

HITMAKERS[®]

ISSUE 879 \$5.00
March 10, 1995



an exclusive interview with

STEVE SMITH

Director Of Programming, WQHT & WRKS/New York - PART II

including

JUDY ELLIS

Senior Vice President - EMMIS BROADCASTING/New York

98.7 **KISS**  **FM**
NEW YORK

diana king



The new single

SHY GUY

from Diana King's

debut album,

"**Tougher than Love**"

is sure to stir up a

buzz. You can also

check out her style

in the action-packed

comedy thriller

BAD BOYS

starring Martin

Lawrence and Will

Smith, opening

Friday, **APRIL 7** on

over 2,000 screens

nationwide.

A DON SIMPSON AND JERRY BRUCKHEIMER PRODUCTION

BAD BOYS

MUSIC FROM THE MOTION PICTURE

Produced by Andy Marvel

Management: David Sonenberg for DAS Communications LTD.

"WORK" is a trademark of Sony Music Entertainment Inc.

WORK

TOP40 Radio Multi-Format Picks

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

MAINSTREAM

ALTERNATIVE WORLD

ADINA HOWARD "Freak Like Me" (E.W./EEG) NIKI CRANBERRIES "ODE To My Family" (ISLAND)
DAVE MATHEWS BAND "What Would You Say?" (RCA)
DIANA KING "Shy Guy" (WORK)
DURAN DURAN "White Lines" (CAPITOL) ELTON JOHN "Believe" (ROCKET/ISLAND)
FOREIGNER "Until..." (PRIORITY/RHYTH SAFARI)
HOOTE AND THE BLOWFISH "Let Her Cry" (ATLANTIC)
HUMAN LEAGUE "Tell Me When" (E.W./ELEKTRA)
LIVE "Lightning Crashes" (RADIOACTIVE/MCA)
LUTHER VANDROSS "Love The One You're With" (EPIC)
NIKKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
REDNEX "Cotton Eye Joe" (BATTERY/JIVE)
TLC "Red Light Special" (ARISTA)
VAN HALEN "Can't Stop..." (WARNER BROS.)

ADAM ANT "Wonderful" (CAPITOL)
BETTER THAN EZRA "Good" (SWELL/ELEK)
BLUES TRAVELER "Run-Around" (A&M)
FAITH NO MORE "Digging The Grave" (SLASH/REPRISE)
HOLE "Violet" (DGC/GEFFEN)
JULIANA HATFIELD "Universal..." (MAMMOTH/ATLANTIC)
MATHEW SWEET "Sick Of Myself" (ZOO)
MIKE WATT "Against The 70's" (COLUMBIA)
NED'S ATOMIC DUSTBIN "All I Ask Of Myself" (WORK)
OFFSPRING "Kick Him When He's Down" (Epitaph)
OUR LADY PEACE "Starseed" (RELATIVITY)
STONE TEMPLE PILOTS "Pretty Penny" (ATLANTIC)
WAX "California" (INTERSCOPE)

STREET SHEET

MIX SHOWS

ALL-4-ONE "(She's Got) Skillz" (BLITZ/ATLANTIC)
BLACKSTREET "Joy" (INTERSCOPE)
DIANA KING "Shy Guy" (WORK)
DR. DRE "Keep Their Heads Ringin'" (PRIORITY)
DURAN DURAN "White Lines" (CAPITOL)
2 PAC "Dear Mama" (INTERSCOPE)
FUN FACTORY "Close To You" (CURB)
IV XAMPLE "I'd Rather Be Alone" (MCA)
LUTHER VANDROSS "Love The One You're ..." (EPIC)
MAX-A-MILLION "Fat Boy" (S.O.S./ZOO)
MONTEL JORDAN "This Is How We Do It" (PMP/ISLAND)
NAUGHTY BY NATURE "Craziest" (TOMMY BOY)
RAPPIN 4-TAY "I'll Be Around" (RAG TOP/EMI)
RAPHAEL SAADIQ "Ask If You Can" (550/EPIC)
SPANISH FLY "Daddy's Home" (UPSTAIRS/WB)

BILLY RAY MARTIN "Your Loving Arms" (SIRE)
DANA DANE "Rollin Wit Dane" (MAVERICK/WB)
DR. DRE "Keep Their Heads Ringin'" (PRIORITY)
2 PAC "Dear Mama b/w Old School" (INTERSCOPE)
JIMMY SOMERVILLE "Heartbeat" (LONDON)
ROTTIN RAZKALS "Oh Yeah" (ILLTOWN/MOTOWN)
LATANYA "I Want The B.O.M.B." (INDASOUL)
REEL TO REAL "Conway" (STRICTLY RHYTHM)
SAM SNEED "U Better Recognize" (INTERSCOPE)
SARA PARKER "My Love Is Deep" (VESTRY)
SWING 52 "Color Of My Skin (remixes)" (CUTTING)
THE B.U.M.S. "Elevation, Free My Mind b/w 6 Figures & Up" (PRIORITY)
VYBE "Take It To The Front" (ISLAND)

IN THIS ISSUE...

- FACES & PLACES page 5
- TOM SHO VAN page 7
- PD OF THE WEEK page 8
- MAINSTREAM DISC-CLUB page 9
- STREET SHEET page 31

- STEVE SMITH INTERVIEW page 26/27
- JUDY ELLIS INTERVIEW page 28/29/50
- PAIGE NIENABER page 37
- FERGUSON/SHANDS page 38
- EAR TO THE GROUND page 52/54

SEAL

"I'm Alive"

As performed on the Grammys

From his Platinum LP SEAL
 SoundScan LP Sales Chart 142-110*
 7,629-11,133 pieces sold this week!

NEW ADDS:

Q99, KLRZ, KTMT
WTWR, KRRX, WJMX
K106, WPRR, KCHX



THE WOLFGANG PRESS

"Going South"

EARLY ROTATION INCLUDES:

| | | | |
|------|-----|------|-----|
| Q99 | 29X | KLYV | 25X |
| 99X | 20X | WRFY | 22X |
| WMMS | 18X | WJMX | ADD |
| WDRE | 17X | KTMT | ADD |
| WENZ | 12X | | |



SPANISH FLY

"Daddy's Home"



MONITOR RHYTHM CROSSOVER CHART-31*
 MORE THAN 500 TOP40 BDS DETECTIONS
 ALREADY TOP10 CALLOUT AND TOP5 REQUESTS AT:

| | |
|----------------|------------|
| HOT97.7 | 75x |
| KYLD | 56x |
| KTFM | 45x |
| KGGI | 36x |
| KDON | 29x |
| KHTN | 21x |

ALSO IN ROTATION AT:

| | | | |
|--------------|----------------|-------------|------------|
| FM102 | 15x | KZFM | 20x |
| KLRZ | ADD 21x | KKXX | 20x |
| Z90 | 22x | KJYK | 31x |
| KCAQ | 15x | B95 | 20x |
| KLUC | 17x | KPSI | ADD |
| WOVY | 17x | | |

SPIKING AT:

| |
|---------------|
| KUBE |
| PWR96 |
| PWR106 |
| KBXX |
| WHHH |
| WJMH |
| KKSS |
| WHJX |
| WJMH |

RECORDS

HITMAKERS Faces & Places



NICK TESTA JOINS HITMAKERS!

BOB GREENBERG, President of HITMAKERS, announced the appointment of Nick Testa to the post of Director Of Mainstream Radio covering all Top40 formats including Alternative music and radio. "Nick brings to this publication 15 years of indepth industry experience and a keen understanding of the relationship between the record and radio industries.", Greenberg stated.

BARRY FIEDEL, Publisher, added, "Nick is a powerhouse of energy and will help take our organization to a higher level. He is a great motivator of people and has a vast knowledge of this business. We welcome his enthusiasm."

Nick received a scholarship from Rutgers University where he majored in Business and Film.



Nina Easton has been appointed President of ICHIBAN Records.



Bob Pfeifer has been named President of HOLLYWOOD Records.



Richard Leher has been named Executive Vice President of HOLLYWOOD Records.



LaVerne Evans has been promoted to Vice President and Assistant General Counsel at BMG Entertainment.

Hot Sheet Publishing, Inc.

22222 Sherman Way • Suite 205 • Canoga Park, CA 91303
818-887-3440 FAX: 818-883-1097

PUBLISHER:
BARRY FIEDEL

PRESIDENT:
BOB GREENBERG

STREET SHEET EDITOR:
BARRY RICHARDS

DIRECTOR OF PRODUCTION:
TOMMY GRAFMAN

| | |
|--------------------------------|----------------|
| Administrator: | KATHY FIEDEL |
| Business Affairs: | ANNE GREENBERG |
| Associate Director/Production: | BARBARA NEIMAN |
| Director/Mainstream Radio: | NICK TESTA |
| Assoc. Dir./Mainstream Top40: | SUSAN GRAFMAN |
| Director Production/Street: | TODD DOTY |
| Associate Director/Street: | OSCAR MERINO |
| Graphic Designer: | ANDY MUNITZ |
| Production Assistant: | PORTER B. HALL |

ALL RIGHTS RESERVED © 1995
All material supplied to this publication for reproduction, except where previously protected under copyright laws, becomes the property of HOT SHEET PUBLISHING, INC. No reproduction of any kind may be made from this publication without the prior written permission of the publisher. Annual subscription rate for US mail only \$295.00 (non-refundable) per year (50 issues).



Joyce Castagnola has been promoted to Senior Vice President, Sales at VIRGIN Records.



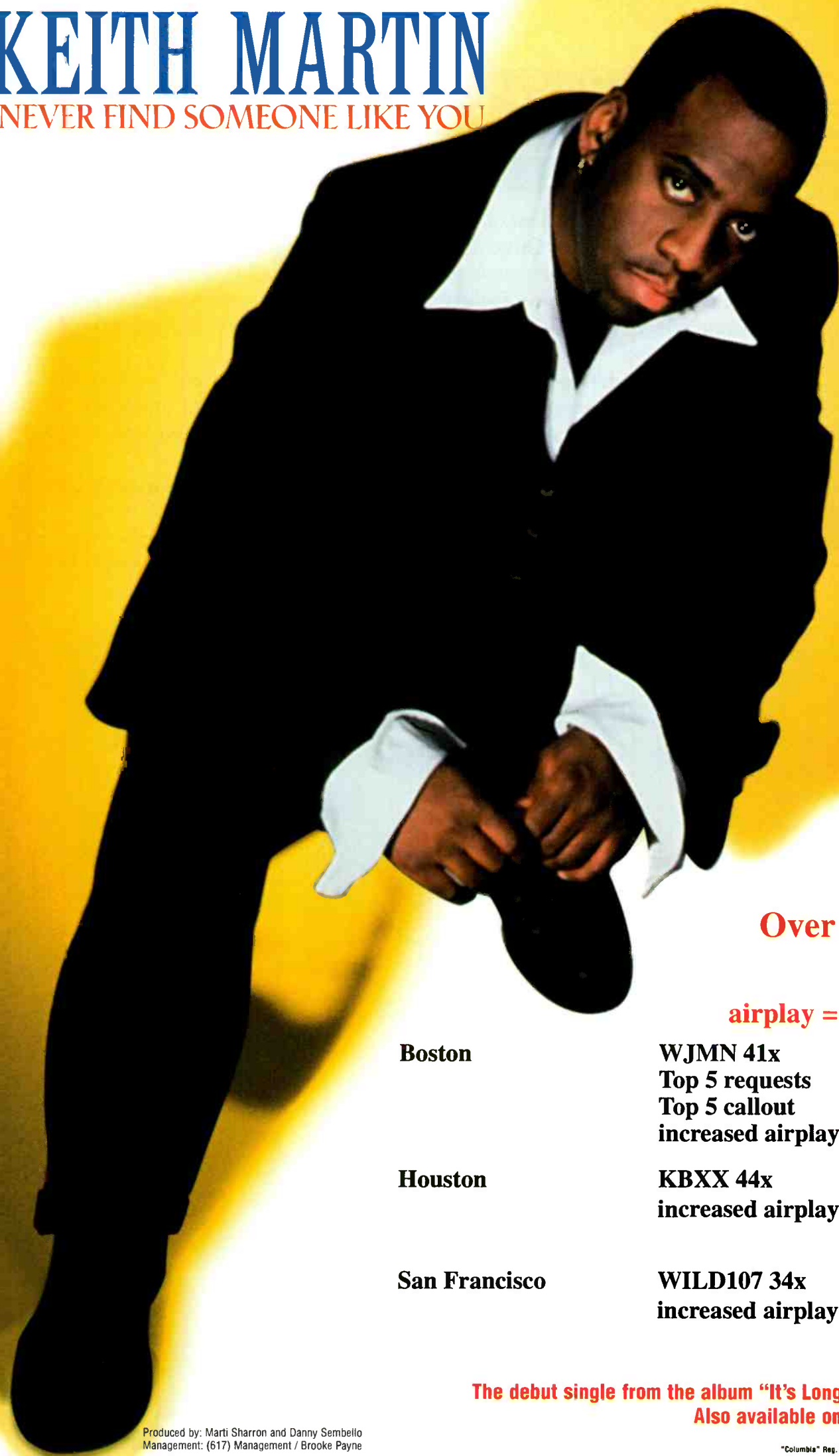
Michelle Steinberg has been named Director of Corporate Public Relations for Hob Entertainment Inc. and House Of Blues locations.



Danny Wynn has been promoted to Vice President, Business Affairs for SONYMusic.

KEITH MARTIN

NEVER FIND SOMEONE LIKE YOU



Over 600 Hot 100 Spins

airplay = callout = requests = sale\$

Boston

WJMN 41x
Top 5 requests
Top 5 callout
increased airplay

#18-13 SoundScan Single
#35-23 Strawberries

Houston

KBXX 44x
increased airplay

#38-20 SoundScan Single
sales doubled!

San Francisco

WILD107 34x
increased airplay

#17-12 SoundScan Single
#2 Tower/Stonestown

The debut single from the album "It's Long Over Due," coming in April.
Also available on the "Bad Boys" Soundtrack.



Produced by: Marti Sharron and Danny Sembello
Management: (617) Management / Brooke Payne

"Columbia" Reg. US Pat & TM. Off. Marca Registrada. ©1994 Sony Music Entertainment, Inc. COLUMBIA

more major airplay

POWER106 KMEL 92Q KIX106 KUBE FM102 KGGI
KTFM WHHH Z90 KPRR KZHT KZFM WHJX KJ103
G105 WAPE WSTW KLUC KXTZ WOVV KDON Q105

Programmer's Think Tank

by TOM SHOVAN



THE PARADOX OF THE ALMIGHTY BUCK

Last month at the Radio Advertising Bureau (R.A.B.) convention in Dallas, President Gary Fries announced proudly that, for the first time, radio out-billed Yellow Pages as an advertising medium. Think about that for a minute. Is this something to be proud of? Well, sure, I guess it beats a stick in the eye, but certainly it seems like a weak triumph when you get down to it. Yellow Pages - tacky artwork on cheap paper benignly sitting under the bed or in a drawer - simply a last resort reference resource. Yellow Pages certainly don't seem like viable competitors in the entertainment field. Yet these pulp books have traditionally outbilled radio and still are a close competitor.

Let's look at why Yellow Pages have done so well for so long. There only used to be one Yellow Pages per market - it was part of the Bell System Monopoly. When the Bell System was split up, the name, logo and everything about the phone book Yellow Pages was made a free-for-all. In most cities there are now anywhere from three to five or more companies publishing Yellow Pages in the same market and selling the ads. When Bell/AT&T was the only game in town, Bell's high-powered sales organization crunched sales with attitude. As part of the "Almighty Phone Company" they used their arrogance and lack of direct competition to fix high rates and tie billing into the client's phone bill, assuring prompt payment. Now with multiple freelance Yellow Pages there's no control, no conviction of

rate, a lot of confusion and in-fighting. In short, the world of Yellow Pages is like radio time sales! Every vendor says the competitor's no good, rates get fought down and there's no real tangible proof which radio station or Yellow Pages Book is used by consumers - if any at all.

So, whooptie-doo! We beat the Yellow Pages. Wow! Now what did we beat them with? Among the biggest users of radio this year are Gold Bond Powder, Ovaltine, Hooked on Phonics, Fisherman's Friends and other such products. How much do you know about what these products are doing on your air?

Well, here's an example. A company named Martin Himmel in New Jersey takes over products that have been on shelves for decades but don't sell. Over the years these include Gold Bond Powder, Ovaltine, Topol Toothpaste, Doan's Pills and so on, through the patent medicine Hall of Fame. Then Jeffrey Martin commits for enormous chunks of air-time on radio at discount "Dollar a Holler" prices. Your owner or GM now has a certain guaranteed revenue base they can count on to cover basic costs at the station. In exchange for that security though, your station has given away huge quantities of its spot inventory, cheap. To then make up the difference, there's a lot of pressure to get higher rates and justify those rates with sales promotions.

Hence comes the battle. You want quality of programming - the sales department wants billing. You're already overflowing with crotch powder and ointments. Now the sales folks try to slip in ads for dives, screaming car dealers catering to people with bad credit and the inevitable remotes. What we've

created is a mandatory environment of junk. No matter how sensational your air talent is and how they work with the music and elements, you're still displaying ads that don't fit the rest of your image.

We know we've all got to make money to survive and prosper. We also understand that the more class and finesse with which we make that money, the better our image and long term success is. There are times when the return warrants doing bargain deals with buying services, networks and syndicators. The resulting revenue or programming elements we get in barter help everybody. On the other hand, watch out how much of your inventory gets tied up. You don't want your jingle package to be A-B-C-D-E-F-G! Your Sales Department doesn't understand that or care. You need to sit down with your GM and GSM and plot out what percentage of inventory is used for bargain and barter spots and make enough room for them as well as quality full price spots. Find out what clients buying services will be placing on your station. I'll bet you never asked.

Radio may have just passed the Yellow Pages in billing, but did we do so by being just a Val-Pak of the air? We're supposed to provide more than an advertisers junk heap -and who would have thought that up to now we hadn't long passed Yellow Pages in billing. Let's move to a competitive race we can be proud to win.

**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

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

TOAD THE WET SPROCKET

"Fly From Heaven"

PATRIC KAY, PD, KIMN, Denver

"Great song. Should play all day and all night."

JIMI JAMM, MD, KQKQ, Omaha

"I like this. Good record."

TOM MARTENS, PD, KWTX, Waco

"Good job on this one. I like it."

KID KELLY, PD, WBHT, Wilkes-Barre

"This will be a big hit for the band."

BRUCE SPRINGSTEEN

"Murder Incorporated"

CARLY RUSH, PD/MD, KHTT, Tulsa

"Music alone is great. Bruce is back big with this."

JONNY HARTWELL, MD, WHOT, Youngstown

"Bruce is back and he's back big."

JIM KELLY, MD, WJRZ, Monmouth/Ocean

"If you don't hear it, keep listening. You will!!"

LACY NEFF, PD, WVAQ, Morgantown

"The Boss has another hit!"

SOPHIE B. HAWKINS

"As I Lay Me Down"

JUSTIN CASE, MD, KZLO, Duluth

"This is a great tune for Winter's end."

KEITH MARTIN

"Never Find Someone Like You"

CARMY FERRERI, PD, KGGI, Riverside

"Very emotional record. Should be big, females."

SON IA JIMENEZ, APD, KGGI, Riverside

"This is an across-the-board smash!"

Nominees for Issue 880.

Vote for your choice.

1. TOM MARTENS (PD, KWTX/Waco)
2. MARK MURPHY (PD, KGOT/Anchorage)
3. CAT THOMAS (PD, WZYP/Huntsville)

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

Jeff McCartney



PD, WAPE/Jacksonville

Career Highlights:

• This is my 28th year in the business. From 1967-1974 I jocked at numerous stations including WHHY/Montgomery. I was MD/afternoon announcer at 94Q (WQXI-FM)/Atlanta from 1975-1987. My PD jobs include: WMMS/Cleveland from 1988-1989, KTFM/San Antonio from February 1989-February 1990, KROY/Sacramento from March 1990-October 1990 and WAPE-FM, Jacksonville from November 1990-Present. I also work the Mid-day airshift at WAPE (1PM-3PM).

Family:

I am 41 years old, Married, expecting first child in August.

Hobbies:

Sailing, Diving and Golf.

Quote:

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

HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. HUMAN LEAGUE "Tell..." (EASTWEST)
2. FOREIGNER "Until The End Of Time" (PRIORITY)
3. HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)
4. SIOUXSIE & THE BANSHESS "O Baby" (Geffen)
5. DES'REE "Feels So High" (550 MUSIC/EPIC)
6. DAVE MATTHEWS BAND "What Would You..." (RCA)
7. NIKKI FRENCH "Total Eclipse Of The..." (CRITIQUE)
8. BLUES TRAVELER "Runaround" (A&M)
9. BRUCE SPRINGSTEEN "Murder..." (COLUMBIA)
10. DANIELLE BRISEBOIS "Gimme Little Sign" (EPIC)
11. DURAN DURAN "White Lines" (CAPITOL)
12. ELTON JOHN "Believe" (ROCKET/ISLAND)
13. STONE TEMPLE PILOTS "Pretty Penny" (ATLANTIC)
14. TOAD THE WET SPROCKET "Fly..." (COLUMBIA)
15. ADINA HOWARD "Freak..." (ELEKTRA ENT. GROUP)
16. DIANA KING "Shy Guy" (WORK GROUP)
17. LETTERS TO CLEO "Here And Now" (GIANT)
18. LIVE "Lighting Crashes" (RADIOACTIVE/MCA)
19. TLC "Red Light Special" (ARISTA)

Top40 Disc-covery Club

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

DARKNESS *In My Dreams* (IMPORT) - European dance hit. Like Real McCoy, this is smoking.

DES'REE *Feels So High* (550 MUSIC/EPIC) - I like her. Just saw the video and will be another hit.

YO-CO ROSS *Miss Me* (COLUMBIA) - This will be great for spring or summer.

NEAL SHARPE, PD, JET-FM, Erie

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - A smash...It's got the signature Human League sound and it fits well today.

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - It's kind of got a *Plush* sound, yet it's different from *Interstate Love Song*. A great track for Mainstream radio.

JOHN RAMSEY, PD, KCLD, St. Cloud

DURAN DURAN *White Lines* (CAPITOL) - Good comeback song. I like it.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - This will be a big, big record.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - I love this record. This is a tip. Great job on this song.

ROB MORRIS, APD/MD, KDWB, Minneapolis

FOREIGNER *Until The End Of Time* (PRIORITY) - They're back. Will be a big record.

BRANDY *Baby* (ATLANTIC) - If you play Brandy, this is a big one.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - The hit on the album. Good song.

CARLY RUSH, PD/MD, KHTT, Tulsa

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Music alone is great. Bruce is back big with this.

STEVIE B. *Dream About You* (EMPORIA/THUMP) - This is a kicker ballad.

LETTERS TO CLEO *Here & Now* (GIANT) - Kinder, gentler Veruca Salt.

PATRIC KAY, PD, KIMN, Denver

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - This is a good record. Good MTV support.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - Great song. Should play all day and all night.

BLUES TRAVELER *Runaround* (A&M) - Good sound for Colorado and around the nation.

CHUCK GEIGER, PD, KISF, Kansas City

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - It took forever for *Hold My Hand* to happen. Now that this band is established, look for this song to pop quick!

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - With all the Stone Temple Pilots we're playing, this one is turning out to be the most accessible. Here's a tip to my Top40 brothers - This will go Top 10!

PJ HARVEY *Down By The Water* (ISLAND) - Infectious hook. It's Top 10 BDS/Alternative and will cross over big to Top40.

MIKE STORM, PD, KISX, Tyler

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - What a great new song from this band.

FOREIGNER *Until The End Of Time* (PRIORITY) - Nice job. The boys are back with this one.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - Not on this yet, but will be a good tune.

BILLY THE KIDD, MD, KJ103, Oklahoma City

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Cool record. Give this a listen.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Good to have them back. They do well here.

SCOTT THOMAS, MD, KLYV, Dubuque

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - Top 5 phones on our Alternative Show.

MAX-A-MILLION *Fat Boy* (S.O.S./ZOO) - Top 9 phones after a few plays.

BON JOVI *Someday I'll Be Saturday Night* (MERCURY) - Big male phones on this after a few plays.

MIKE CHASE, PD, KMCK, Fayetteville

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - This will be the most added record this week. Great song!

FOREIGNER *Until The End Of Time* (PRIORITY) - The guys sound like they never took a vacation.

BLUES TRAVELER *Runaround* (A&M) - This is a great springtime record.

J.J. McKAY, PD/MD, KNIN, Wichita Falls

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - This is a good one. Should be big.

FUN FACTORY *Close To You* (CURB EDEL) - Good record. This will do well.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Hot, hot record!

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

ELTON JOHN *Believe* (ROCKET/ISLAND) - Not a stretch. Will be big.

DURAN DURAN *White Lines* (CAPITOL) - Good remake of this song.

PAT CLOUD, PD, KQID, Alexandria

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - I love this record. This will work for all.

FOREIGNER *Until The End Of Time* (PRIORITY) - This is a good comeback record for the guys.

JIMI JAMM, MD, KQKQ, Omaha

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - A hit. Will be huge.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - I like this. Good record.

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - Good mass appeal hit for Siouxsie.

LARRY IRONS, PD, KWNZ, Reno

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - I love this record. Will cross Top40.

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - Just a fun record. Great job with the remake.

TOM MARTENS, PD, KWTX, Waco

DIS & DAT *Freak Me Baby* (EPIC) - Super job on this record.

DIANA KING *Shy Guy* (WORK GROUP) - This is a female Ini Kamoze.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - Good job on this one. I like it.

JAMES BAKER, PD, KZIO, Duluth

FOREIGNER *Until The End Of Time* (PRIORITY) - Straight formula record. Can't miss.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - The next R.E.M. in my opinion. Super song.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - The time is now. Great song.

JUSTIN CASE, MD, KZIO, Duluth

SOPHIE B. HAWKINS *As I Lay Me Down* (COLUMBIA) - This is a great tune for Winter's end.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - This is headed for Top 10.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Watch this record explode.

RAY KALUSA, MD, Q106, San Diego

FOREIGNER *Until The End Of Time* (PRIORITY) - Lou and Mick have not lost their touch after all these years.

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - I could use 50 more words like this, with feel and energy. As Michael Gamby would say at WDBR..."My God, it's uptempo?"

SIMPLE MINDS *She's A River* (VIRGIN) - Great multi-format hit, with great energy.

BILL MITCHELL, PD, U93, South Bend

FOREIGNER *Until The End Of Time* (PRIORITY) - It's great to hear Mick and Lou back together on this great song.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Instantly recognizable from the first listen. It won four nights in a row on our 'Battle Of The Hits' at night.

MIKE LOWE, MD, WA1A, Melbourne

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Tempo for all dayparts. Mass appeal. Great.

CORONA *Baby Baby* (EASTWEST) - This ain't no Amy Grant tune.

DON MORGAN, PD, WAAL, Binghamton

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - This is a good one from Stone Temple Pilots.

FOREIGNER *Until The End Of Time* (PRIORITY) - Good record. It will work.

JOE FRIDAY, PD, WAEB, Allentown

REDNEX *Cotton Eye Joe* (BATTERY) - Instant phones. Put it on the air. Watch.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Formula Van Halen. Much more mass appeal than the last.

ELTON JOHN *Believe* (ROCKET/ISLAND) - This is a Pop anthem!

DAMON COX, MD, WAPE, Jacksonville

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Sounds like 1983 all over again. Top 40 will jump all over this. Instant phones.

TLC *Red Light Special* (ARISTA) - ARISTA comes up with another smash. What a record.

DES'REE *Feels So High* (550 MUSIC/EPIC) - Continued excellence with her new venture. Accompanied with a stunning video, this will work.

CRAIG QUINN, MD, WAZY, Lafayette

BLUES TRAVELER *Runaround* (A&M) - Good tune. I like it.

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND) - Good, smooth song. Coming strong.

DES'REE *Feels So High* (550 MUSIC/EPIC) - Smooth, great record for this artist.

KID KELLY, PD, WBHT, Wilkes-Barre

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - This will be a big hit for the band.

REAL MCCOY *Run Away* (ARISTA) - Better than the first song.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Love the Rock version of this song.

BEAU LANDRY, PD, WBIZ, Eau Claire

FOREIGNER *Until The End Of Time* (PRIORITY) - Good comeback from this band.

OASIS *Live Forever* (EPIC) - I like this. Good for us. Should be for you.

SCOTT LAUGHLIN, MD, WBNQ, Bloomington

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Just a good feeling record.

LUTHER VANDROSS *Love The One You're With* (EPIC) - You can't go wrong with Luther Vandross.

**MIKE RUTHERFORD, PAUL CARRACK
& PAUL YOUNG**

return



EARLY AIRPLAY!

WRFY Add
WKDY Add
KTMT Add
KIOK Add
WXIL Add

WNKI Add
WNSD Add
WZPK 13 Spins
WJMX 13 Spins
WNOK 11 Spins

K106 27 Spins
WDDJ 10 Spins
WVKS 25 Spins
KSKG 16 Spins
WCIL 14 Spins

KWNZ 11 Spins
KQIX 21 Spins
KTRS 18 spins
and more

MIKE & THE MECHANICS

MEA CULPA the first track

BEGGAR ON A BEACH OF GOLD the new album

Produced by Christopher Neil & Mike Rutherford

The Hearing Aid 
Call 1-800-ATLANTIC for a quick music tune-up.
Talk to us: ATLGRP@aol.com
74-74,1026@compuserve.com

*Caught in the act
'Live' last week on
David Letterman.*



THE ATLANTIC GROUP ©1995 Atlantic Recording Corp. A Time Warner Company.

Top40 Disc-overery Club

MICHAEL GAMBY, MD, WDBR, Springfield

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - A song that puts the letters F.U.N. in radio...Okay, so I ain't so good at spellin'.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - An uptempo, retro remake.

ADAM ANT *Wonderful* (CAPITOL) - I really enjoyed his cartoon on the Pink Panther...Oh, you mean the song. It's good!

JIM REITZ, PD, WFHN-FM, New Bedford

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - This is a great remake. Good dance flavor anywhere.

LUTHER VANDROSS *Love The One You're With* (EPIC) - Real hot, good tempo. Should do real well.

DIANA KING *Shy Guy* (WORK GROUP) - This is a female Ini Kamoze. Real hot stepper.

JOHNNY A, PD, WFMF, Baton Rouge

BUSH *Everything Zen* (INTERSCOPE) - Hot crossover to Mainstream. I like this.

DURAN DURAN *White Lines* (CAPITOL) - Good job on the remake. Nice sound.

ALEX TEAR, PD, WGRD, Grand Rapids

BELLY *Now They'll Sleep* (REPRISE) - Good tune. This will work.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Huge record. One of the most added!

BLUES TRAVELER *Runaround* (A&M) - Good up record, perfect for right now.

LOUIS KAPLAN, PD, WGTZ, Dayton

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Another great uptempo Pop record.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Terrific remake of a song that really never went away.

JONNY HARTWELL, MD, WHOT, Youngstown

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Bruce is back and he's back big.

cranberries *Ode To My Family* (ISLAND) - Great new song from a strong band.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - MTV support and a great sound make this a band to watch.

SHAWN CAREY, APD/MD, WHTO, Williamsport

SHOXSIE & THE BANSHEES *O Baby* (Geffen) - She's been in the business for quite some time. This could be her shining moment.

MARK JACKSON, MD, WHYT, Detroit

RANCID *Salvation* (EPITAPH) - Hip you to this early. Cool.

NEW ORDER *Let's Go* (QWEST/WARNER BROS.) - From the new LP, this will be a hot song for the band.

THE CAULFIELDS *Devil's Diary* (A&M) - Cool, cool record. Will cause a stir.

JACKIE JOHNSON, MD, WIFC, Wausau

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - I'll keep this brief...This is going to be a smash!

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - It's got the distinct sound of the Human League, updated for the '90s.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - I saw the band on Letterman. I listened to the record. It's great!

DEE DEE MCGUIRE, MD, WIOQ, Philadelphia

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Great record. Love this.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Good record for us here at WIOQ.

FUN FACTORY *Close To You* (CURB EDEL) - We like this one. Hot!

DENA DESNICK, MD, WJMX, Florence

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Fits perfectly. Back big with a great sound.

WOLFGANG PRESS *Going South* (4AD/WARNER BROS.) - This is my favorite new song. Top40 will break it.

JIM KELLY, MD, WJRZ, Monmouth/Ocean

ELTON JOHN *Believe* (ROCKET/ISLAND) - Out-of-the-box, even beat 'PLJ to the punch!!!

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Great to hear these guys again. Will most certainly light up your phones.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - If you don't hear it, keep listening. You will!!

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - We had great early success with *Hold My Hand*. This one will do the same, if not better!!

KENNY KNIGHT, MD, WKBQ, St. Louis

DAVE MATTHEWS BAND *What Would You Say* (RCA) - This is a smash!

BLUES TRAVELER *Hook* (A&M) - Great party tune. I love it.

MARTIN PAGE *In The House Of Stone And Light* (MERCURY) - This is a daytime hit!

DURAN DURAN *White Lines* (CAPITOL) - Good song, good remake.

DENNIS DILLON, PD, WKXJ, Chattanooga

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Dead ringer. Great.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Automatic. Great. Crosses over demos.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Different and very special.

DAVID SKINNER, PD, WLAN, Lancaster

CRASH TEST DUMMIES *Ballad Of Peter Pumpkinhead* (RCA) - Give it the spins it deserves, and it will work itself.

INDIGO GIRLS *Power Of Two* (EPIC) - Great mid-tempo record.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - After two plays, Top 10 phones on the record.

RAGMAN, MD, WNTQ, Syracuse

PETE DROGE *North Bound Train* (AMERICAN/REPRISE) - I listened to a stack of 20 records and out of all of them this song stood out as the best!

TERRY SIMMONS, PD, WPXR, Davenport

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - What a great tune. Will be huge.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This band is for real. Play it now!

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Good up, daytime song.

STEVE KLINE, PD, WRKY, Steubenville

FOREIGNER *Until The End Of Time* (PRIORITY) - Great sound. The song is just outstanding.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Really good to have them back. Sounds good.

DES'REE *Feels So High* (550 MUSIC/EPIC) - Good, good follow-up. Love it!

KEITH CURRY, MD, WSNX, Muskegon

REDNEX *Cotton Eye Joe* (BATTERY) - Kick off your shoes, put this on the radio and watch the phones light up!

MIKE ROSSI, MD, WSTW, Wilmington

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - An out-and-out smash!

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - Good up, all-around record.

LACY NEFF, PD, WVAQ, Morgantown

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - The Boss has another hit!

SHOXSIE & THE BANSHEES *O Baby* (Geffen) - What a great record, all demos.

ANNIE LENNOX *No More I Love You's* (ARISTA) - The best yet. Will do very well.

BILL SHAHAN, PD, WVSR, Charleston

TLC *Red Light Special* (ARISTA) - Love it. Great record. This is it.

LETTERS TO CLEO *Here & Now* (GIANT) - Will be a big crossover record.

FOREIGNER *Until The End Of Time* (PRIORITY) - Great comeback song. Good job.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Hot! Hot! Hot! What a song!!

THE KID, APD/MD, WWFX, Bangor

REAL McCOY *Run Away* (ARISTA) - Clive's got the touch. Arista is on fire and so is this tune.

ELTON JOHN *Believe* (ROCKET/ISLAND) - A nice return to form for Elton, there's a lot of emotion and passion in this song.

STONE TEMPLE PILOTS *Pretty Penny* (ATLANTIC) - I'm sick of dorky critics and grungy dirtbags slamming this band. Stone Temple Pilots rocks and they'll be around long after flannel is gone. This is a hit record.

JOHN IVEY, PD, WXKS, Boston

LETTERS TO CLEO *Here & Now* (GIANT) - Cool Alternative-leaning record, could be a big night record. If you're playing Green Day, this could work for you.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Great night jam!

DARKNESS *In My Dreams* (IMPORT) - This is worth hunting for.

BIG DAVE, MD, WZJM, Cleveland

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Back with a great sound. I love the Utah Saints mix.

DIANA KING *Shy Guy* (WORK GROUP) - Johnny Vegas would never steer me wrong. Big song, huge movie.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Number seven LP sales locally. It goes to show you they're not a one-shot band. I agree with Letterman, this band is for real.

TOM GARRETT, PD, WZOK, Rockford

FOREIGNER *Until The End Of Time* (PRIORITY) - Good solid AC cross-over record.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Recognizable sound they have.

PORTISHEAD *Sour Times (Nobody Loves Me)* (GO! DISCS/LONDON) - The more I listen, the more friendly it sounds.

CAT THOMAS, PD, WZYF, Huntsville

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Along the same lines as their hits from the past. They've made some great songs that went Top 10, and this just like those.

DAMION YOUNG, MD, Y97, Santa Barbara

ELASTICA *Connection* (Geffen) - I like this. Cool record. Will work for us.

ADAM ANT *Wonderful* (CAPITOL) - Good song for Adam. Good to have him back.

ANNIE LENNOX *No More I Love You's* (ARISTA) - Great record. Love the way it sounds.

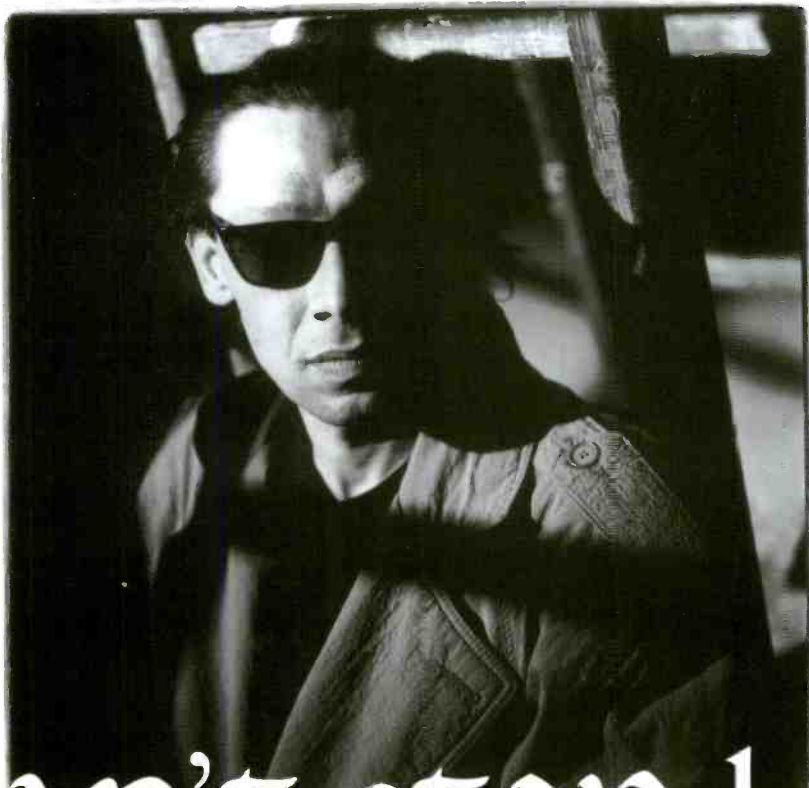
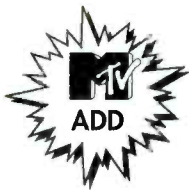
DANA LUNDEN, MD, Z104, Madison

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - I love this record. Great.

DES'REE *Feels So High* (550 MUSIC/EPIC) - Wonderful follow-up to her last record.

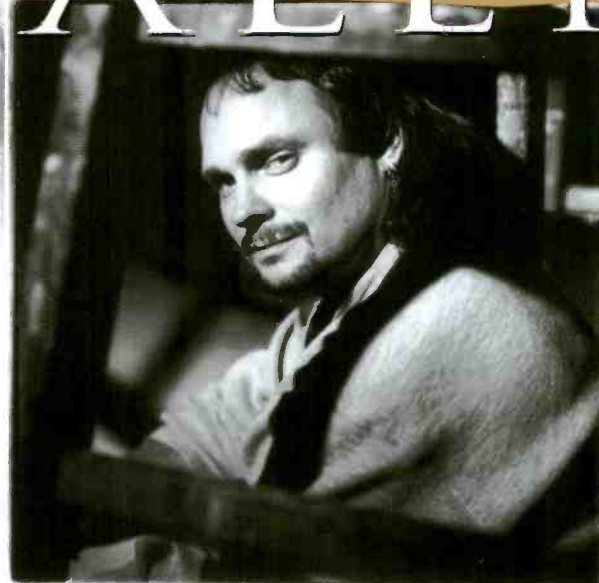
HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - This band is for real.

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 daniels, sro management, inc.



© 1985 warner bros records inc.

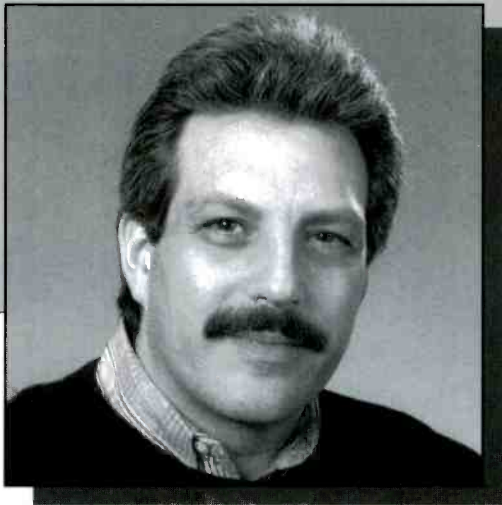
SoundScan LP Sales Chart 10* • Still Selling More Than 75,000 Pieces A Week • LP Double Platinum!

One Of The Most Added, Including:

KDWB Add 26x WZJM STAR94 WAPE WPXY WTIC and more

Z100 16x WKBQ 14x WKSE 21x PRO-FM 30x Q99 24x B97 21x Y107 18x FLY92 36x
KJYO 10x G105 14x WABB 22x WPST 20x K92 34x

EMI Records



Michael Steele
Vice President
Pop Promotion

Bob Greenberg
Hitmakers
22222 Sherman Way
Ste. 205
Canogo Park, CA 91303

Dear Bob,

I want to let you know the Hitmakers sampler including Technotronic "Move It To The Rhythm" was used by us to create a buzz and it has been extremely effective. The D-PRO ships today and we already have commitments from B-96, KHKS, KUBE, WPXY, WEDJ, KZZU & KDUK. I expect more before the end of this week. The sampler is a very useful tool and I hope to utilize it in the future.

Warmest regards,

Michael Steele

Michael Steele

P.S. Would it be possible for me to reserve tracks 1 through 10 on the next one?

EMI Records • 1290 Avenue of the Americas, New York, NY 10104 • Tel 212 492 1214 Fax 212 492 1886



Chrysalis.



BLESSID UNION OF SOULS

“I Believe”

Mainstream Monitor Chart 26*-21* • R&R Pop Chart 23*-17* Breaker
Audience Reach Over 13 Million • Sales Increase Over 500% In 4 Weeks

NEW BELIEVERS: WPLJ, FM102, Y100, WWKX, WFLZ,
WHOT, KSMB, KQCR, KQKQ, KZZU, WSTO

ROTATIONS SAY IT ALL: WKSE 66x, WIOQ 38x, KDWB 46x,
WXXL 34x, B94 30x, KKRZ 60x, WZJM 50x, WXKS 30x,
STAR94 30x, G105 40x, KRQ 36x



RAPPIN 4 TAY

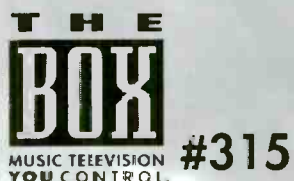
“I’ll Be Around”

Rhythm Monitor Chart Debut 36* • R&R Rhythm Chart Debut 34*

NEW ADDS: WJMN 39x, FM102, KZFM

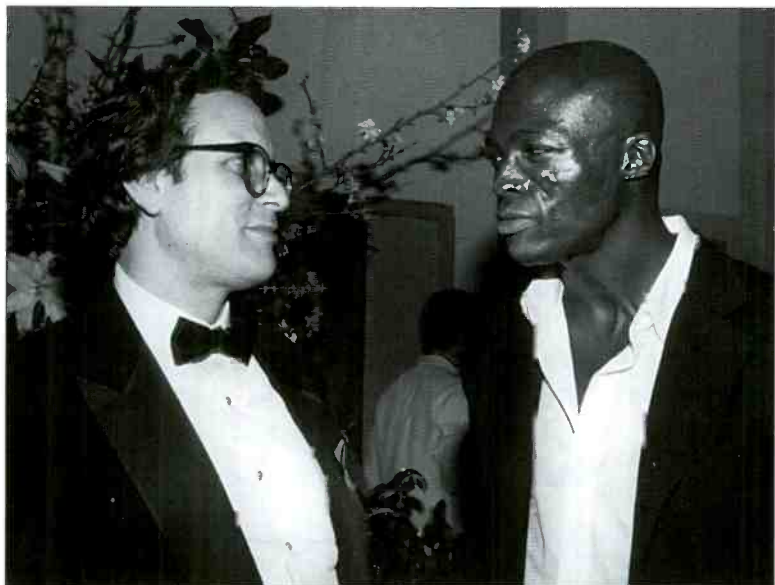
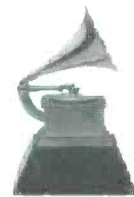
SPINNING AT: WHJX 25x, KTFM 32x, KUBE 30x TOP5 PHONES

WWKX 32x, KS104 15x, Z90 12x, WHHH 20x,
WILD107 40x, KMEL 20x, HOT97.7 26x, KLUC 18x,
PWR96 17x, KZHT 14x, KPRR 10x





Grammy Pix



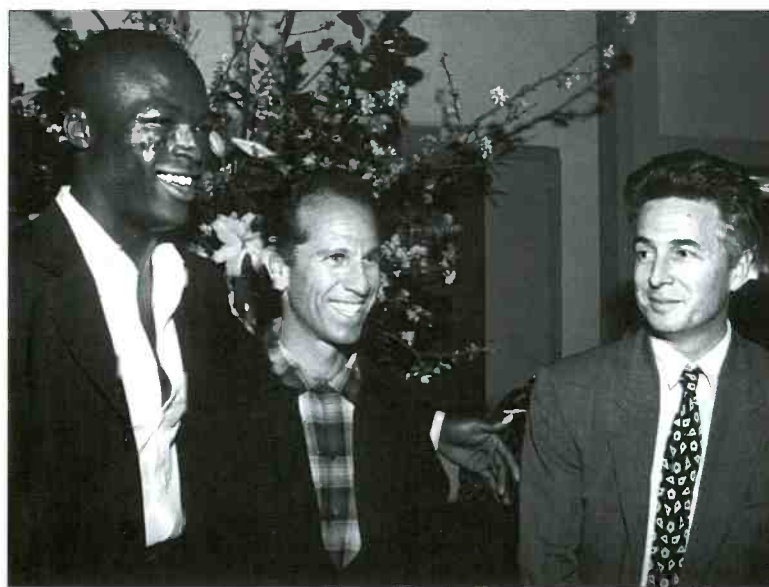
Warner Bros. Records Chairman and CEO **Danny Goldberg** and **Seal**.



Faith Hill manager **Gary Borman**; Warner Bros. Records Chairman and CEO **Danny Goldberg**; **Faith Hill** and Warner Bros. Records Senior Vice President **Vic Faraci**.



Al Cafaro (President & CEO, A&M); Grammy-winners **Sheryl Crow**; Soundgarden's **Chris Cornell** and **Melissa Etheridge**; **Alain Levy** (President & CEO, PolyGram and CEO, PolyGram Holdings); and **John Barbis** (President, Island).



Seal; Warner Bros. Records Senior Vice President of A&R **Michael Ostin** and Warner Bros. Records; **Steve Baker**.



Pictured at the MCA Music Ent. Group's post-Grammy Awards dinner, are (l-r): **Richard Palmese**, Pres., MCA, and Co-Chair of the 1995 Grammy Host Committee; **Nancy Daly**; L.A. Mayor **Richard Riordan**; **Kim Wardlaw**, of O'Melveny & Myers, and Co-Chair of the 1995 Grammy Host Committee; **Glen Lajeski**, Sr. VP/Artist Dev., MCA, and Exec. Dir., 1995 Grammy Host Committee; and **Al Teller**, Chairman and CEO, MCA Music Ent. Group.



Pictured at the MCA Music Ent. Group's post-Grammy Awards dinner are (l-r): **Bruce Hinton**, Chairman, MCA Records/Nashville; **Al Teller**, Chairman and CEO, MCA Music Ent. Group; MCA/Nashville artist and Grammy winner **Vince Gill**; **Tony Brown**, President, MCA Records/ Nashville; and **Richard Palmese**, Pres., MCA, and Co-Chair of the 1995 Grammy Host Committee.

ELTON JOHN

"Believe"

MAINSTREAM MONITOR CHART DEBUT 33*

ADDS:

WZNY WJET
 B97 KZMG
 KDWB KPSI

SPINS:

| | | | |
|------|-----|------|-----|
| Y100 | 24x | WKBQ | 9x |
| KDWB | 9x | WNOK | 25x |
| WIOG | 19x | WXKB | 16x |
| KKRZ | 16x | WPPE | 10x |
| KQKS | 12x | WXXL | 16x |
| WKSE | 12x | WIXX | 21x |
| WWCK | 21x | KIMN | 25x |
| WDJX | 14x | KKMG | 12x |
| WDDJ | 20x | KKRD | 12x |
| WTWR | 19x | WLAN | 31x |
| WVKS | 33x | WYCR | 15x |
| WKRZ | 21x | WNNK | 12x |



ROCKET
Management
by John Reid



CRANBERRIES

"ODE To My Family"

- MAINSTREAM MONITOR CHART 40* - 37*
- SOUNDSCAN LP CHART 11*
- APPROACHING TRIPLE PLATINUM

NEW ADDS:

WKMX
 WABB
 WHOT
 WDBR



SPINS:

Y97 30x
 WVSR 26x
 WFLY 35x



| | | | |
|--------|-----|------|-----|
| Z100 | 14x | KISF | 33x |
| WZJM | 25x | WKBQ | 23x |
| B97 | 44x | WLAN | 17x |
| WGTZ | 11x | WYCR | 29x |
| WHHY | 55x | WNNK | 18x |
| 93Q | 16x | WPST | 31x |
| KRBE | 30x | WSTW | 14x |
| STAR94 | 23x | WPLY | 18x |

Managed By The Left Bank Organization

PORTISHEAD

"Sour Times

(Nobody Loves Me)"



ADDS:

WENZ
 WYCR
 Y97 45*



SPINS:

| | | | |
|------|-----|------|-----|
| Z100 | 19x | WAPE | 16x |
| KISF | 23x | Y97 | 44x |
| KRBE | 16x | WXXX | 16x |
| Q99 | 31x | WPST | 20x |
| WGRD | 20x | | |





HITMAKERS AT THE GRAMMYS



ONE OF THE BIGGEST POP BANDS OF THE LAST DECADE.

T H E I R T I M E I S N O W .



THE HUMAN LEAGUE

#1 MOST ADDED!

Already On 100 Stations!

Major Adds Include:

WXKS
B94
KMXV
KLRZ
Q99

WPLY
WZJM
WZPL
B97
Q106

Q102 (Philly)
WHYT
KHKS
KKRZ
KKFR

TELL ME WHEN

The premiere single and video from
the forthcoming album OCTOPUS.

Produced by Ian Stanley



The **BUZZ** Is On...

HITMAKERS'

CHICAGO

Is The Place!

May 4 • 5 • 6

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

PLEASE REGISTER ME FOR CHICAGO!

Name: _____ Station/Company: _____

Address: _____ City: _____

State: _____ Zip: _____

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

HITMAKERS Magazine

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

CHICAGO

1995



DATE:

May 4 • 5 • 6

THE PLACE:

Westin Hotel (312) 943-7200

ROOM RATE: \$110

PRE-REGISTRATION: \$150

PLEASE NOTE: REGISTRATION IS


\$200 (cash only at the door)

AFTER APRIL 15, 1995!

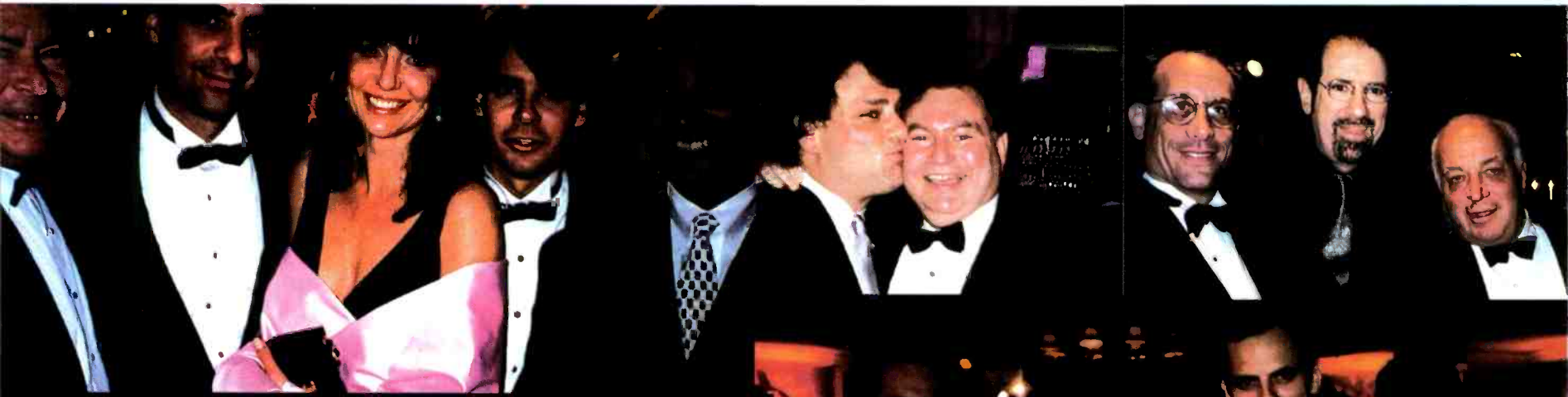
**REGIONAL
SEMINARS**



**RADIO
'95**



HITMAKERS AT THE GRAMMYS



FOREIGNER

Until The End Of Time

40 Stations 1st Week!
#2 Most Disc-overed!

WKBQ
WTIC-FM
CK105
WLAN
WAZY
WQGN
WSTW
WAEB
WNNK
WVSR
WIFC

KHTT
WNDU
WRQK
WBIZ
WPRR
WRKY
WKMX
K106
KTMT
KMCK
WXIL

WQID
KIOK
WTWR
KCHX
WNSL
WNKI
KISX
WERZ
WZOQ
KISR
AND MORE...

1
VH
MUSIC FIRST™

ADD!



PRIORITY
25 YEAR ANNIVERSARY

© 1995 Rhythm Station

Management: Steve Barnett & Stewart Young - Hard To Handle



Grammy Pix



At the BMG Entertainment post-Grammy party are (l-r): Arista Records' **Kenny G** and his wife, **Lyndie**; **Strauss Zelnick**, President/CEO, BMG Entertainment North America; Arista's **Carly Simon** and Arista President **Clive Davis**.



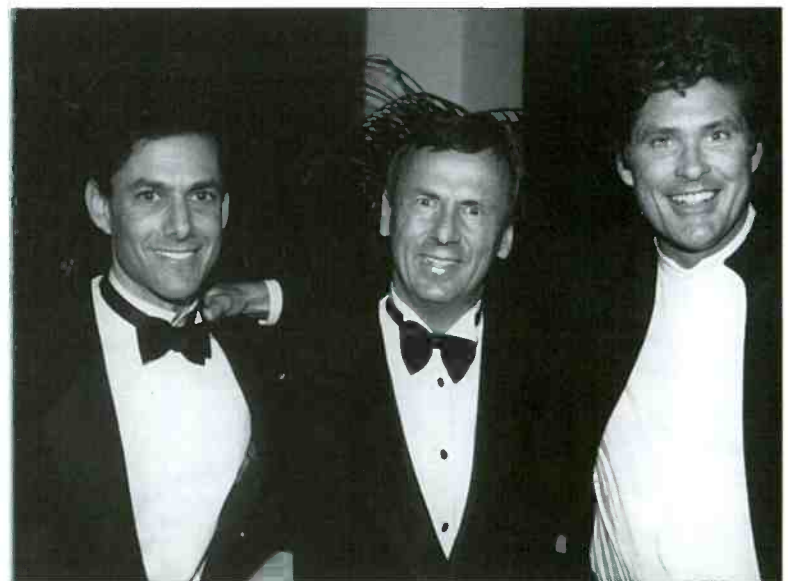
An executive get-together at the BMG Ent. post-Grammy party (l-r): **Lou Maglia**, Pres., Zoo Ent.; **Clive Davis**, President, Arista; **Michael Dornemann**, Chairman/CEO, BMG Ent.; and **Rudi Gassner**, President, BMG International.



Me'shell NdegeOcello and Warner Bros. Records Chairman and CEO **Danny Goldberg**.



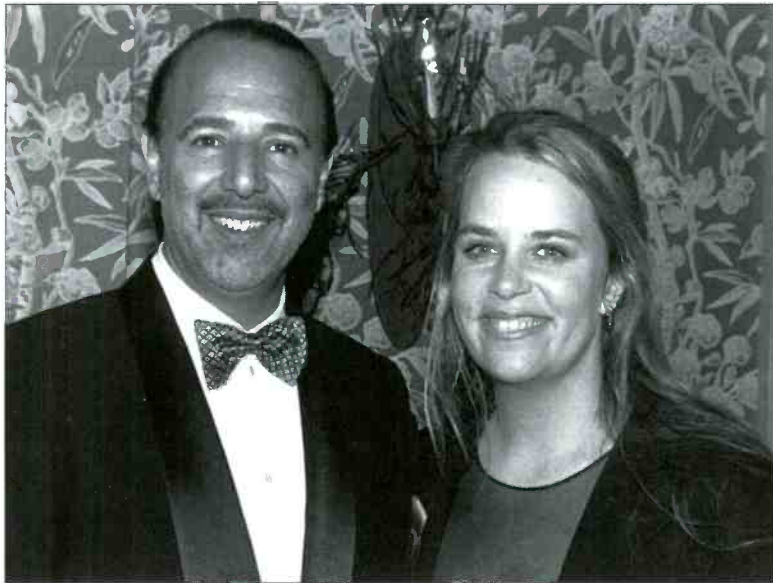
At the BMG Entertainment post-Grammy bash are (l-r): **Ron Goldstein**, President, Private Music; **Michael Dornemann**, Chairman & CEO, BMG Entertainment; **Chris Thomas**, Private recording artist; and **Rudi Gassner**, President, BMG International.



At the BMG Entertainment post-Grammy bash are (l-r): **Strauss Zelnick**, President/CEO, BMG Ent. North America; **Michael Dornemann**, Chairman/CEO, BMG Ent.; and Baywatch star and BMG recording artist **David Hasslehoff**.



Grammy Pix



Seen here at Sony Music Entertainment's post-Grammy celebration are **Thomas D. Mottola**, President & Chief Operating Officer, Sony Music Entertainment; and Columbia Nashville recording artist **Mary Chapin Carpenter**.



Seen here at Sony Music Entertainment's post-Grammy celebration are (l-r): **David Glew**, Chairman, Epic Records Group; Sony 550 Music recording artist and Grammy nominee **Celine Dion**; **Polly Anthony**, President, Sony 550 Music and Sr. VP, Epic Records Group; and **Thomas D. Mottola**, President/Chief Operating Officer, Sony Music Entertainment.



Atlantic Records **Bob Krane**; Baseball legend **Dave Winfield**; and Virgin Records Vice President Promotion/Field Operations **John Boulos**.



Virgin Records Vice President, A&R, **Gemma Corfield** with husband and Grammy winning Producer of the Year **Don Was**.



Virgin Records artist **Danny Tate** and SBK Records artist **Milla**.

STEVE SMITH

Director of Programming, WQHT, WRKS, NY

...continued from last issue

LET'S CONTINUE THE MARKETING ASPECT HERE. MICHAEL NEWMAN WANTS TO KNOW: "HOW DO YOU CREATIVELY WRITE YOUR PROMOS AND LINERS? WHERE DO YOU GET YOUR IDEAS FROM?"

It's a whole other world here now when it comes to promos and liners. We don't have a voice for HOT97. The voice of the station are all the artists and all the pieces we get from them when they visit the radio station. Promos are developed when we put artists into the production room and have them just go off. We found that strictly writing things takes them away from the circle of making them sound real. We just go over general concepts and we'll send Flava Flav or Method Man or Craig Mack or Notorious B.I.G. into the production room and go "Just talk about it, man." That's how we build promos now. Whenever we can have the artists do the promos, we do it.

NO MORE OLD SCHOOL, "PUMPING THE WATTAGE INTO YOUR COTTAGE."

No. Absolutely not. It would never work for HOT97. Never in a million years. We don't have the ballsy, radio voice-type approach here at all. The audience can see right through it. This is New York. You can't do that and play hip hop music. Here, we use the artists to build the promos. Alan Wilson, our production director, who, by the way, is the very best in America, takes the artists into the production room and lets them loose.

TO CONTINUE THE MARKETING TRAIN OF THOUGHT, MICHELLE SANTOSUOSSO WANTS TO KNOW WHO CAME UP WITH THE BRILLIANT BILLBOARD CAMPAIGN FOR DRE AND ED LOVER?

That was a collaboration, again involving our Director Of Marketing and Advertising Rocco Macri, who is the best I've ever worked with in my career. He could be the program director of the station. The guy is so programming-focused, so strong. I have to give most credit to Rocco on that, but the rest of it was developed with Judy, myself, and Ed and Dre were very involved with that. Ed and Dre are very creative and they have a lot of input. We brainstormed a lot of those things just hanging out in Judy's office. They were a big part of developing the campaign.

OFF THE BEATEN PATH FOR A SECOND. RICK STACY CHECKS IN WITH A QUESTION - SINCE HE'S NOW USING YOUR OLD OFFICE AT KKFR, HE WANTS TO KNOW: "THERE'S THIS LITTLE TINY DOOR IN THE OFFICE THAT'S BEEN HERMETICALLY SEALED FOR YEARS. BEFORE I ATTEMPT TO DEFEY ALL WARNINGS AND OPEN THAT DOOR, COULD YOU POSSIBLY SHED SOME

LIGHT AS TO WHAT I MAY FIND BACK THERE?"

He'll find all the old bones of former program directors. I don't know. We pried that thing open one time and there wasn't much back there, but we've always joked around that the previous program directors are all laid to rest back there.

JUST BECAUSE THE STATION IS BUILT ABOVE AN OLD INDIAN BURIAL GROUND...

Let me just add that KKFR is a great radio station and Rick Stacy is doing a tremendous job there of balancing rhythmic and mainstream music. That market has always been secretly rhythmic, and Rick has come up with a formula there to balance the two styles of music in a way that is just perfect for Phoenix. I kind of helped him with my rhythmic expertise, and he puts in his mainstream expertise and I think the combination is really great. It's really satisfying to be able to work with KKFR and Rick Stacy.

ANOTHER QUESTION FROM HOSH GURELI: "THERE'S BEEN A RECENT SURGE OF DANCE MUSIC WHICH SEEM TO HAVE ELUDED NEW YORK CITY. ARE YOU CONCERNED THAT A NEW STATION MAY SIGN ON AND TARGET THAT HUGE HISPANIC AUDIENCE YOU OWN BY PLAYING SOME OF THE BEST HIP HOP, ALONG WITH THIS NEW HIT-

found that it is not as easy to target Hispanics with both Dance and hip hop. We found that a significant segment of the Hispanic audience seems to go one way or the other, so when you start to combine both styles of music we have found that the turnover is high. In other words it's like mixing Alternative and Rhythmic to some extent. The audiences don't always share with both styles. I think there's a small segment that does, but it's not beneficial to cram both because what you have is a station that is going to two different ends of the spectrum. You're kind of working against yourself again. I think with Arbitron you're going to get the best results by again narrow focus, broad results. Go in and really own the people that love a certain style of music, as opposed to trying to capture a lot of different people who like different parts of the radio station.

CONTINUING THE HISPANIC ISSUE FOR A MINUTE. WHAT ARE THE MAJOR DIFFERENCES YOU'VE SEEN IN PROGRAMMING A WEST COAST MEXI-CAN-INFLUENCED HISPANIC-TARGETED STATION COMPARED TO A NORTHEAST, LARGELY PUERTO-RICAN AND CARIBBEAN HISPANIC?

There are major differences. There are major differences in hip hop in general. For starters, with the Hispanic issue, in the Southwest you're talking about the influence coming from Mexican descent. In



very different. On the West Coast you've got that Long Beach sound, that Snoop Doggy Dogg, Warren G. groove which is very smooth and very listenable. In New York there's more of an edge in the hip hop. You've got the Method Man's, the Tribe Called Quest's, the Jeru The Damaja's and groups like that that have a little more of an edge and are really speaking of the lifestyle of living in New York, to the extent there are sometimes battles back and forth. The bottom line is that in L.A. I don't think the audience there wants to hear about the Bronx, the Boogie Down Bronx, or Crooklyn or whatever. And on the East Coast we don't want to hear about South Central. It's just not part of our lifestyle.

IT'S A NEIGHBORHOOD THING. IT'S HANGING OUT ON THE FRONT STOOP.

Right. It's a different mentality. I think the East and the West are starting to realize that, and we're really trying to promote this as well. We should all try working together to be more supportive of each other, but there's still that mentality and I think it exists more in New York than it does in L.A. New York is New York and L.A. is L.A., and we'd love to break those barriers but it's something that exists and as it exists we have to recognize it.

A COUPLE OF QUICK PROGRAMMING QUESTIONS. BOB PERRY HAS A TWO-PARTER: "WHEN BEING INTERVIEWED FOR A PROSPECTIVE JOB, WHAT ARE THE SIGNS THAT YOU LOOK FOR THAT INDICATE THAT THAT STATION WOULD BE A GREAT PROGRAMMING OPPORTUNITY AND THE SIGNS THAT MAYBE YOU SHOULDN'T TAKE THE JOB?"

Great programming opportunities are at stations where the general manager is not only very logical and a very focused person, but very creative. One of the things I think is important, for instance, is to make sure the station is doing the proper amount of research, to continue to keep a strong eye on the position and performance of the radio station, plus how open is the general manager into

"The bottom line is that in L.A. I don't think the audience there wants to hear about the Bronx, the Boogie Down Bronx, or Crooklyn or whatever. And on the East Coast we don't want to hear about South Central."

ORIENTED UNDER-GROUND DANCE MUSIC THAT'S STARTING TO MAKE THE SCENE?"

There's always the rumors. New York has always had a pretty solid underground dance scene. A station like that might have an impact at the very beginning. The question is: Would it be able to prevail in the long run? At HOT97, we found that a lot of the real dedicated audience for that format are older people now. They're not in that 18-24 narrowly targeted Top40 foundation that we know is so critical to developing time spent listening. These people are getting older. In many instances they're over 25. If you go to Laurel, Maryland and look at diaries, you discover as people get older they start to listen to four-five-six different radio stations. The loyalty just starts to drop, the time spent listening starts to drop.

On the issue of Hispanics, we have

New York it's all Caribbean. There's a tremendous difference. For instance, the Southwestern vibe of the Tierra's and those type of records really doesn't exist here, whereas in New York the Caribbean influence in the Hispanic audience is tremendously powerful when it comes to Dancehall and Reggae, which you can't play a lot of anywhere on the West Coast. Reggae records test tremendously high in the research in New York among Hispanics because of their Caribbean descent. You can always tell a Southwestern Hispanic-leaning record versus a Capleton or a Rayvon or a Terra Fabulous or any of the many Reggae records that test through the roof with Hispanics in the Northeast. These are very different people from very different backgrounds. For that matter you can argue the same thing with hip hop in general. The hip hop audience in New York is very East Coast driven. The artists are very different, the style is

being creative and innovative and coming up with creative new ideas like putting in Ed Lover and Dr. Dre on the air, like taking chances that are calculated and smart. I think that's really important. It's also important for sales and programming to work in harmony with each other, to be sensitive about the other's needs. But it's also important to protect the product, to make sure that you're going to have the ability to stay the course long enough and be able to protect the product long enough for the sales department to get the benefit of being able to sell some great numbers. You can get a feel for how much one department might run the other one. I think it should be a balance. Both should be sensitive as I said to each other's priorities and should work in harmony, but there should be some importance placed on protecting the product long enough for us to get the benefit.

NOW WHAT ABOUT SIGNS THAT MAYBE YOU SHOULDN'T TAKE A JOB THAT YOU'RE BEING INTERVIEWED FOR?

General managers or stations that are not entirely committed to what they're doing. There's a real feel of uncertainty.

HOW ABOUT THE QUICK FIX? THE GM THAT WANTS THE RATINGS FIXED IN ONE BOOK?

There's no question. You can't program that way. If you've got a management team that's looking for results in three months, you'll never be successful. Arbitron doesn't respond that way and it's getting worse and worse. There are a lot of stations that operate month to month, that look at trends month to month to make programming decisions. There's nothing worse than that. Arbitron doesn't do their job entirely right every time and you can't expect to have long term success if you're going to do that from month to month. That is one of the worst things to have to work under. That mentality of having to turn the thing around in a very short period of time. Anything in radio is going to take time, and at HOT97, even though we were able to do this relatively quickly, the full benefit of Arbitron is just coming now after 10-12 months. You have to have that kind of mentality and management of the radio station. You have to realize that consistency is the key and that's something you really need to look out for when you interview. Also, the kind of atmosphere and environment there is at the radio station. Are people happy working there? Are the benefits satisfactory? Is this the kind of company or kind of radio station where the mentality of reinforcing and treating the employees well pays off, and each employee is giving 110%. If that is the philosophy, then that's very healthy. In a lot of places the philosophy is let's get everything we can out of this person, suck 'em dry until they can't even stand it anymore. These are things you look for. You look for a good working environment like that. When everybody is involved in making decisions and you put those things first you're going to get 110% out of everybody.

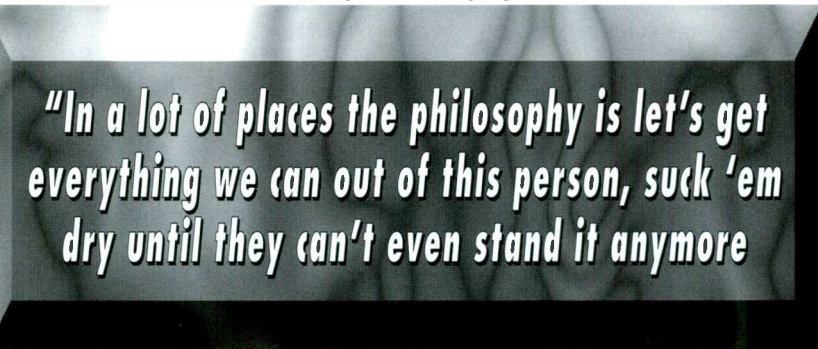
A TWO-PARTER FROM JEFF SALGO: "IF YOU WERE TO

PROGRAM ANOTHER FORMAT OTHER THAN DANCE CHR, WHAT WOULD THAT BE?"

I'd love to do any format. One of the things that I'd love to do is bring creative new ideas to other formats. I'm doing an Adult Urban format now. I'm doing KISS-FM, which is an Adult R&B kind of station, and I'm loving bringing new ideas to that like, getting artists involved in the sound and narrowly focusing a radio station in a format that hasn't had that kind of process or philosophy in programming before. I'd love to do Alternative and get the artists involved and break some new ground there. I'd love to do a '70s kind of Gold format. There are things that haven't been tried yet that I think would really make those formats more compelling that I would be very excited about getting my feet wet and doing.

MICHAEL NEWMAN WANTS TO KNOW: "DO YOU EVER PLAN ON LEAVING RADIO AND PERHAPS BECOMING A FULLTIME CONSULTANT?"

Well, I consult a few stations now. One of the things that I really don't know if I could do is consult 30 radio stations. I think the consultants out there that do that really don't have a grasp as to what's specifically going on in each of their markets. With the markets that I work with, Phoenix, Modesto, San Jose, I'd like to believe I have a closeness to those stations where I can almost be involved in day-to-day discussions. I remember what it was like to have consultants, and I've worked for some good ones, but one thing that most consultants don't understand is the unique



problems that we deal with in day-to-day program-ming and the politics that goes on between consultant and GM and consultant and program director. It can get very hectic. I would consider consulting if I could keep my client lists low enough to where I would have that closeness and that one-on-one kind of vibe going. But then again it would be tough to make a lot of money unless you had a lot of clients. So, I'm not sure.

MICHAEL ALSO WANTS TO KNOW: "IF YOU DO BECOME A CONSULTANT, WHO WOULD YOU HIRE TO WORK FOR YOU?"

Michael Newman, of course. I don't know. I would probably hire the people that I've worked closely with over the years. I would love to work with people like Michael, Bob Perry, Rick Stacy, Pete Jones. I have a tremendous amount of respect for Rick Cummings. I think he has the greatest programming mind in America.

LET'S TALK ABOUT RICK CUMMINGS. THIS IS YOUR EMMIS STROKAGE SPACE NOW.

He's the best. I can't tell you how much I've learned from him. I'm a very passionate, creative guy, and Rick is also very passionate and creative. He's able to combine that with being able to interpret research and he takes it all to the next level. He's one of those guys when you get into a conversation with them you get angry at yourself because you wish you could have said that yourself. He is tremendously talented. Here is a guy that was out of Indianapolis overseeing all these radio stations, then he walked into POWER106 back into day-to-day programming after being out of it for such a long time. Not only did he jump back in and rebuild that radio station, but that station is a permanent L.A. empire now. And Michelle Mercer, who I have a lot of respect for, came right out of left field, and she's brilliant. They are the best out there, without a doubt, and Rick is one of those people that nobody could argue, got where he was any other way, but being brilliant. He is the smartest programmer I know.

HOW OFTEN DO YOU AND RICK AND MICHELLE TALK BACK AND FORTH?

We have two very different radio stations. People always say that HOT97 and POWER106 are both doing the same thing, and we're not. Rick and I laugh about that all the time. I go to L.A. and I freak out. He comes to New York and goes home going, "What the fuck am I doing?" We program two radio stations that

are very different. POWER106 is a very smooth, hip hop- leaning radio station and has tremendous talent on it. The Baka Boys are phenomenal. In New York there's more of an edge, more of a roughness, and we are probably playing more hip hop and leaning more in that direction than they are. So when he comes out here it's like shock mode, especially with 80% of the music we play here he doesn't play. And I go to L.A. and I hear this smooth South Central-kind of vibe that sounds so listenable, that I start thinking my radio station is out of control. It's very interesting what happens to us when we visit each other. We get a kick out of it actually.

THAT GOES BACK TO THE EAST-WEST COAST MENTALITY WE TALKED ABOUT.

I think the real key with hip hop is being local. There is no way you can be a hip hop station without absolutely screaming local in your marketplace. When you turn on HOT97 you know you're in New York. When you turn on POWER106 you have no doubt you're in Los

Angeles. I think that's the key to the success of both radio stations. I certainly wouldn't do either station anywhere else in America. Being local is at the highest level in radio it's ever been with this format. You have got to screen the market you're in.

BEFORE WE WRAP UP, WE SHOULD PROBABLY JUST QUICKLY RUN THROUGH SOME OF THE STAFF MEMBERS. WE HAVEN'T REALLY TOUCHED ON THE AIR PERSONALITIES.

Tracy Cloherty is my APD and she has the best ears in the business, not to mention she has blossomed into a great manager. She's going to make a star PD someday. Mike Abrams is my Programming Coordinator and my right hand man. He has tremendous programming instincts. I've got Ed Lover and Dr. Dre, Lisa G., Wayne Mayo, Curt Flirt, Flava Flav of Public Enemy, all doing morning drive on the radio station. The morning show is the number one music morning show in New York now. Buggy, The Mastodon does middays. We just acquired Wendy Williams from KISS-FM. She was a tremendous name in the marketplace and synonymous with hip hop. She does afternoon drive and she's paired off with legendary mixer Red Alert. My God, it's phenomenal that both Red Alert and Funkmaster Flex, the two biggest mixing talents in the world are both on HOT97. At night we have Angie Martinez. We just put her in nights and she's doing tremendously. We have Paco Lopez doing overnights, and then Funkmaster Flex does 10-midnight.

On the weekends we're a very exciting radio station. We have Monie Love and Miss Jones doing airshifts. I have The Furious Five doing the 'Mic Check' show on Sunday nights. We just added 'Future Flavas' with Pete Rock of Pete Rock and C.L. Smooth with number one hip hop producer Marley Marl who is on the show. We have Lisa Sliwa, the famous talk show host from WABC doing the 'Street Soldiers' show on Sunday nights. We're talking to Flava Flav about doing a home jam show. We hired K7 last week. He's going to be our new weekend swing guy.

I've got to mention the mixing staff of HOT97. I can remember when it really hit me was when I held the mixing meetings for HOT97, and in my office was Melle Mell from the Grandmaster Flash days, Red Alert, Funkmaster Flex, David Morales, Evil Dee from Black Moon and Afrika Baambaata, who does the 'Old School at Noon' on Fridays, and Spinderella from Salt-N-Pepa who does our Friday night street jam. I had just about everybody in my office that had developed and made hip hop what it was in the world, sitting in my office for a mixer meeting. And I had to sit there to tell them that they had to make sure the music they played was familiar. Here were all these legendary faces and names in the hip hop world. You can't open up the Source Magazine without dropping at least two of the names that were in my office, and I had to sit there and have a meeting with them about the rules of mixing on HOT97. It's tremendously rewarding working and so honored to be working with all of these people and I'm very, very proud to say that they're all part of the HOT97 posse.

JUDY ELLIS

Senior Vice President of Emmis Broadcasting, New York

JUDY, WHAT IS YOUR EXACT TITLE AT THE RADIO STATION?

Senior Vice President of Emmis Broadcasting, New York. I oversee KISS-FM and HOT97.

THIS WEEK HAS GOT TO BE A DREAM COME TRUE FOR YOU. THIS IS THE FIRST TIME IN HISTORY THAT A BROADCASTING COMPANY HAS OWNED THE NUMBER ONE AND NUMBER TWO RADIO STATIONS IN THE NUMBER ONE MARKET IN THE WORLD.

Yes, it's a dream come true on many levels. That's one of them. The other one is that we work with a staff of the hardest working, most talented people in radio, and now they get to see the results of all their hard work and all their talent.

WHAT DO YOU THINK IT IS ABOUT ALL OF THEIR HARD WORK AND TALENT THAT HAS BROUGHT THEM TO THE FOREFRONT IN TERMS OF AUDIENCE SHARE IN NEW YORK CITY?

I think it's their ability to focus and to understand the audience that we're trying to reach.

FOCUS IS AN INTERESTING WORD. WE'VE USED IT A LOT AT THE HITMAKERS SEMINARS, AND YOU ALWAYS HEAR FOCUS USED BY MOTIVATIONAL SPEAKERS, BUT WHEN IT COMES TO FOCUS IN RADIO, WHAT EXACTLY DO YOU MEAN? HOW DO YOU FOCUS IN RADIO?

Each department in the radio station comes at it from the direction of their jobs. So the program director's focus has a lot to do with the music that's played and the on-air presentation. The marketing director has to do with how the radio station is imaged both inside and outside the radio station. The jocks have to focus on the presentation they're doing at that exact moment in time.

GIVE US THE BACKGROUND OF THE RADIO STATION.

The radio station was bought by Emmis Broadcasting in August of 1986. It was called HOT103 because its dial position was 103.5. In 1988 Emmis Broadcasting bought all the NBC radio stations and that included two in New York, an AM and an FM. The FM was 97.1 and had a better signal than 103.5. At that point in time you could only own one AM and one FM so they flipped the dial

position and sold off 103.5. So we then went in in September of 1988, and we went from HOT103 to HOT97.

TELL US ABOUT THE TRANSITION ON HOT97 FROM WHEN YOU WENT ON THE AIR IN 1986, IN TERMS OF THE KIND OF MUSIC YOU PLAYED AND THE AUDIENCE YOU WERE GOING AFTER UNTIL NOW.

The tradition in terms of the music changed from being a dance station then to being a hip hop station now. In terms of the focus of the audience, that's remained the same. We have been focused on reaching the 18-24 year old rhythmic-radio listener.

DO YOU FEEL AT THIS POINT, ESPECIALLY WITH THE RATINGS THAT HAVE JUST COME IN, THAT YOU OWN THAT LISTENER?

Yes.

IS IT POSSIBLE IN TODAY'S FICKLE WORLD TO ACTUALLY HAVE LISTENERS OWNED?

To own is a funny word. I think they love our radio station.

ARE THEY LOYAL TO YOUR

"We've got Spinderella on the air, we have missjones, Monie Love, Ed and Dre have their own album out, we have Evil D, Funkmaster Flex, Red Alert. Not only are they living the lifestyle, but they're creating the music the listeners are listening to."

RADIO STATION?

Yes. I think they love listening to our radio station. I think it becomes a real important part of their entertainment and of their day and of their lives.

Steve: Our time spent listening is now up to eight hours and 45 minutes, which is a real strong signal that the people that listen to HOT97 listen to HOT97 all the time. Our TSL is tremendous so we really believe in programming narrow for broad results. We focus in on the 18-24 audience and we really, really try to be their radio station. As a result of that, and owning hip hop and targeting and focusing and owning hip hop, we feel that we'll own every hip hop listener in every other demo around 18-24. So in essence we perform better in all the other

demographics because we are targeting narrowly to own hip hop.

Judy: Again, one of those words, but we're *superserving* the 18-24 and that's giving us everything around it.

Steve: So a 28 year old hip hop listener is going to listen to HOT97 all the time.

JUDY, DO YOU THINK THAT YOUR LISTENERS BELIEVE THAT THE JOCKS THEY HEAR ON THE AIR LIVE THE LIFESTYLE?

Yes. And there's even more to that question. Not only do they live the lifestyle, in the case of HOT97, they're producing the music. We've got Spinderella on the air, we have missjones, Monie Love, Ed and Dre have their own album out, we have Evil D, Funkmaster Flex, Red Alert. Not only are they living the lifestyle, but they're creating the music the listeners are listening to.

Steve: These are the artists. A lot of the people on staff here are the artists. They're in the hip hop community. They're part of the hip hop community so they're creating the music along with presenting it.

THIS IS A TOUGH QUESTION. MAYBE YOU CAN HELP ME WORK THROUGH THIS QUESTION. THE SOCIO-GRAPHICS OF THE BIG URBAN



represents the multi-cultural diversity of New York better than HOT97.

WHAT WAS THE BIG DIFFERENCE?

It was very Hispanic. The market at the time was 13% Hispanic and KTU was probably 50% Hispanic.

RIGHT. THE PHRASE WE USED IN THOSE DAYS TO DESCRIBE THE MUSIC PROGRAMMED TO SERVE THAT DEMO WAS "DISCO."

Yes, it was. At the time it was called disco and today we call it dance.

DO YOU, AS A GM OF HOT97, LOOK AT HOT97 AS AN EXTENSION OF WHAT PEOPLE ARE HEARING IN THE CLUBS IN NEW YORK CITY?

No.

SO THAT DOESN'T PLAY AN IMPORTANT PART IN YOUR PROGRAMMING DECISIONS?

Not like it once did.

WHAT WOULD YOU SAY ARE THE MOST IMPORTANT MUSICAL ELEMENTS ON HOT97 RIGHT NOW? IN OTHER WORDS, IN DECIDING WHAT MUSIC YOU'RE PROGRAMMING?...DECIDING WHAT TO PLAY?

Steve: Hip Hop is more a culture than it is a musical style. There's a culture and a lifestyle here in New York that we're now calling hip hop. You get out on the streets when you talk with the 18-24 year old audience. A great percentage of them are living that lifestyle. We create music for that lifestyle.

Judy: We play the music that is that lifestyle.

Steve: The clubs have a little bit of a different vibe in New York. They tend to be a little bit underground, a

little bit more house sounding. It's not always what people are wanting to hear on the radio. It's really what they want to feel and move to in the clubs. It's a little bit different now.

Judy: This isn't a dance station anymore.

THAT'S A VERY, VERY IMPORTANT POINT. IN WHAT WAY WOULD YOU SAY THAT? WHEN DO YOU FEEL THE RADIO STATION MADE A SHIFT FROM BEING A DANCE STATION TO BEING MORE OF A HIP HOP RADIO STATION?

Judy: When Steve Smith came here.

AND YOU SAW AN AFFECT IN THE RATINGS ALMOST IMMEDIATELY, DIDN'T YOU?

Yes.

LET'S TALK ABOUT WRKS. KISS HAS BEEN IN THE MARKETPLACE LONGER THAN HOT97 HAS BEEN IN THE MARKETPLACE AS A RADIO STATION, BUT YOU'VE MADE SOME DRAMATIC CHANGES AT THE RADIO STATION NOW.

Judy: Prior to taking over, we had done research. We did a market perceptual study to find out what groups were out there, what they wanted to hear, what wasn't being served up in the New York market.

Steve: We also had a really good feeling.

Judy: We wanted to hear Marvin Gaye.

Steve: I can remember a lot of brainstorming sessions in Judy's office where we were sitting around, really developing the creative side of this radio station.

Judy: So we did research. We got together and frankly we didn't do what our research told us to do. The research told us to do Urban AC and that there would be a big part of the pie out there that wanted to hear the Aaliyah, Brandy, Tevin Campbell end of that. Then we said okay, but we're not going to do it. We're going to do Classic Soul because we love it, we think the only reason it didn't show up great in this research is no one's been playing it in this market, it's not real familiar, it's not real top of mind and it also allowed us to separate the two radio stations better.

Steve: Barry, we had a choice here. We could either have taken a position somewhere in between us and somebody else in the marketplace or we could *specialize* in a sound, and Judy and I have had tremendous success with HOT97 specializing in hip hop. We've seen the strength of specializing and programming narrow and we decided we wanted to do it again. We felt that there was a big enough hole in the market. The music had been missing for a long time.

Judy: The key here is we believe that radio is constantly changing. It's a very fluid thing, but we think for

now the smaller you are the bigger you get.

VERY, VERY GOOD POINT. AND THAT'S PART OF GOING BACK TO THAT WORD 'FOCUS' THAT WE USED AT THE BEGINNING OF THIS CONVERSATION.

Judy: Right. Target, focus, say one thing. Anything you want to call it.

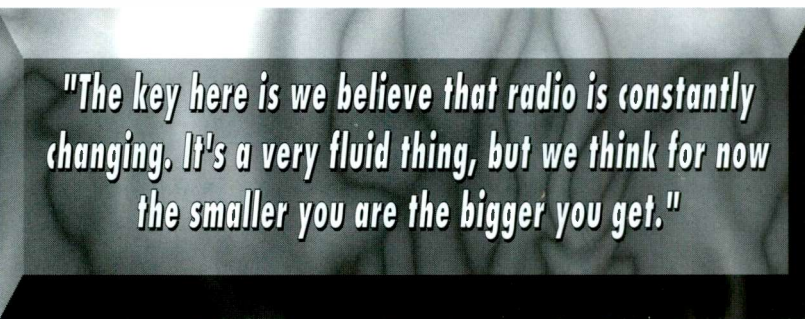
IN OTHER WORDS, THE CLICHE WORDS - SUPER-SERVE...

Judy: That's really it. It's another word for targeting and focusing.

Steve: People don't listen to the radio that closely. You've got one shot to get one message across to them and you've got to really make sure you get it across.

Judy: It's almost like if you take your radio station, you take a prototype of a listener, you say, "Our listener for KISS is a black woman, 38 years old." You almost, in your mind, see her and then everything around that. Would she want to hear this record, would she want to win tickets to this concert. Would she go wait in line to get tickets to see this? Would she go see this movie? Would she want a tee-shirt that was this color?

Judy: And just keep going back to that person who is your audience and know everything there is about that person. Does she have children and so on?



AND THIS IS ALL THE RESEARCH THAT YOU DID BEFORE YOU MADE THE CHANGES AT 'RKS?

Judy: We did the perceptual study, and auditorium test with 1200 titles. The day we took over, the first thing we did was take the Rap off, because one of the things that we found out in our research was that Rap music was in conflict with what the KISS audience wanted to hear.

Steve: KISS had been reacting to HOT97's success with hip hop and they started playing a lot of hip hop and it was a conflict with their core. But we wanted to minimize the damage when we came in by protecting the upper end, especially while we were trying to figure out exactly what to do with KISS.

Judy: So step one, we took off the Rap. Step two is we figured out exactly what we wanted to do with KISS. What we decided was that we wanted to very quickly get imaged for

the one thing we were going to do that (A) everybody was going to love, and (B) nobody was doing in the market, and that was the Classic Soul.

Steve: There are two parts to KISS' sound. The smooth R&B side, which is the Luther, Anita, Barry White and the Classic Soul, which are The Temptations and Four Tops. We knew that the Classic Soul side was the icing on the cake. It was the element that was missing that had been off the air in the market for a long time. What we decided to do was kick this thing off with the 12 Days of KISSMAS, which was entirely 12 straight days of nothing but Classic Soul. We wanted to come in with the icing, with the secret sauce first, to present this new radio station, then we added the smooth R&B right after the first of the year.

BESIDES THE RATINGS REFLECTING THE AUDIENCE CHANGE, HAVE YOU HAD PHONE CALLS OR LETTERS FROM YOUR LISTENERS TELLING YOU THAT THEY APPRECIATE YOU BRINGING BACK REAL MUSIC TO THIS RADIO STATION?

Judy: You cannot believe the response. You cannot believe the amount of faxes that come in one day into that radio station. Like nothing I have ever seen in my life. We get letters that simply say thank you, thank you, thank you, thank you.

Steve: The passion is unbelievable.

Judy: This music brings back great

memories.

JUDY, WHEN YOU HAD THIS JOB OPENING FOR A PROGRAM DIRECTOR OF HOT97, IT SEEMED LIKE EVERYBODY WANTED TO BE THE PD. WHAT WAS IT ABOUT STEVE SMITH THAT MADE YOU GIVE HIM THE JOB?

Outside of his track record, he's the only one that came in and said to me, "I don't know what I'll do with this radio station." Everyone came in and said I'd do X, Y and Z, and he's the only one that came in and said "I don't know. I have to come into the market. I have to get a feel for the market. I have to learn what to do with this radio station."

AND ONCE YOU HIRED HIM, WHAT WERE SOME OF THE THINGS THAT IMPRESSED YOU FIRST ABOUT HIM?

Judy: His energy, his management

abilities. He wasn't just playing music, he was developing human beings at the radio station. We have a Music Director who at the time was brand new to the job. She is now the Assistant PD and she has developed over the year because of Steve's management. Tracy Cloherty is a vital part of the success of this radio station.

ABSOLUTELY.

Judy: He brought in Mike Abrams, whose job it is to make sure everything is in order and make sure the book is right. It's perfect. Our jocks know what to do every second of the day. They serve up the format perfectly. And he brought in Dre and Lover in the morning. It took him very little time to figure out how to position this radio station and what music to play.

WHAT ABOUT HIS ABILITY TO WORK WITH THE AIR PERSONALITIES AND THE IN-HOUSE STAFF?

Judy: Again, let's keep in mind that we have a staff of incredibly talented people and working together has brought the best out in everybody. Rocco Macri is the Marketing Director of HOT97. He's got to be the best Marketing Director in the country.

Steve: Let me just add one thing here. Rocco Macri is a luxury to any program director. He might as well be a second program director. I feel like I'm programming this thing with Rocco. It's like Rocco is there with me. Judy and I and Rocco spend a tremendous amount of time together and Rocco is a genius.

DID YOU GUYS EVER THINK THREE MONTHS AGO THAT YOU WOULD HIT THE #1 AND #2 SPOTS SO QUICKLY?

Judy: I thought we would hit it, I didn't think we would hit it this quickly.

Steve: I thought that we would hit it too. This is pretty dramatic.

Judy: We were real, real shocked. By the way, I just want to say Rocco also has a staff of two people who back him up and are on their own, great marketing directors. Their names are Kevin Coss and Frank lanetti, and they are just unbelievable. Rocco really can go out of town and do a TV spot for KISS and we don't miss a beat.

Steve: We also have the best sales manager I've ever worked with, Jeff Dinetz.

Judy: He's the Director of Sales for the two radio stations. Steve has been impressed, having been in all these radio stations, that he's got a sales manager who so clearly gets this audience and its value to the advertiser.

Steve: I think it's really important that we both work together to come up with creative, new ways to sell radio and we've done a lot of that.

Judy: Packaging and promotions

...CONTINUED ON PAGE 50

**IMPACT
DATE
MARCH 27**

THE TROUBLE

featuring Ya Kid K

MOVE IT TO THE RHYTHM

These Stations Already Have The Rhythm...

B96 29x KHKS 17x WEDJ Add 28x
KUBE Add 15x KZZU Add 18x
WPXY Add 14x WKSS Add KDUK Add



SERVING THE MUSIC

From the album **RECALL**. Management: Dick Scott Entertainment

© 1995 SBK Records, a division of EMI Records

• The most explosive records this week at radio and mix show level are **DR. DRE** "Keep Their Heads Ringin" on Priority from the movie 'Friday' and **DIANA KING** "Shy Guy" on the Work Group. **DR. DRE** was the **MOST ADDED**, **DIANA KING** was among the **MOST ADDED** again this week, and both records **TIED** for **MOST DISCOVERED** on Rhythm radio this week.

• **DR. DRE** "Keep Their Heads Ringin" Priority, #1 Most Discovered at the Mixshows. Just talk to **Jeff Nelson Z90**, **Michelle Mercer** and **Bruce St. James** of Power 106, **Bob Hamilton WILD107**, **Rob Scorpio** and **Greg Head** of The Box, **Michelle Santouosso** and **Joey Arbagey** of KMEL, **Scott Wheeler** and **Carl Fryer** of WHHH, **Bob Lewis KWIN**, **Russ Allen WERQ**, **Jay Stevens** and **Albie D.** of WPGC, **Frank Walsh** and **John Rogers** of WPOW, and **Bob Perry** and **Pete Manriquez** of KHQT.

• **DIANA KING** "Shy Guy" Work Group, spinning with **Jerry Dean** and **Cat Thomas** of KLUC, **Mickey Johnson** and **Greg Brady** of WHJX, **Jeff Nelson Z90**, **Joe Dawson** and **Tiffany Hill** of WWKX, **M.C. Boogie D. KJYK**, **Alan Oda KIKI**, **Pete Jones** and **Allen Chase** of KHTN, **Cliff Tredway** and **Charles Chavez** of KTFM, **Rooster Rhodes** KCAQ.

• **RAPPIN 4-TAY** "I'll Be Around" on Chrysalis/EMI is closed out at Rhythm radio and is crossing to Mainstream and the video went right in to full time rotation on MTV. **Peter Napellio** was hoping to get it in 'Yo MTV Raps' but MTV loved it so much that it went into fulltime rotation. Check who's on it: **KMEL**, **KKBT**, **WJMN**, **KZFM**, & **KLUC**.

• **Bruce St. James** of Power 106 is testifying that **SKEE-LO** "I Wish" on Sunshine won the 'Rap Attack' for a full week and became a fulltime add at Power 106. **Sonia Jiminez** testing it at **KGGL**, **Jeff Nelson** of Z90, **Bob Perry** and **Pete Manriquez** of Hot 97 all have the vibe on **SKEE-LO**. A couple of majors are chasing **Walter Kahn** to get this new Hip Hop star. Is Walter about to make a major deal for Sunshine?

• **THE VYBE** "Take It To The Front" Island, my personal fava of the week. **Albie D** of WPGC is into this along with these stations currently testing, **KBXX**, Z90, **WHJX**, **KCAQ**, **WJMH**, and **Geronimo WBL** says it's blowin' up phones at night!!!!

• Mark Benesch Interscope Records continues to roll as **Bruce St. James** of Power 106 testified last week to **BLACKSTREET'S** "Joy" and this week makes it a reality as an official add. The Reazar still sez that Blackstreet "Joy" will be the biggest record of their career. Other believers hittin' it this week are **KPWR**, **KHTN**, **KMEL** & **KWIN**. 2 PAC "Dear Mama" Jammin' with **Rob Scorpio** and **Greg Head** **KBXX**, **Brian Douglas**, **Home Raney** and **Mary K** of **WJMH**, **Lisa V** and **Jeff Nelsons** Z90, **Michelle Mercer** and **Bruce St. James** Power 106, **Scott Wheeler** and **Carl Frye** WHHH, **Jay Stevens** and **Albie D** WPGC, **MC "Boogie D"** **KJYK**, **Duff Lindsey** **WJMH**, **Cat Cadillac Jack** and **Cat Collins** **WJMN**, **KHQT**, **WWKX**, & **WHJX**.

• **STEVIE B** "Dream About You" Emporia/Thump won't be denied. This looks to be Stevie B's biggest hit yet! New believers are: **KDON**, **KWIN**, & **KKSS**.

• **Naughty By Nature** "Craziest" Tommy Boy will be another hip hip hooray! Look at these early believers: **KBXX**, **WJMH**, & **WQHT**.

• **DANA DANE** "Rollin' Wit The Dane" Maverick/WB. **RICK JAMES'** "Mary Jane" is the track with **ADINA HOWARD** singing. It's the bomb! You should have this record this week. Check it out!

• **FUN FACTORY** "Close To You" Curb/Atlantic rollin' on these stations: **WOVV** and **WWKX**.

• **MONTELL JORDON** "This Is How We Do It" Def Jam/Island is blowin' out the phones and sales with **Bob Hamilton** and **Michael Martin** at **KYLD**, **Michelle Santouosso** and **Joey Arbagey** of **KMEL**, **Jay Stevens** and **Albie D** of **WPGC**, **Mickey Johnson** and **Greg Brady** of **WHJX**, **Joe Dawson** and **Tiffany Hill** of **WWKX**, **David Lee Michaels** of **WJJS**, **Cadillac Jack McCartney** and **Cat Collins** of **WJMN**, **Russ Allen** and **Camille Cashwell** of **WERQ**, **Brian Douglass**, **Mary Kay** and **Tony 'The Horse'** **WJMH**, **Roy Jaynes** **KKSS**, **John Candelaria** **KPRR**, **Rick Stacey** **KKFR**, **MC Boogie D** **KJYK**, **Scott Wheeler** and **Carl Frye** of **WHHH**, **Kahuna** of **KLRZ**, **Rooster Rhodes** and **Lucy B** of **KCAQ**, **Bob Perry** and **Pete Manriquez** of **Hot 97.7**. These are just a few of the people who are testifying to **MONTELL JORDON**.

• **USHER** "Think Of You" Laface/Arista. On it are **WWKX**, **KBXX** and **KUBE**.

• **SNOW** "Anything For You" East West/Elektra. **David Lee Michaels** of **WJJS**, says "Immediate phones, instant response after one play, continuing to grow, this is the real deal, it's a definite hit. For an in-person testimonial, call **Dave Lee Michaels** at (804)-528-2312. Now on **WWKX** and **Z90**.

• **KLRZ**/New Orleans has made the transformation to fulltime Rhythm station under **PD Rick "Kahuna" Patterson**.

• It has been announced that **M.D. Throb** has resigned as Program Director of "FLAVA 1580", **WPGC-AM**. No permanent replacement has been named. "**Dr. Dave**" **Ferguson** will handle programming in the interim. Candidates should send

tapes & resumes to **Jay Stevens**, Operation Manager **WPGC FM & AM**. EOE.

• **HUMAN LEAGUE** "Tell Me Why" East West/Elektra has expded at Pop radio and crossing now to Rhythm radio. Look who's on it: **KFFM**, **WJJS**, **KLRZ** & **KMXU**.

• **LUTHER VANDROSS** "Love The One You're With" Epic. Look who hit this out the box **KZFM** & **WHHH**.

• **NIKI FRENCH** "Total Eclipse Of The Heart" Critique Records **KTFM**, **KLRZ** & **KZFM**.

• **4PM** "Lay Down Your Love" Island. Great female phones on at **Z90** & **KZFM**.

• **SPANISH FLY** "Daddy's Home" :WB **KDON**, **KZFM**, & **KPSI**. **SHABBA RANKS** "Let's Get It On" Epic: **WJJS**, **KIKI**, **KKSS**, **WPGC**, & **92Q**. **SAM THE BEAST** "Gucci Dance" Relativity: **KBXX**, **HOT97.7**, **WWKK**, & **WHJX**. **DURAN DURAN** "White Lines" Capitol: **KZFM** & **WHHH**. **FABU** "Just Roll" Big Beat: **KKSS**, **Z90**, **WJMH**, **WJJS**, & **KCAQ**. **IV XAMPLE** "I'd Rather Be Alone" MCA: **WHHH** & **WHTN**.

• **MONTECO** featuring **IMMATURE** "Is It Me" MCA **WHJX** & **WJMN**.

• **REDNEX** "Cotton Eye Joe" Battery Jive: **WPOW** & **KTFM**.

• **Reazar's secret weapon** of the week **BROWNSTONE** "Grapevyne" **MJJ/Epic**. Here's who's hip to it already: **KBXX**, **KLUC**, & **WPGC**.

• Jamz to check out **THE ROOTS** "Silent Treatment" Geffen Record, **TAVARIS** "Street Butta" Trak/Solar, **TECHNOTRONIC** "Move It To The Rhythm" Chrysalis/EMI, **DIS-N-DAT** featuring **95 SOUTH** "Freak Me" Epic. **BLAK PANTA** "Do What U Want" and **TOTAL** featuring **THE NOTORIOUS B.L.G.** "Can't You See" both on Tommy Boy Records. On the quiet storm tip line **JOHNNY "GUITAR" WATSON** "Hook Me Up" the **Dwayne Wiggins** mix on **Bellmark Records** is still kicking in on **Urban Radio**.

• My deepest condolences to my good friend **Al Bell** of **Bellmark Records** on the passing of his mother.

Barry "The Reazar" Richards

Most Disc-overed for this issue

1. **DR DRE** Keep The Heads Ringing (PRIORITY)
1. **DIANA KING** Shy Guy (WORK GROUP)
2. **2-PAC** Dear Mama (INTERSCOPE)
3. **IV XAMPLE** I'd Rather Be Alone (MCA)
4. **ALL-4-ONE** (She's Got) Skillz (BLITZZ/ATLANTIC)
5. **NAUGHTY BY NATURE** Craziest (TOMMY BOY)
6. **NIKKI FRENCH** Total Eclipse Of...(CRITIQUE)
7. **RAPPIN 4-TAY** I'll Be Around (EMI RECORDS)
8. **BLAK PANTA** Do What U Want (TOMMY BOY)
- 9.. **BLACKSTREET** Joy (INTERSCOPE)
10. **BONE, THUGS AND HARMONY** Thuggish, ... (REL)
11. **DIS & DAT** Freak Me Baby (EPIC)
12. **DJ TRAGIC** Show Me Your Face (UNDER/ CONST)
13. **K7** Move It Like This (TOMMY BOY)
14. **KEITH MARTIN** Never Find... (COLUMBIA)
15. **MONTELL JORDAN** This Is...(PMP/RAL/ISLAND)
16. **SPANISH FLY** Daddy's Home (UPSTAIRS)
17. **PHARAO** I Show You Secrets (COLUMBIA)
18. **STEVIE B.** Dream About You (EMPORIA/THUMP)
19. **TECHNOTRONIC** Move It To The Rhythm (EMI)
20. **95 SOUTH** Rodeo (RIPIT)
21. **AMAZING MANFORD** Let Me Be Free (S.O.S.)
22. **CRYSTAL WATER** What I Need (MERCURY)
23. **JIMMY SOMERVILLE** Heartbeat (LONDON/ffrr)
24. **BARRY WHITE** Come On (A&M)
25. **BILLY RAY MARTIN** Your...(EW/ELEKTRA)

this is
 how we
 do it
J M
 Jordan ontell

"This Is How We Do It"

BILLBOARD RHYTHMIC MONITOR #23* - #19*

BILLBOARD HOT 100-POWERPICK SINGLE SALES #34* - #20*

R&R RHYTHMIC CHART #23* - #19*

BILLBOARD TOP SINGLES #19 - #12*

-Over 800 Spins!-

**NEW
ADDS!**

*KGGI

*KTFM

*KFFM

*HOT97

*KWIN

**THE
BOX**
MUSIC TELEVISION
YOU CONTROL

*KHTN

*WOVV

BET -HEAVY
Giving You A Choice

ADD **M TV** ACTIVE ROTATION
MUSIC TELEVISION

PMP/RAL/

ISLAND

JOEY ARBAGEY, MD, KMEL, San Francisco

2-PAC *Dear Momma* (INTERSCOPE) - Another Mainstream hit.

SKEETA RANX *I Like* (NERVOUS) - How can you not love this record?

THE BUCKETHEADS *These Sounds Fall Into My Mind* (HENRY STREET) - The Bomb EP is the bomb!

KATHY SLEDGE *Another Star* (EPIC) - Very cool remake of a Stevie Wonder song.

JOHNNY VICIOUS *Body To Body* (VICIOUS MUZICK) - A serious club record.

SPHINX *What Hope Have I* (CHAMPION) - The 'big mix' will work your nerves.

ERIK BRADLEY, MD, B96, Chicago

JON B. *Pretty Girl, Someone To Love*

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

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS)

DURAN DURAN *White Lines* (CAPITOL)

DJ TRAGIC *Show Me Your Face* (UNDERGROUND CONSTRUCTION)

JEFF ANDREWS, MC, B96, Chicago

All three of these songs are working big at B96!

DJ TRAGIC *Show Me Your Face* (UNDERGROUND CONSTRUCTION)

DJ FUNK & FAST EDDIE *Pump It* (STRICTLY HYPE)

THE OUT THERE BROS. *La, La, La, Hey! Hey!*

PETE JONES, PD, HOT105, Modesto

ALL-4-ONE *(She's Got) Skillz* (BLITZZ/ATLANTIC) - It's a hit!

BLACKSTREET *Joy* (INTERSCOPE) - Will be bigger than the last one.

IV XAMPLE *I'd Rather Be Alone* (MCA) - Great ballad.

PETE MANRIQUEZ, MD, HOT97.7, San Jose

DR DRE *Keep The Heads Ringing* (PRIORITY) - Another smash for the Dr.

SPANISH FLY *Daddy's Home* (UPSTAIRS) - Strong callout, strong requests and strong street vibe in all demos.

BARDEUX f/Acacia *Be My Man* (THUMP) - This record reminds me of the old school high energy, but with a '90s feel.

RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC) - I think this is a great, smooth record, and starting to create a major street vibe.

NTC *Saving My Love For You* (DCT) - They use a great sample and have strong male vocals.

E-40 *One Love* (JIVE) - There's major street vibe on these two cuts.

2-PAC *Dear Momma* (INTERSCOPE)

GREG HEAD, MD, KBXX, Houston

NAUGHTY BY NATURE *Craziest* (TOMMY BOY)

USHER (ARISTA)

DR DRE *Keep The Heads Ringing* (PRIORITY)

2-PAC *Dear Momma* (INTERSCOPE)

K7 *Move It Like This* (TOMMY BOY)

BOB LEWIS, OM, KDON, Salinas

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Early phones. Very hooky. This is in the pocket.

IV XAMPLE *I'd Rather Be Alone* (MCA) - Been playing for three weeks. Top 10 phones and big callout.

DR DRE *Keep The Heads Ringing* (PRIORITY) - This is a hit!

SHABBA RANKS *Let's Get It On* (EPIC) - How about them dredlocks.

CARMY FERRERI, PD, KGGI, Riverside

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - Very emotional record. Should be big, females.

STEVIE WONDER *For Your Love* (MOTOWN) - This is a record.

DJ QUIK *Safe & Sound* (PROFILE)

ALL-4-ONE *(She's Got) Skillz* (BLITZZ/ATLANTIC) - There is something to this record. Check out the mixes. It's cut #2 on the CD.

SONIA JIMENEZ, APD, KGGI, Riverside

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - It's in the pocket.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - This is an across-the-board smash!

SKEE-LO *I Wish* (SUNSHINE) - Local yokol on a vocal.

REAL McCOY *Run Away* (ARISTA) - I like it.

ALL-4-ONE *(She's Got) Skillz* (BLITZZ/ATLANTIC) - Everyone knows they like it, why don't they admit it. There's something about this record.

JAMES COLES, MD, KIKI, Honolulu

SKEETA RANX *I Like* (NERVOUS) - Cleverly used the melody of the DeBarge cut.

ROTTEN RASKALS *Oh Yeah* (ILLTOWN) - Dope ass production by Naughty By Nature.

AMING MANFORD *Let Me Be Free* (S.O.S.) - Love it. Good groove music.

BLAK PANTA *Do What U Want* (TOMMY BOY) - Love the reggae feel. Ini Kamoze with an edge.

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - The groove is all there.

DIS & DAT *Freak Me Baby* (EPIC) - The Let It Whip sample works well. Booty music works in Honolulu.

JOE DAWSON, PD, KIX106, Providence

MESSIAH *I Feel Love* (AMERICAN) - Great remake. Better than Donna Summer.

2-PAC *Dear Momma* (INTERSCOPE) - Can't be denied. Big sales!

95 SOUTH *Rodeo* (RIPIT) - It's a fun, uptempo dance record. It's another Tag Team.

TRACI LORDS *Control* (RADIOACTIVE/MCA) - Killer record!

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

DR DRE *Keep The Heads Ringing* (PRIORITY) - Just play it, it's Dre!

STEVIE B. *Dream About You* (EMPORIA/THUMP) - That's Stevie B in rare form here.

DIANA KING *Shy Guy* (WORK GROUP) - Really into this.

KOZMAN, APD/MD, KKXX, Bakersfield

PHARAO *Show You Secrets* (COLUMBIA) - It's my favorite dance record. Sounds like Captain Hollywood, and that worked really well for us.

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Slammin'!

BLACKSTREET *Joy* (INTERSCOPE) - I like the new Carnegie mix! Michael Jackson turned this down...mistake!

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - The Koz mix - You gotta check it out. If you need a copy - give me a shout.

DIANA KING *Shy Guy* (WORK GROUP) - Ini Kamoze on estrogen.

BARRY WHITE *Come On* (A&M) - If for any reason anybody thinks Barry is dated, check this out. A midday anthem for your upper demos. The kind of song that keeps your sales department off your back.

KAHUNA, PD, KLRZ, New Orleans

CRYSTAL WATER *What I Need* (MERCURY)

LUTHER VANDROSS *Love The One You're With* (EPIC)

ROULA *Lick It* (S.O.S.) - XX

HUMAN LEAGUE *Tell Me Why* (EASTWEST)

SEAL *I'm Alive* (WARNER BROS.)

DIANA KING *Shy Guy* (WORK GROUP)

MAX-A-MILLION *Fat Boy* (S.O.S./ZOO)

CAT THOMAS, MD, KLUC, Las Vegas

DIANA KING *Shy Guy* (WORK GROUP) - Straight-up hit record.

SPANISH FLY *Daddy's Home* (UPSTAIRS) - It's gonna be huge! Won three nights in a row so far and counting!

FUN FACTORY *Close To You* (CURB EDEL) - Fun, summertime music!

BOBBY SATO, MD, KPSI, Palm Springs

LIVIN JOY *Dreamer* (MCA)

BONE, THUGS AND HARMONY *Thuggish, Ruggish, Bone* (RELATIVITY)

K7 *Move It Like This* (TOMMY BOY)

PHIL JONES, AMD, POWER 96, Miami

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS)
 DJ SMURF & P.M.H.I. *Ooh Lawd (Party People)* (WRAP/ICHIBAN)
 D&D PROJECT/2 UNOTHODOX *Just A Little Flava* (ARISTA)
 FRANKIE CUTLASS *Boriquas On Da Set* (RELATIVITY)
 NAUGHTY BY NATURE *Craziest* (TOMMY BOY)
 BLAK PANTA *Do What U Want* (TOMMY BOY)
 JIMMY SOMMERVILLE *Heartbeat* (LONDON/ffrr)

LUCY BARRAGAN, MD, Q105, Oxnard

PORTRAIT *I Can Call You* (CAPITOL)
 IV XAMPLE *I'd Rather Be Alone* (MCA)
 DIANA KING *Shy Guy* (WORK GROUP)
 MONTECO f/Immature *Is It Me* (MCA)

SCOTT WHEELER, PD, WHHH, Indianapolis

DR DRE *Keep The Heads Ringing* (PRIORITY) - The phones have been buzzing for this since the first play.
 DIANA KING *Shy Guy* (WORK GROUP) - Good uptempo Pop/Rhythm/Reggae with even greater mass appeal potential when the movie opens.
 2-PAC *Dear Momma* (INTERSCOPE) - Instant sales, positive message from an artist who says he's given up the thug life.

DAVID LEE MICHAELS, PD, WJJS, Roanoke

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - He played 10 years ago when I was in Top40. I played the Bonnie Tyler version for 26 weeks and swore I'd never play it again, but I love this version and I'm raving about it.
 SPHINX *What Hope Have I* (CHAMPION) - It's an import and a great dance tune. Cassandra Johnson really wails on this.
 YO-CO ROSS *Miss Me* (COLUMBIA) - Just likes.
 DIS & DAT *Freak Me Baby* (EPIC) - Sampling Whip It. What a great dance record and a great fun record.

MARY K., MD, WJMH, Greensboro

KEITH MURRAY *Get Lifted* (JIVE) - Great follow-up. If you're thinking of playing it, give it a chance.
 IV XAMPLE *I'd Rather Be Alone* (MCA) - First time I heard it I loved it. If you didn't like it, give it another listen. I think it's going to blow up!!
 BRANDY *Best Friend* (ATLANTIC) - Basically, at this point you could play the entire Brandy CD.
 MARY J. BLIDE *Mary Jane* (UPTOWN/MCA) - I don't think they're going for adds on this one, but it will give you some spice in your middays. Women will call you and thank you for playing it.
 CHANNEL LIVE *Mad-izm* (CAPITOL) - Mad-izm is mad requests, mad-selling single sales and a mad jam!
 BROWNSTONE *Grapevine* (MJJ/EPIC) - The record reps won't tell us the next single, so I chose my own! Saw them do the Grapevine on BET and home girls can sing.

SCOTT CHASE, MD, WOVV, West Palm Beach

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Smooth Rap on a familiar beat, and the Spinners singing backup...I love the combination...It makes for a big record.
 NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Yes, it's a remake of Bonnie Tyler's #1 record. Even if you can't stomach hearing the original...this will catch your ear.
 BONE, THUGS AND HARMONY *Thuggish, Ruggish, Bone* (RELATIVITY) - Big thanks to Charles 'The Mixologist' Roane for the awesome remix on this one...We never would have played it otherwise. His version is a Top 10 researching record females 22-28.
 LIL SUZY *Promise Me* (METROPOLITAN) - The callout research on this track is solid. Females really like it. Play it and it will test well for you in three to four weeks...and by the way, Happy Birthday, Suzy!

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

DR DRE *Keep The Heads Ringing* (PRIORITY) - F*%king HUGE! My head's still ringing!!

JIMMY SOMERVILLE

“Heartbeat”

BILLBOARD CLUB
 -POWER PICK- #21 From #34

In The Mix At:

HOT 97, KTFM, Z90, WILD 107, REV 105, & KDGE

**On Over 25 Crossover Stations
 Over 500 Top40 BDS Detections
 Monitor Rhythm Crossover Chart 34*
 R&R Rhythmic Chart 36*
 No. 1 On Heatseekers Club & Mix Chart**



Exploding At These Stations:

**KUBE 29x
 WPGC 18x
 WHHH 20x
 B96 23x
 WZJM 29x
 KMXV 25x**

**POWER96 20x
 WNVZ 13x
 Z90 14x
 KKFR 24x
 KPRR 10x
 KJYK 35x**

**WJJS 29X
 KZFM 25x
 KLRZ 31x
 KIX106 40x
 WFHN 14x
 KZHT 31x
 WHJX 12x**

Crystal Waters *What I Need*

The follow up to the top 10 DANCE/CHR hit "100% Pure Love" From Storyteller.

What I Need" Produced, Arranged, and Mixed by Basement Boys
 Executive Producer: Bruce Carbone
 Management: Vito Bruno for AM/PM Entertainment



© 1994 PolyGram Records, Inc.

The story continues...

DR. DRE

"KEEP THEIR HEADS RINGIN'"

FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK



FRIDAY

ALSO NEW SONGS FROM
ICE CUBE • CYPRESS HILL • SCARFACE • MACK 10 • 2 LIVE CREW
E-A-SKI • THREAT • FUNKDOBIEST • THA ALKAHOLIKS
THE ISLEY BROTHERS • BOOTSY COLLINS AND BERNIE WORRELL

St. Patrick's Day And Other Promotions That'll Make You Turn Green

By Paige Nienaber

I don't necessarily consider myself a St. Patrick's aficionado, but I'm really surprised at the number of stale and run-into-the-ground radio promotions for this annual celebration. How many times can you "Giveaway The Green" (cash) or serve up green beer? On my next road trip I've gotta budget some time to hold a brainstorming session for new St. Patty's promotions. The industry needs some.

This isn't like Christmas or Thanksgiving; religious or legal holidays. It's a one-day event geared towards recognizing the contributions of our neighbors from the Emerald Isle, with more-than-a-little partying thrown in for good effect. And that should be reason enough to devote time and energy to creating some fun and exciting promotions for March 17th. Partying. That's certainly something that radio can embrace.

Like a lot of other seemingly one-dimensional holidays or celebrations, St. Patrick's Day can be deceiving. There are actually several elements to it that are easily exploitable. Off the top of my head I can think of partying, the color "green", luck, leprechauns, four leaf clovers, rainbows, and anything Irish. If you can't think of anything more exciting than green beer with this starter list, please quit radio and go work at Mail Box Etc. sticking labels on packages. Thank you.

Partying is the most obvious element, and the one that most radio stations take advantage of. "It's the Spring Training for New Years Eve", jokes Rob Riddlemoser, Promotion Director at KGGI in Riverside.

Boston is the ultimate St. Patty's town (though Savannah is making some strong in-roads into that reputation) and WBCN has always concentrated major efforts into strong promotions and events for March 17. "We've always got all five of our vans out from daybreak on, cruising the Irish pubs and taverns, partying and doing live breaks", says Cha Chi from WBCN. In addition to the Pub Crawl, the station always has a big presence in the city's parade. "In the past we did a U2 show at Boston Gardens on St. Patrick's Day and this year we're sending some listeners plus

the morning sports guy to Ireland", concludes Cha Chi.

Another big town for St. Patrick's partying is Milwaukee. Bobby Z, now at 97.9 The Box in Houston, was at Hot 102 and is a survivor of some wild St. Patrick's Day bar broadcasts. While this can be fun, and sounds great on the air, Bobby advises against enjoying it too much. "If you're there broadcasting and drinking all day, by midnight you'll be passing green beer", he cautions. One memorable Hot 102 show was done at The Harp, a local Irish tavern, and was highlighted by the afternoon jock getting wasted and saying the "F Word" several times during her shift. Being out at the bars is a necessity on March 17, but there's a lot more that can be done.

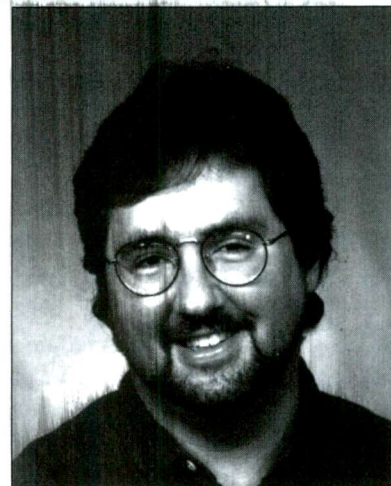
The color green is wide open for exploitation besides the seemingly prerequisite beer promotions. Why not get All Green or Green Day to do a show for you. How about sending your morning show to broadcast from Greensboro? Martians, grass, jello and emeralds are green things that might provide you with a weird hook for St.

a pot of gold somewhere in the market and the station could host a treasure hunt to find it.

"Luck" plays a big part in Irish legend and folk lore. Why not incorporate this into your St. Patty's promotions? It could be as simple as giving out good luck charms on the air (along with the prerequisite bar of Irish Spring soap), or you could get real aggressive with this and do a Lucky Bus to a nearby casino. Four-leaf clovers are supposedly lucky. This would be another great item for a St. Patty's treasure hunt.

When it gets down to it, really just about anything Irish is promotable on March 17th. Stuck on finding something? Look on a map or through the business white pages and find either a town (Dublin, California) or a business (McDonalds is too obvious, how about the Emerald Inn Motor Lodge?) and use these as the foundation for some morning show fun on the 17th.

I've run into too many radio people who don't make the most of a lot of holidays, not just St. Patrick's Day.



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

was simple. It took maybe five minutes of brainstorming to come up with that, and it sure beat the hell out of what the competition had happening that day.

"With St. Patrick's Day falling on a Friday this year, it's an especially good opportunity to cater to the 'party segment' of your audience", says Mike Marino at Wild 107 in the Bay Area. And he's right. Your audience is always looking for an excuse to break out of their little imaginary boxes that they live and work in. A good radio station will be the one that's constantly finding ways to provide them with these chances. And if need be, making them up if they have to.

Note: In a couple of weeks I'm going to start a four part series on promotions and contests geared at the specific Morning, Mid-day, Afternoon and Night airshifts. If you've got anything that pops into mind that you've done in the past that was particularly spectacular or on the other hand, so bad that you want to warn everyone else about it, please fax it to me at the phone number above. I'd especially like to hear from morning shows and their announcers. Thanks!

"It's the Spring Training for New Years Eve!"

Rob Riddlemoser, KGGI

Patrick's Day. And of course, a green condom would be a Leprechaun, and we're all trying to promote safe sex, aren't we?

Speaking of Leprechauns, here's another overlooked element that goes into St. Patrick's Day. Send one of your morning people with green bagels, dressed as a leprechaun, out to a commuter station to greet people and wish them a "green day". Adding a family twist to this, some stations have held Leprechaun Races on March 17 and done diaper crawls with babies dressed in green diapers. Another idea would be to have your "lucky leprechaun" hide

With the latter, a popular excuse is that it doesn't fit into the format. Bull. You can make anything fun and listenable for your audience if you put some effort into it. The Box in Houston did that a few years ago when they did some "research" and discovered "St. Bob", Patrick's brother and the Patron Saint Of Partying, whose official color is purple. To recognize him and celebrate all that he stands for, they did a St. Bob's party at a bar, complete with purple beer, bobbing for apples and other club games. If your name was Bob, you got in for free, but they didn't check ID's and pretty much trusted everyone that their names were Bob. See? That

DAVE FERGUSON

HIT THE ROAD

This one's for the young bucks who wanna be radio stars. You might be new in the business. Or maybe you don't even have your foot in the door yet. I hope this helps.

At what point does one become a professional radio broadcaster, and not just someone working in radio broadcasting? There's a world of difference between the two. I think it starts- and possibly ends-with COMMITMENT.

Everybody in this business has a story about how they decided to commit themselves to radio. It doesn't have to have been your first actual radio job. It's more like the single moment you sincerely committed yourself to being a professional broadcaster. In many cases, that real moment of decision happens well before we begin climbing up in market size, on the way to what we consider "the big-time". It might take place as early as adolescence. For others, the moment of commitment could be much later in our lives.

There are two ways to start. You can start in a major market, or you can try to work your way up

to a major market. When you start in a major market, it's usually through a college internship, or someone you know on the inside who can get you on part-time in a high turnover area such as research, manager-assistance, or as a runner. Such positions don't exist in small markets. There is absolutely no support staff for the "head-whomever". The GM covers three or four areas, and so does the PD. If there even is a PD. (These days you find fewer and fewer live-programmed small market stations. That means less opportunities for young programmers, and less development time for young air talent). I once co-hosted a morning show with my GM. When he got off the air at 10, he hit the streets selling ads and trying desperately to collect past due dollars. I worked through 'til 1pm on the air, then wrote and produced commercial copy, answered phones, drove the station van, climbed the tower, did bubble-gum engineering, etc... The kind of stuff that holds a radio station together.

The very same "stuff" that makes you appreciate the luxury of being in a major market. If and when you finally get there.

Although I felt from my early teens that I'd make my living in radio- or some other entertainment field-I wasn't really committed fully to radio until about three years into my career. At that point I was faced with the decision of whether or not to "hit the road". "Join the circuit" so to speak.



That's a tough decision for a 19 year old. But believe me- when you start in market #250, you dream of getting out! I knew that to succeed on my own, in a foreign city, I really had to be committed to it. Radio had to be first- above everything.

That's when I became a professional radio guy- not just a guy working in radio. There aren't as many opportunities today as there were then. But if you want it bad enough, and you're committed, you'll find a way. Good luck.

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

MOTOWN GOES MODERN

ROCK IN 1995!

Mark Jackson has been programming popular music in Detroit for about a decade. That put's him in a good position to give us a fix on the current position of modern rock. His station, WHYT, consulted by Jerry Clifton, is now known as "The Planet". For about a year, HYT has been programming what is sometimes called "alternative" music. Let's check in with Mark and see if he's willing to give us the inside story on this relatively new direction in popular music from an experienced Music Director's perspective.

Jackson wraps it up in a couple of sentences, "I think some of the initial impressions are that it seems to be, in a market such as Detroit, that modern rock is on it's way to being the most popular form of music. If you look at single sales, you might get a different picture. But when you look at LP sales and top of mind appeal, and you look at who's going to what kind of shows and attendance figures, it really seems to be turning into the new popular music."

Mark says modern rock has moved to the mainstream without compromising the original sound of the music. "In some cases it may be even a little bit more extreme, which is good, because this

means the audience has shifted and not the music." Is this the new AOR? Mark says, "I think it depends on the application. I think it's most definitely the new AOR. I think that started happening a while ago. In another application it can become the new Top 40."

Mark has programmed several versions of Top 40 in the Detroit market. Does this newest approach change the way he does his job? Mark says, "There are a lot of differences and a few similarities. The initial difference is that while we were somewhat artist-intensive with our crossover format, now we're much more artist intensive. It helped if a song was from a big artist in the crossover format, but it had to be a good song. A lot of times now it doesn't really matter if the song is somewhat mediocre, as long as it's by a particular artist. I mean, we still try to play the hits, but being artist-intensive is much, much more important to us now.

Mark says he's found the modern rock audience to be very active and fast moving. Records move from category to category as fast or faster than they did in their crossover format. Mark says, "A major artist like a Pearl Jam can drop a new album and we can play a number of different cuts from the beginning. Even an album by an up-and-coming artist can have several tracks on our air at WHYT. That philosophy of milking out single by single is, for the most part, kind of gone here."

Mark sums it up like this. "Crossover really drove single sales and, to a much lesser degree, CD sales. Now we're really not driving single sales, we're driving CD sales. Who cares what track we're playing, we're selling the CD anyway.



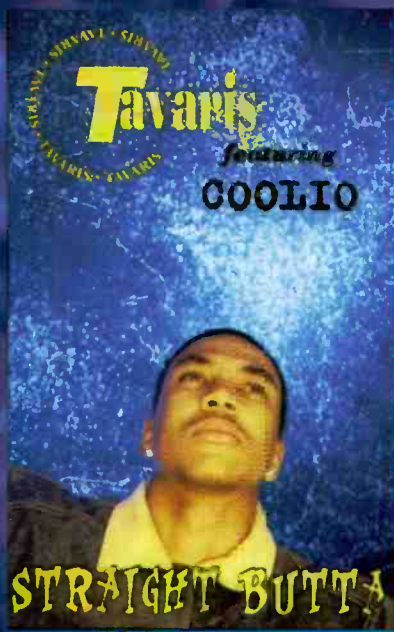
Sounds kinda like AOR? Mark disagrees, "Perhaps it's a Detroit view of the situation, where AOR, until recently, has been practiced very traditionally. Until six or seven months ago, Detroit AOR's played more Led Zeppelin than anything else. AOR here was not artist-intensive. It was more a Jurassic-intensive philosophy!"

Mark says, "What I'm trying to do right now is just play the popular music that will best reach the most amount of people in this Detroit marketplace. I'm not sure labeling this station as any one particular format is accurate."

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

butta (but'a) n. [Slang] 1. the thick, funky product that results from churning phat beats and bass 2. any substance somewhat like butta i.e. over 4 phat mixes.

“STRAIGHT BUTTA”



Tavaris
featuring
COOLIO



* “BOMB VIDEO featuring COOLIO”

* SINGLE SALES OUT THE ROOF

* ALBUM STEADY MOVER

* GOING FOR ADDS NOW

FROM THE ALBUM



IN STORES NOW!



INDI

FOR INFO CONTACT: BRIAN BLACKBURN - SOLAR/HINES - (213) 461-0390 PHONE (213) 461-9032 FAX
© 1995 Trak Records Manufactured and Distributed by Solar Records/J. Hines Company



MIX SHOW

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

NEW IN 'THA MIX

REAL McCOY "Runaway" (ARISTA)
KEITH MURRAY "Get Lifted" (JIVE)
CHANNEL LIVE "MAD IZM" (CAPITOL)
RBL POSSE "Bounce To This" (IN A MINUTE RECORDS)
2 PAC "Dear Mama" (INTERSCOPE)

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

MIX SHOW MOVERS

| EW-TW | Artist | Track | Label |
|-------|---------------------------|----------------------------------|------------------|
| 1-1 | CRYSTAL WATERS | "What I Need" | (Mercury) |
| 7-2 | T-E NOTORIOUS B.I.G. | "Big Poppa" | (Bad Boy/Arista) |
| 9-3 | CRAIG MACK | "Get Down" | (Bad Boy/Arista) |
| 10-4 | FOUJA | "Lick It" | (S.O.S.) |
| 6-5 | ICE CUBE | "What Can I Do" | (Priority) |
| 2-6 | ERAND NEW HEAVIES | "Spend Some Time" | (frr) |
| 3-7 | CLUEZONE | "Hands Up" | (Logic) |
| 4-8 | G-ORJA ESTEFAN | "Everlasting Love" | (Epic) |
| 8-9 | MIRANDA | "Round & Round" | (Sunshine) |
| 5-10 | CE CE PENISTON | "Keep Givin Me Your Love" | (Columbia) |
| 11-11 | FUNFACTORY | "Close To You" | (Curb Edel) |
| 13-12 | MONTEL JORDAN | "This Is How We Do It" | (PMP/RAI) |
| 21-13 | DURAN DURAN | "White Lines" | (Capitol) |
| 25-14 | DOCELYN ENRIQUEZ | "Big Love" | (Classified) |
| 13-15 | THE MACK VIBE | "Mr. Meaner" | (Eightball) |
| 12-16 | VAZ-A-MILLION | "Fat Boy" | (S.O.S.) |
| 15-17 | DR. ALBAN | "Away From Home" | (Logic) |
| 28-18 | WATERLILIES | "Never Get Enough" | (Sire) |
| 14-19 | CORONA | "Rhythm Of The Night" | (EastWest) |
| 24-20 | REPERCUSSIONS | "Promise Me Nothing" | (Reprise) |
| 22-2 | SAVING 52 | "Color Of My Skin" | (Cutting) |
| 20-21 | MARY J. BLIGE | "Be Happy" | (Uptown/MCA) |
| 23-23 | SAM THE BEAST | "Gucci Dance" | (Relativity) |
| 15-24 | TRACI LORDS | "Control" | (Radioactive) |
| 19-25 | 9 BOYZ | "Kitty Kitty" | (Rip It) |
| 7-25 | T.C. | "Creep" | (LoFace/Arista) |
| 29-27 | CAPELTON | "Tour" | (Signal) |
| 27-28 | ANETTE TAYLOR | "Show Me" | (Freeze) |
| 32-29 | THE BUCKET HEADS | "These Sounds Fall Into My Mind" | (Henry Street) |
| 37-30 | SAFA PARKER | "My Love Is Deep" | (Vestry) |
| 33-31 | ELGONDIE | "Atomic" | (Chrysalis/EMI) |
| 25-32 | THE CHOSEN FEW | "Funky Jumpy Music" | (Maxi) |
| 39-33 | FEDNEX | "Cotton Eye Joe" | (Battory) |
| 34-34 | FEDMAN | "Can't Wait" | (Rai) |
| 35-35 | ING L | "Put It On" | (Columbia) |
| 36-36 | SAM SNEED | "You Better Recognize" | (Deathrow) |
| 38-37 | E. LONDON PRODUCTION CLUB | "Who's Gonna Love Me" | (Columbia) |
| 40-38 | BILLY RAY MARTIN | "Your Loving Arms" | (Elektra) |
| 46-39 | L.C.T.U.G. | "What I'm After" | (Pendulum) |
| 41-40 | PHARAO | "I Show You Secrets" | (Columbia) |
| 43-41 | JIMMY SOMERVILLE | "Heartbeat" | (London) |
| 44-42 | WYBE | "Take It To The Front" | (Island) |
| 45-43 | MICHAEL WATFORD | "Happy Man" | (Elektra) |
| N-44 | RAPPIN 4-TAY | "I'll Be Around" | (EMI) |
| 49-45 | THE B.U.M.S. | "Elevation, Free My Mind" | (Priority) |
| 47-46 | E-40 | "I Luv" | (Jive) |
| N-47 | BLAK PANTA | "Do What You Want" | (Tommy Boy) |
| 50-48 | KYM SIMS | "I Must Be Free" | (Radikal) |
| 48-49 | DIGABLE PLANETS | "Dial 7" | (Pendulum) |
| N-50 | KLEO | "I Got Love" | (Raging Bull) |



DJ GROOVE
Z90
SAN DIEGO

CAREER GOALS:

PRODUCING MUZIK
PROPS:

To all that believe in me, without you guys, I wouldn't be here. Javier Lugo, James Dee, Jeff Nelson, Rags & also the Record Companies and promotion people that believe in me and my pool, you know who you are, (the list is too long to mention!) Props out to all Record Pools & Mix Show guys for keepin' music alive.

Special thanks to God and my family.

CAREER HIGHLIGHTS:

Becoming Pool Director of "International Record Source" & starting "House of Z" on Z90 (KHTZ)

THANK YOU, I love you all!!!

COLUMBIA CUTZ

THE NEWEST MEMBER OF THE
DIGGIN' IN THE CRATES CREW

BIG L

IS BLOWING UP WITH
"Put It On"

JUST ASK: FUNKMASTER FLEXX, THE BAKA BOYZ, NASTY
NES, DON MACK, THE RUFFNEX, DJ RAGS, DJ SPEN, ALEX
MEJIA, LUSCIOUS ICE, MYSTRO AND HORSE RANEY.
Also getting spins at KPRR & KCAQ.

NOMINEES FOR ISSUE 880

VOTE FOR YOUR CHOICE

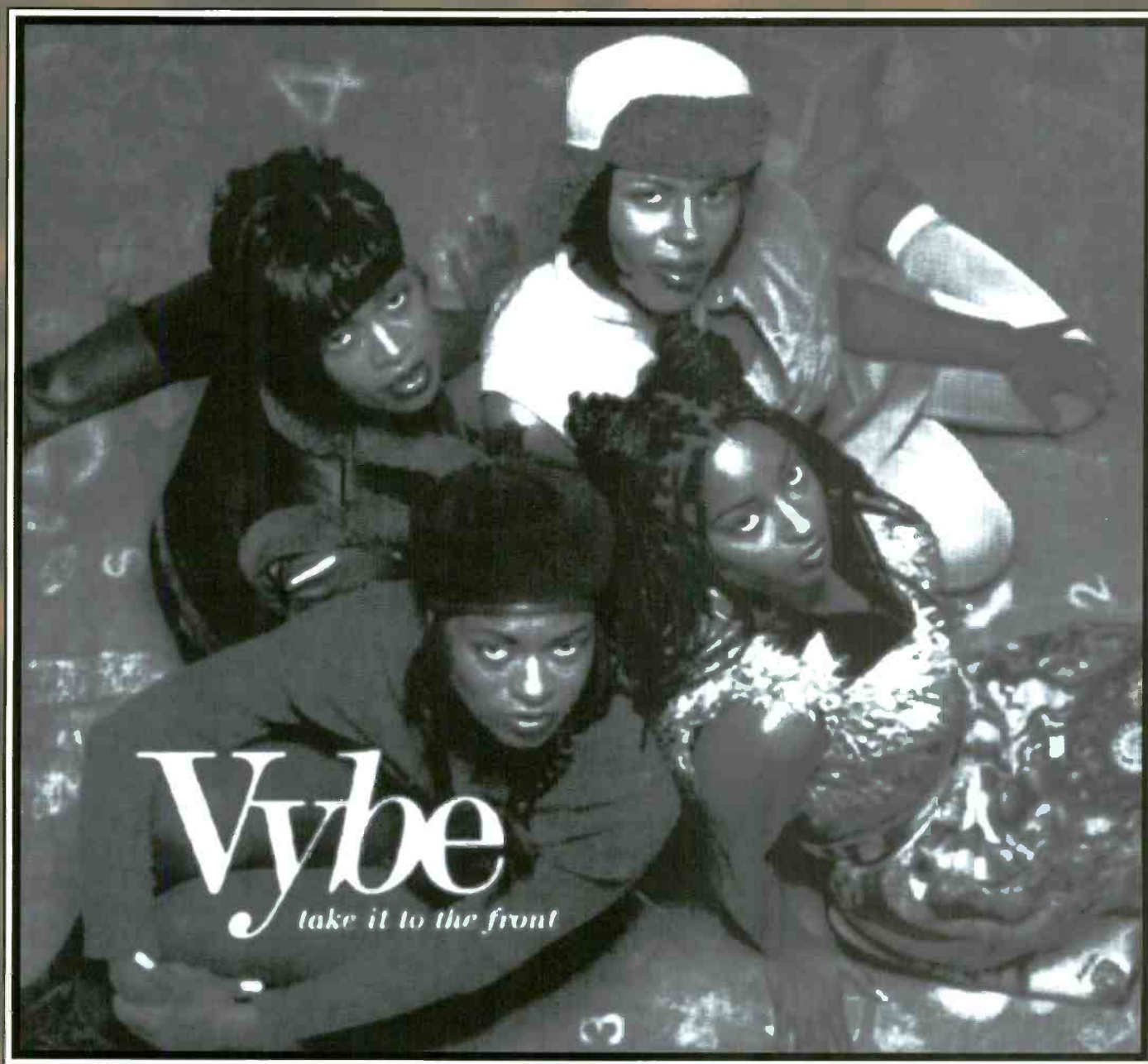
1. CHRIS WALSH (SUFERMIX)
2. GEOFFERY CURTIS (WERQ, Baltimore)
3. DJ FRANK E. D. (KPRR, El Paso)

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

MIXER OF THE WEEK WINS SONY HEADPHONES!

VYBE

"Take It To The Front"



ALREADY VYBE-ING IN THE MIX AT:

KCAQ

WHHH

Z90

WJMH

KBXX

WHJX



Hitmakers Mixshow Chart #44

Hitmakers Pool #38

#3 Most added at Urban Radio-35 stations in!





AS THE VINYL SPINS

By Michael Futagaki
(415) 282-4466

Thank ya shouts go to the following fine people for making my recent L.A. run so cool; Kim Hughes from RCA for lunch and the great Nipper statue to take home. Raymond Bothwell and Ray Kennedy of Bellmark for the **JODY WATLEY** tape and the wisdom, Terry Anzaldo and James Lopez of Maverick, Fade and EMZ of Interscope, Fred Wreck of MCA (Yo! Roscoes with EMZ at 5:30, home!), Bruce Reiner of Capitol and Lara Woodward, (Happy Birthday and what a great party), Tom Maffei and each and every homee at the party. Julie Zeitlin of Quality, Tom Casey, Tha Ruffnlex and P.K. (Yer too cool, girl). Also big ups to Lucy Barragan, Leilani Shiu, Kelli, Eva Munoz, Steve Perez and Monica Barragan for the hospitality at Q-105.

The buzz on **SPANISH FLY**, *Daddy's Home* has been on for a good long time, and it looks like Warner Bros. has beaten out all contenders. Much respect to Danny Goldberg and Greg Lee as well as everyone else at Warner Bros. for acting on this. Congratulations also go to John Lopez and Jo Lerma of Upstairs Records in San Jose where it all originated. Warner Bros. is moving fast, as there will be a new radio remix of *Daddy's Home* two weeks from this March 3, 1995 writing. At Greg Lee's behest there will also be colored vinyl with a special cover in a few weeks also. Both the C.D. and the wax will sport a Spanglish and radio remix. Also in the Warner family, peep the **RUFFNEX SOUND SYSTEM** *Luv Bump* on Qwest. Nasty Nes of the KCMU Rap Attack feels good about the record and the line forms behind the Nasty guy' Hey, Nes and Baby C., keep an eye on my two little nieces! Actually, I got 'em both for life!

Folks are talkin' about the **SKEE LO**, *I Wish* on Sunshine Records. If you're in need of this hip hop cat, call Joe at 213-465-5050. Thanks to my girl Hazel from S.O.S. for the love. Even if you cidn't have great records, you'd still be in my heart. If you still don't have **MAX A MILLION**, **ROULA**, **ROCHELLE**, **DANIA** or the **AMAZING MANFRED**, call Hazel up at 708-387-7100. Julie Zeitlin from Quality reports that **HAVOC AND PRODEJE**, *G'z On Da Move* is #4 on the Video Jukebox (The Box). Thanks to my friends at Clubhouse Records for the hook up. Check for the **OUT THERE BROTHERS**, *La La La Hey Hey* which has been making a lot of noise within the house music scene. If you're short, call Rob at 708-239-4200. Also, there's a buzz on the **URBAN DISCHARGE** featuring **She**, *Drop A House* on Dig It International. In one week the **SWING 52**, *Color Of My Skin* remixes went from being heavily anticipated to being heavily talked about on the dance conference call. Get with Kevin at Cutting and have him hit ya off with the **2 IN A ROOM**, *Ahora* too at 212-567-4900.

Victor Lee of Tommy Boy tells us that the **NAUGHTY BY NATURE** listening parties in San Francisco, L.A., Atlanta, Chicago and Detroit were all successful. The granddaddy of them all, however, was the one in New York on February 28th. With over 100 guests from various locales. Amongst those in attendance were DJ Spen and Geoffrey C. of WERQ, Tables of Distinction director, Eardrum, WPGC's Mastro, Charles the Mixologist and Random Noise, WUSL's DJ Ran, and Kosta G. of WJMN and WXKS. The **NAUGHTY** single, *Craziest* will be ridin' a \$200,000 video debuting on B.E.T. March 8th. Damn, ain't that a grip! Victor describes it as "Amazing". Tommy Boy is also rollin' with the **NEW JERSEY DRIVE** soundtrack which is big all the way around. The first single by **BLAK PANTA**, *Do What U Want* is hittin'. Also check for the **YOUNG LAY** featuring **MAC MALL** and **RAY LUV**, *All About My Fetti* off the soundtrack. Congratulations to the people behind Lay, Mall and Ray. Young Black Brotha Records, as they join the Atlantic family, and Mall who now is down with Relativity. Khayree, Robb Nonies, Daraka Shaheed and the rest of the Young Black Brotha family brought it up from the streets.

If you're looking for some credible hip hop with some punch, call Carmelita "Crum" Sanchez and have her hook you up with the **SOUTH PAW** sampler. Her digits are 213-465-2700. By the way, Toby's up on the **WIDOWMAKERS** and **LORD DIGGA** tracks. Much love to my gambling partner, Jennifer Norwood at Big Beat. It'll come baby, it'll come. **RODNEY O.** and **JOE COOLEY** are back with *Funk In Yo Face* on React Records. If yer lookin' for somethin' for your trunk, here ya go. Call React at 310-550-0233. While you've got them on the phone, ask for **DA NAYBORHOODZ**, *How We Do It* b/w *Nayborhood Man*. The **B.U.M.'s** *Elevation*, *Free My Mind* b/w *6 Figures And Up* on Priority continues to gain momentum. With players like Nasty Nes, DJ Wiz of The Box, Tony Raney of WJMH, and EMZ of The Beat talking about this one, it's gotta be on! I'm with **THE FORMAT**, *Anything To Make You Love Me* on Metropolitan. Make no mistake about it, this ain't no freestyle excursion. It's funky as all get out. Thanks to Alex Cabrales of Hotmix for being the first to call it. If you need one, call Laura at 201-483-8080. We're also hearing a lot about the **TUPAC**, *Dear Mama* which seems destined to be a hit. Flip the vinyl for the B side though, cause *Old School* is phat!

Check for **KELLEEE**, *My Love* on Moonshine, if you're looking for a strong dance record. Call Randy Sills at Moonshine for a copy, his digits are 310-652-8145. Coming soon is **THE GROOVE, THE VIBE, THE TRIBE. VOLUMN ONE** Compilation on One Planet Records. It features the work of Evan Landes and Michael McGregor, and it's different for a compilation because it presents all new material. The first single, *Deep Side* featuring **BASS SYMPHONY** with vocals by **JA NELL** will be out soon sporting some tight remixes. Call Evan at 714-444-2354. Aqua Boogie Records which is owned by AJ., Javier Lugo, Richard "Humpty" Vission and Tony B. are best known for their house records, such as **ONENESS**, *Feel This Groove*, **CRITICAL MASS**, *Won't You Know* and the *Volver Volver* remixes by David Alvarado, Tony B. and Richard "Humpty" Vission. However, the label now comes with their first hip hop record. The **MYSTIC POETS**, *2001* b/w *No Remains* ships now. Call Aqua Boogie at 619-476-1288. Tamu and Sadiki of **KMEL's** Reggae Dancehall Show are early on the **SNOW**, *Anything For You*. It's already been in the top 5 for four weeks. The remixes are the bomb!

Congratulations to former **KKFR M.D.**, Jerry Moran, who recently got married. Best wishes to you and your beautiful bride. Greg "Jammin G" Lopez returns to **KCHX** as an on air personality doing weekends. Let's hope he gets back to doing a mix show for the station. Big ups to B. Swift from The Box whom we all feel has excellent remixing talents. He did a fine job on **BRANDY's** *Baby*. Unfortunately, Atlantic was unable to do anything with it. Thanks to Darryl Lindsey for trying so hard, though! Dino Grier is now doing a mix show at **WERQ**. He's on every Friday night from 1:00 to 3:00 am. Send all product to: 2000 Alsqwith Street, Baltimore, MD 21218. Thanks to Greater Baltimore Record Pool director, Gary Deane, for hooking us up with the info.

I saved this for last because it goes beyond music. The **DANA DANE**, *Rollin Wit Dane 12"* has some great remixes, but my favorite is the Bonus Beat Box Mix. Thanks to James Lopez of Maverick for the advance on the LP last week. I'm looking forward to *Show Me Love*, but *Chester* is the one everyone should hear. Dane's talking about child abuse and how evil it is. I tip my hat to Dane for addressing the issue. I'm gonna back him on this one. This is dedicated to all the children; yours, mine, everyone's. Save a prayer for our children. One love.

URBAN RECORDS

1. **THE LOST BOYZ**, *Lifestyles Of The Rich And Shameles* (Uptown/MCA)
2. **RUFFNEX SOUND SYSTEM**, *Luv Bump* (Qwest)
3. **DANA DANE**, *Rollin Wit Dane* (Bonus Beat Box Mix) (Maverick)
4. **LA TANYA**, *I Want The B.O.M.B.* (Indasoul)
5. **SNOW**, *Anything For You* (EastWest)
6. **2PAC**, *Dear Mama* b/w *Old School* (Interscope)
7. **THE B.U.M.S.**, *Elevation*, *Free My Mind* b/w *6 Figures And Up* (Priority)
8. **MILKBONE**, *Keep It Real* (Capitol)
9. **KID SENSATION**, *Seatown Funk* (Ichiban)
10. **11/5**, *Brousin* (Dog Day)
11. **MASTER P.**, *When They Gone* (No Limit)
12. **SNOW**, *Anything For You* (remixes) (EastWest)

DANCE RECORDS

1. **KOOL ROCK STEADY**, *Rude Boy* (DJ International)
2. **SARA PARKER**, *My Love Is Deep* (Vestry)
3. **SWING 52**, *Color Of My Skin* (remixes) (Cutting)
4. **BILLIE RAY MARTIN**, *Your Loving Arms* (Elektra)
5. **CYNTHIA**, *How I Love Him* and George Lamond, *It's Always You* (Timber) - both have great remixes
6. **2 IN A ROOM**, *Ahora* (Cutting)
7. **THE HUMAN LEAGUE**, *Tell Me When* (EastWest)
8. **DIANA KING**, *Shy Guy* (WORK)

LAWLEY'S LICKS

1. **BILLIE RAY MARTIN**, *Your Loving Arms* (Elektra)
2. **HUMAN LEAGUE**, *Tell Me When* (Utah Saints Mix track 2) (Elektra)
3. **2 PAC**, *Dear Mama* (Interscope)
4. **DURAN DURAN**, *White Lines* (Capitol)
5. **DIANA KING**, *Shy Guy* (WORK Entertainment)
6. **TECHNOTRONIC**, *Move It To The Rhythm* (ERG)

DJ GROOVE, Z90, San Diego

DREAM TEAM *Love Is What We Need* (FREEZ) - Check out the Benji's BC Mix!

STORM *What Iz Houz Muzik* (SEX MANIA) - If you like Sex Mania's stuff, you'll love this 12 inch record!

REAL McCoy *Run Away* (ARISTA) - Check out the Sound Factory Dub Mix!

ZACH TOMS f/D-Con *I'm Ready EP* (EIGHTY THREE) - This record is fu&*en slam'n!

MOOD II SWING *Difference* (WAAKO) - Check this track out! This shit is hard!

DJ SPEN, 92Q, Baltimore

MASTA ACE *The Inc. Ride* (DELICIOUS VINYL) - I have been waiting for this record since the Baka Boyz been talkin' about it! The best part is that the wait wasn't in vain! It is without a doubt my favorite rap record of the week.

JUDY CHEEKS *Respect* (EMI) - If this record doesn't do what Aretha Franklin't Deeper Love did on the crossover radio tip, somethings wrong as shit! Believe me, this is one dance record that will make major noise!

THE TOLL FREE EP *The Natural* (N-SYNC) - Let's just say that this record is the best underground track I've played in a while! The shits got an old school feelin' groove that does somethin' special to a dance floor. The weird thing is I borrowed this record from a friend to play at the club when I first heard it! (That means I don't even have this record yet! I'm lookin for it though.)

TONY MORRIS, BOSS97, Atlantic City

GHETTO STYLE DJ'S *Bass Volume* (LUKE) - If bass is what you want then here it is. Afrika Bambaataa, MC Shy D, 2 Live Crew...it's the shit.

BLAK PANTA *Do What U Want* (TOMMY BOY) - Look out Hotstepper, here comes Blak Panta. This is going to take off.

GARY Q, BOSS97, Atlantic City

LE CLICK *Tonight Is The Night* (LOGIC) - Watch out for this one to blow-up, club, mixshow and Top 40 radio. If you like the Real McCoy, Corona, etc., etc., this should be your next Eurosmash!

TRANSGLOBAL UNDERGROUND *Templehead* (EPIC) - This is a '2-play' banger at peak hour at the club level. Response of this cut is unreal!

EL RITMO *Urban Tribe* (EMOTIVE) - Bassline tribal through the roof!

JON SECADA *Mental Picture* (SBK) - Great remake of the ballad that you can 'Boogie To.'

REEL TO REEL *Conway* (STRICTLY RHYTHM) - Double pack full of great mixes. It's another smash I tell ya!

JAZZY JIM, HOT97.7, San Jose

DANA DANE *Rollin' Wit Dana Dane* (MAVERICK) - Soon as I heard this cut, I knew that the Maverick boys were just warmin' us up when they dropped Record Jock. Dana Dane has regained his past prestige and continues to make the jams that get people jumpin' at a party. Got to give big-ups to "The Mixologist" on a job more-than-well done. Nice to see my man Terry on a team where he can show his skills.

MOBB DEEP *Shook Ones Pt. 2* (LOUD) - All you kids out there need to wake up and give these boys the kind of love they need to break out of the mix. This jam is real...and that's real!

BLAK PANTA *Do What U Want* (TOMMY BOY) - This jam works...period. Play it, you won't be disappointed. Early interest at retail being sparked from mix-show play. Dave Meyer keeps it real with a remix any DJ would love!

ALEX CABRALES, HOTMIX, Scottsdale

FORMAT *Anything To Make You Love Me* (METRO POLITAN) - This record has something for everybody: PD's, MD's and of course mixers need to take a serious listen to this record.

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - This record is pure energy.

B-SWIFT, KBXX, Houston

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - The boyz are back. My man KG comes off on this track with some dope piano parts, which makes this shit the bomb. This should put them back in front of the Hip Hop world.

THE B.U.M.S. *Elevation (Free My Mind)* (PRIORITY) - Finally got a chance to hear the Brothas and their shit is kinda tight! Old school once again comes into the picture. This is a nice female-vibed record.

KING TEE *Way Out There* (MCA) - All aboard on the Muthaship, cause my man King Tee takes us way out there on a laid back mellow-ass free ride to the land of the drunk. Has nice piano licks, nice record.

DJ MIDIMACK, KMVR, Las Cruces

CHASE *Love For The Future* (ZYX) - This song is soooo Hot! I can't listen to it enough. I love it! Thanks Harry.

DJ EFX *Volver, Volver* (AQUABOOGIE) - (REMIXES) I liked the original version but the remixes are even better, if you can believe it. Thanks Marcos.

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - This is definitely one of the hottest dance record os 1995. Make sure you have your copy.

CLUBZONE *Hands Up* (LOGIC) - I got into this record a little late into the game but it's still fierce! It is one of my favorite songs. Thank you Kelly.

JAMES DEE, Z90, San Diego

LOST BOYZ *Lifestyles Of The Rich & Shameless* (UPTOWN)

DR DRE *Keep The Heads Ringing* (PRIORITY)

MYSTIC POETS *2001* (AQUA BOOGIE)

QUO *Quo Funk* (EPIC)

ICE CUBE *Friday* (PRIORITY)

NASTY NES, KCMU, Seattle

REDMAN *Can't Wait* (DEFJAM) - One of my most requested songs. Request lines are blowin up for Redman!

TEN THIEVES *It Don't Matter* (BREAKADAWN) - Breakin on the underground tip! Retail sales are pickin up in this market for Ten Thieves.

CELLA DWELLAS *We Got Hemmed* (LOUD) - Lyricaly da shit and musicaly da shiznit!

FORBIDDEN FRUIT *Cup Of Life* (ILL KID) - First time I heard this, my ears were instantly hooked! Should be a classic Hip Hop hit for the 95!

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - Already buzzin' big time here in Seatown and can't wait to hear their LP!

TITO 'Indamix' AGUSTIN, KDON, Salinas

DOUBLE YOU *Run To You* (ZYX) - Be on the lookout for these jams: (MOVE HERE)

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - This is the bomb.

VYBE *Take It To The Front* (ISLAND) - This is tight.

K. SPAZ, KIKI, Honolulu

SAM THE BEAST *Gucci Dance* (RELATIVITY) - It's got everybody dancing in the 5-0 State.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Great comeback. It's all that.

METHOD MAN *Release Yo' Delf* (DEF JAM) - Still Bringin' the Pain!

BILL MILLMAN, KISS102, Syracuse

CYNTHIA *How I Love Him* (TIMBER) - The remixes are here. Say no more. A great interpretation of an already great song.

ENCHANTED *Enchanted* (RCA) - Mojo Nicosia crankin out a crazy tribal track. Check out the Twisted Mix on side 2.

2 IN A ROOM *Ahora* (CUTTING) - They are starting off right were they left: hot. This Latin based track kicks any dance floor, Latin or whatever

REDNEX *Cotton Eye Joe* (BATTERY) - We began playin this just a few weeks ago, but the phones just plain went nuts. We've just added it into regular rotation. Check out the Armand Mixes.

DAVID MEYER, KMEL, San Francisco

NAUGHTY BY NATURE *POVERTY'S PARADISE LP* (TOMMY BOY) - Selected individuals were invited to a listening party here in the bay-area to preview Naughty's third album. I have to say up from that this album is going to be major. The first single Craziest is already getting heavy rotation from all the mixers at KMEL. And that is just the tip of the iceberg. They have so many singles on this album. Naughty By Nature definitely knows how to make a hit. Most all of their songs have very catchy hooks that will involve the crowd. Al of their beats and grooves are Phatt and consistent. You will want to listen to the album from start to finish. My favorite tracks are: Clap Yo Hands, Sunshine, World go Round, Craziest, Feel Me Flow and Respect Due. Respect Due would be a phatt B-side. All I can say now is, 'Watch out, it's Nineteen Nauthy Five.'

DR DRE *Keep The Heads Ringing* (PRIORITY) - Aside from the very interesting incident Alex Mejia and Double Barrel Daryl had at the San Francisco airport getting the CD, this song is phatt. It is the first single off of the Friday soundtrack. The movie will feature Ice Cube. This is another record that is in heavy rotation with all of the KMEL mixers.

SKY, KMVR, Las Cruces

JACKIE C. *Can You Feel That Beat* (VINYL) - A relentless bassline, ominous keyboard sounds and flawless soulful vocals make this cut irresistible!

DJ TRAGIC *Show Me Your Face* (UNDERGROUND CONSTRUCTION) - A fun, energetic House excursion with Bitchy vocal samples reminiscent of the Vogueing House Ball Scene.

SPLANK *All Over The World* (DOWNTOWN 161) - Great use of samples from the Ojay's with a whirling disco-like House beat.

JUAN 'The Wonderous' ROJAS, KPRR, El Paso

THAT KID CHRIS *Can U Dig It* (DIGITAL DUNGEON) - This is some cool tribal house with a familiar sample we all know. Creating a buzz on the conference calls. Check this one out.

URBAN DISCHARGE f/She *Drop A House* (DIG IT) - This is cool house cut with mixes by Jr. Vasquez. Working this one strong on the mix show.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - This one is building a strong slot on my mix show. Should crossover to radio easily. Props to Hazel, again!

JIMMY SOMMERVILLE *Heartbeat* (LONDON/ffrr) - The Armand Van Helden mixes are the shit. Enough said!

DJ D. STREET, KSJL, San Antonio

QUO *Quo Funk* (EPIC) - Coming back with a brand new hit using some of that old school flava (Jackson's Heartbreak Hotel). Added straight out of the box. It's in the mixx at 96.1 FM.

***Gucci Dance
Live!!!!***

SAM
"The Beast"

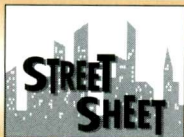
Added At:

| | | |
|----------------|---------------------|------------|
| KBXX | Houston | 28x |
| HOT97.7 | San Jose | 15x |
| WWKK | Providence | 33x |
| WHJK | Jacksonville | 13x |

***"Gucci Dance"
Know What Time It Is?***

***...If You Don't,
You Better Ask Somebody!!!***





MIX SHOW DISC-OVERY CLUB®

KAM *Pull Ya Hoe Card* (EASTWEST) - Kam is back on the scene after extended absence letting all studio gangstas and bustas know they better analyze, visualize, and recognize the real.

MURDER SQUAD *No Peace* (DEF JAM) - Not a lot to say...just some brothas from the hood telling it like it is. If you want a real story, peep No Peace.

DJ RICH, KTFM, San Antonio

R.A.W. *Higher* (STRICTLY RHYTHM) - Incredible house track that keeps the floor pumpin!

JIMMY SOMMERVILLE *Heartbeat* (LONDON/ffrr) - From Euro to Houst to Armand Van Helden, you can't go wrong.

KLEO *I Got Love* (RAGING BULL) - Her first one was good but this one is great!

TRANSGLOBAL UNDERGROUND *Templehead* (EPIC) - Not just another house track but much more.

DJ TRAGIC *Show Your Love To Me* (UNDERGROUND CONSTRUCTION) - Great Chicago House all on one 12 inch.

JOSEPH FRIAR, KVIC, Victoria

GRAND CENTRAL *Real Good* (SLIP N SLIDE) - From the UK comes this slammin' track! A nice house groove, male spoken 'real good' sample, and an organ combine to make this fresh track smoke! Produced by Davidson Ospina who continues to put out some great house tracks on various labels! The flip side contains mixes by Roc & Kato! Pick it up!

2 CLUES *The Second Coming* (EMPIRE STATE) - Once again, Frankie Bones and James Christian team up to bring us the second 2 clues record. The first one was some really fierce tribal house and the Second Coming continues the tradition! Two slammin' tracks are featured, Ritual on the tribal side and House Forever on the deep side.

LOU Freaky (STRICTLY RHYTHM) - Wonderful track produced and mixed by 'Little' Louie Vega for Masters At Work. This is the BOMB! A stompin deep groove and steamy male vocals spoken by Lil Louis! Watch out...this is going to blow up!

STEVE PEREZ, Q105, Oxnard

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - This is a very impressive jam. I'm enjoying the freestyle mix. It seems to be the one working for me. I really need to thank Rex over at Classified for this one.

FUN FACTORY *Close To You* (CURB EDEL) - I'm sure glad I received my copy of this cut, because I was getting calls on it. The hardest part is when someone asks you to play it and you don't have it. Anyway, it's on its way to be a number 1 ong.

LATANYA *I Want The B-O-M-B* (INDASOUL) - I found my new Hip Hop groove on this record, I played it once and that's all it took for me to want to play it again. I give this much love, hope to get another copy.

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - Once again, they are back with another smash hit with the old school sound, that always seems to make you want to groove anywhere you are at. The second cut on the 12 inch is the radio version. I think someone forgot to print it on the 12 inch!

SHAWN PHILLIPS, Q99, Salt Lake City

KLEO *I Got Love* (RAGING BULL) - Wow! A DJ Double Pak filled with nuttin' but House! Not only perfect for the dance floors...it's perfect for radio. Please take a serious listen to this Monster hit! Check out VAI & Teri's Dub along with Ralph's and Joey's mixes.

JON SECADA *Mental Picture* (SBK) - I heard that Mr. Secada actually went back into the studio with E-Smoove to re-work another hit for the dance floors. This 12 inch is full of perfect mixes for mix shows, radio and clubs...nice!

PAMELA FERNANDEZ *Let's Start Over* (CUTTING) - Cutting keeps on putting out great product, now with this hot-hot-hot smokin' track they're on fire. DJ Double Pak includes the underground anthem.

BINGO, BANGO, BONGO COLLECTIVE *The Sweat* (ZYX) - House, Piano's, energy...lights, camera, action! One of those record to put a smile on anyone's face!

CHRIS WALSH, SUPERMIX, Hartford

MADONNA *Don't Stop* (MAVERICK) - Sorry Maverick, we couldn't wait! This is the BEST cut on Bedtime Stories! Going to be HUGE!

TONY ESTRADA, THE ZEPHYR, New Orleans

ATOM *Plus 1* (TRIBAL) - This new Japanese artist Tribal just signed is Hot! Instant Hit!

WATERLILLIES *Never Get Enough* (SIRE) - These guys are great and with another hit single, they're back on heavy play in the mix! With Junior Vasquez adding his touch, along with 303, it's sure to find a home on many shows!

RONNIE 'Captain Kirk' MATTHEWS, WEDJ, Charlotte

PRINCE *Purple Medley* (WARNER BROS.) - What has Warner Brothers Done now? It is a very good idea but, please put some bottom-end in this record! It tested well on my mix show but it cleared my dancefloor with all of those ups and downs! However, Prince is Prince. P.S. Somebody please do a remix of Head and I Wanna Be Your Lover.

KOOL ROCK STEADY *Rude Boy* (DJ INTERNATIONAL) - Loved this house cut with a smooth reggae chant! This is a jamm for me!

REAL MCCOY *Run Away* (ARISTA) - Well, what can I say? It's a Hitt! Thank God it's finally here! Sure to be #1 for everybody!

BLACK DUCK *Whiggle In Line* (RADIKAL) - This is a smoker! You'll recognize the bass line, Saturday Night, but it has a nice reggae chant that sets it off from the other cut. Actually, it's a great mix with Saturday Night. Try it, you'll like it!

HUMAN LEAGUE *Tell Me When* (EASTWEST) - Very good! Very good! Added right out of the box! I like this cut!

P.S. All of these cuts have been tested at my clubs and are proven hits!

STONE B. NIMBLE, WEJM, Lansing/Chicago

BLACK SHEEP *North South East West (Remix)* (MERCURY) - The remix did wonders for this song.

MILKBONE *Keep It Real* (CAPITOL) - Will climb the charts real quick.

I SMOOTH 7 *Coolin' In The Ghetto* (MAD SOUNDS) - The song reminds me of Humpty Hump from Digital Underground.

SHANNON 'The Spindog' WILLIAMS, WGRD, Grand Rapids

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - This pumping hot tune is destined to cross over in many directions, sit back and watch it climb the charts. If you aren't already on this one give Hazel a call and yell, 'Give it to me baby!'

LaBOUCHE *Sweet Dreams* (IMPORT) - All I can say is this one is going to blow way up! Look out mixers and PD's alike.

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - A great addition for all mix shows.

LE CLICK *Tonight Is The Night* (LOGIC) - Hot tune, heard this one on the radio while down in Miami, liked it so much I ran out and bought the import, just my luck, here comes Kelly at Logic with the domestic, well thank you very much, I'll take all I can get, this one's smokin'!

R.A.W. *Higher* (STRICTLY RHYTHM) - Great tribal bass line, guaranteed to get your dance floor jumpin'.

ONENESS f/Gary *Feel This Groove* (AQUABOOGIE) - They don't call it Aqua Boogie for nothing, this one makes you wanna move, check it out.

WATERLILLIES *Never Get Enough* (SIRE) - Sounds a lot like Madonna, great vocals with a catchy dance groove, get into it.

PAULIE DAY, WIOQ, Philadelphia

DURAN DURAN *White Lines* (CAPITOL) - This package of remixes is great, there is definitely a mix for everybody including the master himself, Junior Vasquez who gives this song a flowing house groove.

TRANSGLOBAL UNDERGROUND *Templehead* (EPIC) - I really liked the Tribal Mix, it's got a little different sound to it, I like that. Oh Yeah, it's been rocking the dancefloor, I love that.

AMAZING MANFRED *Let Me Be Free* (SOS) - I've been working this one for weeks, people are really starting to dig the tribal mix, another dancefloor jam. Props to Scott from Ellite/ADM for yet another piece of great wax.

REDNEX *Cotton Eye Joe* (BATTERY) - I had my doubts but there's no stopping this one.

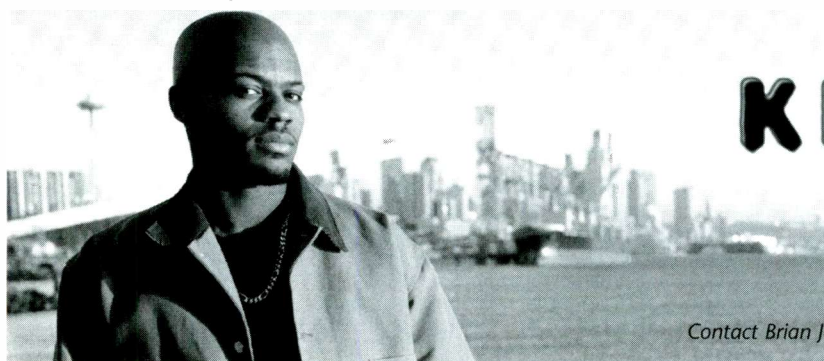
TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS)

LONDONBEAT *Come Back* (RADIOACTIVE/MCA)

JIM 'Chopper' COHN, Z100, New York

HUMAN LEAGUE *Tell Me When* (EASTWEST) - Back, and they don't miss a beat. Should be an across the board hit with excellent dance mixes by the Utah Saints.

DIANA KING *Shy Guy* (WORK GROUP) - Reggae Dance Hall with R&B flavor must play.



GOING FOR AIRPLAY NOW!

KID SENSATION SEATOWN FUNK

The New Single From The Long Awaited Album Seatown Funk

Contact Brian Jones and Theodore "EASYLEE" Moyé at (404) 419-1414





Club Chart

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

BREAKOUTS

DANA DANE "Rollin Wit Dana Dane" (MAVERICK)
 TECHNOTRONIC "Move It" (SBK)
 YO CO ROSS "Miss Me" (COLUMBIA)
 FRANKIE CUTLASS "Boriquas On The Set" (RELATIVITY)
 SNAP "Welcome To Tomorrow" (ARISTA)

CLUB MOVERS

| LW | TW | ARTIST | SON | RECORD |
|-------|----|---------------------------|----------------------------|----------------------|
| 1-1 | | CRYSTAL WATERS | "What I Need" | (Mercury) |
| 2-2 | | GLORIA ESTEFAN | "Everlasting Love" | (Epic) |
| 5-3 | | THE NOTORIOUS B.I.G. | "Big Poppa" | (Bad Boy/Arista) |
| 4-4 | | CRAIG MACK | "Get Down" | (Bad Boy/Arista) |
| 3-5 | | BRAND NEW HEAVIES | "Spend Some Time" | (ffrr) |
| 10-6 | | REDNEX | "Cotton Eye Joe" | (Battery) |
| 12-7 | | MONTELL JORDAN | "This Is How We Do It" | (Def Jam) |
| 6-8 | | ICE CUBE | "What Can I Do" | (Priority) |
| 7-9 | | CE CE PENISTON | "Keep Givin' Me Your Love" | (Columbia) |
| 11-10 | | PHARAO | "I Show You Secrets" | (Columbia) |
| 8-11 | | T.C. | "Creep" | (LaFace/Arista) |
| 9-12 | | FUN FACTORY | "Close To You" | (Curb Edel) |
| 18-13 | | PEPERCUSSIONS | "Promise Me Nothing" | (Reprise) |
| 13-14 | | SPIRITS | "Don't Bring Me Down" | (MCA) |
| 14-15 | | MARY J. BLIGE | "Be Happy" | (Uptown/MCA) |
| 21-16 | | L. LONDON PRODUCTION CLUB | "Who's Gonna Love Me" | (Columbia) |
| 15-17 | | CORONA | "The Rhythm Of The Night" | (EastWest) |
| 16-18 | | BARBARA TUCKER | "I Get Lifted" | (Strictly Rhythm) |
| 17-19 | | RACI LORDS | "Control" | (Radio Active) |
| 20-20 | | 3RD NATION | "I Believe" | (EastWest) |
| 28-21 | | WATERLILLIES | "Never Get Enough" | (Sire/WB) |
| 25-22 | | LONDON BEAT | "Comeback" | (Radioactive) |
| 23-23 | | GROOVE COLLECTIVE | "What U Got" | (Reprise) |
| 26-24 | | MACK VIBE | "Mr. Meaner" | (Eightball) |
| 27-25 | | SAM THE BEAST | "Gucci Dance" | (Relativity) |
| 19-26 | | 59 BOYZ | "Kitty Kitty" | (Rip-it) |
| 30-27 | | SWING 52 | "Color Of My Skin" | (Cutting) |
| 33-28 | | E.G. FULLALOVE | "Didn't I Know" | (Emotive) |
| 22-29 | | DONNA ALLEN | "Real" | (Epic) |
| 40-30 | | MICHAEL WATFORD | "Happy Man" | (Elektra) |
| 24-31 | | JANET JACKSON | "You Want This" | (Virgin) |
| 35-32 | | JOCELYN ENRIQUEZ | "Big Love" | (Classified) |
| 29-33 | | SEAL | "Newborn Friend" | (ZTT/Sire/WB) |
| 39-34 | | MADONNA | "Bedtime Stories" | (Maverick/Sire/WB) |
| 36-35 | | BLONDIE | "Atomic" | (EMI) |
| 37-36 | | SAM SNEED | "You Better Recognize" | (Deathrow) |
| 38-37 | | VYBE | "Take It To The Front" | (Island) |
| 49-38 | | SOUL IV REAL | "Candyrain" | (Uptown) |
| 41-39 | | BRANDY | "Baby" | (Atlantic) |
| 31-40 | | DONNA SUMMER | "Melody Of Love" | (Casablanca/Mercury) |
| 32-41 | | M PEOPLE | "Excited" | (Epic) |
| 46-42 | | WHIGHFIELD | "Saturday Night" | (Curb) |
| 34-43 | | CYNTHIA | "How I Love Him" | (Tommy Boy) |
| 45-44 | | NONCE | "Mixed Tapes" | (American) |
| N-45 | | DURAN DURAN | "White Lines" | (Capitol) |
| 48-46 | | RHYTHM METHOD f/Camille | "Can You Give Me Love" | (ZYX) |
| N-47 | | 2 PAC | "Dear Mama" | (Interscope) |
| 47-48 | | BOYZ II MEN | "Thank You" | (Motown) |
| N-49 | | 2 IN A ROOM | "Ahoru" | (Cutting) |
| N-50 | | BIG L | "Put In On" | (Columbia) |

REPORTING POOLS

FOR THE RECORD • New York
 Jeffrey Allen (212) 598-4177
 • CASSIO WARE, JUDY ALBANESE, MARC 'Sir' DANE, NATIVE SONS f/Mary Foster, TECHNOTRONIC

INFINITY RECORD POOL • Staten Island
 Charlie Alessi (718) 967-4793
 • 2 CLUES, AMAZHAN, B TRIBE, TECHNOTRONIC, YO!CO ROSS

AMERICAN TRAX • Beverly Hills
 Michael Love (310) 659-7852
 • BILLY RAY MARTIN, DIS 'N' DAT, HUMAN LEAGUE, SKEE-LO, SNAP

IMPACT • Los Angeles
 Fut (213) 292-6611
 • BIG L, DANA DANE, RODNEY O. & JOE COOLEY, TLC

PACIFIC COAST DJ ASSOC. • Long Beach
 Steve Tsepelis & Mixtress Victoria (310) 433-6569
 • DANA DANE, DEEP INTO JUNGLE, HUMAN LEAGUE, INDIAN LION, TECHNOTRONIC

RESOURCE RECORD POOL • Los Angeles
 Craig Spy (213) 651-2085
 • AMAZHAN, HUMAN LEAGUE, TONY DE VIT, TECHNOTRONIC, TLC

LET'S DANCE • Chicago
 Mike Macharello (312) 525-7553
 • BILLY RAY MARTIN, GEORGE LAMOND, HUMAN LEAGUE, PRINCE, SNAP

V.I.P. CHICAGO • Chicago
 Angel Vargas (312) 733-6445
 • BLAK PANTER, DIS 'N' DAT, DJ TRAGIC, HUMAN LEAGUE, LONDONBEAT

BADDA • San Francisco
 N. Lygizos/Sulai Wong/David X (415) 882-9700
 • HUMAN LEAGUE, INDIAN LION, RAJA NEE, SNAP, TERRY HUNTER

PHILADELPHIA METRO POOL • Philadelphia
 Martin Keown (215) 336-6950
 • BROWNSTONE, BILLY RAY MARTIN, HUMAN LEAGUE, REDNEX, SNAP

PHILADELPHIA SPINNERS ASSOC. • Cherry Hill
 Bob Pantano/Tony Harris (609) 662-7222
 • B TRIBE, BLAK PANTER, DIANA KING, YO!CO ROSS

ADVANCED MUSIC PROMOTION • Detroit
 Lee Eckinger (810) 543-1764
 • 95 SOUTH & 69 BOYZ, DANA DANE, TECHNOTRONIC, TLC, YO!CO ROSS

DANCE DETROIT • Detroit
 Steve Nader (810) 541-4323
 • CHASE, DANA DANE, MADONNA, MICHAEL WATFORD, PEACETRAIN

MID-WESTERN DANCE ASSOC. • Detroit
 Enola-Gaye Porter (313) 546-8448
 • DURAN DURAN, KLEO, PEACETRAIN, TECHNOTRONIC, TLC

NORTH TEXAS DANCE ASSOC. • Dallas
 Tony Aco (214) 826-6832
 • AMAZHAN, DV8, PEACETRAIN, SNAP, TECHNOTRONIC

OUR MID-ATLANTIC POOL • Washington, DC
 B. Keart/A. Chasen (202) 483-8880
 • B TRIBE, BLACKGIRL, DIANA KING, TECHNOTRONIC, TLC

TABLES OF DISTINCTION • Washington, DC
 Eardrum (301) 270-2604
 • BLAK PANTER, BLACK SHEEP, DIANA KING, FRANKIE CUTLASS, SNOW

BOSTON RECORD POOL • Allston, MA
 Maurice Wilkey & James Hughes (617) 731-1500
 • ABIGAIL, BILLY RAY MARTIN, CYM LAJOY, DANA DANE, RETRO DISCO COMP. III

MUSIC INFORMATION X-CHANGE • Houston
 Sam Meyer (713) 529-6MIX
 • BILLY RAY MARTIN, DANA DANE, HUMAN LEAGUE, RAJA NEE, YO!CO ROSS

FLAMINGO RECORD PROMOTIONS • Miami
 Richard McVay (305) 895-1246
 • AMAZHAN, GOLDEN PALOMINOS, INDIAN LION, TECHNOTRONIC, YO!CO ROSS

HITZ • Miami Beach
 M. Moretta/Bugie/Greg Dahary (305) 532-4487
 • BROWNSTONE, BILLY RAY MARTIN, BUCKWILD, CHOP-N-CHAN, TLC

DIXIE DANCE KINGS • Alpharetta
 Dan Miller (404) 740-0356
 • DURAN DURAN, HUMAN LEAGUE, NADINE RENEE, PRINCE, SNAP

NORTHWEST DANCE MUSIC • Seattle
 John England (206) 223-8758
 • BILLY RAY MARTIN, HOLY GANG, HUMAN LEAGUE, KLEO, TECHNOTRONIC

DIRECT HIT • Massapequa
 Scott Allan (516) 541-6312
 • ABIGAIL, FRANKIE CUTLASS, LIZZ, TECHNOTRONIC, TRANSGLOBAL UNDERGROUND

MIDWEST DISC JOCKEY ASSOCIATION • St. Louis
 Ted Thornton (314) 533-8833
 • BLAK PANTER, CHAMP MC

GREATER BALTIMORE RECORD POOL • Baltimore
 Dino Grier (410) 235-5700
 • GEORGE LAMOND, KLEO, LONDONBEAT, MOBY, NEW JERSEY DRIVE

PITTSBURGH DJ ASSOC. • Pittsburgh
 Jim Kolich (412) 885-1472
 • 2PAC, 95 SOUTH, TECHNOTRONIC, TLC

DESERT WEST RECORD POOL • Phoenix
 Terry Gilson (602) 249-9214
 • HUMAN LEAGUE, NICKI FRENCH, PORTTRAIT, TECHNOTRONIC, TLC

FLORIDA SUNCOAST RECORD POOL-TAMPA BAY/ORLANDO • Tampa Bay
 H. Tripp/J. King/R. Roman (813) 544-7609
 • ADINA HOWARD, BRANDY, HUMAN LEAGUE, JUDI CHEEKS, NICKI FRENCH

DANCING DISC'S OF DENVER • Denver
 Lawana Sims (303) 333-6901
 • BIG MIKE, FRANKIE CUTLASS, TLC

5 STAR • Covington
 Mark Burney (606) 261-6972
 • DIS 'N' DAT, EL MAESTRO, SNAP, TECHNOTRONIC, YO!CO ROSS

SOBAD • San Jose
 Joel Wyrick (408) 277-0111
 • 2 IN A ROOM, ADINA HOWARD, BILLY RAY MARTIN, LONDONBEAT, TANYA LOUISE

CENTRAL OHIO RECORD CORP • Columbus
 Fred Dowdy (614) 442-3396
 • BLU, FRANKIE CUTLASS, NU SOUL HABITS, PEACETRAIN, URBAN DANCE SQUAD

STARFLEET MUSIC POOL • Charlotte
 Ronnie Matthews (704) 532-8496
 • 1-900, DANA DANE, JIMMY SOMERVILLE, SHATASHA, TECHNOTRONIC

BACKSTAGE MUSIC PROMOTIONS • Cincinnati
 Scott H. Covert (513) 721-2268
 • DJ SMURF, FABU, PEACETRAIN, PRINCE, SKEE-LO

LAS VEGAS RECORD SYSTEMS • Las Vegas
 Rory McAlister (702) 256-1567
 • 2PAC, BLACKGIRL, BILLY RAY MARTIN, DIANA KING, SNAP

HAWAII DISC JOCKEY ASSOC. • Honolulu
 Kevin Okada (808) 926-3591
 • BILLY RAY MARTIN, DANA DANE, HUMAN LEAGUE, SNAP, URBAN DANCE SQUAD

KEYSTONE SPINNERS RECORD POOL • Wilkes Barre
 Carl Gross (717) 823-5233
 • DIANA KING, FRANKIE CUTLASS, SNAP, STEVIE B.

JAMZ CITY RECORD POOL • Delano
 Sir T (805) 396-9522
 • CHANGING FACES, CHANGING FACES, JOINTZ FROM BACK IN THE DAYZ, METHOD MAN, TOO SHORT, WORLD RENOWN

CONNECTICUT'S MUSIC POOL • Orange
 Stephen M. Richardson (203) 789-0038
 • DIS 'N' DAT, FRANKIE CUTLASS, H-TOWN, PEACETRAIN, TLC

RICKETTS RECORDS • Morristown, NJ
 Bill Rickett (201) 478-5764
 • ADINA HOWARD, BLAK PANTER, D.C. LA RUE, KLEO, TOM JONES

IT'S A SLAM DUNK!

THANK YOU

POWER 106/LA

For Your "OUT-OF-THE-BOX" Add

Skee-Lo



"I Wish"

Also on:

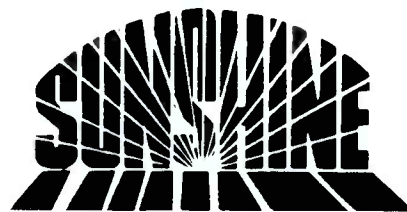
KKBT/Los Angeles

KGGL/Riverside

Z90/San Diego

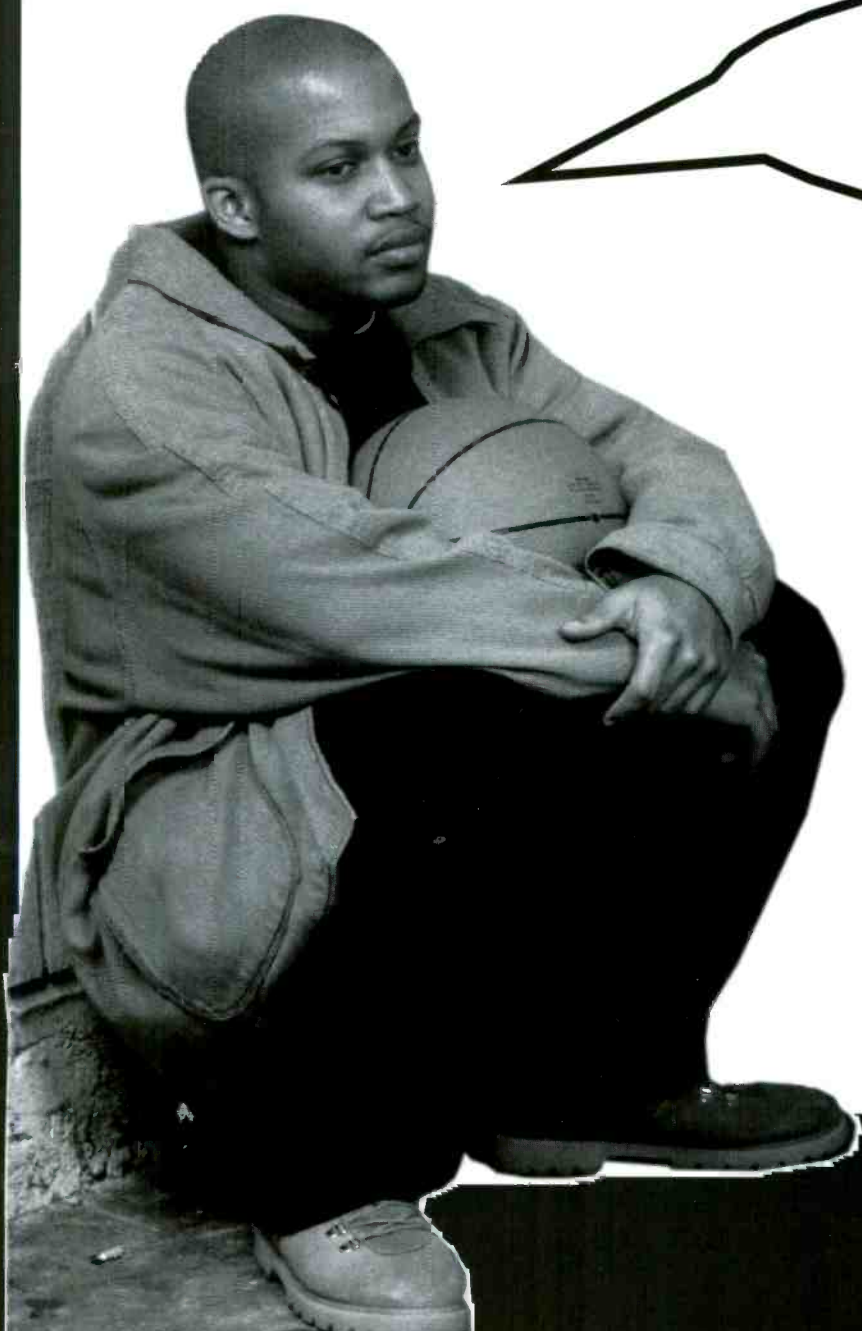
HOT97.7/San Jose

Representing 5 feet of flavor



Sunshine Records

(213) 465-5050 Fax (213) 466-1629





Grammy Pix



Seen here at Sony Music Ent. post-Grammy celebration are (l-r): Columbia recording artist **Tony Bennett**; **Thomas D. Mottola**, Pres./Chief Operating Officer, Sony Music Ent.; **Don Ienner**, Pres., Columbia; and Columbia recording artist **Bruce Springsteen**.



Capitol Records celebrated at the recent EMI Music Grammy party. Pictured (l-r): **Bob Segar**; Capitol President and CEO **Gary Gersh**; EMI President and CEO **Jim Fifield**; and **John Hiatt**.



Pictured (l-r): PointBlank President **John Wooler**; Chairman and CEO EMI Records Group Worldwide **Jim Fifield**; President/CEO Virgin Records America **Phil Quartararo**; **Bonnie Raitt**; PointBlank/Virgin artist **Pops Staples**; **Bonnie Raitt's father John Raitt**; and Exec. VP A&R, Virgin Records America **Kaz Utsonimiya**.



Pictured (l-r) at the 1995 MusiCares Dinner are: contemporary Christian artist **Steven Curt Chapman**; MusiCares Exec. Dir. **Jerry Sharell**; **David Crosby**; **Tony Bennett**; NARAS President/CEO and MusiCares President **Michael Greene** and Cuban born player **Arturo Sandoval**.



Pictured here celebrating at this year's EMI Music Grammy party are (l-r): **Bonnie Raitt**; **John Raitt**; Angel Records President **Steve Murphy**; and EMI Records Group North America Chairman and CEO, **Charles Koppelman**.



Seen here at Sony Music Ent. post-Grammy celebration are (l-r): **Thomas D. Mottola**, Pres./COO, Sony Music Ent.; Epic recording artist **Kenneth "Babyface" Edmonds**; **Barbara Edmonds**, Babyface's mother; **David Glew**, Chairman, Epic Records Group; and **Richard Griffiths**, President, Epic.

PETE MANRIQUEZ, HOT97.7
 "It's the bomb on the West Coast
 with East Coast flavor."

GIT IZM-IZED

**Just
 Added
 At:
 WPGC
 WJMH**

Audience Reach Over 4 Million

| | | |
|----------------|------------|---------------------|
| HOT97 | 27x | Top 5 Sales |
| 92Q | 21x | Top 5 Sales |
| WJMH | 21x | Top 10 Sales |
| HOT97.7 | 14x | |
| WHJX | 10x | |

CHANNEL LIVE

STATION IDENTIFICATION

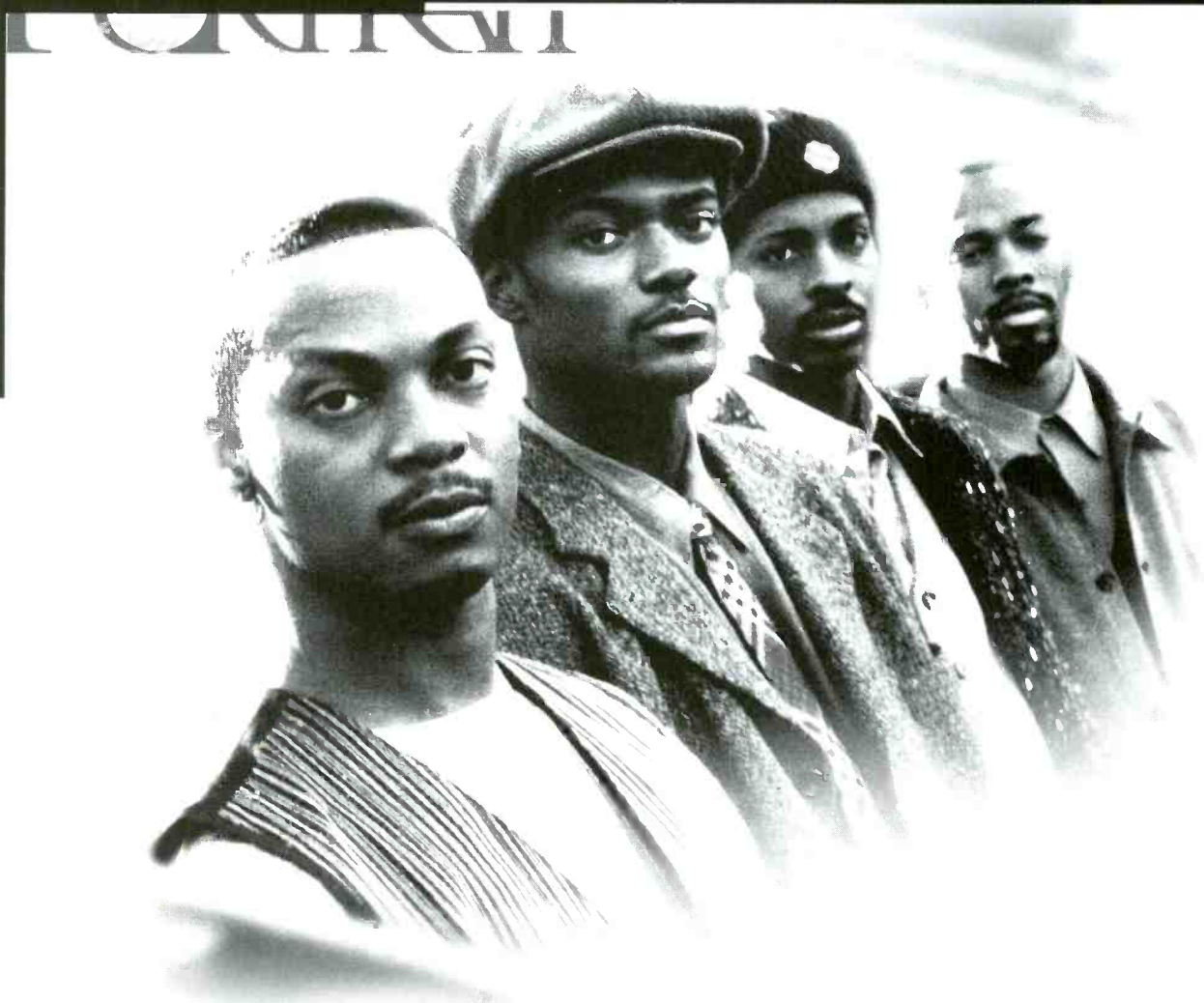
Includes "Mad Izm" (Featuring KRS-One) and "Reprogram"

Shipping Over 100,000 Units!



Git In Tune on Capitol Compact Discs & Cassettes
 Executive Producer: KRS-One

©1995 Capitol Records, Inc.



"I Can Call You"

**Now Playing On:
 WPGC, KZHT, KLRZ, KCAQ
 Urban Spins 844!**

**BET Audience Reach
 9 Million!**
Giving You A Choice

**V103 26x WKYS 22x
 WQUE 27x WTLC 24x
 Going For Airplay And Adds NOW!**

PORTRAIT ALL THAT MATTERS

The long-awaited follow-up
 to their smash debut
 featuring "I CAN CALL YOU,"
 "HOW DEEP IS YOUR LOVE,"
 "ALL THAT MATTERS"

On Capitol Compact Discs and Cassettes
 Produced by Portrait for Portrait Productions
 ©1995 Capitol Records, Inc.



that work both for sales and for the radio station.

RATINGS CAN BE VERY, VERY FICKLE. YOU COULD BE UP AND THEN YOU COULD BE DOWN AND THEN COULD BE UP AGAIN. HOW DO YOU SEE THE FUTURE? DO YOU THINK THAT YOU'RE GOING TO BE ABLE TO MAINTAIN THE AUDIENCE LEVELS THAT YOU HAVE NOW AT BOTH THESE RADIO STATIONS?

Judy: Keep in the mind the ratings we have now still include the last two months of the old KISS.

Steve: Which are actually keeping the numbers down.

Judy: So what we first need to see here is where we'll be at the end of the next two months and that's one of those big questions. Some of the answer has to do with what we can do inside, but a lot of it has to do with what goes on around us that we have no control over.

VERY, VERY TRUE. RIGHT NOW YOU DON'T HAVE ANY COMPETITION?

Judy: Yes we do.

WHO IS YOUR COMPETITION?

Judy: LPW, CBS-FM, UCD.

WE'RE TALKING ABOUT FOR KISS.

Steve: Yes, those are the competitors.

BUT HOT97 VIRTUALLY HAS NO COMPETITION?

Judy: HOT97 has...remember we're a demographic-targeted radio station, 18-24 and in that our competition is 'BLS and Z100.

IN OTHER WORDS, FOR YOU TO GET THE NUMBERS THAT YOU HAVE NOW, YOU'VE HAD TO PULL SOME AUDIENCE AWAY FROM BOTH THOSE RADIO STATIONS.

Steve: Keep in mind that there was a time when there were three stations in this market playing hip hop. KISS was one and 'BLS was another. We worked hard to get to this point where the only place you're going to hear hip hop is HOT97.

Judy: You still hear it on 'BLS.

WELL 'BLS PROBABLY IS IN QUITE A STATE OF FLUX RIGHT NOW. FROM WHAT I UNDERSTAND, THEY'RE IN SHOCK. THEY DON'T KNOW WHAT THEY'RE GOING TO DO OVER THERE.

Judy: Everybody assumed they're the target of KISS and they're not.

Steve: We don't listen, so we really just focus on these two stations.

YOU'RE DOING YOUR THING. THE MISTAKES THAT THEY'VE MADE, THAT'S THEIR

PROBLEM.

Judy: One of the things that we found, and again, everything changes, and you might find that in three months it's the wrong way to approach it, is that we look at HOT97 and say "how can we beat HOT97?" Then we look at KISS and say "how can we beat KISS?" We stand away from it and say "how can we be a better KISS than KISS is?"

Steve: That's more of a challenge than having a competitor across the street.

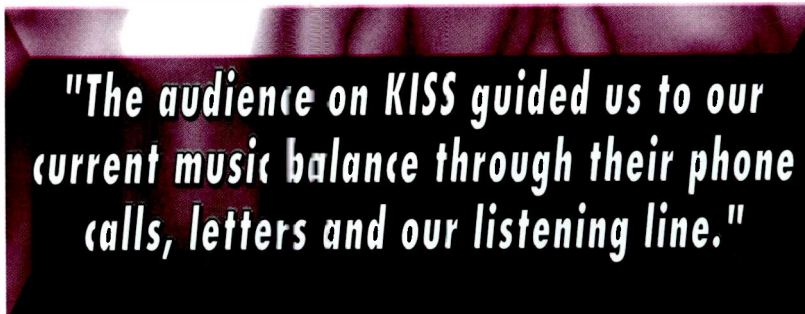
RIGHT, EXACTLY.

Judy: And we try to really think what also the other guy is doing.

TO BE HONEST WITH YOU, THAT'S THE WAY WE RUN OUR ORGANIZATION. IT'S NOT LIKE LOOKING AT OTHER MAGAZINES AND SAYING WHAT FEATURES DO THEY HAVE THAT WE CAN IMITATE. IT'S "WE HAVE TO BE BETTER THAN EVERYBODY ELSE BY BEING BETTER THAN OURSELVES TODAY." YOU ALWAYS HAVE TO BEAT YOURSELF. YOU'RE IN COMPETITION WITH YOURSELF.

Judy: So we consider ourselves our biggest competition.

JUDY, HOW DID YOU GET STARTED IN RADIO?



Sales.

WHERE WERE YOU? WHERE WAS YOUR FIRST JOB?

KISS. Only it was called 99X.

I REMEMBER THAT. WHAT YEAR WAS THAT?

1976.

1976. WHO WAS THE PROGRAM DIRECTOR?

At the time the program director was Lee Douglas.

I REMEMBER LEE DOUGLAS VERY, VERY WELL. ARE YOU A NEW YORK NATIVE?

No, I'm from Los Angeles.

WERE YOU INTERESTED IN RADIO AT THAT POINT OR WAS IT THAT YOU HAD NO CLUE

WHAT YOU WERE GOING TO GET INTO IT?

I didn't know I was going to get into it, but I was always a radio freak. I had a transistor under my pillow at night.

NOW ALL OF THE PROPERTIES FALL UNDER YOUR DIRECTORSHIP. IS THAT CORRECT?

Yes.

HOW WOULD YOU COMPARE WHAT YOU'RE DOING IN NEW YORK CITY TO WHAT YOU'RE DOING IN LOS ANGELES AT POWER106?

Judy: Very similar. I don't think they sound alike, but I think everything else is very similar. Our approach to imaging the radio station, our approach to sales, our approach to marketing.

Steve: I think HOT97 is a little bit more of a street kind of presentation, although POWER has a street presentation. Ours is rougher, more in your face, where POWER is more the L.A.-Long Beach kind of vibe.

Judy: HOT97 is more New York. It is more abrasive and has an edge to it.

Steve: They've got the exact mood and lifestyle for Los Angeles.

IS THERE ANYTHING WE DIDN'T COVER THAT YOU'D LIKE TO COVER IN THIS INTERVIEW?

The most important thing for you to

HE LITERALLY LOOKED ME IN THE EYE AND TOLD ME THAT HE WAS GOING TO BE AT THE HELM OF THE #1 AND THE #2 RADIO STATIONS IN NEW YORK CITY. WHEN I ASKED HIM "WELL HOW LONG DO YOU THINK THAT'S GOING TO BE," HE SAID, "I CAN'T GIVE YOU THE TIME SCHEDULE BUT IT'S GOING TO HAPPEN AND IT'S GOING TO HAPPEN SOON. AND HE WAS TOTALLY DETERMINED IT WAS GOING TO HAPPEN. HE REALLY IS DRIVEN. AND HE'S VERY, VERY PASSIONATE ABOUT WHAT HE DOES.

Judy: Yes he is. And he spreads this to the rest of the staff.

YES HE DOES AND HE'S VERY, VERY OPEN AS A HUMAN BEING AS WELL.

Judy: Oh yes.

JUDY, I DON'T KNOW IF STEVE HAS TOLD YOU, BUT I FOUND STEVE IN THE EARLY 1980'S. HE WAS WORKING AT KUKQ AND I STARTED CALLING HIM AND I HAD NO IDEA WHAT THE RADIO STATION WAS, BUT EVERY WEEK STEVE AND I TALKED ABOUT MUSIC AND HE MADE ME A HERO WITH THE RECORD COMPANIES. HE GAVE ME MORE LEADS ABOUT RECORDS THAT NOBODY ELSE KNEW ABOUT THAN ANYBODY ELSE.

Well thank you for finding him.

BUT I'VE GOT TO TELL YOU THIS GREAT STORY. ONE DAY I CALLED BOB GREENBERG (My Partner), WHO WAS THEN VP/GM AT ATLANTIC RECORDS, AND I SAID "KUKQ IS LOOKING AT YOUR RECORD FOR NEXT WEEK." AND BOB SAID TO ME, "WHO GIVES A SHIT?" AND I SAID, "WHAT ARE YOU TALKING ABOUT?" HE SAID, "DON'T YOU KNOW ANYTHING ABOUT THAT RADIO STATION?" AND I SAID, "NO, NOT REALLY." HE SAID, "NUMBER ONE, IT'S A DAYTIMER, AND NUMBER TWO, THEY'RE OPERATING OUT OF A TRAILER." SO I PICKED UP THE PHONE AND I CALLED STEVE. I SAID, "STEVE, LET ME ASK YOU TWO QUESTIONS. NUMBER ONE: ARE YOU ONLY A DAYTIMER?" AND HE SAID, "YES." THEN I SAID, "ARE YOU OPERATING OUT OF A TRAILER?" HE SAID "YES."

Judy: Well, you know, all I can say is he's not in the trailer anymore.

YOU GOT THAT RIGHT KID. YOU'VE COME A LONG WAY. I CONGRATULATE BOTH OF YOU AND I WISH YOU A LOT OF CONTINUED SUCCESS.

Thanks Barry.

MARCH

| WEDNESDAY | THURSDAY | FRIDAY |
|-----------|----------|--------|
| | | |
| | 8 | |
| | | 13 |
| | | 14 |

"Bruce Springsteen Greatest Hits" debuts #1 Billboard Album Chart

Video for Jeff Buckley's "Last Goodbye" hits BUZZ BIN

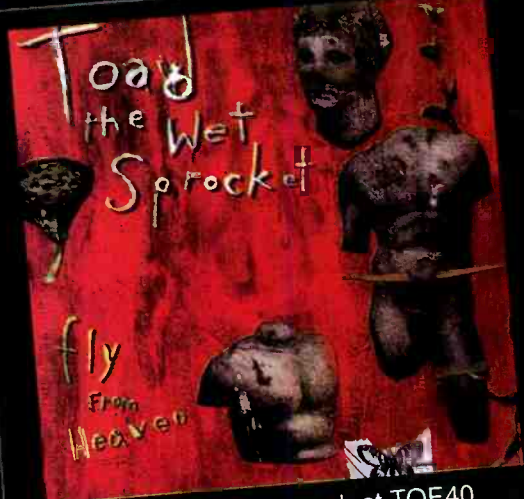
Impact for Harry Connick Jr. "She"

SOPHIE B. HAWKINS



Sophie's successful promo tour continues in support of As I Lay Me Down and you should hear what people are saying! Vic the Brick from KIS-FM/Los Angeles, Rick Dees show said "the glass in the studio was steaming she was hot; the best live performance I've ever seen, and Ken Benson said "Sophie's performance on the Z morning Zoo was spectacular." Danny Clayton, PD, WKTI said "Extremely active phone with impressive call-out after only 3 weeks, already #8 in rotation with a SoundScan single debut this week at #47!"

Big L. Put It On is in the mix at HOT97, WPGC, 92Q, WJMM, Z90, THE BOX, and KMEL! The street buzz is totally hot and the sales are awesome...#9 at Transworld, #3 at J&R Music World.



'Most New Airplay' this week at TOF40 including WKSS in Hartford and KIEF in Kansas City. Check out Hot 100 airplay in these cities: Cleveland, Milwaukee, Memphis, Sacramento, San Francisco, and Spokane. Fly From Heaven is the #1 rotation song at K-TY, Santa Barbara! Don't miss Toad's sold-out tour with Hootie & The Blowfish.

Buckshot LeFonque is Branford Marsalis and his funky band! Buckshot did spectacular morning show appearances on STAR94, 99X, and V103, Atlanta, a sold-out show and the next week his album went to #1 at HMV Records in Atlanta! You must check out Some Cow Funk from the album "Buckshot LeFonque."



Eric Bradley, APD, B96 wants you to know that "Show You Secrets" has been a big hit in Chicago for B96...it follows in the mainstream footsteps of Real McCoy. It's got tons of energy, hypnotic hooks, and it fits right in with what's goin' on right now." Hear this song on WWKX, KMXV, KZFM, KPRR, KBFM, KTFM, and HOT97.7

www.sony.com

Ear To The Ground



SIMPLE MINDS GO OVER THE EDGE! Pictured above are Matt Hansen, Jim Kerr, Andy Savage, Charlie Burchill, and Scott Robb.



LIVE FROM "THE HOUSE OF BLUES" IN THE BIG EASY! Pictured here are David Leach and Mercury Record's President Ed Eckstine surrounding their newest up and coming star, Joan Osborne, whose debut album "Relish" will be released in two weeks.

BIG DOIN'S IN THE RECORD COMMUNITY...

In an announcement that surprised many, MCA SR. VP/Promotion BRUCE TENENBAUM resigned this week. In an official press release, the label called his tenure at MCA, "its best three-years in history." It's hard to dispute that. As the label's promotion chief, BRUCE helped MCA score hits from a broad base of acts, including LIVE, TOM PETTY, ELTON JOHN, BOBBY BROWN, PATTY SMYTH, JOCELI, MEAT LOAF, MARY J. BLIGE, URGE OVERKILL, SHAI, HEAVY D., LONDONBEAT, the B52's and many more. Mr. TENENBAUM gave no indication of what his immediate plans are, other than saying he is "very excited about the opportunities that are out there and I'm ready for a new challenge." Expect to hear his name attached to some very heavy deals in the near future...possibly a part-ownership situation.

IF BRUCE TENENBAUM's resignation surprised some, the choice of his successor should surprise no one. MARK GORLICK (who, as the label's #2 promo guy, was instrumental in much of MCA's recent success) has been officially pinned with the label's Sr. VP stripes! Expect the promo juggernaut to keep on rollin' in Universal City!

HOLLYWOOD is the next stop for JOHN FAGOT. As had been rumored, the CAPITOL Sr. VP/Promotion will be leaving The Tower and heading for new digs at the DISNEY complex, where he'll run the Promotion Dept., for HOLLYWOOD RECORDS.

OUTGOING HOLLYWOOD promo VP BRENDA ROMANO is headed for INTERSCOPE to run the promotion department.

CONGRATULATIONS to VAL DeLONG. ELEKTRA's VP/POP Promotion has just been named to head the promotion department at LAVA RECORDS, reporting to the label's President, JASON FLOM.

LEAVING ON TOP...

Another surprise resignation went down this week as long-time KDWB/Minneapolis PD MARK BOLKE announced he's leaving the building. During his four-years programming there, MARK made the station a consistent winner. The latest trends for the station are an example of that, as KDWB grows 6.4 to 6.7! MARK will undoubtedly be courted for a variety of projects, but for now he's staying mum

as to his plans. He told EAR, "it was just time to move on to other things...I haven't made any decisions yet and I'm keeping my options open."

JUST IN TIME FOR ST. PAT'S DAY...

BIG high-fives and congrats to SUE O'NEILL, who has been officially named Program Director at WKSE (KISS 98.5), Buffalo. She's been the station's music director for some time, and has been acting-PD at KISS since the departure of BRIAN BURNS,

official land-speed record!] With a playlist that's gotten aggressively Alternative, a lot of interested parties will be calibrating their GEIGER-counters, and getting ready for some serious radio-activity

QUESTIONS & ANSWERS..

Q: "Is MERCURY really hot or what?" A: "Oh yeah, they're making some great cars..." Well, since we're a music magazine and not ROAD TEST, we are of course, referring to the record label, not the car company....and the answer is YES! Watch out for MERCURY-man DAV D LEACH and his promo posse to get *muy caliente*. If the continuing success of VANESSA WILLIAMS, BON JOVI, K-CI HAILEY and CRYSTAL WATERS wasn't enough, MARTIN PAGE is hittin' and the upcoming release of the soundtrack to "PANTHER" will put you on the floor!

"WOMEN FOR WOMEN" is the name of a new compilation album just released by MERCURY, (did we say they were hot?!) As the title suggests, it's a collection of music by women for women, featuring AMY GRANT, TAYLOR DAYNE, TINA TURNER, CATHY DENNIS, OLETA ADAMS, VANESSA WILLIAMS and many others. Proceeds will support breast health awareness through Hammer * Lace and the National Alliance of Breast Cancer Organizations.

SPEAKING OF WOMEN AND MUSIC...the movie music to "BOYS ON THE SIDE" is terrific. Like the movie, which is being hailed as the next "THELMA AND LOUISE," the soundtrack features an all-female cast...and we're talking about some of the premiere ladies in contemporary music! In addition to BONNIE RAITT, ANNIE LENNOX, MELISSA ETHERIDGE, SARAH McLACHLAN, STEVIE NICKS, THE PRETENDERS and SHERYL CROW, check out the INDIGO GIRLS and their absolutely exquisite "Power Of Two," which is also featured on the "girls'" current EPIC release "Swamp Ophelia."

EPIC Denver, local GEINA HORTON is getting out...so she can pursue her masters degree in Chinese Medicine!! GEINA said that after years of getting poked at and prodded by VP's and PD's, this is gonna be her chance to get in some needling of her own. To make your acupuncture appointment for 1997, or just to say "hey," ring GEINA at (415) 989-2993. So take two ginkgo nuts and some ginseng tea and call her in the morning!

The REAL JUICE

Is WPST/Trenton dropping its Alternative slant for Mainstream? ADAM ANT shuts down LA's VIRGIN MegaStore with too many fans...B93/Buffalo goes Dance Top40...Dr. Dave Ferguson named Interim PD at WPGC/am...Larry Burger back to NYC at WMXV...WPLJ expands 70's sound at night...KLRZ/New Orleans goes Dance...Rob Morris to be the PD in which city-Minneapolis or Salt Lake?

Namz - In - The - Newz

BOB JAMIESON/RCA (A Done Deal)
BRUCE TENENBAUM • MARK GORLICK
VAL DeLONG • SUE O'NEILL
JOHN FAGOT • BRENDA ROMANO •
NANCY LEVIN • JEFF BLALOCK

who left last month to program WDCG (G105)/Durham-Raleigh, N.C.

AND SPEAKING OF MR. BURNS...

After few weeks of tying up loose ends, BRIAN is in the house at G105. KANDY KLUTCH has kept it together there pending B.B.'s arrival. These two could make an awesome programming tandem. Keep your eyes open and get outta the way!

ANOTHER programmer who's finally getting settled in is CHUCK GEIGER. Although he's been at the programming helm of KISF since the first of the year, it was only a few weeks ago that he was finally able to get the rest of the GEIGER's settled in K.C. Ask CHUCK about the road-trip and his unof-

GILLETTE

"Mr. Personality"

KIIS-FM

"#1 requests for 3 months. The record is phenomona!"

Tracey Austin/MD

B96

"#1 requests and quickly too. There are mixes for everyone-- we're using the Ugly Mix and it's workin' big time. The 20 Fingers production posse is ON FIRE and showing no signs of slowing down."

ERIC BRADLEY/MD

JUST ADDED:

PWR96/Miami

WNVZ/Norfolk

WLAN

KKRD

WNKI

WFMF

A Twenty fingers Production

SOS
RECORDS

Z8
ENTERTAINMENT

THE
BOX
MUSIC TELEVISION
YOU CAN'T SOL

ADD

SELECTION #439

Ear To The Ground

THE HOT TIP

DAVE MATTHEWS BAND "What Would You Say" (RCA)

Programmers and music directors are raving about this great song! Already working for STEVE KINGSTON/Z-100, New York and SCOTT WRIGHT at B97 in New Orleans! Also KENNY KNIGHT/WKBQ, JAMES BAKER at KZIO, CHUCK LUCK at KZII and RICH ADAMS at WGLU!!! Consistent mentions in HITMAKERS conference calls and DISC-OVERY CLUB. This is a great Springtime record!



JIVE RECORD'S FU-SCHNICKENS JAMMING AT THE POWER106 FLAVA JAM!

Pictured above are Moc Fu, Michelle Mercer, Poc Fu, Chip Fu, Jack Fu (Satter), and Charlie Huero.



Z-100 MORNING ZOO WELCOMES 550 MUSIC RECORDING ARTIST DES'REE!

Pictured above are John Lander, Steve Kingston, Des'Ree, "Elliot The Producer", Patty Steele, and John Bell.

MICHAEL STEELE (the radio guy) is returning to Omaha to program Mitchell Broadcasting's new PoMo outlet, KYNN/THE EDGE. MICHAEL, who has recently been the MD at WEDJ/THE EDGE, Charlotte, will not only wear the PD stripes, but will work across the hall from KYNN sister station KQKQ (SWEET 98), where he spent 2-1/2 years as MD, and in that time helped make the station a ratings leader. He'll report to KQKQ PD DAN KEILEY, who is the OM for the duopoly, and GM MARTY REIMENSCHNIEDER. Saying "the time is right for modern rock to work in Omaha," MICHAEL said he's glad to be back in CORNHUSKER country and would like to offer you a great deal on his remaining HORNETS tickets.

EVEN MORE Q & A...

Q: "So is KKLQ/Q106 really getting softer?" A: "NO!" According to PD GREG STEVENS and APD/MD RAY KALUSA, any chatter about the station adjusting to a somewhat "less-firm" sound are untrue. Check the adds the last few weeks...looks pretty mainstream. Q: "So where'd the rumors come from?" A: "Hard to say." Could be though that they were started by a cross-town competitor somewhat renowned for such antics.

PUT UP AND SHUT UP...

STAR 93.1 (WWST) Knoxville, has thrown down the gauntlet to cross-town rival B97.5 (WJBX) over who really plays "more music and less talk." And STAR is putting its money where B's mouth is...issuing a MILLION-DOLLAR CHALLENGE!! The JACOR outlet is willing to pay WJBX \$1,000 if it's staffers refrain from talk for an entire day. If they stop talking for a month, STAR pays out \$100,000. If the B stays mum for the rest of the year, then STAR will pay them \$1,000,000. At press time we were unable to reach anyone at B97.5 for an official response. Heck, why would they want to talk?

PLAYIN ON "THE GREEN"...That's what they'll be doing in THE BIG APPLE, with Z-100's annual St. Patrick's Day breakfast broadcast from the world famous Tavern On The Green. STEVE KINGSTON and the staff of the Z-100 Morning Zoo will fete what's sure to be a star-studded guest list. We're grateful for the invitation, but wouldn't know what to where. To those who'll RSVP in the affirmative, we're absolutely "green" with envy!

WE'LL SAY IT AGAIN...

We loved last week's GRAMMY telecast. But apparently a lot of viewers didn't. The show scored a dismal 11.8 rating/19 share in the Nielson ratings. That's down 27% from last year's show, and 39% below the ratings from the 1993 broadcast. And according to an article in THE HOLLYWOOD REPORTER, the GRAMMY's aren't alone. Citing the recent decline in ratings of other music "trophy" shows (the AMERICAN MUSIC AWARDS and the BILLBOARD MUSIC AWARDS), the magazine asks, "Can music awards shows ever hope to return to the top of the ratings charts when viewers have their MTV?" According to the magazine, NARAS president MICHAEL GREENE is concerned, and so are the networks. The magazine quoted several TV executives who noted that with popular music and artists so accessible, and with that access often specialized and niched, it's simply not as easy as it once was to draw large audiences to mass-appeal, variety-oriented music shows. (If this trend continues, we may one day see awards shows with titles like "THE EAST COAST SWING HIP HOP AWARDS," "THE NORTHWEST ALBUM ADULT ALTERNATIVE AWARDS" and "THE ADULT-LEANING MAINSTREAM APPEAL AWARDS,"...which means where facing a future where THE GRAMMY's may be replaced by THE ALMA's!!)

PERSPECTIVE...

If you've gotten this far in the magazine without

reading TOM SHO VAN'S latest "Think Tank," then stop reading this, and turn to page 7. You'll be amazed!.....(5-minutes later)...See, we told you!

MUSIC, MUSIC, MUSIC...

HAVE YOU SEEN the stats on "Freak Like Me," from ADINA HOWARD? GREG THOMPSON and his crew at ELEKTRA have the complete story goin' on: video play, killer mainstream call-letters, sales, research...the whole nine!! If that's not enough, GREG and Co. scored this weeks MOST ADDED with the HUMAN LEAGUE's "Tell Me When,"...can you say SMOKIN'?

SPEAKING OF SMOKIN'!...NANCY LEVIN and her team at PRIORITY got in a 1-2 punch this week, scoring direct hits at two formats! DR. DRE's "Keep Their Heads Ringin'" was this weeks MOST ADDED on the Rhythm Chart, and FOREIGNER's spectacular "Until The End Of Time" hauled in 36 Top40 adds, for second MOST ADDED status! If you don't like the fade-up intro., check out the second mix on the CD-pro...very tasty stuff!

HAVE YOU BOOKED YOUR ROOM AT THE WESTIN FOR THE CHICAGO SEMINAR, MAY 4, 5, and 6?

MORE Q & A...

Q: "What's up in the BIG VALLEY?" A: SILVERADO COMMUNICATIONS has purchased KMIX-FM/AM, Modesto, and begun simulcasting programming from it's Stockton outlets, rhythmic Top40 KWIN, and Spanish KCVR-AM. If you're scoring at home, this now puts 6 stations under the operations and programming control of BOB LEWIS...whom we will now refer to as SIR!

ADINA HOWARD FREAK LIKE ME

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

The premiere single and video from the forthcoming debut album

Do You Wanna Ride.

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

**"Great night jam."
JOHN IVEY, WXKS**

**Closing In On 1,600 Spins!
7 New Adds Including:
KS104-Denver**

Playing At:

| | | |
|-----------------|---------------|---------------|
| KIX106 86 Plays | WOVV 29 Plays | XHTZ 67 Plays |
| WJMN 64 Plays | KDON 63 Plays | KJYK 59 Plays |
| KIKI 58 Plays | WERQ 51 Plays | KKFR 48 Plays |
| KLUC 48 Plays | WHHH 44 Plays | WJJS 44 Plays |
| WPGC 40 Plays | KPWR 38 Plays | Q105 38 Plays |
| KKSS 38 Plays | WJMH 34 Plays | WQHT 33 Plays |
| WNVZ 35 Plays | KHTN 32 Plays | KZFM 31 Plays |
| KWIN 33 Plays | KPSI 29 Plays | WHJX 29 Plays |
| WBSS 30 Plays | KUBE 25 Plays | KWTX 26 Plays |
| | | KMEL 24 Plays |

**Top 10 Pop Single Sales!
#7 R&B Single
LP Debut #69***



#3 Most Played!



© 1995 Warner Bros. Entertainment Inc. All Rights Reserved. Warner Bros. Entertainment Inc. is a registered service mark of Time Warner Entertainment Company, L.P.



IMPACTING RADIO

ON ITS SECOND WEEK WITH:

- OVER **1000** DETECTIONS
- OVER **6** MILLION LISTENERS

NEW ACTION THIS WEEK INCLUDES:

| | | | | | |
|---------|------|-------|------|------|------|
| WSPK | WVSR | WDJB | KZIO | WRHT | WZJM |
| WZOK | WFMF | PWR96 | KYYY | KSMB | |
| HOT97.7 | 92Q | KIXY | WKRZ | KZZU | |
| WCIR | WDDJ | WIXX | WHOT | WSNX | |

STRONG BDS ROTATIONS INCLUDE:

| | | | | | |
|--------|----------|------|----------|------|----------|
| PRO-FM | 24 Spins | WEDJ | 23 Spins | WXXL | 27 Spins |
| WKSE | 21 Spins | WFHN | 20 Spins | WDJX | 26 Spins |
| KTFM | 40 Spins | KZHT | 32 Spins | KKRD | 23 Spins |
| K92 | 28 Spins | WAPE | 31 Spins | B-96 | 18 Spins |

WITH INCREASING ACTION AT THESE STATIONS:

| | | | | | |
|------|------|-------|------|------|------|
| WRVQ | Y100 | FLY92 | KWNZ | KMCK | WZYP |
| WDBR | WWKX | WABB | KLRZ | KIOC | WQGN |
| WVKS | KDUK | KZII | KJYO | WOVV | WTCF |
| WZOQ | WJET | WKFR | WBNQ | WMRV | KQIZ |
| KPRR | WVIC | KISR | KCLD | WTWR | KBFM |
| WNNK | KSIQ | KWTX | WGLU | KCHX | WBHT |
| WLAN | WFLZ | WNOK | WHHY | KHTY | |
| WWCK | WHHY | KRBE | B94 | WNDU | |

