

THE *ccm* UPDATE

Special Report

'GMA Week' to Bring Issues, Challenges Into Focus

Hot Topics: SoundScan, Radio, Retail

MARKING A YEAR IN WHICH several Christian artists reached golden sales figures, tours amassed unprecedented ticket sales (over 170,000 people saw *The Young Messiah* in only 12 dates) and there appeared to be even more mainstream interest percolating on the horizon, the Gospel Music '94 convention in Nashville this week promises to be a hot spot for discussions of several issues that will determine the future of Christian music.

Among the seminars sure to spark discussion throughout the week will be Jimmy Bowen's Sunday afternoon challenge to Christian radio and the CMVR Task Force report on SoundScan on Thursday morning. Undoubtedly, though, it is the issues behind each of these seminars that will be responsible for most of the buzz. What is the future of Christian music? Is it about to explode as the "next big thing" in the music industry at large? Is it foolish to believe that Christian music can break through into mainstream popularity and larger market shares?

The following is an analysis from several different perspectives on where the focus of the industry needs to lie in the coming months to bring the hoped-for and potential growth to fruition while maintaining a bold and uncompromising intent.

GMA and CMTA

"I think the last year has certainly been significant," said Gospel Music Association executive director Bruce Koblish. "I just feel that everything has been put into place and positioned in order to move forward from this point and to be able to address this next level of growth and potential that is out there. It seems like during this last year things have been kind of settling in within companies and everybody kind of getting more comfortable where their place is for the future. Specifically, I think that now comes the challenge to really be able to fulfill what we think we are capable of doing—having significant growth overall, and just getting our music effectively into the mainstream market."

Significant steps have been taken in
(Continued on page 2)

Christian Music Rides High at Nation's Theme Parks

CHURCHES TALK FAMILY values, and so do theme, amusement, and water parks across North America. Today, both are communicating them together—more than ever—through gospel and contemporary Christian music.

This year, "Night of Joy" will expand to four nights (over two weekends), Sept. 9-10 & 16-17 at Walt Disney World Resort, Lake Buena Vista, FL. Disney never releases any attendance figures, but the three-day "Night of Joy" sold out in 1993. Four of the five Paramount Parks have also scheduled Christian music events—introducing two more for 1994: the first annual "Sonburst '94" on April 30 with Petra and Michael Sweet at Paramount's Carowinds, and the first Annual "Spirit Song '94" on May 7 with DC Talk, Audio Adrenaline, Michael Sweet, and the Newsboys at Paramount's Kings Island in Ohio. The "Joyfest" on Oct. 1 at Paramount's Great America, Santa Clara, Calif., will be the 15th consecutive for that facility taken over by Paramount in the last two years.

Not all theme parks hold advertised Christian music days, including Disneyland (which has some Church of the Nazarene nights); Universal Studios Florida, and Universal Studios Hollywood, and all of the major Anheuser-Busch owned Busch Gardens

and Sea World sites. There are many internal operations reasons for that—some marketing executives don't know the potential of Christian weekends, while others think that because they didn't sell well years ago they might not now.

Not so for Worlds of Fun, Kansas City, Mo., which had a record gate in 1991 on its Christian Family Day, and Darien Lake Theme Park & Camping Resort, Darien Center, NY, which has two successful weekends: KingdomBound '94 on Aug. 25-27 and Praise '94 on May 27-29.

Six Flags Corp. has always promoted clean, wholesome, fun entertainment, but never as much so as in 1994 at all seven of its themers, with some of them holding as many as three annual events.

"No other music format fits us so well. We've been told by William Morris Agency that as a company we may be the single largest volume buyer of Christian dates for our industry," said Mark Perthel, national talent buyer for Six Flags Corp. "I'm a Christian, and I'd been an independent promoter before, so I was able to get back to doing the shows here. And Six Flags will go overboard to protect the integrity of its operations."

(Continued on page 8)

#1

Adult Contemporary

"I'll Not Forget You"

Bryan Duncan • Myrrh

Inspirational

"Chorus of Faith"

Michael Card • Sparrow

Christian Hit Radio

"Picture Me in Paradise"

Cindy Morgan • Word

CCM 25

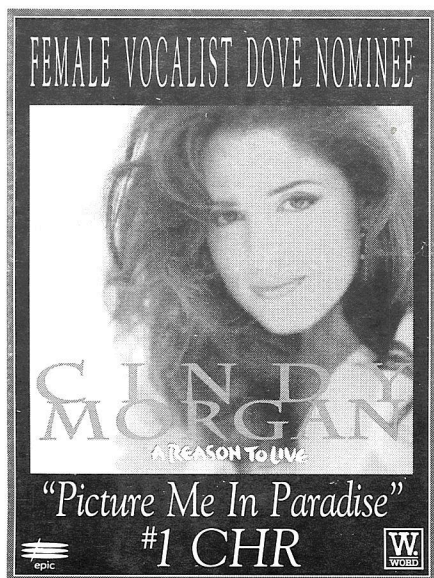
"Jesus Will Still Be There"

Point of Grace • Word

Rock

"J.E.S.U.S."

Michael Sweet • Benson



Out and About...

- **Brentwood Music** tells us that two of its videos, *Kids Sing Praise* and *Smoky Mountain Hymns*, have been certified platinum by the RIAA (100,000 units); *Kids Sing Praise Vol. 2*, *Kids Sing Christmas*, *Mother Goose Gospel*, and *Smoky Mountain Hymns Vol. 2* certified gold (50,000 units); and the audio version of *Kids Sing Praise* was also certified gold (500,000 units)....
- **Benson group Commissioned** has been invited to perform at the **James Brown Birthday Bash** on May 3, 1994 at the Civic Center in Augusta, Ga. The gospel/R&B act will be one of only eight performances at the Bash, where other guests invited include Simply Red, Willie Nelson, Ralph Tresvant, Chuckii Booker, and Arsenio Hall....
- **Sparrow Records** will unite many of Christian music's most popular male vocalists for an album called *Promise Keepers—A Life That Shows*. The album features a new duet written and performed by Steve Green & Larnelle Harris, a new song by Michael Card, and previously released material by Bob Carlisle, Steven Curtis Chapman, Daryl Coley, Commissioned, The Gaither Vocal Band, Phillips, Craig & Dean, and Wayne Watson. A portion of the proceeds from the album's sale will go to the **Promise Keepers** ministry for men....
- Just a reminder for those attending the **Dove Awards** that the opening, pre-telecast portion of the ceremonies (where 26 of the evening's 33 awards will be presented) begins at 5 p.m. Show producer **Dan Johnson** said the ceremony will highlight a historical perspective of the Doves and will be hosted by **Mark Lowry**, known for his unpredictable and spontaneous remarks....

WATCHING TV

TU 4-26 at 5:30 a.m.—**Bryan Duncan** on "The Morning Show," Ch. 4—WSMV Nashville
WE 4-27 at 12:30 p.m.—**Bryan Duncan** on "Talk of the Town," Ch. 5—WTXF, Nashville
SA 4-28 at 7 p.m.—**The 25th Annual Dove Awards** on The Family Channel.
FR 4-29 at 10 p.m.—**Mark Lowry** on "The 700 Club," The Family Channel.
SA 4-30 at 11 p.m.—**Michael Sweet** on "CCM-TV," The Family Channel.
 All times CDT unless otherwise noted.

GMA Week

(Continued from page 1)

that arena, as Koblisch cited mainstream acquisitions that have occurred over the past several years as well as NARM point of purchase campaigns, Target's sponsorship of the Dove Awards, overall mainstream media interest in Christian artists and the industry at large and the advent of SoundScan.

"Those kind of things have forced all of us to really understand how we can market more effectively, how we can make a statement and a splash in the mainstream market as an industry. I think Target's involvement through the Dove Awards as lead sponsor has really helped us. By working through that relationship and learning how to more effectively work with a chain as large as Target, [we know] to not come in with preconceived notions that what works in the Christian marketplace will automatically work in the mainstream market. And we really believe [SoundScan] could be the single biggest thing that has happened in the last 10 to 15 years for our industry. The most important highlight [of GM '94] will be that."

Koblisch still sees two other challenges facing the industry at this time—both how to acquaint each component of the industry with all the others so that the system as a whole can work together in the most effective manner, and how to better define Christian music to the world at large. The first he hopes will be enabled through some joint seminars during the week between CMVR, NCRS and NCPR, while the second will simply involve a lot of communication and thought.

"I think there's still a lot of misunderstanding in the community at large—you still get a lot of these questions about crossover which to me seems somewhat irrelevant or an old story, if you will. And there's still a lot of confusion in the general marketplace side over who we are and what really is gospel and contemporary Christian music. I think if there is a focus overall for the week it is how can we be *Roaring Lambs*? How can we more effectively not only be professional and write great music, but how can we have an impact spiritually on the world?"

According to Koblisch another big development in gospel music over the past year has been the formation of the Christian

Music Trade Association (CMTA) as an organization to actively promote the industry as a whole. Stan Moser, the CMTA president, said, "The purpose of the CMTA is that the heads of the leading companies in our industry need a place to come together on projects and campaigns that will benefit the industry as a whole where there is not a political agenda, there's no social issues. We need to be the common ground from which we market and promote our industry."

Moser says that the implementation of SoundScan is the first major project CMTA will tackle.

"Our job is to trumpet the message very clearly to retailers that this is a very valuable tool for everybody that touches this industry. Our first job is to market the value of SoundScan to the retailers so that we do get the information generated properly. Then the second part is to market that information to the consumer through the use of charts—marketing the information to the public which creates awareness for contemporary Christian music and therefore builds our industry."

Though SoundScan promises a great deal, Moser is concerned about the disparity between the available audience in both CBA and general marketplaces that exists compared to the amount of product that is being pushed through. "What we've found is that we've been putting out way too many pieces of product. [We need] to reduce the flow through that channel and at the same time increase the quality of each individual item through bigger and better production qualities, bigger and better marketing budgets, more time spent in artist development prior to an artist even having a commitment to do a record."

Moser also noted artists' spiritual development at the top of his list of concerns for the coming year. "We have to continue the process of recognizing the responsibility not just for the quality of the product but for the quality of the life of the Christian communicator. We have a major job to do in being certain that we are doing everything we can to ensure the credibility of those we are elevating on to the platform. We're not churches, we're companies. On the one hand, it's an industry, a business. But on the other

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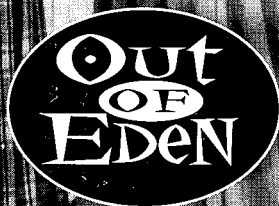
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it's going!



GMA Week

(Continued from page 2)

hand, it is a ministry, and we have to be accountable on both fronts."

Radio/NCRS

Even before the first seminar is held, 1994 will go down as a banner year for the National Christian Radio Seminar (NCRS), which, at press time, was nearing 400 registrants, the highest ever for the seminar and nearly a 30 percent increase over last year's event.

NCRS Chairman Joe Battaglia cites the list of seminars and speakers as a key factor in the growth of the Seminar. "The NCRS Steering Committee is to be commended for the outstanding work they've done in putting together this year's conference. We have some great speakers from the [mainstream] industry, who will bring a new perspective on our industry."

Notable among this year's NCRS speakers are Jimmy Bowen, Co-Chairman of the Board, Sparrow Records; Eric Rhoads, Editor in Chief/Publisher of *Radio Ink*; well-known radio programming consultant and regular *R&R* contributor Dan O'Day; and Dwight Douglas, President of Burkhart, Douglas & Associates.

While a variety of topics will be covered in the various seminars, one notable recurring theme is how Christian radio will evolve and grow along with the rest of the Christian music industry. This topic will be brought out early on and the tone for the week set early as Bowen delivers the Keynote Address on Sunday afternoon entitled "The Challenge for Christian Radio." Bowen and Rhoads then team up for a two-part Programming seminar on Monday, entitled "Reality Check."

Rhoads, a veteran mainstream broadcaster with a relatively newfound interest in Christian radio indicates his goal in the Q&A forum is simple: "I want to help Christian broadcasters gain a perspective on what's happening in the 'real world'. We need to talk about the future of radio in general and how it will affect broadcasters." Drawing from a wealth of information gained through *Radio Ink's* contact with radio's top minds, and Bowen's years of experience within the secular world, the seminar should certainly live up to its name.

Another key focal point for Rhoads is the marketing of Christianity through radio. "We need to consider what we, as Christian broadcasters need to do to compete... to be considered equals [with secular stations] in terms of sound. Traditional Christian stations have had sub-standard sound, personalities, etc. It's important to understand that first you gain listeners, then, once you have an audience, you gain the opportunity to witness. What's your programming theory? Are you mission focused or ministry

focused? Are you programming to Christians or trying to bring in new people?"

Other key topics for the week include the recent growth of satellite-delivered programming, and educational sessions on how to select and purchase satellite gear, production seminars dealing with the advent of digital workstations, the latest innovation in audio production, and the opportunity for air personalities to be critiqued by Dan O'Day.

Battaglia also points out Monday's panel discussion featuring the presidents of the major record labels and radio owners and managers as another important forum: "Radio has begun to invest money and effort into providing music. New networks and new satellite services have caused stations to add music. It will be good [for radio] to hear the vision these men have. They're solidly behind growing Christian music and therefore, growing Christian radio."

Retail/CMVR

Several important issues are on the minds of the record number of retailers attending the Christian Music and Video Retailers conference (CMVR), according to Christian Booksellers Association (CBA) President Bill Anderson.

"Retailers want standardization regarding coupons," said Anderson in an interview last week. Word and Maranatha! Music have dropped their coupon programs and other labels are mulling the issue over. Although a CBA fax poll revealed that retailers are evenly divided regarding the desirability of the coupon programs, Anderson said that virtually all of the retailers he visited during a recent midwestern tour want coupons.

Retailers are also facing increased competition from national discounters such as Wal-Mart and Target. Said Anderson, "Christian retailers carry the breadth and depth of the product, while the others carry the cream. The question is, how many of those [discounters'] customers end up back in the [CBA] stores? On the other hand, how many who would have bought at a Christian retail store go to the discounters?" What impact SoundScan will have regarding this issue is likely to be a topic of lively discussion.

Anderson said that product glutting is a continuing problem. "Stores are saying, 'We can't handle all this new product.' Some of it does not receive adequate promotion and it ends up getting returned." Order padding and overloading is another, somewhat related issue. "Stores are feeling loaded up on. They are bothered by the overselling that some reps do."

"Partnering," or "understanding and walking in each others' shoes," is an important concept in today's environment, he said. "Any industry benefits more when retailers and wholesalers work together;

even more so considering the importance of the message we are carrying."

Anderson also said that often the best way to address these issues is one-on-one. "I applaud the labels for being open to the concerns of retailers," and noted that CMVR offers a good opportunity for these discussions to take place.

CMVR Chairperson Bill Hearn agrees that retailer-supplier relations is a key issue. "The future of the Christian music business is micro-marketing, and without good retailer-supplier relations, it won't work. We really need to increase the level of trust, and CMVR has several sessions where retailers and record companies will be face-to-face."

Both Hearn and Anderson agree that, overall, the profitability of music departments is the largest issue facing retailers. "Music is one of the least profitable departments in Christian retail stores," Anderson said, "and with all of the issues they face, some retailers are asking themselves, 'Why should I continue [to carry music]?' " Hearn said the issue will be addressed at several CMVR sessions.

Mainstream Perspectives

One of the most dramatic developments in taking gospel music to a larger audience came in the promotional campaign engineered by the GMA through the National Association of Record Merchandisers (NARM). Jim Donio, Communications Director for NARM said a half dozen or so of the companies that work with NARM took part in last year's pilot program promoting gospel music around the Dove Awards. According to Donio, "We were pleased with the results but felt it could definitely be improved. What we did in the past year was to work with GMA much more directly in the production of these materials, and to guide them as to what would be most appropriate for our member companies."

"The upshot of that was that the campaign was officially added to the roster of promotions, and 27 of our member companies decided to take part in it, and 150,000 promotional items were ordered (posters, flats, shelf talkers, and three-dimensional counter cards). I would consider that pretty well-received for the first year of a full-blown campaign. I think GMA is to be applauded for its efforts to reach out to music retailers and to NARM to make this desire known to our member companies."

When asked if he believes Christian music will soon begin to connect with a larger audience, Donio answered, "The fact that so many of these retailers, many of which represent major chains, took part in this promotion, is clearly an indication that gospel and contemporary Christian music is being looked at with a much more

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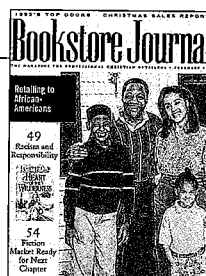
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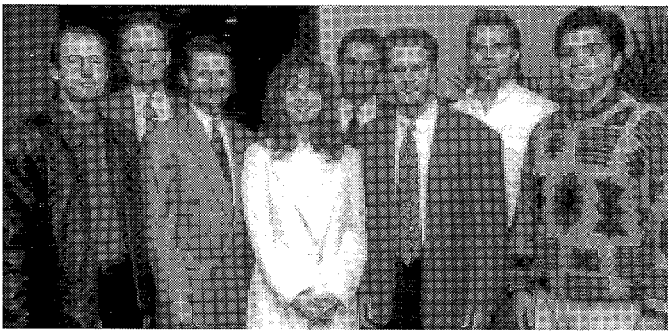
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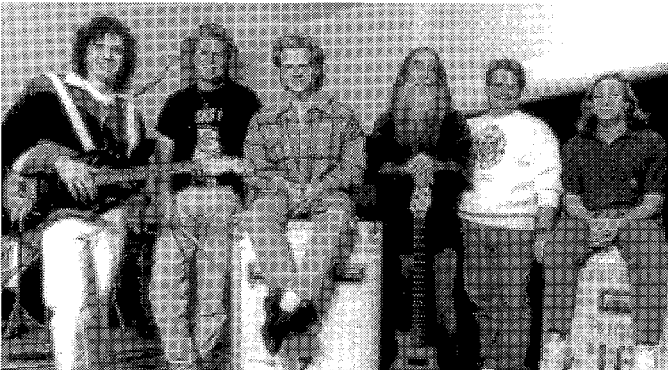
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THE CCM UPDATE GALLERY



DREAM TOUR—Twila Paris is getting set to start her tour to support latest release *Beyond a Dream* with new Reunion artist Clay Crosse and a full band. Pictured front (l-r) are Norman Miller, Proper Management; Terry Hemmings, Reunion president; Paris; Crosse; Shawn McSpadden, McSpadden/Smith; (back) Charles Dorris and Steve Brallier, William Morris Agency; and Ron Smith, McSpadden/Smith.



HEAVEN... MEETS ...REAL WORLD IN L.A.—Steven Curtis Chapman was recently in L.A.'s Schnee studio working on his upcoming sixth studio album, *Heaven in the Real World*. Pictured (l-r) are guitarist Dann Huff, drummer John Robinson, Chapman, bass player Leland Sklar, producer and keyboard player Phil Naish, and engineer Ed Cherney. The release is scheduled for July 12.



TRIPLE PLAY—Anointed recently celebrated a triple signing (recording, booking and publishing)—with Myrrh Records, the William Morris Agency, and Word Music—at a reception held in their honor in Nashville. Pictured standing (l-r) are Don Cason, vice president/general manager, Word Music; Loren Balman, executive vice president, Word, Inc.; Jim Chaffee, vice president/general manager, Myrrh Records; Judith Cotton, director of A&R, Myrrh Records; Duane Turnage, manager; Valerie Jansen, creative director, Word Music; Jerry Weimer, executive vice president, Word Inc.; Roland Lundy, president, Word Inc.; and Steve Brallier, co-head Christian music dept., William Morris Agency; and seated are Anointed's Denise Walls, Steve Crawford, Mary Tiller, and Da'dra Crawford.



SINGING FOR SATURN'S SUPPER—BeBe & CeCe Winans were recently joined by country music superstar Wynonna and Olympic gold medal speedskater Dan Jansen at a press conference to announce their involvement in the upcoming Homecoming Celebration to be sponsored by The Saturn Corporation this summer. The brother/sister duo and Wynonna will be performing during the June 24-25 weekend in Spring Hill, Tenn., while Jansen will serve as master of ceremonies.



SOWING SEEDS—The Clark Sisters recently teamed with Angelo & Veronica at "Sowing Seeds," a gospel benefit for the Metro Head Start program of New York City, which was hosted by Mavis Staples with special guest Wesley Snipes. Pictured (l-r) are Karen Clark, Veronica, Angelo, Jacky Clark and Dorinda Clark.



ROAD TO SAN DIEGO—Steve Gilreath Productions recently filmed Broken Records artist Kings Road for a video bio while on location in San Diego. Pictured (l-r) are camera operator Dave Perry, producer Steve Gilreath; and Kings Road members Marc Intravaia, Eve Selis, John Khula, Mike Peters and Bob Sale.

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GMA Week

(Continued from page 4)

serious eye, and its profile in the music retail marketplace is becoming more important. I think all of the indications are there to say that we are poised for a real explosion in this genre. I feel that, and a lot of our member companies feel that."

One significant promotion tying in to the Dove Awards is the one coordinated through Target Stores. Melinda Scruggs, speaking on behalf of the coalition of labels formed for the promotion said that when it became clear to her and many others through last year's NARM campaign that stores receiving POP materials were looking for support in the form of advertising dollars in exchange for signage and positioning of gospel label product, it became obvious that dollars spent by a number of labels in the same promotion could have dramatically increased results over those spent separately.

The opportunity with Target came about as a result of the discounter's relationship with Grant, who is hosting the Dove Awards

this year. The coalition proposed to buy advertising from Target with a commitment from Target to purchase product to support that advertising. The result was exposure in all Target music departments of key product from labels participating in the coalition on the Target Video Network (TVN), an in-store video loop; front rack and end cap placement of promoted gospel albums; and a special issue of CCM magazine displayed adjacent to the product, featuring a cover story on Grant and features on key Dove nominees. The magazine, free to any Target customer making a music purchase, also offers a special CD sampler to new subscribers obtained through the promotion, featuring music from the participating coalition record companies.

Asked if she believed there might be any down side to these mainstream promotions to Christian market retailers, Scruggs replied, "I believe that retailers who are looking toward the future understand that we've only been reaching

a fraction of the people who might purchase Christian music if they knew about it. According to the research done by GMA, over 80 million people in this country call themselves Christians, but only 23 million of them know about Christian music. We have to look at avenues to make it be more visible in the marketplace"

Wrap-Up

It should certainly be quite a week. And as Bruce Koblish concluded, "I think there is a lot of excitement, and I think we definitely know that there is a challenge before us. The stage has been set, and it's time for all of us to make good or shut up. Are we going to be able to make good on what we've talked about, are we going to deliver on all of this buzz and talk about the growth that's taking place? I think our diversity really speaks well for us. There's a real confidence that we can achieve this next level and take this big step forward to become more of a credible and legitimate part of the music world at large."

Todd Chatman, Thom Granger,
April Hefner, John W. Styll

Parks

(Continued from page 1)

Six Flags Great Adventure reassessed its plans for special events this year. "It was definitely a strategy change for us. We'd been having oldies and nostalgia on Sundays before," said Perthel. Only a few years ago, Six Flags Great Adventure had some incidents with teen violence and vandalism that left it seeking another direction.

"The last Christian acts here were Kim Hill and NewSong in 1989, and Amy Grant came in during 1986," said Perthel. "We will likely expand to having a black gospel celebration at Six Flags Great Adventure next year." There are other religions that come to the site, such as Jewish, annually. "We open our doors to whatever denominations," says Perthel. "We have Baptist Youth Days in at least three of our parks—Six Flags AstroWorld, Six Flags Over Texas, and Six Flags Over Georgia." Atlanta Fest this June 15-18 has become a family vacation destination for the latter, he says.

"Nobody can play just theme, amusement, and water parks alone," says Jeff Roberts, owner of Jeff Roberts & Associates, Goodlettsville, TN., a booking agency which represents Margaret Becker, Susan Ashton, and others. "But there are certain important dates that you should route to if you are doing an average tour of about 30 to 50 cities."

"Night of Joy" at Walt Disney World, "Kingdom Bound" at Darien Lake Theme Park & Camping Resort, and "Atlanta Fest" at Six Flags Over Georgia are on most books. These are known Christian music "weekends" or "days" as compared to traditional Christian festivals like Creation '94 in Mt. Union, PA, which are more like retreats than vacations, says Roberts.

"The public sees these as really big Christian events, so the consumer awareness is there. It has to do with imaging, because once a Christian band goes there they can go back into that market on a higher level than they did before," says Roberts.

"I like to take clients into parks because it can eliminate as many steps as possible in getting them recognized. It can leap a career ahead," says Creative Artist Agency's John Huie, agent for Amy Grant, Michael W. Smith, and others. "But I also like the Christian music festivals because the audience drives there specifically for them, and thousands come to that site despite the portable toilets and camping."

The parks have a "soft-ticket," because fans buy admission for other entertainment like rides and games along with a Christian concert. The festivals like Jesus Northwest have more of a "hard-ticket" because the public specifically goes there for the acts and the ministry.

Theme parks also have advertising and group sales departments behind them. "They are like promotion machines, and they are geared toward churches," says Roberts. "Christians also have the funds to spend on commercials and videos, broadcast jingles, and print ads in newspapers, yet they also have lists for direct mail."

Direct mail is key in promoting to church groups such as youth pastors, single adult to family ministries, choirs and orchestras. They have educational groups: day care centers to private secondary schools, and universities; and they have retailing: Christian bookstore chains.

The major Christian headliners often request to go to the parks, especially Walt Disney World or other resorts. "They like it,

because they can take anybody they want to along," says Roberts, who added, "The money can be good," along with the benefits.

"The smaller fun parks can't really afford some of the names because the dollar investment can be too much upfront. It does take capital, although some of them may hire promoters and charge an additional fee of no more than \$5 above the gate," says Roberts.

As for water parks, some of them don't have amphitheaters or even temporary stages with equipment. Swimmers listen to the bands while in a wave pool or on the beach, but they may remain longer on the grounds.

For all parks, "the per cap expenditures on food and merchandise around a Christian [theme park] concert can be at least another \$15," says Charles Dorris, agent for William Morris Agency, whose roster includes Sandi Patti and Michael English, and who thinks the Christian music day trends really got going around 1985-86. "That's because people arrive early, and they stay all day... You may have 100 teenagers coming in by bus from as far away as 250 miles," said Dorris. The Christian artists can also vend their own t-shirts and souvenirs at the themers for usually anywhere up to 35 percent of their receipts.

Christian promoters know their attendance at churches or even outdoor venues, but not necessarily at parks. "It can be hard to evaluate how you did as a draw," says Roberts. "You do two 30-minute, or three 30-minute sets a day, and you never do the complete show you would normally do elsewhere. The crowds may not be as attentive, and you can't do altar calls, [but] you can [still] share your faith."

Patricia Bates

FOREFRONT

GMA EVENTS CALENDAR

Monday, April 25, 1994

4:00

5:00

WORLD PREMIERE

"Life Together", the first "Mini-Movie" from Geoff Moore and The Distance:
A glimpse of Geoff Moore in the year 2044. At the CCM-TV Video Wall on main exhibit floor

Wednesday, April 27, 1994

2:30

3:00

4:00

5:30

6:00

7:00

8:00

9:00

NCRS ARTIST / DJ RECEPTION

At Nashville Convention Center

Featuring

Audio Adrenaline • Code Of Ethics
ETW • Geoff Moore & The Distance
Karthi • Larry Howard

EVENING SPECTACULAR

Featuring ForeFront Artists

Geoff Moore & The Distance
Rebecca St. James
Larry Howard

Thursday, April 28, 1994

4:30

5:00

6:00

7:00

8:00

9:00

25TH ANNUAL DOVE AWARDS

At The Grand Ole Opry House

Performing: DC Talk

Nominated

DC Talk • ETW • Geoff Moore & The Distance

FOREFRONT

THE FOREFRONT COMMUNICATIONS GROUP, INC.

THE CCM UPDATE RADIO ACTIVITY

Appointments

—**Glenn Moore** joins **WRFD-AM/WRZR-FM/Columbus, OH** as OM. Moore served previously as morning drive host at country-formatted **WCTL-FM, Newark**.

—**Dan Edwards** moves from assistant PD duties at **WFIA/Louisville** to the PD post at **WAYJ-FM/Ft. Myers, FL**. Edwards will also do afternoon drive.

—**J. Jay Kidman**, formerly of **ForeFront Communications** and **WAYM-FM/Nashville**, moves to Music Director and nights at **WAYJ-FM/Ft. Myers**.

—**Phil Padilla**, former PD/MD at **KHCA-FM/Manhattan, KS**, has been named GM at **KCLY-FM/Clay Center, KS**.

Convention News

—**The Fifth Annual Skylight Affiliate Conference** will be held on the campus of **Northwestern College** in **St. Paul, Minn.** July 18-21, 1994. For more information, contact **Steve Krumlauf** at 612/631-5075.

Opportunities

—**KCBI-FM/Dallas, TX** has an immediate opening for a production director. Experience a must. Air shift may be involved. T&R to: **Wes Ward, PD, KCBI, 411 Ryan Plaza Drive, Arlington, TX 76011**. EOE.

—**Salem Radio Representatives** seeks western regional manager. This new position in our Southern California office requires a successful track record in radio sales and management. Experience with Christian-formatted radio is helpful. Send resume to **Salem Radio Representatives, 600 East Las Colinas Blvd, Suite 560, Irving, TX 75039**; fax: 214/402-8200. EOE.

—**Top Major Market south-midwest AC** is filling some huge shoes. Great pay, great environment, state of the art studio. If you're the consummate adult morning communicator, rush T&R to **LWC Radio Talent, P.O. Box 29469, Minneapolis, MN 55429**. EOE.

—**The Word in Music Satellite Network** and **Q-96 (KBIQ-FM/Colorado Springs, CO)** has an

immediate opening for a broadcast engineer. Applicants must possess FCC General Class Radiotelephone license and have a knowledge of computer support hardware and software, digital and RF electronics. Digital automation expertise is helpful but not required. Send resume and salary requirements to: **Linda Tiernan, General Manager, KBIQ, 1465 Kelly Johnson Blvd., Suite 340, Colorado Springs, CO 80920**. EOE.

Opportunities Sought

—**Experienced PD in Christian CHR, AC and Christian Country**. Strong leadership, production and on-air. Strategic thinker with can-do attitude, looking for programming or on-air position. Call **Jeff 409/860-3385**.

—**Looking to program a bold CHR Christian music station** in the **Sacramento area**. Please call for T&R package. **Kidd Kelly 916/683-1609**.

—**12 year radio vet** seeks work with progressive, soul-winning **Christian AC/CHR**. **Bob Gardinier, 615 N. Sampson St., Appleton, WI 54911**. 414/734-1985.

—**Unique combination of engineering expertise and production/on-air talent with a heart for ministry and strong vision for Christian radio** seeks OM, Station Manager or on-air/engineering position with solid Christian radio ministry. 20 year radio vet, warm, friendly communicator, available immediately. **Dan Case 804/499-0751**.

Signing On

—**Effective April 4th, WQFL-FM/Rockford, IL** began broadcasting **The Morningstar Radio Network** 15 hours each weekday.

—**WYLO-AM/Milwaukee, WI** added seven hours of music to its format each day as of April 9th. The additional music hours will be provided by **The Morningstar Radio Network**.

Promotions

—**KJIL-FM/Meade, KS** has a whole lot of unattractive head-wear on its hands following its "**Ugly Cap Buy-Back**" promotion. The station offered **KJIL caps** in exchange for trade-ins found to be 'ugly enough.'

—**Ten affiliates of The Word in Music Satellite Network** joined together for a 28 hour satellite fundraiser for **Mission of Mercy**. More than 180 child sponsors were registered during the campaign.

Congratulations

—**WAVA-FM/Washington, DC** was named winner in the "Best Feature Production, All Markets" category in the 1993 **Radio and Production (R.A.P.) Awards**. "Unto the Least of These," a feature produced by **Craig Klein**, Production Director and written and voiced by GM, **David Ruleman**, was originally aired during a live broadcast from the **Central Union Mission in Washington, D.C.** in December.

—**Sterling Tarrant**, Production Director for **KBIQ-FM/Colorado Springs, CO**, and **The Word in Music Satellite Network** turned in the winning entry in the "Best Promo, Small Market" category of the recent **R.A.P. awards**.

—**WLIX-AM/Long Island, NY** recently celebrated its 15th anniversary of Christian broadcasting. The station flipped from secular AC to Christian programming in March of 1979.



HOW SWEET IT WAS!—**Benson** recording artist **Michael Sweet** recently made the rounds in Music City, promoting his first solo album. Stops on the promo tour included a morning drive album premiere on **WAYM-FM**. Pictured (l-r): **Paul Grimshaw**, **ChartHouse Promotions**, **WAY-FM's Mark Rider**, **Sweet**, **WAY's Melanie Friebe**, **Michael Wilson**, **Jim Hennessey** and **Benson's Barb King**.

Send all announcements, news and photos for Radio Activity to **Todd Chatman, The CCM Update, 107 Kenner Avenue, Nashville, TN 37205**. All releases should be received one week before issue date for editorial consideration.

Appointments

—**Cheryl Anteau**, formerly assistant at Calvary Music Group, to artist management assistant for **Franklin Management Group**.

—**Becky Brown**, formerly administrative assistant for Asaph Records, to customer service representative for **Diamante**.

—**Mary Emerick**, formerly a music buyer for Sonshine Books and Gifts in Mission Viejo, Ca., to sales and marketing administrator for **Diamante**.

Signings

—**Scott Davis** to an exclusive public relations contract with **Loralee Lindley Public Relations**.

—**Dream of Eden** and **Peter Shambrook** to exclusive management deals with **Brian A. Mayes of BMP Artist Management**. BMP is currently booking their double-billed, 30-city summer U.S. tour.

—**Glad** to an exclusive recording contract with **Light Records**.

—**Malaco Records** to a sales representation and distribution agreement with **Diamante**.

Employment Opportunity

—**Diamante Distribution** is currently seeking talented and energetic individuals to fill two new telemarketing positions. To take advantage of this opportunity, send resumé to **Diamante Music Group**, 1000 Quail Street, Suite 110, Newport Beach, CA 92660 or fax to 714/442-7543.

Name Change

—Effective June 1, **Grand Rapids Baptist College** will change its name to **Cornerstone College**.

New Address

—The **NewSong** office has relocated. The new mailing address is P.O. Box 1368, Woodstock, GA 30188 or 1 N. Main St. Suite F, Woodstock, GA 30188, 404/928-3909, fax 404/928-6267.

New Company

—The new label **Mighty Truth Records** has been formed to feature

Christian contemporary artists and has signed **Little David** to an exclusive recording contract. For more information, contact P.O. Box 861, Melbourne, FL 32902, 407/254-3452.

Congratulations

—Congrats to **Kim Boyce** and husband **Gary Koreiba** on the April 1 birth of their first child, **Gary Lee Koreiba II**.



GOODMAN SIGNS WITH WILLIAM MORRIS—Grammy Award winning **Vestal Goodman** recently signed a booking agreement with the **William Morris Agency** Christian department. Pictured (l-r) are **Steve Brallier**, William Morris Agency; Goodman; **Rick Goodman**, president Couronne Organization; and **Charles Dorris**, William Morris Agency.

Send all announcements, news and photos for FYI to April Hefner, *The CCM Update*, 107 Kenner Avenue, Nashville, TN 37205. All releases should be received one week before issue date for editorial consideration.

Be Watching For The Debut Single

"Everlasting Love"

By Vicki Yoh'e

"Incredible...Totally Incredible... A voice and talent like hers is not heard everyday...
She has something very special!" — *Tim Miner, Motown Artist*

"Vicki Yoh'e... Real talent... Real commitment... Real ministry!" — *Dan Dean, Star Song Artist*

"An unforgettable voice that you want to hear over and over!" — *David W. Huff, Artist/Producer*

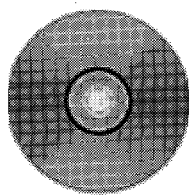
**GIANT
RECORDS**

Giant Records • Rt. 2 • Box 593 • Forest, MS 39074 • 601/536/2255 • Fax: 601/536/2630

THE CCM UPDATE SINGLE REVIEWS

Top Five

"He Reigns (Holy, Holy, Holy)" Maranatha Singers

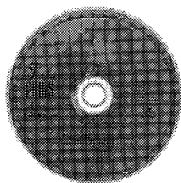


Maranatha

The open instrumentation and up-front vocal mix in this lovely acoustic praise song from *Standing on the Rock* make it a choice selection for both Inspirational stations and ACs that need a P&W tune for the music mix. The choral bgv's in the final chorus and vamp draw you in and invite you to sing along, making it a potential sleeper hit, especially

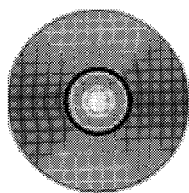
for INSPs. Top five peaks are not outside the realm of possibility. **INSP/AC**

"Neither Will I" Twila Paris Star Song



On the heels of the energetic chart-topping strains of "God is in Control" comes a flowing, mid-tempo song of commitment reminiscent of some of her big earlier hits. While it doesn't reach out and grab you by the ears like her last single, it will undoubtedly find its way to the upper echelons of the AC and INSP charts. **INSP/AC**

"Behold the Lamb" Scott Springer Pakaderm



Scott's string of solid radio hits continue with this slick pop tune that can't help but be recognized as being reminiscent of Phil Collins. Springer's vocals are sound and the production of John and Dino Elefante is beefy, yet not overdone for AC radio. Good cross-format hit for CHR and AC. **CHR/AC**

On the Chart

"No Doubt About It" Angelo & Veronica Benson

A&V lend their powerhouse vocals to this outstanding tune, penned by pop superstar Michael Bolton and co-writer Diane ("Place in This World") Warren. The vocal acrobatics are stellar, as usual, and the production values hold up well through frequent listens. Look for the husband and wife duo to visit the teens in the AC arena. **AC/CHR**

"Run to the Fire" Keith Dudley Benson

Dudley's debut boasts a driving, energetic track and solid chorus that speaks of a life spent pursuing a deeper relationship with the Lord. Dudley's vocal performance is solid and the tune moves along quickly, making it a safe bet for both AC and CHR stations. ACs may opt for the edit/remix version. **AC/CHR**

"Every Blessing" Ron Hemby Integrity Music

The former Imperial lends his vocal talent to this selection *God's Promises*, part of the *Scripture Memory Songs* series. A bright, mid-tempo acoustic number loaded with purely scriptural lyrical content, it should be an attractive tune for AC stations. **AC**

"You're All I Need" The Kry

While they received some significant regional and national play on their last record, this Albuquerque-based roots-rock band has yet to put forth a powerhouse cross-format hit. This tune, however, gives them their best shot to-date. A lush acoustic guitar track and comfortable vocals make "You're All I Need" a good choice for AC, yet it's gritty enough to be embraced by CHR as well. **AC/CHR**

"First Love" Legend Seven Word

Andy Denton's distinctive lead vocal ushers in a moving song of praise that's certain to find a welcome home at CHRs and also make inroads into the AC and, yes, possibly even some INSP stations. Two mixes are provided. The album version will work well for CHR and ACs, while more conservative ACs and more progressive INSPs will opt for the "light mix" version, which pulls everything back and loses the guitar lead in the bridge. **AC/CHR/INSP**

"Refuge" Legend Seven Word

Legend Seven does what they do best in this rocker. Stratospheric lead vocals and guitars-o-plenty make this one a shoe-in for significant rock exposure. If you don't like—or have time to play—the extended intro on the album version, opt for the edit, which shaves nearly 90 seconds off the total time. **ROCK**

"Creed" Rich Mullins Reunion

No, this is not a cover of Petra's "Creed." It is, however, loaded with a healthy dose of hammer dulcimer, tight two-part harmonies and the Appalachian influenced instrumentation that have become Mullins' trademark. You can take your choice between the album version and an edit that chops a minute off the total time. Watch for good AC action, more limited INSP and CHR response. **AC/INSP/CHR**

"He's Been in My Shoes" Petra DaySpring

This is a nice departure from—for lack of a better word—more "typical" Petra fare. The slide guitar combined with Schlitt's trademark vocals make for a tune that really stands out from those around it. Look for good CHR and AC play. **AC/CHR**

"Sleeping Giant" Petra DaySpring

Big lyrical hook in the chorus of this one. One listen and you're singing, "Hey, hey, hey!" (Listen to the song, and you'll know what I'm talking about.) It's not their biggest and best ever, but it'll push toward top five on the rock chart. Two versions are provided; one fades about one minute earlier than the album version. **ROCK**

"Whatever Happened to Love" Billy Sprague Benson

Hot horns and Sprague's unique vocals lead us through a hooky three and a half minutes in this delightful selection from *The Wind and the Wave*. This tune really pops out at you, giving it a great deal of chart potential. **AC/CHR**

"For This is God" Kelly Willard Integrity Music

Kelly's lush and emotional voice is a fitting vehicle to deliver the Scriptures contained in this tune from the *Finding God's Will* project. The production values are quite good; contemporary, yet still accessible for even more traditional INSP stations. **INSP/AC**

VIDEO

"The Hard Way" DC Talk ForeFront

Toby, Michael and Kevin rove about within the walls of Michigan's elite maximum security penitentiary in this stark, somber acknowledgement of mankind's need for God's mercy. Striking black & white footage of the group, inmates and the facility, shot against a backdrop of winter gray, add to the dramatic impact of the clip.

—Reviewed by Todd Chatman

Reviews of promotional singles and video clips are intended to provide programmers with information about potential new material for airplay. "Top 5" and "On The Chart" are songs and video clips which *The CCM Update* predicts will reach those respective levels on their format's airplay charts. *Critics Choice: Singles that, in the reviewer's estimation, are artistically exceptional and worthy of attention, irrespective of their chart potential. Send radio singles/video clips for review to: Todd Chatman, *The CCM Update*, 107 Kenner Avenue, Nashville, TN 37205. All product should be received one week before issue date for editorial consideration.

THE CCM UPDATE

ALBUM REVIEWS

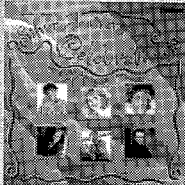
Top Ten

Gary Chapman *The Light Inside* Reunion



Chapman's first album since *Everyday Man* in 1988 seems a sure bet to land at or near the top of the charts on the strength of his songwriting alone (since it includes the proven hits "Finally" and "Treasure" as well as 10 new tracks). Though just a touch of country occasionally creeps in, Chapman (with the help of producer Michael Omartian) generally opts for a pop sound with a soulful edge. Assisted by pals like Chris McHugh, Jerry McPherson, Ashley Cleveland and even his missus on one track, Chapman offers a dozen exceptional songs centering on mercy, commitment and contentment.

Various Artists *Gospel Music's Silver Anniversary Celebration/Song of the Year Nominees* Arrival



For the fourth consecutive year, Arrival (one of the Dove Award telecast sponsors) has joined with the GMA to produce a compilation featuring some of the top Dove nominees. If your customers were to buy the albums containing these songs individually, they'd have to spend over \$150. But here in one package, they get "Give It Away," "The Robe," "Go There With You," "The Basics of Life" and "In Christ Alone" plus five more—

all original recordings by the original artists as the familiar saying goes. And of course, by this time next week, you'll know which is *the* Song of the Year (no wagering, please).

On the Chart

Dino Miracles Benson

After capturing last year's Best Instrumental Dove Award, Dino, along with producer/arranger David T. Clydesdale, has fashioned a majestic recording bound to be another contender. The rich orchestrations will no doubt win comparisons to the work of motion picture soundtrack giants such as John Williams and Jerry Goldsmith, while Dino's evocative performances easily rival the grand production.

John P. Kee *Colorblind* Star Song

Kee has certainly earned the "Prince" imprimatur handed him by the urban gospel community, logging 27 weeks at the top of the Billboard charts with his New Life Singers. Although he takes a more contemporary approach on this solo outing, with slammin' rhythm tracks and a bit of rap here and there, Kee's rich voice and powerful lyrics are still the focal point of the album. Guest vocals by Rev. Rance Allen and Vanessa Bell Armstrong also distinguish this inspiring outing.

Lenny LeBlanc *All My Dreams*

Integrity Music

Though you probably know his voice from countless praise and worship albums, it's been a few years since LeBlanc has been featured as a solo artist. I don't think Lenny would be offended if I tabbed this an old fashioned pop album. It's not retro, it's just a singer/songwriter focusing on the

gifts God has given him—a crystalline voice with a hint of the South in it, and the ability (much like Paul Overstreet, Bruce Carroll & pal Mac McAnally) to tell compelling stories in a three-minute format.

Various Artists *Hear It in Our Voice* Acappella Co./Word

This might be the bargain of the spring. For \$.99—one measly George Washington—your customer gets 12 songs drawn from 10 of the best albums in the Acappella Company vaults. Included are hits from Acappella and AVB group discs, producer Keith Lancaster's solo work, as well as best-selling concept projects, such as "Acappella Children," "Acappella Spirituals" and "Acappella Scripture Songs." In addition, the package contains 10 bucks worth of coupons, good toward the purchase of other Acappella products.

* Various Artists *I Predict a Clone/A Steve Taylor Tribute* R.E.X.

Thankfully, he's not dead or even sick (well, maybe a little...) But as a sign of their respect, the influence he's had and to benefit the Jesus People Community, 10 "next generation" rockers have contributed versions of their Taylor faves. A few of the many outstanding cuts include the high-octane medley of "Steeplechase/I Want to Be a Clone" by DigHayZoose, the bluegrass camp of "Guilty by Association" by The Sanctified Glory Mountain Revival Family and Sixpence None the Richer's version of the semi-obscure "Bouquet."

Also Received

Amy Roth *Amy Roth* Genesis

Though this is her first major recording, Roth sings with an assurance and style born of eight years on the concert trail. Whether working in a pop/inspirational vein, or adding a slight twist of country here and there, praise and worship are at the heart of Roth's songs. Writing partners like Dwight Liles and producer John Mandeville and her guests shots by folks such as Bob Carlisle and Angelo & Veronica enhance without overshadowing Roth's confident presentation.

Various Artists *Rhythm & Soul* Star Song

This is one hot sampler, y'all! It contains a broad spectrum of urban contemporary sounds, from the En Vogue-influenced stylings of Witness and Rite Choice to the jazzy hooks of Craig Crawford to the smooth approach of Lizz Lee & Claude McKnight to the updated choral sound of Edwin Hawkins and John P. Kee. Since many of the tracks are chart-topping hits, it's an excellent way to meet some of today's brightest stars.

Various Artists *The Rock Revival, Vol. 3/Jesus People Music Festival* Sonrise

Thirtysomethings will probably best remember the artists on this collection of live performances from the dawn of the "Jesus Music" movement (circa early '70s). The album features the obscure (Agape), the influential (Love Song, Larry Norman, Randy Stonehill, Andraé Crouch) and the quaint (Arthur Blessitt, Charles McPheeters); in any case, it's a good primer for newer fans and a time warp/souvenir for the (ahem) more mature among us. (Caveat!—at least four of the 16 tracks are studio cuts doctored with applause, but the bulk are concert recordings.)

VIDEO

Hokus Pick *Brothers From Different Mothers* Vision Records

Although they're completely serious about what their music says, this quartet of Canadian rockers takes a refreshingly self-deprecating approach to the video process itself. Their enthusiasm for performing and affection for each other are readily evident in the candid interview footage, while the seven videos of songs from the title disc and their previous album, *Pick It Up*, are uniformly well-directed (quite humorously in spots), casting the band and its music in a very favorable light.

—Reviewed by Bruce A. Brown

Product reviews are intended to provide retailers with advance information about new releases. "Top 10" and "On The Chart" are albums and videos which *The CCM Update* predicts will reach those respective levels on the sales chart. *Critics Choice: Albums that, in the reviewer's estimation, are artistically exceptional and worthy of attention, irrespective of their chart potential. 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

THE CCM 25

WO	LW	TW	TITLE	Pts
		%On Artist • Label		
6	3	• 1	JESUS WILL STILL BE THERE	82.56 83%
		Point of Grace • Word		
6	2	• 2	THE CONCERT OF THE AGE	82.15 84%
		Phillips, Craig & Dean • Star Song		
7	1	• 3	THE ONE I'VE BEEN WAITING FOR	80.10 84%
		Out of the Grey • Sparrow		
6	6	• 4	I'LL NOT FORGET YOU	70.26 70%
		Bryan Duncan • Myrrh		
5	8	• 5	MORE OF YOU	68.77 76%
		Wayne Watson • DaySpring		
4	9	• 6	BRIDGE BETWEEN TWO HEARTS	66.32 78%
		Bob Carlisle • Sparrow		
8	5	• 7	FROM THIS MOMENT ON	64.23 72%
		NewSong • Benson		
4	10	• 8	THERE IS PRAYER	63.78 73%
		Bruce Carroll • Word		
3	14	• 9	BEYOND ALL THE LIMITS	62.44 79%
		Larnelle Harris • Benson		
10	4	• 10	GLORY TO YOU	61.65 68%
		Steve Green • Sparrow		
3	18	• 11	TALK ABOUT LOVE	59.15 72%
		Paul Smith • Intersound		
4	15	• 12	I PLEDGE ALLEGIANCE TO THE LAMB	56.52 69%
		Ray Boltz • Word		
9	7	• 13	CHORUS OF FAITH	50.79 56%
		Michael Card • Sparrow		
3	17	• 14	TOUCH	50.01 68%
		Eric Champion • Myrrh		
2	23	• 15	I WILL BE WITH YOU	47.74 72%
		Margaret Becker • Sparrow		
6	12	• 16	IN THE HANDS OF GOD	41.91 51%
		Steve Camp • Warner Alliance		
2	22	• 17	I WILL BE FREE	37.92 54%
		Cindy Morgan • Word		
6	16	• 18	THE FLAME PASSES ON	37.85 48%
		White Heart • Star Song		
3	19	• 19	BEHOLD THE LAMB	35.96 52%
		Scott Springer • Pakadern		
—	—	• 20	I CALL YOUR NAME	35.94 59%
		Clay Crosse • Reunion		
9	11	• 21	SAVIOR	33.97 41%
		Michael English • Warner Alliance		
4	20	• 22	NOBODY ELSE LIKE YOU	33.76 32%
		Andraé Crouch • Warner Alliance		
2	24	• 23	THE HARD WAY	33.46 42%
		DC Talk • ForeFront		
—	—	• 24	SEEK FIRST	31.25 52%
		Susan Ashton • Reunion		
2	25	• 25	AMERICA AGAIN	29.87 42%
		Carman • Sparrow		

THE CCM UPDATE

ROCK

WO	LW	TW	TITLE	Pts.	%On
		Artist/Label • Songwriter(s)			
4	3	• 1	J.E.S.U.S.	81.56	95.83
		Michael Sweet/Benson • Michael Sweet			
6	6	• 2	EXCUSE ME, FORGIVE ME	74.38	83.33
		White Heart/Star Song • Mark Gersmehl, Billy Smiley, Jon Knox			
12	2	• 3	THE LAMENT OF DESMOND R.G. UNDERWOOD-FREDERICK IV	66.77	79.17
		Steve Taylor/Warner Alliance • Steve Taylor			
12	1	• 4	WALK AWAY FROM LOVE	66.56	79.17
		PFR/Vireo • Joel Hanson			
4	9	• 5	REVOLUTION	65.94	83.33
		Imagine This/Essential • D. Youngblood			
10	4	• 6	GOLDEN RULE	65.63	79.17
		Love War/Pakadern • Tim Bushong, Greg Purlee			
8	7	• 7	DIG DUG	63.54	75.00
		Prayer Chain/Reunion • Campuzano, The Prayer Chain			
10	5	• 8	CRUCIALITY	62.50	66.67
		Poor Old Lu/Alarma • Scott Hunter, Poor Old Lu			
4	10	• 9	TAKE ME HOME	51.67	66.67
		Hoi Polloi/Reunion • J. Gullen, Hoi Polloi			
6	13	• 10	THIS LOVE IS	46.15	58.33
		Greg & Rebecca Sparks/Etcetera • Greg Sparks, Rebecca Ed Sparks			
6	17	• 11	BETTER DAYS	43.85	58.33
		Jacob's Trouble/Frontline • Keith Johnston			
8	11	• 12	EYES OF HEAVEN	40.52	50.00
		Mad At The World/Frontline • Roger Rose			
2	25	• 13	PRAYING TO THE WRONG GOD	36.67	54.17
		Charlie Daniels/Sparrow • Charlie Daniels, Bruce Brown, Taz DiGregorio, Jack Gavin, Charlie Hayward			
14	14	• 14	TRUST	35.73	45.83
		Ashley Cleveland/Reunion • Ashley Cleveland, Kenny Greenberg			
10	15	• 15	MYSTERY TRAIN	33.65	45.83
		Tamplin/Benson • Ken Tamplin, S. Van Zen			
12	8	• 16	MIDNIGHT OIL	33.23	45.83
		Petra/DaySpring • Bob Hartman			
8	18	• 17	SUICIDE SUNSHINE	31.98	41.67
		Fear Not/Pakadern • L. Worley			
2	23	• 18	RUN	27.19	37.50
		Brett Williams & In Reach/Star Song • Brett Williams			
14	12	• 19	NEED A LOVE	26.88	33.33
		Dakota Motor Co./Myrrh • Peter King, Davia Vallesillo			
—	—	• 20	EYES WIDE OPEN	25.21	33.33
		Out of the Grey/Sparrow • Christine Dente, Scott Dente, Charlie Peacock			
4	20	• 21	FALLOUT	24.90	33.33
		Bride/Star Song • Troy Thompson, Dale Thompson			
—	—	• 22	2ND SPACE SONG	24.27	37.50
		Starflyer 59/Tooth and Nail • Jason Martin			
—	—	• 23	SNAKE	20.31	29.17
		The 77's/Myrrh • The 77's			
—	—	• 24	DOGMAN	19.17	25.00
		King's X/Atlantic • King's X			
16	16	• 25	SISTER WISDOM	19.06	29.17
		Guardian/Pakadern • Tony Palacios, David Bach, Jamie Rowe			

Most Adds AC

1. Neither Will I, Twila Paris 26
2. I Call Your Name, Clay Crosse 22
3. Whatever Happened to Love, Billy Sprague 16
4. I Will Be With You, Margaret Becker 13
5. Seek First, Susan Ashton 9
6. Prince of Peace, East to West 7
7. If You Could See What I See, Geoff Moore & the Distance 7
8. Give Your Light a Way, Babbie Mason 7
9. When Love Calls You Home, Commissioned 6
10. Talk About Love, Paul Smith 6

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

Most Adds INSP

1. Neither Will I, Twila Paris 7
 2. Seek First, Susan Ashton 3
 3. I Will Be Free, Cindy Morgan 3
 4. I Pledge Allegiance to the Lamb, Ray Boltz 3
- All stations reporting.

Most Adds CHR

1. Big House, Audio Adrenaline 9
2. He's Been in my Shoes, Petra 4
3. First Love, Legend Seven 4
4. You're All I Need, The Kry 3
5. Talk About Love, Paul Smith 3
6. Prince of Peace, East to West 3
7. More Precious than Silver, Nitro Praise 3

8. Life Together, Geoff Moore & The Distance 3
- The following station did not report and its chart was frozen: KGMS.

Most Adds Rock

1. Snake, The 77's 7
 2. Your Point of View, Idle Cure 6
 3. Unholy Union, King's Road 6
 4. 2nd Space Song, Starflyer 59 5
 5. Praying to the Wrong God, Charlie Daniels 5
 6. Eyes Wide Open, Out of the Grey 5
 7. The World I See in You, Margaret Becker 4
 8. Nothing But the Blood, P.K. Mitchell 4
 9. Land of Stolen Breath, REZ 4
- All stations reporting.



AND THE HITS JUST KEEP ON COMING.

Congratulations, Bryan Duncan, on your
5th #1 hit from your best-selling release, *Mercy*.

Produced by Dan Posthuma

I'll Not Forget You - #1 April 1994

When It Comes To Love - #1 January 1994

Into My Heart - #1 June 1993

You Don't Leave Me Lonely - #1 April 1993

Love Takes Time - #1 January 1993

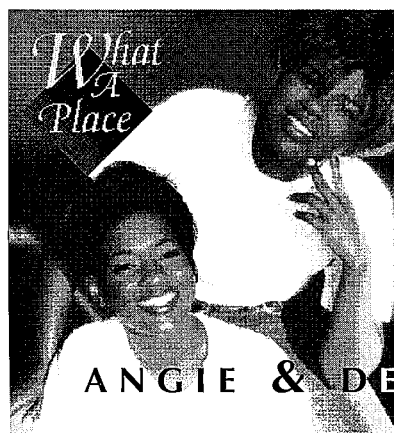
From your Myrrh family.



MYRRH

THE CCM UPDATE CHRISTIAN HIT RADIO

WO	W	TH	TITLE	Artist	Pts	Chg	%On	%A	%H	%M	%L
5	3	• 1	PICTURE ME IN PARADISE	Cindy Morgan Word • Grant Cunningham, Mark Hammond	100.00	3.19	100%	0%	100%	0%	0%
7	1	• 2	THE HARD WAY	DC Talk ForeFront • Toby McKeethan	100.00	0.00	100%	0%	100%	0%	0%
7	4	• 3	THE ONE I'VE BEEN WAITING FOR	Out of the Grey Sparrow • Christine Dente, Charlie Peacock	92.88	0.00	100%	0%	88%	6%	6%
4	5	• 4	TOUCH	Eric Champion Myrrh • Eric Champion	92.45	15.06	100%	6%	81%	13%	6%
4	6	• 5	SOMEDAY	Michael Sweet Benson • Michael Sweet	90.86	13.47	100%	6%	75%	19%	6%
9	2	• 6	THE FLAME PASSES ON	White Heart Star Song • Mark Gersmehl, Billy Smiley	83.77	-16.23	88%	0%	75%	13%	0%
5	7	• 7	BEHOLD THE LAMB	Scott Springer Pakaderm • John Elefante, Dino Elefante, Scott Springer	83.33	7.97	94%	0%	75%	19%	0%
4	9	• 8	BRIDGE BETWEEN TWO HEARTS	Bob Carlisle Sparrow • Charlie Peacock, Margaret Becker, Tony Miracle	78.12	11.89	94%	3%	50%	44%	0%
6	8	• 9	FIVE SMOOTH STONES	Bryan Duncan Myrrh • Bryan Duncan, Cedric Lee, Lou Ann Lee, Randy Lee	76.64	3.60	94%	3%	63%	19%	13%
4	10	• 10	TREASURE	Iona ForeFront • Iona	67.09	2.75	88%	3%	44%	38%	6%
—	—	• 11	BIG HOUSE	Audio Adrenaline ForeFront • Mark Stuart, Barry Blair, Will McGinnis, Bob Herdman	65.91	35.92	88%	27%	44%	25%	19%
4	12	• 12	WORD TO THE WORLD	Imagine This Essential • D. Youngblood	63.91	5.09	81%	3%	44%	38%	0%
4	14	• 13	FREEDOM	Code of Ethics ForeFront • Barry Blaze	58.81	7.96	81%	3%	31%	31%	19%
2	23	• 14	YOU'RE ALL I NEED	The Kry Asaph • JeanLuc Lajoie	54.47	19.31	75%	9%	25%	31%	19%
3	24	• 15	LIFE TOGETHER	Geoff Moore & The Distance ForeFront • Geoff Moore, Joe Hogue	54.46	19.72	81%	9%	25%	38%	19%
3	17	• 16	THE CONCERT OF THE AGE	Phillips, Craig & Dean Star Song • Geoff Thurman, Jeoffrey Benward	53.32	7.86	63%	0%	38%	19%	6%
2	25	• 17	I WILL BE WITH YOU	Margaret Becker Sparrow • Margaret Becker, Charlie Peacock	49.70	16.13	69%	6%	25%	38%	6%
3	18	• 18	LOVELY DAY	Out of Eden Gotee • B. Wither, S. Scarborough	47.82	6.38	63%	0%	50%	6%	6%
5	19	• 19	MORE PRECIOUS THAN SILVER	Nitro Praise N'Soul • Lynn DeShazo	46.64	6.35	63%	9%	38%	6%	19%
7	13	• 20	REASON ENOUGH	Keith Brown Star Song • Keith Brown	42.60	-8.70	56%	0%	19%	31%	6%
—	—	• 21	TALK ABOUT LOVE	Paul Smith Intersound • Paul Smith, Chuck E. Leonard, Brian Greene	37.07	14.62	56%	9%	13%	31%	13%
3	22	• 22	WE THE PEOPLE	Karthi ForeFront • Marshall Jones, Carl William Smith	35.91	0.00	56%	0%	19%	25%	13%
5	15	• 23	EVERYBODY	Versus Star Song • Michael Conner	35.50	-13.03	50%	0%	19%	25%	6%
—	—	• 24	KYRIE	AVB Word • Richard Page, Steve George, John Lang	33.61	7.97	38%	3%	25%	0%	13%
6	16	• 25	SAY IT WITH LOVE	Al Denson Benson • Joe Beck, Brian White	33.16	-13.80	50%	0%	19%	19%	13%



HEAVEN... What A Place

The AC follow-up to their top 5 hit, *Light of Love*
Includes the CHR single *Simply A Fanatic*

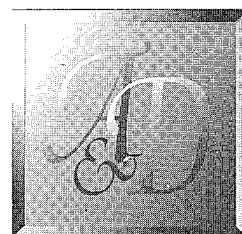
ANGIE & DEBBIE WINANS

MEET ANGIE AND DEBBIE AT GMA
Wed, 4/27 • 2:30 - 5:00
Artist/DJ reception

"The last act to emerge
from the Winans family was
certainly worth the wait!"

-USA TODAY

For radio contact Leslie Waddell
at 714•721-9500
fax 714•721-6933



THE CCM UPDATE INSPIRATIONAL

WO	LW	TW	TITLE	Artist	Pts	Chg	%On	%A	%H	%M	%L
10	1	1	CHORUS OF FAITH	Michael Card Sparrow • Michael Card, Phil Naish	89.99	-5.60	94%	0%	75%	13%	6%
5	4	• 2	JESUS WILL STILL BE THERE	Point of Grace Word • Robert Sterling, John Mandeville	83.23	9.15	94%	0%	75%	19%	0%
11	2	3	GLORY TO YOU	Steve Green Sparrow • Jon Mohr, Randall Dennis	82.04	-3.55	94%	0%	75%	19%	0%
5	9	• 4	I PLEDGE ALLEGIANCE TO THE LAMB	Ray Boltz Word • Ray Boltz	82.02	22.89	100%	9%	63%	31%	6%
7	6	• 5	FROM THIS MOMENT ON	NewSong Benson • Eddie Carswell, Leonard Ahlstrom, Mike Demus	73.55	4.73	81%	0%	69%	13%	0%
9	3	6	IN THE HANDS OF GOD	Steve Camp Warner Alliance • Steve Camp, Claire Cloninger, John G. Elliott	68.82	-5.59	81%	0%	56%	25%	0%
3	11	• 7	THERE IS PRAYER	Bruce Carroll Word • Bruce Carroll, John G. Elliott	68.17	15.29	88%	3%	38%	50%	0%
3	14	• 8	BEYOND ALL THE LIMITS	Larnelle Harris Benson • Bill Cuomo, Robert White Johnson, Larnelle Harris	64.92	14.64	94%	3%	25%	56%	13%
9	5	9	HE IS THE ONE	Jim Cole iMPACT • Bruce Carroll, Jim Cole	62.37	-6.98	75%	0%	44%	31%	0%
6	7	• 10	AMERICA AGAIN	Carman Sparrow • Carman	61.80	0.31	88%	0%	50%	25%	13%
4	10	• 11	HOME WHERE I BELONG	Gaither Vocal Band Star Song • Pat Terry	58.57	1.49	75%	3%	31%	31%	13%
3	17	• 12	MY FATHER'S CHAIR	David Meece Star Song • David Meece, Dwight Liles	56.22	8.50	81%	6%	31%	38%	13%
4	15	• 13	THE CONCERT OF THE AGE	Phillips, Craig & Dean Star Song • Geoff Thurman, Jeffrey Benward	53.33	4.73	56%	0%	44%	13%	0%
6	12	• 14	LOVE IS SPELLED TIME	Brent Henderson iMPACT • Brent Henderson, Ray Boltz, Steve Millikan	52.67	1.40	69%	3%	25%	38%	6%
2	22	• 15	I WILL BE FREE	Cindy Morgan Word • Cindy Morgan	49.74	12.89	69%	9%	13%	31%	25%
2	19	• 16	HE REIGNS (HOLY, HOLY, HOLY)	Maranatha! Singers Maranatha! • Janet Grossman	48.35	8.83	63%	6%	25%	13%	25%
9	13	17	SAVIOR	Michael English Warner Alliance • Paul Field, Nia Jones	42.80	-7.63	56%	0%	44%	13%	0%
11	8	18	WE ARE WAITING	Annie Herring Sparrow • Anne Herring	41.83	-17.61	50%	0%	25%	25%	0%
7	18	19	MIGHTY RIVER	Jerry Williams & Harvest Benson • Jerry Williams	38.92	-3.23	50%	0%	19%	31%	0%
8	21	20	EVIDENCE OF LOVE	First Call Myrrh • Lowell Alexander, Bonnie Keen	34.61	-2.27	31%	0%	25%	0%	6%
11	16	21	CLOSER TO THE FIRE	Michael James Reunion • Jeff Silvey, Chapin Hartford	33.41	-14.33	56%	0%	25%	19%	13%
5	25	22	BENEATH THE CROSS MEDLEY	Glad Benson • Arr. Don Hart, Twila Paris	32.15	-2.37	44%	0%	6%	38%	0%
—	—	• 23	CRY OF MY HEART	Praise Band Maranatha! • Terry Butler	31.60	0.87	44%	0%	13%	19%	13%
—	—	• 24	GOIN' HOME	Two Hearts Star Song • Dan Dean	30.81	9.43	44%	6%	13%	6%	25%
—	—	• 25	NEITHER WILL I	Twila Paris Star Song • Twila Paris	29.59	17.89	63%	22%	0%	19%	44%

“He Reigns” (“Holy, Holy, Holy”)

FROM MARANATHA PRAISE

“Standing On The Rock”

GOING FOR ADDS NOW!

Hitbound on CRR



“A batch of terrific songs...a vitality lacking in many other praise and worship releases.”

CCM Update



Maranatha!
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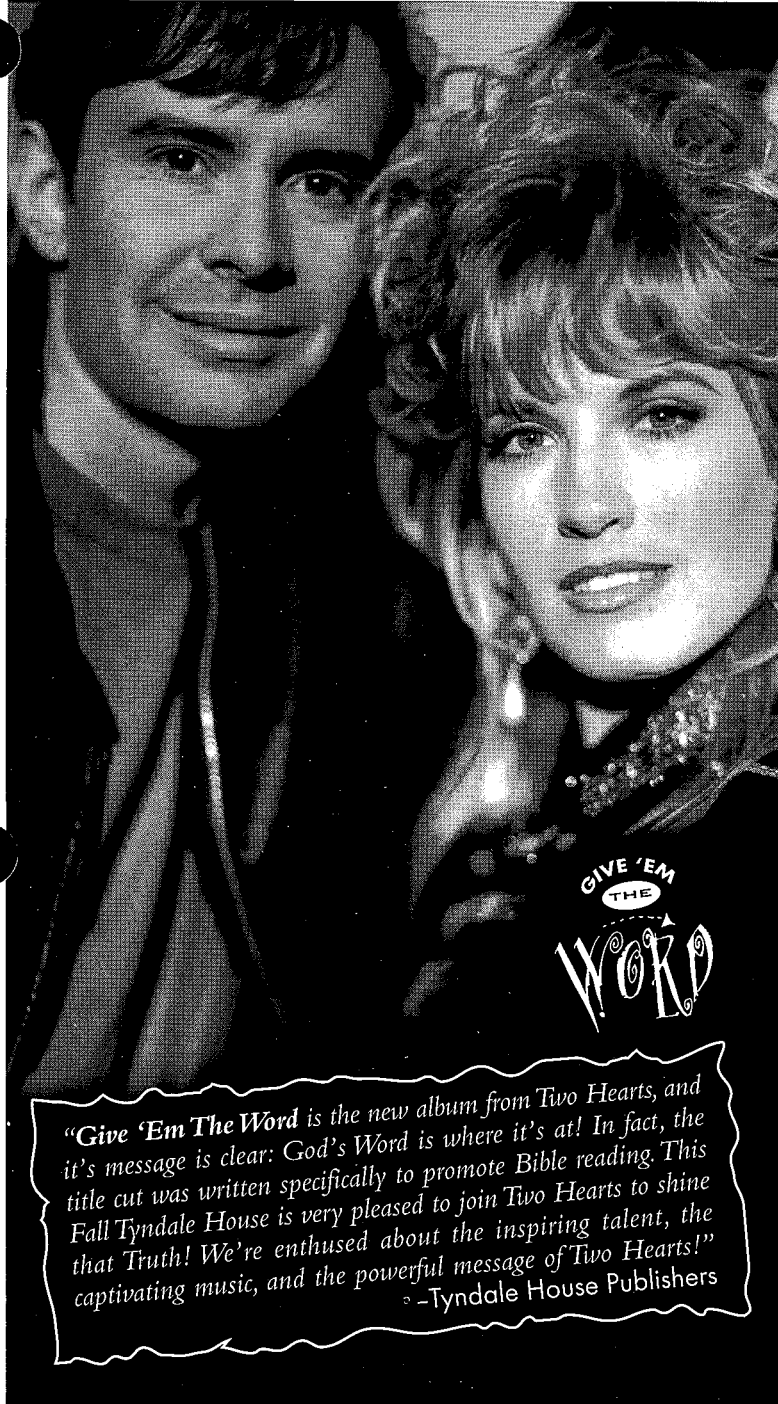
THE CCM UPDATE

ADULT CONTEMPORARY

WO	LW	TW	TITLE Artist Label • Songwriter(s)	Pts	Chg	%On	%A	%H	%M	%L
8	3	• 1	I'LL NOT FORGET YOU Bryan Duncan Myrrh • Bryan Duncan, Chuck Barth	99.64	2.54	100%	0%	98%	2%	0%
8	4	• 2	JESUS WILL STILL BE THERE Point of Grace Word • Robert Sterling, John Mandeville	98.55	2.54	100%	0%	95%	5%	0%
7	2	• 3	THE CONCERT OF THE AGE Phillips, Craig & Dean Star Song • Geoff Thurman, Jeffrey Benward	97.56	0.10	98%	0%	93%	5%	0%
6	6	• 4	MORE OF YOU Wayne Watson DaySpring • Wayne Watson	96.10	8.71	100%	0%	88%	10%	2%
8	1	• 5	THE ONE I'VE BEEN WAITING FOR Out of the Grey Sparrow • Christine Dente, Charlie Peacock	95.58	-1.98	97%	0%	93%	3%	0%
6	8	• 6	BRIDGE BETWEEN TWO HEARTS Bob Carlisle Sparrow • Charlie Peacock, Margaret Becker, Tony Miracle	83.63	12.19	93%	1%	69%	22%	2%
4	12	• 7	TALK ABOUT LOVE Paul Smith Intersound • Paul Smith, Chuck E. Leonard, Brian Greene	79.47	20.02	91%	5%	52%	36%	3%
6	10	• 8	THERE IS PRAYER Bruce Carroll Word • Bruce Carroll, John G. Elliott	76.96	11.37	90%	2%	52%	33%	5%
9	5	• 9	FROM THIS MOMENT ON NewSong Benson • Eddie Carswell, Leonard Ahlstrom, Mike Demus	75.01	-17.14	88%	1%	67%	17%	3%
4	13	• 10	BEYOND ALL THE LIMITS Larnelle Harris Benson • Bill Cuomo, Robert White Johnson, Larnelle Harris	74.65	16.54	95%	3%	34%	55%	5%
11	7	• 11	GLORY TO YOU Steve Green Sparrow • Jon Mohr, Randall Dennis	65.93	-21.36	74%	0%	50%	17%	7%
6	15	• 12	I PLEDGE ALLEGIANCE TO THE LAMB Ray Boltz Word • Ray Boltz	61.57	5.49	79%	2%	36%	34%	9%
3	21	• 13	I WILL BE WITH YOU Margaret Becker Sparrow • Margaret Becker, Charlie Peacock	60.96	21.48	91%	11%	21%	60%	10%
4	17	• 14	TOUCH Eric Champion Myrrh • Eric Champion	55.70	6.68	78%	2%	24%	45%	9%
11	9	• 15	CHORUS OF FAITH Michael Card Sparrow • Michael Card, Phil Naish	48.34	-20.30	59%	0%	29%	26%	3%
2	32	• 16	I CALL YOUR NAME Clay Crosse Reunion • Peter Buneitta, Rich Chudacoff, Scott Cross	47.87	24.78	79%	19%	9%	48%	22%
7	19	• 17	NOBODY ELSE LIKE YOU Andraé Crouch Warner Alliance • Andraé Crouch	44.88	-0.53	45%	3%	26%	16%	3%
9	16	• 18	IN THE HANDS OF GOD Steve Camp Warner Alliance • Steve Camp, Claire Cloninger, John G. Elliott	43.20	-9.53	57%	0%	21%	33%	3%
5	20	• 19	I WILL BE FREE Cindy Morgan Word • Cindy Morgan	42.93	3.41	66%	3%	17%	41%	7%
9	18	• 20	THE FLAME PASSES ON White Heart Star Song • Mark Gersmehl, Billy Smiley	39.00	-7.93	50%	0%	28%	19%	3%
2	29	• 21	SEEK FIRST Susan Ashton Reunion • Amy Grant, Wes King	38.00	13.39	66%	8%	7%	33%	26%
10	14	• 22	SAVIOR Michael English Warner Alliance • Paul Field, Nia Jones	37.75	-18.45	47%	1%	21%	22%	3%
4	25	• 23	HOME WILL FIND YOU Sandi Patti Word • Greg Nelson, Bob Farrell	36.91	4.92	62%	3%	19%	33%	10%
6	22	• 24	BEHOLD THE LAMB Scott Springer Pakaderm • John Elefante, Dino Elefante, Scott Springer	34.50	-1.35	52%	2%	17%	26%	9%
—	—	• 25	NEITHER WILL I Twila Paris Star Song • Twila Paris	31.18	23.98	64%	22%	0%	29%	34%
12	11	• 26	HERE IN AMERICA Rich Mullins Reunion • Rich Mullins	30.56	-30.24	36%	0%	17%	16%	3%
2	36	• 27	IF YOU COULD SEE WHAT I SEE Geoff Moore & The Distance ForeFront • Geoff Moore, Steven Curtis Chapman	28.93	9.79	50%	6%	9%	22%	19%
3	30	• 28	THE HARD WAY DC Talk ForeFront • Toby McKeehan	28.57	4.85	38%	3%	14%	21%	3%
7	28	• 29	AMERICA AGAIN Carman Sparrow • Carman	26.88	1.98	41%	2%	17%	16%	9%
—	—	• 30	WHAT EVER HAPPENED TO LOVE Billy Sprague Benson • Billy Luz Sprague	26.66	16.59	45%	14%	0%	28%	17%
5	26	• 31	HE IS THE ONE Jim Cole iMPACT • Bruce Carroll, Jim Cole	25.51	-5.04	31%	1%	10%	16%	5%
4	34	• 32	GOIN' HOME Two Hearts Star Song • Dan Dean	23.71	1.34	38%	2%	9%	21%	9%
2	37	• 33	WHEN LOVE CALLS YOU HOME Commissioned Benson • Fred Hammond, Ty Lacy, Bryan Lenox	23.71	6.67	33%	5%	5%	17%	10%
5	31	• 34	MY FATHER'S CHAIR David Meece Star Song • David Meece, Dwight Liles	23.54	0.10	40%	2%	9%	21%	10%
2	38	• 35	FORGIVEN Rob Frazier Urgent • Rob Frazier, Steve Camp	23.34	6.81	43%	3%	2%	28%	14%
2	39	• 36	GIVE YOUR LIGHT A WAY Babbie Mason Word • Babbie Mason, Cheryl Rogers	23.33	8.95	43%	6%	0%	24%	19%
4	33	• 37	EVERY DAY, EVERY HOUR Gaither Vocal Band Star Song • Terry Franklin	18.96	-3.76	31%	1%	7%	14%	10%
10	27	• 38	EVIDENCE OF LOVE First Call Myrrh • Lowell Alexander, Bonnie Keen	16.45	-10.80	24%	0%	7%	10%	7%
13	23	• 39	A WING AND A PRAYER Brian Barrett Star Song • Michael Gleason	14.58	-19.50	19%	0%	9%	3%	7%
—	—	• 40	NO DOUBT ABOUT IT Angelo & Veronica Benson • Michael Bolton, Diane Warren	13.12	5.14	21%	4%	5%	7%	9%

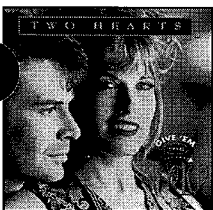
TWO HEARTS

THE WORD IS OUT...



- Give 'Em The Word releases to retail - October, '93.
- Voted **Billboard's Best New Artist Video** for *Miracles* - November '93
- **#1 AC Radio Single** *Because of You* on CCM Update and CRR Charts - January '94
- Over 100 radio stations nationwide "give 'em the word" via a week-long promotional campaign with **Tyndale's Life Application Bible for Students** and Two Hearts Give 'Em The Word project - April, '94
- Two Hearts **Give 'Em The Word Live Concert TV Special** premieres on the new **Parable Television Network** at select Parable Group Stores nationwide! Features prominent youth speaker Eastman Curtis - May 14, '94

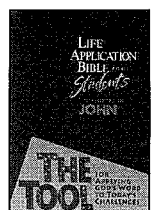
Watch for the Two Hearts GIVE 'EM THE WORD TOUR '94 as it continues to blaze across North America this Fall, determined to capture the hearts of today's young people by turning them on to the power of God's Word. Noted Youth speaker Eastman Curtis also shares an attention grabbing message centered on the Word of God.



Sponsored by Tyndale's Life Application Bible for Students and CCM-TV.

Two Hearts...taking their vision to the streets with a rally cry we all can embrace.

Booking Information: Mike Roberts • Jeff Roberts & Associates • (615) 859-7040





POINT OF GRACE

DOVE AWARDS
New Artist Nomination
National Telecast Performance
Pre-telecast Presenters

THREE #1 SONGS
"I'll Be Believing"
"One More Broken Heart"
"Jesus Will Still Be There"

TOP 10 ALBUM
Point Of Grace
(CCM Update Sales Chart)

NATIONAL VIDEO AIRPLAY
"Jesus Will Still Be There"
Hosted CCM-TV

TOURING HIGHLIGHTS
Fall and Spring Tour with Wayne Watson
Disney World's 1994 Night of Joy
1994 Young Messiah Tour



Personal Manager:
Mike Atkins 615-298-2211
Booking information:
The SCS Group 713-589-7716