

# Close Up

MAGAZINE

June 1989



## On The Cover . . .

Members of Sawyer Brown, Holly Dunn, Charley Pride and Ronnie Milsap are a few of the artists performing at the 1989 International Country Music Fan Fair.

# Fan Fair Has Fared Well In 17-Year History

**E**very summer Music City U.S.A. comes alive with excitement and color as fans from all over the United States and abroad pour into Nashville for a week of spectacular stage shows and events. Appropriately dubbed the International Country Music Fan Fair, the celebration carries with it the original purpose of its creators — to honor and entertain the Country Music fan.

This year more than 20,000 people have paid the \$65 registration fee. Ricky Skaggs, Eddy Raven, Charley Pride, Kathy Mattea, the Forester Sisters, the Oak Ridge Boys and Ronnie Milsap are a few of the more than 60 acts scheduled to perform.

Often noted as a "lovefest" between Country artists and their fans, Fan Fair, co-sponsored by the Country Music Association and the Grand Ole Opry, has experienced tremendous growth in its 17-year history.

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Backstage at the 1989 Dove Awards some major winners gathered with BMI executives. Pictured (l to r) are BMI Vice President Joe Moscheo; Claude McKnight of Take 6; singer Sandi Patti; Mervyn Warren, Mark Kibble and Alvin Chea of Take 6; BMI President and CEO Frances Preston; Cedric Dent of Take 6; Steven Curtis Chapman; Take 6's David Thomas and BMI Vice President Roger Sovine.

— Photo by Troy Putman

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# Members Benefit From New CMA Computer

**T**rying to meet the needs of almost 7,000 CMA members is getting easier thanks to a new computer system.

CMA installed a new computer system in May that will dramatically improve day-to-day operations at its Nashville office and provide better service to members worldwide.

"We'll be a more market-driven organization because of the new system," said Ed Benson, CMA associate executive director. "It will allow staff members to be more efficient and productive in their daily work and we can accomplish more without adding more people."

Members will benefit from the system, too.

"Now it takes six to eight weeks for new members to get their membership cards," said Janet Bozeman, membership director. "With the new



*Dennie Simpson  
Information Systems Manager*

computer system, we'll be able to cut that time in half."

Another important CMA benefit is the reference guides of managers, agents, public relations firms, artists and others. These will be updated more often.

The software — AMS/ Association Management System, from Smith, Abbott & Co. — is specifically designed for associations and for several years was endorsed by the

American Society of Association Executives for use by small to medium size associations. About 250 associations in the U.S. use Smith Abbott's computer software.

The hardware from Digital Equipment Corporation, leader in multiuser systems, is anchored by DEC's latest MICROVAX II processor.

The new system, including software, cost about \$80,000. Dennie Simpson, information systems manager, said the investment is more than offset by other savings such as slashing outside typesetting costs for CLOSE UP and fees for an outside computer service.

The system will replace a time share computer service and centralized word processing and also handle accounting, electronic Rolodex and internal electronic mail, event registration and word processing.

As CMA grows, the system can be expanded.

"In the future, Dennie will be developing programs in-house so we'll be able to do things with the data base we're not even thinking about now," Benson said. **CJ**



*CMA membership department staffers learned the "ins" and "outs" of computer communication. Pictured (l to r) are Pam Frazier, assistant; Janet Bozeman, director; and Enrico Amato, assistant.*

# Lost Highway Tour A Hit At UCLA



## Close Up

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**A**lmost 1,000 people attended a concert recently during CMA's Lost Highway Tour at UCLA. The Desert Rose Band, Foster and Lloyd and Highway 101 performed to enthusiastic crowds.

"It's exciting to see CMA looking to broaden the acceptance of Country Music not only with American college students but with the world in general," said Chris Hillman of the Desert Rose Band.

"There's an untapped market out there waiting to hear good music and this innovative approach will see a whole new resurgence in popularity for Country Music in the next decade."

The purpose of the ongoing concert/workshop series is to expose college audiences to a new genre of Country artists and to educate interested students about the music business.

Highway 101, Foster and Lloyd and The Desert Rose Band were selected

by the UCLA concert committee because of their unique approach to Country Music.

"I must admit, the idea of doing a Country Music program was first met with skepticism from the committee," said John Henson of the UCLA Center for Performing Arts.

"The Lost Highway Tour has converted quite a few students at UCLA and now I think the Student Committee for the Arts would enjoy presenting more Country Music."

*The Daily Bruin*, the UCLA newspaper, also praised the free CMA-sponsored event. The article began with, "If you don't like Country Music, read this article."

The writer went on to say, "To me, and to many other Southern Californians, Country Music conjures up images of noisy, smoke-filled bars chock full 'o' overweight, beer-swillin', 10-gallon-hat-wearin' white dudes spittin' chaw at each other. . . . Apparently my view of Country Music is outdated."



Backstage at the UCLA Lost Highway concert are, front row (l to r): R. C. Bradley, Dwight Yoakam's manager; second row: Chris Hillman, The Desert Rose Band; Dick Howard, William Morris Agency/Los Angeles; Alan Hopper and Chuck Morris, both of Chuck Morris Entertainment; third row: Jack Daniels, Highway 101; Steve Dahl, Monterey Artists; Cactus Moser, Highway 101; Dick Gary, The Gary Group; and Gayle Holcomb, William Morris Agency/Nashville; top row: Ray Shelide and Paul Moore, both of William Morris Agency/Nashville; and Ted Simmons and Dave Douds, both of William Morris Agency/Los Angeles. Others in attendance included Ray Carpenter, Nitty Gritty Dirt Band; Bruce Hinton, MCA Records/Nashville; Rick Shipp and Richard Rosenberg of Triad Artists; and Larry Fitzgerald and Mark Hartley, managers of Foster and Lloyd.

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# CMA Debuts Landmark Series Of Ad Agency Presentations

**T**he Country Music Association debuted a landmark series of presentations to advertising agencies and sponsors early this spring in New York, Chicago and Detroit. This project marks the first time any music organization has undertaken a direct initiative to focus advertiser attention on a dramatically broadening market for Country Music.



Bob Lobdell, of Cold Spring Harbor Group, explains the typical Country Music listener to executives at Katz Communication in New York. Pictured (l to r) are Joyce Malament, Lobdell, Joy Murphy and Stacy Bergmann.

The purpose of the presentations is to heighten awareness and emphasize the current scope and quality of the Country Music audience to ad agency decision makers, including media directors and senior planners as well as the account groups for clients who have shown a reluctance toward using Country media.

Bob Lobdell, director of the New York developmental services firm The Cold Spring Harbor Group has been retained by CMA to lead the series of presentations. Lobdell brings much experience in presentation activity at both the agency and client level. As past president of the Radio Network Association, Lobdell was responsible for sales development, promotion and publicity for the national radio networks. Lobdell has been a guest lecturer at such prestigious institutions as St. John's University, New York University and Farleigh Dickenson University.

Included in Lobdell's 30-minute presentation is information derived from the 1988 CMA-commissioned Arbitron study, "The Country Music Listener . . . A New Profile", which was released late last year.

CMA's new 10-minute sales and promotional video, entitled "Go For The Heart", is also being shown. The video illustrates the growing diversity and breadth of the Country Music audience across every lifestyle and clearly evidences that Country Music, more than ever before, attracts a vast audience, a quality audience and a loyal audience.

In addition to the video, key national product usage profiles and marketing data on today's Country Music audience are presented using a computer generated video show system. A printed leave-behind sales piece is also used in conjunction with the program.

During the presentations, Lobdell uses the theory of Volumetrics, which in essence concludes that while Country listeners may index low in certain product categories, the vast number of people who listen to the format largely outweighs high index groups who listen to other genres of music. According to Lobdell, there are two considerations to the analysis of audience: 1) How well does the music key in on the people the advertisers have targeted and 2) How many people are actually involved.

"You might find that a high proportion of people who listen to a particular type of programming may also buy the product," Lobdell said, adding, "If that's the case then the station would have a high index of users. But, that index may relate to a comparatively small index of people.

"For instance, another format may index high in most product categories, but have few listeners. What we are talking about is Country Music's ability to reach an awful lot of people, a great many of whom are in the market for particular products."

Lobdell customizes his presentations, depending on whether he's talking to a group of agency executives, a client group or a team of representatives. In the case of an agency presentation, Lobdell will tailor his program to show Country listenership in particular product categories. "For example," Lobdell explained, "at one agency we talked about an international airline, personal computers and financial instruments (cds and bank accounts) . . . we talked about their language.

"We talked about customers and potential customers they focus their attention on as opposed to going in and making a very general presentation about the size and quality of the Country Music audience."

When calling on representatives, Lobdell tries to magnify the efforts of CMA by familiarizing the reps with the material he's using and then asking for recommendations of accounts, clients and agencies on whom he should call. "Also, we are enlisting their support, reinforcing the points that are contained within our presentation so that when they go on calls they echo the same line we are using in the presentation."

Rep firms involved in assisting CMA with this undertaking include Interep, Eastman Radio, Cristal Radio, Banner Radio as well as Group W Satellite Communications.

Lobdell said that he is pleased with the initial response to the presentations; however, "It is very hard to gauge the actual success of the effort in terms of changing people's minds.

"It's not the direct sales situation where you go in and state your case and the buyer tells you 'here's the order' or 'no, I'm not going to use it'. We're a step back from that because we are talking to planners more often than we are speaking to buyers.

"Planners are very powerful people because they have the ability to write specifications and give directions to the buyer that may influence how he places a campaign. But we can't ourselves get a piece of business."

Lobdell continued, "What we're looking for is to have them recognize at the very least that the buyer should be given freedom to react as the situation in a particular market suggests by measuring the performance of those

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## Shenandoah



*Shenandoah members are (l to r) Mike McGuire, Ralph Ezell, Marty Raybon, Jim Seales and Stan Thorn.*

**A**t this year's TNN "Viewers' Choice Awards Show", the Country group Shenandoah accepted the Favorite Newcomer Award amidst a glamorous, celebrity-studded crowd in Nashville.

The next morning, though, they were back on the road keeping up with a concert tour schedule that is more grinding than glamorous. "We've all got red eyes from watchin' the road so much," says Shenandoah bass player Ralph Ezell. In 1988, the group logged 190 days on the road; this year they expect to spend 280 days away from home.

Shenandoah has fans lined up to hear them because of "the wholesomeness of our music," says lead singer Marty Raybon. "Our music is true, heartfelt. That's the biggest value of music — either you make people laugh or cry."

"If you don't do either, you ain't got much of a song," adds drummer Mike McGuire.

The five members of Shenandoah — Ralph Ezell, Mike McGuire, Marty Raybon, Jim Seales and Stan Thorn — have been together for four years. In their early days, they were known as the "MGM Band" — the house band for the

MGM Club in their hometown of Muscle Shoals, Alabama. They were discovered there by producer/songwriter Robert Byrne and were asked to do some demos at Muscle Shoals' Fame Studio with producer Rick Hall. Not long after, CBS/Columbia signed the group to record their first album — SHENANDOAH.

"We all have diverse backgrounds, but when we play together, it just meshes into one piece," says Ralph, a former session player who did a stint as a rock musician before digging back into his Country roots. "I got a little old for blue hair," he says with a laugh.

Like Ralph, Mike came to Muscle Shoals to pursue a music career. (Before that, he had been a football team manager under the reknowned Coach "Bear" Bryant at the University of Alabama.) "I hung out at the studios where people like Jerry Reed and Larry Gatlin were recording. And I wanted to learn as much as I could from the other songwriters there," Mike says.

Mike proved to be a quick study — his songs include T. Graham Brown's single, "She Couldn't Love Me Anymore". He also plans to write more songs for Shenandoah.

"We like graphic songs that tell about John Q. Public, songs that don't lose sight of our audience — slice-of-life tunes," says Marty. The Florida native started his singing career early. His debut was in a third grade talent show. "I won first prize — a Buck Owens guitar! I sang 'The Battle Of New Orleans' and I threw those 'hup-two-three-fours' in there loud and clear. I didn't miss a lick," Marty recalls.

Stan, who plays keyboards, got his music career going at a young age, too — before local Church of God congregations back home in Mississippi. "Everywhere we went, my family was always involved with church music," he says. Stann also credits his parents who are Country Music instrumentalists, for his musical training.

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“The first time we heard a demo of 'Mama Knows', it made us want to go call our parents.”

— Mike McGuire

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Guitarist and ex-session player Jim Seales was raised on traditional Country Music. Later on he explored other forms of music from jazz to fusion. "I came full circle about 10 years ago, back to my Country roots," Jim notes.

As a result of their diverse musical backgrounds, Shenandoah band members can hold their own in a recording studio. "We always play the basics on our records," says Marty. "Ninety percent of the music on our albums is us playing," adds Jim. "When we get outside musicians to help, it's because we think they can bring something extra, and usually they are guys that we've worked with for years."

As rising Country stars, Shenandoah members enjoy listening to other on-the-move Country artists such as Clint Black, Suzy Bogguss and Patty Loveless. "I think Country Music is on one of the biggest upswings," stresses Marty. "We see it with our fans — they range from young to old. I had a couple come up to me who said they had to tape our video for their little girl. They said it babysits for her — she dances in front of the tv to it, and that way they have time to get ready for work in the morning!"

"One woman came up to me and said she needed three autographs," Jim says. "She told me she needed one for her mom, one for her, and one for her little girl!"

The group doesn't want their fans to put them on a pedestal. "We're just plain 'ol guys and we want to stay that way," insists Mike.

Shenandoah's "down-to-earth" outlook reflects in the way they get along as a group. "We're democratic," says Ralph. "We all have a say in whatever we do, and the type of material we choose."

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“We like graphic songs that tell about John Q. Public, songs that don't lose sight of our audience — slice-of-life tunes.”

— Marty Raybon

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"We'll take a vote on something and if we're split down the middle, we may take a little while longer to think things over," says Marty. "And when we get somebody's song to listen to, by golly we do listen to it. We remember what it's like to be on the other end."

This summer, Shenandoah will do some concert dates with Willie Nelson and Ricky Van Shelton. Later this fall, it's back to the recording studio to begin work on their third album, scheduled for release in 1990. Also on tap is their first overseas concert tour.

But right now, they're enjoying the success of their second album, *THE ROAD NOT TAKEN*. Their third hit from the lp was the number one single, "The Church On Cumberland Road". This spring it was number one on the charts two weeks in a row. It was the first time that any self-contained Country group had a number one hit for two straight weeks since Alabama's "Feels So Right" in 1981.

Shenandoah's latest single is "Sunday In The South". They did the video version in Muscle Shoals with a cast of 200 locals serving as extras. "Our town has always supported us," says Marty. "This was our way of sharing our success," Mike adds.

Shenandoah likes songs that reflect their Southern upbringing and heritage — a strong sense of family and home. "The first time we heard a demo of 'Mama Knows', it made us want to go call our parents," Mike says.



A scene for Shenandoah's new video, "Sunday In The South", is filmed by director Larry Boothby of Scene Three. The scene was shot at the Colbert County Court House in Tusculumbia, Alabama.

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## CMA Staff Members Receive New Titles, Responsibilities



Peggy Whitaker



Teresa George

**T**wo key members of the CMA staff were recently promoted to new positions in the organization. Administrative Assistant Peggy Whitaker has been appointed assistant to the executive director, and Teresa George, editorial assistant for *CLOSE UP* magazine, has been named to the position of associate editor.


A native of Birmingham, Alabama, Whitaker was transferred to Nashville in 1970 by Metropolitan Life Insurance Company, where she worked as a regional administrator in its sales office.

Whitaker joined the CMA staff in September 1986 after working for 24 years for Metropolitan Life. She took the position of Jo Walker-Meador's secretary and was appointed administrative assistant at CMA in February 1986. As assistant to the executive director, Whitaker monitors the CMA Awards Show balloting including the Country Music Hall of Fame induction. She also coordinates arrangements for quarterly board meetings and the CMA International Show during Fan Fair.

"Peggy has been an asset to our staff both professionally and personally. I feel confident that she will continue to make new inroads at CMA," said CMA Executive Director Jo Walker-Meador.

Teresa George came to CMA after working in the 1988 presidential campaign as a deputy press secretary. A native Texan, she graduated from Sam Houston State University with a degree in journalism and is pursuing her masters degree in communications.

George has been a former newspaper reporter, an associate producer for a national cable tv news show and spent two years handling media relations for a cable network. Her vast media experience will undoubtedly aid her in her new responsibilities of coordinating the editorial content and supervising production of *CLOSE UP* magazine.

"Teresa has shown without fail her ability and willingness to further CMA's publicity efforts. She is indeed an asset to the public information staff," said Walker-Meador. 


## Arista Records Opens Nashville Branch

**A**rista Records President Clive Davis has opened an Arista Country Music division off 16th Avenue in Nashville.

"This is an exciting new step for Arista," said Davis, a former CBS Records executive. "We come with credentials. We don't come as strangers."

Producer/songwriter Tim DuBois will head the division. He wrote the number one hit, "Love In The First Degree", for Alabama and has most recently been involved with the development of Restless Heart. DuBois conceived the idea for the band and has been the group's personal manager and co-producer. He also holds a masters degree in accounting and has taught accounting at Vanderbilt University. He will continue to co-produce lps for Restless Heart.

The announcement was made at a press conference May 8 in Nashville. An industry-wide party for several hundred guests was held that evening. No artist signings have been announced.

Arista has had two successive years of \$100-million sales by hit pop artists including Whitney Houston, Aretha Franklin, Dionne Warwick, Carly Simon, Kenny G. and Hall & Oates. 



Bonnie Raitt recently performed at the Center Stage in Nashville, Tennessee. After her performance several artists joined her for encores. Pictured (l to r) are ASCAP's Dona Spangler-Mueller, Emmylou Harris, Raitt and Wynonna Judd (of The Judds).



## Board Changes Broadcast Personality Award Procedure



CMA board members attend a reception hosted by U.S. Consul General Jake M. Dyels, Jr. at the International Music and Media Conference Centre in Amsterdam, Holland. Gathered are (top row, l to r) Brian Ferriman, president of Savannah Music Group in Canada; Paul Conroy, U.S. division managing director, WEA Records; Jerry Crutchfield, executive vice president and general manager, Capitol Records/Nashville; Roel Kruize, senior director of A & R and marketing, EMI Music/Europe; Roger Sovine, vice president, BMI/Nashville. Front row are Terry Cline, president and CEO, Jim Halsey Co.; Ralph Peer II, president and CEO, Peer-Southern Organization; Connie Bradley, southern director, ASCAP; and Paul Corbin, director of programming, TNN.



Enjoying the reception at the U.S. Consulate in Amsterdam during CMA's May board meeting (l to r) are Jim Halsey of the Jim Halsey Co.; Alexander Chechetkin, deputy director general of Melodia, the Russian state record company; CMA President Connie Bradley; Merlin Littlefield, associate director, ASCAP/Nashville; and Leonid Sidelnikov, director; Muzyka Publishers in Moscow.

**T**he CMA Board of Directors, meeting in Amsterdam, The Netherlands, May 3 - 4, voted to open the Broadcast Personality of the Year Award to entries rather than nominations by the membership in the broadcast personality and radio categories, beginning with CMA's 1990 awards. Each entry will be judged during two rounds of voting, with the panel of judges being comprised of well-respected members of the broadcast community.

"It was felt by members of the Radio Committee that a lot of talented, deserving personalities were at a disadvantage in this award category. The differences in changing the criteria for judging will open up the category to everybody in Country radio instead of limiting it to a popularity contest," said Radio Committee Chairman Larry Daniels. He continued, "It is more of an opportunity to discover the new talent in Country Radio. The nice thing about the new procedure is that anyone can send in an entry and be judged on his work."

In other business, Marketing and Promotion Committee Chairman Dick McCullough reported that more than 40 agencies, clients and rep firms in New York, Chicago and Detroit have been visited during the past couple of months to educate them on the benefits of Country Music (See related story on page 5). McCullough also reported that a

formal editorial policy for CLOSE UP will be established and recommended to the board in July.

The board also heard from Donna Hilley, chairman of the Publicity Committee, that the breakfast held at ASCAP in April for both CMA member and nonmember publishers was a success. During the breakfast, the more than 40 attendees were briefed on what CMA is doing to benefit publishers. In addition, CMA's new sales video, "Go For The Heart", was shown followed by an update on the association's ongoing agency presentations.

Hilley announced that three more functions are being planned before the board meeting in July. A "thank you" luncheon will be held Wednesday, June 7 for artists who are performing on the various Fan Fair shows. Later in the month, a songwriter luncheon will be staged, followed by a breakfast for Nashville community leaders. During the latter, attendees will be informed about the status of Country Music and what CMA is doing to promote Country Music worldwide, which in turn affects Nashville's tourism industry.

International Committee Chairman Brian Ferriman reported that the Route '89 campaign to spotlight Country Music in Europe had been met with much success. Ferriman pointed out that media interest in the May campaign had increased tremendously from past years, with MUSIC

WEEK, TIME OUT and 20/20 running special supplements on the tour. The campaign was funded and organized by CMA as well as the U.K. offices of six major record companies — Capitol (EMI), CBS, MCA, PolyGram, RCA (BMG) and WEA — and featured Johnny Cash, Rosanne Cash, Rodney Crowell, Dean Dillon, Michael Johnson, k. d. lang, Lyle Lovett, Kathy Mattea, Reba McEntire, Paul Overstreet, Dan Seals, Darden Smith, Jo-El Sonnier, Randy Travis and Dwight Yoakam.

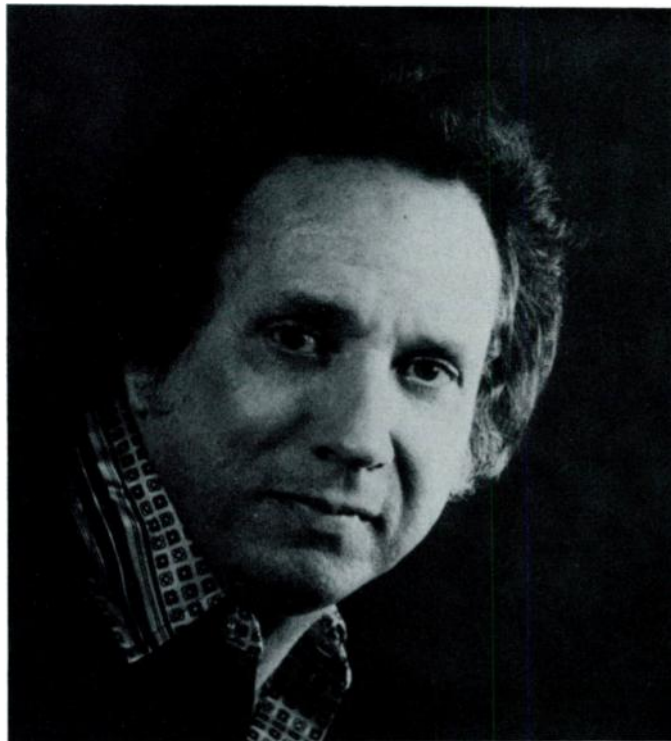
The board approved the Membership Committee's proposal for a member recruitment contest. Approved for membership were 23 radio stations and over a dozen other organizations.

The board meeting coincided with the Fourth Annual International Music & Media Conference (IM&MC) in Amsterdam April 30 - May 4. A highlight of the two days of meetings was a reception at the IM&MC Centre hosted by CMA in conjunction with U.S. Consul General Jake M. Dyels for all registrants of IM&MC. The CMA board presented Dyels with a certificate of appreciation for his support and assistance in the international development of Country Music during its Amsterdam meeting. Also during the reception, CMA board member Ralph Peer II of the Peer Music Group reported on the status of Country Music and CMA's international activities.

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# I WRITE THE SONGS

## Curly Putman



**T**he big hits for Curly Putman have been sad songs — death, regret, lost love and unfulfilled dreams.

It's not that he can't write uptempo tunes. But he admits, "I can get people to cry faster than I can make 'em laugh."

Many of his more than 800 songs are tinged with sadness — "He Stopped Loving Her Today", "Green, Green Grass Of Home", "My Elusive Dreams", "Blood Red And Going Down".

Another heart-tugger, "It's All Coming Back To Me Now" was planned as a Keith Whitley single. He co-wrote the song with Keith and Don Cook. "It's All Coming Back to Me Now" is a slow, bitter lament about an error of the heart too far gone to correct.

*The desperate look  
In her green eyes  
When she said goodbye  
In the rain  
It tears me to pieces  
To have to recall  
How I caused her all that pain.*

"I loved Keith like he was one of the family," Curly said the day after Keith died of an accidental alcohol overdose. "His death really hit me a lick. He was such a sweet guy."

Curly traces some of his own sadness in the songs to his childhood.

"Maybe it's from being brought up in the mountains. We didn't starve but we were poor."

Curly worked in the sawmill with his dad near Putman Mountain in northern Alabama. Later he joined the Navy. When he returned home, Curly met 17-year-old Bernice Wilson one day when she was skipping school. They married and had two boys.

But his dream to be a songwriter never wavered. In some ways, his hit, "My Elusive Dreams", parallels his own life.

*You followed me to Texas,  
You followed me to Utah,  
We didn't find it there so we moved on.  
Then you went with me to Alabam',  
Things looked good in Birmingham,  
We didn't find it there so we moved on.  
I know you're tired of following  
My elusive dreams and schemes  
For they're only fleeting things  
My elusive dreams.*

Curly moved around in Tennessee and Alabama selling Thom McAn shoes to feed his family. "The highest priced shoe was \$12.99"

Roger Miller finally helped 32-year-old Curly get a break in the music business by suggesting him to Buddy Killen at Tree International, a giant Nashville publishing company.

"Buddy saw something in my writing even though I was just learning."

He hired Curly for \$100 a week. In 1964, Curly went from selling shoes to selling songs.

One Sunday afternoon, Curly went to Tree's office on 16th Avenue. The place was deserted and he sat down and began to write.

*The old home town looks the same  
As I step down from the train  
And there to meet me is my Mama and Papa.*

"I almost cried as I wrote the words. I knew I had something when I wrote it, but I thought some people might think it was too down home."

Curly says a movie may have sparked his idea for "Green, Green Grass Of Home".

"I was watching 'The Asphalt Jungle'. In it, Sterling Hayden was trying to make enough money to get back home. He was finally able to get there but the law was after him. He died looking at this big white house."

The tune has been recorded more than 600 times in every major language, but Tom Jones made the song an international hit.

"Everybody wants to go home no matter who they are. It was something people could identify with. Plus it had an Alfred Hitchcock type ending."

## TBEM

**L**earning how to make money with Country Music is the focus of CMA's 17th Annual Talent Buyers Entertainment Marketplace at the Hyatt Regency in Nashville, October 6 - 8.

This year's TBEM, "Making Money with Country-Winning Ideas for the 90s", offers two dynamic panel sessions and a take-home handbook comprised of success stories to inspire TBEM attendees with new ideas that make money.

The National Association of Talent Directors is hosting the International Marketplace of Festivals Conference, scheduled in Nashville the same weekend. IMOF is expected to attract an estimated 200 - 300 festival and music industry representatives from about 30 countries. Because IMOF and TBEM coincide, schedules for the two seminars will complement each other.

For more information about TBEM, call CMA at (615) 244-2840. 

Curly says that having a blockbuster hit for his first release was a little intimidating.

"Anytime you write a big hit, then people say, 'Give me one of those.' I must have been in the groove of writing. My next hit after that was 'My Elusive Dreams'.

"I've had my best luck with story songs." In "Green, Green Grass Of Home" a man is taken back to his home in a casket. In "My Elusive Dreams" the couple loses a child. In "He Stopped Loving her Today" a man wastes away after his lover leaves and is devoted even in death.

"I've killed off a lot of people in my songs. To write this type of stuff, you have to be careful it's said right or it sounds morbid."

But after 25 years, Curly can turn a phrase that will wring a tear out of the coldest hearts. And he says even his sad songs have a positive side.

"People always say the grass is greener on the other side of the fence. 'Green, Green Grass Of Home' says just the opposite.


"If I had that song today, I'd probably have it a little rough trying to get it cut. The subject is heavy. Songs today are more positive, maybe in a lighter vein."

Curly made enough off the first hit to buy a huge home in Lebanon, Tennessee near Nashville. But quick success hasn't changed him. Those who know him well say he doesn't have much of an ego.

At 58, Curly still arrives at his spacious Tree office by 10 a.m. and either writes or plugs his songs to artists and producers. He's still partial to the good home cooking he was raised on and still goes hunting twice a year on Putman Mountain.

He's won shelves of awards including two CMA bullets and he's been inducted into the Nashville Songwriters Association International Hall of Fame and the Alabama Music Hall of Fame. But he'll also tell you he has a ballpark named in his honor in Princeton, Alabama, population 5,000.

Curly still finds joy in writing tunes of heartache and hope. He currently has cuts on lps by Ricky Van Shelton, Tammy Wynette, Moe Bandy and The Kendalls.

"If I can write another 'Green, Green Grass Of Home', I'll be all right. I figure I at least oughtta have two or three more of those in me somewhere." 

— Teresa George

*"It's All Coming Back To Me Now" by Curly Putman, Keith Whitley and Don Cook © 1986 Tree Publishing Co., Inc. Cross Keys Publishing Co., Inc. "My Elusive Dreams" by Curly Putman and Billy Sherrill © 1967 Tree Publishing Co., Inc. "Green, Green Grass Of Home" by Curly Putman © 1965 Tree Publishing Co., Inc. All rights reserved. Used by permission.*

## BACK-TO-BACK BREAKERS



### Suzy Bogguss

- ★ A native of Aledo, Illinois, Suzy majored in art at Illinois State University but says she learned more about guitar. She was so involved in her musical career that she missed her college graduation.
- ★ In 1986, Suzy caught the attention of Capitol Records executives who saw her performing at Dollywood, the theme park owned by Dolly Parton. Her latest lp, *SOMEWHERE BETWEEN*, contains two songs she co-wrote, "I'm At Home On The Range" and "Take It Like A Man".
- ★ Suzy has performed with Dan Seals, Asleep At The Wheel, and most recently on a USO tour with Ricky Skaggs. Some of her favorite artists are Ella Fitzgerald, James Taylor, Emmylou Harris and Paul Simon.
- ★ At the Academy of Country Music Awards in April, Suzy won Top New Female Vocalist.



## Carol Chase

**Y**ou've heard her many times, but don't realize it. Her voice has accompanied some of music's most noted artists — Englebert Humperdinck, Debbie Boone, Anne Murray, Tanya Tucker and Randy Travis. A backup vocalist behind such hits as "Somebody's Gonna Love You", "Ten Feet Away" and "Don't You Ever Get Tired Of Hurtin' Me", Carol Chase came to Nashville five years ago a virtual unknown. Today, her husky-voice has made her one of the most sought after background singers on Music Row.

Far from her native North Dakota, Carol never dreamed she'd end up in Nashville singing backup for some of Country's most celebrated artists. While she grew up listening to all kinds of music, Carol said, "My voice was a little more on the Country side than the pop." So, after several years in Reno, Nevada and California — where she pursued all kinds of interests, including singing lead on several national commercials and singing at Disneyland — she came to Music City, called some of the industry's happening people and as she puts it, "they gave me a chance to work with them."

Carol considers herself one of the fortunate talents in Nashville, attributing a lot of her success to her positive

personality. "There is a lot of psychology involved with being a backup singer," Carol said. "You have to be able to go over and over things until they are perfect. Different producers are notorious for being hard on background singers, so you know when you go in you have to psyche yourself out because you know he's going to be super picky."

Known for her expert ability on low to medium range parts, Carol spends most of her time in the studio rather than performing live. "There's a big difference between the two," she said, explaining that mike technique is a major contributing factor. "When you sing it live it's gone forever, but in the studio it has to be as perfect as you can get it."

Like most creative people, Carol considers her talent a gift. But, according to her, "it is something you have to learn. My sister — who I grew up singing with — says, 'Oh, I could be a backup singer. I can sing harmony.'

"It's not like that, though. Your voice has to blend and you have to be able to pick up all the nuances and curls in an artist's voice. And, you have to have a good ear. It's a craft that you constantly work at to perfect."

Unlike the old recording style, when it was common to have the artists, backup singers and musicians in the studio at one time, today's recording sessions are a lot more technical. "They want to separate everybody's sound so there's no leakage."

Which way does Carol prefer? "I think a live sound is more fun. The energy is really happening when everyone is in the studio at the same time.

"But, I do think the way they are making records now is much more feasible to have it all separate," Carol remarked, adding, "You can work on it all day to get that perfect sound."



Backup singer Carol Chase (center) at work with fellow artists in the recording studio.



*Strength In Numbers unites five acoustic musicians, each known for excellence on his instrument. The group has recorded THE TELLURIDE SESSIONS on the MCA Master Series label. Shown during a recent recording session (l to r) are Sam Bush (mandolin), Jerry Douglas (Dobro), Edgar Meyer (bass), Mark O'Connor (violin) and Bela Fleck (banjo).*

— Photo by Beth Gwinn

Since she rarely works directly with artists in the studio, Carol often introduces herself at industry functions to a lot of artists for whom she's sung backup. One night, thinking she'd surprise K. T. Oslin, Carol went up to K. T. and told her she'd sung backup on her recent lp, only to find out K. T. had decided to replace Carol's backups with her own.


While most would find that situation disappointing, Carol shrugged it off as "that's business", pointing out that she doesn't take things like that personally.

But, there are situations she finds frustrating. "Singers are afraid to leave because we always miss things," Carol said, explaining that she'd missed working on a project for Willie Nelson recently because she'd decided to go to Florida for a few days. In handling that situation she said, "You have to feel confident enough that they'll call you again. You just can't be chained to this town."

Like songwriters and musicians, backup singers often go unnoticed. But for Carol, just being in the business makes it all worthwhile. "I'm not envious or jealous," she said. "I just like singing with people and making them sound good."

Asked what she'd be doing if she weren't singing backup, Carol responded, "I never would have thought I'd be singing backup. I didn't know you could make money doing something this fun. . . . I didn't know how it worked. But, if I wasn't singing backup I'd probably be singing my own songs."

Carol's been writing songs for about 10 years and often performs them at various showcases around Nashville. In fact, Russell Smith's upcoming single, "Anger And Tears", is a Carol Chase composition. When she's not singing backup or writing, Carol can be found in the studio making demos of her own or others' songs.

Whether she's singing backup, writing or making demos doesn't matter to this happy-go-lucky lady. "The magic of the music business is just fun." 

— Kelley Gattis

## S I D E B A R

Ricky Skaggs recently finished production of Dolly Parton's new album **WHITE LIMOZEEN** at Eleven Eleven Sound Studio in Nashville. The album was engineered by Doug Johnson, Brad Jones and Rodney Good and features some of Nashville's best musicians. Among those featured are Barry Beckett, Steve Gibson, Mark Casstevens, Jerry Douglas, The Nashville String Machine, Albert Lee and Farrell Morris.

The Nashville String Machine and its conductor, Steve Dorff, worked with Lee Greenwood on his latest album, **IF ONLY FOR ONE NIGHT**. Greenwood and co-producer James Stroud wanted to give the project a live, in-person feel and emphasize Greenwood's strengths as a performing artist, so they used both The String Machine and Greenwood's stage band on the sessions.

Drummer Jerry Kroon recently worked with Ronnie Prophet at the House of David Recording Studio in Nashville. Other musicians working with Prophet included David Briggs on keyboards, Bob Wray on bass, Brent Rowan on electric guitar and Don Potter on acoustic guitar.

Hank Williams, Jr. and his band members have recently been in the studio recutting the tracks and vocals of "All My Rowdy Friends" for the new ABC "Monday Night Football" theme. Non-Stop Productions produced the spot, with Scott Hendricks, Chris Hammond and David Parker engineering.

Kenny Rogers' new lp, **SOMETHING INSIDE SO STRONG**, was recorded at Sixteenth Avenue Sound in Nashville. Engineered by Eric Prestidge, the album featured an all-star lineup of musicians including Mike Lawler, David Innis, Michael Innis, Michael Rhodes, Steve Gibson, Jim Horn, Mike Brignardello, David Hungate, Paul Leim, Mark Casstevens and John Jarvis.



*MCA/Nashville recording artist Lee Greenwood has wrapped up work on his new album, IF ONLY FOR ONE NIGHT. Musicians on the album included acoustic string players, The Nashville String Machine. Shown in the studio are String arranger and conductor Steve Dorff (standing, left), Lee Greenwood and The Nashville String Machine*

— Photo by Beth Gwinn



▲ MCA/Nashville recording artist Lionel Cartwright shot a video recently for "Give Me His Last Chance", the third single from his self-titled debut album. Shown here at the shoot are Lionel Cartwright (right) with director Stephen Buck of Acme Pictures.

— Photo by Beth Gwinn



▲ Scene Three crew members block a shot for Mercury/PolyGram artist Daniele Alexander's first video on her debut single, "She's There", which the singer/songwriter also wrote. Alexander is in the upper right corner, standing next to director John Lloyd Miller.

Freddy Fender's first music video, "Spanish Harlem", began airing in April on Country Music Television. The single is the first release off Fender's debut album on Critique/Atlantic records.

Universal Records recording artist Joni Harms has completed production of a video for her latest single, "Bluer Than His Eyes". Directed by Knox White, the video was filmed near Franklin, TN.

Lacy J. Dalton's video for her release "I'm A Survivor" has been completed by Studio Productions, Inc. of Nashville. The video was directed by Jim May and produced by Mary M. Matthews.

Larry Gatlin and The Gatlin Brothers' latest video, "I Might Be What You're Looking For", was released in April. Filmed at the Church Street Centre in Nashville, the video was directed by Jim May and features the Gatlins performing in an art gallery.

Foster and Lloyd's video for their single "Fat Lady Sings" features a mid-60's psychedelic romp complete with a hippie bus. Released in April, the video was directed by Steve Boyle and produced by Greg Crutcher for Dream Ranch Pictures Ltd.

Kenny Carr's new video for his single "Tell Me" was recently released. Produced by Video Productions Unlimited and directed by Neal James, the video was shot in and around Nashville.

Acme Pictures, the music video production company formed by recording star Rosanne Cash and video producer Joanne Gardner, has produced more than 20 music videos since it began operation a year ago. The company, which counts among its clients such Country greats as Randy Travis, Sawyer Brown and The Desert Rose Band, has begun work on its first tv music special, The Nitty Gritty Dirt Band's "Will The Circle Be Unbroken II".

Kenny Rogers' new \$600,000 video could possibly be the most expensive music video in history. The video is for Rogers' single "Planet Texas", which tells the story of alien cowboys who come to Earth and take a Texan for a ride through space. Filmed in Los Angeles and Arizona, the video premiered in May on the NBC television special "Something Inside So Strong".

Daniele Alexander has completed her first music video for her single "She's There".

Murray McLachlan's video for "Love With A Capital L", was released in April. Produced and directed by Scott Dobson, the video was shot on location in Ontario, Canada.

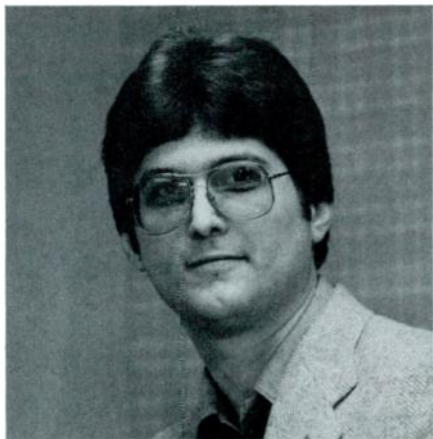
# BEHIND THE LENS



▲ RCA recording artist Jo-EI Sonnier discusses his latest video, "(Blue, Blue, Blue) Blue, Blue", with director Jim May. The video was shot at Nashville's new nightspot, the Ace of Clubs. Pictured (l to r) are band members Ron Eoff and John Jackson, Sonnier and May.



*Kissin'  
Country*



## KZSN

**K**ZSN in Wichita, Kansas switched to a full-time Country format on Valentine's Day 1986. Since then, the love affair between the station and its listeners has steadily grown.

The station quickly moved its way up in the ratings, and now after only three years KZSN has become the number one station for the 18-plus market and its 25 - 54 target demo, a spot held by another station for the past 20 years. Rick Edwards, program director for KZSN, is proud and amazed.

"We're really happy. I think our accomplishment in the ratings is incredible, considering our equipment was struck by lightning in the spring of 1988 and we had to deal with technical problems for months."

Edwards describes Wichita as a "happy, productive Midwest town" and says KZSN feels community involvement is very important. One of its most successful projects has been the "Charity Trail Ride" for the Lukemia Society of Kansas. The event

raised \$23,000 and gave participants a chance to get away from city life and explore the wilderness for a few days.

KZSN likes to show its appreciation to listeners by sponsoring contests such as the "Castle Giveaway" which offered an \$85,000 home as the prize. Edwards explains such contests are an important part of any station's existence and must be fun for the listener.

"I like promotions that use the elements of the radio station. Obviously any program director is going to like promotions that promote listening. The less hoops somebody has to jump through the more prone they are to get involved."


Because of the surge of new acts in Country Music, some radio personalities have complained stations are being saturated with too much material for their playlists. Edwards agrees to a certain extent, but believes the problem has a simple solution.

"With the big competitiveness in radio you have to make sure you're doing the right thing. The most important aspect of radio is playing the right songs, songs that people want to hear. If people like to hear it and it's real good, of course we're going to play it. Record companies like to pressure you into playing things because that's their business, but I haven't come across any record guys that have been grossly belligerent, because they understand the stations' position."

Besides competition among stations themselves, the popularity of videos presents the radio industry with a new challenge. Would people rather "see" a song than listen to it?

"Videos give you a vision of what the song is supposed to be. This can be good or bad, but I don't think radio is going to die because of them. People grow tired of watching a video long before they get tired of hearing a song on the radio."

Even though Edwards may be considered a fearless leader as the program director of KZSN, he is quick to downplay his role in the station's success.

"It's a pride thing with anybody. Some people may say, 'Well, he's calling the shots and I want to call them.' If the shots are right it doesn't matter who's calling them. Execute, get it done, do good." 

— *Jamanda Wilson*


## CMA Joins Forces To Strengthen Piracy Laws

**T**he Country Music Association, Recording Industry Association of America, Video Software Dealers Association and National Association of Recording Merchandisers have joined forces to promote legislation on the state level, upgrading criminal penalties for counterfeiting, piracy and bootlegging activities and updating existing piracy statutes in light of new technologies.

Lobbying efforts are currently underway in Tennessee, Texas, North and South Carolina, Florida, Maryland and Alabama to raise maximum sentences to five years in prison and increase fines up to \$250,000 in line with penalties adopted on the federal level.

These legislative efforts come in the wake of landmark legislation adopted last year by the California legislature, at the urging of RIAA and its member companies, upgrading criminal penalties for counterfeiting, piracy, and bootlegging activities. Virginia, Alabama and Maryland recently followed suit. Virginia's Governor Gerald Baliles signed stiffer penalties into law on March 3, 1989 and the chief executives of Maryland and Alabama are expected to sign legislation shortly.

In order to promote this legislation, CMA members may be asked to lend their support. Janie Frickie appeared in Austin, Texas in support of the Texas bill on April 20. Charley Pride, Alabama, Reba McEntire, Asleep At The Wheel, Lorrie Morgan, Keith Whitley, Buck Owens, Johnny Cash, Moe Bandy, George Strait and Helen Cornelius and others have been sending letters endorsing the legislation to help lawmakers in the states.

Steven J. D'Onofrio, director of Anti-Piracy Operations at RIAA, stated that "the new piracy statutes proposed should be a great assistance to prosecutors who could handle record piracy cases at the felony level and thereby deter pirates who now view misdemeanor fines and penalties as a mere cost of doing business. We intend to vigorously pursue increased penalties in all 50 states." 



# Doug Shane



**1410 AM KFM 102 FM**  
**Continuous Country**

In the late 60s, when Doug Shane went to Wichita State University, the word was out that "Radio Workshop" was one of the easiest classes on campus. So the architectural engineering student decided to give the radio class a try. After all, Shane needed some extra course credits in order to graduate.

Shane walked into radio class and — as he puts it — "got hooked". The following summer, he was working as a Country disc jockey in Boise, Idaho. Since then, Shane has been a dj in about every time slot at radio stations in Wichita, Kansas, San Antonio, Texas, St. Louis, Huntsville, Alabama and Las Vegas. Over the years, he's played Country or rock music, and sometimes a little bit of both.

In San Antonio, he started as a rock dj, then evolved to a mixture of light rock and Country. "We'd play a Merle Haggard, then beef it up to a John Denver, then we'd even play Gladys Knight. As a result of the mix, we saw a rise in the listeners, especially among younger ages," recalls Shane.

Although Shane has played his fair share of rock 'n' roll, his heart is in Country. In the mid-70s, he took a break from disc jockeying to create a Country automated format called "Super Country" for Century 21 Production in Dallas. In that job,

Shane also consulted radio stations changing to a Country format. One client was a Las Vegas station switching from rock to Country. Because Shane did his job so well, the station management asked him to join them full-time.

Today, as KFM's director of operations and morning personality, Shane is part of a radio success story. KFM AM/FM is number one in its market among adults 12 plus. And in the adults 35 - 64 category, it's number one with a 22.5 share; the station ranking second has a 13.9 share, according to Arbitron's Winter 1989 ratings.

How does Shane stay at the top of the heap in his time slot?

"I'm honest. That's it. When listeners punch me up in the morning, I'm bright. I talk to 'em — not at 'em. I don't yell at them. I just give them enough information to get the day going. I'm not a funny man — don't do jokes. But they know I'm there having fun. It's just me and my newsman — real people on the air," Shane says.

"You find the morning zoos, pirate radio in L.A., the 'nut huts', and you find everyone saying the key formula to a number one a.m. show is having all these bits and comedy hoopla and other stuff. I beat 'em all just being me. People tend to forget radio is a one-on-one, me-to-them format."

As a result, KFM is *the* station in Las Vegas for Country Music in a tight, competitive radio market. Arbitron ranks Las Vegas the 67th largest market in the nation, with one station per every 18,000 people.

But KFM doesn't take its success for granted. The station uses a mixture of research groups and man-on-the-street interviews to constantly assess its market and update programming to reflect listeners' needs.

KFM hasn't skipped a beat since it changed from rock to Country. Not many regrets, either. "The jocks who worked rock found that Country audiences are a lot nicer than rock audiences," Shane insists. "Rock listeners would call up and scream, 'Play Led Zeppelin'. Then, five minutes later they would call back and yell, 'Why DIDN'T you play Led Zeppelin?'"

Shane describes his average listener as "a 39-year-old female, maybe a

housewife, maybe an executive office worker. She probably drives an Audi instead of a Mercedes, but not a pickup truck. She wears a fur rather than having a gun rack.

"In my view, the Country Music station in 1989 and 1990 is going to be the radio station that baby boomers who grew up on rock 'n' roll are going to be listening to," Shane predicts. KFM is also attracting an even younger group of listeners. "When I go out to promotional events and talk with parents, I get little kids who want autographs, and they know the songs, too," he adds. "We're grooming a new generation of listeners."


At the same time, Shane believes it's not easy for people who grew up on rock 'n' roll to listen to "a traditional, dyed-in-the-wool Country radio station. The older Country we play is not the type that sounds old. When we play a classic like a Tennessee Ernie Ford, it is a song with a highly engineered sound."

Shane thinks it's important for radio stations to be involved with their communities, to keep in touch with listeners and foster civic spirit. "We do more promotions in a week than most stations do in a month." KFM plays an active role in promoting various charities.

For example, the station helped sponsor a signing party at a shopping mall for Donor Organ Recovery Service cards. "It's a card you sign that, if something happens to you, you'd donate a kidney. We did the big signing party since the cards have to be witnessed.

"We also took a group of under-privileged and elderly people to a car show before it opened to the public. We helped host a chili cook-off for the Nevada Association for the Handicapped. And we'll bring Country groups in to do benefit concerts for charities," Shane says.

When Shane isn't spending time at a weekend promo for the station, he and wife Terry tend to their Arabian showhorses and a recent addition to the stables — an American saddlebred national showhorse pinto stallion.

On the work front, Shane doesn't plan to change KFM's programming just now. "Sure, we'll always keep up with the trends, but I stick to the old policy — 'If it ain't broke, don't fix it.'" 

— Brynell Somerville

Approximately 5,000 people attended the first Fan Fair in 1972 — a four-day event which took place in April. In 1985, an unprecedented 19,500 Country fans attended the entertainment extravaganza, and registration for 1986's affair increased by more than 10 percent, bringing registration to a phenomenal 21,500 spectators. A record 23,000 people registered for Fan Fair '87 and '88.

The original intention of Fan Fair was to relieve some of the excessive congestion during the annual Country Music DJ convention in Nashville. Every October, in conjunction with the Grand Ole Opry's celebration, a convention for djs, artists and others involved in the Country Music industry, was held in Music City. Because of the large number of artists attending the convention, fans would also converge upon Nashville, hoping to catch a glimpse of their favorite stars.

CMA and the Grand Ole Opry decided that if a festival was created especially for the fans at a different time during the year, it would undoubtedly be well-attended and successful. Thus, Fan Fair was born.

Held April 12 - 15, 1972 at Nashville's Municipal Auditorium, the first Fan Fair hosted more than 100 artists performing during more than 20 hours of live entertainment. The record companies played perhaps the most significant role in the success of the first celebration. Eleven companies showcased their top talent. Featured during the hand-clapping, foot-stomping concerts were such artists as Roy Acuff, Loretta Lynn, Tom T. Hall, Freddie Hart, Nat Stuckey, Billy "Crash" Craddock, Ernest Tubb, Del Wood, Wilma Lee and Stoney Cooper and Pee Wee King, among others.

Broadcast veteran Grant Turner was named emcee of the first Bluegrass Concert, which featured Bill Monroe, James Monroe, the Goins Brothers, Jim and Jesse, The Country Gentlemen, Lester Flatt and Mac Wiseman. A special highlight of the festival was the First Annual Grand Master's Fiddling Contest.

Also included in the \$20 registration fee was admittance into the more than 100 exhibit booths where fans could indulge in picture taking and autograph sessions with their favorite

artists. The Odessa Chuck Wagon Gang of Odessa, Texas, served up twice their "Texas menu" of barbeque, beans, slaw, onions, pickles, bread and beverages, a tradition which has continued to this day.

The first Fan Fair had scarcely started before fans and artists began inquiring about the date for the next year. After some deliberation, Fan Fair 1973 was moved to June — a peak travel month.

The second annual International Country Music Fan Fair, held June 6 - 10, 1973 at the Municipal Auditorium, brought with it an increased commitment from the record labels and artists. Nearly 130 Country entertainers were on hand at the various showcases and some 200 booths were on exhibit for the enjoyment of the record 10,000 Country fans in attendance.

Fan Fair number three unofficially began on Monday, June 10, 1974 with the first-ever celebrity slow-pitch softball tournament. The festivities came to a fitting close on Sunday, June 16, with the Grand Master's Fiddling Contest at the Theatre by the Lake at Opryland. In addition to the 20 contestants who competed, fans witnessed a segment in the history of Country Music as Porter Wagoner and Dolly Parton performed as a duo for what would be the last time in more than a decade. The contest was also highlighted by an unexpected visit by former Beatle and Country Music fan, Paul McCartney.

With the exploding popularity of Country Music, Fan Fair continued to grow throughout the remainder of the 70s.

In 1977 the International Show was moved from the annual October celebration to Fan Fair. The change was made by the CMA Board of Directors to give fans greater exposure to Country Music abroad. Artists from Holland, Australia, Japan and neighboring Canada were spotlighted on the show.

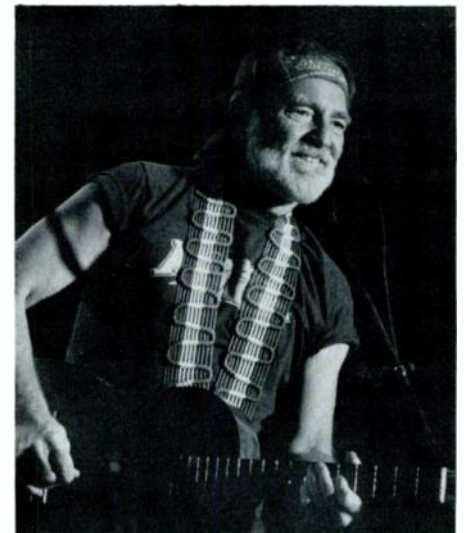
A record 15,000 Country Music fans preregistered for the 1981 International Country Music Fan Fair, causing for the first time in the event's 10-year history, registration to be closed a month before the festival's opening date.

In 1982, Fan Fair was moved to the Tennessee State Fairgrounds from the

Municipal Auditorium, which could accommodate only a small number of registrants in one building. At the fairgrounds are five buildings which can house more than 320 exhibits, a grandstand which can seat more than 18,000 people for live concerts, a luncheon pavilion, expanded parking facilities for RV parking and camping and a separate building which can house press covering Fan Fair.

Also in 1982, the All American Country Games competition replaced the celebrity slow-pitch softball tournament. The games benefited the Tennessee Special Olympics. Barbara Mandrell's team took top honors at the first All American Country Games, after competing against teams captained by Brenda Lee and Bill Anderson. In 1988, more than 40 celebrities-turned-athletes made up four teams to compete in the annual event. This year the games will be replaced by more record label shows.

As Fan Fair has grown in popularity, it has garnered national and international media coverage and attracted fans from all corners of the globe. Each year artists entertain their fan club members at breakfasts, picnics and sock hops throughout the week. Truly a unique event, Fan Fair is living proof of the special bond which exists between the Country Music artists and their fans. There's nothing else like it anywhere in the world. 



Willie Nelson celebrated his 56th birthday at the KNIX Country Jam '89 in Phoenix, Arizona, held April 29 - 30. About 150,000 Country Music fans attended the free two-day outdoor concert extravaganza sponsored by the Phoenix radio station.

## U.K. Country Album Chart

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	
		May 13, 1989
1	1	COPPERHEAD ROAD Steve Earle — MCA
2	2	FROM THE HEART Daniel O'Donnell — TelStar
3	7	DON'T FORGET TO REMEMBER Daniel O'Donnell — Ritz
4	11	LONE STAR STATE OF MIND Nanci Griffith — MCA
5	5	I NEED YOU Daniel O'Donnell — Ritz
6	8	ONE FAIR SUMMER EVENING Nanci Griffith — MCA
7	3	LYLE LOVETT AND HIS LARGE BAND Lyle Lovett — MCA
8	4	NEXT TO YOU Tammy Wynette — CBS
9	15	OLD 8 X 10 Randy Travis — WEA
10	6	BLUEBIRD Emmylou Harris — WEA
11	9	CLASSIC CASH Johnny Cash — PolyGram
12	RE-ENTRY	STORMS OF LIFE Randy Travis — WEA
13	12	ALWAYS AND FOREVER Randy Travis — WEA
14	RE-ENTRY	BEST LOVED FAVOURITES Boxcar Willie — BMG
15	RE-ENTRY	LUCINDA WILLIAMS Lucinda Williams — Rough Trade
16	NEW	DON'T CLOSE YOUR EYES Keith Whitley — BMG
17	10	RETROSPECTIVE 1979 - 1989 Rosanne Cash — CBS
18	NEW	DIAMONDS & DIRT Rodney Crowell — CBS
19	RE-ENTRY	SWEET DREAMS Patsy Cline — MCA
20	RE-ENTRY	PONTIAC Lyle Lovett — MCA

Country Music Association © 1989



Lee Greenwood has written a Canadian version of his award-winning patriotic song "God Bless The U.S.A." Greenwood has composed lyrics for "God Bless Canada" but uses the same melody and musical arrangement. He has been performing the new version during appearances in Canada and is negotiating with MCA Records' Canadian division to record the adaptation. President George Bush said he hopes the new tune spreads goodwill among the two countries.

Jerry Reed toured the South Pacific performing 24 shows in 30 days for more than 50,000 American service people in April. The tour kicked off in Hawaii. He also visited Japan, Korea and the Philippines. Coincidentally, Reed's latest movie, "BAT-21", is a true story based in Vietnam. "BAT-21", starring Gene Hackman and Danny Glover has just been released in video stores by Tri-Star Pictures.

In early May, Canadian Radio Networks Inc. launched "Star Country", Canada's only national Country Music radio programming format. "Star Country" premiered on 33 stations.

The All British Country Music Festival will be August 25 - 27 at the Pavilion Worthing in West Sussex. Some of the acts participating are Bandana Country, Good Ol' Timers, Echo Mountain Band, the Tom Travis Bluegrass Band, Memphis Roots, Spill the Beans, Pete Naden, Crawford Bell, Stu Page Band and others.

Emmylou Harris will headline the fifth annual Swiss Alps Country Music Festival set for June 17. Other performers include Vince Gill, Mary Chapin Carpenter, Bobby Lee Springfield and bluegrass act Berline, Crary and Hickman. The Scottish group Colorado will make its second festival appearance. Held in Grindelwald, Switzerland, the event attracts about 6,000 fans from all over Europe.



Entertainer Roy Clark and Manager Jim Halsey (far left) picked up a few health tips during Clark's concert tour of the Soviet Union. In town for a convention, these Soviet gentlemen, all over 100 years old, agreed to pass on their youthful secrets — vodka once a day, a fur hat 10 months out of the year and a closed mouth! The two-part "Roy Clark's Friendship Tour: USSR" aired on TNN in May.

## NEWSLINE

**Pleasure Island**, a new entertainment district at the **Walt Disney World Resort** in Florida, opened this spring. Among the nightspots is the **Neon Armadillo**, an upscale honky tonk decorated with a Southwest flavor.

Grant applications are now being accepted by the **National Academy of Recording Arts & Sciences (NARAS)** through September 1. Grants worth up to \$5,000 each will be given to provide research opportunities in the creative and technical fields of recording. Recipients selected by the NARAS National Education Committee will be announced January 1, 1990. Winners this past year included Louise Spizzen to assist with research on a biography of composer Roy Harris and the **Country Music Foundation** to assist in the release of Cajun works from the Victor/Bluebird labels between 1928 - 1941. Applications can be obtained from NARAS, Grant/Research Opportunity Program, 303 N. Glenoaks Blvd., Suite 140, Burbank, CA 91502-1178. Any questions about the grant program should be directed to Ron Bergan, NARAS national education coordinator, (213) 849-1313.

Country humorist **Jerry Clower** has been named honorary chairman of the new **Friends of Children's Hospital** at the University of Mississippi Medical Center. Clower will be featured in public service announcements to support the nonprofit group in building membership and raising funds for special programs.



*Kathy Baillie and Michael Bonagura (left) of Baillie and The Boys and George Strait take a break between shows. The duo has been on the road with Strait since the first of the year and will continue the tour through the end of 1989.*

**Jerry Clower** has logged over 2 million miles on **Delta Airlines** making him Delta's number one Advantage frequent flyer cardholder. He was featured in Delta's April issue of **SKY** magazine.

**Doug Kershaw** and Universal Records artist **Eddy Raven** are two Cajun singers participating in **Cajun Fest '89**, a South Louisiana style music and food extravaganza touring the country. Others on the bill are Grand Ole Opry star **Jimmy C. Newman**, **Rockin' Sidney**, known for his smash hit "My Toot Toot" and **Queen Ida**, a four-time Grammy nominee. The concert/food fest gives ticket holders an opportunity to experience Cajun culture including sampling Cajun cooking. **Entertainment Artists Inc.**, **Sound Seventy Inc.** and **Randol's Restaurant And Cajun Dance Hall** in Lafayette, LA made the announcement in Nashville in April. Potato chip giant **Frito Lay** has become the first corporate sponsor to sign on for the event.

Country Music executives and Nashville community leaders recently recognized **Jean Stromatt's** 25 years of service to the music industry. For more than two decades she has served as executive assistant for the **Kitty Wells/Johnny Wright/Bobby Wright Family Show** and has volunteered hundreds of hours of service to various Country Music events.

**Randy Travis** recently finished a photo session for **American Express** card print ads.

The **Franklin Mint** has issued a **Loretta Lynn** doll that has auburn hair, a beaded suede outfit and holds a rhinestone microphone. The handcrafted porcelain doll sells for \$195.

The group **Alabama** will perform at the **WE Fest** in Detroit Lakes, MN. Others appearing at the festival August 4 - 6 are **Tanya Tucker**, **Asleep At The Wheel**, **Ronnie Milsap**, **Restless Heart**, the **Desert Rose Band** and **John Anderson**.

**BMG Music** has acquired the old **MTM** and **Multimedia** publishing companies for at least \$1 million. **BMG (Bertelsman Music Group)** is the entertainment division of Bertelsman AG, an international conglomerate with annual revenues of more than \$6 billion. **BMG** purchased **RCA Records** in 1986.

**Ricky Van Shelton** will be the special guest for this year's **Statler Brothers Fourth of July Celebration** in their hometown of Staunton, VA.

This month, many Country Music artists will band together to do a recording and video to benefit **The Farm Project**, a nonprofit organization designed to assist the American farmer. The video for **Bill Withers's** single, "Lean On Me", will be filmed on location at Nashville's **Scene Three** facilities. All royalties from record sales, video and air play will go to **The Farm Project**.



*Following a sold-out performance at The Station Inn in Nashville, singer/songwriter Guy Clark (third from left) visits backstage with (l to r) Keith Case and Denise Stiff of Keith Case & Associates and SBK Songs' Buddy Mondlock, who opened the show.*

— Photo by Beth Gwinn

The Tenth Annual Music City Golf Classic was held in May at the Hermitage Golf Course. The tournament benefited the Twitty, Milsap, Sterban Foundation scholarship fund set up by Country artists Conway Twitty, Ronnie Milsap and Richard Sterban of the Oak Ridge Boys. The non-profit foundation has a special program to provide financial aid to gifted, visually impaired students wanting to attend college.

Jerry Reed recently finished filming commercials for the Timesavers food market chain based in New Orleans, LA. The commercials depict Reed running from the sheriff as he did in the film, "Smokey And The Bandit", and feature his song, "East-bound And Down".

The Judds are gearing up for a year-long advertising campaign for Target Stores and Kraft Barbeque Sauce. The mother and daughter team will appear in commercials for both of those companies. In the Target ads, they'll be singing a special rendition of the 60's classic "Shop Around".

Grand Ole Opry funnyman Jerry Clower will make a cameo appearance in the Mississippi Opera Association's production of "Fledermaus" on February 3, 1990 at the Jackson Municipal Auditorium.

AMUSEMENT BUSINESS and BILLBOARD will present "Winning At Sponsorship", a conference on sponsorship and event marketing, September 24 - 26, 1989 at Hotel Inter-Continental in New Orleans, LA. Registration brochures are available from BILLBOARD by calling (615) 321-4254.

Songwriter Mayf Nutter has recorded the song "The Ballad Of Valdez" in response to the Alaskan oil spill and has pledged his royalties from the song to help restore the wildlife population and habitat in the region.

Allagash Records recently released the new single, "Somebody Killed A Policemen Today", by Country singer Dick Curless. Curless vowed to donate part of the record's profits to the construction of a \$4 million memorial honoring the nation's slain police officers.

Sherry Sanders, Mack Sanders and Proud Country, Inc. have changed their addresses and can now be reached at P.O. Box 121915, Nashville, TN 37212.


McGhan Radio Productions has a new address — 1920 Hillcrest Road, Los Angeles, CA 90068. The company's phone number (213) 850-7417 and fax number (213) 876-5477 remain the same.

## Hosts Named For MUSIC CITY NEWS Awards

Barbara, Louise and Irlene Mandrell will host the 23rd annual "MUSIC CITY NEWS Country Awards Show" to be televised live from the Grand Ole Opry House on June 5 at 8:00 p.m. CDT.

Artists confirmed to appear on the show include Ricky Van Shelton, Randy Travis, the Statler Brothers, Johnny Cash, Gene Watson, Ray Stevens and Kathy Mattea.

Nominees, finalists and winners are determined by a series of three balloting by MUSIC CITY NEWS readers.

About 70 markets have committed to airing the syndicated show which is produced by Multimedia Entertainment in association with MUSIC CITY NEWS. 

## SIGNINGS

Stoker Bros. to Comstock Records . . . Jon and Jim Hager to Abrams, Rubaloff and Lawrence . . . The Kitty Wells/Johnny Wright/Bobby Wright Family Show to the Joe Taylor Agency . . . The Kendalls to Buddy Lee Attractions . . . Johnny Russell to Charles Dorris & Associates, Inc. . . . Holly Dunn to Buddy Lee Attractions . . . Ronnie Rogers to Maypop Music Group . . . Joe Barnhill to The Beacham Agency . . . David Heavener to Playback Records . . . Bobby Mackey to Gene Hughes . . . Jed Seneca to New Clarion Music Group . . . Maripat Davis to Oak Records.



BMI hosted a reception to honor songwriters Tony and Troy Martin on their first number one single, "Baby's Gotten Good At Goodbye", sung by George Strait. Shown at BMI's Nashville office (l to r) are BMI's Harry Warner; Glenn Martin; Roger Sovine, BMI vice president/ Nashville; Tony Martin; Troy Martin and Hank Cochran.

— Photo by Alan L. Mayor

## MEDIA

The latest issue of THE JOURNAL OF COUNTRY MUSIC is now available through the The Country Music Foundation. The issue focuses on record producers in Country Music from the past and present, and features photographs from famed Nashville photographer Peter Nash. The JOURNAL, published quarterly, is available on a subscription basis through the Country Music Foundation, 4 Music Square East, Nashville, TN 37203.

Television personalities Lorianne Crook and Charlie Chase can be seen in a new daily series, "Weekday". Crook and Chase will serve as alternating hosts on the series, which is designed to inform as well as entertain with a variety of interesting guests and topics. "Weekday" will replace "Crook and Chase", which is now a TNN cable exclusive program.

CBS Records/Nashville is debuting **AMERICAN ORIGINALS** this month, an on-going series of recordings which were among the biggest sellers of their time and laid the groundwork for contemporary Country Music. The series will offer fans an expansive view of the historic roots of **Country Music**, with six more album packages set for release in early fall.

**Reba McEntire** appeared on a special Mother's Day segment of "CBS Morning News" May 12 following her return from Europe. During May she was also on CNN's "Sonya Live" program, the "Arsenio Hall" show and the Disney channel's "Mickey Mouse Club".

**AMUSEMENT BUSINESS** has published the 1989 edition of the *Entertainment Facility Buyers Guide*, a sourcebook for facility supplies, equipment, products and services in the mass entertainment industry. Copies may be obtained through **AMUSEMENT BUSINESS** for \$18.50 each and orders must be prepaid and sent to: Single Copy Department, Box 24970, Nashville, TN 37202;(615) 321-4251.

**Playback Records** will be releasing the upcoming soundtrack album for the **Bobby Helms** autobiographical film "My Special Angel". Two singles will be released from the soundtrack lp, with several accompanying music videos. "My Special Angel" will feature such legendary Helms' tunes as "Jingle Bell Rock" and "Fraulien".

**Hoyt Axton** can be seen on the big screen once again — this time as a sheriff in the movie "Disorganized Crime". **Lou Diamond Phillips**, **Fred Gwynne** and **Corbin Bernsen** also star in the film. Axton is currently in Canada filming "We're No Angels" with **Robert DeNiro**.

The 29th edition of *Radio Facts for Advertisers 1989 - 90* has been published by the **Radio Advertising Bureau**. The 48-page pocket guide includes new data and innovative graphic techniques to support the industry's sales and marketing efforts.

"Solid Gold Country", the only network Country Music oldies radio program, marked its 1,000th daily broadcast May 5th.

Traditional Country artist **Randy Franks** continues his role on the NBC drama "In The Heat Of The Night" as Officer Randy on the Sparta Police force, completing his 22nd episode of the series.

TNN will introduce a series with singer **Dinah Shore** called "Conversation with Dinah". The interview talk show is scheduled for a fall debut.

**Lyle Lovett** will mix his own brand of Country, jazz and a hint of humor in a special TNN presentation premiering in June. The 60-minute concert special will be telecast June 5 at 9:30 p.m., and will include 13 songs from Lovett's three album releases.

**94 Country KMPS** has been named the **Official Exclusive Radio Station of the 1989 McDonald's Seafair Parade**, which will be held August 4, 1989 in Seattle.

TNN viewers will get to share in the excitement of **Alabama's June Jam** when "Grand Ole Opry Live Backstage" presents live features and highlights from the concert, June 10. June Jam will feature many of Country's hottest performers, including **Ricky Van Shelton** and **The Forester Sisters**.

**Ronnie Milsap** rocks, rolls and remembers the entertainers who influenced him as a youngster during a TNN concert special, "Ronnie Milsap In Concert", that will be telecast on June 3 at 9 p.m.

**WPBK** radio in Whitehall, MI, has started a new program Sundays from 2 - 4 p.m. with dj **Dana Houseman** that will debut independent records and artists.

Former Louisiana governor **Jimmie Davis** was featured in the March/April edition of **LOUISIANA LIFE** magazine. Davis, perhaps best known for writing "You Are My Sunshine", is a Country Music Hall of Fame member. He has appeared in several films and served two terms as governor of Louisiana.

Country Music fans across the U.S and Canada will be able to reach their favorite stars by phone during a live, 60-minute call-in special to be telecast Saturday, June 24 at 1 p.m. ET on TNN. "Reach-A-Star" will be hosted by **Bill Anderson** and will include interviews with Country entertainers.

**KWTO-AM**, one of Missouri's oldest radio stations, is celebrating 56 years of broadcasting this year.

Country singer **Bob Stewart** recently played an FBI agent in the Academy Award-nominated drama, "Mississippi Burning".



## ON THE MOVE

**Pat Huber** was named executive director of the **Nashville Songwriters Association International (NSAI)** in early May. She holds a master of music degree and has been a writer for **Tree Publishing**. Most recently she worked for **United Cerebral Palsy**. The board of directors created the new position of director emeritus for **Maggie Cavender**, longtime head of NSAI.

**Neil Pond**, formerly of **MUSIC CITY NEWS**, has been appointed a senior writer for **COUNTRY AMERICA**. He will be covering music personalities and events.

**MCA Records** has appointed **Jim Kemp** director of creative services for the label. Kemp comes to MCA after working as an independent album repackaging consultant.

**Rich Schwan**, director of national promotion for **CBS Records**, has announced his resignation. He has formed a company specializing in catering services and full-events management. Joining CBS will be **Don Kamerer** as regional Country marketing manager on the West Coast. Kamerer was formerly national director of sales and marketing for **MTM Music Group**.



*HighTone recording artist Jimmie Dale Gilmore celebrated the release of his first album, FAIR AND SQUARE, with a costume donation to the archives of the Country Music Hall of Fame recently. Pictured (l to r) are Larry Sloven, managing partner, HighTone Records; Gilmore; Bill Ivey, director, Country Music Hall of Fame; and Mike Crowley, Mike Crowley Management.*

Photo by Tim Campbell

**Buddy Lee Attractions, Inc.** has named agent **Paul Lohr** vice president. Lohr joined the agency in 1984.

**George Barber**, manager of station relations for **Mutual Broadcasting System, NBC Radio Networks** and **Talknet**, has been promoted to vice president of station relations for those companies. Also promoted was **Katie Garber** to director of public relations for the **Westwood One Companies**.

**Star Song Records** has appointed **Stan Moser** as chief executive officer and **Jeff Moseley** joins the company as overall vice president. Moseley most recently was president of **Reunion Records**.

**Tom Fenno**, national sales manager for **KLAC/KZLA** in **Los Angeles**, has been named sales manager for the **Malrite Country** combo.

Former **Westwood One, Inc.** public relations director, **Cathy Lehrfield**, is moving to **Group W Satellite Communications** as director of public relations. She will be responsible for public relations activities for **TNN** and the new satellite-delivered radio program service **TNNR**.

**Lorianne "Stubbs" Galbreath**, former morning show producer for **94 Country KMPS** in **Seattle, WA** has been promoted to the overnight shift at that station.

**Randy Schwoerer** has been promoted to executive vice president of the **Good Music Agency Inc.** in **Minneapolis, MN**. He joined the firm as an agent in 1982.

The **Radio Advertising Bureau** named **Ronni Brand** as Western regional director. She comes to **RAB** after working with **Noble Broadcasting, Malrite** and several independent stations in **California**.

The anchor line-up at the **NBC Radio Network** now includes three new people. **Ken Herrera, Barbara Porter** and **Mike Anthony** join the anchor staff at the **Westwood One** company.

**SunGroup, Inc.** has announced that **Arthur W. Sanders** has joined **KYKX-FM** in **Longview, TX** as program director and will also serve as **SunGroup's** Country programming specialist.

**Larry Anderson** has been appointed vice president and general manager of **WWVA-AM** and **WOVK-FM** serving the **Wheeling, WV** area.

**WLTO-FM 104** in **Harbor Springs, MI** has promoted program director **Brad Fuhr** to station manager.

**Mark Carman** has left the company he founded, **Mark Carman Music Ltd.**, to accept the position as director of Nashville operations for **CASHBOX** magazine.

The **Von Braun Civic Center** in **Huntsville, AL** has announced the appointment of **Ron Evans** as assistant director.



*RCA recording artist **Clint Black** is joined backstage at the **Grand Ole Opry** with **Buck Owens** (l) and **Dwight Yoakam** (r). **Black's** debut single, "**A Better Man**", has been climbing the **Country** charts.*

— Photo by **Beth Gwinn**



## AWARDS

The **Nashville Network** presented its "**Viewers' Choice Awards**" during a recent televised special. Award winners included: *Favorite Entertainer* — **Randy Travis**; *Favorite Female Vocalist* — **Reba McEntire**; *Favorite Male Vocalist* — **Ricky Van Shelton**; *Favorite Group* — **The Oak Ridge Boys**; *Favorite Newcomer* — **Shenandoah**; *Favorite Album* — **OLD 8 X 10, Randy Travis**; *Favorite Song and Favorite Video* — "**I'll Leave This World Loving You**", **Ricky Van Shelton**.

**Kathy Mattea** was presented with a special alumni award honoring her as one of **West Virginia University's** 10 most distinguished alumni.

**Donna Meade** will be inducted into the **Virginia Country Music Hall of Fame** this month.

The **Lewis Family** was recently named **Entertaining Bluegrass Band of the Year** at the 15th annual **Bluegrass Music Awards National Convention**, held in **Nashville**. Members of the **Lewis Family** also garnered honors in a number of individual categories at the ceremony, which was sponsored by **The Society For The Preservation Of Bluegrass Music In America**.

The **National Association of Broadcasters** announced that **New England's WOKQ-FM** station is a winner in the 1988 **Best of the Best** promotion contest. The **WOKQ Million Pennies for Easter Seals** promotion won in the community service category for medium market stations. **WOKQ-FM** is one of nine radio stations across the United States to receive this award. **WOKQ-FM** has also won five **Tom Phillips Awards** this year from the **United Press International/New England Broadcasters Association**. These awards were in recognition of the station's news coverage. And in a poll conducted by **SEACOAST LIFE** magazine, **WOKQ-FM** topped a field of more than 25 contenders in the best overall radio station category.

**RIAA CERTIFICATIONS**  
**Country LPS**  
**APRIL**  
**GOLD**  
**SOUTHERN STAR . . . Alabama . . . RCA**  
**GREATEST HITS III . . . Hank Williams, Jr. . . Warner Bros.**  
**BEYOND THE BLUE NEON . . . George Strait . . . MCA**



Capitol recording artist Garth Brooks recently celebrated the release of his self-titled debut lp with a party in Nashville. Shown at the party (l to r) are Bill Burks, vice president of artist and product development, Capitol/Los Angeles; Lou Mann, vice president of sales, Capitol Records; Brooks; Ron McCarrell, Capitol's vice president of marketing; George Collier, director of West Coast operations for Nashville and Russ Bach, president of CEMA Distribution.

— Photo by Beth Gwinn

The Atlanta Professional Chapter of the Society of Professional Journalists has named WWVA-AM radio, Wheeling, WV, the winner of its **Business Reporting Award for Radio**. The winning entry was a documentary series called "You and Me Against the World — Labor-Management Relations in the 80s". WWVA was also honored by the Ohio Associated Press for having the **Outstanding News Operation** in large market radio for the third straight year. It was one of five first-place awards WWVA received at the Ohio A.P. Broadcasters' recent convention near Cincinnati.

**Pam Lewis** has been selected to appear in the second edition of *2,000 Notable American Women* in recognition of past achievements and outstanding service. Since 1987, Ms. Lewis has operated her own public relations/marketing firm, **Pam Lewis & Associates**. The Nashville company handles both entertainment and music clients.

"Country Music Hoedown" recently received the **San Antonio Cable TV Cammy Award for Outstanding Achievement of a Series Featuring Music and/or Variety Entertainment**. Host/producer **Delbert (Dell) Richerson** of **Delrich Productions** accepted the award. The weekly one-hour show features local artists, mixed with nationally-distributed videos.



Nashville radio station **WSIX FM/AM** recently hosted an open house to celebrate the station's second anniversary at its Music Row home. Shown at the party (l to r) are 'SIX morning man **Gerry House**, songwriter/singer **Roger Miller** and **Tree International** President **Buddy Killen**.

— Photo by Beth Gwinn

## Ricky Van Shelton Named Top CMA Recruiter



**E**ach month **CLOSE UP** recognizes the CMA member who has recruited the most new members. This issue, CMA spotlights CBS artist **Ricky Van Shelton**. Others who have recruited members are **Sammie Ammons**, **Merle Kilgore**, **Richard Stultz**, **Bob Heatherly**, **Bill Mimbs**, **Chuck Bivens**, **Cheryl K. Warner**, **Jim Foglesong**, **Kim Markovchick**, **Kris Morrow**, **Jim Ed Norman**, **Gabe Tucker**, **Rhubarb Jones**, **Chris Oglesby**, **Rhonda Johnston** and **John N. Cook**.

stations and not arbitrarily eliminating stations from consideration because they happen to program a particular way."

On a promising note, **Lobdell** said, "I think there are quite a few people who have been somewhat surprised by the overall size of the Country Music audience and I know there are a number who have been quite surprised at the number of upscale and highly desirable consumers that are within that audience."

**Lobdell** believes proof of the effect of this method is a way down the road because most accounts are in the midst of their year right now. "The influence we may have on them might not be apparent until the next budget year when a new plan has been developed and they can incorporate some of the things we have injected into them," **Lobdell** pointed out.

In the meantime, **Ed Benson**, associate executive director of CMA, feels CMA can judge the success of the presentations on **Lobdell's** ability to make appointments with nearly 60 agency, client and rep firms; to meet with the key people in these various organizations; and to change certain people's perceptions of the Country Music format and its listeners.

To keep the ball rolling, CMA is committed to following up with each presentation attendee, keeping him/her abreast of the many opportunities Country Music has to offer. **Cu**



## In Memoriam



### Keith Whitley

Country singer Keith Whitley, 33, died May 9 at his home near Nashville following an accidental overdose of alcohol. Whitley, one of Country Music's rising stars, was a native of Sandy Hook, Kentucky.

He began his musical career in bluegrass music and became known as one of the premier bluegrass guitarists as a teenager. During the mid-70s Whitley played with Ralph Stanley's Clinch Mountain Boys Band until 1977 when he joined J. D. Crowe and The New South.

Over the years Whitley developed a honky-tonk singing style with a deep emotional tone. In January 1983 Whitley moved to Nashville and signed with RCA Records. Joe Galante, RCA senior vice president and general manager/ Nashville, said, "Keith loved and lived his music. All of us at RCA feel the loss of a very special friend and talent."

Whitley's most recent album, *DON'T CLOSE YOUR EYES*, was released in 1988. The lp furnished three consecutive number one Country hits for Whitley: the title tune, "When You Say Nothing At All" and "I'm No Stranger To The Rain". Whitley's "Don't Close Your Eyes" was named Country Song of the Year by *BILLBOARD* and *RADIO & RECORDS*.

Whitley married RCA labelmate and Grand Ole Opry star Lorrie Morgan in 1986. Their son, Jesse, was born in 1987; Whitley adopted his wife's 8-year-old daughter, Morgan, in 1988.

CMA executive director Jo Walker-Meador said, "Keith Whitley's death is a tragedy for the Country Music industry. While he had been involved in the industry for some time, he had just recently made a name for himself on the airwaves. He was on top of the world. He and his music will be greatly missed."

### Clyde Moody

Former Grand Ole Opry star Clyde Moody, 73, died April 9 in Nashville. In the 1940s, Moody rose to fame for his song "Shenandoah Waltz". He also wrote 150 songs including "Six White Horses" and "If I Had My Life To Live Over". Born on a Cherokee Indian reservation, Moody began his career as one of The Happy Go Lucky Boys on WSPA radio in Spartanburg, South Carolina. He became one of Bill Monroe's Bluegrass Boys in 1940. Five years later, he became a solo Opry act, adopting a white suit and cowboy hat which became his trademark. He is survived by his wife, Eletha; sons Bobby Moody, Alonzo Moody, Donnie Marshburn and Sherwood Matthews; daughters, Debbie Summers, Susan Langston and Betty Moody; sister, Lucille Price; and nine grandchildren.

### *Shenandoah* (continued from page 7)

That keen sense of family extends to their fans, too. Shenandoah is especially grateful to some folks down in New Boston, Texas. Last year, while touring, Shenandoah's van caught fire outside of New Boston. The group managed to get out of the van only moments before it went up in flames. They lost everything but the clothes on their backs. Miraculously, an equipment trailer was saved. And New Boston residents jumped in to help them.

Now came the second problem: how to transport the band and equipment over 450 miles to Muscle Shoals. Shenandoah was on a tight deadline to start recording their second CBS album at Fame Studio — which was reserved for them the next morning. A local resident and fan, Eddy McGill, saved the day by driving a 900-mile round trip to get the group home in time to record.


But the story doesn't end there.

Recently the band had a show to do in Texarkana, which is near New Boston. Unfortunately, Mike overslept in Nashville and missed the wakeup call. "I had to take a later flight to Little Rock" he recalls. "I got Ed McGill to come pick me up there and drive me to Texarkana. Now keep in mind that the guys were pullin' out their hair by now.

"I decided to play a little trick. I hid in the truck and then at the right time, ran in where the guys were and said, 'Boy, ain't it a long walk from Nashville!'"

The Texarkana concert went off without a hitch, and Eddy McGill saved the day again.

"Eddy McGill's gonna be scared to answer his phone from now on," says Marty with a laugh.

Eddy McGill is just one fan eager to go the extra mile for Shenandoah. 

— Brynell Somerville

**JUNE**

(\* denotes birthdays)

- 1 **\*Johnny Bond** (Cyrus Whitfield Bond); Enville, Oklahoma  
\*Pat Boone  
Johnny Horton's "Battle Of New Orleans" is the number one pop song in America, 1954
- 2 **\*Carl Butler**; Knoxville, Tennessee  
First radio patent awarded to Marconi, 1896
- 3 **\*Homer Louis "Boots" Randolph, Jr.**; Paducah, Kentucky  
Hank Williams' last show on "Louisiana Hayride", 1949  
Donna Fargo tops the Country chart with "The Happiest Girl In The Whole U.S.A.", 1972
- 4 **\*Charlie Monroe**; Rosine, Kentucky  
**\*Freddy Fender**; San Benito, Texas  
**\*Dennis Weaver**  
Alabama's first June Jam in Ft. Payne, Alabama, 1982



- 5 **\*Don Reid** (The Statlers); Staunton, Virginia  
**\*Vaughn Horton**; Broad Top, Pennsylvania  
Brenda Lee's "I'm Sorry" begins climb to number one on pop charts, 1960  
"Urban Cowboy" premieres in Houston, 1980
- 6 **\*Rosalie Allen**; Old Forge, Pennsylvania  
**\*Joe Stampley**; Springhill, Louisiana  
**\*Gid Tanner**; Thomas Bridge, Georgia
- 7 **\*Tom Jones**; Pontrypridd, Wales  
**\*Wynn Stewart**; Morrisville, Missouri  
**\*Clarence White**; Lewiston, Maine

- 8 **\*Ray Melton**; Hampton, Georgia  
**\*Steve Fromholz**; Temple, Texas  
**\*Vernon Oxford**; Benton County, Arkansas  
U.S. forces authorized for combat in Vietnam, 1965
- 9 **\*Les Paul**  
**\*Cole Porter**  
Lorrie Morgan employed by the Grand Ole Opry, 1967  
Wilma Lee Leary and Stony Cooper marry, 1941
- 10 **\*F. Lee Bailey**  
**\*Judy Garland**  
Willie Nelson has the best-selling lp, STARDUST, and single, "Georgia On My Mind", 1978
- 11 **\*Wilma Burgess**; Orlando, Florida  
Hank Williams debuts on the Grand Ole Opry, 1949
- 12 **\*Charlie Feathers**; Myrtle, Mississippi  
Tex Ritter inducted as Opry member, 1965  
Jerry Lee Lewis' second record, "Whole Lotta Shakin' Goin' On", enters the charts, 1957
- 13 **\*Dennis Locorriere** (Dr. Hook)  
Country Music Foundation Library and Media Center dedicated, 1972
- 14 **Flag Day**  
**\*Burl Ives**  
"Pop" Stoneman dies, 1968  
Fiddlin' John Carson records the first Country Music hit record, 1923



- \*Waylon Jennings**; Littlefield, Texas  
**\*Leon Payne**; Alba, Texas  
**\*Blind Alfred Reed**; West Virginia

- 16 **\*Billy "Crash" Craddock**; Greensboro, North Carolina  
The Rouse Brothers record the first version of "Orange Blossom Special" in New York, 1939  
Ray Stevens' GUITARZAN awarded gold album, 1969
- 17 **\*Red Foley**; Blue Lick, Kentucky
- 18 **FATHER'S DAY**  
**\*Paul McCartney**  
Hank Williams climbs the chart with "Take These Chains From My Heart", 1953
- 19 **Conway Twitty** has a hit with "Slow Hand", 1982  
The popular cartoon character Garfield first appears, 1978
- 20 **\*Chet Atkins**; Luttrell, Tennessee  
**\*Anne Murray**; Springhill, Nova Scotia, Canada
- 21 **\*Leon Everette**; Aiken, South Carolina  
**\*Jane Russell**  
Johnny Cash's first single, "Hey Porter" is released, 1955
- 22 **\*Roy Druskey**; Atlanta, Georgia  
**\*Kris Kristofferson**; Brownsville, Texas
- 23 **\*June Carter Cash**; Maces Spring, Virginia  
Beatle Ringo Starr arrives in Nashville to record BEAUCOUP OF BLUES, a collection of Country songs, 1970
- 24 **\*Connie Hall**; Walden, Kentucky
- 25 **\*Carly Simon**  
**\*George Orwell**
- 26 **Elvis Presley** gives final concert, Indianapolis, Indiana, 1977  
The Oak Ridge Boys make their chart debut with "Family Reunion", 1976
- 27 **\*Paul Kennerley**; Hoylake, Cheshire, England  
Joe Maphis dies, 1986
- 28 **\*Lester Flatt**; Overton County, Tennessee  
**\*George Morgan**; Waverly, Tennessee
- 29 **George Jones** scores a number one hit with "He Stopped Loving Her Today", 1980
- 30 **Opryland's** official groundbreaking takes place in Nashville, 1968  
**Vern Gosdin** hits number one with "I Can Tell By The Way You Dance", 1984

## JULY

- 1 **\*John Lair**; Livingstone, Kentucky  
Alabama gives first paid performance in 1972 at Canyonland Park, Alabama
- 2 **\*Marvin Rainwater**; Wichita, Kansas  
Deford Bailey dies, 1982  
Jim Reeves' last recording session, 1964



- 3 **\*Johnny Lee**; Texas City, Texas  
ELECTRIC HORSEMAN (original motion picture soundtrack) awarded platinum album, 1979
- 4 INDEPENDENCE DAY  
**\*Charlie Monroe**; Rosine, Kentucky  
First Willie Nelson Picnic, 1973
- 5 **\*Henry D. "Homer" Haynes**; Knoxville, Tennessee  
The Amazing Rhythm Aces debut on the Country charts with "Third Rate Romance", 1975
- 6 **\*Bill Haley**; Detroit, Michigan  
**\*Jeannie Seely**; Titusville, Pennsylvania
- 7 **\*Charlie Louvin**; Rainsville, Alabama  
**\*Doyle Wilburn**; Thayer, Missouri  
Waylon Jennings' "Amanda" hits number one, 1979
- 8 **"Papa" Link Davis**; Van Zandt County, Texas  
Uncle Dave Macon makes his first recordings for Columbia, 1924  
Ervin T. Rouse dies, 1981
- 9 **\*Eddie Dean**; Posey, Texas  
**\*Jesse McReynolds**; Coeburn, Virginia  
**\*Molly O'Day**; Pike County, Kentucky

- 10 **\*Jeff Hanna** (Nitty Gritty Dirt Band); Detroit, Michigan  
Tom T. Hall enters the charts with "The Year That Clayton Delaney Died", 1971
- 11 **\*John Quincy Adams**  
**\*Yul Brynner**  
Earl Thomas Conley's "Fire And Smoke" tops the charts, 1981
- 12 **\*Butch Hancock**; Lubbock, Texas  
Bill Anderson joins the Grand Ole Opry, 1961



- 13 **\*Louise Mandrell**; Corpus Christi, Texas  
**\*Bradley Kincaid**; Garrard County, Kentucky
- 14 **\*Woody Guthrie**; Okemah, Oklahoma  
The Everly Brothers break up, 1973
- 15 **\*Linda Ronstadt**; Tuscon, Arizona  
**\*Cowboy Copas**; Muskogee, Oklahoma  
**\*Guy Willis**; Alex, Arkansas

[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.]

The Lost Highway Tour stop in April was held in conjunction with "World Fest Week" at UCLA which spotlights music from around the globe.

Before the concert, a panel of artists and record industry executives discussed their roles in the music business and answered questions from students.

The panelists for the seminar included industry executives Stan Moress, president of the Los Angeles management firm of Moress, Nanas, Golden Entertainment; booking agent Rick Shipp of Triad Artists in Los Angeles; Larry Hamby, vice president of talent acquisition for Columbia Records/West Coast; Moss Jacobs, general manager of Avalon Attractions, a Los Angeles concert promotions company; Bob Guerra, operations manager at KZLA/KLAC radio in Los Angeles; publisher Bo Goldsen, vice president of Criterion Music in Hollywood; and publicist Sara McMullen with McMullen/Dozoretz Associates in Los Angeles.

Artists on the panel were Bill Lloyd, Radney Foster, Chris Hillman and Cactus Moser. Dick Gary, president of The Gary Group, a public relations firm in Venice, California moderated the panel.

The UCLA stop was the third in a series of college concerts. Last fall successful concert/workshops were held at New York's Bottom Line during the College Media Journal Convention and at Boston's Berklee College of Music. **CJ**

### CMA Board Meeting (continued from page 9)

Meetings and Arrangements Chairman Janice Wendell informed the board that 1989's third quarterly meeting will be held at The Greenbrier in White Sulphur Springs, West Virginia July 19 - 20. The fourth quarterly meeting is scheduled for October 10 at the Opryland Hotel in Nashville. The committee recommended and the board approved the following cities for 1990 meetings: Orlando, Florida; Washington, DC and Colorado Springs, Colorado.

CMA board members serve gratis and pay their own expenses in attending meetings throughout the world. **CJ**

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 / Call (615) 889-7503
- 10 June Jam / Fort Payne, AL
- 11 Sunday Mornin' Country / Grand Ole Opry House / Nashville, TN / Call (615) 373-5741 for details
- 12-13 24th Burns Media Radio Studies Seminar / Atlanta, GA / Call (800) 821-8035 for details
- 17 Fifth Annual Swiss Alps Country Music Festival / Grindelwald, Switzerland
- 21-24 Wyoming Country Music Foundation Festival & Country Opry / Cow Palace / Lusk, WY / Call (307) 738-2303 for details

- 24-25 Buckeye Fest '89 / Buckeye Lake Music Center / Columbus, OH / Call (614) 323-1689 for details
- 28 Second Annual Aggie Awards / The Songwriters Guild of America / Vanderbilt Plaza Hotel / Nashville, TN

JULY

- 2-4 Twentieth Annual Statler Brothers' Happy Birthday U.S.A. Celebration / Staunton, VA
- 19-20 CMA Board Meeting / The Greenbrier / White Sulphur Springs, WV

AUGUST

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

SEPTEMBER

- 15-24 Eleventh Annual Georgia Music Festival / Call (404) 656-3551 for details
- 19-22 International Bluegrass Music Association Trade Show and Fan Fest / Owensboro, KY / Call (919) 542-3997 for details

- 23 Eleventh Annual Georgia Music Hall of Fame Awards Banquet / Georgia World Congress Center / Atlanta, GA
- 24-26 AMUSEMENT BUSINESS & BILLBOARD Seventh Annual Sponsorship Seminar, "Winning At Sponsorship" / Hotel Inter-Continental / New Orleans, LA / Call (615) 321-4254 for details

OCTOBER

- 5-9 International Marketplace of Festivals (IMOF) / Nashville, TN
- 6-8 CMA Talent Buyers Entertainment Marketplace / Hyatt Regency Hotel / Nashville, TN / Call (615) 244-2840 for details
- 9 CMA Awards Show / Grand Ole Opry House / Nashville, TN
- 10 CMA Board of Directors Meeting  
CMA Annual Membership Meeting

NOVEMBER

- 10 CMA Board Meeting & Election of Officers / Sovran Bank - Downtown / Nashville, TN



MCA recording artist Skip Ewing shows his appreciation to Opryland Music Group General Manager Jerry Bradley on receiving two gold records recently. Standing behind them (l to r) are OMG executives Charlie Monk, director of creative services; Jerry Flowers, director of music publishing and professional managers Troy Tomlinson and Jim Vienneau. Ewing was presented gold records as the writer of "Don't Mind If I Do" for George Strait's IF YOU AIN'T LOVIN', YOU AIN'T LIVIN' lp and "Let Me Live With Love" for Ricky Van Shelton's LOVING PROOF album.

*Close Up*

**CMA**  
COUNTRY MUSIC ASSOCIATION

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