

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

May 23, 1997

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COUNTRY HIGHLIGHTS

#1

★★★ NO. 1 ★★★

BRYAN WHITE

Sittin' On Go (ASYLUM)

★★★ AIRPOWER ★★★

DEANA CARTER • Count Me In (CAPITOL NASHVILLE)

GOING FOR AIRPLAY

BOB CARLISLE • Butterfly Kisses (DIADEM/JIVE)

JEFF CARSON • Butterfly Kisses (CURB)

THE RAYBON BROS. • Butterfly Kisses (MCA)

BRADY SEALS • She (REPRISE)

RAY STEVENS • Too Drunk To Fish (MCA)

GEORGE STRAIT • Carrying Your Love With Me (MCA)

Classic Rock Up Sharply, Top 40 Off, Country Rises In National Arbs

by Sean Ross

In a winter book in which radio listening went largely unchanged, the only seismic shift took place between album rock and classic rock stations. The latter format, battered by a series of defections a year ago, was up sharply for its highest 12-plus number ever in Billboard/Airplay Monitor's national Arbitron ratings, rising 3.9-4.5, while mainstream album outlets were off 7.2-6.7 for their lowest number ever.

In other news, country pulled out its first rise in six books; its nudge forward (10.5-10.6) tended to confirm our sense three months ago that the worst of the bleeding had stopped—except among older listeners. AC, up 14.5-14.7, continued a two-book recovery. Top 40, without a significant gain in new stations to power its resurgence, was off slightly (8.6-8.4). Spanish-language radio also managed its best numbers ever, nudging forward 6.2-6.3 vs. a 5.6 at this time last year.

Billboard/Airplay Monitor's exclusive national Arbitrions represent a combined sample of the 96 markets with

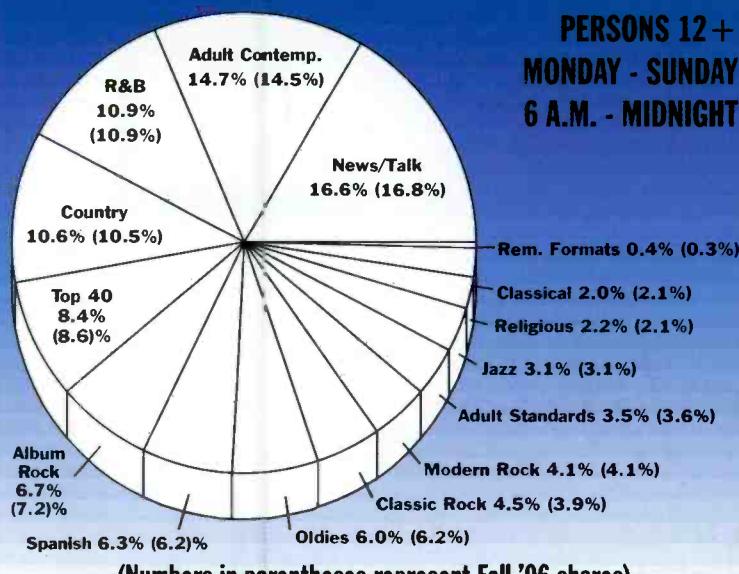
year-round measurement. The top 10 formats are news/talk (16.8-16.6), AC, R&B (flat at 10.9), country, top 40, album, Spanish, oldies (6.2-6.0), classic rock, and modern rock (flat at 4.1).

AC, customarily the No. 1 music format, continues to recover from a sharp drop last summer, although it didn't get quite the spike that it did last winter, when it was up 14.1-15.0. Its biggest rises were in afternoons (15.1-15.4), nights (12.3-12.5), teens (8.0-8.3), and 35-64 (16.5-16.7). That it would be up in those last two demos suggests that perhaps AC really is the format the whole office can agree on. Beyond that, it also suggests a polarization between those stations that are modern AC or adult top 40 and those that are softer, suggesting that both ends of the spectrum feel more superserved by the format.

R&B keeps its hold on the No. 3 format slot, if you combine mainstream and adult outlets. Only a slight drop in mornings (9.4-9.3) keeps its overall 12-plus number from rising, since the format was up in every other daypart. It was up 8.4-8.6 middays, 10.8-10.9 af-

Continued on page 6

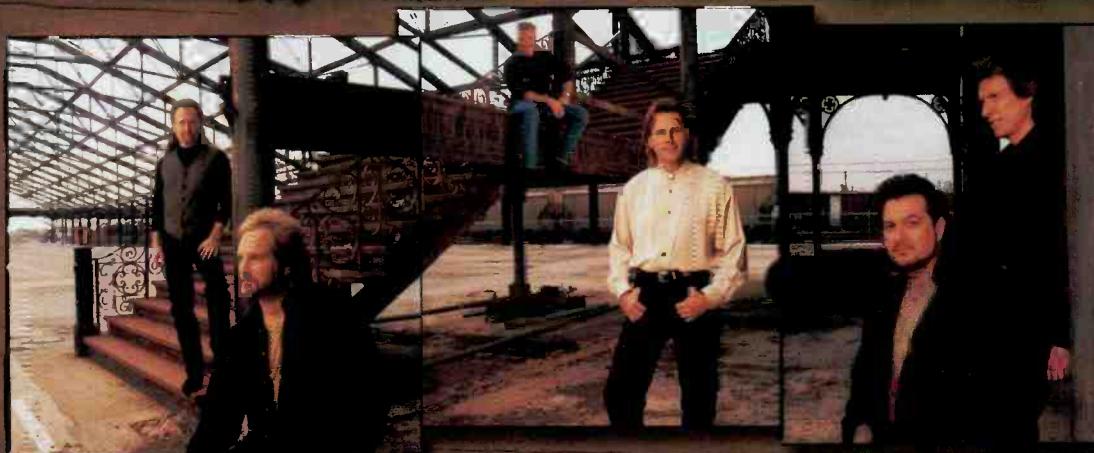
ARBITRON FORMAT SHARE WINTER '97



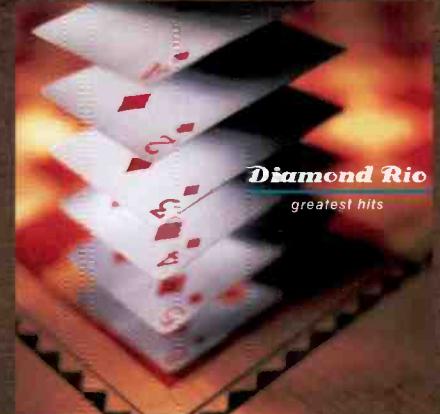
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Summer Will Never Sound the Same

Summertime Girls

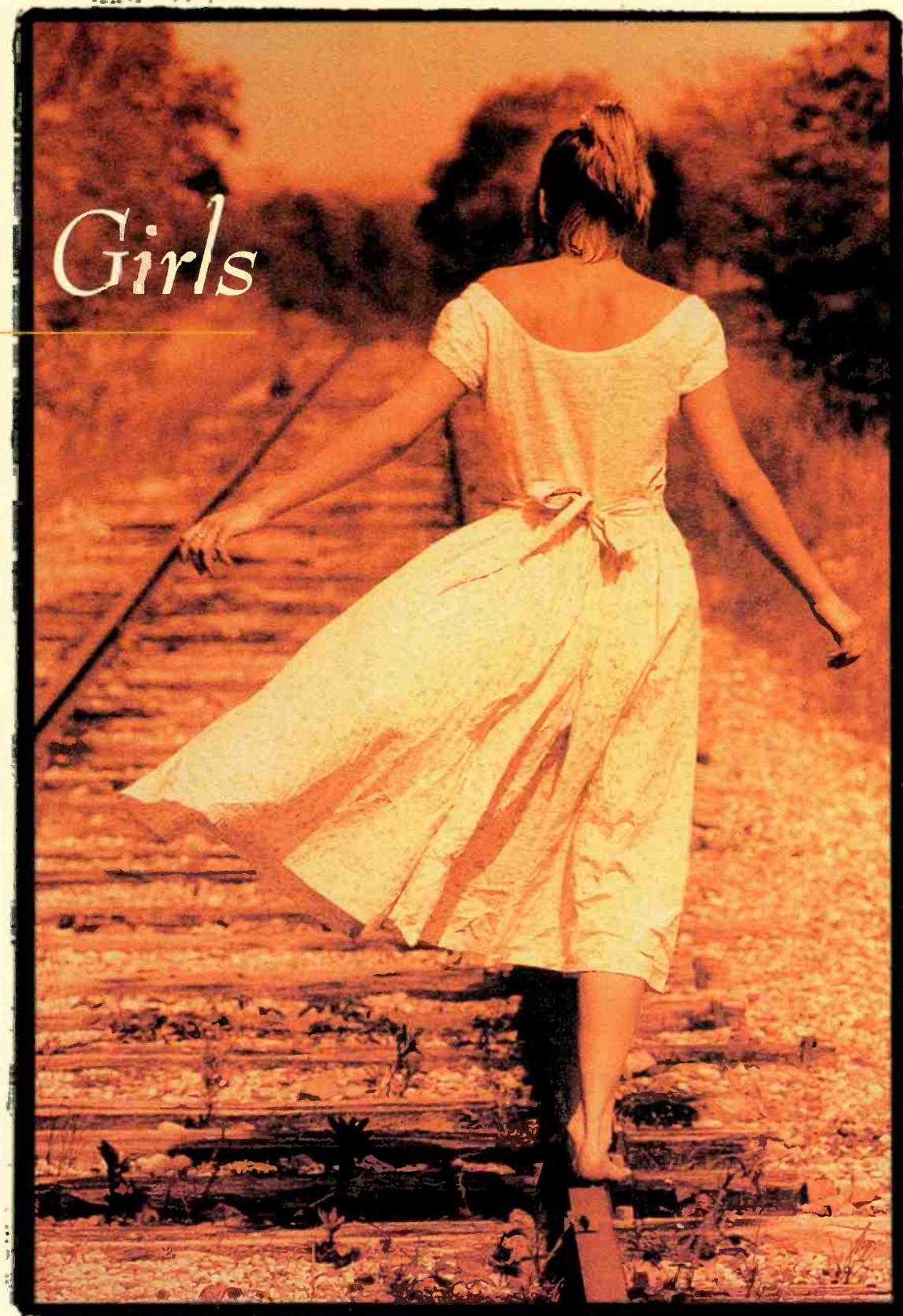
The Debut Single

from

Crawford



West



Going for Airplay June 2

3 'Butterfly Kisses' Vie For Airplay

Three versions of the multi-format hit "Butterfly Kisses" are now battling one another for attention at country radio.

Bob Carlisle's original version on Diadem Records debuted on the Country Airplay chart last week at No. 74, ever before a country mix had been serviced to radio, and climbed to No. 65 this week. Now, new MCA signees the Raybon Bros. and Curb's Jeff Carson have cut and rush-released their versions of the song to radio as well, and some stations that were already playing the Carlisle version are replacing it with one of the newer releases.

WIVK-FM Knoxville, Tenn., MD Chris Huff calls the situation "the 'Butterfly' land rush of '97 ... Next thing you know the Spice Girls are going to be singing it," he says.

The Raybon Bros., comprised of former Shenandoah singer Marty Raybon and his brother, Tim, cut the song May 12, with Tony Brown and Don Cook producing. It was mixed and mastered the next day and sent, via electronic delivery, to radio that same day. A CD single and cassette will be in stores Memorial Day weekend.

The Carson version, which will not be released as a commercial single, was cut May 14 and sent by overnight mail to radio. It arrived at many stations three days after the Raybon Bros. version, but some programmers say that may have been three days too late.

KSCS Dallas had given the Carlisle version a few spins but immediately began playing the Raybon Bros. version in heavy rotation. PD Dean James says he prefers the Raybon's version over Carson's because Marty Raybon has "a more distinctive voice; he's better known." Also, he adds, "the Marty Raybon version got here first. We've made a commitment to it, and

we're going to stick with it."

WQYK-FM Tampa, Fla., had also been playing the Carlisle version a lot, based on heavy requests, but PD Beecher Martin says "as soon as we got Marty in we began playing it exclusively. It's country. Sorry, but we think it sounds better."

WSIX Nashville PD Dave Kelly was waiting for the country mix of the Carlisle song, but when the Raybon Bros. version arrived first, he put it on the air right away and says "that song has now blown up the phones, so I'm sticking with Marty Raybon's version." With so many other stations in the market playing the original Carlisle version, Kelly says playing a country version makes more sense for WSIX.

KMPS Seattle MD Tony Thomas got all three versions of the song via overnight mail on the same day, but has chosen to play the Carson version. "I just flat think the Jeff Carson one is the strongest one for a country radio station," he says.

The Raybon Bros. version of the song charted this week at No. 66, just one position behind Carlisle. Bill Macky, MCA's director of national promotion, says some programmers are trading Carlisle for the Raybon Bros. because "country radio wants to play a country record." Macky says he's hearing comments from programmers such as "I was hoping someone would [do a] country version of this song."

John Curb, VP of promotion at Curb's MCG/Curb imprint, says it's too early to pick a winner, but notes that "nobody likes a cover battle."

In related news, Shenandoah is seeking a new singer and label, as the group and Capitol Nashville have mutually agreed to part ways. Marty Raybon will continue to tour with the group through the end of the year:

PHYLLIS STARK

RADIOACTIVE BY PHYLLIS STARK

Tom Matheson Out, Will Schutte In At KYCY

KYCY (Young Country) San Francisco GM Tom Matheson exits. Will Schutte, GM of sister station KFRC-AM-FM, adds interim GM duties at KYCY but is expected to eventually add them permanently. Also, effective May 30, KYCY will begin simulcasting on sister station KPIX-AM full time with the exception of morning drive, where KPIX-AM will continue to air **Don Imus**.

A civil-rights group headed by the Rev. Jesse Jackson has formally challenged Viacom's proposed sale of four Washington, D.C., stations, including WMZQ, to Evergreen Media, according to The Washington Post. Jackson's Rainbow-PUSH Coalition asked the FCC to block the transfer until Viacom seeks minority buyers for the stations, the paper reports. A Viacom spokesman told The Post that Rainbow's filing is without merit and would not delay completion of the deal.

Ron Gold, GM of oldies WBZO Long Island, N.Y., adds those duties for country duopoly partner WMJC. That station had previously been co-managed with yet another duopoly partner, rock WRCN, which is moving out of WMJC's studios and back to eastern Long Island.

Top 40 KQIZ Amarillo, Texas, PD Ted Kelly returns to New Orleans (he previously worked at WEZB [B97] and WNOE-AM) to become PD/morning man at the new WKSY (Kiss Country 106.1), which flipped last week from modern WZRH. Former PD Dash Travis stays on as APD/middays.

WRGX New York picks up the new calls WWXY to match its Y107 handle. Simulcast sister station WWHB Riverhead, N.Y., is now WWVY. The third outlet in the trimulcast, WZU Monmouth, N.J., is still in an LMA and will not change calls until the sale to Odyssey Communications closes.

Night jock Steve Miller and P/T Bryce Grande are the new morning team on ABC's Real Country network. They replace Mark Andrews, who moves to nights.

PD Denny Alexander heads south from Heritage oldies outlet WKLX Rochester, N.Y., to join Paxson Communications in the newly created position of VP/director of programming/Tallahassee, Fla., overseeing country WTNT, oldies WSNI, jazz WJZT, modern WXSR, and sports WNLS. GSM Judy Bailey is upped to VP/director of sales.

Terry Peters, COO of Pride Communications, which operates WZXA (Extreme Country) Kenosha, Wis., among other stations, joins Dallas-based wireless communications company Unisite as VP/sales and marketing.

As WSPT Stevens Point, Wis., segues from AC to modern adult, PD Keith Collins exits to become PD of country WNPQ Canton, Ohio.

Former WIXY Champaign, Ill., PD/MD/afternoon host Rob Kelley joins KZKX Lincoln, Neb., as APD/MD/afternoons. Former afternoon jock Ron Edwards segues to middays, replacing Charlie Thomas, who comes off-air to concentrate on his OM/PD duties for KZKX and sister modern AC KKNB.

KKIX Fayetteville, Ark., afternoon host Dave Dodson has decided to stay on at the station, rather than taking the APD/MD job he had accepted at crosstown KFAY.

WTWY Dothan, Ala., picks up AC WMXS Montgomery, Ala., afternoon jock Sam Botta for nights and will add SuperRadio's "Silver Grille" program in overnights.

WTXT Tuscaloosa, Ala., reshuffles its lineup, with night jock Rick Miller taking on afternoons, replacing Gary Whitfield, who moves to middays in a split shift with PD Russ Williams. Coming aboard for nights is former crosstown WACT afternoon host Lance Houston.



COUNTRY CONFIDENTIAL BY WADE JESSEN

Survey Finds Detections Preferred For Now

When Billboard and Broadcast Data Systems rolled out monitored-airplay country charts for the first time in 1990, our initial methodology was based on gross impressions—the number of spins a song received nationally cross-tabulated with the Arbitron audience for those stations.

At a time when much of Nashville was learning to understand and appreciate BDS, gross impressions were the feature of our country chart that labels most opposed. At a time when major-market country stations were particularly conservative, country reps felt that audience charts put too much power in the hands of places they didn't consider major country markets, like New York and Los Angeles.

Eventually, Billboard, and thus Country Airplay Monitor, went to detections as our only unit of measurement in country. In other formats, most Airplay Monitor charts are based on detections also, although Billboard's Hot 100 and Hot R&B Singles charts still use reach and frequency to measure a record's success. Raw spins were what our constituency asked for, and they were, we felt, more straightforward than competing charts that tried to find a less precise formula than gross impressions to factor in market size.

Recently, however, Monitor has had some requests, primarily in other formats, to consider the possibility of an audience-based chart again. Major markets are, in 1997, sometimes more aggressive than their smaller-market counterparts in starting new songs. And some label execs feel that allowing market No. 1 and mar-

ket No. 100 to be weighed equally makes them too vulnerable to the promotional demands of secondary stations.

So for the past several weeks, we've been circulating test charts based on spins and audience throughout the industry. So far, the test charts we've seen don't look that different from our current formula. No. 1 has been the same under both methodologies, although that could change this week if "One Night At A Time" finally falls out of No. 1 most-played. And while many in the industry think that the country chart needs to be slower, the audience charts we've seen so far haven't been appreciably faster or slower.

So far, the reaction we've gathered from the country radio and record communities suggests that our spin-only system remains the preferred method of tabulation. The only thing that's changed since 1990 in that regard is that some label execs no longer oppose the concept of an audience chart on general principal. But that's hardly the same as a ringing endorsement.

Of course, the entire point of addressing this subject is to solicit your feedback. It's my desire to have an ongoing dialogue with our readers regarding chart methodology for all BDS and chart information in Airplay Monitor. Please call 615-321-4291 or E-mail me at wjessen@billboard.com with your input or to arrange an appointment to examine our audience-based test charts. BDS charts have set the standard for country for the past seven years and will continue to do so with your input.

Woody Learns A Lesson



KSAN San Francisco morning co-host Steve "Woody" Woods got caught trying to eat Curb artist David Kersh's taco at a recent listener party. Kersh, left, is pictured teaching Woody to keep his fork on his own plate.

ON THE ROW

Monument Names Pareigis Promo VP

As long expected, former Almo Sounds director of national country promotion Larry Pareigis has joined Sony's new Monument label as VP of promotion. Look for Bart Allmand, formerly with independent promotion firm Third Coast, to become director of national promotion at

Monument. No regionals have been hired yet.

Replacing Pareigis at Almo Sounds is Steve Massie. Most recently a Chicago-based independent promoter, Massie previously worked for Mercury and Columbia.

Blake Chancey is upped to VP of A&R at Sony Music Nashville. He previously was senior director of A&R at Columbia.

Elisa Elder is upped from VP of marketing to VP/GM at Word Records.

Deb Markland is upped from manager of marketing and product development to associate director of sales and consumer marketing at Arista. Kelly Lynas joins Arista as associate director of sales and marketing. She previously was country regional specialist at BMG in Dallas.

Gary Morris has signed with the Bobby Roberts Co. for booking representation.

PROMOTIONS

KYCY's 'Ellen' Party; WXXQ's Flood Relief

KYCY (Young Country) San Francisco hosted a "coming out" party for **Ellen DeGeneres** at a local bar during the broadcast of the "Ellen" episode in which the title character announced she's a lesbian. KYCY personality **Jo Thomas** broadcast live from the party.

WXXQ Rockford, Ill., declared April 25 Flood Relief Day and raised thousands of dollars in cash and goods to benefit the Red River flood victims in North Dakota. Beginning with morning man **Steve Summers**, stations jocks broadcast all day from a 48-foot semi truck and invited listeners to drop by with donations. At the end of the day, the station had collected \$21,000 in cash and enough donations to fill eight semis with food, paper products, and other supplies.

WUBE (B105) and **WGYG** Cincinnati helped collect \$17,000 for flood victims by designating the Four Star Blowout tour at Cincinnati Gardens a flood-relief concert. The station spearheaded various relief drives while three of the performers on the tour—**Clay Walker**, **Terri Clark**, and **James Bonamy**—donated a portion of their proceeds from the show to the effort. The fourth artist, **Emilio**, made a contribution to the silent auction.

Trimulcast **WRGX** (Y107) New York gave a grand-prize contest winner and the winner's mother a trip to Phoenix, Ariz., to see **Vince Gill** for Mother's Day. Qualifying contestants received a Mother's Day gift pack that included jewelry and perfume.

WSM-FM Nashville hosted the first in a series of four "private performance series" concerts May 14, starring **Bryan White**. The series presents artists in private, intimate shows for 500 station contest winners. To preserve the private performance theme, the names of the artists performing and the location are not disclosed until the last minute. The shows also include an onstage interview segment with morning host **Bill Cody** and a Q&A ses-

sion in which the artists field questions from the audience.

WWW (W4) Detroit morning host **Holly Dunn** performed at the station's two-day Downtown Hoedown May 16-18. The lineup for the event's free concerts was set to include **David Lee Murphy**, **Patty Loveless**, and **Mark Chesnutt**.

WUBE will host the country stage at the Taste of Cincinnati festival May 24-26. Performers will include **Joe Diffie**, **David Kersh**, **Gary Allan**, **Lee Ann Womack**, **Kathy Mattea**, **Kevin Sharp**, **the Buffalo Club**, **Thrasher Shiver**, **Deana Carter**, **Brady Seals**, and **Burnin' Daylight**.

WDSY (Y108) Pittsburgh will present the Hot Country Jam May 25 at Star Lake Amphitheater. Performers will include **John Michael Montgomery**, **Toby Keith**, and **Ricochet**.

WWYZ Hartford, Conn., will hold its eighth annual Great American Music Fest June 21. The lineup is set to include **Vince Gill**, **Pam Tillis**, **Bryan White**, and **Trace Adkins**.

KYCY will host its annual Fourth of July fireworks and summer concert, which is expected to draw 30,000 people to Jack London Square. The event will include live country music, food, booths, and a fireworks display.

WMJC Long Island, N.Y., will host two free listener-appreciation concerts July 18 and Aug. 22. The first show will feature **Victoria Shaw** and the Buffalo Club. The second will feature **Mila Mason** and Thrasher Shiver.

The five winners in Curb's Champion and Challengers contest for new duo **Blake & Brian** were **WFMB** Springfield, Ill.'s **Bob Grayson**, **KPLX** Dallas' **Teresa Whitney**, **KHEY** El Paso, Texas' **Danny White**, **WWFG** Ocean City, Md.'s **Kim Werne**, and **WSM**'s **Kevin Anderson**. Each won a trip to Las Vegas for two, including a meet and greet with **Blake & Brian** and tickets to the Holyfield/Tyson fight.

PHYLLIS STARK

On A Good Night



Columbia artist Wade Hayes recently performed at KRYs (K99) Corpus Christi, Texas' Buc Days rodeo dance. Pictured in the front row at a pre-show interview, from left, are promotion director Pam Johnson, PD Clayton Allen, and Hayes. In the back row are K99 morning host Heidi Wilson and overnighter Lisa Del Rey.

AIRBORNE

Instant information on Country's new artists

Sherrié Austin

"LUCKY IN LOVE" (ARISTA)

Twenty-six-year-old Sherrié (pronounced shah-ree) Austin began performing at country festivals in her native Australia at age 13, and a year later she was opening dates for Johnny Cash. Her family relocated to Los Angeles, and Austin decided to move to Nashville a few years later to pursue her songwriting career, selling her musical equipment to raise the plane fare. Her debut album, "Words," is due July 15. It includes a guest appearance by Vince Gill on the track "I Wanna Fall In Love (So Hard It Hurts)."

Bob Carlisle

"BUTTERFLY KISSES" (DIADEM)

After this song won contemporary Christian artist Bob Carlisle song of the year and inspirational recorded song of the year honors at this year's Dove Awards, it began getting heavy AC airplay and ascended the AC chart. Even before



a country mix was serviced, it had charted on the Country Airplay chart based on spins of the AC version on country radio. Carlisle wrote the song for his daughter, Brooke. It appears on Carlisle's

year-old Christian album "Shades Of Grace," which has been newly repacked for the secular market under the title "Butterfly Kisses: Shades Of Grace." Carlisle's other writing credits include Dolly Parton's "Why'd You Come In Here Looking Like That" and Ty England's "Redneck Son."

Lila McCann

"DOWN CAME A BLACKBIRD" (ASYLUM)

Seattle native Lila McCann made her singing debut with her father's band at the age of 4. She was signed to a development deal with Asylum at age 12. Now 15 and a freshman in high school, McCann plays guitar and wrote one of the songs on her debut album, "Lila," which also contains a cover of Sheena Easton's hit "Almost Over You." The album, produced by Mark Spiro, is due June 17.

Michael Peterson

"DRINK, SWEAR, STEAL & LIE" (REPRISE)

Born in Tucson, Ariz., and raised in eastern Washington, Michael Peterson earned a scholarship for football and music from Pacific Lutheran University and originally chose sports over music. That choice earned him a national championship ring and a friendship with quarterback Brad Westerling, who went on to become a producer for Deniece Williams and gave Peterson his first professional opportunity as a songwriter. For nearly two years, Peterson traveled to Nashville once a month, pursuing a country songwriting deal, and penned more than 70 songs in one eight-month period. His self-titled album, produced by Josh Leo and Robert Ellis Orrall, includes a duet with Travis Tritt, "I Finally Passed The Bar."

River Road

"I BROKE IT, I'LL FIX IT"

(CAPITOL NASHVILLE)

The five members of River Road first met eight years ago, when they were playing on the Louisiana club circuit. After joining forces, they began drawing crowds with a mixture of country, blues, and jazz. The band is composed of lead guitarist Tony Ardoin, lead singer/bass player

Steve Grisaffe, keyboardist Charles Ventre, steel guitar player Richard Comeaux, and drummer Mike Burch. Grisaffe previously played in the band Bayou with Trace Adkins, and Grisaffe and Comeaux previously toured with Sammy Kershaw. The group's self-titled debut album, produced by Scott Hendricks and Gary Nicholson, is due June 17.

Sons Of The Desert

"WHATEVER COMES FIRST" (EPIC)

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

Teresa

"BABY THAT'S WHAT LOVE DOES" (EPIC)

Long before she had a record deal, Teresa was working 100-200 dates a year as a touring artist and was named National Assn. of Campus Activities country artist of the year in 1995 and '96. Long before signing with Epic last year, she had recorded two independent albums and has had a fan club for nearly three years.

Born to Italian-immigrant parents who settled in East Hartford, Conn., Teresa began performing with local groups as a teenager. Between '81 and '86 she ran her own sound company. From '85 to '87 she was a regular at Manhattan bar the Back Fence while working 9 to 5 in a property-management company. She moved to Nashville in 1989 and landed a publishing deal with Warner Songs two years later.

Lee Ann Womack

"NEVER AGAIN, AGAIN" (DECCA)

Lee Ann Womack grew up in the east Texas town of Jackson listening to Grand Ole Opry broadcasts from Nashville and picturing herself on the Opry stage. The daughter of a part-time country DJ, Womack often accompanied her father to the radio station, where he would let her play her favorite records. Now 30 years old and the mother of 6-year-old daughter Aubrie (with new BNA artist Jason Sellers), Womack is hoping to finally realize her Opry dream. Her self-titled debut album, due May 13, was produced by Mark Wright and includes a duet with labelmate Mark Chesnutt, "Make Memories With Me."

Billy Yates

"FLOWERS" (ALMO SOUNDS)

Billy Yates' first cut as a songwriter was the George Jones song "I Don't Need Your Rocking Chair"; he went on to write songs for Ricochet, Ricky Van Shelton, Kenny Chesney, Sara Evans, and David Allan Coe, all the while supporting himself and his wife, Nancy, as a barber. Raised on a farm in the foothills of the Ozarks, he got an early start performing live on a regular Sunday-morning broadcast at KDFN Doniphan, Mo., where he worked nights after graduating from high school. He co-produced his debut album with Almo Sounds chief Garth Fundis.

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

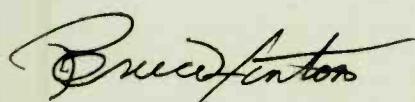
BUTTERFLY KISSES...

THE DEBUT SINGLE FROM THE RAYBON BROS.

May 16, 1997

To our friends at Country Radio:

In the past few days, you've received a single from the newest member of our MCA family, The Raybon Bros. As you probably know, Marty Raybon is one of the great country singers in our industry, and his track record as lead singer for the group Shenandoah speaks for itself. He has now teamed with his brother Tim, to create what we think, is one of the most incredible records to come to our format in a long, long time. "Butterfly Kisses" simply put, is a remarkable song. We felt it was important to give you a country single of this song from an established country artist. You've come to expect quality music and commitment from MCA Nashville, and you can be assured that the commitment is total with The Raybon Bros. and "Butterfly Kisses". It is our hope that you will embrace this song and share it with your listeners. Please feel free to call our promotion department with your stories, questions and comments. We'd love to hear from you at 615-880-7300. Thank you for your continued support.



Bruce Hinton
Chairman



Tony Brown
President

MCA.
NASHVILLE

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Classic Rock Up Sharply, Top 40 Off, Country Rises In National Arbs

Continued from page 1

ternoons, and 16.9-17.1 at night; in the last two dayparts, it posted its best number ever. It also posted record numbers in the 18-34 demo (13.9-14.4) and with men (8.8-9.0), which, one suspects, could have had something to do with the amount of rap on the radio during the winter and the publicity surrounding the murder of the Notorious B.I.G. R&B adult stations, which we also track separately, have been virtually flat for their first year as a discrete format. They held at a 3.7 share this winter.

Country's move forward puts the format flush with its fall '90 number. It's up by a tenth or two in most demos and dayparts with the exceptions of afternoons, 25-54, where it's flat with a 10.9, and 35-64, where the 11.9 share is the format's lowest number in the eight years that we've looked at national Arbitrators. The format's much-publicized broader gold libraries and the advent of several gold-based country FMs this winter may have had something to do with a much-needed rebound in men (9.9-10.3), but there's no sign of the 35-plus audience being repatriated by the changes.

Top 40 was off in all dayparts except middays, where it was flat. It was down most at night (12.2-11.6). But the format is still well ahead of last winter, when it had a spectacular 8.8-7.2 overall drop. Top 40 is, however, closer than ever to losing its longstanding lead among teens, with whom it was off 29.1-27.8, while R&B was flat at a 24.3 share.

Top 40 is no longer getting the boost it got over the last year from a net gain in the number of stations, as the format moved into markets where it hadn't previously existed. If the rumors about Chicago and San Francisco getting mainstream top 40s turn out to be true, those stations, even with modest ratings, would do a lot to drive the national number, given the number of listeners that even a few shares represent in a major market.

That also explains some of what happened between mainstream and classic rock this time. Two top 10 market heritage rockers, WNEW New York and KLOL Houston, flipped to classic rock

(although KLOL is sort of heading back these days). KBGG San Francisco, one of numerous '70s oldies stations to evolve into something more Arrowesque, was also reclassified as classic rock this winter. In a book in which the station count for most formats was as static as the numbers themselves, classic rock gained a total of 10 stations nationally, and mainstream album rock lost seven.

There's no sign that mainstream rock's drop represents a listener migration to modern, since that format was pretty much flat everywhere, except teens (where it seems to be losing a few bodies to modern AC). One might wonder if the increasingly hard nature of some mainstream rockers is driving folks over to classic, but the migration transcends demo, instead of getting sharper as the audience gets older. In 18-34, album is down 12.3-11.7, while classic rock is up 5.2-6. In 25-54, album is off 8.8-8.1, while classic rises 4.3-5.1. In 35-64, it's album 5.4-4.9, classic 4.3-5.1.

Spanish was only up by a tenth in most dayparts and demos, but that was enough for the format to post its third straight record book. One interesting note about Spanish, despite its long-standing stereotype as a format that appealed only to older (read less-assimilated) listeners: Its best numbers are consistently in the 18-34 demo these days. Spanish was flat in 18-34 with a 7.5 share but ahead of 25-54 (6.5-6.6) and 35-64 (5.9-5.9)—this despite the fact that many of the new builds in the format have been Spanish-language ACs, as opposed to the younger-targeted Tejano, regional Mexican, and salsa/merengue outlets that gave the format its first boost among younger listeners.

The oldies format posted its lowest numbers since winter '93. A lot of that can be traced to the near dissolution of '70s oldies stations, which only represented a 0.8 share last spring, when Arbitron began breaking them out, but which now represent only a 0.4 share. At its peak, the numbers suggest that the '70s accounted for about a share and a half of overall listening in the first half of '95.

McCoy Shakes Up Eugene



Atlantic artist Neal McCoy performed at KUGN Eugene, Ore.'s recent listener appreciation show. Pictured, from left, are KUGN's Montana Taylor and Kelly Erickson, McCoy, and KUGN's Bob Boshe.

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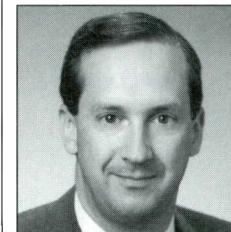
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MONITOR PROFILE

Programming Vet Harvill Reclaims Name For Sacramento VP/GM Gig

A fter 19 years as Doug "McGuire," KHTK/KNCI/KRAK Sacramento, Calif., VP/GM Doug Harvill decided to revert to his real name and get rid of one he's always hated. Harvill vividly recalls being hired at WMZQ Washington, D.C., in 1978 and, on his first day, being instructed to go put his headphones in his locker. Finding no locker with his name on it, he asked which was his and was directed to a locker marked "McGuire" and told "that's you." After almost two decades in the programming and on-air trenches, he landed his first VP/GM job last October and recently decided the time was right to reclaim his name.

Harvill began his career at WWDC Washington, D.C., then gravitated to WMZQ after a stint programming a suburban station. In 1984, he was hired to put WYAY Atlanta on the air, then launched WLVK (now WTDR) Charlotte, N.C. He was subsequently hired by EZ Communications to program hot AC



Doug Harvill
VP/GM
KNCI/KRAK Sacramento

*Nobody believes
that suddenly
there's a third
fewer country
listeners in
the market'*

KYKY St. Louis, then elevated first to regional PD, then national PD. When EZ merged with ARS, Harvill "wanted to take a break from the road" after almost nine years of traveling and was named to his current position overseeing the two country stations and sports outlet KHTK.

While it is still fairly unusual for a programmer to rise through the ranks to GM, Harvill says he was prepared for the job because he had always worked in tandem with the sales department. "Learning their language and going on sales calls with them and learning their issues only helped my career," he says. Also, as EZ's national PD, part of his role was acting as a liaison between programming and sales. "As a group PD, I had to learn how to talk to a PD in his language and turn around and talk to the GM about how that affects business."

Asked if he misses programming, Harvill quips that OM "Mark Evans would tell you I'm not missing that at all. Mark and I have a longstanding relationship and are comfortable [with each other], so I absolutely get to feed my [programming] junkie habit." Joking aside, Harvill says he tries not to get in Evans' way. And while they discuss programming issues daily, he says, "it's Mark's department to run." Harvill views his job now as similar to that of a group PD—"to be a second set of ears." (Labels will probably be grateful Harvill leaves the programming to Evans. Although KNCI plays about 35 currents, Harvill believes the ideal country playlist is closer to 18-20.)

Harvill was instrumental in the decision to take KRAK from mainstream to country gold Jan. 17, scrapping plans to go in a young country direction almost at the last minute. Taking KRAK younger, he says, wouldn't have solved the problem of the two stations being used interchangeably, but instead would have cannibalized KNCI on the young end. Instead, KRAK is "basically a good-time oldies station

with country records," Harvill says. The library begins in the "Urban Cowboy" era, peaks in the mid-'80s, and touches into the very beginning of the Garth Brooks era. It also features an occasional classic from artists like Patsy Cline once an hour. Harvill says he is looking to add at least one more "high profile" personality to the station who has the kind of heritage in Sacramento that the WCBS-FM jocks have in New York.

KNCI, meanwhile, is "a great, mainstream, contemporary country station," according to Harvill. "It's where the big heritage morning show is and plays new country as well as recent gold." The only change being made at KNCI, he says, is that it is now being "aggressively marketed" for the first time in several years.

Before making the change at KRAK, Harvill says the two stations "had almost the same median age." Now, he says, KNCI's median age is 38 and KRAK's is 44, "so the listeners are definitely getting the difference."

Here's a recent afternoon hour on KNCI: Reba McEntire, "I'd Rather Ride Around With You"; Garth Brooks, "Standing Outside The Fire"; Lorrie Morgan, "Good As I Was To You"; BlackHawk, "Every Once In A While"; George Strait, "Blue Clear Sky"; John Berry, "I Will If You Will"; Alan Jackson, "Tall Tall Trees"; Shania Twain, "What Made You Say That"; Kevin Sharp, "She's Sure Taking It Well"; Vince Gill, "Don't Let Your Love Start Slipping Away"; Brooks & Dunn, "Why Would I Say Goodbye"; Tracy Byrd, "Watermelon Crawl"; and Mindy McCready, "Guys Do It All The Time."

Here's a recent afternoon hour on KRAK: Juice Newton, "Queen Of Hearts"; George Strait, "The Fireman"; Kenny Rogers, "Daytime Friends"; Clint Black, "Nobody's Home"; Alabama, "Forty Hour Week (For A Livin')"; Willie Nelson, "On The Road Again"; Steve Wariner, "A Woman Loves"; Oak Ridge Boys, "Y'all Come Back Saloon"; the Judds, "Why Not Me"; George Jones, "He Stopped Loving Her Today"; Reba McEntire, "Somebody Should Leave"; Johnny Lee, "Lookin' For Love"; and Don Williams, "Tulsa Time."

KRAK came out of the starting gate slowly, posting a 12-plus ratings increase of just two-tenths of a share (3.2-3.4) in its first book with the new format, although Harvill claims its cume increased by 20%. But while you would expect the removal of a direct format competitor to have helped KNCI, Harvill says what that station got instead was "an unexpectedly soft winter book," where KNCI was off 5.4-4.5 12-plus. Part of that loss may have been due to the debut of modern AC KZZO (formerly KQPT), a station with which, Harvill says, KNCI's audience sharing "went through the roof." He also blames the loss on KRAK getting "a lot of attention from 35-plusers. Like any new product, people were spending a lot of time with it."

Harvill says the focus now is on "selling through" the soft ratings period until the numbers can rebound. "KNCI is a longstanding, successful country radio station and has delivered results for advertisers for years. Nobody believes for a moment that suddenly there is a third fewer country listeners in the market."

He believes that having the two country stations positioned in different directions gives them a tactical sales advantage. "When the two stations were going head to head, the advertisers felt like they could go after one. Now they feel like they have to buy both to reach the whole country segment." Harvill also believes the move probably ensures that no one else will come into the market with a country format.

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**KBEQ
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KLLL**

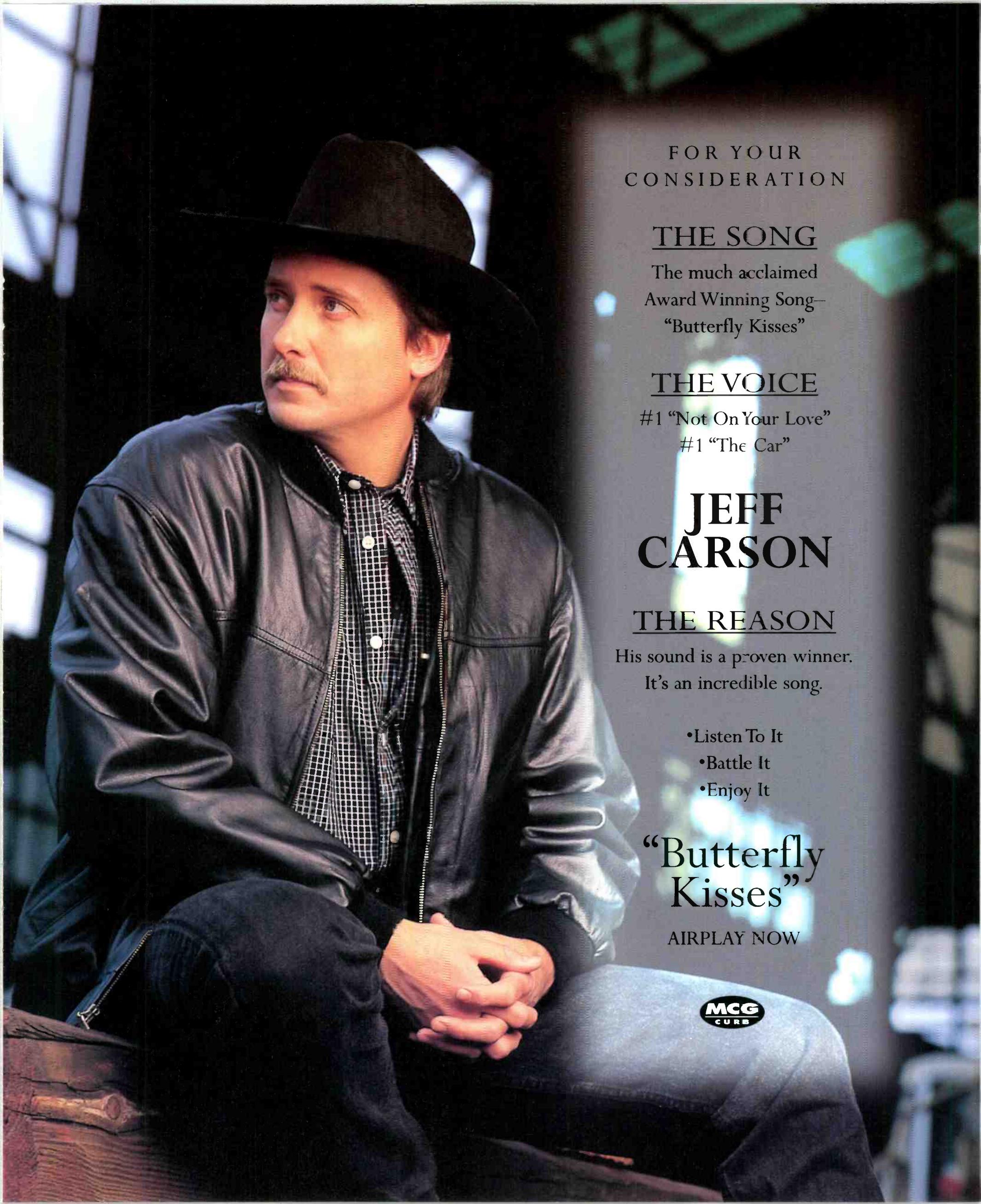
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★ Bob Carlisle's "Butterfly Kisses" CD is NOW available in stores
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THE SONG

The much acclaimed
Award Winning Song—
“Butterfly Kisses”

THE VOICE

#1 “Not On Your Love”
#1 “The Car”

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THE REASON

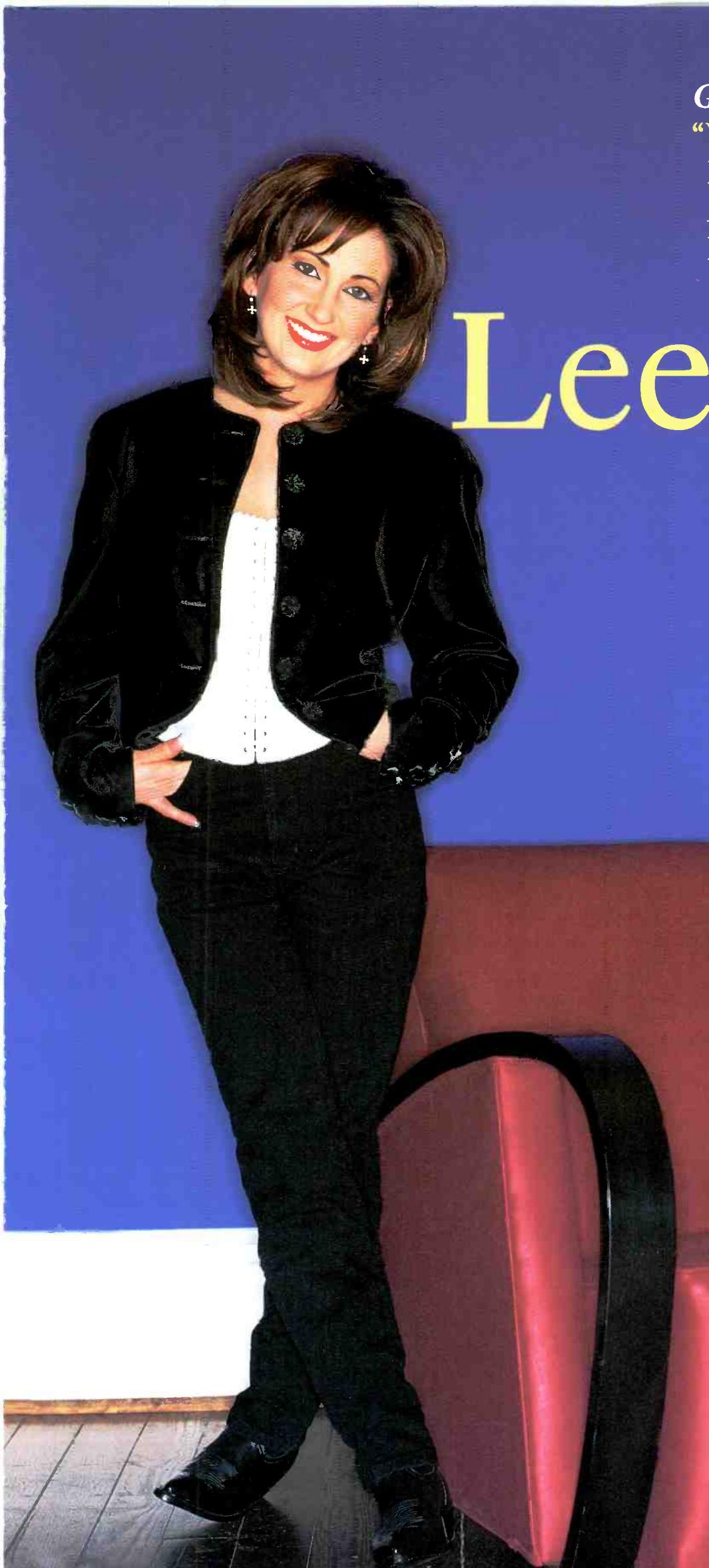
His sound is a proven winner.
It's an incredible song.

- Listen To It
- Battle It
- Enjoy It

“Butterfly Kisses”

AIRPLAY NOW





GEORGE STRAIT -

"What a great song
Lee Ann Womack has in
Never Again, Again.
I think she's awesome!"

Lee Ann Womack

ALAN JACKSON -

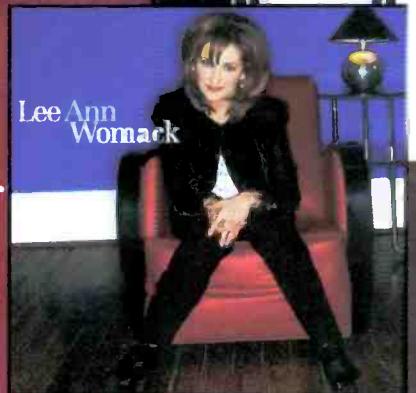
"I love her singing.
All we do is sit on the bus
and play that album of hers.
Never Again, Again,
is my favorite one on there."

VINCE GILL -

"Lee Ann Womack is
providing what I really miss
in country music these days—
pure, straight ahead,
hardcore, traditional music.
And best of all
it's really good..."

RONNIE DUNN -

(of Brooks & Dunn)
"You have killed me with
the Lee Ann Womack CD.
It's a monster!
It's my favorite record.
This is the first record to
knock me out
in a long time."



(IN STORES MAY 13)

Four Out Of Four Entertainers Of The Year Can't Be Wrong

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Somewhere
between
BIG LIPS
and
NO SHOW...

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BETWEEN
THE STONES
and
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THE RACE IS ON for airplay now.

Management: Bob Doye & Associates



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THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS
					TW LW
★ ★ ★ No. 1 ★ ★ ★					
1	6	14	SITTIN' ON GO ASYLUM 1 week at No. 1	BRYAN WHITE	5143 4832
2	1	12	ONE NIGHT AT A TIME MCA	GEORGE STRAIT	5064 5483
3	10	4	IT'S YOUR LOVE CURB	TIM McGRAW (WITH FAITH HILL)	4982 4471
4	8	14	A GIRL'S GOTTA DO (WHAT A GIRL'S GOTTA DO) BNA	MINDY MCCREADY	4906 4599
5	11	8	WHO'S CHEATIN' WHO ARISTA	ALAN JACKSON	4809 4373
6	7	14	I MISS YOU A LITTLE ATLANTIC	JOHN MICHAEL MONTGOMERY	4767 4776
7	9	17	SHE'S SURE TAKING IT WELL 143/ASYLUM	KEVIN SHARP	4750 4535
8	12	10	A LITTLE MORE LOVE MCA	VINCE GILL	4641 4307
9	3	14	SAD LOOKIN' MOON RCA	ALABAMA	4376 5247
10	13	11	THE LIGHT IN YOUR EYES CURB	LEANN RIMES	4362 4155
11	4	19	GOOD AS I WAS TO YOU BNA	LORRIE MORGAN	4304 4989
12	2	15	BETTER MAN, BETTER OFF ATLANTIC	TRACY LAWRENCE	4296 5325
13	15	11	WHY WOULD I SAY GOODBYE ARISTA	BROOKS & DUNN	4019 3816
14	14	14	SIX DAYS ON THE ROAD CURB	SAWYER BROWN	3837 3870
15	5	15	ON THE VERGE EPIC	COLLIN RAYE	3598 4964
16	18	8	I'D RATHER RIDE AROUND WITH YOU MCA	REBA MCENTIRE	3571 3275
17	16	11	LOVED TOO MUCH EPIC	TY HERNDON	3544 3359
18	17	14	LITTLE THINGS CAPITOL NASHVILLE	TANYA TUCKER	3436 3311
★ ★ ★ AIRPOWER ★ ★ ★					
19	19	10	COUNT ME IN CAPITOL NASHVILLE	DEANA CARTER	3270 3132
20	20	12	LET IT RAIN DECCA	MARK CHESNUTT	3059 2941
21	21	14	PLACES I'VE NEVER BEEN MERCURY NASHVILLE	MARK WILLS	2919 2663
22	28	6	ALL THE GOOD ONES ARE GONE ARISTA	PAM TILLIS	2704 2263
23	23	12	NEVER AGAIN, AGAIN DECCA	LEE ANN WOMACK	2655 2575
24	30	6	I LEFT SOMETHING TURNED ON AT HOME CAPITOL NASHVILLE	TRACE ADKINS	2545 2218
25	29	13	WHATEVER COMES FIRST EPIC	SONS OF THE DESERT	2491 2242
26	27	11	I ONLY GET THIS WAY WITH YOU COLUMBIA	RICK TREVINO	2445 2358
27	24	18	RUMOR HAS IT GIANT	CLAY WALKER	2406 2518
28	33	6	THE TROUBLE WITH THE TRUTH EPIC	PATTY LOVELESS	2282 1649
29	26	19	(THIS AIN'T) NO THINKIN' THING CAPITOL NASHVILLE	TRACE ADKINS	2247 2429
30	22	20	ANOTHER YOU CURB	DAVID KERSH	2230 2626
31	31	7	SHE'S GOING HOME WITH ME WARNER BROS.	TRAVIS TRITT	2164 2115
32	25	13	THIS IS YOUR BRAIN EPIC	JOE DIFFIE	1989 2440
33	32	19	DON'T TAKE HER SHE'S ALL I GOT MCA	TRACY BYRD	1940 1975
34	35	5	COME CRYIN' TO ME BNA	LONESTAR	1882 1462
35	36	7	I WILL, IF YOU WILL CAPITOL NASHVILLE	JOHN BERRY	1832 1458
36	37	6	ONE, TWO, I LOVE YOU GIANT	CLAY WALKER	1642 1368
37	38	11	A DOZEN RED ROSES CAREER	TAMMY GRAHAM	1236 1303

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/LABEL/PROMOTION LABEL	ARTIST	DETECTIONS
					TW LW
38	39	10	TAKE IT FROM ME REPRISE	PAUL BRANDT	1216 1112
39	41	9	THE SWING EPIC	JAMES BONAMY	1210 1019
★ ★ ★ HOT SHOT DEBUT ★ ★ ★					
40	40	8	FIT TO BE TIED DOWN MERCURY NASHVILLE	SAMMY KERSHAW	1205 1093
41	49	3	DRINK, SWEAR, STEAL & LIE REPRISE	MICHAEL PETERSON	1083 696
42	34	20	IF SHE DON'T LOVE YOU RISING TIDE	THE BUFFALO CLUB	1048 1559
43	43	5	HE LEFT A LOT TO BE DESIRED COLUMBIA	RICOCHET	1046 837
44	48	3	DON'T LOVE MAKE A DIAMOND SHINE MCA	TRACY BYRD	1040 768
45	42	7	LUCKY ME, LUCKY YOU CAREER	LEE ROY PARNELL	947 883
46	46	8	FROM WHERE I'M SITTING DECCA	GARY ALLAN	755 773
47	47	20	455 ROCKET MERCURY NASHVILLE	KATHY MATTEA	684 772
48	59	5	CARRYING YOUR LOVE WITH ME MCA	GEORGE STRAIT	601 305
49	53	9	SOMEWHERE IN LOVE MERCURY NASHVILLE	JOHN & AUDREY WIGGINS	567 520
50	50	19	HERE'S YOUR SIGN (GET THE PICTURE) WARNER BROS.	BILL ENGVALL WITH SPECIAL GUEST TRAVIS TRITT	562 627
51	62	2	FLOWERS ALMO SOUNDS	BILLY YATES	509 230
52	52	6	KING OF THE ROAD (FROM "TRAVELLER") ASYLUM	RANDY TRAVIS	493 549
53	56	4	I BROKE IT, I'LL FIX IT CAPITOL NASHVILLE	RIVER ROAD	488 392
54	45	17	DARK HORSE ATLANTIC	MILA MASON	472 805
55	58	3	JUST THE SAME MERCURY NASHVILLE	TERRI CLARK	459 377
56	54	20	EVERYTHING I LOVE ARISTA	ALAN JACKSON	436 462
57	64	2	LUCKY IN LOVE ARISTA	SHERRIE AUSTIN	432 210
58	63	3	DOWN CAME A BLACKBIRD ASYLUM	LILA McCANN	413 214
59	NEW▶	DAY IN, DAY OUT CURB	DAVID KERSH	382 104	
60	NEW▶	SHE'S GOT IT ALL BNA	KENNY CHESNEY	371 85	
61	61	6	MARY GO ROUND WORD NASHVILLE	SKIP EWING	369 298
62	55	9	DO IT AGAIN CURB	JEFF CARSON	354 456
63	67	2	THE SHAKE ATLANTIC	NEAL MCCOY	324 195
64	51	16	SAY YES CURB	BURNIN' DAYLIGHT	319 594
65	74	2	BUTTERFLY KISSES DIADEM/JIVE	BOB CARLISLE	313 129
66	NEW▶	BUTTERFLY KISSES MCA	THE RAYBON BROS.	255 0	
67	NEW▶	HOW A COWGIRL SAYS GOODBYE ATLANTIC	TRACY LAWRENCE	226 92	
68	57	17	DADDY'S LITTLE GIRL CURB/UNIVERSAL	KIPPI BRANNON	222 384
69	65	3	YOUR MAMA WON'T LET ME WARNER BROS.	LITTLE TEXAS	220 208
70	60	17	COLD OUTSIDE MCA	BIG HOUSE	213 298
71	71	2	YOU AIN'T LONELY YET MCA	BIG HOUSE	210 152
72	66	5	HE'D NEVER SEEN JULIE CRY CURB	JO DEE MESSINA	193 199
73	75	2	FIND MY WAY BACK TO MY HEART ROUNDER	ALISON KRAUSS & UNION STATION	145 121
74	NEW▶	IT'S ALL THE SAME TO ME MERCURY NASHVILLE	BILLY RAY CYRUS	139 1	
75	68	7	THE BETTER TO DREAM OF YOU COLUMBIA	MARY CHAPIN CARPENTER	137 173

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.

