competition's daily music logs the next day; track a competitor's playlist, rotations, and spins by hour, daypart, day, week, year, artist, or title; and access core artists lists, positioning statements, and slogans. Users can create charts based on stations, days, and hours of their choice. MediaAmerica represents sales of the product in the U.S. For more info, call MediaAmerica Affiliate Marketing at 212-302-1100.

BDS VS. NATURE: One of the realities of having a remote monitoring system is its vulnerability to uncontrollable circumstances such as hurricanes, snowstorms, and other weather-related events. Other problems include power outages, station-signal fluctuation, damaged antennas, and monitor failure. When such instances occur, BDS quickly reacts to the problem, but in cases where the problem continues for three or more days, BDS and Airplay Monitor remove affected stations from the charts until the problem is corrected.

MIXES MATTER: We've said it before, but it's worth re-emphasizing to labels that BDS needs all versions of your song. For instance, even though we might have the CD in the system, mixers commonly use vinyl on the air. CD and vinyl are different media to the computer. The system takes into consideration the quality of the audio it listens to when fingerprinting. Even cassettes and DATs have different output. Remember, we need everything you send to radio, and we need it as early as possible. Please send your media to BDS, 8100 NW 101 Terrace, Kansas City, Mo. 64153; Attn.: Lana Goodman.

FOR A LIST of monitored stations by formats, simply go online at <http://www.bds-online.com>.

Any questions? Call me at 212-789-1261 or fax 212-789-1270. Or write to BDS, 11 W. 42nd St., 12th Floor, New York, N.Y. 10036. Send E-mail to heston@earthlink.net.

Maiden Voyage



RCA Label Group hosted its 11th annual concert on the General Jackson Riverboat in Nashville during the Country Radio Seminar, at which the label introduced newcomer Sara Evans on her maiden voyage. Pictured with Evans, from left, are WIOV Lancaster, Pa.'s PD Dick Raymond, GM Mitch Carroll, and MD Keith Patrick.

AIRBORNE

Instant information on Country's new artists

Edited by Sue Falco

Big House

"COLD OUTSIDE" (MCA)

The six members of Big House, all veterans of the Bakersfield, Calif., music scene, got together just a year ago and were quickly signed to MCA. Since then, the group has opened for Travis Tritt, Wynonna, Patty Loveless, and Collin Raye, in between recording dates for a self-titled debut album, which is due March 25. Harmonies are shared by all of the group members: brothers Monty and Tanner Byrom, David Neuhauser, Chuck Seaton, Sonny California, and Ron Mitchell.

Kippi Brannon

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

Kippi Brannon was signed to MCA at the age of 14 and charted with such singles as "If I Could See You Tonight," "He Don't Make Me Cry," "In My Dreams," and a remake of Webb Pierce's "Slowly" between age 15 and 17. In 1982, she was a top new female vocalist



nominee at the Academy of Country Music Awards. But after four singles and without having recorded a full album, she quit the business to attend college. During her break from music, Brannon married twice and worked as a secretary and an accounting assistant, among other jobs. Now 30 and the single mother of a 9-year-old girl, Brannon makes her Curb/Universal debut, "I'd Be With You."

The Buffalo Club

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

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

Bill Engvall

"HERE'S YOUR SIGN (GET THE PICTURE)"
(WARNER BROS.)

Comedian Bill Engvall, a native of Galveston, Texas, originally planned to be a teacher until he discovered that he loved making people laugh. He has made several appearances on "The Tonight Show" and, in 1992, won the American Comedy Award for best male stand-up comedian. Engvall, who currently lives in Los Angeles and appears regularly on "The Jeff Foxworthy Show," released his debut comedy album on Warner Bros. last May.

★ Sara Evans

"TRUE LIES" (RCA)



Sara Evans was raised on a farm in Boonesboro, Mo., a town of 1,200. Her family, which included seven children, raised corn, beans, cattle, hogs, and tobacco. Evans started singing at the age of 4 and learned

the mandolin shortly thereafter. She became locally famous, performing with her brothers as "The Sara Evans Show" in churches and at retirement homes, PTA meetings, and bluegrass festivals. The extra income the group earned supplemented the Evans family's meager farm income. Evans moved to Nashville in 1991, where she met and married musician Craig Schelske and then moved to Schelske's home state of Oregon, where they performed together for three years. She returned to Nashville in 1995, when a demo of Harlan Howard's "I've Got A Tiger By The Tail" helped land her a deal with RCA. Pete Anderson produced her debut album.

Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

The Texas-based Sons Of The Desert honed their skills in dance halls and nightclubs, playing everything from Vince Gill to Elton John covers and traveling for two years in a '72 Dodge Apollo RV. Group members are lead singer Drew Womack, guitarist Tim Womack (Drew's older brother), bassist Doug Virden, keyboardist Scott Saunders, and drummer Brian Westrum, a Minnesota native who once played in a polka group. In an unusual move for Nashville, album producers



Doug Johnson and Johnny Slate let the band members play on their Epic debut album. Drew Womack penned most of the material on the 10-song set.

Jeffrey Steele

"A GIRL LIKE YOU" (CURB)

After years of singing lead and playing bass with the group Boy Howdy, Southern California native Jeffrey Steele is going solo. He wrote or co-wrote all of the songs for his new Curb album, as well as previous Boy Howdy hits "She'd Give Anything," "They Don't Make 'Em Like That Anymore," and "A Cowboy's Born With A Broken Heart." He also wrote three songs on Kevin Sharp's debut album. Steele, who now lives in Franklin, Tenn., is a weight lifter and an avid mountain-bike rider who once tried out with the San Diego Padres before a knee injury from a motorcycle accident sidelined his baseball career.

Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

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

★ Denotes first appearance. Airborne features those artists who are making their debut chart runs in *Country Airplay Monitor*. Send information on new artists to Sue Falco c/o *Country Airplay Monitor*, 1515 Broadway, 15th Floor, New York, NY 10036.

Sammy Kershaw

“Fit To Be
Tied Down”

on your desk now

Airplay date: 3/31

Come visit us at:
www.polygram.com/mercurynashville

Produced by Keith Stegall

Go Tell Management
Julie Deveraux



©1997 PolyGram Company

Does Country Still Deliver the Males? Or Are They Getting Too Much Attitude?

Continued from page 1

sion in male listeners. "There is a lot of noise out there right now for 18-34 males," he says. "That, coupled with the fact that the format is extremely female-leaning, [means] it may not be a male experience right now. The music is speaking to the female audience. . . . The songs coming out of Nashville seem to be so relatable to women." As for female-attitude songs, Sledge says, "I don't know if they're driving men away as much as they are appealing to women."

KXKC Lafayette, La., PD Renee Revett calls them "whiny songs" rather than "attitude songs," but she too believes they may have driven some males away. "The whiny females syndrome may subtly have a negative connotation. There are so many new female artists, and so many of them have that attitude," she says. "Mindy McCready is so precious I hate to pick on her, but 'Guys Do It All The Time' is a whiny song. Last year, somebody came out with a positive love song, and I didn't know how to act. I thought, 'She's not mad about anything.'"

Huff thinks another reason males are leaving the format is that some country stations are now researching only women in focus groups and auditorium tests—something that marked top 40's slide from mass-appeal to a niche format in the late '80s/early '90s. "I've always wondered why stations would just research women," he says. "Country is a very broad format, and if you just start researching yourself into a corner like that, you're going to find yourself in a corner."

Revett believes the glut of new artists so often blamed for country's overall downturn has had a particularly detrimental affect on male listeners because women "are just paying a little closer attention. Perhaps men don't listen with the same intensity, so it's harder for them to keep up."

"A couple of years ago, I said that if country didn't get careful, we were going to be upstaged by groups like Hootie & the Blowfish, [but] Nashville continued its glut," says Revett. "It's very similar to something that happened here in Louisiana. We had an oil and gas industry that was just phenomenal. Everybody was making money, and there was so much excess it just busted. Hopefully, there won't be a bust in country music, [but] it's very similar as far as the excess. [The thinking is], if one is good, then nine are better."

There is a much-mentioned theory that other formats have improved and become more of a draw for men. The formats most often cited for taking male country listeners are modern, classic, and album rock; jazz; and news/talk. In Knoxville, Huff believes that most of the listeners he lost in the fall seem to have turned up at the market's classic rocker.

Sledge believes the male audience hasn't left radio, just country. "The good news is they're [still] using radio. They're responding," he says. "The challenge for country is to figure out the way to get them back, either musically or through nonmusical elements."

But regardless of whether the men come back, Sledge says he is "glad it's a female-driven format. They are loyal and aware of the radio station. That really serves the format well right now. Radio stations don't create markets, they serve them. . . . [So] if there was a market for [country] stations that were male-leaning, perhaps you'd see those stations on the air."

ARBITRON: A WIVES' TALE?

Ironically, the perceived downturn in male numbers comes at a time when Arbitron has greatly increased its response rates among men 18-34, thanks to higher diary premiums and more follow-up calls to households containing a target male.

But Pierre Bouvard, Arbitron's GM of radio-station services, says he has frequently heard the theory that the increased male-response rate, and the fact that Arbitron has increased its overall sample sizes from 40% to 70% in most markets in the past four years, has actually had a detrimental affect on country shares. According to what he calls the "wives' tale," the new listeners being surveyed must be rock listeners because they are 18- to 34-year-old men. In fact, Bouvard says, increased sample and a better representation in male demos simply means more accurate measurement across the board.

But Bouvard is among those who does not believe country's male shares are off any more than its female shares. He cites a two-year trend showing country off about 17% with men and about 15% with women.

GUYS DO IT ALL THE TIME

Bouvard is joined in that belief by some programmers, like WYGY (Y96) Cincinnati's Patti Marshall, who say there is no problem with eroding male numbers in country. "I don't remember being crushed in the last book by a lack of males," says Marshall, who is particularly incensed by the theory that female-attitude songs may be driving men away. "That's not giving our male listeners much credit," she says. "Name me a sexier female than Shania Twain or Mindy McCready. The females have never been sexier."

According to Marshall, male programmers who say female-attitude songs are a problem are "threatened" by strong female artists. Male programmers "are so busy wondering where their drinking songs went that they're not concerned about what their predominantly female audience wants to hear. Strong females are putting out great songs, not just female-attitude songs."

Marshall cites results of a recent auditorium test showing that in Cincinnati, "Any Man Of Mine" actually scored higher among men than women, that "Guys Do It All The Time" scored just slightly higher with women, and that "Strawberry Wine" scored the same with both genders.

"All of a sudden, we've become overly gender-conscious," says Memphis-based consultant Craig Scott, who believes the perception that there is a male problem may have come from people looking too hard for the causes of the format's overall audience declines. "Whatever is going on in this format, you can't point to it being peculiar to one gender," he says.

"We have a lot of people in this format that are examining all possible reasons why there could be a slump," Scott adds. "In the interest of trying to find out at the station level and maybe the industry level why something is going on, you start looking under rocks that are real small for something to point to. I wouldn't point my finger to Nashville or to radio, and certainly not to men."

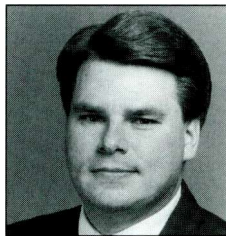
MONITOR PROFILE

In Heated Nashville Battle, Kyle Cantrell 'Tunes Up' No. 2 WSM-FM With New Sound

With a brand-new marketing campaign built around the phrase "tuned up" on-air and on billboards across Nashville, and a new music mix heavy on '80s gold, WSM-FM is mounting an effort to reclaim its former place as the market's leading country station.

"Over the years, some very astute people at WSIX have taken our rightful place in country music's heritage away from us, and shame on us for letting that happen. But I believe we can get it back," says Kyle Cantrell, OM at WSM-AM-FM and N/T sister WWTN. Cantrell believes he can defeat market leader WSIX, claiming, "If I didn't think so, I wouldn't be here. WSIX is a great radio station. I just think we're better, and we can be better than we are. . . . WSM's call letters have a great deal of equity, and we deserve to be the premier radio station in the U.S. We're working on that from here on out."

In the fall '96 Arbitrons, WSIX slipped 14.8-11.9 12-plus, while WSM-FM was up 8.4-9.7,



Kyle Cantrell
Operations Manager
WSM Nashville

There has to be diversity in the music for everyone to be happy

making the stations No. 1 and No. 2 in the market, respectively. Although WSM was just three-tenths of a share ahead of where it was in fall '95, WSIX lost 3.4 shares in the same year, narrowing the lead it once had over WSM. One reason the gap narrowed in the fall is WSM's live broadcast from the co-owned Wildhorse Saloon dance club six nights a week. The show, hosted by Rich Miller, pulls a 9.3 share at night, the only daypart in which it beats WSIX, which had a 5.8 evening share.

WSM's musical changes, implemented Feb. 17, sound more dramatic on-air than they look on paper. Cantrell says he made the changes, because "the station needed freshening. We were too similar to our competitor. . . . For a long time, we've been much like them, because it's such a heated battle."

Now, Cantrell has cut back his currents from 49 to 45 and decreased the rotations of powers from 38 to 31 spins a week to make room for a new gold category consisting of "less-played songs from the '80s." Among the titles heard recently on the station are the Desert Rose Band's '89 hit "She Don't Love Nobody," Restless Heart's "Dancy's Dream" ('90), Keith Whitley's "Homecoming '63" ('86), and older titles from Alabama and Highway 101.

Cantrell says deciding which records to include in the new category was "nothing scientific, just one of those gut-level calls." He went through the library of country gold sister WSM-AM to pick out some songs "that mainstream country radio has long since given up" and that were particularly strong hits on WSM when they were first played as currents. Even though he cannibalized the AM's library a bit, Cantrell says the records he chose for the FM will remain on the AM as well.

Here's a recent afternoon hour on WSM-FM: Toby Keith, "A Little Less Talk"; Terri Clark, "Better Things To Do"; Brady Seals, "Another You, Another Me"; Kathy Mattea, "455 Rocket";

Little Texas, "What Might Have Been"; Trace Adkins, "(This Ain't) No Thinkin' Thing"; Sawyer Brown, "Six Days On The Road"; Tim McGraw, "Maybe We Should Just Sleep On It"; Diamond Rio, "Mirror Mirror"; Tracy Lawrence, "Better Man, Better Off"; Alan Jackson, "Little Bitty"; Kentucky Headhunters, "Singin' The Blues"; Tracy Byrd, "Don't Take Her, She's All I Got"; and Sammy Kershaw, "She Don't Know She's Beautiful."

Meanwhile, the new "tuned up" campaign hit the air and the streets Feb. 24. A new TV campaign started March 17. At the moment, jocks are using the "tuned up" slogan between every record, although Cantrell says they may back off eventually. "This is very much akin to a grand opening," he says. "We're using it with a great deal of frequency just to get the message across."

Cantrell says the "tuned up" slogan was selected because "it means a lot of different things to a lot of different people. . . . [We were] looking for something almost cutting edge that could be easily tailored to what we're doing at the time—tuned-up music, tuned-up contests." And although Cantrell says a few people have made comments like "I didn't know it was out of tune," most of the listener reaction to both the slogan and the musical changes has been favorable.

"I wondered at the time how much listeners would really notice, but we sometimes don't take into account the sophistication of our listeners," he says. "We've gotten continuous feedback, most of it positive."

WSM recently hired consultant Bob Moody of McVay Media. Although the station had not previously worked with a consultant, Cantrell says Moody's move to Nashville made him a logical choice. "We thought his physical presence here [gave us an advantage]," he says. "We can always use another set of ears turned our way."

But while he says he has nothing against consultants, Cantrell believes the country industry is resisting fragmentation because it will wrest control away from consultants and labels. "The present system is just being threatened," he says. But, Cantrell adds, "I don't believe they'll be hurt by it. At WSM, our two stations are stronger because of our doing something different [from each other]. I can't believe it's been bad for us. I can't see any downsides to fragmentation. . . . I don't see it as anything but bringing people into the format who may be disenfranchised by what mainstream stations are doing."

Cantrell believes that the musical balance needs to return to country for the format to prosper. "If country radio is going to continue to be successful, the pendulum needs to stop swinging" between traditional and contemporary sounds, he says. "There has to be diversity in the music for everyone to be happy. Every time the pendulum has swung one way or the other, the business has suffered as it goes too far. If we could keep it balanced and make room for traditional sounds and contemporary sounds, everyone will be happier."

Like many who have passed through WSM's doors over the years, Cantrell is living his dream. "All I have ever wanted to do in my life is work at WSM," he says. A Nashville-area native, Cantrell grew up listening to WSM and imagined himself as a Grand Ole Opry announcer introducing acts like Roy Acuff. Now, he is the Saturday-night announcer at the Opry in addition to his programming duties and calls that job "one of the loves of my life." He has been working at WSM since 1982, when he joined as a P/T jock. Although it's his dream job, he concedes that "you get bogged down in it some days. You wonder if it's a dream or a nightmare. We have the same concerns and problems as any station."

PHYLLIS STARK

EDITOR: SEAN ROSS
MANAGING EDITOR: PHYLLIS STARK
DIRECTOR OF CHARTS: WADE JESSEN
CHARTS ASSISTANT: MARY DECROCE
REPORTER: DANA HALL
CONTRIBUTORS: SUE FALCO, HESTON HOSTEN
CHART PRODUCTION MANAGER: MICHAEL CUSSON
ASST. CHART PRODUCTION MANAGER: ALEX VITOLIS
EDITORIAL PRODUCTION MANAGER: BARRY BISHIN
ASSOC. EDITORIAL PRODUCTION MANAGER: MARCIA REPINSKI
EDITORIAL PRODUCTION: SUSAN CHICOLA, MARC GIAQUINTO
SARAH JOHNSON, MARIA MANLICIC
COPY EDITOR: CARL ROSEN
ADVERTISING PRODUCTION MANAGER: LEN DURHAM
ADVERTISING ART DIRECTOR: RAY CARLSON

NATIONAL ADVERTISING MANAGER: JON GUYNN
ADVERTISING SALES: LEE ANN PHOTOGLIO
CLASSIFIED ADVERTISING: LAURA RIVCHUN
SALES ASSISTANT: HOLLIE ADAMS

EDITORIAL ADVISER: TIMOTHY WHITE
PRODUCTION DIRECTOR: MARIE GOMBERT
DIRECTOR OF MARKETING: ELISSA TOMASETTI
CIRCULATION MANAGER: JEANNE JAMIN



PRESIDENT: HOWARD LANDER
SENIOR VP/GENERAL COUNSEL: GEORGINA CHALLIS
VICE PRESIDENTS: KAREN OERTLEY, ADAM WHITE
DIRECTOR OF STRATEGIC DEVELOPMENT: KEN SCHLAGER
BUSINESS MANAGER: JOELLEN SOMMER

every **special** counts

April 1997: Become a part of history when Bob Kingsley debuts the 20th album release from the most successful Country music group of all time...

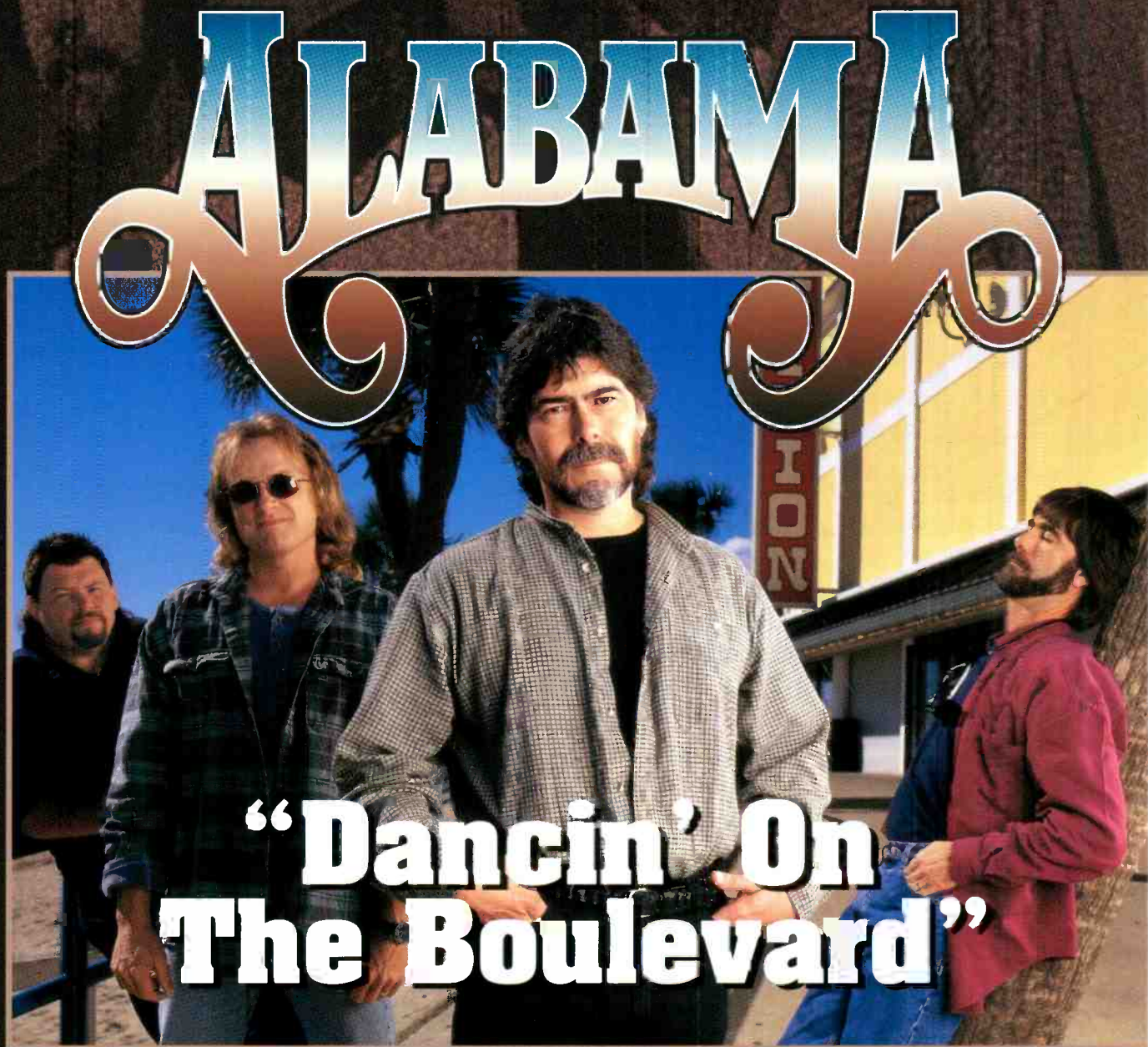
ACADEMY OF COUNTRY MUSIC
"ARTIST OF THE DECADE"

13 MULTI-PLATINUM ALBUMS

OVER 55 MILLION ALBUMS SOLD

OVER 150 MUSIC
INDUSTRY AWARDS

MOST CONSECUTIVE #1'S
BY ANY ARTIST/GROUP



"Dancin' On
The Boulevard"

exclusive 90-minute album premiere.



BOB KINGSLEY
PRESENTS
ALABAMA

To reserve this special for your market,
call Robin Rhodes at (972) 448-3375.

For international airplay,
call (972) 448-3308.



SERVICES

VOICEOVERS

Leicia Macryn

THE UNIQUE FEMALE VOICE
YOUR FEMALE LISTENERS WILL LOVE.

All Formats
IDS, LINERS, PROMOS, ETC.
DAT/Reel overnite - ISDN Avail.
Call now for Demo (810) 401-6744

CARTER DAVIS

VOICE AND
PRODUCTION
FOR RADIO AND TV

Phone:
(901) 681-0650



CALL FOR FREE CUSTOM
STATION I.D. DEMO
1-800-843-3933

ISDN/DCI
WELCOME WMXV -
"THE BUZZ" NY

Get what you want
when you want it

KIIS-FM, Los Angeles
KISS Country, Miami
B-97, New Orleans
KISS-FM, Dallas
DRQ, Detroit
K-Hits, Phoenix.

Sean Caldwell
PRODUCTIONS
Country CHR Rock HotAC
voice-over and imaging ISDN
(813) 926-1250 READY

HELP WANTED

KIX 106 FM

MORNING SHOW

WWKX KIX106 is looking for an aggressive, hit the streets Morning show that's willing to make the extra effort needed to be number 1 ... Be a part of a new era and help us dominate the 18-34 female demographics. T&R to:

JOE DAWSON, WWKX
1110 CENTRAL AVE.
PAWTUCKET, RI 02861
EOE

HELP WANTED

WANTED

Top Radio, Record and Celebrity/Artist Sales Promotion Professionals to sell new realtime interactive www web sites, for labels, stations, artist promotion. Top Commissions Paid. MUST QUALIFY. Also booking artist appearances to grand resorts of the world. Perks. All inquiries no later than April 3. email: info@knightmedia.com
Ph 914-365-1270
Fax 914-365-1271

AM TALENT

WSGF SAVANNAH: CREATIVE AND IMAGINATIVE MORNING PERSONALITY NEEDED YESTERDAY. SEND T&R TO:
KELI REYNOLDS
1 RIVERVIEW ROAD
SAVANNAH, GA. 31410
WOMEN & MINORITIES ENCOURAGED.

TOP 40 AIRPLAY MONITOR
COUNTRY AIRPLAY MONITOR
R&B AIRPLAY MONITOR
ROCK AIRPLAY MONITOR

The only radio publications based exclusively on electronically monitored airplay from Broadcast Data Systems.

Subscribe Today:
1-800-722-2346
For group subscriptions call
(212) 536-5261

Part of the Billboard Music Group.

MAJOR MARKET MORNING TALENT

Top 10 market CHR seeking dynamic personality to add to lifestyle oriented morning team. Must understand the female perspective, be self motivated, and aggressive. Experience writing and delivering news and celebrity gossip reports helpful. If you live and breathe pop culture, this could be your opportunity of a lifetime. Send tape and resume to:

Box 107
Airplay Monitor Classified
1515 Broadway
New York, NY 10036

FEMALES AND MINORITIES ENCOURAGED.
EOE

CALL LAURA RIVCHUN for
Airplay Monitor Classifieds

Phone: (212) 536-5058
Fax: (212) 536-8864

HELP WANTED

PROMOTIONS DIRECTOR

The Monterey Bay's premier soft Rock radio station needs top flight Promotion Director. Experience in voiceover and "big event" promotions required! Stable radio station in beautiful Monterey. Send tape, resume and promotional samples to: Kathy Baker, General Manager, KWAV 97FM, P.O. Box 1391, Monterey, CA 93942. EOE

NEWS DIRECTOR

Three station group looking for News Director who's looking to re-locate to scenic Southwest Virginia. Two years experience required. Growing company. Good benefits. Tape & resume to:

Bill McChain
Operations Manager
New River Media Group
P.O. Box 3788 • Radford, VA 24141
EOE

Here's what voiceover talent Sean Caldwell said about advertising in Airplay Monitor's Classified Section:

"Since we started advertising with Monitor, we've increased the amount of calls and leads generated each month. Monitor has been an effective tool to reach the decision maker as well as establish our name in the industry as a leader in voice-over services and production effects."

CLASSIFIED ADVERTISING RATES

HELP WANTED:

1 WEEK \$25.00 PER INCH
2 WEEKS \$20.00 PER INCH

BOX NUMBER: Add \$5.00

SERVICES:

4 WEEKS \$75.00 PER INCH
13 WEEKS \$60.00 PER INCH
26 WEEKS \$55.00 PER INCH
52 WEEKS \$50.00 PER INCH

DEADLINE (ALL CLASSIFIED):
Each Wednesday 3 pm EST, 9 day leadtime.

• Classified ads are non-commissionable •

SUBMIT ALL AD COPY TO:

LAURA RIVCHUN
AIRPLAY MONITOR CLASSIFIED
1515 BROADWAY
NEW YORK, NY 10036

Phone: 212 536-5058
Fax: 212 536-8864

BE SURE YOUR CLASSIFIED AD APPEARS IN THESE BLOCKBUSTER ISSUES OF AIRPLAY MONITOR:

EVENT/ISSUE	ISSUE DATE	CLASSIFIED AD DEADLINE
■ Impact Convention (April 17 - 20)	April 18	April 9
■ Nomination Ballots Inserted for 1997 Billboard/Airplay Monitor Radio Awards	May 2	April 23
■ Mid West Conclave (July 16 - 20)	July 18	July 9
■ Final Ballots Inserted for 1997 Billboard/Airplay Monitor Radio Awards		
■ NAB Show (Sept. 17 - 20)	Sept. 19	Sept. 10
■ Billboard/Airplay Monitor Radio Seminar and Awards (Oct. 16 - 18)	Oct. 17	Oct. 8
■ Combined Year End Special Issue	Dec. 26	Dec. 15

For More Information Contact:

Laura Rivchun

Phone: (212) 536-5058

Fax: (212) 536-8864

AIRPLAY
Monitor

TOP 40 • COUNTRY • R&B • ROCK

AIRPLAY Monitor® GREATEST GAINERS



Strongest Increase In Airplay This Week

INCREASE
IN PLAYS

BROOKS & DUNN • <i>Why Would I Say Goodbye</i> (ARISTA)	+929
KMLE +23, KASE +20, KVET +19, KSON +18, WUBE +17, WKXC +16, WFLS +16, WRNS +15, WQXK +15, WNCY +14	
GEORGE STRAIT • <i>One Night At A Time</i> (MCA)	+822
WRNS +22, KXXY +21, WKLB +20, WCHY +17, WMSI +16, WYNK +16, KUBL +15, WKCN +15, KGMV +15, WKHK +15	
JOHN MICHAEL MONTGOMERY • <i>I Miss You A Little</i> (ATLANTIC)	+660
KYCW +20, WSM +19, KRKY +15, KTST +14, WDRM +14, WGGY +13, WPOC +13, WCLB +12, WWKA +11, WKSF +10	
BRYAN WHITE • <i>Sittin' On Go</i> (ASYLUM)	+641
WIVK +18, WCLB +16, KFLX +15, WMJC +14, WBUB +14, WKCN +14, WQDR +14, WESC +14, WLWI +13, KUPL +13	
MINDY MCCREADY • <i>A Girl's Gotta Do (What A Girl's Gotta Do)</i> (BNA)	+560
KYNG +34, WXBQ +17, KSON +15, WKTF +14, KCCY +12, WLWI +12, WKXC +12, WFRE +12, WUSN +12, KTST +11	
LEANN RIMES • <i>The Light In Your Eyes</i> (CURB)	+547
KYCY +19, WYAY +18, KIKF +17, WCOL +15, WZZK +15, WIRK +14, KASE +14, KUPL +14, KKQB +14, WWGR +13	
KEVIN SHARP • <i>She's Sure Taking It Well</i> (143/ASYLUM)	+546
KYNG +40, WIL +19, KYCW +19, WDOD +17, KYCY +16, WKJN +15, WYYD +13, WVLK +11, WSSL +11, WBBS +10	
LEE ANN WOMACK • <i>Never Again, Again</i> (DECCA)	+477
WGAR +18, KFMS +16, KUZZ +15, WAMZ +15, KMDL +14, KTST +14, WRNS +13, WKJN +13, KDDK +12, KJYJ +12	
TRACE ADKINS • <i>(This Ain't) No Thinkin' Thing</i> (CAPITOL NASHVILLE)	+464
WKJN +29, WBOB +19, WKXX +18, WESC +15, KUBL +13, KKQB +13, WROD +12, WGKX +11, WRNS +10, WKLB +10	
ALABAMA • <i>Sad Lookin' Moon</i> (RCA)	+438
KKQB +18, WYYD +17, WAMZ +16, KXXY +16, WIL +16, WKXX +15, WSTH +14, KUBL +13, WBCT +12, KIIM +12	
KENNY CHESNEY • <i>When I Close My Eyes</i> (BNA)	+437
WKJN +28, WBUB +16, WSM +16, WMJC +14, KYCY +14, WWKA +14, KRMD +12, KRST +12, KUBL +11, KRYS +11	
TRACY BYRD • <i>Don't Take Her She's All I Got</i> (MCA)	+435
WKJN +27, WKXX +16, WKXC +16, WVLK +16, WSSL +16, WFMS +16, WAMZ +15, WHSL +14, KOUL +14, WIRK +14	
DIAMOND RIO • <i>Holdin'</i> (ARISTA)	+418
WKJN +26, WQMX +16, WOKO +14, WDAF +13, KPLX +13, WHSL +12, WGAR +12, KFDI +11, WTDR +11, WGH +11	
VINCE GILL • <i>A Little More Love</i> (MCA)	+412
WYAY +22, KASE +18, KCCY +16, WPOR +13, WSSL +11, WDAF +10, WGAR +10, KYCY +9, WCOS +9, WIVK +9	
SAWYER BROWN • <i>Six Days On The Road</i> (CURB)	+370
WKTF +22, WAMZ +18, WIL +18, WPOC +16, WKIS +14, WWKA +12, KTST +11, KKCS +11, WSSL +11, WXTU +11	

MOST NEW AIRPLAY THIS WEEK

	No. Of Stations		No. Of Stations
BROOKS & DUNN	71	MARK WILLS	25
<i>Why Would I Say Goodbye</i> (Arista)		<i>Places I've Never Been</i> (Mercury Nashville)	
LEANN RIMES	37	BIG HOUSE	23
<i>The Light In Your Eyes</i> (Curb)		<i>Cold Outside</i> (MCA)	
STEPHANIE BENTLEY	30	MINDY MCCREADY	22
<i>The Hopechest Song</i> (Epic)		<i>A Girl's Gotta Do (What A Girl's Gotta Do)</i> (BNA)	
LEE ANN WOMACK	28	JOHN MICHAEL MONTGOMERY	22
<i>Never Again, Again</i> (Decca)		<i>I Miss You A Little</i> (Atlantic)	
VINCE GILL	25	BRYAN WHITE	21
<i>A Little More Love</i> (MCA)		<i>Sittin' On Go</i> (Asylum)	

VIDEO PLAYLISTS



The Heart of Country

	TW	LW		TW	LW
1	5	4	Travis Tritt, Where Corn Don't Grow	14	29
2	5	4	Terri Clark, Emotional Girl	15	28
3	5	3	Clay Walker, Rumor Has It	16	28
4	4	4	Ricochet, Ease My Troubled Mind	17	28
5	4	4	Toby Keith, Me Too	18	28
6	4	2	Martina McBride, Cry On The Shoulder Of The Road	19	28
7	4	3	Alison Krauss, Baby Mine	20	28
8	4	4	John Berry, She's Taken A Shine	21	28
9	4	4	Trace Adkins, (This Ain't) No Thinkin' Thing	22	28
10	4	4	Lorrie Morgan, Good As I Was To You	23	28
11	4	4	Tracy Byrd, Don't Take Her She's All I Got	24	28
12	4	4	Tracy Lawrence, Better Man, Better Off	25	28
13	4	2	Nikki Nelson, Too Little, Too Much	26	28
14	4	0	Stephanie Bentley, The Hopechest Song	27	28
15	4	4	Collin Raye, On The Verge	28	28
16	4	2	Mila Mason, Dark Horse	29	28
17	3	1	David Lee Murphy, Genuine Rednecks	30	28
18	3	3	Trisha Yearwood, I Need You	31	28
19	3	4	Billy Ray Cyrus, Three Little Words	32	28
20	3	4	John Michael Montgomery, I Miss You A Little	33	28
21	3	3	Bill Engvall With Special Guest Travis Tritt, Here's Your Sign (Get The Picture)	34	28
22	3	5	Deana Carter, We Danced Anyway	35	28
23	3	5	Kathy Mattea, 455 Rocket	36	28
24	3	2	Kevin Sharp, She's Sure Taking It Well	37	28
25	3	3	Noel Haggard, Once You Learn	38	28
26	3	3	Sawyer Brown, Six Days On The Road	39	28
27	3	3	Emilio, I'd Love You To Love Me	40	28
28	3	3	Cledus "T." Judd, Cledus Went Down To Florida	41	28
29	3	3	The Kentucky Headhunters, Singin' The Blues	42	28
30	3	3	Mark Wills, Places I've Never Been	43	28
				44	28
				45	28
				46	28
				47	28
				48	28
				49	28
				50	28

COUNTRY RECURRENT AIRPLAY

RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)	RANK	TW PLAYS	LW PLAYS	TITLE ARTIST (LABEL)
1	2471	3226	RUNNING OUT OF REASONS TO RUN RICK TREVINO (COLUMBIA)	14	1138	1334	I CAN'T DO THAT ANYMORE FAITH HILL (WARNER BROS.)
2	2195	2864	AMEN KIND OF LOVE DARYLE SINGLETARY (GIANT)	15	1135	1246	HER MAN GARY ALLAN (DECCA)
3	2145	2402	IT'S A LITTLE TOO LATE MARK CHESNUTT (DECCA)	16	1116	1190	MY MARIA BROOKS & DUNN (ARISTA)
4	2065	2157	NOBODY KNOWS KEVIN SHARP (143/ASYLUM)	17	1067	1130	LIKE THE RAIN CLINT BLACK (RCA)
5	1922	2052	IS THAT A TEAR TRACY LAWRENCE (ATLANTIC)	18	1063	1213	EVERYBODY KNOWS TRISHA YEARWOOD (MCA)
6	1721	1805	ONE WAY TICKET (BECAUSE I CAN) LEANN RIMES (CURB)	19	1061	1188	LIVING IN A MOMENT TY HERNDON (EPIC)
7	1689	1802	LITTLE BITTY ALAN JACKSON (ARISTA)	20	1018	1134	SO MUCH FOR PRETENDING BRYAN WHITE (ASYLUM)
8	1620	2068	PRETTY LITTLE ADRIANA VINCE GILL (MCA)	21	996	1479	SHE WANTS TO BE WANTED AGAIN TY HERNDON (EPIC)
9	1365	1487	FRIENDS JOHN MICHAEL MONTGOMERY (ATLANTIC)	22	934	1019	LONELY TOO LONG PATTY LOVELESS (EPIC)
10	1283	1354	BIG LOVE TRACY BYRD (MCA)	23	926	1050	DADDY'S MONEY RICOCHET (COLUMBIA)
11	1279	1303	STRAWBERRY WINE DEANA CARTER (CAPITOL NASHVILLE)	24	925	1053	GOODNIGHT SWEETHEART DAVID KERSH (CURB)
12	1272	1343	THE FEAR OF BEING ALONE REBA MCENTIRE (MCA)	25	922	876	I LIKE IT, I LOVE IT TIM MCGRAW (CURB)
13	1228	1273	EVERY LIGHT IN THE HOUSE TRACE ADKINS (CAPITOL NASHVILLE)				

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

THIS IS YOUR ONLY CHANCE!

VOTE

1997 **Billboard & Monitor** AIRPLAY
Radio Seminar & Awards

Don't Miss Out!

• **Nominee Ballot** •
May 2nd issue of Airplay Monitor

(Finalist ballot will appear in the 7/18 issue of Monitor and the 7/26 issue of Billboard)

COUNTRY AIRPLAY

★ ★ ★ **AIRPOWER** ★ ★ ★
(Minimum 3200 detections for the first time)

GEORGE STRAIT 3693/822
One Night At A Time (MCA)

Total Stations: 160/Chart Move: 21-11
Heavy (35+ plays): 11 KOUL, KPLX, KSAN, KTEX, KWJJ, KYCY, KYNG, WAMZ, WDOD, WGKX, WYGY
Medium (25-34): 53 KAJA, KASE, KATM, KBEQ, KFKF, KFMS, KGMV, KHAY, KHEY, KIKF, KKBQ, KMLE, KNAX, KNCI, KRMD, KRST, KRYS, KSCS, KSKS, KSOP, KSSN, KUPL, KVOO, KWNR, KXKC, KXXY, KYCW, KZSN, WBOB, WCOL, WESC, WEZL, WFLS, WIL, WIVK, WKCN, WKXX, WKTF, WLWI, WMZQ, WNCY, WPOC, WQBE, WQDR, WQIK, WQXK, WRKZ, WSTH, WTGE, WTQR, WUSY, WXBQ, WYAY
Light (Under 25): 96
New Airplay This Week: 13 KUBL, WBUB, WCHY, WCLB, WCTK, WDSY, WGH, WIOV, WKHK, WKLB, WOKO, WRNS, WYNK

Medium (25-34): 20 KHEY, KIKF, KMPS, KYCW, WBCT, WCLB, WCTK, WDOD, WGRL, WHYL, WKLB, WKTF, WQBE, WRBQ, WRKZ, WRNS, WTQR, WWGR, WYZZ, WXBQ
Light (Under 25): 134
New Airplay This Week: 8 KCCY, KFRG, KYCW, WAMZ, WBBS, WROO, WSOC, WYRK

BRYAN WHITE 2433/641
Sittin' On Go (Asylum)

Total Stations: 160/Chart Move: 32-25
Heavy (35+): 2 KPLX, KYNG
Medium (25-34): 17 KBEQ, KDDK, KFMS, KSAN, WAMZ, WBCT, WBEE, WBOB, WCLB, WKCN, WKIX, WRKZ, WRNS, WSIX, WSTH, WYZZ, WYAY
Light (Under 25): 141
New Airplay This Week: 21 KIIM, KILT, KWEN, KXXY, KYCW, WBUB, WCKT, WFMS, WGKX, WIVK, WKHK, WKIS, WKSJ, WKTF, WKXC, WKXX, WLWI, WMJC, WQDR, WYCD, WYYD

MILA MASON 2350/83
Dark Horse (Atlantic)

Total Stations: 160/Chart Move: 27-26
Heavy (35+): 1 KYCY
Medium (25-34): 18 KBEQ, KMDL, KPLX, KRMD, KRTY, KTST, KYCW, KYNG, WBCT, WDOD, WHYL, WKCN, WPOC, WRKZ, WRNS, WSM, WXTU, WYAY
Light (Under 25): 141
New Airplay This Week: 3 KIIM, WKIS, WNCY

MINDY MCCREADY 2090/560
A Girl's Gotta Do (What A Girl's Gotta Do) (BNA)

Total Stations: 151/Chart Move: 35-29
Heavy (35+): 1 KYNG
Medium (25-34): 11 KBEQ, KFKF, KMDL, WBOB, WFRE, WPOC, WRKZ, WSTH, WWGR, WYAY, WYCD
Light (Under 25): 139
New Airplay This Week: 22 KASE, KCYY, KIIM, KOUL, KSAN, KSKS, KSON, KTST, KYCW, KYNG, WCHY, WCKT, WCTK, WCUZ, WFMS, WKTF, WQBE, WRBQ, WROO, WSOC, WUSN, WXBQ

MARTINA MCBRIDE 1920/235
Cry On The Shoulder Of The Road (RCA)

Total Stations: 158/Chart Move: 33-31
Heavy (35+): 1 KHEY
Medium (25-34): 8 KFRG, KTST, KYCW, WDOD, WJCL, WPOC, WRKZ, WWGR
Light (Under 25): 149
New Airplay This Week: 13 KKCS, KUBL, WCOL, WCUZ, WDSY, WESC, WKKO, WMIL, WQIK, WRBQ, WSTH, WYCD, WZZK

SAWYER BROWN 1671/370
Six Days On The Road (Curb)

Total Stations: 134/Chart Move: 38-32
Heavy (35+): 1 WBOB
Medium (25-34): 11 KEEY, KIKK, KMLE, KSOP, KUPL, KWJJ, WBCT, WCOL, WKTF, WRNS, WYAY
Light (Under 25): 122
New Airplay This Week: 20 KDRK, KKCS, KMDL, KTST, KUZZ, WAMZ, WBUB, WFLS, WIL, WKCO, WKIS, WKTF, WKXX, WMJC, WNCY, WPOC, WUSN, WWKA, WXTU, WYNK

BIG HOUSE 1564/236
Cold Outside (MCA)

Total Stations: 138/Chart Move: 37-33
Heavy (35+): 1 KYCY
Medium (25-34): 10 KMDL, KTST, KUPL, KWJJ, WCLB, WKIX, WRNS, WUSY, WXBQ, WYAY
Light (Under 25): 127
New Airplay This Week: 23 KBEQ, KDRK, KEEY, KFMS, KNIX, KRTY, KYGO, KYNG, WBEE, WBOB, WCKT, WCMS, WCUZ, WESC, WFLS, WMIL, WMSI, WNOE, WRBQ, WWWW, WYCD, WYNK, WZZK

BROOKS & DUNN 1400/929
Why Would I Say Goodbye (Arista)

Total Stations: 144/Chart Move: 50-34
Heavy (35+): 0
Medium (25-34): 3 KASE, WQXK, WYAY
Light (Under 25): 141
New Airplay This Week: 71 KATM, KBEQ, KCCY, KDRK, KEEY, KFKF, KGMV, KIIM, KIKF, KILT, KJLY, KKCS, KMLE, KMPS, KNCI, KOUL, KRMD, KRST, KRYS, KSON, KTEX, KTOM, KTST, KUBL, KUPL, KUZZ, KVET, KXKT, KZLA, KZSN, WBOB, WCMS, WCOL, WDAF, WEZL, WFLS, WFMS, WFRE, WGKX, WGNA, WIOV, WIRK, WKCN, WKHK, WKHX, WKIX, WKXX, WKXC, WKXX, WMIL, WNCY, WNOE, WOV, WPOR, WQMX, WQYK, WRKZ, WRNS, WSIX, WSOC, WSTH, WUBE, WUSN, WUSY, WVLK, WWWW, WXBM, WXBQ, WYCD, WYRK, WZZK

MARY CHAPIN CARPENTER 1368/1
I Want To Be Your Girlfriend (Columbia)

Total Stations: 140/Chart Move: 36-35
Heavy (35+): 0
Medium (25-34): 6 KBEQ, WBBS, WKIX, WKLB, WPOC, WWGR
Light (Under 25): 134
New Airplay This Week: 3 WJCL, WMZQ, WSOC

TANYA TUCKER 1202/116
Little Things (Capitol Nashville)

Total Stations: 130/Chart Move: 40-37
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 130
New Airplay This Week: 12 KGMV, KVOO, WBUB, WDRM, WKIX, WLWI, WNOE, WOKO, WOV, WQYK, WSSL, WWWW

MARK WILLS 1057/282
Places I've Never Been (Mercury Nashville)

Total Stations: 115/Chart Move: 42-39
Heavy (35+): 0
Medium (25-34): 2 KBEQ, WUSY
Light (Under 25): 113
New Airplay This Week: 25 KDRK, KNAX, KNCI, KUBL, KXKT, KXXY, WCHY, WCKT, WCOL, WCTK, WCUZ, WFMS, WIVK, WKCO, WKHK, WKJN, WKKO, WKTF, WMSI, WOKO, WQIK, WRKZ, WSOC, WWWW, WYYD

999 - 500 DETECTIONS

TRISHA YEARWOOD 847/68
I Need You (MCA)

Total Stations: 100/Chart Move: 41-40
Heavy (35+): 0
Medium (25-34): 2 KYCY, WBBS
Light (Under 25): 98
New Airplay This Week: 4 KXXY, KYCY, KYNG, WWGR

LEE ANN WOMACK 818/477
Never Again, Again (Decca)

Total Stations: 94/Chart Move: 57-41
Heavy (35+): 0
Medium (25-34): 2 KKBQ, WCOL
Light (Under 25): 92
New Airplay This Week: 28 KDDK, KDRK, KFDI, KFKF, KFMS, KJLY, KMDL, KNAX, KNCI, KRTY, KTST, KUBL, KUZZ, KXKT, WAMZ, WDAF, WFMS, WGAR, WGH, WGKX, WKCN, WKHK, WKIX, WKJN, WLWI, WMJC, WRNS, WYAY

JOE DIFFIE 811/241
This Is Your Brain (Epic)

Total Stations: 107/Chart Move: 48-42
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 107
New Airplay This Week: 15 KNIX, KSAN, KUZZ, WCLB, WDRM, WFLS, WGH, WJCL, WKIX, WMJC, WPOR, WQMX, WSTH, WWKA, WZZK

SONS OF THE DESERT 772/188
Whatever Comes First (Epic)

Total Stations: 103/Chart Move: 46-43
Heavy (35+): 1 KMDL
Medium (25-34): 1 WXBQ
Light (Under 25): 101
New Airplay This Week: 9 KDRK, KRYS, WGNA, WOV, WQDR, WROO, WTDR, WWGR, WYAY

KIPPI BRANNON 706/117
Daddy's Little Girl (Curb/Universal)

Total Stations: 96/Chart Move: 45-44
Heavy (35+): 0
Medium (25-34): 5 WDOD, WGGY, WJCL, WRBQ, WYZZ
Light (Under 25): 91
New Airplay This Week: 5 KKCS, WGAR, WTGE, WXTU, WYGY

LITTLE TEXAS 703/140
Bad For Us (Warner Bros.)

Total Stations: 76/Chart Move: 49-45
Heavy (35+): 0
Medium (25-34): 1 KBEQ
Light (Under 25): 75
New Airplay This Week: 11 KGMV, KHEY, KPLX, KVOO, KYNG, WDOD, WGGY, WHYL, WIOV, WKXX, WYZZ

LEANN RIMES 676/547
The Light In Your Eyes (Curb)

Total Stations: 101/Chart Move: 75-46
Heavy (35+): 0
Medium (25-34): 3 KASE, KKBQ, KUPL
Light (Under 25): 98
New Airplay This Week: 37 KCYY, KFKF, KFMS, KHAY, KIKF, KRMD, KSKS, KYCY, KYGO, WBBS, WBCT, WCOL, WCOS, WDRM, WESC, WFLS, WFMS, WGKX, WHYL, WIRK, WIVK, WKCO, WKIX, WKLB, WMIL, WMSI, WPOR, WQMX, WQXK, WSIX, WSM, WSSL, WTGE, WUSY, WWGR, WYAY, WZZK

STEPHANIE BENTLEY 668/207
The Hopeshest Song (Epic)

Total Stations: 71/Chart Move: 52-47
Heavy (35+): 0
Medium (25-34): 2 KBEQ, KZSN
Light (Under 25): 69
New Airplay This Week: 30 KDRK, KHAY, KNAX, KNCI, KSON, KTEX, KTOM, KUBL, WCHY, WCKT, WCTK, WCUZ, WDOD, WDSY, WESC, WEZL, WKCN, WKHK, WKKO, WKLB, WKTF, WNOE, WOKO, WOV, WQIK, WSTH, WTGE, WTQR, WWWW, WYYD

BURNIN' DAYLIGHT 653/74
Say Yes (Curb)

Total Stations: 92/Chart Move: 47-49
Heavy (35+): 0
Medium (25-34): 2 KBEQ, WRNS
Light (Under 25): 90
New Airplay This Week: 6 KRST, WCOL, WEZL, WIVK, WOV, WWGR

VINCE GILL 522/412
A Little More Love (MCA)

Total Stations: 103/Chart Move: Debut 50
Heavy (35+): 1 KMLE
Medium (25-34): 2 KKBQ, WYAY
Light (Under 25): 100
New Airplay This Week: 25 KASE, KCCY, KCYY, KFDI, KIKF, KPLX, KUPL, KVET, KWJJ, KYCY, WCOL, WCOS, WDAF, WFRE, WIRK, WIVK, WKIX, WMIL, WPOR, WQMX, WSIX, WSSL, WTGE, WYAY, WYRK

THRASHER SHIVER 521/59
Be Honest (Asylum)

Total Stations: 69/Chart Move: 51-51
Heavy (35+): 0
Medium (25-34): 2 KBEQ, WPOC
Light (Under 25): 67
New Airplay This Week: 5 KSKS, WDOD, WHSL, WMJC, WUBE

499 - 75 DETECTIONS

DAVID LEE MURPHY 456/35
Breakfast In Birmingham (MCA)

Total Stations: 76/Chart Move: 53-52
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 76
New Airplay This Week: 8 KKCS, KSKS, WDOD, WMJC, WPOC, WROO, WSSL, WYZZ

DARYLE SINGLETARY 377/37
The Used To Be's (Giant)

Total Stations: 58/Chart Move: 58-53
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 58
New Airplay This Week: 6 KFDI, WKSJ, WMJC, WMSI, WOKO, WQMX

RICK TREVINO 338/167
I Only Get This Way With You (Columbia)

Total Stations: 50/Chart Move: 67-54
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 50
New Airplay This Week: 15 KATM, KCCY, KFMS, KGMV, KJLY, KTST, KTTS, KYCY, KZSN, WDRM, WFLS, WGNA, WHYL, WPOR, WSIX

TY HERNDON 302/167
Loved Too Much (Epic)

Total Stations: 55/Chart Move: 73-56
Heavy (35+): 0

Medium (25-34): 2 KKBQ, KMLE
Light (Under 25): 53
New Airplay This Week: 11 KATM, KCYY, KPLX, KSOP, KYGO, WFRE, WKJN, WQBE, WRKZ, WSM, WYGY

SUZY BOGGUSS 275/65
She Said, He Heard (Capitol Nashville)

Total Stations: 37/Chart Move: 62-58
Heavy (35+): 0
Medium (25-34): 1 WWGR
Light (Under 25): 36
New Airplay This Week: 9 KFDI, KHAY, KRTY, KSKS, KUZZ, WBCT, WGAR, WHYL, WMJC

JEFF WOOD 257/65
Use Mine (Imprint)

Total Stations: 45/Chart Move: 65-60
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 45
New Airplay This Week: 2 KBEQ, KFMS

★ **DEANA CARTER 251/234**
Count Me In (Capitol Nashville)

Total Stations: 68/Chart Move: Debut 61
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 68
New Airplay This Week: 15 KCCY, KEEY, KHAY, KKAT, KKBQ, KUPL, KUZZ, KYGO, WGH, WGKX, WIVK, WPOR, WSIX, WYAY, WYGY

NIKKI NELSON 225/110
Too Little, Too Much (Columbia)

Total Stations: 63/Chart Move: 78-63
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 63
New Airplay This Week: 7 KBEQ, KFMS, KGMV, WGGY, WIOV, WKSF, WLWI

MARK CHESNUTT 179/48
Let It Rain (Decca)

Total Stations: 33/Chart Move: 74-64
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 33
New Airplay This Week: 2 KYGO, WOV

★ **PAUL BRANDT 169/122**
Take It From Me (Reprise)

Total Stations: 30/Chart Move: Debut 66
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 30
New Airplay This Week: 11 KBEQ, KHAY, KMDL, KUZZ, WCMS, WFLS, WFRE, WGNA, WQBE, WRNS, WSIX

PERFECT STRANGER 167/90
Fire When Ready (Curb)

Total Stations: 58/Chart Move: Debut 67
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 58
New Airplay This Week: 3 KEEY, KMDL, WXBQ

TAMMY GRAHAM 167/25
A Dozen Red Roses (Career)

Total Stations: 33/Chart Move: 72-68
Heavy (35+): 0
Medium (25-34): 1 WYAY
Light (Under 25): 32
New Airplay This Week: 1 KEEY

★ **SARA EVANS 123/62**
True Lies (RCA)

Total Stations: 36/Chart Move: Debut 73
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 36
New Airplay This Week: 4 KFDI, KFKF, KWJJ, WIOV

★ **GREG HOLLAND 88/81**
Divine Intervention (Asylum)

Total Stations: 42
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 42

★ **JOHN & AUDREY WIGGINS 81/38**
Somewhere In Love (Mercury Nashville)

Total Stations: 23
Heavy (35+): 0
Medium (25-34): 0
Light (Under 25): 23
New Airplay This Week: 2 KTST, WGAR

3199 - 1000 DETECTIONS

LORRIE MORGAN 3176/309
Good As I Was To You (BNA)

Total Stations: 160/Chart Move: 22-18
Heavy (35+ plays): 5 KTST, WGRL, WQBE, WSTH, WXBQ
Medium (25-34): 41 KAJA, KBEQ, KCCY, KFKF, KIKK, KMDL, KOUL, KSSN, KWNR, KXKC, KXXY, WBBS, WBCT, WBEE, WCOL, WCTK, WDOD, WEZL, WFLS, WFMS, WFRE, WGAR, WGGY, WGH, WHSL, WHYL, WIVK, WKCN, WKHK, WKIX, WLWI, WPOC, WQXK, WRNS, WSSL, WWGR, WWWW, WXBM, WYAY, WYCD, WYYD
Light (Under 25): 114
New Airplay This Week: 7 KSSN, KUPL, WBOB, WDSY, WIRK, WKKO, WQIK

ALABAMA 3102/438
Sad Lookin' Moon (RCA)

Total Stations: 161/Chart Move: 25-19
Heavy (35+): 2 WAMZ, WIL
Medium (25-34): 26 KASE, KBEQ, KHEY, KKBQ, KMPS, KSOP, KTST, KYCW, WBBS, WDOD, WGKX, WKCN, WKJN, WKTF, WLWI, WMZQ, WNCY, WPOC, WQBE, WQDR, WRNS, WSIX, WWGR, WXBQ, WYAY, WYYD
Light (Under 25): 133
New Airplay This Week: 7 KIIM, KPLX, KSSN, WKKO, WKXK, WQIK, WTQR

THE BUFFALO CLUB 2971/161
If She Don't Love You (Rising Tide)

Total Stations: 159/Chart Move: 23-20
Heavy (35+): 2 KTST, WGRL
Medium (25-34): 31 KATM, KBEQ, KGMV, KIKF, KKCS, KMDL, KMPS, KWNR, KXKC, KXXY, KYCW, KYCY, KZLA, WBCT, WCOL, WDOD, WFRE, WJCL, WKCN, WKTF, WKXC, WLWI, WPOC, WQBE, WQDR, WQXK, WRNS, WWGR, WXBQ, WXTU, WYAY
Light (Under 25): 126
New Airplay This Week: 3 KILT, KRTY, WTQR

JOHN MICHAEL MONTGOMERY 2702/660
I Miss You A Little (Atlantic)

Total Stations: 161/Chart Move: 30-22
Heavy (35+): 2 KKBQ, KYNG
Medium (25-34): 19 KASE, KBEQ, KHEY, KMLE, KXKC, WBOB, WDOD, WGAR, WGRL, WKCN, WKIX, WPOC, WQBE, WQXK, WTDR, WWGR, WXBQ, WYAY, WYGY
Light (Under 25): 140
New Airplay This Week: 22 KRTY, KSON, KTST, KWJJ, KYCW, KYGO, WCHY, WCKT, WCLB, WDAF, WDRM, WGGY, WKIS, WKXX, WOKO, WOV, WQYK, WRBQ, WSM, WSTH, WXBM, WYRK

KEVIN SHARP 2694/546
She's Sure Taking It Well (143/Asylum)

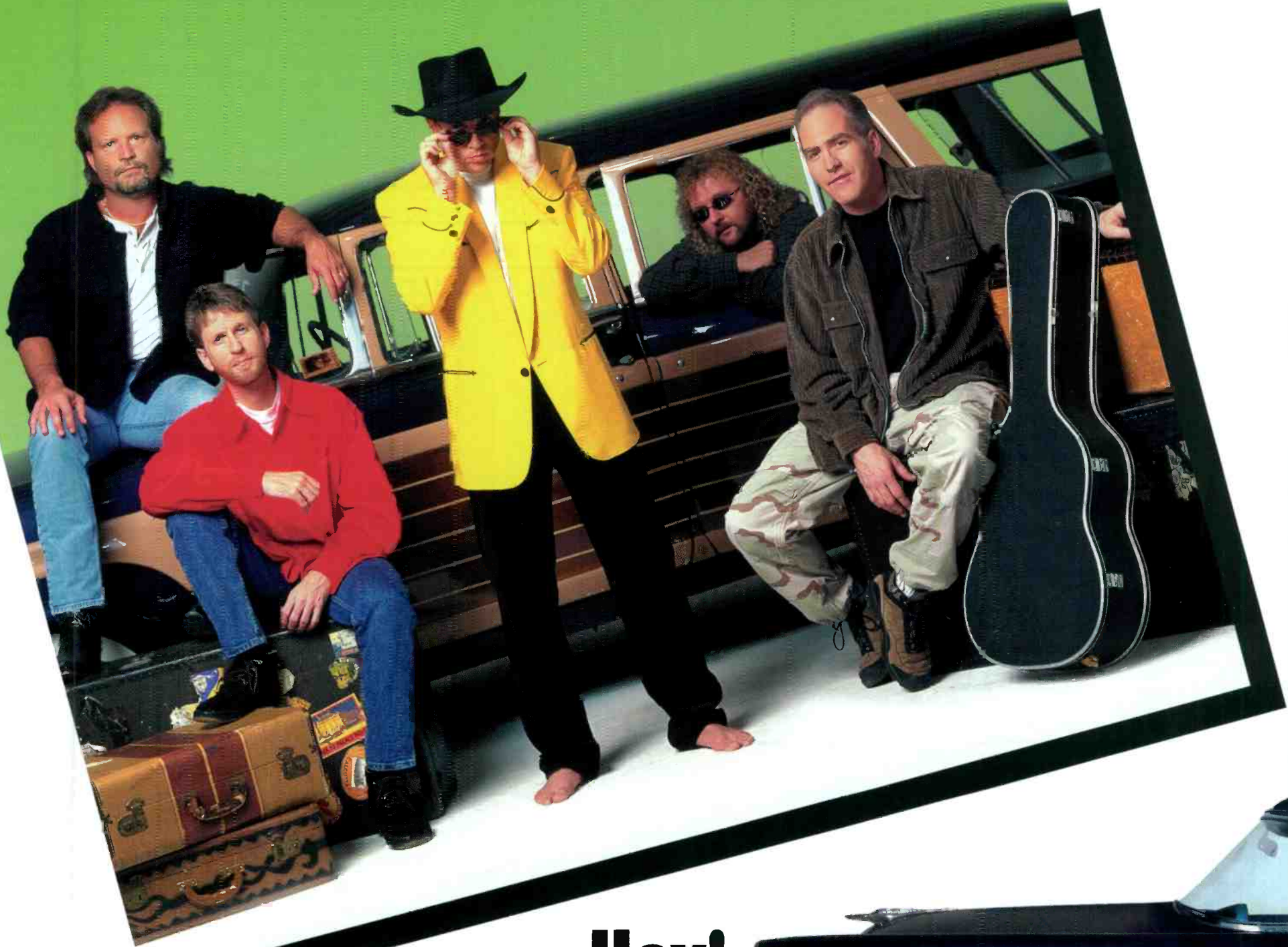
Total Stations: 160/Chart Move: 28-23
Heavy (35+): 2 KYCY, KYNG
Medium (25-34): 25 KASE, KBEQ, KCCY, KFKF, KMDL, KNCI, KRYS, KSAN, KXKC, KXXY, KZSN, WDOD, WESC, WGRL, WKCN, WKIX, WMIL, WPOC, WQMX, WRNS, WSIX, WWGR, WXBQ, WYAY, WYRK
Light (Under 25): 133
New Airplay This Week: 16 KUZZ, KYCW, KYNG, WBBS, WCKT, WCUZ, WDSY, WFMS, WGH, WGKX, WIL, WJCL, WKCO, WKJN, WQIK, WTGE

KATHY MATTEA 2478/100
455 Rocket (Mercury Nashville)

Total Stations: 157/Chart Move: 26-24
Heavy (35+): 3 KMDL, WPOC, WYAY

SAWYER BROWN

ACM Nominee • TOP VOCAL GROUP



Hey!
This time why don't
y'all vote for **SAWYER BROWN?**



<http://www.aetn.com/country/sawyerbrown.html>

CURB
RECORDS

Thank you for your consideration.

Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 162 country stations are electronically monitored 24 hours a day, 7 days a week. Songs are ranked by number of detections. © 1997 Billboard/BPI Communications.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
★★★ No. 1 ★★★						
1	3	14	HOW WAS I TO KNOW MCA 1 week at No. 1	REBA MCENTIRE	5372	5032
2	2	17	SHE'S TAKEN A SHINE CAPITOL NASHVILLE	JOHN BERRY	5222	5129
3	5	10	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	4953	4489
4	6	16	HOLDIN' ARISTA	DIAMOND RIO	4891	4473
5	4	15	SHE DREW A BROKEN HEART EPIC	PATTY LOVELESS	4880	4761
6	1	16	WE DANCED ANYWAY CAPITOL NASHVILLE	DEANA CARTER	4799	5316
7	7	9	RUMOR HAS IT GIANT	CLAY WALKER	4764	4447
8	12	10	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	4602	4167
9	10	11	EVERYTHING I LOVE ARISTA	ALAN JACKSON	4481	4250
10	13	15	WHEN I CLOSE MY EYES BNA	KENNY CHESNEY	4226	3789
★★★ AIRPOWER ★★★						
11	21	3	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	3693	2871
12	15	6	ON THE VERGE EPIC	COLLIN RAYE	3652	3435
13	14	12	EMOTIONAL GIRL MERCURY NASHVILLE	TERRI CLARK	3556	3474
14	16	6	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	3528	3299
15	18	11	ANOTHER YOU CURB	DAVID KERSH	3443	3207
16	9	15	UNCHAINED MELODY CURB	LEANN RIMES	3390	4332
17	11	19	ME TOO MERCURY NASHVILLE	TOBY KEITH	3248	4250
18	22	10	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	3176	2867
19	25	5	SAD LOOKIN' MOON RCA	ALABAMA	3102	2664
20	23	11	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	2971	2810
21	8	19	WHERE CORN DON'T GROW WARNER BROS.	TRAVIS TRITT	2944	4395
22	30	5	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	2702	2042
23	28	8	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	2694	2148
24	26	11	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	2478	2378
25	32	5	SITTIN' ON GO ASYLUM	BRYAN WHITE	2433	1792
26	27	8	DARK HORSE ATLANTIC	MILA MASON	2350	2267
27	20	11	EASE MY TROUBLED MIND COLUMBIA	RICOCHET	2285	2959
28	19	17	HEARTBROKE EVERY DAY BNA	LONESTAR	2231	3013
29	35	5	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	2090	1530
30	24	17	A MAN THIS LONELY ARISTA	BROOKS & DUNN	2012	2746
31	33	10	CRY ON THE SHOULDER OF THE ROAD RCA	MARTINA MCBRIDE	1920	1685
32	38	5	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	1671	1301
33	37	8	COLD OUTSIDE MCA	BIG HOUSE	1564	1328
34	50	2	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	1400	471
35	36	9	I WANT TO BE YOUR GIRLFRIEND COLUMBIA	MARY CHAPIN CARPENTER	1368	1367
36	34	18	HALF WAY UP RCA	CLINT BLACK	1290	1601
37	40	5	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	1202	1086

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS	
					TW	LW
38	31	10	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS. BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT		1119	1924
39	42	5	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	1057	775
40	41	5	I NEED YOU MCA	TRISHA YEARWOOD	847	779
41	57	3	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	818	341
42	48	4	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	811	570
43	46	4	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	772	584
44	45	8	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	706	589
45	49	5	BAD FOR US WARNER BROS.	LITTLE TEXAS	703	563
46	75	2	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	676	129
47	52	6	THE HOPECHEST SONG EPIC	STEPHANIE BENTLEY	668	461
48	44	10	CHANGE HER MIND STEP ONE	GENE WATSON	661	705
49	47	7	SAY YES CURB	BURNIN' DAYLIGHT	653	579
★★★ HOT SHOT DEBUT ★★★						
50	NEW		A LITTLE MORE LOVE MCA	VINCE GILL	522	110
51	51	6	BE HONEST ASYLUM	THRASHER SHIVER	521	462
52	53	3	BREAKFAST IN BIRMINGHAM MCA	DAVID LEE MURPHY	456	421
53	58	3	THE USED TO BE'S GIANT	DARYLE SINGLETARY	377	340
54	67	2	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	338	171
55	43	16	THAT WOMAN OF MINE ATLANTIC	NEAL MCCOY	332	709
56	73	2	LOVED TOO MUCH EPIC	TY HERNDON	302	135
57	56	7	I'D LOVE YOU TO LOVE ME CAPITOL NASHVILLE	EMILIO	284	346
58	62	2	SHE SAID, HE HEARD CAPITOL NASHVILLE	SUZY BOGGUSS	275	210
59	55	8	LONG TRAIL OF TEARS CAPITOL NASHVILLE	GEORGE DUCAS	266	394
60	65	3	USE MINE IMPRINT	JEFF WOOD	257	192
61	NEW		COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	251	17
62	60	2	A GIRL LIKE YOU CURB	JEFFREY STEELE	243	245
63	RE-ENTRY		TOO LITTLE, TOO MUCH COLUMBIA	NIKKI NELSON	225	115
64	74	3	LET IT RAIN DECCA	MARK CHESNUTT	179	131
65	61	6	LITTLE RAMONA (GONE HILLBILLY NUTS) ARISTA	BR5-49	179	219
66	NEW		TAKE IT FROM ME REPRISE	PAUL BRANDT	169	47
67	NEW		FIRE WHEN READY CURB	PERFECT STRANGER	167	77
68	72	2	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	167	142
69	66	2	ONE NIGHT STAND MAGNATONE	CARYL MACK PARKER	152	172
70	70	2	SINGIN' THE BLUES BNA THE KENTUCKY HEADHUNTERS		146	157
71	59	7	THAT'S WHAT HAPPENS WHEN I HOLD YOU RCA	AARON TIPPIN	136	310
72	63	11	FOREVER AND A DAY DECCA	GARY ALLAN	130	209
73	NEW		TRUE LIES RCA	SARA EVANS	123	61
74	71	6	STILL STANDING TALL REPRISE	BRADY SEALS	111	155
75	68	20	I MEANT TO DO THAT REPRISE	PAUL BRANDT	103	166

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



Kippi Brannon

"Daddy's Little Girl"

Monitor Country Airplay (44) + Billboard Top Country Singles Sales Debut (15) = Thank You Radio For Believing!

You Too Can Become A Believer.

AIRPLAY + AUDIENCE REACTION = SUPER HIT!!!

