by Pamela Hollinger

• TERRY ALLEN • TOMMY ALVERSON • JASON BOLAND • WADE BOWEN • BRIAN BURNS • ED BURLESON • ADAM CARROLL • SLAID CLEAVES • GUY CLARK • CROSS CANADIAN RAGWEED • KEVIN DEAL • FRED EAGLESMITH • STEVEN FROMHOLZ • STEVE EARLE • ELEVEN HUNDRED SPRINGS • JOE ELY • MIKE GRAHAM • SUSAN GIBSON • PAT GREEN • NANCI GRIFFITH • JOE PAT HENNEN • RAY WYLIE HUBBARD • TERRI HENDRIX • JACK INGRAM • DAVIN JAMES • ROBERT EARL KEEN • JIMMY LAFAVE • BOB LIVINGSTON • LYLE LOVETT • HOUSTON MARCHMAN • DELBERT MCCLINTON • JAMES MCMURTRY • MIKE MCCLURE • IAN MOORE • CORY MORROW • GARY P NUNN • JOHN PRINE • RECKLESS KELLY • BRUCE ROBISON • CHARLIE ROBISON • RANDY ROGERS • CHRIS SMITHER • MAX STALLING • TODD SNIDER • LARRY JOE TAYLOR • OWEN TEMPLE • JERRY JEFF WALKER • CHRIS WALL • RUSTY WIER • LUCINDA WILLIAMS • KELLY WILLIS • TOWNES VAN ZANDT •

Texas Music

Creating a New Wave of Sound

Growing up in Richardson, I was always in the school choir–Richardson North Junior High, J. J. Pearce High School and continuing in college. Even with my love for music, when faced with the oh-so-popular question "what do you want to be when you grow up?", I never even thought about being a disc jockey. Working in radio was not a profession presented on Career Day. But through a friend at college, I met a local disc jockey and discovered what I wanted to do.

I was hired at a radio station some time later and it was then that I learned about a whole new genre of country called, "Texas Music." It started in the 1970s with the likes of Jerry Jeff Walker and Rusty Wier, both of whom I have watched perform and had the honor of meeting. But, as I was beginning my career in radio in the mid-nineties, a new wave of Texas Music was beginning to take shape. Shortly thereafter, I was fortunate enough to be introduced to singer/songwriter Larry Joe Taylor and thus began a wonderfully musical and educational relationship.

Left: Mike Graham–singer, songwriter, West Texas survivor! **Right:** Texas singer-songwriter, Larry Joe Taylor.

Through Larry I have met amazingly talented singers and songwriters including some of the ones considered legends in this musical world I am now in. He was, and still is, instrumental in teaching me what "Texas Music" stands for and the importance of the songwriter. I listened to the legends. I listened to Larry Joe. I listened to the new artists and they all permeated my soul with truth, pride, love and even joy. All I wanted to do was promote these artists. The instant love of working in radio finally made sense. My job in radio had a purpose. And that purpose still holds true. I want everyone to know who these artists are and what they have to say. There are far too many Texas singers and songwriters who aren't getting the recognition they deserve.

Mike Graham, a fellow Tarleton State University graduate, is one of those artists. There's not a day that goes by that I don't play songs by Mike. When asked where he'd like to see himself in this whole scheme of Texas Music, he replied, "I want to be recognized by my peers and fans as a successful songwriter." Mike sees Texas Music "spreading and diversifying beyond Texas. In the past year young artists such as Pat Green, Cross Canadian Ragweed and Randy Rogers have gained national exposure with major record labels, producers and videos." I asked Mike if he'd like to see himself taking his show outside of Texas. He replied, "By God! Tell me when the bus leaves!"

There's a multitude of artists trying to be successful singers and songwriters in this state. My biggest request to my friends, readers and radio fans isn't a song or a dedication over the airwaves. It's a plea to support the music. Catch a show. Buy a CD. Go to a festival. Visit Love and War in Texas at Central Expressway and Plano Parkway (they present live Texas music weekly). Other great music venues include Poor David's Pub, Adair's, Gilley's and Gypsy Tea Room, all in the downtown Dallas area. Plan to attend Larry Joe Taylor's 17th Annual Texas Music Festival and Chili Cook-off this next April. Open yourself up to a whole new world of music.

Allow your soul to be drenched with wonderful, raw emotion created by the songs you'll hear, the artists you'll meet and the friends you will make.

Pamela Hollinger, an on-air personality at KCUB Country 98 in Stephenville, TX, can be heard from 10am-noon and 1pm-3pm, Monday through Friday. A former Richardson resident and graduate of Pearce High School, she promotes her passion for Texas music on the airwaves, in writing and through personal appearances. She can be reached at pamela@kcubonline.com or heard at www.kcubonline.com.

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