

# COUNTRY AIRPLAY Monitor

• We Listen To Radio •

MARCH 1, 2002

The Rise And Fall Of  
The Boom Of '92 p. 9

Looking Ahead To The  
Next Country Boom p. 10



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## NO. 1 THIS WEEK:

**JO DEE MESSINA WITH TIM McGRAW**

*Bring On The Rain (CURB)*

## GREATEST GAINER

**ALAN JACKSON**

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

## AIRPLAY ADDS

**ALAN JACKSON**

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

## AUDIENCE

**TIM McGRAW**

*The Cowboy In Me (CURB)*

## Country Lifegroup Still Exists, But It's Shrinking

■ by Angela King  
and Phyllis Stark

During country's early and mid-'90s boom years, it seemed as though nearly everyone had become part of the country music lifegroup. Country nightclubs abounded, line dancing was all the rage, and the costume of boots, hat, and starched jeans was commonplace. But as country music has waned, the lifegroup appears to have shrunk as well. Good markets for country have become tough, and tough ones have become impossible.

One hint that the lifegroup has been diminished is found in the Arbitron ratings of markets that country once dominated. While there are still markets like Indianapolis; Louisville, Ky.; and Albany, N.Y., where the country leader is in or near double digits, the No. 1 country station in



**SLEDGE**

comparably sized Charlotte, N.C., had a 5.4, while Orlando, Fla.'s top country share was a 5.1.

The top country station in Phoenix had a 4.4 share during the fall. Its Houston counterpart had a 4.1, while Atlanta's country leader had a 4.7 share. And not one of those markets has had a change in the number of country competitors that should affect an incumbent's ratings.

Detroit; Washington, D.C.; and Chicago aren't thought of as country lifegroup markets. But they've had consistently strong country stations. Still, the top country share in those markets during last fall was a 3.7, a 3.2, and a 2.9, respectively.

As PDs gather in Nashville for Country Radio Seminar, we asked whether there is still a country lifegroup—defined for the purposes of this story as those people who live the country lifestyle and

*Continued on page 6*

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Don't miss Jamie O'Neal, Willie Nelson, and Mark Wills at the ASCAP Luncheon during CRS – Friday, March 1st, 12pm – 2pm



## Most Labels Buy Into CC Showcases

Several weeks ago, word began circulating that Clear Channel was offering labels the opportunity to showcase artists for \$35,000 each at its corporate country meeting in Nashville to be held just before the Country Radio Seminar. At press time, the majority of Nashville labels had opted to participate—anteing up for access to the group's PDs and other executives.

The labels that opted to participate are Capitol, Monument, RCA Label Group (RLG), and Universal South, as well as a shared sponsorship among DreamWorks, Lyric Street, and MCA Nashville. The latter trio presented one new artist each during lunch Feb. 26: DreamWorks'

Emerson Drive, Lyric Street's Brian McComas, and MCA Nashville's Chely Wright took part. On Feb. 27, Monument's Little Big Town, Michael Peterson, and Jeffrey Steele performed during the sponsored lunch.

RLG sponsored dinner Feb. 25, Capitol sponsored a dinner Feb. 26, and Mercury took the Feb. 27 night slot. Universal South hosted a

breakfast session Feb. 27.

Clear Channel offered the sponsorships with a guarantee of mandatory PD attendance, as well as \$10,000 in advertising for participating labels during Premiere's syndicated *After MidNite With Blair Garner* show.

ANGELA KING



## RADIOACTIVE

BY PHYLLIS STARK  
& ANGELA KING

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## CRB Picks Hall Of Fame Inductees

Seven broadcasters have been selected for induction into Country Radio Broadcasters' Country Music DJ Hall of Fame and Country Radio Hall of Fame. The five DJ honorees are Lee Arnold, J.D. Cannon, Billy Cole, Joe Hoppel, and the late Buck Wayne. The two inductees into the Country Radio Hall of Fame are Doug Mayes and the late Jack Cresse.

Arnold, currently an air personality at Sirius Satellite Radio, hosted the nationally syndicated show *Lee Arnold on a Country Road* from 1980 to 1991 and is also known for his airwork at WHN New York. Cannon is MD at WFMS Indianapolis, where he has worked since 1979. Cole is best known as host of the *Coast to Coast and Border to Border* trucking show at WHO Des Moines, Iowa, for many years.

Hoppel has been morning host at WCMS Norfolk, Va., for 47 years. Wayne's background included stints as a country DJ, programmer, TV personality, and musician.

Mayes hosted a Saturday-night show on WBT Charlotte, N.C., and was a staff announcer for a number of other radio stations. Cresse worked in sales and management roles at several stations, including KVOO Tulsa, Okla., and is a former president of the Oklahoma Broadcasters Assn.

The ceremony will be held June 27 at the Renaissance Hotel in Nashville. Each inductee must have served at least 25 years in country radio and contributed to its growth and development and to the preservation and enhancement of country music.

### Willie Time



KSON San Diego afternoon host Kimo Jensen, left, poses with the legendary Willie Nelson during a recent station visit.

### PROGRAMMING: SMITH FOR STECKER

Clear Channel/Oklahoma City director of programming L.J. Smith adds day-to-day programming duties for the cluster's two country outlets, KTST (the Twister) and KXXY. He replaces Ted Stecker, who recently exited (*Country Airplay Monitor*, Feb. 15).

RateTheMusic.com's Mark Todd returns to radio as VP of programming for Waitt Radio Networks, formerly known as Radio One. He'll oversee Waitt's satellite modern rock, oldies, adult top 40, and two country formats.

KXKZ Monroe, La., MD/middayer Mickey Alexander heads to KLAA Alexandria, La., as OM. He replaces Dave Grachien, who remains as station engineer. KXKZ ups part-timer Mike Carson to middays.

### MANAGEMENT: FARID BIDS FAREWELL

While industry observers were watching Infinity to see if the company was indeed big enough for Sumner Redstone and Mel Karmazin, it was longtime president/CEO Farid Suleman who shocked the industry last week by announcing his departure. He'll become CEO for Citadel and a special limited partner in owner Forstmann Little.

Cumulus/Youngstown/Canton, Ohio, names Bob Roof market manager, replacing Tim Foley, who stays on as national sales manager. The cluster includes country WQXX.

### PEOPLE: JACKSON JOINS KSON

KSON San Diego hires KMLE Phoenix overnight jock Wes Jackson for nights. He replaces Sam Botta, who stays on for weekends.

WGGY (Froggy 101) Scranton, Pa., evening host Ray McCloskey exits to Keymarket's WOGG/WOGL/WPNT Pittsburgh for overnights. WGGY also drops its *Cryin' Lovin' Laughin' or Leavin'* night show, which becomes *Froggy Nightclub*.

Condolences to family and friends of WFMS Indianapolis midday host C.K. "the Duckman" Webb, who died of a heart attack Feb. 23. He was 37. Webb previously was morning producer at WYNG Evansville, Ind.

### TECHNOLOGY: WEBCASTS NOT VIABLE?

While many major radio groups, particularly Citadel and Clear Channel, have been rebooting most of their major-market stations' Webcasts in recent months, they may be yanking them again soon in light of a Feb. 21 decision by the U.S. Copyright Office that would give labels a royalty of 0.07 to 0.14 cents per listener and be retroactive to 1998. Susquehanna Radio senior VP Dan Halyburton, whose stations never came off the Web during last year's AFTRA-generated streaming controversy, tells *The New York Times*, "You may

## COUNTRY CONFIDENTIAL

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



## Awaiting The Next Country Music Boom

As we gather for the 33rd annual Country Radio Seminar, we find ourselves in a country music business that is at least two years past the point at which the proverbial "10-year cycle" should have brought us another commercial heyday. Assuming this next heyday will come to be at some point, will we be prepared for renewed interest in country music? And what have we learned from country's previous commercial boom?

Corporate profit is an insatiable mouth to feed, but at what point does the endless series of "next levels" cease to exist? Natural law dictates that everything stops growing at some point. Perhaps country music has maximized its potential. Perhaps the best way we can be prepared for the future is to simply consider the idea that another boom may not happen at all.

Since the dawn of commercialized country music in the 1920s, that unwritten but nonetheless reassuring 10-year cyclical prediction has had us wringing our collective hands like overdue first-time parents-to-be. We think we're ready for the next big thing, but we're generally uncertain and barely willing to speculate about its potential source or origin.

Although we hear plenty of familiar old farmer's-almanac-type comments—such as "We're three minutes away from being hot again" and "It's time for the music to get more traditional again"—there has also been an investment for the past several years by the industry in seeding country-to-pop crossover. For now, conventional wisdom doesn't seem to apply.

As we fight the good fight, we should try to learn from the lessons of the past.

When all eyes turned to country last time around, we were immediately ashamed of ourselves. Instead of demanding a higher standard of integrity for our artists and music, we signed countless acts that looked, sounded, and dressed alike. They were media-trained until they turned blue, and authenticity and originality quickly became second-rate virtues.

Next time around, let's lean into the spotlight and insist upon innovation, not imitation. Let's look the consumers squarely in the eye and give them honest country music from all ends of the stylistic spectrum, whether it cloaks us in ermine or gingham, patent leather or work boots.

The next time we're at the head of the class, let's be willing to accept our emerging superstars more quickly in order to ensure that we have a constant supply of image artists for the format to get us through the rainy days that will undoubtedly follow. Country radio and the music industry should also be slower to dismiss music that's a little off the menu.

The highly commercial *O Brother, Where Art Thou?* project was a media-driven affair everywhere but at radio. While it may not have contained mass-appeal material by radio's current standardized norm, the lesson in hindsight is that radio would do well to be less guarded when considering event- or media-driven projects and more careful when assessing what, if any, ownership stake it will take.

The industry at large may ultimately have to be less territorial and more receptive to great music that isn't necessarily made in Nashville, may not happen to be written by a team of briefcase songwriters on Music Row, and may not be backed by staggering amounts of major-label promotion money. The more narrowly the industry focuses its music and demographic thrust, the greater the chance that P3 and P2 listeners may never become P1 converts.

Of course, the industry will continue to be hampered by things it cannot change. Consolidation, for example, is here to stay. Programmers will still have more work than they can wrap their arms around in a day, and owners and stockholders will always give their managers a bigger bucket to fill than they did the year before. Radio and record companies will always be profit-driven. While that's not an inherently evil characteristic, it becomes so when business practices are shaped solely by profiteering without any vision for long-term integrity. Many among us are concerned that our industry has already crossed that ominous boundary, and there's no turning back.

While we discuss the issues this week at CRS, let's revel in our accomplishments but accept the challenge to prepare for more good times ahead, whatever way it comes.

## ON THE ROW

### Gerrie McDowell Joins Audium Records Staff

Veteran record executive Gerrie McDowell has been named operations manager at Audium Records. McDowell most recently ran her own Nashville-based company, Gerrieco Marketing and Consulting. Prior to that, she held lengthy stints in promotion at Capitol, Curb, and Curb/Universal Records. Her Audium duties will include overseeing promotion and assisting with sales and marketing.

Denise Roberts joins Universal South Records as director of West Coast regional promotion from a similar position at MCA Nashville. Her replacement at MCA had not been named at press time.

Nashville-based Jerry Duncan Promotions has added two staffers and restructured its secondary market division. Director of secondary promotion Lynda Duncan will handle the East Coast and Southeast. Nicole Nichols becomes Southwest promoter. Amy Beth McCoy joins as promotion coordinator. New staffer Cyndy Benton will work the Midwest and be based in Kansas City. Both McCoy and Benton are new to the business. Promotion manager Beverly Worley-Schubert remains based in Knoxville, Tenn.

LeAnn Rimes has reconciled with her father, Wilbur Rimes, and has settled her lawsuit against him. The suit, filed in May 2000, claimed Wilbur Rimes inappropriately siphoned at least \$7 million from his daughter during the previous five years. Terms of the settlement were not disclosed. LeAnn Rimes married dancer Dean Sheremet Feb. 23 in Dallas. Both of her parents reportedly walked her down the aisle.

The Americana Music Assn. has scheduled its third annual conference for Sept. 12-14 at the Hilton Suites in downtown Nashville.


have just witnessed the end of commercial streaming on the Internet," while CC director of technology Brian Parsons tells CBS MarketWatch, "Given the new royalty rates, the softness of the ad market, and the technology costs, this just isn't a viable business."

Rival companies XM Satellite Radio and Sirius

Satellite Radio have signed licensing deals with ASCAP. Under the terms of the five-year agreements, the satellite radio operators will pay an undisclosed royalty rate for access to ASCAP's repertoire of more than 7 million songs. A BMI spokesperson says licensing agreements with XM and Sirius are "in the works."



# Country Adds Stations In Feb. Tally

RANK		The M Street  FORMATS	STATION COUNT			
THIS MONTH	LAST MONTH		FEB. '02	JAN. '02	FEB. '01	NET GAIN OR LOSS THIS MONTH
1	1	Country	2,152	2,150	2,363	2
2	2	News/Talk	1,164	1,162	1,128	2
3	3	Oldies	811	810	840	1
4	5	Religion (Music)	717	721	796	-4
5	4	Adult Contemporary	715	723	725	-8
6	6	Classic Rock/Hits	622	616	498	6
7	7	Adult Standards	556	565	564	-9
8	8	Spanish	554	563	485	-9
9	9	Top 40	473	469	386	4
10	11	Adult Top 40	388	373	353	15
11	10	Soft AC/Easy Listening	375	378	410	-3
12	12	Sports	375	366	266	9
13	13	Religion (Talk)	340	342	282	-2
14	14	Mainstream Rock	280	281	250	-1
15	15	R&B Adult/Oldies	196	203	191	-7
16	16	Miscellaneous	187	189	171	-2
17	17	R&B	187	187	162	0
18	18	Modern Rock	146	143	139	3
19	19	Triple-A	99	95	95	4
20	20	Jazz	85	85	86	0
21	21	Modern AC	57	58	81	-1
22	22	Classical	32	32	39	0
<b>Total commercial operating stations</b>			<b>10,511</b>	<b>10,530</b>	<b>10,310</b>	
<b>Stations off the air</b>			<b>118</b>	<b>118</b>	<b>91</b>	

M Street Corp. is a Nashville-based provider of radio station information to the radio and music industries. Call 615-251-1525 for more information.

## ACCESS NASHVILLE

### New Management, Lineup For Sons Of The Desert

Sons of the Desert have made some changes, shifting management to Fitzgerald Hartley from API Management Group. The group also parted ways with bassist Doug Virden at the end of last year. Now a duo, Sons of the Desert consists of brothers Drew and Tim Womack. They are currently recording their second album for MCA Nashville, due later this year.

Curb Records has signed singer/songwriter/bassist Jenai. Her debut album, *Cool Me Down*, is due May 7 and was produced by Brent Maher. Jenai previously was signed to Atlantic as part of the band Jenai & the Junction.

A Nashville memorial service for Waylon Jennings has been set for 7:30 p.m. March 23 at the Ryman Auditorium. Meanwhile, Reba McEntire's video for "Sweet Music Man" will be dedicated to Jennings. The song, written by Kenny Rogers in 1976, was inspired by Jennings.

Rogers, meanwhile, will be one of the recipients of the inaugural Lone Star Legend Award during his performance at RodeoHouston's finale event March 2 at the Astrodome. The award, which will be presented by George Strait, recognizes record-setting artists who have per-

formed throughout the rodeo's history. Rogers will perform that night as part of the event's Legends of RodeoHouston in Concert show.

Tim McGraw and Lonestar are part of the newly unveiled national celebrity cabinet for the American Red Cross. Cabinet members have committed to supporting the Red Cross mission for a one-year term of volunteer service.

Sara Evans will perform at the Miss USA competition March 1 in Gary, Ind. The event will be televised live on CBS.

Jo Dee Messina will headline the concert that follows the third annual Country Music Marathon April 27 in Nashville. Lee Roy Parnell will open the post-race show. The event is a fundraiser for the Leukemia and Lymphoma Society.

Rutledge Hill Press is due to publish a book in April based on the lyrics of the Rascal Flatts song "I'm Moving On," written by D. Vincent Williams and Phillip White.

WSM-AM Nashville and the Grand Ole Opry will host a listener-appreciation show March 1 at the Grand Ole Opry House. Performers will include Bill Anderson, Joe Diffie, Hal Ketchum, Loretta Lynn, Brad Paisley, and Porter Wagoner.

Tommy Shane Steiner's debut album *Then Came the Night*, due April 9 on RCA, includes guest vocals from Randy Travis, Vince Gill (on the current single, "What If She's an Angel"), and Lonestar's Richie McDonald.

Eddy Raven's next single on RMG Records, "New Orleans Is a Mighty Good Town," is a duet with cajun act Buckwheat Zydeco. The single is due April 8, and a video is being shot in New Orleans in March.

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# PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

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

## Hope Springs Eternal For Station Shows

Spring and summer planning are well under way, as stations begin organizing their station show lineups, but Promoganda panelists say the season will be far from an easy one.

Several panelists say they aren't staging station concerts this year, while others maintain that it's difficult to recruit talent, as well as new clients to come aboard as sponsors. Clear Channel/Miami's Camie Dunbar says the date for her concert hasn't been announced, and the station is "still looking for more artists and sponsors." She adds that the clients who are going to participate are "mostly returnees. Getting new clients [is] an iffy proposition."

The majority of the panelists who are working to organize a concert this season agree. But Infinity/Hartford, Conn.'s Tristano Korlou thinks more pre-planning would help. "Lead time in securing acts helps not only the people at the station in putting the show together and announcing it, but [it] also helps the sales department to get all jazzed up about it and sell it ahead of time."

Also helping sell clients on taking part in concert events is the artist lineup that stations are able to secure. The quality of acts available vary from format to format. Country WWYZ Hartford, Conn.'s Annie Sandor says, "Few major acts are available. [It's] mostly up-and-comers." But Korlou—who managed to line up Alicia Keys for R&B WZMX just as her star status ascended last year—and Dunbar say they aren't having a problem getting A-list acts for their shows.

### CUPIDITY

Stations across the country celebrated Valentine's Day with mass weddings, but top 40 KBKS (Kiss 106.1) Seattle morning team Jackie & Bender helped one couple get hitched in the glamour of the station's conference room—which they dubbed "The Church of Bender." Morning producer Jake Ray dressed as a flower girl.

Adult top 40 WQAL (Q104) Cleveland's annual Smooch-a-Thon at a local mall ended in a draw, with two couples lasting until the mall closed. The 13-hour event didn't allow for food or bathroom breaks for the pairs. Both couples won a trip for two to Sanibel Island, Fla.

In a different kind of kiss-off for Valentine's Day, one married couple in Great Britain actually broke up on a local radio station, Vibe FM, after the station solicited phone calls about unromantic spouses. The woman who won announced to her husband, "If you're listening, we're through."

In other lip-lock news, adult top 40 KATW Lewiston, Idaho, is staging its Lip Sync to 'N Sync contest. The station is taking over a local bowling alley as groups of contestants do their best 'N Sync impression. The winners get a trip to the opening night of the group's upcoming Celebrity tour. PD Doug Erickson says the catch is two members of each group of contestants must be older than 21.

### NTR SPOTLIGHT

Country KNIX Phoenix morning team Tim & Willy is holding private lunchtime performances with its All Earl Band and one country performer each quarter, with free lunch for listeners and client tie-ins. Vicki Fiorelli says, "Our sales department sells the events to various office complexes, restaurants, and city parks. We will sell-in other sponsors from those looking just to sample their products to clients who want to be associated with the event with a booth space."

### TOPICAL BAROMETER

TW	LW	TOPIC
1	2	Spring-book promotions
2	1	Winter Olympics
3	-	Fund-raisers
4	3	Movies
5	9	Flyaway trips
6	6	Grammy Awards
7	5	Internet/Web site use
8	7	NCAA March Madness
9	8	St. Patrick's Day
10	-	Easter

**HOTTEST NEW MOVIES:** *Ice Age*, *Queen of the Damned*, *A Beautiful Mind*, *Black Hawk Down*, *Scooby-Doo*

**HOTTEST CONCERTS:** 'N Sync, Alan Jackson, Puddle of Mudd, No Doubt, Dave Matthews Band

### QUICK HITS: THE TALL AND THE SMALL

Small-town radio promotion is at its best with N/T WGLO Mason City, Iowa's first Tractor Ride. The station expects 125 "tractor enthusiasts" to participate in the three-day race across the state, as well as the public to come out and cheer on the drivers.

While some promotions go to the ground, others take to the sky, as top 40 WHTZ (Z100) New York staged a live broadcast from the top of the Empire State Building to welcome new night jock Romeo. The event was attended by Carson Daly, and artist Toya performed.

WZTA Miami took to the South Beach nightclub circuit during a recent visit by former President Bill Clinton. Station personality Branzig tracked Clinton through the area with a life-size cardboard cutout of Monica Lewinsky in tow, in hopes of having it autographed. The station offered to pay up to \$10,000 for the signature and garnered plenty of attention for the stunt. The Secret Service, however, didn't share the station's sense of humor and asked Branzig to leave the area before Clinton arrived.

Country WRNS New Bern, N.C., garnered local media attention with a what-would-you-do-for-promotion to win Daytona 500 tickets. The winners were a married couple who shaved their heads, proving that a couple that shaves together stays together.

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

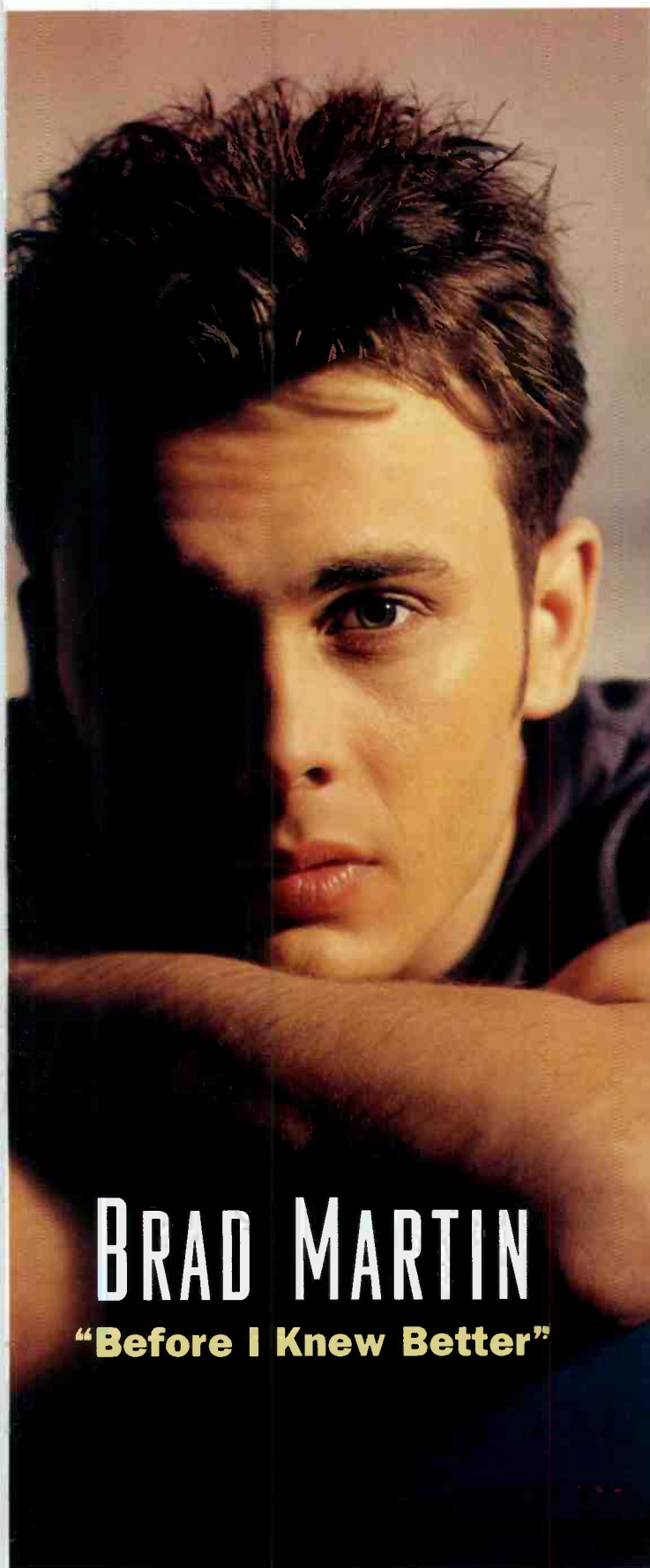
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**In a world of consolidation, shrinking playlists,  
corporate control, and a stagnated format...**

**take heart.**



**BRAD MARTIN**

**"Before I Knew Better"**



**TAMMY COCHRAN**

**"I Cry"**



**TY HERNDON**

**"Heather's Wall"**

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regard the format as a cultural choice, not just a musical one. Country lifegroup listeners kept stations in certain markets successful even during the doldrums between *Urban Cowboy* and Randy Travis. But they're less visible now.

For the most part, programmers agree that a country lifegroup still exists but is shrinking. Westwood One consultant Ed Salamon says, "If you define it narrowly, those people are disappearing."

Programmers cite an increased Hispanic and African-American population in many markets, an audience that country radio has not been able to co-opt (or has lost in some cases), as well as an inability to convert the younger listeners of a decade ago into partisans. But some of it is also that, for many PDs, the country audience is no longer centered around a common lifestyle.

WESC/WSSL Greenville, S.C., OM Bruce Logan thinks a portion of his audience could still fit into a stereotypical country lifegroup definition, but "is that the majority of the country listeners? Absolutely not," he says. Logan's typical listener is a "40-year-old female with kids. She's not spending much time in bars, and she's not doing much hunting."

"Do I believe there's a lifegroup deep down in my heart? Yes, I do," Infinity/Tampa, Fla., OM Eric Logan says. "I still see people in Tampa living the lifestyle, driving the trucks, wearing the hats, going to the country clubs. Is it as big as it was when it was in vogue and Garth [Brooks] was on the cover of all the magazines in the early '90s? No. Is it as big as it was in the mid-'80s with the *Urban Cowboy* days? No. Is it going to be that big again when another boom happens? Absolutely."

"I think the lifegroup comes and goes," Eric Logan continues. "Formats evolve, and genres come and go. I just keep taking my surfboard, swimming out into the ocean, and waiting to catch the next wave."

Meanwhile, he adds, "Arbitron is having a harder and harder time finding [the country lifegroup]. We judge the lifegroup based upon how well Arbitron does their job. If they don't find the lifegroup in a certain month or a [certain] book, we assume our format is in a recession."

**IF THE WORLD HAD A FRONT PORCH**

In some ways, the notion that there should be such a thing as a country lifegroup makes industryites uncomfortable—particularly since country is still trying to shake off some decades-old stereotypes. As Epic VP of promotion Rob Dalton notes, "We don't sit on the front porch and play banjos. The country lifegroup as it once was no longer exists. Our true format is probably music that relates to everyday life. The core of the country format is music that is relatable to everyday situations."

"I don't think there is much of a farm population anymore," Cumulus regional OM Tim Roberts says. Still, he adds, "there is a country lifegroup because country music embodies a lot of American values."

And even 25 years ago when Salamon programmed the groundbreaking WHN New York, its audience was "not typical of any stereotype that anyone could hang on the country audience. There are some people who actually participate in some so-called country activities, or [the music] is an escape for them from their lives, but in my heart, a country lifegroup is about how people feel, what their attitudes are about life as opposed to their activities. Country music has songs [that] talk about rural activities, but most of it is about relationships."

**'ALWAYS EVOLVING'**

As the "urbanization" of the nation continues, WNOE New Orleans PD Les Acree says the country lifegroup is "always evolving. When I first got into this business, it was a male-driven format. That has swayed back and forth."

Acree's definition of his country lifegroup is based on his prototypical listener. "You try and focus on that one person, a 40-year-old mom who works and picks up her kids and goes to soccer practice... That is the core of our audience."

**MONITOR PROFILE**

**KLUR Morning Duo Brad & Becky See A Rosy Future With CRB Win**

KLUR Wichita Falls, Texas, morning team Brad & Becky Austin is making its first trip to the Country Radio Seminar in Nashville this year—in order to accept their Country Radio Broadcasters' award for small-market air personalities of the year—but they hope to travel much farther than that in the future. "My dream is to be syndicated someday," says Becky, who believes the award may spur "an opportunity to go to a bigger market. I like challenges. Don't tell us it can't be done."

Despite the shared last name, the two are not married to each other, and in fact, have only been an on-air pair for three years. But, Brad claims, "Becky and I know each other better than any other people on the planet." That includes their respective spouses. Becky agrees. "When you're together as much as we are," she says, "you can't help but talk about everything."

And everything is fodder for their four-and-a-half-hour-long morning show, including their home lives. Becky says, "I've been married more times than he has—five times, and he's been married two. That's what's compelling to listen to. We're real, compelling people, and [the audience] is listening in on our conversation. Everyone likes to eavesdrop."

Brad says they make sure to "share our lives with the people who listen to us. We're kind of corny. I have the dry humor," he says, whereas Becky has "kind of a childish humor. We're not trying to give you a good line or a good joke."

Becky agrees. "We're genuine; we're not acting," she says. "We share everything we can with people, whether it's significant or not. People think we care about them [because to us] they are people, not listeners."

Along with marriage, the two tackle such everyday topics as what's for dinner (Brad is a gourmet chef, and Becky microwaves everything) and local school-bond issues. "We're both really intense," Brad says. "I'm 46 years old and a conservative Republican, and she's a 29-year-old liberal Democrat. That's why it works."

Daily show prep also helps. "He's a big, hairy computer," Becky says. "He sits at the computer all day long, and his mind is a dictionary full of everything and anything you wanted to know. We're on the phone together for an hour each afternoon [doing show prep], and we instant-message each other. We say, 'Go to this Web site. This would be cool [to talk about on the show].'"

The show works, Becky says, because they enjoy being together. "The relationship is like brother

and sister. We love each other as people. I don't know how [anyone] could throw people who hate each other [together] and [expect to] have a good show that way."

But there are special challenges that come with working in a small market. Becky believes their CRB award will help "our town have some national recognition from Nashville. We're not a reporting station. We're market [No.] 250. You don't know how many times I've been on the phone and [been told], 'We only deal with markets 115 and up.' Five minutes with Randy Travis [on the air live] meant everything to us and our listeners. I spent three months working on [that] one interview because no one wants to talk to us."



**BRAD & BECKY AUSTIN**  
Morning Team

KLUR Wichita Falls, Texas  
Owner: Cumulus

'We want to give our audience what bigger markets can give them'

"We want to give our audience what bigger markets can give them," Becky continues. While the team doesn't think its award will necessarily pave the way to get big stars on the station, Brad says, "It couldn't hurt."

The team's tenacity to bring bigger things to Wichita Falls has paid off with interviews with such stars as Sara Evans, Jerry Mathers, and *Survivor* contestants.

The award "gives us confidence," Becky says. "Hopefully, it will give us more utensils."

Ironically, neither Brad nor Becky wanted to submit an entry for the judges. Their OM told the team that there was a corporate mandate from parent company Cumulus to enter a tape. Becky says, "I said, 'I don't really care about getting national recognition here. All I care about is getting numbers in the book.' I was grumpy that day; we had other promotions to work on. It was inconvenient." And Brad says they thought, "We're not gonna win, anyway."

"So is the lifegroup shrinking? Perhaps a little bit on the younger end," Sledge continues. "We still have to manage this big population bubble that represents 40-years-old-plus in this country. That's where we're doing our best business."

**A CHANGING DEMOGRAPHY**

It's significant that certain country stronghold markets used to sport significant teen numbers, even during the '80s doldrums. Similarly, some heavily Hispanic markets—such as Houston and El Paso, Texas—were also successful country markets because of their demography, not despite it.

But now, some country PDs think that the lifegroup is shrinking because, as consultant Keith Hill notes, "the demography of America is changing, [becoming] less white, more African-American, more Hispanic, less rural. Hence, [there are fewer] country partisans."

Dene Hallam, OM of WKHX/WYAY Atlanta, also thinks ethnicity comes into play. Several unsuccessful attempts to co-opt Hispanics in other markets has convinced Hallam that country is "a white format, unfortunately, in a world that's getting less white percentage-wise."

And, just as Sledge notes that younger listeners have more choices, Hispanic listeners also

Still, the pair spent three hours poring over show tapes—"going through everything we had," Becky says—all the while thinking, "We're not gonna win jack. WUSY [Chattanooga, Tenn.] wins everything."

When they were notified of their win, Becky says they "had a parade in the hallway. We couldn't believe it." It was only then that their OM told them there wasn't a corporate mandate, because he knew they wouldn't have submitted a tape without that kind of prodding.

Both Brad and Becky are self-described military brats who moved often throughout their childhoods. Brad worked at KLUR throughout college but left in 1977 to pursue an acting career. "I proceeded to do dinner theater and regional theater [in various markets throughout the South]. I was in two movies." Those movie credits are one background scene in *Smokey and the Bandit II* and a scene in *Cannonball Run* that ended up on the cutting-room floor.

After stints as a TV OM in such markets as Peoria, Ill., Brad decided to return to Wichita Falls for a regional theater production. He opted to stay when, in the course of that production, he met his future wife.

Becky joined Brad for mornings in 1999. Brad says, "Becky was doing middays, and I said, 'Get in here, let's try this.' After that, I immediately went to the GM. We've been working together ever since."

Becky, a New Jersey native, started her radio career when "I was 17 years old and flirting with a disc jockey who worked overnights in a small Oklahoma town," she says. "I called and said, 'Hey, I want to do what you do.' He said, 'Why don't you come up here,' and I stupidly went. He helped me make a tape for a classic rock station." That tape led to her first part-time radio job. She then did an afternoon stint at classic rock KWBR San Luis Obispo, Calif., while "going to beauty school to learn how to do nails and hair."

Becky returned to Oklahoma for her first country radio job on KLAJ Lawton. "They fired me. They never told me why," she says. After that, she joined KLUR, where she has worked for six years.

The pair say it is looking forward to coming to Nashville to accept the award, and the two jocks are hoping for a chance to do bigger things. "We're gonna wait until the right thing happens," Becky says. "[Hopefully], someone [will] recognize us and say, 'We'd like to give you a try.' [But] we're too honest. It hurts." **ANGELA KING**

have numerous Spanish-language FMs that didn't exist a decade ago.

The issue may not be that the lifegroup has shrunk, but that there's nobody else left. Or, as Hill says, "The core country lifegroup still exists, and we have atrophied back to it. There has been a big exodus by young men to classic rock and rock products, and young women have gone back to AC and [top 40]. They looked like PIs to country in the mid-'90s, but they really were non-loyalists who now have defected."

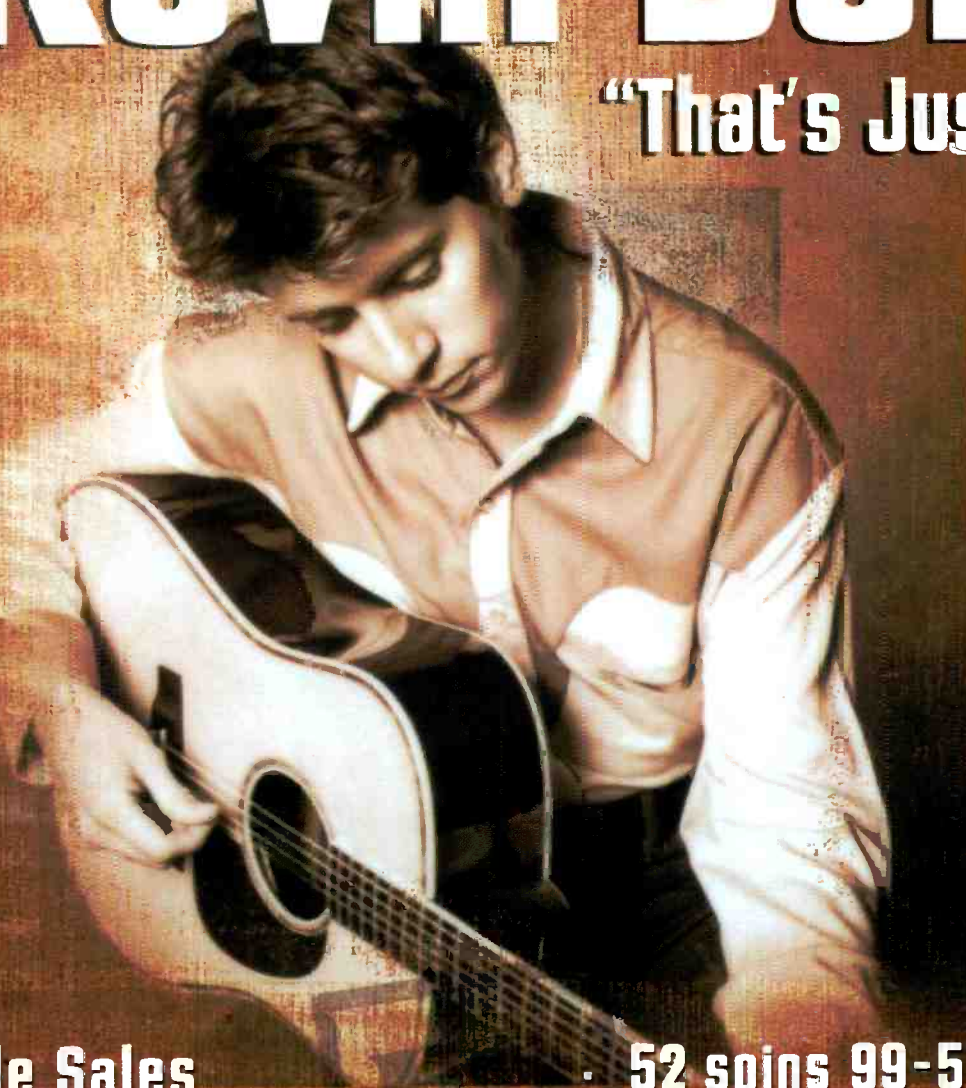
Hallam also wonders what happened to the young people who were country fans during the '90s boom. "A lot of what you call a lifegroup originates with young people, especially high school and college [ages] 16-24. I think country was somewhat of a faddish, hot thing in the '90s and that had gone away, so it's been less defined now."

"Where are all the 18-24s that were there from '90-'95? Theoretically, they should have grown with the format," Hallam continues. "Even if they don't listen as heavily, they should at least be coming in. We should be doing pretty good 25-34 or even 30-44 as a format, because if you look at the numbers eight years ago, they were really good 18-34 in a lot of markets. What happened to them? That's the million-dollar question."



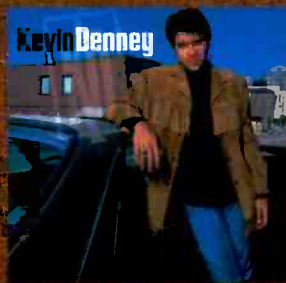
# Kevin Denney

"That's Just Jessie"



- Top 5 Single Sales
- #1 Song Power Index Score
- Top 10 Requests - Jones/US Country Network
- 1 of 2 Gavin Guarantee Artists to Breakthru 2002
- 52 spins 99-5 The Wolf
- 46 spins WTGE Baton Rouge
- 24 spins WKHX Atlanta
- 24 spins KXKC Lafayette
- 23 spins KTOM Monterey
- 31 spins WXBQ Tri-Cities
- 23 spins WWGR Ft. Myers
- 34 spins WSLC Roanoke
- 29 spins WGKX Memphis

"I just about stopped breathing when he started to sing... somewhere, the ghost of Keith Whitley is smiling" Robert K. Dermann



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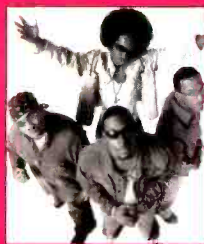


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# The Rise And Fall Of The Boom Of '92

by Angela King  
and Phyllis Stark

"Operator, please connect me to 1992/I need to make apologies for what I didn't do."

OK, so the year Randy Travis actually sang about was 1982, but for years now many broadcasters and country music industryites have been wishing it was 1992 again—the most explosive year of the last great country boom.

Most who were involved with country music at that time look back on 1992 with a combination of awe and wistfulness. After all, it was the year during which:

- There were 2,552 country stations on the air in the U.S., according to the *M Street Journal*, and many markets were quickly adding second and third country stations. Those figures continued to rise—hitting 2,642 in 1994—before they began falling. By contrast, there were 2,150 commercial country stations on the air in January of this year.

- The format's national Arbitron shares rose to 12.5 12-plus in the winter book, up from 11.0 the previous winter. Paralleling an upsurge in country album sales, country radio enlarged its year-old lead in listenership over the then-declining top 40 format. Those country shares continued to rise, peaking at 13.1 in the winter of 1993.

## AIN'T NOTHIN' WRONG WITH THE RADIO

Industryites believe there were a number of cues indicating that the format was reaching colossal heights in 1992 and 1993, from hearing a teenage listener on the request line for the first time to seeing country stations proliferate.

Westwood One consultant Ed Salamon says, "I'll always remember looking at the Detroit market and seeing W4 [WWWW] hit No.1 demographically. It was No.1 in the most marketable demos, and it wasn't long before an FM talk station in that market flipped to country and gave them some competition. That example was happening around the country in market after market."

McVay Media consultant Jaye Albright saw a similar scenario when she was working with KKAT Salt Lake City. "We had a 10 or 11 share, No. 1 12-plus [against KSOP]. Then Citadel basically flushed a \$2 million cash-flowing classic rock station and went country on KUBL," she says. "At the time, I couldn't believe they would do that."

But Albright had other clues that country was becoming more of a phenomenon. "I knew the format was exploding when we relaunched KDDK [the Duck] in Little Rock [Ark.], and it went to a 10 share in the first book. That was 1992."

Instant success stories from that time abound. WESC/WSSL Greenville, S.C., OM Bruce Logan says he knew country was hot "when I had absolutely no idea what I was doing but was made PD of WKHW [Louisville,

Ky.] anyway, and I pulled a 7 share against [WAMZ PD] Coyote Calhoun."

Logan saw other indications that country was becoming huge. "If [an artist] owned a hat, it cost \$15,000 to book [him for a station event]." And he says he saw signs when he heard his top 40 sister station play "the live version of [Garth Brooks'] 'Friends in Low Places.'"

Many top 40 PDs suddenly became country programmers during the boom years—often because their top 40 stations had changed formats to country and because there were fewer stations where they could find another top 40 job.

Salamon cites another indicator: "Artists began to sell at pop-record levels," he says. "Today, you sort of expect that. You see Alan Jackson's album do so well, it's not a huge surprise for people. At that time, when Garth Brooks had a No. 1 album in the [Billboard 200] album chart, that was a momentous occasion. A lot of people thought country couldn't be that popular."

Epic VP of promotion Rob Dalton says, "When you're caught up in the whole growth of it all—with things popping left and right, acts breaking, records screaming [up the chart]—I took it for granted. Looking back, seeing it taper off was a buzz-kill."

WNOE New Orleans PD Les Acree saw the country boom coming before it hit from his vantage point as PD of WTQR Greensboro, N.C. "Randy Travis was coming to town [at the same time] as New Kids on the Block. And a teenager called [and said], 'Are you gonna give away Randy Travis tickets? I've got New Kids tickets. I've got to win Randy Travis tickets.' It was a time when if you were just on the radio and played country, you could get a decent share."

## HAMMER TIME? OR TIME-OUT?

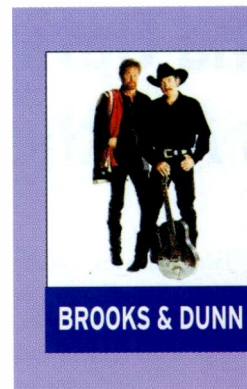
Dalton thinks the boom occurred for a number of reasons, including problems in other formats. "A lot of it had to do with rap monopolizing some of the pop station's playlists, and it drove some people to our format. The other formats had some issues that the country format didn't," he says. But Dalton believes country radio helped set the stage for the boom as well.

"Back then, people were playing a lot more current—70% current," he says. "There was a sizzle, electricity, and excitement of new and fresh things that helped to grab people's at-

tention and hold it, [so they in turn would] tell their friends about it."

For Salamon, it was more than just a simple decision by PDs to play more currents. "Country programmers, more than those in any other format, constantly prepare themselves to take advantage of opportunities," he says. "[They] recognized and accepted the new music and new artists and made the tough decisions not to play [some] established artists in order to give airtime to new [acts]. It was an agonizing decision and hotly debated at the time. Playing a record by one of these newcomers meant you weren't playing a record by someone else. It was disturbing the status quo, and it took a lot of courage for radio PDs to sweep some of the older artists away."

Acree agrees. "We had gone through such an era of watered-down, unexciting music," he says. "It was [suddenly] exciting again."



BROOKS & DUNN

## Performers at the New Faces Show Country Radio Seminar 1992

Brooks & Dunn  
Clinton Gregory  
Sammy Kershaw  
Hal Ketchum  
Tracy Lawrence  
Little Texas  
Eddie London  
McBride & the Ride  
Collin Raye  
Pam Tillis

could feel the energy in Nashville because there was so much excitement. Country was really becoming a very popular music [genre]. For the first time, teenagers around the United States were actually getting turned on to country music. It was so fresh and so exciting.

"I felt like I came [to Nashville] at the exact right time in September of 1990," Lawrence adds. By May 1991, "I was cutting my first album and had [a] No. 1 record off of it." (His debut single, "Sticks and Stones," hit No. 1 in early 1992.)

Despite the receptiveness to new music among programmers at the time, Lawrence says it still wasn't easy breaking out of the box in 1992. "The competition was very difficult out there. When I broke, Atlantic Records was on the verge of closing its doors. Without my success, Atlantic Records might not have made it into the boom.

"It was difficult for everybody," Lawrence continues. "It could have gone either way for me. There were eight major record labels functioning when I came to Nashville. By the mid-'90s, there were over 30. Now things have downsized again, and all the split-off labels have reconsolidated."

## PLAY COUNTRY, GET NUMBERS

Taking advantage of the country boom was easy, according to Acree. "We rode the wave," he says. "That is just what most people did."

Logan says, "When your acts are on *USA Today* and *Saturday Night Live*, when pop culture catches on, it's hard to get out of the way. [Young PDs at the time] were there at the right time and got to learn on the job.

Concerts were drawing [fans], fairs were starting to put more country acts on shows. We had a lot more venues to take advantage of and have presence."

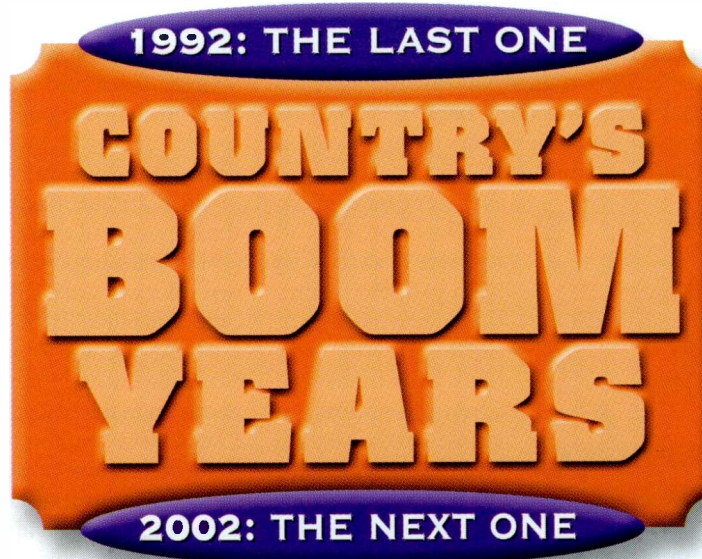
## A BOOT-SCOOTIN' BONANZA

Billy Ray Cyrus was one of the biggest acts to emerge in 1992, when his "Achy Breaky Heart" became the biggest pop crossover record in almost a decade. He says, "'92 for me was a rocket ride. There was no way for me to analyze going from being a guy living in a Chevy Beretta with a guitar and a dream in '91 to going all over the world and getting invitations from the queen.

"Six months before ["Achy Breaky Heart"], I was driving a bread truck that hauled our gear for our band," Cyrus continues. "Next thing I knew I was catching airplanes and flying around . . . For the next two years I was just so busy going full throttle that next thing I knew I looked up and country music was kind of coming down, and I began my ride down the coaster."

Still, Cyrus has managed to maintain his career and is working on a new album for Monument Records, *Time Flies*, due in June.

Another of 1992's breakout artists who still has a major-label deal today is Warner Bros. artist Tracy Lawrence. He calls 1992 "the best time in the history of country music . . . You



"We all took advantage of the boom," Logan continues. "Those who didn't embrace it were left in the dust." Logan says he capitalized on the boom in his marketing. "I put my morning show on a billboard with their heads on Garth Brooks' body [using] the red checker album art. I got into a lot of trouble with Capitol Records and Garth Brooks' management. I didn't know there was anything wrong with that."

Logan also thinks the music made his job easier. "We were more open to new artists because they were all working. We weren't scared of new artists. It was fire by association; things caught on fire strictly because they were country."

CONTINUED ON PAGE 10



# With Caution And Optimism, Country Foresees Another Boom

by Angela King and Phyllis Stark

As we mark the 10th anniversary of the country boom, industryites see at least a few hopeful signs that the next boom might be right around the corner.

Among the indicators they cite are the recent launches of new Nashville labels Universal South, Lost Highway, VFR, Dualtone, and scores of independents. Others expect the events of Sept. 11, 2001, and its economic aftermath to boost the format's appeal. And some see the fast starts on debut singles by such newcomers as Tommy Shane Steiner as an indication that a crop of talented artists will breathe new life into the format this year.

Whatever the reasons, there seems to be a general sense of shared optimism along Music Row and beyond. In a recent interview with *Airplay Monitor*, Universal Music Group chairman/CEO Doug Morris spoke for many when he said, "I believe there will be an enormous renaissance in Nashville" (*Country Airplay Monitor*, Jan. 18).

"I see an entire generation of artists with a quality of music that's unparalleled in recent years," Epic VP of promotion Rob Dalton says. "For me, that's a good sign."

"There are a lot of signs that radio is receptive to new talent," Westwood One consultant Ed Salamon says. "The next boom will happen very much the way the last boom happened—talent rising to the top and radio recognizing the talent."

Salamon thinks that there is already some movement in that direction, as programmers "are willing to take chances on people like Mark McGuinn and David Ball—who is so old, he's new. [PDs have] started to think outside the lines. Talent, and the courage to accept new and different talent, are what caused the boom the last time."

Dalton says, "The actions and philosophies of some people [in the industry] will help to create superstars. You have to create [them]—superstars don't just happen. The fallacy is that cream rises to the top. Everyone has to make their contribution. Records and radio are still trying to do two things—get somebody's attention and hold it. That's where we meet in the middle."

Today's budget-slashing at both radio and labels could make it more difficult to promote and market new talent and music, but WNOE New Orleans PD Les Acree says, "The record companies have found other ways to promote—especially the artists that aren't mainstream—and they will probably be doing more of that."

Dalton agrees. "Artist development is of utmost importance [and] that not only takes reach and frequency from a radio singles standpoint, but we're going into cities [that] are very supportive and experimenting with trying to make a star in a market. We go multiple times with multiple appearances to create as many impressions as we can to complement the single. That's a necessary play in the new world."

## GUT FEELINGS

Two of the artists that broke out of the pack in 1992, Billy Ray Cyrus and Tracy Lawrence, agree that the next boom is close at hand.

"I get feelings about things, and I do [have] a feeling that country music right now is sitting right where it needs to be [for a comeback]," Cyrus says. "There is kind of a void out there right now, and country music can fill it. It can happen. The right song at the right time and country music can have all those listeners back that they had in 1992. A real good, fun song right now is just what the country [format] needs."

"Let's take the wealth of what's out there and just let the cream rise to the top," Cyrus adds. "Let the music do its thing, and a lot of those [fans] who were there 10 years ago will come back."

Lawrence also thinks that "country is definitely coming back into the mainstream. But I believe as I've always believed that the core of our music is traditional country. There are always going to be great things on the fringe. People are going to cross over to pop, but for our industry to sustain, we always have to have a central core of traditional artists. I believe traditional music is coming back into the forefront again, and that's what's going to lead us back into the mainstream."

Lawrence also thinks Sept. 11 and its aftermath will help propel country back into the spotlight. "If you look back into history at when the nation has gone into tough times—and we're obviously in a recession, there are a lot

of people that are out of work—people get turned off to bubblegum music when the country is in hard times.

"When people struggle, they want musical substance," Lawrence continues. "They want music about reality, and the bubblegum stuff doesn't seem to have enough substance to be appealing to the masses out there."

In addition, Lawrence says, "country music is still an economical value for people to go see on the road. There are a lot of us out here still touring that you don't have to pay \$100 to see. We're a reasonable value, and people still want entertainment and music that has some substance to it. So I believe that's going to be a great contributing factor to bringing it back as well."

## TASTEMAKERS' CHOICE

While their primary agenda may be to create new superstars, some PDs still maintain a voice of caution. "Our playlists have shrunk," Acree says. "While there is some great new music out there, unless somebody really unique breaks all the doors down again, the identification problem is still going to be there. We have to watch our lists to make sure we don't get too unfamiliar [-sounding] with our new artists."

WESC/WSSL Greenville, S.C., OM Bruce Logan says that unfamiliarity hurt the format's chance of maintaining the momentum of the early and mid-1990s. "One thing we could have done [in the last boom] is realize the boom was coming to an end. We could have prolonged it another year [if we had] realized the atmos-

phere had changed, [rather than] trying to shove new artists down the audience's throat."

"When country music started slipping down there in the '90s, it was because there was a whole lot of 'sameness' out there," Cyrus says. "Music listeners couldn't decide who was who and what was what. People like to put a name and a face with what they're hearing in their ears. There were so many artists that sounded and looked alike . . . that people got lost and went to other [formats]. By '96-'97, there I was in the thick of Nashville, and I couldn't tell who was who, so how was Joe Blow out in Idaho [supposed to tell them apart]? A lot of that sameness is what really hurt."

For now, Logan says, "we need to find something new and exciting, but we have to be careful about it. We need to find the relevant new 'it.' I don't have a crystal ball, but I feel pretty good about where we are. We've grown country shares [in our market] for six books in a row now. We're selling a lot of product in this market. People who said they hadn't listened in a while are listening again."

Consultant Keith Hill is also cautious. "For years we would all pilgrimage to Nashville and say, 'When the economy is poor, we will do well,'" he says. "Dovetail that with Sept. 11 and war in Afghanistan. What format wraps itself best in the flag? Country."

Why then, Hill wonders, did country's Arbitron numbers not improve in the fall book? He thinks it's because of "a new census [with a larger black and Hispanic audience], music that is not focused on a homogenous sound, and [that] when country radio stations have down books, many start groping around in the darkness trying different things, some of them harmful."

"I have to hope that lower ratings and record sales will wake up some folks to figure it out," Hill adds. "If I had significant influence, I would focus the sound purveyed from Nashville into a tighter, new traditional sound and jettison the smoother and pop influences. I would focus on the core. I would live in that foxhole, because one day we will get some significant star power that will propel us up."

Salamon says he already sees "indications that people are taking chances. If radio takes chances, that will encourage labels to seek out new artists and likewise take chances. It's only in taking those risks that we grow."

But Logan says bringing the new boom about is "out of our hands. You don't become cool and popular until other media say that you are cool and hot. Until *USA Today* or *The Tonight Show* latch onto this thing and say it's



going on, it doesn't matter what we do. [We need] the people who a year ago thought 'N Sync was the greatest thing in the world. It's the tastemakers who say so."

## ROADBLOCKS TO OVERCOME

Acree doesn't think another boom time will occur until the industry grooms artists who the existing core audience can accept in the same way that existing country partisans in the late '80s and early '90s were able to enjoy such come-building artists as Alan Jackson and Randy Travis. "The expectation is we're always going to be a strong 25-54 format," he says. "It's one of the few formats targeted to 25-54s where you can actually play current music. Maybe the only one. We still have that advantage."

"We can find the [artists] who are going to open up the doors to the 18-34s," Acree continues. "The thing that most people may forget is [during the last boom] groups that appealed to 18-24s also appealed to the audience [that] had been there for years. They didn't splinter anything. It not only appealed to new people but [also] to the people who were already there."

Dalton says creating those multi-generational stars is difficult, but "our biggest problem is all the different choices of media and entertainment through different mediums. There are more choices to occupy somebody's time. More choices to take away disposable income, and that takes away from music sales to some extent. The [audience] is there; we just need to find them."

That said, Dalton is optimistic that the boom of tomorrow may be bigger than the previous one. "Before '92, who would have thought it would have gotten as big as it did? But also, I don't think we've fallen back to pre-'90s levels [in sales]. If we never dreamed it to be as big as it was, and we're still not back to that [previous] level, it could potentially be bigger in the future than it was in the past."

## The Rise And Fall Of The Boom Of '92

CONTINUED FROM PAGE 9

And the jocks at the time played a role as well, Dalton maintains. "Air personalities were more educated and excited. [They] turned people on to it, as opposed to just playing the tunes. The whole air-personality farm team drying up is a tragedy. I don't think we've felt the full ramifications of that yet. Air personalities are selling the commodity of music, and I don't feel it's as solid of a delivery as it once was."

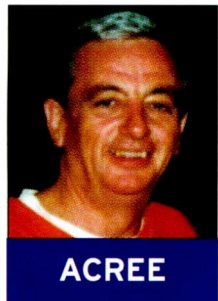
Another industry observer who requested anonymity agrees. "The music at that time was so powerful, it caused stations to discount the value of personality. Over the years since that time, country radio has lost a lot of the personality that was a big factor before the music got so popular, and [it] would have extended the boom. Instead, people thought only in terms of 12-in-a-row, more music, and threw personality out the window."

## WHY DIDN'T I THINK OF THAT?

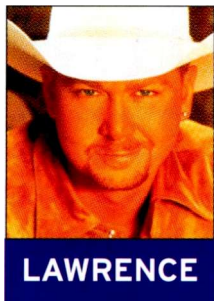
Could the industry have done anything to prolong the country boom? "I don't think so," Logan says. "Realistically, you can't be hot forever. You can't be the [pop culture] thing, the 'it' all the time."

Acree thinks the country boom was like a fire that could only burn for so long. "This happens in all phenomenons. [In country music, it created] clones and clones of clones. At a certain point, we realized we had lost our identity, and [we] didn't know one artist from another. It was all coming so fast and sounding alike."

The desire to reproduce what has worked in the past is natural, Dalton says. "Once you saw what was working, that was duplicated time and time again. You can only do that for so long before it loses its edge. I don't know if there's a way to prevent [that]."



ACREE



LAWRENCE



# Boom Years Still Hold Sway

Our annual exclusive analysis of Broadcast Data Systems' most-played gold titles reveals that the format hasn't decreased its reliance upon material from the early-'90s boom period during the past 12 months. Our study a year ago saw post-1995 material taking a slight edge, which it maintains by almost exactly the same margin on this year's list.

The great equalizer again this year is a handful of titles from the '80s, led by Randy Travis' "Forever and Ever, Amen" (1987). That title ranks slightly lower this year, dropping 32-36. Alabama's ever-green "Song of the South" increases in rank this

year from No. 117 to No. 52, and the Nitty Gritty Dirt Band's "Fishin' in the Dark" rises 124-112.

Other longtime warhorses also rank a bit higher this year, including Alabama's "Mountain Music" and "If You're Gonna Play in Texas," which jump 178-82 and 174-103, respectively.

The Charlie Daniels Band's "The Devil Went Down to Georgia" (1979) remains the oldest ranking title, up 190-148 on the gold list. Brooks & Dunn's "My Maria," which always ranks high on the list, drops 6-14 this year.

Just as it did in the 2001 study, country's gold

base continues to be dominated by midtempo material and solo male artists. In a complete reversal from last year—when only two top five titles didn't enjoy crossover airplay—only two songs in this year's top five were also pop hits: Faith Hill's "The Way You Love Me" and Lee Ann Womack's "I Hope You Dance."

Country Airplay Monitor compiled these lists of gold and recurrenents a little differently than in previous years, using three months worth of chart data for greater stability. In an effort to reflect airplay after stations had done their fall test (and after normal post-Sept. 11 rotations had resumed), we looked at airplay for the months of October, November, and January.



HILL



BROOKS & DUNN

WADE JESSEN

## 200 MOST-PLAYED GOLD



- |   |  |   |  |
|---|--|---|--|
| 1 The Way You Love Me Faith Hill                              | 66 I Can Love You Like That John Michael Montgomery          | 131 I Wanna Fall In Love Lila McCann                        | 166 Why Didn't I Think of That Doug Stone                  |
| 2 How Do You Like Me Now?! Toby Keith                         | 67 Chattahoochee Alan Jackson                                | 132 If Tomorrow Never Comes Garth Brooks                    | 167 Tall, Tall Trees Alan Jackson                          |
| 3 My Next Thirty Years Tim McGraw                             | 68 Carrying Your Love With Me George Strait                  | 133 What Might Have Been Little Texas                       | 168 My Best Friend Tim McGraw                              |
| 4 Wide Open Spaces Dixie Chicks                               | 69 I'm From the Country Tracy Byrd                           | 134 Unanswered Prayers Garth Brooks                         | 169 T-R-O-U-B-L-E Travis Tritt                             |
| 5 What About Now Lonestar                                     | 70 Rodeo Garth Brooks  | 135 The River Garth Brooks                                  | 170 The Keeper of the Stars Tracy Byrd                     |
| 6 Something Like That Tim McGraw                              | 71 You Were Mine Dixie Chicks                                | 136 Trashy Women Confederate Railroad                       | 171 Every Light In the House Trace Adkins                  |
| 7 I Hope You Dance Lee Ann Womack                             | 72 Love Gets Me Every Time Shania Twain                      | 137 I Just Want to Dance With You George Strait             | 172 What She's Doing Now Garth Brooks                      |
| 8 Yes! Chad Brock   | 73 Take It Easy Travis Tritt                                 | 138 Feels Like Love Vince Gill                              | 173 Two Dozen Roses Shenandoah                             |
| 9 Bye Bye Jo Dee Messina                                      | 74 Wink Neal McCoy   | 139 One More Last Chance Vince Gill                         | 174 Is There Life Out There Reba McEntire                  |
| 10 She Don't Know She's Beautiful Sammy Kershaw               | 75 Shameless Garth Brooks                                    | 140 Tonight the Heartache's on Me Dixie Chicks              | 175 Time Marches On Tracy Lawrence                         |
| 11 Sold John Michael Montgomery                               | 76 Neon Moon Brooks & Dunn                                   | 141 She's Not the Cheatin' Kind Brooks & Dunn               | 176 I'll Think of a Reason Later Lee Ann Womack            |
| 12 Cowboy Take Me Away Dixie Chicks                           | 77 Two of a Kind, Workin' on a Full House Garth Brooks       | 142 Wild Angels Martina McBride                             | 177 Little Good-Byes Shedaisy                              |
| 13 Check Yes or No George Strait                              | 78 Wish I Didn't Know Now Toby Keith                         | 143 Heads Carolina, Tails California Jo Dee Messina         | 178 When She Cries Restless Heart                          |
| 14 My Maria Brooks & Dunn                                     | 79 I'm in a Hurry (And Don't Know Why) Alabama               | 144 Single White Female Chely Wright                        | 179 You Ain't Much Fun Toby Keith                          |
| 15 Write This Down George Strait                              | 80 Two Piña Coladas Garth Brooks                             | 145 Pickup Man Joe Diffie                                   | 180 Born Country Alabama                                   |
| 16 Lesson in Leavin' Jo Dee Messina                           | 81 That's the Way Jo Dee Messina                             | 146 The Chain of Love Clay Walker                           | 181 Callin' Baton Rouge Garth Brooks                       |
| 17 Dust on the Bottle David Lee Murphy                        | 82 Mountain Music Alabama                                    | 147 Nobody Knows Kevin Sharp                                | 182 You Won't Ever Be Lonely Andy Griggs                   |
| 18 Amazed Lonestar  | 83 I Swear John Michael Montgomery                           | 148 The Devil Went Down to Georgia the Charlie Daniels Band | 183 What Do You Say Reba McEntire                          |
| 19 Where the Green Grass Grows Tim McGraw                     | 84 That Summer Garth Brooks                                  | 149 Fast As You Dwight Yoakam                               | 184 Unconditional Clay Davidson                            |
| 20 Friends in Low Places Garth Brooks                         | 85 He Didn't Have to Be Brad Paisley                         | 150 I Try to Think About Elvis Patty Loveless               | 185 You Had Me From Hello Kenny Chesney                    |
| 21 Be My Baby Tonight John Michael Montgomery                 | 86 I Can Love You Better Dixie Chicks                        | 151 Unbelievable Diamond Rio                                | 186 Ashes by Now Lee Ann Womack                            |
| 22 She's in Love With the Boy Trisha Yearwood                 | 87 I Can Still Feel You Collin Raye                          | 152 I Do (Cherish You) Mark Wills                           | 187 Grandpa (Tell Me 'Bout the Good Old Days) The Judds    |
| 23 I Love You Martina McBride                                 | 88 Don't Rock the Jukebox Alan Jackson                       | 153 Holes in the Floor of Heaven Steve Wariner              | 188 Carried Away George Strait                             |
| 24 There's Your Trouble Dixie Chicks                          | 89 How Do I Live Trisha Yearwood                             | 154 Tell Me Why Wynonna                                     | 189 Watermelon Crawl Tracy Byrd                            |
| 25 Wild One Faith Hill  | 90 Love, Me Collin Raye                                      | 155 Except for Monday Lorrie Morgan                         | 190 In a Different Light Doug Stone                        |
| 26 Ready to Run Dixie Chicks                                  | 91 Stand Beside Me Jo Dee Messina                            | 156 Don't Be Stupid (You Know I Love You) Shania Twain      | 191 If I Could Make a Living Clay Walker                   |
| 27 Should've Been a Cowboy Toby Keith                         | 92 The Shake Neal McCoy                                      | 157 The Best Day George Strait                              | 192 Heartland George Strait                                |
| 28 This Kiss Faith Hill                                       | 93 No One Needs to Know Shania Twain                         | 158 Much Too Young (To Feel This Damn Old) Garth Brooks     | 193 Third Rate Romance Sammy Kershaw                       |
| 29 Kiss This Aaron Tippin                                     | 94 Blame It on Your Heart Patty Loveless                     | 159 Small Town Saturday Night Hal Ketchum                   | 194 Brand New Man Brooks & Dunn                            |
| 30 I Like It, I Love It Tim McGraw                            | 95 Independence Day Martina McBride                          | 160 It Matters to Me Faith Hill                             | 195 True George Strait                                     |
| 31 Xxx's And Ooo's (An American Girl) Trisha Yearwood         | 96 Just to See You Smile Tim McGraw                          | 161 God Must Have Spent a Little More Time on You Alabama   | 196 Wild Horses Garth Brooks                               |
| 32 How Forever Feels Kenny Chesney                            | 97 Deeper Than the Holler Randy Travis                       | 162 Your Everything Keith Urban                             | 197 Too Much Fun Daryle Singletary                         |
| 33 She's Got It All Kenny Chesney                             | 98 Fancy Reba McEntire                                       | 163 She's More Andy Griggs                                  | 198 Don't Laugh at Me Mark Wills                           |
| 34 Ain't Goin' Down (Til the Sun Comes Up) Garth Brooks       | 99 When You Say Nothing at All Alison Krauss + Union Station | 164 You'll Always Be Loved by Me Brooks & Dunn              | 199 The Night the Lights Went Out in Georgia Reba McEntire |
| 35 It's a Little Too Late Mark Chesnut                        | 100 A Little Less Talk and a Lot More Action Toby Keith      | 165 That Ain't No Way to Go Brooks & Dunn                   | 200 All My Ex's Live in Texas George Strait                |
| 36 Forever and Ever, Amen Randy Travis                        | 101 It's Your Love Tim McGraw With Faith Hill                |   |  |
| 37 Any Man of Mine Shania Twain                               | 102 Then What? Clay Walker                                   |   |  |
| 38 Boot Scootin' Boogie Brooks & Dunn                         | 103 If You're Gonna Play in Texas Alabama                    |   |  |
| 39 Breathe Faith Hill   | 104 The Race Is On Sawyer Brown                              |   |  |
| 40 I'm Alright Jo Dee Messina                                 | 105 A Better Man Clint Black                                 |   |  |
| 41 No One Else on Earth Wynonna                               | 106 Nothin' but the Tailights Clint Black                    |   |  |
| 42 Whose Bed Have Your Boots Been Under Shania Twain          | 107 Summertime Blues Alan Jackson                            |   |  |
| 43 Little Bitty Alan Jackson                                  | 108 My Baby Loves Me Martina McBride                         |   |  |
| 44 Man! I Feel Like a Woman! Shania Twain                     | 109 I Love the Way You Love Me John Michael Montgomery       |   |  |
| 45 We Danced Brad Paisley                                     | 110 One Way Ticket (Because I Can) LeAnn Rimes               |   |  |
| 46 Best of Intentions Travis Tritt                            | 111 Don't Let Our Love Start Slippin' Away Vince Gill        |   |  |
| 47 Honey, I'm Home Shania Twain                               | 112 Fishin' in the Dark Nitty Gritty Dirt Band               |   |  |
| 48 Meet in the Middle Diamond Rio                             | 113 When I Said I Do Clint Black                             |   |  |
| 49 God Blessed Texas Little Texas                             | 114 I Cross My Heart George Strait                           |   |  |
| 50 I Need You LeAnn Rimes                                     | 115 Down on the Farm Tim McGraw                              |   |  |
| 51 Love Without End, Amen George Strait                       | 116 It's Always Somethin' Joe Diffie                         |   |  |
| 52 Song of the South Alabama                                  | 117 Desperado Clint Black                                    |   |  |
| 53 Maybe It Was Memphis Pam Tillis                            | 118 Don't Take the Girl Tim McGraw                           |   |  |
| 54 The Thunder Rolls Garth Brooks                             | 119 Life's a Dance John Michael Montgomery                   |   |  |
| 55 (If You're Not in It for Love) I'm Outta Here Shania Twain | 120 I Lost It Kenny Chesney                                  |   |  |
| 56 Livin' on Love Alan Jackson                                | 121 Kick a Little Little Texas                               |   |  |
| 57 Gone Country Alan Jackson                                  | 122 Some Girls Do Sawyer Brown                               |   |  |
| 58 Daddy's Money Ricochet                                     | 123 Straight Tequila Night John Anderson                     |   |  |
| 59 You're Still the One Shania Twain                          | 124 Papa Loved Mama Garth Brooks                             |   |  |
| 60 Down at the Twist and Shout Mary Chapin Carpenter          | 125 That's My Story Collin Raye                              |   |  |
| 61 The Dance Garth Brooks                                     | 126 Strawberry Wine Deana Carter                             |   |  |
| 62 That Don't Impress Me Much Shania Twain                    | 127 Piece of My Heart Faith Hill                             |   |  |
| 63 Who's Cheatin' Who Alan Jackson                            | 128 I Think About You Collin Raye                            |   |  |
| 64 It Must Be Love Alan Jackson                               | 129 Go On George Strait                                      |   |  |
| 65 Prayin' for Daylight Rascal Flatts                         | 130 Buy Me a Rose Kenny Rogers                               |   |  |

## 40 MOST-PLAYED RECURRENTS

- |  |   |
|--|---|
| 1 Only in America Brooks & Dunn              | 21 I Could Not Ask for More Sara Evans              |
| 2 Love of a Woman Travis Tritt               | 22 Who I Am Jessica Andrews                         |
| 3 Angry All the Time Tim McGraw              | 23 Grown Men Don't Cry Tim McGraw                   |
| 4 Where I Come From Alan Jackson             | 24 But for the Grace of God Keith Urban             |
| 5 Riding With Private Malone David Ball      | 25 You Shouldn't Kiss Me Like This Toby Keith       |
| 6 On a Night Like This Trick Pony            | 26 Born to Fly Sara Evans                           |
| 7 With Me Lonestar                           | 27 There Is No Arizona Jamie O'Neal                 |
| 8 Complicated Carolyn Dawn Johnson           | 28 Without You Dixie Chicks                         |
| 9 What I Really Meant to Say Cyndi Thomson   | 29 If I Fall You're Going Down With Me Dixie Chicks |
| 10 Austin Blake Shelton                      | 30 Laredo Chris Cagle                               |
| 11 I'm Just Talkin' About Tonight Toby Keith | 31 Right Where I Need to Be Gary Allan              |
| 12 Angels in Waiting Tammy Cochran           | 32 Two People Fell in Love Brad Paisley             |
| 13 When I Think About Angels Jamie O'Neal    | 33 When Somebody Loves You Alan Jackson             |
| 14 I'm Already There Lonestar                | 34 If You Can Do Anything Else George Strait        |
| 15 She Couldn't Change Me Montgomery Gentry  | 35 This Everyday Love Rascal Flatts                 |
| 16 Where the Blacktop Ends Keith Urban       | 36 The Little Girl John Michael Montgomery          |
| 17 Ain't Nothing 'Bout You Brooks & Dunn     | 37 I Will... But She Daisy                          |
| 18 One More Day Diamond Rio                  | 38 Mrs. Steven Rudy Mark McGuinn                    |
| 19 It's a Great Day to Be Alive Travis Tritt | 39 Tell Her Lonestar                                |
| 20 Don't Happen Twice Kenny Chesney          | 40 While You Loved Me Rascal Flatts                 |





## GREATEST GAINERS COUNTRY

<b>ALAN JACKSON</b> • <i>Drive (For Daddy Gene)</i> (ARISTA NASHVILLE) <b>+751</b> WKDF +23, KCYV +22, KKCS +20, KBOI +18, KXKT +17, KNIX +17, KRTY +16, WYYD +16, WESC +15, KHKI +15
<b>KENNY CHESNEY</b> • <i>Young</i> (BNA) <b>+496</b> WDXB +23, WRBT +18, WYYZ +18, WRNS +17, WKCO +16, KFKF +15, WTQR +14, WUSY +13, WKXC +12, KASE +11
<b>TRAVIS TRITT</b> • <i>Modern Day Bonnie And Clyde</i> (COLUMBIA) <b>+418</b> WYRK +17, WKHX +16, WMIL +15, WDAF +14, KHAY +13, KMDL +13, WKLB +13, KUZZ +12, KXXY +12, WESC +10
<b>CHRIS CAGLE</b> • <i>I Breathe In, I Breathe Out</i> (CAPITOL) <b>+400</b> KHKI +27, KWJL +25, WQYK +19, KXXY +18, WNKT +17, WYCD +17, WRKZ +16, WSSL +14, KDRK +13, KTEX +13
<b>JO DEE MESSINA WITH TIM MCGRAW</b> • <i>Bring On The Rain</i> (CURB) <b>+381</b> WQIK +31, WGGY +23, KSD +22, KIIM +16, WYNY +15, WIVK +13, WNCY +13, WOGK +13, KKCS +12, KKAT +12

## COUNTRY AUDIENCE

Compiled from a national sample of data supplied by Broadcast Data Systems to Country Airplay Monitor. 148 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	AUDIENCE (millions)		
					TW	LW	
			★★★★ No. 1 ★★★★★				
1	3	14	THE COWBOY IN ME CURB	1 week at No. 1 TIM MCGRAW	40.642	36.977	
2	5	24	BRING ON THE RAIN CURB	JO DEE MESSINA WITH TIM MCGRAW	38.774	36.183	
3	4	18	THE LONG GOODBYE ARISTA NASHVILLE	BROOKS & DUNN	37.883	36.244	
4	1	28	GOOD MORNING BEAUTIFUL CURB	STEVE HOLY	36.574	39.725	
5	6	18	BLESSED RCA	MARTINA MCBRIDE	36.531	33.414	
6	2	27	WRAPPED AROUND ARISTA NASHVILLE	BRAD PAISLEY	35.737	37.784	
7	7	11	YOUNG BNA	KENNY CHESNEY	30.722	28.559	
8	10	19	I BREATHE IN, I BREATHE OUT CAPITOL	CHRIS CAGLE	29.366	25.722	
9	9	20	SOME DAYS YOU GOTTA DANCE MONUMENT	DIXIE CHICKS	28.028	27.371	
10	12	19	I'M MOVIN' ON LYRIC STREET	RASCAL FLATTS	27.659	24.510	
11	14	8	MY LIST DREAMWORKS	TOBY KEITH	26.883	23.208	
12	8	16	WHERE WERE YOU (WHEN THE WORLD STOPPED TURNING) ARISTA NASHVILLE	ALAN JACKSON	24.593	27.577	
13	16	11	WHAT IF SHE'S AN ANGEL RCA	TOMMY SHANE STEINER	23.329	22.475	
14	19	16	THAT'S WHEN I LOVE YOU ARISTA NASHVILLE	PHIL VASSAR	22.910	21.004	
15	13	27	IN ANOTHER WORLD MONUMENT	JOE DIFFIE	22.841	23.614	
16	11	22	RUN MCA NASHVILLE	GEORGE STRAIT	22.169	24.602	
17	18	23	WHERE THE STARS AND STRIPES AND THE EAGLE FLY LYRIC STREET	AARON TIPPIN	20.025	21.108	
18	21	7	MODERN DAY BONNIE AND CLYDE COLUMBIA	TRAVIS TRITT	16.897	13.944	
19	26	3	DRIVE (FOR DADDY GENE) ARISTA NASHVILLE	ALAN JACKSON	16.354	11.903	
20	22	5	SQUEEZE ME IN CAPITOL	GARTH BROOKS DUET WITH TRISHA YEARWOOD	15.811	13.641	
21	20	19	ALL OVER ME WARNER BROS./WRN	BLAKE SHELTON	14.443	14.923	
22	23	13	I SHOULD BE SLEEPING DREAMWORKS	EMERSON DRIVE	14.248	13.384	
23	28	13	I DON'T HAVE TO BE ME (TIL MONDAY) MERCURY	STEVE AZAR	12.787	11.341	
24	29	9	THAT'S JUST JESSIE LYRIC STREET	KEVIN DENNEY	12.241	11.101	
25	27	10	I DON'T WANT YOU TO GO ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	11.966	11.432	
26	24	20	WRAPPED UP IN YOU CAPITOL	GARTH BROOKS	11.488	12.594	
27	25	15	I ALWAYS LIKED THAT BEST CAPITOL	CYNDI THOMSON	11.038	12.271	
28	31	11	I CRY EPIC	TAMMY COCHRAN	10.535	8.966	
29	32	9	JEZEBEL MCA NASHVILLE	CHELY WRIGHT	9.091	8.271	
30	34	6	JUST WHAT I DO WARNER BROS./WRN	TRICK PONY	7.963	6.757	
31	33	4	NOT A DAY GOES BY BNA	LONESTAR	7.743	6.971	
32	35	6	WHEN YOU LIE NEXT TO ME BNA	KELLIE COFFEY	6.838	6.359	
33	30	15	DOES MY RING BURN YOUR FINGER MCA NASHVILLE	LEE ANN WOMACK	6.759	9.526	
34	36	7	I'M NOT GONNA DO ANYTHING WITHOUT YOU MERCURY	MARK WILLS WITH JAMIE ONEAL	5.946	5.753	
35	<b>NEW</b>		LIVING AND LIVING WELL MCA NASHVILLE	GEORGE STRAIT	5.543	2.764	
36	37	5	THE ONE MCA NASHVILLE	GARY ALLAN	5.196	4.534	
37	38	5	SHE DOESN'T DANCE VFR	MARK MCGUINN	5.064	4.488	
38	<b>NEW</b>		TONIGHT I WANNA BE YOUR MAN RCA	ANDY GRIGGS	5.027	3.579	
39	40	5	MENDOCINO COUNTY LINE LOST HIGHWAY/MERCURY	WILLIE NELSON WITH LEE ANN WOMACK	4.850	3.788	
40	39	2	SWEET MUSIC MAN MCA NASHVILLE	REBA	3.560	4.019	

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

## Billboard Top Country Singles Sales

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

BILLBOARD ISSUE DATE: MARCH 2, 2002

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT & NUMBER/DISTRIBUTING LABEL	ARTIST
No. 1				
1	1	79	BUT I DO LOVE YOU/CAN'T FIGHT THE MOONLIGHT ● CURB 73116	18 weeks at No. 1 LEANN RIMES
2	2	5	OSAMA-YO' MAMA CURB 73130	RAY STEVENS
3	3	21	WHERE THE STARS AND STRIPES AND THE EAGLE FLY LYRIC STREET 164059/HOLLYWOOD	AARON TIPPIN
4	4	19	GOD BLESS THE USA CURB 73128	LEE GREENWOOD
5	5	6	THAT'S JUST JESSIE LYRIC STREET 164063/HOLLYWOOD	KEVIN DENNEY
6	6	17	AMERICA WILL ALWAYS STAND RELENTLESS NASHVILLE 5137/MADACY	RANDY TRAVIS
7	7	19	GOD BLESS AMERICA CURB 73127	LEANN RIMES
8	8	245	HOW DO I LIVE ▲ CURB 73022	LEANN RIMES
9	12	74	THE WAY YOU LOVE ME WARNER BROS. 16818/WRN	FAITH HILL
10	11	29	SOMETHIN' IN THE WATER MONUMENT 79625/SONY	JEFFREY STEELE
11	15	12	NIGHT DISAPPEAR WITH YOU LYRIC STREET 164050/HOLLYWOOD	BRIAN MCCOMAS
12	10	41	MATTHEW, MARK, LUKE & EARNHARDT DREAMWORKS 450327/INTERSCOPE	SHANE SELLERS
13	9	31	I KNOW HOW THE RIVER FEELS MCA NASHVILLE 172186	MCALYSTER
14	13	14	GIRL IN LOVE COLUMBIA 79648/SONY	ROBIN ENGLISH
15	14	32	UNBROKEN BY YOU LYRIC STREET 164048/HOLLYWOOD	KORTNEY KAYLE
16	19	91	IT DON'T MATTER TO THE SUN/LOST IN YOU ● CAPITOL 58788	GARTH BROOKS AS CHRIS GAINES
17	16	101	ROCKY TOP '96 DECCA 155274/MCA NASHVILLE	THE OSBORNE BROTHERS
18	24	49	LOVE IS ENOUGH RCA 69034/RLG	3 OF HEARTS
19	18	40	ON A NIGHT LIKE THIS WARNER BROS. 16751/WRN	TRICK PONY
20	17	5	LEGACY MERCURY 172183	NEAL COTY

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

## Billboard TOP COUNTRY ALBUMS

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

BILLBOARD ISSUE DATE: MARCH 2, 2002

THIS WEEK	LAST WEEK	2 WKS. AGO	WKS. ON CHART	ARTIST	IMPRINT & CATALOG NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE)	TITLE	PEAK POSITION
No. 1/GREATEST GAINER							
1	1	1	5	ALAN JACKSON ▲ <sup>2</sup>	ARISTA NASHVILLE 67039/RLG (12.98/18.98)	DRIVE	1
2	3	2	63	SOUNDTRACK ▲ <sup>4</sup>	LOST HIGHWAY 170069/MERCURY (11.98/18.98)	O BROTHER, WHERE ART THOU?	1
3	2	—	2	VARIOUS ARTISTS	BNA 67043/RLG (12.98/17.98)	TOTALLY COUNTRY: 17 NEW CHART-TOPPING HITS	2
4	4	3	14	GARTH BROOKS ▲ <sup>2</sup>	CAPITOL 31330 (10.98/18.98)	SCARECROW	1
5	5	4	25	TOBY KEITH ▲	DREAMWORKS 450297/INTERSCOPE (12.98/18.98)	PULL MY CHAIN	1
6	6	5	43	TIM MCGRAW ▲	CURB 78711 (12.98/18.98)	SET THIS CIRCUS DOWN	1
7	8	8	24	STEVE HOLY	CURB 77972 (11.98/17.98)	BLUE MOON	7
8	7	9	89	RASCAL FLATTS ●	LYRIC STREET 165011/HOLLYWOOD (11.98/17.98)	RASCAL FLATTS	7
9	10	10	22	MARTINA MCBRIDE ●	RCA 67012/RLG (12.98/18.98)	GREATEST HITS	1
10	9	7	81	SOUNDTRACK ▲ <sup>3</sup>	CURB 78703 (11.98/17.98)	COYOTE UGLY	1
11	11	6	5	WILLIE NELSON	LOST HIGHWAY 186231/MERCURY (12.98/18.98)	THE GREAT DIVIDE	5
12	12	11	44	BROOKS & DUNN ●	ARISTA NASHVILLE 67003/RLG (12.98/18.98)	STEERS & STRIPES	1
13	<b>NEW</b>		1	KASEY CHAMBERS	WARNER BROS. 48028 (18.98 CD)	BARRICADES & BRICK WALLS	13
14	13	12	15	GEORGE STRAIT ●	MCA NASHVILLE 170220 (11.98/18.98)	THE ROAD LESS TRAVELED	1
15	25	21	27	ALISON KRAUSS + UNION STATION	ROUNDER 610495/DJMG (11.98/17.98)	NEW FAVORITE	3
16	16	15	65	TIM MCGRAW ▲ <sup>2</sup>	CURB 77978 (12.98/18.98)	GREATEST HITS	1
17	14	16	73	KENNY CHESNEY ▲ <sup>2</sup>	BNA 67976/RLG (12.98/18.98)	GREATEST HITS	1
18	15	14	81	JO DEE MESSINA ▲	CURB 77977 (11.98/17.98)	BURN	1
19	17	18	129	DIXIE CHICKS ▲ <sup>9</sup>	MONUMENT 69678/SONY (12.98 EQ/18.98)	FLY	1
20	21	23	72	TRAVIS TRITT ▲	COLUMBIA 62165/SONY (11.98 EQ/17.98)	DOWN THE ROAD I GO	8

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





# TOMMY SHANE STEINER

“WHAT IF  
SHE’S AN  
ANGEL”

from his forthcoming debut album,  
*THEN CAME THE NIGHT*  
IN STORES APRIL 9TH



PRODUCED BY JIMMY RITCHIE

LOOK FOR TOMMY AT CRS 2002



RCA RECORDS LABEL



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# EMERSON DRIVE

*"I Should Be Sleeping"*

GREAT NATIONAL AND LOCAL RESEARCH COMING IN DAILY!

THESE SPIN LEADERS AREN'T SLEEPING...

WGGY 459	WSLC 441	KTOM 365	WGNE 288
KDRK 273	WBCT 270	KBQI 268	KBEQ 267
WQMX 255	WKCQ 247	KSOP 241	WWYZ 229
WKYQ 222	WFRE 220	WCTK 217	KNIX 216
WGH 214	WTGE 213	WCOL 209	(total detections)

On Tour With *Toby Keith!*





I like her sound a lot...impressive.

May be one of the  
bright stars in the class of 2002!

MARK PHILLIPS • WWGR

If she we're in the Olympics,  
I'd say she'd have a shot at a medal!

MIKE PETERSON • KSKS

I love this girl. She sings the exact kind  
of music I really dig and after  
seeing her live, I know she's the real deal!

JENI TAYLOR • WPCV

Joanna recently came by the station  
and proved that she's the real deal.  
She sings great, writes great, and plays.  
The song is good and her project has  
plenty of other great songs. I'm impressed!

GREG FREY • KSON

This is a fresh sound...  
love the energy, love the tempo.

RON CHATMAN • WYCD

I believe in Joanna Janét!

GINNY ROGERS • WKLB

The debut release from...

# JOANNA JANÉT

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

**IMPACTING NOW!**



WE BELIEVE! [www.dreamworksnashville.com](http://www.dreamworksnashville.com)

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COUNTRY AIRPLAY MONITOR

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

AIRPLAY LEADERBOARD THE STATIONS THAT BREAK THE HITS #1 WTG Baton Rouge, LA PD: Randy Chase Airplay Leader Designations: 5

VIDEO PLAYLIST TRACKING PERIOD: FEBRUARY 15 - 21, 2002 CMT PD: Chris Parr CBS Cable 615-457-8500

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

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

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

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

KSCS Dallas PD: Dean James ABC/Disney 817-695-0800

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

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

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

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

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

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

KEYY Minneapolis PD: Greg Swedberg APD/MD: Travis Moon Clear Channel 952-820-4200

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

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

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

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

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

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

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

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

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

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







# COUNTRY PLAYLISTS FOR WEEK ENDING FEBRUARY 24, 2002

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

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

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

TW	LW	Song	Artist
1	1	Brooks & Dunn The Long Goodbye	Brooks & Dunn
2	2	Martina McBride Blessed	Martina McBride
3	3	Kenny Chesney Young	Kenny Chesney
4	4	Steve Holy Good Morning Beautiful	Steve Holy
5	5	Trace Adkins I'm In Your	Trace Adkins
6	6	Joe Diffie In Another World	Joe Diffie
7	7	Jo Dee Messina Bring On The Rain	Jo Dee Messina
8	8	Tim McGraw The Cowboy In Me	Tim McGraw
9	9	Alan Jackson Where Were You	Alan Jackson
10	10	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
11	11	Chely Wright Izebel	Chely Wright
12	12	Toby Keith My List	Toby Keith
13	13	Rascal Flatts I'm Movin' On	Rascal Flatts
14	14	Steve Azar I Don't Have To Be Me	Steve Azar
15	15	Trace Adkins I'm In Your	Trace Adkins
16	16	Willie Nelson Feat. Lee Ann Mendocino C	Willie Nelson
17	17	Toby Keith I Wanna Talk About Me	Toby Keith
18	18	Brad Paisley Wrapped Around	Brad Paisley
19	19	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
20	20	Emerson Drive I Should Be Sleeping	Emerson Drive
21	21	Aaron Tippin Where The Stars And Stripe	Aaron Tippin
22	22	Kevin Denney That's Just Jessie	Kevin Denney
23	23	George Strait Run	George Strait
24	24	Tammy Cochran I Cry	Tammy Cochran
25	25	Cyndi Thomson I Always Liked That Best	Cyndi Thomson
26	26	Tracy Byrd Just Let Me Be In Love	Tracy Byrd
27	27	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
28	28	David Ball Riding With Private Malone	David Ball
29	29	Trick Pony Just What I Do	Trick Pony
30	30	Trace Adkins Help Me Understand	Trace Adkins
AA		George Strait Living And Living Well	George Strait

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

TW	LW	Song	Artist
1	1	Jo Dee Messina Bring On The Rain	Jo Dee Messina
2	2	Brad Paisley Wrapped Around	Brad Paisley
3	3	Aaron Tippin Where The Stars And Stripe	Aaron Tippin
4	4	Steve Holy Good Morning Beautiful	Steve Holy
5	5	Trace Adkins I'm In Your	Trace Adkins
6	6	Alan Jackson Where Were You	Alan Jackson
7	7	George Strait Run	George Strait
8	8	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
9	9	Brooks & Dunn The Long Goodbye	Brooks & Dunn
10	10	Tim McGraw The Cowboy In Me	Tim McGraw
11	11	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
12	12	Martina McBride Blessed	Martina McBride
13	13	Kenny Chesney Young	Kenny Chesney
14	14	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
15	15	Blake Shelton All Over Me	Blake Shelton
16	16	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
17	17	Rascal Flatts I'm Movin' On	Rascal Flatts
18	18	Joe Diffie In Another World	Joe Diffie
19	19	Emerson Drive I Should Be Sleeping	Emerson Drive
20	20	Trick Pony On A Night Like This	Trick Pony
21	21	Chely Wright Izebel	Chely Wright
22	22	Emerson Drive I Should Be Sleeping	Emerson Drive
23	23	Kevin Denney That's Just Jessie	Kevin Denney
24	24	Tracy Byrd Just Let Me Be In Love	Tracy Byrd
25	25	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
26	26	Cyndi Thomson I Always Liked That Best	Cyndi Thomson
27	27	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
28	28	Lee Ann Womack Does My Ring Burn Your F	Lee Ann Womack
29	29	Trick Pony On A Night Like This	Trick Pony
30	30	Trace Adkins Help Me Understand	Trace Adkins
AA		No Airplay Adds This Week	

**KFKF Kansas City**  
 PD: Dale Carter  
 MD: Tony Stevens  
 Infinity 816-753-4000

TW	LW	Song	Artist
1	1	Martina McBride Blessed	Martina McBride
2	2	Tim McGraw The Cowboy In Me	Tim McGraw
3	3	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
4	4	Kenny Chesney Young	Kenny Chesney
5	5	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
6	6	Brooks & Dunn The Long Goodbye	Brooks & Dunn
7	7	Phil Vassar That's When I Love You	Phil Vassar
8	8	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
9	9	Jo Dee Messina Bring On The Rain	Jo Dee Messina
10	10	Blake Shelton All Over Me	Blake Shelton
11	11	Rascal Flatts I'm Movin' On	Rascal Flatts
12	12	Joe Diffie In Another World	Joe Diffie
13	13	Kenny Chesney Young	Kenny Chesney
14	14	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
15	15	Brad Paisley Wrapped Around	Brad Paisley
16	16	Emerson Drive I Should Be Sleeping	Emerson Drive
17	17	Tracy Byrd Just Let Me Be In Love	Tracy Byrd
18	18	Blake Shelton All Over Me	Blake Shelton
19	19	Emerson Drive I Should Be Sleeping	Emerson Drive
20	20	Mark Willis/WJamie O'Neal I'm Not Gonna	Mark Willis/WJamie O'Neal
21	21	Lonestar Not A Day Goes By	Lonestar
22	22	Trick Pony On A Night Like This	Trick Pony
23	23	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
24	24	Cyndi Thomson I Always Liked That Best	Cyndi Thomson
25	25	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
26	26	Lee Ann Womack Does My Ring Burn Your F	Lee Ann Womack
27	27	Trick Pony On A Night Like This	Trick Pony
28	28	Gary Allan The One	Gary Allan
29	29	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
30	30	Trace Adkins Help Me Understand	Trace Adkins
AA		No Airplay Adds This Week	

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

TW	LW	Song	Artist
1	1	Steve Holy Good Morning Beautiful	Steve Holy
2	2	Tracy Byrd Just Let Me Be In Love	Tracy Byrd
3	3	Tim McGraw The Cowboy In Me	Tim McGraw
4	4	Brooks & Dunn The Long Goodbye	Brooks & Dunn
5	5	Joe Diffie In Another World	Joe Diffie
6	6	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
7	7	Brad Paisley Wrapped Around	Brad Paisley
8	8	Martina McBride Blessed	Martina McBride
9	9	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
10	10	Jo Dee Messina Bring On The Rain	Jo Dee Messina
11	11	Blake Shelton All Over Me	Blake Shelton
12	12	Garth Brooks/W/Trisha Yearno Squeeze Me	Garth Brooks
13	13	Phil Vassar That's When I Love You	Phil Vassar
14	14	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
15	15	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
16	16	Reba McEntire Sweet Music Man	Reba McEntire
17	17	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
18	18	Toby Keith My List	Toby Keith
19	19	Kevin Denney That's Just Jessie	Kevin Denney
20	20	Blake Shelton All Over Me	Blake Shelton
21	21	Emerson Drive I Should Be Sleeping	Emerson Drive
22	22	Steve Azar I Don't Have To Be Me	Steve Azar
23	23	Lonestar Not A Day Goes By	Lonestar
24	24	Rascal Flatts I'm Movin' On	Rascal Flatts
25	25	Trace Adkins I'm In Your	Trace Adkins
26	26	Tommy Cochran I Cry	Tommy Cochran
27	27	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
28	28	Reba McEntire Sweet Music Man	Reba McEntire
29	29	Darryl Worley Second Wind	Darryl Worley
30	30	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
AA		Cyndi Thomson I Always Liked That Best	Cyndi Thomson
AA		George Strait Living And Living Well	George Strait

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

TW	LW	Song	Artist
1	1	Kenny Chesney Young	Kenny Chesney
2	2	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
3	3	Toby Keith My List	Toby Keith
4	4	Martina McBride Blessed	Martina McBride
5	5	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
6	6	Rascal Flatts I'm Movin' On	Rascal Flatts
7	7	Tim McGraw The Cowboy In Me	Tim McGraw
8	8	Brooks & Dunn The Long Goodbye	Brooks & Dunn
9	9	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
10	10	Joe Diffie In Another World	Joe Diffie
11	11	Jo Dee Messina Bring On The Rain	Jo Dee Messina
12	12	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
13	13	Emerson Drive I Should Be Sleeping	Emerson Drive
14	14	Mark McGuinn She Doesn't Dance	Mark McGuinn
15	15	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
16	16	Blake Shelton All Over Me	Blake Shelton
17	17	Garth Brooks/W/Trisha Yearno Squeeze Me	Garth Brooks
18	18	Sawyer Brown Circles	Sawyer Brown
19	19	Carolyn Dawn Johnson I Don't Want You T	Carolyn Dawn Johnson
20	20	Kellie Coffey When You Lie Next To Me	Kellie Coffey
21	21	George Strait Run	George Strait
22	22	Mark Willis/WJamie O'Neal I'm Not Gonna	Mark Willis/WJamie O'Neal
23	23	Tammy Cochran I Cry	Tammy Cochran
24	24	Lonestar Not A Day Goes By	Lonestar
25	25	Lonestar What About Now	Lonestar
26	26	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
27	27	Toby Keith My List	Toby Keith
28	28	Sara Evans Born To Fly	Sara Evans
29	29	Kevin Denney That's Just Jessie	Kevin Denney
30	30	George Jones & Garth Brooks Beer Run	George Jones & Garth Brooks
AA		Sawyer Brown Circles	Sawyer Brown
AA		Lonestar Not A Day Goes By	Lonestar

**KCYV San Antonio**  
 OM: Steve Giuttari  
 Cox 210-615-5400

TW	LW	Song	Artist
1	1	Martina McBride Blessed	Martina McBride
2	2	Steve Holy Good Morning Beautiful	Steve Holy
3	3	Toby Keith My List	Toby Keith
4	4	Phil Vassar That's When I Love You	Phil Vassar
5	5	George Strait Run	George Strait
6	6	Kenny Chesney Young	Kenny Chesney
7	7	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
8	8	Brooks & Dunn Ain't Nothing 'Bout You	Brooks & Dunn
9	9	Brooks & Dunn The Long Goodbye	Brooks & Dunn
10	10	Alan Jackson Where Were You	Alan Jackson
11	11	Tim McGraw The Cowboy In Me	Tim McGraw
12	12	Tim McGraw Angry All The Time	Tim McGraw
13	13	Toby Keith How Do You Like Me Now	Toby Keith
14	14	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
15	15	Blake Shelton Austin	Blake Shelton
16	16	Travis Tritt Love Of A Woman	Travis Tritt
17	17	Tim McGraw Don't Take The Girl	Tim McGraw
18	18	Dixie Chicks You Were Mine	Dixie Chicks
19	19	Shania Twain You're Still The One	Shania Twain
20	20	Faith Hill This Kiss	Faith Hill
21	21	Toby Keith I Wanna Talk About Me	Toby Keith
22	22	Garth Brooks/W/Trisha Yearno Squeeze Me	Garth Brooks
23	23	Rascal Flatts I'm Movin' On	Rascal Flatts
24	24	Garth Brooks The Dance	Garth Brooks
25	25	Shania Twain (If I) Take You Not In For L	Shania Twain
26	26	Jo Dee Messina Bye Bye	Jo Dee Messina
27	27	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
28	28	Brad Paisley I'm Gonna Miss Her	Brad Paisley
29	29	Toby Keith Should've Been A Cowboy	Toby Keith
30	30	Dixie Chicks There's A Trouble	Dixie Chicks
AA		Clint Black Money For Love	Clint Black
AA		Brad Paisley I'm Gonna Miss Her	Brad Paisley
AA		George Strait Living And Living Well	George Strait

**WCTK Providence**  
 PD: Rick Everett  
 MD: Sam Stevens  
 Hall 401-467-4366

TW	LW	Song	Artist
1	1	Brooks & Dunn The Long Goodbye	Brooks & Dunn
2	2	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
3	3	Jo Dee Messina Bring On The Rain	Jo Dee Messina
4	4	Kenny Chesney Young	Kenny Chesney
5	5	Martina McBride Blessed	Martina McBride
6	6	Tim McGraw The Cowboy In Me	Tim McGraw
7	7	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
8	8	Rascal Flatts I'm Movin' On	Rascal Flatts
9	9	Joe Diffie In Another World	Joe Diffie
10	10	Toby Keith My List	Toby Keith
11	11	Phil Vassar That's When I Love You	Phil Vassar
12	12	Brad Paisley Wrapped Around	Brad Paisley
13	13	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
14	14	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
15	15	Blake Shelton All Over Me	Blake Shelton
16	16	Tim McGraw The Cowboy In Me	Tim McGraw
17	17	Garth Brooks/W/Trisha Yearno Squeeze Me	Garth Brooks
18	18	Trick Pony Just What I Do	Trick Pony
19	19	Emerson Drive I Should Be Sleeping	Emerson Drive
20	20	Lee Ann Womack Does My Ring Burn Your F	Lee Ann Womack
21	21	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
22	22	Tracy Byrd Just Let Me Be In Love	Tracy Byrd
23	23	Aaron Tippin Where The Stars And Stripe	Aaron Tippin
24	24	Toby Keith I Wanna Talk About Me	Toby Keith
25	25	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
26	26	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
27	27	Y Hermidon Heather's Wall	Y Hermidon
28	28	Lonestar I'm Already There	Lonestar
29	29	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
30	30	Garth Brooks Wrapped Up In You	Garth Brooks
AA		Kellie Coffey When You Lie Next To Me	Kellie Coffey
AA		Trace Adkins Help Me Understand	Trace Adkins

**KBEQ Kansas City**  
 PD: Mike Kennedy  
 MD: T.J. McEntire  
 Infinity 816-531-2535

TW	LW	Song	Artist
1	1	Jo Dee Messina Bring On The Rain	Jo Dee Messina
2	2	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
3	3	Brad Paisley Wrapped Around	Brad Paisley
4	4	Brooks & Dunn The Long Goodbye	Brooks & Dunn
5	5	Steve Azar I Don't Have To Be Me	Steve Azar
6	6	Emerson Drive I Should Be Sleeping	Emerson Drive
7	7	Kenny Chesney Young	Kenny Chesney
8	8	Steve Holy Good Morning Beautiful	Steve Holy
9	9	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
10	10	Martina McBride Blessed	Martina McBride
11	11	Chely Wright Izebel	Chely Wright
12	12	Toby Keith My List	Toby Keith
13	13	Phil Vassar That's When I Love You	Phil Vassar
14	14	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
15	15	Tim McGraw The Cowboy In Me	Tim McGraw
16	16	Blake Shelton All Over Me	Blake Shelton
17	17	Trick Pony Just What I Do	Trick Pony
18	18	Rascal Flatts I'm Movin' On	Rascal Flatts
19	19	Cyndi Thomson I Always Liked That Best	Cyndi Thomson
20	20	Kevin Denney That's Just Jessie	Kevin Denney
21	21	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
22	22	Y Hermidon Heather's Wall	Y Hermidon
23	23	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
24	24	Mark McGuinn She Doesn't Dance	Mark McGuinn
25	25	MARK WILLIS/WJAMIE O'NEAL I'm Not Gonna	Mark Willis/WJamie O'Neal
26	26	Garth Brooks/W/Trisha Yearno Squeeze Me	Garth Brooks
27	27	Joe Diffie In Another World	Joe Diffie
28	28	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
29	29	Alan Jackson Drive (For Daddy Gene)	Alan Jackson
30	30	Trace Adkins Help Me Understand	Trace Adkins
AA		Trace Adkins Help Me Understand	Trace Adkins

**WYRK Buffalo**  
 PD: John Paul  
 APD/MD: Chris Keyzer  
 Infinity 716-852-7444

TW	LW	Song	Artist
1	1	Brad Paisley Wrapped Around	Brad Paisley
2	2	Jo Dee Messina Bring On The Rain	Jo Dee Messina
3	3	Steve Holy Good Morning Beautiful	Steve Holy
4	4	Aaron Tippin Where The Stars And Stripe	Aaron Tippin
5	5	Alan Jackson Where Were You	Alan Jackson
6	6	Brooks & Dunn The Long Goodbye	Brooks & Dunn
7	7	Tim McGraw Angry All The Time	Tim McGraw
8	8	Travis Tritt Love Of A Woman	Travis Tritt
9	9	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
10	10	Phil Vassar That's When I Love You	Phil Vassar
11	11	Dixie Chicks Some Days You Gotta Dance	Dixie Chicks
12	12	Travis Tritt Modern Day Bonnie & Clyde	Travis Tritt
13	13	Toby Keith My List	Toby Keith
14	14	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
15	15	Tim McGraw The Cowboy In Me	Tim McGraw
16	16	Blake Shelton All Over Me	Blake Shelton
17	17	Martina McBride Blessed	Martina McBride
18	18	Lonestar Not A Day Goes By	Lonestar
19	19	Trick Pony Just What I Do	Trick Pony
20	20	Rascal Flatts I'm Movin' On	Rascal Flatts
21	21	Cyndi Thomson I Always Liked That Best	Cyndi Thomson
22	22	Kevin Denney That's Just Jessie	Kevin Denney
23	23	Chris Cagle I Breathe In, I Breathe Out	Chris Cagle
24	24	Brooks & Dunn The Long Goodbye	Brooks & Dunn
25	25	Tommy Shane Steiner What If She's An An	Tommy Shane Steiner
26	26	Tommy Shane Steiner What If She's An An	Tom



COUNTRY AIRPLAY MONITOR

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

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

WFRE Frederick, MD
PD: Lisa Allen
MD: Linda West
Clear Channel 301-663-4337

KUBL Salt Lake City
OM: Ed Hill
MD: Pat Garrett
Citadel 801-485-6700

KASE Austin
APD: Bob Pickett
Clear Channel 512-495-1300

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

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

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

KATM Modesto
PD: Randy "Bubba" Black
APD: D.J. Walker
Citadel 209-523-7756

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

WQIK Jacksonville
Dir. of Prgm: Gail Austin
APD: Marshall Howell
MD: John Scott
Clear Channel 904-642-0115

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

WRKZ Harrisburg
PD: Sam McGuire
MD: Dandalion
Citadel 717-367-7700

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

KIIM Tucson
OM: Herb Crowe
PD: Buzz Jackson
MD: John Collins
Citadel 520-887-1000

KXXY Oklahoma City
Dir. of Prgm: L.J. Smith
MD: Bill Reed
Clear Channel 405-528-5543

WVLK Lexington
PD: Brian Landrum
MD: Cumulus 859-253-5900

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

WYNK Baton Rouge
PD: Paul Orr
APD/MD: Austin James
Clear Channel 225-231-1860

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

WGGY Wilkes-Barre
OM: Jim Rising
PD: Mike Krinik
MD: Kelly Green
Entercom 570-883-1111

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

WMSI Jackson
OM: Scott Johnson
PD: Rick Adams
MD: Van Haze
Clear Channel 601-982-1062

KSKS Fresno
PD: Mike Peterson
MD: Steve Montgomery
Infinity 559-490-5800

WDXB Birmingham
Dir. of Prgm: Doug Hamand
OM: Tom Hanrahan
Clear Channel 205-439-9600



# PAT GREEN

## three days

"This is the Best country singer you've never heard of. Green, out of Waco, Texas, is another subtly sardonic, wry Southwesterner along the lines of Waylon Jennings: he is thoughtful without making an issue out of it."

- *People Magazine*

"He is one heck on entertainer.....and it's a great change of pace"

- *USA today*

"If 'Texas music' is a genre all its own, then Pat Green is its latest ambassador.....the upbeat green seems determined to offer a song for every mood - except despair."

- *Rollingstone.com*

"His Republic debut is a sturdy collection of goodtime, guitar-fueled country rock that kicks off with the rowdy, likable survivor's tribute 'Carry On.' Stylistically and lyrically, Green recalls a harder-edged Jerry Jeff Walker.....it's a lot of fun and shows a wealth of promise."

- *Billboard Magazine*

"Pure, wide-open sound could put him among Lone Star stalwarts."

- *Dallas Morning News*

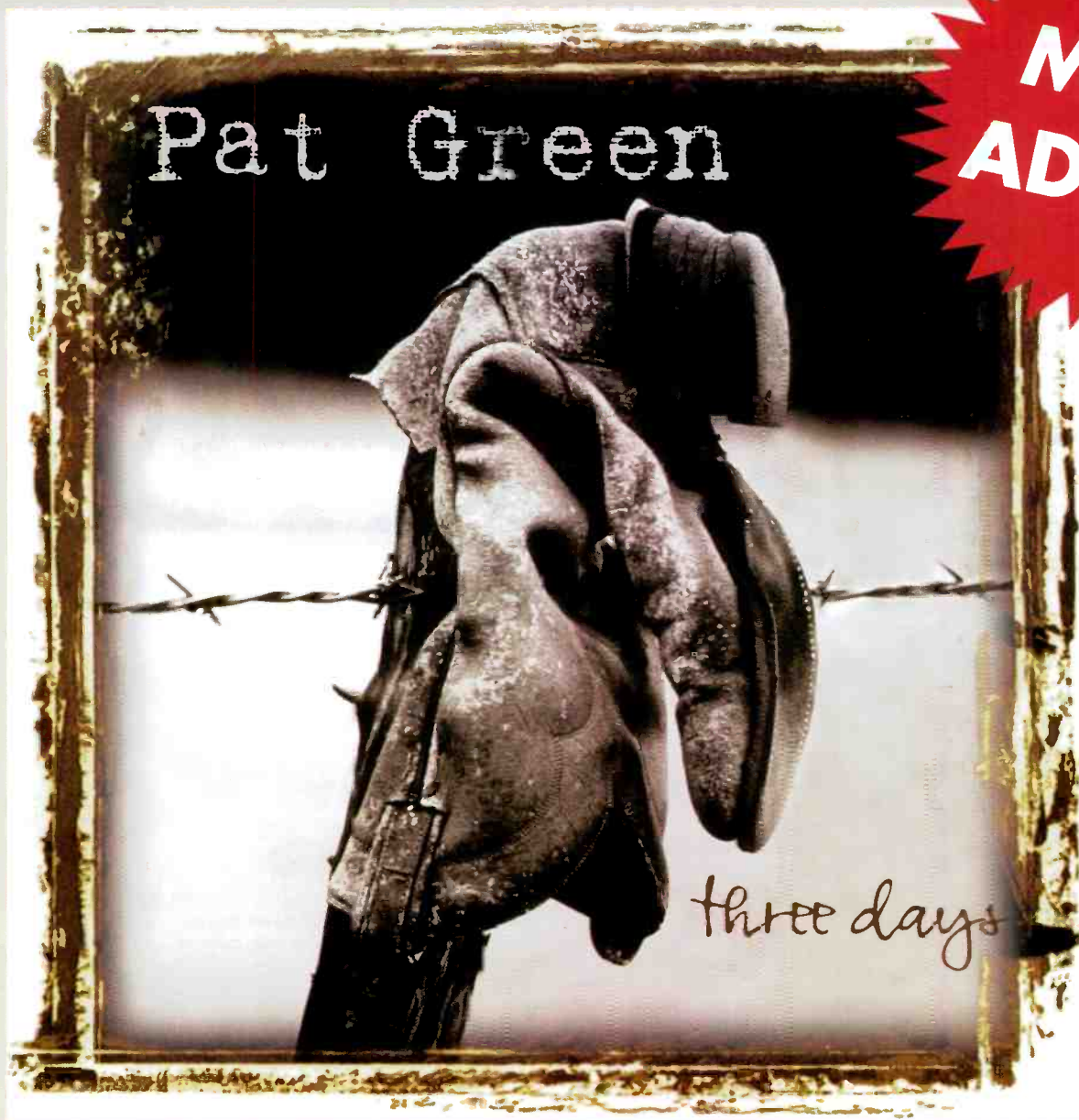
"Pat Green is a lightning rod. He is the most successful country artist in Central Texas in a long, long time."

- *Austin Chronicle*

"Attention Country Radio...This is not a Texas thing...It's not a regional thing...It's not a KIKK thing...It's a hit record thing!"

- *John Trapane/KIKK*





**MOST  
ADDED!**

## **ALREADY BREAKING AT:**

KZLA/LOS ANGELES	KSCS/DALLAS	KPLX/DALLAS	KILT/HOUSTON
KIKK/HOUSTON	WRBQ/TAMPA	KWJJ/PORTLAND	KBEQ/KC
KAJA/SAN ANTONIO	KUBL/SALT LAKE CITY	KASE/AUSTIN	WSIX/NASHVILLE
WSM/NASHVILLE	WKDF/NASHVILLE	WIRK/WEST PALM	...AND MANY MORE!

- OVER 100,000 SOLD
- ON TOUR NOW

**MONITOR 46**

### **COMING SOON:**

- CRS NEW FACES SHOWCASE 3/2
- VIDEO WORLD PREMIERE ON CMT'S "ON THE VERGE" 3/24





# IMPACT!

AIRPLAY  
**Monitor**



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

## AIRPOWER

Total Detections/Gain

### TRAVIS TRITT 2511/418

*Modern Day Bonnie And Clyde (Columbia)*  
Total Stations: 146/Chart Move: 23-17  
Heavy (45+ detections): 0  
Medium (25-44): 26 KHAY, KHKI, KIKK, KSCS, KSSN, KTOM, KUZZ, KXKC, WCKT, WCTK, WDAF, WDRM, WESC, WGGY, WIVK, WKCN, WKHK, WKHX, WKIS, WKSJ, WMIL, WRBQ, WRNS, WSIX, WSLC, WYRK  
Light (Under 25): 120  
Airplay Adds: 7 KEEY, KHEY, KWJJ, WDXB, WKLB, WYAY, WZZK

### AIRPLAY LEADER

(FIRST STATION TO 150 PLAYS)

WQBE • Charleston, WV

PD: Jeff Whitehead

MD: Bill Hagy

Date: 04/29/02



## 2399 - 1000 DETECTIONS

Total Detections/Gain

### EMERSON DRIVE 2379/275

*I Should Be Sleeping (DreamWorks)*  
Total Stations: 146/Chart Move: 22-20  
Heavy (45+): 1 KDRK  
Medium (25-44): 19 KAJA, KBEQ, KFRG, KGMV, KHAY, KHEY, KHKI, KPLX, KRST, KSON, KTOM, KUZZ, WGGY, WGH, WKCC, WKLB, WMIL, WQMX, WSLC  
Light (Under 25): 126  
Airplay Adds: 3 KNCI, KXXY, WDXB

### GARTH BROOKS DUET WITH TRISHA YEARWOOD 2361/316

*Squeeze Me In (Capitol)*  
Total Stations: 145/Chart Move: 24-21  
Heavy (45+): 0  
Medium (25-44): 18 KGMV, KHKI, KKCS, KNCI, KRTY, KSCS, KSD, KSOP, KUBL, WAMZ, WDRM, WGKX, WPOR, WQIK, WRNS, WSIX, WSOC, WUSN  
Light (Under 25): 127  
Airplay Adds: 5 KRYS, WBUL, WDSY, WYRK, WZZK

### ALAN JACKSON 2133/751

*Drive (For Daddy Gene) (Arista Nashville)*  
Total Stations: 140/Chart Move: 32-22  
Heavy (45+): 1 KSCS  
Medium (25-44): 16 KCCY, KKCS, KPLX, KSKS, KSOP, KTTS, KXKC, WGKX, WIRK, WKDF, WKYQ, WQXX, WRBQ, WSIX, WWGR, WXBQ  
Light (Under 25): 123  
Airplay Adds: 32 KAJA, KATM, KBQI, KFKF, KHKI, KJJY, KNIX, KRYS, KSON, KSSN, KTEX, KUPL, KXKT, KXXY, KZSN, WDRM, WESC, WFMS, WDNA, WKKT, WNCY, WOKQ, WPOR, WRBT, WSLC, WSOC, WUSY, WVLK, WYDZ, WXTU, WYRK, WYYD

### STEVE AZAR 2131/225

*I Don't Have To Be Me (Til Monday) (Mercury)*  
Total Stations: 146/Chart Move: 25-23  
Heavy (45+): 1 KBQI  
Medium (25-44): 20 KBEQ, KFRG, KHAY, KKAT, KRST, KTOM, KTTS, WBCT, WGGY, WGH, WIRK, WKCC, WKIS, WKLB, WKYQ, WMZQ, WNCY, WQBE, WQMX, WXBQ  
Light (Under 25): 125  
Airplay Adds: 3 KSCS, WCKT, WCMS

### CAROLYN DAWN JOHNSON 2024/164

*I Don't Want You To Go (Arista Nashville)*  
Total Stations: 145/Chart Move: 26-25  
Heavy (45+): 0  
Medium (25-44): 9 KBEQ, KBQI, KEEY, KHAY, KHKI, KUZZ, WKCC, WRNS, WSLC  
Light (Under 25): 136  
Airplay Adds: 6 KRTY, KSD, WDSY, WFMS, WKHK, WKHX

### KEVIN DENNEY 1951/269

*That's Just Jessie (Lyric Street)*  
Total Stations: 147/Chart Move: 28-26  
Heavy (45+): 1 KPLX  
Medium (25-44): 15 KMLE, KWJJ, KXKC, WDRM, WGKX, WIVK, WKHX, WKYQ, WQBE, WQXK, WRNS, WSLC, WSOC, WTGE, WXBQ  
Light (Under 25): 131  
Airplay Adds: 3 KVOO, WLWI, WXTU

### TAMMY COCHRAN 1759/321

*I Cry (Epic)*  
Total Stations: 143/Chart Move: 30-27  
Heavy (45+): 0  
Medium (25-44): 12 KBEQ, KBQI, KFRG, KSON, KWJJ, WBEE, WIVK, WKYQ, WQMX, WTQR, WXBQ, WYGY  
Light (Under 25): 131  
Airplay Adds: 14 KCCY, KMXM, KNCI, KUPL, KXXY, WFRE, WFRY, WIL, WJCL, WKKO, WLWI, WQXK, WRBT, WUSN

### CHELY WRIGHT 1517/83

*Jezebel (MCA Nashville)*  
Total Stations: 141/Chart Move: 31-28  
Heavy (45+): 0  
Medium (25-44): 6 KBEQ, KPLX, KSKS, KSON, KUPL, WIRK  
Light (Under 25): 135  
Airplay Adds: 3 KMXM, KVOO, WLWI

### TRICK PONY 1318/204

*Just What I Do (Warner Bros./WRN)*  
Total Stations: 140/Chart Move: 35-31  
Heavy (45+): 0  
Medium (25-44): 5 KHKI, KTTS, WKCC, WKYQ, WQBE  
Light (Under 25): 135  
Airplay Adds: 10 KGMV, KNIX, KRMD, KTST, KVOO, WCOS, WDSY, WFLS, WDNA, WLWI

### KELLIE COFFEY 1270/149

*When You Lie Next To Me (BNA)*  
Total Stations: 144/Chart Move: 34-32  
Heavy (45+): 0  
Medium (25-44): 8 KKCS, KXKT, WAMZ, WCTO, WGGY, WGKX, WQIK, WTQR  
Light (Under 25): 136  
Airplay Adds: 6 KSON, KVOO, WCOS, WCTK, WMIL, WXTU

### LONESTAR 1233/128

*Not A Day Goes By (BNA)*  
Total Stations: 120/Chart Move: 36-33  
Heavy (45+): 0  
Medium (25-44): 5 KEEY, KTTS, WGKX, WSLC, WYGY  
Light (Under 25): 115  
Airplay Adds: 10 KFDI, KSSN, KXKC, WDAF, WHOK, WIRK, WKLB, WQIK, WRBQ, WSM

### MARK WILLS WITH JAMIE O'NEAL 1155/21

*I'm Not Gonna Do Anything Without You (Mercury)*  
Total Stations: 140/Chart Move: 33-34  
Heavy (45+): 0  
Medium (25-44): 3 WKCC, WTGE, WYGY  
Light (Under 25): 137  
Airplay Adds: 5 KSD, KUZZ, WKHX, WMIL, WXBQ

### MARK MCGUINN 1067/51

*She Doesn't Dance (VFR)*  
Total Stations: 134/Chart Move: 37-35  
Heavy (45+): 0  
Medium (25-44): 2 KBQI, KRTY  
Light (Under 25): 132  
Airplay Adds: 4 KCCY, KRST, WSOC, WYYD

## 999 - 500 DETECTIONS

Total Detections/Gain

### GARY ALLAN 951/139

*The One (MCA Nashville)*  
Total Stations: 118/Chart Move: 38-36  
Heavy (45+): 0  
Medium (25-44): 4 WKYQ, WQBE, WSLC, WXBQ  
Light (Under 25): 114  
Airplay Adds: 12 KCCY, KSCS, WAMZ, WBEE, WFRY, WHOK, WKLB, WSM, WSOC, WUSN, WYNY, WYYD

### ANDY GRIGGS 940/198

*Tonight I Wanna Be Your Man (RCA)*  
Total Stations: 124/Chart Move: 39-37  
Heavy (45+): 0  
Medium (25-44): 2 KXKC, WKYQ  
Light (Under 25): 122  
Airplay Adds: 11 KHAY, KMDL, KSON, WCMS, WDNA, WKLB, WOGK, WQMX, WQYK, WSM, WVLK

### GEORGE STRAIT 676/378

*Living And Living Well (MCA Nashville)*  
Total Stations: 71/Chart Move: 48-38  
Heavy (45+): 2 KSCS, WTGE  
Medium (25-44): 4 KIKK, KPLX, KTTS, WSIX  
Light (Under 25): 65  
Airplay Adds: 24 KAJA, KASE, KATM, KCYY, KFDI, KHAY, KIIM, KJJY, KMPS, KNCI, KNIX, KRST, KTTS, WESC, WEZL, WFLS, WKCN, WNKT, WOKO, WQXK, WSLC, WSSL, WUBE, WYNK

### SHANNON LAWSON 566/97

*Goodbye On A Bad Day (MCA Nashville)*  
Total Stations: 80/Chart Move: 42-40  
Heavy (45+): 0  
Medium (25-44): 1 WRBQ  
Light (Under 25): 79  
Airplay Adds: 9 KATM, KFRG, KHEY, KJJY, WGH, WGN, WQYK, WTGE, WTQR

### TY HERNDON 547/-21

*Heather's Wall (Epic)*  
Total Stations: 93/Chart Move: 41-41  
Heavy (45+): 0  
Medium (25-44): 1 WKCC  
Light (Under 25): 92  
Airplay Adds: 5 KJJY, KMLE, WGN, WKXK, WSSL

### WILLIE NELSON WITH LEE ANN WOMACK 527/88

*Mendocino County Line (Lost Highway/Mercury)*  
Total Stations: 62/Chart Move: 43-42  
Heavy (45+): 0  
Medium (25-44): 1 KIKK  
Light (Under 25): 61  
Airplay Adds: 10 KAJA, KATM, KEEY, KIIM, KTOM, KXKC, WMZQ, WNCY, WRKZ, WUSN

## 499 - 40 DETECTIONS

Total Detections/Gain

### BRAD MARTIN 491/75

*Before I Knew Better (Epic)*  
Total Stations: 79/Chart Move: 45-43  
Heavy (45+): 0  
Medium (25-44): 1 WYGY  
Light (Under 25): 78  
Airplay Adds: 4 KFRG, KTST, WAMZ, WHOK

### TRACE ADKINS 433/203

*Help Me Understand (Capitol)*  
Total Stations: 68/Chart Move: 51-44  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 68  
Airplay Adds: 23 KBEQ, KFKF, KFRG, KHAY, KIKK, KILT, KRMD, KSOP, KTOM, KUBL, KXKT, WCTK, WEZL, WFLS, WGN, WKHX, WKKT, WNKT, WRNS, WSM, WWGR, WYDZ, WXTU

### SAWYER BROWN 339/19

*Circles (Curb)*  
Total Stations: 43/Chart Move: 47-45  
Heavy (45+): 0  
Medium (25-44): 1 WQBE  
Light (Under 25): 42  
Airplay Adds: 5 KBQI, WDAF, WGN, WMSI, WTQR

### PAT GREEN 333/103

*Three Days (Republic/Universal South)*  
Total Stations: 43/Chart Move: 52-46  
Heavy (45+): 0  
Medium (25-44): 1 KPLX  
Light (Under 25): 42  
Airplay Adds: 10 KHKI, KKCS, KRYS, KSSN, KTEX, WKSJ, WKYQ, WQBE, WSM, WXBQ

### MARK CHESNUTT 318/77

*She Was (Columbia)*  
Total Stations: 41/Chart Move: 50-47  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 41  
Airplay Adds: 8 KPLX, KSSN, KTEX, WFMS, WKDF, WOKO, WSSL, WYDZ

### BRIAN MCCOMAS 262/45

*I Could Never Love You Enough (Lyric Street)*  
Total Stations: 39/Chart Move: 53-48  
Heavy (45+): 0  
Medium (25-44): 1 WYGY  
Light (Under 25): 38  
Airplay Adds: 4 WFMS, WKDF, WSOC, WYDZ

### BRAD PAISLEY 217/88

*I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville)*  
Total Stations: 39/Chart Move: 58-50  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 39  
Airplay Adds: 11 KATM, KCYY, KIIM, KIKK, KMDL, KYGO, KZLA, WAMZ, WGH, WKCN, WKDF

### CLINT BLACK 204/79

*Money Or Love (RCA)*  
Total Stations: 52/Chart Move: 59-51  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 52  
Airplay Adds: 6 KBQI, KCYY, KJJY, KXKC, WKKT, WXTU

### SHEDAISY 204/147

*Get Over Yourself (Lyric Street)*  
Total Stations: 43/Chart Move: Debut 52  
Heavy (45+): 1 KMLE  
Medium (25-44): 1 KEEY  
Light (Under 25): 41  
Airplay Adds: 7 KKAT, KSOP, WAMZ, WCTO, WGGY, WGH, WSIX

### ALAN JACKSON DUET WITH GEORGE STRAIT 151/0

*Designated Drinker (Arista Nashville)*  
Total Stations: 42/Chart Move: 55-56  
Heavy (45+): 1 KPLX  
Medium (25-44): 1 KSOP  
Light (Under 25): 40

### TRACY LAWRENCE 140/7

*What A Memory (Atlantic/WRN)*  
Total Stations: 34/Chart Move: 57-57  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 34  
Airplay Adds: 3 KATM, KDRK, WTGE

### NICKEL CREEK 127/13

*The Lighthouse's Tale (Sugar Hill)*  
Total Stations: 15/Chart Move: Debut 58  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 15  
Airplay Adds: 1 KTOM

### SHANNON BROWN 100/18

*Untangle My Heart (BNA)*  
Total Stations: 13/Chart Move: Re-Entry 59  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 13

### SARA EVANS 92/43

*I Keep Looking (RCA)*  
Total Stations: 16  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 16  
Airplay Adds: 5 KSOP, KTTS, WGH, WMZQ, WWGR

### ★ KRYSTI WORLEY 87/80

*Cry Like A Baby (H2E)*  
Total Stations: 44  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 44

### FAITH HILL 86/0

*Star Spangled Banner (Warner Bros./WRN)*  
Total Stations: 31  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 31

### ★ JOE STAMPLEY WITH TONY STAMPLEY 85/85

*If It Ain't One Thing (It's Another) (Criter)*  
Total Stations: 43  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 43

### ★ THE DERAILERS 82/79

*Bar Exam (Lucky Dog/Columbia)*  
Total Stations: 43  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 43  
Airplay Adds: 1 WSM

### JOHN BERRY 76/23

*How Much Do You Love Me (Ark 21)*  
Total Stations: 6  
Heavy (45+): 0  
Medium (25-44): 2 WFMS, WYDZ  
Light (Under 25): 4

### TIM MCGRAW 75/22

*Angel Boy (Curb)*  
Total Stations: 16  
Heavy (45+): 0  
Medium (25-44): 1 KBEQ  
Light (Under 25): 15

### JAMIE O'NEAL 72/14

*Frantic (Mercury)*  
Total Stations: 16  
Heavy (45+): 0  
Medium (25-44): 1 WTGE  
Light (Under 25): 15  
Airplay Adds: 1 KPLX

### HOMETOWN NEWS 71/32

*Minivan (VFR)*  
Total Stations: 15  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 15  
Airplay Adds: 1 WSOC

### EARL THOMAS CONLEY 71/-3

*Love's The Only Voice (I'm Gonna Listen To) (Sunbird)*  
Total Stations: 5  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 5

### ★ DAVID BALL 63/27

*She Always Talked About Mexico (Dualtone)*  
Total Stations: 17  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 17  
Airplay Adds: 1 WNKT

### ★ MONTGOMERY GENTRY 47/47

*Didn't I (Columbia)*  
Total Stations: 19  
Heavy (45+): 0  
Medium (25-44): 0  
Light (Under 25): 19  
Airplay Adds: 1 WYDZ

Airpower awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both detections and audience. ★ Initial impact: songs appearing on this page for the first time. The Airplay Leaderboard ranks taste-maker stations that have been the most successful in identifying future hit songs as measured by the amount of AIRPOWER titles for which they were Airplay Leaders. Refer to each format's Power Playlists page to see this week's Airplay Leaders.



On your desk now

# MICHAEL MASON

and his debut single

# Cape Lonely



Michael Mason  
On Guitar or  
On Piano

Produced by:  
Jim Heffernan &  
Craig Fletcher

Executive Producer:  
David W. Mahon

Written by:  
Paul Evans Pedersen, Jr.  
& Mary Lynn Hodges

*The Ultimate Loved & Lost Song*

**"No man's an island  
'til the love he has is gone...  
alone and so deserted,  
your memory's all I've got to live on,  
...and I miss you more each day,  
in every way, out here on Cape Lonely"**

*"There's something special happening here." Ron Brooks/PD-WCOS*

**IMPACT DATE: MARCH 18TH**

*It's not just a song, ...it's an anthem and a place that everyone on earth has been to and continues to go to, when their heart feels marooned in life. Whether you've known it's name or not, that place we all go to is really "Cape Lonely". Listen & discover for yourself why this song and Michael's voice is captivating audiences everywhere, including those that don't even like country music.*

**EIDETIC RECORDS**  
SEE WHAT YOU CAN HEAR

(800) 640-2661 Office/Fax • Email: [EideticRecords@aol.com](mailto:EideticRecords@aol.com)

Get the story on the song, plus see video on Michael and find out how your listeners can download the song for free before the album is available in stores @

**[www.capelonely.com](http://www.capelonely.com)**

Click on: For Radio Only • Login: [capelonlymp3](http://capelonlymp3) • Password: freemusic

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All photos, logos and graphics design by: David W. Mahon

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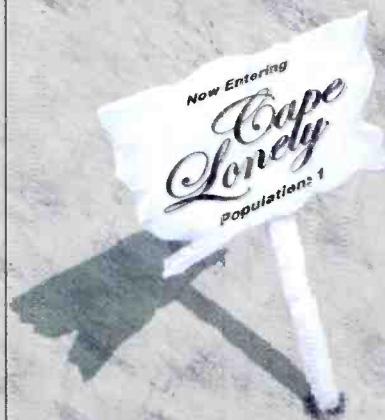
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Compiled from a national sample of airplay supplied by Broadcast Data Systems' Radio Track service to Country Airplay Monitor. 148 country stations are electronically monitored 24 hours a day, 7 days a week. © 2002 VNU Business Media, Inc. All rights reserved.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
			<b>★★★★ No. 1 ★★★★★</b>				
1	3	26	<b>BRING ON THE RAIN</b> CURB <small>1 week at No. 1</small>	JO DEE MESSINA WITH TIM MCGRAW	5327	4946	
2	4	20	<b>THE LONG GOODBYE</b> ARISTA NASHVILLE	BROOKS & DUNN	5208	4941	
3	5	15	<b>THE COWBOY IN ME</b> CURB	TIM MCGRAW	5138	4890	
4	6	19	<b>BLESSED</b> RCA	MARTINA MCBRIDE	4945	4579	
5	2	28	<b>WRAPPED AROUND</b> ARISTA NASHVILLE	BRAD PAISLEY	4704	5045	
6	1	32	<b>GOOD MORNING BEAUTIFUL</b> CURB	STEVE HOLY	4489	5142	
7	8	11	<b>YOUNG</b> BNA	KENNY CHESNEY	4335	3839	
8	7	23	<b>SOME DAYS YOU GOTTA DANCE</b> MONUMENT	DIXIE CHICKS	4146	3995	
9	9	25	<b>I BREATHE IN, I BREATHE OUT</b> CAPITOL	CHRIS CAGLE	4136	3736	
10	11	22	<b>I'M MOVIN' ON</b> LYRIC STREET	RASCAL FLATTS	3725	3401	
11	15	12	<b>MY LIST</b> DREAMWORKS	TOBY KEITH	3500	3140	
12	10	33	<b>IN ANOTHER WORLD</b> MONUMENT	JOE DIFFIE	3306	3587	
13	17	12	<b>WHAT IF SHE'S AN ANGEL</b> RCA	TOMMY SHANE STEINER	3265	3021	
14	16	19	<b>THAT'S WHEN I LOVE YOU</b> ARISTA NASHVILLE	PHIL VASSAR	3254	3043	
15	13	16	<b>WHERE WERE YOU (WHEN THE WORLD STOPPED TURNING)</b> ARISTA NASHVILLE	ALAN JACKSON	2861	3224	
16	12	22	<b>RUN</b> MCA NASHVILLE	GEORGE STRAIT	2756	3270	
			<b>★★ AIRPOWER ★★</b>				
17	23	9	<b>MODERN DAY BONNIE AND CLYDE</b> COLUMBIA	TRAVIS TRITT	2511	2093	
18	18	21	<b>ALL OVER ME</b> WARNER BROS./WRN	BLAKE SHELTON	2469	2544	
19	20	23	<b>WHERE THE STARS AND STRIPES AND THE EAGLE FLY</b> LYRIC STREET	AARON TIPPIN	2436	2535	
20	22	18	<b>I SHOULD BE SLEEPING</b> DREAMWORKS	EMERSON DRIVE	2379	2104	
21	24	6	<b>SQUEEZE ME IN</b> CAPITOL <small>GARTH BROOKS DUET WITH TRISHA YEARWOOD</small>		2361	2045	
			<b>★ GREATEST GAINER®/MOST AIRPLAY ADDS ★</b>				
22	32	6	<b>DRIVE (FOR DADDY GENE)</b> ARISTA NASHVILLE	ALAN JACKSON	2133	1382	
23	25	22	<b>I DON'T HAVE TO BE ME (TIL MONDAY)</b> MERCURY	STEVE AZAR	2131	1906	
24	21	18	<b>I ALWAYS LIKED THAT BEST</b> CAPITOL	CYNDI THOMSON	2076	2135	
25	26	13	<b>I DON'T WANT YOU TO GO</b> ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	2024	1860	
26	28	14	<b>THAT'S JUST JESSIE</b> LYRIC STREET	KEVIN DENNEY	1951	1682	
27	30	17	<b>I CRY</b> EPIC	TAMMY COCHRAN	1759	1438	
28	31	12	<b>JEZEBEL</b> MCA NASHVILLE	CHELY WRIGHT	1517	1434	
29	29	20	<b>WRAPPED UP IN YOU</b> CAPITOL	GARTH BROOKS	1505	1678	
30	27	18	<b>DOES MY RING BURN YOUR FINGER</b> MCA NASHVILLE	LEE ANN WOMACK	1438	1824	
31	35	8	<b>JUST WHAT I DO</b> WARNER BROS./WRN	TRICK PONY	1318	1114	
32	34	12	<b>WHEN YOU LIE NEXT TO ME</b> BNA	KELLIE COFFEY	1270	1121	
33	36	7	<b>NOT A DAY GOES BY</b> BNA	LONESTAR	1233	1105	
34	33	15	<b>I'M NOT GONNA DO ANYTHING WITHOUT YOU</b> MERCURY	MARK WILLS WITH JAMIE O'NEAL	1155	1134	
35	37	14	<b>SHE DOESN'T DANCE</b> VFR	MARK MCGUINN	1067	1016	
36	38	8	<b>THE ONE</b> MCA NASHVILLE	GARY ALLAN	951	812	
37	39	6	<b>TONIGHT I WANNA BE YOUR MAN</b> RCA	ANDY GRIGGS	940	742	
38	48	4	<b>LIVING AND LIVING WELL</b> MCA NASHVILLE	GEORGE STRAIT	676	298	
39	40	7	<b>SWEET MUSIC MAN</b> MCA NASHVILLE	REBA	610	710	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
40	42	5	<b>GOODBYE ON A BAD DAY</b> MCA NASHVILLE	SHANNON LAWSON	566	469	
41	41	11	<b>HEATHER'S WALL</b> EPIC	TY HERNDON	547	568	
42	43	7	<b>MENDOCINO COUNTY LINE</b> LOST HIGHWAY/MERCURY	WILLIE NELSON WITH LEE ANN WOMACK	527	439	
43	45	4	<b>BEFORE I KNEW BETTER</b> EPIC	BRAD MARTIN	491	416	
44	51	2	<b>HELP ME UNDERSTAND</b> CAPITOL	TRACE ADKINS	433	230	
45	47	6	<b>CIRCLES</b> CURB	SAWYER BROWN	339	320	
46	52	7	<b>THREE DAYS</b> REPUBLIC/UNIVERSAL SOUTH	PAT GREEN	333	230	
47	50	5	<b>SHE WAS</b> COLUMBIA	MARK CHESNUTT	318	241	
48	53	5	<b>I COULD NEVER LOVE YOU ENOUGH</b> LYRIC STREET	BRIAN MCCOMAS	262	217	
49	49	6	<b>KARMA</b> DREAMWORKS	JESSICA ANDREWS	245	262	
50	58	2	<b>I'M GONNA MISS HER (THE FISHIN' SONG)</b> ARISTA NASHVILLE	BRAD PAISLEY	217	129	
51	59	3	<b>MONEY OR LOVE</b> RCA	CLINT BLACK	204	125	
			<b>★★ HOT SHOT DEBUT ★★</b>				
52	<b>NEW▶</b>		<b>GET OVER YOURSELF</b> LYRIC STREET	SHEDAISY	204	57	
53	54	6	<b>MAYBE, MAYBE NOT</b> CAPITOL	MINDY MCCREADY	176	188	
54	46	15	<b>INSIDE OUT</b> MCA NASHVILLE	TRISHA YEARWOOD FEATURING DON HENLEY	167	337	
55	44	19	<b>DAYS OF AMERICA</b> COLUMBIA	BLACKHAWK	155	435	
56	55	8	<b>DESIGNATED DRINKER</b> ARISTA NASHVILLE	ALAN JACKSON DUET WITH GEORGE STRAIT	151	151	
57	57	4	<b>WHAT A MEMORY</b> ATLANTIC/WRN	TRACY LAWRENCE	140	133	
58	<b>NEW▶</b>		<b>THE LIGHTHOUSE'S TALE</b> SUGAR HILL	NICKEL CREEK	127	114	
59	<b>RE-ENTRY</b>		<b>UNTANGLE MY HEART</b> BNA	SHANNON BROWN	100	82	
60	<b>RE-ENTRY</b>		<b>TRAVELIN' SOLDIER</b> NO LABEL	DIXIE CHICKS	93	117	

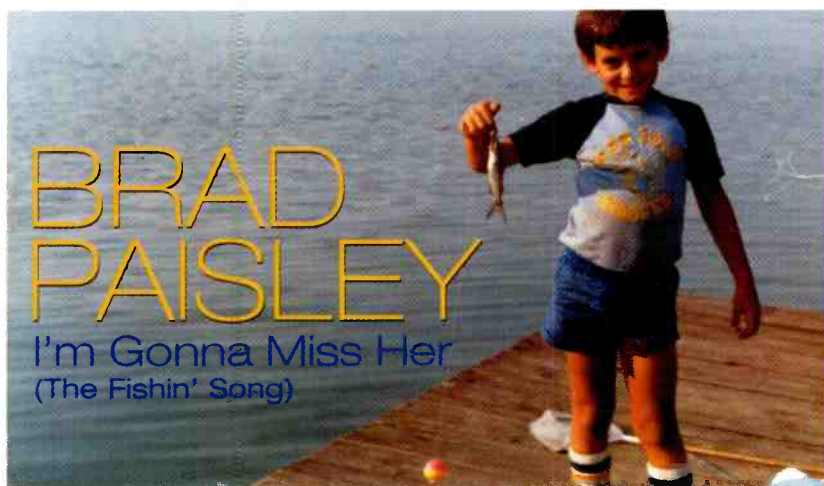
Songs are ranked by number of detections. ◯ Songs showing an increase in detections over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in detections does not exceed the percentage of monitored station downtime for the format. Airpower awarded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

## AIRPLAY **Monitor RECURRENTS COUNTRY**

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
1	<b>I WANNA TALK ABOUT ME</b> TOBY KEITH (DREAMWORKS)	2372	2542
2	<b>JUST LET ME BE IN LOVE</b> TRACY BYRD (RCA)	2316	3167
3	<b>ONLY IN AMERICA</b> BROOKS & DUNN (ARISTA NASHVILLE)	1924	1901
4	<b>WHERE I COME FROM</b> ALAN JACKSON (ARISTA NASHVILLE)	1563	1681
5	<b>LOVE OF A WOMAN</b> TRAVIS TRITT (COLUMBIA)	1528	1548
6	<b>I'M TRYIN'</b> TRACE ADKINS (CAPITOL)	1510	1589
7	<b>ON A NIGHT LIKE THIS</b> TRICK PONY (WARNER BROS./WRN)	1493	1546
8	<b>RIDING WITH PRIVATE MALONE</b> DAVID BALL (DUALTONE)	1408	1517

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
9	<b>AUSTIN</b> BLAKE SHELTON (GIANT/WRN)	1349	1260
10	<b>WHEN I THINK ABOUT ANGELS</b> JAMIE O'NEAL (MERCURY)	1346	1322
11	<b>I'M ALREADY THERE</b> LONESTAR (BNA)	1300	1220
12	<b>ANGRY ALL THE TIME</b> TIM MCGRAW (CURB)	1277	1279
13	<b>ONE MORE DAY</b> DIAMOND RIO (ARISTA NASHVILLE)	1259	1278
14	<b>IT'S A GREAT DAY TO BE ALIVE</b> TRAVIS TRITT (COLUMBIA)	1227	1215
15	<b>AIN'T NOTHING 'BOUT YOU</b> BROOKS & DUNN (ARISTA NASHVILLE)	1214	1137
16	<b>I'M JUST TALKIN' ABOUT TONIGHT</b> TOBY KEITH (DREAMWORKS)	1148	1189
17	<b>WHERE THE BLACKTOP ENDS</b> KEITH URBAN (CAPITOL)	1109	1039
18	<b>SHE COULDN'T CHANGE ME</b> MONTGOMERY GENTRY (COLUMBIA)	1101	1184
19	<b>WHAT I REALLY MEANT TO SAY</b> CYNDI THOMSON (CAPITOL)	1089	1008
20	<b>WHO I AM</b> JESSICA ANDREWS (DREAMWORKS)	1005	989

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



## ON YOUR DESK NOW!

"If you can't hear this record, Brad Paisley and the whole Arista Promotion staff should be allowed to beat you over the head with a fishin' pole!"

*John Trapane (APD/MD), KIKK & KILT Houston*

"Very, very cool... couldn't have been a better pick... it's perfect for this time of year." *Mike Farley, WRNS*

Already on these great stations and many more!  
KCY, KMPS, KYGO, WGH, WKDF, WSM, WRNS, WWQM, WAMZ, WCMS, WVK, WQYK, WROO, WGNA, KKCS, WFMS



# Catch...

## JAMESON CLARK

**At CRS 2002**  
**Performing Wednesday,**  
**February 27, 10:30 PM**  
**at the Wildhorse Saloon**

**On your desk now!**  
**Still Smokin'**

the new single from his upcoming debut album,  
**Workin' On A Groove**

Written by Jameson Clark and Bob Regan  
Produced by Jameson Clark and Ron Stuve

"You want women? Women love this guy!"  
- Julie Stevens, KRTY, San Jose, CA

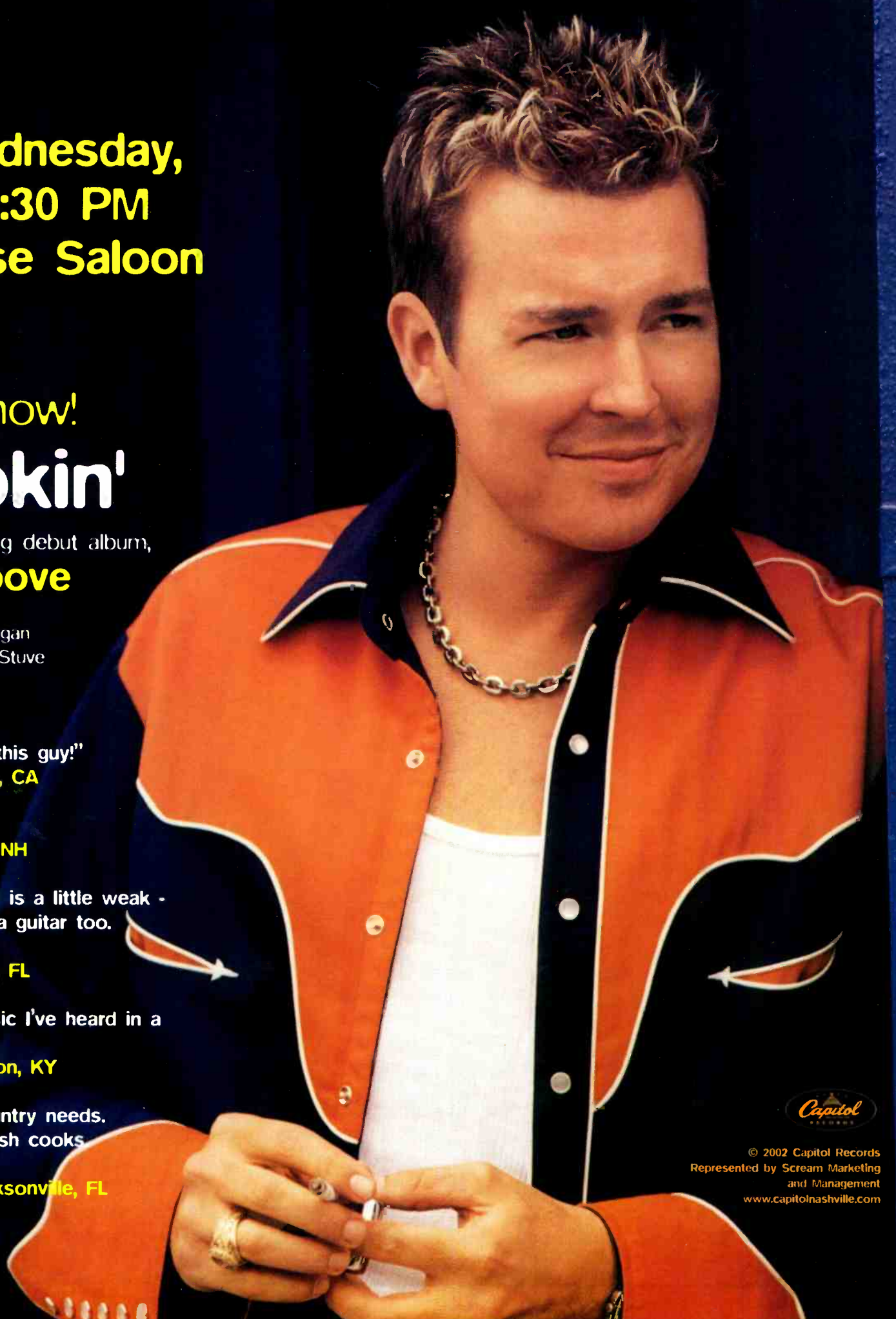
"Insanely Good!"  
- Mark Jennings, WOKQ, Dover, NH

"He is good off the tee - iron play is a little weak -  
not a bad putter...and he can play a guitar too.  
Seriously-Great party record!"  
- Ted Turner, WHKR, Melbourne, FL

"Some of the most refreshing music I've heard in a  
long time. Jamo, you da man!"  
- Brianna Landrum, WVLC, Lexington, KY

"'Still Smokin'" is exactly what country needs.  
The whole album from start to finish cooks  
I'm on it!"  
- Gail Austin, WROO/WQIK, Jacksonville, FL

**Add Date: March 11**



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