

THE *CCM* UPDATE

Special Report

Music Video: Christian Industry Ponders Potential, Counts Cost

NASHVILLE, Tenn.—In 1981 the ailing secular pop/rock music industry was given a much needed shot in the arm by a new and innovative promotional tool—the music video. With just one hundred videos in its library, MTV did the seemingly impossible: created a cable channel that played exclusively music and music-oriented programs, and by doing so, forever changed the artistic and financial potential of the music business. Country music would follow suit in 1983 by launching its own video program and network—TNN (The Nashville Network) and it too would experience unprecedented growth and expansion with the ripple effects still being realized.

Today, in 1991, there are 10 acknowledged leaders out of hundreds in music video airplay—MTV (Music Television), The Record Guide, VH-1 (Video Hits-1), The Jukebox Network,

LIGHTMUSIC

Friday Night Videos, BET (Black Entertainment Television, CMT (Country Music Television), TNN, Videosyncrasy, and Night Tracks—providing varied music in culturally and artistically diverse shows that range from 24 hours of music and programming to weekly shows that reach a potential audience of over one billion.

Example has shown time and time again that the marriage of music and television continues to be a potent one-two punch in realizing unlimited promotional and marketing gains for both new and established artists. As effective a means as video has been to the mainstream, it has proven a hard nut to crack for the financially limited Christian music industry. Skyrocketing production costs, and severely limited outlets for its product have often proved insurmountable obstacles in the industry's hopes of acquiring a consistent, far-reaching venue.

Bill Hearn, president of the Sparrow Communications Group, whose company created one of the industry's first Christian music videos—Silverwind's "Song in the Night"—expresses the common industry position: "There are other areas in the marketing mix where dollars would be better spent. Our philosophy here at Sparrow is if we can't do something right we'd rather not do it at all. However, the reality is that we don't see video as so important that we need to blow an entire national budget. In order to justify the cost, perceived value of the product must be there and it just isn't."

This perceived value of video has been a nagging problem, impeding the success and growth of the genre. Industry innovators like Tom Green, host and creator of the nation's

largest Christian video show, Lightmusic, has observed through the years the conceptual difference between mainstream and Christian video. "The Christian industry doesn't understand what videos are for. We in the Christian market tend to forget the bottom line—potential viewers—in a cloud of hyperspiritualism. Mainstream, on the other hand, has been more supportive of my show than the Christian industry. Why? Because they see my audience as people they are unable to reach in any other way. Their bottom line is money and they know that if someone sees a video they'll go out and buy the record. What it's going to take in the Christian music industry—like it happened 10 years ago in mainstream music—is for someone to jump into this potentially unlimited field, whether we can see the bottom line or not."

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RIAA Mid-Year Report: Units Down, Dollars Steady

WASHINGTON, D.C.—The Recording Industry Association of America (RIAA) has released its 1990 sales profile and its 1991 mid-year statistics. According to the report, unit sales for the first half of 1991 are down about 11% over the same period in 1990. Dollar volume remained steady, due in part to the ever-increasing sales of the CD configuration.

Compact discs have accounted for 54% of the dollar volume and 41% of the units so far in 1991, compared to 39% of the dollars and 45% of the units for cassettes. CDs accounted for only 10% of the dollar volume as recently as five years ago. By contrast, the vinyl LP, which accounted for 28.4% of the dollar value in 1986, now represents only .0036%.

The RIAA's figures showing dollar volume by type of music show a decline for rock from 1989 to 1990 (42.9% to 37.4%), a slight decline for pop (14.4% to 13.6%), but an increase for urban contemporary (14% to 18.3%) and country (6.8% to 8.8%). Classical, jazz and gospel all experienced slight declines. According to the RIAA, gospel's share of the \$7.5 billion U.S. recorded music market slipped from 3.1% in 1989 to 2.4% in 1990. At suggested list prices, sales of gospel music totaled \$180 million. On the other hand, the Christian Booksellers Association (CBA) estimates that music (including print) accounts for 18.5% of the \$2 billion Christian retail market. That would place music sales at \$370 million, a figure considered by many industry leaders to be more accurate.

The RIAA says that younger buyers are responsible for less of the dollar volume than before. The 15-24 age group accounted for 44% of the dollar volume in 1989, but only 34.8% in 1990. The 25+ group, on the other hand, made 56.9% of purchases in 1990 compared to 47.2% in 1989. Males account for 54.4% of dollar volume, which is statistically unchanged from the past several years.

Regionally, the South accounted for 30.5% of dollar volume, compared to 21.7% in the Northeast, 23.1% North Central and 24.7% in the West.

Video Report

(Continued from page 1)

Dan Brock, president of ForeFront Communications, has taken a more aggressive position for video since his company's beginnings in 1987. ForeFront, known for its extensive video work with DeGarmo & Key and DC TALK, considers video as an often underrated yet essential piece of the marketing pie. "We never have hesitated to do video. We have done quite a bit and plan to do even more in 1992. I am aware of the budgetary restraints of doing this type of product but I'm more aware that the money is there if you're willing to spend it. I have not made videos for financial reasons. I have made videos for long-term career development commitments.

Dollars and viability are key words that creep into every discussion regarding video. "People have increasingly sophisticated tastes," notes Jack Clark, newly appointed creative director of video for Word, Inc., "making it difficult to match the production value with production dollars." "Our biggest problem in production," says Steve Yake, producer/director of Steve Yake Productions, "is to make a penny look like a dollar. Production budgets are creeping up and the labels' budgets for video just aren't keeping in step with costs." According to Yake, those costs can range anywhere from \$20,000 to \$50,000 for a full multi-video product for retail as compared with the secular industry's bottom line minimum for video singles being in the ball park of \$50,000.

Still, as is often the case with Christian music, it's the old chicken and egg scenario—a case of what should come first, the video or the venue—as the Christian industry struggles to justify costs with a potential of visibility. Currently there are an estimated 400 outlets for video airplay, but only an estimated 35 are large and consistent enough to be considered viable outlets.

Country music, a noteworthy indicator of the progression of video in a smaller (at that time) industry, paints a different picture of video's importance to the smaller musical genre. Chris Parr, director of video special products for Aristo Video Promotions has promoted both Christian and country music to video shows and formats nationwide. "Country video's greatest strength has been its ability to break new artists which has been crucial for an industry whose radio has had a history of refusing to give airtime to unknowns. Likewise, it was not uncommon to see a single do extremely well and top radio charts but have absolutely no impact on album sales." As an outlet for new artists and a formidable ally of retail sales, country video takes on an even greater importance in what Parr calls "artist identification."

"Country video has had an invaluable impact in personalizing country music like nothing else. Before videos, there was a strong song/listener identification. Now country music is much more artist-oriented with the advent of video." Imaging, an essential tool in the record business, expanded by sheer necessity the two legs of the promotion stool into three—radio,

(Continued on page 5)

Out & About

- **Carman's** *Revival in the Land* has been certified gold by the RIAA...
- **Michael Knott**, Blonde Vinyl exec and lead singer of L.S.U., is recovering from a 110-volt electrical jolt received during a concert in Whittier, CA, apparently due to a combination of non-grounded wires and moisture from a knocked-over cup of water...
- **Reunion Records** is pushing for platinum for **Michael W. Smith's** *Go West Young Man* with the Go West for Christmas marketing campaign. Consumers buying *Go West...*, *i 2 (EYE)*, or *Michael W. Smith Christmas* will receive a free "limited edition/not sold in any store/only while supplies last" 1992 Smitty calendar...
- More retail news: **Frontline Music Group** has an agreement with **Super Club Music Corporation**, a 400-chain outlet that allows for Rick Elias' *Ten Stories* album to be released to all of its Turtles stores at a "no risk disc" guarantee...
- **Sparrow Records** artists have been nominated for 1991 **NARM Indie Best Sellers** awards by the National Association of Recording Merchandisers for: **Tramaine Hawkins**, *Tramaine Hawkins Live*, Best Selling Gospel Album; and for Best Selling Contemporary Christian album: **Steven Curtis Chapman**, *For the Sake of the Call*; and **Michael Card**, *The Way of Wisdom*. Announcement of winners was set for October 5...
- **Lightmusic**, the nationally syndicated contemporary Christian music video show, celebrated its 8th anniversary with a televised party featuring Christian musicians wishing Lightmusic a happy birthday...
- **Gary Driskell** will host the seventh annual **ASCAP Gospel Songwriters' Workshop** November 18 in Nashville...
- **Christian Booksellers Association** is now compiling its 1992 *Suppliers Directory*. If your company would like to be included in this Christian retail reference tool, but has not received submission forms from CBA, call Mike Royal at 719/576-7880...
- **Amy Grant**, **Bob Hartman** of **Petra** and **Andrae Crouch** will join 20 world-class musicians and artists including Julio Iglesias, Carole Bayer Sager, Roy Clark, Lou Rawls, Heart, David Foster, Frank Zappa, and Freddie Fender as celebrity judges for the fourth annual **Billboard Song Contest** presented by Kentucky Fried Chicken. Co-sponsored by 550 radio stations nationwide, the contest is open to songwriters in seven different categories: rock, pop, country, gospel/contemporary Christian, Latin, black/rap, and jazz. Contest deadline is November 30. For more information contact Ned Flanagan or Kathy Cummings at Edelman Public Relations: 312/280-7062...

Due to an early press date, *The CCM Update* Top Albums chart will not appear until the October 21 issue.

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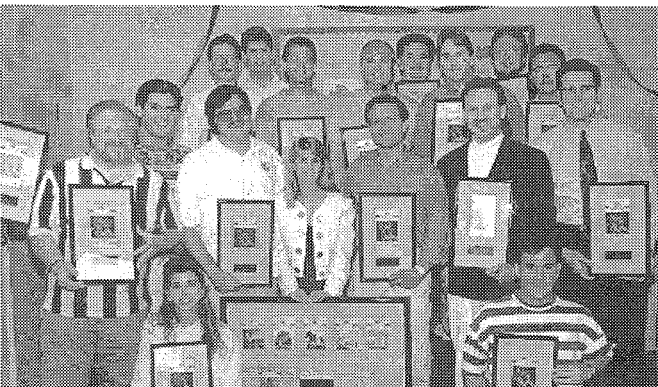
THE CCM UPDATE GALLERY



Songwriter Wayne Kirkpatrick was honored by BMI and Reunion Music Group for his two recent top 5 hits—"Every Heartbeat," recorded by Amy Grant, and "Place in This World," recorded by Michael W. Smith, as well as 10 #1 songs on contemporary Christian radio with such artists as Grant, Smith, Susan Ashton, and Kim Hill. Pictured (l-r): BMI Senior Director Jody Williams; Michael W. Smith; Wayne Kirkpatrick; Amy Grant; Reunion Music Group President Terry Hemmings; and BMI Vice President Joe Moscheo.



Star Song held a listening party for the Imperials, celebrating the release of its 34th big album—Big God. Pictured (l-r): Mike Keil, marketing manager; Dave Will; Pam Morales; Ken Mansfield, producer; Jonathan Hildreth; Armond Morales; Jeff Roberts of Jeff Roberts and Associates; Janet Ivey, radio promotion; and Jeff Moseley, senior vice president.



Hanna Barbera Home Video Senior Vice President and General Manager Wendy Moss (center) and Sparrow Distribution's sales team celebrate sales of more than 500,000 units in the Christian marketplace for Hanna Barbera's The Greatest Adventure: Stories from the Bible series.



Bruce Carroll has completed Sometimes Miracles Hide, produced by Brown Bannister. His album is scheduled for a late October release. Pictured in the studio (l-r): Bill Deaton, engineer; Shane Keister, keyboards; Carroll; Jimmy Lee, bass; Tom Hemby, guitar; Paul Leim, drums; Bannister; and John Mays, director of A&R at Word.



Piece of cake... Bryan Duncan celebrated three #1s from the album Anonymous Confessions of a Lunatic Friend. Pictured (l-r): Ray Ware, manager; Ed Goble, executive director of corporate marketing and retail development; Duncan; and Dan Posthuma, vice president of A&R for Word.



Reunion rap/R&B artist Mike-E was in the house to record his debut video, "Housin'," from his Reunion album, Mike-E & The G-Rap Crew. Pictured (l-r): LaGina Carter, Mike-E, Lisa Jordan, co-director Eric Haymes and producer/director Jim Johnson.

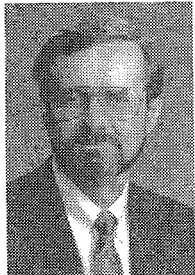
Appointments

—**Joe Fee** to **Spectra Distribution** as general manager and executive vice president. Fee, who was chief financial officer at a **Ligloner Valley Corporation** in Pittsburgh, Penn. will oversee all areas of management and finance for Spectra.



—**John Dodd**, recently with **Reason Magazine**/Los Angeles, CA, to the newly created position of circulation director at **CCM Publications, Inc.**

—Arranger/composer **Mark Blankenship** to director of **Genevox Music Group** succeeding **Fes Robertson**, who has announced his retirement.



—**Kim Holmes**, formerly office administrator to assistant to the executive director of marketing, **Dean Arvidson**, at **Word Music**.

—**Dan Pitts** to **Brock & Associates** as management associate.



Promotions

—**David Guthrie** to the newly created position of executive director of print music at **Word Music**. Guthrie, most recently director of marketing of for print music, will oversee the creative development and marketing of all printed music products, as well as manage the print music staff. In addition, he will



continue to represent **Word** as a clinician and workshop director.

—**Sandra Yukers** to **Celebration Concerts** as executive assistant to director **Jon Robberson**.

Signings

—**Billy Sprague** to a long-term recording and publishing contract at the **Benson Music Group**.

—**Duo Angela and Veronica** to a recording agreement with **The Benson Music Group**.

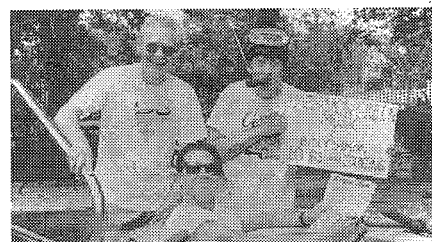
—**Ron Griffin** to a management agreement with **Brock & Associates** management firm. Griffin is back in his



natural habitat, seen here at **Quad Studio** with **Dallas Holm**, working on Holm's new **Benson** release. Seated (l-r): **Dallas Holm** and **Ron Griffin**. Standing (l-r): musicians **Mike Radowsky**, **Phil Madeira**, **Roscoe Meek**, and **David Hall**.

—**Matthew Ward** to a recording agreement with **Benson Music Group**.

—**Billy Simon** (center) enters his eleventh year with **Meadowgreen/River Oaks Music** by signing an exclusive agreement. Seen with Simon at the signing scene are



(left) **Meadowgreen** partner and Creative Director **Randy Cox** with (right) Creative Manager **Dan Keen**.

Employment Opportunities

—**Benson Music Group** is seeking qualified candidates to fill the position of **Director of Artists and Repertoire**. Qualifications include a B.A. in Music business with a minimum of five years experience in recorded product

development, artist relationships, budget management and contract negotiation. Interested candidates should send resume and salary history to: **Zondervan, Human Resources Department**, 1415 Lake Drive, S.E., Grand Rapids, MI 49506.

—Expanding Christian company seeks a full charge, experienced bookkeeper. Please send resume, salary history and references to **ForeFront Communications** P.O. Box 680128, Franklin, TN 37068-0128.

New Addresses

—**Stephen Yake Productions, Inc.**: 5555 East 71st Street, Suite 6110, Tulsa, OK 74136. 918/488-0071. Fax: 918/488-0073.

—**Focus on the Family**: 420 North Cascade Avenue, Colorado Springs, CO 80903. 719/531-3400.

—**RPS Communications**: 3 Bittersweet Ct., Centerport, NY 11721-1765. 516/754-3300. Fax: 516/754-3300.

Service Request

—The **Ross Ragland Theatre** of **Klamath Falls, OR** is interested in starting a Christian concert series. Please forward artist and tour information to **Rebecca Sarlo**, **Ross Ragland Theatre**, 731 Main Street, Klamath Falls, OR 97601. 503/884-0651.

Marriages

—**Benson** recording artist **Michele Wagner** to **Greg Jacobsen**, September 7.



—**Noel Arthurton** of the **Dynamic Twins** to **Arleae Chandler**, September 14.

—**Mike Buckner** of **X-Sinner** to **Brenda Castro**, September 14.

Births

—To **Karl Ney** of **Guardian** and his wife **Sandra**, a boy, **Hunter Bennett**, September 23.

—To **Paul W. Smith**, vice president of **Charles Dorris & Associates**, and wife **Vicki**, a girl, **Katherine Taylor**, September 13.

Send all announcements, news and photos to **Kathleen A. Ervin**, *The CCM Update*, 1913 21st Avenue South, Nashville, TN 37212. All releases should be received one week before issue date for editorial consideration.

Video Report*(Continued from page 2)*

retail and video. With a combined estimated potential viewership of over 68 million people, TNN and CMT have changed the way people are listening, buying and responding to country music and in turn has played a crucial role in country music's healthy and growing position in the music industry.

Slowly but surely the Christian industry has been making inroads with video. 1991 saw the emergence of new and innovative products: Petra/*Beyond Belief*; Sparrow/*Front Row Videos*; Carman/*Revival in the Land*; DC TALK/*Rap Rock 'N Soul*; and metal compilations from both Frontline Music Group and Star Song. However, instead of reaching out, the industry is stepping back to the security of video created for retail consumption.

Dan Lynch, director of record marketing for the Benson Music Group, has seen more than any label the retail possibilities with Carman's platinum *Revival in the Land*. "We move a lot of video product and see potential for both retail and airplay. We find that retail is hungry for this sort of thing and Benson has made a commitment to provide them with the best video we can supply." Carman, long a supporter of the video format, is currently working on the follow-up to *Revival...* with reportedly the largest budget ever spent on a Christian video project. He has also completed work with producer Steve Yake on a video venture, *Time 2*—three half-hour video topical pieces—featuring Carman as host—which is being pitched to The Family Channel network.

Glenn Williams, senior buyer for Zondervan's Family Bookstores chain, whose new and remodeled stores now include a standard bank of video monitors for in-store viewing, bemoans the lack of video to satisfy consumer demands. "Our mindset is entirely customer-driven," Williams' comment to the industry: "Feed us video! We're beginning to see more product, but not enough to satisfy our needs." Hearn has a different view. "An artist needs, a quarter of a million selling base on albums to move a lot of videos retail. When you look at the reality of selling 25,000 to 50,000 units like they quote on Carman, and if Carman sells 500,000 records and 50,000 videos he's only selling to 10% of his recording buying audience. It shows that the market isn't that big for music videos—yet."

Barry Landis, director of marketing for Warner Alliance, whose company has had strong single video success with Take 6 and The Winans, still acknowledges the challenge of both finding and reaching your target market "We're the only industry who knows where our people are every Sunday morning. Those 300,000 churches are an incredible network. But there's work to be done in defining and reaching that and other markets. With all our information and research in music we still don't know who watches Christian video—young people, old people, yuppies. Who are they?"

Yake, however, feels that a better understanding between retailers and video rentals would help increase sales. "There needs to be some way of increasing a product's selling life before it goes to the rental rank. It's simple—the more product we can sell, the more we can produce in the future."

And producing they are, despite the industry's caution in video. Production is up across the board with a boatload of projected new projects. Word will produce a new series, *Backstage Pass*, featuring candid looks at some of Word's ol' reliables, Sandi Patti, Petra, and Wayne Watson, while looking at

additional single work for artists such as Kenny Marks. Sparrow will be looking at video singles for Margaret Becker and Susan Ashton and multiple full length pieces—both live footage and staged—for Steven Curtis Chapman. After his successful 1991 tour featuring a chamber orchestra, Michael Card will have a full-length concert version of the same. BeBe & CeCe Winans will be have a 30-minute video featuring their European tour in early 1992. Reunion Records' wish list includes clips on Mike-E, Kim Hill, and Michael W. Smith. Star Song is working on *Rap on the Streets*, a rap music compilation product featuring Stephen Wiley and Michael Peace. Warner Alliance is looking for video singles to support the growth of newly signed artists Marilyn McCoo and Michael English.

Production of video in the marketplace is at an all-time high and may be a sign of cautious support in what the Christian industry hopes will solve its venue and visibility constraints—



the formation of not one but two major video formats—C-STAR-1 and the much awaited Z-TV. Cautious is the key word here, after the unrealized hopes of VH-1's Sunday morning gospel show. Although a VH-1 spokesperson was unavailable for comment, latest unconfirmed reports state that the show, now planned as a special, is on indefinite hold, due in part to a lack of usable videos. VH-1 does, however, have plans for four specials with a possible total of eight, featuring a yet-unchosen guest host. No show date, real or projected, was available.

C STAR-1, the combined efforts of president Brian Christie and the *700 Club*'s long time co-host Ben Kinchlow, will be offering a nightly two-hour package of music—split into rock and adult contemporary/pop—to satellite stations across the country. With over 20 stations signed on, Christie is optimistic about a start date late in the fourth quarter of 1991.

Z-TV, on the other hand, will be a 24-hour all-Christian music format featuring concert footage, interview clips, and video singles. Styled after hit video stations like MTV, VH-1, it will be a youth-oriented format. Z-TV will also be debuting the Z-STORE, an evening Christian version of the Home Shopping Club, selling everything from sneakers to records. The Z-STORE is an ambitious attempt, as president David McQuaid states, to generate funds and "not be held hostage by the ad community. We have developed a revenue stream that is not contingent on advertisers." This stream includes investors who believe in Quaid's goal of "moral high-ground programming." While many industry people have their vision set on obtaining a piece of the mainstream pie, Z-TV will go after the church market audience.

Although Z-TV's library of available video product is small—2,000 total—in comparison to the 2,000 received *per year* by MTV (according to figures by the mainstream video's leading publication, CVC), McQuaid is undaunted. "We have been overwhelmed by the support given to us by the [Christian] industry. We feel the time is right and potential unlimited for this type of important music. We are ready to go on-air with the product we have."

(Continued on page 8)

THE CCM UPDATE RETAIL REVIEWS

Albums

Picks

Carman, *Addicted to Jesus* (Benson)



Like a modern prophet, Carman continues his commitment to uncompromised, scripture-based songs, often laced with generous doses of humor. Carman's latest includes several of his patented parables, done in styles ranging from highly dramatic to devotional to '50s-gospel harmony to hip-hop and almost hard rock! Although at times the star-studded guest cast (DC TALK, Commissioned, Petra) threatens to overwhelm him, it's Carman's inimitable Italian attitude and love for Jesus that make this album shine. Sure to be a best-seller for the holidays and beyond.

Twila Paris, *Sanctuary* (Star Song)



Twila seems to have found a direct conduit to God's heart on this album. Producer Richard Souther's acoustic-oriented arrangements, which feature delicate strings and occasional Celtic/ethnic touches, place the focus on Twila's modern psalms of praise, which are designed to lead one into an intimate time of fellowship with the Lord. A lovely record, sure to be a favorite of radio and retail.

Charlie Peacock, *Love Life* (Sparrow)

This is an adult record, written for an adult audience. That's not to say a younger crowd won't enjoy it, only that married folks with kids and shifting priorities will more quickly relate to Peacock's struggle to place his family, his career and his faith in proper balance. Charlie has combined his best Motown/Philly rhythmic instincts with an occasional twinge of jazz and some hard gospel roots; vocally, he's at his peak, and "Another Woman in Tears" may be the best song he's written to date. An exceptional album.

Noteworthy

Michael English, *Michael English* (Warner Alliance)

English is best known as a member of the Gaither Vocal Band, but it may be difficult for him to resist pursuing a full-time solo career if this debut is as well-received as anticipated. English's voice is similar in pitch and timbre to that of Russ Taff. Lyrically, the focus of this adult pop effort is on reminding believers of the deliverance and security found in Christ. Already charting high on radio, this seems to be a sure hit.

Sheila Walsh, *For a Time Like This* (Star Song)

You can't ask for better promotion than being seen weekly by 20 million viewers on the "700 Club" and her own "Heart to Heart." *For a Time...* not only displays Walsh's heart-felt, vocals, but her intimate, engaging songwriting style as well. Producers Paul Mills and Jerry McPherson have combined the Celtic influences of Walsh's Scottish childhood with contemporary pop production techniques to create an album sure to please a broad audience.

Also Received

Area Code, *One Big World* (Myrrh)

This young vocal quartet integrates elements of pop, R&B, rap and hip-hop; you might call it "pop-hop." The album was arranged and

produced by Myrrh's boy wonder, Eric Champion, who penned all but one of the songs. The lyrics are aimed at admonishing and encouraging young believers. A solid effort that should attract fans of Recess, Bash.

Billy Batstone, *A Little Broken Bread* (Maranatha! Music)

Best known as a producer and songwriter, Batstone makes his solo debut on this Mark Heard-produced effort, which will remind many of recent Heard and Randy Stonehill projects. Billy writes intimate, scripture-based material, and frames it with acoustic guitar and light rhythmic backing. Appeal is mostly at college level, especially to Michael Card, Rich Mullins fans.

Christ Church Choir, *Hand in Hand* (Star Song)

This dynamic group has already garnered rave reviews for its work with Carman, Dolly Parton, and The Judds, among others. Where the focus on its Christmas album is frequently on solo voices, this outing finds the choir's commanding presence much more in evidence. Hooky pop/R&B and adult contemporary tracks support these exclamations of praise and worship. This album should impress many not predisposed to listen to this style of music.

Linda Elias, *The Meaning of Love* (Wonderland)

Linda's solo debut is a nicely-crafted collection of pop songs, in a Wilson Phillips and Bangles

vein. Rick's wife is a terrific singer and equally adept at playing keyboards and composing. Elias' songs reveal the depth of her feelings for her family and her Lord. Fans of Margaret Becker and Kim Hill, as well as more alternative-minded folk, should enjoy this.

Halo, *Heaven Calling* (Pakadern)

The band's sophomore effort finds it sticking with the tight, crunchy pop/rock sound which first gained it recognition. The familiar Elefante production punch rules—thundering drums, layered vocals and catchy guitar lines. No disappointments, but no challenges either. Rock radio should soon be blasting these tunes, and fans of Petra and D&K will surely eat this up.

IDOL King, *Explosion 2000* (BAI)

DJ cut no slack, Lord Byron and C.O. were introduced to rap fans on "Can't Hold Back," from Freedom of Soul's debut disc. That cut is reprised here, along with 17 other hard-as-nails tracks, and the lyrics are as direct and challenging as the beats. This is the best rap album to date on BAI, and one of the tops in Christendom.

Lust Control, *Fun Fun Feeling* (Blonde Vinyl)

Blonde Vinyl gives wider distribution to a compilation drawn from two of the most notorious underground tapes ever released, *This is a Condom Nation* and *Dancing Naked*. Take your choice of controversial tracks, from "Big Bang" to "What About Your Wife?," why, there's even the 11-second epithet to our boss, "John Styll." As a bonus, there's two live cuts from the band's 1989 Cornerstone appearance.

Rite Choice, *Make the Right Choice* (Fixit)

The Fixit imprint bows via Star Song distribution with three new R&B titles. Rite Choice is a young quintet with three men and two women, sliding easily between solo and unison vocals. A lack of maturity sometimes creeps into the singing, but producer Michael Brooks mixes a subdued "quiet storm" approach with dance-oriented tracks for a fairly strong debut.

Sacred Warrior, *Obsessions* (Intense)

The band's *Wicked Generation* rode the metal charts for the better part of last year. Unlike its previous record, *Obsessions* is not strictly a concept album, but it often focuses on those distractions and sins which would separate us from fellowship with God. Ray Parra's vocals dominate the crunching attack, sure to please your metal customers.

Philip Sandifer, *The Other Side of Salvation* (Urgent)

Record executive/producer Sandifer puts on his recording artist cap for this acoustic-oriented outing, his first in three years. Songs like "Unto the Least of These" and "Man of Compassion" speak of the artist's involvement with Compassion International; other tracks deal with more personal concerns, all with the bible-based perspective of a mature believer at the production helm.

Product reviews are intended to provide retailers with advance information about new releases. "Picks" are albums and videos being released to Christian retail outlets which *The CCM Update* predicts will make a significant impact in retail sales and reach the top ten of the "Top Albums" or the top five of the "Video Sales" charts. "Noteworthy" are products expected to reach the top 50 of the albums chart or the video sales chart. Send all product for review, in advance of its retail release date, to: Bruce Brown, 6829 Cottingham Lane, Centreville, VA 22020. All product should be received two weeks before issue date for editorial consideration.

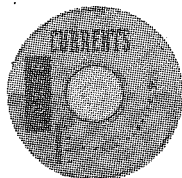
THE CCM UPDATE

AIRPLAY REVIEWS

Adult Contemporary

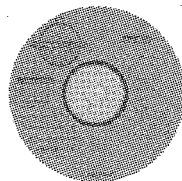
Picks

Margaret Becker, "Never Be An Angel" (Sparrow)



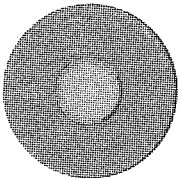
After an awkward instrumental start, Becker sets off on another intimate "Me & God" ballad. Her prayer-like cries are heartfelt, wrapped in delicate, dreamy bgv's and a strong arrangement.

Al Denson, "No Love Lost" (Benson)



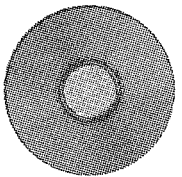
Denson is joined by labelmate Michele Wagner in this contrite prayer. Denson whose music is often driven by strong emotion content contributes another heart-tugging ballad. A vocal chameleon of sorts Denson, this time settles for a sound somewhere around Steve Camp.

Rich Mullins, "Where You Are" (Reunion)



Mullins' follow-up to the #1 "Boy Like Me/Man Like You" is a perky mixture of images, stories and great melody line. Mullins always seems ready to explore different sounds, textures and subjects in music. This time it's an African flavor and enough different instruments to keep you guessing. "Where Are You" is as eclectic a mix of music as is this multi-faceted artist.

Wayne Watson, "Just Never Say It Enough" (DaySpring)



This is Watson's fifth and final single from the blockbuster *Home Free*. "Just Never Say It Enough" is a smoky, jazzy ballad arranged around Mark Douthis' saxophone a la Kenny G. Watson never sounded so relaxed and comfortable in this simple love song. Sure to be a multi-format favorite.

Noteworthy

The Archers, "Run to You" (Reunion)

For their third single, The Archers opt for a more upbeat, contemporary approach. Signature of strong bgv vocals and lush arrangement for this modern hymn.

Ron David Moore, "Come be a Soldier" (Warner Alliance)

Moore's lukewarm reception by radio may heat up a bit with this light pop/call to action anthem. Hot guitar and Moore's confident vocals help you overlook the lackluster, cliched lyrics that ooze religiosity.

NewSong, "Only the Hands" (DaySpring)

NewSong has realized significant radio success from the popular "Living Proof." "Only the Hands," a music parable, is a piano-infused ballad sung by Billy Goodwin. Not as contemporary pop-driven as recent singles, "Only the Hands" will have additional life on inspirational radio.

Mark Pogue and Fortress, "Love Is Just a Prayer" (Pakadern)

Newcomer Pogue, having realized quick-earned success and respect to rock radio, proves equally capable with this likable pop ballad. Pulsing keys, perfectly placed bgv's and capped by the signature production skills of the Elefante brothers distinguish this to AC format. CHR is sure to appreciate also.

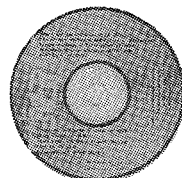
Michele Wagner, "Only One Love" (Benson)

Sax and pop rhythms run throughout this uncharacteristically upbeat single. This continues in the Wagner vein of nurturing, encouraging ballads.

Contemporary Hits

Pick

Rick Cua, "Keeper of My Soul" (Reunion)



This guy's full of surprises. Sounding more like a crooner than a rocker, Cua is certain to expand his listener base and appeal to radio—AC in particular—with this heartwarming encourager. A bright piano intro mixes into a ballad that pushes Cua's vocals way out front. Backed by '70ish bgv's and keyboard-laden sound.

Noteworthy

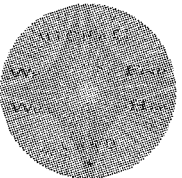
Fighter, "Radio Man" (Wonderland)

Fighter, and in particular the smooth, melodic vocals of Amy Wolter, have been quickly embraced by both CHR and rock radio. "Radio Man" is a pretty power ballad that sings about loneliness. Any discouraged radio personnel are hereby advised to listen to this song for a healthy dose of encouragement and reminder of what radio's ultimate purpose is.

Inspirational

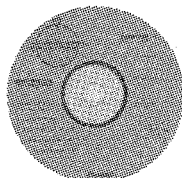
Picks

Michael Card, "We Will Find Him" (Sparrow)



Hold the mistletoe and eggnog, the first single from the Christmas project, *The Promise* has Card sounding more like country cohorts Bruce Carroll or Buddy Greene than anything resembling "Jingle Bells." The guitar/piano laden sound is capped by an uncouthly contemporary-sounding Card.

Larnelle Harris, "Everything You Are" (Benson)

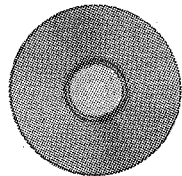


Harris has a sublime sense of phrasing and styling making his third single from *Larnelle Live—Psalm, Hymns, and Spiritual Songs*, an emotional and spiritual delight. This modern hymn's simple arrangement—keyboard and a few strings—allows Harris' vocal instrument to shine.

Rock

Pick

David Mullen, "Faded Blues" (Myrrh)



Christian radio will be receiving this single directly from Warner Brothers, which has plans to service this single to AOR mainstream stations. Mullen grows into the gritty vocals on the title cut off his album. Crunchy guitars and organ add flavor for this bluesy rocker.

Noteworthy

Halo, "Heaven's Calling" (Pakadern)

Halo returns to radio with its first single—the title cut from its second album. John Elefante's keyboard skills are heard throughout this standard arena rocker. A standout on this track is the rich bgv's against Scott Springer's sandpaper vocals. Produced by John and Dino.

Reviews of promotional singles and video clips are intended to provide programmers with information about potential new material for airplay. "Picks" are songs and video clips which *The CCM Update* predicts will receive airplay significant enough to its format to reach the top five of that format's airplay chart. "Noteworthy" are songs/clips expected to reach the top 20 of the radio airplay charts or the video airplay chart. Send radio singles/video clips for review to: Kathleen A. Ervin, *The CCM Update*, 1913 21st Avenue South, Nashville, TN 37212. All product should be received one week before issue date for editorial consideration.

THE CCM UPDATE RADIO ACTIVITY

NCRS Lines up 1992 Agenda

NASHVILLE, Tenn.—The Steering Committee of the National Christian Radio Seminar has announced the final agenda for the 1992 convention to be held concurrent with Gospel Music Week—April 5-9.

Featured speakers include Chris Lytle, Stan Forrer, and Art Miller. Various topical sessions will include "Radio 2000"; "Working With A Board"; "Employee Development & Relations"; "Programming Trends"; "The Program Director as Manager"; "Recruiting/Compensating Sales Professionals"; and "Radio & Retail," a complete listing of seminar titles and speakers is forthcoming in the *NCRS Report*.

For more information regarding registration for the 1992 NCRS, contact the Gospel Music Association: Box 23301, Nashville, TN 37202. 615/242-0303

Radio News

FORT MYERS, Fla.—WSOR wrapped up a "Stick N' Win" bumper sticker promotion. Three grand prize winners received a family weekend get-away on the Gulf of Mexico.

LOUISVILLE, Ky.—WJIE stepped into fall with its "Passport to Fun" weekend giveaway. The grand prize winner selected a weekend adventure of their choice in Seattle, San Diego, Washington, D.C. or Tampa, which included airfare, hotel, transfers, and \$250 in spending money. The **Wellspring Christian Book Center** in Louisville was awarded an identical ticket, having registered the most people during the three-week promotion blitz.

PITTSBURGH, Penn.—Over 2,500 attended WPIT's eight annual "Family Day" at Kennywood Park on Labor Day featuring a concert by **David Meece**, who was joined by local artist **Tammy and The Lightmusic Band** with Lightmusic host, **Tom Green**.

JACKSON, Wisc.—WYLO and 3,776 enthusiastic concert goers welcomed **Sandi Patti** and **Steven Curtis Chapman** to the Wisconsin State Fair.

Appointments

—**Maria Wallis** to **WBGL/Champaign, IL** to evening personality... **Doug Hannah** as music director and P.M. drive personality.

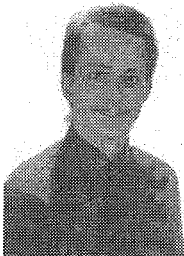
—Staff announcer **Laurie Lynn** of **WHII/Ocala, FL** has been named public affairs director.

—**Ed Lenane** to **WNIV/Atlanta, GA** as program director.

Promotions

—**Frank Reed**, recent program director and operations manager of **WWDJ/New York** to afternoon drive at **KLTY/Dallas, TX** as afternoon drive host.

—**Jerry Williams** to program director at **WLIX/BayShore, NY**. Williams joined **WLIX** as morning drive announcer in March 1988 and was named assistant program director in April 1989. Williams will continue as host of the "Jerry Williams Morning Show."



—**Lee Everding**, chairman and CEO of **The Communicom Corp. of America** has assumed chief operating officer responsibilities replacing **John Mueller**. Communicom is owner of **WWDJ/New York**; **WZZD/Philadelphia**, and **KSLR/San Antonio**.

—**Kevin Wallace** to program director at **WHII** and moves from evenings to morning drive. Wallace will continue as music director.

—**Albert Kim** to program director at **WLVX/Bloomfield**. Former assistant PD and morning drive, Kim will move into the midday shift... **Mark Rogers** moves from P.M. drive to morning drive and **Dave Lyons** moves from middays to P.M. drive.

—**Steve Young** to station manager at **WBGL/Champaign, IL** replacing **Jay Greener**. Young will continue to serve as PD.

Signing

—**Lori Campbell** to **Brainstorm Artist International** for radio promotions.

Employment Opportunities

—**WWDJ/New York** is seeking a PD/air personality. Five years programming experience mandatory. No calls please. T&R **BBCM/DJ 6500 River Chase Circle, East, Atlanta, GA 30328** EOE

—Producer/director needed for non inspirational in Denver. Some on-air work involved. T&R: **Kevin SSKattum, KWBI, 16075 W. Bellevue Avenue, Morrison, CO 80465**. EOE.

—Non com, inspirational station in northeast Pennsylvania has opening for capable person to handle announcing/production duties. Resume to: **Burl F. Updyke, WGRN, RR#, Hunlock Creek, PA 18621**. EOE.

Service Request

—Back to the Rock moves from **WHLD/ Buffalo** to **WWKB/ Buffalo** with 50,000 watts covering 13 states. Two hour/ Saturday night show seeks service: **Dan Pace, Square One, 2005 Niagara Falls Blvd., Buffalo, NY**. Independent product welcome.

Video Report

(Continued from page 5)

As 1991 will be remembered as the year of the Christian music crossover, 1992 may very well be remembered as the breakout year for Christian video. Although industry executives are not unanimous in their support of another video program vying for air time and their ad dollars, the attitude still is encouraging. Brock, a self-appointed cheerleader for Z-TV, is ready and waiting with his artists in the wings. "I believe in Z-TV and its management. Eighteen months from now we are going to have an entirely different view of Christian video. I believe in getting ready now, because we may not have a second opportunity."

Green agrees on the future of videos, but brings it down to basics and the power of the consumer. "I think that the future of Christian video is as bright as Christian music. But an artist will succeed or fail by sheer talent. It's not going to be the message. First, you're grabbed by talent and once you convince them you're worthy of their interest, they listen to what you've got to say."

—Kathleen A. Ervin

Send all radio-related announcements, news and photos to Kathleen A. Ervin, *The CCM Update*, 1913 21st Avenue South, Nashville, TN 37212. All releases should be received one week before issue date for editorial consideration.

THE CCM UPDATE CONTEMPORARY HITS

WOLW	TW	TITLE	PTS.	%ON
6	1	• 1 FOR YOU Michael W. Smith/Reunion * Michael W. Smith, Wayne Kirkpatrick, William Owsley III (O'Ryan-ASCAP; Emily Boothe/Coupe De Ville-BMI)	90.47	95.00
8	2	2 ONE HEART Newsboys/Star Song * Newsboys (Ariose-ASCAP)	70.95	75.00
4	7	• 3 BUSY MAN Steven Curtis Chapman/Sparrow * Steven Curtis Chapman (Sparrow Song/Careers/Greg Nelson-BMI)	67.93	75.00
4	8	• 4 BENEDICTION Susan Ashton/Sparrow * Wayne Kirkpatrick, Billy Simon (Emily Boothe/Riveroaks/Locally Owned-BMI)	67.46	75.00
2	14	• 5 SOLID AS THE ROCK Michael English/Warner Alliance * Larry Bryant, Geoff Thurman (Meadowgreen-ASCAP; Stonebrook-SESAC)	59.21	70.00
2	15	• 6 ANY DAY, ANY MINUTE NOW Margaret Bell/Warner Alliance * Robert Sterling, Joe Hogue (Word- ASCAP; Careers/BMG-BMI)	56.64	75.00
6	6	7 COLOUR BLIND Cindy Cruse/Frontline * Cindy Cruse, Tim Miner (Carlotta/Love Jones/ My Other Publishing Co.-BMI)	51.90	60.00
—	—	• 8 I'LL TAKE YOU THERE BeBe & CeCe Winans/Sparrow * Alvertis Isbell (Irving-BMI)	49.19	75.00
2	28	• 9 BRIDE OF RESTORATION Mark Pogue & Fortress/Pakadern * Mark Pogue (Word-ASCAP; DaySpring-BMI)	48.87	60.00
10	4	10 THIN BUT STRONG CORD Jimmy A/Sparrow * Jimmy Abegg, Vince Ebo, Charlie Peacock (Riverstone/Thrill-ASCAP; Sparrow Song/Andi Beat Goes On-BMI)	45.85	55.00
2	16	• 11 NEVER GONNA GIVE UP ON YOU Julie Miller/Myrrh * Julie Miller (BMG/Verdugo/Word-ASCAP)	40.61	60.00
2	25	• 12 PERFECT THING Katina Boyz/Arcade * Samuel Katina, Joseph Katina, John Katina, James Katina, Jesse Katina, Roby Duke (Maranatha/Dunamis-ASCAP)	37.61	50.00
10	3	13 BEYOND BELIEF Petra/DaySpring * Bob Hartman (Petsyong-SESAC)	37.61	50.00
2	30	• 14 FAMILY REUNION DeGarmo & Key/Benson * Eddie DeGarmo, Dana Key (DKB-ASCAP)	37.60	50.00
2	23	• 15 LAY IT DOWN White Heart/Star Song * Mark Gersmehl, Billy Smiley (Brit-N-Brenn/ Word-ASCAP)	34.57	55.00
4	12	16 UNDIVIDED HEART Twila Paris/Star Song * Twila Paris (Ariose/Mountain Spring-ASCAP)	31.59	30.00
10	11	17 WISHES Out of the Grey/Sparrow * Christine Dente, Scott Dente, Charlie Peacock (Sparrow Song/Andi Beat Goes On-BMI)	31.57	45.00
—	—	• 18 DESTINED TO WIN E.T.W./Yo! ForeFront * Blroy Forbes, Mike Hill, Eddie DeGarmo, Dana Key (DKB-ASCAP; Up In The Mix-BMI)	28.09	40.00
10	5	19 WATER INTO WINE David Mullen/Myrrh * David Mullen, Greg Sutton (Word-ASCAP; Irving/Doolittle-BMI)	27.27	40.00
4	17	20 STAND BY ME Mansfield/Turner/Ocean * J. Lieber, M. Stoller (Trio/ADI Entertainment/Unichappell-ASCAP)	26.83	30.00
12	13	21 MYSTERIOUS WAYS Kim Hill/Reunion * Wayne Kirkpatrick (Emily Boothe-ASCAP)	26.81	40.00
—	—	• 22 HOPE SET HIGH Amy Grant/Myrrh * Amy Grant (Age to Age-ASCAP)	26.80	40.00
2	27	• 23 MESSAGE OF LOVE Rick Cua/Reunion * Jerry Lynn Williams (Red Brazos/Urge/Careers- BMI)	26.33	45.00
12	22	24 FAITHFUL FOREVER Michael Omatian/Myrrh * Michael Omatian, Michael Anderson (WB- ASCAP; Careers-BMG-BMI)	25.55	30.00
—	—	• 25 TALK ABOUT LOVE Margaret Becker/Sparrow * Margaret Becker, Charlie Peacock (Sparrow Song/Andi Beat Goes On-BMI; His Eye-SESAC)	23.77	40.00
—	—	• 26 FOLLOW ME Steve Camp/Sparrow * Steve Camp (Birdwing-ASCAP)	23.77	40.00
—	—	• 27 DO YOU HAVE A PROBLEM WITH THAT? Chuckie P./Arcade * Chuckie P. (Maranatha-ASCAP)	20.31	30.00
12	9	28 DON'T LET ME GO Nicole/Frontline * David Ebensberger, Nicole Bruce (Carlotta/ Regrebe/Nebe/Love Jones-BMI)	20.31	30.00
—	—	• 29 HOME INSIDE OF ME Wes King/Reunion * Wes King, Gary Chapman (Locally Owned-BMI)	19.01	40.00
—	—	• 30 THE GREATEST GIFT OF ALL Glen Campbell/New Haven * T. J. Kuenster (Seventh Son/Michaela- ASCAP)	18.57	20.00

MOST ADDS:

1. I'LL TAKE YOU THERE, BeBe & CeCe Winans (8)
2. HOPE SET HIGH, Amy Grant (7)
3. FOLLOW ME, Steve Camp (7)
4. TALK ABOUT LOVE, Margaret Becker (5)
5. HOME INSIDE OF ME, Wes King (5)

Reporting Stations: KCFA, KGMS, KJIA, KLIQ, KLRD, KLYT, KOKF, KRDS, KVTY, KZZD, WAEC, WAYJ, WBRG, WCLQ, WGFT, WGSJ, WJTL, WLAB, WNOW, WRDZ, WYDE.

Reporting Power Station: KYMS.

The following stations did not report and their charts were frozen: KJIA, WGSJ.

The CCM airplay charts are compiled from reports submitted by selected Christian radio stations in the U.S. The "Contemporary Hits," "Inspirational," and "Adult Contemporary" charts are based on song rotation patterns as reported by programmers. The "Rock" and "Metal" charts are based on chart listings and playlists submitted by stations, shows and syndicated programs.

"Points" represents the percentage of total possible points a song has received. ("Heavy" rotation or #1 position on every reporting station would result in 100 points.) "Bullet" represents upward momentum with gain in total points over previous period. "Percent On" represents the percentage of reporting stations which have the song in current rotation or on top 20 chart.

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THE CCM UPDATE ROCK

WOLW	TW	TITLE	PTS.	%ON
4 9	• 1	I WOULDN'T NEED YOU (LIKE I DO) Rick Elias/Frontline * Rick Elias (Carlotta/Shiggaion-BMI)	65.56	85.19
6 4	• 2	WHO DO I BELIEVE Mark Pogue and Fortress/Pakaderm * Mark Pogue, John Elefante (Word-ASCAP; DaySpring-BMI)	61.02	74.07
6 5	• 3	BELIEVE Stryper/Hollywood * Michael Sweet (Sweet Family-BMI)	58.52	66.67
10 3	4	GETCH YA X-Sinner/Pakaderm * Greg Bishop, Rex Scott, Mike Buckner (Word/Heard-ASCAP)	56.39	66.67
14 1	5	NO SECOND CHANCES Whitcross/Star Song * Rex Carroll, Scott Wenzel (Girder-BMI)	54.91	59.26
6 7	• 6	DRAGGIN' THE CHAINS Mad at the World/Alarma * Roger Rose, Brent Gordon (Broken-ASCAP)	53.61	70.37
6 6	• 7	KALHOUN da/Brainstorm * Terry Taylor, Tim Chandler, Greg Flesch (Twitcheen Vibes-ASCAP; Brainstorm-BMI)	52.69	59.26
6 11	• 8	ROUND AND ROUND Kim Hill/Reunion * Kim Hill, Wayne Kirkpatrick (Edward Grant-ASCAP; Emily Boothe-BMI)	50.46	59.26
4 18	• 9	HERE I AM AGAIN Siloam/Image 7 * Brian Lutes (Siloam-ASCAP)	49.54	70.37
12 2	10	MAN IN BLACK One Bad Pig w/Johnny Cash/Myrrh * John R. Cash (Song of Cash-ASCAP)	48.24	55.56
6 12	• 11	NAILED DOWN White Heart/Star Song * Billy Smiley, Brian Wooten, Mark Gersmehl, Dale Oliver (Ariose/Brit-N-Brenn/Word-ASCAP; Shepherd's Fold-BMI)	45.09	59.26
2 23	• 12	SEND A MESSAGE Guardian/Pakaderm * T. Palacios, D. Bach, J. Rowe, J. Elefante (Uncle Pitts/DaySpring-BMI)	42.78	55.56
8 15	• 13	KINGDOM MAN Newsboys/Star Song * Newsboys (Ariose-ASCAP; Shepherd's Fold-BMI)	41.85	59.26
4 17	• 14	MESSAGE OF LOVE Rick Cua/Reunion * Jerry Lynn Williams (Red Brazos/Urge/Careers-BMI)	40.09	55.56
6 16	• 15	TOUCH OF LOVE Jimmy A/Sparrow * Jimmy Abegg, Steve Griffith (Riverstone/Steven Michael Griffith-ASCAP)	39.63	51.85
8 13	16	BEYOND BELIEF Petra/DaySpring * Bob Hartman (Petsong-SESAC)	38.43	51.85
6 20	• 17	THE KILLING the violet burning/New Breed * Michael J. Pritzl (Mercy-ASCAP)	33.89	44.44
10 8	18	DO WE JUST SURRENDER Novella/Star Song * Jonathan Pagano, Steve Paul (Ariose/Strange Feeling Tunes-ASCAP)	33.61	40.74
— —	• 19	TAKEN DOWN BELOW Mastodon/Pakaderm * John Elefante, Dino Elefante (Benefante-BMI)	32.31	48.15
16 14	20	ULTIMATE RULER DeGarmo & Key/Benson * Eddie DeGarmo, Dana Key (DKB-ASCAP)	30.83	37.04
14 10	21	WHEN IT ALL COMES DOWN Mastodon/Pakaderm * John Elefante, Dino Elefante (Benefante-BMI)	30.28	37.04
— —	• 22	LOVESPEAK REZ/Ocean * Roy Montroy, REZ, Dave Canfield (Grrr-ASCAP)	30.00	40.74
2 25	• 23	ANYTIME AT ALL Brighton/Pakaderm * Lennon, McCartney (MacIen-ASCAP)	30.00	37.04
— —	• 24	COVER ME Angelica/Intense * Dennis Cameron (Broken-ASCAP)	29.72	44.44
8 19	25	WATER INTO WINE David Mullen/Myrrh * David Mullen, Greg Sutton (Word-ASCAP; Irving/Doolittle-BMI)	29.26	37.04

Reporting stations & shows: KCFA (Altar Rock), KCLC (Crossroads), KLIQ, KLTT, KMOD-A (Morning Sonlight), KMOD-B (Sonlight), KOKF (Power Rock), KYTT, KZZD (Z-Jam), Reality Rock, WAYJ (The Way), WBJB (His Song), WBRG, WCIE (Living Water), WCIL (Jesus Solid Rock), WCLQ (89-Q), WCVO, WCWP, WGSJ (Power Supply), WHLO, WJIS (LightForce), WKLO (Wakeup Call), WMIE (Rock Solid), WNNN (Star Rock), WPIT (Saturday Night Light), WTSJ (Honest to God Rock), WVBC, WVEV, WXTQ (Sunday Offering).

The following shows did not report and their playlists were frozen: WCIL, WGSJ.

THE CCM UPDATE INSPIRATIONAL

WOLW	TW	TITLE	PTS.	%ON
6 1	• 1	UNEXPECTED FRIENDS Sandi Patti/Word * Greg Nelson, Bob Farrell (Summerdawn/Steadfast-ASCAP; Dayspring/Gentle Ben-BMI)	92.58	96.30
6 2	• 2	THE GREATEST GIFT OF ALL Glen Campbell/New Haven * T. J. Kuenster (Seventh Son/Michaela-ASCAP)	78.40	85.19
4 6	• 3	WE BELIEVE Steve Green/Sparrow * Nathan DiGesare, Dan Scott (Dayspring-BMI)	71.98	81.48
4 8	• 4	SEARCH ME AND KNOW ME Michael Card/Sparrow * Michael Card (Birdwing-ASCAP)	71.97	85.19
8 4	5	TAKE UP YOUR CROSS Ray Boltz/Diadem * Steve Millikan, Jane Johansson, Ray Boltz (Shepherd Boy-ASCAP)	61.23	70.37
6 7	6	LIGHT OF THE WORLD Jim Cole/Impact * Jim Cole, Bruce Carroll (William W. Traylor-ASCAP)	60.23	70.37
8 5	7	I AM THE LIGHT Faithful Heart/Maranathal * Bill Batstone (Maranathal Music-ASCAP)	58.88	66.67
2 15	• 8	OVER THE HORIZON 4 Him/Benson * Mark Harris, Don Koch, Dave Clark (First Verse/John T./Paragon/TRC-ASCAP)	57.52	66.67
6 10	• 9	SERVANT OF SERVANTS Glad/Benson * Bob Kauflin (Organon-BMI)	52.82	62.96
6 12	10	BE HOLY Karia Worley/Diadem * Tom Nesbary, Gary Driskell (Bright and Morning/Ariose-ASCAP)	45.41	59.26
2 23	• 11	IF THERE WERE NO TOMORROW Mark Lowry/Word * Mark Gersmehl, Billy Smiley (Word/Birdwing-ASCAP)	43.66	74.07
2 21	• 12	PRISONER OF LOVE Lenny LeBlanc/Maranathal * Lenny LeBlanc (Maranathal/Lensongs-ASCAP)	42.68	66.67
10 9	13	THE ME NOBODY KNOWS Marilyn McCoo/Warner Alliance * Vincent Grimes, Chris Christian (Court and Case/Home Sweet Home-ASCAP)	40.73	48.15
8 11	14	COME BOLDLY TO THE THRONE Gary McSpadden/Morning Gate * Dawn Thomas (McSpadden-BMI)	39.36	51.85
— —	• 15	NOTHING LESS The Imperials/Star Song * L. Abistrom, G. Driskell (Ariose-ASCAP)	38.34	62.96
— —	• 16	HE IS THERE Buddy Greene/Word * Buddy Greene (Rufus/SpiritQuest-ASCAP)	36.28	51.85
12 3	17	WHEN PRAISE DEMANDS A SACRIFICE Larnelle Harris/Benson * Sue C. Smith, Russell Mauldin (John T. Benson-ASCAP)	35.30	44.44
6 16	18	THE STRONG NAME OF JESUS Rick Riso and The Maranathal Singers/Maranathal * Morris Chapman, Claire Cloninger (Maranathal/Word-ASCAP)	33.21	48.15
2 20	• 19	IN YOU Libby Buisson/Chrome * Claire Cloninger, Mark Baldwin, Tommy Greer (Word-ASCAP)	32.30	51.85
— —	• 20	FROM A BROKEN HEART Phillip Sandifer/Urgent * Phillip Sandifer (Two Three Four/Lifesong-BMI)	31.27	66.67
— —	• 21	TO BE A CHILD AGAIN David Baroni/Diadem * David Baroni, Niles Borop (N.B.-ASCAP; Pleasant Hill-BMI)	30.58	51.85
— —	• 22	GO TELL JOHN Keith Lancaster/Word * Greg Sublett (Anthony K.-ASCAP)	30.24	40.74
— —	• 23	THE NEW JERUSALEM One/Word * Greg Nelson, Bob Farrell (Summerdawn/Steadfast-ASCAP; Gentle Ben/DaySpring-BMI)	25.90	37.04
— —	• 24	VOICE IN THE NIGHT Jodi Benson/Sparrow * Steve Fry (Birdwing-ASCAP)	25.87	51.85
10 14	25	MYSTERIOUS WAYS Kim Hill/Reunion * Wayne Kirkpatrick (Emily Boothe-ASCAP)	24.19	33.33

Reporting Stations: KAJN, KCBI, KCCS, KCJH, KCVO, KGNM, KJLY, KLFJ, KLTT, KPBC, KSUD, KWBI, WBGL, WCIC, WEMI, WFRN, WGLY, WGRG, WHYD, WIBI, WJIE, WMBI, WMHK, WOKT, WONU, WRFD, WSOR, WYNN.

THE CCM UPDATE METAL

WO	LW	TW	TITLE	PTS.	%ON
10	2	• 1	TROUBLED TIMES Bride/Pure Metal * Troy Thompson, Dale Thompson (Dawn Treader-SESAC)	75.67	80.00
10	3	2	BROKEN CHROMOSOMES Tourniquet/Intense * Guy Ritter (Broken-ASCAP)	62.33	73.33
8	7	• 3	LIKE A SONG Believer/R.E.X. * K. Bachman, J. Daub, D. Baddorf, W. Robertson (Jambox-ASCAP)	62.00	73.33
6	6	• 4	CAN'T STOP THE ROCK Stryper/Hollywood * Michael Sweet, Robert Sweet, Richard Oderbagen (Sweet Family-BMI)	58.83	66.67
8	4	5	PEER PRESSURE X-Sinner/Pakaderm * Rex Scott, Mike Buckner, Greg Bishop (Word/Heard-ASCAP)	57.17	66.67
6	8	6	MINDBENDER The Crucified/Ocean * Minier, Chaffin, Salomon (435 South-BMI)	51.50	60.00
14	1	7	MAN IN BLACK One Bad Pig w/Johnny Cash/Myrrh * John R. Cash (Song of Cash-ASCAP)	44.67	53.33
8	11	8	BEFORE THE TIME Vengeance Rising/Frontline * Roger Martinez (Broken-ASCAP)	40.17	53.33
4	15	• 9	LET HIM TAKE CONTROL Seraiah/Pure Metal * Seraiah (Ariose-ASCAP)	38.00	46.67
6	10	10	THE PRODIGAL Living Sacrifice/R.E.X. * Living Sacrifice (Jambox-ASCAP)	37.50	46.67
8	9	11	STANDING Xalt/Pure Metal * Jim Erdman, Scott Doerfler (Ariose-ASCAP)	35.00	46.67
4	14	• 12	TASTE THE BLOOD Detritus/Pure Metal * Bright, Neal, Broomhead (Edge-ASCAP)	34.83	53.33
—	—	• 13	STEP ON IT Jet Circus/Wonderland * Gomer, Haw (Big Rage-BMI)	33.33	46.67
2	20	• 14	SEND A MESSAGE Guardian/Pakaderm * T. Palacios, D. Bach, J. Rowe, J. Elefante (Uncle Pitts/DaySpring-BMI)	32.33	40.00
—	—	• 15	LOVESPEAK REZ/Ocean * Roy Montroy, REZ, Dave Canfield (Grrr-ASCAP)	31.83	40.00
6	13	16	HOUSE OF SIN Mad at the World/Alarma * Roger Rose (Broken-ASCAP)	31.83	40.00
14	5	17	NO SECOND CHANCES Whitecross/Star Song * Rex Carroll, Scott Wenzel (Girder-BMI)	30.33	40.00
2	19	• 18	COVER ME Angelica/Intense * Dennis Cameron (Broken-ASCAP)	30.33	33.33
2	18	• 19	HOME SWEET HEAVEN Angelica/Intense * Dennis Cameron (Broken-ASCAP)	29.00	33.33
14	12	20	DO WE JUST SURRENDER Novella/Star Song * Jonathan Pagano, Steve Paul (Ariose/Strange Feeling Tunes-ASCAP)	21.67	26.67

MOST PLAYED ALBUMS:

1. KINETIC FAITH, Bride (Pure Metal)
2. I SCREAM SUNDAY, One Bad Pig (Myrrh)
3. PSYCHO SURGERY, Tourniquet (Intense)
4. FIRE AND LOVE, Guardian (Pakaderm)
5. IN THE KINGDOM, Whitecross (Star Song)

Reporting stations: KCFA (Rock of Faith), KCLC, KOKF, KTCU, KWJC, KZOK (Eternal Rock), KZZD, WAYJ (Tempered Steel), WBJB, WCLO (Late Night Q), WCVO, WFEL (Master Metal Show), WJTL (Thunder Zone), WTCC (The Detour), WTSJ, WVCP (Stainless Steel).

THE CCM UPDATE VIDEO AIRPLAY

MO	LM	TM	TITLE, Artist/Label (Distributor)
2	5	1	LUV RAP MUSIC , DC TALK/Yo! ForeFront (Benson)
2	10	2	I AM ON THE ROCK , Petra/DaySpring (Word)
3	4	3	BELIEVE , Stryper/Hollywood (WEA)
—	—	4	CARRY ON WAYWARD SON , Rachel Rachel/DaySpring (Word)
2	6	5	FAMILY REUNION , DeGarmo & Key/Benson (Benson)
—	—	6	I LOVE YOU WITH MY LIFE , Bryan Duncan/Myrrh (Word)
—	—	7	EVERY HEARTBEAT , Amy Grant/Myrrh (Word)
—	—	8	THE ISLAND , Iona/ForeFront (Benson)
6	3	9	PLACE IN THIS WORLD , Michael W. Smith/Reunion (Word)
2	7	10	INDEPENDENCE DAY , White Heart/Star Song (Star Song)

Reporting Stations: Alternative Video Productions, At the Videos, Believers Video, Christeens-NightVision, LightMusic, NightVision, On the Rock, Power Rock, Real Video, Solid Rock V-D-O.

Chartwatch

Adult Contemporary

Amy Grant debuts at #11 with "Hope Set High"—her strongest debut from the *Heart in Motion* project. Steven Curtis Chapman has yet another #1 single from *For the Sake of the Call*. Big movement into the top 10 with Bryan Duncan jumping a big 15 points to #8 with "I Love You With My Life." BeBe & CeCe Winans are right behind with "I'll Take You There" moving 16 points to #9. However, all eyes are on newcomer Michael English as he continues his plow up the charts with the pop delight, "Solid as a Rock." With only four weeks on the chart it squeaks into the top five with an impressive 92% of the reporters on it. Twelve debuts this week—the strongest being the aforementioned Grant, The Archers at #26; Helen Baylor at #28; and Wes King at #30.

Contemporary Hits

BeBe & CeCe Winans debut at #9 with their second single off *Different Lifestyles*, "I'll Take You There." After debuting at #14 last chart, Mike English moves to #5. Right behind is label mate Margaret Bell with "Any Day, Any Minute Now." Michael W. Smith dominates the #1 position for the second week with "For You." E.T.W. debuts at #18 with "Destined to Win."

Inspirational

The two top spots on the chart remain unchanged this week; Sandi Patti, and 11 radio points behind, Glen Campbell. Highest debut belongs to Buddy Greene with "He is There."

Rock

Rick Elias' first single, "I Wouldn't Need You Like I Do," from his solo project *Ten Stories* goes straight to #1. Siloam takes Elias' #9 position with "Here I Am Again"—a nine point jump. Debuts from Mastedon, REZ, and Angelica.

Metal

Bride moves The Pig aside after a patient four-week wait to take #1. Debuts from Jet Circus and REZ.

ADULT CONTEMPORARY

WOLW	TW	TITLE	PTS.	%ON
6	2	1 BUSY MAN	87.55	96.00
		Steven Curtis Chapman/Sparrow * Steven Curtis Chapman (Sparrow Song/Careers/Greg Nelson-BMI)		
6	3	2 FOR YOU	86.66	90.00
		Michael W. Smith/Reunion * Michael W. Smith, Wayne Kirkpatrick, William Owsley III (O'Ryan-ASCAP; Emily Boothe/Coupe De Ville-BMI)		
6	6	3 BENEDICTION	81.16	92.00
		Susan Ashton/Sparrow * Wayne Kirkpatrick, Billy Simon (Emily Boothe/Riveroaks/Locally Owned-BMI)		
8	1	4 UNEXPECTED FRIENDS	78.00	88.00
		Sandi Patti/Word * Greg Nelson, Bob Farrell (Summerdawn/Steadfast-ASCAP; Dayspring/Gentle Ben-BMI)		
4	11	5 SOLID AS THE ROCK	77.98	92.00
		Michael English/Warner Alliance * Larry Bryant, Geoff Thurman (Meadowgreen-ASCAP; Stonebrook-SESAC)		
6	7	6 THE GREATEST GIFT OF ALL	75.88	84.00
		Glen Campbell/New Haven * T. J. Kuenster (Seventh Son/Michaela-ASCAP)		
6	8	7 UNDIVIDED HEART	70.11	80.00
		Twila Paris/Star Song * Twila Paris (Ariose/Mountain Spring-ASCAP)		
2	23	8 I LOVE YOU WITH MY LIFE	63.37	86.00
		Bryan Duncan/Myrrh * Bryan Duncan (Spectra-BMI)		
2	27	9 I'LL TAKE YOU THERE	47.48	66.00
		BeBe & CeCe Winans/Sparrow * Avertis Isbell (Irving-BMI)		
8	16	10 WAY FOR THE WAYWARD CHILD	44.60	58.00
		Patty Cabrera/Dayspring * Claire Cloninger, Phil Sillas (Word-ASCAP)		
—	—	11 HOPE SET HIGH	43.16	68.00
		Amy Grant/Myrrh * Amy Grant (Age to Age-ASCAP)		
2	22	12 OVER THE HORIZON	41.15	58.00
		4 Him/Benson * Mark Harris, Don Koch, Dave Clark (First Verse/John T./Paragon/TRC-ASCAP)		
4	24	13 FAMILY REUNION	40.25	60.00
		DeGarmo & Key/Benson * Eddie DeGarmo, Dana Key (DKB-ASCAP)		
12	4	14 THE ME NOBODY KNOWS	38.59	52.00
		Marilyn McCoo/Warner Alliance * Vincent Grimes, Chris Christian (Court and Case/Home Sweet Home-ASCAP)		
4	21	15 LAY IT DOWN	38.26	58.00
		White Heart/Star Song * Mark Gersmehl, Billy Smiley (Brit-N-Brenn/Word-ASCAP)		
8	10	16 YOU CAN BE THE ONE	37.99	46.00
		Jerome Olds/Star Song * Jerome Olds, Cheryl Rogers (Word-ASCAP; Jerome Olds/Shepherd's Fold-BMI)		
2	28	17 OVER AND OVER	36.13	60.00
		Margaret Bell/Warner Alliance * Cheryl Rogers (Word-ASCAP)		
12	5	18 FAITHFUL FOREVER	34.94	48.00
		Michael Omartian/Myrrh * Michael Omartian, Michael Anderson (WB-ASCAP; Careers-BMG-BMI)		
10	12	19 FREEDOM	31.44	44.00
		Wayne Watson/Dayspring * Wayne Watson (Word/Material-ASCAP)		
8	18	20 WISHES	28.15	40.00
		Out of the Grey/Sparrow * Christine Dente, Scott Dente, Charlie Peacock (Sparrow Song/Andi Beat Goes On-BMI)		
12	9	21 BOY LIKE ME/MAN LIKE YOU	27.87	42.00
		Rich Mullins/Reunion * Rich Mullins, Beaker (Edward Grant/Kid Brothers of St. Frank's-ASCAP)		
2	34	22 NEVER GONNA GIVE UP ON YOU	27.69	50.00
		Julie Miller/Myrrh * Julie Miller (BMG/Verdugo/Word-ASCAP)		
2	35	23 FROM A BROKEN HEART	27.08	40.00
		Phillip Sandifer/Urgent * Phillip Sandifer (Two Three Four/Lifesong-BMI)		
10	17	24 ON BENDED KNEES	26.32	40.00
		Greg X. Volz/River * Jonathan David Brown (Dimension-SESAC)		
12	13	25 ALWAYS HERE	25.99	40.00
		Eric Champion/Myrrh * Eric Champion (Chris Christian-BMI)		
—	—	26 RUN TO YOU	25.41	42.00
		The Archers/Reunion * Shawn Craig (Paragon-ASCAP)		
8	15	27 I GIVE YOU MY WORD	24.65	38.00
		Ron David Moore/Warner Alliance * Ron David Moore, Billy Henderson (Gehl-ASCAP; Pier Five-BMI)		

—	—	28 ONLY YOU	24.02	40.00
		Helen Baylor/Dayspring * John Bokowski, Dominick Allen (John Bokowski/Sushi-ASCAP)		
12	14	29 MYSTERIOUS WAYS	23.48	34.00
		Kim Hill/Reunion * Wayne Kirkpatrick (Emily Boothe-ASCAP)		
—	—	30 HOME INSIDE OF ME	23.45	44.00
		Wes King/Reunion * Wes King, Gary Chapman (Locally Owned-BMI)		
—	—	31 NEVER BE AN ANGEL	23.01	42.00
		Margaret Becker/Sparrow * Margaret Becker, Mark Chesshir (Word-ASCAP; His Eye-SESAC)		
—	—	32 GO THROUGH FIRE	22.85	38.00
		Rob Frazier/Urgent * Rob Frazier, David Brighton (Joe Guy-ASCAP; Two Three Four/Lifesong-BMI)		
—	—	33 KEEPER OF MY SOUL	22.24	38.00
		Rick Cua/Reunion * Rick Cua, Bob Halligan, John Elefante (Edward Grant-ASCAP; Oppenockity Tunes/Eilymax/Uncle Pitts-BMI)		
—	—	34 ONLY THE HANDS	21.92	38.00
		NewSong/Dayspring * Eddie Carswell, Steven Curtis Chapman, Oliver Wells (Dayspring/Causing Change/Sparrow Song/Careers/Greg Nelson-BMI)		
—	—	35 CONSIDER THE COST	20.74	36.00
		Steve Camp/Sparrow * Steve Camp (Birdwing-ASCAP)		
—	—	36 NOTHING LESS	17.53	32.00
		The Imperials/Star Song * L. Abistrom, G. Driskell (Ariose-ASCAP)		
8	25	37 PEACE	17.10	24.00
		Geoff Moore and The Distance/ForeFront * Geoff Moore, David Martin, Dale Oliver (Starstruck/Birdwing/Ariose-ASCAP)		
10	30	38 I'VE GOT LOVE	16.33	22.00
		Paul Smith/Star Song * D. Martin (Birdwing-ASCAP)		
—	—	39 HEAVEN IS HOLDING US NOW	15.30	30.00
		Sheila Walsh/Star Song * S. Walsh, C. Eaton (Ariose-ASCAP)		
—	—	40 HEAVEN	13.47	26.00
		Steve Green/Sparrow * Jon Mohr, Randall Dennis (Birdwing/J.R.Dennis-ASCAP)		

MOST ADDS:

1. HOPE SET HIGH, Amy Grant (28)
2. I LOVE YOU WITH MY LIFE, Bryan Duncan (19)
3. NEVER BE AN ANGEL, Margaret Becker (14)
4. I'LL TAKE YOU THERE, BeBe & CeCe Winans (14)
5. HOME INSIDE OF ME, Wes King (13)
6. CONSIDER THE COST, Steve Camp (13)
7. GO THROUGH FIRE, Rob Frazier (12)
8. RUN TO YOU, The Archers (11)
9. KEEPER OF MY SOUL, Rick Cua (11)
10. SOLID AS THE ROCK, Michael English (10)
11. ONLY YOU, Helen Baylor (10)
12. NOTHING LESS, The Imperials (10)

Reporting Stations: KBBX, KCON, KDAR, KKLO, KLVR, KLYN, KNLE, KOBC, KSLR, KSLT, KXOJ, KYCR, WABS, WAJL, WBFJ, WBSN, WCFY, WDJC, WDYL, WGN, WHAZ, WHLO, WHME, WJIS, WJQK, WJRX, WLFJ, WLIX, WMUZ, WNAZ, WNDA, WNIV, WNNN, WQCK, WQFL, WTLT, WVEV, WXIR, WYLO.

Reporting Power Stations: KCMS, KFSG, KLTY, KSBJ, WCBW, WCIE, WPIT, WWCM, WWDJ, WZZD.

The following station did not report and its chart was frozen: KKLO.



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