

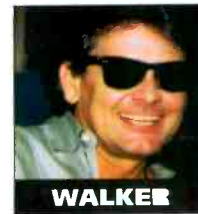
COUNTRY AIRPLAY Monitor

• We Listen To Radio •

APRIL 12, 2002

Radio's Taste For Gross Promotions p. 4

Profile: Producer Billy Joe Walker Jr. p. 6



WALKER

VOLUME 10 • NO. 15

\$6.95

NO. 1 THIS WEEK:

TOBY KEITH

My List (DREAMWORKS)

GREATEST GAINER

TOMMY SHANE STEINER

What If She's An Angel (RCA)

AIRPLAY ADDS

BLAKE SHELTON

Ol' Red (WARNER BROS./WRN)

AUDIENCE

TOBY KEITH

My List (DREAMWORKS)

Country PDs' Growing Reliance On New Acts

■ by Angela King

Amid a general realization that country needs some new drawing cards, labels have been able to chart nearly twice as many new acts this year as they did last winter. While programmers are not without reservations about the number of new acts in the pipeline, they also say that playing the best available songs is sometimes causing them to pick new acts over superstars who have new product out at the moment.

During the five-month period between Nov. 1, 2000, and March 31, 2001, major labels charted singles from seven debut artists. Of those, only three went top 30: Trick Pony's No. 12 "Pour Me"; Mark McGuinn's "Mrs. Steven Rudy," which took four months to reach No. 6; and Cyndi Thomson's "What I Really Meant to Say," which spent three weeks at No. 1 after nearly five months on the chart.

That same period a year later has seen the chart debut of 11 acts, four of which are now in the top 40, and most of whose songs are continuing to build. New acts' singles are breaking faster as well, such as Tommy Shane Steiner's "What If She's an Angel" breaking into the top 10 after three months. Other debut singles currently on the chart are from Emerson Drive, Kevin Denney, Kellie Coffey, Shannon Lawson, Brad Martin, Joe Nichols, Little Big Town, Hometown News, and Gabbie Nolen. They've since been joined by Pinmonkey and Joanna Janet. And while Brett James and Steve Azar aren't listed—because they charted prior singles on other labels—most PDs would regard them as new acts as well.

Programmers and label executives say the reception for debut artists so far this year has everything to do with timing and quality. "There's always a lot



STEINER

Continued on page 6


sixwire



FIVE GUYS.
FOUR GUITARS.
THREE-PART HARMONIES.

Explosive Debut Single
"Look At Me Now"
Airplay April 22



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**SOMETIMES THE GOOD GUYS DO
WEAR BLACK HATS!**

CHRIS CAGLE

#1 SINGLE - "I BREATHE IN, I BREATHE OUT"

ACM NOMINATION - "TOP NEW MALE VOCALIST"

GOLD RECORD - *PLAY IT LOUD*

**THANKS COUNTRY RADIO, THE ACADEMY
AND THE FANS FOR YOUR SUPPORT.**

**"COUNTRY BY THE GRACE OF GOD" ON YOUR DESKS NOW!
(IMPACTS 5/6)**

Aren't You Glad He Used Dial?



KEYEY (K102) Minneapolis OM Gregg Swedberg, left, and APD/MD Travis Moon, right, lean on Curb artist Rodney Atkins for support during a recent station visit.

RADIOACTIVE

BY PHYLLIS STARK
& ANGELA KING

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For New Listeners, Radio Comes Fourth

As broadcasters wonder where the next generation of listeners is coming from, there's more disconcerting news. Radio was only the fourth medium of choice for kids in a recent survey who were asked, "If you could only have one medium or media technology, what would it be?"

Of those 8- to 17-year-olds surveyed, 33% chose the Internet, 26% picked TV, 21% said the telephone, and 15% named radio. Respondents were given a total of six choices.

The survey, titled "How Children Use Media Technology," was conducted by Knowledge Networks/Statistical Research. It found dramatically different results between the boys and girls surveyed.

Broken down by gender, boys picked the Internet first (38%), followed by TV (34%). However, the boys surveyed ranked telephone and radio equally, each cited as the top choice by 12% of the boys. Girls also chose the Internet first (28%). The telephone was their second choice (31%), and the girls ranked TV and radio equally, with 17% each.

KRINIK WALKS A 'LONELY ROAD'

WGGY (Froggy 101) Scranton, Pa., is playing Kid Rock's "Lonely Road of Faith"—giving it "at least 20 spins" in its first week on the air—in an effort, according to PD Mike Krinik, to "find a way to get more people to listen to the station." Krinik, who has a history of playing left-field records, claims the song "is our most-requested record. I may move it up to medium."

That the cut is getting play on CMT, as part of its *Crossroads* feature with Hank Williams Jr., Krinik says, adds to the credibility of the record, and musically, he says, "it's really not too much of a stretch."

Krinik hopes the move may bring younger demos to country. "I can take more chances in a market like Scranton," he says. "There's less risk here than a major market. This is not a niche format. We're a mass-appeal format. The 52-year-old is not going to go anywhere else. She'll wait for her Alabama record. And the 22-year-old may come and listen because she's heard too many Ja Rule records on the top 40."

Krinik says he is looking at adding Sheryl Crow as well. "Nashville may not like this. But they are hypocrites. They say, 'Keep it country' and then try to cross over their records [to AC and top 40]. Don't criticize me for going to another format to grab a couple records which may take a slot away [from your artist]."

PLEASE DEFINE 'ON'

Collective contesting is under scrutiny in the *Milwaukee Journal Sentinel*. The paper reports that a lis-

tener of country WMIL won \$1 million in Clear Channel's group contest and recorded promos for two sister stations, one of which says, "I just won a million on [WLTQ] Light 97 FM."

According to the newspaper, station management claims the promo is legitimate because the listener did not say she won "from" the station, simply "on" the station.

The Cincinnati Enquirer provides more details on the eight \$1 million giveaways taking place on CC stations this spring. Winners are being given the choice of taking the money in monthly increments of \$2,083.33 for 40 years or a one-time cash payment of \$369,451. And unlike previous years where Clear Channel stations (and their Jacor and Capstar predecessors) participated in different collective contests, the paper reports that 1,159 stations are participating in a single contest.

PROGRAMMING: GEIGER ADDS DUTIES

WCOT (Cat Country 96) Allentown, Pa., PD Chuck Geiger is named acting OM, adding programming duties for AC sister WLEV (Mix 100.7). He replaces former WLEV PD Vern Anderson, who exits.



Brad Chambers, the veteran country PD who's now Clear Channel's director of programming technology and distribution, is involved in country once again. He built the library and imaging for the company's new classic country AM KTDD (the Toad) Riverside, Calif., which flipped from N/T KEWS last week. Chambers is temporarily programming the station but plans to eventually turn it over to a local PD.

Westwood One and the Academy of Country Music (ACM) have reached a multi-year partnership making WW1 the official radio network for the ACM Awards. The network will broadcast the May 22 awards show, as well as host a three-day live remote May 20-22 with 20 country stations participating.

All 17 Infinity country radio stations broadcast an exclusive 25-minute "sneak peak" at Kenny Chesney's new album April 9. The event, broadcast live from Nashville, included three songs from the album and an interview with Chesney conducted by CMT personality Katie Cook.

WSM-AM Nashville will broadcast an evening of live music from the *Caught in the Webb* tribute album as part of its "Live From the Bluebird Cafe" concert series April 15. Among those set to perform the songs of Webb Pierce are Trent Summar, Rosie Flores, BR549's Chuck Mead, Matt King, and Gail Davies.

COUNTRY CONFIDENTIAL

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



An Eighth Airplay No. 1 For Keith

After nabbing top ink on Country Audience last issue, Toby Keith's "My List" (DreamWorks) is No. 1 this week on the airplay chart, his eighth No. 1 there. Keith tops the audience list for a second week with more than 41.6 million estimated listener impressions, an increase of 1 million. Keith overtakes Chris Cagle's inaugural No. 1, "I Breathe In, I Breathe Out" (Capitol), which is No. 3 on both charts.

With only 37 spins separating their total detections, Kenny Chesney's No. 2 "Young" (BNA) and Keith will duel for No. 1 next issue. With 18 and 17 chart weeks, respectively, Keith and Chesney will likely remain solidly in the fray in a top 10 where the average stay is approximately 21 weeks.

Elsewhere on the detections chart, Travis Tritt collects his 20th top 10. "Modern Day Bonnie and Clyde" (Columbia) gains 232 detections, giving him four consecutive top 10 singles from his *Down the Road I Go* album. At his early-'90s peak, Tritt scored eight consecutive top 10 singles, starting with "Drift Off to Dream" in April 1993. Among those eight songs are a pair of No. 1 titles: "Anymore" and "Can I Trust You With My Heart."

This new stack of four top 10 singles is the second time in Tritt's career that four consecutive top 10 songs came from a single album. Tritt racked four top 10 songs from his 1991 sophomore set, *It's All About to Change*.

CHANGES: Our Power Playlists section has been updated, effective this issue, to reflect new Arbitron cume rankings based upon fall 2001 data. ABC/Disney's WKHX Atlanta advances 8-5 on the new list, and Infinity outlet KMPS Seattle breaks the top 10 at No. 9, up from No. 14.

Playlists are ranked in descending order starting with the format's highest (TSA) cume station. The number of playlists published each week varies depending upon available space.

Meanwhile, KJYY Des Moines, Iowa, has been removed from our panel of monitored stations following a flip to a gold and recurrent-based country format (*Country Airplay Monitor*, April 5). There are currently 148 stations on the *Monitor* country radio panel, including Jacksonville, Fla., outlets WQIK and WROO, which remain on hiatus from the panel because of technical problems.

ON THE ROW

Word, Warner Share Execs Mimms, Norman

Malcolm Mimms, president/COO of Nashville-based Christian music company Word Entertainment, adds COO duties at sister country label Warner Bros. Nashville. Also, Warner Bros. Nashville president Jim Ed Norman adds oversight duties for Word Label Group, the recorded-music division of Word Entertainment. Word and Warner Bros. will continue to operate as separate entities.

Jacqueline Majers has been named VP of marketing at CMT. She was director of marketing at the American Movie Classics network.

Alabama, Brooks & Dunn, and Reba McEntire are the nominees in the Academy of Country Music's Home Depot Humanitarian Award. This inaugural award category will be the first fan-voted award in the 37-year history of the ACM Awards (*Country Airplay Monitor*, March 22). The winner will be named during the ACM Awards telecast May 22.

Stacy Peterson joins Big Tractor Music as creative director. She previously worked with Tzell Entertainment Travel Specialists handling various artists' tours, and she also was the tour manager for Larry Cordle & Lonesome Standard Time. Mosaic Music Publishing, a subsidiary of Los

Angeles-based Mosaic Music Group, has opened a Music Row division called Mosaic Nashville. Staff members include VP/GM Lisa Ramsey, director of creative services Tim Hunze, director of administration Nancy Tuck, and catalog manager Amy Shepherd. The songwriter roster comprises Bonnie Baker, Amy Dalley, Lee Thomas Miller, Bobby Pinson, and Jimmy Ritchey. Baker's deal is a co-venture with the Farm.

Key Foster joins Gaylord Entertainment as VP of corporate finance and investor relations. He previously worked for Deutsche Bank Alex. Brown in New York.

Robert Earl Keen will reprise his Texas Uprising tour this summer, according to *Billboard Bulletin*. It will begin with Texas shed dates at the Verizon Amphitheater near San Antonio (May 24), the Cynthia Woods Mitchell Pavilion near Houston (May 26), and the Sundance Square in Fort Worth, with shows still to be confirmed for June in Colorado, Utah, California, and the Southeast. Among the artists to perform at some or all shows are Keen, Charlie Robison, Ricky Skaggs & Kentucky Thunder, Cory Morrow, and Jack Ingram.

Finally, get-well wishes to veteran record promoter Mike Chapman, who suffered a heart attack April 2 in Oklahoma City. At press time, Chapman was in critical condition at the city's St. Michael's Hospital but was expected to be moved to Centennial Medical Center in Nashville. A fund-raiser will be held at 8 p.m. April 10 at the Fiddle and Steel club in Nashville's Printer's Alley. Lila McCann will be among the performers. Plans for establishing a trust fund are also in the works.

PEOPLE: WFMS LOSES TWO JOCKS

WFMS Indianapolis morning host Trapper John Morris exits. The cluster's director of news, Kevin Freeman, rejoins the morning show, and PD Bob Richards is taking T&Rs for an executive morning-show producer. Also at WFMS, overnight jock Terry Fullen exits. His replacement has not been named.

Look for former '80s oldies WTHZ Greensboro, N.C., PD Chris Huff to return to the country format as APD/MD of KSCS Dallas. He will fill the vacancy left when Linda O'Brian moved to TM Century.

XHCR San Diego ups part-timer Corey Roberts to promotion director. He replaces Adam Jeffries, now MD/night host at KUZZ Bakersfield, Calif.

XHCR also adds a *Southern California Spotlight* feature on Saturday nights, highlighting local artists and bands.

KMPS Seattle copywriter Randy Meyers segues to morning-show producer duties, replacing R.J. Pihl, who stays with the show as a writer.

WYYL (Y96) Memphis hires former rhythmic top 40 WXHT Valdosta, Ga., PD/morning man Chris Chaos for mornings. He replaces Jeremy "Danger" Mulder, who left for similar duties at WOGY (Froggy 98.3) Pittsburgh. WYYL also hires former WOGY Memphis morning co-host Polly for middays.

KYKZ Lake Charles, La., hires former WTVY Dothan, Ala., morning host Diane McKenzie for similar duties, replacing Dale Mann, who exited.

Yoakam Exits Warner/Reprise

Dwight Yoakam has exited the Warner Bros./Reprise artist roster after 16 years and 15 albums. Yoakam, who has a leading role in the film *Panic Room*, hits the road this month as part of Brooks & Dunn's Neon Circus and Wild West Show tour. A spokesman says Yoakam is "entertaining offers" from other labels.

During his lengthy stint with Warner/Reprise, Yoakam scored six albums that went platinum or multi-platinum and three additional gold albums, according to the Recording Industry Assn. of America. His last three releases, however, failed to reach gold status. On the Country Airplay chart, Yoakam has notched 14 top 10 singles, including the No. 1 hits "Streets of Bakersfield" in 1988 and "I Sang Dixie" in 1989.

FOR MERITORIOUS LYRICS

The Songwriters Hall of Fame will present its Hitmaker Award to Garth Brooks at its June 13 induction and awards ceremony, according to *Billboard Bulletin*.

Brad Paisley was given the songwriter/artist of the year award from Nashville Songwriters Assn. International (NSAI) April 3 during the group's Legendary Songwriters Acoustic Concert at the Ryman Auditorium. Bill Anderson presented the award, which is voted on by NSAI members.

Reba McEntire has been tapped to host the Academy of Country Music Awards this year and next. This year's show will be broadcast live May 22 from Los Angeles on CBS-TV. Travis Tritt will be among the performers and will sing "Modern Day Bonnie and Clyde."

Mark McGuinn married Stacey Mitchell April 7 in Nashville.

Lee Ann Womack has renegotiated and extended her deal with MCA Nashville.

Broken Bow Records has signed Arizona native J. Michael Harter to its artist roster. His eponymous debut, produced by Blake Mevis, is due

mid-summer. First single "Hard Call to Make" goes for adds May 6.

That's Nickel Creek backing Garth Brooks in the latter's current Dr Pepper commercial. The group composed the music for the 30-second spot that shows Brooks reading to his daughters.

Warner Bros. artist Elizabeth Cook signs with Buddy Lee Attractions for touring representation.

Ronnie Milsap will release a new CD on Image Entertainment, *Ronnie Milsap: Live*, May 21. DVD and VHS versions of the concert will follow Sept. 17 and will also include an interview. The concert was recorded in January in Biloxi, Miss.

Clay Walker, Chely Wright, and the Nitty Gritty Dirt Band will perform at the 14th Gstaad Festival Sept. 20-21 in Gstaad, Switzerland.

Shedaisy will perform during the Ford's Theatre's annual presidential gala, *An American Celebration at Ford's Theatre*, airing April 12 on ABC-TV. The show was taped March 3 at the landmark Washington, D.C., venue for an audience that included President George W. Bush and his wife, Laura; the vice president and Mrs. Dick Cheney, and members of Congress. The group performs "Mine All Mine" from its upcoming album, *Knock on the Sky*, due June 25.

Marty Stuart will host Marty Stuart's Late Night Jam, a concert presented by Nashville's Convention & Visitors Bureau, June 12 prior to the start of Fan Fair. Travis Tritt and Montgomery Gentry will also perform.

Clint Black headlines the Dollar Bank Jamboree July 13 in downtown Pittsburgh. The day-long event benefits the Boys & Girls Clubs of Western Pennsylvania.

Diamond Rio's March 26 performance at the Children's Miracle Network Concert for Kids was taped to be part of a syndicated TV special that will air the weekend of June 1-2.

Sonya Isaacs and Brad Paisley co-wrote the track "My Angel Flew to Heaven," which will be included on Isaacs' new Lyric Street album, due in August.

Great American Country has partnered with Capitol Records to give away a trip to Greeley, Colo., to see Chris LeDoux June 28 at the Greeley Independence Day Stampede. GAC is also promoting the release of Mercury's Steve Azar's album, *Waitin' On Joe*, by giving away a trip to Tunica in Azar's home state of Mississippi for a three-day gambling weekend. Fans can register for both contests on GAC's Web site, Countrystars.com.

PROMOGANDA

AN OVERVIEW OF RADIO PROMOTIONS

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

Radio's Taste For Gross Promotions

It may be the proliferation of Webcams in station studios and the quest to have ever more titillating photos for the Web site—or perhaps it's the industry's basic tendency to copy what it sees on TV—but stations in nearly all formats are pushing the envelope on what could be considered too gross for radio.

Let's face it, having listeners eat disgusting things is funny to some and intriguing to nearly all. As TV has recently discovered with such shows as NBC's *Fear Factor*, there isn't a shortage of people who will do disgusting or demeaning things to themselves in return for their 15 minutes of fame. And radio, it seems, is watching and emulating.

Radio stations have always had versions of the how-far-would-you-go-to-win promotions. Now, as stations test the boundaries of where exactly the local community-standards lines are drawn, we continue to see more and more promos that fall into the stomach-turning category.

Rock WZTA (Zeta 94.9) Miami gave away tickets to the finale of *Survivor: Marquesas* by putting 10 contestants through a series of challenges, including crab-grabbing and drinking "breakfast in a blender."

The station's top 40 sister WHYI (Y100) Miami staged a **Glutton Bowl** promotion, giving 10 contestants 15 minutes to eat the most bowls of egg-yolk mayonnaise. The winner received \$500 and a coupon for the local cardiac care unit.

Camie Dunbar, who orchestrated the Miami promotions, thinks TV shows like *Fear Factor* raise the stakes for radio promotions and makes such events more acceptable to the public. But is there such a thing as too gross? "As you can see with my stations, the answer is no," she says. Dunbar hasn't heard any complaints from the audience about the promotions, either. "They are actually 'eating' them up," she says with a laugh. So where does she draw the line? "If I will throw up or not. Just kidding."

While rock and top 40 outlets seem to embrace these kinds of promotions more often, country outlets are joining in. Country WMZQ Washington, D.C., staged its own Glutton Bowl, where contestants vied for backstage passes to meet Alan Jackson. The station asked listeners to eat hollow chocolate bunnies filled with clam chowder, refried beans, beets, horseradish, and grape jelly. They then had to drink chicken-liver smoothies, followed by a final round of live worms.

One rock station promotion director agrees that he hasn't found any promotion to be too gross. While he has received complaints about a few promos, the only time he has to put a stop to something is if "it could be harmful, healthwise."

Still others continue to see these promotions as unfit for their audience. WNKS (Kiss 95.1) and WSSS (Star 104.7) Charlotte, N.C., marketing director Diana Ades says, "It isn't [whether something is too] gross, but [if it's] not appropriate." She hasn't received any community complaints, but, she says, "gross is shocking to me; we don't do shock radio."

R&B stations, for the most part, seem to agree. Radio One/SupeRadio syndicated morning host Russ Parr says these stunts do

not "work in urban radio, because it's not appealing. We have to be careful, because black folks hold you more accountable in terms of setting a moral tone. They will call you out if [they feel you're] crossing the line" (*Airplay Monitor*, June 22, 2001).

NTR SPOTLIGHT

WBMX (Mix 98.5) Boston has partnered with the Harlem Globetrotters and the city's Fleet Center to host a national-anthem contest. "Contestants will audition to sing the anthem at the Fleet Center. We've tied in multiple clients with offers for Globetrotter tickets and done several in-store sweepstakes," Anne-Marie Strzelecki says. "[It's a] simple, yet always effective way to gain extra NTR dollars."

TOPICAL BAROMETER

TW	LW	TOPIC
1	1	Spring-book promotions
2	3	Internet/Web site use
3	4	Concerts
4	-	Fear Factor promotions
5	2	Flyaway trips
6	5	Movies
7	7	Auto racing
8	-	Osama-bashing promos
9	9	Fund-raisers
10	-	Live-in-it-and-win-it promos

HOTTEST NEW MOVIES: *Panic Room*, *Ice Age*, *The Rookie*, *Blade II*

HOTTEST TV SHOWS: 24, *Fear Factor*, *Survivor: Marquesas*, *Andy Richter Controls the Universe*

QUICK HITS

While you haven't heard as much about patriotic-themed promotions lately, they're alive and well in Columbus, Ohio, where top 40 WNCI received an American flag that had flown in one of the bombers during Operation Enduring Freedom. WNCI's morning team has been taking the flag to a different school each morning and airing that school's announcements and pledge of allegiance live.

Album rock KSJO San Francisco raised \$73,000 for charity with a memorabilia auction and a **Pay for Play** weekend. Listeners had to pledge \$25 per song, and local bands could get their first airplay for \$200. Requests ranged from **Slayer to Mr. Rogers**. The auction's big-ticket item? **Ozzy Osbourne's Black Sabbath** guitar, which raised \$4,100.

BUNNY TALES

WMGE (Mega 103.5) Miami staged an **Easter Egg Roll** promotion, with listeners wrapping themselves in foam and rolling like a barrel. The winner received a trip to Easter Island.

WMZQ morning team **Murphy & Cash** held their annual **Easter Egg Smash** contest. Area kids create a box that they hope will protect an egg when it is dropped 100 feet from a crane. The winner receives candy and \$1,000. Everyone else gets a scrambled-egg breakfast.

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

RADIO CONCERT MONITOR

DATE	STATION	EVENT	PROMOTIONS DIRECTOR
April 12-May 10	WSOC Charlotte, N.C.	Concert Series	Chele Fassig
APPEARING: Trace Adkins (4/12), Mark Chesnutt (4/26), Confederate Railroad (5/3), Tracy Lawrence (5/10)			
April 13-14	WFMS Indianapolis	Country Music Expo	Lisa Juillerat
APPEARING: Rhett Akins, Jessica Andrews, David Ball, John Berry, Mark Chesnutt, Kellie Coffey, Charlie Daniels, Emerson Drive, Andy Griggs, Ty Herndon, Steve Holy, Tracy Lawrence, Brad Martin, Brian McComas, Mark Miller, Brad Paisley, Daryle Singletary, Jeffrey Steele, Tommy Shane Steiner			
May 11	WCTO Allentown, Pa.	Listener Appreciation Concert	Dave Moore
APPEARING: Chicasaw, Joe Diffie, Andy Griggs, Rascal Flatts, Keith Urban			

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

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PROMOGANDA HONOR ROLL

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Kenny ROGERS

harder cards

THE MOST TALKED ABOUT
SONG OF THE YEAR.

“A subject that’s hard to sing about, but necessary.”

Kenny Rogers

“Everyone says they want something different, unique, but are afraid to play anything unfamiliar... PLAY this EDGY, GRITTY record that will blow open your phones by a voice that all your listeners can identify on the first note! Better do it fast... there’s only 10 weeks left of the Spring Book!”

John Trapani KIKK/KILT

“He caught us by surprise with ‘Buy Me a Rose,’ don’t miss the boat on ‘Harder Cards’.”

Blair Garner, After Midnite

100% Positive Test on After Midnite!

IMPACTING RADIO NOW



Country PDs' Growing Reliance

Continued from page 1

of traffic out there," RCA VP of national promotion Mike Wilson says. "Sometimes when you do a single, you're the third or fourth with that type of song. We were first when we released ["What If She's an Angel"] . . . This has probably been the easiest debut single I've had in years."

Lyric Street VP of promotion Kevin Herring says that while PDs may still think there are too many new acts, "the quality of product the new artists are putting out [combined with] the lack of quality perhaps [on records that] established artists are putting out [is making the difference]."

Herring continues, "There are some very big superstar artists that have records that are really underperforming, and that helps new artists."

For WFRE Frederick, Md., PD Lisa Allen, "It's a combination of good product [from new acts] and a lack of product from more established artists," she says. "You don't have the Dixie Chicks [or] Shania Twain. We had a single from Alabama, but it wasn't . . . comparable to some of their best work."

Herring agrees. "If there was a Shania [song out] right now, one of these [debut] records would not be in the top 20. There's not a Dixie Chicks [single] out right now. Does that help [new acts get airplay]? Yeah. There are only so many slots. Radio would love to have those records [by Twain or Dixie Chicks] going into the spring book. They want to put their best player in [the lineup]. Shania's not in there, so hopefully, that's the slot Kevin Denney is filling."

But KEEY (K102) Minneapolis OM Gregg Swedberg, one of the format's more aggressive PDs, says he's more inclined toward new artists. "Bring me a shiny new penny, tell me it's the greatest thing in the world, and I'll be more likely to believe you than [if it's] something I've already got experience with. [I've] always had somewhat of an open mind to new acts, [but] the quality hasn't always been great."

(YOU GOTTA) FIGHT FOR YOUR RIGHT (TO AIRPLAY)

That's not to say that Swedberg isn't worried about playing debut singles. "There's too many, but it's a good problem to have, because the quality is high [right now]," he says. "I can pick and choose the quality. Programmers and the audience, to a lesser extent, have been chasing the next Garth [Brooks, believing] the next Garth grail will lead us to the promised land."

Nearly everyone agrees that some established acts continue to receive automatic airplay. But, Herring says, "just because you get on [the air] doesn't mean you get in heavy rotation. [Superstars] get their shots, but if they don't perform, research, or sell, there's not as much leeway for them as there used to be. The Kevin Denneys are researching and selling. Steve Azar and Emerson Drive have very competitive records [that] are outperforming Garth right now."

And once those records get on the air, Herring contends, the playing field becomes even. "If it's not even, why would Steve Azar be getting heavy rotations over the Garth and Trisha [Yearwood] duet ["Squeeze Me In"]? To get on the radio, it's harder for Kevin Denney than Faith [Hill]. Automatically, people go to those [superstar] records. We have to jump through hoops [to launch a debut artist, with] an extensive radio tour [and] listener appreciation tours [to] legitimize him as an act who has a shot. Tim McGraw doesn't have to do those things."

THE OLD WAY WASN'T WORKING

Swedberg thinks many of his programming colleagues are "more open to try something new, because what they were doing wasn't working," he says. "We've all experienced audience losses across the board. I, for one, am at least willing to try something else to stop the downturn. We know where the current stars have gotten us—where we are now. It will take someone new to attract new people. America already knows what Shania, Tim, and Faith sound like."

Allen says that some debut acts are succeeding because "a lot of them are writing their own material. Obviously, the newer acts who don't write don't

MONITOR PROFILE

For Veteran Producer Billy Joe Walker Jr., The Bottom Line Is A Great Song

Few Nashville producers are working as hard these days or having as much success as Billy Joe Walker Jr.

Among his most successful recent projects is Travis Tritt's Academy of Country Music Award-nominated and platinum-selling *Down the Road I Go*, which he co-produced with Tritt. Walker also produced Tracy Byrd's *Ten Rounds* and Mindy McCready's newly released, eponymous album.

Upcoming projects include albums by Tritt, Mark Chesnutt, Brad Martin, Tammy Cochran, and Steve Holy.

Walker has the unusual talent of being able to switch styles between pop-influenced tracks for artists like McCready and hardcore country for such artists as Chesnutt. He credits that to his background as a sought-after session player in Los Angeles, where he played on albums from acts ranging from Glen Campbell to the Beach Boys and everything from soundtracks to Burt Reynolds movies and *The Dukes of Hazzard* TV series to commercials for Roman Bread.

To alternate between genres, Walker says the key for him as a producer is to get to know the artists, perhaps play guitar with them, and "learn who that artist is and where they live [musically]. Then I try to wrap the music around their artistry. The hardest part is learning where that artist feels [his or her] music."

Regardless of the artists or their particular style, Walker says he's always looking for great songs, although he adds that increased competition is making them harder to find. "I keep an open mind for great songs all the time," he says. "The bottom line is a great song, and we literally listen to thousands." But, Walker says, "I'm looking for specialized kinds of songs, songs that are a little different and really reach someone's heart and soul. So many writers are writing . . . for radio. In my view, that's not the key to finding great songs. They are chasing yesterday's hit. I'm trying to find tomorrow's new hit."

Walker says that when "the record companies start chasing radio, it's one person chasing the other, which is very unhealthy. It bogs down the creativity, and people have to work 100% harder . . . For our industry to be healthy and stay healthy, it has to stay diversified."

In fact, Walker says the most significant change he has witnessed in his 22 years in Nashville is a tendency for music makers here to be "looking behind their shoulder to see what the other guy is doing, and I don't think that's the answer. I think we have to be more open-minded."



BILLY JOE WALKER JR.
Producer

'For our industry to be healthy and stay healthy, it has to stay diversified'

Walker has a certain fondness for radio, having hosted his own half-hour show on KJBC Midland, Texas, when he was only 10 years old. On *The Little Billy Walker Show*, he would line up his own sponsors and read their copy, give the news and weather, and sing and play music.

"I've always loved radio people," he says. "They are very interesting people and really have a love for music."

Walker has few complaints about country radio, other than a desire to hear more traditional-sounding acts like Chesnutt. "At this end," he says, "I'm going to try to give them something to play. Hopefully, Nashville can give them more worthy new projects. The bottom line is, we have to make music so incredibly well that they'll just have to play it. I'm still a believer in that." Walker

wants to see Music Row executives "cut out some of the meetings and get in there and get with it."

By the time he landed his radio show in Midland, Walker had already been playing guitar onstage for four years. At age 14 he hitchhiked out of Texas and began doing session work in Oklahoma City. When he turned 18, he made the move to Los Angeles, where he stayed for 12 years before relocating to Nashville in 1980.

In addition to his session-work experience, Walker's versatility as a producer may also stem from his own recording career as a jazz/new age instrumental artist. He has recorded a total of 10 albums of that genre for MCA, Geffen, and Liberty Records, but he stopped making jazz records because he says he "got tired of hearing me."

He has also been successful as a country songwriter, with more than 100 cuts, including "I Wanna Dance With You" and "B-B-Burnin' Up With Love," both of which were Eddie Rabbit hits in the '80s.

Walker began making a name for himself as a producer in the '90s, with Bryan White's first three albums, as well as two each from Pam Tillis and Collin Raye. He has also worked with Isaac Hayes, Take 6, Skip Ewing, Matt King, John Berry, and numerous others.

Walker says he left Texas as a teenager because "there were things I wanted to do with music." Asked if he has now done those things, Walker says he has "not even scratched the surface," despite his impressive résumé. "What I'm hoping to do is be able to contribute better music for the consumer. It doesn't make any difference how I get there." The key to making that better music, he says, is great artists. "All the rest of the avenues are variables—working with publishers, radio, record companies, whatever it takes." And even now, Walker says, "I feel like I have a long way to go."

PHYLIS STARK

get a shot at getting the really good songs. But a lot of these [debut artists] are writing their own material and are truly talented. Remember when all we had was a pretty boy in a pair of starched jeans? These are real artists doing real music."

CAN YOU SQUEEZE THEM IN?

So how many of these new artists can PDs accommodate? Swedberg, with more than 30 currents, doesn't have to ask, "What are these new songs taking the place of? Do I want to play a Kellie Coffey record rather than a Martina McBride record?" A new artist is going to take the place of an artist you've invested a lot of time and effort in. If I only had 19 currents on my station, it would be really hard."

Allen, who also plays more than 30 currents, still has to be careful. "Some people think my list is tight," she says. "It's not tight, but I'm selective, and that kills [label-promotion] people. They might have a song in the top 15 that I'm not playing, but I'll add something out of the box like Hometown News because I believe in it."

Along with the Hometown News single, Allen is playing debut releases from Lawson, Steiner, Coffey, and Emerson Drive. She is also playing Azar. But, she maintains, she's very worried about familiarity. "Our listeners have no idea what artists they are listening to. If their product is comparable to the baby act, I would go with a 'B' act for the familiarity. But even the B acts are not that recognizable. Joe Listener still thinks Tim McGraw is a new act."

However, Allen notes, she has to set those concerns aside when "a lot of the superstars are just not giving us the great product. The first thing we do is look for the best songs that our listeners

The Royals Treatment



KBEQ (Q104) Kansas City's T.J. McEntire, left, and Bryan Keller, right, visit with Chely Wright, who sang the national anthem at the Kansas City Royals' season opener.

are going to react to."

How many more artists come through the pipeline may also depend on how long it takes to break those who are already in the queue. Wilson says it is "hard to build careers and artists with two singles a year [or] when singles take 30 weeks to get to the top." But, Allen says, "it doesn't matter how slow the chart is; the true hits will break through. The slower chart weeds out some of the crap. It really only takes one fabulous song to sell an album."

But not all PDs see it that way. "Radio has always been [suspicious] if you don't have the follow-up singles," Wilson says. Herring agrees. "If

they are not a complete artist, they may not get a whole look, a complete shot."

But Herring adds that even those debut artists who are not successful with their first single still have a shot at future success. "We've had other records that haven't gotten out of the gate. We still think we can break Brian McComas. There are lots of artists in the same boat as Brian, [like] Steve Holy. His first three efforts didn't pop. That's what you love and hate about what we do. There's no predicting. We have a cycle of really good [debut] artists. For whatever reason, they are [competitive] with everything else right now."

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David Nail

Written by David Nail

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Kevin Denny

"That's Just Jessie"



#2 Best-Selling Country Single
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UPCOMING TOUR DATES

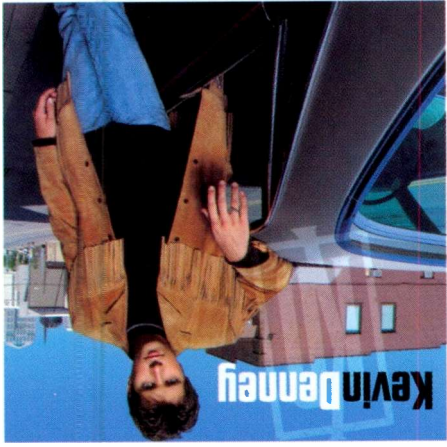
- 4/13 Nashville - Grand Ole Opry
- 4/19 Louisville - Coyotes
- 4/20 Boston - WKLB St. Jude Radiothon
- 4/26 Wichita - KFDI Annual Appreciation Concert

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- Steve Mitchell, WYAY/Atlanta, GA



"As strong of a vocal performance as anything out there right now!!!"

- Cary Rolfe, KUPL/Portland, OR



"Good attitude song...there will a place for this!!!"

- Meg StevensWGAR/Cleveland, OH



"Well sung and full of attitude!!!"

- Ray Massie, KFRG/Riverside, CA



"I like it. Lyrics speak volumes and many people can relate to this in a fun way!!!"

- Mike Kennedy, KBEQ/Kansas City, MO



"I love it...good groove...cool vocals!!!"

- Tony Stevens, KFKF/Kansas City, MO



"I LOVE IT!!!"

- Debby Turpin, KSOP/Salt Lake City, UT



"ATTITUDE!! I love it!!!"

- Eddie Foxx, WKDF/Nashville, TN



"Attitude, dude, with some solid Country Blues!!!"

- Les Acree, WNOE/New Orleans, LA



"I want to play songs like this on my radio station!!!"

- Mitch Mahan, WIRK/West Palm Beach, FL



"It's got really 'cool' groove! I really dig this tune-YIKES!!!"

- Coyote Collins, WBEE/Rochester, NY



"Very cool...I love the attitude and yes they do remind me a little of the Judds!!!"

- John Collins, KIIM/Tucson, AZ



"I didn't want to like it at first but I gotta admit it's kinda catchy and infectious. I found myself singing along!!!"

- Mark Phillips, WWGR/Fort Meyers, FL

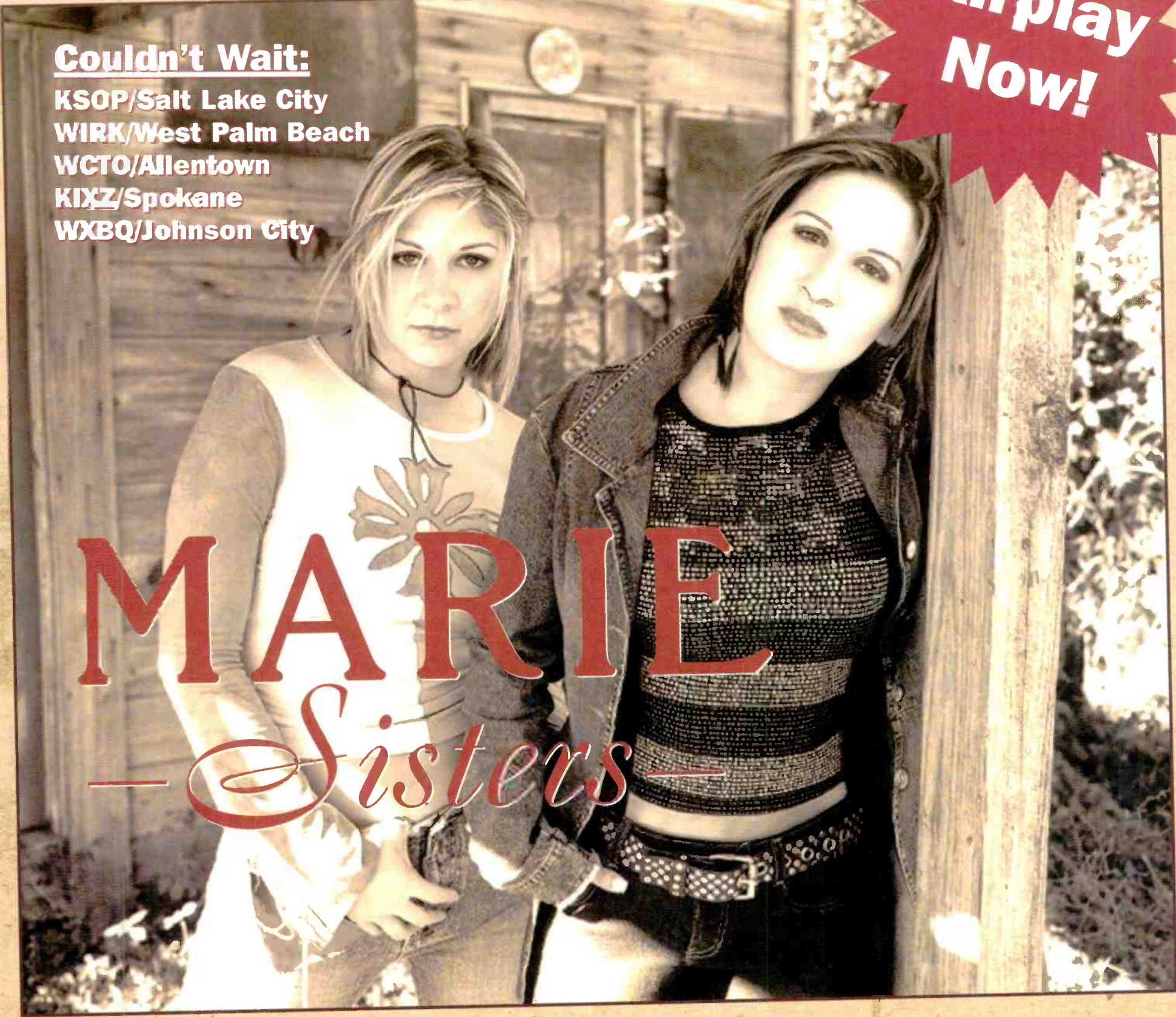


"I love the song!!!"

- Mike Peterson, KSKS/Fresno, CA

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COUNTRY AIRPLAY MONITOR

Songs ranked by number of detections. Playlists are listed in order of TSA weekly... Cumes are updated twice weekly following the release of the spring and fall Arbitron surveys.

AIRPLAY LEADERBOARD THE STATIONS THAT BREAK THE HITS #1 TODAY'S BEST COUNTRY 102 KEY Minneapolis, MN PD/MD: Swedberg/Moon Airplay Leader Designations: 6

CMT PD: Chris Parr CBS Cable 615-457-8500 Table with columns TW, LW, and song titles with artists.

Great American Country PD: Jim Murphy MD: Jennifer Page Jones Int'l Networks 303-792-3111 Table with columns TW, LW, and song titles with artists.

KZLA Los Angeles OM: R.J. Curtis APD/MD: Tonya Campos Emmis 323-882-8000 Table with columns TW, LW, and song titles with artists.

KPLX Dallas PD: Paul Williams APD: Smokey Rivers MD: Cody Alan Susquehanna 214-526-2400 Table with columns TW, LW, and song titles with artists.

WUSN Chicago PD: Justin Case MD: Tricia Biondo Infinity 312-649-0099 Table with columns TW, LW, and song titles with artists.

KSCS Dallas PD: Dean James ABC/Disney 817-695-0800 Table with columns TW, LW, and song titles with artists.

WKHX Atlanta OM: Dene Hallam MD: Johnny Gray ABC/Disney 770-955-0101 Table with columns TW, LW, and song titles with artists.

WYNY New York PD: Marty Mitchell Big City Radio 914-592-1071 Table with columns TW, LW, and song titles with artists.

KFRG San Bernardino OM: Ray Massie MD: Don Jeffrey Infinity 909-825-9525 Table with columns TW, LW, and song titles with artists.

WMZQ Washington, DC VP/Ops: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231 Table with columns TW, LW, and song titles with artists.

KMPS Seattle OM/PD: Becky Brenner MD: Tony Thomas Infinity 206-805-0941 Table with columns TW, LW, and song titles with artists.

WXTU Philadelphia PD: Bob McKay APD/MD: Cadillac Jack Beasley 610-667-9000 Table with columns TW, LW, and song titles with artists.

KEYE Minneapolis PD: Gregg Swedberg APD/MD: Travis Moon Clear Channel 952-820-4200 Table with columns TW, LW, and song titles with artists.

WYCD Detroit PD: Mac Daniels APD/MD: Ron Chatman Infinity 248-799-0600 Table with columns TW, LW, and song titles with artists.

WIL St. Louis PD: Russ Schell MD: Dan Montana Sinclair 314-781-9600 Table with columns TW, LW, and song titles with artists.

WVKK Knoxville OM: Mike Hammond MD: Colleen Adair Citadel 865-588-6511 Table with columns TW, LW, and song titles with artists.

KILT Houston Group PD: Darren Davis APD/MD: John Trapano Infinity 713-881-5100 Table with columns TW, LW, and song titles with artists.

KYGO Denver PD: Joel Burke MD: Tad Svendsen Jefferson Pilot 303-321-0950 Table with columns TW, LW, and song titles with artists.

WQYK Tampa OM: Eric Logan MD: Jay Roberts Infinity 813-287-0995 Table with columns TW, LW, and song titles with artists.

WYAY Atlanta OM: Dene Hallam PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106 Table with columns TW, LW, and song titles with artists.

WPOC Baltimore Dir. of Pgm: Scott Lindy APD/MD: Michael J. Fox Clear Channel 410-366-3693 Table with columns TW, LW, and song titles with artists.

WDSY Pittsburgh VP/Pgm: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400 Table with columns TW, LW, and song titles with artists.

KMLE Phoenix PD: Jeff Garrison APD/MD: Chris Loss Infinity 602-258-8181 Table with columns TW, LW, and song titles with artists.

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WYYD / WCTQ / WRBQ / WYNK / KPLM / KSOP / KUBL / KIXZ / KIIM / KJUG

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CRITICAL MASS RESEARCH:

MOVING FROM #9 TO #6 OVERALL!!!! #9 TO #7 MALES 25-34 #14 TO #10 MALES 35-44
RANKING #7 FEMALES OVERALL!!!! #8 FEMALES 24-34 #8 FEMALES 35-44



BB #13
RR #12

COUNTRY AIRPLAY REPORT

GARY ALLAN 1735/76 The One (MCA Nashville) Total Stations: 141 Chart Move: 27-27

STEVE AZAR 3485/184 I Don't Have To Be Me (Til Monday) (Mercury) Total Stations: 145 Chart Move: 12-11

KENNY CHESNEY 5391/375 Young (BNA) Total Stations: 146 Chart Move: 4-2

TAMMY COCHRAN 2377/120 I Cry (Epic) Total Stations: 141 Chart Move: 21-21

KELLIE COFFEY 2126/119 When You Lie Next To Me (BNA) Total Stations: 143 Chart Move: 25-24

KEVIN DENNEY 2659/77 That's Just Jessie (Lyric Street) Total Stations: 146 Chart Move: 19-19

EMERSON DRIVE 3203/66 I Should Be Sleeping (DreamWorks) Total Stations: 144 Chart Move: 14-13

ANDY GRIGGS 1654/185 Tonight I Wanna Be Your Man (RCA) Total Stations: 142 Chart Move: 28-28

ALAN JACKSON 4385/224 Drive (For Daddy Gene) (Arista Nashville) Total Stations: 146 Chart Move: 8-8

CAROLYN DAWN JOHNSON 2806/39 I Don't Want You To Go (Arista Nashville) Total Stations: 144 Chart Move: 18-17



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

TOBY KEITH 5428/224 My List (DreamWorks) Total Stations: 146 Chart Move: 2-1

LONESTAR 2519/249 Not A Day Goes By (BNA) Total Stations: 141 Chart Move: 20-20

WILLIE NELSON DUET WITH LEE ANN WOMACK 2009/267 Mendocino County Line (Lost Highway/Mercury) Total Stations: 144 Chart Move: 26-25

BRAD PAISLEY 2196/173 I'm Gonna Miss Her (The Fishin' Song) (Arista Nashville) Total Stations: 145 Chart Move: 24-23

RASCAL FLATTS 4883/90 I'm Movin' On (Lyric Street) Total Stations: 144 Chart Move: 5-4

TOMMY SHANE STEINER 4608/485 What If She's An Angel (RCA) Total Stations: 144 Chart Move: 9-6

GEORGE STRAIT 3357/350 Living And Living Well (MCA Nashville) Total Stations: 146 Chart Move: 15-12

TRICK PONY 2219/109 Just What I Do (Warner Bros./WRN) Total Stations: 144 Chart Move: 22-22

TRAVIS TRITT 3669/232 Modern Day Bonnie And Clyde (Columbia) Total Stations: 146 Chart Move: 11-10

PHIL VASSAR 4621/305 That's When I Love You (Arista Nashville) Total Stations: 144 Chart Move: 7-5



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	
			★ ★ ★ No. 1 ★ ★ ★				
1	2	18	MY LIST DREAMWORKS 1 week at No. 1	TOBY KEITH	5428	5204	
2	4	17	YOUNG BNA	KENNY CHESNEY	5391	5016	
3	1	31	I BREATHE IN, I BREATHE OUT CAPITOL	CHRIS CAGLE	5050	5437	
4	5	28	I'M MOVIN' ON LYRIC STREET	RASCAL FLATTS	4883	4793	
5	7	25	THAT'S WHEN I LOVE YOU ARISTA NASHVILLE	PHIL VASSAR	4621	4316	
			★ GREATEST GAINER ★				
6	9	18	WHAT IF SHE'S AN ANGEL RCA	TOMMY SHANE STEINER	4608	4123	
7	3	25	BLESSED RCA	MARTINA MCBRIDE	4571	5083	
8	8	12	DRIVE (FOR DADDY GENE) ARISTA NASHVILLE	ALAN JACKSON	4385	4161	
9	6	21	THE COWBOY IN ME CURB	TIM MCGRAW	3834	4581	
10	11	15	MODERN DAY BONNIE AND CLYDE COLUMBIA	TRAVIS TRITT	3669	3437	
11	12	28	I DON'T HAVE TO BE ME (TIL MONDAY) MERCURY	STEVE AZAR	3485	3301	
12	16	10	LIVING AND LIVING WELL MCA NASHVILLE	GEORGE STRAIT	3357	3007	
13	14	24	I SHOULD BE SLEEPING DREAMWORKS	EMERSON DRIVE	3203	3137	
14	10	26	THE LONG GOODBYE ARISTA NASHVILLE	BROOKS & DUNN	3078	3891	
15	13	38	GOOD MORNING BEAUTIFUL CURB	STEVE HOLY	3011	3279	
16	17	12	SQUEEZE ME IN CAPITOL/MCA NASHVILLE	GARTH BROOKS DUET WITH TRISHA YEARWOOD	2831	2888	
17	18	19	I DON'T WANT YOU TO GO ARISTA NASHVILLE	CAROLYN DAWN JOHNSON	2806	2767	
18	15	32	BRING ON THE RAIN CURB	JO DEE MESSINA WITH TIM MCGRAW	2739	3050	
19	19	20	THAT'S JUST JESSIE LYRIC STREET	KEVIN DENNEY	2659	2582	
20	20	13	NOT A DAY GOES BY BNA	LONESTAR	2519	2270	
21	21	23	I CRY EPIC	TAMMY COCHRAN	2377	2257	
22	22	14	JUST WHAT I DO WARNER BROS./WRN	TRICK PONY	2219	2110	
23	24	8	I'M GONNA MISS HER (THE FISHIN' SONG) ARISTA NASHVILLE	BRAD PAISLEY	2196	2023	
24	25	18	WHEN YOU LIE NEXT TO ME BNA	KELLIE COFFEY	2126	2007	
25	26	13	MENDOCINO COUNTY LINE LOST HIGHWAY/MERCURY	WILLIE NELSON DUET WITH LEE ANN WOMACK	2009	1742	
26	23	18	JEZEBEL MCA NASHVILLE	CHELY WRIGHT	2001	2053	
27	27	14	THE ONE MCA NASHVILLE	GARY ALLAN	1735	1659	
28	28	12	TONIGHT I WANNA BE YOUR MAN RCA	ANDY GRIGGS	1654	1469	
29	29	20	SHE DOESN'T DANCE VFR	MARK MCGUINN	1275	1275	
30	30	8	HELP ME UNDERSTAND CAPITOL	TRACE ADKINS	1236	1102	
31	31	7	GET OVER YOURSELF LYRIC STREET	SHEDAISY	1190	1051	
32	32	11	GOODBYE ON A BAD DAY MCA NASHVILLE	SHANNON LAWSON	1116	982	
33	34	5	I MISS MY FRIEND DREAMWORKS	DARRYL WORLEY	1087	878	
34	33	6	I KEEP LOOKING RCA	SARA EVANS	1037	935	
35	35	10	BEFORE I KNEW BETTER EPIC	BRAD MARTIN	903	849	
36	38	24	I AM A MAN OF CONSTANT SORROW LOST HIGHWAY/MERCURY	THE SOGGY BOTTOM BOYS	817	664	
37	36	13	THREE DAYS REPUBLIC/UNIVERSAL SOUTH	PAT GREEN	717	715	
38	39	11	SHE WAS COLUMBIA	MARK CHESNUTT	682	619	
39	40	5	THE IMPOSSIBLE UNIVERSAL SOUTH	JOE NICHOLS	610	492	

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE/IMPRINT/PROMOTION LABEL	ARTIST	DETECTIONS		
					TW	LW	
40	37	17	HEATHER'S WALL EPIC	TY HERNDON	542	668	
41	41	7	DON'T WASTE MY TIME MONUMENT	LITTLE BIG TOWN	514	479	
42	43	3	CHASIN' AMY ARISTA NASHVILLE	BRETT JAMES	470	418	
			★ MOST AIRPLAY ADDS ★				
43	48	4	OL' RED WARNER BROS./WRN	BLAKE SHELTON	464	301	
44	42	6	FRANTIC MERCURY	JAMIE O'NEAL	460	448	
45	57	2	MY HEART IS LOST TO YOU ARISTA NASHVILLE	BROOKS & DUNN	386	133	
46	44	3	TEN ROUNDS WITH JOSE CUERVO RCA	TRACY BYRD	385	379	
47	47	6	MINIVAN VFR	HOMETOWN NEWS	368	311	
48	49	5	UNTIL WE FALL BACK IN LOVE AGAIN CURB	JEFF CARSON	308	285	
49	50	3	THIS PRETENDER MONUMENT	JOE DIFFIE	246	205	
50	59	2	BARBED WIRE AND ROSES BNA	PINMONKEY	242	127	
51	45	6	DIDN'T I COLUMBIA	MONTGOMERY GENTRY	237	356	
52	53	3	ALMOST THERE REPUBLIC/UNIVERSAL	GABBIE NOLEN	214	171	
53	52	4	HARDER CARDS DREAMCATCHER	KENNY ROGERS	213	190	
54	55	2	BEAUTIFUL MESS ARISTA NASHVILLE	DIAMOND RIO	209	137	
55	51	7	THE LIGHTHOUSE'S TALE SUGAR HILL	NICKEL CREEK	188	194	
			★ ★ HOT SHOT DEBUT ★ ★				
56	NEW		LOOK AT ME NOW WARNER BROS./WRN	SIXWIRE	169	79	
57	56	3	ANYTHING THAT TOUCHES YOU DUALTONE	MCBRIDE & THE RIDE	143	137	
58	60	2	SINCE I'VE SEEN YOU LAST DREAMWORKS	JOANNA JANET	135	121	
59	NEW		SHE TREATS HER BODY LIKE A TEMPLE AUDIUM	CONFEDERATE RAILROAD	134	36	
60	NEW		REAL BAD MOOD REPUBLIC/UNIVERSAL	MARIE SISTERS	122	37	

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.

Monitor RECURRENTS COUNTRY

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
1	WHERE WERE YOU (WHEN THE WORLD STOPPED TURNING) ALAN JACKSON (ARISTA NASHVILLE)	1975	2005
2	I WANNA TALK ABOUT ME TOBY KEITH (DREAMWORKS)	1906	1951
3	WRAPPED AROUND BRAD PAISLEY (ARISTA NASHVILLE)	1856	2066
4	WHERE THE STARS AND STRIPES AND THE EAGLE FLY AARON TIPPIN (LYRIC STREET)	1841	2004
5	ONLY IN AMERICA BROOKS & DUNN (ARISTA NASHVILLE)	1729	1715
6	RUN GEORGE STRAIT (MCA NASHVILLE)	1674	1771
7	SOME DAYS YOU GOTTA DANCE DIXIE CHICKS (MONUMENT)	1486	2155
8	AIN'T NOTHING 'BOUT YOU BROOKS & DUNN (ARISTA NASHVILLE)	1355	1271

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

RANK	TITLE ARTIST (IMPRINT/PROMOTION LABEL)	DETECTIONS	
		TW	LW
9	LOVE OF A WOMAN TRAVIS TRITT (COLUMBIA)	1338	1394
10	ON A NIGHT LIKE THIS TRICK PONY (WARNER BROS./WRN)	1240	1195
11	WHERE I COME FROM ALAN JACKSON (ARISTA NASHVILLE)	1227	1148
12	IT'S A GREAT DAY TO BE ALIVE TRAVIS TRITT (COLUMBIA)	1206	1181
13	ANGRY ALL THE TIME TIM MCGRAW (CURB)	1137	1056
14	RIDING WITH PRIVATE MALONE DAVID BALL (DUALTONE)	1130	1136
15	AUSTIN BLAKE SHELTON (GIANT/WRN)	1111	1193
16	ONE MORE DAY DIAMOND RIO (ARISTA NASHVILLE)	1102	1072
17	WHEN I THINK ABOUT ANGELS JAMIE O'NEAL (MERCURY)	1080	1046
18	I'M TRYIN' TRACE ADKINS (CAPITOL)	1049	1106
19	I'M ALREADY THERE LONESTAR (BNA)	1031	981
20	DON'T HAPPEN TWICE KENNY CHESNEY (BNA)	988	984



BROOKS & DUNN

"MY HEART IS LOST TO YOU"

IMPACT DATE: APRIL 15

"BROOKS & DUNN DOES IT AGAIN! ANOTHER HIT WITH A FRESH APPROACH. IT'S A KILLER ON THE AIR."

-DEAN JAMES PD, KSCS

ARISTA NASHVILLE
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