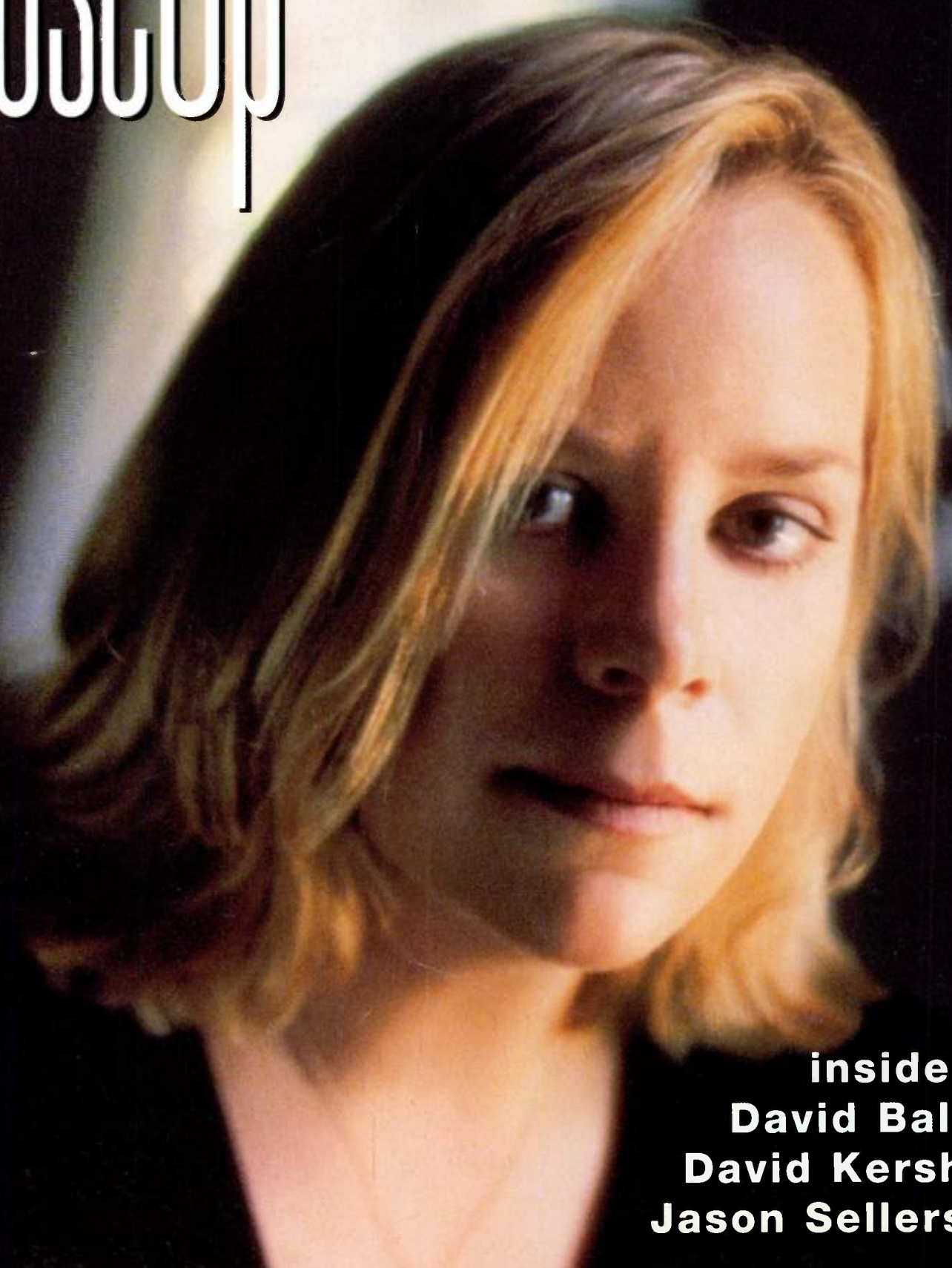
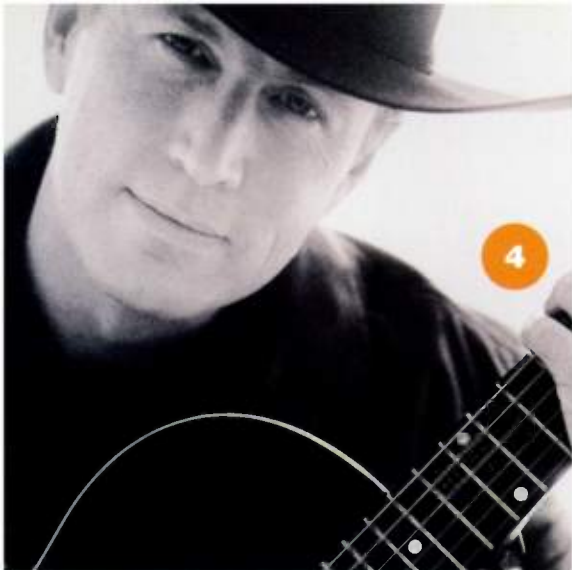


AUGUST 1999

# CloseUp



**inside:**  
**David Ball**  
**David Kersh**  
**Jason Sellers**



# features

**3 on the cover:** MARY CHAPIN CARPENTER  
she's just getting started

**4 up close:** DAVID BALL  
PLAY Ball!

**6 on location:** FAN FAIR HIGHLIGHTS

**8 horizon:** DAVID KERSH  
does he bare all?

**11 HALL OF FAME INDUCTEES ANNOUNCEMENT**  
find out who the 1999 inductees are

**14 PAY PER VIEW ANNOUNCEMENT**  
get your "CMA Awards Backstage Pass"

**15 debut:** MONTGOMERY GENTRY, SHedAISY  
catch the duo and the trio that are climbing up the charts

**16 1999 CMA AWARDS MERCHANDISE ORDER FORM**

**18 the buzz:** JASON SELLERS  
back on his feet



# departments

**12 update:** Awards, Media, New Companies,  
Newslines, On The Move, Signings, Videos

**13 international update**

**20 names in the news**

**22 international**

**23 next month**

**24 CMA calendar**





# Mary Chapin Carpenter

In 1990, not yet a household name, Mary Chapin Carpenter was given a rare opportunity to open the CMA Awards. She performed a song titled "Opening Act" which brought the tough industry crowd to their feet. Bets are that she is no longer seen as an "Opening Act".

"The expression on my face after [they came to their feet]...I had no idea that would ever happen. I thought I was going out there and probably bringing a quick demise to my career in the process. I was shocked. Stunned. It cracked me up. It was great, and that was the edited version too [laughs].

How did she get such a response from her industry peers?

"I think that there was an unpredictability about it all. It did take people by surprise, and that's all a tribute to the wonderful thoughts of Irving Waugh, the producer at that time. It was his idea so I can't take any credit for it. I just got out there and did it. I had a great time."

The Music City "powers that be" should have no worry if Country Music is thriving in New York City, the nation's number-one media market. CLOSE UP traveled to the Big Apple to catch the opening date of Mary Chapin Carpenter's Party Doll On Wheels tour in support of her new album which she describes as "sort of a hybrid kind of hits record slash live record slash new music record."

After playing to a packed house at Tramp's in New York City and being called back for three encores, it is apparent that Mary Chapin Carpenter is no longer an "Opening Act" (see sidebar).

PARTY DOLL AND OTHER FAVORITES is not your typical greatest hits package. In fact, it's not that at all.

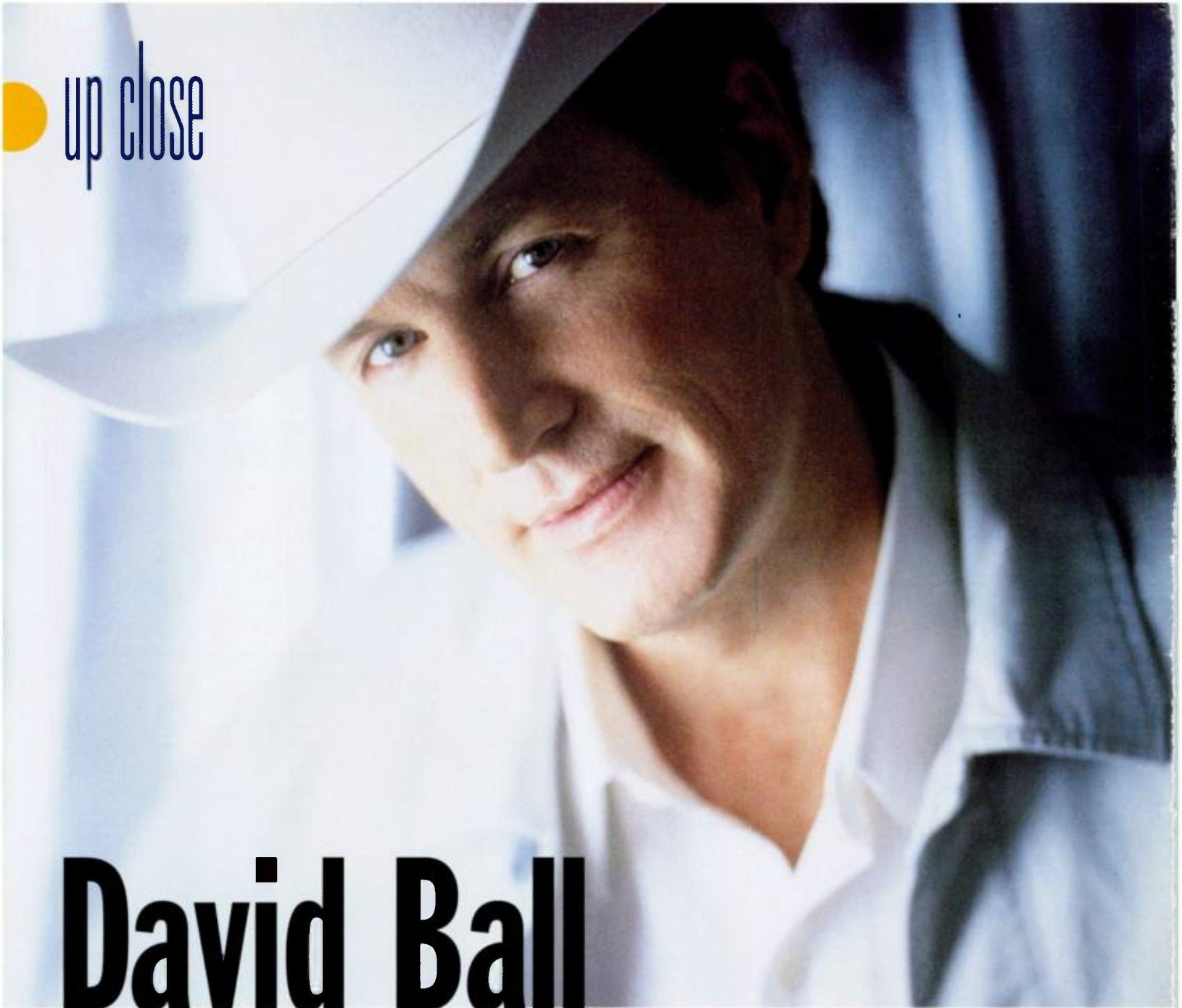
"I wanted it to be an informal gathering. I didn't want it to be seen as some definitive retrospective, which it's not. Didn't want it to be seen as solely a greatest hits record, which it certainly is not. I wanted to veer widely away from the formulated greatest hits package. Hopefully, it would be something for everybody.

"We are all grateful for the hits that we have in our lifetime, I mean you'd be an idiot not to appreciate those things. But I wanted so much for this record to be much more kind of about those moments between those chart hits

continued on page 10...

"It's like somebody handed us this gift - to be able to travel around the world and just play music."





up close

# David Ball

Nearly three years since his last Warner Bros. album, David Ball is back and ready to score some hits. Hence the title of his latest offering, *PLAY*, released in July. The album marks his first venture as a co-producer, working with engineer Ben Fowler on six of the album tracks. Production credit for the remaining four tracks goes to Don Cook, renowned for his work with Brooks & Dunn, Wade Hayes and The Mavericks, among other artists.

**“Sometimes I’ll listen to some classical stu**

## “I wanted to do something a little more stripped down and simple.”

When asked about the wait in between PLAY and his last project STARLITE LOUNGE, David says a lot of it had to do with changes in his career.

“I wouldn’t mind picking it up and doing it a lot quicker if I had a regular production team. Maybe I’ll start with just Ben Fowler and me. Who knows? So much of it is done by a lot of people making decisions. I changed management. I just made a change because I felt like I wanted to get in there and play music. That’s what I do. A lot of people were like, ‘Well, in this environment, Country radio’s not really playing anything Country. You might as well wait until it swings back.’ That was one thought, and I thought, ‘Well shoot man, you mean just quit for a while and lay down?’ But I thought, ‘Let’s go ahead and put something out and see what happens.’”

What happened is that David came up with a stellar package of songs, seven of which he wrote or co-wrote. The album’s first single, “Watching My Baby Not Coming Back,” is a song he penned with new Arista artist Brad Paisley. The uptempo number once again demonstrates his ability to express emotions with wry simplicity and unforgettable imagery, as in the past with songs such as “When The Thought Of You Catches Up With Me.” and “Look What Followed Me Home.” David says he’s got to be sold one hundred percent on a song in order for it to make it as an album cut.

“When I go in and record, I’ve got to like every song,” David says. “If there’s a song that I feel just marginal about, I’ll pull it off and say, ‘Maybe we’ll come back and cut it another time.’ I like to like it all. So, I feel like all these tunes were real good and lyrically, I thought they were tight.”

An avid songwriter, David says he would write everyday if he could. Sometimes, he says, songs even come to him in his sleep. “That can be kind of frustrating, because sometimes you just don’t want to get up out of bed at 4:30 a.m., but that’s the best time.”

David says his inspiration for songs comes from various places.

“There’s always music rolling around. Lyrics can come from anywhere. I try to stay open to things, whether it’s something I read or a conversation I’ll hear or an old movie I’ll see. A lot of it just comes from day-dreaming and thinking about things.”

One of David’s personal favorites on the album is “I’m Just A Country Boy,” a song told through the eyes of a small-town guy missing a lost love. The song, which David co-wrote with Dennis Morgan, is unique in its imagery and melody.

“That was kind of a hard song to rope in there. It’s got a lot going on. I wanted it to have an image, where you could hear that song and you could just see it. Those things happen, like the line about that dirt road dead-ending in a big old field of corn. I guess it has to happen to you, but I thought that song was pretty strong.

“In a way, the song is a cliché. It’s very obvious, but at the same time there’s something different. And that’s really what I like. I like making a cliché kind of sound brand new and very fresh.”

When asked about his other writing endeavors, David hints that screenwriting might interest him.

“I’ve got a couple of movie ideas. It’s so hard to translate a written song into a record. I would think it would be a nightmare to have a story and have to turn that over to somebody else. You’d better trust them. Did you see that movie that Tom Hanks did - ‘That Thing You Do’? If you would have just looked at that story, you would have thought this is nothing. But the way that they did it - that’s just brilliant directing and acting. I mean it just really moves. It’s got a great tempo all the way through it. If you could get into something like that I would imagine it would be pretty rewarding.”

David may have doubts about the collaborative effort of screenwriting, but he knew he was in good hands with producer Don Cook while working on PLAY.

“I had all these tunes and really didn’t have a producer in mind. His name came up, and I’ve always been a fan of his. So we did half of the record with Don, going for the big Don Cook sound with a lot of the really commercial stuff. But, I’m such a fan of just the plain old average Country song. I wanted to do something a little more stripped down and simple, not aiming so much at the commercial radio side. So we did half the record that way. But you know when you sit down to listen to it, you can hardly tell the difference.”

David is definitely a discerning listener when it comes to music.

“It’s funny. When I listen to music, I really like to listen to it real close. I don’t just tend to put it on and do something else, you know. Then after I’ve heard it about three or four times I’m usually done with it. I don’t go back to it.”

David also likes to be challenged.

“Sometimes I’ll listen to some classical stuff to try to get in there and understand it. You know, I like to listen to the stuff that I don’t necessarily understand or that I can’t predict where it’s going. With a lot of music I hear now, I know the next chord before they get there. I know what they’re going to say before they say it. What’s the fun in that? I like to be surprised.”

And even though David strives to constantly keep his music fresh, it has to come from the heart and not feel contrived.

“That’s the way I have to do it. I’ve been put in situations before where if it’s not happening, I just have to walk away and say we’ll try it another day. Songwriting is that way too. It has to come pretty easy. I don’t like to force it.”

And that’s the best way to PLAY fair. <->

Mandy Wilson

## ff to try to get in there and understand it.”

# fan fair '99



John Michael Montgomery's found a new way to thank his audiences.



T. Graham vamps for the camera.



Vince Gill and Patty Loveless sign together and interview together. The two signed autographs in Vince's booth on Thursday, which is ironic because it wasn't long ago that Patty was waiting in line at Fan Fair to get Vince's autograph.



Fifteen-year-old Jessica Andrews made her Fan Fair debut Monday morning at the DreamWorks show.



Sammy Kershaw shares the stage with Lorrie Morgan to perform their duet "Maybe Not Tonight".



It's a family affair for the Wilkinsons. The trio performs decked out in Hawaiian-wear - quite appropriate for the sun-drenched festival.



Paul Brandt strikes a "Charlie's Angels" pose with his fans.



Brooks & Dunn blasted the crowd with confetti during their energetic performance.



Trisha Yearwood belts it out during the MCA show.



David Kersh takes time to hang out with his youngest fans while signing at his booth.



Curb recording artist Trini Triggs shows off a different talent as he balances his hat on one finger for the crowds in the exhibit hall.



Neal McCoy brings it up a level (literally) as he climbs the stage scaffolding during his performance.



See...look...that's me. Scott Saunders of Sons of the Desert points out himself in a photo he's signed for a fan. Or should we say a "new" fan?



Double the pleasure...double the fun...twin sisters, the Kinleys, replenish their energy with the perfect sugar-rush - Pixie Sticks.



You know what Ty...we're not even going to ask.



It's 9:31 a.m. Time for what we call "The Running of the Bulls/Fans." Each fan has carefully planned where they want to be before the gates are opened each day.



Matt King and one of his fans slap on their best "say cheese" smiles for our cameras.



Jo Dee Messina wows the audience when she breaks out into a medley of pop songs that feature her playing the drums.



South Sixty-Five made their Fan Fair debut with a few industry veterans... the Oak Ridge Boys.



During the Bluegrass show the Del McCoury Band spotlights a young fiddle player.



Warner Bros. artist Chad Brock poses with his parents, who watched his Fan Fair debut from the wings.



Andy Griggs surprises the audience with his special guest Wayne Jennings. The two-some sing "I Don't Think Hank Done It This Way" for the Wednesday night crowd.



Mark Willis takes the time to listen and visit with his fans.



Monday morning's rain couldn't keep the fans away from seeing the "Possum" in one of his first performances since his near-fatal car accident.



They may be small in size, but they still make BIG fans.



Show me the love...hugs and kisses all around.



Undoubtedly Fan Fair's biggest FAN spent everyday dancing non-stop to each of the stars performances, not only entertaining the crowd but gaining the attention of many of the show's hosts.



horizon

# David Kersh

It's been three years since David Kersh released his debut album GOODNIGHT SWEETHEART, and he is still enjoying the sweet success of hits such as "If I Never Stop Loving You," "Goodnight Sweetheart" and "Another You."



**K**ersh has evolved musically and professionally over the past few years. Sporting a hot new look in the July issue of PLAYGIRL, a more mature style of music for his third album (due out early next year) and having learned to deal with the ropes of the industry, the Texas native proves he will be around for a long time.

His first album stole the hearts of thousands with the innocent single "Goodnight Sweetheart," where Kersh seems to lean toward the "guy-next-door" image. After four top ten hits under his belt, his second album, IF I NEVER STOP LOVING YOU, quickly soared up the charts. But on his next album...

"We are wanting to incorporate all of the influences that make up 'David Kersh' and really have a different sound. I am a diverse person. I

## **"I want to sing with them and give them songs that they can really relate to."**

really enjoy old Country, and I love rock 'n' roll. I love many other different formats of music, and I want to try and incorporate all of those influences into my sound. I'm kind of getting away from the 'Goodnight Sweetheart' image and going more towards what I consider a 'David Kersh' image."

**With upcoming cuts such as "The Scratch" and "I Want You," that "image" is more mature than what he had before.**

"I'm getting a little older and I feel like my audience is my age group. I'm maturing and they are growing up as well. I want to sing with them and give them songs that they can really relate to. I think that 28-year-old people are going to identify with this record. It's a little bit more on the edge. It's great that the Country Music industry has evolved from the traditional to a more Country-pop sound. I enjoy singing that."

**It has been David's belief that you give the listeners what they want - words of wisdom given to him by the legendary Buck Owens. In doing that, he sings more contemporary Country than traditional Country. Radio is thriving on David's style of music and that is where he believes the evolution of Country Music is going.**

## **"I think that evolution needs to be allowed in the Country Music format just as it is in every other format."**

"I firmly believe that the Country Music format needs to allow for evolution and change. Look at rock 'n' roll and rock 'n' roll artists. You've got Aerosmith, Tina Turner, the Rolling Stones - 50 years old, and they're still out there. Number-one tours. Number-one records. But if you look at an artist in Country Music that's 50 years old, they're not getting airplay. That's because the format has not allowed them to evolve with their music and change with the times - or maybe they're just unwilling, I don't know. Nevertheless, they're not getting played, and I think that evolution needs to be allowed in the Country Music format just as it is in every other format."

**Since his start in the music business at age 19, Kersh has learned a lot about the life of a Country artist. He tells PLAYGIRL magazine that "learning that whole process the first year scared me to death. But, I've learned how to cope with all of the negatives and all of the**

**little battles that go on everyday." Those experiences have given him wisdom to survive in the industry.**

"I've grown in the wisdom of experience. You learn real quick about a lot of things, and maybe I've learned too much. I think artists can get too involved in the "business" end of it, and then you start worrying about everything. I'm the kind of person who's a nurturer, and I worry about things - my band, my manager. I worry about the people that work with me. I want them taken care of. It just ruins me mentally because my mind gets on them or finances, and I need to just concentrate on the creative part.

"It's a hard place for an artist to be because you want to know what's going on. It's your business. But then again you don't want to know what's going on because you don't want to think about all of that stuff. You just want to sing. That's why you can ask almost any artist and they

will say their favorite place to be is up on that stage. You can't think about anything else but the crowd, the music and just singing. Ahh - it's a wonderful thing."

**Along with the stage, comes the screaming fans. And where would any artist be without the fans.**

"I'm really enjoying the growth of my fan club and the support that I continue to have. I've seen the loyalty because they're still calling into radio saying I want to hear a David Kersh song, even though I don't have anything new right now. They're still showing up at the shows. A lot of times when you're touring and you don't have a hit on the radio there's not that much exposure and there's not that much excitement for people to show up, but people are still showing up. It makes me want to get out there and hang with them.

"I'm just real with them. I don't try to put on any act. They know how important they are to me and I let them know that. I'm very approachable. I don't have an entourage around me that says stay away, stay away. I'm not into that. I think the fact that I realize their importance makes all the difference in the world."

**David is eager for people to hear his new music and has his goals clearly in sight.**

"I feel good about myself and I feel good about what's going on right now. I want to be doing this for 10 or 15 years, and I want to take advantage of every opportunity that comes my way. I don't want to refrain from doing something just because I might be a little shy about something or a little cautious. I prefer to be a little bit more on the uninhibited side."

**But, what everyone wants to know is "Did he bare all to PLAYGIRL?" Sorry gals, he didn't. But he did reveal a lot of details of his personal life. Does he have any regrets? All he has to say is...**

"I'm not ashamed or unhappy of anything that's in there." ◀▶

**Chris Gusa**

because that's what makes up a large part of a career as well."

Chapin has worked with longtime producer / guitarist / close friend John Jennings since her 1987 debut *HOMETOWN GIRL*. Chapin and Jennings have obviously been very successful at keeping a fresh approach to each album (five Grammys, two CMA Awards, two ACM Awards, three platinum and three gold albums). She explains that they have no formula for their continued success over the last 12 years.

"You just take chances. You continue to try to listen to your instinct, and try to go places that you haven't gone before. I think that's how you keep [a fresh approach]. On this record, I actually worked with Blake Chancey for two of the new songs. John was involved in those recordings, but Blake sort of took over the co-producer's chair on those new ones. It was really fun and very much of a learning experience for me which I think is just as important as taking artistic risks - is that you learn something in each situation. To work with someone new in that regard was lovely."

**Mary Chapin Carpenter finds that the best part about being an artist is simply that...being an artist.**

"My favorite part is being able to be an artist. In the sense that to be able to look upon each day as an opportunity to be creative, to play music, to write music - that is a privilege to me. I consider myself extraordinarily fortunate and blessed that my life has gone in that direction and that things have transpired or conspired to allow that to happen for me. Having said that, the things that come as a result - being able to go to Bosnia, able to go and sing for the troops in the Persian Gulf. I think the gift that you really get over there is you meet these men and women who are doing a job

# Mary Chapin Carpenter



sales reports compiled by Soundscan and reported by **BILLBOARD**.

"I think the technology is hard to even keep up with, and we're dealing with it now in the recording business - you know MP3 and issues surrounding that. I think a technological society will always have room for the

arts. There is a statistic I read a couple of years ago that said the increase in purchases of computers - in home computers - was no coincidence that, at the same time, the sales of fine paper and pens was very, very high as well. What I interpreted that to mean is that as technologically oriented as our society is becoming or has become, people still want

the antidote. It's people who have DAT machines and mini disks who want their old LPs as well. But I think no matter how much music may be created digitally or by computers or whatever, people are still going to buy the sound of the human voice, or the pure sound of a guitar, violin. Those things will never be replaced.

"There's just never going to be anything to replace - I mean for example, a computer's never going to sound as good as the real Patty Loveless. Purest voice in the world. Computers, no matter how much they try, are not going to sound like that. But I think also the delivery system - videos, the Internet or cable, whatever it is - I think those delivery systems are going to continue to amaze us, and we haven't even a clue what's ahead."

**A greatest hits collection or collection like PARTY DOLL is sometimes viewed by some as an indication of being at the tail end of a recording career. In Chapin's viewpoint, this album is not that at all for her. She hopes for many more years of creating and believing in her craft.**

**"There are a million things to do out there besides having a career in music."**

over there that none of us can even imagine. None of us. John Jennings kind of said it for me last Christmas Eve when we were flying to the USS Enterprise in the Persian Gulf. We were in a helicopter wearing our flak jackets and it was an experience that none of us had ever had anything remotely like it happen to us before. He turned to me and said 'This isn't a job. I just won the lottery.' It's like somebody handed us this gift - to be able to travel around the world and just play music. My God, how amazing! I see it all as just extraordinary good fortune and something to be terribly, terribly grateful for and not to take for granted."

**With all of the people and places Mary Chapin Carpenter has had the opportunity to see, there are still quite a few things she has on her "things to do" list.**

"There are many projects that I'd love to do before I you know, croak. Among them, an acoustic record, which I would love to do. There are a million things that I want to do besides just waking up every day and work. I want to learn how to speak French. I want to learn how to pilot a small plane. I want to learn how to make my vegetable garden grow. I want to get married. I'd love to have children. Lots of things. There are a million things to do out there besides having a career in music."

**With the increasing use of the internet and the issues surrounding licensing and downloading music, Chapin believes the actual art will prevail. In fact, PARTY DOLL AND OTHER FAVORITES was recently one of the top selling albums on the internet according to internet**

"Someone referred to this record as a 'mid-career' kind of record. At first, I was taken aback by that because I realize I have this mentality of it's still sort of way behind me. I keep thinking I'm just starting out. So, when [the reporter] said, 'I look at it as mid-career package', that's pretty cool actually. I would aspire, I suppose more than anything, to want to have the kind of career that someone like Emmylou Harris has. Where she continues to take risks, continues to evolve as an artist. [Emmylou Harris] continues to be a beacon of integrity and artistic wonder to me. She continues to make music that is absolutely compelling and moving and beautiful. Her career has taken however many years now since the time she first starting making records. I would aspire to something like that in my dreams. That's what I would love to believe that may be possible."

**On a final note...**

"I would like to just express my thanks for the fellowship I have felt from the moment I arrived in Nashville in 1987 - to the amazing artists that I've had the privilege of working with, to the people in the music business, not only the people at my record company but the people who sort of have satellite jobs in and around the music business who have befriended me and made me feel like I had a place there. I'm so grateful for that, and at this point in time, sort of with this 'mid-career record', I hope that I can look forward to many more years of that friendship." ◀▶

Dixie Weathersby

## Dolly Parton, Conway Twitty & Johnny Bond To Join Country Music Hall Of Fame

**D**olly Parton, Conway Twitty and Johnny Bond will be the newest members of the Country Music Hall of Fame when they are inducted during "The 33rd Annual CMA Awards" Wednesday, September 22, the Country Music Association announced recently. "The 33rd Annual CMA Awards" will be telecast live (8-11 PM, live ET) on the CBS Television Network from the Grand Ole Opry House in Nashville.

Founded by CMA in 1961, the Country Music Hall of Fame is the ultimate recognition of noteworthy individuals for their outstanding contributions to Country Music. The performers were selected in three categories: Open (Dolly Parton); Career Achieved National Prominence During the 1950s and 1960s (Conway Twitty); and Career Achieved National Prominence Prior to 1950 (Johnny Bond).

An American cultural icon, Dolly Parton is revered for her musical genius, business savvy, ambition and humanitarian efforts. She is most recently enjoying the international success of TRIO II, her highly acclaimed musical collaboration with Linda Ronstadt and Emmylou Harris, which is a follow-up to the original TRIO project of 1987. Parton began her performing career as a child in Tennessee, appearing on local television shows and releasing a record ("Puppy Love") on the Louisiana record label Gold Band at age 11. After high-school graduation in 1964, she boarded a bus to Nashville and by 1967, she was the newest singer on the "Porter Wagoner Show." She signed a deal with Monument Records but soon moved to RCA, Wagoner's label, where they recorded numerous duets. In 1974, Parton left Wagoner's organization and branched out with her own syndicated TV show and a new sound on her records. She quickly became an international superstar, consistently topping the charts with hits like the self-penned "Jolene," "Here You Come Again," and "9 to 5," the theme song to the hit movie in which she made her first film appearance. She earned an Oscar nomination for "9 to 5" for best song in 1981. But perhaps the most well-known song Parton has written and recorded is the blockbuster hit "I Will Always Love You." She took the song to number one on the Country charts three times - twice as a solo artist and later as a duet with Vince Gill, winning CMA's Vocal Event in 1996. Whitney Houston recorded the song for her feature film, "The Bodyguard," and sales of the movie soundtrack topped 20 million.

In addition to her career as a singer, songwriter and actress, Parton is the proprietor of her own amusement park, "Dollywood" in Pigeon Forge, Tennessee, just outside her hometown of Sevierville. Parton performs frequently in the park and is actively involved in promoting its activities and attractions. Some of the park's revenues go toward the Dollywood Foundation, which helps fund educational programs in Sevier County. Known for her ability to stay true to her roots while constantly re-inventing herself, Parton is always exploring new opportunities in music, movies and television.

Conway Twitty is remembered as one of Country Music's most enduring and consistent hitmakers. Born Harold Lloyd Jenkins in 1933 in Friars Point, Mississippi, Twitty was raised in Helena, Arkansas. By age 10, he had formed his own Country group, the Phillips County Ramblers. Around 1957, he changed his name, combining the names of Conway, Arkansas, and Twitty, Texas. He soon cut his first songs for Sun records, although the recordings were never released. During the late '50s, Twitty became a pop singer, recording for MGM and scoring with his breakthrough hit "It's Only Make Believe." Early in the '60s, he began to write Country songs and started recording for Decca in 1965. The following year, he began recording what became an astounding string of Country hits that continued into the early '90s. Just a sampling of the number-one records include: "Hello Darlin'," "To See My Angel Cry," "I Can't Stop Loving You," "I'd Love To Lay You Down," "Tight Fittin' Jeans," "The Rose" and "Fifteen Years Ago."

In addition to his string of solo hits, Twitty enjoyed success as a duet partner with Loretta Lynn, including "Louisiana Woman - Mississippi Man." His years of top-selling recordings, radio fame and regular touring ensured his status as one of Country Music's best-loved artists with legions of fans. Twitty died June 5, 1993.

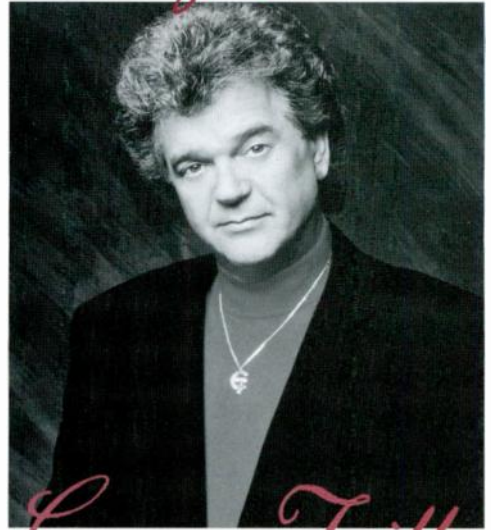
Johnny Bond began his musical career with a 98-cent ukulele, purchased from a Montgomery Ward catalog, and continued through his lifetime as a songwriter, singer, actor, businessman and author. Bond joined forces with Gene Autry in 1939, performing on Autry's CBS radio show for 15 years and appearing in movies with Autry, Roy Rogers, Hopalong Cassidy and Tex Ritter, as well as singing at hundreds of rodeos and state fairs across the United States.

In 1941, Bond began recording for Columbia's Okeh Records, releasing the crossover hit "Hot Rod Lincoln" and the number-one single "Ten Little Bottles" among others. Bond won numerous songwriting awards for hits including "Cimmaron" and "Tomorrow Never Comes." As an entrepreneur, he owned and operated Red River Songs and was a partner with Tex Ritter in Vidor Publishing. Bond scripted the three-hour TV portion of "Town Hall Party" during the '50s and early '60s, as well as Autry's revived "Melody Ranch" television show from 1964 to 1970. He also performed on both of these programs. Bond later wrote books about his own life and the life of his dear friend, Tex Ritter. He died in 1978.

Each year the Hall of Fame Nominating Committee selects up to 20 candidates per category for nomination into the Hall of Fame, which are then presented to the Panel of Electors. The 350-plus members of Hall of Fame Panel of Electors picks five candidates in the first round of voting, then selects the inductees in a second balloting. ◀▶



*Dolly Parton*



*Conway Twitty*



*Johnny Bond*



Several generations of Country Music stars are lending support to the Country Music Hall of Fame's \$15 million capital campaign. Pictured (L to R): Hall of Fame Director Kyle Young; SunTrust Bank Sr. VP Brian Williams, co-chairing the capital campaign with CBS Cable VP of Music Industry Relations Paul Corbin and honorary chairman Marty Stuart; Country stars Trisha Yearwood, Reba McEntire, Amanda Wilkinson, Loretta Lynn; and Corbin.



Several of Country Music's brightest stars came out to support United Cerebral Palsy in the 12th Annual Music Row Ladies Golf Tournament. Pictured (L to R): Chely Wright, Suzy Bogguss, Deana Carter, Shannon Brown, Paul Brandt, Brad Paisley, Trace Adkins, Amanda and Tyler Wilkinson and T. Graham Brown.

### awards

**Billy Ray Cyrus** was recently honored with the **1999 Humanitarian Award** from **The International Entertainment Buyers**

**Association**. Cyrus was recognized for spending his Memorial Day entertaining and visiting the troops and families at the Marine Corps Airstation in North Carolina as well as paying tribute at the Beirut Memorial for the 280 marines who lost their lives in a terrorist bombing.

Many Nashville songwriters were honored at the **16th Annual ASCAP Pop Awards** including **Beth Nielsen Chapman** and **Annie Roboff** for Faith Hill's "This Kiss" and **Diane Warren** with Song Of The Year honors for "How Do I Live," recorded by Trisha Yearwood and LeAnn Rimes.

### newsline

The **Country Music Hall of Fame's** historical content can now be accessed on the web for viewing. Log onto [www.country.com](http://www.country.com) or [www.halloffame.org](http://www.halloffame.org) to check out historical information, photographs and multimedia clips.

**Cracker Barrel Old Country Store** and **Faith Hill** are teaming up for literacy. The restaurant, as a sponsor of Hill's concert tour, will support her **Family Literacy Project** by holding a book drive at their stores in the month of August.

### on the move

**COUNTRY MUSIC** magazine has promoted **Deborah Barnes** to editor. Barnes was previously the managing editor.

**Sharon Corbitt** has been appointed marketing director for **Ocean Way Nashville**, a premiere recording facility located on Nashville's Music Row.

**Neil Pond** has recently been appointed executive editor and **Sheri Warnke** has been appointed VP/publisher for **COUNTRY WEEKLY** magazine.

**Cindy Finch** has been promoted to senior VP of administration at **Warner/Reprise Nashville**. Her responsibilities range from human resources and finances to building management.

**Peter Strickland** has been named National Sales Director for **Warner/Reprise Nashville**. His primary responsibility will be to work with national retail accounts across the U.S. in the development of marketing plans for the record label.

**Arthur Buenahora** has been upped from staff songplugger to associate director of creative services for **Sony/ATV Tree Publishing Nashville**.

**Pete Fisher** has been appointed general manager of the **Grand Ole Opry**. Fisher's responsibilities include overseeing programming and guiding the Country Music institution.

### new companies

**Hallmark Direction Company** and **Blue Spoon Entertainment** recently announced their partnership in **Ken Ten Publishing** as well as a name change to **Broadvision**

**Publishing.** The company can be reached at: 1905 Broadway, Nashville, TN 37203. Phone: (615) 320-1645; Fax: (615) 320-1063.

Former KIKK Houston Program Director **Carl Geisler** has formed the Columbus, TX based **Geisler Promotions** for record promotion to secondary markets as well as artist management. For more information, contact: P.O. Box 28, Columbus, TX 78934. Phone: (409) 732-8124; Fax: (409) 733-0933.

**TBA Entertainment** has launched a new label - **TBA Records**. The label is created to provide a distribution mechanism for specially recorded album projects developed by TBA's entertainment marketing platforms and events. TBA Records' first project is with Hall of Fame member Merle Haggard. For more information contact the label at: 300 10th Avenue South, Nashville, TN 37203. Phone: (615) 742-9000; Fax: (615) 742-9170.

## videos

artist/label	title	direction company
Bryan White/Asylum Records	You're Still Beautiful To Me	Deaton Flanigen
Jessica Andrews/Dreamworks	You Go First	Picture Vision
Montgomery Gentry/Monument	Lonely And Gone	Honest Images
Neal McCoy/Atlantic	I Was	Picture Vision

## signings

**RECORDING:** **Suzy Bogguss** to *Platinum Entertainment*...**Tim Rushlow** to *Atlantic Records*...**Louis Ehrlich** to *Comstock Records*. **BOOKING:** **Larry Gatlin** and **Shenandoah** to *Bobby Roberts Company, Inc.*...**Joni Harms** to *Monterey Artists*. **PUBLISHING:** **Phil Madeira** to *RBI Entertainment*...**JB Rudd** and **Mickey Cates** to *Acuff-Rose Music Publishing*...Alabama's **Randy Owen, Teddy Gentry** and **Jeff Cook** as well as **Mark Bright** to *Sony/ATV Music Publishing*...**Tamara Walker** to *Sony/ATV Music Publishing, C&P Nashville* and *Curb Music*...**Deanna Bryant** to *Starstruck Writers' Group*...**Claire Davidson** to *Noble Vision*. **PUBLICITY:** **Mullins-Black, Texas Tornados** and **Holly Dunn** to *Webster & Associates Public Relations*...**Montgomery Gentry** to *Rogers & Cowan*...**The Wilkinsons** to *Schmidt Relations*.



Lafayette, LA native Eddy Raven was recently inducted into the Louisiana Hall of Fame. Raven is pictured with Louisiana Hall of Fame President Lou Gabus.



As part of her role as the first national spokesperson for First Book, Reba McEntire recently visited the children of Kosovo refugees who are currently living at Fort Dix military base in New Jersey. First Book is a nonprofit organization whose mission is to provide disadvantaged children the opportunity to read and own their first new book. Reba and First Book distributed new books to over 800 children on her visit.

## international update

- Shania Twain played her first UK tour dates July 6-8 in Glasgow, Birmingham and London's Wembley Arena. She also played to an audience of 35,000 at an open-air show in Dublin on July 10. Twain's latest single "That Don't Impress Me Much" entered the UK charts at number three, out-selling Geri Halliwell and the Backstreet Boys. Her album COME ON OVER is certified platinum in the UK, with top-10 hits "You're Still The One", "From This Moment" and "When".
- A Celtic Country night of music will be celebrated at the Ryman Auditorium on September 21 and will be televised for the Welsh language channel. SAIN, a leading record company in Wales, is organizing a trip to bring Welsh Country duos Iona and Andy and John and Alun as well as 200 Country Music fans to Nashville for the event. Nashville singer/songwriter Gail Davies is scheduled to perform during the show. For more information, contact O.P. Huws at +44-1286-881-176 or fax +44-1286-880-012 or via email at OP@sain.wales.com.
- Reba spent a few days in Europe for promotion and performances recently, which included a live in-store performance and signing session at London's Virgin Megastore. A spokesman for the store put the attendance at the event at over 1,000 people, its biggest ever for a country act. In addition to press and TV interviews, McEntire played with the 40-piece National Symphony Orchestra at London's Royal Albert Hall, where she was presented with the 1999 British Country Music Award for Best Female Artist. She also gave a 90-minute performance in Naples for U.S. troops stationed in the Italian city during the Kosovan crisis.

# And The Winner Is... **CMA Awards Voting Procedure**

**A**lthough the 33rd Annual CMA Awards are still several months away - scheduled to take place on Wednesday, September 22 - questions about the voting procedures abound. The most frequently asked: "How are the winners chosen?"

CMA Award winners are selected by the combined votes of approximately 6,100 individual members of CMA. Since only CMA members vote for the prestigious honors, it is important to contact CMA's membership department at (615) 244-2840 if you have any questions about the status of your individual membership.

The eligibility period for all 12 awards categories runs from June 1, 1998 through May 31, 1999. The first (nominating) ballot will be mailed to all CMA individual members on May 17. Each member may write in one nominee per category on the first ballot.

After results from the first ballot are tabulated, any qualified act, record or song receiving 10 or more nominations will appear on the second ballot, which will be mailed on June 30.

Upon receiving the second ballot, members vote for their top five choices in each category. After these results are tabulated, the five receiving the most votes in each category will be announced at a press conference on August 3 and will appear on the final ballot, which will be mailed on August 13. On this final ballot, members vote for one nominee in each category.

Winners will be announced during the live broadcast of the "33rd Annual CMA Awards" on Wednesday, September 22. The gala telecast will begin on CBS-TV at 8 p.m. EDT.

The entire balloting process is officiated by the international accounting firm of Deloitte & Touche LLP.

Staff members of CMA do not vote for the awards, nor do they tabulate any of the three ballots.

## Following is the 1999 CMA Awards schedule:

<b>August 3</b>	CMA Awards finalist announced at press conference
<b>August 13</b>	Final ballot mailed to all CMA members in good standing
<b>September 13</b>	Deadline to return final ballot to Deloitte & Touche LLP
<b>September 22</b>	Winners announced on live CMA Awards telecast, CBS-TV, 8 p.m. EDT

## CMA Premieres Its First-Ever Pay-Per-View Special **"CMA AWARDS BACKSTAGE PASS"**

### **Warner/TBA Produces First-Ever Pay-Per-View Awards - Related Event Marketed & Distributed By Spring Communications**

"CMA Awards Backstage Pass," the first-ever pay-per-view event produced in conjunction with a music awards telecast, broadcasts live September 21 from 8-11 PM (EST). From the comfort of their own homes, Country Music fans throughout the U.S. and Canada will be treated to "CMA Awards Backstage Pass" airing one night prior to the CBS network telecast of the "33rd Annual CMA Awards" Wednesday, September 22 (8-11 PM, live ET) live from the Grand Ole Opry House in Nashville.

Hosted by noted comic Bill Engvall and Mercury recording artist Terri Clark, "CMA Awards Backstage Pass" offers a truly unique viewing experience. Fans will enjoy an "insider's look" at preparations for Country Music's biggest night with all "the cheers, the tears, the fashion, the passion, the hype and the gripes," including behind-the-scenes rehearsals, "a day in the life" celebrity preparation for the big night, a look at great moments from past CMA Awards telecasts and all the excitement that goes along with this major event. Viewers will also be treated to live performances from CMA Award winners Mary Chapin Carpenter and Deana Carter from Nashville's 328 Performance Hall.

"CMA Awards Backstage Pass" will be produced by Warner/TBA with exclusive marketing and distribution by Spring Communications. "CMA Awards Backstage Pass" will be available via Viewer's Choice, DIRECTV, TVN, ECHO Star and a host of select local cable companies throughout the U.S. and Canada. To order the special pay-per-view event, fans may contact their local cable or satellite company.

"Each year, we aspire to lift the CMA Awards to a new level," said CMA Executive Director Ed Benson. "This year, viewers of 'CMA Awards Backstage Pass' will experience an up close and personal, behind-the-scenes look at what it takes to produce the '33rd Annual CMA Awards.' We love trying new ideas, and we wanted to give our audience an added bonus that's unique to the CMA Awards."

"We're thrilled to be able to bring fans this special opportunity to see

all the wild and crazy behind-the-scenes action surrounding Country Music's biggest night of the year," said the show's producer, Marc Oswald of Warner/TBA. "Everyone involved with this event is totally committed to making it a great night of entertainment for fans and artists alike."

"Country Music boasts one of the largest, most loyal fan bases of all music genres. The Country Music audience has an insatiable appetite for up-close programs about their stars and heroes," said John Rubey, President of California-based Spring Communications. "CMA and their marketing partners are providing exceptional promotional support which adds tremendous value to this spectacular event."

Founded in 1958, the Country Music Association was the first trade organization formed to promote a type of music. More than 6,800 music industry professionals and companies from 43 countries around the world are members of CMA. The organization's objectives are to guide and enhance the growth of Country Music and to demonstrate it as a viable medium to advertisers, consumers and media throughout the world. CMA is headquartered in Nashville with offices/representatives in London, Cologne, Sydney and Amsterdam.

Warner/TBA is an entertainment marketing and event production company specializing in the development of integrated brand-based marketing initiatives and special events including: music tours, festivals, television specials and syndicated radio. With offices in Nashville, New York and Los Angeles, Warner/TBA is a joint venture with Time Warner's Warner Music Group and TBA Entertainment Corporation.

Spring Communications, Inc. specializes in the marketing, production, and distribution of live events through pay-per-view television, interactive and traditional media. The company also provides consulting services for live events seeking electronic media distribution. Spring's hallmarks are breakthrough retail marketing and promotion, complemented by the company's broad experience in pay-per-view television, international radio, domestic and foreign broadcast television, and other interactive media. ◀▶



## montgomery gentry

**RECORD LABEL:** Columbia Records  
**ALBUM:** TATTOOS AND SCARS  
**FIRST SINGLE:** "Hillbilly Shoes"  
**INFLUENCES:** Randy Travis, Elvis Presley

Kentucky natives Eddie Montgomery and Troy Gentry had never planned on forming a duo, but after struggling to make their mark as solo artists, they started toying with the idea of working together. They had played together once before when they were both members of a band called Young Country, and had been following and supporting each other's careers ever since. As soon as the duo began playing for crowds in Kentucky, they knew right away that they had found their own sound.

Both members of this new duo grew up surrounded by music and note their family's influence on their musical aspirations. "It was a way of life for us - we had music equipment in our living room instead of furniture," Montgomery says, recalling the years he spent playing in the family band alongside brother John Michael. For Gentry, the influence came from his mother. "She loved to sing, and she was the one who first got me interested in music," he says. Each member brought those unique musical styles acquired in childhood to the duo, creating the eclectic and original sound that landed them a record deal with Columbia Records.



## SheDAISY

**RECORD LABEL:** Lyric Street Records  
**ALBUM:** THE WHOLE SheBANG  
**FIRST SINGLE:** "Little Goodbyes"  
**INFLUENCES:** The Judds, Patty Loveless, Bonnie Raitt, Sheryl Crow, The Beatles, The Beach Boys, The Indigo Girls, Dolly Parton

Long before Kristyn, Kelsi, and Kassidy Osborn recorded their debut album, THE WHOLE SheBANG, they could be found performing concerts for their neighbors in Magna, UT. "We made little bags of popcorn and had punch and sold tickets," says Kelsi. "It was really something." From those humble beginnings, these three sisters went on to play shows throughout the West, and eventually found themselves performing the national anthem at Utah Jazz NBA games.

Eventually they moved to Nashville to pursue a full-time recording career, but it wasn't easy. "When we first came, female [singers] wasn't big, groups weren't big and young wasn't big, and the feedback was that Nashville wasn't ready for us," Kristyn explains. Still, the trio was determined to keep trying. The three sisters shared one car, working at three different department stores at a local mall while recording and playing showcases as often as they could. Eventually Nashville was ready for the trio's distinctive sound, and they landed a recording contract with Lyric Street Records.

# 1999 CMA AWARDS PROMOTIONAL MERCHANDISE ORDER FORM

PLEASE PRINT CLEARLY. Return order form with check or money order (U.S. funds only) to: CMA Awards Merchandise, Goldman Promotions, 1915 Charlotte Avenue, Suite 200, Nashville, TN 37203. Make checks payable to: **Goldman Promotions.**

Name: \_\_\_\_\_  
 Company/Station: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 CREDIT CARD ORDERS ONLY - MAY BE FAXED TO: GOLDMAN PROMOTIONS (615) 327-1871  
 Card Type:  American Express  Master Card  Visa  
 Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
(required for charge)

QUANTITY	DESCRIPTION	SIZE	PRICE EACH	TOTAL
	Short Sleeve T-shirt/White	Medium	\$9.00	
		Large	\$9.00	
		X-Large	\$9.00	
		XX-Large	\$11.00	
	Baseball Cap/Black		\$9.00	
	Baseball Cap/Khaki		\$9.00	
	Baseball Cap/Khaki/Navy		\$9.00	
	Quarter Zip Pullover Sweatshirt/Navy	Medium	\$28.00	
		Large	\$28.00	
		X-Large	\$28.00	
		XX-Large	\$30.00	
	Long Sleeve T-shirt/Ash	Medium	\$15.00	
		Large	\$15.00	
		X-Large	\$15.00	
		XX-Large	\$17.00	
	Golf Shirt/White	Medium	\$17.00	
		Large	\$17.00	
		X-Large	\$17.00	
		XX-Large	\$20.00	
	Jacket/Black	Medium	\$40.00	
		Large	\$40.00	
		X-Large	\$40.00	
		XX-Large	\$43.50	
	Jacket/Green	Medium	\$40.00	
		Large	\$40.00	
		X-Large	\$40.00	
		XX-Large	\$43.50	
	Shorts/Ash	Medium	\$18.00	
		Large	\$18.00	
		X-Large	\$18.00	
		XX-Large	\$20.00	
	Shorts/Navy	Medium	\$18.00	
		Large	\$18.00	
		X-Large	\$18.00	
		XX-Large	\$20.00	

DOMESTIC U.S. SHIPPING CHARGES: For orders of: ..... Add:  
 \$5.00 - \$50.00 ..... \$7.50  
 \$50.01 - \$100.00 ..... \$10.50  
 \$100.01 and over ..... \$20.00

SUB TOTAL	
SHIPPING & HANDLING	
TOTAL ENCLOSED	

To insure shipment prior to CMA Awards airdate, please order by August 27, 1999. Merchandise available while supplies last.



# 33<sup>RD</sup> CMA

## A W A R D S

### 1999 CMA AWARDS PROMOTIONAL MERCHANDISE ORDER FORM

The Country Music Association has developed a line of CMA Awards merchandise to help you promote the 1999 CMA Awards! To order your merchandise, just fill out the attached order form and return it by August 27, 1999 to: CMA Awards Merchandise, Goldman Promotions, 1915 Charlotte Avenue, Suite 200, Nashville, TN 37203. Merchandise will be shipped in early September. If you have any questions please call CMA Marketing at (615) 244-2840.

#### A. FRUIT OF THE LOOM® T-SHIRT

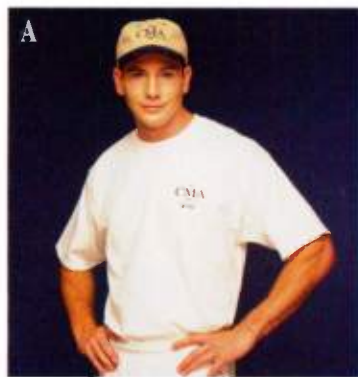
This white 100% cotton short sleeve T-shirt proudly displays the CMA Awards logo and viewer information silk-screened over the left chest.

#### B. BASEBALL CAP

The CMA Awards baseball cap is available in solid black, solid khaki, or khaki with a navy bill. The soft, six-panel unconstructed cap features an adjustable strap. The CMA Awards logo is embroidered on the front above the bill, with viewer information located on the back.

#### C. QUARTER ZIP PULLOVER SWEATSHIRT

This heavyweight 90/10 cotton-poly long sleeve sweatshirt features a contrasting fleece inside cadet collar and quarter zipper. It is available for both men and women in navy and displays the CMA Awards logo embroidered on the left chest.



**ORDER YOUR  
CMA AWARDS  
MERCHANDISE  
TODAY!**

#### D. LONG SLEEVE T-SHIRT

The long sleeve CMA Awards T-shirt is 100% heavyweight cotton available in ash with the CMA Awards logo silk-screened on the chest.

#### E. GOLF SHIRT

The 100% cotton pique short-sleeved golf shirt is white with the CMA Awards logo and viewer information embroidered on the front.

#### F. JACKET

The CMA Awards pullover jacket features a mesh half-lining, hidden zipper pocket under front flap and a hidden hood. Available in black with a taupe collar or hunter green with a navy collar, the CMA Awards logo and viewer information is embroidered on the left chest.

#### G. COTTON DELUXE SHORT

The CMA short by Anvil® features 100% preshrunk extra heavyweight cotton, four needle stitch covered elastic waistband with inside drawstring and two side entry pockets. Available in ash and navy, the CMA Awards logo is embroidered on the leg.

#### CO-BRANDING OPTION:

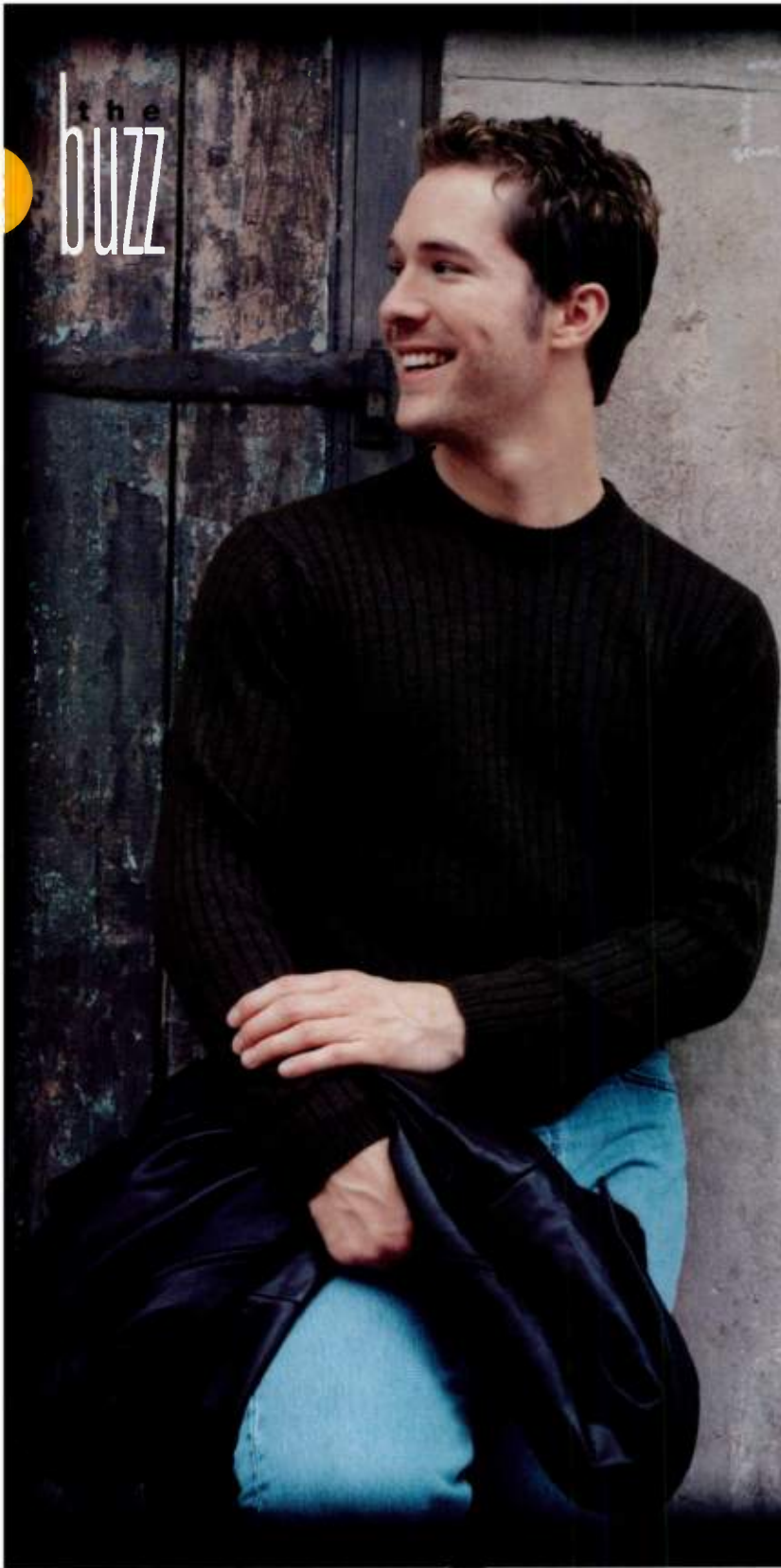
Your station's call letters can be added to the CMA Awards merchandise (embroidered apparel only) for \$1.50 per item plus a \$150 set-up charge. Station logos can be included for an additional cost. For pricing and more information on this option, call CMA Marketing at (615) 244-2840.

#### PAYMENT TERMS:

All merchandise must be prepaid. You may either mail your order with a check payable to Goldman Promotions to: CMA Awards Merchandise, Goldman Promotions, 1915 Charlotte Avenue, Suite 200, Nashville, TN 37203; or complete the credit card information and fax your order to Goldman Promotions at (615) 327-1871.

#### SHIPPING:

Please add the shipping and handling charges from the chart on the order form. All shipments will be sent UPS or U.S. mail. For orders outside the continental U.S., please call CMA Marketing at 615-244-2840.



Jason Sellers knows first-hand about the true meaning of resilience and determination. A native of Gilmer, Texas, the BNA recording artist practically grew up on the road, traveling with his family nearly 200 days a year as part of a gospel group. But the many roads he journeyed didn't provide any shortcuts to his dream of achieving success as a singer in his own right.

Like many others, Jason had to pay his dues. He even went so far as to use the money his parents gave him at age 16 to buy a car to produce demos of his songs instead. At age 17, Jason began performing in a variety show in Mount View, Arkansas. After a year, he came back to Texas and formed a band with his brother. Then at 19, Jason decided to make the move to Nashville. Once he got to town, he decided to phone Vince Gill for advice on how to break into the music business. That call led to Jason playing bass and singing some for Gill and eventually a job playing for Billy Joe Royal. After working with Royal, Jason landed a job with Ricky Skaggs, where he spent the next four years playing, singing, writing and even road managing Skaggs' band.

Today, Jason is about to release his sophomore album, *A MATTER OF TIME* and is balancing the demands of his career with single parenthood.

# Jason Sellers

Though Jason says he's ready to move on from the hard times he faced in the last few years, he refers to them to explain the emotion that went into recording his new album. As has widely been covered in the media, he married MCA recording artist Lee Ann Womack, and the couple divorced a few years back. They share responsibility for their daughter Aubrie, who often travels with each of them on the road. Jason also had to face the death of his father.

## **"I think it's a better example of my singing ability."**

Now with his career gaining greater momentum, Jason is ready to show the world what he's made of. He performed many of the songs from his upcoming album to an enthusiastic crowd at Fan Fair. And earlier this year, he mesmerized an invitation-only crowd at New York's Roseland Ballroom with an a capella version of "When I'm Back On My Feet Again" during "An April Evening", hosted by the CMA Board.

"Personally, the song means something to me because a lot of people know, especially within our industry, what I went through over the last couple of years," Jason says, recalling the performance.

"But the other thing is, I think sometimes in an environment where you're only singing one or two songs, and people are not going to get to hear that much of your music, they remember the performance more than they remember a song. My guess is that more people would be able to say after any performance that comes off well, 'Man that so-and-so really did good,' as opposed to 'Boy, I loved that song.' So, I did that because I think that it's a way that you're

ence. I think that if my car breaks down, or if I fall in or out of love or I can't pay my bills one month, or whatever the story is, everybody can relate to that.

"On the first record, I was going through my divorce when I was writing those songs and cutting the record so it's got a little bit more of an overtone of where I was emotionally then. I've had some time to recover from my dad dying and from my divorce. And in my career, there's

so many great things happening. I just feel better about life, so it's a happier record.

"The first single, 'Matter Of Time' is a guy who's talking to this girl that he really doesn't know yet. He's telling her to hang on because he's on his way. They're gonna meet somewhere. It's a neat idea."

Jason is also excited about the re-make of the classic George Jones/Tammy Wynette song "Golden Ring" he cut with Pam Tillis.

"I'll be interested to see how people respond. We did kind of a funky version of it. Pam and I both admire George and Tammy so much and what they've done. You don't want to try to cut it like them, because then you're just going to fall short."

Besides the excitement of his career, Jason's daughter Aubrie is also a constant source of joy for him.

"I see her a lot. It just depends upon our schedules. We try to keep her on a pretty steady schedule so that it doesn't toss her around too much. But she's so bright and cute. It's been difficult in some ways because of our schedules,

## **"I always love doing other things that really are fun because they kind of open up a new area for you."**

gonna get everybody's attention."

As for his new album, Jason feels it captures more of the "real" him.

"I think it's a better example of my singing ability. Song-wise it's just different because of the place I've been in my life you know. I think back in the early days, artists would cut records that were really examples of where they were in their life at the time. Nowadays, it seems like records are all about just finding a hit song. If it's not a hit song, it's not on there. I think the misconception is that there's things about our life, and then there's hit songs. There shouldn't be a differ-

but we've both really tried to be good parents. We're proud of our daughter, and I think we've got a well-adapted child for having gone through a divorce and the kind of careers that we have, with both of us being out of town a lot."

One adjustment that Aubrie has had to make is the transition from home schooling to the classroom. Jason relates to it because of his own experience growing up.

"We traveled from the time I was four. So I did all my school by correspondence courses. It's funny because when we took her to school, she had to adapt to a schedule and the classroom.

She's going into third grade and hasn't been to a school. Through the fifth grade I was in class some, but I really didn't know that much about it either."

Jason isn't sure if Aubrie will follow in his and Lee Ann's footsteps.

"She sings great. I don't know if she'll change her mind as she gets older or what, but she talks about it. She's more of a fan of N'Sync and Britney Spears than she is of me or Lee Ann."

Jason also has some other projects that he's working on, among them a Coke commercial airing on radio through November of this year.

"The newest Coca-Cola commercial is a song that I wrote and recorded. It's something you don't normally get to do as a recording artist. I always love doing other things that really are fun because they kind of open up a new area for you. The people with Coke wanted artists to write and record these spots so they sounded more like records and less like jingles and commercials. There are more guidelines than for writing a Country song. Legally, there's so much that you can't say. Like I wrote 'I wish this could last forever, 'cause everything is better with a Coca-Cola in my hand.' That was just an opinion from the singer, but lyrically it's implying that if you drink Coke that everything in your life is going to be better. So I had to change it."

But no one could quell Jason's enthusiasm when it came to his own album or his philosophy.

"A lot of the songs that I found were uplifting and promising. They had lyrics about overcoming obstacles. I've got this one song that I wrote

with a buddy of mine called 'This Thing Called Life.' The chorus is 'I'm gonna get through this thing called life. I'm gonna really live until I die. A lot of prayer and a few good friends and I'll be on my feet again. No more time to break down and cry, cause I'm gonna get through this thing called life.'

"The whole song is just an up thing, and it's encouraging. I hope people that have been through a hard time or that are going through a hard time will find some sort of encouragement too." ◀▶

**Mandy Wilson**



Billy Ray Cyrus and Deborah Allen recently joined voices for the duet "Satisfied Woman Satisfied Man," a song Cyrus recently added to his upcoming film "Radical Jack."



A crowd of 13,000 got more than they expected when Garth Brooks, Billy Ray Cyrus, Rhett Akins, Lee Roy Parnell and many others joined The Charlie Daniels Band during the Volunteer Jam Tour stop in Nashville. Pictured (L to R): Garth Brooks and Charlie Daniels.

### belles, babies & rings

Dwight Yoakam recently confessed to USA Today that he is dating actress Bridget Fonda, who is co-starring with Yoakam in his upcoming film "South Of Heaven, West Of Hell." Yoakam says they've known each other for years and was first introduced by Fonda's brother, Peter.

Brett Warren of The Warren Brothers will be married this month to long-time girlfriend, Raquel Gillette.

Billy Ray Cyrus will be a proud papa again. He and his wife, Tish, are expecting their third child early next year.

Congratulations to all the proud parents! Travis Tritt and wife Theresa delivered their new baby boy, Tristan James Tritt on June 16; Ricochet's Junior Bryant and wife Trish welcomed their new baby boy named Colton Reid Bryant on June 22; Victoria Shaw and husband Bob Locknar had a baby girl on June 22 named Ruby Cambridge; and Tanya Tucker and fiance' Jerry Laseter had a baby girl, Layla LaCosta Laseter, on June 25.

### the write stuff

LeAnn Rimes was in New York City recently to do an eight-page spread for TEEN PEOPLE. The article will contain photos featured in the "Fashion" section of the magazine's September/October issue.

The New York Times is about to have a new writer on staff. Kenny Rogers will start writing a column for the newspaper as early as September. His section will feature weekly articles about Country Music and its relation to American life.

"The Elvis and Marilyn Affair," a novel by Robert S. Levinson, will be coming out mid-August. The book, which revolves around missing love letters possibly exchanged by Presley and Monroe during a romance in the mid-'50s, will commemorate Presley's death 22 years ago.

Country sensation Tim McGraw was recently featured in an issue of TIME magazine. The writer of the article claims McGraw is "young, spunky and cool." He traces his life from his childhood roots to his marriage to Faith Hill. According to the magazine, "They are the Tom Cruise and Nicole Kidman of today's Country Music."

### how would you like...

...a Highway rest stop in your honor? That's the trend that is starting in Tennessee's Benton County. The first will be the Hank Williams/Loretta Lynn Rest Stop. Be sure to look for it on Interstate 40 when you travel through the Volunteer State.

...a bronze sculpture of yourself? Sculptor Bill Raines has just completed a bronze statue of the late Keith Whitley. Commissioned by the Keith Whitley Memorial Foundation, the 7'5" sculpture was recently unveiled in Nashville and was permanently installed in Sandy Hook, KY.

...tattoos of footballs all over your legs? That's what **Chad Brock** is trying to do. Following the footsteps of the **Dixie Chicks** and their chicken leg tattoos for every number-one hit, Brock's started his trend with "Ordinary Life" - his debut single that hit number one on GAVIN's Country charts.

### gone hollywood

**Travis Tritt** was recently in Los Angeles to film an episode of the HBO comedy series, "Arli\$\$." Tritt plays Cooter McCoy, the "Bruce Springsteen of Minnesota," whose dream is to play professional baseball.

**Dolly Parton**, **Emmylou Harris** and the late **Patsy Cline** are three Country Music greats that were featured in VH1's "The 100 Greatest Women Of Rock 'n' Roll." The three, as well as other artists such as Joni Mitchell, Madonna, Gladys Knight and Queen Latifah, were voted on by other female entertainers, writers, photographers, industry executives and politicians to make the list.

**Dwight Yoakam** and Billy Bob Thornton, who co-starred with Yoakam in "Sling Blade," will produce a comedy movie called, "Waking Up In Reno." No word yet on when filming begins.

Country Music recording artist **Brad Hawkins** will be starring in the lead role for the CBS mini-series "Shake, Rattle and Roll (An American Love Story)." The story portrays America's love for it's music and a couple's love for each other. The series will air, starting November 28.

**Reba McEntire** recently began filming her made-for-TV holiday film that the Country superstar describes as a Christmas Western. It's tentatively scheduled to air on CBS Thanksgiving night.

**Dolly Parton** is a busy gal in Hollywood these days. Right now, Parton has two projects with the Lifetime cable network - "Bluevalley Songbird," which is based on her latest solo album, and "Trouble In Jerusalem," which is about a Southern Christian gal who falls in love with a Jewish guy from New York. She is also planning to star, co-produce and write songs for an upcoming CBS TV movie "Heavens To Betsy."

### interesting tidbits

**Shania Twain** will be among the beautiful women of Revlon as she takes on the job of spokeswoman for the make-up and hair care corporation. Twain will be promoting the Colorstay Liquid Lip line in August with television and magazine ads.

Members of the group **Ricochet** recently donated memorabilia to Nashville's Planet Hollywood. Each of the guys contributed a piece of clothing that made one whole outfit to be displayed.

A tribute album will soon be coming out in honor of **Garth Brooks**. The Beach Boys, Toto, REO Speedwagon and Chicago are among the artists who will be performing Garth's hits in the album entitled NEW FRIENDS IN LOW PLACES.

Alan Jackson was the only Country artist given the honor to perform at a recent taping of "The 20th Anniversary Of The American Celebration At Ford's Theater." President and Mrs. Clinton attended the event that recently aired on ABC. <img alt="arrow icon" data-bbox="545 925 565 935"/>



RCA newcomer **Andy Griggs** recently performed his debut single "You Won't Ever Be Lonely" at a taping of the syndicated talk show "Donny & Marie." Pictured (L to R): **Donny Osmond**, **Griggs** and **Marie Osmond**.



Same place, same time. Rock N' Roll and Country greats just happened to be recording at Ocean Way Studios on Music Row at the same time. Pictured (L to R): **Billy Payne** of Little Feat; producer **Peter Asher**; **Craig "Frosty" Frost**, keyboards for **Bob Seger**; **Natalie Maines** of the Dixie Chicks; **Bob Seger**; **Chris Campbell**, bass guitarist for **Seger**; and **Richie Hayward** of Little Feat.

# ASOC travels to OZ



**M**odeled after the highly successful "America's Sold On Country" event, CMA partnered with the Country Music Association of Australia (CMAA) and CMT Asia Pacific to host the first "Australia Sold On Country" seminar on May 18 in Sydney. The half-day, invitation-only gathering was designed to educate corporate marketers and advertising executives about the consumer appeal of Country Music. Participants were treated to a variety of performances by Australian and American artists as part of the agenda, in addition to supportive corporate case studies, video footage and enthusiastic presentations by leading Australian executives across a wide array of media.

Aussie recording artist Colin Buchanan, who provided color commentary between an impressive list of speakers, emceed the event. Ian Elliot, CEO of George Patterson Bates, was the first keynoter of the day. He likened the Australian marketplace to that of the US in the early '90s, with growing momentum. According to Elliot, making Country a brand is key, and he described the genre as having the traits necessary to do so: "reliability, credibility, honesty, consistency and decency". He was followed by noted journalist/broadcaster Glenn A. Baker, who hailed Country as "the new pop" in Australia. Baker noted the accessibility of Country, comparing the artists to the idols of rock's golden era.

Expanding on the theme of today's Country Music being tomorrow's marketing opportunity, CMA Director of Strategic Alliances Rick Murray provided a demographic analysis of the Country fan and the audience to familiarize the corporate marketers and ad agencies in attendance. To illustrate the power of the music, CMAA Entertainer of the Year Troy Cassar-Daley took the stage for a brief acoustic set. He was followed by corporate case study presentations, including an overview of Toyota's sponsorship of the annual Tamworth Festival and Awards program. An ardent supporter of Country Music in Australia, Toyota's Peter Webster stated that the manufacturer would "continue their current level of commitment to Country Music". The second study highlighted Country Bake's alliance with Aussie superstar Gina Jeffreys, who serves as spokesperson for the regional chain of bakeries.

National Nine Network Entertainment reporter Richard Wilkins elaborated on the future of Country Music in his keynote address, which led to the last speech of the day by

Brad Cooper, CEO of FAI Home Security. Cooper testified to the importance of customer service merged with the concepts of caring and kindness - values and attributes long associated with Country artists. As Myra Stark of New York-based ad agency Saatchi & Saatchi commented, the message of Country Music "represents a simplicity, purity and authenticity, a quality of life conveying warmth and friendliness. These are all qualities that consumers value."

As has been done with ASOC in the States, the Australia Sold on Country's lunch program offered a mini-concert featuring performances by leading Country artists. Appearing were Australia's Adam Brand and CMAA Female Vocalist of the Year Gina Jeffreys. Nashville contributed the talents of the Warren Brothers, who electrified the crowd with their first international appearance.

According to Brad Warren, the event was a perfect match for the duo's music. "It was cool...the audience was very receptive to our brand of rockin' Country."

While in Australia, the Warrens embarked on a lengthy promotional tour. The duo appeared on national TV shows "Denise", "Hey Hey, It's Saturday", "The Panel", "The Today Show", "Good Morning Australia" and "Entertainment Tonight", as well as granting interviews to WHO WEEKLY (the Aussie equivalent to People Magazine), TV WEEK, REVOLVER and several other print and radio outlets. Brad Warren described Australia to be "very much like America" and said the brothers are planning a return concert tour in the fall.

With 180 people in attendance, the first adaptation of ASOC for the international market was hailed a success by participants and production partners alike, with major media coverage on the primetime 10 Network News, The Sydney Morning Herald, MUSIC NETWORK and B&T Magazine. According to CMA Australia Representative Trevor Smith, "I was delighted with the success of the first 'Australia Sold On Country' event. The positive response from all those who attended is further proof that today's Country Music is continuing to gain ground in Australia and that it is being accepted as a vibrant and exciting sector of our overall music spectrum. It was also a pleasure to work with our event partners CMT and the CMAA. I look forward to us staging additional ASOC events in the future." ◀▶

**left:** Participants, partners and performers take a few minutes to pose for the camera at the inaugural "Australia Sold On Country" seminar held in Sydney in May. Pictured left to right are Gill Robert, CMT; Rob Potts, CMAA; artist Gina Jeffreys; Brad Cooper, FAI Home Security; Trevor Smith, CMA.

**center:** (l to r): Journalist Glenn A. Baker; Broadcaster John Laws; Gill Robert, CMT; Rob Potts, CMAA; Trevor Smith, CMA.

**right:** BNA's Warren Brothers give CMT's Gill Robert a lift.

Executive Editor: TERESA GEORGE  
Editor: ANGIE CRABTREE  
Assistant Editor: CHRIS GUSA  
Associate Editors: DIXIE WEATHERSBY,  
MANDY WILSON  
Editorial Contributors: CHRISTY GREALIS,  
EMILY GUYTON  
Intern: ALLYSON CLARK, AMY NUSSMEYER  
Circulation Assistant: RAINEY BROWN  
Design: EVAMARIE OGLANDER of  
MCCONNELL & ASSOCIATES  
Separations/Film: COMMERCIAL  
ENGRAVING  
Printing: HARRIS PRESS

#### CMA STAFF

*Ed Benson, executive director*

#### EXECUTIVE:

*Peggy Whitaker, director of board  
administration*

*Shannon Murray Kasakevics, executive  
coordinator*

#### STRATEGIC ALLIANCES:

*Rick Murray, director of strategic alliances*

*Lara Henley, coordinator of strategic alliances*

*Tammy Genovese, senior director of  
organizational development*

#### FINANCIAL SERVICES:

*Cindy Miller, director of finance and  
administration*

*Amy O'Dell, financial services coordinator*

*Rainey Brown, membership services manager*

#### INFORMATION SERVICES:

*Daphne Larkin, senior manager of  
information services*

*David Thomas, information services assistant*

*Joey Boone, information services support  
assistant*

#### OPERATIONS:

*Kristen Pridgen, operations assistant*

#### SPECIAL PROJECTS:

*Bobette Dudley, director of events and  
program development*

*Jamie Downing, special projects manager*

*Patti Burgart, event services manager*

*Kris Wolstenholm, event coordinator*

*Teresa George, senior director of  
marketing/communications*

#### CREATIVE SERVICES:

*Angie Crabtree, creative services manager*

*Chris Gusa, creative services assistant*

#### MEDIA RELATIONS:

*Mandy Wilson, media relations manager*

*Dixie Weathersby, media relations  
coordinator*

#### COMMUNICATIONS:

*Christy Grealis, communications assistant*

#### MARKETING:

*Becky Sowers, senior manager of marketing*

*Rachel Petrie, marketing services coordinator*

*Tammy Thornton, marketing services  
coordinator*

*Jeff Green, senior director of international  
and new business development*

#### NEW BUSINESS DEVELOPMENT:

*Chris Felder, manager of internet services*

#### INTERNATIONAL:

*Katie Dean, manager of international  
development*

*Laura Elkins, international and new  
business development assistant*

*David Bowler, UK/Ireland director*

*Botbi Boyce, international operations  
manager*

*Marie Maloney, London office assistant*

*Jan Ganich, G/S/A representative*

*Karen Holt, Benelux/Scandinavia  
representative*

*Trevor Smith, Australia representative*

# next month

Sherrié Austin



Chris LeDoux



Joe Diffie



One Music  
Circle South  
Nashville,  
Tennessee 37203  
paid at Nashville,  
Tennessee

\*\*\*\*\*3-DIGIT 220  
174  
RAYMOND WOOLFENDEN  
WPWC  
214 S MAIN ST  
PO BOX 189  
DUMFRIES VA 22026-0189

## cma events

### august

**3** CMA Awards Press Conference / Nashville, TN

### september

**21** "CMA Awards Backstage Pass" Pay-Per-View Special / Grand Ole Opry & 328 Performance Hall / Nashville, TN

**22** CMA Awards / Grand Ole Opry / Nashville, TN

**23** CMA Election of Directors Meeting / Nashville, TN

## datebook

### september

**17-19** Jacksonville Festival '99 / UK

**19** 1999 Canadian Country Music Awards / Ottawa, Ontario Canada

For a world of information, log on to  
**www.CMAworld.com**

STATEMENTS OF FACT AND OPINION ARE MADE ON THE RESPONSIBILITY OF THE CONTRIBUTORS ALONE, AND DO NOT IMPLY AN OPINION ON THE PART OF THE OFFICERS, DIRECTORS OR MEMBERS OF CMA.

COPYRIGHT 1999 BY THE COUNTRY MUSIC ASSOCIATION, INC. MATERIALS MAY NOT BE REPRODUCED WITHOUT WRITTEN PERMISSION.

CLOSE UP MAGAZINE (ISSN 0896-372X) IS THE OFFICIAL MONTHLY PUBLICATION OF THE COUNTRY MUSIC ASSOCIATION, INC., ONE MUSIC CIRCLE SOUTH, NASHVILLE, TN 37203-4312, (615) 244-2840. AVAILABLE TO CMA MEMBERS ONLY. CLOSE UP'S SUBSCRIPTION PRICE OF \$25 PER YEAR IS INCLUDED IN MEMBERSHIP DUES. PERIODICALS POSTAGE PAID AT NASHVILLE, TENNESSEE. POSTMASTER: SEND ADDRESS CHANGES TO CMA MEMBERSHIP, ONE MUSIC CIRCLE SOUTH, NASHVILLE, TN 37203.



FOR INFORMATION ON CMA EVENTS, CALL (615) 244-2840; FAX (615) 726-0314  
[www.CMAworld.com](http://www.CMAworld.com)



**Country Music stars, elected officials, music and tourism industry leaders, major donors and fans were among the 1,000 people that attended the groundbreaking ceremonies for the new Country Music Hall of Fame, which took place during Fan Fair week in downtown Nashville. Pictured (L to R): Radio Hall of Famer Garrison Keillor, CMA Award winning Randy Scruggs and Marty Stuart and Country Music Hall of Famer E.W. "Bud" Wendell, chairman of the capital campaign.**