

HITMAKERS

ISSUE 882 \$5.00

March 31, 1995

an exclusive interview with

DAN OLSEN

PD, KOKZ/Waterloo

COLUMBIA RECORDS

Presents The

HITMAKERS

Programmer Of The Quarter

The **BUZZ** Is On...

HITMAKERS'

CHICAGO

Is The Place!

May 4 • 5 • 6

**MAKE YOUR ROOM RESERVATIONS NOW!
And Take Advantage Of Our
EARLY Registration fee.**

PLEASE REGISTER ME FOR CHICAGO!

Name: _____ Station/Company: _____

Address: _____ City: _____

State: _____ Zip: _____

Send your completed registration form and check or money order for \$150.00 (Early Registration Fee) - Registration Goes Up To \$200 After April 15th - to:

HITMAKERS Magazine

22222 Sherman Way, Suite #205, Canoga Park, CA 91303

CHICAGO

1995



DATE:

May 4 • 5 • 6

THE PLACE:

Westin Hotel (312) 943-7200

ROOM RATE: \$110

PRE-REGISTRATION: \$150

PLEASE NOTE: REGISTRATION IS

\$200 (cash only at the door)

AFTER APRIL 15, 1995!

**REGIONAL
SEMINARS**



**RADIO
'95**

ANNIE LENNOX

no headline.
just facts...

The #1 single in Europe for five straight weeks • Album enters Billboard chart at 11* • #1 Account Rankings from coast to coast (It took her debut album Diva seven months to reach the sales volume of Medusa in its first week!!!)
• Her fastest-selling single to date, doubling and tripling the sales of her previous singles "Why" and "Walking On Broken Glass" right out of the box
• Single closing out fast at mainstream radio with major airplay increases everywhere • Now in large rotation at VH-1

use your head...

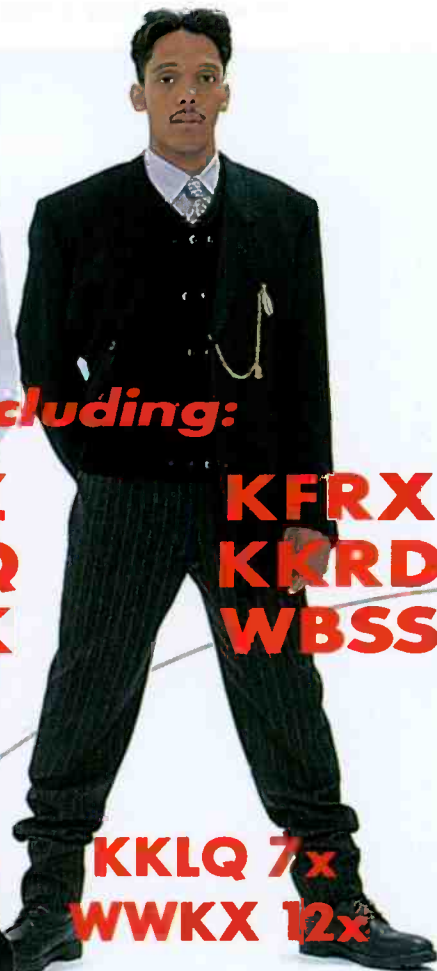
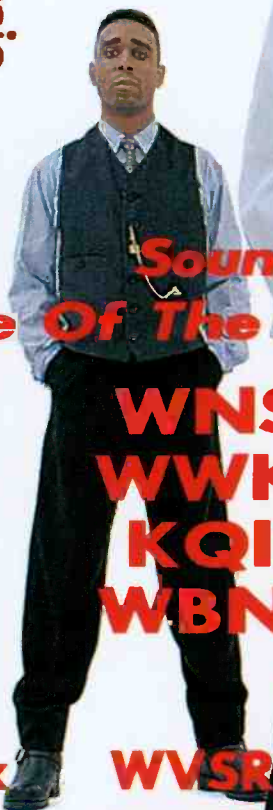
NO MORE "I LOVE YOU'S"

The first single from her unanimously acclaimed new album MEDUSA

ARISTA © 1995 Arista Records, Inc.



for positive music



SoundScan Single 31*
One Of The Most Added, Including:

92Q
WFLY
WA1A
KQID

WNSL
WWKZ
KQIZ
WBNQ

WGTZ
WZOQ
WZOK
KLYV

KFRX
KKRD
WBSS

Spinning At:

Z90 12x
Y107 10x

WVSR 25x
KZFM 20x

WJJS 33x
KBFM 11x

KKLQ 7x
WWKX 12x

TOM GARRETT, PD, WZOK

"We put it on as the challenger for our nightly music test, and it beat out everyone to become our first five-time undefeated champion."

TONY CASTLE, MD, WWST

"It's won several nights on Star Wars!"

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

From Their Smash Debut Album

NOW'S THE TIME



©1994 London Records USA





Early Believers Include:
WRQK (add) WPRR (add)
WAAL (add) KQIX (add)
KISR (add) WYCR (add)
Q99 (33x) WDDJ (12x)

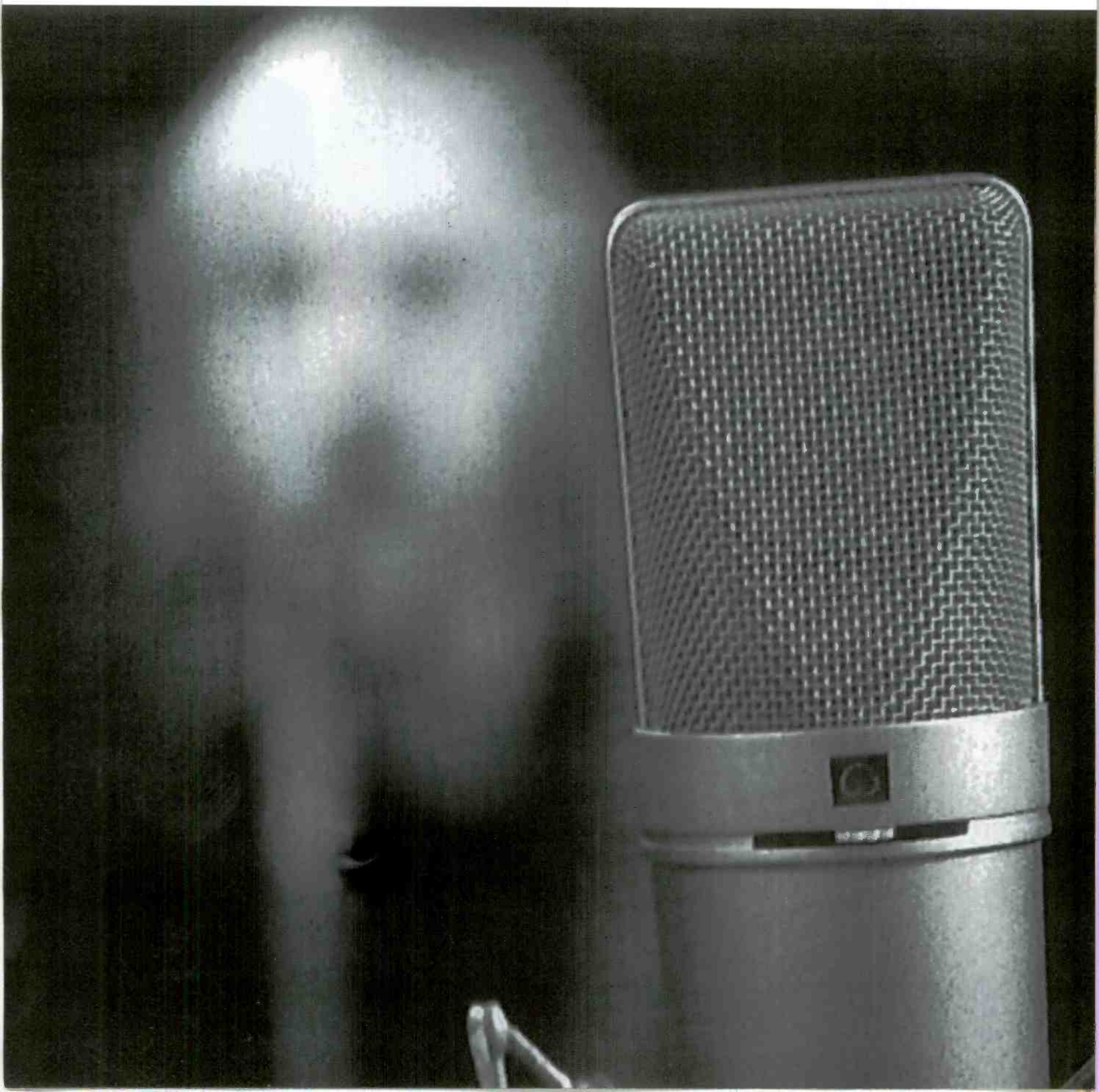


**And now on tour coming
to your town!**



Tom Petty "It's Good To Be King"

Produced by Rick Rubin with Tom Petty & Mike Campbell. From the album Wildflowers. Management: Tony Dimitriades for East End Management. ©1995 Warner Eros. Records Inc. 



TOP 40 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)
ADAM ANT "Wonderful" (CAPITOL)
ADINA HOWARD "Freak Like Me" (EASTWEST/EEG)
ANNIE LENNOX "No More I Love You's" (ARISTA)
DAVE MATTHEWS BAND "What Would..." (RCA)
DAVE STEWART "Jealousy" (EASTWEST/EEG)
DES'REE "Feel So High" (550 MUSIC/EPIC)
DIANA KING "Shy Guy" (WORK GROUP)

HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)
MADONNA "Bedtime Story" (MAVERICK/SIRE/WB)
NIKKI FRENCH "Total Eclipse Of The..." (CRITIQUE)
R.E.M. "Strange Currencies" (WARNER BROS.)
SOUL FOR REAL "Candy Rain" (UPTOWN/MCA)
TECHNOTRONIC "Move It To The Rhythm" (EMI)
TLC "Red Light Special" (ARISTA)
TOM PETTY "It's Good To Be King" (WB)

STREET SHEET

IV XAMPLE "I'd Rather Be Alone" (MCA)
BLACK WOMEN UNITE "Freedom" (MERCURY)
BLACKSTREET "Joy" (INTERSCOPE)
BLESSID UNION OF SOULS "I Believe" (EMI RECORDS)
BLOOD HOUND GANG "Mama Say" (COL)
DANA DANE "Rollin' Wit Dane" (MAVERICK)
DIANA KING "Shy Guy" (WORK GROUP)
DIONNE FARRIS "I Know" (COLUMBIA)
DR. DRE & ED LOVER "For The Love..." (RELATIVITY)
E-40 "One Love/Stick Wid It" (JIVE)
JON B. AND BABYFACE "Someone To Love" (550)
MADONNA "Bedtime Story" (MAVERICK/SIRE/WB)
METHOD MAN "All I Need" (DEF JAM/ISLAND)
NINE "Any Emcee" (PROFILE)
SPANISH FLY "Daddy's Home" (UPSTAIRS)
TOTAL "Can't You See" (TOMMY BOY)
VANESSA WILLIAMS "The Way That..." (MERCURY)
VYBE "Take It To The Front" (ISLAND)

MIX SHOWS

2 PAC "Dear Mama" (INTERSCOPE)
B TRIBE "Nadie Entiende" (ATLANTIC)
BLAK PANTA "Do What U Want" (TOMMY BOY)
BOOGIE MONSTERS "Honey-Dips In Gotham" (EMI)
DA BRAT "Give It 2 U" (WORK GROUP)
DA NAYBORHOODZ "How We Do It" (REACT)
DR ALBAN "Let The Beat Go On" (LOGIC)
DR DRE "Keep The Heads Ringing" (PRIORITY)
INI KAMOZE "Listen To Me" (EASTWEST)
JOANNE FARRELL "All I Wanna Do" (ATLANTIC)
JUDY CHEEKS "Respect" (EMI)
KID SENSATION "Seatown Funk" (ICHIBAN)
LE CLIQUE "Tonight Is The Night" (LOGIC)
METHOD MAN "All I Need" (DEF JAM/ISLAND)
NAUGHTY BY NATURE "Craziest" (TOMMY BOY)
NINE "Any Emcee" (PROFILE)
REEL TO REAL "Conway" (STRICTLY RHYTHM)
RUFFNEXX SOUND SYSTEM "Luv Bump" (QWEST)
SHADES OF LOVE "Body To Body" (Keep In Touch) (VICIOUS)

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Stay
up
late.



MADONNA

BEDTIME STORY

#1 Most Added Mainstream & Crossover Top40 This Week Including:

KIIS-FM, KUBE, KMEL, Q106, WNCI, WKBQ, KMXV, KKSS, KZFM, KJYO, KZZU, WRVQ, WSPK and many more!

Already Spinning:

Z100 16x	PWR96 20x	WZPL 34x
KLRZ 35x	WWKX 30x	KKXX 30x
KKFR 45x	KZHT 15x	WNNK 15x
WJJS 30x	WFLY 22x	

The next single
from the album
Bedtime Stories

Produced by Nellee Hooper and Madonna

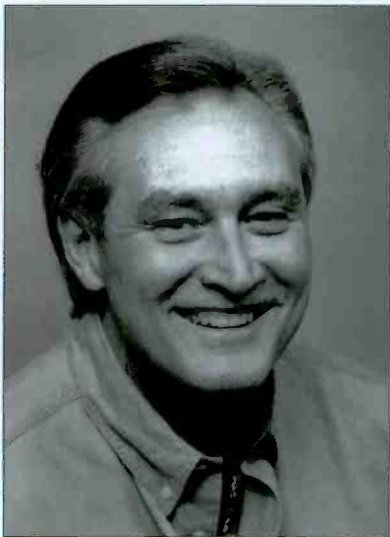
Management: Freddy DeMann/DelMann Entertainment



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HITMAKERS Faces & Places

ROBERT JAMIESON NAMED PRESIDENT OF RCA RECORDS LABEL



Robert Jamieson has been named President of the RCA Records Label, it was announced by Strauss Zelnick, President and Chief Executive Officer, BMG Entertainment North America.

Jamieson, who has served as President and General Manager of BMG Canada since 1991 and helped launch the 1995 Grammy nominees *Crash Test Dummies*, will oversee all aspects of the legendary record label. Under his direction, RCA will build on its ongoing successes in the Urban and Country field while revitalizing its contemporary repertoire.

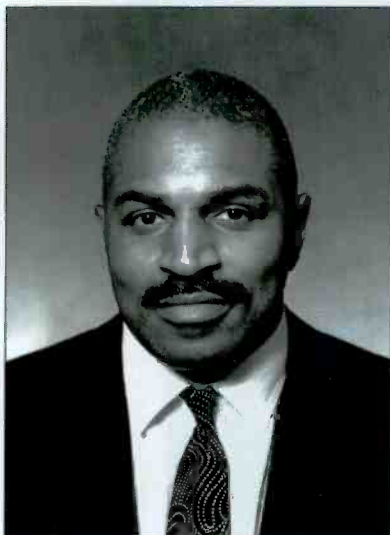
"The search for a new President of RCA has unquestionably been one of my most important priorities since I joined BMG Entertainment in January," Zelnick said. "Bob's experience, leadership, management skills and, above all, passion for the industry, make him an exciting choice to lead RCA as it moves toward its second century."

LAVA RECORDS ERUPTS AT ATLANTIC; FLOM NAMED PRESIDENT



The Atlantic Group has established a new label, Lava Records, it was announced by Atlantic Group President Val Azzoli. Long-standing Atlantic A&R executive Jason Flom has been named President of Lava, while remaining a Senior Vice President of Atlantic Records. Founded by Flom and based in New York City, Lava will employ a core A&R, promotion, and marketing staff which will work in close conjunction with the various Atlantic departments.

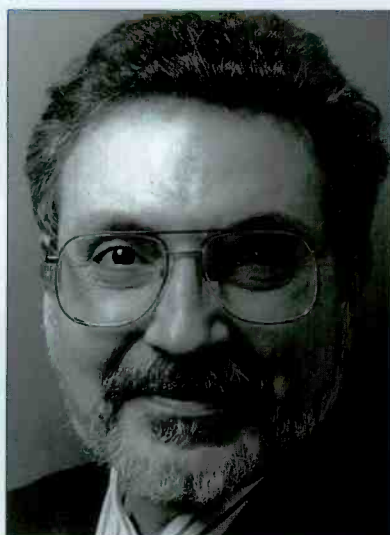
Val Azzoli commented: "Jason is one of the best A&R people in the business, and I am very pleased to announce the establishment of his own label within the Atlantic family. The remarkable range and depth of Jason's signings, from Skid Row to Tori Amos to Clannad, bode very well for Lava, and we are looking forward to the label's emergence as a wellspring of great talent. The creation of Lava continues Atlantic's philosophy of nurturing and empowering our people. I congratulate Jason on this well-deserved next step in a great career."



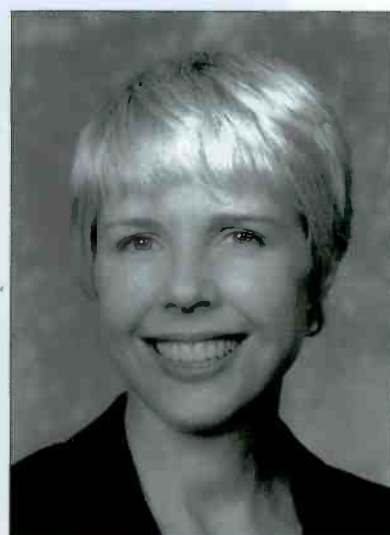
Greg Peck has been named Senior Vice President of Marketing and Promotion, Black Music Division for WARNER BROS. Records.



Leyla Turkkan has been appointed Executive Vice President/General Manager of TAG Recordings.



Barry J. Reiss has been appointed Senior Vice President, Business & Consumer Affairs for COLUMBIA House Company.



Carol Burnham has been promoted to Senior Director, Publicity for VIRGIN Records.

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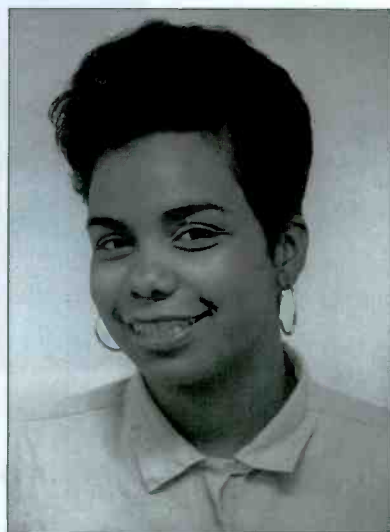
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Laura Curtin has been promoted to Vice President, Rock Promotion for EPIC Records.

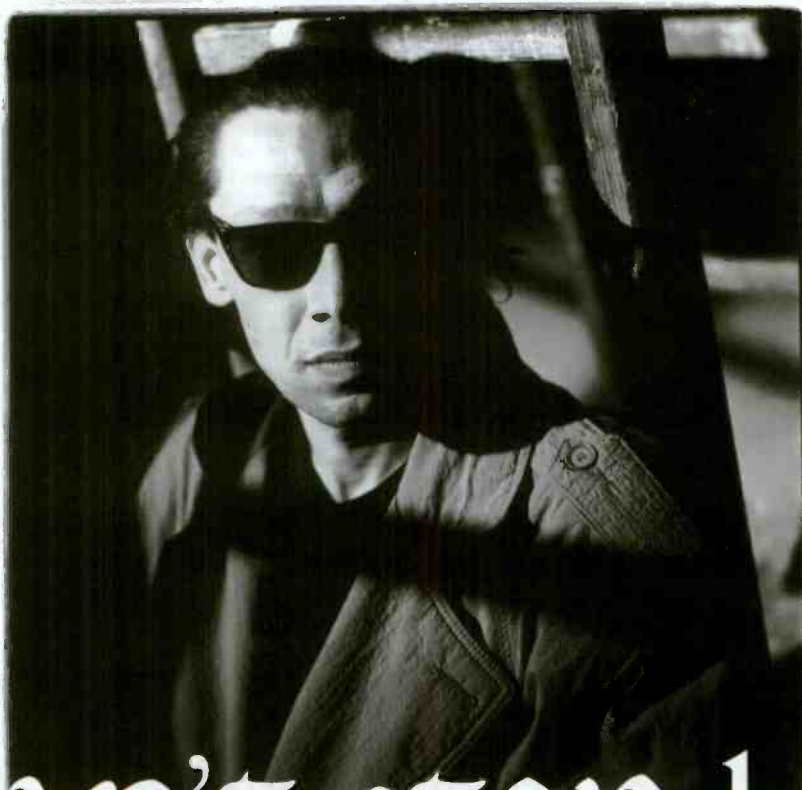


Jackie Rhinehart has been named Director, R&B Publicity for ARISTA Records.

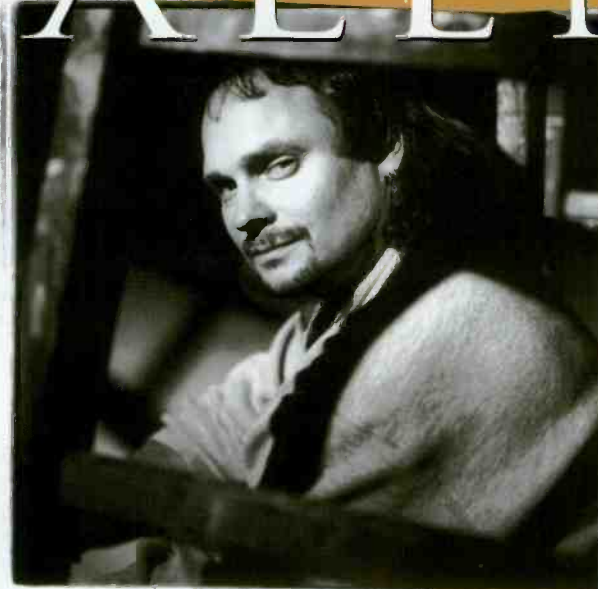


Kelly Haley has been named Vice President, Publicity and Media Relations for Uptown Entertainment.

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.



© 1995 warner bros. records inc.

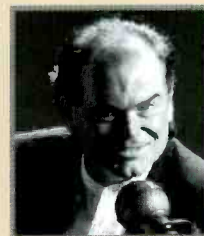
Billboard Top40 Monitor Mainstream: 30*-25*
LP Double Platinum • Still Selling Nearly 75,000 A Week!
More Than 1500 Top40 BDS Detections • More Than 12 Million Top40 Listeners
One of THE biggest airplay "gainers" this week!

New airplay this week: WXKS WNCI WXXL

Rotation This Week:

Z100 30x WIOQ 25x WPLY 20x KKFR 21x KIMN 15x Q99 35x B97 26x B94 30x WXJM 50x
WZPL 33x KDWB 23x KISF 10x WKBQ 25x WAPE 10x STAR94 26x

BRIEFS FROM THE WAR ROOM



WIMPY, WIMPY, WIMPY. It's become absurd...again. Where's the action? What's the deal with the sissy, copy cat, pale faced programming that's going on? Yikes! The '90s have been largely, a reflection of the '60s...audience-wise. But wait a minute. The programming of our radio star then was a battleground loaded with cause-driven passion, renegade, mission-oriented programmers. There are some of those programmers still around but, sadly they are difficult to find. However, the inheritance of the fearless trail blazing they left us is not locked away in a vault with a secret combination. Most often their methods were very direct, very simple. And there were wimps then too. Somebody had to win, somebody was going to lose. The winners circle wasn't very big. It was the powerful dynamic psyche of those special people that was so intriguing. It was a sport. It was fun, demanding and tough.

With straight-on Top40 virtually gone because it cut itself in so many little pieces that it hardly could maintain the concept of cutting the edge. Oldies, Country, Talk, Dance, Spanish (and the variations) of each, to name a few, are cleaning up!

Why? A check up on a few basic fundamental breakdowns should be good enough for now.

1. Dynamics through vigorous ambition. Study, use your senses, your gut, mix it up with some solid researching with any method available to you. Do whatever it takes to power through the obstacles and challenges that come between your winning, losing or

mediocre results. Some will say you are nuts...others will say you are a genius. If you come up a loser it won't matter much. *A whiter shade of pale in tweed* may keep a job for a while, but that's not a champion career path, not for a front line programmer...Maybe for a politics packing person who has other priorities on their agenda. That's another story.

2. Experience. A true sense of entrepreneurial action. If you are new to your position, line yourself up with somebody who has a winners track record. Mentors are hard to come by these days. If you are of the younger in your peer group, that's fine. But find the visionaries who have been there, done it, know what they're talking about and have taken some shots and kept on going...and winning. That's not to imply that you don't have great ideas and the stuff it takes to make you a gladiator of your time. Just keep in mind that everything you can add to your arsenal won't hurt you a bit. And for the fellow I read making comments about his currently successful station and the impending battle, never underestimate your enemy. You may have already bought your ticket out of town...and not only does he know it, he anticipated it. Good luck to you both.

3. The maverick attitude. Blow off the *rat pack*. Bag the *good ol boy network*. Enough of the me too penguin, copy cat stuff. Success leaves clues, true. But, imitation has become a boom business. Without the motivating inspiration and passion, the clarity, the victory spirit, the pride of winning, knowing that you did it with individuality and vision, will never be a

reality for you. A shame. Avoid getting caught up in the current of the river of not knowing what to focus on, what things mean and what to do, no matter what the conditions. Get clear, and you'll shape your destiny forever!

4. Total commitment. Live your ideas. Thicken your skin. So what? You'll screw up. Just decide to make flexible decisions. Make lots of them. Good exercise to make that truly committed decision to make things happen now, and you'll be around a lot longer. Get a grip on pain and pleasure. The secret? Use the pain and pleasure, don't let it use you.

To be continued. Your ideas...pro or con, will be confidentially blended into the next installment of the **WAR ROOM**. Call or FAX...let's talk.

Finally, a friendship for many years came to an abrupt end on March 19, 1995. As so many have expressed, he was quite a guy, a true professional and blessed with remarkable traits. Charlie. God bless you.

Mark Driscoll Productions PLANET CREATIONS is a voice over, custom production and creative specialist in the WARNER HOLLYWOOD STUDIOS. (213) 850-2666, (213) 934-2111. FAX: (213) 938-4200. Written exclusively for HITMAKERS.

MY VIEW

By **CHRIS RUH**

MANAGING GENERALLY

How much time do you spend with your general manager? More to the point, how much time does your general manager spend with you? Maybe you haven't given this question a lot of thought...but you should.

It's been my experience that many radio station GM's regard themselves as the over-seers of the various departments at their radio stations, with sales and programming topping the list. It's also been my experience though that attention to both of these departments is given lip-service, while sales is often (usually) the department that gets the bulk of a GM's time and attention.

This is somewhat understandable, given that most GM's come from the ranks of A.E.'s and not D.J.'s. And since revenue, billing and collections are the bottom-line, this disproportionate attention to sales seems almost rational and prudent. It is not.

It is a lesson we should have learned from corporate America's recent past, as U.S. firms, myopically focused on "the bottom-line," saw sales and market-share atrophy in direct proportion to the quality of their products. As revenue dried up, even less attention was paid to the quality of "product," and justified in the name of cost-cutting. Sales-oriented people who admittedly knew very little about the product (cars, computers, electronics), were elevated to upper-echelon management positions, while experienced research and development executives (who preached the utilization of new technologies...that could not only improve the product, but also lower the cost and increase sales) were often viewed as pariahs to the corporate culture.

Ultimately, when market share and revenues continued to decline, when the news every other day was filled with recall notices for domestic cars, and labor unions refused to allow their rank and file to become accessories to this culture of mediocrity through wage concessions and so-called "give backs," something had to change. It did.

"Quality" quickly replaced "cash-flow" as the new corporate mantra, chanted on the altar of R&D in board rooms coast-to-coast. "If We Build It, They Will Come" became a mission statement. Instead of just putting it together, assembly line workers were made a part of the design process. Innovative technologies held sway over the latest sales techniques. "*Blue-collar*" was in, "*suits*" were out! And the results have been the beginning of a renaissance for American manufacturers and increased global demand for U.S. goods.

Sadly though, this lesson seems to be lost when it comes to radio.

During a given day, most radio station general managers day planners are filled with

meetings with your station's sales manager. Lunches with clients, conference calls with your rep. firm, reviews of the station's account list, and evaluations of market monitoring, are all in addition to meetings with the entire sales staff. In that same day though, a GM may not have any scheduled contact the PD at all. This means, in effect, those GM's aren't so much "general" managers, as they are "specific" managers - devoting the bulk of their time and attention to one department, at the expense of another.

The fact that most GM's come from the sales ranks goes a long way in explaining the problem. And perhaps the thinking for some GM's is to concentrate on their particular area of expertise - sales, rather than meddling in the day-to-day affairs of the programming department. While this may be a thoughtful concession to let you, the PD, run the show, it may also be a cop-out; a case of justifying a lack of involvement with a philosophy of "hands-off" management and personal empowerment. Rest assured however, that this will quickly change as soon as your first suspect trend comes in!

Whatever the reasons, these GM's are not effective managers. Their failure to make the programming department a regular priority consigns them to the left-side of the learning curve and deprives you, the PD, of the opportunity to become a better manager through regular evaluations, input, dialogues and trouble-shooting sessions with the GM.

By now, your eyes are rolling back in your head, as you release a heavy sigh at the very thought of your GM meddling with your department. But this is not about meddling. Meddling is micro-managing...which is exactly the opposite problem. This is about GM's being appropriately involved; sitting in occasionally on music meetings, attending air staff meetings, assisting you with employee evaluations, organization or time-management, and providing regular scheduled time with you.

To be sure, there are plenty of GM's who are knowledgeable about, and involved in, the daily affairs of their station's programming departments. They understand their role in employee and product development. By keeping an eye, an ear, and a hand, on their station's programming departments, they are doing more than just being involved. They are supporting you, and expressing their commitment that the station's programming is something more than a mere vehicle by which a target audience is delivered to advertisers. In so doing, they have established an infrastructure built around the mutual goals of the entire station; one that will allow everyone to reap the benefits of a better bottom-line that results from a better product. They are winning general managers because they manage generally.

HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. **DAVE STEWART "Jealousy" (EASTWEST)**
2. **BRYAN ADAMS "Have You Ever Really..." (A&M)**
3. **ADAM ANT "Wonderful" (CAPITOL)**
4. **LETTERS TO CLEO "Here & Now" (GIANT)**
5. **SHERYL CROW "D'yer Maker" (ATLANTIC)**
6. **MADONNA "Bedtime Story" (MAVERICK/SIRE/WB)**
7. **DAVE MATTHEWS BAND "What Would You Say" (RCA)**
8. **HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)**
9. **WATERLILLIES "Never Get Enough" (SIRE)**
10. **4 P.M. "Lay Down Your Love" (ISLAND)**
11. **TECHNOTRONIC "Move It To The..." (EMI RECORDS)**
12. **ELASTICA "Connection" (Geffen)**
13. **TOM PETTY "Good To Be King" (WARNER BROS.)**
14. **BLUES TRAVELER "Runaround" (A&M)**
15. **DES'REE "Feel So High" (550 MUSIC/EPIC)**
16. **DIANA KING "Shy Guy" (WORK GROUP)**
17. **FUN FACTORY "Close To You" (CURB/ATLANTIC)**
18. **NIKKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)**
19. **REDNEX "Cotton Eye Joe" (BATTERY)**
20. **SOUL FOR REAL "Candy Rain" (UPTOWN/MCA)**
21. **STEVIE B. "Dream About You" (EMPORIA/THUMP)**
22. **BETTER THAN EZRA "Good" (ELEKTRA)**
23. **BLACKSTREET "Joy" (INTERSCOPE)**

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the Quarter

Columbia Crusades

Steve
Smith

DIONNE FARRIS

"I Know"

CAT THOMAS, MD, KLUC, Las Vegas

"Even though we are rhythmic station? a hit record is a hit record."

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."

TOAD THE WET SPROCKET

"Fly From Heaven"

JONATHAN RUSH, PD, WNOK, COLUMBIA

"I love this song. I'm happy for the guys."

YO! CO ROSS

"Miss ME"

JIM 'Chopper' COHN, DJ, Z100, New York

"Pop/Dance flare with female rap has catchy beat and melody. Could be huge."



PD, HOT97/New York

CONGRATULATIONS

From Your Friends at
COLUMBIA
Records
and
HITMAKERS
Magazine!

Nominees for Issue 823.

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 (818) 887-3440
Programmer of the week wins a Sony Walkman™!

The Programmer of the Quarter will receive a **SONY® 27" Color TV!**

Top40 Disc-covery Club

NEAL SHARPE, PD, JET-FM, Erie

LETTERS TO CLEO *Here & Now* (GIANT) - An edgy Pop song. I think this thing is gonna explode.

DES'REE *Feel So High* (550 MUSIC/EPIC) - A great follow-up. Sounds like a Top 10 smash. This won't take as long to develop as the last record, which we just took out of power this week!

CHRIS TAYLOR, PD, K92, Roanoke

ADAM ANT *Wonderful* (CAPITOL) - I dig it, man!

NEW ORDER *Let's Go* (QWEST/WARNER BROS.) - I got up and danced.

JOHN RAMSEY, PD, KCLD, St. Cloud

GREAT WHITE *If Ever I Saw A Good Thing* (ZOO) - Clarence Clement's on this. Real nice tune.

DAVE STEWART *Jealousy* (EASTWEST) - Not bad. I like this. Good song.

BETTER THAN EZRA *Good* (ELEKTRA) - Will cross. I like this for us. Will do well.

MARK RADWAY, MD, KDUK, Eugene

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - This guy's got a great voice. And it's a well-produced piece of music.

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Another smash. She doesn't do anything wrong.

DAVE STEWART *Jealousy* (EASTWEST) - Nice welcome-back for Dave.

ADAM ANT *Wonderful* (CAPITOL) - A very intriguing record. Neat sound!

ROXY LENNOX, APD, KGOT, Anchorage

LETTERS TO CLEO *Here & Now* (GIANT) - Already getting requests after just a few spins in our test rotation.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Beat out everybody on the Late Night Fight. Phones now are hot!

ED PAREIRRA, APD, KISF, Kansas City

STONE TEMPLE PILOTS *Dancin' Days* (ATLANTIC) - Could be the next Led Zep!

MICK FULGEM, MD, KISX, Tyler

COLLECTIVE SOUL (ATLANTIC) - Good new song from this band.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - We will be there. Good up record.

BOXING GHANDIS *If You Love Me Why Am I Dying* (ATLANTIC) - Cool tune. I like this.

SCOTT THOMAS, MD, KLYV, Dubuque

FLOCK OF SEAGULLS *Burn It Up* (BIG SHOT/REPRISE) - Great song. Will do very well.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - I like this a lot.

SHERYL CROW *D'yer Maker* (ATLANTIC) - Good tune. Sheryl is great.

MIKE CHASE, PD, KMCK, Fayetteville

TOM PETTY *Good To Be King* (WARNER BROS.) - He's big here in this part of the country!

DAVE STEWART *Jealousy* (EASTWEST) - I like the song.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - It's kinda catchy - like all their other stuff.

JEFF HUGHES, MD, KNIN, Wichita Falls

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Good song. Looks like a big record.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Great remake. This is strong.

R.E.M. *Strange Currencies* (WARNER BROS.) - What a record. This will be a monster.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great job. Hootie is here to stay.

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

R.E.M. *Strange Currencies* (WARNER BROS.) - Great song. This will do very well.

BETTER THAN EZRA *Good* (ELEKTRA) - I like this. Should cross.

REDNEX *Cotton Eye Joe* (BATTERY) - This is doing very well for us. Big phones.

PAT CLOUD, PD, KQID, Alexandria

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Good song. Should do well from the movie.

DAVE STEWART *Jealousy* (EASTWEST) - Love this. Good buzz on it.

4 P.M. *Lay Down Your Love* (ISLAND) - Good record. This fits us. I like it.

TED KELLY, PD, KQIZ, Amarillo

BILLIE RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Sounds good on the air.

LETTERS TO CLEO *Here & Now* (GIANT) - It's got a unique sound that really stands out!

JIMI JAMM, MD, KQKQ, Omaha

FUN FACTORY *Close To You* (CURB/ATLANTIC) - We are monkeying with it at night. This monkey might turn into a gorilla.

DURAN DURAN *Thank You* (ATLANTIC) - This song was great in the movie *With Honors*. If you're looking for a Rock ballad, this might be the one.

ANNIE LENNOX *No More I Love You's* (ARISTA) - Great adult record.

PAUL BRYANT, MD, KRBE, Houston

M-PEOPLE *Open Up Your Heart* (EPIC) - Killer song. More hooks than a tackle box.

OUR LADY PEACE *Star Seed* (RELATIVITY) - This blows my mind. After one listen, reminiscent of Live.

K7 *Move It Like This* (TOMMY BOY) - The more I listen and seeing rhythm crossover, this could be another Ini Kamoze.

JOHN DICKINSON, MD, KSIO4, Denver

REAL McCOY *If You Should Ever Be So Lonely* (ARISTA) - LP cut, this is a smash!

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - This is a good record. We will be there.

ENCHANTED *Enchanted* (RCA) - I was 'enchanted' by this song.

BLACKSTREET *Joy* (INTERSCOPE) - I like this a lot. Good song.

LARRY IRONS, PD, KWNZ, Reno

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Good song. Very nice feel.

BLUES TRAVELER *Runaround* (A&M) - I love this. Should be around for the distance.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Love this. Instant familiarity.

TOM MARTENS, PD, KWTX, Waco

ADAM ANT *Wonderful* (CAPITOL) - Good song from Adam.

WATERLILLIES *Never Get Enough* (SIRE) - Very good, very cool record.

SPANISH FLY *Daddy's Home* (UPSTAIRS) - I like this one. Good song.

JUSTIN CASE, MD, KZIO, Duluth

SEAL *I'm Alive* (WARNER BROS.) - Great song. Doing well for us.

PETE DROGE *Northern Bound Train* (AMERICAN) - Should cross Top40 with this cut.

MICHAEL DEAN, APD, OK95, Tri-Cities

4 P.M. *Lay Down Your Love* (ISLAND) - I really love this record. Good follow-up.

ADAM ANT *Wonderful* (CAPITOL) - It's a wonderful record.

BARE NAKED LADIES *Alternative Girlfriend* (REPRISE) - I love these guys. A really great song.

RAY KALUSA, MD, Q106, San Diego

DAVE STEWART *Jealousy* (EASTWEST) - I didn't know this guy could sing so well.

ADAM ANT *Wonderful* (CAPITOL) - I was pleasantly surprised at how Mainstream this is.

AARON NEVILLE *Can't Stop My Heart* (A&M) - Something with tempo that won't make people in their offices change the station.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - I feel better about this one than *Hold Her Hand*.

GARY MICHAELS, PD, Q99, Salt Lake City

ELASTICA *Connection* (Geffen) - Very different. I like this a lot.

THE DWELLERS *Rocket Ride* (EMI RECORDS) - Smash! This will cross over well.

LP In Store
April 4th!
Single In Store
April 11th!

T ELECTRONIC

NOT RONI

featuring Ya Kid K

MOVE IT TO THE RHYTHM

These Cities Have The Rhythm:

Minneapolis KDWB New!
Salt Lake City KZHT
Miami POWER96
Denver KS104
Providence WWKX New!
Rochester WPXY

Seattle KUBE
Chicago B96
Cleveland WZJM New!
Buffalo WKSE
Nashville Y107
Albany WFLY
And Many More!

Dallas KHKS
San Diego Z90
Indianapolis WZPL WHHH
Hartford WKSS
Kansas City KMXV New!
Spokane KZZU



SERVING THE MUSIC

From the album RECALL. Management: Dick Scott Entertainment

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Top40 Disc-overery Club

MIKE LOWE, MD, WA1A, Melbourne

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

LETTERS TO CLEO *Here & Now* (GIANT) - Crossover smash!

DIANA KING *Shy Guy* (WORK GROUP) - Good sound. Will do well with movie.

MIKE ORZEL, APD/MD, WAAL, Binghamton

TOM PETTY *Good To Be King* (WARNER BROS.) - Good record. Saw him on tour and loved him live.

ADAM ANT *Wonderful* (CAPITOL) - I love Adam's new song. Good job.

JOE FRIDAY, PD, WAEB, Allentown

SHERYL CROW *D'yer Maker* (ATLANTIC) - Anytime a woman says, 'oh, oh, oh, oh, oh, oh' on a record, it's got to be a hit - especially when she looks like Sheryl!

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - #1 single sales for like three weeks in a row! This is not an Urban record.

TLC *Red Light Special* (ARISTA) - Also huge single sales. You'll score too with this one.

DAMON COX, MD, WAPE, Jacksonville

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Haunting melody with a driving beat. Definitely Madonna.

WATERLILLIES *Never Get Enough* (SIRE) - Very cool record. Awesome hook.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Building nicely, upper demo phones.

CRAIG QUINN, MD, WAZY, Lafayette

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - I like this. Should do well for us.

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Good tune from Bryan. Movie should help.

BEAU LANDRY, PD, WBIZ, Eau Claire

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Strong song from the upcoming movie, *Don Juan*.

REDNEX *Cotton Eye Joe* (BATTERY) - Instant reaction record.

SHERYL CROW *D'yer Maker* (ATLANTIC) - Good cut off the Led Zeppelin tribute.

SCOTT ROBBINS, PD, WBNQ, Bloomington

4 P.M. *Lay Down Your Love* (ISLAND) - Just heard this. I like it a lot.

BLACKSTREET *Joy* (INTERSCOPE) - Should do well. Good record.

WATERLILLIES *Never Get Enough* (SIRE) - Very interesting. Good song. Nice feel.

BILL KLAPROTH, PD, WDBR, Springfield

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Same voice, different sound.

MICHAEL GAMBY, MD, WDBR, Springfield

LETTERS TO CLEO *Here & Now* (GIANT) - I've been writing to this guy for years...he owes me money.

DES'REE *Feel So High* (550 MUSIC/EPIC) - Has an Anita Baker feel. Don't call me about feeling up Anita Baker.

HOOTIE & THE BLOWFISH *Hey Hey What Can I Do* (ATLANTIC) - I'm a big Zeppelin fan...This song will fit Top40.

4 NON BLONDES *Misty Mountain Hop* (ATLANTIC) - Does a perfect Robert Plant impersonation, minus the bad clothes.

JOHN O'ROURKE, PD, WDJB, Fort Wayne

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - I just think it's awesome. Solid hit record. An edgy feel and a really intense video.

BLUES TRAVELER *Runaround* (A&M) - I just like it. We're a Rock-leaning market, so this should be great for us.

LIZ JORDAN, MD, WERZ, Exeter

DIANA KING *Shy Guy* (WORK GROUP) - Sounds good on the radio.

ADAM ANT *Wonderful* (CAPITOL) - I really like this. Adam is back.

ELASTICA *Connection* (Geffen) - Good song. Should cross.

JIM REITZ, PD, WFHN-FM, New Bedford

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Good song. Will be there.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - This is doing very well for us.

MITCH EDWARDS, MD, WGLU, Johnstown

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - It's Madonna. What can you say?

ADAM ANT *Wonderful* (CAPITOL) - This is a good record. I like it.

FOSSIL *Moon* (WARNER BROS.) - Good record. Should do well.

LETTERS TO CLEO *Here & Now* (GIANT) - *Melrose Place* rules!

WILLIE B., PD, WHHY, Montgomery

ADAM ANT *Wonderful* (CAPITOL) - This is a cool song. Stands out to me.

DAVE STEWART *Jealousy* (EASTWEST) - Good song from Dave. Funky and upbeat.

SPONGE *Molly* (WORK GROUP) - I like this. I saw KROQ went. Good tune.

ELASTICA *Connection* (Geffen) - Like. Will battle this song. Different.

JONNY HARTWELL, MD, WHOT, Youngstown

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great band. Love this record.

LETTERS TO CLEO *Here & Now* (GIANT) - This song is worth writing home about.

SHERYL CROW *D'yer Maker* (ATLANTIC) - A tribute to Led Zeppelin. A tribute to Sheryl. Makes *D'yer Maker* a hit!

SHAWN CAREY, APD/MD, WHTO, Williamsport

LETTERS TO CLEO *Here & Now* (GIANT) - Another great, totally '90s Pop/Rock record!

SHERYL CROW *D'yer Maker* (ATLANTIC) - A very good remake.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Definitely looking at this one.

JACKIE JOHNSON, MD, WIFC, Wausau

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - I generally don't like ballads, but this is a unique record. A fresh sound for Bryan.

ADAM ANT *Wonderful* (CAPITOL) - To me, this sounds like a smash!

BOXING GHANDIS *If You Love Me Why Am I Dying* (ATLANTIC) - It's so unique - very different from anything else on the radio - which is a good thing since you don't want to play the same old thing.

DEE DEE MCGUIRE, MD, WIOQ, Philadelphia

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - This is obvious. What can I say?

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - We love this record. Cool sound.

DENA DESNICK, MD, WJMX, Florence

STEVIE B. *Dream About You* (EMPORIA/THUMP) - Very good ballad. Stevie is back. Another success.

DAVE STEWART *Jealousy* (EASTWEST) - I like this.

REDNEX *Cotton Eye Joe* (BATTERY) - Really cool record for all stations from the clubs in Atlanta to the smaller ones in Florence.

KENNY KNIGHT, MD, WKBQ, St. Louis

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This band has arrived. This single is proof of it.

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Coming off the success of *Take A Bow*, *Bedtime Story* has quite a bit of potential.

PHIL THOMAS, PD, WKMX, Dothan

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This is a monster. Love this record.

SHERYL CROW *D'yer Maker* (ATLANTIC) - Good job, Sheryl. I like this. Off the Led Zeppelin tribute.

DENNIS DILLON, PD, WKXJ, Chattanooga

DAVE STEWART *Jealousy* (EASTWEST) - Funky, cool song. Up record.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Great radio song. Classic sound for Technotronic.

SHERYL CROW *D'yer Maker* (ATLANTIC) - Really good fun record. I like this.

SNOW

“Anything For You”

HUGE SPINS!

**WJJS-32 Plays, KMVR-18 Plays,
WKDY-8 Plays, WWKX-21 Plays,
WERQ-11 Plays, Z90-7 Plays**



Elektra-Entertainment

ADINA HOWARD

“Freak Like Me”



#2 MOST PLAYED



New Adds Include: WZPL, WAOA, WVAQ

SoundScan Pop Single *7-6

Hot Plays Happening At:

WWKX	86 Plays	WBSS	43 Plays	KIXY	57 Plays
WMGI	74 Plays	KBOS	41 Plays	WQHT	53 Plays
KJYK	68 Plays	KLUC	41 Plays	WJJS	44 Plays
XHTZ	65 Plays	KDON	80 Plays	KWTX	42 Plays
WJMH	62 Plays	KIKI	69 Plays	WFLY	41 Plays
WPGC	57 Plays	WJMN	65 Plays	KZHT	40 Plays
WERQ	55 Plays	WHJX	62 Plays		
WNVZ	44 Plays	WHHH	58 Plays		



Elektra Entertainment



#7 Requests

Top40 Disc-overery Club

DAVID SKINNER, PD, WLAN, Lancaster

DAVE STEWART *Jealousy* (EASTWEST) - I love this. Very hooky, catchy tune.

BELLY *Now They'll Sleep* (REPRISE) - Should cross. Doing very well.

ADAM ANT *Wonderful* (CAPITOL) - Good song. Just heard this.

VAN MICHAEL, OM, WNKI, Elmira

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

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Really grows on you. From the *Don Juan* movie.

JONATHAN RUSH, PD, WNOK, Columbia

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - I love this song. I'm happy for the guys.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - This should do very well.

KEVIN VAUGHAN, MD, WNSI, Hattiesburg

SEAL *I'm Alive* (WARNER BROS.) - Good song, great artist. We will be there.

DAVE STEWART *Jealousy* (EASTWEST) - Love this. Will be big when people realize who he is.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Will be huge!

RAGMAN, MD, WNTQ, Syracuse

LETTERS TO CLEO *Here & Now* (GIANT) - Sounds fresh when you put it on the air. Should be a hit.

TERRY SIMMONS, PD, WPXR, Davenport

BLACKSTREET *Before I Let You Go* (INTERSCOPE) - This is a deceiving Pop tune. Listen again.

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Tested and I got instant phones.

STEVIE B. *Dream About You* (EMPORIA/THUMP) - Instant reaction. Don't miss this.

DAVE STEWART *Jealousy* (EASTWEST) - Funky and different. Just what radio needs.

LORI ROBBINS, MD, WQGN, New London

GENERAL PUBLIC *Rainy Days* (EPIC) - Perfect springtime record!

DAVE STEWART *Jealousy* (EASTWEST) - Good hook, and a good record.

4 P.M. *Lay Down Your Love* (ISLAND) - Just a really good song!

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

SHERYL CROW *D'yer Maker* (ATLANTIC) - This is the sound. Best cut on the album.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Perfect summer party record.

SCOTT FEIST, MD, WRKY, Steubenville

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Great song. I like this.

DAVE STEWART *Jealousy* (EASTWEST) - Good funky, up record. Will do well.

TOM PETTY *Good To Be King* (WARNER BROS.) - Good new record from Tom. Great live.

KEITH CURRY, MD, WSNX, Grand Rapids

REAL McCOY (ARISTA) - Finally got the album - thank you, thank you, thank you! The Ace Of Base of '95!

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Great tempo for nights. Just what you need to spice it up!

BLUES TRAVELER *Runaround* (A&M) - A great song.

STEW SCHANTZ, PD, WSPK, Poughkeepsie

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - It will grow on you.

TOM PETTY *Good To Be King* (WARNER BROS.) - Great follow-up. Great live version on tour.

DIANA KING *Shy Guy* (WORK GROUP) - Blockbuster movie. Good Pop Reggae.

WATERLILLIES *Never Get Enough* (SIRE) - I like this song.

MIKE SOMMERS, PD, WSTW, Wilmington

WATERLILLIES *Never Get Enough* (SIRE) - Great tune. I love this.

SHARA NELSON *Down That Road* (EMI RECORDS) - Great new record, new artist.

TONY BRISTOL, MD, WTIC-FM, Hartford

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This is a big one. Hootie will do well.

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Great sound from the movie.

FOREIGNER *Until The End Of Time* (PRIORITY) - Total familiarity. Total hit sound!

LACY NEFF, PD, WVAQ, Morgantown

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - This is like an up, female H-Town.

MARY J. BLIGE *I'm Going Down* (MCA) - This is a great song. Great video.

CURT KRUIZE, MD, WVKS, Toledo

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Good song. This is doing well for us.

TLC *Red Light Special* (ARISTA) - Great reaction on this one. Slamming!

THE HUMAN LEAGUE *Tell Me When* (EASTWEST) - Good song. Has an '80s retro feel.

TONY CASTLE, MD, WWST, Knoxville

4 P.M. *Lay Down Your Love* (ISLAND) - It's won several nights on Star Wars!

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Another winner at night on Star Wars.

WATERLILLIES *Never Get Enough* (SIRE) - A Modern Rock tune with a Pop edge!

CALVIN HICKS, PD, WWXM, Myrtle Beach

DAVE STEWART *Jealousy* (EASTWEST) - Excellent record. With Nile Rogers and Bootsie Collins, it's a smash!

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - A good record - will take off. A guaranteed hit!

JOHN IVEY, PD, WXKS, Boston

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Absolutely huge...Sounds great on the air.

SHERYL CROW *D'yer Maker* (ATLANTIC) - Adds good power to nights.

JOHN WAITE *How Did I Get By Without You* (IMAGO) - Very nice midday record.

DAVE EUBANKS, MD, WZJM, Cleveland

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - They're back. Great feel. Great uptempo record.

ADAM ANT *Wonderful* (CAPITOL) - Ant music returns. Don't get caught up in the acoustic badrap. This is there.

STEVIE B. *Dream About You* (EMPORIA/THUMP) - Instant reaction. KIIS-FM in L.A. and WZJM in Cleveland - both can't be wrong.

BRUCE STEVENS, PD, WZNY, Augusta

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Madonna. What can I say? This will be there.

TOM GARRETT, PD, WZOK, Rockford

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Not since the *Lion King* has there been such a guaranteed hit.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - A great Midwest, mid-tempo Pop record.

4 P.M. *Lay Down Your Love* (ISLAND) - We put it on as the challenger for our nightly music test, and it beat out everyone to become our first five-time undefeated champion.

CAT THOMAS, PD, WZYP, Huntsville

DAVE STEWART *Jealousy* (EASTWEST) - Sounds like a good Adult Pop song. Should be a great hit record - good production.

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Great record for the Spanish people who live in Alabama.

WATERLILLIES *Never Get Enough* (SIRE) - A very smooth, Pop adult record.

AL BURKE, PD, Y102, Reading

GREAT WHITE *If Ever I Saw A Good Thing* (ZOO) - Sounds like a Led Zeppelin ballad. A love song of the '90s.

DAVE STEWART *Jealousy* (EASTWEST) - I like this a lot. Just got it.

ELASTICA *Connection* (Geffen) - We like this a lot. Should cross.

CHARLIE QUINN, PD, Y107, Nashville

TOM PETTY *You Wreck Me* (WARNER BROS.) - This is my choice of single for this artist.

RAPPIN' 4-TAY

I'll Be Around

FEATURING **THE SPINNERS**

NEW ADDS:

KWIN WOVV
KZZU KLYV
KPSI WFLY

**SINGLE SALES
 EXPLODING
 AT RETAIL**

L.A. #11
SAN FRANCISCO #6
SAN DIEGO #24
TUCSON #25
SEATTLE #11
SACRAMENTO #16
DAYTON #11
PROVIDENCE #10
BOSTON #32
LAS VEGAS #21
INDIANAPOLIS #25
MILWAUKEE #12

SPINNING AT:
KUBE 41x
WHJX 31x
KZHT 42x
WWKX 66x
KLUC 16x
KJYK 30x

KCAQ 12x
HOT97.7 76x
WILD107 43x
KMEL 22x
FM102 10x
KDON 18x
KS104 16x

KTFM 20x
KPRR 18x
KZFM 20x
WHHH 32x
KKXX 13x
Z90 11x
WJJS 15x

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No. 315

FROM THE ALBUM DON'T FIGHT THE FEELIN'

EMI Records
 Chrysalis
 SERVING THE MUSIC

MANAGEMENT: FRANKY J. HUDSON / RAG TOP ENTERTAINMENT



HITMAKERS Faces & Places



The T.J. Martell Foundation For Leukemia, Cancer and AIDS research has announced Arista Records President, Clive Davis as the recipient of the 1995 Humanitarian Award. Pictured (l-r): **Tony Martell**, Sr. VP/GM of Epic Associated labels and Chairman of the Martell Foundation; **Clive Davis**, President, Arista; **Frances Preston**, President/CEO, BMI Music and President of the Martell Foundation; and **Tom Freston**, Chairman and CEO of MTV Networks and last year's honoree.



Jon Secada kicked off the North American leg of his Heart Soul & A Voice World Tour in Los Angeles where he was presented with a triple-platinum plaque to commemorate three million in sales of his self-titled debut and one million sales of his current release, *Heart Soul & A Voice*. Pictured (l-r): **Jorge Pinos**, William Morris Agent; **Jon Secada**; **Emilio Estefan Jr.**, Manager; **Jose Behar**, President, EMI Latin; and **Davitt Sigerson**, President, EMI Records.



Legendary rockers Paul Stanley and Gene Simmons of the band KISS, were recently awarded gold plaques for *KISS ALIVE II*, *KISS MY ASS* (a KISS Tribute album), and *KISS My Ass* home video. Pictured (l-r): **Drew Murray**, Sr. Dir., Rock Promotion; **David Leach**, Sr. VP, Promotion; **Paul Stanley**; **Ed Eckstine**, President, Mercury Records; and **Gene Simmons**.



Sire/EEG has announced the signing of Spacehog. Their debut album is slated for fall release. Pictured (l-r): **Risa Morley**, Dir., Int'l. A&R, Elektra Entertainment Group; **David Sonnenburg**, Mgr.; **John Hecker** and **Ivan Ivan**, Hifi Recordings; **Antony Langdon**, Spacehog; **Ken Freundlich**, Lawyer; **Royston Langdon**, **John Cragg**, and **Richard Steel**, Spacehog; and **Beth Patterson**, Sr. Dir., Business Affairs, Elektra Entertainment Group. Sitting: **Seymour Stein**, President, Elektra Entertainment Group.



Creator and Executive Producer Don Cornelius takes time out from his successful Ninth Annual "SOUL TRAIN MUSIC AWARDS" which was held at Los Angeles' Shrine Auditorium to pose with his co-host. Pictured (l-r): **Anita Baker**; **Kenneth "Babyface" Edmonds**, **Patti LaBelle**; and **Don Cornelius**.



So So Def/WORK artist Da Brat was recently presented with a plaque commemorating platinum sales of her debut album, *FUNKDAFIED*. Pictured (l-r): **Rich Kudolla**, Sr. VP, Sales, Columbia; **Don Jenner**, Chairman, Columbia Records Group; **Jermaine Dupri**, Funkdafied producer and President, So So Def Recordings; **Tony Anderson**, Sr. VP, Black Music, Columbia; **Michael Mauldin**, artist manager; **Da Brat**; **Ashley Fox**, Sr. Dir., Artist Development, Columbia; **John Ingrassia**, Sr. VP, Columbia Records Group; and **John Coppola**, Sr. Dir., National Promotion, WORK.

DAVE FERGUSON

STAYING LEGAL

I got the idea for this column from a memorandum to WPGC department heads from our Chief Engineer, Tom McGinnly. Tom had copied an article from "Radio Pro" about "staying legal" in this time of "deregulation". Is the FCC turning it's head and ignoring infractions? No! Not in the least! Now, more than ever, the FCC is out to get you. Why? Because they need the money! The more their federal funds are cut, the more they'll justify their jobs, (and pay their bills), by fining radio stations for carelessness.

Deregulation certainly doesn't mean that the rules are not going to be enforced. Deregulation has nothing whatsoever to do with EBS tests, transmitter log maintenance and other aspects of station operations that fall under FCC guidelines. Many of the rules are fairly easy to understand, but there are some, like obscenity, and contest disclosure, that seem to be less interpretable than ever before. In areas such as these, the public's perception also plays a role. That's why radio stations pay exorbitant legal fees to insure that public service requirements are met, EEO guidelines are followed, and contest rules are properly worded, posted, and broadcast. If there's a loophole, you'd better hope your lawyer finds it before

some disgruntled employee, scam-artist, or special-interest group does.

As for the more technical of the FCC's guidelines, Pro Radio's article offers a simple check list that could help you fine-tune your station's FCC compliance.

1. Make sure every member of your airstaff has a license, and that it is posted according to the FCC rules and regulations.
2. School each operator on how to turn the transmitter on and off.
3. Knowledge of how to run an EBS test, and how to log the airing or reception of one, is a must.
4. They should also know how to activate the EBS system, and know the steps to take once the system has been activated.
5. Transmitter readings should not only be taken, but UNDERSTOOD! Inconsistent readings should be reported to the engineer.

These tasks seem very basic to the experienced broadcaster, but in all honesty, they are usually ignored, or simply faked by a majority of air talent. In most cases, it's the intern or assistant who performs such duties. Unfortunately, if the FCC walks in to your station, they will ask the person who signs on and off the air to perform these and other functions, NOT the intern or



assistant. A single infraction could cost the operator, (and the station), anywhere between \$10,000 and \$25,000 dollars.

As if you didn't already have enough to worry about while gearing up for the Spring ratings, here's another pain in the ass. If you're like me, you'll put the responsibility on the engineering department. Have them do a weekly checklist to find the problem areas before it's too late. Plus, have them perform an FCC workshop for the airstaff to make sure that everyone is properly trained.

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

SPANISH RADIO, THE NEW FRONTIER

One of the fastest growing segments of the US population is the Hispanic segment. Los Angeles is 35% Hispanic and is served by 6 Hispanic FM stations. Miami's Dade County is 33% Hispanic and has 5 Hispanic FMs. Nationally there are over 430 Spanish formatted stations. Eventually Hispanic will become America's number one minority. In fact, if you count radio stations, you'll find that there are more Spanish formatted stations in America than there are Top 40's!

Some of the people working with this format have names you'll recognize from their Top 40 days. Bob West, who programmed several Top 40's, including KGGI in San Bernadino, KAMZ in El Paso, KBOS Fresno and KROY in Sacramento. Another is Bill Tanner who programmed the legendary Y- 100 and Power 96 in Miami. Keith Isley programmed # 1 Miami rated Top 40 WINZFM also known as I-95.

Isley is now programming Miami Hispanic station WRMA known as Romance 106.7, which is rated # 3 12+. Tanner's KLVE in Los Angeles is rated 4 2 12+. Bob West, now consults for the Jerry Clifton group, New World Communications. West specializes in both Hispanic leaning Top 40's and Spanish formats, which include KHOT in Tuscon, Capitol Radio in Sacramento, and The Super X also in Sacramento. KHOT is now the number one Spanish station in Tuscon, both of West's

Sacramento stations have only been on for about three months.

Bill Tanner says this Spanish format is a different world, but there are also similarities. "Good radio programming principles, eliminating clutter, playing the hits, clear positioning, good DJs, do translate to Spanish. A hit is still a hit."

Bob West says things are changing fast, "It's kinda like Top 40 was ten or fifteen years ago, as the Hispanic population grows, the Spanish format is becoming more sophisticated. There are several musical varieties of the format, Banda, Tejano, Grupos, International, Mariachi, and many others. Just like in Top 40 where we have Rap, Modern Rock, Pop, Churban and Dance."

Keith Isley says the Hispanic listeners are relatively sophisticated radio consumers who appreciate a quality product. In fact Keith says, "many of my listeners are the same people who grew up listening to Top 40's Y-100 and I-95 in the '70s and '80s. Back then Hispanic radio in Miami was targeted 35+, the young Hispanics wanted nothing to do with it."

Bob West agrees, "As more and more signals are coming on the air, the stations are having to become more and more sophisticated. So now we're focusing on one part of the Hispanic audience just as we do with the different parts of the Top 40 audience. The key is doing research to find out what type of Hispanic audience you're serving. In California much of the Hispanic audience is of Mexican descent, in Florida it's mostly but not all, Cuban descent. New York serves many Puerto Ricans. All of those are totally different audiences, different cultures. So learning all the cultural nuances is imperative." West points out that Texas is a huge Hispanic market too. "This region's Tejano format is a



completely different style of music, kind of Mex-Tex. It has a country feel to it and is targeted to more assimilated Hispanics."

"Spanish is a language, not a format." says Isley, "The Miami stations that appeal strictly to Cubans tend to have mostly 65+ audiences. These tend to be the talk stations. Our goal at WRMA is to be mass appeal. In Miami there are increasing numbers of Colombians, Nicaraguans and immigrants from other Central and South American nations."

Recent changes in the Mexican economy will only quicken the pace of Hispanic influence in the United States. This form of radio will only get bigger!

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.

Spanish Fly '95

“Daddy’s Home”

New Airplay: KZHT, KKSS, KQMQ

BB Top 40 Rhythm Crossover Monitor: 31*-29*

Already More Than 550 Top 40 BDS Detections This Week!

Top 10 Callout and Top 5 Requested:

**HOT97.7 (79x) KYLD (38x) B95 (41x) KLRZ (48x) KKXX (40x)
KTFM (45x) KGGI (30x) KUBE (40x) KLUC (15x) WHHH (15x)
KPRR (28x) FM102 (10x) Z90 (20x)**

Mike Tierney/KUBE PD: *“We just started playing this record last week, and the phone response was Top 10 requests right away. Great response record!”*

Cliff Tredway/KTFM PD: *“In our callout research this week, Daddy’s Home’ is the #1 Best Testing Callout record with our core audience of females. Unbelievable phone reaction. Get this on the air now-a major secret weapon.”*

*****Watch for their hot new video coming soon! Single in-store April 11!**



DANA DANE

“Rollin Wit Dane”

Most Added At Rhythm Crossover Top40 This Week Including:

92Q, KXHT, KKSS, KPRR, B95

**Early airplay believers: WJMN (36x) KLUC (21x) HOT97.7 (17x)
WJJS (14x) KDON (12x) Z90 (10x) WHJX (10x) and more**

Just Added to



610



MAVERICK



RECORDS

Selection#610



Giving You A Choice

Reazar's Records

In case you missed the real deal last week about the Month of G's, **Lyor Cohen** Def Jam/Island turned me on to two new albums by **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 in which 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 **Motti** at 213-661-1800.

METHOD MAN with **MARY J. BLIGE** "All I Need" Def Jam/Island continues to be the shit. You will be getting your CD version this week. The video is on fire soon to be on TV's everywhere. **Hot97's Tracy Cloherty** discovered **METHOD MAN & MARY J. BLIGE** "All I Need" Def Jam/Island and put it right on the air, the best ears in the Big Apple! Also on with 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**.

Crossing **DIONNE FARRIS** "I Know" from Pop to Rhythm continues this week with the help of **Jerry McKenna** Columbia, **KUBE**, **WERQ**, **KS104**, **KFFM**, **WOVV** and look who hit it this week **Jerry Dean/KLUC**, **Frank Walsh/WPOW**, **Scott Wheeler/WHHH**, **Bob Hamilton/WILD107**, **Michelle Santosuosso/KMEL**.

Burt Baumgartner and **Justin Fontaine** of The Work Group have got the hottest sound track out today with **BAD BOYS**. The three exploding cuts all over radio are

DIANA KING "Shy Guy" **David Lee Michaels/WJJS**, **Jay Stevens & Albie D/WPGC**.

JON B. AND BABYFACE "Someone To Love" **Charles Chavez & Cliff Treadway/KTFM**, **Greg Head & Rob Scorpio/KBXX**, **Bob Lewis & Mark Medina/KWIN**, **Cadillac Jack & Cat Collins/WJMN**, **Michelle Santosuosso & Joey Arbagey/KMEL**, **Bob Perry & Pete Manriquez/KHQT**, **Bob Hamilton & Michael Martin/WILD107**.

69 BOYZ "505 Here They Come" on at **Lisa Vasquez & Jeff Nelson/Z90**, & **Mikey Johnson & Greg Brady/WHJX**.

Maverick Records headed up by **Freddie DeMann** and **Terry Anzaldo** are still on fire with the new **DANA DANE** "Rollin' Wit The Dane". Joining **WHJX**, **WJJS**, **KDON** and **Z90** this week are **Roy Jaynes/KKSS**, **Michelle Mercer/KPRR**, "Dr. Dave" **Ferguson/WPGC AM**, **Brian DeGeus/KZHT**, **Mark Adams/KBOS**, **Russ Allen/WERQ**.

2 PAC "Dear Mama" Interscope. **Roy Jaynes/KKSS**, **Bob Hamilton** and **Michael Martin/WILD 107**, **Todd Cavanah** and **Eric Bradley/B96**, **Frank Walsh** and **John Rogers/WPOW**. New believers this week are **Army Ferreri/KGGI**, **Dr. Michael Lynn/WBSS**.

BLACKSTREET'S "Joy" Interscope on with **Bob Hamilton/WILD 107**, **Bob Perry/KHQT**, **David Lee Michaels/WJJS**, **Rob Scorpio/KBXX**, **Michael J. Steel/KZFM**, **John Candelaria/KPRR**, **Brian Douglas/WJMH**, and **Joe Dawson/ WWKX** and new this week are **Alan Oda/KIKI**, **Michael Newman/KDON**, **John Candelaria/KPRR**, **MC Boogie D/KJYK**.

These jamz are bustin' a move on the rhythm charts, new this week:

NOTORIOUS B.I.G. "Big Poppa" (Bad Boy/Arista) **KGGI**.
IV XAMPLE "I'd Rather Be Alone" (MCA) **B95**, **KIKI**, **WHJX**, **KDON**.
STEVIE B "Dream About You" (Emporia) **KUBE**, **WJMN**.
SPANISH FLY "Daddy's Home" (Upstairs/WB) **KKSS**, **KZHT**.
DR. DRE "Keep Their Heads Ringin'" (Priority) **HOT97**, **WHJX**.

SKEE-LO "I Wish" Sunshine/Scotti Brothers. Believers on it are **M.C. Boogie D/KJYK**, **Michelle Mercer** and **Bruce St. James/Power 106**, **John Candelaria** and **Victor Starr/KPRR**, **Bob Lewis** and **Mark Medina/KWIN**.

KID SENSATION "Seatown Funk" Ichiban - Spiking on **KUBE** and getting good reaction.

FUN FACTORY "Close To You" Curb/Atlantic - **B96** in Chicago is blowin it up!

NAUGHTY BY NATURE "Craziest" Tommy Boy. You gotta see their promotional t-shirt. If you didn't get one call **Mike Becce** 212-388-8307. On it are **WQHT**, **WERQ**, **KBXX**, **KMEL** New this week are **Brian Douglas/WJMH** & **Mikey Johnson/WHJX**.

WATERLILLIES "Never Get Enough" Sire/Reprise **Joe Dawson/WWKX** & **Michael J. Steel/KZFM**.

KEITH MARTIN "Never Find Someone Like You" Columbia **Michelle Mercer/POWER106**.

4PM "Lay Down Your Love" Island **WBSS** & **WERQ**.

THE VYBE "Take It To The Front" Island keeps on vybing at **HOT97**, **WJJS**, **WHHH**, **Z90**, **WPOW**, **KDON**. Just added at **KZFM**.

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

Other new jamz to check out are **SPRAGGA BENZ** "A-1 Lover" Capitol, **SPEARHEAD** "Hole In The Bucket" Capitol, **CORONA** "Baby Baby" EastWest/Elektra.

B.R.'s Secret Weapon the **BLOOD HOUND GANG** "Mama Say" Sony, if you can get your hands on this, put this right on the air and watch the phones blow up!!!

Don't forget about the convention coming up in Chicago May 4, 5, 6. Friday, May 5th is "Rhythm Day". Keep your ears tuned cause I'll be talking to you about this!

See Ya

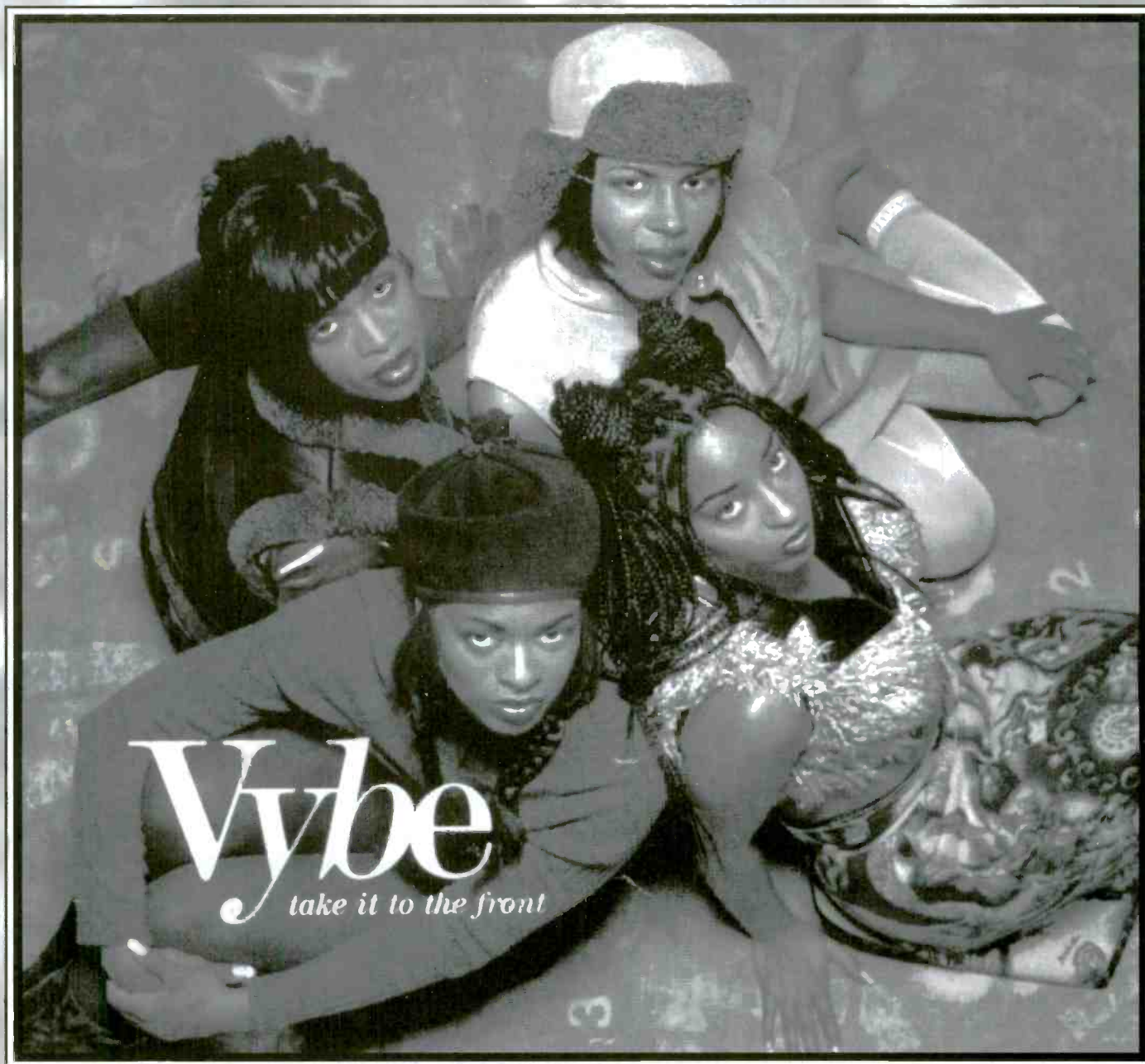
Barry "Reazar" Richards

Most Disc-overed for this issue

1. **JON B. AND BABYFACE** Someone To Love (YAB/YUM/550)
2. **BLACKSTREET** Joy (INTERSCOPE)
3. **SOUL FOR REAL** Every Little Thing I Do (UPTOWN/MCA)
4. **69 BOYZ** f/K-Nock FIVE O, FIVE O (Here They Come) (WORK GROUP)
5. **BLESSID UNION OF SOULS** I Believe (EMI RECORDS)
6. **IV XAMPLE** I'd Rather Be Alone (MCA)
7. **NIKKI FRENCH** Total Eclipse Of The Heart (CRITIQUE)
8. **BILLIE RAY MARTIN** Your Loving Arms (EASTWEST/ELEKTRA)
9. **DANA DANE** Rollin' Wit Dane (MAVERICK)
10. **DIANA KING** Shy Guy (WORK GROUP)
12. **DOUBLE YOU** Run To Me (ZYX)
13. **MADONNA** Bedtime Story (MAVERICK/SIRE/WB)
14. **SPANISH FLY** Daddy's Home (UPSTAIRS)
15. **4 P.M.** Lay Down Your Love (ISLAND)
16. **BLOOD HOUND GANG** Mama Say (SONY)
17. **BLACK WOMEN UNITE**/Various Artists Freedom (MERCURY)
18. **CORONA** Baby Baby (EASTWEST)
19. **DA BRAT** Give It 2 U (WORK GROUP)
20. **DIONNE FARRIS** I Know (COLUMBIA)
21. **DR. DRE & ED LOVER** For The Love Of You (RELATIVITY)
22. **E-40** One Love/Stick Wid It (JIVE)
23. **FRANKIE KNUCKLES** f/Adiva Too Many Fish (VIRGIN)
24. **FUN FACTORY** Close To You (CURB/ATLANTIC)
25. **HARMONY INNOCENT** That's What I Like (QUALITY)
26. **IMMATURE** I Don't Mind (MCA)

VYBIE

“Take It To The Front”



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

**KCAQ, WJJS, WHHH, Z90, KZFM,
HOT97, KZFM, WPOW, KDON**

SoundScan Rankings In: Los Angeles, Washington D.C., Norfolk, New Orleans
Billboard Hot R&B Single 67* - 58* • R&R Urban Single 38*

JOEY ARBAGEY, MD, KMEL, San Francisco

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550) - Smash! Very similar to Babyface.

TOTAL *Can't You See* (TOMMY BOY) - Puffy's done it again.

ROTTEN RASKALS *Oh Yeah* (ILLTOWN) - Very good street buzz.

PANTHER *Freedom* (MERCURY) - They got all the divas working this track.

FRANKIE KNUCKLES f/Adiva *Too Many Fish* (VIRGIN) - Frankie turns it out again.

CAMILLE CASHWELL, MD, 92Q, Baltimore

ILL AL SKRATCH *Chill With Dat* (MERCURY)

JESSE CAMPBELL *When U Cry I Cry* (CAPITOL)

DANA DANE *Rollin' Wit Dane* (MAVERICK)

MIKEY FREEMAN, APD/MD, KBOS, Fresno

MONICA *Don't Take It Personal* (ARISTA) - So so extra large!

DANA DANE *Rollin' Wit Dane* (MAVERICK) - Very cool jam!

ERIK BRADLEY, MD, B96, Chicago

REAL McCOY (ARISTA) - The whole CD is loaded, obviously!

LE CLIQUE *Tonight Is The Night* (LOGIC)

ICE MC *Think About The Way* (ZYX)

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE)

PHARAO *There Is A Star* (COLUMBIA)

CORONA *Baby Baby* (EASTWEST)

DOUBLE YOU *Run To Me* (ZYX)

THE OUTHERE BROTHERS *Don't Stop* (STEALTH)

THE OUTHERE BROTHERS *Boom Boom Boom* (STEALTH)

MICHAEL NEWMAN, PD, KDON, Salinas

BLACKSTREET *Joy* (INTERSCOPE) - When you hear this on the air - you'll love it. Deep production and a great song!

IV XAMPLE *I'd Rather Be Alone* (MCA) - The first note captures you and you're hooked. Slam dunk!

SONIA JIMENEZ, APD, KGGI, Riverside

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550) - I love it! I love it! I love it! I love it!!

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Great midday record.

BLACKSTREET *Joy* (INTERSCOPE) - This will be their biggest record ever.

JAMES COLES, MD, KIKI, Honolulu

BOYZ OF PARADISE *Shining Star* (MCA) - Great bunch of guys. Great song.

BLAK PANTA *Do What U Want* (TOMMY BOY) - Lots of flavor a la Ini Kamoze.

RUFFNEXX SOUND SYSTEM *Luv Bump* (QWEST) - Great cutie pie sample. The maestro mix.

RICK THOMAS, PD, KSFM, Sacramento

SOUL FOR REAL *Every Little Thing I Do* (MCA)

JON B. & BABYFACE *Somebody To Love* (SONY/550)

TOTAL *Can't You See* (TOMMY BOY)

JAY STEVENS, PD, WPGC-FM, Washington, DC

DA BRAT *Give It 2 U* (WORK GROUP)

BLACK WOMEN UNITE/VARIOUS ARTISTS *Freedom* (MERCURY)

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550)

LISA VASQUEZ, PD, Z90, San Diego

HARMONY INNOCENT *That's What I Like* (QUALITY)

DR. DRE & ED LOVER *For The Love Of You* (RELATIVITY)

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS)

DIANA KING *Shy Guy* (WORK GROUP)

SAM SNEED *You Better Recognize* (INTERSCOPE)

JOE DAWSON, PD, KIX106, Providence

69 BOYZ f/K-Nock *FIVE O, FIVE O (Here They Come)* (WORK GROUP) - It's a good follow-up to Tootsee Roll.

JACKIE GRAHAM *Absolute E'Sensual* (CRITIQUE) - It's a feel-good, springtime record.

MISSJONES *Where I Wanna Be* (TOMMY BOY) - It's a good vibe, in the hook.

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

ROULA *Lick It* (S.O.S./ZOO)

BLACKSTREET *Joy* (INTERSCOPE)

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550)

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT)

ROY JAYNES, PD, KKSS-FM, Albuquerque

DJ QUIK *Safe & Sound* (PROFILE) - Early phones. Definitely a record for Albuquerque.

SCARFACE & ICE CUBE *People Don't Believe* (NOO TRYBE) - Testing and it's showing sales.

DANA DANE *Rollin' Wit Dane* (MAVERICK) - Really in the pocket because of the Rick James sample.

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Like the remix. After two or three listens I'm now a believer.

E-40 *One Love/Stick Wid It* (JIVE) - In the pocket for our audience.

KOZMAN, APD/MD, KKXX, Bakersfield

SPANISH FLY *Crimson And Clover* (UPSTAIRS) - The best \$13.99 I've ever spent and Warner Bros. never has to worry about another radio station sending it to me.

SPRAGGA BENZ *A 1 Lover* (CAPITOL) - Uptempo Reggae, and all hook.

INTONATION f/Joe *Die In Your Arms* (METROPOLITAN) - If you have this on your desk, check it out.

KAHUNA, PD, KLRZ, New Orleans

BIG DOC *Da Tilt* (SCARFACE/PRIORITY) - Party jam that's testing well at night.

ASWAD *You're No Good* (ATLANTIC) - Another remake that I'm testing on middays and has a cool Reggae feel.

K7 *Move It Like This* (TOMMY BOY) - Another nighttime jam that is slammin'.

CAT THOMAS, MD, KLUC, Las Vegas

BLOOD HOUND GANG *Mama Say* (CHEESE FACTORY) - Instant reaction - instant phones. Just play it!

DIANA KING *Shy Guy* (WORK GROUP) - Great-sounding record on the air. Perfect springtime song.

DIONNE FARRIS *I Know* (COLUMBIA) - Even

though we are a rhythmic station? a hit record is a hit record.

DAVE DANIELS, MC, KMEL, San Francisco

11-5 *BROUSIN'* (DOG DAY) - With a Tony's sample, sounds like another Bay Area song about to blow up.

SKEETA RANX *I Like* (NERVOUS) - With a rugged beat and an El DeBarge hook, it's a Mainstream hit!

SCARFACE & ICE CUBE *People Don't Believe* (NOO TRYBE) - Two superstars and a positive song, you can't lose.

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - The next single. Sounds like a summertime hit.

CLIFF TREDWAY, PD, KTFM, San Antonio

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550) - Next #1!

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Great midday record.

DOUBLE YOU *Run To Me* (ZYX) - It's on the Euro dance tip.

K7 *A Little Help From My Friends* (TOMMY BOY) - It's the old Beatles Joe Cocker tune. Sit back and watch the next K7 blow up.

BOB CASE, OM, KUBE, Seattle

SPANISH FLY *Daddy's Home* (UPSTAIRS) - Can't get the hook out of my head.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Really into it. It's on fire here.

95 SOUTH *Rodeo* (RIP IT) - I was in Spokane, and saw them jam the dance floor with this one. If it will work Spokane, it will work anywhere.

MARK MEDINA, MD, KWIN, Stockton

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - These guys remind me of New Edition...This is a perfect record for KWIN. It should be the next single.

VANESSA WILLIAMS *The Way That You Love* () - Happy to hear an uptempo Vanessa track.

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - It's the JAM!!! If you're allergic to hooks, don't listen to this record.

IV XAMPLE *I'd Rather Be Alone* (MCA) - Absolute SMASH!!! Played it since day one off DAT, it worked then...it's working now...and it will work for a long time. Huge phones.

CASSERINE *We Gotta Run* (WARNER BROTHERS) - Beautiful record. May be something to check into.

LARRY MARTINO, PD, KXTZ, Las Vegas

PORTRAIT *How Deep Is Your Love* (CAPITOL) - Very hip version of the old Bee Gees tune.

BILLIE RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Top 5 phones and kickin'!

MADONNA *Don't Stop* (MAVERICK/SIRE/WARNER BROS.) - Kick ass. This is the cut!

BLACKSTREET *Joy* (INTERSCOPE) - Major crossover record.

LUCY BARRAGAN, MD, Q105, Oxnard

KUT KLOSE *I Like* (ELEKTRA) - Kut Close was on the Keith Sweat's jam. This is his first solo.

MARY J. BLIGE *My Life* (UPTOWN/MCA) - Sounds like another hit.

IMMATURE *I Don't Mind* (MCA) - Great follow-up.

SPANISH FLY *Daddy's Home* (UPSTAIRS) - No sign of burn. Testing well 25-34 year old women.

SUNSHINE & SCOTTI BROS.
are joining together

on

SKEE-LO

"I Wish"

Stop wishing and start playing!

"#1 most requested for the week. This record is reacting." Bruce St.James, MD/POWER106

"Rhythmic, Hooky, big phones on 4th day. 'I Wish' all records were like this!" Bob Lewis, PD/KWIN,

"Sounds like it's gonna be a silky, smooth nighttime smash." John Candelaria, PD/KPRR

"Sounds like a new AHMAD. Hook is very infectious. You can sing after one listen!" M.C. Boogie D, PD/KJYK



In the mix at:

KMEL WILD107

KGGI KBXX

KCAQ

**We've only just begun
to make "I wish" come true!**



SCOTT WHEELER, PD, WHHH, Indianapolis

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550) - The magic touch from Babyface.

SAM THE BEAST *Gucci Dance* (RELATIVITY) - Good phones after one week of play.

BLACKSTREET *Joy* (INTERSCOPE) - Great mass appeal song.

MICKEY JOHNSON, PD, WHJX, Jacksonville

JON B. AND BABYFACE *Someone To Love* (YAB/YUM/550) - All of these songs are from the Bad Boys soundtrack.

69 BOYZ 1/K-Nock *FIVE O, FIVE O (Here They Come)* (WORK GROUP)

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA)

BOB HAMILTON, PD, WILD107, San Francisco

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - This should be the next single. A smash!

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Good little record. Not bad.

MICHAEL MARTIN, APD/MD, WILD107, San Francisco

REAL McCOY *Ooh Boy* (ARISTA) - Instant reaction from Real McCoys Ooh Boy. Instant phones from this

mass appeal smash.

LE CLIQUE *Tonight Is The Night* (LOGIC) - Check out Tonight Is The Night. Sounds great in the mix show and has huge crossover potential. If Real McCoy works for you, this is a natural.

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - Is already reacting big and will be a power within a week. The sample is excellent and the melody is the best I've heard this year.

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - On the Naughty By Nature CD check out Feel Me Flow. This is the bomb.

ANNIE LENNOX (ARISTA) - Must I say the entire Annie Lennox album is a smash. Top40, where are you?

PRINCE 319 (WARNER BROS.) - On the upcoming Prince CD, THE GOLD EXPERIENCE. Also check out his version of Tevin Campbell's *Shhh*. Oh, I'm sorry, I forgot you don't have this yet.

MONICA *Don't Take It Personal* (ARISTA)

HORSE RANEY, MD, WJMH, Greensboro

METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - Gonna be a hit. If you have not checked it out. You need to.

DIS & DAT *Freak Me Baby* (EPIC) - Miami flavor that will blow up!

LORDS OF THE UNDERGROUND *What I'm After* (EMI RECORDS) - Are back and it's on!

SCOTT CHASE, MD, WOJV, West Palm Beach

BILLIE RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - This is the biggest song in South Florida. Females love this thing. Play it now!

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - This is a slammin' freestyle track, her best yet!

KYM SIMS *I Must Be Free (The Unreleased Remix)* (PULSE 8) - I love this...great fun, happy, free feeling record. Check it out.

JEFF ANDREWS, MC, B96, Chicago

REAL McCOY *If You Should Ever Be So Lonely* (ARISTA)

REAL McCOY *Operator* (ARISTA)

KUT KLOSE *I Like* (ELEKTRA)

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE)

JAY TOWERS, APD, BOSS97, Atlantic City

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Sounds like another winner.

4 P.M. *Lay Down Your Love* (ISLAND) - Great follow-up! Could be another high-testing female record.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Obviously more tempo than the original! Already familiar and sounds great.

E-40 1-Luv

- The New Joint From E-40's JIVE debut LP "In A Major Way." Explodes onto Billboards Top200 LP Chart at #13.
- Over 320,000 LP's shipped! Over 30,000 pieces sold in the Bay Area alone!
- #1 sales: for 4 weeks in the Bay Area.
- Now blowing up "In A Major Way" at these powerhouse stations!

**KBXX
KMEL**

**POWER 106
WILD 107**

**KDON
HOT 97.7**



Massive Mix Show buzz on the new jam from NUTTIN NYCE "Froggy Style!" CD Singles coming soon to crossover radio!

TOTALLY TAX FREE PROMOTIONAL IDEAS

By Paige Nienaber

So much of our promotional lives are spent coming up with contests and events that will not only be exciting for the audience, but will hopefully generate a little press. In fact, I've seen some stations that get so wrapped up in the "getting the press" deal that they become totally unfocused, and end up playing to the media and not their audience. Guess what? Getting 15 seconds on the 10 O'Clock News isn't going to make you #1 if the thing you were doing was completely unappealing to your target. On the other hand, if you can pull off a stunt that your core thinks is great, and you get gobs of press, then life is indeed a wonderful thing.

In pursuit of the almighty sound bite and logo on the screen, there's only one night a year when you can be completely assured of where the TV cameras are going to be: Tax Night. And where are they going to be? At the post office of course. So, explain to me why, knowing that this is where the TV is going to be doing their live feeds, most radio stations are down there looking half-assed, fighting amongst each other to be the person to hand some poor procrastinator a free stamp. We've put a man on the moon, invented pop-top beer cans, raised the highway speed limit to 65 and developed drive-thru's for just about every fast-food format. Why can't we, as a human race, come up with something more creative than free stamps on Tax Night? This is my latest addition to the Promotional Hall Of Blame, where it will join its cousins, Dinner On The Mayflower, Green Beer on St. Patrick's Day, Spring Break Survival Kits and Typewriter Tosses on Secretaries Day (Who uses typewriters anymore? More on this in a later issue.)

Before we go any further, please note on your calendar that Tax Day will be Monday April 17 this year since the 15th falls on a Saturday. Thusly noted, what are you going to do?

"It seems to me like most stations are doing the same old, same old, and just showing up and hanging out on the sidewalk at the post

office',, says Alan Haw, the Promotions/ Marketing Director for Hoosier 96.3 in Indianapolis. With everyone standing around giving out free coffee, it would seem that a station that pulled off some major stunt on the sidewalk would have the TV cameras flocking all over them.

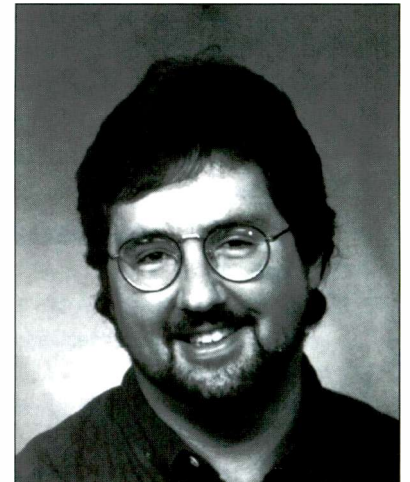
The IRS is an easy target. In the past I've seen radio stations do Throw The Pie At The Tax Man bits out in front of the post office and get some nice coverage. When I was in San Francisco, Mancow got a couple of Sumo suits, wrote "IRS" across the front of one and let listeners wrestle the Tax Man. A dunk tank is another obvious toy that could be used to humiliate the IRS.

Last year, a lot of stations jumped on the extension forms angle and played that up. They got boxes of these valuable forms before the big rush hit, and held on to them until the 15th, when they unloaded them on grateful tax payers in front of the post office and from the vans during the day. WFKS in Daytona made it even

the "Free Coffee & Stamp s" crowd out of the water. Myself and the other Promotion Directors just made the effort to examine Tax Day a little closer and find some exploitable angles to it.

For instance, cheating on your taxes is something that is pretty promotable. Not that I'm encouraging people to fudge on their Form 1040, but this is something that you could have some fun with through either contesting or events at the post office.

The Tax Day hype is easily transferable to on-air. You may want to do some weekend contesting like "Instant Tax Refunds", or even get an accountant on the air Monday morning to help the morning show do their taxes and answer questions phoned in by listeners. In the past I've done "Creative Deductions" fax contests in the mid-days and awarded prizes to people who wrote-off drugs as business expenses. I hate the standard "survival kit" giveaways (Summer, Spring Break, etc. ad



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

when they win. Get the Idea? Tax Day can be much more than just fighting for air-time in front of the mini-cams with your roll of stamps. B-95 in Fresno did something funny two years ago when they had a big LED sign next to their van in front of the post office, with a constantly running message "Honk If You Cheated On Your Taxes". The cameras flashed on that (with the B-95 logo) and then panned the row of cars in line with everyone honking their horns.

All it takes is a little time and energy. Unfortunately, Tax Day, like Valentines Day and other celebrations, has become a "throw away holiday" for many radio stations. "This one day a year is really a major hassle for most people, and a lot of stations have failed miserably in taking advantage of it and having some fun", concludes Alan Haw from WFFF.

Note Starting next week I'll be kicking off a four-part series on promotions for the specific airshifts; Mornings, Mid-Days, Afternoons and Nights, in that particular order. If you have an idea to add or contribute, please feel free to call or fax it to me.

"Why can't we, as a human race, come up with something more creative than free stamps for Tax Day?"

easier for their listeners. "Since the post offices and libraries were emptied out of basically all IRS forms, we faxed and E-Mailed them to our listeners who requested them", says Rich Stevens, Program Director at KISS.

Whatever you do at the post office, think "photogenic". How camera-worthy is it to hand a stamp to someone through a car window? Without giving away the secrets that New World clients are paying for, we've come up with a number of stunts and post office events that will completely blow

nauseam), but they can be one way to promote an event like Tax Day. I did "Prison Survival Kits" for April 15 and included a bar of soap, a tin cup to rattle on the bars, a cassette of "Jailhouse Rock" and a Twinkie with a file in it. It was cute, and a nice tongue-in-cheek reaction to this normally stressed out and serious occasion.

How close are you to a major border? This would be one way to assist the tax felons in your audience; help them flee the country. Include a fake nose and glasses disguise in their package

BLACKGIRL "Lets Do It Again"

DEBUT RHYTHM CROSSOVER MONITOR #39

Z90	16X	KTFM	15X
KCAQ	22X	WHJX	43X
KJYK	18X	WJJS	36X
HOT97.7	10X	WWKX	5X
KKSS	21X	KPRR	5X
KZHT	35X	KLRZ	15X
WHHH	32X	WLAN	8X
KFZM	30X	WHFN	10X

SCOTT WHEELER, PD, WHHH

"Adults remember the original, younger demos remember the ICE-CUBE sample. It's up tempo, familiar, selling and phones too. It works my entire audience."

CHARLIE MAXX, APD/MD, KZFM

"BLACKGIRL 'Lets Do It Again' a great uptempo song reminiscent of the early Motown sound. It sounds great on the air."

PETE MANRIQUEZ, MD, HOT97.7

"Smooth soulful sounds that's cutting thru airwaves at HOT97.7"

GREG BRADY, MD, WHJX

"It's a smash! Get it on before the Kim & Carmen Show" comes to your neighborhood.



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MADE IN U.S.A.

METHOD MAN

"All I Need"

"Yet another smash from **METHOD MAN**.
#1 most requested and blowin' up the
phones at HOT97."

APD/MD

Tracy Cloherty

Early Believers:

HOT97	48 spins
KMEL	24 spins
WPGC	44 spins
WJMH	29 spins
92Q	50 spins

Just added at **WHJX**

Add date 4/10



MIX SHOW

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

NEW IN THA MIX

TOTAL F/NOTORIOUS B.I.G. "Can'y You See" (TOMMY BOY)
DA BRAT "Give It To You" (WORK GROUP)
RODNEY-O & JOE COOLEY "Funk In Yo Face" (REACT)
NINE "Any Emcee" (PROFILE)
MORAES "Welcome To The Factory" (HOT N SPICY)

COLUMBIA

RECORDS *Presenting The*

HITMAKERS MIXER OF THE WEEK!

MIX SHOW MOVERS

LW - TW	Artist	Track	Label
10-1	BILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
2-2	MONTEL JORDAN	"This Is How We Do It"	(PMP/RAL/Island)
4-3	WATERLILIES	"Never Get Enough"	(Sire)
3-4	DURAN DURAN	"White Lines"	(Capitol)
1-5	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
5-6	CRYSTAL WATERS	"What I Need"	(Mercury)
7-7	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
9-8	SWING 52	"Color Of My Skin"	(Cutting)
6-9	CLUBZONE	"Hands Up"	(Logic)
23-10	REAL MCOY	"Runaway"	(Elektra)
11-11	REDNEX	"Cotton Eye Joe"	(Batterey)
13-12	JIMMY SOMERVILLE	"Heartbeat"	(London)
20-13	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
22-14	MADONNA	"Bedtime Stories"	(Maverick/WB)
8-15	ROULA	"Lick It"	(S.O.S.)
21-16	SARA PARKER	"My Love Is Deep"	(Vestry)
17-17	FUN FACTORY	"Close To You"	(Curb Edel)
25-18	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
16-19	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
12-20	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
14-21	ICE CUBE	"What Can I Do"	(Priority)
26-22	ANETTE TAYLOR	"Show Me"	(Freeze)
29-23	BIG L	"Put It On"	(Columbia)
28-24	BLONDIE	"Atomic"	(Chrysalis/EMI)
19-25	MIRANDA	"Round & Round"	(Sunshine)
15-26	SAM THE BEAST	"Gucci Dance"	(Relativity)
31-27	REDMAN	"Can't Wait"	(Rai)
32-28	SAM SNEED	"You Better Recognize"	(Deathrow)
35-29	LO.T.U.G.	"What I'm After"	(Pendulum)
36-30	PHARAO	"I Show You Secrets"	(Columbia)
18-31	BRAND NEW HEAVIES	"Spend Some Time"	(frr)
38-32	RAPPIN 4-TAY	"I'll Be Around"	(EMI)
29-33	REPERCUSSIONS	"Promise Me Nothing"	(Reprise)
39-34	VYBE	"Take It To The Front"	(Island)
N-35	REEL 2 REEL	"Conway"	(Strictly Rhythm)
44-36	2 PAC	"Dear Mama"	(Interscope)
41-37	THE B.U.M.S.	"Elevation, Free My Mind"	(Priority)
37-38	MICHAEL WATFORD	"Happy Man"	(Elektra)
N-39	DR. DRE	"Keep Their Heads Ringin'"	(Priority)
40-40	KYM SIMS	"I Must Be Free"	(Radikal)
45-41	KLEO	"I Got Love"	(Raging Bull)
42-42	BLAK PANTA	"Do What You Want"	(Tommy Boy)
N-43	JUDY ALBANESE	"That Ain't Right"	(Maxi)
43-44	DIGABLE PLANETS	"Dial 7"	(Pendulum)
N-45	DR. ALBAN	"Lert The Beat Go On"	(Logic)
46-46	TECHNOTRONIC	"Move It To The Rhythm"	(EMI)
48-47	JUDY CHEEKS	"Respect"	(EMI)
N-48	SHADES OF LOVE	"Body To Body"	(Vicious)
N-49	MIXX VIBES	"Sessions 3"	(Vibe)
N-50	KELLE	"My Love"	(Moonshine)



TONY MORRIS WBSS Atlanta

CAREER GOALS:

My goal is to make alot of money, to buy a nice computer with pro tools, to do remixes and edits to make my show sound more phat. To be a Billboard reporter and getting service from the small labels. There's alot of good music from small .abels.

HIGHLIGHTS:

Being on the #1 dance station in South Jersey for 9 years, and changing when they changed (BOSS97.30) and spinning all the different clubs in South Jersey. Also, spinning the best in Latin Music.

SHOUTS:

Sandra Perez (El Sonido Latino) for putting up with me, thanks to David Jurman, John, Jerry, Johnny, and anyone I missed at (Columbia), also Barry/Ellen H. (Strictly Rhythm), Ernie (Cutting), Liz (Epic), Victor Lee (Tommy Boy) for putting up with my ass on the phone, Vince Iturbides (Soho/RMM) for the best in Latin Music, Jason, Jerry, Laura, Tony Casale/Lil Suzy Dad (Empress/Metropolitan) for the best in Freestyle Music, Davey D (Arista), Rexx (Classified), Mike from (Maxi Records), and good friend Clanbeth Baez, Michelle Sanchez, Dave Sanchez, Little Sister (80 Proof/Radikal), my Mother & Aunt for putting up with loud music. If there's anyone I missed, sorry but I'm running out of room.

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 883

VOTE FOR YOUR CHOICE

1. SOBAD (San Jose)
2. 5 STAR (Covington)
3. PAC COAST DJ ASSOC. (Long Beach)

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 BLOWIN' UP FOR US."

*ERIC BRADLEY
MD, B96*



8 NEW STATIONS
WEDJ CHARLOTTE
XL106 ORLANDO
WVZ NORFOLK

**38-36 MONITOR
RHYTHM CROSSOVER
CHART**

'CLOSE TO YOU'

OVER 600 BDS SPINS

DEBUT #38 MONITOR RHYTHM CROSSOVER CHART

**#17 HITMAKERS
MIX SHOW CHART**

**B96
POWER96
KIX106**

KLUC

WHHH

KHKS

WFLZ

Q105

KHFI

WKSS

CHICAGO 71 SPINS

MIAMI 25 SPINS

PROVIDENCE 45 SPINS

LAS VEGAS 32 SPINS

INDIANAPOLIS 19 SPINS

DALLAS 18 SPINS

TAMPA 17 SPINS

OXNARD 25 SPINS

AUSTIN 22 SPINS

HARTFORD 23 SPINS

AS THE VINYL SPINS

By Oscar Merino

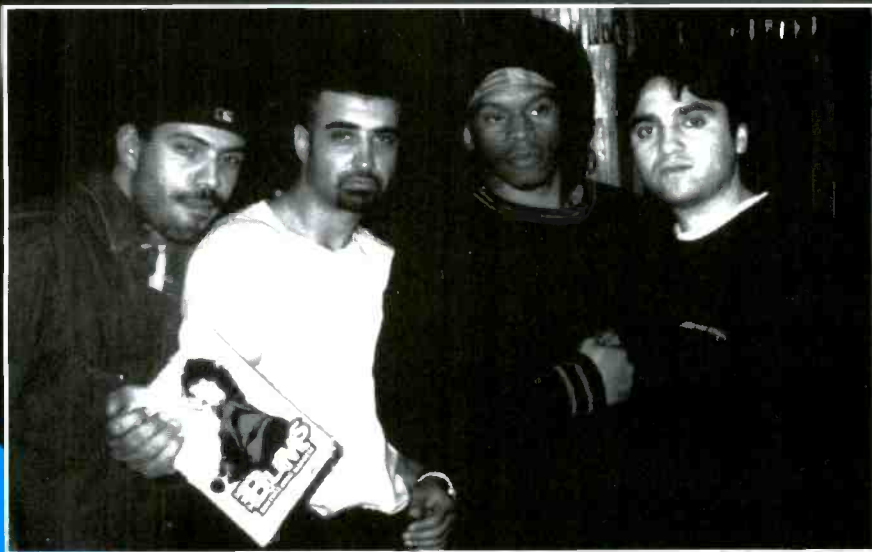
Back from the Winter Music Conference, and first off I would like to say "Thank You" to Eill Kelly and Lou Possenti for having another successful convention. I consider it successful because whether you're new in the business and go to the panels and learn something, or you're one of those that have been around for a while and go down there to hang out with the people you deal with on the phone every week, it's all possible because of what Bill, Lou, and the always wonderful Stephanie Shepperd put together, some of us do acknowledge your hard work. Thanks again. This conference was particularly enjoyable from my perspective because I sensed more camaraderie among the industry. A welcomed sign. I plan on doing my part to keep that positive momentum going. There was so much going on, but I was interested in hearing the DJ's play, that's why they're there... to be heard. Here were some of the highlights:

- Hearing Danny Tenaglia and hanging out with Carlos Menerdez and Luis Diaz at the Tribal party at Groove Jet.
- Hearing Abel Aguilera and seeing Staxx Of Joy at Glam Slam.
- Talking with Nick from Nervous and Jesse Martinez-two very cool brothers.
- Riding in the van singing rancheras with Javier Lugo and Marcos Vasquez from Aqua Boogie, DJ Grooves-Z 90, Jose Amezcua from AC&S and David Folchi.
- Hearing and seeing Janet Rushmore perform "Joy" at Warsaw (damn she's fly).
- Hearing "Little" Lucie Vega drop what I believe was the new Earbara Tucker "Stay Together" and Ralphie Rosario's "Got A New Love" and hearing Oscar G. at the Masters At Murk party.
- Closing Warsaw and being one of about fifty people left for Tony Humphries last song at Warsaw along with Tenaglia, Rob DiStefano and Mark Lewis.
- Seeing the expression on Charles Chavez's face when he saw himself on the March 24th issue of Hitmakers.
- The Elite/ADM party.
- Meeting Claudia and MJ from Maxi, one of the freshest indies out there.
- Meeting Tanya from Underground Construction/Streetly Hype (you got it goin' or Tanya!).
- The Freeze party with Roger S. Todd Terry and my favorite Victor Simonelli.
- Playing ball with Tony B, Julian, Bad Boy Bill, Nandy, DJ Sneak, Carey Vance-Profile, and Dereck from Freeze.
- The performances of Kleo and Darryl Pandz at Diamantes.
- Hearing Gary G, DJ Grooves, Juan Rojas, and Naughty Boy at Mohammed Moretta's mixshow DJ showcase and the riot John Strazze and I started at the end of the bar when he started buying rounds for everyone we both knew. Definitely the wildest time at the seminar!
- The Party girls, Debbie Benitez, Joey Carvello, Eddie Arroyo, Jose Amezcua, DJ Grooves, Javier Lugo, Marcos from Aqua Boogie, Charles Chavez, DJ Rich (who wanted to order some fruity Island drink-but got a double shot instead!), David Corey, Kosta Georgopolis, Erck Bradley, Chet Bucanan, Gary Q, Hector Serpas, Liz from Epic, Rob Stone and Davey Dee.
- Meeting and hanging out with Doug Smith and Richard Payton aka 95 North (dope ass house remixers/producers).
- Seeing Eddie Mix and Juan Rojas on stage dancing and singing with Darryl Pandz!!
- Marthe Feynolds (I'll always be there for you!).
- Matt "Kato" Bradley.
- Lynn Hasty.
- Terence Toy.
- Ralphie Rosario.
- Iggy Vasquez nominated for best dressed by Mel and Kevin Williams from Eight

- Ball).
- Eddie X from the Temple.
- Richard "The Feeling" Vission.
- Tony "I'll take you to the rim" Bennett/Power 103/Power 105.
- Aqua Boogie.
- AJ "Can I put an Aqua Boogie sticker on you" Mora.
- Joe/Joey B./and Walter Khan from Sunshine.
- Miranda.
- Ron Eckstein.
- Caanit/Ruby/Ysobelle from Volume.
- Fon/Hector.
- David from Emotive.
- EMZ.
- Interscope&KKBT.
- KingTech.
- KMEL/KKBT.
- Tresh Harris.
- Neil Mike/Tony.
- Zeoli-X Mix.
- Marques Wyatt (keeping it real).
- Tony Aco-N.T.C.A-you the man.
- Tony.
- Lydia "Bird" Prim/Victoria&Elise.
- Thanks for the Sunrise.
- Joseph Friar/KVIC-one of the coolest mix show DJ's and very cool on his music.
- Dave Shaw (thanks for the talk Shaw).
- Marco Navarra.
- Tom Zhino and Bari G.
- Strictly Rhythm.
- Ivan from Cajual-you got the dope shit!
- The entire Vibe posse-always representing.
- Joey Carvello and Johnny D.
- That Kristine W. is on!
- Kelly Schweinsberg.
- Logic (You know how to do it girl).
- Oscar Poche & the entire Ground Level/EO Proof crew.
- I'm glad see you grow-I'm still with you.
- Greg Guoco.
- Monarch Management-thanks for everything.
- Jahkey "God Of The Underworld" B-keep the underground alive!
- And to everyone else there representin'. If I've forgotten you- give me a shout, I gotta get this out, so I hope you understand.

First off, if you're down with Futagaki, you should be, he's a hard working, straight up brother. It's going to take me a few weeks to get the hang of things and get familiar with all the product, so please, work with me. I promise you I will give you my best. Check your mailing lists and make sure I'm getting your product. The Hip Hop and Dance conference calls will resume on Thursdays. Due to this coverage of the Winter Music conference, look for my conversation with Glenn Friscia next week. I wanna scueeze in some record info.

Check for the **Masta Ace Inc. The Inc. Ride**, and the **Duce Duce** (album cutz) on Delicious-Carmelita Thanks for the solid package and The Crum Shot. My contest entry form will be there, be or the look out. Mixers, if you need any Delicious product reach out to Carmelita aka 'Crum' at 213-465-2700. On Priority, look for the new **Paris** that just dropped, **Outta My Life**. I've been down with Paris since the **Break The Grip Of Shame** days when I was mixing at XHRM, I'm still down with what your trying to do Paris, I'm in it for the long run. A sc on Priority: **The B.U.M.S.**, **The Friday Soundtrack**, and the **Johnny Osbourne Judy Bye**, if you need some product call Kelly Woo at 1-800-235-2300. Freaky Liz checked in to talk about the **M People Open Your Heart** double pack. On the Epic Urban tip, look out for the Salamm remixes of **Shabba Let's Get It On**, and the bass cut by **Dis&Dat Ft/95 South and 69 Boyz**, already on at WJMH, WJJS, and in rotation at KLUC-Shake that ass Jerry Dear and Cat Thomas! EMI's got both the Urban and Dance covered, on the Urban tip Rob One is working **Rappin 4 Tay's I'll Be Around**, **L.C.T.U.G'S What I'm after**, and the fly shit **Digable Planets Dial Z**. On the Dance tip EMI's Anthony Sanfilpo is working the **Judy Cheek's** record which is coming on strong on the mix show calls and reports, more mixes on the way. George Maniatf at London reports the **Jimmy Sommerville** (in my opinion the next crossover dance record) ships to retail this week, if you need a copy call him at 212-333-8413. Check for the **Jon B ft./Babyface Someone To Love**-Izzy's pick of the week. Starting a buzz on Jive is the **Nut'in Nyce Frocky Style**, and still rockin turntables on the West Coast is **E-40's One .uv.** Eller Hanken, Bari G., and Tom Zhino keep taking Strictly Rhythm to another level, coming at ya with something for radio-**Reel 2 Real Conway**, and reservicing **I Like To Move It** for the "Dance" stations that slept the first time around. On Arista Fosh Gureli's **D&D Project Just A Little Flava** is coming up thanks to Winter Music Conference major label promoter of the year Davey Dee. On Columbia look for John Strazza and Jerry McKenna to break the **Staxx Of Joy You**, a definite mixshow and crossover radio HIT! Columbia will also be reservicing **Pharoa I Show You Secrets** with remixes by Lenny Bartolo, and on the reggae tip your gotta check out the new **Supercat Gilstown**. Mixers be on the look for the next Aqua Boogie release which was already getting played at the conference in Miami-Richard "Humpty" Vission Presents **Sugar featuring Tammy T** The Feeling-dope ass double pack full of energy, call Marcos at Aqua Boogie if you need a copy at 619-476-1291. On Sunsh re/Scotti Bros the **Skeelo I Wish** keeps on picking up support from crossover radio (Power 103/KGGI/Z 90) and mix shows, call Joe at 213-435-5050 if you need to get hooked up. On Another View Records out of Chicago-The **Cym** (pronounced Kim) **Lajoy Car Wash** is the BOMB. ask Robbe Tronco, DJ Grooves, or Richard "Humpty" Vission. I would keep going, but I'm obviously cut of room. More next week. Again, work with me, I'm here for you. Chicago May 4,5,6. Don't Sleep-Oscar Merino



Representation at the Priority showcase from L-R Hitmaker's Frank Higginbotham, King Tech and Sway-KMEL/KKBT and Oscar Merino.

DJ GROOVE, Z90, San Diego

LOVEHAPPY *Message Of Love* (MCA) - Check out all cuts on this one! Slam'n record!

DJ EFX *Simply...The Head* (POUND AMERICA) - Check this shit out! It starts hard but it gets even harder! Dope Ass record!

B TRIBE *Nadie Entiende* (ATLANTIC) - Check out the Armand's Guarana Mix! This cut is f*#ken hard!

KYM SIMS *I Must Be Free (The Unreleased Remix)* (PULSE 8) - Check out the Love To Infinity's Deep Love Mix! This record is loud and with this Remix it's gonna be even louder! Must have!

JUDY CHEEKS *Respect* (EMI) - Check out the Ultimate Anthem Mix! This record is gonna be big!

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

INI KAMOZE *Listen To Me* (EASTWEST) - Watch out for The Hotstepper as he delivers his second smash hit now on a new label. Excellent dance hall. Sure to be massive!

JUDY CHEEKS *Respect* (EMI) - Finally this woman gets signed to an American label and what a great song to start with. Remixes get the treatment from Roger Sanchez who also produced this track giving you three mixes, an incredible dub and acapella. Already buzzing at retail, a must have house song for mix shows.

DJ EFX *Give Em Panic EP* (STRICTLY RHYTHM) - Harder, faster than most EFX tracks but just as awesome as all the rest. Four great tracks all usable for any house mix show.

B TRIBE *Nadie Entiende* (ATLANTIC) - Taken from the LP FIESTA FATAL comes the 3rd single featuring mixes by Jason Nevins and our man Armand Van Helden. Not to be missed by mix shows.

SALT CITY ORCHESTRA *Storm* (TRIBAL) - A fitting title if you're in Southern California these days. But a must have for DJs who like their house deep and hard. Another quality piece of work.

JAZZY JIM, HOT97.7, San Jose

METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - Out of the box and out of control. Lighting up phone lines throughout the Bay! Girls are going crazy for the man...Dollar Dollar Bill Y'all!

B-SWIFT, KBXX, Houston

BOOGIE MONSTERS *Honey-Dips In Gotham* (EMI)

SKEE-LO *I Wish* (SUNSHINE)

DA NAYBORHOODZ *How We Do It* (REACT)

BLAK PANTA *Do What U Want* (TOMMY BOY)

METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND)

NASTY NES, KCMU, Seattle

KID SENSATION *Seatown Funk* (ICHIBAN) - Don't be afraid to touch this single! The sample used hooks you right out the box. This has hit potential!

HEATHER B *All Glocks Down* (PENDULUM) - My pick hit of the week. Kenny Parker's production work is ALL THAT, and Heather B lyrically is the bomb! I LOVE THIS RECORD!

MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL) - I see Gold record potential for

the awesome remix! Don't sleep on this.

? ASYLUM *Look Away* (RCA) - The Erick Sermon remix brings a whole new life to this single. This single has the ingredients for a radio, club, and street hit!

TITO 'Indamix' AGUSTIN, KDON, Salinas

TOTAL *Can't You See* (TOMMY BOY) - Ah yeah, spark up this joint if you know what's up!

BUFFY *Give Me A Reason* (VELOCITY) - The first listen got me hooked now it's on my mix all the time. Look around for this gem. It's real, so check the Old School Mix plus the Hot Ballad Mix. That's sure to melt your listeners.

LE CLIQUE *Tonight Is The Night* (LOGIC) - Pulsating rhythms, ejaculating vibes...this is a hot record.

EDITORS NOTE: Tito, what's up with that "Ejaculating Vibes" line ??!

PAUL YATES, KMVR, Las Cruces

BLAK PANTA *Do What U Want* (TOMMY BOY) - This is a cool Regga jam, that will be big.

RUFFNEXX SOUND SYSTEM *Luv Bump* (QWEST) - There is only one thang to say, this jam is Fat!

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - It's been a while but they are back. This one will be as big as the rest!

RAY 'Naughty Boy' VARGAS, KPRR, EL PASO

DJ TRAGIC *Show Me Your Face* (STRICTLY HYPE) - Sounds really good on the show, especially the Shakee Mix... Props out to Tragic for sending out a copy.

CYNTHIA *How I Love Him* (TOMMY BOY) - Definitely a hit... Had it going on in Miami.

JOI MAE *Promise Me Your Heart* (AFTERDARK) - Great vocals, Carlos Barrios still one of the best in the freestyle scene.

RICHARD 'Humpty' VISSION PRESENTS SUGAR *The Feeling* (AQUA BOOGIE) - Got a copy in Miami, sure to be a hit in the clubs and mix show.

MIXX VIBES *Sessions 3* (VIBE) - Six hot tracks...especially the Mami... Props out to Xavier Joshua for the hook up!

JUAN 'The Wonderous' ROJAS, DJ, KPRR, El Paso

SPHINX *What Hope Have I* (CHAMPION) - This is a must record for any DJ. Heard DJ Groove play it at Bash.

HOTMIXERS ON WAX *Rob Razor's Mega Edit* (CUTTIN) - Superb House tracks with plenty of beats to get you on the dance floor. Props to Cutting and Radikal for Hooking the DJs up.

DARIO *Dreams In The Night* (EX-IT) - This is Dario's second release, which should put him on the map with radio. Check out my El Paso Club Mix.

RAFAH *You Are The One* (EX-IT) - Another El Paso artist coming up on the House tip.

SHADES OF LOVE *Body To Body (Keep In Touch)* (VICIOUS) - Playing this one heavy in the mix show.

GREG WATTON, KRBE, Houston

SPHINX *What Hope Have I* (CHAMPION) - Big Mix and Junior's Mix

RALPHIE ROSARIO *Brinca* - Raving House Mix

MOBY *Everytime You Touch Me* (ELEKTRA) - Freestyle Mix

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CLUB ZONE "Hands Up"

#1 Mixshow & Top 5 Club Single • on radio's desk now

SPINNING & BDSing @: KJYK, WXKS, WJMN, WPOW, WDGC, WFLZ,

WOVV, KPRR, KTFM, KRBE, KBFM, WBBM, WGRD, WSNX, KQKS

DR. ALBAN "Let The Beat Go On" -EURO SMASH

Already New Entry #45 on Hitmakers Mixshow Chart

Out of the Box spin @: WXKS, WPOW, WFLZ, WOVV, KQKS, KRBE, 92Q

SPARKS "When Do I Get To Sing My Way"

#1 at POP RADIO in Germany • House remixes out to Club & Mixshows

LE CLICK "Tonight Is The Night"

...strong spins WPOW #5..28 spins • Going for Mixshow & Club play now!



montell

GOLD SINGLE

jordan

"This Is How We Do It"

BDS TOP 40 RHYTHM CROSSOVER #7* - #3*

R&R RHYTHMIC CHART #5* - #3*

BILLBOARD TOP SINGLES #3* - #1*

BILLBOARD HOT 100 #7* - #6*

SINGLE SALES

Wherehouse	1 to 1	Blockbuster	1 to 1
Musicland	2 to 1	Transworld	3 to 2
Strawberries	3 to 2		

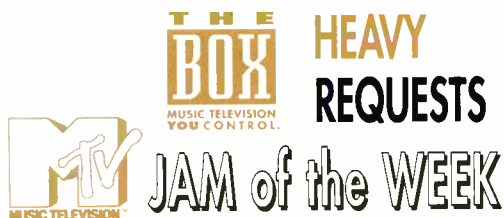
NEW ADDS: KZZU, WBSS, KKXX, WFMF, WWXM, WNVZ, WFHN, KQIZ, KWTX

01-77-70	WHHH	53x	HOT 97	30x	KUBE	43x	KDON	77x
	KCAQ	24x	WILD107	75x	KMEL	42x	B95	21x
	KSFM	38x	HOT 97.7	74x	KZHT	53x	KKSS	44x
	PWR96	9x	WHJX	58x	WOVV	23x	KLUC	47x
	PWR106	26x	KGGI	28x	Z90	47x	KJYK	23x
	WJMH	68x	KPRR	46x	92Q	35x	WNVZ	9x
	WJJS	41x	WPGC	51x	KLRZ	35x	KBXX	56x
	KZFM	14x	WJMN	42x	WWKX	81x		

1 Soundscan Markets

LA, San Francisco, Dallas, Detroit, Washington DC, Atlanta, Baltimore, San Diego, Cincinnati, Charlotte, Buffalo, Louisville, Birmingham, Greensboro, Dayton, Mobile, Pensacola, Jacksonville, Flint, Richmond, Syracuse, Roanoke, Columbia, & Las Vegas

This Is How It's Done !!!



PMP/RAL/



DJ RICH, KTFM, San Antonio

FIRE ISLAND f/Marc Anthony *If You Should Need A Friend* (JUNIOR'S OWN) - Great happy house with strong vocals to complement the Sound Factory Mix.

JOANNE FARRELL *All I Wanna Do* (BIG BEAT) - First there was DJ Miko, then there was Abigail, now here is another cover remake of Sheryl Crow's All I Wanna Do. It's not Euro but its not Tribal but it rocks the house.

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - Just like my PD & MD, this song is FAT without the PH! After putting this in tha mix, all the San Antonio Homies are the Craziest!

REEL TO REAL *Conway* (STRICTLY RHYTHM) - Whoa! A Strictly record that I got too! Show was slammin' in San Antonio and so is this record! Props to Ellen, Stuntman, Cue, Eileen and Baby for the show!

DJ FLITE, KTFM, San Antonio

SHADES OF LOVE *Body To Body (Keep In Touch)* (VICIOUS) - What we're gonna do it go way back, familiar sample and an old school Marshall Jefferson piano hook. MJ, thanks for giving me a record that doesn't suck, it's kind of cool.

UNSILENT MINORITY *Get In To The Trip* (VESTRY) - George Hess gave me this a few weeks ago. I didn't forget about it, just forgot to write about it. This record is a must for all you DJ's out in left field. Crazy shit.

MARK MEDINA & DJ KAUTION, KWIN, Stockton

2 PAC *Old School* (INTERSCOPE) - On the B side of Dear Mama sits some vintage 2 Pac, don't sleep on this.

NINE *Any Emcee* (PROFILE) - Good follow up...tight ass samples, check it!

DA BRAT *Give It 2 U* (WORK GROUP) - Da Brat came through, this track is tight...this could be her phattest shit yet!

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - This is the bump...perfect for KWIN, definitely the phattest G song out right now.

OUTKAST *Ain't No Thang* (JIVE) - The SHIT! DO NOT miss this record.

TOO SHORT *Paystyle* - It goes on cuz he don't stop rappin; classic Bay Area flava foe dat ass, perfect for us, check out the remixes.

SKEE-LO *I Wish* (SUNSHINE) - I wish there were more records like this...it's fun, good chance for regular rotation on this one.

ROBBIE TRONCO, Q102, Philadelphia

NETZWERK *Passion* (ZYX) - From the people who brought you DOUBLE YOU *Run To Me*. Here a hot Eurodance track with a guitar sample from Depeche Mode's Enjoy The Silence.

THOMAS BOMBARDI *A Pair Of High Heel Shoes And A Feather Bow* (BOOK STORE GLORY HOLE) - This song speaks for itself.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - I love this killer tune but would someone show me the DJ Friendly mix.

TRIBE *Smoke* (ABC) - This underground classic can not be explained because it is 20 years old and sounds like the future.

NIGEL RICHARDS *Funky Shit* (611) - Fat ass trip hop with a smokin Public Enemy loop. Get this record.

STONE B. NIMBLE, WEJM, Lansing/Chicago

DR DRE *Keep The Heads Ringing* (PRIORITY) - Back with another ghetto bomb.

COMMON SENSE *Ressurrection (Remix)* (RELATIVITY) - He is definitely coming through with solid HITS + album is butter!

MIC GERONIMO *Master I.C.* (BLUNT) - Don't sleep on this one.

STAN PRIEST, WFLZ, Tampa

SIPRIANO f/Michelle *Get Up & Move Your Body* (MICMAC)

CHASE *Love For The Future* (ZYX)

DISCODE *I Want Your Body* (IMPORT)

OUTDARE *Outdare* (IMPORT)

THE BUCKETHEADS *The Bomb* (HENRY STREET) - This is Phat as Phuk!

THE POLICE *Voices Inside My Head* (AM:PM) - Wow! That's all I can say, wow!

DUANE BRADLEY, WJLB, Detroit

QUO & BROWNSTONE *Quo Funk* (MJJ) - Nice funky groove record should go all the way with club and radio play...good record.

BARRY WHITE *C'mon* (PERSPECTIVE/A&M) - Barry's back with a smooth groove. Can't wait for the remixes.

DJ SMURF *Party People* - All you Bass fans don't overlook this one.

DR DRE *Keep The Heads Ringing* (PRIORITY) - Sure fire hit! Hit! Hit! This record is phat.

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - They're back with yet another phat hip hop jam sure to go all the way...hot!

DIS & DAT *Freak Me Baby* (EPIC) - They're back with the help of some friends I really like this record sure to make your dance floor go wild. DJs don't over look this one if you liked This Party Is Bumpin, you'll like this one.

ROSS WILSON, WOWI, Norfolk

FUN FACTORY *Close To You* (CURB/ATLANTIC) - This is a SMASH... If you are one of the two people not playing this record, get a clue.

CORONA *Baby Baby* (EASTWEST) - Here we go again. Wonderful follow up to Rhythm Of The Night.

CHANTAY SAVAGE *I Will Survive* (ID/RCA) - Girlfriend is workin overtime on this one. Slammin House track with Chantay's vocals... This one WORKS!

BARDUX *Be My Man* (THUMP) - This is turning out to be one of my biggest records yet this year. I can't say enough good things about it. Just get it and play it.

GEOFFREY C., WERQ, Baltimore, MD

METHOD MAN w/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - XXX

LOST BOYS *Lifestyles Of The Rich And Shameless* (UPTOWN/MCA) - The Shit!

HEATHER B *All Glocks Down* (PENDULUM) - Good lyrics, good production and a kick-ass beat!

DAVID GOLD, WPST, Trenton

INI KAMOZE *Listen To Me* (EASTWEST) - Works well in mixshow. Great follow-up.

M-PEOPLE *Open Up Your Heart* (EPIC) - Double 12 inch provides a number of mixes that all sound great. Best M-People to date. (I.M.O.)

REEL TO REAL *Conway* (STRICTLY RHYTHM) - Thumbs up on this double pack vinyl that also provides more mixes than one can handle. The very catchy chorus will have Reel to Real fans singin' this one for a long time to come. Direct your ears to the Up Yer Dub Mix.

JIM 'Chopper' COHN, Z100, New York

MACK MACHINE *Gotta Be Free* (G-ZONE) - Hi-Energy solid dance music that's sure to kick ass on the dancefloor.

YO!CO ROSS *Miss Me* (COLUMBIA) - Pop/Dance flare with feable rap has catchy beat and melody. Could be huge.

DR ALBAN *Let The Beat Go On* (LOGIC) - His best track since it's my life. Look for huge dancefloor reaction.

M-PEOPLE *Open Up Your Heart* (EPIC) - Every bit as good as movin on up. Ass kicking jam. Plenty of mixes to choose from.

B TRIBE *Nadie Entiende* (ATLANTIC) - Very slick up-tempo dance groove. Haunting and shaking. Sure to please.



Budy Bye, Budy Bye, Budy Bye...#1

JOHNNY OSBOURNE "Budy Bye"

The classic Dancehall Reggae smash b/w the "Kenny Dope Super Dub Remix" blowing up on mixshows, clubs and on da streetz everywhere.

"Great Hip hop and Reggae record for radio and clubs!" - **Funkmaster Flex, HOT97**

From the LP **STRICTLY RIDDIM** - Dancehall Reggae Vol. 2: The Singers



BREAKOUTS

NICOLE "Running Away (RMXS)" (AVENUE)
NINE "Any Emcee" (PROFILE)
JOANNE FARRELL "All I Wanna Do" (BIG BEAT)
NUTTIN' NYCE "Froggy Style" (JIVE)
DA BRAT "Give It To You" (WORK GROUP)

CLUB MOVERS

LW TW

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

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Save The Date

MAP is having its first Benefit Event starring NATALIE COLE
with special guest MANHATTAN TRANSFER and others to be announced,
Master of ceremonies - PAUL WILLIAMS
Hosted by the House of Blues, Monday, May 15th.

A phone call begins the recovery process

Call 213-993-3197

DAN OLSEN

PD, KOKZ, Waterloo

DAN, AFTER LOOKING AT YOUR RESUME, IT'S OBVIOUSLY VERY LONG AND YOU'VE GOT A LOT OF INTERESTING PLACES YOU'VE BEEN AND A LOT OF ACHIEVEMENTS TO TALK ABOUT. GIVE US A QUICK OVERVIEW OF HOW YOU GOT STARTED AND HOW YOU GOT TO WATERLOO.

I got started in radio when today's whales were minnows. More years ago than I care to remember. I think it was 1972.

WHEN FISH WALKED ON LAND.

Exactly. When the earth cooled. I was in high school at the time and we had one of these handy guidance counselors whose mission in life was to get everybody plugged into a career by the time they left high school, and he suggested, since I was doing the announcing for the high school football games, that I go to the local radio station and see if they perhaps had some work there that I could do. So I went to the radio station thinking not a chance in the world. They had me sit down and cut what has to be the worst audition tape in the world and they promptly hired me on the spot.

AT WHAT RADIO STATION WAS THAT?

That was WISV and WGBM Radio in Veroqua, WI, population 6,000.

SO SUDDENLY YOU'RE A CELEBRITY IN VEROQUA, WI. WHERE DID YOU GO FROM THERE?

Next stop was WGOM-WMRI, Marion, IN, where I did news for an award-winning news department. Then back to my hometown area to jock at Top40 WIFC-Wausau, Wisconsin. From there, I did parttime at WTMJ-Milwaukee, a legendary full-service AC at the time. It was one of those stations that could go dark for 10 years, and would still pull a 30 share in recall.

AND NOW YOU HAVE A FULL-FLEDGED CAREER IN RADIO GOING ON.

Maybe! I'd managed to work my way from market 20,000 to market 26 in five-and-a-half short years. But I still wasn't sure what I wanted to be when I grew up. So I left radio in '78 and took six years doing a variety of other things. By late '73 I found myself rapping records while driving and listening to the car radio. That's

when I knew radio was more than just a job - it was a passion. The fire's never died.

LET'S GET UP TO SPEED FROM THERE. WHERE DID YOU GET YOUR FIRST PROGRAMMING JOB?

My return to radio came in early '84 at WSPT-WXYQ, Stevens Point, Wisconsin, doing the Country thing. It's also where I was given my first programming opportunity, thanks to Jim Schuh, a terrific GM.

WHAT WAS IT LIKE PROGRAMMING COUNTRY THEN?

I got into Country radio when Country was very, very stale. It was the same core artists cranking out the same methodical formula songs and the Country listenership was very bored, frankly. And that was an exciting time for me to be in radio and be in programming because I was one of those programmers from around the nation that was screaming that the labels really needed to invest more money in A&R and developing new core artists for the format. Give us something new, exciting and fresh. Then they started to do that in late '85 and into '86, and the plethora they initiated in response to our needs just exploded in the late '80s. It was an exciting time for me personally too,

demos while gunning for those adults loyal to the AC's. It seems I created an Adult Top40/Hot AC before it became a national phenomena. And it's worked. One of the AC's gave it up to go Oldies, the other has lost two-thirds of its audience. See ya! The results? #1 or #2 in all female demos, and #1 teens.

WHEN YOU DEFINE BEING DEFINITIVE IN BEING IN A TOP40 RADIO STATION AND BEING AN ADULT RADIO STATION, WHAT ARE THE ARTISTS, IF YOU COULD NAME TWO OR THREE, THAT GIVE YOU THAT IMAGE WITH BOTH AUDIENCES. WHO WOULD THAT BE?

Well, R.E.M., Melissa Etheridge, Sheryl Crow, Boyz II Men...these are acts that work round the clock. The key to Adult Top40 is strategic dayparting. For example, we still play Huey Lewis cuts daytime. At night we'll do the Spin Doctors or the new Van Halen. The object is avoid becoming so schizophrenic as to polarize your audience. Certain songs can add texture without sacrificing the core. Variety...variety...variety! That's the essence of Top40.

WHAT WOULD TWO OR THREE CURRENT CORE ARTISTS BE FOR YOU?

"We do have, I believe, the highest Urban population, percentage-wise, of any city in the state. That allows us to get on records that are a little more rhythmic, maybe a little more Urban..."

with programming stops at Q106-Madison and KHAK-Cedar Rapids.

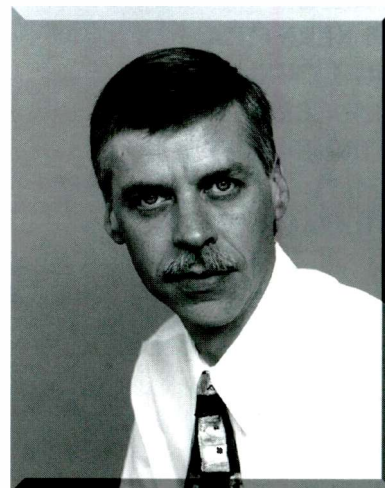
TELL US A LITTLE ABOUT KOKZ. WHERE WAS IT WHEN YOU GOT THERE AND HOW HAS IT EVOLVED IN THE TIME YOU'VE BEEN PROGRAMMING IT TO WHERE IT IS NOW?

It didn't take long to discover that KOKZ was in trouble. The station had respectable overall audience share, but the bulk of it was in 12-17. The station had zero growth potential since its heavy dance/rap approach had already secured every teen in town, and totally alienated adults. So it became necessary to recreate the radio station. There were two AC's in town, both vulnerable, with a combined 15 share. The plan was to remain the Top40 for our younger

Two or three current core artists would be obviously Janet Jackson, Madonna, Phil Collins.

LET'S TALK ABOUT THE DEMOGRAPHIC MAKE-UP OF THE MARKET. HOW DOES IT CONFORM TO THE STEREOTYPES SOME PEOPLE MIGHT HAVE OF A SMALL MIDWEST TOWN, AND HOW IS IT DIFFERENT?

We do have, I believe, the highest Urban population, percentage-wise, of any city in the state. That allows us to get on records that are a little more rhythmic, maybe a little more Urban... and I feel we can do those as texture records. But from a demographic standpoint, we've got the perfect demographics for a Top40 radio



station. Sixty-five percent of this market is between the ages of 12-45 years old, so we really key in on that 25-34 daytime, 18-24 at night.

SO YOU'RE A LITTLE YOUNGER MARKET AND A LITTLE MORE ETHNICALLY DIVERSE MARKET THAN A LOT OF PEOPLE MIGHT ACTUALLY THINK ABOUT WHEN THEY THINK ABOUT WATERLOO?

Right!

BEYOND JUST THE MUSIC, WHAT SERVICE ELEMENTS OR OTHER FEATURES DO YOU UTILIZE?

We do a number of daypart features. In mornings there's "My 3 Songs," the "Birthday Game" and "Comedy Spotlight." MIDDAYS include the "Unconventional Countdown," Afternoons the "World Day Triple Play," Evenings the "New Music Challenge" and "Night Flight." We also do "Concert News" live four times daily to give us the concert connection image. On weekends we'll do fun stuff. The first weekend of Spring we did a "Kiss Of Winter" weekend, asking listeners to call and blow us a kiss to get the Blowfish - the Hootie & The Blowfish CD. The audio makes fun on-air material, and it was timely. On Daylight Saving Time weekend we're planning to give away clock radios and the 4 P.M. CD.

YOU TALK ABOUT RESEARCH. BEING A SMALLER MARKET, WHAT TYPE OF RESEARCH IS AT YOUR DISPOSAL AND HOW DO YOU COME UP WITH THE CONCLUSIONS ABOUT WHAT SORT OF THINGS YOUR TARGET DEMO IS INTERESTED IN AND HOW DOES THAT RESEARCH APPLY TO THAT?

...Continued on page 42

FOREIGNER

Until The End Of Time

New Adds Include:

Y100 Miami! KDWB Minneapolis!

Plus More!

2,000 Combined Spins.

Huge!

Over 70 Pop Stations!



Medium



PRIORITY
10 YEAR ANNIVERSARY

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Management: Steve Barnett & Stewart Young - Hard To Handle

...Continued from page 40

Unfortunately, a market this size makes it difficult to justify the expense of formal research. So we use whatever tools we can get our hands on: feedback at remotes and appearances, calls to the local record stores, SoundScan, things like that.

SO YOU TRY TO USE EVERY EVENT AS A CHANCE FOR SOME FEEDBACK AND TO USE THEM AS MINI FOCUS GROUPS?

Why not? The listener is there, they have some opinions, why not offer them the opportunity to tell you what they think? And I try to network with PD's in successful markets around the country. One PD from a station similar to ours was kind enough to furnish me with a copy of a recent auditorium test. In smaller markets you must offset lack of budget with resourcefulness. J.J. McKay (formerly of KISS-FM, Dallas) has also been a tremendous help!

ONE OF THE AREAS THAT YOU ARE VERY INVOLVED IN AS A PROGRAMMER IS THE CREATION OF, DESIGN OF AND IMPLEMENTATION OF PROMOTIONS FOR BOTH ON-AIR AND FOR SALES. WHERE DO SOME OF YOUR IDEAS COME FROM AND HOW DO YOU DEAL WITH SOME OF THE DEMANDS OF VALUE ADDED, WHICH CAN BE A CRUCIAL ELEMENT IN YOUR STATION GETTING KEY BUYS?

A lot of my good ideas, believe it or not, come while I'm in the shower first thing in the morning. I look at the trade publications. There's obviously promotions that other people do that have been successful that can be adapted. I try to create a lot of my own to maintain originality and to stay fresh. Value added - there's a zillion ways you can plug clients in without creating a lot of clutter and special promotions for them. If you're doing special features on your station anyway, plug some of those prizes in there and get the mentions in the liner card or in the winner congratulations. Otherwise if you've got something that's bigger and you need to tie a client in to get the buy, take the idea, take the client's merchandise and resell it to another client and bring them in to strengthen the promotion. Have them kick in some money and some prizes. Include them on the liner cards so you can keep the promo clean and find yourself a nice hook that ties the radio station and the two clients together.

AND A LOT OF WHAT YOU'RE SAYING SEEMS TO BE, "DON'T JUST TAKE THE CLIENTS' DEMANDS ON THE SURFACE. PUT SOME CREATIVITY AND SOME THOUGHT INTO IT SO YOU CAN PROVIDE THE CLIENT WITH SOME REAL

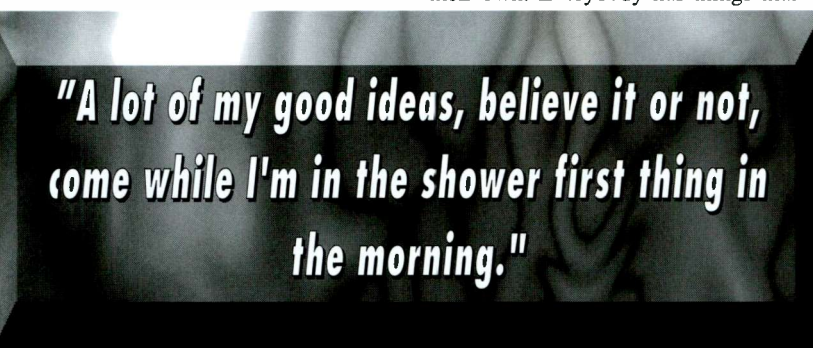
VALUE AND DO SOMETHING THAT DOESN'T HURT YOUR RADIO STATION."

Exactly. For example, a jeweler comes to you and wants to do a promotion involving some ring giveaways. There's not a whole lot to be done with that. But if you approach the local Saturn car dealer with a huge promotion idea, say "Rings Around Saturn"...wow, now you've taken a "who cares" and made it into a larger-than-life contest offering a car, and rings as qualifying prizes.

TELL US ABOUT YOUR STAFF, AND A LITTLE BIT ABOUT THE PRESENTATION OF THEIR SHOWS.

Jamie Phillips does mornings. He's a long-time radio guy who's also programmed, so that makes our relationship and focus of the morning show easier. There's a lot of yuk-yuk and blue humor in our market during mornings, so Jamie takes the "More Music Mornings" approach, real clean, fun but fast paced. News, sports and weather is done for us by the #1 TV morning crew in the ADI. That's been killer for our image, and I never have to worry about them calling in sick.

THAT WAS AN IDEA THAT YOU HAD, RIGHT? THAT WAS YOUR IDEA TO BRING THEM ABOARD?



It was. Even though we're a music-intensive station I wanted credible information product in mornings. Now we've got that, plus lots of cross-promotional opportunities on TV. MIDDAYS, I cover 10-Noon, and Angie Michaels does Noon-3. Angie has previous experience in several other markets, including LaCrosse, and does a great job with the at-work listenership. 3-7 is Brian Hart, who came to us from the Quad Cities about two and a half years ago. He's a local boy made good. He grew up listening to the station, and loves afternoon drive. Evenings are covered by Dave Schofield, who joined us several months ago from the crosstown AOR, and is discovering what evenings on a Top40 are all about. And then overnights is John Kelly, who moved into the market from Texas about a year ago. John's got a pretty strong college radio background, with some commercial experience added.

THAT'S A FAIR AMOUNT OF EXPERIENCE FOR A STATION IN A SMALLER MARKET. SOUNDS LIKE YOU'VE GOT SOME PEOPLE WHO'VE GOT SOME TIME IN RADIO UNDER THEIR BELTS.

Yes and I'm real fortunate in that and they really care about the radio station. They'll do what it takes to get the job done, they're very committed, very dedicated, willing to do things over until they get it right. I'm very lucky.

MOTIVATING PEOPLE IS A CHALLENGE IN ANY BUSINESS. IN SMALL RADIO MARKETS YOU'RE OFTEN FACED WITH THE CHALLENGE OF MOTIVATING A STAFF THAT'S COMPRISED OF INDIVIDUALS WITH VERY DIFFERENT GOALS AND EXPERIENCES. AS A PD, IT CAN BE DIFFICULT HAVING A YOUNGER TALENT, WHOM YOU'VE GROOMED AND NOW SOUNDS GREAT, BEGIN LOOKING TO MOVE ON. TALK ABOUT THAT.

It is a double-edged sword. The needs of the radio station come first and foremost and our motto here is "the listener is number one" every shape, manner or form. But I try to keep them involved and keep them pumped up by giving them a piece of the radio station that they can call their own. Everybody has things that

YOUR COMPANY.

It's a good working relationship all around. I've been fortunate in that respect with all my previous GM's. Tim Mathews joined KOKZ about two and a half years ago, coming from KLYV-Dubuque where he was a veteran Sales Manager. Tim has really bought into the concept of what I'm trying to do here, and he's been patient as the station has evolved through the stages of my strategic plan. I'm sure that's not been easy at times with the tremendous pressure for those almighty 25-54 numbers. But the feedback from the business community has been very strong, and that's reassured him. He just tries to be supportive and let us have at it!

AND HE'S OBVIOUSLY DONE A GOOD JOB FOR BOTH YOU AND HE, WHAT'S THE RELATIONSHIP WITH YOUR PARENT COMPANY? WHAT'S THE NAME OF THE COMPANY?

Bayhake! Communications, headquartered in Charlotte.

AND WHAT SORT OF RELATIONSHIP AND INTERACTION DO YOU HAVE WITH THE PEOPLE THERE?

I have very little contact with the home office, but they seem pleased with the way things are going. Tim is our point person; as needs arise he'll plead our case to corporate. The station as a whole enjoys a very good position in the total group scheme, and we're one of the top billers. In fact, '94 was the best revenue year ever for the station!

YOU'VE TWICE BEEN AWARDED STATION OF THE YEAR FOR YOUR COMPANY, IS THAT NOT RIGHT?

Unless I'm suffering from Alzheimer's...

AS YOUR SUCCESS CONTINUES, WE'RE GOING TO WRAP UP WITH JUST A QUICK IDEA OF WHAT'S NEXT FOR YOU. WHERE DO YOU SEE YOURSELF WHEN YOU'RE READY TO MOVE ON? WHERE WOULD YOU LIKE TO BE?

Who knows? I'd love a programming opportunity in a Top 30 market someday. But I try to be open-minded. Who really knows what's in store for us? When God's ready to open that door for me he will, and my gut will tell me it's right!

YOU'VE LONG SINCE LEARNED TO TRUST YOUR GUT. DAN, THANKS VERY MUCH FOR YOUR TIME.

THANKS -

GIVE US A BRIEF IDEA OF YOUR RELATIONSHIP WITH YOUR GENERAL MANAGER AND RELATIONSHIP WITH

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CHICAGO SEMINAR

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Ear To The Ground



Pictured here are Z100's ELVIS DURAN, FREDDIE VETTER, MADONNA, STEVE "The Proud Papa" KINGSTON, and THERESA BEYER.

THE Z100 MADONNA PARTY

This, maybe once-in-a-lifetime, event was a huge success! On the right is the "Material Girl" herself along with Z100's Director Of Operations & Programming STEVE KINGSTON.

However, an even bigger event just took place in Steve and Patty Kingston's life with the birth of JACOB ANDREW!



5-YEARS? A: Stay tuned!

ATTENDING THE OSCARS IS LIKE A BOX OF CHOCOLATES....

...you never know what you're gonna get, unless you're ELTON JOHN, who just had to know that his "Can You Feel The Love Tonight?" was going to garner the most votes for "Best Original Song." With an Academy Award in tow, and his current single "Believe" careening up the charts, ol' REG should have felt a lot of love last Monday night.

IN THROUGH THE OUT DOOR...

PAUL WALKER is the once and future PD at Tri-Cities, WA Top40 OK95/KIOK. Just three weeks after announcing his departure, for a gig with the RESEARCH GROUP in Seattle, PAUL is back at the station. PAUL said "the RESEARCH GROUP is a great company, but (OK95 General Manager) KATHY BALCOM made me an offer that was just too good to refuse." Who says you can't go home again?

With his return, expect Mr. WALKER to adjust OK95 toward a more adult slant. Look for most hard-edged rock and Alternative records to be phased off the playlist, in favor of mainstream artists with broad adult appeal. He won't be the first programmer in recent weeks to do so, as more and more agencies, without regard to ratings performance and demographic rankings, are refusing

outright, to buy HIT radio! Sounds like the number crunchers are at it again!!

CRUZIN' ON OUT...

KBFM/McAllen-Brownsville APD/afternoon A.C. CRUZE is out! For now, PD BILLY SANTIAGO, who's been pulling near 18-shares in middays, will

The REAL JUICE

The Record Industry merry-go-round is about to start spinning again...Watch for the first BIG changes of '95 to come down real soon!

Namz - In - The - Newz

BLOOD HOUND GANG
UNDERDOG RECORDS
TOM HANKS • KEN LANE
MADONNA • ELTON JOHN
ADAM ANT • JASON FLOM



THE ROCKETTES, THEY'RE NOT! Here are Barry Richards, Bob Greenberg, Ron Geslin, Lyor Cohen, Chris Ruh, and Nick Testa...about to break into "One, Singular Sensation...", etc.

take over "drivin' em home," while the lovely and talented MARISA segues from over-nights to fill mids. BILLY will be platooning some part-timers in the all-night shift.

J-J-J-IVE TALKIN'

How close is JACK SATTER to signing KEN LANE as JIVE's promo veep? VERY! Expect the I's dotted and the T's crossed on the deal anytime now...and that ain't no jive!

QUESTIONS & ANSWERS

Q: Is WATA/MELBOURNE PD DAN DEATON looking for a change of scenery after powering 'AIA for OVER

SCOTT FREE joins WOVV/West Palm Beach for over-nights and will also serve as morning show producer.



CHRIS RUH JOINS THE HITMAKERS' GANG!

Fiedel & Greenberg have named this former programmer Radio Editor for the mag. Chris will oversee all editorial and work with Director Of Mainstream Radio Nick Testa. Chris brings with him a vast experience in Top40 radio including alternative. Chris also has a background in journalism.

APRIL

WEDNESDAY	THURSDAY	FRIDAY
4		
<i>Adult/Top40 Impact She Henry Connick, Jr</i>		
	5	
<i>Bruce Springsteen on Late Show with David Letterman</i>		
	8	
<i>Dionne Farris on Saturday Night Live</i>		
		20
<i>Jeff Buckley's tour kicks off</i>		



Dionne Farris
I Know

The #1 TOP40/Mainstream record in America is a hit for every audience. This week's new major market airplay commitments include B96, KMEL, WILD 107, POWER 96, WHHH, WMJQ, KPLZ, KWMX, KLUC...

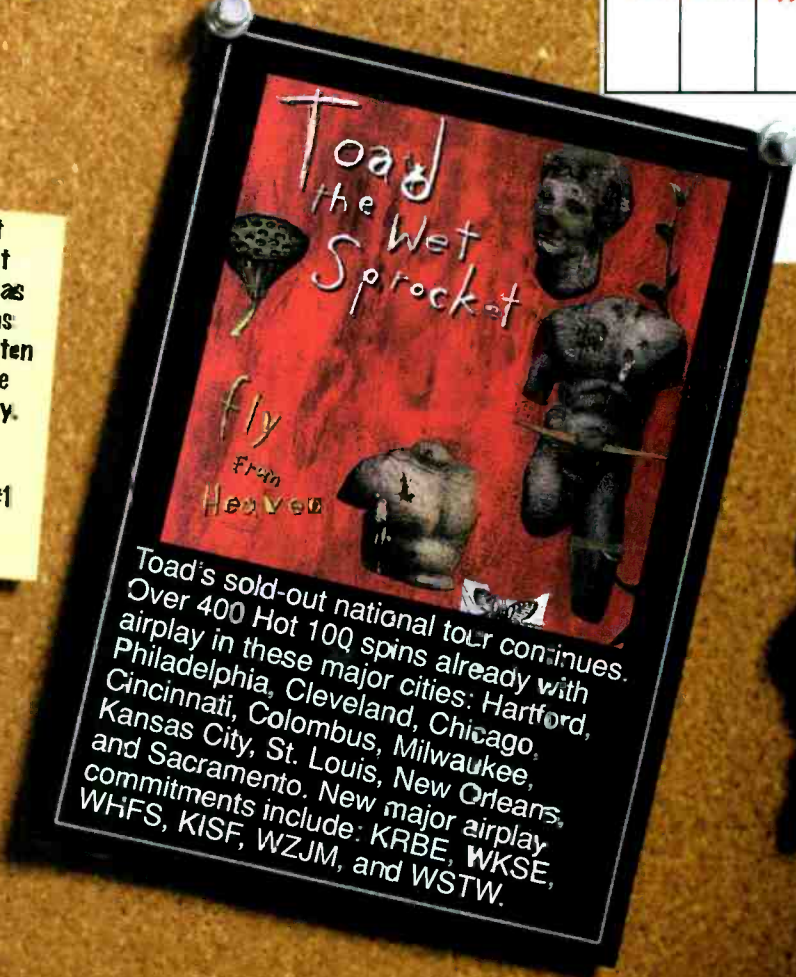
Keith Martin Never Find Someone Like You In Boston, WJMN (#7 most played) and SoundScan single jumps #22-#19. In San Francisco with Airplay at WILD 107 (#4 most played, 70x) and KMEL the single jumps to #1 Tower/Stonestown and the SoundScan single jumps #16 to #10! Jacksonville airplay at WHJX and WAPE the SoundScan single increases 50% and jumps #44 to #25. 25*-22* Top40/Rhythm "Airpower"



SOPHIE B. HAWKINS

New major airplay commitments include WNVZ (28 spins), WKRZ (20 spins), WTMX/Chicago, WGTZ, WDJX, and Y107. In Milwaukee, WKTI (29 spins), #6 most played and the SoundScan single jumped #52 to #38. Danny Clayton (PD, WKTI) said this is an "Extremely active phone record with impressive call-out."

Have you listened to Secret Garden yet? Ray Kalusa at Q106 said "Secret Garden has the same haunting feeling as Streets Of Philadelphia." Listen to the music and sit with the lyrics sheets coming your way. Top 40 Impact April 10...the first cassette single (in-store April 11) from the #1 album "Bruce Springsteen Greatest Hits."



Toad the Wet Sprocket

Fly From Heaven

Toad's sold-out national tour continues. Over 400 Hot 100 spins already with airplay in these major cities: Hartford, Philadelphia, Cleveland, Chicago, Cincinnati, Columbus, Milwaukee, Kansas City, St. Louis, New Orleans, and Sacramento. New major airplay commitments include: KRBE, WKSE, WHFS, KISF, WZJM, and WSTW.

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A beat that'll hold you tight.

"Top 5 phones and kickin!"

Larry Martino/KXTZ

"This is the biggest song in South Florida. Females love this thing. Play it now!"

Scott Chase/WOVV

New Adds Include:

HOT 97.7 WMGI KZHT

Hot Plays Happening:

WJJS 31 Plays	WPOW 30 Plays
KQIZ 24 Plays	WBBM 23 Plays
KZFM 19 Plays	KLRZ 19 Plays
WOVV 28 Plays	KXTZ 22 Plays

Killer Sales:

**Miami #1 For 2 Weeks
Tower Boston #2**

Your Loving Arms

BillieRayMartin



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ALREADY #1 AT DANCE**

Produced by The Grid and Billie Ray Martin

Management: Brian Shepherd/
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