

COUNTRY MUSIC

Cash Box COUNTRY INDIE

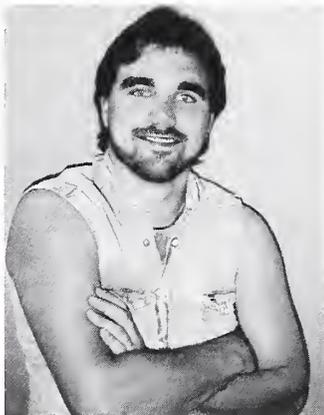
Indie Chart Action

This was another busy week for the independents. A total of 18 independent artists are finding their way up the Top 100 *Cash Box* Country Singles chart. Leading the *Cash Box* independents for their seventh straight week is **Western Flyer** on the **Step One** label with "She Should've Been Mine." The single climbs up four spots to #19 on the chart. In the second highest spot for the movers is **Gene Watson** at #50 with "You Gave Me A Mountain." To finish out the movers, **Billy T. Midnight** moves to #59, **Marilyn Allen** moves to #60, **Amber Lane** moves to #61, **Paula Inman** moves to #62, **Shad O'Shea** moves to #63, **Danny Duvall** moves to #66, **Stephen Bruce** moves to #67, **Steve Free** moves to #68, **Jeff Roberts** moves to #69, **Michael Grandé** moves to #70, **Will LeBlanc** moves to #71, **H.J. Bonow** moves to #73, **David Young** moves to #75, **Bobby Ross** moves to #77, **W.C. Taylor, Jr.** moves to #79, and finally, **Sparky** moves to #87.

Top Ten Rising Independents

1. **WESTERN FLYER**—"She Should've Been Mine"
2. **GENE WATSON**—"You Gave Me A Mountain"
3. **BILLY T. MIDNIGHT**—"Hello Miss Heartache"
4. **MARILYN ALLEN**—"Baby In Disguise"
5. **AMBER LANE**—"Doing Good Feelin' Bad"
6. **PAULA INMAN**—"Fire's Going Out"
7. **SHAD O'SHEA**—"McLove Story"
8. **DANNY DUVALL**—"I Don't Feel As Good"
9. **STEPHEN BRUCE**—"Sante Fe"
10. **STEVE FREE**—"Siege At Lucasville"

Indie Picks



Todd Cordle

■ **Todd Cordle: "Hide & Seek" (Platinum Plus)**

Cordle offers up a steady beat single highlighted by the soft touch of a fiddle. With an interesting hook and some creative musical accompaniment to follow, Cordle offers up an indie standout.

■ **Delia Charlene: "Somebody Once Told Me" (Platinum Plus)**

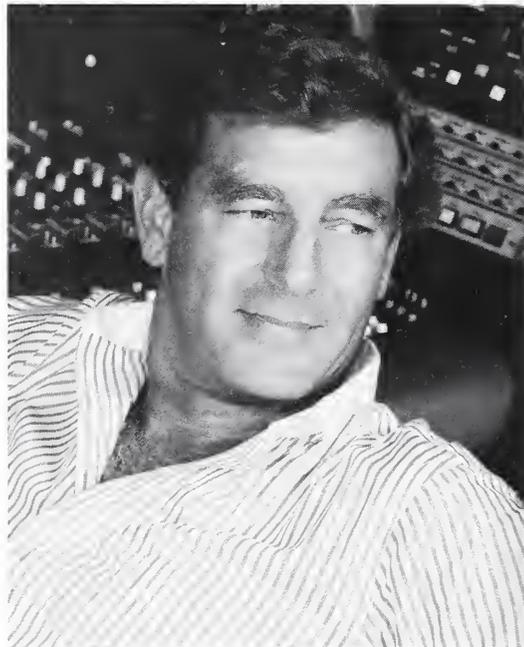
This single kicks off with a guitar intro that continues throughout the entire song. A cute melody and straight-ahead musical accompaniment make this one by Delia Charlene worth a listen.

■ **Michael Copeland: "Friends Behind Bars" (Platinum Plus)**

As the title implies, a great hook is the main attribute of this one. A simple, uncomplicated, easy-going production makes for a good melody and a high dose of sing-along possibilities. Give it a play.

Indie Spotlight

Shad O'Shea: He Does It All



SHAD O'SHEA, president of Fraternity Records and a singer/songwriter with his current single "McLove Story" at #63 on the *Cash Box* Top 100 Country Singles chart, is also an author, among other things.

As the author of *Just For The Record*, the book *Grammy Magazine* called "the finest book ever written on the subject"...and that subject being the music and recording business as seen by an insider with over 30 years' experience. *Just For The Record*

tells the beginner, and reminds the veteran, of what it takes in the way of talent and smarts to make it as a composer or performer.

O'Shea isn't a one-time author. He has two new books: *Beware...The Song Shark*, which details just about every scam in the business, the kind of stuff that bilks hundreds of thousands of dollars from unsuspecting people who want to break into the world of music; and *Common Sense And The Music Business*, which is the ultimate "how to" manual that lists every possible mistake and how to avoid them. A fourth book, *Music In America...the '90s*, will deal with the bewildering world of technical hardware and software—everything from sampling to buying music in stores off satellites.

O'Shea's insight into the music business has also spread into the world of seminars. "One Full Day With Shad O'Shea" is the title of America's most complete one-day seminar on the music business. O'Shea has been producing them for several years in major markets. Along with O'Shea is an array of well-known experts in the fields of session producing, songwriting, manufacturing and entertainment law.

As for his background, O'Shea has spent over 15 years as an on-air personality in markets such as New Orleans, St. Louis, San Diego and Cincinnati. He was the voice for clients which include Dodge/Plymouth, White Westinghouse, Ideal Toy and Cintas The Uniform People. Regionally, he wrote and produced broadcast commercials for more than 500 clients and for 15 years wrote, produced and voiced radio and TV campaigns for the Tri-State Ford dealers. As a songwriter and artist, he has written and produced over 70 novelty records and is the featured artist on a six-volume CD set for collectors' recordings. In 1970, he built Counterpart Creative Studios, a state-of-the-art facility that has attracted such artists as Aerosmith, Todd Rundgren, Livingston Taylor, Mike Reid, Midnight Star and Leonard Bernstein. In fact, Bernstein's world-famous work, "The Mass," was recorded in its entirety at Counterpart. The studio also recorded for other major labels and worked with dozens of other nationally known recording artists.

As for his connection with Fraternity Records, he bought the label in 1976. In addition to keeping the label alive, he uses it as a springboard for new, promising talent. Fraternity also has two publishing companies, Hurdy-Gurdy Music (ASCAP) and Counterpart Music (BMI).

As a producer and consultant for songwriters and recording artists, O'Shea has helped put, to date, 46 newcomers on the national top 100 charts. He has taught courses in radio & television, music production and TV & record production at the University of Cincinnati and Southern Ohio College.

Shad O'Shea, a jack-of-all trades when it comes to the music business, is truly unique in his experience and background.