

COUNTRY AIRPLAY Monitor

• We Listen To Radio •

OCTOBER 25, 2002

Sony To Award 'Nashville Star' Contract p. 3

Del McCoury Band Tops IBMA Awards p. 3



VOLUME 10 • NO. 43

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NO. 1 THIS WEEK:

KEITH URBAN

Somebody Like You (CAPITOL)

GREATEST GAINER

RASCAL FLATTS

These Days (LYRIC STREET)

AIRPLAY ADDS

GARY ALLAN

Man To Man (MCA NASHVILLE)

AUDIENCE

KEITH URBAN

Somebody Like You (CAPITOL)

Welcome To Airplay Leaders 4Sight

Welcome to our special spotlight, Airplay Leaders 4Sight, which celebrates the programmers who lead the way on new music.

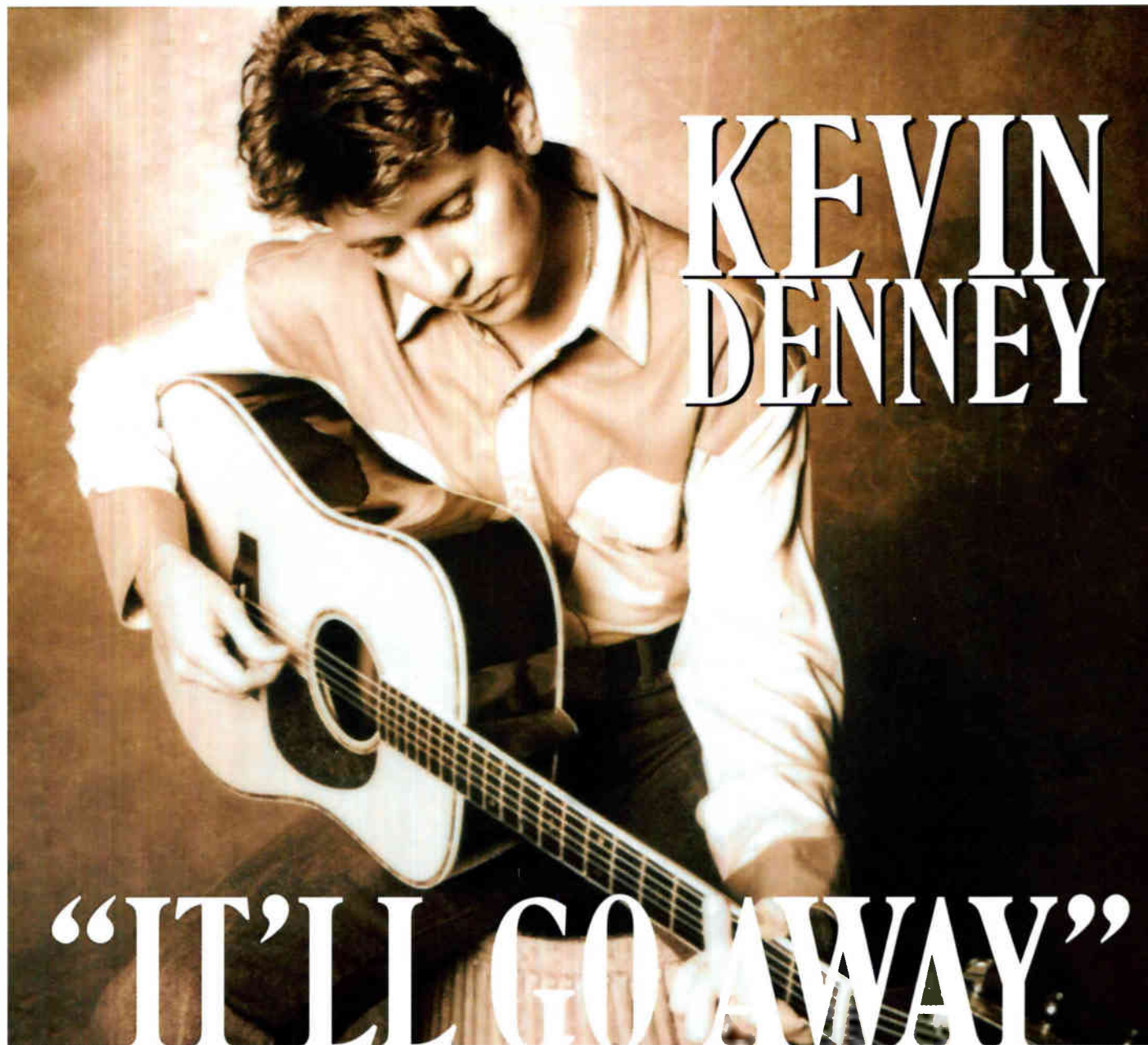


Inside, we turn the spotlight on first-time Airplay Leader KEEY (K102) Minneapolis and also celebrate the musical vision of WTGE Baton Rouge, La.; KMLE Phoenix; KCCY Colorado Springs, Colo.; and KPLX (the Wolf) Dallas. You'll find out who makes the decisions at these stations and which records they helped break in 2001-2002.

On page 4, we examine how programmers are handling the abundance of product this fall from the format's superstars and the impact that is having on records from new and developing artists. On page 5, label promotion executives talk about feeling the pinch from the superstar glut and breaking new acts in spite of it.

The Airplay Leaders' process and criteria are explained by Airplay Monitor director of charts Silvio Pietroluongo—who also explains how your station can be an Airplay Leader next time—on page 4.

And we've already started tallying the Airplay Leaders of 2002-2003. Check out the new Airplay Leaderboard on page 10.



KEVIN DENNEY

"IT'LL GO AWAY"

JOHN COLLINS MD/KIIM

"Kevin's got an awesome voice... this song is what country is all about"

RICH SUMMERS OPS MGR/KIZN

"Cool message...I think alot of people will be able to relate to it..heck, I remember when that damn light used to come on in my 71 road runner"

EVAN BRIDWELL PO/KUZZ

"Kevin is the color bearer for country's new traditionalists..and this single is an undeniable smash"

JENI TAYLOR MD/WPCV

"Kevin does it all...Writes, plays, sings - What more could you ask for? Real Country... I Love it!"

JUSTIN CASE PD/WUSN

"Everyone listening to this song could pen their own verse..easy to listen to and moves quickly even though it is a ballad"

BRAD AUSTIN ASST PD/WGTY

"Jessie was amazing...this might be THE ONE that cracks him through in every market"

MIKE KENNEDY PD/KBEQ

"This is the song that hooked me on Kevin the first time I heard the project. Simple and relatable is good for me"

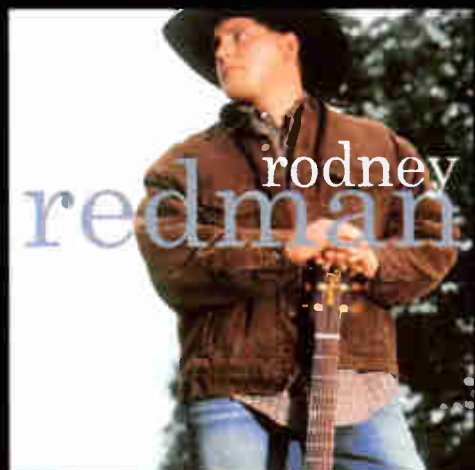
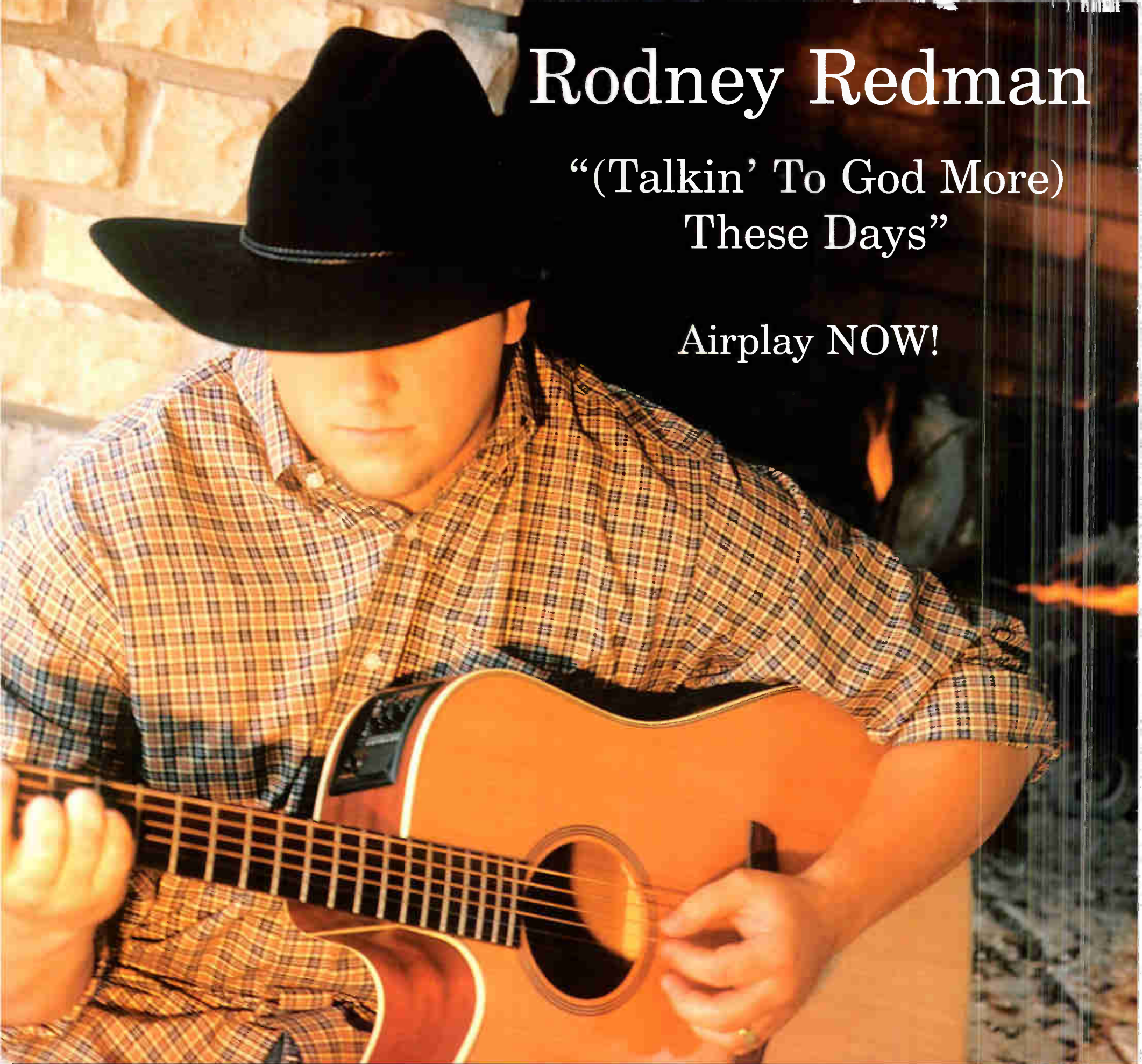
IMPACTING NOW!

LYRIC STREET
RECORDS
LYRICSTREET.COM

Rodney Redman

“(Talkin’ To God More)
These Days”

Airplay NOW!



AUDIUM
records

“(Talkin’ To God More) These Days...We heard it and added it the next day. The lyrics are incredibly poignant. Rodney brought it all together in his performance. It’s a song that touches a chord in America today.”

*Barrett and Fox — New Country 93 — Eugene, Oregon
2002 CMA Broadcast Personality of the Year (Small Market)*

“The future of country music is here, and his name is Rodney Redman.”

Paul Neumann — KIXZ/Spokane

“It’s not only a good song, there’s nothing out there like it. I’d expect strong phone reaction to this one.”

Michael O’Malley — Albright and O’Malley Consulting

Chesney To Tape PPV Concert

Kenny Chesney will tape a concert Oct. 24 at Denver's Pepsi Center. It will be shown as a pay-per-view special on Direct TV in the second half of next year, with concert footage interspersed with behind-the-scenes shots and footage of Chesney on vacation in the Bahamas.

Tim McGraw's upcoming album, *Tim McGraw & the Dancehall Doctors*, includes guest vocals from **Kim Carnes** and **Don Henley** and **Timothy B. Schmit** of the **Eagles**. The album is due Nov. 26.

Grand Ole Opry member **Bashful Brother Oswald** died Oct. 17 at his Nashville home after a lengthy illness. Oswald, 90, one of the most respected dobro players in country music, spent a half-century performing as a member of **Roy Acuff's Smoky Mountain Boys** and played on most of Acuff's recordings, as well as cutting six of his own albums. Oswald, whose real name was **Beecher Ray Kirby**, is survived by his wife, **Eunita**, and his son, **Billy Ray Kirby**.

Urban's New Hit Has 'Some' Lead

Keith Urban's "Somebody Like You" (Capitol) has already given the Australian import his second No. 1 song and his first to top the chart for more than one week. But in its third week atop the Country Airplay chart and fourth week leading the nation in Country Audience, Urban's dominance on both charts is considerable. He leads the No. 2 title by 857 detections and more than 8 million impressions.

Blake Shelton takes Hot Shot Debut honors at No. 48 on our Country Airplay chart with "The Baby" (Warner Bros./WRN). Its No. 38 debut handily beats "All Over Me" (No. 54, on the way to No. 18), "Austin" (No. 58, and an eventual No. 1), and "Ol' Red" (No. 60, peaking at No. 14).

It's also a big week for **Hank Williams Jr.**, whose "Outdoor Lovin' Man" (Curb) enters at No. 60. It's Williams' highest debut with a new composition since "Don't Give Us a Reason" blew in at No. 28 in Sept. 1990. Of the nine singles Williams has charted since then, only the reworked version of his 1982 hit "A Country Boy Can Survive" entered higher than this new track. "America Will Survive" bowed at No. 55 in the Nov. 3, 2001, issue. Both songs are found on Williams' *Almeria Club*, which entered the *Billboard* Top Country Albums chart at No. 9 in January. Williams last saw the top 10 on the Country Airplay chart in 1990, with "Good Friends, Good Whiskey, Good Lovin'."

GREENER SHADE OF BLUE: The **Del McCoury** band took top honors at the annual International Bluegrass Music Assn. Awards, held Oct. 17 at the Kentucky Center for the Arts in Louisville. It is the sixth time the group has taken the coveted entertainer of the year trophy, and it also took song of the year honors with "1952 Vincent Black Lightning," a track from *Del & the Boys* (Ceili/Hollywood).

Soggy Bottom Boys lead vocalist and **Alison Krauss + Union Station** sideman **Dan Tyminski** took the male vocalist trophy for the second consecutive year, while **Rhonda Vincent** claimed her third straight female vocalist accolade.

Lost Highway's *Down From the Mountain*, the live album made up mostly of participants on the *O Brother, Where Art Thou?* soundtrack, won album of the year. As with the Academy of Country Music win this spring for *O Brother*, no one from the label was on hand to accept the award.

Bluegrass gospel patriarch **Doyle Lawson** and his group **Quicksilver** won the vocal group nod, while **Ricky Skaggs & Kentucky Thunder** bowed with the instrumental group trophy. The emerging artist of the year award went to the **Chapmans**, a young family group from Missouri.

The 2002 Hall of Honor inductees are '50s and '60s trio **Lilly Brothers & Don Stover** and long-time bluegrass and old-time music preservationist and record-label owner **Dave Freeman**. Freeman owns and operates the venerable Rebel and County imprints and County Sales record distribution.

RADIOACTIVE

BY PHYLLIS STARK & KEN TUCKER

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Sniper Siege Sends Stations Inside

The serial sniper siege in the Washington, D.C., area has spurred a change in the day-to-day activities for broadcasters in the area, making it harder to interact with a very nervous audience.

WFLS Fredericksburg, Va., PD **Jon Reed** says, "We're being a little more cautious in looking at where we do remotes. We've made sure we're indoors." Reed also says that the station has avoided Friday remotes, because the two Fredericksburg-area shootings occurred on Fridays. Though the on-air mood of the station has not changed, Reed says that WFLS has stepped up its news coverage.

WMZQ promotions director **Wendy Vestfall** says that while the station hasn't canceled any events, "we had one event canceled by a client. It was a children's Halloween party at a shopping plaza." Regarding remotes, she says, "We're being very cautious. I've warned my people to be very aware of their surroundings at this time. We've put in a request to all our clients to please let us be inside, when at all possible. We did do a car show in Bowie, Md., where the 13-year-old was shot, and that was outside, so everybody tried to be aware of their surroundings. We were laughing about this after the fact, but a balloon popped in the tent and everyone ducked, because they weren't sure what was going on."

WKHK Richmond, Va., PD **Jim Tice** says his station has increased its newscasts to twice an hour and has carried press conferences since the Oct. 19 shooting just outside Richmond. While the station does not have any remotes scheduled until later this next week, Tice says they will probably take their cue from the local schools, which closed two days after the shooting. "If the situation is serious enough to warrant closing schools, we're not going to be asking people to come out to a K95 remote."

COX SAYS NO TO INDIE DEALS

Cox Radio has announced a plan to no

longer use independent promoters for its stations at the expiration of all current agreements with indies. Cox radio president/CEO **Bob Neil** issued a statement saying, in part, "Our stations will now work more closely with the record industry on promotions, concerts, and other opportunities. The record companies have expressed a desire to work directly with the stations, and we are granting them their wish." Cox's country stations, which were not using indies, are not affected.

Clear Channel, meanwhile, says it does not have any plans to follow Cox's lead by cutting ties with indies, according to *The Hollywood Reporter*. The company says it addressed the indie issue more than a year ago by barring its 1,200 stations from keeping the money promoters pay, funneling it instead into corporate coffers. In so doing, CC spokesperson **Pam Taylor** says, "We've removed the possibility of any implication of impropriety."

PROGRAMMING: GARRISON'S GIG

KMLE Phoenix PD **Jeff Garrison** exits after seven years to join Infinity's **KIKK** and **KILT** Houston as OM/PD. He succeeds former group PD **Darren Davis**, now a regional VP of programming with Clear Channel in Detroit.



GARRISON

KAYD Beaumont, Texas, which flipped to classic country a few weeks ago, is now simulcasting on **KSTB** Crystal Beach, Texas, which was previously adult top 40.

KAYD's frequency is 101.7, and **KSTB's** is 101.5.

MANAGEMENT: NEW RAB CHAIRMAN

Susquehanna Radio Corp. president/COO **David Kennedy** has been elected chairman of the Radio Advertising Bureau's board of directors. His two-year term begins in January 2003.

HEAR THE WINNING STATIONS

Portions of the winning entries for the Country Music Assn. Broadcast Awards will be available online through the end of the year at cmaawards.com/2002/broadcast. The site also includes audio clips of **Kenny Chesney** notifying the winners on-air.

PEOPLE: FLEMING JOINS KSCS

Chris Fleming is the new promotions director at **KSCS** Dallas, replacing **David "Bubba" Berry**, who exits. Fleming had been promotions director for the Clear Channel/Oklahoma City cluster, which includes country **KXXY** and **KTST**.

At **KKIX** Fayetteville, Ark., **Brooke Stevens**

ON THE ROW

Sony Nashville Lights Up 'Star'

Sony Music Nashville has signed on to provide the grand prize of a recording contract to the winner of USA Network's upcoming reality series, *Nashville Star*, which is patterned after the enormously successful *American Idol: The Search for a Superstar*. USA began a nationwide search for country music talent Oct. 22 with auditions at Nashville's Country Music Hall of Fame and Museum. The talent search will roll out nationwide Nov. 1, with more than 30 radio stations across the country—including a group-wide deal with Infinity's country stations—hosting auditions during the course of four weeks. Local winners will then compete in one of five competitions to be held in January 2003.

Ten finalists will be brought to Nashville, where they will live together and perform in a series of live competitions for two months, with eliminations in each round. The show will be produced by **Reveille**, a division of **Vivendi Universal**, also parent of USA Networks. A previous deal that was announced in August, in which another Vivendi division—**Universal Music**—would have provided the winner with a recording contract, apparently fell through. The show will debut on USA in March 2003.

In other news, **Lee Durham** has joined

DreamWorks Records as Southeast regional. He replaces **Jody Van-Alin**, who exited a few weeks ago to start **JVA Promotions**. Durham, who most recently was an independent promoter, has worked at **Warner Bros. Records** and **Asylum Records**, among others.

Look for **Joe Diffie** to sign a recording contract with **Broken Bow Records**. He most recently recorded for **Monument**.

Brenner Van Meter and **Howard Fields** have been promoted to VPs of **Dreamcatcher Artist Management**. Van Meter previously was a director of the company, responsible for RCA artist **Sara Evans**. Fields recently joined **Dreamcatcher**, responsible for MCA Nashville artist **Rebecca Lynn Howard**. The management company, a division of **Dreamcatcher Entertainment**, also manages **Kenny Rogers**, **Diamond Rio**, and **Billy Dean**.

Murrah Music senior VP **Paul Compton** has entered a co-publishing venture with company president **Roger Murrah**. Compton's **Katank Music** will be administered by **Murrah**.

Gina Keltner has been promoted to talent coordinator at the **Grand Ole Opry**. She previously was an assistant to Opry GM **Peter Fisher**. Also, **Angie Crabtree** joins the Opry as marketing coordinator. She previously was creative services manager for the Country Music Assn. (CMA) and editor of the CMA membership magazine *Close Up*.

Paula Milton joins the CMA as sponsorship manager. She previously was international account manager for sales and marketing at **Gaylord Entertainment's** **Opryland Productions** and **Corporate Magic** divisions.

is now voice-tracking nights, covering the shift **Tone Marconi** previously held. Stevens also does middays on AC sister station **KEZA**.

Terry Herd of **Bluegrass Radio Network** and **Sirius Satellite Radio** was named broadcast personality of the year at the International Bluegrass Music Assn. Awards Oct. 17

in **Louisville, Ky.** Herd previously won in 1998.

Congratulations to former **KSCS** Dallas PD **Dean James** and his wife, who welcomed son **Luke D'Eramo** Oct. 16, and to **KIKK/KILT** Houston APD/MD **John Trapani** and his wife, **Kelly**, who welcomed daughter **Faith Jianna Trapani** Oct. 18.

The Great Pumpkin



KHAY Ventura, Calif., morning co-host **John Cowsill** gets into the Halloween spirit.

WHO'LL TAKE THE FALL: SUPERSTARS OR NEW ACTS?

by Phyllis Stark

It's an unusual fall for country music. An abundance of new releases from the format's superstars, including Shania Twain, Faith Hill, Tim McGraw, and Dixie Chicks, means programmers have plenty of A-list acts to choose from. But superstar records that get "automatic add" status at country radio mean fewer slots for new and developing acts—even at stations that are typically Airplay Leaders for those records—as well as potentially slower development for the format's almost-superstars.

Programmers are divided on whether the glut of superstar releases is thwarting newer artists, but all agree that having so many high-profile projects is good for the format overall. Some say the breakthroughs of Joe Nichols, Rebecca Lynn Howard, and others signal an open-mindedness among programmers toward new acts, regardless of the traffic.

"The superstar releases this fall have delayed songs by newer acts from getting on our playlist," KSON San Diego APD/MD Greg Frey says. "We have a finite number of slots for new songs, and the best songs will go on first. Luckily, the songs from McGraw, the Chicks, and Shania have been really strong. It's our fall book, and we're getting the best songs from our best artists. I couldn't ask for more than that."

"Every station only has so many slots," says Bruce Logan, OM of Clear Channel/Greenville, S.C. "Those slots are being taken up by the superstars. Plus, most of these superstars get added into heavier rotation than a lesser-known artist. They are not made to go up through the normal life cycle—light to medium to power, etc. So not only are these superstars keeping new songs off, they are jumping songs that are already on the playlist and taking up a slot for a song that may have moved from light to medium this week."

For Mike Peterson, PD of KSKS Fresno, Calif., having superstars taking up most of the playlist slots is "not necessarily a bad thing. It's still a matter of space, and as long as Shania, Tim, and the Chicks have music [that] is good and creating a buzz, which all three have right now, they will get the nod every time."

"The core artists' releases will have an impact on adds for newer artists, no doubt," consultant Bob Glasco says. "There are only so many slots on most radio stations to fill. It's hard to feel bad for the most important group of people in the equation, though. The listeners are the big winners this fall. Country radio also needs this kind of boost going into the fall book."

The glut of superstars is "only having an effect on newer artists who don't have a great single," says Mark Evans, director of programming for Infinity/Sacramento, Calif. "If the superstars were absent from the chart, then smart programmers would cut their playlists before adding marginal newcomer singles."

But one programmer believes stations can do just the opposite. "I would hope country stations would consider, as we have at the Wolf, opening up the playlist a little," KPLX (the Wolf) Dallas MD Cody Alan says. "If the product is there and it's good, why not play it? The new Tim McGraw is a phenomenal country record, and so is the new Joe Nichols. I don't want to miss the boat on either. So, I'll make room for both."

And Tommy Carrera, PD of KBQI Albuquerque, N.M., says the newer artist will still get the nod over a superstar at his station "if their song is head and shoulders a better song."

Consultant Mike O'Malley says that while a superstar will generally get the nod over a newer artist "on the add week," he notes that "even when every superstar in the format has a great current single out and they are all on playlists simultaneously, they generally account for just half to one-third of most lists. What do get squeezed are songs programmers consider marginal. But that evaluative criteria are applied to songs across the board whether or not the song is by an established artist."

GOOD VS. MEDIOCRE

Other programmers say superstars are not having any impact on newer acts. "It's a little tight right now, but I have been able to find room for the great songs by newer acts," says John Paul, PD of WYRK Buffalo, N.Y. "Sixwire, Joe Nichols, Rascal Flatts, even Nickel Creek have tested heavy for me. Great songs will make it through the clutter."

"I'll take a great song from a new artist over a mediocre song from a superstar any day," says Jon Anthony, APD/MD of WMZQ Washington, D.C. "Lately, Joe Nichols, Keith Urban, Darryl Worley, and Tracy Byrd have given us some of our best-testing songs of the whole year."

"My biggest fear with the new superstar releases was that we would play them, of course, and keep deserving new artists off the radio," consultant Joel Raab says. "Thank goodness my fears are mostly unfounded. Strong new artists like Kellie Coffey, Anthony Smith, and Joe Nichols are breaking through, anyway. It may take a little longer with the logjam, but so what?"

"The superstar songs open up the doors wider to let in new cume, energize the core, and in the process allow the new names to be introduced to the audience around new superstar music," Alan says. "It's a very good thing for new artists."

"The people tuning in to hear new Shania, new Faith, new Tim, and new Chicks are hearing some great new songs from Emerson Drive, Anthony Smith, and others that may keep them coming back to the format," agrees Mitch Mahan, PD of WIRK West Palm Beach, Fla.

WHEN ELEPHANTS FIGHT . . .

For that reason, many PDs say the abundance of superstars is "a happy problem for radio," as Frank Bell, VP of programming at Key-market Communications, puts it. "The old rule is, 'When elephants fight, it's the ants that get trampled on.' In this case, the elephants are the superstar country acts with new singles, and the ants are newer songs by developing artists. Ultimately, the audience will tell us what they like, and it's those songs—which may or may not be from the superstars—that we'll still be playing a year from now."

"I welcome the 'superstar glut,'" says Mark Hill, PD/brand manager of KHAY Ventura, Calif. "Familiarity and maintaining a comfort zone [are] essential to building the brand of my radio station. Superstars are a huge part of that. However, the music has to be solid. If two songs from a superstar and a newcomer are equally liked and testing equally well, [I will] go with the superstar that is most familiar to my listeners, and therefore, quickly recogniz-

LEADING THE WAY ON BREAKING HITS

by Silvio Pietroluongo

Welcome to *Airplay Monitor's* fourth annual Airplay Leaders issue, as we honor those programmers and stations that have led the way on breaking hits. For the past 12 months, Airplay Monitor has kept tabs on the current Airplay Leaders in each of our formats via the weekly Airplay Leaderboard.

Here's how a station qualifies as an Airplay Leader:

Each week, songs on the Monitor charts achieve Airpower status—indicating that a song is becoming a consensus hit—by cracking the top 20 in audience and detections in the same week (the song must be

bulleted in both charts). The Airplay Leader is the first station to play an Airpower title 150 times (100 times in rhythmic top 40, AC, adult R&B, active rock, and heritage rock). The Airplay Leaderboard ranks stations by the number of times they were identified as Airplay Leaders.

If more than one station was an Airplay Leader on a title in a given week, all get equal credit toward the Airplay Leaderboard, regardless of which station reached the 150-detection plateau first. The final ranking covers Airpower titles from the Sept. 7, 2001, issue through the Sept. 13, 2002, issue. Ties in rank below No. 1 were broken

by computing the average peak position for all Airpower titles for which that station was an Airplay Leader, so that the stations that started the biggest hits finished higher.

Of the 10 formats measured, we have one 2001 leader earning back-to-back titles: active rock KRXQ Sacramento, Calif. This is the second year that the only repeat leader is from Sacramento. Last year, KYMX won its second straight AC crown, but its streak is snapped in 2002 as WLTW New York and WDEF Chattanooga, Tenn., tied for first. Three stations earn a second nonconsecutive No. 1 Airplay Leader title: rhythmic top 40 KXME Honolulu (prior champ in 2000), crossover and R&B/hip-hop WQHT New York (1999), and modern rock KWOD Sacramento, Calif. (2000).

WDRQ Detroit and KEYE (K102) Minneapolis top the mainstream top 40 and country leaderboards, respectively, making those the only formats to have a different leader in each of the four years of our spotlight. Among the top five ranking stations in each format, 60% did not make the cut in 2001's spotlight—giving us a fresh batch of programmers and stations to honor.

Congratulations to all our Airplay Leaders for providing songs and artists with a platform to become national successes. Meanwhile, we've already started our next Airplay Leader measurement period with the Sept. 20 issue, the results of which can be found in the Power Playlist section for each format. We look forward to seeing your station at the top of our 2003 Airplay Leaderboard.

Silvio Pietroluongo is Airplay Monitor director of charts.



PIETROLUONGO

able as integral to my brand first. I'm in the business of building brand loyalty first and foremost. My experience has been that listeners will focus their attention upon, and therefore familiarize themselves with, a new release from a superstar in far less time than one from a newcomer."

"A lot of PDs have just been waiting for a moment in time like this one," says Loyd Ford, PD of WNKT Charleston, S.C. "We have promos on the air about the new music and 'Getting to know Cat Country on a first-name basis: Faith, Shania, Tim, Dixie Chicks,' with hooks. There is still great opportunity for the new acts, too. Great songs break through. Look at Rebecca Lynn Howard and 'Forgive.' That song is having impact in a season of superstars."

"The format needs superstars to induce interest," WUSN (US99) Chicago PD Justin Case says. "The superstars give us media exposure in vehicles like *People* magazine and *The Tonight Show*. As for the effect on new acts, cream always rises to the top." And for Evans, that includes "a pretty strong selection from artists who have been played for a couple of years, [including] a No. 1 smash from Keith Urban."

HARDER, BUT NOT IMPOSSIBLE

So, how much room is radio finding for the less-than-obvious adds? Mahan says, "We are finding room, but not as much room. With the slowing down of the chart and spin counts going over 600 or more before a song moves back, that increases the odds for a new act to get more spins in lower categories."

"There might not be as much room as before," Paul says. "Lists are tighter, people hang on to songs longer, but I'm still finding room

for the songs that I really believe in. I may not be on it out of the box or even the first few weeks, but if it's a song and artist I believe in, I'll get in on [it]."

"It's taking longer, but great new music will almost always break through the logjam," Raab says. "The new Mark Wills, '19 Somethin',' is a great example. The Chicks and Shania will not stop that one from being a hit."

"Programmers are setting higher standards for the 'automatic' adds," Anthony says. "Obviously, there's going to be a rush to expose the never-heard-before music from new superstar albums, but how quickly the follow-up singles get added will probably be determined by the success of that first song. Garth Brooks' last album is a good example."

"Country PDs are searching for the hits, and the adds come when the songs are undeniable," Ford says. "It may seem like a hard standard, but radio has to perform, too. Our standards are getting harder and harder for country radio, and we try to make certain we are playing just the hits."

Hill cites Pinmonkey and Anthony Smith as evidence that new acts are still having an impact. "If a radio station's country brand in the market is strong, taking limited risks on a small percentage of unfamiliar artists with viable releases is acceptable," he says. "If a station's brand is not strong and well-established, it's suicide."

"Programmers always need great songs, and this need is artist-blind," O'Malley says. "Some could argue that the need for great songs—and thus the opportunity for any artist with a great song to break through—has rarely been better than it is now . . . Do we as program-

AIRPLAY LEADERS 4SIGHT

CELEBRATING THE PROGRAMMERS WHO LEAD THE WAY

COUNTRY LEADERS

#1



PD: Gregg Swedberg



APD/MD: Travis Moon

KEYE
MINNEAPOLIS



OWNER:
Clear Channel

RATINGS
(SP '01-SP '02):
6.0-7.4-6.3-6.8-5.4

CONSULTANT:
None

AVERAGE SPINS FOR
NO. 1 TITLE: 41

RECORDS THEY LED ON:

Phil Vassar, "American Chilli" (Aug. 9, 2002) • Billy Shelton, "Ol' Red" (July 9, 2002) • Tracy Byrd, "Ten Rounds With Jesse Craven" (June 26, 2002) • Kellie Coffey, "When You Lie Next to Me" (May 13, 2002) • Trick Pony, "Just What I Do" (April 26, 2001) • Lonestar, "Not a Day Goes By" (April 5, 2002) • Fanny Dawn Johnson, "I Don't Want You to Go" (March 15, 2002) • Martina McBride, "Blessed" (Dec. 21, 2001) • Dixie Chicks, "Some Days You Gotta Dance" (Dec. 14, 2001) • Brooks & Dunn, "The Long Goodbye" (Nov. 30, 2001) • Brad Paisley, "Wrapped Around" (Nov. 26, 2001)

COUNTRY LEADERS 2-5

#2



OM: Randy Chase

FORMER PD: Dave Michaels

RECORDS THEY LED ON:

Kevin Denney, "That's Just Jessie" (April 13, 2002) • George Strait, "Living and Living Well" (March 29, 2002) • Chris Cagle, "I Brattle In, I Breathe Out" (Jan. 18, 2002) • George Strait, "Run!" (Oct. 18, 2001) • Tim McGraw, "The Cowboy in Me" (Dec. 14, 2001) • Brooks & Dunn, "The Long Goodbye" (Nov. 30, 2001)

WTGE

BATON ROUGE, LA.



OWNER:
Guaranty

RATINGS (SP '01-SP '02):
3.4-5.1-2.5-4.4-4.3

CONSULTANT:
None

AVERAGE SPINS
FOR NO. 1 TITLE: 62

#3



PD: Jeff Garrison



FORMER APD/MD: Chris Loss

RECORDS THEY LED ON:

Martina McBride, "Where Would You Be?" (Aug. 16, 2002) • Phil Vassar, "American Chilli" (Aug. 9, 2002) • Kenny Chesney, "The Good Stuff" (May 21, 2002) • George Strait, "Living and Living Well" (March 29, 2002) • Garth Brooks With Trisha Yearwood, "Squeeze Me In" (March 8, 2002) • Jeff Carlisi, "Real Life" (Oct. 5, 2001)

KMLE
PHOENIX



OWNER:
Infinity

RATINGS (SP '01-SP '02):
4.4-4.2-4.2-4.4-4.3

CONSULTANT:
Joel Raab

AVERAGE SPINS
FOR NO. 1 TITLE: 56

#4



PD/MD: Travis Daily

RECORDS THEY LED ON:

Toby Keith, "Courtesy of the Red, White and Blue (The Angry American)" (June 7, 2002) • Kenny Chesney, "The Good Stuff" (May 31, 2002) • Brad Paisley, "I'm Gonna Miss Her (The Fishin' Song)" (April 19, 2002) • Toby Keith, "My List" (Feb. 15, 2002) • George Strait, "Run" (Oct. 18, 2001) • Reba McEntire, "I'm a Survivor" (Sept. 3, 2001)

KCCY

COLORADO SPRINGS, COLO.



OWNER:
McCoy

RATINGS (SP '01-SP '02):
4.4-4.3-4.0-5.7-5.3

CONSULTANT:
None

AVERAGE SPINS
FOR NO. 1 TITLE: 52

#5



PD: Paul Williams



APD: Smokey Rivers



MD: Cody Alan

RECORDS THEY LED ON:

Diamond Rio, "Beautiful Mess" (Aug. 7, 2002) • Dixie Chicks, "Long Time Gone" (June 14, 2002) • Brooks & Dunn, "My Heart Is Lost to You" (May 17, 2002) • Kevin Denney, "That's Just Jessie" (April 13, 2002) • George Strait, "Run" (Oct. 18, 2001)

KPLX
DALLAS



OWNER:
Susquehanna

RATINGS (SP '01-SP '02):
5.6-4.8-6.1-5.6-5.8

CONSULTANT:
Brian Philips

AVERAGE SPINS
FOR NO. 1 TITLE: 54

LABELS CAUGHT BETWEEN NEW AND ESTABLISHED

by Ken Tucker and Phyllis Stark

Like radio, labels with new acts are feeling the pinch from the abundance of singles by superstar country artists.

"These are the big stars of the format, releasing records in the crucial fourth-quarter selling season, and radio is in their most important ratings period," BNA Records VP of national promotion Tom Baldrice says. "You just know that those are the songs that are going immediately on the air and many times right into medium or, in some cases, even heavy."

"We've seen it have an effect on both ends of the spectrum," MCA Nashville VP of promotion Royce Risser says. "For the Josh Turner record that we had out, all of these [superstar] records got dropped on top of it when we were going for adds and starting to get some support from radio. It's probably a tough decision for [radio] to make if they really like a song. But the choice is pretty obvious: They go with the superstar if they've got a good song. And in this case, most of them do have a good song."

"On the other end of the spectrum, we have Rebecca Lynn Howard who is [in the] top 15, and we're trying to get her into heavy rotation," Risser continues. "The problem is that the superstars are taking those heavy spots, including one of our own, George Strait. It just timed out that when we were getting through that medium 'boot camp' part of the chart, the Tim McGraw and the George Strait and the Toby Keith and the Shania Twain all blew by us and took those heavy spots. So now we're in a situation where we need to maintain and hold steady until those records get up and out of the way so, hopefully, we can follow them in."

But for Carson James, Curb Records VP of

promotion and media strategy, "it's all song-driven. They're going to find room if they like the song, whether it's a new or developing or mid-level act."

"When you look at the chart, you see successful records from Kellie Coffey, Tommy Shane Steiner, Aaron Lines, Joe Nichols, Emerson Drive, Rebecca Lynn Howard, Tammy Cochran, so, yes, radio continues to find room for new artists' records," Baldrice says. "As an industry, we have to have 'new' to balance with the 'established' to keep the excitement of our format and continue to attract new people to listen with new sounds and styles."

But Risser worries that if radio is finding room for newer acts, it's not in a meaningful daypart. Those songs, he says, receive dayparted airplay "for way too long. It never sees the light of day, and that's something that Nashville has to work out. That's partially our fault. We've let it happen. . . You can get into that situation and be there forever. It's like pulling teeth to get them out of there."

"With Rebecca Lynn Howard, thank goodness, we had phone stories immediately," Risser adds. "That's one of the only scenarios where a record gets out of daypart fairly quickly."

"While the superstar releases are obviously going to have first priority for airplay slots, the new artists who do break through are going to be featured at a time when there is renewed excitement from the consumer," Columbia Records VP of promotion Ted Wagner says. "Long term, however, especially with singles lasting six months, it is unlikely that there will be as many superstar releases next fall, so the real challenge is to break new artists in the first half of 2003 to give the labels billing strength going into next year's selling season."

perstars this fall," Peterson says. "But there's no reason why a station can't still support a new artist they're really passionate about. Regardless of the musical climate, there still needs to be some vision about developing tomorrow's stars."

mers still miss some hits? Absolutely, and that's terribly unfortunate for listeners, labels, and our format overall. It's like wasting water during a drought."

"There's no ignoring the fact that several of the new artists will take a back seat to the su-

KEITH URBAN

Thank you Country

Radio for taking

"Somebody Like You"

to the top of the charts

and for keeping it there!

GOLDEN ROAD

featuring the SMASH hit

"Somebody Like You"

written by
JOHN SHANKS & KEITH URBAN

produced by
DANN HUFF and KEITH URBAN

managed by BORMAN ENTERTAINMENT



PHOTOGRAPHY: JUAN FORT LEZEA

DEBUT #3 SOUNDSCAN COUNTRY ALBUM CHARTS

- **"Somebody Like You"** -- #1 Across the charts and **HOLDING!**

• The video, **"Somebody Like You"** in **HEAVY** rotation  and **ELITE** rotation 

See Keith Urban perform LIVE on the CMAs, November 6th (CBS)

"GOLDEN ROAD is great....THE REAL DEAL. I wish country radio sounded like this."
Mike Montgomery/WUSQ

"WOW!"
Jay McCarthy/WWYZ

"This is country's next big SUPERSTAR!"
John Paul/WYRK

"Move over Toby and Kenny...make room for 2003's BREAKTHROUGH ARTIST...Keith Urban!"
Joey Dee/WGTR

"GOLDEN ROAD...look out...this is where country music is headed. You won't hear GOLDEN ROAD crossing over! This one belongs to us! THANK YOU FOR KU! I'm ready for COUNTRY'S NEXT SUPERSTAR, and his name is Keith Urban!"
DeAnna Lee/WKNN

"GOLDEN ROAD...it doesn't get any better than this! This is what I perceive as THE FUTURE OF COUNTRY."
Ginny Rogers/WKLB

"Someone please show Keith Urban to the A-LIST SUPERSTAR green room!"
Cody Alan/KPLX

"Easily THE BEST COUNTRY CD I'VE HEARD THIS YEAR!"
Jay Roberts/WQYK/WYUU

"GOLDEN ROAD proves it. Keith is on his way to being a SUPERSTAR!"
Cadillac Jack/WXTU

"Musically and lyrically, GOLDEN ROAD is RIGHT ON THE MONEY FOR THE FORMAT and, more importantly, for country listeners!"
Frank Bell/WOGI

"Kenny, then Toby, now Keith Urban is ready for the next step...this guy should be OUR NEXT "A" LEVEL ACT and this album will make it happen!"
Wes McSnay/WDRM

"I have spent hours looking at the album cover, very nice! Music is just as hot! WHO WOULDN'T WANT TO BE....HIM?"
Gail Austin/WGJK/WROO



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.

Nielsen Broadcast Data Systems denotes songs with 6 or more detections at station for first time this week.

AIRPLAY LEADERBOARD THE STATIONS THAT BREAK THE HITS #1 KIKK-FM KIKK Houston, TX (MD: John Trapani) Airplay Designations: 2

CMT PD: Chris Parr CBS Cable 615-457-8500 Table with 2 columns: Rank, Song/Artist

Great American Country PD: Jim Murphy MD: Jennifer Page Jones Int'l Networks 303-792-3111 Table with 2 columns: Rank, Song/Artist

KZLA Los Angeles OM: R.J. Curtis APD/MD: Tony Campos Emmis 323-882-8000 Table with 2 columns: Rank, Song/Artist

KPL Dallas PD: Paul Williams APD: Smokey Rivers MD: Cody Alan Susquehanna 214-526-2400 Table with 2 columns: Rank, Song/Artist

WUSN Chicago OM: Eric Logan PD/MD: Justin Case Infinity 312-649-0099 Table with 2 columns: Rank, Song/Artist

KSCS Dallas OM: Ted Stecker APD/MD: Chris Huff ABC/Disney 817-695-0800 Table with 2 columns: Rank, Song/Artist

WXIU Philadelphia PD: Bob McKay APD/MD: Cadillac Jack Beasley 610-667-9000 Table with 2 columns: Rank, Song/Artist

WKHX Atlanta MD: Johnny Gray ABC/Disney 770-955-0101 Table with 2 columns: Rank, Song/Artist

KFRG San Bernardino OM: Ray Messie MD: Don Jeffrey Infinity 909-825-9525 Table with 2 columns: Rank, Song/Artist

WMZQ Washington, DC VP/Pgm: Jeff Wyatt APD/MD: Jon Anthony Clear Channel 301-231-8231 Table with 2 columns: Rank, Song/Artist

KMPS Seattle OM/MD: Becky Brenner MD: Tony Thomas Infinity 206-805-0941 Table with 2 columns: Rank, Song/Artist

WYCD Detroit PD: Mac Daniels APD/MD: Ron Chatman Infinity 248-799-0600 Table with 2 columns: Rank, Song/Artist

KEEY Minneapolis VP/Pgm: Gregg Swedberg APD/MD: Travis Moon Clear Channel 952-820-4200 Table with 2 columns: Rank, Song/Artist

KYGO Denver PD: Joel Burke MD: Tad Svendsen Jefferson Pilot 303-321-0950 Table with 2 columns: Rank, Song/Artist

KNIX Phoenix PD: George King MD: Gwen Foster Clear Channel 480-966-6236 Table with 2 columns: Rank, Song/Artist

KILT Houston APD/MD: John Trapani Infinity 713-881-5100 Table with 2 columns: Rank, Song/Artist

WIL St. Louis PD: Russ Schell MD: Dan Montana Sinclair 314-983-6000 Table with 2 columns: Rank, Song/Artist

WIVK Knoxville OM: Mike Hammond MD: Colleen Addair Citadel 865-588-6511 Table with 2 columns: Rank, Song/Artist

WPOC Baltimore Dir. of Operations: Scott Lindy APD/MD: Michael J. Fox Clear Channel 410-366-3693 Table with 2 columns: Rank, Song/Artist

WTQR Greensboro OM: Tim Satterfield PD: Bill Dotson APD/MD: Angie Ward Clear Channel 336-822-2000 Table with 2 columns: Rank, Song/Artist

KMLE Phoenix PD: Jeff Garrison APD/MD: Neal 258-8181 Infinity 602-258-8181 Table with 2 columns: Rank, Song/Artist

WFMS Indianapolis OM: David Wood PD: Bob Richards MD: J.D. Cannon Susquehanna 317-842-9550 Table with 2 columns: Rank, Song/Artist

WSOC Charlotte OM/MD: Jeff Roper APD/MD: Rick McCracken Infinity 704-522-1103 Table with 2 columns: Rank, Song/Artist



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.

WYAT Atlanta PD: Steve Mitchell MD: Johnny Gray ABC/Disney 770-955-0106. Table with 2 columns: Rank, Song/Artist. Top songs include Dixie Chicks Landslide, George Strait She'll Leave You With A S, Keith Urban Somebody Like You.

WGAR Cleveland PD: Meg Stevens MD: Chuck Collier Clear Channel 216-520-2600. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Martina McBride Where Would You Be, Phil Vassar American Child.

WKIS Miami PD: Bob Barnett MD: Darlene Evans Beasley 305-654-1700. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Alan Jackson Work In Progress, Joe Nichols The Impossible.

WKLB Boston PD: Mike Brophy APD/MD: Ginny Rogers Greater Media 617-822-9600. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Martina McBride Where Would You Be, Phil Vassar American Child.

WQYK Tampa PD: Mike Cullotta APD: Beecher Martin MD: Jay Roberts Infinity 813-287-0995. Table with 2 columns: Rank, Song/Artist. Top songs include Toby Keith Who's Your Daddy?, Martina McBride Where Would You Be, George Strait She'll Leave You With A S.

WDSY Pittsburgh VP/Pgm: Keith Clark APD/MD: Stoney Richards Infinity 412-920-9400. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Martina McBride Where Would You Be, Kenny Chesney The Good Stuff.

KIKK Houston APD/MD: John Trapani Infinity 713-881-5957. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Montgomery Gentry My Town, Dixie Chicks Landslide.

WAMZ Louisville VP/Pgm: Kelly Caris PD/MD: Coyote Calhoun Clear Channel 502-582-7840. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Martina McBride Where Would You Be, Phil Vassar American Child.

WWKA Orlando PD: Len Shackelford MD: Shadow Stevens Cox 407-298-9292. Table with 2 columns: Rank, Song/Artist. Top songs include Alan Jackson Work In Progress, Martina McBride Blessed, Keith Urban Somebody Like You.

KSD St. Louis VP/Pgm: Mike Wheeler MD: Mark Langston Clear Channel 314-436-9370. Table with 2 columns: Rank, Song/Artist. Top songs include Sara Evans I Keep Looking, Kenny Chesney The Good Stuff, Joe Nichols The Impossible.

WWVZ Hartford PD: Jay McCarthy MD: Jay Thomas Clear Channel 860-723-6000. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Martina McBride Where Would You Be, Dixie Chicks Landslide.

WKKT Charlotte OM: Mike Berlak MD: Keith Todd Clear Channel 704-714-9444. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Martina McBride Where Would You Be, Rascal Flatts These Days.

WQDR Raleigh PD: Lisa McKay MD: Morgan Thomas Curtis Media 919-876-6464. Table with 2 columns: Rank, Song/Artist. Top songs include Shania Twain I'm Gonna Getcha Good!, Dixie Chicks Landslide, Alan Jackson Work In Progress.

WBCT Grand Rapids OM: Doug Montgomery MD: Dave Taft Clear Channel 616-459-1919. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Toby Keith Who's Your Daddy?, Diamond Rio Beautiful Mess.

WUBE Cincinnati OM: Tim Closson APD: Kathy O'Connor MD: Duke Hamilton Infinity 513-721-1050. Table with 2 columns: Rank, Song/Artist. Top songs include Martina McBride Where Would You Be, Keith Urban Somebody Like You, Rascal Flatts These Days.

WMIL Milwaukee OM: Perry Wolfe MD: Mitch Morgan Clear Channel 414-545-8900. Table with 2 columns: Rank, Song/Artist. Top songs include Diamond Rio Beautiful Mess, Keith Urban Somebody Like You, Martina McBride Where Would You Be.

WUSY Chattanooga OM: Clay Hunnicutt MD: Bill Poindexter Clear Channel 423-892-3333. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Keith Urban Somebody Like You, Montgomery Gentry My Town.

KUPL Portland, OR PD: Cary Rolfe MD: Rick Taylor Infinity 503-223-0300. Table with 2 columns: Rank, Song/Artist. Top songs include Phil Vassar American Child, Keith Urban Somebody Like You, Diamond Rio Beautiful Mess.

WESC Greenville OM: Bruce Logan MD: John Landrum Clear Channel 864-242-4660. Table with 2 columns: Rank, Song/Artist. Top songs include Diamond Rio Beautiful Mess, Rascal Flatts These Days, Phil Vassar American Child.

WSSL Greenville OM: Bruce Logan APD/MD: Kix Layton Clear Channel 864-242-1005. Table with 2 columns: Rank, Song/Artist. Top songs include Joe Nichols The Impossible, Martina McBride Where Would You Be, Keith Urban Somebody Like You.

KWJL Portland, OR OM: Bruce Agler PD: Ken Boesen MD: Craig Lockwood Fisher 503-228-4393. Table with 2 columns: Rank, Song/Artist. Top songs include Keith Urban Somebody Like You, Diamond Rio Beautiful Mess, Dixie Chicks Landslide.

WGNA Albany, NY PD: Buzz Brandle MD: Bill Eridley Regent 518-782-1474. Table with 2 columns: Rank, Song/Artist. Top songs include Toby Keith Who's Your Daddy?, Keith Urban Somebody Like You, Rascal Flatts These Days.

WYRK Buffalo PD: John Paul APD/MD: Chris Keyzer Infinity 716-852-7444. Table with 2 columns: Rank, Song/Artist. Top songs include Phil Vassar American Child, Shania Twain I'm Gonna Getcha Good!, Sara Evans I Keep Looking.

KSON San Diego OM: John Dimick APD/MD: Greg Frey Jefferson Pilot 619-291-9797. Table with 2 columns: Rank, Song/Artist. Top songs include Dixie Chicks Landslide, Kenny Chesney The Good Stuff, Keith Urban Somebody Like You.

Nielsen Broadcast Data Systems logo and detailed tracking information for upward-moving songs.

BROOKS & DUNN 2568/277

Table listing radio stations, chart moves, and song titles for Brooks & Dunn's album 'Every River (Arista Nashville)'. Includes stations like CMT, KZLA, WUSN, etc.

KENNY CHESNEY 2219/274

Table listing radio stations, chart moves, and song titles for Kenny Chesney's album 'A Lot of Things Different (BNA)'. Includes stations like L.A. Chicago, WXTU, etc.

TERRI CLARK 2266/154

Table listing radio stations, chart moves, and song titles for Terri Clark's album 'I Just Wanna Be Mad (Mercury)'. Includes stations like L.A. Chicago, WXTU, etc.

TAMMY COCHRAN 2427/125

Table listing radio stations, chart moves, and song titles for Tammy Cochran's album 'Life Happened (Epic/EMN)'. Includes stations like L.A. Chicago, WXTU, etc.

DIXIE CHICKS 4513/300

Table listing radio stations, chart moves, and song titles for Dixie Chicks' album 'Landslide (Monument/EMN)'. Includes stations like L.A. Chicago, WXTU, etc.

EMERSON DRIVE 2434/147

Table listing radio stations, chart moves, and song titles for Emerson Drive's album 'Fall Into Me (DreamWorks)'. Includes stations like L.A. Chicago, WXTU, etc.

REBECCA LYNN HOWARD 3250/37

Table listing radio stations, chart moves, and song titles for Rebecca Lynn Howard's album 'Forgive (MCA Nashville)'. Includes stations like L.A. Chicago, WXTU, etc.

ALAN JACKSON 4932/169

Table listing radio stations, chart moves, and song titles for Alan Jackson's album 'Work In Progress (Arista Nashville)'. Includes stations like L.A. Chicago, WXTU, etc.

TOBY KEITH 3828/129

Table listing radio stations, chart moves, and song titles for Toby Keith's album 'Who's Your Daddy? (DreamWorks)'. Includes stations like L.A. Chicago, WXTU, etc.

MARTINA MCBRIDE 4852/15

Table listing radio stations, chart moves, and song titles for Martina McBride's album 'Where Would You Be (RCA)'. Includes stations like L.A. Chicago, WXTU, etc.

SONG ACTIVITY REPORTS

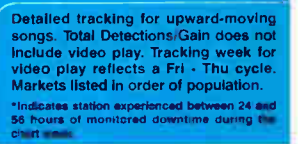


Table with 5 columns: Artist Name, Song Title, Chart Move, and Total Stations. Artists include TIM MCGRAW, JOHN MICHAEL MONTGOMERY, MONTGOMERY GENTRY, BRAD PAISLEY, and RASCAL FLATTS.

Large advertisement for AIRPLAY MONITOR with text: 'GET to work for you! FREE ISSUES!'. Includes contact information for subscription and a list of stations across various states.

Table with 5 columns: Artist Name, Song Title, Chart Move, and Total Stations. Artists include SHANIA TWAIN, KEITH URBAN, and PHIL VASSAR. Includes a large 'Put AIRPLAY MONITOR to work for you!' graphic on the left side.

