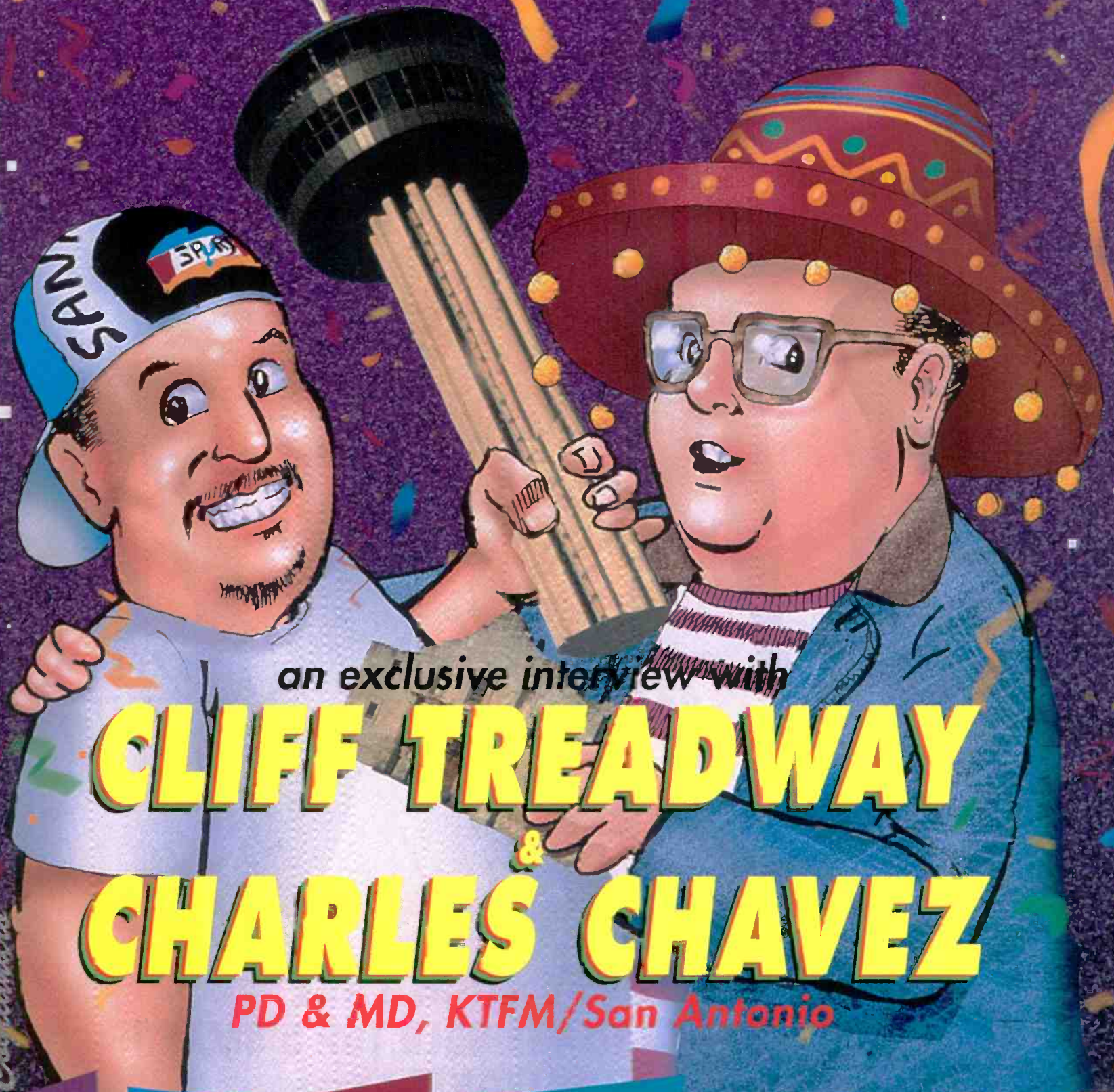


HITMAKERS[®]

ISSUE 881 \$5.00

March 24, 1995



an exclusive interview with

CLIFF TREADWAY

CHARLES CHAVEZ

PD & MD, KTFM/San Antonio

KTFM

102.7

FM



for positive music

From The Debut Album
"NOW'S THE TIME"



One Of The Most Added, Including:

HOT97.7
WIOQ
XL106.7
KKRZ
194

WNDU
Y107
WIFC
Q106
WKRZ

KCHX
KBFM
WVAQ
KMCK
WFMF

WRHT
KISR
WYSR
KIOK

Spinning At:

KUBE 10x
WWKX 11x

Z90 9x
WHJX 18x
WJJS 20x

XL106.7 14x
KZFM 18x
KCAQ 25x

KZFM 18x
KZHT 13x

"LAY DOWN YOUR LOVE"
THE FOLLOW-UP TO THE GOLD TOP 5 SMASH
"SUKIYAKI"

From Their Smash Debut Album

NOW'S THE TIME

for positive music

positive music

for positive music
for positive music



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TOP40 Radio Multi-Format Picks

Based on this week's EXCLUSIVE HITMAKERS CONFERENCE CALLS and ONE-ON-ONE calls. ALL PICKS ARE LISTED IN ALPHABETICAL ORDER.

MAINSTREAM

4 P.M. "Lay Down Your Love" (ISLAND)
DAVE MATTHEWS BAND "What Would You Say" (RCA)
DES'REE "Feel So High" (550 MUSIC/EPIC)
DIANA KING "Shy Guy" (WORK GROUP)
FOREIGNER "Until The End Of Time" (PRIORITY)
HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)
MADONNA "Bedtime..." (MAVERICK/SIRE/WB)
NIKKI FRENCH "Total Eclipse Of The..." (CRITIQUE)

R.E.M. "Strange Currencies" (WARNER BROS.)
SHERYL CROW "D'yer Maker" (ATLANTIC)
SOUL FOR REAL "Candy Rain" (UPTOWN/MCA)
STONE TEMPLE PILOTS "Pretty Penny" (ATLANTIC)
TECHNOTRONIC "Move It To The Rhythm" (EMI RECORDS)
TLC "Red Light Special" (ARISTA)
VAN HALEN "Can't Stop Loving You" (WARNER BROS.)

STREET SHEET

2-PAC "Dear Momma" (INTERSCOPE)
IV XAMPLE "I'd Rather Be Alone" (MCA)
ANITA BAKER "It's Been You" (ELEKTRA/EEG)
BILLIE RAY MARTIN "Your Loving Arms" (SIRE/EEG)
BLACKGIRL "Let's Do It Again" (RCA)
BLACKSTREET "Joy" (INTERSCOPE)
DANA DANE "Rollin' Wit Dane" (MAVERICK)
DIANA KING "Shy Guy" (WORK GROUP)
DR DRE "Keep The Heads Ringing" (PRIORITY)
JONATHAN B AND BABYFACE "Someone To Love" (SONY/550)
METHOD MAN w/Mary J. Blige "All I Need" (DEF JAM/ISLAND)
MONTELL JORDAN "This Is How We Do It" (PMP/RAL/ISLAND)
TECHNOTRONIC "Move It To The Rhythm" (EMI RECORDS)
SAM THE BEAST "Gucci Dance" (RELATIVITY)
SPANISH FLY "Daddy's Home" (UPSTAIRS/WB)
STEVIE B "Dream About You" (EMPORIA/THUMP)
MADONNA "Bedtime Story" (MAVERICK/SIRE/WB)
FUN FACTORY "Close To You" (CURB/ATL.)
VYBE "Take It To The Front" (ISLAND)

MIX SHOWS

BILLIE RAY MARTIN "Your Loving Arms" (SIRE/EEG)
CHASE "Love For The Future" (ZYG)
DA BRAT "Give It 2 U" (WORK GROUP)
DANA DANE "Rollin' Wit Dane" (MAVERICK)
DR DRE "Keep The Heads Ringing" (PRIORITY)
FRANKIE CUTLASS "Boriquas On Da Set" (RELATIVITY)
JIMMY SOMMERVILLE "Heartbeat" (LONDON IMPORT)
JUDY CHEEKS "Respect" (EMI)
KLEO "I Got Love" (RAGING BULL)
CYM LAJOY "Car Wash" (ANOTHER VIEW)
METHOD MAN w/Mary J. Blige "All I Need" (DEF JAM/ISLAND)
NAUGHTY BY NATURE "Craziest" (TOMMY BOY)
NINE "Any Emcee" (PROFILE)
WATERLILLIES "Never Get Enough" (SIRE)
REAL McCOY "Run Away" (ARISTA)
RUFFNEXX SOUND SYSTEM "Luv Bump" (QWEST/WB)
SAM SNEED "You Better Recognize" (DEATHROW)
TECHNOTRONIC "Move It To The Rhythm" (EMI RECORDS)
THE B.U.M.S. "Elevation (Free My Mind)" (PRIORITY)
TOTAL "Can't You See" (TOMMYBOY)

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WHERE'S CHARLIE?

It's Tuesday, March 21st, radio station playlists are still coming in from around the country. Records are still being added...But, "Where's Charlie?"

Where's the humor, where's the zest, where's the good-hearted fellow with the southern drawl... "Where's Charlie?"

Friends still stroll the beach in Malibu, past that ill-fated house, and ask... "Where's Charlie?"

And now, as we settle back into our daily routines, there will be moments when we stop in a hallway or as we have dinner in a particular restaurant and swear that we can still hear that distinctive laugh and unforgettable voice shout out "Hey, Buddy!"...and we'll ask once more "Where's Charlie?"

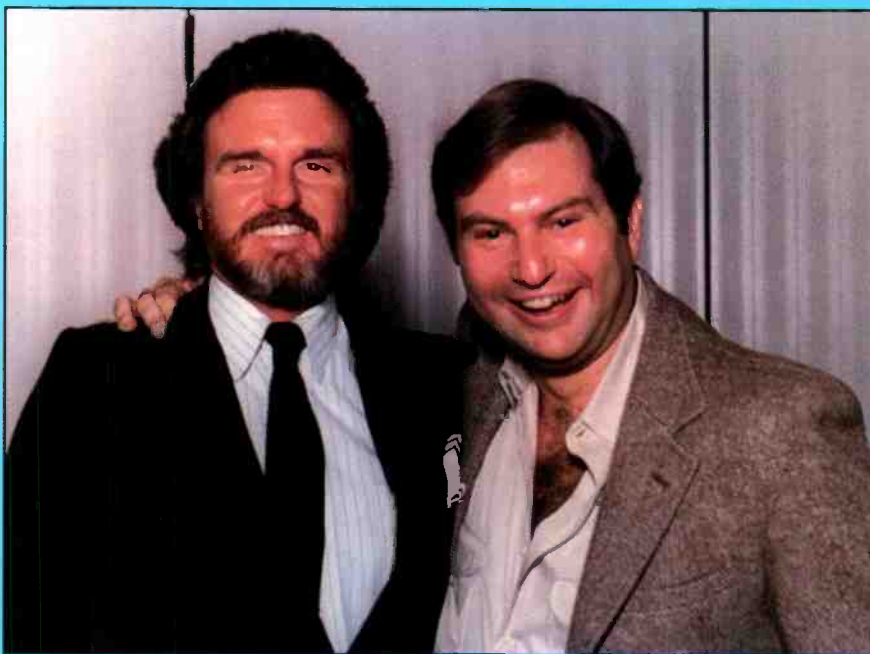
GOD BLESS HIM....

We'll all miss him...

**Barry & Kathy Fiedel
Bob & Anne Greenberg
Barry & Debbie Richards
and everyone at HITMAKERS**



Charlie Minor always kidded Barry Fiedel about his BIG Cuban cigars. Here, on this year's Grammy night, are (l-r) BOB GREENBERG, BARRY RICHARDS, BARRY FIEDEL, and CHARLIE.



CHARLIE MINOR and BARRY FIEDEL back in 1982.



CHARLIE and BARRY RICHARDS at this year's American Music Awards.

Top 5 In Single Sales
Miami - Overall #1
Blockbuster #1
Spec's #1

Chicago
Tower #2

N.Y.C.
Tower Downtown #2

A beat that'll hold you tight.

Hot Plays Include:

#1 Most Played! WPOW 33 Plays
KPRR 24 Plays
WBSS 31 Plays
WJJS 25 Plays
KZFM 15 Plays
B96 26 Plays

Also Spinning:

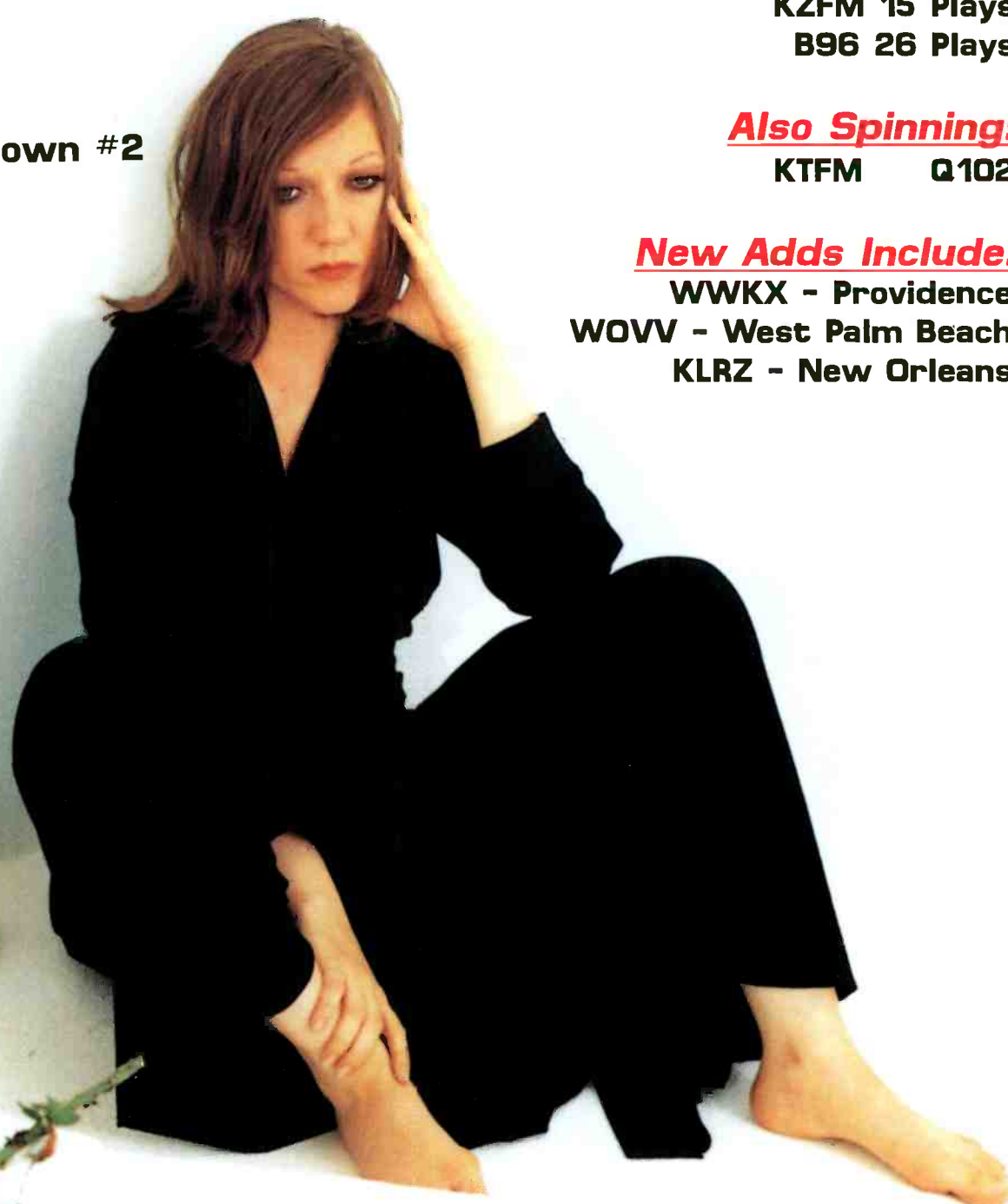
KTFM Q102

New Adds Include:

WWKX - Providence
WOVV - West Palm Beach
KLRZ - New Orleans

Your Loving Arms

BillieRayMartin



**THE DEBUT SINGLE
ALREADY #1 AT DANCE**

Produced by The Grid and Billie Ray Martin

Management: Brian Shepherd/
Crosswinds Consultants Ltd.



ON SIRE COMPACT DISCS AND **drag** CASSETTES

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ADINA HOWARD FREAK LIKE ME

It's no secret – you've never had a freak like this.

The premiere single and video from the forthcoming debut album
Do You Wanna Ride.

Produced by Mass Order for Double Lady Productions
Executive Producers: Max Gousse, Gerry Griffith, Roger Romain, Livio Harris
Management: Biggie Management, New York/Los Angeles

Single Sales Explode!

#7 Selling Single in America!

Single Approaching Gold!

**Over 1400 Plays!
Rhythm Crossover #6**

#1 Most Played Record At:

WJMN	92Q
WPGC	Z90
KDON	WJJS
KJYK	WWKX

Breaking The Mainstream Barrier:

KHKS	WNVZ	WKSE
WKSS	KQKQ	WKSS
WFLZ	KKFR	



#2 Most Played



#10 Requests



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FOR LEUKEMIA,
CANCER AND
AIDS RESEARCH**
Founded by the Music Industry

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MURIEL MAX
Executive Director
6 West 57th Street
New York, N.Y. 10019
(212) 245-1818
(212) 489-1196 (FAX)

It has been announced by the T.J. Martell Foundation that Jeff McClusky will be the honoree for the Hitmakers Chicago Seminar Dinner on Thursday, May 4th. The event will be held at the Ritz Carlton Hotel in Chicago.

Tony Martell stated that Jeff has been highly instrumental in raising funds for the Foundation. He was personally responsible for the two golf tournaments and the Howard Bedno Roast held at the last two Chicago Hitmakers seminars.

In addition, Jeff has had his own substance abuse problem and conquered it. He has used his own experience as a model for others rather than hiding his past. Jeff is a devoted husband, a wonderful father and has built a respectable business of his own. As many industryites will tell you, he is definitely one of Chicago's "favorite sons."

I personally am delighted the nominating committee has selected Jeff McClusky for this coveted honor.

HITMAKERS Faces & Places



Lisa Cortes has been named President of LOOSE CANNON Records.



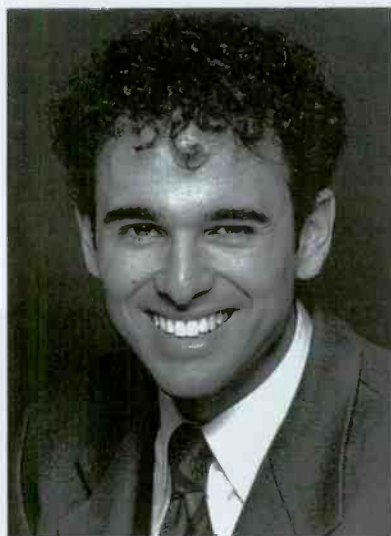
Denise J. Brown has been named Senior Vice President of Black Music for WARNER BROS. Records.



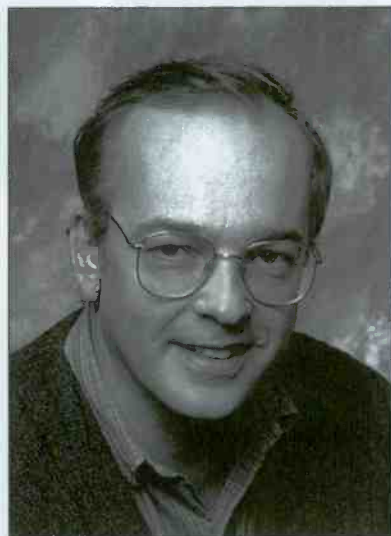
Phil Wild has been named Senior Vice President of Business and Legal Affairs for THE ATLANTIC GROUP.



Ken Sunshine has been appointed Senior Vice President of WARNER MUSIC-U.S.



Peter Lofrumento has been appointed Associate Vice President for WARNER MUSIC-U.S.



Dan Beck has been promoted to Senior Vice President, Marketing for EPIC Records.



Dan Rivard has been promoted to Senior Producer, A&R for SONY Music Special Products.



Marc Kleiner has been named Associate Director, Writer/Publisher Relations for BMI.

Hot Sheet Publishing, Inc.

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Executives of Epic Records and Sony 550 Music present Epic recording star Babyface with double-platinum plaques commemorating two million sales of his latest album, *FOR THE COOL IN YOU*. Pictured (l-r): **Glen Brunman**, Senior Vice President, Epic Soundtrax; **David Glew**, Chairman of The Epic Records Group; **Babyface**; **John McL. Doelp**, Epic Records Senior Vice President of Marketing; **Polly Anthony**, President of Sony 550 Music; and **Ramon Hervey**, artist manager.

ARISTA'S '95 GRAMMY PARTY

The Hottest Ticket In Town



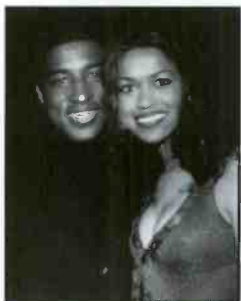
From left: Bonnie Raitt, Clive Davis, Annie Lennox, Carly Simon and Sheryl Crow



From left: Pebbles, LaFace Records Co-President Antonio "L.A." Reid, Toni Braxton and Heavy D



From left: Ace Of Base's Jenny and Jonas, BMG Entertainment Chairman Michael Dornemann, Ace Of Base's Linn and BMG Entertainment President North America Strauss Zelnick



LaFace Records Co-President Kenneth "Babyface" Edmonds and Tracey Edmonds



From left: Arista's Executive VP and General Manager Roy Lott, Kenny G, Lyndie G and David Foster



Charles Koppelman Chairman of EMI Records Group North America Atlantic Records Chairman Ahmet Ertegun



Clive Davis with Boyz II Men



Grammy nominees Crash Test Dummies



Bad Boy Entertainment's Sean "Puffy" Combs and Arista Senior VP Rick Bisceglia



Clive Davis with Salt-N-Pepa

The Music Was Hot...



Grammy nominee Sarah McLachlan wove her magic



Grammy nominee Craig Mack opened the show



New Platinum star The Notorious B.I.G. brought down the house



Arista newcomer Deborah Cox thrills the crowd with her premiere performance... album to debut in late May



Europe's #1 star Eros Ramazzotti gives a passionate performance



Carly Simon gets standing ovation after standing ovation for her first live performance in 14 years

And The Finale Was Scorching.



The superstar finale brings the House of Blues to its feet. From left: June Pointer, Grammy winner Toni Braxton, Annie Lennox, Sarah McLachlan and Pebbles join Carly Simon to perform Carly's classic "You're So Vain."

It Was A Night To Remember!

Programmer's Think Tank

by TOM SHO VAN



BURNING THE FURNITURE

This is a tumultuous time to be in radio. The industry is always pretty wacky, but this is a somewhat more dangerous era for us as broadcasters. In other fields over the past decade or so, we've seen chain stores, banks and manufacturers merge into giant conglomerates – mating like huge dinosaurs in torrid intercourse. We witness the result of these mergers everywhere in the form of deserted buildings, branch offices closed and service diminished. At banks, tellers have been replaced by ATM machines and customers are paying extra for less service through ATM usage charges.

Radio has become a trading commodity over the past few years. New freedom to buy and sell at will and to own ever-increasing numbers of stations has put radio in the middle of the big speculators feeding frenzy. Now I'm certainly not against big business – far from it. What I am skeptical of is the practice of financing mergers and acquisitions by devouring the meat on the carcass involved. It's like buying a furnished house and then heating it by burning the furniture. Eventually you run out of furniture and you start burning what you think are non-essential rafters, beams and supports. Before you know it, the whole house collapses. That's what radio groups are doing. They buy a radio station in a market and start bleeding it. They cut back the staff, try and broaden the target audience demos beyond sensibility, make the PD pick up an airshift or fire him and put the on-air music director in the PD slot and then start ripping away the promotion budget. The station starts to stagger a little, understandably, and another station in the market starts to move up. Instead of competing, the group responds by buying its competition and then stripping that station apart as well. The result, of course is two mediocre stations running largely with a skeleton staff common to both stations.

Competition is and always has been the best

incentive for growth and development. There's little incentive to change much if it appears things are going OK. Risks, conversely, are involved with any change and, again, it's hard to find much management support for change involving risk unless there's clear and apparent peril. Radio's current practice of buying its competition simply stops the attack without the need to try something fresh, creative or new to counter competition.

In the 1980's when Z100 in New York came on the air with an "in your face" attack at WPLJ, Z100 was perceived as a real threat to the station and the PD at the time, Larry Berger. Few people knew this, but at the time WPLJ reacted to Z100 and dramatically changed staff and attitude, WPLJ was actually an enormous economic success – doing extremely well and with a huge core audience. Now, in today's environment, one might imagine that scenario would have concluded with WPLJ buying Z100 in its infancy and turning down the competition. In the absence of duopolies in those days, both stations were, instead, allowed to each seek their own successes and ultimately make better radio.

Few real broadcasters would argue the fact that we're cultivating mediocrity by in-breeding our radio stations. Creatively, a duopoly with similar or competing formats is like marrying your own sister – nothing new or worthwhile can come of it. While intermarriage appears to be a good way to keep the family together, it results in a weakening of the bloodline.

What can we as programmers do about all this? There's no question the challenge is a big one. I think first of all, though, we need to always strive for freshness and excellence in our thinking and product. Just because your company will buy up the competition and stop them from bullying you, doesn't mean you need to play the game that way. You can still play the game to win – you can shadow box with imaginary opponents and plan strategy as if the marketplace were still truly competitive.

Broadcast entrepreneur Bob Fuller, President of The Fuller-Jeffrey Group, used to plot and map radio strategies as a kid, creating imaginary radio stations in markets and planning everything from programming strategy to cash flow. The exercise developed a powerful broadcast leader with well-run radio stations coast-to-coast today. Interestingly, none of the "Pro formas" that he created as a teenager called for a duopoly at the time, although he was, of course, creating his own rules.

We need to keep in mind some basic truths as we try to be excellent in a mediocre business. First, the owner has a financial, if not emotional, interest in your station. Play his game and go over the numbers. Explain in dollars and cents what your budget ultimately contributes to the station. Secondly, be resourceful. Do interesting promotions and fun things on the air. Don't wait for sales or the record companies to bring you prizes and promotions. Dream something up and put it together yourself. You need to initiate creative concepts. God knows nobody's going to do it for you.

Finally, don't exploit or cheapen your resources. Don't let your owner take away your morning show or some other weekday daypart on your local music formatted station even if it is cheaper and easier to plug into a network. Weekend shows, specials, all spice up your station and maximize your resources. Giving up a Monday through Friday local presence, though, is suicide.

The furniture, the rafters, the beams of a house are like the elements of a radio station. You can burn them and buy yourself a few months warmth and comfort. Ultimately, though, everything will collapse. If you refuse to burn the furniture, remember that your owner freezes his butt off too and may well give you what you need to succeed. Dress warmly and keep your resume up to date.

**Tom Shovan welcomes your comments.
Call him at
(212) 581-3962 or fax (212) 459-9343.**

MY VIEW

By CHRIS RUH

I smiled when I heard the news of Michael Jordan's imminent return to basketball. In some semi-conscious expression of exultation, I raised my fist; not merely at the prospect of the athletic fireworks he would (I hoped) soon unleash, but at the impending drama. After walking away from the game he had so clearly mastered, Michael Jordan was putting away his diamond visions and returning to basketball, with perhaps, a new set of hoop dreams.

My momentary joy was quickly tempered by a friend who assured me that Michael Jordan was coming back to the NBA for only one thing. "It's the money," he said. After an incredulous non-verbal response from me, my friend realized the inherent silliness of his remark. We both agreed that Michael Jordan would *never* need more money, and he settled for the broader general conclusion that Jordan was coming back to basketball because "he's selfish."

This time, I realized that my friend was probably right. Like the decisions most of us make (what to wear, where to eat, where to work out), Michael Jordan's decision to return to basketball is no doubt a product of the intricate web of surfeit drives and psycho-emotional appetites we all consider, consciously or unconsciously, before we make any decision. It may be selfish, but isn't ego gratification one of our prime movers? In this way, we are all selfish. But by calling Michael Jordan selfish, we are merely humanizing him, bringing HIS ROYAL AIR-NESS down to earth, making him one of us. At the same time, that judgment smacks of no small bit of envy, (and let's be honest, how many of us wouldn't relish such an incredible scenario in our lives?) and deprives us of a chance to learn from this fearless competitor.

At 15 he was cut from his high school basketball team. But he didn't accept that as a final judgment of his abilities. He worked hard, maximizing his mind-boggling God-given talent by practicing and mastering basketball fundamentals. By the time he had graduated from college, the name AIR JORDAN was already a household word. From his rookie year in 1984, until his retirement 18-months ago, Jordan continued to prove his detractors, and anyone else who put limitations on him, to be wrong. And I can't help thinking that with each pass, each steal, each impossible three-pointer, and most especially, each slam dunk, he was, in his mind's eye, looking to the bench, hoping to find his high school coach, and saying "cut me from the team now!"

I'd be painting a petty picture here if I wrote-off Jordan's incredible achievements as mere revenge against a coach who wouldn't let him play. Obviously, Michael Jordan loves basketball. Beyond the money and accolades, he has a passion for the game. And it is that passion, combined with a desire to prove himself, that is the real nexus of this story. Michael Jordan played basketball because he loved it, but he achieved great things by

challenging, and ultimately breaking down, the limiting judgments of others. That is why he played. And once he proved himself to be the sovereign and absolute master of his realm, he left (some have said that was selfish), in search of new challenges.

Beyond seeking new conquests, there can be no doubt that the withering glare of the media spotlight, and his father's murder, dampened the inner fires that burned with his passion for basketball. And besides, basketball was never really the point. It was just a means to an end.

A Chicago team-mate told a reporter that Michael Jordan is coming back because some people think he can't. "Don't tell him how good he is," the player said, "just tell him he can't do something. That's what gets him going." That's why Michael Jordan is coming back, and therein lies a valuable lesson.

We are all continually subjected to the criticisms and potentially limiting judgments of others. How many times have we heard "she's just a pop singer," "he'll never get out of small-markets," "that label can't buy a hit," et al? Mea culpa. I'm guilty of it. My guess is so are you. (See, I'm doing it again). And to be honest, it's endemic to our professions. At its most innocuous, we label as a way of defining what we do and who we are, based on where we've been and what we've done. Unfortunately, we often use these labels as a way of limiting what we'll be and what we'll achieve *in the future*. And this is where Michael Jordan comes in.

Rather than accept the doubts and criticisms of naysayers, Michael Jordan uses them to stoke the furnace that burns hot with his inner fires. Early in his career, some basketball commentators thought that he would never be a "complete player" because of his lack of consistency shooting three-pointers. When he retired, Jordan was among the NBA's best three-point shooters!

I do not mean this to be a lengthy re-wording of some cheap bromide about hard work, perseverance and character. Nor is it my purpose to invoke the time-honored notion that happiness is more often found "not in the arrival, but rather in the journey itself." To be sure, these are a part of what we can learn here. But the real lesson has something to do with hearing your own inner voice, and heeding your own path to glory. It's about *not* tuning out our critics and those who seek to limit us, but rather, turning their negative energy into fuel for our fires.

I'm still a bit fuzzy on some of this myself. But I do know that we should all be rooting for Michael Jordan...not to win an NBA championship or another scoring title. Instead we should be rooting for him simply because he'll be playing. We should be rooting because he has just become an underdog. Mostly though, we should be rooting because his return has given us all a chance to learn to be "like Mike."

COLUMBIA RECORDS

Presents

The **HITMAKERS** PROGRAMMER OF THE QUARTER **NOMINEES!**



**JOHN IVEY, PD,
KISS/Boston**

"Work hard and love your job...
It may take a while, but radio does
pay off."



**STEVE SMITH, PD,
HOT97/New York**

"Always attempt to be able to put yourself
in the position of the average listener."



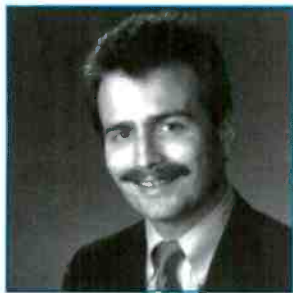
**ROB MORRIS, APD/MD,
KDWB/Minneapolis**

"Losers visualize the penalties of failure.
Winners visualize the rewards of
success."



**CRUZE, PD,
WKBQ/ST. LOUIS**

"When the owl and the duck meet by
the pier after midnight... the dog
won't dance in the wind."



**ADAM COOK, PD,
XL106.7/Orlando**

"Research and know your listeners and
give them what they want."



**MICHAEL STEEL, PD,
KZFM/Corpus Christi**

"Ask not what your country can do
for you...ask what you can do for
your country."



**MICHELLE SANTOSUOSSO,
PD, KMEL/San Francisco**

"Be fair, honest, and respectful of
others, and you will succeed not only
in this business, but in your whole
life..."



**GARETT MICHAELS, PD,
WPLY/Philly**

"Be honest, be passionate, and don't
forget who your real friends are."



**BILL SHAHAN, PD,
WVSR/Charleston**

"Be careful of the toes you step on
today, they may be connected to the
ass you have to kiss tomorrow."



**JEFF McCARTNEY, PD,
WAPE/Jacksonville**

"The keys to winning...Know your
audience, use your gut, open your
ears! You must know your market and
play to your target. Don't let anyone
or anything sway you from that goal!"



**CAT THOMAS, PD,
WZYP/Huntsville**

"I think I Am, Therefore I Am, I think."



**RUBY CHEEKS, PD,
WRQK/Canton**

"You have a job so you can have a life. You
don't have a life so you can have a job.."

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The **HITMAKERS** Programmer of the Quarter
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COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

KEITH MARTIN

"Never Find Someone Like You"

DAMON COX, MD, WAPE/Jacksonville

"Top40, don't sleep on this one."

TOAD THE WET SPROCKET

"Fly From Heaven"

LARRY IRONS, PD, KWNZ/Reno

"Sounds Great. Instant familiarity. Will do well."

BRUCE SPRINGSTEEN

"Secret Garden"

RAY KALUSA, MD, Q106/San Diego

"Has the same haunting feeling as *Streets Of Philadelphia*."

JEFF BUCKLEY

"Last Goodbye"

SCOTT WRIGHT, PD, B97, New Orleans

"Jeff Buckley breaks new ground with his creative vision. This is a very emotional and unique song that will get you."

PHIL MANNING, PD, WENZ, Cleveland

"This song has the greatest bass line in Modern Rock radio. Your passive audience will be very appreciative because they will come out of the woodwork for this one."

MARCO COLLINS, MD, KNDD/Seattle

"Once in a while an artist shines through radio just as much as the song. Jeff Buckley and "Last Goodbye" are the perfect combo. Awesome record."

Nominees for Issue 882.

Vote for your choice.

1. MICHELLE STEVENS (PD, WPST/Trenton)
2. JAY BEAU JONES (PD, WKSS/Hartford)
3. MIKE SOMMERS (PD, WSTW/Wilmington)

Call your HITMAKERS Account Executive (81E) 387-3440
Programmer of the week wins a Sony Walkman™!

Ruby Cheeks



PD, WRQK/Canton

Career Highlights:

- A 22-year career, with 19-years in radio. Working at WMMS with KID LEO, KISS 108/Boston, WHJY/Providence and programming here at WRQK.
- Record promotion for A&M Records
- GUINNESS World Record for "Longest Kiss" ...132-hours!

Family:

Single mom with a 6-year old daughter
DIANDRA

Hobbies:

Rollerskating, Boating and Movies. I also enjoy reading.

Quote:

"You have a job so you can have a life. You don't have a life so you can have a job."

HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. HOOTIE & THE... "Let..." (ATLANTIC)
2. LETTERS TO CLEO "Here & Now" (GIANT)
3. DAVE MATTHEWS BAND "What Would You Say" (RCA)
4. TECHNOTRONIC "Move It To The..." (EMI RECORDS)
5. DES'REE "Feel So High" (550 MUSIC/EPIC)
6. 4 P.M. "Lay Down..." (NEXT PLATEAU/LONDON/ISLAND)
7. ADAM ANT "Wonderful" (CAPITOL)
8. DIANA KING "Shy Guy" (WORK GROUP)
9. FOREIGNER "Until The End Of Time" (PRIORITY)
10. MADONNA "Bedtime Stories" (MAVERICK/SIRE/WB)
11. R.E.M. "Strange Currencies" (WARNER BROS.)
12. SEAL "I'm Alive" (WARNER BROS.)
13. SHERYL CROW "D'yer Maker" (ATLANTIC)
14. ADINA HOWARD "Freak Like Me" (ELEKTRA ENT. GROUP)
15. BELLY "Now They'll Sleep" (REPRISE)
16. BLACKSTREET "Joy" (INTERSCOPE)
17. BRANDY "Baby" (ATLANTIC)
18. THE HUMAN LEAGUE "Tell Me When" (EASTWEST)
19. NIKKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
20. BILLIE RAY MARTIN "Your Loving..." (EASTWEST/ELEKTRA)
21. FUN FACTORY "Close To You" (CURB/ATLANTIC)
22. STONE TEMPLE PILOTS "Pretty Penny" (ATLANTIC)
23. TLC "Red Light Special" (ARISTA)
24. VAN HALEN "Can't Stop Loving You" (WARNER BROS.)
25. ANNIE LENNOX "No More I Love You's" (ARISTA)

Top40 Disc-overey Club

J.J. RICE, MD, 98PXY, Rochester

LETTERS TO CLEO *Here & Now* (GIANT) - *Melrose Place* rules. I would never have hired Alison to run and bring back Amanda.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Top40 Mainstream-a must. Top 5 callout.

TOM PETTY *Good To Be King* (WARNER BROS.) - Solid Petty tune.

DES'REE *Feel So High* (550 MUSIC/EPIC) - Good song. Would love to see her in concert.

JOEY GIOVINGO, APD/MD, B97, New Orleans

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Good song, doing well.

FOREIGNER *Until The End Of Time* (PRIORITY) - I like the sound of this.

R.E.M. *Strange Currencies* (WARNER BROS.) - This will be a big record for them.

BILLY SANTIAGO, PD, KBFM, McAllen-Brownsville

EAGLES *Love Will Keep Us Alive* (Geffen) - A definite 'Brown-Lady' record. They'll love it here.

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - Nice to have the Human League back with a good song. It's hot!

GREG ADAMS, PD, KDUK, Eugene

SHARA NELSON *Down That Road* (EMI RECORDS) - Real Mainstream, real hooky, real poppy. A perfect record for any Top40.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - The obvious follow-up on the CD.

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - This single should solidify them in the Mainstream of Top40.

MICHAEL JACK KIRBY, PD/MD, KFFM, Yakima

SPANISH FLY *Daddy's Home* (UPSTAIRS) - Another killer Oldie exploding in the '90s!

ELASTICA *Connection* (Geffen) - It's like two minutes in a vibrating chair.

MARK LANDIS, PD, KIOC, Beaumont

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Hello! This is a #1 record!

PHARAO *I Show You Secrets* (COLUMBIA) - It works great in the clubs. It should work for you.

WATERLILLIES *Never Get Enough* (SIRE) - A real good record!

MICK FULGEM, MD, KISX, Tyler

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This is a good tune. Will do well.

TOM PETTY *Good To Be King* (WARNER BROS.) - I like this. Good record from Tom.

R.E.M. *Strange Currencies* (WARNER BROS.) - This will be their biggest single yet.

SCOTT THOMAS, MD, KLYV, Dubuque

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - In town tonight. Good song.

SEAL *I'm Alive* (WARNER BROS.) - Great artist. Should be another big one.

FOREIGNER *Until The End Of Time* (PRIORITY) - Good-sounding song.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Hot tune. I like this.

MIKE CHASE, PD, KMCK, Fayetteville

BILLIE RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - A real cool song.

MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - What can I say? I just like it.

JEFF HUGHES, MD, KNIN, Wichita Falls

LETTERS TO CLEO *Here & Now* (GIANT) - This is a good one. I like it a lot.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Hootie has become a band to deal with.

DES'REE *Feel So High* (550 MUSIC/EPIC) - Good follow-up. Will do well.

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

LETTERS TO CLEO *Here & Now* (GIANT) - This is crossing. Will do well.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Will go this week. I like this.

R.E.M. *Strange Currencies* (WARNER BROS.) - Good song. Great band.

PAT CLOUD, PD, KQID, Alexandria

DIANA KING *Shy Guy* (WORK GROUP) - Good song. This is a good programming record.

4 P.M. *Lay Down Your Love* (ISLAND) - Will be there soon.

BLACKSTREET *Joy* (INTERSCOPE) - I like this. The whole album is good.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Good dance song. Will do well.

JIMI JAMM, MD, KQKQ, Omaha

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great concert. Time is right. Absolute killer.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Sounds like Karyn White with her, and turned backwards.

ADAM ANT *Wonderful* (CAPITOL) - Nice comeback. With all the passion of *Melt With You*.

KRISS HART, PD, KQM, Honolulu

MAX-A-MILLION *Fat Boy* (S.O.S./ZOO) - I love it. It's a fun song and perfect for Top40!

BLACKSTREET *Joy* (INTERSCOPE) - A perfect song...Smooth, melodic and a nice groove. Very mass appeal.

JOHN DICKINSON, MD, KS104, Denver

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - This will be there for us. Spiking the record now.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - This record is absolutely huge for us.

LARRY IRONS, PD, KWNZ, Reno

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - Sounds great. Instant familiarity. Will do well.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This is a big song. Will do well for us.

SHERYL CROW *D'yer Maker* (ATLANTIC) - Doing great. I just love this record.

SHE Is Coming.



Spanish Fly

"Daddy's Home"

Rhythm Crossover Monitor 31* • More Than 40 BDS Detections

ALREADY TOP 10 CALLOUT AND TOP 5 REQUESTS AT:

HOT97.7 74x, KYLD 52x, KTFM 44x, KGGI 30x, KHTN 40x, KDON 20x

NOW PLAYING AT: KUBE 22x, Z90 27x, FM102 14x, KWIN 45x, WOVV 28x, KPRR 23x, KZFM 17x, KLRZ 28x, B95 48x, KKXX 25x, KIXY 30x, Q105 20x, KPSI 20x, KJYO 10x

Callout Research, Requests, Street Response, Record Sales,

"It's all there - this is an "A" record, a total no brainer. Consistently Top5 callout! If you are not playing this yet, you must be in a coma!" Bob Perry, HOT97.7/PD

"Top10 callout across the board, Top10 requests, Top15 soundscan single sales!"
Michael Martin, WILD107/Asst PD

SEAL *I'm Alive*

From the Platinum LP SEAL - as performed at the Grammys.

Look For Seal on his massive spring-summer tour.

SPINNING AT: Q99 25x, KLRZ 51x, WTWR 15x, K106 20x, KCHX 19x, KFRX 19x, WPRR 15x, KTMT 15x, WQGN ADD, KTRS 16x, WJMX 12x, WERZ 11x, KZIO ADD

DANA DANE *"Rollin Wit Dane"* Featuring **ADINA HOWARD**

SECOND MOST ADDED AT CROSSOVER RADIO INCLUDING:

92Q, Z90, WPGC, HOT97.7, KDON, WHJX, KLUC, WJJS, WJMH 28x

MAJOR MARKET URBAN SECTIONS: WEJM, WZAK, WJHM, WHRK, WTMP, WTLC

Coming Soon - TOM PETTY "It's Good To Be King" Already On: Q99, WRFY, WDDJ
R.E.M. "Strange Currencies" Already On: WPLY, WKBQ, WKSE, Q99, G105, WPST, WGRD, WZJM.



RECORDS

Top40 Disc-overery Club

TOM MARTENS, PD, KWTX, Waco

DES'REE *Feel So High* (550 MUSIC/EPIC) - Good follow-up song. This is a "real" artist.

SPANISH FLY *Daddy's Home* (UPSTAIRS) - I like this record. Starting to pop. It's thumbs up.

4 P.M. *Lay Down Your Love* (ISLAND) - Good song. Starting to grow on me. Will do well.

MIKE KASPER, PD, KZMG, Boise

DES'REE *Feel So High* (550 MUSIC/EPIC) - I think it's going to be a big hit. Look for this to develop faster than her first hit.

ADAM ANT *Wonderful* (CAPITOL) - Just a real good record.

RAY KALUSA, MD, Q106, San Diego

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Lots more accessible to Top40 radio than some people think.

LINDA RONSTADT *Blue Train* () - Smooth as silk. Linda is a good midday record.

MADONNA *Don't Stop* (MAVERICK/SIRE/WARNER BROS.) - I can't wait for this to be released as a single.

BILL MITCHELL, PD, U93, South Bend

4 P.M. *Lay Down Your Love* (ISLAND) - This song sounds like a real smash to me. It's real smooth and groovy.

BILLIE RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Don't let her name fool you - this is a great Pop song!

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This is going to be smash - Top 10 for Hootie and company!

MIKE LOWE, MD, WA1A, Melbourne

DIANA KING *Shy Guy* (WORK GROUP) - Good tune. Will do well for us. Movie won't hurt.

LETTERS TO CLEO *Here & Now* (GIANT) - Real buzz on this. Crossing nicely.

IV XAMPLE *I'd Rather Be Alone* (MCA) - I think this is a real hot record, starting to cross.

CRUZE, PD, WABB, Mobile

PJ HARVEY *Down By The Water* (ISLAND) - Hot at Alternative...Has the potential to cross.

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - They have a core at Top40. If you have success with Bon Jovi and Def Leppard and you're not playing this...you're missing it! On a level with Pearl Jam and selling to adults as well. Totally legit!

DAVE MATTHEWS BAND *What Would You Say* (RCA) - A great record. Sounds great on the air.

MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - Will be a smash. She's proven people are still interested in Madonna.

JOE FRIDAY, PD, WAEB, Allentown

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Lotsa tempo, and the familiarity of Ya Kid K. make this a great dance record.

WATERLILLIES *Never Get Enough* (SIRE) - Cool record!

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great follow-up. Will be big.

DAMON COX, MD, WAPE, Jacksonville

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Has all the elements of Top40. Smash! Great social commentary.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - Top40, don't sleep on this one.

BLACKSTREET *Joy* (INTERSCOPE) - This is a real cool song. This is my pick.

CRAIG QUINN, MD, WAZY, Lafayette

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - What can you say? This will be big.

SEAL *I'm Alive* (WARNER BROS.) - Great artist. Real style.

BRANDY *Baby* (ATLANTIC) - Shaping up to be a good song. Could be for us.

4 P.M. *Lay Down Your Love* (ISLAND) - Very cool. I like this record a lot.

DANNY OCEAN, MD, WBHT, Scranton

BELLY *Now They'll Sleep* (REPRISE) - This is a good record. Should work well.

ADAM ANT *Wonderful* (CAPITOL) - Almost as wonderful as Kid Kelly.

MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - What can you say? Good tune.

BEAU LANDRY, PD, WBIZ, Eau Claire

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Another big one from Hootie.

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - Good song. Will do well.

SCOTT LAUGHLIN, MD, WBNQ, Bloomington

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great song. Will do very well for us.

BOXING GHANDIS *If You Love Me Why Am I Dying* (ATLANTIC) - Don't miss this. This record has a good feel to it.

BILL KLAPROTH, PD, WDBR, Springfield

TLC *Red Light Special* (ARISTA) - Give it the green light.

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - Fun, uptempo Pop song from an old favorite.

MICHAEL GAMBY, MD, WDBR, Springfield

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - That candy has some flava.

TLC *Red Light Special* (ARISTA) - Okay, alright...So it's a hit. Sue me!

JOHN O'ROURKE, PD, WDJB, Fort Wayne

BLUES TRAVELER *Runaround* (A&M) - A real good hipness factor. A good feeling record.

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - A good poppy, feel-good, summertime sound.

JILL MEYER, MD, WDJX, Louisville

MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - First off, it's Madonna. If you don't add this record, she'll pierce something!

LETTERS TO CLEO *Here & Now* (GIANT) - A real cool song.

LIZ JORDAN, MD, WERZ, Exeter

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Just got the new Bryan. I really like this.

DES'REE *Feel So High* (550 MUSIC/EPIC) - Good follow-up. This will do well.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This will be a big one for Hootie.

SHE Will Seduce You.

DAVE FERGUSON

FAREWELL TO A "MAJOR-MINOR"

Charlie Minor was a remarkable man. I first met him at the Bobby Poe Convention in 1988. Charlie was pushing a portable drink table around giving everyone free shots of Tequila. He knew each of us by name-even me, which really moved me at the time since I had just met him minutes earlier. By the way, the Tequila was top-of-the-line. Everything Charlie did was that way. That's just how Charlie was.

A few years later my wife and I spent time with Charlie at his beach house. It was warm, and personal. A day I'll not forget. That night we went to Spago's with Charlie and Al Monet. It was amazing to watch Charlie "work the room". It seemed as if he knew everyone who was dining on that particular evening. I'm sure it was that way every time he was there. That's just how Charlie was.

Charlie's "working that BIG ROOM in the sky now". Buying free rounds, rubbing elbows with the greats, and greeting everyone there by name. That's just how Charlie was. Charlie Minor will be greatly missed.

It's hard to segue from that to radio, but I've got to. This week I'm going to talk about the work-pieces that go into promo's and identifiers. What they are, and where to find them. I don't mean the music and sfx pieces- although they are just as important, and sometimes even harder to find. I'm

talking about elements of sound. Statements, drops from movies, wierd things that make promo's and identifiers STAND OUT. They're the sound-clips that are placed between the announcer's voice to add texture to the element. Much in the same way that clips from a movie add texture to the commercial about that same movie in a produced movie-trailer. When used correctly, they really add a "big-time" feel to your station. They are especially effective when they are immediately identifiable by the audience. For instance, a famous line from a movie that your audience has seen, and can relate to. Or, a line from a famous political speech that relates to the subject matter in your promo. You know- "I have a dream", or "Ask not what you can do for your..."

The only warning I would have about using them is not to over-do it, and not to use alot of obscure sound bites. My general rule is that if it's not "top-of-mind", it's questionable.

Where do you find them? Well, it's not easy, but I have a few ideas.

If you want political sound-bites from the past, try the Walter Cronkite volumes on LP. It's narrated by Walter, with actual sound from the big news events of the 60's and 70's. Check your local library for other sound-bite libraries. There are lots of them available. Many radio news and entertainment services offer sound-bites too.

For "hipper" work-pieces, I find that going through any and all "Bass-Music" CD's, and "Rave-Music" CD's. You'll find samples in between almost every song, much of it music related.



You can always get old movie sound-bites from VHS tapes, but for current movie sound-bites, along with current news, comedy, and other usable sound- go to the Internet. Most On-line services have sound-bites that you can download to either MAC or DOS sound programs. I download to Sound Blaster, then run a stereo line straight to reel, or just dub right into SESSION 8.

Questions or comments? Hook up with me on AOL.COM, or call me either at WPGC or at home.

Dave Ferguson is a freelance voice-over artist based at WPGC in Washington DC. His clients include; WPGC, THE BOX, 102JAMZ and KSFM. He works closely with New World Communications President Jerry Clifton on imaging for Clifton consulted stations. If you would like a demo, or would like to offer comments or suggestions regarding this column, call(301) 870-0090

MARK SHANDS

SHOWTIME!

I started in radio as a "go-fer". You know, the kid who hangs around the station. I would help the engineer move equipment and would vacuum the carpets and take out the trash. I would do anything to be allowed in that building at WKOR.

WKOR was a daytimer. The station went off the air at sunset. That's when the real DJs would leave and I would take over! I would sit in the control room and play my favorite records. None of this went on the air, but you could hear my broadcasting there on the station's PA system through the building. Whenever I would try talking like a DJ, the real jocks would inevitably walk by and make a worried face at me through the glass windows! I backed off the talking and concentrated on the board work.

One day WKOR was having a remote broadcast from the nearby town of Mathiston. It was one of our first remotes and all of us were pretty excited. We had a new remote trailer, which was huge. It was a real mobile home, sixty or seventy feet long. We had it divided into two rooms. The front half of the trailer was the control room and the back half was the visitors room. There was a wall in the middle with a big glass window for the listeners to look in at the DJ. The DJ sat at the board and looked out the front of the trailer at quite a big crowd in that tiny Mississippi town.

Things were going well. Butch Luke, the mid-day jock and a former Mississippi State football player, was ending his show. It was time for Bill Tanner, now at KLVE in Los Angeles, to do afternoon drive. Tanner took his seat at the control board and Butch went out to meet a crowd of female admirers who had come to meet him.

DJ Butch decided he'd try out the visitors room of our remote trailer and directed the crowd of probably 20 people into the back room so they could watch Tanner do his show.

I probably didn't mention that Butch, being a football player type of guy, was pretty big. Along with that crowd he brought into the back half of the trailer, it was suddiely too much for the trailer. Without warning the WKOR remote trailer acted like a see saw. Butch and the crowd went down, and Tanner, who had been looking out at beautiful Mathiston, was suddely looking at nothing but blue sky! Tanner clutched the control board to keep from rolling back into the wall that divided the trailer in two. The trailer was standing straight up in the air like some Funky Atlas missile!

As fate would have it I, the station go-fer was driving back to the main studios, wondering why we had abruptly gone off the air.

When I ran in the station, I could see the GM. He was panicked. All you could hear was the sound of Marti static from the remote site! "We've got to do something" the GM commanded. I ran to the control board and started playing records. It was



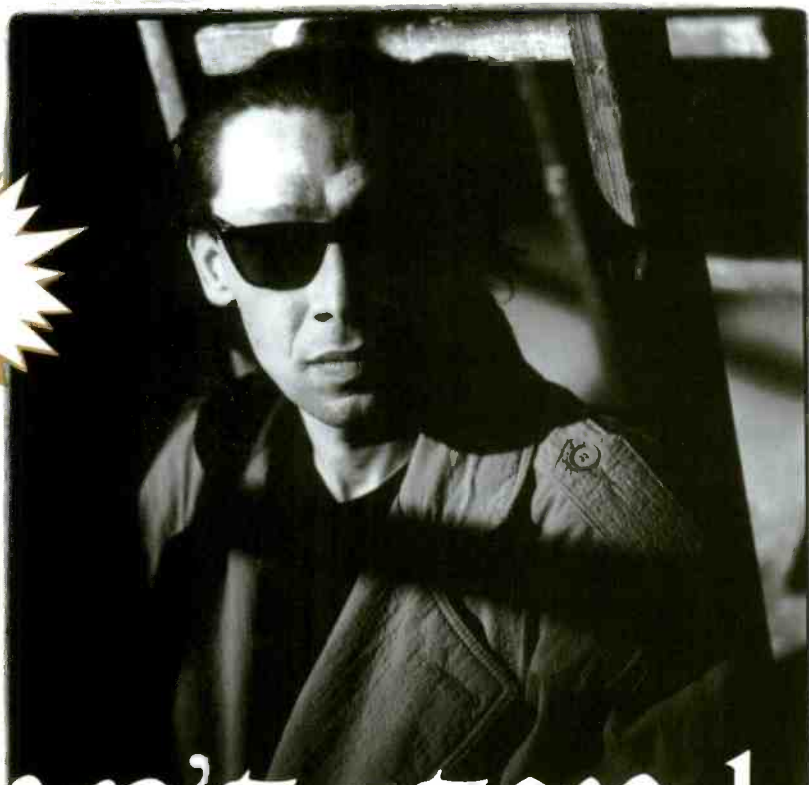
the first time I had ever been allowed to go live on the air. I was afraid to talk!

Soon Tanner the Program Director arrived. He was furious, but still alive and uninjured from the remote incident. "Why aren't you talking?" he screamed. I jumped up to let him take over. Tanner looked at me and said, "You're goima finish this show"! He set the mike up on the side and took over the control board. When it came time to do the breaks, Tanner would tell me what to say and I would say it.

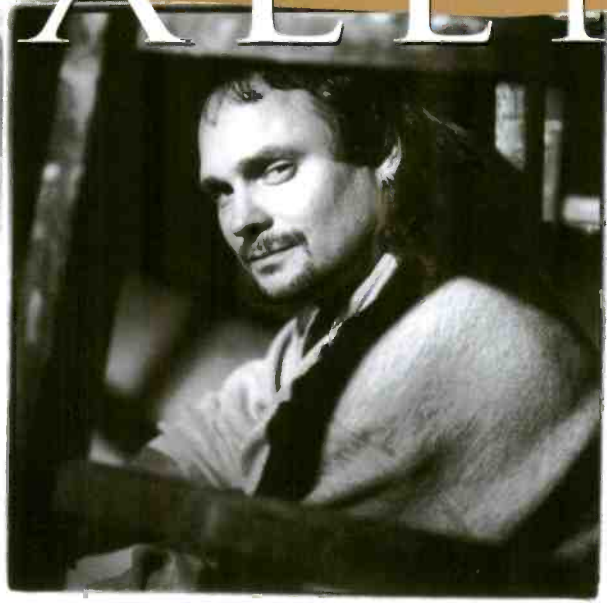
And *that* was my first day as a DJ.


Shands is a 26-year radio vet. He has worked as Program Director at KISS102/Charlotte and WHJX/Jacksonville. He also served as Music Director and Air Talent at Y100/Miami, I-95/Miami and 13Q/Pittsburgh. Mark is currently writer/producer for Jerry Clifton's new United Stations countdown show, "Top 20 Double-Play." If you have any comments or topic suggestions call Mark at (503) 233-7848.

it's just so damn hard.



can't stop lovin' you VAN HALEN



produced by bruce fairbairn
from the album: balance
management: ray danniels, sro management, inc.

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Monitor Mainstream Chart: Debut 30*

LP Double Platinum • Still Selling Nearly 75,000 Pieces A Week

More Than 1500 Top40 BDS Detections • More Than 12 Million Top40 Listeners

Late Closeout Adds, Include:

B94 WPLY KISF KISX KNIN KQCR KMVR

Z100 21x PRO-FM 41x Q99 37x Top 10 Request STAR94 19x WKBQ 15x WKSE 29x B97 24x No. 7 Request
KKFR 23x KDWB 24x WZJM 21x WPLY 15x WZPL 25x

Top40 Disc-overery Club

WILLIE B., PD, WHHY, Montgomery

LETTERS TO CLEO *Here & Now* (GIANT) - Very cool record. This will do well.
HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This will be a big song. This is great, Hootie.

JONNY HARTWELL, MD, WHOT, Youngstown

BRANDY *Baby* (ATLANTIC) - Testing. Just unbelievable reaction.
HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Hootie will do real well.
DAVE MATTHEWS BAND *What Would You Say* (RCA) - Good springtime song. Up tune.

MARK JACKSON, MD, WHYI, Detroit

THE DWELLERS *Rocket Rider* (EMI RECORDS) - This is a really cool record. Just got it from Euri and Peter.
THE PHUNK JUNKEZZ *I Love It Loud* (TRAUMA/INTERSCOPE) - This is a hot tip. Good record.
MONSTER MAGNET *Negasonic Teenage Warhead* (A&M) - Already doing well for us.

JACKIE JOHNSON, MD, WIFC, Wausau

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Already generating phone calls this early in the game for us.
SHERYL CROW *D'yer Maker* (ATLANTIC) - A fresh take on a familiar sound.

DENA DESNICK, MD, WJMX, Florence

ADAM ANT *Wonderful* (CAPITOL) - Really good. Fits us perfectly. Eighty's sound back.
R.E.M. *Strange Currencies* (WARNER BROS.) - They always work for us.

KENNY KNIGHT, MD, WKBQ, St. Louis

TLC *Red Light Special* (ARISTA) - Very tasty song. Should do well.
LETTERS TO CLEO *Here & Now* (GIANT) - Real good buzz on this. Will cross well.
SEAL *I'm Alive* (WARNER BROS.) - Just a great artist with the females.

GLENN DILLON, MD, WKFR, Kalamazoo

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Good strong record. Will be huge.
LETTERS TO CLEO *Here & Now* (GIANT) - Good crossover. I like this one.
FOREIGNER *Until The End Of Time* (PRIORITY) - Foreigner is back. Will do well.

PHIL THOMAS, PD, WKMX, Dothan

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This is better than the first.
FOREIGNER *Until The End Of Time* (PRIORITY) - Will be there. Good sound from the band.
SEAL *I'm Alive* (WARNER BROS.) - This is a good song. I like this.

JAY BEAU JONES, PD, WKSS, Hartford

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Could be a good buzz record for your station.
ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Sounds great on WKSS.

DENNIS DILLON, PD, WKXJ, Chattanooga

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - This is slamming!
LETTERS TO CLEO *Here & Now* (GIANT) - Doing well nationally. Cross well.
R.E.M. *Strange Currencies* (WARNER BROS.) - Great band. Another good song.
WOLFGANG PRESS *Going South* (4AD/WARNER BROS.) - Very pleasant surprise.

DAVID SKINNER, PD, WLAN, Lancaster

BRANDY *Baby* (ATLANTIC) - Will be a big one for us.
BELLY *Now They'll Sleep* (REPRISE) - Good Mainstream band. Should cross over well.
BLUES TRAVELER *Runaround* (A&M) - This one is doing very well for us. Good tune.

VAN MICHAEL, OM, WNKI, Elmira

DAVE MATTHEWS BAND *What Would You Say* (RCA) - I like this record. We will be there.
VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - This record's doing very well for us.

KEVIN VAUGHAN, MD, WNSL, Hattiesburg

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Good song. Hootie is here to stay.
DAVE MATTHEWS BAND *What Would You Say* (RCA) - Good song for the spring.
BELLY *Now They'll Sleep* (REPRISE) - Good cross over song. Will do well.

RAGMAN, MD, WNTQ, Syracuse

DAVE STEWART *Jealousy* (EASTWEST) - It's just a great groove!
ADAM ANT *Wonderful* (CAPITOL) - The best put-together record out right now. It's really nice stuff.

NEIL SULLIVAN, PD, WOVV, West Palm Beach

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - I couldn't believe this song could be redone dance, but it really kicks butt!
BILLIE RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - This will be a smash - don't wait, put it on now!

JEFF BANKS, APD/MD, WPXR, Davenport

LETTERS TO CLEO *Here & Now* (GIANT) - This is going to be a smash. Check it out.
BELLY *Now They'll Sleep* (REPRISE) - Good tune. I think it's a great tune for us.
DIANA KING *Shy Guy* (WORK GROUP) - I like this. Will do well.
SEAL *I'm Alive* (WARNER BROS.) - Good song. Great artist.

LORI ROBBINS, MD, WQGN, Groton

SHERYL CROW *D'yer Maker* (ATLANTIC) - A great song that's very recognizable.
MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - Another hit for Madonna...What else can I say?

J.T. BOSCH, MD, WRHT, Morehead City

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Great night record.
DAVE MATTHEWS BAND *What Would You Say* (RCA) - What would you say? Great record!
MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - This will do well for us.

SHE Is Perfect For You.

Top40 Disc-overly Club

STEVE KLINE, PD, WRKY, Steubenville

VAN HALEN Can't Stop Loving You (WARNER BROS.) - We need records like this. Doing very well for us.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Good dance feel for nights.

DAVE MATTHEWS BAND What Would You Say (RCA) - Good up, fresh, springtime record.

RUBY CHEEKS, PD, WRQK, Canton

FUN FACTORY Close To You (CURB/ATLANTIC) - I like this song. Should do well.

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - The band is huge.

BUSH Everything Zen (INTERSCOPE) - Great song. Mainstream should be ready for this.

KEITH CURRY, MD, WSNX, Muskegon

ADINA HOWARD Freak Like Me (ELEKTRA ENTERTAINMENT GROUP) - Soundin' freaky on the radio.

GILLETTE w/20 Fingers Mr. Personality (ZOO) - Even the males are callin' for this.

STEW SCHANTZ, PD, WSPK, Poughkeepsie

NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Real good job with the remake. Check out cut #2 on the CD.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - They have always been there. Will do well.

MIKE SOMMERS, PD, WSTW, Wilmington

BON JOVI Saturday Night (MERCURY) - There's a real buzz on this record at our station.

DAVE MATTHEWS BAND What Would You Say (RCA) - Will do well. Good up record.

LACY NEFF, PD, WVAQ, Morgantown

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Great record. Hootie will be huge.

4 P.M. Lay Down Your Love (ISLAND) - Really good little record. Nice sound for us.

CURT KRUIZE, MD, WVKS, Toledo

ANNIE LENNOX No More I Love You's (ARISTA) - Annie will do very, very well for us.

REDNEX Cotton Eye Joe (BATTERY) - The Rednex record is doing very well for us at night.

CALVIN HICKS, PD, WXXM, Myrtle Beach

JEFF BUCKLEY Last Goodbye (COLUMBIA) - Very good record. Will take some time to build, but if you give it time, it's gonna be a great record!

JOHN IVEY, PD, WXKS, Boston

ANNIE LENNOX No More I Love You's (ARISTA) - Sounds great on the air...Good midday record.

STEVIE B. Dream About You (EMPORIA/THUMP) - Give this a second look.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Absolute smash!

RICK McCAUSLIN, OM, WYCR, York

SHERYL CROW D'yer Maker (ATLANTIC) - I like this song.

BRUCE STEVENS, PD, WZNY, Augusta

BRANDY Baby (ATLANTIC) - I like this. Good song.

FOREIGNER Until The End Of Time (PRIORITY) - Foreigner is back. Will be big.

DIANA KING Shy Guy (WORK GROUP) - Good little record. Should do well.

TOAD THE WET SPROCKET Fly From Heaven (COLUMBIA) - This is good. Wish they would come by.

TOM GARRETT, PD, WZOK, Rockford

BLACKSTREET Joy (INTERSCOPE) - Beautiful record with a great string section. A Boyz II Men Urban record with adult appeal.

LETTERS TO CLEO Here & Now (GIANT) - Everybody knows this song from Melrose Place.

STONE TEMPLE PILOTS Pretty Penny (ATLANTIC) - I really like this. Throwback to the '60s.

STEVE JAMES, PD, WZOQ, Lima

DIANA KING Shy Guy (WORK GROUP) - Will be a big movie. Good song.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Playing catch-up on this. Good tune.

DES'REE Feel So High (550 MUSIC/EPIC) - Great follow-up. Big artist.

DAVE MATTHEWS BAND What Would You Say (RCA) - Great spring record. Will do well.

CAT THOMAS, PD, WZYP, Huntsville

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - The first song was very successful for us. In fact, it's still in power here. As soon as we can make some room, this is going on.

SHERYL CROW D'yer Maker (ATLANTIC) - This is such a good remake. This great Led Zeppelin song is very familiar here. Her version is a neat update. And with her Grammy awards, and all the press she's getting, this should be huge!

BON JOVI Saturday Night (MERCURY) - Along the same lines as Living On A Prayer. A good, straight-ahead, uptempo Rock song. Should be Top 10 in Alabama.

ADAM COOK, PD, XL106.7, Orlando

DES'REE Feel So High (550 MUSIC/EPIC) - Great follow-up record. This will do well.

FUN FACTORY Close To You (CURB/ATLANTIC) - Good up record. Will do well.

MAX-A-MILLION Fat Boy (S.O.S./ZOO) - I like this. Should start to cross.

SHE Is Not What You Think She Is.

A black and white portrait of a man with dark hair and a beard, wearing a patterned suit jacket, a white shirt, and a dark tie with a geometric pattern. He is looking slightly to the left of the camera with a serious expression. The background is a plain, light-colored wall.

WE LOVE YOU, CHARLIE

RESPECTFULLY,

BOB HAMILTON, MICHAEL MARTIN, MIKE MARINO

-WILD107/KYLD

SMOKIN'

ATLANTIC SCORES THREE OF THE TOP TEN MOST ADDED!

PROMOTION DEPARTMENT EARNS
MAJOR KUDOS THROUGHOUT THE
INDUSTRY...BUCH WANTS MORE!

1. HOOTIE & THE BLOWFISH
2. ZEPPELIN TRIBUTES
3. Des'ree
4. Madonna
5. Dave Matthews Band
6. 4PM
7. Letters To Cleo
8. STONE TEMPLE PILOTS
9. The Human League
10. Blackstreet

The Cinderella story of the year continues with HOOTIE & THE BLOWFISH's, "Let Her Cry," claiming the honor of #1 MOST ADDED! With 56 new adds and a total of 134 stations currently on the record, Hootie's album moves 6*-4* on the Billboard 200 album chart. In fact, sales of the album have been close to the tune of 100,000 units per week for the past 1 1/2 months. As one industry observer puts it... "with the incredible support of VH-1 and MTV, HOOTIE & THE BLOWFISH truly has become a phenomenon!"

What may be the most talked about project of the year thus far, "ENCOMIUM-THE TRIBUTE TO LED ZEPPELIN" earns the #2 MOST ADDED position, with SHERYL CROW's version of "D'yer Maker." With the unprecedented move of releasing the entire album to radio, programmers around the country have been airing a variety of tracks from artists like STONE TEMPLE PILOTS "Dancing Days" and HOOTIE & THE BLOWFISH "Hey Hey What Can I Do." The anticipation of this album's release has been incredible stated one local retailer.

STONE TEMPLE PILOTS "Pretty Penny" has been receiving airplay for months with stations like Z100, WPLY, WPST, B97, KRBE, which have been spinning this track as early as November '94! Sales are now approaching the 4 million mark. For all you trivia buffs out there...do you know what band currently has 5 tracks on the rock charts? You guessed it....now call your local ATLANTIC rep for your very own version of "Pretty Penny."

CLIFF TREDWAY & CHARLES CHAVEZ

PD & MD, KTFM, San Antonio

Cover Illustration by: MICHAEL CAGLIANDRO

CLIFF, HOW LONG HAVE YOU BEEN AT KTFM?

I've been at KTFM this time for about two and a half years. This is my second time to work at KTFM.

HOW LONG WERE YOU THERE THE FIRST TIME?

I was here for about a year and a half back in about 1987-1988 as a night jock. This was my first big station on my resume.

THEN YOU WENT TO POWER IN PHOENIX?

No, POWER99 in Atlanta and then from Atlanta I went to 99.5 THE FOX in Detroit, then I joined Steve Smith at POWER92 in Phoenix and then back here to KTFM.

SO IN OTHER WORDS, YOU'VE TAKEN OVER PROGRAMMING A STATION YOU ALREADY HAVE QUITE A BIT OF KNOWLEDGE ABOUT.

Exactly. Not only is this kind of like the first radio station that I got my start at as a night jock, but we've come full circle, because it's now the first station I'm getting a start as a Program Director, in a market that I've basically known all my life. I have lived here probably about six or seven years. Then you're talking about me growing up in Corpus Christi, which is only an hour and 45 minutes away from here, so it's home town for me.

HOW HAS SAN ANTONIO CHANGED OVER THE LAST FIVE YEARS?

Where a lot of markets musical tastes have evolved into other types of formats, San Antonio has remained consistent. The Hispanic audience here loves a rhythmic approach...they love to dance! Outside of that, San Antonio has continued to grow into one of the great tourist stops in America.

WELL I WOULD GUESS MOST OF OUR READERS WOULD ASSUME IT'S A HISPANIC MARKET. IS THAT TRUE?

Yes, officially according to Arbitron I guess we're sitting about 52%. We kind of feel it's a little higher than that, but that's the official note, at least.

HOW MUCH OF THE MUSIC YOU PLAY AT KTFM WOULD

YOU SAY IS HISPANIC OR HISPANIC-LEANING?

Every song that we play is Hispanic-leaning because that's who we program the station to.

INTERESTING. AND JERRY CLIFTON IS THE CONSULTANT, RIGHT?

Yes. Jerry, Bob and Colleen are very instrumental in keeping our music focused on our Hispanic audience. If a song does not have Hispanic appeal, we don't play it. That doesn't mean all we play is Freestyle music. What it does mean is that the music we play must be aimed at a Hispanic female whose tastes will decide that *Runaway* from Real McCoy or *How I Love Him* from Cynthia or *Practice What You Preach* from Barry White are songs for KTFM. The Clifton gang remind us of this every opportunity they have.

CHARLES, YOU'VE BEEN AT KTFM SIX MONTHS. WHERE DID YOU COME FROM?

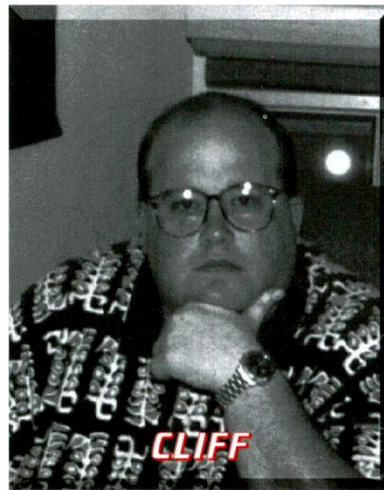
I came from POWER102 in El Paso.

HOW LONG WERE YOU THERE?

"Because I am of them and not over them... they rally behind me and that translates to an incredible-sounding radio station that is a pleasure to work at.." - Cliff Treadway

I was there actually twice. This last time I was there from 1991 until I came here in 1994. I was there for three years and then I was there for about two years before that. When that station first signed on I came on with them under Mark Hanson and Bob Perry. Then I went to Houston and I was a mixer at ENERGY96.5 for Steve Smith. I moved back to El Paso, got back on KPRR and then I became Music Director. Jamie Hyatt brought me over here six months after I became Music Director there.

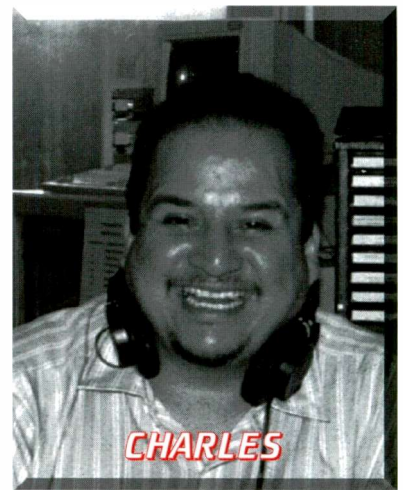
SO COINCIDENTALLY BOTH OF YOU GUYS HAVE WORKED WITH STEVE SMITH IN THE PAST.



Absolutely. And Bob Perry.

CLIFF, THIS IS YOUR FIRST TIME AROUND AS A PROGRAM DIRECTOR? CAN YOU TELL US WHAT ARE THE QUALITIES THAT YOU HAVE THAT ARE GOING TO MAKE YOU A GOOD PROGRAM DIRECTOR.

One of the qualities is very simple. The jocks view me as one of them. I am just a Disc Jockey that got the nod to make some decisions. Because I am of them and not over them...they rally behind me and that translates to an incredible-sounding radio station that is a pleasure to work at. Other qualities I have names for...it's a



YOU'VE BEEN AN AIR PERSONALITY AND WORKED WITH THE MUSIC, I KNOW YOU'VE WORKED BEHIND THE SCENES WITH THE STAFF IN TERMS OF MANAGEMENT. BUT PROGRAMMING A RADIO STATION HAS A LOT MORE RESPONSIBILITIES THAN THAT. YOU'RE LIKE THE DIRECTOR OF A MOTION PICTURE. YOU ARE ULTIMATELY RESPONSIBLE FOR THOSE RATINGS. HOW MUCH PRESSURE DOES THAT PUT ON YOU ESPECIALLY, SINCE YOU'RE A FIRST-TIME PD?

Obviously there is a little more pressure now that I am in "The Chair"...but to be quite honest about it...I don't have time to really feel the pressure. Everyday I am constantly dwelling on the sound of the station...coming up with new ways to do things...always trying to outdo what we did the first time. I get to work every morning at 8:30 and don't normally leave until 7:30 at night. You tell me when I have time to feel pressure.

SO CLIFF, WHAT YOU'RE SAYING IS THAT AS A PROGRAM DIRECTOR, YOU HAVE TO BE CONSTANTLY REINVENTING YOURSELF AND YOUR PRODUCT?

Absolutely!!! After putting a new sweeper on, Charles and I will hear it on the air and sometimes come up with something even better. So off to the production room we go!!! I believe any program director who can honestly say they have nothing to do...is a loser!

SPEAKING OF SWEEPERS, WHO DOES YOUR VOICE?

quality called Jerry Clifton, a quality called Steve Smith, a quality called Bob Perry, a quality called Bob West, a quality called Rick "Big Dog" Hayes, a quality called Ric Stacy...I am sure by now you get the idea. I have been fortunate that my career has crossed the paths of some big programmers that will help influence some big business in San Antonio. I have taken the best these guys have to offer, mixed in some of my personal thoughts...and we have begun to paint quite a picture. In the words of Jerry Clifton...anyone can pick a few songs...but a great Program Director must be an artist...must envision what the picture needs to look like...then begin to paint it. When we are finished, the '90s version of the Mona Lisa will be complete!

...Continued On Page 26

Annie Lennox

"No More I Love You's"



15 plays SoundScan Album Debuts at #11*

Over 100 Top Radio Stations:

STAR 94	28x	WXXL	15x	KISN	17x
WFLY	16x	KISF	15x	WZYP	22x
KC101	13x	CK105	16x	WABB	15x
WPRO	24x	WIXX	21x	WHHY	33x
WFHN	15x	WKBO	14x	B97	10x
WVSR	15x	KHOT	25x	WZJM	21x
WLAN	17x	KRQ	17x	WNCI	11x
Y100	15x	Q99	13x		

TLC

"Red Light Special"

Monitor Rhythm Crossover #2* To #1*

TOP40 Mainstream Debut's 37*

SoundScan Single #4* • Album #12* •  #1 Most Played Video

 BDS Audience Over 29 Million 

Real McCoy

"Run Away"

TOP40 Monitor 11-8* • Rhythm Crossover Monitor #14-12*

SoundScan Single 12-6* • BDS Audience Over 30 Million

New This Week: WPGC, B94, KISF

ARISTA

Dr. Dave.

CHARLES, LET ME ASK YOU A QUESTION. IT SOUNDS LIKE YOU HAVE TO BE A RIGHT HAND, A REAL LIEUTENANT TO CLIFF.

Right. I do. I have to be the one not to say "okay." We have a thing here. If we don't agree something's wrong. We both have to agree on something in order to work and Cliff just has that much trust in me. If I say something's not right, he'll at least say, "well let me at least look at it. Maybe you're right." And that's what's called a team.

Cliff: I totally believe Charles Chavez has got the best ears in the business and I trust him 99.9% of the time. I'm very, very fortunate as a first time PD to have one of the best music directors in America, to have a morning show of Mike Beach, who signed on WPGC in Washington, DC. We just hired Joey D at night, who I think is probably one of the hottest night talents in America. Doug Miller in the middays...not only is he a great jock, but this guy produces promos that are on fire. Cindy Casiano and Mark Allen who sidekick the morning show with Mike Beach...they have been in San Antonio even before the Alamo. Our Promotions Director, Brunella Bruni, who knows this city like the back of her hand. I am very fortunate to have a team that all works together for the good of the radio station. Each of these people, and a list of other unsung heroes, enable me to do my job everyday...I look forward to going to work...Our staff is very close.

CHARLES, IS CROSSOVER RADIO ACROSS AMERICA CHANGING TODAY? IS IT IN A STATE OF FLUX?

I don't believe that. I think a Top40 station is individual to its own city. If somebody wants to play rhythm crossover music and that's what their audience wants, then who's to say it's in a flux. If our audience wants dance music and ballads and they don't necessarily like Green Day as much as a Boyz II Men, we want to give them the Boyz II Men. Each market would be different. Some markets might not want rhythm crossover and some markets do. We're lucky that San Antonio does.

Cliff: The one thing about that answer I'm going to add to, is when you say crossover radio is in a flux, the only market that's in a flux are the program directors that decide to program the radio station by what a research book tells them to do. And if that's all they've got and there's no gut feeling, which I believe is the biggest thing that's been lost in this business, then I would sure say that's the first thing I will look at if their radio station's in trouble.

SO OBVIOUSLY CLIFF AND CHARLES, YOU'RE BOTH BIG BELIEVERS IN PASSION?

Cliff: Charles and I have had more fights based on passion than probably any place I've ever been at in my career. To be totally honest with you, I'd love to have those fights with him every single day, because nobody is ever going to get in trouble around here for fighting for what they believe in.

Charles: If I don't get my way about a song or the way our rotations look that week, I dwell and I pout and I fight all week long until it happens.

CHARLES, HOW DOES YOUR RADIO STATION STAY IN TOUCH WITH WHAT THE AUDIENCE WANTS?

I'm the type of person...I'm a radio person but I'm also a listener. So I live the life of a listener. I go where they go, eat where they eat, go to the same movies, the same nightclubs and when I hear the station, whether it's with my wife or my friends, I try and think like a listener and not like a radio person as far as the music is concerned. And that's basically how I go out and get the vibe. I just talk to people. I can go to a grocery store remote and I'll talk to 30 people and ask them their favorite songs. A research paper doesn't tell me half that much.

taught me the value of the production element of the radio station. He taught me the value of always listening to what your listeners want and giving them what they want no matter what it is. Steve Smith taught me when I got to POWER92 in Phoenix, as a night jock who had worked in Atlanta and worked in Detroit and thought maybe he knew it all that I knew nothing. Steve Smith, in my opinion, is one of the greatest program directors in America. If programmers had half the passion and half the love for the business as Steve Smith has, we'd have a lot of #1 Top40s in a lot of markets right now.

CLIFF, I WANT TO ASK YOU - WHAT IT WAS LIKE WORKING WITH BOB PERRY?

Bob Perry is very, very analytical. This is a person that, no matter where he sits on an argument, he could always give you a different view, something that you didn't think about. He was very, very impressive in the area of marketing warfare and going out to where your listeners are and doing things that are going to impress them. He was very, very good at that. It was the funniest thing, because Bob could convince you that you were holding a quarter in your hand when you were only holding a penny. You could see the penny in your hand, by the time you left his office, it turned to a quarter because he could convince you that's what it was.

what we want to play. It takes a good mix show and good mix show DJ to bring those records out.

NOW THAT WE'RE ON THE SUBJECT OF MIX SHOWS WITH EVERYBODY DOGGING RAP, HOW MUCH RAP IS PLAYED ON YOUR MIX SHOW?

Charles: We let the mix show play a little more Rap than we would play, but still we program to a Hispanic female in San Antonio and they don't like too much Rap. I'll be in the club and we do live broadcasts and Rich will play maybe two or three Rap records back to back. Then it's time to pick up the beat and get up dancing because Hispanic females will dance to a couple of Rap songs and then they'll get bored and want to hear a fast beat.

Cliff: Charles can attest to this, but very often I've put quotes in your Disc-overies about how there's another one that Charles' has pulled out of the woodwork. When a Rap song finally becomes one of our Discoveries, Charles would have had to go through a brick wall. I guarantee it's that hard for a Rap record to get on the radio station, and Charles very seldom brings a Rap record to the table that he doesn't totally believe in. One song right now, for example is Big Poppa by Notorious B.I.G. Before we got on this interview, we were arguing about that song, and probably sooner or later Charles will get his way, but we'll see what happens.

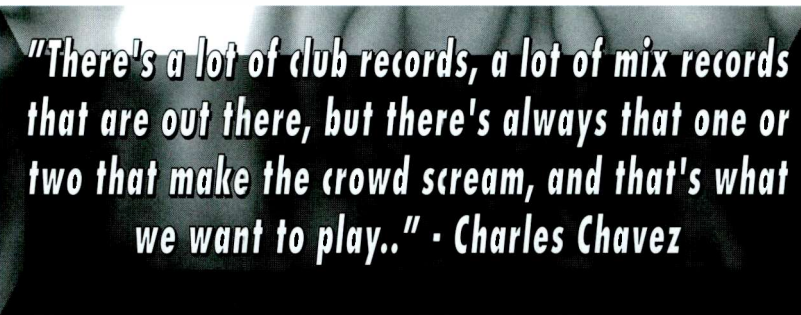
Charles: If he's not playing this by the time this prints, I'm going to kick his ass.

CHARLES, HOW DO YOU FEEL YOUR MIXER BACKGROUND HAS HELPED YOU AS A RADIO PROGRAMMER?

I think it helps me in the fact that I can see an audience and see their reaction. Sometimes I kid with people and say when I hear a record on the radio I can still feel and sense a listener's reaction. When I see an audience scream in a club and raise their hands up and boost their energy level because a favorite song comes on, I can put a song on the radio and somehow I say I can sense a female going, "I love this record," and turning up their volume and singing the words, and that's what people listen to radio for, to hear their favorite song. I listen to records based on the fact that I wanna play somebody's favorite song, and I think being a club DJ helped me get that way.

WHEN YOU LOOK AROUND THE COUNTRY TODAY, WHO ELSE IS DOING EXCITING RADIO?

...Continued On Page 28



DO YOU GO TO RECORD STORES A LOT?

Charles: I go to record stores or at least talk to them, once a week. And I know who's buying what and who's dancing to what and what clubs like what. What little hole in the wall has what on the juke box. You have to know your city.

CLIFF, YOU MENTIONED SOME PRETTY IMPRESSIVE PROGRAMMERS A FEW MINUTES AGO. LET'S TALK ABOUT SOME OF THEM. WHAT WAS IT LIKE WORKING FOR STEVE SMITH AND WHAT DID YOU LEARN FROM HIM?

Steve Smith is probably my biggest influence in the decisions I make in the day-to-day operation of the radio station. I've never met a person professionally and personally that is more devoted to radio. Steve Smith

CHARLES, HOW MUCH DOES THE MIX SHOW OR MIX SHOWS CONTRIBUTE TO THE RADIO STATION AND TO THE MUSIC THAT ULTIMATELY GETS INTO FULL TIME ROTATION?

I think the mix show is still a very important part of our radio station. Bob Perry used to tell me to bring "the street out of the speakers." That's his famous saying and I'm a strong believer in that, and I think the mix show does that. Our mixer is DJ Rich, who I think is one of the best mixers in the country. He knows how to work his crowd and he knows how to break a record, and it does ultimately lead to rotation on the station because if we see a record working in a club, we want that record in regular rotation. There's a lot of club records, a lot of mix records that are out there, but there's always that one or two that make the crowd scream, and that's

THE TROUBLE

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This Tuesday
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Single In Store
April 11th!

33 Early
Believers!

featuring Ya Kid K

MOVE IT TO THE RHYTHM

These Stations Already Have The Rhythm

KUBE 39x
KHKS 20zx
WFLY New!
KDUK 22x

B96 20x
Z90 New!
WKSS 13x
KWNZ 21x
WFHN 12x

WZPL New!
WEDJ 20x
POWER96 New!
KZZU 15x
WKRZ New!

KQKS New!
WKSE 11x
WJJS New!
WDJX New!
Plus Many More!



SERVING THE MUSIC

From the album RECALL. Management: Dick Scott Entertainment

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Cliff: Steve Smith. New York is doing exciting radio for what New York needs.

Charles: POWER106 is doing it for their needs.

THE LAST QUESTION ABOUT RAP RECORDS. YOU USED TO BE VERY RAP INTENSIVE BEFORE YOU BECAME THE PD AND BEFORE JAMIE BECAME THE PD. WHY DID YOU ALL DECIDE TO BLOW OFF THE RAP? JUST BECAUSE THE AUDIENCE DECIDED THAT OR YOU'VE GOT A PROBLEM SELLING IT?

Cliff: Rap songs in my opinion are like a double edged sword, at least in San Antonio. I believe that rap songs provide instant gratification for our listeners, but a poor image tends to linger for months after the song is gone. To this day we still have an image in the market as "that rap station," and we don't even play rap. Again, it might be fine in other markets, in San Antonio I question it. In my own situation, I am under the philosophy of what you don't play won't hurt you. If our listeners are burning up the phones, tearing down the walls, busting down the doors, threatening to boycott our station, the song is number one requests, number one sales and Charles Chavez has hit me over the head with a bat...we might play that rap song.

DO PEOPLE CALL FOR A LOT OF RAP RECORDS THAT YOU DON'T PLAY?

Cliff: We get calls every once in a while. After talking to a few listeners, we have discovered that when a rap song comes to mind they associate it with the Urban outlet in town. Maybe the tide is turning.

WHERE DO YOU WANT TO GO WITH THE RADIO STATION?

Cliff: Ultimately we want to be number one in San Antonio again 12+, #1 18-34, and #3 25-54. KTFM has done it once and KTFM will soon be doing it again.

DO YOU HAVE THE ONE'S AND THE TWO'S IN THE ACTUAL STUDIO? DO YOU HAVE TURNTABLES IN THE STUDIOS?

Cliff: Yes we do.

DO THE JOCKS GET A CHANCE TO DO THEIR OWN MIXING OR IS EVERYTHING ON CD?

Cliff: All of our mix shows are done live.

NOT PRE-TAPED?

Cliff: Nope, all of our mix shows are live.

THAT'S GREAT.

Charles: Either live from the studio or live from the clubs.

SO THE COMMUNITY HAS A SENSE OF SPONTANAIETY FROM THE RADIO STATION AND ALSO A SENSE THAT YOU'RE REALLY OUT THERE IN THE COMMUNITY.

Cliff: That's the great thing about KTFM and very few people are fortunate enough to work at a station that has heritage call letters like KTFM. The only thing that's given the station that status as a heritage radio station is because it went 100 steps further than most radio stations do to go out there and meet its listeners and be active in the community. We go to church bazaars, parks, and everything that goes on in the city our listeners are a part of. When they see us in these settings, that's what makes the radio station not just a station, but a way of life.

CHARLES, ARE THE RECORD COMPANIES SENSITIVE TO YOUR NEEDS AND WHAT YOU'RE DOING WITH THE RADIO STATION?

Jerry Clifton and I were discussing this a few weeks back when I was in

how do you know? You're calling me from New York."

Cliff: When record people come to town, I try to make time to take them around the city so they can hear the station and educate themselves on the type of music we play and the vibe we make come out of the speakers. Then when music comes across their desks...they won't just automatically say this record is perfect for your station...they'll know..Ask John Gray, Bubba Osborn, Randy Spendlove, Marco Navarro or others who have been to town lately. They can tell you what KTFM is about.

Charles: We play what we decide to play. The record companies can keep saying this all the time they want. We'll try and listen to as much as we can. I'll try and Cliff will try to network as much as we can and find hits. To send us a record in advance and say don't play it yet is wrong because if we believe it's going to be a hit, it's on the radio as soon as we get it in our hands.

Cliff: And boy the record company loves us, because once we believe it's a hit we play it 90 times a week.

CLIFF, THIS IS FOR YOU. SO ACTUALLY TELL US WHY YOU THINK YOU'RE GOING TO BE A HIT PROGRAM DIRECTOR.

Jerry Clifton and I were discussing this a few weeks back when I was in

contests. We want our listeners to be passionate about what they hear...so they'll talk about it. Right now KTFM has legalized gambling. Jerry came up with the concept, I fine tuned it for on-air presentation. Basically, we go into a stopset promoting the fact that KTFM has legalized gambling, so place your bets now on the amount of minutes of music we are about to play in the next extra long set of continuous KTFM music. After the set is over, the closest guess will be contacted for a cash jackpot of up to \$1,000. This contest accomplishes a couple of things. First, it positions us as playing tons of music. Secondly, we give away tons of money. And last but not least, we touch on a community hot button...gambling.

HOW MANY TIMES AN HOUR ARE YOU STOPPED?

Cliff: We stop two times an hour. We stop at approximately 30-33 and about 48-50 and we do a music sweep from 50 up to that first stop set.

HOW MANY UNITS IN EACH STOP DO YOU RUN?

Cliff: We run four units in each stop set.

CAN THEY BE 30'S OR DO THEY HAVE TO BE 60'S?

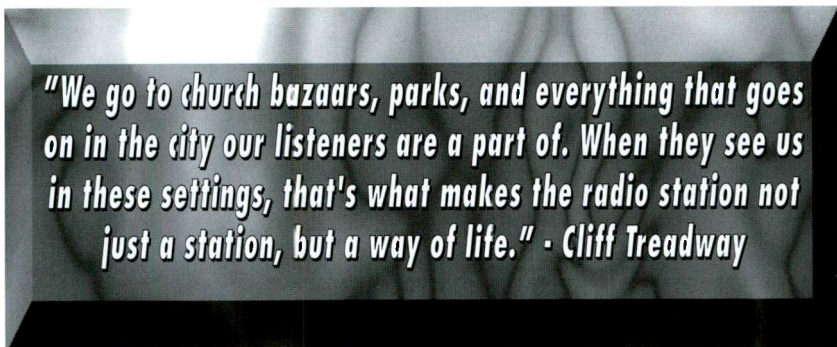
Cliff: It doesn't matter.

WHAT DOES THAT COME OUT TO AN HOUR?

Cliff: It's going to be somewhere between eight minutes to 10 minutes an hour.

TELL US ABOUT YOUR RELATIONSHIP WITH YOUR GENERAL MANAGER, JOE ERNEST?

Cliff: Joe Ernest is not only my boss, but also a good friend. There is not a GM in the business that in my book can compare to him. He's been at KTFM for 23 years now...not bad for a business that is constantly changing. He has created the closest thing to a family environment the station could have. Joe gave me a shot back in 1988 to do nights on KTFM. I was just a young punk looking for a break. It was that break that helped me get to Atlanta just 12 months later. He gave me my start as a night jock and now as a Program Director. When I was out on the beach a few years ago, a little nervous because the amount of time my friends had been out of work, I received a phone call from Big Dog just four weeks after I had been let go...he said, "why don't you pack up your bags and come home." Thanks to Joe Ernest, this is what the station is for me...home.



For the most part, yes. They respect the fact of what we're doing and I'm honest and respectful to them and tell them that I don't think this will work on KTFM. In return they'll tell me if they believe it's a good record for us and they'll fight for it. If they don't believe it's a good record for us then they'll leave me alone on it.

IF I WERE A LOCAL PROMOTION PERSON WORKING YOU FOR THE FIRST TIME, WHAT SHOULD I KNOW ABOUT YOUR RADIO STATION BEFORE I EVEN ATTEMPT TO PROMOTE YOU ON A RECORD?

I don't know, maybe that we don't play much Rap unless it's #1. We're rhythm-leaning, Hispanic-leaning. We'll play a ballad or a dance record before we'll play anything else. Know something about the station. Some promoters tell me, "I know that song's a hit in your market," and I'm like, "well,

San Diego. There is an unbelievable feeling I have right now...that feeling of just not believing that a station like KTFM is being programmed by me. Jerry refers to it as magic...the magic that should be a part of your radio career forever. It's this magic that helps you to work the two or three extra hours to pound out some sweepers or come up with a weekend promotion. The same magic that helps you to continually try to outdo what you did the first time. The same magic that could be the difference between a five share or ten share. It's all about vision...

LET ME ASK YOU A COUPLE OF FORMATIC QUESTIONS. DO YOU TRY TO BUY THE LISTENERS? WHAT ARE YOU GIVING AWAY THERE?

Cliff: Most of the contesting we do on KTFM must include some form of entertainment value. We don't believe in the typical research driven TSL

Reazar's Records

I've lost a friend and the radio, record and entertainment world has truly lost a Super Star. **Charlie** was a personal friend of mine for over 20 years. He was there for me when I was running radio stations and there for me when I was unemployed. Unique to **Charlie** was that he always remembered. He remembered your kids names, your wife's name, he remembered you regardless of your current standing in the business. Because of the impression left on my sons, Steve and Gary, by **Charlie** they always had a desire to pursue the record end of the industry. **Charlie** loved life and he lived it. He loved to show everyone a good time. "Hey Buddy" **Charlie's** signature greeting will be missed by all who knew and loved him. When you open up the dictionary to the word promotion man, you should see a picture of **Charlie Minor**. He was a promotion man's promotion man. He was, is and will always be the best. Good-bye my friend, you'll be missed!

• My personal pick again this week is **METHOD MAN** with **Mary J. Blige** "All I Need" Def Jam. **Lyor Cohen** has the bomb with this one. It's available in vinyl and the CD will be out next week. Wait till you see the kick ass video! On it and testifying are **Steve Smith/HOT97**, **Dr. "Dave" Ferguson/Flava 1580/WPGC-AM**, **Mickey Johnson/WHJX**, **Jay Stevens** and **Albie D/WPGC-FM**, **Russ Allen** and **Camille Cashwell/92Q** and **Michelle Santosuosso** and **Joey Arbagey/KMEL**. Get ready to listen and you'll be testifying next week!

• Crossing **DIONNE FARRIS** "I Know" from Pop to Rhythm are the Columbia promo team of **Jerry Blair**, Senior VP and his staff **John Strazza**, **Charlie Walk**, **Lee Leipsner** and **Dana Keil**. Top 10 callout at KUBE with **Bob Case**, **Mike Tierney** and **Shelly Hart**. **Russ Allen** and **Camille Cashwell** playing it 3X a day at WERQ, **Mark Feather** and **John Dickinson KS-104**, Also on at KFFM & WOVV.

• **2 PAC** "Dear Mama" Interscope. Interscope has added these new believers **Roy Jaynes/KKSS**, **Bob Hamilton** and **Michael Martin/WILD107**, **Todd Cavanah** and **Eric Bradley/B96**, **Frank Walsh** and **John Rogers/WPOW**, & **Steve Smith/HOT97**.

• The Interscope staff keep the hits a comin' with **BLACKSTREET'S** "Joy", the most added this week at rhythm radio that includes **Bob Hamilton/WILD 107**, **Bob Perry KHQT**, **Dvaid Lee Michaels WJJS**, **Rob Scorpio KBXX**, **Michael J. Steel KZFM**, **John Candelaria KPRR**, **Brian Douglas WJMH**, & **Joe Dawson WWKX**.

• **MADONNA** will star in the film version "EVITA". Following the movie will be her

"Bedtime Stories" tour. "Bedtime Stories" on MTV this past weekend. She also did her first live radio interview in 10 years with **Rick Dees** on KISS/Los Angeles on March 15. On March 18 she met with 1500 pajama clad contest winners at Webster Hall in New York City as part of **Steve Kingstons Z100** promotion tied into the "Bedtime Stories" video. "Bedtime Stories" has sold over two million copies while "Like A Virgin" has just been certified for sales of nine million and "True Blue" for seven million. Look at what stations just jumped on "Bedtime Stories" with **Steve Perun KISS-FM**, **Brian Degeus KZHT**, **Chris Squires KKXX**, **Joe Dawson WWKX**.

• Speaking of **MADONNA**, her own label **Maverick Records** headed up by **Freddie DeMann** and **Terry Anzaldo** are making noise with the new **DANA DANE** "Rollin' Wit The Dane" -WHJX, WJJS, KDON, Z90.

• **Greg Lee**, Warner Brother's dance dude with big hair, is right in the pocket with **SPANISH FLY** "Daddy's Home". On it are KUBE, WHHH, WJJS, KTFM, KYLD, Hot 97.7, KPRR, B95, KGGI, FM102, Z90, Power 106, KKXX, KCAQ, KZFM, KJYK, BOSS 97, KLRZ, WOVV.

• Sunshine Records has entered into a pact with Scotti Brothers Records for the distribution of it's artist **SKEE-LO**. New this week are **M.C. Boogie D/KJYK** with an official add and testing with **Mickey Johnson** and **Greg Brady/WHJX**. **SKEE-LO** continues to win Power 106/LA's Rap Attack. **Bruce St. James**, Music Director of Power 106, say's "We've gotten instant phone reaction on this record. It's top 5 in requests since the day it's been on the air".

• Still looking for a killer night jock is **KKSS/Albuquerque**. Tapes and resumes to **Roy Jaynes, KKSS, 5301 Central N.E., Suite 1200, Albuquerque, N.M. 87108. EOE.**

• **102 JAMZ**, looking for morning talent with a street vibe. Hip and entertaining. Could be an afternoon or night jock now, **BUT BE READY FOR MORNINGS!** Tape and resume to **Brian Douglas, WJMH, 7819 National Service Road, Greensboro, N.C. 27409. EOE. No calls, please.**

• **KID SENSATION** "Seatown Funk" Ichiban-it's on your desk now, check it out!

• **FUN FACTORY** "Close To You" Curb/Atlantic on at B96, POWER96, KIX106, KLUC, & WHHH.

• **NAUGHTY BY NATURE** "Craziest" Tommy Boy. You gotta see their promotional t-shirt. If you didn't get one call **Mike Beccc 212-388-8307**. On it are WQHT, WERQ, KBXX, KMEL New this week are POWER106, KMEL, HOT97, WERQ, KBXX, WPGC, B96, KTFM, KDON, KCAQ.

• **WATERLILLIES** "Never Get Enough" Sire/Reprise KRBE, KSMB, & K106.

• **KEITH MARTIN** "Never Find Someone Like You" Columbia on at WILD 107, WPGC, KBXX, WJMN, KUBE, & KGGI.

• **SAM THE BEAST** "Gucci Dance" Relativity added at KLRZ, WJJS,

• **4PM** "Lay Down Your Love" Island **Bob Perry KHQT**, **Alan Oda KIKI**, **Lisa Vasquez Z90**.

• The **VYBE** "Take It To The Front" Island keeps on vybing at HOT97, KCAQ, WHHH, Z90, & WPOW.

• **Jay Stevens** and **Albie D** of WPGC put the new **VANESSA WILLIAMS** "The Way That You Love Me" Mercury right on the air!!!

• **DR. DRE** "Keep Their Heads Ringin'" Priority **Roy Jaynes KKSS** & **Alan Oda KIKI**.

• **DIANA KING** "Shy Guy" Work Group now on at **Russ Allen WERQ**, **Todd Cavanah B96**, **Michael Newman KDON** & **Rick Thomas KSFM**.

• **Ron Geslin** Big Beat Records turned me on to "Money Talks" by **DOUBLE X** and **Joanne Farrell** doing the dance version of **CHERYL CROW'S** "All I Wanna Do". Slammin' !! Check it out!

• **Lyor Cohen**, Def Jams gave me a taste about what the Month of the G is all about by playing me two new albums from **WARREN G'S** new label called **G-Funk Music** to hit in June. The first two acts on G-Funk Music are **THE TWINS** "Conversations" with an unbelievable cut "Round and Round" and another LP that every track is bonified called "Summertime in the LBC" by **DOVE SHACK** with the jam that knocked my dick in the dirt "This Is The Shack". **Lyor** also treated me to some ear candy by **B.G. KNOCKOUT** and **DRESTER** called "50-50" on Outburst Records from the guys who brought you **DOMINO, ANT LEWIS** and **GREEDY GREG**. For a sneak preview call **Mot i** at 213-661-1800. Other new jamz to check out are **SPRAGGA BENZ** "A-1 Lover" Capitol, **SPEARHEAD** "Hole In The Bucket" Capitol, **CORONA** "Baby Baby" EastWest/Elektra.

Don't forget about the convention coming up in Chicago May 4, 5, 6. The scoop on the real deal in next weeks issue.

See Ya.

Barry "Reazar" Richards

Most Disc-overed for this issue

1. **BLACKSTREET** Joy (INTERSCOPE)
2. **2-PAC** Dear Momma (INTERSCOPE)
3. **DANA DANE** Rollin' Wit Dane (MAVERICK)
4. **DR DRE** Keep The Heads Ringing (PRIORITY)
5. **BLACKGIRL** Let's Do It Again (RCA)
6. **DIANA KING** Shy Guy (WORK GROUP)
7. **IV XAMPLE** I'd Rather Be Alone (MCA)
8. **METHOD MAN w/Mary J. Blige** All I Need (DEF JAM/ISLAND)
9. **RAPHAEL SAADIQ** Ask Of You (550 MUSIC/EPIC)
10. **SKEETA RANX** I Like (NERVOUS)
11. **THE HUMAN LEAGUE** Tell Me When (EASTWEST)
12. **JONATHAN B AND BABYFACE** Pretty Girl (SONY/550)
13. **JONATHAN B AND BABYFACE** Someone To Love (SONY/550)
14. **K7** A Little Help From My Friends (TOMMY BOY)
15. **MADONNA** Bedtime Stories (MAVERICK/SIRE/WB)
16. **NIKKI FRENCH** Total Eclipse Of The Heart (CRITIQUE)
17. **THE OUTHERE BROTHERS** La, La, La, Hey, HaY! (STEALTH)
18. **RAPPIN 4-TAY** I'll Be Around (CHRYSALIS/EMI RECORDS)
19. **REAL McCOY** Run Away (ARISTA)
20. **SUBWAY** This Little Game We Play (MOTOWN)
21. **VYBE** Take It To The Front (ISLAND)
22. **DA BRAT** Give It 2 U (WORK GROUP)
23. **ADINA HOWARD** You Don't Have To Cry (EASTWEST)
24. **THE B.U.M.S.** Elevation (Free My Mind) (PRIORITY)
25. **ROTTEN RASKALS** Oh Yeah (ILLTOWN)

The Two Hottest Events In Chicago This Year...

- 1. JORDAN Returns To The Bulls!**
- 2. HITMAKERS Regional Seminar!**

GOLF TOURNAMENT

**Thursday
May 4th**



JOEY ARBAGEY, MD, KMEL, San Francisco

THE B.U.M.S. *Elevation (Free My Mind)* (PRIORITY) - Smash!
 METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - My favorite record by a long shot on the people's station.
 DA BRAT *Give It 2 U* (WORK GROUP) - The coolest video ever!
 BLACKSTREET *Joy* (INTERSCOPE) - It will be bigger than *Before I Let You Go*.

CAMILLE CASHWELL, MD, 92Q, Baltimore

BRANDY *Broken Hearted* (ATLANTIC) - Another hit from Brandy.
 ADINA HOWARD *You Don't Have To Cry* (EASTWEST) - Great remake!
 PURE SOUL *We Must Be In Love* (STEPSUN) - Great female record.
 LOST BOYS *Lifestyles Of The Rich And Shameless* (UPTOWN/MCA) - XX

ERIK BRADLEY, MD, B96, Chicago

REAL McCOY (ARISTA) - This act is gonna blow up LARGE. Their U.S. Album has so many pop smashes it's ridiculous. Oooh Boy, Come & Get Your Love, If You Should Ever Be Lonely, and Sleeping With An Angel are all guaranteed #1 records. It's like Ace Of Base all over again. PLEASE bring us more groups with HIT albums like The Real McCoy!!
 JONATHAN B AND BABYFACE *Pretty Girl* (SONY/550) - Jon B. is gonna be an artist to be reckoned with.
 MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - Junior's mix.
 CORONA *Baby Baby* (EASTWEST)
 THE BUCKETHEADS *The Bomb* (HENRY STREET) - It has been just that and STILL IS!
 DR DRE *Keep The Heads Ringing* (PRIORITY) - The buzz is LOUD!
 REEL TO REEL *Conway* (STRICTLY RHYTHM) - Making a nice transition from mix shows/clubs to radio.
 2-PAC *Dear Momma* (INTERSCOPE)
 Finally, to Charlie Minor. Rest In Peace and we're all gonna miss you, buddy.

JEFF ANDREWS, MC, B96, Chicago

FAST EDDIE/DJ FUNK *Pump It* (FUNK) - Local Chicago artists...Great samples...Killer hip-house track.
 GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Another local Chicago artist...Huge phones...If you're a Crossover station try cut #4 on the CD.
 DR DRE *Keep The Heads Ringing* (PRIORITY) - Gonna be huge!

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - We just started playing this...Sounds fresh.

LE CLIQUE *Tonight Is The Night* (LOGIC) - Another Euro-hit in the same vein as Real McCoy and Fun Factory.

REAL McCOY *How Deep Is Your Love* (ARISTA) - Another record to watch.

2 IN A ROOM *Ahora* (CUTTING) - Another record to watch.

KUT KLOSE *I Like* (Elektra) - Another record to watch.

MIKEY FREEMAN, APD/MD, KBOS, Fresno

TOTAL *Can't You See* (TOMMY BOY) - On the New Jersey Drive soundtrack, it's the bomb!
 SUBWAY *This Little Game We Play* (MOTOWN) - He's huge for us.
 DANA DANE *Rollin' Wit Dane* (MAVERICK) - We're wit it!

MICHAEL NEWMAN, PD, KDON, Salinas

DANA DANE *Rollin' Wit Dane* (MAVERICK) - It's got Rick James' Mary Jane as this hook and with Adina Howard, who's really hot on our station, together - a good song!
 SPANISH FLY *Daddy's Home* (UPSTAIRS) - The new remixes on Warner really do it. Put your ears on 'em.

CARMY FERRERI, PD, KGGI, Riverside

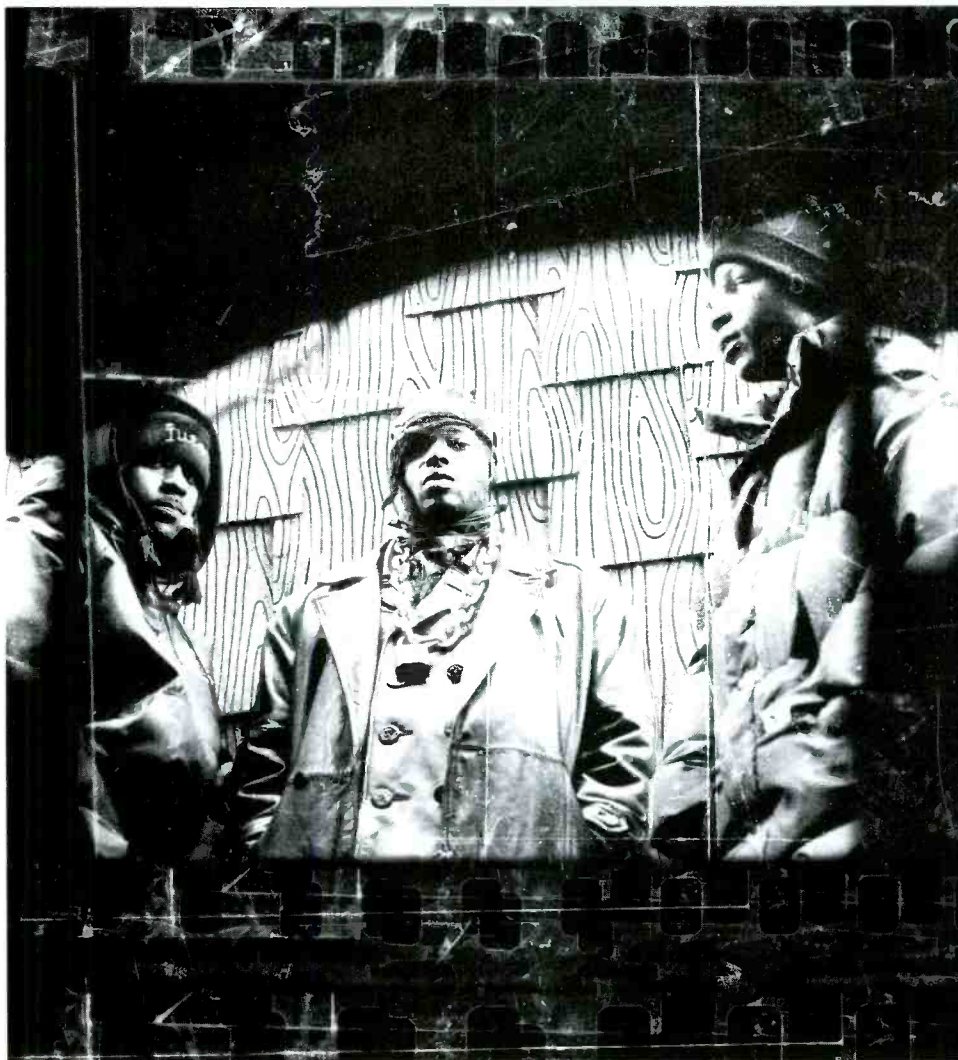
SUBWAY *This Little Game We Play* (MOTOWN)
 RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC)
 IV XAMPLE *I'd Rather Be Alone* (MCA)
 DIANA KING *Shy Guy* (WORK GROUP)
 2-PAC *Dear Momma* (INTERSCOPE)

BRAD DOUGLAS, MD, KIXY, San Angelo

PHARAO *I Show You Secrets* (COLUMBIA) - It's like a cold. It creeps up on you.
 MAX-A-MILLION *Fat Boy* (S.O.S./ZOO) - Great night record!
 THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - Great to have them back.
 DURAN DURAN *White Lines* (CAPITOL) - A great remake.

JOWCOL 'M.C. Boogie D' GILCHRIST, PD/MD, KJYK, Tucson

HARMONY INNOCENT *That's What I Like* (QUALITY) - Nice and smooth groove.
 SKEE-LO *I Wish* (SUNSHINE) - That's the shit!
 BARRY WHITE *C'mon* (PERSPECTIVE/A&M) - I am open to Barry White again.



naughty
BY
NATURE

CRAZIEST

FROM THE ALBUM "POVERTY'S PARADISE"

#1 BREAK OUT — HITMAKERS MIX SHOW

IN THE MIX ON:

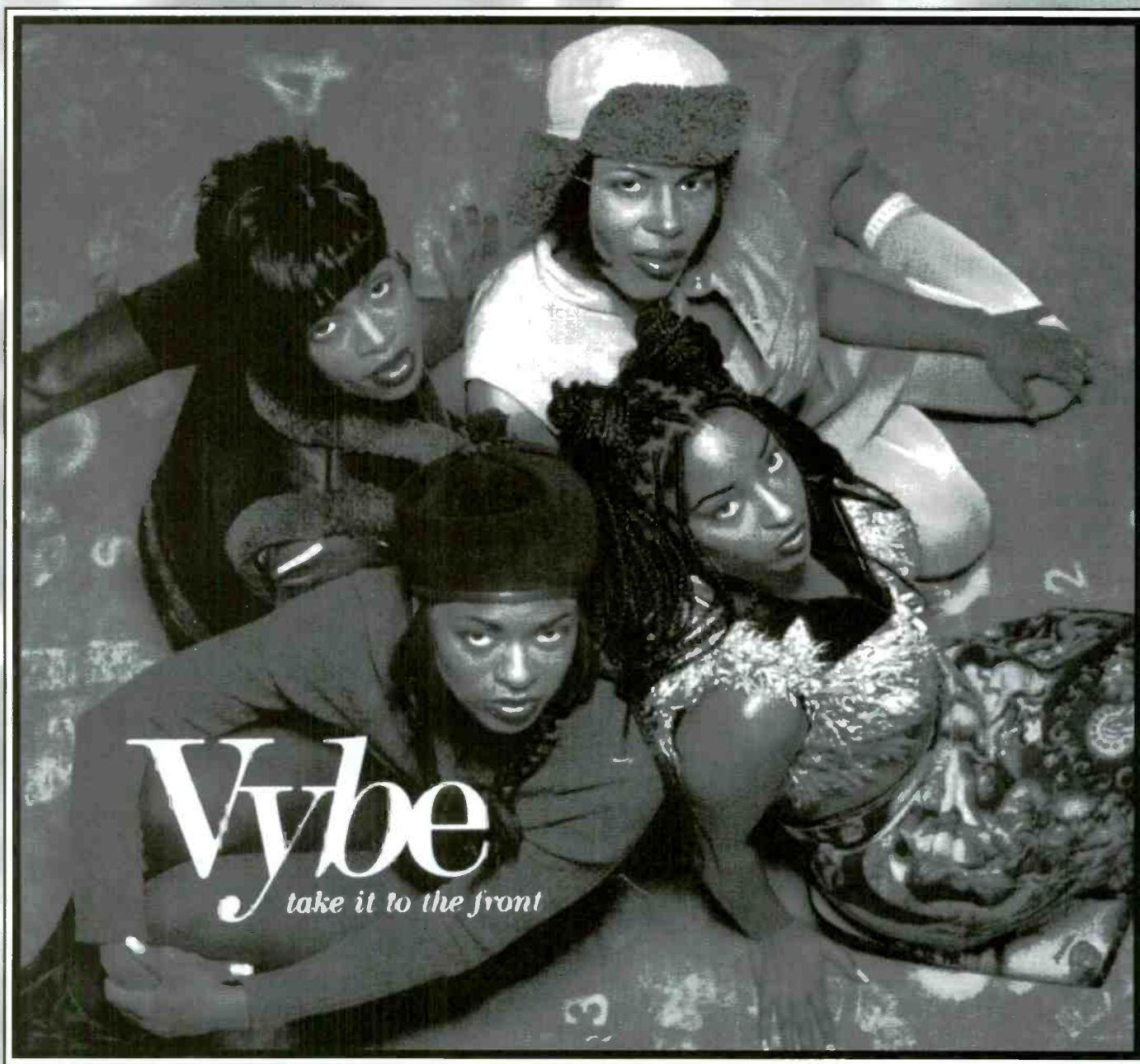
WQHT, WJMN, WKSS, WBBM,
 WERQ, WJMH, WHJX, WPOW,
 WPGC, KBXX, KTFM, KJYK, KPWR,
 XHTZ, KMEL, KDON, KZFM,
 HOTMIX, SUPERMIX

EXECUTIVE PRODUCERS: QUEEN LATIFAH & SHA-KIM
 FOR FLAVOR UNIT MANAGEMENT



VYBE

“Take It To The Front”



GOING FOR CROSSOVER 4/4 • Early Great Vybe At:

KCAQ, WJJS, WHHH, Z90

Airplay on:

HOT97, KZFM, WPOW, KDON

SoundScan Rankings In: Los Angeles, Washington D.C., Norfolk, New Orleans

Billboard Hot R&B Single 67*- 62* • R&R Urban Single Debut 45*



ROY JAYNES, PD, KKSS-FM, Albuquerque

REAL McCOY *Run Away* (ARISTA)
 PORTRAIT *I Can Call You* (CAPITOL)
 2-PAC *Dear Momma* (INTERSCOPE)
 DR DRE *Keep The Heads Ringing* (PRIORITY)

KAHUNA, PD, KLRZ, New Orleans

DIS & DAT *Freak Me Baby* (EPIC) - Nighttime killer.
 SAM THE BEAST *Gucci Dance* (RELATIVITY) - After one day's play, #1 record on the 'Hot 8 At 8.'
 MARY J. BLIGE *I'm Going Down* (MCA) - Gives a new twist to the old Rolls Royce song.

MADONNA *Bedtime Stories* (MAVERICK/SIRE/WARNER BROS.) - The remix is the real deal!

CAT THOMAS, MD, KLUC, Las Vegas

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Every time I hear this record I get goose bumps.
 RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC) - Great groove. Perfect for middays.
 BLOOD HOUND GANG *Mama Say* (CHEESE FACTORY) - Nighttime bomb a la House Of Pain!

JOHN CANDELARIA, PD, KPRR, El Paso

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Gotta play this one!
 THE OUTHERE BROTHERS *La, La, La, Hey, Hey!* (WHITE LABEL) - Nighttime smash!
 IV XAMPLE *I'd Rather Be Alone* (MCA) - Open up your mind. This song has substance!

CLIFF TREDWAY, PD, KTFM, San Antonio

K7 *A Little Help From My Friends* (TOMMY BOY) - Move It Like This was a smash, so it's on to the next one.
 NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - After two weeks of air play, sales have shot from 67 to 17. This song is a smash!
 BLACKSTREET *Joy* (INTERSCOPE) - The female ears of your radio station will feel great when they hear this song.

CHARLES CHAVEZ, MD, KTFM, San Antonio

K7 *A Little Help From My Friends* (TOMMY BOY) - K7 is breaking out of San Antonio. Cut #11 on the album.
 BLACKGIRL *Let's Do It Again* (RCA) - Great remake of the Staple Singers song!
 THE OUTHERE BROTHERS *La, La, La, Hey, Hey!* (WHITE LABEL) - Reachin' for regular rotation.

TONY MANERO, MC, KXTZ, Las Vegas

PORTRAIT *How Deep Is Your Love* (CAPITOL) - This is the best track on the album.
 DIANA KING *Shy Guy* (WORK GROUP) - Just a great soundtrack. Good uptempo, feel happy song.
 JONATHAN B AND BABYFACE *Someone To Love* (SONY/550) - Mr. Edmunds strikes again.
 SOUL FOR REAL *Ain't No Sunshine* (MCA) - Just short and sweet. It's a minute and 19 seconds long.
 BLACKSTREET *Joy* (INTERSCOPE) - Should be even bigger than their last one.
 SPANISH FLY *Crimson And Clover* (UPSTAIRS) - If you can get your hands on this one, play it!

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi

BLACKSTREET *Joy* (INTERSCOPE) - Will be their biggest song yet.
 DR DRE *Keep The Heads Ringing* (PRIORITY) - Our nite time champ!

SCOTT WHEELER, PD, WHHH, Indianapolis

VYBE *Take It To The Front* (ISLAND) - Strong female record. A big "make it"

record for 'Make It Or Break It.'

BLACKGIRL *Let's Do It Again* (RCA) - Early phones.
 BLACKSTREET *Joy* (INTERSCOPE) - Great ballad.
 MONTECO *Immature Is It Me* (MCA) - Is it me?

MICKY JOHNSON, PD, WHJX, Jacksonville

DIANA KING *Shy Guy* (WORK GROUP) - Into it because of the Reggae feel.
 BLACKGIRL *Let's Do It Again* (RCA) - Got a smooth 75 or 76 groove. It flows.
 BLACKSTREET *Joy* (INTERSCOPE) - Definitely going to be the biggest Blackstreet record ever. Great harmonies and great initial reaction.
 JONATHAN B AND BABYFACE *Someone To Love* (SONY/550) - It's the shit! Smash!!

MARY K., MD, WJMH, Greensboro

DANA DANE *Rollin' Wit Dane* (MAVERICK) - Testing it and getting some response on it. Hoping to get more by next Monday. Sounds like a really good song. Did a smart thing by hooking up with Adina Howard because she's so hot right now.
 RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC) - That's blowin' up for us. It's done its toll. #5 across-the-board with blacks and #5 for females 16 and over.
 TAVARIS w/Coolio *Street Butta* (TRACK/SOLAR) - It's okay.
 METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - It's the bomb! Will probably do very well for us.
 LUTHER VANDROSS *Love The One You're With* (EPIC) - We're going to take our time on this.
 MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - That's a #1. In the market - selling. Top 10. Doing good for us.
 RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - It's okay.

JOHN 'The Horse' McMann, MD, WJMH, Greensboro

DANA DANE *Rollin' Wit Dane* (MAVERICK) - It's the bomb.
 SKEETA RANX *I Like* (NERVOUS) - I gave it a spin on the mix show a week ago and I'm getting calls.
 NINE *Any Emcee* (PROFILE) - It's doing okay in the mix show.
 N-TYCE *Sure Ya Right* (WILD PITCH) - It's the bomb!
 ROTTEN RASKALS *Oh Yeah* (ILLTOWN)

CAT COLLINS, MD, WJMN, Boston

JONATHAN B AND BABYFACE *Pretty Girl* (SONY/550)
 SHABBA RANKS *Let's Get It On* (EPIC) - XX
 METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND)

SCOTT CHASE, MD, WOYV, West Palm Beach

LIL SUZY *Promise Me* (METROPOLITAN) - Don't miss this...it's our #1-testing song with females 22-28. It came back 80% positive. Pow!!
 IV XAMPLE *I'd Rather Be Alone* (MCA) - What an awesome song...these guys are smooth. This will be one huge record.
 NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - We've been playing this for a month on our mix show...it's livin' large in the clubs and the phones will light up on your station!
 RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Probably my favorite record right now. This song is hittin' and stickin' like Popeye's chicken. The video is on MTV already. Watch it move up the charts!

ALBIE DEE, MD, WPGC-FM, Washington, DC

REAL McCOY *Run Away* (ARISTA) - #5 requests in one day. This is making me a believer, that dance music is coming back in D.C.
 SKEETA RANX *I Like* (NERVOUS) - Like it. Sounds great.
 VYBE *Take It To The Front* (ISLAND) - Smooth sound.
 2-PAC *Dear Mama* (INTERSCOPE) - On fire here.

JIMMY SOMERVILLE "Heartbeat"

12" FEATURES MIXES BY PLUS E-SMOOVE & ARMAND VAN HELDEN

CD INCLUDES TWO RADIO VERSIONS

If your Mix Show or Club has not received this record, please call George Maniatis at London Records (212) 333-8413

HITMAKERS MIXSHOW CHART #13 from #33

BILLBOARD CLUB CHART #6 from #13

MIX SHOW PLAY: POWER106, HOT97, WXKS, WUBC, WIOQ, 99X, WCBE, KTFM, KGGI, KUBE, WILD107, KEDJ, KDGE, and way too many to print (in this tiny ad)



BILLBOARD MONITOR
SINGLE SALES CHART 70*-50*

RAPPIN' 4-TAY

I'll Be Around

FEATURING **THE SPINNERS**

SPINNING AT:

KUBE	27X	HOT97.7	72X	KPRR	12X
WHJX	27X	WILD107	47X	KZFM	21X
KZHT	30X	KMEL	18X		
WWKX	43X	FM102	12X		
PWR106	20X	KDON	20X		
KLUC	20X	WJMN	18X		
KJYK	26X	KS104	14X		
KCAQ	14X	KTFM	20X		

**SINGLE SALES
EXPLODING
AT RETAIL**

L.A.	#11
SEATTLE	#15
SACRAMENTO	#21
DAYTON	#11
PROVIDENCE	#10
BOSTON	#36
LAS VEGAS	#22
INDIANAPOLIS	#35



FROM THE ALBUM DON'T FIGHT THE FEELIN'

MANAGEMENT: FRANKY J. HUDSON / RAG TOP ENTERTAINMENT

EMI Records

Chrysalis

SERVING THE MUSIC



APRIL 1st (AND OTHER FOOLISH HOLIDAYS)

By Paige Nienaber

If you ever feel that your life's dull, boring and stuck in a rut, imagine for a moment that YOU were a listener, and not one of the fortunate few to have a job in radio. Everyone goes through some "down" times. It's our obligation to be constantly coming up with new and more creative ways to keep our audiences entertained. If we don't, they'll just go somewhere else, like another radio station, or God forbid, their CD player.

Being consistent with the music is critical, but if you're consistent with what's between the songs, you risk becoming boring and repetitious. You've gotta keep the audience on its toes and never knowing what the next out-in-left-field promotion or event is going to be. April Fools Day is yet another of those wonderful Hallmark holidays that provides us with the opportunity to break out of the box and have some fun.

Traditionally this has been the domain of just the morning show. This year's kind of funky since it lands on a Saturday. Should you abandon April Fools as a promotion then? Hell no. Look upon this as a chance to take it to another level.

Put some thought into what you're doing and you might just have yourself a benchmark-type promotion that people will remember for years. And don't kid yourself: top-of-mind is the name of the game. The other reason you'll want to plan this out ahead of time, instead of concocting your stunt in a late-Friday hall meeting & is that there's a fine line between being creative and being malicious. The FCC pays close attention to what stations do on the first day of April, so keep that in mind. I happened to be in Norfolk with some winners for the opening of the Hammer tour a couple of years ago. I was listening to WNOR in my hotel room on the morning of April 1st, when they did their infamous Exploding Landfill bit. I'm in radio. I knew what they were doing. The audience didn't and hundreds of people fled for their lives.

If your corporate attorneys won't let you do any pranks on the audience, why not keep it in-house and do some April Fools jokes on the air, on the staff, Mindy and Bo, the morning show at Power 96 in Miami, put a lot of thought and planning into their

April Fools bit last year, only to be out-fooled by their own Producer, Mark Mosely, who did an elaborate prank on them during their show. He got over a dozen people around the country and his own PD and GM to help out with it. Mindy and Bo didn't have a clue. It was hilarious and completely eclipsed their own stunt.

No matter how many stunts that I've done, I'm constantly amazed at the huge number of my audience who fail hook line and sinker for these outrageous propositions. When I was at KISS 102 in Charlotte, I opened the new arena in town (which of course didn't exist and was at the intersection of two streets that don't cross) with the Hooked On Phonics Tour '92. Among the artists were ABC, BBD, C&C Music Factory, Be Be & Ce Ce, ELY, CW McCall, U2 and NWA. We "broadcast" live from the show all day and had it worked out with lots of extensive production that gave us that "concert feel". We interviewed the venue's manager on his new facility, talked with ecstatic concert goers (who gushed about the duet with ZZ Top and kd lang on "Tush"), and

prizes like microwave ovens, big screen TVs, washers and driers and similarly "heavy" items. Anybody who catches a prize gets to keep it. "Every year people go down to the Arch to catch these prizes, and every year the Park Service has to call and tell us to stop", says Pollay.

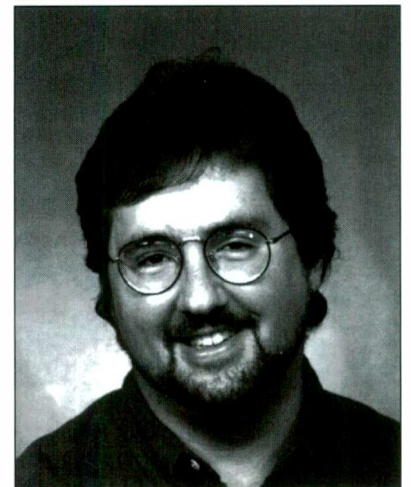
In addition to fake concerts, there are always fake parades and fake theme parks and malls. Y-95 in Phoenix did a historic stunt called "Six Flags Under Arizona"; the world's first totally underground amusement park that's completely weather-proof and climate controlled. The station ran spots for the Grand Opening of the park and even set up a hotline for directions on how to get there. The day of the Grand Opening, April 1st, they broadcast all day from the site and caused quite a bit of confusion with people trying to find this exciting new local attraction. A couple of years later in San Francisco, Mancow did an underground theme park that had people taking off work and pulling their kids out of school to attend the Grand Opening. Let's just say that I took my phone off the hook starting around 11 that morning.

"...it's important that there's one day a year for everyone to be foolish, so that those of us who are always foolish will fit in"
Randy Malloy, WWCD

did parking and traffic updates. We also pumped ticket sales (available at UNCC and NCNB, member FDIC). Both "ticket outlets" were flooded with calls and hundreds of people were seen driving aimlessly on Independence Blvd. looking for the huge new arena. It blows me away everytime, but people fall for this stuff!

And how about KSHE in St. Louis, where they've done the same bit three years in a row, and every year people buy it? "It's called Catch It And Keep It", says Abigail Pollay, the KSHE Marketing Director. The station announces that they're broadcasting on top of the Arch and are throwing off

On the underground subject, Mark Gullett with U-92 in Tampa once sent scores of listeners out to a field on the outskirts of town, looking for an underground mall that the station was broadcasting from. "It was pretty hilarious", says Mark. "A TV crew sat on a side road and filmed these people wandering around in this field, looking for a door in the ground." When Mark was at WIOQ in Philly, he was an active participant in a Hall Of Fame April Fools joke that "officially" closed one of the major bridges in town that carried commuters to and from New Jersey. It seems that the two states couldn't agree on who would share the cost of bridge maintenance and it was



Paige Nienaber is VP/Fun 'N Games with Jerry Clifton's New World Communications. He has worked in Promotions for 14 years at stations that include WILD 107/San Francisco, WLOL/Minneapolis and KISS 102/Charlotte. Any questions or suggestions of topics for this weekly column Call: Phone: (612) 929-2865 Fax: (612) 929-2861

going to be closed, thus snarling traffic for years to come. Q102 "broke" the story and went so far as to hang their van from a crane next to the bridge that morning so that they could broadcast and cover the story. They had fake interviews with politicians, EPA experts and assorted other officials. Even local TV affiliates fell for the joke. This was extremely huge and required more than just 24 hours of planning. But it was worth it.

Randy Malloy is the Promotion Director at WWCD/CD-101 in Columbus, and he's pulled off some great April Pools pranks in the past, including a barrage of bogus spots last year. "I think it's important that there's one day a year for everyone to be foolish, so that those of us who are always foolish will fit in."

Whether you're changing the time, helping listeners pull jokes on their friends, or raising tolls on the freeways, have fun and make the most of this opportunity to not be serious for one day.

Note: In two weeks I'll be starting a four part series on shift-specific promotions, and will be dealing with contests, bits and features for the Mornings, Mid-Days, Afternoons and Nights. Got something to add? Give me a call or fax it to me.

naughty BY NATURE

CRAZIEST



OVER 8.6 Million Combined Listeners!
Over 400 Plays Combined!
Over 65 Stations Combined!

FROM THE NEW ALBUM "POVERTY'S PARADISE"

MANAGEMENT: QUEEN LATIFAH AND SHA-KIM FOR FLAVOR UNIT MANAGEMENT

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MIX SHOW

COMPILED FROM THE HOTTEST
RADIO MIX SHOW CHARTS ACROSS THE U.S.A.

NEW IN THE MIX

DR. DRE "Keep Their Heads Ringin'" (PRIORITY)
DR. ALBAN "Let The Beat Go On" (Logic)
MIXX VIBES "Sessions" (VIBE)
KELLEE "My Love" (MOONSHINE)
EDDIE FOWLKES f/Maurissa Rose "Let Us Pray" (BOLD)

COLUMBIA
RECORDS *Presents The*
HITMAKERS MIXER OF THE WEEK!

MIX SHOW MOVERS

1-1	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
1-2	MONTEL JORDAN	"This Is How We Do It"	(PWP/RAL/Island)
11-3	DURAN DUFAN	"White Lines"	(Capitol)
12-4	WATERLILIES	"Never Get Enough"	(Sire)
2-5	CRYSTAL WATERS	"What I Need"	(Mercury)
5-6	CLUBZONE	"Hands Up"	(Logic)
7-7	JOCELYN BIRRIQUEZ	"Big Love"	(Classified)
3-8	ROULA	"Lick It"	(S.O.S.)
13-9	SWING 52	"Color Of My Skin"	(Cutting)
20-10	BILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
15-11	REDNEX	"Cotton Eye Joe"	(Battered)
6-12	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
25-13	JIMMY SOMERVILLE	"Heartbeat"	(London)
6-14	ICE CUBE	"What Can I Do"	(Priority)
16-15	SAM THE BEAST	"Gucci Dance"	(Relativity)
17-16	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
2-17	FUN FACTORY	"Close To You"	(Curb Edel)
9-18	BRAND NEW HEAVIES	"Spend Some Time"	(Frr)
2-19	MIRANDA	"Round & Round"	(Sunshine)
21-20	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
21-21	SARA PARKER	"My Love Is Deep"	(Mistry)
31-22	MADONNA	"Bedtime Stories"	(Maverick/WB)
10-23	REAL MCGOY	"Runaway"	(Elektra)
11-24	REPERCUSSIONS	"Promise Me Nothing"	(Reprise)
11-25	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
22-26	ANETTE TAYLOR	"Show Me"	(Freeze)
17-27	CE CE PENETON	"Keep Givin Me Your Love"	(Columbia)
21-28	BLONDIE	"Atomic"	(Chrysalis/EMI)
30-29	BIG L	"Put It On"	(Columbia)
31-30	K. LONDON PRODUCTION CLUB	"Who's Gonna Love Me"	(Columbia)
32-31	REDMAN	"Can't Wait"	(Rai)
31-32	SAM SNEED	"You Better Recognize"	(Deathrow)
21-33	THE MACKVIBE	"Mr. Meaner"	(Eightball)
21-34	CAPELTON	"Tour"	(Signet)
37-35	LO.T.U.G.	"What I'm After"	(Pendulum)
32-36	PHARAO	"I Show You Secrets"	(Columbia)
40-37	MICHAEL WATFORD	"Happy Man"	(Elektra)
41-38	RAPPIN 4-TAY	"I'll Be Around"	(EMI)
42-39	VYBE	"Take It To The Front"	(Island)
43-40	KYM SIMS	"I Must Be Free"	(Radikal)
44-41	THE B.U.M.S.	"Elevation, Free My Mind"	(Priority)
45-42	BLAK PANTA	"Do What You Want"	(Tommy Boy)
47-43	DIGABLE PLANETS	"Dial 7"	(Pendulum)
50-44	2 PAC	"Dear Mama"	(Interscope)
48-45	KLEO	"I Got Love"	(Raging Bull)
14-46	TECHNOFONIC	"Move It To The Rhythm"	(EMI)
49-47	LATANYA	"I Want The B.O.M.B."	(Indasoul)
14-48	JUDY CHEIKS	"Respect"	(EMI)
14-49	JOHN SECADA	"Mental Picture"	(EMI)
14-50	MILKBONE	"Keep It Real"	(Capitol)

JOE QUIXX
KMEL/KKBT
San Francisco

Congratulations to you Joe,
for being Columbia's
MIXER OF THE WEEK!

COLUMBIA CUTZ

BIG L
"Put It On"
Buckshot LeFonque
"No Pain No Gain"
Pharao
"I Show You Secrets"
Yo! Co Ross
"Miss Me"

NOMINEES FOR ISSUE 882

VOTE FOR YOUR CHOICE

1. TONY MORRIS (WBSS, Atlantic)
2. RONNIE MATTHEWS (WEDJ, Charlotte)
3. DJ MEIN (WILD107, San Francisco)

Call Your STREET SHEET Account Executive (818) 887-3440

MIXER OF THE WEEK WINS SONY HEADPHONES!

ARE WE HAVIN' FUN OR WHAT !! FUN FACTORY

FUN FACTORY is completely blown up for us. Not only is it already Top8 in our call-out, but the streets are screaming to me that its on! if REAL McCOY, PHARO & CORONA work for you, so will FUN FACTORY!!

Eric Bradley
MD, B96



So Hooky & Pop sounding. We couldn't just leave it in the mix show!!

Tracy Austin
KIIS-FM/Los Angeles

"Close to You"

DEBUT #38 MONITOR RHYTHM CROSSOVER CHART

**#17 HITMAKERS
MIX SHOW CHART**

**#13 HITMAKERS
CLUB CHART**

CHICAGO	B96	72 SPINS
MIAMI	POWER96	96 SPINS
PROVIDENCE	KIX106	29 SPINS
LAS VEGAS	KLUC	27 SPINS
INDIANAPOLIS	WHHH	20 SPINS
NEW BEDFORD	WFHN	20 SPINS
DALLAS	KISS	19 SPINS
TAMPA	WFLZ	13 SPINS
SAN DIEGO	Z90	11 SPINS
LOS ANGELES	KISS-FM	14 SPINS

CURB
RECORDS



AN OPEN LETTER TO MICHAEL FUTAGAKI

Dear Michael,

We're going to miss having you on the team and we thank you for your many contributions to this magazine.

We know that the pressures of your growing career require more time be spent on your own business, but, that can't erase the help you gave us or our feelings of gratitude.

Good luck, Good Health, and Happiness...you deserve it!

**Barry Fiedel
Bob Greenberg
Barry Richards
Oscar Merino
HITMAKERS Magazine**

HITMAKERS Faces & Places



Mick Jones and Lou Gramm discuss "Foreign-er Policy" with the Governor of Connecticut. During a recent national promotional tour, Foreigner encountered a notable fan in none other than Hartford, CT. While Foreigner visited WTIC, the Governor of CT was at WTIC-AM. Upon hearing that Foreigner were in the same building, the Governor gladly met with the band. Just what did they discuss together? You won't find out Until The End Of Time.



Shown during Hootie & The Blowfish's RIAA platinum presentation at Atlantic's New York headquarters are (l-r): **Richard Gusler**, Hootie's attorney; **Dean Felber & Darius Rucker** of Hootie & The Blowfish; **Rusty Harmon**, Hootie manager; **Tim Sommer**, A&R rep, Atlantic; **Mark Bryan & Soni** of Hootie & The Blowfish; and **Val Azzoli**, President, Atlantic Group.



Melissa Etheridge came by the new Island L.A. offices to welcome the staff to their new offices. The surprise lunch featured a "Welcome Home!" cake and other goodies.



Pictured (l-r): **Anthony Miles**, Regional Promotion Mgr., San Francisco/MCA; **Frank Lozano**, Mornings KYLD/WILD107-San Francisco; **Aaron Hall**; **Renee Taylor**, MIDDAYS, KYLD/WILD107-San Francisco; and **Michael Martin**, APD/MD, KYLD-San Francisco.



Strauss Zelnick, President and CEO, BMG Entertainment North America, is welcomed to Nashville by RCA Label Group (RLG) leaders **Joe Galante**, Chairman; **Randy Goodman**, Sr. VP/GM; **Thom Schuyler**, Sr. VP/A&R; and artists from the BNA and RCA rosters during a recent dinner party. As part of his country initiation package, Strauss was presented with a guitar autographed by the artists from both labels.



John R. Gonta, a resident of Farmingdale, NY, has been named the grand-prize winner of Angel Records' "Chant Escape" Sweepstakes. As the winner, Mr. Gonta is entitled to a trip for two to Spain to visit the monastery of Santo Domingo de Silos. Pictured (l-r): Angel publicist **Randal Haecker**; **John R. Gonta**; Angel National Sales Manager **Mark Forlow**; and Angel publicist **Jennifer Perciballi**.

KID SENSATION

NEW ALBUM AND SINGLE

SEATOWN FUNK

Airplay

Impact

Date

April

4th

**RIDE THE WAVE
CATCH THE FUNK**

U
CHIBAN
INTERNATIONAL

Cema
DISTRIBUTION

DJ GROOVE, Z90, San Diego

SUGAR f/Tammy T. *The Feeling* (AQUA BOOGIE) - This shit is the dopest double record set I have ever heard! This record is definitely gonna blow up! All cuts are slam'n! I would give a 3 star and a 3 star is a major point for me! Major props to Richard 'Humpty' Vission and Pete Lorimer for this fierce F'cken double record set!

JESTOFUNK f/Ce Ce Rogers *Can We Live* (DECONSTRUCTION) - Check out the club mix! This record is slam'n!

C+C MUSIC FACTORY *I Found Love* (COLUMBIA) - Check out the C&C Club Mix! This record is gonna be big!

TONY MORRIS, BOSS97, Atlantic City

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - I love it. There's a lot of mixes. I need a second copy. Please take a listen.

CYNTHIA *How I Love Him* (TOMMY BOY) - MOVE HERE

GEORGE LAMOND *It's Always You REMIX* (TIMBER) - These two songs are a hit. The House mixes is the shit.

REAL McCOY *Run Away* (ARISTA)

GARY Q, BOSS97, Atlantic City

JIMMY SOMMERVILLE *Heartbeat* (LONDON IMPORT) - Wow! This record makes my heart attack. This is a sure fire hit...voice and track will propell this song to #1! This guy can wait!

URBAN DISCHARGE f/She *Drop A House* (DIG IT) - This is one pissed-off broad. The hook is the title, leaving off the second part 'On That Bitch' slammin track by Junior.

KELLEE *My Love* (MOONSHINE) - This label now has a good reason to call me with a hit like this one.

LE CLIQUE *Tonight Is The Night* (LOGIC) - This is my second discovery on this song because I feel that strongly about it. If you don't have it yet, get it, this is a hit! P.M.S./T.G.F.V. See ya in Miami! C-Ya!

SWEDISH EAGLE/STEVE TSEPELIS, GROOVE RADIO INT., Los Angeles

REAL McCOY *Run Away* (ARISTA) - Get ready for another monster of a commercial dance hit from this group. Very similar in style to Another Night. Already a great demand for this follow up in stored. Gotta have it!

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - They're back after all these years with the first single from the forthcoming OCTOPUS LP. Contains remixes from Utah Saints and Red Jerry along with overworld Mix and a cool Dub.

REPERCUSSIONS *Promise Me Nothing* (REPRISE/WB) - Masters At Work mixes on this very soulful record. Good commercial house.

LA FUNK MOB *Tribulations Extra Sensorielles* (MOWAX) - Double 12 inch pack of this great Acid Jazz groove from the members of MC Solar's band.

ALEX CABRALES, HOTMIX, Scottsdale

WHIGFIELD *Saturday Night* (CURB) - This is one of those club records which I expect will fair well with radio airplay.

REDNEX *Cotton Eye Joe* (BATTERY) - I'm late to the party on this record but what can I say this record is definitely catchy.

DR DRE & ED LOVER *For The Love Of You* (RELATIVITY) - This is the smoothest track by this duo so far.

NEWTON *Sky High* (CRITIQUE) - Finally another energy record. The best part about this one is it doesn't sound like everything else that's out there.

KID FRESH, KBXX, Houston

ROTTEN RASKALS *Oh Yeah* (ILLTOWN) - Oh-yeah, these kids is definitely representin' Il-Town, Props out to K6 & Da Crew.

FUNKMASTER FLEX *Nuttin But Flava* (NERVOUS) - Enough said! Mad flava shout out to Funkmaster Flex, you rockin' em coast to coast kid!

DR DRE *Keep The Heads Ringing* (PRIORITY) - Typical Dr Dre shit. I can't wait for the rest of the soundtrk and da movie.

GROUP HOME *Supa Star* () - Some ill underground shit you don't wanna sleep on.

DANA DANE *Rollin' Wit Dane* (MAVERICK) - Props out to Charles 'The Mixologist' with dat Phat & All Dat remix!

NASTY NES, KCMU, Seattle

FRANKIE CUTLASS *Boriquas On Da Set* (RELATIVITY) - An out the box hit! This will be a huge hit for Relativity.

DA NAYBORHOODZ *How We Do It* (REACT) - This LA based group is makin' a buzz here in Seatown. Lookout for Da Nayborhoodz!

NINE *Any Emcee* (PROFILE) - Excellent follow up to Wutcha Want and should be even a bigger hit! Love it!

MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL) - Back in the 9-nickle, this single is ALL THAT! The B-side featuring the Cella Dwellas is a must listen to cut as well.

KID SENSATION *Seatown Funk* (ICHIBAN) - It's been three long years since his last single and it was well worth the wait. Radio should eat this single up! Nice samples and lyrically smooth!

BILL MILLMAN, KISS102, Syracuse

DJ SNEAK *Expand Your Horizons* (HENRY ST.) - Great new record takin things back to the underground sound of like 89. This EP has got all sorts of fun and it's like amazin. If you don't believe me, do like they say on Talk Soup, 'Judge for yourself.'

THAT KID CHRIS *Can You Dig It* (DIGITAL DUNGEON) - Another of the DJ essential records. This is another great underground record with a dancefloor pumping hook.

WINK *Higher State Of Consciousness* (STRICTLY RHYTHM) - This record almost slipped by me, but I was looking through a crate and saw this Strictly Rhythm record I hadn't opened. I was like, Hold Up. That's a SR record.' DEEP, DEEP, DEEP sound kickin my ass all over the place beatin me up. I guess I better pick up a new box of NO DOZ. Man, learn from my mistakes. Stop the insanity.

KLEO *I Got Love* (RAGING BULL) - I can't say enough about this record. Forget it's a Ralph Rosario project, this double pack has something new each time I play it. It's just plain good. Check out the B side tribal mix.

M-PEOPLE *Open Up Your Heart* (EPIC) - Well, with stuff like this, I guess it may have been a good idea to move on and drop the old album for the new one so soon. The Armand Van Helden mix is, well an Armand Van Helden mix. A nudge is as good as a wink to a blind man. Say no more.

NINE *Any Emcee* (PROFILE) - This guy is hardcore and the phones are already ringing. No joke. A great follow-up to Whatcha Want.

RUFFNEXX SOUND SYSTEM *Luv Bump* (QWEST) - Great style comin' through for the warmer weather of spring. Great Reggae flava with a Mainstream appeal.

GLENN AURE, KMEL, San Francisco

METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - Meth meets Mary, what a duo. Remixes are all that, especially having Mary J. on the hook. Expect heavy rotations from all the powermixers at KMEL. Big shouts to Mike Kyser in N.Y. and J. Stockton in LA and a special thanks to Minti for lunch with Montell Jordon.

DA BRAT *Give It 2 U* (WORK GROUP) - Da Brat has yet another hit on her hands. It has some nice vocals along with the patented J. Dupri Funkdafied sound. Da Brat has strong female appeal, so this hit should work well once again like her previous songs. Expecting heavy rotations in mixshows within the next few weeks.

VICIOUS *Nika* (EPIC) - (REMIXES) If the original version wasn't fat enough for ya, then you'll definitely be checking for the remixes. The remixes give the song a whole different flava. Props to Mystro for giving a more rugged version, alone, with his fly ragga mix. Big shouts to my baby Liz M. at Epic in NY. What'z up girl?

DAVID MEYER, KMEL, San Francisco

ICE CUBE *Lil' Ass G* (PRIORITY) - It sounds like Dr Dre had something to do with this one. Ice Cube is definitely keeping it real. Some phatt shiznit. I used to have a G.I. Joe with a kung-fu grip.

MASTER P *When They Gone* (NO LIMIT) - Here's another Bay Area artist with some phatt shiznit! Getting spins in the mixshow ever since the vinyl came off of the press. It actually sounds like some phatt Death Row kind of production provided by my man Al Eaden. Slow and hypnotizing. Attention major labels, bring your check-book with a couple million and you can be down too! Watch out for the album.

HECTOR THE EJECTOR, KSFM, Sacramento

MIX VIBES *Sessions 3* (VIBE) - This shit is dope! If you play for a Hispanic audience, you should play Mami, trust me! If you don't have a copy, I suggest you get 2. All other tracks are great!

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - Back with the funk (and beats) for the nine-five!

DANA DANE *Rollin' Wit Dane* (MAVERICK) - I cannot describe the reaction I got when I put this on my 1200's, so I suggest you listen to it and judge for yourself! It's dope!

DJ MIDIMACK, KSIQ, Brawley

740 BOYZ *Shimmy Shake* (CUTTING) - Hip House is in effect! I haven't heard any really good Hip House for a while, but this is slammin'. Check it out.

PAMELA HERNANDEZ *Let's Start Over* (CUTTING) - Cutting Records (Kevin Jones) holds a special place in my heart this week with 2 discoveries. This cut jams! An instant club classic.

JUDY CHEEKS *Respect* (EMI) - Much much thanks to Anthony San Filippo for the mad hook up on this slammin-ass song. I first heard it over the phone and fell in love with it then.

DIGI-SOUL f/LZ *Love Lift Me Up* (FRESHLY SQUEEZED) - This is sooo hot! It's so soul-FULL. I can't get enough of this song, I think I'm in love with LZ Love!

M-PEOPLE *Open Up Your Heart* (EPIC) - Absolutely fabulous! This is the best offering to date from one of today's most influential dance acts! Yes a DJ Double pak full of talented dance floor filling remixes by Brothers In Rhythm, Farley & Heller, Armand Van Helden and my personal fav...Luv Dup...this is it!

REAL McCOY *Run Away* (ARISTA) - We've all been on this for sometime...but now with new remixes let the fun start all over again!

C+C MUSIC FACTORY *I Found Love* (COLUMBIA) - Love and thanks for everything that the late David Cole brought to all of us. Now his legend lives on through his music...House remixes with Ms. Wash on vocals...you can't miss!

JUDY ALBANESE *That Ain't Right* (MAXI) - Wow! What a song...not only the do

More permission to break the commandment of your choice.

WATERLILLIES NEVER GET ENOUGH

from the album

TEMPTED

No 1^o Billboard Club Chart

Early airplay at:

KRBE/Houston 14X

KSMB/Lafayette ADD

K106/Beaumont ADD

KOKZ/Waterloo ADD

the deep soulful House Mixes move the clubs—the original version is a sure fire hit for regular rotation. Try it!

ICE MC *Think About The Way* (ZYX) - Euro-Ragga-Hi NRG that will dance its way to the top!

DR ALBAN *Let The Beat Go On* (LOGIC) - This is what Dr. Alban sound we're used to...The Jungle mix is crazy.

LE CLIQUE *Tonight Is The Night* (LOGIC) - Radio should be all over this Euro-House masterpiece!

My heart goes out to Mike Futagaki for the Love and support he has given me in this business! You're in our prayers...take it easy.

DJ D. STREET, KSJL, San Antonio

KING TEE *Way Out There* (MCA) - This is a funky cross between some East Coast rugged beats overlaid by some West Coast G Funk style. King Tee comes ruff and wicked with the sounds to get your swerve on.

DANA DANE *Rollin' Wit Dane* (MAVERICK) - Answer this question. What artist can lay off the set for some years and than come back with back to back hits? Your damn skippy Dana Dane can and that what he's done with his latest jammy. The Dane has rolled into the 95, with flava for your ear.

BIG L *But It On* (COLUMBIA) - Hey, if you like Nas' music, your gonna love this.

N-TYCE *Sure Ya Right* (WILD PITCH) - Father is back with a slamming girl track backed up with a gap band track (outstanding). It's all that and a biscuit.

MILK BONE *Keep It Real* (CAPITOL) - This homie is definitely keeping it real with some serious vocal delivery and a smooth beat. Here is some new flava for your ear.

DA BRAT *Give It 2 U* (WORK GROUP) - One is funkified, 2 is fa all y'all, 3 is for the B-side and 4 just gives is 2 ya. This is the freshest one yet from the B.R.A.T. It's definitely so so def.

JOSEPH FRIAR, KVIC, Victoria

BRAND NEW HEAVIES *Close To You* (frr) - Another fantastic record like we've come to expect from the Heavies! Little Louie Vega and Kenny Dope turn out some great Masters At Work remixes and combined with those dynamite vocals make this one massive pice of wax! And oh what a hook!

SIGNAL HILL *Release It* (TRIBAL) - The latest release Tribal is actually a double delight with two, two, two tracks in one! First up is Signal Hill with a very atmospheric house track that contains a nice breakdown and the gotta release it sample to keep the track pumpin'. On the flip it's The Outsiders with Do Dat Scat, which starts out with a slamin' drum track followed by some deep dishlike moody keys and a cool male sample in which I have no idea what he's saying, but it slams!

H2O /Billie *Satisfied* (LIQUID GROOVE) - There has been a big buzz about this record in New York lately and once you hear it you'll know why. Deep house with smooth female vocals which guide the NY vocal mix and some killer dubs, my fave being the Satisdub!

VOICE OF THE UNDERGROUND *Ciupa La Catera* (EMPIRE STATE) - Deep and slamin whit an international flava! Vito Benso provides the keys and vocals which give it that international slant and Constantino 'Mixmaster' Padovano & Ciro 'DJ Bubu' Sasso give it that underground feel! The longer the track plays the deeper it gets.

DAVID MEYER, KMEL, San Francisco

TOTAL *Can't You See* (TOMMYBOY) - Straight off of the New Jersey Drive soundtrack. Chalk up another one for Sean Puffy Combs it's another Bad Boy project. In other words, it's another hit record that every station will be on. Don't be the last one. Notorious BIG makes a guest appearance at the beginning of the record, 'Slow down son you're killin' me.'

JOHN HOHMAN, METROMIX, Pittsburgh

SHADES OF LOVE *Body To Body (Keep In Touch)* (VICIOUS) - Hot club track. Check it out.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Has the potential to crossover.

DR ALBAN *Let The Beat Go On* (LOGIC) - This track is different. Euro meets Reggae.

STEVE PEREZ, Q105, Oxnard

DJ QUIK *Safe & Sound* (PROFILE) - He's back and badder than ever. DJ Quik who likes to live on the edge with his West Coast flava has another popular hit on his hands. So beg, borrow or steal one if you have to. Get this record!

DR DRE *Keep The Heads Ringing* (PRIORITY) - Now finally a radio version that I can use. From the original motion picture soundtrack Friday, this tune commands an instant response. This is a little on the wild side, but worth checking out.

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - Here's another great cut by Naughty By Nature just waiting to be picked up by radio. If you haven't already picked it up, give it a listen. You'll like what you hear.

RHYTHM METHOD *Can You Give Me Love* (ZYX) - Great dance vibe on this track. Big potential for both the club and the airwaves. May be a floor packer.

STONE B. NIMBLE, WEJM, Lansing/Chicago

BRANDY *Baby* (ATLANTIC) - This girl has another hit on her hands.

METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM) - The remix with Mary J. ain't no joke.

BOOGIE MONSTERS *Juggernauts* (PENDULUM/EMI) - (REMIX) For some reason this group isn't blowing up maybe this remix will give the group new life.

GEOFFREY 'C' CURTIS, WERQ, Baltimore

JUDY CHEEKS *Respect* (EMI) - Very nice piece of work if I must say so myself.

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - What can I say? It's Naughty By Nature!

REEL TO REEL *Conway* (STRICTLY RHYTHM) - Good response in the club on this one.

STAN PRIEST, WFLZ, Tampa

LE CLIQUE *Tonight Is The Night* (LOGIC) - Great energy...nice Euro sound with a very catchy fat keyboard breakdown.

JOANNE FARRELL *All I Wanna Do* (ATLANTIC) - This is the shit...she sounds great...130 tempo helps add new life to 1994 song of the year.

DJ ICEE *Love...We Do It...* (ZONE) - This guy is on fire! He is the bomb in FL. Get it! Play it! Everything he puts out becomes my #1 most requested. Don't miss this move!

B TRIBE *Nadie Entiende* (ATLANTIC) - This shit is dope!

REEL TO REEL *Conway* (STRICTLY RHYTHM) - This is da bomb!

PAULIE DAY, WIOQ, Philadelphia

WHIGFIELD *Saturday Night* (CURB) - The Spike Boys made this song for me, they took the already fun lyrics and laid a great track under them. Check the Spike Vocal Mix, of course playing this record on Saturday night always gets a better reaction.

B TRIBE *Nadie Entiende* (ATLANTIC) - C'mon, I'm quickly learning B-tribe jams. All mixes are slamin, but check out Armand's Diggy Dub...nice!

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - ZZZZZZZZZ ZZZZZZZZZ ZZZZZZZZZ...I know I've been sleeping but I'm awake now. This song kicks it. I don't play much Hip Hop but this is a definite add!

DAVID GOLD, WPST, Trenton

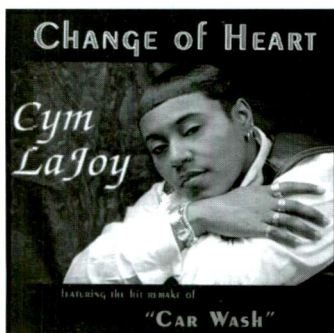
CHASE *Love For The Future* (ZYX) - Red Jerry Mix is something to pay attention to. Very nicely constructed with female vocals that sweep you away.

B TRIBE *Nadie Entiende* (ATLANTIC) - Armand's best remix to date. Contains all of the elements which make up a solid House cut. Major dance floor reaction.

KLEO *I Got Love* (RAGING BULL) - A variety of mixes contributed by Ralphie Rosario and Joey Batts make up a complete package of excellence. I can't decide which mix to concentrate on. Literally, there is something for everyone.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - The best R&B I've stumbled across in light years. This babe can deliver. House mixes on the way but if it ain't broke, don't fix it. Should cross over.

DREAD FLIMSTONE *From The Ghetto* (SCOTTI BROS.) - You know how sometimes when you listen to a song for the first time it grows on you instantly? Here you go. What the hell kind of music is this anyway? Acid Jazz, House, Hip Hop, Funk. Who knows what else but this is majorly SLAMMIN! Taken from the Acid Jazz Collection One EP. A must check out.



Cym LaJoy "Car Wash"



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WXKS

KLYV
WAEB
WJMX

WSPK
WERZ
WDJX

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WWKX	12 plays	#15 sales!	WPXY	#2 callout	21 plays	#1 sales!
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"TOP 10 requests with all ages... one of the better remakes of the year." – Larry D. XL 106.7

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BREAKOUTS

JUDY CHEEKS "Respect" (EMI)
USHER "Think Of You" (ARISTA)
PAMELA FERNANDEZ "Let's Start Over" (CUTTING)
CHASE "Love For The Future" (ZYX)
CHANTE MOORE "This Time" (MCA)

CLUB MOVERS

LW TW

4-1	FEDNEX	"Cotton Eye Joe" (Battery)
5-2	MONTELL JORDAN	"This Is How We Do It" (Def Jam)
1-3	GLORIA ESTEFAN	"Everlasting Love" (Epic)
2-4	CRYSTAL WATERS	"What I Need" (Mercury)
6-5	FHARAO	"I Show You Secrets" (Columbia)
13-6	WATERLILLIES	"Never Get Enough" (Sire/WB)
7-7	LONDON PRODUCTION CLUB	"Who's Gonna Love Me" (Columbia)
3-8	THE NOTORIOUS B.I.G.	"Big Poppa" (Bad Boy/Arista)
15-9	LONDON BEAT	"Comeback" (Radioactive)
8-10	CRAIG MACK	"Get Down" (Bad Boy/Arista)
17-11	SAM THE BEAST	"Gucci Dance" (Relativity)
9-12	ICE CUBE	"What Can I Do" (Priority)
12-13	FUN FACTORY	"Close To You" (Curb Edel)
11-14	REPERCUSSIONS	"Promise Me Nothing" (Reprise)
10-15	BRAND NEW HEAVIES	"Spend Some Time" (frr)
25-16	MICHAEL WATFORD	"Happy Man" (Elektra)
18-17	SWING 52	"Color Of My Skin" (Cutting)
28-18	MADONNA	"Bedtime Stories" (Maverick/Sire/WB)
16-19	LC	"Creep" (LaFace/Arista)
14-20	CECE PENISTON	"Keep Givin' Me Your Love" (Columbia)
27-21	JOCELYN ENRIQUEZ	"Big Love" (Classified)
30-22	VYBE	"Take It To The Front" (Island)
19-23	SPIRITS	"Don't Bring Me Down" (MCA)
32-24	BLONDIE	"Atomic" (EMI)
21-25	CORONA	"The Rhythm Of The Night" (EastWest)
22-26	3RD NATION	"I Believe" (EastWest)
20-27	MARY J. BLIGE	"Be Happy" (Uptown/MCA)
38-28	REAL McCOY	"Runaway" (Arista)
36-29	DURAN DURAN	"White Lines" (Capitol)
34-30	SOUL IV REAL	"Candyrain" (Uptown)
24-31	TRACI LORDS	"Control" (Radio Active)
26-32	MACK VIBE	"Mr. Meaner" (Eightball)
46-33	2 IN A ROOM	"Ahorá" (Cutting)
35-34	SAM SNEED	"You Better Recognize" (Deathrow)
N-35	CYNTHIA	"Hoe I Love Him" (Tommy Boy)
37-36	BRANDY	"Baby" (Atlantic)
39-37	RHYTHM METHOD f/Camille	"Can You Give Me Love" (ZYX)
N-38	BILLY RAY MARTIN	"Your Loving Arms" (Elektra)
44-39	BIG L	"Put It On" (Columbia)
40-40	WHIGFIELD	"Saturday Night" (Curb)
41-41	NONCE	"Mixed Tapes" (American)
42-42	DANA DANE	"Rollin Wit Dana Dane" (Maverick)
43-43	TECHNOTRONIC	"Move It To The Rhythm" (EMI)
N-44	HUMAN LEAGUE	"Tell Me When" (Elektra)
45-45	2 PAC	"Dear Mama" (Interscope)
50-46	DIANA KING	"Shy Guy" (Columbia)
47-47	SNAP	"Welcome To Tomorrow" (Arista)
48-48	YO CO ROSS	"Miss Me" (Columbia)
49-49	FRANKIE CUTLASS	"Boriquas On The Set" (Relativity)
N-50	KLEO	"I Got Love" (Raging Bull)

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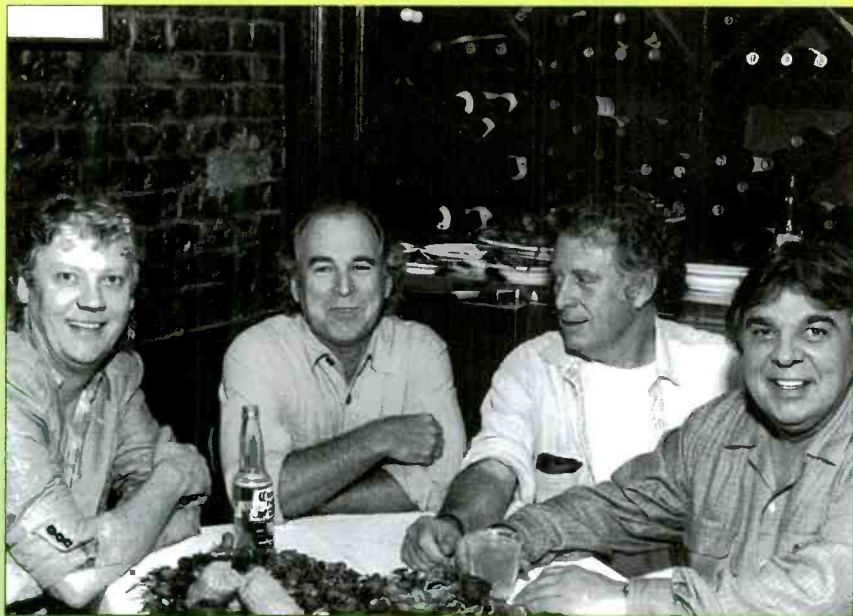
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SEMINARS '95**

Ear To The Ground



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HANGIN' WITH GERALDO! KC101/New Haven OM GLENN BECK (far left) and his staff visit the Big Apple and drop in on GLENN's close personal friend, GERALDO RIVERA, who looks happy to see them all

SIGNIN' ON THE DOTTED LINE:

RICK DEES announced this week the signing of a multi-year renewal with CD MEDIA VP/Operations TOM SHO VAN and affiliate relations firm RADIO TODAY ENTERTAINMENT. Under the arrangement, RADIO TODAY will continue to be responsible for building and maintaining the network of stations airing CD MEDIA's programming, including the "RICK DEES WEEKLY TOP 40" countdown. TOM will continue to be the liaison between CD MEDIA and RADIO TODAY, as well as RADIO TODAY VP/Marketing and Program Development. RADIO TODAY President GEOFF RICH commented, "In the last year, working with CD MEDIA and TOM SHO VAN, we've been able to move mountains. The 'WEEKLY TOP 40' has continued to grow and is now the number one countdown show in America, and the world! RICK DEES is exceptional as a talent and a business man and I'm looking forward to a long and fruitful relationship." TOM added, "RICK DEES and GEOFF RICH are the best. This is a time when growth comes through strong alliances...and that's exactly what we have between CD MEDIA and RADIO TODAY."

TOM SHO VAN CONTINUES TO WRITE HIS HIGHLY ACCLAIMED BI-WEEKLY COLUMN Programmer's Think Tank FOR THIS PUBLICATION.

WHAT'S UP IN ST. LOU?...That's been the question on a lot of lips, so here's the skinny: The RAMS are staying in L.A., at least for now, but there will be vans moving from The City of Angels to the Gateway Arch, as MICHAEL ST. JOHN nabs the PD slot at WKQB. MICHAEL, who is a 20-year industry vet, told EAR that the last few years he's spent outside radio have given him "a great graduate education...and a tremendous over-view of our industry." MICHAEL, who once programmed KHTK in St. Louis, added, "I'm very excited about getting back into the day-to-day activities at radio." Look for him to be in the house at Q104 by mid-April.

ST. PAT'S POST-PATTER:

If green beer and repeated airings of DEXY's MID-NIGHT RUNNER'S "C'Mon Eileen" were the extent of your St. PATRICK'S Day promotions, then you'll be absolutely green with envy when you read what a couple of enterprising stations did. KISF/K.C. A.M. drivers ED PARREIRA, JAY CHARLES and the station's "Music First Morning Show" issued an on-air challenge to the Kansas City Mayor's office, in an attempt to have March 17 be declared "GREEN DAY." After a rebuff from Mayor EMANUEL

CLEAVER II's office, the KISS staff threatened to call the Mayor's opponent in the K.C. mayoral race. Bowing to the coercion, the Honorable Mayor CLEAVER issued a proclamation declaring last Friday as "GREEN DAY" in the city, in honor of both St. PATRICK'S Day and the REPRISE recording trio.

Meanwhile, in Philly, Q102 hosted a trans-Atlantic radio broadcast from Londonderry, Ireland. The EDDIE & JOBO Morning Show gave Philly listeners a taste of the Irish, with news, traffic, music and personalities from "Q102/Ireland!" Mayor ED RENDELL got into the act with a special appearance at the Q-studios, and spoke live with the mayor of Londonderry..turning LIBERTY-CITY into O'TOWN-PHILLY.

CONGRATS to JERRY BLAIR, CHARLIE WALK, LEE LEIPSNER and the entire COLUMBIA staff for the great job they did on the country's #1 hit record again this week, "I Know" by DIONNE FARRIS!

The REAL JUICE Namz - In - The - Newz CHARLIE MINOR

DITTO that to ANDREA GANIS, DANNY BUCH, LISA VELASQUEZ, MONTE LIPMAN and the talented promo staff at ATLANTIC, for bringing home JAMIE WALTERS' "Hold On."

FACTS, RUMOR & SPECULATION:

BRIAN DeGUES takes the PD chair at KUTQ/KZHT in SLC....Will KDWB APD/MD ROB MORRIS be staying in the land of a thousand lakes, now that he's not going to The Great Salt Lake?...Was that WSTW/Wilmington PD MIKE SOMMERS flying into T-Wolf country?...Expect some format tweaking in a more adult/mainstream direction at KQM/Q/Honolulu...Ditto that at KDUK/Eugene...And don't expect an announcement anytime soon on the mid-day opening at KKRZ(Z-100)/Portland. KEN BENSON will be taking his time filling this....MAGIC MATT ALLEN will be back soon with an innovative new project. In the meantime and in between time,

MATT and wife COURTNEY are enjoying the arrival of 8-pound, 19-inch baby ALEXANDRA. MATT told EAR that "becoming a daddy is even more fun than getting back a great Arbitrend!" MATT is no doubt looking forward to using "MAGIC Baby Wipes!"

SKIP(ping) OUT AT RCA:

RCA Sr. VP/Black Music SKIP MILLER has resigned from the label. SKIP has been with the NIPPER since 1988, and has helped the label develop a strong black music division, with the signing of acts like WU-TANG CLAN, MOBB DEEP, THA ALKAHOLIKS, and the currently blowin' up BLACKGIRL. Prior to RCA, SKIP was an executive at MOTOWN for 16-years.

A BIG EAR PAT ON THE BACK to JOE RICCITELLI, VICKI LEBEN, LINDA MURDOCK and the entire ISLAND promo posse for the super-success of ELTON JOHN's label debut "I Believe!"

IF YOU'RE LOOKING...KMCK/POWER

105.7/Fayetteville PD DAN HENTSCHEL's hunting for a talented middayer. Beyond the chance to work at a real good station, and live in President CLINTON's home state (known affectionately to natives as Hog country), you'll also be heard on the bird on station's around the U.S. of A...KMCK is the uplink for the country's only satellite-delivered TOP 40 programming! Send your T & R to DAN at: KMCK, 280 N. College, Suite 125, Fayetteville, AR. 72701.

THE 'APE'S GOT A NEW ZOO!...

WAPE/Jacksonville PD JEFF McCARTNEY's got some new primates to monkey with in mornings. Joining long-time 'APE A.M. guy HOYLE DEMPSEY is EDEN KENDELL from cross-town W101-FM, who'll share the air with side-kick/producer FRANKIE C., traffic dude STEVE SUTTON, and the "gorilla" our dreams (oh please..) ASHLEY KING. The show even gets a new name..."The Big Ape Morning Show"

JO JO "COOKIN'" IS LOOKIN'...

JAMMIN'94.5(WJNN)/Boston afternoon flame-thrower JO JO "Cookin'" KINCAID is leaving Beantown. Mr. KINCAID says the split is amicable...and now he's looking to be cookin' for you. He's got a great resume', including a ton of experience doin' it in the majors! For your free no-obligation home trial of JO JO's updated T&R, call him at (508) 560-5113. (No salesmen will call you) .

APRIL

WEDNESDAY	THURSDAY	FRIDAY
	8	
	<i>Dionne Farris on Saturday Night Live</i>	
	11	
	<i>Bruce's Secret Garden in store</i>	
		18
	<i>Keith Martin's album It's Long Overdue in store</i>	

Have you listened to Secret Garden yet? You must. The Soon-to-be released first Top40 single from the #1 album "Bruce Springsteen Greatest Hits" is a beautiful and emotional song, lyric sheets are on their way to you. Ray Kaulsa from Q106 said "Secret Garden" has the same haunting feeling as Streets Of Philadelphia."

dionne farris
i know

The #1 Top40/Mainstream song in America is a hit for every audience. Just ask Russ Allen at 92Q who says, "I'm convinced this record can and will work for rhythm radio" and Danny Clayton at WKTU adds "our #1 call-out record" and Chuck Geiger from KISF says "#6 in call-out and fits in perfectly with our post-modern mix."

Logos: MTV, 92Q, WKTU, KISF, BOX

Tead
the Wet Sprocket

fly From Heaven

Tead's sold-out national tour with Hootie & The Blowfish continues... HOT100 airplay on Fly From Heaven in these cities: Houston, Hartford, Philadelphia, Cleveland, Chicago, Cincinnati, Columbus, Milwaukee, K.C., St. Louis, New Orleans and Sacramento. New major airplay commitments include KRBE, WKSS, WZJM, KISF, and WSTW.

She is the follow-up single to (I Could Only) Whisper Your Name from Harry Connick Jr's 7th platinum-plus album. Impact Adult/TOP40 April 4th. See Harry on his college tour beginning this April. Jeff Buckley's national tour begins April 20th. Check out his new video Last Goodbye...an **Buzz Clip** TOP40 impact April 25th.

Real McCoy
Harad

In rotation at WWKX, POWER96, KMXV, KZFM, KLFZ, KTFM, KZHT, WWJS, KZFM. TOP10 rotation at B96 in Chicago and Eric Bradley wants you to know "This song has been a big hit in Chicago for quite some time. It's no surprise, though, it follows right in the mainstream footsteps of Real McCoy."

www.sony.com

Ear To The Ground

THE HOT TIP

HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)

Get hip to this fun song. Spring is here, and this is breath of fresh air! HOOTIE is happening!! This weeks most added, with 37 new Top 40's. Added by CHUCK GEIGER at KISF/Kansas City, BRIAN BRIDGEMAN at WEDJ/Charlotte, MARK TODD at KRQ/Tucson, and BRUCE STEVENS at WZNY/Augusta. Also at 99X, STAR 94, WZNY...well, you get the picture, right?!

SUCCESS AS THE CROW FLIES!

Don't look for SHERYL CROW to become the latest victim of the legendary jinx that has befallen other "Best New Artist" GRAMMY winners. In case you haven't notice, SHERYL's career is on fire....we're talkin' like the three-alarm kind! In addition to her smash A&M debut "TUESDAY NIGHT MUSIC CLUB," Ms. CROW is featured on three other albums at the moment; MERCURY's "WOMEN FOR WOMEN" benefit album, the "BOYS ON THE SIDE" soundtrack on ARISTA, and ATLANTIC's LED ZEPPELIN tribute "ENCOMIUM," (where she's receiving rave reviews for her rendition of "D'yer Maker!") But wait...there's more! SHERYL was just featured on "MTV UNPLUGGED," and that performance will be repeated next month as a part of the show's "Premiere Week." Could this mean we can expect a SHERYL CROW "Unplugged" CD sometime soon? Count on it!

HATS OFF to CRAIG LAMBERT, GREG THOMPSON, VAL DeLONG and the talented promotion staff at EASTWEST/ELEKTRA for bringing it all together with the HUMAN LEAGUE's "Tell Me When."

ANOTHER TIP OF THE HAT to the many talented programmers who called the shot on VAN HALEN's "Can't Stop Lovin' You." It's another in a long line of successes for STU COHEN, BARNEY KILPATRICK, GREG LEE and the WARNER BROS. promotion dept.

MULTI-MEDIA...may be the only term we can use to describe recent developments in the career of ELLEN K., who rides shot-gun with RICK DEES on KIIS-FM. In addition to her work behind the mic, ELLEN may soon be on screens and in 'zines everywhere. You probably know about her upcoming appearance in PLAYBOY. But recently, ELLEN followed-up her stint

hosting Grammy coverage for KCBS-TV with an appearance on "GERALDO." She was part of a panel of editors, columnists and reporters (billed as Hollywood "insiders") dishing the dirt on all the players in the O.J. SIMPSON trial.

KUDOS, CONGRATS and all that, to DAVID LEACH, ANDY SZULINSKI, TONY SMITH et al of the MERCURY promo team for hitting MARTIN PAGE's "House Of Stone And Light" out of the park!

BREAK OUT THE ROLODEX... WIKN/WINK 108FM is now on the air in State College, PA. PD ROD STACY, formerly of WHTO/Williamsport, says we can look for WINK to play "hit music with an alternative edge," which makes sense, since the station serves a community that includes Penn State University.

A MOMENT NOW FOR SOME SHAMELESS SELF-PROMOTION! Our Chicago regional seminar is fast approaching. Now, at the risk of appearing immodest, do you think that MICHAEL JORDAN's return to the BULLS was just about basketball?...see you there!

FROM THE WEIRD PROMOTION TRUNK:

Q102 /Cincinnati's morning show has thrown down the gauntlet, and issued a challenge to local offices to "eat out an elephant!" Sure enough, an area business responded, and it just happened to be CASABLANCA Modeling Agency, which is offering the services of 20 models. The ladies will compete, as a team, to see if they can eat more watermelon than "KING TUSK," an elephant from the RINGLING BROTHER and BARNUM and BAILEY Circus! We've heard of IVORY GIRLS, but never like this....

HIGH-FIVES to BARBARA SELTZER and JERRY GREENBERG for the massive success of BROWNSTONE's "If You Love Me." The EPIC/MJJ group performed at our Las Vegas seminar, and where an instant knockout! BUST IT UP!!

"SPONGES" is the name of a new 17,000 square-foot night club just opened in Tampa by the one and only BUBBA THE LOVE SPONGE of WFLZ. BUBBA says the club will feature music ranging from rap and techno, to R&B and Alternative. He's looking for record service, and promises that the next time you're in the 'hood, you can drop in and run up a big tab...or "sponge" off of BUBBA.

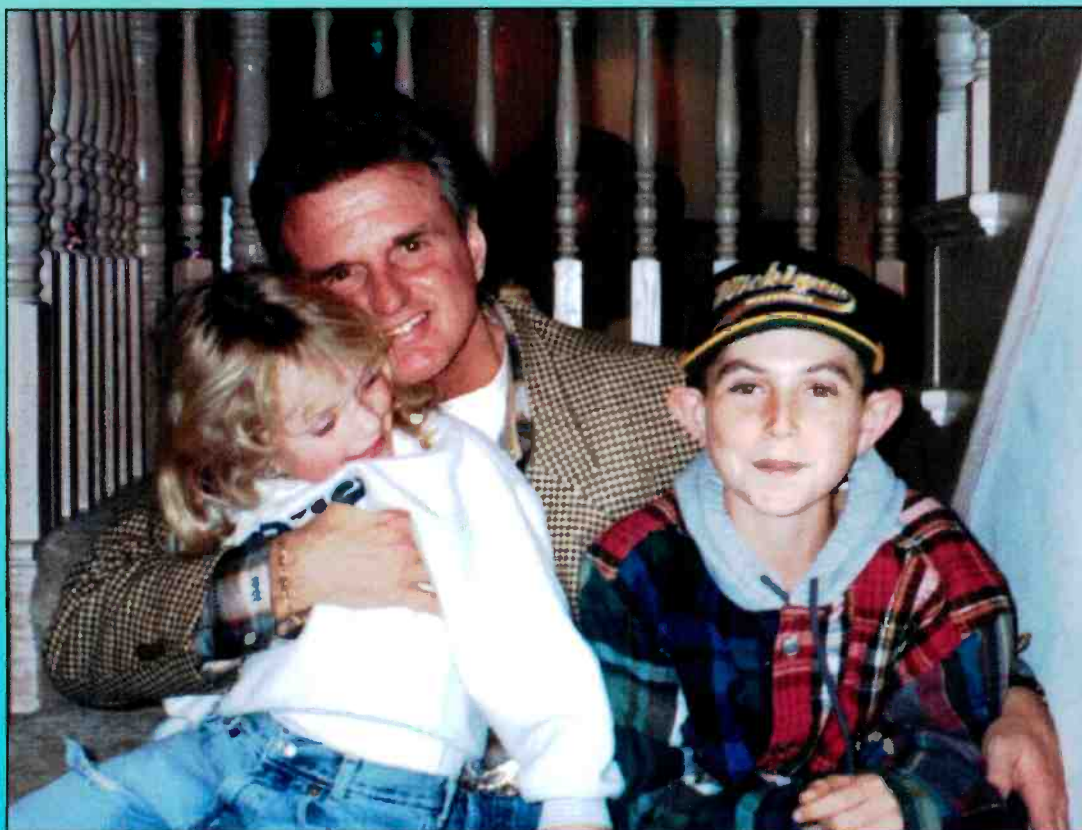
90-MINUTES... that's how long it took for 94.5 KDGE/THE EDGE in Dallas to sell-out "EdgeFest 95" at that city's Coca Cola Starplex arena. Tickets went on sale Friday March 10th at 4PM, and by 5:30 that evening, they were all gone...and why not? KDGE PD JOEL FOLGER and Co. have put together a great line-up of artists for the April 23rd show, including ADAM ANT, SPONGE, BLUES TRAVELER and LETTERS TO CLEO. A portion of the event's proceeds will benefit Habitat for Humanity in the Dallas/Fort Worth area.

FAST FORWARD....

WPLY/Y-100 FM/Philadelphia has appointed Production Director SEAN CALDWELL to the newly created post of Creative Director. If you've ever heard SEAN's work, or his new "X-FX" production library, you'll know why.

A QUICK ONE FOR CHARLIE...

We're all sad right now, but we should also be happy too, because where ever he is right now, he's working the room. PEACE.



Here's a moment we at Hitmakers won't forget... Charlie surrounded by his pride and joy, daughter Austin, and Barry & Kathy's son, Michael.

Photo taken at the Fiedel's home last year.

*There's no love song finer
But how strange the change
From major to Minor..."*

"EVERY TIME WE SAY GOODBYE"

—Cole Porter



For Charlie,

From your friends at Warner Bros. and Reprise Records

Stay
up
late.



**World
Premiere
Heavy**

MADONNA BEDTIME STORY

**One Of The Most Added, Including
Before "The Box" Add At:**

Z100

KIIS-FM

KHKS

KKFR 21x

WZPL

WWKX

KZHT

Y107

WFLY 21x

The next single
from the album
Bedtime Stories

Produced by Nellee Hooper and Madonna

Management: Freddy DeMunn/DeMunn Entertainment



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