



CRS - 28
PROGRAM BOOK

WINNING THROUGH LEARNING...
HOW TO KEEP COUNTRY STRONG



Jack Purell
National Promotion Senior Director



Lisa Andrick/West



David "Bubba" Berry/Southwest



Jean Cashman/Midwest



Steven Sharp/Northeast



Ken Tucker/Southeast



Matt Williams
National Promotion Coordinator

Meet
one
of the
two best
Promotion Teams
on Music Row:

Your Giant/Reprise Promotion Team





Rick Baumgartner
National Promotion Director



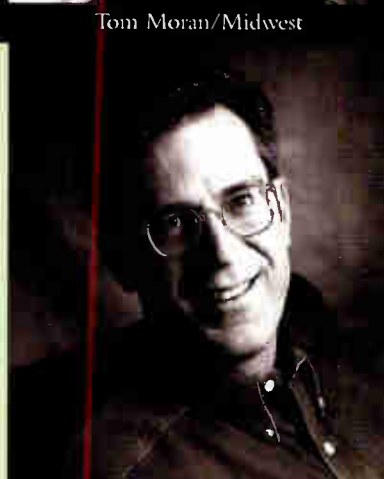
Bruce Adelman/West



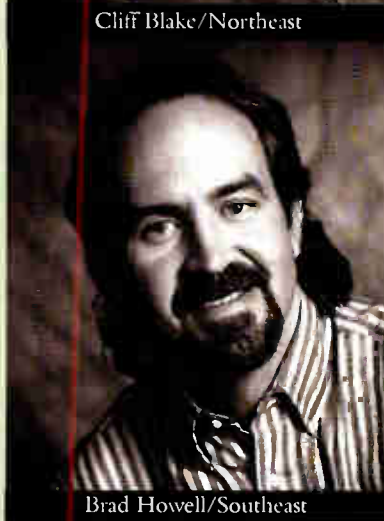
Rowanne McIntyre/Southwest



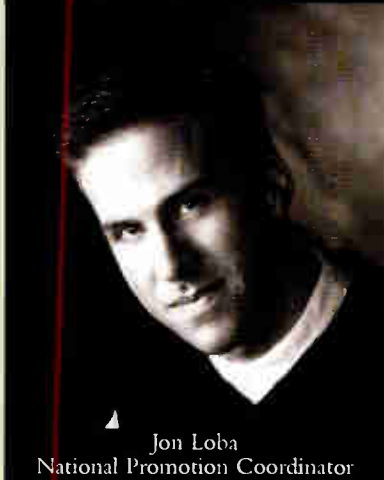
Tom Moran/Midwest



Cliff Blake/Northeast



Brad Howell/Southeast



Jon Loba
National Promotion Coordinator

Now meet
the other

Your Warner Bros. Promotion Team



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MISSION STATEMENT

"We bring country radio broadcasters from around the world together with the country music industry for the purpose of assuring the continued vitality of the country radio format. We do this by idea sharing and education through the Country Radio Seminar and regional seminars on the topics of general management, sales and programming. We also promote the growth of country radio by granting scholarships to people seeking degrees in broadcasting.

We value professionalism within our industries and our organization, and we value humanitarian activities that improve the quality of life.

Our goals are to provide ideas which will help the business of country radio to thrive, to improve professionalism through education, and to sustain the country radio format as a dominant entertainment medium."





*Billboard Monitor's
4th MOST PLAYED
COUNTRY ARTIST
IN 1996**

15 #1 SINGLES

*A sincere "Thank You"
to radio and everyone
who has helped along
the way.*

*Tracy
Lawrence*



TLE
MANAGEMENT
INCORPORATED

WILLIAM MORRIS AGENCY, INC. XXXX

*Airplay Monitor, December 27, 1996



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GOVERNOR'S LETTER

Dear Friends:

On behalf of the Great State of Tennessee, I want to extend my personal greetings to the participants of the 28th Annual Country Radio Seminar. Your dedication towards making a significant contribution to the current renaissance of country music is to be commended.

I know you are proud of the integrity of your organization. Please accept my gratitude and encouragement for your continued good work.

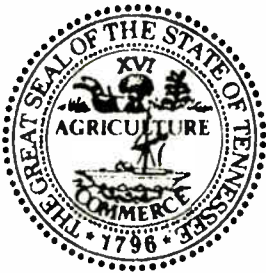
Again, my best wishes to you all. I hope your seminar is both enjoyable and successful. If I may be of any assistance to you in the future, please do not hesitate to contact my office.

Warm regards,

Don Sundquist



Don Sundquist
Governor



every special counts



Country music's Women of the 90's

memorial day 3 HOURS

Reba, Wynonna, Shania, LeAnn, Trisha.....women in Country music are stronger than ever. Since 1990, 18 different women have taken a seat in the number one position! Join Bob Kingsley for a countdown of the 30 most popular women in the industry.



labor day 3 HOURS

The Clint Black Special
An intimate portrait of a true superstar.



CHRISTMAS In America

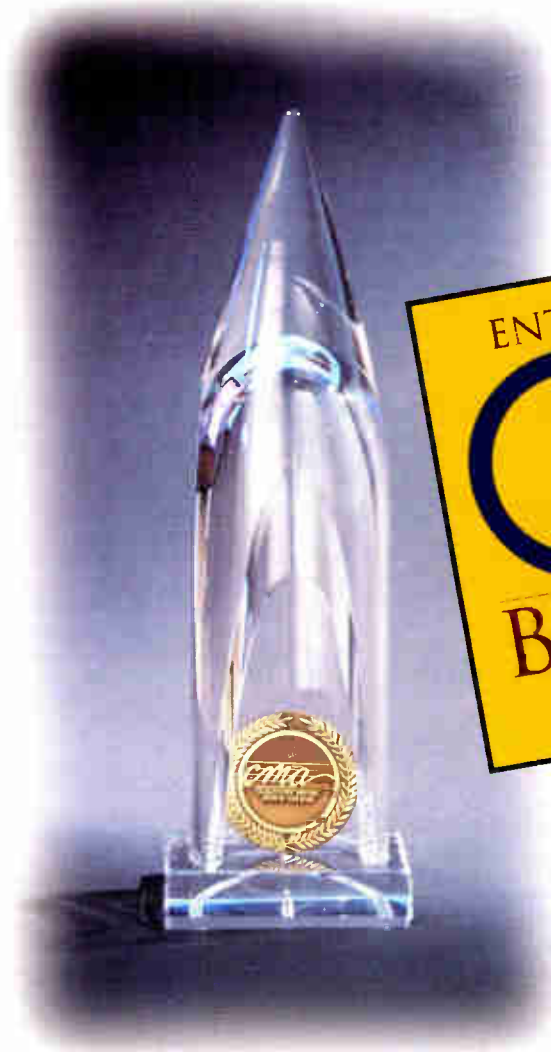
christmas 6 HOURS

Heart-warming memories, yuletide cheer and holiday music to celebrate the season with Bob and his all-star guests.

To reserve these specials for your market, call Robin Rhodes at (972) 448-3376. Outside the U.S., call Radio Express at (213) 850-1003.



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YOUR YEAR
TO BE HONORED BY CMA
AS THE BEST IN COUNTRY RADIO.



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CMA
BROADCAST
AWARDS

WINNERS ARE NAMED IN THE FOLLOWING FOUR MARKET CATEGORIES :
MAJOR MARKET, LARGE MARKET, MEDIUM MARKET, SMALL MARKET
STATION OF THE YEAR
BROADCAST PERSONALITY OF THE YEAR

STOP BY CMA'S BOOTH
IN THE EXHIBIT HALL
FOR ENTRY INFORMATION ON
THE 1997 BROADCAST AWARDS

cma
COUNTRY MUSIC ASSOCIATION

ONE MUSIC CIRCLE SOUTH
NASHVILLE, TN 37203
PHONE: (615) 244-2840 FAX: (615) 726-0314



MAYOR'S PROCLAMATION



Phil Bredesen
Mayor
Nashville, Tennessee

Whereas,

the Country Radio Seminar is celebrating its twenty-eighth anniversary in service to country radio broadcasters; and

Whereas,

creative and talented people of Nashville working in country radio and the music industry make it possible for the city of Nashville, Tennessee to be called "Music City, U.S.A.;" and

Whereas,

American country radio stations are making a significant contribution to the current renaissance of country music; and

Whereas,

country radio and music industry professionals from all across the United States and Canada will gather in Nashville, March 5-8, 1997; and

Whereas,

proceeds from the Country Radio Seminar will provide scholarships for the education of future radio broadcasters;

Now therefore, I, Philip Bredesen, Mayor of Metropolitan Nashville/Davidson County, do hereby proclaim March 5-8, 1997 as

Country Radio Seminar Week in Nashville

In witness whereof, I have hereunto set my hand on this the fourth day of March, nineteen hundred and ninety-seven.





PRESIDENT'S LETTER

Dear Attendee:

There have been more changes in radio in this first year, since the Telecommunications Act, than in the entire quarter century that I have been in the business.

Ever since 47 attendees met in Nashville for the first Country Radio Seminar twenty-eight years ago, this gathering has armed country radio against its competitors in other formats with sales, programming and management information. Over the years, the attendance at the Country Radio Seminar has grown to nearly 2,500 registrants, and country has grown to be the largest category in radio with, coincidentally, more than 2,500 stations dedicated to the format. The purpose of this meeting has been to prepare "us" for the battle against "them."

This year, things will be different.

With the consolidation of ownership that has occurred in the past year, many who work in country radio have assumed responsibilities for other formats as well. Others who still work only in country radio are now working side by side with former competitors who are now siblings due to common ownership.

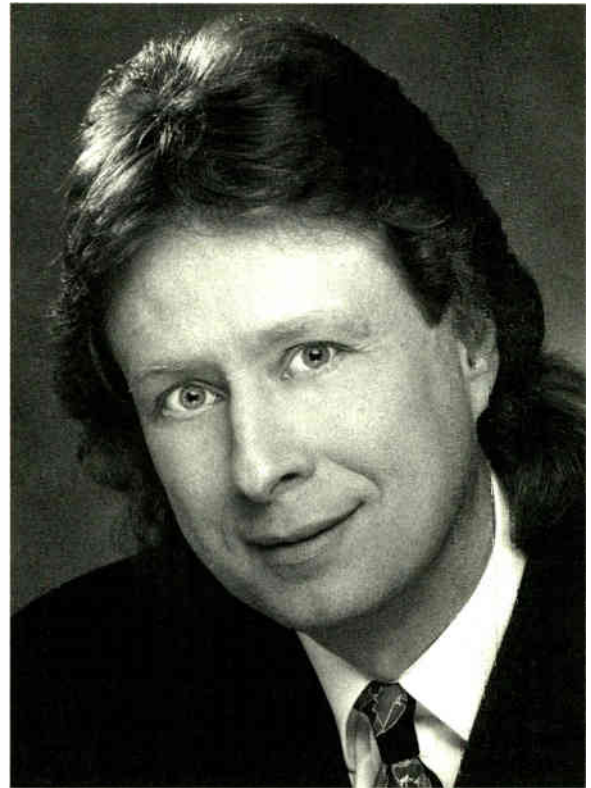
This year's Country Radio Seminar will, as usual, approach our medium from the unique perspective of the country radio broadcaster. However, the lessons learned this week will undoubtedly have an impact on radio beyond our format, since many of country radio's competitors are now in our midst—because "they" are "us."

Welcome to CRS-28. I trust this year's meeting will better prepare all of us to meet the new challenges of radio by "Winning Through Learning" and as a result "Keeping Country Strong."

Sincerely,

A handwritten signature in black ink that reads "Ed Salamon".

Ed Salamon



Ed Salamon
*President,
Country Radio Broadcasters, Inc.*



ASCAP



Walt Aldridge



Jeb Stuart Anderson



Angelo



Larry Boone



Garth Brooks



Jess Brown



Gary Burr



Steve Dukes



Derek George



Larry Gouliel

Keith Hinton



Alan Jackson



John Jarrard



Eric Kaz



Bryan Kennedy



Gordon Kennedy

Mike Lawler

Robert John "Mutt" Lange



Billy Lawson



Lenny LeBlanc



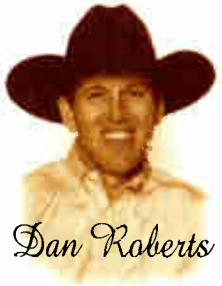
Mike Reid



Bill Rice



Sharon Rice



Dan Roberts



Annie Roboff



Don Sampson



Mark D. Sanders



Steve Seskin



Tommy Sims



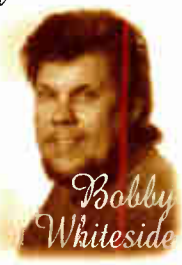
John Tirro



Kim Tribble



Bryan White



Bobby Whiteside



Craig Wiseman

CONGRATULATIONS TO OUR 1996 No. 1 CLUB SONGWRITERS

ASCAP's No. 1 CLUB HONORS THOSE ASCAP MEMBERS WHO WRITE A SONG THAT REACHES No. 1 ON BILLBOARD'S HOT COUNTRY SINGLES & TRACKS AND RADIO & RECORDS COUNTRY TOP 50. THE WRITERS LISTED HAVE EARNED THAT DISTINCTION IN 1996.

*THESE WRITERS HAD A #1 BILLBOARD LISTING IN ADULT CONTEMPORARY, CONTEMPORARY AND POP.

*We salute Country
Radio Broadcasters
on their
28th Annual Seminar
and invite you to join*



*George Strait
Crystal Bernard
and Jeff Foxworthy
at the
Academy of Country Music's
32nd Annual
Awards Presentation*

*Wednesday, April 23, 1997
Live from the
Universal Amphitheatre
on NBC*

ACM
Academy of Country Music





DIRECTOR'S LETTER



Paul Allen
Executive Director
Country Radio Broadcasters, Inc.

Dear Friends,

This year's Country Radio Seminar is virtually a candy store for those of us in the country radio and country music industries.

During this past year, I've watched the Board of Directors and the Agenda Committee develop a strong and exciting lineup of sessions and events. As you look through the pages of this program book you'll find more to learn about country radio in four days than you could absorb in a month of reading. And this year's agenda includes many more ways you can add to your professional skills that will make you a better team member or leader, a stronger competitor, and certainly more valuable to your company.

And what about the entertainment? You won't believe the names you'll be able to drop Monday morning when you go back to work.

We're glad you chose CRS-28. You're the most important element of all that we do.

Sincerely,

A handwritten signature of Paul Allen in black ink, written in a cursive style.

Paul Allen



AGENDA CHAIRPERSON'S LETTER

Dear Attendee:

Consolidation, Deregulation, Increased Competition, Doing more with less. These are new realities of our business. However, we've got the advantage! The "CRS" advantage!

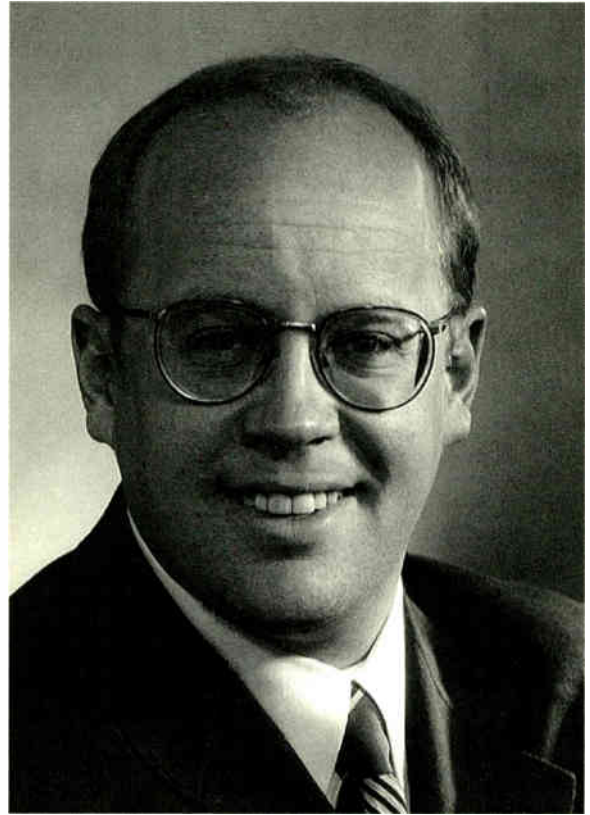
The Country Radio Seminar has grown to become the largest single format radio convention in the world, devoted exclusively to the Country radio, music, and entertainment business. We're gathering here in Nashville to address these new challenges, share our winning ideas, educate ourselves, and move forward. It's an unbelievable opportunity that we will all participate in during the next few days. Thus, our theme... "Winning Through Learning, How To Keep Country Strong."

This is the biggest and best Country Radio Seminar ever. This year's Agenda Committee is comprised of individuals from all segments of our business, representing radio, records, networks, research, consultants, and artist management. Our goal was to address the challenges we all face and to present a highly educational program focusing on Programming, Sales, Promotions, and General Management. Our Agenda is packed with the best and brightest broadcasters, executives and artists from both inside and outside the Country Entertainment business.

On behalf of the CRS-28 Agenda Committee, we welcome you to this year's convention. We hope you learn a few things over the next few days, and don't forget to have fun!

Gary Krantz

CRS 28 Agenda Chairman



Gary Krantz

*Agenda Committee Chairperson
Country Radio Broadcasters, Inc.*



Thanks
for letting me do
'Everything
I Love.'

Alan Jackson

Creative Artists Agency
Nashville, Tennessee

Chip Peay Entertainment, Inc.
Nashville, Tennessee

ARISTA
NASHVILLE

Thank You Country Radio for all the airplay!

Thank you for helping to
make my first **2** albums

PLATINUM.

WITHOUT YOUR

SUPPORT,

NONE OF THIS

WOULD BE

POSSIBLE.

**Bryan
White**

**Jonny★
Lama**
BOOTS



XXXX
WILLIAM MORRIS AGENCY, INC.

Photographer: Dean Dixon



CRS-28 "How To Keep Country Strong: Winning Through Learning"

B Y W A D E J E S S E N

One of the most enjoyable things that happens during our planning sessions for CRS is choosing a theme for the convention. This is the third seminar I've helped plan as a member of the agenda committee, and I can assure you that of all the brainstorming we do, choosing the theme can also be one of the most difficult parts of the planning sessions that take place in mid June.

Naming the convention each year starts out to be a lot of fun, because the agenda committee always seems to have an abundant supply of extroverts. I'm sure attendees would get a kick out of reading a top ten list containing themes that didn't quite make the cut. This process ends on a fairly serious note, because the theme of each convention tends to set the tone for the entire event. In essence, the theme becomes the mission statement for each gathering.

Planning our agenda is a heady process, filled with hours of ideas, the majority of them good ones. The three days of agenda meetings represents the distillation of those ideas, and there's always a lot of tense energy in the room when the agenda chair presents the final draft

to CRB's board of directors for approval. It sort of makes us feel like a baseball team hoping to hit the ball out of the park. In the 16 years I've been involved with the seminar, (first as an attendee) I think this year's agenda is the strongest in memory.

The radio industry saw more change in the past year than perhaps it has in its entire history, and although the passage of the Telecom Act has been the catalyst for much of that change, other unrelated aspects of the broadcasting business has been moving forward in new ways as well.

During the opening session of agenda meetings last Spring, the committee felt that one area we desperately needed to address more directly is the educational aspect of the radio world. Many of the committee members have substantial experience in the industry, and quite subconsciously, tend to approach our idea jam sessions from the viewpoint of elitists. We tend to forget that there are countless people working in the industry who thirst for actionable solutions to problems that often seem elementary to most industry veterans. The overwhelming consensus

during the planning sessions was a goal of quenching that thirst.

As you review the agenda, and attend sessions, please be conscious of our goal for this convention, and take a bit of our attitude and desire for learning into each meeting. It's remarkable how well our schedule began to crystallize once we knew where we were headed. Hopefully you'll come away from CRS with plenty of ammunition to help you win your competitive wars, and with plenty of new fortification for your own individual careers.

When next year's agenda committee convenes in June, hopefully the comments they'll see on the attendees' evaluation cards will reflect the spirit and purpose of what we worked so diligently to accomplish for CRS-28. Judging by the looks of this agenda, I'd say the likelihood of such glowing comments is extremely high. You be the judge.

On behalf of my fellow committee members, welcome to CRS-28, and

"Winning Through Learning: How To Keep Country Strong."



THURSDAY KEYNOTE SPEAKER

“My goal has always been to play up to our capabilities. We don’t want to undersell ourselves, but we prefer points to promises.”

Lou Holtz brings his message of teamwork and team play to the 1997 Country Radio Seminar. His words come to us at a time when the radio industry is undergoing tremendous change through consolidation while the country music industry sees new labels competing against established giants for radio airplay.

It seems fitting that two industries that are in transition should turn to a legendary team builder who is also undergoing a major change in his career. Last fall Lou Holtz placed his name into the record books beside the names of Rockne, Leahy, and Parseghian as he resigned his position as head coach of the Notre Dame Fighting Irish football team. He joins us Thursday, March 6th as our keynote speaker to share with us his formula for success and maybe provide a glimpse of his own future.

Holtz’ football career spans both the pro and college ranks, having coached at Minnesota, Arkansas, North Carolina State, and William

& Mary. In 1976 he was coach of the New York Jets in the National Football League. His last eleven seasons were at Notre Dame.

He grew up in East Liverpool, Ohio, earned a history degree from Kent State and was awarded a master’s degree in art and education from Iowa. He’s the author of the best-selling “The Fighting Spirit,” is a noted speaker and student of motivation and has worked on behalf of the Juvenile Diabetes Foundation and the Center for the Homeless in South Bend, Indiana. He’s the father of four, three of whom carry degrees from Notre Dame.

On his feelings about winning, he said last fall that alumni “aren’t interested in how rocky the sea is. They’re interested in seeing the ship come in.” Dealing with college alumni offers parallels to the high expectations of corporate America in 1997. How you compete during times of hugely increasing competition can determine whether you win or lose.

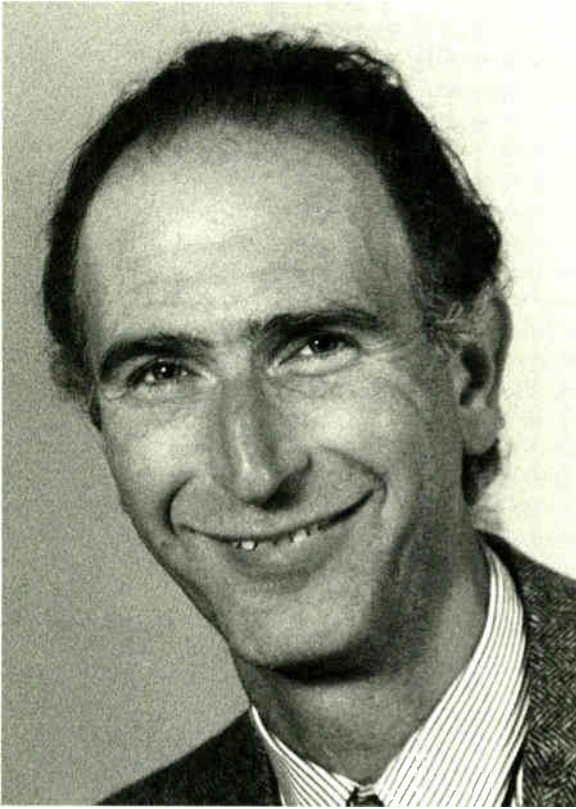
We invite you to share the competitive insights of Lou Holtz as we launch CRS-28 with our theme, “Winning through learning; keeping country strong”



Lou Holtz



FRIDAY KEYNOTE SPEAKER



Oren Harari

Country radio and Nashville's country music industry are undergoing dramatic changes... the number of country radio owners is shrinking while the number of labels offering country artists is growing. Both industries are required to find new and innovative ways to compete.

Friday morning's keynote speaker, Oren Harari, will challenge us to use these changes to the benefit of our businesses.

Harari is a seasoned presenter who will share the results of his 15 years of management research and consulting. We will share his insight and knowledge of competitive advantage, transformational leadership, and organizational change. And we will see ways to apply these concepts to our own businesses.

He believes that the new competitiveness in the radio and music industries requires bold, often radical, management approaches as keys to success. He has also found

that long-term financial success depends primarily on a leader's abilities to capitalize on globalization and technology, and to create success in the basics of quality, service, innovation, teamwork, and excellent support systems.

Harari is a close associate of Tom Peters and he has strong ties to the University of San Francisco. He's the co-author with Nicholas Imparato of a new book called *Jumping the Curve: Innovation and Strategic Choice in an Age of Transition*. He also writes for *Management Review*, *Harvard Business Review*, *California Management Review*, and *Small Business Reports*.

Harari is an energetic and humorous presenter. He will challenge each who attends the Country Radio Seminar by sharing the results of his work and research experience, and will help us look toward success factors that can define the future of competition in our industries.



DECCA RECORDS' MARK CHESNUTT HEADLINES THURSDAY LUNCHEON SHOW

B Y P A M G R E E N

Decca Records proudly presents Mark Chesnutt with special guest Lee Ann Womack during Thursday's luncheon show. In six years, this Texas native has recorded 6 albums that have sold a total of nearly 4 million copies. A few months ago, Mark saw the release of his first Greatest Hits collection which represents an impressive body of work. Having a Greatest Hits album gives an artist the chance to reflect on one's achievements. How does Mark assess his career so far? "I think I've been pretty successful. I never realized until we put together the Greatest Hits. It makes me feel like I'm not new anymore. Up 'til now I felt like one of the new guys. I don't feel that way anymore. I feel like I'm here."

Growing up in Beaumont, Texas, Mark's heroes included Elvis, Hank Williams, George Jones, Waylon Jennings, and of course, his father Bob. Mark credits his late father with encouraging him not to give up when his records on small independent labels went nowhere. But when Mark found the song "Too Cold At Home," everything changed. He signed a recording contract with MCA Records on

March 1, 1990 and his career took off. Without a doubt, winning the CMA's Horizon Award in 1993 was definitely a career highlight.

"Too Cold At Home" set the stage for an impressive string of hits like "Brother Jukebox," "Blame It On Texas," "It Sure Is Monday," "Gonna Get A Life," "Bubba Shot the Jukebox," "Almost Goodbye," "Goin' Through The Big D," "I'll Think Of Something" and "It's A Little Too Late," Mark's 21st single record. The latter song is one of two new tracks on the Greatest Hits collection, both co-written by Mark. The other is "Let It Rain," his current record.

When asked about his goals for the coming year, Mark said, "I just hope 1997 [will be] as good to me as 1996. I've had a great six years. I have nothing to complain about. We've been successful. The fans have been great. Radio's always played our records, and we've got a lot to be thankful for. We just hope that continues." As we know, Mark is

probably one of country music's most underrated talents. Will 1997 be his year? I sure hope so.

Mark's special guest will be new Decca artist Lee Ann Womack. This Texas native cites Dolly, Reba and Vince as a few of her influences. In fact, she is such a big fan of Vince's **Turn Me Loose** album that she wore out three cassettes! Lee Ann says that the best day in her career so far was a few months ago, while recording her new album. Her idol Tony Brown came into the studio to play piano and two of her other idols, Ricky Skaggs and wife Sharon White sang background vocals on one of her songs.



Mark Chesnutt



Lee Ann Womack

**Sponsored by:
Decca Records**

Lee Ann Womack

Rhett Akins

Gary Allan

Mark Chesnutt



**THURSDAY
MARCH 6TH
IS..**

A

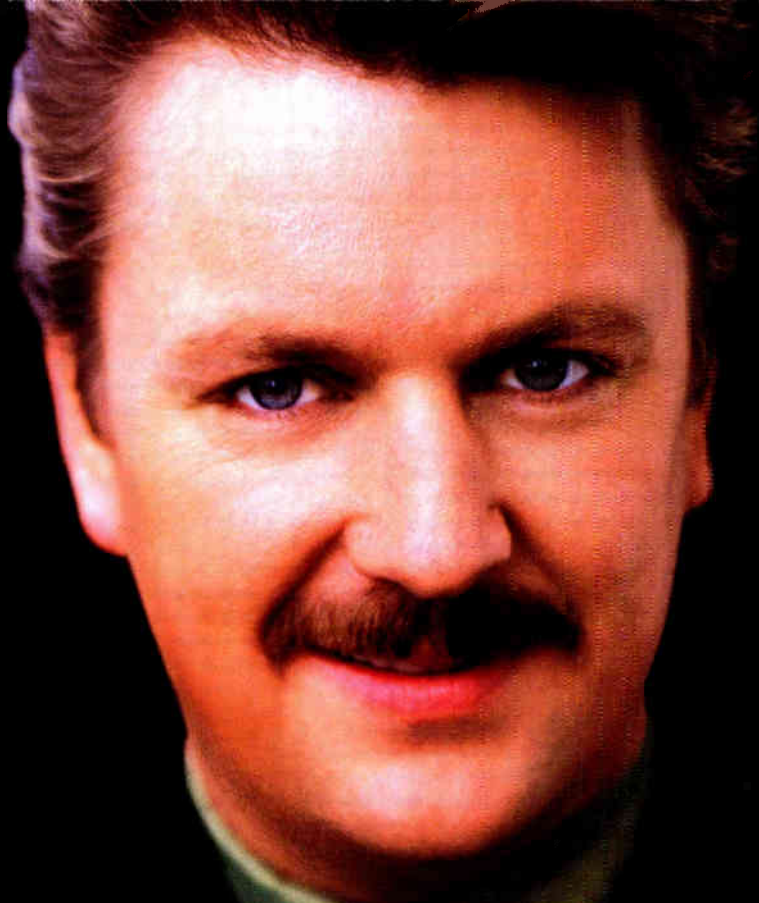
ATTENTION CRS ATTENDEES: COME CELEBRATE MARK CHESNUTT'S VICTORIOUS RISE TO THE TOP OF THE CHARTS WITH A SPECIAL COUNTRY RADIO SEMINAR PERFORMANCE. THURSDAY MARCH 6TH NOON-2:00 IN OPRYLAND'S DELTA BALLROOM.

INTRODUCING DECCA'S NEWEST ARTIST LEE ANN WOMACK. THURSDAY NIGHT SEE RHETT AKINS AND GARY ALLAN PERFORM LIVE IN THE DELTA LOUNGE FROM 10:00PM-12:00.

DECCA
RECORDS

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CRS BADGE REQUIRED FOR ADMITTANCE



25 MILLION SPINS.

**THANKS
COUNTRY RADIO,
JOE DIFFIE**





TERRI CLARK & THE KENTUCKY HEADHUNTERS AT THE FRIDAY LUNCHEON



Terri Clark developed as a singer/songwriter while working a variety of jobs from selling boots to waitressing before signing a recording contract with Mercury Records in 1994. "I think it was really important to have that amount of time to educate myself to the music business and evolve into what I wanted to be as an artist and how I wanted to be perceived." It's been almost 10 years

since she moved to Nashville. Terri has come a long way from her first singing job at Tootsie's Orchid Lounge on lower Broadway making \$15 a day plus tips to opening George Strait's 1996 tour. You can catch her these days on the Four Star Blowout tour with Clay Walker, James Bonamy and Emilio.

1995 Top New Female Vocalist. She also received Female Star of Tomorrow honors last year at the TNN Music City News Awards and, this year, moves into the Female Artist of the Year category with her recent nomination.

Terri's special guests at the ASCAP/Premiere luncheon on Friday are the Kentucky Headhunters, former CMA and ACM Vocal Group winners. With a new album called *Stompin' Grounds* (scheduled for release in late April) and a new single record, "Singin' the Blues," on BNA, the guys are back with Doug Phelps rejoining the group as lead vocalist. The band's first album, *Pickin' On Nashville*, sold over two million copies as well as racking up awards at the CMA, the ACM and Grammy ceremonies. *Stompin' Grounds* is the band's fourth album. Their most memorable songs include "Dumas Walker" and a remake of "Oh Lonesome Me."

Get ready to be fully entertained when Terri Clark and the Kentucky Headhunters take the stage at Friday's ASCAP/ Premiere luncheon!

Terri shot to the top of the charts with "Better Things To Do" a year and a half ago. "I feel like this song was sent from heaven. I think that Tom (Shapiro) and Chris (Waters) and I really had some angels looking over us that day when we wrote it..." Since then she's been a staple on radio with hits like "When Boy Meets Girl," "If I Were You," "Poor, Poor Pitiful Me" and "Emotional Girl." Terri writes most of her own songs because "one thing I think I have is a knack for relating to the mainstream public. I just try to write about everyday life and I think that's why a lot of people are relating to my songs because they're coming from honest experiences."

A few of Terri's career highlights include a gold album for Terri Clark and Single of the Year for "Better Things To Do" and Billboard's

Terri Clark



The Kentucky Headhunters

Sponsored by:
ASCAP
Premiere Radio Networks



GIRLS WITH GUITARS ON SATURDAY'S LUNCHEON SHOW

B Y P A M G R E E N

What do Suzy Bogguss, Mary Chapin Carpenter and Pam Tillis have in common? A lot. Besides being award winners and singer/songwriters, they are multi-platinum artists. Most notably they are the elite group of women who produce their own albums and are involved in every aspect of their career. Sponsored by the Country Music Association, these women will come together for a very intimate performance of their music following Saturday's luncheon.

CMA 1992 Horizon Award winner and ACM 1989 Top New Female Vocalist, Suzy Bogguss has given us radio favorites like "Aces," "Letting Go," "Hey Cinderella," "Outbound Plane," "Drive South" and "Someday Soon." After producing many of her albums, she turned the reins over to Scott Hendricks and Trey Bruce on her 8th album, Give Me Some Wheels. This allowed her to "concentrate more on both the interpretation and the delivery of the songs." Suzy's first Capitol album was **Somewhere Between** in 1987, the same year that Mary Chapin Carpenter's debut album, Hometown Girl, was released.

Multi-Grammy award winner Mary Chapin Carpenter recently added author to her already impressive accomplishments. She's the writer of Dreamland, a children's book. With sales of over 6 million albums, a few of Mary Chapin's most memorable pieces of work include "Down At The Twist and Shout," "I Feel Lucky," "Passionate Kisses," "He Thinks He'll Keep Her" and "Shut Up And Kiss Me." Last year she released her sixth Columbia album, A Place In The World, which has already spawned the hits "Let Me Into Your Heart" and the infectious "I Want To Be Your Girlfriend." Mary Chapin's two year reign as CMA's Female Vocalist of the Year came to an end when Pam Tillis unseated her in 1994.

After years of trying to get her career off the ground, Pam's 1991 Arista debut album, Put Yourself In My Place, was her breakthrough. Launching her career with the debut record and #1 hit, "Don't Tell Me What To Do" from the aforementioned album, Pam continues to grow as a singer, songwriter and producer. While she shared production duties in the past, she was the sole producer of her 1995 album, All Of This Love. Her many

hits include "Maybe It Was Memphis," "Shake The Sugar Tree," "Spilled Perfume," "When You Walk In The Room" (with harmony by Mary Chapin) and "The River And The Highway."

Girls With Guitars - Suzy, Mary Chapin and Pam will be joined by a surprise guest. Don't miss what will be a refreshing, honest and spontaneous performance by some of country music's most talented and creative ladies.



Suzy Bogguss



Mary Chapin Carpenter Pam Tillis



**Sponsored by:
Country Music Association**



the teams keep growing



DEAR RADIO FRIENDS,

HOPE YOU FEEL AS WELCOME HERE AT

CRS AS YOU'VE MADE ME FEEL

ON COUNTRY RADIO

LOVE,

Mila

Is Your Web Site Working For You? Tell The Truth, Is It?

*Tired of hearing Internet success stories,
want to become one instead?*

Find out how WEBFORUMS increases audience loyalty, builds station identity, and keeps your listeners coming again and again. Find out why Premiere Radio Networks, NET News/Talk Television, the Sacramento Bee choose WEBFORUMS to build the traffic at their websites.

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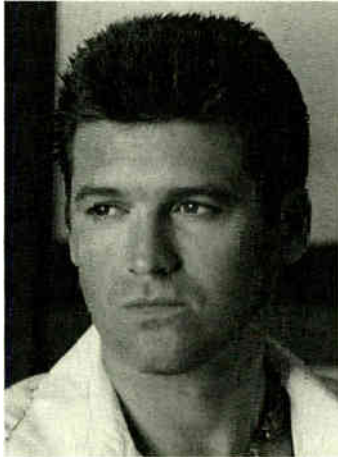
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BILLY RAY CYRUS: RECIPIENT OF THE 1996 HUMANITARIAN AWARD

B Y B O N N I E O B U C Y



Presenting the seventh annual Humanitarian award to Billy Ray Cyrus during the 1996 Radio Broadcast Seminar, President Ed Salamon cited the superstar entertainer for "his many contributions to ailing and needy children."

He said, "CRB is pleased to recognize Billy Ray Cyrus' great personal involvement with children and children's charities. His music has won him a wide audience which has given him an opportunity which he's used to spend time in children's hospitals visiting ill children and greeting handicapped children during his concert tours in addition to fundraising efforts he's made on behalf of children." Salamon continued, "Therefore, we are very pleased to present him with this Humanitarian Award."

Throughout each year, Cyrus does charitable things like organizing a benefit for baby Tyler Throneberry when he heard of his plight on the news. He previewed his song, "Enough Is Enough" as part of a benefit to raise money for the Children's Trust Fund of Michigan. He even joined disc jockey Neal Dionne of radio station B-93 of Grand Rapids, MI for a time in his annual roof-sitting where he stays until he raises a half million dollars each year. In addition to the above, Cyrus sponsors the Billy Ray Cyrus Private Foundation, based in Greenup, KY and managed by Al Shiltz, which holds an annual fundraiser and disburses proceeds to ailing and needy children on a per-need basis.

Born August 25, 1961 and raised in Flatwoods, KY, Cyrus spent several years honing his talents in clubs and knocking on Nashville doors. He then soared to stardom in 1992 when "Achy Breaky Heart" rocketed up the charts and the accompanying dance swept through the nation's country dance emporiums like prairie fire. His "Some Gave All" album ensued, becoming one of the most explosively successful debut albums in music history.

Selling more than 9,000,000 copies during its record breaking first year of release, the collection earned Cyrus honors from the World Music Awards, the People's Choice Awards, the Country Music Association and the Recording Industry Association of America. In addition to "Achy Breaky Heart," the album produced four other chart hits, "Could've Been Me," "Where'm I Gonna Live," "She's Not Cryin' Anymore" and "Some Gave All." His "It Won't Be The Last" and "Storm In The Heartland" (which included Cyrus' re-cut of the classic "Harper Valley P.T.A.") albums followed.

Nominated in the entertainer of the year, male artist and album of the year categories in the 1996 fan-voted TNN/Music City News Awards, the singer/songwriter has appeared on every major TV show, including "Good Morning America," "Arsenio Hall," "The American Music Awards," "The Country Music Association Awards," "CBS This Morning," "The Grammys" and "Live With Regis & Kathie Lee." Stories have run on him in "People," "Rolling Stone," "Ladies Home Journal" and "First," to name just a few.

Another honor was bestowed on him in 1996 when he opened the National

Democratic Convention with his stirring rendition of the "Star Spangled Banner."

As big a swath as Billy Ray Cyrus has cut in entertainment history, it's his passion for the underdog and his big heart that sympathizes with those in need that makes this "go an extra mile" individual so special.

One more sample of this giving nature involves Cyrus' invitation to participate in the 1996 Olympic Torch Run as it passed through the Hermitage, TN area in its progress to Atlanta. Cyrus cited his participation as "one of the highest honors ever given to me." However, he gave up half of it when he extended an invitation to Aaron Walker, the Franklin, TN high school student who was stripped of his athlete of the year status by the Fellowship of Christian Athletes because he was a Mormon, to carry the torch half of the way. Cyrus felt "he deserved his trophy" and "hoped carrying the torch would help take the place of the trophy they didn't give him."

Again we salute Billy Ray Cyrus, the most deserving recipient of the 7th Annual Country Radio Seminar Humanitarian Award presented last year at CRS-27.



THE CRS-28 SUPER FACES SHOW

BY PAM GREEN

Two of country's hottest acts, Patty Loveless and special guest Bryan White, will be taking the stage to kick off the 28th annual Country Radio Seminar. This last year was a banner one for both artists and full of many career firsts.

Patty won her first ACM Top Female Vocalist award and a few months later received her first CMA Female Vocalist of the Year trophy. When she won the ACM award Patty was thrilled because "that was the first awards show that Emory [Gordy Jr.], my husband and my producer, had ever attended with me. He was always shy of award shows and he always felt that he brought me bad luck so that was a real thrill to win, but at the same time just to see the look on his face and happiness for me..." Patty ended 1996 on a triumphant note with *The Trouble With The Truth* album being hailed by *Time* magazine as the fourth best

album of the year while *People* touted it as one of the top 10 albums of 1996.

1995 was also a notable year for Patty. After 10 years of recording, Patty was finally recognized for her many contributions to country music when she became only the second woman to walk away with the 1995 CMA Album of the Year Award for her platinum album, *When Fallen Angels Fly*. It contained listener favorites like "I Try To Think About Elvis," "You Don't Even Know Who I Am" and "Half Way Down."

Patty became a platinum lady when her 1992 album, **Only What I Feel**, sold over one million copies. One of Patty's strengths is her ability to select songs that move her fans. "Here I Am," "Don't Toss Us Away" and "How Can I Help You Say Goodbye" are a few that come to mind. The latter #1 hit was especially important to Patty's career because "I was able to connect more with the public. People that even did not know who Patty Loveless was, by the time that they saw the video or heard the song on the radio - it's like I was singing about them."



Patty Loveless
Epic Records

Sponsored by:
Academy of Country Music
SJS Entertainment



THE CRS-28 SUPER FACES SHOW



Bryan White
Asylum Records

Patty's special guest on the Super Faces Show is Bryan White, one of country music's newest and brightest stars. 1996 was the year his career exploded with both of his albums, *Bryan White* and *Between Now and Forever*, certified platinum on the same day! He's had a lot to celebrate in the last year like winning the ACM Top New Male Vocalist, CMA Horizon award and the TNN/Music City News New Male Star of Tomorrow award. He's one of the leaders of the youth movement in country music and is touted as the genre's teen heartthrob. His impressive list of consecutive #1 records include "Someone Else's Star," "Rebecca Lynn," "I'm Not Supposed To Love You Anymore" and "So Much For Pretending." When Bryan was asked how he handles

success he replied, "I think you meet everybody's expectations just by trying your best and just put your mind to what you want to accomplish and get out there and don't ask any questions."

Don't miss this opportunity to see two of country's top stars in concert that will no doubt be one of the highlights of CRS-28. There won't be any fancy dancing, fireworks or lasers, but I guarantee you'll be entertained.



THE CLASS OF '97

BY PAM GREEN

The *New Faces Show* is the most important showcase for new talent in country music. This year's crop of new acts is led by LeAnn Rimes and Deana Carter, both of whom have achieved platinum status and have enjoyed #1 records this past year. This is the first time in the history of the *New Faces Show* that the best selling new stars are both women. LeAnn and Deana have each sold over a million copies of their debut albums. LeAnn is a "New Face," but it's hard to remember any former New face taking country music by storm as she has in her first year on the charts. It's quite a feat that she came in #2 on *Newsweek* magazine's list of the "Top Music Newsmakers of 1996."

The host of the *New Faces Show* is Warner Bros. artist, comedian Bill Engvall. He's seen each week on NBC-TV's *The Jeff Foxworthy Show*. His television credits include starring with Rosie O'Donnell in a Showtime special *A Pair of Jokers*, hosting A&E's *Evening at the Improv*, appearing in episodes of *Designing Women* and guesting on *The Tonight Show with Jay Leno*. Engvall's first single release is a special version of the title track of his debut comedy album, "Here's Your Sign," with special guest Travis Tritt.

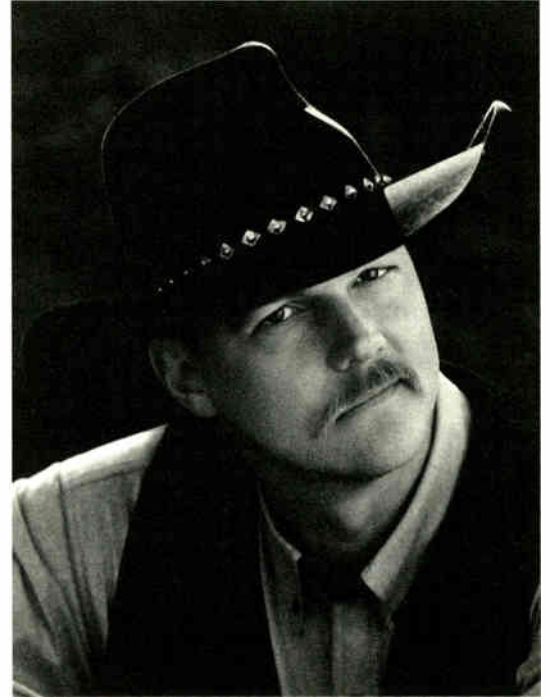
As Director of Artist Relations for Westwood One Radio Networks, I have had the opportunity to interview each New Face. Here's what the class of '97 had to say at this important career milestone:

**Sponsored by:
BMI, R&R, Westwood One**

TRACE ADKINS Capitol Nashville

(on what an audience can expect)

"I am country. They're going to hear that and they're going to see that. They're going to know that I'm not trying to be what I'm not because I don't know how to do that. I'm not that good an actor so when you come see me sing or hear me sing you're going to hear country music."



JAMES BONAMY Epic

(On making his debut album, What I Live To Do)

"The most important thing to me when I made the album was to make sure that when they did hear it that they knew exactly who I was musically and lyrically. That was something we strived to do with every song, and give a different part of me for each song. There's everything from fun to serious relationship to my relationship with the Lord... the most important thing is to stay true to who I am."





RECORDS

the plays keep changing

Give Your Listeners An All-Access Pass...



CRS Booth 23



THE CLASS OF '97

PAUL BRANDT

Reprise

(On how being a pediatric nurse influenced his songwriting)

"It really made me start to look at things a lot differently. It made me appreciate life and working with kids was just an incredible experience. I think that getting a chance to experience human emotions on a day-to-day basis and see things that people may not have seen, made me more aware of people's feelings. As a songwriter, you're able to make those stories just come across in even more of an emotional way."



DEANA CARTER

Capitol Nashville

(On being received by radio and the fans)

"The nearest part is the range of people from the young adults... to the fact children are singing this 'Strawberry Wine'. I've had people say 'My three-year-old daughter sings every word to your song.' And I think 'wow' cause she doesn't know what it's about. She just responds to the musical part of it. Then you've got young adults. They're responding to the subject matter and kinda what they're going through right now. And you've got people my age that are just past it... Then you've got my parents and even the baby boomers... so it's neat to see all these different ages of people, male and female, with the common experience."





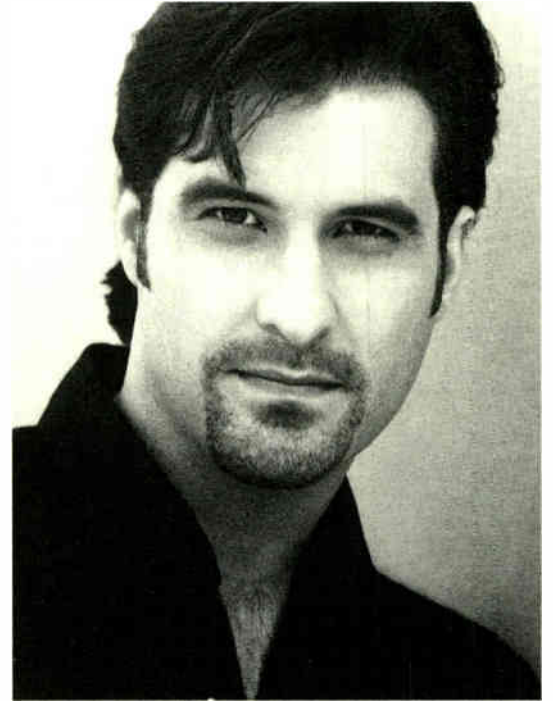
THE CLASS OF '97

DERYL DODD

Columbia

(On where he sees himself in five years)

"...I guess maybe being on the third album. Hopefully building a nice career...that I mature and that the music gets stronger and better...Hopefully playing the big shows and lots of people come out and we sell lots of albums and T-shirts. We make music that people can have memories to...I think that's the biggest thing for me is to think that some young person ten years from now remembers a first song of mine...they remember where they were when they heard it..."

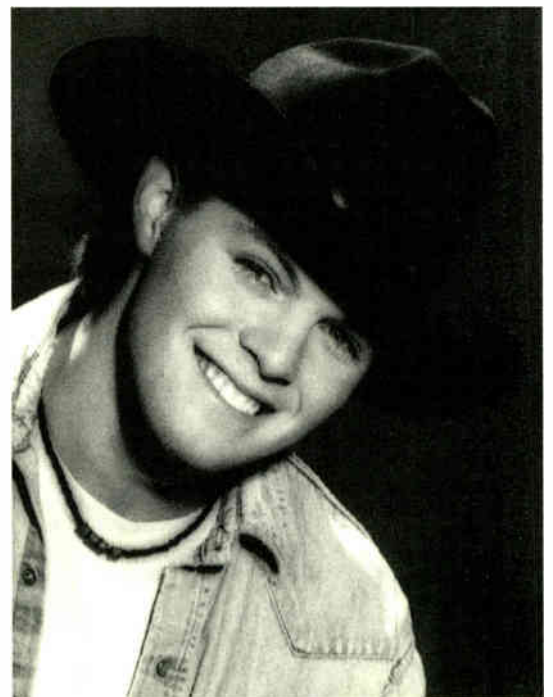


DAVID KERSK

Curb

(On the appeal of his hit, "Goodnight Sweetheart")

"The lyrics are incredible...It's different from love songs because it's not real mushy and it's not a lost love negative ballad. It's just something that everyone can relate to because everyone has left someone that they care about for a short period or long period of time. And how great to get a note from the one you left telling you they love you and to have a great trip. So it's very relatable by everyone including me."





RADIO & RECORDS

information to keep your playing field level

The Industry's Newspaper

Country HOTFAX

R&R ONLINE

(<http://www.rronline.com>)

Today's News

Music Tracking

A T L A N T I C P R O M O T I O N

NOEL HAGGARD MATT KING TRACY LAWRENCE MIKA MASON NEAL MCCOY JOHN MICHAEL MONTGOMERY CONFEDERATE RAILROAD RICKY SKAGGS

N A S H V I L L E



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Fax: 310-205-7413



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Promotion Manager
Phone: 606-586-1225
Fax: 606-586-1677

TRUST THE MUSIC





THE CLASS OF '97



MILA MASON

Atlantic

*(On goals for her debut album, **That's Enough of That**)*

"A positive message. A lot of good rhythm to move to. I live to buy stuff that has a lot of really good songs on it. I don't like to put in a cassette or CD and just have one song on there I like and then have to take it off and put something else on. So when we were making the album we spent so much time trying to find different songs so it all didn't sound the same. But enough good songs on there that you would like a bunch of things and you could go from one song to the next. You didn't want to take it off."



JO DEE MESSINA

Curb

*(On what she wanted to capture on debut album, **Jo Dee Messina**)*

"I have a lot of sides. I have a very serious side and a fun side and a side where I'm constantly joking around and then a very passionate side...Trying to cover all those moods is what we kind of did. I wanted people to say this is Jo Dee Messina, listen to it and get a feel for who I am and how I feel about certain things. So that's pretty much what we're trying to do is wrap who I am up in the album."



THE CLASS OF '97

LEANN RIMES

MCG/Curb

(On how fellow artists treat her)

"They treat me like an artist and just an equal. I don't think anybody has really treated me like a little girl once they got to know me...I really have grown up in an adult world all my life so most of my friends are like between 20 and 80. I think I want to be known as an artist and for my music and want everybody to know me as that so I will have the freedom to do the songs that I like to do and do those kind of things... I'm not always going to be 14. I won't be able to be called a twenty-one-year-old singing sensation so hopefully my music will be good enough to stand on its own..."

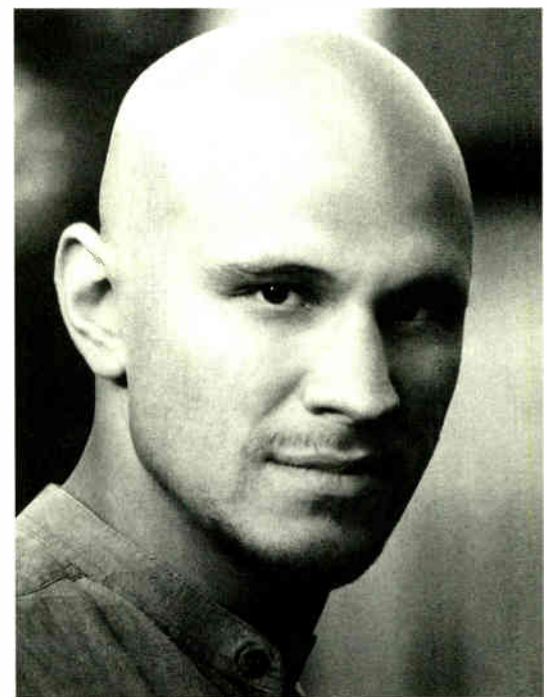


KEVIN SHARP

Asylum

(On recording his #1 hit "Nobody Knows," originally a pop hit for The Tony Rich Project)

"When we decided that we were going to do it, I actually stopped listening to that version because...the last thing I wanted to do was have it too programmed in my mind... You can still hear and feel the similarities cause it's a great song and you can't change it completely. Sure we could have made it uptempo, but it would have lost its emotion and its power. But I really truly feel that we created something of our own."



Pam Green



Bill Engvall

As in past years, Westwood One Entertainment will be recording the New Faces Show for a three-hour special to air the weekend of May 17-18. The show will also include outstanding performances from past "New Faces." To carry "The New Faces Show 1997," contact your Westwood One representative.



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Thursday, March 6th
9:30 pm - Midnight

Friday, March 7th
8:30 pm - Midnight

Saturday, March 8th
"After New Faces" - 1:00 am



The Envelope Please...



NEW FACES SHOW BAND MEMBERS

The 1997 New Faces Show Band has some familiar faces and certainly some familiar sounds to both CRS attendees and the artists who are appearing this year. Since some of the band members are people who play sessions in Nashville, it's not surprising that they are able to recreate many of the top hits heard on the show this year.

Band leader B. James Lowry has led the band for several years at CRS. Band members look to him for leadership and to serve as lead guitarist. He's a Florida native who cites musical influences in his career to be the Beatles, Conway Twitty, Hank Jr., Earth, Wind, and Fire, and James Brown. B. James' work includes sessions with Gary Allen, Tim McGraw, Terri Clark, Mindy McCready, Toby Keith, the Oaks, Mark Chesnutt, and a host of others.

Providing percussion for the CRS New Faces this year once again is Steve Turner. Steve (also a Florida native) has been part of star appearances on the Carson and Leno shows as well as Nashville's Prime Time Country,

Austin City Limits, and Saturday Night Live. He's toured with names like Tritt, Parton, Campbell, Williams (Don), Emmy Lou, and Roger Miller.

Aubrey Haynie shares his skills with the fiddle and mandolin this year. Aubrey lists his album credits as including Terri Clark, Ricky Skaggs, Gene Watson, Sky Kings, George Jones, Mark Wills, Clint Black, and Trisha Yearwood. He's also worked on two albums for Disney projects.

Jeff King has had an active career playing guitar in Nashville during the past four years, working on recordings with Pam Tillis, Paul Brandt, Cooter Brown, and others. He's worked television gigs with Charlie Daniels and Ricky Skaggs, and has toured extensively with Patty Loveless and Lee Roy Parnell.

Bruce Bouton plays steel guitar for our New Faces Show. He moved to Nashville in 1978 and his big break came a few years later when he was asked to tour and record with newcomer Ricky

Skaggs. Since then his steel guitar has been heard on hit records by Kathy Mattea, Pam Tillis, Brooks and Dunn, LeAnn Rimes and Garth Brooks. As a songwriter, he has had cuts by T. Graham Brown, George Jones, Garth Brooks, Mark Collie and George Strait. He also was responsible for producing **Mama's Hungry Eyes**, the tribute to Merle Haggard on Arista Records.

Tony Harrell masters the keyboards and spotlights his talent at this year's New Faces Show. He's lived in Nashville for the past 11 years. Tony began touring with Bill Medley and Suzy Bogguss and made the transition into studio work in 1990. Since then his credits are shown on recordings by Hank Jr., Tracy Lawrence, Caryl Mack Parker, Eddie Arnold, Peter Cetera, and others.

Richard Spady Brannan returns to the New Faces band adding rhythm with the bass guitar. Spady lists his credits to include notables like Crystal Gayle, Dobie

Gray, and Buffy St. Marie. His studio experience includes creative work with Sammie Smith, Stephanie Bentley, Mindy McCready, Michelle Wright, and the Bellamy Brothers. As a songwriter you'll find his work on albums by the likes of Doily, Kenny, Crystal, the Dirt Band, and Highway 101.

Singing background this year are Liana Manis and John Wesley Ryles. Liana's career includes touring Europe with America's Youth in Concert and singing backup in Nashville for the last 12 years with album credits ranging from George Strait to Mark Chesnutt to Reba. John Wesley has credits including solo artist work for Columbia, RCA, MCA, and Warner Brothers. Since 1988 he has concentrated on backup work acts like Alan, Brooks & Dunn, Martina, John Michael, Randy, Clint, Lonestar, and others.



NEW FACES RECAP

1970

Jack Barlow
Jamie Kaye
Karen Kelly
Wayne Kemp
Lynda K. Lance
LaWanda Lindsey
Dee Mullins
Norro Wilson

1971

Crystal Gayle
Bobby Harden
Murray Kellum
Peggy Little
Bill Rice
Bobby G. Rice
Earl Richards
Little David Wilkins

1972

Connie Eaton
Nashville Edition
Jerry Foster
Dickey Lee
Charlie McCoy
Jim Mundy
Jeanne Pruett
Mel Street

1973

Nashville Edition
Lloyd Green
O.B. McClinton
Pat Roberts
Johnny Rodriguez
Johnny Russell
Red Stegall
Leona Williams

1974

Josie Brown
Marti Brown
Dick Feller
Narvel Felts
Lefty Frizzell
Larry Gatlin
Eddy Raven

1975

Connie Cato
Brian Collins
Billy Larkin
Kenny O'Dell
Eddie Rabbitt
Betty Jean Robinson
Ronnie Sessions
Sunday Sharpe
Brian Shaw
David Wills

1976

Rex Allen, Jr.
Ed Bruce
Earl Thomas Conley
Dottsy
Ruby Falls
Linda Hargrove
Joni Lee
Darrell McCall
Nick Nixon
Chuck Price
Even Steven

1977

Kathy Barnes
Bobby Borchers
Randy Cornor
Mike Lunsford
Dale McBride
Charly McClain
Mel McDaniel
Geoff Morgan
Vernon Oxford
Margo Smith

1978

Janie Frickie
Vern Gosdin
Con Hunley
Don King
Zella Lehr
Ronnie McDowell
Peggy Sue
Kenny Starr
Gene Watson

1979

Susie Allanson
John Anderson
Razzy Bailey
Randy Barlow
John Conlee
Gail Davies
Mundo Earwood
Christy Lane
Mary K. Miller

1980

Alabama
Carol Chase
Lacy J. Dalton
Big Al Downing
Leon Everette
Reba McEntire
Juice Newton
Sylvia
Jim Weatherly

1981

Deborah Allen
Sheila Andrews
Roger Bowling
The Capitols
Sonny Curtis
Frizzell & West
Terry Gibbs
Gary Morris
Orion
Steve Wariner

1982

Rodney Crowell
Diana
Terry Gregory
Donna Hazard
Kieran Kane
Ronnie Rogers
Ricky Skaggs
Bobby Smith
George Strait
Tennessee Express

1983

Karen Brooks
Tom Carlile
Channel
Karen Taylor-Good
Cindy Hurt
Tommy St. John
Skip and Linda
Keith Stegall
The Whites
Gary Wolf
Younger Brothers

**The Best
Country Duo
for
1997**

AM

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MCA.



NEW FACES RECAP

1984

Atlanta
Bandana
Lane Brody
Rick & Janis Carnes
Exile
Jim Glaser
Jan Gray
Gus Hardin
Kathy Mattea
Dan Seals

1988

Foster & Lloyd
Nanci Griffith
David Lynn Jones
Patty Loveless
Tim Malchak
New Grass Revival
K.T. Oslin
Ride the River
Ricky Van Shelton
Schuyler, Knoblock
& Bickhardt

1991

Corbin/Hanner
Billy Dean
Joe Diffie
Ray Kennedy
Chris LeDoux
Shelby Lynne
Pirates of the Mississippi
Aaron Tippin
Kevin Welch
Michelle Wright

1995

Archer Park
David Ball
Lisa Brokop
George Ducas
Steve Kolander
Ken Mellons
Rick Trevino
Western Flyer
Bryan White
John & Audrey Wiggins

1985

Craig Dillingham
Mark Gray
Vince Gill
Becky Hobbs
Ed Hunnicutt
Carl Jackson
Mason-Dixon
Pinkard & Bowden
John Schneider
Wright Brothers

1989

Baillie and the Boys
The Burch Sisters
Jeff Chance
The Desert Rose Band
Skip Ewing
Donna Meade
Paul Overstreet
Shenandoah
The Shooters
David Slater

1992

Brooks & Dunn
Clinton Gregory
Sammy Kershaw
Hal Ketchum
Tracy Lawrence
Little Texas
Eddie London
McBride and The Ride
Collin Raye
Pam Tillis

1996

David Lee Murphy
Jeff Carson
Daryle Singletary
Helen Darling
Enilio
Ty Herndon
Perfect Stranger
Chely Wright
Russ Taff
Ricochet

1986

T. Graham Brown
The Forester Sisters
Nicolette Larson
Robin Lee
Maines Brothers Band
Restless Heart
Judy Rodman
Billy Joe Royal
Marty Stuart
Randy Travis

1990

Daniele Alexander
Suzy Bogguss
Jann Browne
Mary-Chapin Carpenter
Lionel Cartwright
The Kentucky Headhunters
The Lonesome Strangers
Lorrie Morgan
Travis Tritt
Wild Rose

1993

Boy Howdy
Tracy Byrd
Confederate Railroad
Radney Foster
Matthews, Wright & King
Martina McBride
Ronna Reeves
The Remingtons
Dennis Robbins
Michael White

1997

Trace Adkins
James Bonamy
Paul Brandt
Deana Carter
Deryl Dodd
David Kersh
Mila Mason
Jo Dee Messina
LeAnn Rimes
Kevin Sharp

1987

Adam Baker
Larry Boone
Holly Dunn
Girls Next Door
Lyle Lovett
A.J. Masters
Sweethearts of the Rodeo
Keith Whitley
Tom Wopat
Dwight Yoakam

1994

John Berry
Brother Phelps
Gibson/Miller Band
Faith Hill
Toby Keith
Tim McGraw
Doug Supernaw
Clay Walker
Joy Lynn White
Lari White



WEDNESDAY, MARCH 5TH

9:00A.M.-7:00P.M.

Registration

9:00A.M.-7:00P.M.

Exhibit Hall

11:00A.M.-12:30P.M.

Artist Radio Taping Session (ARTS)- Session #1

2:00P.M.-5:00P.M.

Artist Radio Taping Session (ARTS)- Session #2

6:15P.M.-7:00P.M.

Press Conference/First Time Attendee Welcome

7:00P.M.-9:00P.M.

Registration and Information Desk

7:00P.M.-8:00P.M.

Artist/Attendee Welcome Reception (R&R, Jones Satellite)

8:00P.M.-10:00P.M.

Super Faces Dinner and Performance (Academy of Country Music and SJS Entertainment)

10:00P.M.-12:00A.M.

Hospitality Suites

THURSDAY, MARCH 6TH

8:00A.M.-9:00A.M.

Continental Breakfast (Atlantic Records)

7:30A.M.-7:00P.M.

Registration and Information Desk

9:00A.M.-10:30A.M.

Opening Session and Keynote Presentation by Lou Holtz

10:30A.M.-7:30P.M.

Sessions and Rap Room

10:30A.M.-6:30P.M.

Exhibit Hall

10:30A.M.-5:00P.M.

The Hottest Country Websites: Internet Kiosks (Media Fax)

12:00P.M.-2:00P.M.

Lunch and Performance (Decca Records)

5:30P.M.-6:30P.M.

Wine and Cheese Reception in Exhibit Hall

6:30P.M.-12:00A.M.

Hospitality Suites

THURSDAY SESSIONS (CHOOSE ONE PER TIME PERIOD)

10:30A.M.-12:00P.M.

Radio Vision

From Radio's top group visionaries Group Heads share their vision of the future of radio from their hands-on perspective. The radio game is changing. Are you going to be the best player in a game no longer being played? Hear what the people pulling the triggers think is in store for your career. Small, Medium, Large and Extra-Large Radio stations and groups are all affected.

10:30A.M.-12:00P.M. Programming Meets Sales and Makes A Killing

Have you ever had a killer idea for a client and couldn't get your PD to even consider putting it on the air? Has your PD ever come to you with a promotion that would sound great on the air but it may be just what you need! We will have Program Directors, Promotion Directors and Salespeople from WMIL and WSOC to share how their stations and staffs have worked together to come up with ideas that have made money AND sounded great so that the station makes a killing by working together!

2:30P.M.-4:00P.M.

The Great American Brainstorming Session

Here is your opportunity to find out proper brainstorming technics and then put them to use. This session will give all promotion directors a chance to learn or brush up on their technics of brainstorming. After a short overview, the group will break up into round tables (one for each market size), and be given a promotional concept. Not only can you try out your brainstorming, but you will have a few promotional ideas to bring back home!

Panelists:

Tim Raglin, CBS Radio

Eric Corwin, Impact Target Marketing

2:30P.M.-5:30P.M.

CRS-U: Country Radio Seminar University - Programming

A two-day intensive course of study for the novice PD or the seasoned veteran who wants a refresher. Visiting "Industry Professors" will cover all topics that PD's need to run daily, weekly, and as you plan ahead.

Panelists:

Craig Scott

Mac Daniels

Rick Shayne

Larry Rosen

Jack O'Malley

Bob Wood

Maurice Miner

Ted Dorf

Dean McNeil

John Hart



THURSDAY SESSIONS (CHOOSE ONE PER TIME PERIOD)



Tim Raglin



Craig Scott

2:30P.M.-4:00P.M. Transferring Your Station to Digital... Going Tapeless

Learn how to plan for making the move to digital broadcasting. What are the upsides and the pitfalls of analog to digital conversion. Get hands on experience in this workshop. This is a session/workshop with Q&A of Program Directors and equipment suppliers. Get both sides of the story, and then operate the systems yourself from Scott Studios, RCS, and BE.

Moderated by:

Ken Johnson, WYRK
Lee Nye, KUBB

Panelists:

Dave Scott, Scott Studios
Chip Newton, RCS
Stuart McRae, BE



Mac Daniels



Jack O'Malley



Maurice Miner



Dave Scott



Bob Cole



Becky Brenner

2:30P.M.-4:00P.M. The New Telecom World: How to Survive and Prosper

The radio business has changed forever. Industry leaders offer concrete ideas as you receive ninety minutes of growth management training.

Moderated by:

Bob Cole, KVET/KASE

Panelists:

Tim Closson, VP of Country Programming-Chancellor

Becky Brenner, General PD KMP5/KZOK/KBKS,

Don Jacobs, General Manager KKLS, KXRB, KIKN, KSOO, KMXC, KIKX,

Bob Neil, Executive VP of Radio Cox Broadcasting



Josh Leo



Paul Brandt

4:00P.M.-5:30P.M. The Demo to the Master: How a Hit Single is Made

One of last year's hottest sessions is back and then some! Producer Josh Leo, special guest artist Paul Brandt, and Nashville's top session musicians will lead you on an interactive journey through the recording process from the early demo to the mastered record.

Panelists:

Josh Leo, Producer
Paul Brandt, Artist

4:00P.M.-5:30P.M. The Effective Country Sales Manager

Part I - As a sales manager, you have many responsibilities and demands on your time. With the industry landscape, changing as quickly as it continues to change, priorities shifting, gaining properties and new staffs, or making changes due to selling a station, how do you keep your staff up, performing, keep a productive environment, and keep morale up? How do you manage priorities, people and inventory? What does your General Manager/Owner expect and demand from you and can you continue to deliver? Come hear Bill Hendrich of NewCity Communications, explain from his perspective what is needed from salesmanagers to survive in this ever-changing industry and keep your GM's and owners satisfied with the areas of your responsibility.

Part II - We always need ideas on how to generate more revenue, how to add to that bottom line, right? Well, Radio Revenue, Inc. and their staff of specialists will share proven programs that generate non-traditional business. This includes ideas for event marketing, vendor dollars, creative concepts for charitable events, and more. This will be a session that will provide actual "take-home" stuff that you can hit the streets with and start making money!

Panelists:

Lisa Schackman

6:30P.M.-7:30P.M. Thursday Night Rap Room (Radio IQ)

After a hard day of session-attending, enjoy an informal, free-wheeling discussion of the day's topics and events, in a relaxed atmosphere. No topic is off limits, so bring your questions and opinions and we'll bring the beer and soft drinks.

Facilitator:

Gregg Lindahl, Former GM WKXX,



Gregg Lindahl

Not pictured: Tim Closson, Eric Corwin, Ted Dorf, Don Jacobs, Ken Johnson, Dean McNeil, Stuart McRae, Bob Neil, Chip Newton, Larry Rosen, Rick Shayne, Lisa Schackman and Bob Wood.



FRIDAY, MARCH 7TH

7:30A.M.-7:00P.M.

Registration and Information Desk

8:00A.M.-8:45A.M.

General Managers Working Breakfast

An earlybird GM-focused problem-solving session. Food, coffee, and discussions including "Controlling Turnover/Hiring-Recruiting", "Managing EEO", "Creating JSA / LMA options", "Managing Multiple Priorities", "Rumor Control in a Merger World", as well as other GM problems in need of solution ideas. You think you've got troubles-A GM who runs eight stations is really a Group Head, right? How about the GM who has a list and hosts the morning show? Whatever happened to my golf game? Do I really have to get up this early at a convention?

8:00A.M.-9:00A.M.

Continental Breakfast (AME/Premiere)

9:00A.M.-5:00P.M.

The Hottest Country Websites

9:00A.M.-10:30P.M.

Keynote Speaker - Oren Harari

10:00A.M.-6:30P.M.

Exhibit Hall and Silent Auction

12:00P.M.-2:00P.M.

Luncheon and Performance (ASCAP/Premiere)

5:30P.M.-6:30P.M.

Silent Auction/Last Bid Party (Tandem Promotions, Shindler-Turner & Assoc.)

6:30P.M.-12:00A.M.

Hospitality Suites

FRIDAY SESSIONS (CHOOSE ONE PER TIME PERIOD)

10:30A.M.-12:00P.M.

Changing Careers: Moving Up, Over, or Out

Air Personality to MD, MD to PD, PD to GM, GM to Owner, Radio to Records, Artist Management, Publication...this distinguished panel answers the questions "Where do I go from here?" and "How do I get there?"

Moderated by:

David Haley, MCA Records

Panelists:

Wade Jessen, Country Airplay Monitor

Bobby Kraig, Arista Records

Tom Rivers, WQYK

Shelia Shipley-Biddy, Sr. VP/GM of Decca Records

Terrell McDaniel, Ph.D.-Clinical, Consulting and Industrial/Organizational Psychology

10:30A.M.-12:00P.M.

Live Focus Group

What Listeners Really Think About Country Radio!

TV-View a "Live" Focus Group with Researcher Marla Pirner, Senior VP of The Interep Store. Twenty ordinary listeners, visiting Nashville on that date will be selected to sit in a room with Marla and focus on Country Radio. Via "Live" television, the scene will be sent back to the Main Room for viewing by the Conference attendees and our Experts Panel. Discussion/Q&A will follow the telecast.

Moderators:

Joel Raab, Raab & Associates

Mark Edwards, ABC Radio

Panelists:

Moon Mullins, Hunter-Moon Group

Matt Hudson, Eagle Group
Terry Stevens, Capitol Nashville
Ken Moultrie, BP Consulting

10:30A.M.-12:00P.M.

How to be A Production Picasso

Production Managers from great country stations demonstrate how to manage multiple stations, clients, AND your time to produce unforgettable spots and sweepers.

Moderator:

Lee Logan, South Central Communications

Panelists:

Shane Benway, Citadel Communications
Rick Marino, WSIX,
Bruce Sherman, WSM

10:30A.M.-12:00P.M. CRS-U: Arbitron

Presenter:

Pierre Bouvard

2:30P.M.-4:00P.M.

Programmers' Winners Circle

Moderator:

Joel Raab, Raab & Associates

Panelists:

Evan Bridwell, KUZZ
Robynn Jaymes, WYYD
Mack Bramlett, WDRM
Dene Hallam, KKBQ

2:30P.M.-4:00P.M.

The Power of Country: Selling the Country Lifegroup

Country is not just a radio format, it is a way of life...



David Haley



Wade Jessen



Bobby Kraig



Tom Rivers



Shelia Shipley-Biddy



Robynn Jaymes



Terrell McDaniel



Moon Mullins



Lee Logan

Not pictured:
Shane Benway, Rick Marino
Pierre Bouvard and Bruce Sherman



FRIDAY SESSIONS (CHOOSE ONE PER TIME PERIOD)



Ray Massie



Tony Brown



Tony Thomas



Paige Levy



Rob Dalton



Susan Levy



Mary Chapin Carpenter



Lon Helton

Not pictured:
George Toulas
John Sebastian
Jordan Berliant
Larry Fitzgerald
Fred Franks
Dale Turner
Doug Casmus
Amy Macy
Dana Carole
Mike Lawrence
Bob Robbins
Dixie Lee
Skip Maharfey
Jody Holt
Lisa Boyer
Charlene Papparizos

and a very loyal group of folks are part of this life-group. People your clients cannot reach if they don't buy country! Come hear Bob Lobdell and Peter Smyth tell us all of the benefits that our lifegroup offers to customers. They will focus on what we are really selling: a large section of the population that is exclusive to country music.

2:30P.M.-4:00P.M. The Future of Country Music

Moderated by:

Ray Massie, KFRG Radio

Panelists:

Tony Brown, MCA Records

John Sebastian, KZLA

John Madison, Polygram

Mary Chapin Carpenter

Jordan Berliant,
Left Bank Management

George Toulas,
Chancellor Broadcasting

Larry Fitzgerald,
Fitzgerald Hartley Company

Fred Franks,
Frank Production

2:30P.M.-5:30P.M. CRS-U:Country Radio Seminar University - Programming

The second day of an intensive course of study for the novice PD or the seasoned veteran who wants a refresher. Visiting "Industry Professors" will cover all topics that PD's need to run daily, weekly, and as you plan ahead.

4:00P.M.-5:30P.M. Record Company 101: Understanding the Process

Where are all these new artists coming from? How do record companies find them? What secret processes happen between the time they are signed and their record

comes out? Various experts in A&R, artist development, promotion, and management discuss the course and expectations leading up to including the release of singles to country radio.

Moderator:

Tony Thomas,
MD-KMPS, Seattle

Panelists:

Dale Turner,
VP National Promotion, RLG

Paige Levy,
VP A&R-Warner/Reprise,
Nashville

Rob Dalton,
VP Promotion-Epic Records,
Nashville

Susan Levy, VP Artist
Development-Capitol,
Nashville

Doug Casmus,
D. Management Company
& Sr. VP of
Moress-Nanas Entertainment

Amy Macy,
Director of Field Promotion-
RCA Records

4:00P.M.-5:30P.M. Morning Shows: The Good, The Bad and The Ugly

Here's your opportunity to meet with this year's CMA nominated personalities and to find out what makes a successful morning team. Is their partner the one they love to hate? How do they keep those crazy hours? Is it possible to have a life when you get up at 3am every morning? What were these personalities worst on-air experiences? After a brief overview of their shows complete with audio clips, these show hosts will open the floor to your questions. Don't be shy or skin-thinned with this group!

Panelists:

Dana Carole
Mike Lawrence
KGEE

Bob Robbins, KSSN

Dixie Lee
Skip Maharfey
WCOL

Tom Rivers, WQYK

4:00P.M.-5:30P.M. How to Promote Your Station and Yourself

Part I - How do so many stations get written up in radio publications, the local newspaper, get local TV coverage for big promotions and all that other publicity that would help promote your station(s) for more exposure in your market? WGAR in Cleveland, Ohio does an excellent job of promoting itself and is ready to share how its done. Promotion Directors are bringing some proven methods to get publicity for your station.

Panelists:

Jodi Holt,
Promotion Director, WFMS

Lisa Boyer,
Promotion Director, WGRL

Charlene Papparizos,
Promotion Director, WGAR

6:30P.M.-7:30P.M. Friday Night Rap Room (Radio IQ)

Okay, you've spent all day soaking up information and making new connections. Now you have a ton of questions and opinions you need to ask and share. This is the place to do it. We supply the beer and soft drinks, you supply the topics, in a laid-back session.

Facilitator:

Lon Helton,
Country Editor of
Radio and Records.



SATURDAY, MARCH 8TH

8:00A.M.–9:00A.M.

Continental Breakfast
(AME/Premiere)

8:00A.M.–8:45A.M.

General Sales Managers Working Breakfast

Hear what other GSM's are facing day to day and how they handle multi-tasks while managing multi-stations. How are some GSM's currently handling so many people, so many projects, so much inventory and with no more time than we've ever had before? Let these folks share how they are getting it done and give your input at the same time.

Panelists:

Mike Ford,
KRMG & KWEN

Lynn Anderson,
KSAN,

John Rohm,
WUBE

Leslie Scheinman,
KEYE

7:30A.M.–7:00P.M.

Registration and
Information Desk

12:00P.M.–2:00P.M.

Luncheon and Performance with
(Country Music Association)

6:30P.M.–7:00P.M.

New Faces Cocktail Reception

7:00P.M.–10:00P.M.

New Faces Banquet
and Show
(BMI, R&R, Westwood One)

10:00P.M.–'til

Hospitality Suites

SATURDAY SESSIONS (CHOOSE ONE PER TIME PERIOD)

9:00am–10:30am

CRS–PU: The Country Radio Seminar University–Promotions

Promotion and marketing experts from all levels discuss the nuts and bolts of making your station happen. We'll look at "low dough" promotions, brand and database marketing, creative ways to "own" concerts, and promotions to overcome declining shares.

Panelists:

David Isenberg,
Dir. of M&P–KSAN/KNEW

Lisa Fields,
Dir. of M&P–SFX Broadcasting

Cindee Standridge,
PD–WWOW FM

Jennifer Partridge,
Dir. of M&P–KHAK/KDAT

9:00A.M.–11:00A.M.

The State of Country: Trend Report

A fresh update and trend report of the National Country Radio Audience research study that was presented at CRS in 1996. This 1997 update will examine trends in country radio listeners' lifestyles and media usage habits. The issues to be examined and trended will be valuable data for any GM, GSM, and PD.

Moderator:

Joel Raab,
Joel Raab & Associates

Mark Edwards,
ABC Radio Networks

Presenters:

Roger Wimmer,

Matt Hudson,
Executive VP,
The Eagle Group

Rusty Walker,
President, RWPC

Jaye Albright,
Consultant, Radio IQ

David Gingold,
CEO, Barnstable

Bob Moody,
McVay Media

Dene Hallam,
VP Programming,
KKBQ AM/FM

9:00A.M.–11:00A.M. Covey Leadership Seminar: First Things First

This revolutionary time-management session – taught by Joe Calhoon, an author and professional development professional – is designed to teach its attendees a principle-centered approach based on direction rather than time – a compass instead of a clock, so to speak. Although traditional time management insists that working harder, faster, and smarter will help people gain control of their lives, the truth is that time management doesn't work that well. What is more important is where you're headed, not how fast you are working, and the First Things First approach will empower its practitioners with the ability to garner wanted results.

11:00A.M.–12:00P.M. Vanderbilt Voice Clinic

Learn from the specialists that have successfully treated Kathy Mattea, Faith Hill, and Pam Tillis' voice and throat problems, the doctors of the Vanderbilt Voice Clinic. Discover how to head off trouble, medical and surgical methods of correcting voice problems, and how to pick a voice care team.

2:30P.M.–3:30P.M. Promotion Award winners discuss their winning ideas

Small, Medium and Large market winners share their ideas and you can take them home to your station.

2:30pm–3:30pm Niche Country: A Fragment of Our Imagination

Three major country groups are trying gold-based country on competitive signals in top 100 markets at the same time, and some are still keenly interested in a progressive country format. Questions we'll visit include: why does radio and the music industry resist fragmentation? Why have some previous attempts at new formats ended so quickly? Why have most "young country" stations gone main-stream? How "old" can country oldies be and still draw a saleable demographic? How new can gold-based country be and still reach a sizable demographic? Join us in this forum as we approach this newest set of issues.

Moderator:

Sean Ross, Billboard Magazine

Panelists:

Rob Bleetstein,
Americana Editor, Gavin

Kyle Cantrell,
Program Director, WSM

Chris Marino,
Program Director, WMLB

Doug McGuire,
VP/General Manager,
KNCI/KRAK

Sam McGuire,
Program Director, WGRL

2:30P.M.–3:30P.M. Department of Justice/Radio Broadcast Issues

3:30P.M.–5:00P.M. WCRC Live!

(Huntsman Entertainment)

Host:

Charlie Monk

Performers:

Bobby Braddock

Jim Weatherly

Clint Black

Matraca Berg



CRS-28 Agenda AT-A-GLANCE



Leslie Sheinman



David Isenberg



Lisa Fields



Cindee Standridge



Jennifer Partridge



Joel Raab



Mark Edwards



Roger Wimmer



Matt Hudson



Rusty Walker



Jaye Albright



David Gingold



Dene Hallam



Joe Calhoun



Charlie Monk



Bobby Braddock



Jim Weatherly



Clint Black



Matraca Berg

Not pictured:
Mike Ford, Lynn Anderson,
Bob Moody and John Rohm

Wednesday, March 5

9:00 A.M.-9:00 P.M. Registration
9:00 A.M.-7:00 P.M. Exhibit Hall
11:00 A.M.-12:30 P.M. (ARTS)- Session #1
2:00 P.M.-5:00 P.M. (ARTS)- Session #2
6:15 P.M.-7:00 P.M. Press Conference
7:00 P.M.-8:00 P.M. Welcome Reception
8:00 P.M.-10:00 P.M. Super Faces Dinner/Performance
10:00 P.M.-12:00 A.M. Hospitality Suites

Thursday, March 6

8:00 A.M.-9:00 A.M. Continental Breakfast
7:30 A.M.-7:00 P.M. Registration
9:00 A.M.-10:30 A.M. Keynote
10:30 A.M.-6:30 P.M. Exhibit Hall
10:30 A.M.-5:00 P.M. Websites
12:00 P.M.-2:00 P.M. Lunch/Performance
6:30 P.M. - 12:00 A.M. Hospitality Suites

Thursday Sessions

10:30 A.M.-12:00 P.M. Radio Vision
10:30 A.M.-12:00 P.M. Programming Meets Sales
2:30 P.M.-4:00 P.M. The Great American Brainstorming Session
2:30 P.M.-5:30 P.M. CRS-U: Programming
2:30 P.M.-4:00 P.M. Transferring Your Station to Digital...
2:30 P.M.-4:00 P.M. Going Tapeless
4:00 P.M.-5:30 P.M. The New Telecom World
4:00 P.M.-5:30 P.M. The Demo to the Master
4:00 P.M.-5:30 P.M. The Effective Country Sales Manager
6:30 P.M.-7:30 P.M. Rap Room

Friday, March 7

7:30 A.M.-7:00 P.M. Registration
8:00 A.M.-8:45 A.M. GM Working Breakfast
8:00 A.M.-9:00 A.M. Continental Breakfast
9:00 A.M.-5:00 P.M. Websites
9:00 A.M.-10:30 P.M. Keynote

10:00 A.M.-6:30 P.M. Exhibit Hall and Silent Auction
12:00 P.M.- 2:00 P.M. Luncheon/Performance
6:30 P.M.-12:00 A.M. Hospitality Suites

Friday Sessions

10:30 A.M.-12:00 P.M. Changing Careers
10:30 A.M.-12:00 P.M. Live Focus Group
10:30 A.M.-12:00 P.M. How to be A Production Picasso
10:30 A.M.-12:00 P.M. CRS-U: Arbitron
2:30 P.M.-4:00 P.M. Programmers' Winners Circle
2:30 P.M.-4:00 P.M. The Power of Country:
2:30 P.M.-4:00 P.M. The Future of Country Music
2:30 P.M.-5:30 P.M. CRS-U: Programming-Day 2
4:00 P.M.-5:30 P.M. Record Company 101
4:00 P.M.-5:30 P.M. Morning Shows
4:00 P.M.-5:30 P.M. How to Promote Your Station and Yourself
6:30 P.M.-7:30 P.M. Friday Night Rap Room

Saturday March 8

8:00 A.M.-8:45 A.M. GSM Working Breakfast
7:30 A.M.-7:00 P.M. Registration
12:00 P.M.-2:00 P.M. Luncheon
Promo Awards/Performance
6:30 P.M.-7:00 P.M. New Faces Reception
7:00 P.M.-10:00 P.M. New Faces Banquet/Show
10:00 P.M.-12:00 P.M. Hospitality Suites

Saturday Sessions

9:00am-10:30am CRS-PU: Promotions
9:00 A.M.-11:00 A.M. The State of Country
9:00 A.M.-11:00 A.M. Covey Leadership Seminar
11:00 A.M.-12:00 P.M. Vanderbilt Voice Clinic
2:30 P.M.-3:30 P.M. Promotion Award Winners
2:30 P.M.-3:30 P.M. DOJ & Radio Broadcast Issues
2:30 P.M.-3:30 P.M. Industry Issues Forum
3:30 P.M.-5:00 P.M. WCRS Live!

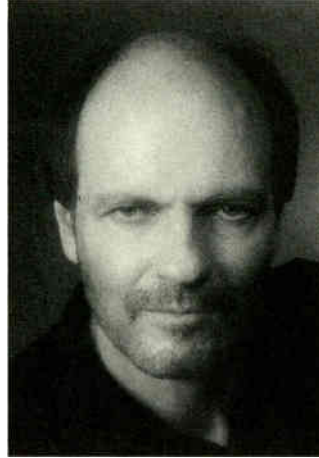


WCRS Live!

BY WADE JESSEN



Clint Black



Bobby Braddock



Jim Weatherly

It's easy to get caught up in the hard issues faced by the radio industry at Country Radio Seminar. Of course, that's why we're here—but several years ago, seminar officials sought to complete the equation by capping the agenda with a live performance which would highlight the most important reason for our convention. Thus, the idea of WCRS LIVE! was born, and it's since become the crown jewel of the CRS agenda.

While we sit up straight and listen intently as panelists and speakers slice and dice our most pressing issues, the board of directors and the agenda committee have placed top priority on presenting a showcase of singer-songwriters who can ably bring us back around to the real reason the harder issues are so important—it's about the music.

WCRS LIVE! is easily the most popular item on the agenda, and this exciting new tradition continues with an A-team of creative giants for CRS 28.



WCRS Live!

Clint Black emerged in the late 80s from the rich Texas tradition of sincere, heartfelt country singers. Beginning with his landmark 1989 album, "Killin' Time," Black has consistently been among country's leading men. With his emotional, intelligent songwriting, Black is credited with bringing a new level of artistic credibility to traditional male country singers.

Black is joined by veteran songwriter Bobby Braddock, whose song credits read like a roadmap for country composers. Braddock was inducted into the venerable Nashville Songwriter's Hall of Fame in 1981, after writing or co-writing songs like Tammy Wynette's "D-I-V-O-R-C-E," and the jaunty "Something To Brag About," which was a hit twice; once for Charlie Louvin and Melba Montgomery, and later for Willie Nelson and Mary Kay Place. But Braddock's success has crossed the boundaries of decades. He also wrote Tanya Tucker's "I Believe The South Is Gonna Rise Again," Johnny Duncan's biggest hit, "Thinkin' Of A Rendezvous," and "He Stopped Loving Her Today," by George Jones. As he steamrolls towards the 21st century, Braddock is still a formidable writer, turning

songs with his vivid, trademark imagery, like "Time Marches On."

Jim Weatherly is a singer-songwriter with a multi-genre pedigree. At one time in the mid 70s, Weatherly wrote seven consecutive singles for Ray Price, including "You're The Best Thing That Ever Happened To Me" (later covered by Gladys Knight & The Pips), "Like Old Times Again," and "Roses And Love Songs." Knight also recorded Weatherly's "Neither One Of Us (Wants To Be The First To Say Goodbye)," which was a country hit for the late Bob Luman in 1973. Knight's hit, "Midnight Train To Georgia" also came from Weatherly's pen, as did Bryan White's "Someone Else's Star." In 1975, Weatherly scored a top 10 country hit with "I'll Still Love You."

Matraca Berg is a Nashville native whose mother, Icee Berg, was active as a session singer and songwriter. This early exposure led to collaborations with established writers, such as Bobby Braddock. Berg teamed with Braddock to write the No. 1 hit, "Faking Love," by T.G. Sheppard and Karen Brooks in 1983. Berg

was 18 at the time. Since then, she's recorded for RCA, and is currently signed to Rising Tide, with an album due later this year. Her songwriting credits include collaborations on Deana Carter's "Strawberry Wine," and "We Danced Anyway," as well as Martina McBride's "Cry On The Shoulder Of The Road."

Our goal for WCRS Live! is to send convention attendees back home with an up-close taste of Nashville's creative process. Our event is intentionally under-produced, and intimate by design.



Matraca Berg

This year, we've assembled a group of artists who have given powerful voice to the everyday human experience, and are brought together

specifically to remind us that country music has consistently provided the most eloquent platform for those songs in any genre of music.

Of course, no Country Radio Seminar would be complete without the humor and wit of Charlie Monk, who is widely known as one of this convention's founding fathers. His perspective on our industry comes from the wisdom of experience, yet his continued involvement in various areas, including music publishing, gives his monologues a very contemporary slant.

On behalf of the agenda committee, welcome to WCRS LIVE!

**Sponsored by:
Huntsman Entertainment**



HOYER, HENSLEY AND HIGSBY INDUCTED INTO COUNTRY MUSIC DISC JOCKEY HALL OF FAME

B Y B O N N I E B U C Y

The "H's" certainly had it when Mike Hoyer, Hairl Hensley and Hiram Higsby were inducted into the Country Music Disc Jockey Hall of Fame during last year's Country Radio Seminar. Hoyer and Hensley tied for the Living Category honor while Higsby was named posthumously.

Born Myron Heuer, Mike's radio broadcasting career spanned 45 years prior to his retirement in 1990 at age 62. He first went on the air in 1945 at age 17 at WROX in Clarksdale, MS. Stints followed at WDGY in Minneapolis, KROC in Rochester, MN and KODI in Cody, WY. Then Korea beckoned where he finally landed on the Armed Forces Radio Service and changed his name to Mike Hoyer.

Back from Korea, Mike worked at KWOA in Worthington, then KMA in Shenandoah, IA where he started a country show. Several other moves transpired before Mike lit on Des Moines' WHO in 1965 where he became an instant hit and initiated his famous slogan, "Coast to coast, border to border and then some... Country Music U.S.A." His open-door policy over the years allowed every

major and hopeful artist the chance to be an in-person or phone guest.

Mike tired of being up all night and moved from WHO in 1971 to KWMT, Fort Dodge, IA as program director; then to KBUL, Wichita and finally to KFGO in Fargo, ND where he resumed the all night show. Along the way, he wrote the hit, "Looking At the World Through A Windshield," cut by Del Reeves. He recorded for United Artists; worked stage shows, night clubs and made TV appearances plus received the Billboard Magazine award for "Country Disc Jockey Of the Year" in 1971 and was named the Country Music Association's "Disc Jockey Of the Year" in 1972.

Mike and wife Betty retired to Mike's hometown of Howard Lake, MN in 1990 where he writes for the local newspapers; managed the city's public access TV channel and served on the City Council. Recouperation from a stroke suffered in 1995 kept Mike from attending the induction ceremony in person.

RISING TIDE



MATRACA BERG
JACK INGRAM
J.C. JONES
DELBERT McCLINTON
DOLLY PARTON
KEITH SEWELL
KRIS TYLER
NITTY GRITTY DIRT BAND
THE BUFFALO CLUB
TONY TOLIVER



RISING TIDE

Country's Next Wave

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HAIRL HENSLEY; A WSM TRADITION

Hairl Hensley was born in Madisonville, TN, located between Knoxville and Chattanooga, where he was raised and graduated from Hiwassee Junior College. His first radio stint was with WDEH, a small station in Sweetwater, TN.

With dreams of being in the music business, Hairl was also working in a band appearing at WNOX in Knoxville during his Sweetwater job. It was there he met the late Archie Campbell, Don Gibson and others.

"Archie came to Nashville to audition for the spot on the Grand Ole Opry replacing Rod Brassfield," recalled Hairl. "Consequently, Archie met Jack Stapp, then producer of the Prince Albert portion of the Opry. Later, Jack became general manager of WKDA Radio. One night at dinner, Jack suggested to Archie he needed an all night deejay. Archie called me. I came to Nashville and got the job. That was 1959."

Following WKDA, Hairl worked at WLAC as program director and served a hitch at WMAK before joining WSM where he's been ever since, still putting in 5-6 hours a

day on the air plus working the Opry every Friday and Saturday night. The CMA named him "Deejay Of the Year In the Over 500,000 Population" category in 1975. He also received the "Bluegrass Deejay of the Year" award in 1995 from the Society For the Preservation Of Bluegrass Music In America (SPIGMA).

Married to Paula for the past 16 years, Hairl has three children and four grandchildren (all boys) from a previous marriage plus two step-children and one step-grandchild through Paula.

HIRAM HIGSBY: 50 YEARS IN COUNTRY MUSIC

Born April 15, 1909, Hiram Higsby had 51 years behind him in country radio when he died Dec. 5, 1975 at age 66 of a self-inflicted gunshot wound prompted by the atrocious pain associated with brain cancer and the subsequent massive doses of prescribed Valium. Hailing from Kansas, Hiram started entertaining during high school when he worked a vaudeville circuit.

His first radio appearance came in 1924 at KFBI in Milford, KS as part of the McOwen Hillbillies. In 1927, Hiram teamed up with an

old boyhood chum named Merle Housh. They became "Hiram and Henry" and went on the air March 17th that year on WIBW in Topeka. Their success prompted an invitation in 1928 to become regulars on Chicago's WLS "National Barndance." Henry was stricken with a brain tumor in 1934, forcing Hiram to go on as a single and later as MC of the Barndance. It was during this time he introduced the then 11-year-old George Gobel to the world. He also, in 1929, climbed atop a flagpole at the Old Prairie Farmers Building in Chicago and sang "Ain't We Crazy" over a nationwide broadcast on WLS.

Through the years, including his 15 years as writer and emcee of the famous "Brush Creek Follies," Hiram worked with so many of the greats in country music. When radio did away with live shows and went to record playing, Hiram was forced to make the change to deejaying with his first job as such on KANS in Wichita. A children's TV show on KVOO-TV in Tulsa and a late night country record show on that city's KACE followed. From there,

he went back to Wichita as PE for Mack Sanders' KSIR.

He spent 1965-1968 at CFCW in Camrose, Alberta, when health reasons made him return to the States where he landed at KLOL in Lincoln, NE, and then KANO in Faribault, MN, where his "Countryside" show maintained a #1 rating as the most popular country show in the Upper Midwest.

Hiram celebrated his 50th year in country music and country radio on March 17, 1974. This event was doubly celebrated that year when the Country Music Association and the Nashville music industry staged a big party for him during Fan Fair.

If you need information on the Country Music Disc Jockey Hall Of Fame, contact its founder and Trustee,

Chuck Chellman

P. O. Box 121355

Nashville, TN 37212-1355

or call him at 615/352-4848.



In Remembrance Of . . .

BY TOM MCENTEE

BILL MONROE

One of the most imitated and influential of all American musicians, Bill Monroe died on Sept. 9, 1996 in Springfield, Tenn., days before his 85th birthday.

He was born on Sept. 13, the eighth and youngest child of a Kentucky farmer and a musically inclined mother, and was just 10 when he took up the mandolin (the only instrument not already claimed by one household member or another). As a youngster he learned mostly "by ear," influenced by blues and by hoe-down fiddling, and early on began developing his own unique brand of music.

In the early '30s, he and brothers Birch and Charlie toured with a package show from the WLS Radio Barn Dance, and later he and Charlie toured as a duo and recorded for Victor Records. After they broke up, Bill eventually formed the Blue Grass Boys, and began to evolve a unique string band sound that combined church-type harmonies, blues, and even jazz influences with country music—creating his own original musical genre. It would become known as "bluegrass."

By 1939 he joined the Grand Ole Opry, remaining a member until the time of his death, and throughout the '40s he and his music prospered. His classic 1946-48 band contained an awesome lineup of talent, including Earl Scruggs (banjo), Lester Flatt (guitar), Chubby Wise (fiddle), and Howard Watts (or Birch Monroe) on bass.

After recording for RCA Victor and Columbia, he signed in 1950 with Decca Records (later MCA) where he stayed for the duration of his recording career. With the folk revival of the '60s came a worldwide expansion of interest in the bluegrass form, and Bill became both a popular figure at folk festivals and the centerpiece at bluegrass festivals, where reunions of various editions of the Blue Grass Boys were often featured.

Monroe wrote hundreds of songs, many of which have been recorded by other artists. (Elvis Presley's first successful record was a "rockin'" version of Bill's "Blue Moon Of Kentucky.")

He was inducted into the Country Music Hall of Fame in 1970, given the National Heritage Fellowship Award in 1982, and in 1986 received both the Award of Merit from the International Bluegrass Music Association (IBMA) and also a U.S. Senate resolution that cited his "many contributions to American culture and music." And in 1988 he won a Grammy for the album "Southern Flavor."

In 1991 he was inducted into the IBMA Hall of Honor and in 1993 NARAS awarded him the Lifetime Achievement Award. Bill performed at the White House for four presidents, and was presented the National Medal of the Arts by President Clinton in 1995. That same year his hometown of Rosine, Kentucky erected a bronze plaque in his honor.

In its October, 1996 issue, Bluegrass Unlimited referred

to him as "an artistic giant," declaring that "his personal creation of a distinctive genre stands as an unprecedented accomplishment in the history of American popular music."

MINNIE PEARL

When a young fan confided to country comedian Rod Brasfield her desire to join the world of show business, he warned her not to do it. She ignored his advice and went on to become not only a celebrated member of the Grand Ole Opry for more than half a century, but the first comedian to be elected to the prestigious Country Music Hall of Fame, and country's most beloved comic of all time.

On March 4, 1996, Minnie Pearl succumbed, from complications following her second stroke, leaving behind a legacy of professionalism, of kindness, and of love.

Born Sarah Ophelia Colley, on October 15, 1912, the aspiring dramatic actress gave birth to the alter ego of Cousin Minnie Pearl in 1936. She introduced her professionally in 1939 to an audience at the Pilot's Club in Aiken, South Carolina, and, just a year later, made her first appearance on the Grand Ole Opry. On that evening, the frightened comic received some critical advice from Opry founder George D. Hay, who calmed her with, "Just love 'em, honey, and they'll love you back." That first Opry performance earned her not only a \$10 paycheck, but 250 pieces of mail from an audience that obviously loved her back.

In 1950 she teamed up with the self-same Rod Brasfield who had years earlier directed her away from show business (and who himself had just become an Opry member) and the two remained a team until shortly before his death in 1958. She toured, in the early days, "in a car with five people and [on rainy nights] a bass guitar," entertaining appreciative audiences with the stories of Brother and the rest of the relatives and citizenry back in the mythical Grinder's Switch, Tennessee. As she later toured the world, she continuously advanced the growth of country music.

Cousin Minnie received her induction into the Country Music Hall of Fame in 1975.

Offstage, she was quick to embrace charitable causes, being honored numerous times for her unflagging efforts in that area. Her efforts for the American Cancer Society, along with her victory over breast cancer, earned her the Society's National Courage Award in 1987, and, in that same year, she would also receive the Roy Acuff Humanitarian Award for Community Service. The following year she became the first recipient of the Minnie Pearl Award, now an annual honor presented by The Nashville Network. She also received the Pioneer Award from the Academy of Country Music and was honored by the American Academy of Achievements as a "giant of achievements."

In 1994 Country Radio Broadcasters voted to name its annual broadcasting schol-

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In Remembrance Of . . .

arships in honor of both Minnie Pearl and the late Rod Brasfield, saying, "The two WSM radio legends paved the way with their work on the Grand Ole Opry for all of today's radio personalities who use humor on the air."

FARON YOUNG

One of country music's most compelling stars of the '50s and '60s, Faron Young died on December 10, 1996 in Columbia Summit Medical Center in Nashville at the age of 64. His death resulted from a self-inflicted gunshot wound to the head the previous day at his Nashville home. Emphysemic and having undergone prostate surgery, Faron had left a suicide note indicating his despondency over his declining health.

Born on February 25, 1932, the Shreveport, Louisiana native worked as the opening act on Webb Pierce's live dates, and in the early '50s signed with Capitol Records. His first hit record, "Goin' Steady," soared to Number 2 in 1953. A country superstar for the next two decades, he scored more than 40 Top 10 country records, enduring as a #1 hitmaker from 1955's "Live Fast, Love Hard" until "It's Four In The Morning," in 1972. In 1961 his classic, "Hello Walls," would spend nine weeks in the Number 1 spot and go on to sell over two million copies.

Faron moved to Mercury in 1963 and immediately bolted into the Top 5 with "Yellow Bandanna." He built a formidable list of Top 5

records there, including "Wine Me Up" and "Unmiltigated Gall," before leaving in 1978. Later he signed with MCA, and most recently he recorded for Step One Records.

Noted, by those who knew him best, for his blunt honesty, he was also known for his generosity, giving thousands of dollars over the years to struggling musicians and even to complete strangers.

His nickname, The Singing Sheriff (initially the Young Sheriff), originated as the result of his role in the movie, *Hidden Guns*, one of eleven films in which he appeared. His band, the Country Deputies, was, at one time, home to such country music luminaries as Johnny Paycheck and Roger Miller. (Faron hired a down-and-out Miller as his drummer, even though Roger admittedly didn't know how to play the drums.)

In 1963 he established the country music fan magazine *Music City News*, which was purchased several years later by the Clarksville Leaf Chronicle.

PATSY MONTANA

The most memorable and noteworthy female pioneer in country music, Patsy Montana died on May 3, 1996, at the age of 81. The yodeling stylist was the first country female vocalist to earn a gold record in her own right, and in October, 1996, she was inducted, posthumously, into the Country Music Hall of Fame.

Born Ruby Blevins in Hot Springs, Ark. on Oct. 30, 1914, she moved to California as a young girl, along with her older brother. After winning a talent contest she starred on a local radio show, which, in turn, led to a job with country singer/songwriter Stu Hamblen ("This Ole House").

While guesting for a week on another radio show, this time at KWKH in Shreveport, she was heard by Victor recording artist and Louisiana governor-to-be Jimmie Davis ("You Are My Sunshine"), who was instrumental in getting her a recording situation for Victor, under the name of Patsy Montana.

At 18 she became a vocalist with the Prairie Ramblers over WLS radio in Chicago, and over the next several years worked as a regular at the National Barn Dance, recording at the time for American Records. Her string of hits included "Rodeo Sweetheart" and "Shy Ann From Cheyenne," and was topped by her classic, "I Want To Be A Cowboy's Sweetheart" (a million-seller during the height of the Great Depression!) In the mid-30s she did a stint with WOR in New York, and also went to California to make film shorts, as well as a 1939 Gene Autry feature, called *Colorado Sunset*.

From the late '30s to the early '40s she recorded for Decca Records, releasing a dozen sides on that label, then later recorded for RCA Records. In the '40s, she moved, with her family, back to California, where she would remain until her death. In 1964 she recorded

an album at the Matador Room in Safford, Arizona (where, among the musicians, was an "unknown" lead guitarist named Waylon Jennings.) Patsy continued to work in country music right up until her sunset years.

Robert K. Oermann, who chronicled her life in his book, *Finding Her Voice*, notes, "She was the first to popularize the 'cowgirl' image. At a time when show business was considered an unseemly life for women, the cowgirl role became a really acceptable one for women for years to come, thanks to her."

COL. TOM PARKER

A hard-dealing negotiator who handled the affairs of Elvis Presley for over 20 years, Col. Tom Parker died on Jan. 21, 1997 at Valley Hospital in Las Vegas, as a result of complications following a stroke. The one-time carnival pitchman had also worked with such country music greats as Eddy Arnold, Gene Austin, Hank Snow, and Slim Whitman.

He received the honorary title of Colonel from Louisiana governor Jimmie Davis, and was later dubbed "the ultimate carnie." Prior to his entrance into the music world he founded his own touring shows, including the Great Parker Pony Circus and Col. Tom Parker and His Dancing Chickens (the chickens "dancing" on a hot plate thinly covered with sawdust.) Nonetheless, it is generally agreed that it was Parker's marketing savvy that helped to maximize Presley's stardom.



In Remembrance Of . . .

In 1955 he found Elvis, at a time when the young singer's career was just getting off the ground. After convincing RCA Records to buy Presley's contract from Sun Records for \$35,000, an astronomical figure then, he negotiated early TV appearances for fees that were also unheard of at the time. He demanded \$100,000 for Elvis' first film, "Love Me Tender," in 1956, and soon had Elvis earning \$1 million per picture, more than most Hollywood stars at the time. After the artist's military induction in 1958, his promotion campaign kept Elvis' name in the forefront of pop music until his discharge in 1960.

Parker claimed Charleston, West Virginia as his home, although it is now generally accepted that he was born Andreas Cornelius van Kuijk, in the Netherlands, and that he entered the United States illegally in 1929. A controversial figure, he was criticized for the quality of films in which Elvis appeared, as well as the unusually high management fees he negotiated for himself. (By 1967 he was receiving 50% of Presley's earnings.) Still, he was well-loved by the star, whose daughter, Lisa Marie, was named after Parker's first wife, Marie.

Embattled by lawsuits charging him with "taking financial advantage of" Elvis, he lost his legal rights to the Presley estate following a court decision in 1981.

Parker was also among the first proponents of pet cemeteries.

WENDY BAGWELL

Wendy Bagwell, who performed along with the Sunliters, died in June, 1996, at the age of 73, following an operation for a ruptured brain aneurysm. The group's southern gospel album "Here Come the Rattlesnakes," was a major crossover hit in 1970-71. Certified gold in 1974, it would become the first in its field to sell over a million copies.

A combat Marine during World War II, Bagwell initiated the Sunliters in 1953. He was the recipient of the Gospel Music Association's Christian Comedian of the Year Award, and, in 1982, won the Singing News' most prestigious honor, the Marvin Norcross Award. The group also received several awards from the Southern Gospel Music Association. Bagwell and the Sunliters are members of the Southern Gospel Music Guild's Hall of Fame and the Georgia Music Hall of Fame.

WILF CARTER

One of Canada's foremost country singers, Wilf Carter, died of a stomach tumor in his Scottsdale, Ariz. home on December 5, 1996. Best known to U.S. fans by the stage name of Montana Slim, 91-year-old Carter was Canada's first outstanding country artist.

The minister's son was born in Nova Scotia on December 19, 1904, and evolved his own "echo" style of yodeling that would become his musical signature. Following his first hit record, "Swiss

Moonlight Lullaby," he landed his own show in New York, where the nickname Montana Slim originated.

MAGGIE CAVENDER

Maggie Cavender, the original executive director of the Nashville Songwriters Association International, died on March 24, 1996.

Maggie served in her NSAI role for over 20 years, as the association grew from just a handful to today's force of nearly 3,000 members. A Music City native, she left Nashville before World War II to go into the aviation business with her test pilot husband, and when she returned in the late '50s she worked with a number of music offices. In 1989 she became the first non-composer to be inducted into the NSAI's Hall of Fame.

The organization's President's Award, given annually to an individual who has worked hard for the interests of songwriters, has been renamed the Maggie Cavender Award of Service.

TED DAFFAN

Country songwriter/band leader/steel guitar player Ted Daffan died on Oct. 6, 1996.

Best remembered for his 1944 hit "Born To Lose," Daffan began his career as a member of the Blue Ridge Playboys, a swing band of the '30s. He composed a number of country hits of the '40s, including such chestnuts as "I'm A Fool To Care" and "I've Got Five Dollars And It's Saturday Night." His "Born To Lose," written under the pseu-

donym of Frankie Brown, has gone on to be recorded by more than 100 artists, including a 1962 Ray Charles version, which earned a platinum record.

Daffan died of cancer at 84 after a two-year illness.

JOHN DUFFEY

Big John Duffie, founder of the popular bluegrass group Seldom Scene, and a man who could make Bill Monroe smile, died on December 10, 1996 in Arlington, Virginia from complications following a heart attack.

The high tenor/ mandolinist, who was 62, was inducted last year into the International Bluegrass Association Hall of Fame, along with former bandmates from his earlier bluegrass ensemble, the Country Gentlemen, which he helped establish in 1957. One of the most popular and influential bands emanating out of the area of the nation's capitol, the Gentlemen recorded for Starday Records and later for Folkways.

Born on March 4, 1934, the son of a professional opera singer, John was well known for his comedic flair onstage. He left the Gentlemen in 1969 and two years later formed the Seldom, along with Mike Aldridge, Ben Eldridge and Tom Gray. In 1982 the group received a Grammy Award for their part in the compilation album Bluegrass-The World's Greatest Show.

GUS HARDIN

Former RCA recording artist Gus Hardin died in a car accident on February 17,



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1996, in the Grand Lake area in Oklahoma. While returning from breakfast at the home of a friend, her car crossed the center line for unknown reasons and hit another vehicle head-on. She was 50.

Signed to RCA Records in 1982, Hardin's blues, gospel, and R&B influences put her on the edge of "modern country" movement of the early '80s. Her first RCA album, *Fallen Angel*, yielded her three chart singles, but her biggest hit was a Top 10 duet with Earl Thomas Conley called "All Tangled Up in Love." Several other chart records followed, including a duet with Dave Loggins in 1985.

In 1983 Hardin was named *Billboard's* New Country Artist of the Year, and, in 1985, Top New Female Vocalist of the Year.

OLIVER "Mooney" LYNN

For his wife Loretta's birthday, Mooney Lynn bought the 18-year-old mother of four a \$17 Sears guitar, and encouraged her to learn to play and to write songs. Her "biggest fan," he was also instrumental in her landing her first professional job singing at local dance halls for \$5 a night. And when her first record, "Honky Tonk Girl," was released on Zero Records, the two drove on a cross-country promotion trip that proved to be the spark that would ignite one of the all-time great careers in country music.

Born on August 27, 1924, and nicknamed "Doolittle" as a baby, he, like his world-famous wife, was the child of an impoverished coal miner.

After marrying Loretta, he moved the family to Custer, Washington, where her career would be born. A stormy, roller-coaster-like affair, their marriage of 48 years was also a rich vein for Loretta's music of the '70s, with the hard-drinking Mooney providing inspiration for such hits as "Don't Come Home A-Drinkin'," "Fist City," and "You Ain't Woman Enough."

"If it wasn't for Doolittle," Loretta once retorted to a Mooney detractor, "there would be no career."

Over the past few years, he'd had a number of physical difficulties, including several hospitalizations with heart problems. He'd also had both feet amputated. Mooney died on August 22, 1996.

J.D. MILLER

Country Music Hall of Fame member J.D. Miller died on March 23, 1996, at Lourdes Hospital in Lafayette, Louisiana, not long after an earlier quadruple bypass.

Miller, 73, was the writer of hundreds of country songs, including such hits as "Cry, Cry, Darlin'," but his most significant tune was "It Wasn't God Who Made Honky Tonk Angels." Recorded by Kitty Wells, it was the first country female "answer" record—responding to Hank Thompson's smash hit, "The Wild Side of Life." More importantly, it would become the first No. 1 country record for a female recording artist, helping to breach walls for female entertainers and greatly helping to elevate their stature in the genre.

JERRY RIVERS

A former member of Hank Williams' original Drifting Cowboys band and later a booking agent for more than two decades with Buddy Lee Attractions, Jerry Rivers died of cancer at Summit Hospital in Nashville, Tennessee on October 4, 1996.

Hired by Williams in 1949, he toured with Hank until his death in 1953 and played on such classic recordings as "I'm So Lonesome I Could Cry," "Hey Good Lookin'," "Jambalaya," "Kawliga," "Cold, Cold Heart," and "Your Cheatin' Heart." After Hank's death the Drifting Cowboys toured and recorded with Ray Price, Loretta Lynn, Johnny Cash, and Lefty Frizzell, and for a short time during the '60s Jerry also had his own band, The Homesteaders. In 1968 he joined Buddy Lee Attractions, during which time he also worked with Hank Williams, Jr. in a special tour that reunited the Drifting Cowboys for a period.

Jerry continued to tour internationally with the Drifting Cowboys band until 1991, and then went to work with Hank, Sr.'s daughter, Jett Williams, where he performed until May of 1996.

JAY LEE WEBB

Former Decca songwriter/recording artist Jay Lee Webb died at Vanderbilt Hospital in Nashville on July 31, 1996, after a long bout with pancreatic cancer. He was 59.

The brother of superstars Loretta Lynn and Crystal Gayle, Webb played as sideman with Buck Owens, Ferlin

Husky, and Slim Whitman, and also charted several records on his own during the '60s and early '70s, including "She's Lookin' Better By The Minute." He began his career on radio in Paintsville, Kentucky, with his own group, the Sandy Valley Boys, and later toured with sister Loretta as her front man, playing guitar and fiddle, as well as singing.

CHUBBY WISE

Robert Russell (Chubby) Wise died of heart failure in Upper Marlboro, Maryland, almost immediately after having been hospitalized for pneumonia during the year-end holidays. He was 83.

A native of Florida's orange country, Wise played with the giants of country music and is generally considered to be one of the finest fiddlers ever to grace a country stage. Part of Bill Monroe's legendary mid-40's edition of the Blue Grass Boys, he is also accepted as being a co-writer of the classic fiddle breakdown, "Orange Blossom Special," along with Ervin Rouse, to whom he gave his share of the tune.

After leaving Monroe he played with the York Brothers and, later, with Flatt & Scruggs. In 1952 he joined Hank Snow's band, where he toured and recorded until 1970. By the late '60s he also was cutting his own records on Stoneway Records. After leaving Snow, performed as a soloist, and often teamed up with other bluegrass performers, while continuing to perform at bluegrass festivals.



COUNTRY RADIO BROADCASTERS SCHOLARSHIP PROGRAM

The mission of Country Radio Broadcasters includes the tenet of "promoting the growth of country radio by granting scholarships to people seeking degrees in broadcasting." This part of our mission statement is the cornerstone of the emphasis of CRB, Inc., in its venture to educate those who work in country radio as well as to help students as they prepare for their careers. Scores have benefited from the CRB scholarship fund, with each of five students this year studying with the aid of a \$5,000 scholarship.

The work of the Scholarship Committee this year has been under the leadership of CRB board member Tari Laes and her fellow committeemen and board members Doug Baker, Denise Nichols, and Debi Fleischer. Erica Farber serves as an ex-officio member.

The scholarship award is made specifically to qualified students who are majoring in areas that lead to radio and television careers, such as mass communications and broadcasting. For the coming year, students interested in applying for one of our scholarships should

present an application early in the summer of 1997.

Applications are available through the CRB offices by calling 615-327-4487, or through the web at www.crb.org.

Applicants for scholarships must be enrolled in a university that is accredited by the Accrediting Council on Education and Journalism and Mass Communications (ACEJMC). Nationally, about 110 universities have certified programs. These institutions have courses geared toward radio, audio production, broadcasting, and other electronic media subject areas.

This year there were scholarships awarded to five very deserving students majoring in broadcasting. They are Anthony Lenzi and Paul Breton of the University of Oregon, Chad Tyler Rice of Oklahoma State University, Joy Snyder of Ball State University, and Elizabeth Przymus of the University of Nebraska - Lincoln. This is Chad Rice's second year as a CRB Scholarship recipient. We wish each of them the best of luck with their future careers.

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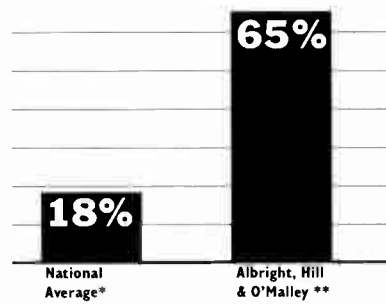
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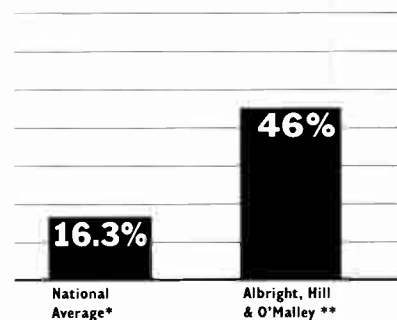
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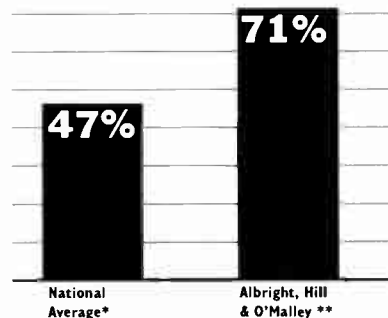
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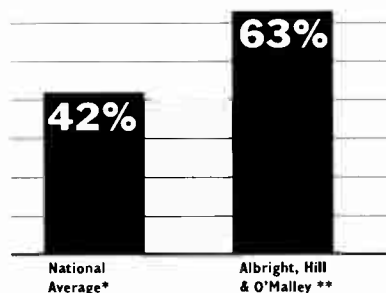
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Up 12+



Up 25-54



* Percent of 239 country stations in the 94 continuous measurement markets, Fall 1996 Arbitron. ** Information based on Albright, Hill & O'Malley format report card, Fall 1996 Arbitron. Arbitron estimates are subject to the limitations listed in the report.



GENERAL SEMINAR INFORMATION

Thank you for joining us for the 28th annual Country Radio Seminar. We have listed below some information regarding the seminar. If you have any questions or concerns, please visit our Registration and Information booth. We want this to be your best CRS yet!

Registration Hours and Locations

Wednesday, March 5, 1997:

9:00 A.M.-7:00 P.M. Ryman Exhibit Hall

Thursday, March 6, 1997:

7:30 A.M.-7:00 P.M. Delta Lobby B

Friday, March 7, 1997:

7:30 A.M.-7:00 P.M. Delta Lobby B

Saturday, March 8, 1997:

7:30 A.M.-7:00 P.M. Delta Lobby B

Badge and Ticket Information

Badges must be worn at all times in order to be admitted to any and all CRS functions. You must present tickets for all meals and events that require them.

If a badge is lost, there will be a \$40 replacement fee.

Any requested changes to the badge will require a \$10 service charge.

Extra tickets for meals, New Faces banquet and cocktail functions may be purchased depending on availability. Inquire at the Registration and Information desk.

Exhibit Hall Location & Hours

The exhibit hall is located in Ryman A and Ryman B1 and is open to all registrants. Registrants must wear their badge to be admitted. The Exhibitors have many services and products that apply to the country radio and country music industries. We encourage you to spend as much time as possible meeting them and checking out their displays. There are many surprises planned that include giveaways, prizes and drawings. Don't miss out!

Exhibit Hall Hours

Wednesday, March 5, 1997 – 9:00 A.M.-7:00 P.M.

Thursday, March 6, 1997 – 10:30 A.M.-6:30 P.M.

Friday, March 7, 1997 – 10:00 A.M.-6:30 P.M.

Silent Auction

This event is a fund raiser for our Scholarship Fund which benefits deserving broadcast students. Our goal this year is \$25,000. Many country music artists have donated items, such as stage clothes, tour jackets and autographed guitars, just to name a few. Purchase something for yourself or for someone else. These items can make for great promotional giveaways for your radio station.

The Silent Auction is located in the Exhibit Hall and is available for bids any time the Exhibit Hall is open. There will be a Last-Bid Party on Friday evening. This is your last chance to bid on these exciting items. Don't miss this opportunity to help a broadcasting student with their education and to take home something from your favorite artists!

Audio Tapes

Audio tapes of select sessions are available for purchase on-site.

No Smoking Policy

Out of respect for all our attendees as well as abiding by the hotel guidelines, there will be no smoking allowed in any CRS meeting or through out the Exhibit Hall.

Cellular Phones and Beepers

We value the importance of these business lifelines but we request you turn off the audible alert to phones and beepers while you attend CRS functions.

**Thank you for joining us
and have a great week!**



COUNTRY RADIO BROADCASTERS' KEY STAFF



Paul Allen
Executive Director



Nancy Broadway
Business Manager



Todd Cassetty
Manager of Marketing and Promotion

The goal of the staff of Country Radio Broadcasters is to help make CRS-28 an enjoyable experience as well as one that allows you to grow professionally. If there is anything we can do to further that goal during your time in Nashville please let us know.



Lacey Wilder
Administrative Assistant



Stephanie Orr
Manager of Information Systems

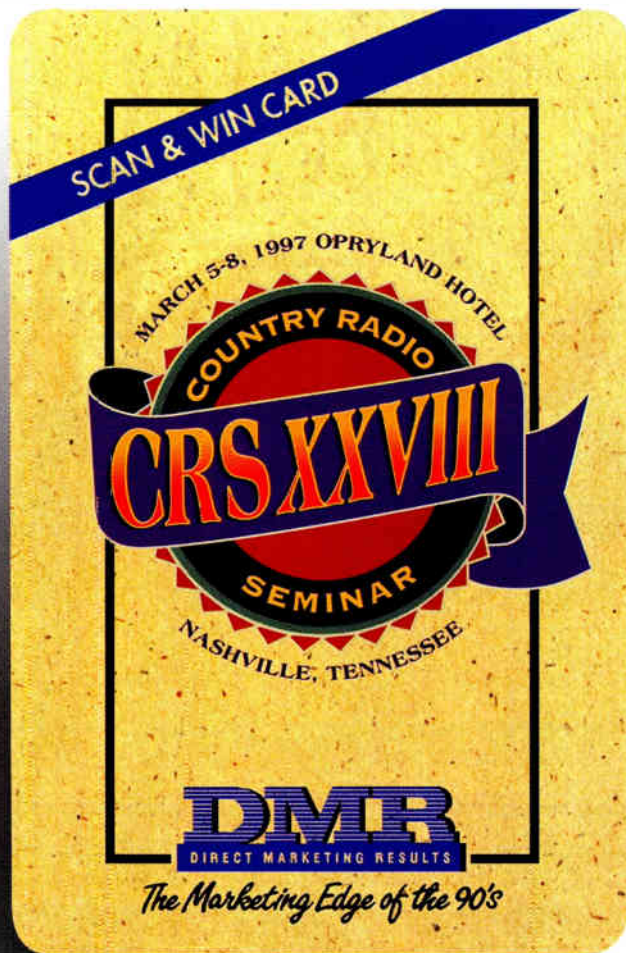


Jill Schultz
Special Assistant for CRS-28



Beth Lunar
Special Projects Assistant

WIN A HYDRA-SPORTS Z260 BASS BOAT OR 4 AMERICAN AIRLINES TICKETS WITH YOUR CRS-28 EXHIBIT HALL SCAN & WIN CARD.



Scan your card Thursday at the Direct Marketing Results (DMR) booth to win four round-trip tickets anywhere in the continental U.S. on American Airlines. The winner will be announced at Thursday's Wine & Cheese Party from 5:30 to 6:30pm.



Scan your card Friday at the OMC Fishing Boat Group booth to win a Hydra-Sports Z260 fishing boat. The winner will be announced at Friday's Silent Auction/Last Bid Party from 5:30 to 6:30pm. Also, don't forget to ask OMC about their great new radio



promotion specifically designed to reel in country listeners.

Use your Exhibit Hall Scan & Win Card to call anywhere in the continental

U.S. for free, complements of Direct Marketing Results (DMR). Also, stop by the DMR booth to win an additional 1,000 free minutes of long distance.

While in the Exhibit Hall, look for card scanners at participating exhibitors' booths. By scanning your card at a booth, you can get valuable product and services information from those exhibitors and possibly become eligible for additional prizes.



Carry your card with you everywhere!



THE OFFICIAL COUNTRY MUSIC DIRECTORY[®]



*Let the best
in the business
perform for you.*

THE OFFICIAL COUNTRY MUSIC DIRECTORY



ACKNOWLEDGEMENTS

Officers

Ed Salamon,

President CRB
Westwood One Radio Networks,
Los Angeles, CA

Shelia Shipley-Biddy,

Vice President CRB
Decca Records,
Nashville, TN

Curt Brown,

Secretary CRB
KTTS Radio,
Springfield, MO

Jeff Walker,

Treasurer CRB
AristoMedia,
Nashville, TN

Mike Milom,

Legal Counsel CRB
Wyatt, Tarrant, Combs,
Nashville, TN

Staff

Paul Allen,

Executive Director

Nancy Broadway,

Business Manager

Todd Cassetty,

Manager of Marketing
and Promotion

Lacey Wilder,

Administrative Assistant

Beth Lunar,

Special Projects Assistant

Jill Schultz,

CRS-28 Special Assistant

Stephanie Orr,

Information Systems Manager

Tom McEntee,

Founding Father

CRS-28 Agenda Credits

Gary Krantz,

Agenda Chairperson
MJI Broadcasting,
New York, NY

Barry Mardit,

Aircheck Cassette
WITL, Lansing, MI

David DeBolt,

Meeting Manager
David DeBolt Productions,
Nashville, TN

CRS-28 Staff and Volunteers

Michael R. Calloway

Capucine Monk

Betty Jones

Joyce Campbell

Maura Mooney

Judy Orr

Ross Orr

Bert Spearman

Donna Spearman

Jean Stromatt

Wesley Buttrey

Middle Tennessee State
University-Association of
Recording Management
Students (ARMS)

Country Radio Broadcasters,
Inc. would like to give a spe-
cial thank you to the students
of ARMS for their involve-
ment with the Country Radio
Seminar. We could not do
this without their hard work.

CRS-28 Service Providers

Ken Kittinger

Marfac, Inc.

Frank Mull

Rock Solid Security

Will Byrd Management

David Eleazar

Nick Long

The Eleazar Group,
Nashville, TN

AristoMedia: Press
Coordination and Public
Relations



COUNTRY RADIO BROADCASTERS' BOARD OF DIRECTORS



Doug Baker
Capitol Nashville



Corinne Baldassano



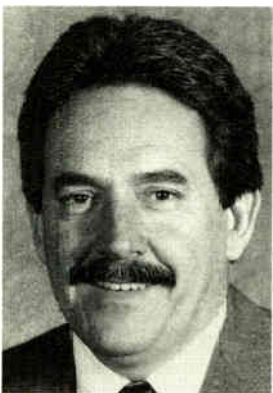
Shelia Shipley-Biddy
Pecca Records



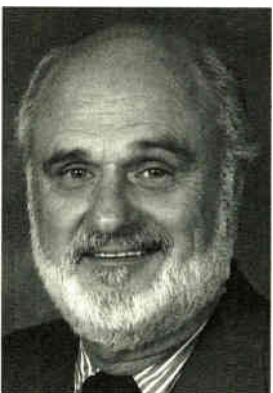
John Blassingame
WGAR Radio



Alan Box
American Radio Systems



Gene Bridges
Variety Radiothon



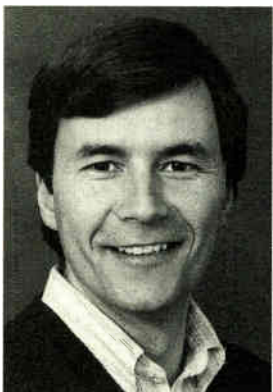
Curt Brown
KTTS Radio



Gaylon Christie
KOOV Radio



Charlie Cook
Westwood One



Bob Duchesne
WQCB Radio



Debi Fleischer
Columbia Records



Robynn Jaymes
WYYD Radio



COUNTRY RADIO BROADCASTERS' BOARD OF DIRECTORS



Paul Johnson
WSOC Radio



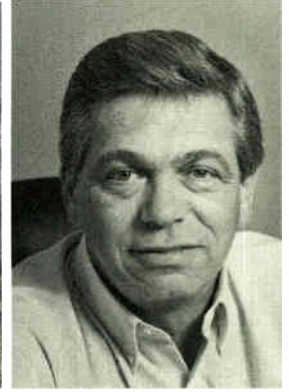
Lynn Kite
Interp



Gary Krantz
MJI Broadcasting, Inc.



Tari Laes
Tandem Promotions



Eddie Mascolo
River North Nashville



Bill Mayne
Warner/Reprise Records



Charlie Monk
Monk Family Music Group



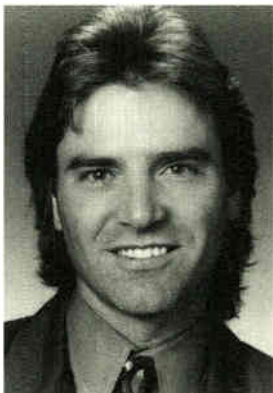
Denise Nichols
Career Records



Brian Ongaro
WMIL-FM



Ed Salamon
Westwood One



Bryan Switzer
Atlantic Records



Jeff Walker
AristoMedia



Kenneth Windham
SFX Broadcasting



COUNTRY RADIO BROADCASTERS' AGENDA COMMITTEE



Mike Chapman



Maria Cooper Brunner
Insight Management



Mark Edwards
ABC Radio Networks



Matt Hudson
The Eagle Group



Larry Hughes
Mercury Records



Wade Jessen
Billboard/Monitor



Tim Kelly
Premiere Radio Networks



Gary Krantz
MJI Broadcasting, Inc.



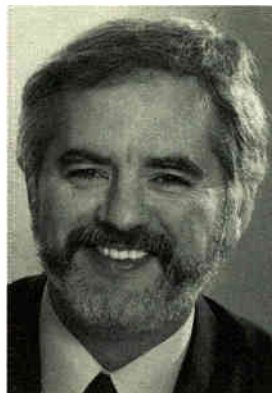
Kim Leslie
Asylum Records



Lee Logan
South Central Communications



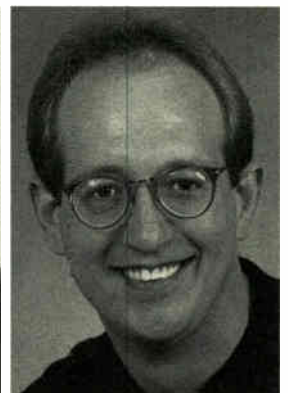
Joe Mathias
Benchmark Communications



Ray Massie
KFRG Radio



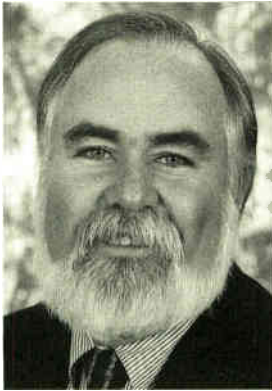
Tim Menowsky
Media Mergers & Acquisitions



Tim Murphy
Rising Tide Entertainment



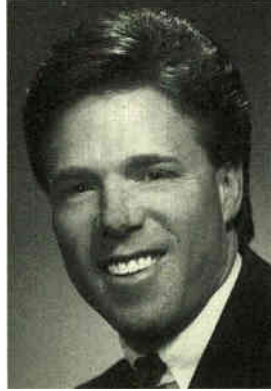
COUNTRY RADIO BROADCASTERS' AGENDA COMMITTEE



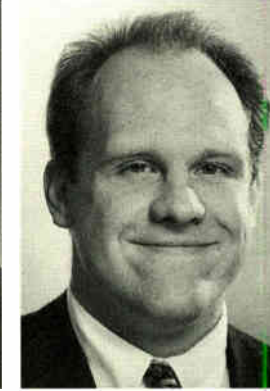
Lee Nye
KUBB-FM



Karen Oboy
KAMPS-FM



Brian Ongaro
WMIL-FM



Larry Pareigis
Almo Sounds



Debbie Pipia
KILT-FM



Don Paul Pirwitz
Great Empire Radio



Gina Preston
WXTU Radio



Joel Raab
Joel Raab Associates



Robert Scheibly
Hometown Broadcasting



Leslie Scheinman
KEYE Radio



Ken Tucker
Warner/Reprise Nashville



Micki Whitson
WZZK-FM



Thom Williams



Mike Wilson
RCA Records

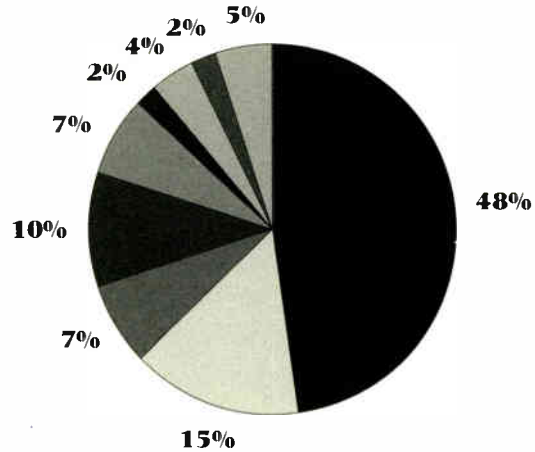


PERCENTAGE ANALYSIS OF REVENUES AND EXPENSES

Financial Year Ending May 31, 1996

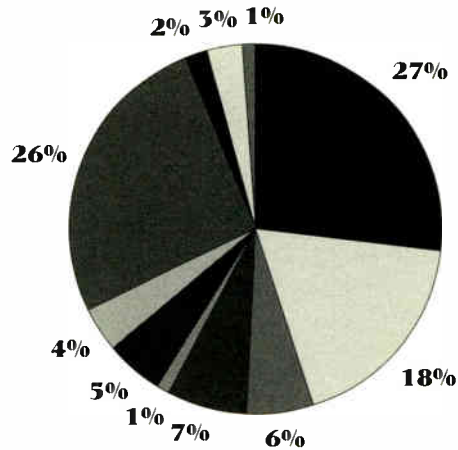
REVENUES

Registrations and Ticket Sales	48%
Sponsorships	15%
Program Book and Pocket Agenda	7%
Suite Fees, Showcases, Other	10%
Exhibit Hall	7%
Silent Auction/Special Event	2%
Regional Event	4%
Donations	2%
Other Events/Income	5%



EXPENSES

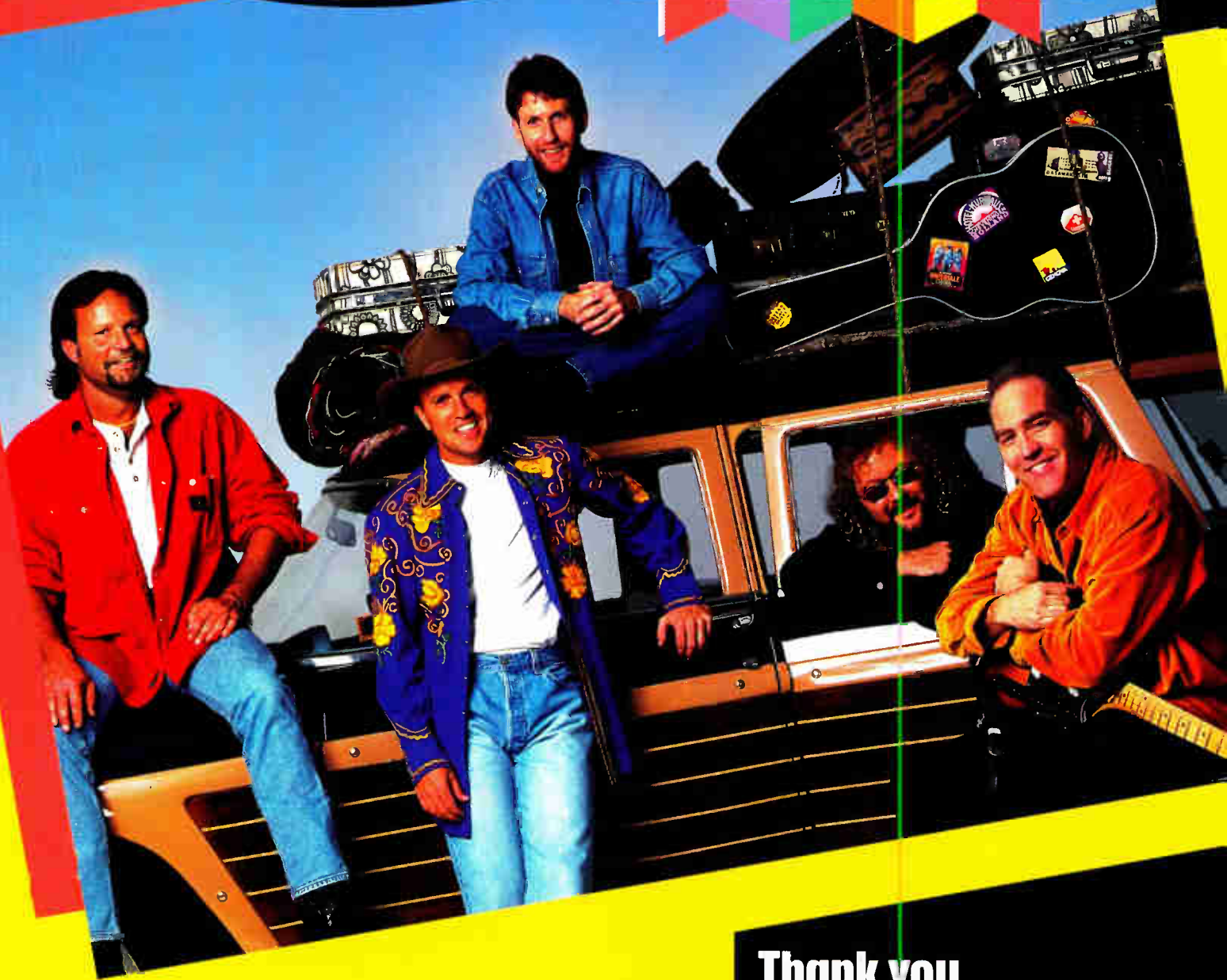
Direct Seminar	27%
New Faces and Welcome Reception	18%
Program Book and Pocket Agenda	6%
ARTS and Showcase Stages	7%
Exhibit Hall	1%
Seminar Agenda Costs	5%
Regional Event	4%
Office Operations	26%
Scholarship, Board, Agenda, Other	2%
Miscellaneous Expenses	3%
Other Events	1%



The above presentations illustrate the revenue and expenses allocations by percentage for the year ended May 31, 1996. Since its formation, Country Radio Broadcasters, Inc. has granted over \$124,000.00 in scholarships nationwide. In addition, an endowment fund has been set up and is being increased annually for the explicit purpose of creating a permanent scholarship. The balance of this fund as of May 31, 1996 was \$143,080.55.

Sawyer

BROWN



Watch for their new

SIX

days

on the

ROAD

SHOW

Coming to a town near you!

Thank you
Country Radio for
another great year
...what a ride!

Great
talent.
Great
music.

Ty
HERNDON

Thanks,
Country
Radio!

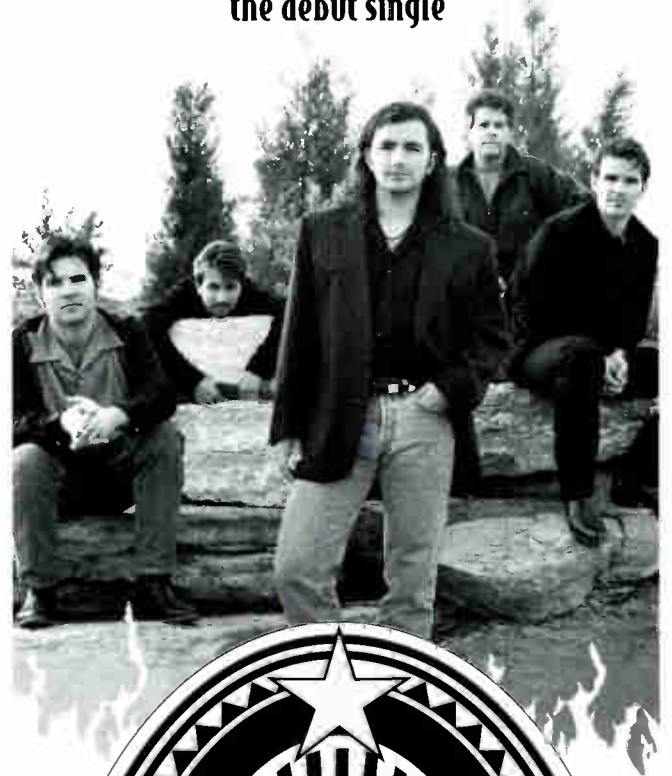


MORE THAN HOT!

This is music at the boiling point!

"WHATEVER COMES FIRST"

the debut single





RECAP OF CRS MIDWEST IN KANSAS CITY LAST FALL

Friday, Sept 20

Reception featured:

Steve Azar - River North Records

Tammy Graham - Career Records

Deryl Dodd - Columbia Records

Hosted By: Robynn Jaymes

Saturday, Sept 21

Remarks by President Ed Salamon

Performance by

John Berry - Capitol Records

The Consolidation of Radio: It's A Small World After All

How might a merger or duopoly change your life?

Will we all end up working for Mel?

EEO and Radio: Horror stories about failure to meet FCC compliance. How you can avoid the grief.

The Telecom Act: Will I still have a job?

Designed for radio programmers, the session looked at industry programming trends in light of radio merger mania.

Promotions...winning on a shoestring. A show-and-tell session on promotional strategies that have worked for country radio.

Saturday Luncheon

Performances by:

David Kersh - Curb Records

Gary Allan - Decca Records

Hosted By: Charlie Monk

Service is the Solution

This session focused on radio sales and the value and importance of customer service in the selling formula.

You're the MD, you work an airshift, and you need to communicate with 25, 26, 27 labels!

Music directors and programmers have a challenge juggling their limited time with their responsibilities. This session looked at those who are doing it and doing it well.

Using the Internet and other technology for show prep, sales, promotion ideas and reading the trades.

This session demonstrated how many people have come to find the Internet to be an important part of the business and entertainment sides of country radio.

The CRS MidWest Rap Room

One of the most popular features of our regional seminars, the rap room gave all attendees an opportunity to share in a lively discussion of contemporary issues facing country radio and the country music industry.

Closing Reception featured

Caryl Mack Parker - Magnatone

James Bonamy - Epic Records

The Sky Kings - Warner/Reprise

Hosted By: Lon Helton





EXHIBITOR LISTING (partial listing as of January 31)

Communication Graphics, Inc.

1765 North Juniper
Broken Arrow, OK 74012
800-331-4438
Fax: 918-251-8223
Tori Wooster
Booth #: 33-34

Broadcast Electronics

4100 North 24th Street
Quincy, IL 62301
217-224-9607
Fax: 217-224-9607
Stuart McRae
Booth #: 8-9

Direct Marketing Results (DMR)

644 Linn Street
Cincinnati, OH 45203
513-665-3100
Fax: 513-665-3120
Brad Fuhr
Booth #: 168

SCA Promotions

8300 Douglas Avenue,
Suite 625
Dallas, TX 75225
214-860-3700
Fax: 214-860-3740
Julie Davis
Booth #: 134

Carter Davis Creative Services

4655 Johnson Cove
Memphis, TN 38117
901-681-0650
Fax: 901-681-9592
Carter Davis
Booth #: 7

Scott Studios Corporation

13375 Stemmons Freeway,
Suite 300
Dallas, TX 75234
800-726-8877
Fax: 214-620-8811
Dave Scott
Booth #: 3

Thompson Creative

4631 Insurance Lane
Dallas, TX 75205
800-723-4643
Fax: 214-521-8578
Larry Thompson
Booth #: 31-32

A-Ware Software, Inc.

22600 Arcadian Avenue
Waukesha, WI 53186
414-521-2890
Fax: 414-521-2892
Dave Jonasen
Booth #: 71-7281-82

ALSAC/St. Jude Children's Research Hospital

501 St. Jude Place
Memphis, TN 38105
901-522-9733
Fax: 901-524-0337
Ouida Gnall
Booth #: 67

American Country Magazine

1424 Lake Drive SE
Grand Rapids, MI 49506
616-458-1011
Fax: 616-458-2285
Doug Fast
Booth #: 4

Billboard/Monitor

49 Music Square West
Nashville, TN 37203
615-321-4290
Fax: 615-320-0454
Lee Ann Photoglo
Booth #: 121

Computer Concepts Corporation

8375 Melrose Drive
Lenexa, KS 66214
800-255-6350
Fax: 913-541-0169
Obie Dixon
Booth #: 111

FirstCom Music

13747 Montfort Drive,
Suite 220
Dallas, TX 75240
800-858-8880
Fax: 972-392-3454
Carol Riffert
Booth #: 51

Harris Corporation

3712 National Road West
Richmond, IN 47374
800-622-0022
Fax: 317-966-0623
Chuck Maines
Booth #: 115

Jones Satellite Networks

8250 S. Akron Street, #205
Englewood, CO 80112
303-784-8680
Fax: 303-784-8750
Debbie Stark
Booth #: 14-17

Ken Kittinger Awards

305 E. Marathon Drive
Nashville, TN 37115
615-868-4038
Ken Kittinger
Booth #: 123

McClain Enterprises

P.O. Box 23344
Nashville, TN 37203
615-269-6448
Fax: 615-269-6648
Carolyn McClain
Booth #: 5-6

MJI Broadcasting

1290 Avenue of the
Americas
New York, NY 10104
212-245-5010
Fax: 212-586-1090
Gary Krantz
Booth #: 115,125

NASCAR Country

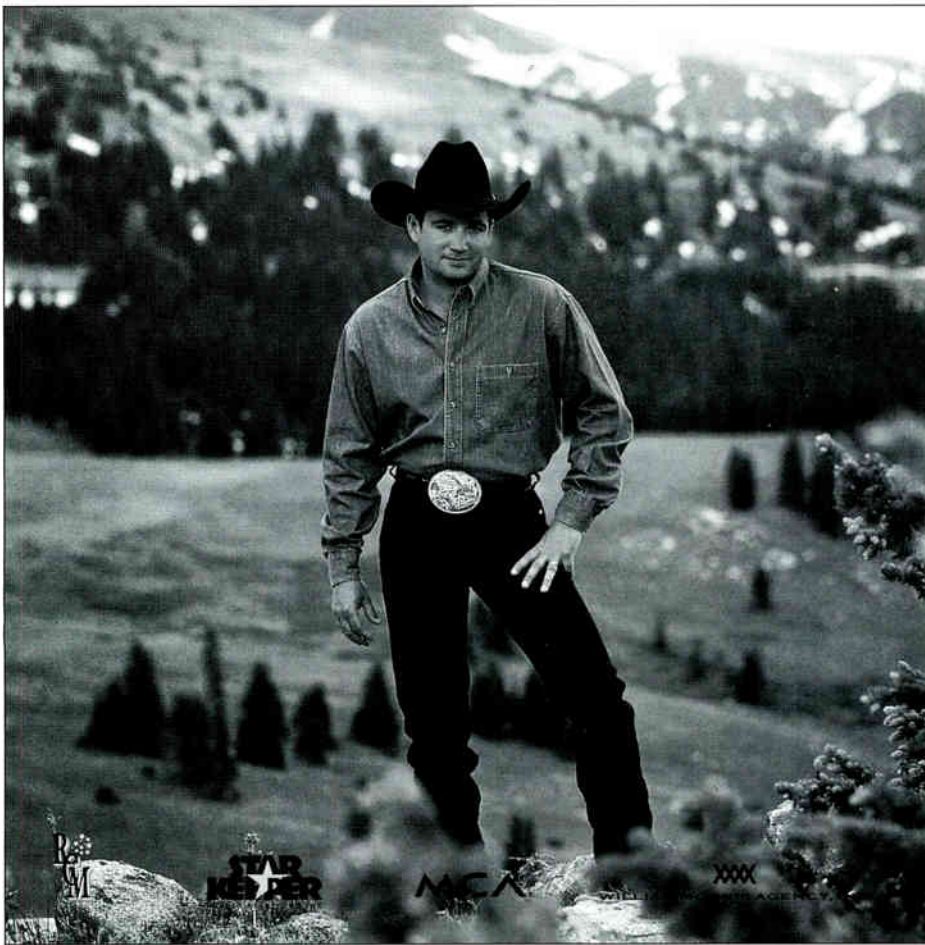
301 E. Boulevard
Charlotte, NC 28203
704-376-0075
Fax: 704-376-2003
Johnny Jacobs
Booth #: 225-229

PB Unlimited

1659 Hickory, Suite H
Haltom City, TX 76117
817-831-4336
Fax: 817-831-1410
Phyllis Benton
Booth #: 12

Radio Computing Services, Inc.

Two Overhill Road,
Suite 100
Scarsdale, NY 10583
914-723-8567
Fax: 914-723-2258
Chip Newton
Booth #: 36-37,46-47



HEY RADIO,
HOW **BIG**
CAN THE OPRYLAND
HOTEL GET?
I COULDN'T DO IT
WITHOUT YA!
LOTS OF **BIG**
LOVE,
Tracy Byrd
TRACY BYRD

— RUSTY WALKER —

PROGRAMMING CONSULTANT

TID-BITS ABOUT RUSTY WALKER PROGRAMMING

1. – We are a team, not a person.
2. – Our music info is only available to clients (although we've heard there's a "black market" out there.)
3. – If you're one of our clients, we think you're pretty special. We only work with folks we love and respect.
4. – We only work with Country Radio.
5. – Our "Client Base" cume is almost 25 million (TSA).
6. – Not only do we know Country Radio, but we are Country Listeners...and

WE LIVE THEIR LIFESTYLE!

Rusty Walker • Rick Shayne • Phil Hunt • Elaine Horton
JJ Jobe • Bob Glasco • Jill Rhodes • Harold Darwin • Scott Huskey

(601) 427-9504

P.O. Box 417 Iuka, Mississippi 38852

—THE—
ELEAZAR
GROUP

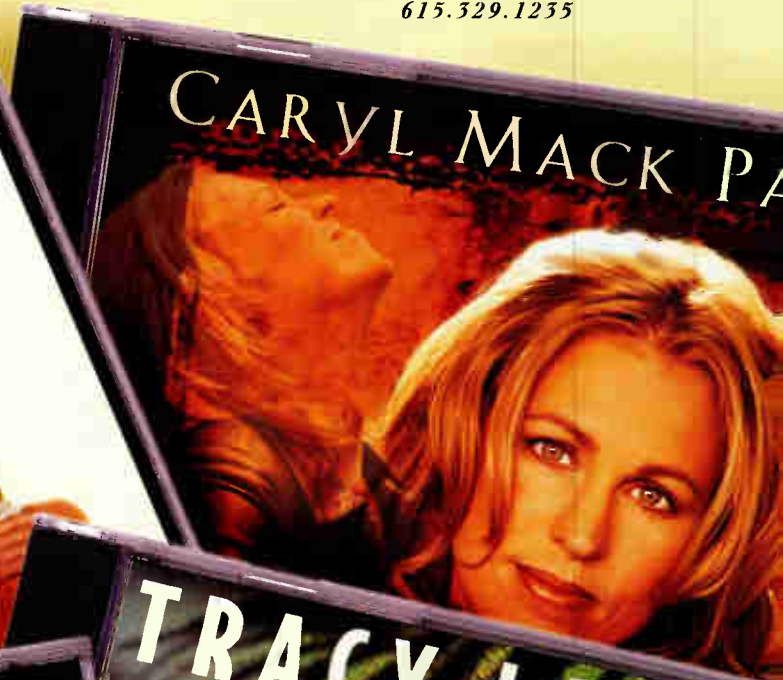


THE ELEAZAR GROUP

wishes to thank

Country Radio Broadcasters, Inc.
for the opportunity to design and produce
this year's CRS-28 Program Book.

advertising and design for the music industry
615.329.1235





(partial listing as of January 31) **EXHIBITOR LISTING**

Radio One Networks

P.O. Box 5559
Avon, CO 81620
800-746-2141
Fax: 970-949-0266
Mollie Christensen
Booth #: 57

Starstruck Advertising & Publicity

40 Music Square West
Nashville, TN 37203
615-259-0001
Fax: 615-259-5431
Trisha McClanahan
Booth #: 127

True Value/Jimmy Dean Country Showdown

63 Music Square East
Nashville, TN 37203
615-321-5130
Marge Bell
Booth #: 124

CDA Group

3815 Inverary Drive
Lansing, MI 48911-1358
517-882-1809
Fax: 517-882-0335
Chuck Dees
Booth #: 112

\$2.95 Guys

8545 Arjons, Suite K
San Diego, CA 92126
619-693-5959
Fax: 619-566-4876
Lance Beesley
Booth #: 141

William Morris Agency, Inc.

2100 West End Ave.,
Suite 1000
Nashville, TN 37203
615-963-3000
Fax: 615-963-3090
Keith Miller
Booth #: 118

Country Music Association

One Music Circle South
Nashville, TN 37203
615-244-2840
Fax: 615-726-0314
Becky Sowers
Booth #: 114

Roll A Sign

P.O. Box 750245
Houston, TX 77275
800-231-2417
Fax: 713-507-4295
Joe Oppenheimer
Booth #: 13

Branson Music Network

P.O. Box 6610
Branson, MO 65615
800-680-2261
Fax: 417-336-1966
Doug Raines
Booth #: 21

Doc Holliday

2514 Build America Drive
Hampton, VA 23666
757-827-8733
Fax: 757-827-0385
Doc Holliday
Booth #: 2

Tapscan, Inc.

3000 Riverchase Galleria,
8th Floor
Birmingham, AL 35244
205-987-7456
Fax: 205-733-6297
Mark Schreiber
Booth #: 41

Toe Tappin' Graphics

3302 N. Washington Blvd.
Indianapolis, IN 46205
317-924-3051
Fax: 317-925-1608
Debbie Harless
Booth #: 52

Higgins Music Group

P.O. Box 101336
Nashville, TN 37224
615-248-8105
Fax: 615-248-8505
Daniel Johnson
Booth #: 25

Music Awareness Promotions (MAP)

5901 Green Valley Circle,
Suite 160
Culver City, CA 90230
310-342-9900
Fax: 310-342-6495
Jim McGory
Booth #: 61

Fidelipac Corporation

2707 Black Lake Place
Philadelphia, PA 19154
215-464-2000
Fax: 215-464-1234
Dave Strode
Booth #: 128

POWERGOLD Music Scheduling Software

P.O. Box 23805
Little Rock, AK 72221
501-221-0660
Fax: 501-221-3200
Ken Wall
Booth #: 114

Montana Mountain Memories

4022 South Avenue West,
#51
Missoula, MT 59804
406-543-8959
Deb Wickstrom
Booth #: 131

Grow Baby Records

6032 Sidewinder Trail
Ft. Worth, TX 76131
817-847-9227
Fax: 817-831-3034
Johnna Finley
Booth #: 1

Songtek Productions Inc.

9 Music Square South #361
Nashville, TN 37203
615-826-4100
Fax: 615-822-0020
Barbara Finnicum
Booth #: 113

Entertainment Plus

24 Music Square West
Nashville, TN 37203
615-259-7664
Fax: 615-259-0199
D.S. Baggott
Booth #: 122

OMC Fishing Boat Group, Inc.

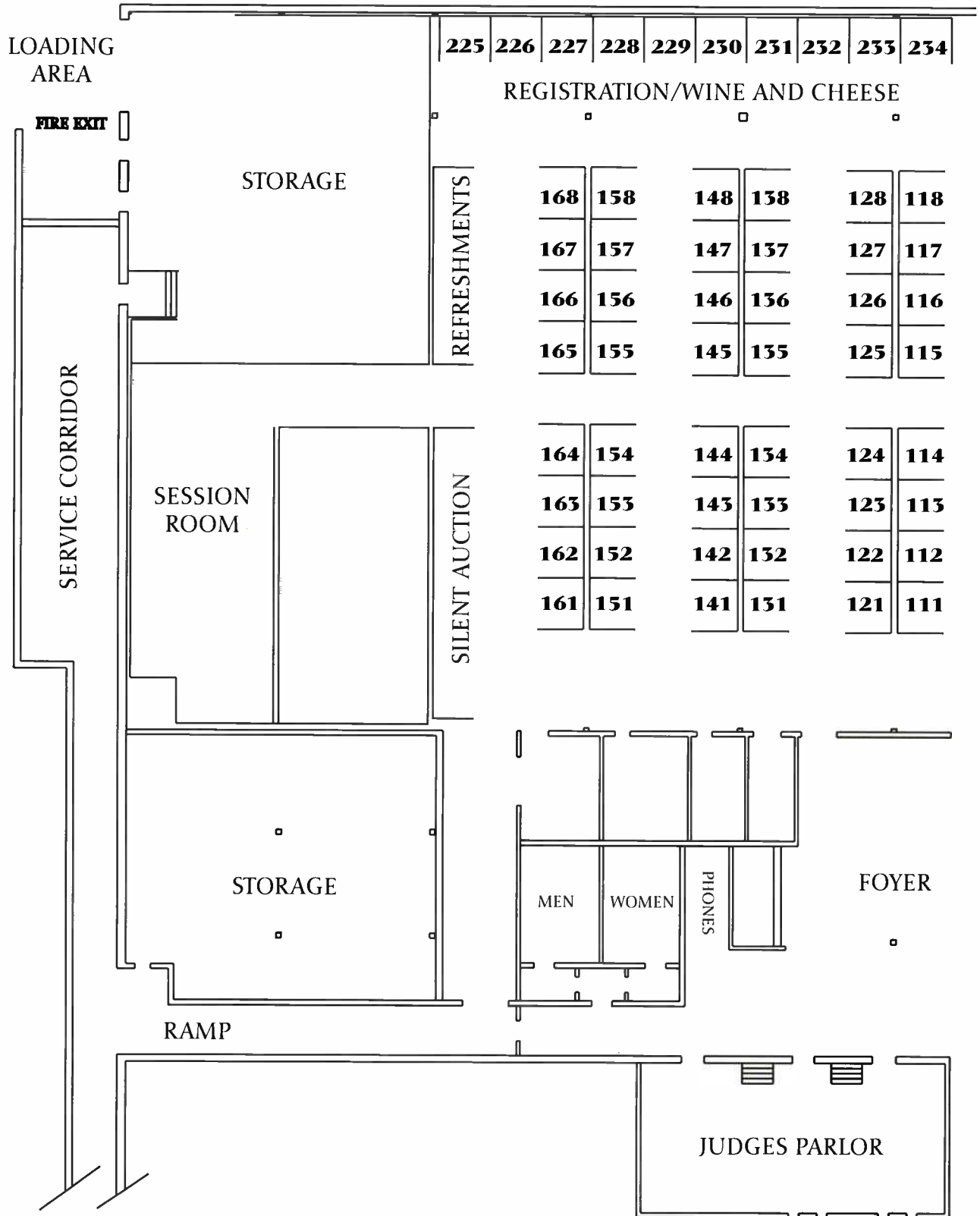
931 Industrial Road
Old Hickory, TN 37138
615-847-4034
Fax: 800-934-1592
Trent Peterson
Booth #: 135-138;145-148

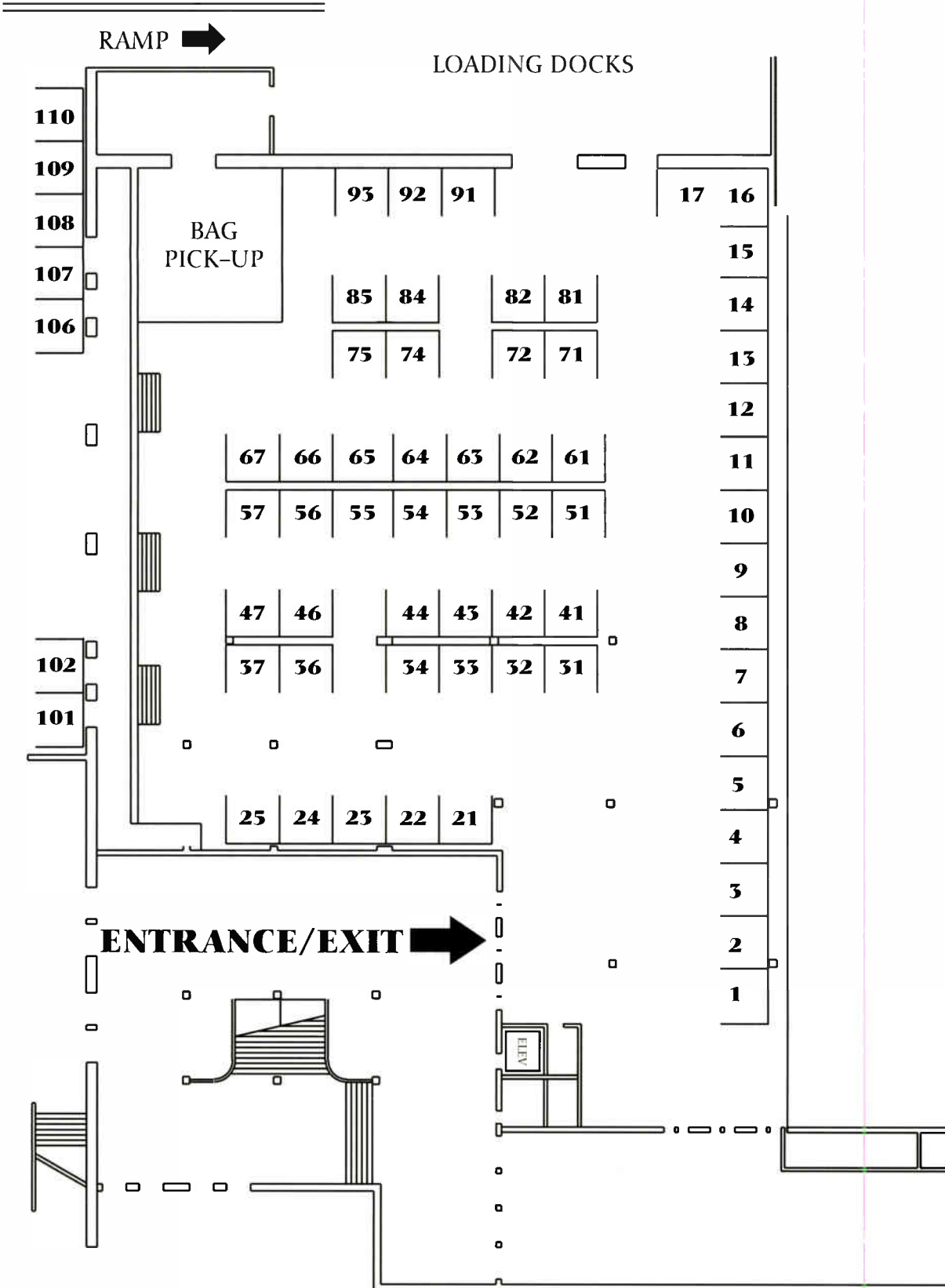
Dateline Marketing International (DMI)

875 North Michigan
Avenue, Suite #1360
Chicago, IL 60611
312-266-3636
Fax: 312-649-9138
Bruce Delahorne
Booth #: 117



EXHIBIT HALL MAP - OPRYLAND HOTEL, RYMAN A & B1







THANKS TO OUR SPONSORS

ABC Radio Networks

Attendee Bags

TNN/The Nashville Network

Artist Radio Taping Session

Premiere/AME Radio Networks

Continental Breakfast - Saturday

Country Music Association

Saturday Luncheon

Radio & Records, Inc.

Badge Lanyards

Radio & Records, Inc.

Attendee Welcome Reception

Decca Records

Thursday Luncheon

Huntsman Entertainment, Inc.

WCRS Live!

SW Networks

Note Pads

Jones Satellite Networks

Attendee Welcome Reception

Albright, Hill & O'Malley's Radio IQ

Rap Rooms - Friday

BMI

New Faces Show & Banquet

Broadcast Programming Consulting

Attendee Pens

Academy of Country Music

Super Faces Show & Dinner

ASCAP

Friday Luncheon

Radio & Records, Inc.

New Faces Show & Banquet

Critical Mass Media

Aircheck Cassettes

SJS Entertainment

Super Faces Show & Dinner

Premiere/AME Radio Networks

Friday Luncheon

Westwood One Radio Networks

New Faces Show & Banquet

Career Records

Coffee Kiosks

Rising Tide

Room Keys, Beverage Coasters

Media Fax

Internet Kiosks

Atlantic Records

Continental Breakfast - Thursday

Shindler-Turner & Associates, Inc.

Silent Auction - Last Bid Party

The Road

Exhibit Hall Refreshments

Premiere/AME Radio Networks

Continental Breakfast - Friday

Tandem Promotions

Silent Auction - Last Bid Party

Country Weekly

Artist Radio Taping Session

MARK CHESNUTT



Years and years from now, when listeners comb through the country sounds of the 1990's they'll come across MARK CHESNUTT and say, "Yeah, this guy was the Real Deal." When the biggest award winners and record sellers have faded away until they are mere names on a page, researchers and fans will come across this music. When they do, they will smile the smile of discovery...

I know I'll be listening to his records until I draw my last breath.

— Robert K. Oermann
Writer/Assistant Director
"America's Music: The Roots Of Country"

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*Paul Johnson, Program Director,
WSOC-FM/Charlotte, NC*



"SW Networks Country Programming Services is by far the most comprehensive, progressive and exciting prep service out there."

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Country Programming Formats/Services Offered:

ABC RADIO NETWORKS

East Region
825 Seventh Avenue
New York, NY 10019
(212) 456-1777

West Region
13725 Montfort Drive
Dallas, TX 75240
(972) 991-9200

Syndicated Programming
Robert Hall,
Sr. Vice President
(972) 991-9200

Robin Rhodes,
Manager, Affiliate Marketing
(972) 448-3376

Weekly Show:

American Country Countdown with Bob Kingsley

Country music's #1 countdown.
Each week Bob Kingsley counts
down country music's 40 biggest
hits as ranked by Billboard
Magazine.

Length: 4 hours
Price/Barter Terms: Barter
Local Avails: 24 minutes

Daily Feature:

Bob Kingsley with America's MusicMakers

Each two-minute feature spot-
lights one of today's top country
stars telling their own story in
their own words.

Length: 2 minutes
including network (:30)
Price/Barter Terms: Barter

1997 SPECIALS:

Memorial Day Weekend

"ACC Celebrates the Women of Country Music"

Produced by: Bob Kingsley
Women in country music are
stronger than ever—and Bob
Kingsley celebrates their
contribution to the industry.

Length: 3 hours
Price/Barter Terms: Barter
Local Avails: 18 Minutes

Labor Day Weekend

"Black On Black: The Clint Black Special"

Produced by: Bob Kingsley
Country superstar Clint Black
joins Bob Kingsley to kick off the
fall season.

Length: 3 hours
Price/Barter Terms: Barter
Local Avails: 18 Minutes

Christmas

"Christmas in America—1997"

Produced by: Bob Kingsley
Enjoy the finest holiday music
& share great holiday memories
with Bob Kingsley and his all-
star guests.

Length: 6 hours
Price/Barter Terms: Barter
Local Avails: 36 Minutes

Network Programming:

Frank Raphael,
Vice President
(212) 456-0140

Wayne Fisk,
Director
(212) 456-5327
(212) 456-5397 Fax

Network Services:

Nashville Notes

Daily, country music news and
gossip delivered via ABC DATA
printer system. Includes hard
copy printout and soundbite
feed.

Event Coverage

On-scene reports from country
music events...from Fan Fair to
the CMA Awards.

Zingers, Stingers & Zaps

Production library designed
expressively for country music
radio.

Special Series

Fully-produced series for
Country Music Month and
year-end specials. Excellent
local sponsorship vehicles.

Celebrity Satellite Interviews

Your chance to talk live, "one
on one" with the stars.

Soundscan

Weekly music sales charts for
your market.

ABC Radio News

Newscasts, soundbites and crisis
coverage from the nation's most
listened-to news organization.

ABC 24-Hour Formats

Robert Hall,
Sr. Vice President
(972) 991-9200

Format Services:

Real Country

Produced by the award-winning
Buck Owens Production
Company of KNIX/Phoenix.
Live 24 hours-a-day featuring
an adult targeted music mix with
the greatest songs from the past
to the new traditionalists.

Country Coast-to-Coast

Features an upbeat presentation
with contemporary country to
all-time favorites, live 24 hours-
a-day.

Method of Delivery: satellite
Flex Clock allows customization
for spot avails, liners, IDs and
promos.

AFTER MIDNITE ENTERTAINMENT, INC.

A Division of
Premiere Radio Network
15260 Ventura Blvd. (#500)
Sherman Oaks, CA 91403

Rod West, CEO
(818) 377-5300
(818) 377-5333 Fax

After MidNite with Blair Garner

The *only* all-night program pro-
duced LIVE for country radio,
After MidNite features up-close
talks with today's hottest country
stars, interviews with Holly-
wood's biggest names and une-
qualed programming elements.

Method of Delivery:
ABC Digital Satellite
Length: 6 hours
(12 MID - 6 A.M. Mon.-Sat)
Terms: barter

The Weekend Show with Whitney Allen

For those hard to fill, with good
quality air staff, weekends.
Whitney Allen turns weekend
afternoons into fun again. It's
consistent programming that'll
never call in sick or screw up
your weekend plans. If you only
need Saturday, great. Want it
Sunday? That's fine, too!

Method of Delivery:

SATCOM C5 T23
Length: 6 hours
(Sat/Sun NOON-6 P.M.,
all time zones)
Terms: barter

The Nite Shift with Jason Dean

This weekend evening show is
high energy, heavy on phones
and even heavier on the music.
Jason Dean at only 23 has
changed the rules of radio at
W4 in Detroit and San Francis-
co's KSAN-FM. It's consistent
programming that'll never call in
sick or screw up your weekend
plans. If you only need Saturday,
great. Want it Sunday? That's fine,
too!

Method of Delivery:

SATCOM C5 T23
Length: 6 hours
(Sat/Sun 6 P.M. to
Midnight, all time zones)
Terms: barter

The Answer Man, Neil Haislop

Neil Haislop, longtime writer for
Bob Kingsley's *American Country
Countdown* and co-author of
"Billboard's Giants of Country
Music" is now here to answer
your listener's questions about
their favorite country star. This
60 second feature takes a look
at the lives of some of the most
interesting country artists of
today and yesterday.

Method of Delivery:

SATCOM C5 T23 or reel
Length: 60 seconds
(M-F, run between 6 A.M.-3 P.M.)
Terms: barter

Valentine's Day Special

The first in our series of 1997
specials is coming up: "Country's
Greatest Lovers" for Valentine's
Day. This special will feature the
personal love stories and favorite



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

love songs of artists like Garth, Reba, Shania and many more. Hosted by Blair Garner and written by Neil Haislop, it'll "heat up" your Valentine's Day weekend.

Method of Delivery: CD
Length: 2 hours (Feb 14-16, 6 A.M.-MIDNIGHT)
Terms: barter
Avails.: 6 minutes national/
6 minutes local

AFTERGLOW

2345 Howard
Memphis, TN 38138

Don Johnson, Producer/Host
(901) 754-7221
(901) 751-8617 Fax

Afterglow

A weekly half-hour sacred music /talk production featuring a unique blend of traditional and carefully selected contemporary Christian music. Don Johnson blends vocals, instrumentals and choral selections with short vignettes of the music's history and stories illustrating the selections' themes. Show includes a special mix of music that is at home on a variety of stations.

Afterglow Classics

A weekly half-hour sacred music heritage production spotlighting Christian selections taken from the classics and sacred music presented with a classical flair. The historical heritage of the music is shared by host Don Johnson.

AGRINET FARM RADIO

P.O. Box 3810
1500 South Croatan Hwy
Kill Devil Hills, NC 27948

Bill Ray, President
Gary Gross,
Director of Operations
John Hart, Chief Engineer
Lisa Ray, Sales Manager
(919) 480-1372
(919) 480-4655 Fax

Agrinet Farm Reports

Agrinet agricultural news programs are delivered live by satellite to stations across the country. Show anchor is Bill Ray, 33-year

voting member of the National Association of Farm Broadcasters (NAFB). Reports include for international, national and state agricultural news, markets and weather.

Method of Delivery: satellite
Terms: barter

ALL STAR RADIO

12745 McCormick Street
N. Hollywood, CA 91607

Merrill Barr, Managing Partner
(818) 766-6447
(818) 766-6732 Fax

Mel Blanc's Blankity Blancs

500-unit comedy package starring the late, great golden throat legend and an all-star cast of outstanding Hollywood comedy character talents. Contains commercial spoofs, sketches, Hysterical Historical Moments, "Believe It Or Don't...movie and TV show send-ups, drop-ins, a funny soap opera...and the legendary "Storylady."

Stevens & Grdnic's Daily Comedy Exclusive

Weekly topical comedy service which delivers over 1000 comedy cuts on compact disc. Song parodies...commercial spoofs...TV and movie send-up...popular interactive characters. Plus user-friendly comedy programming elements including comedy jingles, comedy sound effects, music tracks and interactive super lines.

Stevens & Grdnic's Daily Online Show Prep

8 to 12 pages delivered daily through e-mail. Each distribution includes 20 to 25 funny cuts based on the day's news and written by pro comedy writers who write for standup comics and understand "the art" of the one and two line joke; plus an idea exchange between 400 plus stations on line with us; and the best ideas, information and humor culled from the Internet daily.

The Original Radio Hotline

200 funny phone calls to your DJ's from radio's most memorable characters - and now delivered on two compact discs.

The Polka Monster

We've transformed 300 country hits into toe-tapping, hand-clapping, rip-roaring polkas. Approximately 30 seconds in length and delivered on compact disc, plus polkas based on 6 current hits shipped monthly on tape.

Digidrops

400 versatile and entertaining digital drops including original lines as spoken by the stars in movies and TV sitcoms...original character drops - all carefully selected to serve a variety of production purposes.

Tuna's Casserole

400 celebrity soundbites from radio personality Charlie Tuna's amazing collection. 100 movie and TV stars...100 music world greats...100 sports legends...and 100 of the world's most fascinating people - on four CDs. Leads written for local personalities.

AMERICA ON THE ROAD, INC.

P.O. Box 66736
Falmouth, ME 04105-6736

Al Herskovitz,
Affiliate Relations
(207) 781-5036
(207) 781-5036 Fax
HHCAST @ AOL.COM-E-mail

Weekly Program:

America on the Road I

On a weekly, one-hour show automotive experts, Mike Anson and Jack Nerad, review auto technology, products and services; test-drive cars, trucks and bikes; interview industry notables; report automotive news; and take listener calls. Available, per barter, via satellite or tape direct to stations.

Length: 55 minutes
Terms: barter
Method of Delivery: Satellite (Westwood One Networks) or tape

Daily Feature:

America on the Road II

On a daily, 2 1/2 minute show automotive experts, Mike Anson and Jack Nerad, review new technologies, test-drive cars,

trucks and bikes; interview industry notables; analyze products and services; and report automotive news. Available, per barter, on tape direct to stations.

Length: 2.5 minutes
Terms: barter
Method of Delivery: Satellite (Westwood One Networks) or tape

THE AMERICAN COMEDY NETWORK

Park City Plaza
Bridgeport, CT 06604

Larry Garinger, Head Writer
Adrienne Munos, Sales Manager
(203) 384-9443
(203) 367-9346 Fax

Weekly Comedy Service:

National Features Service

Fake commercials, song parodies, interactives, serials, music beds and custom ID's, drop-in's, daily prep on Internet & World Wide Web.

Terms: Cash & barter
Method of Delivery: CD

BACKSTAGE PRODUCTIONS, INC.

2 Music Circle South
Nashville, TN 37203

Jim Darby, President
Chris Blizzard, VP/Programming
Connie Lawhorne, VP/Operations
Lynda Anderson,
Marketing Manager

(615) 726-2274 or
(800) 853-1534
(615) 726-2278 Fax
E-Mail: BackProd@aol.com
Website:
<http://www.hsv.tis.net/backstage>

Music City News Radio Magazine

Hosted by country radio personality Jack Thomas, this weekly one-hour, music-intensive program parallels the current monthly issue of Gannett's *Music City News Magazine*, the largest circulation fan magazine in country music. The program is also promoted worldwide on the Internet on the Backstage Productions website.



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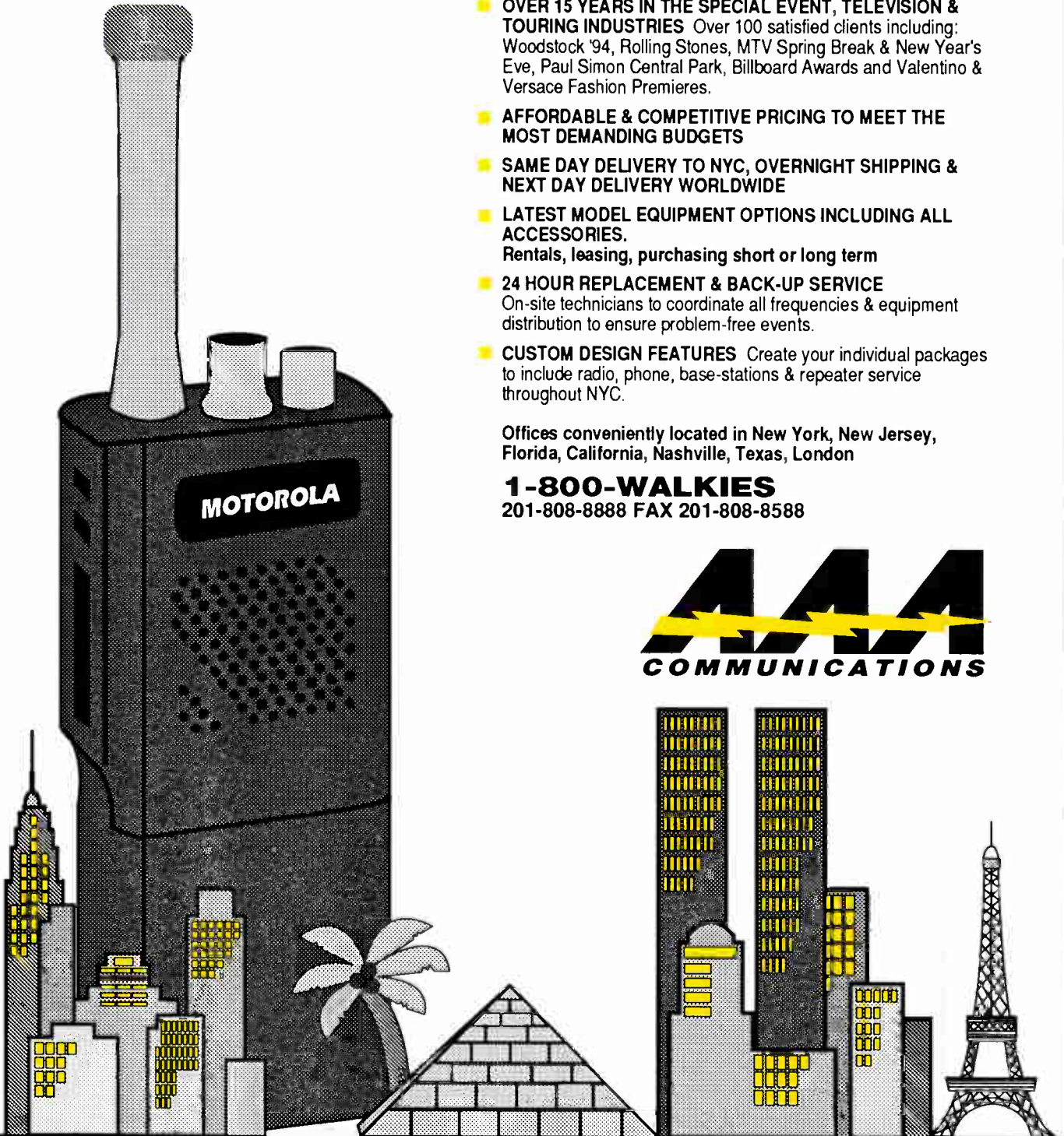
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DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

Length: 60 minutes
Price/barter: barter
Method of Delivery: CD
Sponsorship: 6 minutes national,
7 minutes local

The Conversation Piece

This new daily feature taken from the Ballantine Book of the same name by authors Bret Nicholas & Paul Lowrie, Country's biggest stars answer questions designed to "tickle the mind" and give fans a different insight into their favorite artists. It's not your typical question & answer feature.

Length: 90 seconds
Price/barter: barter
Method of Delivery: CD
Sponsorship: 60 seconds national spot inclusive

The Story Behind The Song

A daily 5-minute music/interview feature, hosted by WSIX-Nashville personality Jami Mayberry, featuring artists and songwriters talking about some of today's hottest country songs. The self-contained package includes the entire song after the interview.

Length: approximately 4-5 minutes
Price/barter: barter
Method of Delivery: CD
Sponsorship: 60-second National spot inclusive

Fruit of the Loom's Christmas Card '97

This annual one-hour radio special from Fruit of the Loom will again this Holiday Season spotlight some of country's biggest stars and their Christmas wishes, traditions, family gatherings...and of course, their Christmas music.

Length: 60 minutes
Price/barter: barter
Method of Delivery: CD
Sponsorship: four (4) 60-second Fruit of the Loom spots inclusive

Internet Country Countdown

Your listeners can now vote for their favorite country songs right on the World Wide Web...then hear their vote results on a 30-minute weekly on-line countdown show, complete with interviews from the top stars. Look for us on-line at <http://www.hsv.tis/net/backstage>

BRANSON MUSIC NETWORK

P.O. Box 6610
Branson, MO 65615
Doug Raines,
General Manager
Kelli Pate,
Affiliate Relations Manager
Buck Evinger, Program Director
(800) 680-2261
(417) 336-1966 Fax
www.bransonmusic.net

Your Brand of Country

24-hour "live" country music, delivered via digital satellite. Traditional and modern country music, professional announcers, "Live" from the Entertainment Capital of the World, Branson, Missouri. Currently airing on 50 radio stations.

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"Live" Request and Dedication Show with 800 number, conversations with country music stars. 7-11 P.M. Central M-F. Delivered via digital satellite.

Solid Gold Saturday Night

All classic country, artist interviews, requests, and Country Trivia. 7-10 P.M. Central Saturdays. Delivered "live" via digital satellite.

BROADCAST PROGRAMMING

2211 Fifth Avenue
Seattle, WA 98121
Edith Hilliard, President/GM
Jim LaMarca, VP/Sales
Walter P.o.wers, VP/Programming
L.J. Smith, Programming Manager/Programmer-Consultant
Ken Moultrie, Programmer/Consultant
(206) 728-2741
(800) 426-9082
(206) 441-6582 Fax
<http://www.bpradio.com>

24 Hour Formats:

Digital Country

Mainstream country format available on compact disc and hard drive, delivering demos 25-54. Highly researched and programmed by BP Programmer-Consultant L.J. Smith.

New Country

Current and recent country hits for today's country listener. Aimed at 21-44 and programmed by BP Programmer - Consultant L.J. Smith. Available on compact disc and hard drive.

Pure Country

A mix of 50% currents and recurrenents with a traditional country sound and 50% traditional - sounding gold from the past 15 years. Core target 35+. Available on compact disc and hard drive.

Super Country

A broad-based mainstream format perfect for the station looking for maximum variety. Blending old and new Country favorites. Available only on reel tape.

Natural Sound

A cross-over format that blends softer modern country hits with compatible Adult Contemporary songs. 60% AC, 40% Country. A perfect niche for 25-54. Available on compact disc and hard drive.

BURBANK'S CREATIONS

431 Ohio Pike (#311)
Cincinnati, OH 45255
Steve Harper, VP/Syndication
(513) 528-3375
(513) 528-3524 Fax

Daily Features:

Earl Pitts, "Uhmerikun"

Produced by: Gary Burbank
One of Country Radio's most popular characters. Earl Pitts proves the power of radio like no other feature can. Earl's got a fast-paced up-to-the-minute comedy commentary, delivered in a way only Earl can do.

Length: 2 minutes
Terms: cash

Granny

Produced by:
David Allen/Bob 100FM
She's the hippest and funniest Granny on country radio! Formerly featured on "After MidNite with Blair Garner.

Length: 1 minute daily
Terms: barter

Sister

Produced by: Alex Mebane
Sister is one of those wacky everyday callers your morning show gets everyday! Every morning show wants a caller like this!

Length: 1 minute daily
Terms: barter

BYRD & BLOCK PRODUCTIONS

P.O. Box 2205
Austin, TX 78768
Mike Rhodes, Station Relations
(512) 477-4441
(512) 477-4474 Fax

Earth & Sky

Earth & Sky talks about the natural world and answers the questions that people have about the wonders of nature. The show is heard 365 days a year. Earth & Sky is the most popular short-format science series in the country, and for good reason - people love us.

Length: 90 seconds
Price / barter: free
Method of Delivery: Monthly on CD

ENTERTAINMENT RADIO NETWORKS

23730 Malibu Rd.
Malibu, CA 90266
Andrea Weiss, Vice President
(310) 456-7879
(310) 456-0611 Fax

Monthly Programming:

Countryline USA

A spectacular monthly radio event. A live, listener call-in show hosted by Dana Miller. Every month, one country superstar takes listeners' phone calls via 800 phone lines. The show also contains sweeps to maintain music intensity, and a special segment featuring live performances by the artist.



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

Price/barter Terms: barter
Local Avails: 9 minutes
Clearance: Mon.-Thurs.
7 P.M. Pacific
Method of Delivery: Satellite
Length: 90 minutes

Live From the Roxy

Description: A monthly absolute-ly live, no dubs, no tape, no phony crowd noise, country concert from Hollywood's legendary nightclub. Country's superstars once a month, absolutely live!

Price/barter Terms: barter
Local Avails: 5 minutes
Clearance: Mon.-Fri.
7 P.M. Pacific
Method of Delivery: Satellite
Length: 90 minutes

Weekly Programming:

The Weekly Top Thirty with Harmon and Evans

Country music's hottest count-down, hosted by Steve Harmon and Scott Evans. Country's biggest thirty hits every week, according to *Radio & Records*, all programmed in no talk sweeps.

Price/barter Terms: barter
Local Avails: 6 minutes per hour
Clearance: Mon.-Sun, 6 A.M.-MIDNIGHT
Method of Delivery: CD
Length: 3 hours

The Country Club

America's hottest country club. Join Ichabod Caine for a weekly non-stop music jam and dance party. The hottest country music in the nation every week from The Country Club.

Price/barter Terms: barter
Local Avails: 5 minutes
Clearance: Mon.-Sun,
6 A.M.-MIDNIGHT
Method of Delivery: CD
Length: 1 hour

Daily Programming:

Country News

A daily feature on all the gossip, news, and views in the country music industry. Hosted by Dana Miller in its produced version, Country News is also available plain wrap for your air talent.

Price/barter Terms: barter
Local Avails: Spot self-contained
Clearance: Two shows daily,

Mon.-Sun, 6 A.M.-midnight
Method of Delivery:
Vinyl or Tape
Length: 2 1/2 minutes
each program

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Paul Ward, President
Robert J. Massopust,
Operations Manager
Skip Joeckel, Sales Director
Ron Blassnig,
Director of Engineering
(818) 248-2400
(818) 248-2596 Fax

Services:

True Country

America's original and best traditional country format, with 1400 songs in five categories, spanning the late forties through today.

True Country II

Current/recurrent intensive traditional country, with oldies from mid-seventies forward. Focuses on today's traditional country, with no crossover artists.

Method of Delivery: Analog tape, DAT cassette or CD for automation or live assist.

FILIPIAK ENTERTAINMENT/NASHVILLE

1024 16th Avenue South
Nashville, TN 37212

Bill Filipiak, President
Kellie Hillyer, Marketing Director
(615) 255-1602
(615) 255-7130 Fax

Nashville's Flipside

Weekly fax service focusing on the diverse nature of music projects in Nashville. Includes information about Country videos, alternative country, "radio, television, and film" projects and any alternative music projects being recorded in Nashville (rock, pop, A/C, etc.).

Terms: Cash (1 year/52 issues-\$75.00)

Jangles

Creative custom station ID's utilizing custom music beds, station voice and movie/tv drops.

Terms: Cash (call for rates in your market)

Parody Song Central

Digitally produced country parody songs performed by Nashville's best studio musicians.

Terms: cash

FOCUS ON THE FAMILY BROADCASTING

8605 Explorer Drive
Colorado Springs, CO 80920

Bob Dobbs,
Director of Briargate Media
(719) 548-4501
(719) 548-4503 Fax

Focus on the Family Commentary

Daily commentaries featuring the insight and wisdom of psychologist and best-selling author, Dr. James Dobson. These features are designed to help deal with relationships within the family unit.

Length: 90 seconds
Terms: barter

Organized Living with Sandra Felton

Daily feature providing practical and humorous insight into how to organize your life... from best-selling author and founder of "Messies Anonymous."

Length: 60 seconds

Living Well with Pam Smith

Description: Daily feature that offers ways to live a healthier life. Featuring nutritionist for the Orlando Magic and best-selling author, Pam Smith.

Length: 60 seconds

Holiday Specials

Focus on the Family offers a variety of long and short form programming for the holidays. From :60 spot series for Valentine's Day to one-hour music specials featuring such artists as Paul Overstreet and others.

GEISLER RADIO

P.O. Box 28
Columbus, TX 78934

Carl Geisler, Owner/Producer
(409) 732-8124

Weekly Feature

On The Horizon

Music/Interviews featuring new country music artists. Carl Geisler, Host. US and foreign distribution.

Length: 1 hour

Terms: barter. 6 minutes
local avails

Method of Delivery: Cassette

Daily Feature:

Where Are They Now

Interviews featuring classic country artists.

Length: 5 minutes

Terms: barter 1 minute local available

Method of Delivery: cassette

Programming Consultant Classic Country format

H & H COMMUNICATIONS

P.O. Box 66736
Falmouth, ME 04105-6736

Al Herskovitz, Affiliate Relations
(888) 781-9025 Phone toll free
(207) 781-5036 Phone or fax
hhcast@aol.com

America on the Road

Cars and country go together on a daily feature that covers what is hot and current in the automotive world with road tests of new vehicles, reports on the latest auto-related products and services, and interviews with high-profile guests from the motoring community...hosted by leading automotive journalists Mike Anson and Jack Nerad. Each feature is 2 1/2 minutes in length.

HAPPI ASSOCIATES

P.O. Box 110892
Nashville, TN 37222

Cathy J Dodd, President
Skeeter Dodd,
CRMC General Manager
(615) 331-8570
(800) 624-0018
(615) 331-8571 Fax



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

Services:

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Sales Department Helps

Description: Specialized help for your sales manager and crew. Training for staff and/or managers. Proven tips to help increase your dollars. Training aids, sales meetings, motivational talks, and tape information.

Customized Radio Station ID Jingles and/or Commercial Jingles.

Priced low for budget operations. No shortcuts on production. All jingles are custom recorded.

Custom Tours of Music City

Promotion that earns good bucks and we will even help you sell it.

Custom Artists Interviews

Tell us who you want and we will tell you if we can get them.

Price/barter Terms: One time fee, contract terms or job-by-job payment.

HEIL ENTERPRISES

P.O. Box 1372
Lancaster, PA 17608-1372

Paul Heil, Executive Producer
Shelia Heil, Director,
Station Relations
(717) 898-9100
(717) 898-6600 Fax
E-mail: tggradio@aol.com

Weekly Show:

The Gospel Greats

Weekly two-hour Southern gospel/Christian country music and features program, including artist interviews, monthly count-down, gospel music news update, etc. Seasonal specials included. Method of Delivery: tape

Special Shows:

A Gospel Christmas

Two-hour Christmas special featuring Southern/country gospel Christmas music and artist interviews. New production each year. Method of Delivery: tape

Gospel Year In Review

Annual two or four-hour count-down of previous year's top Southern/country gospel songs, interviews with all included artists, recap of year's gospel music news highlights, etc. For year-end use.

Method of Delivery: Tape

HICKMAN ASSOCIATES

5804-C Twineing
Dallas, TX 75227

Joe Hickman, Editor
(214) 381-4779

Monthly Written Comedy Sheet

Contemporary Comedy

Comedy one-liners and calendar bits for air talent.

Terms: \$85.00 a year
Method of Delivery:
first class mail

Monthly Written Show Prep Trivia

Trivia Today

Daily trivial events, special days, history, birthdays, questions for air talent.

Terms: \$42.95 a year

Method of Delivery:
First Class Mail

HUNTSMAN ENTERTAINMENT INC.

1100 16th Avenue South
Nashville, TN 37212

Ron Huntsman, President
Tom Samoray, Affiliates Manager
(615) 255-1100
(615) 255-1107

Country HitMakers

Weekly one-hour music and lifestyle "magazine" show. Top hits, behind the scenes interviews, segment features i.e., NASCAR, On Tour With, Superstar Profiles, etc. Hosted by Hoss Burns...The "Inside Stuff!"

Live from Nashville!

The original multi-station remote from Music City USA during the summer Fan Fair and the Fall Awards Week. Limited, very

exclusive attended by top stars. Sets you apart from the others. Network feed available.

The Live from Music Row Audio Clip Service

Weekly custom CD with hot topical artists' comments. Some instant ISDN feeds. The mother of all clip services!

Christmas On Music Row

Now 18-hours of the hottest Christmas music updated for '97. Over 160 songs and 60 artists' Christmas vignettes on CD with room for localization with Santa reports, sponsor greetings, etc. Country's most used package.

Hoss Burns Liner Service

Description: One of country radio's greatest and most nominated voices can be your station liner voice. Monthly retainer or per track packages.

ACM Week... Live from Hollywood!

Live from the Universal Ampitheater, three day on-site remote (or short form network feeds). Travel package with Universal City Tours and the ACM Awards Show. Very exciting!

Sam's Place

12-part series recorded live at Nashville's Ryman Auditorium. Featured are country stars performing classic Gospel songs: Wynonna, Faith Hill, Marty Stuart, etc. Hosted by Gary Chapman, spiced with cameo appearances from top Christian artists i.e., Amy Grant, Steven Curtis Chapman, Michael W. Smith, etc. on CD.

Honky Tonk Sundays

Morning man Ichabod Caine talks with mainstream country stars about how their "faith" has influenced their lives. It's a positive and deliberately up-tempo, hit-driven, one-hour show full of great hits and good news. Included Shania Twain, LeAnn Rimes, Toby Keith, etc.

IN-FISHERMAN RADIO

Two In-Fisherman Drive
Brainerd, MN 56401

Jim O'Rourke, Director
Sherry Fuhrmann, Coordinator
(218) 825-2546

Daily Show (Mon.-Sat)

In-Fisherman Radio

3 minutes; "How to" tips for anglers. Guests include top professionals and instructors in the U.S. 4 regional editions; North, South, West, and Northeast.

Terms: barter
Method of Delivery:
stereo cassette
Local Avails: local sponsor break in each show

INTERSTATE RADIO NETWORK

14 Music Circle East
Nashville, TN 37203

Russ Schell, Vice President
Kelly Drier, General Manager
Gene Davis, Program Director
(615) 255-2800
(615) 255-7300 Fax

Nightly Show: 56 hours/week

Contemporary country music, entertainment and information program broadcast live in all time zones, overnight - every night! Hosted by Keith Bilbrey from our Opryland Hotel studios and Trish Hennessey from our Music Row studios; program includes national & regional weather forecasts from our in-studio meteorologist, sports updates, national headline news, the "Nashville Hotline" artist profile, and nationwide toll-free number for requests & dedications. Program attracts truckers, third-shift workers, and night owls.

Terms: barter in all markets
Local Avails: 7 minutes per hour plus top of hour news block (total 12 minutes). Locals avails covered. Tones delivered for automation.
Method of Delivery:
via Galaxy IV
Clearance: Available
MID-8 A.M. Eastern



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

THE INTERVIEW FACTORY

P.O. Box 615
Van Nuys, CA 91408

(818) 988-2045
(818) 787-5653 Fax

6,000+ interactive celebrity interviews - from Clint, Reba & Garth, to Loretta, Conway & Merle! HUGE country audio library, plus liners (custom and generic), holiday greetings and memories, etc. Interviews with actors and stars in other musical formats as well.

JAMES ST. JAMES "HOLLYWOOD"

7610 Sunset Blvd. (# 333)
Hollywood, CA 90046

James St. James, Host
J. C. McKenzie, Producer
(310) 399-7966
(714) 677-4407
(714) 694-8434 Fax
E-Mail - AOL "stjimmy"

James St. James "Hollywood"

Description: Feature runs from 90 seconds to 10 minutes, customized to your format and personnel.

Price/barter Terms: cash
Terms: call for information
Method of Delivery:
live via telephone.

JAMESON BROADCAST

3005 Normanstone Drive NW
Washington, DC 20008

Jamie G. Jameson, President
(202) 338-4800
(202) 338-4998 Fax

Eco-Quiz

Earth friendly :60 soundbites from environmentally concerned country recording artist for use in conjunction with Earth Day '96. Eco-Quiz underscores the benefits of recycling for individual listeners, the community and the planet.

Method of Delivery: CD
Start date: April 15, 1996

JONES SATELLITE NETWORKS

8250 South Akron Street,
Suite 205
Englewood, CO 80112

Eric Hauenstein,
VP/General Manager
Phil Barry, VP/Programming & Operations
Lou Lavaux, Business Manager
Debbie Stark,
Marketing/Promotions Manager
Gene Ferry,
National Sales Manager
Eric Wiler, Director of Engineering
(303) 784-8700
(303) 784-8786 Fax

Jones Satellite Networks is the nation's largest provider of live, 24-hour, satellite delivered formats. With over 1200 affiliate radio stations nationwide, JSN offers: Rock Alternative, CD Country, U.S. Country, Adult Hit Radio, Soft Hits, Good Time Oldies, NAC, Music of Your Life, and Z Spanish. Jones Satellite Networks is exclusive distributor of The Crook and Chase Country Countdown and Nashville News Source. National advertising sales for Jones Satellite Network are handled by MediaAmerica, Inc., the largest independent marketer of national radio programs in the U.S.

Formats:

US Country

Distributor: Jones Satellite Networks (303) 784-8700

Operations Manager: Jim Murphy
National Affiliate Sales Manager: Gene Ferry

More radio stations have affiliated with U.S. country than any other country music format in the United States...making this the largest Country radio network anywhere. U.S. Country's innovative programming features high-energy segments, great music and attention-grabbing shows such as the "Weekly Top Ten Countdown with Joani Williams and Penny Mitchell's fascinating interviews with today's biggest country stars. With U.S. country, listeners get the hottest new country music mixed with all-time country favorites.

CD Country

Distributor: Jones Satellite Networks (303) 784-8700
Operations Manager:
John Hendricks
National Affiliate Sales Manager:
Gene Ferry

CD Country is a 24-hour programming format that's been created to give the new country audience a sound all their own. In addition to the hottest new country songs, CD country listeners are the first to hear those extra tracks from the newest country CDs. The format frequently features live, in-studio appearances from country music stars, and spontaneous in-studio acoustic performances are audience favorites as well.

The Crook and Chase Country Countdown

Distributor: Jones Satellite Networks (303) 784-8700
National Affiliate Sales Manager:
Gene Ferry
Producer: Jim Owens Radio

From zero to more than 350 affiliate stations in less than a year, The Crook and Chase Country Countdown is America's hottest weekend country music show. Featuring celebrity hosts Lorianne Crook and Charlie Chase, The Crook and Chase Country Countdown gives you and your listeners the world's biggest country stars and the week's biggest country hits!

Nashville News Source

Distributor: Jones Satellite Networks (303) 784-8700
National Affiliate Sales Manager:
Gene Ferry
Producer: Jim Owens Radio

Jones Satellite Networks recently debuted its newest country programming product, The Nashville News Source, the country music industry's fastest, most comprehensive news service. The Nashville News Source is delivered directly from Nashville via satellite and fax every Monday through Friday and includes: two 90-second news reports for A.M. and P.M. use, actualities with suggested scripts, a faxed daily prep sheet, and a 60-second special

feature by chief correspondent Jimmy Carter, renowned entertainment reporter.

JOHN KANE, PSYCHIC

838 E. High St. #109
Lexington, KY 40502
(606) 259-1933

Services:

Heard on radio stations coast to coast. As your guest, or live call-in show by arrangement.

Terms: Free

KENETICS RADIO ENTERTAINMENT

96 Prospect Place
Brooklyn, NY 11217

Ken Levy, President
(718) 857-6389
(718) 857-6389 Fax

Daily Feature:

Environmental Minute

Radio's original and most entertaining environmental feature! News, reviews, tips, interviews. Advertiser-friendly, timely and topical guide to practicing "Earth" control. Celebrity involvement, full promotions support, contests and a sense of humor!

Terms: barter
Length: 90 seconds

KTB RADIO MEDIA

340 Outpost Trail
Po.ndersoa, NM 87044

Katy Bee,
President/General Manager
(505) 834-7071
(505) 834-7072 Fax
www.countrystars.com/katybee

Nashville Newsline

Live, custom :60-:90 feature on country artists, albums and insights. Quick, conversational personality piece scheduled for drive time slots Monday-Friday. Let our Nashville Newsline reporters give your listeners the inside stories, live, each weekday.

Terms: cash or barter. - market exclusive

MUSIC WITH AN UNCOMMON EDGE

RECENT PROJECTS

"Tuned Up" radio package for WSM-FM, Nashville

"When we set out to do a new music package for WSM-FM, we were looking for something that was truly different. We wanted something that would sound as good as the music we were playing. 615 Music was not only able to give us a package that sounded like the great players and singers of Nashville—many of them are actually on it! We're very excited about having this music on the air at WSM-FM!"

—HYLE CANTRELL, Operations Manager, WSM-FM, WSM-AM and WTN-AM

National Emmy Winner for ABC's, "Biography"
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FAX: 615/242-2455

E-mail: 615music@edge.net



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& SOUND DESIGN

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Book a romance package for contest winners, clients, honeymoons, anniversaries, retreats or special occasions. Send your listeners or crew out for a memorable stay in the mountains of New Mexico at The Outpost Bed & Breakfast Retreat in Ponderosa, New Mexico.

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Visit the New Mexico Voice Workshop and Radio Retreat Center for private work sessions. PD's - Invest in your air staff!

Announcers - Improve your performance!

The private voice workshop is a crash course in on-air delivery. Deliver news, weather and liners like a pro. Voice coach Katy Bee has 20 years experience in radio, TV, news and syndicated programs. Make it a vocational vacation! Bed & Breakfast lodging available on site at this private mountain retreat.

Voice Talent - Station IDs/Liners

Voice talent pro Katy Bee delivers liners and station IDs.

MEDIABANC

720 NE Flanders, Suite 203
Portland, OR 97232-2763

Bill Schroeder
(503) 234-9383
(800) 980-8255
(503) 234-9377 Fax

The Way Country Was

Each one-hour program combines the researched history of country music's legendary performers in their early days blended with the artist's best songs. The programs are fact-based and no artist is sensationalized for character flaws.

Delivered on cassette.

Outdoor Tips by Fred Woods

Each (2) two minute vignette includes one 30-second national ad plus one 30-second spot for local advertisers.

Delivered with 30 days of tips on each cassette.

MEDIATRACKS COMMUNICATIONS

1235 Wood Avenue
Deerfield, IL 60015

Reed Pence,
Vice President-Programming
Sue Sentowski,
Director of Affiliate Relations
(847) 769-1515
(847) 769-1552 Fax

Weekly Public Affairs:

Radio Health Journal

Award-winning weekly 28-minute radio magazine of in-depth public affairs that satisfies local compliancy issues in an inventive way. Every show explores major issues with the national newsmakers whose decisions affect millions. Healthcare is examined from the perspective of the economy, government reform, consumerism, education urban/rural issues and safety. Highly produced in documentary style and delivered biweekly.

Terms: barter basis - 3 national minutes within the show, 2 minutes available for local sale.
Method of Delivery: CD

Daily Feature:

Medical Tribune Radio

Five completely self-contained 60-second pieces weekly. Each day, Medical Tribune Radio brings your audience lively health tips and practical news everyone can use! Its upbeat, timely and listener-friendly format features America's foremost health experts and the latest developments in medical research.

Terms: free upon receipt of contract
Method of Delivery: high-quality cassette

METRO NETWORKS, LTD.

2700 P.o.st Oak Blvd. (#1400)
Houston, TX 77056

Chuck Bortnick, President
(713) 407-6000
(713) 407-6099 Fax

Producer of customized traffic reports. Live, studio or airborne-anchored. Personalities are name and format exclusive in each market.

METRO NETWORKS, LTD.

3901 Main Street
Philadelphia, PA 19127-2109

Bill Yeager, Vice President
(800) 800-NEWS
(215) 509-7680 Fax

Producer of customized news, sports, weather, entertainment and business programming. All or any one element included in broadcast. Live, studio-anchored reports with anchors who are name and format exclusive in each market.

MJI BROADCASTING, INC.

1290 Avenue of the Americas
(6th Floor)
New York, NY 10104

Programming Services:
Joshua Feigenbaum, President
Gary Krantz,
VP/General Manager
Julie Talbott, COO
Jennifer Leimgruber,
Dir., Affililate Relations
(212) 245-5010
(212) 586-1090 Fax
6503101773 Telex

Weekly Shows:

Al Michaels' Sports Quiz

A daily trivia program focusing on the sports world and its athletes. Weekly prizes provided to qualifying stations.

Length: 1 minute 10 times weekly
Price/Barter Terms: barter
Sponsorship: 60 seconds per quiz
Method of Delivery: reel to reel

Ask The Stars

Listeners can call an 800 number and ask their favorite country star a question. Artist actualities are supplied to provide the answers to the questions.

Length: short form
Price/Barter Terms: barter
Sponsorship: 60 seconds per show
Method of Delivery: CD

Country Funnies

Host: Personalized by local station personnel

A comedy service that exclusively features country comedians (such as Jeff Foxworthy and Brett Butler).

Length: short form/weekly
Price/Barter Terms: barter
Sponsorship: 5 minutes per week
Method of Delivery: reel to reel

Country Today Fax

The leading morning fax and satellite actuality service covering the world of country music. This service allows each station to customize the music news and interviews for their listening audience.

Length: audio bites vary/daily
Price/Barter Terms: barter
Sponsorship: 5 minutes per week
Method of Delivery: fax and satellite

Country Quiz

Host: Dan Taylor

A trivia program focusing on country music and its artists. Weekly prizes provided to qualifying stations. Available as both a hosted and unhosted feature.

Length: 1 minute 10 times
Price/barter Terms: barter
Sponsorship: 1 minute per quiz
Method of Delivery: reel to reel

Specials:

The CMA Awards (October, 1996)

Exclusive coverage of the Country Music Association Awards including press conference, pre-show specials, daily



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

drop-ins, Nashville multi-station remote, TV simulcast and LIVE post-show from backstage at the Awards.

Length: 2 hour pre-awards special; 1 hour post-show
Price/barter Terms: barter
Method of Delivery: CD; satellite

The Grammy Awards Radio Specials

Exclusive coverage of the Grammy Awards including the press conference, pre-show specials with interviews and music from nominees and winners specially pre-produced for each format: Country, Urban, AC, AOR, CHR Alternative, NAC, Classical News/Talk and Spanish.

Length: 2 hour pre-shows
Price/Barter Terms: barter
Method of Delivery: CD

MORNING SIDEKICK

1295 S. Santa Fe
Denver, CO 80225

Keith Hughes
(303) 733-5850
(303) 733-3801 Fax

Morning Sidekick

Pre-produced commercial parodies, characters, interactives, movie-tv drops. 30+ cuts each week, delivered on CD.

Terms: barter/cash (free sample month)

Morning Sidekick's Funny Pages

Fresh topical jokes faxed M-F. Free with subscription to Morning Sidekick; also available by itself. Free Sample week.

MRN RADIO

1801 International Speedway Blvd.
Daytona Beach, FL 32114

John McMullin,
President/General Manager
Cheryl Knight-Marzello,
Director of Affiliates
(904) 947-6400

Live broadcasts of NASCAR stock car racing, America's most popular form of motorsports, plus related programming.

Weekly Programs:

NASCAR Live with Eli Gold

A weekly one-hour telephone talk show on NASCAR stock car racing every Tuesday night at 7 p.m. Eastern.

NASCAR Racing

Live coverage of NASCAR stock car racing per schedule. Average broadcast length: 3 1/2 hours.

Daily Programs:

NASCAR Today

A 5-minute update on the latest news from racing's most popular circuit, Monday through Friday afternoons, hosted by Allen Bestwick.

Price/Barter Terms: barter
Method of Delivery: satellite, call for information

World of Racing with Ned Jarrett

A 5-minute feature on the personalities of NASCAR racing, Monday-Friday mornings, hosted by NASCAR driving champion Ned Jarrett.

Price/barter Terms: barter
Method of Delivery: satellite, call for information.

The Lee Corso Show

A one-hour telephone talk show on college football hosted by Lee Corso. Sunday nights, September to December.

Price/barter Terms: barter
Method of Delivery: satellite, call for information

MUSIC DIRECTOR PROGRAMMING SERVICE

P.O. Box 51978
Indian Orchard, MA 01151-5978

Budd Clain, General Manager
(413) 783-4626
(413) 783-3168 Fax

Music Services:

Country Gold Oldies Library

Contains over 2,500 country hits from 1950 thru 1992.

Today's Country CD Library

Features over 800 recent country hits.

Custom Country Oldies: We can custom many country oldies from our extensive library. Send us your "want-list" for a quick price quote.

Method of Delivery: reel-to-reel, DAT (Digital Audio Tape) or CD

Country Books:

Top country singles 1944-1993, published by Record Research, Inc., written by Joel Whitburn. This book lists every country single to hit *Billboard's* Country chart. Loaded with artist bios, birthdays, and much more.

NASCAR COUNTRY

301 East Blvd.
Charlotte, NC 28203

Johnny Jacobs,
Syndication & Sales
(704) 376-0075
(704) 376-2003 Fax

Two-hour show with 24 songs, guest from NASCAR and artist from Nashville each week! Co-host - Cathy Martindale, midday show host on Nashville's WSM and a to-be-announced co-host. Features include Nashville Notebook and Quick Facts with Nashville's Al Winter. NASCAR Notebook - up-to-date feature with the Winston Cup, Craftsman Truck Series and Grand National circuits. CD delivered Friday morning to your station.

ONE-ON-ONE S.P.O.R.T.S RADIO NETWORK

1935 Techy Road (#18)
Northbrook, IL 60062

Chris Brennan,
Chairman/President
Chuck Duncan,
VP Affiliate Relations
Michael Gorman, VP Sales
Carolyn Phillips,
Director of Marketing
Jerry L. Heckerman,
Chief Engineer
(847) 509-1661
(847) 509-1677 Fax

One-On-One Sports Radio Network

The nation's largest 24-hour, live sports talk radio network offering personality-based weekday pro-

gramming and information-driven weekend programming.

PREMIERE RADIO NETWORKS

15260 Ventura Blvd. (Suite 500)
Sherman Oaks, CA 91405

Steve Lehman, President
Tim Kelly,
Executive Vice President
Eileen Thorgusen,
Vice President of
Affiliate Relations
(818) 377-5300

Daily Shows:

The Premiere Country Comedy Network

Description: Parody songs, parody spots, continuing features and characters, all original material and overnighted weekly. Includes Morning Sickness Daily Fax, exclusive access to Premiere Prep Online.

Length: 20 bits per CD at 30 seconds to 2.5 minutes per bit
Terms: barter
Method of Delivery: script and compact disc

Country Calendar

Mini-feature on this day in country music history, with a current artist soundbite. The show is hosted by Rich McCoy.

Length: 90 seconds
Terms: barter
Method of Delivery: script and compact disc

News from the Boonies

Bizarre yet true news stories from around the world presented with sound effects which truly complement the scripts. There are 40 stories delivered every other week.

Length: stories are 1 minute each
Terms: barter
Method of Delivery: script and tape

Plain Wrap Sports

We provide 15 bits a week from our database of over 20,000 sports facts which include the biggest names and moments in sports. Every week we deliver to affiliates five current sports news-maker scripts and facts, five date



HUNTSMAN Entertainment Inc.

Radio Networks & Custom Programs



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Nashville, Tennessee 37212



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Fax 615-255-1107

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night at 10:00 p.m.

Call Ext. 101 for suite location



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

specific "Today in Sports" scripts and facts, and five trivia question scripts and facts.

Length: 2 minutes 30 seconds daily

Terms: barter

Method of Delivery: scripts and CD's

Entertainment Tonight on the Radio with Leeza Gibbons

We bring home to listeners "Entertainment Tonight," the undisputed authority on breaking stories from the world of soundstages, studios and the big screen. Leeza provides daily insights on celebrities, box office bombshells, behind the scenes scoops, music releases and more.

Length: 4 minutes daily, Monday-Friday

Terms: market-exclusive barter

Method of Delivery: reel

Weekly Shows:

The Plain-Wrap Country Countdown

The world's only localized countdown show. We write researched intro and back-announce scripts for the Top 40 songs each week, and include interview bites from the artists, plus a complete production package. You host the show. It's the hometown countdown.

Length: 1, 2, 3 or 4 hours

Terms: barter

Method of Delivery: script and tape

Mediabase

Mediabase is the industry's leading monitoring service, with over 1,500 affiliated stations. We monitor over 400 radio stations weekly and provide in-depth reports on those stations via weekly data disk. Myriad breakouts are provided for music, promotions, liners, morning show features and more. We also provide nationwide music callout for seven formats.

Length: non-broadcast research service

Terms: barter, 7-14 minutes per week, depending on market size

Method of Delivery: weekly data disk, 3.5"

Boot Scoot'n' Party'n Nights

A live request and dedication show Saturday nights live from Hollywood with lots of energy and fun. A national party for country music fans.

Length: 6 hours, 6 P.M.-12 midnight, PST

Terms: barter

Method of Delivery: satellite (Satcom C-5)

Olympia Contemporary Comedy Network

Description: The morning show prep service designed to spark any 25-54 adult-oriented morning show. We include produced elements that are easy to localize, music beds, jingles, song and commercial parodies, game ideas, soundbites from new release movies and hot television shows, stand-up comedy drops edited for broadcast, daily fax service featuring phoner ideas, stunts and topical punch lines, plus regular features that listeners look forward to each week.

Length: 45 cuts per week (:02-90)

Terms: barter

Method of Delivery: compact disc, Overnight feed, fax

Olympia Country Comedy Network

The morning show prep service is designed to fit any country morning show targeting 18-49 adults. We provide produced elements that are easy to localize, music beds, jingles, song and commercial parodies, game ideas, soundbites from new release movies and hot TV shows. "Buster Babcock's Bachelor Briefs" is a :60 feature that your audience will look forward to every week. A daily fax service full of topical jokes, listener-oriented bit ideas, and country music news from Nashville and the road are provided as well. It's the total country show prep service, upbeat and funny for today's country listeners.

Length: 45 cuts per week (:02-90)

Terms: barter

Method of Delivery: compact disc, Overnight feed, fax

RADIO AND TELEVISION COMMISSION, SBC

6350 West Freeway
Fort Worth, TX 76150-001

Bette Boston,

Radio Distribution Manager

Lisa Young, Radio Marketing

Eddie Reed, Producer

(800) 433-5757 or

(817) 737-4011

(817) 737-9436 Fax

Weekly Program:

Country Crossroads

30-minute weekly program. Hosts Jerry Clower and Bill Mack interview artists, spotlight new albums, latest country hits.

Terms: public service, NO BARTER, NO CONTRACT, NO FEES, ABSOLUTELY FREE

Method of Delivery: compact disc

RADIO LINKS

27560 Winding Way
Malibu, CA 90265

Lori Lerner, President & Producer

(310) 457-5358

(310) 457-9869 Fax

Interviews with today's hottest film stars discussing new releases, 3:30, :90 plus clean soundbites, stations can air entire produced piece, or use only select cuts.

Terms: FREE service - no money, no barter

Method of Delivery: satellite or hard copy

RADIO PROGRAMMING & MANAGEMENT, INC.

4198 Orchard Lake Road
Orchard Lake, MI 48325

(800) 521-2537

(810) 681-3936 Fax

Top Hits U.S.A.

Weekly CD service with current releases from AC, CHR and Country. A recurrent CD in one format only is included every other month.

Country Music Library

CC: Core Country Hits - This highly researched list of tracks

forms the basis of most successful country stations in Americas top markets. Every cut is carefully mastered for absolutely the best on-air sound. CS: Secondary Country - In medium or smaller markets, expand the scope of the country format with these additional hits. Every track is chart certified and mastered for a brilliant quality.

RADIO TODAY ENTERTAINMENT

1776 Broadway-14th Floor
New York, NY 10019

Tom Shovan,

VP/Manager of Operations

(212) 581-3962

(212) 459-9343

Country Heartlines with John Crenshaw

5-hour nightly (M-F) country music/phone-in show - cryin', lovin', laughing or leaving.

Terms: barter and market exclusive

Method of delivery: distributed live nightly (7-midnight) via satellite-SATCOM C-5, Transponder 23 SEDAT & NETQ.

RAY COMM/RAY S.P.O.R.T.S RADIO NETWORKS

P.O. Box 3810

1500 South Croatan Hwy.

Kill Devil Hills, NC 27948

Bill Ray, President

(919) 480-1372

(919) 480-4655 Fax

Atlantic Sports Reports

Ray Sports goes behind the scenes from the race track to the locker room. Sports Director Bob DeBlois emphasizes in his reports what's being discussed around the coffee machine; what team is hot in NASCAR and why; who is going to be the next superstar driver; etc. Pick up "inside" sports information not heard anywhere else.

Method of Delivery: satellite.

Four times daily - 7:20 & 8:20

A.M., 4:20 & 5:20 P.M. EST



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

"THE ROAD GANG" RADIO NETWORK

14 Music Circle East
Nashville, TN 37203
Russ Schell, Vice President
Dave Nemo,
Program Director/Show Host
(615) 742-0208
(615) 742-0230 Fax

Nightly Show:

The Road Gang

Overnight. Live in all time zones. Country music and entertainment. Hosted by Dave Nemo, celebrating his 25th anniversary as host of the show. Dave is a legend in overnight radio, and "The Road Gang" is personality plus! Nationwide toll-free phone number for requests and dedications. Heard on great radio stations like WWL-New Orleans, WWKB-Buffalo, and WLAC-Nashville. Program attracts truckers, third-shift workers, and night owls.

Terms: barter in all markets.
Local Avails: minimum six minutes per hour. Local avails covered. Tones delivered for automation.

Delivery: Via Galaxy IV
Clearance: available 1-6 A.M., Eastern, midnight-5 A.M.
Central/Mountain/Pacific time

SATELLITE COMEDY NETWORK

1776 Broadway (4th Floor)
New York, NY 10019

Tom Shovan,
VP/Manager of Operations
(212) 581-3962
(212) 459-9343 Fax

Satellite Comedy Network

Original comedy bits, parody songs and spoof commercials along with TV highlights and contests.

Terms: barter and market exclusive
Method of Delivery: distributed daily to affiliates via satellites and on bi-weekly CDs

SJS ENTERTAINMENT

116 East 27th Street
New York, NY 10016
(212) 679-3200
(212) 679-3310 Fax
209 10th Avenue South (#521)
Nashville, TN 37203
(615) 251-9737
(615) 251-9116 Fax

Steven A. Saslow, Chairman
June E. Brody, President
Rosemary Young,
Director of Country
Programming
Linda Fuller, Senior Producer
Joe Montione, Managing Director
of Affiliate Relations

Daily Services:

Country Kickers

Show prep service which includes special features on country stars, country news, comedy, phone bits, topical information and parodies.

Price/barter Terms: barter
Method of Delivery: satellite/fax

Monthly Specials:

World Premiere

Host: Lon Helton

A showcase for the new album releases from today's hottest stars featuring an in-depth conversation with the artist about the making of the album, their lives and their music. The show also spotlights some of the artist's biggest hits from previous releases.

Terms: barter
Method Of Delivery: satellite, CD

Country 8:

Country artists share their heart-warming stories in various specials celebrating 8 holidays throughout the year.

SJS Entertainment is proud to produce a variety of other specials throughout the year including, "Country Platinum" and our special series, "A Conversation With..."

SMALL PLANET

P.O. Box 129
Cold Spring, NY 10516

Susan Kaiser, Partner
Drew Greenland, Partner
(914) 424-4722
(914) 424-4724 Fax

Rise Up

A Live P.o.sitive Music Program that can uplift lives and deliver ratings-without changing the sound of your station. John Ritter plays established country artists like Charlie Daniels, Randy Travis, Billy Dean, and Kathy Mattea, hot new Christian artists like Mid-South, Suzi Luchsinger and Marty Raybon together with a live call-in feature "Food for Thought." For two hours every Sunday Morning it's time to Rise Up.

KRIS STEVENS ENTERPRISES

5010 N. Parkway Calabasas Rd.
(#202)
Calabasas, CA 91302

Kris Erik Stevens, President
(800) 231-6100
(818) 225-7585
(818) 225-8485 Fax
(818) 990-KRIS Demo Line

Kris Erik Stevens is the distinctive voice of leading TV and radio stations nationwide. He's ready to enhance the image of your station with promos, sweepers, and liners that really stand out on America's leading country music stations. Sameday delivery services available via ISDN digital phone patch connection. Offering Christmas in the Country, a 12-hour radio program special featuring kids, comedy, features, vignettes and the greatest Christmas country music of all time. Available on CD. market exclusive. Call for rates and information.

SW NETWORKS- A Sony Corp. of America Co.

1370 Avenue of the Americas
New York, NY 10019

Dave Logan,
Vice President, Programming
Ron Rivlin, Senior Director,
Affiliate Marketing
(212) 833-5400
(212) 883-4944 Fax
(Affiliate Marketing)
(212) 833-5438 Fax
(Programming)

Country's Most Wanted with Carl P. Mayfield

A two-hour weekly program hosted by CMA Broadcaster of the Year and WSIX/Nashville afternoon personality, Carl P. Mayfield. Country's Most Wanted delivers in-studio interviews with today's biggest names in country, star calls from the road, exclusive live acoustic performances and the funniest cast of characters heard anywhere.

SW Networks Country Programming Services Package

Daily service package featuring country show prep text material (topical music, entertainment and lifestyle news, thought starters); country music news, entertainment news, movie clips audio bites, production library, quick read artist bios and news clips (offbeat stories).

SYNDICOM

P.O. Box 12837
San Luis Obispo, CA 93406 or
890 Monterey St. (Suite G)
San Luis Obispo, CA 93401

Mike Hesser, President
Roberta Hesser, Associate
(805) 543-9214
(805) 543-9243 Fax

Daily Features:

Red Neckerson

Comedy/editorial feature that adds a true character to any format. Complete with customized teasers and intros. Good for morning and afternoon drive.

Length: 1 minute
Price/Barter Terms: cash
Method of Delivery: tape

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Original, authentic voices and themes. 5 categories: TV Voices, TV Themes, Film Voices, Film Themes and Historical Voices. Also includes clues, information and fun facts.

Weekly Show:

Country-Phonics

A country diversity special feature showcasing all of the varied style of American country music, including country-rock, western swing, singer/songwriters, bluegrass, comedy and even Cajun! Hosted by Alan Olmstead.

Length: 2 hours
Price/Barter Terms: cash/barter (some markets)
Method of Delivery: tape (automated or assist)

TM CENTURY, INC.

2002 Academy
Dallas, TX 75234

Beth Tepper, Sales Manager
(912) 406-6800
(912) 406-6890 Fax

Services:

Country GoldDisc Libraries and HitDiscs -

TM Country - Modern Country 100% complete in No Noise. Modern and Traditional Country series available.

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ULTIMEDIA/IWSA

8210 E. 71st St. #130
Tulsa, OK 74133-2908

Rick Lepper
(800) 541-3190
(918) 682-1234 Fax/Voice mail
westswing@aol.com or
ULTmail@aol.com

Weekly Program:

Still Swingin' (Available May/June 1997)

Hosted by Hall of Famer Billy Parker and award-winning journalist John Wooley, the program showcases western swing music from the 1920s through the 1990s. Entertaining and informative, the show features artists and guests that range from the surviving pioneers and legends of the genre to the contemporary artists who are reviving western swing music; rare recordings as well as standards of western swing. Weekly guests will include writers, musicians, recording executives, archivists, authorities on and family members of western swing legends (Hank Thompson, Luke Wills, Speedy West, Lee Roy Parnell, George Strait, Wade Hayes, etc.). Toll free listener feedback line for requests, dedications, and anecdotal contributions. Produced in cooperation with the International Western Swing Association.

Length: 60 minutes
Terms: barter (with affidavit)
Method of Delivery: CD or analog cassette
Local Avails.: 6 minutes

UNITED STATIONS RADIO NETWORKS

25 West 45th Street, 11th Floor
New York, NY 10036

Nick Verbitsky
Charlie Colombo
Andy Denemark
(212) 869-1111 - Bill Quinn
(212) 869-1115 - Dave Kolin

Lucy Grant's Cookin' Country Music Revue

Description: CMA Award-winning radio personality Lucy Grant hosts an upbeat, 90s style country chart show. Lucy delivers a unique mix of currents and re-currents by presenting the Top 20 hits of the week alongside the Top 10 from a year ago. Coming direct from Music Row in Nashville, the show features the week's best artist interviews, gossip and tour information.

Terms: barter
Method of Delivery: CD

Custom Country Music Revue

An un-hosted version of the above show. Same content, already mixed... we provide the script, you plug in the host.

Terms: barter

Method of Delivery: tape reels or DAT

Morning Show Comedy Services:

Country Comedy Jamboree

A complete original comedy service including song parodies, character bits and spoof commercials geared specifically for country music stations.

Terms: barter
Method of Delivery: tape

Country Central Minute

The top names in stand-up comedy captured in front of live audiences. Includes promotional tie-ins with Comedy Central.

Terms: barter
Method of Delivery: CD

USA COUNTRY NETWORK

1040 Grant Road, Suite 155-231
Mountain View, CA 94040

Robert A. Cross, CEO
(800) 786-2654
(415) 962-0945
(415) 964-1538 (CA)

Elvis: The Legend of a King

The greatest 3-hour radio special ever produced on the King. Highly regarded because of the no holes-barred journalistic style of this program, mixed in with 25 of Elvis' tunes. This show covers

his boyhood to the time of his death. No other Elvis radio special can match this tribute. Excellent for a 20th Anniversary Elvis Radio Special.

Terms: cash only
Method of Delivery: CD, cassette

USA RADIO NETWORK

2290 Springlake Road (#107)
Dallas, TX 75234

David F. Reeder, VP/GM
(800) 829-8111
(972) 241-6826 Fax

USA Radio Network News

Top Of The Hour News...News Updates...Sports...Business Reports...Market Wrap... Presidential News Conferences & Weekly Radio Address ...Republican Responses... Election Updates...Campaign Reports and much more.

Point Of View

Features interviews with notable guests, reporting on the full spectrum of issues that affect our... Government...Families... Schools...Faith. Nationally recognized author and host, Marlin Maddoux commentates on the socio/political issues of today.

USA Radio Daily

Conservative talk...fast-paced...information-intensive and listener-friendly with host Gary Nolan.

Your Health Matters

Nutrition made simple! Host Doug Kaufmann makes even the most complex health topics easy to understand. Doug makes nutrition both pertinent and entertaining with news and views of what's going on in the world of nutritional health and medicine.

Steve Crowley's American Scene

Keeps your listeners plugged into what's happening in finances across America with news... advice...facts...figures. Keeps them on top of the key facts and vital information in the world of finance.



DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

The Ron Seggi Show

Live from Universal Studios Florida, Ron brings your listeners up close and personal with guests such as Henry Winkler, Clint Black and more.

Talkin' Pets

Lively, fun-filled discussions about pets and our other friends in the animal kingdom. Host Jon Patch and his expert guests have made this program America's favorite pet show.

The Jack Christy Show

Wrapping up news of the week, tackling tough issues and the intrigue associated with it, in a humorous and entertaining manner.

Internet @ Night

Host Tony Reynolds brings listeners to radio ala the year 2001, via the Internet. Your listeners will not only hear the experts discuss tools needed to take full advantage of the Internet, but will be able to ask those questions that have been "Bugging them."

Golden Age of Radio Theater

Drama that comes alive in the imagination of your listeners. Relive those golden moments of yesteryear with host Vic Ives.

America's Greatest Heroes

Promote a positive image of our founding fathers and others who have helped shape America in a positive way. Audiences of all ages will be inspired by the courageous stories recreated for their entertainment.

Daybreak USA

Daybreak USA is a fast-paced, fun-filled national morning magazine program which attracts Adults 25-54 with news and upbeat features which stretch their dollars, help them raise their kids, and keep them up-to-the-minute on trends in Show Business, the financial markets and news they can use at home, in the office, and with their friends and family. M-F 5 A.M.-10 A.M.

WESTWOOD ONE RADIO NETWORKS

1675 Broadway (17th Floor)
New York, NY 10036

Jeff Lawenda, President
Bob Dunn, Sr. VP/Affiliate Relations
Rob Magaziner, VP/Affiliate Services
Bob Hoffmaster, VP/Affiliate Sales - Eastern Division
Ed Salamon, President/Programming
Erle Younker, VP/Affiliate Sales - Western Division
Denise Oliver, VP/Programming
(800) 225-3270
(212) 247-0393 Fax

Westwood Country

The only national all-country music advertiser network in existence. Stations receive a Country Morning Prep Service and a network news affiliation with one of the following compelling news services:

CNN Radio News

Top and bottom of the hour newscasts 24-hours-a-day, business, sports and lifestyle updates and Newlink for continuous live coverage of fast-breaking news and special events. Designed to integrate smoothly with Westwood One satellite music formats as well as locally programmed stations.

NBC Radio News

A complete 24-hour news network featuring the resources of NBC-TV News. Five-minute top-of-the-hour newscasts as well as special reports and in-depth news services. One-minute news summaries twice an hour, plus live anchored coverage of breaking news stories.

Mutual News

Five-minute top of the hour newscasts around the clock along with news actualities and correspondent reports, exclusive features and special programming designed for use by a variety of formats. One-minute news summaries twice an hour, plus live anchored-coverage of breaking news stories.

Westwood One News

A non-exclusive audio update news service of actualities and special reports as well as newscasts. A critical "insurance policy" for breaking news worldwide.

CNBC Business Radio

Business news reports twice an hour, 24-hours-a-day Monday through Friday, regional Marketscan reports, plus week-end reports and an annual tax tips series. Also features daily news insert material.

Terms: contact Westwood One Radio Networks

WESTWOOD ONE FORMATS

25060 Avenue Stanford
Valencia, CA 91355

Jeff Lawenda, President
Ed Salamon, President/Formats
Bob Dunn, Sr. VP/Affiliate Relations
Rob Magaziner, VP/Affiliate Services
Bob Hoffmaster, VP/Affiliate Sales - Eastern Division
Erle Younker, VP/Affiliate Sales - Western Division
Charlie Cook, VP/Programming
(800) 225-3270
(805) 294-9382 Fax

Mainstream Country

A winning mainstream blend of today's favorite country hits along with the best recent country gold targeted to those loyal 25-45 listeners.

Length: satellite delivered 24-hours-a-day
Terms: Contact Westwood One Formats

Hot Country

The original 24-hour youth country format targeting young adults 18-44 with researched current and recurrent "hot country" music.

Length: satellite delivered 24-hours-a-day
Terms: contact Westwood One Formats

WESTWOOD ONE ENTERTAINMENT

1755 S. Jefferson Davis Highway
Arlington, VA 22202

Greg Batusic, President
(703) 413-8565
(703) 413-8570 Fax

9450 Washington Blvd.
Culver City, CA 90232

Liz Laud, VP Affiliate Relations
(310) 840-4262
(310) 840-4060 Fax

Programming:

Country Countdown USA

Each week *Radio & Records* Editor Lon Helton is joined by a country superstar co-host to count down the top 30 Country hits.

Length: 3 hours weekly
Price/barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.

Country's Cutting Edge

Each week Country's Cutting Edge host J.D. Spangler takes a look at what's on the horizon for hot new country music with premieres of new releases and the latest news from Nashville, as well as featured artist profiles and much more.

Length: 3 hours weekly
Price/barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.

Country Gold Saturday Night

CMA and *Billboard Magazine* award-winning host Mike Fitzgerald takes requests from listeners coast-to-coast, toll free, on 1-800-IN-THE-USA. The favorite country hits of all time from a thoroughly researched library attract and maintain loyal long-time country listeners. Distributed live via satellite.

Length: 5 hours, Saturdays, 7 P.M. - 12 MIDNIGHT (EST)
Price/Barter Terms: available on a barter basis to radio stations
Method of Delivery: live via satellite

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The nation's most popular country radio format. Mainstream, contemporary country, with country's biggest new hits and all-time favorites.

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Hot, new country music on a current-intensive and personality-driven format that delivers a loyal, adult audience.

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Lorianne Crook and Charlie Chase host the nation's fastest growing Country Countdown Show with more than 360 stations in its first year. With television shows on TNN and a syndicated morning show seen nationwide, your station can benefit from their longevity and current explosive popularity.

Crook & Chase
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SPECIALS

Lorianne Crook and Charlie Chase will work the holidays for you, with four entertaining hours of programming produced especially for each of four holidays. Center Stage Specials features celebrity interviews and country music for Memorial Day, Forth of July, Labor Day and Thanksgiving.

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The most comprehensive news service in the country music industry. Direct from Nashville via satellite every Monday through Friday. The Nashville News Source provides: news reports, actualities with suggested scripts, a daily prep sheet, and a special feature by chief correspondent Jimmy Carter, renowned entertainment reporter.

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Jones Satellite Networks offers 6 programming options designed specifically for Country radio stations. JSN works with nearly 1300 radio stations providing consistent quality programming that is supported by a team of radio professionals. Put our radio expertise and long-term dependable programming to work for you.

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with Country's BIGGEST stars &
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Wednesday through Friday
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DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

Country's Inside Trak

Hosted by *Radio & Records* Nashville Editor Lon Helton, each feature is an up-to-the-minute look at the world of country music with intimate stories and entertaining reports from the stars that are making it happen.

Length: 2 1/2 minutes daily
Price/Barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.

The Country Six Pack 1995

Westwood One's annual package of six holiday specials distributed on compact disc. Featuring exclusive artist interviews and unique musical performances scheduled to coincide with six major holidays—Memorial Day, Labor Day, Thanksgiving, Christmas, and New Years. Contact your affiliate representative for this year's program descriptions.

Length: 3 hours each
Price/Barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.

Country Special Events

Westwood One is first in country special events. Last year WE presented live radio shows with Garth Brooks, Reba McEntire, Alabama, and Clint Black, to name a few. Stay in touch with your affiliate representatives for news of this year's special events.

Length: various
Price/barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.

Country Summer Concert Series

Country's top performers recorded in concert in America's largest auditoriums as well as in intimate acoustic settings.

Length: 90 minutes
Price/Barter Terms: available on a barter basis to radio stations in the Top 175 Arbitron Rated Markets.

90s Country

Each week, host Randy Davis profiles one of country music's hottest artists. This in-depth one-hour show features comments and music from artists on his/her career.

Length: 1 hour weekly
Price/Barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.

The Weekly Country Music Countdown

Chris Charles counts down the Top 30 most popular country hits of the week. Throughout the show he keeps your audience in step with up-to-date country music news and interviews with the top artists telling the stories behind the hits.

Length: 3 hours weekly
Price/Barter Terms: available on a barter basis to radio stations in the top 175 Arbitron rated metro markets.
Method of Delivery: compact disc or "U-Host-It" version including scripts, jingles and actualities

Additional Programming:

Countdown To NFR

5-part daily series December 1-5, 1997

Length: 2 1/2 minutes
Price/Barter Terms: barter

Wrangler NFR Report

Daily reports from National Finals Rodeo December 5-14, 1997

Length: 2 versions - 4 minutes or 2 1/2 minutes
Price/barter Terms: barter

Wrangler NFR Preview

A one-hour preview show from Las Vegas - features today's top country hits! Rodeo contestants and country stars will be featured as special guests. Available December 4, 1996. Satcom C-5 TR #19. ABC Radio Network

Price/Barter Terms: barter-6 minutes local available/

WRANGLER PRO RODEO REPORT

Pro Rodeo News Network
P.O. Box 1272
Pendleton, OR 97801

Butch Thurman, Host
(541) 276-8233
(541) 276-8614 Fax

Weekly Feature:

Wrangler Pro Rodeo Report

Interviews and news of professional rodeo.

Length: 4 1/2 minutes, includes national 60 second spot
Price/Barter Terms: barter with local avail

Wrangler Pro Rodeo Update

Length: 2 1/2 minutes
Price/Barter Terms: barter with local available



DIRECTORY OF RECORD LABEL PROMOTION PERSONNEL

ALMO SOUNDS

1904 Adelia Avenue
Nashville, TN 37212
(615) 321-0820
(615) 329-1018 Fax

Garth Fundis,
Dir. of Nashville Operation

Juanita Duthie,
Operations Manager
(E-mail: jaunita@geffen.com)

Larry Pareigis,
National Promotion
(E-mail: Larry Almo@aol.com)

Cynthia Grimson,
Marketing & Artist Dev.

Emily Bradbury,
Marketing Assistant

Cassandra Tynes,
Promotion Coordinator
(E-mail: CassAlmo@aol.com)

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West Coast Radio Service Rep.
2800 West Park
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(602) 814-7253
(602) 814-1736 Fax
MJAlmo@aol.com

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Theresalmo@aol.com

Rick Kelly,
Midwest Radio Service Rep.
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Nashville, TN 37212
(615) 321-0820
(615) 329-1018 Fax
RickAlom@aol.com

ARTIST ROSTER:

Bekka & Billy
The Mullins Trio
Billy Yates

ALPINE RECORDS

2 Music Circle South
Nashville, TN 37203
(615) 259-4375
(615) 259-0773 Fax

Johnny Rutenschroer, President

ARISTA RECORDS

7 Music Circle North
Nashville, TN 37203
(615) 780-9100
(615) 780-9191 Fax

Bobby Kraig,
Vice President Promotion

David Dame,
Director, Regional Promotion

Mike Owens,
Director, Field Promotion

Teddi Bonadies,
Director, Regional Promotion

Lynn Waggoner,
Manager, Regional Promotion

Jackie Proffit,
Promotion Coordinator

Scott Cosby,
Promotion Coordinator

Kevin Erickson,
Director, Field Promotion
(630) 268-6482

Nathan Cruise,
Manager, Regional Promotions
(630) 268-6452
One South 450 Summit Ave. (#185)
Oakbrook Terrace, IL 60181-3935

Leri Hartigan,
Mgr., Regional Prom. West Coast
9975 Santa Monica Blvd.
Beverly Hills, CA 90212
(310) 789-3930

Ken Rush,
Mgr., Regional Prom. SW
12160 Abrams (#310)
Dallas, TX 75243-4525
(214) 480-5157

ARTIST ROSTER:

BlackHawk
BR5-49
Brooks & Dunn
Diamond Rio
Radney Foster
Alan Jackson
The Tractors
Pam Tillis
Steve Wariner
Michelle Wright

ASYLUM RECORDS

1906 Acklen Avenue
Nashville, TN 37212
(615) 292-7990
(615) 292-8219 Fax

Stan Byrd,
VP, Promotion

Julie Johnson,
Promotion Coordinator

Brooks Quigley,
SE Regional Prom. Mgr.

Lisa Puzo Strickland,
NE Regional Prom. Mgr.

Kim Leslie,
Mid-West Regional Prom. Mgr.

Lee Gerald,
SW Regional Prom. Mgr.
420 Pearl Street
Godfrey, IL 62035
(618) 466-7918
(618) 466-7938 Fax

Ray Randall,
West Coast Regional Prom. Manager
1011 Klickitat Way S.W., Suite 104
Seattle, WA 98134
(206) 521-4237
(206) 624-3221

ARTIST ROSTER:

Mandy Barnett
The Cox Family
Melodie Crittendon
Emmylou Harris
Greg Holland
Royal Wade Kimes
Lila McCann
J.D. Myers
Kevin Sharp
Thrasher Shiver
Bryan White

ATLANTIC RECORDS

1812 Broadway
Nashville, TN 37203
(615) 327-9394
(615) 329-2008 Fax

Bryan Switzer,
Vice President/General Manager

Larry King,
Director, Nat'l Prom./NE Prom.

Elroy Kahanek,
Director, Artist Development

Debbie Bellin,
Nat'l Promotion Manager

Sherri Garrett,

Southeast Promotion Manager
5440 Fulton Industrial Blvd.
Atlanta, GA 30378
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(404) 344-6462 Fax

Greg Sax,

Southwest Promotion Manager
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Dallas, TX 75243
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(214) 699-9343 Fax

Bill Heltemes,

Mid-West Promotion Manager
P.O. Box 996
Burlington, KY 41005-0996
(606) 586-1225
(606) 586-1677 Fax

Jenny Shields,

West Promotion Manager
9229 Sunset Blvd. (7th Floor)
Los Angeles, CA 90069
(310) 205-7465
(310) 205-7475 Fax

ARTIST ROSTER:

Confederate Railroad
Noel Haggard
Matt King
Tracy Lawrence
Neal McCoy
Mila Mason
John Michael Montgomery
Ricky Skaggs

BGM NETWORK

8806 Lockway
San Antonio, TX 78217
(210) 654-8773
(210) 654-8895 Fax
Nashville Office:
1110 17th Ave S. #3
Nashville, TN 37212

Bill Green, Mgr. Dir.

Debbie Green, Promotion

ARTIST ROSTER:

Billy Mata
Mel Pellerin
Michael Waid
Beth Williams

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CRS-29

IN DOWNTOWN NASHVILLE

The Country Radio Seminar is moving to the Nashville Convention Center in downtown Nashville on February 25-28, 1998. Watch your mail for advance registration information! For more information call the CRB office at (615) 327-4487 or visit our website at www.crb.org.

Paul,
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put this in our
budget for
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DIRECTORY OF RECORD LABEL PROMOTION PERSONNEL

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(615) 780-4464 Fax

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Vice President Promotion

K. G. Jones,
Promotion Administrator

Tom Sgro,
Director Nat'l Promotion

Chuck Thagard,
Director, Nat'l Prom. East

Scot Michaels,
Director, Nat'l. Prom. West
362 Random Rd.
Bailey, CO 80421
(303) 816-9576
(303) 816-9580 Fax

Tom Baldrice,
Southeast Regional Prom. Mgr.
2210 Parkdale Dr. N.E. (#100)
Atlanta, GA 30345
(770) 414-6280
(770) 414-6256 Fax

Joe Devine,
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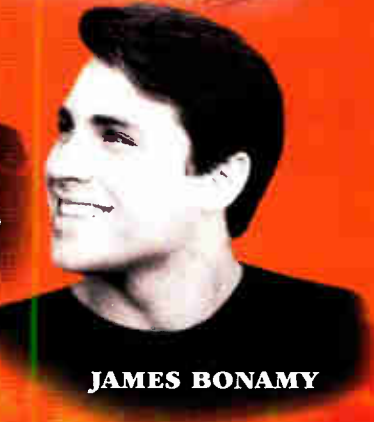
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