

“Investing in the present... securing the future.”



COUNTRY RADIO BROADCASTERS

PRESENT THE 27TH ANNUAL

COUNTRY RADIO SEMINAR

FEBRUARY 28 – MARCH 2, 1996

NASHVILLE, TENNESSEE

P R O G R A M

It's About



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OUR SINCERE APPRECIATION IS EXTENDED TO THE MANY INDIVIDUALS, COMPANIES AND PUBLICATIONS WHO CONTINUE TO SHARE THEIR TIME AND TALENTS TO MAKE THIS YEAR'S PROGRAM BOOK POSSIBLE.

COUNTRY RADIO SEMINAR XXVII PROGRAM BOOK

ART SUPERVISION: GARY VAN DER STEUER & HEATHER ROMINE

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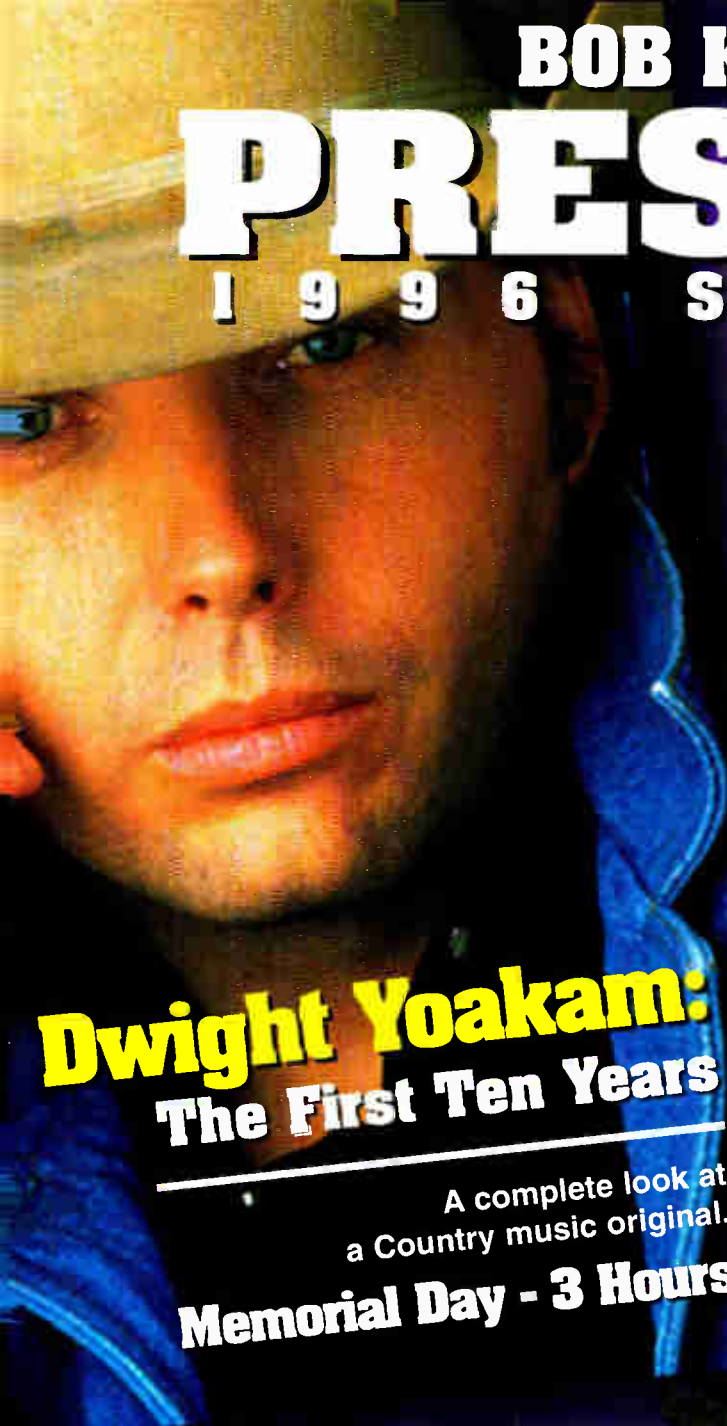
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STATE PROCLAMATION



STATE OF TENNESSEE
PROCLAMATION
BY THE GOVERNOR

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

WHEREAS, creative and talented people of Nashville working in country radio and the music industry make it possible for the City of Nashville, Tennessee, to be called "Music City, USA"; and

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

WHEREAS, country radio and music industry professionals from all across the United States and Canada will gather in Nashville, February 28 through March 2, 1996; and

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

NOW THEREFORE, I, Don Sundquist, Governor of the State of Tennessee, do hereby proclaim February 28 through March 2, 1996, as

COUNTRY RADIO SEMINAR WEEK

in Tennessee, and urge all citizens to join me in this worthy observance.

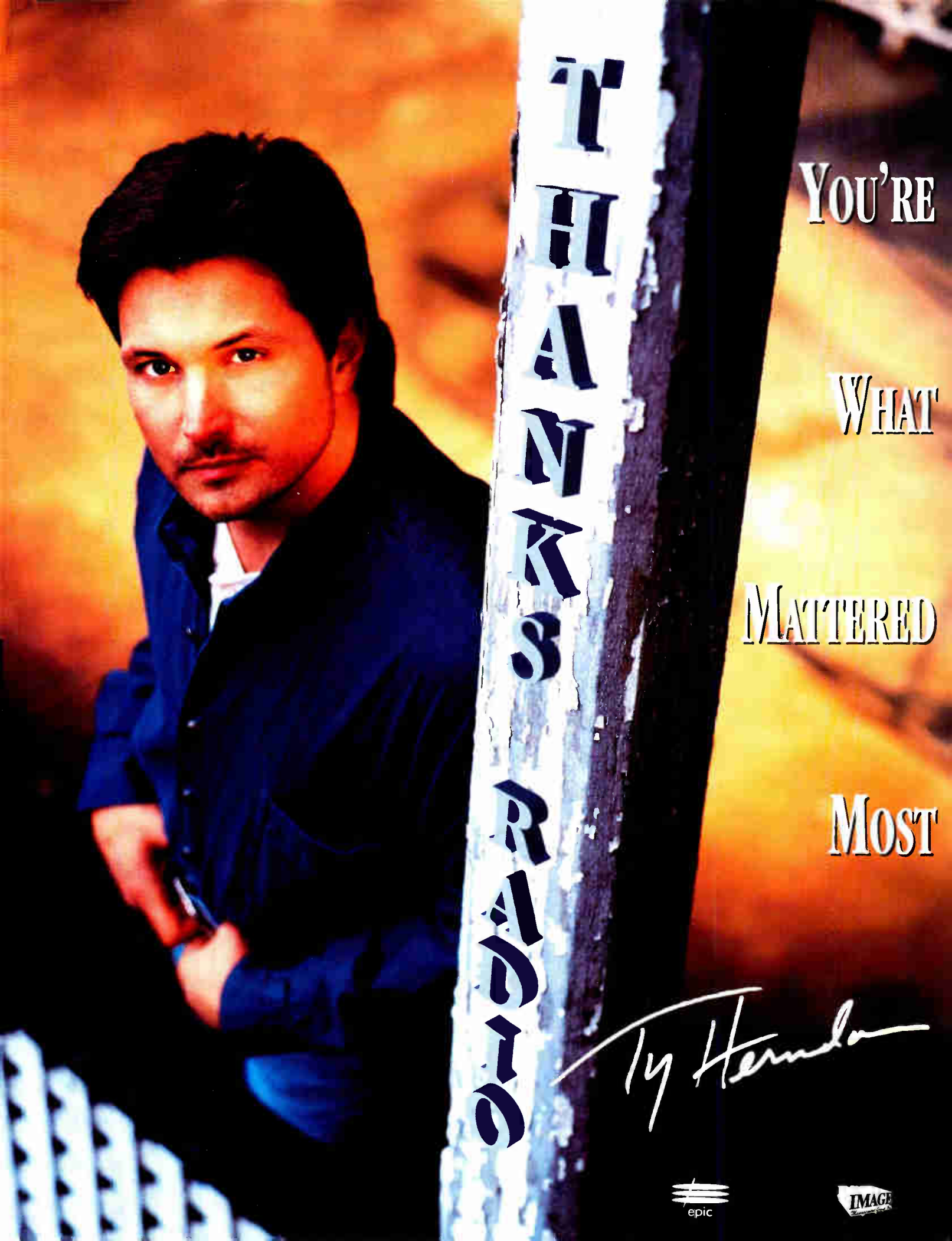
IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this 29th day of December, 1995.



Don Sundquist
Governor

Reily C. Daniel
Secretary of State





THANKS
FOR
WHAT
MATTERED
MOST

YOU'RE

WHAT

MATTERED

MOST

Ty Herndon



CITY PROCLAMATION

PROCLAMATION

Whereas, the Country Radio Seminar is celebrating its twenty-seventh anniversary in service to country radio broadcasters; and
Whereas, creative and talented people of Nashville working in country radio and the music industry make it possible for the city of Nashville, Tennessee to be called "Music City, U.S.A."; and
Whereas, American country radio stations are making a significant contribution to the current renaissance of country music; and
Whereas, country radio and music industry professionals from all across the United States and Canada will gather in Nashville, February 28 through March 2, 1996; and
Whereas, proceeds from the Country Radio Seminar will provide scholarships for the education of future radio broadcasters;

Now therefore, I, Philip Bredesen, Mayor of Metropolitan Nashville/Davidson County, do hereby proclaim February 28 through March 2, 1996 as

Country Radio Seminar Week in Nashville

In witness whereof, I have hereunto set my hand on this the twentieth day of February, nineteen hundred and ninety-six.



*Philip Bredesen
Mayor*



HOW DO YOU SPELL SUCCESS?

C·O·U·N·T·R·Y

R·A·D·I·O

THANKS,

Joe Rapetti





THE INDUSTRY'S NEWSPAPER
COUNTRY HOTFAX
R&R ONLINE

ED SALAMON

p r e s i d e n t

WELCOME TO THE 27TH ANNUAL COUNTRY RADIO SEMINAR: "INVESTING IN THE PRESENT, SECURING THE FUTURE" IS NOT ONLY THIS YEAR'S SEMINAR THEME, BUT REFLECTS THE COURSE OF ACTION OF THE COUNTRY RADIO BROADCASTERS.


Scholarship endorsement funds now guarantee that our mission to encourage educational opportunities in radio will continue in perpetuity. After a second successful Regional Seminar, we have firmly established an outreach beyond this spring.

This year, the Country Radio Broadcasters will move into its own building--providing the first permanent home for this organization.

We welcome a new Executive Director, Paul Allen, whose years of experience in public service is already providing a valuable asset.

This year's Seminar provides you with more choices than ever before. We congratulate our Agenda Committee, composed of broadcasters from all size markets and representatives of related industries, for assembling a relevant curriculum. Of course, how well your investment in the 27th Country Radio Seminar pays off is ultimately up to you.

Sincerely,



Ed SALAMON
PRESIDENT
COUNTRY RADIO BROADCASTERS



PAUL ALLEN

e x e c u t i v e d i r e c t o r

COUNTRY RADIO BROADCASTERS

PRESENTERS OF THE COUNTRY RADIO SEMINAR
GROWTH THROUGH SHARING SINCE 1970

DEAR SEMINAR ATTENDEE:

LET ME EXTEND A 'WELCOME' TO YOU FROM THE NEW KID ON THE BLOCK.

LAST FALL I ACCEPTED THE BOARD OF DIRECTORS' OFFER TO SERVE AS EXECUTIVE DIRECTOR OF COUNTRY RADIO BROADCASTERS, INC. IN THE SHORT THREE MONTHS I'VE BEEN WITH THE ORGANIZATION, I'VE QUICKLY LEARNED THAT THOSE WHO ARE A PART OF THESE ANNUAL MEETINGS HAVE DEVELOPED A TRUE PASSION FOR THE COUNTRY RADIO SEMINAR EXPERIENCE. THERE'S A SPECIAL MAGIC THAT YOU WON'T FIND ANYWHERE ELSE DURING YOUR BUSINESS YEAR. I'M HONORED TO JOIN WITH YOU IN SHARING ALL THE LEARNING EXPERIENCES, FELLOWSHIP, FOOD, AND MUSIC THAT WILL BE PROVIDED DURING THIS 27TH SEMINAR.

WELCOME TO THE SEMINAR AND THANKS FOR JOINING US FOR CRS-27. WE'RE GLAD YOU'RE HERE.

SINCERELY,



PAUL ALLEN
EXECUTIVE DIRECTOR

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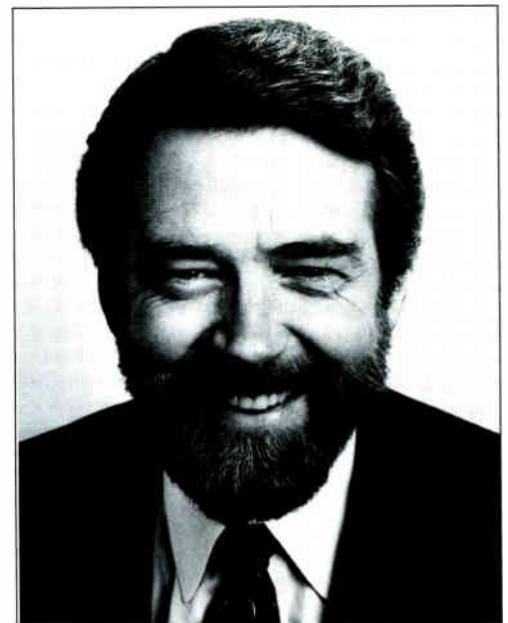
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BEVERLY PADRATZIK

a g e n d a c h a i r p e r s o n

DEAR COUNTRY RADIO BROADCASTER:

WELCOME TO CRS-27. YOU MAY HAVE BEEN HEARING A LOT LATELY THAT THE BABY BOOMER GENERATION IS WAY BEHIND SCHEDULE IN PLANNING FOR THE FUTURE...NOT ENOUGH SAVINGS...NOT ENOUGH PREPARATION...NOT ENOUGH THINKING AHEAD. WHILE WE CAN'T DIRECTLY FILL YOUR BANK ACCOUNT, OUR GOAL IS TO PROVIDE YOU WITH INFORMATION AT THIS SEMINAR THAT YOU CAN TAKE HOME AND PROFITABLY IMPLEMENT IN YOUR STATION AND IN YOUR CAREER.

FOR THE PAST YEAR, THE AGENDA COMMITTEE HAS BEEN WORKING ON SESSIONS TO CONTRIBUTE TO YOUR "INVESTMENT IN THE PRESENT," SO THAT WE CAN ALL TAKE POSITIVE STEPS TOWARDS "SECURING THE FUTURE." NO MATTER WHAT DEMO YOU HAPPEN TO BE IN, I HOPE YOU WILL TAKE ADVANTAGE OF THEIR TIRELESS EFFORTS.

SINCERELY,



BEVERLY PADRATZIK
AGENDA CHAIR
TRIBUNE RADIO NETWORKS



THANK YOU!



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Chip Peay Entertainment
Nashville Tennessee

ARISTA

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Capirol Records, Nashville, TN



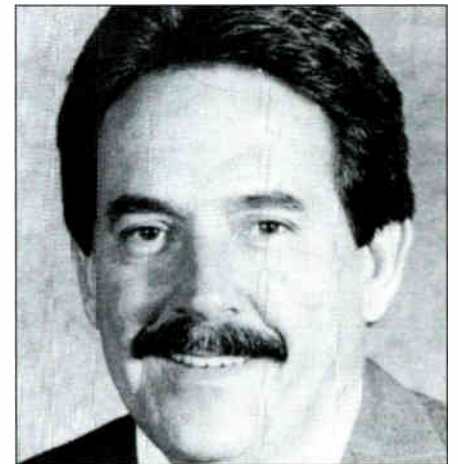
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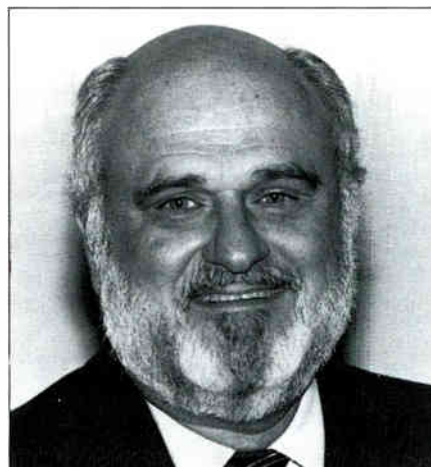
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John Blassingame
WGAR Radio



Gene Bridges
VARIETY RADIO/HON



Curt Brown
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Gaylon Christie
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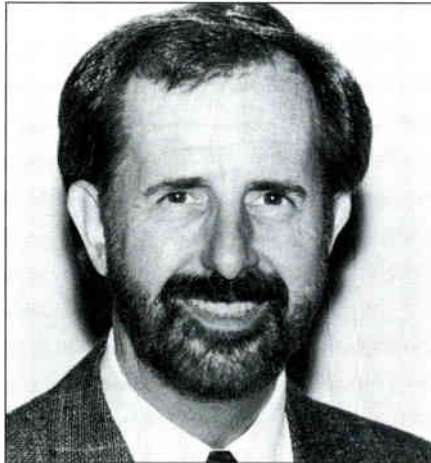


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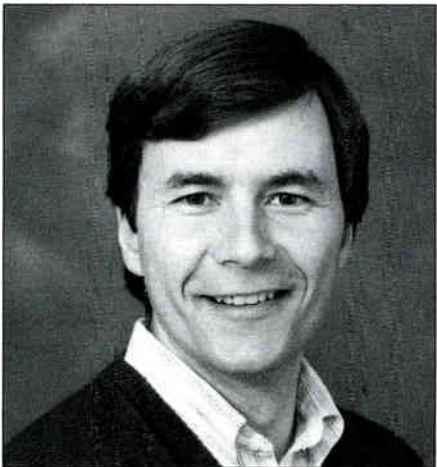
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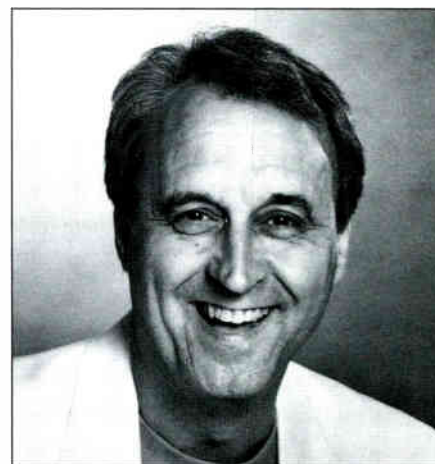
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Denise Nichols
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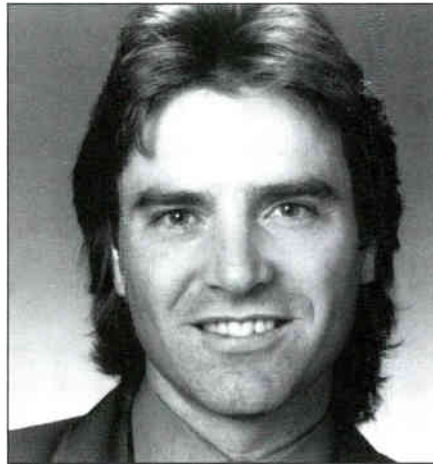


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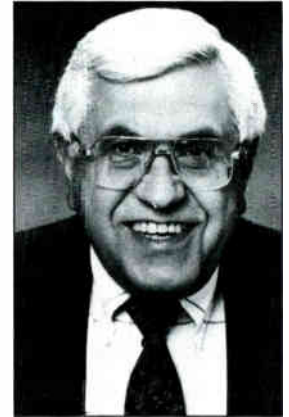
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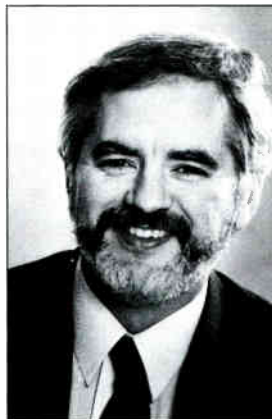
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establish artists, provide entertainment
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promote our records for the benefit and
enrichment of ourselves and our
consumers, do ordain and establish this
mission for the country music fans
of America and worldwide.*



Capitol Nashville...Dedicated to the future of our country.

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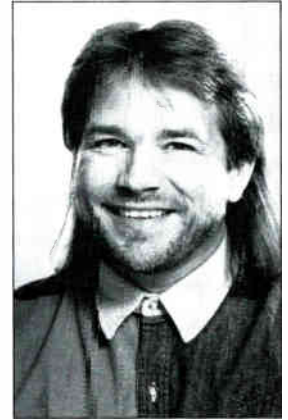
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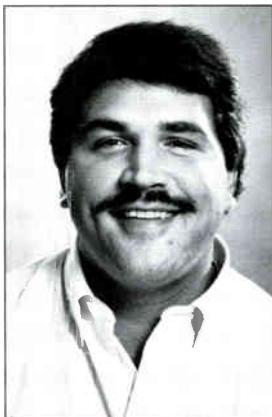
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KEYE Radio



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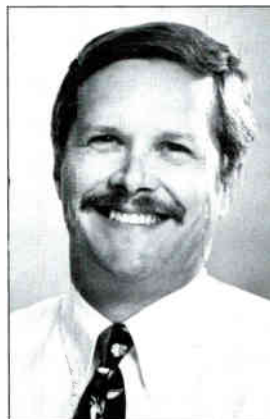
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SHINDLER-TURNER & ASSOC.



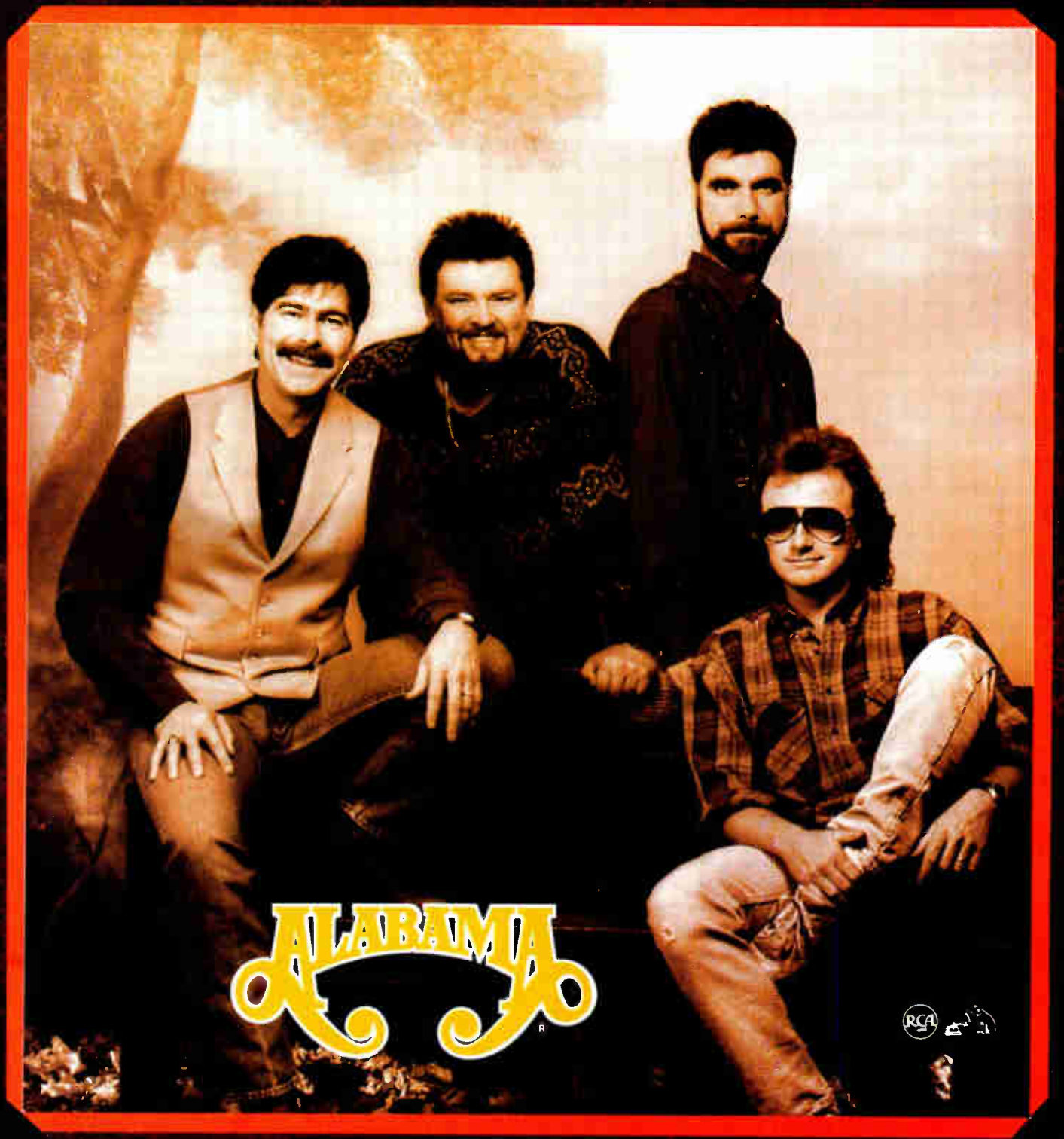
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INVESTING IN THE PRESENT...SECURING THE FUTURE



Alan Sledge,
OPS Dir. WWWW/ Detroit

1996 will go down in history as one of the most important and impactful years for the country radio and music industries.

On the broadcast side, less than two months into the year, President Bill Clinton signed the passage of the Telecommunications Bill which will mean sweeping changes in the way business has been done. One needs

to keep a scorecard on their person to keep track of who owns what and who is buying who.

Country still continues to be one of the most programmed formats in the US, however, in New York, which is the number one market for radio listening it now finds itself without a full-time country programmed station.

The number of country labels has quadrupled in the last six years to where there are now over twenty-five nationally distributed companies housed on Music Row. According to Soundscan, actual unit sales of country music product is at an all time high with almost 76 million records sold in 1995.

With momentum at an all time high, this year's theme of CRS-27 "Investing in the Present...Securing the Future" has an even more important meaning, how are we going to continue our success? We asked a cross section of some of country's leaders how they are addressing this statement in their respective companies

Starting first with the product of country radio, overwhelmingly the one area of agreement at all levels is the telecom bill and the question of how it will affect our business.

Alan Sledge, Operations Director of KSAN/KNEW-San Francisco: (with its passage) "is changing the landscape of radio through a consolidation of resources and talent. While many feel uncomfortable with this scenario, I believe it will enhance radio's ability to maximize profits while competing at levels that were unthinkable a few years ago. Despite the changes, we are still in the people business, and great broadcasters make great radio. We must continue to advance our industry while we cultivate and develop the next generation of them."

Katz Radio (who represents radio stations for national revenue) President, Stu Olds, echoes the sentiment about people.. "We invest in finding, attracting and developing and keeping the best people in the business. We then challenge them to create a continually renewing, innovative form of market representation that adapts and responds to the needs of our employees, our clients and customers to provide them with a valued, respected and indispensable business link between advertisers and stations."

Dan Pearman, Program Director KYNC "Young Country/Dallas": "To secure the future one must look forward. If one spends more time worrying when the sky will fall than to wonder what is beyond the sky - you will never get off the ground. I hear more about the problems facing our industry: more labels, more stations, more artists... these are the result of our success. Celebrate them. Competition in any field of endeavor causes the resulting product to be better and the consumer is rewarded with something that they want and will



*Thanks to Everyone at Radio
for your support!*
Tracy



- #1 - Sticks and Stones
- #1 - Today's Lonely Fool
- #1 - Runnin' Behind
- #1 - Alibis
- #1 - Can't Break it to My Heart
- #1 - My Second Home
- #1 - If The Good Die Young
- #1 - I See It Now
- #1 - As Any Fool Can See
- #1 - Texas Tornado
- #1 - If The World Had
A Front Porch
And Now...
- Time Marches On

*Tracy
Lawrence*

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XXX

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INVESTING IN THE PRESENT...SECURING THE FUTURE



Becky Brenner, GPM, KPMS/KZOK, Seattle



David Kantor, Exec. V. P., ABC Radio Networks, Inc.



USE. IT IS IMPORTANT TO LOOK TO OTHER INDUSTRIES AND LEARN WAYS TO MARKET THE PRODUCT AND BORROW FROM SUCCESSFUL STRATEGIES TO EXPAND MARKET SHARE. IN THE PRESENT IT'S IMPORTANT TO SET OUR VISION WITH OPTIMISM THAN TO WASTE TIME BEING A CASSANDRA."

Becky Brenner, General Program Manager KPMS-AM & FM/KZOK - FM SEATTLE: "I KEEP REMINDING OUR STAFF OFTEN THAT THE ONLY CONSTANT IS CHANGE. I AM NOT SURE ANY OF US REALLY UNDERSTANDS THE MAGNITUDE OF THE CHANGES THAT ARE ABOUT TO TAKE PLACE IN THE RADIO INDUSTRY. THE CHALLENGE IS TO MAINTAIN FOCUS ON THE HERE AND NOW BUT TO BE AWARE OF THE CHANGES AND USE THEM TO OUR ADVANTAGE. ONE KEY IS STAFFING. IT IS

IMPORTANT FOR US TO ALLOCATE A CERTAIN NUMBER OF PEOPLE TO FOCUS ON THE DAY TO DAY PRODUCT WHILE OTHERS ARE ABLE TO FOCUS ON THE FUTURE. THE OTHER KEY IS COMMUNICATION. WE ARE CONSTANTLY LOOKING FOR NEW WAYS TO KEEP EVERYONE EDUCATED AND INFORMED. IT SEEMS TO ME THAT

THE COMPANIES THAT WILL COME OUT ON TOP ARE THOSE THAT CONTINUE TO LOOK FOR NEW AND INNOVATIVE WAYS TO ACCOMPLISH MORE WITH FEWER RESOURCES."

LARRY DANIELS, VP/GENERAL PROGRAM MANAGER KNIX - PHOENIX: "ONE OF OUR PROGRAMMING GOALS IS TO MAKE A DIFFERENCE; TO DISTINGUISH OURSELVES FROM OUR COMPETITORS, REGARDLESS OF THE FORMAT. IT'S NO SECRET THAT THERE ARE FEW UNIQUE RADIO STATIONS TODAY. WE ARE WORKING ON MORE STRATEGIC BONDING WITH OUR LISTENERS, OPENING UP OUR PROGRAMMING TO ALLOW MORE "PERSONALITY", BECOMING EVEN MORE OF A FRIEND TO THE AUDIENCE. AS MANY HAVE SAID IN THE PAST, YOU CAN DUPLICATE THE MUSIC, BUT YOU CAN'T DUPLICATE WHAT GOES ON AROUND IT! THERE ARE MANY PARALLELS BETWEEN RADIO STATION'S OBJECTIVES AND THE MANY COMPANIES THAT ARE COMPETING FOR MARKET SHARE WITH NEW OR EXISTING PRODUCTS. IT'S VERY IMPORTANT TO CONTINUE REEVALUATING OUR INDUSTRY AND RECOGNIZE THAT OUR LISTENERS, COMMUNITY, CLIENTS, AND YES OUR EMPLOYEES NEEDS MUST DEFINE HOW WE DO PROGRAMMING AND SALES, IF WE ARE TO REMAIN COMPETITIVE IN THE FUTURE."

With radio's future seeming to be filled with challenges we took this opportunity to speak with some of radio's leading suppliers to see how their companies are positioning themselves.

DAVID KANTOR, Executive VP of ABC Radio Networks: "COUNTRY RADIO IS MORE COMPETITIVE AND DIVERSE THAN EVER BEFORE. TEN YEARS AGO THE FORMAT WAS SAYING FRAGMENTATION - IT CAN'T HAPPEN HERE. BUT TODAY, COUNTRY RADIO IS CONSTANTLY LOOKING FOR NEW PROGRAMMING OPPORTUNITIES INCLUDING STRATEGIC PROGRAMMING AND POSITIONING FOR FORMATS IN DUOPOLY STRATEGIES. WE ARE ALWAYS LOOKING TO DEVELOP SUPERSTAR TALENT (BOB KINGSLEY WHO HOSTS THE VERY SUCCESSFUL AMERICAN COUNTRY COUNTDOWN) AND NEW WAYS TO PROGRAM AND MARKET WITH DATABASE MAN-

creating radio that Country radio wants



HOST CARL P. MAYFIELD

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GROWING PARTY
IN COUNTRY
RADIO:**



WITH CARL P. MAYFIELD

"COUNTRY'S MOST WANTED is warm, topical and the music is great. The acoustic performances bring a new dimension to hit songs from country's greatest artists. I'd love to have Carl P. Mayfield and the P-Team on my station every day! In my estimation, 'COUNTRY'S MOST WANTED' is the best syndicated show out there!"

- Al Casey, Program Director, Young Country WYCD/Detroit

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SW Country PROGRAMMING SERVICES PACKAGE

"Everyone gives my morning team their prep service to sample. SW Networks 'Wake Up and Smell Report' is the ONLY one we subscribe to and the ONLY one we use!"

- Justin Case/Program Director, WDSY-FM, Pittsburgh

"The artist bios provide a lot of new information and really make it easy to be knowledgeable about Country music. SW's Entertainment News allows us to incorporate timely quotes from artists and celebrities on a daily basis - what a wonderful thing to have. The package is definitely worth it!"

- Dru Labord, Program Director, WKTF/Jackson, MS

**TO FIND OUT HOW TO GET EITHER
COUNTRY'S MOST WANTED WITH CARL P. MAYFIELD,
THE COUNTRY PROGRAMMING SERVICES PACKAGE, OR BOTH,
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Sony Worldwide Networks

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Edie Hilliard, Broadcast Programming, Inc.

AGEMENT. With the passage of the telecom bill, country radio will be greatly affected. Smart owners will try to purchase and program combinations of stations to entirely own the format in certain markets. The day may soon come when some group owners may use their expertise in country radio to specialize in and dominate the format in all of their markets - thus creating a major force that must be reckoned with."

Jeff Lawenda, President Westwood One Radio Networks & **Greg Batusic**, President Westwood One Entertainment: "WW1 was an early investor in country radio. Stating that we're "first in country," the leading producer and distributor of country



Bruce Hinton, Pres. MCA Nashville

programming is really accurate and not hyperbole. WW1 network originates a 24-hour hot country format as well as mainstream format. WW1 Entertainment produces (over six) top programs including Country Music Countdown. This year we're investing in programming

for our country affiliates to NBC, Mutual, CNN and WW1 News by providing them with a morning prep service at no cost, securing both programming and financial benefits to our affiliates.

Edie Hilliard, President BP Consulting/Broadcast Programming: "We invest every day in more services and better service for our clients. The companies that win will be those who deliver better product quality along with economies from efficiency. I agree with **Jay Albright**, our industry-leading country consultant who says: "Within the next two years, we'll likely see markets with twenty owners become six-owner markets. Radio people will need more support than ever to meet the challenges of looking for better ways to deliver our information services, we understand that high tech is no substitute for readily available personal contact and service."

Charlie Cook, SR/VP McVay Media: "We believe that our company's future is staying broad. As megacompanies compete to own markets, their needs are going to be servicing their entire operation. They would rather work with one consulting company able to help with all of their properties, be it country, Rock or AC. Being able to create a synergy among all their stations to control ratings and revenue in a market takes a company that can provide full service. For our clients the future is as near as a ratings book. For this reason our company stays on top of the ingredients that make stations win - the music, what information and how to communicate it. Helping with hiring and training announcers and marketing the finished product."

The one ingredient that all country radio stations have in common is the music and the music just gets better and better all the time. Here's how some of Music Row's finest are investing today



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for helping me
have one of
the Best
years of
my life*

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(615) 297-7087
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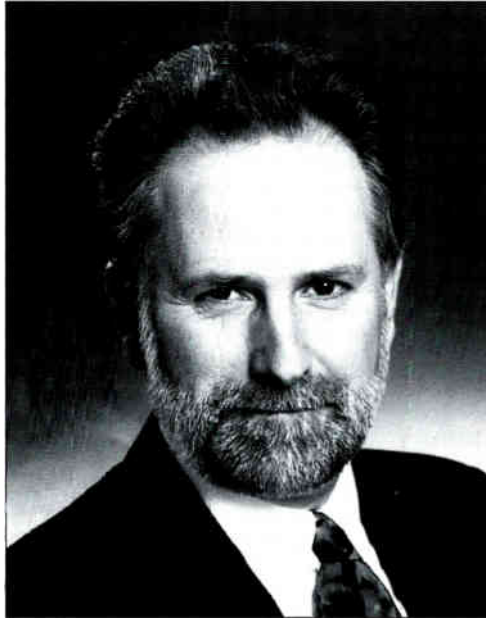
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INVESTING IN THE PRESENT...SECURING THE FUTURE



Tim DuBois, Pres. Artista, Nashville



Scott Hendricks, Pres. CEO, Capitol Records

while securing the future.

Bruce Hinton, Chairman MCA/Nashville: "In terms of our company, that statement is reflected in how we conduct our business day to day. Firstly, our artist roster is the key to present and future success and our investment and commitment to the individual artist is long term. This is the policy that has secured our future up to the present and will likewise take us into the next century."

Tim DuBois, President Arista/Career Records: "Investing both time and money into the A&R process is the most important thing we can do. Finding unique artists and great songs is our short term and long term strategy.

Get the music right, then market the hell out of it!"

Eddie Reeves, SR VP/GM Warner/Reprise Nashville: "Our business is finding and supporting great artists. It is essential to have hit records. After the hit do we find ourselves at square

one or has the hit contributed to the development of a viable country artist? We can achieve our goals for tomorrow by taking the long view today."

Mike Curb, Chairman The Curb Group: "Curb has long recognized Nashville as the creative center of the music business. That is why we have concentrated our staff and our resources here in recent years. There is a tremendous array of style and talent among the songwriters, the artists, the producers...the challenge is to put together the absolute best combination of all of these variables. We at Curb have never been more excited or more focused on finding and producing the most unique, highest quality projects in country music today."

Roy Wunsch, CEO Imprint Records (one of Nashville's newest labels): "Our plan for the future is tied to yesterday's history lessons...and they are rather simple. We believe that radio and industry business successes of the past several years were brought about by customer and listener demand for change. Anytime that we get caught up in a formulaic cycle...we get punished by our customers; be they listeners or music consumers. Both the country music industry and radio industry have no choice but to reexamine assumptions about core artists and their actual audience value weighted against great songs from non-core artists who may represent a vibrancy for the genre and the format which may not otherwise exist. Imprint will invest its resources and develop energy in artists and music we believe represent a positive change without drifting from the essential characteristics of the genre."

And summing up what to expect from the music, **Scott Hendricks**, President/CEO Capitol/Nashville states it well: "At a time in country music when people are searching for new formulas to



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Steve Berger, Pres. Nationwide Communications

exploit the genre to an even greater level, my approach is pretty much the same as it was when I was an independent producer. The music always comes first. I am constantly searching for unique and distinctive talent, then pairing the talent with the best songs this town (or any town) has to offer. My goal is always to expand the bound-

aries of country music without breaking them. Facts come and go, but one thing you can bank on is solid music."

Having a solid understanding today of what the future holds of our industries is the norm for successful companies. While the music companies are committed to continuing to provide great musical product, Eddie Fritz, President/CEO for the NAB sums up radio's new challenge. "The radio ownership deregulation included in the Telecom bill will be instrumental in helping the radio industry remain an important and competitive player in tomorrow's marketplace."

Great Empire Broadcasting, CEO Mike Oatman says "By acquiring radio stations in our current market so that we can heavy up to fact the brave new world which no doubt will see clusters of radio stations marketing their audience as a single entity...sometimes using several different formats to achieve the mass audience necessary today to interest advertisers. Our specialty is country music, so for the most part, in our marketplaces we expect to offer the various

kinds of formats that are available on the country music stations which ranges all the way from personality radio to music intensive concepts."

Steve Berger, President of Nationwide Communications cautions, "There is a great tendency to slap on your radio lemming shirt and follow the others into the dreaded sea of debt or some other debt mire. We secure our future by investing in the training of our people today. Just because you ran one station badly, doesn't mean you can't run three or four more successfully!"

The changes and opportunities that are occurring in our industries are as profound as anything taking place today. We must look past our short-term goals and through new initiatives and experimentation create the kind of products that will insure our long-term successes. Those investing today are securing our future.



ASCAP



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TONY ARATA



JOE BARNHILL, JR.



KENNY BEARD



GARTH BROOKS



TREY BRUCE



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STEVE CLARK



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DAVID LEE MURPHY



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JEFF PENNIG



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GRETCHEN PETERS



KERRY KURT PHILLIPS



BOB REGAN



MARK D. SANDERS



VICTORIA SHAW



ANDY SPOONER



JIM WEATHERLY



KIM WILLIAMS



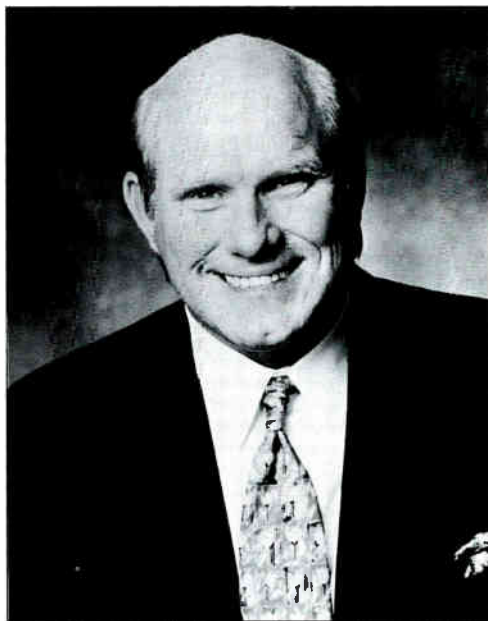
CRAIG WISEMAN

#1 CLUB

ASCAP's No. 1 Club honors those ASCAP members who write a song that reaches No. 1 on Billboard's Hot Country Singles and Tracks and Radio & Records Country Top 50. The writers listed have earned that distinction in 1995.

TERRY BRADSHAW

1996 keynote speaker



Terry Bradshaw

PRO FOOTBALL Hall of FAME MEMBER TERRY BRADSHAW will be asking "Why Not Your Best" as he delivers the keynote address to this year's seminar attendees.

AT A TIME WHEN AMERICAN BUSINESS IS EXPERIENCING VERY SERIOUS CHALLENGES, BRADSHAW IS NOTED FOR HELPING BUSINESS PEOPLE SCORE BIG AND OFTEN EVEN WHEN IT'S THE FOURTH

down and yards to cover. He feels it is time for all of us to go back to basics and take a closer look at what makes people successful despite disappointment and set backs. He will explain how he constantly searches for ways to improve himself; share his thinking about sacrifice, pain, competition and adversity and give specific examples of how he uses the power of dreaming, thinking and strategizing to reach success.

THE FIRST PLAYER CHOSEN IN THE 1970 draft, Bradshaw led the Pittsburgh Steelers to eight straight play-off appearances, six AFC championship games and four Super Bowl wins in 1975, 1976, 1979 and 1980. He was named "Most Valuable Player" in Super Bowls XIII and XIV; was four-time All-Pro and still holds Super Bowl passing records. He retired just prior to the 1984 season and was inducted into the Pro Football Hall of Fame in 1989 in his first year of eligibility.

Co-host and analyst of "FOX NFL Sunday," Bradshaw was an NFL game analyst for CBS Sports in 1984 and

served as studio analyst for their "NFL Today" for four seasons beginning in 1990. In 1980-82, he served as guest commentator for CBS Sports NFC post season broadcasts plus appeared on the network's "Super Bowl Today" programs for Super Bowls XVI, XXIV and XXVI. As a broadcaster, he has been nominated for a Sports Emmy Award in the Outstanding Sports Personality/Analyst category.

Heavily cited, Bradshaw was named NFL "Player of the Year" by the Associated Press, Sport magazine and the Maxwell Club of Philadelphia following the 1978 season. In 1979, he shared Sports Illustrated's "Man of the Year" award with Willie Starcell; was inducted into the Louisiana Sports Hall of Fame in 1988 and received the Bert Bell "Man of the Year" award from the Bakers Club of Philadelphia in 1993.

Bradshaw appeared in the "Hooper" and "Cannonball Run" films and guest-starred on the "Evening Shade," "Hardcastle and McCormick" and "Adventures of Brisco County, Jr." TV series. He's authored three books, including *No Easy Game*, *Terry Bradshaw: Man of Steel* and his acclaimed autobiography, *Looking Deep*. A native of Shreveport, LA, Bradshaw currently resides in Roanoke, TX with his wife Charla and their two daughters.

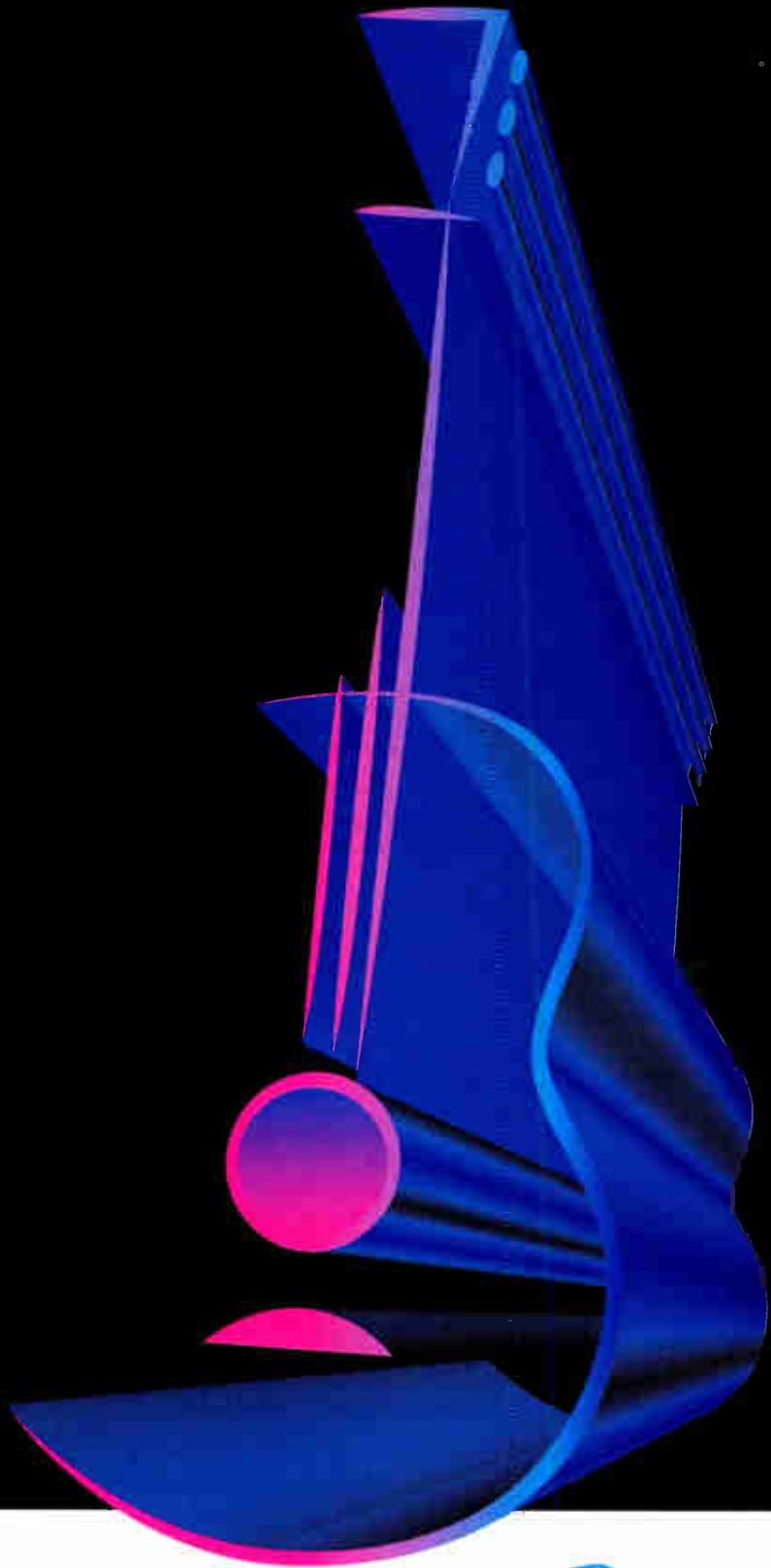


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Gerry Tabio

GERRY TABIO PROMISES A FUN, FAST MOVING, HIGHLY INTERACTIVE SESSION AT 9 AM ON Fri., MARCH 1 AS HE TEACHES CRS ATTENDEES SOME VERY SIMPLE BRAINSTORMING TECHNIQUES THAT RESULT IN FAR BETTER AND MUCH MORE INTERESTING IDEAS FOR ON-AIR MATERIAL AND PROMOTIONS.

President and founder of Creative Resources, located

in Broken Arrow, OK, Tabio has been sharing his creative techniques with companies in the United States, Canada and Europe for the past dozen years.

"I promise to teach participants how to quickly come up with ideas they would never think of otherwise," explained Tabio. "We'll have fun with it and they'll be able to return to their stations and implement these methods immediately."

Tabio has been involved in all phases of broadcasting for the last 17 years. He began his radio management career as a successful promotion director for NewCity Communications' WFTO, Worcester. He later became station manager there. Until March 1990 and his founding of Creative Resources, Tabio was vice president and general manager of NewCity's KRMG-AM and KWEN-FM in Tulsa, OK.

Tabio works with managers and sales people in and outside of broadcasting as he teaches them how to use their imagination to identify and solve difficult marketing challenges. A trainer and facilitator of the Creative Problem Solving

process, he works on projects for companies and retailers locally, regionally and nationally. He serves as a faculty member in the Leadership Development Program at the Creative Problem Solving Institute in Buffalo.

Though this is his first appearance at CRS, Tabio has been a featured speaker for the National Association of Broadcasters, the Food Marketing Institute, the Television Bureau of Advertising, Advertising Age, the National-American Wholesale Grocers Association, CANPRO Television in Canada and the Broadcast Promotion & Marketing Executives in the United Kingdom among others.



In a world of change

Some things don't need to

The tradition continues

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HEARING IS BELIEVING

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TIM MCGRAW PRESENTS

a d y n a m i c k i c k - o f f



Tim McGraw

Curb recording artist Tim McGraw will set the tone and pace for the 27th Annual Country Radio Seminar as he kicks things off with his high energy, dynamic, full-staged show. His performance is sure to have the audience singing and shouting, "I Like It, I Love It!"

McGraw's second album, "Not A Moment Too Soon," has sold

more than five million copies to date and his current compilation, "All I Want," saw his first single release from it of **I Like It, I Love It**, grabbing up two million advance orders before it ever saw the light of day. His first album, "Tim McGraw," yielded three charted singles; **Welcome To The Club**, **Memory Lane** and **Two Steppin' Mind**.

However, it wasn't until **Not A Moment Too Soon** that this animated entertainer really started tearing up the charts. The album was listed as Billboard's sixth best-selling album of 1994, regardless of genre, which out-paced offerings from such acts as Mariah Carey and Pink Floyd. It vied with Garth Brooks' **The Hits** as the year's top selling country album. From this second album came the silly, raucous, politically incorrect world beater called **Indian Outlaw**. He followed it with **Don't Take The Girl**, a ballad so poignant and sentimental, it moved both disc jockeys and listeners to tears.

Pouring his heart and emotions into the compiling and recording of his latest

album, McGraw's rendition of **I Like It, I Love It** became the ultimate party anthem and is gaining additional momentum on the soundtrack of the Julia Roberts/Dennis Quaid movie, "Something To Talk About." Other titles from the album, which cover all aspects of life, include; **All I Want Is A Life**, **Can't Be Really Gone**, **Maybe We Should Sleep On It**, **The Great Divide**, **Don't Mention Memphis**, **When She Wakes (And Finds Me Gone)**, **She Never Lets It Go To Her Heart**, **You Got The Wrong Man**, **I Didn't Ask & She Didn't Say**, **Renegade** and **That's Just Me**.

A native of Start, LA, McGraw dabbled in music through his early years. He graduated high school with honors and enrolled at Northeast Louisiana University to study law. His first semester grades convinced him to switch his major to sports medicine. However, music began to eclipse his commitment to academics and he left college after his third year. He moved to Nashville in 1989, did the usual club appearing stints and signed to Curb Records two years later.

McGraw says he tries to keep his head on straight in spite of all the celebrity by focusing on the good things that are going to happen in the future. He works hard on making his stageman a major production that keeps his audience on the edge of their seats in anticipation of more to come.

Tim McGraw promises to give seminar attendees an exciting kick-off show from his emerging descent at ceiling level through four layers of staging to his final note. His high energy sets the pace for the days and sessions to come!



NOVEMBER 1993



APRIL 1996



(800) 261-9053

ENGLAND & WHITE STAR

on ASCAP luncheon show



Ty England

THE ENTERTAINMENT will be looking good and good looking when Ty England and Bryan White take to the stage for this year's presentation of ASCAP's annual luncheon show.

REARED IN AN Oklahoma family steeped in traditional values, Ty England's introduction to music

CAME THROUGH HIS GRANDFATHER. HE SANG WITH BANDS IN HIGH SCHOOL, BUT IT WAS HIS COMMENCEMENT OF COLLEGE AT OKLAHOMA

STATE IN STILLWATER THAT LED TO AN INTRODUCTION TO ANOTHER MUSIC-MINDED INDIVIDUAL ATTENDING THE SCHOOL. GARTH BROOKS AND TY ENGLAND MET, BECAME FAST FRIENDS, FELLOW DREAMERS AND SUBSEQUENT ROOMMATES.

MUSIC DOMINATED HIS TIME AND HIS GRADES FAILED, FORCING ENGLAND TO

LEAVE SCHOOL. TIME WENT BY WHILE HE SOLD PAINT AND FINISHED HIS DEGREE THROUGH NIGHT CLASSES WHEN HIS OLD FRIEND CALLED AND TOLD HIM TO MOVE TO NASHVILLE. THE NEXT SIX YEARS FOUND ENGLAND ON THE ROAD SINGING HARMONIES AND PLAYING ACOUSTIC GUITAR FOR BROOKS. THEN, THE DAY CAME WHEN HE HAD THE OPPORTUNITY TO MEET RECORD PRODUCER, GARTH FUNDIS.

AN RCA CONTRACT FOLLOWED AS DID SUCH CUTS AS "IT'S LONESOME EVERYWHERE," "IF I HAD A SWING LIKE THAT," "NEW FACES IN THE FIELD" AND "THE BLUES AIN'T NEWS TO ME."

YOUNG BRYAN WHITE'S GENES WERE MUSICALLY SPLIT. HIS FATHER LOVED COUNTRY, HIS MOTHER LOVED R&B AND HE GREW UP PLAYING DRUMS IN BOTH THEIR BANDS, HONING HIS TALENTS ON EVERYTHING FROM JOHN CONLEE AND MERLE HAGGARD TO EARTH, WIND & FIRE AND TOWER OF POWER. WHILE HE LOVES ALL TYPES OF MUSIC, WHITE CLAIMS COUNTRY IS HIS ROOTS.

HIS MOTHER HAD TO FORCE HIM TO SING INITIALLY, BUT ONCE HE STARTED, THERE WAS NO STOPPING HIM. INSTEAD OF PACKING FOR COLLEGE IN 1992, WHITE PACKED HIS OLD CAR AND HEADED FOR NASHVILLE. INTRODUCTIONS LED TO A SUBSEQUENT SIGNING WITH GLEN CAMPBELL MUSIC WHERE HIS FAME AND DEMAND AS A DEMO SINGER GREW.

IN 1993, ASYLUM PRESIDENT KYLE LEHNING - WHO CLAIMS WHITE HAS "A VOICE AND SENSE OF PHRASE THAT IS TRULY REMARKABLE AND GOES WAY BEYOND HIS AGE" - SIGNED HIM TO THE LABEL WHERE HIS SELF-TITLED DEBUT ALBUM CONTAINED A VARIETY OF MATERIAL INCLUDING THE PLAINTIVE "ME AND THE MOON," THE SPIRITED FREE-FALL INTO LOVE SONG, "GOING, GOING, GONE," HIS FIRST SINGLE RELEASE, "EUGENE YOU GENIUS" AND HIS WISTFUL FOLLOW-UP, "REBECCA LYNN."

SEMINAR AND ASCAP LUNCHEON ATTENDEES WILL BE TREATED TO A RENDERING OF WHITE'S BRAND NEW RELEASE OF "I'M NOT SUPPOSED TO LOVE YOU ANYMORE" WHICH WAS JUST RELEASED FEB. 27.



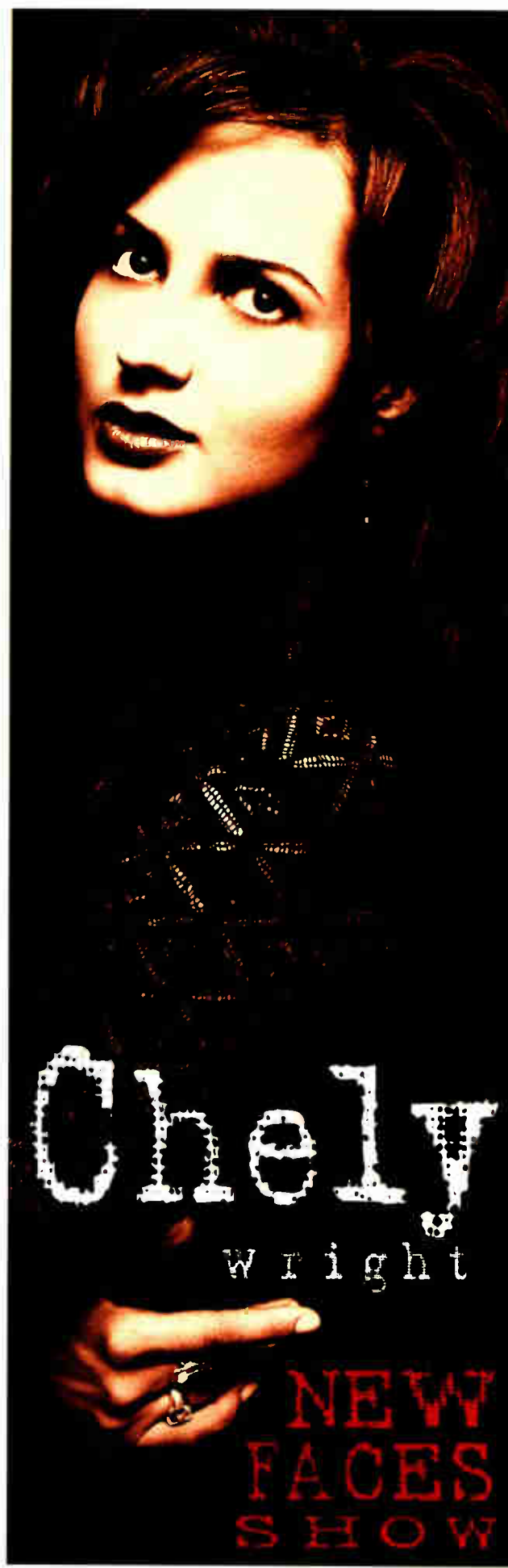
Bryan White





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Showcase
Stage
Friday 7:45-8:15pm



Saturday 7:00-10:00pm

mark
LUNA



Showcase
Stage
Friday 7:45-8:15pm





The New Faces Show is the most important showcase for new talent in country music. While this year's line-up is diverse, the one common denominator among the acts is each aspires to be the next country superstar.

As director of Artists Relations for Westwood One Radio Networks, I have had the opportunity to interview each New Face at least once. Here's what the next crop of potential superstars had to say at this momentous point in their careers.



JEFF CARSON

(On being recognized):
"More people are starting to put the name to the song. For a while everyone knew "Not On Your Love", but they weren't sure who sang it. I'm starting to get more recognition all the time, and I'm loving it. I love getting out and playing in front of people and having two songs now that people are starting to recognize. I

can't imagine maybe possibly getting to a point where my whole show is all recognizable songs. That has to be something I'm looking forward to."

RECORD COMPANY: MCG/CURB (818) 843-1616
MANAGEMENT: MARV DENNIS & ASSOCIATES (615) 320-7022



DAVID LEE MURPHY

(On what it has taken to get you where you are today)
"Being hard-headed I guess, not quitting and just sticking to it....I've always believed I could do it and I was not going to quit or give up...When you get in the music business and you have to develop a thick skin real quick. I think a lot of people come to Nashville and quit because they

find out that they haven't really learned what they've got to do. They want to do it really bad, but it takes a few times at being gunned (you know to figure out what you've got to do to straighten it out and fix it). I think the main thing is just keep coming back and that's what I've done."

RECORD LABEL: MCA (615) 244-8944
MANAGEMENT: DOUG KASMUS (615) 329-9945



DARYLE SINGLETERY

(On first tour date):
"If one thing got my attention that this is really happening for you Daryle, it was when I walked out on stage in Binghamton, New York (opening for Randy Travis). I knew I could do my part, I knew I could sing, but is the crowd going to accept me?...The crowd response was so

overwhelming to me. It flattered me to no end. I just kind of stood there in awe of all the people...I told them, "Listen, I've got to be honest with you. If I look nervous, I am!" I looked around, and said, "There's more people in this room than in my hometown". Binghamton, New York is something I'll never forget."

RECORD COMPANY: GIANT (615) 256-3110
MANAGEMENT: LIB HATCHER AGENCY (615) 383-7258





HELEN DARLING

(ON GARTH BROOKS' HEARING HELEN'S DEMO OF "WHISPER MY NAME" WHICH BECAME A #1 RECORD FOR RANDY TRAVIS):

"GARTH LISTENED TO THE DEMO SOMEWHERE AROUND 68, 69, OR 70 TIMES. IT IS STILL UNBELIEVABLE HE WOULD DO THAT. HE EVEN TRIED TO RECORD IT. HE WAS GOING TO PUT IT ON IN PIECES. I KNOW HE GOT IN THE STUDIO WITH IT, BUT I DON'T THINK HE

EVER RECORDED IT BECAUSE I KEEP TELLING HIM I WANT TO HEAR YOUR VERSION. I WANT TO HEAR HOW YOU TREAT THE VOCAL OF THE DEMO". I GO, "YEAH, YEAH (LAUGH) STROKE MY EGO WHO DON'T YOU!" I HAD NO IDEA THE SONG WOULD BRING SO MUCH. I KNEW IT WAS A HIT SONG AND KNEW IT WOULD GET CUT. IT WAS BEING PITCHED TO TRISHA AND WYONNA, AND I WAS JUST THRILLED PEOPLE WERE GOING TO LISTEN TO IT AND HEAR MY VOICE".

RECORD COMPANY: Decca (615) 244-8944
MANAGEMENT: MIKE BLANTON/DAN HARRELL (615) 329-1826



EMILIO

(ON ENTERTAINING):

"IT'S SOMETHING YOU DON'T LEARN, NOT EVEN IN SCHOOL I DON'T THINK. IT TAKES A LOT OF EXPERIENCE TO GET OUT THERE ON THE ROAD AND DO IT NIGHTLY. TWO HUNDRED AND THIRTY DAYS A YEAR IS WHAT I'VE BEEN DOING FOR THE PAST TEN YEARS. I THINK I'VE LEARNED A LITTLE BIT (LAUGH). I STILL GET NERVOUS EVERY NIGHT. I GUESS IT'S THE COMPETITIVE SIDE OF ME. I

WANT PEOPLE TO HAVE A GOOD TIME EVERY NIGHT. BUT YOU GET USED TO BEING NERVOUS BECAUSE YOU WANT TO DO YOUR BEST SO IT'S ALWAYS A GOOD SIGN FOR WHEN I GET NERVOUS".

RECORD COMPANY: CAPITOL (615) 269-2050
MANAGEMENT: STEWART DILL/REFUGEE MANAGEMENT (615) 256-6615



TY HERNDON

(ON HIS BIGGEST PROFESSIONAL CHALLENGE):

"IT'S FUNNY YOU ASKED THAT BECAUSE A LOT OF PEOPLE ASK, "WELL YOU'VE GOTTEN YOUR DREAM NOW, WHAT COMES NEXT?" YOU SPEND YOUR WHOLE LIFE WITH THAT DREAM AND WHEN YOU FINALLY GET HERE YOU HAVE NO IDEA WHAT TO DREAM FOR NEXT...IT'S LIKE YOU'RE AFRAID TO THINK TOO BIG BECAUSE YOU DON'T

WANT THE BOTTOM TO FALL OUT OF WHAT YOU'RE DOING SO I'M TRYING TO TAKE IT ONE DAY AT A TIME RIGHT NOW AND NOT LET IT GET BIGGER THAN ME. YOU KNOW I MADE THAT MISTAKE ONCE!"

RECORD COMPANY: Epic (615) 742-4321
MANAGEMENT COMPANY: EDDIE BLUNT (615) 256-9850



PERFECT STRANGER

(ON WHAT "THE RIGHT TO REMAIN SILENT" HAS DONE FOR THE GROUP'S CAREER AS TOLD BY SHAYNE MORRISON):

"I GUESS THE TECHNICAL WORD FOR IT IN THE INDUSTRY IS THAT THE SONG ACTUALLY BROKE OUR ACT...IT HAS PUT US ON THE MAP AS FAR AS COUNTRY MUSIC GOES. WE WERE ALWAYS BUSY PLAYING A LOT OF DATES A YEAR.

NOW WE ARE DOING THE SAME AMOUNT OF DATES, WE ARE JUST IN MORE DIFFERENT TOWNS. WE ARE GOING TO PLACES WE HAVE NEVER BEEN BEFORE...IT WAS A CAREER-MAKING SINGLE FOR US, AND WE WERE LUCKY THAT IT WAS OUR FIRST ONE ON CURB THAT DID IT FOR US."

RECORD COMPANY: Curb (615) 321-5080
MANAGEMENT COMPANY: K.C. AUSTIN/TONY TEDHILL (918) 451-6885





CHELY WRIGHT

(WHAT WINNING THE ACM'S "NEW FEMALE VOCALIST" AWARD HAS DONE FOR CAREER):

"I AM BEING RECOGNIZED MORE AND I THINK IT WAS A NICE PAT ON THE BACK FROM THE INDUSTRY. I THINK PEOPLE WERE GENUINELY EXCITED FOR ME AND PROUD OF WHAT I'M DOING MUSICALLY. IT'S VERY ENCOURAGING. I HAVE A LOT OF WAYS THAT I NEED TO GROW AS AN

ARTIST, SONGWRITER, HUMAN BEING, SINGER AND PERFORMER. I JUST LOOK AT IT LIKE THE INDUSTRY SAID YOU'RE DOING A GOOD JOB - HANG IN THERE. KEEP WORKING, KEEP GROWING, AND THAT'S BASICALLY WHAT IT'S DONE FOR ME."

RECORD COMPANY: Polydor (615) 329-4434

MANAGEMENT COMPANY: EDDIE RHINES/IMS MANAGEMENT (615) 321-5025



RUSS TAFF

(ON HIS SWITCH FROM BEING AN ESTABLISHED CHRISTIAN ARTIST TO A NEWCOMER IN COUNTRY MUSIC):
"IT'S HARD, I'M USED TO GOING INTO MY INTROS TO SONGS AND HEARING PEOPLE APPLAUD, AND THEY DON'T. IT'S DIFFICULT STARTING OVER, BUT IT'S WONDERFUL TOO, BECAUSE YOU'RE CHALLENGED. IT'S INVIGORATING. I'M HAVING SO MUCH FUN WITH IT. I DON'T MIND THE QUESTIONING, THE PROBING

- WHY ARE YOU COMING OVER HERE TRYING THIS? IT'S BEEN A NINE YEAR JOURNEY FOR ME TO GET HERE SO I'M TAKING IT SLOW AND JUST HAVING A GREAT TIME WITH IT ALL"

RECORD COMPANY: Warner Bros (615) 748-8000

MANAGEMENT COMPANY: ZACH GLICKMAN (818) 708-1300 or WALT QUINN (615) 383-7230



RICOCHET

(ON PERFORMING ON THE NEW FACES SHOW AS TOLD BY GREG COOK):

"WE ARE VERY EXCITED. I'M SURE YOU KNOW WE ARE ONLY DOING TWO SONGS BECAUSE THAT IS THE FORMAT OF THE SHOW. WE DON'T KNOW IF THAT IS LONG ENOUGH FOR US TURN ON. WE REALLY FEEL HONORED TO BE ON IT AS NEW AS WE ARE. SOME OF THE OTHER ACTS ON THERE ARE PEOPLE WE HAVE BEEN LISTENING TO FOR A

YEAR OR SO. WE ARE HAPPY TO BE A PART OF IT, BUT IT IS UNNERVING BECAUSE IT'S KIND OF A MAKE OR BREAK TYPE SITUATION. YOU CAN DO YOURSELF A LOT OF GOOD OR YOU CAN DO YOURSELF A LOT OF HARM. HOPEFULLY WE WILL BE ON THE GOOD SIDE"

RECORD COMPANY: Columbia (615) 742-4321

MANAGEMENT COMPANY: HALLMARK DIRECTION (615) 256-1993



Pam Green

is DIRECTOR/ARTIST RELATIONS, WESTWOOD ONE RADIO NETWORKS, BASED IN NEW YORK. AS IN PAST YEARS, WESTWOOD ONE WILL BE RECORDING THE SHOW FOR A RADIO SPECIAL TO AIR THE WEEKEND OF APRIL 6-7.



NEW FACES SHOW BAND MEMBERS

are stars in their own right

EVERYBODY RECOGNIZES A RECORDING ACT'S NAME ONCE THAT ARTIST HAS BECOME A "STAR." MOST OF THOSE SAME PEOPLE PROBABLY THINK THAT RECORDING ARTIST TAKES HIS OR HER BAND INTO THE STUDIO EACH TIME THEY GO IN TO RECORD.

THE AVERAGE FAN OUT THERE DOES NOT REALIZE THAT ALMOST ALL RECORDING SESSIONS ARE BUILT AROUND WHAT IS RESPECTFULLY REFERRED TO IN THE BUSINESS AS "SESSION MUSICIANS." THESE MUSICIANS ARE STARS IN THEIR OWN RIGHT BECAUSE IT'S THEIR LICKS AND SOUNDS THAT SERIOUSLY HELP MAKE A RECORDING GOOD, BAD, OR DIFFERENT. HOWEVER, OUTSIDE OF THE BUSINESS ITSELF, THESE ARTISTIC SPECIALISTS RARELY GAIN THE FAME THEY SO JUSTLY DESERVE.

THE BAND BACKING ALL THE ARTISTS APPEARING ON THE NEW FACES SHOW CLIMAXING THIS YEAR'S SEMINAR ARE ALL MUSICIANS OF THIS CALIBER. THEIR CREDITS READ LIKE A "WHO'S WHO" AND WE FELT THOSE CREDITS SHOULD BE EXPANDED AND BROUGHT TO THE FOREFRONT SO EVERYONE HEARING THEM WILL HAVE A BETTER APPRECIATION OF THE TALENT INVOLVED.

B. JAMES LOWRY IS ORGANIZER, MUSIC DIRECTOR AND LEAD GUITARIST OF THE GROUP. A NATIVE OF PENSACOLA BEACH, FLORIDA, HE MOVED TO NASHVILLE IN 1980. CURRENT SINGLES INCLUDE TERRI CLARK'S "BETTER THINGS TO DO;" MARK CHESNUTT'S "SHE DREAMS" AND "GOIN' THROUGH THE BIG D;" AND RHETT AKINS' "SHE SAID YES" AND "THAT AIN'T MY TRUCK."

HE WORKED ON THE SOUNDTRACK OF THE "SOMETHING TO TALK ABOUT" MOVIE RELEASED IN 1995 AND STARRING JULIA ROBERTS AND ROBERT DE NIRO. ADDITIONAL ALBUM CREDITS INCLUDE PRODUCT RELEASED BY ASLEEP AT THE WHEEL, CHARLIE MAJORS, HELEN DARLING, TOBY KEITH AND THE 1996 OLYMPICS ALBUM.

STEVE TURNER, WHOSE CREDITS GO ON AND ON, IS ON DRUMS. CURRENTLY THE HOUSE DRUMMER FOR THE "PRIME TIME COUNTRY" TV SHOW, TURNER'S OTHER TELEVISION CREDITS INCLUDE APPEARANCES WITH DOLLY PARTON ON "SATURDAY NIGHT LIVE," "ARSENIO HALL," "JAY LENO" AND PAT SAJAK'S SHOW. HE MADE 14 APPEARANCES ON

JOHNNY CARSON'S "TONIGHT SHOW" WITH VARIOUS ARTISTS. HE DID "AUSTIN CITY LIMITS" TWICE WITH GLEN CAMPBELL AND SERVED AS A DRUMMER FOR CAMPBELL'S WEEKLY TV SHOW FOR A YEAR PLUS TOO MANY OTHER TV APPEARANCES TO LIST.

TURNER TOURED WITH TRAVIS TRITT PLUS PLAYED DRUMS AND PERCUSSION ON TRITT'S FIVE PLATINUM ALBUMS AND 10 #1 SINGLES. HE TOURED WITH DOLLY PARTON FROM 1988-1993 AND PLAYED ON THREE OF HER ALBUMS, TWO OF THEM #1'S AND THE OTHER TOP 10. HE'S ALSO TOURED AND RECORDED WITH DON WILLIAMS, EMMY LOU HARRIS, LOU RAWLS, ROGER MILLER AND DON RANDI.

OTHER GOLD OR PLATINUM OFFERINGS BEARING TURNER'S SPECIAL TOUCH INCLUDE MARTY STEWART'S "WHISKEY AIN'T WORKING," SAMMY KERSHAW'S "HAUNTED HEART," COLLIN RAYE'S "IN THIS LIFE" AND GEORGE JONES' "HIGH TECH RED NECK," TO NAME A FEW.

DAN DUGMORE IS PLAYING STEEL GUITAR. HAILING FROM CALIFORNIA, DUGMORE HAS BEEN IN NASHVILLE 4 YEARS. HE WAS PREVIOUSLY A SIDEMAN FOR JAMES TAYLOR AND LINDA RONSTADT. HIS LATEST ALBUM CREDITS INCLUDE SESSIONS FOR THE LIKES OF PATTI LOVELESS, NEIL DIAMOND, MARTINA MCBRIDE AND KIM RICHEY.

TOM HEMBY HANDLES THE ACOUSTIC GUITAR DUTIES. A NATIVE OF POPLAR BLUFF, MO, HE WAS INFLUENCED BY MANY STYLES OF MUSIC AND STUDIED MUSIC THEORY IN COLLEGE. HE MOVED TO NASHVILLE IN 1978 WHERE HE'S WORKED AS A GUITARIST FOR AMY GRANT ON HER STRAIGHT AHEAD AND UNGUARDED TOURS. HE DOES SOME PRODUCING AND IS SIGNED AS A SONGWRITER WITH EMI.

HOWEVER, IT'S HIS WORK AS A STUDIO MUSICIAN THAT KEEPS HIM HOPPING. HIS RECORDING CREDITS INCLUDE SESSIONS WITH AMY GRANT, RICKY SKAGGS, MICHAEL W. SMITH, B.J. THOMAS, GLEN CAMPBELL, SANDI PATTI, BEBE & CECE WIMANS, PAUL OVERSTREET, STEVEN CURTIS CHAPMAN, SUSAN ASHTON, MICHAEL ENGLISH, TWILA PARIS, THE BEATLES TRIBUTE ALBUM, ENGELBERT HUMPERDINK'S "HONEYMOON IN VEGAS" SOUNDTRACK, THE "MAVERICK" MOVIE



NEW FACES SHOW BAND MEMBERS

are stars in their own right

SOUNDTRACK, ANDY WILLIAMS, TERRY McMILLAN, AND THE PLAYERS SOLO PROJECT.

LARRY FRANKLIN is fiddling for the group. RECENT SINGLE RELEASES SHOWING HIS PROWESS WITH THE BOW INCLUDE ALAN JACKSON'S "I DIDN'T EVEN KNOW HER NAME," PAM TILLIS' "DEEP DOWN", AND MARTINA MCBRIDE'S "SAFE IN THE ARMS OF LOVE."

OTHER ARTISTS USING FRANKLIN ON THEIR SINGLE OR ALBUM SESSIONS INCLUDE COLLIN RAYE, RON WALLACE, MARTY RAYBON, LINDA DAVIS, DEANNA CARTER, HANK WILLIAMS, JR., JEFF CARSON, RICKY LYNN GREGG, WILLIE NELSON & THE BEACH BOYS, RONNA REEVES, STEVE AZAR, JAMES BONIMY, RICK TREVINO, CHRIS LEDOUX, SAMMY KERSHAW, CHELY WRIGHT, DAVID DANIEL, RICOCHET, B.J. THOMAS, COODER BROWNE, AND 10 ALBUMS WITH ASLEEP AT THE WHEEL.

RICHARD SPADEY BRANNON is pickin' bass. CALLED BY HIS MIDDLE NAME, HE'S BEEN IN NASHVILLE 15 YEARS AND HAS TOURED AND RECORDED WITH CRYSTAL GAYLE, BUFFY ST. MARIE, AND DOBIE GRAY. AS A STUDIO MUSICIAN, HE'S BACKED JACK CLEMENT, SAMMIE SMITH, EDDIE RABBITT, KENNY ROGERS, BELLAMY BROTHERS, MICHELLE WRIGHT, AMONG OTHERS ON AN INTERNATIONAL BASIS.

BRANNON HAS ALSO PICKED BASS ON MANY MAJOR JINGLES AND COMMERCIALS, INCLUDING ONES FOR COCA COLA, TACO BELL, BUDWEISER, LONE STAR, CLOROX (WHICH WON THE CLEO AWARD), DODGE, FORD, CHEVROLET, KRAFT, AND McDONALDS. AS A SONGWRITER, HE'S HAD SONGS RECORDED BY DON WILLIAMS, DOLLY PARTON, KENNY ROGERS, NITTY GRITTY DIRT BAND, CRYSTAL GAYLE, ROY ORBISON, ANNE MURRAY, HIGHWAY 101, ROB CROSBY, AND SAM BROWN FROM ENGLAND.

TONY HARRELL is tickling the keyboard. FROM LONGVIEW, TEXAS, HE'S BEEN IN NASHVILLE 10 YEARS. CURRENT RECORDS HE'S PLAYED ON INCLUDE ONES BY GEORGE DUCAS, KIM RICHEY, JOHN BERRY, JEFF CARSON, AND STEPHANIE BENTLEY. ARTISTS WITH SOON-TO-BE-RELEASED RECORDS FEATURING HARRELL INCLUDE BRADY SEALS, JERRY KILGORE, KEITH URBAN, MARILYN MARTIN,

AND RICK OROZCO.

MICHAEL BLACK AND **JANA KING** ARE FURNISHING BACKUP VOCALS. BOTH MUCH IN DEMAND FOR THEIR TALENTS, **BLACK** IS A SINGER/SONGWRITER WHO'S BEEN IN NASHVILLE 20 YEARS AND MAKES HIS LIVING DOING STUDIO WORK. ARTISTS HE'S SUNG WITH INCLUDE CLINT BLACK, MICHAEL BOLTON, JOHN MICHAEL MONTGOMERY, LORRIE MORGAN, LINDA DAVIS, MICHELLE WRIGHT, TOBY KEITH, DOLLY PARTON, THE SMOKIN' ARMADILLOS, JEFF CARSON, JOHN BERRY, MICHAEL W. SMITH, MICHAEL CARD, SUSAN ASHTON, BILLY DEAN, AND BRYAN WHITE.

KING'S CREDITS AND ACCOMPLISHMENTS ARE MULTIPLE AND VARIED. SHE'S SERVED MORE THAN A DECADE AS A REGULAR CAST MEMBER ON TNN'S "DANCIN' U.S.A.," "NASHVILLE NOW," "MUSIC CITY TONIGHT," AND "THE RALPH EMERY SHOW." HER VOCAL BACK-UP ENDEAVORS IN THE STUDIO ENCOMPASS DOZENS OF NAME ARTISTS, INCLUDING GARTH BROOKS, CLINT BLACK, NEIL DIAMOND, LORRIE MORGAN, AND KENNY ROGERS.

KING HAS BEEN PROMINENTLY FEATURED IN NATIONALLY BROADCAST JINGLES, INCLUDING ONES FOR BC POWDERS, CHEVROLET, STATE FARM, BUDWEISER, DODGE, MILLER LITE, AND OSCAR MEYER. ASIDE FROM HER SINGING SKILLS, KING IS EQUALLY IN DEMAND AS A VOCAL CONTRACTOR AND ARRANGER. THESE PROJECTS RANGE FROM THE CBS/SONY RECORDING OF "THE MESSIAH" WITH THE LONDON PHILHARMONIC ORCHESTRA TO GARTH BROOKS' PERFORMANCE OF THE NATIONAL ANTHEM AT THE SUPER BOWL.

A NATIVE TEXAN, KING HOLDS A B.A. IN MUSIC EDUCATION PLUS TWO ADDITIONAL YEARS OF GRADUATE WORK IN MUSICAL THEATER AT TECH UNIVERSITY WHERE SHE PLAYED LEAD ROLES IN COUNTLESS MUSICALS AND OPERA PRODUCTIONS.

THESE STARS DO INDEED HELP THE SUPER-STARS TO SHINE!

By: BONNIE BUCY



NEW FACES RECAP

2 7 y e a r s o f n e w f a c e s

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
 Dotsy
 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
 Marqo Smith

1978

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

1979

Susie Allanson
 John Anderson
 Razy Bailey
 Randy Barlow
 John Conlee
 Gail Davis
 Mando 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
 Terri 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 Claser
 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 Malchuk
 New Grass Revival
 K.T. Oslin
 Ride the River
 Ricky Van Shelton
 Schuyler, Knobloch
 and 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

Danielle 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
 Rodney 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 Wittgins

1996

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

CAR SEMINAR INFORMATION

WE ARE HONORED TO HAVE YOU WITH US FOR THE 27TH ANNUAL COUNTRY RADIO SEMINAR SPONSORED BY THE COUNTRY RADIO BROADCASTERS, INC. WE HOPE THE FOLLOWING INFORMATION WILL PROVIDE ANSWERS TO MANY OF YOUR QUESTIONS. IF YOU HAVE ANY ADDITIONAL QUESTIONS NOT ADDRESSED HEREIN, PLEASE GO TO OUR INFORMATION BOOTH OR CONTACT ANY CRS PERSONNEL.

REGISTRATION HOURS & LOCATIONS

Wednesday, February 28, 1996:

10 AM - 5 PM: RYMAN "B" EXHIBIT HALL

5 PM - 10 PM: PRESIDENTIAL LOBBY

Thursday, February 29, 1996:

7:30 AM - 10 PM: PRESIDENTIAL LOBBY

Friday, March 1, 1996:

7:30 AM - 10 PM: PRESIDENTIAL LOBBY

Saturday, March 2, 1996:

8 AM - 8 PM: PRESIDENTIAL LOBBY

BADGE AND TICKET INFORMATION

BADGES MUST BE WORN AT ALL TIMES IN ORDER TO BE ADMITTED TO ANY AND ALL CRS FUNCTIONS PLUS YOU MUST PRESENT TICKETS FOR ALL MEALS AND EVENTS SHOWING TICKETS IN YOUR REGISTRATION BOOK.

IF A BADGE IS LOST, THERE WILL BE A \$40 REPLACEMENT FEE.

ANY REQUESTED CHANGES IN INFORMATION CONTAINED ON BADGES WILL REQUIRE A \$10 CHARGE.

EXTRA TICKETS FOR MEALS, NEW FACES BANQUET AND COCKTAIL FUNCTIONS MAY BE PURCHASED DEPENDING ON AVAILABILITY. INQUIRE AT THE REGISTRATION/INFORMATION LOCATIONS.

EXHIBIT HALL LOCATION & HOURS

OPEN TO ALL REGISTRANTS, EXHIBITS WILL BE SET UP IN THE RYMAN "B" EXHIBIT HALL ON THE LOWER LEVEL. THE EXHIBITORS HAVE MANY SERVICES AND PRODUCTS THAT APPLY TO THE COUNTRY RADIO AND COUNTRY MUSIC INDUSTRIES. WE ENCOURAGE YOU TO SPEND AS MUCH TIME AS POSSIBLE MEETING THEM AND CHECKING OUT THEIR DISPLAYS. THERE ARE MANY SURPRISES PLANNED THAT INCLUDE GIVEAWAYS, PRIZES AND DRAWINGS JUST LOOKING FOR YOUR PARTICIPATION! DON'T MISS OUT!

Hours for the Exhibit Hall are as follows:

Wednesday, February 28, 1996:

10 AM - 5 PM

Thursday, February 29, 1996:

10 AM - 5 PM

Friday, March 1, 1996:

10 AM - 6:30 PM

NOTE:

**IF YOU HAVEN'T PARTICIPATED IN THE SILENT AUCTION BY THE TIME OF THE COCKTAIL PARTY IN THE EXHIBIT HALL, MAKE SURE YOU COME BY, HAVE A BEER, AND MAKE A BID!



**Thank you for making my dreams come true with
the success of my first three singles.**

Your friendship has really made me feel at home.



Management:

Lib Hatcher-Travis Management
615 / 383-7258

Elizabeth Travis
Jeff Davis

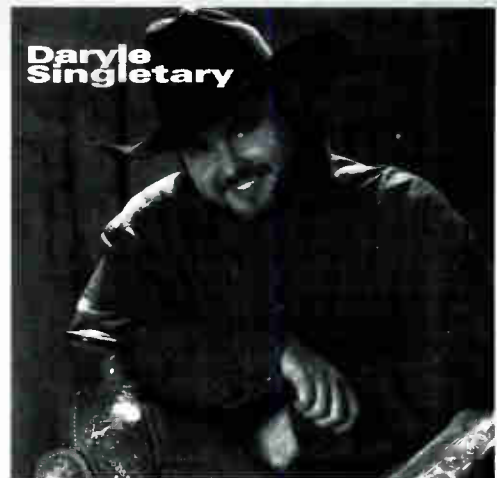
Booking:

Creative Artists Agency
615 / 383-8787

Publicity:

Evelyn Shriver Public Relations
615 / 383-1000

**Available wherever
music is sold.**



CRA SEMINAR INFORMATION

SILENT AUCTION

This event is a fund raiser for our Scholarship Fund which benefits deserving broadcast students. Our goal this year is \$20,000. Many country music artists have donated items, such as stage clothes, tour jackets, autographed guitars, etc. New items this year include personalized home phone messages from major acts like Garth Brooks.

The Silent Auction Booth is located across from the Exhibitor Registration Booth in the Exhibit Hall and is available for bids any and all hours the area is open. Winning bidders will be announced during the 5:30 - 6:30 pm Cocktail Party on Friday evening, so get your bid in by then!

CAFETERIA ADDED THIS YEAR

A cafeteria is available in the Exhibit Hall this year to add to your convenience. It's open during all Exhibit Hall hours.

Complimentary coffee and soft drinks are available through the generosity of the Country Music Association, Huntsman Entertainment, and Transcommunications, Inc.

AUDIO TAPES

Audio tapes are available for purchase. Please check with CRS information regarding the location as it was not determined at press time.

IN-ROOM TV CHANNELS

Special programming is provided for CRS-27 attendees staying at the Opryland Hotel. Dial the channels as follows:

- # 3 - ABC Radio Networks
- # 9 - Entertainment Radio Network
- # 11 - FilmHouse
- # 13 - MCA Records
- # 14 - Decca Records
- # 15 - Thompson Creative & Jones Satellite Network
- # 16 - Asylum Records

TRADE PUBLICATIONS

Trade publications - other than those found in your registration bag - are available for all attendees. Please check with CRS information as pickup location had not been determined at press time.

NO SMOKING POLICY

Out of respect for all our attendees as well as abiding by the hotel guidelines, there will be no smoking allowed in any CRS meetings or throughout the Exhibit Hall. We trust you understand and will work with us in maintaining this policy.

WE SINCERELY HOPE YOU ENJOY CRS 27!





This Little Key Opens

the Biggest Success Story in Country Radio...

Live Broadcasts

Everyday from Our CRS Booth with Some Very Special Guests!

Your favorite artists will be dropping by our booth for our live broadcasts throughout the CRS. Come meet the stars, have your picture taken and collect an autograph or two!

11:00 a.m. - 2:00 p.m. CD Country Live Broadcast (Daily)

2:00 p.m. - 5:00 p.m. U.S. Country Live Broadcast (Daily)

1:30 p.m. - 2:30 p.m. Lorianne Crook & Charlie Chase (Thursday & Friday only)



Here's Your Key To Some Great Prizes.

Jones Satellite Networks is making news in Country Radio. With America's #1 Country Programming choices and a powerful portfolio of affiliate benefits and services, more broadcasters are signing with us. Come and get the whole story. After we've made our "key" points, you'll think about Country Radio in a whole new light.

And speaking of keys, don't forget to try your key in our "Key To The Country" contest. We're awarding prizes every day and we've got a special grand prize too. It just might be your lucky day!



JONES SATELLITE NETWORKS®

CRS 27: SEMINAR PROGRAM

Wednesday, February 28

10:00 a.m.-5:00 p.m.REGISTRATIONRyman B Exhibit Hall
 10:00 a.m.-5:00 p.m.EXHIBIT HALLRyman B Exhibit Hall
 11:00 a.m.-12:30 p.m.ARTISTS RADIO TAPING SESSIONTENNESSEE Ballroom
 2:00 p.m.-5:00 p.m.ARTISTS RADIO TAPING SESSIONTENNESSEE Ballroom
 5:00 p.m.-5:45 p.m.PRESS CONFERENCE/1ST TIME ATTENDEE WELCOME CENTENNIAL B
 5:00 p.m.-10:00 p.m.REGISTRATION AND INFORMATION DESKPresidential Lobby
 6:00 p.m.-8:00 p.m.ATTENDEE WELCOME RECEPTIONPresidential Ballroom
 Sponsored by Radio & Records, and SW Networks
 8:00 p.m.-12:00 a.m.HOSPITALITY SUITESSEE DIRECTORY

Thursday, February 29

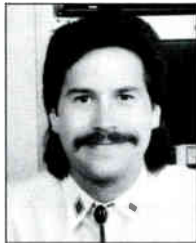
7:30 a.m.-9:00 a.m.CONTINENTAL BREAKFASTPresidential Lobby
 7:30 a.m.-10:00 p.m.REGISTRATION AND INFORMATION DESKPresidential Lobby
 9:00 a.m.-10:20 a.m.OPENING SESSIONPresidential Ballroom
 ED SALAMON, President of Country Radio Broadcasters, Inc.
 Welcome by the President
 Presentation of the Colors, and National Anthem
 Presentation of Station Humanitarian Awards
 CHUCK CHELLMAN, Recognition of DJ Hall of Fame Inductees
 CHARLIE DANIELS, Presentation of the Artist Humanitarian Award
 CRS-27 Musical Showcase Welcome featuring TIM MCGRAW
 10:30 a.m.-11:30 a.m.KEYNOTE PRESENTATION
 TERRY BRADSHAW, "Why Not Your Best"
 10:00 a.m.-5:00 p.m.EXHIBIT HALLRyman B Exhibit Hall
 12:00 p.m.-2:00 p.m.BUFFET LUNCHRyman B Exhibit Hall
 Sponsored by the Nashville Record Review on TNMR
 2:30 p.m.-3:50 p.m.**PROMOTION IN MOTION**CHATANOOGA ROOM
 Explore the positive and negative aspects of concert promotions. What happens when
 radio stations cooperate...what happens when they don't? What's the long term price?
 MODERATORS:
 SCOTT BORCHETTA, MCA, Nashville
 MARIA COOPER BRUNNER, Insight Management, Scottsdale, AZ
 PARTICIPANTS:
 JIM MICKELSON, KKAT, Salt Lake City
 Debby Turpin, KSOP, West Valley City, Utah
 RON BAIRD, Creative Artists Agency, Nashville
 Debi Fleischer, Columbia Records, Nashville



SCOTT BORCHETTA
MCA, Nashville, TN
Moderator



MARIA COOPER BRUNNER
Insight Management, Scottsdale, AZ
Moderator



Jim Mickelson
KKAT, Salt Lake City, UT
Panelist



Debby Turpin
KSOP, West Valley City, UT
Panelist



RON BAIRD
Creative Artists Agency, Nashville
Panelist



Debi Fleischer
Columbia Records, Nashville
Panelist

2:30 p.m.-3:50 p.m.**BETTER PROFITS & RATINGS
 FROM BETTER COPY & PRODUCTION**SEVIER A & B

Join our panel to learn how copy and production can add to your bottom line and your numbers.



HE SINGS ABOUT WHAT HE
KNOWS. MANY ARTISTS
TALK THE TALK BUT FEW
HAVE LIVED THE LIFE OF A
TRUE COWBOY. HE'S THE
GENUINE ARTICLE. THE
REAL DEAL. AND HIS
FANS KNOW IT.

WITH CAREER
RECORD SALES IN
EXCESS OF 3.2
MILLION

Chris LeDoux

IS BACK WITH HIS
NEW ALBUM

stampede

Produced by Gregg Brown

AVAILABLE IN STORES MARCH 19, 1996



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CRS 27: SEMINAR PROGRAM

MODERATOR:

Cliff Blake, WOKO, DOVER, NH

Ty Ford, TECHNIQUE, INC., BALTIMORE, MD



Cliff Blake
WOKO, DOVER, NH
MODERATOR



Ty Ford
TECHNIQUE, INC., BALTIMORE, MD
MODERATOR

4:00 p.m.-5:30 p.m. **RECORD INDUSTRY & RADIO:**

MEET IN THE MIDDLE AGAIN CHATTANOOGA ROOM

AN IN-DEPTH DISCUSSION BETWEEN RADIO AND THE RECORD BUSINESS, EXPLORING WAYS TO FIND COMMON GROUND. REALIZING THAT WHILE WE ARE IN DIFFERENT BUSINESSES, SUCCESSFULLY MARKETING NEW ACTS IS ESSENTIAL TO THE CONTINUED GROWTH OF BOTH INDUSTRIES.

JACK LAMEIER, EPIC RECORDS, NASHVILLE

LUKE LEWIS, MERCURY RECORDS, NASHVILLE

BRYAN SWITZER, ATLANTIC RECORDS, NASHVILLE

ROBYNN JAYMES, WYYD, LYNCHBURG, VA

CRAIG SCOTT, CRAIG SCOTT & ASSOCIATES, GERMAN TOWN, TN

PAUL JOHNSON, WSOC, CHARLOTTE, NC

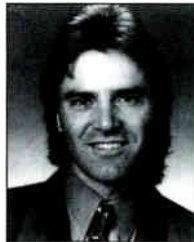
BILL MAYNE, WARNER BROS-REPRISE-GIANT RECORDS, NASHVILLE



Jack Lameier
Epic Records, Nashville, TN



Luke Lewis
Mercury Records Nashville, TN



Bryan Switzer
Atlantic Records, Nashville, TN



Robynn Jaymes
WYYD, Lynchburg, VA



Craig Scott
Craig Scott & Associates
German Town, TN



Paul Johnson
WSOC, Charlotte, NC



Bill Mayne
Warner Bros.-Reprise-Giant
Nashville, TN

4:00 p.m.-5:30 p.m. **MANAGING SALES FOR PROFIT-A WORKSHOP** SEVIER A & B

THIS IS A ROLL-UP-YOUR-SHIRTSLEEVE, SOLUTION ORIENTED WORKSHOP CONDUCTED IN ROUNDTABLE FASHION. TOPICS COVERED WILL INCLUDE: MOTIVATING YOUR SALES STAFF; OPTIMUM EFFECTIVE SCHEDULING; VENDOR PROGRAMS; NON-SPOT REVENUE; MAXIMIZING SALES IN SMALL MARKETS; AND SALES TRAINING. JOIN IN ANY OR ALL OF THESE DISCUSSION TOPICS BY CHANGING TABLES THROUGHOUT THE SESSION. A VARIETY OF WELL RESPECTED BROADCASTERS WILL BE FACILITATING THE DISCUSSIONS, CHALLENGING YOU TO SEEK SOLUTIONS AS WELL AS OFFERING YOU SOME GUIDELINES BASED ON THEIR OWN EXPERIENCES IN RADIO. FACILITATORS INCLUDE:

PIERRE BOUVARD, ARBITRON, NEW YORK

BETH MURPHY, WSIX/WYHY, NASHVILLE

ROD HARSELL, WESTERN BROADCASTING, MISSOULA, MT

JOYCE MARSHALL, EVANSVILLE, IN

JANNA DAVIS, KLLL, LUBBOCK, TX

MICKI WHITSON, WZZK, BIRMINGHAM, AL

riv'er (rĭv'ər) n.

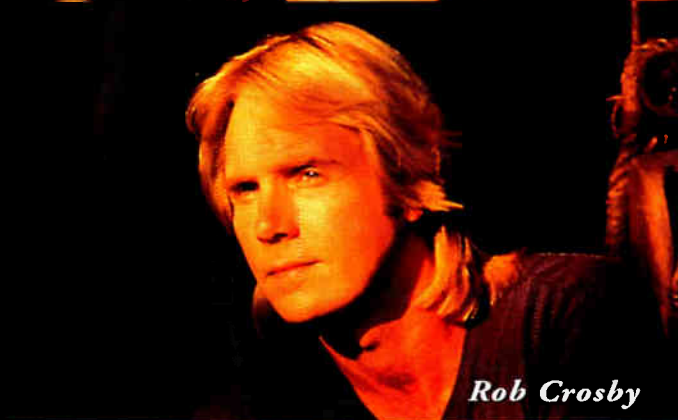
a
road
that
moves
and
carries
us
where
we
wish
to
go



Steve Azar



Ronna Reeves



Rob Crosby



Holly Dunn



Steve Kolander

Ed Mascolo

Vice President/General Manager

Bobby Young

VP Promotion/Artist Development

Kevin Herring

VP Field Promotion

Michelle Brown

Director Of Publicity

Dave Wheeler

Director Of Sales & Marketing

Diane Zandstra

Product Manager

Matt Corbin

Manager Regional Promotion / Northeast

Carl Brown

Manager Regional Promotion/West Coast
(415)864.1218 • Fax: (415)864.6742

Robbie Vogt

Manager Regional Promotion/Southeast
(910)822.3782 • Fax: (910)822.4886

Louis Heidelmeier

Manager Regional Promotion/Southwest
(214)387.2797 • Fax: (214)960.1842

Grace Paden

Promotion Coordinator

**RIVER
NORTH**
NASHVILLE

1207 17th Avenue South

Nashville, TN 37212

615.327.0770 • Fax: 615.327.0011

Mailing Address

P.O. Box 25147

Nashville, TN 37202

GET CARRIED
AWAY WITH

*River North
Nashville*

CRS 27: SEMINAR PROGRAM



Beth Murphy
WISN WYTY, Nashville, TN
Facilitator



Rod Harsell
WESTERN BROADCASTING,
Missoula, MT • Facilitator



Joyce Marshall
Evansville, IN
Facilitator



Jenna Davis
KLTU, Lubbock, TX
Facilitator

6:00 p.m.-10:00 p.m.SHOWCASES Jefferson/Adams Ballroom
Hosted by THE Academy of Country Music
MASTER OF CEREMONIES: BOB KINGSLEY

FEATURED ARTISTS INCLUDE:

MARCUS HUMMON	Columbia	6:00-6:30 pm
FRAZIER RIVER	DLCCA	6:35-7:05 pm
PAUL BRANDT	Reprise	7:10-7:40 pm
MANDY BARNETT	Asylum	7:45-8:15 pm
SIRVI AZAR	RIVER NORTH	8:20-8:50 pm
JO DEE MISSINA	Curb	8:55-9:25 pm
GREAT PLAINS	MAGNAIONE	9:30-10:00pm
Rich McCready	MAGNAIONE	

10:00 p.m.-12:00 a.m.HOSPITALITY SUITES.....SEE DIRECTORY

Friday, March 1

7:30 a.m.-8:30 a.m.CONTINENTAL BREAKFAST Presidential Lobby
Sponsored by After MidNite

7:30 a.m.-10:00 p.m.REGISTRATION/INFORMATION DESK

8:30 a.m.-10:30 a.m.KEYNOTE SPEAKER

GERRY TABIOBRAINSTORMING TECHNIQUES

10:00 a.m.-6:30 p.m.EXHIBIT HALL AND SILENT AUCTION...RYMAN B Exhibit Hall

10:30 a.m.-11:50 a.m.ON THE AIR & ON LINE

MAKING THE INTERNET WORK FOR YOU!CHATTANOOGA ROOM

Join us for a guided tour through Cyberspace showing you opportunities to promote your station as well as ways to generate new revenue. A session for GM's, PD's, and GSM's. LEARN HOW TO INTEGRATE YOUR STATION ON THE INTERNET AND STAY AHEAD OF THE COMPETITION.

MODERATOR:

Rich Rieman, INTERVOX COMMUNICATIONS, Fairfax, VA

PANELISTS:

CORINNE BALDASSANO, SW NETWORKS, New York

TIM MURPHY, Rising Tide, Nashville

DIAN SAKAI, KMPS, SEATTLE



Rich Rieman
INTERVOX COMMUNICATIONS
Fairfax, VA • Moderator



Corinne Baldassano
SW NETWORKS, New York
Panelist



Tim Murphy
Rising Tide, Nashville, TN
Panelist



Dean Sakai
KMPS, Seattle, WA
Panelist

10:30 a.m.-11:50 a.m.ASK THE NABDONLSON A
FROM REGULATION, TO QUESTIONS REGARDING THE LOTTERIES AND GAMING CASINOS THAT ARE CROPPING

Bob Doyle & Associates Is Proud To Represent

...His ready grin and the wry glint in his smooth, shiny voice registered a sense of pleasure and fun that was infectious.

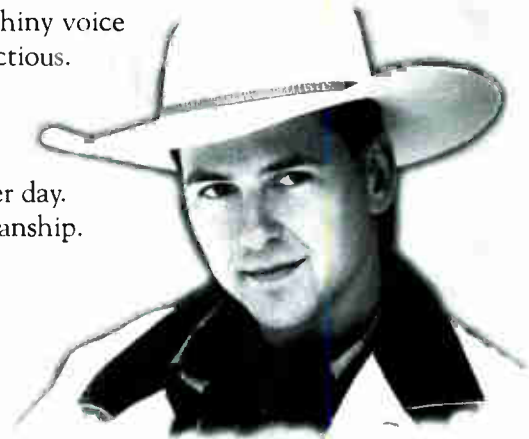
-*L.A. Times*

...Ty England is pure country, and his sound is as refreshing as an ice cold lemonade on a hot summer day. Not only that, he sizzles on stage with pure showmanship.

-*Chicago Country*

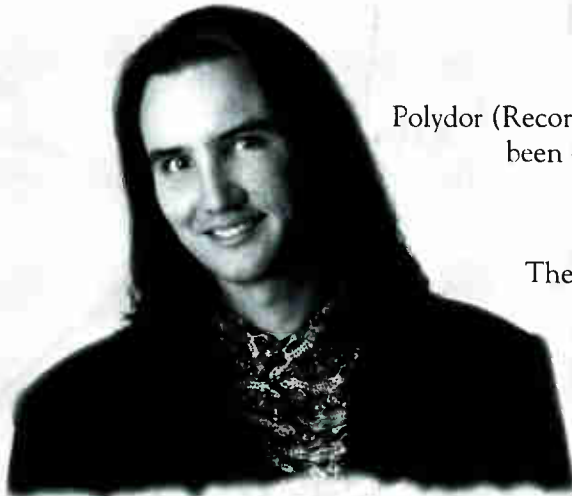
England has a lived in, world weary voice that's perfectly suited to...traditional country songs... Look for good things from this boy.

-*Billboard*



Ty England

apa[®]
AGENCY FOR THE PERFORMING ARTS, INC.



Mark Luna

Polydor (Records) has signed Nashville singer Mark Luna, who's been on many people's "That guy's a star" list for years.

-*Gavin Magazine*

The performances (on the album) are passionate, the songs are thoughtful and emotional, and there's a distinctive quality about most of the project.

-*Tom Roland, The Tennessean*



apa[®]
AGENCY FOR THE PERFORMING ARTS, INC.

BOOKING: AGENCY FOR THE PERFORMING ARTS, INC. • 3322 WEST END AVENUE •
NASHVILLE, TENNESSEE 37203 • (615)297-0100

MANAGEMENT: BOB DOYLE & ASSOCIATES • ELEVEN ELEVEN SEVENTEENTH AVENUE SOUTH •
NASHVILLE, TENNESSEE 37212 • (615)329-1040 • FAX (615)329-1021

CRS 27: SEMINAR PROGRAM

ping up AROUND THE COUNTRY. JOIN US FOR ADVICE FROM THE EXPERT.
 BARRY UMANSKY, LEGAL COUNSEL, NATIONAL ASSOCIATION OF BROADCASTERS



BARRY UMANSKY
 LEGAL COUNSEL
 NATIONAL ASSOCIATION OF BROADCASTERS

10:30 A.M. - 11:50 A.M.**RADIO MUSIC SYSTEMS**.....SEVIER A
 PRIORITIES AND PROBLEMS...ADVICE ON HOW TO GET THE MOST FROM YOUR MUSIC SCHEDULING SYSTEM. SOME OF THE BEST IN THE BUSINESS ARE HERE TO HELP YOU WITH WORK STATIONS ON SITE.

MODERATOR:

BOB BARNETT, WBEE, ROCHESTER, NY

PANELISTS:

GREG MOZINGO, KSSN, LITTLE ROCK

DR. ANDREW ECONOMOS, RADIO COMPUTING SERVICES, SCARSDALE, NY

MITCH MAHAN, WRKZ, HERSHEY, PA

KELLY THOMPSON, KXKC, NEW IBERIA, LA

JOE KNAPP, A-WARE SOFTWARE, INC, WAUKESHA, WI

KYLE CANTRELL, WSM-AM, NASHVILLE



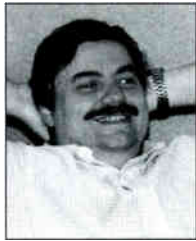
BOB BARNETT
 WBEE, ROCHESTER, NY
 MODERATOR



GREG MOZINGO
 KSSN, LITTLE ROCK, AR
 PANELIST



KELLY THOMPSON
 KXKC, NEW IBERIA, LA
 PANELIST



JOE KNAPP
 A-WARE SOFTWARE, INC
 WAUKESHA, WI • PANELIST



KYLE CANTRELL
 WSM-AM, NASHVILLE, TN
 PANELIST

10:30 A.M. - 11:50 A.M.**RADIO MUSIC LICENSING**SEVIER B

YOUR ADVOCATE IN CONTRACT NEGOTIATIONS FOR MUSIC LICENSE FEES IS THE RADIO MUSIC LICENSING COMMITTEE (RMLC), WHICH ALSO SERVES AS A LOBBYING ARM OF THE RADIO INDUSTRY. THE RMLC WORKS CLOSELY WITH THE NATIONAL ASSOCIATION OF BROADCASTERS IN NEGOTIATING THE RADIO INDUSTRY'S MUSIC LICENSE WITH ASCAP, BMI, AND SESAC. LEARN HOW YOU CAN BE AN ACTIVE PART IN HELPING TO CONTAIN THE MUSIC LICENSE FEES FOR YOUR STATION.

DAVID FUELLHART, RMLC, BALTIMORE, MD

DAVID HICKS, CRYSTAL RADIO GROUPS, KALAMAZOO, MI



DAVID FUELLHART
 RMLC, BALTIMORE, MD



DAVID HICKS
 CRYSTAL RADIO GROUPS
 KALAMAZOO, MI

FIELD



Sherri Garrett
SOUTHEAST
Promotion Manager
Phone: 404-344-6933
Fax: 404-344-6462



Greg Sax
SOUTHWEST
Promotion Manager
Phone: 214-234-6200
Fax: 214-699-9543



Jenny Shields
WEST COAST
Promotion Manager
Phone: 310-205-7430
Fax: 310-205-7413



Bill Heltemes
MIDWEST
Promotion Manager
Phone: 606-525-6648
Fax: 606-525-7175

ATLANTIC ROSTER

- NOEL HAGGARD
- THE FLETCHERS
- TRAVY LAWRENCE
- MILA MASON
- NEAL MCCOY
- JOHN MICHAEL MONTGOMERY
- CONFEDERATE RAILROAD
- RICKY SKAGGS

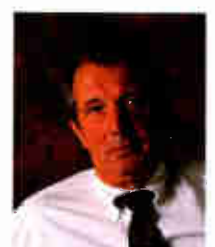
NASHVILLE



Larry King
Director/National Promotion
Phone: 615-327-9394
Fax: 615-329-2008



Debbie Bellin
Manager/National Promotion
Phone: 615-327-9394
Fax: 615-329-2008



Elroy Kahane
Director/Artist Development
Phone: 615-327-9394
Fax: 615-329-2008



TRUST THE MUSIC

ATLANTIC PROMOTION



CRS 27: SEMINAR PROGRAM

10:30 A.M.-11:50 A.M.COUNTRY RADIO BASICSKNOXVILLE ROOM

HERE'S YOUR CHANCE TO CHALLENGE OUR EXPERTS TO SOLVE YOUR PROBLEMS AT ROUNDTABLES ON TOPICS LIKE AIR & SALES STAFF RECRUITMENT/TRAINING; RECORD SERVICE; TRADE REPORTING; CONNECTING WITH CONCERTS; POSITIONING FOR SUCCESS; SMALL MARKETS ON THE FRINGE OF MAJORS; RESEARCH ON NO MONEY...AND THERE'LL BE PLENTY OF HANDOUTS AND GREAT TAKE-HOME INFORMATION.

WORKSHOP PANELISTS:

- MARY QUASS, KHAK, Cedar Rapids, IA
- MARK KASSOF, MARK KASSOF & CO., ANN ARBOR, MI
- SEAN ROSS, BILLBOARD MONITOR, NEW YORK
- RENEE RIVETT, KXKC, New Iberia, LA
- ERIC MARSHALL, , KKIX, Fayetteville, AR
- LOU VITO, WBLL, BELLFONTAINE, OH
- Billy "Buck" BLEVINS, WFMX, STATESVILLE, NC
- JON REID, WFLS, FREDRICKSBURG, VA
- Cyndi Hoelzle, GAVIN, Nashville
- LON HELTON, Radio and Records, Nashville
- Rob Dalton, Epic Records, Nashville
- Jack Purcell, Giant/Reprise Records, Nashville



MARY QUASS
KHAK, Cedar Rapids, IA
Workshop Panelist



Mark Kassof
Mark Kassof & Co., Ann
Arbor, MI Workshop Panelist



SEAN ROSS
Billboard Monitor, New York
Workshop Panelist



RENEE RIVETT
KXKC, New Iberia, LA
Workshop Panelist



ERIC MARSHALL
KKIX, Fayetteville, AR
Workshop Panelist



LOU VITO
WBLL, Bellfontaine, OH
Workshop Panelist



Billy "Buck" BLEVINS
WFMX, Statesville, NC
Workshop Panelist



JON REID
WFLS, Fredericksburg, VA
Workshop Panelist



LON HELTON
Radio and Records, Nashville, TN
Workshop Panelist



Rob Dalton
Epic Records, Nashville, TN
Workshop Panelist



Jack Purcell
Giant/Reprise, Nashville, TN
Workshop Panelist

12:00 p.m.-2:00 p.m.LUNCHEON AND SHOW.....WASHINGTON/ADAMS ROOM

Sponsored by ASCAP and PREMIERE Radio Networks, Inc.

(No food service after 1 p.m.)

Featured performances by BRYAN WHITE and TY ENGLAND

2:00 p.m.-2:30 p.m.BREAK

2:30 p.m.-3:50 p.m.PROMOTION AWARDS & IDEA JAMKNOXVILLE ROOM

THIS YEAR'S PROMOTION AWARDS TAKE ON A NEW TWIST, AS AWARDS ARE GIVEN FOR BEST SALES/ON-AIR PROMOTION; BEST COMMUNITY SERVICE EVENT PROMOTION; BEST PROGRAMMING PROMOTION. MODERATOR BOB DUCHESNE WILL ALSO BE RACING AGAINST THE CLOCK TO PROVIDE AS MANY PROMOTIONS ON THE CHEAP TO TAKE HOME AS WE CAN FIT INTO THIS SESSION!

MODERATORS:

- KATIE WELLMAN, KAYD AM-FM, BEAUMONT, TX
- BOB DUCHESNE, WOCB, BIRWATER, ME
- VON COOK, KAYD, BEAUMONT, TX

COLUMBIA

p r o u d

Chet ATKINS

Mary Chapin CARPENTER

Deryl DODD

Wade HAYES

Marcus HUMMON

Nikki NELSON

Dolly PARTON

Ricochet

Larry STEWART

Doug STONE

Rick TREVINO

RON WALLACE

music that's first.

music that lasts.

COLUMBIA



CRS Appearances:

Marcus Hummon-Showcase Stage 6pm 2/29

Ricochet-New Faces Show

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

CRS 27: SEMINAR PROGRAM



KATHI WELLMAN
KAYD AM-FM, BEAUMONT, TX
MODERATOR



BOB DUCHESNE
WOCB, BREWER, ME
MODERATOR



VON COOK
KAYD, BEAUMONT, TX
MODERATOR

2:30 p.m.-3:50 p.m.**ART OF THE INTERVIEW**CHIATTANOOGA ROOM
 Role-play SCENARIOS DESIGNED TO ILLUSTRATE THE ELEMENTS OF A GREAT INTERVIEW, AND HOW TO
 AVOID A NOT-SO-GREAT INTERVIEW. HEAR HORROR AND SUCCESS STORIES FROM INDUSTRY PROFESSIONALS.

MODERATOR:
 KIP KIRBY, MEDIA/MARK, NASHVILLE
 PANELISTS
 PAM GREEN, WESTWOOD ONE, NEW YORK
 RONNA RUBIN, RUBIN MEDIA, NASHVILLE
 DAVID HALEY, MCA NASHVILLE
 TOM RIVERS, WOYK, ST. PETERSBURG, FL
 MAURICE MINER, MII BROADCASTING, NY



Kip Kirby
Media Mark, Nashville, TN
Moderator



PAM GREEN
Westwood One, New York
Panelist



RONNA RUBIN
Rubin Media, Nashville, TN
Panelist



David Haley
MCA, Nashville, TN
Panelist

2:30 p.m.-3:50 p.m.**SALES WORKSHOP:**
MANUFACTURERS, RETAILERS, AND RADIO SEVIER A & B

CREATE REVENUE FOR YOUR STATION, REGARDLESS OF MARKET SIZE, BY UNDERSTANDING THE NEEDS,
 ISSUES AND OPPORTUNITIES IN THE GROCERY RETAIL BUSINESS. THIS SESSION FEATURES SPEAKERS FROM
 EACH OF THESE AREAS WHO WILL TAKE YOU THROUGH THE BASICS, DISCUSS INDUSTRY TRENDS, AND ANSWER
 YOUR QUESTIONS ABOUT THEIR BUSINESS AND HOW YOU CAN PROFIT FROM IT.

ROSS THOMAS, THE KROGER COMPANY, NASHVILLE
 JILL LEGO, EASTERN FOODS, ATLANTA, GA
 LANCE RICHARD, WFOX-FM, ATLANTA, GA

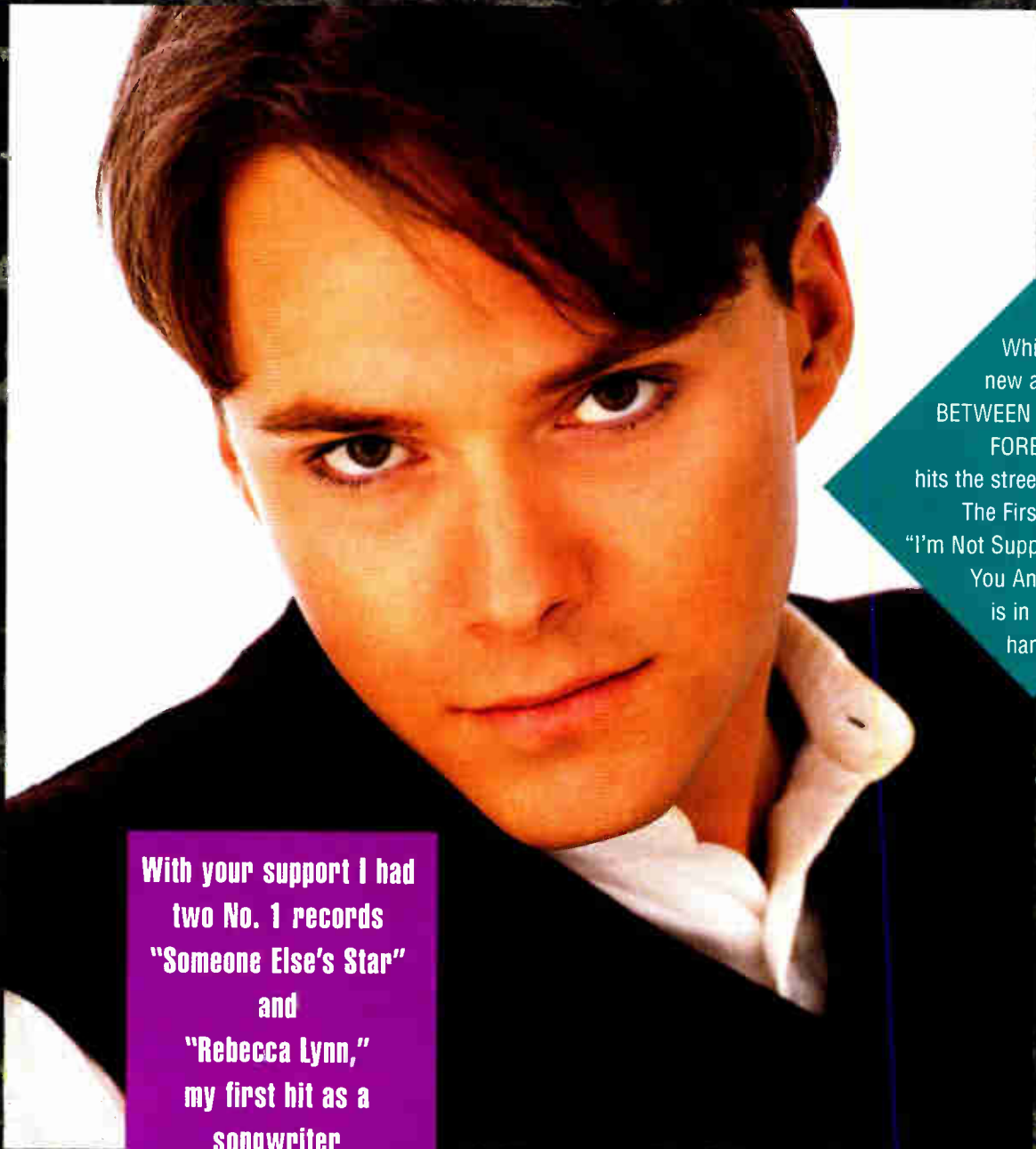


LANCE RICHARD
WFOX-FM, Atlanta, GA

4:00 p.m.-5:30 p.m.**MARKETING AND PROMOTION WORKSHOP**.....KNOXVILLE ROOM

A ROLL-UP-YOUR-SLEEVES, HANDS ON SOLUTION TO YOUR MARKETING AND PROMOTION NEEDS. THREE
 25-MINUTE SEGMENTS ALLOW YOU TO USE WHAT YOU LEARN RIGHT AWAY. ROUNDTABLES INCLUDE: AT
 WORK PROMOTIONS; MULTI-MEDIA PROMOTIONS; ST. JUDE'S CHILDREN'S HOSPITAL; DATABASE
 MARKETING; MAXIMIZING REMOTES & APPEARANCES; AND, OFF-AIR NON SPOT REVENUE PROMOTIONS.

THANKS RADIO FOR A GREAT '95!!!



White's
new album
**BETWEEN NOW AND
FOREVER**
hits the streets March 26.
The First Single
"I'm Not Supposed To Love
You Anymore"
is in your
hands.

With your support I had
two No. 1 records
"Someone Else's Star"
and
"Rebecca Lynn,"
my first hit as a
songwriter
for Sawyer Brown's
"I Don't Believe
In Goodbye,"

and my
first Gold album
BRYAN WHITE

BRYAN WHITE



GC MANAGEMENT

XXXX

WILLIAM MORRIS AGENCY, INC.
2325 CRESTMOOR RD., NASHVILLE, TN 37215
(615) 385-0310 • FAX: (615) 297-6694



asylum



HOLLEY
&
HARMAN
PUBLICATIONS

CRS 27: SEMINAR PROGRAM

PAUL MIRALDI, KSAN-FM/KNEW-AM, SAN FRANCISCO, CA
 TWANA BURNS, WUBE-FM, CINCINNATI, OH
 KAREN OBOY, KMPS-FM, SEATTLE, WA
 SHEILA SILVERSTEIN, WPOC-FM, BALTIMORE, MD
 GEORGE KING, KNIX-FM, TEMPE, AZ
 LINDA FRENCH, KNIX-FM, TEMPE, AZ



PAUL MIRALDI
 KSAN-FM/KNEW-AM
 SAN FRANCISCO, CA



KAREN OBOY
 KMPS-FM
 SEATTLE, WA



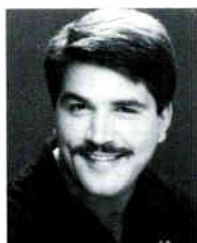
SHEILA SILVERSTEIN
 WPOC-FM
 BALTIMORE, MD

4:00 p.m.-5:30 p.m.AIR PERSONALITIES:

WINNING IN YOUR DAYPARTCHATTANOOGA ROOM

Tips and tactics being used by top country personalities to win the specific dayparts, including AM Drive, MIDDAYS, AFTERNOONS, and EVENINGS.

- TIM ROBERTS, KDRK, SPOKANE
- TOM WOPAT, Dick Clark Company, NASHVILLE
- JOHN CRENSHAW, BENCHMARK COMMUNICATIONS, GREENVILLE, NC
- HOSS BURNS, WSIX-FM, NASHVILLE
- BLAIR GARNER, AFTER MIDNITE, LOS ANGELES
- MOBY, WKHX-FM, ATLANTA
- ROBYNN JAYMES, WYYD, LYNCHBURG, VA



TIM ROBERTS
 KDRK, SPOKANE, WA



TOM WOPAT
 Dick Clark Co., NASHVILLE, TN



JOHN CRENSHAW
 BENCHMARK COMM., GREENVILLE, SC



HOSS BURNS
 WSIX-FM, NASHVILLE, TN



BLAIR GARNER
 AFTER MIDNITE, LOS ANGELES, CA



MOBY
 WKHX-FM, ATLANTA, GA



ROBYNN JAYMES
 WYYD, LYNCHBURG, VA

5:30 p.m.-6:30 p.m.EXHIBIT HALL RECEPTION & END OF SILENT AUCTION
 RYMAN B Exhibit Hall

SPONSORED BY TANDM PROMOTIONS AND SHINDLER-TURNER & ASSOCIATES.

6:30 p.m.-10:00 p.m.SHOWCASESJEFFERSON/ADAMS BALLROOM
 HOSTED BY THE ACADEMY OF COUNTRY MUSIC

MASTER OF CEREMONIES: BOB KINGSLEY

FEATURED ARTISTS:

- JUNIOR BROWNMCG/Curb
- CHARLIE MAJORImprint
- MARK LUNA.....Polydor
- 4 RUNNERPolydor
- MARTY HAGGARDCRITIQUE
- M.C. POTTSCRITIQUE
- RLONDA VINCENTGIANT

10:00 p.m.-12:00 a.m.HOSPITALITY SUITESSEE DIRECTORY

8:00 a.m.-9:00 a.m.CONTINENTAL BREAKFASTKNOXVILLE A&B, SEVIER A&B
 SPONSORED BY AFTER MIDNITE

ESTABLISHED 1934,

DECCA

1935, 1936, 1937, 1938, 1939,

1940, 1941, 1942, 1943, 1944,

1945, 1946, 1947, 1948, 1949,

1950, 1951, 1952, 1953, 1954,

1955, 1956, 1957, 1958, 1959,

1960, 1961, 1962,

Seventy-five number ones later

1965, 1966, 1967, 1968, 1969,

1970, 1971, 1972, 1994, 1995,

1996.

DECCA

THE TRADITION CONTINUES

CRS 27: SEMINAR PROGRAM

8:00 A.M.-5:30 P.M.REGISTRATION/INFORMATION DESKPresidential Lobby
 9:00 A.M.-11:50 A.M.**THE STATE OF COUNTRY RADIO 1996:**
A RESEARCH REPORTKnoxville A

This is what every GM, PD, GSM, NSM, LSM, and Promotion Director should know about their country radio audience. The results of a special lifestyle study by the Eagle Research Group will be revealed for the first time by Roger Wimmer and Matt Hudson. Be part of a music test specially designed for CRS-27.



Joel Raab
 Joel Raab & Assoc., Langhorne, PA
 Moderator

MODERATORS:

Joel Raab, Joel Raab Associates, Langhorne, PA
 Mark Edwards, ABC Radio Networks, Dallas, TX
RESEARCH PRESENTERS:

Dr. Roger Wimmer, The Eagle Group, Denver, CO
 Matt Hudson, The Eagle Group, Denver, CO

PANELISTS:

Jaye Albright, Consultant, Seattle, WA
 Lynn Kitt, Century Radio Sales, Chicago, IL
 Rusty Walker, Rusty Walker Programming, Iuka, MS
 Beverlee Brannigan, KJY-FM, Des Moines, IA



Mark Edwards
 ABC Radio Networks, Dallas, TX
 Moderator



Dr. Roger Wimmer
 The Eagle Group, Denver, CO
 Research Presenter



Matt Hudson
 The Eagle Group, Denver, CO
 Research Presenter



Jaye Albright
 Consultant, Seattle, WA
 Panelist



Lynn Kitt
 Century Radio Sales, Chicago, IL
 Panelist



Rusty Walker
 Rusty Walker Programming, Iuka, MS
 Panelist



Beverlee Brannigan
 KJY-FM, Des Moines, IA
 Panelist

9:00 A.M.-10:20 A.M.**THE ART OF MANAGING & MOTIVATING AIR TALENT** Sevier A & B
 You're in the communications business and yet communicating doesn't always come easy. Our panelists will lead you through how they get the maximum out of their staffs with a minimum of conflict.

Ray Randall, KRPM-FM/AM, Bellevue, WA
 John King, WSIX-FM/WYHY-FM, Nashville
 Ken Moultrie, BP Consulting Group, Seattle, WA
 Jim O'Hara, WLLR, Davenport, IA



Ray Randall
 KRPM-FM/AM
 Bellevue, WA



John King
 WSIX-FM/WYHY-FM
 Nashville, TN



Ken Moultrie
 BP Consulting Group
 Seattle, WA

9:00 A.M.-10:20 A.M.**WOMEN IN THE BUSINESS:**
MYTH VS. REALITYKnoxville B

Our moderator is especially qualified to bring a different perspective to this session. Cultural anthropologist Dr. Mary A. Bulwack wrote the book, Finding Her Voice, a history of women in country music. This session will use the open forum format to explore various topics.

T I M M c G R A W



Thursday morning.
See you there.

Thanks,

CURB
RECORDS



BREAKFAST TABLE MANAGEMENT

THE CURB-

CURB
R E C O R D S



SAWYER BROWN



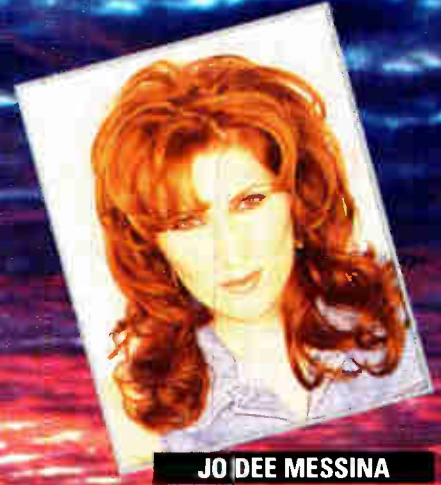
TIM MCGRAW



DAVID KERSCH



PERFECT STRANGER



JO DEE MESSINA

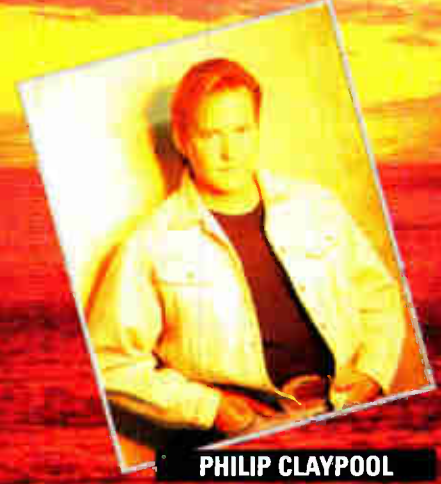


WYNONNA



SIX SHOOTER

CURB
MCA



PHILIP CLAYPOOL

WELCOMES

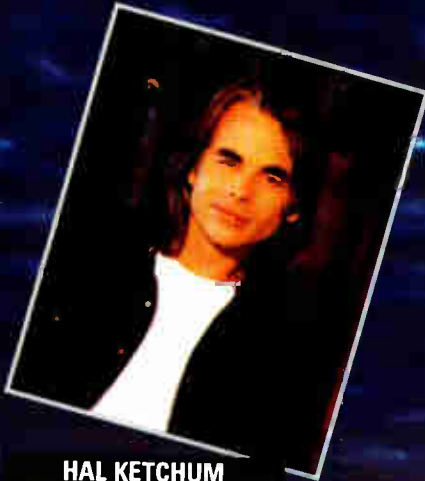
GROUP



HANK WILLIAMS JR.



JEFF CARSON



HAL KETCHUM



BAKER & MYERS



MERLE HAGGARD



SMOKIN' ARMADILLOS



LEANN RIMES



JUNIOR BROWN

YOU TO CRS

CRS 27: SEMINAR PROGRAM

INTRODUCTION BY:

Gina Preston, WXTU, Philadelphia, PA

PRESENTER:

Dr. Mary A. Bufwack, Author/ Professor/Civic Leader, Nashville



Gina Preston
WXTU, Philadelphia, PA
Introduction



Dr. Mary A. Bufwack
Author, Nashville, TN
Presenter

10:30 A.M.-11:50 A.M. **PROGRAMMING WORKSHOP:**

COMEDY & SHOW PREPSevier A & B

SOME OF THE BIGGEST NAMES IN AND OUT OF COUNTRY RADIO COME TOGETHER TO SHOW YOU HOW TO IDENTIFY, WRITE, CREATE, AND EXECUTE COMEDY ON THE RADIO. LEARN HOW TO FIND THE HUMOR IN JUST ABOUT ANY SITUATION.

MODERATOR:

LARRY MORGAN, PREMIERE RADIO NETWORKS, LOS ANGELES, CA

PARTICIPANTS:

JIMMY BROGAN, THE TONIGHT SHOW, BURBANK, CA

LOUISE PALANKER, PREMIERE/OLYMPIA COMEDY, LOS ANGELES, CA

BUDDY BARON, KYCY, SAN FRANCISCO, CA

BOB HAMILTON, NEW RADIO STAR, CARMEL, CA

MIKE ADDAMS AND TOM DOYLE, WBCS, BOSTON, MA



Larry Morgan
Premiere Radio Network,
Los Angeles, CA • Moderator



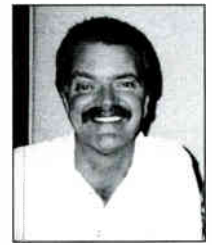
Jimmy Brogan
The Tonight Show, Burbank, CA
Panelist



Bob Hamilton
New Radio Star, Carmel, CA
Panelist



Mike Addams
WBCS, Boston, MA
Panelist



Tom Doyle
WBCS, Boston, MA
Panelist

10:30 A.M.-11:50 A.M. **HOW A RECORD IS MADE:**

THE NUTS AND BOLTS OF HITMAKINGMemphis Room

HAVE YOU EVER WONDERED ABOUT THE WORK THAT WENT INTO CREATING THOSE CD'S SITTING ON YOUR DESK? IT'S ONE PART SCIENCE AND TWO PARTS MAGIC, AND WE HAVE ONE OF COUNTRY MUSIC'S GREATEST MAGICIANS TO DEMONSTRATE HOW IT WORKS! JAMES STROUD, GIANT RECORDS PRESIDENT AND SUPERPRODUCER WILL BRING IN A WORK TAPE, RECORD NEW TRACKS, AND MIX IT DOWN BEFORE YOUR VERY EYES! SPECIAL GUEST DARYLE SINGLETARY WILL JOIN JAMES FOR AN ON-SITE VOCAL RECORDING DEMO.

PARTICIPANTS:

JAMES STROUD, GIANT RECORDS, NASHVILLE

DARYLE SINGLETARY, GIANT RECORDS, NASHVILLE

CRS 27: SEMINAR PROGRAM



JAMES STROLD
GIANT RECORDS, NASHVILLE, TN
PARTICIPANTS



DARYL SINGLETARY
GIANT RECORDS, NASHVILLE, TN
PARTICIPANTS

12:00 p.m.-2:00 p.m.LUNCHEON AND SHOW.....Washington/Adams Room
Sponsored by Imprint Records
(No food service after 1 p.m.)

2:00 p.m.-3:20 p.m.**TOWN MEETING**CHATTANOOGA ROOM
THE HOTTEST TOPICS AFFECTING THE FUTURE OF COUNTRY RADIO WILL BE DISCUSSED BY YOU, THE ATTENDEES OF THE COUNTRY RADIO SEMINAR. HAS THE FORMAT PEAKED? ARE THERE TOO MANY ARTISTS? DO CONSULTANTS HAVE TOO MUCH CONTROL? HERE'S A CHANCE TO SPEAK YOUR MIND AND LEARN FROM THE BEST AND BRIGHTEST IN THE INDUSTRY.

FACILITATOR:
DAN HALYBURTON, KPLX/FM, DALLAS-Ft. WORTH, TX



DAN HALYBURTON
KPLX/FM, DALLAS-Ft. WORTH, TX
FACILITATOR

2:00 p.m.-3:20 p.m.**VANDERBILT VOICE CLINIC**SEVIER A & B
HOW TO USE AND TAKE CARE OF OUR INDUSTRY'S MOST IMPORTANT INSTRUMENT...THE HUMAN VOICE.
RANKED LAST YEAR AS ONE OF THE COUNTRY RADIO SEMINAR'S TOP SESSIONS.

MODERATOR:
GREG COLE, WPOC, BALTIMORE
PARTICIPANTS
FROM VANDERBILT UNIVERSITY MEDICAL CENTER, NASHVILLE
DR. ROBERT OSSOFF
DR. MARK COUREY



GREG COLE
WPOC, BALTIMORE, MD
MODERATOR



DR. GREG OSSOFF
VANDERBILT UNIVERSITY MEDICAL CENTER
PARTICIPANT



DR. MARK COUREY
VANDERBILT UNIVERSITY MEDICAL CENTER
PARTICIPANT

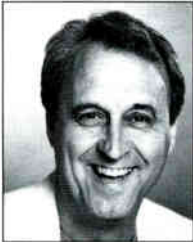
CRS 27: SEMINAR PROGRAM

3:30 p.m.-5:00 p.m. **WCRS LIVE!** TENNESSEE BALLROOM

WCRS Live! is OUR OWN SUPERSTAR 'Guitar Pull' SHOWCASING THE BIGGEST ARTISTS AND MOST PROLIFIC SONGWRITERS IN COUNTRY MUSIC. WCRS Live! PROVIDES AN INTIMATE AND ENTERTAINING LIVE MUSIC EXPERIENCE THAT YOU WON'T WANT TO MISS.

HOST:
 CHARLIE MONK, THE MONK FAMILY MUSIC GROUP, NASHVILLE
SONGWRITERS AND ARTISTS:

TONY ARATA
 GRETTCHEN PETERS
 JOHN BERRY
 LEE ROY PARNELL



CHARLIE MONK
 THE MONK FAMILY MUSIC GROUP
 NASHVILLE, TN • MODERATOR



TONY ARATA
 SONGWRITER & ARTIST



GRETTCHEN PETERS
 SONGWRITER & ARTIST



JOHN BERRY
 SONGWRITER & ARTIST



LEE ROY PARNELL
 SONGWRITER & ARTIST

5:45 p.m.-7:00 p.m. COCKTAILS (CASH BAR) PRESIDENTIAL LOBBY

7:00 p.m.-10:00 p.m. **27TH ANNUAL NEW FACES BANQUET AND SHOW**
 PRESIDENTIAL BALLROOM

SPONSORED BY BMI AND WESTWOOD ONE ENTERTAINMENT
 HOSTED BY: BILL ENGVALL AND TIM WILSON
FEATURED PERFORMERS:

DARYLE SINGLETARY
 RICOCHET
 EMILIO
 HELEN DARLING
 RUSS TALL
 PERFECT STRANGER
 DAVID LEE MURPHY
 TY HERNDON
 CHELY WRIGHT
 JEFF CARSON

10:00 p.m.-12:00 a.m. HOSPITALITY SUITES SEE DIRECTORY



An Artist Like Toby Keith Comes Along Once In A Blue Moon

LIVED, WRITTEN AND SUNG BY

toby keith

"DOES THAT BLUE MOON EVER SHINE ON YOU"

ON YOUR DESK NOW

IMMEDIATE AIRPLAY

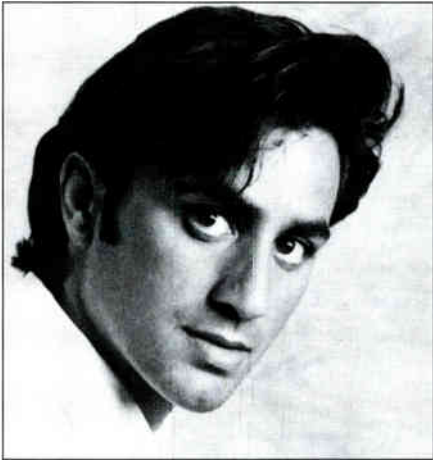
THE FIRST SINGLE FROM THE FORTHCOMING ALBUM

BLUE MOON

PRODUCED BY NELSON LARKIN & TOBY KEITH



SHOWCASE STAGE



Steve Azar
River North Records



Mandy Barnett
Asylum Records



Paul Brandt
Reprise Records



Junior Brown
MCC/Curb Records



4 Runner
Polydor Records

Thursday, February 29

(6:00pm-10:00pm)

6:00-6:30pmMARCUS HUMMON
6:35-7:05pmFRAZIER RIVER
7:10-7:40pmPAUL BRANDT
7:45-8:15pmMANDY BARNETT
8:20-8:50pmSTEVE AZAR
8:55-9:25pmJO DEE MESSINA
9:30-10:00pmGREAT PLAINS
Rich McCready

Friday, March 1

(6:30pm-9:20pm)

6:30-7:00pmJUNIOR BROWN
7:05-7:35pmCHARLIE MAJOR
7:40-8:10pmMARK LUNA
4 RUNNER
8:15-8:45pmMARTY HAGGARD
M.C. POTTS
8:50-9:20pmRHONDA VINCENT



Marty Haggard
Critique Records

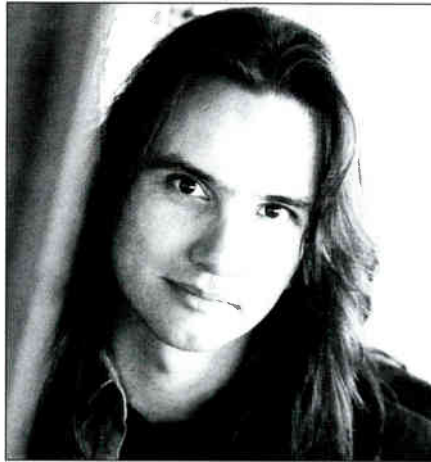
Frazier River
Decca Records



SHOWCASE STAGE



Marcus Hummon
Columbia Records



Mark Luna
Polydor Records



Jo Dee Messina
Curb Records



Rich McCready
MAGNATONE RECORDS



Charlie Major
Imprint Records



M. C. Potts
Critique Records



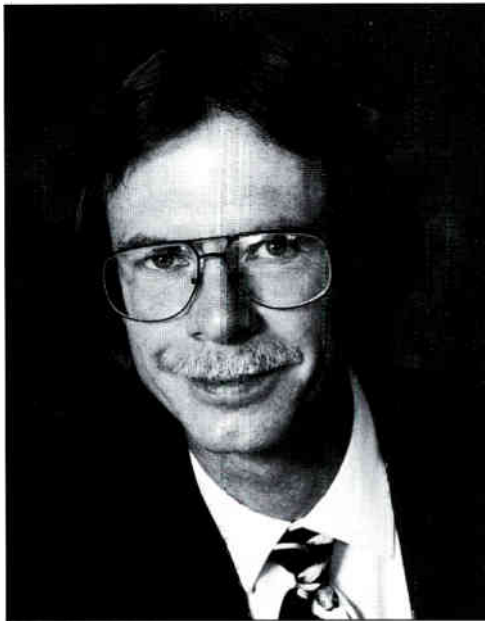
Great Plains
MAGNATONE RECORDS



Rhonda Vincent
Giant Records

RESEARCH REVEALS STARTLING INFORMATION

regarding the state of country radio, 1996



Roger Wimmer

THE SATURDAY MORNING RESEARCH PRESENTATION BY THE EAGLE GROUP PROMISES TO DELIVER SOME PROVOCATIVE INFORMATION THAT WILL PROVE TO BE VITALLY HELPFUL AND ENLIGHTENING IN LOOKING AT "SECURING THE PRESENT, PLANNING FOR THE FUTURE" OF COUNTRY MUSIC.

"THE EAGLE GROUP HAS DONATED THE EQUIVALENT OF A \$30,000 RESEARCH STUDY

WHICH HAS PRODUCED SOME REALLY STARTLING INFORMATION REGARDING COUNTRY MUSIC, RADIO AND THE POPULACE," SAID PAUL ALLEN, EXECUTIVE DIRECTOR OF COUNTRY RADIO BROADCASTERS, INC. "I BELIEVE OUR ATTENDEES AT THIS YEAR'S SEMINAR ARE GOING TO BE EXTREMELY SURPRISED AT THE RESULTS OF THIS EXTENSIVE STUDY. BUT, MORE IMPORTANTLY," HE CONTINUED, "THEY'LL CARRY AWAY SOME VERY VALUABLE INFORMATION ON WAYS TO BETTER RELATE TO THEIR RADIO AUDIENCES."

DR. ROGER WIMMER, PRESIDENT OF THE DENVER, CO BASED FIRM, SAID HIS REPRESENTATIVES ATTENDED LAST YEAR'S SEMINAR. "THEY RETURNED WITH SUCH GLOWING REPORTS, WE DETERMINED WE WANTED TO DO SOMETHING TO PARTICIPATE IN AND CONTRIBUTE TO THIS YEAR'S SEMINAR. WE DECIDED TO TAKE A SNAPSHOT VIEW OF WHAT MODERN DAY COUNTRY RADIO LISTENERS ARE TRULY LIKE. SOME OF THE RESULTS CAME AS GIANTIC SURPRISES," WIMMER EXCLAIMED.

MATT HUDSON, VICE PRESIDENT OF THE EAGLE GROUP, WHO WILL BE CO-CHAIRING THE SESSION WITH WIMMER, EXPLAINED THE VAST UNDERTAKING REQUIRED IN THE

RESEARCH. HE SAID THEIR RANDOM SAMPLING INVOLVED CALLING EACH STATE AND INTERVIEWING THOUSANDS SAMPLING INVOLVED CALLING EACH STATE AND INTERVIEWING THOUSANDS OF PEOPLE IN ORDER TO NARROW IT DOWN TO AN ULTIMATE 500 (HALF MEN/HALF WOMEN) THAT REPRESENTED THE PERCENTAGE OF THE POPULATION THAT LISTENS TO COUNTRY MUSIC. THE STUDY COVERS COUNTRY RADIO LISTENERS IN THE 18-54 AGE BRACKETS. HUDSON SAID THEIR TEAM WAS IN THE FIELD FOR THE WHOLE MONTH OF JANUARY, SO THE INFORMATION GATHERED IS FRESH AND ABSOLUTELY CURRENT.

THE RANGE OF TOPICS COVERED IN THE RESEARCH WILL IMPACT ANY AND ALL PEOPLE INVOLVED IN THE COUNTRY RADIO OR COUNTRY RECORDING FIELDS. HUDSON SAID THE FOLLOWING QUESTIONS WERE AMONG THOSE PROVIDING THE MOST SURPRISING RESULTS:

** THROUGH WHAT SOURCE DO PEOPLE DO MOST OF THEIR COUNTRY MUSIC LISTENING... RADIO, TV, CASSETTES, CD'S, CABLE, LIVE?

** HOW MANY YEARS HAVE THEY BEEN LISTENING TO COUNTRY?

** HAVE THEY EVER BEEN ASKED BY ARBITRON TO RECORD THEIR LISTENING/VIEWING STATUS? IF SO, DID THEY PARTICIPATE AND HOW TRUTHFUL WERE THEY IN THEIR ANSWERS?

Many Topics Explored

LISTENERS WERE ASKED HOW MUCH TIME THEY SPENT LISTENING TO COUNTRY MUSIC IN A TYPICAL DAY AND WHETHER THEIR PARENTS OR PEOPLE WHO RAISED THEM LISTENED TO COUNTRY. IT ADDRESSED THE ISSUE OF HOW LIKELY THEY WERE TO LISTEN TO DIFFERENT TYPES OF COUNTRY STATIONS OR MUSIC OR DID THEY STAY STRICTLY WITH ONLY THE NEWEST SONGS AND ARTISTS OR A MIX OF OLD AND NEW COUNTRY OR DID THEY PREFER ALL OLDER COUNTRY BY STANDARD ACTS.

THEY WERE ASKED TO RATE SEVERAL DOZEN COUNTRY ARTISTS ON A 1 TO 10 SCALE IF AND WHAT CHANGES THEY'D NOTICED IN COUNTRY MUSIC SINCE THEY'D STARTED LISTENING TO IT.





THANKS,
RADIO...

I DON'T WANT TO BE A
STRANGER IN
YOUR EYES

Ken Mellons



SOUND & SERENITY MANAGEMENT

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RESEARCH REVEALS STARTLING INFORMATION

regarding the state of country radio, 1996



Matt Hudson

THEY WERE ASKED TO INDICATE HOW MANY COUNTRY STATIONS THEY HAD PROGRAMMED ON THE RADIO IN THE VEHICLE THEY USUALLY DROVE; HOW MANY COUNTRY CONCERTS THEY HAD ATTENDED IN THE PAST YEAR PLUS WHAT OTHER TYPES OF MUSIC THEY MIGHT ENJOY LISTENING TO.

"WE ASKED ABOUT PROGRAMMING IMPORTANCE LIKE WHAT WAS MOST IMPORTANT TO THEM

OTHER THAN MUSIC," SAID HUDSON. "IN OTHER WORDS, DID THEY NEXT PREFER THE NEWS, WEATHER, WHAT? WE EVEN GOT INTO TEMPO PREFERENCE BY DAY PART. THAT IS, WHAT KIND OF TEMPO OR MUSIC DID THEY PREFER IN THE MORNINGS, IN THE AFTERNOONS OR EVENINGS."

THEY WERE ALSO ASKED:

- * HOW MUCH TIME DO THEY SPEND WATCHING TV DAILY?
- * WHAT TYPES OF SHOWS DO THEY WATCH?
- * DO THEY SUBSCRIBE TO CABLE?
- * HOW MANY VIDEOS DO THEY RENT AND WATCH AT HOME?
- * HOW MUCH TIME DO THEY SPEND READING A NEWSPAPER?
- * DID THEY TAKE A TRIP IN THE PAST YEAR? IF SO, DID THEY DRIVE OR FLY?
- * IF THEY COULD CHOOSE ONE PLACE TO GO ON A DREAM VACATION, WHERE WOULD IT BE?
- * HOW MANY MOVIES DO THEY SEE PER MONTH?
- * HOW MANY CD'S DO THEY BUY?
- * HOW MANY CARS DO THEY HAVE? ARE THEY DOMESTIC OR FOREIGN? ARE THEY SEDANS, PICKUPS, VANS OR WHAT?

* MARITAL AND FAMILY STATUS, POLITICAL AFFILIATION AND EDUCATIONAL LEVELS WERE ALSO PART OF THE SURVEY.

THE SAT., MARCH 2 SESSION WILL BEGIN AT 9 AM WITH AN INTRODUCTION FOLLOWED BY THE ATTENDEES PARTICIPATING IN A "HIT SEARCH" AUDITORIUM MUSIC TEST WHERE THEY WILL ATTEMPT TO PREDICT HOW VARIOUS SONGS SCORED NATIONALLY IN THE RESEARCH. RESULTS WILL BE SHOWN BY JOB CLASSIFICATION SUCH AS PROGRAMMERS, PERSONALITIES, MUSIC INDUSTRY REPS, GM'S, ETC. THE PEOPLE WHO COME CLOSEST TO THE ACTUAL RESULTS WILL SHARE IN \$1,000 CASH BEING GIVEN AWAY BY BP CONSULTING.

THIS WILL BE FOLLOWED BY AN INTRO TO THE NATIONAL STUDY AND A SLIDE SHOW ON THE RESULTS PRESENTED BY WIMMER AND HUDSON. AT THE SLIDE SHOW CONCLUSION, A DISCUSSION WILL ENSUE FEATURING OTHER CHOICE LUMINARIES. IT WILL CLIMAX WITH THE FLOOR BEING OPENED TO QUESTIONS AND ANSWERS WITH BOTH RESEARCHERS AND CONSULTANTS. THE SESSION FINALIZES WITH THE RESULTS OF THE MUSIC TEST AND THE ANNOUNCEMENT OF THE CASH WINNERS. A PRINTOUT OF THE SURVEY RESULTS WILL BE AVAILABLE UPON REQUEST ONLY.

IN ADDITION TO WIMMER AND HUDSON, PARTICIPANTS IN THE SEMINAR SESSION INCLUDE NATIONALLY RECOGNIZED CONSULTANTS RUSTY WALKER, PRESIDENT, RUSTY WALKER ASSOCIATES, LUKE, MS; JAYE ALBRIGHT, CONTRACT CONSULTANT FROM SEATTLE, WA; LYNN KITE, SALES MANAGER, KATZ RADIO GROUP, DENVER, CO; BEVERLEE BRANNINGAN, PD, KJUU, DES MOINES, IA; JOEL RAAB, PRESIDENT, JOEL RAAB ASSOCIATES, LANGHOM, PA, AND MARK EDWARDS, OPERATIONS MANAGER, ABC RADIO NETWORKS, DALLAS, TX.

THE EAGLE GROUP, AN INTERNATIONAL RESEARCH FIRM WITH THE MAJORITY OF ITS CLIENTS IN MEDIA, RADIO AND TELEVISION, IS A WHOLLY OWNED SUBSIDIARY OF COX BROADCASTING. STARTED IN MARCH, 1994, IT MAINTAINS 150 EMPLOYEES AND OFFICES IN





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STOP BY BOOTH #202 TO MEET NASHVILLE RECORD REVIEW'S HOT NEW HOSTS, KATIE HAAS AND BILL CODY, ON THURSDAY, FEBRUARY 29, BETWEEN 12:30 P.M. AND 3:00 P.M.





Long after the polar ice caps melt and Manhattan vanishes beneath the waves and Minneapolis gets warm enough to grow oranges and the last tree on earth is made into a postage stamp to celebrate Earth Day, your U.S. Tape & Label bumper stickers will still look good.

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RESEARCH REVEALS STARTLING INFORMATION

regarding the state of country radio, 1996

DENVER AND ATLANTA. PRESIDENT ROGER WIMMER, PHD, TAUGHT MASS MEDIA RESEARCH AT COLLEGE LEVEL FOR SEVEN YEARS IN GEORGIA. HE SERVED AS MANAGER OF COX BROADCASTING FROM 1982-'86. AUTHOR OF THE BEST-SELLING MASS MEDIA TEXT BOOK OF ALL TIME, HIS "MASS MEDIA RESEARCH: AN INTRODUCTION" IS USED AS REQUIRED TEXT AT MORE THAN 500 UNIVERSITIES WORLDWIDE.

"THIS IS NOT GOING TO BE YOUR TYPICAL CONVENTION PRESENTATION," SAID WIMMER. "NO ONE WILL LEAVE WITHOUT THE FEELING

THAT HE OR SHE HAS BEEN ENLIGHTENED ABOUT THE STATE OF COUNTRY MUSIC TODAY."

"WE BELIEVE MANY PEOPLE WILL BE TRULY SURPRISED - AND IN MANY INSTANCES, GRATIFIED - TO LEARN WHAT WE'VE LEARNED," SAID HUDSON. "IN ANY CASE, WE FEEL WE HAVE CONTRIBUTED INSIGHTS THAT WILL HELP EVERYONE INVOLVED SECURE THE PRESENT AND PLAN FOR THE FUTURE OF COUNTRY MUSIC."

—by BONNIE BUCY

COUNTRY LEADER

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Earl Pitts
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VINCE GILL

man with a humanitarian heart



**Vince Gill,
1995 Humanitarian Award Winner**

IN RECOGNITION of his big, big HEART and his HANDS-ON help, MCA recording ARTIST VINCE GILL WAS NAMED THE SIXTH RECIPIENT OF THE CRB ARTIST HUMANITARIAN AWARD IN 1995.

IN RECALLING THE PRESENTATION, AWARD COMMITTEE CHAIRMAN Ed SALAMON SAID, "THE THING THAT REALLY IMPRESSED US WAS VINCE'S PERSONAL LEVEL OF COMMIT-

MENT...PERSONAL AS OPPOSED TO JUST LENDING HIS NAME OR CHECKBOOK. HE WAS THERE IN PERSON WHENEVER AND WHEREVER."

GILL DENOTES HIS FEELING ABOUT BROTHERLY LOVE IN HIS SONG, "IF I HAD MY WAY," WHICH VOICES THE HOPE THAT "LOVE WILL FIND A WAY TO TURN EVERYTHING AROUND IN THE WORLD." CO-WRITTEN WITH AMY GRANT, GILL SAYS, "IT'S FROM THE POINT OF VIEW THAT IF I HAD MY WAY, WE'D LOVE ONE ANOTHER."

PROJECTING THAT LOVE IN HIS EVERYDAY LIFE, GILL IS WARMLY KNOWN AS THE "BENEFIT KING" FOR READILY VOLUNTEERING HIS SUPPORT TO NUMEROUS COMMUNITY AND CHARITABLE FUNCTIONS, INCLUDING SUCH EVENTS AS "THE VINNY," HIS OWN PRO-CELEBRITY GOLF INVITATIONAL WHICH SUPPORTS JUNIOR GOLF IN TENNESSEE; THE VINCE GILL CELEBRITY BASKETBALL GAME AND CONCERT WHICH FUNDS MUSIC AND ATHLETIC PROGRAMS AT BELMONT UNIVERSITY; SANG ON THE AWARD WINNING COMMON THREAD: SONGS OF THE EAGLES BENEFITTING THE WALDEN POND RAIN FOREST PROJECT AND PARTICIPATED IN MERLE HAGGARD'S TRIBUTE ALBUM, MAMA'S HUNGRY EYES, WHICH BENEFITS THE SECOND HARVEST FOOD BANK.

OTHER EVENTS BENEFITTING FROM GILL'S TALENTS AND TIME INCLUDE THE RED CROSS RELIEF FUND FOR OKLAHOMA CITY BOMBING VICTIMS; THE EAR FOUNDATION; MAKE A WISH FOUNDATION; THE "LOSE YOUR BLUES" PROMOTION FOR THE NATIONAL COALITION FOR THE HOMELESS; EASTER SEALS; FEED THE CHILDREN; SARA LEE CLASSIC; MERCY HOMES; BAPTIST HOSPITAL; THE JIMMY EVEREST CANCER CENTER; SPECIAL CARE FOR CHILDREN'S DISABILITIES; PREGNANCY CRISIS CENTER; AMERICAN HEART ASSOCIATION AND THE UMC CHILDREN'S PEDIATRIC INTENSIVE CARE UNIT.

RESPECTED BY HIS PEERS FOR HIS VAST TALENT, GILL IS PRAISED EVEN MORE FOR HIS TOTAL LACK OF EGO AND HIS GENUINE "NICE GUY" PERSONALITY. ALL OF THIS HAS REMAINED INTACT IN SPITE OF THE FACT GILL HAS CHALKED UP 15 CMA AWARDS, INCLUDING TWO CONSECUTIVE CITINGS AS ENTERTAINER OF THE YEAR AND FIVE UNPRECEDENTED GARNERINGS OF THE MALE VOCALIST OF THE YEAR AWARD; TWO OUTINGS AS BMI'S SONGWRITER OF THE YEAR; SIX GRAMMY AWARDS; THREE ACM AWARDS; SEVEN MUSIC CITY NEWS AWARDS PLUS OTHERS. HIS ALBUMS AND VIDEOS OVER THE YEARS HAVE SOLD MORE THAN 10,000,000 COPIES.

BETWEEN HIS LOVE OF MUSIC AND HIS HEARTFELT LOVE OF HIS FELLOW MAN, VINCE GILL PROVES THAT REAL LOVE AND GOOD MUSIC SHALL ENDURE ABOVE ALL ELSE.



Thanks.

Thanks for everything, everybody, in an extraordinary year. We're proud of the success we've created together. We're grateful for your friendship. We see nothing but challenging growth ahead for Country Radio.



L.J. Smith

Ken Moultrie

Jaye Albright

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DOUGLAS & WILLET

CMDJ hall of fame inductees

While the 1995 Country Music Disc Jockey Hall of Fame inductees will be named during this year's seminar presentation, a moment of reflection needs to be made on the two special people named to the prestigious position in last year's vote. Charlie Douglas and Slim Willet were named respectively in the Living and Posthumous categories.

Douglas began his radio career in 1953 at KLIC in Monroe, LA and held his first programming job in 1956 at KOCY in Oklahoma City. The next few years he saw as much of the country as he could with stints in Asheville, NC, Buffalo, NY, San Antonio, Dallas and Houston, TX. He joined WWL, New Orleans, in 1970 and created the first all night country music

show on a power station and directed specifically at the American truck driver.

After 13 years with the "Road Gang," which is still on the air, he joined WSM Nashville as host of the Music Country Radio Network. He left WSM in 1995 to concentrate on his Compact Disc Xpress (CDX) company he founded with Paul Lovelace in 1991. He and wife, Martha, were married in 1954, have three children and two grandchildren. Holder of many awards, Douglas has served in various capacities for many civic and industry organizations, including two terms as president of Country Radio Broadcasters.

Born Winston Moore, Slim Willet died in 1966 from a bad heart at age 46. A go-getter with all the trappings of a showman, he was known for wearing gaudy suits and walking on his hands on

stage while coins rained from his pockets. A prolific songwriter during the early '50's, his biggest hit, "Don't Let the Stars Get In Your Eyes," sold millions of copies, both country and pop, highlighted in 1953 by Perry Como's

gold version for RCA. He recorded for a time on the Four Star label.

Willet joined Abilene's KRBC radio as a DJ and crackerjack salesman. He maintained a huge audience as a DJ and pioneered a TV music variety show. He later became a major regional promoter of new and name talent at his Big State Jamboree in Abilene's old Fair Park Auditorium, now Rose Park. In his early years, Willet was the first manager and on-air personality at KHSU, the campus radio station for Hardin-Simmons University

which he attended. His wife, Jimmie - whom he married in 1938 - and their sons, Dr. Ted Moore and Tim Moore, still reside in Abilene.

Plaques on Douglas and Willet now hang in the Hall of Fame corridor at the Opryland Hotel. Anyone needing information on the Country Music Disc Jockey Hall of Fame should contact its founder and trustee, Chuck Chellman, at 615/297-5566.

DURING THIS YEAR'S SEMINAR PRESENTATION, A MOMENT OF REFLECTION NEEDS TO BE MADE ON THE TWO SPECIAL PEOPLE NAMED TO THE PRESTIGIOUS POSITION IN LAST YEAR'S VOTE, CHARLIE DOUGLAS AND SLIM WILLET.



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— Siskel & Ebert

COUNTRY HITS

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— Anonymous National Promotion Director

★★★ *They Drive Me Nuts!*

— Anonymous Program Director

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Susan Turner

Co-Starring

Lanie Miller Mickey Turner

and Introducing

Jody Van-Alin

(formerly of WKCN-Columbus, GA)

As the new National Promotion Manager

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COUNTRY RADIO BROADCASTERS, INC.

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ARTICLE I

PURPOSE

This organization is founded as a Tennessee nonprofit corporation for the following purposes: the advancement and promotion of the study of the science of broadcasting live and recorded music traditionally identified as Country, Western, Bluegrass, or Folk Music through the mutual exchange of ideas; conducting seminars, conferences, meetings and engaging in other educational endeavors to foster the presentation of such music to the public, consulting with and providing pecuniary and other assistance to deserving individuals desiring to pursue a career in broadcasting; and carrying on all necessary activities in connection therewith and pursuant thereto in furtherance of the aims and purposes of the organization and not for private gain or profit.

ARTICLE II

LOCATION

The office and location of this organization shall be in Nashville, Davidson County, Tennessee, at such place as the Board of Directors shall from time to time designate.

ARTICLE III

MEMBERSHIP

This organization shall have no members. The purpose, aims and objectives of the organization shall be achieved through cooperation with and the assistance of such individuals as may from time to time wish to assist the organization in the accomplishment and furtherance thereof under the guidance, direction and authority of the Board of Directors.

ARTICLE IV

DIRECTORS

SECTION 1: Composition and Term: The Board of Directors of the organization shall consist of twenty-five (25) members, composed as follows:

A: Categories: There shall be elected to the Board nine (9) directors from the Radio Industry, six (6) directors from the Record Industry and seven (7) directors elected At-

Large. Each such director shall serve a term of three (3) years or until their successor is elected and duly qualified.

B: Agenda Chairperson: Each year, the Agenda Committee shall elect a chairperson, subject to ratification by the Board of Directors. Each such chairperson shall begin a three (3) year term of service on the Board, the first year of which shall commence concurrently with that person's term as Agenda Chairperson.

C: Terms: Each director's 3-year term shall commence immediately following the adjournment of the annual meeting of the Board at which such director is selected and expire upon the adjournment of the third annual meeting of the Board following the annual meeting at which such director is elected and expire upon the adjournment of the third annual meeting of the Board following the annual meeting at which such director is elected.

D: Staggered Terms: Terms shall be staggered in each category, with an equal number expiring each year in each category, provided that where the number of directors in any category as provided herein is not evenly divisible by three, the number of director terms expiring in such category in any year will not exceed the number of terms expiring in any other year by more than one (1). The Board is authorized to make such modifications in the term of directors prior to the filling of such positions(s) as may be reasonably necessary to implement the purpose of this provision.

SECTION 2: Re-election: Any director may be re-elected to the Board of Directors in the same or different category without limitation on the number of terms which any person may serve.

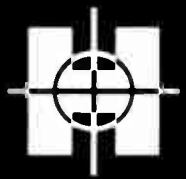
SECTION 3: Vacancies: In the event any vacancy occurs in the Board of Directors by virtue of resignation, removal or otherwise, the Board shall, by a majority vote of the remaining members, elect a director to fill the remainder of the term of the vacating director. The nominees for such vacated position shall be selected from the same category as the director formerly holding said position. If the occurrence of a vacancy is not concurrent with a meeting of the Board, the Executive Committee may nominate



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AT LEAST TWO (2) PERSONS AND SUBMIT THESE NOMINEES TO THE BOARD FOR THE PURPOSE OF FILLING THE VACATED POSITION. THE ELECTION SHALL BE HELD BY MAIL ACCORDING TO ARTICLE IV, SECTION 8, OF THESE BYLAWS GOVERNING ACTION OF THE BOARD BY WRITTEN CONSENT. NOTWITHSTANDING THE FOREGOING, IF ANY DIRECTORS DO NOT AGREE TO HOLD ANY SUCH ELECTION BY MAIL, THE BOARD WILL FILL THE VACATED POSITION AT ITS NEXT MEETING.

SECTION 4: MEETINGS: MEETINGS OF THE BOARD OF DIRECTORS MAY BE HELD AT ANY PLACE, EITHER WITHIN OR WITHOUT THE STATE OF TENNESSEE. THE BOARD SHALL MEET TRIANNUALLY AT SUCH TIMES AND PLACES AS THE PRESIDENT OR A MAJORITY OF THE MEMBERS OF THE BOARD SHALL, FROM TIME TO TIME, DETERMINE, PROVIDED THAT THE ANNUAL MEETING OF THE BOARD SHALL BE HELD UPON CALL OF THE PRESIDENT DURING THE ORGANIZATION'S ANNUAL SEMINAR. ALL MEETINGS OF THE BOARD SHALL BE HELD UPON TEN (10) DAYS' WRITTEN NOTICE SIGNED BY THE PRESIDENT OR SECRETARY, OR UPON TELEPHONIC NOTICE, OR UPON WRITTEN NOTICE SIGNED BY A MAJORITY OF THE MEMBERS OF THE BOARD. UNLESS REQUIRED BY LAW, NO NOTICE OF ANY MEETING SHALL BE REQUIRED TO SET FORTH THE OBJECT OR PURPOSE THEREOF.

SECTION 5: QUORUM: A QUORUM OF DIRECTORS SHALL CONSIST OF A NUMERICAL MAJORITY OF THE MEMBERS OF THE BOARD OF DIRECTORS AS THEN CONSTITUTED. ANY MEETING AT WHICH A QUORUM IS NOT PRESENT MAY BE ADJOURNED FROM TIME TO TIME UNTIL A QUORUM IS OBTAINED WITHOUT NOTICE OTHER THAN NOTICE OF THE ADJOURNMENT GIVEN AT THE MEETING OR ADJOURNED MEETING, AND ANY AND ALL BUSINESS MAY BE TRANSACTED AT SUCH ADJOURNED MEETING.

SECTION 6: POWERS: THE GENERAL POWERS OF THE BOARD OF DIRECTORS SHALL BE TO MANAGE, CONTROL AND CONDUCT ALL BUSINESS AFFAIRS AND PROPERTY OF THIS ORGANIZATION, AND TO DO ALL SUCH LAWFUL ACTS AND THINGS WITH REFERENCE THERETO, AND EXERCISE ALL POWERS OF THIS ORGANIZATION.

SECTION 7: REMOVAL AND RESIGNATION OF DIRECTORS: ANY DIRECTOR OF THE ORGANIZATION MAY RESIGN AT ANY TIME BY WRITTEN NOTICE TO THE BOARD OR MAY BE REMOVED FROM OFFICE UPON THE AFFIRMATIVE WRITTEN VOTE OF TWO-THIRDS (2/3) OF THE BOARD OF DIRECTORS AS THEN CONSTITUTED. ANY DIRECTOR WHO SHALL FAIL TO ATTEND THE ANNUAL MEETING OR ANY TWO (2) MEETINGS OF THE BOARD DURING ANY YEAR OF SAID DIRECTOR'S TERM OF OFFICE

MAY BE REMOVED BY THE VOTE OF A MAJORITY OF THE BOARD. FOR PURPOSES OF THIS PROVISION, A "MAJORITY OF THE BOARD" SHALL MEAN A MAJORITY OF THE ENTIRE BOARD OF DIRECTORS AND NOT JUST A MAJORITY OF THOSE IN ATTENDANCE AT THE MEETING WHEREIN A VOTE FOR REMOVAL IS TAKEN.

SECTION 8: WRITTEN CONSENT: WHENEVER, UNDER THE LAWS OF THE STATE OF TENNESSEE OR THE CHARTER OR BYLAWS OF THIS ORGANIZATION, THE BOARD OF DIRECTORS IS PERMITTED OR REQUIRED TO TAKE ANY ACTION BY VOTE, UPON AGREEMENT BY ALL DIRECTORS, SUCH ACTION MAY BE TAKEN WITHOUT A MEETING BY THE WRITTEN CONSENT OF THAT NUMBER OF DIRECTORS WHICH WOULD BE REQUIRED TO TAKE SUCH ACTION AT A REGULAR MEETING OF THE BOARD.

ARTICLE V OFFICERS

SECTION 1: NUMBER AND TERM: THE OFFICERS OF THIS ORGANIZATION SHALL CONSIST OF A PRESIDENT, A VICE PRESIDENT, A SECRETARY AND A TREASURER, WHO SHALL BE ELECTED BY THE BOARD OF DIRECTORS AT ITS ANNUAL MEETING. EACH OFFICER SHALL SERVE A TERM COMMENCING UPON THE ADJOURNMENT OF THE ANNUAL MEETING AT WHICH SUCH OFFICER IS ELECTED AND EXPIRING UPON THE ADJOURNMENT OF THE ORGANIZATION'S NEXT ANNUAL MEETING. ANY OFFICER SO ELECTED MAY BE REMOVED FROM OFFICE AT ANY TIME BY AN AFFIRMATIVE VOTE OF A MAJORITY OF THE MEMBERS OF THE BOARD OF DIRECTORS AS THEN CONSTITUTED. ANY MEMBER OF THE BOARD OF DIRECTORS WITH AT LEAST ONE (1) YEAR OF SERVICE ON THE BOARD MAY BE ELECTED AND SERVE AS AN OFFICER, EXCEPT AS OTHERWISE PROVIDED HEREIN.

SECTION 2: RE-ELECTION: ANY OFFICER MAY BE RE-ELECTED TO THE SAME OFFICE WITHOUT LIMITATION ON THE NUMBER OF TERMS WHICH ANY PERSON MAY SERVE.

SECTION 3: PRESIDENT: THE PRESIDENT SHALL BE THE CHIEF EXECUTIVE OFFICER OF THE CORPORATION AND SHALL PRESIDE AT ALL MEETINGS OF THE BOARD OF DIRECTORS AND THE EXECUTIVE COMMITTEE. THE PRESIDENT SHALL HAVE THE POWER TO APPOINT COMMITTEES AND SELECT THE MEMBERS THEREOF FROM THE BOARD OF DIRECTORS OR OTHERWISE, EXCEPT AS OTHERWISE PROVIDED HEREIN, AND SHALL SEE THAT ALL ORDERS AND RESOLUTIONS OF THE BOARD OF DIRECTORS ARE CARRIED INTO EFFECT, SUBJECT, HOWEVER, TO THE RIGHT OF THE BOARD OF DIRECTORS TO DELEGATE TO ANY OTHER OFFICER, COMMITTEE OR EMPLOYEE ANY SPECIFIC POWER OR POWERS, EXCEPT



COUNTRY NETWORK

THE INDUSTRY'S FASTEST GROWING PUBLICATION

We'd like to thank those who have helped make this first year successful...

WACO	KAGG	KAJA	KALF	WAMZ	KASE	KASH	KASY	KATM	WAVC
WAXX	KAYD	WAYZ	WBBS	WBCS	WBCT	WBEE	KBEQ	WBKR	WBTU
WBUB	KBUL	WBVB	WCHY	KCIN	WCKT	WCMS	WCOS	WCTK	KCYY
WDAF	WDDD	KDDK	WDEN	WDEZ	WDOD	KDRK	WDRM	WDSY	KEAN
KEBC	KEEY	WESC	WEZL	KFGO	WFGY	KFKF	WFLS	WFMB	KFMS
WFMS	KFRG	WFRG	KGEE	WGEE	WGGY	WGH	WGKX	KGMV	WGNA
KGNC	WGNE	WGTC	WGTR	WGTY	KHAK	WHEN	KHEY	WHKZ	WHOK
KHSL	WHWK	WHYL	WICO	WICT	KIIM	KIKF	KIKK	WIKX	WIL
KILT	WIOV	WIRK	WITL	WIVK	KIXQ	WIXY	KIZN	WJCL	KJJY
KJKT	WJOD	KJUG	KKAT	WKCEN	WKCQ	KKCS	WKDQ	WKHK	WKHX
KKIX	WKIX	WKJN	WKKO	WKKX	WKLB	WKML	WKNN	WKOA	WKSF
WKSI	WKSJ	WKXB	WKXC	KLLL	WLLR	WLS	KLTX	KLUR	WLWI
KMAG	WMIL	KMLE	KMPS	WMSI	KMVK	WMZQ	KNAX	KNCI	KNCQ
KNFM	KNFT	KNIX	WNOE	KNUE	KOEL	WOGK	WOGY	WOKQ	KORD
KOUL	WOVK	WOW	WPCM	WPKX	KPLM	KPLX	WPOR	WPZM	WQBE
KQFC	WQHK	WQIK	WQMX	WQYK	WRBQ	WRKZ	KRMD	WRNS	WROO
KRRV	KRST	KRTY	KRWQ	KRYS	KSAN	KSCS	WSIX	KSKS	WSM
WSOC	KSON	KSOP	WSSL	KSSN	WSTH	WTCM	WTCR	WTDR	KTEX
WTHI	WTNT	KTOM	WTQR	WTRS	KTTS	WTVY	KTWB	WTXT	KUBL
KUGN	KUPL	WUSN	WUSW	WUSY	KUZZ	KVET	WVLK	KVOO	KWEN
WWGR	KWJJ	WWJO	WWKA	KWKH	KWNR	WWQM	WWQQ	WWWW	WWYZ
WWZD	WXBM	WXBQ	KXBZ	WXCL	KXDD	KXKC	KXKT	WXXK	WXTA
WXTU	KXXS	KXXY	WYAK	WYAY	WYCD	WYCQ	KYCW	KYCY	KYGO
KYKR	KYKS	KYNG	WYNK	WYRK	WYYD	KZKX	KZLA	KZSN	WZZK

*A&M \ Sam Cerami
Almo Sounds \ Larry Pareigis*

Arista \ Jack Weston

Atlantic \ Bryan Switzer & Larry King

Capitol \ Bill Catino & Terry Stevens

Career \ Denise Nichols

Columbia \ Debi Fleischer

Curb \ John Brown

Decca \ Shelia Shipley-Biddy

Epic \ Jack Lameier

Giant \ Nick Hunter

Imprint \ Brad Chambers

Magnatone \ Nina Rossman & Chuck Rhodes

MCA \ Scott Borchetta

MCG \ Carson Schreiber

Mercury \ Luke Lewis, Larry Hughes & Norbert Nix

River North \ Bobby Young & Kevin Herring

Rounder \ Brad Paul

Thanks for a great first year!

*Gerry Cagle, Barry Freeman, Jamie Matteson, Lori Wood,
Kellie Bernell and Wendi Crosby*

COUNTRY NETWORK

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F. (615) 256-2540

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Burbank, CA 91502
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SUCH AS BY STATUTE ARE EXCLUSIVELY CONFERRED UPON OTHERS. THE PRESIDENT SHALL BE AN INDIVIDUAL IN THE RADIO BROADCAST INDUSTRY.

SECTION 4: VICE PRESIDENT: THE VICE PRESIDENT SHALL PERFORM THE FUNCTIONS OF THE OFFICE OF THE PRESIDENT IN THE PRESIDENT'S ABSENCE OR IN THE CASE OF THE PRESIDENT'S DISABILITY AND ANY SUCH OTHER DUTIES AS MAY BE ASSIGNED FROM TIME TO TIME BY THE BOARD OF DIRECTORS. IN THE ABSENCE OF THE VICE PRESIDENT OR IN CASE OF THE DISABILITY OF BOTH THE PRESIDENT AND VICE PRESIDENT, THE BOARD OF DIRECTORS SHALL DESIGNATE ONE OF ITS MEMBERS TO SERVE AS TEMPORARILY IN THIS CAPACITY. THE VICE PRESIDENT SHALL PERFORM SUCH OTHER DUTIES AND RESPONSIBILITIES AS MAY BE ASSIGNED BY THE BOARD OF DIRECTORS. THE VICE PRESIDENT SHALL BE FROM ANY CATEGORY EXCEPT THE RADIO BROADCAST INDUSTRY.

SECTION 5: SECRETARY: THE SECRETARY SHALL ATTEND ALL MEETINGS OF THE BOARD OF DIRECTORS AND SHALL BE RESPONSIBLE FOR THE MINUTES OF SUCH MEETINGS. THE SECRETARY SHALL SIGN SUCH DOCUMENTS, CERTIFICATES AND NOTICES AS MAY BE REQUIRED BY THE BYLAWS, THE BOARD OF DIRECTORS, OR APPLICABLE STATE OR FEDERAL LAWS, AND SHALL PERFORM SUCH OTHER DUTIES AS MAY BE PRESCRIBED BY THE BOARD OF DIRECTORS.

SECTION 6: TREASURER: THE TREASURER, SUBJECT TO THE SUPERVISION AND DIRECTION OF THE BOARD OF DIRECTORS, SHALL HAVE THE CUSTODY OF THE ORGANIZATION'S FUNDS AND SHALL KEEP FULL AND ACCURATE ACCOUNTS OF RECEIPTS AND DISBURSEMENTS IN BOOKS BELONGING TO THE ORGANIZATION AND SHALL DEPOSIT ALL MONIES AND OTHER VALUABLE EFFECTS IN THE NAME OR AND TO THE CREDIT OF THE ORGANIZATION IN SUCH DEPOSITORIES AS MAY BE DESIGNATED BY THE BOARD OF DIRECTORS.

ARTICLE VI ELECTIONS

SECTION 1: ALL ELECTIONS OF DIRECTORS AND OFFICERS PROVIDED FOR HEREIN SHALL BE HELD BY SECRET WRITTEN BALLOT, AND THE PERSON RECEIVING A MAJORITY OF THE VOTES PROPERLY CAST IN SUCH ELECTION SHALL BE DECLARED ELECTED, PROVIDED THAT IF THERE IS ONLY ONE (1) NOMINEE FOR ANY POSITION TO BE FILLED, SUCH ELECTION MAY BE HELD BY VOICE OF THE BOARD. IN THE EVENT THAT NO NOMINEE RECEIVES A MAJORITY OF VOTES CAST, A RUNOFF WILL BE HELD BETWEEN THE TWO (2) NOMINEES RECEIVING THE GREATEST NUMBER OF VOTES, AND THE NOMINEE

RECEIVING A MAJORITY OF THE RUNOFF VOTES SHALL BE DECLARED ELECTED.

SECTION 2: ELECTION OF DIRECTORS AND OFFICERS SHALL BE MADE FROM NOMINEES SUBMITTED BY THE NOMINATING COMMITTEE OR FROM THE FLOOR AT THE BOARD'S ANNUAL MEETING. NOMINATIONS SHALL BE VALID ONLY WHEN THE NOMINEE HAS BEEN NOTIFIED IN ADVANCE OF HIS NOMINATION AND AGREES TO SERVE IF ELECTED.

SECTION 3: THE BOARD MAY, FROM TIME TO TIME, ADOPT ELECTION RULES AND PROCEDURES NOT INCONSISTENT WITH THESE BYLAWS OR THE APPLICABLE LAWS OF THE STATE OF TENNESSEE.

ARTICLE VII COMMITTEES

SECTION 1: ALL COMMITTEES SHALL BE CREATED AND MEMBERS THEREOF APPOINTED BY THE PRESIDENT, SUBJECT IN EACH INSTANCE TO RATIFICATION BY THE BOARD. THE BOARD MAY BY MAJORITY VOTE RESCIND THE APPOINTMENT OF ANY COMMITTEE OR MODIFY THE MEMBERSHIP THEREOF.

SECTION 2: IN ADDITION TO SUCH COMMITTEES AS SHALL FROM TIME TO TIME BE CREATED, PURSUANT TO ARTICLE VII, SECTION 1, THE ORGANIZATION SHALL MAINTAIN THE FOLLOWING STANDING COMMITTEES:

A. EXECUTIVE COMMITTEE: THIS ORGANIZATION SHALL HAVE AN EXECUTIVE COMMITTEE WHICH SHALL BE COMPOSED OF THE PRESIDENT, VICE PRESIDENT AND TREASURER, PLUS TWO (2) OTHER MEMBERS OF THE BOARD SELECTED BY THE PRESIDENT. ALL MEETINGS OF THE EXECUTIVE COMMITTEE SHALL BE HELD UPON THREE (3) DAYS' WRITTEN OR TELEPHONIC NOTICE GIVEN BY DIRECTION OF THE PRESIDENT. THE EXECUTIVE COMMITTEE SHALL BE EMPOWERED TO TAKE ANY ACTION ON BEHALF OF THE ORGANIZATION AS MAY BE REASONABLY REQUIRED TO CARRY ON THE BUSINESS OF THE ORGANIZATION, EXCEPT AS EXPRESSLY PROHIBITED BY THE BOARD, THE TENNESSEE NONPROFIT CORPORATION ACT, THE CHARTER, OR THE BYLAWS OF THE ORGANIZATION. NOTWITHSTANDING THE PRECEDING SENTENCE, THE BOARD MAY BY MAJORITY VOTE RESCIND OR MODIFY ANY ACTION APPROVED BY THE EXECUTIVE COMMITTEE.

B. FINANCE COMMITTEE: THE FINANCE COMMITTEE SHALL PREPARE, STUDY AND MAKE FINANCIAL BUDGETARY RECOMMENDATIONS TO THE BOARD OF DIRECTORS, WITHIN GUIDELINES STIPULATED BY THE



COUNTRY RADIO BROADCASTERS, INC.

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BOARD. THE TREASURER OF THE BOARD SHALL BE A MEMBER OF THE COMMITTEE.

C. AGENDA COMMITTEE: THE AGENDA COMMITTEE SHALL DEVELOP AN AGENDA AND PRESENTATION FOR THE COUNTRY RADIO SEMINAR FOR PRESENTATION TO THE BOARD OF DIRECTORS; UPON THE BOARD'S APPROVAL, IMPLEMENT THE AGENDA WITHIN ALL BUDGETARY AND OTHER GUIDELINES AS STIPULATED BY THE BOARD OF DIRECTORS. THE AGENDA COMMITTEE SHALL BE ORGANIZED, COMPOSED AND OPERATED UNDER THE DIRECTION OF THE AGENDA COMMITTEE GUIDELINES, AS ADOPTED AND/OR AMENDED BY A MAJORITY VOTE OF THE BOARD OF DIRECTORS.

D. NOMINATING COMMITTEE: THE NOMINATING COMMITTEE SHALL CONSIST OF THE PRESIDENT, VICE PRESIDENT AND ONE (1) OTHER DIRECTOR TO BE APPOINTED FROM EACH CATEGORY. THE NOMINATING COMMITTEE SHALL RECOMMEND TO THE BOARD ONE OR MORE NOMINEES FOR EACH DIRECTOR OR OFFICER POSITION TO BE FILLED AT THE BOARD'S ANNUAL MEETING.

E. SCHOLARSHIP COMMITTEE: THE SCHOLARSHIP COMMITTEE SHALL STUDY AND RECOMMEND SCHOLARSHIP AWARDS, WITHIN THE BUDGETARY AND OTHER GUIDELINES STIPULATED BY THE BOARD OF DIRECTORS.

F. SPEAKERS COMMITTEE: THE SPEAKERS COMMITTEE SHALL STUDY, RECOMMEND AND ACQUIRE SPEAKERS FOR THE ANNUAL COUNTRY RADIO SEMINAR, WITHIN THE BUDGETARY AND OTHER GUIDELINES AS STIPULATED FROM TIME TO TIME BY THE BOARD OF DIRECTORS.

G. MEMBERS OF STANDING COMMITTEES: MEMBERS OF ALL STANDING COMMITTEES SHALL BE APPOINTED BY THE PRESIDENT SUBJECT TO RATIFICATION BY THE BOARD.

Article VIII

INDEMNIFICATION OF DIRECTORS AND OFFICERS

THE ORGANIZATION SHALL INDEMNIFY ANY AND ALL PERSONS WHO MAY SERVE OR WHO HAVE SERVED AT ANY TIME AS DIRECTORS OR OFFICERS OF THE ORGANIZATION, AND THEIR RESPECTIVE HEIRS, ADMINISTRATORS, SUCCESSORS AND ASSIGNS, AGAINST ANY AND ALL EXPENSES, INCLUDING SETTLEMENT (BEFORE OR AFTER SUIT IS COMMENCED), ACTUALLY AND NECESSARILY INCURRED BY SUCH PERSONS IN CONNECTION WITH THE DEFENSE OR SETTLEMENT OF ANY CLAIM, ACTION, SUIT, OR PROCEEDING IN WHICH THEY, OR ANY OF THEM, ARE MADE PARTIES, OR A PART, OR WHICH MAY BE ASSERTED AGAINST THEM OR ANY OF THEM, BY REASON OF BEING OR HAVING BEEN A DIRECTOR OR OFFICER OF THE ORGANIZATION, IF SUCH DIRECTOR OR OFFICER ACTED IN GOOD FAITH FOR A PURPOSE WHICH HE REASONABLY BELIEVED TO BE IN THE BEST INTERESTS OF THE ORGANIZATION AND, IN CRIMINAL ACTIONS OR PROCEEDINGS, IN ADDITION, HAD NO REASONABLE CAUSE TO BELIEVE THAT HIS CONDUCT WAS UNLAWFUL, PROVIDED THAT NOTHING HEREIN CONTAINED SHALL CREATE A RIGHT TO INDEMNIFICATION INCONSISTENT WITH OR CONTRARY TO THE TENNESSEE NONPROFIT CORPORATION ACT OR OTHER APPLICABLE STATUTES.

Article IX

AMENDMENTS

THESE BYLAWS MAY BE AMENDED FROM TIME TO TIME BY AN AFFIRMATIVE VOTE OF NOT LESS THAN TWO-THIRDS OF THE ENTIRE BOARD OF DIRECTORS AS THEN CONSTITUTED.



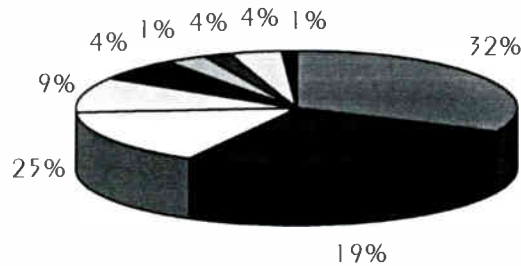
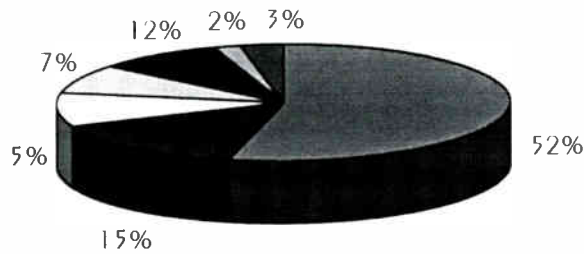
PERCENTAGE ANALYSIS OF REVENUES AND EXPENSES FOR THE FINANCIAL YEAR ENDING MAY 31, 1995

REVENUES

REGISTRATION & TICKET SALES	52%
SPONSORSHIPS	15%
PROGRAM BOOK	5%
SUITES, SHOWCASE STAGES & OTHER FEES	12%
EXHIBIT HALL	7%
REGIONAL EVENT	4%
DONATIONS	3%
OTHER EVENTS INCLUDING SILENT AUCTION	2%

EXPENSES

DIRECT SEMINAR	32%
NEW FACES & ATTENDEE WELCOME RECEPTION	19%
OFFICE OPERATIONS	25%
PROGRAM BOOK & POCKET AGENDA	7%
ARTS, VATS & SHOWCASE STAGES	4%
EXHIBIT HALL	3%
AGENDA COMMITTEE	1%
REGIONAL EXPENSES	4%
SCHOLARSHIPS, BOARD, AGENDA, & RELATED EXPENSES	4%
OTHER EVENTS	1%



THE ABOVE PRESENTATIONS ILLUSTRATE THE REVENUE AND EXPENSE ALLOCATIONS BY PERCENTAGE FOR THE YEAR ENDED MAY 31, 1995. SINCE ITS FORMATION THE ORGANIZATION HAS GRANTED OVER \$99,000.00 IN SCHOLARSHIPS NATIONWIDE. IN ADDITION, AN ENDOWMENT FUND HAS BEEN SET UP AND IS BEING INCREASED ANNUALLY FOR THE EXPLICIT PURPOSE OF CREATING A PERMANENT SCHOLARSHIP. THE BALANCE OF THIS FUND AS OF MAY 31, 1995 WAS \$129,068.15.



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Jacqueline Ann Nigro

ONE OF THE PRIMARY GOALS OF THE COUNTRY RADIO SEMINAR IS TO PROVIDE EDUCATION WITH THE PURPOSE OF UPGRADING THE COUNTRY RADIO BROADCASTING INDUSTRY. AS AN EXPRESSION OF A CONTINUED COMMITMENT TO THIS GOAL, PROFITS DERIVED FROM THE SEMINAR EACH YEAR ARE USED TO FUND SCHOLARSHIPS.

AWARDED DIRECTLY TO EDUCATIONAL INSTITUTIONS, THE CRS SCHOLARSHIPS ARE THEN GRANTED TO THE INDIVIDUAL STUDENTS.

THIS YEAR WE ARE PLEASED TO AWARD SCHOLARSHIPS TO THREE (3) VERY QUALIFIED STUDENTS. WE CONGRATULATE THEM AND LOOK FORWARD TO FOLLOWING THEIR CAREERS AS THEY ENTER INTO THE FIELD OF BROADCASTING.

Jacqueline Ann Nigro is a SENIOR BROADCAST

MANAGEMENT MAJOR AT THE UNIVERSITY OF KANSAS, IN LAWRENCE, KANSAS. SHE IS ORIGINALLY FROM KANSAS CITY, MISSOURI WHERE SHE GRADUATED FROM HIGH SCHOOL IN 1992 AT ST. TERESA'S ACADEMY. ALTHOUGH SHE ENROLLED AT KU LOOKING TOWARDS PREPARING FOR A CAREER IN THE MEDICAL FIELD, HER CAREER GOALS CHANGED WHEN HER LOVE FOR RADIO AND COUNTRY MUSIC LED TO AN INTERNSHIP AT KBEQ WHERE SHE BECAME HOOKED.

JACKIE HAS SERVED THE COMMUNITY THROUGH GAMMA PHI BETA AS WELL AS MANY OTHER ORGANIZATIONS. HER VOLUNTEER EFFORTS INCLUDE WORKING WITH SUCH ORGANIZATIONS AS THE SALVATION ARMY, UNITED WAY AND SISTERS AGAINST DRUNK DRIVERS TO NAME A FEW. UPON GRADUATION, JACKIE HOPES TO SECURE A POSITION AS A PROMOTION DIRECTOR WITH A COUNTRY RADIO STATION.

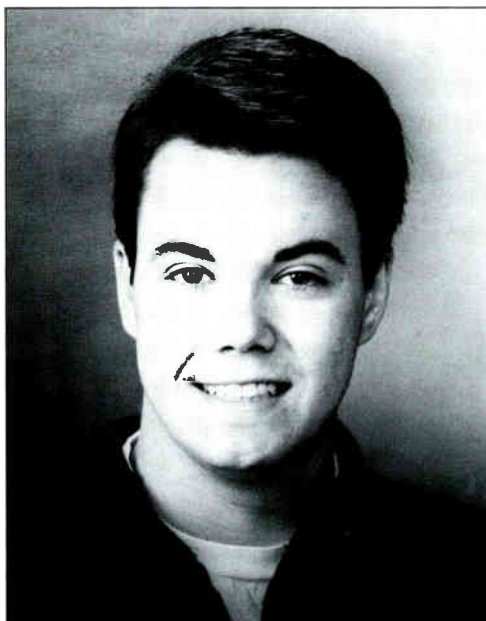
Chad Tyler Rice is a SENIOR BROADCAST AND JOURNALISM MAJOR AT OKLAHOMA STATE UNIVERSITY, IN STILLWATER. ORIGINALLY FROM OKLAHOMA CITY, HE GRADUATED FROM PUTNAM CITY NORTH HIGH SCHOOL IN 1992. CHAD IS CURRENTLY ENROLLED IN COURSES DESIGNED TO BETTER PREPARE HIM FOR HIS FUTURE IN THE FIELD OF BROADCASTING. HE IS AN ACTIVE MEMBER OF ALPHA EPSILON RHO, A PROFESSIONAL BROADCASTING SOCIETY AT OSU.

IN HIS SPARE TIME, CHAD ENJOYS PLAYING THE GUITAR. UPON GRADUATION HE PLANS TO WORK WITH DETERMINATION AND DEVOTION TO ENSURE HIS SUCCESS IN THE COMPETITIVE WORLD OF BROADCAST JOURNALISM.

Piper Suzanne Zachary is a SENIOR MAJORING IN COMMUNICATIONS, SPECIALIZING IN SPORTS BROADCASTING AT THE UNIVERSITY OF TENNESSEE, KNOXVILLE. THE CRB SCHOLARSHIP IS GIVING PIPER THE OPPORTUNITY TO CONTINUE HER PLANS TO WORK OUT AN INTERNSHIP AT CHANNEL 10 IN KNOXVILLE WHILE FINISHING UP HER FINAL SEMESTERS IN ORDER TO GRADUATE ON TIME.

SHE HAS PARTICIPATED IN MANY JOB PROGRAMS AND PRACTICUMS WHICH HAVE ENABLED HER TO LEARN, "HANDS-ON", ABOUT HER FIELD OF STUDY FROM BOARD OP TO DISC JOCKEY TO SELLING RADIO TIME TO PRODUCING COMMERCIALS. UPON GRADUATION, SHE HOPES TO EXTEND HER CAREER TO A CITY OUTSIDE KNOXVILLE RECOGNIZING THAT YOU MUST REMAIN FLEXIBLE TO SUCCEED. WITH HER CAREER SIGHTS SET ON BROADCASTING, IT IS ONLY A MATTER OF TIME THAT SHE WILL FIND THE RIGHT JOB AND TAKE THE INITIATIVE TO MAKE IT HAPPEN.

COUNTRY BROADCASTERS ARE ENCOURAGED TO SUBMIT THE NAMES OF DESERVING STUDENTS DIRECTLY TO THE CRB OFFICE.



Chad Tyler Rice



LEADING BEYOND TOMORROW



CMA WORKS FOR COUNTRY RADIO

CMA continues to market the power of Country radio using hard facts and statistics from the Simmons Study of Media and Markets. This information is also available to CMA organizational members upon request. Stations have effectively used Simmons data to increase ad sales and land new accounts.

Throughout the year, CMA works with corporate clients and advertising agencies to educate key decision-makers on the influence and buying power of the Country Music audience via presentations, advertising, direct mail and seminars.

cma

COUNTRY MUSIC ASSOCIATION

One Music Circle South
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615/244-2840

In May, CMA and ADVERTISING AGE present "Marketing With Country Music", the first conference to bring Madison Avenue to Music City. Corporate marketers and ad agency executives will learn how to use Country Music to meet brand marketing objectives. For the fourth year, CMA will continue "America's Sold On Country", an advertising and public relations campaign targeting advertisers and their ad agencies.

To learn how CMA can help your station "Lead Beyond Tomorrow" contact the CMA Marketing Department.

CRS SOUTHEAST

proves to be another winner!



Pinkard & Bowden (seen here with CRB President Salamon) were true eye openers as the opening entertainment on Saturday morning.



Networking opportunities were at an all-time high.

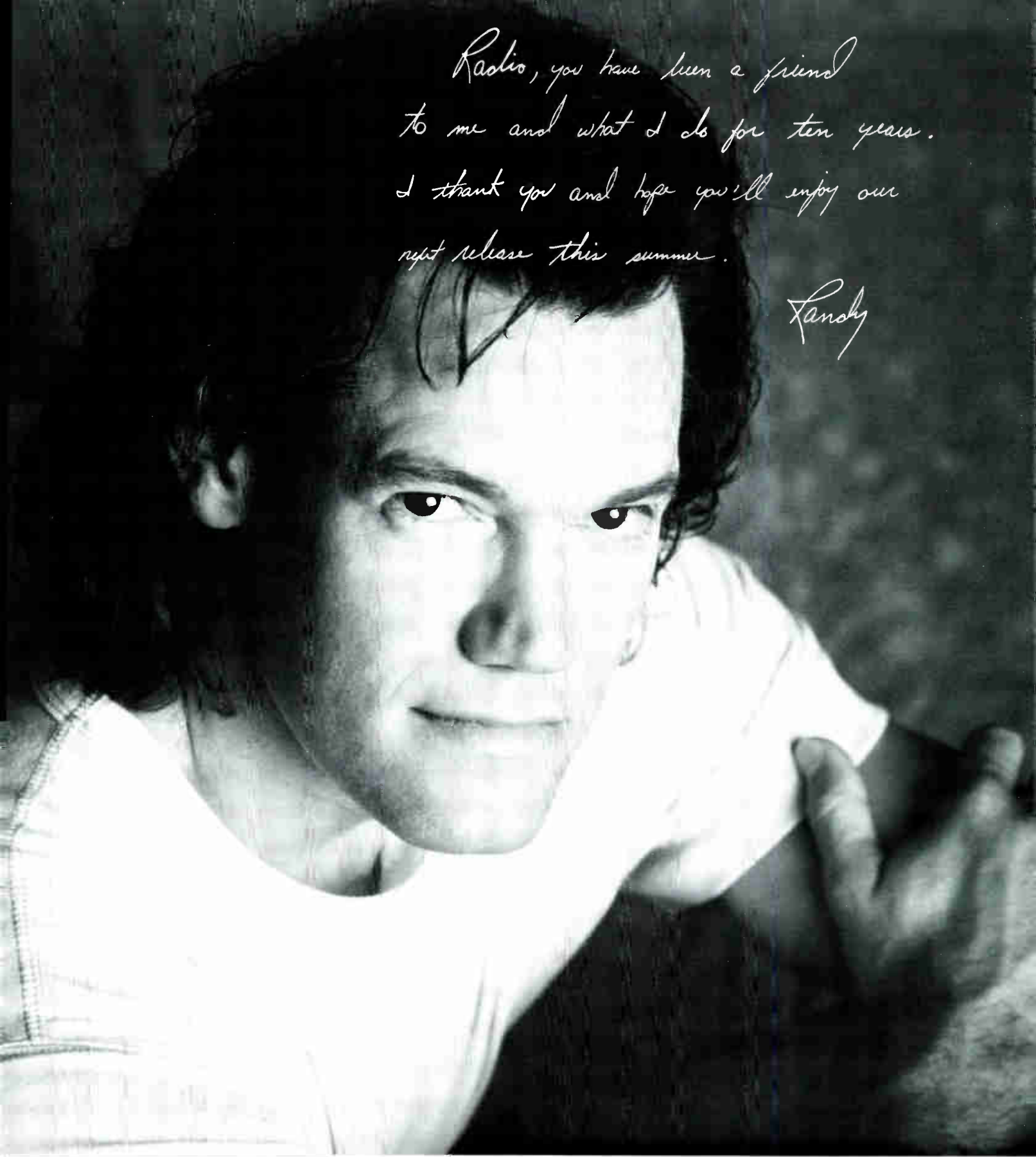
Riding on the success of last year's first regional seminar held in Dallas, Texas, the Country Radio Broadcasters hosted 275 attendees at its second regional seminar, CRS SouthEast, held October 20-21, 1995 in Charlotte, North Carolina. Registrants from over 20 states gathered for a day and a half of panels and new talent showcases.

These regionals, modeled directly after the CRB's annual seminar, were designed to create a learning opportunity for broadcasters within a defined area of the country. All of the elements available at the CRS exist only on a

more intimate basis.

Concurrent sessions offered a wide range of topics for general managers, programmers, salespeople and radio promotion staffers. Panelists included WSOC-FM/Charlotte VP/GM Gary Brobst and PD Paul Johnson, WTDR/Charlotte PAI Reedy, WIVK/Knoxville OM Les Acree, WTQR-FM/Greensboro PD Paul Franklin, WSIX/Nashville PD Dave Kelly, KSSN/Little Rock VP GM Jay Werth and PD Greg Mozingo, WESC-AM & FM & WFNO-FM/Greenville, SC OM Jeff Garrison, Warner-Reprise/Nashville Sr.





*Radio, you have been a friend
to me and what I do for ten years.
I thank you and hope you'll enjoy our
next release this summer.*

Landy

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Lib Hatcher-Travis Management
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Evelyn Shriver Public Relations
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Booking
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CRS SOUTHEAST

proves to be another winner!



Country's newest stars compare notes (Polydor's Chely Wright, Decca's Helen Darling and Mercury's Kim Richey)



How many CRB Board members can you fit in a Legends car?



Friday kicked off with a welcome reception sponsored by Jones Satellite Network and featured entertainment by RCA recording artists Lonestar.

VP/Promotion Bill Mayne and R&R's Country Editor Lon Helton to name a few.

Artists performing during the weekend included Jeff Carson, Helen Darling, Brett James, Lonestar, Kim Richey and Keith Stegall, plus a number of others playing in label showcase suites.

CRB President Ed Salamon states that "It's a pleasure to watch people react to the 'grassroots' seminar experience. Especially surprising were the number of participants who have never attended one of the past (Nashville) seminars."

Plans are already under way for the next regional seminar being held in Kansas City. Tying into the theme of CRS-27, the CRS regional seminars are addressing the statement of investing in today, securing the future.



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THESE
DATES**

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SEMINAR**

**AWARDS &
SEPTEMBER 5-7**

**1996
NYC SHERATON**

STAY TUNED FOR DETAILS

HOSPITALITY SUITE DIRECTORY

HOSPITALITY SUITE DIRECTORY

Hospitality Suite hours are:

Wednesday: 8pm - 12pm

Thursday, Friday, & Saturday: 10pm - 12pm

BECAUSE OF OTHER EVENTS IN THE OPRYLAND HOTEL AT THE SAME TIME AS CRS-27, ADMISSION TO THE HOSPITALITY SUITES REQUIRES YOUR CRS-27 BADGE.

SUITE NUMBERS INDICATE BUILDING, FLOOR AND ROOM.

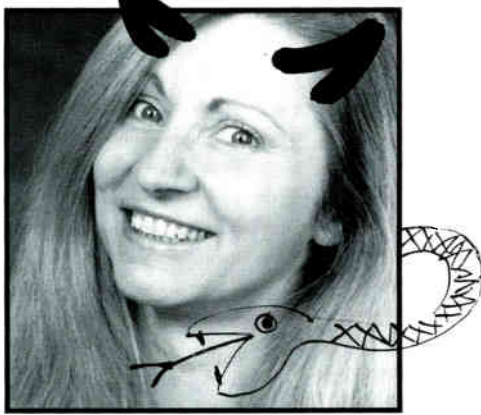
EXAMPLE: SUITE 3427 = BUILDING 3, 4TH FLOOR, ROOM 27

SUITES:	Suite #
ABC RADIO NETWORKS	5400
ALMO SOUNDS	6518 (OPEN ON THURSDAY ONLY)
ASYLUM RECORDS.....	8520
ATLANTIC RECORDS.....	6544
C & M PRODUCTIONS	8533
CURB RECORDS	6536
DATELINE	8133
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MAGNATONE RECORDS.....	5536
MCC/CURB RECORDS	8510
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SJS ENTERTAINMENT CORPORATION	7043
STEP ONE RECORDS	6528
THE ROAD.....	6106



WELCOME! CRS CLASS OF '96

Claudia "Medusa" Welker



Affiliations:

Honorary member Boy Scouts of America

Hobbies:

Collects vintage handcuffs and tattoos

Awards:

Voted the Harley Davidson Chronicle's "Pin-up Girl of the Month" for October

Prediction from fellow classmates:

If still somewhat sane and still not in a maximum security facility she could be a good record promoter

Favorite Quote: " !@#\$\$**@|*!?"

Most Likely to:

Bite the heads off rabid bats

Tari "Attila the..." Laes



Affiliations:

Founding member of the Born Again Virgin Society

Hobbies:

Lighting up in 'Non-Smoking' public places

Awards:

Who wants to know?!

Prediction from fellow classmates:

Ruthless madam of a brothel for octogenarians or a record promoter

Favorite Quote:

"You're fired!"

Most Likely to:

Be the first poster child for the national Stamp-Out-PMS campaign

Karen "Crash" Lee



Affiliations:

4H Club (Dishonorably discharged)

Betty Crocker's Homemakers of the Future Club (Sent home)

Hobbies:

Butterfly catching, basket weaving and making umbrella handles out of popsicle sticks

Awards:

'94, '95 & '96 International Grape Stomping Champion

Prediction from fellow classmates:

Maybe a disc jockey, maybe a record promoter but definitely NOT a domestic engineer!

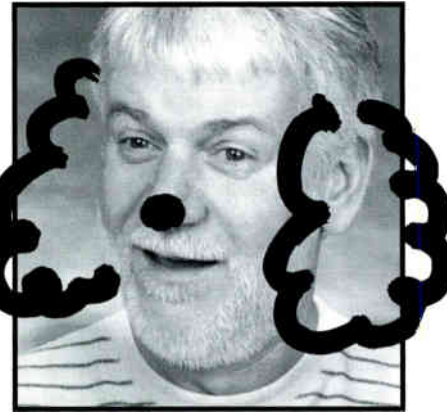
Favorite Quote:

"Oh...cool."

Most Likely to:

Volunteer for environmentally friendly rubber room experiments.

Rick "Poodle Boy" Rockhill



Affiliations:

Treasurer- Junior Duck Calling Society (now bankrupt)

Chairman- Dewars Club Christmas Ball (permanently cancelled)

Hobbies:

Poodle sculpturing and 3-D anatomically correct cake decorating

Awards:

Pep Club- Mascot of the Year (Go Trojans!)

Prediction from fellow classmates:

With discipline would make a great ambassador to a remote island of gentle people or a record promoter

Favorite Quote:

"Duhhh"

Most Likely to:

Manage an adult entertainment complex

TANDEM PROMOTIONS

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EXHIBIT HALL DIRECTORY

EXHIBIT HALL DIRECTORY

THE RYMAN B EXHIBIT HALL CONTAINS EXHIBITORS OF PROGRAM SUPPLIERS, EQUIPMENT MANUFACTURERS AND BROADCAST-RELATED BUSINESSES.

EXHIBIT HALL HOURS ARE:

WEDNESDAY AND THURSDAY: 10AM - 5PM
FRIDAY: 10AM - 6:30PM

SPECIAL EVENTS IN THE EXHIBIT HALL ARE:

WALK-AROUND BUFFET LUNCH

THURSDAY, 12PM - 2PM

SPONSORED BY

THE NASHVILLE RECORD REVIEW ON TNNR

RECEPTION

FRIDAY, 5:30PM - 6:30PM

SPONSORED BY TANDEM PROMOTIONS AND
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SILENT AUCTION

THE SILENT AUCTION IS A FUNDRAISER FOR THE CRB SCHOLARSHIP FUND FOR COLLEGE BROADCAST STUDENTS. THIS YEAR'S GOAL IS \$20,000. ARTISTS HAVE ALREADY DONATED SUCH ITEMS AS STAGE-CLOTHES, TOUR JACKETS AND AUTOGRAPHED GUITARS. NEW ITEMS THIS YEAR ARE PERSONALIZED PHONE MESSAGES FROM MAJOR ACTS LIKE GARTH BROOKS. THE SILENT AUCTION IS LOCATED ACROSS FROM THE EXHIBITOR REGISTRATION BOOTH IN THE EXHIBIT HALL. YOU CAN BID ON THESE ITEMS AT ANYTIME THE EXHIBIT HALL IS OPEN AND BEFORE THE END OF EXHIBIT HALL RECEPTION ON FRIDAY. THE WINNERS WILL BE ANNOUNCED DURING THE RECEPTION.

EXHIBIT HALL COFFEE AND SOFT DRINKS ARE SPONSORED BY THE COUNTRY MUSIC ASSOCIATION, HUNTSMAN ENTERTAINMENT AND TRANSCOMMUNICATIONS.

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221, 223
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Carolyn McClain

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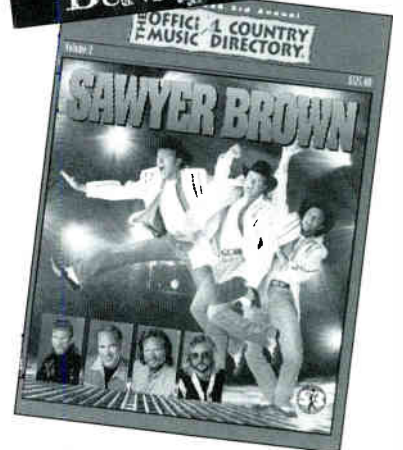
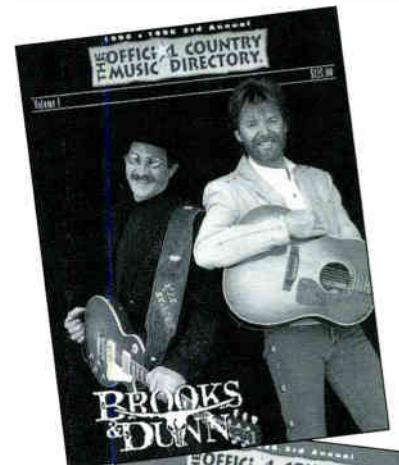


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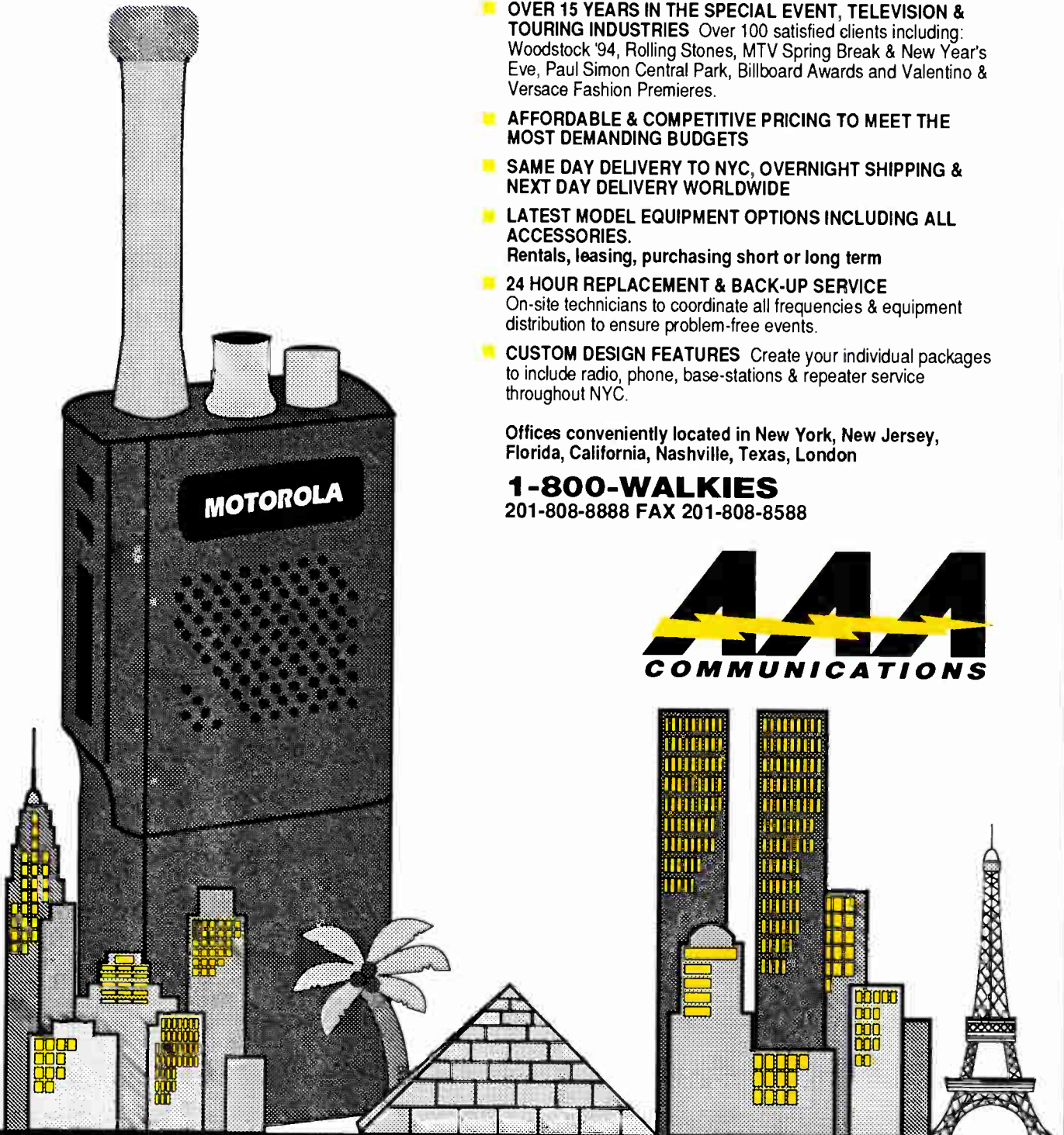


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IN MEMORY OF...

COUNTRY MUSIC LOST A LOT OF FRIENDS; SUPPORTERS AND CONTRIBUTORS IN THE PAST YEAR. WE'D LIKE TO TAKE A MOMENT HERE AND REFLECT IN THEIR MEMORY.

CHARLIE RICH,

GIFTED MUSICIAN AND SINGER WHO TOPPED THE COUNTRY AND POP MUSIC CHARTS IN THE MID-70'S, LEFT THIS WORLD ON JULY 25, 1995 AT THE EARLY AGE OF 62. A NATIVE OF COLT, ARK., HE RESIDED IN MEMPHIS, TN.

NICKNAMED THE "SILVER FOX" BECAUSE OF HIS SILVER HAIR, RICH SCORED NINE #1 COUNTRY HITS IN HIS CAREER, INCLUDING "BEHIND CLOSED DOORS," "THE MOST BEAUTIFUL GIRL," BOTH EPIC RECORD SMASHES IN 1973, AND HIS LAST #1 OF "ON MY KNEES," A DUET WITH JANIE FRICKE IN 1978. EARLIER HITS INCLUDED "LONELY WEEKENDS," "BIG BOSS MAN," "A VERY SPECIAL LOVE SONG," "EVERY TIME YOU TOUCH ME (I GET HIGH)" AND "I LOVE MY FRIEND." "MOST BEAUTIFUL GIRL" ALSO TOPPED THE POP CHARTS IN 1973.

RICH WAS VOTED THE CMA'S "ENTERTAINER OF THE YEAR" IN 1974 PLUS RECEIVED A GRAMMY THAT YEAR FOR "BEST COUNTRY VOCAL PERFORMANCE BY A MALE ARTIST." HE WAS THE CMA "MALE VOCALIST OF THE YEAR" IN 1973 AND HIS "BEHIND CLOSED DOORS" AND "A VERY SPECIAL LOVE SONG" WERE NAMED ALBUMS OF THE YEAR IN 1973 AND 1974 RESPECTIVELY. "BEHIND CLOSED DOORS" WAS NAMED "SINGLE OF THE YEAR" BY CMA IN 1973.

BURL IVES,

85, DID HIS FIRST ROUND OF NASHVILLE RECORDING FOR COLUMBIA ON MAY 19, 1969 UNDER THE DIRECTION OF GEORGE RICHEY. MANY OTHER SESSIONS FOLLOWED.

IVES WAS PROBABLY BEST KNOWN FOR HIS CLASSIC RECORDINGS OF "FROSTY THE SNOWMAN" AND "THE BLUE TAIL FLY." HE ALSO NARRATED THE ANNUAL HOLIDAY TV STAPLE, "RUDOLPH THE RED-NOSED REINDEER." IVES DEFINED THE ROLE OF BIG DADDY IN

TENNESSEE WILLIAMS' "CAT ON A HOT TIN ROOF" ON BROADWAY AND ON FILM AND WON AN OSCAR IN 1958 FOR HIS SUPPORTING ROLE IN "THE BIG COUNTRY."

HIS RECORDS ON THE ASCH, COLUMBIA AND DECCA LABELS ARE STORED IN THE LIBRARY OF CONGRESS ARCHIVES SO FUTURE GENERATIONS MAY HEAR THEM.

LEE ZHITO,

WHOSE YEARS AS EDITOR-IN-CHIEF AND LATER PUBLISHER OF BILLBOARD MAGAZINE FROM THE EARLY 60'S TO THE EARLY 80'S, WAS KILLED DEC. 8, '95 WHEN HE WAS STRUCK BY A CAR NEAR HIS HOME IN SANTA MONICA, CA. BESIDES LEADING THE MAGAZINE TO PRE-EMINENCE IN ITS FIELD DURING HIS NEARLY 50 YEAR CAREER, ZHITO WAS AN AVID FRIEND AND SUPPORTER OF COUNTRY MUSIC AND COUNTRY RADIO. HE SERVED MORE THAN 15 YEARS ON THE COUNTRY MUSIC ASSOCIATION BOARD OF DIRECTORS AND PERSONALLY PARTICIPATED IN THE COUNTRY RADIO SEMINAR FROM ITS INCEPTION.

BOB AUSTIN,

85, HAD A HALF CENTURY ASSOCIATION WITH THE MUSIC INDUSTRY THROUGH STINTS AT BILLBOARD AND CASHBOX MAGAZINES BEFORE GIVING BIRTH TO RECORD WORLD MAGAZINE IN THE EARLY 60'S WHICH HAD A 15 YEAR RUN, ENDING IN 1981. AUSTIN WAS A PROMINENT FIGURE ON THE COUNTRY MUSIC FIELD, SERVING 15 YEARS ON THE CMA BOARD OF DIRECTORS. ANOTHER AVID SUPPORTER OF CRS, HE WAS A BOARD MEMBER OF THE SONGWRITERS HALL OF FAME AND THE MUSIC AND CINEMA UNIT OF B'NAI B'RITH AT THE TIME OF HIS DEATH.

SAMMY CREASON,

VETERAN DRUMMER, DIED DEC. 21, '95 AT AGE 51 OF A BRAIN ANEURYSM. HE BEGAN PLAYING DRUMS FOR THE BILL BLACK COMBO, WHICH OPENED FOR THE BEATLES' 1964 U.S. TOUR, WHILE A STUDENT AT ARKANSAS STATE. HE LATER PLAYED BEHIND TED NUGENT, JERRY LEE LEWIS, ARETHA



IN MEMORY OF...

FRANKLIN, BOB DYLAN, RITA COOLIDGE AND BARBRA STREISAND BESIDES BEING A LONG-TIME MEMBER OF KRIS KRISTOFFERSON'S ROAD SHOW.

HE IS SURVIVED BY HIS WIFE, CLAUDIA, AND TWO CHILDREN, TY AND NAOMI.

VAN HADEN STONEMAN,

GUITARIST, BANJOIST, VOCALIST AND MEMBER OF THE FAMED STONEMAN FAMILY AND YOUNGEST OF THE SURVIVING STONEMAN CHILDREN, DIED JUNE 3, 1995. ONLY 54, HE WAS MARRIED TO HELEN ALVY. THEIR TWO SONS, VAN, JR. AND RANDY, ARE ALSO IN MUSIC.

DICK CURLESS,

WHO COLLECTED TRAINS AND CALLED BANGOR, ME HOME, RECORDED FOR TOWER RECORDS IN THE 60'S WITH "TOMBSTONE EVERY MILE" REIGNING AS HIS BEST KNOWN RELEASE.

JOE HARRIS, SR.

57, INTERNATIONAL VICE PRESIDENT OF THE AGENCY FOR THE PERFORMING ARTS, DIED JANUARY 20, 1996. ONE OF THE GUIDING FORCES BEHIND GARTH BROOKS' EARLY TOURING SUCCESSSES, HE REPRESENTED COUNTLESS ARTISTS DURING HIS NOTED CAREER INCLUDING GEORGE STRAIT, TRISHA YEARWOOD, MARK CHESNUTT, TRACY LAWRENCE, CLAY WALKER, JOHNNY CASH, THE OAK RIDGE BOYS AND MARK COLLIE. IN 1992, HARRIS WAS PRESENTED THE COUNTRY MUSIC ASSOCIATION'S SRO AWARD FOR "TALENT AGENT OF THE YEAR" AND THE NASHVILLE ASSOCIATION OF TALENT DIRECTORS VOTED HIM "MAN OF THE YEAR."

OTHER COUNTRY MUSIC CONTRIBUTORS AND PERSONNEL TO LEAVE US THIS PAST YEAR INCLUDE: **KENDALL HAYES**, WRITER OF "WALK ON BY;" **EDWARD STUART KEATHLEY**, MUSICIAN WITH RAY STEVENS' BAND; **EDDIE NESBITT**, WRITER OF "U PASS ME BY;" **MARVIN CARROLL**, STEEL GUITARIST FOR JIMMY DEAN; **PETE PYLE**, SINGER/RECORDING ARTIST; **CARL STORY**, BLUEGRASS ARTIST; **BOB**

MCNETT, HANK WILLIAMS' MUSICIAN; **JAMES FARMER**, STEEL GUITARIST FOR MARTY ROBBINS; **JEAN CHAPEL**, SINGER; **RAY KING**, RECORDING ARTIST; **GENE MACLELLAN**; **LEONARD T. RAMBEAU**, MANAGER OF ANNE MURRAY; **BOB CARPENTER**; **TOMMY SHORT** OF THE 4 SHORT BROTHERS; **CURLEY FOX**, FIDDLER; **JIM EANES**, BLUEGRASS; **ANNE ROMAINE**, ORGANIZER OF TENNESSEE GRASS ROOTS DAY; **KARL GARVIN**, NASHVILLE POP TRUMPETER; **NED DAVID**, STEEL GUITARIST; **CLYDE WAYNICK**, BARBER; **MARY JARVIS**, FORMER SECRETARY TO CHET ATKINS AND WIDOW OF ELVIS PRESLEY PRODUCER FELTON JARVIS; **DOUGLAS PARKER**, INCONCERT; **JOE NIXON**, SONGWRITER/COUNTRY RADIO PERSONALITY; **JOHN HITT**, TULSA-BASED COUNTRY MANAGER; **BENNY SIMS**, RECORDING ARTIST AND **WOLFMAN JACK**, FAMED DISC JOCKEY WHO DID A BRIEF SHOW ON TNN.



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PROMOTION COORDINATOR

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ARTIST ROSTER:

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(615) 259-0773 - FAX

Johnny Rutenschroer,

PRESIDENT

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VP PROMOTION / ARTIST DEV.

Bobby Kraig,

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DIRECTOR, FIELD PROMOTION

Mike Owens,

DIRECTOR, REGIONAL PROM. SE

Lynn Waggoner,

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Jackie Proffitt,

PROMOTION COORDINATOR

Scott Cosby,

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(415) 957-5867
(415) 957-9553 - Fax

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ATLANTA, GA 30338
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(615) 269-9089

Tim Murphy,
VP PROMOTION

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Nashville, TN 37212
(615) 327-0770
(615) 327-0011 - Fax

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Carl Brown
MGR. REGIONAL PROMOTION /
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(415) 864-6742 - Fax
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(910) 822-3782
(910) 822-4886
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(404) 344-6462 - Fax
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(805) 579-1440 - Fax
Rowanne McIntyre,
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(214) 234-3041 - Fax

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Faith Hill
Little Texas
The Sky Kings
Randy Travis
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WMI RECORDS

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(615) 885-5615 - FAX

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Chris Taylor,

DIR. PROMOTION

La Donna Taylor,

DIR. PROMOTION

142 FOREST STREET
ASHLAND CITY, TN 37015
(615) 792-4753
(615) 792-4753 - FAX

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WORD NASHVILLE

3319 WEST END AVENUE
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NASHVILLE, TN 37203
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Joseph James

Joseph James had a quick answer for his friends when they asked him what his fans would call themselves if his new CD "Back in Love" featuring "Car Country" and "The Storm" was a hit. "The Grateful Dead have the Deadheads, Jimmy Buffet has the Parrotheads, mine will be the James Gang" joked the singer / songwriter.

"Back in Love" features a collection of songs written by James. The lead-off single is "Car Country" about second chances and starting life over. It was inspired by a visit to the Saturn auto plant. in Tennessee.

While James was performing throughout the Midwest, he received a bachelors degree in finance and got a job at a bank. Doing both became too much so he decided to focus on his day job, leaving the bank to become a financial advisor. Life changed again with the diagnosis of his mother with Alzheimer's needing 24 hour care.

To keep his sanity he went back to his first love— music and started to record his music in 1988, releasing a novelty song that was picked up across the country on morning radio. Then came a ballad, getting air play in the Midwest. Joseph James has a home page on the Internet and his music is being sampled around the world from Germany, Australia, to Singapore.

"Back in Love" has a second meaning for James, he's happy to be "back" performing again.

JJC, Lapidus Publicity Group

(800) 456-3040

(810) 852-3235 - Fax:

Radio Reads

MUSIC ROW NASHVILLE'S MUSIC INDUSTRY PUBLICATION

"It's my favorite information pipeline inside the Nashville studio scene, behind the video cameras and for all the news on the Row."

—John St. John/KYGO-Denver

"*Music Row's* single and album reviews have the most integrity in our industry..."

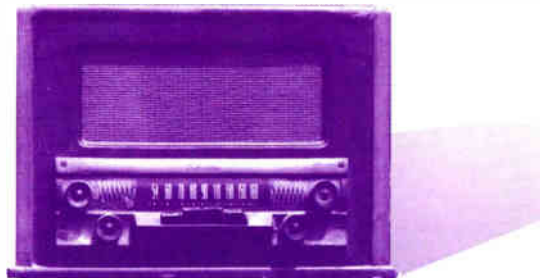
—Dene Hallam/KKBQ-Houston

"I put my money where my mouth is. I advertise in *Music Row*."

—Moon Mullins/The Moon Mullins Company

"With country music's explosive growth, I need to stay up-to-date with Nashville's latest. *Music Row* Magazine is a primary indispensable source for accurate, up-to-date information."

—Dan Halyburton/KPLX/FM-Dallas-Ft. Worth



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**Program
Syndicator/Supplier**
COUNTRY PROGRAMMING
FORMATS/SERVICES OFFERED

ABC RADIO NETWORKS

East Region

825 SIVANILI AVENUE
NEW YORK, NY 10019
(212) 456-1777

West Region

13725 MONTFORT DRIVE
DALLAS, TX 75240
(214) 991-9200

Syndicated Programming

Robert Hall,
SR. VICE PRESIDENT
(214) 991-9200

Robin Rhodes,
MANAGER
(214) 448-3376

Weekly Show:

Title: AMERICAN COUNTRY
COUNTDOWN with Bob Kingsley
Description: COUNTRY MUSIC'S
#1 COUNTDOWN. EACH WEEK
BOB KINGSLEY COUNTS DOWN
COUNTRY MUSIC'S 40 BIGGEST
HITS AS RANKED BY BILLBOARD
MAGAZINE.

Length: FOUR HOURS
Price / Barrier Terms: BARRIER
Local Avals: 24 MINUTES

Daily Feature:

Title: Bob Kingsley with
AMERICA'S MUSICMAKERS
Description: Each two-minute
feature spotlights one of today's
TOP COUNTRY STARS TELLING THEIR
OWN STORY IN THEIR OWN WORDS.
Length: 2 MINUTES INCLUDING
NETWORK (:30)
Price / Barrier Terms: BARRIER

1996 Specials:

MEMORIAL DAY WEEKEND
Title: "THE DWIGHT YOAKAM
SPECIAL"
Produced by: Bob Kingsley
Description: THE MOST COMPRE-
HENSIVE LOOK AT COUNTRY'S
BIGGEST STAR.
Length: THREE HOURS
Price / Barrier Terms: BARRIER
Local Avals: 18 MINUTES

LABOR DAY WEEKEND
Title: "BIGGEST HITS OF THE 90'S
SO FAR"
Produced by: Bob Kingsley
Description: CAPTIVATING STOR-
IES TOLD BY YOUR FAVORITE
ARTISTS, ALONG WITH THEIR HIGHEST
HITS.

Length: THREE HOURS
Price / Barrier Terms: BARRIER
Local Avals: 18 MINUTES

Christmas

Title: "CHRISTMAS IN AMERICA"
Produced by: Bob Kingsley
Description: ENJOY THE LIVEST
HOLIDAY MUSIC & SHARE SOME
GREAT HOLIDAY MEMORIES WITH
BOB KINGSLEY AND HIS ALL-STAR
GUESTS.
Length: SIX HOURS
Price / Barrier Terms: BARRIER
Local Avals: 18 MINUTES

Network Programming

Frank Raphael,
VICE PRESIDENT
(212) 456-5131

Wayne Fisk,
DIRECTOR
(212) 456-5327
(212) 456-5397 - FAX

Network Services:

Title: NASHVILLE NOTES
Description: DAILY, COUNTRY
MUSIC NEWS AND GOSSIP DELIVERED
VIA ABC DATA PRINTER SYSTEM.
INCLUDES HARD COPY PRINTOUT
AND SOUNDBIT FEED.

Title: EVENT COVERAGE
Description: ON-SCENE REPORTS
FROM COUNTRY MUSIC
EVENTS...FROM FAN FAIR TO THE
CMA AWARDS.

Title: ZINGERS, STINGERS, & ZAPS
Description: PRODUCTION
LIBRARY DESIGNED EXPRESSIVELY FOR
COUNTRY MUSIC RADIO.

Title: SPECIAL SERIES
Description: Fully-produced
series for COUNTRY MUSIC
MONTH AND YEAR-END SPECIALS.
EXCELLENT LOCAL SPONSORSHIP
VEHICLES.

Title: CELEBRITY SATELLITE
INTERVIEWS
Description: YOUR CHANCE TO
TALK LIVE, "ONE ON ONE" WITH THE
STARS.

Title: SOUNDSCAN
Description: WEEKLY MUSIC SALES
CHARTS FOR YOUR MARKET.

Title: ABC RADIO NEWS
Description: NEWSCASTS,
SOUNDBITS AND CRISIS COVERAGE
FROM THE NATION'S MOST LISTENED-
TO NEWS ORGANIZATION.

ABC/SMN 24-Hour Music Formats

Robert Hall,
SR. VICE PRESIDENT
(214) 991-9200

Format Services:

Title: RIAL COUNTRY
Description: Produced by the
award-winning Buck Owens
Production Company of
KNIX/Phoenix. Live 24 HOURS-
A-DAY FEATURING COUNTRY PURE
AND SIMPLE WITH THE GREATEST
SONGS FROM THE PAST TO THE NEW
TRADITIONALISTS.

Title: COUNTRY COAST-TO-COAST
Description: FEATURES AN
UPBEAT PRESENTATION WITH CON-
TEMPORARY COUNTRY TO ALL-TIME
FAVORITES, LIVE 24 HOURS-A-DAY.
Method of Delivery: SATELLITE
Flex Clock allows customization
for SPOT AVALS, LINERS, IDs AND
PROMOS

AFTER MIDNITE ENTERTAINMENT, INC.

3575 CAHUENGA BLVD., WEST,
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90068-1346

Rod West,
CEO
(213) 851-7770

Title: Alter MidNite with Blair
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Description: THE ONLY ALL-NIGHT
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COUNTRY RADIO, Alter MidNite
FEATURES UP-CLOSE TALKS WITH
TODAY'S HOTTEST COUNTRY STARS,
INTERVIEWS WITH HOLLYWOOD'S
BIGGEST NAMES AND UNEQUALLED
PROGRAMMING ELEMENTS.
Method of Delivery: ABC
DIGITAL SATELLITE
Length: 6 HOURS (12 Mid - 6
A.M. MON-SAT)
Terms: BARRIER

AFTERGLOW

2345 HOWARD
MEMPHIS, TN 38138

Don Johnson,
PRODUCER / HOST
(901) 754-7221
(901) 751-8617 - FAX
Title: AFTERGLOW

Description: A weekly half-
hour sacred music / talk pro-
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blend of traditional and carefull-
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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.

Title: Afterglow Classics
Description: 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
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Kill Devil Hills, NC 27948

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Bob DeBlois,
DIRECTOR OF OPERATIONS
John Hart,
CHIEF ENGINEER
Lisa Ray,
SALES MANAGER
(919) 480-1372
(919) 480-4655 - FAX

Title: AGRINET FARM REPORTS
Description: AGRINET AGRICUL-
TURAL NEWS PROGRAMS ARE DELIV-
ERED LIVE BY SATELLITE TO STATIONS
ACROSS THE COUNTRY. SHOW
ANCHOR IS BILL RAY, 33 YEAR
VOTING MEMBER OF THE NATIONAL
ASSOCIATION OF FARM
BROADCASTERS (NAFB). REPORTS
INCLUDE FOR INTERNATIONAL,
NATIONAL AND STATE AGRICULTURAL
NEWS, MARKETS AND WEATHER.
Method of Delivery: SATELLITE
Terms: BARRIER

ALL STAR RADIO

12745 McCORMICK STREET
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Title: Mtl Blanc's Blankity
Blanc's

Description: 500 unit comedy
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GOLDEN THROAT LEGEND AND AN ALL
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HISTORICAL MOMENTS, "BELIEVE IT
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SHOW STAND UPS, DROP INS, A
FUNNY SOAP OPERA ... AND THE
LEGENDARY "STORYLADY."

Title: STEVENS & GRDNIC'S DAILY
COMEDY EXCLUSIVE
Description: WEEKLY TOPICAL
COMEDY SERVICE WHICH DELIVERS
OVER 1000 COMEDY CUTS ON
COMPACT DISC. SONG PARODIES ...
COMMERCIAL SPOOLS ... TV AND
MOVIE STAND UPS ... POPULAR
INTERACTIVE CHARACTERS. PLUS
USER-FRIENDLY COMEDY PROGRAM-
MING ELEMENTS INCLUDING COMEDY
JINGLES, COMEDY SOUND EFFECTS,
MUSIC TRACKS AND INTERACTIVE
SUPER LINES.

Title: THE ORIGINAL RADIO
HOTLINE
Description: 200 FUNNY PHONE
CALLS TO YOUR DJ'S FROM RADIO'S
MOST MEMORABLE CHARACTERS -
AND NOW DELIVERED ON TWO COM-
PACT DISCS.

Title: THE POLKA MONSTER
Description: WE'VE TRANS-
FORMED 200 COUNTRY HITS INTO
TOP TAPPING, HAND CLAPPING,
RIP-ROARING POLKAS.
APPROXIMATELY 30 SECONDS IN
LENGTH AND DELIVERED ON COM-
PACT DISC.

Title: Digidrops
Description: 400 VERSATILE AND
ENTERTAINING DIGITAL DROPS
INCLUDING ORIGINAL LINES AS SPOK-
KEN BY THE STARS IN MOVIES AND
TV SITCOMS ... ORIGINAL CHARAC-
TER DROPS - ALL CAREFULLY SELECTED
TO SERVE A VARIETY OF PRODUCTION
PURPOSES.

Title: TUNA'S CASSEROLE
Description: 400 CELEBRITY
SOUND BITES FROM RADIO PERSONAL-
LITY CHARLIE TUNA'S AMAZING COL-
LECTION. 100 MOVIE AND TV
STARS... 100 MUSIC WORLD
GREATS... 100 SPORTS LEGENDS...
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04109-6736

Al Herskovitz,
Alliance Relations
(207) 781-5036
(207) 781-5036 - Fax

Daily Feature:

Title: AMERICA ON THE ROAD I
Description: 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: 90 seconds
Terms: BARTER
Method of Delivery: Satellite (Westwood One Networks) or tape

Weekly Program:

Title: AMERICA ON THE ROAD II
Description: 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: 55 minutes
Terms: BARTER
Method of Delivery: Satellite (Westwood One Networks) or tape

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Bridgeport, CT 06604

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Todd Cummings,
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Adrienne Munos,
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(203) 367-9346 - Fax

Weekly Comedy Service

Title: NATIONAL FEATURES SERVICE

Description: Fake commercials, song parodies, interactives, serials, music beds and custom ID's, drop ins, daily prep on INTERNET & World Wide Web
Terms: CASH & BARTER
Method of Delivery: Compact disc

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Nashville, TN 37203

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Connie Lawhorne,
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(800) 833-1334
(615) 726-2278 - Fax
E-Mail: BackProd@aol.com
Website:
<http://www.lsw.tis.net/backstage>

Title: Music City News Radio Magazine
Description: Music and interview magazine-style program, hosted by Nashville radio personality Jack Thomas and co-hosted every other week by country artists. Includes audio-versions of features from the pages of Music City News Magazine, including Stargazing, The World of Country Music and Album Reviews.
Length: 60 minutes
Price / Barter: BARTER
Method of Delivery: CD
Sponsorship: Six minutes National per show

Title: Countdown to CountryFest
Description: Weekly music and interview update on Fruit of the Loom's "CountryFest '96" live, outdoor concert at Atlanta Motor Speedway in July... with Alan Jackson, Alabama, Patty Loveless, Pam Tillis, Tracy Byrd, Lef Roy Parrill, Charlie Daniels, Kenny Chesney and Hank Williams, Jr.
Length: 5 minutes
Price / Barter: BARTER
Method of Delivery: CD
Sponsorship: 60 seconds

Title: Trivia: Country Style with Charlie Daniels

Description: Interactive radio game, based on the popular board game of the same name. Hosted by Charlie Daniels, who asks the question and gives the correct answer, after local personality has listener on-air with their guess.
Length: 2 minutes
Price / Barter: BARTER
Method of Delivery: CD
Sponsorship: 15 second spot included in the contest

Title: Story Behind The Song with Linda Sue Simmons
Description: Music and interview feature, hosted by Nashville radio, TV and Country video personality Linda Sue Simmons, who talks with the songwriters of today's top Country hits about their songs. Feature includes the entire song at end, as a totally-packaged piece for broadcast.
Length: 5 minutes
Price / Barter: CASH
Method of Delivery: CD, Satellite (Galaxy IV) or DCI, Inc. PC-Interface
Sponsorship: None (formatted for local sponsorship)

Title: Dateline: Nashville
Description: Entertainment news and information feature, hosted by Nashville radio personality Jack Thomas. Includes actuality cuts and faxed script and lead-ins for local customizing.
Length: 2 minutes
Price / Barter: CASH
Method of Delivery: CD, Satellite (Galaxy IV) or DCI, Inc. PC-Interface
Sponsorship: None

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President
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VP / Sales
Walter Powers,
VP / Programming
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(206) 441-6582 - Fax

24 Hour Formats:

Title: Digital Country
Description: Our mainstream Country format available on compact disc, with demos of 25-54. Highly researched and programmed by BP's expert programmer - consultants. A variation also is also available on reel tape.

Title: New Country
Description: Current and recent Country hits for today's Country lover. Aimed at 21-44 and programmed by BP's expert programmer - consultants. Available only on compact disc.

Title: Pure Country
Description: A mix of 50% currents and re-currents which have a traditional country sound with 50% traditional-sounding gold from the past 15 years. Core target 35+.
Available only on compact disc.

Title: Super Country
Description: A broad-based mainstream format blending old and new Country favorites.
Available only on reel tape.

Title: Natural Sound
Description: A cross-over format that blends softer modern Country hits with comparable Adult Contemporary songs. 60% AC, 40% Country. A perfect niche for 25-54.
Available on compact disc and reel tape.

BURBANK'S CREATIONS

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

Daily Features:

Title: Earl Pitts, "Uhmuriku"
Produced by: Gary Burbank
Description: 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

Title: GRANNY
Produced by: David Allen / Bob 100FM
Description: She's the hippest and funniest GRANNY on Country Radio! Formerly featured on "After Midnight with Blair Garner."
Length: 1 minute daily
Terms: BARTER

Title: SISTER
Produced by: Alex Michale
Description: SISTER is one of those wacky everyday callers your morning show gets every day! Every morning show wants a caller like this!
Length: 1 minute daily
Terms: BARTER

BYRD & BLOCH PRODUCTIONS

PO Box 2203
Austin, TX 78768

Mike Rhodes,
Station Relations
(512) 477-4441
(512) 477-4474 - Fax

Title: Earth & Sky
Description: 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 syndicated series in the country, and for good reason - people love it.
Length: 90 seconds
Price / Barter: FREE
Method of Delivery: Monthly on CD

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

CAPITOL RADIO NETWORKS, INC.

711 Hillsborough
Raleigh, NC 27603

Mark Garrow,
Executive Producer
Steve Richards,
Affiliate Services

(919) 890-6030
(800) 849-6030

Title: Winston Cup Today
Description: Daily NASCAR news feature led for PM drive-time Monday - Friday, and 30 minute, weekend pre-race program. Award-winning host Mark Garrow reports from the speedway as he follows the Winston Cup circuit. Year round.

Terms: BARTER
Method of Delivery: Satellite, analog and sat-digital feeds

CONTINENTAL WEATHER CORP.

1407 Hounds Hollow Court
Lutz, FL 33549

Alan Archer,
President (A.K.A. Storm Kennedy,
Alan Kennedy, Frank Thomisello)
(813) 949-4424

Service:
Supplying customized live and/or recorded weathercasts 7 days per week 24 hours per day throughout North America. One of the USA's oldest consulting weather services.

THE COUNTRY COMPANY

21-54 44th Drive
Long Island City, NY 11101

Steve Warren,
Owner
Paul Siebold,
Office Manager
Ruth Meyer,
Associate

(800) 827-1722 OR
(718) 786-3703
(718) 786-3870 - Fax
E-mail:
XKCI49A@Prodigy.COM

Title: The Country Company Oldies Show

Description: A two-hour weekly Country Music program of classic "Country Oldies", featuring the radio hits of the 1960's to 1980's. Hosted by New York radio personality Steve Warren (WHN, WKHK, KKYY, WPTR, WYNY). Bright-up-beat fun program, jingles, highly identifiable Country Music favorites. Contemporary presentation. Shows are updated with unlimited re-broadcasts allowed. Custom liners, promos for local stations. Affiliates also get Country Oldies Christmas Show.
Price / Barter: BARTER with small monthly service fee.
Annual Contract.
Method of Delivery: Tape

THE DAILY FEED

1783 Lanier Place NW
(Suite B)
Washington, DC 20009

John Dryden,
Producer
Zeke Zechiel,
Affiliate Relations
(202) 667-1234
(202) 667-5578 - Fax

Daily Program:
Title: The Daily Feed
Description: Front page news satire. 90 second produced segments with a comedy slant on today's issues from Washington. Dramatic vignettes, edited presidential press conferences and speeches, unusual commentaries and lifestyle lampooning.
Terms: BARTER and cash
Method of Delivery: Tape

ENTERTAINMENT RADIO NETWORKS

23730 Malibu Rd
Malibu, CA 90266

Andrea Weiss,
Vice President
(310) 456-7879
(310) 456-0611 - Fax

Monthly Programming:
Title: Countryline USA
Description: A spectacular monthly radio event. A live, listener call-in show hosted by Dana Miller. Every month, one country superstar takes listener's

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.
Price / Barter Terms: BARTER
Local Avals: 9 minutes
Clearance: Mon.-Thurs. 7 p.m. Pacific
Method of Delivery: Satellite
Length: 90 minutes

Title: Live From The Roxy
Description: A monthly absolutely live, no dubs, no tape, nophony crowd noise, country concert from Hollywood's legendary nightclub. Country's Superstars once a month, absolutely live!
Price / Barter Terms: BARTER
Local Avals: 5 minutes
Clearance: Mon.-Fri. 7 p.m. Pacific
Method of Delivery: Satellite
Length: 90 minutes

Weekly Programming:
Title: The Weekly Top Thirty with Harmon and Evans
Description: 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.
Price / Barter Terms: BARTER
Local Avals: 6 minutes per hour
Clearance: Mon.-Sun, 6 am-midnight
Method of Delivery: CD
Length: Three hours

Title: The Country Club
Description: America's hottest country club. Join Ichabod Cain for a weekly non-stop music jam and dance party. The hottest country music in the nation every week from The Country Club.
Price / Barter Terms: BARTER
Local Avals: 5 minutes
Clearance: Mon.-Sun, 6 am-midnight
Method of Delivery: CD
Length: One hour

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

Price / Barter Terms: BARTER
Local Avals: Spot sell-contained
Clearance: Two shows daily, Mon.-Sun, 6 am-midnight
Method of Delivery: Vinyl or Tape
Length: 2 1/2 minutes each program

FAA 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:
Title: True Country
Description: America's original and best traditional country format, with 1400 songs in five categories, spanning the late forties through today.

Title: True Country II
Description: 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 MUSIC/NASHVILLE

1024 16th Avenue South
Nashville, TN 37212

Bill Filipiak,
President
Sharla McCoy,
National Marketing Director
(615) 255-1602
(615) 255-7130 - Fax

Title: Country Iz...
Description: A weekly, one hour, music intensive, hot country program that looks into the history and influences of Country Music. The show includes interviews with today's biggest artists, legendary stars as well as the writers of

Country Music's biggest hits. The program also includes interviews with producers and publishers talking about the Country Music industry and answering listener questions.
Terms: BARTER

Title: The Write Stuff
Description: A daily feature that centers on the songwriters of Country Music's biggest hits of today and yesterday. The program includes interviews with today's biggest stars and songwriters talking about their influences and inspirations.
Terms: BARTER

Title: Parody Song Central (Country)
Description: Digitally produced country parody songs delivered daily by 5:30 am (Eastern) via Digital Courier International. Performed by Nashville's best studio musicians and singers.
Terms: CASH

FOCUS ON THE FAMILY BROADCASTING

8605 Explorer Drive
Colorado Springs, CO
80920

Bob Dobbs,
Manager of Creative Services
(719) 548-4501
(719) 548-4503 - Fax

Title: Focus on the Family Commentary
Description: 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

Title: Organized Living with Sandra Felton
Description: Daily feature providing practical and humorous insight into how to organize your life... from best-selling author and founder of "Messy's Anonymous".
Length: 60 seconds

Title: Living Well with Pam Smith

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

Description: Daily feature that offer ways to live a healthier life. FEATURING NUTRITIONIST FOR THE ORLANDO MAGIC AND BEST-SELLING AUTHOR, PAM SMITH. Length: 60 seconds

Title: Holiday Specials
Description: 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 artist as Paul Overshirt and others.

GEISLER RADIO

PO Box 28
Columbus, TX 78934

Carl Geisler,
OWNER / PRODUCER
(409) 732-8124

Weekly Feature

Title: ON THE HORIZON
Description: Music / Interviews featuring new country music artists. Carl Geisler, Host. US and foreign distribution.
Length: 1 Hour
Terms: Barter. 6 minutes local avails.
Method of Delivery: Cassette

Daily Feature

Title: WHERE ARE THEY NOW
Description: Interviews featuring classic country artists.
Length: 5 minutes
Terms: Barter. 1 minute local available
Method of Delivery: Cassette

Programming Consultant

Classic Country format

HAPPI ASSOCIATES

PO 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.
Title: Sales Department Helps
Description: Specialized help for your sales manager and crew. Training for staff and/or managers. Proven tips to help

increase your dollars. Training aids, sales meetings, motivational talks, and tape information.

Title: Customized Radio Station ID Jingles and / or Commercial Jingles.

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

Title: Custom Tours of Music City

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

Title: Custom Artists Interviews
Description: Tell us who you want and we will tell you if we can get them.

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

HEIL ENTERPRISES

PO Box 1372
LANCASTER, PA
17608-1372

Paul Heil,
EXECUTIVE PRODUCER
Sheila Heil,
DIRECTOR, STATION RELATIONS
(717) 898-9100
(717) 898-6600 - Fax

Weekly Show:

Title: THE GOSPEL GREATS
Description: 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:

Title: A Gospel Christmas
Description: Two-hour Christmas special featuring Southern / Country Gospel Christmas music and artist interviews. New production each year.
Method of Delivery: Tape

Title: Gospel Year In Review
Description: 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 TWINEING
DALLAS, TX 75227

Joe Hickman,
EDITOR
(214) 381-4779

Monthly Written Comedy Sheet

Title: CONTEMPORARY COMEDY
Description: 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

Title: Trivia Today
Description: 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

Title: COUNTRY HITMAKERS
Description: Weekly one-hour music and lifestyle "magazine" show. Top hits, behind the scenes interviews, segment features i.e., NASCAR, ON TOUR WITH, SUPERSTAR PROFILES, etc. Hosted by Hoss Burns.. The "Insid Stuff!"

Title: Live from Nashville!
Description: 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.

Title: The Live from Nashville! Audio Clip Service
Description: Weekly custom CD with hot topical artists comments. Some instant ISDN feeds. The hottest service of this type.

Title: CHRISTMAS ON MUSIC ROW
Description: Now 1.5-hours of the hottest Christmas music updated for '96. Over 150 songs and 50 artists Christmas vignettes on CD with room for localization with Santa reports, sponsor greetings, etc. Country's most used package.

Title: HOSS BURNS LINER SERVICE
Description: One of Country Radio's greatest and most nominated voices can be your station liner voice. Monthly retainer or per track packages

Title: ACM Week .. Live from Hollywood!
Description: 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!

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

Title: Country Lifestyles Specials
Description: "Spring Fling", "Summer Bash", "Fall Festival", three-hour specials perfect for local sales package. Strong artist comments and songs about the lifestyle changes with the seasons i.e., Spring Break, Summer Vacation, NASCAR, Motorcycling, Spring Round-up, etc.

Title: Fourth of July and New Year's "Do It Yourself" kits
Description: A custom CD packaged with superstar Fourth of July greeting, liners and vignettes. Custom announcer package available. "Wrap" your entire holiday programming together with these elements.

IN-FISHERMAN RADIO

Two In-Fisherman Drive
Brainerd, MN 56401

Jim O'Rourke,
DIRECTOR
Sherry Fuhrmann,
COORDINATOR
(218) 825-2546

Daily Show (Mon.-Sat)

Title: In-Fisherman Radio
Description: 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

435 N. Michigan Avenue
(# 2800)
Chicago, IL 60611

John Schaller,
GENERAL MANAGER
Fred Sanders,
PROGRAM DIRECTOR
Beverly Padratzki,
AFFILIATES DIRECTOR
(312) 222-4784
(312) 222-3476 - Fax

Nightly Show: 56 hours / week

Description: Contemporary Country Music, Entertainment and information program - overnight - every night! Hosted by experienced personalities; program includes national & regional live meteorologist weather reports, sports updates, toll-free hotline for requests & dedications, plus features for professional over-the-road truck drivers and travelers and much more. Program additionally attracts third shift workers and other night owls.
Terms: Barter all markets
Local Avails: 8 minute block plus 5 minutes per hour. Locals avails covered, tone automation.
Method of Delivery: Live via satellite
Clearance: Available Mid-8 a.m. Eastern, affiliates are expected to clear Mid-5 a.m. local time minimum.

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

THE INTERVIEW FACTORY

PO Box 615
VAN NUYS, CA 91408
(818) 988-2045
(818) 787-5653 - FAX

Description: 5,000+ interactive celebrity interviews — from CLINT, RIBA & GARIB, TO LORITA, CONWAY & MERLE! HUGE COUNTRY audio library, plus liners (CUSTOM AND GENERIC), holiday greetings and MEMORIES, ETC. Interviews with ACTORS AND STARS in OTHER musical formats as well.

JAMES ST. JAMES "HOLLYWOOD"

7610 SUNSET Blvd. (# 333)
HOLLYWOOD, CA 90046

James St. James,
Host

J. C. McKenzie,
Producer

(310) 399-7966
(714) 677-4407
(714) 698-9523 - FAX
E-Mail - AOL "stjimmy"

Title: "JAMES ST. JAMES
"HOLLYWOOD"

Description: FEATURe RUNS FROM 90 SECONDS TO 10 MINUTES, CUSTOMIZED TO YOUR FORMAT AND PERSONNEL.

PRICE / BARRIER TERMS: CASH
TERMS: CALL FOR INFORMATION
METHOD OF DELIVERY: LIVE VIA TELEPHONE.

JAMESON BROADCAST

3005 NORMANSON DRIVE NW
WASHINGTON, DC 20008

Jamie G. Jameson,
President

(202) 338-4800
(202) 338-4998 - FAX

Title: Eco-Quiz

Description: EARTH FRIENDLY: 60 SOUND BITS FROM ENVIRONMENTALLY CONCERNED COUNTRY RECORDING ARTIST FOR USE IN CONJUNCTION WITH EARTH DAY '96. Eco-Quiz underscores the benefits of recycling for individual listeners, the community and the planet.

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

JONES SATELLITE NETWORKS

8250 SOUTH AKRON STREET (#
205)
ENGLEWOOD, CO 80112

Eric Hauenstein,

VP / GENERAL MANAGER

Gene Ferry,

NATIONAL ALLIATE SALES MANAGER

Phil Barry,

VP / PROGRAMMING & OPERATIONS

(303) 784-8700

(303) 784-8786 - FAX

JONES SATELLITE NETWORKS (JSN) IS AMERICA'S LARGEST PROVIDER OF LIVE, 24 HOUR, SATELLITE DELIVERED RADIO PROGRAMMING. JSN'S EIGHT UNIQUELY TARGETED, FULLY RESEARCHED FORMATS INCLUDE: US COUNTRY, CD COUNTRY, ADULT HIT RADIO, SOFT HITS, GOOD TIME OLDIES, FM LITE, THE WORLD IN MUSIC AND Z SPANISH. JSN'S LONG FORM PROGRAMMING INCLUDES THE CROOK AND CHASE COUNTRY COUNTDOWN, A FOUR HOUR WEEKEND SPECIAL FEATURING LORIANNE CROOK AND CHARLIE CHASE.

Formats:

Title: CD COUNTRY

Description: CD COUNTRY FEATURes THE HIGHEST NEW COUNTRY ARTISTS IN AN ENVIRONMENT THAT'S LIFESTYLE INTENSIVE. THE ON-AIR PERSONALITIES ARE PASSIONATE ABOUT COUNTRY MUSIC AND EVERYTHING THAT GOES ALONG WITH IT.

Title: US COUNTRY

Description: US COUNTRY APPEALS TO A BROAD AUDIENCE OF ADULTS BECAUSE EVERY SONG ON US COUNTRY IS A HIT HIT. THE ON-AIR PERSONALITIES ARE ENTERTAINING, FRIENDLY AND KNOWLEDGEABLE, DISCUSSING RELEVANT ISSUES AS WELL AS THE LATEST NEWS ON THE COUNTRY ENTERTAINMENT SCENE.

Title: THE CROOK AND CHASE
COUNTRY COUNTDOWN

Description: A FOUR HOUR WEEKEND COUNTDOWN SPECIAL IN WHICH LORIANNE CROOK AND CHARLIE CHASE REVIEW THE WEEK'S TOP COUNTRY SONGS WITH EXCLUSIVE INTERVIEWS WITH MAJOR RECORDING ARTISTS AND UP TO DATE NEWS FROM MUSIC CITY.

HALEIDOPHONICS

4016 WALNUT DRIVE (# D)
EUREKA, CA 96603

Alan Olmstead,

Host / OWNER

(707) 443-9836

(707) 443-9853 - FAX

Weekly Program:

Title: COUNTRY-PHONICS

Description: WEEKLY 2-HOUR HOSTED COUNTRY DIVERSITY SPECIAL FEATURe SPOTLIGHTING THE MANY ALTERNATE FORMS OF COUNTRY MUSIC. INCLUDES OUTLAW / PROGRESSIVE, ACOUSTIC & BLUEGRASS, SINGER / SONWRITERS, COUNTRY-ROCK, WESTERN SWING, ROCK-ABILLY, OLDIES, COMEDY, CAJUN, ETC.

TERMS: BARRIER OR CASH

Method of Delivery: TAPE

JOHN HANE, PSYCHIC

415 E. HIGH ST.

LXINGTON, KY 40607-1931

(606) 259-1933

(606) 259-1123 - FAX

Services:

Description: HEARD ON RADIO STATIONS COAST TO COAST.

TERMS: BARRIER

HENETICS RADIO ENTERTAINMENT, INC.

96 PROSPECT PLACE
BROOKLYN, NY 11217

Ken Levy,

PRESIDENT

(718) 857-6389

(718) 857-6389 - FAX

Daily Feature:

Title: ENVIRONMENTAL MIXED

Description: 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: BARRIER
Length: 90 seconds

HTB RADIO MEDIA

340 OUTPOST TRAIL
PONDEROSA, NM 87044

Katy Bee,

PRESIDENT / GENERAL MANAGER

(505) 834-7071

(505) 834-7072 - FAX

Title: NASHVILLE NEWSLINE

Description: 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 BARRIER.
MARKET EXCLUSIVE

Title: PROMOTIONS - COUNTRY & WESTERN WEEKENDS

Description: LOOKING FOR THAT UNIQUE PROMOTION NOBODY ELSE HAS? HAVE A COUNTRY & WESTERN GETAWAY ON US! KTB RADIO MEDIA OFFERS RADIO STATION PROMOTIONAL TITLES 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 BLD & BREAKFAST RETREAT IN PONDEROSA, NEW MEXICO.

Title: VOICE WORKSHOPS - INVEST IN YOUR VOICE TALENT

Description: 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.

Title: VOICE TALENT - STATION
IDS / LINERS

Description: VOICE TALENT PRO KATY BEE DELIVERS LINERS AND STATION IDS.

MEDIA TRACKS COMMUNICATIONS

1235 WOOD AVENUE
DEERFIELD, IL 60016

Reed Pence,

VICE PRESIDENT - PROGRAMMING

Sue Sentowski,

DIRECTOR OF ALLIATE RELATIONS

(708) 769-1515

(708) 769-1552 - FAX

Weekly Public Affairs:

Title: RADIO HEALTH JOURNAL
Description: AWARD WINNING WEEKLY 28 MINUTE RADIO MAGAZINE OF IN-DEPTH PUBLIC AFFAIRS THAT SATISFIES LOCAL COMPLIANCE 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: BARRIER BASIS - THREE NATIONAL MINUTES WITHIN THE SHOW, TWO MINUTES AVAILABLE FOR LOCAL SALE.
Method of Delivery: CD

Daily Feature:

Title: MEDICAL TRIBUNE RADIO
Description: FIVE COMPLETELY SELF-CONTAINED 60-SECOND PIECES WEEKLY. EACH DAY, MEDICAL TRIBUNE RADIO BRINGS YOUR AUDIENCE LIVELY HEALTH TIPS AND PRACTICAL NEWS EVERYONE CAN USE! IT'S UPGRADE, TIMELY AND LISTENER-FRIENDLY FORMAT FEATURes AMERICA'S FOREMOST HEALTH EXPERTS AND THE LATEST DEVELOPMENTS IN MEDICAL RESEARCH.
TERMS: FREE UPON RECEIPT OF CONTRACT
Method of Delivery: High-quality CASSETTE

METRO NETWORKS, LTD.

2700 POST OAK BLVD. (# 1400)
HOUSTON, TX 77056

Chuck Bortnick,
EXECUTIVE VICE PRESIDENT & GENERAL
MANAGER

(713) 621-2800

(713) 840-7039 - FAX

PRODUCER OF CUSTOMIZED TRAFFIC REPORTS. LIVE, STUDIO OR AIRBOURNE ANCHORED. PERSONALITIES ARE NAME AND FORMAT EXCLUSIVE IN EACH MARKET.

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

METRO NETWORKS, LTD.

3901 MAIN STREET
PHILADELPHIA, PA
19127-2109

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

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

METRO WEATHER SERVICE

616 ROCKAWAY AVENUE
VALLEY STREAM, NY 11681

Pat Pagano,
President
Hank Berg,
Office Manager
(516) 568-8844 OR (800)
488-SUNNY
(516) 568-8853 - Fax

Description: Customized weather forecasts via phone... fax... computer... omrex... switched 56. Any length, live or taped phones. Many features like Farming, Forecasts, Weather extended 5 day forecasts, Computer forecasts, etc.

CHARLES MICHELSON, INC.

9350 WILSHIRE BLVD. (# 316)
BEVERLY HILLS, CA 90212

Charles Michelson,
President
(310) 278-4546
(310) 278-7932 - Fax

Title: "The Drama Hour"
Description: Famous half-hour radio program series with room for up to six :60's in every broadcast. Series include DRAGNET, GANGBUSTERS, and other famous original network radio series.

Title: "The Comedy Hour"
Description: Famous half-hour radio series with room for up to six :60's in each broadcast. Series include the original Jack Benny Show, Fibber McGee & Molly plus others.
Terms: Cash. Based on size of market from \$20 per half-hour to \$100 per half-hour.
Minimum order 13 programs @ \$20 each = \$260 plus shipping & handling.
Method of Delivery: Reel to reel tape. 7" reels used, not sold. To be returned after use.
Free: Audio cassette on request.

MJI BROADCASTING, INC.

1290 AVENUE OF THE AMERICAS
(6th Floor)
New York, NY 10104

Programming Services

Joshua Feigenbaum,
President

Gary Krantz,
VP / General Manager

Bill Wise,
VP / Programming
Jennifer Leimeruber,
Dir., Affiliate Relations
(212) 245-5010
(212) 586-1090 - Fax
6503101773 - Telex

Weekly Shows:

Title: Al Michaels' Sports Quiz
Description: A daily trivia program focusing on the sports world and its athletes. Weekly prizes provided to qualifying stations.
Length: 1 minute 10 times weekly
Price / Barter Terms: Barter
Sponsorship: 60 seconds per quiz
Method of Delivery: Reel to reel

Title: Ask The Stars
Description: Listeners can call an 800 number to ask a question of their favorite country star. Artist actualities are supplied to provide the answers to those questions.
Length: Short Form
Price / Barter Terms: Barter
Sponsorship: 60 seconds per show
Method of Delivery: CD

Title: Country Funnies
Host: Personalized by local station personnel

Description: A comedy service that exclusively features country comedians (such as Jeff Foxworthy, Britt Butler and Henry Clo).
Length: Short form / weekly
Price / Barter Terms: Barter
Sponsorship: 5 minutes per week
Method of Delivery: Reel to reel

Title: Country Today Fax
Description: The leading morning fax and satellite actuality service covering the world of Country Music. This service allows each station to customize the music news and interviews for their listening audience.
Length: Audio bites vary / daily

Price / Barter Terms: Barter
Sponsorship: 5 minutes per week
Method of Delivery: Fax and satellite

Title: Country Quiz
Host: Dan Taylor
Description: 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: One minute 10 times
Price / Barter Terms: Barter
Sponsorship: 1 minute per quiz
Method of Delivery: Reel to reel

Specials:

Title: The CMA Awards (October, 1996)
Description: 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
Price / Barter Terms: Barter
Method of Delivery: CD; satellite

Title: The Grammy Awards Radio Specials
Description: Exclusive coverage of the Grammy Awards including the Press Conference, Pre-show Specials with interviews and music from nominees and winners specially pre-produced for each format: Country, Urban, AC, AOR and CHR.

Title: The Grammy Awards Radio Specials
Description: Exclusive coverage of the Grammy Awards including the Press Conference, Pre-show Specials with interviews and music from nominees and winners specially pre-produced for each format: Country, Urban, AC, AOR and CHR.
Length: 2 hour pre-shows

Price / Barter Terms: Barter
Method of Delivery: CD

THE MORNING SIDELINE COMEDY

1295 S. SANTA FE
DENVER, CO 80223

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

Service:

20+ pre-produced comedy bits each week! Fake spots, drops, characters, interatives.
Length: 02 to 90 seconds
Terms: Cash or Barter
Method of Delivery: CD

MAN RADIO

1801 INTERNATIONAL SPEEDWAY
BLVD.
DAYTONA BEACH, FL 32114

John McMullin,
President / General Manager
Director of Affiliates

Cheryl Knight,
Assistant Director of Affiliates
(904) 947-6400

Description: Live broadcasts of NASCAR Winston Cup Series auto racing, the world's most popular form of motorsport, plus other related programming.

Weekly Programs:

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

Title: NASCAR Racing
Description: Live coverage of NASCAR events, (pre-scheduled). Average broadcast length: 3 1/2 hours.

Daily Programs:

Title: NASCAR Today
Description: A 5-minute update on the latest news from racing's most popular circuit, Monday through Friday afternoons, hosted by Allen Bestwick.
Price / Barter Terms: Barter
Method of Delivery: Satellite, call for information

Title: World of Racing with Ned Jarrett
Description: A 5 minute feature on the personalities of NASCAR racing. Monday-Friday mornings, hosted by NASCAR driving champion Ned Jarrett.
Price / Barter Terms: Barter
Method of Delivery: Satellite, call for information.

MUSIC DIRECTOR PROGRAMMING SERVICE

PO Box 51978
INDIAN ORCHARD, MA 01115-1978

Budd Clain,
General Manager
(413) 783-4626
(413) 783-5168 - Fax

Music Services:

Title: Country Gold Oldies Library
Description: Contains over 2,300 country hits from 1950 thru 1992.

Title: Today's Country CD Library
Description: 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.

Guide to Country Treasures 1923-1986. Documentation of 3,341 country hits by 464 different country artists.

NASCAR COUNTRY

301 East Blvd.
Charlotte, NC 28203

Doak Turner,
Syndication & Sales
(704) 376-0075
(704) 376-2003 - Fax

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

Description: Two hour show with 24 songs, guest from NASCAR and artist from Nashville each week! Co-host - Cathy Martindale, morning show co-host on Nashville's WSM morning show and Bill Dollar, mid-day show host for WSOC-FM, Charlotte, NC. Features include Music City Stargazer with Nashville's Al Winter, NASCAR Notebook - up to date feature with the Winston Cup, Supertruck by Craftsman and Grand National circuits. CD delivered Friday morning to your station.

NASHVILLE RECORD REVIEW

AFFILIATE RELATIONS & SALES

Group W Satellite Communications
260 Harbor Drive
PO Box 10210
Stamford, CT
06904-2210

Francie Leader-Dampf,
Eastern Division Manager
Affiliate Relations and Sales
(203) 965-6427

Lynn Wells,
Western Division Manager
Affiliate Relations and Sales
(703) 771-9800

Steve Soule,
Sr. Vice President
Affiliate Relations and Sales
(203) 965-6420

OPERATIONS

2644 McGavock Pike
Nashville, TN 37214

Jeff Lyman,
Operations Manager
(615) 871-6710
(615) 871-6760 - Fax

Weekly Programming:

"Nashville Record Review" hosted by Katie Haas and Bill Cody. Top forty country music countdown program for syndication. Includes the hits of the week, interview segments and more. Offered on barter basis and delivered on CD. 4 hours.

Other Programming:

As available
Local Avals: 6 minutes per hour

O'LINERS

11060 CASHMERE STREET
LOS ANGELES, CA 90049

Dan O'Day,
Publisher
(310) 476-8111
E-Mail: danoday@cis.com -
puserve.com

Services:

"The Whole O Catalogue" is the only mail catalogue for radio programmers - with the emphasis on on-air use by personalities. Drop-in records, instructional books & tapes, airchecks, production music.

Price / Barter Terms:
Catalogue free upon request

ONE-ON-ONE SPORTS RADIO NETWORK

1935 Tecliny Road (# 18)
Northbrook, IL 60062

Chris Brennan,
Chairman / President
Chuck Duncan,
VP Affiliate Relations
Michael Gorman,
VP Sales
Carolyn Phillips,
Director of Marketing
Jerry L. Heckerman,
Chief Engineer
(708) 509-1661
(708) 509-1677 - Fax

Title: One-On-One Sports Radio Network
Description: The 24-hour, live sports talk radio network offers personality-based week day programming and information-drown weekend programming.

OVERDRIVE RADIO NETWORK

(800) 633-5953
(205) 349-3765 - Fax

Title: Overdrive Top Ten Countdown
Description: One hour long program featuring the ten most popular country music songs each week as chosen by listeners via a toll-free request line.

Title: Overdrive Salutes America
Description: A two hour tribute to America's knights of the road.

Title: Overdrive's Country Christmas
Description: A two hour special airing during the two weeks before Christmas.

PICKLEBERRY PIE INC.

305 Dickens Way
Santa Cruz, CA 95064

P.J. Swift,
Producer
(408) 427-3980

Title: Pickleberry Pie
Description: Weekly half-hour music comedy program for young children and their families. The "Pickleberries" - whimsical, child-like characters - often embody the foibles and conflicts of their young listeners, making this program a uniquely sensitive offering. Available on DAT and cassette, in public radio or commercial formats.

POINT BLANK RADIO, INC.

PO Box 85045
BRAINTREE, MA 02185

Bill Walker,
President
Ed Ford,
Operations Manager
(617) 849-7810
(617) 848-2747

Weekly Long - Form Listener Participation Program

Title: The Shooting Bench
Description: Two hour, two-way telephone program devoted to all aspects of recreational shooting: hunting, target and clay bird shooting, gun collecting, handloading, in-studio and telephone interviews, hunting and firearm industry news, environmental updates, and advice and information. Heavy listener participation.
Terms: Complete Barter
Method of Delivery: Point Blank Radio Network, Saturday 10 p.m.-midnight Eastern, live via satellite: C5, T15, Chan. 11.1, 7.5kHz, Dig / DAs

POST MODERN RADIO NETWORK

36 FOUR SEASONS CENTER (# 331)
St. Louis, MO 63017

John Soltys
Glenn Conley
(314) 576-2818 or
(800) 737-9099
(314) 576-4337 - Fax

Title: New Frontiers
Description: Country's next step. Weekly 60 minute show featuring the cutting edge of country music. The newer artists presented each week along with country legends. Each show combines country's roots with country's future.
Method of Delivery: CD

PREMIERE RADIO NETWORKS

15260 VENTURA BLVD.
(SUITE 500)
SHERMAN OAKS, CA 91403

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

Daily Shows:

Title: The Premiere Country Comedy Network
Description: Parody songs, parody spots, continuing features and characters, all original material and overnighted weekly.
Length: 15 bits per reel at 30 seconds to 2 minutes per bit
Terms: Barter
Method of Delivery: Script and Compact Disc

Title: Country Calendar
Description: Mini-feature on this day in country music history, with a current artist sound bite. The show is hosted by Shawn Parr.
Length: 90 seconds
Terms: Barter
Method of Delivery: Script and tape

Title: News from the Boonies
Description: Bizarre yet true news stories from around the world presented with sound effects which truly complement the scripts. There are 40 stories

delivered every other week.
Length: Stories are 1 minute each
Terms: Barter
Method of Delivery: Script and tape

Title: Sports Plain Wrap
Description: We provide 15 bits a week from our database of over 20,000 sports facts which include the biggest names and moments in sports. Every week we deliver to affiliates live current sports newsmaker scripts and facts, live date specific "Today in Sports" scripts and facts, and five tough trivia question scripts and facts.
Length: 2 minutes 30 seconds daily
Terms: Barter
Method of Delivery: Scripts and CD's

Title: Entertainment Tonight on the Radio with Leeza Gibbons
Description: We bring home to listeners "Entertainment Tonight," the undisputed authority on breaking stories from the world of soundstages, studios and the big screen. Leeza provides daily insights on celebrities, box office bombshells, behind the scenes scoops, music releases and more.
Length: 4 minutes daily, Monday - Friday
Terms: Market-Exclusive Barter
Method of Delivery: Reel

Weekly Shows:

Title: The Plain-Wrap Country Countdown
Description: The world's only localized countdown show. We write researched intro and back-announce scripts for the top 30 songs each week, and include interview bites from the artists, plus a complete production package. You host the show. It's the hometown countdown.
Length: One, two, or three hours
Terms: Barter
Method of Delivery: Script and tape.

Title: Mediabase
Description: Mediabase is the industry's leading monitoring service, with over 1,500 affiliated stations. We monitor over 400 radio stations weekly and provide in-depth reports on those stations via weekly data

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

disk. Myriad breakouts are provided for music, promotions, liners, morning show features and more. We also provide nationwide music callout for seven formats.

Length: Non-broadcast research service
 Terms: Barter, 7 - 14 minutes per week, depending on market size
 Method of Delivery: Weekly data disk, 3.5" or 5.25" disk

Title: Boot Scoot'n' Party's Nights

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

Length: 6 hours, 6 p.m. - 12 midnight, PST
 Terms: Barter
 Method of Delivery: Satellite (Satcom C-5)

Title: Olympia Contemporary Show Prep Network

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

Length: 30 cuts per week (:02 - :90)
 Terms: Barter
 Method of Delivery: Compact Disc, Overnight Fed, Fax

Title: Olympia Country Show Prep Network

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

provided as well. It's the total country show prep service, upbeat and funny for today's country listeners.

Length: 30 cuts per week (:02 - :90)
 Terms: Barter
 Method of Delivery: Compact Disc, Overnight Fed, Fax

PUNCH IN RADIO

400 East 59th Street
 New York, NY 10022

Tom Weston,
 GM

(212) 755-4363

Description: Variable length shows on travel, food, wine, computer, theater, entertainment and restaurants.
 Timely Travel Tips
 The Computer Program
 The Restaurant Review
 Wine On Line
 Hotels & Resorts on Parade
 Airlines on Review

RADIO AND TELEVISION COMMISSION, SBC

6350 West Freeway
 Fort Worth, TX 76150-001

Bette Boston,
 Radio Distribution Manager
Lisa Young,
 Radio Marketing
Eddie Reed,
 Producer

(800) 433-5757 or
 (817) 737-4011
 (817) 737-9436 - Fax

Weekly Program:

Title: Country Crossroads
 Description: 30 minute weekly program. Hosts Jerry Clower and Bill Mack interview artists, spotlight new albums, latest country hits.
 Terms: Public service, NO BARTER, NO CONTRACT, NO FEES, ABSOLUTELY FREE
 Method of Delivery: Compact disc

RADIO LINKS

27560 Winding Way
 Malibu, CA 90265

Lori Lerner,
 President & Producer
 (310) 457-5358
 (310) 457-9869 - Fax

Description: Interviews with today's hottest film stars discussing new releases, 3:30 - :90 plus clean sound bites. 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 ONE NETWORKS

PO Box 5559
 Avon, CO 81620

Cliff Gardner,

President
Mollie Christensen,
 Affiliate Marketing, Director
 (800) 746-2141
 (970) 949-0266

Title: GO COUNTRY!

Description: 24 hour spicy mainstream country music format. Target 18-49 age group with a core of 25-44. Designed to compete or stand alone. Only satellite delivered music format with true localization capabilities to provide real time, station IDs, local weather, hourly updates, promos and more!

RADIO PROGRAMMING & MANAGEMENT, INC.

4198 Orchard Lake Road
 Orchard Lake, MI 48323
 (800) 521-2537
 (810) 681-3936 - Fax

Title: Top Hits U.S.A.
 Description: Weekly CD service with current releases from AC, CHR and Country. A recurrent CD in one format only is included every other month.

Title: Country Music Library
 Description: 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.

RAY COMM / RAY SPORTS RADIO NETWORKS

PO Box 3810
 1500 South Croatan Hwy
 Kill Devil Hills, NC 27948

Bob DeBlois,
 Director of Operations
 (919) 480-1372
 (919) 480-4655 - Fax

Title: Atlantic Sports Reports
 Description: Ray Sports goes behind the scenes from the race track to the locker room. Sports Director Bob DeBlois emphasizes in his reports what's being discussed around the coffee machine; what team is hot in NASCAR and why?; who is going to be the next superstar driver; etc. Pick up "inside" sports information not heard anywhere else.
 Method of Delivery: Satellite
 Four times daily - 7:20 & 8:20 AM, 4:20 & 5:20 PM EST

SACRED HEART PROGRAM, INC.

3900 Westminster Place
 St. Louis, MO 63108

Gary Kolarcik,
 Executive Director
Adelmo Dunge,
 S.J., Radio Producer
 (800) 747-7692
 (314) 533-0335 - Fax

Weekly Program:

Title: CONTACT - 30, 15 and 5 minutes.
 Description: Weekly documentary style programs dealing with social concerns, personal growth, and spiritual values.
 Terms: Free
 Method of Delivery: Compact disc

SATELLITE COMEDY NETWORK

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

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

Title: Satellite Comedy

Network
 Description: 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.

SEARCOAST SOUND

826 Broughton St.
 Victoria, BC V8W 1E5

Terry Spence,
 General Manager
 (604) 386-1131

Daily Feature:

Title: The Canadian Farmer
 Description: A positive, optimistic agricultural feature, highlighting interviews with successful farmers and ranchers across Canada. Sister program to "The American Farmer," syndicated in the United States.
 Length: 2 minutes
 Price / Barter Terms: Barter

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:

Title: Country Kickers
 Description: Show prep service which includes special features on country stars, country news, comedy, phone bits, topical information and parodies.
 Price / Barter Terms: Barter
 Method of Delivery: Satellite / Fax

Monthly Specials:

Title: World Premiere
 Host: Lon Helton
 Description: A showcase for the new album releases from

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

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

Holiday Specials:

COUNTRY ARTISTS SHARE THEIR HEART-WARMING STORIES IN VARIOUS SPECIALS CELEBRATING THE HOLIDAYS THROUGHOUT THE YEAR.

SJS ENTERTAINMENT IS PROUD TO PRODUCE A VARIETY OF OTHER SPECIALS THROUGHOUT THE YEAR INCLUDING, "COUNTRY PLATINUM", "STAR STRIS" AND OUR SPECIAL SERIES, "A CONVERSATION WITH..."

SPORTSTICKER

HARBORSIDE FINANCIAL CENTER
600 PLAZA TWO
JERSEY CITY, NJ
07311-3992

Rick Alessandri,
VP AND GM

Lou Monaco,
DIRECTOR OF MARKETING SERVICES
(201) 309-1200
(201) 860-9742 - FAX

24-Hour Sports News and Information

DESCRIPTION: COVERS EVERY PROFESSIONAL AND MAJOR COLLEGE SPORT 24 HOURS A DAY DELIVERING DATA TO PRINTER, NEWSROOM COMPUTER SYSTEM OR PERSONAL COMPUTER. PROVIDES BREAKING SPORTS HEADLINES, BOX SCORES, STATISTICS, GAME PREVIEWS, FEATURES, WEEKLY COLUMNS BY HALL OF FAME WRITERS, DAILY SCHEDULES, UP-TO-THE-MINUTE SCORE REPORTS AND COMPLETE NEWS ON ALL SPORTS. SPORTSTICKER IS THE INSTANT SPORTS NEWS AND INFORMATION SERVICE OF ESPN INC. IN PARTNERSHIP WITH DOW JONES & COMPANY, INC., PUBLISHER OF THE WALL STREET JOURNAL.
PRICE / BARTER TERMS: PLEASE CALL 201-309-1200 FOR INFORMATION.

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 LIVE

DESCRIPTION: KRIS ERIC STEVENS IS THE DISTINCTIVE VOICE OF LEADING TV AND RADIO STATIONS NATIONWIDE. HE'S READY TO ENHANCE THE IMAGE OF YOUR STATION WITH PROMOS, SWEEPERS, AND LIVERS THAT REALLY STAND OUT ON AMERICA'S LEADING COUNTRY MUSIC STATIONS.

SW NETWORKS

1370 AVENUE OF THE AMERICAS
NEW YORK, NY 10019

Corinne Baldassano,

SENIOR VICE PRESIDENT, PROGRAMMING

Dan Forth,

VICE PRESIDENT, AFFILIATE MARKETING
(212) 833-5400
(212) 883-4944 - FAX
(AFFILIATE MARKETING)
(212) 833-5438 - FAX
(PROGRAMMING)

TITLE: COUNTRY'S MOST WANTED WITH CARL P. MAYFIELD
DESCRIPTION: A TWO HOUR WEEKLY PROGRAM HOSTED BY 1995 CMA BROADCASTER OF THE YEAR AND WSIX / NASHVILLE AFTERNOON PERSONALITY, CARL P. MAYFIELD. COUNTRY'S MOST WANTED DELIVERS IN-STUDIO INTERVIEWS WITH TODAY'S BIGGEST NAMES IN COUNTRY, STAR CALLS FROM THE ROAD, EXCLUSIVE LIVE ACOUSTIC PERFORMANCES AND THE FUNNIEST CAST OF CHARACTERS HEARD ANYWHERE.

TITLE: SW NETWORKS COUNTRY PROGRAMMING SERVICES PACKAGE
DESCRIPTION: DAILY SERVICE PACKAGE FEATURING COUNTRY SHOW PREP TEXT MATERIAL (MUSIC AND ENTERTAINMENT NEWS, TOPICAL NEWS AND EVENTS); ENTERTAINMENT NEWS AND COUNTRY MUSIC NEWS AUDIO BITS; PRODUCTION LIBRARY, QUICK READ ARTIST BIOS, AND SW NEWSCLIPS (OFF-BEAT STORIES), THOUGHT-STARTERS, CUTTING-EDGE LAUGHS; EXCLUSIVE, MUSIC BITS, STRINGERS AND PLACU-TUATORS.

SYNDICOM

PO 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:

TITLE: RED NECKERSON
DESCRIPTION: COMEDY / EDITORIAL FEATURE THAT ADDS A TRUE CHARACTER TO ANY FORMAT. COMPLETE WITH CUSTOMIZED TEASERS AND INTROS. GOOD FOR MORNING AND AFTERNOON DRIVE.
LENGTH: 1 MINUTE
PRICE / BARTER TERMS: CASH
METHOD OF DELIVERY: TAPE

TITLE: SOUND BITE TRIVIA
DESCRIPTION: 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:

TITLE: COUNTRY-PHONICS
DESCRIPTION: A COUNTRY DIVERSITY SPECIAL FEATURE SHOWCASING ALL OF THE VARIED STYLE OF AMERICAN COUNTRY MUSIC, INCLUDING COUNTRY-ROCK, WESTERN SWING, SINGER/SONGWRITERS, BLUEGRASS, COMEDY AND EVEN CAJUN!
HOSTED BY ALAN OLMSTEAD
LENGTH: 2 HOURS
PRICE / BARTER TERMS: CASH / BARTER (SOME MARKETS)
METHOD OF DELIVERY: TAPE (AUTOMATED OR ASSIST)

TM CENTURY, INC.

2002 ACADEMY
DALLAS, TX 75234

Rick Lemmo,

VP SALES & MARKETING
(214) 406-6800
(214) 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 IDs AND JINGLES -
US99, Wild Country, Ridin' with KSCS (NEW FOR '94), Big City Country (FOR WYNY), Hot Country (HEARD ON WIVK), Highway 21, Star Spangled Country, U.S. ONE, FREEDOM, AND 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 -

PRODUCTION LIBRARIES -
THE WORLD'S LARGEST SUPPLIER WITH OUR NEW MEGA COUNTRY AND SLAM DUNK LIBRARIES. COUNTRY HOUSE BAND - ALL LIVE PROMOTION LIBRARY - 15 DISCS - OVER 1,100 ELEMENTS.

UNITED STATIONS RADIO NETWORKS

25 WEST 45TH STREET,
11TH FLOOR
NEW YORK, NY 10036

Nick Verbitsky
Charlie Colombo
Andy Denemark
Bill Quinn

(212) 869-1111
Dave Kolin
(212) 869-1115

TITLE: LUCY GRANT'S COOKIN' COUNTRY MUSIC REVUE
DESCRIPTION: CMA AWARD-WINNING RADIO PERSONALITY LUCY GRANT HOSTS AN UPBEAT, 90'S STYLE COUNTRY CHART SHOW. LUCY DELIVERS A UNIQUE MIX OF CURRENTS AND RE-CURRENTS BY PRESENTING THE TOP 20 HITS OF THE WEEK ALONGSIDE THE TOP 10 FROM A YEAR AGO. COMING DIRECT FROM MUSIC ROW IN NASHVILLE, THE SHOW FEATURES THE WEEK'S BEST ARTIST INTERVIEWS, GOSSIP AND TOUR INFORMATION.
TERMS: BARTER
METHOD OF DELIVERY: CD

TITLE: CUSTOM COUNTRY MUSIC REVUE
DESCRIPTION: AN UN-HOSTED VERSION OF THE ABOVE SHOW. SAME CONTENT, ALREADY MIXED... WE PROVIDE THE SCRIPT, YOU PLUG IN THE HOST.
TERMS: BARTER
METHOD OF DELIVERY: TAPE REELS OR DAT

Morning Show Comedy Services:

TITLE: COUNTRY COMEDY JAMBOREE
DESCRIPTION: A COMPLETE ORIGINAL COMEDY SERVICE INCLUDING SONG PARODIES, CHARACTER BITS AND SPOOL COMMERCIALS GEARED

SPECIFICALLY FOR COUNTRY MUSIC STATIONS.
TERMS: BARTER
METHOD OF DELIVER: TAPE

TITLE: COUNTRY CENTRAL MINUTE
DESCRIPTION: 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

9 MUSIC SQUARE SOUTH
(# 343)
NASHVILLE, TN 37203

Robert A. Cross,
CEO

(800) 786-2654
(510) 786-9005 (CA)

TITLE: ELVIS: THE LEGEND OF A KING
DESCRIPTION: THE GREATEST 3 HOUR RADIO SPECIAL EVER PRODUCED ON THE KING. HIGHLY REGARDED BECAUSE OF THE NO HOLDS BARRED JOURNALISTIC STYLE OF THIS PROGRAM, MIXED IN WITH 25 OF ELVIS' TUNES. THIS SHOW COVERS HIS BOYHOOD TO THE TIME OF HIS DEATH. NO OTHER ELVIS RADIO SPECIAL CAN MATCH THIS TRIBUTE. EXCELLENT FOR A TRIBUTE ON YOUR STATION.
TERMS: CASH ONLY
METHOD OF DELIVERY: CD

USA RADIO NETWORK

2290 SPRINGLAKE ROAD (# 107)
DALLAS, TX 75234

David F. Reeder,
VP / GM

(800) 829-8111
(214) 241-6826 - FAX

TITLE: USA RADIO NETWORK NEWS
DESCRIPTION: 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.

TITLE: POINT OF VIEW
DESCRIPTION: FEATURES INTERVIEWS WITH NOTABLE GUESTS, REPORTING ON THE FULL SPECTRUM OF ISSUES THAT AFFECT OUR ...GOVERNMENT, ...FAMILIES,

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

...Schools, ...Faith. Nationally recognized author and host, Marilyn Maddoux comments on the socio/political issues of today.

Title: US Radio Daily
Description: Conservative talk ...last-paced, ... information intensive and listener friendly with host Gary Nolan.

Title: Your Health Matters
Description: Nutrition made simple! Host Doty Kuhlmann makes even the most complex health topics easy to understand. Doty makes nutrition both pertinent and entertaining with news and views of what's going on in the world of nutritional health and medicine.

Title: Steve Crowley's American Scene
Description: Keeps your listeners plugged into what's happening in finances across America with news, ...advice, ...facts, ...figures. Keeps them on top of the key facts and vital information in the world of finance.

Title: The Ron Street Show
Description: Live from Universal Studios Florida, Ron brings your listeners up close and personal with guests such as Henry Winkler, Clint Black and more.

Title: Talkin' Priz
Description: Lively, fun-filled discussions about prizes and our other friends in the animal kingdom. Host Jay Patch and his expert guests have made this program America's favorite prize show.

Title: The Jack Christy Show
Description: Wrapping up news of the week, tackling tough issues and the intrigue associated with it, in a humorous and entertaining manner.

Title: INTERNET @ Night
Description: Host Tony Reynolds brings listeners to radio via the year 2001, via the INTERNET. Your listeners will not only hear the expert discuss tools needed to take full advantage of the INTERNET but will also be able to ask those questions that have "Bugged" them.

Title: Golden Age of Radio Theater

Description: Drama that comes alive in the imagination of your listeners. Relive those golden moments of yesteryear with host Vic Ives.

Title: America's Greatest Heroes
Description: 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.

WESTWOOD ONE RADIO NETWORKS

1675 Broadway (17th Floor)
New York, NY 10036

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President
Bob Dunn,
Sr. VP / Affiliate Relations
Rob Magaziner,
VP / Affiliate Services
Bob Hoffmaster,
VP / Affiliate Sales - Eastern Division
Ed Salamon,
President / Formats
Bill Kreutz,
VP / Affiliate Sales - Western Division
Denise Oliver,
VP / Programming
(800) 225-3270
(212) 247-0393 - Fax

Title: Westwood Country
Description: The only national all-country music network in existence. Stations receive a Country Morning Prep Service and a network news affiliation with one of the following compelling news services.

Title: CNN Radio News
Description: Top and bottom of the hour newscasts 24 hours a day, business, sports and lifestyle updates and Newslink 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.

Title: NBC Radio News
Description: 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.

Title: Mutual News
Description: 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.

Title: CNBC Business Radio
Description: Business news reports twice an hour, 24 hours a day Monday through Friday, regional market scan reports, plus weekend reports and an annual tax tips series. Also features daily news insert material.

Title: Westwood One News
Description: A non-exclusive audio update news service of actualities and special reports as well as newscasts. A critical "insurance policy" for breaking news worldwide.

TERMS: CONTACT WESTWOOD ONE RADIO NETWORKS

WESTWOOD ONE FORMATS

25060 AVENUE STANFORD
VALENCIA, CA 91355

Jeff Lawenda,
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Ed Salamon,
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(800) 225-3270
(805) 294-9382 - Fax

Title: MAINSTREAM COUNTRY
Description: 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

Title: HOT COUNTRY
Description: The original 24-hour 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

Gordon Pril, Sr. VP Affiliate Relations
(703) 413-8550
(703) 413-8570 - Fax

PROGRAMMING:

Title: ACOUSTIC COUNTRY
Description: Throughout the year, Acoustic Country features in-concert performances recorded live by today's hottest country artists. During each 90-minute session, the artists also take a break between sets to talk about their music and share their thoughts.
Length: 90 minutes
PRICE / BARTER TERMS: Available on a barter basis to radio stations in the Top 175 Arbitron Rated Metro Markets

Title: COUNTRY COUNTDOWN USA
Description: Each week Radio & Records Editor Lon Helton is joined by a Country Superstar co-host to count down the top 30 Country hits.
Length: Three hours weekly.
PRICE / BARTER TERMS: Available on a barter basis to radio stations in the Top 175 Arbitron Rated Metro Markets.

Title: COUNTRY'S CUTTING EDGE
Description: Each week Country's Cutting Edge 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: Three hours weekly.
PRICE / BARTER TERMS: Available on a barter basis to radio stations in the Top 175 Arbitron Rated Metro Markets.

Title: COUNTRY GOLD SATURDAY NIGHT
Description: 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: Five hours, Saturdays, 7 pm - 12 midnight (EST)
PRICE / BARTER TERMS: Available on a barter basis to radio stations
Method of Delivery: Live via satellite

Title: COUNTRY'S INSIDE TRAK
Description: Hosted by Radio & Records Nashville Editor Lon Helton, each feature is an up-to-the-minute look at the world of country music with intimate stories and entertaining reports from the stars that are making it happen.
Length: 2 1/2 minutes daily.
PRICE / BARTER TERMS: Available on a barter basis to radio stations in the Top 175 Arbitron Rated Metro Markets.

Title: THE COUNTRY SIX PACK 1995
Description: Westwood One's annual package of six holiday specials distributed on compact disc.

- Hottest Tours of 1996 - Memorial Day Weekend (May 25-27)
- The Garth Brooks Story - Fourth of July Weekend (July 4-7)
- Class of 1989 - Labor Day Weekend (Aug 31 - Sept 2)
- The Award Winners - Thanksgiving Day Weekend (November 28 - Dec. 1)
- Christmas Around The Country - Christmas Week (December 21-25)
- 1996 Year In Review - New Year's Eve Weekend (December 27-31)

Length: Three hours each.
PRICE / BARTER TERMS: Available on a barter basis to radio stations in the Top 175 Arbitron Rated Metro Markets.

Title: 90'S COUNTRY
Description: Each week, host Randy Davis profiles one of country music's hottest artists. This in-depth one-hour show

DIRECTORY OF PROGRAM SYNDICATORS AND SUPPLIERS

FEATURES COMMENTS AND MUSIC FROM ARTISTS ON HIS / HER CAREER.
 LENGTH: ONE HOUR WEEKLY
 PRICE / BARTER TERMS: AVAILABLE ON A BARTER BASIS TO RADIO STATIONS IN THE TOP 175 ARBITRON RATED METRO MARKETS.

Title: THE WEEKLY COUNTRY MUSIC COUNTDOWN.
 Description: 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: THREE HOURS WEEKLY.
 PRICE / BARTER TERMS: AVAILABLE ON A BARTER BASIS TO RADIO STATIONS IN THE TOP 175 ARBITRON RATED METRO MARKETS.
 METHOD OF DELIVERY: COMPACT DISC.

WRANGLER PRO RODEO REPORT

PRO RODEO RADIO NETWORK
 PO Box 1272
 PENDLETON, OR 97801

Butch Thurman,
 Host
 (503) 276-8233
 (503) 276-11020 - FAX

Weekly Feature:

Title: WRANGLER PRO RODEO REPORT
 Description: INTERVIEWS AND NEWS OF PROFESSIONAL RODEO.
 Length: 4 1/2 MINUTES, INCLUDES NATIONAL 60 SECOND SPOT.
 PRICE / BARTER TERMS: BARTER WITH LOCAL AVAIL
 Title: WRANGLER PRO RODEO UPDATE
 Length: 2 1/2 MINUTES

PRICE / BARTER TERMS: BARTER WITH LOCAL AVAIL

Additional Programming:
 Title: COUNTDOWN TO NFR

Description: 5 PART DAILY SERIES
 DECEMBER 2 - 6, 1996
 Length: 2 1/2 MINUTES
 PRICE / BARTER TERMS: BARTER
 Title: WRANGLER NFR REPORT
 Description: DAILY REPORTS FROM NATIONAL FINALS RODEO
 DECEMBER 6 - 15, 1996
 Length: 2 VERSIONS - 4 MINUTES OR 2 1/2 MINUTES
 PRICE / BARTER TERMS: BARTER

Title: WRANGLER NFR PREVIEW
 Description: A ONE HOUR PREVIEW SHOW FROM LAS VEGAS - FEATURES TODAY'S TOP COUNTRY HITS! RODEO CONTESTANTS AND COUNTRY STARS WILL BE FEATURED AS SPECIAL GUESTS. AVAILABLE DECEMBER 5, 1996. SATCOM C-5.
 PRICE / BARTER TERMS: BARTER



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Tracy Britt

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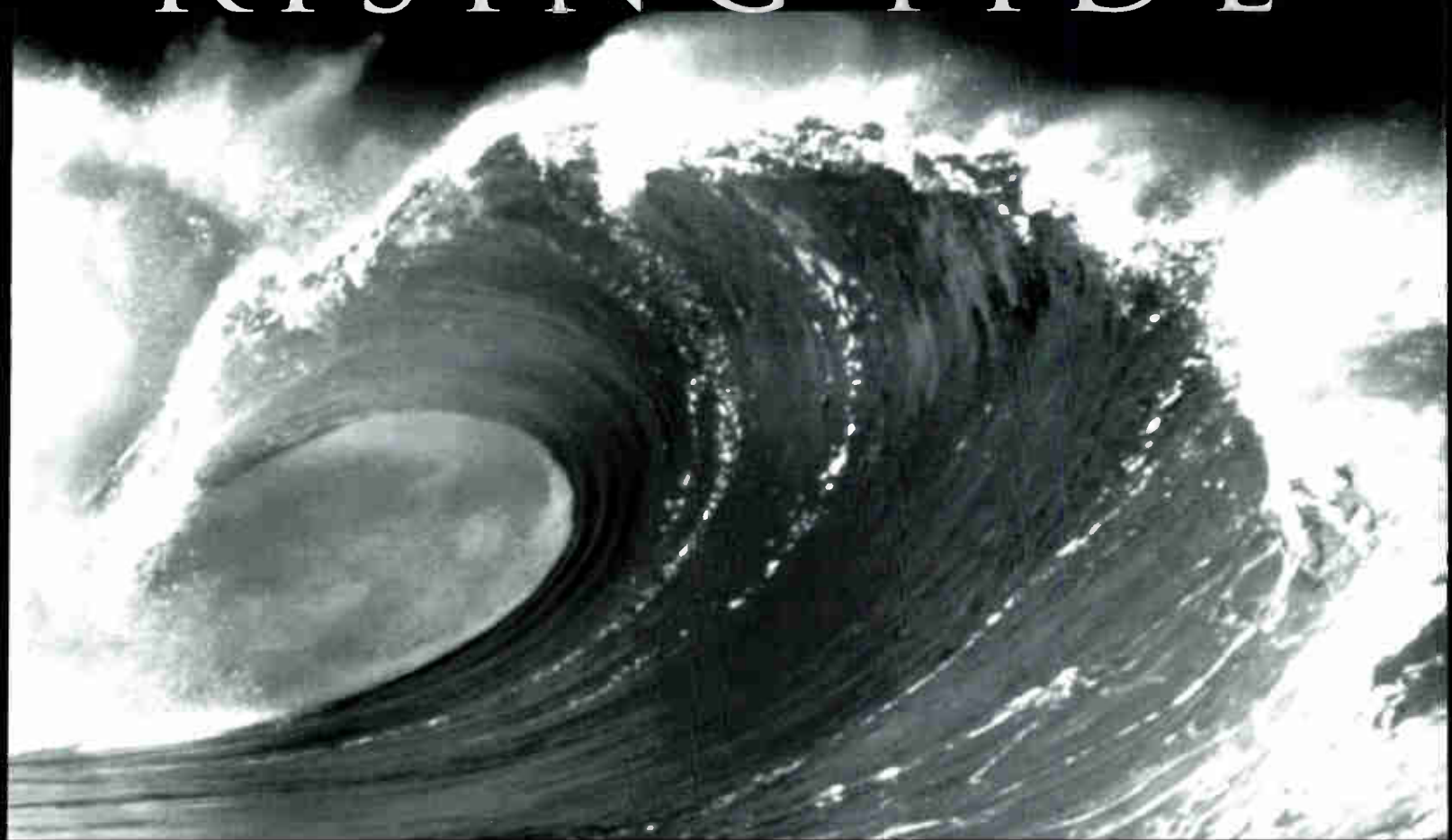
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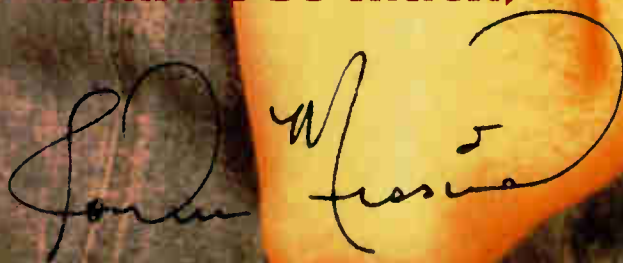
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Listen

Jo Dee Messina

Thanks so much,



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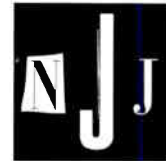
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