

THE *CCM* UPDATE

Special Report

The Art and Science of 'Breaking' New Artists

AS 1994 NEARS ITS close, the contemporary Christian music industry can look back on what has been a somewhat successful and, in some ways, unprecedented year for new faces on the music scene. Along with successful releases from such familiar artists as Steven Curtis Chapman, Carman, Amy Grant and others, the contemporary Christian community has seemed to embrace a collection of new artists with a unique enthusiasm.

Word artist Point of Grace saw a phenomenal year of success which included the Gospel Music Association Dove Award for 1994's New Artist of the Year, the fan-voted America's Christian Music Award for New Artist of the Year, performances at Walt Disney World's Night of Joy and on the 1994 Young Messiah Tour, while the group's debut album has sold more than 180,000 units in just over 12 months and, as of October, was still averaging sales of approximately 5,000 units a month. Point of Grace also became the first debut artist in Christian radio history to have four consecutive #1 songs on the *CCM Update* charts.

Other new artists who have had a successful year include Reunion's Clay Crosse, whose debut album, *My Place is With You*, has sold 85,000 units since its

release nine months ago. Sparrow's Cheri Keaggy has garnered consumer support with sales of her debut album, *Child of the Father*, exceeding 45,000 units sold in just four months. Star Song's new female trio Sierra became the label's highest charting debut artist last week when they broke the top ten on *Billboard's* Contemporary Christian sales chart with their self-titled debut (number 14 on the *CCM Update* Album Sales chart). Sales for the six-week-old project are at approximately 40,000 units.

While not all new artists have fared as well as these, the fact remains that Christian music continues to see consistent growth in consumer demand for new faces and new sounds, while radio seems to offer its support as well. In light of these successes, what are labels looking for in new artists today? How does artist management factor in to the success of a new artist?

Sparrow's senior vice president of A&R, Peter York, stated, "I only sign a couple of artists a year. I'm not on a signing campaign. I'm also slow to sign an artist because I have to be convinced that it's an artist that Sparrow can't do without, and for whom I am personally prepared to go to the wall to support. It starts getting easier when your criteria is high enough that it

eliminates a lot of people who may not reach those standards."

York continued, "I'm trying to find original, very defined talent; people who are arriving at who they are naturally. Many times record labels watch the market and try to find artists to fit into a particular slot, a style that people are currently

(Continued on page 2)

#1

Christian Hit Radio

"I Turn to You"

Randy Stonehill • Street Level

Adult Contemporary

"I Turn to You"

Randy Stonehill • Street Level

Inspirational

"Build a Bridge of Love"

Phillips, Craig & Dean • Star Song

Album Sales

House of Love

Amy Grant • Myrrh

Video Sales

Narrow is the Road

DC Talk • ForeFront

#5 AC
WITH A BULLET

100% ON
NEXT WEEK

POINT
OF
GRACE

"I HAVE NO DOUBT"



Second Annual Christian Country Music Awards Presented

THE SECOND ANNUAL Christian Country Music Association (CCMA) Awards concluded last week's Christian Country Music Convention, which took place Nov. 6-9 in Nashville. Hosted by singer/songwriter Paul Overstreet and "TNN Country News" host Debra Maffett, the awards were presented Wednesday evening at the Grand Ole Opry House.

The two-hour presentation featured numerous performances by the top names in the Christian country music field including Susie Luchsinger, Michael James, Brian Barrett, Andy Landis, Bruce Haynes, The Days, MidSouth, Terri Lynn, Ken Holloway, Rivers & Owens, Brent Lamb, Seneca, and The Fox Brothers, as well as

performances by Overstreet and Maffett. Presenters included a combination of country music personalities such as Billy Walker, The Whites and Cleve Francis, along with music industry executives including Word, Inc. president Roland Lundy, Sparrow Communications Group president Bill Hearn, Star Song president Darrell Harris, ASCAP's Merlin Littlefield and BMI's Thomas Cain.

The CCMA was founded in 1992 and is currently comprised of more than 600 members. The CCMA awards were voted on by the membership in a three-ballot process. Awards were presented in a total of 12 categories. A complete

(Continued on page 2)

CCMAs

Out & About

- **DC Talk** and **Steve Taylor** came away winners in the 1994 **Billboard Music Video Awards** as "The Hardway" and "Bannerman" won for best contemporary Christian clip and new artist clip respectively. Best local/regional show in the contemporary Christian category went to Light Music out of Pennsylvania....
- **Ed Kimball**, who pioneered much of Compassion International's work throughout the world, died October 22 after a year-and-a-half battle against pancreatic cancer. Kimball was 62. Compassion International President **Dr. Wess Stafford** said, "More than any other person I know, Ed Kimball embodied the spirit of compassion... [He] loved his Lord and did with his life what he felt was most strategic to advance the Kingdom of God. Kimball is survived by his wife, Ellie, daughters and sons-in-law Carol and Devlin Donaldson and Lori and Steve Benson, and four grandchildren...."
- The National Association for the Advancement of Colored People (NAACP) recently announced that Sparrow artist **The Clark Sisters** will be featured as spokespersons in a campaign to increase membership and combat problems facing today's urban society. The campaign, named after Clark Sisters' song "Work to Do," promotes positive change in one's own community and will be visible through print and radio advertisements nationwide....
- After over 70 dates this fall with **Steven Curtis Chapman**, the **Newsboys** have already planned for a hectic spring as well as they headline a 50-city *Going Public* tour. Joining the 'boys for this tour are ForeFront's **Audio Adrenaline** and new Star Song artist **Tony Vincent**....
- **AristoMedia** is releasing its premiere edition of *The Sand Paper*, a bi-monthly newsletter written for and about the Christian music video industry. The first issue will be shipped this month to over 150 video programmers, as well as numerous industry executives and media contacts. For more information, contact Jeff Walker or Jae Heme at AristoMedia, 615/269-7071.

(Continued from page 1)

list of winners follows:

Male Vocalist of the Year:

Bruce Haynes

Female Vocalist of the Year:

Susie Luchsinger

Vocal Group of the Year: MidSouth

Song of the Year:

"Runs In the Blood," recorded by Ken Holloway; words and music by Jeff Silvey and Jeff Jansen (Meadowgreen Music/Riverstone Music)

Mainstream Country Artist of the Year:

Paul Overstreet

Breaking Artists

(Continued from page 1)

responding to. But I believe that who someone is naturally will far outlast something that is contrived, or a style that is being forced because it's currently popular."

John Mays, director of A&R for Word, stated, "Over the last two to three years we've really cut back on the number of artists we're working with. Our criteria is not in numbers, but in the greatness and the excellence of the work. I'm in an interesting position because I'm 'never looking' because there's so much out there, and yet I'm 'always looking' because I don't want to miss something that's important."

"We are looking for people who have a very definite call of God on their lives, who have defined their ministries," stated Jackie Patillo, director of A&R for Star Song. "We're not here to create ministries, but the mission of Star Song is to serve those who serve the church. We have launched probably 10 new artists within the past year, and there will be more to come."

While the A&R department of a label brings in new talent, marketing strategies are obviously critical to the success of an artist's project. Marketing directors have indicated that although a marketing budget is extremely important, it will vary from artist to artist depending upon numerous circumstances.

Dean Arvidson, vice president of marketing for Word, explained, "A good part of developing an artist is creating fires and then fanning them. However, you also have to be aware of where there are small fires

Pioneer Award:

The Fox Brothers

New Artist of the Year:

Paula McCulla

Vocal Duo of the Year:

Margo Smith & Holly

Musician of the Year:

Ricky Skaggs

Video of the Year:

"Two Out of Three," Charlie Daniels

Radio Station of the Year:

KPBC, Dallas/Ft. Worth, TX

Radio Personality of the Year:

Darroll Alexander

starting around the country—whether at radio, retail or in concerts—and then rush to that spot to fuel the flames. Those types of things can't be predicted in an initial marketing budget."

"We specialize our approach to maximize the strongest initial foot forward for the artist into the marketplace," said Sparrow's vice president of artist development Lucy Diaz. We tailor all of our approaches to the artist, so certain aspects of the marketing plan will change. Where the real talent lies is in finding the right niche, the right marketing idea for the specific artist."

Vice president of marketing and artist development for Reunion Records, Rob Burkhead commented, "There are obviously a lot more avenues you have to pursue with a new artist than with an established artist. You have to create everything from scratch. The market's first impression of an artist is very important."

Artist management has also played an important role in the development of new artists. The rewards have been plentiful in some cases, but risks can be abundant and costly.

Atkins, Muse and Associates CEO Mike Atkins represents long-time Christian artists Petra and Wayne Watson, as well as relative newcomers like Cindy Morgan, Point of Grace and Cheri Keaggy. He comments, "Managing an artist is a commitment, and if you make that commitment for the right reasons, it becomes an investment rather than a risk."

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THE CCM UPDATE GALLERY

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1995



A TRIP TO # 1—To commemorate their CCM Update number one rock single "Trip to Pain," **Dakoda Motor Co.** recently celebrated with **Steve Taylor**, touring partner and co-director of the band's new *Welcome, Race Fans* video. Pictured standing (l-r) are band members **Chuck Cummings**, **Elliot Chenault**, and **Davia Vallesillo**; Taylor; and Myrrh's vice president/general manager **Jim Chaffee**. Seated are band members **Peter King**, **Derik Toy** and Myrrh's director of A&R **Mark Maxwell**.



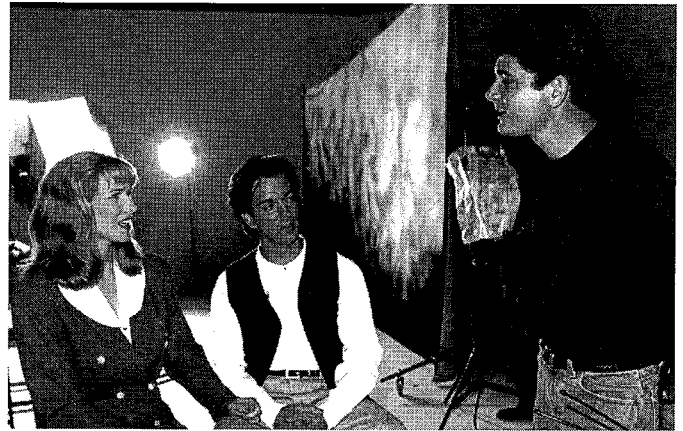
KEV'S 'DEEP THOUGHTS'—DC Talk's **Kevin Smith** recently greeted customers at Nashville's Davis Kidd Booksellers, where he read aloud from his newly released book *At the Foot of Heaven*, and performed with the book's illustrator, singer/songwriter **Jimmy Abegg**. The book is available through **Star Song Publishing**. Pictured (l-r): **Darrell Harris**, Star Song president; **David West**, national sales director, Star Song Publishing Group; Smith; **Matt Price**, VP Star Song Publishing Group; Abegg; **Jeff Moseley**, Star Song executive VP/COO; **Deb Rhodes**, contributing author; **Danny McGuffey**, Star Song VP marketing & sales; and **Buddy Jackson**, Jackson Design.



HANGIN' AT SAM'S PLACE—Reunion recording artist and "Sam's Place" host **Gary Chapman** recently celebrated backstage at Nashville's historic Ryman auditorium with Blanton/Harrell Entertainment president **Dave Slaughter** (left) and Reunion Records CEO/president **Terry Hemmings** (right) on opening night of the venue's musical series featuring the best of inspirational music.



MAGGIE'S HONORS—**Margaret Becker** took home an award at **SESAC's** recent National Performance Activity Awards in Nashville. She won for her two chart toppers, "Say the Name" and "Keep My Mind," as part of the evening's celebration, entitled "A Night of Number Ones." Shown presenting is SESAC Senior Vice President/Creative **Dianne Petty**.



'ALTOGETHER' NOW—**Z Music Television's Graham Barnard** (right) talks to **Out of the Grey's Scott and Christine Denté**, taking viewers behind the scenes for a special look at the making of the duo's first video, "All We Need." Z Music Television currently co-sponsors Sparrow's "Altogether" Tour, which features Out of the Grey and the **Ashton/Becker/Denté** trio.



IN MERRY OL' ENGLAND—**PFR** recently joined The Proclaimers, Midnight Oil, Mike Peters (The Alarm) and Phil Keaggy at the Greenbelt Festival in North Hamptonshire, England, where they played in front of 20,000 people. Pictured (l-r) are: PFR's **Patrick Andrew**; **David Bruce**, product & market development director, **Alliance Music**; PFR's **Mark Nash**; **David Withers**, marketing director, Alliance; and PFR's **Joel Hanson**.

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Gary Chapman

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20 St. Louis, MO
21 Moline, IL
22 Dayton, OH
26 Knoxville, TN
27 Atlanta, GA
28 Charlotte, NC

February

2 Denver, CO
3 Lincoln, NE
4 Norman, OK
5 Houston, TX
9 Edmonton
10 Calgary
12 Vancouver, BC
13 Tacoma, WA
14 Portland, OR
17 Oakland, CA
18 Anaheim, CA
19 Las Vegas, NV
20 Phoenix, AZ
24 Austin, TX
25 Dallas, TX
26 Wichita, KS
27 Kansas City, MO

March

2 Cleveland, OH
3 Chicago, IL
4 Minneapolis, MN
5 Ames, IA
9 Ft. Wayne, IN
10 Toronto, ONT
11 Auburn Hills, MI
12 Cincinnati, OH
16 Indianapolis, IN
17 Pittsburgh, PA
18 Buffalo, NY
19 Worcester, MA
21 Philadelphia, PA
23 New York City, NY
24 Washington, DC
25 Roanoke, VA
26 Chapel Hill, NC
30 Springfield, MO
31 Memphis, TN

April

1 Jackson, MS
2 Birmingham, AL

(All dates subject to change.)

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THE CCM UPDATE RADIO ACTIVITY

Appointments

—**Ray Terrill**, former Chief Engineer for **Focus on the Family** has joined the staff of **The Word In Music Satellite Network** as director of engineering services.

—**KCBI-FM/Dallas, TX** morning program welcomes new co-host **Kay Leitch**. Kay joins host **Ron Harris** each weekday morning from 6 a.m. to 9 a.m. KCBI has also named **Bernie McPartland** as production director.

Signing On

—**The Eagle Radio Group** has added the **Morningstar Radio Network** to its three central Pennsylvania radio stations promoting themselves as "Talk all day - Music all night." Morningstar replaces a more inspirational musical style.

—**WDNO-FM/Salisbury, MD** now broadcasts **The Morningstar Radio Network** overnights and evenings. Previously WDNO was a secular A/C format. It is now simulcasting Morningstar affiliate **WXPZ-FM/Milford, DE**. The action comes as part of a sale of WDNO to **Samson Communications**, owners of WXPZ.

—**WLYV/Ft. Wayne, IN** has signed on the air as an affiliate of the **Morningstar Radio Network**. Morningstar is heard on the station 21 hours daily. This

marks the 35th station which, prior to adding Morningstar programming, had not previously broadcast any CCM programming.

Promotions

—**KJIL-FM/Dodge City, KS** participated in the **Focus on the Family** proclamation of October as "Clergy Appreciation Month." The station sent out 64,000 bulletin inserts to a total of over 800 churches. Church members were asked to write a letter giving thanks for their pastor, many of which were read on the air.

—**KCBI-FM/Dallas, TX** listeners donated over \$1.5 million in the station's 1994 Sharathon Oct. 3-17. The amount was the largest ever set by **Criswell Communications**, and the largest ever raised during a sharathon. Nearly 10,000 listeners responded.

—**WAKW-FM/Cincinnati, OH** kicked off its 1994 Sharathon with a concert featuring **Twila Paris**, **Phil Keaggy**, and **Clay Crosse**. Over 2800 listeners responded to the event with \$340,000 in pledges.

—**WXPZ-FM/WDNO-FM/Milford, DE/Salisbury, MD**, ran a promotion in conjunction with **Focus on the Family's** "Clergy Appreciation Month" during October. Listeners were asked to nominate their pastor as "pastor for the day." Many pastors were

mentioned on the air and received dinner at a restaurant, as well as a gift certificate to a Christian bookstore.

—**Focus on the Family, Brentwood Music** and cowboy singing group, **The Flying Wranglers** have joined forces to present a special family radio program, "Christmas on the Ranch." Beginning Dec. 1, it will be broadcast by satellite to the more than 900 Focus radio affiliates and will also be made available to mainstream country as well as other Christian radio stations nationwide.

—**KGBI-FM/Springfield, NE** met and exceeded its goal of \$575,000 in its 1994 sharathon. On the second day of the sharathon, a local businessman made a challenge offer to match every dollar up to \$120,000 to help retire the debt on the station's new (1990) transmitter, tower, and antenna. He later made a similar offer which will help greatly reduce the remaining debt on KGBI's transmitting facility.

Congratulations

—To **WAVA-FM/Washington, DC** production director **Flip Michaels** and his "new" fiancé **Melissa**. Flip proposed to her on an airplane October 2nd... with a little help from the cockpit crew.

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.

The CCM Update Charts

The CCM Update airplay charts are compiled from programming information submitted by selected Christian radio stations (Reporters) in the United States. The "CCM 25," "Adult Contemporary," "Inspirational" and "CHR" charts are based on song rotation patterns as reported by programmers. Reporters are grouped into tiers according to market size. AC and Insp. contain 3 tiers and CHR contains two. The "CCM 25" chart combines all Reporters to the "Adult Contemporary," "Inspirational" and "CHR" charts. The "rock" charts are based on chart listings and playlists submitted by stations, shows and syndicated programs.

WO (Weeks On) shows how long the song has been on that chart; LW (Last Week) or LC (Last Chart) shows the song's previous position. A bullet represents gain in total points over previous period. "Pts" represents the percentage of total possible points a song has received. ("Heavy" rotation or #1 position from every Reporter would

result in 100 points.) "Chg" is the gain or loss (-) in points from the previous chart. "%On" represents the percentage of Reporters reporting the song.

"%A" is the percentage of Reporters adding the song this time. "%H" "%M" "%L" shows the percentage of Reporters who have the song in "Heavy," "Medium" or "Light" rotations. The "Highest Debut" is the song that enters that chart at the highest position. The "Highest Gainer" is the non-debut song that has gained the most points on that chart. All charts copyright © 1994 by CCM

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Reporting Adult Contemporary Stations: Tier One: KCMS, KLTU, KLYR, KSBJ, WCBW, WMLU, WVFJ, WWDJ, Morning Star. **Tier Two:** KADI, KCNW, KFSG, KLYN, KNTL, KSLR, KTL, KXOJ, WBSN, WDJC, WDYL, WHLO, WJIE, WJIS, WJQK, WLFJ, WLUX, WNLIT, WQCK, WRZR,

WWCM, WWEV, WYLO. **Tier Three:** KGNZ, KLVV, KNLE, KNLR, KOBC, KTFA, KYCR, WBFJ, WBGL, WCFY, WCIC, WCVK, WGCA, WGGN, WHJT, WHME, WNAZ, WNDA, WPSM, WQFL, WRCM, WRTD, WWWR, WXPZ, WZLE.

Reporting CHR Stations: Tier One: WCIE, Word in Music, KDBX, KLRD, KLYT, WAYJ. **Tier Two:** KDUV, KQCS, WAYM, WBRG, WGFT, WJTL, WNCM, WTRI, WYSZ.

Reporting Inspirational Stations: Tier One: WAFR, KCBI, KCCS, WFRN, WMCU, WONU. **Tier Two:** KJIL, WMHK, WSOR. **Tier Three:** KCIH, KCVO, KULY, KLFJ, WGRG, WIBI.

Reporting Rock Stations & Shows: KCLC (Crossroads), KGOT, KLYT, KOKF (Power Rock), KRDS, KYTT, Reality Rock, WBRG, WCIL (Jesus Solid Rock), WCLQ (89-Q), WCWP, WDYL, WHLO, WKLG (Wakeup Call), WNNN (Star Rock), WNLIT, WNYK, WROQ, WTUC, WYBC, WWCM, WWEV (Power Source), WXTQ (Sunday Offering), WZLE.

THE CCM[®] UPDATE

ALBUM SALES

MO	LM	TM	TITLE, Artist Label(Distributor)
3	1	1	HOUSE OF LOVE , Amy Grant Myrrh (Word)
4	2	2	HEAVEN IN THE REAL WORLD , Steven Curtis Chapman Sparrow (Sparrow)
—	—	3	THE RIDE , 4HIM Benson (Benson)
2	4	4	ALONG THE ROAD , Ashton/Becker/Denté Sparrow (Sparrow)
24	5	5	FREE AT LAST , DC Talk ForeFront (Star Song)
3	3	6	GOING PUBLIC , Newsboys Star Song (Star Song)
11	9	7	BEYOND A DREAM , Twila Paris Star Song (Star Song)
13	6	8	THE STANDARD , Carman Sparrow (Sparrow)
13	13	9	THE FIRST DECADE 1983-1993 , Michael W. Smith Reunion (Word)
14	12	10	SONGS FROM THE LOFT , Various Reunion (Word)
11	7	11	POINT OF GRACE , Point of Grace Word (Word)
23	8	12	NOT ASHAMED , Newsboys Star Song (Star Song)
2	15	13	RELATIONSHIPS , BeBe & CeCe Winans Sparrow (Sparrow)
—	—	14	SIERRA , Sierra Star Song (Star Song)
32	23	15	MOMENTS FOR THE HEART , Ray Boltz Word (Word)
5	14	16	CROSS MY HEART , Greg Long Myrrh/Pakaderm (Word)
2	25	17	MOUTH IN MOTION , Mark Lowry Word (Word)
9	20	18	JOY IN THE JOURNEY , Michael Card Sparrow (Sparrow)
13	27	19	SUSAN ASHTON , Susan Ashton Sparrow (Sparrow)
10	11	20	DON'T CENSOR ME , Audio Adrenaline ForeFront (Star Song)
—	—	21	AMERICA'S TOP 25 FAVORITE HYMNS , Don Marsh Brentwood (Brentwood)
13	24	22	EVOLUTION , Geoff Moore & The Distance ForeFront (Star Song)
3	10	23	SLOW REVIVAL , Bryan Duncan Myrrh (Word)
8	21	24	LIFELINE , Phillips, Craig & Dean Star Song (Star Song)
11	17	25	AMERICA'S 25 FAVORITE PRAISE & WORSHIP CHORUSES , Don Marsh Brentwood (Brentwood)
9	18	26	ALLEGIANCE , Ray Boltz Word (Word)
2	*	27	CHANT , The Benedictine Monks of Santo Domingo de Silos Angel (Sparrow)
8	30	28	MY PLACE IS WITH YOU , Clay Crosse Reunion (Word)
99	22	29	THE COLLECTION , Amy Grant Myrrh (Word)
—	—	30	CELEBRATE THE GIFT , Various Star Song (Star Song)
10	19	31	AMERICA'S 25 FAVORITE PRAISE & WORSHIP CHORUSES 2 , Don Marsh Brentwood (Brentwood)
5	16	32	JOIN THE BAND , Take 6 Warner Alliance (Sparrow)
18	*	33	A HEART THAT KNOWS YOU , Twila Paris Star Song (Star Song)
8	29	34	DIAMOND DAYS , Out of the Grey Sparrow (Sparrow)
—	—	35	ALL CREATION SINGS , Dino Benson (Benson)
9	26	36	GOD IS ABLE , Ron Kenoly Hosanna! (Integrity)
9	33	37	WHERE MERCY BEGINS , Steve Green Sparrow (Sparrow)
19	41	38	THE ABSOLUTE BEST , Carman Sparrow (Sparrow)
4	37	39	A CAPPELLA WORSHIP CLASSICS , Various Star Song (Star Song)
26	32	40	LIFT HIM UP , Ron Kenoly Hosanna! (Integrity)
2	36	41	ALL BECAUSE OF YOU , Lisa Bevil Sparrow (Sparrow)
4	35	42	REBECCA ST. JAMES , Rebecca St. James ForeFront (Star Song)
44	*	43	NU THANG! , DC Talk ForeFront (Star Song)
—	—	44	LIVE EXPERIENCE , Helen Baylor Word (Word)
2	44	45	CHILD OF THE FATHER , Cheri Keaggy Sparrow (Sparrow)
7	42	46	KIRK FRANKLIN AND THE FAMILY , Kirk Franklin GospoCentric (Sparrow)
4	43	47	KATHY TROCCOLI , Kathy Troccoli Reunion (Word)
21	*	48	CHANGE YOUR WORLD , Michael W. Smith Reunion (Word)
4	47	49	A CAPPELLA HYMN CLASSICS , Various Star Song (Star Song)
3	28	50	UNVEILED , Whitecross R.E.X. (Diamante)

VIDEO SALES

MOLM	TM	TITLE	Artist/Label (Distributor)
2	3	1	NARROW IS THE ROAD , DC Talk/ForeFront (Star Song)
2	1	2	MOUTH IN MOTION , Mark Lowry/Word (Word)
8	2	3	THE STANDARD , Carman/Sparrow (Sparrow)
3	4	4	ALLEGIANCE , Ray Boltz/Word (Word)
—	—	5	WELCOME RACE FANS , Dakoda Motor Co./Myrrh (Word)
35	10	6	REVIVAL IN THE LAND , Carman/Benson (Benson)
—	—	7	LIVE EXPERIENCE , Helen Baylor/Word (Word)
16	5	8	THE LAST WORD , Mark Lowry/Word (Word)
18	9	9	ADDICTED TO JESUS , Carman/Sparrow (Sparrow)
4	6	10	LIFE TOGETHER , Geoff Moore & The Distance/ForeFront (Star Song)

The CCM "Albums Sales" chart is based on reports from selected Christian retail outlets in the U.S. The rankings are based upon total units of each title reported sold during the month of October 1994 and includes LP's cassettes and compact discs. This listing may not be reproduced in any manner without the express written permission of CCM Communications, Inc. ("**") Re-entry, "—" = New Entry, "MO" = Month on Chart, "LM" = Position Last Month, "TM" = Position This Month.)

THE *CCM* UPDATE

CHRISTIAN HIT RADIO

WO	LW	TW	TITLE	Artist	Pts	Chg	%On	%A	%H	%M	%L
				Label • Songwriter(s)							
5	1	1	I TURN TO YOU	Randy Stonehill Street Level • R. Stonehill, C. Keaggy	100.00	0.00	100%	0%	100%	0%	0%
8	2	2	ONE LOVE	Brent Bourgeois Reunion • Brent Bourgeois	91.75	-4.76	93%	0%	87%	7%	0%
4	3	3	THE DAYS OF INNOCENCE	Cindy Morgan Word • Cindy Morgan, Mark Hammond	86.03	0.00	100%	0%	60%	40%	0%
7	6	4	TOMORROW	The Brave Pakadern • J. Elefante, R. Roberts, F. Tierro, D. Elefante	80.95	8.25	87%	3%	87%	0%	0%
4	9	5	I BELIEVE IN LOVE	David Robertson Star Song • David Robertson, Bo Cooper	74.44	6.50	73%	3%	67%	7%	0%
2	14	6	SHINE	Newsboys Star Song • Peter Furler, Steve Taylor	71.74	12.10	87%	3%	40%	40%	7%
				HIGHEST GAINER							
9	7	7	ALL WE NEED	Out of the Grey Sparrow • Scott Denté, Christine Denté, Charlie Peacock	68.40	-4.30	67%	0%	60%	0%	7%
9	5	8	I'M ON MY WAY TO ZION	World Wide Message Tribe N' Soul • Pennels, Porter	67.93	-13.02	73%	0%	53%	13%	7%
5	11	9	THINK ABOUT JESUS	Greg Long Myrrh/Pakadern • John Elefante, Dino Elefante, Greg Long	64.92	1.75	73%	3%	67%	7%	0%
6	4	10	FOR FUTURE GENERATIONS	4HIM Benson • Dave Clark, Mark Harris, Don Koch	63.17	-17.78	67%	0%	60%	7%	0%
4	13	11	ENDLESS	Eric Champion Myrrh • Eric Champion	63.16	3.48	73%	3%	53%	13%	7%
5	12	12	MAKE MY LIFE AN ALTAR	Cheri Keaggy Sparrow • Cheri Keaggy	62.69	1.28	80%	0%	40%	33%	7%
2	18	13	BY FAITH	Kim Boyce Warner Alliance • Chris Rice, Scott MacLeod	54.07	8.73	80%	3%	27%	27%	27%
2	24	14	THINGS ARE GONNA CHANGE	Bryan Duncan Myrrh • Reed Vertelney, Bryan Duncan	53.16	11.27	60%	3%	27%	27%	7%
3	19	15	TAKE MY HAND	The Kry Freedom • Jean-Luc Lajoie, Yves Lajoie	53.14	9.50	73%	10%	20%	40%	13%
—	—	16	COME TO ME	Ian Reunion • Ian Eskelin	52.35	15.58	67%	3%	33%	20%	13%
				HIGHEST DEBUT							
2	25	17	GIVE 'EM THE WORD	Two Hearts Star Song • Michael Hodge, Kim Tribble	51.06	10.47	73%	0%	33%	13%	27%
3	15	18	CALL ON ME	Legend Seven Word • Andy Denton, Mike Jacobs	50.14	0.02	67%	0%	33%	27%	7%
3	23	19	REST EASY	Audio Adrenaline ForeFront • Mark Stuart, Barry Blair, Will McGinnis, Bob Herdman	48.37	6.03	80%	7%	13%	47%	20%
—	—	20	HEART TO GOD, HAND TO MAN	Geoff Moore & The Distance ForeFront • Geoff Moore, Pam Mark Hall	46.18	8.61	67%	0%	13%	47%	7%
8	8	21	DON'T TELL HIM YOU LOVE HIM	Benjamin Star Song • Suzanne Gaiher Jennings, Benjamin Gaiher	45.87	-25.08	47%	0%	40%	7%	0%
10	10	22	MISSION OF LOVE	Kathy Troccoli Reunion • Ray St. John, Christian James, Kathy Troccoli, George McFarlane	44.58	-21.61	53%	0%	40%	7%	7%
—	—	23	NOTHING WITHOUT YOU	King's Road Broken • Marc Intravaia, Eve Selis	43.16	7.33	60%	0%	13%	40%	7%
2	20	24	GREAT GOD	Carman Sparrow • Carman	42.86	0.00	47%	0%	47%	0%	0%
—	—	25	LIKE THE SUN	Guardian Pakadern • David Bach	42.83	6.50	60%	3%	27%	20%	13%

Breaking Artists

(Continued from page 2)

As a whole, the Christian music industry has been able to more effectively get the word out regarding new artists over the past couple of years than we were able to five years ago. The media has been more open to exposing new artists, radio's acceptance, the GMA's new artist segment on the Dove Awards—the combination of all of these factors has allowed us to more effectively 'break' a new artist in a shorter amount of time, introducing them to a larger mass of people."

Shawn McSpadden, of McSpadden Smith, Inc., has had his hand in the early careers of artists like Michael English, Patsy Moore and Pam Thum, and currently manages the career of Clay Crosse. He explains the importance of a manager's relationship with the record labels when pitching new artists. "It's necessary to look at what the labels are doing and which type of artists they have or don't have. I want to see that they have a vision for that artist. You can't force an artist down somebody's throat, because if they don't believe in the artist, they're not going to get behind them and work hard for them."

While record labels continue to produce new product from new faces, and although some say the market is oversaturated, an abundance of talent remains untouched. As a piece of advice to those who continue to search for their niche in this industry, Word's John Mays offered his own words of wisdom. "Kick up some dirt where you are, with the opportunities that you have. Try to create a demand within your region. Remember that it's Christ who began the good work in everyone, and it's he who is faithful to complete it. It's not a booking agent, or a record company, or anyone else."

—Debra Akins

THE CCM UPDATE[®]

INSPIRATIONAL

WO	LW	TW	TITLE Artist Label • Songwriter(s)	Pts	Chg	%On	%A	%H	%M	%L
9	1	1	BUILD A BRIDGE OF LOVE Phillips, Craig & Dean Star Song • Randy Phillips, Jeff Switzer	92.86	0.00	93%	0%	93%	0%	0%
6	5	2	THAT'S WHERE HIS MERCY BEGINS Steve Green Sparrow • Phill McHugh, Greg Nelson, Shane Keister	81.78	5.24	93%	0%	73%	13%	7%
9	6	3	FOR FUTURE GENERATIONS 4HIM Benson • Dave Clark, Mark Harris, Don Koch	73.33	0.00	80%	0%	67%	13%	0%
9	7	4	WHEN I LET IT GO Sierra Star Song • Wendi Foy Green, Connie Harrington	71.42	-1.55	80%	0%	67%	7%	7%
9	2	5	'TIL THERE'S A WORLD WITHOUT A NEED Keith Dudley Benson • Dave Clark, Keith Dudley, Don Koch	71.41	-10.02	80%	0%	60%	13%	7%
10	4	6	THERE IS A LINE Susan Ashton Sparrow • Wayne Kirkpatrick, Billy Luz Sprague	69.76	-10.72	80%	0%	67%	13%	0%
7	8	7	BEARERS OF THE LIGHT Michael Card Sparrow • Michael Card	61.31	-7.14	60%	0%	47%	13%	0%
9	3	8	MEANT FOR THIS MOMENT Carman and Helen Baylor Everland • David Mullen, Carman	60.36	-20.12	67%	0%	60%	7%	0%
4	11	9	NO MORE PAIN Point of Grace Word • Geoff Thurman, Becky Thurman, Michael English	59.64	4.89	67%	0%	47%	20%	0%
3	14	10	BY FAITH Kim Boyce Warner Alliance • Chris Rice, Scott MacLeod	54.76	10.12	73%	0%	40%	33%	0%
7	9	11	ALONG THE ROAD Ashton/Becker/Denté Sparrow • Dan Fogelberg	53.81	-7.86	73%	0%	40%	33%	0%
5	13	12	WORSHIP MEDLEY Cheri Keaggy Sparrow • Cheri Keaggy	53.21	3.92	67%	7%	47%	13%	7%
5	15	13	SMOOTH SAILING Ron David Moore Warner Alliance • Ron David Moore, Leonard Ahlstrom	52.86	8.71	60%	3%	40%	20%	0%
2	18	14	MERCY IN THE WILDERNESS Steve Camp Warner Alliance • Steve Camp, Rob Frazier	51.76	13.85	87%	7%	7%	67%	13%
6	12	15	ALL MY DREAMS Lenny LeBlanc Integrity • Lenny LeBlanc	49.28	-2.62	67%	3%	40%	20%	7%
11	10	16	WINGS LIKE EAGLES Truth Integrity • John Chisum, George Searcy	47.97	-9.40	60%	0%	20%	33%	7%
4	16	17	WE ARE ONE Rob Frazier Urgent • Rob Frazier, Billy Simon	47.00	5.24	67%	0%	40%	20%	7%
3	17	18	THE SERVANT SONG Promise Keepers Maranatha! • Richard Gillard	39.87	0.00	53%	0%	20%	27%	7%
2	21	19	SERVANT'S HEART Jim Cole iMPACT • George Pendergrass, Jim Cole	38.81	3.84	60%	3%	13%	47%	0%
2	25	20	PRAY THEM HOME Brent Henderson iMPACT • Brent Henderson, Ray Boltz	35.94	8.11	47%	3%	13%	27%	7%
—	—	21	HEART TO GOD, HAND TO MAN Geoff Moore & The Distance ForeFront • Geoff Moore, Pam Mark Hall	34.99	14.28	47%	7%	13%	27%	7%
—	—	22	CHILDLIKE FAITH Larnelle Harris Benson • Joe Beck, Bo Cooper, Brian White	34.61	26.18	60%	24%	0%	40%	20%
—	—	23	WORTH IT ALL Brent Lamb Genesis • Brent Lamb, Laurie Lamb	34.04	6.55	47%	0%	20%	20%	7%
3	20	24	STAY TRUE Annie Herring Sparrow • Anne Herring	33.32	-3.67	53%	0%	7%	40%	7%
6	24	25	KING OF THE JUNGLE Steven Curtis Chapman Sparrow • Steven Curtis Chapman	28.57	0.00	27%	0%	27%	0%	0%

Most Adds AC

- Love Has a Hold on Me, Amy Grant 24
- Midnight Cry, Clay Crosse 15
- The Poems of Life, Michael Card 13
- Seventy Years Ago, Twila Paris 13
- Promise Me, Aaron/Jeffrey 13
- Carry On, Sandi Patty 13
- Peace, Rich Mullins 10
- Heart to God, Hand to Man, Geoff Moore & The Distance 10
- One Step Closer to Your Broken Heart, Bob Carlisle 8
- No Shadows, No Doubts, Pam Thum 7
- Childlike Faith, Larnelle Harris 7

The following stations did not report and their charts were frozen: KXOJ, WNLJ.

Most Adds CHR

- One Step Closer to Your Broken Heart, Bob Carlisle 5
 - Sea of Love, 65 dBA 4
 - Take My Hand, The Kry 3
 - No Shadows, No Doubts, Pam Thum 3
- The following stations did not report and their charts were frozen: WAYM, WCIE.

Most Adds Insp

- Childlike Faith, Larnelle Harris 7
 - Promise Me, Aaron/Jeffrey 5
 - The Poems of Your Life, Michael Card 3
 - Perfect Praise, Mullins & Co. 3
 - Carry On, Sandi Patty 3
- All stations reporting.

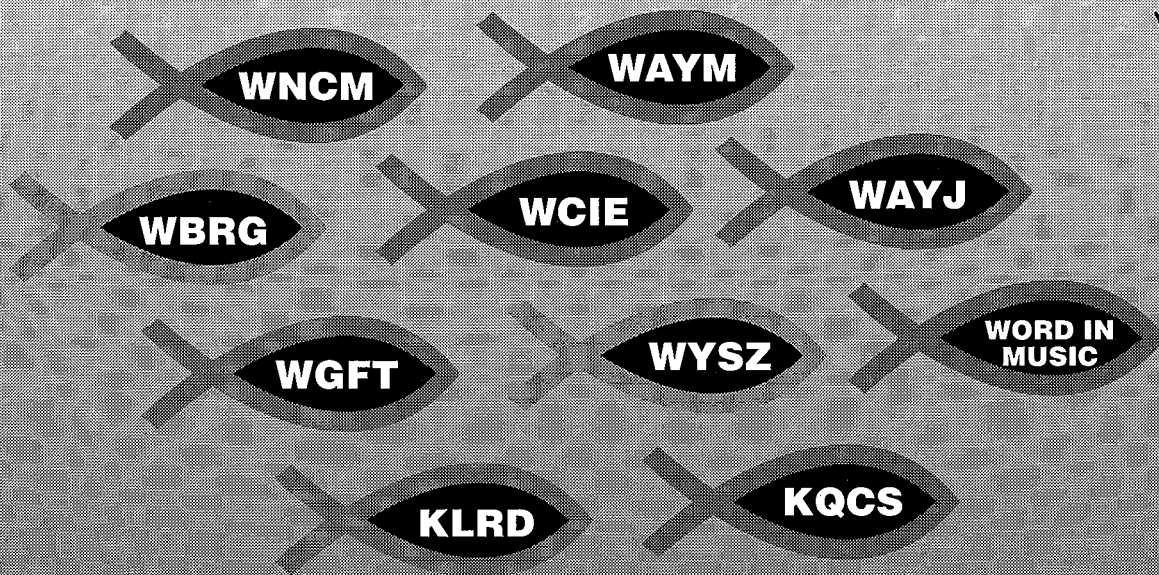
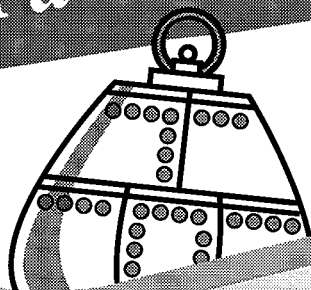
ADULT CONTEMPORARY

WO	LW	TW	TITLE Artist Label • Songwriter(s)	Pts	Chg	%On	%A	%H	%M	%L
8	1	• 1	I TURN TO YOU Randy Stonehill Street Level • R. Stonehill, C. Keaggy	98.46	1.06	100%	0%	95%	5%	0%
7	5	• 2	MAKE MY LIFE AN ALTAR Cheri Keaggy Sparrow • Cheri Keaggy	93.86	7.48	98%	2%	88%	9%	2%
8	3	• 3	I BELIEVE IN LOVE David Robertson Star Song • David Robertson, Bo Cooper	92.32	2.32	95%	0%	86%	9%	0%
8	4	• 4	ONE LOVE Brent Bourgeois Reunion • Brent Bourgeois	90.14	2.32	91%	0%	89%	2%	0%
6	8	• 5	I HAVE NO DOUBT Point of Grace Word • Dawn Thomas, Tommy Greer	87.86	6.35	98%	1%	75%	23%	0%
4	13	• 6	THINGS ARE GONNA CHANGE Bryan Duncan Myrrh • Reed Vertelney, Bryan Duncan	86.24	17.74	96%	2%	64%	30%	2%
9	7	• 7	ALL MY DREAMS Lenny LeBlanc Integrity • Lenny LeBlanc	81.12	-0.56	86%	0%	77%	9%	0%
5	16	• 8	BY FAITH Kim Boyce Warner Alliance • Chris Rice, Scott MacLeod	76.23	16.09	95%	3%	46%	43%	5%
10	9	• 9	BUILD A BRIDGE OF LOVE Phillips, Craig & Dean Star Song • Randy Phillips, Jeff Switzer	73.05	-8.25	79%	1%	61%	16%	2%
11	2	• 10	FOR FUTURE GENERATIONS 4HIM Benson • Dave Clark, Mark Harris, Don Koch	71.25	-18.79	79%	0%	61%	14%	4%
10	10	• 11	THERE IS A LINE Susan Ashton Sparrow • Wayne Kirkpatrick, Billy Luz Sprague	69.32	-11.59	80%	0%	55%	20%	5%
6	18	• 12	WE ARE ONE Rob Frazier Urgent • Rob Frazier, Billy Simon	67.08	10.93	82%	2%	41%	36%	5%
3	21	• 13	CARRY ON Sandi Patty Word • Bob Farrell, Michael W. Smith	65.72	24.09	91%	12%	27%	48%	16%
11	6	• 14	ALL WE NEED Out of the Grey Sparrow • Scott Denté, Christine Denté, Charlie Peacock	61.01	-21.73	64%	0%	48%	14%	2%
5	19	• 15	ENDLESS Eric Champion Myrrh • Eric Champion	58.69	6.25	77%	1%	43%	27%	7%
4	22	• 16	HEART TO GOD, HAND TO MAN Geoff Moore & The Distance ForeFront • Geoff Moore, Pam Mark Hall	52.71	13.58	75%	9%	21%	41%	13%
3	23	• 17	ONE STEP CLOSER TO YOUR BROKEN HEART Bob Carlisle Sparrow • Bob Carlisle, Randy Thomas, Bill Deaton	50.88	13.58	73%	7%	18%	41%	14%
11	11	• 18	MISSION OF LOVE Kathy Troccoli Reunion • Ray St. John, Christian James, Kathy Troccoli, George McFarlane	49.60	-30.08	59%	0%	36%	18%	5%
4	24	• 19	MERCY IN THE WILDERNESS Steve Camp Warner Alliance • Steve Camp, Rob Frazier	48.47	13.64	70%	5%	13%	50%	7%
10	15	• 20	THINK ABOUT JESUS Greg Long Myrrh/Pakaderm • John Elefante, Dino Elefante, Greg Long	47.61	-17.30	57%	0%	34%	18%	5%
12	12	• 21	WHEN I LET IT GO Sierra Star Song • Wendi Foy Green, Connie Harrington	46.48	-28.98	52%	1%	36%	9%	7%
3	26	• 22	PEACE Rich Mullins Reunion • Rich Mullins, Beaker	44.20	11.72	68%	9%	11%	38%	20%
5	25	• 23	YOU CAN NEVER ASK TOO MUCH (OF LOVE) Take 6 Warner Alliance • Cedric Dent, David Foster, Linda D. Thompson	36.13	2.42	52%	1%	23%	20%	9%
3	27	• 24	NO SHADOWS, NO DOUBTS Pam Thum Benson • Regie Hamm, Joel Lindsey, Pam Thum	35.91	8.51	63%	6%	7%	34%	21%
3	29	• 25	TREASURE Gary Chapman Reunion • Gary Chapman	35.88	8.94	54%	4%	9%	34%	11%
11	14	• 26	ALONG THE ROAD Ashton/Becker/Denté Sparrow • Dan Fogelberg	35.54	-32.14	43%	0%	21%	18%	4%
4	30	• 27	GOD IS UP TO SOMETHING Janet Paschal Word • Joel Lindsey, Janet Paschal, Geoff Thurman	34.29	7.47	50%	5%	11%	25%	14%
9	20	• 28	IF ANYTHING EVER HAPPENED TO YOU BeBe & CeCe Winans Sparrow • Jud Friedman, Alan Rich	31.51	-13.86	45%	0%	20%	25%	0%
—	—	• 29	MIDNIGHT CRY Clay Crosse Reunion • Greg Day, Chuck Day	30.44	19.90	54%	13%	0%	36%	18%
2	36	• 30	PROMISE ME Aaron*Jeffrey Star Song • Aaron Benward, Jeoffrey Benward, Guy Zabka	30.19	12.70	57%	12%	4%	30%	23%
5	31	• 31	I WILL OBEY Troy Johnson Word • Troy Johnson	28.38	4.60	36%	3%	16%	16%	4%
—	—	• 32	LOVE HAS A HOLD ON ME Amy Grant Myrrh • Amy Grant, Keith Thomas	27.61	23.12	46%	21%	5%	21%	20%
12	17	• 33	KING OF THE JUNGLE Steven Curtis Chapman Sparrow • Steven Curtis Chapman	25.71	-30.57	36%	0%	21%	11%	4%
2	37	• 34	CHILDLIKE FAITH Larnelle Harris Benson • Joe Beck, Bo Cooper, Brian White	25.69	8.49	39%	6%	5%	20%	14%
6	32	• 35	THAT'S WHERE HIS MERCY BEGINS Steve Green Sparrow • Phill McHugh, Greg Nelson, Shane Keister	24.55	1.23	34%	1%	14%	16%	4%
5	33	• 36	SMOOTH SAILING Ron David Moore Warner Alliance • Ron David Moore, Leonard Ahlstrom	21.77	-1.22	38%	0%	5%	21%	11%
2	34	• 37	FACE IN THIS WORLD Mark Lowry Word • Wayne Kirkpatrick, Amy Grant, Michael W. Smith, Martha Bolton	20.48	-0.57	29%	3%	20%	2%	7%
12	28	• 38	FEARLESS HEART East to West Benson • Suzanne Gaiher Jennings, Don Koch	18.84	-8.13	20%	1%	11%	5%	4%
—	—	• 39	SEVENTY YEARS AGO Twila Paris Star Song • Twila Paris	15.98	9.29	36%	12%	0%	7%	29%
—	—	• 40	THE POEMS OF YOUR LIFE Michael Card Sparrow • Michael Card	15.57	10.60	34%	12%	0%	16%	18%

Look who's swimming
in a "SEA OF LOVE"*

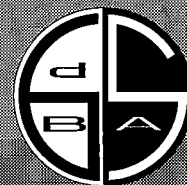
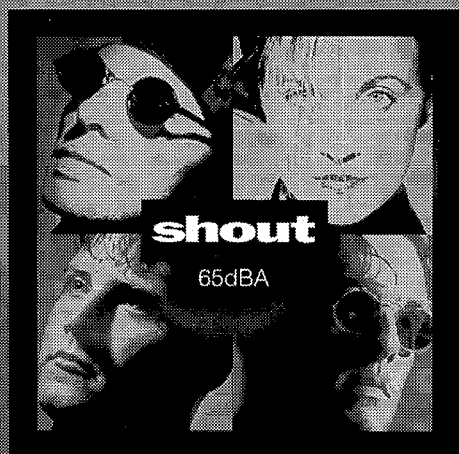
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