

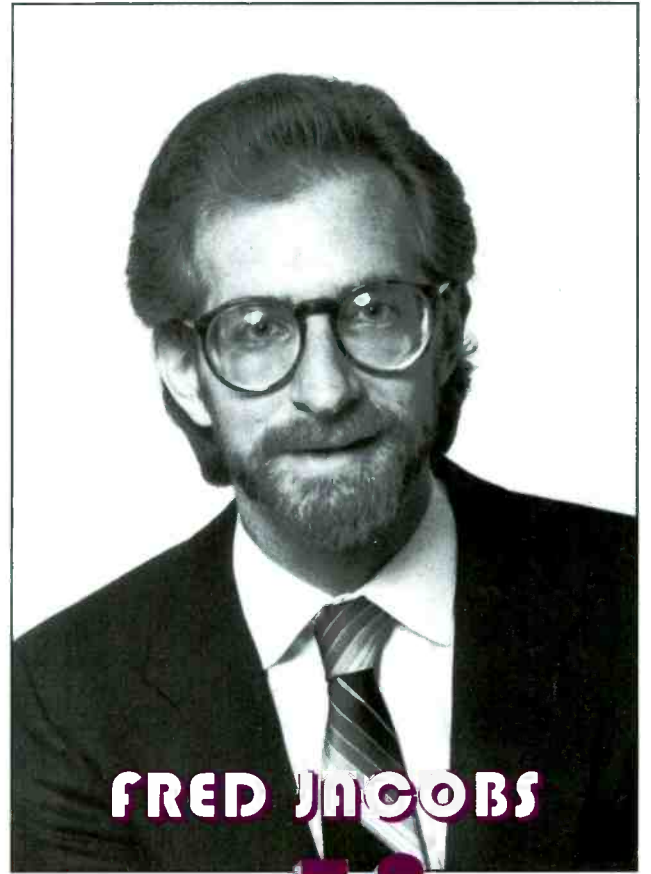
HITMAKERS[®]

ISSUE 886 \$5.00

April 28, 1995



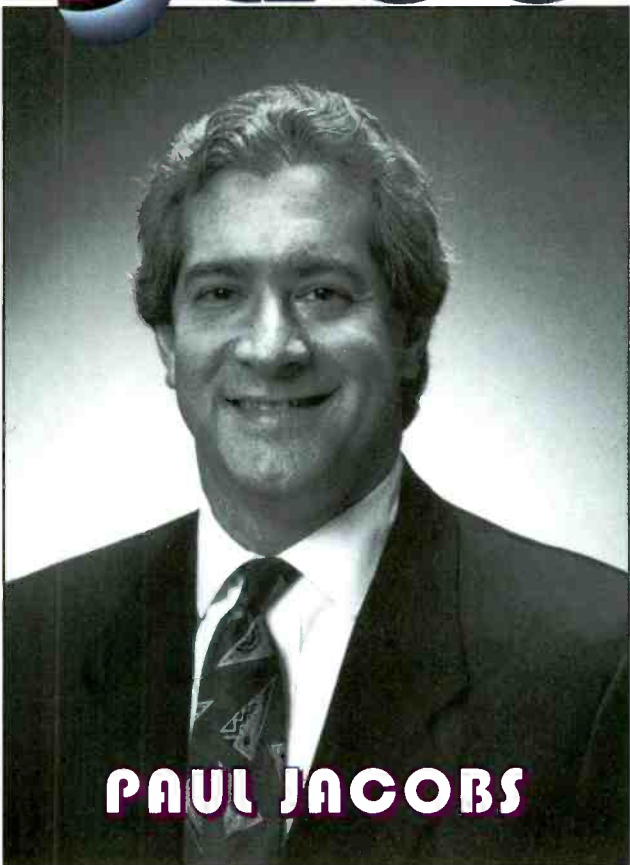
BILL JACOBS



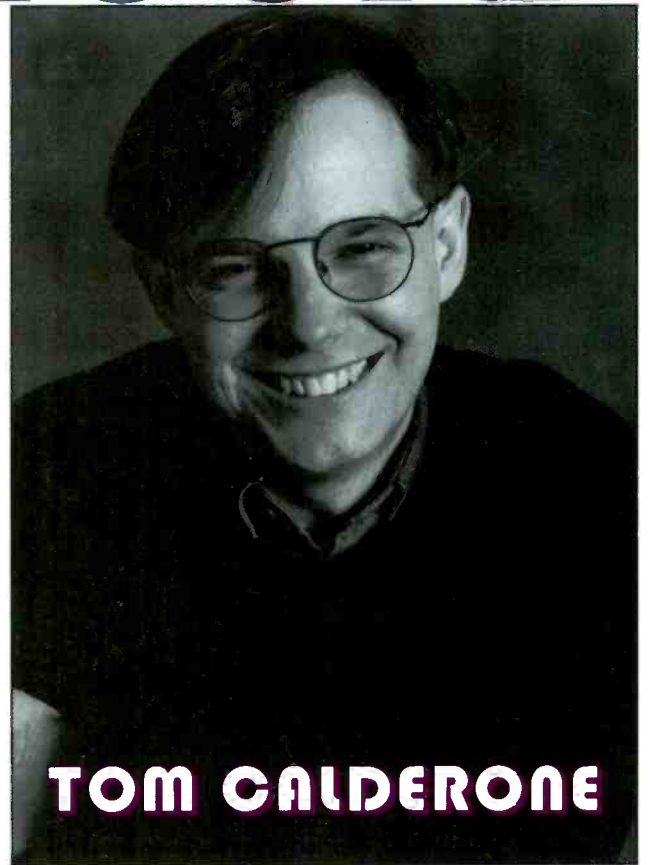
FRED JACOBS

*an
exclusive
interview
with*

jacobs media



PAUL JACOBS



TOM CALDERONE

Just Say...

YAKI-DA

"I Saw You Dancing"

GOING FOR AIRPLAY NOW

Written and Produced by Jonas Berggren of *Ace Of Base*

132 BDS DETECTIONS!
SPINNING IN THE FIRST WEEK!

WJJS	19x
KBFM	30x
KLRZ	33x
WWCK	22x

© 1995 Mega Scandinavia, Denmark
It means "cheers!" in welsh!



TOP 40 Radio Multi-Format Picks

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

MAINSTREAM

- | | |
|--|---|
| 4 P.M. Lay Down Your Love (ISLAND) | JULIANA HATFIELD Universal Heartbeat (ATLANTIC) |
| ADAM ANT Wonderful (CAPITOL) | MATTHEW SWEET Sick Of Myself (ZOO) |
| ADINA HOWARD Freak Like Me (EASTWEST/EEG) | MONTELL JORDAN This Is How...(PMP/RAL/ISLAND) |
| BOYZ II MEN Water Runs Dry (MOTOWN) | M-PEOPLE Open Up Your Heart (EPIC) |
| BRUCE SPRINGSTEEN Secret Garden (COLUMBIA) | NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) |
| COLLECTIVE SOUL December (ATLANTIC) | R.E.M. Strange Currencies (WARNER BROS.) |
| CORONA Baby Baby (EASTWEST/EEG) | SHAW BLADES I'll Always Be With You (WARNER BROS.) |
| DAVE MATTHEWS What Would You Say (RCA) | SIMPLE MINDS Hypnotised (VIRGIN) |
| DAVE STEWART Jealousy (EASTWEST/EEG) | TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) |
| DIANA KING Shy Guy (WORK GROUP) | THE JAYHAWKS Blue (AMERICAN) |
| ELASTICA Connection (Geffen) | TOM PETTY It's Good To Be King (WARNER BROS.) |
| GENERAL PUBLIC Rainy Days (EPIC) | VANESSA WILLIAMS The Way That You Love (MERCURY) |
| JON B. AND BABYFACE Someone To Love (YAB YUM/550) | |

STREET SHEET

- | | |
|--|--|
| 2PAC Dear Mama (INTERSCOPE) | METHOD MAN/MARY J. BLIGE I'll Be There For You (DEF/RAL/ISLAND) |
| IV XAMPLE I'd Rather Be Alone (MCA) | MONICA Don't Take It Personal (ROWDY/ARISTA) |
| BLESSID UNION OF SOULS I Believe (EMI RECORDS) | M-PEOPLE Open Up Your Heart (EPIC) |
| BOYZ II MEN Water Runs Dry (MOTOWN) | NAUGHTY BY NATURE Feel Me Flow (TOMMY BOY) |
| BRANDY Best Friend (ATLANTIC) | NUTTIN NYCE Froggy Style (JIVE) |
| BROWNSTONE Grapevine (MJJ/EPIC) | REAL McCOY Come and Get Your Love (ARISTA) |
| CORONA Baby Baby (EASTWEST/EEG) | SELENA Missing My Baby (EMI RECORDS) |
| DA BRAT Give It 2 U (WORK GROUP) | SF SPANISH FLY Crimson & Clover (WARNER BROS.) |
| DIS & DAT Freak Me Baby (EPIC) | SIR MIX-A-LOT Sleepin' Wit My Fonk (AMERICAN/REPRISE) |
| Dr. DRE Keep Their Heads Ringin' (PRIORITY) | SKEE-LO I Wish (SUNSHINE/SCOTTI BROS.) |
| JON B. AND BABYFACE Someone To Love (YAB YUM/550) | SOUL FOR REAL Every Little Thing I Do (UPTOWN/MCA) |
| KUT KLOSE I Like (ELEKTRA/EEG) | TOTAL f/Notorious B.I.G. Can't You See (TOMMY BOY) |
| LE CLICK Tonight Is The Night (LOGIC/BMG) | UNV So In Love With You (MAVERICK/WB) |
| MASTA ACE The I.N.C. Ride (DELICIOUS VINYL/CAPITOL) | VANESSA WILLIAMS The Way That You Love (MERCURY) |

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The **BUZZ** Is On...

HITMAKERS'

CHICAGO

Is The Place!

May 4 • 5 • 6

The Westin Hotel

(312) 943-7200

THURSDAY, May 4th

T.J. MARTELL FOUNDATION CHARITY GOLF TOURNAMENT
and DINNER honoring JEFF McCLUSKY - President/JEFF
McCLUSKY and ASSOCIATES

PLEASE REGISTER ME FOR CHICAGO!

Name: _____ Station/Company: _____

Address: _____ City: _____

State: _____ Zip: _____

**Rush your completed registration form and
check or money order for \$200.00 to:**

HITMAKERS Magazine

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

FRIDAY, May 5th

11 AM - 4 PM

THE STREET SHEET SESSIONS

CROSSOVER RADIO • MIXSHOW DJ'S • STREET MUSIC • INDIE LABELS

Including a working lunch sponsored by ISLAND RECORDS

with a special performance by 4PM

Scheduled to appear: TRACY CLOHERTY/HOT97, TODD CAVANAH/B96, ERIK BRADLEY/B96, ROY JAYNES/KKSS, ROB SCORPIO/KBXX, GREG HEAD/KBXX, MICKEY JOHNSON/WHJX, GREG BRADEY/WHJX, JOE DAWSON/WWKX, BOB PERRY/KHQT, CLIFF TREDWAY/KTFM, BOB HAMILTON/KYLD, BOB LEWIS/KWIN, M.C. BOOGIE D./KYJK, KAHUNA/KLRZ, DAVE LEE MICHAELS/WJJS, MARK FEATHER/KQKS, LUCY B./KCAQ, CHARLIE MAXX/KZFM, CAMILLE CASHWELL/WERQ, SONIA JIMENEZ/KGGI, SHELLIE HART/KUBE, GLENN FRISCIA/HOT97/, DJ GROOVES/Z90, EDDIE MIX/KPRR, DJ MIDIMACK/KSIQ, RICHARD HUMPTY VISSION/POWER106, NASTY NESS/KCMU, RORY McCALISTER/KCEP, JULIAN JUMPIN PEREZ/B96, BAD BOY/B96, TIM SCHOMMER/B96, DWANE BRADLEY/WJLB, MYSTRO/WPGC, and more

A SPECIAL ADDRESS BY RICH BALSBAUGH

CEO/PYRAMID BROADCASTING

STATE OF THE INDUSTRY

"Climbing The Ladder In A Male Dominated Industry"

Scheduled to appear: NANCY LEVIN/PRIORITY Records, HEIDI JO SPIEGEL/BIG BEAT Records, LISA VELASQUEZ/ATLANTIC Records, KIM HUGHES/RCA Records, TRACY CLOHERTY/HOT97, JAN TEIFELD KRUM/MCA Records, CAMILLE CASHWELL/92Q, SONIA JIMENEZ/KGGI, LUCY B./KCAQ, DANA LUNDON/WZEE, LISA McKAY/WRVQ, CHARLIE MAXX/KZFM & RUBY CHEEKS/WRQK,

6 PM - 8 PM

INDIE LABEL COCKTAIL PARTY

Hosted by MS Distributors, Ichiban Records, Flat Canyon Records, Eureka Records, Big Doggie Records, Sunshine Records, Attitude Records, Classified Records, Pandisc Records, Cutting Records, and Basix (S.O.H.) Records

SATURDAY, May 6th

11 AM - 4 PM

SOUNDS OF THE REGION

Including a working lunch sponsored by COLUMBIA RECORDS

with a special performance by BRANFORD MARSALIS

BUCKSHOT LeFONQUE

SPECIAL GUESTS for this session: research expert DAVE ELLIOTT, PAIGE NIENABER and MARK SHANDS (HITMAKERS Contributing Editors/New World Comm.)

Each radio station will present an aircheck followed by Q&A with the stations

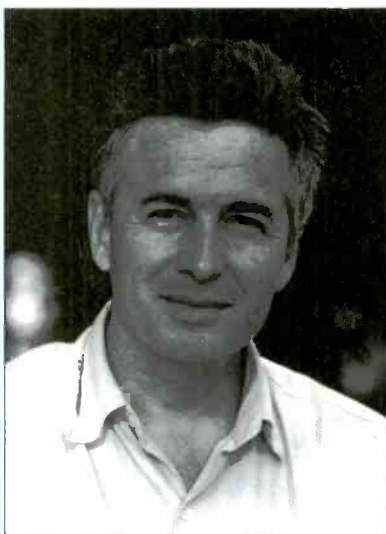
PD and MD. Each station participating must have a 3 minute composite.

Scheduled to appear: DAVE ROBBINS and DAN BOWEN/WNCI, BILL KLAPROTH/WDBR, DANA LUNDON/WZEE, CLARKE INGRAM/WPXY, JIM CERONE/WZPL, ROB MORRIS and RICK THOMAS/KDWB, TODD CAVANAH and ERIK BRADLEY/B96, MIKE MORGAN/WFLY, BILL MITCHELL/WNDU, CALVIN HICKS/WWXM, DAVE EUBANKS/WZJM,, JAMES BAKER/KZIO, GLEN DILLON/WKFR, SCOTT ROBBINS/WBNQ, CHARLIE QUINN/Y107, SCOTT THOMAS/WDJB, ALAN FEE/KLYV, JOHN HARRISON/WAZY, ALEX TEAR/WGRD, MIKE LOWE/WAIA, RUBY CHEEKS/WRQK, TOM MARTENS/KWTX, STEVE KLEIN and SCOTT FIEST/WRKY, and many more along with these "out-of-the-region" Special Guests...JOHN IVEY/WXKS-FM, STEVE SMITH-MIKE ABRAMS-TRACY CLOHERTY/HOT97, BRUCE STEVENS/WZNY, CAT THOMAS/WZYP, KEN BENSON/KKRZ, JOE DAWSON/WWKX, DON BENSON and KEVIN PETERSON/STAR94, HARV BLAIN (Harv Blain Consulting), BOB HAMILTON/KYLD, Mr. ED LAMBERT/KHKS, STEVE RIVERS (Pyramid Broadcasting), MARK BOLKE and more.

***MEET AND GREET MANY OTHER
INDUSTRY PROS ALSO IN ATTENDANCE!***

HITMAKERS Faces & Places

STEVEN BAKER NAMED WARNER BROS. PRESIDENT



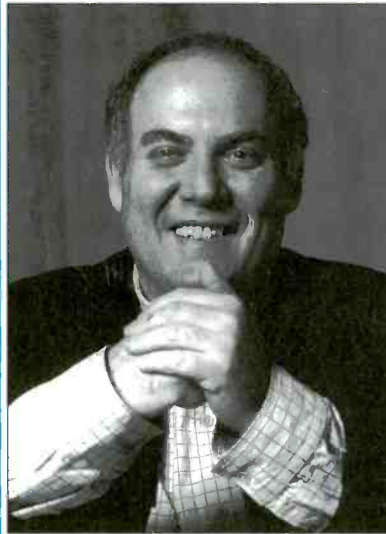
Steven Baker has been named President of the Warner Bros. Records label, one of the key components of Warner Bros. Records, Inc. The announcement was made by Danny Goldberg, Chairman and CEO of Warner Bros. Records Inc.

Baker's Warner Bros. Records tenure began in 1978 as a tape evaluator in the A&R department. In 1983 he became an assistant to Lenny Waronker, while continuing his duties in the A&R Department. In 1987 he became VP of Product Management, a post he held until his recent promotion.

Commenting on the appointment, Goldberg remarked, "Success in this business depends so much on a good working relationship with artists and there is, simply, no one better at understanding, encouraging and facilitating artists than Steven. His history at Warner Bros. Records is an object lesson in successful artists relations and product management: just ask

Perry Ferrell, the Talking Heads, the B-52's, New Order, R.E.M., Elvis Costello, the Red Hot Chili Peppers, Seal and the dozens of other new and established artists that have benefited from Steven's insight, experience and genuine love of the creative process. It's with great pride that I join with the rest of the company in congratulating him."

HOWIE KLEIN NAMED REPRISÉ PRESIDENT



Howie Klein has been named President of the Reprise Records label, one of the key components of Warner Bros. Records, Inc. The announcement was made by Danny Goldberg, Chairman and CEO of Warner Bros. Records Inc.

Klein began his music industry career as a journalist and radio personality in the San Francisco Bay Area. As owner and operator of the independent label 415 Records, he was responsible for signing a number of important alternative acts and established a nationwide reputation for discovering and nurturing artists on the cutting edge.

In June of 1987 he became VP/GM of Sire Records and a year later was named Warner Bros. Records VP and GM for Sire Records. During his tenure at Sire, Klein continued to work closely with a number of new and established artists in various musical arenas, helping make the label a magnet for innovative artists.

Commenting on the appointment, Goldberg remarked, "From his days on the San Francisco underground scene through his incredible successes at Sire, Howie has established an unparalleled reputation as an executive who not only takes risks, but has the experience and ability to make those risks pay off, both creatively and commercially. By the same token, Reprise Records has always been about the new and unexpected, from Jimi Hendrix and Neil Young to Green Day and Belly. Simply put, Howie Klein and Reprise Records is a perfect match and I'm delighted to be serving as the matchmaker."



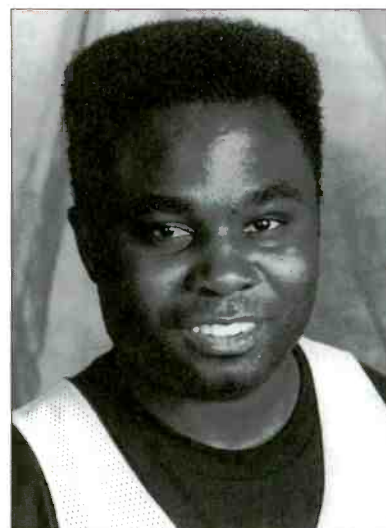
Samantha Schwam has been appointed Vice President of Finance for ATLANTIC Records.



Larry Kenswil has been promoted to Executive Vice President, Business and Legal Affairs for MCA Music Entertainment Group.



Todd Interland has been named Associate Manager for ROCKET Records.



Jeffrey Bowens has been appointed A&R Executive for GIANT Records.

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PUBLISHER:
BARRY FIEDEL

PRESIDENT:
BOB GREENBERG

STREET SHEET EDITOR:
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The 1995 Grammy in the Schools program will be funded by the generous donations of BMG Direct and Warner Music Group, it was announced by Michael Greene, President/CEO of the National Academy of Recording Arts & Sciences® and The NARAS Foundation®. Pictured (l-r): **Robert Morgado**, Chairman/CEO, Warner Music Group; **Linda Moran**, VP, Group and External Relations, Warner Music Group; **Michael Greene**, President/CEO, National Academy of Recording Arts & Sciences and The NARAS Foundation; and **Worth Linen**, President/CEO, BMG Direct.

**Over 900 Hot 100 Spins
26* Top40/Adult Monitor**

Major Airplay:

**Z100, WXKS, WPLJ, PRO-FM, STAR94, B97,
B94, WTIC, WKSS, WPST, WRQX, WAPE, XL106.7,
WZJM, WTMX, WXRT, Q102, WNCI, Y107,
WKBQ, KXYQ, KHMV, KYSR, Q106**



Extra Large

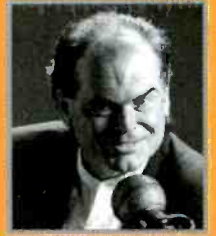
Artist of the Month-May



Stress Rotation

BRUCE SPRINGSTEEN
SECRET GARDEN

BRIEFS FROM THE WAR ROOM



PROMOS, PACKAGING and making the cinematics work, to keep the station sound consistent, element by element through the transitions. A way to view that string of events is to simply keep each transition, from one element to the next, different. It almost sounds too simple doesn't it? It's a thought pattern too that can prevent the station from sounding robotic or mechanical. The temptation is to run too many sweepers to create stationality.

Careful. Programming a personality vs. the stationality concept is a fine line and a daily mission to find the sweet spot. Generating your unique sound with hooks, promos, sweeps and stagers in whatever way you dress up the station. Setting up morning shows, music, contests, etc., and maintaining brevity (focus) and the creative animation is a big, important challenge. Staying personable without too much talk, not getting in the way of the basic product (music for example) without becoming sterile and overly predictable. The key is balance and staying fresh.

It's at this point that the DJ may get confused with content and focused brevity in a break or transitional injection of his or her presence. Often, DJ's will find this search for balance frustrating and limiting. Actually, it's quite the opposite. The DJ on a personable station weaves in and out, over and through many opportunities to enhance by setting the mood and the stage.

The DJ is live and can deliver hit-and-run content that no jingle or any other production aid can.

All of the things that happen in any given hour and daypart, particularly on a busy station. This requires minute-by-minute focused attention to put it all together while keeping the music the king image. (Respect for the product and the listener). Generally, a DJ, jingles, sweepers, stop sets, news, contests, etc., work best when very organized, calculated, planned out for well prepared execution in quick, on-and-gone style to avoid clutter. The DJ duties really must be understood to being a planner, a monitor and buffer. A presenter of all elements. Never can he or she forget that they are the number one on-air seller. The better the preparation and attention to balance and detail...the better the station will move.

The DJ and all the other elements connect and buffer, enhance and assist in the big picture, over all package. When all is properly lined up and executed, the station is never flat, lack-luster or the pusher of repetitive perception that many radio listeners complain about. Done right, the DJ and other elements are a solid extension of the music and image. It gets the sizzle knob turned up, puts the zip into the cinematics between the songs and other elements.

Producing a radio station requires imagination

and a keen sense of balance in the production equation. It's cross hair targeting. It should be fast, friendly for both the listener and the station pilot. It takes concentration and discipline to make a station effortless and fun to listen to for the faithful or the most passive listener. Like the guy says when presenting some audio treatment, *the audience is listening*.

The NAB'95 Expo/multi-media showing was a mind blower for the 80,000+ people who came from all over the world. An example of a transition into a technological revolution, a trip to the 10th dimension, a scientific odyssey. Broadcasting is coming into a new era. Again, wake up bears, the rap is over. Stay tuned and in touch.

The Chicago **HITMAKERS!** The regional meetings are a great idea for programmers and associated industry people. Jerry and Bo (KLUC) shamed me so bad last year in Las Vegas playing golf! I'll just have to look at the pictures...Seriously, wish I could have made it this year. Congratulations to Jeff McCluskey.

Mark Driscoll Productions
PLANET CREATIONS Voice and
production/creative specialist.
WARNER HOLLYWOOD STUDIOS,
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Written for HITMAKERS.

MY VIEW

By **CHRIS RUH**

WHEN DISASTER STRIKES

A flashlight, fresh drinking water, medical supplies, blankets, non-perishable food and essential eating utensils, matches, kerosene, fresh batteries and a radio...these are the basics of any disaster survival kit. Depending upon one's geographic location, some things may be added or subtracted. For instance, storing kerosene in earthquake country is not a wise idea, but adding an inflatable raft makes sense for those living in flood plains. Some things though are absolute, universal essentials. And after food, water, heat, shelter and medicine, nothing is more essential during times of disaster or community crises, than a radio. It's a subject I've been thinking of writing about for a future column. However, this past week's calamitous bombing in Oklahoma City provided me with ample motivation to broach the issue now.

Citing radio's vital importance during times of crisis may be overstating the obvious. If you've got a disaster readiness kit, chances are, it's got a radio in it. If you don't have a disaster kit, you know you need one, and that it ought to include a radio. The reason of course is simple: during a time of disaster or crisis, a radio is a portable link to vital news and information.

Think about it. If your city experienced a blackout at this very moment, what's the first thing you'd do? You might try using the phone to get in touch with your local power company. Of course, the phones might not work, and if they did, you might not get through. So your next step, in all likelihood, would be to turn on the radio, to try to find out what's going on. You would do this, instead of turning on the TV, because, unlike your television, your radio will run off batteries. (To be sure, you may have a Sony Watchman, or other DC-powered TV, but most people do not.) Indeed,

radio's portability, and low-cost reliability, make it an absolutely invaluable resource during civic emergencies, whether-related disasters, and crisis situations both big (like the Oklahoma city bomb attack), or small, (such as the aforementioned blackout.) As an everyday citizen, you recognize, almost innately, radio's value during a time of crisis. But as a radio programmer, do you have an emergency action plan? Are you prepared with an *on-air* survival kit?

Early in my programming career, I'd never given much thought to on-air disaster preparedness and my station's response during/after a disaster. But on an early October afternoon in 1989, that all changed.

I was the PD at KZOZ in San Luis Obispo, which is located midway between L.A. and San Francisco on the California coast. I'd just kicked off "the drive at five" and was down the hall making a perfunctory check of the AP news wire, hoping to catch some early news from the just-begun World Series game between the San Francisco Giants and the Oakland A's. (Central Coast residents claim squatters rights to teams in both Southern and Northern California, and the all-Bay Area Series was particularly exciting.) As I made my way back to the studio, my G.M. said that he thought he'd just felt an earthquake. When I cracked the mic for my next break, I made a glib (and not very funny) remark to the effect that "that shaking you just felt was probably Rosanne Barr hitting a speed bump." A moment later though, my smug satisfaction was shattered when the news wire began spewing out streams of copy about a "killer quake" in the Bay area. Although we'd barely felt it, 200 miles to the north there was massive devastation and destruction.

The rest of that afternoon was one of the most stressful and strangely exciting of my career. A lot of what occurred that day is a bit hazy in my

memory; due, no doubt, to the rather surreal atmosphere in the studio. I do recall though, how quickly and spontaneously the entire staff got together and began pulling copy, answering phone calls, monitoring the TV and the police scanner. I recall being grateful for my journalism training, and my experiences (even earlier in my career) preparing and presenting news.

Once we'd determined that there was no significant damage in our area, we went on what I would term "alert" status: playing music, but breaking in with regular updates throughout the afternoon. Despite my concern for our neighbors to the north, I felt proud of the way the station had pulled together, and of everyone's tacit commitment to serve our listeners. In fact, I had to check my own commitment against my natural impulses a short time later, when we received a report that the emergency sirens had sounded at the nearby Diablo Canyon nuclear power plant! Not wanting my continued radio activity to result in eternal radioactivity, I was relieved to learn that the sirens were a false alarm!

A poignant moment came later that afternoon, when a tired voice on the other end of the phone said simply, "Thanks for the music." The Bay area caller said that he and his family were trapped in their apartment, and with many local stations off the air, he was grateful for not only news, but for music as well, which he said was keeping his kids calm during the crisis. Apparently KYA, which broadcasts on our frequency, 93.3, was off the air, and we were booming into San Francisco!

Following this incident, I always made sure I had a plan for dealing with emergencies and disasters. And if you don't have one, you should. Because when disaster strikes, even if it's not in your community, your station could be the one keeping people informed and "calm during the crisis."

ADINA HOWARD FREAK LIKE ME

THE 2ND BESTSELLING SINGLE IN AMERICA!

New Adds include:

WBZZ/Pittsburgh, KKRZ/Portland,
WIOQ/Philadelphia, WBBM/Chicago,
KBXX/Houston, KYLD/San Francisco, KHFI/Austin

Mega-Huge-Freakin' spins at:

WJMN/Boston
WXKS/Boston
WKSS/Hartford
WQHT/New York
WWKX/Providence
WERQ/Baltimore
WPGC/Washington
WHJX/Jacksonville
WFLZ/Tampa

WJMH/Greensboro
WNVZ/Norfolk
WBZZ/Pittsburgh
KMXV/Kansas City
WBBM/Chicago
WHHH/Indianapolis
WZPL/Indianapolis
KHKS/Dallas
KBXX/Houston

KTFM/San Antonio
KQKS/Denver
KKRZ/Portland
KZHT/Salt Lake City
KUBE/Seattle
KMEL/San Francisco
KIIS/Los Angeles
KKFR/Phoenix



#9 Most Requested!



ACTIVE



#2 Most Played!



KUT KLOSE "I Like"

New Adds Include: **WHJX/Jacksonville**

Big spins at:

WFLZ/Tampa, WPGC/Washington, WHHH/Indianapolis,
KCAQ/Oxnard, WWKX/Providence, WERQ/Baltimore,
XHTZ/San Diego, WJJS/Roanoke,
KHTN/Modesto!



#7 Most Requested!



HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. CORONA "Baby Baby" (EASTWEST/EEG)
2. JON B. AND BABYFACE "Someone To..." (YAB YUM/550)
3. COLLECTIVE SOUL "December" (ATLANTIC)
4. SHAW BLADES "I'll Always Be With..." (WARNER BROS.)
5. VANESSA WILLIAMS "The Way That You..." (MERCURY)
6. MATTHEW SWEET "Sick Of Myself" (ZOO)
7. BILLY PILGRIM "Sweet Louisiana" (ATLANTIC)
8. JEFF BUCKLEY "Last Goodbye" (COLUMBIA)
9. NICKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
10. SIMPLE MINDS "Hypnotised" (VIRGIN)
11. BETTER THAN EZRA "Good" (ELEKTRA)
12. THE JAYHAWKS "Blue" (AMERICAN)
13. JULIANA HATFIELD "Universal Heartbeat" (ATLANTIC)
14. M-PEOPLE "Open Up Your Heart" (EPIC)
15. SHARA NELSON "Down That Road" (EMI RECORDS)
16. ADAM ANT "Wonderful" (CAPITOL)
17. THE CAUFIELDS "Devils Diary" (A&M)
18. ELASTICA "Connection" (Geffen)
19. JAN ARDEN "Could I Be Your Girl" (A&M)
20. MONTELL JORDAN "This Is How We Do..." (PMP/RAL/ISLAND)
21. SOPHIE B. HAWKINS "As I Lay Me Down" (COLUMBIA)
22. BOYZ II MEN "Water Runs Dry" (MOTOWN)
23. BRUCE SPRINGSTEEN "Secret Garden" (COLUMBIA)

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

JEFF BUCKLEY

"Last Goodbye"



DAMON COX, MD, WAPE, Jacksonville

"Very way cool. It's a record thing. You've got to feel this record."

SCOTT ROBBINS, PD, WBNQ, Bloomington

"Cool song."

RUBY CHEEKS, PD, WRQK, Canton

"Real good record."

JERI BANTA, PD/MD, WYKS, Gainesville

"Tested, battled, won. Will do very well."

SCOTT WRIGHT, PD, B97, New Orleans

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

SOPHIE B. HAWKINS

"As I Lay Me Down"

PAUL WALKER, PD, OK95, Tri-Cities

"Adult female appeal."

JOE FRIDAY, MD, WAEB, Allentown

"For three months I've been sayin' this is a hit record! If you haven't listened to this, dig it out and give it a chance!"

JOHN FLINT, PD, WAZY, Lafayette

"Big female record."

MIKE SOMMERS, PD, WSTW, Wilmington

"Great female record."

DANNY CLAYTON, PD, WKTI, Milwaukee

"#2 callout record females 29-34, POWER ROTATION."

JOHN O'DEA, PD, WNNK, Harrisburg

"If your not playing this, you're missing out. This is a hit record!"

Bob Lewis



PD, KWIN/Stockton

Career Highlights:

- Every radio station I've worked for good & bad. Being fortunate to be working with talented people and brilliant management.

Family:

- Single. Just turned 29. No kids. Three foot RCA "Nipper"

Hobbies:

- Film. Radio. Television. Comedy. Writing.

Quote:

- "If you borrow a man's Versace jacket...make sure you give the man the Versace jacket back."

Nominees for Issue 887.

Vote for your choice.

1. JOE LARSEN (PD, Z104/Madison)
2. DAVE EDWARDS (PD, WNTQ/Syracuse)
3. CARLY RUSH (PD, KHHT/Tulsa)

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Programmer of the week
wins a Sony Walkman™!

Top40 Disc-overery Club

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

ABBA *Dancing Queen* (POLYDOR) - It's been re-released on the *Muriel's Wedding* soundtrack. We just put it on the air. Great response. Could be another *Oh What A Night!*

REAL McCOY *Come And Get Your Love* (ARISTA) - Looks like another smash for Real McCoy.

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - This is a #1 song. It's our most requested record after only five weeks. If you're not playing it, get with it!

JOEY GIOVINGO, APD/MD, 897, New Orleans

THE CAUFIELDS *Devils Diary* (A&M) - Best record I've heard in a long time.

GREEN DAY *She* (REPRISE) - Looks like this is the next big record for the boys.

THE MUFFS *Sad Tomorrow* (REPRISE) - Could be a big cross-over hit.

NEAL SHARPE, PD, JET-FM, Erie

JULIANA HATFIELD *Universal Heartbeat* (ATLANTIC) - She can really just belt it out. She's been someone who helped establish Modern Rock and she's about to become Mainstream.

COLLECTIVE SOUL *December* (ATLANTIC) - This is closer to *Shine* than *Gel* was. It fits in well here!

RUSTED ROOT *Send Me On My Way* (MERCURY) - A semi-local band, from Pittsburgh. They started off regionally, but now, with exposure on the Page-Plant tour, they're about to bust out nationwide. Check it out!

CHRIS TAYLOR, PD, K92, Roanoke

YAKI-DA *I Saw You Dancing* (LONDON) - It's pretty cool! It's got tempo and you can cut a rug to it!

MADONNA *Don't Stop* (MAVERICK/SIRE/WARNER BROS.) - Excellent song. It's what Madonna does best - get funky!

HURRICANE SHANE, MD, KBFM, McAllen-Brownsville

EGGSTONE *Cornflake Crow* (CRITIQUE) - It's familiar sounding...It reminds me of Family Affair. It's got a Retro/cool sound that's old and recognizable, yet fresh too. It's spelled wrong on the album, but check it out!

BLESSID UNION OF SOULS *Let Me Be The One* (EMI RECORDS) - A great record that really connects with me.

RON BEGNAUD, MD, KBIU, Lake Charles

ELASTICA *Connection* (GEFFEN) - Hot record. Should be a hot phone record.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Good song from this band. I like this.

JULIANA HATFIELD *Universal Heartbeat* (ATLANTIC) - I like this tune.

ERNESTO GLADDEN, PD, KBZR, Phoenix

COLLECTIVE SOUL *December* (ATLANTIC) - I like this a lot. Good song.

THE JAYHAWKS *Blue* (AMERICAN) - It's about time for this band.

DURAN DURAN *Thank You* (ATLANTIC) - This is the one.

JOHN RAMSEY, PD, KCLD, St. Cloud

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Good song. Should do well.

COLLECTIVE SOUL *December* (ATLANTIC) - Good follow-up to their last record.

MIKE DANGER, MD, KCLD, St. Cloud

COLLECTIVE SOUL *December* (ATLANTIC) - The more I hear it the more I like it.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Should be a given in the Midwest.

SHERYL CROW *Myself* (IMPORT) - Find it, play it. Sounds great.

MARK RADWAY, MD, KDUK, Eugene

SHARA NELSON *Down That Road* (EMI RECORDS) - We've been playing it...it's getting some good phones, and it's a great all-dayparts groove!

COLLECTIVE SOUL *December* (ATLANTIC) - This is very accessible. One of my favorite records from them so far!

MATTHEW SWEET *Sick Of Myself* (ZOO) - I like it...We've been out early on some of his other stuff, and we think this will, finally, be a really big hit for him.

M-PEOPLE *Open Up Your Heart* (EPIC) - Good follow-up record! *Moving On Up* we hammered, and this will probably be the same...A big record!

RICK THOMAS, MD, KDWB, Minneapolis

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - I like it. Hot record. Should be there soon.

DIANA KING *Shy Guy* (WORK GROUP) - Good song from a hit movie, *Bad Boys*.

MICHAEL JACK KIRBY, PD/MD, KFFM, Yakima

CORONA *Baby Baby* (EASTWEST/EEG) - This record sounds good. It has real power!

PAULA ABDUL *My Love Is For Real* (VIRGIN) - A bizarre turn for Paula.

ROXY LENNOX, APD, KGOT, Anchorage

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - This is a no-brainer!

SF SPANISH FLY *Daddy's Home* (WARNER BROS.) - We've been spiking this and every time we play it, we get a lot of phone calls from listeners who like it a lot!

MICK FULGEM, MD, KISX, Tyler

THE DWELLERS *Rocket Ride* (EMI RECORDS) - Cool, cool record, hook after hook.

M-PEOPLE *Open Up Your Heart* (EPIC) - Damn good record.

JULIANA HATFIELD *Universal Heartbeat* (ATLANTIC) - Good cross over. Will be strong. I like it.

GREG WILLIAMS, MD, KKRZ, Wichita

BETTER THAN EZRA *Good* (ELEKTRA) - This is a sleeper. It could surprise a lot of people and be huge at Top40!

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - A strong ballad and Babyface comes with strong credentials. The movie *Bad Boys* has been #1 for three weeks and we're getting some early calls on this one.

ERIC MURPHY, APD/MD, KKRZ, Portland

NELSON *All Shook Up* (GEFFEN) - The boys are back and sound great.

BLESSID UNION OF SOULS *Let Me Be The One* (EMI RECORDS) - If this isn't the second single, they're crazy. Smash!

UNV *So In Love With You* (MAVERICK/WARNER BROS.) - This will be the next big wedding tune.

ALAN FEE, PD, KLYV, Dubuque

BILLY PILGRIM *Sweet Louisiana* (ATLANTIC) - This is a good new song.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Big record, big sales.

CORONA *Baby Baby* (EASTWEST/EEG) - I like this. Good, good song.

ELASTICA *Connection* (GEFFEN) - Great cross over record. Will be strong for us.

JEFF HUGHES, MD, KNIN, Wichita Falls

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Good tune, Babyface. Good job. Will do well.

MATTHEW SWEET *Sick Of Myself* (ZOO) - Cool song. MTV. Great cross over song.

CORONA *Baby Baby* (EASTWEST/EEG) - I like this. Will be strong for us.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - I like this. Great song.

DAN OLSEN, PD, KOKZ, Waterloo

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Two huge names. Could be a home run.

BOYZ II MEN *Water Runs Dry* (MOTOWN) - Absolute smash!

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Has *When Can I See You* overtones. Will be big.

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Next little record. It grows on you.

MATTHEW SWEET *Sick Of Myself* (ZOO) - Could be his breakthrough record. Great hooky, Pop song.

NINE INCH NAILS *Hurt* (INTERSCOPE) - *Closer* was huge for us. I expect this to do the same.

PAT CLOUD, PD, KQID, Alexandria

SIMPLE MINDS *Hypnotised* (VIRGIN) - This is a good new one from the band.

BILLY PILGRIM *Sweet Louisiana* (ATLANTIC) - Good song from this Southern boy.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - I like this. Good love song.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Another beautiful love song from Babyface.

JIMI JAMM, MD, KQKQ, Omaha

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - What took so long to put this out?

BETTER THAN EZRA *Good* (ELEKTRA) - Record with a nice summertime feel. We love it in Omaha. 'Nice weather.'

STEVIE B. *Dream About You* (THUMP) - Get on the stick. Play it, it works.

KRISS HART, PD, KQM, Honolulu

SHARA NELSON *Down That Road* (EMI RECORDS) - A good mass appeal record with tempo. I'm glad to see a lot of different mixes too!

BRUCE SPRINGSTEEN *Secret Garden* (COLUMBIA) - This is a really, really nice record!

PAUL BRYANT, MD, KRBE, Houston

THE SURFING BRIDES *Everything's Fine* (I.R.S.) - Try and get your hands on this. Memorable after one listen.

REAL McCOY *Operator* (ARISTA) - 11th track on CD will mention different one each week. Great CD.

NOFX *Leave It Alone* (EPITAPH) - This is Green Day turned up a notch.

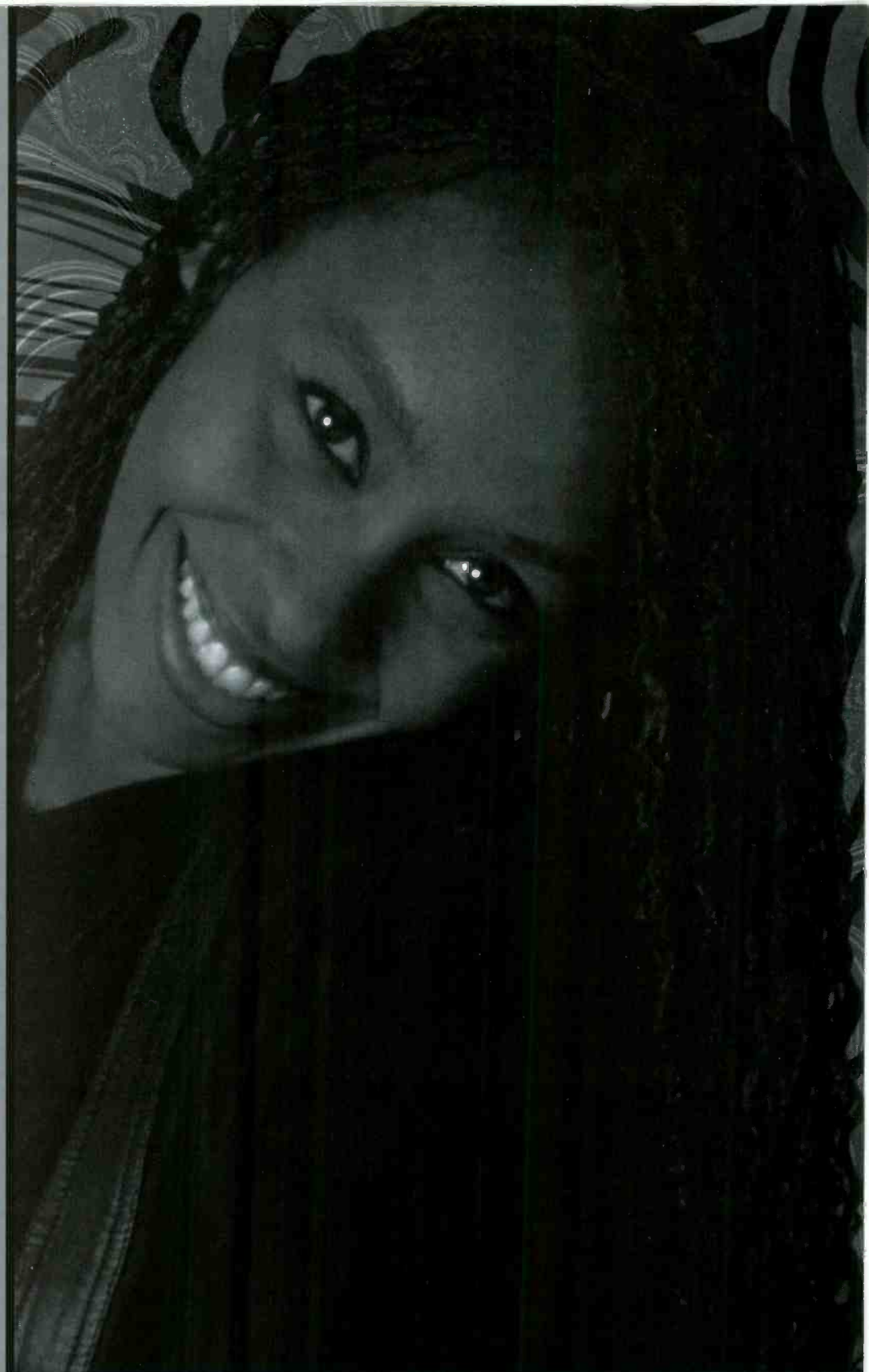
CORONA

Baby Baby

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WKSS/HARTFORD**



The follow-up single to
the Top Ten smash
“The Rhythm Of The Night”

Produced by Checco & Soul Train
for Lee Marrow Productions



Top40 Disc-covery Club

DAVE CHRISTOPHER, PD, KSLY, San Luis Obispo

SHAW BLADES *Too Much Of A Good Thing* (WARNER BROS.) - The best Rock record out in a while. Their vocals are familiar and it's a good song!

M-PEOPLE *Open Up Your Heart* (EPIC) - I think it's got a great hook. It's uptempo. A good Springtime, dance-Pop record.

CORONA *Baby Baby* (EASTWEST/EEG) - I just really like this record a lot!

TOM MARTENS, PD, KWTX, Waco

ADT *Make A Move* (TECHNIQUE) - Great success. Could be a secret weapon.

CORONA *Baby Baby* (EASTWEST/EEG) - Hot, hot record. Will be huge for us.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - The best of the ballads.

JUSTIN CASE, MD, KZIO, Duluth

THE JAYHAWKS *Blue* (AMERICAN) - This is a good up record.

SHARA NELSON *Down That Road* (EMI RECORDS) - Strong song. I like this a lot.

WATERLILLIES *Never Get Enough* (REPRISE) - Just a great record. Will do well for us.

PAUL WALKER, PD, OK95, Tri-Cities

SOPHIE B. HAWKINS *As I Lay Me Down* (COLUMBIA) - A really nice record. Give this a shot. It should appeal to adult females.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - If you played the Damn Yankees, this one's for you too!

MICHAEL DEAN, APD, OK95, Tri-Cities

BETTER THAN EZRA *Good* (ELEKTRA) - It's safe to say that this record is "good!"

BILLY PILGRIM *Sweet Louisiana* (ATLANTIC) - Really hooky...A one or two-listen record.

JAN ARDEN *Could I Be Your Girl* (A&M) - I think she's a Canadian Sheryl Crow - Ayel!

MARY KARLZEN *I'd Be Lying* (ATLANTIC) - Hooky, female, upbeat... "I'd be lying" if I said it wasn't good!

DAN DEATON, PD, WAIA, Melbourne

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Big record for Vanessa.

CORONA *Baby Baby* (EASTWEST/EEG) - Great follow-up to a smash. Uptempo.

THE JAYHAWKS *Blue* (AMERICAN) - Good song. This will do well for us.

JOE FRIDAY, MD, WAEB, Allentown

SOPHIE B. HAWKINS *As I Lay Me Down* (COLUMBIA) - For three months I've been sayin' this is a hit record! If you haven't listened to this, dig it out and give it a chance!

CORONA *Baby Baby* (EASTWEST/EEG) - Finally, I think I've figured out the formula for a hit record - you must put 'baby' somewhere in the title, and the more times you repeat it in the song the bigger the hit! Great follow-up dance pop hit!

EAGLES *Learn To Be Still* (Geffen) - Don Henley is back on lead vocals. Record sounds great!

DAMON COX, MD, WAPE, Jacksonville

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Very way cool. It's a record thing. You've got to feel this record.

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Great female phones, instant reaction. What more could you ask for?

THE CAUFIELDS *Devils Diary* (A&M) - This thing rocks. Check it out.

JOHN FLINT, PD, WAZY, Lafayette

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

SOPHIE B. HAWKINS *As I Lay Me Down* (COLUMBIA) - I like it. Big female record.

COLLECTIVE SOUL *December* (ATLANTIC) - Will be a monster.

KID KELLY, PD, WBHT, Wilkes-Barre

SIMPLE MINDS *Hypnotised* (VIRGIN) - I like it. Good job Simple Minds.

JULIANA HATFIELD *Universal Heartbeat* (ATLANTIC) - Cool song. Cutting edge. Good buzz record.

THE JAYHAWKS *Blue* (AMERICAN) - Great record. I love this. Will do well.

STEVE HILTON, MD, WBHV, State College

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Good fun record for the summer.

R.E.M. *Strange Currencies* (WARNER BROS.) - Very reminiscent of *Everybody Hurts*. Will be their biggest yet.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Shows her versatility. Good uptempo song.

BEAU LANDRY, PD, WBIZ, Eau Claire

STEVIE B. *Dream About You* (THUMP) - Strong phones already on this record.

JAN ARDEN *Could I Be Your Girl* (A&M) - Good track. Heartland record, adult feel.

SHERYL CROW *Dy'er Maker* (ATLANTIC) - This song is huge for us. Doing very well.

SCOTT ROBBINS, PD, WBNQ, Bloomington

MATTHEW SWEET *Sick Of Myself* (ZOO) - This should be the one that takes him over.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Cool song. I like this a lot.

M-PEOPLE *Open Up Your Heart* (EPIC) - Good record from the M band.

MICHAEL LYNN, PD, WBSS, Atlantic City

CORONA *Baby Baby* (EASTWEST/EEG) - Another follow-up that jams!

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - Slamming dance jam. Will be strong.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Great job from Baby again.

JOHN RILEY, PD, WCIL, Carbondale

JAN ARDEN *Could I Be Your Girl* (A&M) - Some people may have trouble with it because of its content, but they shouldn't. This is a good record.

MARY KARLZEN *I'd Be Lying* (ATLANTIC) - Just a great uptempo Pop record.

SIMPLE MINDS *Hypnotised* (VIRGIN) - A pretty good record. It's nice when the second release from an album is better than the first, which this is.

SCOTT THOMAS, MD, WDJB, Fort Wayne

MATTHEW SWEET *Sick Of Myself* (ZOO) - Huge Alternative. Will cross nicely.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Huge phones, Top 10 sales already.

JORDAN HILL *Remember Me This Way* (MCA) - A Mariah Carey feel. Big for summer.

TOM NAYLOR, MD, WEDJ, Charlotte

OFFSPRING *Gotta Get Away* (EPITAPH) - Great song. Check it out.

ADAM ANT *Wonderful* (CAPITOL) - I like this. Will do well.

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Movie. Good female following.

LIZ JORDAN, MD, WERZ, Exeter

SIMPLE MINDS *Hypnotised* (VIRGIN) - Good song from Simple Minds.

ELASTICA *Connection* (Geffen) - I like this a lot. Good press already on the band.

MIKE AND THE MECHANICS *Over My Shoulder* (ATLANTIC) - This should do well for us.

JIM REITZ, PD, WFHN-FM, New Bedford

CORONA *Baby Baby* (EASTWEST/EEG) - Strong follow-up to a hot record.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Good song, very strong cross over.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - This is a hot Top40. Look at this.

JOHNNY A, PD, WFME, Baton Rouge

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Requests off spikes. Good phones already.

CORONA *Baby Baby* (EASTWEST/EEG) - An early pick. Good sound for us for summer.

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Always done well for us. Movie will support this.

ALEX TEAR, PD, WGRD, Grand Rapids

RADIOHEAD *Fake Plastic Trees* (CAPITOL) - This is an interesting, good song.

MAD SEASON *River of Deceit* (COLUMBIA) - Cool bunch of bands put this together.

THE CAUFIELDS *Devils Diary* (A&M) - Great record. Rock with this.

STEVE GILINSKY, PD, WGRD, Binghamton

CORONA *Baby Baby* (EASTWEST/EEG) - Good follow-up. The last one did very well for us.

M-PEOPLE *Open Up Your Heart* (EPIC) - This should do very well for us. Good sound.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Requesting already. Good adult record.

JACKIE JOHNSON, MD, WIFC, Wausau

JAN ARDEN *Could I Be Your Girl* (A&M) - I like it! It's nice not hearing another wimpy female song.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Anything that Babyface touches turns to gold. This will too!

T.J. MARTELL
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FOR LEUKEMIA, CANCER, AND AIDS RESEARCH



C H I C A G O

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at the Chicago Westin Hotel

Top40 Disc-overery Club

DENA DESNICK, MD, WJMX, Florence

SIMPLE MINDS *Hypnotised* (VIRGIN) - This is all over our station. Just do it.

BILLY PILGRIM *Sweet Louisiana* (ATLANTIC) - This will work for all formats. Very sweet sound.

KENNY KNIGHT, MD, WKBQ, St. Louis

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Starting to get interest. Sales off test.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Another solid record from Vanessa.

SHERYL CROW *Dy'er Maker* (ATLANTIC) - Started testing. Pulling phones.

WALLY McCARTHY, PD, WKDY, Utica

CORONA *Baby Baby* (EASTWEST/EEG) - Natural follow-up. Good song.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Can't wait for the next one.

BILLY PILGRIM *Sweet Louisiana* (ATLANTIC) - Good song from the Southern singer.

GLENN DILLON, MD, WKFR, Kalamazoo

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Great new song from this band.

MATTHEW SWEET *Sick Of Myself* (ZOO) - Cool cross-over hit for Matthew.

THE DWELLERS *Rocket Ride* (EMI RECORDS) - Love this. Hook city. Will be a strong summer record.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Another hit for Vanessa.

TINA SIMONET, MD, WKSS, Hartford

YAKI-DA *I Saw You Dancing* (LONDON) - Check out the DJ Miko mix. It sounds really good on the radio.

PORTRAIT *How Deep Is Your Love* (CAPITOL) - Portrait does the Bee Gees. A nice mature job with the song. They make the Bee Gees hip again.

JULIANA HATFIELD *Universal Heartbeat* (ATLANTIC) - What a neat song!

DAVID SKINNER, PD, WLAN, Lancaster

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Familiar song. Should be a big record.

COLLECTIVE SOUL *December* (ATLANTIC) - I like this. Cool song. Will deal soon.

LETTERS TO CLEO *Here & Now* (GIANT) - Doing very well for us.

DEAN JONES, MD, WMRV, Binghamton

THE CAUFIELDS *Devils Diary* (A&M) - I like this one. Will do well for us.

DIANA KING *Shy Guy* (WORK GROUP) - Great summertime record. Good sound.

SHARA NELSON *Down That Road* (EMI RECORDS) - Massive Attack was great. Shara will do well on her own.

DAN BOWEN, APD/MD, WNCI, Columbus

BOYZ II MEN *Water Runs Dry* (MOTOWN) - Another smash. Will be there.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Perfect Pop record. Should fit everywhere.

ELTON JOHN *Believe* (ISLAND) - This is doing very well for us.

TERRY SIMMONS, PD, WPXR, Davenport

CORONA *Baby Baby* (EASTWEST/EEG) - Hot song, good follow-up.

MATTHEW SWEET *Sick Of Myself* (ZOO) - This should be a breakthrough song.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - I like this. Good record.

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

COLLECTIVE SOUL *December* (ATLANTIC) - Has the potential to be another smash.

BRUCE SPRINGSTEEN *Secret Garden* (COLUMBIA) - Big record for Bruce.

ADINA HOWARD *Freak Like Me* (EASTWEST/EEG) - Building a great story.

SCOTT FEIST, MD, WRKY, Steubenville

COLLECTIVE SOUL *December* (ATLANTIC) - Love this. Could be their biggest yet.

ADAM ANT *Wonderful* (CAPITOL) - Good up, Spring record.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Good response on this.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - I like this a lot. Should kick in strong.

RUBY CHEEKS, PD, WRQK, Canton

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Real good record. Better than the last.

UNDERGROUND LOVER *Losing It* (POLYDOR/A&M) - If you don't have it, get it!

KEITH CURRY, MD, WSNX, Grand Rapids

BOYZ II MEN *Water Runs Dry* (MOTOWN) - No comment needed. A smash!

SF SPANISH FLY *Daddy's Home* (WARNER BROS.) - It's working for us. We've been battling it at night and it's been beating everything we've put it up against.

MIKE SOMMERS, PD, WSTW, Wilmington

WATERLILLIES *Never Get Enough* (REPRISE) - Hip. Very good song.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Could be another big one for Vanessa.

SOPHIE B. HAWKINS *As I Lay Me Down* (COLUMBIA) - Just a great female record.

CURT KRUIZE, MD, WVKS, Toledo

MIKE AND THE MECHANICS *Over My Shoulder* (ATLANTIC) - I like this a lot. Good song. Played the last.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Babyface produced. What more could you ask?

BLACKSTREET *Joy* (INTERSCOPE) - Mike likes this record a lot.

BRANDY *Best Friend* (ATLANTIC) - We think she is going to be major.

BILL SHAHAN, PD, WVSR, Charleston

SIMPLE MINDS *Hypnotised* (VIRGIN) - Good job. Here's a record from Simple Minds.

SHAW BLADES *I'll Always Be With You* (WARNER BROS.) - Good song from these boys.

CORONA *Baby Baby* (EASTWEST/EEG) - Hot record. This will do very well.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Off the *Bad Boys* soundtrack. A monster!

TONY CASTLE, MD, WWST, Knoxville

YAKI-DA *I Saw You Dancing* (LONDON) - Should do well. It sounds like Ace Of Base.

MIKE AND THE MECHANICS *Over My Shoulder* (ATLANTIC) - A good daytime tune with a Genesis feel.

CALVIN HICKS, PD, WWXM, Myrtle Beach

BILLY PILGRIM *Sweet Louisiana* (ATLANTIC) - A nice summer feel. Lets get out and have some fun. The timing is right on for this track!

MELISSA ETHERIDGE *I Will Never Be The Same* (ISLAND) - A great daytime record. If you're looking for something to generate some at-work excitement in middays, put this on.

JERI BANTA, PD/MD, WYKS, Gainesville

THE JAYHAWKS *Blue* (AMERICAN) - Real good response to test. Will be there.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Tested, battled, won and will do very well.

ADAM ANT *Wonderful* (CAPITOL) - Playing. Just kicked in. Doing very well.

BRUCE STEVENS, PD, WZNY, Augusta

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - This is a big one for Vanessa. Will deal with it.

SHERYL CROW *Dy'er Maker* (ATLANTIC) - This is huge for us. Really strong.

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Good song. Proven. Doing well for us.

TOMMY FRANK, APD/MD, WZOQ, Lima

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Smash from Jon B.

WATERLILLIES *Never Get Enough* (REPRISE) - Great record. Should do very well.

BRUCE SPRINGSTEEN *Secret Garden* (COLUMBIA) - Another hit for the big man, Bruce.

CAT THOMAS, PD, WZYP, Huntsville

BETTER THAN EZRA *Good* (ELEKTRA) - A pretty cool tune!

CHARLIE QUINN, PD, Y107, Nashville

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Familiar, sales. Will be a strong record.

ELASTICA *Connection* (Geffen) - Getting reaction off our AOR in the market.

COLLECTIVE SOUL *December* (ATLANTIC) - Good follow-up record to the last.

ADAM ANT *Wonderful* (CAPITOL) - Good up tune for Adam Ant.

DANA LUNDEN, MD, Z104, Madison

REAL McCoy *Sleeping With An Angel* (ARISTA) - A great Spring and summertime record.

BETTER THAN EZRA *Good* (ELEKTRA) - What can I say? This rocks hard!

**MATTHEW
SWEET**

**SICK
OF
MYSELF**

ACTIVE ROTATION ON



ADDS:

**KISF
WBNQ
WLAN
WLYY
WGRG
WJMX
KQID
KORQ
KBIU**

**KANSAS CITY
BLOOMINGTON
LANCASTER
ELMIRA
ENDICOTT
FLORENCE
ALEXANDRIA
ABILENE
LAKE CHARLES**

**WPRR
WMRY
KIOC
WPST
KCHX
KNIN
WWKZ
KQIZ
WDDJ**

**ALTOONA
BINGHAMTON
BEAUMONT
PRINCETON
MIDLAND-ODESSA
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TUPELO
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HITMAKERS'

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MORE THAN 2000 TOTAL BDS DETECTIONS
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Q99	38x	B97	16x
KBZR	34x	WGTZ	11x
KISF	27x	KJYO	10x
PRO-FM	25x	G105	9x
FLY92	23x	Y107	9x
WEDJ	16x	WNCI	8x



STRESS



MUSIC FIRST
LARGE



MUSIC TELEVISION
YOU CONTROL

R.E.M. "Strange Currencies"

One Of The Most Added Again Including:

**WXKS, WXXL, WGTZ, WSTW, WBHV, WNDU, WNOK,
WQXA, KCDD, WDJB, WAEB, KZII**

More Than 1750 Total BDS Detections

More Than 12 Million Listeners



STRESS

One Of The Biggest Airplay Gainers Including:

**Q99 48x, WZJM 43x, KISF 36x, 99X 34x, STAR94 27x,
KBZR 21x, WMMS 24x, G105 20x, WPLY 20x, WTIC-FM 16x
B97 15x, KRBE 13x, WFLY 13x, WKBQ 12x, WAPE 10x**



MUSIC FIRST
Medium



MUSIC TELEVISION
YOU CONTROL

SF SPANISH FLY "Crimson And Clover"

EARLY ADDS INCLUDE:

HOT97.7 ADD 69x, KBFM ADD 27x, KBOS, KCAQ, KZFM, KHTN

SPINNING AT: KYLD 31x, KPRR 68x, KMVR 47x,

KXTZ 46x, KKXX 38x, KWIN 36x, KTFM 15x,

IN THE MIX AT: KZHT, KZZU, KLUC



RECORDS

KID SENSATION

NEW ALBUM AND SINGLE

SEATOWN FUNK

"Seatown Funk sounds awesome on the air...and looks as though it's gonna be the hit our guts said it would. KUBE 93 is not playing Kid Sensation's Seatown Funk because he's local...this song is a smash!"

Shellie Hart, MD, KUBE

"It's a no brainer!"

Alex Cabrales, Hot Mix Radio

RIDE THE WAVE
CATCH THE FUNK

 ICHIBAN
INTEGRATED

Cema
DISTRIBUTION

HITMAKERS GUEST COLUMNS



DAVE FERGUSON 🎙️

CAN YOU FEEL IT?(2)

Last week I started to recall a few of the exercises I go through to write promo's. One was to write a series regarding a single theme, inserting different details in the different promo's so as to not cause a brain-overload to your listeners. The promo's would run :20 to :30 seconds in length, with two or three rotating at the same time. Before I move on I am compelled to repeat again that the more "hard details" you convey, the less memorable they are. That's the whole reason for the series. It lessens the burn factor, gives you more freedom to develop an image around your theme, and is easier to remember because you're keeping it down to one single thought.

Another, more abstract exercise I go through to come up with promo ideas, involves listening to an awful lot of strange, eclectic, music. I make it a rule to check out any and all new age demo's, soundtracks, and other eclectic music selections, in hope that out of five or ten a day, I'll run across at least one great promo bed. Let's face it. The "made for radio". production libraries are very lacking in the promo-music department. Especially for the type of sound that I am motivated by. Think of it as a Program Director or Music Director

listening to the countless promotional CD's that he or she is bombarded with each week, just to find the one or two songs good enough to add on music day. It's the same thing. When you're writing, or conceiving, a promo, you have to think like a Program Director- taking into account the contribution the piece will make to the overall sound and content of the radio station, just as if it were a song that is going to be in a power rotation. A hit song has to have a memorable hook, done to the rythem of an infectious musical score. SO DOES A HIT PROMO.

We've already talked about writing it first, then choosing the music. What I'm talking about here is the exact opposite. Find a great bed. One that builds, impacts, and flows. Then, with only the single thought in your head of what overall idea you want to convey, weave the words around the music. This process is especially effective for "chant-promo's". That is to say for promo's that chant a single phrase over and over to a rythem. Remember, a key ingredient in a hit song is repetitiveness. The same goes for a hit promo. Ever had the hook of a hit song in your head for minutes? Hours? Even days? Just think. If you can come up with a really infectious promo-hook, people will be walking around with your station's hook in their heads! That's got to have some impact on their ability to recall listening to your station come ratings time. Can I prove it? No, but even if it doesn't help ratings or revenue, there's another reason to treat your craft as an art, and to take your promo's and imagers as seriously as a

Program Director takes finding hit songs. No matter how you write them. Whether it's an image promo, a contest promo, or some crappy rules promo the corporate lawyers made you do, it's your contribution to the overall sound of the station. It's your piece hanging in a gallery full of different works of art, by different artists. If it doesn't sell, it had better at least be talked about. The End.

By the time you read this, the Oklahoma City bombing will be nearly two weeks past. Although it may be too late, I feel compelled to caution those of you who are using this tragic crime as a bandwagon. By the time you read this, I imagine there will be serious public destain for those members of the media, and for those politicians, who are trying to- or even perceived as trying to make it some type of platform for promotional gain. At writing, it's only three days past, and already I'm skeptical of the coverage I'm seeing. I'm sure that in a week or two people will be dis-custed by it. Aside from promoting the ways your listeners can help the agencies involved, such as the Red Cross, and the Salvation Army, report as news. A TRAGEDY SUCH AS THIS IS NOT A PROMOTION WAITING TO HAPPEN. Let's all treat it respectfully.

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

WOMEN IN RADIO

Women make up about half the population of the world. Well, unless your world is radio announcing, then we're talking about 20 or 30 percent?

Check television and you'll see a much higher percentage of female talent in that medium. Why not on radio?

In most cases you'll find female radio talents playing side-kick on the morning show, being the news or traffic person, or on the midday airshift. Why the lack of female talents in the other dayparts?

Television seemed to make the move back in the late 1970's. Watch a TV newscast before then and you'd definitely see an older male figure on each and every newscast. Women worked as reporters and weather people. Women were denied the main anchor position in most cases.

Today it's totally different. A TV newscast is just as likely to be anchored by a female anchor as by a male. Same goes for talk shows, news programs, whatever.

Why the hesitation to use female talent in the field of radio? One programmer in Salt Lake City says

it's very hard to find good female talents. "All the good female talents are already spoken for by the major markets."

Another female programmer says, "we've found through research, that outside of AM drive, most of our female target audience prefers to hear a man on the radio. I give the audience what they want."

Could that possibly be true?

Could it be that part of radio's problem as a medium is that we're too male oriented. Could it be that there's a basic flaw in a medium that can't even let half of the audience be represented on the air by a female talent? Is radio living about 20 years behind the times?

Some radio programmers are sensitive to the issue. Maybe I should say they're aware of the opportunity. One programmer says "I have to disagree that it's hard to find decent female air talent, there aren't as many, but they're out there. Once you find a good female talent, you will have to pay her to keep her, and that's what we do."

Most programmers agree that the current "system" creates fewer female talents to choose from. But those of us in programming know that's always the problem no matter what kind of talent you're looking for. As usual, you need to look for good female talent all the time. New female talent needs to be encouraged and nurtured.

But aside from actually finding good female talent, radio programmers need to consider using female

talents beyond the usual mid-day and sidekick positions.

Why don't we have many great high profile female night talents? Why is it so rare for us to put a great female talent on in afternoon drive?

Lyn Michaels does mornings on WAEV in Savannah, Georgia. She thinks women are just getting established in radio and will be moving up. "Women in radio is still kind of a new thing. When I became a jock, I was the first female jock in the market. Then when I became a program director, I was the first female program director in the market. It's just a matter of time."

Lyn says, "If you're overly sensitive or try too hard to be politically correct you'll never make it in this business. . but I think that's true no matter what sex you are. I don't know that women have it any tougher in this business than men do. We cut our own deal, we make our own way in life. It doesn't really matter what sex you are."

Hope to see you at the HITMAKERS Convention in Chicago. We're having a session called "Climbing The Ladder In A Male Dominated Industry" on Friday, May 5th. Maybe we can find some answers together.

Shands is a 26-year radio vet. He has worked as Program Director at KISS102/Charlotte and WHJX/Jacksonville. He also served as Music Director and Air Talent at Y100/Miami, 1-95/Miami and 13Q/Pittsburgh. Mark is currently writer/producer for Jerry Clifton's new United Stations countdown show, "Top 20 Double-Play." If you have any comments or topic suggestions call Mark at (503) 233-7848.

JACOBS MEDIA

Southfield, Michigan



FRED JACOBS, President

HOW DID THREE BROTHERS FROM DETROIT END UP FORMING A VERY SUCCESSFUL RADIO PROGRAMMING CONSULTANCY?

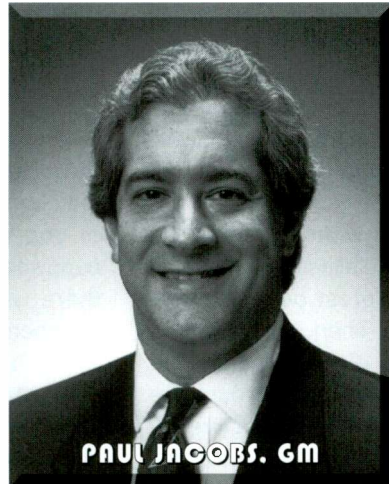
Fred: It started with me. My first job in the business was with Frank Magit & Associates, a research/consulting firm out of Marion, Iowa. It's better known for its television research and consulting, but in those days was very active on the radio side. It was in the mid-'70s. So that was my first real job, doing much the same thing that I'm doing now. At the time that I was there Bill Moyes worked there, John Coleman...

SOME NAMES THAT WE NOW HEAR ASSOCIATED WITH SOME VERY INFLUENTIAL AND SUCCESSFUL COMPANIES.

Fred: It was a tough gig but a great training ground and I think everybody who was there, particularly during that time, ended up getting a lot of really great real-world experience. I went from there to ABC, where I was a group research guy for the FM stations for a time. I ended up programming WRIF here in Detroit, the station that they then owned. I reached a career crossroads about 1983 where I was pretty much topped out as program director. I never really enjoyed programming, really. I did well with it but...

THE DAY-TO-DAY GRINDS OF RADIO CAN BE TAXING SOMETIMES.

Fred: And I really wasn't cut out to be a general manager, which seemed to be the only other outlet. And I got some encouragement from a guy named Ed Christian, who now runs Saga Communications, which is based



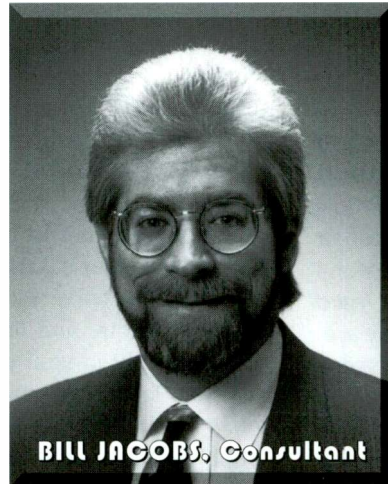
PAUL JACOBS, GM

out of Detroit. A good friend, he pushed me to start my own company, which I did. Three years later, Bill, who had been working with Eastman Radio in the research department, needed a change of venue and pace, and so I brought him in. And about three and a half years ago, I found that the company had grown to a degree where with my travel schedule and really just given the things that I like to do, which is to create and consult, the day-to-day rigors of running a company, were growing way too large. I felt I needed to bring in my own general manager. I was fortunate that my brother Paul was a general manager of radio stations and really

brought skills to the table that neither Bill nor I had. So we brought in Paul to really run the joint, number one, and number two, I also reached the realization that just helping stations get ratings was only half the battle. If they couldn't convert those ratings into revenues, it really didn't matter.

SO SOMEBODY WHO HAS GENERAL MANAGER EXPERIENCE CAN HELP CLIENTS TRANSLATE THE NUMBERS AND INFORMATION AND THE DEMOGRAPHIC SUCCESS IN RATINGS INTO DOLLARS.

Fred: Correct, because so much of our business...we do work for a lot of Rock stations that were Rock stations when we started working with them,



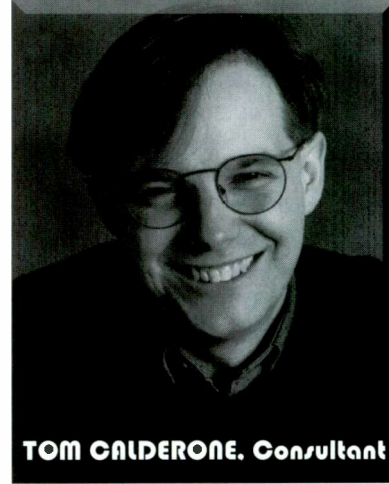
BILL JACOBS, Consultant

but I'd say at least half the stations that we work with are stations that we converted from something else to either Classic Rock, or these days Modern Rock. And when you're in on the ground floor of a format change, there usually is hell to pay on the sales end unless that side of the building truly understands what the opportunities are and how to position the new format, whether it's Classic Rock or Modern Rock or something else.

AND PAUL, WERE YOU ABLE TO BRING THAT TO SOME RADIO STATIONS, TO TALK TO GENERAL MANAGERS AND

SALES MANAGERS AND SAY, "HERE IS WHAT THIS ULTIMATELY MEANS TO YOU AND YOUR CLIENTS?"

Paul: Yes. And it's been particularly important with Modern Rock because let's face it, we blazed some new turf here because the general managers were comfortable with bands named Led Zeppelin and Pink Floyd. And all of a sudden they're dealing with bands with 1995 funny names like U2 and Red Hot Chili Peppers and Pearl Jam. So I've been able to put it into perspective for the GM's at the decision-making point of the relationship. Then we found that when the stations flipped, there were some additional services that we needed to provide. So now as part of



TOM CALDERONE, Consultant

our sign-on strategy, Tom Calderone will go in and work with programming, and work with promotions and the jocks and get the station programmatically set up, while down the hall I'm in with the sales department talking about how to strategically position this format, and what clients to go after. We discuss all sorts of sales situations. Then I stay in the market for a few days and hit the streets and make sales calls with the station.

WHAT WAS IT LIKE FOR YOU TOM COMING IN TO JACOBS MEDIA, OBVIOUSLY WITH SOME DIFFERENT SKILLS AND ABILITIES, BUT COMING IN TO THIS SORT OF FAMILY SITUATION?

Tom: To be honest with you, I never really thought about it that way because each individual person in the company has a proven track record outside the company that has made it a non-issue. They're all very talented in their own way, so I don't really think of it as a family operation...

WHAT'S THE DIFFERENCE FOR YOU FROM BEING ACTIVELY INVOLVED DAILY IN-HOUSE IN RADIO PROGRAMMING TO SORT OF SHIFTING GEARS A LITTLE BIT AND ACTING AS A CONSULTANT. HAS YOUR OUTLOOK ON WHAT YOU'RE TRYING TO ACHIEVE CHANGED? HOW HAVE YOU HAD TO ADAPT THE WAY YOU WORK TO THE SITUATION?

Tom: I definitely feel that I can offer a lot to program directors because I was there too. I was there in the competitive situations. I was there when competing radio stations flipped format. I was there when a promotion

...Continued On Page 23

"We've gotten considerable research back from the existing Edge stations. It shows that the unaided recall for the name, "The Edge," is just huge. And in the world of Arbitron diaries, unaided recall is the game." - FRED JACOBS

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fell through or when a promotion went great. So I can feel for the program directors and exactly what they're going through on a day-to-day basis, whether it's the sales department, the jocks, or the general managers, who I also work with very closely. I get a full perspective of what's going on at a radio station. I'm able to lend help to a program director because I understand where they're coming from.

AND OF COURSE TOM WAS A NAME THAT A LOT OF GENERAL MANAGERS AND CERTAINLY SOME PROGRAMMERS MIGHT BE EXCITED ABOUT TALKING TO. HIS EXPERIENCE AT WDRE IN LONG ISLAND, DOING MODERN ROCK OR POST MODERN OR ALTERNATIVE BEFORE THE FORMAT GOT TO ITS CURRENT STATE OF SUCCESS, HAD TO BE VERY ATTRACTIVE TO BRING TO YOUR COMPANY.

Fred: Yes. Tom is a real pioneer in the format. After we introduced The Edge in 1988, the first couple of years were tough. We were probably a little bit ahead of the game and it was very, very difficult. Paul mentioned that general managers don't know the name Toad The Wet Sprocket, and it was a tough sell. But today, most radio management teams and most ownership groups finally understand that Alternative is a viable format.

WHAT CONVINCED YOU ALL COLLECTIVELY OR INDIVIDUALLY IN 1988 THAT IT WAS GOING TO BE VIABLE? WAS IT JUST A HUNCH OR DID YOU HAVE SOMETHING IN FRONT OF YOU THAT MADE YOU REALIZE THAT THIS WAS AN AREA YOU COULD SPECIALIZE IN THAT WAS GOING TO BLOW UP INTO SOMETHING VERY BIG IN SEVEN YEARS OR SO?

Fred: That whole visionary way of looking at the consultancy has been something that really is very much a cornerstone of the way we built the company. We were most known for Classic Rock, and that was a format that we also predicted very early on as well. And we decided at the beginning of this company's life that there were two ways to play this. We could just work for existing radio stations and help them along, or we could take the more high wire, no-net way of doing things, which is to actually create formats and seek out new worlds. We did that with Classic Rock in '85. And again, you also have to understand that this consultancy is

a little odd in that I come from a research background initially and a programming background secondarily. So we're doing a lot of research out there for our consulting clients, and we're privy to what's happening, not just from a national airplay standpoint, like any consultant might be. But because we're actually doing a lot of auditorium music testing and focus groups, we actually can see where the audience is going emotionally and what they're talking about.

I was fortunate enough in the mid-'80s that one of my original clients was 91X in San Diego. Noble brought me in, not because I knew a lot about Modern Rock, because I did not, but because I was a good research guy and strategist. And we learned from each other. I taught them a lot about marketing strategy and how to help take the Alternative format, that they were really on the ground floor of, and take it to the next level, and they taught me a lot about the format. And one of the conclusions that I happened on in the late '80s was that Alternative or Modern Rock was not just a left-coast phenomenon; that it could work east of California and that perhaps one of the reasons why it appeared to be just a two-share format in so many markets was that it just either wasn't being done particularly well, or it was being done on weak-signal, weak-financed radio stations.

"I have said for several years now, but I think it really has become truth in the last 24 months, that the only thing Alternative about this format is its name. This music actually is the Mainstream and it is very, very powerful." - FRED JACOBS

So our sense in '88 was that there really was something here. I got a healthy poke from Mad Max of 91X, too. And again, the whole industry is very cyclical in the same way that there was a huge hole for Classic Rock in 1985 because everybody was Hot Hits or MTV or playing new music. So therefore, there was an opening on the older end. By '89 the whole industry had swung into this 25-54 zone where all these Oldies and Classic Rock stations and many Album Rock stations had become more conservative and shifted older in order to compete. So once again, the cycle shifted, and there was clearly an opportunity for a station that was New Music-based.

At that time we felt that there were really two doors to walk through: the Hard Rock/Heavy Metal door, or the Modern Rock door. And we felt that the Modern Rock door particularly, based on our experience in San

Diego, was a better gender balance opportunity and frankly, it was an area of music that would have flex. We felt that it could ultimately become something that would really go on for a long time and not just be another two-year format, which this industry is famous for.

WE ALL REMEMBER ROCK40 BACK IN 1988, WHICH LASTED FOR ABOUT A COFFEE BREAK AND THEN WENT AWAY.

Fred: Then The Wave and all of those things. Again, the industry is littered with one and two-year hit formats. And frankly, coming off the success of Classic Rock, which by 1988 was a bonafide hit, we were looking to do something else. We were looking for a different opportunity and it has worked out exceptionally well. We had a couple of real tough years where there were obviously a lot of non-believers and a lot of people looked at us and just sort of wondered if we had perhaps lost our minds. But we really felt that if we stuck with it and found some clients who believed, we could make this thing work.

WHEN PEOPLE DISCUSS THE RISE, THE ADVENT, OF THE ALTERNATIVE FORMAT TOM, YOUR NAME IS MENTIONED AS SOMEBODY WHO HAS BEEN SORT OF DOING THIS

AND KIND OF PERFECTING THIS. HOW DO YOU FEEL ABOUT WHERE THE FORMAT IS NOW IN TERMS OF ACTUALLY BEING A FORMAT, WHERE REALLY IT WASN'T EVEN A FORMAT A FEW YEARS AGO, IN THE SENSE THAT IT IS NOW? WHERE IS IT GOING?

Tom: I think the most exciting thing that's happened for the format is that, I can remember five years ago we'd be at the conventions complaining because nobody took us seriously. The labels were always on the side of the Rock stations and the Alternative stations just were never regarded as a player. And it's finally nice to see that the radio stations have finally become respected. And we're talking about people in the format that have been in the format for years having these discussions. Now it's the

situation where some people are getting nervous because the format is getting a little too popular. But I think it's a good thing. I think that it's something a lot of people have fought for for several years...to be respected in the industry.

ONE OF THE THINGS THAT YOU TALK ABOUT IS THE AVAILABILITY OF A SEGMENT OF THE AUDIENCE, PARTICULARLY THE YOUNGER DEMOS, PEOPLE SAY UNDER 35 OR UNDER 40, FOR SOMETHING DIFFERENT MUSICALLY. YET AT THE SAME TIME, A LOT OF RADIO STATIONS, PARTICULARLY HIT MUSIC OR CURRENT-BASED RADIO STATIONS, ARE STILL DEALING WITH CLIENTS AND WITH AGENCIES AND BUYERS, REGIONAL AND NATIONAL BUYERS, WHO DON'T WANT TO BUY THE DEMO. WHAT'S THE DEMOGRAPHIC APPEAL OF THE ALTERNATIVE FORMAT COMMERCIALY?

Paul: It is 18-34, and there's no question that if you strictly look at the percentage of buys that come down from the big agencies, that there are more 25-54 buys than there 18-34 buys. However, in most markets, 80% of the radio stations are geared toward 25-54 year olds, so stations really have a choice. They can either get into that horrible Viet Nam-like doggy-dog war for 25-54's, or they can realize that there's probably only one other station going after 18-34 year olds, at best, and that there's a tremendous opportunity there. And again, there's no question that from a buying standpoint, 25-54 is, for God knows how long, still going to be the demographic choice. But there is a lot of money to be made on 18-34 and there isn't a whole lot of competition out there going after it. Plus, you get the elite opportunity in most situations, at least for the moment, of being the only Alternative station out there.

FRED, HOW WOULD YOU DESCRIBE THE AVERAGE LISTENER TO AN EDGE STATION? HOW WOULD YOU DESCRIBE SOMEBODY WHO, LIKE IN OMAHA, WHERE YOU JUST FLIPPED A STATION FROM COUNTRY, IS THE AVERAGE LISTENER? WHO IS THE DEMOGRAPHIC TARGET FOR THAT RADIO STATION AND WHAT DO THEY BUY AND WHAT IS THEIR LIFESTYLE?

Fred: I'm going to let Paul take that one.

Paul: All I can tell you is I hate

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those questions. I've got to be honest with you, because with Classic Rock it's been the same deal. Who is the average listener? The fact of the matter is that the only thing that they really have in common is perhaps age and a common interest in a particular sort of music.

SO IT'S MASS APPEAL?

Fred: It's a full spectrum format within the basic age group. You've got young executives on the one end of the spectrum, and on the other hand you've got slackers, too. But the thing they have in common is they love the music and they think Pearl Jam is great, and when you're at a concert, you're going to get both ends of that particular spectrum. I don't want you to interpret any of what I said as being a value judgment one way or another on any of those listeners. They all contribute to the share in one way, shape or form. One of the really cool things that we have discovered with Alternative, is that many people in the buying community are fans of the format, and for us that's really been a nice little surprise. It's one thing to have a great 18-34 potential audience in a market, like Omaha, but it's really icing on the cake when you realize that a lot of the people making the media buying decisions are listeners too.

SOMETHING INTERESTING HAPPENED IN OMAHA WHERE YOU TOOK A STATION THAT WAS COUNTRY AND FLIPPED IT ALTERNATIVE. IS THAT A SIGN OF THINGS TO COME IN YOUR MIND FOR EITHER OF YOU? HAS THE COUNTRY FORMAT BOOM, WHICH STARTED IN THE MID-'80S AND REALLY HAS CONTINUED WIPING OUT HIT MUSIC-BASED STATIONS IN A VARIETY OF PARTICULAR FORMAT-NICHES, HAS THAT EBBED TO SOME EXTENT?

Paul: I don't think the two issues are related.

Fred: They really aren't. We're equal opportunity in that regard. We've turned on dark signals. We've flipped from Country. We've flipped them all. And the same thing was true several years ago with Classic Rock. The only thing that these stations that make the change have in common is that whatever they were doing before wasn't going well for one reason or another. That's what led them to a point where it was time to change formats. Beyond that, they really don't have anything in common with one another except they want to do something new that they think is going to be important and successful.

The other thing is that the format continues to evolve and become more

attractive to broadcasters. What happened in Omaha was a strategy. It was, "let's buy this radio station regardless of what format it is. Let's do research and let's strategically position ourselves with our Top40 partner to make sure that we're covered." We're seeing, that as opposed to people flipping into this format out of passion, which might exist in some situations, they are choosing this format because it's strategically correct.

WHICH IS INTERESTING WHEN YOU THINK ABOUT SOME OF THE BANDS THAT SOME STATIONS ARE PLAYING. IT'S AN INTRIGUING PARADOX. IN ESSENCE WHAT YOU'RE SAYING HAS TO DO WITH A VERY COLD, CALCULATED SORT OF BOARDROOM DECISION AND THE END RESULTS ARE BANDS LIKE COLLECTIVE SOUL, THE OFFSPRING AND GREEN DAY BECOMING THE NEW HIT ARTISTS OF THE '90S.

Fred: I have said for several years now, but I think it really has become truth in the last 24 months, that the only thing Alternative about this format is its name. This music actually is the Mainstream and it is very, very powerful. We have had a lot of false alarms in the past 25 years in Rock & Roll as we've all sort of waited around for the next big thing. And there have

FOR AWHILE. WHAT NOW HAPPENS TO...WHAT'S GOING TO BE THE NEW MUSIC COMING OUT OF COLLEGE RADIO NOW THAT COMMERCIAL RADIO'S APPROPRIATED SOME OF THESE BANDS?

Fred: Again, I think the college scene is always going to be ahead of the commercial scene, but perhaps the difference is that five years ago college radio had a lot of this music to itself because the KLOS' of the world really never even dipped a big toe into new music. But I think college stations are always going to be more adventure-some than commercial stations. It's just that they might not have as much turf and as much music to choose from as perhaps they may have had a few years ago. I think it's very exciting, that as a result of the Alternative explosion, when something new and interesting and viable comes along, there is finally a commercial radio station that's out there that says, "Hey, we'll play this stuff." That to me is a very exciting development, not just for the future of Rock & Roll, but also frankly for the future of these bands. Because I don't see guys like Eddie Vedder burning paychecks. They're all in it for the commercial side of the spectrum, too. There's always a lot to be said for the artistic side, but these guys would not have deals with major labels if they weren't concerned about making

Pop/Alternative is just another angle of the format as much as it is having a gold-base on a Rock station. Can the format get too popular? Yes. Is that a bad thing? No. But when a program director doesn't constantly reinvent the radio station, through the many elements of production and air personalities and such, then you become stagnant. More importantly, the real issue right now, is to make sure that this format does not fall victim to what happened to AOR back in the '80s, when it lost its edge and lost its appeal to the demo by not being true to its audience. That's the key. We've got to make sure that we constantly reevaluate the radio station.

ONE FINAL QUESTION IN THAT REGARD. WHEN YOU TALK ABOUT THE AIR PERSONALITIES, OBVIOUSLY THE KEY IS A MORNING SHOW. EVERY FORMAT'S GOT A PARTICULAR SORT OF IDEAL TYPE OF MORNING SHOW. WHO IS, OR WHAT TYPE OF SHOW IS, THE IDEAL MORNING SHOW FOR THIS FORMAT? OR IS THERE SUCH A THING?

Tom: It hasn't really been written yet. There's some interesting things happening. Obviously some radio stations are picking up Howard Stern for their mornings. If you look at the show that we have in Minneapolis, Andy Savage is a perfect example of a morning show that's ready to explode. There's not really a rule book written for mornings yet. This has been the most frustrating element of the format for years, and I hope that we will be able to start constructing more morning show bench marks that will get these radio stations up and running for morning shows.

HOW DO YOU ALL STAY ABREAST MUSICALLY WHEN YOU CONSULT RADIO STATIONS AND TALK TO THEM ABOUT MUSIC? HOW DO YOU LISTEN? DO YOU COMPARE NOTES? IS THERE A MUSIC MEETING THAT HAPPENS? HOW DO YOU ALL STAY ON TOP OF WHAT'S BEEN RELEASED AND OF COURSE THE OTHER THING, WHAT'S WORKING AND WHAT'S NOT WORKING?

Fred: The second part is the easy part. What's working and what's not working is now very much a function of the network of stations that we work with. And I use the term *network* very carefully, because while many of them may have the same name, "The Edge," they really are very different from one another. So we're now in a position, as a result of working for Alternative stations in markets as diverse as

"Who is the average listener? The fact of the matter is that the only thing that they really have in common is perhaps age and a common interest in a particular sort of music." - Paul Jacobs

been a few blips on the screen, but there really hasn't been anything of any lasting value. But I think there's a very good chance now that what we're seeing here is a very, very important development for Rock music and that things really have changed, and really, all bets are off. We have really not seen music have as powerful an impact on the radio business since perhaps the FM explosion in the early to mid-'70s; and it feels that way to me, as sort of a white whiskered observer of what's been happening in Rock & Roll over a long period of time.

YOU SPOKE OF THE FORMAT NOT BEING ALTERNATIVE OTHER THAN THE NAME, WHICH IS IN SOME WAYS POSITIONING. BUT FRANKLY THESE BANDS WERE ALTERNATIVE IN THAT A LOT OF THEM, OR THE MEMBERS OF SOME OF THESE BANDS, WERE STAPLES AT COLLEGE RADIO

money. And there's no question that they're clearly benefitting from the fact that there are many commercial stations playing their music. For all intents and purposes, there's an Alternative station in most major and medium markets now, really giving this music a great deal of exposure. It works for everybody.

CAN A FORMAT BECOME TOO POPPY? CAN THE FORMAT BECOME SO MAINSTREAM THAT THE TERM "ALTERNATIVE" MAYBE BECOMES IRRELEVANT?

Tom: The question of whether a station can become too poppy is up to each individual market. You look at radio stations that we work with like THE EDGE in Dallas, which some would consider a Pop/Alternative station, and then you look at some of the other markets we work with where that's not the case. I think

...Continued On Page 25

...Continued From Page 24

Washington to Las Vegas to Minneapolis to Dallas, to get a very, very good fix on what's working and what's not. The tough part, I think, is still keeping abreast of what's happening *before* new releases come out. And that was really one of the main reasons why we hired Tom.

We really felt that in order to take this format to the next level, we needed somebody like Tom who really lived and breathed this music, not only as a consultant but also as a fan. And Tom, as a result of being plugged in as the host of "Modern Rock Live," and just having a huge hunger and desire for this music, is really just a great resource.

We recently did a get-together here in Detroit, which we do periodically, where we'll bring in our braintrust and we also bring in some people who are outside of the business but who are in the basic demographic and psychographic zone that we're interested in appealing to. And every few months we'll get a hotel room here in the area and spend an entire day just talking about the state of the format, what's going on out there, that type of thing. In this last go-round, the guy who is the music critic for the Detroit Free Press, Gary Graff, who is very much on the cutting edge of what is happening musically, was invited. He and Tom really went off and had a tremendous exchange. I just watched these guys talk about who the labels were signing-up and what was happening in England and I just marveled at how much they knew and how into it they are. I felt very, very secure that we're just not receiving CD singles from the labels and trying to decide what to add this week, but that we're really trying very, very hard to stay as out in front of this whole thing as we possibly can. And again, the fact that Tom is in contact with the bands, via "Modern Rock Live," I think brings a familiarity to our company that's, on a personal side, also very, very important. We knew if we were going to advance things for our company frankly, that the whole issue of band and label relationships was really important. I don't think it's any secret that as a result of this company's association with Classic Rock, we inadvertently alienated some of the people in the label community. I think the record community never quite understood what we were all about. When we announced that we were going to do Modern Rock in '88, I think there were a lot of raised eyebrows, because that wasn't the move that people expected us to make. But it was never about *not* playing new music. It was about Classic Rock being the vehicle to get ratings for a lot of radio stations in the mid-'80s. Now in the '90s, we feel it's Alternative. But we needed to bring in a guy like Tom to really cement some of those relationships, create others and to just get involved in areas where this

company really had not become all that involved in the past.

IS THERE SOMETHING DIFFERENT, KIND OF AS A WRAP UP QUESTION, IS THERE A DIFFERENT WAY, IF YOU HAD A TOP40 CLIENT THAT SAID TO YOU, "GEE I WANT TO NICHE MY FORMAT A LITTLE MORE ALTERNATIVE. I DON'T WANT TO JUMP IN WITH BOTH FEET IN THE WATER, BUT I WANT TO TAKE IT, SLANT IT ALTERNATIVE." IS THERE A DIFFERENCE IN THE WAY YOU MIGHT CONSULT THAT VERSUS A STATION THAT WANTED YOU TO DO THE FULL-FLEDGED EDGE FORMAT?

Fred: Absolutely. There really isn't an EDGE format per se. There's a great EDGE brand name. One of the things that we discovered when we came up with "THE EDGE," is that it's just a very cool name for this kind of radio station. We've gotten considerable research back from the existing Edge stations. It shows that the unaided recall for the name, "The Edge," is just huge. And in the world of Arbitron diaries, unaided recall is the game. We got a call from a research company a couple of weeks ago, where they actually pre-tested the name. It doesn't even exist in the (particular) market, yet it got a very, very favorable buzz.

"Now it's the situation where some people are getting nervous because the format is getting a little too popular. But I think it's a good thing. I think that it's something a lot of people have fought for for several years...to be respected in the industry." - Tom Calderone

THERE WASN'T EVEN A STATION DOING IT IN THE MARKET?

Fred: Correct. But it felt right to the kind of people that they knew they wanted to come after. But once you get below The Edge umbrella, there's a lot of different stations out there, a lot of different flavors and varieties that call themselves The Edge. And as a result of our strategic research background, we don't have a way to do this or a way not to do this. I'll give you a great case in point. We were hired in Greensboro by a station that was thinking strongly of going Alternative. We took a look at the market and we took a look at the competition and we took a look at the existing research and said to them that, as opposed to a pure-form Alternative station, which we are famous for doing, we think a mixture of Alternative plus some harder Rock, like Van Halen, AC/DC and Rush, would be a better move for you. And so in essence, we

walked away from a potential "EDGE" station" because this more hybrid approach would have a greater chance of success, and in fact it did. The station literally exploded out of the box and really just destroyed whatever Rock competition there had been in the market, which frankly was very considerable. If the need is for a more Top40-oriented approach for Alternative, we're ready to move in that direction.

I think the worst mistake you can make in our side of the business is to become so cookie-cutter in your approach, that you lose all semblance and vision of what the real market opportunities are. Perhaps there's a Top40 station in the market that is leaning very much in that direction now. If that's the case, you really have to adjust your focus. By the same token, if the only Top40 in the market is perhaps heavily involved in Rhythm or Rap, you might have more of an opportunity to lean into a Top40 feel for your station, complete with Top40 rotations. And if you actually check the rotation differences on our client stations, you can see that they're all over the map. Again, I think part of that is due to our vision for the stations and of course, the other part of it is due to the program directors who are running those stations, who have a much better vantage point than we do of what's going on in their markets. We're able to bring more of a global perspective in

terms of what's happening nationally. We're able to really look at research on a composite basis and big trends. But in terms of what's happening in Dallas, Joel Folger is a much better judge of that. And in terms of what's happening in Minneapolis, John Lassman really has his finger on the pulse of that particular market, and so on down the line. We really try to create a nice marriage between our company and our Alternative clients to share information frankly, and to help come up with the right strategy for each of them. And more often than not, it's working.

ONE FINAL QUESTION AS WE WRAP THIS UP. YOU TALKED ABOUT CYCLES. HAVE YOU GOT AN IDEA IN YOUR MIND WHEN THIS CYCLE MAY BEGIN TO SWING BACK THE OTHER WAY A LITTLE BIT? HAVE YOU PROJECTED THAT FAR IN THE FUTURE OR WHAT THE FUTURE IS FOR THE EDGE AND ALTERNATIVE RADIO IN

GENERAL?

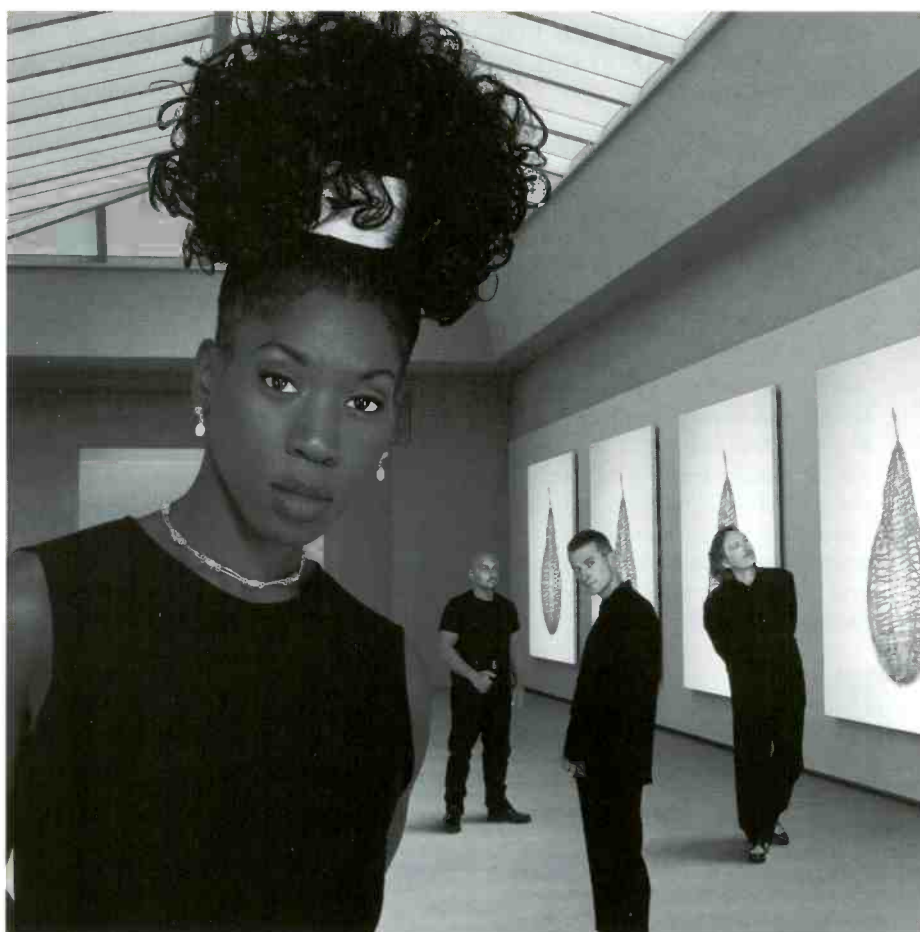
Fred: It's like the stock market. There's a lot of guys out there predicting what's going to happen. There was an interesting article in one of your competitors a couple of weeks ago, where they talked to a dozen different people trying to get a sense of what's happening with this whole album Rock Alternative thing. And I thought it was very interesting that there wasn't a great deal of consensus from any of these guys. We're all pretty much captives of the conventional wisdom of the moment, and there are so many variables that are really out of our control. A big part of what happens through the years is going to depend on how the labels handle this whole thing, and I'm not in a position to predict what's really going on in their back rooms. There are certain things you can anticipate, like Alternative being a major force in music for the next few years. And there are other things, like the Grunge explosion, that I think happen, and you have to at least have your radar working when it does happen. We're very upbeat about Alternative. We think it has a long, happy future. But in terms of who's going to be the next big band, and what might be the next sector of the country or the planet that's going to have the next big groups that are going to win Grammys, we're not so pretentious or crazy to predict that. But if I were a betting man, and I guess I must be or I wouldn't be in this business, I think this format is going to have a nice, long, healthy run. And the thing that I love about it is that it's a format that is new music-based. As a result, it can really go anywhere and incorporate whatever is happening now. And for a guy who has worked in more traditional formats in the past, like Classic Rock, that's a very, very exciting prospect. Classic Rock is very much a generational format. The people who grew up with that music in the '60s and '70s are very much the same people who are going to be with you as long as you're doing a good job. But the exciting thing about a format like Alternative is that it's transitional. It just keeps moving and morphing and mutating all the time. Because it's new music-based, it can go in a variety of different directions, and hopefully we're smart enough to follow the right trails and not to get fooled by the false prophets and the flashes-in-the-pan and those kinds of things.

WELL, YOUR SUCCESS INDICATES THAT YOU'RE DEFINITELY FOLLOWING THE RIGHT TRAIL. THANKS TO ALL OF YOU FOR SHARING YOUR THOUGHTS WITH US.

Thank you Chris.

Open your eyes. Open your ears.

#1 MOST ADDED



New This Week At:

WXKS
WWKX
KLRZ
WQGN
WZOQ

KUBE
KKSS
WFMF
WVSR
KZII

Z90
WJJS
WFHN
WTWR
WOCQ

HOT97.7
KZFM
WSNX
KISR
KNIN

and many more!

“Open Your Heart” M People

Last time they took it to the top with their hit single, “Moving On Up.” Now M People are back to

“Open Your Heart” - from the new album, “Bizarre Fruit.” 67037

Produced by M People. Management: Deconstruction Worldwide Artists. www.sony.com



a deconstruction item "Epic" and Reg. U.S. Pat. & Tm. Off. Marca Registrada. © 1995 BMG Records (UK) Limited



Reazar's Records

It's the **BIGGEST** of all big time conventions happening May 4, 5, 6 in Chicago and I'm looking forward to seeing all of you dogs there! Be prepared to party! Complete details on page 2 & 3 !!!!!!!

- **Geronimo** is out at WBLS/NewYork as they go completely Black AC.
- Look for **Hot 97.7/San Jose** and **KKFR/Phoenix** to have their music directors selected by convention time!
- The **Wack Pack** gets even bigger at Sony! Joining **Sr. VP Jerry Blair** and **Charlie Walk** is **Lee Leipsner** coming to the West coast and **Bruce "Hello" Reiner**, National Director of Promotion based out of Santa Monica, Ca.
- **KKSS/Albuquerque PD Roy Jaynes** and **92Q/Baltimore PD Russ Allen** both still on the lookout for super night jocks!! If you're the one for the gig get your resume and air checks to them ASAP!
- The **Arbitrons** are out for the majors and all the Rhythm Top 40's are doing good!
- **HOT RUMOR- Kathy Hughes/Radio One Inc.**, will close on **WKYS** in DC at the end of May with **Russ Allen** as **PD** from **92Q** in Baltimore and **Steve Crumbley** from **WOWI** in Norfolk as consultant.

OK DOGS, HERE' THE SCOOP ON THE JAMS!!!!!!!!!!!!

Here are the most added rhythm records this week: **Barbara Seltzer** and **Dale Connone** strike again with **M PEOPLE** "Open Your Heart" Epic **Mike Tierney**, **Chet & Shellie/KUBE**, **Wookie & Mary Lou/WOCQ**, **Kahuna/KLRZ**, **Bob Perry/HOT97.7**, **Jeff Nelson/Z90**, **David Lee Michaels/WJJS**, **Michael J. Steele & Charlie Maxx/KZFM**, **Joe Dawson/WWKX**, **Roy Jaynes/KKSS**, **Rick Bisceglia** and **Rob Stone** with **MONICA** "Don't Take It Personal" on Rowdy/Arista new this week are **Michael Martin/WILD 107**, **Russ Alan & Camille Cashwell/92Q**, **Mike , Chet & Shellie/KUBE**, **Michael J. Steele & Charlie Maxx/KZFM**, **Jerry Dean & Cat Thomas/KLUC**, **Wookie & Mary Lou/WOCQ**, **Bob Lewis/KWIN**, **Joe Dawson/WWKX**, **Brian Douglas WJMH**, **Andrea Ganis**, **Danny Buch**, **Montell Lipman**, **Lisa Velasquez** with **BRANDY** "Best Friend" on Atlantic **Jeff Nelson/Z90**, **Wookie & Mary Lou/WOCQ**, **Alan & James/KIKI**, **Mikey Johnson/WHJX**, **Pete Jones/KHTN**, **Rooster & Lucy B/KCAQ**, **Scott Wheeler/WHHH**, **Kahuna/KLRZ**.

Now for the Def Jam camp. **METHOD MAN** with **Mary J. Blige** "All I Need" Def Jam/Island. Singles in the stores now and leaving the stores just as soon as the arrive. Phone reaction form 18-34 females is fantastic. **KBXX/Houston** new to hit it this week along with **Power 106**, **Z90**, **Hot 97**, **KMEL**, **WPGC**, **WJMH**, **92Q**, **WHJX**, **KIX106**, **KKSS**, **WOCQ**, **KJYK**, **WJJS**, **KKBT**, **Flava 1580**. **MOKENSTEF** "He's Mine" Outburst/Def Jam/Island on at **KKBT**. Call your Def Jam or Island rep 'cause you need to peep on this winner! **MONTELL JORDON** "This Is How We Do It" continues to be #1 in single sales for the fourth week in a row. The just released album by the same name has 2 great cuts "My Mommy" and "Close The Door". It jumped on the charts at #20. Watch for **Lyor** and the boys to drop the new **WARREN G** "So Many Ways" Def Jam/Island from the movie 'Bad Boys'. Be checking the tube for the **METHOD MAN/Mary J. Blige** "All I Need" video. The Def Jam posse will be in full effect at the Hitmaker's convention in Chicago.

Terry Anzaldo and **Tommy Nappi** Maverick Records have the biggest summer wedding song of all time "So Into You" by the group **UNV**, written and produced by **David Foster**, as 9 major stations hit it off a cassette. The CD pro ships Tuesday. Added this week at **KKBT** and on at **KMEL**, **WILD 107**, **B95**, **KPRR**, **KZFM**. It is also being tested at **WPGC** and got 27 spins on **92Q**, 18 spins on **KBXX**, 19 spins on **WJJS** and 21 spins on **Hot 97.7**. Guaranteed to up your female cume!

Maverick Records **DANA DANE** "Rollin' Wit The Dane" on at **WHJX**, **WJJS**, **KDON**, **Z90**, **KKSS**, **KPRR**, **WPGC-AM**, **KZHT**, **KBOS**, **92Q**, **WHHH**, **KZFM**, **KLRZ**, **WWKX**, **KJYK**. New believer this week **Bob Lewis** at **KWIN**.

'The Kandor' from Sunshine Records played me the new Miranda called "Dirty Looks" which is reminiscent of "Working Hard for The Money" by **DONNA SUMMER** and "Maniac" from **Flashdance**. This is the shit. This one will establish **MIRANDA** as a super star!

SKEE-LO "I Wish" Sunshine/Scotti Brothers. On already at **Power 106**, **WILD 107**, **KJYK**, **KPRR**, **KWIN**, **WHJX**, **KIKI**, **KHQT**, **KSFM**, **KIIS**, **KTFM**, **KDON** and new this week at **Z90**, **WOCQ**, **KCAQ**, **WHHH**, **KHTN**.

As for **VANESSA WILLIAMS** "The Way That You Love" Mercury. You

need to check out the new mixes. Look who hit it this week **KIKI**, **KDON**, **WHJX**, **KXTZ**. Already on at **WHHH**, **KZHT**, **KLRZ**, **WOCQ**, **KCAQ**, **WOVV**, **Z90**, **WJJS** and **KHTN**.

Other records blowin' up this week: **JON B** and **BABYFACE** "Someone To Love" on Yab Yum/550 new at **HOT 97**, **KS104**, **WOVV**, **WJJS**, **KLRZ** and already on at **KBOS**, **WOCQ**, **Power 92**, **KDON**, **KGGI**, **KLUC**, **Z90**. **DA BRAT** "Give It 2 U" So So Def/Work Group on at **KPRR**, **WILD 107**, **KJYK**, **Hot 97.7**, **92Q**, **KZHT** and new at **KCAQ**, **KKSS**, **WPOW**. **DIS N' DAT** "Freak Me Baby" on Epic on at **WHHH**, **KCAQ**, **KKSS**, **WHJX**, **KLUC** and new at **KXTZ**, **KZFM**, **KHTN**. **MASTA ACE INC.** "I.N.C. Ride" Capitol new this week at **HOT97.7**, and on at **KJYK**, **Z90**, **KKSS**, **KWIN** and **Flava 1580**. Big big sales in all airplay markets.

Michael Plen of Virgin has a new **SHAGGY** two-sided smash with "Boombastic" and "In The Summer Time". At **KBXX/Houston** "Boombastic" went 28-6 with 67 spins last week. On fire in Houston. You need to check it out! **PAULA ABDUL** "My Love Is For Real" is coming soon from a Virgin Rep near you. "Too Many Fish" by **FRANKIE KNUCKLES f/Adeva** should be on your desk next week. It continues to tear it up at the mix show level. Sure to knock your dick in the dirt are the 2 new **ISAAC HAYES** CD's Movement "Raw & Refined" and "Branded". The first single on 'Branded' will be "Thanks For The Fool".

Sound track fever is hittin' and holding with **Nancy Levin's** "Friday" on Priority charting 2-2, **Burt Baumgartner's** "Bad Boys" on Work charting 32-26 and **Tom Silverman** and **Mike Becce's** "New Jersey Drive" on Tommy Boy charting 29-25. Numerous hits in all these sound tracks. Movies and radio hook up again bringing home monster sound tracks.

Raging Bull Record's **GAP BAND** with **Charlie Wilson** "First Lover" is on your desk now with 66 Urban stations on it already and impacting Rhythm May 9. There ain't no question "The Gap Band is back in full effect"!!!!!!

KID SENSATION "Seatown Funk" Ichiban is still kickin' at **KUBE** with **Bob Case**, **Mike Tierney** and **Shellie Hart**. Don't sleep this, check it out!!

Tommy Boy has 2 cuts Jumpin' this week from **NAUGHTY BY NATURE**, "Feel Me Flow" new at **KWIN** & also on at **KMEL** and **WILD 107**. The 2nd cut, "Craziest" is new this week at **92Q** and **KKSS**. **TOTAL f/NOTORIOUS B.I.G.** "Can't You See" Tommy Boy on at **KCAQ**, **WHHH**, **WJMH**, **WHJX** and new at **KWIN**, **Z90** & **POWER106**.

The **VYBE** "Take It To The Front" Island still cookin' at **Hot97**, **WHJX**, **WJJS**, **Q105**, **WWKX**, **KLRZ** and **WOCQ**.

NUTTIN' NYCE "Froggy Style" Jive is jumpin' (HA,HA) at **KPRR**, **KCAQ**, **Z90**, **WHJX**, & **WHHH**.

S.F.'S SPANISH FLY "Crimson And Clover" Warner Brothers had a great week for Greg Lee and the Warner Bros. staffers. Look who hit it **KZFM**, **KHTN**, **KCAQ**, **B95**, & **HOT97.7**.

See Ya,

Barry "Reazar" Richards

Most Disc-overed for this issue

1. **MONICA** Don't Take It Personal (ROWDY/ARISTA)
2. **DA BRAT** Give It 2 U (WORK GROUP)
3. **SOUL FOR REAL** Every Little Thing I Do (UPTOWN/MCA)
4. **UNV** So In Love With You (MAVERICK/WARNER BROS.)
5. **LE CLICK** Tonight Is The Night (LOGIC/BMG)
6. **CORONA** Baby Baby (EASTWEST/EEG)
7. **JON B.** Pretty Girl (YAB YUM/550)
8. **KUT KLOSE** I Like (ELEKTRA)
9. **M PEOPLE** Open Up Your Heart (EPIC)
10. **PAULA ABDUL** Head Over Heals (VIRGIN)
11. **SELENA** Missing My Baby (EMI RECORDS)
12. **SKEE-LO** I Wish (SUNSHINE/SCOTTI BROS.)
13. **SOLO** Heaven (A&M)
14. **TONY THOMPSON** I Wanna Love Like That (GIANT)
15. **VANESSA WILLIAMS** The Way That You Love (MERCURY)
16. ? **ASYLUM** Hey Look Away (RCA)
17. **CHANTE MOORE** This Time (SILAS/MCA)
18. **FRANKIE KNUCKLES f/Adiva** Too Many Fish (VIRGIN)
19. **NUTTIN' NYCE** Froggy Style (JIVE)
20. **SIR MIX-A-LOT** Sleepin' Wit My Fonk (AMERICAN/WB)
21. **SF SPANISH FLY** Crimson & Clover (WARNER BROS.)
22. **GAP BAND** First Lover (RAGING BULL)

JOEY ARBAGEY, MD, KMEL, San Francisco

TONY THOMPSON *I Wanna Love Like That* (GIANT) - A one-listen record for the people's station.

BROWNSTONE *Grapevine* (MJJ/EPIC) - Perfect follow-up to If You Love Me. Import club mixes are ovah!

BLUNT FUNKERS *God's An Astronaut* (LOGIC) - Late night delight.

FRANKIE KNUCKLES f/Adiva *Too Many Fish* (VIRGIN) - The Bobby D's club mix. It works.

CAMILLE CASHWELL, MD, 92Q, Baltimore

PAULA ABDUL *Head Over Heals* (VIRGIN) - Coming back strong. Could be a hit.

SOLO *Heaven* (A&M) - Tight harmonies.

JEFF ANDREWS, MC, B96, Chicago

PAULA ABDUL *My Love Is For Real* (VIRGIN)

REAL McCOY *Come And Get Your Love* (ARISTA)

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

KUT KLOSE *I Like* (ELEKTRA)

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

OUT HERE BROTHERS *Boom Boom Boom* (SORTED) - Another record to watch.

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Another record to watch.

MIKEY FREEMAN, APD/MD, KBOS, Fresno

UNV *So In Love With You* (MAVERICK/WARNER BROS.) - I'm with this shit, and so are the females.

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - Cool for the summer shot!

PAULA ABDUL *Head Over Heals* (VIRGIN) - I give a fuck who sings it, as long as the shit sounds good!

COMMON SENSE *Resurrection (Remix)* (RELATIVITY) - Hell yeah, that's my shit. I love every mix.

MICHAEL NEWMAN, PD, KDON, Salinas

BOYZ OF PARADISE *Shining Star* (UPTOWN/MCA) - It's a remake of the Manhattan's classic. Hey, wake up! This is a total hit! Every time we play we get tons of calls from listeners who love it! Reminiscent of I Swear by All-4-One. Play it!

SONIA JIMENEZ, APD, KGGI, Riverside

SELENA *Missing My Baby* (EMI RECORDS) - Huge Hispanic smash!

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Sounds like it might work for us.

TONY THOMPSON *I Wanna Love Like That* (GIANT) - If Hi Five worked before, this sounds like it's gonna be a smash!

M-PEOPLE *Open Up Your Heart* (EPIC) - Huge in the mix show.

JAMES COLES, MD, KIKI, Honolulu

YAKI-DA *I Saw You Dancing* (LONDON) - Kind of cool. I dig the remixes.

SAM SNEED *U Better Recognize* (INTERSCOPE) - He's smooth. Love the delivery.

BRANDY *Best Friend* (ATLANTIC) - Same formula and it's still working.

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Didn't get it. Now I got it! Now I love it!!

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

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - Cool record.

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - Cool record.

? ASYLUM *Hey Look Away* (RCA) - A different cool record.

MICHAEL MARTIN, APD/MD, WILD107, San Francisco

SELENA *Missing My Baby* (EMI RECORDS) - If you want any Latino listeners at all, pull out an old Selena album that has the English cut Missing My Baby on it and play it. Number one phones after the first play. Thanks to Sonia for the tip.

UNV *So In Love With You* (MAVERICK/WARNER BROS.) - An absolute smash. The wedding song of the year.

JON B. *Pretty Girl* (YAB YUM/550) - A great follow-up.

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - My favorite record out there next to the entire Annie Lennox album. Video is outrageous. Track is phat, rap is funny. Check it out.

JANET JACKSON *One More Chance* (VIRGIN) - Still requesting through the roof since the first play. It's a French import or you can get it on the flipside of the IF commercial cassette single.

KOZMAN, APD/MD, KKXX, Bakersfield

DJ MIKO *Hot Stuff* (ZYX) - Kind of cool.

SOLO *Heaven* (A&M) - Sounds like the 4 Tops. Could be big.

KAHUNA, PD, KLRZ, New Orleans

LA BOUCHE *Fallin' In Love* (LOGIC) - Radio club mix. Cut #2 working in all dayparts.

MOBY *Everytime You Touch Me* (ELEKTRA) - This dance tune has the phone jumpin' at night!

LITTLE SUZY *Now & Forever* (METROPOLITAN) - Slammin' 24/7.

DAN WATSON, PD/MD, KSIQ, Imperial Valley

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - Has the Euro feel, but has enough of its own flavor to make it stand out.

INTONATION *Died In Your Arms* (METROPOLITAN) - Great remake. Anybody that plays Freestyle should be on it.

TIERRA *Kiss And Say Goodbye 'Loveitt'* (THUMP) - Classic jam with a great Hispanic vibe.

HARMONY INNOCENTS *That's What I Like* (QUALITY) - This one jumped out of nowhere. Top 10 sales within two weeks. Don't let it sit on your desk.

CHARLES CHAVEZ, MD, KTFM, San Antonio

JON B. *Pretty Girl* (YAB YUM/550) - It's a #1 record.

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - The Energy Box remixes.

CHET BUCHANAN, APD, KUBE, Seattle

ANNIE LENNOX *No More I Love You's* (ARISTA) - All props to the folks in the Bay for stepping out!

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - On for one week and instant phones. Could be, should be a female killer.

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - Gonna take some time for us, but might make it from the streets.

CHANTE MOORE *This Time* (SILAS/MCA) - Like the all star remixes. Also bumping in the clubs!

DA BRAT *Give It 2 U* (WORK GROUP) - Meh! If you don't know...Ask Johnny C.

MARK MEDINA, MD, KWIN, Stockton

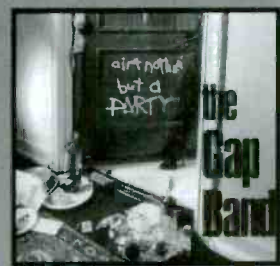
ALL-4-ONE *One Summer Night* (BLITZZ/ATLANTIC) - It's a wet one...on the acapella tip.

CORONA *Baby Baby* (EASTWEST/EEG) - Great uptempo dance record. If Rhythm Of The Night worked for you, make sure you check this one.

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - Very catchy.

ADINA HOWARD *You Got Me Humpin'* (EASTWEST/EEG) - Ain't no party like a West Coast party, cuz a West Coast party don't stop...This is a tight uptempo, West Coast jam.

GAP BAND



**1ST
SINGLE**

**ALBUM
STREET DATE
MAY 2ND**



“First Lover”



OFFICIALLY ADDED AT THESE URBAN STATIONS:

WCDX	Richmond, VA	WYNN	Florence, SC	WJMG	Hattiesburg, MS
WJJN	Dothan, MS	WJMZ	Greenville, SC	KFXZ	Lafayette, LA
KJMS	Memphis, TN	WFXM	Macon, GA	KNEK	Lafayette, LA
WILD	Boston, MA	WEAS	Savannah, GA	KXZZ	Lake Charles, LA
WOLF	Syracuse, NY	KMJQ	Houston, TX	KIPR	Little Rock, AR
WPLZ	Richmond, VA	KIIZ	Killean, TX	WHRK	Memphis, TN
WEUP	Huntsville, AL	KVSP	Oklahoma City, OK	WQUE	New Orleans, LA
WQQK	Nashville, TN	KJMM	Tulsa, OK	KMJJ	Shreveport, LA
WEDR	Miami, FL	KTOW	Tulsa, OK	KYEA	West Monroe, LA
WYLD	New Orleans, LA	KDLE	Wichita, KS	WCKX	Columbus, OH
KQXL	Baton Rouge, LA	WTLZ	Saginaw, MI	WROU	Dayton, OH
WKGN	Knoxville, TN	WNOO	Chattanooga, TN	WTLC	Indianapolis, IN
KDKS	Shreveport, LA	WTMP	Tampa, FL	WMMJ	Washington, DC
WFLM	Ft. Pierce, FL	WRXB	St. Petersburg, FL	WMYK	Norfolk, VA
WJIZ	Albany, GA	WLOU	Louisville, KY	WAAA	Winston-Salem, NC
WPAL	Charleston, SC	KCOH	Houston, TX	WGOK	Mobile, AL
WWWZ	Charleston, SC	KBCE	Alexander City, LA	WDAO	Dayton, OH
WWDM	Columbia, SC	WJTT	Chattanooga, TN		

• ON THE DESK OF RHYTHM CROSSOVER NOW •

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - Great Springtime record. Instantly recognizable.

DA BRAT *Give It 2 U* (WORK GROUP) - Won five nights in the 'New Music Fights.'

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Sounds great. Hope it gets good reaction.

LUCY BARRAGAN, MD, Q105, Oxnard

MONTELL JORDAN *I'll Do Anything* (PMP/RAL/ISLAND) - Good ballad.

CLETO ESCOBEDO *Escobedo* (VIRGIN) - Pop-sounding record.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Check out the 20 Fingers remixes.

UNV *So In Love With You* (MAVERICK/WARNER BROS.) - Into the R&B mix.

SCOTT WHEELER, PD, WHHH, Indianapolis

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Good positive song. Hooky midtempo sound. Really like it.

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - Great follow-up to Candy Rain. Could be bigger.

DANA DANE *Rollin' Wit Dane* (MAVERICK/WARNER BROS.) - Working well. #28 single sales.

KUT KLOSE *I Like* (ELEKTRA) - Top 10 single sales and phones.

MICKY JOHNSON, PD, WHJX, Jacksonville

SOUL FOR REAL *Every Little Thing I Do* (UPTOWN/MCA) - Solid follow-up to Candy Rain.

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Gonna be a smash.

COMING OF AGE *Sparked* (ZOO) - Getting good reaction.

E-40 *One Luv* (JIVE) - Spiking at night.

GREG BRADY, MD, WHJX, Jacksonville

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Is she the next Aretha? It's a great song.

NUTTIN NYCE *Froggy Style* (JIVE) - Song has more hooks than a tackle box.

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - Great mass appeal. Sounds like next Coolio.

DAVID LEE MICHAELS, PD, WJJS, Roanoke

UNV *So In Love With You* (MAVERICK/WARNER BROS.) - If you can't hear this record it's time to go to work somewhere else.

CORONA *Baby Baby* (EASTWEST/EEG) - Stone cold smash!

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - The 20 Fingers remix is the shit.

M-PEOPLE *Open Up Your Heart* (EPIC) - Cardboard sleeve version radio mix.

WOOKIE, APD, WOCQ, Ocean City

RARE ESSENCE *Get Your Freak On* (LIAISON) - It's a regional Go Go thing!

JESSE *When U Cry I Cry* (CAPITOL) - Smooth like peanut butter.

REAL McCOY *Come And Get Your Love* (ARISTA) - The girls will love it!

MARI LOU, MD, WOCQ, Ocean City

SIR MIX-A-LOT *Sleepin' Wit My Fonk* (AMERICAN) - It's awesome!

SOUL IV REAL *Every Little Thing I Do* (UPTOWN/MCA) - Killer follow-up to Candy Rain.

DA BRAT *Give It 2 U* (WORK GROUP) - Sounds real good on the air.

ERIC BRADLEY, MD, B96, Chicago

TONY THOMPSON *I Wanna Love Like That* (GIANT) - It's a smash!

ALL FOR ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - One listen record.

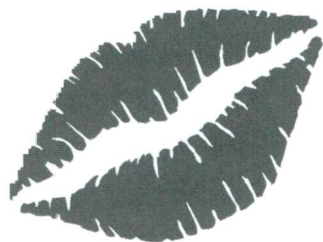
FUN FACTORY *I Wanna Be With You* (CURB ATLANTIC) - This is the song that will cross then into Mainstream.

MAX-A-MILLION *Take Your Time* (S.O.S.) - Check it out.

LOGIC RECORDS HAS RECORDS THAT REACT

LE CLICK "Tonight Is The Night"

"After 21 weeks on the air, 'Tonight Is The Night' is still Top 10 callout. This is a hit record!"
-John Rogers, MD, WPOW/Miami



WPOW 30x = SALES MIAMI #28 SOUNDSCAN SINGLE
KTFM 35x KLRZ 13x WXXL 6x
KPRR 13x KKFR 26x

→ (KPRR is the NEW ADD of the week!)



#46 NEW BILLBOARD MAXI SINGLE SALES (2 weeks in store)

#41 NEW BILLBOARD CLUB SINGLE PLAY

SPARKS "When Do I Get To Sing My Way" #1 GERMAN POP RADIO GOLD SINGLE

• BOTH SINGLES ON YOUR DESK NOW!!!!!!!!!!!!!! •

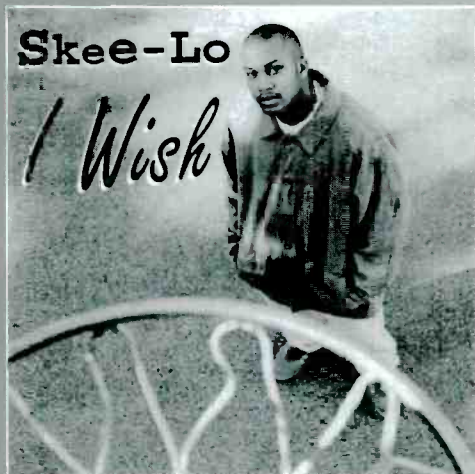
SKEE-LO

There's no more wishing about it!

"I Wish" is a HIT!

Look who's already making "I Wish" come true:

KMEL (San Francisco) KPWR (Los Angeles)
KIIS-FM (Los Angeles) WHHH (Indianapolis) XHTZ (San Diego)
KTFM (San Antonio) KYLD (San Francisco)
WHJX (Jacksonville) KDON (Monterey-Salinas)
KHQT (San Jose) KZHT (Salt Lake City)
KGGI (Riverside) KPRR (El Paso)
KIKI (Honolulu) KLUC (Las Vegas) KCAQ (Oxnard)
KMXZ (Tuscan) WOCQ (Ocean City) KPSI (Palm Springs)
KWIN (Stockton) KHTN (Modesto) WIMX (Harrisburg)



**Video & Album
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BDS

Debut 37° Top40 Rhythm Crossover
9th Most Increase in Plays

R&R

Debut 37° Rhythmic/CHR 40
3rd Most Added
5th Most Increase in Plays



PROMOTIONS AFTER DARK

By Paige Nienaber

Wait a minute. Didn't I just see this in my hotel room on Spectravision? Maybe not. Never mind. After covering Mornings, Mid-days and Afternoons, it's time to wrap up this four-part series of columns on promotions for the various dayparts, with an article on fun stuff that you can do at night.

The night shift is uniquely different from the other airshifts in that the energy level is so much higher. Screaming, yelling, bells and whistles, would blow people out of their beds in the a.m., get the boss to toss the radio out the window in the mid-days, and be grossly inappropriate for the tired masses driving home in the afternoon. But after 6 or 7p.m., a whole new vibe hits the air and the age of your listeners drops like a rock. But that's nights.

Joey Deee (yes, three "e"s) has been ruling the nighttime airwaves at such stations as KGGI in Riverside and The Edge in Charlotte for years. He's now calling KTFM in San Antonio home, and is cutting a wide swath through the audiences of the competition. Out in left field? Hell yeah. But that's what makes him one of the all-time greats when it comes to nighttime jocks.

"The vibe at night has to be full of energy", says Joey. "There are two kinds of people who listen to the station. About 10% are hardcore and hang on every word you say. The rest are listening but aren't paying that close of attention. They might not be able to repeat back your bits word for word, but they stay tuned because they feel something. It's the energy."

One of KTFM's more successful night promotions, and one that I've seen several of my stations hit homeruns with, is the Friday Night Party Patrol. In San Antonio on Friday (and Saturday) nights, Joey hits the street at 6 p.m. and does his entire show live, via a portable marti, from wherever the action and people are. This is not some sales-driven remote thing. He keeps moving, stopping for 15 or 20 minutes at proms, malls, theaters or wherever his listeners are. "If I could, I'd do it live from the streets every night. You're 'touching' the

listeners and they'll never forget you", says Deee. "Plus they get to see that I'm not a girl."

High schools provide a wonderful resource for the night show. Whether it's having a different cheerleading squad in to the studio every Thursday night, or hosting School Spirit contests on the air that award the winning school with a concert. There are many opportunities to impact this large and loyal audience. Sometimes it's as simple as getting a van and bringing it out to high school football games. Few radio stations make the most out of the schools as they possibly can. And that's a sad statement on radio in general.

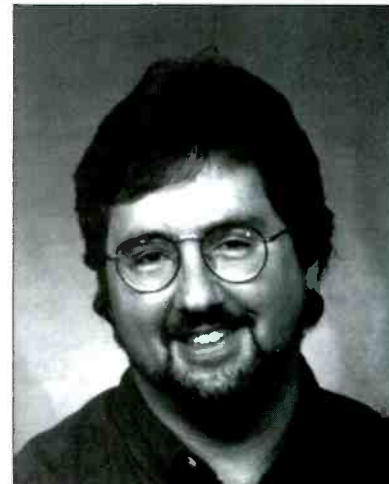
Contesting at night is a whole new ball game. It's similar to mornings in that you probably want to toss aside the standard methodology and let the jock do what ever fits his/her style. As Joey from KTFM says, "If you're a night jock and you're doing caller #10 to win, you suck." Among the things that Deee does are contests that involve the listeners and require their active participation. In the past, he's made

quickly as he does.

Within three days of his getting on at KISS 102, I couldn't take the van anywhere within 100 miles without being besieged by teenage girls wanting to know about him. Having worked with jocks who couldn't get that kind of response after three years, I knew we had hit paydirt with the new guy.

His contesting, like his overall on-air sound, is high energy and seemingly spontaneous. If you to listen to Jo Jo, you'd think that he was flying by the seat of his pants and making it up while he goes along. Some of his regular bits have included Desperate & Dateless, and Jo Jo's Big Phone Book, which has him giving out people's beepers on the air. When I was the Promotion Director at Wild 107, I got him to rush a sorority at San Francisco State. A great bit. During a stint at Q-102 in Philly, he did the same bit and I had the pleasure of listening to my friend as he did his show live from a pajama party in a girl's dorm. Priceless entertainment.

Getting back to the beepers, Jo Jo



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

being a normal guy who they can approach". One of his former PD's attributes his huge success to the fact that he's "real down to earth with a dash of flash on the side".

Clubs are another tool available to the night show. Whether it's taking the show directly to the clubs, or doing a van blitz at night spots, it can be great imaging with the younger audience, in addition to outstanding visibility. At Z-100 in New Orleans, the station has a direct line into Senor Frogs, a club which becomes the Blue Groove on Friday nights. Jake The Psychotic Snakeman is the Night Jock/Promotion Director at Z-100, and says that the Blue Groove show has tied-in well with his station's music intensive image. "We're doing stuff a little differently than the other mainstream CHR's. At night the music is the #1 priority and we don't step on it or break it up," says Jake. He'll pot up the action from the Blue Groove throughout his Friday night shift and then head over there to wrap up the evening starting at 10.

Sometimes it seems like a whole new radio station takes over at 6 o'clock. Perhaps it does. The audience is home, they're nesting for the night, and it's time to put some punch into their party. If not an obligation, it's certainly an opportunity.

**"If you're a Night Jock and you're doing caller #10 to win, you suck."
-Joey Deee, KTFM, San Antonio**

people talk backwards, call Chinese restaurants and gotten the cook to say "Joey's got a big fat butt" and even played radio "Hangman" on the air.

Jo Jo Wright has been around the dial, working in markets that include Anaheim, Charlotte, Philadelphia and currently San Francisco, where he's holding down nights at Wild 107. Besides having briefly been my roommate in Charlotte, he also married my assistant, though I'd prefer to say "married". Having worked with him there and in the Bay Area, rarely have I seen a Night guy who can take over a market as

has one and uses it to keep an open line of communication with his audience. He religiously sets time aside every day to return some of the hundreds of pages from his listeners. He also returns every piece of fan mail sent to him with a photo, personal note and a bio on him. Having cut a record and dabbled in TV, Jo Jo is more than just a radio star to his listeners. And therein lies another opportunity for stations. The night jock can be so much larger than life with his/her audience, truly a star. If only they play it that way. "Some people try to be real Mr. Homey-Street," says Wright. "Everyone knows me as just

ALL YOU NEED

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“ALL I NEED...”

The phat new remix
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What else could you need?

HOT97	KMEL	WPGC	KJYK
WJMH	WOCQ	92Q	WJJS
WHJX	KIX106	KKSS	KKBT
	PWR106	Z90	



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AS THE VINYL SPINS

By Oscar Merino

EVERYBODY WANTS TO NEED SOMEBODY

All you DJ's playing house need to ask somebody, anybody on how you can get this record. It's on 'Little' Louie Vega and Kenny Dope's label - MAW Records. It's with Yvonne from Jomanda and the title is Everybody. I first heard Humphries play it in Miami and also when he came out to L.A. to play at Does Your Mama Know. It's the kind of record that stays in your head, and when you least expect it, you start hearing the hook again. I just had to call Marques Wyatt, who I knew would know. If you plan on tracking this record down, you're going to have to wait a few weeks to get it, 'cause it won't be out for a while. Tony and Louie will be doing some mixes on it. I heard the original, and believe me, you're in for a treat.

Marques continues to prove that it's all about keeping it real, by bringing down DJ's like Humphries, Vega, and soon, DJ Disciple. And as some of you already know, Marques is also into Soul/Acid Jazz. Shows he's involved with include Jai Cardwell May 13th at Does Your Mama Know, Jamiroquai June 1st at American Legion, and The Roots at the Directors Guild on Sunset, June 2nd. To top it all off, he's going to start working on some music soon. That's the only way to live, in my opinion, you gotta make it happen, or die trying.

I SAW YOU DANCING!

In the dance conference call this week, Yaki-Da I Saw You Dancing on London/Island was one the most talked about records. I feel this record will crossover in no time, because the clubs and mixshows are going to blow this up, and radio programmers should be able to get this one. Also, look for the Gap Band to impact radio with First Lover. The radio edit has a nice balance of their old school feel and undeniable vocal hooks. Mix show and club jocks are in for a treat, House mixes are on the way, and done properly by Tommy Musto and Joey Batts. I really liked both the club and dub mixes, check your mail box, and if you need a copy call Joey Batts at Raging Bull @ 818-566-138E. Or Dig It International, Marcus Bishop called in to let me know they are going for radio with Drop A House by Urban Discharge. Also, check for the Kingsize remixes on Laura O's There's Only One Thing and Thelma Houston's Don't Leave Me This Way. If you're missing any of these, call Marcus Bishop @ 212-673-7676. Getting love at the mix shows and working in regular rotation at some stations is Intonation Died In Your Arms, a good up tempo remake of the Cuttin Crew's original. Dan Watson, PD at KSIQ informed me that it's doing really well for him, if you need a copy you can call Laura at Metropolitan @ 201-483-8080. Any labels not talking to Dan are missing out. He's up on music, and is down to earth, not up in the clouds. Thanks to Marco "One Love" Navarra for the hook up. Out on Aplus Records is an Australian Aborigine singer by the name of Maroochy Barambah. This is as interesting as a House record gets, and is one of those records that you need to check out and judge for yourself. Produced by Martine J Laurent aka "The Girl" that came out on Eightball and the brainchild of House pioneer band Kraze, remember "The Party"? Call Maurice for your copy @ 718-282-2210. Kevin at Cutting is staying busy with quite a few records for your 1200's. Making noise is a two cut 12" - Keith Lipman Presents Kick Junkie with Closer on one side and Kick It In on the other. Also on Cutting, is the Pamela Fernandez Let's Start Over, 2 In A Room's Ahora, and on the Hip Hop tip is the Phat Doug Here We Go. You can reach Kevin @ 212-567-4900. Beverly Hills based Street Level Records is releasing rap group Fel-Ons What You Won't Do. The first single from their Street Rap Volume 1 compilation. It includes a sample of Bobby Caldwell's classic What You Won't Do For Love. If it sounds like something for you, call Richard Lenti or Alexander Williams @ 213-655-6736. Peter Arbetelli and the entire EEG group must be pretty excited about their streak. Adina Howard's success continues, as well as Billy Ray Martin, and The Human League. And setting up nicely is the Corona Baby Baby. But wait, they're also working on Dirty Bastard Shimmy Shimmy Ya and the new Ini Kamoze Listen Me Tick with Morales mixes shipping May 2nd! Speaking of Morales, his mixes on Jamiroquai's Return Of The Space Cowboy are in the pocket - greatness comes with consistency, and Morales continues to deliver. Ann Marie Reggie and K-Woo called in with the great news, Dre's single sold 45,500 singles in one week, and I said "waaaaaah!". Not only that, the Friday soundtrack debut at #2 on the Hot 100. KLUCC'S Cat Thomas did his own radio edit of the single, which not only worked for his station, but also for the Kozman at KKXX, both added the record because of his edit. If you want to check it out, give Cat a call. POWER106's Charlie Huero is getting married May 6th in San Diego, so

give the man a call and wish him the best. Charlie is one cool brother. I remember the Z90 days - he was cool then and he's cool now.

On to mixer news, Bill Millman has a new address, 130 Hillpark Ave., Greatneck New York 11021. His new number is 516-773-4796. WNNK's Heidi Linn is not getting serviced from some labels, so make sure you put her on, she's definitely trying to do the right thing, so get with her @ 717-234-4211. Remixer/Producer/Mix Show DJ/Baseball player/Country singer Eddie Arroyo continues to do his mix show for Wild107 in San Fran, and he's also got some production and remix projects dropping. On EMI Latin he's got a mix of the Barrio Boyz Una Vez Mas, he's also working on something for Champion for a mystery artist, and what I've heard before and I know will be Vestry's most successful release to date, is Arlene Burton's I Don't Know. By the way, the Country part was a joke, so don't be calling the brother for demos. If you want him to check out your product or want a show reel of his production/remix work you can reach him @ 212-757-4851.

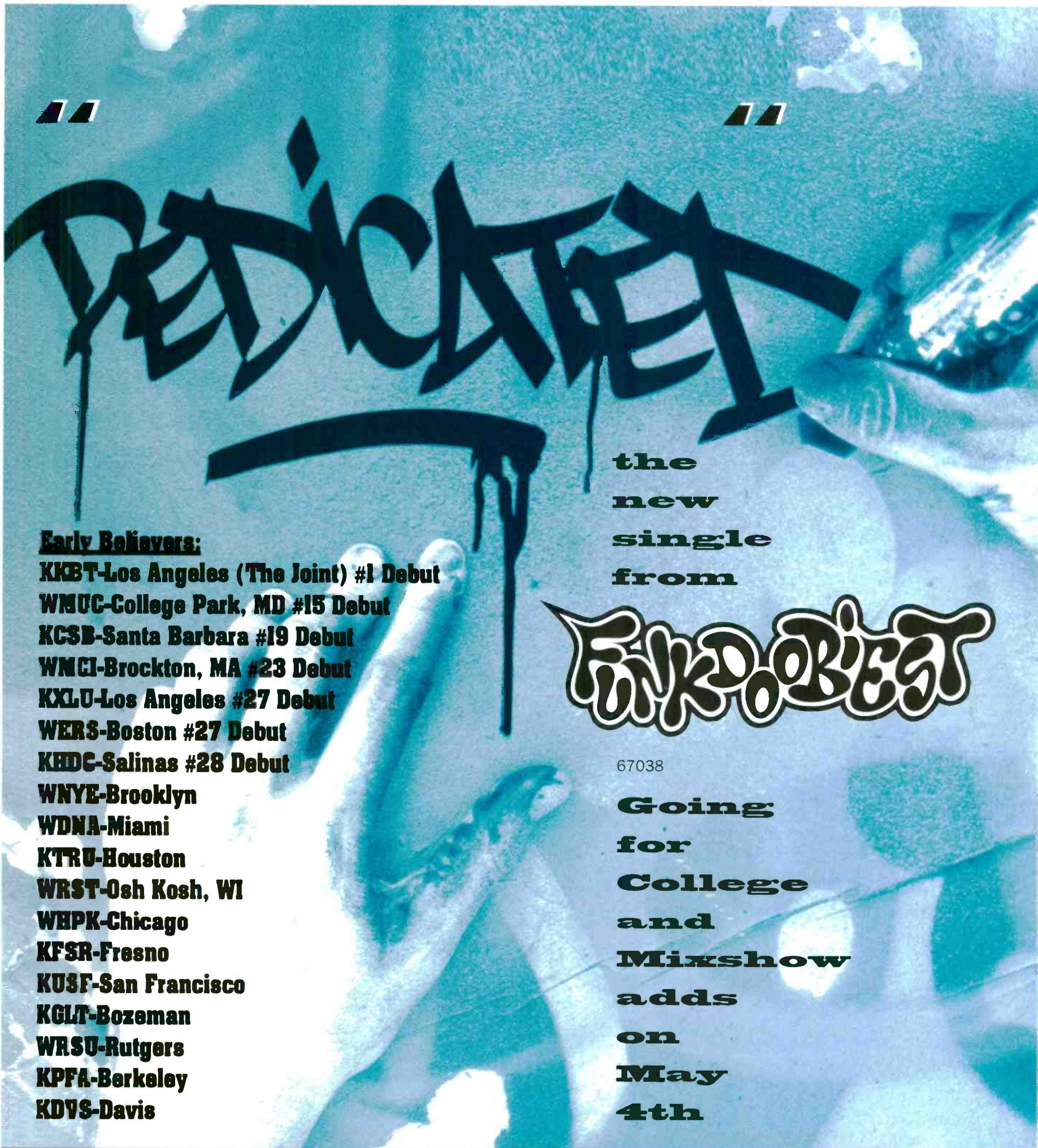
The mix show night on May 4th at the Hitmakers Convention is set. It's being held at Cairo night club, which I haven't been to yet, but people that have gone there say it's one of the best clubs in Chicago. Cym LaJoy will be performing Car Wash, a record that is starting to blow up at the mix shows, just ask Robbie Tronco. Also, After Dark recording artist Joei Mae will be there with her dancers performing Promise Me Your Heart, and 2 In A Room will be in the house doing their hit Ahora. On the turntables that night we're having KPRR's Eddie Mix, Z90's DJ Grooves, Hot97's Glenn Friscia, and representing B96 will be Julian Perez, Tim Schommer, and Bad Boy Bill. It's being hosted by the V.I.P. record pool, but it's open to all registrants and all the local record pools, so expect a lot of DJ's in the house. Friday night will also be jumpin' off in Chicago with two slammin' parties. Vibe Music in conjunction with McClusky & Associates are throwing a party at Excalibur, and Logic and the Strictly Rhythm crew are having a party at Shelter, with John McMann, Tim Schommer, and Charles Chavez. I'll make sure to get some pictures for those of you who won't be there.

Finally, I'd like to thank everyone that's been calling in with feedback. I'm glad that you're feeling the impact. A lot of people called in to say they really enjoyed the Glenn Friscia interview. Be on the look out for future interviews with Power106's DJ Enrie and Markus Schulz from Hot Mix/Plastik Records.

Most Disc-overed for this issue

Based on One-On-One Calls and Conference Call Mentions

- HEATHER B *All Glocks Down* (PENDULUM)
- COMMON SENSE *Resurrection* (RELATIVITY)
- JUNIOR M.A.F.I.A. *Player's Anthem* (BIG BEAT)
- KELLEE *My Love* (MOONSHINE)
- FRANKIE KNUCKLES ft. ADEVA *Too Many Fish* (VIRGIN)
- CYM LaJOY *Car Wash* (ANOTHER VIEW)
- MAD LION *Own Destiny* (NERVOUS)
- MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL/CAPITOL)
- METHOD MAN W/ MARY J. BLIGE *All I Need* (DEF JAM)
- MOBB DEEP *Survival Of The Fittest* (LOUD/RCA)
- MONICA *Don't Take It Personal* (ROWDY/ARISTA)
- NAUGHTY BY NATURE *Craziest* (TOMMY BOY)
- NINE *Any Emcee* (PROFILE)
- JOHNNY OSBORNE *Budy Bye* (PRIORITY)
- SPHINX *What Hope Have I* (CHAMPION)
- STAXX *You* (COLUMBIA)
- R.H.V. PRESENTS SUGAR *The Feeling* (AQUA BOOGIE)
- TOTAL ft. NOTORIOUS *Can't You See* (TOMMY BOY)
- TRANS-CONTINENTAL *I Can Learn* (DIGITAL DUNGEON)
- YAKI-DA *I Saw You Dancing* (LONDON/ISLAND)



Early Believers:

- KKBT-Los Angeles (The Joint) #1 Debut**
- WMUC-College Park, MD #15 Debut**
- KCSB-Santa Barbara #19 Debut**
- WNCI-Brockton, MA #23 Debut**
- KXLU-Los Angeles #27 Debut**
- WERS-Boston #27 Debut**
- KHDC-Salinas #28 Debut**
- WNYE-Brooklyn**
- WDNA-Miami**
- KTRU-Houston**
- WRST-Osh Kosh, WI**
- WHPK-Chicago**
- KFSR-Fresno**
- KUSF-San Francisco**
- KGLT-Bozeman**
- WRSU-Rutgers**
- KPFA-Berkeley**
- KDYS-Davis**

**the
new
single
from**

Funkdoobiest

67038

**Going
for
College
and
Mixshow
adds
on
May
4th**



**The album "Brothas Doobie"
comin' at ya June 6th!**

**Also check for
Funkdoobiest's "Superhoes"
on the FRIDAY soundtrack.**

**Executive Producer: Muggs
for Soul Assassins
Management:
Happy Walters for
BuzzTone Entertainment**

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MIX SHOW

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

NEW IN 'THA MIX

R.H.V. PRESENTS SUGAR "The Feeling" (AQUA BOOGIE)
SPHINKS "What Hope Have I" (CHAMPION)
TRANS-CONTINENTAL "I Can Learn Like This" (DIGITAL DUNGEON)
COMMON SENSE "Resurrection" (RELATIVITY)
TRUCE "Pump It" (STRICTLY RHYTHM)

COLUMBIA

RECORDS *Presents The*
HITMAKERS MIXER OF THE WEEK!

MIX SHOW MOVERS

LW - TW	Artist	Track	Label
5-1	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
3-2	JIMMY SOMERVILLE	"Heartbeat"	(London)
2-3	REAL McCOY	"Runaway"	(Elektra)
4-4	BILIE RAY MARTIN	"Your Loving Arms"	(Elektra/Sire)
1-5	WATERLILIES	"Never Get Enough"	(Sire)
9-6	DR. DRE	"Keep Their Heads Ringin'"	(Priority)
8-7	MADONNA	"Bedtime Story"	(Maverick/WB)
10-3	METHOD MAN f/ Mary J. Blige	"All I Need"	(Def Jam/Island)
12-9	CLUBZONE	"Hands Up"	(Logic)
7-10	MONTELL JORDAN	"This Is How We Do It"	(PMP/RAL/Island)
13-11	REEL 2 REAL	"Conway"	(Strictly Rhythm)
6-12	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
28-13	SHADES OF LOVE	"Body To Body"	(Vicious Musik)
19-14	KLEO	"I Got Love"	(Raging Bull/Dynasty)
11-15	BIG L	"Put It On"	(Columbia)
26-16	JUDY CHEEKS	"Respect"	(EMI)
14-17	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
31-18	MASTA ACE	"The I.N.C. Ride"	(Delicious Vinyl)
15-19	SAM SNEED	"You Better Recognize"	(Deathrow)
21-20	LO.T.U.G.	"What I'm After"	(Pendulum)
16-21	FUN FACTORY	"Close To You"	(Curb Ede)
30-22	NINE	"Any Emcee"	(Profile)
33-23	KEILLEE	"My Love"	(Moonshine)
46-24	DA BRAT	"Give It To You"	(Work Group)
17-25	REDMAN	"Can't Wait"	(Ral)
34-26	TOTAL	"Can't You See"	(Tommy Boy)
18-27	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
24-28	2 PAC	"Dear Mama"	(Interscope)
25-29	PHARAO	"I Show You Secrets"	(Columbia)
35-30	JUDY ALBANESE	"That Ain't Right"	(Maxi)
27-31	THE B.U.M.S.	"Elevation, Free My Mind"	(Priority)
37-32	RUFFNEXX SOUND SYSTEM	"Luv Bump"	(Warner Bros.)
N-33	CORONA	"Baby Baby"	(EEG)
N-34	M-PEOPLE	"Open Up Your Heart"	(EPIC)
23-35	DURAN DURAN	"White Lines"	(Capitol)
29-36	DOUBLEYOU	"Run To Me"	(ZYX)
48-37	LOVE HAPPY	"Message Of Love"	(MCA)
N-38	B TRIBE	"Nadie Entiende"	(Atlantic)
20-39	RAPPIN 4-TAY	"I'll Be Around"	(EMI)
22-40	CRYSTAL WATERS	"What I Need"	(Mercury)
N-41	JOANNE FARRELL	"All I Wanna Do"	(Big Beat/Atlantic)
42-42	TECHNOCRONIC	"Move It To The Rhythm"	(EMI)
N-43	LE CLUCK	"Tonight Is The Night"	(Logic)
43-44	DR. ALBAN	"Let The Beat Go On"	(Logic)
N-45	CYM LAJOY	"Car Wash"	(Another View)
44-46	ICE CUBE	"Lil' Ass Gee"	(Priority)
47-47	?ASYLUM	"Hey Look Away"	(Kaper/RCA)
N-48	SKEE-LO	"I Wish"	(Sunshine/Scotti Bros)
50-49	EDDIE FOWLKES f/Maurissa Rose	"Let Us Pray"	(Bold)
N-50	MONICA	"Don't Take It Personal"	(Rowdy/Arista)



Swedish Eagle Groove Radio Syndicate

CAREER HIGHLIGHTS

1975 Booked Radio Luxemborg's Radio Gods including Tony Prince (DMO) and Paul Burnette.
1990s The early days of KROQ when the "lunatics took over the asylum" with freeform alternative radio! Working with legendary programmer Rick Carroll. Breaking many artists into the mainstream including THE SUGARCUBES, NEW ORDER, and UB40. This phenomenal experience lasted 10 years.
Hit TV show in Sweden and Spokesman for "ZINGO" softdrink. The Eagle's face was on every bus and billboard in Sweden!
1990s MARS-FM. Eagle manned the station that broke techno/rave music in America!
1994 GROOVE RADIO INTERNATIONAL, PLANET REGGAE, and THE IMPORT SHOW, all syndicated radio programs created by Egil and "...dedicated to the future of music for a new generation.TM"
1995 GROOVE TV... Egil's new music video show reaching 4.6 million Los Angeles households.

HOBBIES

- Spending quality time with family.
- Eagle bicycles on the hills of his suburban LA. neighborhood 15 miles daily.
- Listens to at least 100 new recordings weekly adding to his collection of over 20,000 recordings.

SPECIAL THANKS TO:

Ena Rocha Aalvik, Mr. Steve and Jimmie at Record Reaction, CJ EFX, Special Ed, Renee Naudir, Moby, PowerTools, Roger Steffens, CC Smith, Bob Marley, Beat Non-Stop, Mark Beaver, Quasar, Bono, and Edwina.

COLUMBIA CUTZ

BIG L "Put It On"
Pharao "I Show You Secrets"
• Over 200 BDS SPINS & STILL GROWING!
• Remixes by Lenny Bartolo & Robbie Tronco out now!
BuckShot LeFonque "Some Cow Fonque"
• Performing at the Hitmakers Convention in Chicago
Yo! Co Ross "Miss Me"
• Be on the lookout for 12" Mixes on
Bloodhound Gang's "Mama Say"

NOMINEES FOR ISSUE XXX

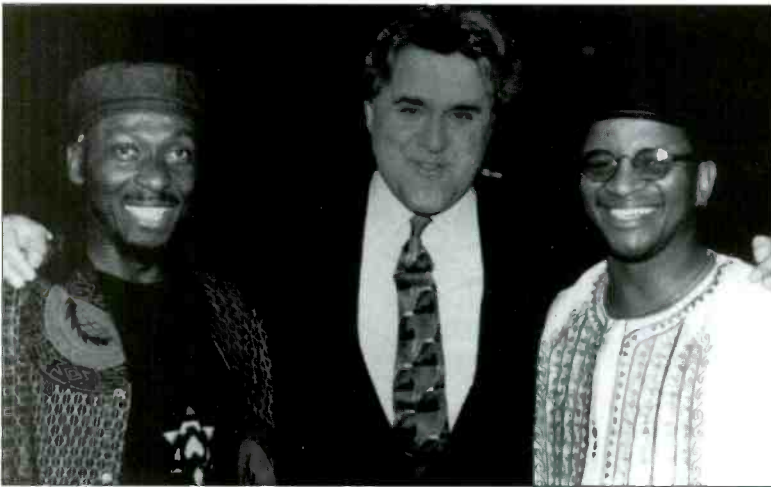
VOTE FOR YOUR CHOICE

1. EDDIE ARROYO (KYLD, San Francisco)
2. TERENCE TOY (KKBT, Los Angeles)
3. HEIDI LINN (WNNK, Harrisburg)

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MIXER OF THE WEEK WINS SONY HEADPHONES!

HITMAKERS Faces & Places



Reggae legend **Jimmy Cliff**, left, and recent Grammy winner **Lebo M.** right, meet **Jay Leno** backstage after performing their new hit single, *Hakuna Matata* from the Top 30 album *RHYTHM OF THE PRIDE LANDS* on the "Tonight Show."



Tommy Shaw and **Jack Blades**, aka *SHAW/BLADES* were recently in Kansas City as part of a 40 city promotional tour on behalf of their debut Warner Bros. Records release, *HALLUCINATION*, featuring the single *My Hallucination*. Pictured (l-r): **Brian Hay**, WEA sales rep; **Jim Scott**, Handelman's; **Tommy Shaw** and **Jack Blades**; **Bob Hathaway**, Warner Bros. Records local rep; and **Rick Sutcliffe**, Baltimore Orioles.



Sony 550 Music recording artist **Des'ree** is presented with a gold album plaque for her album *I AIN'T MOVIN'*, featuring the Top 5 hit single *You Gotta Be*. Pictured (l-r): **David Massey**, VP of A&R/International Mktg, Epic; **John McL. Doelp**, Exec. VP, Sony 550 Music; **Des'ree**; **Polly Anthony**, President, Sony 550 Music; **David Wernham**, artist manager; and **Hilary Shaev**, VP of Promotion, Sony 550 Music.



Capitol recording artist **Rachelle Ferrell**'s self-titled debut album has finally reached gold status. Pictured (l-r): **Kent Blackwelder**, Manager, Kent Blackwelder Management; **Bruce Lundvall**, President, Blue Note Records; **Rachelle Ferrell**; **Gary Gersh**, President, Capitol Records; and **Noah Gersh**, Gary's son.



RCA recording group **The Dave Matthews Band** were presented with plaques for the gold certification of their major label debut, *UNDER THE TABLE AND DREAMING*. Pictured front row (l-r): **Stefan Lessard**, bass; **Carter Beauford**, drums; **Boyd Tinsley**, violin; and **LeRoi Moore**, saxophone, of The Dave Matthews Band; and **Dwayne Welch**, VP, Int'l., RCA. Middle row: **Bob Jamieson**, Pres., RCA; **Skip Bishop**, VP, Nat'l. Pop Promo., RCA; **Coran Capshaw**, co-manager, The Dave Matthews Band; **Dave Loncao**, VP, Rock Promo., RCA; **Carol Fenelon**, Sr. VP, Business and Legal Affairs, RCA; and **Geary Tanner**, VP, Nat'l. Promo., RCA. Back row (standing): **Bruce Flohr**, Sr. Dir., A&R, RCA; **Tom Derr**, Dir., Artist Dev., RCA; **Shari Segalini**, Dir., Single Sales, RCA; **Greg Linn**, Dir., Product Dev. Mainstream, RCA; **Peter Robinson**, Assoc. Dir., A&R, RCA; **Elise Kolesky**, VP, Field Mktg., RCA; **Butch Waugh**, Sr. VP, Promo., RCA; **Hugh Surratt**, VP, Artist Dev., RCA; and **Dave Novik**, Sr. VP, A&R, RCA.



Mercury recording artists **Rusted Root** have been on the road with **Jimmy Page** and **Robert Plant** since the Page/Plant tour commenced on February 26 at the Pensacola Civic Arena in Pensacola, FL. Pictured front row - seated (l-r): **Patrick Norman**, Rusted Root; **Robert Plant**; **Michael Glabicki**, Rusted Root; **Jimmy Page**; **Liz Berlin** and **Jenn Wertz**, Rusted Root; and **Jill Goehring**, A&R, Mercury. Back row (l-r): **John Buynak**, **Jim Donovan** and **Jim DiSpirito**, Rusted Root; and **Andrew Sharp**, Road Manager, Rusted Root.

DJ GROOVE, Z90, San Diego

BUTTER *Do Me Right* (EMOTIVE) - Check this shit out! This record is gonna be big, I mean BIG! Just because of the vocals and rhythm!

DJ DUKE *The Return Of* (POWER MUSIC) - Check this shit out! Both cuts are hyped!

SCOTTIE DEEP *Time Bomb* (DIGITAL DUNGEON) - This 10 inch record is so hype that it will move you! This record is slam'n!

MIKE NARDONE/EMZ, 92.3THE BEAT, Los Angeles

FUNKDOOBIEST *Dedicated* (IMMORTAL) - Follow up to *Rock On*, has deep lyrics and a funky track. Give it a chance.

MIC CHECK *Aceyalone* (CAPITOL) - LA's premiere underground artist comes with his first solo release. It's not for everybody, but Hip Hop kids will love it.

RAEKWON *Glaciers On Ice* (LOUD) - The Wu-Tang camp is back with another solid underground record. You gotta get this somewhere...it's unbelievable.

AMG *Around The World* (SELECT) - This first single from his album is gonna knock people off the blocks. You might be surprised by his lyrics, so listen closely.

BAD BOY BILL, B96, Chicago

RALPHI ROSARIO *Brinca* (UMM) - An import from Italy...Spanish vocals with a dope beat!

DJ SNEAK *Jumpin' Jacks* (RELIEF) - Jumpy and bouncy Underground House track!

KELLEE *My Love* (MOONSHINE) - Ralphie Rosario's Mix is the shit with cool female vocal hooks!

DJ ATTACK *Skunk Trax Vol. 2* (UNDERGROUND CONSTRUCTION) - The Rebel is my favorite track 'cuz I'm a rebel too!

SUGAR *The Feeling* (AQUA BOOGIE) - Produced by my man Richard 'Humpty' Vission (a.k.a. Sugarfoot). This track is on fire, the groove will NOT stop...slammin'! I'm out.

TONY MORRIS, BOSS97, Atlantic City

LIL JOHANNA *Take Me In Your Arms Again* (WARLOCK)

MICHAEL VASQUEZ *Memories Of Love* (HOT APPLE)

SAM THE BEAST *Gucci Dance* (RELATIVITY)

BUTTER *Do Me Right* (EMOTIVE)

ADINA HOWARD *Freak Like Me* (EASTWEST/EEG) - Under Dub House Mix

IMPULSE *Pump It Up Loud* (MICMAC) - This is very hot. Sounds like Real 2 Reel.

CIPRIANO *Get Up* (MIC MAC)

SHAGGY *Boombastic* (VIRGIN)

THELMA HOUSTON *Don't Leave Me This Way* (DIG IT INTERNATIONAL) - Kingsize Remix.

DAVE RAJPUT, HOTMIX, Phoenix

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - Smokin' Hi NRG...playing at all three clubs I program, also on Hotmix.

LA BOUCHE *Sweet Dreams* (BMG) - More Hi-NRG with vocals and music, wow!

SPHINX *What Hope Have I* (CHAMPION) - House NRG, on Hot Mix!

KID SENSATION *Seatown Funk* (ICHIBAN) - Cool old-school groove.

REAL McCOY *Come And Get Your Love* (ARISTA) - 107 bpm! Ooh Boy, 118 bpm! Love & Devotion, 101 bpm! Automatic Lover, 131 bpm! Operator, 125 bpm! Dance pop at its finest!

MARKUS SCHULZ, HOTMIX, Phoenix

BJORK *Amy Of Me* (ELEKTRA) - From the Tank Girl soundtrack comes the latest from Bjork. At 90 bpm, this hits hard with Hip Hop beats (from Led Zeppelin) and guitars! Nice.

DAKAYNE *Rebel Song* (DMC) - This is a couple months old but it has just gotten huge for me. Check out the Public Enemy samples!

THE PRODIGY *Poison* (XL/MUTE) - This is a nice change for The Prodigy. Mix this with the Beastie Boys. Hardcore Trip Hop!

WINK *Higher State Of Consciousness* (STRICTLY RHYTHM) - The Tweekin' Acid Funk is still number 1 after eight weeks.

TIME WARP *The Feeling That I Know* (GROOVE ON) - DJ pierre gets hard. This track hits hard, but mixshow DJ's beware: the intro is four minutes long. Better get two copies and shorten it for radio.

G-MAN, KBXX, Houston

DR. DRE *Keep Their Heads Ringing* (PRIORITY)

NAUGHTY BY NATURE *Craziest* (TOMMY BOY)

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

TOTAL *f/Notorious B.I.G. Can't You See* (TOMMY BOY)

MONTECO *Is It Me* (MCA)

NASTY NES, KCMU, Seattle

DJ POOH & THREAT *No Where To Hide* (DA BOMB) - Thanks to Nick Vidal for hookin' me up with this! West Coast rap is well represented on this cut! DJ Pooh and Threat make a powerful comeback! Expecting a great response here in Seatown.

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - This single's got a hook that most hit records are known for! Request lines are startin' to ring off the hook for Skee-lo!

DREAM WARRIORS *California Dreamin'* (PENDULUM) - This'll grow on you! Great production over a phat, Hip Hop beat! Love it!

XAVIER *Purely Sexual* (INTERSCOPE) - Just got the advance copy and I guarantee this R&B jam's gonna blow shit up in the 9-5! You gotta peep this record.

TITO 'Indamix' AGUSTIN, KDON, Salinas

DJ QUIK *Safe & Sound* (PROFILE) - This one's a creeper and it's comin up.

FUN FACTORY *Close To You* (CURB/ATLANTIC) - Don't be fooled, Euro dance is definitely in.

CORONA *Baby Baby* (EASTWEST/EEG) - It must be hot 'cause the senioritas are screamin' for more.

KUTMASTER SPAZ, KIKI, Honolulu

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - I wish I was skinny, but I know this song is phat.

ICE CUBE *Lil Ass Gee* (PRIORITY) - This is the shit. Yo, Kelly Woo, keep sending me that shit!

MILK *Spam* (AMERICAN) - In Hawaii, we love Spam cause it's phat and all that...and so is the track.

LEVEL 6 *Who Be The Dopest* (JIVE) - All I can say is Level 6 be the dopest.

CURTY CUT, KIX106, Providence

KRS-ONE *Ah Yeah* (AVATAR)

JERU THE DAMAJA *Invasion* (PAYDAY)

BRANDY *Best Friend* (ATLANTIC)

SOUL IV REAL *Every Little Thing I Do* (UPTOWN/MCA)

DJ PHANTOM & DJ K-SMOOTH, KJYK, Tucson

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - This track is straight flava. After one listen, you'll be singing the hook. Guaranteed to pick up your floors or light up your phone lines.

CORONA *Baby Baby* (EASTWEST/EEG) - 100% pure butter dance track, great follow-up to her last jam.

TEDDY Q ZAMORA, KMAX, Pasadena

MIJA *Need That Fun At Home* (MAXI)

FRANKIE KNUCKLES *f/Adiva Too Many Fish* (VIRGIN)

UNITED FUTURE ORGANIZATION *Stolen Moments* (POLYGRAM)

MUSK MEN *I Never Thought* (MUSK)

CYO *Party Time* (BALANCE)

GLEN AURE, KMEL, San Francisco

MAD LION *Own Destiny* (NERVOUS) - The KRS mix is the one.

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Major buzz on this record. One of the most requested songs in the Bay Area. Already in the mix shows, expecting heavy rotation.

MOBB DEEP *LP* (LOUD) - An Eye For Eye is the cut I'm playing, already getting mad...people already checkin' for it.

DAVID MEYER, KMEL, San Francisco

MARY J. BLIGE *I'm Going Down(Remix)* (UPTOWN/MCA) - New beats, new lyrics, basically a phat new song at about 86 bpm with Mr. Cheeks from the Lost Boyz doing a little somethin' somethin'.

MOBB DEEP *Survival Of The Fittest* (LOUD/RCA) - Close your eyes and you can see what they see. Mobb Deep create a dark vibe with their music. I feel like I'm in New York when I listen. Somethin' to keep the heads movin'. What' up John Riffkind.

CHANTE MOORE *This Time* (SILAS/MCA) - Have you seen the video? I am in love! She's not just a beautiful woman, she has a very soothin', sexy voice. The All-Star Remix is something to check for.

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - 'I wish I was a little bit taller, I wish I was a baller.' Everyone and their moms is singing this song. People react instantly to this record (phones, screams, etc.)

MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL/CAPITOL) - There are three phat mixes, one has got to be right for you. My personal favorite is the Phat Kat version. There is mix with Loose Ends 'Hangin' On A String,' and another mix with the Isley Brothers. Is it just me, or does Camalita have a sexy voice?

IN THE MIX AND ON THE STREETS NOW!

OMAR



SATURDAY

ENUFF, FLIPSQUAD/NYC:

“Omar goes down smooth like an after hour Cognac.”

EMZ, THE BEAT, “Tha Joint”:

“I have been down with Omar for years. I’m finally glad to see a domestic release. *Saturday* is the bomb.”

**DJ SMASH, “Sayin’ Somethin’”, NYC,
“Mushroom Jazz Brass”:**

“Real soul for a new generation.”

JAZZY NICE, “Giant Step”, NYC:

“His voice is silky and smooth. Omar will blow up in the streets.”

GLENN FRISCIA, HOT97, NYC:

“Pounds and Props to Omar, *Saturday* Is a killer groove, it sliced thru my Mix Show.”

**MIXES BY: PLUG ONE PLUG TOO
&
FRANKIE FONCETT**



THE RCA RECORDS LABEL

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GENERAL ELECTRIC, USA
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PAUL YATES, KMVR, Las Cruces

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - If you don't play this song now, you will wish you would have, this song will be getting taller.

ICE MC *Think About The Way* (ZYX) - Harry and the boyz at ZYX keep putting out great stuff and this is another one.

69 BOYZ *Five O, Five O* (RIP IT) - Here they come, here they come with another smash hit.

GREG WATTON, KRBE, Houston

MADONNA *Bedtime Story* (Warner Bros.) - Thank you for the new mixes...they're great!

ROZALLA *You'll Never Love The Same Way Twice* (EPIC) - K-Klass & Development Comp. Mixes.

BOSTON BRUINS *Raise Your Hands* (MINDWARP) - Huge on the progressive side.

DEEP FOREST *Martin Song* (EPIC) - Love that Greenhouse Mix.

EBRO, KSFM, Sacramento

E-40 *One Luv* (JIVE) - Expect this record to be large in every market that sticks with it.

MOBB DEEP *Survival Of The Fittest* (LOUD/RCA) - It's going to follow in the footsteps of *Shook Ones Part II*.

THA ALKAHOLIKS *Next Level* (LOUD) - Ya' should love the way tha 'Liks wreck the mic along with Diamond D's phat ass production.

THE COUP *Fat Cats, Bigga Fish* (WILD PITCH) - Straight outta Oakland, the funk sound that they've got sounds dope on the air.

THE NONCE *Bus Stop* (WILD WEST) - It's fat like their fist single, *Mix Tapes*. Their sound stays consistent throughout the album, West Coast, Laid Back, B-Boy style.

DJ D. STREET, KSJL, San Antonio

EBONY VIBE EVERLASTING *Trip Around Your Body* (GASOLINE ALLEY) - If you have no problem getting your swerve on, then this is the bomb. Straight up and funky.

NINE *Any Emcee* (PROFILE) - This is the second release and its on like a pot of neckbones. Love this flava. Baby, its definitely all good up in the mixx.

VARIOUS *FREEDOM soundtrack* (MERCURY) - It's about time we got the sisters on a positive tip and they're definitely representing on this hit. If the movie is as good as the rap(s), it should be a smash. This is straight butta baby.

LEONARD TRUJILLO, KSYM, San Antonio

JUDY ALBANESE *That Ain't Right* (MAXI) - Smooth bassline, catchy vocal. Expect more great things from Maxi.

DEEP DISH *Chocolate City Love Songs* (DEEP DISH) - These guys just keep 'dishing' out the best.

SADE *Thought I'd Never See The Day* (WHITE LABEL) - Don't know where it came from, but was a big track at the WMC.

200 SHEEP *The Hard Times March* (HARD TIMES) - Different track for M.A.W. but works the crowd to mayhem.

KENLOU *Moonshine* (MAW) - First release from the label and expecting great things from it in the future.

DJ RICH, KTFM, San Antonio

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - A Hip Hop record that could cross-over in a big way. Catchy hook and a positive message. A possible add at KTFM.

SPHINX *What Hope Have I* (CHAMPION) - Talked about this one back in March as an import, but now the domestic is out, so there are no excuses for not playing this in the mix.

MORAES *Welcome To The Factory* (HOT & SPICY) - A lot of Club hype on this one. Give your mixshow some flava and spice, this one in there.

Others to consider...or reconsider:

LE CLICK *Tonight Is The Night* (LOGIC/BMG)

SAM THE BEAST *Gucci Dance* (RELATIVITY)

DR. DRE *Keep Their Heads Ringing* (PRIORITY)

JOSEPH FRIAR, KVIC, Victoria

BUTTER *Do Me Right* (EMOTIVE) - Slammin' double pack from Emotive with Eric Kupper twisting the knobs and turning out some fine remixes on this great vocal record! This girl will have the dance floor singing along with her! There's also a dub from That Kid Chris on the harder side with a fierce bassline!

TRUCE *Pump It* (STRICTLY RHYTHM) - I have to mention this record again because it is so massive! If you play vocal House tracks, you cannot be without this record! The Club Mix starts out with a stompin' groove followed by uplifting

keys, changing the mood of the track, and oh those smooth vocals! Great mixes by Marcus Schulz and DJ Pierre on the flip.

MOREL INC. *Why Not Believe In Him?* (STRICTLY RHYTHM) - Are you ready to go to church? From the LP NYC JAM SESSION comes this soulful gospel track produced by George Morel and Calton Carter with keyboards by the late David Cole and a choir featuring the vocal talents of Sabrynah Pope, Cassandra Mack and Eddie Stockley.

JOI + JORIO *I Won't Waste Your Time* (TRIBAL AMERICA) - The legacy continues with the latest ammunition for the dancefloor from Tribal! Fred Jorio has remixed this track for '95 with devastating results! This record pumps with fierce production and wonderful vocals plus dubs and remixes from Liquid City! Massive.

JAMMIN' JOHNNY CARIDE, POWER 96, Miami

MACK E.L. *Get On It* (ICHIBAN) - Southeast Mix is absolutely the jam to check out if you love the Miami Bass Sound. Good record that shouts out messages just about to every city. Check it out.

DJ MIKO *Hot Stuff* (ZYX) - This '95 version of Donna Summer's classic is an excellent cut that follows the Eurohouse energy. Because of the rise of remixed oldies, this should also do well. Check it.

TALEESA *I Found Luv* (MAX MUSIC) - Excellent high energy Euro track that has lots of rhythm and Housey grooves. The vocals are sweet and the hook is smokin'. Euro house madness continues.

ROBBIE TRONCO, Q102, Philadelphia

SYSTEM 7 *Alpha Wave* (BUTTERFLY) - The ultimate piss record clocking in at 9:35, this Acid Trance House track is fierce. You would think the pressing would be low...think again...this import is fat and ready!

ALPHA 1 *Racer X* (STRICTLY HYPE) - For you Speed Racer fans like me, here's another one zoomin' down the track...with just as much energy and excitement as Speed Racer with six X-cellent mixes to choose from.

DJ ICEE *Love Once Upon A Time* (ZYX) - Icee is back again with another Trip Hop Trance Freestylin' anthem.

CARL COX *F.A.C.T.* - Compiles a compilation of excellent Techno/Trance/Acid House and minimal tracks. For you people who love that variety and don't buy this music because you don't know what to ask for, this is an excellent compilation of various artists...a three record set of the best!

STORM *I'm A Sex Maniac* (POWER MUSIC TRAX) - Felix Da House Cat remixes are incredible. My favorite mix is The Catbitch Mix. Warning: has profanity, not for mixshows.

STEVE PEREZ, Q105, Oxnard

SOUL IV REAL *Every Little Thing I Do* (UPTOWN/MCA) - Here comes another top 10 cut by Soul IV Real, with some old school behind it. I sure hope someone can send me another copy.

THE COUP *Fat Cats, Bigga Fish* (WILD PITCH) - This jam seems to be working, enjoying it very much. Giving this a lot of love.

DRU DOWN *No One Loves You* (RELATIVITY) - I like the sample on it, but it seems to be the joint rock at any mix show.

M-PEOPLE *Open Up Your Heart* (EPIC) - Keep your eye on this one, because it may take off very soon.

PAULY, WEDJ, Charlotte

MOBY *Everytime You Touch Me* (ELEKTRA) - Best work Moby has done since the Go remixes! Check out the Freestyle Mix.

DINK *Get On It* (CAPITOL) - Has the Hip Hop/Industrial sound of early Meat Beat Manifesto. A future player in the hardcore scene. Already supported Lords Of Acid and now KMFDM.

HED BOYS *Girls & Boys* (LOGIC) - Not new anymore but the remixes are still packing the Pterodactyl Floor. Still showing life.

JULIANA HATFIELD *Universal Heartbeat* (ATLANTIC) - Great girly rock...she's on the verge of something big.

STAN PRIEST, WFLZ, Tampa

INTONATION *Died In Your Arms* (METROPOLITAN) - Extended Mix.

SPIRITS *Spirit Inside* (MCA) - CJ's Mix.

CISKY *The Party* (DIG IT INTERNATIONAL) - Kingsize Mixes.

THE SIREN *The Siren* (WHITE LABEL) - Tel: 03(0)56777256

69 BOYZ *Five O, Five O* (RIP IT)

SHANNON 'The Spindog' WILLIAMS, WGRD, Grand Rapids

IMPULSE *Pump It Up Loud* (MICMAC) - Cool song on the raggae tip! I especially like the Slam Jam remix, a great addition for any mix show, with lots of energy.

TRUCE *Pump It* (STRICTLY RHYTHM) - Once again this label has shown us where their name came from. Powerful track, with great vocals and big potential for radio activity. Pump it loud and proud!

'DJ Nandy' VIRAMONTES, WHPK, CHICAGO

JOANNE FARRELL *All I Wanna Do* (BIG BEAT) - All I wanna do is play this all night.
 FAST EDDIE *Pump It* (MARAGE) - Pump the Bass on this one, everybody come on!
 DJ TRAGIC *Show Me Your Face* (UNDERGROUND CONSTRUCTION) - This one you would just have to move all around.
 GILLETTE *Mr. Personality* (SOS) - It's that voice, like gag me with a spoon.
 RALPHI ROSARIO *Brinca* (UMM) - Translation: Just jump up and down, girl.

EDDIE ARROYO, WILD 107, San Francisco

JAMIROQUAI *Return Of The Space Cowboy* (WORK GROUP) - Classic Club Mix is phenominal...automatic add on my show.
 GLADYS KNIGHT *Next Time* (MCA) - Spike's remix is out of this world!
 SPHINX *What Hope Have I* (CHAMPION) - Been playing on import so now that this is out domestically, it should do well.
 PHARAO *I Show Your Secrets* (COLUMBIA) - Lenny Bartolo Mix is the one. On white label.
 LOVE HAPPY *Message Of Love* (MCA) - Don't overlook the Cosmackdub...it's the best one.
 LOVE WATCH *Wake It Up* (G ZONE/ISLAND) - The Aquasonic Ice Rink Mix...interesting record.

PAULIE DAY, WIOQ, Philadelphia

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Oh! Man! You gotta love this record, requests and phones are going nuts! Great Euro remake of 80's Bonnie Tyler ballad, this one's got 'em singing in their cars and dancing in the clubs. Definite Top 40 crossover.
 ADINA HOWARD *Freak Like Me* (EASTWEST/EEG) - The song is already breaking out and with the additions of these pumping House mixes, this song should continue to grow.

TONY RAINY, WJMH, Greensboro

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - The L.L. beat is there...women are going crazy. This gonna give them an excuse to dis a brother.
 MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL/CAPITOL) - I like the Isley Brothers shit. Masta Ace is up to his lyrical tricks. It's on.
 VARIOUS ARTISTS *NEW JERSEY DRIVE soundtrack* (TOMMY BOY) - The entire shit is dope. If you don't have it, you need to get it.

HEIDI LINN, WNNK, Harrisburg

CORONA *Baby Baby* (EASTWEST/EEG)
 SHADES OF LOVE *Body To Body* (VICIOUS MUZIK)
 EVERYTHING BUT THE GIRL *Missing* (ATLANTIC) - So I'm late on this one. It's a perfect 25-54 female tune.
 SARA PARKER *My Love Is Deep* (VESTRY)
 FEM 2 FEM *Where Did Love Go* (CRITIQUE)
DEMETRIUS LONG, WORT, Madison
 PARIS *Outta My Life* (PRIORITY) - Nice groove...Paris is all the way live.
 I SMOOTH 7 *Coolin In Da Ghetto* - Phat flowing from I Smooth.
 DRU DOWN *No One Loves You* (RELATIVITY) - Cool samples...watch out for this one.
 MOBB DEEP *Survival Of The Fittest* (LOUD/RCA) - Slick and smooth...will grow on ya.
 D.E.E.P. *Lockdown* - A song for all the Brothers that are on Lockdown.

DAVID GOLD, WPST, Trenton

DIANA KING *Shy Guy* (WORK GROUP) - From the Bad Boys soundtrack comes this smooth, catchy tune. Big club requests and balances everything out nicely.
 SPHINX *What Hope Have I* (CHAMPION) - Helluva song. I still think the Our Tribe Mix stands out.
 'All dance music deserves a chance to be listened to. And if you have a good pair of headphones, use em.'

AC CORRALES, Z89, Syracuse

740 BOYZ *Shimmy Shake* (CUTTING) - Immediate reaction. Phones lit up after one play. Great house beat over Miami bass lyrics.
 MAXX *Get Away* (CRITIQUE) - I've had the import for about six months but this has phat new mixes.
 JUDY CHEEKS *Respect* (EMI RECORDS) - Is it Aretha? No, it's Judy Cheeks! Nice club record that kicks ass in the mix.
 DJ MIKO *Hot Stuff* (ZYX) - Good follow-up to *What's Up*. Got great response from females.

CRAZIEST

1 HITMAKERS MIX SHOW

1 (3 WEEKS) TOP EXTENDED SINGLES - SOUNDSCAN

1 (3 WEEKS) DANCE SINGLES - SOUNDSCAN

CRAZY C REMIX ON YOUR DESK NOW!

naughty BY NATURE

FEEL ME FLOW

#1 OUTTA THE BOX CONF. CALL WINNER - HITZ MIXSHOW

EARLY MIXSHOW PLAY ON:

WQHT
 WERQ
 WJMN
 WJMH
 WPGC
 KPWR
 KMEL

Tommy Boy



Club Chart

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

BREAKOUTS

TRUCE "Pump It" (Strictly Rhythm)
 JACKI GRAHAM "Absolute" (CRITIQUE)
 XAVIER "Purely Sexual" (INTERSCOPE)
 SOUL IV REAL "Every Little Thing" (UPTOWN/MCA)
 ADINA HOWARD "Freak Like Me(Remix)" (EEG)

CLUB MOVERS

LW TW

2-1	REAL McCoy	"Runaway"	(Arista)
4-2	MADONNA	"Bedtime Story"	(Maverick/Sire/WB)
1-3	BILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
5-4	TECHNOTRONIC	"Move It To The Rhythm"	(EMI)
3-5	WATERLILLIES	"Never Get Enough"	(Sire/WB)
11-6	HUMAN LEAGUE	"Tell Me When"	(Elektra)
8-7	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
14-8	DR. DRE	"Keep Their Heads Ringin'"	(Priority)
15-9	DOUBLE YOU	"Run To Me"	(ZYX)
7-10	MONTELL JORDAN	"This Is How We Do It"	(Def Jam)
6-11	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
23-12	JUDY CHEEKS	"Respect"	(EMI)
16-13	KLEO	"I Got Love"	(Raging Bull/Dynasty)
10-14	LONDON BEAT	"Come Back"	(Radioactive)
9-15	DURAN DURAN	"White Lines"	(Capitol)
25-16	JIMMY SOMERVILLE	"Heartbeat"	(London)
12-17	PHARAO	"I Show You Secrets"	(Columbia)
27-18	DANA DANE	"Rollin Wit Dana Dane"	(Maverick)
19-19	2 IN A ROOM	"Ahora"	(Cutting)
13-20	WHIGFIELD	"Saturday Night"	(Curb Edel)
43-21	LOVE HAPPY	"Message Of Love"	(MCA)
42-22	CCRONA	"Baby Baby"	(Elektra)
17-23	FUN FACTORY	"Close To You"	(Curb Edel/Atlantic)
20-24	VYBE	"Take It To The Front"	(Island)
18-25	BLONDIE	"Atomic"	(EMI)
44-26	FRANKIE KNUCKLES	"Too Many Fish"	(VIRGIN)
38-27	B TRIBE	"Nadie Entiende"	(Atlantic)
22-28	CYNTHIA	"How I Love Him"	(Tommy Boy)
34-29	FRANKIE CUTLASS	"Boriquas On The Set"	(Relativity)
37-30	DA BRAT	"Give It To You"	(Work Group)
35-31	NINE	"Any Emcee"	(Profile)
N-32	JOANNE FARRELL	"All I Wanna Do"	(Big Beat)
N-33	CYM LAJOY	"Car Wash"	(Another View)
45-34	GLADYS KNIGHT	"Next Time"	(MCA)
36-35	2 FAC	"Dear Mama"	(Interscope)
N-36	ABIGAIL	"Don't You Wanna Know"	(ZYX)
41-37	REEL 2 REAL	"Conway"	(Strictly Rhythm)
33-38	BIG L	"Put It On"	(COLUMBIA)
N-39	TOTAL	"Can't You See"	(Tommy Boy)
40-40	PAMELA FERNANDEZ	"Let's Start Over"	(Cutting)
N-41	MONICA	"Don't Take It Personal"	(Arista)
50-42	BARRY WHITE	"Come On"	(A&M)
47-43	DR. J DOWN	"No One Loves You"	(RELATIVITY)
21-44	CRYSTAL WATERS	"What I Need"	(Mercury)
48-45	KID SENSATION	"Seatown Funk"	(CHIBAN)
49-46	DJ MIKO	"Hot Stuff"	(ZYX)
N-47	JO-INNY OSBORNE	"Budy Bye"	(Priority)
N-48	LOVEWATCH	"Wake It Up"	(GZone/Island)
N-49	TRANSGLOBAL UNDERGROUND	"Temple Head"	(Epic)
N-50	SPIRITS	"Inside"	(MCA)

REPORTING POOLS

SOS RECORD POOL • Bronx
 Marc Bosser 718-829-4000
 • G-ZONE, HORACE BROWN, JOHNNY OSBOURNE, MASTA ACE
FOR THE RECORD • New York
 Jeffrey Allen (212) 598-4177
 • FREEDOM, INDUSTRY, JACKI GRAHAM, JOI + JORIO, LOU 2
INFINITY RECORD POOL • Staten Island
 Charlie Alessi (718) 967-4793
 • KAIRENE, MIX MASTER, TITO PUENTE f/India, TRUCE, VOICE OF THE UNDERGROUND
S.U.R.E. RECORD POOL • Bronx
 Bobby Davis (718) 904-0500
 • BARKAYS, HER, JAMIROQUAI, KAREN KENNY, TIFFANY LEE
V.I.P. NEW YORK • Bronx
 Al Pizarro (212) 733-5072
 • FREEDOM, TIME WARP
AMERICAN TRAX • Beverly Hills
 Michael Love (310) 659-7852
 • ADINA HOWARD, JAMIROQUAI, NEMESIS, TRUCE, XAVIER
IMPACT • Los Angeles
 Fut (213) 292-6611
 • AMG, SOUL IV REAL, TONY THOMPSON
PACIFIC COAST DJ ASSOC. • Long Beach
 Steve Tsepelis & Mixtress Victoria (310) 433-6569
 • ADINA HOWARD, FRANKIE KNUCKLES, JUDY ALBANESE, PETER SCHERER, SAGAT
RESOURCE RECORD POOL • Los Angeles
 Craig Spy (213) 651-2085
 • ADINA HOWARD, JACKI GRAHAM, JAMIROQUAI, SKEE-LO, TRUCE
LET'S DANCE/IRS • Chicago
 Mike Macharello (312) 525-7553
 • CLINTON DANIEL, GEORGE LLANES JR., OLD SCHOOL PAPERS, SAGAT, SENSER
V.I.P. CHICAGO • Chicago
 Angel Vargas (312) 733-6445
 • ADINA HOWARD, FUNKDOBIEST, GRAND DUKE, JON SECADA, METHOD MAN w/Mary J. Blige
BADDA • San Francisco
 N. Lygizos/Sulai Wong/David X (415) 882-9700
 • IMPULSE, JAMIROQUAI, LOVEWATCH, LUCAS, THE SHOCKING CREW f/Celo
PHILADELPHIA METRO POOL • Philadelphia
 Martin Keown (215) 336-6950
 • BARRY WHITE, DJ MIKO, GLADYS KNIGHT, TOWA TEI, VERTICAL HOLD,
PHILADELPHIA SPINNERS ASSOC. • Cherry Hill
 Bob Pantano/Tony Harris (609) 662-7222
 • DJ MIKO, DOUBLE X, DRU DOWN
ICE CUBE, MASTA ACE
ADVANCED MUSIC PROMOTION • Detroit
 Lee Eckinger (810) 543-1764
 • JACKI GRAHAM, JAMIROQUAI, METHOD MAN w/Mary J. Blige
DANCE DETROIT • Detroit
 Steve Nader (810) 541-4323
 • 69 BOYZ f/K-Nock, LOVEWATCH, NAUGHTY BY NATURE, SUSIE K, TAMI
MID-WESTERN DANCE ASSOC. • Detroit
 Enola-Gaye Porter (313) 546-8448
 • ADINA HOWARD, JACKI GRAHAM, MYSTIDIOUS MISFITSS, TRUCE
NORTH TEXAS DANCE ASSOC. • Dallas
 Tony Aco (214) 826-6832
 • ADINA HOWARD, GOOD SHAPE, JACKI GRAHAM, KMFDM, NEMESIS
OUR MID-ATLANTIC POOL • Washington, DC
 B. Keart /A. Chasen (202) 483-8880
 • JACKI GRAHAM, JAMIROQUAI, LOVEWATCH, METHOD MAN w/Mary J. Blige, SPHINX
TABLES OF DISTINCTION • Washington
 Eardrum (301) 270-2604
 • JUDI CHEEKS, LOVE HAPPY, MOBB DEEP, ROHN LAWRENCE, SOUL IV REAL
BOSTON RECORD POOL • Allston, MA
 Maurice Wilkey & James Hughes (617) 731-1500
 • FRANKIE KNUCKLES, JACKI GRAHAM, MICHAEL ROSE, NEMESIS, TRUCE,
MASSPOOL • East Boston
 Gary Cannavo & Tom Baxter (617) 567-2900
 • KELLEE, LOVE HAPPY, LOVEWATCH, TOWA TEI, TRUCE

MUSIC INFORMATION X-CHANGE • Houston
 Sam Meyer (713) 529-6MIX
 • INDUSTRY, JACKI GRAHAM, MONICA, NEMESIS, OMAR
FLAMINGO RECORD PROMOTIONS • Miami
 Richard McVay (305) 895-1246
 • BLUNT FUNKERS, FRANKIE KNUCKLES, INDUSTRY, JACKI GRAHAM, TIME WARP
DIXIE DANCE KINGS • Alpharetta
 Dan Miller (404) 740-0356
 • OLD SCHOOL PAPERS, REEL 2 REAL
NORTHWEST DANCE MUSIC • Seattle
 John England (206) 223-8758
 • LOVEWATCH, OLD SCHOOL PAPERS, ROCKMELONS, SIR MIX-A-LOT, TIME WARP
DIRECT HIT • Massapequa
 Scott Allan (516) 541-6312
 • DA BUSH BABEES, LIZZ, MARY J. BLIGE, SPIRITS
LONG ISLAND RECORD POOL • Long Island
 Jackie McCloy (516) 796-6596
 • ASWAD, CORONA, DR. ALBAN, LE CLICK, ROCKMELONS
INTERNATIONAL RECORD SOURCE • San Diego
 Albert Lugo (619) 476-1288
 • BARRY WHITE, PETE ROCK & C.L. SMOOTH, SHAGGY, SOUL IV REAL, TRUCE
MIDWEST DISC JOCKEY ASSOCIATION • St. Louis
 Ted Thornton (314) 533-8833
 • MONICA, SOUL IV REAL, YOUNG LAY
PITTSBURGH DJ ASSOC. • Pittsburgh
 Jim Kolich (412) 885-1472
 • JACKI GRAHAM, MAD C.J. MAC
DESERT WEST RECORD POOL • Phoenix
 Terry Gilson (602) 249-9214
 • GOOD SHAPE, JACKI GRAHAM, JAMIROQUAI, ROZALLA, TRUCE
FLORIDA SUNCOAST RECORD POOL-TAMPA BAY/ORLANDO • Tampa Bay
 H. Tripp/J. King/R. Roman (813) 544-7609
 • CIPRIANO f/Michelle, JACKI GRAHAM, MORAES, SUSIE K, TRUCE
DANCING DISC'S OF DENVER • Denver
 Lawana Sims (303) 333-6901
 • FRANKIE KNUCKLES, JOHNNY OSBOURNE, SOUL IV REAL
5 STAR • Covington
 Mark Burney (606) 277-0111
 • ADINA HOWARD, GLADYS KNIGHT, JACKI GRAHAM, SENSER, SKEE-LO
SOBAD • San Jose
 Joel Wyrick (408) 277-0111
 • BASE BOY'S, ENVISION, LEVEL 6, LOVE HAPPY, LOVEWATCH
CENTRAL OHIO RECORD CORP • Columbus
 Fred Dowdy (614) 442-3396
 • FEMI KUTI, MENTALLY DISTURBED, PERFECT TOMMY, SKEE-LO, TOM BROWNE
STARFLEET MUSIC POOL • Charlotte
 Ronnie Matthews (704) 532-8496
 • DJ MIKO, JACKI GRAHAM, KELLEE, ROHN LAWRENCE, TOTAL
BACKSTAGE MUSIC PROMOTIONS • Cincinnati
 Scott H. Covert (513) 721-2268
 • DA BRAT, JON SECADA, NAUGHTY BY NATURE, THUG LIFE, XAVIER
LAS VEGAS RECORD SYSTEMS • Las Vegas
 Rory McAlister (702) 256-1567
 • ADINA HOWARD, FREEDOM, MARY J. BLIGE, SUSIE K, TRUCE
HAWAII DISC JOCKEY ASSOC. • Honolulu
 Kevin Okada (808) 926-3591
 • MASTA ACE, ? ASYLUM, XAVIER
KEYSTONE SPINNERS RECORD POOL • Wilkes Barre
 Carl Gross (717) 823-5233
 • ADINA HOWARD, DOMINO, MEGA BANTON
JAMZ CITY RECORD POOL • Delano
 Sir T & Patrick (209) 733-3132
 • PARIS, PROPER DOS, RAEKWON, THUG LIFE, XAVIER
CONNECTICUT'S MUSIC POOL • Orange
 Stephen M. Richardson (203) 789-0038
 • FREEDOM, LOVEWATCH, SOUL IV REAL, TAMI, XAVIER
RICKETTS RECORDS • Morristown, NJ
 Bill Rickett (201) 478-5764
 • CHERIE LEE, JAZZY GROOVES, K7, MASTA ACE, TRUCE

TOTAL

FEATURING THE NOTORIOUS B. I. G.
"CAN'T YOU SEE"

New Reports:

POWER106 Los Angeles
Z90 San Diego
KWIN Stockton

#1	HOT97	55 spins
#2	WPGC	60 spins
#7	WERQ	40 spins
#7	WJMH	56 spins
#8	KBXX	47 spins
#9	KMEL	37 spins
#16	KCAQ	22 spins
#19	WWKX	26 spins
#20	WHHH	25 spins
#28	POWER106	6 spins
#37	Z90	10 spins



FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK

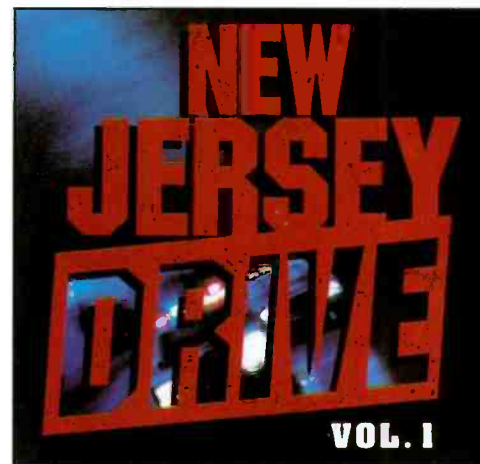
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ACTIVE ROTATION

THE BOX #2!!!
MUSIC TELEVISION YOU CONTROL

#13 Top Singles SoundScan Chart
BDS Over 400 Spins
Over 13 Million Impressions



"BESIDE EVERY BAD BOY, THERE IS A BAD GIRL."
PRODUCED BY SEAN "PUFFY" COMBS FOR BAD BOY ENTERTAINMENT, INC.



Ear To The Ground



THE FLAVA OF NEW YORK! Recording artist and HOT 97 air personality FLAVOR FLAV inviting a listener to the station's upcoming BOOGIE DOWN BASH AND BARBEQUE at Universal Studios in Orlando



TOAD ON THE ROAD! WBHT/Wilkes-Barre PA recently play host to Columbia record's TOAD THE WET SPROCKET. Pictured with TOAD are HOT97 MD, DANNY OCEAN, and PD, KID KELLY.

OKLAHOMA CITY AFTERMATH:

Before the full effects of last week's bomb attack in downtown Oklahoma City could even be assessed, the radio community there began organizing fund raisers and other civic events, galvanizing the community, and helping it begin the slow process of healing its awful wounds.

OKC hit outlet KJ-103 (KJYO) started the "Clear Channel Radio Disaster Relief Fund." To get it going, the station turned a Thursday night concert with the DAVE MATTHEWS BAND and BIG HEAD TODD into a charity event. With the full cooperation and support of both acts, the show raised over \$8000, for the fund. KJ-103 PD MIKE McCOY told EAR, "It was really a fantastic thing. I really want to thank both bands for their support and generosity." MIKE said that, considering the circumstances, it was "a bit strange" hanging out at a concert. "But," he said, "the show meant a lot." To make a donation to the fund, send your check to: Clear Channel Radio Disaster Relief Fund, Bank Of Oklahoma, P.O. Box 960138, Oklahoma City, OK 73196.

As if the KJ-103 staff didn't have enough to worry about last week, the staff was evacuated for a time from its studios. The station is in the same building as some FBI offices, and apparently officials were concerned about a possible bomb there too. Fortunately, a sweep of the building revealed no explosives.

TRIBUTES, RELIEF AND RADIO RESPONSES:

Around the country, artists and radio stations have reacted to the Oklahoma City bombing

with acts of moral support and financial charity, for both the city and its people.

The creative services department at WFLZ/Tampa used LIVE's "Lightening Crashes" as the platform for a tribute to the victims of the bombing. Mixed into the song are actualities from news accounts of the bombing, as well as audio from victims and

concert there, scheduled for Wednesday April 26th, to that city's American Red Cross Disaster Relief Fund. With actions like that, there's no need to Mr. SWEET to be "sick of" himself.

(there is other news this week...but talk about your tough segues!)

The REAL JUICE THE HITMAKERS REGIONAL SEMINAR IN CHICAGO!

residents of OKC. According to a release from 'FLZ, the song first aired on the station at 12 noon Thursday (4/20). Shortly thereafter, calls from stations around the nation poured in. By Friday, the song had aired on Z100/New York, WKQB/St. Louis, WWST/Knoxville and WEBN/Cincinnati.

ZOO recording artist MATTHEW SWEET has announced that "As an expression of his deepest sympathy to the citizens of Oklahoma City," he is donating the net proceeds from his

SMITH BECOMES LATEST NEW YORK GIANT!

The results of the Winter Arbitron 12+ numbers in New York tell quite a story for WQHT & WRKS director of programming STEVE SMITH. Not only do KISS and HOT 97 occupy the #1 and #2 spots in the market, but the stations are grabbing ever-larger chunks of the Big Apple pie. And a look inside those numbers reveals just how sweet that pie is! HOT 97 grows 8.8 - 9.8, 18-34/persons, while KISS expands from a 6.0 to a 10.2 in that demo! To add to these impressive numbers, KISS' classic soul/smooth R&B format balloons from a 3.8 to a mind boggling 9.5, in the ever-important 25-54/persons demographic. The last guy to be this dominant in New York had the initials L.T.!!!

NEW ADDS THIS WEEK:

CONGRATULATIONS to Atlantic's BOB "Bobo" CLARK and his wife ROBIN on the birth last Wednesday (4/19) of 7-pound, 13-ounce daughter MADISON LOUISE. In honor of her arrival, EAR proposes a toast with some "brandy, baby!"....In the meantime, break out the fine Cuban sticks for K-101/S.F. PD DAVE SHAKES and his wife SHELLY on the birth of daughter MIRANDA RAE. We hear both mother and daughter are doing fine, and that the littlest Shakes rattles and rolls!....

Already More Than 700 Total BDS Detections, Including:

KHMX-Houston WRQX-Washington WKTI-Milwaukee
WBLI-N.Y. KISI-Salt Lake City KYKY-St. Louis
WXLK-Roanoke KXYQ-Portland KLRQ-Kansas City

Rely on it.

Most Added, Including:

Q99-Salt Lake City WNCI-Columbus
WHMI-Detroit

WGLU WPXR WRFY WWSR WCIL OK95
WJMX KLYV KOKZ WTWR and many more!

SHAW BLADES

"I'LL ALWAYS BE WITH YOU"

The new single from the album
Hallucination

Produced by Don Gehman, Tommy Shaw,
and Jack Blades

Management: Gary Bird/Bullet Entertainment



©1995 Warner Bros. Records Inc.

Ear To The Ground

THE HOT TIP

CORONA "Baby Baby" (EASTWEST/EEG)

This week's most Discovered song is bright, up-beat and fun. Oh yeah, its got a hook you could catch marlin with...Adds & committed rotations by: JOHN IVEY-WXKS/Boston, TODD CAVANAHA-B96/Chicago, FRANK WALSH-WPOW/Miami, JOE DAWSON-KIX106/Providence, JIM CERONE-WZPL/Indianapolis, JOWCOL GILCHRIST-KMXV/Tuscon, BOB PERRY-HOT 97.7/San Jose, JAY BEAU JONES-WKSS/Hartford, plus KTFM, KZHT, KLRZ, KIMN, Z90...y muy mas!!!

MORE NEW ADDS:

Looks like some "night moves" have paid off for Capitol recording artist BOB SEGAR and wife NITA, who welcome their second child. SAMANTHA CHAR was born April 16th...And now, back to the countdown!!

BITS 'N BUZZES:

CONGRATS to WB's BARNEY KILPATRICK! All the details and a press release to follow...Has money been why several high-profile programmers have said "no thanks" to KDWB? Is GM MARC KALLMAN being "coy" with a new leading candidate?..Curb Sr. VP/GM PHIL GERNHARD is leaving the label, citing politics and burnout...Is the Mercury about to rise on the career of Curb Sr. VP/Pop Promo STEVE

ELLIS?...Is June 1st a big day on Keith Naftaly's calender?...Just call former Capitol AC promo queen LESLIE MARQUEZ Ms. Saigon: she just got back from vacationing in Vietnam!

GOING, GOING, GONE:

After 17 years at WIFC/Wausau, 15 of which were spent programming, PD DUFF DAMOS has announced his resignation. DUFF will be staying in the Cheese State, joining Raven Broadcasting as promotions/programming coordinator! This leaves a primo PD opening in the mid-West...or does it?

RATINGS ROMP:

A hearty congratulations and a pat on the

back to KDON/Salinas-Monterey PD MICHAEL NEWMAN for another incredible ratings performance. The Winter Arb. finds MICHAEL & Co. #1 12+, growing 5.1 - 7.6! *But that's not all...*KDON is also #1 18-34, ballooning 7.1 to 8.2 in the demographic. Now if only they had a morning show!

IF YOU HAVEN'T PUT YOUR EARS on BETTER THEN EZRA'S "Good," you're missing a super record! Call your Elektra local, and tell 'em you wanna get it good!

Pack that Samsonite...and don't forget your station composite... see you in Chi-town!!

NUTTIN' NYCE

"Froggy Style"

Already Leaping Onto These Stations:

Z90, WHHH, WHJX, WJJS, KCAQ, KPRR

VIDEO ACTION INCLUDES:



THE Billboard® 200®

FOR WEEK
ENDING
APRIL 29, 1995

THIS WEEK	LAST WEEK	2 WKS AGO	WEEKS ON CHART	Artist Label & NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE OR EQUIVALENT LIST PRICE FOR CASSETTE/CD)	PEAK POSITION
2	NEW		2	SOUNDTRACK Priority/484326	FRIDAY
					2

- **112,912 Pieces This Week**
- **Friday Movie Opens This Week**
- **1278 Total Spins This Week**
- **DR. DRE Keepin' Your Heads Ringin' This Week:**

KKSS	100x/#1 Sales	KBXX	33x/#5 Sales
KPWR	63x/#3 Sales	KHQT	28x/#5 Sales
WERQ	35x/#1 Sales	KYLD	19x/#5 Sales
KJYK	44x/#8 Sales	KMEL	14x/#5 Sales
KLUC	24x/#3 Sales	WPGC	16x/#3 Sales
WWKX	87x/#4 Sales	KUBE	15x/#8 Sales
WJMH	46x/#4 Sales	HOT97.7	14x/#3 Sales

AND MORE!

FRIDAY

MTV
HEAVY

THE BOX
MUSIC TELEVISION
YOU CONTROL.
HEAVY

PRIORITY
10 YEAR ANNIVERSARY

PRIORITY
FILMS

NEW LINE CINEMA

PRODUCERS



"Sounds better every time we hear it. It fits perfectly with WNVZ's sound."

-Don London, Sean Sellers, WNVZ 35 Plays

"This song is a female magnet."

-Mike Sommers, WSTW 25 Plays

"Our listeners react to this record. Sounds great on the air."

-Jim Reitz, FUN107 25 Plays

shara nelson

down that road

the debut single and video

IMPACT DATE MAY 1

EMI Records

Chrysalis

SERVING THE MUSIC