

# Close Up

M A G A Z I N E October 1988



**Pictured on the cover 1987  
Female Vocalist of the  
Year Reba McEntire performs  
at last year's Awards Show.  
McEntire, along with a host of  
Country's brightest stars, will  
perform her uptempo  
"Respect" on CMA's October 10  
Awards telecast.**

**OCTOBER 1988  
Vol. XXIII No. 10**

**Editor:**  
Kelley Gattis  
**Editorial Assistant:**  
Teresa George  
**Research Assistant:**  
Suzanne Gibson  
**Art Director:**  
Paula Winters  
**Circulation Assistants:**  
Pam Frazier  
Jeanette Golter

**CMA**  
COUNTRY MUSIC ASSOCIATION

**Close-Up**

Country Music Association Staff: **EXECUTIVE:** Jo Walker-Meador, executive director; Ed Benson, associate executive director; Peggy Whitaker, administrative assistant; Marilyn Weldin, executive secretary; **ADMINISTRATIVE:** Tammy Mitchell, administrative services coordinator; Ruthanna Abel, Communications Services Supervisor; Dennie Simpson, word processing specialist; Jack Hice, mail clerk; **MEMBERSHIP:** Janet Bozeman, director; Pam Frazier, membership development assistant; Jeanette Golter, membership services assistant; **PUBLIC INFORMATION:** Kelley Gattis, coordinator; Teresa George, editorial assistant; Suzanne Gibson, research assistant; **SPECIAL PROJECTS:** Helen Farmer, director of programs and special projects; Leshia Bess, senior program assistant; Bobette Dudley, program assistant; **EUROPEAN OFFICE, LONDON:** Martin Satterthwaite, director; European Operations Assistant, Birgit Drews

Statements of fact and opinion are made on the responsibility of the contributors alone, and do not imply an opinion on the part of the officers, directors or members of CMA. Copyright 1988 by the Country Music Association, Inc. Materials may not be reproduced without written permission.

CLOSE-UP MAGAZINE (ISSN 0896-372X) is the official monthly publication of the Country Music Association, Inc., 7 Music Circle North, Nashville, TN 37203-4383. (615) 244-2840. Available to CMA members only. CLOSE-UP's subscription price of \$8.00 per year is included in membership dues. Second Class postage paid at Nashville, Tennessee. **POSTMASTER:** Send address changes to CMA CLOSE-UP, P.O. Box 22299, Nashville, TN 37202-2299.

*On The Cover . . .*

## Top Talent Slated For CMA Awards Show

**M**ore than 20 Country stars are scheduled to appear on the 22nd Annual Country Music Association Awards Show October 10. The year's most prestigious awards show, hosted by Dolly Parton, will be broadcast live in Nashville on CBS from 9:00 p.m. - 11:00 p.m. (EDT).

The slate of performers is a blend of Country newcomers and legends. Randy Travis, who's up for four CMA awards, will host an international segment that will include clips of his recent debut at London's Royal Albert Hall and Kathy Mattea performing in Switzerland. Blockbuster mother-daughter duo The Judds are nominated for two awards this year and will perform "Change Of Heart" off their **GREATEST HITS** lp.

Emmylou Harris, critically-acclaimed songstress and president of the Country Music Foundation, will take the audience on a tour of the Johnny Cash exhibit at the Country Music Hall of Fame and Museum. Cash will announce the 1988 inductees into the Hall of Fame.


Legendary singers Kitty Wells, Loretta Lynn and Brenda Lee will join Canadian k. d. lang on stage to perform "Angels Medley" which they recorded on lang's **SHADOWLAND** lp. A "Country Music Today" segment will feature Rodney Crowell, Kathy Mattea, Highway 101, Lyle Lovett, Ricky Van Shelton and Foster and Lloyd.

The Charlie Daniels Band will get some help from famed musicians Roy Clark and Johnny Gimble on the rocking new CDB hit "Boogie Woogie Fiddle Country Blues". Gimble, Clark and Daniels have all won CMA's Instrumentalist of the Year Award.

Superstar Reba McEntire will sing her soulful rendition of "Respect" and K. T. Oslin, nominated for five CMA awards, will perform "Hold Me" off her **THIS WOMAN** lp. Hank Williams, Jr., current Entertainer of the Year, will also perform.

John Denver, appearing on his first CMA Awards Show, will pay tribute to some of Country Music's greatest songs and present the 1988 Song of the Year Award, and Anne Murray, a three-time CMA award winner will present the Entertainer of the Year Award. Buck Owens and Dwight Yoakam, who first performed "Streets Of Bakersfield" together on CMA's 30th Anniversary Show in January, will also present an award.

"This isn't just an awards show, it's a musical celebration of Country's success and popularity. Our talent roster for the show represents all types of Country Music and reflects Country's broadening appeal," said Irving Waugh, CMA executive producer.

Bob Precht of Sullivan Productions is producing the show with Walter Miller directing. Donald Epstein scripts the show and David Briggs and Bergen White serve as musical directors. In addition to the radio simulcast by the Mutual Broadcasting System, CTV will carry the show live in Canada. The telecast originates from the Grand Ole Opry House. 

# October Events

October is Country Music Month and to celebrate the Grand Ole Opry and the Country Music Association will sponsor a host of events. Following is a schedule of activities for the Grand Ole Opry's annual celebration.



## Thursday, October 13

"Hee Haw" Salutes Grand Ole Opry Concert  
Grand Ole Opry House, 8:00 p.m.

## Friday, October 14

DJ Luncheon

General Jackson Showboat, 11:30 a.m. - 2:00 p.m.

Bluegrass Concert

Grand Ole Opry House, 2:00 p.m.

Artists/DJ Reception

Grand Ole Opry House, 8:00 - 10:00 p.m.

## Saturday, October 15

Enjoy Opryland Park

9:00 a.m. - 7:00 p.m.

Grand Ole Opry Birthday Celebration Show

Grand Ole Opry House, 9:30 p.m.

*For more information, write the Grand Ole Opry,  
2804 Opryland Drive, Nashville, TN 37214;  
(615) 889-7503.*

Other events scheduled around the CMA Awards Show include:

## Friday, October 7

Talent Buyers Entertainment Marketplace

Nashville Hyatt Regency, 10:00 a.m. - 10:30 p.m.

## Saturday, October 8

TBEM

Nashville Hyatt Regency, 9:00 a.m. - 7:00 p.m.

## Sunday, October 9

TBEM

Nashville Hyatt Regency, 9:00 a.m. - 7:30 p.m.

Sunday Morning Country

Roy Acuff Theatre, Opryland Park, Nashville,  
9:30 a.m.

## Monday, October 10

22nd Annual CMA Awards Show

Grand Ole Opry House, 8:00 p.m. (CDT)

Post Awards Party

Opryland Hotel, 10:00 p.m. (CDT)

## Tuesday, October 11

CMA Board of Directors Fourth Quarter Meeting

Opryland Hotel, 9:30 a.m.

CMA Annual Membership Meeting and Election of Board of Directors

Opryland Hotel, 2:00 p.m.

THE WHITE HOUSE

WASHINGTON

Country Music Month, 1988

I gladly join all Americans in celebrating October as Country Music Month.

Rooted in the rhythms and manners of American life, country music has an appeal that not only delights the ear but touches the heart and resonates deep within the soul. Whether the song is about the pain of a broken heart, the frustration of a lost job, or the joy of a new-born baby, country music follows a simple formula for success: strong melodies, memorable voices, and lyrics that speak of the times, good and bad, that make up each of our lives.

Over the years, country music has provided a rich and colorful accompaniment to the American experience. During this special month of observance, I encourage all Americans to celebrate and renew their appreciation of this wonderful part of our musical heritage. God bless you.

A handwritten signature in black ink that reads "Ronald Reagan".

## H O R I Z O N

**T**he Horizon Award was established by the CMA Board of Directors in 1981 to honor that artist, who for the first time in the field of Country Music, demonstrated the most significant creative growth and development in overall chart and sales activity, live performance professionalism and critical media recognition.

The Horizon Award is not a new artist award, but rather is intended to recognize an outstanding artist development effort. Although the award goes to the artist, others share credit for the success. The artist's manager, agent, producer, publicist and record label are some of the elements which must function effectively to create a star.

Previous winners Terri Gibbs (1981), Ricky Skaggs (1982), John Anderson (1983), The Judds (1984), Sawyer Brown (1985), Randy Travis (1986) and Holly Dunn (1987) have all exemplified the type of career development the award is meant to honor.

The outstanding artists nominated for the 1988 CMA Horizon Award are: Highway 101, Patty Loveless, K. T. Oslin, Ricky Van Shelton, and Sweethearts of the Rodeo.

### Highway 101

*Warner Bros. Records*



Highway 101's smashing presence in Country Music was proven by four hit singles off their debut album. Both "Somewhere Tonight" and "Cry, Cry, Cry" reached the top slot on the Country charts, while "Whiskey, If You Were A Woman" and "The Bed You Made For Me" reached number two and number four, respectively. Highway 101 comprises a winning combination of talented artists — lead vocalist Paulette Carlson, drummer Cactus Moser, bassist Curtis Stone and guitarist/vocalist Jack Daniels. Popular on the British and Canadian Country charts, Highway 101's current single, "All The Reasons Why", is off their second Warner Bros album 101<sup>2</sup>. Their recent "Do You Love Me (Just Say Yes)" went to number one.

### Patty Loveless

*MCA Records*

When Patty Loveless was 14, she took a trip from Pikeville, Kentucky to Nashville with 30 songs tucked under her arm. After graduating from high school, she married the drummer for the band she was singing in and spent the next 10 years in North Carolina performing with various rock groups. But it's her

resurgence into Country Music that has earned her a following of adoring fans and an induction into the Grand Ole Opry. Her first album in 1985, *PATTY LOVELESS*, yielded two top 40 Country hits, "After All" and "Lonely Days, Lonely Nights". The debut album also garnered her a nomination for the Academy of Country Music's New Female Vocalist of



the Year. The title cut from her second album, *IF MY HEART HAD WINDOWS*, reached the top 10, and her single, "Little Bit In Love", went to number two. Her latest release is "Blue Side Of Town" off the *HONKY TONK ANGEL* lp.

### K. T. Oslin

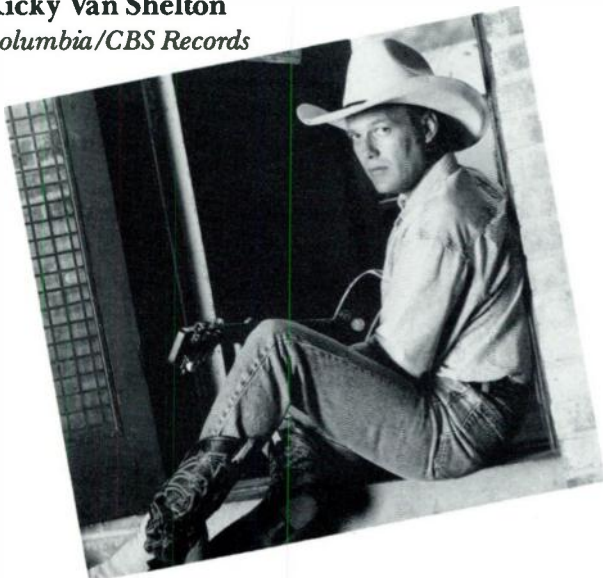
*RCA Records*

Country Music success was slow in coming for Arkansas native K. T. Oslin. But, after spending 20 years singing jingles, acting in commercials and being a session singer, 45-year-old Oslin has come into her own. Her first album made recording history when it debuted at number 15. That made *80'S LADIES* the highest debut album ever by a female Country artist.



This prestigious honor was previously held by Loretta Lynn, who debuted with *LORETTA LYNN SINGS* at number 18. *80'S LADIES* went gold and produced several hits including "I'll Always Come Back", "Do Ya" and the title cut. Her latest single, "Money", is off her new album, *THIS WOMAN*. Oslin was awarded a Grammy for Best Country Vocal — Female for her single "80's Ladies". She also received two Academy of Country Music awards for Top New Female Vocalist and Video of the Year. She is currently performing on the Marlboro Tour with Country greats like Merle Haggard, George Strait, Randy Travis and Alabama.

**Ricky Van Shelton**  
*Columbia/CBS Records*




Growing up in Grit, Virginia, Ricky Van Shelton hated Country Music, believing it wasn't "cool". Shelton has grown from disliking Country Music to delivering a debut album that went to number one on the Country charts and was certified gold. His debut album, *WILD-EYED DREAM*, produced five hits.

The title cut garnered top 30 recognition, while "Crimes Of Passion" charted in the top 10, then was followed by three consecutive number one singles: "Somebody Lied", "Life Turned Her That Way" and "Don't We All Have The Right". His latest release, "I'll Leave This World Loving You", from the *LOVING PROOF* lp debuted at 41 with a bullet. Shelton was inducted into the Grand Ole Opry in June, less than two years after signing a recording contract with CBS. *BILLBOARD* named Shelton New Male Country Vocalist of 1987. In 1988 he was voted Favorite Newcomer on The Nashville Network's Viewers' Choice Awards and *MUSIC CITY NEWS*' Star of Tomorrow.

**Sweethearts of the Rodeo**  
*CBS/Columbia Records*



The Sweethearts of the Rodeo took their name from the pioneering album released in the late 60s by Gram Parsons and the Byrds. This landmark Columbia album was credited with bridging the gap between young rock audiences and the Country Music world of that era. The duo of Kristine Arnold and Janice Gill hope to do the same. The Sweethearts have crafted a distinctive style, blending traditional rock and traditional Country. Their self-titled 1986 debut album contained five hit singles from eight cuts, including the top 20 "Hey Doll Baby", "Since I Found You", which peaked at number seven, two top fives, "Midnight Girl/Sunset Town" and "Chains Of Gold", plus "Gotta Get Away", which reached the top 10. The sisters' latest release is "Blue To The Bone" off their CBS lp, *ONE TIME, ONE NIGHT*. They recently performed with Bob Dylan and appeared on "Hollywood Squares". 

## I WRITE THE SONGS

**M**usicians, artists and producers all say the creative process begins with songwriters. The way songwriters see the world is put to music and then sung for generations. That's why the CMA Board of Directors created the Song of the Year Award decades ago to honor aspiring tunesmiths. Any Country Music song with original words and music is eligible for Song of the Year based upon the song's Country singles chart activity during the eligibility period which spans from July 1 of the previous year through June 30 of the current year.

Dallas Frazier's all-time classic "There Goes My Everything" was the first Song of the Year in 1967. Since then such legendary tunes as Freddie Hart's "Easy Loving", Richard Leigh's "Don't It Make My Brown Eyes Blue" and Bobby Braddock and Curley Putnam's "He Stopped Loving Her Today" have been selected for the honor.

The songwriters nominated for the 1988 Song of the Year are: K. T. Oslin, Randy Travis, Gene and Paul Nelson and Harlan Howard.

### **K. T. Oslin — "Do Ya'" — "80's Ladies"**

In just a few short years, K. T. Oslin has climbed from forgettable parts in soap commercials to national fame. Her "overnight success" took 20 years. But when Oslin hit the big time, she hit it big.



For instance, this year is her first time up for a CMA Award, yet she garnered more nominations

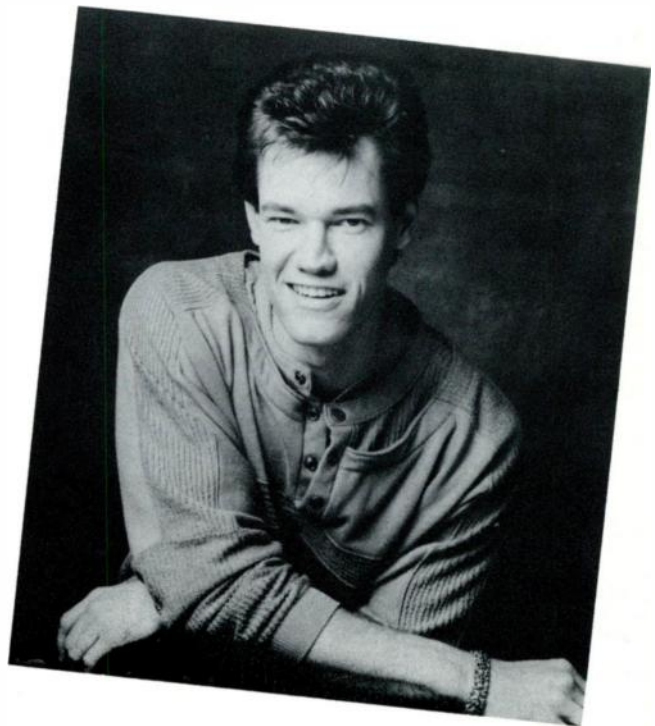
than anyone else — five. Two of those are for her songwriting. She's won a Grammy and two Academy of Country Music awards and her debut lp 80'S LADIES went gold. She also wrote or co-wrote all the songs off her new album THIS WOMAN.

It was her songwriting skills that opened doors for Oslin when no one was particularly interested in her singing. Stars like Gail Davies ("Round The Clock Lovin'") and Dottie West ("Where Is A Woman To Go") made hits out of her songs. Her poetic lyrics in songs like "80's Ladies", "This Woman" and "Didn't Expect It To Go Down This Way" have struck a chord with women, but her tunes cross generation and gender gaps.

Oslin says writing songs is both a joy and a terror for her. She draws on her past acting experience to help create the characters in her songs and then "sing-acts" on stage. And she jokes that it only took her decades to do it.

### **Randy Travis — "I Told You So"**

Only a few short years ago, Randy Travis was anything but a household word. But now teenagers list him with Michael Jackson and George Michael as their favorite male vocalist and hard Country fans appreciate his traditional sound.



Travis has earned four American Music awards, a

Grammy, three Academy of Country Music awards, CMA honors and mounds of favorable press from *ROLLING STONE*, *PEOPLE*, *USA Today* and *The Wall Street Journal*. Travis' 1987 lp *ALWAYS AND FOREVER* joined his first album *STORMS OF LIFE* in reaching multi-platinum sales.

His song "On The Other Hand" written by Don Schlitz and Paul Overstreet was voted the 1986 Song of the Year. Then in 1987, the team of Schlitz and Overstreet won for another Travis-recorded tune "Forever and Ever Amen".

Now, Travis is nominated in the category for his own song. Years ago, he tried to pitch "I Told You So" to other stars with no luck. He waited and the tune finally scored big for him, but that hasn't stopped him from continuing to pitch some of his songs to other artists.

### Gene & Paul Nelson — "Eighteen Wheels And A Dozen Roses"

Brothers Gene and Paul Nelson have had over 20 songs recorded in the last two years by such stars as Reba McEntire, Sawyer Brown, Don Williams, John Conlee, Charley Pride, Keith Whitley, Marie Osmond and Larry Boone, among others. Their most recent success is the Glen Campbell single "I Have You".



Their hit for Kathy Mattea "Eighteen Wheels And A Dozen Roses" climbed the charts to number one

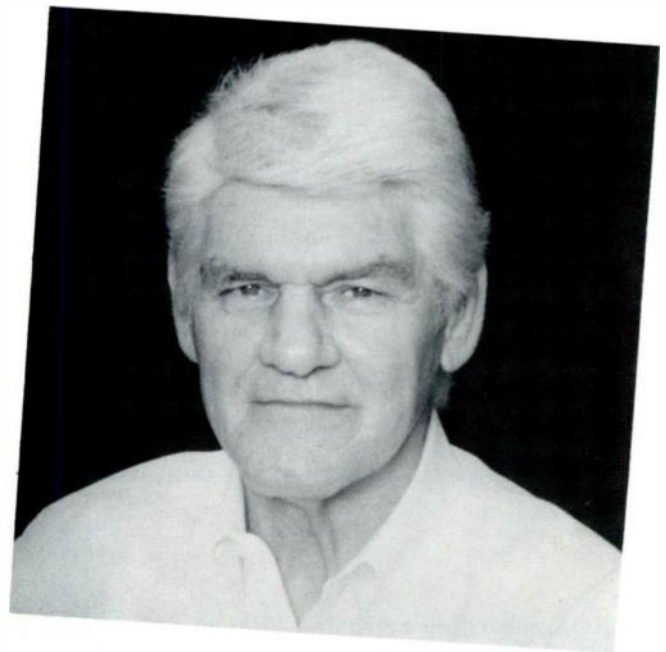
and sat there for two weeks, a feat not accomplished by a female singer since Dolly Parton in 1978. The brothers wrote the song in 1986 about an aunt and truck-driving uncle.


The siblings have chalked up tremendous success since moving to Nashville in 1983 from Los Angeles. While in L.A., Gene and Paul pursued their songwriting and signed to Orion Filmways Pictures where they wrote songs and background music for television and movies.

But dozens of artists are glad they moved back to Nashville and their first love — Country Music.

### Harlan Howard—"Life Turned Her That Way"

Harlan Howard has been writing songs for more than 30 years. His first big hit came in 1959 with Charlie Walker's "Pick Me Up On Your Way Down". Since then, he's turned out hits like "Heartaches By The Number", "I Fall To Pieces", "I've Got A Tiger By The Tail", "She's A Little Bit Country", "I Don't Know A Thing About Love (The Moon Song)", "Why Not Me" and "Somebody Should Leave".



Howard moved to California to get his start in songwriting and ended up driving trucks, taxis and working at paper mills, factories and gas stations. But in 1956, Johnny Bond and Tex Ritter listened to Howard's songs. With their help and with a few other friends like Wynn Stewart, Bobby Bare and Skeets McDonald, Howard began getting his songs recorded, and Country Music has never been the same. 

# TBEM Schedule

The 1988 Talent Buyers Entertainment Marketplace (TBEM), sponsored by the Country Music Association, will be held October 7 - 9 at the Hyatt Regency Hotel. For information or registration brochures, contact CMA's Special Projects Department, 7 Music Circle North, Nashville, TN 37202; (615) 244-2840.

Following is the schedule of events for the '88 TBEM:

## Friday, October 7

- 10:00 a.m. - 6:00 p.m. Registration
- Noon - 4:00 p.m. Resource Center open
- 2:00 p.m. - 4:00 p.m. Agents Marketplace open
- 4:00 p.m. - 5:30 p.m. "Creative Ways of Packaging Music" (Teaching Old Buyers New Tricks and Vice-Versa)
- 6:00 p.m. - 8:00 p.m. Opening Cocktail Reception
- 6:00 p.m. - 8:00 p.m. Agents Marketplace open
- 8:30 p.m. - 10:30 p.m. Artists Showcase

## Saturday, October 8

- 9:00 a.m. - 9:45 a.m. Continental Breakfast
- 9:45 a.m. - 10:00 a.m. Resource Center open
- 10:00 a.m. - 11:00 a.m. Opening Ceremonies and Keynote Address
- 11:00 a.m. - 12:30 p.m. "Superstars on Tour" (How Country Music Headliners Are Doing on the Road in 1988)
- 12:30 p.m. - 2:00 p.m. Lunch
- 12:30 p.m. - 2:00 p.m. Agents Marketplace open
- 12:30 p.m. - 2:00 p.m. Resource Center open
- 2:00 p.m. - 3:15 p.m. "How Country Is Working in Alternate Venues" (with three Concurrent Sessions)
- Conventions
- Colleges, Universities and

## Performing Arts Centers

- Special Events, Festivals and Celebrations
- 3:30 p.m. - 5:30 p.m. Artists Showcase
- 5:30 p.m. - 7:00 p.m. Agents Marketplace open
- 5:30 p.m. - 7:00 p.m. Resource Center open

## Sunday, October 9

- 9:00 a.m. - 10:00 a.m. Coffee Break
- 9:00 a.m. - 10:00 a.m. Resource Center open
- 10:00 a.m. - 11:30 a.m. "Current Trends in Corporate Sponsorships"
- 11:30 a.m. - 1:00 p.m. Brunch and One-On-One Roundtables
- 1:00 p.m. - 2:00 p.m. "Putting Bodies in the Seats" (with three Concurrent Sessions)
- Promoting New Artists Without Losing Money
- Marketing, Advertising and Promoting Music Events
- Understanding Today's Country Music Audience
- 2:15 p.m. - 3:15 p.m. Overcoming the Bias
- 3:15 p.m. - 5:30 p.m. SRO Award Presentation/ Artists Showcase
- 6:00 p.m. - 7:30 p.m. Agents Marketplace open
- 6:00 p.m. - 7:30 p.m. Resource Center open
- 6:00 p.m. - 7:30 p.m. Closing Reception

RCA recording artist Jo-El Sonnier (second from right) recently donated an accordion built by renowned craftsman Elton Quibodeaux of Kaplan, Louisiana to the Country Music Hall of Fame and Museum. He also donated the outfit he wore during the showcase that led to his recording contract. On hand for the ceremonies are (1 to r) Charlie Seemann, Country Music Foundation; Jami, Sonnier's wife; and Diana Johnson, Country Music Foundation.



Photo by: Rich Mays



## BEHIND THE LENS

**T. Graham Brown** went home to visit his parents on their farm in Madison County, GA for the clip "RFD 30529". **John Davis** produced and directed the video for **Jim Owens Productions**.

**Anne Murray** shot her latest video in Toronto, Ontario, Canada. "Flying On Your Own" shows her pictured with her make-believe estranged husband. **Tamara Wells** produced and **Jack Cole** directed the clip for **One Heart Productions**.

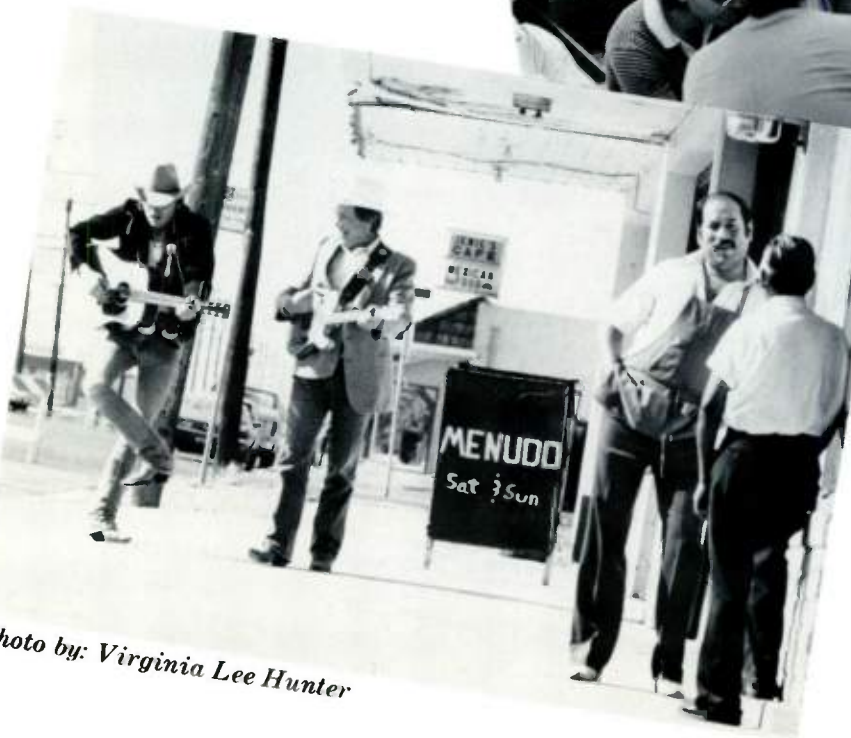
"What Do You Want From Me This Time" is **Foster & Lloyd's** latest video. The RCA recording duo is filmed singing the

song in a 60's pop gallery-looking set. **Greg Cruther** produced the clip for **Dream Ranch Pictures Ltd.**, with **Steve Boyle** directing.

**True Records** artist **Frank Burgess** stars in a performance clip of his latest song "American Man". **Studio Productions** shot the clip in Nashville with **Mary Matthews** producing and **Knox White** directing.

**Becky Hobbs** asks "Are There Any More Like You?" in her new video. The MTM recording artist worked with **Mary Matthews** and **Jim May** from **Studio Productions** on the clip.

**CBS Records' Ricky Van Shelton** recently completed his latest video for his hit "I'll Leave This World Loving You." The video, which was taped at Shelton's home south of Nashville, was produced by **Mary Matthews** for **Studio Productions** and directed by **Jim May**.



*Photo by: Virginia Lee Hunter*

# K. T. Oslin Top Contender for CMA Awards

**F**emale newcomer K. T. Oslin leads the way with five nominations for the 1988 Country Music Association Awards. CMA's 1987 Male Vocalist of the Year Randy Travis garnered four nominations, followed by Rosanne Cash, Kathy Mattea, George Strait, Ricky Van Shelton and Hank Williams, Jr., who received three nods apiece.

First-time CMA nominee Oslin took two nominations in the Song of the Year category as composer of "80's Ladies" and "Do Ya'" while

also being named a finalist for Single of the Year ("Do Ya'"), Female Vocalist of the Year and Horizon Award.

Travis received nominations for Entertainer of the Year and Single and Song of the Year for his self-penned, "I Told You So".

Cash claimed nominations for Female Vocalist of the Year, Single of the Year ("Tennessee Flat Top Box") and Vocal Event of the Year with husband/CBS labelmate/producer Rodney Crowell.

West Virginian Kathy Mattea was nominated for Female Vocalist of the Year, Album of the Year (UNTASTED HONEY) and Single of the Year for "Eighteen Wheels And A Dozen Roses", which also garnered a nomination for its writers Paul Nelson and Gene Nelson.

Three-time CMA Award winner George Strait was nominated for Entertainer of the Year, Male Vocalist of the Year and Album of the Year (IF YOU AINT' LOVIN',



Photo by: Alan Mayor

Mom and daughter duo (l to r) Naomi and Wynonna Judd are all smiles as they announce the 1988 CMA Awards nominees. The pair received two nods themselves.

YOU AIN'T LIVIN').

A 1988 contender for the Horizon Award, Shelton also garnered nominations for Male Vocalist of the Year and Single of the Year ("Somebody Lied").

Celebrated tunesmith Harlan Howard took a Song of the Year nomination for Shelton's hit "Life Turned Her That Way".

Hank Williams, Jr., CMA's 1987 Entertainer of the Year, was again

nominated for that honor as well as Male Vocalist of the Year and Album of the Year (BORN TO BOOGIE).

The complete list of finalists in each category includes:

### **Entertainer of the Year**

The Judds (Wynonna and Naomi)  
Reba McEntire  
George Strait  
Randy Travis  
Hank Williams, Jr.

### **Single of the Year**

"Do Ya'" — K. T. Oslin — RCA  
"Eighteen Wheels And A Dozen Roses" — Kathy Mattea — Mercury/Smash  
"I Told You So" — Randy Travis — Warner Bros.  
"Somebody Lied" — Ricky Van Shelton — CBS  
"Tennessee Flat Top Box" — Rosanne Cash — CBS

### **Album of the Year**

BORN TO BOOGIE — Hank Williams, Jr. — Warner Bros.  
CHISELED IN STONE — Vern Gosdin — CBS  
DIAMONDS & DIRT — Rodney Crowell — CBS  
IF YOU AIN'T LOVIN', YOU AIN'T LIVIN' — George Strait — MCA  
UNTASTED HONEY — Kathy Mattea — Mercury/Smash

### **Song of the Year**

"80's Ladies" — K. T. Oslin  
"Do Ya'" — K. T. Oslin  
"Eighteen Wheels And A Dozen Roses" — Paul Nelson/Gene Nelson  
"I Told You So" — Randy Travis  
"Life Turned Her That Way" — Harlan Howard

### **Female Vocalist of the Year**

Rosanne Cash  
Kathy Mattea  
Reba McEntire  
K. T. Oslin  
Tanya Tucker

### **Male Vocalist of the Year**

Vern Gosdin  
Ricky Van Shelton  
George Strait  
Randy Travis  
Hank Williams, Jr.

### **Vocal Group of the Year**

Alabama  
Forester Sisters  
Highway 101  
Nitty Gritty Dirt Band  
Restless Heart

### **Vocal Duo of the Year**

Bellamy Brothers  
Foster & Lloyd  
The Judds (Wynonna and Naomi)  
The O'Kanes  
Sweethearts of the Rodeo

### **Vocal Event of the Year**

Rosanne Cash and Rodney Crowell  
Earl Thomas Conley and Emmylou Harris  
TRIO — Dolly Parton, Linda Ronstadt and Emmylou Harris  
Tanya Tucker, Paul Davis and Paul Overstreet  
Dwight Yoakam and Buck Owens

### **Musician of the Year**

Chet Atkins  
David Briggs  
Jerry Douglas  
Johnny Gimble  
Mark O'Connor

### **Horizon Award**

Highway 101  
Patty Loveless  
K. T. Oslin  
Ricky Van Shelton  
Sweethearts of the Rodeo

The 22nd Annual Awards Show, hosted by Dolly Parton, will be telecast live from Nashville on CBS-TV Monday, October 10 from 9:00 p.m. - 11:00 p.m. (ET). The show is produced by Bob Precht of Sullivan Productions and directed by Walter Miller. Irving Waugh serves as executive producer for CMA, and Donald Epstein scripts the show. For the sixth year, a stereo radio simulcast of the show will be satellite-delivered by the Mutual Broadcasting System. CTV will also carry the show live in Canada.





Prior to Ricky Skaggs performance at the Peterborough International Country Music Festival, Skaggs is joined by (l to r) Ed Benson, CMA associate executive director; Martin Satterthwaite, CMA's European director; and Jeffrey Kruger, festival promoter.

*A COLORFUL, UNIQUE REVIEW OF THIS YEAR'S BEST*  
**The Official 1988  
 Country Music Association Awards  
 Program Book**

*A valuable keepsake for everyone in the Country Music industry!*

This exclusive glossy, four color program book highlights the brightest night of the Country Music year with photos and bios of all nominees, lists of previous winners and informative articles on the nominees that you have chosen this year. Also included are features on the nominees to the Country Music Hall of Fame, the history of the awards, and an inside look at the production of the nationally televised program.

**Don't miss out on our special offer.** We are now offering a special CMA member price of \$7.50, which includes postage and handling. **All orders must be received by October 11, 1988.**

Please send me \_\_\_\_\_ copy(ies) of the 1988 CMA AWARDS PROGRAM BOOK at the special member price of \$7.50 per book, which includes postage and handling (4th Class Surface Mail).

- Please send my order by:  First Class Mail (Add \$2.50 per copy)  
 International Air Mail (Add \$5.00 per copy)  
 Fourth Class Surface Mail (No additional charge)

Total amount of order \$\_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

VISA  MasterCard # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature for VISA/MasterCard \_\_\_\_\_

Complete this form and mail with check, money order or signed charge authorization to:  
 CMA AWARDS BOOK, P.O. Box 22299, Nashville, Tennessee 37202



# INTERNATIONAL

## U.K. Country Album Chart

Edmonton, the capital of Alberta, Canada has been designated the official home of Canada's Country Music Hall of Honor. The Canadian Country Music Association granted the Country Music Foundation of Canada custodial rights to the Hall of Honor and subsequent museum.

Bobby Joe Ryman, a Nashville entertainer, restaurateur, has become the first American artist signed to a Russian recording contract. Stan Cornelius, who's produced records for Glen Campbell, Emmylou Harris, Johnny Paycheck and others, will produce the album for Melodyia in Moscow. Melodyia is the only record label for the Soviet Union's 300 million people. Musicians on the lp include Hal Rugg, Cliff Parker, Steve Schaffer, Bunky Keels, John Stacey and Marjorie Cates. Perry Barrett is the engineer and Cathryn Craig sings background vocals.

Sid King and his band The Five Strings returned in September from a tour of France, Germany, Switzerland and London. This was King's fourth tour of Europe. King and his band recorded for Columbia Records in the mid-50s.

Ricky Skaggs, Tom T. Hall, Johnny Russell, George Hamilton IV and Kitty Wells were among the performers at the Peterborough International Country Music Festival near London held in late August. During the festival, the 11th Annual Country Music Round Up International Popularity Awards were presented. Nanci Griffith was named International Female Solo winner, The Judds were selected International Duo and Randy Travis won International Male Solo and International Album for ALWAYS AND FOREVER. Sweethearts of the Rodeo were named International Most Promising Act, and Highway 101, International Group. Other winners included Raymond Froggatt — British Male Solo; Philomena Begley — British Female Solo; Jolene & Barry — British Duo; Mason Grant & The Dynamos — British Trio; The Moody Brothers — International Trio; Colorado — British Group; Medicine Bow — Most Promising British Act; Howard Bowles — Local Radio Country DJ; and Michael Clerkin — Publisher's Award.

k. d. lang was named Entertainer of the Year during the Canadian Country Music Awards in September. She also won Female Vocalist of the Year and Album of the Year for SHADOWLAND. "One Smokey Rose" sung by Anita Perras won Single of the Year and Song of the Year. Ian Tyson was named Male Vocalist of the Year, and Blue Rodeo won the Vista Award for rising stars. Family Brown captured Group of the Year and Anita Perras and Tim Taylor garnered Duo of the Year. Randy Travis beat out k. d. lang for Top Selling Album for his ALWAYS AND FOREVER lp. Also during Country Music Week, the board of directors for the Canadian Country Music Association was elected. They are: Paul Mascioli, president, Harvey Gold, first vice president; Terry O'Reilly, second vice president; Nancy Gyokeres, secretary-treasurer. Directors are Bill Maxim, Dave Charles, Ron Solleveld, Barry Brown, Jack Feeney and Sheila Hamilton.

CMA's United Kingdom Country Album Chart appears bi-weekly in MUSIC WEEK, the U.K.'s major trade magazine. It is featured on BBC Radio and in numerous consumer publications in the U.K. and Europe. The charts are compiled by Gallup, the organization which also compiles the British pop charts. Released every two weeks on Monday, the chart ranks the top 20 Country releases in combined sales of lps, cassettes and compact discs. The charts are compiled using Gallup's computer-based panel of 500 record outlets.

| THIS WEEK | TWO WEEKS AGO | September 17, 1988   |
|-----------|---------------|--|
| 1         | 1             | OLD 8X10<br>Randy Travis — WEA                             |
| 2         | 2             | BUENOS NOCHES FROM A . . .<br>Dwight Yoakam — WEA          |
| 3         | 3             | DON'T FORGET TO REMEMBER<br>Daniel O'Donnell — Ritz        |
| 4         | 6             | LONE STAR STATE OF MIND<br>Nanci Griffith — MCA            |
| 5         | 4             | SHADOWLAND<br>k. d. lang — WEA                             |
| 6         | 7             | LITTLE LOVE AFFAIRS<br>Nanci Griffith — MCA                |
| 7         | 9             | I NEED YOU<br>Daniel O'Donnell — Ritz                      |
| 8         | 8             | PONTIAC<br>Lyle Lovett — MCA                               |
| 9         | 13            | THE LAST TRUE BELIEVERS<br>Nanci Griffith — Rounder Europe |
| 10        | 5             | ALWAYS & FOREVER<br>Randy Travis — WEA                     |
| 11        | RE-ENTRY      | TRIO<br>D. Parton/E. Harris/L. Ronstadt — WEA              |
| 12        | 11            | TWO SIDES OF DANIEL O'DONNELL<br>Daniel O'Donnell — Ritz   |
| 13        | 16            | LYLE LOVETT<br>Lyle Lovett — MCA                           |
| 14        | NEW           | STRONG ENOUGH TO BEND<br>Tanya Tucker — EMI                |
| 15        | 18            | SWEET DREAMS<br>Patsy Cline — MCA                          |
| 16        | 19            | GUITARS, CADILLACS, ETC., ETC.<br>Dwight Yoakam — WEA      |
| 17        | 15            | STORMS OF LIFE<br>Randy Travis — WEA                       |
| 18        | 10            | EXIT O<br>Steve Earle — MCA                                |
| 19        | NEW           | NOBODY'S ANGEL<br>Crystal Gayle — Warner Bros.             |
| 20        | 20            | GIVE A LITTLE LOVE<br>The Judds — BMG                      |

Country Music Association © 1988

## L I N E R N O T E S

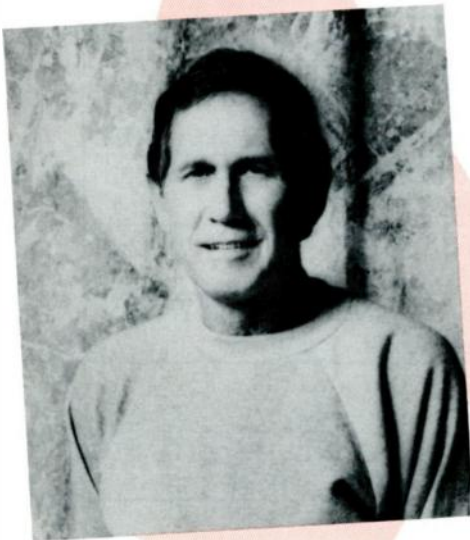
**I**n January of 1988, the CMA Board of Directors elected to change the name of the Instrumentalist of the Year Award to Musician of the Year. Unlike past years where nominating and voting in this category was limited to members in the Artist/Musician category, the entire CMA membership now nominates and votes for the Musician of the Year. This award is for a musician known primarily as an instrumental performer either on records or in person who may or may not have musical accompaniment. In order to be eligible for Musician of the Year, a musician must have played on at least one album or single which has appeared in the top 10 of the Country album or singles charts from BILLBOARD, CASH BOX, THE GAVIN REPORT and RADIO AND RECORDS during the eligibility period, July 1 through June 30.

The musicians nominated for the 1988 Musician of the Year accolade are: Chet Atkins, David Briggs, Jerry Douglas, Johnny Gimble and Mark O'Connor.

### Chet Atkins

#### *Columbia Records*

As evidenced by his 118 albums and six Grammy Awards, Chet Atkins is an original American artist. Having just captured contemporary jazz audiences and radio with his first two albums for Columbia Records — STAYED TUNED and STREET DREAMS — the ever-restless guitar master has charted new musical ground with his latest album SAILS, being dubbed by many industry experts as a break-through in new age-style music.



Chet is rightfully called "the world's most famous guitar player"; and, it should be added, the world's most versatile. The Atkins' style has long been synonymous with Country Music. Among his many accolades, Chet has won 10

Instrumentalist of the Year Awards from CMA. Stretching beyond Nashville's Music Row, he's won PLAYBOY magazine's Jazz Poll four times and been named CASH BOX's Instrumentalist of the Year 18 years in a row. Scores of other publications — DOWNBEAT, TAPE, FRETS - have paid tribute to his genius as a guitar stylist and improviser. But perhaps GUITAR PLAYER, which accorded Chet its Most Outstanding Player honors, has best described his wide-ranging virtuosity, acknowledging him as "Popular Music's Most Influential Stylist".

Born in Luttrell, Tennessee, Chet, with his guitar in hand, left home at 17 to perform on local radio stations across the country. Permanently settling in Nashville in 1950, he soon established himself as an unmatched musician in all musical formats, playing on records for the likes of Elvis, Country and bluegrass' Hank Snow and gospel's Martha Carson. An ace producer, Chet was behind such early Elvis hits as "Hound Dog" and "Heart-break Hotel" and later went on to produce Hank Williams, Waylon Jennings, Perry Como, Al Hirt, and others.

Chet also enjoyed considerable success in signing some of RCA's best talent — Waylon Jennings, Dolly Parton, Charley Pride and Willie Nelson. And his influence as

head of RCA Records' Nashville office in the 50s and 60s affected an indelible change in the sound of Country Music.

Today, in his low-profile manner, Chet is content to be known as a C.G.P. (certified guitar player). But, as his ever-progressing talent testifies, he is something much more rare — a certified musical innovator.

### David Briggs

Look on just about any album and chances are good that David Briggs' name will be on the credits. In his three decades of studio work, he's played keyboards on thousands of sessions for some of the hottest acts around.



His skills have enriched songs by Bob Seger, Barbara Mandrell,

Kenny Rogers, Hank Williams, Jr., Eric Clapton, Waylon Jennings, Dean Dillon, Mel McDaniel, Reba McEntire, K. T. Oslin and Alabama. He's also been featured in *KEYBOARD* magazine and nominated for two Contemporary Achievement Awards by the Alabama Music Hall of Fame board — one for the Music Industry Award and another for the Music Creator's Award.

David's love for the piano goes back to his childhood. He took his first lesson when he was nine and by the time he was 14, he was playing sessions in his hometown of Muscle Shoals, Alabama. When he was 21, he was playing keyboards for the King of Rock 'n' Roll.

He eventually went on the road with Elvis for several years before returning to Nashville session work. David has also released several records. "Hymne", known to millions of people as the "wine song" re-ignited the potential of Country Music instrumentals, so Mercury/PolyGram enlisted the creative genius of David and friend Jerry Kennedy and released the lp *HYMNE* under the alias of Joe Kenyon. *BILLBOARD* called the lp the surprise success story of 1987.

Besides playing, Briggs has written dozens of songs. He also writes and sings jingles for clients like NBC, Miller Beer, Chevrolet, Burger King and hundreds of others.

In 1980, he opened a recording studio on 16th Avenue called House of David. He also opened Willin' David Music Group along with Academy Award winner Will Jennings. The publishing company has been the source of several of pop star Steve Winwood's hits.

Briggs' 30 years in the music business have been diverse — producing, publishing, writing,

singing — but his love for playing the piano has never waned.

### **Jerry Douglas** *MCA Records*

Jerry Douglas says his first experience of hearing the Dobro (played by Josh Graves) was "like being fired out of a cannon". Little did Jerry know this early experience would warrant a permanent attachment to the instrument and take him, literally, all over the world. This past spring, he toured Poland, Czechoslovakia, Yugoslavia, Turkey and Portugal on a program co-sponsored by the United States Information Agency and Kentucky Center for the Arts. He plans to tour Russia soon.



Jerry has been tabbed the best Dobro player in the world and has earned many honors for his expertise. *FRETS* magazine honored him for five consecutive years and eventually he was retired to its Gallery of Greats in 1985. CMA has offered two nominations for his talent as Instrumentalist of the Year in 1986 and 1987. A three-time Grammy nominee in the Country Instrumental Performance category, Jerry won the coveted award in 1983.

Jerry began "life on the road" at age 16 with The Country

Gentlemen, a bluegrass band that included Ricky Skaggs and Doyle Lawson. He has since worked with J. D. Crowe and the New South, Boone Creek (an early Skaggs band), David Grisman and The Whites. His album credentials include work with Ray Charles, Dan Fogelberg, Gail Davies, Hank Williams, Jr., The Nitty Gritty Dirt Band, Michael Martin Murphey, Gary Morris, Kathy Mattea and Michael Johnson.

Jerry's debut lp under MCA's Master Series, *UNDER THE WIRE*, enhanced his exposure and was chosen the number two Album of the Year by *FRETS*. His new album, *CHANGING CHANNELS*, includes six new compositions from the artist with styles ranging from bluegrass to Irish folk tunes. Jerry served as producer for the effort as well.

### **Johnny Gimble** *MCA Records*



Johnny Gimble is *STILL FIDDLIN' AROUND* and that's the name of his new MCA lp. On fiddle and electric mandolin, Gimble and a small combo of Texas musicians take the listener on a tour of Texas dancehall music — just what he's been doing since he was a kid. ☞

Johnny's brother Bill taught him to play "Nellie Gray" when he was a nine-year-old growing up in Tyler, Texas. Just three years later, the Gimble brothers formed a band, the Rose City Swingsters, which featured 12-year-old Johnny on fiddle.

Johnny's fiddling expertise comes from his rich Texas upbringing. But it didn't hurt that he backed up Bob Wills as part of the Texas Playboys for three years back in the late 40s and early 50s or that he gained his first studio session experience with the likes of Lefty Frizzell, Ray Price and Marty Robbins.

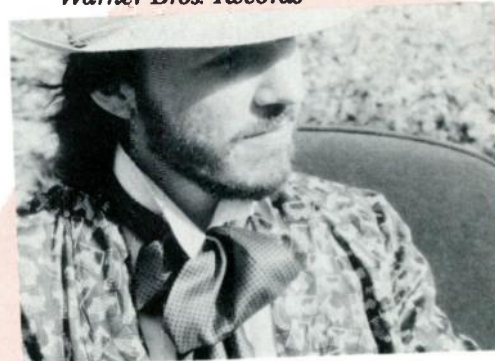
Johnny says he made his living at fiddling for 10 years before he learned to hold the bow right. Chances are good no one could tell; the bow was moving too fast. In 1968, Johnny finally left Texas for Nashville where his smooth tone and lyrical melody not only kept him busy as a session player, it led to a record deal. His 1974 single

with Chet Atkins, "Fiddlin' Around", hit the Country charts and went on to receive a Grammy nomination. He also recorded two albums, FIDDLIN' AROUND on Capitol and TEXAS DANCE PARTY on Columbia.

Known as Country's Favorite Fiddler, Johnny has been nominated by CMA 12 times for his musical talents. In 1975, 1986 and 1987, he took home CMA's Instrumentalist of the Year Award. The ACM has also named him Fiddler of the Year for the last decade.

In 1978, Johnny moved back to Texas, but the demands for his talents haven't stopped. He commutes often to Nashville for sessions and is a regular in "Hee Haw"'s Million Dollar Band. He's also appeared in three films including a portrayal of Bob Wills in Clint Eastwood's "Honky Tonk Man". And occasionally he'll be spotted playing Texas dancehalls where he got his start.

**Mark O'Connor**  
Warner Bros. Records



Mark O'Connor is an artist who has made a habit of going from one strength to another. From his 1985 debut Grammy-nominated Warner Bros. lp MEANINGS OF to his second effort STONE FROM WHICH THE ARCH WAS MADE to his latest self-produced and engineered album ELYSIAN FOREST, Mark has reached a startling apex of sheer instrumental virtuosity. It has been said of him that "he has really put himself in a category that very few people have reached in the history of music. He seems to have been blessed by birth

*(continued on page 25)*

## Side Bar ♦ ♦ ♦

Guitarist and fiddler Mark O'Connor is featured on gospel/pop star Amy Grant's new lp. Mark will also be written about in a future issue of FRETTS.

Lloyd Green was inducted into the Steel Guitar Hall of Fame during the annual Steel Guitar Convention in St. Louis, MO over Labor Day weekend. Ricky Skaggs was the surprise guest at the convention and performed with Lloyd. The Whites also sang. Famed steel guitarist Pete Drake, who died recently, was honored with a special tribute. Some of the best steel guitarists in the business played one of his favorite songs, "The Old Rugged Cross". Included in the tribute were Green, Paul Franklin, John Hughey, Jimmy Crawford, Hal Rugg, Larry Sasser and Jeff Newman.

Lead guitarist Steve Gibson has been in the studio lately working on lps for Alabama, Ronnie Milsap, the Forester Sisters and David Slater. He also is playing on an lp for Gene Watson produced by Paul Worley and Greg Brown, and Chet Atkins asked him to play overdubs on his lp. Gibson has also been in the studio working on the movie soundtrack for "Tennessee Waltz". Johnny Cash sings the title track.

Brent Rowan, who got his start playing on John Conlee's "Friday Night Blues", has been in the studio working on Conlee's new lp. Rowan has recently put his guitar licks on cuts by Alabama, Billy Joe Royal, The Burch Sisters, Moe Bandy, Larry Boone and newcomer Karen Staley. He also played on a Vietnam Veterans lp currently in the works.

Billed as a "banjo heaven on earth", pickers from all over the country will converge on Tennessee's Cedars of Lebanon State Park on November 10 - 12 for the Tennessee Banjo Institute. It will feature workshops, lectures, performances and exhibitions all centered around the five-string banjo. Such banjo experts as John Hartford, Mike Seeger, Alan Munde, Doug Dillard, Bill Keith and Snuffy Jenkins will teach students. Attendees can sign up for barracks-type accommodations at the park's group lodge for \$5 a night and three meals a day of Southern cooking will cost \$10 per day. For more information write Tennessee Banjo Institute, Cedars of Lebanon State Park, Route 6, Box 220, Lebanon, TN 37087; (615) 444-9394.



# Television's Role In Country Music: 1948 - 1987

**S**ince the early 1920s, when Country Music recording and broadcasting began, Country performers have been quick to exploit mass media in search of public acceptance and financial gain. Sound recordings, radio, movies, and television have combined to build artists' careers and make fortunes for many entertainers and many of the entrepreneurs who have promoted them. Throughout 1988, *CLOSE UP* is featuring excerpts from the study, "Country Music Television Programming, 1948 - 1987: A Preliminary Survey", commissioned by The Nashville Network and Group W Satellite Communications. The study surveys relationships between television and Country Music during the period 1948 - 1987. Although the sources examined for this project are by no means exhaustive, they reveal much about programming trends, artists' and executives' use of media, the development of the Country Music industry, the role of Country Music in advertising, and, to a lesser extent, the Country Music audience. The following is the seventh installment of the study.

## PROGRAMMING TRENDS OF THE 1970s (cont.)

### Awards Telecasts

The "CMA Awards Show", nationally televised each October from the Grand Ole Opry House, has become Country Music's premier annual telecast. It has aired live every year since 1969. Sponsored by Kraft Foods, the show originally lasted one hour, but beginning in 1976 it stretched to 90 minutes. Big-name artists, usually with substantial network tv experience, have served as hosts: Roy Rogers and Dale Evans (1968), Tennessee Ernie Ford (1969 - 1971), Glen Campbell, Johnny Cash, Roy Clark, Kenny Rogers, Mac Davis, Barbara Mandrell, Willie Nelson, Anne Murray, and Kris Kristofferson have all fronted the program, often in varying combinations. Each year, CMA recognizes winners in such categories as Top Male Vocalist, Top Female Vocalist, Entertainer of the Year, Single of the Year, Album of the Year. But along with the giving and receiving of awards, these shows include a great deal of live performance. They have always done well in ratings battles, even though the programs have usually appeared opposite "Monday Night Football". From 1968 through 1983, no "CMA Awards Show" ever drew less than a 20.5 rating or a 31 market share. (Average for all nineteen shows: 22.5 rating, 34.6 share.)

The Academy of Country Music (ACM), originally a West Coast rival to CMA, actually began to give awards in 1965, two years before CMA did, but moved to network tv much later than CMA. The first nationally televised "ACM Awards Show" took place in the spring of 1974 on ABC's "Late Night" variety series; later in the decade, the program switched to NBC. Timed to precede the annual "CMA Awards Show" by five to six months, the ACM Awards often anticipate

and reflect industry trends before the wider CMA balloting is complete.

In 1959, the National Academy of Recording Arts & Sciences (NARAS) initiated the prestigious Grammy Awards for excellence in the field of recording. (The first awards reflected achievements of the year 1958). Network telecasts of the show began in 1963 on a delayed basis; NARAS secured live network television coverage of its awards ceremonies when ABC carried the "13th Annual Grammy Awards Show" from the Hollywood Palladium, on March 16, 1971. Since NARAS gives so many awards in so many categories (and the number has steadily increased), the telecast could not hope to include the presentation of every one. Nor did every musical field find representation among the performers showcased on each program, even as the telecast grew from 90 minutes to two hours in 1977, and to three hours in 1983. But Country Music has usually been included, if at times begrudgingly. The ceremonies were televised from Nashville in 1973, and Country-pop crossover artists John Denver and Kenny Rogers often hosted the show during the late 1970s and early 1980s.

### Syndicated Series

Syndicated Country series proliferated during the 1970s. Of course, there was ample precedent for this trend, and many syndicated shows that originated during the 1960s carried over into the new decade. But as networks moved toward specials and away from Country Music series, syndicators moved in to fill the void.

Standouts among long-running syndicated programs were "The Porter Wagoner Show" and "The

Wilburn Brothers Show". Both had proven followings as the 1970s began. Wagoner's show was already 10 years old, and the Wilburn's broadcast had aired weekly since 1963. In each case, the headline artists had furthered their own careers and helped make stars of up-and-coming female singers who were featured on these programs. Wagoner had helped promote Norma Jean Beesler during the period 1960 - 1967; Dolly Parton joined Wagoner's cast in 1967 and stayed until early 1974. Loretta Lynn, whom the Wilburns spotlighted, had already become Country Music's top female singer. Wagoner entered the 1970s with an audience of 6 million people, and the Wilburn Brothers weren't far behind him. By that point, both shows were produced and syndicated by Show Biz, Inc., of Nashville. Founded by W. S. Graham in 1966 as an outgrowth of his advertising firm, Show Biz aggressively marketed Wagoner and the Wilburns and then developed a spate of new productions in the early 1970s, quickly cornering the syndication market.

By 1970, Show Biz was beginning to push "The Country Place" and "Del Reeves' Country Carnival". The former starred Jim Ed Brown and Blake Emmons, and soon featured Loretta Lynn's little sister, Crystal Gayle, then working with Jim Ed Brown's road show. The latter was a successor to "Billy Walker's Country Carnival", appropriating the same basic set and format. Both of these new shows aimed at a younger audience than did either Wagoner or the Wilburns, but with limited success. The Reeves show claimed some 63 markets in 1970, but by 1973 it was out of production, as was "The Country Place". In February, 1973, however, Porter Wagoner was still rolling along with an average rating of 24. The Wilburns were doing well, too, with an average rating of 21. Both of these figures improved the next year, as "The Porter Wagoner Show" garnered an average rating of 25 and "The Wilburn Brothers Show" rose to an average rating of 23. The Wilburns' broadcast took a nosedive, though, when Loretta Lynn left the show, and soon it was out of production as well.

Chastened by these setbacks, Show Biz turned to a nationally famous Nashville disc jockey and local tv personality, Ralph Emery, to host "Pop! Goes The Country". The title suggests the broader, more cosmopolitan audience Show Biz deliberately sought. This time, the company seemed to have found it. Two years later, "Pop! Goes The Country" had penetrated 123 markets; during the 1977 - 78 season, this figure grew to 136, and, by 1980, it climbed to 140, making the program Show Biz's leading syndication. Show Biz

made 234 episodes during the show's eight-year run. Tom T. Hall and Jim Varney, replacements for Ralph Emery, did not seem to command the following Emery had, but the program lingered nevertheless. By the time of its demise, its name had changed to "Pop! Goes The Country Club", ostensibly reflecting Show Biz's effort to capture an elusive upscale market.

Throughout the 1970s, Show Biz worked its proven tv talent and experimented with new productions. "The Porter Wagoner Show" plugged right along, making new shows at outdoor sites in Opryland, U.S.A. Barbara Lea and Linda Carol Moore proved poor replacements for Dolly Parton, who left in 1974 and soon had her own series. Wagoner's station count consistently ranged between 100 and 110 through the 1980 spring season, when the program ceased production. Ironically, competition from other shows distributed by Show Biz may have helped end Wagoner's 20-year tv run. Show Biz added "Dolly" in 1976. Though Dolly Parton was headed toward Country-pop superstardom, her series lasted only one season (52 episodes). Longer-lived was "Nashville on the Road", hosted by Jim Ed Brown, which first appeared in 1975. This series lasted some 208 episodes through seven seasons. Jim Stafford hosted from 1981 to 1983. "Nashville on the Road" helped make Helen Cornelius a star singer and pushed comedian Jerry Clower to new levels of recognition. Legendary Marty Robbins hosted "Marty Robbins' Spotlight", which debuted in the fall of 1977. Shown on some 86 stations that year, it remained in production only a short while and was gone from the airwaves by 1980.

Show Biz never had the lucrative Country syndication field to itself, however. WSM and National Life, owner-operators of the Grand Ole Opry, drew from their vast talent pool to support a long-time syndicated favorite, "That Good Ole Nashville Music". The closest thing on tv to a syndicated Grand Ole Opry, "That Good Ole Nashville Music" featured some four big-name guests per half-hour show. Producer Bayron Binkley used a set reminiscent of the Opry stage, and crowd shots were used to stimulate the real thing. Though it wasn't the Grand Ole Opry itself, "That Good Ole Nashville Music" remained popular throughout the 1970s and became "That Nashville Music" during the early 1980s.

Often imitating Show Biz's Wagoner and Wilburn Brothers programs, other syndicators built popular shows around Country Music personalities. "The Bill Anderson Show" lasted well into the 1970s, as did "The Buck Owens TV Ranch House" from Bakersfield.

*(continued on page 25)*

## WKKO-FM

**H**ow can a radio station that plays John Cougar Mellancamp, Bob Seger, Neil Diamond and James Taylor be the number one *Country* station in its market?

Simple, says Gary Shores, program director and air personality for WKKO-FM in Toledo, Ohio. "We're the most contemporary *Country* station in America." To Randy Travis and Reba McEntire diehards, he assures them that contemporary and *Country* can be said in the same breath.

"The majority of our audience has been listening to *Country Music* for the last three to eight years, maybe 10 years. But they grew up listening to Top 40 radio," Shores said.

"During the 50s and 60s, there was no *Country Music* radio station in Toledo, Ohio." So while *Country* fans were listening to Patsy Cline and Hank Williams, kids growing up in Toledo were fed a steady diet of "That'll Be The Day", "Louie Louie", "Shake, Rattle, and Roll" and "Hound Dog".

"We can't force somebody else's memory on our audience. Their memory is Buddy Holly, Fats Domino and Rick Nelson. I think our audience has either outgrown today's rock 'n' roll or rock has outgrown them. It's too hard, too heavy or too intense. Shores said what was played on rock stations 20 years ago or even 10 years ago is now airing on *Country* radio.

He believes that has happened for two reasons. One reason is *Country* has changed and broadened its appeal.

"People used to say *Country* was twangy and *Country* stars sang through their noses. There are still a few people who say that, but they don't listen to *Country Music*. They're just stuck with an old perception."

The second reason old rock 'n' roll is popping up on *Country* stations is the general sound of the music is similar.

"That's why it's easy for us to mix an Alabama with a Buddy Holly or a Restless Heart with the Eagles. Go listen to Dan Seals on 'My Baby's Got Good Timing' or 'Bop' and then go listen to an England Dan and John Ford Coley song. I don't think there's much difference between them. In fact, we bill them as Dan Seals and John Ford Coley since the duo has split up and Dan Seals crossed over to *Country*."

Shores even compares Waylon Jennings and Bob Seger.

"They all kind of fit in that same outlaw type image even though Bob Seger may not be as *Country* sounding as Waylon or Willie."

WKKO and its AM affiliate WTOD are the only *Country* stations in the Toledo market and compete against a couple of adult contemporary and contemporary hit radio stations and a light AC/beautiful music station. Shores says WKKO is definitely *Country*, but it may not be such a shock if listeners from an AC station switch to WKKO/WTOD.

"In the morning show, we're very contemporary. We give them a taste of Reba and a taste of Randy but just a taste. Midday, we're still as contemporary as we are in the morning but we add a little more *Country* flavor to the station. Then at 7 p.m., we're a full-blown *Country* radio station. We play

Randy Travis, George Jones, Ricky Skaggs, but we still give them some Dr. Hook and the Bobby Fuller Four, and it works well."

It's worked so well that WKKO has often been number one in the 25 - 54 age group since the station went *Country*. Recently RADIO & RECORDS wrote about WKKO's success story when the station had the best 12+ and 25 - 54 numbers in its history.


Shores contributes that success to four factors — the music, the promotions, the air staff (Wendy Sheridan, Jay Richards, Gary Outlaw and Rick "Pie" Pietrowski) and the morning team of Mitch and Marybeth (Jack Mitchell and Marybeth Zolik).

The morning show is simulcast on AM and FM and is the most listened to show in Toledo. But Shores is quick to add that mornings aren't the only time slot in which the station is strong.

"Most people think *Country* is big in the South, but it's big elsewhere too. I think the perception that *Country* isn't big in this part of the United States is just that. It's perception, not reality."

For WKKO to have such success, especially without the presence of *Country Music* in the city in decades past makes its ratings even more impressive.

"We never let up. We've always been a very aggressive promotional organization. There's no reason for that to change because we're at the top of the heap."

And at the top of the heap is where WKKO plans to stay, playing its eclectic blend of *Country* that's broad enough to encompass John Anderson and John Cougar Mellancamp, Johnny Rivers and Johnny Cash. 

— Teresa George

# Steve Harmon and Scott Evans



Dallas' KPLX morning radio personalities Steve Harmon and Scott Evans have an on-again-off-again relationship. The two are definitely "on" these days and have been since being hired at KPLX last March. However, their personality partnership hasn't always been so rosey.

Three years ago Harmon and Evans worked together in Charlotte, North Carolina, but their collaboration came to a jolting halt when a practical joke resulted in a lawsuit. "We were running the same promotion as our competition and a lady called me up thinking she was listening to the other station," explains Evans.

"She said, 'You know you said if you got two fours you'd win? Well, I've got four two's, do I still win?' I told her yes and as a matter of fact, she'd won a brand new car," remembers Evans. "I really started playing with her, except she thought I was serious. So she goes to the competition, who she thought she was talking to in the first place, wanting her new car. They told her no, they didn't owe her a car, we did. They also told her to get a lawyer if we didn't pay up. That's exactly what she did!"

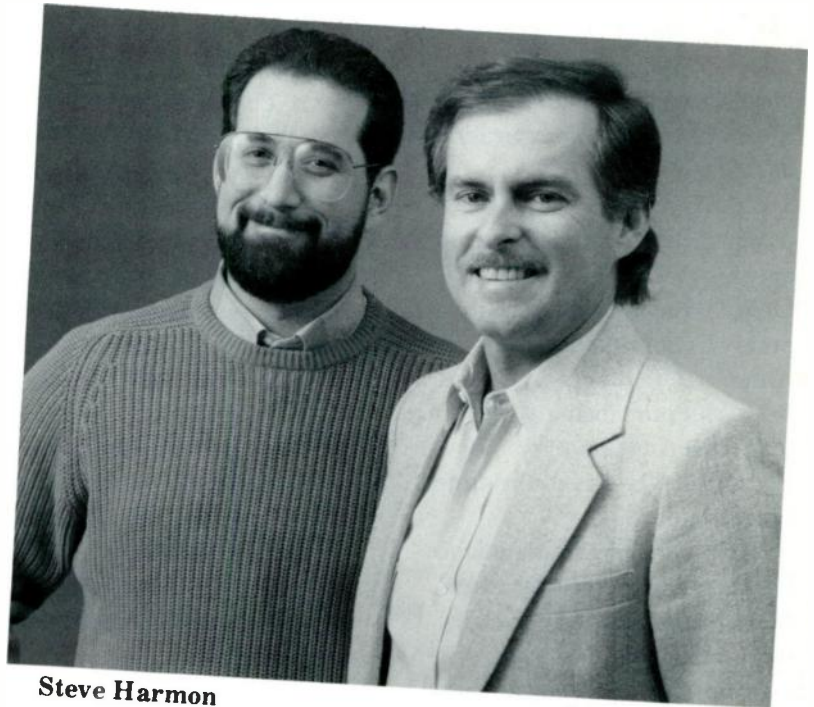
Soon after this Harmon and Evans became Harmon and question mark. Evans took a position in Miami and Harmon remained in Charlotte for the next couple of years. However, both agree that their period of "off" was for the best. After all, they are now with *BILLBOARD's* Station of the Year, the number one Country station in Dallas, America's eighth largest market — not too bad for a couple of jokers.

The making of these radio personalities, however humble, was most important. Evans began his "professional" training back in the fourth grade imitating Gomer Pyle and playing with a tape recorder his mom bought for \$14. "It was a little reel-to-reel and we'd make up stories, play records and talk into the microphone," remembers Evans.

Harmon's background began when he entered college and decided he had more fun at the college radio station than in his psychology classes. "I was news director for the school station but that was only because I had to for class requirements. I would just read kicker stories all day because I couldn't stand serious news about people dying," explains Harmon.

Luckily for both, seriousness is not a prerequisite in their job descriptions — fun is the key to their success. "It's not like work," says Evans. "We come in here four hours every day and we laugh 35 percent of the time.

The rest of the time we play music. There aren't many jobs where you can make the kind of money we make



Steve Harmon

Scott Evans

and just have fun. And, the more fun you have the more money you make!"


Despite the lighthearted atmosphere, a great deal of thoughtful planning goes into each day's show. Harmon and Evans arrive at KPLX about 4:45 a.m. "While gulping down lots of coffee and eating breakfast, we go over what we want to do for the next four hours," describes Harmon. "We at least like to have an idea of where we wanna go. We're on the air at 6:00 a.m. and off by 10:00 a.m. Four or five days a week we do public appearances, concerts, public service and charity work."

There is a certain amount of fame that goes with big-time radio territory. Harmon and Evans agree the "famous" dial is adjustable. "When we go out and wear some sort of station t-shirt, people recognize us. Not many people know what we look like, but if they come to some event to see Harmon and Evans, that's what they'll get, but we can turn it off," explains Harmon. "We're pretty regular people. In radio, we have to be, or we'd lose touch. It's like comedians who start riding around in limos, they forget what's funny on the subway or in McDonald's."

This humorous team definitely has ideas about the

characteristics essential for radio success. Harmon's formula consists of keeping his ego in check, doing things for the community without minding and just being himself.

Evans believes knowing the market, being able to view it through a wide angle lens and distinguishing what people are interested in are of utmost importance. Whatever material they decide to use, it must pass the "W.C. (who cares) test". "You have to ask yourself who cares about this? If everybody cares then do it. If nobody cares, obviously you put it back in your bag," adds Evans.

Considering Harmon and Evans' "bed of roses" success, one would think there would be a thorn somewhere. But, according to Harmon, there haven't been any pricked fingers. "The biggest thing we'd like to get across is that we basically have fun. Secondly, KPLX is a really nice place to work. This is the top of the line. The management is fabulous and whatever we need, they do. If we get fired from this place, we won't be able to say we've been fired from better places!" 

— Suzanne Gibson

## Hal Leonard Publishes 2nd Edition of CMA Award Winning Songs

In cooperation with the Country Music Association, Hal Leonard Publishing has released the *2nd Edition of the Award Winning Songs Of The Country Music Association Songbook*.

An update to the first edition, this songbook features 18 songs nominated for Song of the Year by the Country Music Association from 1984 through 1987.

Featured songs in the folio include: "Islands In The Stream", "To All The Girls I've Loved Before", "God Bless The U.S.A.", "Seven Spanish Angels", "Grandpa (Tell Me 'Bout The Good Old Days)", "On The Other Hand", "All My Ex's Live In Texas", "Forever and Ever, Amen" and many more. An eight-page photo section of the awards winners is also included.

*The Award Winning Songs Of The Country Music Association 2nd Edition* retails for \$8.95 and is available through Hal Leonard Publishing, P.O. Box 13819, Milwaukee, WI 53213; (414) 774-3630.

### Back-To-Back Breakers

★ The Burch Sisters — Cathy, Charlene, and Cindy — are adding color to Country Music. The redheads' first single, humorously titled, "Every-time You Go Outside, I Hope It Rains", catapulted to number 23 on the BILLBOARD Country charts. And, the PolyGram trio just released their second single, "What Do Lonely People Do?", last month.

★ Times are hectic for these lively siblings. They are recording at Southern Tracks Studio in Atlanta, which is near their hometown of Screven, Georgia, and trying to put together a band. Recently they performed The National Anthem at the Georgia Tech/North Carolina State game.

★ Music is of utmost importance to these talented young women right now, but it isn't the only thing they can do well. Cathy, the oldest sister, trains horses and is a licensed cosmetologist. Charlene is a practical nurse. And, Cindy, the baby of the family, once worked as a radiologic technician.

*The Burch Sisters*



Signings

John Anderson to Bobby Roberts Entertainment . . .  
 Shenandoah to Entertainment Artists Inc. . . . Jim Bean to  
 Hub Records . . . James Edward Holmes to Comstock Records  
 . . . Marty Gillan to Horton Music Publishing . . . Janet  
 Paschal to Word Records' Canaan Label . . . Ludlow Porch to  
 Top Billing International . . . Tandy Leigh to RCR Records . . .  
 Johnny Ramone to Comstock Records . . . Duke Davis to  
 Inde-Pro . . . Roger Rone to Cloud Nine Records . . . Frank  
 Burgess to True Records . . . Michael Gunnels to Doghouse  
 Management . . . George Fox to Balmur Ltd.

Newsline

MCA Records/Nashville is using a massive marketing campaign, "The Clue Is In The Music" to promote its fall album releases. The campaign concentrates on a murder mystery theme with the national grand prize winner receiving a part on a future "Murder She Wrote" television episode. Entry forms, available at record stores, will contain several clues and lead the consumer to MCA/Nashville albums for the solutions. Featured in the campaign are new lp releases by Patty Loveless, Waylon Jennings, The Oak Ridge Boys, The Desert Rose Band, Bellamy Brothers, John Anderson, Lee Greenwood, Conway Twitty and Loretta Lynn, Glen Campbell and Ethel And The Shameless Hussies, among others.

MCA/Nashville has also released COUNTRY & EASTERN, an eight-song compilation lp featuring Lyle Lovett, Nanci

Griffith, Steve Earle and The Desert Rose Band. The artists were selected for the project because of their non-traditional sound. The specially priced sampler will contain two songs from each artist.

Singers from across the nation can enter America's Singers Dream Contest sponsored by National Music Group Inc. in association with Musicland and Sam Goody record stores. The talent search will take place at more than 100 Holiday Inn hotels. Local winners will advance to the regional level and then to the national finals. The grand prize winners will be selected by a panel of music industry executives and will receive a recording contract with a major label, booking and management contracts, a national tour, numerous tv appearances and \$25,000 cash. For entry information, call (615) 256-4444.

When Republican Presidential nominee George Bush was campaigning in Tennessee recently, he received some help from Country crooner John Anderson. Some of Bush's campaign staff heard Anderson's "If It Ain't Broke Don't Fix It" and asked Anderson if he would rewrite the lyrics to include a plug for Bush. Anderson agreed and the song may be used at events throughout the campaign.

"Hee Haw" star Grandpa Jones will be honored October 23 for his contributions to Country Music over the past 60 years. The tribute will be on Walter Sill's farm in Hendersonville, TN and open to all music industry guests. There will also be a special area set aside for Grandpa's fans. Guest speakers will include Roy Acuff, Roy Clark, Tennessee Ernie Ford, Fred Foster, George Lindsey, Minnie Pearl, Ricky Skaggs, Porter Wagoner and Ralph Emery. The contribution is \$35 per person with proceeds to benefit Y-Cap, a division of the Nashville YMCA. For more information, call (615) 824-8883 or 824-5086.

DaSBro Enterprise is now offering Country Music and bluegrass fans the opportunity to select from over 850 titles on compact disc from its bi-monthly catalogs. Many titles offered by the company are unavailable in local stores. For more information contact DaSBro at 2760 Grand Concourse, Bronx, NY 10458; (212) 933-0633.

Warner Bros. manufactured its first CD-3, a three-inch compact disc, when they released Randy Travis' single, "Honky Tonk Moon".

A free seminar on copyright basics for independent artists will be held October 29 at 10 a.m. at the Vanderbilt University School of Law in Nashville. The seminar will bring together artists, attorneys and record company executives. For more information contact Jordan Musen at (615) 322-2613 or write to the Intellectual Property Society, School of Law, Vanderbilt University, Nashville, TN 37240.

The publicity divisions of The Gary Group and Cathy Gurley & Associates joined forces under the banner Gary/Gurley Public Relations. The new company, under the direction of Cathy Gurley, will specialize in corporate and artist publicity and marketing for all phases of the entertainment field. Current clients of both firms will remain with the new company.

The Harris-Richardson Music Group has moved into new offices at 1107 17th Avenue South, Nashville, TN 37212; (615) 329-0603. Recently purchased by Debra Richardson, co-owner of Harris-Richardson, the office space will be leased to the publishing company.

Doghouse Management and Old Empress Music has a new address. The companies are now at 1103 17th Avenue South, Suite One, Nashville, TN 37212; (615) 327-1632 or 327-2005.



Photo by: Alan Mayor

Senator Jim Sasser (center) recently met with Tennessee music leaders during an ASCAP breakfast. Joining Sasser are (l to r) Bob DiPiero; CMA's Jo Walker-Meador; ASCAP's Connie Bradley; Jim Foglesong, Capitol; BMI's Roger Sovine and Tom Collins, Collins Music Court.

## On The Move

Jennifer Bohler, formerly of Network Ink, recently left the agency to join the Reba McEntire Organization. Author, freelance journalist and screenwriter Susan Nadler succeeds Bohler.

Patricia E. Etzkin of KXXY AM/FM in Oklahoma City, OK has been promoted to the position of director of national sales and promotion/marketing. Etzkin has been with the station since 1984, serving most recently as a senior account executive.

GUITAR PLAYER magazine has hired Joe Gore as its assistant editor after a year-long search. Gore most recently taught guitar and published articles on music topics.

Elizabeth Curran has moved into the position of vice president of research at Burns Media Consultants, Inc. in Studio City, CA. Sarina Araujo was also promoted to vice president of operations. Both women have spent all of their professional careers at Burns.

WOKQ RADIO employee John R. Fellows has earned the title of senior marketing consultant for the station as well as being recognized nationally as a certified radio marketing consultant. Joining the WOKQ sales and marketing department is Lori Martone.

David Dalati has been promoted to sports director of KIKK AM/FM Radio in Houston. Dalati replaces former director Mark Berman who is leaving the station to join Houston's KRIV-TV staff as sports director.

Chardon Booking and Management employee Jim Prater has been retained as a consultant to Longhorn Ballroom. Returning to Longhorn is Wilson "Willie" Wren who will serve as operations manager. Jolene Mercer has been added to the staff as entertainment and public relations director along with Vard Johnson as marketing/sales and catering director. Lisa Dagg will serve as membership/tourist relations director and also work as the and Big D Jamboree producer.

Gary Glover has been promoted to president of Hummingbird Productions. Glover previously served as director of sales for the company.

Seventeen-year radio veteran Dave Nichols has been added to the Film House, Inc. staff as marketing director. Nichols will act as liaison with Film House client stations. He served most recently as operations manager for WLAC AM/FM Radio in Nashville.

Booking agent Mark Camp has joined the Top Billing International corporate sales team.

## Take Note!

The 30th annual CMA Membership Meeting will be held Tuesday, October 11, in the Chattanooga Room at the Opryland Hotel. Several items of importance will be considered during the meeting, including the election of directors, the presentation of several awards, and the President's Annual Address. Polls will open at 1:00 p.m., with the Call To Order at 2:00 p.m.

Troy Tomlinson, former manager at Don King Music and Multimedia Entertainment, has joined the Opryland Music Group's creative services department as creative assistant.

Michele Dannin has been named to the newly created post of director of marketing for WMZQ AM/FM in Washington, DC. Dannin has been with the company since 1986.

## Newsbreakers . . .

The U.S. House has passed two bills affecting the music industry. The 1988 Miscellaneous Revenue Act includes a provision exempting songwriters, authors and other artists from the uniform capitalization rules. That means they'll be able to take tax deductions for their expenses in the year they were incurred rather than over a longer period. House Bill 4310 extends the Record Rental Protection Act through 1994. This prohibits lending records without permission of the copyright owner. This bill was necessary to prevent widespread copying of records.

\* \* \*

The Judds, Randy Travis and Tammy Wynette set the attendance record for the Auburn Hills Arena in suburban Detroit in August. Almost 18,500 people filled the new concert hall for the GMC American Music Tour. The next night The Judds and Travis broke their own previous record for the largest attendance at the Indiana State Fair in Indianapolis. The crowd of 18,148 fans beat the record the concert set last year by almost 1,000 people.

\* \* \*

BILLBOARD is now printing complete playlists of major music stations reporting to the Hot Country Singles panels. Each issue, two playlists will be chosen on a rotating basis from among the 26 largest Country reporting stations.

\* \* \*

## Media

"Some Enchanted Evening With Willie Nelson" will also be the first major production offered to radio stations nationally by TNNR, a new satellite-delivered radio network. Opryland USA Inc. and Group W Satellite Communications announced the formation of the new personality intensive "hit Country" radio network. TNNR will broadcast live, in stereo, from Nashville studios 24 hours a day, seven days a week. The format will feature live interviews with top Country talent, record countdowns, commentary by deejays and TNN tv personalities, concerts, record reviews, entertainment news, features and recorded music. The radio network will officially debut in

December but will be available to radio stations earlier. Radio stations will be offered the 24-hour network service on a monthly fee basis plus barter arrangement. TNNR will be transmitted on the TNN audio subcarrier of Galaxy 1, Transponder 2. A purchase plan has been established for radio stations needing new dishes to receive signals from Galaxy 1; however, the Willie Nelson special will be transmitted for radio station broadcast on Satcom IR. The show will be available November 5 - 11. For more information about TNNR and the radio broadcast of the Willie Nelson special, contact Roy Mehlman, Vice President, Affiliate Relations, Group W Satellite Communications, (203) 965-6420.

"Video Country", TNN's popular music video series, premiered a revamped show for its season opener in September. The show, hosted by Shelley Mangrum, has a new set, more variety and new features including "The Flip Side" which will take viewers behind the scenes of how videos are made. The show also includes nostalgic segments with old videotaped performances and new conceptual videos based on older songs.

October is Country Music Month and TNN has planned several shows to highlight the celebration. Lorianne Crook and Charlie Chase will host "CMA Awards Preview" on October 8, two days before the awards presentation. On October 15, TNN will air "Grand Ole Opry 63rd Birthday Celebration", a 60-minute tribute to the Opry. "Celebrities Offstage" with Lorianne Crook will also take TNN viewers into the homes of Joe Bonsall and Duane Allen of the Oak Ridge Boys and Marie Osmond. A one-hour concert special, "American Music Celebration", featuring Ray Stevens, Brenda Lee, T. Graham Brown, Johnny Gimble and The Girls Next Door, will air October 22. The concert was taped before a live audience at the Grand Ole Opry House. On October 29, Merrill Osmond's first solo performance special, "The Merrill Osmond Special: What I Like" will star Tanya Tucker, Louise Mandrell, Helen Cornelius, The Jets, and Jessica Boucher. Merrill has sung lead on 20 of the Osmonds' 27 gold records.



CMA recognizes the person who has recruited the most new members during the month. This month CMA highlights Gayle Holcombe for her efforts.

Satellite Music Network has begun airing American music programming in Shanghai including a Country show. Satellite Music Network will market commercial airtime to sponsors interested in reaching the vast China market. Currently the network also broadcasts on more than 1,000 U.S. affiliates and in the British Virgin Islands, the French West Indies, and Bermuda.

Capitol Records group Mason Dixon has signed an agreement to endorse Justin Boots, and PolyGram artist Lynn Anderson is in radio spots for Tidy Cat 3.

Steve Eng is currently working on a book about Opry star Porter Wagoner entitled *Satisfied Mind, The Life and Music of Porter Wagoner*. He requests that anyone with Wagoner memorabilia, clippings or persons wanting to share information or stories about the singer to contact him at P.O. Box 60072, Nashville, TN 37206; (615) 226-1890. Eng is writing the book and says Wagoner will review the final manuscript.

The author of a new book on newscaster Jessica Savitch also has a new book out on Country celebrities. Alanna Nash's *Behind Closed Doors: Talking with the Legends of Country Music* is based on interviews with Hank Williams, Jr., The Judds and other stars.

The Nashville Network is promoting its fall programming schedule with a \$1.5 million trade and consumer ad campaign. The two-month promotion will highlight TNN's specials with such artists as Roger Miller, Willie Nelson, Marie Osmond and Ray Stevens, but the promotion's main focus is on the network itself. The campaign includes tune-in spots on TNN, radio commercials and ads in *USA Today*, *PEOPLE* and *TV GUIDE* as well as cable and Sunday tv guides. Advertising support materials are also being sent to over 7,100 TNN affiliates. Network officials are stressing the use of the abbreviation TNN rather than the longer The Nashville Network to emphasize its versatile programming that originates from Nashville and around the world.

A 90-minute tribute to Willie Nelson will be broadcast on TNN November 12. More than 400 record and television industry leaders from around the world attended a black tie gala in Nelson's honor in August. TNN taped the evening including Nelson's special performance of his new CBS/Columbia album *WHAT A WONDERFUL WORLD*. The new lp is an all-standards album similar to his classic *STARDUST*. The gala and Nelson's new album release coincide with his *STARDUST* lp's 10-year anniversary on *BILLBOARD*'s Top Country Album Sales Chart. *STARDUST* became the first lp ever to chalk up 520 weeks of chart action. The special, "Some Enchanted Evening With Willie Nelson", also features Roger Miller who joins Nelson for a rendition of "Old Friends".

## RIAA CERTIFICATIONS Country Gold and Platinum

RIAA Certified Gold — August

ALABAMA LIVE . . . Alabama . . . RCA  
WILD STREAK . . . Hank Williams, Jr. . . .  
Warner Bros.

RIAA Certified Platinum — August

ALWAYS AND FOREVER . . . 3M . . . Randy  
Travis . . . Warner Bros.

T. G. Sheppard will trek to Reykjavik, Iceland in October for TNN's "Celebrity Outdoors" show where he'll try his luck at fishing for salmon. He'll also do some horseback riding at a volcano to explore the area that's home for the horned Puffin Bird.




## TELEVISION

(continued from page 18)

"The Jim and Jesse Show", produced by A. O. Stinson in Gallatin, Tennessee, had a brief run, and the Heil Quaker Corporation, of Nashville, marketed "Hugh X. Lewis Country Club" for a time. Some 31 stations carried the latter show as of January 1971.

"Hee Haw", syndicated by Youngstreet Productions, of California, was the mainstay of Country television during the early 1970s. The show left CBS in 1971 to find a life of its own in syndication. Still going strong after 15 years, "Hee Haw" had survived the tragic deaths of certain important cast members

(David "Stringbean" Akeman in 1973, Don Rich in 1974, Grady Nutt in 1982) and even the recent departure of long-time co-host Buck Owens. It still offers much of the same cornpone humor and slapstick, but the music, as always, is first-rate. Inevitably, there have been spin-offs. The first, which was syndicated during the 1978 - 1979 (26 total episodes), was "Hee Haw Honeys", which starred "Hee Haw" regulars Kenny Price, Lulu Roman, Misty Rowe, Kathie Lee Johnson, and Gailard Sartain. Later the same basic "Hee Haw" production team would create "The Nashville Palace" for NBC. 

*Next Installment: Programming Trends of the 70s (Dramatic Roles and Theme Songs)*

## LINER NOTES


(continued from page 16)

with the ability to express a sense of truth about what moves people musically."

Born and raised in Seattle, Washington, Mark's prodigious musical talent was first in evidence at the tender age of three when he was able to identify specific classical albums and composers when they were played on the family stereo. At the age of six, he began guitar lessons; and he entered — and won — his first contest at age 10. By 11 Mark was proving himself astonishingly adept on all manner of stringed instruments, including

banjo, mandolin, Dobro, steel-stringed guitar, and most significantly, violin. Seven months after picking up the instrument he entered the Old Time Fiddle Championships. By the time he was 14, he had won two National Junior Fiddle Championships, a Grand Masters Fiddle Championship, in addition to recording four albums. At age 17, he garnered the Grand National Fiddle Championship — the youngest musician ever to do so — and went on to win the next two years, breaking all standing records. To date the number of first place trophies decorating his den for fiddle, guitar and mandolin playing hovers at

almost 100. Voted Best Instrumentalist and Violinist six times running by FRETTS, Mark was placed in the magazine's Gallery of Greats. Most recently he was listed in ESQUIRE's register of America's new leadership class, as one of the outstanding men and women under 40 who are changing the nation.

Mark has toured extensively as a solo artist, appearing in the Middle East, Asia, Australia and Europe, including numerous dates behind the Iron Curtain. A master of contemporary music, Mark has already accomplished more than most people accomplish in a lifetime. 

awarded gold album, 1970

- 3 **\*Eddie Cochran**; Oklahoma City, Oklahoma  
Elvis Presley sings in public for the first time at age 10 in a talent contest at a dairy show, 1945  
Woodie Guthrie dies, 1967
- 4 **\*Leroy Van Dyke**; Flat Creek, Missouri  
**\*President Rutherford B. Hayes**  
**\*Charlton Heston**  
Willie Nelson tops the Country charts with "Blue Eyes Crying In The Rain", 1975
- 5 **\*Johnny Duncan**; Dublin, Texas  
**\*President Chester Arthur**  
Charlie Rich tops the charts with "I Love My Friend", 1974  
Eddie Rabbitt's STEP BY STEP awarded gold album, 1981
- 6 **\*Tom Wright**; Indianapolis, Indiana  
The first spoken words in a full-length motion picture mark the birth of talking films in "The Jazz Singer", 1927
- 7 **\*Kieran Kane** (The O'Kanes); Queens, New York  
**\*Uncle Dave Macon**; Smart Station, Tennessee  
**\*Jim Halsey**; Independence, Kansas  
Edgar Allan Poe dies, 1849
- 8 **\*Pete Drake**; Atlanta, Georgia  
**\*Susan Raye**; Eugene, Oregon  
Alabama named CMA Entertainer of the Year for unprecedented third time, 1984



- \*Neal James**; Commerce, Georgia  
Arthur E. Satherley and Merle Travis elected to Country Music Hall of Fame, 1971  
Helen Traubel, star of New York Grand Opera, appears on the Grand Ole Opry, 1953  
Vice President Spiro Agnew resigns from office and pleads no contest to charges of tax evasion, 1973
- 11 **\*Dottie West**; McMinnville, Tennessee  
**\*Gene Watson**; Palestine, Texas  
**\*Eleanor Roosevelt**  
Kitty Wells and Paul Cohen elected to Country Music Hall of Fame, 1976  
Alabama wins first CMA Entertainer of the Year award, 1982  
Tex Williams dies, 1985
- 12 Anne Murray's LET'S KEEP IT THAT WAY awarded gold album, 1978  
Merle Haggard enters the Country charts with "Okie From Muskogee", 1969  
Roy Acuff employed at the Grand Ole Opry, 1937
- 13 **\*Lacy J. Dalton**; Bloomsburg, Pennsylvania  
**\*Anita Kerr**; Memphis, Tennessee

Virginia

- Johnnie Lee Wills dies, 1984  
Doyle Wilburn dies, 1982  
Dolly Parton replaces Norma Jean as female entertainer on The Porter Wagoner Show, 1967
- 17 **\*Earl Thomas Conley**; Portsmouth, Ohio  
**\*Rita Hayworth**  
Radio Corporation of America (RCA) formed, 1919  
Glen Campbell's GENTLE ON MY MIND awarded gold album, 1968
- 18 **\*George C. Scott**  
Bob Wills elected to the Country Music Hall of Fame, 1968  
Hank Williams and Billie Jean Jones Eshliman married by a justice of the peace, Minden, Louisiana, 1952
- 19 **\*Mayf Nutter**; Clarksburg, West Virginia  
**\*Jeannie C. Riley**; Anson, Texas  
Stock market crashes, 1987
- 20 **\*Wanda Jackson**; Maud, Oklahoma  
**\*Grandpa Jones** (Louis Marshall Jones); Niagra, Kentucky  
**\*Jim Reeves**; Panola County, Texas  
**\*Mickey Mantle**  
Hank Williams signs movie contract with MGM, 1951  
First CMA Awards Presentation, 1967
- 21 **\*Owen Bradley**; Westmoreland, Tennessee  
**\*Mel Street**  
Buddy Holly's last studio session, 1958

- Thomas Edison invents the first incandescent lamp, 1879  
Mel Street dies, 1978
- 22 George D. Hay, Uncle Dave Macon, and Jim Denny elected to the Country Music Hall of Fame, 1966  
Ernest Tubb and Eddy Arnold elected to the Country Music Hall of Fame, 1965
- 23 \*Dwight Yoakam; Pikeville, Kentucky  
\*Johnny Carson  
Charlie Rich's *THERE WONT BE ANY MORE* awarded gold album, 1974  
Roy Orbison tops the British charts with "Only The Lonely", 1960  
Maybelle Carter dies, 1978  
Hoyt Hawkins of the Jordanaires dies, 1982  
Merle Watson dies, 1985
- 24 Juice Newton debuts on the Country charts with "The Sweetest Thing (I've Ever Known)", 1981  
Stocks nosedive on Wall Street during "Black Thursday", 1929
- 25 \*Minnie Pearl (Sarah Ophelia Colley Cannon); Centerville, Tennessee
- 26 Anne Murray's "You Needed Me" awarded gold single, 1978  
Roy Acuff's first recording session, 1936
- 27 \*Lee Greenwood; Los Angeles, California  
\*Dallas Frazier; Spiro, Oklahoma  
\*Floyd Cramer; Shreveport, Louisiana  
\*Theodore Roosevelt  
Four Lefty Frizzell songs appear in the Country Top 10: "Always On My Mind" at number one; "Mom And Dad's Waltz" at number two; "I Love You A Thousand Ways" at number six; and "Traveling Blues" at number eight, 1936  
Ernest Tubb's first recording session, 1936  
Rowland Macy opens up shop in New York City, 1858
- 28 \*Charlie Daniels; Wilmington, North Carolina  
Bill Monroe employed at the Grand Ole Opry, 1939
- 29 \*Sonny Osborne; Hyden, Kentucky  
\*Richard Dreyfuss

Kenny Rogers' and Dolly Parton's "Islands In The Stream" hits number one position on Country, adult contemporary and pop charts, 1983  
Hank Snow's first recording session, 1936

30 \*T. Graham Brown; Atlanta, Georgia



\*Patsy Montana; Hot Springs, Arkansas

Gary Morris opens in the opera *La Boheme* in New York City, 1984  
Roy Orbison's "Oh Pretty Woman" awarded gold single, 1964  
JOHNNY CASH AT FOLSOM PRISON awarded gold record, 1968

Orson Welles and CBS throw America into hysteria with the broadcast of H. G. Wells' "The War Of The Worlds", 1938

31 HALLOWEEN

\*Dale Evans (Frances Smith); Uvalde, Texas

\*Kinky Friedman (Richard Friedman); Rio Duckworth, Texas

\*Dan Rather

\*Michael Landon

\*Jane Pauley

Alabama makes first Grand Ole Opry appearance, 1982

Harry Houdini dies, 1924

## NOVEMBER

- 1 \*Bill Anderson; Columbia, South Carolina  
\*Lyle Lovett; Klein, Texas  
\*Keith Stegall; Wichita Falls, Texas  
Bob Wills' first recording session, 1929  
Johnny Cash is selling more records than any act in the world, 1969

- 2 \*J. D. Souther; Detroit, Michigan  
\*Charlie Walker; Collin County, Texas  
\*Frank Gilligan; Queens, New York  
\*James K. Polk, 1795

3 Jimmie Rodgers, Hank Williams and Fred Rose become the first members of the Country Music Hall of Fame, 1961

- 4 \*Kirk McGee (McGee Brothers); Franklin, Tennessee  
\*Delbert McClinton; Lubbock, Texas  
\*Will Rogers  
\*Walter Cronkite  
The cash register is patented, 1879

- 5 \*Roy Rogers (Leonard Slye); Cincinnati, Ohio  
\*Billy Sherrill; Phil Campbell, Alabama  
\*Gram Parsons; Winter Haven, Florida  
Alabama's first Christmas recording, "Christmas In Dixie" released, 1982  
Johnny Horton killed in car accident, 1960

- 6 \*Guy Clark; Monihans, Texas  
\*Stonewall Jackson; Tabor City, California  
\*Doug Sahm; San Antonio, Texas  
\*Glenn Frey  
Tex Ritter elected to Country Music Hall of Fame, 1964

- 7 \*Archie Campbell; Bulls Gap, Tennessee  
\*Robin Lee; Nashville, Tennessee  
\*Billy Graham  
The Charlie Daniels Band's *FULL MOON* awarded platinum album, 1980

[Factfile is compiled from *The Illustrated Country Almanac* by Richard Wootton (Dial Press), *The Illustrated History of Country Music* by the editors of COUNTRY MUSIC magazine (Doubleday/Dolphin Books), *The People's Almanac #2* by David Wallechinsky and Irving Wallace (The Kingsport Press), *The Encyclopedia of Folk Country and Western Music* by Irwin Stambler and Grelun Landon (St. Martin's Press), *Another Beautiful Day* by Rod McKuen (Harper & Row), *INSIDE COUNTRY* by Marie Cracknell and Linda Cauthen, and the Country Music Foundation's OFFICIAL 1988 COUNTRY MUSIC CALENDAR, as well as from original research.]

# DATEBOOK

## OCTOBER

- 2-4 Sixth Annual AMUSEMENT BUSINESS/BILLBOARD Sponsorship Seminar / Hotel Intercontinental / New Orleans, LA / Call (615) 321-4254 for details
- 7-9 CMA Talent Buyers Entertainment Marketplace / Hyatt Regency Hotel / Nashville / Call (615) 244-2840 for details
- 9 Sunday Morning Country / Roy Acuff Theatre / Opryland Park / Nashville, TN / Call (615) 377-1396 for details
- 9 National Songwriters Association International Hall of Fame Dinner and Induction Ceremony / Vanderbilt Plaza Hotel / Nashville, TN
- 10 CMA Awards Show / Nashville, TN
- 11 CMA Board Meeting / Nashville, TN
- 11 CMA Membership Meeting / Nashville, TN
- 11 BMI Country Music Awards / Tennessee Performing Arts Center / Nashville, TN

- 12 ASCAP Country Awards / Opryland Hotel / Nashville, TN
- 13 SESAC 24th Annual Awards Banquet / Hyatt Regency / Nashville, TN
- 13-15 Grand Ole Opry Birthday Celebration / Nashville, TN / Call (615) 889-7503 for details
- 13-15 Grand Ole Opry DJ Convention / Nashville Convention Center / Nashville, TN / Call (615) 889-7503 for details
- 14-16 Nashville Pro-Celebrity Northwest Airlines Fall Classic Golf Tournament / Nashboro Village Golf Course / Nashville, TN
- 17 Academy of Country Music Celebrity Golf Classic / For details call (213) 462-2351

## NOVEMBER

- 3 MIX Technical Excellence and Creativity (TEC) Awards / Biltmore Hotel / Los Angeles, CA
- 3-5 Second Annual International Federation of Festival Organizations (FIDOF) Convention and Gala / Los Angeles, CA

- 10-12 Tennessee Banjo Institute / Lebanon, TN / Call (615) 444-9394 for details
- 12 60th Oklahoma Hall of Fame Awards / Myriad Convention Center / Oklahoma City, OK / Call (405) 235-4458 for details
- 18 Marlboro Country Music National Finals Competition / Stockyard Restaurant / Nashville, TN

## JANUARY

- 21-25 MIDEM '88 / Cannes, France

## MARCH

- 1-4 CRS/MIPS / Opryland Hotel / Nashville, TN
- 3-7 National Association of Record Merchandisers (NARM) Convention / New Orleans Marriott / Call (609) 596-2221 for details

## APRIL

- 18 TNN Viewers' Choice Awards / Grand Ole Opry House / Nashville, TN



Photo by: Kathy Gangwisch

The stars of the GMC American Music Tour gather before the camera to commemorate their final soldout performance at Kansas City's Sandstone Amphitheatre. Wynonna Judd, Randy Travis, Naomi Judd and Tammy Wynette performed for GMC in 20 major markets, giving away trucks as they went.

  
 COUNTRY MUSIC ASSOCIATION  
 30th Anniversary 1958-1988  
*Close Up*

P.O. Box 22299  
 Nashville, TN 37202-2299

889 7 1  
 I SENDEN

Second class postage paid at  
 Nashville, Tennessee