

HITMAKERS[®]

ISSUE 894 \$5.00

June 23, 1995



an exclusive interview with
JIM CERONE

PD, WZPL/Indianapolis

THIS WEEK...

**COLUMBIA RECORDS PRESENTS:
NOMINEES FOR THE HITMAKERS
PROGRAMMER OF THE QUARTER!**

**Over 500
BDS Spins in
3 Days**



CELIA

i could fall in love

**Impact Date
June 26**

**New Single From
The New LP DREAMING OF YOU
In Stores **JULY 18****

EMI Records
EMI
SERVING THE MUSIC

Produced and written by Keith Thomas for Yellow Elephant Music, Inc.



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TOP40 Radio Multi-Format Picks

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

MAINSTREAM

- A HOUSE** The Strong And The Silent (MCA)
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC)
BETTER THAN EZRA Good (ELEKTRA)
BON JOVI This Ain't A Love Song (MERCURY)
BROWNSTONE I Can't Tell You Why (MJJ/EPIC)
CHRIS ISAAK Somebody's Crying (REPRISE)
COLLECTIVE SOUL December (ATLANTIC)
cranberries Ridiculous Thoughts (ISLAND)
DEL AMITRI Roll To Me (A&M)
DURAN DURAN Perfect Day (CAPITOL)
DWELLERS Rocket Ride (EMI)
EAGLES Learn To Be Still (Geffen)
ELTON JOHN Made In England (ROCKET/ISLAND)
FOREIGNER All I Need To Know (PRIORITY)
FUN FACTORY I Wanna B With U (CURB/ATLANTIC)
HUMAN LEAGUE One Man In My Heart (EASTWEST/EEG)
JANN ARDEN Could I Be Your Girl (A&M)
- JON B. AND BABYFACE** Someone To Love (YAB YUM/550)
MADONNA Human Nature (MAVERICK/SIRE/WB)
MATTHEW SWEET Sick Of Myself (ZOO)
DUET WITH MICHAEL JACKSON & JANET JACKSON Scream (MJJ/EPIC)
MONICA Don't Take It Personal (ROWDY/ARISTA)
PEARL JAM Immortality (EPIC)
REMBRANDTS I'll Be There For You (EASTWEST)
REAL McCOY Come And Get Your Love (ARISTA)
ROD STEWART Leave Virginia Alone (WARNER BROS.)
SEAL Kiss From A Rose (SIRE/WARNER BROS.)
SOPHIE B. HAWKINS As I Lay Me Down (COLUMBIA)
SOUL ASYLUM Misery (COLUMBIA)
TLC Watersfalls (LaFACE/ARISTA)
U2 Hold Me, Thrill me, Kiss Me, Kill Me (ATLANTIC)
VANESSA WILLIAMS Colors Of The Wind (HOLLYWOOD)
YAKI-DA I Saw You Dancing (LONDON/ISLAND)

STREET SHEET

- 2PAC** So Many Tears (INTERSCOPE)
ADINA HOWARD My Up And Down (EASTWEST)
AFTER 7 Til You Do Me Right (VIRGIN)
BONE, THUGS 'N HARMONY 1st Of The Month (RELATIVITY)
BROWNSTONE I Can't Tell You Why (MJJ/EPIC)
BUCKETHEADS The Bomb... (HENRY ST./BIG BEAT)
C&C MUSIC FACTORY Robi Rob's Boriqua Anthem (COLUMBIA)
E-40 Sprinkle Me (JIVE)
FAITH You Used To Love Me (BAD BOY ENTERTAINMENT/ARISTA)
FUN FACTORY I Wanna B With U (CURB/ATLANTIC)
GRAND PUBA I Like (EEG)
JANET JACKSON One More Chance (IMPORT)
JOEL MAE Promise Me Your Heart (AFTER DARK/PRIORITY)
JON B. Pretty Girl (YAB YUM/550)
LUNIZ I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN)
MACK 10 Foe Life (PRIORITY)
MADONNA Human Nature (MAVERICK/SIRE/WB)
- MASTA ACE** I.N.C. Ride (DELICIOUS VINYL/CAPITOL)
MAX-A-MILLION Take Your Time (Do It Right) (S.O.S./ZOO)
MICHAEL JACKSON You Are Not Alone (MJJ/EPIC)
MONTELL JORDAN Something 4 Da... (DEF JAM/PMP/RAL/ISLAND)
MOKENSTEF He's Mine (OUTBURST/DEF JAM/ISLAND)
NAUGHTY BY NATURE Feel Me Flow (TOMMY BOY)
SELENA I Could Fall In Love (EMI RECORDS)
SHAGGY Boombastic (VIRGIN)
SMOOTH Mind Blowin' (JIVE)
THE MIGHTY DUB KATS Magic Carpet Ride (PROFILE)
THE NOTORIOUS B.I.G. One More... (BAD BOY ENT./ARISTA)
TOTAL f/NOTORIOUS B.I.G. Can't See You (TOMMY BOY)
U.N.V. So In Love With You (MAVERICK/WB)
VANESSA WILLIAMS Colors Of The Wind (HOLLYWOOD)
XSCAPE Feels So Good (SO SO DEF/COLUMBIA)
VYBE Warm Summer Daze (ISLAND)

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HITMAKERS Faces & Places

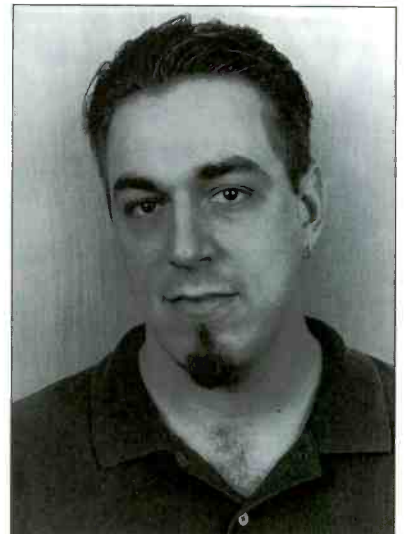
DOUG MORRIS RELIEVED OF RESPONSIBILITIES AT WARNER MUSIC GROUP

Michael Fuchs, Chairman, Warner Music Group, announced that Doug Morris has been relieved of his responsibilities as chairman and CEO of Warner Music U.S. effective immediately. "I have made a careful but difficult decision which I strongly believe is in the best interest of the growth and stability of the entire Warner Music Group," said Michael Fuchs.

Fuchs will assume the position of Chairman, Warner Music U.S., and the heads of The Atlantic Group, Elektra Entertainment Group and PWarner Bros. Records will report to him, as will Warner Music International, Publishing and Warner Media Manufacturing and Distribution businesses.



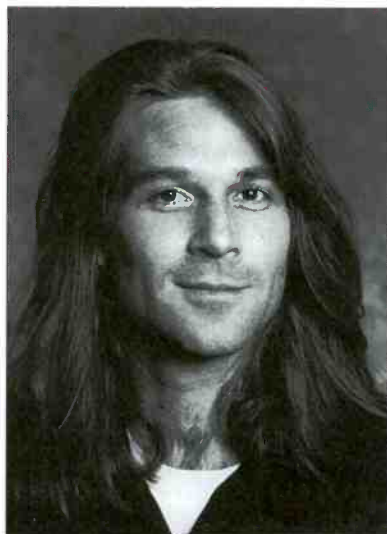
Steve Ellis has been named Vice President, Pop Promotion for MERCURY Records.



David Weiner has been appointed Director of Distributed Labels for PRIORITY Records.



Doug Haverty has been promoted to Vice President, Creative Services for SCOTTI BROS. Records.



Ron Laffitte has been appointed Senior Vice President/General Manager, West Coast for the ELEKTRA Entertainment Group.



Pam Edwards has been appointed Vice President, Rock Promotion for THE WORK GROUP.



Robert Seidenberg has been named Director of A&R for HOLLYWOOD Records.

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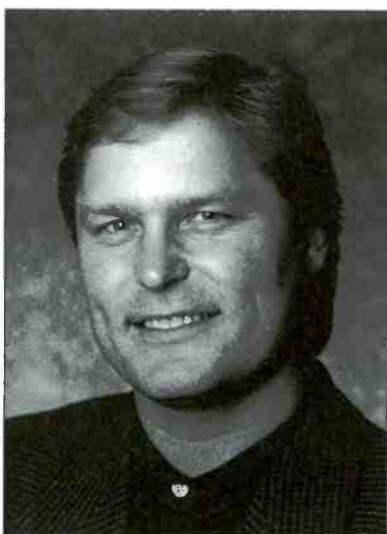
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Assoc. Dir./Mix/Club:	DAVID FOLCHI
Director Production/Street:	TODD DOTY
Graphic Designers:	ANDY MUNITZ
	CINDY ANDERSON
Production Assistant:	PORTER B. HALL

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Paul Noack has been named Vice President, Chief Financial Officer for HOLLYWOOD Records.



Ginger Mackenzie has been named the Dallas Regional Promotion Representative for ZOO Records.



Terry Meyer has been named Director of Finance for ZOO Records.

TOP 40 MAINSTREAM 92* - 52*
HIGHEST DEBUT TOP40 @ 41*
TOP40 ADULT 23* - 19*
R&R HOT AC 19* - 12*
TOP40 RHYTHM/CROSSOVER
#5 MOST NEW AIRPLAY
URBAN 11 NEW STATIONS
HISPANIC 17 NEW STATIONS
AC RADIO 13* - 8* TOP TEN!!
ADDED AT WNUA CHICAGO NEW AC
ALREADY OVER 2200 SPINS ON THIS
MULTIFORMAT #1 SMASH
#2 ALBUM IN THE COUNTRY!!

Vanessa Williams

"COLORS OF THE WIND"



From The Original Motion Picture Soundtrack Of Walt Disney Pictures

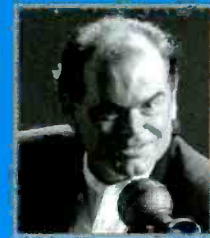
POCAHONTAS

The debut single from the movie event of the summer.



Produced by Beth Thomas for Yellow Elephant Music, Inc.
Vanessa Williams appears courtesy of Mercury Records.
Arranged by Robbie Buchanan and Beth Thomas.

BRIEFS FROM THE WAR ROOM



SUMMER: HOT OR COLD? Watch and study the new blitz of the latest rating results. All sorts of things can and will happen. Stay calm, and get to know your way around Arbitron and the many ways to interpret the stuff that will start pouring from your computer. Can you read and understand it all? This is a good time to do a check list of what's going to be the important information that as a PD you'll be measured by. *"The report card."* Being the "Spring Sweep," it's the cash cow for Fall. You can be sure that it will play a big part in your future...as usual. So be prepared to have answers based on the rule book that sales and the other bosses of the station will be looking for. It's the book that *determines much of how the station will, in most cases, survive with varied cash flow limitations and other operational set up action for the Fall.* Check out some of the following basic terms for a refresher.

RATINGS 102: Still, the 12+ number is often the very first thing many people look at to get the first impression of how a station did according to the latest survey. Yet no matter what, the 12+ gets slipped under the carpet as the super-readers tear through the book looking for what "hook" to play up – and what to play down. Well, is that really so bad? Regardless, you must dig deeper than that if you want to protect your badge. Do consult with your Arbitron rep or look up the definitions of the following terms. After that, find a person who is totally connected and can help explain to you what each means and how each individually or in combination with another, can have a positive or negative impact on the look of your book. There are some time-tested fundamentals that, when correctly applied, can have great impact on bottom line numbers. You'll get a better idea of why a contest will have a higher probability of keeping you ahead of the game, what kind of music is rotated a certain way, and why. What kind of promotions work and why...or what it might be a better idea to stay away from. How to better position your morning show and other dayparts. Smart marketing and high quality programming stands a much better chance of continuous winning, no matter how complex the math of manipulated data collection and formulas applied may be. Here are *the terms*:

1. Average Quarter Hour Persons
2. Cumes Persons
3. Time Spent Listening
4. Demographic Share
5. Turnover Ratio
6. Percentage Recycling
7. Percent Exclusive

These particular areas represent the make-up of what makes the clock tick. Sure, there's more. Extrapolations, weighting, ethnic composition, application of sample recovery techniques used to encourage better return from the head count necessary to fit the proposed standards, sample size for a given market. Although I'd like to, I'm not qualified to speak beyond a certain point without getting personal opinion involved with what the ratings company has to say. Not only that, it would take far too long to get into much deeper than I've gone so far. There are people among us in our broadcast community who are true wizards at this. Get to know as many of them as you can. (David Tate of Rantell Research is my favorite). There are a few others, but it's like finding a needle in a haystack.

WHY WORRY? Each radio station pays huge bucks to use the book. I can't believe that it has ever been more complicated as long as I can remember learning the word ratings. I don't know of an instrument to gauge the accuracy of the system in place today. So what? If you're good, you win! Comparing it with methods used in the past by one company or another is absurd...our world and lifestyle is so much different than it was years ago. The harder you look at the way information is gathered, shuffled in the great number machine and is suddenly in your face, the more I'm convinced that programming "to the book" is one of the best lessons I ever learned. Period.

TURBOCHARGED: It takes guts, a super conscious determination from deep inside you and every member of the team. Hard work? Or strong visualization? It can give you the worst headaches and head banging anxiety attacks and whatever sickness...only if you let it. It may be tough going at times, but we have to keep fear and doubt out of the picture. Visualize yourself winning, prepare for success. You win because you are in control of yourself. There

is no room for insecurity. You want to be a programmer? Why? It has to be living your passion to lead and somehow never lose sight that this is what you love. With all the passion, guts and desire, don't let the fun out of your sight. Train your subconscious – or somebody else will. If you like the sound of this line, "a radio station is a direct reflection and extension of the personality of the program director," this stuff should make a lot of sense.

TRUE OR FALSE? An auditorium was filled with over 100 people for a music test. At the correct time, they all were ushered to their seats which were equipped with high quality *whoopie cushions*.

THE NET: Networking with other radio people on-line with AOL and INTERNET is very "in" these days. There is so much there! I'm working hard to get better at it. Also, we can get a lot from general public chatting. It's another way to get the most information, opinions and thinking. Collect information from every place you can. E-mail via your PC is hot stuff these days. Take advantage of it, (personally and for your station). I'm tapping in daily for messages and hacking through whatever other areas I can find too. (My addresses on AOL and the INTERNET are located at the finish of the column).

MISSION:

1. Don't look back.
2. Use your gut.
3. Go make something happen.

Power up the modem and let's connect in "Cyberspace." *Have a super 4th holiday!*

L8r...and get well soon Barry!

**MARK DRISCOLL PRODUCTIONS/
PLANET CREATIONS**

**Voice production/creative specialist
& Programmer. Warner Hollywood
Studios, (213) 850-2666,**

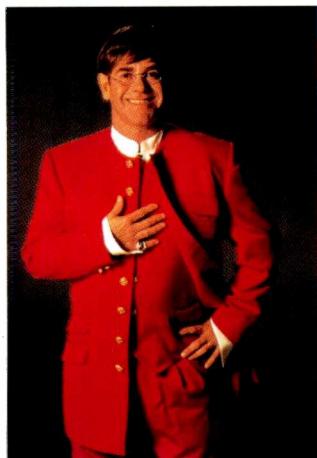
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**E-MAIL: AOL: DRISCOLLMD or INTERNET:
MRVOICE@NETCOM.COM *New 1995**

DEMO limited edition available.

Written exclusively for HITMAKERS.

**ELTON JOHN MADE IN ENGLAND
BUT A HIT IN THE U.S.A.**



#1 Most Added At CHR Including:
WAPE WKSS STAR94 Q106
WBMX WPLJ WRQX WMXV
WTMX WKQI KPLZ

LP Over Platinum

Tour Starts In August

rocket



© Rocket Records, manufactured and marketed by Island Records, Inc. ©

DEBUTING AT
POP RADIO THIS WEEK!

THE ULTIMATE
POP SUMMER SMASH!

The premiere
single and
video from the
forthcoming
debut **Only You.**

giovanni

girl in my eyes

Produced by Victor Calderone & Gene Lefosse

Co-produced by Giovanni Gonzalez

Management: Mark Shimmel Management



On Sire compact discs and cassettes

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A Time Warner Company.

KUT KLOSE "I LIKE"

BDS MONITOR RHYTHM CROSSOVER 40* to 32* to 25*
OVER 9,500,000 LISTENERS!

MAJOR ACTION AT:

WERQ/Baltimore	55 plays	#3	WOVV/West Palm Beach	30 plays	#11
WJMH/Greensboro	68 plays	#4	WHHH/Indianapolis	32 plays	#15
WHJX/Jacksonville	54 plays	#5	KMEL/San Francisco	14 plays	#27
WPGC/Washington	43 plays	#7	KZHT/Salt Lake City	19 plays	#28
KBXX/Houston	47 plays	#10	KLRZ/New Orleans	13 plays	#50
HOT97/New York	31 plays	#14			



SOUNDESCAN TOP SINGLE SALES #27



ADINA HOWARD *"My Up & Down"*

DEBUTING AT RHYTHM/CROSSOVER RADIO THIS WEEK!
OVER 3,000,000 NEW TOP 40 LISTENERS THIS WEEK!

EARLY ACTION AT:

HOT97/New York 27 plays #18
KMEL/San Francisco, WWKX/Providence,
WJMH/Greensboro, WZJM/Cleveland, Z90/San Diego



HUMAN LEAGUE *"One Man In My Heart"*

Over 133,000 New Listeners This Week!

30 POP STATIONS OUT-OF-THE BOX
INCLUDING:

WEDJ/Charlotte, KUTO/Salt Lake City,
WIOQ/Philadelphia, KJYQ/Oklahoma City,
KBZR/Phoenix



COLUMBIA RECORDS

Presents

The **HITMAKERS** PROGRAMMER OF THE QUARTER **NOMINEES!**



JAY BEAU JONES, PD,
WKSS/Hartford



BOB HAMILTON, PD,
WILD107/San Francisco
"Treat people the way you want to be treated."



PAUL CANNON, PD,
WTIC-FM/Hartford
"I'd like to thank the Academy..."



BOB LEWIS, PD,
KWIN/STOCKTON
"If you borrow a man's Versace jacket...make sure you give the man the Versace jacket back"



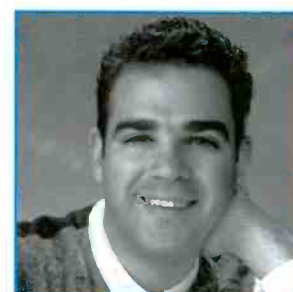
DAVE EDWARDS, PD,
WNTQ/Syracuse
"Remember, we're only playing records for people."



JOHN FREDRICKS, PD,
KHTY, Santa Barbara
"Sure it's a stiff... But hey... it sure sounds great on the radio!"



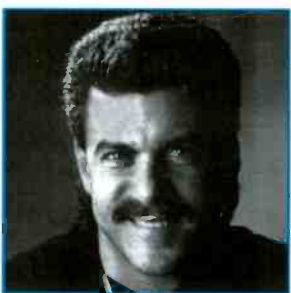
ALEX TEAR, PD,
WGRD/GRAND RAPIDS
"Do we have a shot this week?"



TOM GARRETT, PD,
WZOK/Rockford
"The best part of programming 97ZOK is seeing the hours of my staff's dedication reflected in the loyalty of our listeners."



BRUCE STEVENS, PD,
WZNY/Augusta
"Love is life. Life is love, and your Lææææader loves you."



Dr. MICHAEL LYNN, PD,
WBBS/Atlantic City
"I am putting all my energy into moving forward and building a healthy life."



DAVID LEE MICHAELS, PD,
WJJS/Roanoke
"Who's gonna ride your wild horses."



CRUZE, OPS MANAGER/PD,
WABB/Mobile
"The blue man waits in quite awe for the return of the dancing miniature elephant."

VOTE FOR YOUR CHOICE! Call: (818) 887-3440 FAX: (818) 883-1097

The **HITMAKERS** Programmer of the Quarter
will receive a SONY 27-inch Color TV!

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

BUCKSHOT LeFONQUE f/Branford Marsalis Some Cow Funk

JEFF ANDREWS, APD/MD, KLYV, Dubuque

"Our morning show's been toying around with this and it's pretty cool. I like it! He was great last month at the HITMAKERS Convention in Chicago!"

DAG Lonely Jane

JEFF ANDREWS, APD/MD, KLYV, Dubuque

"Kind of a '90s E.C. & The Sunshine band!"

SOUL ASYLUM Misery

DENA DESMCK, MD, WJAX, Florence

"Another record that's a smash. Getting big requests. Glad it's doing so well."

RUBY CHECKS, PD, WRQK, Canton

"This is #1 requests for me. This is a great record. Play it. Don't miss out."

XSCAPE Feels So Good

GREG HEAD, PD, KBXX, Houston

"Already getting strong requests, solid sales."

CHARLIE MAXX, PD, KZFM, Corpus Christi

"Sounds like Kickin' It, Part III!"

GEOFFREY C., DJ, WERQ, Baltimore

"This record will be getting some serious play!"

SOPHIE B. HAWKINS As I Lay Me Down

DAVE ROBBINS, PD, WNCI, Columbus

"Good song and Sophie is outstancing in person. Did our morning show and was great."

YO!GO ROSS Miss Me

ANDY SHANE, MD, Z100, New York

"Great groove. Every time I play it in the office someone comes and starts to jam to it."

BLOODHOUND GANG Mama Say

STAN PREST, DJ, WFLZ, Tampa

"This is one cwns Tampa's Ass! The sound with catch."

C&C MUSIC FACTORY Robi Rob's Boriqua Anthem

BOB HAMILTON, PD, WILD107, San Francisco

"The record is hot."

MICHAEL MARTIN, AFD/MD, WILD107, San Francisco

"Props to Bruce St. James for convincing me to play C&C Music Factory's Rob Rob's Boriqua Anthem. The clubs have been pounding it and it sounds great on the air as well."

STAXX OF JOY You

DJ FRANK E.D., DJ, KPRP, El Paso

"Great record."

CRUZE



OPS MANAGER/PD, WABB/Mobile

Career Highlights:

- Morning Drive: K103/Oklahoma City: A 22 share! KITY/San Antonio: Going from 13th to #1! WQUE/New Orleans: Whatta Town!

Programming:

WPFM/Panama City: The rebirth of a legend
WKBQ/St. Louis: A crash-course in doing more with less!
WABB/Mobile: Restoring a legend to market dominance!

Family:

- Married to former WKBQ Promotions Director, Nadia Behring. I must be the luckiest man in radio!

Hobbies:

- Movies, Comics, Collecting Animation Art, and watching the Dallas Cowboys play Football.

Quote:

- "The blue man waits in quite awe for the return of the dancing miniature elephant."

Nominees for Issue 896.

Vote for your choice.

1. ANDY SHANE, (MD, Z100/New York)
2. CHUCK TISA, (MD, WPLY/Philly)
3. ERIC MURPHY, (MD, KKRZ/Portland)

Call your HITMAKERS Account Executive (818) 887-3440

Programmer of the week
wins a Sony Walkman™!

HITMAKERS

MAINSTREAM TOP 40 DISC-OVERY CLUB®

1. **ELTON JOHN "Made In..." (ISLAND)**
2. **SEAL "Kiss From A Rose" (SIRE/WARNER BROS.)**
3. **DEL AMITRI "Roll To Me" (A&M)**
4. **BROWNSTONE "I Can't Tell You Why" (MJJ/EPIC)**
5. **SHERYL CROW "Can't Cry Anymore" (A&M)**
6. **A HOUSE "The Strong And The Silent" (MCA)**
7. **THE DWELLERS "Love Is A Rocket Ride" (EMI RECORDS)**
8. **SELENA "I Could Fall In Love" (EMI RECORDS)**
9. **TLC "Waterfalls" (ARISTA)**
10. **FUN FACTORY "I Wanna B With U" (CURB)**
11. **SOUL FOR REAL "Every Little Thing" (UPTOWN/MCA)**
12. **ALANIS MORISSETTE "You Outta..." (MAVERICK/REPRISE)**
13. **FOREIGNER "All I Need To Know" (PRIORITY)**
14. **HOOTIE & THE BLOWFISH "Only Wanna Be..." (ATLANTIC)**
15. **CHRIS ISAAK "Somebody's Crying" (REPRISE)**
16. **MAX-A-MILLION "Take Your Time (Do It Right)" (SOS/ZOO)**
17. **DANNY TATE "Dreamin'" (VIRGIN)**
18. **EVERYTHING BUT THE GIRL "Missing" (ATLANTIC)**
19. **MONICA "Don't Take It Personal" (ROWDY/ARISTA)**
20. **AFTER 7 "Til You Do Me Right" (VIRGIN)**
21. **MICHAEL JACKSON "You Are Not Alone" (MJJ/EPIC)**
22. **NATALIE MERCHANT "Carnival" (ELEKTRA)**
23. **SOUL ASYLUM "Misery" (COLUMBIA)**
24. **U2 "Hold Me, Thrill Me, Kiss Me, Kill Me" (ATLANTIC)**
25. **YO!CO ROSS "Miss Me" (COLUMBIA)**

Debut 30* Top40 Mainstream Monitor
 Debut 29* Top40 Adult Monitor
 SoundScan Albums 3-Week Trend
 130* to 101* to 77*
 7,769-10,677-14,969 Pieces Sold

5/30 - 5th Most Added/22 Adds
 6/6 - 3rd Most Added/34 Adds
 6/13 - 2nd Most Added/39 Adds

THIS WEEK - 2nd Most Added
 35 Adds Including: WWKX

WZPL
 KZHT
 WNVZ
 KKFR
 WKBQ
 WFLZ
 WXXL
 KYSR
 KDJE
 KC101
 Y107

Already Top 10 Phones
 Nationwide Including:

STAR94 Top 5
 PRO-FM Top 5
 WAPE No. 2
 WTIC Top 10
 WZNY No. 1
 WNTQ Top 5
 WZOK No. 1
 WABB No. 1
 WYCR Top 5
 WSTW No. 1
 K92 Top 5
 WJMX No. 1
 KQKQ Top 10
 WNOK No. 2
 WGTZ Top 10
 KFFM No. 6
 WTWR No. 7

SEAL

SPINS:

STAR94	25x	KMXV	20x	B97	19x	K92	30x
WZNY	37x	KQKQ	24x	Q106	14x	WKSS	25x
G105	28x	WZJM	10x	Q99	28x	WTIC	23x
WAPE	35x	WNCI	20x	WYCR	29x	PRO-FM	22x
Y100	10x	WKSE	21x	WNVZ	10x	WWKX	36x
PWR96	12x	KJYO	40x	WRVQ	43x	WXKS	14x



KISS FROM A ROSE

The first single from the motion picture Batman Forever.
 The latest single from the platinum Sire/ZTT/Warner Bros. album: SEAL

Produced by Trevor Horn for Horn Productions Management; Bob Cavallo/Rebecca Mostow for Atlas/Third Rail Management



©1995 Sire Records Company



Top40 Disc-overery Club

TOM MARTENS, PD, KWTX, Waco

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Being driven by the movie. Will be a big hit for Seal.

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - Reggae seems to be hot with the women right now. Should do well.

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - This is every bit as good as the original. Watch it fly.

KASEY CHRISTOPHER, MD, KZZU, Spokane

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - I think that this is twice the song *Candy Rain* was! Take any five seconds of it, and it would make a great hook for a callout tape!

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - I love this song. But I'm really disappointed that it's not in the *Batman* movie, even though it's on the soundtrack.

BILL MITCHELL, PD, U93, South Bend

ELTON JOHN *Made In England* (ISLAND) - Another solid, uptempo smash from Elton. Just what we need for summer!

SELENA *I Could Fall In Love* (EMI RECORDS) - This was actually my first time ever hearing her. I'm very impressed, and at the same time saddened about her death.

SCOTT CHASE, PD, WA1A, Melbourne

TLC *Waterfalls* (ARISTA) - Top 5 record. Will be #1-requested in less than a week.

DEL AMITRI *Roll To Me* (A&M) - This is a one-listen record and you are hooked. Great song.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Our audience forced us to play this. It's an awesome song.

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - Watch for this record. It will explode.

JOE FRIDAY, MD, WAEB, Allentown

A HOUSE *The Strong And The Silent* (MCA) - Wow! What a cool record. It's summertime and boy does this song feel good. Great record!

CRYSTAL WATERS *Relax* (MERCURY) - This record is a natural for Pop radio. Just as hooky as *100% Pure Love*. This should do well!

DEL AMITRI *Roll To Me* (A&M) - Great to hear from these guys again. Are songs getting shorter or is it just me?

TOMMY FRANK, PD, WAYV, Atlantic City

ELTON JOHN *Made In England* (ISLAND) - This is a good uptempo summertime record from Elton.

U.N.V. *So In Love* (MAVERICK/WARNER BROS.) - This is an absolute smash. The wedding song of the year.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - This song from Seal is getting great phone reaction quickly.

JOHN HARRISON, PD, WAZY, Lafayette

JORDAN HILL *Remember Me This Way* (MCA) - Real pretty song. Giant movie. Good for daytime.

ELTON JOHN *Made In England* (ISLAND) - This is a no-brainer smash, uptempo superstar.

DEL AMITRI *Roll To Me* (A&M) - Tempo ala Blues Traveler. Good song, Pop-sounding.

HOOTIE & THE BLOWFISH *Only Wanna Be With You* (ATLANTIC) - This is gonna be a huge, huge record. One of those records you can't play soon enough.

DANNY OCEAN, MD, WBHT, Scranton

DEL AMITRI *Roll To Me* (A&M) - This is a pure Pop song, 2 minutes and 12 seconds Get on it.

NELSON *(You Got Me) All Shook Up* (GEFFEN) - I like this. They sure don't look like the album cover.

A HOUSE *The Strong And The Silent* (MCA) - Good sound. A hot new tune. Very cool. Will do well.

DEEP BLUE SOMETHING *Breakfast At Tiffanys* (INTERSCOPE) - This is something very interesting. A real surprise. Good record.

BEAU LANDRY, PD, WBIZ, Eau Claire

ELTON JOHN *Made In England* (ISLAND) - This is Elton. Will do very well. What can you say about him?

TLC *Waterfalls* (ARISTA) - One of the biggest songs on the album.

BON JOVI *This Ain't A Love Song* (MERCURY) - This is getting very good requests for us. Doing very well.

SCOTT LAUGHLIN, MD, WBNQ, Bloomington

ELTON JOHN *Made In England* (ISLAND) - It's Elton. It's uptempo. Good to have him back.

THE DWELLERS *Love Is A Rocket Ride* (EMI RECORDS) - This is Cheap Trick country. Sounds like they will do well.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - All over VH-1. Blockbuster movie. Always done well here.

DR. MICHAEL LYNN, PD, WBSS, Atlantic City

JORDAN HILL *Remember Me This Way* (MCA) - This is a cool tune from the *Casper* soundtrack.

BRIAN McKNIGHT *Crazy Love* (MERCURY) - This is a good crossover tune. Will do very well for us.

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - Very strong remake of this great Eagles tune.

SHAMPOO *Trouble* (I.R.S.) - This record is a fun, summer song for radio to program.

MICHAEL GAMBY, MD, WDBR, Springfield

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - I could tell you why, but then I'd have to kill you.

ELTON JOHN *Made In England* (ISLAND) - Good tempo.

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - These guys don't suck.

SCOTT THOMAS, PD/MD, WDJB, Fort Wayne

YO!CO ROSS *Miss Me* (COLUMBIA) - This could be the next Salt-N-Pepa song of the summer.

DEL AMITRI *Roll To Me* (A&M) - This should roll right up the charts.

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - #1 sales in the market and the edit sounds great. Will be there.

CHRISTINE FOX, MD, WFHN-FM, New Bedford

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - This is a hot night record. Good phones.

AFTER 7 *Til You Do Me Right* (VIRGIN) - They are finally back and sounding smooth.

ELTON JOHN *Made In England* (ISLAND) - This is Elton upbeat. A great tune for summer.

STEVE GILINSKY, PD, WGRG, Binghamton

ELTON JOHN *Made In England* (ISLAND) - Another Elton John and this time without a Disney movie. Will do very well.

NEVER THE BRIDE *Loser In Love* (ATLANTIC) - Similar to Beck, but more mass appeal. Good record.

SELENA *I Could Fall In Love* (EMI RECORDS) - I like this a lot. This is the one that will do it for her.

LOUIS KAPLAN, PD, WGTZ, Dayton

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - Pretty cool record.

SELENA *I Could Fall In Love* (EMI RECORDS) - It's always exciting when an artist crosses over their boundaries, but it's sad that Selena won't enjoy the fruits of her efforts as we will.

PORTRAIT *How Deep Is Your Love* (CAPITOL) - Sounds like a hit record. Of course, I've always been a sucker for a Bee Gees record. Don't tell my drinking buddies.

JOSHUA FLEMING, MD, WHHY, Montgomery

SHERYL CROW *Can't Cry Anymore* (A&M) - I used a whole box of Kleenex and now I can't cry anymore...This is a great song!

NATALIE MERCHANT *Carnival* (ELEKTRA) - Oooh buddy - This is going to be something else. I want to be the midget in the little funny car. This song is serious when I listen to it in my car.

ELTON JOHN *Made In England* (ISLAND) - It's an uptempo Elton, which we've been needing for a long time. The Sound Factory mix, which is cut #2 on the single, is a great rhythmic version, but it's a bit long!

JACKIE JOHNSON, MD, WIFC, Wausau

DANNY TATE *Dreamin'* (VIRGIN) - It reminds me of a more rockin' Chris Isaak!

A HOUSE *The Strong And The Silent* (MCA) - All I can say is, I listened and I liked it!

ELTON JOHN *Made In England* (ISLAND) - He's obviously had a lot of obvious success, especially with ballads, and because this is uptempo, it's obvious!

DENA DESNICK, MD, WJMX, Florence

NEVER THE BRIDE *Loser In Love* (ATLANTIC) - This is a really good record. Sounds like it fit what we are doing.

THE DWELLERS *Love Is A Rocket Ride* (EMI RECORDS) - Good up record. Back to basic Rock & Roll.

DEL AMITRI *Roll To Me* (A&M) - Perfect Top40. Getting very good requests. Fits everywhere.

SOUL ASYLUM *Misery* (COLUMBIA) - Another record that's a smash. Getting big requests. Glad it's doing so well.

WALLY McCARTHY, PD, WKDY, Utica

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - There is no need to say anything. Hit, hit, hit record!

FUN FACTORY *I Wanna B With U* (CURB) - Good tune. Please do my show on July 29. Thank you!

JILL SOBULE *I Kissed A Girl* (ATLANTIC) - This song novelty? Or a hit record? Check it out.

DAVE MICHAELS, PD, WKFR, Kalamazoo

ELTON JOHN *Made In England* (ISLAND) - It's about time he had an uptempo record.

THE DWELLERS *Love Is A Rocket Ride* (EMI RECORDS) - I like The Dwellers. Real good record.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Not playing yet. Love the sound. Where is it in the movie?

U2 *Hold Me, Thrill Me, Kiss Me, Kill Me* (ATLANTIC) - Playing on our Alternative Show. Will cross for us now. A good song.

HITMAKERS Faces & Places



Thomas C.N. Evans, Ph.D. has been appointed Vice President, Research Communications and Market Development for The Arbitron Company.



Bill Rose has been appointed Marketing Manager, Radio Station Sales for Arbitron Radio.



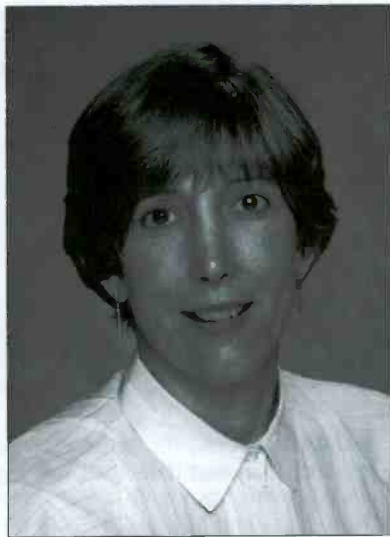
Karyn Rachtman has been named Vice President, A&R and Soundtracks for for CAPITOL Records.



Leslie Lewis has been named Director of PolyGram Soundtracks/Product Manager/A&R for PolyGram Soundtrack Division.



Tom Bennett has been promoted to President and Chief Executive Officer of Great Entertainment Merchandise, Inc. (GEM).



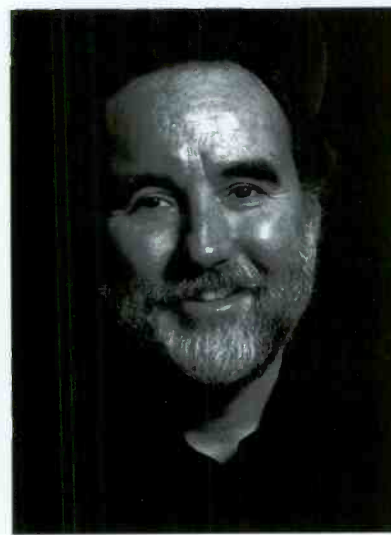
Sue D'Agostino has been appointed Vice President, Corporate Communications for EMI Records Group North America.



Jen Wening has been appointed Director, International Marketing for ELEKTRA Entertainment Group.



Maribel Schumacher has been promoted to Marketing Vice President for Warner Music Latin America.



Michael Murphy has been promoted to President of House Of Blues Productions, Inc.



Cilista Eberle has been promoted to Executive Vice President of House Of Blues Productions, Inc.



Jill Tomlinson has been appointed Associate National Director, Media Relations for ISLAND Records.



Richard Steicker has been named Senior Vice President of Legal and Business Affairs, East Coast for WARNER BROS. Records.

Top40 Disc-overey Club

PHIL THOMAS, PD, WKMX, Dothan

DEL AMITRI *Roll To Me* (A&M) - I just like the band. Good tempo...should be right for summer.

ELTON JOHN *Made In England* (ISLAND) - It's Elton, it's uptempo. Very good record. Will do very well.

FOREIGNER *All I Need To Know* (PRIORITY) - Foreigner has worked well here in the past. This will do the same.

TINA SIMONET, MD, WKSS, Hartford

SELENA *I Could Fall In Love* (EMI RECORDS) - A beautiful record. I knew her from when I worked in Corpus Christi, her hometown, and she was so sweet. She had all the ingredients to be a big star. The record shows that!

FUN FACTORY *I Wanna B With U* (CURB) - Happy happy, joy joy, uptempo, fun summertime record!

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - This is smoking! It's just so smooth, and it sounds so good on the air.

MIKE STROBEL, PD, WLVI, Elmira

THE DWELLERS *Love Is A Rocket Ride* (EMI RECORDS) - Good upbeat Rock record. Will do well this summer.

A HOUSE *The Strong And The Silent* (MCA) - I like this. Getting a good feel on this early.

SHERYL CROW *Can't Cry Anymore* (A&M) - Great new song from Sheryl. Will do very well.

DAVE ROBBINS, PD, WNCI, Columbus

SOPHIE B. HAWKINS *As I Lay Me Down* (COLUMBIA) - Good song and Sophie is outstanding in person. Did our morning show and was great.

CHRIS ISAAK *Somebody's Crying* (REPRISE) - The perfect WNCI sound. The record that will give Chris a Pop hit.

TLC *Waterfalls* (ARISTA) - All phones. Just a big record for us and nationally.

VAN MICHAEL, OM, WNKI, Elmira

ELTON JOHN *Made In England* (ISLAND) - Happy to see an uptempo record. Core artist. Will give him a shot.

FOREIGNER *All I Need To Know* (PRIORITY) - Good Rock-based Pop record. Will work well for us.

SHERYL CROW *Can't Cry Anymore* (A&M) - That catchy type of Pop record that grows on you.

ALLEN PETTIT, PD, WOMP-FM, Wheeling

ELTON JOHN *Made In England* (ISLAND) - No doubt about it - This is gonna be a smash! Plus, he's coming to Pittsburgh soon, which will create a lot of excitement about him!

HOOTIE & THE BLOWFISH *Only Wanna Be With You* (ATLANTIC) - I'm probably jumping the gun on this, but we've been getting calls for it already! We've been kind of spiking it, and I'm telling you, this is probably going to be the #1 record of the summer!

FOREIGNER *All I Need To Know* (PRIORITY) - We added this last week and the phones are ringing already!

TERRY SIMMONS, PD, WPMR, Davenport

REAL McCOY *Come And Get Your Love* (ARISTA) - Probably one of the best songs out right now. Took time, but we're there.

CHRIS ISAAK *Somebody's Crying* (REPRISE) - This will be the one that makes him a Pop star.

ELTON JOHN *Made In England* (ISLAND) - It's Elton. Duh?! What do I need to say?

DEL AMITRI *Roll To Me* (A&M) - This could be their breakthrough record. Good feel for summer.

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

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - Cut #2 for Mainstream. Familiar song by three lovely, hip ladies.

SHERYL CROW *Can't Cry Anymore* (A&M) - Sheryl can't miss, can she? Great song.

A HOUSE *The Strong And The Silent* (MCA) - This is a great summer party song. Gets right to the hook.

FUN FACTORY *I Wanna B With U* (CURB) - This is a great song. Very Mainstream.

RUBY CHEEKS, PD, WRQK, Canton

SOUL ASYLUM *Misery* (COLUMBIA) - This is #1 requests for me. This is a great record. Play it. Don't miss out.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - The movie will be huge. Seal will ride the wave and have his biggest hit yet.

ALANIS MORISSETTE *You Outta Know* (MAVERICK/REPRISE) - I like this a lot. This is a strong record. Will be there.

KEITH CURRY, MD, WSNX, Grand Rapids

ELTON JOHN *Made In England* (ISLAND) - This is definitely Elton John country up here. I like this better than *I Believe* and I'm glad to hear him doing something uptempo!

FUN FACTORY *I Wanna B With U* (CURB) - A hot fun-in-the-summertime kind of song! Put it on!!

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - No big quote here...This is just a good record.

STEW SCHANTZ, PD, WSPK, Poughkeepsie

SHERYL CROW *Can't Cry Anymore* (A&M) - Another summer smash for Sheryl Crow.

HOOTIE & THE BLOWFISH *Only Wanna Be With You* (ATLANTIC) - Another #1 for Hootie & The Blowfish.

ELTON JOHN *Made In England* (ISLAND) - My comment is, Elton rocks on this one.

CURT KRUZE, MD, WVKS, Toledo

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - Good job on the remake. Should do very well out there.

ROSALA *You Never Love The Same Way Twice* (EPIC) - Rosala is back. This is a strong new record.

ALANIS MORISSETTE *You Outta Know* (MAVERICK/REPRISE) - I like this a lot. Just heard it. Good new song.

CALVIN HICKS, PD, WWXM, Myrtle Beach

EVERYTHING BUT THE GIRL *Missing* (ATLANTIC) - I think this is a good record. It's got a nice jazzy Sade kind of feel to it!

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - This song is going to cross from the Urban and Rhythm stations to Mainstream, and I think it's stronger than *Candy Rain* because the lyrics aren't as teeny-bopper.

JERI BANTA, PD/MD, WYKS, Gainesville

A HOUSE *The Strong And The Silent* (MCA) - This is a real hip record. Sounds like a hit to me.

THE DWELLERS *Love Is A Rocket Ride* (EMI RECORDS) - Early indications show this record could be strong.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Number three requests after two days' play. Big record.

BRUCE STEVENS, PD, WZNY, Augusta

FOREIGNER *All I Need To Know* (PRIORITY) - Good uptempo new song from this band.

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - I like the sound of this. Should do very well.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - The movie and his sound will make this a big record.

TOM GARRETT, PD, WZOK, Rockford

ELTON JOHN *Made In England* (ISLAND) - I really like this record. I'm an Elton nut.

BROWNSTONE *I Can't Tell You Why* (MJJ/EPIC) - Real surprised. Great vocals on this.

JIM CERONE, PD, WZPL, Indianapolis

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - It's kind of off the wall, but I really like it!

A HOUSE *The Strong And The Silent* (MCA) - This could be the next big Alternative track!

ADAM COOK, PD, XL106.7, Orlando

EVERYTHING BUT THE GIRL *Missing* (ATLANTIC) - Great record. Every time I played it in the office there is some reaction from the staff.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Number four phones after just two spins last week. Will be very strong.

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - I like this record by Max. Good sound for us.

FUN FACTORY *I Wanna B With U* (CURB) - Last did well. Like the new one a lot. Good song.

CHARLIE QUINN, PD, Y107, Nashville

HOOTIE & THE BLOWFISH *Only Wanna Be With You* (ATLANTIC) - This is an absolute smash for Hootie & The Blowfish. Great record.

A HOUSE *The Strong And The Silent* (MCA) - I heard this, just an excellent record. I really like this one.

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Even without airplay at Y107, it's getting phones and gaining ground. It's there.

ANDY SHANE, MD, Z100, New York

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - This is a killer song.

MICHAEL JACKSON *They Don't Care About Us* (MJJ/EPIC) - This is a killer song.

ALANIS MORISSETTE *You Outta Know* (MAVERICK/REPRISE) - This is an absolute smash. Great hook.

OFFSPRING *Smash It Up* (ATLANTIC) - Prominent on the *Batman* movie. Churns on the radio.

YO!CO ROSS *Miss Me* (COLUMBIA) - Great groove. Every time I play it in the office someone comes and starts to jam to it.

DANA LUNDON, MD, Z104, Madison

SELENA *I Could Fall In Love* (EMI RECORDS) - We're going to play this because people who didn't know who she was before, now know who she is and are probably curious to know what she sounds like. And it's a really beautiful song too!

AFTER 7 *Til You Do Me Right* (VIRGIN) - This is really smooth. They can do no wrong as far as I'm concerned. It might be a little too Urban for us right now, but it's very smooth and a very beautiful record!

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - I love this...It makes me bounce myself all around the room!

ELTON JOHN *Made In England* (ISLAND) - It's real good. Gosh, a record from Elton you can play all day!

MOKENSTEF

"He's Mine"

691 PLAYS, + 291 #1 MOST INCREASED ROTATION!
ADD WJMH 22X! ADD KWIN 12X! ADD KFFM!
BB RHYTHM MONITOR DEBUT # 17*!
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DEBUTS #20 ON BOTH AIRPLAY SALES CHARTS "TOP 20 DOUBLEPLAY!"

"It's A Power For Us - 72 Spins! A Reactive Ballad!"
- MICHAEL MARTIN, MD/KYLD

Sales Highlights: Baltimore 11-6
Bay Area 11-11
Kansas City 24-13
Indy 33-17
LA #19
Vegas 38-33
DC 51-37

SoundScan

Single

58* 46*



OVER 10,000 SINGLES SCANNED THIS WEEK - OVER 125,000 SOLD!

VYBE

"Warm Summer Daze"

"A F...ing Smash!" - CHARLES CHAVEZ, APD/MD, KTFM

Early Add: **KXTZ!**

Already Spinning:

WJMH "Love It!" - Horse Raney/MD

KLUC "The Best Record Out There."
- Cat Thomas/MD

WHHH, KCAQ, Z90 (13X), & More!

"A Purfect Summer Song!" - Charlie Maxx, PD KZFM

"Playaz Club; meets Monica" - Jazzy Jim Archer, MC, KHQT

From the Album VYBE on Island





**DAVE
FERGUSON** 
RADIO WARS

Radio has effectively nullified the competition factor through duopolies, JOA's, and LMA's, and everyone seems to be making money. Unfortunately, this lack of competition makes for pretty stale radio. Sure it's great for the owners, but what about the real radio people, you and me? And what about the listeners? They must be suffering as well.

I've spoken with a few owners lately who feel that since there is no longer any station in their market doing the same format, that they have no competition. The feeling seems to be that now the listeners will have to listen to them because there's nowhere else to go. It's that kind of thinking that has relegated radio listening to the car only, and that's ONLY if your cassette player, or CD player is broken! Whether or not you have a direct format competitor, you DO have competition. On the streets you have competition for revenue against every other station in town, and among the listening audience, the competition is more fierce than ever! Cable has gotten into the

music business. Now for a few dollars a month you can receive digital music in your home, and it's just a matter of time before new laws will allow the same technology in your car. Like we need that? Cassettes and CD's are already kicking most radio station's butts!

As a PD, I always considered any and all forms of music-entertainment competition. Cable TV, other radio stations-regardless of their format, cassettes, CD's, etc... anything that could possibly be listened to OTHER than my radio station is competition of some kind. Some are harder to defend against, and/or attack than others, but they're ALL competition.

Why operate in such a manner when the industry keeps telling you that competition is a thing of the past? Because it makes your radio station better. I can't think of what a PD would possibly fill his day with without competition as a driving factor. One exercise I became familiar with at a recent New World Communications Seminar is called "Radio Wars." We did it with the assumption that a few of the stations in the chain would soon have some competition. Whether that's the case in your individual situation or not, it's still a great exercise. Get your staff together, and form 5 or 6 teams. Each team is to come up with a "pretend" radio

station to attack the one real one. Write down the attributes of each station, (including the real one), AND what each team perceives as attackable weaknesses on yours. Don't let the "pretend" stations get too far out there. The concept is to make them as realistic as possible.

Why is this a good exercise? Because you'll find areas of weakness on your station that can and should be corrected- regardless of whether the competition is real, or simply pretend. It helps you identify your station's vulnerabilities. Once you've done that, you use the same teams that were attacking your station, as "fix-up" teams. Develop a plan of execution, and give each team a role to play in the repair. You'll be amazed at how many weaknesses you can find, and how eager your staff will be to help correct them.

I guess until we get some real competition again in this business, we'll have to pretend we have some just to stay on our toes.

Dave Ferguson is a freelance voice-over artist based at WPGC in Washington DC. His clients include; WPGC, THE BOX, 102JAMZ and KSFM. He works closely with New World Communications President Jerry Clifton on imaging for Clifton consulted stations. If you would like a demo, or would like to offer comments or suggestions regarding this column, call(301) 870-0090



**MARK
SHANDS**
THE FCC INSPECTOR

IS IN THE LOBBY!

Most of us go through our broadcast career without ever seeing a Federal Communications Commission inspector in our control room. But some of us aren't so lucky.

Trane, a DJ at WAPE in Jacksonville, Florida has been in radio for 20 years. He had never seen an FCC inspector until about six years ago. "Suddenly I got word that these guys were in the lobby flashing their badges. After realizing it was not a joke... I started freaking!" The FCC guys just asked Trane questions like "what do you do if this meter reads too high?." The correct answer, according to Trane, was "I notify the engineer." Trane says, "I'm the only person in radio I know who's ever been visited by them."

Lee Cameron was at The Edge in Las Vegas in 1992 when he got his FCC visit. "Luckily, we had a Public Affairs Director who took the public file very seriously, so we had no problem there. The inspector checked the logs of course, the logs I was keeping at the time! They had me read the

meters and perform an EBS test, and the inspector was suitably impressed. He was very nice.

News Director Kathy Whyte of WAAL's Dawn Patrol in Binghamton, New York says, "I must be really unlucky. I've been through *three* FCC inspections! As News Director, my main concern was the public file which has never been criticized in an inspection. Our AM transmitter always seems to be of greatest FCC interest."

Kathy says, "At one station I used to work at, the General Manager got so nervous when he heard the inspector was there that he tripped over a chair and almost fell on his management asset while being introduced to the inspector. After the GM beat a hasty retreat, the inspector turned to the Chief Engineer and they both started laughing. The inspector asked if maybe he should re-do his inspection since the GM seemed a little nervous! Of course he was kidding!"

Gene McArtor has been through two inspections; in El Paso in 1975 and in 1980 at KINT AM-FM. "It was the same guy both times. He was only interested in the AM. In that market we always had advance notice when they were around because the FCC guy was friends with one of the radio Chief Engineers in town. They would always have dinner the night before the inspections started and word would get spread"

Rick of 103X in Greenville, SC was at WRUF-FM in Gainesville, Florida in 1990 and got his FCC inspection. "It wasn't too bad. They checked the tower site to make sure the colors on the tower were fine (whew!), and then looked over some old logs, then came in the studio and asked me how to transmit an EBS test, how to raise and lower power, and how to take the station on and off the air. They wanted to know where the engineers phone numbers were posted and *where my license was!*"

Beth Hannan has a good story. "When I was the assistant PD at K106 in Beaumont, Texas we had the FCC pay us a visit. The man they sent out was very nice, but thorough.. he went through every log, and had the jock on the air do an EBS test and read the meters for him. We got a verbal warning because one of the jocks had forgotten to sign off a log the night before. The inspector also checked that everyone's license was posted. Yes, the FCC can and does drop in, and one more thing, it scared the shit out of us, but we did OK anyway!"

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.

ROD STEWART

"Leave Virginia Alone"

39* - 34* Mainstream Monitor • 12* - 10* Top40 Mainstream



More Than 33,000 Sold This Week

STRESS - HEAVY

More Than 2500 Total BDS Detections



SPINS:

Q106	41x	B97	23x	WRQX	15x	Y100	10x
PROFM	40x	WTIC-FM	22x	WZJM	14x	WXKS	6x
Q102	32x	KPLZ	22x	MIX96	14x	Z100	5x
WPLJ	24x	B94	19x	WKBQ	11x		
KISN	24x	WNCI	19x	STAR94	11x		



MADONNA

"Human Nature"

36* - 26* Rhythm Crossover Monitor

ADDS This Week Include: WFLZ, WZPL, WHHH, HOT97.7

ROTATION:

KUBE	42x	WZJM	30x	WKBQ	11x	WVSR	33x
KKFR	42x	KRBE	28x	WXXL	10x	WNTQ	20x
KZHT	40x	WIOQ	25x	WNVZ	10x	KPRR	33x
POWER96	39x	KYLD	25x	Q106	10x	KKXX	39x
KMXV	39x	KMEL	13x	Z100	6x	KDON	54x
WWKX	34x	WKSS	12x	WZYP	23x	KZZU	40x

Already Top 10 Phones Nation Wide Including:

WIOQ #9x, POWER96 #4x, KUBE Top10, WKBQ #4x,
 KDON #1x, WYCR #10x, WAIA #3x, WGTZ #7x



THE Conclave

**FOR 20 YEARS, STILL THE INDUSTRY'S
PREMIER LEARNING CONFERENCE**



THE GREAT REUNION!

MINNEAPOLIS, JULY 13-16, 1995!!

The Marriott City Center Hotel is sold out. Other Conclave hotels-
The Crown Plaza (2 blocks away), call 612-338-2288
The Bloomington Marriott (20 minutes away), call 612-854-7441

1995 UPPER MIDWEST COMMUNICATIONS CONCLAVE/GOLF TOURNEY

JULY 13-16 MINNEAPOLIS MARRIOTT CITY CENTER HOTEL

REGISTRATION FEE \$175 (before July 1st - \$150!) For multiple registrations, copy this form

EDUCATOR/ STUDENT/ FREE AGENT (Unemployed): \$75

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SEND TO: THE CONCLAVE, 4517 MINNETONKA BLVD, #104, MINNEAPOLIS, MN 55416

THURSDAY July 13

Doug Lee Memorial Golf Tourney (Shotgun start at 10AM); A Walking Tour of Minneapolis Radio; Aircheck Clinic - All formats, bring a 3 minute aircheck; The Promotion ThinkTank with **Paige Neinaber**; Ballads & Blues, The Power of Music in Advertising featuring **Windham Hill** Artist **Jim Brickman**; How to Survive and Thrive in Small Market Radio

10:30PM - Trades & Publications Suites

FRIDAY July 14

KEYNOTE I - **DENNIS GREEN**

Head Coach of the Minnesota Vikings!

The Minnesota Picnic presented by **A&M Records**, featuring **Jann Arden**! Understanding the New Arbitron/ **Pierre Bouvard**; Format Breakouts / Country, Adult Rock-A³, NAC, Top 40, Jazz; Technology & The Auditorium Test with **Steve Rivers**; The Impact of the Information Explosion with **Mark Durenberger**; Understanding Harassment in the Industry Workplace/ **Susan Strauss**; Radio Wars conducted by **Critical Mass Media**; The Record Label Marketing Meeting/How & Why Music is Released with **Bob Catania & Friends**

10:30PM - THE GREAT REUNION

A cocktail gathering of friends from the past 20 Conclaves, featuring special performances!

SATURDAY July 15

KEYNOTE II - **STAN FREBERG**

Humorist, Advertising legend, and recording artist!

Awards Banquet Presented by **Big Beat/Tag Records**, featuring the **Bottle Rockets**! Time Management For PDs with **Alex DeMers**; Format Breakouts/ Country, Adult Contemporary, Album, Modern Rock, Oldies; Transitions with invited resource professionals - **Brian Burns, Todd Cavanah, Greg Strassel, Dene Hallam, Lorrin Palagi, Steve Perun, Dave Shakes, Michael St. John, Pat Paxton, Chuck Knight, Bill Richards, Bob Hamilton** and more! Talk Radio-No Longer an Ice Cream Social with **The Fabulous Sports Babe & Friends**; Put the "Pro" Back Into Production with **David Christian**; Women In Charge with an all-star line-up.

6:30PM - THE BOWLING PARTY

SUNDAY July 16

The Getaway Brunch

* This agenda is subject to change without notice

** The Conclave is a non-profit educational organization and portions of its fees, sponsorships, and contributions may be considered tax deductible. Contact the Conclave for further information.

*** Save on Conclave travel! Call Advent Travel at 800-426-8585 to save at least 5% off American and Northwest Airlines lowest published fares, and learn how to win a free RT ticket at the Conclave!

**** Conclave registrations & admissions to Conclave events are non-transferable. Refunds must be requested in writing and will be issued after the completion of Conclave '95, less a \$50 administrative fee if a cancellation is received by July 7th. After that date, registration fees will be non-refundable. A \$20 charge will be assessed for returned checks.

The Conclave thanks all the sponsors who have committed to making The Great Reunion the best ever. The following is a partial list: Album Network, Critical Mass Media, Fahrenheit Records, Halper & Associates, Levitation Entertainment, MJI Broadcasting, National Alternative Network, Network 40, Premiere Radio Network, Radio's Best Friend-Art Vuolo.

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"I WANNA B WITH U"

"Happy happy, joy joy, uptempo, fun summertime record!"

TINA SIMONET, MD, WKSS/Hartford

"A hot fun-in-the-summertime kind of song!! Put it on!"

KEITH CURRY, MD, WSNX/Grand Rapids



JIM CERONE

PD, WZPL, Indianapolis

GIVE US KIND OF AN OVERVIEW OF YOUR CAREER. HOW DID YOU GET STARTED AND HOW DID YOU END UP PROGRAMMING IN INDIANAPOLIS?

In high school a friend and I tried out for the basketball team. I made the team and he didn't. He still wanted to be involved somehow and he started broadcasting the games for the high school radio station. So I went in there and started hanging around and tried out for a show and got it. So I really got bit in high school with my high school radio station and that's really where I developed a love for radio and I've been doing it ever since. I did radio in college at a small school where I could get a lot of air time.

WHERE DID YOU GO TO COLLEGE?

Depauw University. It's a small school in Green Castle, IN and had a real good radio program, a good Communication program. From there I went to do weekend overnights in Bloomington and slowly worked my way up there. I've never really been interested in moving around the country to forward my career. I'm more interested in working my way up, paying my dues and staying with a good company.

HOW DID YOU GO FROM BLOOMINGTON TO WZPL? HOW DID THAT TRANSITION HAPPEN?

I had met Don London and Garrett Michaels a number of times and kept in touch with them. My situation in Bloomington kind of turned for the worse and Don London had an overnight opening so I went from being Program Director in Bloomington to doing overnights for Don London at WZPL. It was a chance to get involved with a real heritage radio station that was owned by a good company and I was willing again to pay my dues and learn a lot from the people there at WZPL.

YOU OFTEN FIND A MIXED BAG WHEN IT COMES TO RADIO PROFESSIONALS AND EDUCATION. SOME GUYS GO TO COLLEGE WHILE OTHERS PREFER TO GET STARTED AS EARLY AS POSSIBLE. HOW IN YOUR MIND HAS YOUR EDUCATION PLAYED A ROLE IN NOT ONLY YOUR DEVELOPMENT IN RADIO, BUT IN THE DEVELOPMENT OF YOUR CAREER AS A WHOLE?

I think it's important to be a well-

rounded person in radio. So you should have experience in a lot of different subjects, but mostly I think you want something you can fall back on if radio ever falls apart for you.

SO I TAKE IT YOU WEREN'T A COMMUNICATIONS MAJOR, OR WERE YOU?

Yes, I was a Communications major and also took a lot of English, computers, history. I tried to get a well-rounded background, but I think just having that piece of paper that says you graduated college is important because if you ever need it down the road, you'll have it.

YOU'VE ONLY WORKED AT A COUPLE OF RADIO STATIONS?

Right.

HOW DID THE OPPORTUNITY TO PROGRAM 'ZPL COME ABOUT? WAS IT RIGHT AFTER DON LONDON LEFT?

Actually, Don left WZPL and Gary Hoffman was installed as Program Director. I was named his Assistant PD and I watched and learned and then we were bought by a new company called My Star Communications, March 1, 1994. And at that time they kind of interviewed

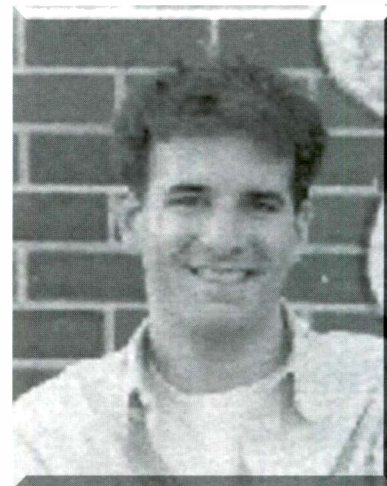
sales people who try to go around the back door. Clients who want more for their money, "added value." They're always trying to get the most out of it. And I think you face those things no matter what station you're at. It's how you deal with those things that's the key. You have to protect the radio station at all costs, but also understand that your salary comes from selling airtime on the radio station. So you learn to make compromises but still retain what's best for the station.

HOW WOULD YOU DESCRIBE WZPL? YOU'RE A HIT MUSIC RADIO STATION, BUT WHAT SORT OF TEXTURE, FLAVOR AND COLOR IS 'ZPL?

We're a fun, uptempo, contemporary radio station that caters to the target 18-34 female.

I NOTICED YOU DIDN'T SAY 25-54 OR 18-44 OR 25-49. YOU VERY SPECIFICALLY SAID 18-34. DO YOU EVER GET INTO THESE DISCUSSIONS WITH MANAGEMENT THAT YOU DON'T HAVE ENOUGH 25-54'S OR IF THAT'S A DESIRABLE GOAL BEYOND THE 18-34?

Everyone at the radio station understands that our target audience is 18-34 females. We have to be a very



There are certain records that don't fit the sound of the radio station during the day. Harder edged records, rap records that simply aren't appropriate for the listening audience earlier in the day.

HOW IS THE MOVE THE LAST FEW YEARS OR THE CURRENT VOGUE OF ALTERNATIVE MUSIC AND ALTERNATIVE RECORDS AND ALTERNATIVE ACTS - HOW HAS THAT AFFECTED THE WAY THAT YOU LOOK AT THE RADIO STATION AND THE TYPE OF RECORDS THAT YOU PUT ON THERE?

We have always tried to maintain a Mainstream presence and be sure that the radio station is balanced at all times. So we've never really leaned one way or another or jumped on the bandwagon of Alternative music. Alternative is a flavor, rap is a flavor, but meat and potatoes is what makes up your playlist.

SO WHO ARE THE MEAT AND POTATOES OF YOUR PLAYLISTS? WHO ARE THE ARTISTS RIGHT NOW THAT YOU WOULD CONSIDER ESSENTIAL TO YOUR PLAYLIST?

Janet Jackson, Green Day, TLC and Boyz II Men.

LET'S TALK A LITTLE ABOUT YOUR AIR STAFF. YOU DO MORNINGS. THAT'S AN INTERESTING CHALLENGE FOR ANY PROGRAM DIRECTOR. HOW DID YOU GET INTO BEING A MORNING HOST IN THE FIRST PLACE?

The morning show at WZPL has been through a lot of transitions in the past few years and the company felt that I was the best choice to complement the other people involved

...Continued On Page 26

"I think that the way to be a great radio station is to concentrate on one target demographic, because unlike television, we're not super mass appeal anymore."

everybody. They explained they would keep most of the staff, but everyone had to interview for positions. I was interviewed and asked questions about programming and at that time they decided that they were comfortable making me the new Program Director.

HAVING BEEN A PD FOR THE SECOND TIME, HAVING DONE IT BEFORE, WHAT EXPERIENCE DID YOU BRING WITH YOU FROM YOUR EXPERIENCE PROGRAMMING IN BLOOMINGTON, AND WHAT THINGS WERE NEW TO YOU?

I think one thing I've learned is that radio is radio no matter where you go. There are challenges between programming and sales. There are

specifically focused radio station and get all demographics on the other side. I think that the way to be a great radio station is to concentrate on one target demographic, because unlike television, we're not super mass appeal anymore. We were at one time but that's not the case any longer.

OBVIOUSLY TELEVISION ALSO BLOCK PROGRAMS. THEY MIGHT HAVE ONE SHOW ON AT ONE HOUR THAT'S YOUTH-ORIENTED AND THEN ANOTHER SHOW ON THREE HOURS LATER THAT'S MORE ADULT-ORIENTED. RADIO HAS TO PRETTY MUCH BE THE SAME THING ALL THE TIME. DO YOU DAYPART A LOT AT THE STATION?

Smooth mind blowin'

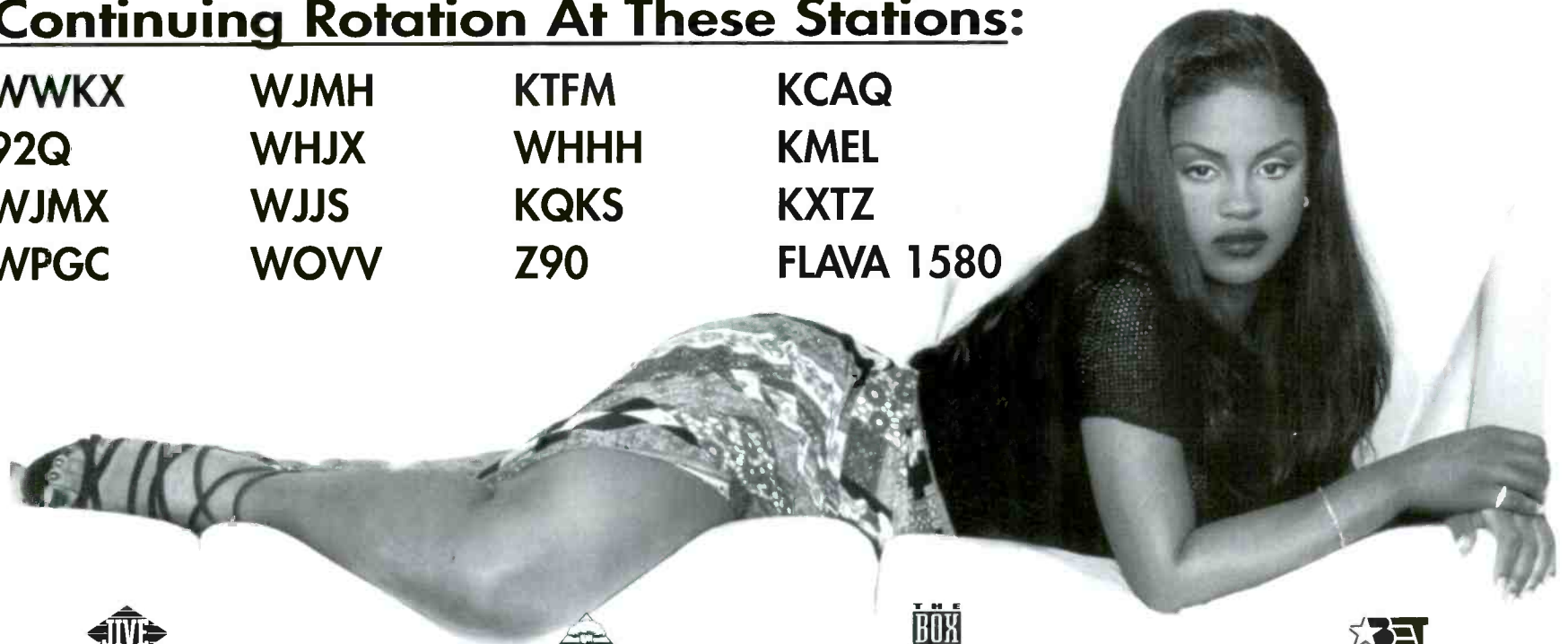
• New Adds This Week: **HOT97, KLUC, & KPRR**

• SoundScan Singles Sales *56

• Billboard **HOT 100** Singles Chart: *88 to 76*

Continuing Rotation At These Stations:

WWKX	WJMH	KTFM	KCAQ
92Q	WHJX	WHHH	KMEL
WJMX	WJJS	KQKS	KXTZ
WPGC	WOVV	Z90	FLAVA 1580



E-40

"Sprinkle Me"



• Added This Week At: 92Q, HOT97.7, FM102, WOCQ

• Billboard **HOT 100** Singles Chart: *72 to 57*

• SoundScan Singles Sales 64* to 41*

• From The **GOLD** Jive Debut Album "In A Major Way"

Incredible Increasing Rotations Of These Stations:

WPGC	26x	WJMH	54x	WHHH	10x	KYLD	66x
FLAVA 1580	32x	KBXX	67x	KMEL	31x	KWIN	18x



...Continued From Page 24

so I was installed in the morning show. Our morning show has to be defined around roles. I'm not an incredibly funny personality. I'm the straight man of the morning show.

BUT YOU OBVIOUSLY FACILITATE THE ACTIVITY ON THE STATION. TELL US ABOUT YOUR MORNING PARTNERS.

We have a very well-rounded morning show and we each take our roles. We have Carlos Diaz, who is a stunt boy, a 24-year old bachelor who really lives the lifestyle. He's outrageous. We have Julie Patterson, who is the co-host and also does news. She's married with two children so she brings a different dimension to the show. She's also very funny and creative in her own right. And I'm kind of the in between. I'm married, no children and I'm kind of the straight man who occasionally comes up with a funny line, but it really works on the air. The secret of a morning show is chemistry, and we really feel like the three of us together have a chemistry. We work well with phones. We have the ability to do a lot of live morning show stunts, so I think we bring something unique and again, something that's really targeted 18-34 year-old females, a morning show that they can enjoy and feel a part of.

LET'S GET INTO THE REST OF THE DAY. NOW YOU GET OFF THE AIR AT 9 OR 10?

10 a.m.

AND WE CAN PROBABLY MAKE SOME BROAD ASSUMPTIONS ABOUT MIDDAYS ON A TOP40 RADIO STATION. I'M ASSUMING YOU DO SOME DAYPARTING IN MIDDAYS. THERE'S SOME RECORDS THAT MAYBE AREN'T EVEN PLAYED IN MORNINGS OR THAT MIGHT BE PLAYED MORNINGS THAT AREN'T PLAYED IN MIDDAYS?

Somewhat. 10-2 is Mark Vanness, who has been with the station since April. We stole him from KIX106 in Providence. Mark has a great voice, is very talented, creative and a real personality. A very valuable addition to the staff and somebody who is going to be a big star.

DO YOU DO A LOT WITH FEATURES IN MIDDAYS DESIGNED AROUND IN-OFFICE LISTENING AND THOSE KIND OF THINGS?

We do a little bit. We do a free lunch where we give away lunch with a different kind of question every day, and we're thinking about other ways to utilize middays to try to continue to grow the in-office listening. We have fax contests, free lunch for an entire

office with a limousine ride, an all-request lunch. There are a lot of different features that can be utilized in middays and we're trying to evaluate which ones would be the most effective for our station.

AND OBVIOUSLY PLAYING HIT MUSIC DOESN'T HURT?

Oh yeah, lots of music.

WHO'S YOUR AFTERNOON DRIVE PERSON?

Her name is Kelly McKay. She's been with the station since April and we stole her from WFLZ in Tampa. Tremendous voice, great confidence on the air, brief but at the same time funny, cutting edge, so we're very pleased that Kelly is a part of our staff.

AND HAVING A WOMAN IN AFTERNOON DRIVE IS BECOMING MORE AND MORE OF A TREND. IT DOESN'T SEEM TO BE SO SORT OF TABU ANYMORE. THE OLD STEREOTYPES AND FALSE ASSUMPTIONS HAVE BEEN TOSSED OUT. IS THAT A PART OF YOUR PROGRAMMING PHILOSOPHY?

We're trying to break the mold in a lot of ways and forget about what radio was and break ground and make radio what it should be in 1995. And that means leaving behind all the stereotypes and all the history and

GOT A LOT OF RADIO BEHIND THEM AND IT SOUNDS LIKE A LOT OF RADIO IN THEIR BLOOD.

What's great about our staff is that they have a real passion for our radio station. They really, truly care about it. They love their jobs, love coming into work everyday and they're always trying to make the radio station better. They're not afraid of hard work. They don't ask, "When are we done." They ask, "What else do we need to do?" They're very interested in winning, they know the station has a great potential and they're ready to do whatever it takes to win. So I must say thank you to our entire airstaff, Adam Ritz, Kerry Fowler, Christine Alexander, Pam Broad, Cramer, Doc Martin, Don Payne, Lisa Ryan, and Jim Thomas. I also need to thank our tremendous promotion staff, Erin Keesee, Eddie Hazel and Kirk Medland.

WHEN PEOPLE THINK OF INDIANAPOLIS, THEY MAY GET SOME CONFLICTING IMAGES IN THEIR MINDS. IT'S AT THE CENTER OF AMERICA'S FARM BELT, YET IT IS HOST TO ONE OF THE MOST PRESTIGIOUS EVENTS IN ALL OF SPORTS, THE INDY 500. AND EVERYBODY THERE SEEMS BASKETBALL CRAZY. TELL US ABOUT THE COMMUNITY, AND THE THINGS YOU DO TO BE INVOLVED IN

radio's strong point. If the Indiana Pacers win a game we can be there an hour later at the airport when they come home and have them on the air and capture that excitement.

THE SAME IS TRUE AT THE INDY 500. DO YOU HAVE A SPECIFIC LEVEL OF INVOLVEMENT EACH YEAR, OR DOES IT CHANGE?

WZPL has always carried the Indianapolis 500 race live in stereo, which is unique to our market to stop-down and carry a race, but that's the big event for Indianapolis that day.

WHAT DOES RACING SOUND LIKE IN STEREO?

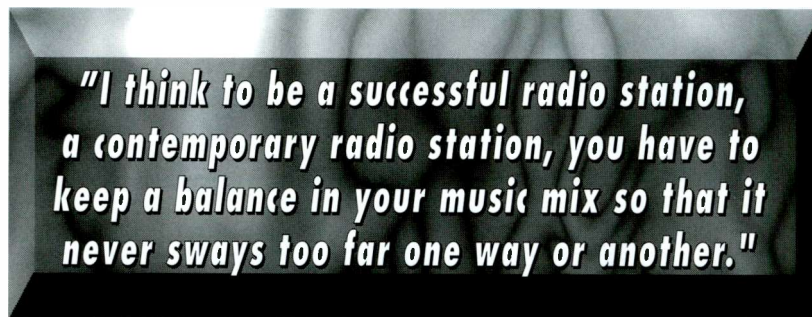
You can actually hear the cars going from left to right. We always tell people to bring their headphones to the race so that they can see through the radio what happened at turn four when they're sitting in turn two and hear all the excitement in full, rich sound.

THAT'S GOT TO BE AN INTERESTING TECHNICAL TASK TO SET THAT UP.

Yes, it is. And throughout the month of May that's really what is going on in our city, but instead of capturing it from a technical side and how fast the cars are going and how the engines work, we talk about the lifestyle aspect of the race. What are you bringing in your cooler that day? How do you protect yourself from getting sunburned? We did a big campaign. One of the catch phrases around the speedway has been, Show us your (blank)? (A word that rhymes with hits)! And we adapted that and did a campaign called Show Us Your Hits, where we put out our brand new window sticker and we stopped people and asked them to show us their hits and when they did we gave them up to \$1,000. So that's how we capture the races, from the lifestyle aspect, from the fun of it, in a way that interests an 18-34 female audience.

AS WE WRAP THIS UP, WHAT DO YOU SEE NEXT ON YOUR CAREER HORIZON? ARE THERE ANY PLACES YOU'D LIKE TO SEE YOURSELF IN THE NEXT THREE TO FIVE YEARS?

Well, I'm not in any great rush. My wife works here in Indianapolis, we've bought a home and really enjoy the city. I'm originally from Chicago area and I would love to do an air shift back in my hometown. Beyond that we'll just really see what happens. You can't predict much in this business so you take it as it comes. Work hard and always keep some money in the bank.



making a radio station that's contemporary and that fits 1995.

LET'S TALK ABOUT YOUR NIGHT SHOW.

Our night guy is Rob Blair, who is also the Music Director. He does a feature called "The Hot 9 At 9," a staple for WZPL and is the highest rated part of the radio station. Rob is tremendous. He is great with phones. Very funny, very spontaneous, very much in the target demographic. Rob is 20 years old. He's been doing radio all his life and really understands what it takes to do an entertaining, up tempo night show.

THE ONE THING THAT I'VE HEARD OVER AND OVER AS WE'VE BRIEFLY TALKED ABOUT YOUR AIRSTAFF IS THAT YOU'VE GOT A LOT OF PEOPLE IN VARYING AGE RANGES, BUT THEY'VE ALL

INDIANAPOLIS.

Indianapolis is one of the fastest growing cities in the country. It's headquarters to a lot of corporate headquarters. It's also home to a lot of blue collar factories. So there's an interesting mix of classes here. And it's tricky to program that mix. It's changing and we have to keep up with that change. I think to be a successful radio station, a contemporary radio station, you have to keep a balance in your music mix so that it never sways too far one way or another. There's a great temptation to do that and jump on the bandwagon, but I think the key is to play the hits, play them a lot, and around that have a lot of personality, fun and really capitalize on events in your community. A few Top40 stations and radio in general has the advantage of being able to act immediately and be there when something happens. Television can do that to some extent, but that's really

HITMAKERS Faces & Places



Blessid Union Of Souls in Rochester. Pictured (back row, l-r): **Magic Man**, WPXY, **Eliot Sloan**, **Eddie Hedges**, and **Tony Clark** of B.U.O.S.; **J.T. Rice**, MD, WPXY; **Clark Ingram**, PD, WPXY; and **C.P. Roth**, B.U.O.S. Front row: WPXY AM Host **Spizzano**; **Jeff Pence**, B.U.O.S.; **Sean Lynch**, EMI Records; **Jojo**, AMD, WPXY; and **Jocelyn Taub**, EMI Records.



Pictured (l-r): All-4-One's **Jamie Jones** and **Delicious**; **Mark Todd**, PD, KRQ/Tucson; **Alfred Navarez**; **Tony Borowiak**; and Atlantic Records National Director Pop Promotion **Monte Lipman**.



RCA recording artists ZZ Top played host to Rock & Roll Hall of Fame and Museum Chief Curator **Jim Henke** as they jointly planned the group's exhibit for the museum. Pictured (l-r): **Dusty Hill**, ZZ Top; **Jim Henke**; **Frank Beard**; and **Billy F. Gibbons**, ZZ Top.



Novus/RCA Records artist **John Pizzarelli** (left) formed a new trio after a recent appearance on the "Tonight Show with Jay Leno." **Leno** (center) and **Billy Crystal** (right) both dug Pizzarelli's hot version of "Route 66." Crystal, a big fan of Pizzarelli's, had John record some music for his recent movie release, "Forget Paris."



After a blistering show at Varsity Arena, the staff of MCA Records Canada presented the members of Geffen recording act **White Zombie** with Gold awards (representing sales in excess of 50,000 units) for their latest album **ASTRO-CREEP: 2000 SONGS OF LOVE, DESTRUCTION AND OTHER SYNTHETIC DELUSIONS OF THE ELECTRIC HEAD**. Pictured (l-r): **Sarah Norris**, Dir., Geffen Mktg.; Ontario Branch Mktg. Rep. **Pete Watson**, bandmember **Sean Yseult**; Mgr., Nat'l. Promotion **Paul Eastwood**, bandmember **John Tempesta**; Ontario Branch Mktg. Rep. **Liz Doyle**; bandmember **J.**, Publicity Co-Ordinator **Cori Ferguson**; Director, A&R **Brian Hetherman**; and bandmember **Rob Zombie**.



Eastwest/EEG recording artists **Baby Chaos** recently showcased at New York City's CBGB's in support of their debut album, **SEX, DESIGNER DRUGS & THE DEATH OF ROCK & ROLL**. Pictured (l-r): **Lauren Spencer**, Sr. Dir., Video Promo, Elektra Entertainment Group; **Clarence Barnes**, Dir., Pop Promo, EEG; **Paul Brown**, VP/Rock Promo., EEG; **Joel Klaiman**, Sr. Nat'l. Dir., Alternative Promo., EEG; **Davy Greenwood**, **Baby Chaos**; **Matt Pollack**, VP, Alternative Promo., EEG; **Chris Gordon**, **Grant McFarlane**, and **Bobby Dunn**, **Baby Chaos**; **Greg Thompson**, Sr. VP, Promo., EEG; and **Mark Snider**, Local Promo. Mgr., EEG.



MACK 10

BET
Giving You A Choice
Rap City
Heavy #8

"FOE LIFE"

Added at WILD107!

Already Spinning:

PWR106 34x #11 Sales

Z90
XHTZ

KCAQ
KBXX

KMEL

JAMZ

KYLD

Huge Sales:

Dallas #6

Phoenix #7

Tucson #10
Las Vegas #25

Flint #18
St. Louis #33

Baton Rouge #18
Detroit #35

Dayton #19

THE BOX
MUSIC TELEVISION
YOU CONTROL
Top 20

PRIORITY
10 YEAR ANNIVERSARY

Album 5,100 pieces sold (not even out yet!) Single sold 7,306!



Reazar's Records

• Congratulations to **Charlie Maxx**, the new PD of **KZFM**. **Charlie** joins the elite club of 6 women who hold the position of Program Director at Top 40/Rhythm stations. Look for **Charlie** to be on the Hitmakers cover

soon!!!

- ???? is the **Doctor** making a permanent house call to the **desert**???
- **KUBE 93/Seattle** made HIStory June 20 when it transformed into MJ93 and played nothing but the new music and old hits by the King of Pop for a full 24 hours. **Michael's** album "HIStory" went on sale at Midnight and is blowin' out of the stores in LA.
- My home dog, **Jamie Hyatt**, formerly of **KDON, KIKI, KOY, KMXV** and **KTFM**, looks like he's signed, sealed and delivered as the new PD of **KQKQ/Honolulu**.
- Props to **Bob Hamilton** and **Michael Martin** as **WILD107** goes 3.5 to 3.7 12+ and becomes #1 in teens with a 20.2 and 5.6 to 6.2 in 18-34 year olds in the latest Arbitrends. As of July 17 the Spring Arbitron numbers will be rollin' out!
- **Supersnake** is the interim PD at **KKFR** as **Rick Stacey** exits.

JOB OPENINGS

- **KKFR/Phoenix**, PD position.
- **Hot 97.7/San Jose**, morning show, MD and night person.
- **KSFM/Sacramento**, female with morning show flava and able to do news.
- **KXTZ/Las Vegas**, afternoon drive.
- **WJJS/Roanoke**, night slammer and MD.
- **WOVV/West Palm Beach**, MD and night jock, production director and mid-days, morning show side kick.

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

- Props to **Jack Satter**, **Ken Lane** and **Marco Navara** and the entire Jive promo team as **E-40** "Sprinkle Me" goes on **FM102**, **Hot97.7** and **92Q**. **SMOOTH** "Mind Blowin'" picked up the big one - **Hot97/New York**.
- **VANESSA WILLIAMS** "Colors Of The Wind" (Hollywood). I took my family to the premiere in L.A. - a full house and everyone loved it! Look for the soundtrack to go #1 as the movie opens nationwide this weekend. The soundtrack has sold over 150,000 this week alone and went 3-2 in Soundscan this week.
- **AFTER 7** "Til You Do Me Right" (Virgin) on 15 major stations and just starting to kick. **SHAGGY** "Boombastic" - still hot - sold over 30,000 units this week and moves up the Soundtrack chart from 16-11. Still #1 at **KBXX/Houston** for the eighth week in a row. **LUNIZ** "I Got 5 On It" (Virgin) went 35-31 on Soundscan with over 15,000 sold. If you can't handle the version out there ask your Virgin rep for the clean version, called the Weedless Mix.
- **Lyor Cohen** and the Def Jam crew have their fourth monster this year; first came **MONTELL JORDAN**, **METHOD MAN** and **MOKENSTEF**, and now **DOVE SHACK** hits with "Summertime In The LBC" (Ral/Def Jam). This is the bomb - check it out.

THE MOST ADDED RHYTHM RECORDS THIS WEEK ARE:

- **SELENA** "I Could Fall In Love" (EMI/Latin)
- **FAITH** "You Used To Love Me" (Arista).
- **BUCKETHEADS** "The Bomb" (These Sounds Fall Into My Mind) (Big Beat/Atlantic).
- **INTONATION** "Died In Your Arms" (Metropolitan)
- **NAUGHTY BY NATURE** "Feel Me Flow" (Tommy Boy).
- **NOTORIOUS B.I.G.** "One More Chance" (Bad Boy/Arista).
- **SHAGGY** "Boombastic" (Virgin).
- **2PAC** "So Many Tears" (Interscope).
- **XSCAPE** "Feels So Good" (SoSo Def/Columbia).
- **AFTER 7** "Til' You Do Me Right" (Virgin).
- **E-40** "Sprinkle Me" (Sick Wid' It/Jive).
- **MADONNA** "Human Nature" (Maverick/Sire/WB).
- **SMOOTH** "Mind Blowin'" (Jive).
- **BROWNSTONE** "I Can't Tell You Why" (Epic) - definitely will be

the biggest **BROWNSTONE** hit yet! Over 50 stations on in the first 2 weeks. **THE EAGLES** are eating their hearts out!

- **XSCAPE** "Feels So Good" (Columbia) added this week at **KS104**, **KTFM**, **KBFM**, **WJMH**. Strong single sales and a great video hit!!! #40 in Soundscan with over 11,000 units sold its first week.
- **Jerry Blair**, **Charlie Walk** and **Bruce Reiner** have a secret weapon that is exploding on the Latin tip leaning stations - **C&C MUSIC FACTORY'S** "Boriqua Anthem" from the album 'Anything Goes' (Columbia). Here's who's on it: **Hot97.7**, **WILD107**, **Power106**, **KSFM**, **KGGI** and **KTFM**.
- **THE BLOODHOUND GANG** "Mama Say" (Uncerdog/Columbia) success story continues with two new adds this week, **I-94** and **WIMX**. On it are **KUBE**, **KLUC**, **WFLZ** and **WZJM**.
- **Nancy Levin** at Priority is on fire with **MACK 10** "Foe Life" which went right on **Power106** and added at **WILD107** and **KKBT** this week. It's also #2 requested at **The Box**.
- Big buzz out of **KTFM/San Antonio**: **JOEL MAE** "Promise Me Your Heart."
- **Peter Napoliello** of EMI tips me to a jam blow n' up on **Urban**: **D'ANGELO** "Brown Sugar" on EMI. On it are **WPGC** and **WJMH** and spiking it is **KBXX**. Definitely a groove jam. Put it on the one's and two's and you'll find out!!
- **LA BOUCHE** "Fallin' In Love" (Logic/BMG) - kickin' butt on **The Box**. On at **WWKX**, **KZFM**, **KCAQ**, **KIKI**, **WJJS**, **WPOW**, **KKSS** and **KZHT**.
- **MAX-A-MILLION** "Take Your Time" (Do It Right) (S.O.S./ZOO) on at **Z90**, **WHJX**, **WJJS**, **WOVV**, **B96**, **WHHH**, **KZHT**, **KZFM**, **KPRR**, **KBXX**, **KTFM**, **KHTN**, **KCAQ**, **WOCQ**, **WWKX** and added at **B95** this week.

NEW JAMZ TO WATCH FOR:

- MIRANDA** "Dirty Looks" (Sunshine)
- BONE, THUGS 'N HARMONY** "1st Of Tha Month" (Ruthless/Relativity).
- AZ** "Sugar Hill" with **Miss Jones** (EMI)
- PRINCE MARKIE DEE** "Crunch Time" (Soul Convention/Motown)
- GILLETE** "You're A Dog" (Zoo)
- ICE CUBE** "Friday" (Priority)
- PRINCE & NEW POWER GENERATION** "The Good Life" (NPG/WB)

See Ya,

By "Reazar" Rick

Most Disc-overed for this issue

1. **SELENA** I Could Fall In Love (EMI RECORDS)
2. **MICHAEL JACKSON** You Are Not Alone (MJJ/EPIC)
3. **AFTER 7** 'Til You Do Me Right (VIRGIN)
4. **LUNIZ** I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN)
5. **NAUGHTY BY NATURE** Feel Me Flow (TOMMY BOY)
6. **BONE, THUGS 'N HARMONY** 1st Of Tha Month (RELATIVITY)
7. **INTONATION** Died In Your Arms (SO SO/DEFJAM)
8. **MOKENSTEF** He's Mine (OUTBURST/DEF JAM)
9. **SMOOTH** Mind Blowin' (JIVE)
10. **VANESSA WILLIAMS** Colors Of The Wind (HOLLYWOOD)
11. **VYBE** Warm Summer Daze (ISLAND)
12. **C&C MUSIC FACTORY** Robi Rob's Boriqua Anthem (COLUMBIA)
13. **FAITH** You Used To Love Me (BAD BOY ENTERTAINMENT/ARISTA)
14. **JON B.** Pretty Girl (YAB YUM/550)
15. **THE NOTORIOUS B.I.G.** One More Chance (BAD BOY ENT/ARISTA)
16. **SHAGGY** Boombastic (VIRGIN)
17. **2PAC** So Many Tears (INTERSCOPE)
18. **XSCAPE** Feels So Good (SO SO/DEF JAM/COLUMBIA)
19. **AFTER 7** Til You Do Me Right (VIRGIN)
20. **E-40** Sprinkle Me (SICK WID' IT/JIVE))
21. **THE BUCKETHEADS** The Bomb (BIG BEAT/ATLANTIC)

JOEY ARBAGEY, MD, KMEL, San Francisco

CHRISTINE W. *One More Toy* (CHAMPION) - It's the boss mix. Props to Peter Napoliello for getting me this promptly.

DIVA CONVENTION f/Michelle Weeks *Give It Up* (RADIKAL) - This track is ovah!

BONE, THUGS 'N HARMONY *1st Of Tha Month* (RELATIVITY) - Straight from the streets.

MACK 10 *Foe Life* (PRIORITY) - Heavy mix show play on KMEL.

FAITH *You Used To Love Me* (BAD BOY ENTERTAINMENT/ARISTA) - 100% positive response on 'Pick To Click.'

GREG HEAD, MD, KBXX, Houston

BONE, THUGS 'N HARMONY *1st Of Tha Month* (RELATIVITY) - It's a complete smash. We started playing it Wednesday and it's already #1 in phones.

SELENA *I Could Fall In Love* (EMI RECORDS) - It's a pretty cool record. It's one we're going to do well with.

MOKENSTEF *He's Mine* (OUTBURST/DEF JAM) - I never did like this record, but it looks like it's a hit so I guess I'm going to have to play it.

CARMY FERRERI, PD, KGGI, Riverside

SELENA *I Could Fall In Love* (EMI RECORDS) - Sounds to me like a huge female record.

AFTER 7 *Til You Do Me Right* (VIRGIN) - I've always been a big fan of After 7.

VANESSA WILLIAMS *Colors Of The Wind* (HOLLYWOOD) - Beautiful record. Sounds like it could be another Beauty And The Beast.

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - It's got 'hit' written all over it to me.

SONIA JIMENEZ, APD, KGGI, Riverside

SELENA *I Could Fall In Love* (EMI RECORDS) - This definitely would have been the record to break her with English radio. I don't know why they compare her to somebody like Madonna when they could compare her to somebody classier.

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - The straight version. I like it, it's selling in the market.

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - What the hell, I guess I'll jump on the bandwagon too.

MASTA ACE *I.N.C. Ride* (DELICIOUS VINYL/CAPITOL) - Old school flavor for 99.1.

JAMES COLES, MD, KIKI, Honolulu

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - I love 'The Bomb.' Dub House edit is the best one.

KUT KLOSE *I Like It* (ELEKTRA) - Something simple, has all the right elements to be a hit.

DJ SMURF *Party People* (ICHIBAN) - Bass music at its best.

PATRA *Pull Up To The Bumper* (550 MUSIC/EPIC) - Should be a huge hit.

JOE DAWSON, PD, KIX106, Providence

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - Big time phones.

PATRA *Pull Up To The Bumper* (550 MUSIC/EPIC) - Great summertime song with a great hook. Got it on the air, already I'm getting calls.

LIL' SUZY *Now And Forever* (EMPRESS MUSIC/METROPOLITAN) - If you play any Freestyle at all, this is a song for you.

FAITH *You Used To Love Me* (BAD BOY ENTERTAINMENT/ARISTA) - This is gonna be big as well.

ROY JAYNES, PD, KKSS-FM, Albuquerque

MADONNA *Human Nature* (MAVERICK/SIRE/WARNER BROS.) - Sounds great on the radio.

SELENA *I Could Fall In Love* (EMI RECORDS) - Selena's blowing up here.

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Sounds like a record that could work in Albuquerque.

CAT THOMAS, MD, KLUC, Las Vegas

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - Doin' what they do best.

NIIU *There Will Never Be* (ARISTA) - The first record didn't get the right props - This one's going to go all the way.

SMOOTH *Mind Blowin'* (JIVE) - Good vibe on the record. Been testing for two weeks and this one's really in the pocket.

JOHN CANDELARIA, PD, KPRR, El Paso

SELENA *I Could Fall In Love* (EMI RECORDS) - A f**kin' smash. Going to be our #1 soon!

AL. A.D. *Riding Low* - The bomb that has broken off of the mix show.

OUTHERE BROS. *Boom Boom Boom* (STEALTH) - Good follow-up. Looks strong out of the mix show.

JOEI MAE *Promise Me Your Heart* (AFTER DARK/PRIORITY) - Instant phones. Looks like a winner.

MARK FEATHER, PD, KSIO4, Denver

SMOOTH *Mind Blowin'* (JIVE) - The rap-less edit made all the difference in the world.

U.N.V. *So In Love* (MAVERICK/WARNER BROS.) - Old news to a lot of people, just starting to take off here.

JANET JACKSON *One More Chance* (IMPORT) - Just an outstanding record from a core artist and we need those during the summertime.

AFTER 7 *Til You Do Me Right* (VIRGIN) - Babyface does it again.

RICK THOMAS, PD, KSFM, Sacramento

JON B. *Pretty Girl* (YAB YUM/550) - Another smash from his debut album.

BB SWING *Alright Y'all* (CLASSIFIED) - Kind of reminds you of Summertime by Jazzy Jeff. A Hip-Hop type of song and it's got Jocelyn Enriquez' singing on it.

SELENA *I Could Fall In Love* (EMI RECORDS) - Phenomenal #1 request since we put it on Thursday, been winning the 'Battle Of The Jams' every night.

MOKENSTEF *He's Mine* (OUTBURST/DEF JAM) - We haven't put it on yet, but it's got a nice little feel to it.

CHARLES CHAVEZ, MD, KTFM, San Antonio

VYBE *Warm Summer Daze* (ISLAND) - The big hit for the summer. Trust me on this.

SELENA *I Could Fall In Love* (EMI RECORDS) - The #1 record in San Antonio first day out.

REAL McCOY *Love & Devotion* (ARISTA) - This one is the next Real McCoy hit.

NO (ALLABY) *Who Came To Party* (JASPER STONE) - Blowin' up in the clubs and becoming a club anthem.

MIKE TIERNEY, PD, KUBE, Seattle

VANESSA WILLIAMS *Colors Of The Wind* (HOLLYWOOD) - It's a smash. Where the summer's at.

MICHAEL JACKSON *This Time Around* (MJJ/EPIC) - An uptempo smash. R. Kelly track, You Are Not Alone, is a smash, slow-tempo song. Both are great - it just depends which tempo you want.

JON B. *Pretty Girl* (YAB YUM/550) - Babyface's When Will I See You all over again.

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - Smash. Fun, summertime Hip-Hop.

JAY STONE, PD, KXTZ, Las Vegas

SELENA *I Could Fall In Love* (EMI RECORDS) - Huge. Monstrous record.

VANESSA WILLIAMS *Colors Of The Wind* (HOLLYWOOD) - Pow! That's gone out of the ballpark.

AFTER 7 *Til You Do Me Right* (VIRGIN) - Imagine Babyface times three.

SMOOTH *Mind Blowin'* (JIVE) - If I wanted to do my fellow programmers a favor and turn them on to a record, that would be the one.

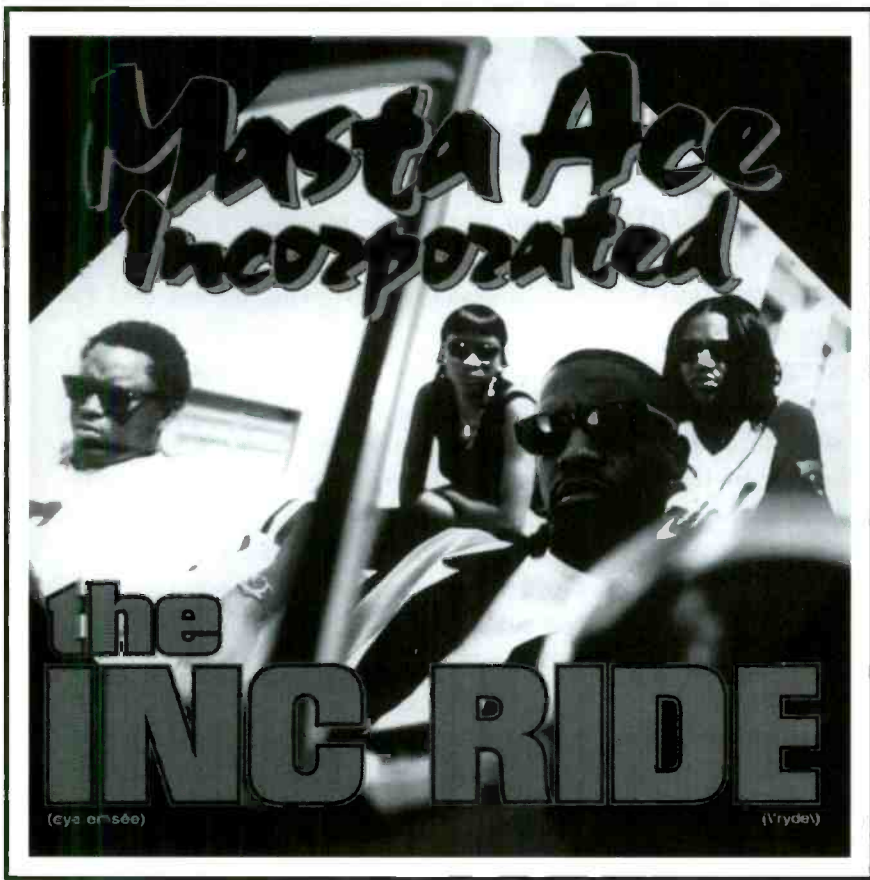
CHARLIE MAXX, PD, KZFM, Corpus Christi

AFTER 7 *Til You Do Me Right* (VIRGIN) - It's awesome!

SELENA *I Could Fall In Love* (EMI RECORDS) - Outstanding reaction. The phones exploded. This will be a hit!

VYBE *Warm Summer Daze* (ISLAND) - Strong summertime song!

XSCAPE *Feels So Good* (COLUMBIA) - Sounds like Kickin' It, Part III!



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POWER 106
IN LOS ANGELES
75 SPINS!**

AUDIENCE REACH OVER 9,000,000!

SOUNDCAN

OVER 60,000 Singles in 4 weeks!

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KPWR	75x	Z90	20x
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KKDA	44x	WPEG	17x
KKSS	31x	WQUE	16x
KJMS	23x	WTLC	12x
KMJJ	20x	WAMO	10x



#1 CMJ BEAT BOX!

ALSO ON AT:

- KMEL WWKK
- KYLD WXYV
- KBXX WHJX
- WJJS



**TOP 10
RAP CITY**



TOP 25

FROM THE ALBUM



Coming this summer from Delicious Vinyl THE PHARCYDE and the BRAND NEW HEAVIES
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MAURICE DeVOE, MD, THE BEAT, Los Angeles

THE NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA) - Hands down smash!

ADINA HOWARD *My Up And Down* (EASTWEST) - Adina is an artist to be on the lookout for.

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - I've been told by the label that you can't air a Michael Jackson album, but I can smell a hit a mile away. This track is gonna be the bomb!

BONE, THUGS 'N HARMONY *1st Of Tha Month* (RELATIVITY) - Playing off cassette and that's how strong we feel about it.

SCOTT WHEELER, PD, WHHH, Indianapolis

AFTER 7 *'Til You Do Me Right* (VIRGIN) - They're from Indianapolis originally, so it's good to have their smooth sounds back. Sounds like a smash!

MOKENSTEF *He's Mine* (OUTBURST/DEF JAM) - Already big phones and sales. Starting big too.

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - This is the song that will work for them in '95.

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - Sounds like the biggest new song on the album.

GREG BRADY, MD, WHJX, Jacksonville

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - It's a great ballad. I think it's gonna be a smash.

VYBE *Warm Summer Daze* (ISLAND) - Can't wait for the Coolio remix.

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - I like the weedless mix.

SHAGGY *Boombastic* (VIRGIN) - Great reaction record. One of our hottest requested records.

BOB HAMILTON, PD, WILD107, San Francisco

C&C MUSIC FACTORY *Robi Rob's Boriqua Anthem* (COLUMBIA) - The record is hot.

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - The ballad is the hit.

NAUGHTY BY NATURE *Feel Me Flow* (TOMMY BOY) - Gonna be a huge record.

SELENA *I Could Fall In Love* (EMI RECORDS) - Number-one request the first day!

MICHAEL MARTIN, APD/MD, WILD107, San Francisco

THE NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA) - Exploded this week! Sales, requests, callout all blew up big time.

SKEE-LO *Top Of The Stairs* (SCOTTI BROS.) - A great follow-up. Great summertime feel.

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - On the Michael Jackson tip, You Are Not Alone is our number one requested record. This is classic Michael. Absolute smash and he is absolutely not over.

SELENA *I Could Fall In Love* (EMI RECORDS) - Our number two requested record is the new Selena track. Great hook. The phones haven't stopped.

THE NOTORIOUS B.I.G. AND JUNIOR MAFIA *Playas Anthem* (BIG BEAT) - I'll say it again, Playas Anthem by Junior Mafia.

C&C MUSIC FACTORY *Robi Rob's Boriqua Anthem* (COLUMBIA) - Props to Bruce St. James for convincing me to play C&C Music Factory's Robi Rob's Boriqua Anthem. The clubs have been pounding it and it sounds great on the air as well.

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

E 40 *Sprinkle Me* (JIVE) - Awesome hook.

MICHAEL JACKSON *HISTORY* (MJJ/EPIC) - Money, Tabloid Junkie and This Time Around featuring the Notorious B.I.G. are all pulling phones for us. The R. Kelly cut's doing all right.

GRAND PUBA *I Like* (EEG) - Sounds like a typical Grand Puba record that'll work for us.

JEFF ANDREWS, MC, B96, Chicago

MICHAEL JACKSON *You Are Not Alone* (MJJ/EPIC) - Hit! Hit! Hit! - A one-listen record.

SELENA *I Could Fall In Love* (EMI RECORDS) - New release, very smooth.

THE MIGHTY DUB KATS *Magic Carpet Ride* (PROFILE) - Killer track - just released. Buzz on the street.

JON JON (aka MCM 13) *My Ding Dong* (JASPER STONE) - In the same vein as Short Short Man. Big in the clubs.

HITMAKERS at an Oldies Show in Hollywood



Freddie Cannon, Steve Richards,
Bo Diddley & "The Reazar"



"The Reazar", Jerry Lee Lewis,
and "The Reazette!"

Virgin & Throw

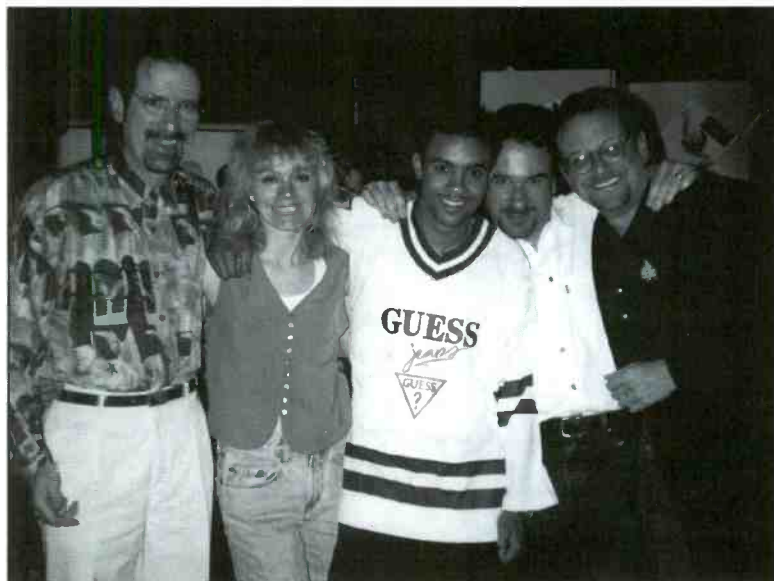
Capitol Down



Barry Richards with Virgin recording artist Shaggy, and Aggie Baghaei.



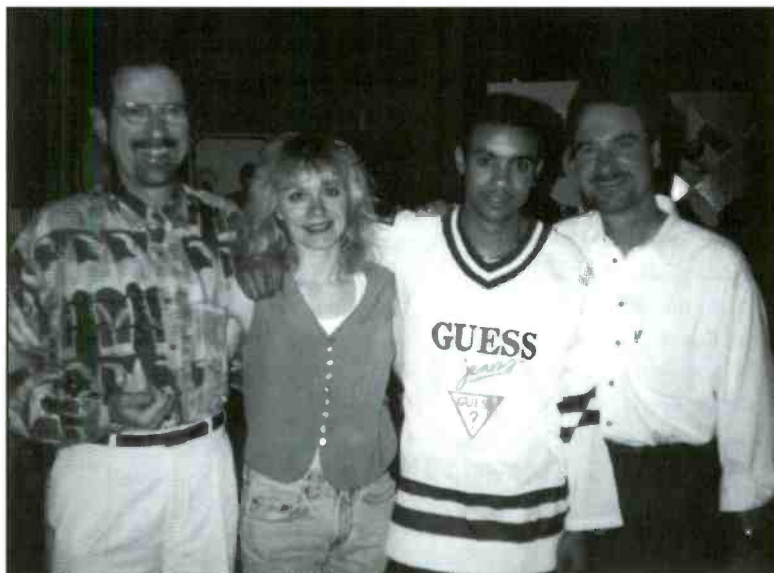
V.P. of Promotion Jeffrey Blalock, S. V.P. Of Promotion Phil Costello, Capitol recording artist Andru Donalds, and Mark Shimmel from Shimmel Entertainment.



Barry Richards, Vice-President Of A&R Gemma Corfield, Shaggy, Jeffrey Nauman V.P. Of Promotion, and Joel Denver of All Access Promotion.



Mark Shimmel, Bruce Lundvall President Of Blue Note, and Jeffrey Blalock.



Barry Richards, Gemma Corfield, Shaggy, and Jeffrey Nauman.



Jeffrey Blalock, Phil Costello, Andru Donalds, Mark Shimmel, and Barry Richards.

AN AMUSING THEME: PARKS

By Paige Nienaber

I've faxed it before, and I'll fax it again: there's not a whole lot of creatin' going on in radio promotions nowadays. Often a station can take something as exciting as the release of a new album by the biggest pop star in HIStory and throw it away with a really lame Win It Before You Can Buy It weekend. There are lots of lost opportunities out there (or great opportunities waiting to be lost) and many times these are basic fundamentals of promotions.

Take theme parks for example. What better venue for hosting a huge event or promotion than a facility with built-in attractions and food vendors? Yet in all of my travels, I haven't heard many stations doing stuff that truly turns my crank. Which is kind of a shame since you'd think that an amusement park would be ready-made for an afternoon of fun 'n games. Unfortunately most stations don't make the most of these venues. Why?

The first possibility would be that the Sales Department dictates who you can and can't be involved with. "If there's not a buy we won't do it." Kind of like ignoring a Madonna concert and refusing to mention it on-air because there wasn't a schedule. Without whoring out the station, there are occasionally going to be times when you're going to have to go around sales and get involved with the happenings at your local theme park. As if there's really a choice. Would you rather be at a car dealership remote with maybe 50 or 100 people, or hanging out in the sun with 20,000 potential listeners?

The other possible obstacle preventing radio stations from getting more involved with theme parks is criteria and restrictions that go with doing a promotion at one of these places. Abigail Pollay is the Director of Promotions/Marketing at rock station KSHE in St. Louis and she agrees. "One of the problems are the restrictions. We want to do more 'attitude' type stuff and they're definitely geared more 'family'. They

have a clear idea of what they want to do and aren't terribly flexible about it," says Pollay. One of the bigger events that KSHE has hosted at Six Flags was a "Beach Blast" promotion. The station trucked in loads of sand, built a beach in the park and did a beach-themed party all weekend. They were able to hook up a boat for giveaway through a local marina and it was a win/win situation for both Six Flags and KSHE.

Since theme parks are such family-based venues, you'd think that more stations would be using these places for those kind of promotions. And I don't mean just giving away Family Four Packs, which is one of the worst contests ever to cross the airwaves. Fathers Day would have been a huge opportunity to get entire families out at the local amusement park, hanging with the airstaff and bonding in a fun and free way that would most likely fit within the park's list of promotional restrictions. Fourth of July would be another perfect chance to do something family-ier.

**"It's kind of amazing that the best that most stations can come up with is the old 'DJ On The Ferris Wheel/Roller Coaster Trying To Set A Record' bit."
-Dennis O'Heron, Jammin' 94.5/Boston**

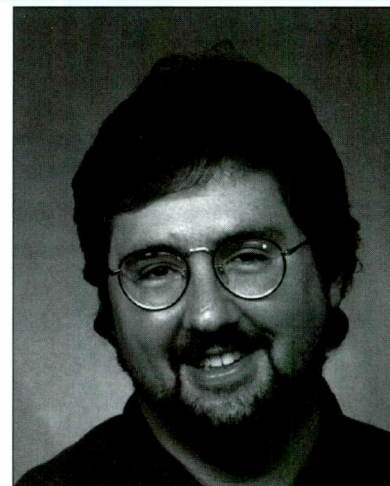
When he was at WHJY in Providence, Dennis O'Heron, who's now the Marketing Director at Jammin' 94.5, set up a store at the local theme park for merchandising his station's wearables. "It was a place called Rocky Point and the demos were perfect for us. We took over a corner of one of their souvenir shops and made it ours," says O'Heron. The station also did a Friday night concert series at the park that was very successful. "It's kind of amazing that the best that most stations can come up with is the old 'DJ On The Ferris Wheel/Roller Coaster Trying To Set A

Record' bit," adds the Jammin' Marketing Director. When he was in Providence, one of his competitors did the stunt. "It was kind of funny. It was something like 102 outside. The poor bastard was dying up there," laughs O'Heron.

The "World Record Roller Coaster Ride" promotion is pretty standard and has generally been done to death. The same goes for giving away spots on they Inaugural run of any new ride. Been there, Done it. Many times. Not that there are a lot of groundbreaking theme park promotions being done around the country. B-95 in Fresno did something pretty cool two summers ago when they did a "Six Flags In Six Days" contest that jettied one winner to six Six Flags parks in six days! In the past I did a Listener Appreciation Day at a local park and gave away 4000 tickets (not in Family Four Packs, thank you) to people to join us for a day of eating greasy food, spinning out of control and hurling behind the bushes. We capped off the day with a dance in the central plaza. Not bad.

And the Sales Dept. got its buy also.

Water parks are the newest theme to amusement facilities. I've actually been pretty impressed with the quality of radio promotions that I've heard being done with these places. It's a natural. It's hot. There's a lot of water. You've got your promotion. That was easy. Jim Marchyshyn, a mentor of mine, is the Marketing Director at WRIF in Detroit. When he was at 93Q in Houston, Jim put his mid-day jock, Chris Kelly, underwater to open a brand new water park. "I called a diving company that serviced the off shore



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

oil rigs and they lent us one of those diving suits with the big metal head piece," says Marchyshyn. Kelly was miked and listeners came out to watch as he did his entire shift from the bottom of a wave pool. On theme parks in general, Jim has this to say: "Make them as close to your lifestyle as possible and maximize the buy."

In St. Louis, Abigail Pollay has used the local water park for various cop/vendor promotions. "We've done several 'redeem the label for a discount at the gate' promotions that have done well for us, the park and the client," she says. Swim suit fashion shows, reggae concerts and Dive-In Movies are other water park-appropriate promotions that I've heard. Like I said, if it's hot, then you've got a natural spot for broadcasting and hanging out with the audience. But that doesn't just apply to water parks. Theme parks in general are a tragically under-exploited opportunity for radio. They've got all the makings for some real fun-in-the-sun. All that's missing is a station creative enough to get out there and rise above the "Ride The Roller Coaster For 102 Hours" mentality.

MIX SHOW

COMPILED FROM THE HOTTEST
RADIO MIX SHOWS, FROM COAST TO COAST



MIX SHOW MOVERS

OUTHERE BROTHERS "Boom Boom Boom" (STEALTH)
KING JUST "No Flow On The Rodeo" (BLACKFIST)
JUDY CHEEKS "As Long As Your Good" (EMI)
ALBITA "No Se Parece A Nada" (CRECENT MOGN)
BIG L "MVP" (COLUMBIA)

2W - LW - TW

MIX SHOW MOVERS

- 11 - 33 - 88 MONTELL JORDAN "This Is How We Do It" (PMP/RAL/DEF JAM/SLAND)
- 7 - 35 - 75 DJJET WITH MICHAEL JACKSON & JANET JACKSON "Scream" (MJJ/EPIC)
- 13 - 39 - 61 MAX-A-MILLICN "Take Your Time (Do It Right)" (SCS/ZOO)
- 12 - 27 - 58 MONICA "Don't Take It Personal" (ARISTA)
- 18 - 37 - 57 METHOD MAN "All I Need" (DEF JAM)
- 3 - 35 - 54 NOTORIOUS B.I.G. "One More Chance" (BAD BOY/ARISTA)
- 11 - 25 - 51 TOTAL "Can't You See" (TOMMY BOY)
- 14 - 33 - 49 NAUGHTY BY NATURE "Feel Me Flow" (TOMMY BOY)
- 7 - 31 - 48 ADINA HOWARD "Freak Like Me (REMIXES)" (EASTWEST)
- 15 - 29 - 45 CR. DRE "Keep Their Heads Ringin'" (PRIORITY)
- 7 - 30 - 45 SPHINX "What Hope Have I" (CHAMPION)
- 17 - 30 - 44 FUN FACTORY "Close To You" (CURB EDEL)
- 0 - 33 - 42 THE BUCKETHEADS "These Sounds" (ATLANTIC/BIG BEAT)
- 4 - 21 - 42 CIANA KING "Shy Guy" (WORK GROUP)
- 7 - 19 - 42 NICKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
- 3 - 18 - 42 SOUL FOR REAL "Every Little Thing I Do" (UPTOWN/MCA)
- 8 - 22 - 41 LE CLICK "Tonight Is The Night" (LOGIC)
- 0 - 18 - 39 THE MIGHTY DUB CATS "Magic Carpet Ride" (PROF LE)
- 0 - 0 - 39 FAULA ABDUL "My Love Is Real" (VIRGIN)
- 6 - 22 - 38 SKEE-LO "I Wish" (SUNSHINE/SCOTTI BROS.)
- 6 - 24 - 37 VANESSA WILLIAMS "The Way That.." (MERCURY)
- 7 - 19 - 36 YAKI-DA "I Saw you Dancing" (LONDON/ISLAND)
- 1 - 21 - 35 MUTTIN' NYCE "Froggy Style" (JIVE)
- 18 - 32 - 35 FEAL McCOY "Rur Away" (ARISTA)
- 0 - 21 - 31 FEAL McCOY "Ancther Night" (ARISTA)
- 9 - 23 - 31 FOULA "Lick It" (SCS/ZOO)
- 0 - 16 - 30 CJ MIKO "What's Up" (ZYX)
- 2 - 16 - 29 SOUL FOR REAL "Candy Rain" (UPTOWN/MCA)
- 2 - 21 - 28 FAPPIN 4-TAY "I'll Be Around" (EMI)
- 8 - 25 - 28 SHAGGY "Bcombastic" (VIRGIN)
- 8 - 25 - 27 ICE MC "Think About The Way" (ZYX)
- 13 - 26 - 26 SUGAR "The Feeling" (AQUA BOOGIE)
- 7 - 21 - 26 INTONATION "Died In Your Arms" (METROPOLITAN)
- 14 - 34 - 25 CA BRAT "Give It To You" (WORK GFOUP)
- 0 - 0 - 25 THUG LIFE "It Don't Stop" (INTERSCOPE)
- 7 - 30 - 24 GRAND PUBA "I Like It" (ELEKTRA)
- 0 - 0 - 23 EASS SYMPHONY "Deep Side" (ONE PLANET)
- 11 - 30 - 22 OL' DIRTY BASTARD "Shimmy Shimmy Ya" (ELEKTEFA)
- 14 - 29 - 21 LUNIZ "I Got 5 On It" (VIRGIN)
- 3 - 24 - 19 FAITH "You Used To Love Me" (BAD BOY/ARISTA)
- 6 - 21 - 19 JUNIOR FLEX/LINEA RICE "Work That Love" (SCS/ZOO)
- 5 - 25 - 19 MAD LION "Own Destiny" (WEEDDED/NERVOUS)
- 13 - 31 - 18 CORONA "Baby Baby" (DWA)
- 5 - 25 - 18 SMOOTH "Mind Blowing" (JIVE)
- 14 - 29 - 17 HEATHER B. "All Cocks Down" (EMI)
- 16 - 28 - 16 JDEI MAE "Promise Me Your Heart" (AFTER DARK/PRIORITY)
- 1 - 23 - 15 GILLETTE "You're A Dog" (SCS/ZOO)
- 10 - 28 - 15 MOBB DEEP "Survival Of The Fittest" (LOUD/RCA)
- 2 - 25 - 14 E.B.T.G. "Missing" (WEA)
- 7 - 32 - 13 FRANKIE KNUCKLES "Too Many Fish" (VIRGIN)

COLUMBIA

RECORDS *Presents The*

HITMAKERS MIXER OF THE WEEK!



DJ ZX

WPGC

WASHINGTON D.C.

CAREER HIGHLIGHTS:

- Started DJing as a mobile DJ in 1980 (on Radio Shack Realistic equipment)
- DJ for the Youth Gala @ President Reagan's Inauguration Party
- In 1994, DJ for the Myrtle Beach Jam & Howard University Alumni Party
- Doing several remixes with Mystro, becoming a Billboard reporter & becoming a mixer for WPGC

PROPS:

The Man Up Above, My family for their support, Lady Red, Jay Stevens, Albie D., Mystro, and the rest of the crew @ WPGC, DJ Ice, DJ Unique, MJ (Maxi), Jim & Cary (Profile), Victor (Tommy Boy), O.J. & Liz (Epic), Marvyn (Geffen), Shawn & Sean B. (Immortal), Adolfo & Marlin (Motown), Rob One (EMI), Kelly (Priority), Dave & Lori (Columbia), The Horse (Jive), Peter (Virgin), Ken (Elite/ADM), Shan (Bad Boy), Davey Dee (Arista), Chelsea (LaFace), Carmine (RCA), Oscar & Dave (Hitmakers), Jennifer (Big Beat), East-O & Nick (Nervous), Corey (Blunt), Johnny D. (Atlantic), Michael (Def Jam), Keisha & Marlow (Mercury), George (Uptown), to all of you who supported me before I became a radio jock, & to anyone else not mentioned --- I haven't forgotten.

COLUMBIA CUTZ

XSCAPE "Feels So Good"
OVER 250 BDS SPINS CROSSOVER!!!
OVER 7,500 SINGLES
SOLD THE FIRST WEEK!!!
STAXX OF JOY "You"
#1 BILLBOARD CLUB PLAY RECORD!!!
BLOODHOUND GANG's "Mama Say"
CONTINUE MIXSHOW MOMENTUM!!!
BUCKSHOT LeFONQUE "Some Cow Fonque"
CONTINUE MIXSHOW PLAY OFF
OF WHITE LABEL 12"

NOMINEES FOR ISSUE 895

VOTE FOR YOUR CHOICE

1. EDDIE MIX (Power96, Miami)
2. PAUL WASHINGTON (WYBC, New Haven)
3. STEVE CHAVEZ (KTFFM, San Antonio)

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

MIXER OF THE WEEK WINS SONY HEADPHONES!

AS THE VINYL SPINS

By Oscar Merino

As you can see in this weeks mix show chart, things are progressing in the right direction. I want to give a big shout out to all the mixers that are taking the time to in their spins chart and the label reps that are supporting the process.

Right about now I'm chillin' to a smoothed out hit! I'm talking about **GROOVE THEORY'S** *Tell Me* my favorite cut this week. The lp version is on!, and if you flip it, you got an instrumental, and you don't need anything else. To get your copy call Liz at 212-833-7308. If you're into **FAITH** *You Used To Love Me*, you'll dig this cut. If you need more R&B flavored cuts, check **VYBE'S** *Warm Summer Daze*. On the Hip Hop tip, **TWINZ** *4 Eyes 2 Heads* stands out with strong production by Priest Brooks, and if you flip it, check **DOVE SHACK'S** *Bomb Drop*, a radio edit is provided for the air. If you play Warren G. flavored Hip Hop, check out **BLACK 9** *I'm An O.G.* on Scotti Bros., for a copy call **Steve Lake** at 310-314-7213 or **Fred Scotti** at 310-314-7210. On Island please don't sleep on the **BUJU BANTON** *Champion*, produced and remixed by Rob "Fonksta" Bacon and "Prince Charles" Alexander. Already added to **WJHM** in Orlando, getting 11 spins on **92Q** in Baltimore, 10 spins at **Flava 1580**, and already seeing Soundscan debuts in **Washington (#24)**, **New York (#51)**, as well as **Philly**, **Phoenix**, **Providence**, and **Richmond**! If any mixers need a copy you can call **Marthe Reynolds** at 212-603-3994. Also check out the **DOUG E. FRESH** *It's On* produced by Easy Mo Bee. **Deborah Dorsey** has been appointed National Director of Rap Promotions at Island and will also be working mix shows. She can be reached temporarily at 704-566-0764. If you've heard about the **GZA/LABELS** cut or if you haven't but need it, give **Merwin Mack** at Geffen a call at 800-643-6463 ext.7964.

MIXER NEWS



Hangin' out at the Hitmakers offices is Power106's DJ Errie. Shown here with Oscar Merino. What are they trying to practice a dance routine? Or are they still counting with their fingers?

Big congratulations going out to one of the busiest mixers in the business, **Markus Schulz** and his wife **Heather** on birth of their son **Markus Alexander Schulz**. Born on Monday June 12th at 6:30 am! A true blessing! Look for Markus to start releasing tracks once again on his own label **Plastik Records**. You can reach Markus at 602-966-9900. **DJ Pauly Day** is out at **WIOQ**, this week was his last week reporting, but I suggest you keep him on your list since he jumped to a larger nightclub and will still be breaking product. Replacing Pauly will be **Ronnie Arina**. He will be on Saturdays from 9-11 playing Dance product. You can reach Ronnie at 609-256-1071. Send product to him at 61 Greenwood Drive, Turnersville, N.J. 08012. **WOVV DJ Shah Crime** is available for remix and production work. He's done a variety of remixes and edits for the station. Ranging from R&B, Hip Hop, Bass, and House. For further information you can reach him at 407-697-9025. Keeping it real, and making the right moves is my boy **Rags** at **Z90**. Look for a DJ Breaks record produced by Rags to be out in a couple of weeks on the **Kingsize Recordings** label. For all you Hip Hop DJ's looking for break records, you can get with **Jose Amezcua** at 619-476-1212. This is the first of several volumes Rags will be putting out. He is currently working on the next one! If anyone still does not have **KTFM's Steve Chavez** on your mailing list, please put him on. You can mail product to Steve at 4400 Bluebell Apt. 416, San Antonio TX. 78240. You can call him at the station at 210-599-5500 ext. 115 or at home at 210-696-2792.

Look Up.

Most Disc-overed for this issue

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

- PAULA ABDUL** *My Love Is For Real* (VIRGIN)
- AZ** featuring **Miss Jones** *Sugar Hill* (EMI)
- BASS SYMPHONY** ft. **Ja Nell** *Deep Side* (ONE PLANET)
- THE BUCKETHEADS** *These Sounds Fall...* (BIG BEAT/ATLANTIC)
- JOI CARDWELL** *Love & Devotion* (EIGHTBALL)
- FAITH** *You Used To Love Me* (BAD BOY/ARISTA)
- ROSIE GAINES** *I Want You* (MOTOWN)
- LaBOUCHE** *Fallin' In Love* (LOGIC)
- LADY APACHE** *Rock And Come In* (WEEDED/NERVOUS)
- LORDS OF THE UNDERGROUND** *What I'm After (Remixes)* (EMI)
- THE LUNIZ** *I Got Five On It* (NOO TRYBE/VIRGIN)
- MAX-A-MILLION** *Take Your Time (Do It Right)* (SOS/ZOO)
- THE MIGHTY DUBKATS** *Magic Carpet Ride* (PROFILE)
- NAYOBE** *All Night Long* (FEVER)
- NOTORIOUS B.I.G.** *One More Chance* (BAD BOY/ARISTA)
- ONYX** *Live* (DEF JAM)
- SPHINX** *What Hope Have I* (CHAMPION)
- TWINZ** *4 Eyes, 2 Heads* (DEF JAM)
- CRYSTAL WATERS** *Relax* (MERCURY)

DJ ZX, WPGC, Washington D.C.

1ST DOWN *A Day Wit The Homies* (PAYDAY)
TWINZ *4 Eyes, 2 Heads* (DEF JAM)
LORDS OF THE UNDERGROUND *What I'm After (Remixes)* (EMI RECORDS)
ONYX *Live* (DEF JAM)
WHITEY DON *Artical* (JIVE)

TONY MORRIS, BOSS97, Atlantic City

JUDY CHEEKS *As Long As You're Good To Me* (POSITIVA/EMI RECORDS)
LIZ TORRES *Set Urself Free* (RADIKAL)
STEVIE B. *If You Still Love Me* (THUMP)
MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO)
GILLETTE *You're A Dog* (SOS/ZOO) - Needs clean mixes or no air play just club! Love the record but it just won't happen.

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

MOBY *Into The Blue* (NOVA MUTE) - Another Moby masterpiece comes as a European Double Pack with incredible remixes that present many flavors. But to the dismay of American fans, this will remain only as an import. As we've been told, due to it's only instrumental content, it is too sophisticated for American markets. So run to your favorite Dance music record store and simply ask, 'Do you have the latest Moby release?' I'm sure they'll be happy to assist you. By the way, I'd like to give a shout out to Herb Albert and Beethoven and Giorgio Moroder!

TRACI LORDS *Fallen Angel* (RADIOACTIVE) - Very strong follow up to *Control*. Will do as well or better. From the album *1000 Fires* this single gets the remix treatments from the infamous Johnny Vicious with a slammin' House mix and Paul Oakenfold with a trancy progressive mix. I wonder if DJ Traci will play it at her next gig? Let's have a Weenie Roast rave and find out.

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - What is to be said about the biggest House record in the country? Previously on Henry St. this record has already achieved major success. If you haven't gotten it yet, don't miss it.

BLACK GRAPE *The Reverend Black Grape* (RADIOACTIVE) - Features Shaun Ryder on vocals, formally with the Happy Mondays. Slightly similar to something by the Happy Mondays but a little more aggressive. Has a Punk Rap sound ala Beastie Boys.

SACRED SPIRITS *Yeha Noha* (VIRGIN) - If I didn't know better, I'd think this was a Deep Forest production. Incredible and fresh sounding. A double pack full of remixes by some of the best. How can you go wrong with the Grid, Julian Mendelsohn, Marc Averbach and Steve Travell (and more)?

FUNKMASTER FLEX, HOT 97, New York

QUESTIONMARK ASYLUM *Hey Lookaway* (RCA)

GREG LOPEZ, HOT 97.7, San Jose

SPHINX *What Hope Have I* (CHAMPION) - This record has a nice Euro and House feel to it. This should do well here because of the resurgence of Euro Dance here in the Mid-nineties! Props to Scott at Elite/ADM.

INTONATION f/ Joe *Died In Your Arms* (METROPOLITAN) - Wow! Slammin' remake of the Cutting Cre's Classic. This has been tested at night on Leo Caro's 'Smash or Trash' and won! This is slammin' and should crossover to Top 40 radio with the proper push...props to Laura at Metropolitan for the hook-up!

TOTAL *Can't You See* (TOMMY BOY) - Very cool groove to this jam off the New Jersey Drive Soundtrack. Don't let this one slip you by...it's the jam!

THE MIGHTY DUB KATS *Magic Carpet Ride* (PROFILE) - Nice Latin feel to this very hi-energy House track! What's up, Cary?

CLASSIFIED RECORDS FREESTYLE COMP. VOL. 1 *Various* (CLASSIFIED) - Man, I heard this CD and its the best freestyle compilation CD this year to date! Contains jams from new artists such as Kuya, Heaven, Suzi Chol, and others. Don't sleep on this. Hey Juan, play the s#!t out of it!

ARTURO GARCES, HOT 97.7, San Jose

THE NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA) - Big Papa coming thru with some more dope s#!t.

SMOOTH *Mind Blowin'* (JIVE)

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - A dope House cut that is making a lot of noise.

LIL' SUZY *Now And Forever* (EMPRESS MUSIC/METROPOLITAN)

JOCELYN ENRIQUEZ *Big Love (Remixes)* (CLASSIFIED) - Mixes on this baby are dope.

NASTY NES, KCMU, Seattle

THE NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA) - The Hip-Hop remix is blowin' the F@\$# up here in Seatown! Need I say more?

RAY LUV *In The Game* (ATLANTIC) - One of my most requested cuts on Rap Attack! Great hook and slammin' production. This should put Ray Luv on the National Map, although West Coast is in da house!

KEY KOOL & RHETTMATIC *Can U Hear It* (UP ABOVE) - An underground record ready to explode in your town! Put the needle to this record, it's got the ingredients of a phat Hip Hop record!

AZ *Sugar Hill* (EMI RECORDS) - Love it! When's the album comin' out?

BUSHWICK BILL *Who's The Biggest* (RAP-A-LOT/NOO TRYBE/VIRGIN) - No doubt Bushwick's comin' correct and lettin' everyone know despite his size, he's da money you don't wanna F-wit! Out the box ADD to my playlist!

DJ LYNNWOOD, KGGI, Riverside

MACK 10 *Foe Life* (PRIORITY) - Blowin' Up.
SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - Nuff said.

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - Beautiful.

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - In rotation.

CRYSTAL WATERS *Relax* (MERCURY) - Much respect to Tony B. & Richard 'Humpty' Vission for ripping the roof off this cut! There should be no doubt in anyone's mind that L.A. has some SERIOUS remixers, and both these guys are gonna blow up! This record has serious radio potential and goes into the mix show out of the wrapper.

RENE ROBERTS, KHTN, Modesto

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - Serious House music at its best...all mixes work! Get it in mix show now!

ELTON JOHN *Made In England* (ISLAND) - Junior's dub worked the mix to the extreme...this is truly a journey.

PAULA ABDUL *My Love Is Real* (VIRGIN) - Junior's Mix is good, so are the rest. Check 'em out.

BARBARA DOUGLAS *Shine* (STRICTLY RHYTHM) - Great House track, great vocals!

BILL MILLMAN, KISS102, Syracuse

NUTTIN' NYCE *Froggy Style* (JIVE) - Yea, yea...so I slept on this one. But at least I can learn from my mistakes. Check this out...it's a party on vinyl. Please, learn from my mistake and let's stop the insanity. Ohh, the humanity of it all.

BUJU BANTON *Champion* (ISLAND) - Well, another great reggae tune for the summer. Great crossover potential. It just makes me warm all over.

DJ BLADE, KJYK, Tucson

PAULA ABDUL *My Love Is Real* (VIRGIN) - This set of remixes do the trick for putting this into the mix. This is a hit that's crossing over, so file it with MJ's *Scream* in your 'make my PD happy' file for the next month or two.

AFRIKA BAMBAATAA *Feel The Vibe* (ZYX) - This is sort of a sweet blend of LeClick and the Real McCoy with a dash of Reel To Real. Pure energy.

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - The 70's throwbacks are going to love the sound of this track. I don't know what the sample is from, but the beats are hard and it drives the floor crazy!

THE NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA) - It's Biggie, its in the mix!

SMOOTH *Mind Blowin'* (JIVE) - This one just continues to grow. Look for a lot of radio soon.

TEDDY Q ZAMORA, KMAX, Pasadena

DEEP ZONE *It's Gonna Be Alright (Help Is On The Way)* (SUBURBAN) - If you ain't slammin' this s#!t, you're crazy.

MATED & MATOS *No Props EP* (HENRY STREET) - Fierce!

THE BUCKETHEADS *The Bomb (These Sounds Fall Into My Mind)* (BIG BEAT/ATLANTIC) - Check out the beats.

SMITH & HUNTER *Enuff Enuff* (HENRY STREET) - More slammin' trax.

INNER FAITH *I've Been Changed* (FOURWEST) - Victor Simonelli's Remixes.

MIGUEL PLASENCIA, KMAX, Pasadena

INNER FAITH *Wild Child* (FOURWEST) - REMIX '95

THE BOYS CHOIR OF HARLEM *Power* (EASTWEST)

ZACK TOMS PROJECT f/Sandy B. *Peace Of Mind* (GRASSROOTS)

DJ ROMAN & JON CUTTER PROJECT VOL. 1 f/D. Jeannie Hopper *Deja Vu* (KING STREET)

GLEN AURE, KMEL, San Francisco

GZA/GENIUS *Labels* (WU TANG) - Definitely a cut for all those 'Keepin It Real.' Just take a listen to the lyrics and you'll know what I mean. If you need a copy, contact Wu-Tang Records at (718) 442-7834.

B.U.M.S. *Take A Look Around* (PRIORITY) - If you were checking for *Elevation*, you'll be sure to like this cut. It has three different mixes which are all phat, as well as a cut called *Rain* which features Saafir. Don't sleep on this. Big ups to my peeps Kelly, Rod, and Erin at Priority.

TALES FROM THE HOOD *LP* (MCA) - This album has joints for everybody. if you like laid back funk cuts, then there's joints like Le Click, Scarface, Spice 1, MC Eiht; while there's flava from Wu-Tang Clan, Ol' Dirty Bastard, Gravediggaz. It's all phat. Also, the album has all clean versions, so there's no excuse not to play it. What's up to Fred-Wreck and Brian Sampson for the hook up, Peace!

AZ *Sugar Hill* (EMI RECORDS) - Smooth, laid-back track featuring Miss Jones. Nice production and AZ has definitely got some flow. Peace out to Rob ONE at EMI for hooking it up.



MIX SHOW DISCOVERY CLUB®

JUAN 'The Wonderous' ROJAS, KPRR, El Paso

BUTTER *Do Me Right* (EMOTIVE) - You want vocals and killer dubs? Well, here they are with mixes from Eric Kupper and That Kid Chris.

ORPHEUS *Jungle Trance* (POWER MUSIC) - Bringing you the taste of the jungle on four separate tracks, already in the mix!

WINX *Don't Laugh* (SORTED) - Junior V. takes this monster anthem to another level. Don't pass this one up!

CRYSTAL WATERS *Relax* (MERCURY) - Out of the box hit, with some kick ass production. Props to richard Humpty Vission.

L.B.M. *Pedro's House* (PEERLESS) - Serious Latin House with samples from Mexico's famous movie artist, Pedro Infante.

DJ FRANK E.D., KPRR, El Paso

QUESTION MARK ASYLUM *Hey Look Away* (LOUD/RCA) - Sound's kickin'.

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - It's about time I got this...hallelujah!

NEMESIS *Drop That Bottom* (PROFILE) - Don't be a stiffy, drop the bottom!

STAXX OF JOY *You* (COLUMBIA) - Good record.

E-MAN, KPWR, Los Angeles

GROOVE THEORY *Tell Me* (EPIC)

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Out for a while now, but I'm trying to do something with it.

GRAND PUBA *I Like* (EEG)

TWINZ *4 Eyes, 2 Heads* (DEF JAM)

DJ MIDIMACK, KSIQ, Brawley

ULTRA NATE *Party Girl* (RELATIVITY) - This is the ULTIMATE party record of 1995! The vocals are slammmin' and the whole song is just so full of energy, I must of had at least 20 people come up and ask me about this song. It's HOT STUFF!

B.U.M.S. *Take A Look Around* (PRIORITY) - These Bay Area homiez are making a mark in this business, this cut is THE BOMB! I was into their R&B flavored cut *Elevation* but this one's got me throwing my hands up and boppin' my head, I'm definitely going to play the s#!t out of this one.

LATIN IMPACT *Dance With Me* (DIGITAL DUNGEON) - Para los DJ's que les gustan hacer a la gente bailar tienen que tener este disco, esta buenísimo! (It's a cool record, get it!)

LIZ TORRES *Set Urself Free* (RADIKAL) - Junior Vasquez took care of this classic artist when he produced this cut. Thanks for the 'hook up' Michelle.

DJ D. STREET, KSJL, San Antonio

PRINCE MARKIE DEE *Crunch Time* (MOTOWN) - Phat summer track, to pump in those jeeps and smooth enough for radio, all back up with a Grover Washington loop (Hydra).

EDDIE F & THE UNTOUCHABLES *Let's Get It On* (MOTOWN) - Get it and play it over, and over, and over. Now its clean enough for the radio.

LORDS OF THE UNDERGROUND *What I'm After (Remixes)* (EMI RECORDS) - It's straight hard, an entirely new track and lyrics. It's The shiznick.

TWINZ *4 Eyes, 2 Heads* (DEF JAM)

LEONARD TRUJILLO, KSYM, San Antonio

4-SIX DRUMS *I Can Feel It* (DIGITAL DUNGEON)

SWEET DROP *Hallelujah* (GROOVILICIOUS)

LATIN IMPACT *Dance With Me* (DIGITAL DUNGEON)

D'LACY *Hideaway* (SLIP N SLIDE)

OSCAR G. *Reaching Up* (KUMBA)

DJ RICH, KTFM, San Antonio

ALEX PARTY *Don't Give Me Your Life* (LONDON/ffrr) - Played this one as an import couple of months ago but now it hits the shores of U.S. stronger than ever. Various mixes to choose from with a vocal that slams!

CRYSTAL WATERS *Relax* (MERCURY) - Crystal is back with mixes from our fellow mix-show brothers, 'Humpty and Tony B.'

VYBE *Warm Summer Daze* (ISLAND) - Cut 2 on the album...could be a big record for the summer...riffs taken from Rappin' 4 Tay's *Playa's Club*...but with an R&B twist...check it out.

STEVE 'SMOKIN' CHAVEZ, KTFM, San Antonio

OUTHERE BROS. *Boom Boom Boom* (STEALTH) - Hip-House is coming back and with a song like this, they're leading the way with this.

GILLETTE *You're A Dog* (SOS/ZOO) - With *Short Short Man*, I thought she was a one hit wonder but she proved me wrong again!

LIL' SUZY *Now And Forever* (EMPRESS MUSIC/METROPOLITAN) - Album mix sucks but the remixes pump it up!

SEAN CUNNINGHAM, SUPERMIXX, Syndicate

NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA)

SMOOTH *Mind Blowin'* (JIVE)

SOUL FOR REAL *Every Little Thing* (MCA/UPTOWN)

GROOVE THEORY *Tell Me* (EPIC)

ROBBIE TRONCO, Q102, Philadelphia

THE MIGHTY DUB KATS *Magic Carpet Ride* (PROFILE) - Reaction record...instant smash...Latin House with radio.

PAULA ABDUL *My Love Is Real* (VIRGIN) - This record is FOR REAL...Double pack is smokin' with incredible remixes by Junior Vasquez. Favorite mix is A Side/B Side.

SACRED SPIRITS *Yeha Noha* (VIRGIN) - Double pack with lots of mixes to choose from...very drugie Indian House.

JOI CARDWELL *Love & Devotion* (EIGHTBALL) - Back with another smash better than the last which I loved and even more club radio friendly.

CRYSTAL WATERS *Relax* (MERCURY) - You can't relax, you want to get up and dance...all mixes are hot!

GEOFFREY C., WERQ, Baltimore

XSCAPE *Feels So Good* (COLUMBIA) - This record will be getting some serious play!

ONYX *Live* (DEF JAM) - Watch out...Onyx is back!

STAN PRIEST, WFLZ, Tampa

THE BEAT DOCTORS *Sexual Healing* (EMC) - Man, don't let this slip by. This is right on target! Fred Held, you're the joint!

BLOODHOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - This one owns Tampa's Ass! The sound with the catch.

ELECTROSET *Sensation* (LONDON/ffrr) - INXS on the Euro-House tip!

CRYSTAL WATERS *Relax* (MERCURY) - She is the queen of pop/dance, I love her. You'll love this tune.

BOLO BROTHERS *Rock The Beat* (ESA) - These guys are Florida sound at its best. The entire, full-length CD hits! I mean it knocks the bottom out of the bitch!

MATT 'The Brat' BRADLEY, WFLZ, Tampa

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO)

LINDSEY *You Got It Going On* (AMERICAN)

THE NOTORIOUS B.I.G. *One More Chance* (BAD BOY ENTERTAINMENT/ARISTA)

INTONATION f/Joee *Died In Your Arms* (METROPOLITAN)

LAURA BRANIGAN *Dim The Lights* (ATLANTIC)

SHANNON 'The Spindog' WILLIAMS, WGRD, Grand Rapids

FILTER *Hey Man Nice Shot (Remix)* (REPRISE) - Very cool remixes turn this alternative giant into a fun mix show addition, for those on the cutting edge.

ZIGGY MARLEY *Power To Move Ya* (ELEKTRA) - Another smash in a recent series of Rasta guys remixed.

MAKE BELIEVE *Forever* (CLASSIFIED) - Powerful dance song, on the freestyle tip.

JON OF THE PLEASED WIMMIN *Passion* (ELEKTRA) - From the movie Wigstock, comes the first of many mixshow friendly dance songs, check it out.

BASS SYMPHONY *Deep Side* (ONE PLANET) - First I've heard of this label, but after this I'm sure not the last.

SPECIAL K, WNWK, Manhattan

LORDS OF THE UNDERGROUND *What I'm After (Remixes)* (EMI RECORDS)

ONYX *Live* (DEF JAM)

RAKIM *Shades Of Black* (AVATAR)

KING TEE *Freestyle Ghetto* (MCA)

ROSS WILSON, WOWI, Norfolk

JUDY CHEEKS *As Long As You're Good To Me* (POSITIVA/EMI RECORDS) - This is the s#!t! Happy House music at its best. This is already one of my favorite records of ALL TIME.

PAULA ABDUL *My Love Is Real* (VIRGIN) - Great summer record...I love the E-Smoove mix.

MAX-A-MILLION *Take Your Time (Do It Right)* (SOS/ZOO) - This one is so good you can't pass it up. If you don't have one yet, call now!

SPHINX *What Hope Have I* (CHAMPION) - This one crossed from the mix show to regular play on WOWI! (The station that started Robin S. *Show Me Love*). Supercalifragilistic hit single here, folks!

NIGHTCRAWLERS *Surrender Your Love* (ARISTA) - Can we say...Pick this up...WOWI!

'Jammin' JOHNNY CARIDE, WPOW, MIAMI

VYBE *Warm Summer Daze* (ISLAND) - This is the next TLC. These girls are hot. This cut from their most recent LP should do well for all audiences. Check this out. It is hot!

BARBARA DOUGLAS *Shine* (STRICTLY RHYTHM) - This is House music that is definitely got power. Going for Mix show jammin'. Should crossover Nationally. Excellent production...chalk one up for Strictly Rhythm.

GILLETTE *You're A Dog* (SOS/ZOO) - On the novelty side of things for Gillette, this record I like the most. Unfortunately, there is no clean versions on the record for radio play. Clubs are eating this up big time with the hook from Yazz. Let's put together a bleeped version Hazel and you got a winner.

CANO LAPORTE & MANNY CUEVAS, WPRK, Orlando

FAMELA FERNANDEZ *Let's Start Over* (CUTTING) - Uplifting vocals with a sweet sound of the piano. A real House lover sounds.

DARYL D'BONNEAU *Say You're Gonna Stay* (WHITE) - Good, black, strong vocals.

ALEX MARTINI *Good Life (Remixes)* (ENVIRONMENTAL) - SIDE A...emotional vocals with good production. A message to all about wanting it better.

ALEXANDER H. *Take Me To The Promised Land* (MIC MAC) - Smooth vocals and keys played by Mick Garcia. It is a hot groove flow.

DJ FABRICE *Movin' Non-Stop* (WHITE) - A tool for the club or radio DJ. 4 slammin' cuts able to move the crowd.

PAUL WASHINGTON, WYBC, New Haven

SACRED SPIRITS *Yeha Noha* (VIRGIN) - The tribal and House mixes are out of control.

MR. SKINZ *Narcotic Jazz* (NEW BREED) - Flava on the acid jazz tip that's truly dope.

URBAN TRIBESMAN *Higher Up* (C&S) - The synths and chorus on this baby shine throughout.

NITTY GRITTY *Good Morning Teacher* (PROFILE) - Simply a ragga smash.

RED EYE *Rebel Call* (ROUND TABLE) - Hot music to segue into a House mix.

DJ GROOVE, Z90, San Diego

E.G. FULLALOVE *Ain't What You Want* (BLACKWIZ) - Check out the Tome's Breakdown Mix! If you think *Divas To The Dancefloor* was slam'n, check this s#!t out!

CRYSTAL WATERS *Relax* (MERCURY) - This record is gonna be huge! Hit right out the box! A must have record! This record will be a #1 record for me! Check out all cuts! Slam'n record!

BLACKTIVITY f/Muriel Fowler & Darrel Martin *X Cuses* (VESTRY) - On the happier vibe, check out the Child Please Mix! And for the more harder s#!t, check out the B.S. Argument Mix! S#!t is slam'n!

JOI CARDWELL *Love & Devotion* (EIGHTBALL) - George Morel Club Mix is the one to check out! Record is slam'n!

BROOKLYN FUNK *Essentials* (GROOVETOWN/RCA) - Check out the Peace And Happiness Mix! If you like the Soft S#!t, this cut is the one to check out!



Dan Hubbert/Manager/Local Promotion Boston,
Yo! Co Ross/Columbia Recording Artist
Jay Beau Jones/P.D. WWKS,
and John Strazza/Assc. Director/National
Crossover Promotion

STREET SHEET PHOTOS

First week of the Columbia Promo Tour in support of the Yo! Co Ross single "Miss Me."



Dan Hubbert/Manager/Local Promotion Boston,
Cat Collins/M.D. WJMN,
Yo! Co Ross/Columbia Recording Artist,
John Strazza/Assc. Director National
Crossover Promotion



John Ivey/P.D. WXKS
Dan Hubbert/Manager/Local Promotion Boston,
Yo! Co Ross/Columbia Recording Artist,
John Strazza/Assc. Director National
Crossover Promotion

Club Chart

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

BREAKOUTS

ICE MC "It's A Rainy Day" (ZYX)
JUDY CHEEKS "As Long As You're Good To Me" (EMI)
CRYSTAL WATERS "Relax" (MERCURY)
SACRED SPIRITS "Yeha-Noha" (VIRGIN)
MAX-A-MILLION "Take Your Time(Do It Right)" (SOS)

CLUB MOVERS

LW	TW	Artist	Single	Label
1-1		FRANKIE KNUCKLES	"Too Many Fish"	(VIRGIN)
3-2		CORONA	"Baby Baby"	(Elektra)
2-3		M PEOPLE	"Open Your Heart"	(EPIC)
5-4		JAMIROQUAI	"Return Of The Space Cowboy"	(Work Group)
14-5		STAXX OF JOY	"You"	(Columbia)
4-6		ROZALLA	"You Never Love The Same Way Twice"	(Epic)
13-7		DEEP FOREST	"Marta's Song"	(Epic)
12-8		YAKI-DA	"I Saw You Dancing"	(London/Island)
20-9		DUET WITH MICHAEL JACKSON & JANET JACKSON	"Scream" (MJJ/Epic)	
6-10		MONICA	"Don't Take It Personal"	(Rowdy/Arista)
8-11		LCVE HAPPY	"Message Of Love"	(MCA)
15-12		MARY J. BLIGE	"You Bring Me Joy"	(Uptown)
7-13		REEL 2 REAL	"Conway"	(Strictly Rhythm)
10-14		TCTAL	"Can't You See"	(Tommy Boy)
11-15		ACINA HOWARD	"Freak Like Me" (Remix)	(EEG)
21-16		VANESSA WILLIAMS	"The Way That You Love"	(Mercury)
19-17		SKEE-LO	"I Wish"	(Sunshine/Scotti Bros.)
18-18		LOVEWATCH	"Wake It Up"	(GZone/Island)
9-19		GLADYS KNIGHT	"Next Time"	(MCA)
16-20		METHOD MAN F/Mary J. Blige	"All I Need"	(Def Jam/Island)
17-21		REAL McCOY	"Runaway"	(Arista)
27-22		SPIRITS	"Spirit Inside"	(MCA)
30-23		SMOOTH	"Mind Blowin'"	(Jive)
33-24		INI KAMOZE	"Listen Me Tic"	(EEG)
25-25		FUNKDOOBIEST	"Dedicated"	(Immortal/Epic)
22-26		EILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
24-27		SOJL FOR REAL	"Every Little Thing"	(Uptown/MCA)
23-28		SPINX	"What Hope Have I"	(Columbia)
34-29		SHAGGY	"Boombastic"	(Virgin)
37-30		JAKI GRAHAM	"Absolute E-Sensual"	(Critique)
36-31		FAITH	"You Used To Love Me"	(Arista)
26-32		MONTPELL JORDAN	"This Is How We Do It"	(Def Jam)
44-33		GLORIA ESTEFAN	"Cher Chez La Femme"	(Epic)
28-34		JUDY CHEEKS	"Respect"	(EMI)
45-35		TLC	"Waterfalls"	(Arista)
47-36		NAUGHTY BY NATURE	"Feel Me Flow"	(Tommy Boy)
42-37		E-40	"Sprinkle Me"	(Jive)
46-38		PATRA	"Pull Up To The Bumper"	(Epic)
31-39		MADONNA	"Bedtime Story"	(Maverick/Sire/WB)
NE-40		ROSIE GAINES	"I Want U"	(Motown)
NE-41		NOTORIOUS B.I.G.	"One More Chance"	(Bad Boy/Arista)
49-42		BOYS CHOIR OF HARLEM	"Power"	(EEG)
32-43		DA BRAT	"Give It To You"	(Work Group)
50-44		SPECIAL ED	"Neva Go Back"	(Profile)
NE-45		DIANA KING	"Shy Guy"	(Work Group)
48-46		NUT'IN' NYCE	"Froggy Style"	(JIVE)
35-47		KLECK	"I Got Love"	(Raging Bull/Dynasty)
NE-48		ROCHELLE FLEMING	"Suffer!"	(Cutting)
NE-49		SHABBA RANKS	"Let's Get It On"	(Epic)
41-50		B TRIBE	"Nadie Entiende"	(Atlantic)

REPORTING POOLS

S.O.S. RECORD POOL • Bronx
Marc Bosser (718)-829-4000
• AZ, THE B.U.M.S., CRYSTAL WATERS
FOR THE RECORD • New York
Jeffrey Allen (212) 598-4177
• GEORGE DUKE, MOZIE B PROJECT,
WIGSTOCK Soundtrack, WILD PITCH
BROTHERS, ZIGGY MARLEY
INFINITY RECORD POOL • Staten Island
Charlie Alessi (718) 967-4793
• ICE MC, JUDY CHEEKS, LA BOUCHE,
SACRED SPIRITS, ZIGGY MARLEY
S.U.R.E. RECORD POOL • Bronx
Bobby Davis (718) 904-0500
• BROOKLYN FUNK ESSENTIALS, SHE
BEL, SPECIAL TEE, TITO PUENTES JR,
UNDERGROUND NATION
V.I.P. NEW YORK • Bronx
Al Pizarro (212) 733-5072
• BT EXPRESS, MISS JONES
AMERICAN TRAX • Beverly Hills
Michael Love (310) 659-7852
• BUCKETHEADS, FOREVER, LA
BOUCHE, STEVIE B., USHER
IMPACT • Los Angeles
Fut (213) 292-6611
• KRS-ONE
LET'S DANCE/IRS • Chicago
Mike Macharello (312) 525-7553
• BAK2BASSIKS, BUCKSHOT LeFONQUE,
GEORGE DUKE, THE MIGHTY DUB KATS
V.I.P. CHICAGO • Chicago
Angel Vargas (312) 733-6445
• BAK2BASSIKS, GEORGE DUKE,
LONDON BEAT, THE MIGHTY DUB KATS,
TANYA LOUISE
BADDA • San Francisco
N. Lygizos/Sulai Wong/David X (415) 882-9700
• A.D.T., BAK2BASSIKS, BBSWING, THE
MIGHTY DUB KATS, TITO PUENTES JR.
PHILADELPHIA SPINNERS ASSOC. • Cherry Hill
Bob Pantano/Tony Harris (609) 662-7222
• ALBITA, BRANDY, CRYSTAL WATERS,
JUDY CHEEKS, SACRED SPIRITS
ADVANCED MUSIC PROMOTION • Detroit
Lee Eckinger (810) 543-1764
• BUCKETHEADS, DEEP IN THE JUNGLE,
ICE MC, JUDY CHEEKS, SACRED SPIRITS
DANCE DETROIT • Detroit
Steve Nader (810) 541-4323
• BBSWING, DEEP IN THE JUNGLE,
ELTON JOHN, ICE MC, SACRED SPIRITS
MID-WESTERN DANCE ASSOC. • Detroit
Enola-Gaye Porter (313) 546-8448
• AQUA, CRYSTAL WATERS, JUDY CHEEKS,
MAX-A-MILLION, SACRED SPIRITS
NORTH TEXAS DANCE ASSOC. • Dallas
Tony Aco (214) 826-6832
• BBSWING, THE BUCKETHEADS, LA
BOUCHE, MASSIVE ATTACK
OUR MID-ATLANTIC POOL • Washington
B. Keart/A. Chasen (202) 483-8880
• BRANDY, CRYSTAL WATERS, JUDY
CHEEKS, MAX-A-MILLION, ZIGGY MARLEY
TABLES OF DISTINCTION • Washington
Eardrum (301) 270-2604
• BRANDY, CRYSTAL WATERS, GROOVE THEORY,
LORENZO/KEITH SWEAT, ULTRA NATE
BOSTON RECORD POOL • Allston, MA
Maurice Wilkey & James Hughes (617) 731-1500
• A.D.T., BROOKLYN FUNK ESSENTIALS,
ICE MC, MAX-A-MILLION, ZIGGY MARLEY
MASSPOOL • East Boston
Gary Cannavo & Tom Baxter (617) 567-2900
• BEAT DOCTORS, BERNADETTE,
FOREVER, ICE MC, JON OF THE
PLEASED WIMMIN

MUSIC INFORMATION X-CHANGE • Houston
Sam Meyer (713) 529-6MIX
• BROOKLYN FUNK ESSENTIALS, DIE WARZAU,
GEORGE DUKE, ICE MC, JUDY CHEEKS
HITZ • Miami Beach
M. Moretta/Bugie/Greg Dahary (305) 532-4487
• ALBITA, DJ DUKE, FAITH, LA BOUCHE, SHOCK
DIXIE DANCE KINGS • Alpharetta
Dan Miller (404) 740-0356
• BAK2BASSIKS, JOCELYN ENRIQUEZ, THE
MIGHTY DUB KATS, NATASHA, ROSIE GAINES
NORTHWEST DANCE MUSIC • Seattle
John England (206) 223-8758
• BOYS CHOIR OF HARLEM,
BUCKETHEADS, DOUBLE YOU, THE
MIGHTY DUB KATS, ULTRA NATE
DIRECT HIT • Massapequa
Scott Allan (516) 541-6312
• CRYSTAL WATERS, ICE MC, JUDY
CHEEKS, NAYOBE, SHOCK
LONG ISLAND RECORD POOL • Long Island
Jackie McCloy (516) 796-6596
• BAK2BASSIKS, GEORGE DUKE, LA
BOUCHE, SHOCK, ULTRA NATE
INTERNATIONAL RECORD SOURCE • San Diego
Albert Lugo (619) 476-1288
• ADINA HOWARD, DA BRAT, GROOVE
THEORY, LONDONBEAT, NOTORIOUS B.I.G.
MIDWEST DISC JOCKEY ASSOCIATION • St. Louis
Ted Thornton (314) 533-8833
• KING TEE, LORDS OF THE
UNDERGROUND, XSCAPE
PITTSBURGH DJ ASSOC. • Pittsburgh
Jim Kolich (412) 885-1472
• BUJU BANTON, BUCKETHEADS, ICE
MC, MAX-A-MILLION, STEVIE B.
DESERT WEST RECORD POOL • Phoenix
Terry Gilson (602) 249-9214
• BEAT DOCTORS, JUDY CHEEKS, N II U,
SHOCK, WIGSTOCK Soundtrack
**FLORIDA SUNCOAST RECORD POOL-
TAMPA BAY/ORLANDO • Tampa Bay**
H. Tripp/J. King/R. Roman (813) 544-7609
• ALBITA, BAK2BASSIKS, BROOKLYN
FUNK ESSENTIALS, PAULA ABDUL,
REAL McCOY
5 STAR • Covington
Mark Burney (606) 261-6972
• AJAX, JON OF THE PLEASED WIMMIN, JUDY
CHEEKS, SACRED SPIRITS, STEVIE B.
CENTRAL OHIO RECORD CORP • Columbus
Fred Dowdy (614) 442-3396
• BUCKETHEADS, DIE WARZAU, ICE MC,
MASSIVE ATTACK, SACRED SPIRITS
STARFLEET MUSIC POOL • Charlotte
Ronnie Matthews (704) 532-8496
• ELTON JOHN, GROOVE THEORY, KUT
KLOSE, PAULA ABDUL, SHOCK
LAS VEGAS RECORD SYSTEMS • Las Vegas
Rory McAlister (702) 256-1567
• BBSWING, CRYSTAL WATERS, LIL' SHAWN,
MAX-A-MILLION, THE MIGHTY DUB KATS
HAWAII DISC JOCKEY ASSOC. • Honolulu
Kevin Okada (808) 926-3591
• BAK2BASSIKS, BBSWING, BUJU BANTON
KEYSTONE SPINNERS RECORD POOL • Wilkes Barre
Carl Gross (717) 823-5233
• BRANDY, ICE MC, STEVIE B.,
WIGSTOCK Soundtrack
CONNECTICUT'S MUSIC POOL • Orange
Stephen M. Richardson (203) 789-0038
• BERNADETTE, DJ RAFY MELENDEZ,
LIL' SHAWN, MAX-A-MILLION, NAYOBE
RICKETTS RECORDS • Morristown, NJ
Bill Rickett (201) 478-5764
• ADINA HOWARD, ALBITA, DA BRAT,
D&D ALL STARS, NOTORIOUS B.I.G.



Hey Lookaway

*Q: What Stations Are Asking
The Right Question?*

*A: WPGC ■ HOT 97.7 ■ KKSS ■
■ 92Q ■ WJMH ■ KPRR ■
■ WHHH ■ ■ WWKX ■ KCAQ ■
■ KZHT ■ KHTN ■ WHJX ■
■ KJYK ■ WOVV ■ KTFM ■*



KTFM 102.7 FM

SUMMER JAM I

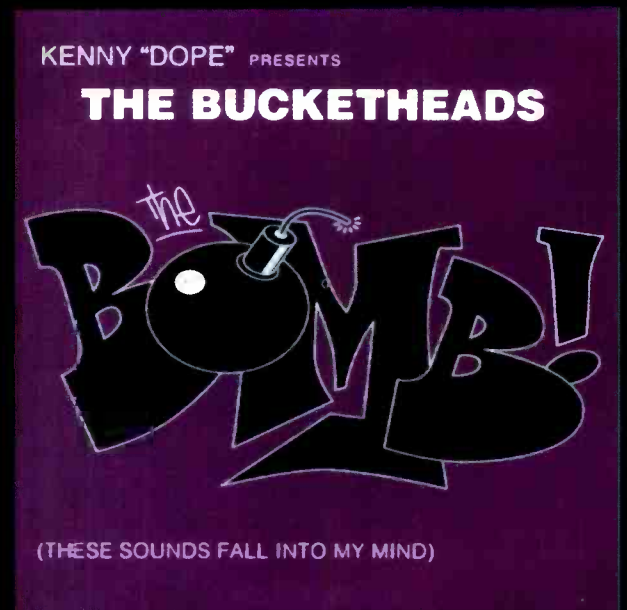


THE BUCKETHEADS

"The Bomb"

IS EXPLODING AT:

- KYLD/San Francisco #4
- HOT97.7/San Jose #11
- POWER106/LA #12
- B96/Chicago #20
- KGGI/Riverside #22
- KPRR/El Paso #26
- KMXV/Kansas City #26
- XHTZ/San Diego #39
- KMEL/San Francisco #36



ALSO ON AT:

- KCAQ/Oxnard, CA
- KHTN/Modesto
- KXTZ/Las Vegas
- KPSI/Palm Springs
- KTFM/San Antonio



PO' BROKE 'N LONELY?

"Twisted"

#22 at the BEAT in L.A.

#5 at KJLH/Los Angeles



HEAVY IN THE FOLLOWING MARKETS:



- Los Angeles
- San Francisco
- Baltimore
- Detroit
- Dallas
- Birmingham
- Little Rock



Ear To The Ground



DC DUDES! Columbia recording legend TONY BENNETT and the label's super group Soul Asylum are all smiles as they hang out with Columbia's PETE COSENZA (far left) and LEE LEIPSNER, (far right).



MONEY MORNINGS IN MADISON! After serving breakfast to Z104/Madison's morning show, Wolfgang recording star EDDIE MONEY poses for a pic with Z104 PD JOE LARSON, and MD DANA LUNDON.

BONDS OF STEELE

(Follow along closely please....this gets kind of tricky!) It went down right at press-time last week, but just so we can make it official, KZFM/Corpus Christi PD MIKE J. STEELE is now the PD at SWEET 98 (KQKQ)/Omaha. In his new position MIKE will also be the OM for both KQKQ and sister station, Alternative-formatted KGDE, which is programmed by one-time KQKQ MD MICHAEL STEELE. (Could make for some crazy phone calls!) Interestingly enough, the man who succeeded MIKE J. at KIXY/San Angelo, when he bolted for KZFM a few months back, JIMMY STEELE, is the new OM at WHYY/Montgomery. (You gotta believe the GM at KIXY would rather not interview any candidates with the last name of STEELE!) No word on what this means to the station's current PD WILLIE B., but it looks like WHYY MD JOSHUA FLEMING, who himself spent some time at KIXY, will remain in place...Don't look for KIXY APD/MD JEFF DEVEREAUX to ascend the throne at 'IXY though, and don't expect him to change his name to JEFF STEELE!...

CH-CH-CH-CHANGES:

While awaiting the outcome of its search for a new Program Director, POWER92 (KKFR)/Phoenix names SUPER SNAKE as the station's acting PD...With MIKE J. STEELE making his way to Cornhusker country, CHARLIE MAXX grabs the PD chair at KZFM...92.5 THE FLASH (XHRM)/San Diego PD SHERMAN COHEN exits to program KKOS/North San

Diego. FLASH morning guy BRYAN JONES has been named as that station's new OM. His first official act is to promote FLASH APD KELLI CLUQUE to PD, and Programming Coordinator/Assistant Music Director BRYNN CAPELLA to MD.....BRENT PETERSON is the new PD/MD at new Alternative WDGE (we suspect they'll call themselves THE EDGE) in Providence...KKRD/Wichita PD JACK OLIVER names MANCOW (no relation to the guy in

ROBBINS is out at MD at WQGN/New London. PD FRANCO taps morning man ROB HAYES to be the new Music Director there....Video channel THE BOX has named DAVID McKIE to the position of Director of Research. He comes from marketing and research for POLLSTAR magazine....

RUMORS IN THE MILL:

Is KIIS-FM General Sales Coordinator (and former programming assistant) ANITA DOMINGUEZ about to join the promo staff at Reprise, perhaps for local duties in Denver?

Has POWER92 (KKFR)/Phoenix got its eye on a certain veteran programmer, with lots of post-graduate experience?

Could LIVE105 (KITS)/SF MD/night guy STEVE MASTERS be heading for a consulting gig, possibly with JACOBS Media, at the expiration of his current deal with the station?

Is KDUK/Eugene Or. MD MARK RADWAY about to make a move to "the other side?" Does Private Music fit in the picture?

How close is JAMIE HYATT to making his return to the islands? Look for the deal to be done any moment, and JAMIE to be named the new PD at KQM/Q/Honolulu! Aloha Mr. HYATT!

Was JOHN CHRISTIAN also in the 50th State? And what's he been up to lately?

Namz - In - The - Newz

- GERALD LEVIN •
- MICHAEL FUCHS •
- DANNY GOLDBERG •
- VAL AZZOLI •
- SYLVIA RHONE •
- MICHAEL OVITZ •

Chicago) as that station's new MD. Also, JACK signs BRAD STRASSER for middays, with current middayer J. JAY moving to nights....LORI



COLUMBIA

**BUCK
SHOT**
LeFonque

SOME COW FONQUE
(MORE TEA, VICAR?)

**COW
X-ING**

Word's out,
Some Cow Fonque is
breaking down fences,
crossing fields, getting
play all over the dial
It's a Branford Marsalis
Projekt.

THE HIT THAT'S CROSSING ALL FORMATS.

*"Top40 has needed a hip, hit instrumental for quite sometime...Here it is!
It's harder to pronounce than it is to play. Expect reaction!"*

**Dave, Matt, Kim - WNCI Morning Zoo (10.4 share, 12+ persons, 1995 Arbitrend
Feb/Mar/April, 6am - 10am, Mon - Fri**

"A great mid-day record; already getting requests."
KLRZ/New Orleans (44 Spins, #11 Most Played)

"Adults are already going crazy for this song."
Cliff Tredway, PD, KTFM/San Antonio (10 Spins)

WXKS, WBMX, WBOS - Boston

WNCI/Columbus

WKTI/Milwaukee 28 Spins, #7 Most Played

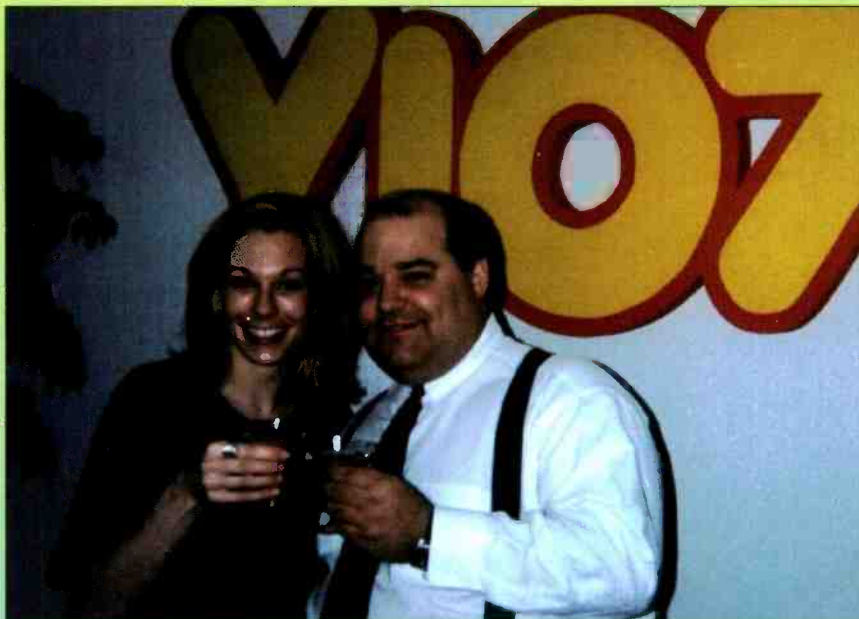
KXYQ/Portland

Ear To The Ground

THE HOT TIP

ELTON JOHN "Made In England" (ROCKET/ISLAND)

It was this week's Most Discovered record, and 57 out-of-the-box adds make it the week's most added!! For everyone who's been waiting for something uptempo from ELTON, here it is. A perfect cut for summer! Added this week and in rotation at STAR94-Atlanta, KKLQ-San Diego, WKSS-Hartford, WAPE-Jacksonville, WNTQ-Syracuse, and WQGN, KBFM, WPRR, KDUK, WNDU, WZNY, KHTT, WPRR, KWNZ, and many more! Some of the best things are still "Made In England!"



CHEERS! Y107/Nashville PD CHARLIE QUINN, who played a key role in bringing the Rembrandts' "I'll Be There For You" from TV to CD, celebrates the song's success with EastWest/EEG's MARI DEW.



WHAT A DRAG! One of the Marilyn wannabees in this picture is PETER B. of the WDJX/Louisville morning show. The station sponsored a Marilyn look-a-like contest on honor of the new Marilyn Monroe U.S. postage stamp

MICHAEL MANIA HITS MEDIA:

The King Of Pop continued making history, uh, make that *HIStory*, this week. As MICHAEL JACKSON's "*HIStory*" went on sale this past Tuesday (6/20) MTV had transformed itself into "MJTV." Every weekday evening, for at least two and a half hours, the network is featuring special MICHAEL JACKSON programming, including the world television premiere of Disneyland's "Captain EO!" The network, as "MJTV," is also featuring classic JACKSON 5 cartoons, MICHAEL's first-ever full-length concert, and a half-hour MTV News special, "MICHAEL JACKSON's Scream: *HIStory* In The Making."

If that weren't enough, several radio stations scrapped their regular programming, in favor of all-MICHAEL fair. Notably, Seattle's KUBE became "MJ93FM" at midnight on Tuesday. The station made the transformation as "*HIStory*" went on sale, treating Seattle listeners to the premiere of the collection's second-half, "*HIStory Continues*," which, as you know by now, features "Scream," and is the first new music from MJ in four-years. For the rest of the day, KUBE (as "MJ93FM"), played nothing but MICHAEL, MICHAEL, and more MICHAEL!

RECORD RUNS:

How committed has Columbia Records been to "As I Lay Me Down," the current (and very stellar) single from SOPHIE B. HAWKINS? In a word, VERY! JERRY BLAIR and his troops have been working this record, in one shape or form, for almost six-months. Why? Simple.

The record is a hit, as in H.I.T!! HOT AC's like WKTI/Milwaukee and WTMX/Chicago are banging it...which means it has *ADULT* appeal. TOP40 programmers like CHARLIE QUINN of Y107/Nashville, ADAM COOK of XL106/Orlando and WNVZ/Norfolk's DON LUNDON are raving about it. (If it sounds like a hit, and it acts like a hit, it must be...a HIT!)

CONGRATS that to PETER NAPOLIELLO and his staff at EMI. The debut week on SELENA's "I Could Fall In Love" was outstanding. On top of that, the label's The Dwellers, and their single "Love Is A Rocket Ride" are about to *take-off*...pun *absolutely* intended! (With a certain team named the Rockets having just won the championship of the NBA for the second consecutive year, this could be a timely song in, say, Houston. Just a thought.)

Walt Disney Records has scored a major coup with the soundtrack to *Pocahontas*. The disc set a new precedent by entering the Billboard Top 200 chart at #4 and climbing to #3 in its second week with sales of over 114,000 units. No doubt the movie's premiere a few weeks ago, and the ga-ga success of the lovely single "Colors Of The Wind" by VANESSA WILLIAMS will have this soundtrack breaking more records!

POWER106 IN THE CHARITY MIX:

L.A.'s KPWR-POWER106, has just released its second charity album, "The Baka Boyz Thump'n Quick Mix's," on Thump Records. The album features the best of the Baka Boyz Celebrity Roll Call, and turntable mixes of Hip

Hop, House, Old School and Funk favorites. The project benefits the "Knowledge Is Power" Foundation, a non-profit organization founded by the station in 1992, to build a performing arts center for youth in conjunction with Los Angeles City Parks and Recreation. Over \$600,000 was raised from sales of the first POWER106 benefit album titled "*Straight From Da Streets*" on Priority Records.

NO O.J. IN FLORIDA:

Civil lawyers for O.J. SIMPSON (you know, that guy you see on TV all the time) threatened legal action against WFLZ/Tampa over the station's use of their client's likeness in billboards and t-shirts for "The M.J. and B.J. Show." The boards apparently depicted morning guys M.J. KELLI and B.J. HARRIS (who is also the 'FLZ PD) right alongside O.J. The lawyers asked that the billboards come down, and that all profits from t-shirt sales be turned over to O.J. Citing what it called "legal pressure from O.J. SIMPSON's personal attorneys," the station announced it would eliminate the "M.J., B.J., and O.J." campaign immediately. That elimination will start with the billboards being covered until they can be removed. No announcement was made regarding t-shirt profits.

*** (IF YOU'VE GOT A GREAT PROMOTION, SUMMER EVENT OR CRAZY CONTEST COMING UP, BE SURE TO SEND US YOUR PHOTOS. THEN, LOOK FOR YOURSELF INSIDE *HITMAKERS!*)

FOREIGNER

All I Need To Know



New Adds This Week:

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WYKS
WWCK**

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WGRG
WLVY
WRFY
WKRZ
WHTO
WJMX #13
WWXM
WXLK
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WWST
KBIU
WNSL
WWKZ
KRRG
KCHX
WOMP
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Management: Steve Barnett & Stewart Young - Hard To Handle

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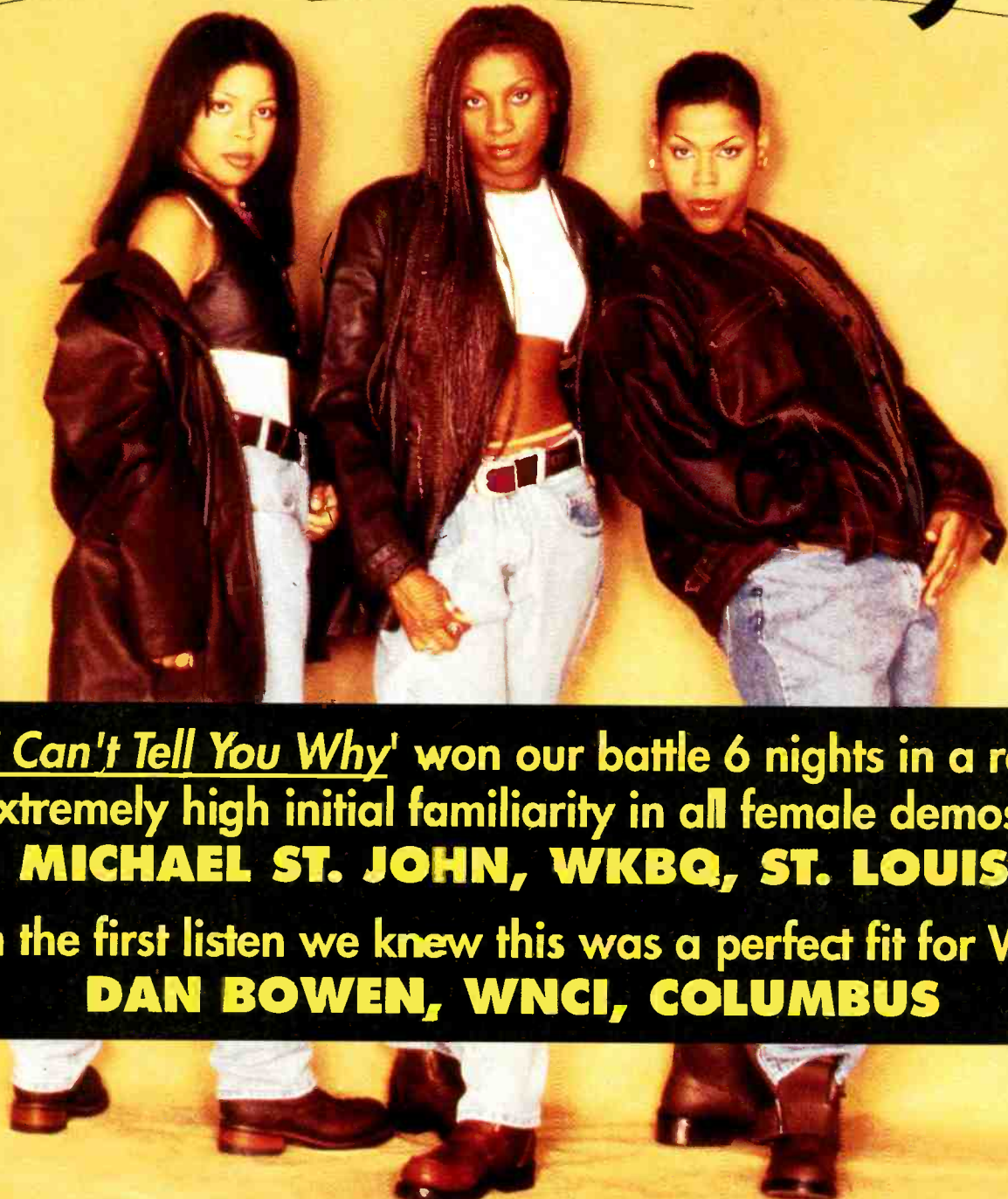
WNCI
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Extremely high initial familiarity in all female demos."**

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Executive Producers: Michael Jackson, Jerry Greenberg

Management: David Sonenberg for DAS Communications Ltd.

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