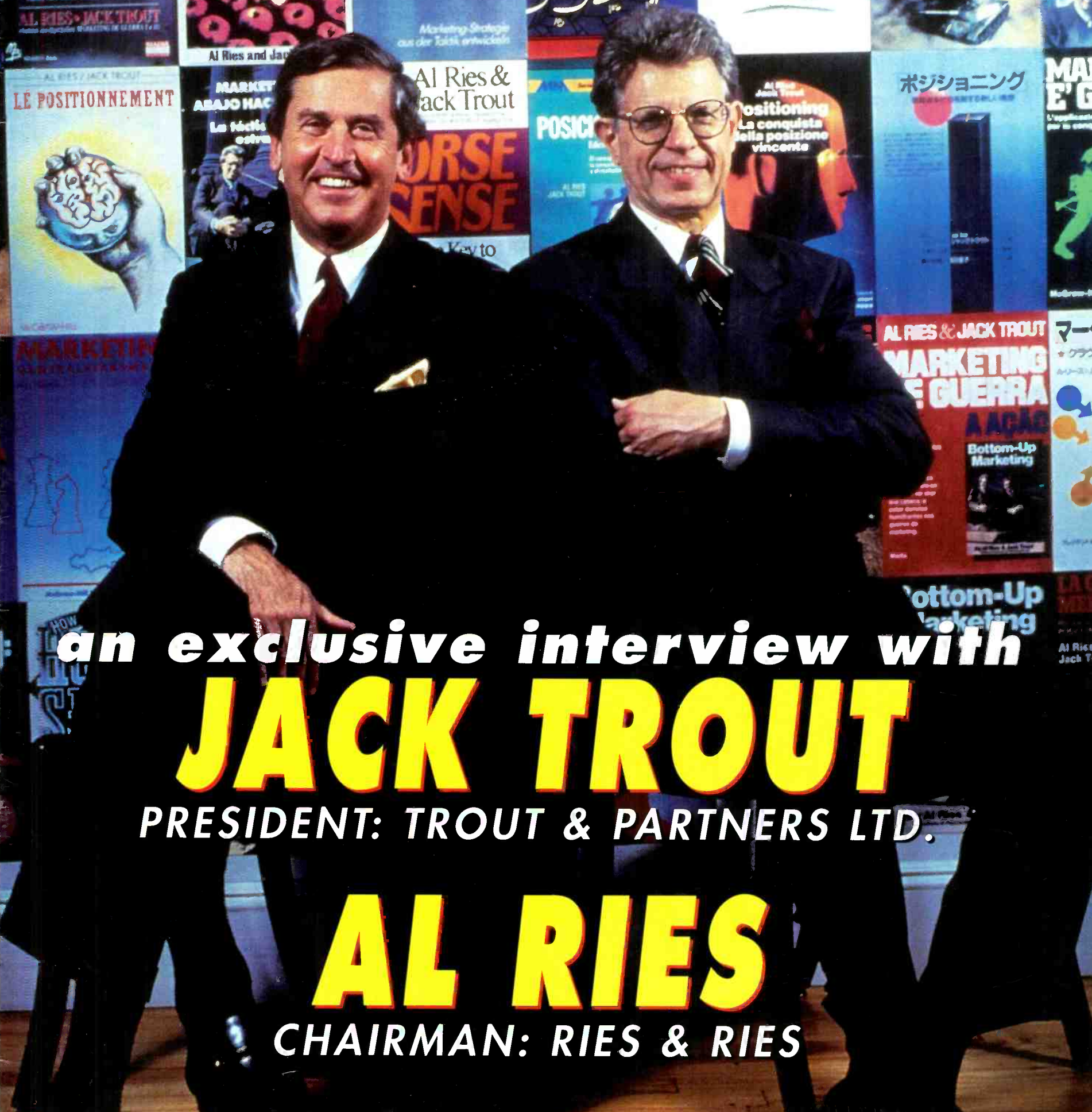


HITMAKERS®

ISSUE 888 \$5.00

May 12, 1995



an exclusive interview with

JACK TROUT

PRESIDENT: TROUT & PARTNERS LTD.

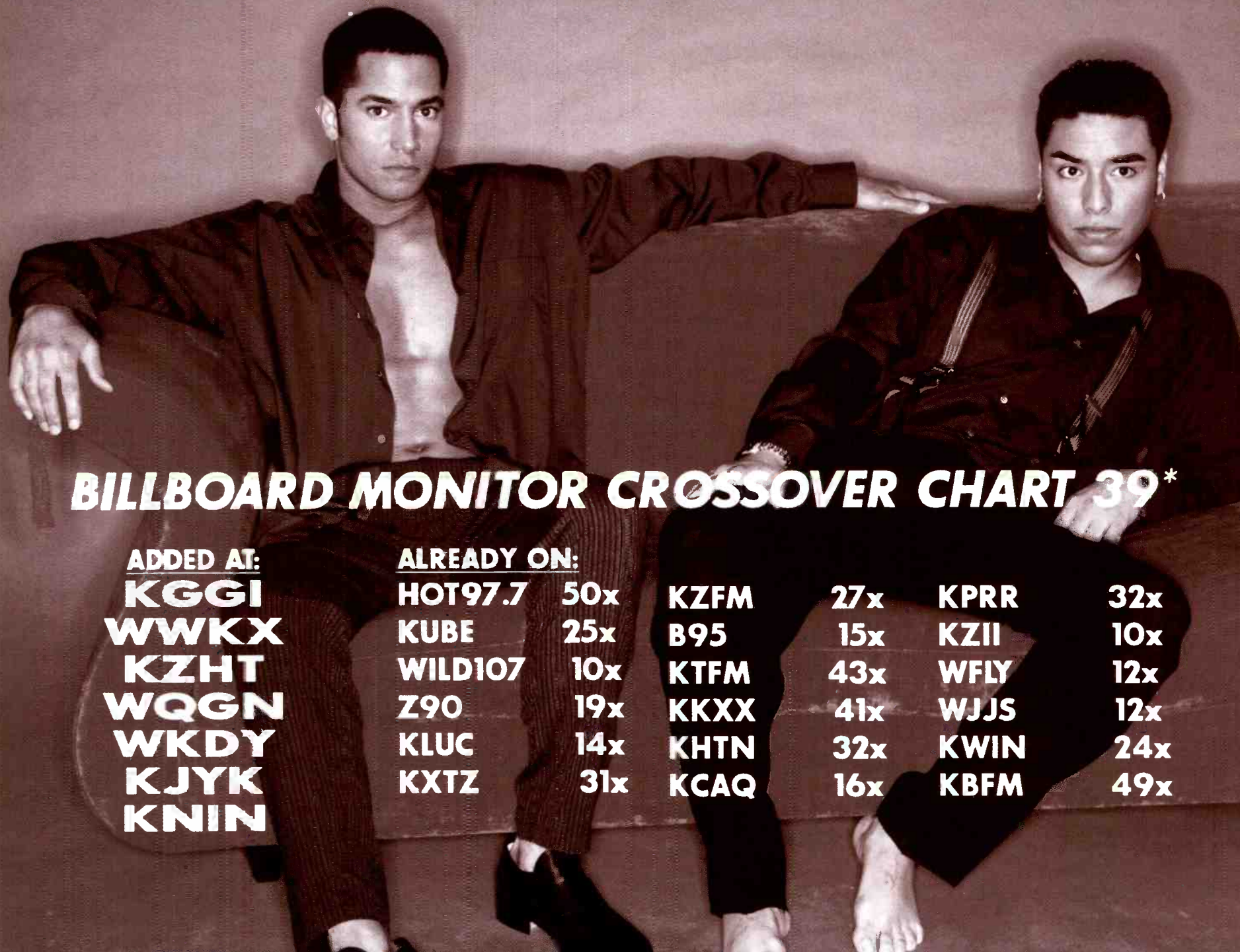
AL RIES

CHAIRMAN: RIES & RIES

WHEN IS A POP FLY A HIT?
WHEN IT'S...

SF SPANISH FLY

“crimson and clover”



BILLBOARD MONITOR CROSSOVER CHART 39*

ADDED AT:
KGGI
WWKX
KZHT
WQGN
WKDY
KJYK
KNIN

ALREADY ON:
HOT97.7 50x
KUBE 25x
WILD107 10x
Z90 19x
KLUC 14x
KXTZ 31x

KZFM	27x	KPRR	32x
B95	15x	KZII	10x
KTFM	43x	WFLY	12x
KKXX	41x	WJJS	12x
KHTN	32x	KWIN	24x
KCAQ	16x	KBFM	49x

NEXT QUESTION:
WHY DID THE FLY CROSSOVER?
BECAUSE THEY PLAYED IT.

PRODUCED BY JOHN FRO AND JAZZY JIM
FROM THE DEBUT ALBUM: SF SPANISH FLY
MANAGEMENT: J. LOPEZ

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

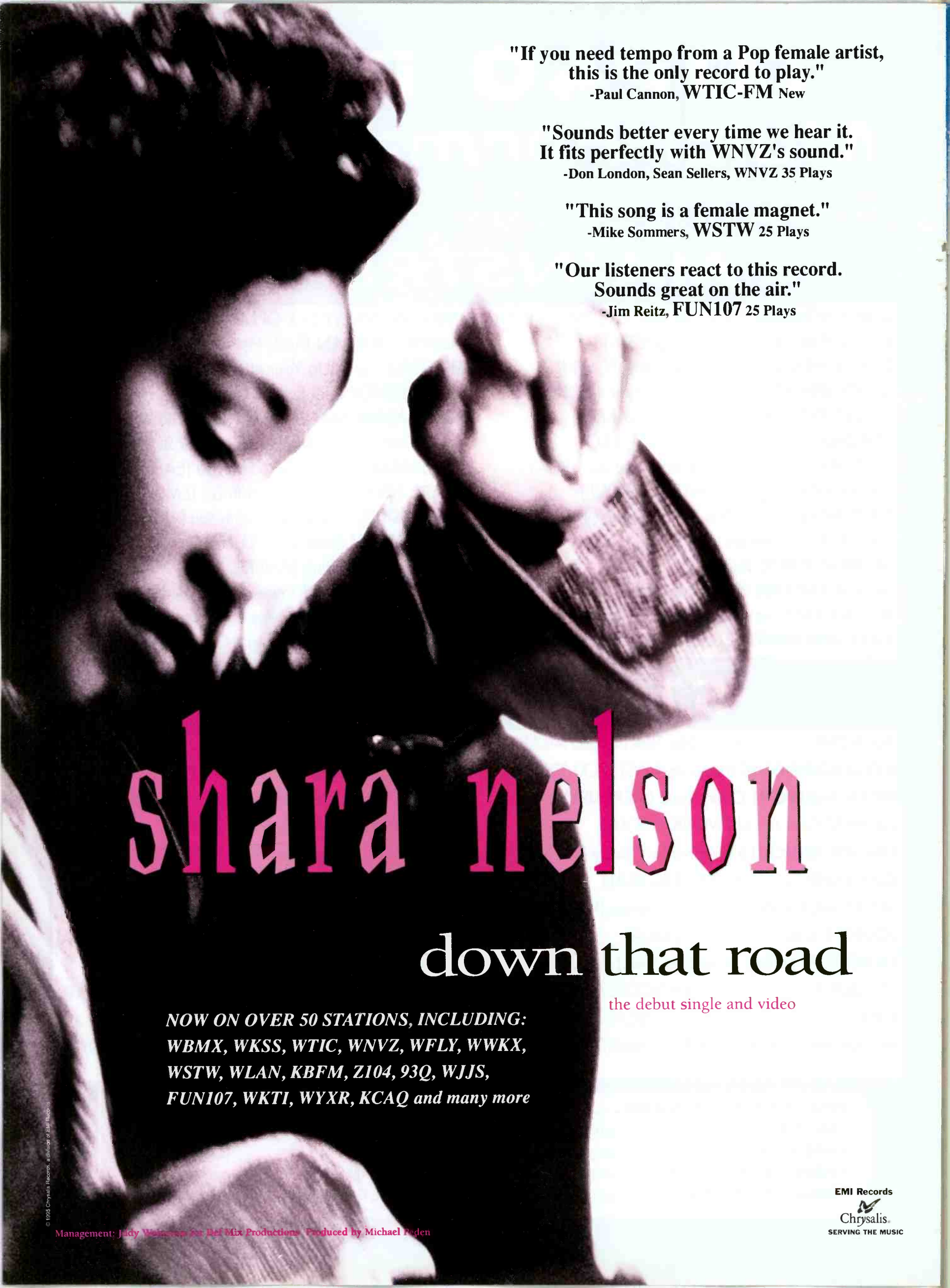
- | | |
|--|---|
| ADINA HOWARD Freak Like Me (EASTWEST/EEG) | MATTHEW SWEET Sick Of Myself (ZOO) |
| BETTER THAN EZRA Good (ELEKTRA) | MONTELL JORDAN This Is How...(PMP/RAL/ISLAND) |
| BOYZ II MEN Water Runs Dry (MOTOWN) | M-PEOPLE Open Up Your Heart (EPIC) |
| BRUCE SPRINGSTEEN Secret Garden (COLUMBIA) | NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) |
| COLLECTIVE SOUL December (ATLANTIC) | PAULA ABDUL My Love Is For Real (VIRGIN) |
| CORONA Baby Baby (EASTWEST/EEG) | R.E.M. Strange Currencies (WARNER BROS.) |
| DAVE MATTHEWS What Would You Say (RCA) | REMBRANDTS I'll Be There For You (EASTWEST) |
| DIANA KING Shy Guy (WORK GROUP) | SHARA NELSON Down That Road (EMI RECORDS) |
| EDDIE MONEY After This Love Is Gone (WOLFGANG) | SHAW BLADES I'll Always Be With You (WARNER BROS.) |
| ELASTICA Connection (GEFFEN) | SOUL ASYLUM Misery (COLUMBIA) |
| GENERAL PUBLIC Rainy Days (EPIC) | THE JAYHAWKS Blue (AMERICAN) |
| GLORIA ESTEFAN It's Too Late (EPIC) | TOM PETTY It's Good To Be King (WARNER BROS.) |
| JEFF BUCKLEY Last Goodbye (COLUMBIA) | VANESSA WILLIAMS The Way That You Love (MERCURY) |
| JON B. AND BABYFACE Someone To Love (YAB YUM/550) | YAKI-DA I Saw You Dancing (LONDON/ISLAND) |

STREET SHEET

- | | |
|---|---|
| ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) | MONICA Don't Take It Personal (ROWDY/ARISTA) |
| BLOOD HOUND GANG Mama Say (UNDERDOG/COLUMBIA) | PAULA ABDUL My Love Is For Real (VIRGIN) |
| BRIAN McKNIGHT Crazy Love (MERCURY) | REAL McCOY Come And Get Your Love (ARISTA) |
| DA BRAT Give It 2 U (WORK GROUP) | ROSIE GAINES I Want U (MOTOWN) |
| FRANKIE KNUCKLES f/Adiva Too Many Fish (VIRGIN) | SELENA Missing My Baby (EMI RECORDS) |
| GAP BAND First Love (RAGING BULL) | SHAGGY Boombastic (VIRGIN) |
| JANET JACKSON One More Chance (VIRGIN) | SF SPANISH FLY Crimson & Clover (WARNER BROS.) |
| JODECI Freakin' (UPTOWN/MCA) | SOUL FOR REAL Every Little Thing I Do (UPTOWN/MCA) |
| LA BOUCHE Falling In Love (LOGIC) | SUBWAY Fire (MOTOWN) |
| LE CLICK Tonight Is The Night (LOGIC/BMG) | TONY THOMPSON I Wanna Love Like That (GIANT) |
| LUNIZ I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN) | UNV So In Love With You (MAVERICK/WB) |
| METHOD MAN & MARY J. BLIGE All I Need (DEF JAM/ISLAND) | YAKI-DA I Saw You Dancing (LONDON/ISLAND) |

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| • FERGUSON/SHANDS | page 16 | • EAR TO THE GROUND | page 44/46 |



**"If you need tempo from a Pop female artist,
this is the only record to play."**

-Paul Cannon, WTIC-FM New

**"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

NOW ON OVER 50 STATIONS, INCLUDING:

WBMX, WKSS, WTIC, WNVZ, WFLY, WWKX,

WSTW, WLAN, KBFM, Z104, 93Q, WJJS,

FUN107, WKTI, WYXR, KCAQ and many more

© 1995 Chrysalis Records, a division of EMI Records

Management: Judy Weinstein for Red Mix Productions Produced by Michael Rodden

EMI Records

Chrysalis

SERVING THE MUSIC

ion SECCADA

IMPACT DATE 5/15

where do i go *from you*

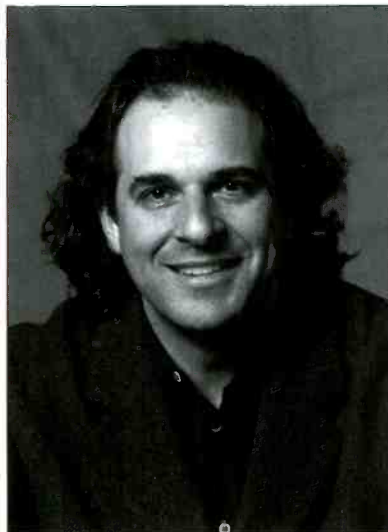
the new single and video
from the platinum album, *"Heart, Soul & A Voice"*
written by Diane Warren

produced by Jon Secada and Emilio Estefan, Jr. management: Emilio Estefan, Jr. for Estefan Enterprises

EMI Records
SERVING THE MUSIC

HITMAKERS Faces & Places

JEFF GOLD NAMED WARNER BROS. RECORDS EXEC.



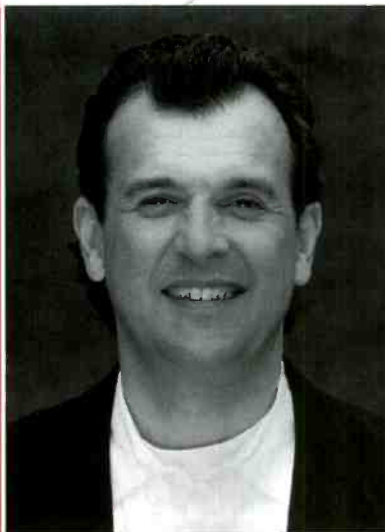
As part of the company's continued restructuring, Jeff Gold has been named Warner Bros. Records Exec. VP/GM. The announcement was made by Steven Baker, President of Warner Bros. Records.

Gold came to Warner Bros. Records in 1990 as Sr. VP/Creative Services, a post he held until his recent promotion.

Commenting on the appointment, Baker remarked, "During his five years with us, Jeff has had a major impact on the label - from the look of our advertising and album cover art to the conceptual strategies that help to define an artist in the marketplace. Along the way he has become an indispensable member of our team as well as a good friend and confidante to me. I believe that as executives we compliment each other very well and

this promotion is a natural step in the evolution of both Warner Bros. Records and Jeff's career. It's with great pleasure that I make this announcement."

RICH FITZGERALD NAMED REPRIS RECORDS EXECUTIVE



Rich Fitzgerald has been named Exec. VP/GM of Reprise Records. The announcement, part of the company's continuing reorganization, was made by newly appointed Reprise Records President, Howie Klein.

Prior to his promotion, Fitzgerald was Sr. VP/Dir. of Prom. for Reprise Records, a post he held since 1991.

During Fitzgerald's tenure, Reprise Records has enjoyed remarkable success with such artists as Chris Isaak, Faith No More, Depeche Mode, Neil Young, the B-52's and Eric Clapton as well as, more recently Enya, Belly and Green Day.

Commenting on the appointment, Klein remarked, "Rich's hands-on approach, his depth of experience and intimate understanding of this label's inner workings, make him the only candidate for this pivotal position. In many important ways, he is responsible for Reprise Records' reputation for innovation and it's that reputation I'm confident he'll enhance in the years to come."

BARNEY KILPATRICK NAMED WARNER BROS. RECORDS VP OF



Barney Kilpatrick has been named Warner Bros. Records Vice President of Promotion. The announcement was made by Stu Cohen, Senior Vice President of Promotion for the company.

Prior to his appointment, Kilpatrick was National Singles Promotion Director, a post he held for five years. He began his music business career working at New Orleans radio stations WLTS, WTIK and WTUL in a variety of capacities.

In 1984, he became Regional marketing and Promotion Manager for I.R.S. Records in both Dallas/Fort Worth and Los Angeles. He joined Warner Bros. Records in 1988 as Promotion and Marketing Manager in Houston.

Commenting on the appointment, Cohen remarked, "Barney has proven himself time and again where it counts, getting records played. His expertise as a promotion man, his wide-ranging relationships within the industry and his genuine enthusiasm for music make him the perfect choice for this important post. I

join with the rest of the company in congratulating him."



Nancy Berry, Exec. VP, Virgin Music Group Worldwide, will take on additional responsibilities for the International Marketing Group, which has responsibilities for the origination, development and implementation of the global marketing strategies for artists on the Virgin roster.



Karen Colamussi has been promoted to Senior Vice President of ATLANTIC Records.

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Laura Morgan has been appointed Director of Publicity, West Coast for A&M Records.



Devin Lasker has been promoted to Manager, National Single Sales for ARISTA Records.



Karen Lee has been promoted to Vice President, Promotion for I.R.S. Records.

MATTHEW SWEET SICK OF MYSELF

NEW ADDS:

WFLZ
B97
93Q
Y107
WOMP
WQGN
KSLY
KLYV
WAKI

ALREADY SPINNING AT:

Z100
Q99
KBZR
KISF
WPLY

**BILLBOARD MONITOR MODERNROCK
TRACK #3
CMJ #1
TOP 5 ALTERNATIVE**



ACTIVE

"INSTANT REACTION ON THE PHONES. FEMALES 18 - 34 EATING IT UP."
GARY MICHAELS, PD, Q99/SALT LAKE CITY

"THIS SONG IS A SURE SHOT. MAKES YOU WANNA DRIVE WITH
THE WINDOWS DOWN."

JOHN FREDRICKS, PD, Y97/SANTA BARBARA

"MATTHEW MAY BE SICK OF HIMSELF BUT YOU WON'T BE. THIS
NEBRASKA HOMEBOY HITS A HOME RUN.

IF YOU PLAY IT THEY WILL COME."

ERNESTO GLADDEN, PD, KBZR/PHOENIX

Z8 ENTERTAINMENT

HOTSHOTS FROM CHICAGO SEMINAR



METHOD MAN

featuring Mary J. Blige

"All I Need"

SOUNSCAN TOP SINGLES #4* - #2*

SOUNSCAN R&B SINGLES #1* - #1*

BILLBOARD RHYTHM MONITOR #34* - #33*

R&R RHYTHMIC CHART #37* - #33*

BILLBOARD HOT 100 *12 - *4

HOT R&B SINGLES *3 - 1*

#1 MOST PLAYED
VIDEO at THE BOX

436 BDS Detections!
Single SoundScan Moves

NEW ADDS:

WPOW
WILD107

NY #1-#1

Chicago #3-#2

San Fran/San Jose #15-#5

Providence #3-#2

San Diego #5-#3

New Orleans #17-#4

Miami #13-#3

Baltimore #1-#1

Greensboro #1-#1

Washington DC #2-#1

And so on. . .



Def
Jam
recordings

MONTELL JORDAN

"This Is How We Do It"

#1 R&R RHYTHMIC CHART - 4 WEEKS!

#1 BILLBOARD CROSSOVER MONITOR - 5 WEEKS!

BILLBOARD HOT 100

#1* - *1 - 6 WEEKS!

BILLBOARD TOP LP CHART

#23 - #19 LPs

SCANNED THIS WEEK

OVER 80,000 SINGLES SCANNED THIS WEEK!

PMP/RAL/



HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. **PAULA ABDUL "My Love..." (VIRGIN)**
2. **REMBRANDTS "I'll Be There For You" (EASTWEST)**
3. **SOUL ASYLUM "Misery" (COLUMBIA)**
4. **BETTER THAN EZRA "Good" (ELEKTRA)**
5. **GREEN DAY "She" (REPRISE)**
6. **JON B. AND BABYFACE "Someone To Love" (YAB YUM/550)**
7. **SF SPANISH FLY "Crimson And Clover" (WARNER BROS.)**
8. **EDDIE MONEY "After This Love Is Gone" (WOLFGANG)**
9. **JEFF BUCKLEY "Last Goodbye" (COLUMBIA)**
10. **JORDAN HILL "Remember Me This Way" (MCA)**
11. **LA BOUCHE "Falling In Love" (LOGIC)**
12. **MATTHEW SWEET "Sick Of Myself" (ZOO)**
13. **NELSON "You Got Me) All Shook Up" (GEFFEN)**
14. **BRIAN McKNIGHT "Crazy Love" (MERCURY)**
15. **BUCKSHOT LA FONQUE f/Branford Marsalis "Some..." (COLUMBIA)**
16. **COLLECTVE SOUL "December" (ATLANTIC)**
17. **IV EXAMPLE "I'd Rather Be Alone" (MCA)**
18. **JAMES INGRAM/ANITA BAKER "When You Love..." (EASTWEST)**
19. **JILL SOBULE "I Kissed A Girl" (ATLANTIC)**
20. **JOANNE FARRELL "All I Wanna Do" (BIG BEAT)**
21. **JON SECADA "Where Do I Go From You" (EMI RECORDS)**
22. **MADONNA "Don't Stop" (MAVERICK/SIRE/WARNER BROS.)**
23. **MIKE AND THE MECHANICS "Over My Shoulder" (ATLANTIC)**
24. **NEW ORDER "Bizarre Love Triangle" (WARNER BROS.)**

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades



JEFF BUCKLEY

"Last Goodbye"



OVER 800 HOT 100 SPINS
OVER 200 ALBUM ROCK SPINS
OVER 700 MODERN ROCK SPINS
16*-5* BILLBOARD NEW ARTIST ALBUM CHART
30% INCREASE IN ALBUM SALES THIS WEEK!
N.Y.C. #166 - #119 (AIRPLAY: Z100, WDRE)
L.A. #190 - #74 (MORE THAN DOUBLED) (AIRPLAY: KROQ)
BOSTON #93 - #56 - #47 (AIRPLAY WBCN, WFNX)
PROVIDENCE #93-#60 (AIRPLAY WBRU - #2 MOST PLAYED SONG)
BILLBOARD TOP 200 ALBUM CHART DEBUT #174

SCOTT WRIGHT, PD, B97, New Orleans (12 Spins)

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

CHUCK GEIGER, PD, KISF, Kansas City (19 Spins, increased rotation! SoundScan Album debut #94)

"Sounds great on the air, #12 most requested already, and it's selling!"

BOB WAUGH, APD, WHFS, Washington, D.C. (23 Plays, Airplay Doubled)

"Jeff Buckley works. A welcome relief from the guitar assault and a great image artist."

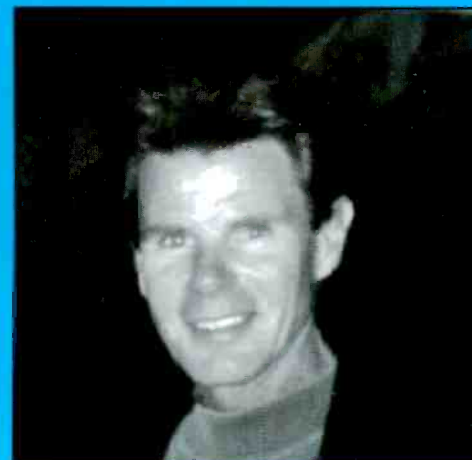
PHIL MANNING, PD, WENZ, Cleveland (16 Plays, increased rotation)

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

**MAJOR AIRPLAY: Z100, 99X, WDRE, KRBE, KROQ, WAPE, WBCN
THE BLAZE, WBRU, WENZ, WHYT, WXRT, WLUM, Q99, WZJM, WKBQ,
KEGE, KDGE, & much more...**

ON TOUR NOW!!!

**John
Alden**



PD, KHTY/Santa Barbara

Career Highlights:

- Been in the biz since '78...spent 10 years with Buck Owens Corporation. Creative Director, KKXX/Bakersfield, KTYD, Santa Barbara...worked Country, CHR, AC, AOR...and now... the Modern Rock "Thing"...

Family:

- Single...No Kids...1 Yellow Lab (He likes Yellow Lead better)*

Hobbies:

- Golf, Hangin' Out at the beach with my pooch.

Quote:

- "Sure it's a stiff...But hey.. it sure sounds good on the radio!!"

Nominees for Issue 889.

Vote for your choice.

1. ALEX TEAR (PD, WGRD/Grand Rapids)
2. BILL KLAPROTH (PD, WDBR/Springfield)
3. JOHN RILEY (PD, WCIL/Marion-Carbondale)

Call your HITMAKERS Account Executive (818) 887-3440

Programmer of the week
wins a Sony Walkman™!

Top40 Disc-overery Club

NEAL SHARPE, PD, JET-FM, Erie

PAULA ABDUL *My Love Is For Real* (VIRGIN) - I really like it. I didn't think I was going to like it. Then when my Virgin rep played it for me I thought, 'Wow!' It's a strong record, and a very updated sound for Paula!

GREEN DAY *She* (REPRISE) - It's uptempo, it's short, and another smash for Green Day.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - I like this a lot. It's not a one-listen record. But the bass line is great. The lyrics are tremendous and it's a real good piece of music.

REMBRANDTS *I'll Be There For You* (EASTWEST) - It kills! The theme song from television's *Friends*. An outright home run.

JOHN RAMSEY, PD, KCLD, St. Cloud

SHERYL CROW *All By Myself* (IMPORT) - 25-34 audience, 80% positive, going through the roof.

SOUL ASYLUM *Misery* (COLUMBIA) - Great record. You don't have to be a genius.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Strong comeback tune.

ROXY LENNOX, APD, KGOT, Anchorage

THE JAYHAWKS *Blue* (AMERICAN) - I love it. I just love it!!

REMBRANDTS *I'll Be There For You* (EASTWEST) - A happenin' tune. A #1 tune here.

KEN BENSON, PD, KKRZ, Portland

REMBRANDTS *I'll Be There For You* (EASTWEST) - *Friends* is pulling big ratings for NBC on Thursday nights, and this song from the show should pull big ratings for you!

REAL MCCOY *Come And Get Your Love* (ARISTA) - A great record! It sounds like summer. An uptempo smash!

ALAN FEE, PD, KLYV, Dubuque

NEW ORDER *Bizarre Love Triangle* (WARNER BROS.) - It's the 1995 remix of this group's '80s classic. It just sounds terrific!

U.N.V. *So In Love With You* (MAVERICK/WARNER BROS.) - Perfect for the upcoming wedding season. It really is a beautiful record. Should go #1 and stay there a long, long time.

MATTHEW SWEET *Sick Of Myself* (ZOO) - This could be the one that puts him over the top. A good song.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - We're already all over this. It's gonna be a smash!

MARY ANN MOND, PD, KMVR, Las Cruces

JOANNE FARRELL *All I Wanna Do* (BIG BEAT) - Perfect summer music. Good remake.

BETTER THAN EZRA *Good* (ELEKTRA) - Great song. Will fit our core audience well.

IV EXAMPLE *I'd Rather Be Alone* (MCA) - Perfect slow song for the summer.

COLT WEST, PD, KNIN, Wichita Falls

BRIAN MCKNIGHT *Crazy Love* (MERCURY) - Good record. Should be strong.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Obvious. This is a monster.

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - I like this a lot. Should do well.

NELSON *(You Got Me) All Shook Up* (Geffen) - Good tune. We haven't heard from these guys in awhile.

JIMI JAMM, MD, KQKQ, Omaha

EDDIE MONEY *After This Love Is Gone* (WOLFGANG) - The man has still got it. Has the same Pop feel as *Endless Nights*.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Strong cut that has summertime all over it.

BETTER THAN EZRA *Good* (ELEKTRA) - Have had it on for a week. Can feel it getting ready to explode.

JAMMER, MD, KQXY, Beaumont

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Great new record from Paula.

BETTER THAN EZRA *Good* (ELEKTRA) - This will be a big record.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Love this. Big time smash.

DAVE CHRISTOPHER, PD, KSLY, San Luis Obispo

MATTHEW SWEET *Sick Of Myself* (ZOO) - This is already a proven hit at Alternative. A great song with a really catchy hook!

GREEN DAY *She* (REPRISE) - Even if they don't come with this as a single, who cares? *When I Come Around* was so fun, and this would be a great next track.

MADONNA *Don't Stop* (MAVERICK/SIRE/WARNER BROS.) - It's a record a lot of radio PD's like because it's very reminiscent of her earlier Dance/Pop sound and the music that made her a star!

PAUL WALKER, PD, OK95, Tri-Cities

WANDERLUST *I Watched* (RCA) - Very Toad The Wet Sprocket-ish. A good Pop/Alternative record.

EDDIE MONEY *After This Love Is Gone* (WOLFGANG) - Pure Eddie Money Pop. I like it a lot!

KEVIN PETERSON, APD/MD, STAR94, Atlanta

REMBRANDTS *I'll Be There For You* (EASTWEST) - Already instant phones. Huge show tune.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - This is a strong tune for Paula.

JAMES INGRAM/ANITA BAKER *When You Love Someone* (EASTWEST) - A good song from *Forget Paris*.

JOE FRIDAY, MD, WAEB, Allentown

PAULA ABDUL *My Love Is For Real* (VIRGIN) - I love this record, and thank God it's not a ballad. Can you say smash?!?

BETTER THAN EZRA *Good* (ELEKTRA) - The title says it all. This is a good record. One listen and it will be imprinted in your brain too!

SHARA NELSON *Down That Road* (EMI RECORDS) - Wait a second...A huge female appeal record that sounds hip - what a concept, and what a great record. This could be a sleeper hit!!!

KID KELLY, PD, WBHT, Wilkes-Barre

SOUL ASYLUM *Misery* (COLUMBIA) - Great record. I can't wait for this one.

SIMPLE MINDS *Hypnotised* (VIRGIN) - Can't miss on this one.

GREEN DAY *She* (REPRISE) - Great song. Fits us like a glove.

SCOTT LAUGHLIN, MD, WBNQ, Bloomington

NELSON *(You Got Me) All Shook Up* (Geffen) - Good songs. The guys are back.

JORDAN HILL *Remember Me This Way* (MCA) - A very Mariah Carey feel with this song.

REMBRANDTS *I'll Be There For You* (EASTWEST) - Great Pop tune from the TV show *Friends*.

MICHAEL LYNN, PD, WBSS, Atlantic City

LA BOUCHE *Falling In Love* (LOGIC) - If you're rhythmic this is for you.

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - Great poppy version of the '60s hit.

JON SECADA *Where Do I Go From You* (EMI RECORDS) - Classic Secada, baby.

JIM KELLY, MD, WJRZ, Monmouth/Ocean

PAULA ABDUL *My Love Is For Real* (VIRGIN) - So that's where she's been, in India...Seriously, it's great to hear her again, with a true hit!

SOUL ASYLUM *Misery* (COLUMBIA) - I love this record. If the light from this record is any indication, this album will shine brightly!

MIKE AND THE MECHANICS *Over My Shoulder* (ATLANTIC) - This is a record that will grow on you, if it hasn't already!

PHIL THOMAS, PD, WKMX, Dothan

COLLECTIVE SOUL *December* (ATLANTIC) - Great song. Could go for us.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Beautiful job by Babyface. Will do very well.

TINA SIMONET, MD, WKSS, Hartford

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - It could be a big summer hit. It's a Reggae-style cover of this Tommy James classic. It's got that UB40 sound, which means it could be around a long, long time.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - I love it. Check out cut #2 on this CD Pro, cued to the beat. That's the one.

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - A really good song. A smooth, mature sound for this group!

MIKE STROBEL, PD, WLTV, Elmira

SOUL ASYLUM *Misery* (COLUMBIA) - Unbelievable!

JILL SOBULE *I Kissed A Girl* (ATLANTIC) - Get past the lyrics. This is a strong tune.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - It took awhile, but I like this a lot.

KEITH CURRY, MD, WSNX, Grand Rapids

SOUL ASYLUM *Misery* (COLUMBIA) - No 'misery' here. I'm a believer!

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Paula's back - she's going straight to #1!

CALVIN HICKS, PD, WXXM, Myrtle Beach

ROSIE GAINES *I Want U* (MOTOWN) - Here is where you can find the artist formerly known as Prince. I wished he'd go back to producing more great grooves for himself like he does here for Rosie!

JORDAN HILL *Remember Me This Way* (MCA) - Hello Mariah Carey - You've got someone coming up behind you. This girl has a phenomenal voice - and she's only 14 years old!

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Sounds like Paula's been paying attention to Madonna and Janet and come back with a strong single. This is a definite hit. If the rest of the album is this strong - Look out!

DANA LUNDEN, MD, Z104, Madison

LA BOUCHE *Falling In Love* (LOGIC) - I like it. A good remake of the great Hamilton, Joe Frank and Reynolds song!

REMBRANDTS *I'll Be There For You* (EASTWEST) - The TV show has been a national hook-tape for six months now. Most of the demo has already heard this record!

BUCKSHOT LA FONQUE 1/Branford Marsalis *Some Can Fonque (More Tea, Vicar?)* (COLUMBIA) - It's a very, very good song. Branford and his band smoked in Chicago!

CORONA "Baby Baby"

New Adds Include: WOVV, WDJX, KKMG, B106, WSPK,
B89, KHTN, WMRV, KISX, KQID, K106, KQMQ

Approximately 1,000 Spins!!!!!!

Rotation Leaders: WFLY 21x, WHHY 25x, KMXV 41x, WXKS 25x, WXXL 20x,
WZPL 40x, WKSS 19x, Y107 20x, KLRZ 38x, WJMN 24x, WJJS 29x,
KTFM 28x, WFHN 24x, WVSR 28x, KZHT 36x



Elektra Entertainment

KUT KLOSE "I LIKE"

Strong Sales: Blockbuster #28* (Bullet),

Music City singles sales #4k

Manifest Records #8, Chicago #8 sales,

Detroit #7, Atlanta #8, Baltimore #11,

Indianapolis #10, Milwaukee #7, Charlotte #9,

Greenville #9, New Orleans #2,

Memphis #2, Jacksonville #11,

Columbia #11, Baton Rouge #5



Elektra Entertainment

OL' DIRTY BASTARD "Shimmy Shimmy Ya"

Rotation:

HOT97 45x

Mix show play:

WERZ, WPGC, WPOW
and KMEL



Elektra Entertainment

BRIEFS FROM THE WAR ROOM



TOXIC SHOCK! How a radio station can be programmed for fun and the various missions as the format of choice requires. We've covered The DJ role and all the other various elements that connect and buffer, *enhance* (?) and project the over-all positioning essence of the product. It's back to the clinical lab coats vs. the mad scientists. Get them to work together instead of scaring each other silly and ending up with internal toxic hate wars.

Pushing the sizzle button with the hype, carney and miscellaneous packaging techniques that sell the pizzazz, add the polish. The zip injected into the personality of whatever *flava'd* approach, to grab the attention and top-of-mind position in the listeners mind. In doing so, the intention of course, is not to (be a toxic terror) annoy the listener, but to *seduce* them.

It's been written here before. *Producing* a radio station requires a bulls eye imagination and a sharp sense of *balance* in the entire production/programming design. The cross hair targeting method of programmers and the others involved in the duteously, not always so easy a task assigned them by the company chief. Try to always be mindful that in today's multimedia boom it is *vital* to find that sweetspot with the chosen potential audience and take *every* step available to project and highlight it in a playful, straight on, honest, adventurous way. Do it with as much information as you can get about what it's going to take to *bond* and be *trusted* and be friends with the listener.

Getting the team on the same page, dealing with critics who come from inside and out of the station, you often refer to as *your* station...(a statement of passion) often shot down, especially when the boss gets nervous).

Thinking of a station as a person, a human being, beware...of the...*Toxic personality disorders* that may be being broadcast. The music style takes care of itself when correctly programmed. After that it's simply every single thing that makes up the core, the string of the station presentation. Yes...*the audience is listening*. And feeling. Every day they get to know you better. All the time research is being done to get to further know the listener and his/her listening patterns/behavior, they are researching *you!* The attitude, charisma, remarks, brevity and focused content, the way the station speaks, the way you dress the station up, all the stuff that gets on the air. When the station is visible off the air too. Everything must reflect the *target environment*. Not just today, but every day. The world is changing all the time. Keep up, or you are in for some serious frustrations. This line of thinking may be one of the most important of all in planning/execution basic techniques if you expect to succeed. Don't fall asleep at the wheel.

Lose the rear view mirror. You are in the race to win. Focus and concentrate on that. Eliminate (avoid at least), as many distractions as possible.

A makes-sense book just released by Dr. Lillian Glass, PH.D, a voice trainer and a very

insightful communications specialist, has titled the new book called **TOXIC PEOPLE**. Here's another book to memorize. I have the good fortune to be working with her. She is similar to Anthony Robbins. Completely zeroed in on communication skills. Get it and put it to work for you and share it with your peers.

Results from latest ratings sweep pouring out indicate some great news for some, congratulations! There are the obvious wobbles in almost every city that appear odd. But where some serious sour trending is happening, or nothing is nothing, so to speak, it's a golden opportunity to rally the troops, readjust the strategy and bang the drum in a different way.

Remember success leaves clues. Study the succies and get inspired. Just keep in mind that replicating another (being a copy cat) won't cut it in the long run. Be inventive, imaginative, clever and mix your ambition, your passion with that super computer between your ears. To be a winner you must believe you are a winner before anything else. Be the champion that you are!

Stay tuned and in touch!

Mark Driscoll Productions
PLANET CREATIONS voice and
production/creative specialist
WARNER HOLLYWOOD STUDIOS,
(213) 850-2666, (213) 934-2111.
FAX: (213) 938-4200.
Written exclusively for **HITMAKERS**.

MY VIEW

By **CHRIS RUH**

OFF TO NEVER-NEVER LAND

I was determined to sleep on the flight to Chicago. The next three days were sure to be busy ones, filled with meetings, dinners, and the official activities associated with being a part of the organization hosting a major convention. As such, I knew that rest time would be at a premium, and that even the briefest of catnaps would keep my batteries that much more fresh.

Following the standard pre-flight check in, and with time to spare, I sauntered across the terminal, hoping to stay relaxed as I made my way to United gate 22A. With carry-on's in tow, I passed several coffee shops. Not wishing to spoil my languid demeanor however, I eschewed my usual morning caffeine fix, and settled for an over-priced bottle of cranberry juice, which I thought would go down well along with the L.A. Times sports page. I had just finished reviewing the previous night's box scores, when the boarding call came.

After shoe-horning my attache case into the overhead compartment, I settled into my seat, resolved to get a little shut-eye...no small feat with seat-back erect and tray table folded and locked into its upright position! Interrupted only by the pre-flight safety announcement, and the plaintive crying of a small child, (who was perhaps expressing her instinctive revulsion to the upcoming in-flight meal), I felt myself drifting into shallow slumber.

Even before the elevator had fully stopped, I could tell the lobby was buzzing. As our descent halted, I heard the familiar sound of convention chatter and commotion, which crescendoed as the doors parted and I entered the fray.

The lobby was a sea of industry professionals; some dressed in T-shirts and sweats with luggage in hand, who were obviously just getting in, while others, more sartorially resplendent, were getting

a jump on the festivities with an early dinner at Carmine's, The Rosbud, or any of the innumerable (and apparently unaffiliated) pizzerias known as Gino's. Handshakes, hugs and high-fives were the currency of exchange amid spirited salutations. Ah yes, the shmooze-fest was on!

I'd proceeded only a few steps into the lobby when I heard a familiar voice shout, "Ruh-man, what's up?"

Turning to face the familiar voice, I was confronted with an even more familiar face. As I walked toward him, my mind raced to process the evidence and supply my lips with a name. In the few steps it took for our personal spaces to intersect, I felt a mild panic wash over me, as my attempt to conjure this person's identity from my gray matter seemed doomed to futility. Reaching arms length, I offered my hand, and an oh-so genial, "How's it going, guy?"

His name, of course, was not Guy. But nonetheless we talked for a moment or two. After the usual "when did you get in" banter, he congratulated me on my new position here at Hitmakers. Offering my thanks, I wanted to compliment him on his recent ratings success. Or was he the guy who'd just had a down book? "No...wait," I thought, "he's a record guy. Or was he the...?" It was no use. For whatever reason, I just couldn't I.D. him. I was saved further embarrassment when he looked at his watch and said, "Hey man, I've got to meet a couple of people. See you tomorrow, okay?"

As we parted, I was a bit shaken and frustrated at what had just transpired. But upon brief reflection, I wrote off my momentary bout of interpersonal amnesia as the result of long hours, poor dietary habits, and the sensory overload often associated with music/radio industry confabs. To my horror though, I found out that my memory loss was apparently not momentary, and

would not be fleeting, as several people walked up to me and started talking. They all looked familiar. They all knew me, and talked as though I'd known them for a long time. But I simply could not put a name to any of them. Not a one!

As confusion set in, I tried to look composed, while attempting the old "eye-creeping-to-the-badge-to-check-the-name" routine. My throat sank to my kneecaps though, when I realized that no one had any badges yet...*registration didn't open until tomorrow morning!*

By now, stark terror had set in. I half expected to see Rod Serling in his Botany 500 suit and skinny tie standing in the corner. I didn't know what was happening, but I knew I had to get out of there. I made up an excuse about needing to get to my room to make a few calls, and headed for the elevator. Half way there, I heard people discussing a suite party. "That's it," I thought. "If I hang out there, I'm bound to hear a few names, and the old memory will kick in."

Now I raced for two open elevator doors. Rushing through them and into what should have been the elevator car, I immediately began to fall into the open elevator shaft. In my haste, I'd missed the "out of order" sign. Then, as the abyss sucked me to my doom, I remembered something important: there were no suite parties. *This is a Hitmakers convention!*

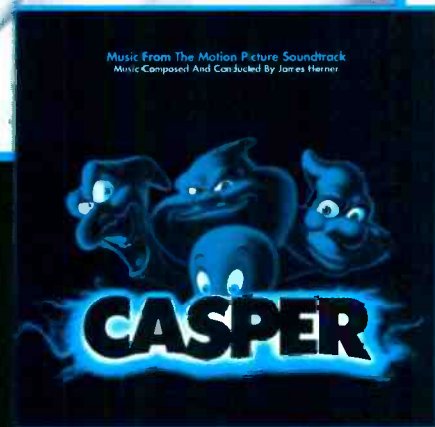
"Hey Chris, are you all right?!" Those were the next words I heard, as I awoke in a startle to find I was safely ensconced in my exit-row aisle seat. Shaking off sleepiness and my embarrassment, I rubbed my eyes, and smiled at the silly vividness of my dream. But then, as I turned to thank the person who'd delivered me from my nightmare, a lump formed in my throat. He looked very familiar, but ...!! It was either going to be a long weekend or I'd accidentally eaten the in-flight meal!!

A Performance You'll Never Forget



JORDAN HILL
REMEMBER ME THIS WAY

Produced And Arranged By David Foster



From Casper
The Motion Picture Soundtrack

© 1995 MCA Records, Inc.



Management: Gallin-Morey

Tune In To AMP—MCA On-Line: http://www.mca.com/mca_records



MARK SHANDS

RANDOM THOUGHTS FROM THE WINDY CITY

Finally.. we're on our way to Chi-town! Radio types from all over the country are rushing to get their weekend set up at their stations before they make their Chicago flights. I've already gotten word from Erik Bradley at B-96 that we're gonna have fun at this one! Who knows, maybe some work will get accomplished too.

Landing at O'Hare, you're soon reminded that this market is huge. We're talking something like 8 million people in Chicagoland. The convention site is the Westin Hotel downtown, just a few steps from Michigan Avenue. I keep seeing B-96 billboards.

It's only Thursday night and many here at the convention are going to the game or headed to the clubs. B-96 is sounding flawless. The music is very hit-oriented and carefully balanced. It's easy to hear why B-96 does well.

On Friday, the day begins with the Street Sheet Sessions. Microphones are passed around the room and we talk radio. A lot of people hook up for the first time. It really hits you that this mostly young crowd is very serious

about this business. They talk about all the barriers and how they get around them. 4PM appears and puts on an excellent set. It's fun to see the group react to performing for a crowd of radio and records people. Rich Balsbaugh from Pyramid talks, and later there's a state of the industry talk about women in broadcasting.

I sneak out of the convention and meet B-96's MD Erik Bradley for a quick tour of his station. B-96 is in a huge brick building. The facility also includes TV channel 2 and WBBM-AM. We pass guards at the front door. It's a really nice facility. I get to watch digital production in progress and in the control room there's a board operating a remote. They let me talk to the jocks over the satellite link, so of course I harass them with some Led Zeppelin requests. We also visit Erik's Mariah Carey shrine, which is also his Music Director office. I break the news to Erik that Mariah is married.

Friday night it's the Indie Label Cocktail party which is basically the kick off for Friday night's fun. The clubs are calling. Looks like another long, fun night.

Saturday morning and the crowd is kinda slow building for the first 11 AM session. We're gathering for the Sounds Of The Region session. Waiting outside the ballroom you can hear a group doing a sound check. Musician types are walking around. The session begins as we check some vintage Chicago radio, tapes of

WLS, WCFL, and WBBM. We hear current tapes of stations from around the country, including tape of New York's Hot 97. It's great to hear Steve Smith talk about how he did it. To me, Hot 97 sounds like it's in the same league as those great WLS tapes of the past!

Soon we take a break for a performance by Branford Marsalis's Buckshot LeFonque. It's a fantastic show by some really excellent musicians! The convention crowd of industry types loves it, especially the part when the band's DJ scratches with Branford's horn playing. This crowd of DJ's is spellbound.

After lunch I sneak out and hop on a huge bus to Six Flags! It's a party all the way. Record and radio people happily CO-existing! We cruise the park and top it off with a trip on the Batman ride! It's almost as exciting as getting an Arbitrend!

Saturday night is tripping around Chi-town for meals and clubs. On Sunday morning it's a rush for the airport and the return to show biz. As I ride the shuttle to O'Hare I remember that something was missing at this convention. I really wish I could have hung out with Charlie Minor.

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.

La Bouche

Featuring
Melanie Thornton
& Lane McCray



**“KLRZ New Orleans...
18 spins out of the box.
‘Could Not Wait, quick
reaction from females
18-34’ KAHUNA-PD”**

**Do you remember
the Summer of 1975???**

**Do you remember the
#1 *Billboard Hot 100 Single*
from the Summer of '75?**

**“It’s Hipper, it’s
the Summer of ‘95”**

**“...It’s Fallin’ Again...
IMPACT DATES 5/16 & 5/23
on your desk now...
212-219-2040”**

THE INNOVATION NETWORK

DAVE ELLIOTT
(310) 589-5541

May 12, 1995

Ladies and Gentlemen, this week, THE INNOVATION NETWORK is proud to present an exclusive interview with the world's best known marketing strategists: Jack Trout and Al Ries. Their books have been published in fifteen languages and their consulting work has taken them into many of the world's largest corporations in North America and abroad. Like many people in the industry, I have been an avid fan of Trout & Ries for many, many years and their material has been a constant, significant influence.

When HITMAKERS asked what kind of stuff was going to run on THE INNOVATION NETWORK page, my reflex response was, "Trout & Ries!" After all, these guys are probably the most respected and highest-paid marketing consultants in the world. What tremendous added value to HITMAKERS readers to have this type of information appear in the magazine. But honestly, the main reason behind this whole scheme was to simply give me an excuse to call Trout & Ries, and hopefully, actually speak with them. (If you would have asked me who to interview in 1977, I would have said the band KISS -- in 1995, its Trout & Ries.) So like a obsessed fan, trying to sneak backstage, I called directory assistance and asked for the number of "Trout & Ries", made the call, left a message, and hoped I'd get a call back this year. I kind of made it seem to HITMAKERS like I was actually tight with these guys: "Oh yeah! They'll do it, I owe 'em a call anyway! Meanwhile, we all know what kind of response time we're used to in the music industry.

Jack called back within about ten minutes or so, he agreed to the interview on the spot and we set up a time. (He would have done the interview right then and there but I needed more time to get nervous about it.) He informed me, for scheduling reasons, it would be much easier to do the interview as two separate calls and edit them together. So I called Al Ries' office, told them Jack asked me to call, and we set up an interview time. I faxed over a "radio specific prep-sheet" for them to review. So now, all I had to do was see if they would actually pick up the phone when I called back, or was I going to get the big blow-off.

Let's just say, these guys actually pick up their own phone, and when someone else answers for them, you aren't asked, "Who's calling, please?" The world's most sought after marketing strategists appear to not even screen their calls. The bottom line is, the entire interview (about 90 minutes total) was easier than ordering a Domino's Pizza. The interview itself, was a mind-blowing session that allowed me to bounce my interpretations of their work against the originators (as a test) and for the first time, have them apply their concepts specifically to the needs of the music industry.

This week, part one of the interview will focus largely on how to use market research and how to define your position. Plus, one of the most significant breakthroughs encountered during the interview, was how the internet is about to become an explosive consumer fad/trend that radio must jump on ASAP by integrating a home page on the "world-wide web" as part of your overall marketing mix. Trout & Ries will be appearing in HITMAKERS for weeks to come. Please be sure to take advantage of this highly coveted information to help you create the momentum to produces a market phenomenon and feel free to call to discuss any of this!

DAVE ELLIOTT

DAVE ELLIOTT

THE INNOVATION NETWORK

SPECIALIZING IN "INFORMATION FOR INNOVATION":

- **PERCEPTUAL RESEARCH**
- **INTERNET WEB-SITE STRATEGIES**
- **TOTAL QUALITY MANAGEMENT**

"I thought you did a very, very nice job of taking our basic ideas and really extending them and explaining them in ways that I thought are very interesting!"
Al Ries/Chairman: RIES & RIES

(310) 589-5541 5908 KANAN-DUNE RD MALIBU, CA 90265

IN THE MIX AND ON THE STREETS NOW!

OMAR

FROM NAC RADIO
TO HIP-HOP HEADS,
SOME ARTIST
TRANSCEND FORMATS
& GENRES. OMAR
IS ONE OF THOSE ARTISTS
LISTEN & LEARN.

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

TM(S) & REGISTERED
MARCA(S) REGISTRADA(S)
GENERAL ELECTRIC, USA
BMG LOGO & BMG MUSIC
© 1993 BMG MUSIC



HOTSHOTS FROM CHICAGO SEMINAR



brian mcknight

crazy love

"This is my favorite
cover recording of
one of my songs."

--Van Morrison

Already In Serious

Rotation At:

92Q 37x

WPGC 56x

WWKX Add

WHHH 10x

WHJX 26x

WJMH 19x

Huge Single Sales

39*-28* SoundScan

With Over 12,000

Units Sold This Week

From
his forthcoming release,

"I Remember You"

Produced by Brian McKnight

Executive Soundtrack Producers: George Jackson, Doug
McHenry, Ed Eckstine, Sam Sapp, Adam Kidron

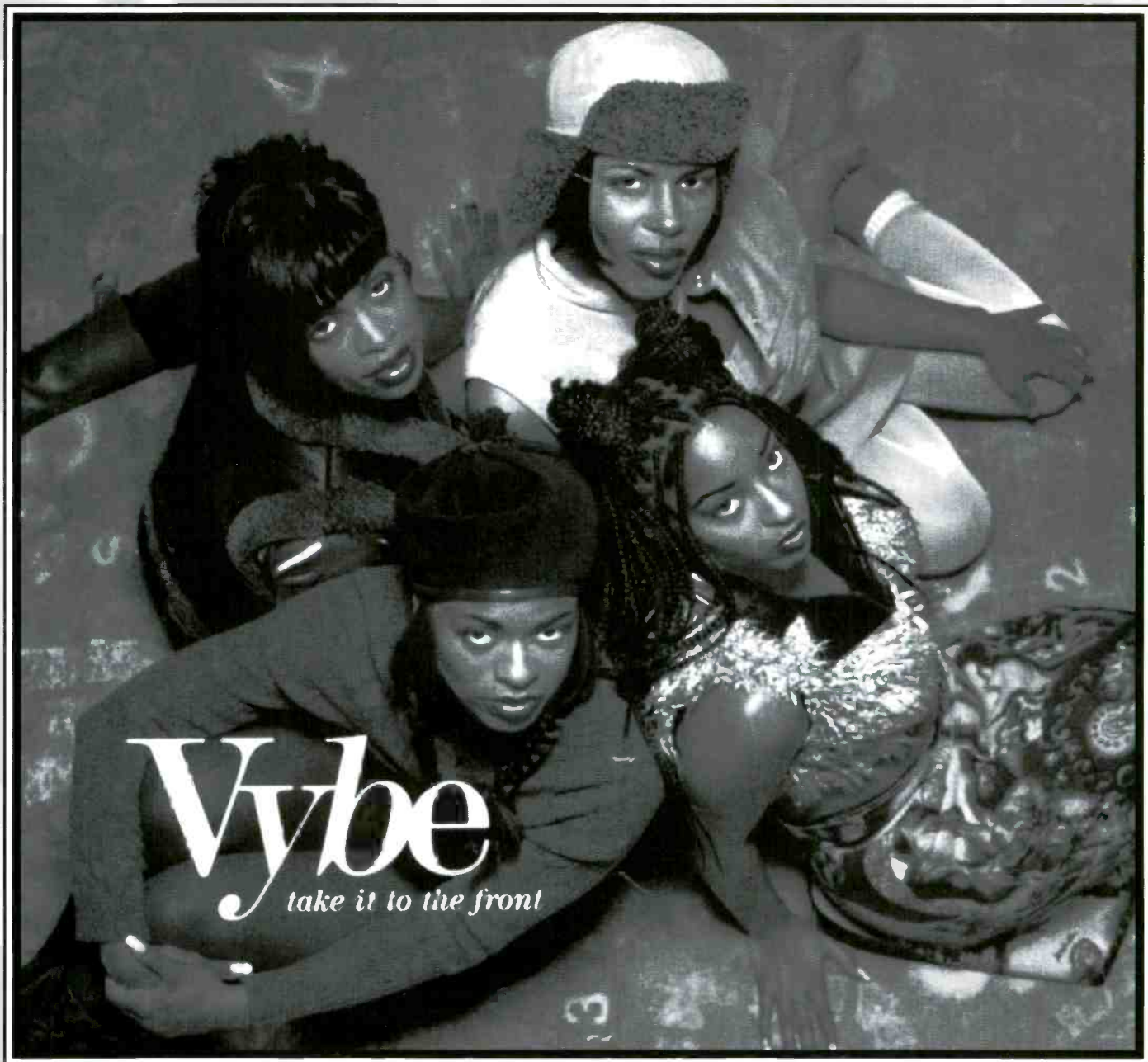
Management: Herb Trawick/The Trawick Company

THE
BOX
MUSIC TELEVISION
YOU CONTROL.



VYBE

“Take It To The Front”



Spinning at:

WHHH	16x	Z90	14x	WJJS	25x
KZFM	22x	KLRZ	12x	WWKX	10x
WHJX	21x	KKSS	6x	KCAQ	11x

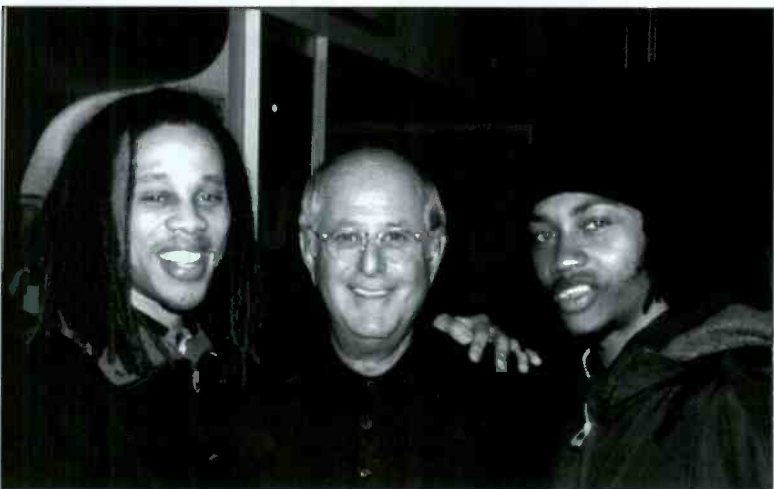
HITMAKERS Faces & Places



One of the events of the year was the recent Conde Nast/Gee Street/Island Records launch party for Malcolm McLaren's new album, *PARIS*. Pictured (l-r): French-Tunisian singer/actress **Amina**; **Alain Levy**, PolyGram President and CEO; **Malcolm McLaren**; **John Barbis**, President, Island Records; **Jon Baker**, President, Gee Street Records; and **Ziggi Golding**, Creative Director, Gee Street Records.



Seven time Grammy Award winner Anita Baker was recently presented with a double platinum plaque in celebration of sales of her most current Elektra Ent. Group release *Rhythm Of Love*. Pictured (l-r): **Doug Daniel**, Sr. VP, Black Music Promo., Elektra Ent. Group; **Greg Thompson**, Sr. VP, Promotion, Elektra Ent. Group; **Steve Heldt**, VP, Sales, Elektra Ent. Group; **Alan Voss**, Sr. VP, Sales, Elektra Ent. Group; **Anita Baker**; **Gary Casson**, Exec. VP, Admin., Elektra Ent. Group; **Aaron Levy**, Vice Chairman/COO, Elektra Ent. Group; **Sylvia Rhone**, Chairman/CEO, Elektra Ent. Group; and **Steve Kleinberg**, Sr. VP, Mktg., Elektra Ent. Group.



Hakim (left) and **Tuffy** (right), of the Capitol rap duo Channel Live, recently ran into Chairman & CEO of EMI Records Group North America, **Charles Koppleman** (center), in the halls of EMI's New York offices. Mr. Koppleman graciously took time out for a quick photo.



The WORK Group band Sponge recently performed a sold-out show at the Roxy theater in Los Angeles. Pictured front row (l-r): **Geordie Gillespie**, Nat'l. Dir., Alternative Promotion, WORK; **Pam Edwards**, VP, Rock Promotion, WORK; **Jordan Harris**, Co-President, WORK; **Tim Cross** and **Vinnie**, Sponge; and **Stuart Griffen**, Sponge manager, Innovative Management. Back row (l-r): **Burt Baumgartner**, Sr. VP, Promotion, WORK; **Charlie Grover** and **Joey Mazzola**, Sponge; **Barbara Bausman**, Director, Marketing, WORK; **Mike Cross**, Sponge; and **Michael Becker**, Local Promotion Manager, WORK.



Yab Yum Entertainment, a new West Coast-based label founded by President and CEO Tracey Edmonds, has entered into an exclusive distribution pact with the Epic Records Group. Pictured standing (l-r): **Michael McQuarn**, Vice President of A&R, Yab Yum Entertainment; **John McL. Doelp**, Executive Vice President, Sony 550 Music; **Polly Anthony**, President, Sony 550 Music; **David Glew**, Chairman, the Epic Records Group; and **Bernard G. Jacobs**, Director of Artist Development, Yab Yum Entertainment. Seated: **Tracey E. Edmonds**, President and CEO, Yab Yum Entertainment.



Haitian roots-rock band Boukman Eksperyans were ecstatic to perform at New York's Sounds Of Brazil nightclub in front of a packed house of fans, family, and Island Records executives. Pictured back row (l-r): **Hooman Majd**, Sr. VP, Island; **Gary Seney** and **Jean-Paul Coffy**, Boukman Eksperyans; **Andrew Kronfeld**, Dir., Island Independent Marketing; **Hans "Bwa Gris" Dominique**, Boukman Eksperyans; **Dan Behrman**, Manager of Boukman Eksperyans; **Theodore "Lolo" Beaubrun, Jr.**, **Marjorie Beaubrun** and **Daniel "Dady" Beaubrun**, Boukman Eksperyans. Front row: **Joseph Pierre**, Boukman Eksperyans; and **Pat Monaco**, Sr. VP, Island Independent Label Sales.

HEADS RINGIN'
EVERYWHERE!
POWER106
WWKX
KKSS
KYLD
WJMH
HOT97.7
KKBT
KBXX
KLUC
KJYK
92Q
WPGC
KUBE
WHJX
KMEL
WHHH
Z90
WJMN
KZHT
WJJS
WZPL
POWER96
B96
KS104
KTFM
AND LOTS MORE!

FRIDAY...

ORIGINAL MOTION PICTURE SOUNDTRACK

TOP 5 BOX OFFICE AGAIN THIS WEEK!!!
FEATURING THE DRIVING SMASH:

DR. DRE

"KEEP THEIR HEADS RINGIN'"

THIS IS THE NEW MATH...

46

HEAVY SPINS AT  AND 

1,585

TOTAL BDS SPINS

24,668

BIG SCREEN SPINS (NEVER BEEN DONE BEFORE!) FULL VIDEO/SONG
PLAYS PRIOR TO MOVIE IN 881 THEATERS ACROSS THE COUNTRY

26,299

TOTAL UNPRECEDENTED SPINS

THE **Billboard**® 200® FOR WEEK ENDING
MAY 12, 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
1	2	2	4	SOUNDTRACK Priority/484326 FRIDAY	1





Reazar's Records

Hats off to our own Barry Fiedel who is now at home recovering from major back surgery. Barry was truly missed in Chicago and we're all glad to have him back in the pocket.

- Chicago was one of the biggest Hitmaker conventions ever. We want to thank everybody who attended with special thanks going to Island recording artist **4PM**, Columbia recording artist **Bradford Marsalis** with **BUCKSHOT LE FONQUE**, Island/London recording artist **YAKI-DA**, Elektra's **HUMAN LEAGUE**, Jive's **SMOOTH**, MJJ's/550 **THE THREE T's** and **EDDIE MONEY**. Also we want to thank **Todd Cavanaugh/B96**, **Erik Bradley/B96**, **Steve Smith/HOT 97**, **Tracy Cioherty/HOT 97**, **Rob Scorpio/KBXX**, **Mickey Johnson/WHJX**, **Greg Bradey/WHJX**, **Joe Dawson/WWKX**, **Cliff Tredway/KTFM**, **Bob Hamilton/KYLD**, **Bob Lewis/KWIN**, **M.C. Boogie D/KJYK**, **Lucy B./KCAQ**, **Charlie Maxi/KZFM**, **Camille Cashwell/WERQ**, **Sonia Jimenez/KGGI**, **Dana London/WZEE** and **Shellie Hart/KUBE**. I also want to thank **Rich Balsbaugh**, President of **Pyramid Broadcasting** for his special address. Representing their labels and addressing the state of the industry our thanks goes out to **Nancy Levin/Priority**, **Heidi Jo Spiegel/Big Beat**, **Lisa Velasquez/Atlantic**, **Kim Hughes/RCA**, **Jan Teifeld Krum/MCA**, **Jerry Blair/Columbia**, **Joe Riccitelli/Island** and **Deserie Schuon/550**.
- **Ernie Singleton** former President of Black Music at MCA appointed by the court to run **EASY E's** Ruthless Records on an interim basis.
- Changes in radio land: At **KKSS/Albuquerque** **Greg Martin** formerly of **KTFM** becomes **Chico Bananas** 7p-Midnight. The new **Jackie James** representing 1/2 of the morning show becomes Music Director.
- **KLRZ/New Orleans PD Kahuna** is the new morning man. The 3p-7p and 7p-Mid slots are open as well as the MD position. Tapes and resumes to **Rick "Kahuna" Patterson, KLRZ Radio**, 11603 Highway 308, Larose, LA 70373.
- **KXTZ/Las Vegas** still needs a afternoon personality. Tapes and resumes to **Jay Stone**.
- Top-rated rhythmic CHR OC104 has an opening for PM drive announcer with production skills. TIR to **Don Duckman, WOCQ**, P.O. Box 1850, Ocean City, MD. 21842. M/FM, EOE.
- Congratulations to **Michael Plen** of Virgin Records on **PAULA ABDUL** "My Love Is For Real" being one of the most added records of all time. **150 adds** in the first week!

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

- **PAULA ABDUL** "My Love Is For Real" was the most added record everywhere! Here's who hit it **Jerry Dean & Cat Thomas/KLUC**, **Michael J. Steel & Charlie Maxx/KZFM**, **Rooster Rhodes & Lucy B/KCAQ**, **Scott Wheeler & Carl Frye/WHHH**, **David Lee Michaels/WJJS**, **Mark Addams & Mikey Freeman/KBOS**, **Brian DeGeus & Gary Michaels/KZHT**, **Cadillac Jack McCartney & Cat Collins/WJMN**, **Pete Jones/KHTN**, **Todd Cavanaugh & Eric Bradley/B96**, **Bob Lewis & Mark Medina/KWIN**, **Mike Tirney & Shellie Hart/KUBE**, **Neil Sullivan/WOVV**, **Michael Newman/KDON**, **Chris Squires & Kozman/KKXX**, **Frank Walsh/WPOW**, **Joe Dawson/WWKX**, **John Candelaria/KPRR**, **Bob Hamilton & Michael Martin/WILD107**.
- **SHAGGY** the two-sided smash featuring "Boombastic" and "In The Summer Time" also on Virgin. Added at **Roy Jaynes/KKSS**, **Brian Douglas and Mary K/WJMH** "Boombastic" is the number 1 phones and most played with 74 spins for the second week in a row at **KBXX/Houston**. "Too Many Fish" by **FRANKIE KNUCKLES f/Adeva** continues to tear it up at the mix show level, a BIG add this week from **Steve Smith & Tracy Cioherty/HOT97**. **CLETO ESCOBEDO** "If You Had A Clue" Virgin. The former sax player for **PAULA ABDUL** has a Latin Top 40 hit. Discovered by **Bob West** and already on **KTFM** and **Hot 97.7**. And look for **LUNIZ** "I Got 5 On It" Virgin on at **KMEL**, **Power 106** and new this week at **Bob Hamilton's WILD 107**.
- **Nancy Levin's** "Friday" on Priority still the #1 selling CD in America. The album sold more than 125,000 last week. Nancy has also created a new phenomena by running the **DR. DRE** "Keep Their Head's Ringin'" video on the big screen right before the movie starts. The single jumps from 9 to 6 in sales this week. Congratulations to **Nancy** who came over to Priority just 3 months ago and with the help of the promotion staff has given Priority their first major soundtrack CD!
- **U.N.V.** "So In Love With You" Maverick/Sire/Warner Brothers. The biggest wedding song of the year on at these 14 stations before the pro-CD shipped: **KKBT, KMEL, Wild 107, B95, KPRR, KZFM, HOT 97.7, 92Q, WWKX, KTFM, WJJS, KHTN, KLUC, KHQT**. Debut at 36 Rhythm Crossover and more than doubling it's spins from 160-350 spins. The **U.N.V.** single will be in the stores on May 16. New this week at **KUBE, WWKX, WHJX, KZHT, WOVV, KXTZ** and **WOCQ**.

- **Lyor Cohen** and **Joe Riccitelli** still have the biggest selling singles in America for the second week in a row with **MONTELL JORDON** "This Is How We Do It". It continues to be #1 in single sales for the sixth week in a row. After two weeks in release **METHOD MAN with Mary J. Blige** "All I Need" Def Jam/Island goes from the unprecedented 161 to 4 to #2 this week with these two new stations hitting it are **WILD107 & POWER96**.
- The new **WARREN G** "So Many Ways" Def Jam/Island from the movie "Bad Boys" is coming out this week, an early add is **WJMH w/Brian Douglas & Mary Kay. MOKENSTEF** "He's Mine" OutburstiDef Jam/Island on at **KKBT** and **KMEL**. Should be on your desk this week! Also lookout for **B.G. Knocc Out & DRESTA**, the jam is called "50/50 Luv".
- **MONICA** "Don't Take It Personal" Rowdy/Arista **KMEL, KTFM, KKBT, WHJX, WOCQ, KBOS, KPRR, WHHH, KUBE, WWKX, KLUC, KWIN, WILD 107, 92Q, KZFM, KBXX, KHTN, WPGC, KZHT, WJJS, KKSS, WJMH, KJYK** and new this week **Steve Smith & Tracy Cioherty/HOT97, Michelle Mercer & Bruce St. James/POWER106, Rick Thomas/KSFM, Cadillac Jack McCarthy & Cat Collins/WJMN, Bob Perry/HOT97.7**.
- **SKEE-LO** "I Wish" Sunshine/Scotti Brothers. On at **POWER 106, WILD 107, KJYK, KPRR, KWIN, WHJX, KIKI, KHQT, KSFM, KIIS, KTFM, KDON, KMEL, WHHH, Z90, KZHT, KCAQ, KLUC, WOCQ, KHTN, WJJS, WOVV** and new this week at **KUBE & KZFM**.
- **VANESSA WILLIAMS** "The Way That You Love" Mercury. You need to check out the new mixes. Look who hit it this week: **Todd Cavanaugh & Eric Bradley/B96**. On at **WHHH, KZHT, KLRZ, WOCQ, KCAQ, WOVV, Z90, WJJS, KZFM** and **KHTN**.
- **BRIAN MICKNIGHT** "Crazy Love" Mercury added this week at **KSFM, WHHH, KZFM, WOCQ, KCAQ, WWKX, KLRZ**.
- **Craig Lambert** and **Greg Thompson** of Elektra continue to kick ass with these hot jams, **CORINA** "Baby Baby" added at **WOVV, & HOT105. OL' DIRTY BASTARD** "Shimmy Shimmy Ya" add at **WJMH** and **INI KAMOZE** "Listen Me Tic" CD should be on your desk now!
- **TONY THOMPSON** "I Wanna Love Like That" Giant added at **WHJX, WHHH, WOCQ, KWIN, KDON, HOT105, KIKI, & KKBT**.
- American Records is kicking it large with **SIR MIX-A-LOT** "Sleepin' Wit My Fonk". On at **KUBE, KLUC, WWKX, WJJS, KZHT, WOCQ**. Don't sleep this record, remember he's "The Watcher"!
- Raging Bull Record's **GAP BAND with Charlie Wilson** "First Lover" is on your desk now with 66 Urban stations on it already and on at **KJYK**. There ain't no question "The Gap Band is back in full effect"!!!!!!
- **S.F.'s Spanish Fly** "Crimson And Clover" Warner Brothers. On at **KUBE, Z90, WJJS, WILD 107, Hot 97.7, KLUC, KXTZ, KZFM, B95, KTFM, KKXX, KHTN, KCAQ, KPRR, KWIN** and new this week at **WWKX, KZHT, KGGI, & KLRZ**.
- Be on the lookout for **ROSIE GAINES** "I Want U" on Motown with impacting date May 16 already on **WJJS**.
- **BLOODHOUND GANG** "Mama Say" Underdog Columbia added at **POWER92 & WJJS**. Already on at **KMEL & KLUC**. Gettin' ready to blow up!

See Ya,

Barry "Reazar" Richards

Most Disc-overed for this issue

1. **PAULA ABDUL** My Love Is For Real (VIRGIN)
2. **JODECI** Freakin' (UPTOWN/MCA)
3. **U.N.V.** So In Love With You (MAVERICK/WARNER BROS.)
4. **ROSIE GAINES** I Want U (MOTOWN)
5. **SHAGGY** Boombastic (VIRGIN)
6. **TONY THOMPSON** I Wanna Love Like That (GIANT)
7. **ALL-4-ONE** I Can Love You Like That (BLITZZ/ATLANTIC)
8. **BLOOD HOUND GANG** Mama Say (UNDERDOG/COLUMBIA)
9. **BRIAN MCKNIGHT** Crazy Love (MERCURY)
10. **LA BOUCHE** Falling In Love (LOGIC)
11. **MONICA** Don't Take It Personal (ROWDY/ARISTA)
12. **SELENA** Missing My Baby (EMI RECORDS)
13. **FRANKIE KNUCKLES f/Adiva** Too Many Fish (VIRGIN)
14. **FUN FACTORY** I Wanna B With U (CURB/ATLANTIC)
15. **GAP BAND** First Love (RAGING BULL)
16. **JANET JACKSON** One More Chance (VIRGIN)
17. **LUNIZ** I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN)
18. **METHOD MAN & MARY J. BLIGE** All I Need (DEF JAM/ISLAND)

JOEY ARBAGEY, MD, KMEL, San Francisco

MICHAEL & JANET JACKSON *Scream* (MJJ/EPIC) - Michael and Janet Jackson's new single Scream is a 100% smash. Not only is the production on this track awesome, but you can feel the explosive influences of both of these mega-superstars. Way to come back, Michael! Nothing else comes close, so that's it for this week.

BOB PERRY, PD, HOT97.7, San Jose

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - Instant response from the street, this jam has the potential to go into 'power' rotation...get it on!

JODECI *Freakin'* (UPTOWN/MCA) - Great slow jam!

DR. DRE *Keep Their Heads Ringing* (PRIORITY) - For those stations that like to 'wait' on Hip-Hop...these two songs show consistent strength in callout research...go ahead and step out there.

2PAC *Dear Mama* (INTERSCOPE) - For those stations that like to 'wait' on Hip-Hop.. these two songs show consistent strength in callout research...go ahead and step out there.

MIKEY FREEMAN, APD/MD, KBOS, Fresno

JODECI *Freakin'* (UPTOWN/MCA) - This shit's on fire. It will be huge.

TONY THOMPSON *I Wanna Love Like That* (GIANT) - It's got me open. It's got me open. It's got me open.

MARY J. BLIGE *You Bring Me Joy* (UPTOWN/MCA) - Oh Lord, this is my cut!

SONIA JIMENEZ, APD, KGGI, Riverside

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Ace Of Base was big for us and this sounds just like it, so it should be just as huge if not bigger.

WARREN G. *So Many Ways* (DEF JAM/ISLAND) - *Bad Boys Soundtrack* will be huge.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Getting strong reaction.

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Big midday record. Good Hispanic reaction.

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

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - Hot-sounding song. Good Hispanic summer record.

IV EXAMPLE *I'd Rather Be Alone* (MCA) - We're late, but we're jumping aboard right now.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - It's Paula. Sounds good.

ROY JAYNES, PD, KKSS-FM, Albuquerque

SHAGGY *Boombastic* (VIRGIN)

GAP BAND *First Love* (RAGING BULL)

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

SELENA *Missing My Baby* (EMI RECORDS)

CHRIS SQUIRES, PD, KKXX, Bakersfield

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Very cool song.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Smooth song, and working well with adults.

KAHUNA, PD, KLRZ, New Orleans

ROSIE GAINES *I Want U* (MOTOWN) - Doing well, early testing, strong female response.

BRIAN McKNIGHT *Crazy Love* (MERCURY) - Phones are exploding.

FRANKIE KNUCKLES f/Adiva *Too Many Fish* (VIRGIN) - Lots of phones after just a little testing.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Getting steady response.

BOB LEWIS, PD, KWIN, Stockton

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Huge. Big & Familiar with your Country crossover cume. Should be #1.

MARY J. BLIGE *You Bring Me Joy* (UPTOWN/MCA) - Could be a hat trick for Mary J.

JANET JACKSON *One More Chance* (VIRGIN) - Instantly familiar. Blowin' up the phones.

TONY MANERO, MC, KXTZ, Las Vegas

SELENA *Missing My Baby* (EMI RECORDS) - Hispanics going through the roof on this.

METHOD MAN & MARY J. BLIGE *All I Need* (DEF JAM/ISLAND) - Great song. Mary J. steals the show.

LA BOUCHE *Falling In Love* (LOGIC) - Great all day, all night. Great dance song.

JODECI *Freakin'* (UPTOWN/MCA) - Perfect Jodeci song.

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi

REAL McCoy *Come And Get Your Love* (ARISTA) - Is there a cut on this album that's not a hit?

BRIAN McKNIGHT *Crazy Love* (MERCURY) - Should get strong up demo females action.

ROSIE GAINES *I Want U* (MOTOWN) - Check out track #2. That's the one I like.

CHET BUCHANAN, APD, KUBE, Seattle

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - Now that it's on CD, watch it take off.

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - SOS - My favorite of all time, but this will be even bigger.

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - If you had success with Corona or Real McCoy, this will work.

LA BOUCHE *Falling In Love* (LOGIC) - When this becomes a hit it will force your AC competition to play the original. (Ha, Ha) Guaranteed success for you.

LOGIC RECORDS HAS RECORDS THAT REACT

LE CLICK "Tonight Is The Night"

"Doesn't Jam in the CD player...but most definitely JAMS over the air!"

• ARE YOUR LISTENERS MISSING A HIT RECORD? • -Rick Stacy, PD, KKFR

KTFM Top 10 requests.....KLRZ Top 5 requests.....WPOW 25 weeks-Top 10 requests

SOUNSCAN SINGLE SALES

MIAMI #28 SAN ANTONIO #56 WEST PALM BEACH #19

SPINS

KKFR 44x	WOVV 22x	WPOW 23x	KZFM 19x
KPRR 29x	KLRZ 21x	KTFM 23x	KJYK 28x
KHTZ 11x	KKXX 9x	BOSS97 20x	KXTZ 10x
KMVR 10x	KSIQ 34x	and many more!	

HOT MIX SYNDICATED NETWORK - Full Rotation



Audience
OVER
2.5 million!!!



#35 to #28 BILLBOARD DANCE CHART • #39 HITMAKERS MIX SHOW CHART

ALL YOU NEED

Just added at:
POWER96 & WILD107

In the Mix at:
KLUC, KHQT, KZFM

ON AT:



436 BDS Detections

SOUNSCAN TOP SINGLES
Entered #161 to #4 now #2
SOUNSCAN R&B SINGLES

#1-#1

BILLBOARD RHYTHM MONITOR

#34-#33

R & R RHYTHMIC CHART

#37-#33

BILLBOARD HOT 100

#12-#4

HOT R&B SINGLES

#3-#1

“ALL I NEED...”

The phat new remix
produced by RZA and Sean “Puffy” Combs
featuring Mary J. Blige.

What else could you need?

HOT97
WJMH
KKSS
WHJX

KMEL
KBXX
92Q
KCAQ

WPGC
KKBT
KIX106
WWKX

Z90
WJJS
WOCQ
WJMN



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BRIAN DEGEUS, PD, KZHT, Salt Lake City

PAULA ABDUL *My Love Is For Real* (VIRGIN) - She's back and it's gonna be huge.

U.N.V. *So In Love With You* (MAVERICK/WARNER BROS.) - Gonna be big.

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Sounds good on the air.

MAURICE DeVOE, MD, THE BEAT, Los Angeles

MOKENSTEF *He's Mine* (OUTBURST/DEF JAM) - At first when it was just on after a few plays, it's a total commercial smash.

JODECI *Freakin'* (UPTOWN/MCA) - Track record speaks for itself. Without a doubt it's the bomb.

U.N.V. *So In Love With You* (MAVERICK/WARNER BROS.) - Done deal! Wedding song of 1995.

MICKY JOHNSON, PD, WHJX, Jacksonville

JODECI *Freakin'* (UPTOWN/MCA) - It's gonna be big! A smash!!

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - Gonna be bigger than Crazy.

? **ASYLUM** *Hey Look Away* (RCA) - Nice track, good hook.

MOBB DEEP *Survival Of The Fittest* (LOUD/RCA) - Nice song.

GREG BRADY, MD, WHJX, Jacksonville

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Great solo project. Making of a real star.

U.N.V. *So In Love With You* (MAVERICK/WARNER BROS.) - Wedding song of the year.

JAKI GRAHAM *Absolute E-Sensual* (CRITIQUE) - Check it out!

ROSIE GAINES *I Want U* (MOTOWN) - Finally a female who sounds like Prince, and does it well!

BOB HAMILTON, PD, WILD107, San Francisco

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Breaking out like crazy.

ALL-4-ONE *One Summer Night* (BLITZZ/ATLANTIC) - This is the one.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Sounds good.

TOTAL f/Notorious B.I.G. *Can't You See* (TOMMY BOY) - Working well and selling even better.

DAVID LEE MICHAELS, PD, WJJS, Roanoke

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - Pure party record. If you've got balls you'll put it on and just let it fly.

MADONNA *Human Nature* (MAVERICK/SIRE/WARNER BROS.) - Great groove record. Next to Take A Bow, the best track on the album.

SHAGGY *Boombastic* (VIRGIN) - Putting it in.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - 95% positive on 'Jam It Or Cram It.'

WOOKIE, APD, WOCQ, Ocean City

MARY J. BLIGE *You Bring Me Joy* (UPTOWN/MCA) - Great follow-up to I'm Going Down and we're down with Mary J.

SHAGGY *Boombastic* (VIRGIN) - If this won't get you ready for the summer, nothing will.

SUBWAY *Fire* (MOTOWN) - Great follow-up.

SCOTT CHASE, MD, WOVV, West Palm Beach

U.N.V. *So In Love With You* (MAVERICK/WARNER BROS.) - Wedding song of '95. Should be a monster.

FUN FACTORY *I Wanna B With U* (CURB/ATLANTIC) - It's unbelievable!

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Great remake. Another big smash!

LISA VASQUEZ, PD, Z90, San Diego

NUTTIN NYCE *Froggy Style* (JIVE) - Fun, fresh. It's Nuttin Nyce.

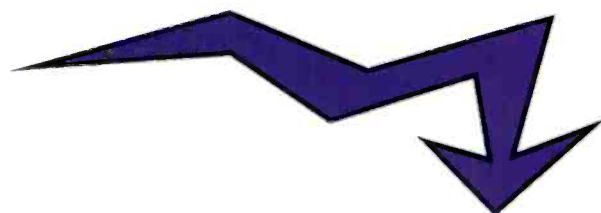
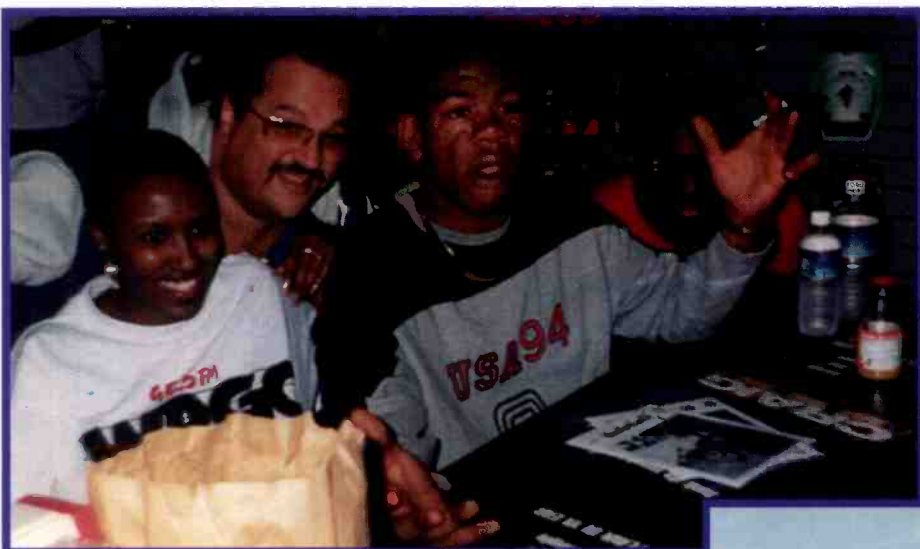
REAL McCOY *Come And Get Your Love* (ARISTA) - Great follow-up.

LE CLICK *Tonight Is The Night* (LOGIC/BMG) - Another hit from Logic.

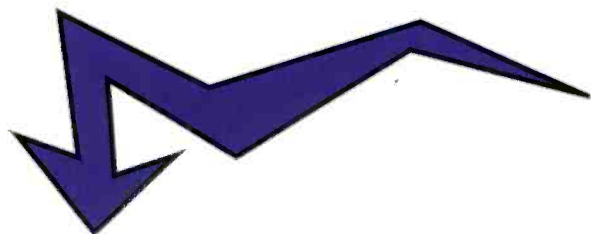
JUDY CHEEKS *Respect* (EMI RECORDS) - Check this out!

PORTRAIT *How Deep Is Your Love* (CAPITOL) - This song is working well with our target demo.

STRICTLY FOR U *Open Arms* (QUALITY) - Great for 18-34 females. And a little backseat action.



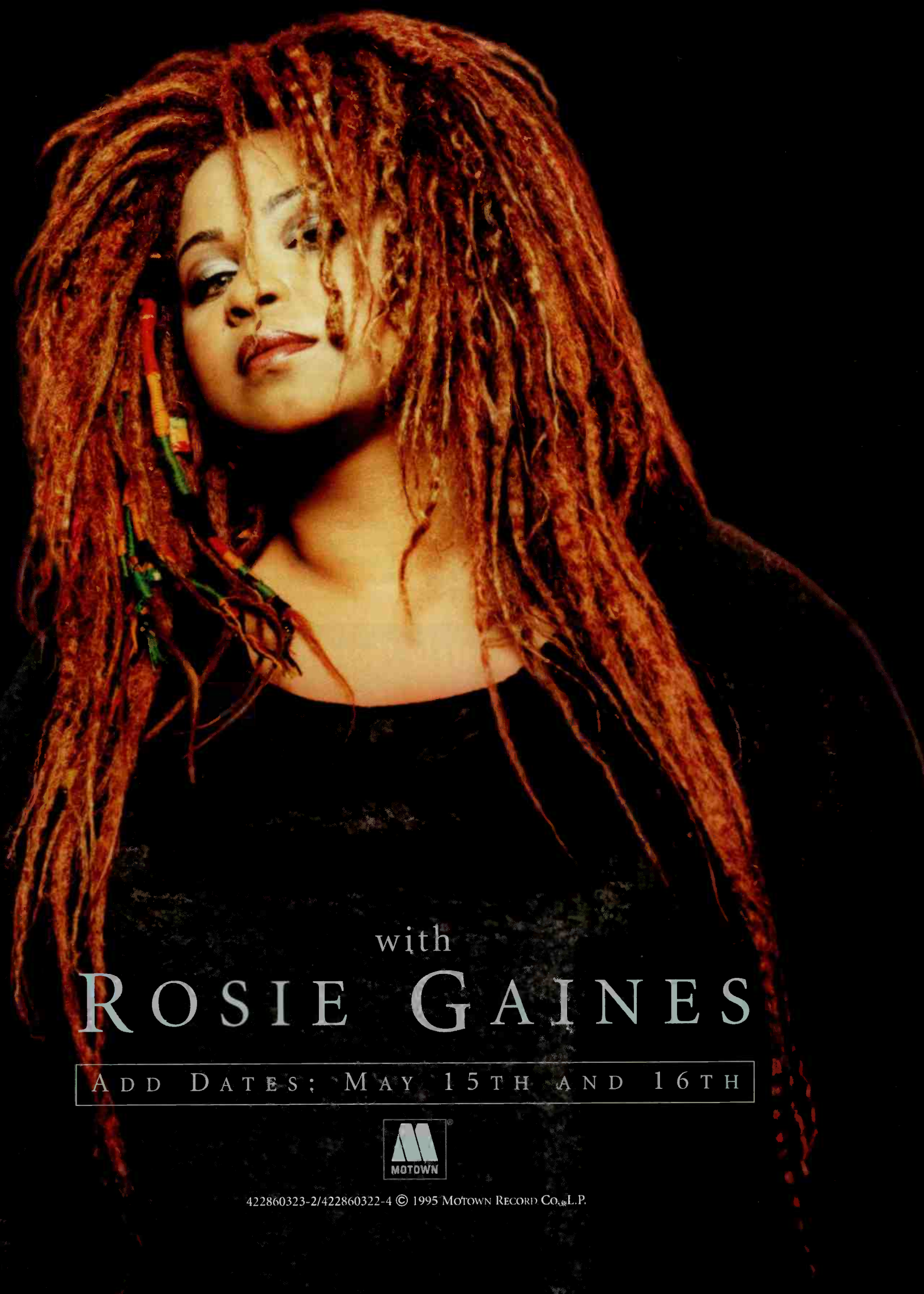
From L-R: WPGC's Sheryl Wesley, MD/Afternoon personality Albie Dee, Craig Mack, and WPGC's "Donut Man"



MARY J. BLIGE and METHOD MAN pose for photo at the "All I Need" video shoot.



i want u to get closer than close



with
ROSIE GAINES

ADD DATES: MAY 15TH AND 16TH



A SUMMER CHECKLIST

By Paige Nienaber

The fax machine is whirring with Gatorade proposals, the t-shirt guy's calling to get PMS colors for the new tanktops, and an intern is washing the van in the parking lot...ah, the smell of another busy Summer promotional season is in the air! Radio stations everywhere are gearing up as our bread and butter, meat and potatoes, and any other food metaphor most active period of promoting approaches. In theory, we're supposed to be planning three or four months ahead. And I hear that there actually *are* stations out there that accomplish that mammoth undertaking. But for many stations, it's a day-to-day struggle just to keep up with the mass of promotional requests and responsibilities that they have without trying to figure out what they're going to be doing on the second weekend in August.

While Summer officially begins on June 21, radio stations have always chosen Memorial Day Weekend to kick it off. Nothing wrong with that, but I've always had fun doing a big Summer blow-out kickoff the *previous* weekend just to mess with my competition, who then look like complete and total idiots seven days later when they do their Memorial Day giveaway of Summer Survival Kits. A word about Summer Survival Kits: they suck. Get over it. Move on with your life. Take five minutes and try to come up with something a little more creative than this hold-over from 1978. This should go into the Promotional Hall Of Shame along with Family Four-Packs, Win It Before You Can Buy It, Dinner On The Mayflower and dipping the morning show in chocolate on Valentines Day.

With only a couple of weeks before the Summer Blitz hits, you've got a lot to get accomplished in the time remaining. If you don't have your sticker campaign up and running by now, you're almost too late. A great sticker campaign will have a full head of steam going on June 1. Not only should your stickers be ordered by now, but you should probably be already on the air, hyping them and getting people excited for the promotion when it hits the streets. Y-100 in Philly has its proverbial ducks in their proverbial rows with this aspect of Summer promoting.

The station's got a major sticker campaign planned for the market this Summer and it's all set to go, with the stickers in-house, a great chain of client locations on board for distribution, and a contesting methodology that ties into Philadelphia's unique weekend exodus to the beach. "The city vacates on the weekends," says Lynn Jeanrenaud, the Promotion Director at Y-100. "Everyone goes to the Jersey shore, so we'll be out there cruising the beach, hitting the clubs, and we've even got a beach house to broadcast from on all of the important weekends," adds Lynn. Winners in the Y-100 sticker contest will qualify for a stay at the stations party house at the shore. A great tie-in.

Staffing is a unique problem for stations Summer campaigns. I always thought ahead and was recruiting college students as early as March. There is no excuse to miss a parade, festival or similar Summer event because you don't have enough warm bodies. One problem with these seasonal employees is just that: they're

time to train them and instill them with the criteria for on-site promotions and events; you don't smoke at an event, you don't eat in front of the listeners, always wear a clean t-shirt, etc. These may seem like "givens" to us, but these college kids don't have a clue about these basics. When Mark Gullett was the Promotion Director at WIOQ/Q-102, he produced a spoof video for his large crew of Summer interns to watch. It was a humorous view of what was appropriate and what wasn't, when out in the vans and at events.

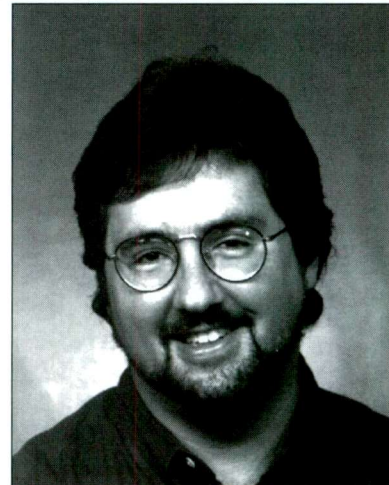
If you've got vans, they're not going to do you any good sitting in the parking lot this Summer. Now is the time to be making and re-establishing contacts with the community. The station should be at every large and small festival, parade and block party during the Summer. Being "out" is the key. Unfortunately there are a lot of stations that consider a Saturday of sales remotes to be a great day of pressing the flesh in the market. Wrong. It's a part of radio in the '90s, but don't forget the parks,

"Unfortunately there are a lot of stations that consider a Saturday of Sales remotes to be a day of pressing the flesh in the market. Wrong."

seasonal. As opposed to some of your year-round interns and assistants, they are unfamiliar with the "ropes", as well as the do's and don'ts of representing the station on the streets. And that's critical, because one bad experience with a radio station can taint a listener's perception of it for years. These interns are your front line offense on the streets and will probably be more visible in public than your airstaff if you're doing your job correctly. Take a day to get everyone together and away from the station for a session of bonding and empowerment. Make them feel ownership in the station's success during the Summer. Also take the

malls, beaches, parades, fairs and other community events that are such a large part of the Summer lifestyle. Create a list of these prime locations and use that as a guideline for where your street crew goes everyday.

WZPL in Indianapolis has always had a big and successful Summer promotional barrage. Program Director Jim Cerone says that stations should be using the time remaining to be getting their arsenal of weapons ready for the street battle that looms just past Memorial Day. "You should be double-checking all of the remote equipment and getting basic



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

maintenance and service done on your vehicles so that you won't have to lose them even for a day during the Summer," says Cerone. At the end of his station's weekly promotions meeting, the staff takes a few minutes to look a month ahead and start thinking about what their plans should be. 'ZPL also updates its wearables every season, keeping the clothing fresh and new for the audience. Specific lines of Summer clothing have always been a mainstay of Top 40 radio. Is it time for your station to add some new colors or even a slogan to the shirts and hats? Now is the time to be making those decisions, instead of once your street-level campaign is up and running.

The new technologies that are appearing on an almost daily basis have taken some people's minds off what can often be the key to winning promotionally: getting out of the station and "touching" as many people as you can. Today's fads are tomorrow's fundamentals. Don't disregard one of the most important of all fundamentals: when it's warm outside, that is where your listeners will be; outside. And if they're there, then shouldn't you be too?

SHAGGY

BoomBastic

THE HOT NEW SINGLE IS EXPLODING!

**#63 - #1 In Houston SoundScan Singles Sales
7000 Singles Sold This Weekend!**

THE BOX/KBXX 74 SPINS-

#1 MOST REQUESTED

#1 MOST PLAYED

**ALSO ADDED AT:
VIDEO JUKEBOX**

WJMH

KKSS

WJHM

**"#1 across-the-board, teens to adults. Active Song."
ROB SCORPIO, PD, KBXX**

**"#1 phones. Blowin' up!"
GREG HEAD, MD, KBXX**



FRANKIE KNUCKLES

Featuring

ADEVA

"TOO MANY FISH"

ADD AT: HOT97/New York

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DEBUT #49 ON HITMAKERS MIX SHOW

MIX SHOW

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

NEW IN 'THA MIX

OL' DIRTY BASTARD "Shimmy Shimmy Ya" (EEG)
JUNIOR FLEX w/ Linda Rice "Work The Love" (S.O.S.)
LUNIZ "I Got 5 On It" (NOOTRYBE/VIRGIN)
MIC GERONIMO "Masta I.C." (BLUNT/TVT)
DIS N DAT "Freak Me Baby" (EPIC)

COLUMBIA

RECORDS *Presents The*

HITMAKERS RECORD POOL OF THE MONTH!

MIX SHOW MOVERS

Wk	Artist	Single	Label
2-1	JIMMY SOMERVILLE	"Heartbeat"	(London/Island)
3-2	BILLIE RAY MARTIN	"Your Loving Arms"	(Elektra/Sire)
5-3	MADONNA	"Bedtime Story"	(Maverick/WB)
6-4	METHOD MAN f/ Mary J. Blige	"All I Need"	(Def Jam/Island)
1-5	NAUGHTY BY NATURE	"Crazies"	(Tommy Boy)
13-6	MASTA ACE	"The I.N.C. Ride"	(Delicious Vinyl/Capitol)
8-7	MONTELL JORDAN	"This Is How We Do It"	(PMP/RAL/Island)
7-8	DR. DRE	"Keep Their Heads Ringin'"	(Priority)
9-9	SHADES OF LOVE	"Body To Body"	(Vicious Muzik)
4-10	REAL McCOY	"Runaway"	(Arista)
14-11	JUDY CHEEKS	"Respect"	(EMI)
12-12	KLEO	"I Got Love"	(Raging Bull/Dynasty)
11-13	REEL 2 REAL	"Conway"	(Strictly Rhythm)
17-14	DA BRAT	"Give It To You"	(Work)
16-15	KELLEE	"My Love"	(Moonshine)
18-16	NINE	"Any Emcee"	(Profile)
10-17	WATERLILIES	"Never Get Enough"	(Sire/WB)
19-18	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
21-19	CORONA	"Baby Baby"	(Elektra)
25-20	M PEOPLE	"Open Your Heart"	(Epic)
30-21	SPHINX	"What Hope Have I"	(Champion)
22-22	TOTAL	"Can't You See"	(Tommy Boy)
15-23	CLUBZONE	"Hands Up"	(Logic)
24-24	LOVE HAPPY	"Message Of Love"	(MCA)
31-25	2 PAC	"Dear Mama"	(Interscope)
26-26	RUFFNEXX SOUND SYSTEM	"Luv Bump"	(Warner Bros.)
20-27	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
23-28	LO.T.U.G.	"What I'm After"	(Pendulum/EMI)
27-29	SAM SNEED	"You Better Recognize"	(Deathrow)
28-30	PHARAO	"I Show You Secrets"	(Columbia)
34-31	B TRIBE	"Nadie Entiende"	(Atlantic)
38-32	R.H.V PRESENTS SUGAR	"The Feeling"	(Aqua Boogie)
36-33	JOANINE FARRELL	"All I Wanna Do"	(Big Beat/Atlantic)
39-34	LE CLUCK	"Tonight Is The Night"	(Logic)
41-35	SKEE-LO	"I Wish"	(Sunshine/Scotti Bros.)
40-36	CYM LAJOY	"Car Wash"	(Another View)
43-37	MONICA	"Don't Take It Personal"	(Rowdy/Arista)
48-38	COMMON SENSE	"Resurrection"	(Relativity)
49-39	HEATHER B	"All Glocks Down"	(Pendulum/EMI)
N-40	YAKI-DA	"I Saw You Dancing"	(London Island)
N-41	FUNKDOOBIEST	"Dedicated"	(Immortal/Epic)
44-42	?ASYLUM	"Hey Look Away"	(Kaper/RCA)
45-43	EDDIE FOWLKES f/Maurissa Rose	"Let Us Pray"	(Bolt!)
N-44	MOBB DEEP	"Survival Of The Fittest"	(Loud/RCA)
46-45	ICE CUBE	"Lil' Ass Gee"	(Priority)
N-46	TRUCE	"Pump It"	(Strictly Rhythm)
N-47	BUTTER	"Do Me Right"	(Emotive)
N-48	JAMIROQUAI	"Return Of The Space Cowboy"	(Work)
N-49	FRANKIE KNUCKLES	"Too Many Fish"	(Virgin)
47-50	THE B.U.M.S.	"Elevation, Free My Mind"	(Priority)

OMAP

BILL KEART/ ALAN CHASAN
Washington D.C.

CAREER HIGHLIGHTS:

- Owning and operating one of America's oldest record pools (18 yrs.) for nearly a decade and taking it from 25 members to today's 100 •

Hobbies:

- Spinin' weekly @ Trumpets, The Edge, and Tracks •
- Writing a regular music column for *Metro Arts & Entertainment Weekly* •
- Reprting for CVC •

DOWN TIME:

- Create music video for material that has none or assemble special edits •
- Gym workouts •
- Collect movies and music videos to an already enormous collection •

PROPS:

Peter Albertelli, Joey Batts, Mark Beaven, Becky & Tom, Bruce Carbone, Joey Carvello, Loren Chaidez, John Coppola, Bryan Cronin, Claudia Cusetta, Johnny D., Wresch Dawidjan, Davey Dee, Iris Dillon, Charles Dixon, Kevin Doran, Bari G., Louie Garcia, Rusty Garner, Damon Greenfield, Tom Hayden, Joe Hecht, Franco Iemello, Bobby J., John Jr., Dave Jurman, Peter Knego, Jurgen Korduletsch, Craig Kostich, Brad LeBeau, Victor Lee, George Maniatis, Tony Moran, Liz Montalbano, Tony Monte, Marco Navarra, Mojo Nicosia, Vince Pelligrino, Michael Reese, Marthe Reynolds, Greg Riles, Anthony Sanfillippo, Kelly Schweisenburg, Bobby Shaw, Rick Squillante, Harry Towers (& Carol!), Cary Vance, and Kevin Williams. And thanks to everyone we missed!

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2. BOBBY D. (B96, Chicago)
3. TONY B. (POWER106, Los Angeles)

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MIXER OF THE WEEK WINS SONY HEADPHONES!

AS THE VINYL SPINS

By Oscar Merino

MUSIC INDUSTRY PEOPLE ARE THE CRAZIEST!!!

Just ask anybody that was in Chicago, particularly those that were on the bus. The seminar was definitely fun and productive, in the sense that a lot of the label reps got to hang out with radio people, but it was more casual, and it seemed like most people were enjoying each others company. People like Greg Brady, Charlie Maxx, Lucy B, Boogie D, Camille Cashwell, Tracy Cloherty, and Steve Smith seemed to really enjoy themselves and that to me is how people should feel at a convention.

THURSDAY NIGHT MIXER SHOWCASE

I'd like to thank everyone that made Thursday night happen.

DJ's for the evening: Nandy (V.I.P. Chicago), Oscar Merino, Julian 'Jumpin' Perez (V.I.P./B 96), Tim Schommer (V.I.P./B 96), Glenn Friscia (Hot 97 NY), Richard 'Humpty' Vission (Power 106 LA).

Artist that performed: Cym LaJoy (Another View Records), Joei Moe (After Dark Records), Barbara Tucker (Strictly Rhythm), and 2 In A Room (Cutting Records).

I want to give a special shout out to Julian, Angel, Nandy, and Benji for your hospitality and for being there and taking care of business instead of watching a basketball game. And to Glenn Friscia who went through a lot of trouble to make it good lookin' out. People that came out to support the event: George Hess/Izzy Sanchez (Elite/ADM), Tania Torossian (Strictly Rhythm/Underground Construction), Joey Carvello (Champion), DJ Tragic, Sam Hernandez & Julie Zeitlin (Quality), Tracy Cloherty (Hot 97), Liz Montalbaro (Epic), John Strazza (Columbia), Javier Lugo (Aqua Boogie), Steve Lake (Scotti Bros.), Davey Dee (Arista), Georgie/Connie V/Maurice/Xavier (Vibe Music), E-Smoove (Focus Music), Gary Sipich (ITC Management), Gary Wallace (Mirage Entertainment), Brian Turner/Ann Marie Reggie (Priority), Ellen Hanken/Bar G. (Strictly Rhythm), Josepha Seane (Mic Mac), Vince Pellegrino/Tony Monte (S.I.N.), Michael Futagaki/Toby (Powerspan Marketing), Kevin Jones (Cutting), John Pepe (After Dark), Kelly Schweinsberg (Logic), John Trienis (Big Beat), Marco Navarra (Jive), Wendy Cermack (Pendulum), Al Pizzaro (V.I.P. NY), DJ Midimack (KSIQ), Rochelle Willis/Jennifer Pope (Another View), Steve Mader (Quince Detroit), Paul Diaz/Luis Lopez (WCRX), Blakely Tuggle (Priority), and Hector Serpas (KSFM).

Friday's crossover meetings included the State Of The Industry discussion with an all star cast of female record/radio executives that discussed issues that dealt with the female perspective of what it takes to make it in a male dominated industry, as well as a special performance by 4PM-Thanks to Joe & Marthe from Island. That night's Vibe showcase in conjunction with McClusky brought out label and radio reps for a showcase of that home grown Chicago talent, props to the entire Vibe crew. The Logic/Strictly Rhythm party at

Shelter was on, with performances by Moonshine's Kellee, Vicious Muzik's Shades Of Love (Melissa Morgan), and Strictly Rhythm's Truce and Barbara Tucker. And on the twelves: Power 106's Humpty Vission, Jive's John 'Horse' McMann, and WGCI's Kelly G rocked the House! Saturday's Sounds Of The Region was very cool, but the highlight was Branford Marsalis and his band (aka Buckshot LeFonque) performing. Everyone in the room was blown away with his combination of musical styles, particularly on "Some Cow Fonque" which is starting to get a lot of love from radio. Afterwards, a lot of people from the crossover community took a bus over to Great America. The ride up there and back was as fun as the park itself. Especially when we arrived at the park and opened up the top vent! Officers were inspecting the buses, but they just waved us right through, so Strazza shouts "It was the hat Carey, it was the hat!"-guess you had to be there. After we got back we all got changed and went out to dinner. Thanks to Nick from Nervous for putting it together, it was the Bomb-Here's who went: Mary Ann Mond (KMVR), Harold Banks (V103), Mark Schands (Newworld), Jorge Suarez (Ex-It), Bob Burke (FMBQ), DJ Midimack (KSIQ), Lucy B (KCAQ), Mark Jackson (WHYT), Sonia Jimenez (KGGI), Camille Cashwell (WERQ), David Rajput/Alex Cabrales (Hot Mix), Greg Brady/Mickey Johnson (WHJX), MC Boogie D (KJYK), Charlie Maxx (KZFM), Mike Abrams/ Tracy Cloherty/Steve Smith (Hot 97), Hector Serpas (KSFM), Geronimo (WBLS), Shannon Williams (KGRD), Jimi Jam (KQKQ), Shellie Hart (KUBE), Erik Bradley (B 96), Mike Kaiser/Monti Shulman (Def Jam), Shar & Surita (The Party Girls), Stanley Winslow/Wendy Cermack (Pendulum), Todd Nichols (Critique), Hazel Zoleta (SOS/ZOO), Futagaki/Toby (Powerspan), Tom Casey/Sam Bates (Jive), Sam Hernandez/Julie Zeitlin (Quality), Liz Montalbano (Epic), Val Starr (McClusky&Associates), Nick Eiseman (Nervous), Joey Carvello (Champion), Ellen Hanken (Strictly Rhythm), Joe Hecht (Relativity), Kelly Schweinsberg (Logic), John Strazza (Columbia), Steve Lake (Scotti Bros.), Ann Marie Reggie/Blakely Tuggle (Priority), Cary Vance (Profile), Denise Lutz/Davy Dee (Arista), John Trienis (Big Beat), George Hess/Issy Sanchez (Elite/ADM). We ate, drank, laughed and gained a few pounds! But afterwards a bunch of us worked it off by going to Kaboom's to hang out with Tim Schommer. Thanks to the close to 400 participants that made Chicago happen-see you at the next one!

Next week, I'll be doing my regular coverage of music, until then here are the top performers at the mix shows:

Most Disc-overed for this issue

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

- COMMON SENSE *Resurrection* (RELATIVITY)
- DEEP FOREST *Marta's Song* (JIVE)
- FUNKDOOBIEST *Dedicated* (IMMORTAL)
- JAMIROQUAI *Return Of The Space Cowboy* (WORK)
- JUNIOR FLEX ft. LINDA RICE *Work That Love* (SOS)
- JUNIOR MAFIA *Player's Anthem* (BIG BEAT)
- CYM LaJOY *Car Wash* (ANOTHER VIEW)
- THE LUNIZ *I Got Five On It* (VIRGIN)
- MAD LION *Own Destiny* (NERVOUS)
- MASTA ACE *The I.N.C Ride* (DELICIOUS VINYL/CAPITOL)
- MOBB DEEP *Survival Of The Fittest* (LOUD/RCA)
- MONICA *Don't Take It Personal* (ROWDY/ARISTA)
- OL' DIRTY BASTARD *Shimmy Shimmy Ya* (ELEKTRA)
- SPHINX *What Hope Have I* (CHAMPION)
- STAXX *You* (COLUMBIA)
- R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE)
- TOTAL ft. NOTORIOUS B.I.G. *Can't You See* (TOMMY BOY)
- THE TYRELL CORP *Better Days Ahead* (EMI)
- VANESSA WILLIAMS *The Way That You Love* (MERCURY)
- YAKI-DA *I Saw You Dancing* (LONDON/ISLAND)



Saturday Night at Kaboom: (L-R)-Robert McKay, George Hess, Wendy Cermack, John Pepe, Oscar Merino, Lucy B, Nick Eiseman (behind Lucy), Greg Brady, Jan Stevens, Tim Schommer (behind Jan), Michael Futagaki, and Shannon Williams.



MIX SHOW DISCOVERY CLUB[®]

DJ GROOVE, Z90, San Diego

DAJAE *Get Up Off Me* (CAJUAL) - Check this record out! Shit is slam'n! A must have!

JUDY ALBANESE *That Ain't Right* (MAXI) - Late Nite Special Mix is the one to check out!

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - All cuts are slam'n on this record! This record is gonna be a major, major record!

BEAT DIVISION *Love Is The Message (In The Music)* (EIGHTY THREE) - This record has mixshow and club potential! Check this record out! The vocals are slam'n and the rhythm is dope.

BOBBY D., B96, Chicago

JUNIOR FLEX f/Linda Rice *Work That Love* (SOS) - A nice radio friendly record. I'm playing the Euro Mix.

MCM-13 *My Ding Dong* (JASPER STONE) - A very catchy hook. If you like songs like *Lick It* then this song is for you! B-96 possible add! For copies, call Jon at Jasper Stone at (708) 612-5650.

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - Very energetic song. Great vocals! I'm playing the Dome mix.

DJ TRAJIC *All Men Are Dogs EP* (UNDERGROUND CONSTRUCTION) - Actually, it's not even out yet. I heard it in the studio...it's going to be the bomb.

TONY MORRIS, BOSS97, Atlantic City

BORIQUEA BROTHERS *Echa Pa Lante* (SLAMMIN) - If you're playing C+C Music Factory's Boriqua Anthem, then this is a 12 inch for you. It was dedicated to David Cole.

INI KAMOZE *Listen Me Tic* (EASTWEST) - House Mix...love it.

BUTTER *Do Me Right* (EMOTIVE) - I like the original.

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

ROCKERS HI FI *Push Push* (ISLAND) - Formally known as ORIGINAL ROCKERS, now release their 1st domestic single complete with a fantastic dub and great jungle mixes. Finally, one of Britain's premiere dub bands gets its chance in America.

SVEN VATH *Harlequin, Beauty & The Beast* (EYE Q/WARNER BROS.) - 1st single from forthcoming American LP titled *The Harlequin-The Robot-The Ballet Dancer*. Already one of Groove Radio's most popular artists with 2 previous #1 songs now gets his chance in America. If you love Trance, it doesn't get any better. For those who have not yet discovered Trance, let the Godfather himself introduce you.

DEEP FOREST *Marta's Song* (EPIC) - They're back with an incredible double pack promo filled with ass kickin' remixes by DJ's Casanova, Pete Arden, Greg Padula, Joey Malzone and several more including 'The Man' Armand Van Helden. Outstanding mixes, great song. Sure to be a #1 at Groove Radio.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - First single from the album *PRIDE*. Great pop dance song from these girls. Production and remixes by Lenny B. and Armand Van Helden. Could be huge with a little help from radio.

TRANS-CONTINENTAL *I Can Learn To Like This* (DIGITAL DUNGEON) - Killer Trance-like track using Title sampled from Janet Jackson. Comes in the form of a blue vinyl 10 inch promo. Very well done.

FUNKMASTER FLEX, HOT97, New York

MIC GERONIMO *Master I.C.* (BLUNT RECORDINGS)

OSCAR CAMACHO, KBBF, Santa Rosa

LOS SIBAEÑOS *Santo Domingo* (CUTTING) - Don't slip, it's phat!

LOVE WATCH *Wake It Up* (G ZONE/ISLAND) - Phat with a capital 'P'!

740 BOYZ *Shimmy Shake* (CUTTING) - You can't explain it in words.

BILLY RAY MARTIN *Your Loving Arms* (SIRE) - Keep your loving arms tight on it.

MARXMAN *All About Eve* (A&M) - Play this one at night and get the hotties started.

DJ WIZ, KBXX, Houston

D&D PROJECT *LP* (ARISTA) - Make sure you check one, two, pass it.

CHANNEL LIVE *Reprogram Remix* (CAPITOL) - Check it, check it out.

PETE ROCK & C.L. SMOOTH *Searchin'* (EASTWEST) - If you've been searchin' for another hit, this is it.

HEATHER B. *All Glocks Down* (PENDULUM) - All Glocks Up to salute Heather B.

MAD LION *Own Destiny* (NERVOUS) - Can't wait for the album.

NASTY NES, KCMU, Seattle

MAD LION *Own Destiny* (NERVOUS) - Excellent samples from a nostalgic beat and Mad Lion's at his best with this "phat and all that" single!

DJ POOH & THREAT *No Where To Hide* (DA BOMB) - My request lines continue to blow up every weekend for this single! Guaranteed to rock any party if the volume is turned all the way up!

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - Ya' don't have to be hard to like this cut! Mass appeal, radio friendly and just good Hip Hop for your ears.

DANA DANE *Rollin' Wit Dane* (MAVERICK/WARNER BROS.) - The Baka Boyz remix has added that street touch that I needed for my format. This is da bomb!

N 2 DEEP *California Hot Tub* (BUSTED) - Sounds like this single will be the one to put N 2 Deep back on the map! Excellent sample with a storyline reminiscent of Back 2 The Hotel days! Should hit big if you give this a fair shot on the airwaves.

TITO 'Indamix' AGUSTIN, KDON, Salinas

E.A.SKI *Blast If I Have To* (PRIORITY)

COMMON SENSE *Resurrection (Remix)* (RELATIVITY)

MAD LION *Own Destiny* (NERVOUS)

MACK 10 *Foe Life* (PRIORITY)

ROZALLA *You Never Love The Same Way Twice* (EPIC)

DJ LYNNWOOD, KGGI, Riverside

METHOD MAN/MARY J. BLIGE *All I Need* (RAL) - The man slams Riverside with a smooth cut on the R&B/Hip Hop tip. Serious crossover potential.

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - This is the cut!

DANA DANE *Rollin' Wit Dane* (MAVERICK/WARNER BROS.) - Baka Boyz bring this cut to life. Sounds awesome in the mix.

Keith Litman p/**KICK JUNKIE** *Kick It In/Closer* (CUTTING) - Both cuts on this 12 inch slam like a mutha fuckka!

BLUNT FUNKERS *God's An Astronaut* (LOGIC) - Another dope Logic club cut but going into the Mix show.

NATASHA *Peace In The World* (SUNSHINE) - AJ Mora on the cut and the promo insert doesn't suck.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Vanessa on the House tip with outstanding remixes by 20 Fingers and Armand.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Check Armand's Serial Killa Mix.

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - This record is getting mad requests in the mix show. Call Marcos at (619) 476-1288.

BILL MILLMAN, KISS102, Syracuse

JAMIROQUAI *Return Of The Space Cowboy* (WORK) - I love their last album and it seems they're continuing on with a killer follow up. The hook and music work make this a sure radio hit. Although I'm not quite sure what the song is about...he's got to 'Get high get by,' I don't get it, what does it all mean?

SPHINX *What Hope Have I* (CHAMPION) - This is a great record, plus it's one of my favorite colors. Check out the Junior Vasquez mix it very ala Vasquez.

FRANKIE KNUCKLES f/**Adiva** *Too Many Fish* (VIRGIN) - Another great record with some great mixes from the D. Morales compound. This is a hit. The phones are already going crazy.

DIANA KING *Shy Guy* (COLUMBIA) - This could just be the summer anthem of 1995. It's got an incredible hook and 'That' reggae thing. It's all a suburban youth could want and more. Oh yeah, being part of the Bad Boys Soundtrack isn't going to hurt either.

DJ PHANTOM & DJ K-SMOOTH, KJYK, Tucson

DIS N DAT *Freak Me Baby* (EPIC STREET) - Yo, this is definitely the female version of the 69 Boys. Check them out freakin', boom bangin', bass music with 2 Live Crew track samples.

MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL/CAPITOL) - Masta Ace comes correct with a smooth Mellow Hip Hop track that keeps ya' zoning. Real friendly with a catchy hook.

MARQUES WYATT, KKBT, Los Angeles

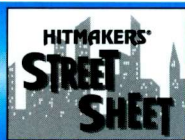
MICHAEL PROCTOR *Deliver Me* (BASSLINE) - One of the strongest male vox since Mass Order's *Take Me Away*.

BARBARA TUCKER *Stay Together* (STRICTLY RHYTHM) - 'Little' Louie Vega takes another Barbara Tucker production to another level. Flawless...with live bass.

KRISTINE W. *One More Try* (CHAMPION) - David Morales Boss Mixes.

X-S *Sub-surfaced EP* (YOSHITOSHI)

ARNOLD JARVIS *Inspiration (Remixes)* (FREETOWN) - Roger S. remixes.



MIX SHOW DISCOVERY CLUB®

TERENCE TOY, KKBT, Los Angeles

OMAR *Saturday* (RCA) - Serious new vocalist on the soulful, Acid Jazz tip. Will become a big star.

OMAR *FOR PLEASURE LP* (RCA) - My other favorite tracks: *I'm Still Standing*, *Little Boy* and *Can't Get Nowhere*.

JUDY ALBANESE *That Ain't Right* (MAXI) - Remixes are much harder and still slammin'...no doubt.

THE FOUNDATION *EP* (N-SYNC INC.) - Smooth, deep dubs.

INI KAMOZE *Listen Me Tic* (EASTWEST) - Check out the David Morales Dub.

TEDDY Q ZAMORA, KMAX, Pasadena

DEEP DOWN f/Gary Michael *Wade* (SIMPLEX) - It's the slam!

SALSOUL ORCHESTRA *Rainbow* (WHITE LABEL)

CHOCOLATE CITY *Love Songs* (DEEPER & DEEPER)

JUST FOR GROOVERS f/Rosa Russ *You're Not Gonna Get A Way* (COOL GROOVE)

LENNY FONTANA VOL 2 *Mass Production* (KULT)

MIGUEL PLACENCIA, KMAX, Pasadena

DEEP DOWN f/Gary Michael *Wade* (SIMPLEX)

ROBERT AARON/ELENOR MILLS *Sax In The Middle Of The Night* (KING STREET)(SEE NEXT DISCOVERY)

The Godfather p/SHANNON LOW *The Promised Land* (STRICTLY RHYTHM) - I dropped these two songs...and the phones dropped.

DALE SCOTT *I'm Free* (JOJO)

CLASSIC VIBES VOL. 1 *Georgetown (Remix)* (VIBE MUSIC)

GLEN AURE, KMEL, San Francisco

OL' DIRTY BASTARD *Shimmy Shimmy Ya* (ELEKTRA/EEG) - Ooh baby, I like it raw... Can't get enough of this track. Ol' Dirty flips it once again with his unique flow along with the trademark Wu-Tang style beat. This joint is definitely a joint for the true Hip Hop heads. One of my personal favorites right now.

E-40 *Sprinkle Me* (JIVE) - If *One Luv* worked for you, then don't hesitate on playing this new track. Playing in mixshows and getting great response and a lot of requests. Expect heavier mixshow play within the next few weeks. Big shouts to 'The Horse' out there in N.Y.C.

SKEE-LO *I Wish* (SUNSHINE/SCOTTI BROS.) - Practically everyone from kids to my Mom sings the chorus...'I wish I was a little bit taller...Wish I was a baller...' very catchy! You may have your doubts, but I dare you to play it and watch how much of a good response you will get. One of the most requested songs at KMEL right now. Try it, it's working.

FRANZEN, KMEL, San Francisco

MOKEN STEF *He's Mine* (OUTBURST/DEF JAM) - This one can't go wrong 'cuz they sampled Prince with vocals that go with the song...fly!

? ASYLUM *Hey Look Away* (RCA) - That the joint.

E-40 *Sprinkle Me* (JIVE) - My partner comin' straight out the Bay alongside sista Suga T.

PETE AVILA, KMEL, San Francisco

CRYSTAL WATERS *Regardless* (MERCURY) - Terry Hunter's Mix: Gving you true Chicago old school with a little Roy Davis flavor.

SADE *Never Thought I'd See The Day* (WHITE LABEL) - Keep your ears open to up and coming producer Hani of Bass Hit Studios.

INCOGNITO *I Hear Your Name* (TALKIN LOUD) - Roger S. gives you latin tribal realness.

K.O.T. *I'm So Grateful* (ZESTLAND) - Smooth vocal with two fierce dubs.

JUAN 'The Wonderous' ROJAS, KPRR, El Paso

JUNIOR FLEX f/Linda Rice *Work That Love* (SOS) - Most talked about record on the conference call two weeks ago. Radio, don't let this one slip you by!

INTONATION *Died In Your Arms* (METROPOLITAN) - A classic gets some updated finishing touches. The females are loving this tune in the mix.

SKUNK TRAXX *Vol 2* (STRICTLY HYPE) - Giving you the taste of Chicago, four funky tracks to make you bump and grind. Check out *The Rebel* and *Wanna Get Loose*.

ALPHA 1 *Racer X* (STRICTLY HYPE) - Not only is this part 2 of Speed Racer but there's a shitload of mixes to work. DJ Trajic strikes back!

DJ D. STREET, KSJL, San Antonio

CRIME BOSS *Reap What You Didn't Sew* (SUAVE) - This is all that. Telling the story from a Man's View. You got to play this one here.

TEN THEIVES *It Don't Matter* (BREAK A DAWN) - That's right, it don't matter when you play this, cause it's pppphhhhaaaaaattt.

E-40 *Sprinkle Me* (JIVE) - This one gets the 'Phat 6 Pack of Big Macs' award. It's all that.

LEONARD TRUJILLO, KSYM, San Antonio

KEITH LITMAN *Kick It In* (CUTTING)

MARKUS SCHULTZ *Never Let You Go* (WAAKO)

JAMES CHRISTIAN *Get Your Sax Off EP* (BOMBA)

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

JOSEPH FRIAR, KVIC, Victoria

STAXX *You* (CHAMPION) - Rock 2 House Mix still slammin'!

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - 20 Fingers on the House tip and Armand Van Helden on the Hard House Groove.

THE PRESTA PROJECT *Biggatty Bone* (STRICTLY RHYTHM) - Slammin' track from Peter Presta with a nice Cheech & Chong sample on the Kick Your Ass Mix!

LA VECINA *Chismosa* (STRICTLY RHYTHM) - On the Tribal House tip from Louie 'Balo' Guzman!

URBAN DISCHARGE *Drop A House* (CHOICE) - New mixes by Mental Instrum!

HOHMAN & HARRIS, METROMIX, Pittsburgh

JUNIOR FLEX f/Linda Rice *Work That Love* (SOS) - Love the Jungle Mix. Original Mix is also hitting.

NATASHA *Peace In The World* (SUNSHINE) - Sunshine keeps pumping.

KELLEE *My Love* (MOONSHINE) - People scream everytime I drop it.

LOVE WATCH *Wake It Up* (G ZONE/ISLAND) - Guido mixes are in there.

TONY B., POWER106, Los Angeles

LOVE WATCH *Wake It Up* (G ZONE/ISLAND) - Guido's Dub is the shit.

MILLENNIUM *Everybody Reach* (CUTTING) - This track is full of NRG!

STAXX *You* (CHAMPION) - The Rock 2 House Vocal Mix is the bomb...hard tribal with vocals.

PAULIE DAY, Q102, Philadelphia

FRANKIE KNUCKLES f/Adiva *Too Many Fish* (VIRGIN) - Frankie Knuckles + Adeva = Slammin Record. I personally love the Morales' D Max Mix, it's a very smooth flowing, kicking House beat backed by the Diva's vocals. The LP extended version is also kickin' with the R&B sound.

DEEP FOREST *Marta's Song* (EPIC) - Double promo pack has lots and lots of good mixes, of course I like the Armand & Lenny B mixes but you can make up your own mind. Definitely check out all the cuts.

MICHELLE WILSON *Key Of Life* (WAAKO) - This label is always coming out with something good and their latest is no exception. Lots of energy, groovin' keyboards and smooth vocals. Always room in my format for a nice sound like this.

JAMIROQUAI *Return Of The Space Cowboy* (WORK) - The Classic Club mix is the cut that I'm playing. good response in the club, definite radio potential.

MAXX *Get Away* (CRITIQUE) - Just received this record and I really like the sound, putting it into rotation this week, should do well.

ROBBIE TRONCO, Q102, Philadelphia

MALCOLM McLAREN *Paris* (ISLAND) - This record is one of a kind! It's incredible! It's multicultural! It's dance! It's...it's!

JOI CARDWELL *Love & Devotion* (EIGHTBALL) - Sultry House record. Remixes by George Morell are very tight, tight.

MORAES f/Sally Cortez *Welcome To The Factory* (HOT N SPYCY) - Driving deep House groove for all the big clubs.

REAL McCOY *Come And Get Your Love* (ARISTA) - The next release from the Monster LP. Real McCoy looking forward to 12 inch remixes.

STEVE PEREZ, Q105, Oxnard

REAL McCOY *Come And Get Your Love* (ARISTA) - Looks like another hit for this group. Starting to enjoy it very much, make sure you take a listen.

SMOOTH *Mind Blowin'* (JIVE) - This will blow your mind once you take a good listen to this. It has a very good vibe on it, sounds great on the airwaves.

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - Once you get a feeling for this, you will want to hear it again, great job on this Richard 'Humpty' Vission Production.

WARREN G. *So Many Ways* (DEF JAM/ISLAND) - The only thing I need to say about this cut is, it's Da Bomb!

STAN PRIEST, WFLZ, Tampa

ROZALLA *You Never Love The Same Way Twice* (EPIC)
NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE)
VANESSA WILLIAMS *The Way That You Love* (MERCURY)
FRANKIE KNUCKLES *f/Adiva Too Many Fish* (VIRGIN)
TIN TIN OUT *Always...* (IMPORT)

MATT 'The Bratt' BRADLEY, WFLZ, Tampa

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - A remake that is made for radio. Huge response in the Bay Area.
HUMAN LEAGUE *One Man In My Heart* (EASTWEST) - A great record that will top Tell Me Why.
BUFFY *Give Me A Reason* (VELOCITY) - A great freestyle record that will grow on you.
LE CLICK *Tonight Is The Night* (LOGIC/BMG) - The more I play this record, the more of a response I get...at the clubs and on the phones.
INI KAMOZE *Listen Me Tic* (EASTWEST) - Sweet record that will blow up the dance floors...it's the bomb!

EDDIE ARROYO, WILD 107, San Francisco

ROZALLA *You Never Love The Same Way Twice* (EPIC)
SHABBA RANKS *Shine I Gal* (EPIC) - Satoshi Tomi remix.
ADINA HOWARD *Freak Like Me Remixes* (EASTWEST/EEG) - Emotive Mixes.
ROCHELLE FLEMING *Suffer* (CUTTING) - DOUBLE Mix.
FRANKIE KNUCKLES *f/Adiva Too Many Fish* (VIRGIN) - D Max Mix is slammin'.

DJ MEIN, WILD 107, San Francisco

LA BOUCHE *Be My Lover* (LOGIC/BMG) - Phat dance track.
HEATHER B. *All Glocks Down* (PENDULUM) - Much, much flavor and much, much love to Rob One for the hook up.
LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Crazy Ass tune.

HEIDI LINN, WNNK, Harrisburg

DR. DRE *Keep Their Heads Ringing* (PRIORITY) - Street demand is outstanding!
BILLY RAY MARTIN *Your Loving Arms* (SIRE) - I'm a believer now! Great vocals...sweet.
PHARAO *Show Your Secrets* (COLUMBIA) - One listen is all you need.
ADINA HOWARD *Freak Like Me (Remixes)* (EASTWEST/EEG) - Every remix is slammin'!
DIANA KING *Shy Guy* (COLUMBIA) - I hate when my PD finds a great tune like this before me! Kudos to him.

ROSS WILSON, WOWI, Norfolk

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - 20 Fingers on the mix, Vanessa's sexy voice...this one's a winner.
FRANKIE KNUCKLES *f/Adiva Too Many Fish* (VIRGIN) - This is gonna be a huge summertime house jam. Adeva sounds wonderful on lead vocals.
JUNIOR FLEX *f/Linda Rice Work That Love* (SOS) - THEY'RE BACK! This label just won't stop. This is another smash from the 20 Fingers Crew.
BARDUEX *Be My Man* (THUMP) - Already huge in the clubs, this one is gonna do great on the radio.
INTONATION *Died In Your Arms* (METROPOLITAN) - Do not overlook this record! This is a smash. Everytime I play this, my crowd goes wild. Also, starting to set great response on my mix show.

'Jammin' JOHNNY CARIDE, WPOW, MIAMI

HADDAWAY *Fly Away* (BMG/ARIOLA) - If you want your next hit record then you've got to play *Fly Away*. His vocals have that hook and the music, though fast (148 BPM) it's absolutely a SMASH. Remember where you heard about it first because this is a hit.
LA BOUCHE *Be My Lover* (LOGIC/BMG) - SWEET DREAMS, their first record, was a smash that broke out of Miami first and still rocking after 20 weeks straight. *Be My Lover* will be up there as well. The harmonizing 'la la la di la la' it has during the record is absolutely great. You'll love this record.
ICE MC *It's A Rainy Day* (ZYX) - Here's another Homerun on ZYX. It amazes me how each Euro-track gets sweeter and sweeter. The hook on this is outrageous and guaranteed to make all crowds scream. Euro House at its best. Again. Listen to it.

'DJ Raggs', Z90, San Diego

OL' DIRTY BASTARD *Shimmy Shimmy Ya* (ELEKTRA/EEG) - They added another verse to the remix which makes it that much more ill.
CALL O' DA WILD *Sometimes The Neighborhood* (EASTSIDE) - From the *Bad Boys Soundtrack*. The beat will remind you of some old Kool G Rap shit.
GRAND PUBA *Black Family Day* (AVATAR) - From the *Panther Soundtrack*. Long awaited Puba shit...definitely worth the wait.
MASTA ACE *Eastbound* (DELICIOUS VINYL) - I made an edit and it was definitely worth the time 'cuz it's blowin' up.
FAT JAZZY GROOVES *Vol. 10* (NEW BREED) - They've got the breakbeat dept locked down.

JAMES DEE, Z90, San Diego

SUNZ OF MAN *Five Arch Angels* (WU-TANG)
ILL AL SKRATCH *Don't Shut Down On A Player* (TOMMY BOY)
LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN)
ARTIFACTS *Dynamite Soul* (BIG BEAT)

WHAT DOES
SEX
SOUND LIKE?





Club Chart

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

BREAKOUTS

ROZALLA "You Never Love The Same Way Twice" (EPIC)
VANESSA WILLIAMS "The Way That You Love Me" (WING/MERCURY)
YAKI-DA "I Saw You Dancing" (LONDON/ISLAND)
ROSIE GAINES "I Want U" (MOTOWN)
JOEI MAE "Promise Me Your Heart" (AFTERDARK)

CLUB MOVERS

LW TW

3-1	BILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
4-2	JUDY CHEEKS	"Respect"	(EMI)
5-3	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
1-4	MADONNA	"Bedtime Story"	(Maverick/Sire/WB)
2-5	REAL McCOY	"Runaway"	(Arista)
6-6	CORONA	"Baby Baby"	(Elektra)
7-7	LOVE HAPPY	"Message Of Love"	(MCA)
13-8	JIMMY SOMERVILLE	"Heartbeat"	(London)
12-9	KLEO	"I Got Love"	(Raging Bull/Dynasty)
15-10	FRANKIE KNUCKLES	"Too Many Fish"	(VIRGIN)
9-11	DR. DRE	"Keep Their Heads Ringin'"	(Priority)
14-12	MONTELL JORDAN	"This Is How We Do It"	(Def Jam)
18-13	2 IN A ROOM	"Ahora"	(Cutting)
21-14	JOANNE FARRELL	"All I Wanna Do"	(Big Beat)
8-15	TECHNOTRONIC	"Move It To The Rhythm"	(EMI)
17-16	PHARAO	"I Show You Secrets"	(Columbia)
19-17	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
11-18	WATERLILLIES	"Never Get Enough"	(Sire/WB)
29-19	DA BRAT	"Give It To You"	(Work Group)
27-20	CYM LAJOY	"Car Wash"	(Another View)
34-21	REEL 2 REAL	"Conway"	(Strictly Rhythm)
22-22	LONDON BEAT	"Come Back"	(Radioactive)
16-23	DOUBLE YOU	"Run To Me"	(ZYX)
28-24	NINE	"Any Emcee"	(Profile)
25-25	B TRIBE	"Nadie Entiende"	(Atlantic)
36-26	TOTAL	"Can't You See"	(Tommy Boy)
20-27	DURAN DURAN	"White Lines"	(Capitol)
33-28	GLADYS KNIGHT	"Next Time"	(MCA)
N-29	M PEOPLE	"Open Your Heart"	(EPIC)
38-30	MONICA	"Don't Take It Personal"	(Rowdy/Arista)
23-31	CYNTHIA	"How I Love Him"	(Tommy Boy)
24-32	DANA DANE	"Rollin Wit Dana Dane"	(Maverick)
26-33	WHIGFIELD	"Saturday Night"	(Curb Ediel)
30-34	FRANKIE CUTLASS	"Boriquas On The Set"	(Relativity)
50-35	ADINA HOWARD	"Freak Like Me" (Remix)	(EEG)
40-36	2 PAC	"Dear Mama"	(Interscope)
31-37	VYBE	"Take It To The Front"	(Island)
39-38	LOVEWATCH	"Wake It Up"	(GZone/Island)
35-39	ABIGAIL	"Don't You Wanna Know"	(ZYX)
43-40	TRUCE	"Pump It"	(Strictly Rhythm)
42-41	BARRY WHITE	"Come On"	(A&M)
N-42	METHOD MAN F/Mary J. Blige	"All I Need"	(Def Jam/Island)
44-43	SPIRITS	"Inside"	(MCA)
N-44	CHASE	"Love For The Future"	(ZYX)
46-45	JOHNNY OSBORNE	"Budy Bye"	(Priority)
49-46	SOUL FOR REAL	"Every Little Thing"	(Uptown/MCA)
N-47	FUNKDOOBIEST	"Dedicated"	(Immortal/Epic)
47-48	JACKI GRAHAM	"Absolute E-Sensual"	(Citique)
48-49	XAVIER	"Purely Sexual"	(Interscope)
N-50	DEEP FOREST	"Marta's Song"	(Epic)

REPORTING POOLS

SOS RECORD POOL • Bronx
 Marc Bosser 718-829-4000
 • CHANTE MOORE, KING JUST, LOVE HAPPY, METHOD MAN w/Mary J. Blige, YAKI-DA

FOR THE RECORD • New York
 Jeffrey Allen (212) 598-4177
 • COLONEL ABRAMS, DARK ANGEL, H2O f/Billie, INI KAMOZE, JAMIROQUAI

INFINITY RECORD POOL • Staten Island
 Charlie Alessi (718) 967-4793
 • JIMMY SOMERVILLE, JOHNNY OSBOURNE, ROZALLA, VANESSA WILLIAMS, YAKI-DA

S.U.R.E. RECORD POOL • Bronx
 Bobby Davis (718) 904-0500
 • BY THE POUND, DEEP FOREST, MIXX VIBES, THE TYRELL CORP., UPTOWN REBEL

V.I.P. NEW YORK • Bronx
 Al Pizarro (212) 733-5072
 • JOEI MAE, LIL' JOHANNA, METHOD MAN w/Mary J. Blige, ROZALLA, AMERICAN TRAX • Beverly Hills

Michael Love (310) 659-7852
 • BLACK 9, CHANTE MOORE, MACK 10, ROZALLA, VANESSA WILLIAMS

PACIFIC COAST DJ ASSOC. • Long Beach
 Steve Tsepelis (310) 433-6569
 • AHMAD/RAS KASS, DOMINO, M PEOPLE, SIMPLE MINDS, SMOOTH

RESOURCE RECORD POOL • Los Angeles
 Craig Spy (213) 651-2085
 • 24 K, ROSIE GAINES, ROZALLA, VANESSA WILLIAMS, YAKI-DA

LET'S DANCE/IRS • Chicago
 Mike Macharello (312) 525-7553
 • SIMPLE MINDS, SPIRITS, SUSIE K, THE TYRELL CORP.

BADDA • San Francisco
 N. Lygizos/Sulai Wong/David X (415) 882-9700
 • THE KICK JUNKIE, M PEOPLE, THE PHAT HEADS, SIMPLE MINDS, U.N.L.V.

PHILADELPHIA METRO POOL • Philadelphia
 Martin Keown (215) 336-6950
 • DEEP FOREST, FRANKIE KNUCKLES, HEATHER B, M PEOPLE, NICKI FRENCH

PHILADELPHIA SPINNERS ASSOC. • Cherry Hill
 Bob Pantano/Tony Harris (609) 662-7222
 • GAP BAND, JOEI MAE, ROSIE GAINES, ROZALLA, YAKI-DA

ADVANCED MUSIC PROMOTION • Detroit
 Lee Eckinger (810) 543-1764
 • CALL O' DA WILD, SHABBA RANKS, YAKI-DA

DANCE DETROIT • Detroit
 Steve Nader (810) 541-4323
 • 95 SOUTH, DR. ALBAN, FUN FACTORY, MONICA, SMOOTH

NORTH TEXAS DANCE ASSOC. • Dallas
 Tony Aco (214) 826-6832
 • ROBERT STONE, ROZALLA, RUFFNEXX SOUND SYSTEM, VANESSA WILLIAMS, YAKI-DA

OUR MID-ATLANTIC POOL • Washington
 B. Keart /A. Chasen (202) 483-8880
 • HUMAN LEAGUE, RAJA NEE, ROZALLA, VANESSA WILLIAMS, YAKI-DA

TABLES OF DISTINCTION • Washington
 Eardrum (301) 270-2604
 • FISHBELLY BLACK f/R Ayers, FREEDOM WOMEN, SKEE-LO, UNV, XAVIER

BOSTON RECORD POOL • Allston, MA
 Maurice Wilkey & James Hughes (617) 731-1500
 • METHOD MAN/MARY J. BLIGE, SUSIE K, TOM BROWNE, VANESSA WILLIAMS, YAKI-DA

MASSPOOL • East Boston
 Gary Cannavo & Tom Baxter (617) 567-2900
 • ELLEN HARRIS, KMFDM, ROZALLA, THE TYRELL CORP., VANESSA WILLIAMS

MUSIC INFORMATION X-CHANGE • Houston
 Sam Meyer (713) 529-6MIX
 • 24 K, CALL O' DA WILD, IMPULSE, JAMIROQUAI, ROZALLA

FLAMINGO RECORD PROMOTIONS • Miami
 Richard McVay (305) 895-1246
 • ALEXANDER H, PRODIGY, ROZALLA, VANESSA WILLIAMS, YAKI-DA

HITZ • Miami Beach
 M. Moretta/Bugie/Greg Dahary (305) 532-4487
 • INDUSTRY, JAMIROQUAI, M PEOPLE, TAMI, THE TYRELL CORP.

DIXIE DANCE KINGS • Alpharetta
 Dan Miller (404) 740-0356
 • 69 BOYZ f/K-Nock, DEEP FOREST, M PEOPLE, THE TYRELL CORP.

NORTHWEST DANCE MUSIC • Seattle
 John England (206) 223-8758
 • FUNKDOOBIEST, M PEOPLE, METHOD MAN w/Mary J. Blige, MONICA, THE TYRELL CORP.

DIRECT HIT • Massapequa
 Scott Allan (516) 541-6312
 • ROZALLA, SHABBA RANKS, VANESSA WILLIAMS, YAKI-DA

LONG ISLAND RECORD POOL • Long Island
 Jackie McCloy (516) 796-6596
 • ROSIE GAINES, ROZALLA, SMOOTH, TRUCE, VANESSA WILLIAMS

INTERNATIONAL RECORD SOURCE • San Diego
 Albert Lugo (619) 476-1288
 • JAMIROQUAI, M PEOPLE, PARIS, RAEKWON, SPIRITS

MIDWEST DISC JOCKEY ASSOCIATION • St. Louis
 Ted Thornton (314) 533-8833
 • 69 BOYZ f/K-Nock, E-40, LUNIZ, NAUGHTY BY NATURE

GREATER BALTIMORE RECORD POOL • Baltimore
 Dino Grier (410) 235-5700
 • FRANKIE KNUCKLES, JACKI GRAHAM, JON SECADA, OL' DIRTY BASTARD, VANESSA WILLIAMS

PITTSBURGH DJ ASSOC. • Pittsburgh
 Jim Kolich (412) 885-1472
 • MACK 10, ROSIE GAINES, ROZALLA, VANESSA WILLIAMS, YAKI-DA

DESERT WEST RECORD POOL • Phoenix
 Terry Gilson (602) 249-9214
 • BARBARA DOUGLAS, NEMESIS, ROZALLA, SUSIE K, VANESSA WILLIAMS

FLORIDA SUNCOAST RECORD POOL-TAMPA BAY/ORLANDO • Tampa Bay
 H. Tripp/J. King/R. Roman (813) 544-7609
 • BOSTON BRUINS, CLUB 69f/KIM COOPER, RAFY"DJ"MELENDEZ, VANESSA WILLIAMS, YAKI-DA

5 STAR • Covington
 Mark Burney (606) 261-6972
 • 24 K, DJ STAG, E-40, LIZZ, ROZALLA

INLAND EMPIRE RECORD POOL • Perris
 Bill Proctor (909) 657-3277
 • DEEP FOREST, FREEDOM, HEATHER B, M PEOPLE, PO' BROKE 'N' LONELY

SOBAD • San Jose
 Joel Wyrick (408) 277-0111
 • 2 LIVE CREW, BLUNT FUNKERS, DANA DANE, TONI BRAXTON, THE TYRELL CORP.

CENTRAL OHIO RECORD CORP • Columbus
 Fred Dowdy (614) 442-3396
 • BLACK 9, JASON WEAVER, PERFECT TOMMY, ROSIE GAINES

STARFLEET MUSIC POOL • Charlotte
 Ronnie Matthews (704) 532-8496
 • CIPRIANO f/Michelle, GLORIA GAYNOR, LOVEWATCH, ROZALLA, VANESSA WILLIAMS

HAWAII DISC JOCKEY ASSOC. • Honolulu
 Kevin Okada (808) 926-3591
 • GLORIA ESTEFAN, M PEOPLE, NAUGHTY BY NATURE, ROSIE GAINES, SMOOTH

KEYSTONE SPINNERS RECORD POOL • Wilkes Barre
 Carl Gross (717) 823-5233
 • 2PAC, DEEP FOREST, SMOOTH

JAMZ CITY RECORD POOL • Delano
 Sir T & Patrick (209) 733-3132
 • LUNIZ, MACK 10, NAUGHTY BY NATURE, ROHN LAWRENCE, TONY THOMPSON

CONNECTICUT'S MUSIC POOL • Orange
 Stephen M. Richardson (203) 789-0038
 • GLORIA ESTEFAN, JOEI MAE, M PEOPLE, SEXX, SMOOTH

RICKETTS RECORDS • Morristown, NJ
 Bill Rickett (201) 478-5764
 • 2PAC, BARRY WHITE, BOYZ II MEN, GLORIA ESTEFAN, JUNGLE LOVE

JACK TROUT & AL RIES

INTERVIEW BY: DAVE ELLIOTT

THE AMAZING THING ABOUT YOU GUYS IS HOW YOU TAKE ABSTRACT CONCEPTS, AND REDUCE THEM DOWN TO THE LOWEST COMMON DENOMINATOR — LIKE FRACTIONS. HOW DO YOU COME UP WITH THIS STUFF?

JACK: The "Holy Grail" is simplicity. In everything in life you'll find that out, because complexity is what people just can't get their heads around. While people admire complexity, it's absolutely useless in the communication process. You have to find a way to keep things simple and the human species tends to complicate things. So that's kind of what we're about; simplification.

AL: People come up to me and say, "Gee, where do you learn all these things?" And I say, "I learn them by making mistakes." We didn't invent these things out of thin air. We worked on problems. At General Electric, both of us did, on many different projects. And then we had our own advertising agency, so over the course of quite a few years we have been involved in many, many different situations. What we have done is taken what worked and didn't work in each situation, and then extracted those things and tried to develop principals that explained why a certain approach worked, and why another approach didn't work.

LET'S TALK ABOUT INSTINCTS. ARE THEY PART OF THE MARKETING PROCESS?

JACK: I think common sense and instincts are certainly part of the process. Too many people tend not to trust their own judgement, their own instincts, their own common sense. We find, generally speaking, that's a hell of a lot more reliable than all that convoluted research. Your typical managers are not very good because they kind of rely on research. Your best marketing people are very instinctive - - they have a great sense of the market because they know it, and they tend to be able to think like a customer. They think like somebody out there. So with that kind of a mindset, their instincts are good. Entrepreneurs are very good instinctive-type marketers.

A LOT OF RADIO PROGRAMMERS RELY ON MARKET RESEARCH. YOU'RE FAMILIAR WITH CALL-OUT TYPE OF RESEARCH — TALK A LITTLE ABOUT THAT.

JACK: Well, research is a trap.

You've got to be careful of research. Research as we like to say, "can confuse you!" And you don't want to essentially make your people, listeners, marketing experts — that's not very good.

What you can do in research is get a sense of who owns what perception in the mind. The best research is research which we say, "gets a snapshot of the mind." How do people perceive you and your competition against attributes. In other words, the basic attributes that comprise your category. For instance, you can go out there and get a sense of the strength of the perception in "All-News." Who is the dominant player in "All-News?" You can get a sense of that and you can see who the alternative is in the category.

SO IT CAN MEASURE THE TRAIL OF PERCEPTIONS LEFT BEHIND BY THE MARKET, UP TO THE CURRENT POINT OF TODAY'S REALITY. BUT YOU'RE SAYING IT'S NOT EXACTLY THE BEST THING TO USE AS A PREDICTOR.

JACK: Not at all. Research really is much more of a snapshot of history, perceptions, what's sitting inside people's minds. One of the great mistakes people make is trying to use

movie." If you ask people, "What movie they're going to see tomorrow?", they'll give you an answer. But then when you ask them, "Which movie did you actually see?", they'll say, "Well I was going to see that one, but I changed my mind."

People know what they did yesterday, so research that explores what they've done in the past is very accurate. But people do not know what they're going to do — and they don't know what they are going to buy, until they are actually given a choice. They see products in front of them, they see prices — then they make a decision.

You see, people don't know exactly what they're going to do; but when you ask them they'll tell you. Hey, they feel stupid not to give you an answer, so I don't like research that asks people, "Do you like something, or not?"

We talked to Warner-Lambert about the one disease out there, Influenza, which is a big disease and perhaps the only one that didn't have a product in the drug store. So we said to Warner-Lambert, "You should introduce a flu product!", and they said, "Gee, our research shows that nobody would buy one." I don't know why they wouldn't buy one, but that's what their research showed so they didn't

"You make decisions, obviously, based on your instincts...based on being first in a new category." Al Ries

this research to predict the future and ask people what they want. You can't do that. That tends to be a disaster.

SO THEN JACK, HOW DO YOU DECIDE WHAT YOU'RE GOING TO DO IF THE RESEARCH CAN'T TELL YOU?

JACK: You've got to look at the market and find out what's out there! It's not rocket science! You've got to see who dominates what and see if there's anything left for you to take! That's all.

AL: You can almost draw the line in research that says when you ask people what they did yesterday, they know. It's funny, if you ask people, "What movie did you see?", they'll tell you, "I saw 'such and such' a

do it. They had a product, they had a name, they had everything ready to go — but research showed that it wouldn't fly.

Then a competitor, Santos, introduced a product called "Thera-Flu", which is probably the biggest, most successful over-the-counter drug in the last couple of years! It has become a big success, and again, in spite of the research.

SO AL, THIS IS VERY SCARY! HOW CAN WE MAKE DECISIONS ON WHAT TO DO IN THE FUTURE?

AL: You make decisions, obviously, based on your instincts. You make decisions based on being first in a new category. Our point to Warner-



Lambert was, "Well, I don't know whether a flu product would work or not, but it's an opportunity to be first in a new category." And sometimes when you're first in a new category, you take a chance. But if the market develops, it's going to be a big winner for you!

SOMETHING OUT OF YOUR MOST RECENT BOOK "THE 22 IMMUTABLE LAWS OF MARKETING" IS THE "NEW COKE" BLIND TASTE TEST. YOU GUYS L-O-V-E TALKING ABOUT THESE KIND OF FAILURES! (LAUGHING)

JACK: (LAUGHING) Well its such a lesson! That's a research lesson! Two hundred thousand taste tests! they were convinced in all these blind taste tests that they had the better product. It was sweeter and it was going to win! And of course, unfortunately with blind taste tests, all the wrong stuff wins. As soon as people see what they're drinking, all the right stuff wins. People drink labels! They misread that — they fell in love with their research. People are basically very emotional. They're very irrational. Don't think they're sheep. They drink what they think they should be drinking.

SO THAT REALLY GOES TO SHOW HOW RESEARCH CAN'T BE USED TO PREDICT. FOR EXAMPLE, FEDERAL EXPRESS, MICROSOFT WORD OR EVEN THE FAX MACHINE: NONE OF THESE THINGS WOULD HAVE BEEN UNCOVERED BY MARKET RESEARCH.

JACK: Xerox research was a classic! When they were peddling that Xerox "plain-paper" fax around to company after company, everybody turned it down. They all did their research. IBM did some research and it showed up that nobody would spend five cents

...Continued On Page 39

...Continued From Page 38

a copy compared to whatever they could get that thermo-fax cheap stuff for. They asked me! I would never pay that much! But as soon as they saw what a plain paper copier was like, they couldn't get enough of it! "I don't care what it costs!" "I hate that onion-skin stuff people are sending me!"

Again, you can't research that which doesn't exist. That's probably the best rule of thumb. People try, but they really can't.

DUDE! THAT IS DEFINITELY THE COVER QUOTE RIGHT THERE! I LOVE THAT ONE! SO HOW DO YOU GO ABOUT DEFINING YOUR RADIO STATION'S POSITION?

AL: What I have found is that if I were running a music station, as you suggested, I wouldn't pay too much attention to what people want or what they listen to. I would say to myself, "What category of music makes sense here, in today's world, and get behind a concept and start pushing the concept to the extent of sponsoring groups and holding concerts. Start promoting the music itself, not just react to what the audience wants to listen to, but get behind some conceptual idea in music itself. If stations don't do that, this thing is going to fragment into the ground.

SEE, HERE'S THE BIG CHALLENGE AT RADIO NOW — THE LINES OF DISTINCTION ARE BECOMING BLURRED IN THIS "AGE OF FRAGMENTATION" AND INCREASED COMPETITION. THE INDUSTRY ITSELF CAN'T EVEN TELL THE DIFFERENCE BETWEEN FORMAT CATEGORIES ANYMORE.

JACK: Everybody kind of gets into the mushy middle and then it gets very confusing. And of course with no specialization, with no differentiation, it all becomes a blur; and you're right, it is hard to establish a dominant position with that kind of situation.

SO WHAT DOES A STATION DO THAT IS KIND OF BLURRY, WITH NO IMAGE? IT MAY BE TRYING TO BE ALL THINGS TO ALL PEOPLE — MAYBE THEY'RE THIRD IN THE TWO-HORSE RACE.

JACK: Third in the category? In other words *not* one of the two? (pause) They have got to do something. In other words, it's hard to just sit there. It's a very difficult spot once you get beneath the top-two. A guy named Jack Welsh at General Electric has made a very big reputation on essentially saying, "If I'm not number one or number two in my category, I'm outta here — I'll sell!"

(slightly chuckling) That's one way of going. Another way of going is to try to get by number two. Find a way to, if you can, to become the second horse in a two-horse race.

GREAT! SO DON'T FOCUS ON BEING NUMBER ONE, FOCUS ON BECOMING NUMBER TWO.

JACK: The alternative to number one. In other words, generally speaking, the big moves, if you have a couple of brands underneath the leader (in other words, number two and number three and they're somewhat close), the battle is for the number two spot.

SO YOU BATTLE FOR THE NUMBER TWO SPOT, NOT BY TRYING TO DUPLICATE NUMBER TWO, BUT BY PROVIDING AN ALTERNATIVE TO NUMBER ONE, RIGHT?

JACK: Exactly.

LET'S TALK ABOUT FADS AND TRENDS.

AL: There's a lot of products today that are fads. A fad is something that goes up in a hurry and comes down in a hurry. Teenage Mutant Ninja Turtles, for example, is a fad. Sold billions of dollars worth of toys and then dropped off to nothing. So I think there have been a lot of fads and in today's environment. So sometimes your better strategy is not

very few concerts. But the ones he did man, they were really big! I'm talking about big! So they were events.

SO ITS NOT ACTUALLY ABOUT THE FEW THOUSAND PEOPLE WHO ARE ACTUALLY IN THE AUDITORIUM FOR THE SHOW — ITS ABOUT THE MILLIONS WHO AREN'T THERE, WISHING THEY WERE THERE.

AL: Absolutely! Look at the boxing business today. You have a handful of heavyweight champion fights a year, but those are big, big fights. If they had a heavyweight boxing fight every week, nobody would want to see it. There would be no press and there would be no money in it.

JACK: Fads go up like a rocket. All of the sudden everybody's doing it. Like what you read about the information super-highway. That's all a fad. In other words, you can't get away from it. Everyone's writing about it; everyone's going to be "surfing the net." Anything that explodes, anything that is kind of suddenly out there, that tends to be a fad. It goes up, makes a lot of noise, and eventually crashes and comes down like a rocket.

Trends are the slow builders. In other words, they just start to move. They move slowly.

CAN PEOPLE GET FOOLED BY HOPPING ON A FAD WITHIN A

"Again, you can't research that which doesn't exist. That's probably the best rule of thumb." Jack Trout

to sustain or fill demand —so that it kind of extends over an expanded period of time.

WHAT DO YOU MEAN?

AL: For example, this applies to music, but let's take the toy business for a minute. A lot of the toy manufacturers have created fads. The latest fad is the Mighty Morphin Power Rangers. These companies tend to license their brand to everybody and the stores are filled to the gullet with all this merchandise. The day every kid in America has a Mighty Morphin Power Ranger is the day the market has died. Who wants one if everybody has one? So what you want to do is dampen the fad by not producing as much.

In the music business, the guy who was the best at this strategy was Col. Parker and the way he handled Elvis Presley's career. Presley gave very,

TREND. FOR EXAMPLE, ROCK IS A LONG TERM TREND, OBVIOUSLY. BUT, THERE MIGHT BE CERTAIN GENRES OF ROCK WITHIN THE FORMAT LIKE HEAVY METAL, OR GRUNGE, OR WHATEVER.

JACK: Those can be fads within trends. Yes, that's a good point!

HOW DO YOU TELL THE DIFFERENCE?

JACK: With great care. The difference is generally the level of noise. If it just suddenly is everywhere, gets talked about, and if its like Ninja Turtles its "Carumba!" everywhere — then "Carumba!" nowhere!

SO YOU CAN MAKE MILLIONS AND MILLIONS OFF OF FADS -- THEY ARE SOMETHING YOU CAN EMBRACE.

JACK: You've got to be first. That's the first law. The guy who makes all the dough is the guy who's there first, and sort of climbs on. Its like riding a wave. The guy who's riding that wave is positioned neatly when that wave comes speeding in; he gets the ride. Everybody who tries to get on "after the fact" tends to get dumped on their ass.

YOU MENTIONED THE INTERNET: WHAT EFFECT DO YOU THINK IT WILL HAVE ON THE RADIO INDUSTRY?

AL: I think that certainly the infonet is the hot thing of today and I think every kid growing up, they go through a stage where they'll spend night and weekends behind the computer —joining the chat groups and checking all the home pages and doing all these nice, wonderful things on the internet. But long-term, I think that it's like any new medium that goes through phases. If you go back to television, when it first started, everybody went home and watched TV. They had food called "TV dinners", the restaurant business declined, the movie business declined and everybody said, "Gee, movies are dead!" "Everybody's gonna watch television!" It never happened.

Every new medium moves in and the other media kind of shifts around and gives the new medium room, and everybody finds their niche. So, I think that if you look at the infonet as a new medium, which I do, I think it will find it's niche. I think the medium is particularly good for people who want to search for information, but I think that in the future I certainly don't see it as replacing radio or television or cable TV or things of that sort.

SO YOU SEE IT AS A FORCE TO BE RECKONED WITH. ITS NOW A PIECE OF THE MARKETING PIE AND YOU SHOULD ATTACH YOURSELF TO IT, BUT NOT THROW THE WHOLE BALL OF WAX INTO THAT ONE ENTITY.

AL: Yes. I think that it can be very, very helpful. In other words, don't forget, people do listen to music on the radio to decide what records to buy. If they like a record, if they like a performer, they want to hear more of it before they buy a CD. So having a page on the internet that a radio station can use so people can listen to the performers, read liner-notes -- print the liner notes on the infonet so that if people are interested in a particular song, they can look on their screen and find something about the performer.

THANK YOU FOR JOINING US FOR PART ONE OF THIS EXCLUSIVE CONVERSATION WITH TROUT & RIES. PART TWO NEXT WEEK IN HITMAKERS!



**WEEKLY
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Pages: 2	Fax Number : 212-391-7837

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WFLY 20x

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WSTW 63x

WZNY 29x

WHYI 23x

WKXJ 36x

WFBC 42x

WYHY 55x

WKSE 30x

WMXV 29x



(Theme from the hit NBC TV series "FRIENDS")

The new single and video from *L.P.*

Produced by GAVIN MACKILLOP

Management: GEORGE GIBZ for GLOBAL COOLING ENTERTAINMENT



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Ear To The Ground



FOOD FOR THOUGHT! Several attendees contemplate the buffet at our just-completed seminar at the Westin Hotel in Chicago.



JAMIE WALTERS GETS A "HOLD ON" ORLANDO! The staff of XL106.7 grabs a photo op. with Atlantic recording star Jamie Walters!

SIGNED, SEALED, DELIVERED:

As we went to press last week, the ink was just beginning to dry on DAN KIELEY's pact with Chancellor Broadcasting, making him the new PD at KDWB/Minneapolis. The deal caps a months-long PD search that began in mid-March with the resignation of tenured KDWB programmer MARK BOLKE. A lot of names were mentioned as contenders for this gig, but, (as you read here last week), DAN emerged as *the man* who KDWB GM MARC KALMAN wanted...and he got him! In a statement released by the station, DAN said of his move to the Twin Cities hit outlet, "It's a tremendous opportunity to work for such respected people like MARC KALMAN and ROB MORRIS. You get an electric feeling when you walk into the radio station. It's truly a dream come true!"

With DAN's move to KDWB, he vacates a primo job in OMAHA, where he has been the OM for KQKQ (Sweet 98) and KYNN, which just made the flip from Country to Alternative and is now KGDE. And early speculation as to his successor leads to an interesting list of possible candidates. Is KGDE PD MICHAEL STEELE the odds-on favorite for the job? Well, his resume does include a stint as MD of SWEET 98. But does current free-agent, and Sweet 98 alumnus TOM GJERDRUM have some interest in returning to 'Husker country'?

MAIN MAN AT MERCURY RISES:

Congratulations on a well deserved promotion to Mercury Sr. VP/Promotion DAVID LEACH, who has just ascended to the position of Executive Vice President at the label. In his new position, Mr. LEACH will add duties in marketing, public relations and video. With current releases from VANESSA WILLIAMS, MARTIN PAGE, BRIAN McKNIGHT, CATHERINE WHEEL, and the "PANTHER" soundtrack, look for the label to stay white-hot for some time to come!!

Also at Mercury...STEVE ELLIS, Curb's Sr. VP/Pop promotion, joins the Mercury Promo posse as that label's VP/Pop promotion.

SFX INSTALLS BUDDY SYSTEM:

Austin, Texas-based SFX Broadcasting has named veteran programmer and current WBZZ/Pittsburgh PD BUDDY SCOTT to the position of Regional Programmer. The company owns stations in Austin, Charlotte, Dallas, Greenville, SC., Houston, Jacksonville, and Nashville. In his new capacity, BUDDY will oversee programming for WTDR & WEZC/Charlotte, and WSSL, WMYI and WGBL/Greenville.

Currently on vacation, BUDDY was not available for comment, but his immanent departure from B94 opens another primo programming gig. Does a certain former B94 PD have the early lead in this one? Look for Mr. SCOTT to remain in Steal-town through the end of the month.

THE FUNNIEST LINE HEARD IN CHICAGO...

The award goes to Silverado OM and KWIN/Stockton PD BOB LEWIS. Referring to a certain industry vet who is getting somewhat long of tooth, BOB said, "He's been around so long, he remembers when SOUSA did track dates." Ouch!!

QUESTIONS & ANSWERS:

Are there any early contenders for the programming duties at WAPE/Jacksonville? A: Expect to hear a lot of names before this horse race is done!...Q: Could BOSS 97-WBSS/Atlantic City PD Dr. MICHAEL LYNN be returning to 102JAMS in Greensboro as morning host? A: A few loose ends need to be tied up....Q: Who is on HOT 97.7-KHQT/San Jose PD BOB PERRY's short-list to become the next MD there? A: The names MIKE MORENO and PETE JONES keep popping up, and others may be in consideration too! Q: When is

Z100-KKRZ/Portland PD KEN BENSON gonna fill the midday shift. A: He just did, hiring STACY LYNN, who's been performing similar duties at KWIN/STOCKTON....Q: Where there's smoke, is there always fire? A: NO. At least that what KKFR/Phoenix PD RICK STACY is saying. Despite heated rumors to the contrary, he's still in the house and in control at the station!

FLIP FLOPPIN':

Burkhart/Douglas & Associates, who we will refer to herein as B/D & A, have just signed-on another Modern Rock affiliate. WEDG/Daytona Beach (which has had great PoMo calls, but has been doing oldies as GOLD 93), will now be known as WKRO-93 CROW FM. To publicize the format switch, GM/owner MICHAEL LINN and PD TAFT MOORE played the same "Japanese alternative record," (title undisclosed) for 62-hours straight, preceding the Monday (5/8) switch to Alternative. The station, once completely automated, also has a (new) air staff, which includes FRANK SCOTT from WCCC/Hartford, JOSH KLINGER from 99X/Atlanta, former 96 ROCK/Pittsburgh jock DELIA RAE, and ROB RADENCIC, late of WDVE/Pittsburgh.

FAST FORWARD:

WLAN/Lancaster, PA needs an afternoon drive star. Send your T&R, but make no calls please, to: DAVE SKINNER, PD, WLAN Radio, 252 North Queen Street, Lancaster, PA 17603....ANDY SKIBINS, former Associate Editor of the CMJ New Music Report, joins ZYX Records as Alternative A&R manager...WZPL/Indianapolis PD JIM VINCENT-CERONE fills a couple of major vacancies, with the hiring of MARK VANESS and KELLI MCKAY. MARK will be hosting mids, and joins 'ZPL from KIX106/Providence. KELLI, most-recently at WFLZ/Tampa, has a resume that includes stops in Columbus, OH. and WPLJ/New York, signs on as

**A CROSS BETWEEN THE
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WZPL/Indianapolis**



**Bloodhound Gang
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BLOODHOUND
RECORDS

Most Played Alternative Hit, Ever (source: BDS Modern Rock Monitor and Album Network's Virtually Alternative Chart.)

Top 10 BDS Rock Chart.

Most Successful Modern Rock Song Researched By A.I.R.

New Adds: WKRZ, WXKB, WAEB, WHHY, WSTW, WXXJ.

Rotation: Z100 17x, WPST 31x, WBHT 25x, WFLZ 29x WZJM 18x,

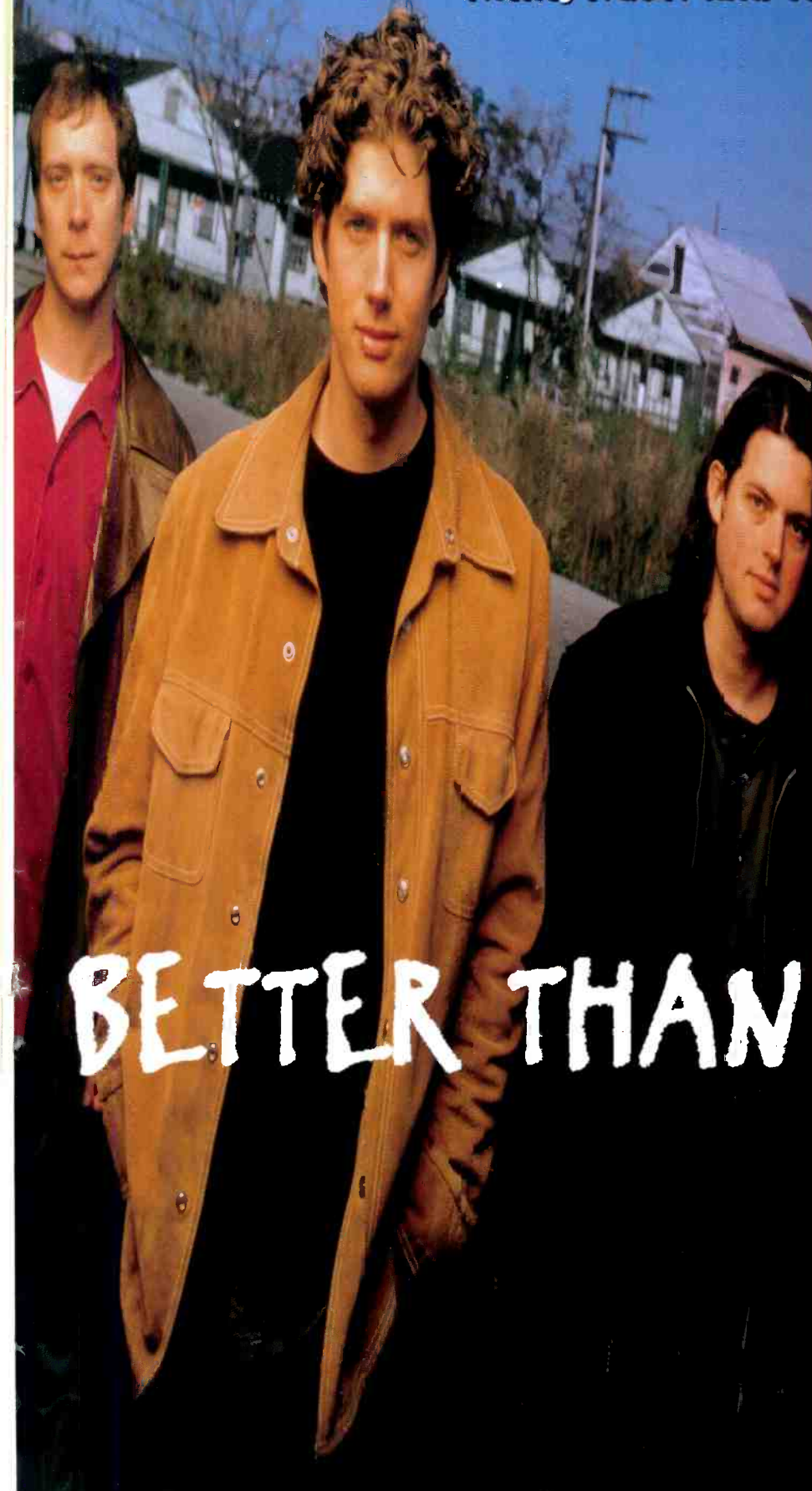
WWCK 24x, KRBE 24x, KUTQ 55x, KHTY 44x WPST 31x.

Top 5 Most Played At AOR Radio.

#1 Most Played At 99X Atlanta 6 Weeks Running.

Strong Callout KRBE Power Rotation, WBHT, WPST Top 5 phones,

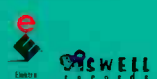
KNIN, KQLR and WYCR Top 10 Phones.



BETTER THAN EZRA



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On Elektra compact discs and **Real Gone** cassettes.

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THE HOT TIP

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

It's been over four-years since Paula's last album, but it's like she's never been away. Between Mainstream and Cross-over radio, it pulled in over 110 adds, and was this weeks most-added at both formats!!! "My Love Is Far Real" is most definitely for real.....Go ahead Paula!!



ANNIE VISITS VH-1! Arista recording star ANNIE LENNOX stops for a shot with (l-r) Arista Sr. Dir. Nat'l Video Promotion JON KLEIN, VH-1 Sr. VP Music and Talent Relations WAYNE ISAAK, and VH-1's Mgr Music and Talent Relations TERENCE LAMM.



POWER PREMIERES "FRIDAY"! Celebrating the premiere of his latest movie "Friday," Priority Records artist ICE CUBE is flanked by KPWR/L.A.'s BAKA BOYZ. Also pictures are Priority's NANCY LEVIN, POWER's BRUCE ST. JAMES, the labels' LIZ POKORA, and POWER 106 PD RICK CUMMINGS.

afternoon driver...Congratulations to actress TRACY NELSON, and her brothers MATTHEW and GUNNER, on the induction of their late father RICK NELSON, into Hollywood's ROCK WALK. RICK's bratner DAVID was also on hand for the Monday (5/8) ceremony. Check your mail now for "You Got Me" All Shook Up," the first single from MATTHEW and GUNNER's new Geffen release *BECAUSE THEY CAN*.

WALLERT TO PRODUCE "BEACH MUSIC":

The screenplay for PAT CONROY'S novel, "Beach Music," is just about ready for the big screen, and producers ALAN LADD Jr. and ALAN BROWN have tapped producer/composer CHARLIE WALLERT as the film's musical director. Mr. WALLERT, who's composition and production of O.C. SMITH'S "Brenda" remains the all-time Beach Music Award

President BORIS YELTSIN were summiting, the White Nights International Cultural Festival, held each summer in St. Petersburg, announced its lineup. JOE COCKER, TERENCE TRENT D'ARBY, RICKY MARTIN, TANITA TIKARAM, STEVE VAI, and CAPTAIN HOLLYWOOD PROJECT are all on the bill, along with Mercury recording artist CRYSTAL WATERS. The festival will be headlined by multi-Grammy winner SHERYL CROW. If you want to attend, call your travel agent and tell 'em to book you on Aeroflot for St. Petersburg, June 14-18th.

BLACK CROWES and GSN GIVE OKC CONCERT:

This past Wednesday (5/10), Global Satellite Network broadcast a live, commercial-free concert featuring Reprise rockers the BLACK CROWES, from the Music Hall in Oklahoma City. The concert broadcast was a fund raiser for the various disaster relief funds set up in the aftermath of last-month's bombing of the city's Federal building. Since the show was free, money was raised through two donor phone lines. Listeners could call 1-900-225-5442, with the automatic \$5 dollar charge going for disaster relief. Listeners wanting to make a larger donation could call 1-800-555-5442. If you wish to make a donation, the 900-number will be active through midnight, May 14th.

Radio stations around America continue to remain active in fund raisers and relief programs. 97 ZOK-WZOK/Rockford, IL just completed a 36-hour fund-raiser known as the "Pay For A Play Radio-a-Then." For a day and a half, 'ZOK listeners were given the opportunity to pay to hear their requests. PD TOM GARRETT let his staff break format, and play anything, from "Stairway to Heaven" and "We Are The World," as long as it was "paid for." Donations ranged from \$1 to \$500. When it was all over, 97 ZOK listeners gave more than \$14,000 for the Boatman's Bank Victim Relief Fund in OKC. BRAVO!!



OUR FEARLESS LEADER: HITMAKERS founder and publisher Barry Fiedel is recovering nicely following back surgery this week. We miss you, so hurry back Barry!!

winner, has also written for DIONNE WARWICK, CUBA GOODING, the MAIN INGREDIENT, GARY U.S. BONDS and GEORGE BENSON.

BACK IN THE (FORMER) U.S.S.R.:

This week, while President CLINTON and Russian

FAST FORWARD II:

Y100-WPLY/Philadelphia is holding its first-ever "Summer Shindig" June 2nd. Performers on the bill include Philly natives THE CAUFIELDS, plus CHRIS ISAAK, DURAN DURAN, and GENERAL PUBLIC...MIX 96.5-KHMX/Houston has started testing music on the Internet. You can access the station's home page, view its playlist, and sample songs currently on the station. And you can even leave notes for MIX staffers at the station's E-mail address. To get all the data, type: WWW.KHMX.com/KHMX, and tell 'em EAR sent you...KZIO/Duluth is looking for past staff members for a reunion weekend June 2nd-4th. In honor of the station's 15th anniversary, 'ZIO is planning a "Time Warp Weekend," featuring music of the 1980's and would love to hear from any station alumni as well. Call PD JAMES BAKER at (218) 728-6406....Zebra Broadcasting needs

a production director. If you're computer literate with at least 3-years experience, contact BOBBY RUSH, Zebra Broadcasting, 2510 St. Claire Ave., Cleveland, OH 44114.

Nuttin' Nycce

"Froggy Style"

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WWKX
WJMN
WPGC
WHJX
WJJS

KZFM
KPRR
KBXX
KBFM
Z90

WHHH
KQKS
POWER106
KCAQ
KUBE



SINGLE NOW IN STORES!



E-40 "Sprinkle Me"

• From His Gold Jive Debut LP "In A Major Way"

Added Full-Time At: KBXX - Houston/KMEL - San Francisco



Also In The Mix At: Z90 - San Diego

KSFM - Sacramento/KWIN - Stockton



SMOOTH "Mind Blowin'"

Early BDS Action Includes:

92Q, WPGC, KCAQ, KMEL

Officially Added At: WJMH - Greensboro





Rod Stewart
"Leave Virginia Alone"

The first single from his new album
A Spanner In The Works

Produced by
James Newton-Howard, Michael Ostin and Lenny Waronke

Management: **STIEFEL PHILLIPS**
ENTERTAINMENT



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