

Close Up



NOVEMBER/DECEMBER 1997

INSIDE:
Barbara Mandrell
Lonestar
Raybon Brothers

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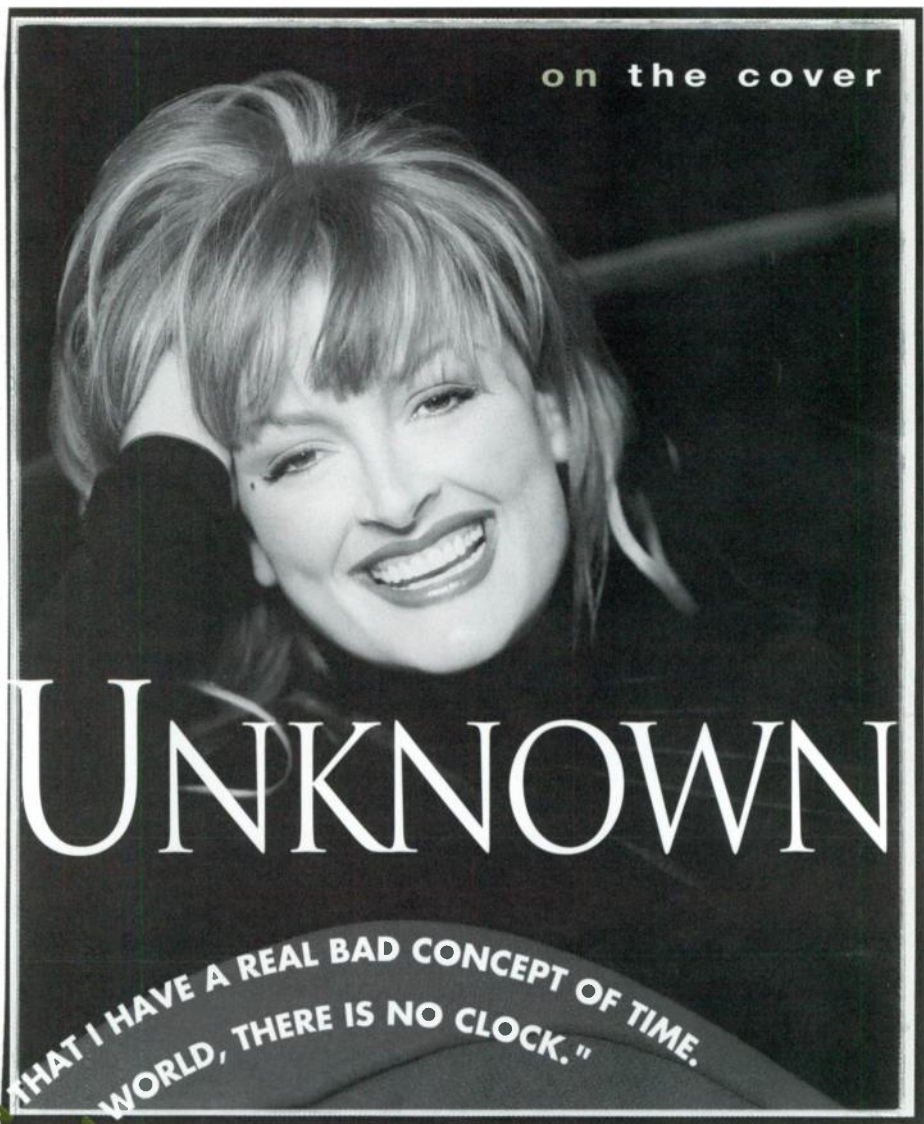
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WYLD UNKNOWN

I am fired up"...were the first and last words Wynonna exclaimed during our interview. She told me, she told her associate manager and she even told her daughter Grace (who at the time was offering her typing skills to her mom). Wynonna's spirit is pumping and so is her fifth release, *THE OTHER SIDE*.

Wynonna is very candid these days about how she feels as a person and as an artist. Her music has always been unique, incorporating several genres, as well as emotion that is very evident in her songs.

"It takes the right combination of people to make my records. The most important job I have in the studio is supporting and setting fire to the imagination of these creative people. I allow each person to soar and step into the light and create something from nothing. My music is unique, because I am such a cheerleader.

"I believe in starting a project with prayer, because I have such faith that something remarkable is coming out of this experience. I am like a conductor, that when you get in the room with all these masters, you lift them up and you get excellence. I sound different because I strive very hard to make the voice the main instrument. When you hear my song coming through the speakers in your car, I want my voice to sound just like I am sitting there singing next to you in the passenger seat."

"I AM SUCH A CREATIVE PERSON WHEN YOU LIVE IN A DREAM WORLD, THERE IS NO CLOCK."

Through the years Wy has listened carefully to learn how to make musicians rise to the occasion. She takes on a producer-like role in the studio, but had Brent Maher at the producer's helm on this project.

"I produce, I just don't get my name on the album. I am very careful though, in that if it ain't broke, don't fix it. I wouldn't be the same person with another producer like Brent and as I have been with Tony Brown. I do well to sing. Everybody is trying so hard to be recognized. What matters to me is to be a supporter and a creative part, not so much being co-producer. If I start worrying about co-producing, that takes me out of the album as a singer and musician, which is why I am in this business in the first place! I am just as much a part of the project as anyone else in the studio. I respect the people I work with when they are 'driving the car' so to speak. Only one person can drive at a time. I usually just sit in the backseat and holler!"

Does Wynonna have any aspirations of producing another artist?

"I don't know if my instincts are as good with other people. I think I have good ideas. One thing about me is that I am so passionate, just like Jodie Foster in the movie 'Contact'. I was so passionate about that movie because she was so fired up. That is how I am, so I don't know if anyone would want to work with me. I would probably suck up all the oxygen in the room and then they would die!"

When you listen to Wynonna's latest release, you will find several songs that seem autobiographical. "The Other Side", written by Kevin Welch, has Wynonna inviting the listener into her heart and soul.

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LONESTAR



LONESTAR is Michael Britt, Richie McDonald, Keech Rainwater, John Rich, Dean Sams and Keech Rainwater.

The five members of Lonestar would like to be singled out. The RCA group came along among a surplus of new Country acts but are emerging as a favorite of those who buy records as well as those who play them on radio. The group's self-title debut album certified gold, with "No News" camping at the top of the charts and winning song of the year honors from ASCAP. They recently hit number one again with "Come Cryin' To Me" from their sophomore project, *CRAZY NIGHTS*.

"I'd say we're distinguishing ourselves from the pack," says John Rich, co-writer of "Come Cryin' To Me". "Eventually our songs will help set us apart and hopefully people will have a good idea of who we are. We look at ourselves as still being a new act, really. The market is so competitive right now, you have to really be slamming for a while to step up above everybody and make yourself known."

The group has certainly made strides, winning industry awards and coming back with a second album that is proving as successful as the first.

"I think we second guessed ourselves a whole lot more on the second album," admits guitarist Michael Britt. "On the first album, we were new and the whole process to us was new. I felt like we got some good songs on the first album, with 'No News' and 'Tequila Talkin', but we

bar band, he was the one making the phone calls and getting us booked, so we nominated him to be president of the corporation, and we all have different sorted vice president titles."

In addition to guitar, Michael's role is keeper of the corporate credit card, explains Dean, while drummer Keech "throws sticks at us when we get out of line." As for Richie and John, "besides being great singers, as you can tell by our second album, they're very creative as far as the sound of Lonestar. They're great songwriters. They bring a lot of that to the band. Nine out of 11 songs on our second album were written or co-written by them."

Originally, John Rich and Richie McDonald took turns in the lead vocalist role.

"I'd say we're distinguishing ourselves from the pack."

really tried to get songs that were at least as good or hopefully better. We did a lot of extra recording just because we kept trying to go beat songs we'd already recorded. We wanted the second album to be better."

At the same time, the second album was a little easier to handle, adds John.

"The first time we went into the studio with Don Cook, who has produced all these major acts, and you know he's used to having the absolute best to work with so you don't want to mess up. You're just nervous, you can't help it - you're in a big studio, it's what you've been working for all these years, to get a record deal and cut an album, and to have that actually happen, you just can't believe it's going on."

"That's being phased out actually," John says. "In Country Music, you have to have something to focus on, and the more that's split up, it seems the harder it is to land your identity. I think primarily Richie's going to be doing the lead vocals but everybody contributes to the writing and the sound, so it's a band."

Each member has a favorite memory for the family albums but all agree one highlight was when they first heard themselves over the airwaves. Another was when a concert crowd drowned them out singing along to "Come Crying To Me". "Basically," recalls Dean, "Richie just looked at us and we kind of stopped singing and the crowd just sang the entire song. That was the first time we'd had that strong of a reaction since 'No News'. To have a huge crowd sing every word to your song, that's when you know you're doing something right."

"We really hone all our energies on stage. That's what it's all about for us."

The guys first set themselves apart playing in clubs around the country.

"This whole band has been centered around live performance," explains keyboardist Dean Sams. "When we first got together, we were just a bar band doing five sets a night. The whole deal when you're a bar band is to get people to notice you, because basically you're just background music. Nine out of 10 times we did that.... We've had a lot of practice at it - 500 shows in the first two years we were together. We really hone all our energies on stage. That's what it's all about for us."

Together for five years, Lonestar routinely mixes business with pleasure.

"I guess you could call it a family business," explains Dean. "You have to be a family because we see each other more than we see our own families at home. But also business partners because you've got to remember this is a business and there are a lot of people that we help provide meals for their families because they work for us."

"We're definitely equal partners, we split everything equally," adds Michael. "Dean does a lot of the business stuff. When we were just a

"It hits you at weird times," says Michael. "We're caught up in the business a lot of times and we don't really realize where we're at until every once in a while it just hits you. You'll be driving down the road and hear your song right next to Brooks & Dunn or something else. I remember one time we had just gotten home, and I packed all my stuff in the car and was driving home from the bus. It was a Sunday, and I'd just turned on the countdown and our song popped on like two songs later. We're involved in our career at such an extent that we don't always see it from the outside."

When looking to the future, the guys come back to standing out in the crowd.

"I think we're hoping that this album...helps us achieve some form of separation because there are so many new acts," says John. "We feel like our music is uniquely Lonestar, so hopefully people will let us stand alone in '98."

- Shannon Heim

MJI BROADCASTING AND THE CMA AWARDS:

Since 1992, MJI Broadcasting has been the official radio network of the CMA Awards, producing and airing a CMA Awards broadcast package that is carried by hundreds of radio stations throughout the country. As the CMA's radio partner, MJI plays a vital role in creating excitement for Country Music and the CMA Awards at Country radio stations throughout the U.S. while also promoting viewership of the CBS Television Network broadcast.

In 1997, MJI produced a broadcast package which included a pre-Awards special hosted by 1996 CMA Entertainer of the Year winner Brooks & Dunn, a live simulcast of "The 31st Annual CMA Awards" and a live backstage radio broadcast in Nashville during CMA Awards week featuring interviews with George Strait, LeAnn Rimes, Trisha Yearwood, Clint Black and Kathy Mattea. The package also included a special four-day remote broadcast, which brought together 47 top-rated Country radio stations from across the U.S. and some of the biggest names in Country Music, including Wynonna, Tim McGraw, Martina McBride, Deana Carter, Patty Loveless, The Mavericks and Loretta Lynn.

Twenty-five radio stations conducted broadcasts during morning drive time, and 25 stations during afternoons. In total, the three-day broadcast reached 30 million listeners in 47 top-rated markets, covering 70 percent of the total United States. The CMA Awards remote broadcast gives Country music listeners a unique opportunity to be behind the scenes during Awards week while letting fans get "up close and personal" with their favorite performers.



Country Music superstar Wynonna gets a big hug from WROO, Jacksonville, Florida, afternoon personality Buzz Jackson at MJI's CMA Awards afternoon radio remote.



CMA Vocal Event of the Year winner Tim McGraw autographs CMA & T. Autographs memorabilia at MJI's CMA Awards morning radio remote.

A PARTNERSHIP THAT WORKS

For Chevy Trucks, which has sponsored MJJ's remote for six consecutive years and positions itself as the Official Trucks of Country Music, MJJ's CMA broadcast package is a perfect fit. Chevy Trucks efficiently reaches its core 25-54 target audience while associating its brand with the most prestigious Country Music event of the year. In addition, Chevy Trucks complements its national marketing efforts in high-indexing truck markets selected as radio partners for this event.

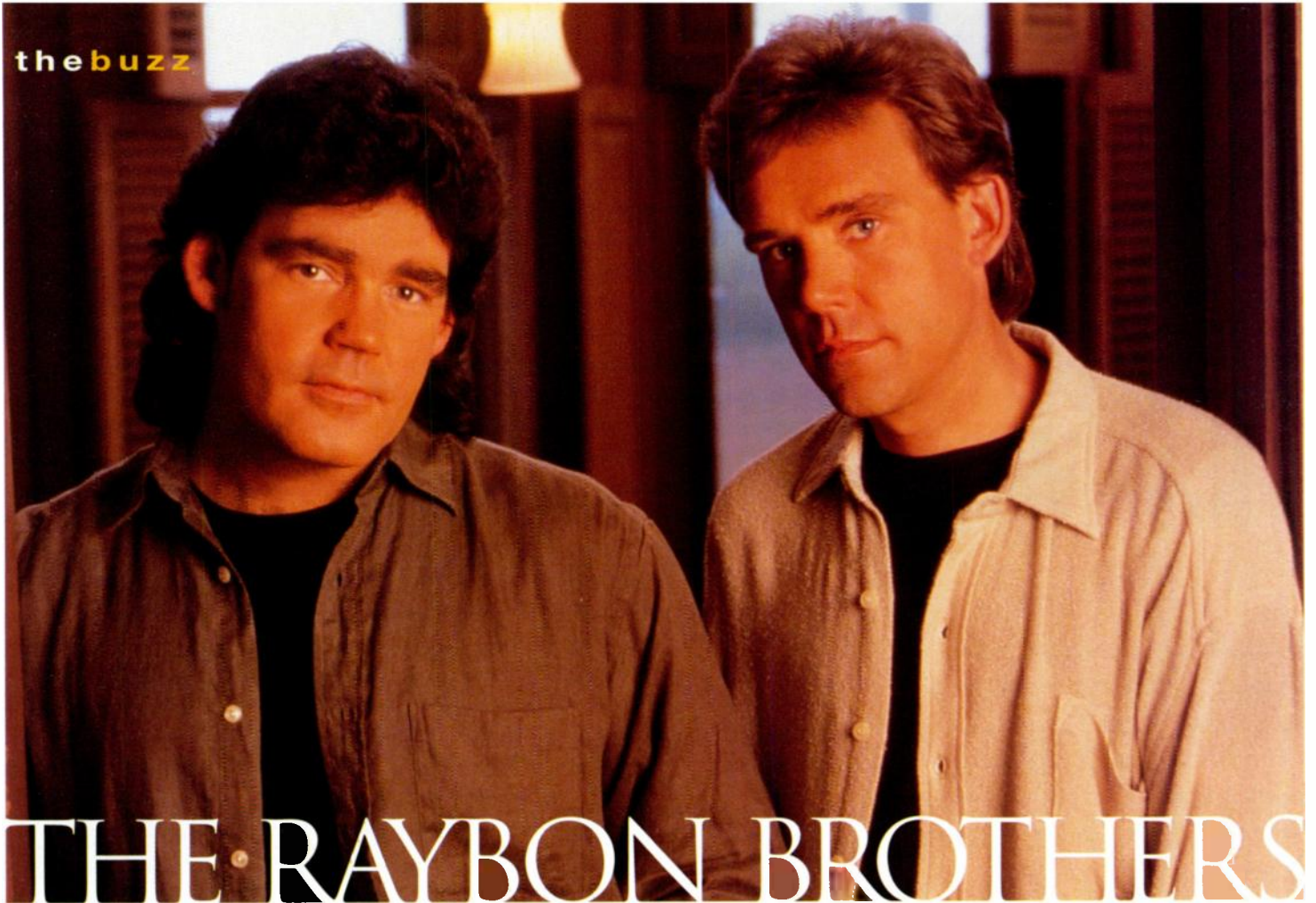
"The CMA Awards present an excellent opportunity to reach our customer base," said Dan Hubbard, assistant manager of sales and marketing communications for Chevrolet. "We start the new model year each October 1, so the timing of the event is also a major benefit for Chevrolet."

As presenting sponsor, Chevy Trucks received numerous on-air mentions, promotions and national advertising spots. And, to add promotional sizzle, Chevy gave away a brand-new, top-of-the-line pick-up truck to one lucky listener in Houston.

"MJJ has been very pleased to partner with Chevy Trucks and the CMA over the past six years to develop a meaningful event at radio. It has worked very well for all the partners," said Josh Feigenbaum, President and CEO of MJJ Broadcasting.



(l to r) Trisha Morrissey, MJJ Broadcasting's East Coast sales manager, CMA Horizon Award winner LeAnn Rimes, Josh Feigenbaum, MJJ's president/CEO, Karen Campbell and Peter Poma of Cambell-Ewald Advertising, at MJJ's CMA Awards post radio broadcast.



THE RAYBON BROTHERS

After much soul-searching, Marty Raybon decided to leave his Shenandoah bandmates in late 1996 to fulfill a dream that began more than 20 years ago. Now Marty, along with his younger brother Tim, make up the highly successful duo The Raybon Bros.

"Being able to work with my brother is a dream come true," says Marty. "I told Mike and Jim [of Shenandoah] that before I ever got down to the point where I didn't want to do this anymore - getting out and performing in front of other people and getting out on the bus, I wanted to make records with my brother... There's a home to it. We've really done this all of our lives, even though we might've laid block and brick with my dad in the masonry business, what we've done pretty much all our lives is sing and play music together."

Tim moved to Nashville in 1993 in search of a solo singing career. He worked as a bricklayer until his days began filling up with demo sessions. Not long after that he was offered a staff writer position. "I was pursuing a solo project, and I had interest from a label here in town, which is why I moved up here," explains Tim. "If I would've known that singing with Marty was a possibility, I never would've pursued a solo career. This is more comfortable for me because we worked together as kids in our dad's bluegrass band."

The Raybon Bros. signed with MCA and planned to spend the spring and summer of 1997 writing songs for their first album. Those plans changed when Marty and Tim were called into the studio for an emergency session. The result was the gold-selling single "Butterfly Kisses."

"This is what you work for your whole life and then all of a sudden it happens, and the way it did was just overwhelming," recalls Tim. "We were talking about this concept one week and the next we're recording the record. The following week we're doing a video, and then the next few days we're doing interviews. It was very overwhelming at first, but in a good way."

"THE THING THAT MEANS A LOT TO US IS THAT WE HONESTLY AND TRULY WANT TO BE SEEN AS PEOPLE THAT ARE TRYING TO MAKE AWFULLY GOOD MUSIC AND HOPEFULLY BRING BACK SOMETHING THAT'S NOT BEEN AROUND IN COUNTRY MUSIC IN A WHILE. AND THAT IS A BROTHERS ACT."

"Anytime you start a career you want to make as many waves as you possibly can in a good positive direction, as far as what you're about to do," adds Marty. "Most of the time it kind of highlights what you've made out of it. It just happened so quick. At the time we had not placed management. It was just Tim and I working with the label hand in hand, and it was really kind of strange."

As a new act to Country Music, the Raybon Bros. have been categorized as a duo and as a group. What they hope to be is an act that brings back what they feel is missing in today's music. "We're more brothers than we've ever been a Country act," states Marty. "The thing that means a lot to us is that we honestly and truly want to be seen as people that are trying to make awfully good music and hopefully bring back something that's not been around in Country Music in a while, and that is a brothers act. Of course, you want to make great music, but you also want to make great music that you can share with people like the days of the Delmar Brothers and

the Louvin Brothers. We try to present each others voices as being something that is fresh and new."

—Showna Newman

SRO '97

This year's SRO, CMA's International Entertainment Expo, held September 29 - October 1 at the Nashville Convention Center, proved to be a huge success with more than 800 registrants, sponsors, exhibitors and guests in attendance. Participants were treated to showcases with some of the top new talent in Country Music, as well as panel sessions covering pertinent issues in the industry.

INTERNATIONAL CONFERENCE & PANEL:

BUILDING AN INTERNATIONAL DEVELOPMENT STRATEGY

Australia, Brazil and Germany are three of the most impressive markets for Country Music emerging overseas, according to reports at this year's International Conference at SRO.

CMA Australia Representative Trevor Smith stated touring is the best way to jump start the Australian market, which is very open to Country Music. Though there are no 24-hour Country radio stations, various Country programs air throughout the day on numerous stations. Acts who create a buzz among fans and the industry through touring will find that radio and media coverage soon follow.

Vernor Mahler was on hand to update the audience on Brazil. Although it is not an easy market because of the high production cost, taxes and transportation cost, Country Music holds 14 percent of the music market in Brazil. One example of Country Music's popularity there is the emerging success of CMT Brazil.

Jan Garich, CMA's representative in Germany, reported that compilation CD sales have gone up significantly, while concert ticket sales have leveled off as a result of young people choosing to go to dance clubs instead. Onyx, a German TV station with over eight million viewers, includes regular Country programming and aired specials featuring Fan Fair this

year. Garich suggested artists include four or five German cities on an international tour schedule with Berlin as one of the stops.

Agents and managers with experience in the international arena were tapped for Building An International Development Strategy.

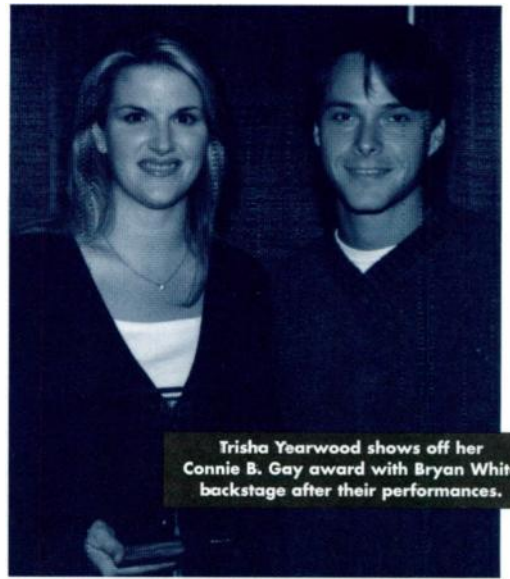
With overseas markets becoming more open to Country Music than ever before, panelist Monty Hitchcock, president of M. Hitchcock Management, encouraged everyone to take on these markets and view international touring as an adventure.

Trisha Yearwood, Diamond Rio, BR5-49, Shania Twain, LeAnn Rimes and Alan Jackson are just a few of the stars stirring up the water overseas. Jan Garich pointed out, that although signed to Arista for only two years, BR5-49 has become BMG's best-selling group internationally.

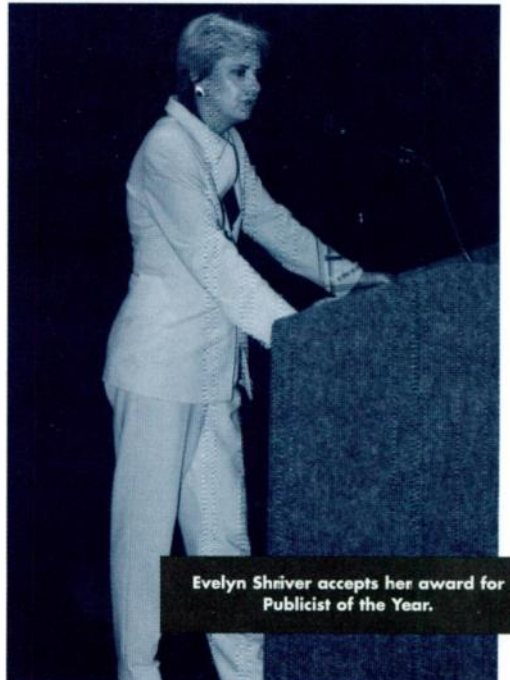
"The enthusiasm has to come from the Nashville label with international touring being part of the plan from the beginning," said Stan Moress, president of Moress Nanas Entertainment, who has worked with BNA Records to promote Mindy McCready in Europe. Hitchcock agreed adding, "Managers need to develop relationships as well and not solely depend on the label."



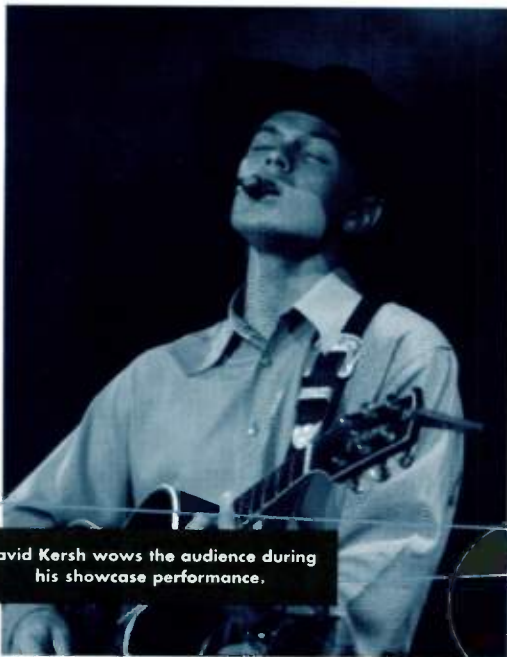
Mila Mason gives an emotional performance.



Trisha Yearwood shows off her Connie B. Gay award with Bryan White backstage after their performances.



Evelyn Shriver accepts her award for Publicist of the Year.



David Kersh wows the audience during his showcase performance.



Australian native Sherrié Austin makes her SRO debut.



Ricky Skaggs brings his unique bluegrass style to his SRO showcase performance.

Rob Potts, partner of Allied Artist and Event Services of Australia and this year's winner of the International Talent Buyer/Promoter of the Year, pointed out that one important key is, "developing long-term relationships with the media."

Moresse added the importance of educating acts, "You have to let the artists know what's about to happen and that the money is not important up front. It's developing those long term relationships no matter how many trips it takes."

TOWN MEETING

Barry Coburn, president of Ten Ten management, moderated a town meeting focusing on current issues facing the Country Music business such as Country's current decline and suggestions on ways to improve the situation.

Rising Tide's Ken Levitan assessed the slump saying that the Country Music industry has bored everyone. He went on to say that the industry needs to make sure these new artists are given the time they need to develop. Asylum Record's Joe Mansfield agreed, adding, "There are just too many artists going for the same thing." He continued explaining, "It's become impossible to tell the mid-level artists apart and if we can't, what makes us think that the consumer can. Radio has gone into a trend of not identifying artists and not back announcing records. That's part of the reason for not being able to identify the different artists."

John Huie, a booking agent for Creative Artists Agency, pointed out that another problem is a lack of strategic planning from the very beginning. "Everyone needs to meet; the manager, agents and record label in order to be a competitive new act." Ken Levitan added, "You have to front load everything to be competitive."

"Country Music needs to consider younger listeners," said consultant Gwen Lipsky, who recently launched Sound Thinking. Lipsky encouraged inventive and creative ways to introduce new artists - suggesting it's time for a "Countrypalozza". She challenged the audience to think about several issues,

including where Country fits in with young consumers and how to reach a new generation of listeners.

SRO AWARDS

Gary Chapman announced the winners of the seventh annual SRO Awards Wednesday, October 1 as the grand finale of SRO '97. A surprise acoustic performance by Trisha Yearwood and a full performance by last year's SRO New Touring Artist of the Year, Bryan White highlighted the gala. Garth Brooks was named Touring Artist of the Year, while LeAnn Rimes was named New Touring Artist of the Year.

In addition to the presentation of SRO Awards in 17 categories, CMA presented Arista Nashville group BR5-49 with the International Touring Artist of the Year Award. The group has traveled overseas extensively in the last year and made significant inroads abroad.

"You should try (international touring) if you haven't," said one of the members in accepting the award. "People are just people wherever they are. Even if they don't speak English, you'd be amazed at the response."

The band's manager, Barry Coburn, commended BR5-49 for their dedication and hard work when he accepted the Jo Walker Meador International Achievement Award.

Yearwood was named this year's recipient of the Connie B. Gay Award, which recognizes a person who is not a member of CMA's board of directors for outstanding service to the organization during the year. "I thought I would have a chance to come back to the ground after Wednesday night, but I haven't yet," Yearwood said referring to her win as Female Vocalist of the Year at "The 31st CMA Awards" September 24. "No one will be able to get me on the phone because I'll be up in the clouds."

Other artists who turned out for the event were Trace Adkins, The Kinleys, Martina McBride and Ricochet.

SRO Awards for Record Company of the Year and Radio Station of the Year were chosen by the SRO Committee from submissions in those fields. The International Talent Buyer/Promoter of the Year was selected by CMA's international committee. SRO nominees were selected in the remaining 14 categories by CMA individual members in the Talent Buyer/Promoter, Artist/Musician, Talent Agent, Personal Manager categories as well as support services individuals in the Affiliated category, who also received the final ballot. The eligibility period for the 1997 SRO Awards was July 1, 1996 to June 30, 1997. Ballots were tabulated by the international accounting firm Deloitte & Touche LLP.

Concert Venue of the Year
with a Capacity of More than 6,000

Nashville Arena, Nashville

Concert Promoter of the Year

Steve Moore, Moore Entertainment, Nashville

Festival, Fair/Special Event of the Year

CountryFest '97, Dallas, TX

International Talent Buyer/Promoter
of the Year

Rob Potts, Allied Artists & Event Services
(Australia)

New Touring Artist of the Year

LeAnn Rimes

Publicist of the Year

Evelyn Shriver, Evelyn Shriver Public Relations

Radio Station of the Year

WAMZ, Louisville, KY

Record Label of the Year

Aristo Records

The 1997 Winners Of The SRO Awards Are:

Artist Manager of the Year

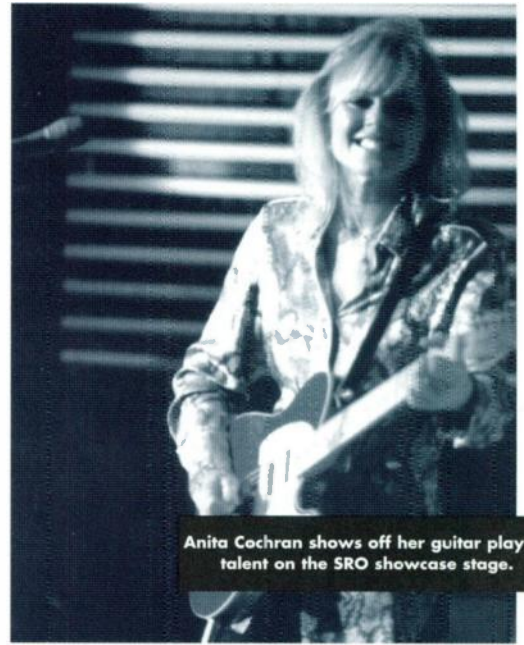
Larry Fitzgerald, The Fitzgerald Hartley Company

Club of the Year

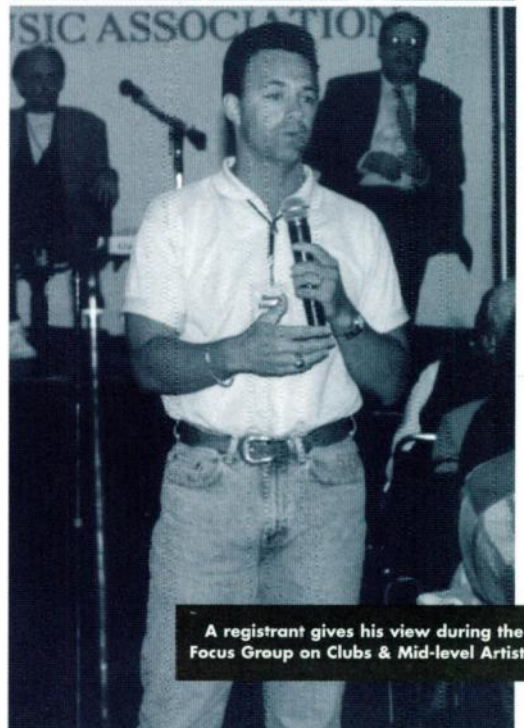
Caffé Milano, Nashville

Concert Venue of the Year
with a Capacity of 6,000 or Less

Billy Bob's, Fort Worth, TX



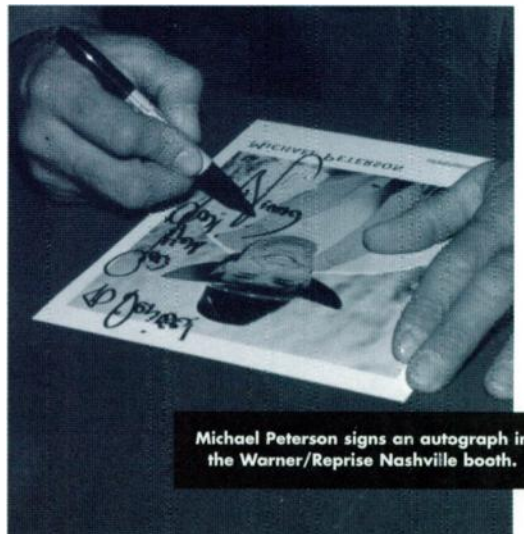
Anita Cochran shows off her guitar playing talent on the SRO showcase stage.



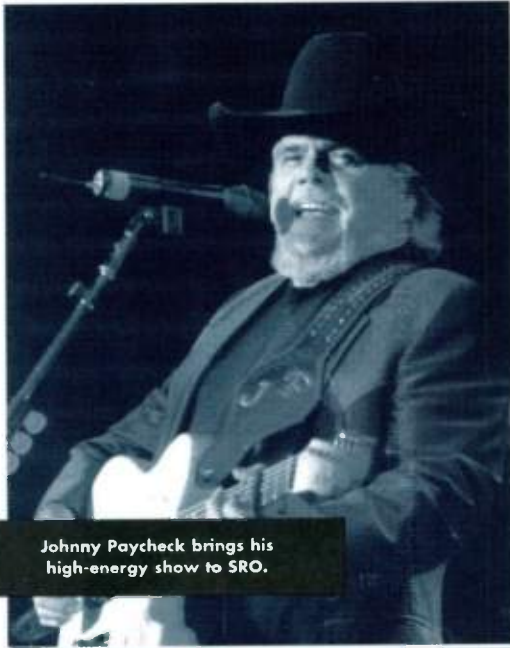
A registrant gives his view during the Focus Group on Clubs & Mid-level Artists.



BR5-49 accepts the International Touring Artist of the Year award.



Michael Peterson signs an autograph in the Warner/Reprise Nashville booth.



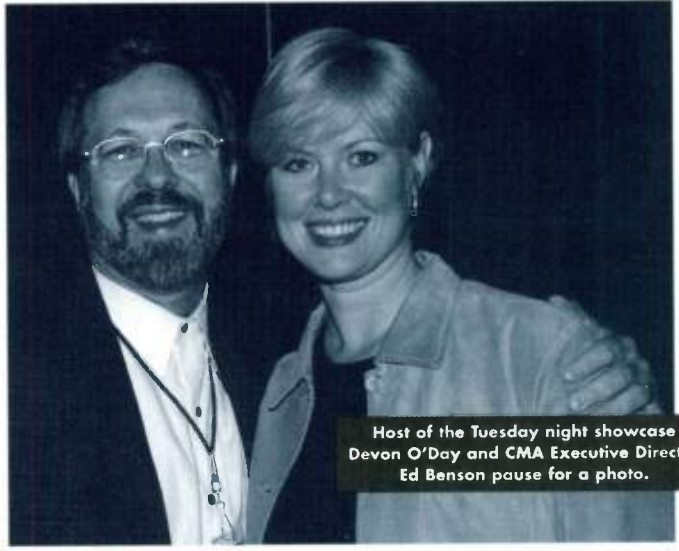
Johnny Paycheck brings his high-energy show to SRO.



Ron Baird sheds light on the topic of Traffic Jams - "Exploring Facilities' Gridlock".



Registrants check out the Creative Artists Agency booth in the SRO Exhibit Marketplace.



Host of the Tuesday night showcase Devon O'Day and CMA Executive Director Ed Benson pause for a photo.



Jan Gille expresses a point to Stan Mores during the International panel "Building An International Development Strategy"

Additional awards presented:

Road/Tour Manager of the Year

Terry Elam (Vince Gill)

Support Services Company of the Year

Concert Staging, Inc., Nashville

Talent Agency of the Year

William Morris Agency, Nashville

Talent Agent of the Year

Rod Essig, Creative Artists Agency

Talent Buyer/Producer of the Year

George Moffett, Variety Attractions

Touring Artist of the Year

Garth Brooks

Connie B. Gay Award

Trisha Yearwood

International Touring Artist

BR5-49

Jo Walker Meador International Achievement Award

Barry Coburn

Photos by C.J. Shelker



awards

Roy Clark and Joe Allison received the "Don Pierce Golden Eagle Master Lifetime Achievement Award" at the Reunion of Professional Entertainers Awards banquet. Other awards went to Chet Atkins for Musician of the Year, George Jones for Entertainer of the Year, Cindy Walker for Songwriter of the Year, Merle Kilgore for Business Person of the Year and Ralph Emery for Media Person of the Year.

Marty Robbins was honored in November by the Western Music Association with a special tribute concert featuring Robbins stories and songs presented by Don Edwards.



new companies

James Monroe, the only son of bluegrass legend Bill Monroe, has re-opened the Monroe Talent Agency, the same firm that formerly booked Bill and the Bluegrass Boys. For more information, contact Kathy Chrestman at (615) 868-3333, or by fax at (615) 868-7347. The Monroe Talent Agency is located at 3819 Dickerson Road, Nashville, TN 37207.

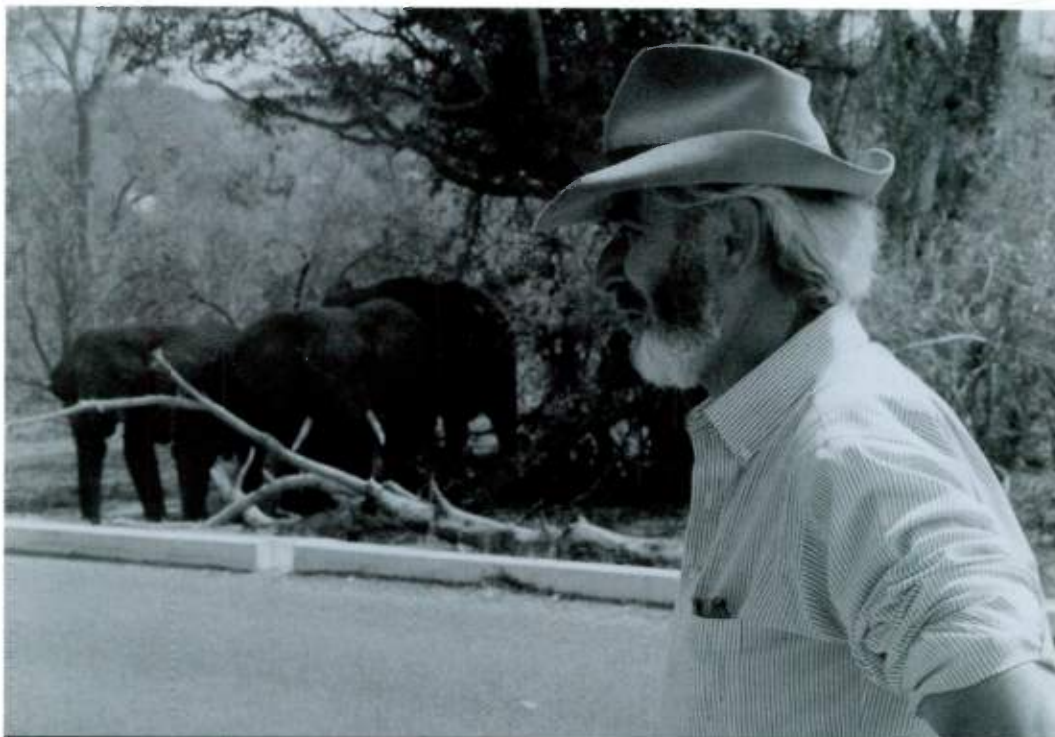
The Horton Group announced the formation of a new division dedicated to providing artist management services which will be operated by Jim Hester. Nancy Block also has joined the company to work on special projects and media related services.

Danny Strick, president of BMG Songs, the U.S. division of BMG Music Publishing Worldwide, has announced the acquisition of independent music publishing company AMR/New Haven Music.



media

Ed Morris has recently written and published *Edward Morris' Guide To Country Music Videos*. The book lists more than 3,500 titles along with their year of release, record label affiliation and video director and producer. The book also cites all the CMA, ACM and TNN/Music City News



Don Williams runs into a family of elephants while touring Zimbabwe during his African concert dates.

Video of the Year winners – plus the CMT Top 10 and Top 12 Videos of the Year from 1991 through 1996.



newslines

Eric Hauenstein, vice president and general manager, announced that effective immediately Jones Satellite Networks will be known as Jones Radio Network.

Nashville-based Pro Events has teamed up with the management of the Union Station hotel to produce an eight week, free concert series presented by Heineken, "Fridays At Track 14." The concerts are held on Union Station's covered terrace. Track 14's sixth concert drew over 500 people featuring Mercury Recording artist Kim Richey, Koch International's Amy Rigby and the new husband and wife duo The Killens. Mary Chapin Carpenter joined Richey in a surprise appearance for her encores.

Legendary guitarists, Chet Atkins, James Burton, Duane Eddy, and Scotty Moore were inducted into Hollywood's RockWalk Friday, Sept. 26 at the Country Music Hall of Fame. RockWalk is a sidewalk hand-print

gallery on Hollywood's Sunset Blvd. dedicated to honoring musicians who have made significant contributions to the evolution of rock 'n' roll (including Country and blues influences).

Barbara Mandrell took the stage for her final public musical appearance on Oct. 23 in "Barbara Mandrell and The Do-rites: The Last Dance." The celebration took place at the Grand Ole Opry House and will air on Tuesday, Jan. 27, 1998 on TNN: The Nashville Network.

This holiday season Collin Raye offers 45 million Country Music radio listeners the chance to win long distance calling time from MCI PrePaid Calling Cards. A total of almost 180,000 minutes of free long-distance time will be awarded through numerous promotions planned by each participating radio station. Raye will share songs from his current album, *THE BEST OF COLLIN RAYE: DIRECT HITS*, in an hour-long radio special scheduled to air on the majority of the nation's Country radio stations between Nov. 15 and Jan. 1, 1998.

More than 70 Celebrities of Country Music, television, film and sports joined forces in Nashville to compete in the Fourth Annual Louise Mandrell Celebrity Shoot to raise money for the Boy Scouts of America. The competition, held Sept. 26-27, raised over \$200,000. Participants included: Kimberlin Brown, Linda Davis, Leslie Easterbrook, Skip Ewing, Erin Gray, Irlene Mandrell, Reba McEntire, Charles Napier, Paul Overstreet, Lu Parker (Miss USA 1994), Mike Snider, Robert Stack, Aaron Tippin and Dawn Wells among others. The awards banquet was filled with great entertainment from Terri Clark, Crystal Gayle, Dick Hardwick, Louise Mandrell, Larry Stewart and Aaron Tippin. The Celebrity Shoot will air on TNN: The Nashville Network on Saturday, Jan. 3, 1998.

Louise Mandrell celebrated the opening of her new Pigeon Forge music theater on Sept. 19 among friends, family, dignitaries, celebrities and members of the media. Mandrell's show will run six days each week September through December with select matinee and Sunday performances. The theater will feature Mandrell's special Christmas show beginning Nov. 6. The 1400-seat live music theater is located in the Music Road Entertainment Park in the Great Smoky Mountains National Park.

Country Music fans around the world will be able to chat with each other as country.com, (<http://www.country.com>) opened a new feature in its site, the Fan Chat Room. The Fan Chat Room, accessible through a link from the top page of country.com, is designed to provide Country Music fans a venue on the Internet to share their love of Country Music and discuss the artists and the events surrounding the Country Music industry.

on the move

Avalon Entertainment Group and Warner/Avalon have relocated their offices to 300 Tenth Avenue South, Nashville, Tennessee, 37203. AEG can be reached at (615) 742-9000 and Warner/Avalon at (615) 742-9700. Their shared fax number is (615) 742-9199.



Nanci Griffith recently recorded "Tiny Dreamer", a track for the soundtrack of "Annabelle's Wish", a new animated holiday feature. The soundtrack is available on Rising Tide/Blue Eye Records and features several Country artists. (l to r) Ken Levitan/CEO of Rising Tide Records, Nanci Griffith and co-producer Steve Buckingham of Blue Eye Records.

Susan Heard has been promoted to senior director, production and A&R administration, Arista/Nashville. Heard was previously director, production, for the company. In addition, Jennifer McVey has joined the Arista/Nashville media team as tour publicist. She was previously a publicist for Warner Bros./Nashville.

Karen Conrad has been appointed vice president, Country operations of BMG Songs/Nashville. She was previously ARM president. In addition, ARM vice-president Ron Stuve has been appointed to senior director, Country division of the company.

PR Newswire has named Teresa Barnes account executive in its new Nashville office. She has a B.A. in journalism and mass communications from the University of North Carolina, Chapel Hill as well as extensive experience in television and print.

Judy Roberts has been named Senior Tree Catalog Historian at Sony/ATV Tree. Roberts has been with the publishing company for 30 years and had previously served as a copyright analyst. Roberts began her tenure at Tree in 1967 as a part-time employee and is the only individual to have remained with the organization since that time.

Jennifer L. Press has been named to the newly created position of manager of communication for BMG Music Publishing Worldwide. Press, who is based in BMG Music Publishing's New York headquarters, will be responsible for the public relations of the publishing company and its artists. In addition, she will edit the *BMG Bugle* the company's internal newsletter.

Angelia J. Van Vranken, former vice president of The Brokaw Company/Nashville, has joined Daniel Ventures, an affiliated company of Island Bound Publishing. She will head up the areas of artist management, finance, special projects and acquisitions for Daniel Ventures, its subsidiaries and partnerships.

Beverly Coode has joined the music industry division of First American National Bank as a commercial banking representative. Coode will focus on customer service needs of consumer and commercial clients within the music industry.

Susan Eaddy has been promoted to associate director, creative services, RCA Label Group. Eaddy was most recently manager, RLG creative services. Eaddy will continue to oversee the design of album packaging, advertising, photo shoots and overall imag-

ing of RLG and its artists. Before joining RCA Records in 1993, Eddy was art director for Incentive Publications.

Arista/Nashville President Tim DuBois has signed Walt Aldridge to an exclusive production deal. Aldridge will serve primarily as an A&R source for both Arista/Nashville and Career Records.

Pecos Films president Bryan Bateman has announced the signing of director David Abbott to their roster of talent represented at Pecos Film Company.

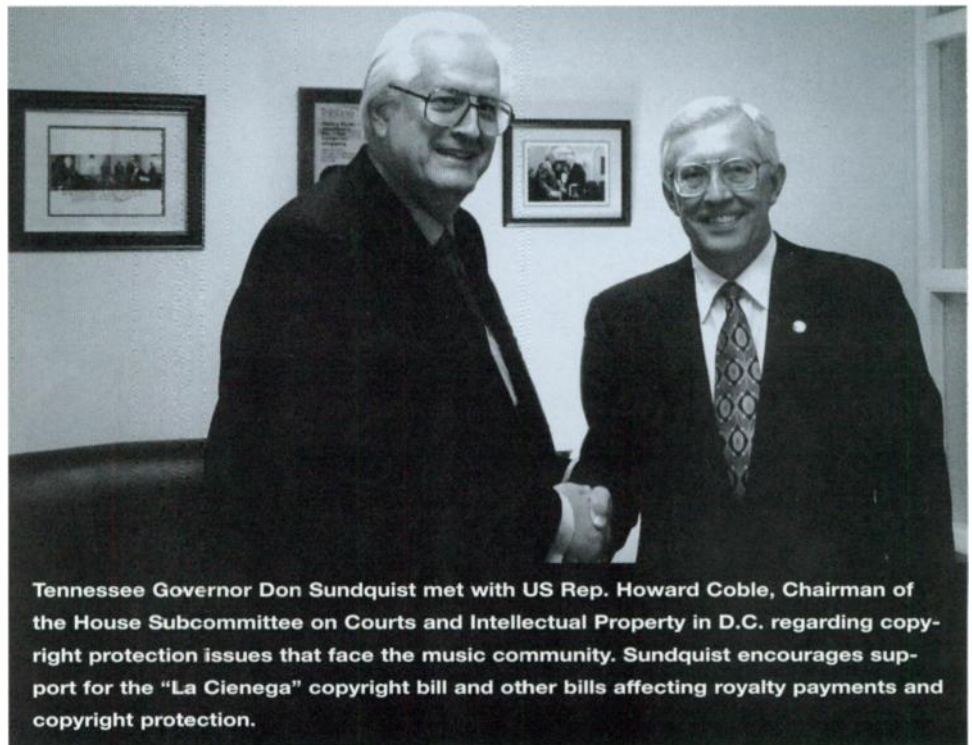


signings

BOOKING: Asleep at the Wheel to Bobby Roberts Company, Inc.... Michelle Wright, Loretta Lynn and the Cousin Lovers to Monterey Artists...Brady Seals and Rhett Akins to Buddy Lee Attractions, Inc....Norman Wright of the Del Vikings to Lustig Talent...**RECORDING:** Randy Travis to DreamWorks Records Nashville... **PUBLISHING:** Mark Shelby and Steve Mandile to Moraine Music Group...Mark Anderson, Ken Harrell and Scott Whitehead to Acuff-Rose Music... Mark D. Sanders to MCA Music Publishing, Nashville... Brent Maher to The Carlin Music Group and Moraine Music Group.



Anita Cochran and Steve Wariner recently shot a video in Nashville for their duet, "What If I Said".



Tennessee Governor Don Sundquist met with US Rep. Howard Coble, Chairman of the House Subcommittee on Courts and Intellectual Property in D.C. regarding copyright protection issues that face the music community. Sundquist encourages support for the "La Cienega" copyright bill and other bills affecting royalty payments and copyright protection.



music video

artist/label

The Buffalo Club/Rising Tide
 John Berry/Capitol Nashville
 The Lynns/Warner Bros.
 Victoria Hawkes/Critique
 Dixie Chicks/Monument Records

title

"Heart Hold On"
 "The Stone"
 "Nights Like These"
 "She's Waiting"
 "I Can Love You Like Better Than That"

director/producer

Trey Fanjoy/Jim Hershleder
 Ken Carpenter/Rod Carpenter
 Michael Merriman/Bryan Bateman
 Tom Bevins
 Chris Rogers

CMA Welcomes Tennis Legends

Mercury recording artist Kim Richey welcomed the Virginia Slims Tennis Legends to Nashville on behalf of the Country Music Association at a reception held at the Country Music Hall of Fame. Richey presented CMA Awards jackets to Chris Evert, Martina Navratilova, Billie Jean King, Tracy Austin, Evonne Goolagong, Pam Shriver, Rosie Casals, Zina Garrison, and Ilana Kloss. Nashville is one of six cities on The Legends fall tour. Proceeds from the Virginia Slims Nashville events benefited the National AIDS Fund, the United Way of Middle Tennessee Community AIDS Partnership and Nashville CARES. Pictured here from l to r: Kim Richey, Billie Jean King, Chris Evert and Martina Navratilova.



Photo by C.J. Selker



International Update

- Trisha Yearwood spent Oct. 15-23 in Australia on a promotional trip which included radio, print and TV interviews including the popular shows "Good Morning Australia", "Hey, Hey It's Saturday" and "Middy". "How Do I Live", the recent single from her greatest hits package, was certified platinum there. Coincidentally, The Mavericks' Robert Reynolds did interviews as well during the promotional trip. The MCA group's next album is expected to be released in the U.S. in March 1998.
- The British Country Music Awards will be presented in Birmingham, England, on November 16. Highlights of the event will be broadcast on BBC Radio 2's "Country Club" on November 27, and BBC-TV will carry coverage as well. For the first time, the ceremony will be open to the public.
- Canadian Music Week International is set for March 5-8, 1998 in Toronto, with an emphasis on its executive conference for members of the professional music industry. For the first time in many years, the 15-year-old event will not be held in conjunction with the Juno Awards, which takes place March 22 in Vancouver. In addition, the first-ever Canadian Radio Music Awards will be presented by the Canadian Association of Broadcasters during Canadian Music Week.
- Arista recording artist Michelle Wright traveled to Germany in November for her first series of concert dates there. The tour, in support of her latest album FOR ME IT'S YOU, took Wright to Frankfurt, Nurnberg, Hamberg, Stuttgart, Munich and Cologne. The tour is presented by Onyx Television and promoted by the Stuttgart-based Moderne Welt concert company. All dates are with special guest BMG Ariola Muechen artist Jill Morris.
- Mark Hagen, head of programming and acquisitions for VH-1 Europe, is the host of a new radio show on London's Country 1035. "Across The Borderline" which airs on Sunday evenings.

February

Feb. 6 - Mar. 22

International Country and Western
Festival 1998 / Schutzenhaus
Albisguetli/Zurich/contact Albi Matter
at (41) 1-461-00-66;
fax (41) 1-462-70-30;
e-mail matter@showandmusic.com

Feb. 25-28

CRS-29 Nashville/Nashville
Convention Center/contact CRB office
at (615) 327-4487;
fax (615) 329-4492; www.crb.org

Don't forget CMA's
website at
www.countrymusic.org

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"THE 31st ANNUAL CMA AWARDS" BOOST COUNTRY SALES IN UK, IRELAND

A high-profile retail and media campaign surrounding BBC-2's broadcast of the 1997 CMA Awards on Sunday, September 28 resulted in a significant increase in Country Music sales in the UK and Ireland.

Overnight figures for the 90-minute BBC-2 broadcast showed over 2.5 million viewers had seen at least part of the Awards program with an average of 1.8 million and a 14-percent share. The telecast was introduced by writer and comedian Rory McGrath and aired just four days after the live event in Nashville. In addition, nationally networked BBC Radio 2 launched the first-ever Country Music Week, which included a live broadcast of the CMA Awards as well as live interviews with Vince Gill, Tim McGraw and Chely Wright in Nashville. Irish network RTE carried a 90-minute edited version of the CMA Awards on September 27 that, like the BBC broadcast, also scored well in the ratings.

An upsurge in sales for winning artists was evident in the UK retail campaign instigated by CMA with the backing of the BPI (British Phonographic Industry), BARD (British Association of Record Dealers) and nearly every major record label and involving over 1,000 retailers. Female Vocalist of the Year Trisha Yearwood's *SONGBOOK: A COLLECTION OF HITS* garnered an 84-percent increase over the previous week's sales, while works by LeAnn Rimes (Horizon Award winner), George Strait (Male Vocalist and Album of the Year awards winner) and Deana Carter (Single of the Year Award winner) earned significant increases as well.

"We were very pleased with the campaign, which definitely took things on from last year," said HMV buyer Gary Rolfe. "After the TV show, key albums by the winners increased their sales by 93 percent."

Both winners and nominees enjoyed a boost from the campaign, reported Simon Coe, product manager of Virgin/Our Price. "Trisha Yearwood was the big success of the campaign for the Virgin & Our Price stores, followed by Deana Carter, which we had imported," said Coe. "We saw a general uplift of Country sales fol-

lowing the CMA Awards as well as selling thousands of extra copies of the CMA nominated artists."

Bryan Marks, music marketing specialist for Tower Records, reported Country Sales up 20 percent across Tower's five UK stores.

"Retail reaction to the Awards campaign sums up its success," added Iain Snodgrass, special projects manager at Universal Music. "Around the campaign, we were able to increase sales on Trisha's *SONGBOOK* and George Strait's *CARRYING YOUR LOVE* by 25 percent, as well as bolster sales on Vince Gill, Lee Ann Womack and Trisha's *EVERYBODY KNOWS*. This year's success proves that with media exposure on a major level alongside retail support, Country can compete and win a bigger share of the UK audio market."

Yearwood also flourished in Ireland, according to ChartTrack. (A sales tracking system similar to Soundscan in the US.) "The figures are dominated by *SONGBOOK*, which is currently at number four in the

Irish chart," reported John Pinder. "The 'sales effect' kicked in the week ending October 2, which saw the nominated artists up 40 percent overall against the previous week." *SONGBOOK* is nearing platinum certification in Ireland.

For the first time, a CMA Awards Collection CD was offered to readers of *RADIO TIMES*, the UK's largest TV/radio and entertainment listings magazine with a circulation of 1.4 million. With the purchase of the promotional CD, readers

received vouchers for use at retailers participating in the retail campaign. Orders are still incoming.

"The BBC-2 edit of the CMA Awards scored very favorably for a music TV program," said David Bower, CMA's UK & Ireland director. "The significant uplift in sales already reported has been exceeded on some titles in the second week after the broadcast, indicating the strength of the CMA Awards. With more retailers than ever before involved, Country Music sales continue to increase in the UK. The CMA is committed to developing further opportunities not only around the Awards but throughout the year."

-Shannon Heim



Rising Tide artist Matraca Berg performed during an invitation-only event at Green's Grocery on September 25. The show was just one of several activities scheduled for international promoters and TV producers, who were in Nashville to attend "The 31st Annual CMA Awards".

(L to R: Richard Wooton, Paul Fenn, Tony Byworth, The BBC's Trevor Smith, Matraca Berg and Swedish promoter Jan Gille.)

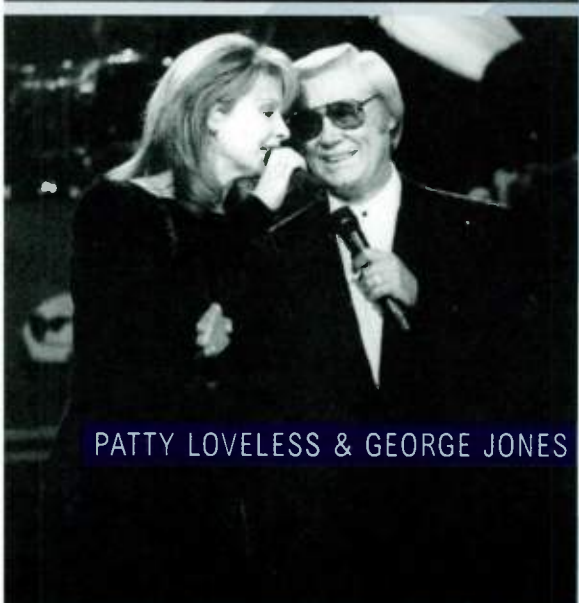
CMA AWARDS TELECAST HELPS BOOST RECORD SALES AND ARTIST RECOGNITION



DEANA CARTER



TRACE ADKINS



PATTY LOVELESS & GEORGE JONES

As expected, winning ratings for the CMA Awards once again translated into greater chart success and increased industry and media attention for artists appearing on the telecast. Holding its own against a strong premiere night on NBC and ABC, "The 31st Annual CMA Awards" placed first for the night in households, viewers and all adult demographics, when it was telecast live Wednesday, September 24 on the CBS Television Network.

According to BILLBOARD columnist Wade Jessen in the October 11 issue of the magazine, 19 of the 24 bulleting titles on BILLBOARD's Top Country Albums chart are by artists who had performance slots.

Among the artists that Jessen noted is Matraca Berg, who took home a Song of the Year honor along with co-writer Gary Harrison for "Strawberry Wine". Berg received quite a boost from her performance of "Back When We Were Beautiful" from her Rising Tide lp SUNDAY MORNING TO SATURDAY NIGHT. The lp debuted at number 74 on the Top Country Albums Chart.

Berg's publicist, Holly Gleason of Joe's Garage, also noted that the artist's appearance on the CMA Awards has lead to greater media interest. "I can tell you that there's been particular interest among television bookers. Matraca has already appeared on 'Live With Regis And Kathie Lee', and we're currently trying to work out something with 'The Tonight Show With Jay Leno', 'Late Night With Conan O'Brien' and 'The Late Show With David Letterman'.

Patty Loveless, who performed her latest single, 'You Don't Seem To Miss Me' with George Jones also scored on BILLBOARD's Top Country Albums chart. Loveless debuted at number 12 with LONG STRETCH OF LONESOME in BILLBOARD's October 18th issue. Opening with more than 16,000 scans, the entry marked Loveless' biggest opening

week during the Soundscan era, according to Jessen. Mike Kraski, senior VP of sales and marketing at Sony Nashville, told BILLBOARD, "We think the CMA performance with George Jones was one of the best of the night, and it's largely responsible for this sweet opening."

Loveless was equally enthused about the performance when she spoke with CLOSE UP, "Not only was it a major thrill to be able to sing such a great song on the CMA's with George Jones, who's one of my heroes, the idea that the music can connect like this is exciting. I had my biggest first week sales ever, and I'm sure it's because so many Country fans got to experience that song with George and I."

Capitol Nashville Senior Director of National Sales Bill Kennedy was also encouraged by the increase in sales for both Deana Carter and Trace Adkins. Carter, who tied with George Strait as the top CMA nominee with five nominations, performed a lighthearted version of "Did I Shave My Legs For This", the title cut from her debut lp. Carter also won Single of The Year for "Strawberry Wine". Adkins, who was nominated for the Horizon Award and Music Video for "Every Light In The House" performed his number one single "(This Ain't No) Thinkin' Thing".

"Significant sales increases from Deana and Trace can be attributed to their live performances," Kennedy said. "Both were featured in the first hour of the program attracting a vast amount of viewers. Combined with a number one song at Country radio - 'How Do I Get There' from Deana and a recent number one, 'I Left Something Turned On At Home' from Trace, our timing surrounding the show was excellent. Events like these translate into success with retail partners who have supported Deana and Trace all year."

Several MCA artists also benefited from their appearance on the CMA Awards.

continued on page 27...



sherrié austin

Record Label: **Arista Nashville**
 Album: **WORDS**
 Single: **"One Solitary Tear"**
 Influences: **Dolly Parton and Loretta Lynn**

Moving to Nashville to be a songwriter was Sherrié Austin's goal. And it was quite a goal considering the distance she'd have to come - half way around the world. The Australian native wasn't even thinking about getting a record deal, although she began performing at Country festivals Down Under at age 13.

Upon moving to Nashville, she ran into tunesmith Will Rameaux ("Maybe It Was Memphis"), who eventually co-produced her debut U.S. release, **WORDS**. Sherrié wrote or cowrote seven of the album's 10 songs, then called on some of Nashville's finest musicians to add their special touch. Vince Gill, Mary Anne Kennedy, Pam Rose and steel guitarist Dan Dugmore (who played with Linda Ronstadt) contributed their considerable talents to the project.

Sherrie has recently accepted the opening slot on Tracy Lawrence and Trace Adkins' 1997 fall tour. "What an exciting opportunity for me to get out and perform live along with two of Country's greatest singers", she says. "Obviously someone has to be on this tour that wasn't a strapping 6-foot-plus!"



debut

the ranch

Record Label: **Capitol Nashville**
 Album: **THE RANCH**
 Single: **"Walkin' The Country"**
 Influences: **Don Williams, Mark Knopfler, Charlie Pride and Jim Reeves**

"I've sometimes called some of our music 'funktry' meaning Country with an R&B backbeat to it..." says The Ranch's founder and lead singer Keith Urban. Eight of the twelve songs on **THE RANCH** were written by Urban with his co-writer Vernon Rust. Urban grew up in Australia but says he knew when he was just seven years old that he would come to Nashville and play Country Music for a living.

In the studio, drummer Peter Clarke and bass player Jerry Flowers add another dimension to the songs, with a style that tests the boundaries of live music. It was the band's live shows that caused a buzz in Nashville and eventually lead to a record deal with Capitol Nashville.

Their most recent single, "Walkin' The Country", has enjoyed the "Sneak Peek" rotation on CMT: Country Music Television, and the group recently had the honor of performing on the Grand Ole Opry stage for the first time, backing up Australia's best-selling Country singer, Slim Dusty.



1

Triple Play Awards

Kix Brooks, of the award-winning duo Brooks & Dunn, presented the Triple Play Awards at the Country Music Association on Wednesday, October 15 during an invitation-only ceremony. Initiated by CMA in 1991, the Triple Play Awards recognize CMA composer members who have attained three number-one songs within a 12-month period, based on the Country singles charts from BILLBOARD, RADIO & RECORDS and the GAVIN REPORT.

Songwriters Recognized For Outstan



2

Fourteen songwriters were honored, including Matraca Berg, Garth Brooks, Gary Burr, Bob DiPiero, Skip Ewing, Gary Harrison, Alan Jackson, Robert John "Mutt" Lange, David Lee Murphy, Paul Nelson, Mark D. Sanders, Tom Shapiro, Shania Twain and Chris Waters. Bob DiPiero, Paul Nelson and Mark D. Sanders were each honored during the last ceremony in 1995. Sanders is the only songwriter who received two Triple Play Awards this year. Berg, who received one Triple Play Award, has had five number-one hits in a 12-month period including "Everybody Knows" and "We Danced Anyway".



3

"CMA is proud to honor this year's talented array of songwriters receiving Triple Play Awards," said CMA Executive Director Ed Benson. "In a time when the competition in Country Music is greater than ever before, achieving three number-one hits within a 12-month period is a remarkable feat. Each of these songwriters continues to make an immense contribution to the popularity of Country Music."

PHOTOS: 1 - Mark D. Sanders accepts his Triple Play award from Kix Brooks of Brooks & Dunn. 2 - Triple Play award winners show off their awards. (l to r bottom) Gary Harrison, Matraca Berg, Luke Lewis (president, Mercury Nashville), Woody Bomar (president, Little Big Town Music), (l to r top) Bob Doyle, David Lee Murphy, Tim Wiperman (vice president/general manager Warner/Chappell), Gary Burr, Chris Waters (vice president, Tree Productions), Mark D. Sanders, Paul Nelson, Skip Ewing, Kix Brooks, Ed Benson. 3 - David Lee Murphy, Matraca Berg and Kix Brooks were among the artists/songwriters at the Triple Play Awards.

28th Annual Nashville Songwriters Hall of Fame

History-making composers Hank Thompson, Wayne Carson and Roger Cook were inducted into the Nashville Songwriters Hall of Fame Sunday, September 21 by the Nashville Songwriters Foundation.

Kitty Wells, Curtis Potter and guitarist Brent Rowan presented a medley of Hank Thompson hits. Tim Mensy and Johnny Paycheck paid lyrical tribute to Wayne Carson. Don Williams and Lari White spotlighted several Roger Cook standards.

PHOTOS: 4 - (l to r) Bart Herbison, executive director NSAI; Wayne Holyfield, vice chairman NSF; Roger Cook; Hank Thompson; Wayne Carson; Terry Chote, chairman of NSF's



4

SESAC

PHOTOS: 5 - (l to r) Songwriter Angela Kaset was named 1997 Country Songwriter of the Year, Pat Rogers, Jewel Coburn and Barry Coburn received the award for Purple Sun Music, which was named 1997 Country Publisher of the Year.

6 - 1997 Country Song of the Year, "The Fool", was written partially by (l to r) Charley Stefi; Lana Thrasher and Bob Doyle. Doyle accepted on behalf of the song's publishers (Wild Mountain Thyme Music and Castle Bound Music) as SESAC president Bill Velez congratulates them.



ding Achievements in Country Music

45th Annual BMI Country Awards

ROBERT J. BURTON AWARD FOR MOST PERFORMED COUNTRY SONG:

"Nobody Knows" written by Dohn DuBosé and Joe Rich

SONGWRITER OF THE YEAR:

Tom Shapiro

PUBLISHER OF THE YEAR:

Sony/ATV Tree

PHOTOS: 7 - (l to r) Roger Sovine, George Strait, Erv Woosley, Connie Woosley, Aaron Barker and Frances Preston celebrate the 45th Annual BMI Country Awards.

8 - BMI's Robert J. Burton Award for Most Performed Country Song recipients (l to r) Dohn DuBosé, Kevin Sharp and Joe Rich.

9 - Travis Tritt receives congratulations on his BMI Award from (left) wife Theresa Tritt, (right) Billy Burnette and Bekka Bramlett.



1997 ASCAP Country Awards

SONG OF THE YEAR:

"No News" written by Mark D. Sanders

SONGWRITER OF THE YEAR:

Mark D. Sanders

PUBLISHER OF THE YEAR:

MCA Publishing

PHOTOS: 10 - (l to r) Mark D. Sanders (Songwriter of the Year), ASCAP's Connie Bradley and Jody Williams of MCA Music Group (Publisher of the Year)

11 - ASCAP's Pat Rolfe celebrates the 1997 ASCAP Country Awards with artists/songwriters Deana Carter and Garth Brooks.

12 - Connie Bradley and Marilyn Bergman join Lonestar and Mark D. Sanders along with staff from MCA Music Publishing and Starstruck Writers Group.

Photos by Richard Crichton, Alan Mayor and Kay Williams



BARBARA MANDRELL



legends

Barbara Mandrell talked with Close Up just days before her final musical performance, *The Last Dance*, held at the Grand Ole Opry on October 23. She took a moment to contemplate that evening as she gears up to embark on a much anticipated acting career.

“I don't have the words to describe what I feel about that evening, because I certainly feel content and happy with the decision. I think the best way to describe it is that it will be an evening that will be bittersweet.”

Confident with her decision, Barbara cited many reasons for her choice to pursue an acting career.

“I am a person that loves change. I guess that's why I always would push and drive myself very hard and my people to change the show all the time.”

But, she is quick to point out, the change of direction doesn't mean she was bored with her singing career. “It's not that I am in any way tired of performing. Not in any way has it grown old to me, and I'm not burned out. It's all quite positive. In fact right now, even with the shows I will do this weekend, I am savoring every second.”

As Barbara reflects on her career change she concedes “there were different things shown to us that made it clear that this was a good decision . . . ”

“The fans have been one of the major contributing factors to the success that I've enjoyed in my performing musical career. I would listen to what the fans wanted, what they liked and I would try to create new textures, new ways and then I would wait to see the response. With different shows that the public would see me acting in, the response was so positive.”

“After the press conference (to announce the end of her musical career), when I got home, on the columns were big signs that the fans had put up. It just made my eyes teary because, there again, they were saying ‘It's okay. We like it.’ The encouraging signs displayed phrases like “Look out Hollywood” and “Go Barbara”.

“Change” and “the fans” were not the only reasons for taking her life in a new direction.

“There were a couple of things this past year that I really wanted to do that I could not do because of my musical commitments. Contractually we could have, but that's not my nature. When I commit to something I give it my all.”

“You can count on me is what I'm saying. That's the way my father, Irby Mandrell (Barbara's manager until he retired six years ago) taught me. I like loyalty. I like dependability and responsibility. When you say you're going to do something, I like when you deliver the goods”

Barbara splashes onto the acting scene with her second appearance on the daytime soap opera “Sunset Beach” to air later this year, but she is no stranger to television. Having had acting roles, starring, hosting, or guest appearances in more than 40 television shows, she has become a familiar face to many as much for her acting as her singing.

Adding another dimension to her career, Barbara was approached this past year to design a line of jewelry. Not being one to let an opportunity pass her by, she readily agreed. She relied on her experience in designing her own personal jewelry.

“Well I think any woman would love that opportunity. I didn't know it would be this much fun, but it is really fun and is a good business decision as well.”

The line of jewelry, which she premiered on QVC, is named Barbara Mandrell's Country Sentiments.

“They chose to call my line Barbara Mandrell's Country Sentiments because they observed that everything I created had some reason, like from the heart.

Barbara sums up the emotions she is going through as she looks forward to a new chapter in her life.

“You know what's so wonderful to me, I have this wonderful feeling like I did when I first started recording - of excitement and great expectations and almost feeling childlike. So of course I don't know what the future holds, but I know I'm excited about it.”

-Angie Crabtree

BARBARA WAS BORN ON CHRISTMAS
IN HOUSTON, TEXAS. SHE SHARED
WITH CLOSE UP HER TRADITIONS OF
CELEBRATING CHRISTMAS, AS WELL
AS HER BIRTHDAY.

“We go to church Christmas Eve evening and my kids like it that we open one present before we go to church or when we get back. Then the next morning Santa Claus has come and we do that and then we have an early Christmas meal. Later in the day is when we celebrate my birthday. My presents are put on some table in the room, not under the tree with birthday paper and birthday cards. We've also had the tradition with all of my children - two of them have outgrown it now, but Nathan is still young enough - they bake Jesus a birthday cake. They, on their own, decided they would bake me a birthday cake as well, so we get two birthday cakes on Christmas. Jesus' birthday cake is for dessert after our meal and my birthday cake is later in the day. I like it because I get all the presents I'm supposed to.”

NEW CMA BOARD ELECTED



DONNA HILLEY

New directors have been elected to serve on the 1998 board of the Country Music Association. Donna Hilley, president & CEO of Sony/ATV Tree Publishing in Nashville, remains chairman of the board. Tim DuBois, president of Arista Nashville, remains president of the CMA board.

Directors, who serve two-year terms, were elected at the organization's annual meeting September 25 at the BellSouth Building in Nashville. CMA members from throughout the world were present for the 39th annual membership gathering. Officers, who serve for one year, were elected by the directors. CMA officers and directors serve gratis and pay their own expenses to attend meetings.



TIM DUBOIS

BY CATEGORY, NEW DIRECTORS ELECTED BY CMA'S MEMBERS ARE:

ADVERTISING AGENCY/PR
Dick McCullough,
Space-Time

ARTIST/MUSICIAN
Kix Brooks

AT LARGE
Rick Blackburn,
Atlantic Records
Nancy Shapiro,
NARAS
E.W. Wendell,
Consultant

COMPOSER
Bob DiPiero,
Little Big Town Music Group

INTERNATIONAL
Thomas Stein,
BMG Ariola Music GmbH

MUSIC PUBLISHER
Jerry Bradley,
ASCAP

PERSONAL MANAGER
Larry Fitzgerald,
The Fitzgerald Hartley
Company

PUBLICATIONS
Irby Simpkins,
Nashville Banner Publishing

RADIO MANAGEMENT
George Toulas,
Chancellor Media Corporation

RADIO PROGRAMMING
Rusty Walker,
Rusty Walker Programming
Consultant, Inc.

RECORD COMPANY
Bruce Hinton,
MCA Records/Nashville

RECORD/VIDEO MERCHANDISER
Terry Woodward,
Waxworks, Inc.

TALENT AGENT
Rick Shipp,
William Morris Agency

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Tracy Lawrence

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Nashville, TN.



NAMES IN THE NEWS

NEWS MAKERS:

Mindy McCready signed on with ABC for her own television sitcom. Though it's a familiar role, she's been taking acting lessons to prepare to act as a 21-year-old Country Music singer in Nashville, working as a bartender and raising her two brothers. Mindy's two real-life brothers live with her. The pilot will be shot in February and it is scheduled to air next fall.



LEANN RIMES

LeAnn Rimes is scheduled to co-host the All-American Thanksgiving Parade at Opryland Hotel's Delta River with actor John

McCook of *The Bold And The Beautiful*. The parade will air on CBS November 27. This event will mark the last year for Opryland theme park's "Christmas in the Park". Celebrities scheduled to ride on the floats include Trace Adkins, Gary Chapman, Sara Evans and Ray Vega.



LARI WHITE

Lari White and her husband, songwriter Chuck Cannon are expecting their first child in December.

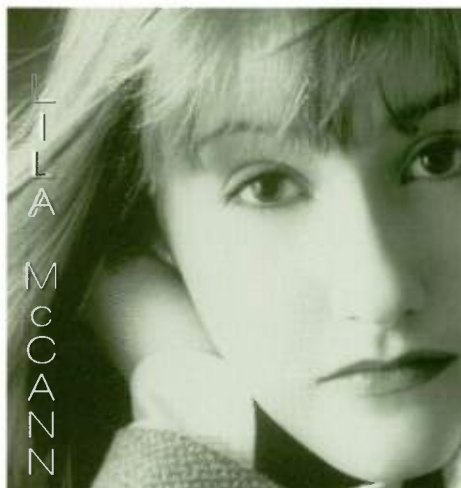
Asylum's Lila McCann, a sophomore at Steilacoom High School in Washington, was recently named Student of the Month. "Students are nominated based on their school involvement, citizenship, academic

accomplishments and other factors the committee deems noteworthy," says co-principal Gordy Hansen.

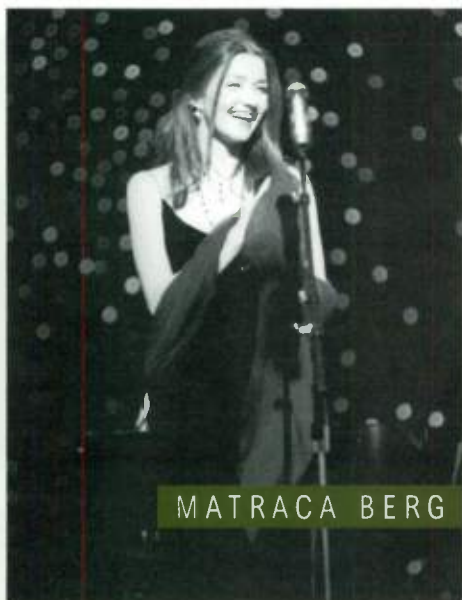


REBA MCENTIRE

Reba McEntire was asked to sing the National Anthem at the World Series. Coincidentally, the multi-platinum artist had been discovered while singing it at the National Finals Rodeo in Oklahoma City.



LILA MCCANN



MATRACA BERG

Awards Update...continued from page 20

Trisha Yearwood, who performed a dazzling rendition of her hit "How Do I Live" and took home the Female Vocalist Award saw a 10 percent increase in sales of her latest project, (SONGBOOK) A Collection Of Hits. Male Vocalist winner George Strait achieved a 59 percent sales increase for *CARRYING YOUR LOVE WITH ME*, which won Album of the Year. Vince Gill, who marked his sixth year as host of the CMA Awards, increased sales of *HIGH LONESOME SOUND* by 27 percent. Gill performed the haunting "You And You Alone" with help from Shelby Lynne. And new Decca recording sensation and Horizon Award nominee Lee Ann Womack increased sales of her self-titled lp by 24 percent.

Dave Weigand, vice president of sales and marketing for MCA and Decca Records summed up their success. "The CMA Awards provides an exciting opportunity for the label because it allows us to showcase our music and artists to a broad national audience. As such, we aggressively pursue all opportunities at both the account and consumer level to insure increased visibility in the marketplace. Sales, this year, as in the past, reflect significant increases for each of the MCA and Decca artists nominated or performing on the show."

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cma events

February

- 4 ASOC / Beverly Hills Hotel / Los Angeles, CA
- 5 - 6 Board Meeting / Four Seasons Hotel / Los Angeles, CA
- 6 - 14 CMA Delegation Trip to Sydney and Melbourne, Australia

May

- 13 MINT / Nashville Arena / Nashville



FOR INFORMATION ON CMA EVENTS,
CALL (615) 244-2840; FAX (615) 726-0314.
FIND CMA ON THE WORLDWIDE WEB AT
www.countrymusic.org



Warner Reprise recording artists The Lynns, joined here by Ed Benson, stop by CMA to share their songs and stories with the staff.