

"Strait" To The Top



At a recent party in Dallas, George Strait was presented with a platinum video award for his first home video, "George Strait Live". Pictured are (1 to r) Roger Ramsey Corkill, MCA/Nashville Southwest promotion director; Bruce Hinton, MCA/Nashville president; Danny White of the Dallas Cowboys; Jane Ayer, MCA Home Videos publicity director; Erv Woolsey, Strait's manager and Strait.



eorge is going "Strait" to the top these days, breaking attendance and sell-out records galore. His February 27th appearance at the Houston Livestock Show and Rodeo garnered 49,908 people in the Houston Astrodome breaking all attendance records. In 1987, Strait set the record which remains

unbroken today for the Astrodome's fastest sell-out when 48,000 tickets were snatched up in less than 24 hours.

Strait's first home video, "George Strait Live", released just nine months ago, was certified platinum, signifying sales in excess of 50,000. Strait's new MCA release, BEYOND THE BLUE NEON, debuted

recently at number 11 on BILLBOARD's Country lp charts. Strait is slated to co-host the 1989 Academy of Country Music

Awards set for April 10th. He's also nominated for four TNN Viewers' Choice Awards. That show will air April 25. C_U

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Jo Walker-Meador Celebrates 30 Years At CMA



CMA president Connie Bradley (left) and CMA chairman of the board Roger Sovine present Jo Walker-Meador a crystal wine cooler as a gift of appreciation from the board members and directors for her 30 years of service to CMA.

he name Jo Walker-Meador is synonymous with CMA, as it should be after 30 years of struggle, strife, excellence and accomplishment. Today, the 31-year-old association is highly recognized and equally respected, and so is its executive director Jo Walker-Meador.

CMA was organized in 1958 by a small group of industry leaders including Grand Ole Opry manager Dee Kilpatrick. Kilpatrick, a friend of Jo and her late husband Smokey Walker, offered Jo a "girl Friday" position with the fledgling CMA. Though staying home with her 1-year-old daughter, the offer was tempting and Jo believed in the purpose of the new association. Thus Jo Walker became CMA's first fulltime employee.

Soon, former WSM Radio vice president Harry Stone was appointed as CMA's executive director. But after 10 months Stone resigned. Jo still recalls that "CMA couldn't afford two salaries so I became the sole employee."

She solicited the help of volunteers to get things done. (Tex Ritter's band once came in to get out a mailing.) An occasional part-time employee helped too. But basically the responsibility of the daily struggle rested on Jo's shoulders.

Propelled by the unselfish efforts of CMA's volunteer leaders and Jo's hard work and determination, CMA grew. Today, Jo heads a professional staff of 16 in Nashville and two in London.

Jo is as much interested and enthusiastic, if not more, about her Country Music career now as she was in 1958. She's frequently journeying across the country and abroad promoting the art form at a pace most 20-year-olds would find exhausting. Her tireless efforts have boosted Country Music and this one-time secretary to great heights. Happy anniversary Jo Walker-Meador!

— Ed Benson



LOSE UP talked with three lifetime directors and CMA's legal counsel, all of whom have known and worked with Jo throughout the years, to comment.

Bill Denny

President of Nashville Gas Company

"The Country Music business has been so lucky to have a lady like Jo Walker-Meador. The 30-year term that Jo is celebrating is a milestone in the business. Jo is a master at pulling together the right people, bouncing ideas off folks to get their response and melting all of this down into a workable plan. It's been my pleasure to work with her."



TNN Poses Triple Threat In 1989

NN celebrates its sixth anniversary this year with a triple threat that corners the Country Music market.

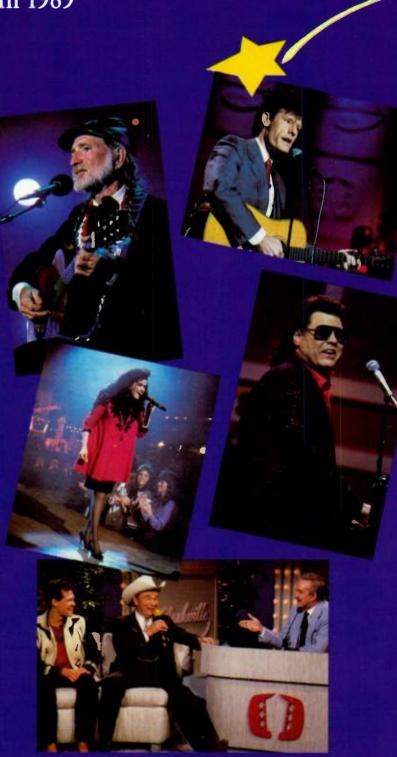
"TNN has a great deal to offer our 44 million cable television households across the U.S. and Canada in 1989," said David Hall, vice president and general manager, TNN and Opryland U.S.A. Inc. "With the strong, early response to our new radio network, TNNR; the debut of our magazine, COUNTRY AMERICA; and with TNN's dynamite programming lineup that includes over 70 specials — it promises to be a great year. We have a triple threat that is bound to hit a homerun," added Hall.

Ronnie Milsap, Roy Clark, Lyle Lovett, Merle Haggard, Marie Osmond and Emmylou Harris will be featured in star-studded specials in 1989.

TNN cameras will go to the streets of Nashville for its first made-for-tv movie, "Nashville Beat", a police adventure movie starring Kent McCord and Martin Milner, formerly of the popular hit series "Adam 12". In addition, TNN will televise the 1989 U.S. Olympic Festival Opening Ceremonies in a live, two-hour telecast this summer with top entertainment representing all forms of contemporary American Music.

Beginning in 1989, TNN will introduce an exciting new programming concept — TNN Star Catcher. A new remote uplink truck will catch the stars *live* backstage and in concert wherever they're performing on the continent. The interviews and performances will be simultaneously relayed to Nashville for telecast on various shows such as "Nashville Now" and "VideoCountry", as well as specials.

"Now with radio and print added to the power of cable television, TNN continues to grow as a major player in Country Music," said Hall.



RICKY SKAGGS, OUTDOORSMAN

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* Apple Growe My Best Rec Free Trees Old South Embroidery

In association with Meredith Corporation, TNN debuts COUNTRY AMERICA, a nationally distributed lifestyle magazine for Country Music fans and those who enjoy the Country style of life. The first issue will be published in October 1989 with an initial distribution of 400,000. Billed as "the magazine of TNN", COUNTRY AMERICA will have added value as the first complete monthly program guide for TNN's 44 million subscriber households.



Dolly Parton and Ricky Skaggs welcome legendary radio personality Wolfman Jack to TNNR, a satellite-delivered radio program service. Aired live, 24 hours a day from Nashville, the service also features nationally known personalities including Lorianne Crook, Charlie Chase, Bill Anderson, Shelley Mangrum, Biff Collie, Walt Adams and Janet Tyson. TNNR brings Country Music radio stations and their listeners the best in Country Music and entertainment news.

Dwight Yoakam and Buck Owens are among the hosts of the second annual "TNN Viewers' Choice Awards", a live, 90-minute telecast from the Grand Ole Opry House, Tuesday, April 25. Performing at the star-studded gala event will be Randy Travis, Ronnie Milsap, The Judds, Alabama and Ricky Van Shelton.



On a recent press venture to New York, Emmylou Harris kept crossing paths with actor Omar Sharif. Harris was in New York to promote her new album, BLUEBIRD, while Sharif was promoting the re-release of the film classic "Lawrence Of Arabia". The two are pictured in the NBC to green room. - Photo by: Ronna Rubin

Artists Confirmed For Route '89

ohnny Cash and Reba McEntire are two of the many Country acts who will perform in the U.K. as part of CMA's Route '89 in May. Route '89, a promotional effort designed to create awareness of American Country Music, is sponsored by CMA with support from the six major U.K. record labels - CBS, EMI, MCA, Phonogram, RCA and WEA. This year's Route '89 is a follow up to last year's highly successful Route '8

Other artists included in Route '89 are Rodney Crowell, Darden Smith, Dean Dillon, Dan Seals, Lyle Lovett, Kathy Matria, Michael Johnson, Jo-El Sonnier, Highway 101 and k. d. lang.

Concert dates for all the acts are still being confirmed, but Cash has been scheduled to perform af London's Royal Albert Hall on May 13 London and McBntire will give a concert at the Dominion Theatn on May 7

Most artists will perform in the U.K. and some will perform in other European territories.

A major retail tie-up is being arranged with the HMV record store chain with special point-of-purchase pieces being designed for in-store and window displays. Some artists will make personal appearances at HMV stores to promote their albums.

A 12-cut promotional cassette, with one song from each artist, is planned as an incentive in retail stores.

Concert promoter Paul Fenn, co-owner of Asgard, is arranging a number of concerts in London and around the U.K. as well. The public relations firm of Richard Wootton and Tony Byworth are handling press for the Route '89 artists. Some of the concerts may be taped by the BBC for later broadcast.

"The media coverage of Route '88 was unprecedented and we're hoping to emulate that again this year, and in turn increase album sales," said Martin Satterthwaite, CMA's European operations director.

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Close Up

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Fan Fair International Talent Named

ashville, Tennessee will overflow with Country Music fans beginning June 5. Country Music enthusiasts will travel from across the U.S. and abroad to catch a glimpse of their favorite artists, listen to good music and take home an autograph or two.

The 1989 International Show, scheduled for Tuesday, June 6, will showcase artists from seven countries. Representing their homelands to American audiences will be The Walters Family of Canada, Two Hearts from England, Arne Benoni from Norway, Voytek Gassowski of Poland, Sandy Kelly of Ireland, Jessé of Brazil and Vera Ferial from Indonesia.

All Fan Fair booths have been assigned. Top artists such as Reba McEntire, Hank Williams, Jr., Randy Travis, Ricky Van Shelton and Barbara Mandrell have reserved booths, among a long list of others.

Booths will be open from 11:00 a.m. - 6:00 p.m. Tuesday, June 6. On Wednesday and Thursday, June 7 and 8, booths will be open from 10:00 a.m. to 6:00 p.m., and on Friday, June 9, booths will be open from 10:00 a.m. until 3:00 p.m.

The following is an updated tentative schedule for Fan Fair '89. All activities will be held at the Tennessee State Fairgrounds unless indicated.

Monday, June 5

6:00 p.m. - 9:00 p.m. Bluegrass Show 9:30 p.m. - 11:00 p.m. Cajun Show

Tuesday, June 6

10:00 a.m. - noon International Show 1:00 p.m. - 2:30 p.m. Independent Label Show 4:00 p.m. - 6:00 p.m. PolyGram Records Show 8:00 p.m. - 10:00 p.m. MCA Records Show

Wednesday, June 7

10:00 a.m. - noon 2:30 p.m. - 4:30 p.m. 7:30 p.m. - 9:30 p.m. RCA Records Show

Thursday, June 8

10:00 a.m. - noon

Capitol Records Show 2:30 p.m. - 4:00 p.m. 16th Avenue Records Show 7:30 p.m. - 9:30 p.m. CBS Records Show

Songwriters Show

Universal Records Show

Warner Bros. Records Show

Friday, June 9

10:00 a.m. - noon 1:00 p.m. - 2:30 p.m. Atlantic/America Records Show 3:30 p.m. - 4:30 p.m. Airborne Records Show

Sunday, June 11

10:30 a.m. - 6:00 p.m. Grand Masters Fiddling Championship (Opryland U.S.A.)

Some of the artists scheduled to appear include Ricky Van Shelton, Billy Joe Royal, Eddy Raven, Lacy J. Dalton, The Gatlins, Nitty Gritty Dirt Band, Lee Greenwood, Steve Wariner, The Oak Ridge Boys, Kathy Mattea and The Burch Sisters, just to name a few.

Registration for the 18th Annual International Country Music Fan Fair is \$65.00 which includes the full schedule of events and concerts, plus two meals and a ticket to the Country Music Hall of Fame, Opryland U.S.A. and the Ryman Auditorium.

For more information or registration forms write Fan Fair, 2804 Opryland Drive, Nashville, TN 37214 or call (615) 889-7503.



The Girls Next Door strain their necks to get a peek at basketball legend Julius Irving, better known as "Dr. J", at an Atlanta supershow sponsored by the Sporting Goods Manufacturers Association. The Girls Next Door signed autographs at the Converse booth. Pictured (1 to r) are Doris King, Cindy Nixon, Irving, Diane Williams and Tammy Stephens.





Lorrie Morgan

here's an attractiveness about Lorrie Morgan that defies the Miss America or model types. Morgan has a toughness — a slightly hard edge that evokes her determination and seriousness yet can be carelessly tossed aside with a throaty laugh or the mention of musical husband Keith Whitley.

One might believe the "edge" comes from her years of trials and tribulations: loss of her father, Opry member George Morgan ("Candy Kisses") at age 16; pregnancy and marriage at 20; divorce at 21; single parenthood at 22; and struggling to be known as a new Country talent rather than just another club singer.

> Lorrie Morgan First Album

TRAINWRECK OF EMOTION

Singles Released "Trainwreck Of Emotion" "Dear Me"

Most likely the "edge" has been with this talented twangy singer all her life. After all, as a 9-year-old Morgan charged her father's Opry friends spare change for her impromptu performances. Morgan recently shared her thoughts and experiences with CMA's CLOSE UP.

Seven up until the time I was 16 and Dad died I would get out of dates so I could go to the Opry with him. Of course back then that was the uncool thing to do.

CU: With all the Country Music you were surrounded by, what was your life like growing up?

LM: It's like I've always said, getting into Country Music was never something I really had to decide to do. I was born into it. Since I can remember I was at the Opry every Friday and Saturday night. It was just a way of life. Dad would come in off the road and we'd all sit around and sing and play guitars. It was basically pretty much a normal family life.

Even up until the time I was 16 and Dad died, I would get out of dates so I could go to the Opry with him. Of course, back then that was the uncool thing to do. When I was in high school it was like — "You're going where?! " But I just loved it. It was home to me and when they made me a member it was like a long-lived dream coming true. By that time it was becoming a little more the "in" thing. I think that was largely because of TNN televising the Opry a lot and the bigger acts coming in for the televised portion.

CU: Who were some of your musical influences growing up in Country Music?

LM: Jean Shepard. She always amazed me the way she'd put her hand behind her back and squeeze her fingers to keep tempo. I used to think it was neat how Barbara Mandrell would run out on stage. I just watched them all — Jeannie Seely and Jeanne Pruett, Tammy Wynette, Loretta Lynn. They were all big influences for me.

CU: Tell me about your new album, TRAINWRECK OF EMOTIONS.

LM: It was my first album deal. I had some single contracts with some other labels here in town. But when RCA called me and told me I got the album deal it was just unreal! Usually, you're looking for four or five songs to cut, but this time we were looking for 11 or 12. My producer Barry Beckett let me have a lot of say-so in what we were gonna record. I'm tickled to death that I'm gonna have one of my own albums in my stack at home.

CU: What were your emotions like while you were working on the project?

LM: I was a little bit nervous and apprehensive going in with a producer I'd never been in with before. Luckily, Barry and I got to know each other real well before I went into the studio. At first I thought this guy is too talented, he's worked with so many big names. I found out he's got a great sense of humor and he's just a wonderful man. He was very understanding of my feelings toward the songs. He used a lot of my ideas on the arrangements and that built up my confidence during the sessions.

CU: As far as paying your dues, how long has it taken you to get to this point?

LM: I started singing professionally when I was 13 years old and I guess after my dad died in '75 I started becoming interested in making this my career. It's taken me a long time. The mental toll seemed longer than the actual years. It's been a struggle. I saw people come in and take over while I was considered just a local singer. That's hard. Then I met Keith and it seemed like everything got put on the back burner. We got married and I got pregnant. I guess I calmed down a little bit and that's when things started happening. I think the harder you run the slower you get. You get outta breath too fast. If you go at an even pace you get more ahead.

CU: When did you and Keith marry?

LM: We got married two years ago this past November. We just had our second anniversary.

CU: *How did you meet?*

LM: Well, I met him two or three times before we ever started dating. I had just gone through a divorce and Keith was still married at the time. We met in the studio and he was doing a demo on "Does Fort Worth Ever Cross Your Mind". I thought to myself, "That is the best lookin' man I have ever seen . . . with a voice to match." We talked for a little while that night at the studio. Then I ran into him again when I was doing Ralph Emery's morning show here in Nashville. When I put my band together they would bring out these bluegrass tapes on the weekends when we'd leave town. At that time I wasn't really a big fan of bluegrass but I asked them who was singing. They said it was a new guy named Keith Whitley. And I said, "Don't turn it off!" Later I was on the Opry and so was he. I walked in and said, "Keith, my name is Lorrie Morgan" and he said, "You don't have to tell me your name, I know exactly who you are." He'd just recently gotten a divorce and wanted to take me to dinner. He asked for my number and I was so nervous that I left the Opry and didn't give it to him. I was afraid to get to know Keith because I had liked him for so long and a lot of times you get to know somebody and you end up hating them. I didn't want the image I had of him to be like that of almost every other musician I'd known. Anyway, I ended up driving back to the Opry House and sending my number in by a guard. Keith called me the next morning at 11:30 and we've been together ever since.

I was so afraid to get to know Keith because I had liked him for so long and a lot of times you get to know somebody and you end up hating them.

CU: What are your children's names and ages?

LM: Morgan (daughter) is 8 and Jessie (son) 20 months.

CU: Do you see their lives as children being similar to your own childhood?

LM: Morgan is definitely a chip off the old block. She's exactly — exactly like I was when I was little. She's constantly playing, acting or singing. She always has to be the center of





Max D. Barnes

ax D. Barnes has lived the songs he writes. Born seventh out of 10 kids, he grew up in Nebraska during the Depression.

Max D. married the girl singer in his band when he was 18 and raised three kids by hauling "swinging beef" in a semi. After two kids left home, he packed up his wife and youngest child and headed for Nashville with the songs he'd written on long truck rides.

Now here's a man that's crowdin' 40, rollin' into Music City He's taken some ol' mem'rys and weaved them into songs

And the visions of his future sure paint *a pretty picture*

Lord, he could be a hero to all the folks back home.

NThere's been times when I'd pack my bags and leave or she'd pack her bags and leave. So we've been through a lot of things I write in the songs. **!!**

One song, "The Man I Used To Be", Max D. came up with on the 20-mile downhill drive from the top of Sherman Pass into the town of Cheyenne, Wyoming. "I pulled into the truck stop and wrote it down real fast on the back of a log book." Charley Pride later recorded it.

"I'd probably still be driving if I hadn't made it writing. It was a big part of my education." Max D. says he learned more about songwriting from driving a semi than from music classes.

"I flunked every music class I took in high school. If I could remember those teachers, I'd love to send them a list of my songs just to say, 'Nah, Nah, Na Nah Na,' " he says and laughs.

After he moved to Nashville, Max D. sang demos and worked as a carpenter. He signed to several labels as an artist and quips that he sold "somewhere under a million" records before he gave up performing to concentrate on songwriting.

Max D. says that through it all his wife, Patsy, has been the "perfect songwriter's wife." But he admits their 35 years together "haven't been all roses and sunshine." He says it's been more like his song "Love Is A Long Hard Road". A song is like a mini-drama. You have to capture them in that three minutes or it doesn't work.

"There's been times when I'd pack my bags and leave or she'd pack her bags and leave. So we've been through a lot of things I write in the songs. But like it says in 'Chiseled In Stone', 'I ain't nothin' without you.'"

- Up one street and down the other, his pride began to suffer And the heartless, cold rejections left him even more confused
- So he packed up and departed, he was right back where he started Alone and broken hearted, he faced the bitter truth.

Max D. still peddles his own songs to various artists instead of relying on a publishing house's songpluggers.

"What's so great now is that I have a one-on-one relationship with the artists. Like Conway (Twitty), he never wants me to drop off a tape. He wants me to be there while he hears them."

Since Vern Gosdin visits often, he has his own room in Max D's home in Hendersonville, Tennessee. Vern and Max D. met in 1981.

"Vern had a record out called 'Hangin' On'. I told him we ought to get together to write. One of the first things we wrote was 'If You're Gonna Do Me Wrong Do It Right'." It was nominated for CMA's Song of the Year in 1983.

"With the power of the pen and your mind you can do what you want. You can make someone ugly, pretty, you can kill 'em off or mold 'em. But you also have to be careful not to hurt somebody."

Max D. realized what an impact songs have when he and Vern wrote cuts for Vern's gospel album, IF JESUS COMES TOMORROW. Some of the Christian stations called and asked me to be on their shows. Listeners would call in and say, 'My son was on drugs and going down the wrong road, but he heard your song and that really changed him.'"

Max D. has a secret to his songwriting success: keep it simple.

"I try to write so there's no confusion. Country Music is for ordinary people. That's what I am and I don't ever want to get above that. I try to trim every excess word. A song is like a mini-drama. You have to capture them in that three minutes or it doesn't work."

One of his songs was an instant commercial success but ruffled some feelings on Nashville's Music Row.

"Troy Seals and I wrote 'Who's Gonna Fill Their Shoes'. I think some people misinterpreted that song. We had been talking about how the Opry is full of a lot of older artists. It wasn't like nobody could fill their shoes, but who would do it. A lot of the artists on BILLBOARD (charts) weren't around a few years ago. That's what we were looking at — a passing of the baton to a new generation of stars."

Troy and Max D. wrote the song on a weekend. George Jones heard it in his producer's office on Monday and recorded it on Thursday.

Max D. has also written with his son, Max Troy Barnes, a writer for Warner/Chappel Music. They wrote "Way Down Deep" together.

"Max Troy plays most instruments – drums, bass, lead guitar, Dobro and steel – so I raised my own band."

Maybe it comes from his truck driving days, but Max D. is glad his career has been a long, slow haul. "I didn't want to be a flash in the pan."

This year Max D. received a Grammy nomination for "Chiseled In Stone". He also was honored by the Nashville Songwriters Association International with four awards including the NSAI Song of the Year Award for "Chiseled In Stone". His success, though, has been bittersweet. Max D. wrote "Chiseled In Stone" about his 18-year-old son, Butch, who was hit by a car and killed on April 10, 1975.

And he would sing for anyone who'd listen

Singin' from the bottom of his soul For his songs to him are like his children He believes they're worth their weight in gold . . . $[C_U]$

- Teresa George

"The Songwriter's Song" by Max D. Barnes © 1986 Tree Publishing Co. Inc. All rights reserved. Used by permission.

Songs Written Or Co-Written By Max D. Barnes

"Always And Forever" Randy Travis

> "Storms Of Life" Randy Travis

"Who's Gonna Fill Their Shoes" George Jones

"Red Neckin' Love Makin' Night" Conway Twitty

"If You're Gonna Do Me Wrong, Do It Right" Vern Gosdin

> "Slow Burnin' Memory" Vern Gosdin

"Way Down Deep" Vern Gosdin

"Chiseled In Stone" Vern Gosdin

"Do You Believe Me Now" Vern Gosdin

> "Coast Of Colorado" Skip Ewing

"Joe Knows How To Live" Eddy Raven



KMPS-FM



typical weather forecast from Seattle, Washington's KMPS usually reads, "Rain today, tomorrow showers, and Wednesday a possible sunbreak or two." The rain may dampen people's spirits, but for Country Music listeners, KMPS brightens the day.

KMPS-FM broadcasts to an audience that stretches from Olympia, Washington to Vancouver, British Columbia. According to KMPS station manager, Fred Schumacher, audiences like KMPS for two reasons. "The people who listen to our radio station love the music. Secondly, the appeal is what we provide them in terms of services and activities."

KMPS is in tune to its listeners' tastes and lifestyles. "We're sensitive to the needs of listeners so we want to talk about what interests them most. We do skiing and fishing reports because those are big activities here. We also know they love the music so we don't do a lot of special programming that interferes with the 12 songs in a row."



One of the biggest crowd-pleasers KMPS offers is the annual Listener Appreciation Picnic. It's held every year on the second weekend of August at the county fairgrounds. "It's a celebration of Country Music because it brings out both current and potential fans," Schumacher said. "It's continuing to grow like crazy since its inception 10 years ago. Last year we had about 58,000 listeners. People come to enjoy each other, the food and great Country Music." It's one picnic that's never rained out.

Schumacher knows his audience. "They tend to be family-oriented, own their own homes, and enjoy recreational activities."

KMPS is the number two station behind an all-talk format in the 25 - 54 age group in the Seattle market. Schumacher says the bait to attract younger audiences is the artists. "Country Music is better today than it ever has been. With artists like The Judds and Randy Travis, the music will lead the way into new demographics." KMPS works with Country artists who come to Seattle. "We enjoy broadcasting on-air interviews, but it's hard to get them to come to Seattle because we're not exactly on the road to most places."

Schumacher says his job is a "heart attack an hour and that's the reason I love it. It's a wonderful business because it changes from hour to hour. It's predictable to a point, but the day never ends the way that you thought it would. That's what makes it neat."

Schumacher is proud to be a part of the KMPS "family". "The 32 full-time member team works well together. There tends to be no boundaries between different departments. I have a chief engineer who would just as soon be a promotion director."

A good example of teamwork is in the station's remote broadcasting. "You have the sales people setting up, the engineers plugging in wires, the air personalities signing autographs, and they're *all* slapping mustard on hundreds of hot dog buns an hour. For me that's great radio. If our ownership found out what a good time we have here, they would want part of their money back."

Schumacher attributes the success of KMPS to people, fun, and teamwork. Some radio stations get trapped into thinking there's a "stereotypical Country audience. Then they project that image and create all sorts of problems." KMPS is advised about how to please their audience by radio consultants, local and national music research, gut feelings, and most importantly — listeners.

Schumacher claims the listeners make the difference. "We have smart listeners with a great sense of humor. They give us a lot of good ideas. Ten minutes on the phone with a computer operator at Boeing, Seattle's largest employer, is valuable input."

KMPS weather forecast may be gloomy, but Schumacher's forecast for Country Music couldn't be brighter. "Think big because Country Music is becoming 'the' music, crossing all kinds of lines. We need to stay alert, work hard, and have fun. We can be as big as we want to be." Cu

- Fronda Throckmorton

Bob Hooper



WESC FM92

hen asked why he chose radio as a profession, WESC music director and morning air personality Bob Hooper quips, "I was too lazy to do anything else."

Looking back at Hooper's 24-year career, it's easy to see a lazy person wouldn't have stayed with the job.

"I was program director and music director for some time. If the overnight guy was out I did his show. I cleaned the carts, mopped the floor, washed the mobile unit, anything that needed to be done. I've worked every show we've got," Hooper said. His hard work has helped make WESC the number one ranked station in Greenville, South Carolina for the past four years. Hooper says he's successful because he enjoys his job.

"Have fun. Be honest. If you're not being honest you're not having fun and you really ought to be somewhere else. I get up at 3:30 a.m. to come to work, so I don't see anybody. I'll be out somewhere and I'll think 'Am I really having fun?'"

One of the goals of WESC is to be involved with the community. The station has held a "War on Cancer" campaign for the last five years, raising over a half-million dollars for the American Cancer Society. Hooper feels strongly about such projects because he believes disc jockeys should care about radio listeners.

"Disc jockeys are not just a voice, they are a friend to people who really need a friend. They are not just some body who plays records, they are somebody who is important to the community."

WESC has been a full-time Country station for 18 years. In that time Hooper says it has gained a younger audience, so some changes in the format have been made.

"We didn't go back and pick up rock music. We still played Country Music, but we tapered off from some of the older music because it didn't sound as good technically as the current music. We didn't dump an artist because he or she sounded old. One of the biggest records we've had is Hank Williams' Tear In My Beer'. It's stone Country. I mean it's Country as cow manure and it sounds like an old record.

"We take each song and listen to it individually. If someone tells me that this record is going to be a tune-out, we listen, but ultimately, if your hind end is in that chair you're the one who's responsible. You can get input from the record people and from consultants, but you have to use your own knowledge and experience based on what you know about the market."

Over the years he has won various awards, but Hooper is quick to share the credit with his co-workers at WESC. "These people have been wonderful to me. This radio station is a place where people come and stay. It's a very fair operation run by people who care about their employees."

Hooper says as music director he tries to encourage everyone at the station by making them feel they are part of a team effort.

"For me to show them that I have a real spirit of cooperation between the sales and programming departments and the front office is an important example. I personally try to make the others feel they have a future here."

Hooper is certain his future includes WESC. He considers Greenville his home.

"I'm 52 now. I feel like I've got a lot more productive years at this radio station. There is no reason in the world that I'd leave.

"You just do the best you can until you decide you don't want this anymore. There's always room to do it better." C_U

— Jamanda Wilson



Country Cajun artist Jo-El Sonnier (left) shows fellow Cajun Eddy Raven the newest method of eating crayfish during a recent edition of TNN's live weeknight entertainment series "Nashville Now".

- Photo by: Alan Mayor

G BEHIND HE LENS



The Shooters' latest video titled "If I Ever Go Crazu" a follow-up single to "Borderitte", was completed recently. Steve Boyle directed the clipjames Carlson was executive producer and Greg Crutcher served as producer. Pictured in the white jacket is Walt Aldridge, lead singer for the group. Sweethearts of the Rodeo Kristine Arnold (seated) and Janis Gill (with guitar) recently completed a video on their new single, "If I Never See Midnight Again." The clip was shot in an old warehouse in Nashville. Pictured with the Sweethearts are director Bob Small and producer Tim Burns. CBS Records' Jim Carlson was executive director on the video. — Photo by: Beth Gwinn





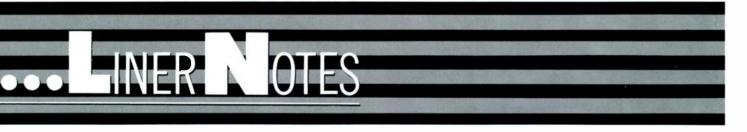
At least they all seem to be pointing in the same direction during the filming of RCA recording artist Clint Black's debut video "A Better Man". The video was shot on a ranch in central Texas and various locations in Houston. Back at the ranch are (1 to r) J. W. Williams, Lone Wolf Productions; Mike McBath, producer; and Black.

Eddie Preston's video to his latest single "When Did You Stop?" was released recently. The clip features Preston in various club performances and was shot on location in Federal Way, Washington. J. F. Roberts worked as both producer and director on the project.

"Somewhere Between", Suzy Bogguss' latest release, was shot around Nashville with Armanda Costanza serving as director and Profile Productions producing.



▲ The Burch Sisters rehearse a scene for their first music video, "Old Flame, New Fire", filmed by Scene Three Productions at the Belmont Mansion in Nashville. The song is the latest single from the trio's debut Mercury/PolyGram lp NEW FIRE. The video was produced by Marc Ball and directed by Larry Boothby. Pictured (l to r) are Charlene, Cindy and Cathy Burch. — Photo by: Alan Mayor





Eddie Bayers

lmost two years ago doctors told drummer Eddie Bayers he'd have to give up music and plan on another career.

"I felt like I was in a 1940s movie laying on the bed and they'd just told me I'd never walk again," Eddie said.

On August 25, 1987 Eddie played a couple of sessions and then got on his Honda Custom 900 motorcycle and headed home.

The night was cool and clear. At 9:00 p.m. he neared a busy intersection in Nashville's Hickory Hollow area. A Z28 sports car ran a stop sign and Eddie plowed into it. Eddie flipped into the air, cleared the car and hit the pavement on the other side. He was rushed to the hospital bruised and bleeding.

"The doctors at the emergency room said, You just have a broken wrist and you'll be fine?"

He was thankful. He could've been killed.

The next day Eddie went to a family physician. "The doctor slammed the door and said, 'Man, you're in trouble."

Eddie learned that the broken bone in his wrist is one of the hardest bones in the body to heal and it eventually decays.

"There's a bone in there that's instrumental in doing this right here," Eddie says as he flicks his wrist like he'd do to hit the drums. That bone was shattered. Specialists didn't offer any hope. They told him, "This is the worst possible thing that could've happened to a musician." Especially a musician like Eddie Bayers.

Eddie knew more about music in kindergarten than most people know in a lifetime.

When he was 5 years old, Eddie could go to the piano and play a melody. His dad, a World War II fighter pilot, lost no time in finding a teacher in Morocco where the family was stationed. He commissioned a Russian composer to teach his young son Chopin, Bach and Beethoven. Later, Eddie majored in music at UC-Berkeley and played in various bands.

After college, Eddie moved to Nashville and got a job playing keyboards at the Carousel Club in Nashville's Printers Alley, the nightspot where Floyd Cramer and Boots Randolph got their start.

Between shows, drummer Larrie Londin taught Eddie how to play drums on some practice pads.

"It got to the point after four or five months that Larrie would go out and do some live jobs and he'd say, 'Look, you know this show better than anybody. Why don't you play drums while I'm gone?'"

Later, Eddie went to work for Audio Media playing drums. "I told one of the owners I'd play for free just to get in the studio and prove myself."

Audio Media specialized in sound alikes. "We literally had to tear records apart — whether they were pop, rhythm and blues, classical or Country — to make them sound like the originals."

Sometimes artists re-recorded their original hits. So Eddie worked with Paul Revere and the Raiders, Little Richard and Faron Young.

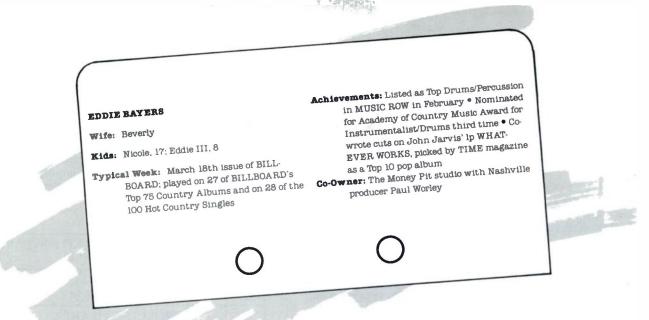
"I had the opportunity to call up Buddy (Harmon) and ask him, 'What was going on here in this part of the song?' and he'd say, 'Oh, I was hitting a tire to get that sound.'

"A tape box was the most popular thing. They'd use anything to break up the monotony of the snare-kick. I even utilize that concept today. When we did 'Why Not Me' with The Judds, we hit the back of a guitar. It's the same thing. Trying to come up with something unique."

By 1980, Audio Media's business had died, and Eddie started playing demos. His career turning point came when he worked on Dolly Parton's "Nine To Five". But he credits much of his success to other musicians and producers who referred him for jobs.

"It's the musicians you play with who'll hear you. They'll go, 'Man, this kid is good.' I see myself doing the same thing with new guys like Matt Rollings. You leave the session and someone says, 'How'd it go?' and you say, 'Well, the session went fine but, boy, there's this guy who just floored me.'"

Although Eddie is a double scale player (double the musician union's rate for master sessions), he doesn't turn down artist demos which pay substantially less. By playing on artist demos, he's on the ground floor with new acts.



"I was there on the first downbeat of The Judds, Ricky Van Shelton and K. T. Oslin. If I'm doing an artist demo, I want it to be good because that's what is the selling point for this person's career — and mine too. I want the artist to say, 'I want to use that guy again.'"

Eddie also tries to stay up-to-date. "I've had people come to me and say, 'Why do you use all this electronic stuff? It's not real.' But so many times I've been in the studio in the early days when the snare or the toms just sounded horrible and you wished you could give them something else."

In a way, drums have been the Country Music stepchild. "At one time, they didn't allow drums on the stage of the Opry. Then it got to where you could use a high hat and snare even though you could use full kits in the studio.

"Now, you can't just walk into the studio and say, 'Hi, I'm a drummer.' You have to have knowledge of computers, sequencing and what someone would do in an engineering capacity."

A "rack" is used to program sounds that can be triggered by hitting a snare drum.

"Like on Dan Seals' record 'Big Wheels In The Moonlight', you'll hear what sounds like handclaps. The handclaps are real but they've been recorded on digital information and triggered by the snare.

"I can come up with real ambiant sounds for K. T.'s records or good high-poppin' sounds for Rodney Crowell."

This classical pianist was one of Nashville's most requested drummers in 1987 when he was told he'd never play music again.

"Everything was happening for me," he recalls. "Music was my whole life. It was the primary source of income for my family." But doctors told him to try a career in real estate since he wouldn't be able to play drums or piano.

"When things like that happen, I think all of us go to God and I certainly did. I called (fellow musician) Don (Potter) and said, 'Man, they're telling me I'm not going to play anymore." Don said, 'Where are you?' and I said, 'I'm at home.'"

"He and his wife, Christine, immediately came over and we prayed very sincerely and the next time Doctor Jones looked at the x-rays, he said it frightened him." Eddie's wrist was fine. Eddie still has some plastic and pins in his wrist, but he hasn't missed a beat because of his injury. He's also thankful for his friends in the industry who stood by him.

One of them is Rodney Crowell. "Eddie Bayers, the musician, is an arranger, producer and performer of impeccable timing and instincts. Eddie Bayers the man is even better " [...]



Side Bar

Piano player **John Jarvis** has been writing songs with **Naomi Judd. Jarvis** co-wrote three songs on the Judds' lp RIVER OF TIME. Jarvis' lp WHATEVER WORKS on the MCA Master Series was picked as one of the top 10 pop albums of 1988 by TIME magazine.

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Jack Hale and Jim Horn, both members of The Jim Horn Horn Section, recently visited New York. Horn appeared on the "David Letterman Show" and Hale appeared in Keith Richard's new video, "Make No Mistake".

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Steve Mauldin just finished work on the new **Floyd Cramer** lp FOREVER FLOYD CRAMER. Mauldin wrote one song as well as arranged the material for the lp.

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Banjo player **Bela Fleck** recently completed work on FRIDAY NIGHT IN AMERICA, the latest lp for **New Grass Revival**. The lp is on **Capitol Records** and is scheduled for release in May. In addition to his work with New Grass Revival, Fleck is also part of the MCA Master Series group **Strength In Numbers**, featuring **Sam Bush, Jerry Douglas, Mark O'Connor**, and **Edgar Meyer**.



Larry Gatlin and The Gatlin Brothers will kick off a concert tour in London April 16, playing 10 dates in the U.K. This is their first British tour in seven years.

Daniel O'Donnell has garnered seven nominations — more than any other British, European or American artist — for the International Country Music Awards. He's nominated for International Male Vocalist, Most Promising International Act, Album of the Year (International) for DON'T FORGET TO REMEMBER, Most Promising European Act, Album of the Year (European) for FROM THE HEART, British Male Vocalist and Album of the Year (British) for FROM THE HEART. The awards are presented by COUNTRY MUSIC ROUND UP magazine in conjunction with seven other European Country music magazines and based on readers' votes. The awards gala will be held May 29 at the Lincolnshire International Country Music Jamboree.

The International Marketplace of Festivals (IMOF) has been set for October 5 - 9 in Nashville under the sponsorship of the Nashville Association of Talent Directors. The event will attract representatives from more than 100 international music festivals and will coincide with CMA's Talent Buyers Entertainment Marketplace.

"Country Jukebox", a two-hour weekly radio show, is currently airing in southern Germany in the cities of Nuernberg, Wurzburg and Regensburg. It features a Country chart update, "Rising Star" segment and more. For more information about the show contact Max W. Achatz, Redaktion "Country Jukebox", Theodor-Dombart-Str. 5, 8000 Munich 40, W. Germany.



Reba McEntire recently took time out of her promotional trip to the U.K. to meet with Brent Hansen (right), head of production for MTV/Europe. McEntire was the first artist to be interviewed on the European outlet's new "Country Time" show currently being transmitted to over 4.6 million homes. Pictured also is CMA's European director Martin Satterthwaite.

U.K. Country Album Chart

CMA's United Kingdom Country Album Chart appears biweekly 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	March 18, 1989
		LYLE LOVETT AND HIS LARGE BAND
1	NEW	Lyle Lovett — MCA
2		COPPERHEAD ROAD
	1	Steve Earle — MCA
3	2	FROM THE HEART
		Daniel O'Donnell —TelStar
4	3	BLUEBIRD
		Emmylou Harris – WEA
5	4	ONE FAIR SUMMER EVENING
		Nanci Griffith – MCA
6	10	DON'T FORGET TO REMEMBER
		Daniel O'Donnell — Ritz
7	5	OLD 8 X 10
		Randy Travis — WEA
8	7	SWEET DREAMS
		Patsy Cline — MCA
9		I NEED YOU
	6	Daniel O'Donnell — Ritz
10	9	ALWAYS & FOREVER
10		Randy Travis — WEA
11	15	TWO SIDES OF DANIEL O'DONNELL
	15	Daniel O'Donnell — <i>Ritz</i>
12	RE-	TRIO
	ENTRY	D. Parton/L. Ronstadt/E. Harris – WEA
13	16	SHADOWLAND
		k. d. lang – WEA
14	11	GUITAR TOWN
1.4	11	Steve Earle – MCA
15	8	LONE STAR STATE OF MIND Nanci Griffith — <i>MCA</i>
16 17	12 14	LITTLE LOVE AFFAIRS Nanci Griffith — MCA
		EXIT O
		Steve Earle — <i>MCA</i>
	RE-	PONTIAC
	ENTRY	Lyle Lovett — MCA
-~~	20	GIVE A LITTLE LOVE
19		The Judds $-BMG$
		BUENOS NOCHES FROM A
20	17	Dwight Yoakam — WEA

Country Music Association © 1989



Randy Travis won an award for Favorite Male Musical Performer at the 15th Annual People's Choice Awards telecast March 12. Travis beat out competitors George Michael and Michael Jackson.

Buck Owens remade his number one smash hit "Act Naturally" with **Ringo Starr**. Both artists released versions of the song in the 60s, but they recently recorded it together in March at Abby Road Studios in London.

One of **Billy Joe Royal**'s more devoted fans gave birth to a baby boy only moments after leaving a concert performance in Georgia. She gave the child the middle name "Royal" and later sent a fan letter and a picture of "Baby Royal" to Royal's Nashville office.

In Memoriam

Bob Claypool

Music critic Bob Claypool, 43, died February 25 in Houston. He wrote for the Houston Post for many years and recently moved to the Houston Chronicle. ESQUIRE magazine designated him one of the 100 most influential people in Country Music. He has contributed articles to ROLLING STONE, DOWNBEAT and others and wrote Saturday Night at Gilley's, a book about the famous Pasadena nightclub. Claypool's articles helped boost the careers of George Strait, Buck Owens, Dwight Yoakam, Merle Haggard, George Jones, Reba McEntire, Randy Travis and Lyle Lovett. Claypool earned a master's degree in journalism in 1972 from the University of Missouri and started his journalism career that year at the Houston Post. He is survived by his wife, Joyce, two daughters, Kennetha Lucas and Marna Kangas and two grandchildren.

Betty Jean Ford

Betty Jean Ford, 64, wife of singer/entertainer "Tennessee" Ernie Ford, died February 25 in Palo Alto, California following complications from a stroke. She is survived by her husband, two sons and two grandchildren.

Back-To-Back Breakers



Dean Dillon

- ★ He looks like the bad guy in an old western. And with a name like Dean Dillon, he even sounds like one. But you won't find this talented singer/songwriter slinging any guns or running away from a posse. Instead, you might catch a glimpse of him walking through the (unswinging) doors at Capitol Records or peddling his songs on Nashville's Music Row.
- Dillon is perhaps best known for his compositions recorded by George Strait. To name a few: "Down And Out", "Unwound", "Marina Del Ray", "Honky Tonk Crazy", "The Chair", "Nobody In His Right Mind Would've Left Her", "It Ain't Cool To Be Crazy About You", "Famous Last Words Of A Fool" and "Ocean Front Property".
- ★ Dillon hails from East Tennessee. His stepfather bought him a \$20 guitar at age 7, and by the time Dillon turned 15 he was appearing on a weekly Country show near Knoxville. He struck out on his own at 17 and finished high school in Oak Ridge, Tennessee with the encouragement of an uncle. By 18, he was in Nashville and eventually landed a job at the Opryland U.S.A. theme park playing the role of Hank Williams.
- His other hits include Steve Wariner's "By Now", George Jones' "Tennessee Whiskey" and Hank Williams, Jr.'s "Leave Them Boys Alone", among many others.
- ★ Dillon's debut release, SLICK NICKEL, yielded a couple of hits including "I Go To Pieces" and "The New Never Wore Off My Sweet Baby". He's already plugging away at his second album which is currently untitled. The release date is set for summer '89.

MIPS Makes Music



Mike Reid (left), Kathy Mattea and Thom Schuyler take a break before beginning the second MIPS session.

Photos by: Jon D'Amelio



Thom Schuyler sings a song he wrote while musicians chart the chords and make notes during the MIPS demo session.



Engineers Jim Cotton (left) and Joe Scaife make the musicians and singers sound their best during the MIPS demo session.



Chet Atkins presents a Chet Atkins Gibson Guitar to Debora Razo, marketing manager for Curb Records. Participants who attended all three MIPS sessions were eligible to win the guitar.



Kathy Mattea belts out a song for the audience.

Imost 300 people attended each of the three Music Industry Professional Seminars sponsored by CMA on March 2. They received a behind-thescenes look at making music.

CMA sponsored three panels: "The Source: Applying the Creative Process", "The Demo: A Hit Is Born" and "The Musicians Only: We Know Our Parts".

Attendees heard Thom Schuyler sing one of his original compositions and then listened while some of Nashville's top musicians and engineers made a demo of the song. Then the process was repeated with a Mike Reid song. Reid did a male version of the song and artist Kathy Mattea sang a female version.

The one-day MIPS sessions took place at the Opryland Hotel in Nashville as part of the Country Radio Seminar. More than 1,000 radio professionals attended the 20th annual Country Radio Seminar March 1 - 4. CRS, sponsored by the Country Radio Broadcasters, attracted about 200 more participants than in 1988.



Michael Johnson (right) fields a question from the audience while Don Schlitz listens.



Songwriter Wendy Waldman talks about her experiences in the music business as producer Paul Worley looks on.



Kathy Mattea (left) and CBS executive Bob Montgomery (right) chuckle at Ronnie Milsap's answer during the first MIPS session, "The Source: Applying the Creative Process".



Musicians (1 t r) Brent Rowan, Jack Williams and Farrell Morris answer questions from the audience.



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NEWSLINE

CBS Records/Nashville recently formed a College/Alternative Marketing Department, the first of its kind to be organized by a Nashville label. A college rep team, under the guidance of Allen Brown, associate media director, will market Nashville-created products and develop artists exclusively on the Nashville roster. They'll work with CBS Records/New York's college department. Reporting to Brown are: Vickie Gilmer, Midwest; Tony Morreale, Southeast; Richard Mulligan, Northeast; Adrienne Palmer, Southwest; and Diane Snyder, West Coast. The reps are enrolled at various colleges and will deal with media and influential contacts that impact college-aged record buyers. Each college rep is responsible for an eight to 12-state region. They'll deal with college venue managers, activities directors, college journalists and retail accounts with a large college customer base. They'll also integrate college-potential Nashville music into mainstream radio format rotation at college and alternative stations and make sure traditional Country Music is included in any specialty Country, bluegrass or folk programs on these stations.



A good time was had by all at the ASCAP luncheon for the Country Radio Seminar panelists at the Opryland Hotel in Nashville. Pictured (I to r) top row are ASCAP writers Ralph Murphy, Pat Alger, Mike Reid, Wayland Holyfield, Michael Woody, Peter McCann, Gene Pistilli; Ed Salamon, United Nations - New York; Gerry House, WSIX-FM, Nashville and ASCAP's Merlin Littlefield. Front row (I to r) are ASCAP writer Beth Nielsen-Chapman, CRS president Charlie Douglas, ASCAP writer Will Robinson and ASCAP's Connie Bradley; Bobby Denton, WIVK in Knoxville, TN and ASCAP writer Bobby Fischer.

22 CMA CLOSE UP April 1989



Pictured during a week of meetings at CBS Records/Nashville office are the newly appointed college/alternative marketing reps. Pictured in front (l to r) are Adrienne Palmer, Southwest; Diane Snyder, West Coast; Vickie Gilmer, Midwest. Top row (l to r) are Allen Brown, associate media director; Tony Morreale, Southeast and Richard Mulligan, Northeast.

Legendary entertainer **Brenda Lee** will return for a second season as headliner of **Opryland U.S.A.**'s "Music! Music! Music! Starring Brenda Lee". The 75-minute show focuses on America's three major music producing centers — Nashville, Broadway and Hollywood — and features 22 singers and dancers and a 16-piece orchestra. Admission is \$9.95. For schedule and ticket information call (615) 889-6611.

Emmylou Harris will perform with the **Nashville Symphony** during **Summer Lights**, Nashville's downtown arts and music festival June 1 - 4. Harris, now a Nashville area resident, has performed with orchestras across the country for the past two years.

Country rocker Steve Earle has signed an endorsement agreement with Shure Brothers Inc. Earle uses Shure's wireless microphone systems.

Rowe International, the world's largest manufacturer of jukeboxes, has put together a promotion packet of free Country compact discs for buyers of its new LaserStar CD-100. The promotion packet includes artists such as Hank Williams, Jr., Johnny Cash, Emmylou Harris, George Strait and The Charlie Daniels Band. For more information contact Rowe International, 75 Troy Hills Road, Whippany, NJ 07981.

Skip Ewing's fan club has moved to a new location: Skip Ewing International Fan Club, c/o The Buckskin Co., 7 Music Circle North, Nashville, TN 37203.



SIGNINGS

Holly Dunn to Warner Bros. Records . . . Pal Rakes to Buddy Lee Attractions . . . Rich Chaney to AMI Records . . . Eddie Preston to Platinum International Music . . . Charley Pride and Neal McGoy to Mercer & Associates . . . Tim Mensey, Chapin Hartford, Randy Boudreaux and Tim Ryan to Tree International.

MEDIA

The Country Music Foundation will unveil a historic, digitally re-mastered compilation of early RCA rockabilly classics, some of which have never been released in the U.S. GET HOT OR GO HOME: VINTAGE RCA ROCKABILLY 1956 - 59 is a two-record set featuring a comprehensive retrospective of one record label's participation in rockabilly music. The collection is available by mail from the Country Music Foundation Records, 4 Music Square East, Nashville, TN 37203 or by calling 1-800-255-2357. Enclose a check or money order for \$16.98 for lp or cassette, and include \$2.25 for domestic postage and handling, \$4.25 for foreign delivery. When ordering please specify title and allow four to six weeks for delivery.

AMUSEMENT BUSINESS has published the 1989 edition of the Funparks Directory, a comprehensive guide to international tourist attractions. The annual sourcebook contains over 2,300 listings of amusement and theme parks and other attractions. Copies of the directory are available for \$46.50 which includes first class postage and handling. Orders must be prepaid and sent to AMUSEMENT BUSINESS, Single Copy Department, Box 24970, Nashville, TN 37202 or call (615) 321-4251 for more information.



BMI vice president Roger Sovine presented Tom McEntee with a commendation of excellence for his contributions to Country Music throughout the years. McEntee, founder of the Country Radio Seminar, received this honor at BMI's annual CRS luncheon during Eddie Rabbitt's feature performance. Pictured (l to r) at the seminar's 20th anniversary gathering are McEntee, Rabbitt and Sovine. — Photo by: Alan Mayor

KXY Radio in Oklahoma City held its first Radiothon in February and raised \$100,963 to help children at St. Judes Hospital in Memphis.

Patrick Duffy, K. T. Oslin and George Strait will host the Academy of Country Music Awards special Monday, April 10 from 9:00 - 11:00 p.m. (Eastern time) on NBC.

Opryland U.S.A., Inc. and **Westinghouse Broadcasting Company, Inc. (Group W)** have signed a long-term distribution agreement renewing Group W as the marketer and distributor of Opryland's entertainment service, **The Nashville Network**.



K. T. Oslin was presented a gold album for THIS WOMAN marking Oslin's second gold album, the first being 80'S LADIES. Pictured (1 to r) front row are Diane Petty of SESAC; Stan Moress, Oslin's manager and Oslin. Top row are Jack Weston, Randy Goodman and Joe Galante, all with RCA.

AWARDS

The National Academy of Recording Arts and Sciences held its 31st Annual Grammy Awards in February. Country category winners included Best Country Vocal Performance Female — K. T. Oslin, "Hold Me"; Best Country Vocal Performance Male — Randy Travis, "Old 8 x 10"; Best Country Performance by a Duo or Group with a Vocal — The Judds, "Give A Little Love"; Best Country Vocal Collaboration — Roy Orbison and k. d. lang, "Crying"; Best Country Instrumental Performance — Asleep At The Wheel, "Sugarfoot Rag"; Best Bluegrass Recording — Bill Monroe, "Southern Flavor" and Best Country Song — K. T. Oslin, "Hold Me".

Reba McEntire was voted **Country Act of the Year** in the 1988 **PERFORMANCE Magazine Readers Poll Awards. Jo-El Sonnier** was named **New Country Act of the Year**. The awards were presented in February at a black-tie dinner held at the **Diplomat Resort and Country Club** in Hollywood, FL.

The National Association of Recording Merchandisers have announced nominees for the 1988 Best Seller Awards which recognize actual over-the-counter sales to the consumer of prerecorded product. The following were nominated in the Country category: *Country Album Male Artist* — OLD 8 X 10, Randy Travis; WILD EYED DREAM, Ricky Van Shelton; WILD STREAK, Hank Williams, Jr.; *Country Album Female Artist* — KING'S RECORD SHOP, Rosanne Cash; REBA, Reba McEntire; THIS WOMAN, K. T. Oslin; UNTASTED HONEY, Kathy Mattea; *Country Album Group* — ALABAMA LIVE, Alabama; BIG DREAMS IN A SMALL TOWN, Restless Heart; GREATEST HITS, The Judds; HIGHWAY 101, Highway 101.

WYNK FM/AM in Baton Rouge has been named the Metro Market Radio Station of the Year by the Louisiana Association of Broadcasters.



Tree International writer Michael Garvin (far right) receives a little friendly persuasion in sharing the number one spot for recent BILL-BOARD chart topper "Highway Robbery", recorded by Tanya Tucker. Joining in the fun are (l to r) Walter Campbell, Jerry Crutchfield and Dan Wilson. — Photo by: Troy Putman

The National Songwriter Association International held its 1988 Songwriter Achievement Awards in February and honored the following: Vern Gosdin and Max D. Barnes, "Chiseled In Stone" and "Do You Believe Me Now"; Bob McDill, "Don't Close Your Eyes"; Roger Miller, "Don't We All Have The Right To Be Wrong"; Gene Nelson and Paul Nelson, "Eighteen Wheels And A Dozen Roses"; Rodney Crowell, "I Couldn't Leave You If I Tried"; Skip Ewing and Don Sampson, "I Don't Have Far To Fall"; Dwight Yoakam, "I Sang Dixie"; Randy Travis, "I Told You So"; Dallas Frazier, "If My Heart Had Windows"; Wayne Kemp, "I'll Leave This World Loving You"; Harlan Howard, "Life Turned Her That Way"; Tim Menzies and Tony Haselden, "Mama Knows"; Mike Reid, "Old Folks"; Dean Dillon, Buddy Cannon, Hank Cochran and Vern Gosdin, "Set 'Em Up Joe"; Rodney Crowell and Guy Clark, "She's Crazy For Leaving" Homer J. Joy, "Streets Of Bakersfield"; Don Schlitz and Beth Nielsen Chapman, "Strong Enough To Bend"; Bob McDill, "We Believe In Happy Endings"; and Paul Overstreet and Don Schlitz, "When You Say Nothing At All". The 1988 Song of the Year honors went to Vern Gosdin and Max D. Barnes for "Chiseled In Stone" and the Songwriter of the Year for the third time was Bob McDill.

KNIX AM/FM Radio in Phoenix has been named Radio Station of the Year by the GAVIN REPORT trade publication. The honor represents continued station excellence by national industry organizations.

The Academy of Country Music's final nominees in the instrumentalist categories are: Guitar — Al Bruno, Jack Daniels, John Jorgenson; Drums – Eddie Bayers, Steve Duncan, Archie Francis; Keyboards - Earl Ball, Skip Edwards, John Hobbs, Matt Rollings; Bass — Bill Bryson, David Hungate, Mike Leech, Curtis Stone, Bob Wray; Fiddle - Doug Atwell, Byron Berline, Johnny Gimble, Mark O'Connor; Steel Guitar - Bruce Bouton, Gary Carter, Paul Franklin, Sonny Garrish, Norm Hamlet, J. D. Maness, Red Rhodes; Specialty Instrument — Jerry Douglas -Dobro, Bela Fleck - banjo, Archie Francis - washboard, Flaco Jimenez - accordian, Charlie McCoy - harmonica, Jerry McKinney - sax, Terry McMillan - harmonica, Herb Pedersen banjo, Ricky Skaggs - mandolin, Jo-El Sonnier - accordian; Band of the Year, Touring - Desert Rose Band, RT and Nashville, The Strangers; Band of the Year, Non-Touring - Bull Durham Band, Nashville Now Band and Western Union.

ON THE MOVE

Jim Ed Norman recently was named president of Warner Bros. Records/Nashville. Norman first came to Warner Bros./Nashville in 1983 as vice president of A&R. He has served as executive vice president for the past five years.

Aristo Music Associates recently added two new members to its staff. Chris Parr was named video promotion manager for the company's video division. Judy Mayes is the new account executive for Aristo's publicity division.

Steve Womack was appointed vice president and general manager for the Jim Owens Companies. Womack previously served as executive vice president and general manager for ACT 3 Entertainment.

Mike Marshall has joined the sales staff of Top Billing International. Marshall has also worked with International Creative Management and Buddy Lee Attractions.

Matt Lindsey is the new professional manager for Morgan Music Group, Inc. Beverly Vowell has also been selected as general manager/paralegal for the company.

Tim Closson has joined KHAK AM-FM, a part of Quass Broadcasting Company in Iowa as program director. Closson was named 1988 and 1987 CMA Music Director of the Year for a small market.

WOQK in New England has appointed David Burke as local sales manager for clients and Janet M. Leavitt as general sales manager. Rondi McCullough and Susan M. Frantz join WOQK's marketing department as consultants.



Some recipients of the Nashville Songwriters Association International's 22nd Annual Songwriter Achievement Awards gathered after the banquet. They are (l to r) Bob DiPiero, outgoing NSAI president; Maggie Cavender, NSAI executive director; Roger Murrah, newlyelected NSAI president; BMI's Jody Williams; Max D. Barnes, winner of four NSAI awards, including Song of the Year; and Harlan Howard and Paul Overstreet who received awards. — Photo by: Don Putnam

Lorrie Morgan (continued from page 9)

Abbe DeMontbreun joined **Universal Records** as director of production. She oversees all activity in the production department. DeMontbreun has worked with MCA, Warner Bros. and Electra Records.

The new firm of **Gelfand**, **Rennert**, **O'Neil & Hagaman**, **CPAs** has opened an office in Nashville. The new firm will provide expanded services for their clients. In addition to the Nashville location, offices are in Los Angeles, London, New York and Palm Springs.

Westwood One Radio Networks has promoted Blaise Leonardi and Frank Leoce to vice presidents/directors of sales for the Eastern region. Also joining Westwood One is Patti Mrozowski as account executive and Wally Wingert as regional manager for Westwood One's affiliate relations department.



Top CMA Recruiter Named

ach month CLOSE UP recognizes the CMA member who has recruited the most new members. This issue, CMA highlights Jim Black, owner of his own management company, Black Inc., in Nashville. Others who have recruited members in March include Cathy Gurley, David L. Maddox, William Lee Golden, David L. Cole, Victoria Shaw, Maury Finney, Daniel Darwish, Kevin Lamb, Dave Schuder, Irene Schmidt, Fritz Portner, Naomi Hills, Jody Williams, Rose Drake, Jerry Bradley, Rose Vegas, Honeycomb Younger, Stacy Harrison, Joe Taylor, Judi Turner, Jim Foglesong, Donna Hilley and Paul Main.

NEW COMPANIES

International Talent Service, Inc. is adding a booking division to be headed by Wayne Brayfield. The booking staff will concentrate primarily on dates for True Records artists. The address is 20 Music Square West, Suite 200, Nashville, TN 37203 and the telephone number is (615) 259-9004. CU: How do you handle the working mother struggle?

LM: It's very difficult. I have a nanny through the week and I have one on the weekends. I still have a lot of guilt that goes along with everything. There're times when I'm so tired I just want to take a nap, but then I think, "No, I'm gonna spend time with my children." I end up wearing myself out. I clean the house in the mornings before the nanny gets there! Keith says not to, but I just can't bring myself to let somebody else do everything for me. It's gonna take me a while to get used to all of this. It's pretty nerve racking trying to juggle a husband, babies, dogs and Country Music. $[C_{II}]$

- Suzanne Gibson

o Walker-Meador (continued from page 3)

Joe Talbot

Owner of Precision Record Pressing, Inc.

"It amazes me that for 30 years Jo has successfully led an organization with a diverse board of directors and officers. While this group has always had a common interest in Country Music, they've also had very different individual business interests and at times some were even legal adversaries. Nevertheless, Jo has always managed to quietly guide this board toward a commonly shared goal, the promotion and advancement of Country Music. Her ability to deal with people has in my opinion been the principle factor in the tremendous success and longevity of CMA."

Dick Frank

Attorney, Dearborn & Ewing

"I remember when Jo first came to CMA as a secretary. At that time CMA was only a few months old, had very few members and was operating on a shoe string from meeting to meeting. Largely through her untiring and devoted efforts and the combined efforts of the early boards of directors, CMA survived. Today CMA spans the globe with members in virtually every country and with a status not approached by any other music trade association. No one is entitled to more credit for this progress than Jo. She has been a moving force behind the first CMA Awards Show, the creation of Fan Fair, and now the erection of CMA's own headquarters in Nashville. Jo progressed from a secretary to executive secretary to executive director and has met and charmed presidents of the United States as well as the chief executives of major organizations. It has been a real pleasure and honor to work with her all these years."

Frances Preston

President & Chief Executive Officer of Broadcast Music, Inc.

"Jo Walker-Meador *is* the Country Music Association. I can't imagine Country Music evolving as it has without her these past 30 years. The position of executive director of any organization is a difficult one. You are responsible for the day-to-day operations while answering to essentially 40 bosses — the board of directors. But the success or failure of the association lies solely with you and your ability to inspire your staff as well as board members.

"Jo's total dedication and self sacrifice these 30 years have made her a model for other executive directors throughout the industry. She is a remarkable person who, I am happy to say, has long been a friend and confidante. I make no secret of it — I love Jo Walker-Meador! "



APRIL

(* denotes birthdays)

 APRIL FOOL'S DAY
 *Authur "Guitar Boogie" Smith; Clinton, South Carolina
 *Bob Nolan (Sons of the Pioneers); New Brunswick, Canada
 *Narvel Felts; Malden, Missouri
 *Jim Ed Brown; Sparkman, Arkansas
 Country Music Hall of Fame opens at 4 Music Square West, Nashville, 1967

Mark Herndon joins Alabama as drummer, 1979

- Crystal Gayle's "Ready For The Times To Get Better", hits number one on the Country charts, 1978
- 2 *Sonny Throckmorton; Carlsbad, New Mexico
 *Warner Mack (Warner MacPherson);
 - Nashville, Tennessee *Leon Russell; Lawton, Oklahoma *Emmylou Harris; Birmingham, Alabama Cliff Carlisle dies, 1983
- 3 *Don Gibson; Shelby, North
 - Carolina
 - *Johnny Horton; Tyler, Texas *Marlon Brando
 - *Wayne Newton
 - *Doris Day
- First Louisiana Hayride broadcast from radio KWKH in Shreveport, Louisiana, 1948 Jesse James killed, 1882
- 4 *Steve Gatlin; Olmey, Texas
 *Gail Davies; Broken Bow, Oklahoma
 Bobby Goldsboro's "Honey" awarded gold record, 1968
 Sylvia's "Drifter" becomes her first number one hit, 1981
 Red Sovine killed in Nashville auto
 - accident, 1980 Ernest Tubb makes his first record for Decca, 1940
- 5 *Tommy Cash; Dyess, Arkansas *"Cowboy" Jack Clement; Memphis, Tennessee
 - Darby and Tarleton's first recording session, 1927
 - The Bellamy's "Sugar Daddy" hits number one on charts, 1980
- 6 *Vernon Dalhart (Marion Try Slaughter); Jefferson, Texas *Merle Haggard; Bakersfield, California

- *William Henry Whitter; Grayson County, Virginia
 *Dottsy (Brodt); Sequin, Texas
- 7 *Cal Smith (Calvin Grant Shofner); Gans, Oklahoma
 *John Dittrich (Restless Heart); Union, New York
 - *James Garner
 - Jimmie Rodgers marries Carrie Williamson, 1920

Kris Kristofferson's "Why Me" enters the Country charts, 1973

- 8 *Betty Ford
- 9 *Carl Perkins; Tiptonville, Tennessee *Con Hunley; Fountain City, Tennessee *Margo Smith; Dayton, Ohio
- *Glen Campbell; Delight, Arkansas
 *Grace Wilson; Owesso, Michigan
 *Fiddlin' Arthur Smith; Humphries County, Tennessee
 *Sheb (Shelby) Wooley; Eric, Oklahoma
- 11 Cousin Emmy dies, 1980
- *Ned Miller; Raines, Utah
 *Jimmy Payne; Leachville, Arkansas
 *Tony Douglas; Martins Mill, Texas
 *Judy Lynn; Boise, Idaho
 Radio station WLS begins broadcasting in Chicago, 1924
 Marty Robbins wins a Grammy for "El Paso", 1961
- 13 *Thomas Jefferson
 - Buck Owens enters the Country charts with "Act Naturally", 1963 Roger Miller wins five Grammys, the
 - nose ever to be one in one year, 1965

First live telecast of Opry airs, 1985 Johnny Dollar dies, 1986 Bobby Gregory dies, 1971



 14 *Loretta Lynn; Butcher Hollow, Kentucky
 *Buddy Knox; Happy, Texas

- 15 INCOME TAX DAY
 *Roy Clark; Meaherrin, Virginia
 *J. L. (Joe) Frank; Rossal, Alabama
 *Bob Luman; Nacogdoches, Texas Titanic sinks, 1912
- 16 *Charlie Chaplin *Wilbur Wright Waylon Jennings' "Luckenbach, Texas (Back To The Basics Of Love)" first enters the charts, 1977
- Johnny Cash plays at the White House for President Nixon, who requests "Okie From Muskogee", "A Boy Named Sue", and "Welfare Cadillac", 1970
 Eddie Cochran dies, 1960
- 18 Gene Autry records "Back In The Saddle Again", 1936 Dorsey Dixon (Dixon Brothers) dies, 1968
- 19 For the first time in the history of BILLBOARD Country charts, women hold all top five positions;
 1. Crystal Gayle, 2. Dottie West,
 3. Debby Boone, 4. Tammy Wynette (with George Jones),
 5. Emmylou Harris, 1980
- 20 *Johnny Tillotson; Jacksonville, Florida Lefty Frizzell's first number one song, "I Want To Be With You Always", enters the charts
- *Ira Louvin (Louvin Brothers); Rainsville, Alabama
 Porter Wagoner and Dolly Parton perform their last show together in Salina, Kansas, 1974
 Connie Smith is first employed at the Grand Ole Opry, 1971
- *Ray Griff; Vancouver, British Columbia, Canada
 Jerry Lee Lewis has number one song, "Chantilly Lace", 1972
 Steve Sholes dies in Nashville, one year after being elected to the Country Music Hall of Fame, 1968
- 23 *Roy Orbison; Vernon, Texas *William Shakespeare *Shirley Temple First use of the expression "hillbilly" in the NEW YORK JOURNAL, 1900
- 24 *Bobby Gregory; Staunton, Virginia *Richard Sterban (Oak Ridge Boys); Camden, New Jersey *Barbra Streisand
- 25 *O. B. McClinton; Senatobia, Mississippi
 *Vassar Clements; Kinard, North Carolina
 *Peter Tchaikovsky

- 26 *Duane Eddy; Corning, New York John Wilkes Booth shot, 1865 Ernest Tubb records "Walking The Floor Over You" for the first time at Biggs' Studio in Dallas, 1941
- *Herb Pedersen; Berkeley, California
 *Ulysses S. Grant
 Opryland opens in Nashville, Tennessee 1973
- 28 The Judd's first number one hit, "Mama, He's Crazy", enters the charts, 1984 Bill Hall dies, 1983
- 29 *Danny Davis (George Nowlan); Randolph, Massachusetts
 *Duane Allen (Oak Ridge Boys); Taylortown, Texas



 Willie Nelson; Abbott, Texas
 President George Washington takes office, 1789
 Jonathan Luther (Casey) Jones dies, 1900

MAY

- *Sam McGee; Franklin, Tennessee
 *Sonny James; Hackleburg, Alabama
 *Rita Coolidge; Nashville, Tennessee
 Loretta Lynn chosen Artist of the
 Decade by Academy of Country
 Music, 1980
- 2 *Larry Gatlin; Seminole, Texas
 *R. C. Bannon; Dallas, Texas
 *John Ware; Tulsa, Oklahoma
 *Bing Crosby
 J. Edgar Hoover dies, 1972
- 3 *Dave Dudley; Spencer, Wisconsin *Sugar Ray Robinson Alabama's lp, THE CLOSER YOU GET, is certified gold, 1983 City of Washington, DC incorporated, 1802
- 4 *Al Dexter; Jacksonville, Tennessee *Tim DuBois (Restless Heart); Grove, Oklahoma

Kingston Trio wins first Country Grammy for "Tom Dooley", 1959 Rock 'n' roller Gene Vincent records "Be Bop A Lula", his best known song, in Nashville, 1957 J. L. Frank dies, 1952



***Tammy Wynette** (Virginia Wynette Pugh); Itwamba County, Mississisppi ***Roni Stoneman**; Washington, DC
*Karl Marx Alan B. Shepard first astronaut in

space, 1961

- 6 *Cliff Carlisle; Taylorsville, Kentucky
- 7 *(George) Riley Puckett; Alpharetta,
- Georgia *Joan Marshall Schriver; Buffalo, New York
- *Kyle Bailes; Enoch, West Virginia *Terry Allen; Wichita, Kansas
- *Lorrie (Lawrencine Mary) Collins; Tahlequah, Oklahoma
- 8 *Ricky Nelson (Eric Hilliard Nelson); Los Angeles, California *Homer Bailes; Charleston, West
 - Virginia
 - *Harry Truman Reba McEntire makes her chart debut with "I Don't Want To Be A One Night Stand", 1976 The Opry's George D. Hay dies, 1968
- ***Bobby Lewis**; Hodgenville, Kentucky
 ***Hank Snow**; Liverpool, Nova
 - Scotia, Canada Jimmie Davis becomes governor of Louisiana, 1944
 - Nixon impeachment hearings begin, 1974

Bob Neal dies, 1983

- 10 *Maybelle Carter; Nickelsville, Virginia "Wildwood Flower" recorded by the
 - "Wildwood Flower" recorded by the Carter family, 1928

"Beneath Still Waters" by Emmylou Harris reaches number one, 1980 Eddy Arnold scores first Top Ten hit in a decade, "Let's Get It While The Gettin's Good", 1980

- *Bob Atcher; Hardin County, Kentucky
 *Mark Herndon (Alabama); Springfield, Massachusetts
 *Irving Berlin Lester Flatt dies, 1979
 Original Siamese twins — Chand and Eng — born, 1811
- 12 *Whitey Ford "The Duke of Paducah"; DeSoto, Missouri
 *Joe Maphis; Suffolk, Virginia
- 13 *Johnny Wright; Mt. Juliet, Tennessee
 *Jack Anglin; Columbia, Tennessee The Pope is shot, 1981
 U.S. declares war on Mexico, 1607
 Bob Wills dies, 1975
- 14 MOTHER'S DAY *Charlie Gracie; Philadelphia,
 - Pennsylvania 13-year-old Tanya Tucker makes her chart debut with "Delta Dawn", 1972

Guitarist Mose Rager dies, 1986

 *Eddy Arnold; Henderson, Tennessee
 *George Brett Ricky Skaggs joins the Opry, 1982

[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 1989 COUNTRY MUSIC CALENDAR, as well as from original research.]

DATEBOOK

APRIL

- 1 Radio Orion / The O.K. "Keep It Country" Concert / Johannesburg, South Africa
- 10 Academy of Country Music Awards / Walt Disney Studios / Burbank, CA
- 20-23 Festival International de Louisiane / Lafayette, Louisiana / Call (318) 232-8086 for details
 - 25 1989 TNN Viewers' Choice Awards / Grand Ole Opry House / Nashville, TN
- 28-30 Second Annual Merle Watson Memorial Festival / Wilkes Community College Gardens / Wilkesboro, NC
- 30- Fourth International Music & May 4 Media Conference (IMMC) / Amsterdam, Holland

MAY

- **3-4 CMA Board Meeting** / Amsterdam Hilton / Amsterdam, Holland
 - 5 Fifth Annual Salute to Jimmie Rodgers / Douglas Corner Cafe / Nashville, TN / Call for details (615) 385-2931

- 57 Los Angeles Independent Music Conference / Beverly Garland Hotel / Los Angeles, CA
- 10-14 National Association of Independent Record Distributors & Manufacturers (NAIRD) Convention / Philadelphia, PA / Call for details (609) 547-3331

27-29 Lincolnshire International Country Music Jamboree / Grantham, England

JUNE

- 1-4 Summer Lights / Nashville, TN / Call (615) 259-6374 for details
- 2 Eighteenth Tokyo Music Festival International Contest / Nippon Budohkan Hall / Tokyo, Japan
- 2-5 International Country Music Buyers Association / Hyatt Regency / Nashville, TN / Call (913) 596-2149 for details
 - 5 MUSIC CITY NEWS Country Awards / Grand Ole Opry House / Nashville, TN
- 5-11 18th International Country Music Fan Fair / Tennessee State Fairgrounds / Nashville, TN
 10 June Jam / Fort Payne, AL

JULY

19-20 CMA Board Meeting

AUGUST

4-6 WE Fest Camping and Country Music Festival / Detroit Lakes, MN / Call (612) 333-5577 for details

SEPTEMBER

19-22 International Bluegrass Music Association Trade Show and Fan Fest / Owensboro, KY / Call (919) 542-3997 for details

OCTOBER

- 5-9 International Marketplace of Festivals (IMOF) / Nashville, TN
 - 9 CMA Awards Show / Grand Ole Opry House / Nashville, TN

10 CMA Board of Directors Meeting CMA Annual Membership Meeting

P.O. Box 22299

Nashville, TN 37202-2299

Barbara Mandrell joined the Navy — for a day anyway. Mandrell performed for military personnel, officers, crew members and families aboard the USS Coral Sea inside the hangar deck at the Norfolk, VA port. Prior to her performance, Mandrell flew on a F/A 18 Hornet. Mandrell was accompanied by her husband, Ken Dudney, a former Navy pilot. Mandrell is pictured with USS Coral Sea commanding officer Edward Allen (left) and pilot Admiral R. C. Macke.



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