

# HITMAKERS<sup>®</sup>

ISSUE 877 \$5.00

February 24, 1995



*an exclusive interview with*  
**BILL KLAPROTH**  
*PD, WDBR/Springfield*

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) 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

**REGIONAL  
SEMINARS**



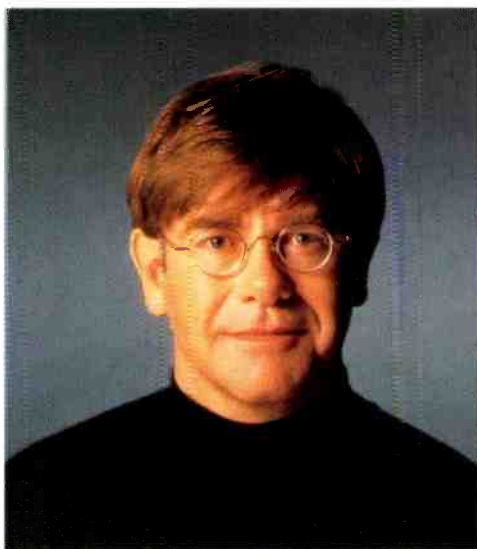
**RADIO  
'95**

# DOUBLE

SINGLE AND VIDEO 2/27

*Taken from the forthcoming album  
Made in England*

ELTON JOHN




*Made in England*

AVAILABLE 3/21

MUSIC BY Elton John  
LYRICS BY Tassin MANAGEMENT John Reid  
PRODUCED BY Greg Penny AND Elton John

rocket 

Rocket Records, manufactured and marketed by Island 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

BRANDY "Baby" (ATLANTIC)  
BROWNSTONE "If You Love Me" (MJJ/EPIC)  
CRANBERRIES "Ode To My..." (ISLAND)  
VAN HALEN "Can't Stop..." (WARNER BROS)  
ANNIE LENNOX "No More..." (ARISTA)  
REAL MC COY "Runaway" (ARISTA)  
BOY II MEN "Thank You" (MOTOWN)  
SIMPLE MINDS "She's A River" (VIRGIN)  
COLLECTIVE SOUL "Gel" (ATLANTIC)  
BRUCE SPRINGSTEEN "Murder Inc." (COLUMBIA)  
BLUES TRAVELER "Runaround" (A&M)  
BLESSID UNION "I Believe" (EMI)

## ALTERNATIVE WORLD

DAVE MATTHEWS "What Would You..." (RCA)  
BETTER THAN EZRA "Good" (ELEKTRA)  
MIKE WATT & FRIENDS "Against The 70's" (COL)  
LIVE "Lightning Crashes" (RADIOACTIVE)  
R.E.M. "Star 69" (WARNER BROS)  
SPONGE "Plowed" (WORK)  
MATTHEW SWEET "Sick Of Myself" (ZOO)  
BLUES TRAVELER "Run" (A&M)

## STREET SHEET

BOYZ II MEN "Thank You" (MOTOWN)  
BLACKGIRL "Lets Do It Again" (RCA)  
BONE, THUGS, & "Foe Tha Love..." (Relativity)  
FABU "Just Roll" (BIG BEAT)  
SPANISH FLY "Daddy's Home" (UPSTAIRS)  
IV XAMPLE "I'd Rather Be Alone" (MCA)  
GILLETTE "Mr. Personality" (ZOO)  
KEITH MARTIN "Never Find Someone..." (COL)  
MONTELL JORDAN "This Is How..." (PMP/ISLAND)  
RAPPIN-4-TAY "I'll Be Around" (EMI)  
REDNEX "Cotton Eye Joe" (BATTERY)  
BARRY WHITE "Come On" (A&M)  
STEVIE WONDER "For Your Love" (MOTOWN)

## MIX SHOWS

2 IN A ROOM "Ahora" (CUTTING)  
BIG L "Put It On" (COLUMBIA)  
BLAK PANTA "Do What U Want" (TOMMY BOY)  
FU-SCHNICKENS "Sum Dum Monkey" (JIVE)  
KOOL ROCK STEADY "Rude Boy" (DJ INTL)  
SARA PARKER "My Love Is Deep" (VESTRY)  
RAPPIN-4-TAY "I'll Be Around" (EMI)  
R.A.W. "Higher" (STRICTLY RHYTHM)  
REDNEX "Cotton Eye Joe" (BATTERY)  
THE B.U.M.S "Elevation..." (PRIORITY)

### IN THIS ISSUE...

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# CRANBERRIES

## "Ode To My Family"



Monitor Alternative Chart: #13

SoundScan LP Chart: 9\*

Approaching Triple Platinum!

### One of the most added:

WKSS	WDJB
WVSR	WKFR
WJET	WAZY
WSTW	WIFC
WAOA	KZIO
WFLZ	KZMG
KQID	KWNZ
WHHY	KFFM
WGTZ	



STRESS

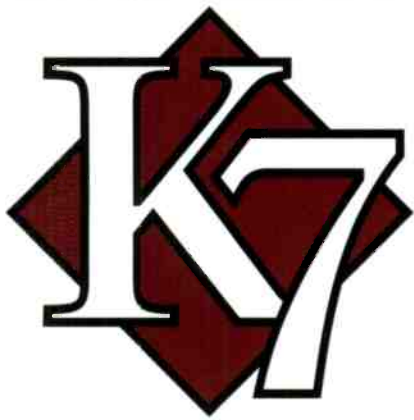


### Spinning at

WHHY	47x
WYHY	21x
KRBE	33x
B97	40x
WFLY	22x
Q99	36x
WPST	27x
KHTY	23x

Managed By The Left Bank Organization





# MOVE IT LIKE THIS

FROM THE GOLD ALBUM SWING BATTA SWING

**OVER 750 SPINS!!**

**ADDED THIS WEEK:**

**WPGC - Washington, DC**

**KDON - Salinas**

**KMEL - San Francisco**

**KSIQ - Imperial Valley**

**RICK STACY, PD, KKFR**

"Jamaican ballroom dancing meets the Mambo. I don't know what the hell that means, but I like the song.":

**CARMY FERRERI, PD, KGGI**

"If your head don't bob, yikes!"

**KOZMAN, APD/MD, KKXX**

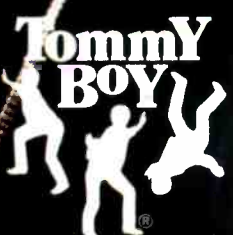
"Blowin' up!"



## HOT ROTATIONS

**KTFM San Antonio 73x STILL #1!!**

<b>KBXX</b>	Houston	<b>54x</b>
<b>KYLD</b>	S.F.	<b>59x</b>
<b>KHQT</b>	San Jose	<b>57x</b>
<b>KGGI</b>	San Bern.	<b>31x</b>
<b>KZHT</b>	Salt Lake City	<b>31x</b>
<b>KKXX</b>	Bakersfield	<b>39x</b>
<b>KWIN</b>	Stockton	<b>35x</b>
<b>KBOS</b>	Fresno	<b>26x</b>
<b>KCAQ</b>	Santa Barbara	<b>21x</b>
<b>KZFM</b>	Corpus Christi	<b>16x</b>
<b>WJJS</b>	Roanoke	<b>12x</b>
<b>WWKX</b>	Providence	<b>44x</b>
<b>WPOW</b>	Miami	<b>41x</b>
<b>KLUC</b>	Las Vegas	<b>48x</b>
<b>WFHN</b>	New Bedford	<b>27x</b>
<b>WQVV</b>	W. Palm Beach	<b>23x</b>
<b>KPRR</b>	El Paso	<b>24x</b>
<b>KHTN</b>	Modesto	<b>23x</b>
<b>KXTZ</b>	Las Vegas	<b>29x</b>
<b>KIKI</b>	Honolulu	<b>19x</b>
<b>KBFM</b>	McAllen/Brownsville	<b>14x</b>
<b>WKSS</b>	Hartford	<b>10x</b>



FROM THE MULTI-PLATINUM  
#1 ARTIST

#4 MOST ADDED:

KCAQ WHJX KHTN  
WXSJ WJJS KZHT  
WQGN

# SHOW

Anything For You

(featuring Nadine Sutherland)

The premiere single and video from the forthcoming album Murder Love, the follow-up to the 1.7 million-selling debut 12 Inches of Snow.

Produced by Barry "Lux" Ellis for The Core of Production

Executive Producers: EZ Steve Salem and David Eng  
Management: Salem and Eng Entertainment

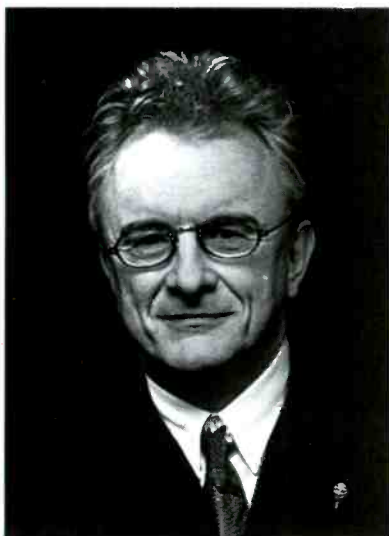
on EastWest compact discs, EMI cassette and records. © 1995 Elektra Entertainment Group  
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# HITMAKERS Faces & Places

## PETER ASHER JOINS SONY MUSIC ENT. AS SR. VP



Peter Asher has been named Senior VP, Sony Music Entertainment, it was announced by Thomas D. Mottola, President and Chief Operating Officer, Sony Music Entertainment, to whom Mr. Asher reports.

Asher's responsibilities will encompass a broad range of artist development projects. He will be a creative resource for all Sony Music labels, international and domestic. In addition, he will be an exclusive producer for Sony Music artists. Mr. Asher will be based in New York.

"I have great respect and admiration for Peter's instincts and abilities," commented Mr. Mottola. "He has not only achieved great success as an artist, manager, and producer, but has employed his talents to establish successful careers for several of today's top singer/songwriters. Peter knows how to spotlight an artist's gifts - he can choose the perfect song, produce a great record, and make critical creative decisions. We are delighted that Peter will share his

vision with our artists to create great music and classic recordings."

## LIPMAN NAMED ATLANTIC NAT'L. DIR. TOP40 PROMOTION



Monte Lipman has been appointed National Director of Top40 Promotion for Atlantic Records, based at the company's New York headquarters. The announcement was made by Atlantic Senior Vice President Andrea Ganis. Mr. Lipman reports to Atlantic Vice President of Promotion, Danny Buch.

In making the announcement, Andrea Ganis commented: "Monte's extensive promo experience and excellent track record working in a variety of markets provide him with invaluable knowledge and depth of perspective. We couldn't be happier to have someone of his caliber join the Atlantic team, and it is with great enthusiasm that I welcome him to the company."



Julie Borchard has been promoted to Vice President, International for COLUMBIA Records.



Matt Pierson has been named Senior Vice President/Jazz for WARNER BROS. Records.



Travis Tritt and comedian Jeff Foxworthy recently donated their unique musical and comedic talents for a benefit concert at the Universal Amphitheatre in Los Angeles. The pair raised \$25,000 for the L.A.-based charity United Friends of the Children, which supports foster children in L.A. County. Pictured (l-r): Travis Tritt; Sandra Rudnik, President, United Friends of the Children; Claudia Vallon, Board Member, United Friends of the Children; and Jeff Foxworthy.

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Shelby Meade has been appointed Director, Press and Artist Development for the ELEKTRA Entertainment Group.



BMI executives joined Ace Of Base (STIM) at the recent MIDEM to celebrate the worldwide success of the Swedish group's album "THE SIGN" and hit singles "All That She Wants" and "The Sign." Pictured at Cannes' Noga Hilton are (l-r): Lasse Karlsson, manager, Ace Of Base; Del Bryant, Sr. VP, Writer/Publisher Relations, BMI; Kjeld Wennick, President, Mega Records; Christian Ulf-Hansen, Director U.K. Writer/Publisher Relations, BMI; Ulf ("Buddha") Ekberg, Ace Of Base; Lene Vesten, Mega Records; Frances W. Preston (center), President/CEO, BMI; Claes Cornelius, Mega Records; Jonas ("Joker") Berggren, Ace Of Base; John Ballard, Gothenburg Records/Tuff Studios; and Phil Graham, VP European Writer/Publisher Relations, BMI.

# Programmer's Think Tank

by TOM SHO VAN



## THE BUSINESS SIDE OF RADIO

We appear to be entering the graying, or "middle age" of radio programming. I just got back from a convention in New Orleans where the tone of 1995 was different from previous years. The 1970's and 1980's were prosperous decades, and seminars and meetings were actually the redeeming social value of a big party. These big blowouts turned to depressing CATscans and autopsies of a dying Top40 format in the 1990's. Stations were dropping Top40 and the staff was B.F.O.'d (Blown the fuck out). This year, however, we've had another turnaround. At first I wasn't exactly sure of what the game was, but over the course of the four days of meetings and chatting it crystalized. You see, I was looking for new faces - newcomers to the industry and the format. I wanted to meet them and get their read on radio today and tomorrow. I wanted to understand newcomers' expectations and hopes from their career in this medium.

As I looked through crowds of heads I saw graying hair. It was the same players. Why? I think because the universe of Program Directors is getting smaller and smaller, even though Top40 radio itself is in a growth cycle. Duopolies, triopolies and maybe soon even octopolies are putting one PD in charge of multiple radio stations. That leaves little or no room for fledgling programmers to enter the arena. The PD's who have a seat in this serious game of musical chairs have glued their chair to their pants so they're

never left standing.

Radio stations in 1995 are focusing on dollars...efficiency...P&L. While ABC, for example, just boasted a strong fourth quarter in profits, a closer look shows that it wasn't a shower of new money that made for that great bottom line - it was reduced costs due to staff cutbacks and relocation to the economical Dallas headquarters.

I just spent four days without hearing a lot of the usual whining about reporting of music or what niche the usual format of the station fills. Instead, PD's in 1995 are concerned with running sales promotions without hurting the station, doing research and amortizing its costs by marketing the resulting mailing list. PD's are concerned with the bottom line of the station. Paul Drew pointed out that the most powerful person in the radio station today is the controller. He or she by comments about your wages and the amount of work you do to earn them can seal your fate. Drew recommends being sure everything from concert tickets to CD's find their way to the controller's office.

All these, of course, are fear tactics and we can't live our lives totally on the defensive. We do, however, need to put aside some of our freedoms and affectations and become part of the new business-like mindset of this changing industry. I notice that pony tails are coming off and studious eyeglasses are in. Armani suits may not be the dress, but the sometimes bizarre has given way to mainstream casual.

Certainly having a business mind-set is vital to

radio in the '90s. Radio billing is up overall this year, but for corporations who now control radio, there's never enough. This means for us that we need to not only act and look like corporate types, we have to think toward expansion. We need to be open to new ideas and adventures.

I was at the Talkers Convention conducted by Valerie Geller a couple weeks ago. It was predicted there that in five years more than 50% of all radio will be talk. They cautioned, however, that this talk may well take different forms than the current Rush Limbaugh and psychobabble that now marks talk radio. I think this is a real area of opportunity for Top40. Programmers like Steve Kingston have blazed some trails with Dr. Judy Koriensky and WPLJ's Rocky Allen offers front line entertainment. I'm not sure we should be afraid to try midday talk on Top40s and more emphasis on personality in nighttime dayparts. I'm not sure I totally buy the whole package at B97 in New Orleans, but I must say it reflects some bold thinking on Scott Wright's part.

Radio is a business. We need to treat it as such. We need to make our product easy to obtain, enjoyable, top of mind and satisfying. We need to foster the unique and the bold, yet retain the elements of familiarity that preserve our listeners' comfort level. Are you ready? Let's do it.

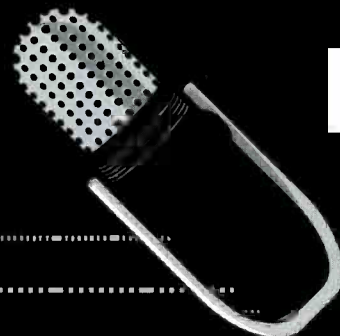
**Tom Shovan welcomes your comments.  
Call him at  
(212) 581-3962 or fax (212) 459-9343.**

**ROOMS ARE GOING FAST  
AT THE SPECIAL SEMINAR RATE!  
FOR THE CHICAGO SEMINAR**

**MAY 4 • 5 • 6**

**WESTIN HOTEL (312) 943-7200**

**REGIONAL  
SEMINARS**



**RADIO  
'95**

MICHAEL BOLTON

1995 AMERICAN MUSIC AWARDS

FAVORITE MALE ARTIST:

POP/ROCK

FAVORITE ARTIST:

ADULT CONTEMPORARY

*I'd like to express  
my heartfelt  
gratitude to all  
my friends at  
radio for their  
continued support.*

*Always,*

A stylized, handwritten signature in black ink, appearing to read 'M. Bolton'.

*P.S. See you on tour*

*...and on the field!*



# HITMAKERS

MAINSTREAM TOP 40<sup>®</sup>

DISCOVERY CLUB

1. **VAN HALEN "Can't Stop..." (WB)**
2. **ANNIE LENNOX "No More I Love You's" (ARISTA)**
3. **BRUCE SPRINGSTEEN "Murder Incorporated" (COLUMBIA)**
4. **BOYZ II MEN "Thank You" (MOTOWN)**
5. **HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)**
6. **REAL McCOY "Run Away" (ARISTA)**
7. **REDNEX "Cotton Eye Joe" (BATTERY)**
8. **BLESSID UNION OF SOULS "I Believe" (EMI Records)**
9. **BLUES TRAVELER "Runaround" (A&M)**
10. **BRANDY "Baby" (ATLANTIC)**
11. **DURAN DURAN "White Lines" (CAPITOL)**
12. **ELTON JOHN "Believe" (ROCKET/ISLAND)**
13. **cranberries "Ode To My Family" (ISLAND)**
14. **DAVE MATTHEWS BAND "What Would You Say" (RCA)**
15. **FIREHOUSE "I Live My Life For You" (EPIC)**
16. **LIVE "Lightning Crashes" (RADIOACTIVE/MCA)**
17. **NEWTON "Sky High" (CRITIQUE)**
18. **PATTY SMYTHE "Look What Love Has Done" (MCA)**
19. **4 P.M. "Lay Down Your Love" (NEXT PLATEAU/ISLAND)**
20. **ADAM ANT "Wonderful" (CAPITOL)**
21. **ADINA HOWARD "Freak Like Me" (ELEKTRA ENT. GROUP)**

# COLUMBIA RECORDS

Presents the **HITMAKERS**

## Programmer of the week!

### Columbia Crusades

#### **KEITH MARTIN**

"Never Find Someone Like You"

TONY MANERO, MC, KXTZ, Las Vegas

"This is a guaranteed #1 record."

BOB PERRY, PD, HOT97.7, San Jose

"It's on the radio... Need I say more?"

#### **JEFF BUCKLEY**

"Last Goodbye"

BILL HANSON, AMD, WHTF-FM, York

"This track spotlights Jeff's totally amazing voice. No one else in the format has this kind of range."

#### **BRUCE SPRINGSTEEN**

"Murder Incorporated"

NEAL SHARPE, PD, JET-FM, Erie

"With the E Street Band back together, they've got the winning formula."

KID KELLY, PD, WBHT, Wilkes-Barre

"I played this 13 times more than Elvis Duran."

SCOTT LAUGHLIN, MD, WBNQ, Bloomington

"Sounds like old Bruce because it is. It's great."

DENA DESNICK, MD, WJMX, Florence

"What can I say about Bruce that has not been said already?"

JEFF BANKS, APD/MD, WPXR, Davenport

"The Boss is back."

TOMMY FRANK, APD/MD, WZOQ, Lima

"Classic Springsteen. It's a rocker."

#### **MIKE WATT**

"Big Train"

KEN ZIPETO, APD, WMMR, Philadelphia

"What a record. It's like the Who's Who of Modern Rock."

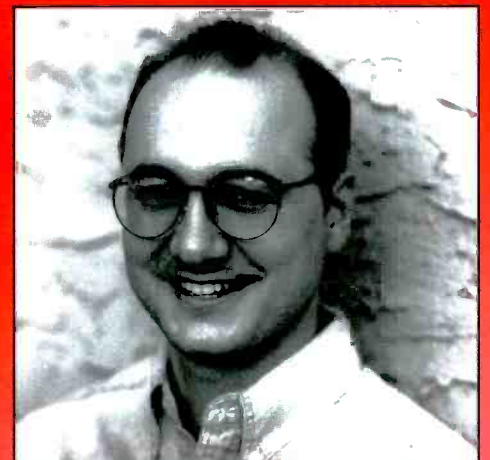
#### **Nominees for Issue 878.**

Vote for your choice.

1. BILL SHAHAN (PD, WVSR/Charleston)
2. STEW SCHANTZ (PD, WSPK/Poughkeepsie)
3. JAMES BAKER (PD, KZIO/Duluth)

Call your HITMAKERS Account Executive (818) 887-3440  
Programmer of the week wins a Sony Walkman™!

### Garett Michaels



PD, WPLY/Philly

#### Career Highlights:

- Having the chance to work with Don London and the great staff of WZPL/Indianapolis during the station's heyday.
- This incredible opportunity to work at Y100/Philly with what I believe to be the best radio team in America...Along with being consulted by Scott Shannon and Mike Preston. What else could an impressionable young midwestern boy ask for?

#### Family:

Anne, Still the coolest wife on the planet

#### Hobbies:

Fishing, gardening, cooking, listening and learning from Scott.

#### Quote:

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

# Top40 Disc-covery Club

**LARRY HUGHES, PD, 95XIL, Parkersburg**

MARTIN PAGE *In The House Of Stone And Light* (MERCURY) - Good phones on this song.

PATTY SMYTHE *Look What Love Has Done* (MCA) - This is a hot record!

**CLARKE INGRAM, PD, 98PXY, Rochester**

REDNEX *Cotton Eye Joe* (BATTERY) - You can't possibly not have an opinion about this one...kinda like Rush Limbaugh.

NEWTON *Sky High* (CRITIQUE) - Good familiar Pop dance song that adults should like.

EAGLES *Love Will Keep Us Alive* (Geffen) - Good Pop ballad.

**NEAL SHARPE, PD, JET-FM, Erie**

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - With the E Street Band back together, they've got the winning formula.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Mass appeal Rock hit from the #1-selling album in town.

FIREHOUSE *I Live My Life For You* (EPIC) - Top 10 phones first week out...Could be a hit.

**MARK LANDIS, PD, K106, Beaumont**

DURAN DURAN *White Lines* (CAPITOL) - Killer song. Sounds great on the radio station.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - You're missing the boat if you're not playing this...It's huge!

BON JOVI *Prayer 94* (MERCURY) - Killer song on the new *CROSSROADS* CD.

**MIKE DANGER, MD, KCLD, St. Cloud**

BRANDY *Baby* (ATLANTIC) - Huge sales. A song that will break her young career.

REDNEX *Cotton Eye Joe* (BATTERY) - Great novelty record. One that will light up the phones.

BLUES TRAVELER *Runaround* (A&M) - One of the best live performances I've ever seen.

WOLFGANG PRESS *Going South* (4AD/WARNER BROS.) - Too unique, but will work. A Top40 feel to it.

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

FIREHOUSE *I Live My Life For You* (EPIC) - This will be huge!

ANNIE LENNOX *No More I Love You's* (ARISTA) - Will be a good one.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Good night record.

**FERNANDO VENTURA, MD, KHFI, Austin**

REAL McCoy *Automatic Lover* (ARISTA) - Rack up hit #3. I wish these guys would make something that sucked just once...I am so bored with quality...

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - It's the jam.

NEWTON *Sky High* (CRITIQUE) - Picking up a club buzz...Turning into an Austin record.

**CARLY RUSH, PD/MD, KHTT, Tulsa**

ANNIE LENNOX *No More I Love You's* (ARISTA) - Absolute smash. Will work all day.

BLUES TRAVELER *Runaround* (A&M) - Very infectious tune. Good Rock & Roll.

LETTERS TO CLEO *Here & Now* (GIANT) - I like it. Good Alternative Pop record.

**BRANDON YOUNG, MD, KISN, Salt Lake City**

LINDA RONSTADT *The Blue Train* (ELEKTRA) - Once again! Women love it!!

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Hey, I believe! I believe!!

**MICK FULGEM, MD, KISX, Tyler**

cranberries *Ode To My Family* (ISLAND) - Great tune. I like this one.

ANNIE LENNOX *No More I Love You's* (ARISTA) - This will be a big smash!

BOYZ II MEN *Thank You* (MOTOWN) - Good uptempo record.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Great track. This is the one.

**RICK STACY, PD, KKFR, Phoenix**

K7 *Move It Like This* (TOMMY BOY) - Jamaican ballroom dancing meets the Mambo...I don't know what the hell that means, but I like the song.

ANNIE LENNOX *No More I Love You's* (ARISTA) - Rick Bisceglia told me to like this song...Know what, he was right.

**KEN BENSON, PD, KKRZ, Portland**

TLC *Red Light Special* (ARISTA) - Give this one the green light! Another Babyface monster.

ELTON JOHN *Believe* (ROCKET/ISLAND) - Believe me, you'll be a believer in this one. By the way, nice hair.

**JON ZELLNER, PD, KTHI, Fresno**

ELTON JOHN *Believe* (ROCKET/ISLAND) - Kudos to Bernie, one of the best Elton songs in years.

DIONNE FARRIS *I Know* (COLUMBIA) - Sounds great on the air...Perfect for when the warm weather hits.

BRANDY *Baby* (ATLANTIC) - Huge local sales and Top 5 phones after less than two weeks on the air.

**JON NORTON, MD, KYYY, Bismarck**

DAVE MATTHEWS BAND *What Would You Say* (RCA) - We think this is a total smash hit!

FOUR SEASONS *Who Wrote The Book* (CURB) - #2 phones for us. Kids and adults are eating this song up.

ANNIE LENNOX *No More I Love You's* (ARISTA) - Sounds like another big hit for Annie Lennox.

**PAUL WALKER, PD, OK95, Tri-Cities**

BUSH *Everything Zen* (INTERSCOPE) - Took a few listens, but something clicked and now I can't get it out of my head. Please help me.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - One of the poppiest-sounding Van Halen records in years.

**RAY KALUSA, MD, Q106, San Diego**

ANNIE LENNOX *No More I Love You's* (ARISTA) - Lots of I love you's for this one. Already getting phones after one week of play.

PATTY SMYTHE *Look What Love Has Done* (MCA) - Adult record with tempo. What a concept. Could you put out a hundred more like this?

**KEVIN PETERSON, APD/MD, STAR94, Atlanta**

ELTON JOHN *Believe* (ROCKET/ISLAND) - Vintage Elton...What else can I say?

ANNIE LENNOX *No More I Love You's* (ARISTA) - Gonna be a mutha!

**JOE FRIDAY, PD, WAEB, Allentown**

BOYZ II MEN *Thank You* (MOTOWN) - No brainer. But hey, thank you for the tempo.

FOREIGNER *Until The End Of Time* (PRIORITY) - It shouldn't take you much time to realize those guys are back 'in a big way.'

ANNIE LENNOX *No More I Love You's* (ARISTA) - Another cool record from the divas of Pop. It may take more than one listen though.

**DAMON COX, MD, WAPE, Jacksonville**

DAVE MATTHEWS BAND *What Would You Say* (RCA) - What a smoker! Should do extremely well.

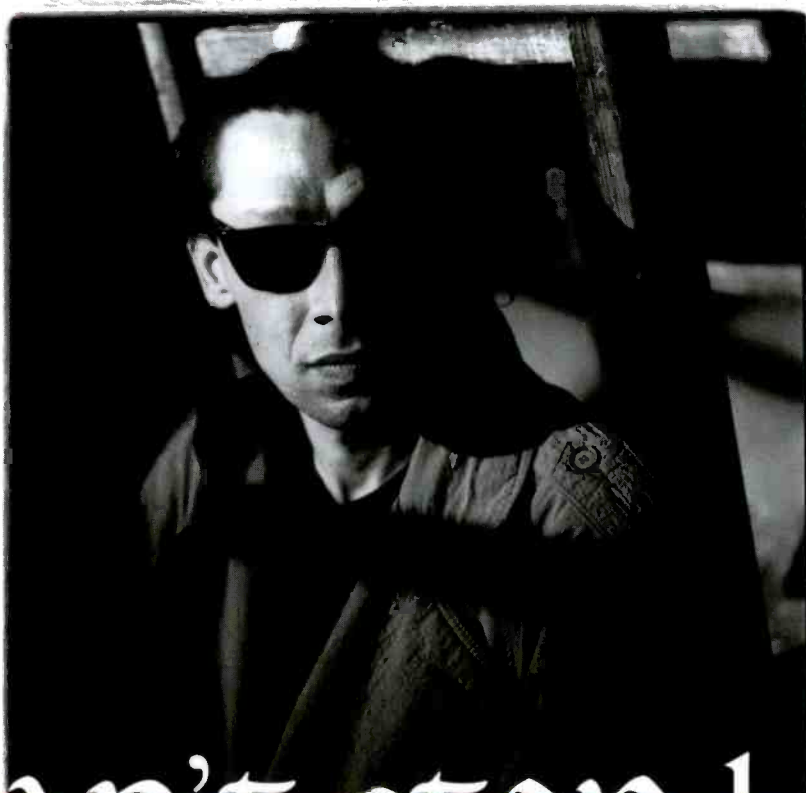
PORTISHEAD *Sour Times (Nobody Loves Me)* (LONDON) - A strange little ditty that sticks to the roof of your mouth like peanut butter.

**KID KELLY, PD, WBHT, Wilkes-Barre**

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - I played this 13 times more than Elvis Duran.

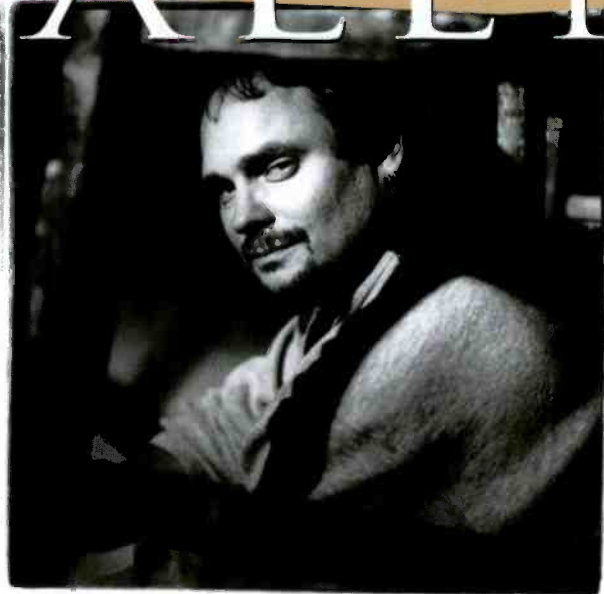
HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Strong follow-up; could be even bigger than *Hold My Hand*.

it's just so damn hard.



can't stop lovin' you  
VAN HALEN

the next single



produced by bruce fairbairn  
from the album: balance  
the tour begins march '95!  
management: ray danniels, sro management, inc.



© 1995 warner bros. records, inc.

**SoundScan LP Sales Chart 4\* 115,835 Pieces Sold This Week LP Already Platinum!**

**One Of The Most Added, Early Support At:**

**Q99 18x    B97 24x    PRO-FM 25x**  
**Z100 19x    Q102 14x    WKBQ 16x    WKSE 20x**

# REDNEX

*“Cotton Eye Joe”*

**ON YOUR DESK NOW!**

*The smash single has already sold millions in Europe!!!*

**IMPACT DATES: FEB 27th & 28th**

**STATIONS THAT  
COULDN'T WAIT:**

**KTFM 45x, B96 28x, KRQ 12x, PRO-FM 26x,  
B94 17x, WAPE 22x, XL106.7 26x, WFLZ 15x,  
KRBE 18x, WDJX 17x, WYHY 25x,**

*“AT&T called to ask about this record because requests are clogging up their lines. #1 phones in San Antonio after one week!”*

*Charles Chavez, MD, KTFM, San Antonio*

*“After seeing it all weekend in my hotel room it's got me. The video is great and so is the song.”*

*Sonia Jimenez, APD, KGGI, Riverside*

*“Dosie Doe and away we go... If I hadn't met Cotton Eye Joe, I'd a been married a long time ago... What the hell does that mean? Awsome song!”*

*Scott Chase, MD, WOVV, West Palm Beach*





# Top40 Disc-overly Club

## **SCOTT LAUGHLIN, MD, WBNQ, Bloomington**

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Sounds like old Bruce because it is. It's great.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - I really like this one.

BOYZ II MEN *Thank You* (MOTOWN) - No brainer.

## **MICHAEL GAMBY, MD, WDBR, Springfield**

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great follow-up, fantastic album. You've gotta love anyone named Blowfish. Sounds like an old college roommate of mine.

REAL McCOY *Run Away* (ARISTA) - People in this market seem to enjoy the techno.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - It's smooth!

## **JIM REITZ, PD, WFHN-FM, New Bedford**

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

BOYZ II MEN *Thank You* (MOTOWN) - Just a smash!

## **SHAWN SCOTT, MD, WFLY, Albany**

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND) - Just as big as *Sukiyaki*. Another female killer.

REDNEX *Cotton Eye Joe* (BATTERY) - Good fun, novelty song.

## **JONNY HARTWELL, MD, WHOT, Youngstown**

REAL McCOY *Run Away* (ARISTA) - Mc hot smash!

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - Attention fetching. Live smash.

cranberries *Ode To My Family* (ISLAND) - Great follow-up. Ode to *Frankenberrie*.

## **DENA DESNICK, MD, WJMX, Florence**

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - It's wonderful. Can be played in all dayparts.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - What can I say about Bruce that has not been said already?

## **DENNIS DILLON, PD, WKXJ, Chattanooga**

DURAN DURAN *White Lines* (CAPITOL) - Very cool hip band. Familiar sound.

BLUES TRAVELER *Runaround* (A&M) - Classic Pop/Rock sound. Great live.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Mid-'80s classic sound.

## **DON LONDON, PD, WNVZ, Norfolk**

BRANDY *Baby* (ATLANTIC) - Great tune, #1 single sales in the market.

BOYZ II MEN *Thank You* (MOTOWN) - After just a few spins, already getting requests.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - I believe this is very compelling music.

## **GARETT MICHAELS, PD, WPLY, Philadelphia**

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - After hearing this one on the radio and seeing the video, I can declare this the breakthrough record for this band, much like *Losing My Religion* was for R.E.M.

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - With the kind of success we've had with this band, we feel this is a natural progression for Stone Temple Pilots, and a song that everybody can play.

## **JEFF BANKS, APD/MD, WPXR, Davenport**

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Big smash for Top40.

ANNIE LENNOX *No More I Love You's* (ARISTA) - Listen more than once to this.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - The Boss is back.

## **LIZ JORDAN, APD/MD, WQGN, Groton**

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Strong power ballad.

BOYZ II MEN *Thank You* (MOTOWN) - It's a given...A no-brainer.

SHOXSIE & THE BANSHEES *O Baby* (GEFFEN) - Tested favorable.

## **KEITH CURRY, MD, WSNX, Muskegon**

TLC *Waterfalls* (ARISTA) - Put it in and watch the phones light up.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - Good song that fits all dayparts.

DURAN DURAN *White Lines* (CAPITOL) - Is this really Duran Duran?

## **STEW SCHANTZ, PD, WSPK, Poughkeepsie**

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - *Streets Of Philadelphia* proved Bruce isn't dead.

ANNIE LENNOX *No More I Love You's* (ARISTA) - Fabulous song.

REAL McCOY *Run Away* (ARISTA) - Another #1!

BOYZ II MEN *Thank You* (MOTOWN) - Thank God it's not a ballad.

## **CURT KRUIZE, MD, WVKS, Toledo**

REDNEX *Cotton Eye Joe* (BATTERY) - Fun record.

BONNIE RAITT *You Got It* (ARISTA) - Good job on this song.

MIKE & THE MECHANICS *Mea Culpa* (ATLANTIC) - Sounds fantastic.

## **THE KID, APD/MD, WWFX, Bangor**

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Bruce kicks ass baby! This sounds like it could have been on *THE RIVER*. Great song.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - This is a 24-hour a day song that is very mainstream.

ADAM ANT *Wonderful* (CAPITOL) - Great song. Duran Duran, Simple Minds, now Adam Ant. I hope Missing Persons and A Flock Of Seagulls get back together. The '80s are bitchin', dude!

## **JIM RICHARDS, PD, WWST, Knoxville**

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Strong follow-up.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Been playing this a few weeks and sounds great on the air!

## **TONY CASTLE, MD, WWST, Knoxville**

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Classic Van Halen.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Great sound, cool vibe. Good female record.

REAL McCOY *Run Away* (ARISTA) - Awesome tune, great night record. Great follow-up.

## **JOHN IVEY, PD, WXKS, Boston**

GLORIA ESTEFAN *Everlasting Love* (EPIC DANCE) - Working well as an adult record.

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - Starting quickly.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Progressed to afternoons already. Will be a full time record pretty soon.

## **TOM GARRETT, PD, WZOK, Rockford**

ANNIE LENNOX *No More I Love You's* (ARISTA) - The best one out there right now. I'm glad it's fresh-sounding.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Perfect track for Top40 right now.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Sounds 10 times better on the air than I ever thought it would.

## **TOMMY FRANK, APD/MD, WZOQ, Lima**

REDNEX *Cotton Eye Joe* (BATTERY) - Tons of phones.

REAL McCOY *Run Away* (ARISTA) - Very hot record.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Classic Springsteen. It's a rocker.

# Whigfield "Saturday Night"



## CHECK OUT THE SPINS:

WXKS - 8 SPINS/BOSTON

WKBQ - 18 SPINS/ST. LOUIS

KMXV - 26 SPINS/KANSAS CITY

KTFM - 22 SPINS/SAN ANTONIO

KZHT - 43 SPINS/SALT LAKE

WKSE - 26 SPINS/BUFFALO

KBFM - 19 SPINS/McALLEN-BROWNSVILLE

WFHN - 15 SPINS/NEW BEDFORD

## Whigfield #1 at the following countries:

Italy	Finland	Austria	Switzerland
Holland	Denmark	Spain	Turkey
Norway	Portugal	UK	Greece
Sweden	Germany	Israel	France

## ADDED AT:

Q99/SALT LAKE CITY

KISR/FT. SMITH

**SINGLE IN STORES NOW!**

#2 SONG IN UK • #2 OVERALL IN EUROPE • #1 DANCE IN CANADA

# FUN FACTORY "Close To You"

## CHECK OUT THE SPINS:

B96 - 32 SPINS/CHICAGO

POWER 96-20 SPINS/MIAMI

KKFR - 7 SPINS/PHOENIX

KTFM - 5 SPINS/SAN ANTONIO

KLRZ - 48 SPINS/NEW ORLEANS

KPRR - 18 SPINS/EL PASO

WJJS - 8 SPINS/ROANOAKE

Q105 - 10 SPINS/OXNARD

KZFM - 13 SPINS/CORPUS CRISTI

**SINGLE IN  
STORES NOW!**

## ADDED AT:

KKFR/PHOENIX

KZHT/SALT LAKE CITY

KLRZ/NEW ORLEANS

WBSS/ATLANTIC CITY

WILN/PANAMA CITY

**CURB  
RECORDS**



# ALTERNATIVE DISCOVERY CLUB

## **ARMIDA SANTA CRUZ, AMD, KIOT, Santa Fe**

POSTER CHILDREN *He's My Star* (REPRISE) - A sound sublime. Appetizing and appealing sonic Pop. Also check out *Drug I Need*, *One Of Us* (absolutely riveting!) and *New Boyfriend* (just too delightful).

MICHAEL PETAK *Wrecking Ball* (SLASH) - Raw emotionalism. This is Rock with guts galore.

TYPE O NEGATIVE *Christian Woman* (ROADRUNNER) - Goth Rock with accessibility up the ass. The phones ring instantly.

ROLLINS BAND *Fall Guy* (ATLANTIC) - The enigmatic Mr. Rollins does it again. Is he God or just God-like?

## **SAT BISLA, AMD, KRZR, Fresno**

JIMMY SOMMERVILLE *Heartbeat* (LONDON, U.K.) - The former frontman for Bronski Beat and The Communards is back with a great dance track that may 'rock your world.' There are six mixes to tantalize your musical tastebuds, including remixes by the famed Armand Van Helden. An Alternative dance artist that deserves spins on the turntables in and out of the station studio.

SENSER *Age Of Panic* (U.K. IMPORT) - In 1993 Senser was nominated as the best Alternative band in the U.K. and justly deserved that award. It's now time for programmers stateside to take advantage of this truly great band. If you've played Rage Against The Machine, Primus or Beastie Boys then you won't have to get clipped around your ear hole for not figuring this one out. *Age Of Panic* is a very intense, catchy and exciting post-punk track that won't panic your listeners, but will bond them instead.

LOW POP SUICIDE *Life And Death* (WORLD DOMINATION) - Finally, these lads are set to get the break they deserve. This track is very radio-friendly, yet cutting-edge. *Life And Death* is a track that is very well performed with its uptempo and catchy guitar melody. Sure to be a hit with both male and female listeners in all dayparts. (Trust your gut instincts. It's a smash)

## **RYAN MICHAELS, PD, KZOZ, San Luis Obispo**

ELASTICA *Connection* (Geffen) - One of the coolest songs of '95 so far. Has a New Wave feel, but is still out on the edge.

POSTER CHILDREN *Junior Citizen* (SIRE/REPRISE) - Upbeat, unique and fun. This is a perfect driving song. Give your listeners a fun ride home.

BUTT TRUMPET *I'm Ugly And I Don't Know Why* (EMI RECORDS) - Funny novelty.

THE CAULFIELDS *Devil's Diary* (A&M) - Me gusta.

DURAN DURAN *White Lines* (CAPITOL) - Instant phones. It sounds a lot like Big Audio Dynamite.

## **SWEDISH EAGLE, PD, THE IMPORT SHOW, Los Angeles**

CARTER U.S.M. *Suicide Isn't Painless* (INDOLENT U.K.) - Recorded live in Croatia and available on their new import CD single of *THE YOUNG OFFENDERS MUM*. Short in length, but filled with emotion. They dedicate it to 'all those who miss Kurt Coain.'

SHOXSIE & THE BANSHEES *Stargazer* (Geffen/Polydor) - Their second U.K. single from their album *Rapture*, and it's every bit as good as *O Baby*. I am still proud to be a Siouxsie fan and you can't say that about too many of those '80s bands.

DRUGSTORE *Nectarine* (HONEY U.K.) - This new single is released on the band's own HONEY Records. Brazilian singer/songwriter Isabel Monterio fronts the London-based trio whose sound is a hybrid of Throwing Muses and Tori Amos. Isabel's lyrics and storytelling abilities have been described as a cross between Patti Smith and The Cowboy Junkies. Find it, listen to it, play it!! P.S. Don't miss their version of *She Don't Use Jelly*.

ELASTICA *Waking Up* (DECEPTIVE U.K.) - So you love *Connection*. Well, Waking Up is no slacker. This is the band's new U.K. single.

## **PJ, APD, WABN, Abingdon**

SEBADOH *Rebound* (SUB POP) - What a great line, 'all little boy lonely and curious lust' is.

MIGHTY MIGHTY BOSSTONES *Pictures To Prove* (MERCURY) - Perfect for our 'Disgruntled Valentine's Day' show.

PJ HARVEY *Down By The Water* (ISLAND) - She has the kind of voice and delivery that makes you stop and take notice.

## **BILL HANSON, AMD, WHTF-FM, York**

DOWN BY LAW *500 Miles* (EPITAPH) - Cover of the decade! God, I love this label!

DEL AMITRI *Here & Now* (A&M) - This band has turned out so many great songs that they should be huge by now. Hopefully, this one will break them.

PRESCOTT CURLYWOLF *Celebrate Ray* (DOOLITTLE) - Some major label should sign this band REAL fast. The best indie song and CD of the year so far. Fits on Rock and Alternative formats.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - This track spotlights Jeff's totally amazing voice. No one else in the format has this kind of range.

WOLFGANG PRESS *Going South* (4AD/WARNER BROS.) - They've turned their performance up a notch since my college radio days. It's good to see them gain some mass appeal.

## **STEVE REYNOLDS, AMD, WKLL, Utica**

GOO GOO DOLLS *Only One* (WARNER BROS.) - Living in Upstate New York for a long time automatically makes you a Goo fanatic. This should be the track to break 'em big.

MUDHONEY *Generation Spokesmodel* (REPRISE) - Easily the most radio-friendly cut they've ever recorded. Yet another band that needs to make a lot of money by selling lots of records.

## **KEN ZIPETO, APD, WMMR, Philadelphia**

THE THE *I Saw The Light* (550 MUSIC/EPIC) - This record is on FIRE. Man, let me tell you, it's SMOKIN'...Well, alrighty then.

WAX *California* (INTERSCOPE) - These guys are so cool, and this is a really fun song. Check it out. It's only two minutes and fifteen seconds long, so you can fit it in anywhere. We love that!

GOO GOO DOLLS *Only One* (WARNER BROS.) - A Boy Named Goo is coming soon...Let's get excited! Color me impressed! This is a rockin' tune. We love that!

MATTHEW SWEET *Sick Of Myself* (ZOO) - A cool new rockin' track from Mr. Sweet! It should be 100% fun!

GREEN DAY *2000 Light Years Away* (ATLANTIC) - It's a great old new song from the Dookie Boys, I mean Green Day from the Jerky Boys soundtrack. You have to play this one, fruitcake!

MIKE WATT *Against The 70's* (COLUMBIA) - What a record. It's like the Who's Who of Modern Rock. This is a great song. Also check out Big Train. Yes! Big Train.

ELASTICA *Connection* (Geffen) - It reminds me of Romeo Void (remember them?). Well, it sounds good anyway.

BUTT TRUMPET *I'm Ugly And I Don't Know Why* (EMI RECORDS) - This is a very addictive song. I like the part about the pumpkin seeds. Who, you should see my shoes.

DEL AMITRI *Here & Now* (A&M) - It adds flavor! Well, what else can you say but...Shadoobie!

## **AUSTIN GLENN, MD, WZOW, South Bend**

MUDHONEY *Generation Spokesmodel* (REPRISE) - Another killer track from Mudhoney. Lots of positive phones on this one. They are the kings of grunge!

HOLY GANG *Free Tyson Free* (ROADRUNNER) - Very heavy, the industrial crowd loved this one. If you liked Front 242, this will be right up your alley. Give it a spin (or two or three).

ARMAGEDDON DILDOS *Too Far To Suicide* (SIRE) - It's about time we got some new stuff from the Dildos. The new CD is killer. It's a lot heavier than the older stuff...I like, it's a defiant hit!

# MARTIN PAGE

*'In The House Of Stone And Light'*

SOUNDCAN SALES EXPLODING LP  
HEATSEEKERS 25\* 4,022 PIECES

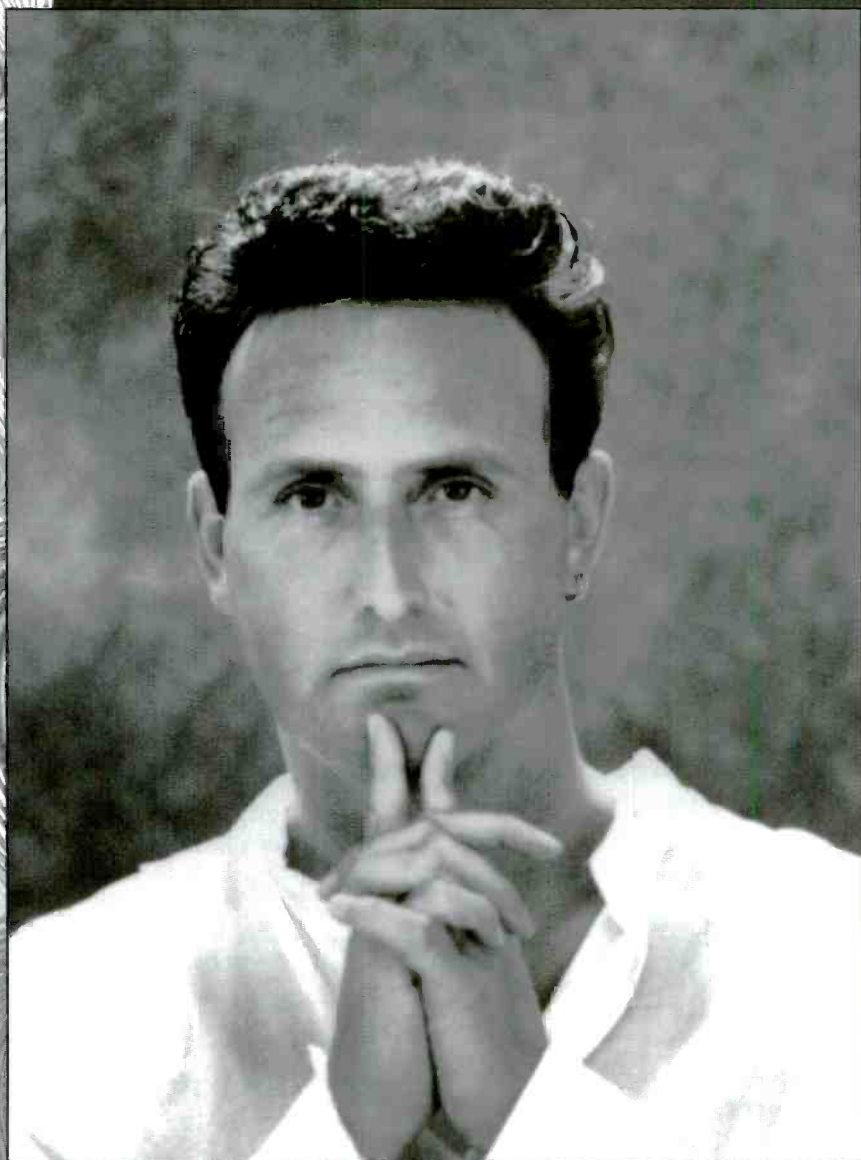
Airplay R&R Pop Chart 20-18\*  
Monitor Mainstream Chart 34-26\*

ROTATIONS OVER 1300 BDS TOP40 SPINS  
NEW ADDS: WZJM, WKSE, WPXY, WDJB, KWTX

## KEY ROTATIONS:

B97 - 30x  
WPLJ - 28x  
STAR94 - 25x  
Q106 - 34x  
WRQX - 32x  
WTIC-FM - 38x  
PRO-FM- 44x  
WKTJ - 41x  
Q102 - 24x  
WNCI - 15x  
KDWB-32x  
PWR PIG- 17x

Appearing Live On The  
Tonight Show March 8th 1995



## DAVE FERGUSON

### DUMB & DUMBER

I recently had a wonderful conversation with Captain Planet- Mark Driscoll, in which we traded war stories, exchanged technical information, and philosophized on the state of the industry from the perspective of two programmers- turned voiceover artists. Though I am a mere rookie compared to Mr. Driscoll, and am from a different school-of-thought, I found that we both agreed whole-heartedly on this: Very few programmers today know how to image and mold their radio stations through produced content such as promo's, liners, sweepers, and so on.. What The Captain refers to as "stationality". After all, there are no classes one can take to learn such an art- except maybe creative writing as it relates to marketing and advertising. But we're talking radio here. Not college.

Rather than paying a programmer/voiceover artist like myself or Mark Driscoll, (or whomever), to come into the market, listen to the station, and offer ideas on how it can be effectively imaged, these young PD's simply recycle the same old cliché bullshit that we've all heard time and time again on every station in the country. Justifying it to themselves like "Hey! If Z100 did it, it must be right... Right"? Wrong! It goes without saying that the younger and less experienced the programmer, the more he or she copies other

programmer's writings. The scariest thing is that those writings probably weren't original when they were done previously!

This is taken even more to the extreme when you have a consultant writing your station's material. For one, the consultants of the world rarely ever think of anything new, they simply recycle things they've already done- or heard somewhere else. Obviously, their stations suffer because of this lack of personal attention.

The worst scenario is the cookie-cutter format like AC, Classic Rock, or this boring Arrow junk. They all might as well be on satellite. Some bogus research company did a focus group of 20 boring house wives who told them they want no personality, no artistry, and no creativity. They want "the best variety from the 60's, 70's, and 80's", over and over... And you believed it! Why is radio such a "no-brainer" to the listening audience? Why don't they have any brand loyalty? Because of moron decisions like that!

Are programmers afraid to actually give the audience personality radio? Radio that demands of the listener- "Hey! Notice me"!!! People are used to bland, generic radio, and no one wants to upset the current level of impotency by rocking the boat. So we whine, "what if it offends someone"? Or, "what if the audience doesn't want to notice us"? Maybe that's right. Maybe they don't want to. They haven't had to in so long, they've probably forgotten what it's like. Radio is like a water



faucet to them. They turn the knob- it works. No questions asked. And it's our fault.

Some will argue that since listeners only want to hear their favorite songs, time shouldn't be wasted on what goes in between the songs. I think there was a movie out recently about those people. "Dumb and Dumber". We as programmers can't do a damn thing about the songs listeners crave but to play them. We CAN do something about the quality of what goes between the songs. That's supposed to be our signature on the station. So I ask you this. Is that your signature on your station? Or is it someone else's?

*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

### CLIFTON CONVENTION '95...

#### CALL OF THE WILD

Here I am, your loyal reporter coming to you from the Clifton Convention, "Confab '95", which happened February 11th through the 13th. This convention is attended by about 25 broadcasters from Jerry Clifton consulted stations from across the country. San Diego is the place. A gentle, warm ocean breeze is whispering through the palm leaves at the beautiful Princess Resort on Vacation Island. It's a beautiful day for a crowd of radio types to get together!

Saturday is arrival day, I head to the pool area to watch the radio ducks flock. As soon as I walk out my room there's New World Communications Director Of Fun And Games, Paige Nienaber, the guy who put this conference together. Paige has the same idea and is headed for the pool waiting for the arrival of Clifton group programmers, radio promotion directors and GM types.

There by the pool we are joined by Colleen Cassidy, New World's National Music Director and Clifton Programmer and road guy, Bob West. Soon WPGC's Program Director Jay Stevens and PGC Promotions Director Renie Hale are there. Renie is making plans to check-out nearby Mexico and also the biggest roller coaster he can find!

Suddenly he arrives! The Jerry Clifton, President of New World Communications is there, laptop computer in hand. There's a quick planning session for the upcoming meeting on Monday. Jerry's building a secret game that we're all to play, later. Bobby Z,

Promotions Director of The Box in Houston arrives, ducks in his room for some room service. Renie Hale attempts to talk the room service guy into giving us Bobby Z's food, but the bellboy is hip. No go!

Soon the group breaks up and we take it easy, getting ready for the first night's meal with the entire Clifton group family. Those of us who've been to this convention before know that tonight will be a long one!

As the sun sets into Mission Bay we all meet and head to downtown San Diego, the historic Gas Light District. I'm riding with PGC Program Director Jay Stevens, Box PD Robert Scorpio and Box Promotions Director Bobby Z. Jay and Scorpio are comparing notes on their new companies. Jay Stevens quizzes me about my current home, the Portland, Oregon market . . . in detail. This guy knows his stuff!

Soon we find ourselves with the entire group at Dicks Last Resort. The place is hoppin' already. I thoughtlessly sit next to The Janitor, PD at KTFM San Antonio. I had somehow forgotten the traditional three stooges style food fight we always have the first night. The Janitor is a master of this warfare/bonding and sends and receives much food via the air! Most of the rest of this night is forgotten, as it should be! They say we had fun!

Sunday's convention schedule includes some actual work! Tony Brown from V-103, Atlanta is there, so are Keith Solis and Ann Rindone from KJMZ in Dallas. We talk marketing, the selling of radio to our audience. KGGI San Bernardino is there in force. Morning guy Hollywood Hamilton, PD Carny Ferrari, GM Dave Presher, superstar MD Sonia Jimenez along with KGGI Promotions Director Rob Riddlemoser. PD Larry Martino and GM Dale Mattison from 94.1 Jamz Las Vegas are talking about their new Clifton station. Roy Sampson from V103 Baltimore is telling us the



Baltimore story.

On Monday we have a long full day. Jerry Clifton breaks out his game "Radio Wars". It's a board game where the players react to the situations radio makes you face every day. The group divides, some work for the big, well budgeted giant station of the market. Other team members work for the new upstart station. One station steals the others morning team, the other station gets the big concert and on and on.

Soon it's late Monday afternoon and people are heading back to their real stations and markets. We get a talk with Jerry Clifton at the end. He gives us all a small plaque that says, "In Recognition of the Innovative Leaders Of the Industry..."

*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, 1-95/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.*

# MONTPELL JORDAN

"This is How We Do It"

**NO HYPE • JUST PHAT**

**ALREADY ON!**

WJMN	31x	Boston	Debut 59!
WWKX	13x	Providence	Debut 28!
92Q	30x	Baltimore	56-16!
WJJS	13x	Roanoke	Debut 55!
WHJX	34x	Jacksonville	Debut 4!
WJMH	52x	Greensboro	17-6!
KBXX	51x	Houston	79-9!
Z90	28x	San Diego	65-27! BIG Phones
KLUC	18x	Vegas	Debut 50!
KMEL	31x	San Francisco	125-29! Inst. Phones
HOT97.7	6x	San Jose	125-29!
Q105	18x	Los Angeles	85-26!

- ADD WPGC! Washington DC-Single SoundScan 18-10!
- ADD WILD107! San Francisco/San Jose-SINGLE SOUNDSCAN 125-29!
- ADD KLRZ! New Orleans-SINGLE SOUNDSCAN DEBUT #68
- ADD POWER96! Miami



**ALSO ON!**

- WHHH 25x
- KJYK 22x
- KZFM 16x FEMALE PHONES!
- KZHT 11x
- KIKI 12 x #1 PHONES

BILLBOARD RHYTHM CROSSOVER MONITOR DEBUT #35\*

R&R RHYTHMIC CHART DEBUT #34\*

BILLBOARD HOT 100 \*93-\*54

MUSICLAND SINGLE DEBUT #66!

CASSETTE SINGLE IN-STORE 2/14!



**OTHER SOUNDSCAN MOVES:**



- SACRAMENTO DEBUT 50!
- CHICAGO 67-19!
- ORLANDO 59-17!
- PHOENIX 55-33!
- DALLAS 23-10!
- NEW YORK DEBUT 89!

## Most Disc-overed for this issue Based on One-On-One Calls and Conference Call Mentions

1. **REDNEX** Cotton Eye Joe (BATTERY)
2. **BOYZ II MEN** Thank You (MOTOWN)
3. **MONTELL JORDAN** This Is How We Do It (PMP/RAL/ISLAND)
4. **STEVIE WONDER** For Your Love (MOTOWN)
5. **BLACKGIRL** Let's Do It Again (RCA)
6. **IV XAMPLE** I'd Rather Be Alone (MCA)
7. **RAPHAEL SAADIQ** Ask Of You (550 MUSIC/EPIC)
8. **ANNIE LENNOX** No More I Love You's (ARISTA)
9. **KEITH MARTIN** Never Find Someone Like You (RUFFHOUSE/COLUMBIA)
10. **RAPPIN 4-TAY** I'll Be Around (CHRYSALIS/EMI RECORDS)
11. **SNOW** f/Nadine Sutherland Anything For You (EASTWEST)
12. **STEVIE B.** Dream About You (EMPORIA/THUMP)
13. **SUBWAY** This Lil Game We Play (MOTOWN)
14. **2-PAC** Dear Momma (INTERSCOPE)
15. **3RD NATION** I Believe (CHAMPION/ELEKTRA)
16. **95 SOUTH** Rodeo (RIPIT)
17. **ADINA HOWARD** Freak Like Me (ELEKTRA ENTERTAINMENT GROUP)
18. **AMAZING MANFRED** Let Me Be Free (SOS)
19. **BILLY RAY MARTIN** Your Loving Arms (EASTWEST/ELEKTRA)
20. **BLAK PANTA** Do What U Want (TOMMY BOY)
21. **DIANA KING** Shy Guy (WORK GROUP)
22. **DURAN DURAN** White Lines (CAPITOL)
23. **FUN FACTORY** Close To You (CURB EDEL)
24. **DOUBLE YOU** Run To You (ZYX)
25. **GILLETTE** w/20 Fingers Mr. Personality (ZOO)

## Reazar's Records

- "Cotton Eye Joe" by the **REDNEX** on Battery/Jive will explode February 28 as **JACK SATTER** ignites the bomb! People that couldn't wait B96, KTFM
- **DIANA KING** "Shy Guy" on Work Group- on atKKBT. Peep this on Hitmaker CD sampler in your hands now. This will launch **BURT BAUMGARTNER'S** Work Label.
- **MONTELL JORDAN** "This Is How We Do It" on Def Jam/Island. This is the dance record everyone needs to be on now. If you're not on it, get on it. Here's where it's playing now KZHT, KHQT, Z90, WJMH, KLYD, KLRZ, KKBT, HOT97.7, KMEL, & KYZD.
- On the Hip Hop Tip you need to get your hands on "Straight Butta" by **TAVARIS** featuring **COOLIO** on TRAK/Solar Records.
- **FABU** "Just Roll" Big Beat . In the groove now are Hot 97.7, KKSS, KCAQ, WHJX, KISS, KCAQ, WHJX, HOT97.7.
- **SAM THE BEAST** "Gucci Dance" Relativity is juckin'. If you haven't put an ear to it yet you're missin' out. Stations that know the deal: Hot 97, WWKX, WHJX & HOT97.7.
- The hot new jam of the week is **IV XAMPLE** "I'd Rather Be Alone" MCA. **BRUCE TENENBAUM** has another one bigger and badder than the other one. And while we're on the subject of Bruce and the MCA promo staff. They continue to roll with **SOUL FOR REAL** "Candy Rain"KSFM, KUBE, KGGI, KMEZ, KXTZ, KHQT, POWER106, KYLD, Z90, KKSS, & JAM'N 94.5.**AL GREEN'S** "Let's Stay Together" from the Academy Award Winning Pulp Fiction Sound Track **MARY J. BLIGE** "I'm Going Down" on at:KSFM, KUBE, HOT97.7, POWER106, KYLD, & KKSS. Uptown/MCA makes the original by Gwen Dickie and Rolls Royce look like babies in cribs as she delivers the real soul power **MONTECO TURNER** with **IMMATURE** "It Is Me" WJMH, KKBT, WPGC. **LONDONBEAT** "Come Back"Z100, HOT97.7, POWER96, B96.
- **PHIL COSTELLO** and **BRUCE REINER** of Capitol seem to be on a strong roll with **PORTRAIT** "I Can Call You" and **CHANNEL LIVE** "Mad Izm" a serious hip hop jam. On your desk now is the incredible **DURAN DURAN** doing "White Lines".
- The Grammy nominated **JOHNNY GUITAR WATSON** "Hook Me Up" mixed by Dwayne Wiggins of Tony Toni Tone on Bellmark now on the Hitmakers CD. If you can't find it, check it out!
- **SHABBA RANKS** "Let's Get It On" Epic. Bustin' a move as it goes into full rotation at WPGC. **BARBARA SELTZER** still rolls with **VICIOUS** "Nika" on KMEL, Hot 97, WPGC, KBXX, WHJX, KKSS, 92Q, WWKX, WJMH, WJMN.
- **NONCE'S** "Mix Tapes" on American/Warner Brothers is still blowin up at Power 106, Z90, Hot 97.7, WPGC/AM and new believer KJYK. If you need a good hip hop cut check this out!
- The **BRAND NEW HEAVIES** "Spend Some Time" on Delicious Vinyl/Capitol in test rotation at B96. If you need a good up tempo dance record check it out.
- **SUBWAY** "This Lil' Game We Play" on Motown has instant female call out and requests and is now on it's way to becoming a classic-WJMH, KMEL, Z90, KPRR, KIKI, KHTW.
- **MIKE BECCE'S** K7 "Move Like This" on Tommy Boy is the real deal on at KMEL, HOT97.7, KYLD, POWER96, B95.
- **CRAIG LAMBERT**, **GREG THOMPSON** and **VAL DELONG** of Elektra Entertainment have all the jams. Check the new remix on **SNOW** "Anything For You" KHTN, Q105, WHJX, WJJS, KZHT, **BILLY RAY MARTIN** "Your Loving Arms"POWER96, KTFM, B96 and **ADINA HOWARD'S** "Freak Like Me" KYLD, KLUC, JAM'M94.5, HOT97, THE BOX, KDON and scope out **KEITH SWEAT'S** back-up singers **KUT KLOSE** "I Like" HOT97.7And on the techno dance tip Moby "Everytime You Touch Me sounds like a BIG Mixshow record.
- **ADAM LEVY** and **RUSS REGAN** Warlock/Quality have the #1 video at The Box with **HAVOC & PRODEJE** "G'z On 'Da Move". If you haven't heard it get the new Hitmakers CD and check it out. • The edited single of **BONE, THUGS & HARMONY** "Foe Tha Love of \$"KISS, POWER106, KMEL, POWER 96, Z90, B96 Ruthless/Relativity now available in record stores and this will rejuvenate single sales. Watch this record blow up.
- **MICHAEL PLEN** Virgin Records has one warming up in the bullpen. The new **SCARFACE** "People Don't Believe" on Rap-A-Lot/Noo Trybe/Virgin.
- **SOS/ID/ZOO** with **MAX-A-MILLION** "Fat Boy" working at:HOT97.7, KKXX, KPRR, **ROULA** "Lick It"-KYLD, B95, KHQT, B96, KSFM, and **20 FINGERS** with **GILLETTE** "Mr. Personality"-KZHT, HOT 97.7, WJJS, KPSI, KKXX,are all kickin'.
- **NINE** "Whutcha Want" Profile has a nice buzz going. Also from Profile **DJ QUIK** is back "Safe And Sound" and doing good at Z90.
- **PETER NAPOLLELLO** has a natural with **RAPPIN 4-TAY** doing the old Spinners tune "I'll Be Around" KUBE, KMEL, KYLD, KLUC, on Chrysalis/EMI.**BLESSID UNION OF SOULS**"I Believe" EMI is getting alot of midday play at the crossover stations.
- **JOE RICCITELLI** and **MARTHE REYNOLDS** at PLG is in the pocket with the new **4PM** "Lay Down Your Love" on at .KYLD, Z90, KTFM, KPRR, the follow-up to their gold single "Sukiyaki"and **SLICK RICK** "Sittin' In My Car" WJMH, WHJX, Urban radio's #1 most added rap record rom the LP Behind Bars.

Barry "The Reazar" Richards  
See you at the Grammys!

# HITMAKERS Faces & Places



Jive's platinum-selling R&B teen sensation **Aaliyah** recently celebrated her birthday in New York City after her knockout performance at the Apollo Theatre. Pictured (l-r): **Barry Weiss**, President, Jive (presenting her with cake); **Rachelle Greenblatt**, Sr. VP, Zomba Music Publishing; **Janet Kleinbaum**, Sr. Dir., Artist Dev. and Video Promo.; her mother **Diane Haughton**; and **Jomo Hankerson**, GM, Blackground Enterprises.



Executives of MCA Records and Uni Distribution Corp. recently joined MCA Records artists the Murmurs to celebrate the success of the duo's current single, "You Suck" from their self-titled MCA debut album. Pictured (l-r): **Mike Farrell**, Reg. Sales Mgr., New York Region, Uni Distribution Corp.; **Reed Glick**, the Murmurs' manager; **Randy Miller**, Exec. VP, Marketing, MCA; the Murmurs' **Heather Grody** and **Leisha Hailey**; **Mickey Eichner**, Sr. VP, MCA; and **Michael Rosenblatt**, Sr. VP/A&R, MCA (who signed the Murmurs).



Atlantic recording artist **Jewel** recently celebrated the upcoming release of her debut album, "PIECES OF YOU," with an acoustic performance in New York City. Pictured (l-r): **Karen Colamussi**, VP/Mktg., Atlantic; **Val Azzoli**, President, Atlantic; **Bill Elson**, Exec. VP/Music Division Head, ICM; **Jewel**; **Vicky Germaise**, VP/Product Dev., Atlantic; **Janet Billig**, Sr. VP, Atlantic; **Inga Vainshtein**, manager, Jewel; **Jenny Price**, West Coast A&R rep, Atlantic; **Marybeth Kammerer**, Dir./Music Video Promo. & Media Dev., Atlantic; **Nedra Carroll**, co-manager, Jewel; and **Linda Ferrando**, VP/Video Promo. & Media Dev., Atlantic.



Friends and fans of **Joni Mitchell** were on hand for a recent, rare concert appearance by the legendary artist at the Gene Autry Western Heritage Museum in Los Angeles. Joining **Joni Mitchell** backstage is **Jack Nicholson**.



Capitol Records is thrilled to announce that **Melvin Van Peebles**, noted actor, filmmaker, playwright, novelist, screenwriter, composer, singer, cigar aficionado and more will mark his return to recorded music with a new album for the label. Pictured (l-r): **Matt Robinson**, Vice President, A&R; **Van Peebles**; and **Gary Gersh**, President/CEO, Capitol.



Rap-A-Lot/Noo Trybe recording artist **Scarface** poses with Virgin Record executives after being presented with a Platinum Plaque for his album **THE DIARY**. Pictured (l-r): **Carmonique Roberts**, Mgr. Creative Services Noo Trybe Records; **Mike Mack**, Sales Manager, Noo Trybe Records; **Joyce Castagnola**, VP/Sales, Virgin; **Phil Quartararo**, President/CEO, Virgin Records America; **Scarface**; **Eric Brooks**, President, Noo Trybe Records; **B.W.**, Scarface's Manager; and **Waymon Jones**, VP, R&B Promotion, Virgin.



**JOEY ARBAGEY, MD, KMEL, San Francisco**

KARYN WHITE *I'd Rather Be Alone* (WARNER BROS.) - A women's anthem.

THE B.U.M.S. *Elevation (Free My Mind)* (PRIORITY) - Props to the Wake-Up Show.

2-PAC *Dear Momma* (INTERSCOPE) - It will be a smash for the peoples' station.

BLACKSTREET *Joy* (INTERSCOPE) - Done deal!

ANNIE LENNOX *No More I Love You's* (ARISTA) - Another artistic and creative video from one of my favorite artists.

**ERIK BRADLEY, MD, B96, Chicago**

DIANA KING *Shy Guy* (WORK GROUP) - Mainstream smash!

TECHNOTRONIC *Move It To The Rhythm* (EMI) - Todd C. found this - really sounds like it's gonna be a hit for us.

DOUBLE YOU *Run To You* (ZYX) - High NRG - sounds pretty good.

REAL McCOY *Come & Get My Love/If You Should Ever Be Lonely* (ARISTA) - Yep, Keith and Michelle, you're right - I am gonna disc-over this - 'cuz it's gonna be MASSIVE!!

**BOB PERRY, PD, HOT97.7, San Jose**

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - It's on the radio...Need I say more?

IV XAMPLE *I'd Rather Be Alone* (MCA) - Heard about this from the street, and now it's on the air...That's how it works.

SUBWAY *This Lil Game We Play* (MOTOWN) - Our listeners are screaming 'hit!'

STEVIE B. *Dream About You* (EMPORIA/THUMP) - Already showing power rotation potential.

TLC *Waterfalls* (ARISTA) - Great album cut. Already generating requests and good callout.

**CARMY FERRERI, PD, KGGI, Riverside**

STEVIE WONDER *For Your Love* (MOTOWN) - Sounds like a great adult female smash! If you want female adults, play this!

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Sounds like every dance record everyone is asking for. This one is in the pocket.

STEVIE B. *Dream About You* (EMPORIA/THUMP) - I'm into it.

REDNEX *Cotton Eye Joe* (BATTERY) - Something about this I like. I don't know why, but I like it. Check out the remixes.

**SONIA JIMENEZ, APD, KGGI, Riverside**

STEVIE WONDER *For Your Love* (MOTOWN) - Great adult record.

REDNEX *Cotton Eye Joe* (BATTERY) - After seeing it all weekend in my hotel room it's got me. The video is great and so is the song.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - It's the bomb!

BOYZ II MEN *Thank You* (MOTOWN) - The mixes.

**JAMES COLES, MD, KIKI, Honolulu**

AMAZING MANFRED *Let Me Be Free* (SOS)

SAM SNEED *You Better Recognize* (INTERSCOPE) - This should be the cut INTERSCOPE should be working cause it's working here.

COTTON CLUB *New Jack* (IMPORT) - An import people should be checking for. It's packed with energy (132 BPM).

IV XAMPLE *I'd Rather Be Alone* (MCA) - I like a lot.

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

BOYZ II MEN *Thank You* (MOTOWN) - Will have their first uptempo hit since Motown Philly.

RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC) - Great ballad.

**ROY JAYNES, PD, KKSS-FM, Albuquerque**

STEVIE WONDER *For Your Love* (MOTOWN)

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND)

BLACKGIRL *Let's Do It Again* (RCA)

95 SOUTH *Rodeo* (RIPIT)

**KAHUNA, PD, KLRZ, New Orleans**

SNAP *Welcome To Tomorrow* (ARISTA) - Hot jam! Playing all day.

FUN FACTORY *Close To You* (CURB EDEL) - Doing great at night.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Great reactionary from adult females.

REDNEX *Cotton Eye Joe* (BATTERY) - Will be a smash in New Orleans!

**CAT THOMAS, MD, KLUC, Las Vegas**

GERALD LEVERT *Answering Machine* (ELEKTRA) - It's sex on CD.

SPANISH FLY *Daddy's Home* (UPSTAIRS) - Starting to pick up requests. Won our 'New Music' battle.

BONE, THUGS & HARMONY *Foe Tha Luv Of \$* (RELATIVITY) - After the success of the first one, this one should blow up.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Great hook, great groove - hit record.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Night hit, instant familiarity.

**BOBBY SATO, MD, KPSI, Palm Springs**

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Heavy calls from all demos.

K-CI HAILEY *If You Think You're Lonely Now* (MERCURY) - Real heavy phones.

TLC *Red Light Special* (ARISTA) - Very sexy and smooth.

REAL McCOY *Run Away* (ARISTA) - Great tempo record.

**CLIFF TREDWAY, PD, KTFM, San Antonio**

IV XAMPLE *I'd Rather Be Alone* (MCA) - Destined for greatness.

3RD NATION *I Believe* (CHAMPION/ELEKTRA) - My favorite song of the week.

BOYZ II MEN *Thank You* (MOTOWN) - The remixes.

**LARRY MARTINO, PD, KXTZ, Las Vegas**

BOYZ II MEN *Thank You* (MOTOWN) - The mixes!

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA)

REDNEX *Cotton Eye Joe* (BATTERY)

**TONY MANERO, MC, KXTZ, Las Vegas**

BOYZ II MEN *Thank You* (MOTOWN) - Huge phones.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - Can't believe that everyone is not playing this. This is a guaranteed #1 record.

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - Great dance record.

**CHARLIE MAXX, APD/MD, KZFM, Corpus Christi**

DURAN DURAN *White Lines* (CAPITOL) - Check out the remixes. They're great.

RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC) - A bonafied hit!



***"Foe Tha Love Of \$"***

- 14 Weeks At Radio!
- Two Weeks At Retail And Already Over 14,000 Units!
- Over 200 Top40 BDS Detections
- \*Single Exploding In Your Town:

Los Angeles 1,687 - #7

Baltimore 184 - #22

San Francisco 827 - #11

Washington, DC 500 - #21

Houston 211 - #13

Chicago 566 - #25

**If You Don't See Your City Here, Check Your SoundScan  
And You'll See It There...**

***If You Don't Know, Now You Know!***



GLORIA ESTEFAN *Everlasting Love* (EPIC DANCE) - Some good flavor for middays.

**HAROLD AUSTIN, APD, THE BEAT, Los Angeles**

DEBORAH COX (ARISTA) - Check out this new artist. Mark my words, she will be the next Whitney or Mariah.

STEVIE WONDER *For Your Love* (MOTOWN) - Great comeback from one of my favorite singers...Will be a Top 10 smash!

THE ROOTS *Silent Treatment* (GEFFEN) - I was blown away by them live.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - I like it...Great spinner sample...It's da bomb!

**MAURICE DeVOE, MD, THE BEAT, Los Angeles**

MONTECO f/Immature *Is It Me* (MCA) - This is a natural for THE BEAT.

SNOW f/Nadine Sutherland *Anything For You* (EASTWEST) - Found the record intriguing, so we're going to give some play and see how it reacts.

CRAIG MACK *Get Down* (ARISTA) - Good response from our test play, so we put it in full time.

PEBBLES *LP* (MCA) - I got a chance to check the LP out, and it's gonna be the bomb!!!

**MICHAEL MARTIN, APD/MD, WILD107, San Francisco**

THE REAL McCOY *Album* (ARISTA) - The album is full of smashes! Check out the VAL YOUNG remake of *If You Should Ever Be Lonely*. Absolutely the bomb.

BLAK PANTA *Do What U Want* (TOMMY BOY) - From the New Jersey Drive soundtrack.

**Other tune that's bubblin':**

ANNIE LENNOX *No More I Love You's* (ARISTA) - The entire album is incredible.

No More I Love You's is my favorite record in any format right now!

ROULA *Lick It* (S.O.S.) - Another tune that's bubblin'.

REDNEX *Cotton Eye Joe* (BATTERY)

NINE *Whatcha Want* (PROFILE)

SPANISH FLY *Crimson & Clover* (UPSTAIRS)

MARIAH CAREY *Musicbox* (COLUMBIA)

**DAVID LEE MICHAELS, PD, WJJS, Roanoke**

BLACKGIRL *Let's Do It Again* (RCA) - I like the regular version better than the remixes.

SHAT SHA *Free* (RELATIVITY) - Better than the Denise Williams version.

MICHAEL WATFORD *Happy Man* (EASTWEST) - Good dance record.

**SCOTT CHASE, MD, WOYV, West Palm Beach**

REDNEX *Cotton Eye Joe* (BATTERY) - Dosie Doe and away we go... 'If I hand't met Cotton Eye Joe, I'd a been married a long time ago...' What the hell does that mean? Awesome song!

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - This is a killer jam. Whether it's Michael or Montel, they're both a slam dunk.

PRINCE *Purple Medley* (WARNER BROS.) - The American Music Awards comes to radio. Immediate response and immediate familiarity.

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - It's got the formula that's working right now. Great for Crossover and Pop/Mainstream...Get on it.

SUBWAY *This Lil Game We Play* (MOTOWN) - I mentioned this one four weeks ago...It's a smash. Hey, it's ok to take the subway...This one is safe!



Some of the Priority promotion team at Disneyland, during their recent national meetings.(L-R): Tommy Nappi (NY Reg'l); Cristy Roberts (Midwest Reg'l); Liz Pokora (West Coast Reg'l); Michelle St. Clair (Nat'l Alternative); Ric Austin (Carolinas Reg'l); Blakelely Tuggle (Chicago/Detroit Reg'l); Anne Marie Reggie (Nat'l Pop/Crossover)



Here are recording artists Brandy and NIIU pictured with WILD107/San Francisco morning guy Frank Lozano (2nd from left) and MD Michael Martin (far right)

# Making The Most Of Interns (And Other Warm Bodies)

While slavery may have been officially abolished by Presidential Proclamation in 1864, indentured servitude is alive and making the most of free Radio labor in the '90s. Albeit in a more educational and enlightened fashion.

Like many other radio professionals, I got my initial foot (and other body parts) in the door by starting out as a collegiate intern. To say that my talents and interests were overlooked in favor of putting me to work at menial tasks is an understatement. My first year was devoted almost entirely to the cerebral tasks of logging requests and mailing out records. But the important thing was that I was in the station and being exposed to its inner-workings, placing me at a greater advantage than my peers who were tolling away in the DJ Factories that passed themselves off as broadcast schools. I paid my dues and when the right place occurred, I was there.

Internships are still one of the best ways to break into Radio, and it's refreshing to see that people are taking the initiative to make sure that their interns leave the experience with knowledge and a better understanding of the industry, instead of being jettisoned after being soaked for hundreds of hours of free labor. Where were these managers when I was cleaning the prize closet and alphabetizing albums?

Dan Seeman (like "Paige Nienaber," a genuine radio name) is the Station Manager at KFAN in the Twin Cities, and, like many of us who are working in the business, he started out driving a station van for free while he was in college. "Doing meaningless work is still a part of being an intern. The key is to balance it out with meaningful tasks. Give them 'ownership' of projects with responsibility, and make them accountable for their work," says Seeman.

Kay Feeney-Caito, the Marketing Director at WFMS in Indianapolis, makes a point of referring to her interns as "student assistants" and believes erasing the "intern stigma" is a major step for Radio. "I start them all out on the same level, and bring them along gradually, fine-tuning them and determining where their interests lie," says Feeney-Caito. She finds that each Student Assistant has very different and

diverse talents, and her end goal is to get them doing jobs and tasks that both interest and challenge them. "The big key is to make them feel like they've left their fingerprints on the finished product and that they made a contribution," add Feeney-Caito.

In Promotions especially, it's very easy to get into a rut of assigning menial tasks and donkey work to the interns: if it's something lowly and back-breaking, just assign it to an intern. That's an easy solution when you're swamped with proposals to prepare and the general "office mess" that all Promotion Directors face. "The worst thing that can happen is to lose sight of where you started from yourself," says Renie Hale from WPGC in Washington.

"Every Radio Promotions person started in the trenches, and in the '90s you've got to do it in the streets," says Hale. He keeps blue jeans and tennis shoes in his desk so that he can rush out at a moments notice to join his interns in whatever street warfare that WPGC has happening. "If you're in this job too long, you can fall into that 'office mindset.' I'd never ask an intern to do

And how are you going to know if you can do it if they have you answering the request line," concludes Bolbi.

Many stations are taking their internship programs more seriously and are creating structured criteria and schedules for the interns. Instead of coming in every day to find out what job they are going to get stuck with that nobody else wanted to do, interns are taking on more responsibilities and are filling in some of the budgetary holes.

"You need to have a clear cut set of expectations for them and be completely up-front with them regarding their job descriptions and requirements," says Dan Seeman from KFAN. At Seeman's station, he tries to have one intern for every full-time staff member in the Programming and Promotions Departments. Not only are these students learning a lot more than they would if they were working the phones, the added bodies allow the KFAN staff to concentrate better on their own jobs and goals.

WFMS in Indianapolis also believes in full disclosure on the first day with their Student Assistants. The station has

"We're very grassroots about it and have hit the schools, talked to classes and put up flyers," says Leslie Cipolla from JAMMIN'94.5 in Boston. The station's had a big response to the campaign. "We'd be lost without them (the interns), and they really help to round us out," adds Cipolla.

Every radio station has its own intern horror stories. While you can't guarantee that you'll be able to screen out all the idiots, there are things you can do to ensure that only a couple sneak through. A basic rule of thumb: don't hire prize pigs or groupies. If you're interviewing a candidate and they can recite back joke-by-joke a

morning show from the previous week, WATCH OUT!

Another tip off is if they start inquiring about airshifts. (At WLOL I once interviewed a guy who wanted to know when he could start on the air because he was in a band and wanted to play some of their tapes.) "I'm not necessarily looking for fans of the station," says Kay Feeney-Caito. "I look for fans of the entertainment industry and fans of learning."

Interns can not only bring your stations an additional source of labor, but a fresh new perspective. We're all too close to the work to be objective. I've always used my interns as a source of new ideas on promotions. When doing a post-promotion wrap-up, most stations neglect to ask the interns who were working the event if there was anything they would do to improve upon it. They can be great spotters of the obvious that we're all too busy to see. Some of the best ideas I've ever gotten were from interns. It was just that nobody had ever bothered to ask them.

The budget-conscious '80s have turned into the even-more-budget-conscious-'90s. Interns are going to play an increasing role in staffing our promotions and events. Keep your eyes open for those kids with that special "gleam" in their eyes. Work with them, bring them along and look back with pride as they turn into accomplished and successful Radio professionals.

**"Promotions is something you have to learn, and the only way to do it is to jump right in."  
Gayle Bolbi, KSFM**

something that I wouldn't do myself," adds Hale.

Gayle Bolbi is the Promotion Director at KSFM in Sacramento and has her own theories about internship programs. "I want them to really learn, not just to make copies and do prize sheets. And if you truly believe that then you've got to throw them into it and let them sink or swim. Promotions is something you have to do to learn, and the only way to do it is to jump right in," says Bolbi.

"So much of the job involves troubleshooting, which is a skill you can either do or you can't. If you can't, get out.

created Student Assistant Welcome Packs that fully lay out the WFMS rules and regulations for its staff, plus it includes a release form and a job description that covers the amount and quality of work expected. Nobody likes surprises and that includes interns.

I constantly hear from both Promotions and Programming people that there aren't any good interns left and they aren't getting the quality of candidates that they used to. Working for free is a luxury that few college students can afford so it's becoming necessary to become pro-active in the search for interns and other warm bodies. You can't expect them to call you any more.

# In Search Of The Next Generation On Promotional Vehicles

By Paige Nienaber

One of my favorite past-times in college was to wait until my dickhead roommate got really stoned and then I'd say things like "Don't forget to breathe" or "Have you ever given alot of thought to your tongue?" Years later he's still shelling out big bucks every week to talk to someone while reclining on a couch.

In much the same vein, last Summer I got roped into speaking about Promotions for 90 minutes in front of 800 morning show people; the next best thing to actually being in Hell. To liven things up and give them something to agonize over on the flight home, I closed the session with a (supposedly) simple question: Why do radio stations have vans? Seems fairly basic, doesn't it? After a long pause, one brave soul raised his hand and ventured "Because they've *always* had vans." Well okay then.

The reason radio stations have vans is that we need promotional vehicles and in the 70's these were hip things to drive. So quite rightly, radio stations went out and got vans. But now it's the 90's and I don't imagine there are alot of teens out there begging Dad to buy them a boogie van. In the past 20 years vans have gone from being the hip mode of transportation for the teen crowd to being a standard in mode of travel for families and polka clubs on road trips. So why *do* radio stations have vans and what is the next generation of promotional vehicle? There are a couple of good answers to each question. First, the "why".

I've long been a big believer in a street assault, and it would be pretty difficult to accomplish that without any wheels. But I'm still surprised at the amount of time that many radio station vans sit in their parking lots. Gerilyn George, Promotions Director at The Planet 96.3 in Detroit agrees. "Have them out, even if there's nothing going on, they're not doing you any good warming the pavement in your parking lot. These are moving billboards. Make them move", says Gerilyn.

With the number of outside-the-radio station promotions that occur daily, and with all of your sound equipment, helium tanks, inflatables and other toys, you need something to haul them around in, and a van seems to fit that bill. And there are some stations out there that are making effective use of their vans without letting these vehicles

pigeonhole them into the "Ask Me About My Grandchildren" bumpersticker crowd.

At Power 96 in Miami, their vans are constantly customized and updated to keep them current. "Colors are important and what's a 'hot' color now, might not be so hot in a year, so it's got to be painted correctly and up-to-date with the trends", says Kenny Bernstein, the Promotion Director at WPOW. "Sound systems can be updated too", adds Bernstein, who recommends reading all of the car, truck and stereo magazines so that you don't wake up one morning and find that your vehicle's out-of-style.

Kenny's got a good point: you can stay on the cutting edge of vehicular fashion if you work at it, but there are also alot of stations that have moved on and are exploring other areas. The Master Cruiser phase hit big a few years ago and now I'm seeing some of the larger market stations taking the term "Street Assault" literally and investing in military Humvees. WPGC In Washington and Z-100 in New York are a couple that have upgraded to these monstrous vehicles. Speaking of monstrous, if you've got \$800,000, the

busy shuttling jocks, artists and winners. While we, as radio geeks, spend a disproportionate amount of time in limos, the average person still has yet to set foot in one, so this is always a big experience for them. Another vehicle that B-96 has is the Jaminator, a mini-truck with a humongous sound system that draws alot of attention. And that's the whole idea, Isn't It?

Thinking outside of the box, who says that a vehicle has to stay on land? It's nice to see stations in markets with large (and small) bodies of water, taking advantage of this liquid opportunity. Rob Hogan is the Promotions Director at WPRO-PM in Providence. "We've got some jet skis and a boat which we pull up to dockside nightclubs in the Summer. It's awesome visibility in a place that other stations can't drive their vans", he explains. True. WRFX in Charlotte has the Party Barge on Lake Norman in the Summer, and daily impacts thousands of people who are enjoying the warm weather water sports. Another potential Summer vehicle would be an ice cream truck. Get approval to logo a couple of these and you've got some great street-presence.

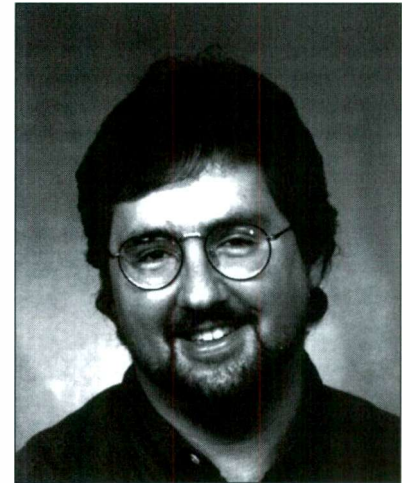
**"It's the 90's and I don't imagine there are alot of teens out there begging Dad to buy them a boogie van."**

Big Ass Bus that Z-90 in San Diego has will take away the collective breath of your audience. Having been out in this a few times, this is one thing you don't want to see your competition get their hands on.

What else are people getting into? B-96 In Chicago has a couple of vans, but they've also got a satellite truck (like your local TV affiliates) and a limo. "We do a lot of satellite broadcasting around town, but this doesn't limit us to the range of a marti. We can take this anywhere In the world", says Todd Cavanaugh, Program Director at B-96. Their limo (the *first* vehicle I'd get if I was at a station) has the B-96 logo screened on it's windows and is kept

Every market has certain things that make it unique, and these can be used to create your own promotional vehicle. For instance, New York City has cabs. If I was in New York, I'd buy one of these, update it with some neon and a killer soundsystem, and have a vehicle like no other station in the market. You could even turn the driver into a regular character on the station.

Instead of spending a half million on some incredible toy, with some ingenuity, you can create your own outlandish vehicle that will stop the competition in their tracks. WIOQ in Philly invented their own Big Ass Bus using a recreational vehicle. And a



**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**

Master Cruiser is nothing more then one of those airport car rental shuttle vans with a fancy name and LED lighting. Why couldn't you make one yourself?

Kenny Bernstein from Power 96 offers a word of caution though. "Be careful not to get too novel. The giant mascot-on-wheels is great for a while but it has no longevity", he says. No one can argue the benefits of a good street attack with several promotional vehicles. Power's vans are on the streets constantly, stopping in parks, opening the back doors, popping out the speakers and putting on an impromptu party for several hundred people. They also back up and support Power's regular signage. "I'd rather use our van then a banner for events and TV shots. It's so much classier, bigger and brighter then a piece of plastic", concludes Bernstein.

So whether you have a station van, a motorcycle or the Space Shuttle, they aren't doing you any good if you don't know how to use them. Shon Hodgkinson, Promotion Director at K-106 in Beaumont sums it up by saying, "In many markets, the one thing that will put some distance between you and the competition is a real strong street presence. Don't blow it by having an ugly van that's on the road all the time, or a great looking vehicle that sits in your parking lot."



# MIX SHOW

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

## NEW IN 'THA MIX

## COLUMBIA

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

JIMMY SUMMERVILLE "Heartbeat" (LONDON)  
RALPHIE ROSARIO "Got A New Love" (UNDERGROUND CONSTRUCTION)  
ONE NESS "Feel This Groove" (AQUA BOOGIE)  
MADONNA "Bedtime Stories" (WB)  
CHCP-N-CHAN "Sun Children" (MAXI)

## MIX SHOW MOVERS

W-TW	Artist	Song	Label
1-1	CLUBZONE	"Hands Up"	(Logic)
2-2	CRYSTAL WATERS	"What I Need"	(Mercury)
3-3	BRAND NEW HEAVIES	"Spend Some Time"	(frr)
4-4	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
6-5	CE CE PENISTON	"Keep Givin Me Your Love"	(Columbia)
10-6	ICE CUBE	"What Can I Do"	(Priority)
8-7	MIRANDA	"Round & Round"	(Sunshine)
17-8	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
5-9	FUNK FACTORY	"Close To Ycu"	(Curb Edell)
12-10	DR. ALBAN	"Away From Home"	(Logic)
16-11	TRACI LORDS	"Control"	(Radioactive)
13-12	T.C.	"Creep"	(LaFace/Arista)
14-13	THE MACK VIBE	"Mr. Meaner"	(Eightball)
9-14	CORONA	"Rhythm Of The Night"	(EastWest)
11-15	MAX-A-MILLION	"Fat Boy"	(S.O.S.)
19-16	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
18-17	METHOD MAN	"Bring The Pain"	(Def Jam)
7-18	ROJIA	"Lick It"	(S.O.S.)
15-19	THE CHOSEN FEW	"Funky Jumpy Music"	(Maxi)
21-20	ARTIFACTS	"C'mon Wit Da Git Down"	(Big Beat)
22-21	69 30YZ	"Kitty Kitty"	(Rip It)
29-22	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
33-23	ANTHEL JORDAN	"This Is How We Do It"	(PMP/RAL)
20-24	SIEVIE B.	"Funky Melody"	(Emporia/Thump)
35-25	DURAN DURAN	"White Lines"	(Capitol)
31-26	SAMING 52	"Color Of My Skin"	(Cutting)
32-27	SAM THE BEAST	"Gucci Dance"	(Relativity)
25-28	ROCHELLE	"Praying For An Angel"	(S.O.S.)
27-29	ARMAND VAN HELDEN	"Armand Van Helden (EP)"	(Strictly Rhythm)
30-30	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
23-31	A PEOPLE	"Excited"	(Epic)
34-32	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
N-33	REFERCUSSIONS	"Promise Me Nothing"	(Reprise)
24-34	DONNA SUMMER	"Meody Of Love"	(Casablanca/Mercury)
37-35	ANETTE TAYLOR	"Show Me"	(Freeze)
46-36	BONDIE	"Atomic"	(Chrysalis/EMI)
26-37	BRANDY	"I Wanna Be Down"	(Atlantic)
39-38	LONDON BEAT	"Come Back"	(MCA)
40-39	BLACK SCIENCE ORCHESTRA	"New Jersey Deep"	(frr)
42-40	B.G.L.	"Put It On"	(Columbia)
43-41	WATERLILLIES	"Never Give Enough"	(Sire)
49-42	CAPELTON	"Tour"	(Signet)
44-43	PHARAO	"I Show You Secrets"	(Columbia)
50-44	REEMAN	"Can't Wait"	(Ral)
45-45	THE NONCE	"Mized Tapes"	(American)
N-46	RECNEX	"Cotton Eye Joe"	(Batter)
N-47	SARAH PARKER	"My Love Is Deep"	(Vestry)
48-48	THELMA HOUSTON	"Don't Leave Me This Way"	(Dig It)
N-49	SAM SNEED	"You Better Recognize"	(Deathrow)
N-50	K LONDON PRODUCTION CLUB	"Who's Gonna Love Me"	(Columbia)



**DUANE BRADLEY**

**WJLB**

**Detroit**

### CAREER HIGHLIGHTS:

Landing my job at WJLB. Producing, writing, and mixing for my own artists. Having songs that I've written, produced, and mixed, appear in movies and on the soundtrack.

### THANK YOU'S:

I thank God for giving me my talent, because without Him blessing me with the talent, I wouldn't be where I am today. And with His help I'm going further. All those at WJLB, for the past 11 years, including James Alexander, Mojo, Steve Hagewood, Frankie Darcell, James Mason, Verna Green, and all those that have helped and encouraged me. Also the record companies and promotion people, that believed in me all these years (you know who you are, the list is too long to mention); and club owners that I worked for. A special thanks to my mother, my wife, and my children.

Thank you all I love you!

## COLUMBIA CUTZ

### PHARAO

"I Show You Secrets"

CE CE PENISTON

"Keep Giving Me Your Love"

BIG L

"Put It On"

BUCKSHOT LeFONQUE

"No Pain No Gain"

### NOMINEES FOR ISSUE 878

VOTE FOR YOUR CHOICE

1. VIP-Bronx (New York)
2. Ft. Lauderdale/Miami Record Pool (Florida)
3. Midwestern Dance Assc. (Detroit)

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

MIXER OF THE WEEK WINS SONY HEADPHONES!



# AS THE VINYL SPINS

By Michael Futagaki  
(415) 282-4466

I'm writing this column the night before I break for the Gavin, so all Gavin shouts, thanks and props will be in the next column. This week's conference calls will be done directly from New Orleans, and all conference call information will be accurate as I'm faxing everything to Toby and she's hooking it all up.

At the top of the shot, I've been waiting for the vinyl on KOOL ROCK STEADY, *Rude Boy* to come ever since Jeff from DJ International called me and let me hear the record over the phone. If the MAX A MILLION, *Fat Boy* worked for you, peep this one! Also, if you're a REALITY fan and either *Yolanda* or *Wanna Get Busy* happened for you, Kool Rock Steady is the voice of Reality. If you're coming up short, call Jeff at 312-559-1845. Another great record coming out of Chicago is the LATANYA, *I Want The B.O.M.B.* on Indasoul Records. If you're looking for something funky yet still danceable, call Andre' at Indasoul. His number is 312-280-8449.

My hcmegirl, Carmelita ("Crum") from Delicious Vinyl, wants ya to check for the new MASTA ACE INCORPORATED joint, *The Inc Ride*. The Phat Kat Mix was done by Louie Vega and has gotten a good reception out the gate. Also Carmelita's got the DUCE DUCE, *Twisting Dank* single out there, which she says is "99% sample free". Also on the Crum tip, THE WASKALS, *Dips* video is Top 20 on The Box. We've said it before and we'll say it again, don't let The Waskals slip by cause it's a dope record! Call Carmelita at 213-465-2700. Good lookin out to Island Records for putting an instrumental and an accapella on the VIBE, *Take It To The Front 12"*. That will be a big plus! Toby and I feel pretty good about the DJ QUIK, *Safe And Sound* cut. Quik always has the tight production, and he's done it again. KMEL's Alexander Mejia was talking about this one weeks ago. Speaking of DJ Quik, the next time any of you see DJ Rich of KTFM ask him to do his cover version of "Just Like Compton".

Anthony San Filippo of EMI has a double 12" on TECNOTRONIC, *Move It To The Rhythm* coming as you read this. The forthcoming TECNOTRONIC LP titled *Recall* features European mixes that were previously on import, as well as new American mixes by Phillip Damien. EMI also has a 12" on JON SECADA'S *Mental Picture* which was rerecorded and mixed by E-Smoove. Also check for the BLONDIE, *Atomic* double pack with mixes from Armand, Lenny Bertoldo and Diddy. There will be a Blondie remix album coming in April. Anthony finished up with talking about BRILLIANT! VOLUME 5 which will feature *Respect* by JUDY CHEEKS. Be on the look out for the promo only double pack import of *Respect* coming soon. If you're not hooked up, call Anthony at 212-492-5087.

Congratulations to Monte Lipman who is now National Director of Top 40 Promotion for Atlantic Records in New York. If you're trying to reach him, his number is 212-275-2583. If you're into deep dance records get up with the folks at Dig It International. They sent me a load of records that those on the cutting edge should have. Also Kevin at cutting has some winning records in SWING 52, *Color of My Skin* and 2 IN A ROOM, *Ahora*. Give him a call at 212-567-4900. THE NEW JERSEY DRIVE soundtrack definitely has some tracks for ya. THE BLAK PANTA, *Do What U Want* sports a Wicked Mix remix by Dave Meyer of KMEL. Also on the Bay Area hometown contribution to the soundtrack, the YOUNG LAY featuring guest spots by MAC MALL and RAY LUV, *All About My Fetti* ain't no joke. You all know Mac Mall blew up last year on Young Black Brotha Records, and now he's on Relativity. The rest of the Young Black Brotha crew are now residing at Atlantic. You had it coming, KHAFFEE! Also on the soundtrack tip, Victor Lee says watch for TOTAL featuring NOTORIOUS BIG or *Can't You See*. Total is the newest act to come from Bad Boy Entertainment. Gung Hay Fat Choy, Victor!

Thanks to Tony Aco of North Texas Dance Association in Dallas for letting me peep the CYM (pronounced "Kim") LA JOY cover of *Car Wash* on Another View Records. If you're looking for a house version of *Car Wash*, call Jennifer at 312-845-3389. Much respect to old friend Jimmy Kim of KIIS FM in L.A. for calling to check in. Jimmy's pulling in 1400 to 1700 people at the Palace every Saturday night. Jimmy's a classic example of a brother who worked hard for many years and is now receiving the accolades that he has so rightfully

earned. Geoffrey C. formerly of WPGC is now on WERQ in Balt more every Friday night from 10:00 PM to 1:00 AM. Send all product to: 10303 Nightmist Ct. Columbia, MD. 21044. Geoffrey's also looking to do some remixes. He's done some edits for ULTRA NATE, *It's Over Now* and *Scandal* on Warner Bros. He also did an edit on *Bass Tower* by Raze featuring Doug Lazy on Atlantic and a remix of *Jody's Got Your Girl* by TIK TOK on Columbia.

My old friend, Eardrum, was kind enough to fax me over a copy of an article he recently wrote entitled, "From the Drummer's Beat." Most of you know "Drum" as the director of Tables of Distinction, one of the finest urban record pools on the map. DRUM'S concerned that too many DJs aren't stepping out and breaking new records first, which causes record companies to become skeptical when it comes to hooking up promos. Drum states, "It's up to the majority of you who are capitalizing on these free records/C.D.s to once again take the leadership role in exposing the latest records to your dance audiences wherever you spin." He goes on to say, "When a record company or promoter is kind enough to supply you with the tool of the DJ. Don't you think you owe them an honest effort towards the promotion of that product? Especially when it's a new/unknown artist with legitimate potential" I've always respected Eardrum and although I'm still studying the whole column, I thought I'd let you all see what he's saying. If you'd like a copy, call him at 301-270-2604. It's been said a million times, there has to be greater communication and understanding in this business. I respect Eardrum for seeing both sides. We all have an obligation to make good records happen. Maybe we can start with, "I won't sweat ya to play my record if you'll try and return my call and vice versa."

That's it for now. All the New Orleans shouts are comin' next time. Peace and strength!

## URBAN RECORDS:

1. LATANYA *I Want The B.O.M.B.* (Indasoul)
2. RAPPIN 4 TAY *I'll Be Around* (EMI)
3. THE B.U.M.S *Elevation. Free My Mind* (Priority)
4. KING TEE *Way Out There* (MCA)
5. FU-SCHNICKENS *Sum Dum Monkey* (Jive)
6. SAM THE BEAST *Gucci Dance* (Relativity)
7. VYBE *Take It To The Front* (Island)
8. BIG L *Put It On* (Columbia)
9. BLAK PANTA *Do What You Want* New Jersey Drive soundtrack (Tommy Boy)
10. ROOTS *Silent Treatment* (DGC)
11. E-40 *1-Luv* (Jive)
12. YOUNG LAY FEATURING MAC *All About My Fetti* New Jersey Drive Soundtrack (Tommy Boy)
13. SNOW *Anything For You* (EastWest)
14. RUFFNEX SOUND SYSTEM *Love Bump* (QWest)

## DANCE RECORDS:

1. REDNEX *Cotton Eye Joe* (Battery/Jive)
2. KOOL ROCK STEADY *Rude Boy* (DJ International)
3. SARA PARKER *My Love Is Deep* (Vestry)
4. 2 IN A ROOM *Ahora* (Cutting)
5. REPERCUSSIONS *Promise Me Nothing* (Reprise/W.B.)
6. JOCELYN ENRIGUEZ *Big Love* (Classified)
7. MICHAEL WATFORD *Happy Man* (EastWest)
8. JIMMY SOMERVILLE *Heartbeat* (ffrr)
9. SWING 52 *Color of My Skin* (Cutting)
10. R.A.W. *Higher* (Strictly Rhythm)
11. SWING 52 *Color Of My Skin* (Cutting)
12. ONENESS *Feel The Groove* (AquaBoogie)

**DJ GROOVE, Z90, San Diego**

**JIMMY SOMMERVILLE** *Heartbeat* (LONDON, U.K.) - Check out the E-Smoove Anthem 12 Inch Vocal Mix and the Arman's Cardiac Mix!

**ALL POWER** *People Move On* (UC) - This record is f&\*#en tuff! Check out the People Move On slam'n cut!

**ONE NESS f/Gary** *Feel This Groove* (AQUA BOOGIE) - Check out all cuts! This record is slam'n!

**SHADES OF LOVE** *Body To Body* (VICIOUS MUZIK) - This double record set is f@%\$en vicious! Check out all cuts on this one!

**KEY TO LIFE f/Sabrina Johnston** *Forever* (SUBURBAN) - Check out the BC's Darkroom Dub mix!

**TIM 'Spinnin' SCHOMMER, B96, Chicago**

**KATHY SLEDGE** *Another Star* (NRC IMPORT) - Wowwee!

**LOUIS BELL** *Dance With Me* (RELIEF) - Excellent track. A must for every dance floor.

**SAMANTHA** *Be Sure* (TASMANIA) - Excellent Freestyle record and could be very radio friendly.

**JASON NEVINS** *Let Me Show You Love* (PLASTIK) - Slammin' track from the one and only Jason Nevins. Cool Roman Anthony sample is excellent! Two thumbs up from Tim.

**GARY Q, BOSS97, Atlantic City**

**HOT MIXERS ON WAX** *EP* (CUTTING/RADIKAL) - It's here and it's well worth the wait! This shit is slammin. Tracks laid down from John Hunter and Stan Priest stand out like a sore thumb. Congrats to all you guys.

**GILLETTE w/20 Fingers** *Mr. Personality* (ZOO) - Back with another smash by the Short Dick Man...Girl again.

**ISSUE #31** (Discotech) - Ice MC, Gloria, Fun Factory and a Bob Marley Track covered by Bass X (is this love) are my faves on this issue.

**MC SAR & REAL McCOY** *Run Away* (LOGIC) - Had to storm into Davey Dee's office the other day to steal this track...eh..tough guy!

**EL MAESTRO** *Going Insane* (EXPLICIT) - Check out the house cut...ouuu... P.M.S./T.G.F.V./I'm outta hea...C-ya!

**B-SWIFT, KBXX, Houston**

**ICE CUBE** *Lil-Ass G* (PRIORITY) - Oh boy, look what I found at a little store outside of Mexico. A radio edit of this Lil-Ass G. I-C-E Cube is the man, he's never fell off from the real dope shit.

**CLUB NOUVEAU** *Ghetto Swang* (RIP-IT) - I thought they started selling insurance, but if they are, they've found time to maybe create a H-I-T. Real nice.

**THE ROOTS** *Silent Treatment* (GEFFEN) - This is the bomb shit, nice cuts on the 12 inch. The shit that brothas come up with creating some live shit is fresh.

**2-PAC** *Dear Momma* (INTERSCOPE) - My man explains the shit on the real tip, tells a serious story, with a nice mobbed-out groove to back it.

**95 SOUTH** *Rodeo* (RIPIT) - You better ride the hell out this single cause it's ridin' all of the 1200's in H-town!

**KID FRESH, KBXX, Houston**

**DJ QUICK** *Safe & Sound* (PROFILE) - For you to put this one in yo mix!

**THUG LIFE** *Cradle To The Grave* - Some vintage 2 Pac shit!

**ALL-4-ONE** *(She's Got) Skillz* (BLITZZ/ATLANTIC) - Shittttt, if that's the case, can the K.I.D. be down like 4 flat tires too!

**E40** *One Love* (JIVE) - Vallejo, CA definitely representin' on dat old school remake tip!

**DIGABLE PLANETS** *Dial 7* (PENDULUM) - Some cosmic out of this World shit that sho sounds good.

**REG-N-EFFECT, KBXX, Houston**

**VYBE** *Take It To The Front* (ISLAND) - This is a tight little R&B cut!

**SAM THE BEAST** *Gucci Dance* (RELATIVITY) - Phat little party jam.

**BOOGIEMONSTERS** *Strange* (PENDULUM/EMI) - It's got that old school flavor.

**CAPLETON** *Tour* (SIGNET) - If you love Dance Hall, you'll love this.

**MONTELL JORDAN** *This Is How We Do It* (PMP/RAL/ISLAND) - It's da shit!

**TITO 'Indamix,' AGUSTIN, KDON, Salinas**

**DOUBLE YOU** *Run To You* (ZYX) - Awesome hook and vocals too. This is something to look for.

**ADINA HOWARD** *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Now this is a track that kicks ass...it's the bomb!

**DA LENCH MOB** *Chocolate City* (PRIORITY) - Shit is tight...check the B.U.M.S. to elevate your mind.

**BILL MILLMAN, KISS102, Syracuse**

**BLAK PANTA** *Do What You Wanna Do* (TOMMYBOY) - You gotta know this record. Fly Robin Fly sample jams with a reggae song and a hook that would catch even the smartest fish.

**DOUBLE YOU** *Run To You* (ZYX) - The song has the sound of Yaz coupled with Double You's vocals. If you liked *Please Don't Go*, you are in for a treat.

**TOM JONES** *Situation* (INTERSCOPE) - Speaking of Yaz, my boy Tom is hookin up the old jam with a new twist. It is slammin in my face. Owww. Basically, I like it a lot.

**RAPPIN 4-TAY** *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Some people seem to frown upon songs which sample others. These people probably won't like this. If you're one of the others, don't miss this one. The spinners are hooked up with a brand new track by one of the hottest rap acts. I heard they may come out of retirement for a tour with Rappin 4-Tay. They said it's either tour with them or play major league baseball as replacement players. I hope they think the choice over carefully.

**PRINCE ICE, KMEL, San Francisco**

**METHOD MAN** *Release Yo' Delf* (DEF JAM) - Definitely give this record a spin. Method Man doesn't miss.

**LORDS OF THE UNDERGROUND** *What I'm After* (PENDULUM) - Great track. Back to the roots. Much flava!

**SCARFACE w/Ice Cube** *People Don't Believe* (RAP-A-LOT) - Hit #2 from Scarface with Cube in his corner. Definitely don't sleep on this one.

**DJ QUICK** *Safe & Sound* (PROFILE) - Back with DJ Quik sound. He's got a winner on his hands.

**TAB AND DA VILLON** *Same Old Thang* (RELATIVITY) - West Coast flavor with a very catchy hook. Test it out on your turntable and you'll see that it will work for ya.

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

**MADONNA** *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Jr. Vasquez goes off on these superb mixes for Madonna. Try all of them!

**DJ TRAGIC** *Show Me Your Face* (STRICTLY HYPE) - This record has a variety of funky House tracks on the Roula tip. Check out the Shake Mix and the other track Take Off Your Pants. Thanks to DJ Tragic on this one!

**DENINE** *I'll Never Get Over You* (METROPOLITAN) - This female artist has great vocals with a very catchy title. Doing good on the mix show.

**20 FINGERS** *Mr. Personality* (SOS) - This group comes back with another monster hit. Radio take note, for this is bound to go a long way. Thanks to Hazel.

**DJ D. STREET, KSJL, San Antonio**

**95 SOUTH** *Rodeo* (RIPIT) - Another slamming booty shaking song from 95 South. If you thought they fell off, well, Whoot here it is. This song has been one of the most requested tracks this week. Another fix in the Mixx at 96.1 FM.

**SPICE 1** *Face Of A Desperate Man* (JIVE) - Finally a track that we can play on commercial radio and its all that. To all my peeps, don't sleep on this one, especially if Jeep Music is what's hot for you.

**2-PAC** *Dear Momma* (INTERSCOPE) - This is 2 Pac at his best. Definitely something to roll to, but watch out for that track because the snare drum might bite you if you're not careful.

**DJ RICH, KTFM, San Antonio**

**MOBY** *Everytime You Touch Me* (ELEKTRA) - This doublepack is loaded with some secret weapons that will set your mixshow/dancefloor on fire. From Trance, House, Jungle, to even Freestyle, you can't go wrong!

**RAPPIN 4-TAY** *I'll Be Around* (CHRYSALIS/EMI RECORDS) - I hated the first one but I dig this one! Very familiar and uptempo!

**BILLY RAY MARTIN** *Your Loving Arms* (EASTWEST/ELEKTRA) - Already an add at KTFM and it sounds absolutely fabulous! So many mixes to choose from so check it out!

**BLONDIE** *Atomic* (EMI RECORDS) - She's back to do some damage so be on the lookout! My personal favorite is the Armand Van Helden mix!

**JOSEPH FRIAR, KVIC, Victoria**

**JUDY ALBANESE** *That Ain't Right* (MAXI) - Causing quite a big stir in New York and after you drop the needle you'll know why! This is my favorite new record of the week with great female vocals and a slammin' groove on Krivit's Klub Mix and Klub Dub. I understand Tony Humphries played this five times at Zanzibar last Saturday!

**SALT CITY ORCHESTRA** *Storm* (TRIBAL) - Fantastic! Another BOMB has been dropped on the dance community by the Tribal camp! A wonderful male sampled 'after the rain...sun, before the storm...calm' starts out this fierce track courtesy of Miles Holloway, Eliot Eastwick, and Sir Brad of the UK. All four mixes are fantastic



# PORTRAIT

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# MIX SHOW DISC-OVERY CLUB®

with my fave being the Hard Times Club Mix! If you thought 94 was an awesome year for Tribal...here we go again!

**MADONNA** *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - Don't be fooled by the title! This bedtime story will do everything BUT put you to sleep! The remixes on miss M's last single, Secret was explosive and very underground, and now Junior Vasquez once again takes Madonna deeper into the underground on the Sound Factory Mix and Dub. This remix sounds similar to Underground Sound Of Libson's So Get Up with the 'let's get unconscious baby' hook layered on top! Massive. What I want to know is what will Junior call his mixes now that the Sound Factory has closed?

**MICHAEL WATFORD & ROBERT OWENS** *Come Together* (HARD TIMES) - Hard Times is known for being one of the best House clubs in the UK and their label continues to release some great house tracks! Now the talents of Watford and Owens have been combined with Marshal Jefferson's production to turn out this vocal gem! Don't forget to check out Watford's Happy Man release out now on EastWest!

**STAN PRIEST, POWER PIG, Tampa**

**FEM 2 FEM** *Where Did The Love Go* (CRITIQUE) - Very nice...they can be big.

**HUMAN LEAGUE** *Tell Me Why* (EASTWEST) - This is killer...there is a mix for every format.

**PRINCE** *Purple Medley* (WARNER BROS.) - What an historic release...this is the real deal.

**REAL McCOY** *Run Away* (ARISTA) - My biggest tune currently!

**THE FARMER** *Move It On Up* (COMBINE HARVESTER) - Hard to find, but well worth the hunt...Club Anthem!

**MADONNA** *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.) - How deep can you take it? Madonna can take you deeper than you ever dreamed, she rules my world!

**STEVE PEREZ, Q105, Oxnard**

**RAPPIN 4-TAY** *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Once I played this jam it never left the turntable, the sample of *I'll Be Around is great*. I sure hope I can get another copy of this jam!

**CLUBZONE** *Hand's Up* (LOGIC) - I really want to thank Kelly at Logic for hooking me up with this jam. The Alex party Remix is one for me. It has that House flavor that can rock the mix show!

**REDNEX** *Cotton Eye Joe* (BATTERY) - I heard the A side first, but when I heard the B side, I was down with Armand's Funky Trance Mix that was the cut for the House Groove. I want to thank John 'The Horse' for this one.

**DIANA KING** *Shy Guy* (WORK GROUP) - This has all you want in one jam, it has a dance style with a Jamaican rap style and a hip hop style. I think the Darpe Mix is one to look out for.

**SHAWN PHILLIPS, Q99, Salt Lake City**

**KOOL ROCK STEADY** *Rude Boy* (DJ INTERNATIONAL) - This is it! You won't be able to stop this one! A huge monster hit for 1995! If you played Reality or Fatboy, Rude Boy is a must. This sounds great in the mix and even better in regular

rotation...let's put it there! Extended mix has Ragga House flava with great female vocals...flip it over and rock the Crowd Pleaser Dub Mix! Don't Pass It By!

**JIMMY SOMMERVILLE** *Heartbeat* (LONDON, U.K.) - This arrival from the great Somerville sounds wonderful in the clubs and will work wonders for all mixshows. E-smoove lends a hand with a vocal mix and the man of the hour (Armand Van Helden) hit it right on with this Cardiac Mix!

**KENLOU** *Moonsline* (MAW) - With their won label the leading force in the Worldwide Dance Community M.A.W. again unleashes pure talent in the form of a 12 inch! This great, jazzy House Dubber is an essential piece for all up-to-date DJ's!

**CAPLETON** *Tour* (SIGNET) - I know this has been out for a while but there is no reason why radio isn't all over this phat Ragamuffin track!

**REPERCUSSIONS** *Promise Me Nothing* (REPRISE) - WOW! What a more than perfect 12 inch... Vocals to die for and mixes to make any DJ cry...watch this go straight to #1 on all charts.

**JOHN 'Italiano' CAVALLERO, WHHH, Indianapolis**

**VICIOUS** *Nika* (EPIC) - Okay, alright, so i was wrong Liz. This song's got it going on. Everybody's should get on this before Liz wears out your voice mail.

**RAPPIN 4-TAY** *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Always a sucker 4 remakes but this is pure gold again. Well produced, with a lot of mixes to choose from!

**HEAVY D** *This Is Your Night* (UPTOWN) - This is your jam. Heavy got it goin on and so will your dance floor.

**DJ ZX, WPGC, Washington DC**

**CHAMP MC** *Funk House* (EASTWEST)

**MILK** *Get Off My Log* (AMERICAN)

**1ST DOWN** *Front Street* (WHITE LABEL)

**DJ SMURF & P.M.H.I.** *Ooh Lawd (Party People)* (WRAP/ICHIBAN)

**GROUP HOME** *Supa Star* (PAYDAY) - What's up to Jim Mahoney and Carry Vance at Profile!

**KOSTA G. & KID DAVID, WXKS/WJMN, Boston**

**DARKNESS** *In My Dreams* (WHITE LABEL) - One of the best Euro cuts to come along in a long time.

**CAPLETON** *Tour* (SIGNET) - Phat new reggae hit.

**BILLY RAY MARTIN** *Your Loving Arms* (EASTWEST/ELEKTRA) - Great dance cut.

**MONTELL JORDAN** *This Is How We Do It* (PMP/RAL/ISLAND) - Great track. Smooth vocals. Should be a major smash.

**JAMES DEE, Z90, San Diego**

**TEN THIEVES** *It Don't Matter* (BREAK-A-DAWN)

**ROTTEN RAZKALS** *Oh Yeah* (ILL TOWN/MOTOWN)

**O.C. & ORGANIZED KONFUSION** *You Won't Go Far* (TOMMY BOY)

**THE NOTORIOUS B.I.G.** *Big Poppa* (BAD BOY ENTERTAINMENT/ARISTA)



## IN THE MIX AT Z90

From left to right- Hitmaker's Oscar Merino (Assc. Director, Street), DJ Grooves (Z90), David Folchi, Soul Street Records, DJ Rags (Z90), James D (Z90).



From left to right- Columbia's John Strazza, David Folchi, Oscar Merino, and Arista's Davy Dee, praying that Liz from Epic will recover from the night's activities at the Billboard Dance Music Summit.

• Special thanks to Joey C. for getting behind the lens. •



# Club Chart

COMPILED FROM KEY RECORD POOLS ACROSS THE U.S.A.

## BREAKOUTS

MADONNA "Bedtime Stories" (MAVERICK/SIRE/WB)  
 FEM 2 FEM "Where Did Love Go" (CRITIQUE)  
 VYBE "Take It To The Front" (ISLAND)  
 2 PAC "Dear Mama" (INTERSCOPE)  
 DOUBLE YOU "Run To Me" (ZYK)

## CLUB MOVERS

1-1	FUN FACTORY	"Close To You"	(Curb Edel)
3-2	BRAND NEW HEAVIES	"Spend Some Time"	(frr)
6-3	CE CE PENISTON	"Keep Givin' Me Your Love"	(Columbia)
10-4	CRYSTAL WATERS	"What I Need"	(Mercury)
2-5	SPIRITS	"Don't Bring Me Down"	(MCA)
9-6	KCE CUBE	"What Can I Do"	(Priority)
12-7	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
5-8	TLC	"Creep"	(LaFace/Arista)
4-9	DONNA ALLEN	"Real"	(Epic)
15-10	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
7-11	CORONA	"The Rhythm Of The Night"	(EastWest)
18-12	BARBARA TUCKER	"I Get Lifted"	(Strictly Rhythm)
13-13	PHARAO	"I Show You Secrets"	(Columbia)
17-14	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
20-15	JANET JACKSON	"You Want This"	(Virgin)
28-16	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
31-17	MONTELL JORDAN	"This Is How We Do It"	(Def Jam)
11-18	DEEE-LITE	"Call Me"	(Elektra)
14-19	GROOVE COLLECTIVE	"What U Got"	(Reprise)
19-20	TOM JONES	"If I Only Knew"	(Interscope)
26-21	69 BOYZ	"Kitty Kitty"	(Rip-it)
27-22	TRACI LORDS	"Control"	(Radio Active)
16-23	SEAL	"Newborn Friend"	(ZTT/Sire/WB)
24-24	3RD NATION	"I Believe"	(EastWest)
N-25	REDNEX	"Cotton Eye Joe"	(Battery)
21-26	DONNA SUMMER	"Melody Of Love"	(Casablanca/Mercury)
33-27	REPERCUSSIONS	"Promise Me Nothing"	(Reprise)
22-28	M PEOPLE	"Excited"	(Epic)
43-29	K. LONDON PRODUCTION CLUB	"Who's Gonna Love Me"	(Columbia)
29-30	INI KAMOZE	"Here Comes The Hotstepper"	(Columbia)
N-31	LONON BEAT	"Comeback"	(Radioactive)
38-32	MACK VIBE	"Mr. Meaner"	(Eightball)
23-33	MADONNA	"Secret"	(Maverick/Sire/WB)
41-34	SAM THE BEAST	"Gucci Dance"	(Relativity)
40-35	SWING 52	"Color Of My Skin"	(Cutting)
44-36	E.G. FULLALOVE	"Didn't I Know"	(Emotive)
37-37	CYNTHIA	"How I Love Him"	(Tommy Boy)
N-38	WATERLILLIES	"Never Give Enough"	(Sire/WB)
39-39	PET SHOP BOYS	"Yesterday When I Was Mad"	(EMI)
32-40	CARLEEN ANDERSON	"Mama Said"	(Virgin)
42-41	ERASURE	"I Love Saturday"	(Elektra)
46-42	U2	"Melon"	(Island)
45-43	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
48-44	BRANDY	"Baby"	(Atlantic)
N-45	BLONDIE	"Atomic"	(EMI)
47-46	BOYZ II MEN	"Thank You"	(Motown)
N-47	RHYTHM METHOD f/Camille	"Can You Give Me Love"	(ZYX)
50-48	ALL 4 ONE	"She's Got Skillz"	(Atlantic)
N-49	WHIGFIELD	"Saturday Night"	(Curb)
N-50	SAM SNEED	"You Better Recognize"	(Deathrow)

## REPORTING POOLS

### FOR THE RECORD • New York

Jeffrey Allen (212) 598-4177  
 • CERRONE, CYNTHIA, JUST 4  
 GROOVERS f/Rosa Russ,  
 LUMINESCENCE, NEWTON  
**INFINITY RECORD POOL • Staten Island**  
 Charlie Alessi (718) 967-4793  
 • 2 IN A ROOM, ADINA HOWARD, FEM  
 2 FEM, PRINCE, TRANSGLOBAL  
 UNDERGROUND

### SURE RECORD POOL • Bronx

Bobby Davis (718) 904-0500  
 • DAN HARTMAN, DIANA KING, SING,  
 TUCKA DA HUNTA MAN, VYBE

### V.I.P. NEW YORK • Bronx

Al Pizarro, Director (212) 733-5072  
 • 2 IN A ROOM, FUNK SOUL  
 SENSATION, KLEO

### AMERICAN TRAX • Beverly Hills

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 • CYNTHIA, K7, MADONNA, NINE,  
 TRANSGLOBAL UNDERGROUND

### IMPACT • Los Angeles

Fut (213) 292-6611  
 • BIG L, DA BUSH BABEES, DIANA  
 KING

### PACIFIC COAST DJ ASSOC. • Long Beach

Steve Tsepelis & Mixtress Victoria (310) 433-6569  
 • ABIGAIL, DURAN DURAN, MACK VIBE  
 f/Jacqueline, MADONNA, ZON

### RESOURCE RECORD POOL • Los Angeles

Craig Spy (213) 651-2085  
 • ABIGAIL, CYNTHIA, MACK VIBE  
 f/Jacqueline, MADONNA,  
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### LET'S DANCE • Chicago

Mike Macharello (312) 525-7553  
 • DAN HARTMAN, HILDEGARD,  
 MICHAEL WATFORD, WATERLILLIES

### V.I.P. CHICAGO • Chicago

Angel Vargas (312) 733-6445  
 • BROWNSTONE, MACK MACHINE,  
 MICHAEL WATFORD, PRET-A-PORTER  
 soundtrack, REDMAN

### BADDA • San Francisco

N. Lygizos/Sulai Wong/David X (415) 882-9700  
 • BLACK DUCK, ELLYN HARRIS,  
 MICHAEL WATFORD, REDNEX, SAFAR

### ADVANCED MUSIC PROMOTION • Detroit

Lee Eckinger (810) 543-1764  
 • ABIGAIL, CYNTHIA, FABU, FEM 2  
 FEM, MADONNA

### DANCE DETROIT • Detroit

Steve Nader (810) 541-4323  
 • BREAKDOWN, MADONNA, REDNEX,  
 VYBE

### MID-WESTERN DANCE ASSOC. • Detroit

Enola-Gaye Porter (313) 546-8448  
 • FABU, K7, MADONNA, TRANSGLOBAL  
 UNDERGROUND, ZON

### NORTH TEXAS DANCE ASSOC. • Dallas

Tony Aco (214) 826-6832  
 • BROWNSTONE, CYM LAJOY, THE  
 HUNGER, MICHAEL WATFORD,  
 REDNEX

### OUR MID-ATLANTIC POOL • Washington, DC

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 MADONNA, MICHAEL WATFORD, REDNEX,  
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Gary Cannavo (617) 567-2900  
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 MARTA SANCHEZ, MICHAEL  
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### FLAMINGO RECORD PROMOTIONS • Miami

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 f/Jacqueline, MADONNA,  
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### HITZ • Miami Beach

M. Moretta/Bugie/Greg Dahary (305) 532-4487  
 • CYNTHIA, DAN HARTMAN, MICHAEL  
 WATFORD, NADINE RENEE, VYBE

### DIXIE DANCE KINGS • Alpharetta

Dan Miller (404) 740-0356  
 • CYM LAJOY, DAN HARTMAN,  
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### NORTHWEST DANCE MUSIC • Seattle

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 • ABIGAIL, DOUBLE YOU, MICHAEL  
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 MICHAEL WATFORD, WATERLILLIES

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### DESERT WEST RECORD POOL • Phoenix

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Kevin Okada (808) 926-3591  
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### JAMZ CITY RECORD POOL • Delano

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# SAM THE BEAST

## "Gucci Dance"

### Added:

WHJX - Jacksonville

### Hot and in Rotation:

HOT97 - New York - 16 Spins

KIX106 - Providence - 14 Spins

### Hot and in the Mix:

WHHH - Indianapolis

KMEL - San Francisco

HOT97.7 - San Jose

KBXX - Houston

KPRR - El Paso

WJJS - Roanoke

"Gucci Dance"  
It's A Party On Radio!



Red Light Gets  
The Green  
Light

**TLC**

*Red Light Special*

The smash follow-up  
To Their #1 Platinum  
multi-format hit  
'Creep' off Their  
Double Platinum  
album *CrazySexyCool*

*Lafayette*  
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# "Fat Boy" MAX-A-MILLION

- R&R Rhythmic Chart \*35
- 475 BDS Detections

New Adds at:  
**KKXX**      **KHFI**  
**KBXX**      **WILN**

**ALREADY  
ON!**

<b>B96</b>	<b>60x</b>	<b>KBFM</b>	<b>20x</b>
<b>KIX106</b>	<b>40x</b>	<b>KTFM</b>	<b>45x</b>
<b>WJJS</b>	<b>10x</b>	<b>WHHH</b>	<b>30x</b>
<b>WOVV</b>	<b>16x</b>	<b>KKFR</b>	<b>20x</b>
<b>KHFI</b>	<b>20x</b>	<b>Q105</b>	<b>22x</b>
<b>KZFM</b>	<b>15x</b>	<b>KJYK</b>	<b>25x</b>
<b>KBXX</b>	<b>20x</b>	<b>HOT97.7</b>	<b>50x</b>

**#1 ON B96-CHICAGO FOR 5 WEEKS STRAIGHT**

"Fat Boy is eatin' up the phone lines, like Roseanne eating in a Twinkie Factory!"

"It's FAT Boyeeeeeee!!!" -Mark Medina, KWIN

-Dan Watson, KSIQ

## "Lick It" **Roula** Already on!

<b>B96</b>	<b>40x</b>	<b>PWR96</b>	<b>16x</b>	<b>KHFI</b>	<b>20x</b>
<b>KPRR</b>	<b>15x</b>	<b>KBFM</b>	<b>14x</b>	<b>WZPL</b>	<b>20x</b>
<b>KIIS-FM</b>	<b>10x</b>	<b>KGGI</b>	<b>14x</b>	<b>WILD107</b>	<b>10x</b>
<b>HOT97.7</b>	<b>41x</b>				

New Adds at: **POWER 96**      **WOVV**

"It's makin' the females tingle...and if you're not playin' it, you're asleep at the wheel."

-Trejo, KSFM

"Isn't that what every woman wants? At least on our phones."

-John "Candyman" Candelaria, KPRR

"As expected, big reaction record. Your sales manager may question the lyrics, but hey, it's a hit!"

-Bob Perry, HOT97.7



"Big Hispanic female record."



-Carmi Ferreri, KGGI

## "Mr. Personality" **GILLETTE**

NEW ADDS:

PHONE ACTION

KIX106-Providence	Y107-Nashville
WQGN-Groton, Conn.	KRQ-Tuscon
KSMB-Lafayette	WILN-Panama

#1 PHONES-WFLY	#5-WBHT
#3-KQCR	#2-KCPI

"Mr. Personality is the biggest requesting record I've seen since I've been at the station." -Tracy Austin, KIIS-FM, L.A.

# BLACKGIRL

"Let's Do It Again"

**OFFICIAL RHYTHM CROSSOVER AIRDATE:**  
**2/27/95**

**ALREADY IN AND SPINNING AT:**

**KZHT**  
**KZFM**  
**KKSS**  
**KCAQ**  
**WHHH**  
**Z90**  
**WJJS**

**MIXES BY:**  
**VIC FLOWERS & DJ DON**



THE RCA RECCROD LABEL

TMK(S) ® REG. STEREO  
MARCA(S) REGISTRADA(S)  
GENERAL ELECTRIC, LSA  
BMG LOGO ® BMG MUS C  
© 1993 BMG MUSIC



# BILL KLAPROTH

PD, WDBR/Springfield

by KEVIN CARTER

Cover Photo: Linda Broughton/Lasting Impressions

## SO YOU'RE LUCKY ENOUGH TO LIVE IN THE SAME HOMETOWN AS THE SIMPSONS AND THE FORMER HOME OF ABE LINCOLN?

That is correct sir. Actually, Abe still lives here, except now he's wearing a grass tuxedo...

## YOU STARTED YOUR CAREER UP IN THE FROZEN TUNDRA OF MINNESOTA SOMEWHERE, DIDN'T YOU?

Basically, I started at WNUR, the Northwestern University radio station and from there I went to WLS.

## I HEAR YOU HAVE AN INTERESTING COLLEGE STORY.

That's right. I was the guy that kind of bribed and swindled my way in there. I wasn't officially a student of Northwestern, but I passed myself off as one. I had taken some continuing education courses there, and through that I passed myself off as an actual Northwestern student, although I wasn't paying the \$2400 a semester like most kids were. I just told everybody I was a student there, and that's how I got on the radio station.

## LITTLE DID THEY KNOW THAT THEY WERE BEING HOODWINKED.

They had no idea they were being hoodwinked, but I didn't care, because I wanted in. It was a little scam in progress, but it worked.

## WAS RADIO ALWAYS A CAREER GOAL?

I had always wanted to get into radio because I've always loved music and I've always loved joking around. I figured, what a great job. You get to play records and be a goof.

## AND YOU KNOW, THAT'S WHAT YOUR PARENTS STILL THINK YOU DO.

Actually, they're my biggest supporters now. However, at first, they weren't too sure about me being in radio. Actually, I started to think that myself for awhile. I worked at a Chevy dealership through high school, and they offered me a fulltime job as a car salesman. I thought, why not? It turned out to be a great decision. While I was working there, I kept a portable radio in my office, and I used to listen to the guys on the air and it made me realize how much I really wanted to be in radio. I didn't want to wake up when I was forty years old and think, "When I was 19 I should have tried it. Who knows where I would have been by now." That's when I sold my last car and walked out.

## SO YOU PUT YOUR WHITE

## SHOES BACK IN THE CLOSET?

Yes. I went to Harper College in Paletine, IL. They had a radio station there, WHCM, which I became very much involved in. Then I swindled my way into WNUR because that was the hip station that was always talked about. From there I was able to get my gig at WLS doing callout research parttime. Working there was a great experience. I worked my way up to become the Callout Research Manager, and at the same time I was running the Sunday morning 'God Squad' on Z95.

## THAT WAS BACK WHEN WE ACTUALLY USED TO USE THAT BIT ON YOUR RESUME.

Absolutely, ran God Squad on Z95 in Chicago. Another personal career highlight was when got to run the Christmas program on WLS, and actually got to key the mike and do the weather...I still have the aircheck of that if you want to hear it some time. Apparently, as far as I know, it was good enough to land me a weekend gig at WLRW in Champaign.

## WHAT WAS YOUR FIRST FULLTIME RADIO GIG?

It was KKRL in Carroll, Iowa. I did mornings there, and eventually became the program director. From there I went to WTBX in Hibbing.

## IMPRINT HAVE YOU PUT ON THE RADIO STATION?

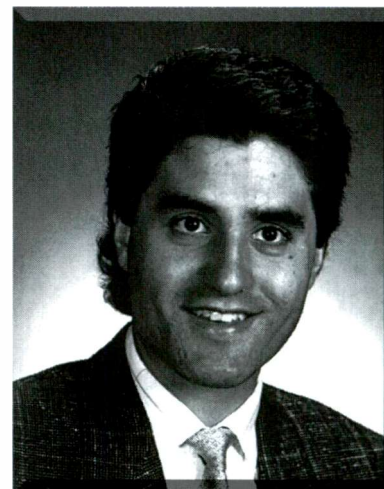
Throughout its history, this station had always been Springfield's 'Hit Music Station,' but they had gotten away from that. They stopped playing the hits and had gone in this very Rock-leaning direction, and for that reason they pretty much got killed in the '93 book. It didn't take a genius to figure out what needed to be done. There were already two AOR's in the market, two Oldies stations and the A/C station, Light Rock 99, so it's not tough to see that a hit music station was missing. All we did was go back to being a good old fashioned, play-the-real-hits-type of radio station.

## SINCE YOU HAD TAKEN OVER WHAT WAS ESSENTIALLY A DAMAGED RADIO STATION, WHAT DID YOU DO TO CONVINCING PEOPLE TO COME BACK AND TRY IT AGAIN?

I think the first rule with anything is that you've got to have what's coming out of the speakers right. I don't care how much marketing, promotions or contesting you do, if the product isn't right it's not going to happen for you.

## DID YOU MAKE ANY IMMEDIATE PERSONNEL CHANGES?

Not really. I pretty much went with



Yes. They weren't staying for the salsa and other dips. One munchie and they were gone. All we did was try to fix the product so they'd stay longer and it worked. There wasn't a ton of remarketing that we had to do.

## SPRINGFIELD IS A ONE-BOOK MARKET. THAT PUTS ADDED PRESSURE ON YOU AND THE SALES STAFF TO GET THIS PRODUCT RIGHT BECAUSE YOU ONLY GET ONE SHOT A YEAR AT IT.

That's right. Just the Spring book. Our current numbers look pretty good. We went from a 7.0 to 10.6 12+, which put us tied for #2 in the market. We also wanted to be #1 with 18-34 females and we're now tied for that so we're happy. In the last book before I got here, we were fourth with 18-34 females. Can you imagine a station that's supposed to be a hit music station #4 with 18-34 females? How can that happen? That's how way off course this thing was.

## THERE HAVE ALWAYS BEEN A LOT OF MISCONCEPTIONS ABOUT THE MIDWEST. "IT'S A ROCK MARKET."

I don't want to put down those before me and say they didn't know what they were doing. They were trying to do what they thought was right, but they were following the notion of 'It's the Midwest, you've got to play Rock, you can't play dance music.' At that time there was still a lot of the Poison's, Warrants, Bon Jovi's and that type of music all over the radio station, and no Pop/Dance or mass appeal Urban product to speak of. Women here really love dance music, the techno-pop stuff like Culture Beat, Snap, Corona, Real McCoy, etc. Springfield is the capitol of Illinois, a big government town with a lot executive offices, so in-office listening is pretty big here. When I'm getting calls from 35 year-old females for Real McCoy, Corona and things like that on a regular basis, you know that there's an appetite for that type of music, plus I'm the only station that can play that type of

*"I don't care how much marketing, promotions or contesting you do, if the product isn't right it's not going to happen for you."*

## THAT'S WHERE I FIRST MET YOU. HOW LONG WERE YOU THERE?

I was there for over three years in the frozen tundra. That was a good learning experience for me. That was a good radio station, and from there I came here to Springfield.

## IS THIS YOUR HOME STATE?

Yes it is. My folks live in Wheeling, a suburb above Chicago, about three and a half hours away. **WHEN DID YOU START AT WDBR?**

It was about a year ago this time. First week in February '94.

## LOOKING BACK OVER THE PAST YEAR, WHAT SORT OF

the same staff. I started doing middays right away, and I hired a new night guy, who has since moved on Peoria, but otherwise, everything else was unchanged.

## DID YOU BUY ANY TV OR BILLBOARDS TO PROMOTE THE 'NEW AND IMPROVED' WDBR?

We did a little bit of TV, and we also did some telemarketing which I think helped get the word out of what we were doing. Fortunately in a market this size, there aren't 40 signals, so we were still on almost everyone's presets. The station always had good cume, so we had people coming to the party, it's just that they were staying for only one tostito and then leaving.

## ONE TOSTITO?





# FRIDAY...

IS COMING.

DR. DRE WILL BE THERE.

music, so it's a bonus for me as well because it makes my station unique.

### SO YOU'VE PRETTY MUCH TAPERED OFF ON THE 'REO SPEEDWAGON WEEKENDS?'

All of those are gone from regular rotation. In this market there's still an appetite for '80s retro stuff so we've made a special Retro Category. Three to four times a day we roll one out with a special 'Retro '80s' stager. You'll hear things like Tainted Love by Soft Cell, She Blinded Me With Science by Thomas Dolby, or Relax by Frankie Goes To Hollywood. Those types of songs can still work for you if you use them in the right way.

### WHO WOULD YOU CONSIDER YOUR MAJOR COMPETITION?

That would be LITE ROCK99; not too hard to tell what they do. Also two AOR's: WQLZ, a Mainstream AOR, and WYMG, which has shifted to more of a Classic Rock direction. WYMG and Oldies KOOL101.9 are owned by Saga. There's some pretty good competitors here in this market.

### HAS ALTERNATIVE MUSIC MADE MUCH OF AN IMPACT IN THE MARKET?

WQLZ will jump on Pearl Jam, Nirvana, Green Day, etc., whereas WYMG won't. They're the typical AOR's that play a lot of '70s stuff, and only play a few currents if they're right.

### IS WDBR'S AUDIENCE EXPECTING TO HEAR THE MORE MAINSTREAM ALTERNATIVE STUFF MIXED IN WITH THE CORONAS?

My audience expects to hear hits. To me, fans of Top40 radio enjoy hits regardless of musical style. And being the only hit music station in town, I have to be a bit broader and encompass more crossover hits from not only the Pop and dance genres, but also the more mass appeal Urban and Alternative hits. If it's Corona's Rhythm Of The Night, TLC's Creep, or Green Day's When I Come Around, we play them all. Bottom line, if my audience thinks it's a hit, we'll play it.

### PROMOTIONAL PHILOSOPHY:

I'm not a huge believer that contests or promotions greatly affect your cume or your TSL. I think what good contests and promotions do is support and enhance the image of the station and provide necessary entertainment value, and I think that's where the key is for us. If the contest is fun, exciting, easy to understand and if you make an event out of it you're going to create talk. In that way you're going to build your image and your top-of-mind awareness and that's what's really important for us.

Again, my whole thing is what's coming out of the speakers has got to be right. I don't care how much contesting or what promotions you do, if your product is wrong it's not going to matter. But then again, what the hell do I know???

### LET'S TALK ABOUT THE STAFF YOU'VE PUT TOGETHER.

In mornings we have Max and the Blademan. It's Max McCartney and Rick Blade. Max was PD/mornings at WBIZ in Eau Claire. In fact, Max won the Marconi award for Best Small Market air personality in 1993. He's also my APD and I'm thrilled to have him here with me. He's teamed with Rick Blade. Rick's been here three years and was doing overnights. He and Max just kind of hit it off. They had a natural chemistry so we decided to team them up. Rick has been a nice addition to the morning show. We also have Missy Sullivan, who does the news and gives us a welcome female perspective in the morning, which we need.

I do middays. Probably the weakest daypart of the station, thank you. **IS IT WACKY?**

I don't know if it's that wacky. I'm probably more of your "Hi, how are you, thank you for joining me today"-type of guy.

### THE HOUSEWIFE'S FRIEND.

You betcha. I am the female companion during the day. I also have Michael Gamby, who is MD and does afternoons for me.

### WE KNOW OF THE MANY EXPLOITS OF 'THE GAMBYMAN.'

Michael came here from KFBQ in Cheyenne, WY where he was doing mornings and PD. He's probably most well-known for being the night

guy/MD at KWNZ in Reno. He was also in Pensacola for awhile working with Barry Richards. He's just fantastic. He is just a rockin', funny afternoon guy. Bits, phones, the whole thing, but he keeps the music rolling. The station never stops. The momentum keeps going.

### HOW ABOUT NIGHTS?

At night right now we have an actual damn job opening. Actually Michael T. is doing the show right now until I find somebody.

Overnights a guy who does a great job for me, Dan Robinson. He's been with the station a couple of years. I'd also like to mention our parttimers, Kyle Kimball and Bob Keyma. Kyle is a hip, young high school teacher in town, if you can believe it. Bob is still in school. Both guys could easily be fulltime air talent right now. They're that good. Happy to have them.

### THERE'S A DEFINITE ADVANTAGE FOR A TEACHER TO BE ON THE RADIO. GREAT

### PIPELINE TO THE YOUNGER DEMOS.

Yes, I think it is. He's really, really good. I don't think he really talks about it a lot, but for the people that do know, yes, it is cool and it's unique for me to get insight into what kids are thinking.

I also want to mention Ronnie Lee, Shannon Dial and our night producer Kid Boy Rich Rupert. They all do a great job for me.

### LET'S NOT FORGET YOUR GM AND CONSULTANT.

My GM, Jerry Schnacke, is great. Unlike many GMs you hear about, Jerry is very programming-oriented, and is very conscious of what's happening in my end of the building, but does it in a very 'hands-of' way. He also has a wonderful sense of humor and is a fabulous dancer, I might add. Barry James is my consultant, who is at MIX101.9 in Chicago. I like working with him. We have a great relationship. It's not add this, add that. It's more, "How can I help you out; you may want to try it this way; or instead of doing that you may want to try this." It's more of a networking thing. We talk about promotions, liners and the overall attitude of the radio station. He also gave me insight on some songs that may be working for him, so it's a nice relationship.

### I UNDERSTAND YOU AND THE PROMOTIONS DIRECTOR ARE VERY CLOSE...

The Promotions Director is my

wife, Randal Klaproth.

### SO NOW YOU'RE FRATERNIZING WITH THE HELP?

Yes, I know it's a bad thing.

### WHERE DID YOU GUYS MEET?

I picked her up on the phone lines. No, actually we met through a mutual friend in Chicago and she's followed me wherever. When we were starting to get serious, I told her, "You know I'm in radio. That means I'm going to be traveling all over the country. Are you sure you want to keep on with it?" And she said yes, so we've been all over the place.

### SHE WAS PROBABLY EXPECTING MORE EXOTIC LOCALES LIKE FLORIDA OR HAWAII...

Instead she got to go to Iowa, Minnesota, and back to Illinois.

### DO YOU HAVE CHILDREN?

Yes, we have two boys, Ryan who is three and a half, and A.J. who is now 11 months old.

### THAT CERTAINLY CHANGES YOUR PERSPECTIVE ON LIFE AND IT KEEPS YOU FROM MOVING AROUND AS MUCH AS YOU USED TO.

Yes that's true, and you worry a lot more about potential moves. It's not just Randal and I anymore. We're now uprooting two other little people's lives, and wondering how that's going to affect them, so it's a much tougher decision to make.

### YOU START LOOKING MORE FOR WHO HAS A GOOD SCHOOL DISTRICT.

That's a big part of it. Instead of thinking, "I'm going to make it to this market and then I'm going there," we now worry about who has a good school district like you said. It does change your perspective in that way.

### SOUNDS LIKE FAMILY LIFE AGREES WITH YOU.

I look in the kid's rooms sometimes with all their stuff and I think, "Oh my God, I can't believe it." It's fun though. I love it. It's the greatest gift ever. Just seeing their curiosity and watching them learning all this new stuff. You get to re-experience those things all over again.

### WHAT IS THE QUALITY OF LIFE IN SPRINGFIELD?

It's a nice city, centrally located. We're three and a half hours from Chicago, an hour and a half from St. Louis, three and a half hours from Indianapolis, so if you ever want to go out to the big city we have a few nearby. We've got some great restaurants. In the summertime we've got Knights Action Park, which is a fun park for the kids. Great shopping. It's a nice town. It feels like the suburb of a major metropolitan area. It feels like home to me, really. It's also the state capitol, so it's mainly government jobs. Administrative, executive, and the service industries to support that. Manufacturing jobs and industrial jobs are the minority here. Because the government never goes into recession, this town is pretty much recession-proof, which is a good thing.

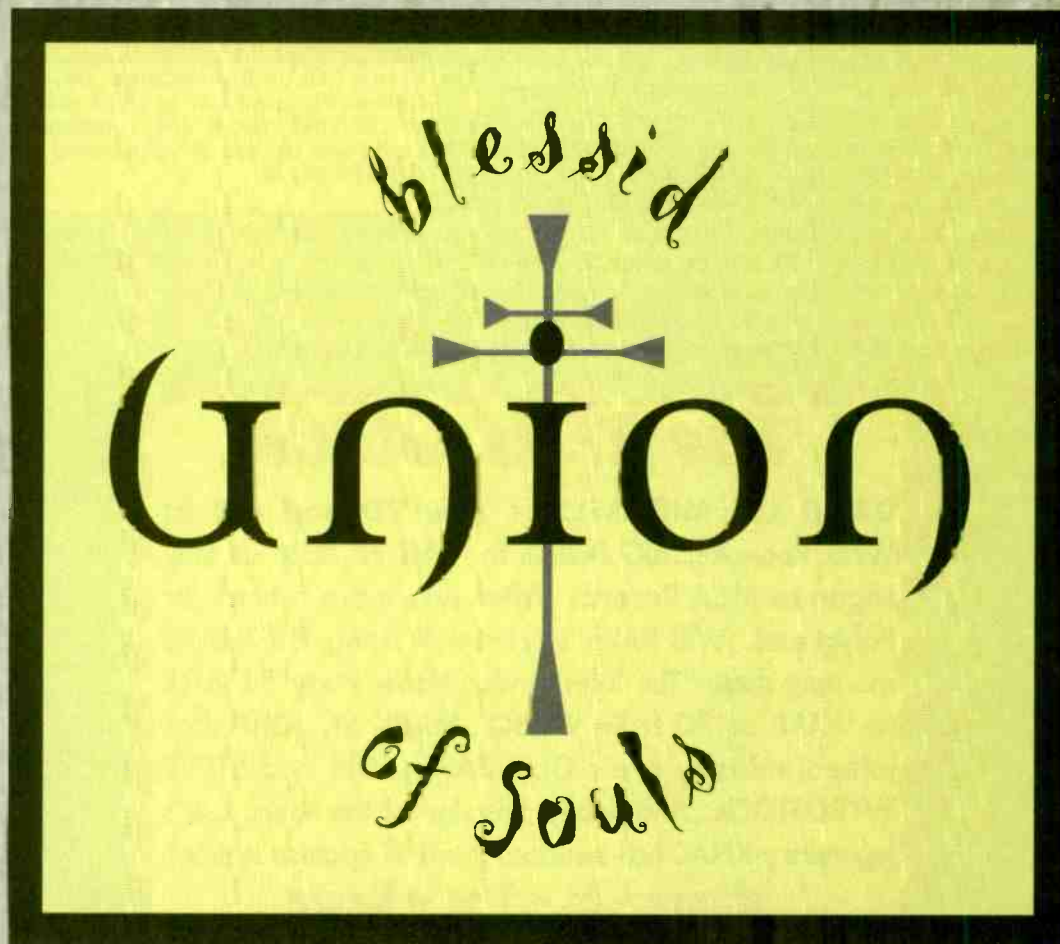
### WHAT ABOUT YOUR PLANS? FUTURE GOALS?

Right now my main focus is on this book coming up. I really want to have a good book. We've made a lot of changes to the radio station since last year and last book, so I'm really interested in doing well.

Way down the line I'd like to be a GM and possibly get into station ownership. What's most important to me is to keep learning and growing and work for the best people and companies. My ultimate, ultimate goal would be to return home to Chicago radio. Thanks for listening.

**The Stats Speak For Themselves!**  
**BDS Mainstream Monitor 40-32\***  
**R&R Pop Chart 35-30\***

Over  
**1100 BDS**  
 Spins



Initial  
 Sales  
 Doubled  
 In One  
 Week

# I BELIEVE

The debut single

Key Airplay Includes:

<b>WZJM</b>	<b>44x</b>	<b>STAR94</b>	<b>29x</b>	<b>XL106.7</b>	<b>30x</b>	<b>KDWB</b>	<b>42x</b>
<b>WKSE</b>	<b>39x</b>	<b>WZPL</b>	<b>29x</b>	<b>WXKS</b>	<b>12x</b>	<b>WIOQ</b>	<b>26x</b>
<b>KKRZ</b>	<b>41x</b>	<b>Q106</b>	<b>24x</b>	<b>PRO-FM</b>	<b>28x</b>		
<b>WFLY</b>	Add	<b>WDJB</b>	Add	<b>WKBQ</b>	Add	<b>WNOK</b>	Add
<b>WVKS</b>	Add	<b>KQID</b>	Add	<b>WNNK</b>	Add	<b>HOT105</b>	Add
<b>U93</b>	Add	<b>KNIN</b>	Add	<b>KISN</b>	Add	<b>WZYP</b>	Add

Listen once...and you'll believe.

produced by: EMOSIA management: Mark Liggett for LIGOSA ENTERTAINMENT

Production And Mixing David Kershenbaum and Kevin Smith For John Galt Entertainment Inc.

EMI Records  
**EMI**  
 SERVING THE MUSIC

# Ear To The Ground

Four-time GRAMMY winner TONY BENNETT, whose career commands the respect of five decades of popular music fans, will be honored as *MusiCares Person of the Year* at a special tribute dinner. MusiCares is a non-profit charitable Foundation which focuses the attention and resources of the music/recording industry on the human services and welfare issues of concern to music and recording professionals. MusiCares provides financial assistance grants, a national self-paid insurance program, a directory of human resources and referral services, a public outreach campaign and a capital development program. The MusiCares Dinner is part of an exciting 11 days of high profile GRAMMY WEEK events leading up to the 37th Annual GRAMMY Awards at the Shrine Auditorium on March 1.

Industry veteran, FRED DAVIS, announces the inception of The Law Offices of FRED DAVIS. Specializing in Entertainment Law, the firm will focus on representing recording artists, producers and songwriters in addition to companies in the entertainment field. Prior to opening the firm, FRED was the Executive Vice President/General Manager of EMI Records.

The Trustees of The Rhythm and Blues Foundation Present the 1995 Pioneer Awards Thursday, March 2, 1995. Mistress and Master of Ceremonies will be MS. MARTHA REEVES and MR. JERRY "Ice Man" BUTLER. The Rhythm and Blues Foundation, an independent non-profit organization, fosters wider recognition, financial support, and historic and cultural preservation of rhythm and blues music through various grants and programs in support of artists of the Forties, Fifties and Sixties. Housed at the Smithsonian Institution's National Museum of American History, the Rhythm and Blues Foundation works jointly with the Museum's Division of Musical History, Division of Community life, the Archives Center and the Department of Public programs to develop the History of Rhythm and Blues Collection. The Foundation has provided in excess of \$1,250,000 to the rhythm and blues community through its grants and programs.

CRUZE is leaving the PD Post at WKBQ/ST. LOUIS, going to WABB Mobile as OM/PD and PM Drive replacing DUSTY HAYES, who left to program KPTY (PARTY 94.5) in Austin/TX. "I'm excited to be working for a great company and an owner like BERNIE DITTMAN who is so committed to this format. The WABB call letters have been synonymous with great Top 40 radio for many years. I will miss my incredible staff at Q104 and I know they will continue to fight the good fight and keep Q104 one of the best sounding stations in the Midwest." CRUZE told Hitmakers.

MARK ST. JOHN, who has programmed successful "Top 40" radio stations coast-to-coast from WAVA-FM in Washington, D.C., to KWSS-FM In San Jose, CA.--has joined the staff of ZAPOLEON Media Strategies. The announcement was made by GUY ZAPOLEON, President

of the Houston-based radio consulting firm he founded in 1992. "I've followed MARK ST. JOHN'S career in Top 40' since 1986 when he was programming WAVA--one of the greatest success stories ever--and I was at KZZP in Phoenix. I've always admired his intuitive sense for contemporary music. His extraordinary knowledge of music and the radio industry has well earned him the nickname "THE PROFESSOR," said ZAPOLEON. "I'm very pleased to have him on board." While ST. JOHN predicts that a renaissance of "Top 40" is on the horizon, he cautions the format "can't be the way it was in the past. Top 40 went to extremes in the 80's. Today there's a whole new universe competing for attention--M-TV, VH-1, hard rock, modern rock, classic rock, news talk--you name it. People are looking for something interesting and compelling that is in step with



Here's COLUMBIA Records' DIONNE FARRIS visiting KISS-FM in Dallas. Pictured left to right are ED LAMBERT, APD/MD, SEAN VALENTINE, Night Jock, members of Dionne's band including David and Dionne. Also pictured is KISS-FM receptionist LETICIA QUINTANILLA.

5. Also as our night jock he presents a feature called Q-it or Screw-It so feel free to work the boy! Thank you for your continuing support of WQXA-FM.

JACK O'BRIEN, Operations Manager and Program Director of Precision Media Corporation's New Hampshire Duopoly (WERZ, WMYF, WWEM (MIX 96.7), and WZNN) announced today that LIZ JORDAN will become Music Director/Morning Co-Host of WERZ effective February 20th. JACK stated that "We are very excited to have someone with LIZ's experience join us in this capacity. She will also be involved in the music decisions of MIX 96.7." LIZ is currently Music Director/Air Talent at WQGN in New London, CT. Other stops include WXLC, Waukegan, IL, WXRT, Chicago as well as Precision Media's WKSS in Hartford, CT.

GINO NATALICCHIO has been appointed Vice President, International Development, Video Jukebox Network, Inc. (VJN) effective March, 1995, it was announced today by ALAN McGLADE, President and CEO, Video Jukebox Network, Inc. NATALICCHIO will be responsible for overseeing all international business for THE BOX, the planet's only interactive, all-video music network. His responsibilities will include expanding the reach of THE BOX, as well as day to day operations. GINO will be based on Los Angeles.

Veteran radio newsman BOB LINDNER of radio stations WERZ and WMYF and his wife JACQUELINE LINDNER were burned out of their Exeter home Wednesday, February 8, 1995. The LINDNER'S home was gutted in the blaze and fire officials estimate the damage at one hundred thousand dollars. It's a total loss. Mr. and Mrs. LINDNER are doing as well as can be expected as they cope with the shock and devastation of losing their home and pet cat. Due to their needs and the tremendous response received at both radio stations, a relief fund has been established and donations can be made to the BOB and JACQUELINE LINDNER Fire Fund, c/o First NH Bank, 154 Water Street, Exeter, NH 03833.

## The REAL JUICE

DAVID LEE MICHAELS is now PD and MD at WJJS/Roanoke...BIG Dollars for SALT N' PEPA as they segue to MCA Records (After one more record for Polygram)...Will KMEL start simulcasting THE BEAT's morning show "The John London House Party"? CRUZE to WABB as PD from WKBQ...MARK ST. JOHN has joined industry pro's GUY ZAPOLEON and STEVE WYROSTOCK...And finally, this sign of the times: LA.'s legendary KNAC has switched to an all Spanish station!

### Namz - In - The - Newz

HAROLD AUSTIN • GERONIMO  
BRUCE TENENBAUM • JOHN FAGOT  
DAVE ELLIOTT • TAG RECORDS  
SOPHIE B. HAWKINS • PHIL COSTELLO  
SCOTTY SNIPES • JOHN SCHER

their 90's lifestyle. That's the kind of radio we do--with a passion and a vision," he noted. Adding his 15 years of "Top 40" experience to that of ZAPOLEON, STEVE WYROSTOK and JEFF SCOTT, make ZAPOLEON Media's Strategies America's most experienced "Top 40" consultancy. The four consultants will collaborate as a team, combining their respective resources and talents. ST. JOHN most recently served as operations manager of contemporary hit radio WAPI-AM and WMXQ-FM in Birmingham.

SCOTT MCFADDEN is happy to announce the promotion of BOBBY D. to Music Director of Q106, WQXA. BOBBY'S past experience of APD/MD in WILKES-BARRE/SCRANTON will be a great asset to myself and Q106. He will be glad to take your calls Wed. & Thurs. from 3 to

# MARCH

WEDNESDAY	THURSDAY	FRIDAY
1	2	3
Road tour begins		
Bruce live on the Grammys		
8	9	10
Harry Connick, Jr. She Impact		
14		21
Yo! Co Ross Miss Me Impact		

**BRUCE SPRINGSTEEN**  
 "Greatest Hits" will be in stores this Tuesday 2/28 featuring the #1 new airplay rock track **Murder Incorporated**. Multi-format airplay commitments this week on **Murder Incorporated** includes: Z100, B94, WPLY, Q102, MIX95, WKTI, WRQK, WKSE, and more! Don't miss Bruce's opening performance on the Grammy Awards 3/1.

**Dionne farris**  
 i know



The Album "Wild Seed-Wild Flower" has another incredible week at retail jumping to 12\* on the New Artist Album Chart, debuting on Billboard's Top 200 and the SoundScan single explodes from 48\*-32\* selling nearly 10,000 copies this week! Already #7\* on BDS Top40/Mainstream Catch Dionne's major market tour.


BUZZ BIN  music first Large 

# KEITH MARTIN

## Never Find Someone Like You

Keith plays three instruments, writes, sings and produces. His soon-to-be-released album is titled "It's Long overdue." Already over 600 Hot 100 spins, creating major phones and monstrous early call-out. Rhythm Monitor 38\*-34\*, R&R Rhythm Chart 37\*-29\*. Never Find someone Like You hit retail last week with incredible SoundScan debuts in Boston (#13), Providence, San Francisco, Seattle, Baltimore, Jacksonville, Las Vegas.

**JEFF BUCKLEY'S**  
 incredible track Last Goodbye from the critically-acclaimed album "Grace" sounds awesome on the air at B97, KRBE, WENZ, KISF, WUFS, and 99X. Be sure to spend time listening to the music from this spine-chilling singer, songwriter, performer!



# PHAROS

I Show You Secrets is no secret in the Windy City with Top 10 airplay at B96 and Top 5 requests and call-out sales are massive! #1 single sales at Blockbuster/Arlington and Blockbuster/Skokje, #1 at Just Dance, #1 Rolling Stone... Erik Bradley says, "This song follows in the mainstream footsteps of Real McCoy." KMXV-45 Spins, sales debut #6! In rotation: WXKS, KYLD, KPRR, WJJS.

www.sony.com

Todd The Web Specialist  
 Sophie B. Hawkins  
 Trisha Corington  
 Melissa Watt

# Ear To The Ground

## THE HOT TIP

### BRUCE SPRINGSTEEN "Murder Incorporated" (COLUMBIA)

Even before the official release of this hot single, radio stations all over America are jumping on it. OUT-OF-THE-BOX "GREEN LIGHT" from STEVE KINGSTON/Z100, BUDDY SCOTT/B94, JIMMY STEEL/Q102, SUE O'NEIL/WKSE, and many others. Watch out...The BOSS is ready to do it again!

### REDNEX "Cotton Eye Joe" (JIVE/BATTERY)

Just out and already lighting fires at KTFM (45 spins), B96 (28 spins), KRQ (12 spins), PRO-FM (26 spins), B94 (17 spins), KRBE (18 spins), WAPE (22 spins), and on and on. When you have programmers like JEFF MC CARTNEY, BUDDY SCOTT, MARK TODD, TODD CAVANAUGH, ADAN COOK, TOM POLEMAN, and many other highly credible PD's jumping all over this record...you know there's a BUZZ record in-the-house!

Legendary producer, music publisher, A&R man, race horse breeder/trainer and devoted father, DENNY CORDELL died on Saturday, February 18, 1995 in the Saint Vincent's Ward of Mater Hospital in Dublin, Ireland of lymphoma. He was 51 years old. To say that DENNY CORDELL played a vital role in the evolution of contemporary popular music is an understatement. During an illustrious career that spanned over 30 years, he worked with such seminal musical artists as CHET BAKER, THE MOODY BLUES, PROCOL HARUM, THE MOVE, JOE COCKER, T.REX, TOM PETTY, PHOEBE SNOW, LEON RUSSELL, DWIGHT TWILLEY, FREDDIE KING, ALBERT KING, THE GAP BAND, J.J. CALE, MELISSA ETHRIDGE, THE CRANBERRIES, and many, many others. "DENNY was my mentor and a true friend," commented JOHN BARBIS, president of Island Records and was a close personal friend. "If it weren't for DENNY, I wouldn't be in the music business."



WARNER BROS. Records artist FLAMING LIPS will be performing on the hit TV show 90210 next Wednesday, March 1st. Pictured above are the band's STEVEN DROZD, 90210's KATHLEEN ROBERTSON, TORI SPELLING, GREG "The Hair" LEE, RONALD JONES, WAYNE COYNE, IAN, ZIERING, and MICHAEL IVINS.



DAVE STEWART stopped by the offices to play his new single and give us a look at his new video "Jealousy" on EastWest/EEG. This is a chart topping song that radio will love!

DAVE DARUS has joined ATLAS Records as VP/PROMOTION AND MARKETING.

Wasn't that CRAIG KALLMAN (BIG BEAT/TAG Records) and RON GESLIN huddling in the Assembly restaurant last Friday?

You must get your hands on a copy of the new HUMAN LEAGUE "Tell Me When" (EastWest/EEG). This record is a surefire knockout.

Is CATHY LIGGIN's Radlo One Group about to buy WHJX in Jacksonville?

Please welcome new reporter 100.7 MIX-FM and PD BEAU RICHARDS. Beau can be reached at 812-533-2141.

### HAPPY BIRTHDAY WISHES GO OUT TO...

- DAVID GEFFEN
- STU COHEN
- BRUCE REINER



CRITIQUE Records CARL STRUBE stopped in this week with the label's top selling international hit group 2 UNLIMITED. HITMAKERS has been a fan of this group's for many years!



And, here's NICK TESTA! Nick recently joined our company as Director of Mainstream Top40. If you haven't talked to Nick as yet...just wait!

Dear Programmer, IT FEELS LIKE THE FIRST TIME again... The FOREIGNER story is so a

ly because radio can sometimes play HEAD GAMES. SAY YOU WILL report and we will love you UNTIL THE END OF TIME!

# FOREIGNER

## Until The End Of Time

AIRPLAY REPORTS MARCH 7TH.



mazing that we have DOUBLE VISION. We WANT TO KNOW WHAT LOVE IS by getting rotations from you. Help us become H



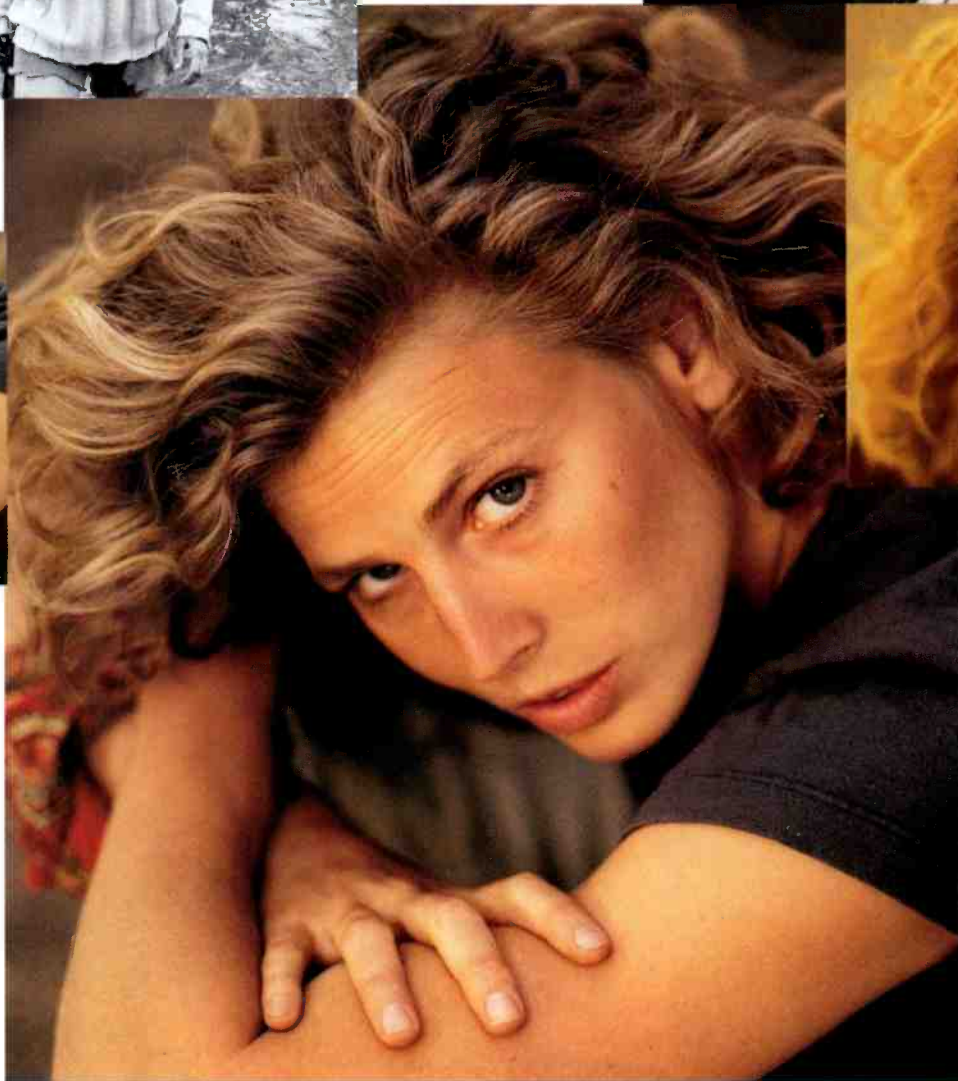
©1995 Rhythm Safari

Management: Steve Barnett & Stewart Young - Hard To Handle

OT BLOODED next week by being our JUKE BOX HERO! P.S. If we sound URGENT it's on

# SOPHIE B. HAWKINS

“As I Lay Me Down”



***"Sophie's live on-air performance created major listener response. As I Lay Me Down sounded great live!!"***  
**Casey Keating, PD,  
Y100, Miami**

- Live radio performances have triggered immediate sales.
- Continuing highly successful US promotional tour.
- Performance on the Howard Stern show increased sales exponentially.
- TV appearances in Boston, Kansas City, Indianapolis, Atlanta, and Miami. Featured on *Entertainment Tonight* and *CNBC*.
- Excellent press in *Musician Magazine*, *Spin*, *Interview*, and *Details*.
- Served as *Entertainment Tonight's* correspondent at the MTV® Music Awards.
- Three appearances on *Top Of The Pops* in the UK.
- Power rotation on UK radio.

From the album "WHALER."

CT/CK 53300

Produced by Stephen Lipson.

**COLUMBIA**

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