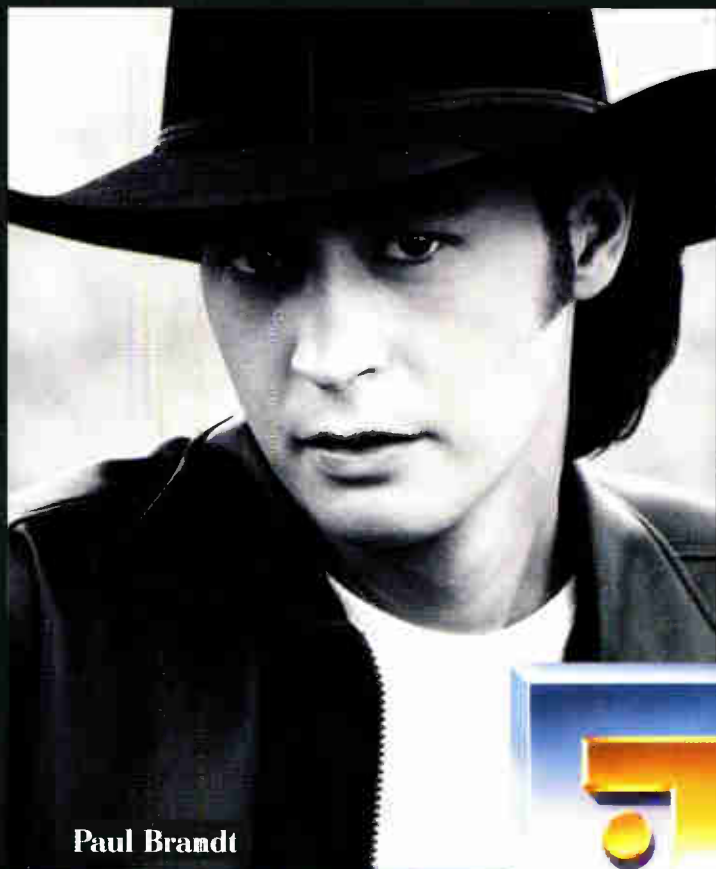


# CRS 29

*1998 Program Book*

CRS-29 ON-LINE WITH COUNTRY'S FUTURE





**Paul Brandt**



**The Lynns**



**Michael Peterson**

**Just  
What  
Our  
Country  
Needs**



**Dwight Yoakam**

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**reprise nashville**

# WHERE THE SPECIALS ARE

## MEMORIAL DAY WEEKEND



### Book Of Records

Length: 3 hours

What act has the longest string of #1 singles? Which artist is the youngest to debut on the Country chart? Who's had the fastest selling album in Country Music history?...Bob Kingsley provides fascinating facts and trivia about Country Music's biggest stars.

## LABOR DAY WEEKEND



Artist Profile.

### "Brooks & Dunn"

Length: 3 hours

As co-headliners with Reba on the largest grossing tour in Country Music history, Brooks & Dunn sit down with Bob Kingsley for an entertaining profile.

## CHRISTMAS



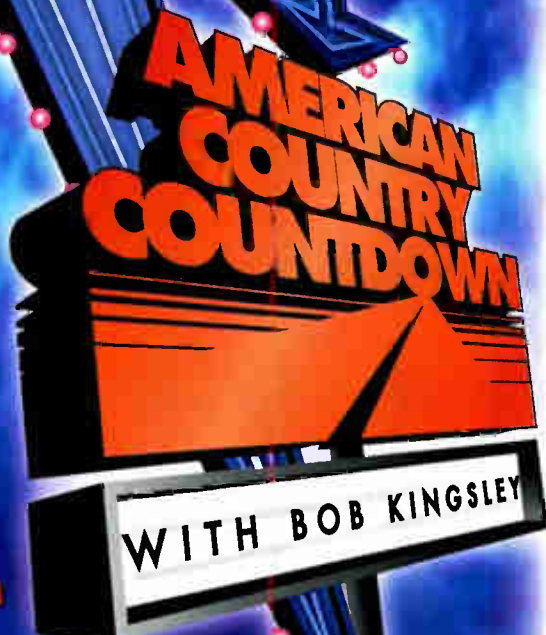
### Christmas In America with Bob Kingsley

Length: 6 hours

Join our 1998, Bob with his all-star guests will share their warmest memories, publish their real holiday music to celebrate the season.



To reserve these specials for your market, call Robin Rhodes at (972) 448-3376.



# Wynonna

the other side

“Come Some Rainy Day”

Billboard says:

“What an incredible record!”

Thank you Country Radio  
for agreeing.

**CURB**



*and Wynonna's*  
**Our Music Speaks The Universal Language**

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**S T A T E M E N T**

**MISSION OF  
COUNTRY RADIO  
BROADCASTERS**

Country radio broadcasters are brought 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.

## COUNTRY RADIO SEMINAR

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# LIGHTING UP AND TAKING OFF!



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with great guests, lots of fun, and a proven host.  
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before your competition does.**

Country's Seven to Midnight Solution™  
...from the people who deliver AC's *Delilah!*™

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live at CRS29 -- Renaissance Nashville  
second floor lobby, February 26-27.



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COUNTRY RADIO!

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LETTER

FROM THE  
PRESIDENT OF  
COUNTRY RADIO  
BROADCASTERS

Welcome to CRS 29:

This year the Country Radio Seminar returns to downtown Nashville for the first time in sixteen years, giving you the benefit of a wider range of hotel and dining choices in this revitalized city.

Now more than ever, the Country Radio Broadcasters are committed to providing extraordinary value for the time and money you spend to attend this convention. An emphasis on education assures that you will grow professionally and be of more value to your company as a result of your participation.

We are indebted to some of the brightest minds of our industry, who serve without compensation on the CRB Board of Directors and Country Seminar Agenda Committee. This seminar is their vision and it is an honor to have been chosen to lead such a distinguished group. Just as responsible for this event is the CRB's small, but dedicated, staff and the volunteers who bring this vision to life.

Since the first Country Radio Seminar, Country Radio has gone from an underdog format to top dog – with nearly one out of every four commercial stations in the USA now programming the country format.

You who gather here for "growth through sharing" should take pride in your contribution in making Country today's dominant radio format.

Sincerely,



Ed Salamon



LETTER

riends,

Since we last gathered for the Country Radio Seminar, we've seen a year of competitive growth and change in the country radio and country music industries. Neither industry will ever be the same again. Your decision to attend CRS this year will keep you and your career on track to take advantage of the opportunities these changes present.

Your decision to join us for CRS 29 also means that you place a priority on the learning and networking experiences that we've planned for you. We recognize that there are countless training and travel choices you and your company can make. And that's why we strive so hard each year to present you with four days of experiences you can't get anywhere else, designed to help you and your business grow.

We're glad you're part of the 29th Country Radio Seminar!

Sincerely,



Paul Allen

FROM THE  
EXECUTIVE  
DIRECTOR OF  
COUNTRY RADIO  
BROADCASTERS





# **WESTWOOD ONE**

**First In Country**

**AMERICA'S FOREMOST COUNTRY RADIO PROGRAM PROVIDER.**

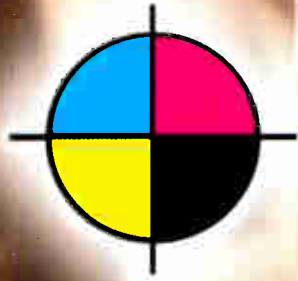
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“  
... You got the  
whole town talkin'...  
- Collin Raye  
”



**DELIVERING COUNTRY TO COUNTRY!  
CELEBRATING 25 YEARS!**

FROM THE  
CRS 29  
AGENDA  
CHAIRMAN



Welcome to downtown Nashville and CRS 29!

Since we gathered a year ago, our industry has gone through enormous changes. As an industry, we have been challenged to innovate, manage more effectively, and increase the bottom line. In radio, bold new ideas and strategies are being implemented to leverage our newly consolidated groups to increase both ratings and revenue. In records, labels, artists, and performers are exploring new marketing models to break new artists and music to listeners and consumers in this brave new world.

This year's agenda committee took it as our mission to provide a forum to address these new challenges with the CRB's most aggressive program ever. In addition, we wanted to take advantage of our new downtown Nashville location.

Among the many highlights of the seminar is the increase in panels and workshops oriented toward management, sales and marketing. We've reached out to leading executives in other industries that have experienced rapid consolidation for their insight. Our programming sessions are unmatched with representation from the brightest programming and research minds in the business. And, we have expanded the curriculum for the 2nd year of "Country Radio Seminar University," our successful education and mentoring program for programming and sales executives.

This year's CRS will see the first time presentation of a major study commissioned by the CRB focusing on the relationship between radio and advertising.

We're "seizing the moment" with the first industry Town Meeting on new business relationships between the radio and record industries. And, as if that's not enough, we're taking CRS "to the streets" with "The Country Music Experience...The Music Row Field Trip," complete with celebrity tour guides!

As I look back on my last two years as Agenda Chairman, I feel fortunate to have worked alongside the most talented and passionate executives in the entertainment business. Thank you for attending CRS 29. Take full advantage of the next few days that we've planned for you and have a great time!

A handwritten signature in black ink, appearing to read "Gary Krantz". The signature is stylized and written in a cursive-like font.

Gary Krantz

## W E L C O M E

## GENERAL SEMINAR INFORMATION

Thank you for joining us for the 20th 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 in the lobby of the Nashville Convention Center or the CRS Information Booth located on Level 1 of the Convention Center. Also, please look to our Seminar Staff in the white CRS 20 shirts to assist you.

### Registration Hours and Location

CRS Registration is held in the lobby of the Nashville Convention Center during the following hours:

Tuesday, February 24	11:00A.M.-6:00P.M.
Wednesday, February 25	9:00A.M.-8:00P.M.
Thursday, February 26	7:30A.M.-6:00P.M.
Friday, February 27	7:30A.M.-6:00 P.M.
Saturday, February 28	7:30A.M.-7:00P.M.

### Badge and Ticket Information

Your badge is your admission ticket to all CRS functions except the New Faces Show, and we ask that you wear it at all times. If your badge is lost, there will be a \$125 replacement fee. Any requested changes to your badge will require a \$10 service charge.

Your New Faces Show admission is a laminate provided to you in your registration envelope. You may wear it on its lanyard or present it at the door for admittance to the Performance Hall on Saturday night. Please note that this laminate has your table assignment on it.

Additional tickets to luncheons and the Super Faces Show are available for purchase at the CRS Registration Desk, depending upon availability.

### Badge Color Codes

Green Color Bar-CRB Staff; Red Color Bar-Radio; Blue Color Bar-CRB Board; Yellow Color Bar-CRS Agenda; Black Color Bar-Exhibitor; No Color Bar-Attendees and Seminar Staff

### Exhibit Hall

The CRS 29 Exhibit Hall is located on Level 1 of the Nashville Convention Center. Visit the Exhibit Hall, use your Scan & Win Card and win great prizes from Lyric Street Records including cruises from the Disney Cruise Line.\* The hours are:

Thursday	10:30A.M.-12:00P.M. 2:00P.M.-6:00P.M.
Friday	10:30A.M.-12:00P.M. 2:00P.M.-6:00P.M.
Saturday	8:00A.M.-12:00P.M.

Refreshments are provided as a service of Branson Music Network.

The Saturday continental breakfast is sponsored by Radio One 2 One. The Scan & Win Cards are being provided courtesy of Direct Marketing Results.

\*See official rules at the Disney booth 102/201.

### CRS Lounge & Business Center

The Lounge & Business Center is located at the entrance to the Exhibit Hall. Services available include a copier, a fax machine, coat check, and overnight delivery services.\* This area is a sponsored service of the Country Music Association, and center hours are:

Wednesday	8:30A.M.-11:30P.M.
Thursday	7:30A.M.-6:30P.M.
Friday	7:30A.M.-6:30P.M.
Saturday	7:30A.M.-11:30P.M.

\*Overnight delivery service charges will apply. Other services will require a minimum fee.

### Shuttle Service

The CRS Shuttle, provided as a complimentary service by ABC Radio Networks, will run directly between the Nashville Convention Center and each of the following hotels: Crowne Plaza, Club House Inn, and the DoubleTree. Shuttle hours are:

Wednesday	8:30A.M.-11:30P.M.
Thursday	7:30A.M.-6:30P.M.
Friday	7:30A.M.-6:30P.M.
Saturday	7:30A.M.-11:30P.M.

Departures from the Nashville Convention Center are at the top of the hour and at 20 and 40 after. Departures from hotels are at 10, 30, and 50 after each hour. Guests at the Days Inn Capitol Hill should use the shuttle stop at the Crowne Plaza.

### **Audio Tapes**

Tapes of many of the CRS 29 sessions are available for purchase from Convention Services at their desk on the Convention Center Level 1.

### **No Smoking Policy**

Out of respect for all attendees as well as to abide by hotel guidelines, there will be no smoking allowed at any CRS meeting or function, or in 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.

### **CRS 29 Apparel**

A limited number of souvenir sweat shirts and ball caps are available at the Level 1 CRS Information Booth. When you buy these items you help the CRB Scholarship Fund.

### **Coffee Carts**

Complimentary coffee is provided during CRS as a service of Arista Records. Coffee is available Thursday through Saturday 9:00A.M.-12:00P.M. on Level 1 of the Convention Center.

### **Beverage Kiosks**

During the Country Radio Seminar, soft drinks are provided on Level 1 of the Convention Center as a complimentary service of Country Weekly. Beverages are available from 2:00P.M. to 6:00P.M. Thursday through Saturday.

### **Artist Taping Sessions**

Please observe the requirements of the artist taping sessions. Key to the success of the sessions for you and others is that you have your liners prepared before you enter the room, you limit your time to no more than two minutes with an artist, and that you help provide a quiet environment. We remind you that cameras and items to be autographed are not permitted in the Artist Taping Session. If you wish autographs to use for station promotions, we suggest you contact the pertinent record labels to arrange it for a suitable time. When you enter the Artist Taping Session you will be provided a high quality cassette tape by SW Networks.

### **Policy on Competing Events and Meetings**

The following is the policy of Country Radio Broadcasters as it relates to events and meetings which compete with the official agenda of the Country Radio Seminar:

Over the past 29 years, the Country Radio Seminar has earned a reputation as a unique radio educational forum.

To preserve the learning atmosphere necessary for the success of the event, guidelines regarding competing events and meetings have been established by the Board of Directors. They were developed in conjunction with the Record Industry Committee, which includes participants of all major record labels, and by the CRB Radio Committee. These guidelines apply to all individuals and companies (including, without limitation, sponsors and registrants) who participate in any way in Country Radio Seminars presented by CRB, Inc.

Scheduling and holding meetings and events which conflict with the published agenda of any Country Radio Seminar is contrary to the policy of the Board of Directors of CRB, Inc. Specifically prohibited are breakfasts, luncheons, entertainment, or any other social or business gathering which has the potential to draw registered attendees away from the seminar site and seminar sessions.

The Board of Directors requests that all attendees respect these guidelines and, out of consideration for the Agenda Committee of the Country Radio Seminar, not participate in any activities that conflict with this policy.

The Board of Directors of CRB, Inc. places a very high value on the learning experience of the Country Radio Seminar and has determined that those who violate these guidelines will be subject to sanctions by vote of the Board of Directors such as restricting those persons and their companies from participation in Seminar activities including registration, hospitality suites, sponsorships, ARTS Sessions, and/or the New Faces Show.

Those desiring to hold meetings or entertainment events in conjunction with the Country Radio Seminar are urged to contact the Executive Director of Country Radio Broadcasters for a listing of officially available times which do not conflict with the seminar agenda.

BY WADE JESSEN

## SEMINAR THEME

Welcome to CRS 29, officially titled "CRS-29@downtown.come." Clever idea on the part one or two imaginative agenda committee members who stir up a new theme each year. As part of that committee, many of us felt that we needed to skip the lofty, ambiguous themes that are typical at this convention and many, many others. Our goals are certainly the same from year-to-year—we want attendees to enter the convention hall ready to absorb as much information and network with as many industry professionals as possible. While we strive to create an agenda that's timely, informative, interactive and thorough, this year we've changed our address... "CRS-29@downtown.come!"

We've moved to the streets of downtown Nashville, and the "address" says it all. Many previous attendees will notice a different sort of spirit to our annual gathering, and first-timers will be broken in with all the history and magic that Nashville's revitalized downtown has to offer.

If you're expecting Nashville's downtown area to cater exclusively to country music and its allied tourism industry, you're definitely in for a pleasant surprise. Of course, the old Ryman Auditorium still stands as "The Carnegie Hall of the South," hosting performers of boundless musical styles just as it did following its days as the Union Gospel Tabernacle, and subsequent home of the WSM Grand Ole Opry from 1943 to 1974. Today you're as likely to hear jazz, blues, folk, gospel, and pop music from its hallowed stage as country.

Nashville never quite got pegged as a sleepy city, and it still isn't. From the early settlers on the banks of the Cumberland to today's bustling, modern center for education, religion, the arts, banking and insurance, publishing and printing, and of course, the music industry. It's Nashville's reputation for being a world-class recording

and songwriting center that gives the city its international reputation. While you're here, don't miss historic Printers Alley! This one-time home to Nashville speakeasies has evolved into a micro-district for jazz, blues and country music, and the entire rejuvenated downtown district is dotted with music and dining spots for all tastes.

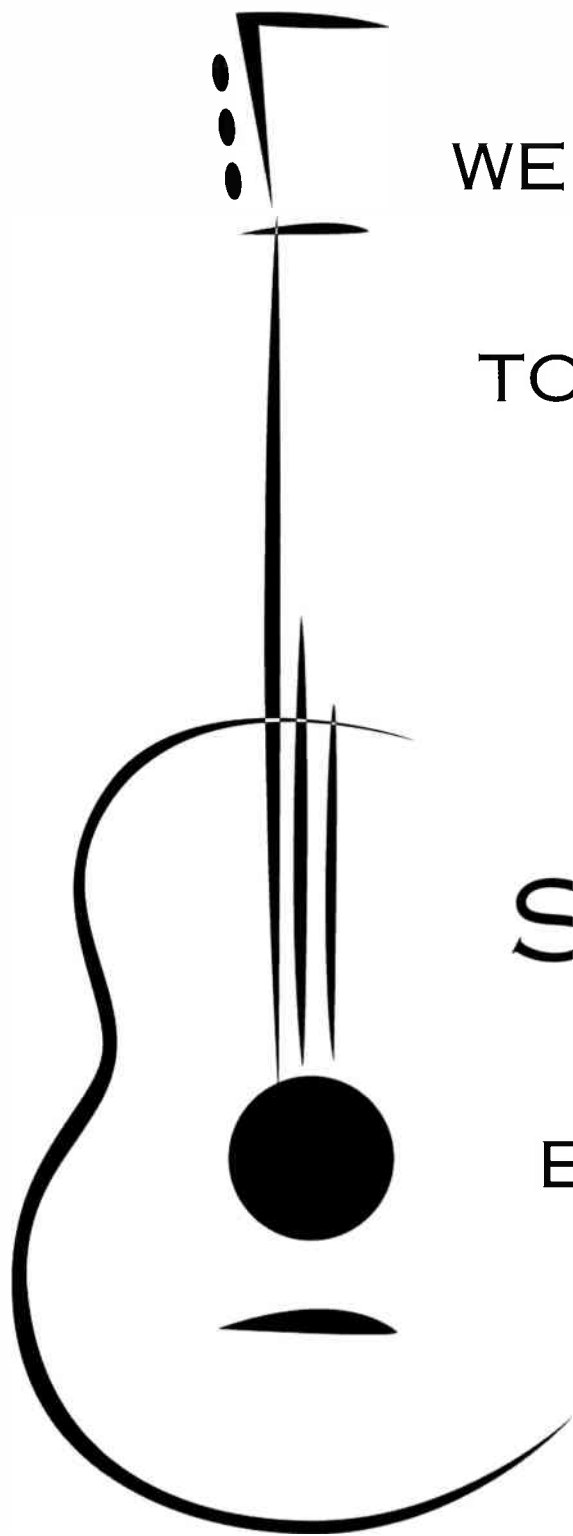
As for the information super highway connotation in our theme, this year's CRS will be brimming with current and futuristic information in virtually every area of the post-Telecommunications Act era, and we'll revisit some timeless programming, sales, marketing, and management issues, and present radio professionals at every level, from beginners to seasoned professionals, with new and different approaches to everyday radio management, programming, and air personality issues.

Although there's plenty on our schedule for the hungry beginners, don't be too surprised if you see a few old faces sprinkled throughout our wildly popular CRSU sessions, specifically designed to inform and to refresh.

Last but certainly not least, sharpen your senses at the convention with all the exciting entertainment you'll find woven in and out of our sessions this year, and don't miss WCRS LIVE! on Saturday afternoon for a true taste of Nashville that's part of the agenda!

On behalf of the agenda committee for CRS 29, welcome to our city and to our seminar. We know you're in for incomparable professional and personal experiences while you're in the heart of "Music City USA."



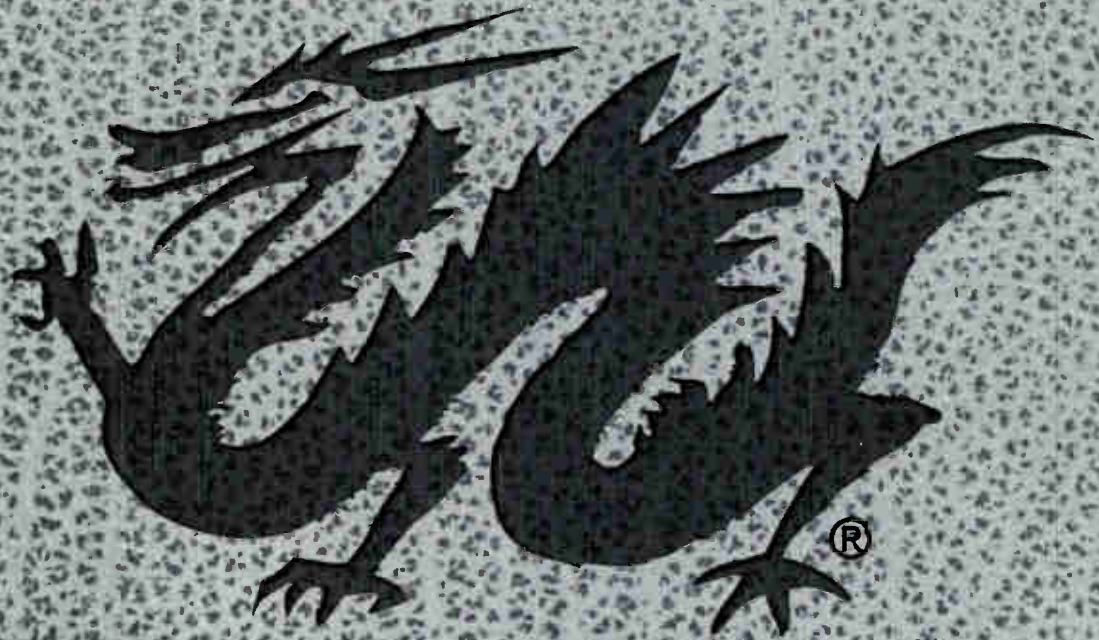


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**Through the Night**  
*with Bob Booher*

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BY BONNIE BUCY

## EAGLE RESEARCH PROJECT FINDINGS MAKE IT A "MUST ATTEND" SESSION

ommissioned by the Board of Directors of Country Radio Broadcasters, Eagle Research undertook an intensive research project aimed at providing country radio with revenue-increasing assistance in the areas of sales and marketing. The results being presented by Joel Reish, V.P. & Director of Market Research for Eagle, during the 29th annual Country Radio Seminar make this a "must attend" session for registrants.

CRB President Ed Salamon points out, "While most available research focuses on the country life group, our target is the buyer of country radio. It is the Board's feeling that the greater understanding country radio account executives have of their current and potential customer base, the more profitable their businesses will be. Helping to improve station revenues is one of the most important ways CRB can strengthen the country format as a whole."

Comprising two separate phases, Eagle Research launched its project at country stations located in the Top 50 markets that have more than one competitive station. Those interviewed for the project included GSMs/LSMs/AEs and media buyers with particular attention being paid to any objections held by media buyers regarding the purchase of more than one country station. In the second phase, KRMD/Shreveport, LA served as a test study for a small market focused project with results being utilized to discover how both station personnel and local media buyers perceive the competitive matrix of advertising.

Characterizing the projects as a "competitive country station study" and a "radio industry study," Charlie Cook, Chairman of the CRB Research Committee, pointed out the findings can be used in any market size and useful to all country radio stations.

"No matter what we accomplish in Nashville at CRS 29," says Cook, "the major goal for our radio stations is to drive up revenue. This study gives management and sales staff the ability to make more money for their stations. What with radio stations taking over their competitors or being the odd man out, the relationship with the buyers and retailers in your market is going to be stretched and strained. This kind of material will help you know what they're thinking, what their goals are and how you can partner with them before you walk into their office."

Cook continued, "The material's being presented in a fashion allowing you to simply put your letterhead on it and be on the street within the week. The Board of Directors felt it was important for us to expand the seminar's influence by giving material to sales departments that was immediately relatable to revenue."

Reish will present the findings in two separate sessions plus provide handout material for attendees to take back to their stations. The first session is Thursday at 2:00P.M. and second is Saturday morning at 9:30A.M.

*Eagle Research was formed in 1994 as a full-service, client-oriented research company. It now serves a diverse customer base of radio, television and Fortune 500 companies. Headed by industry veteran and company president, Gregg Lindahl, who oversees the operations of both the Atlanta and Denver locations, the company's staff of more than 150 research professionals collectively have decades of experience in all aspects of market research.*

BY PAM GREEN

## GARTH BROOKS THURSDAY KEYNOTE

Garth Brooks is the biggest selling solo artist in music history, with over 67 million in sales; he's one of the industry's most awarded (and the reigning CMA Entertainer of the Year); his self-titled 1989 debut album sold more than 7 million copies, making it the best-selling country album of the '80s; and his second album, *No Fences*, sold more than 13 million, making it the top selling country album of all-time. Last August, Garth played to a record-setting crowd at New York's Central Park and a record-breaking 15 million people watched it on HBO.

On Thursday, Garth will be taking the CRS 29 stage — front and center, but not in his usual environment before thousands of fans. He'll join R & R country editor and Nashville bureau chief, Lon Helton, for an informal one-on-one conversation. We'll also be treated to an occasional acoustic song from Garth.

Garth is certainly no stranger to CRS. He's received the prestigious CRS Humanitarian Award and has played at CRS as a Super Face. At Garth's first CRS in 1989, he told me, "I'm a real optimist so the hard times in your life means that there's a rainbow waiting. And my hard times are the greatest lessons I've learned in my life. So when I'm going through hard times, I just know there's gonna be a day I'm gonna look back and say, 'that lesson was worth every teardrop.'" Prophetic words considering the year Garth has just lived through!

In 1997, Garth's tour attracted over 3 million fans. For Garth, performing is "...all about fun. It's all about entertainment, and it's all about some kind of magic - of feeling like you're one-on-one with the artist that you've come to see. That's all there is to it.

If it's one person or if it's 15,000 people or if it's just you and your guitar in the room - if you don't feel good about what you're doing, no one else is gonna feel good about what you're doing, either."

Garth has the most loyal fans in the world, but he never takes them for granted. "The whole thing about the people is [that] when you bow your head at supper you know that the roof is over your head. And those walls are up around you because of the people. When you hear that wind howling outside, and you're warm, it's the people."

You won't want to miss Lon's chat with Garth. It's the hottest interview since Matt Lauer and the First Lady!



# CLEDUS T. JUDD

(no relation)

A photograph of Cledus T. Judd, a man with a beard and mustache, lying in a white bathtub. He is holding a bouquet of flowers in his right hand. The bathtub is on a tiled floor, and various shaving supplies are scattered around it, including a pair of brown boots, a glass jar, a shaving brush, and a can of shaving cream. The background shows a house with a blue roof.

**Did I Shave  
My Back  
For This?**

the new album, hitting radio march 1998  
featuring *wives do it all the time*  
& *first redneck on the internet*

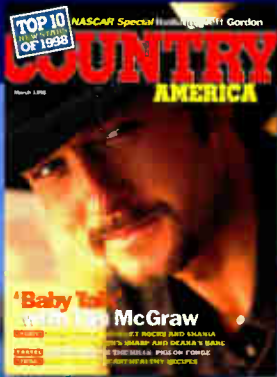
**WATCH OUT!**



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Country America  
magazine is powerful.

It's tapped into a deep, deep well.  
Of pure, natural American soul.

Vital and strong. It's at the core. Of who we are. Of what  
country stands for. **Originality**. History. Home.  
People who define loyalty. Who are true to what they believe  
in. Who live to a beat, gutsy and **unique**. It's the  
sound of life in the land that wants nothing more than to hear  
freedom's ring. With **passion**. **Loud** and clear.



BY BONNIE BUCY

FRIDAY KEYNOTE  
SPEAKER  
RIES SAYS  
FOCUS IS NAME  
OF BUSINESS GAME



Al Ries, co-author of "The 22 Immutable Laws of Marketing" and author of the follow-up book, "Focus: The Future Of Your Company Depends On It," has been preaching the latest business buzzword longer than anyone. Taking his argument of "Focus is the most powerful concept in marketing" one step further, Ries now shows managers specifically how to focus to achieve a more powerful position in the marketplace...be it a business on Wall Street, one located in Smalltown, U.S.A., a music associated business, or a radio station anywhere in the country.

Ries explains that in the '70s, strategy was "diversification," the notion that every company needed a counter-cyclic business to balance out its regular business. In the '80s, it was "synergy," the notion that a company could exploit similarities between such products as magazines and motion pictures as did Time Warner. Subsequently, focus was lost and their growth-at-any-cost goals led companies to invest heavily in other companies, the development of new, often unrelated products, and the cultivation of new markets and distribution channels...anything that promised new sources of revenue.

Ries cites many companies that stayed focused on their core business and, in the long run, enjoyed greater profitability than others who didn't stay concentrated. He advises that in order to focus, it may involve sacrifice-giving up some portion of the market, versions of the product, or some distribution channel. As examples, he cites Sears Roebuck's "comeback" due to their dropping of insurance, real estate and stock brokerage

endeavors while unfocused Wal-Mart's stock has declined in the past five years. Where PepsiCo has been successful in restaurant and snack food undertakings, Coca-Cola remains half the size with stock worth twice as much.

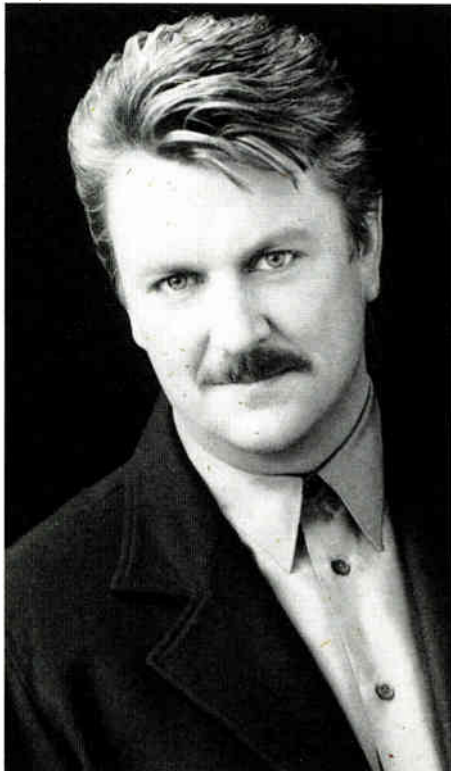
Ries pulls forth an overwhelming number of examples to prove his case. He admits it is impossible to win 100% of any market as long as competition exists. From debunking "The Quality Axiom" to detailing the importance of perception, from describing the five strategies for coping with change to showing how a company can "own" a word in the customer's mind, Al Ries brings his marketing expertise to bear on the problem of competition and the importance of focus in today's rapidly changing, technology-driven marketplace which mandates constant quick thinking and reassessment.

Asked how you choose what to focus on, Ries says, "Be first in a category, bet on the future and be the opposite of the leader." He lays out the smart way for your music company or radio station to evolve without sacrificing the key assets you'll need in the long run.

Al Ries' Friday Keynote Speech could well bring your company on track...even if you don't think you need it!

BY BONNIE BUCY

JOE DIFFIE 'MOVED'  
WHEN NAMED  
RECIPIENT OF  
CRB'S 1997  
HUMANITARIAN OF  
THE YEAR AWARD



allowing a very moving acceptance speech upon being named recipient of Country Radio Broadcasters' 1997 "Humanitarian of the Year" award, Epic recording artist Joe Diffie gazed intently at the large glass trophy. He later admitted he "saw Tyler's face in it."

The Tyler he was referring to is his beloved son who was born with Down Syndrome in 1989 and has been a contributing force since then for a lot of the charitable work Diffie undertakes. Coupled with the fact Diffie also feels life has been exceptionally good to him and he feels obligated to "give back to it," his charitable deeds make him a most deserving recipient of the CRB's prestigious award.

The fundraising events particularly close to his heart are the "Country Steps In For the First Steps Concert" and the "Joe Diffie Charity Golf Classic" for First Steps/ Duncanwood School, the facility attended by Tyler for the first three years of his life. Diffie's efforts through these events have raised more than \$300,000 for the school and its programs. Started in 1992, the concert was originally held at the Grand Ole Opry House, but moved to the Ryman Auditorium this year. The tournament is scheduled for the Hermitage Golf Club in Nashville this year.

An enthusiastic golfer, Diffie makes it a point to play in other celebrity tournaments staged on behalf of worthy causes. Contacted continuously to donate autographed items and such to various auctions benefiting charity, "Joe doesn't turn a single one down," reports one of his management personnel.

Although he moved a lot as a kid, Diffie proclaims himself as "Oklahoma raised." His entire family was musical and he recalls taking trips where his "mother, dad and two sisters harmonized while dad drove the car."

"Dad could have been an artist himself. He had such a strong love for country music. He'd play George Jones and Merle Haggard, so I grew up loving them as well as the humorous stuff by people like Homer and Jethro... I can even remember a comedy album by Johnny Cash. I also like songs sung by such people as Sonny James and Tom T. Hall," Diffie reminisced.

Although he played with gospel ensembles and a rock band in high school, Diffie's original goals didn't include playing music dates...he aspired to be a doctor...at first a heart surgeon and then a chiropractor after he suffered a football injury. He still reads medical textbooks and journals for fun.

With several gold and platinum albums behind him just since 1990, Diffie's seventh and latest release is entitled "Twice Upon A Time." "I looked for songs for this album that dealt with everything about being human," Diffie explained. "Of course, it's basically getting down to finding coherent songs that make sense...that have good hooks and good grooves. The ballads I sing have to affect me emotionally. I pick songs like a radio listener. I try to find something that either gets me dancing or gives me thrills."



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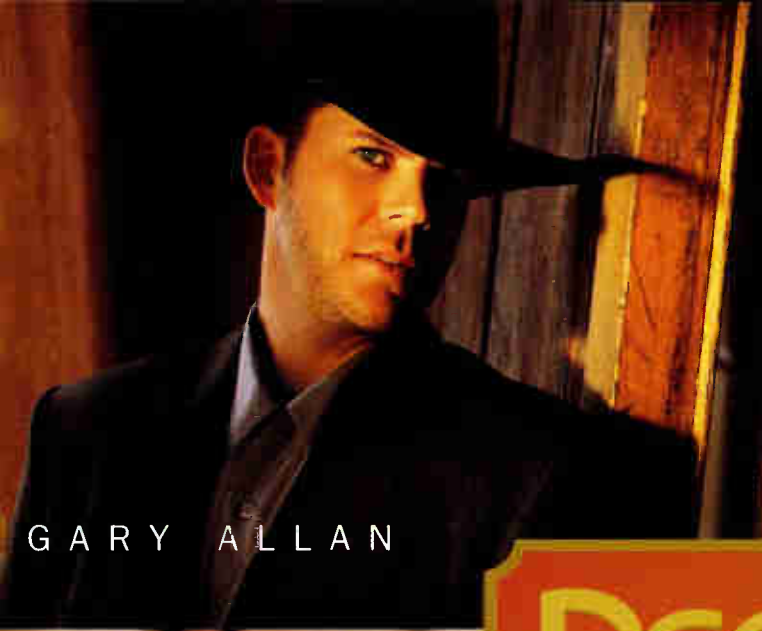
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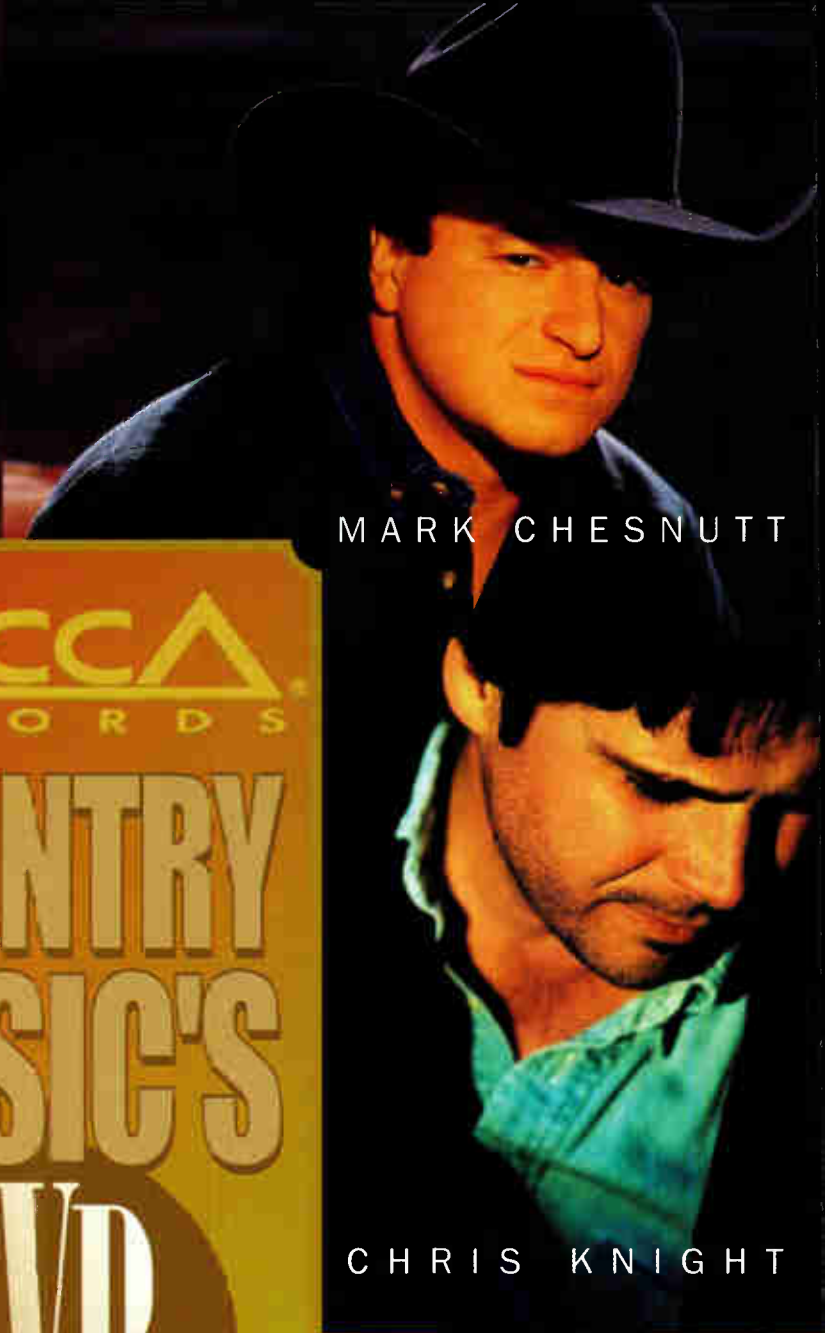
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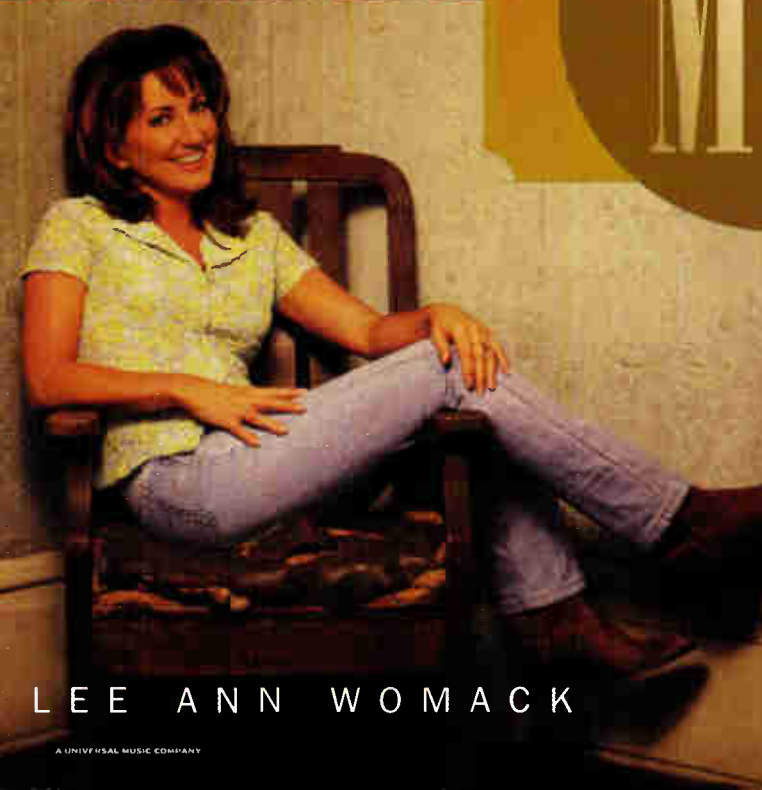


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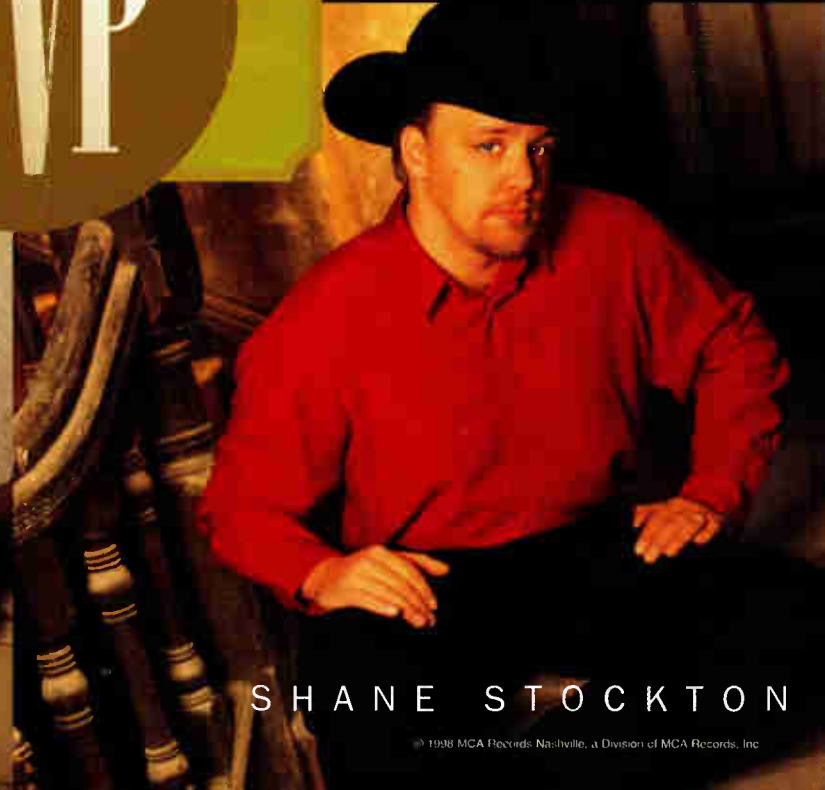
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CHRIS KNIGHT



LEE ANN WOMACK



SHANE STOCKTON

LEE ANN WOMACK  
HEADLINES  
THURSDAY  
LUNCHEON SHOW



Decca Records proudly presents Lee Ann Womack and new artist, Shane Stockton, at the Thursday luncheon show. Lee Ann was introduced to radio when she opened for Mark Chesnutt last year at Decca Records' luncheon show. Her performance won her a rare standing ovation. Since that time, Lee Ann has become one of country's fastest rising stars. She has already scored three hit records including "You've Got To Talk To Me," "Never Again, Again" and "The Fool." In a recent interview I asked Lee Ann what "The Fool" did for her career. "Your first number one song is just very, very special...It took me from the little country girl to the next level... When we go out on the road, it's like people are waiting for you to get to that song. The reaction is wonderful." But ironically "The Fool" was a song that Lee Ann was originally not going to record. "After I passed on it, the record label called me in and said, 'We really think you need to reconsider this one... We're telling you it's a hit. You're going to love it after you cut it and you hear it done your way.' They were right. I've loved it from the time I put my vocal tracks down. So that was really the turning point...just listening to people who knew what they were doing."

Last October, Lee Ann received her first major award nomination for the Country Music Association's Horizon Award. A month later, she received the International Album of the Year award at the British Country Music Awards for Lee Ann Womack. Entertainment Weekly magazine named Lee Ann Womack one of the three best country albums of 1997 after it received raves from fellow artists Vince Gill, Alan Jackson and George Strait. Last month, Lee Ann walked away with Favorite New Country Artist at the American Music Awards, and received her first gold album for Lee Ann Womack.

Before moving to Nashville, Lee Ann studied music at South Plains Junior College in Levelland, Texas. She continued her studies at Nashville's Belmont University which enabled her to intern at MCA Records. After getting married and becoming a mother, Lee Ann stayed home a few years.

She later began doing showcases around Nashville and singing demos for fellow songwriters. In 1995, she became a staff writer for Sony Tree and, in early 1996, Lee Ann signed a recording contract with Decca.

After struggling for ten years as a songwriter and singer, these days Lee Ann is living her dreams. But at one point, Lee Ann almost gave up pursuing her life-long dream. "I left [Nashville] and went back home and thought I might just stay there, get married and raise a family. My mom came in my room one morning and said, 'You get your stuff and you get back up there.' And I did, thank goodness! But it was tough."

Opening for Lee Ann is Shane Stockton. Raised in Breckenridge, Texas, Shane's parents were music lovers and his father, a Baptist preacher, was also a gospel singer.

He was inspired by listening to the music of country greats Merle Haggard, Johnny Cash, Lefty Frizzell, Buck Owens and Roger Miller. At six, Shane got his first guitar, but didn't start to get serious about music until he was nine. In his early teens, Shane was performing on the local North Texas Opry circuit, writing songs, playing football, and performing musical theater.

After high school graduation, Shane started making trips to Nashville to work on his singing and songs. As he continued to hone his craft in clubs in Texas and the Southwest as well as in Nashville, Shane came to the attention of Decca Records. His debut album, *Stories I Could Tell*, will be released in May. Shane penned all ten songs on the collection, an impressive feat for any new artist.

With incredible success in 1997, Lee Ann Womack has shown us that she's a rising star in country music. And her Decca labelmate, Shane Stockton, just might be the one to watch in 1998. You won't want to miss this show!

BY PAM GREEN

ASCAP'S  
JASON SELLERS  
AND REPRISÉ  
NASHVILLE'S  
MICHAEL  
PETERSON  
ENTERTAIN AT  
FRIDAY LUNCHEON

*SCAP and Reprise Nashville co-sponsor the Friday luncheon show with ASCAP songwriter Jason Sellers and Reprise Nashville recording artist Michael Peterson.*

Jason Sellers kicks off the show. Born in Gilmer, Texas, Jason started touring with his family's gospel group, the Sellers Family, at age four. Jason told me, "We played 200 to 250 dates each year singing gospel around Texas and Oklahoma. We played mostly churches and some auditoriums. That was really the training ground for me as a singer and musician." When Jason was 17, he performed in a variety show in Arkansas for the summer. "It was fun. It was a great learning experience. For one, it was the first time I lived away from home and the first time I played a lot of different music." Returning to Texas, Jason formed a band with brother, Steve. Playing dates around Texas and Oklahoma, the group traveled in a bus bought from their dad.

At nineteen, Jason moved to Nashville. Reflecting upon his first day in Nashville he recalls, "I was probably more anxious, maybe scared to some degree, but excited to be here." Seeking advice on how to break into the music business, Jason called Vince Gill during one of his visits to Nashville. "The week I moved, I hooked up with Vince on a demo session. This was before he hit it big with 'When I Call Your Name'.

I gave him my sales pitch and, fortunately, he gave me an opportunity to play.

It was intimidating. Vince was an idol of mine. I learned a lot from him in the little time we spent together... Things worked pretty quickly once I moved here."

After a two year stint in Billy Joe Royal's band, Jason joined Ricky Skaggs's band. "For 4 1/2 years, I played bass, sang harmony and even road managed for Ricky. I also wrote for his publishing company. It was a big help to my career."

During this time, Jason got serious about songwriting and when he signed with Starstruck Writers Group in 1996, he began doing demos. As Jason remembers, it was a

great experience. "When I started singing demos, it got to a point where I sang from ten in the morning to nine or ten every night. It was challenging to learn a lot of songs each day... I got comfortable in that environment [the studio], and I found songs for my record [his BNA debut album] and made a living." Some of the songs Jason demoed became hits for other artists like "Don't Get Me Started" (Rhett Akins), "Come Cryin' To Me" (Lonestar), "A Broken Wing" (Martina McBride), "She Left A Lot To Be Desired" (Ricochet) and "(This Ain't) No Thinkin' Thing" (Trace Adkins).

This Friday, we'll hear Jason perform selections from his BNA debut album, I'm Your Man. The CD contains eleven cuts, five of which he co-wrote. When I asked about his goals for making the album, he told me, "Obviously, I want to cut hit songs and have success. For me, I wanted to express myself on some of the songs. Lyrically I wanted to sing songs with heart and soul - not a lot of ditties... Two of the songs on the record were inspired by my divorce from Lee Ann Womack. During that time, I was cutting my record. I think you can steer away sometimes from those emotions but, as a songwriter, it helps to get them out in the open."



Jason Sellers



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Michael Peterson closes the show. Michael had a very memorable 1997, scoring his first #1 hit, "From Here to Eternity." He wrote the song over twelve years ago after seeing the title in a video store. His debut record, "Drink, Swear, Steal & Lie," went to #3. When I asked Michael about his goals, he told me, "I really want to have a career. I'm not just into the money. I know it sounds like a cliché but, to me, money has always been a by-product of my life...It's been more important to have the success and to have the chance to be a part of this community. When we put out "Drink, Swear, Steal & Lie," we knocked on the door and people started answering. I've begun to feel as though I'm being invited to be a part of a creative community. It gave me a great kind of joy because when I was growing up my grandma heard all the songs nobody ever wanted to hear. She loved me, told me I was great and told me I could be somebody. It's kinda coming full circle to see her prophecy begin to unfold."

Born in Tucson, Michael grew up in Eastern Washington state where he was first exposed to music from his grandmother's record collection. He got his first guitar at fifteen and two years later was writing songs. Earning a scholarship in both football and music from Pacific Lutheran University, Michael was forced to choose between the two and football won out. But in 1991, he began making regular visits to Nashville and by August, 1995 moved to Music City. A few months later he had a publishing deal, and the next year Michael signed a record contract with Reprise Records.

On Michael's self-titled album, he co-wrote ten of the eleven songs including his current record, "Too Good To Be True." After years of writing alone, I asked Michael why he wanted to co-write. "I realized there were some missing pieces in my learning experience.

The best way to learn how other people think is to let them talk, and so I got a chance to do that. Man, I've learned so much. It's funny. I've been at this for so long, but I feel like I'm just beginning to have a career at it. I've been doing my apprenticeship all these years, and now I've finally got my journeyman's card. When I came here [Nashville], I realized I didn't have it yet. And I made a conscious decision to stay away. I stayed away for three years. I'd say hold your cards until you've got some aces to play."

Join Michael and Jason as they show their aces to a full house at the Friday luncheon show!



Michael Peterson

BY PAM GREEN

## CMA PRESENTS DEANA CARTER AND BRYAN WHITE AT SATURDAY LUNCHEON SHOW

The Country Music Association proudly presents two of country music's brightest stars, CMA award winners Deana Carter and Bryan White at the Saturday luncheon show. Deana picked up her first CMA award in October for her breakthrough record, "Strawberry Wine" in the Single of the Year category. At the CMA awards in 1996, Bryan walked away with the Horizon award. Some very special guests will join Deana and Bryan for the performance.

1996 was a banner year for Bryan, and he built on that foundation in 1997. His albums, *Bryan White* and *Between Now and Forever* are platinum, and his current collection, *The Right Place*, is already gold. Besides the CMA Horizon award, Bryan has taken home trophies for ACM Top New Male Vocalist and TNN Music City News Male Star of Tomorrow, all in 1996. His #1 records include "Someone Else's Star," "Rebecca Lynn," "I'm Not Supposed To Love You Anymore," "So Much For Pretending" and "Sittin' On Go." "That's Another Song," "Love Is the Right Place" and "One Small Miracle" are a few of Bryan's other hits.

The more successful you are as an artist, the more is expected of you. And in a recent interview, I asked Bryan how he handles it. "I think you'll meet their expectations just by trying your best and putting your mind to what you want to accomplish. And get out there, and don't ask any questions."

1998 is already shaping up to be one of Bryan's busiest years yet! In October, Bryan heads to Australia and Japan for his first overseas concerts. He is currently co-headlining with LeAnn Rimes on the much-anticipated *Something To Talk*

About national tour, which will continue throughout the year. Bryan has a great time when he hits the stage. "I think the reason I always come across as relaxed on stage is that it's my element. I feel most comfortable there. I'm nervous right up until I get up on stage, and then it all comes together. I just have fun!"

Bryan's songs continue to be recorded by other artists. Diamond Rio had a big hit with Bryan's song, "Imagine That," and Sawyer Brown took "I Don't Believe in Goodbye" (co-written with Mark Miller and Scott Emerick) to the top five. Now, LeAnn Rimes has recorded one of Bryan's songs for her upcoming album.





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Before Deana performed at last year's New Faces show, she already had a platinum album and a #1 record with the Grammy nominated tune "Strawberry Wine." What has that song done for Deana? "I wouldn't have a career. Or I might, but my career might not have taken off this soon without that song. And I think it's an answered prayer, honestly, is what that song is for me."

1997 continued to get even better. Just a year after the 1996 release of her debut album, *Did I Shave My Legs For This?*, it's up to 3 million in sales. The album was #2 on Billboard magazine's top 10 albums of 1997, and is the only debut album in history to be nominated for 6 CMA awards. In addition to the #1 hit "Strawberry Wine," Deana has given us radio favorites like "We Danced Anyway," "How Do I Get There" and "Count Me In." Last year she was one of People magazine's "50 Most Beautiful People."



Deana wasn't an overnight success. After she signed a record contract in 1991, it took five frustrating years before her debut album was finally released. I asked Deana if it was worth the wait. "It definitely was. I wouldn't change a thing. I look at it like this may never happen again and, thank God, it happened the way it did. Within six weeks 'Did I Shave My Legs For This?' was gold, and then twelve weeks it was platinum. And it just keeps going up." A year ago, Newsweek published a list of 100 people that the magazine called "The Century Club." According to the magazine, what they all have in common is that they are personalities "whose creativity or talent or brains or leadership will make a difference in the years ahead." Deana made the list because her album, *Did I Shave My Legs For This?*, "proved that raw honesty can still beat out slick packaging."

If you pick up a copy of the Anastasia movie soundtrack, you'll hear Deana singing "Once Upon A December" which received a Golden Globe nomination for Best Original Song from a Motion Picture for the writers.

Deana is currently touring with Alan Jackson, and she's busy writing songs for her follow-up album to *Did I Shave My Legs For This?*

Don't miss this opportunity to see two of country's rising stars—Bryan White and Deana Carter along with their special guests. We'll see if Deana will be barefoot. At least maybe she'll shave her legs for the occasion.

## JOHN MICHAEL MONTGOMERY: THE CRS 29 SUPER FACES SHOW



The Academy of Country Music and SJS Entertainment present the Super Faces show starring Atlantic recording artist John Michael Montgomery to kick off CRS 29 Wednesday night. Only a little over five years since this superstar's career was launched with the single "Life's A Dance," John Michael has sold over 13 million albums, scored 13 #1 records (all, but one appear on his first Greatest Hits CD), landed at #8 on Performance magazine's list of "1997 Top 10 Grossing Country Acts" and has a mantle full of awards. Not bad for this Kentucky native, who drove a beer truck, worked as a waiter and clerked at a liquor store. A few months ago, when I interviewed John Michael, I asked him to reflect on his career. "When 'Life's A Dance' came out, I was hoping that I could maybe get a gold record out of this, and I'd be on top of the world and consider myself successful. The success of the record really surprised me. Then the success of "I Love the Way You Love Me" — I was blown away. And when "I Swear" went to the top of the Billboard chart, I was mesmerized...To this day, I keep waiting for it all to end."

John Michael spent his early years in his father's band as a guitar player and harmony singer. Years later, he started his own band with his brother, Eddie. John Michael played in clubs for 11 years before he was discovered at the Austin City Saloon in Lexington, Kentucky. Shortly after that, he signed with Atlantic Records and his career took off.

The awards started coming in 1994. John Michael was named Top New Male Vocalist by the Academy of Country Music. Also, that year, he took home the trophy for the Country Music Association's Horizon Award, which he dedicated to his late father; Best New Country Artist at the American Music Awards and Star of Tomorrow at the TNN Music City News Awards. In 1995, John Michael's #1 hit, "I Swear," was honored for Single and Song of the Year at the Academy of Country Music Awards, and it was chosen as Single of the Year at the TNN Music City News Awards. The same year, he racked up three Billboard Awards — Top Country Artist, Top Male Country

Artist and Top Country Single for "Sold (The Grundy-County Auction Incident)."

One of the keys to John Michael's success has been his ability to choose material that stands the test of time. "I have been pitched a lot of great songs and I guess, instinctively, I was able to find and pick those songs [that were] right for me. Luckily, a lot of people out there wanted to hear those songs, too. I hit a lucky combination..."

With all the success John Michael has had, he feels it's important to give something back to his community. He's doing that through the John Michael Montgomery Youth of Kentucky Foundation that helps disadvantaged families and children. John Michael told me, "I believe firmly that the future of this country is the kids. And I'm going to do what I can, especially now with a little daughter. I want Madison to grow up in a better world." John Michael raises money for his foundation through concerts and his annual Celebrity Golf Tournament.

We can look forward to hearing many of John Michael's hits including "I Love the Way You Love Me," "Rope the Moon," "Be My Baby Tonight," "If You've Got Love," "I Can Love You Like That," "No Man's Land," "Cowboy Love," "Friends" and "Angel In My Eyes." We may also be treated to his first #1 as a writer, "I Miss You A Little." John Michael told me his father, Harold, inspired the song. "I would rather not have had to write this song, of course. I pretty much worshipped and idolized him. Then all of a sudden he just gets taken away from you. It took me about a year to sit around and gather my thoughts, feelings and emotions... Finally I was ready to express the feelings I had through a song...My dad loved to sing and play music on stage. Since I was a kid, that's what I grew up loving to do. All I wanted to do was be as good as him or better and take on the dream he had and see if I could accomplish it. And, of course, it happened."

You won't want to miss this opportunity to see one of country music's hottest stars 'kickin' it up.' No doubt John Michael's show will be one of the highlights of CRS 29!

# JOHN MICHAEL MONTGOMERY

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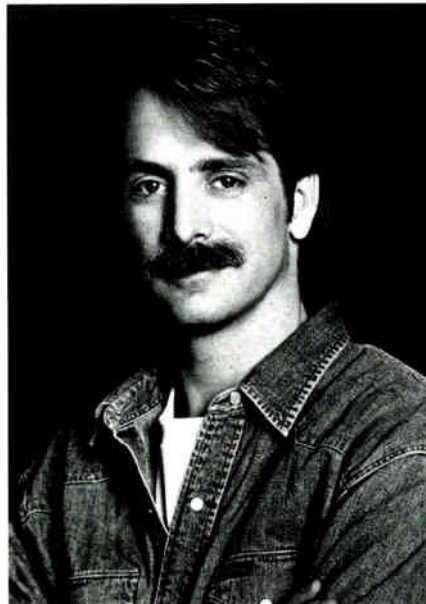
*he New Faces Show is country music's most prestigious showcase for emerging talent. This will be the 20th year for this annual tradition, and we're looking forward to an outstanding show!*

*1997 was a tough year for new artists to break through. The only act in this crop of new talent to score a top 10 hit in 1997 was the Sons of the Desert with their debut record. While they didn't have top 10 hits in 1997, Lila McCann and Anita Cochran have already scored their first top 5 records this year. Lila's first album, Lila, was the biggest selling debut by any new country artist of 1997, even out-selling Lee Ann Womack and Michael Peterson who enjoyed #1 records last year. This is only the second time in the history of the New Faces Show that the best selling new star is a woman. Last year LeAnn Rimes and Deana Carter shared that distinction.*

*This year the New Faces Show welcomes back Jeff Foxworthy as host. Jeff has starred in his own network television series and is the top selling comedy recording artist in history. His first CD, You Might Be A Redneck If..., is the #1 selling comedy recording of all time with over 3 million in sales. Jeff is currently working on his fourth comedy album.*

*In addition to being a comedian, recording artist and television star, Jeff is the author of 10 best selling books. To date, Jeff has sold over 4 million books and over 1.5 million copies of his annual calendars.*

*As Director of Artist Relations for the Westwood One Radio Networks, I've had the pleasure of interviewing each New Face. Here's what the Class of '98 had to say at this momentous career milestone:*



## SHERRIÉ AUSTIN

Arista

*(On where you see yourself in five years)*

"I used to always sit around and think about how I imagined where I was going to be, and it always screws me up so I'm trying to keep things vague. I just hope that I'm still doing this because it is the only thing I'm good at (laugh). Singing and writing is my thing, and I know I'll be in the music industry for a long, long time. I've been singing for such a long time now that I think it's in my blood. I've always thought if I didn't want to be an artist, I could see myself getting into the other side of the business as long as it was in the music business."





## DIXIE CHICKS

Monument

(Natalie Maines on what sets the Dixie Chicks apart from other acts)

"Everyone tries to play on the looks part of it and if that draws people's attention then that's fine with us. One of the fun parts is seeing all these guys in the audience looking at us and thinking 'what is this all about?' They see how Martie and Emily just rip away on their instruments they've been playing since they were little kids, and I think that people don't expect that from women... We each are three very different people and the audience connects differently with each of us. Martie's got this really welcoming smile and always makes people feel welcome whereas Emily's more of the shy, mysterious one. And then I'm just kinda the clown. It makes it easier when you've got three people carrying the weight and the burden of everything... We have a lot of fun with the guys in our band, but you know I need my friends up there. Martie and Emily make it all come together, and I realize that I wouldn't be what we are without those two, and I think they realize the same about me. We all complement each other, and we're all the Dixie Chicks."

## BIG HOUSE

MCA

(Monty Byrom on what Big House hopes to contribute to country music)

"Every form of music has a tendency to do a lot of the same thing, especially the more popular it gets. We're just trying to do something that's a little bit different... I knew every Hank Williams tune by the time I was eight years old. That's what I grew up loving. I also love Otis Redding and Al Green. I think that there's a fine line between the two styles, and I think we're somewhere in the middle there."

(David Neuhauser on what Big House's music says about the group)

"What it says about us is we're people that are interested in exploring the human condition. That's what we try to do in our songs. Some people go to psychiatrists and some people go to gin mills, but we write songs. We've been to gin mills and psychiatrists, and it didn't work."

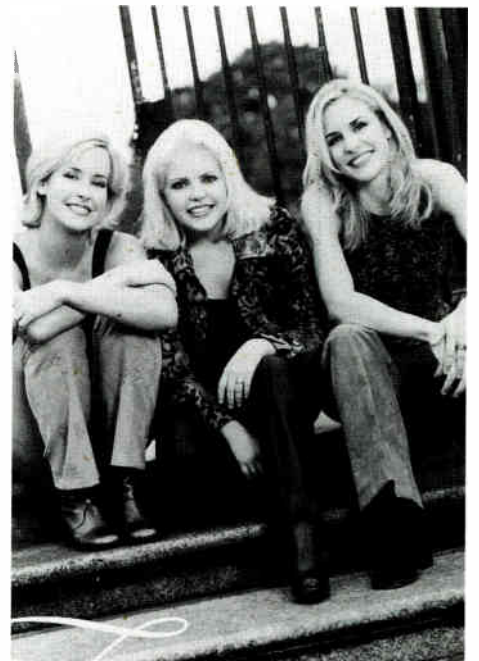


## ANITA COCHRAN

Warner Bros.

(On your greatest asset as a writer )

"I guess it would be the way that my mom and dad raised me. I had the best parents in the world, and they raised me to believe in love and believe in and care about people. So most of the time when I write it's about real things, real situations, and I give them credit for that."





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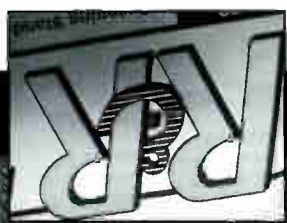
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Lyrics excerpt taken from Diamond Rio's "That's What I Get For Lovin' You" Ken Drey, Neil Thresher © 1996 Career-BMG Music Publishing, Inc. A Hard Day's Work Music (BMI) (All rights reserved by Career-BMG Music Publishing, Inc.) Rio Bravo Music, Inc. (BMI)

I start everyday  
with a smile  
on my face...  
- Diamond Rio



Country Update  
R&R Today

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## MATT KING

Atlantic

(On the best advice you've received)

"There's actually quotes I live by, and it was at the time in my life when I was trying to make a decision if I could actually make a living in music. I think all musicians go through it. It was a quote — 'the mass of men lead lives of quiet desperation and go to the grave with a song still in them.' When I read that, something changed inside of me. And I just decided that no matter what I want to do I'll work real hard at it whether I'm broke or doing well financially with it. That's the best advice because I've been living my life to the fullest long before I had a record deal. It was just being able to put your plow in the ground and move forward in life and not look back with regrets."



## THE LYNNs

Reprise Nashville

(On where Peggy sees *The Lynns* in five years)

"Sometimes I could kick myself that we didn't keep the name the Honk-A-Billies because it makes it so hard to be the Lynns. Folks think of us as these little rich girls... In the music business people think we should have it made. With that in turn, they don't give us a fair shake...I'm proud of my mother, but I don't want people to think we are on her coattails because we're not. Three months ago I probably would have said five years from now we would love to take Entertainers of the Year. But now I would like for people to take us for what we are, Patsy and Peggy - the Lynns. When you listen to our record, I want you to hear my mother's influence. But when you finish with it, I want you to turn it off and say that's the Lynns...I just want us to be the Lynns whether it be five years or five months from now."

(Patsy on working together with twin sister Peggy)

"The first time we played Tootsie's there was probably 10 people in the whole audience. The next time we played there was 15. Within 3 months, it was standing room only. You couldn't even get in the door. When you have that many people responding to what you are doing then you only get better at it... The way Peggy and I work together is so funny because being twin sisters I think is different than just being sisters...For Peggy and me, it's kinda funny because we're different, but yet we're the same. On my worst night, Peggy shines and then on her worst night, it's my best night. So it's kinda like we are each other's strengths and weaknesses."



## LILA McCANN

Asylum

(On what you think your music says about you)

"I just kinda think it says here I am. I'm this young person doing what I love to do and I'm not trying to be anything that I'm not. I'm just out to have fun and sing. That's what I always wanted to do...I think it's stuff that everyone can relate to and have a good time listening to."



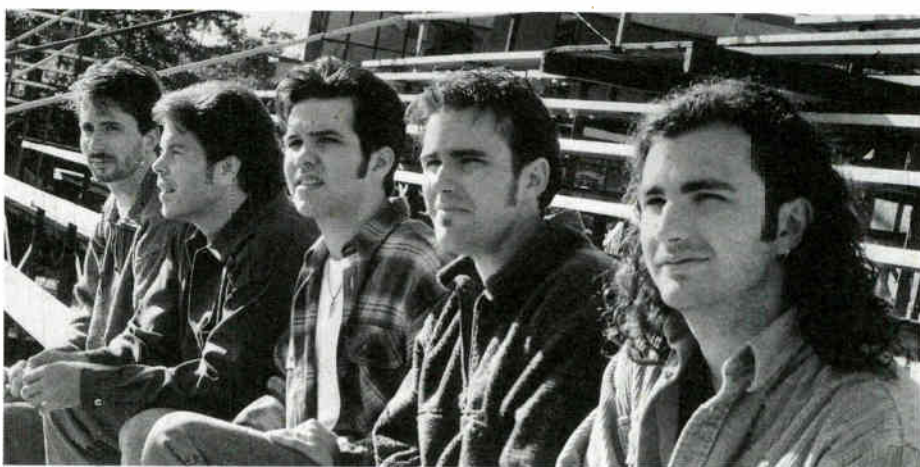
**KRIS TYLER**

*Rising Tide*

*(On what your music says about you)*

"I think it paints an honest picture of who I am and where I've been. But, more than anything, the thing I hear more and more is that [my music] is very real. I grew up in Nebraska, and I spent 25 years there. We're not fancy people. We just work. It's a blue collar existence I grew up in which I think is reflected in the music. I'm just a real person. Even if I was a big, famous country music star, I think people could listen to that music and go - 'She's just like somebody I know - she's just like me...She makes mistakes, but always tries to do better.' I think that's why Garth has had so much success. He seems like a real guy...That's something you can't fake. It's either you are or you aren't...There are some very glamorous females in country music who are very successful. That's great, and we need them too. I'm just like somebody's sister or girlfriend - kinda like what you see is what you get."

As in past years, Westwood One will be recording the New Faces Show for a three-hour special. The show will also include outstanding performances from past "New Faces," many of whom are now some of the biggest stars in country music. To carry "The New Faces Show 1998," contact your Westwood One representative.



**THE RANCH (top)**

Capitol

*(Keith Urban on performing)*

"When we play we don't hold back, and I defy anybody to find anything contrived about our performances. In some respects that sets us apart from some of the other acts. I find a lot of stiffness and a lot of choreographed kind of things by some of the country performers. I've never really understood that. To me, it's just honest entertainment. If it's an uptempo, butt-kickin' song, if that's what you do, you give it up. And if it's a ballad, you give it up. That's what you're there to do. That's what people have paid to see."

**SONS OF THE DESERT**

Epic

*(Drew Womack on what separates the group from other acts)*

"I think that all the bands that are out there now in country all stand out. It's neat to be a part of such great music that everybody can still stand out. Our contribution to country radio is what we like to focus in on. Just painting a picture with heartfelt lyrics. We focus in on lyrics a lot, but that's what we like to call our strong point. And the harmonies, of course."

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to  
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**Anita Rabasca**, Executive Assistant

**ARISTA**<sup>™</sup>  
NASHVILLE



NEW FACES

**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  
 Razy 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

### 1984

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

### 1985

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

### 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

### 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

### 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

### 1990

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

### 1991

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

Kevin Welch  
Michelle Wright

### 1992

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

### 1993

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

### 1994

John Berry  
Brother Phelps  
Gibson/  
Miller Band  
Faith Hill

Toby Keith  
Tim McGraw  
Doug Supernaw  
Clay Walker  
Joy Lynn White  
Lari White

### 1995

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

### 1996

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

### 1997

Trace Adkins  
James Bonamy  
Paul Brandt  
Deana Carter  
Deryl Dodd

David Kersh  
Mila Mason  
Jo Dee Messina  
LeAnn Rimes  
Kevin Sharp

### 1998

Sherrié Austin  
Big House  
Anita Cochran  
Dixie Chicks  
Matt King  
The Lynns  
Lila McCann  
The Ranch  
Sons of the  
Desert  
Kris Tyler



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Invites You



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**FAT TUESDAY PARTY WITH**  
**NITTY GRITTY DIRT BAND & DELBERT McCLINTON**  
**ACE OF CLUBS • 114 2ND AVE. SOUTH • 10PM**



**WEDNESDAY, FEBRUARY 25TH**  
**JACK INGRAM**

**ROBERT'S WESTERN WEAR 3 DOORS DOWN**  
**416 BROADWAY • 10PM**



**THURSDAY, FEBRUARY 26TH**  
**RISING TIDE SUITE • 10PM**

**NASHVILLE ROOM • RENAISSANCE HOTEL (2ND FLOOR)**  
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**FRIDAY, FEBRUARY 27TH**  
**REBECCA LYNN HOWARD**  
**CAFFE MILANO • 176 3RD AVE. NORTH • 6PM**



**SATURDAY, FEBRUARY 28TH**  
**KRIS TYLER • NEW FACES SHOW**

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NASHVILLE CONVENTION CENTER

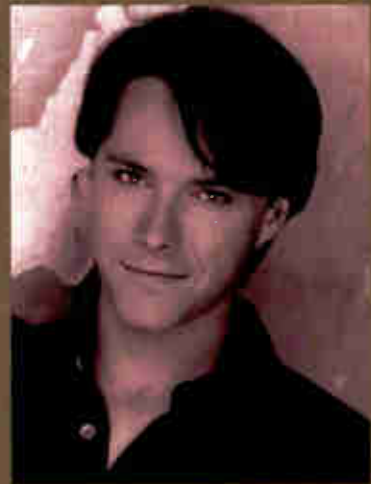
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**DISCUSSION PROVOCATEURS:**

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ALLEN SLEDGE, PROGRAM DIRECTOR, WUSN CHICAGO

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COUNTRY MUSIC ASSOCIATION

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H A V E F U N

## CRS 29 AGENDA

All meeting rooms are located  
in the Nashville Convention Center

### TUESDAY, FEBRUARY 24, 1998

11:00A.M.-6:00P.M.

Registration in the Lobby of the Nashville Convention Center

### WEDNESDAY, FEBRUARY 25, 1998

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

Registration in the Lobby of the Nashville Convention Center

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

**Artist Taping Sessions (ARTS)**, Convention Center Level 2, Rooms 204-206

Scores of country artists will be available to record station and program liners during three taping sessions. Admission to ARTS is restricted to radio, networks, and syndicators only, and requires an arm band available at the CRS registration desk. The taping session times are 10:30A.M.-12:30P.M., 1:30P.M.-3:30P.M., and 3:30P.M.-5:30P.M. Sponsored by CBS Cable and Impact Target Marketing. Audio tapes are provided to country radio courtesy of SW Networks.

3:30P.M.-5:00P.M.

**GM's Chat Room**, Convention Center Level 1, Room 102

Discuss the issues facing country radio management in 1998 with a group of your peers who face many of the same challenges as you. WOW GM Ken Fearnow and KUBB-FM GM Lee Nye facilitate this session that is sure to touch on a number of consolidation hot spots.

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

**Press Conference/First Time and International Attendee Welcome**,  
Convention Center Level 1, Rooms 103-104

Join us for a brief update on the latest additions to the 29th Country Radio Seminar as we welcome our international registrants and those who are attending CRS for the first time.

6:30P.M.-8:00P.M.

**CRS Attendee Welcome Reception**, Convention Center Level 1 Lobby

The Welcome Reception is the traditional kick-off for CRS, giving you the first chance to visit with friends and acquaintances and to revisit your network of industry colleagues. Sponsored by Radio & Records, Inc. and Premiere Radio Networks.

8:00P.M.-10:00P.M. (Doors open at 7:45P.M.)

**Super Faces Dinner and Performance**, Convention Center Level 1, Performance Hall

This is an evening of food with entertainment provided by Atlantic Records artist John Michael Montgomery.

Sponsored by the Academy of Country Music, Billboard Magazine, and SJS Entertainment.

### CRS After Hours

Hospitality will be offered at numerous suites and venues by companies participating in the Country Radio Seminar.

### THURSDAY, FEBRUARY 26, 1998

7:30A.M.-6:00P.M.

Registration Desk, Lobby of Nashville Convention Center

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

**Continental Breakfast**, Convention Center Level 1, Performance Hall

Sponsored by Kelly Music Research, Inc.

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

**General Manager's Working Breakfast**, Convention Center Level 1, Room 102

Facilitator: Tim Menowsky, President of Media Matrix, Inc.



Tim Menowsky



Joe Diffie



Ed Salamon



Garth Brooks



Lon Helton



Alan Box



Randy Michaels



Wynonna Judd



Mark Mays



John Gehron

*Continental Breakfast sponsored by Kelly Music Research, Inc.*

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

**Opening Session and Presentation of Artist Humanitarian Award,**

CRS, Performance Hall Ed Salamon, President of Country Radio Broadcasters, Inc. National anthem sung by Wynonna. Humanitarian Award presented by artist Joe Diffie.

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

**Keynote Presentation by Capitol recording artist, Garth Brooks, joined by Lon Helton**  
Convention Center Level 1, Performance Hall

10:45A.M.-12:00P.M.

**Radio Group Heads Panel, Convention Center Level 2, Room 206**

Some of top CEO's of the top radio groups in America share their companies' visions for radio in 1998 and into the next millenium.

Moderator: Alan Box, Executive Vice-President, American Radio Systems

Panelists: Randy Michaels, President and COO for Jacor Broadcasting

Mark Mays, President and COO for Clear Channel Communications

John Gehron, Co-Chief Operating Officer for American Radio Systems

Lawrence Wilson, President for Citadel Big Fork

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

**Exhibit Hall Opening**

The CRS 29 Exhibit Hall opens for the first time, featuring exciting new exhibits with hundreds of ideas to give your station or company that competitive edge. Use your Scan-and-Win Card each time you visit the exhibit hall and make yourself eligible for great prizes. Complimentary refreshments are provided by Branson Music Network. Prizes provided courtesy of Lyric Street Records. Scan & Win Cards are provided by Direct Marketing Results.

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

**Lunch and Performances sponsored by Decca Records,**

Convention Center Level 1, Performance Hall

*Join us for great food followed by special showcase performances by Decca recording artists Lee Ann Womack and Shane Stockton. Lunch will be served until 1:00P.M.*

2:00P.M.-6:00P.M.

**Exhibit Hall open, Convention Center Level 1**

2:00P.M.-5:30P.M.

**CRS Sales University**

2:00P.M.-3:30P.M.

**Pioneering Sales Research For Country Radio:**

**A Competitive Country Sales Study**

Convention Center Level 1, Room 108-109

Too often, only one country station in town enjoys a place on a buy. Why is that? This pioneering research study by Eagle Research deconstructs the myths and misperceptions country radio has and goes to the heart of the biggest sales challenge facing most country stations today. Discover exclusive sales strategies designed specifically to address the surprising findings of this study, developed by our panel of industry-leading experts. Learn how multiple country stations in each market can get on the buy. You will walk away with an action plan that you can take on the street Monday morning. Don't miss this eye-opening session, commissioned exclusively by Country Radio Broadcasters for CRS 29.

Moderator: Charlie Cook, VP of Programming, Westwood One

Presenters: Joel Reish, VP, Market Research Manager

Gregg Lindahl, President, Eagle Research

Chuck Mefford, Senior VP, Mefford Achievement System

3:30P.M.-4:30P.M.

Convention Center Level 1, Rooms 108-109

**Hiring & Managing Peak Performers** One of the nation's top country GM's, Ben Reed of KCYX & KKYX, shows you ways to increase performance for your entire sales



Charlie Cook



Joel Reish



Gregg Lindahl



Chuck Mefford

team by building on individual strengths. He'll also show you proven ways to attract, motivate, develop, and retain more competent sales people...and he'll teach you the management principles needed for peak performance. You'll take home a handout with principles and ideas ready to go to work for you.



Pierre Bouvard

4:30P.M.-5:30P.M.

Convention Center Level 2, Room 206

**Ratings Explained** Arbitron's Pierre Bouvard shows you the nuts and bolts of the Arbitron Rating System, and what it means to your station's revenue.



Maria Brunner



Bill Catino

2:00P.M.-3:00P.M.

**Radio and Records: Realizing the Common Goal,**  
Convention Center Level 2, Rooms 209-210

This is an absolutely positive session custom-designed for radio and records with the thought, "good for you, good for me, and good for us." Learn positive ways to work with radio or record company counterparts. This session guarantees you'll view the other's goals in a new light and you'll learn negotiating skills that you can use for a lifetime.

Moderator: Maria Brunner, owner Insight Management

Panelists: Bill Catino, Executive Vice President, Capitol Nashville  
Robin Joyce, Counsel, Wyatt, Tarrant & Combs  
David Haley, VP National Promotion, MCA/Nashville  
Larry Daniels, OM, KNIX  
John Crenshaw, Music Director, WCOL



David Haley



John Crenshaw

2:00P.M.-3:30P.M.

**Negotiation,** Convention Center Level 1, Room 102

Let Larry Patrick, a veteran broadcaster and expert negotiator show you how to get that pay raise, close the deal, and develop better relationships with your colleagues. Larry will outline multiple negotiation strategies, show you a win-win approach, and provide you with a Negotiation Workbook. This is a "must-attend" session if you want to be more effective in all of your negotiations.



Larry Patrick

2:00P.M.-3:30P.M. (4:00P.M.-5:30P.M. return)

**The Country Music Experience...The Music Row Field Trip,**  
Commerce Street Entrance to Convention Center

This is a must-see session at CRS...a whirlwind tour of historic Music Row! See where the music radio plays is made. Take a walk through history at the Country Music Hall of Fame, see legendary Studio B where artists like Elvis recorded, and ride down 16th Avenue South and see one of the most unique industries in the world, all within a few block area...the Country Music Industry!

The trip begins when you catch one of the scheduled tours on the Grayline, beverage-stocked coaches departing from the Convention Center on Commerce Street. The trips begin at 2:00P.M. with a new bus departing every 20 minutes until 3:30P.M. Admittance on the coaches will be on a first-come basis until the coach reaches capacity. You'll return within two hours of your departure.

The first stop is the world famous Country Music Hall of Fame and Museum. This will be your last chance to see the Hall of Fame before it soon relocates to a new downtown location. As part of your visit, you'll be admitted to the private archives not open to the public. The second part of your field trip will feature a relaxing ride on Music Row with a celebrity guide noting points of interest. Finally, you'll tour historic Studio B. The experience will take just two hours but the impressions promise to last a lifetime.

2:00P.M.- 5:30P.M.

**CRS-University: Programming,** Convention Center Level 1, Room 103  
Join this series of sessions this afternoon to learn the current state of the art of programming and the technology that supports it.

2:00P.M.-3:30P.M.

**The Ten Skills of a Great Program Director,**  
Convention Center Level 1, Rooms 103-104

Programming pro Dave Martin presents an interactive session that promises to teach you programming, polish you skills, and show you ways to collaborate to find practical

solutions. This session is for PD's, MD's who want to become PD's, and for GM's who want to better understand PD's.

3:30P.M.-4:00P.M.

**Getting Started: The basics of format structure, clocks, and rotations.**  
Craig Scott leads this session. Convention Center Level 1, Rooms 103-104

**Building on the Basics: Advanced format structure, clocks, and rotations**  
with Bob Glasco of Rusty Walker Programming. Convention Center Level 1, Rooms 105-106

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

**Setting Up Your Music Software**  
with session leader Allen Lawson of A-Ware Software.  
Convention Center Level 1, Rooms 103-104

**Technical Operations** maximizing your automation and localizing national programming with Dave Nicholson, GM of Real Country Network.  
Convention Center Level 1, Rooms 105-106

4:30P.M.-5:30P.M.

**Ratings explained** with Pierre Bouvard of Arbitron,  
Convention Center Level 2, Room 206



Pierre Bouvard

4:00P.M.-5:30P.M.

**Internet Workshop**, Exhibit Hall Meeting Room 1, Convention Center Level 1

If your station is already in cyberspace, we'll show you how to get promotional and financial windfalls from being there. If you're not on the Internet yet, we'll show you how to get there. We guarantee you'll understand the Internet better than you ever have, no matter how basic or advanced your knowledge is.

**Moderators:** Margaret Shiverick, VP of Corporate Development, MJI Broadcasting  
Andy Beal, President, Waveshift

**Panelists:** Mark Cuban, President, AudioNet  
Robert Farnell, Director of Advertising, ElectricVillage



Mark Cuban



Robert Farnell

4:00P.M.-5:30P.M.

**Work and Family**, Convention Center Level 1, Room 102

The pressures of heightened competition and the effects of consolidation spill over into your family life every week. Join us in this session to learn about getting work done and getting home. You'll develop personal strategies to balance work and home life.

Mary LoVerde, President of Life Balance, Inc., will teach you the skills you need.



Wade Jessen



Mary LoVerde

6:00P.M.-7:30P.M.

**Thursday Nite Rap Room**, Convention Center Level 1, Room 102

A CRS tradition that earns its place year after year, the Rap Rooms tonight and tomorrow provide open forums to discuss radio and record industry problems and hot topics. These sessions are for PD's, MD's wanting to become PD's, and GM's and record promotion staffs wanting to better understand PD's. Wade Jessen of Billboard/Country Airplay Monitor is one of the top facilitators around and serves in that role tonight. Join us for discussion, debate, and your favorite beverage (on us).

6:00P.M.- Midnight

**CRS After Hours**

Hospitality will be offered at numerous suites and venues by companies participating in the Country Radio Seminar.

Seminar Agenda





We salute  
Country Radio Broadcasters  
on their  
29th Annual Seminar  
and invite you to join  
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Two of Disney's newest companies have teamed together for CRS-29 to put a little cruise in your country.

*Visit the Lyric Street Records booth for a chance to win a 3-day Disney Cruise Line Bahamas cruise.*

Say "howdy" to Disney's Lyric Street Records at CRS-29 and discover Disney's newest country music record label. And while you're two-steppin' with us, be sure to enter our spectacular *Disney Cruise Line Sweepstakes*. **We're giving away three incredible vacation cruises on the new Disney Magic** – the first ship created by the dream-

makers at Disney. Each winner will experience a magical vacation filled with unique dining, amazing Broadway style entertainment along with a visit to Disney's own private island paradise in the Bahamas – *Castaway Cay*. Visit the Lyric Street Records booth for more details and rules on how you can win. **While you're at the Lyric Street Records**

booth find out about how your station can broadcast onboard the **Disney Magic** along with station group sailing opportunities.

**At CRS-29 visit Booth 102/201.**



**FRIDAY, FEBRUARY 27, 1998**

7:30 A.M.-6:00 P.M.

Registration Desk Open, Lobby of Nashville Convention Center

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

General Sales Manager's Working Breakfast, Convention Center Level 1, Room 102  
Sponsored by Jones Radio Network, and Great American Country.

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

Continental Breakfast, Convention Center Level 1, Performance Hall  
Sponsored by Jones Radio Network, and Great American Country.

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

Al Ries Keynote, Convention Center Level 1, Performance Hall

Country radio and country music are industries fueled by hard-driven marketing. Best selling author Al Ries preaches his gospel of focus and marketing as he opens the CRS Friday program day. Ries authored the huge bestsellers, "The 22 Immutable Laws of Marketing," and "Focus: The Future of Your Company Depends on It." Whatever your position within your company, you'll become a much more enlightened team member.



Al Ries

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

Exhibit Hall open, Convention Center Level 1

10:45 A.M.-12:00 P.M.

Artists Panel - All Access, Convention Center Level 1, Rooms 108-109

Artists and their tour and personal managers talk about what can and can't be done when they come to your town...and what tools radio can use when an act comes to town. Join the key players for strategies you can use to get the most from an artist's trip to your town.

Moderator: Maria Brunner, Owner, Insight Management

Panelists: Pam Tillis, Arista Nashville  
Marida Petitjean, Promotion Director, KZLA  
Doug Aitken, Dir. of Tour Marketing & Radio Relations, rpm management (Tim McGraw)  
Donnie Wilson, Tour Manager for Trisha Yearwood  
Lisa Andrick, Regional Promotion Manager-West, Giant/Reprise  
Laura Starling, Assistant PD/MD, W DEN



Maria Brunner



Pam Tillis



Marida Petitjean



Doug Aitken



Lisa Andrick

10:45 A.M.-12:00 P.M.

State of the Art Sales Manager, Convention Center Level 2, Room 209

Customer service for both listeners and advertisers can be a seamless art form! See how it's done by successful general sales managers and those who program their stations. You'll also get the chance to share your most challenging scenarios and learn from these successful teams.

Moderator: Jenny Skjodt, Marketing Manager, WFMS

Panelists: Matt Sunshine, GSM, KPLX  
Smokey Rivers, PD, KPLX  
James McConville, GSM, WFMS/WGRL  
Sam McGuire, OM, WFMS/WGRL  
Bob Baranski, GSM, KKCS



Smokey Rivers



Phil Hunt



Jaye Albright

10:45 A.M.-12:00 P.M.

Career Development, Convention Center Level 1, Room 102

This may be one of the most important radio panels you'll attend. You'll learn how to keep yourself, your staff, and your station moving forward during periods of uncertainty...you'll learn how to demonstrate your talents to the new owner and you'll learn the skills you need to keep moving up within a company or group.

Moderator: Phil Hunt, VP Consulting Services, Rusty Walker Programming

Panelists: Jaye Albright, Group PD, Jacor Broadcasting  
Justin Case, PD, WYRK  
John King, GM, WSIX  
Beverlee Brannigan, OM, KJYY



John King



Dale Carter



Roger Wimmer



Matt Hudson

10:45A.M.-12:00P.M.

**The Focus Group**, Convention Center Level 1, Rooms 103-104

This winter, what will be causing your listeners to push the button to find another station? Join this session to see real listeners...not a "panel of experts"...discussing your product, and why they choose you over your competition's station. Learn how to use focus groups to improve your station research.

Presenters: Dale Carter, PD,KFKF

Dr. Roger Wimmer, Wimmer-Hudson R&D

Matt Hudson, Wimmer-Hudson R&D

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

**Luncheon co-sponsored by ASCAP and Reprise Nashville**,  
Convention Center Level 1, Performance Hall

Join us for special showcase performances by Reprise Nashville's Michael Peterson and BNA's Jason Sellers. Lunch will be served until 1:00P.M.

2:00P.M.-6:00P.M.

**Exhibit Hall Open**, Convention Center Level 1

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

**How to Critique, Coach, and Motivate Air Talent**,  
Convention Center Level 1, Room 102

Listen as Dan O'Day shows you the skills you need to grow and succeed as an air talent and as a manager of air talent. You'll walk away with a game plan to help your staff develop faster and farther than they ever thought they could. Plus...you'll get the chance to become the air personality you've always dreamed of being.

2:00P.M.-3:00P.M.

**Award-Winning Country Radio Promotions**,  
Convention Center Level 2, Rooms 209-210

Steal, borrow, and brainstorm ideas from the best in the country. Join the winners of the CRS promotion awards as they share their winning promotions. Each winner will present their promotion with follow-up questions, and we'll open the session for you to share your favorite and successful promotions for others to borrow for their own markets.

Moderator: Karen Oboy, Promotions Director, KMPS



Karen Oboy

2:00P.M.-5:30P.M.

**The Covey Leadership Center: Leading Your Team Into the Next Millennium**,  
East Ballroom, Renaissance Hotel

Stephen Covey's organization leads this session designed to teach you the most contemporary methods to inspire and motivate your staff. Organizational consultant and author Dr. Allen Johnson delivers his straight-ahead training, and converts theory into real-life radio and music industry applications.



Dan Hogan



John Ottoway

2:00P.M.-5:30P.M.

**CRS-University: Programming**

Convention Center Level 1, Rooms 103-104

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

**Establishing relationships with record labels** with Bill Macky, Director of National Promotions for MCA Records. Convention Center Level 1, Rooms 103-104

**How to produce a morning show/getting the most from your phones** with Courtney Landrum, Morning Show Host, WALC, Adrienne Barrett, former Associate Producer of Mark and Brian Show, KLOS. Convention Center Level 1, Rooms 105-106



Bill Macky

2:30P.M.-3:00P.M.

**Getting research for free and how to interpret it** with Ray Randall, Regional Rep, Asylum Records. Convention Center Level 1, Rooms 103-104

**The Internet as a show prep resource**  
Convention Center Level 1, Rooms 105-106  
with Stephanie Orr of Countrywired and KFRG's Ray Massie



Ray Massie



Stephanie Orr



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Bill Hennes

3:00P.M.-3:30P.M.

**Basic FCC regulations and technical knowledge** with Bill Hennes, President, Bill Hennes and Associates  
Convention Center Level 1, Rooms 105-106

**Using MaxiMiSer, the ratings analysis tool for programmers**, presented by Arbitron's Bob Michaels. Convention Center Level 1, Rooms 103-104



Jim Bafaro



Gary Tabio

3:30P.M.-4:00P.M.

**Generating news and creative public affairs with limited resources** with Jim Bafaro, Managing News Editor, KTRS. Convention Center Level 1, Rooms 103-104

**Cool Gimmicks: thinking out of the box** with Fred Jacobs, owner, The Jacobs Broadcast Group. Convention Center Level 1, Rooms 105-106

4:30P.M.-5:30P.M.

**Creative Brainstorming**, with Gerry Tabio, President, Creative Resources. Convention Center Level 1, Room 108-109

2:00P.M.-5:30P.M.

**CRS Sales University**, Convention Center Level 1, Rooms 108-109

2:00P.M.-3:30P.M.

**Turning National Country Sponsorships into Local Revenue**

**Turning National Country Sponsorships into Local Revenue:** In recent years country artists have been tapped more than ever by national companies to endorse their products: Alan Jackson & Ford Trucks, Vince Gill and Bryan White & Kraft Foods, and Clint Black & Keebler, to name a few. Learn how your station can localize these sponsorships and generate new revenue as a result. You'll hear pros from a top ad agency, a promotion marketing company, a consumer goods company, and a business development company discuss their strategies for success. You'll walk away with some actionable plans that will generate revenue for your station.

Moderator: Jenny Skjodt, Marketing Manager, WFMS

Panelists: Dan Hogan, Group Brand Director of Ford Truck Account Group, J. Walter Thompson

John Ottoway, Management Director of Ford Division/Dealer Advertising programs, J. Walter Thompson

Alison Glander, President, Global Sales Development

3:30P.M.-5:30P.M.

**Unleash the Power of Creativity**, Room 108-109

This quick-paced interactive session will teach you new techniques for higher sales through idea generation techniques. You will be able to put these five new brainstorming methods to work immediately.

Panelists: Gerry Tabio, President, Creative Resources

Mike Ford, Director of FM Sales, KWEN/KJSR/KRAV



Gary Tabio



Mike Ford

4:00P.M.-5:30P.M.

**Brand Management**, Convention Center Level 2, Room 209

Three distinguished marketers from outside radio will show you the value of building your radio station as a brand in your market and your region. You'll learn the fundamentals of brand management including defining objectives and developing ways to measure results.

Moderator: Steve Sapp, Marketing Manager, KSON

Panelists: William R. Black, Allied Domecq Retailing (parent to Dunkin' Donuts, Baskin-Robbins, and Togo's brands)

Bob Storin, Director of Marketing, CMT

Tom Tussing, President, The Marketing Advantage



Steve Sapp



William Black



Tom Tussing

Agenda



Rusty Walker

6:00P.M.-7:30P.M.

**Friday Nite Rap Room, Convention Center Level 1, Room 102**

A CRS tradition that earns its place year after year, the tonight's Rap Room provides an open forum to discuss radio and record industry problems and hot topics. These sessions are for PD's, MD's wanting to become PD's, and GM's and record promotion staffs wanting to better understand PD's. Veteran programmer, Rusty Walker of Rusty Walker Programming serves as tonight's facilitator. Join us for discussion, debate, and your favorite beverage (on us).

**CRS After Hours**

Hospitality will be offered at numerous suites and venues by companies participating in the Country Radio Seminar.

**SATURDAY, FEBRUARY 28, 1998**

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

**Registration and Information, Convention Center Lobby**

Plan to turn in your CRS evaluation diary this afternoon to either the Lobby Registration Desk, or the Level 1 Information Booth.

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

**Continental Breakfast, Convention Center Level 1, Exhibit Hall**

*Sponsored by Radio One 2 One.*

8:00A.M.-12:00P.M.

**Exhibit Hall, Convention Center Level 1**

9:30A.M.-11:00A.M.

**Buyer and Client Perceptions of Radio, Convention Center Level 1, Room 108**

We all know what advertisers think of radio—or do we? Eagle Research presents the findings of a single-market case study that provides an exclusive look at the strengths and weaknesses of each advertising medium as perceived by buyers and clients—and specifically how radio stacks up. This seminar includes a demonstration of a SalesScope study, which pinpoints the key perceptions and images of each radio sales team and individual account executives, both at your station and across the street. Come see what the head of a major group called "the most important research a station can do in the era of consolidation."

Moderator: Charlie Cook

Presenters: Joel Reish, VP, Market Research Manager

Gregg Lindahl, President, Eagle Research

Chuck Mefford, Senior VP, Mefford Achievement System



Charlie Cook



Joel Reish



Gregg Lindahl



Chuck Mefford

9:30A.M.-11:00A.M.

**Putting It All Together: Today's Radio Station Meets Tomorrow's Technologies, Convention Center Level 1, Exhibit Hall Meeting Room 1**

This session features veteran programmers who have successfully wedded local programming with satellite, hard drive/voice track, and daypart programming from outside. Learn how it comes together without losing station identity. Do new programming techniques benefit the listener, the station, or both? Join us.

Roundtable Participants: Russ Schell, VP of Network Operations, Interstate Radio Network

Jason Kane, VP/Virtual Programming & the Research Group

John Hendricks, OM-CD Country/Jones Radio Network

Richard Darr, VP-US Sales/Radio Computing Systems



John Hendricks

9:30A.M.-11:00A.M.

**Recruitment: Making the Right Decisions, Convention Center Level 1, Exhibit Hall Meeting Room 2**

Among your key decisions are those that choose your employees. This session will show you creative strategies for recruiting and hiring the best people for all of the jobs at your station and help eliminate those post-hiring doubts.



Roundtable participants: Dave Magnum, Owner & GM, WUSK-WBOG-STMB  
Ken Boesen, PD, KSKS & KNAX  
Mark Tudor, President, Mark Tudor & Associates



Erica Farber



Joe Galante



Rick Blackburn

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

**Pay for Play...A Town Meeting**, Convention Center Level 2, Room 206

One of the hottest of the "hot talk" issues is pay for play. This session promises spirited discussion and debate among a distinguished group of panelists who have very certain ideas on the issue. Join the session and join the discussion.

Moderator: Erica Farber, Publisher and CEO, Radio & Records

Panelists: Joe Galante, Chairman, RCA Label Group  
Rick Blackburn, President, Atlantic Nashville  
Pat Quigley, President & CEO, Capitol Nashville  
Rick Torcasso, VP, CBS Cable



Gerry Tabio



Tammie Potvin

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

**Managing Change: Managing Your People Through Consolidation**,  
Convention Center Level 1, Room 103

Attend this session and learn from veterans of consolidated businesses. Hear about issues of productivity, morale, and employee survival in the era of the megagroup. Join the pros to learn ways to merge clashing corporate cultures.

Moderator: Gerry Tabio, President, Creative Resources

Panelists: Tammie Potvin, Principal, Pritchett & Associates  
Missy McTamney, Director, Corporate Advertising, Bell Atlantic  
Fred Horton, OM, WGKX  
Deborah Parenti, GM, WXTU-FM



Missy McTamney



Deborah Parenti

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

**Career Development: Movin' On and Getting the New Gig**,  
Convention Center Level 1, Room 102

This special panel shows you where the jobs are, tells you how to become a top candidate, teaches you the job hunting basics, shows you how to tailor your skills to meet the needs of your prospective employer, and defines the role of consultants in the hiring decision.

Moderator: Nina Rossman, Publisher, Prime Time Radio-The Conference Call

Panelists: Don Anthony, President, TalentMasters and Morning Show Boot Camp  
John St. John, PD & OM, KYGO-KKCK  
Bill Hennes, President, Bill Hennes and Associates  
Alan Furst, VP Programming, Capstar



Nina Rossman



John St. John



Bill Hennes

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

**Lunch and Performances sponsored by the Country Music Association**,  
Convention Center Level 1, Performance Hall

*The CMA presents two of Country Music's brightest stars-CMA Award winners Deana Carter and Bryan White with special guests. Lunch will be served until 1:00P.M.*

2:00P.M.-3:00P.M.

**Good Old Days: The History of Country Radio**, Convention Center Level 2, Room 208

This session will take a journey through country radio's rise to the number one music format in America. From the early days of the format, the panelists will take you through the early barn dance shows, like WSM's "Grand Ole Opry," "The Louisiana Hayride" at KWKH, among others, and will cover country radio's boom periods, bust periods, and how country radio survived the rock and roll invasion. You'll have plenty of time for questions and answers with panelists who can address the socio-economic issues of country's listeners, and discuss many of the business practices that shaped country radio.

Moderator: Robert K. Oermann, Owner, RKO Media Products

Panelists: Charlie Douglas, President, CDX  
Bill Mack, Legendary Radio Host and DJ Hall of Fame Member, WBAP  
Kyle Cantrell, OM, WSM-AM-FM, WWTN



Kyle Cantrell



Steve Sapp



Mark Etchason



Rick Blackburn



Wade Jessen



Joel Raab



Shadow



Ryan Dobry



John Sebastian

2:00P.M.-3:00P.M.

**Event Marketing and Selling Sponsorships**, Convention Center Level 1, Room 102  
There's never been a better time to develop non-spot revenue. This panel will show you how to plan station events, to profit by selling sponsorships, and how you can effectively add events into the marketing mix for your station.

Moderator: Steve Sapp, Marketing Manager, KSON

Panelists: Paul Jankowski, SJS Entertainment  
Diana Buckmann, Promotion Director, KEEY  
Mark Etchason, Marketing Director, KYGO, K-104.3, KKFN, KQKS

2:00P.M.-3:00P.M.

**Country Listener Attitudes Today**, Convention Center Level 2, Room 206

Learn what the largest national study of listeners ever undertaken reveals about country music and country radio. Larry Rosin, President of Edison Media Research, will present new information and analysis of what over 5,000 respondents had to say in the recently completed survey commissioned by the Country Music Association.

Moderators: Rick Blackburn, President, Atlantic Records

Allen Sledge, Program Director, WUSN

2:00P.M.-3:30P.M.

**World's Largest Music Meeting**, Convention Center Level 1, Room 108-109

You'll have the rare opportunity to hear new music evaluated by country programmers from across the U.S. Songs will be heard by the panel for the first time anywhere. You'll hear their opinions on the music as well as their criteria for the decision.

Moderators: Wade Jessen, Director of Country and Christian Charts, Billboard/Country Airplay Monitor

Joel Raab, President, Joel Raab Associates

Panelists: Gregg Swedberg, OM, KEEY  
Mandy McCormack, MD/Talent Coordinator, After MidNite Shadow, MD, WWKA  
Ryan Dobry, MD, WTCM  
John Sebastian, OM, KZLA

2:00P.M.-3:30P.M.

**CRSU-Time Management**, Convention Center Level 1, Room 103

Broadcast consultant John Lund presents a top seminar designed to teach you to manage your time and other people in radio's supercharged environment. With multiple responsibilities and stations to program, today's PD's must practice time management skills and empower staff people as specialists to meet goals. You'll learn contemporary skills for empowering a staff, delegation, saving time, evaluating research and implementing change, using the consultant to save time...and a couple of tens: the ten worst mistakes we make with our time, and the ten best rules to structure and run a staff meeting.

3:30P.M.-5:00P.M.

**WCRS Live!**, Convention Center Level 2, Rooms 205

Always a CRS highlight, this session allows songwriters to discuss the roots of their songs and to display their artistry in an intimate acoustic setting. Join 1997 ASCAP award winning writer Mark D. Sanders, writers Whitey Shaffer, and Jim Lauderdale host Charlie Monk and surprise guests for a very special 90 minutes.

*Sponsored by Huntsman Entertainment.*

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

**New Faces Cocktail Reception**, Convention Center Level 1 Lobby

7:00P.M.-10:00P.M.

**The New Faces of Country Music**, Banquet and Performance, Convention Center Level 1, Performance Hall

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# Wynonna

*from the album The Other Side*  
come some rainy day



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STEP RIGHT UP



# brad hawkins

*introducing his single*  
we lose



# SEMINOLE

*introduction date: March 9*

What Am I Gonna Do (With All This Love)



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that speaks to the HEART  
and reunites what difference  
tears apart.

AND when it does...  
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Still one family and one nation...oh but



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music...and allowing  
it to be heard.

# Another Side

Penning by Mark Miller

-The New Single-

# Sawyer BROWN

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OF FAME NOW  
UNDER AUSPICES  
OF CRB

The long established Country Music Disc Jockey Hall of Fame, which has occupied a small part of the annual Country Radio Seminar, has now been placed under total auspices of CRB with the enthusiastic gratitude of its founder, Chuck Chellman.

"The CMDJ Hall of Fame was founded in 1974 by Chuck Chellman, who was then a record promoter, to honor radio personalities who played a major role in developing country music's rich and growing history," explained Gaylon Christie, chairman of the CRB Regional Seminar Committee and general manager of KOOV in Copperas Cove, TX."

Many radio personalities of the past can be likened to national treasures," said Chellman. "These are the people who blazed the trail for all of us who earn a living in the country music industry."

Christie continued, "The foundation was owned privately by Chuck from its inception until this year. As time passed, the organization grew as did its expenses. Chuck wanted an entity that would take and run the foundation in the spirit it was founded. I suggested CRB because of its tie to radio plus we've been part of its annual inductee presentation for many years. It just exploded from there."

A task force committee composed of Christie, Chellman, Shelia Shipley, Jeff Walker, and Charlie Monk was named. Plans are in full swing for a presentation banquet to be held approximately June 25, 1998 when the June board meeting for CRB meets in Nashville. The affair will be open to radio and music industry personnel as well as to the public in associated fields.

Chellman said, "My dream for the Hall of Fame is coming true at last. CRB's plans call for this big annual banquet in June where all the former inductees are invited to come in to honor the new recipients. It should be a gala affair that gives the annual presentation of awards the prestigious atmosphere it truly deserves."

Two categories of inductees are named each year - one in the "Living" and one in the "Deceased." Voting for the institution is handled by a nine-member board. A minimum of 25 years in country radio is required for membership. A plaque is presented to each winner or their representative plus a duplicate plaque is hung in the hallway of the Opryland Hotel for all visitors to the facility to see. This display format will continue.

**COLLINS & TROTTER  
1997 INDUCTEES**

Inducted into the CMDJ Hall of Fame during the 1997 Country Music Radio Seminar were Dugg Collins in the Living Category and "Honest" John Trotter in the Deceased.

Currently the morning personality at KBUY in Amarillo, TX, Dugg Collins began his radio career in 1959 at KCTX in Childress. Stints at various stations throughout Texas and Oklahoma enhanced his skills prior to moving to Amarillo in 1968. He became a legend at KDJW for years before moving to his current position at KBUY.

A noted performer himself, Collins has spent 31 years appearing with the West Texas Express Band where he's performed with nearly every major country act in concert and nightclub venues. Featured in "Who's Who In Country Music," he had three hit records on the country charts in the '70s.

The Country Music Association named Collins its "Disc Jockey of the Year" in 1979 and he produced three noted radio shows about Bob Wills, including the 1986 hit he wrote, "Deep Within My Heart Lies A Melody: The Story of Bob Wills." In 1989, Collins was named announcer of the worldwide syndicated television program, "Austin Encore," which aired nationally on TNN. He was inducted into the Texas Panhandle Association of Broadcaster's Hall of Fame in 1996.

"Honest" John Trotter became the newest inductee into the Deceased category in 1997. Unfortunately, the only thing that can be written in his honor here is the fact he became famous nationally with his shows on Chicago's WJJD among several other stations across the country.

"We have called and searched all over in our efforts to get background information on this man," said Chellman with confirmation of these efforts emphasized by Christie. "We could turn up nothing and that's a shame. This happens once in a while, why we're not sure except that station's sell and the new owners clean house. They throw away all previous files which may contain a massive amount of history. Of course, a lot of radio personnel in today's market are too young to know of or remember the history making veterans in radio, so if they were sorting through old files, they wouldn't know they had a piece of history in their hands when they pulled a folder on someone like 'Honest' John Trotter. Hopefully, this will change down the line."

For further information on the Disc Jockey Hall of Fame or the scheduled June Awards Banquet, contact CRB at 615-327-4487.

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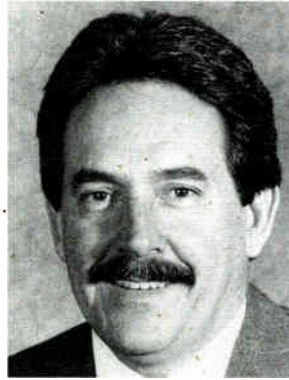




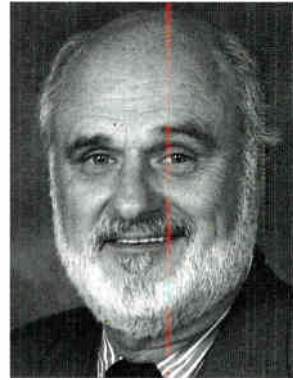
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## SEMINAR PLANNING

reating and executing the vision for the Country Radio Seminar is a year-long project for the 25 members of the Country Radio Broadcasters Board of Directors, the 30 members of the Agenda Committee and the CRB staff. The 19 committees of the CRB volunteer Board of Directors give hundreds of hours each year to regional and main seminar planning, with countless telephone calls and meetings. Likewise, the Agenda Committee creates the session plan and puts together the many panels you see on our CRS agenda. This year offered a special challenge as the annual CRS moved its venue to downtown Nashville, but it was exciting to give a fresh look to our signature event. You can become a part of our planning for CRS Great Lakes and CRS 30 by sharing your ideas with us through our web site at [www.crb.org](http://www.crb.org), or by writing to us at 819 18th Avenue South, Nashville, TN 37203.





## REMEMBERING

### IN MEMORY OF...

*his past year saw the passing of many radio and music industry notables. They included: George Albert, owner of CashBox Magazine, the music trade publication that once rivaled Billboard and Radio & Records, died March 18, 1997.*

#### **MAE BOREN AXTON**

died April 10, 1997 at age 82. Probably country music's greatest promoter and noted publicist, the mother of Hoyt Axton was a beloved and highly respected songwriter. Her co-penning of "Heartbreak Hotel" with Tommy Durden became Elvis Presley's first #1 hit shortly after his 21st birthday in 1956. Axton will be remembered by many for her untiring efforts to help struggling artists and musicians in Nashville.

#### **OWEN BRADLEY**

longtime president of Decca/MCA Records and one of the creators of the Nashville Sound, died January 7, 1998 at age 82. A former bandleader and recording artist, Mr. Bradley started with the label under the auspices of Paul Cohn, replacing him as head of the Nashville division in 1958. The list of artists who reached success in the recording business because of Mr. Bradley goes on and on as does his list of contributions to the industry. A few of the stars he was responsible for include Loretta Lynn, Conway Twitty, Brenda Lee, Ernest Tubb, Kitty Wells, and the immortal Patsy Cline. Following his retirement the beginning of 1976, Mr. Bradley continued doing independent production on such artist as k.d. lang right up until his death. Respected by his peers worldwide; the famed producer/publisher/record executive is truly missed by the music industry as well as his many family members who make their own living in the business.

#### **CHARLES H. BRAGG**

68, retired owner and operator of Sound Spectrum Studios, died August 11, 1997 of heart failure. He began his career at WGNS Radio in Murfreesboro, TN and later became program director of WHAL in Shelbyville and a sound engineer for WSM's Grand Ole Opry 1952-1959 before becoming sound engineer for Columbia Studio in Nashville. He left Columbia in 1971 to become manager of the House Of Cash Recording Studio for a year. He purchased the studio in 1973 and renamed it Sound Spectrum. He retired in 1982.

#### **HENRY R. CANNON**

widower of country comedienne Minnie Pearl, died November 11, 1997 at age 80. Respected and loved by everyone in the music business who knew him, Cannon gave up a life as a commercial airline pilot when he married Minnie in 1947. He devoted the rest of his life to managing his beloved wife's affairs which included him continuing to serve as a pilot for her and many others in the business.

#### **AMIE COMEAUX**

21, who sang the National Anthem at the Saint's game when she was nine and was in the process of releasing her second record album in Nashville, was killed December 21, 1997 when the car she was driving skidded off the highway near Lacombe, LA.

#### **ROBERT COOK**

president of RCA Records International until 1980 and a former board member of the Country Music Association, died December 23, 1997. Mr. Cook joined RCA in 1943 and quickly rose through the management ranks. He spent seven years as head of RCA operations in Argentina, five years as vice president of RCA Limited in Canada, and three years in Australia in charge of the firm's Asia-Pacific region.

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### **FLOYD CRAMER,**

one of the creators of the Nashville Sound with his "note-bending" or "slip note" style of piano playing, died December 31. He was 64. Mr. Cramer was the most in-demand session player in Nashville, playing on every major act's sessions. He toured with famous singers from Hank Williams, Sr. to Elvis Presley and later was part of the Masters Festival with Chet Atkins and Boots Randolph. His RCA hit with his self-penned song, Last Date, plus several more hits on both the country and pop charts, made him a superstar worldwide as an instrumentalist.

### **LEWIS CROOK,**

a member of the Opry for nearly 70 years, Mr. Crook extolled his two-fingered style of banjo playing as a member of the Crook Brothers and in later years, the Opry Squaredance Band. He was 87.

### **JOHNNY DARRELL,**

cited by his peers as "the greatest song-finder in the business", died in his sleep October 7, 1997 in Kennesaw, GA following a 20-year bout with diabetes. Mr. Darrell found and recorded such hits as "Ruby, Don't Take Your Love To Town," "Green, Green Grass of Home," and "With Pen In Hand," only to be covered on all of them by artists who went on to have even bigger hits with the songs. He was 57.

### **ROY DEA,**

57, record producer for the Sun, Mercury and RCA labels whose efforts resulted in hits for Gary Stewart, Tom T. Hall and Dottie. He also signed Johnny Rodriguez to his first record deal.

### **JOHN DENVER,**

pop/country singer-songwriter who won the Country Music Association's Entertainer of the Year Award in 1976, died October 12, 1997 in a glider accident. His hits, extending from 1971 to 1989, included "Back Home Again," "Thank God I'm A Country Boy," and "Some Days Are Diamonds (Some Days Are Stone)."

### **BOBBY DYSON,**

credited with being the first one to play electric bass on the Grand Ole Opry, died March 6, 1997 following a stroke at age 62. Mr. Dyson toured with Jim Reeves and Jimmy Wakely and Roger Miller among others. Sometimes booked for four sessions a day in Nashville studios, his credits include playing on Miller's "King of the Road," Charlie Rich's "Behind Closed Doors," Tony Joe White's "Poke Sallet Annie" and Dolly Parton's original 1974 version of "I Will Always Love" You plus all the duets Parton did with Porter Wagoner.

### **NORMA GERSON,**

Emmy Award winning make-up artist to nearly every star in the Nashville music, video and TV fields plus the political arena including former U. S. Senator Al Gore Sr. and his now famous son, Vice President Al Gore, died of cancer on December 24, 1997, her 65th birthday.

### **CAROLE JOYNER GOURLEY,**

co-writer of Young Love, a #1 hit for both Sonny James and Tab Hunter in 1957, died December 7, 1997.

### **JULIE HALL,**

29, marketing manager for MCA Nashville, died November 29, 1997 from complications following an asthma attack. In charge of developing campaigns for albums by the label acts, Ms. Hall had worked with such acts as Reba McEntire, Vince Gill, The Mavericks, Trisha Yearwood, and David Lee Murphy.

### **RANDY HAUSER,**

43, Chet Atkins' drummer for 20 years, he also played with Jim Ed Brown, Bill Anderson, Ray Price, Charlie Rich, and Steve Wariner plus served as staff drummer for the Nashville Alive and That Nashville Music TV shows.

### **BOBBY HELMS,**

63, best known for his seasonal classic, "Jingle Bell Rock," he also scored #1 country hits in 1957 with "My Special Angel" and "Fraulein." "Just A Little Lonesome" and "Jacqueline" also reached Top 10. His recording career continued through the '50s and '60s at which time he got into the nightclub business plus sponsored music festivals.

### **JOHNNY HICKS,**

a pioneer broadcaster, manager and emcee of the Big D Jamboree in Dallas, TX, where so many of the country music stars got their start in the late '40s and '50s, died in Carmel, CA April 9, 1997 at age 78. A free-lance creative talent in radio, TV, country and western music and advertising, Mr. Hicks was a Columbia recording artist, a songwriter, bandleader, newsman, producer, director for KRLD, Dallas, a host of numerous shows, including Coffee Carnival and Cornbread Matinee plus won a Peabody Award for a radio series about juvenile delinquency. Billboard Magazine named him the #2 disc jockey in the nation.

### **ROY HUSKEY, JR.,**

41, who followed in the Grand Ole Opry footsteps of his late father and became one of Nashville's most gifted up-right bass players, died September 6, 1997 from cancer. A member of Emmy Lou Harris' band, Mr. Huskey played in the studio or on live dates with such acts as Chet Atkins, Garth Brooks, Johnny Cash, Vince Gill, Alan Jackson, George Jones, and Dolly Parton. His peers in the industry cited him as one of the most "respected and accomplished traditional musicians...an example of a bass playing genius who's truly irreplaceable."

**"LITTLE" RICHIE JOHNSON**, the "original" country record promoter who was responsible for hits by Faron Young and many other artists over the years, succumbed recently to leukemia. One of the first to recognize the need for marketing in the record business, Mr. Johnson never missed the Country Radio Seminar from its first event through the one held in 1995. Always based in Belin, NM, Mr. Johnson became disenchanted with the country music field a few years ago and entered politics where he served his fellow neighbors until his death.

### **NICOLETTE LARSON**

former top new female artist for the Academy of Country Music, had a pop hit with "Lotta Love," a country hit with Steve Wariner on "That's How You Know When Love Is Right," and sang with Hoyt Axton and Emmy Lou Harris among others, died December 16, 1997.

### **GERALD MARKS**

composer of "All Of Me," died January 27, 1997. A member of ASCAP since 1931, Mr. Marks was a former member of the board.

### **COL. TOM PARKER**

Considered to be one of the shrewdest people in show business and the most famous artist manager in the world, Parker masterminded Elvis Presley's career from the beginning until Presley's death. Mysticism and controversy made him one of the most talked about individuals in the business, but no one could ever argue with his success. Parker died January 21, 1997 at the age of 87.

### **CARL PERKINS**

known worldwide as the "Father of Rock-A-Billy" and one of the major contributors to country music's sound and style, was not only a fantastic songwriter with such songs as Blue Suede Shoes, he was the most caring human being anyone could ever hope to know. His thoughtful good deeds were

generally done so quietly, no one even knew about them except for the recipient. He died January 19, 1998 in his hometown of Jackson, TN.

### **CHARLES "CHARLIE" PROSISE**

56, died December 23, 1997. Owner of Charlie & Co., Inc. which had moved to Nashville in 1977 and won numerous Diamond Addy Awards for his commercial campaigns using many of country's top writers and singers, worked in the broadcast and audio production fields for 36 years, including stints with WFAA and KXOL in Dallas and Fort Worth.

### **KENT ROBBINS**

50, veteran writer of more than 15 Top 10 country hits, was killed December 10, 1997 when he fell asleep at the wheel of his jeep enroute to a family vacation. A partial list of his accomplishments include "I'm a Stand By My Woman Man" by Ronnie Milsap; John Anderson's "Straight Tequila Night;" The Judd's "Love Is Alive" and "Young Love;" "I Wanna Go Too Far" by Trisha Yearwood; Trace Adkins' "Every Light In the House;" "I'll Come Back As Another Woman" by Tanya Tucker and Steve Wariner's "Heart Trouble" among others.

### **CHARLES PERRY (CHUCK) SEALS**

writer of many hit songs including "Crazy Arms" and owner of Sealco Music Company, Mr. Seals died June 30, 1997 at age 74 following a long illness. Nolan Simmons, personal manager for David Allan Coe and one-time financier for Tracy Lawrence and Clay Walker, died April 13, 1997.

### **BOBBY SMITH**

59, a musician merchandiser for Merle Haggard for the last 25 years and a fixture in country music for 40 years, died of a liver condition June 10, 1997. A songwriter, comedian, vocalist and promoter, he began his career as one of Ferlin Huskey's

Hushpuppy's. He recorded a number of songs for Fox Records in the '60s, worked with Johnny Cash and served as a musician/merchandise for Barbara Mandrell.

### **CLIFFIE STONE**

founder of the Academy of Country Music in California and inductee into the Country Music Hall of Fame in Nashville in 1989, died January 17, 1998 at age 80, a long-time figure in Capitol record production. Born Clifford Snyder, Mr. Stone hosted radio shows in the '40s, did a comedy bit for awhile as Cliffie Stonehead, found and managed Tennessee Ernie Ford, wrote a how-to in the music business book, and became one of the top publishers in country music with his co-owned Central Songs.

### **JUSTIN TUBB**

62, died January 24, 1998 in Nashville. Joining the Grand Ole Opry September 10, 1955, Mr. Tubb at 20 years of age then was the youngest new member in the history of the long running show as well as being the first second-generation star, following his father, Ernest Tubb. His recording career included the Top 10 renderings of "Looking Back To See," "I Gotta Go Get My Baby" and "Take A Letter, Miss Gray." A prolific songwriter, his pennings included "Lonesome 7-7203" by Hawkshaw Hawkins, "Love is No Excuse," by Jim Reeves and Dottie West; George Jones' "Big Fool Of the Year," and Del Reeves' "Be Glad," among others.

### **TOWNES VAN ZANDT**

died on the first day of 1997 of a heart attack at age 52. Highly respected by his peers as well as his fans, Van Zandt was noted for his songs of yearning and loss, his bluesy and raspy voice that fit country music so well, and his finger picking guitar style.



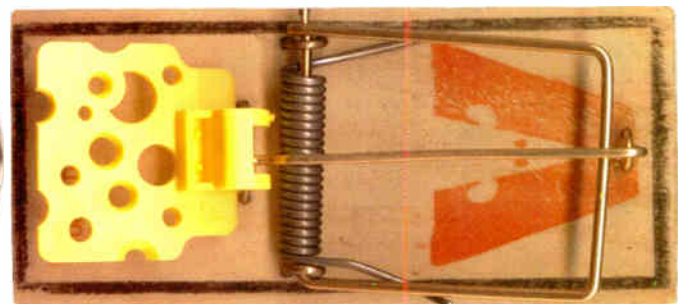
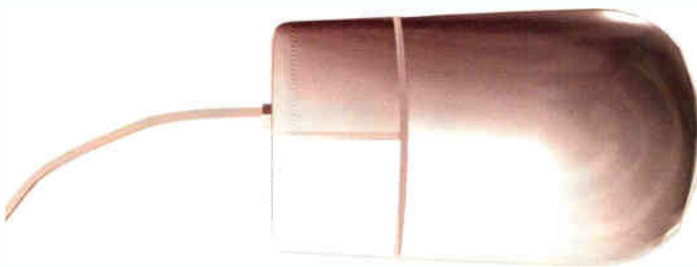
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BY BONNIE BUCY

## MASCOLO SAYS THEY WERE 'WONDERFUL YEARS'

In announcing his resignation from the CRB Board of Directors recently after six luminous years, Eddie Mascolo, V.P. & General Manager of Platinum Entertainment/River North Records, laughed and said, "The board will most likely be glad to get rid of my big mouth."

"Seriously," he continued, "these have been six absolutely wonderful years. The main thing I enjoyed as a board member was the chance to work with the rest of the members. They have to be the most honest and best people you can find anywhere. However," Mascolo admitted, "I have always believed that change is not only good, but necessary, along the way if something is to continue. Comments from regular attendees who are not board members have also indicated they felt things needed changed somewhat. I just decided it was time for me to clear the way for someone new with fresh ideas and inspired energies."

CRB President Ed Salamon responded to Mascolo's resignation by saying, "We will miss the benefit of Eddie's years of experience on the board and his dedication to the welfare of our organization. His background with record companies in various stages of their growth gave the Country Radio Broadcasters a prospective that helped us deal more effectively with industry issues."

Mascolo lamented, "I hope CRB/CRS's efforts continue forever. It's been amazing to see the convention grow like it has and, of course, you'll always have growing pains if you continue to grow. With the people involved in the seminar and the board,

I feel it's destined to expand even more in its efforts to help the radio and music business. The move to downtown Nashville this year will give attendees a chance to really see Nashville and provide a whole new atmosphere. The seminar will be great and all we have to pray for is good weather."

Mascolo moved to Nashville in 1969 to "be in the music business." He spent five years with Polydor prior to moving to RCA where he spent 13 1/2 years with five of them as V.P. of pop promotion in New York. Originally from Pittsburgh, Mascolo in his heart wanted to return to Nashville. He did just that and entered into independent work for a while. He then moved to Mercury Records where he spent three years as V.P. of country promotion. He returned to RCA Nashville for 2 1/2 years in the same position before being named V.P. & General Manager of Platinum Entertainment/River North Records. He has attended and participated in the Country Radio Seminar since its beginning with the last six years as a board member.

Salamon added, "We will definitely miss Eddie and want to thank him again for all his efforts and contributions. We also trust he won't be a stranger in the future."

**LISTING**

CRS 29  
AGENDA  
COMMITTEE



*Cliff Blake  
Warner Bros.*



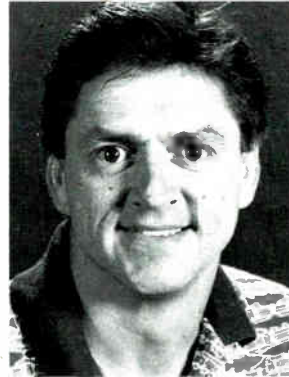
*Debbie Brazier  
KILT-FM*



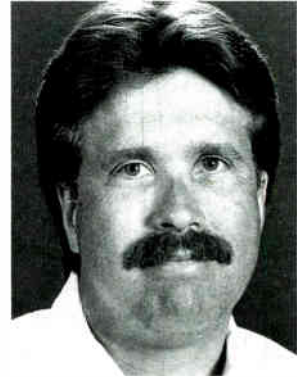
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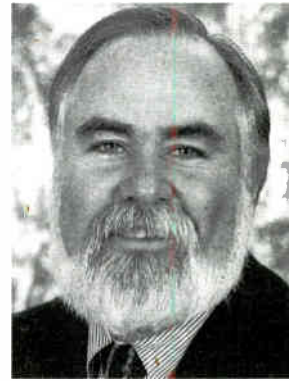
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The goal of the staff of Country Radio Broadcasters is to help make CRS 29 an enjoyable experience as well as one that allows you to grow professionally. If there is anything we can do to further that goal during your time in Nashville please let us know.

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Business Manager*



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## CRS WEST SEMINAR DREW RAVE REVIEWS AND PEOPLE FROM 15 STATES

The CRS West Seminar held October 24 & 25, 1997 at the Radisson Hotel in Sacramento, CA drew rave reviews from the 215 people in attendance and representing 15 states, including registrants and board members.

"It was probably the most successful of all our seminars to date," said Gaylon Christie, general manager of KOOV in Copperas Cove, TX and chairman of the CRB Regional Seminar Committee. "I personally did not anticipate a large crowd in California due to the lack of density of country music stations. In my estimation, it far exceeded what was anticipated, a fact for which we are delighted."

Christie pronounced singer-songwriter Bill Anderson as a major factor in the event's success. "We really didn't know how a veteran of his era would go over," admitted Christie. "Many of the stations today are virtual new-

comers and had probably never played a Bill Anderson record. However, everyone was captivated by his 30-year career and the fact he's still working and successful in the business as a songwriter, publisher, and singer."

Christie continued, "However, Bill's wit, his sincerity and his interesting stories how he came to write some of his really big hits coupled with his eternal optimism brought everyone to their feet in a standing ovation for him."

The subject of the October event was primarily consolidation and the effect it has on the people in the business today and how it impacts their futures. The number of general managers in attendance was up this year, according to Christie, and it was "evident by the reception of these people that our attempts to erase the fact we're only a programming seminar was on the button and it was obvious this was the best seminar to date as far as they were concerned."

"Our regional seminars are returning us to the days of smaller events where networking was prominent and sessions were all full," said Christie. "We're going to keep regional seminars alive because we can touch people we can't get to at the annual one in Nashville. They can only continue to get better and better."

The next regional seminar, CRS Great Lakes, is scheduled August 28 & 29 in Cleveland, Ohio.



BY BONNIE BUCY

Country Music Radio Broadcasters' Great Lakes Regional Seminar is set for August 28 & 29, 1998 at the Mariott Hotel in Cleveland OH.

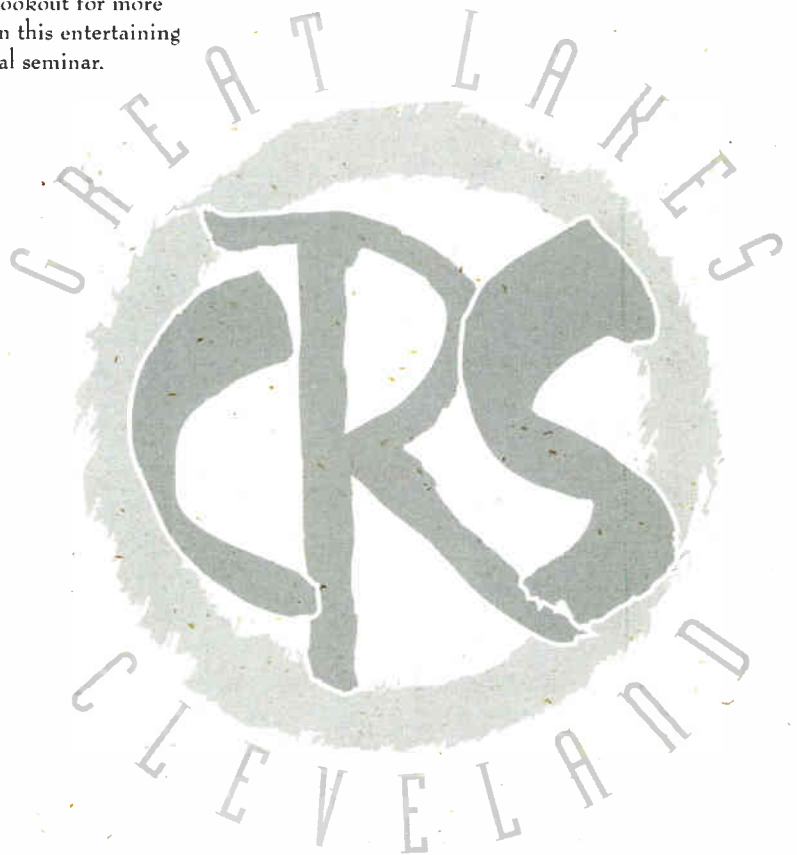
"We have so much working," reported Gaylon Christie, general manager of KOOV in Copperas, TX and chairman of the CRB Regional Seminar Committee. "We are attempting to set the seminar reception on Friday at the Rock & Roll Hall of Fame which ought to be really interesting."

Christie went on, "We're also working in conjunction with that organization hoping to recognize the members of the Rock & Roll Hall of Fame that are also leaders in country music.....like Johnny Cash, Jerry Lee Lewis, and the Everly Brothers, and more. It's amazing how much of an overlap there is in these two fields."

Christie predicted the August event "will be the largest seminar to date" and urges "everyone to contact any of their peers, business associates and friends in the business that live in the Great Lakes area and press them to take advantage of the August 28-29 event coming to their marketplace."

Be on the lookout for more information on this entertaining and educational seminar.

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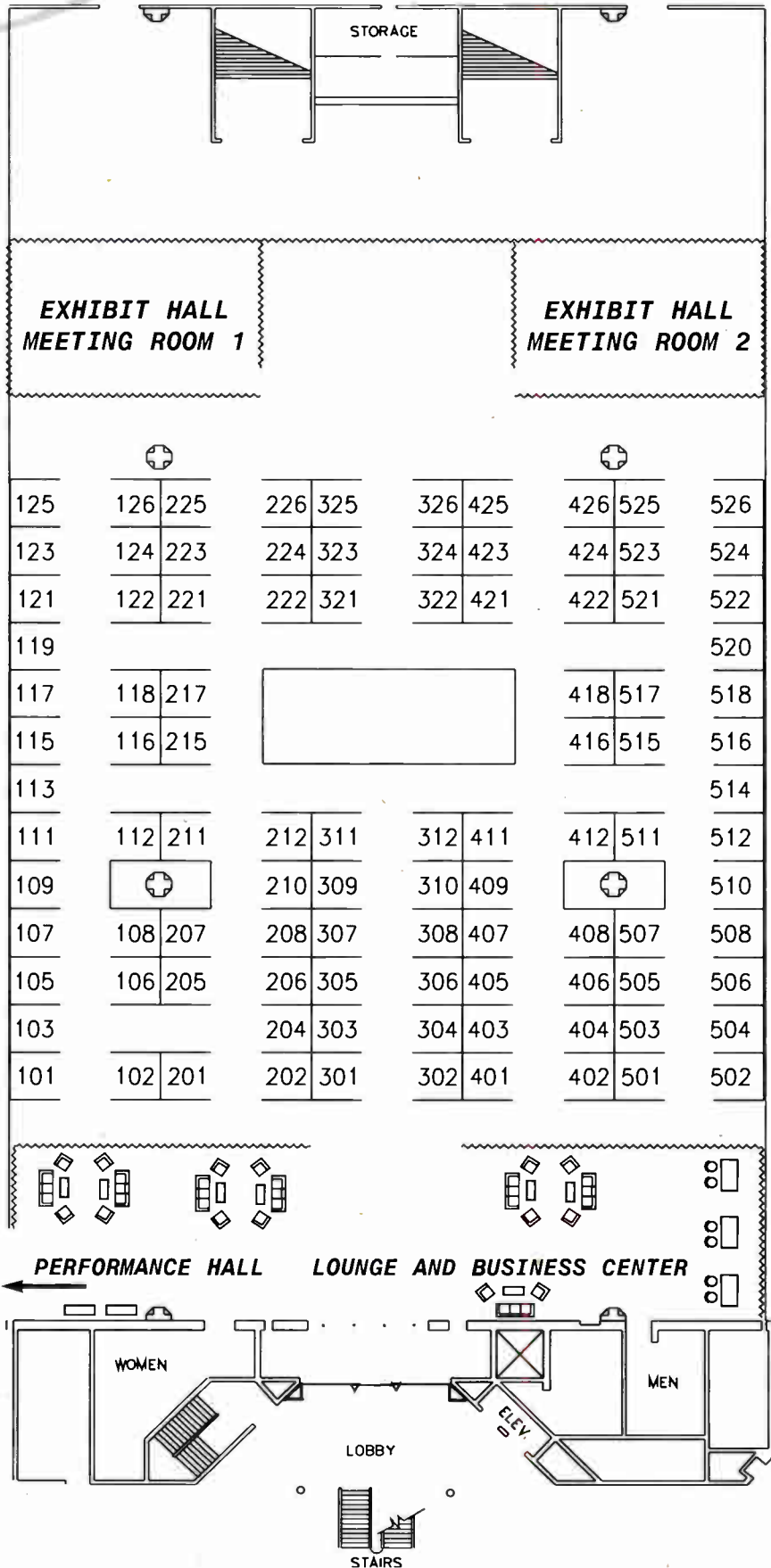
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\* For more information, see the official rules posted at the Lyric Street Records / Disney Cruise Line booth in spaces 102/201 in the CRS-29 Exhibit Hall.

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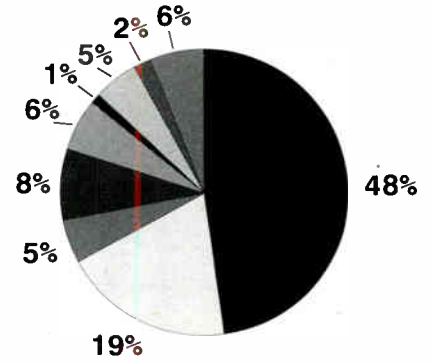


# ANALYSIS

Percentage Analysis of Revenues and Expenses  
Financial Year Ending May 31, 1997

## Revenues

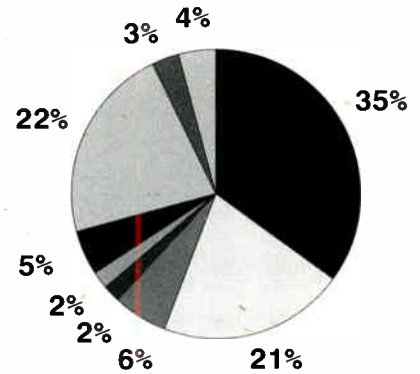
Registrations and Ticket Sales	48%
Sponsorships	19%
Program Book and Pocket Agenda	5%
Suite Fees, Showcases, Other	8%
Exhibit Hall	6%
Silent Auction/Special Event	1%
Regional Event	5%
Donations	2%
Other Events/Income	6%



# FINANCIALS

## Expenses

Direct Seminar	35%
New Faces, Super Faces and Welcome Reception	21%
Program Book and Pocket Agenda	6%
Exhibit Hall	2%
Seminar Agenda Costs	2%
Regional Event	5%
Office Operations	22%
Scholarship, Board, Agenda, Other	3%
Miscellaneous Expenses	4%



The above presentations illustrate the revenue and expenses allocations by percentage for the year ended May 31, 1997. Since its formation, Country Radio Broadcasters, Inc. has granted over \$150,000.00 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.

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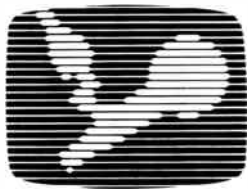
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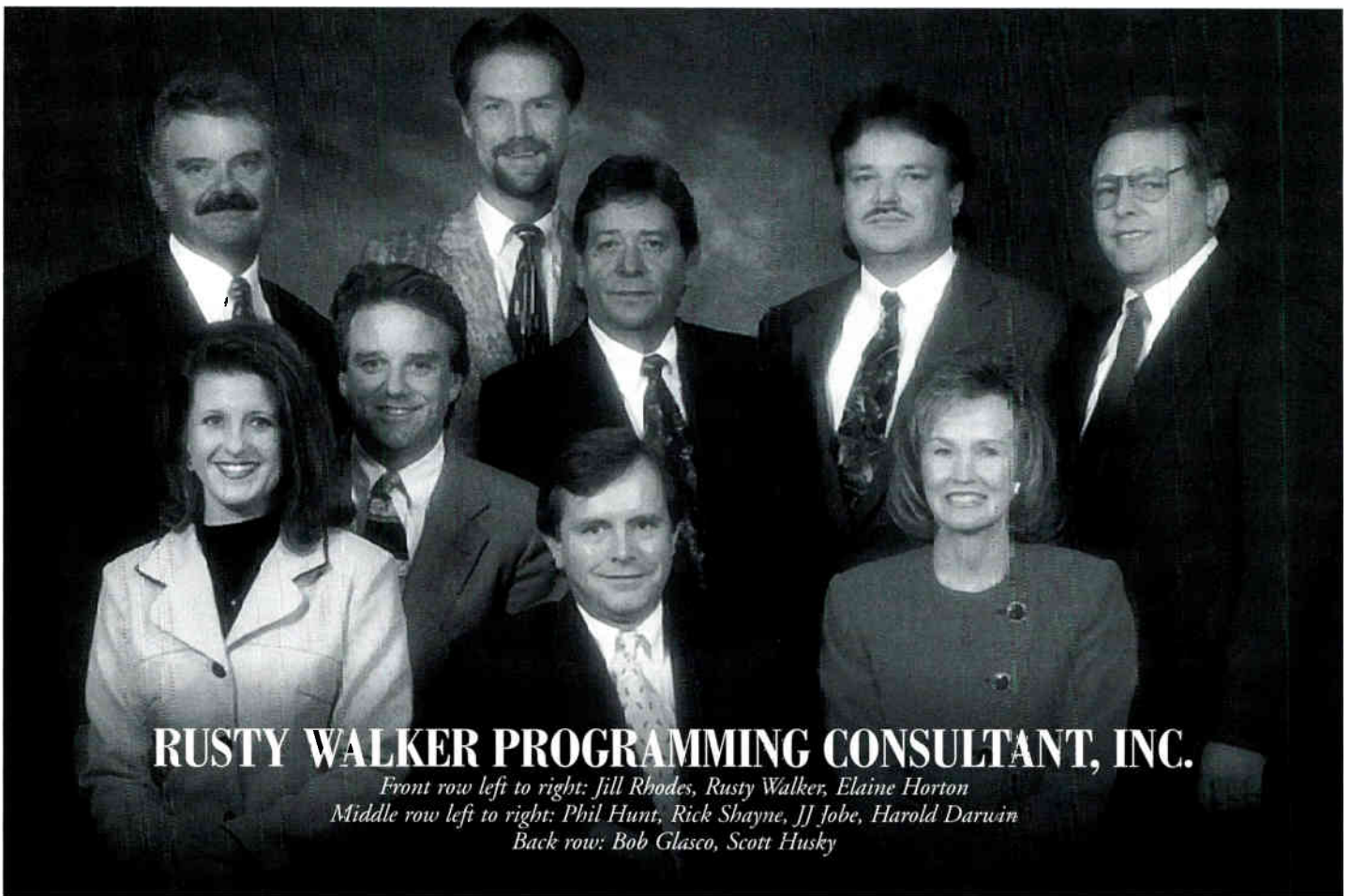
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Northeast Regional Prom. Director

(888) 276-2872  
**SUSANNA PRITCHETT,**  
Mid-West Regional Prom. Director

(888) 299-2872  
**CRAIG POWERS,**  
Western Regional Prom. Director

(800) 420-2872

**ARTIST ROSTER:**  
Baker & Myers  
Junior Brown  
Jeff Carson  
Merle Haggard  
Hal Ketchum  
LeAnn Rimes  
Smokin' Armadillos  
Jeffrey Steele  
Hank Williams, Jr.

**ARTIST ROSTER:**  
Baker & Myers  
Junior Brown  
Jeff Carson  
Merle Haggard  
Hal Ketchum  
LeAnn Rimes  
Smokin' Armadillos  
Jeffrey Steele  
Hank Williams, Jr.

**ARTIST ROSTER:**

Baker & Myers  
Junior Brown  
Jeff Carson  
Merle Haggard  
Hal Ketchum  
LeAnn Rimes  
Smokin' Armadillos  
Jeffrey Steele  
Hank Williams, Jr.

**DEAD RECKONING  
RECORDS**

P.O. Box 159178  
Nashville, TN 37215  
(615) 292-7773  
(615) 383-9571 Fax  
HtmResAnchor deadreck@aol.com  
<http://songs.com/deadreck>

**KIERAN KANE,**  
President/CEO

**HARRY STINSON,**  
VP, A&R

**J.D. MAY,**  
GM/VP, Promotion

**LISA SHIVELY,**  
Publicity

Publicity Press Network  
(615) 322-5445  
(615) 322-1293 Fax  
Distributed by E-Squared which is  
distributed by ADA  
(615) 320-1200  
(615) 327-1293 Fax

**ARTIST ROSTER:**

The Bluebloods  
The Dead Reckoners  
Mike Henderson  
Kieran Kane  
Tammy Rogers  
Kevin Welch  
Glenn Wolf

**DECCA RECORDS**

60 Music Square East  
Nashville, TN 37203  
(615) 244-8944 Main Line  
(615) 880-7338 Promotion  
(615) 880-7475 Fax  
(615) 242-2717 A&R  
(615) 242-0941 A&R Fax  
<http://www.decca-nashville.com>

**SHELIA SHIPLEY-BIDDY,**  
Senior VP/GM

**DANIELLE GODWIN SCAIFE,**  
Executive Assistant

**ANITA MANDELL,**  
Dir. Of Publicity & Artist Development

**LAURISSA JUZWIAK,**  
Publicity Assistant

**RICK BAUMGARTNER,**  
VP, National Promotion

**LAURA FLAGIER,**  
Promotion Coordinator

**TRUDIE RICHARDSON,**  
Gavin Manager

**MARK WRIGHT,**  
Sr. VP/Head of A&R

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Director of A&R

**JOHN DRIOLI,**  
A&R Coordinator

**BRANDI THOMAS,**  
A&R Assistant

**LEE ADAMS,**  
Director of Regional Prom, Northeast

Decca Records

1601 S. Pleasant Valley Dr.  
Westminister, MD 21158  
(410) 751-9780  
(410) 751-9775 Fax  
lzadams@unistudios.com  
**ENZO DeVINCENZO,**  
Director of Regional Prom, Southwest  
Decca Records  
1501 LBJ Freeway, Suite 550  
Dallas, TX 75234  
(972) 919-6320  
(972) 484-0208 Fax  
ezdevin@unistudios.com

**ERIC BEGGS,**  
Director of Regional Prom, Southeast  
Decca Records  
5405 Metric Place, Suite 300  
Norcross, GA 30092  
(770) 417-3100 Ext 3136  
(770) 849-0591 Fax  
ezbeggs@unistudios.com  
**APRIL RIDER,**  
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Decca Records  
60 Music Square East  
Nashville, TN 37203  
(615) 354-0228  
(615) 353-9024 Fax  
azrider@unistudios.com

**PJ OLSEN,**  
Director of Regional Prom, West Coast  
Decca Records  
100 N. First St., Fourth Floor  
Burbank, CA 91502  
(818) 972-5783  
(818) 846-4522 Fax  
pzolsen@unistudios.com

**ARTIST ROSTER:**

Rhett Akins  
Gary Allan  
Mark Chesnutt  
Chris Knight  
Danni Leigh  
Shane Stockton  
Lee Ann Womack

**DOOR KNOB RECORDS**

3950 Mt. Juliet Road  
Mt. Juliet, TN 37122  
(615) 754-0417  
(615) 754-0424 Fax  
<http://www.doorknob-rec.com/nash.html>

**GENE KENNEDY,**  
President, Promotion:  
Billboard Gavin, R & R  
Geneken@usit.net  
**KAREN JEGNUM KENNEDY,**  
Vice President, Publishing  
**RETTIA GOINS,**  
Secretary

**ARTIST ROSTER:**

Brandywine  
John Maines, Jr.  
Olan Miller  
Don Sepulveda

**DREAMWORKS RECORDS**

1516 16th Avenue South  
Nashville, TN 37212  
(615) 403-4000 Main  
(615) 403-4601 Main Fax  
(615) 403-4650 Promotion  
(615) 403-4651 Promotion Fax  
**SCOTT BORCHIETTA,**  
Sr. Executive, Promotion & Artist Dev.  
**BRUCE SHINDLER,**  
Head of Promotion  
**JIMMY HARNEN,**  
Northeast Regional Radio Prom. & Mktg.  
**BOB MITCHELL,**  
West Coast Regional Radio Prom. & Mktg.  
**SUZANNE DURHAM,**  
Southwest Regional Radio Prom. & Mktg.  
**GEORGE BRINER,**  
Mid-West Regional Radio Prom. & Mktg.  
**RICK ROCKHILL**  
Southeast Regional Radio Prom. & Mktg.  
**SHANNON EAGON,**  
Promotion Coordinator, Asst. to Sr. Executive

**ARTIST ROSTER:**

Lisa Angelle  
Randy Travis

**EPIC RECORDS**

34 Music Square East  
Nashville, TN 37203  
(615) 742-4321  
(615) 742-4338 Fax  
**JACK LAMEIER,**  
Senior VP/National Country Prom.  
**ROB DALTON,**  
VP, National Promotion &  
Artist Development  
**ROBIN EMLEY,**  
Asst. Dir., Radio Prom. & Mktg.  
**SHIELLEY GREGORY,**  
Promotion Coordinator  
**RICK HUGHES,**  
Central Regional -  
Country Promotion Manager  
**MARK WESTCOTT,**  
Mid-West Regional Country Prom. Mgr.  
2850 West Golf Rd., Suite 301  
Rolling Meadows, IL 60008  
(847) 640-4325  
(847) 640-0348 Fax

**JIM DORMAN,**  
Mid-Atlantic Regional Country Prom. Mgr.  
11785 Beltsville Dr., 9th Floor  
Beltsville, MD 20705  
(301) 572-1122  
(301) 572-1150 Fax

**MIKE BRADY,**  
West Regional Country Prom. Mgr.  
11100 Santa Monica Blvd., Suite 400  
Los Angeles, CA 90025  
(310) 445-2212  
(310) 445-2260 Fax  
**MIKE ROGERS,**  
Southwest Regional Country Prom. Mgr.  
8700 Stemmons Freeway, Suite 309  
Dallas, TX 75247  
(214) 634-1710  
(214) 638-5115 Fax  
**CHRIS MICHAELS,**  
Southeast Regional Country Prom. Mgr.  
1000 Abernathy Rd., Suite 200  
Atlanta, GA 30328  
(770) 673-5834  
(770) 673-5701 Fax

**ARTIST ROSTER:**

James Bonamy  
Joe Diffie  
Ty Herndon  
The Kinleys  
Patty Loveless  
Shana Petrone  
Collin Raye  
Sons of the Desert

**GIANT NASHVILLE**

1514 South Street  
Nashville, TN 37212  
(615) 256-3110  
(615) 742-1560  
**DENNY MOSESMAN,**  
Head of Promotion  
**SCOTT DOUGLAS,**  
Promotion Assistant/Gavin Prom. Rep.  
Giant Promotion  
20 Music Square East  
Nashville, TN 37203  
(615) 748-8000  
(615) 214-1551 Fax  
(210) 447-9152 Fax

**ARTIST ROSTER:**

Rebekah Del Rio  
Tracy Hagans  
Adam Hughes  
Christy Seamans  
Daryle Singletary  
Springer  
Clay Walker  
The Wilkinsons

## **INTER SOUND COUNTRY**

1227 16th Avenue South  
Nashville, TN 37212  
(615) 327-0770  
(615) 327-1214 Fax  
**GEORGE COLLIER,**  
Sr. VP/GM  
**DAVID FRIEDMAN,**  
Manager/National PR & Mktg.

### **ARTIST ROSTER:**

Lynn Anderson  
Bellamy Brothers  
Tim Briggs  
Earl Thomas Conley  
Charlie Daniels  
Gatlin Brothers  
Crystal Gayle  
Michael Johnson  
Ronnie McDowell  
Eddie Rabbitt  
Jo-El Sonnier  
Ricky Van Shelton

## **LYRIC STREET**

824 19th Avenue South  
Nashville, TN 37203  
(615) 963-4848  
(615) 963-4850 Fax  
**CARSON SCHREIBER,**  
Sr. VP, Promotion & Product Dev.  
**KEVIN HERRING,**  
Dir. Of National Promotion  
**NANCY BROADWAY,**  
Promotion Coordinator  
**THERESA DURST,**  
Southeast Regional Prom. Dir.  
**LOUIS HEIDELMEIER,**  
Southwest Regional Prom. Dir.  
**ANGELA LANGE,**  
West Regional Prom. Dir.  
**RENEE LEYMON,**  
Mid-West Regional Prom. Dir.  
**CHRIS PALMER,**  
Northeast Regional Prom. Dir.

### **ARTIST ROSTER:**

Lari White

## **MCA RECORDS**

60 Music Square East  
Nashville, TN 37203  
(615) 244-8944 Main  
(615) 880-7300 Promotion  
(615) 880-7425 Fax  
(800) 755-4487 Toll Free Fax  
**DAVID HALEY,**  
VP/National Promotion  
**BILL MACKY,**  
Dir. Of National Promotion

**PAT PAYNE,**  
Asst. to VP/Promotion Coordinator  
**KIM SEXTON,**  
Manager, Gavin Promotion  
**MIKE SEVERSON,**  
Dir., Regional Promotion, Mid-South  
**ROYCE RISSER,**  
Dir., Regional Promotion, Northeast  
**TRACEY MYERS,**  
Promotion Coordinator  
**TATUM HAUCK,**  
Promotion Receptionist/Asst.  
**LOUIE NEWMAN,**  
Dir. Regional Prom., Southeast  
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Norcross, GA 30092  
(770) 447-0405 Ext. 3110  
(770) 441-9201 Fax  
**DENISE ROBERTS,**  
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100 N. First Street, 4th Floor  
Burbank, CA 91502  
(818) 845-0365 Ext. 5724  
(818) 559-3260 Fax  
**ROB ELLIS,**  
Dir. Regional Prom., Midwest  
975 Hawthorn Drive  
Itasca, IL 60143  
(630) 775-2738  
(630) 285-1726 Fax  
**DARLENE EDWARDS,**  
Dir. Regional Prom., Southwest  
1501 LBJ Freeway, Suite 550  
Dallas, TX 75234  
(972) 486-3001

### **ARTIST ROSTER:**

Big House  
Tracy Byrd  
Jerry Clower  
Joe Ely  
Vince Gill  
Keith Harling  
George Jones  
The Mavericks  
Reba McEntire  
Allison Moorer  
David Lee Murphy  
Olivia Newton-John  
Ray Stevens  
George Strait  
Marty Stuart  
Chely Wright  
Trisha Yearwood

## **MCG/CURB (SEE CURB)**

## **MERCURY RECORDS**

60 Music Square West  
Nashville, TN 37203  
(615) 320-0110  
(615) 329-9619 Fax  
**LARRY HUGHES,**  
Vice President, Promotion  
**NORBERT NIX,**  
VP, Nat'l Promotion/Artist Development  
**MOLLY SCANLON,**  
Promotion Coordinator  
**ROCCO COSCO,**  
Dir. Southeast Regional Promotion  
**MICHAEL POWERS,**  
Dir. Northeast Regional Prom.  
**JOHN ETTINGER,**  
Director Midwest Regional Prom.  
2800 River Road, Suite 120  
Des Plaines, IL 60018  
(847) 298-9700  
**CHAD SCHULTZ,**  
Mgr. Southwest Regional Prom.  
5000 Quorum Drive, Suite 200  
Dallas, TX 75240  
(972) 387-2797  
**PAT SURNEGIE,**  
VP West Coast Regional Prom.  
11150 Santa Monica Blvd. (#1100)  
Los Angeles, CA 90025  
(310) 996-7245

### **ARTIST ROSTER:**

John Anderson  
Rodney Carrington  
Terri Clark  
Neal Coty  
Billy Ray Cyrus  
Tom T. Hall  
Eric Heatherly  
Toby Keith  
Sammy Kershaw  
Brent Mason  
Kathy Mattea  
Kim Richey  
The Statler Brothers  
Keith Stegall  
William Topley  
Shania Twain  
Mark Willis

## **MONUMENT RECORDS**

34 Music Square East  
Nashville, TN 37203  
(615) 742-4374  
(615) 742-5716  
**LARRY PAREIGIS,**  
VP of Promotion  
**BART ALLMAND,**  
National Promotion Director

**TOMMY LAIRD,**  
*Promotion Coordinator*  
**WIX WICHMANN,**  
*Southeast Regional Prom. Dir.*  
**PAMELA NEWMAN,**  
*West Regional Prom. Dir.*  
**MIKE RING,**  
*Southwest Regional Prom. Dir.*  
**R.J. MEACHAM,**  
*Northeast Regional Prom. Dir.*

**ARTIST ROSTER:**  
Dixie Chicks  
Gil Grand  
Yankee Grey

## **RAZOR & TIE ENTERTAINMENT**

214 Sullivan Street, Suite 4A  
New York, NY 10012  
(212) 473-9173  
(212) 473-9174 Fax  
e-mail: razrntie@aol.com  
**CLIFF CHIENFELD,**  
*President*  
**CRAIG BALSAM,**  
*President*  
**SEBOUH YEGPARIAN, SR.**  
*Director of Sales & Marketing*  
**LIZ OPOKA,**  
*National Director of Radio Promotion*  
**JESSICA SIRACUSA,**  
*Manager Radio Promotion*  
**MARC FENTON,**  
*National Director, Media Relations*  
**MARK LIPSITZ,**  
*National Marketing Director*

**ARTIST ROSTER:**  
38 Special  
Marshall Crenshaw  
Francis Dunnerly  
Fred Eaglesmith  
Cledus T. Judd  
Graham Parker

## **RCA RECORDS**

One Music Circle North  
Nashville, TN 37203  
(615) 664-1200  
(615) 664-1276 Fax  
**MIKE WILSON,**  
*Vice President,*  
*National Country Promotion*  
**KEITH GALE,**  
*Director National Country Promotion*  
**CINDY HEATH,**  
*Administrater, National Country Promotion*  
**GUSSIE THOMASON,**  
*Midwest Regional Prom. Mgr.*

**SUZETT TUCKER,**  
*Mid-Atlantic Prom. Mgr.*  
**SCOTT HOFFMAN,**  
*Southeast Regional Prom. Mgr.*  
2210 Park Lake Drive NE, Suite 100  
Atlanta, GA 30345-2811  
**ADRIAN MICHAELS,**  
*Southwest Promotion Mgr.*  
12160 N. Abrams (#310)  
Dallas, TX 75243  
**CHRIS DECARLO,**  
*Northeast Regional Prom. Mgr.*  
5742 Kemmerer Hollow Rd.  
Export, PA 15632  
**SAM HARRELL,**  
*West Regional Prom. Mgr.*  
8750 Wilshire Blvd.  
Beverly Hills, CA 90211

**ARTIST ROSTER:**  
Alabama  
Eddy Arnold  
Clint Black  
Ty England  
Sara Evans  
Keith Gattis  
Jim Lauderdale  
Martina McBride  
The Thompson Brothers  
Aaron Tippin

## **REPRISE NASHVILLE**

20 Music Square East  
Nashville, TN 37203  
(615) 748-8000  
(615) 214-1551 Fax  
(216) 447-9152 Fax  
**BILL MAYNE,**  
*Sr. VP/GM*  
**JACK PURCELL,**  
*VP National Promotion*  
**SCOTT HEUERMAN,**  
*Director of Marketing*  
**CELESTE IRVIN,**  
*National Promotion Coordinator*  
**JEAN CASHMAN,**  
*Mid-West Regional Manager*  
**MATT WILLIAMS,**  
*Southeast Regional Manager*  
**LISA ANDRICK,**  
*West Regional Manager*  
(310) 376-2258  
(310) 376-2269 Fax  
**STEVE SHARP,**  
*Northeast Regional Manager*  
(216) 524-3200  
(216) 447-9152 Fax

**ARTIST ROSTER:**  
Paul Brandt  
The Lynns  
Michael Peterson  
Dwight Yoakam

## **RISING TIDE**

48 Music Square East  
Nashville, TN 37203  
(615) 254-5050  
(615) 313-3800 Fax  
**RICK MOXLEY,**  
*National Director of Promotion*  
**MATT CORBIN,**  
*Regional Manager, Midwest*  
**ROBIN LIGHTNER,**  
*Regional Manager, Southeast*  
**SIARI REINSCHREIBER,**  
*Regional Manager, Northeast*  
**MICHELLE GOLDSWORTHY,**  
*Promotion Coordinator*  
**DAVID BERRY,**  
*Regional Manager, Southwest*  
1501 LBJ Freeway, Suite 550  
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(972) 484-6586 Fax  
**GARY GREENBERG,**  
*Regional Manager, West*  
4402 Murietta Ave. #1  
Sherman Oaks, CA 91423  
(818) 990-7383  
(818) 990-7128 Fax

**ARTIST ROSTER:**  
Matraca Berg  
Scott Emerick  
Rebecca Lynn Howard  
Jack Ingram  
JC Jones  
Delbert McClinton  
The Nitty Gritty Dirt Band  
Dolly Parton  
Keith Sewell  
Kris Tyler

## **ROUNDER RECORDS**

One Camp Street  
Cambridge, MA 02140  
(617) 354-0700  
(617) 491-1970 Fax  
**BRAD PAUL,**  
*VP, Nat'l Prom. & Publicity*

**ARTIST ROSTER:**  
Rory Block  
Roy Book Binder  
Bob Brozina

# 3 Chicks and a Phone...



Cassandra  
Tynes



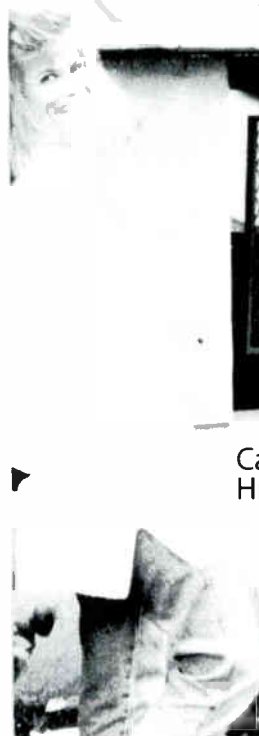
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Gavin Promotion**

P.O. Box 22454  
Nashville, TN 37202  
800/947/7071  
Fax 615/269/0131

<http://www.marcopromo.com>



Rebecca  
Neff



Cathi  
Hrynik

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ONLINE ONLINE  
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“ Lately I just  
sit and stare... ”

- Garth Brooks



R&R ONLINE ([www.rronline.com](http://www.rronline.com))  
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The Burns Sisters  
 Slaid Cleaves  
 Hazel Dickens  
 Dry Branch Fire Squad  
 Tony Furtado  
 Alison Krauss & Union Station  
 Laurie Lewis  
 Longview  
 Claire Lynch  
 Del McCoury  
 John McCutcheon  
 Jim & Jesse McReynolds  
 Lynn Miles  
 Lynn Morris  
 Bill Morrissey  
 Carrie Newcomer  
 David Olney  
 Ellis Paul  
 The Picketts  
 Tony Rice  
 Riders In The Sky  
 Mike Seeger  
 Ricky Skaggs  
 Jody Stecher & Kate Brislin  
 Beth & April Stevens  
 Barry & Holly Tashian  
 Illrd Tyme Out  
 Tony Trischka  
 Warrior River Boys  
 Whitstein Brothers  
 The Woody's  
 Wylie & The Wild West

## STEP ONE RECORDS

1300 Division St., 3rd Floor  
 Nashville, TN 37203  
 (615) 255-3000  
 (800) 264-2054  
 (615) 255-6282 Fax  
 SORJeff@aol.com  
**LINDA JOHNSON,**  
*National Promotion (Mideast/Midwest)*

### ARTIST ROSTER:

The Browns  
 Dean Chance  
 The Geezinslaw Brothers  
 Celinda Pink  
 Bryan Smith  
 Gene Watson  
 Western Flyer  
 The White  
 Bill Young

## SUGAR HILL RECORDS

P.O. Box 55300  
 Durham, NC 27717-5300  
 (919) 489-4349  
 (919) 489-6080 Fax  
**GAIL HIGH,**  
*Radio Promotion*

### ARTIST ROSTER:

Tina Adair  
 Terry Allen  
 Mike Auldridge  
 Austin Lounge Lizards  
 The Bad Livers  
 Byron Berline  
 Blue Ridge  
 Ronnie Bowman  
 The Brother Boys  
 Sam Bush  
 Chesapeake  
 Guy Clark  
 John Cowan  
 Dan Crary  
 Mike Cross  
 Don Dixon  
 Donna the Buffalo  
 Jerry Douglas  
 Front Range  
 Butch Hancock  
 Chris Hillman  
 Marti Jones  
 Kathy Kallick  
 Barbara Lamb  
 Laurel Canyon Ramblers  
 Doyle Lawson & Quicksilver  
 Lonesome River Band  
 James McMurtry  
 Jim Mills  
 Nashville Bluegrass Band  
 Tara Nevins  
 Tim O'Brien  
 Mollie O'Brien  
 Psychograss  
 Red Clay Ramblers  
 Don Riggsby  
 Peter Rowan  
 Seldom Scene  
 Sammy Shelor  
 Kenny Smith  
 Sweethearts of the Rodeo  
 Chris Thile  
 Doc Watson  
 Peter Wernick  
 Robin & Linda Williams

## TRIED & TRUE MUSIC

P.O. Box 30  
 Austin, TX 78767  
 (512) 477-0036  
 (512) 477-0095 Fax  
**SUSAN WALKER,**  
*President & General Manager*  
**WALTER GIBSON,**  
*Executive Assistant*  
**PAM STOCK,**  
*Fan Club President & Merchandise Dir.*  
**JOHN T. DAVIS,**  
*Nat'l Publicity Director*

### ARTIST ROSTER:

Jerry Jeff Walker

## WARNER BROS RECORDS

20 Music Square East  
 Nashville, TN 37203  
 (615) 255-1555  
 (615) 214-1475 Fax  
**BRAD HOWELL,**  
*VP, Promotion*  
**KEN TUCKER,**  
*National Promotion Mgr., Southeast*  
**JON LOBA,**  
*National Promotion Coordinator*  
**BRUCE ADELMAN,**  
*West Regional Prom. Mgr.*  
 2280 Ward Avenue  
 Simi Valley, CA 93065  
 (805) 579-1330  
 (805) 579-1440 Fax  
**ROWANNE MCINTYRE,**  
*Southwest Regional Prom. Mgr.*  
 North Creek Place One, Suite 107  
 9451 LBJ Freeway  
 Dallas, TX 75243  
 (972) 234-6200  
 (972) 699-9343 Fax  
**CLIFF BLAKE,**  
*Northeast Regional Prom. Mgr.*  
 200 Unicorn Park Dr.  
 Woburn MA 01801  
 (781) 937-5600  
 (781) 937-3994 Fax  
**TOM MORAN,**  
*Midwest Regional Prom. Mgr.*  
 500 Wall St.  
 Glendale Heights, IL 60139  
 (708) 351-3900  
 (708) 351-1625 Fax

### ARTIST ROSTER:

David Ball  
 Anita Cochran  
 Crawford/West  
 Rodney Crowell  
 Chris Cummings  
 Bill Engvall  
 Jeff Foxworthy  
 Faith Hill  
 Brady Seals  
 Travis Tritt

**ABC RADIO NETWORKS**

Affiliate Marketing, East  
**KAREN FREEMAN**, Vice President  
 825 Seventh Avenue, 4th floor  
 New York, NY 10019  
 (212) 456-1777

Affiliate Marketing, West  
**FRANK WOODBECK**, Vice President  
 13725 Montfort Drive  
 Dallas, TX 75240  
 (972) 991-9200

Syndicated Programming  
**ROBERT HALL**, Sr. Vice President  
 (972) 991-9200

*American Country Countdown with Bob Kingsley*  
**ROBIN RHODES**,  
 National Director, Affiliate Marketing  
 (972) 448-3376  
 All programs are produced by  
 KCCS Productions

*Weekly Show:*  
*American Country Countdown with Bob Kingsley*  
 Radio's #1 countdown. Winner of the  
 Billboard "Network/ Syndicated Program of  
 the Year: Country" 11 years running. Bob  
 Kingsley counts down country music's 40  
 biggest hits as ranked by Billboard Magazine.  
 Length: 4 hours  
 Terms: barter  
 Local Avails: 24 minutes

*Daily Feature:*  
*Bob Kingsley with America's MusicMakers*  
 Exclusive two-minute weekday feature that  
 spotlights Country Music's biggest stars who  
 share personal true-life stories in their own  
 words.  
 Length: 2 minutes  
 including network (:30)  
 Terms: barter

*1008 Specials:*  
*Memorial Day Weekend. Book of Records*  
 What act has the longest string of #1 sin-  
 gles? Which artist is the youngest to debut  
 on the country chart? Who's had the fastest  
 selling album in Country Music history?...  
 Bob Kingsley provides fascinating facts and  
 trivia about Country Music's biggest stars.  
 Length: 3 hours  
 Terms: barter  
 Local avails: 18 minutes  
 Labor Day Weekend

*Artist Profile, "Brooks & Dunn"*  
 As co-headliners with Reba on the largest  
 grossing tour in Country Music history,  
 Brooks & Dunn sit down with Bob Kingsley  
 for an entertaining profile.  
 Length: 3 hours  
 Terms: barter  
 Local avails: 18 minutes

*Christmas*  
*Christmas in America with Bob Kingsley*  
 New for 1998, Bob with his all-star guests  
 will share heart-warming memories, yuletide  
 cheer and holiday music to celebrate the sea-  
 son.  
 Length: 6 hours  
 Terms: barter  
 Local Avails: 36 minutes

*The Year-End Top 100*  
 Produced by Bob Kingsley  
 1998's 100 biggest chart toppers. A special  
 7-hour countdown that's perfect for New  
 Year's and/or New Year's Day.  
 Length: 7 hours  
 Terms: barter  
 Local avails: 42 minutes

*Network Programming*  
 ABC News Radio  
 125 West End Avenue, 6th floor  
 New York, NY 10023  
 (212) 456-5103  
**BERNARD GERSHON**, Vice President  
 ABC Radio News  
 Newscasts, newscalls, and crisis coverage  
 from the nation's most listened-to news  
 organization.

*Network Services*  
**STEVE JONES**, Director  
 News & Entertainment Programming  
 (212) 456-5330  
**WAYNE FISK**, Director of Programming  
 (212) 456-5327

*Nashville Notes*  
 Daily, country music news and gossip deliv-  
 ered via ABC data. Includes text and actuali-  
 ty feed.

*Event Coverage*  
 On-scene reports from country music events  
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 Brooks in Central Park.

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NETWORK

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**-Tony & Kris**  
(Morning Show Hosts)  
KSON/San Diego

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beyond on a regular  
basis. They're more  
than a network,  
they're a *partner!*"

**-Paul Johnson**  
(Program Director)  
WSOC/Charlotte

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1370 Avenue of the Americas New York, NY 10019

Information call: 212.833.5400 or fax 212.833.4894



*Thanks  
for the Hits*

- HOME
- IF YOU WANT ME TO
- IF THE DEVIL DANCED IN  
EMPTY POCKETS
- NEW WAY (TO LIGHT  
UP AN OLD FLAME)
- IS IT COLD IN HERE?
- SHIPS THAT DON'T COME IN
- NEXT THING SMOKIN'
- STARTIN' OVER BLUES
- HONKY TONK ATTITUDE
- PROP ME UP BESIDE THE JUKEBOX
- JOHN DEERE GREEN
- IN MY OWN BACK YARD
- THIRD ROCK FROM THE SUN
- PICK-UP MAN
- SO HELP ME GIRL
- I'M IN LOVE WITH A CAPITAL U
- THAT ROAD NOT TAKEN
- BIGGER THAN THE BEATLES
- C-O-U-N-T-R-Y
- WHOLE LOTTA GONE
- THIS IS YOUR BRAIN
- SOMETHIN' LIKE THIS
- THE PROMISED LAND

*- Joe Diffie*



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For more information, connect with Sony Online at  
<http://www.music.sony.com/Music/Nashville>





# CRS 30

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Production library designed expressively for country music radio.

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

### **Show Prep**

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825 Seventh Avenue, 4th floor  
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(212) 456-1777

### **ABC Newswire**

A hard copy news and information service customized for music-intensive and information-driven radio stations and provides broadcast-ready new, entertainment, weather crisis coverage, sports and stocks and business.

### **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 local spots, liners, ID's and promos.

### **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,  
Galaxy 4 TR3 CA 84.60

Terms: barter

### **ALL STAR RADIO**

4605 Lankersheim Blvd., #202  
N. Hollywood, CA 91602  
MERRILL BARR, President  
(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 1,000 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.

### **All Star Radio Celebrity Drops**

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. Lead-ins written for local personalities.

### **All Star Radio Commercial Production Music**

Great Music - '60s and '30s... available for qualified stations on BARTER BASIS...created FRESH every 13 weeks...station owns material when all barter obligations are met - 2,000 cuts!

### **The Polka Monster**

We've transformed 400 power gold country hits into toe-tappin', hand-clappin', rip-snortin' POLKAS. Funny...makes for a challenging on-air contest...and is a high seller to local sponsors with a sure fire idea that closes them fast. About 30 seconds long and delivered on CD. Update tape based on current hits sent monthly.

## **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**

91 River Street  
Milford, CT 06460  
LARRY GARINGER, Creative Director  
ADRIENNE MUNOS, Sales Goddess  
(203) 877-8210  
(203) 877-8242 Fax  
E-Mail: HtmlResAnchor acn@futuris.net  
Website: american.comedy.network.com

### *Weekly Comedy Service*

#### ***National Features Service***

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

Terms: cash & barter

Method of Delivery: CD & satellite

## **ATLANTIC PACIFIC MUSIC**

95 E. Putnam Avenue  
Greenwich, CT 06830  
RICHARD FLANZER, Producer  
MINDY OTT, Associate Producer  
(203) 629-4444  
(203) 629-4464 Fax

### ***The Big Bang Concert Series***

Two-hour show recorded live from Walt Disney World, distributed monthly. Features stellar performances by major artists including backstage interviews. Walt Disney Attractions supports with promotional marketing opportunities.

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) 833-1334  
(615) 726-2278 Fax  
E-Mail: backstage\_nashville@juno.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.

Length: 60 minutes

Price: 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 Nicholaus & 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: 2 minutes

Price: barter

Method of Delivery: CD

Sponsorship: 60 seconds  
national spot inclusive

### ***Fruit of the Loom's Christmas Card '98***

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

Method of Delivery: CD

Sponsorship: three (3) 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,  
Director of Sales and Marketing  
KELLI PATE,  
Affiliate Relations Manager  
(800) 680-2261  
(417) 336-1966 Fax  
[www.bransonmusic.net](http://www.bransonmusic.net)

### ***Your Brand of Country***

24-hour "live" country music, delivered via digital satellite. Traditional and modern country music, professional announcers, currently airing on 80 radio stations.

### ***Branson Coast to Coast***

"Live" Request and Dedication Show with 800 number, conversations with country music stars. 7-12 m. Central M-F. Delivered via digital satellite.

### ***Country's Golden Highway***

All classic country, artist interviews, requests, and Country Trivia. 8-11 p.m. Central Sundays. Delivered "live" via digital satellite.



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## **Music Row's Private Hotel Alternative**

**Artist Hideout**

**Between ASCAP & BMI**

**Security Building**

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JIM LAMARCA, VP/Sales  
WALTER POWERS, VP/Programming  
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Manager/Consultant  
KEN MOULTRIE, Consultant  
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(800) 426-9082  
(206) 441-6582 Fax  
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Full service Country radio consulting and format programming services, including digital systems, voicetracking, hour-by-hour music logs, format music libraries and updates.

### Full-service Country formats

#### Digital Country -

Mainstream format targeted 25-54.

#### New Country -

Current and recent hits, targeted 21-44.

#### Pure Country -

50% traditional gold hits,  
50% recurrenents, targeted 35+.

#### Super Country -

Maximum variety mainstream format.

#### Natural Sound -

Country/AC mix, targeted 25-54.

## BURBANK'S CREATIONS

431 Ohio Pike, Suite #311  
Cincinnati, OH 45255  
DEBBIE CASTLE, Syndication Sales  
(513) 528-3375  
(513) 528-3524 Fax

### Daily Feature

#### 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/barter

### TV/Radio Commercials

#### Earl Pitts, "Uhmerikun"

Produced by: Burbank's Creations

Earl Pitts is currently used as a spokesperson for many retail clients-car dealerships, tv/appliance stores, drug stores, truck driver

training schools, etc. Our "uhmerikun" clients are experiencing increased sales and notoriety with Earl's assistance. Call us for a demo and rates.

## BYRD & BLOCK PRODUCTIONS

P.O. Box 2203  
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.

Terms: barter

Local Avails: 9 minutes

Clearance: Mon.-Thurs.

7 p.m. Pacific

Method of Delivery: satellite

Length: 90 minutes

#### Live From the Roxy

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

Terms: barter

Local Avails: 5 minutes

Clearance: Mon.-Fri. 7P.M. Pacific

Method of Delivery: Satellite

Length: 90 minutes

### Weekly Programming

#### The Weekly Top Thirty with Harmon and Evans

Country music's hottest countdown, hosted by Steve Harmon and Scott Evans.

Country's biggest thirty hits every week, according to Radio & Records, all programmed in no talk sweeps.

Terms: barter

Local Avails: 6 minutes per hour

Clearance: Mon.-Sun, 6A.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.

Terms: barter

Local Avails: 5 minutes

Clearance: Mon.-Sun, 6A.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.

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

## FAR WEST COMMUNICATIONS

3610 1/2 Foothill Blvd.  
La Crescenta, CA 91214-1738  
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 1,400 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

DON EMANUEL,

Senior Representative Briargate Media

(719) 531-3309

(719) 531-3302 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**

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.

**Radio Magazine**

A weekly 1-hour dose of practical advice and encouragement from America's foremost authority on the family, Dr. James Dobson. This is an in-depth analysis of day-to-day issues facing your listeners' families. It tackles hard questions and offers sensible "how-to" answers for building stronger, healthier relationships.

**GEISLER RADIO**

P.O. Box 28

Columbus, TX 78934

CARL GEISLER, Owner/Producer

(409) 732-8124

(409) 733-0933 Fax

**Weekly Feature**

**On The Horizon**

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

Length: 1 hour

Terms: barter.

6 minutes local avails

Method of Delivery: CD

**MemoryMakers**

Music/interviews featuring classic country music artists.

Host: Carl Geisler

Distribution: U.S. & Foreign

Length: 1 hour

Terms: barter

6 min locals available by CD

**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

lhcast@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

*Services*

**General and custom services for radio stations.**

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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**

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

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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.

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 countdown, gospel music news update, etc. Seasonal specials included.

Method of Delivery: tape

### **Special Shows**

#### **A Gospel Christmas**

Two-hour Christmas special featuring Southern gospel Christmas music and artist interviews. New production each year.

Method of Delivery: tape

#### **Gospel Year In Review**

Annual two-or four-hour countdown 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 Twining

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 Fax

#### **Country HitMakers**

Weekly two-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 '98. 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**

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 Amphitheater, three day on-site remote (or short form network feeds). Travel package with Universal City Tours and the ACM Awards Show.

Very exciting!

#### **Honky Tonk Sundays**

KMPS 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. Includes Shania Twain, LeAnn Rimes, Toby Keith, etc.

### **IN-FISHERMAN RADIO**

Two In-Fisherman Drive

Brainerd, MN 56425

JIM O'ROURKE, Director

SHERRY FUHRMANN, Coordinator

(218) 825-2546

(218) 829-3091 Fax

Website: www.in-fisherman.com

#### **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

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 Marcia Campbell 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.

Heard on WSM-Nashville, WWVA-Wheeling, KTNN-Gallup, and other great stations coast-to-coast.

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

## **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.

## **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 artists for use in conjunction with Earth Day '98. Eco-Quiz underscores the benefits of recycling for individual listeners, the community and the planet.

Method of Delivery: CD  
Start date: April 15, 1998

## **JONES RADIO NETWORK**

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,  
Advertising Sales Manager  
MICHAEL HENDERSON,  
Director of Affiliate Sales  
C.J. JOHNSON, Marketing Manager  
ERIC WILER, Director of Engineering  
(303) 784-8700  
(303) 784-8612 Fax

Jones Radio Network is the nation's largest provider of live, 24-hour, satellite delivered formats. With over 1,200 affiliate radio stations nationwide, JRN offers: Classic Hit Country, JRN Rock Classics, U.S. Country, CD Country, Adult Hit Radio, Rock

Alternative, Soft Hits, Good Time Oldies, NAC, Music of Your Life, and Z Spanish. Jones Radio Network is also the exclusive distributor of The Crook and Chase Country Countdown and Chase CenterStage Specials, Outdoor Life Radio and The Jimmy Carter Entertainment Reports. Jones Radio Network also offers syndicated evening and overnight programming, "Jones Through the Night," for Oldies, Country, and AC stations: "Dave's Diner," "Oldies Through the Night with Gary Outlaw," "Hot Country Nights with the Conman," "Country Through the Night with Bob Booker," "Heart to Heart with Friday Epley," and "AC Through the Night."

### *Formats*

#### **US Country**

Distributor: Jones Radio Network  
(303) 784-8700  
Operations Manager: JIM MURPHY  
Director of Affiliate Sales:  
MICHAEL HENDERSON  
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 Radio Network  
(303) 784-8700  
Operations Manager: JOHN HENDRICKS  
Director of Affiliate Sales:  
MICHAEL HENDERSON  
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 Radio Network (303) 784-8700

National Affiliate Sales Manager:  
MICHAEL HENDERSON  
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 Radio 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.

#### **Classic Hit Country**

Distributor: Jones Radio Network  
(303) 784-8700

Operations Manager: LEW JONES  
Director of Affiliate Sales:  
MICHAEL HENDERSON

Classic Hit Country is America's first, 24-hour network, playing the music that today's contemporary country stations have forgotten. Concentrating on the songs and stars that made country the nation's #1 radio format, Classic Hit Country focuses on the biggest songs and artists from the '70s and '80s. Classic Hit Country delivers skillfully blended hit songs and topical, friendly on-air personalities who are passionate about the artists and their music.

#### **Hot Country Nights with the Conman**

Distributor: Jones Radio Network  
(303) 784-8700

Operations Manager: JOHN HENDRICKS  
Director of Affiliate Sales:  
MICHAEL HENDERSON

Host: The Conman

Live from the Tumbleweed Radio Theatre: 8P.M.-1A.M. ET, Hot Country Nights with The Conman offers the listener a full blown theatrical presentation with zany skits, parody commercials, intriguing nightly features and audience participation. Each show is packed with special features, live celebrity interviews and of course the best in hot country music.

### **The Jimmy Carter Entertainment Reports**

Distributor: Jones Radio Network  
(303) 784-8700

Director of Affiliate Sales:  
MICHAEL HENDERSON

Host: Jimmy Carter

Jimmy Carter interacts with your morning team and brings your listeners up-to-the-minute country entertainment news with his unique brand of humor. The Jimmy Carter Entertainment Reports give an inside contact in Nashville and Hollywood. The Jimmy Carter Entertainment Reports offer live call-ins, custom reports, custom promos, and is available Monday-Friday.

### **Outdoor Life Radio**

Distributor: Jones Radio Network  
(303) 784-8700

Director of Affiliate Sales:  
MICHAEL HENDERSON

Host: Scott Linden

Outdoor Life Radio provides every listener with informative tips and techniques on free-time activities such as camping, hiking, fishing, wildlife watching, boating, winter sports, RV travel, hunting, mountain biking, outdoor fitness, and natural history. This fast-paced, one-minute program satisfies your listener's desire for the outdoors with "in-field sound" and the wit of award-winning outdoor writer, Scott Linden. Outdoor Life Radio is entertaining, relevant and informative.

### **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  
Ponderosa, 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

#### *Promotions*

##### **Country & Western Weekends**

Looking for that unique promotion nobody else has? Have a country & western getaway on us! KTB Radio Media offers radio station promotional tie-ins to New Mexico the spectacular Land of Enchantment!

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.

#### *Voice Workshops*

##### **Invest In Your Voice Talent**

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.

### **MEDIA AMERICA**

11 West 42nd Street  
New York, NY 10036  
FRANK DESANTIS,  
VP/Programming & Affiliate Relations  
BARBARA SILBER,  
Director Affiliate Relations  
ROB DRUCKER,  
Director Affiliate Relations  
(212) 302-1100  
(212) 302-6024 Fax

#### **BDS/Preferred Data**

BDS/PD is the most comprehensive and accurate music monitoring system available to country programmers. The PD software brings the digital technology and accuracy of the BDS system directly to the user's computer 7 days a week, 24 hours a day. All country BDS stations are available in the database. Clients may create custom reports from the comfort and convenience of their own computers. BDS/PD provides the ability to obtain complete 24-hour music logs as well as daily and weekly comparisons in a matter of minutes. Playlists are available as quickly as next-day in most cases.

Terms: barter

Method of Delivery: Internet Server

#### **Country's Most Wanted**

New hosts Bill Cody and Crew, the very popular and entertaining morning show from Nashville 95 WSM-FM, bring the biggest and hottest country artists into the studio for exclusive acoustic performances and interviews directly from Music City. Bill Cody knows just about everyone in Nashville from his work in Country radio and on TNN, so you never know who's going to drop by! Mystery guests and artist call-ins from the road complement this fast-moving weekly two-hour show.

Terms: barter

Delivery: CD

#### **The Weekly Top 30**

Charlie Tuna, the only syndicated country personality to have his own star on the Hollywood Walk of Fame, brings listeners three hours of celebrity interviews, country news, and "Tuna's Tabloid" - as well as the 30 biggest hits at WT30 extras - every week. Additionally, stations receive custom promos voiced by the legendary Charlie Tuna!

Terms: barter

Delivery: CD

## **MEDIATRACKS COMMUNICATIONS**

2250 E. Devon Ave., #150  
Des Plaines, IL 60018

REED PENCE,  
Vice President-Programming  
GENE STERN, Affiliate Relations  
(847) 299-9500  
(847) 299-9501 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 - 4 national minutes within the show, 2 minutes available for local sale.

Method of Delivery: CD

### *Daily Feature*

#### **HealthSense Radio**

Five completely self-contained 60-second pieces weekly. Each day, HealthSense 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, INC.**

2700 Post Oak Blvd., #4000  
Houston, TX 77056  
CHUCK BORTNICK, President  
(713) 407-6000  
(713) 407-6099 Fax

3901 Main Street  
Philadelphia, PA 19127-2109  
BILL YEAGER, Vice President  
(800) 800-NEWS  
(215) 309-7680 Fax

Metro Networks, Inc. is the largest provider of local content to the television and radio broadcast industries, including news, sports, weather, traffic, and business and entertainment reports. Metro Networks, Inc. operates in over 75 markets nationally and services

more than 1,600 radio station affiliates and 130 television station affiliates. The company's shares are traded on the Nasdaq Stock Market under symbol "MTNT". Metro's newest product, Metro Source, is a total information service and digital audio workstation for everyone in the newsroom, jocks, and sidekicks. It is a satellite-delivered system that allows Metro new affiliates to view, write, edit and report the latest news and features, in both text and audio formats. Metro Source is Where America Gets its News.

## **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,  
VP, Affiliate Relations  
(212) 245-5010  
(212) 586-1090 Fax  
6503101773 Telex

### *Weekly Shows*

#### **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

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

Terms: barter

Sponsorship: 5 minutes per week

Method of Delivery: CD

### *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

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

Terms: barter

Sponsorship: 1 minute per quiz

Method of Delivery: reel to reel

### *Specials*

#### **The CMA Awards** (October, 1998)

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

Terms: barter

Method of Delivery: CD; satellite

### *Celebrity Country Quiz*

A daily country music trivia show, complete with turn-key prizing and promotions for country radio.

Length: Short form/daily

Price: Barter, 7 minutes per week

Method of delivery: CD

### *CountryNow.com*

A daily music new and entertainment Web programming service for country radio. Features include fansites, a CD spotlight, artist profiles, concert news, a living section and links to full stories on the Net.

Price: Barter, 10 minutes per week

## **MORNING SIDEKICK**

8 Federal Blvd.

Denver, CO 80219

KEITH HUGHES

(303) 727-9111

(303) 727-9555 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)



**INFLATABLE IMAGES...**

Attract attention to your station events with a customized giant inflatable. Perfect for your next BIG promotion! Blow up your mascot or create your own shape and event.

**Contact:**  
**Lenny Freed**  
 330.273.3200 x137  
 f: 330.273.3212

2880 Interstate Parkway  
 Brunswick, Ohio 44212  
 A Division of Scherba Industries, Inc.



INFLATABLE IMAGES

**CRS30**

**Country  
Radio  
Seminar**

**30 YEAR  
Celebration**

**in  
Downtown  
Nashville**

**March 10-13, 1999!**

*Clip this ad and tape to your calendar for 1999.*



**PLAN NOW  
FOR  
CRS-GREAT LAKES  
REGIONAL  
COUNTRY RADIO  
SEMINAR  
THIS SUMMER IN  
CLEVELAND,  
OHIO  
AUGUST  
28 & 29**



ATLANTIC NASHVILLE

# Thanks radio



John Michael Montgomery



Tracy Lawrence



Neal McCoy



Milla Mason



The Great Divide



Matt King



Ricky Skaggs



Confederate Railroad

t r u s t t h e

MUSIC



### *Morning Sidekick's Funny Pages*

Fresh topical jokes faxed M-F.

Free with subscription to Morning Sidekick; also available by itself. Free Sample week.

### **MNR RADIO**

1801 International Speedway Blvd.  
Daytona Beach, FL 32114

DAVID HYATT, Executive Producer  
CHERYL KNIGHT-MARZELLO,  
Director of Affiliates  
(904) 947-6400

Live broadcasts of NASCAR stock car racing, America's most popular form of motor-sports, 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.

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.

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 2,300 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, Sales

DEBBI CRISP, Syndication

(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 Nashville Insider. Features include Nashville Notebook and Quick Facts. Also includes weekly features from our at-track staff which consists of 25-year Winston Cup crew chief Jeff Hammond. CD delivered Friday morning to your station.

### **ONE-ON-ONE SPORTS RADIO NETWORK**

1935 Techny Road (#18)

Northbrook, IL 60062

CHRIS BRENNAN,

Chairman/President

CHUCK DUNCAN,

VP Affiliate Relations

MICHAEL GORMAN, VP Sales

CAROLYN PHILLIPS,

VP of Marketing

SCOTT CLIFTON,

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 programming and information-driven weekend programming.

### **PREMIERE RADIO NETWORKS**

15260 Ventura Blvd., Suite 500

Sherman Oaks, CA 91403

TIM KELLY,

President/Director of Programming

Country Division:

JIM RONDEAU, Program Director

MANDY MCCORMACK, Music Director

(818) 377-5300

(818) 377-5333 Fax

#### *After Midnite with Blair Garner*

The originator of the "overnight revolution." After Midnite's features today's hottest country music, listener interaction, and interviews with Hollywood's biggest names. Produced LIVE every night!

Method of delivery: Digital satellite

Length: 6 hours (midnight-six Monday-Saturday)

Terms: barter

#### *The Country Chart with Blair Garner*

Blair Garner counts down the top 30 hottest country songs on the charts in a format that sounds as live and compelling as the rest of your station. Includes artist interviews, live performances and calls from your listeners.

Method of delivery: CD

Length: 3 hours

Terms: barter

#### *Boot Scoot'n' Party'n Nights*

America's Largest Coast to Coast Party! Hollywood Harrison takes listener calls, plays the best of today's country and chats with the artists that make the music. It's country radio's most entertaining way to spend a weekend night!

Method of Delivery: digital satellite or CD

Length: 6 hours (Live 7pm-1am Saturdays)

Terms: barter

#### *On the Weekend*

America's top personalities keep your station sounding fresh "On The Weekend". An entire weekend line-up featuring Whitney Allen, Jim Rondeau and Steve Casey playing great country music, interviewing top

celebrities and interacting live with listeners.  
Method of Delivery: digital satellite  
Length: all weekend  
Terms: barter

#### **Big Bang Concert Series**

The top artists in country music captured in exclusive concert appearances month after month. Your station is the venue for the performers your listeners most want to hear!

Method of delivery: CD  
Length: 2 Hours  
Terms: barter

#### **Country Comedy**

The most creative comedy assembly in America writes with your country audience in mind! You get topical bits, jokes, parodies and conversation-starters you can really use on your morning show or any time of the day.

Terms: barter

#### **MEDIA TECHNOLOGY GROUP, SBC-NAMB**

6350 West Freeway  
Fort Worth, TX 76116-4511  
LISA YOUNG, Radio Marketing  
DONNA SENN, Distribution Coordinator  
KIRK TEEGARDEN, Producer  
(800) 266-1837 or  
(817) 737-4011  
(817) 737-7853 Fax

#### **Weekly Program**

#### **Country Crossroads**

30-minute weekly program. Host Bill Mack interviews artists and plays country hits.  
Terms: public service, NO BARTER,  
NO CONTRACT, NO FEES,  
ABSOLUTELY FREE  
Method of Delivery: CD

#### **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 48323  
(800) 521-2537  
(888) RPM-0006 Fax

#### **Top Hits USA**

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 America's 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 SHO VAN,  
VP/Manager of Operations  
(212) 581-3962  
(212) 459-9343 Fax

#### **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 SPORTS 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 Gem Meyer 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 & 8:20A.M., 4:20 & 5:20P.M. EST

#### **"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 1-6A.M.. Eastern, mid-night-5A.M. Central/Mountain/Pacific time

#### **SATELLITE COMEDY NETWORK**

1776 Broadway (4th Floor)  
New York, NY 10019  
TOM SHO VAN,  
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  
JIM BLIGH,  
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.

Terms: barter

Method of Delivery: satellite/fax

### *Monthly Specials*

#### **World Premiere**

Host: various

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 eight holidays throughout the year.

SJS Entertainment is proud to produce a variety of other specials throughout the year including, "Country Platinum."

## **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 Positive 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 image of leading TV and radio stations nationwide. He's already enhancing the image of America's leading country music stations. Same day delivery services available via ISDN digital phone patch connection. KSE also offers 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  
JOHN LOSCALZO,  
Sr. Director of Programming  
RON RIVLIN,  
Senior Director, Affiliate Marketing  
(212) 833-5400  
(212) 833-4994 Fax  
(Affiliate Marketing)  
(212) 833-5438 Fax (Programming)

### *SW's Country Network*

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, quick-read bios.

## **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

Terms: cash

Method of Delivery: tape

### *Soundbite Trivia*

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

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.

HitDiscs - Weekly delivery of the newest country releases.

### *Station Jingles*

Young Country Two, Ridin' Again (1997 Fun KSCS), US99, and LOTS more!!!

### *Ultimate Digital Studio*

The ultimate in managing your music, commercials, promos and announcing. It's like having a board operator that can't make a mistake.

### *Music Rotation Software*

Music Master Production Libraries -

The world's largest supplier with Mega Music and Slam Dunk both with CD-ROMs for quicker production time Country House Band - all live country image library - 15 discs - all over 1,100 elements.

### **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 ULTI@mail@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

(212) 869-1115 Fax

#### *Super Country with Ben and Brian*

Ben and Brian bring their very contemporary and somewhat irreverent point of view direct mornings at KMLE-108 in Phoenix to this weekly collection of country's biggest hits. Comedic segments, character voices and song parodies are combined with artist interviews and reports directly from Music Row in to make this the liveliest weekly rundown of country music on the air.

Terms: barter

Method of Delivery: CD

#### *Custom Country Music Revue*

An un-hosted version of the above show. Same content, we provide the script, you plug in the host.

Terms: barter

Method of Delivery: workparts on CD

#### *American Christian Music Revue (ACMR)*

An unparalleled mix of Christian songs for country radio. The perfect blend of great music and wholesome values for your Sunday morning programming.

#### *The Road*

The show that set the standard for live performances of country hits on the radio. The Road delivers exclusive live performances captured in concert each week along with the artist insights about their music.

Terms: barter

Method of delivery: CD

#### *Thunder Road*

A hot mix of current and re-current country hits along with in-depth coverage of the Winston Cup Motor Sports Circuit. Drivers and country stars share the microphone on this uptempo program designed as the perfect lead-in to this week's race on your country station.

Terms: barter

Method of delivery: CD

### *Country Giants*

Six star-studded biographical salutes to country music's reigning superstars. Each monthly installment will feature in-depth interviews with the stars themselves plus the perspectives of major country stars.

Terms: barter

Method of delivery: CD

### *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,

Director of Marketing

(800) 786-2654

(660) 962-0945

(660) 964-1538. Fax

#### *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. Money back guarantee

Terms: cash only

Method of Delivery: CD, cassette

### **USA RADIO NETWORK**

2290 Springlake Road (#107)

Dallas, TX 75234

DAVID F. REEDER, VP/GM

(972) 484-3900

(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, and Faith. Nationally recognized author and host, Marlin Maddoux commentates on the socio/political issues of today. M-F, 2-4P.M., ET

### **USA Radio Daily**

Conservative talk, fast-paced, information-intensive and listener-friendly with host Jack Christy. M-F, 10-1P.M., ET

### **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. Sat., 8-10A.M., ET

### **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.

### **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." Sun., 10pm-1am, ET

### **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**

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 5A.M.-10A.M.

Host Gary Nolan tackles today's news issues & views. A nice break from UFO's. Opinion, comments, & more daily. 1A.M. - 5A.M., ET.

## **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 weekend reports and an annual tax tips series. Also features daily news insert material.

Terms: contact Westwood One Radio Networks

## **WESTWOOD ONE FORMATS**

25060 West 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

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

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,

7P.M.-12 midnight (EST)

Terms: available on a barter basis to radio stations

Method of Delivery: live via satellite

#### **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

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

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

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

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

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

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

## **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/news from professional rodeo.

Length: 4 1/2 minutes weekly

Terms: barter with local avail

Wrangler Pro Rodeo Update

Length: 2 1/2 minute weekly

Terms: barter with local available

### *Additional Programming*

#### **Countdown To NFR**

5-part daily series Nov 30th-Dec 4th

Length: 2 1/2 minutes

Terms: barter

#### **NFR Report/Update**

News from National Finals

Rodeo in Las Vegas

Length: 4 min. or 2 min. daily,

Dec 4th - 13th

Terms: barter

#### **ProRodeo News network**

Butch Thurman, Host

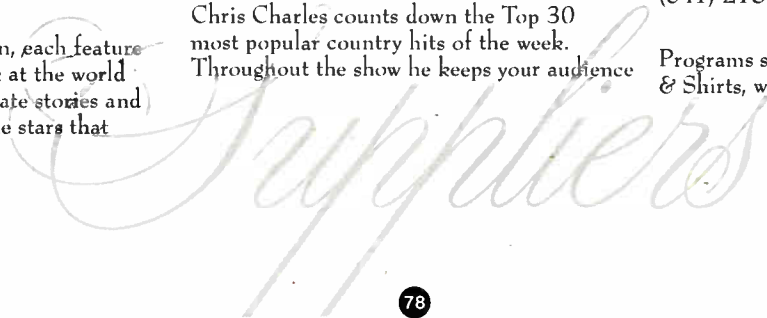
P.O. Box 1272

Pendleton, OR 97801

(541) 276-8233

(541) 278-2891 Fax

Programs sponsored by Wrangler Jeans & Shirts, with attractive co-op plan.



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# From The New Faces

KYKR Eddie London WOGK WBHP KVET  
 KIRX Brother Phelps WYAY  
 John Berry Gibson/Miller  
 WBT WPKX KSTC WROZ  
 WHO Hal Ketchum WSOC  
 John & Audrey Wiggins  
 Clinton Gregory WFMS  
 WCMS KEAN WPKX  
 WWL Remingtons KIKK  
 KPLX WNVL Toby Keith  
 Western Flyer KYKX WIRE  
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 Collin Raye KGEE WAMZ KEBC  
 CHAM WLW KOKE  
 Steve Kolander Clay Walker WMZQ  
 David Ball KENR KYKZ  
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 KVOO KSSN WWVA KZIP Pam Tillis KASE WKNN  
 WIVK WVAM WUSY  
 Martina McBride WQCB  
 KWMT



**THE RANCH**

**ANITA COCHRAN**

**KRIS TYLER**

**LILA Mc CANN**

**SHERRIE AUSTIN**

**DIXIE CHICKS**

**Hosted by  
JEFF FOXWORTHY**

# ...to the Hall Of Fame



Faith Hill WHN WLIE  
 Confederate Railroad  
 Brooks & Dunn KLAC  
 Sammy Kershaw KRLE  
 Tracy Byrd KWKH  
 WKKO WAXX  
 WZZK WSM  
 WYQ KRMD KOOV KEKB  
 WLWI WUBE WWWW WPOC  
 Tim McGraw WBAP KHAK

# BMI & COUNTRY RADIO<sup>SM</sup>

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**proud**  
**To Support**  
**the 29<sup>th</sup> annual**  
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