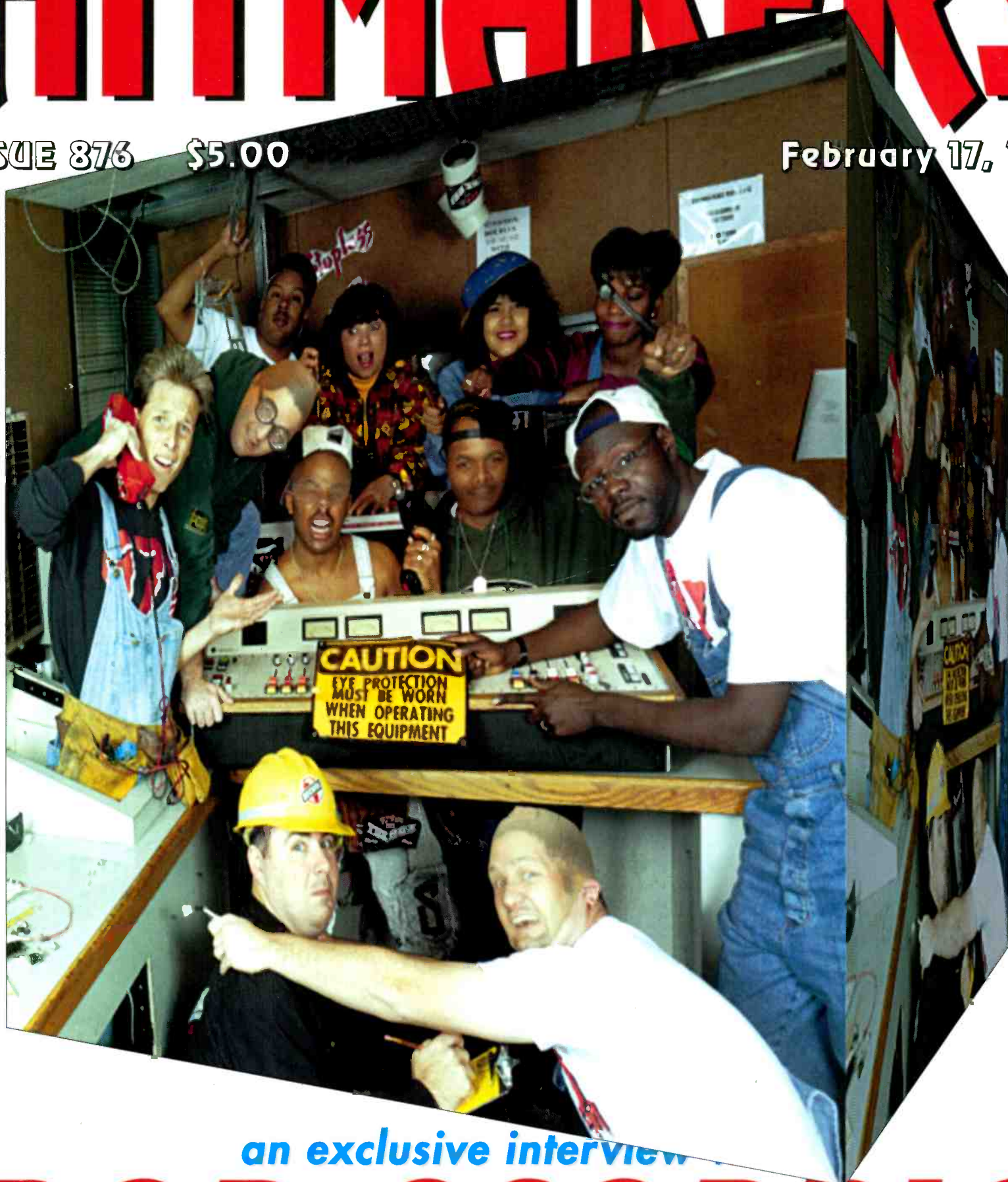


HITMAKERS[®]

ISSUE 876 \$5.00

February 17, 1995



an exclusive interview

ROB SCORPIO

GREG HEAD

PD & MD, THE BOX/Houston

Impacting Top40 Now!
From The Multi-Platinum
#1 Artist!

SNOW

Anything For You

Nadine Sutherland
(featuring)

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

Produced by Barry "Luv Bug" Korb for The Core of Production

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

On EastWest compact discs, CD-55 cassette and records. © 1994 EastWest Records, a division of Warner Communications Inc. A Time Warner Company.



The INSIDE PAGE

HITMAKERS **HOT TIP**

SIMPLE MINDS "She's A River" (VIRGIN)

A welcome sound; the distinctive voice of Jim Kerr. Programmers have been raving for weeks about the infectious sound of She's A River. Top 10 mentions in Disc-covery Club this week and impressive top-of-mind awareness on Conference Calls. Check some of these call letters: Z100, PRO-FM, KDWB, KROQ, 99X, WKBQ, WPLY, Y100, WZPL, POWER PIG, tons more. With Soundscan numbers looking very healthy and the single already a staple at the Modern Rock level, widespread Mainstream success is imminent.

Researching Music

FIREHOUSE "I Live My Life For You" (Epic) Just when you thought it couldn't get any bigger...#1 Disc-covery Club again this week. • **BLESSID UNION OF SOULS** "I Believe" (EMI) #3 Most Disc-overed this week...Success stories continue to pour in from everyone who come in contact with this incredible record. • **REDNEX** "Cotton Eye Joe" (Battery) You would never admit it, but we know for a fact that you recently had your own little private hoedown with this song... your neighbors saw you dancing to Cotton Eye Joe at home in your underwear... • **REAL McCOY** "Run Away" (Arista) We know that Another Night refuses to leave power rotation, but all indicators are telling us that this fabulous import could exceed the scary success of the first one. • **LIVE** "Lightning Crashes" (Radioactive/MCA) According to Conference Call mentions, the strongest cut on the album to date...love the way the song builds in intensity. • **GILLETTE w/20 Fingers** "Mr. Personality" (Zoo) Short Short Man made her a hero to your female listeners...this phone burner only cements that reputation. • **BRANDY** "Baby" (Atlantic) Strong, mass appeal follow-up to I Wanna Be Down. #4 Mainstream Disc-covery Club this week. • **BONNIE RAITT** "You Got It" (Arista) Can't miss: core Top40/adult artist, great remake of a Roy Orbison classic, strong, female-appeal soundtrack to "Boys On The Side." • **cranberries** "Ode To My Family" (Island) Programmers comparing it to Linger, the monstrous first single. #2 Most Disc-overed. • **HOOTIE & THE BLOWFISH** "Hold My Hand" (Atlantic) Great callout weapon; by the way, #1 SoundScan this week in New York, Pittsburgh, Atlanta, Richmond, many other fine cities. Goes 11-7* National SoundScan. •

ON THE STREET SIDE:

BIG SALES, BIG REQUESTS, BIG RESEARCH, SIGNIFICANT INCREASES IN AIRPLAY:

SUBWAY "This Lil Game We Play" (Motown) • **MARY J. BLIGE** "I'm Goin' Down" (Uptown/MCA) • **K7** "Move It Like This" (Tommy Boy) • **ADINA HOWARD** "Freak Like Me" (Elektra) • **BRANDY** "Baby" (Atlantic) • **BOYZ II MEN** "Thank You" • **BOYZ II MEN** "Water Runs Dry" (Motown) • **SOUL FOR REAL** "Candy Rain" (Uptown/MCA) • **ALL-4-ONE** "(She's Got) Skillz" (Blitz/Atlantic) • **MONTEL JORDAN** "This Is How We Do It" (PMP/RAL/Island) • **KEITH MARTIN** "Never Find Someone Like You" (Columbia) • **GILLETTE w/20 FINGERS** "Mr. Personality" (Zoo) • **TLC** "Waterfalls" (LaFace/Arista) • **NOTORIOUS B.I.G.** "Big Poppa" (Bad Boy/Arista) • **FUN FACTORY** "Close To You" (Curb)

BREAKING NEWS

- **JERRY BLAIR UPPED TO SR. VP/PROMOTION AT COLUMBIA**
- **NAPOLIELLO NAMES NEW MEMBERS OF "DREAM TEAM"**
- **TONS OF GREAT RADIO GIGS AVAILABLE NOW! (SEE EAR)**
- **CRAIG KALLMAN, RON SHAPIRO UPPED AT ATLANTIC RECORDS**
- **STEVE ELLIS NAMED SR. DIR. NAT. PROMO AT CURB RECORDS**

ALSO IN THIS ISSUE...

- | | | | |
|---|---------|---|---------|
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| • MARK DRISCOLL - War Room | page 10 | • SHANDS/FERGUSON | page 33 |
| • Mainstream Disc-covery Club | page 12 | • Ear To The Ground | page 44 |
| • Programmer Of The Week | page 13 | • The HITMAKERS Interview: | |
| • WPLJ/New York - Behind the scenes of the #1-rated Rocky Allen Showgram | page 20 | ROB SCORPIO/GREG HEAD, PD & MD | |
| | | KBXX (THE BOX)/Houston | page 22 |

TOP 40 Radio Multi-Format Picks

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

MAINSTREAM

BLESSID UNION OF SOULS - "I Believe" (EMI)
cranberries - "ODE To My Family" (ISLAND)
MELISSA ETHERIDGE - "If I Wanted To" (ISLAND)
FIREHOUSE - "I Live My Life For You" (EPIC)
LIVE - "Lightning Crashes" (RADIOACTIVE/MCA)
LONDONBEAT - "Come Back" (RADIOACTIVE/MCA)
KEITH MARTIN - "Never Find Someone..." (COLUMBIA)
REAL McCOY - "Run Away" (ARISTA)
SIMPLE MINDS - "She's A River" (VIRGIN)
STEVIE WONDER - "For Your Love" (MOTOWN)
VAN HALEN - "Can't Stop Lovin' You" (WARNER BROS.)
JAMIE WALTERS - "Hold On" (ATLANTIC)

ALTERNATIVE WORLD

ADAM ANT - "Wonderful" (CAPITOL)
BETTER THAN EZRA - "Good" (SWELL/ELEKTRA)
ELASTICA - "Connection" (DGC/GEFFEN)
P.J. HARVEY - "Down By The Water" (ISLAND)
LIVE - "Lightning Crashes" (RADIOACTIVE/MCA)
OUR LADY PEACE - "Starseed" (RELATIVITY)
RANCID - "Salvation" (EPITAPH)
R.E.M. - "Star 69" (WARNER BROS.)
SIOUXSIE & THE BANSHEES - "O Baby" (GEFFEN)
SPONGE - "Plowed" (THE WORK GROUP)
MIKE WATT & FRIENDS - "Against The 70's" (COLUMBIA)
WAX - "California" (INTERSCOPE)

STREET SHEET

ALL-4-ONE - "(She's Got) Skillz" (BLITZZ/ATLANTIC)
MARY J. BLIGE - "I'm Goin' Down" (UPTOWN/MCA)
BOYZ II MEN - "Thank You" (MOTOWN)
GILETTE f./20 FINGERS - "Mr. Personality" (ZOO)
MONTELL JORDAN - "This Is..." (PMP/RAL/ISLAND)
K7 - "Move It Like This" (TOMMY BOY)
KEITH MARTIN - "Never Find Someone..." (COLUMBIA)
RAPPIN' 4-TAY - "I'll Be Around" (RAG TOP/EMI)
REAL McCOY - "Run Away" (ARISTA)
SOUL FOR REAL - "Candy Rain" (UPTOWN/MCA)
SUBWAY - "This Lil' Game ..." (MOTOWN)
STEVIE WONDER - "For Your Love" (MOTOWN)
TLC - "Waterfalls" (LaFACE/ARISTA)

MIX SHOWS

2 IN A ROOM - "Ahora" (CUTTING)
AMAZING MANFRED - "I Must Be Free" (SOS)
BRANDY - "Baby" (ATLANTIC)
FU-SCHNICKENS - "Sum Dum Munkey" (JIVE)
JOCELYN ENRIQUEZ - "Big Love" (CLASSIFIED)
MOBB DEEP - "Shook Ones Part III" (LOUD/RCA)
NONCE - "Mix Tapes" (AMERICAN/WARNER BROS.)
SARA PARKER - "My Love Is Deep" (VESTRY)
SWING 52 - "Color Of My Skin" (CUTTING)
THE B.U.M.S. - "Elevation, Free My Mind" (PRIORITY)

MARCH

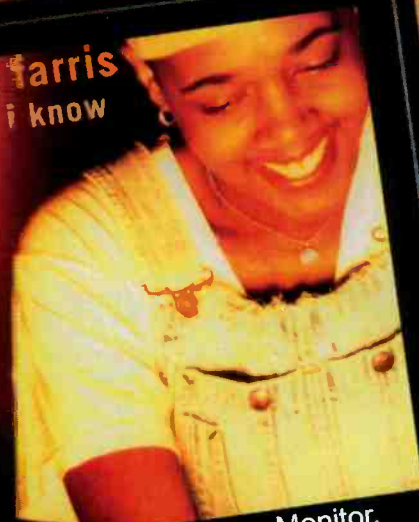
WEDNESDAY	THURSDAY	FRIDAY
	1	2
		3
	8	9
		10
	14	15
		16

Bruce live on the Grammys

Toad tour begins

Impact for Harry Connick Jr. She impacts for Vol Co Ross Miss Me

Dionne Farris
i know



12*-9* TOP40/Mainstream Monitor,
38*-31* TOP40/Adult Monitor, 29*-16*
Billboard New Artist Album Chart,
Top10 call-out and Top 10 requests
everywhere! National single sales and
album sales doubled this week!
ON TOUR NOW!!!



BJZZ BIN



BRUCE SPRINGSTEEN
"Greatest Hits" is in-store
Tuesday, February 28th.
The track **Murder**
Incorporated rocks the
airwaves this week. Don't
miss Bruce's opening
performance on the
Grammys Wednesday,
March 1st.

**KEITH
MARTIN**
*Never Find
Someone Like You*

Top 5 phones at WJMN and KTFM and
monstrous early call-out! Over 450
HOT100 spins. Cassette-single in stores
now! Keith plays 3 instruments, writes,
sings and produces; He's from D.C., and
his soon-to-be-released album is titled
"It's Long Overdue."

TOAD THE WET SPROCKET'S
national tour with Hootie and
the Blowfish kicks off in March
and will cover America... Toad's
new single *Fly From Heaven*
pro-cd is on your desk now;
Already Top 15 rotation at
WENZ (Cleveland) and 96X
Memphis)... New airplay in
Denver, Kansas City, Phoenix,
Albany.

SOPHIE B. HAWKINS



Big buzz on Sophie B.... Press, touring
and her recent performance on Howard
 Stern's national radio show (and E TV,
juicy) album sales big time! Already
Top 15 airplay on WKTI, Milwaukee.
Sophie's promo tour continues*requests
to your Columbia rep.) Be sure to ask
Casey Keating about Sophie's awesome
live performance on Y100.

www.sony.com

COLUMBIA

Joff Buckley
Harry Connick Jr.
Rickie Corvington
Miles Watt

A n n i e L e n n o x

NO MORE "I LOVE YOU'S"

**THE FIRST SINGLE
FROM MEDUSA,
THE EAGERLY-AWAITED
FOLLOW-UP TO HER
DOUBLE PLATINUM
SOLO DEBUT DIVA.**

ALBUM AVAILABLE 3/14

Produced by Stephen Lipson

**APPEARING ON
SATURDAY NIGHT LIVE 3/18**

ARISTA

BMG

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Marketed and Distributed by Arista Records, Inc.
A Bertelsmann Music Group Company

JERRY BLAIR PROMOTED TO SENIOR VICE PRESIDENT, PROMOTION, COLUMBIA



Jerry Blair has been promoted to Senior Vice President, Promotion, by Don Ienner, President, Columbia Records, to whom he will report. Mr. Blair is based in New York.

In his new role, Mr. Blair will now be responsible for overseeing all phases of promotion for the Columbia label, including supervision of the National Promotion and field staff.

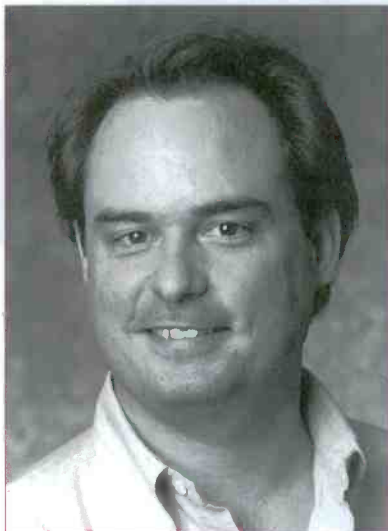
"I've known of Jerry Blair for more than eight years, and worked with him for the past six," said Mr. Ienner. "If he wasn't already at Columbia, I'd be doing everything I could to get him here. I have watched Jerry grow from the local promotion level to National Singles Director, and now to the head of all formats. He also managed to completely pass his law exams along the way. Jerry's always lent a critical eye to our marketing and promotion plans, and in recent years he's been able to contribute to the creation and shaping of them. He has evolved from a sprinter into a long distance runner, and I'm proud and thrilled that he has earned this important promotion. Jerry's love of music and his spirit bring so much to Columbia and our artists. And last but not least, who else could take Burt Baumgartner's place but Jerry Blair?"

Added Mr. Blair, "While attending law school in Boston and working as a CBS Records College rep, I dreamed of becoming Senior VP of Promotion for Columbia Records. It has always been, and always will be, the greatest label in the world with the best music and artists. A special thank you to Burt Baumgartner for his guidance, and especially to Don Ienner, the most exuberant motivator in the world, for this fantastic opportunity. I look forward to unveiling new and innovative ways to promote and market our artists along with our aggressive, intelligent and passionate national and local staff of music lovers."

Mr. Blair has served as Vice President, Top40 Singles Promotion, Columbia, since 1991, following one year as National Director, Top40 Singles Promotion. He began his career in music at CBS Records, as the College Marketing and Promotion Representative for New England from 1983 to 1986. He then moved to Chrysalis Records for two years, first as New England Regional Promotion and Marketing Manager, then as West Coast Promotion Director. He returned to Boston in 1988, as Columbia's Local Promotion Manager for the New England market.

Mr. Blair holds the Artium Baccalaureus degree in Sociology from Brandeis, where he served as Director of the Student Programming Board in his senior year, 1983. He went on to earn the Juris Doctor degree from Boston University School of Law, 1986.

SKY DANIELS ANNOUNCES NEW LABEL APPOINTMENTS



Dave Ross has been appointed Vice President of AOR Promotion for ISLAND Records.



John Sigler has been appointed Senior Director of National AOR Promotion for ISLAND Records.



Ed Green has been appointed Associate Director of CHR Promotion for ISLAND Records.



Marthe Reynolds has been named National Director Crossover Promotion for ISLAND Records.

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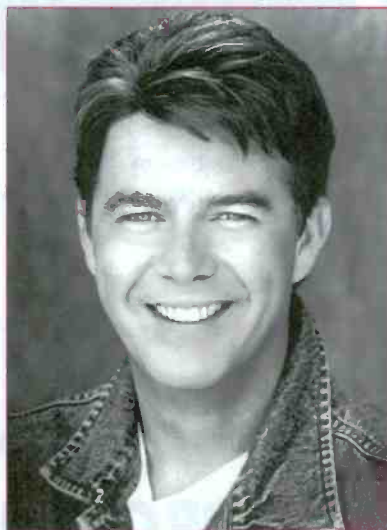
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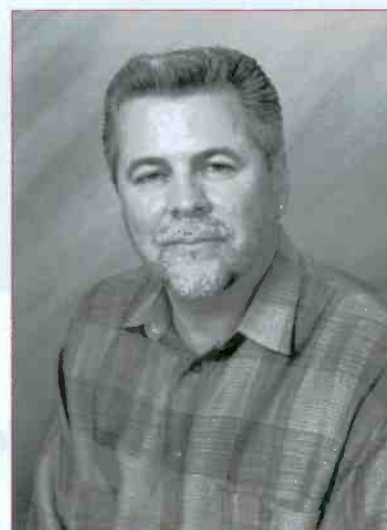
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PETER NAPOLIELLO APPOINTS 3 EXECUTIVES TO KEY WEST COAST-BASED POSITIONS



Sean Lynch has been appointed Senior Director of Promotion for EMI Records.



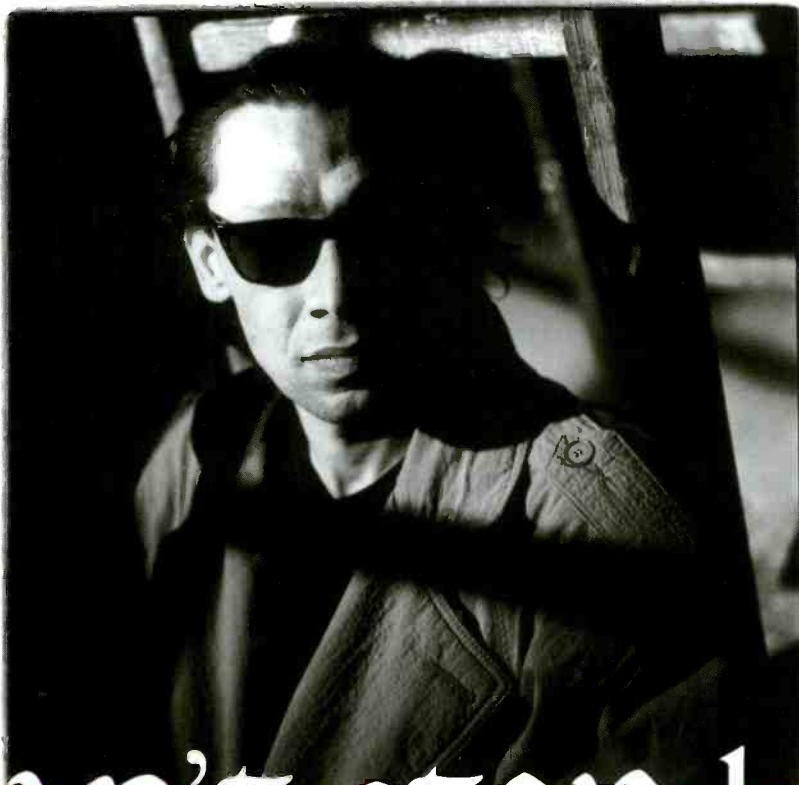
Jim Bergin has been named West Coast Promotion Director for EMI Records.



Fred Zaehler has been named Northwest Promotional Manager for EMI Records.

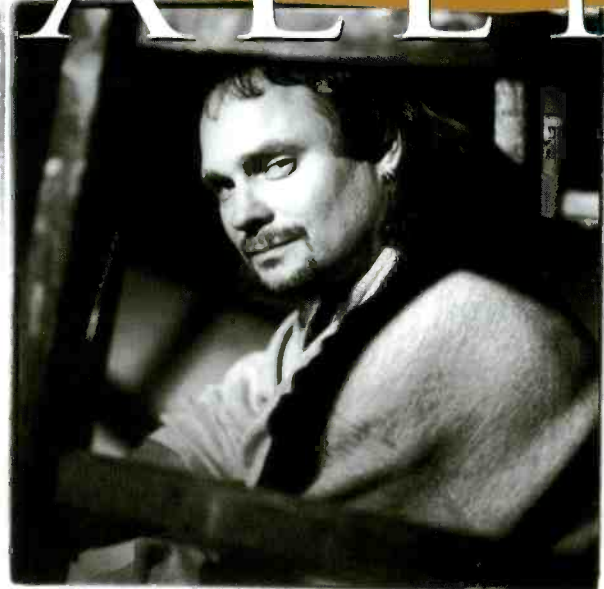
SoundScan LP Sales Chart 3* 128,377 Pieces Sold This Week LP Already Platinum!

it's just so damn hard.



can't stop lovin' you
VAN HALEN

the next single



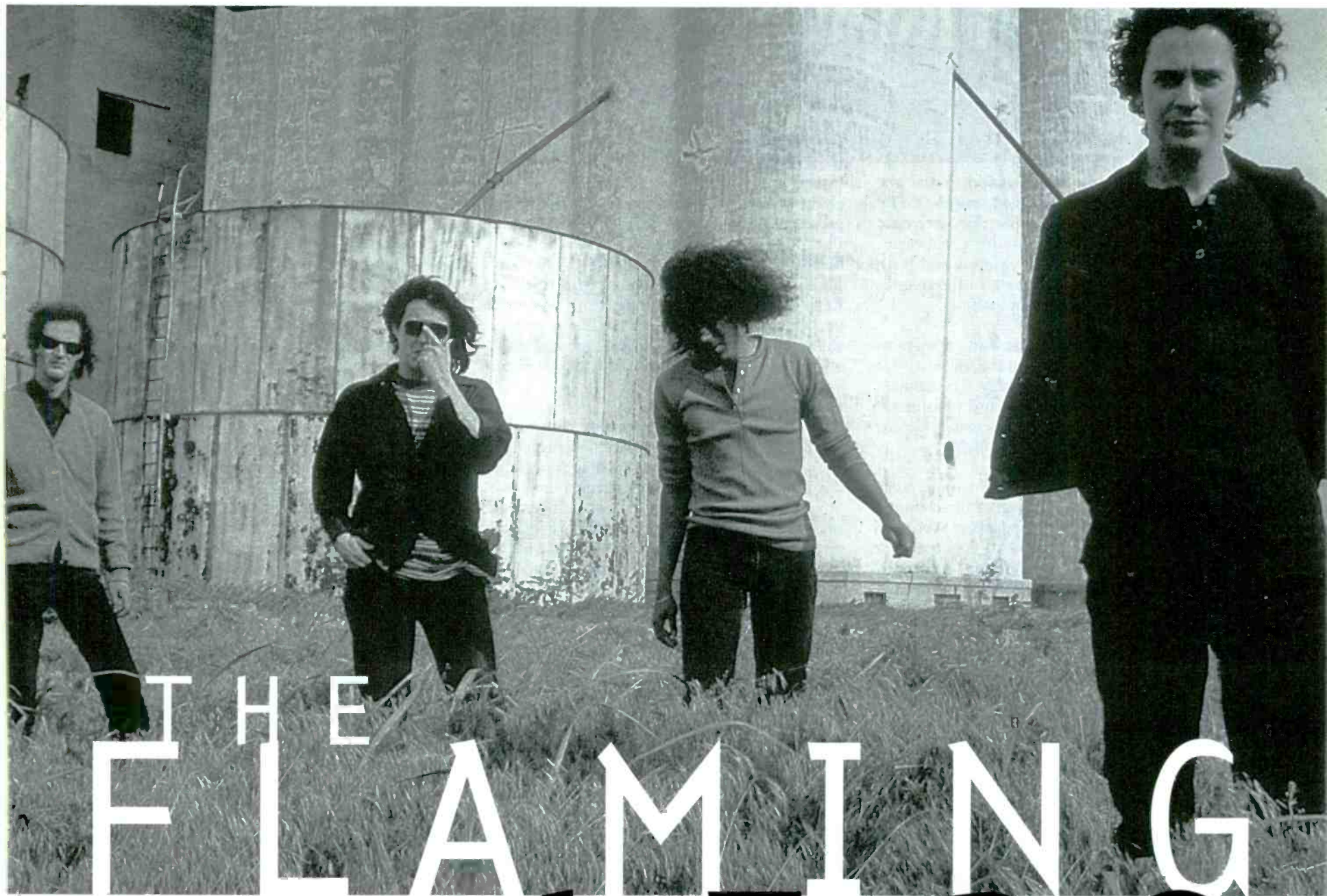
produced by bruce fairbairn
from the album: balance
the tour begins march '95!
management: raydanniels, sro management, inc.



© 1995 warner bros records inc.

One Of The Most Added, Including Early Support At:

Q99 Add	B97 Add	PRO-FM Add	
Z100 20x	Q102 14x	WKBQ 16x	WKSE 16x



THE FLAMING LIPS

"SHE DON'T USE

JELLY"

FROM THE ALBUM,

TRANSMISSIONS FROM THE SATELLITE HEART

PRODUCED BY THE FLAMING LIPS AND KEITH CLEVERSLEY

SoundScan Single Chart
193 - 71*

1158 to 4432 Pieces
Sold This Week!

More Than 1400 Total
BDS Detections!
More Than 10 Million
Listeners!

Top 10 Requests At:

Q99	No. 1	WFLY
WPLY	No. 1	WLAN
KISF	No. 1	WGTZ
WPST	No. 1	WSNX
WZJM	No. 4	WVIC
WABB		SHHY
WA1A		WRHT

Already Playing At:

Q99 54x	WKBQ 16x
KISF 32x	KRBE 17x
KROQ 24x	Z100 11x
WPLY 21x	PWR PIG 8x
B97 17x	



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SCOTT BOOKER/HELLFIRE MANAGEMENT

BRIEFS FROM THE WAR ROOM



The producing of a radio station, a lost art, overlooked, underdeveloped, maybe? The Deejay of the '90s. The role. Two separate parts of what makes a station tick. However, they are so very closely related and both extremely important elements to the overall success of communicating successfully.

Basics. Application of basic known ways to creating *special* production and *effective* DJ technique in an imaginative way. To maintain integrity of brevity, clarity and passionate positioning to connect with the instant access travelers on the fast-paced super highway.

Preparation, clear, cut the crap, simple cross hair targeting is vital. The use of the common vernacular, the gauge of the spoken words of your target audience, likely to connect with listeners easily. Colloquialisms, informal, hometown, local approach should be injected into the mix of how the DJ and/or pre-produced promos, positioning and the other various brand name, unique elements that make the imaging work. The true street talk. The DJ and production should be an 'extension of the music.'

Carrey, out-of-the-box thinking, unusual twists that become very personalized and provide straight shots from your imagination to the

listener's. Try to break away from the ball and chain connected between you and the word processor or typewriter. Some of the best work I've done and have heard from others are outtakes, adlibs and accidents. Visualize. Suddenly the creative juices begin to flow. Keep the mic on, tape rolling, that's when the very special stuff starts to hit like a meteor shower! How to shape and shade those ideas is where the skill of the vocal talent and producer skills come in.

Although there are some very exciting ideas and concepts coming from some new people on deck, be careful. If you are shopping for help in this very important area keep in mind there is a huge difference separating an announcer and the true double duty messenger, a gifted performer...and their experience. Beware of the 'rip n' readers.' You'll get what you pay for...you keep your fingers crossed and hope it's going to be good. Shop the dollar store...you'll usually walk out with just that...a bag full of junk worth maybe a dollar. Also, it's rare that finding a technical wizard who can also double as a voice talent. But, maybe you'll get lucky. Maybe.

To this day, after over 20 years of reading for the blind, personally, has taught me more than any voice coach or trainer about telling stories.

(Trainers and coaches are fine, however, they work with many individual talent levels and can be very helpful to a performer...but, as in any field, really good ones are very hard to find). That's another subject that will be explored in the column soon along with other related subjects.

Seduce your listeners...clarify your stationality. You want a big hit...get big hitters. DJ's, station voices, production people. Get the best you can.

The producing of a station and communication techniques used on the air - It's highly probable that a great deal of the broken lines of communication and understanding inside the radio station are often the roots of many philosophical differences. The under-taught and misunderstood fundamentals create a battleground of continued casualties in every area...on and off the air.

Mark Driscoll Productions **PLANET CREATIONS** is Los Angeles based. *The custom voice over and production/programming boutique originates from the WARNER Hollywood Studios.*
(213) 934-2111/850-2666.
Fax (213) 938-4200. *Your ideas, feedback and questions are encouraged.*

CHICAGO

1995

DATE:

May 4 • 5 • 6

THE PLACE:

Westin Hotel (312) 943-7200

ROOM RATE:

\$110

PRE-REGISTRATION:

\$150

CRANBERRIES

"ODE TO MY FAMILY"

Monitor Alternative Chart: #13*
 SoundScan LP Chart: 9*
 Approaching Triple Platinum!



Stress



Most Added

R&R Top40:

WXXX
 THE END
 WFHN
 WQGN
 WJMX
 WRHT
 WVIC
 WFMF
 WKXJ
 WNSL
 WYHY
 WPXR
 WQCR
 KLYV

KOKZ
 KKRD
 WFLY
 WAEB
 WNKI
 WNNK
 WVAQ
 WSPK
 WNTQ
 WHTO
 KQIZ
 KCHX
 KJ103
 KHTT
 KDUK
 KTMT

Spinning At:

KRBE 51x
 STAR94 23x
 WZNY 22x
 WEZB 34x
 WGRD 24x
 KUTQ 31x
 WPST 29x
 KHTY 26x
 WYCR 26x

Managed By The Left Bank Organization



HITMAKERS

MAINSTREAM TOP40

DISCOVERY CLUB

1. **FIREHOUSE "I Live My Life..." (EPIC)**
2. **cranberries "Ode To My Family" (ISLAND)**
3. **BLESSID UNION OF SOULS "I Believe" (EMI RECORDS)**
4. **BRANDY "Baby" (ATLANTIC)**
5. **REAL McCOY "Run Away" (ARISTA)**
6. **SIMPLE MINDS "She's A River" (VIRGIN)**
7. **REDNEX "Cotton Eye Joe" (BATTERY)**
8. **LIVE "Lightning Crashes" (RADIOACTIVE/MCA)**
9. **GILLETTE w/20 Fingers "Mr. Personality" (ZOO)**
10. **STEVIE WONDER "For Your Love" (MOTOWN)**
11. **BONNIE RAITT "You Got It" (ARISTA)**
12. **KEITH MARTIN "Never..." (RUFFHOUSE/COLUMBIA)**
13. **SOUL FOR REAL "Candy Rain" (UPTOWN/MCA)**
14. **LONDONBEAT "Come Back" (RADIOACTIVE/MCA)**
15. **ALL-4-ONE "(She's Got) Skillz" (BLITZZ/ATLANTIC)**
16. **DURAN DURAN "White Lines" (CAPITOL)**
17. **VAN HALEN "Can't Stop Loving You" (WARNER BROS.)**

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

BRUCE SPRINGSTEEN

"Murder Incorporated"

BRIAN DOUGLAS, APD/MD, Q102/Cincinnati

"Good Rock & Roll record with the 'E Street' band back together again."

KEITH MARTIN

"Never Find Someone Like You"

RICK THOMAS, PD, KSFM/Sacramento

"This is a #1 record."

LARRY IRON, S, PD, KWNZ/Reno

"It's a smash!"

FLASH PHILLIPS, MD, KWTX/Waco

"I like it! I like it!"

GLENN DILLON, MD, WKFR/Kalamazoo

"Gonna be a monster."

TOMMY EDWARDS, PD, WPRR/Altoona

"This is a good one."

STEVE KLINE, PD, WRKY/Steubenville

"This is a good one."

THE KID, APD/MD, WWFX/Bangor

"Great ballad. We won't be saying, 'who's he?' for long!"

PHARAOH

"I Show Your Secrets"

ERIK BRADLEY, MD, B96/Chicago

"Continues to work very well for us."

DJ RICH, DJ, KRBE/Houston

"This is no longer a secret so give it a listen."

JOHN HOHMAN, DJ, METROMIX/Pittsburgh

"Good crossover energy record. Check it out."

Nominees for Issue 877.

Vote for your choice.

1. GARRETT MICHAELS (PD, WPLY/Philly)
2. BRIAN BRIDGEMAN (PD, WEDJ/Charlotte)
3. MARK TODD (PD, KRQ/Tucson)

Call your HITMAKERS Account Executive (818) 887-3440

Programmer of the week wins a Sony Walkman™!

Michelle Santosuosso



PD, KMEL/San Francisco

Career Highlights:

- MD, KZZP/Phoenix.
- MD, Q106/San Diego.
- Nat'l Director Of Crossover Music/RCA Records
- APD, KKBT/Los Angeles
- PD, KMEL/San Francisco

Family:

Single

Hobbies:

reading books, writing, collecting disney memorabilia

Quote:

"Be fair, honest, and respectful of others, and you will succeed not only in this business, but in your whole life.."

Top40 Disc-overly Club

JACK HORTON, MD, 95XIL, Parkersburg

SIMPLE MINDS *She's A River* (VIRGIN) - I love this band.

JAMIE WALTERS *Hold On* (ATLANTIC) - It's Pop and it's happening.

FIREHOUSE *I Live My Life For You* (EPIC) - These boys can do no wrong. Tight.

CLARKE INGRAM, PD, 98PXY, Rochester

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Very pretty Pop ballad. A song to be taken seriously.

FIREHOUSE *I Live My Life For You* (EPIC) - A very important record for Top40 right now. Good Mainstream Rock power ballad.

BON JOVI *Saturday Night* (MERCURY) - Very catchy...Classic Bon Jovi hit.

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

FIREHOUSE *I Live My Life For You* (EPIC) - This is the type of record women want.

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - Why aren't there more records like this?

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Left field, scoring big time.

JIM LAWSON, MD, ALICE106, Denver

DIONNE FARRIS *I Know* (COLUMBIA) - Has a fit score of 100. Sounds great on the air.

PORTISHEAD *Sour Times (Nobody Loves Me)* (LONDON) - Has just enough of a Pop feel to be a great crossover.

BUDDY SCOTT, PD, B94, Pittsburgh

GLORIA ESTEFAN *Everlasting Love* (EPIC DANCE) - Real good record for her...Great remake of the Carl Carlton classic.

SIMPLE MINDS *She's A River* (VIRGIN) - Very Mainstream and hip.

NEAL SHARPE, PD, JET-FM, Erie

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - A real 'live'-wire.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - An all-daypart smash!

NIRVANA *The Man Who Sold The World* (DGC) - I'm sold on this one.

MARK LANDIS, PD, K106, Beaumont

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - A #1 record. We called this record a month and a half ago.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Absolute smash. Better than the first.

SARAH McLACHLAN *Hold On* (ARISTA) - Another great record.

STEVE WILSON, PD, KC101, New Haven

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - Pop smash. Easy. Fits right in with what we're doing.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Killer record.

FIREHOUSE *I Live My Life For You* (EPIC) - Top 5 phones after only two weeks on the air.

TAKE 6 *You Can Never Ask Too Much Of Me* (REPRISE) - A perfect record. Nice and smooth, very adult, blends in well.

LEO CARO, MD, KCHX, Midland/Odessa

BRANDY *Baby* (ATLANTIC) - Great follow-up from the most promising act out there.

BOYZ II MEN *Thank You* (MOTOWN) - Awesome uptempo track from the hottest group out there.

cranberries *Ode To My Family* (ISLAND) - The most radio-friendly cut from them yet.

MIKE DANGER, MD, KCLD, St. Cloud

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Lots of buzz. Keep your eye on this in the weeks ahead.

DURAN DURAN *White Lines* (CAPITOL) - I don't believe a song I used to breakdance to is being done by Duran Duran.

FIREHOUSE *I Live My Life For You* (EPIC) - Pro-team 1995.

MARK RADWAY, MD, KDUK, Eugene

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Real hot record.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - They are for real.

REAL McCOY *Automatic Lover* (ARISTA) - Like it a lot.

MARK BOLKE, PD, KDWB, Minneapolis

FIREHOUSE *I Live My Life For You* (EPIC) - Yep, I still like it.

SUNNY VALENTINE, PD, KFRX, Lincoln

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - I don't get it, but everybody else does. Let's go.

BONNIE RAITT *You Got It* (ARISTA) - Big movie. Sounds great on the air.

BLUES TRAVELER *Runaround* (A&M) - This is great stuff for America's Heartland.

ROXI LENNOX, APD, KGOT, Anchorage

REDNEX *Cotton Eye Joe* (BATTERY) - This is a fun record.

cranberries *Ode To My Family* (ISLAND) - Incredible record. Lots of phones.

FERNANDO VENTURA, MD, KHFI, Austin

ALL-4-ONE (*She's Got*) *Skillz* (BLITZZ/ATLANTIC) - Already getting phones without airplay. Should be an across-the-board hit. Thanks Mr. Ed for helping us see the light.

MAX-A-MILLION *Fatboy* (S.O.S.) - Local club action...Should bust out and explode on the radio.

THE PRIMITIVES *Crash - The '95 Mix* (RCA) - See Cruze WKBQ/St. Louis for my thoughts.

MR. ED LAMBERT, APD/MD, KHKS, Dallas

ALL-4-ONE (*She's Got*) *Skillz* (BLITZZ/ATLANTIC) - Still our #1 request record. A proven hit in Dallas, Texas, could be for you too. (Gotta play the Ace Of Base remix on the CD Pro.)

FUN FACTORY *Close To You* (CURB EDEL) - Sounds like a KISS record. Love it!

CARLY RUSH, PD/MD, KHHT, Tulsa

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - Another hit from David Letterman's favorite band.

BLUES TRAVELER *Runaround* (A&M) - I heard and I like it. Hmmm...

PATRIC KAY, PD, KIMN, Denver

cranberries *Ode To My Family* (ISLAND) - This will be big.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Love this record. Hot!

FIREHOUSE *I Live My Life For You* (EPIC) - Big, big ballad!

BRANDON YOUNG, MD, KISN, Salt Lake City

BONNIE RAITT *You Got It* (ARISTA) - Great movie! Great song!! Add it!!!

SCOTT KRAMER, MD, KISR, Fr. Smith

BUSH *Everything Zen* (INTERSCOPE) - This is a great Alternative record.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Great feel!

STEVIE WONDER *For Your Love* (MOTOWN) - Really impressed with this record.

BILLY THE KIDD, MD, KJ103, Oklahoma City

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - Great new record by Siouxsie.

DURAN DURAN *White Lines* (CAPITOL) - Cool record. Testing well.

SCOTT THOMAS, MD, KLYV, Dubuque

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - I love it. Top 5 requests.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Do you remember *Mandolin Rain*? This is nothing like it.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - A *Mickey* feel. Instant phones.

MIKE CHASE, PD, KMCK, Fayetteville

STEVIE WONDER *For Your Love* (MOTOWN) - Right out of the '70s songbook.

DAN OLSEN, PD, KOKZ, Waterloo

BONNIE RAITT *You Got It* (ARISTA) - The song is a proven winner, so is Bonnie.

QUEENSRYCHE *Bridge* (EMI RECORDS) - Sixth most requested after two weeks.

JAMIE WALTERS *Hold On* (ATLANTIC) - The song is growing into a substantial hit. The time is now!

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

cranberries *Ode To My Family* (ISLAND) - People dig this band.

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - I like this record a lot.

JIMI JAMM, MD, KQKQ, Omaha

ADAM ANT *Wonderful* (CAPITOL) - One of the most surprising records of the year. A Hallmark card.

cranberries *Ode To My Family* (ISLAND) - Absolute ear candy.

STEVIE B. *Dream About You* (EMPORIA/THUMP) - Nobody does a ballad quite like he does.

MARS FREHLEY, MD, KQMQ, Honolulu

BRANDY *Baby* (ATLANTIC) - Great follow-up to the first single.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Nice groove. Good fun. Hot record.

PAUL BRYANT, MD, KRBE, Houston

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - It will be bigger than *I Alone*.

NINE INCH NAILS *Hurt* (INTERSCOPE) - You can find the radio edit on the PIGGY CD single. Already generating a buzz after a couple of plays.

BUSH *Everything Zen* (INTERSCOPE) - Already proven on the Modern Rock chart...KRBE is welcoming this one with open arms.

cranberries *Ode To My Family* (ISLAND) - Been on this for quite a while...If you're not on it yet - our research has now kicked in.

MARK TODD, PD, KRQ, Tucson

ALL-4-ONE (*She's Got*) *Skillz* (BLITZZ/ATLANTIC) - Take another look at this if you're not already playing it. Top 5 phones here and the sales are rebounding.

R. CHARLES SNYDER, PD/MD, KTMT, Medford

THE GO GO'S *Good Girl* (I.R.S.) - This is the one that will bring them back.

cranberries *Ode To My Family* (ISLAND) - Another hit.

BRANDY *Baby* (ATLANTIC) - I like this one.

OUT NOW ON PRO-CD
(#7481-R)

PRINCE



PURPLE
MEDLEY

14 HITS RE-MIXED TOGETHER

AS PREMIERED AT THE AMERICAN MUSIC AWARDS

Produced, arranged, composed and performed by PRINCE



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Top40 Disc-overery Club

LARRY IRONS, PD, KWNZ, Reno

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - It's a smash!

MIKE & THE MECHANICS *Mea Culpa* (ATLANTIC) - It fits perfectly.

FLASH PHILLIPS, MD, KWTX, Waco

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - I like it! I like it!

BRANDY *Baby* (ATLANTIC) - This will be huge!

ALL-4-ONE *(She's Got) Skillz* (BLITZZ/ATLANTIC) - Give this song a chance. It will blow out the phones.

JAY SHANNON, MD, KZII, Lubbock

REDNEX *Cotton Eye Joe* (BATTERY) - This is going to be a hot record.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - #1 requests. Hot! Hot!

FIREHOUSE *I Live My Life For You* (EPIC) - Great 18-34.

JAMES BAKER, PD, KZIO, Duluth

cranberries *Ode To My Family* (ISLAND) - Reminds me of *Linger*. All dayparts.

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - Hooky, up, fun record.

KASEY CHRISTOPHER, MD, KZZU, Spokane

BRANDY *Baby* (ATLANTIC) - Smash! Huge phones.

REAL McCOY *Run Away* (ARISTA) - Not a bad mix on it. Great.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - Best yet. Cool record.

PAUL WALKER, PD, OK95, Tri-Cities

FIREHOUSE *I Live My Life For You* (EPIC) - Top 10 phones after only three days of airplay.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - I don't know what it is about this song, but our listeners are eating it up.

PETE DROGE *If You Don't Love Me (I'll Kill Myself)* (AMERICAN/REPRISE/RCA) - One of the catchiest songs I've heard in the last year.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - Has the potential to be their biggest Top40 record yet.

BRIAN DOUGLAS, APD/MD, Q102, Cincinnati

DANNY TATE *Nobody's Perfect* (VIRGIN) - A song for anyone who's ever uttered the words, 'Give me a break.'

PRINCE *Purple Medley* (WARNER BROS.) - Just cool to hear the hits again.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Good Rock & Roll record with the 'E Street' band back together again.

RAY KALUSA, MD, Q106, San Diego

FOREIGNER *Until The End Of Time* (PRIORITY) - Had this come out when they were hot, this would have been another in a string of hits...Still sounds good in '95.

STEVIE WONDER *For Your Love* (MOTOWN) - Timing is everything. Perfect Valentine's song.

SIMPLE MINDS *She's A River* (VIRGIN) - The energy we need more of in Pop music today.

GARY MICHAELS, PD, Q99, Salt Lake City

AIMEE MANN *That's Just What You Are* (GIANT) - Really kicked in. Really happy with this.

WOLFGANG PRESS *Going South* (WARNER BROS.) - Very distinguished presence on the radio.

MIKE LOWE, MD, WATA, Melbourne

REAL McCOY *Run Away* (ARISTA) - This record is sure looking strong.

BONNIE RAITT *You Got It* (ARISTA) - Classic. Great job. A remake.

FIREHOUSE *I Live My Life For You* (EPIC) - They're on their way here. Great record. Love it.

MIKE ORZEL, APD/MD, WAAL, Binghamton

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Pure Pop Rock record.

SPONGE *Plowed* (WORK/COLUMBIA) - Fantastic Rock record.

JOE FRIDAY, PD, WAEB, Allentown

NEWTON *Sky High* (CRITIQUE) - Instant familiarity on this cool remake of the '75 Jigsaw record.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Deep moving

message. Hey, you should listen to the lyrics too.

MARTIN PAGE *In The House Of Stone And Light* (MERCURY) - In the world of Alternative and Urban, it's nice to have a Pop record open the door.

DAMON COX, MD, WAPE, Jacksonville

REAL McCOY *Run Away* (ARISTA) - A reprise of last year's success with *Another Night*. Debuts at Top 25 requests.

SIMPLE MINDS *She's A River* (VIRGIN) - They're back and sounding better than ever.

MARTIN PAGE *In The House Of Stone And Light* (MERCURY) - #20 requests overall, with an emphasis on 18-24 females and 25-34 females.

JOHN FLINT, PD, WAZY, Lafayette

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

KID KELLY, PD, WBHT, Wilkes-Barre

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - I found it 100.3 seconds before Andy Shane.

ELASTICA *Connection* (GEFFEN) - Two minutes of Post Modern bliss. Great image record.

BEAU LANDRY, PD, WBIZ, Eau Claire

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

SCOTT LAUGHLIN, MD, WBNQ, Bloomington

REDNEX *Cotton Eye Joe* (BATTERY) - This is some hot record!

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - This is just a great record.

JOHN RILEY, PD, WCIL, Carbondale

DAVE STEWART *Jealousy* (ELEKTRA) - Try not to like this song.

DANIELLE BRISEBOIS *Gimmie Little Sign* (EPIC) - Happy, energetic Pop song. Instantly puts you in a good mood.

FREEDY JOHNSTON *Evie's Tears* (ELEKTRA) - More great Beatley and Pop.

SHERYL CROW *Keep On Growing* (ARISTA) - From the *Boys On The Side* soundtrack, she sounds just as good electric as she does acoustic.

MICHAEL GAMBY, MD, WDBR, Springfield

COLLECTIVE SOUL *Gel* (ATLANTIC) - Will be as big as the first.

BROWNSTONE *If You Love Me* (MJJ/EPIC) - Smooth for all dayparts.

FIREHOUSE *I Live My Life For You* (EPIC) - A Rock band with a good head on their shoulders.

LAURA ROBINSON, PD, WDJB, Fort Wayne

BUSH *Everything Zen* (INTERSCOPE) - This will be great.

BRANDY *Baby* (ATLANTIC) - Good follow-up to *I Wanna Be Down*.

FIREHOUSE *I Live My Life For You* (EPIC) - A #1 hit.

JIM REITZ, PD, WFHN-FM, New Bedford

REAL McCOY *Run Away* (ARISTA) - Great follow-up. Already a hit.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Instant phones. Great!

JOHNNY A, PD, WFMF, Baton Rouge

cranberries *Ode To My Family* (ISLAND) - I love this song. Good band.

NIRVANA *The Man Who Sold The World* (DGC) - Cool record. Sounds like a hit.

MITCH EDWARDS, MD, WGLU, Johnstown

FLAMING LIPS *She Don't Use Jelly* (WARNER BROS.) - Hot phones.

REAL McCOY *Run Away* (ARISTA) - This is the Real McCoy.

LOUIS KAPLAN, PD, WGTZ, Dayton

BRANDY *Baby* (ATLANTIC) - #1 sales in Dayton.

FIREHOUSE *I Live My Life For You* (EPIC) - Good Rock ballad.

REDNEX *Cotton Eye Joe* (BATTERY) - Interesting sound. Could pull phones.

WILLIE B., PD, WHHY, Montgomery

R.E.M. *Star 69* (WARNER BROS.) - Love this. Good for all demos.

cranberries *Ode To My Family* (ISLAND) - Working real well for us.

JONNY HARTWELL, MD, WHOT, Youngstown

SIMPLE MINDS *She's A River* (VIRGIN) - No time to waste on this one.

BONNIE RAITT *You Got It* (ARISTA) - Bonnie Raitt - This record is a 10.

FIREHOUSE *I Live My Life For You* (EPIC) - Run for the hills. Tell the neighbors. Firehouse is back!

**The
Rednex
Are
Coming!**

BIG DAVE, MD, WZJM/Cleveland

"I hate Country, but I love this song. Has a hook, has balls."

BILLY SURF, MD, WRVQ/Richmond

"Big record."



ALL-4-ONE "(She's Got) Skillz"

Over 60 Top40 Stations...

<u>New Airplay</u>	KPRR	<u>Spinning At:</u>	KZHT	41x
KS104	WFMF	KS104	WHHH	28x
KHFI	KKRD	WZJM	WZPL	20x
KQKQ	KKMG	KLRZ	KMXV	18x

KS104 - Top10 Callout Adults 18-35!

KLUC - #5 18-24 Adults!

KZFM - #3 18-34 Females!

KJ103 - Top5 18-24 Females!



Watch All-4-One perform "I Swear" with John Michael Montgomery on the Grammy Awards, March 1st!

BRANDY "Baby"

National SoundScan Single sales #1 Third Week in a Row!

BDS Crossover Monitor: 15-9*

Over 2000 BDS Spins

On Over 70 Top40 Stations



<u>New Adds</u>	WOVV	KWTX	<u>Spinning At:</u>	KZHT	46x
B96	KJ103	KTMT	WHHH	92Q	37x
KS104	KQMQ	WZOK	WJMN	WPGC	37x
WZPL	KSMB		KIX106	KMEL	37x
KLRZ	KCHX		KHQT		47x

Catch brandy On Tour Now With Boyz II Men!

FABU "Just Roll"

Most Added This Week Urban...Over 40 Stations

Early Crossover Believers:

WHJX KKSS WFLY KQMQ KCAQ

Early SoundScan Single Sales Debuts:

Detroit: #18

Chicago: #25

Toledo: #31



Top40 Disc-covery Club

SHAWN CAREY, APD/MD, WHTO, Williamsport

cranberries *Ode To My Family* (ISLAND) - Naturally if *Linger* and *Dreams* did well for you, this one will without question.

RICHARD MARX *Nothing Left Behind Us* (CAPITOL) - Just enough tempo to pull you through any daypart.

MARK JACKSON, MD, WHYT, Detroit

MOIST *More Punch* (EMI RECORDS) - I love this.

ELASTICA *Connection* (Geffen) - #1 phones.

PIZZACATO FIVE *Twiggy Twiggy* (MATADOR) - Really cool record a la James Bond.

DEE DEE McGUIRE, MD, WIOQ, Philadelphia

REAL McCOY *Run Away* (ARISTA) - Love it.

ROULA *Lick It* (S.O.S.) - Hot! Dig it.

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Cool record.

DENA DESNICK, MD, WJMX, Florence

DAVE MATTHEWS BAND *What Would You Say* (RCA) - This is wonderful. Back to basics.

STING *This Cowboy Song* (A&M) - Sting. What can I say? All formats.

CRUZE, PD, WKBQ, St. Louis

SIMPLE MINDS *She's A River* (VIRGIN) - This reminds me of my favorite Simple Minds songs from the past, but with a fresh '95 twist.

THE PRIMITIVES *Crash - The '95 Mix* (RCA) - Easily the best track from the *Dumb And Dumber* soundtrack. Eight-night battle winner. Sounds like vintage Go Go's.

GLENN DILLON, MD, WKFR, Kalamazoo

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

FIREHOUSE *I Live My Life For You* (EPIC) - Great song.

REDNEX *Cotton Eye Joe* (BATTERY) - A fine record.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - Gonna be a monster.

PHIL THOMAS, PD, WKMX, Dothan

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - I like this record a lot.

STEVIE WONDER *For Your Love* (MOTOWN) - Stevie could be back big with this one.

TINA SIMONET, MD, WKSS, Hartford

FLAMING LIPS *She Don't Use Jelly* (WARNER BROS.) - Hot with teen phones.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Wow! What can I say?

DENNIS DILLON, PD, WKXJ, Chattanooga

REAL McCOY *Run Away* (ARISTA) - Second verse same as the first. Great!

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - This is a Pop smash!

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

T.J. McKAY, MD, WNOK-FM, Columbia

OFFSPRING *Gotta Get Away* (EPITAPH) - Great phones on this record.

DON LONDON, PD, WNVZ, Norfolk

SUBWAY *This Lil Game We Play* (MOTOWN) - Great crossover smash.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - More hooks than a tackle box. (Haven't heard that one in a long time.)

BRANDY *Baby* (ATLANTIC) - Another sales monster ready for Mainstream.

CHUCK TISA, APD/MD, WPLY, Philadelphia

DURAN DURAN *White Lines* (CAPITOL) - This is one.

DIONNE FARRIS *I Know* (COLUMBIA) - Good record.

TOMMY EDWARDS, PD, WPRR, Altoona

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - This is a good one.

OASIS *Live Forever* (EPIC) - Put it on.

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

REAL McCOY *Run Away* (ARISTA) - The B96 edit is the one.

HOOTIE & THE BLOWFISH *She's The One* (ATLANTIC) - Awesome record. Much better than the last.

cranberries *Ode To My Family* (ISLAND) - This is like *Linger*, only better.

STEVE KLINE, PD, WRKY, Steubenville

STEVIE WONDER *For Your Love* (MOTOWN) - Love it. It's good to hear him back again.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - This is a good one.

REDNEX *Cotton Eye Joe* (BATTERY) - Burning up the nighttime phones.

BILLY SURF, MD, WRVQ, Richmond

BONNIE RAITT *You Got It* (ARISTA) - Great job.

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

STEW SCHANTZ, PD, WSPK, Poughkeepsie

cranberries *Ode To My Family* (ISLAND) - We can play this one all day long.

BRANDY *Baby* (ATLANTIC) - Number four sales here.

TOM JONES f/Tori Amos *I Wanna Get Back With You* (INTERSCOPE) - This gets better every time I listen.

CINDY MERCER, MD, WSTO, Evansville

SIMPLE MINDS *She's A River* (VIRGIN) - Familiar sound, great tempo.

FIREHOUSE *I Live My Life For You* (EPIC) - Huge smash.

BLUES TRAVELER *Runaround* (A&M) - Great tempo, cool song.

LACY NEFF, PD, WVAQ, Morgantown

REAL McCOY *Run Away* (ARISTA) - Hot! Hot! Like this a lot.

cranberries *Ode To My Family* (ISLAND) - Cool. Like this one.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - Go for it.

CURT KRUIZE, MD, WVKS, Toledo

RICHARD MARX *Nothing Left Behind Us* (CAPITOL) - I like this record.

MIKE & THE MECHANICS *Mea Culpa* (ATLANTIC) - Sounds like Genesis will deliver.

LEE ST. MICHAELS, PD, WWCK, Flint

STEVIE WONDER *For Your Love* (MOTOWN) - Female's hearts will melt.

SIMPLE MINDS *She's A River* (VIRGIN) - The original sound that made them famous.

REDNEX *Cotton Eye Joe* (BATTERY) - #1 phone reaction record first week out.

THE KID, APD/MD, WAFX, Bangor

DURAN DURAN *White Lines* (CAPITOL) - It would be great if I had a copy of this! It's a killer song that will blow out the phones. Please release this.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - This should be the song to break this group. They are poised to explode. Stand back.

PRINCE *Purple Medley* (WARNER BROS.) - Until the *GOLD EXPERIENCE* is released (Dionne Warwick and my other psychic friends told me), play this as a reminder of his genius. His old hits are so much funkier than today's so-called R&B.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - *Short Short Man* was a tough act to follow, but they've done it! Sure to be a hit!

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - Great ballad. We son't be saying, 'who's he?' for long!

REAL McCOY *Run Away* (ARISTA) - Make it two smashes in a row!

JOHN IVEY, PD, WXKS, Boston

BRANDY *Baby* (ATLANTIC) - Great follow-up.

BOYZ II MEN *Thank You* (MOTOWN) - A welcome uptempo tune from them.

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - The more I hear this on the air the hotter it sounds.

DAVY CROCKETT, PD/MD, WYCR, York

FIREHOUSE *I Live My Life For You* (EPIC) - Great ballad.

SIMPLE MINDS *She's A River* (VIRGIN) - They're back.

BIG DAVE, MD, WZJM, Cleveland

REDNEX *Cotton Eye Joe* (BATTERY) - I hate Country, but I love this song. Has a hook, has balls.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Q102! Q102! Q102! We were second, don't forget us.

FIREHOUSE *I Live My Life For You* (EPIC) - Pure power ballad. Top40 is coming full circle. Great for Firehouse to lead the way.

TOM GARRETT, PD, WZOK, Rockford

cranberries *Ode To My Family* (ISLAND) - This could be bigger than *Linger*.

SIMPLE MINDS *She's A River* (VIRGIN) - Awesome! Awesome! Awesome!

STEVIE WONDER *For Your Love* (MOTOWN) - It's as if seven years haven't gone by.

TOMMY FRANK, APD/MD, WZOQ, Lima

BRANDY *Baby* (ATLANTIC) - Big female response.

REDNEX *Cotton Eye Joe* (BATTERY) - Played on morning show. Massive phones. Will be huge.

LETTERS TO CLEO *Here & Now* (GIANT) - Keep your ear on this one.

JIM CERONE, PD, WZPL, Indianapolis

MARIAH CAREY *Everything Fades Away* (COLUMBIA) - It's track three on the *Hero* CD single. If you're looking for another Mariah record, this is a previously unreleased track.

CASEY KEATING, PD, Y100, Miami

REAL McCOY *Run Away* (ARISTA) - The most exciting piece of product I've heard this week, and perhaps for the past several weeks.

GLORIA ESTEFAN *It's Too Late* (EPIC) - I know it's early, but this remake of the Carole King classic will put a little hum in your dinger...

MIKE BROWNE, MD, Y102, Reading

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - For christsakes, let *Hold My Hand* die! This one is a killer follow-up!

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Here's the hit from this LP! Much more accessible for all-day-long play.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Just saw this band in concert on February 10 and they were on the money! Easily the 'coolest' record out there! What would you say? Play it!!!

CHARLIE QUINN, PD, Y107, Nashville

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - This is an instant impact record.

SIMPLE MINDS *She's A River* (VIRGIN) - Good, good record.

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - This will be big.

MARTIN PAGE

“In The House Of Stone And Light”

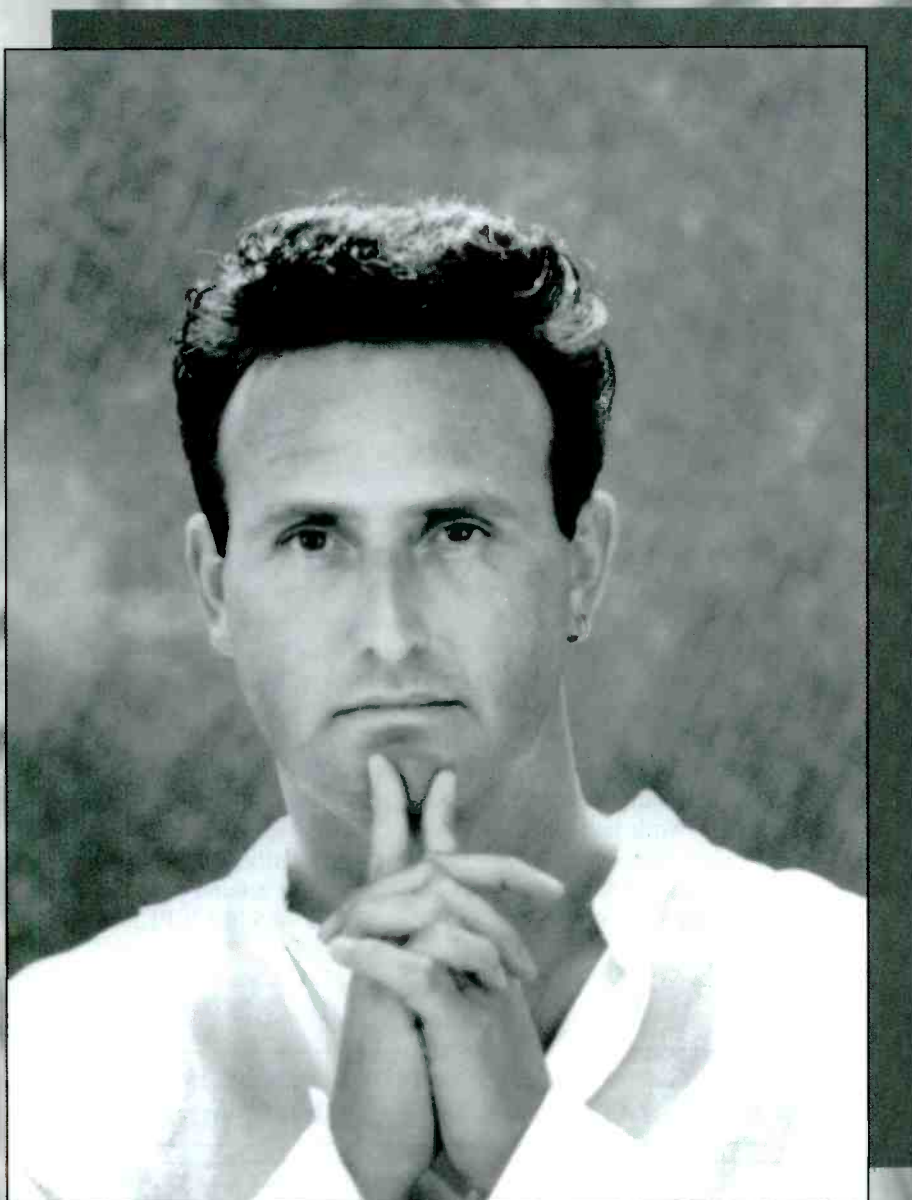
**SOUNDESCAN SALES EXPLODING LP
HEATSEEKERS 38-23* 3,466 PIECES**

Airplay R&R Pop Chart 25-20*

Monitor Mainstream Chart 34-26*

ROTATIONS OVER 1100 BDS TOP40 SPINS

PRO-FM 50x #1 MOST PLAYED



B94 - 34x

STAR94 - 24x

Q106 - 28x

WTIC-FM - 19x

WKSS - 27x

WKTJ - 34x

Q102 - 25x

KDWB - 39x

Y100 - 24x



BEHIND THE SCENES

New York's #1 Afternoon Drive Show

by Albert Reinoso

It's shortly after noon. Five guys are shuffling into one of their favorite hangouts to vent their dementia and one-up each other with bad jokes, talk of the most captivating or inane news stories of the day, and trade horror stories about their daily trip through the fantasy that is New York City. And it's all done in the stupor of sobriety.

It's not the corner bar, though by our sometimes derelict appearance and riotous laughter or shouting it could be confused for one. This is the Rocky Allen Showgram office at 95.5, WPLJ where show host Rocky Allen and "the Rat Patrol" toss around ideas, sometimes literally. The Rocky Allen Showgram works for the same reason hanging out with your friends works. It's a bunch of friends who love to have fun, getting together to make fun on the radio. That's what has made this the #1 afternoon radio show in New York.

Unusual for a radio show, and perhaps unique, Rocky does not have a separate office, but prefers to room with the entire show staff of five and assorted interns. It's extremely efficient, spacious and convenient, not to mention isolationist. But Rocky does get his space when he gets in each afternoon...mainly because he doesn't talk to anyone for his first hour in the office, but communicates to us with grunts and groans while he reads reams of current event information and stares at his desktop (computer games, I think).

All the ideas for each show come together here and are used, discarded, reworked or temporarily shelved. Of the four hours of preparation that goes into every show here each weekday afternoon, easily half of that time is spent figuring what we'll order for lunch. That's also the time that the group is at its most argumentative (and that's putting it mildly.)

Everyone's involvement and creativity is encouraged, though often mercilessly ripped apart by the group with no hard feelings. Co-host Blain Ensley generates a majority of the creative bits and stunts and will eagerly accept due credit for most of the writing, yet we often wonder why. Most of his ideas come to him during his commute, but we suspect he gets some when he occasionally takes a walk through the city to the post office. Blain also takes care of most of the executive editing work for the comedy bits on the air.

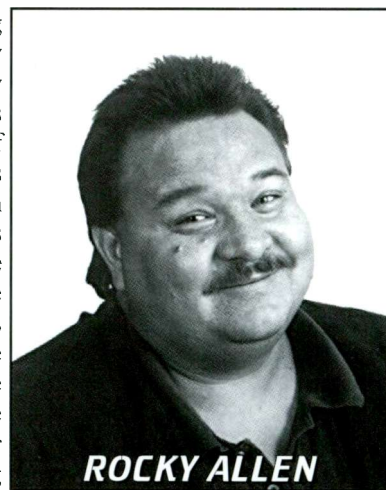
Harry Kapsalis is the guy that knows where everything is for the show, our efficiency expert, our Radar. He keeps track of all the archives, all production, our vast bio library, the Showgram Rolodex's and the few scripts we find it necessary to write. He's also the one who sees that the studio is a streamlined battle destroyer when the show is on the air.

Our man in the street and on the road is Anthony Caviglia who goes by the name "Onions." (don't ask...we have other names for him also) He is the best in the business, great with a quick line and not afraid to ask any pedestrian or celebrity ANYTHING.

I'm responsible for putting the show prep material together daily, reading stacks of newspapers and magazines, booking guests, doing some writing, bit creative and production for the Rocky Allen Showgram, oh, and writing articles about the show. Our interns, two or three each semester, are always willing to learn and help out anywhere, including on-the-air. And, they're all extremely well versed in the New York City street vernacular and hand signs.

Rocky Allen is the easiest person anyone can work with. He cooperates with everyone and will help any of his co-workers whenever he can, whether in a professional or personal capacity. Rocky is constantly working on the show, creating and writing bits, keeping up on the most

topical information, creating characters, seeking new production pieces to keep the show sounding fresh. His comprehensive knowledge of what's going on around him keeps Rocky fresh for any eventuality on the air, such as breaking news disasters like the bombing of the World Trade Center or a massacre on the Long Island Railroad. His quick wit and rogue charm is the catalyst for this listener-interactive show with constant phone interaction. Rocky is celebrated for his tight board work, keeping poised at the delay dump button in the rare instance a listener becomes a disaster.



The Showgram meets for several hours daily to prep for a show and meets weekly for four hours to bat around new business and ideas. Also, for one night a week the show stays late to record and produce phone comedy and character pieces, since we don't subscribe to any produced or daily comedy services. Because they aren't scripted, these sessions can run from one to two hours long, and on average can yield a half dozen pieces of prime Showgram comedy.

There's rarely a set agenda when the Rocky Allen Showgram gets together except to keep the show fresh and evolving. The goal of the Rocky Allen Showgram is to be #1 ...#1 in all demos and audience in the daypart. We continue to be the #1 afternoon radio show in New York for persons 18-34 for over 1 1/2 years and the Showgram continues to be the highest rated daypart on the radio station.

The Rocky Allen Showgram audience continues to grow and be supportive because of popular ideas like the Showgram Soap Opera, an ongoing saga of a lesbian and her relationship with the other woman...and the woman's mother! We've provided live coverage of the Grammy awards in New York at Radio City Music Hall with none other than Jerry Mathers, the Beaver, as our backstage correspondent. The Showgram studio guest list includes Paul McCartney, Bob Hope and William Shatner. The Rocky Allen Showgram also holds the honors of being the ONLY afternoon radio show to broadcast live from the 1992 Winter Olympics in Lillehammer, Norway, and being the FIRST and ONLY live broadcast event other than "Late Show" to take place inside the reconstructed Ed Sullivan Theater on Broadway (the home of "Late Show with David Letterman"). The Showgram is also the first radio show in America with its own long-distance phone card.

If yesterday's was a great show or 'pewww,' it's still the gang getting together at our hangout, goofing around and doing the best job we can to keep New York laughing and smiling, at us and with us, with the "Rocky Allen Showgram" brand of entertainment and information. You're all welcome to have a few on us. Get a seat around your radio, every weekday from 4:00PM to 8:00PM only on 95.5 FM WPLJ, New York.



Editor's Note: Albert Reinoso has been with WPLJ since 1983. He is currently the Producer of the Rocky Allen Showgram.

- OVER 200,000 SOLD
- BDS ROCK CHART 12-8*
- BDS MODERN ROCK CHART 12-10*


SIMPLE MINDS

SHE'S A RIVER

from the new album

GOOD NEWS FROM THE NEXT WORLD

Produced by Keith Forsey & Simple Minds

Worldwide representation: Clive Banks for 

MAJOR AIRPLAY AT:



- | | | |
|--------|---------|------|
| Z100 | KDWB | WSPK |
| PRO-FM | KISF | WNNK |
| KROQ | WKDQ | Y107 |
| WKSE | WZJM | WQGN |
| 99X | WZPL | WQXA |
| Q99 | PWR PIG | WAPE |
| B97 | WERZ | WZOK |
| WPLY | WDJX | WGLU |
| Y100 | KWNZ | WRQK |
| | KQKQ | WHHY |
| | Z104 | WSTW |

ON TOUR

- 2/9 SEATTLE WA
- 2/11 SAN JOSE CA
- 2/12 SAN DIEGO CA
- 2/13 LOS ANGELES CA
- 2/14 SALT LAKE CITY UT
- 2/16 DENVER CO
- 2/18 MINNEAPOLIS MN
- 2/19 CHICAGO IL
- 2/21 DETROIT MI
- 2/22 CLEVELAND OH
- 2/23 TCFONTC ONT
- 2/25 BOSTON MA
- 2/26 WASHINGTON DC
- 2/27 NEW YORK NY
- 3/1 ATLANTA GA

tour dates subject to change



ROB SCORPIO & GREG HEAD

PD & MD, KBXX (The BOX)/Houston

by KEVIN CARTER

Cover Photo: Marc A. Jackson/Technical Information Services

ROB, WHY DON'T YOU UPDATE US ON WHAT'S HAPPENED SINCE YOU WERE LAST ON THE COVER THREE YEARS AGO.

Rob: Lots of things actually. We've gone through about 50 turnovers as far as jocks. We've also traded jocks from our competition, but since our company bought the competition, they're no longer the competition.

YOU WERE ALSO BOUGHT BY CLEAR CHANNEL LAST YEAR.

Rob: That's right. Clear Channel bought us near the end of the summer, and soon after that they bought our Urban competition, KMJQ. Of course for business purposes one of us had to do something a little different than the other. We stayed our 18-24 focus, thank goodness. Minimal staff changes if any at all, and they have gone more 25-54.

THAT URBAN A/C FORMAT IS PRETTY HOT RIGHT NOW.

Rob: Yes. They're doing some good things over there. They're still playing a lot of currents, but they've taken off most of the dance music and rap and stuff like that. At night they're doing their 'Quiet Storm' where we used to do something similar to that. Now we mix. We do our 'Thunderstorm,' so it's completely different specs now.

DO YOUR RESPONSIBILITIES INCLUDE 'MJQ AT ALL?'

Rob: No. We share the same building with them, but I really don't have anything to do with them. Greg and I do the music for The Box, our promotions and sales are different. The only thing we share is the same office space. It's kind of strange.

SO IT'S NOT YOUR TRUE DUOPOLY WHERE YOU ACTUALLY COMBINE RESOURCES. YOU'RE KEEPING SEPARATE IDENTITIES?

Greg: They're completely separate radio stations. We just happen to share office space.

Rob: The only thing we share is the Research department. That's it. Actually my office is right next to my ex-competitor/Program Director's office. It's very strange.

GREG, WHAT DOES IT FEEL LIKE SHARING THE OFFICE WITH PEOPLE WHO'S BUTTS

YOU USED TO WANT TO KICK?

Greg: It's a little tense over there and it will be for awhile. These are people that we've been wanting to kill for several years, and those people have been wanting to kill us for several years. Suddenly we're moving into their place, and some of them are losing their offices, some of them are losing their parking permits. They're not real happy with us and we're probably not the happiest with the situation either, but we're owned by Clear Channel. They get to call the shots. They pay us, so we do what they say.

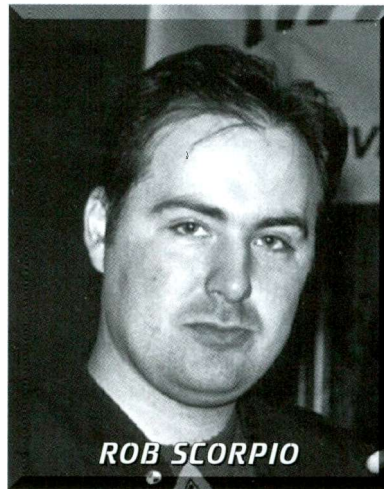
Rob: One thing they don't like is when we throw the football up and down the hallway.

WE CAUGHT YOU GUYS IN MID-MOVE. ROB, EXPLAIN THE LOGISTICS OF MOVING AN ENTIRE RADIO STATION INTO THE OFFICES OF SOMEONE ELSE.

Rob: Our actual studio was moved during the third week in January, so we've been broadcasting here for about a month now. That was the first thing to go. Production was second, then Greg and I were third, so it's been crazy. Our van, which normally

we would use for street hits, has been used like a courier service to take production back and forth. We couldn't cart our music over here because the production facilities were all screwed up for a while. We also got some brand new digital work stations, which is good. Mostly we've tried to get everybody's attention back on the radio instead of worrying about moving into a new building or worrying about what their mixers said or what their program director said. It's been kind of difficult. The good thing about it is we're not changing, they are, so they've got the hard job. The only thing we're changing is buildings.

WHILE ALL THIS STUFF IS GOING ON BEHIND THE



ROB SCORPIO

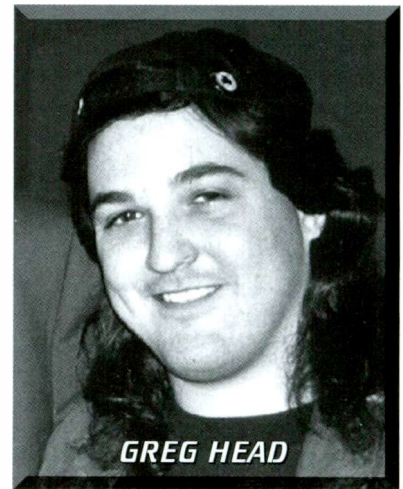
SCENES, HOW ARE YOU GUYS MAINTAINING A CONSISTENT ON-AIR PRESENCE?

Greg: Everyone who works at the station is a real fun-loving person, so they can look at this, laugh it off and get on and do their jobs.

Rob: We actually made a weekend promotion out of us moving.

THE INFAMOUS BOX 'GARAGE SALE.'

Rob: That's right. We got rid of tons of stuff. In two hours most of the junk in this radio station was gone. We just gave it all away. That made it a little



GREG HEAD

be #1 25-54. There's going to be some overlapping and some sharing. My GM and consultants have told me to do what we've always done. "Keep competing, keep on the edge, make sure the listeners understand what's happening, but make sure you have something there. If you're getting new listeners for 102 make sure there's something there that they want to hear." We're going to continue playing some of the dance cuts that are bigger in Houston because we think there is a hole there for that. We're going to continue to play the rap. We're going to continue to do trendy, edgy promotions and things like that. We're going to continue to broadcast live from a club seven days a week, so nothing's going to change. That's been the easy part about it.

GREG, WHO IS YOUR TYPICAL TARGET BOX LISTENER?

Greg: When I'm programming my music I'm thinking of a 21 year-old black female who goes to T.S.U. That's who I'm programming to. Some girl in college is driving to the mall to go buy her favorite record or sitting at home studying or walking between classes. That's who I want listening to my station.

AND THAT'S THE FOCUS YOU KEEP IN MIND WHEN YOU'RE RECONCILING THE MUSIC LOGS?

Greg: Yes. We've started to expand that a little bit more. I'm sure you're well aware there's been a lot of movement within the market with ROCKET coming on, a real hard-edged Alternative station. That kind of changed KRBE's focus quite a bit. They're not playing any of the Boyz II Men or anything remotely Urban-leaning, so we've started trying to court the Hispanics. We pay a lot more attention to them than we have

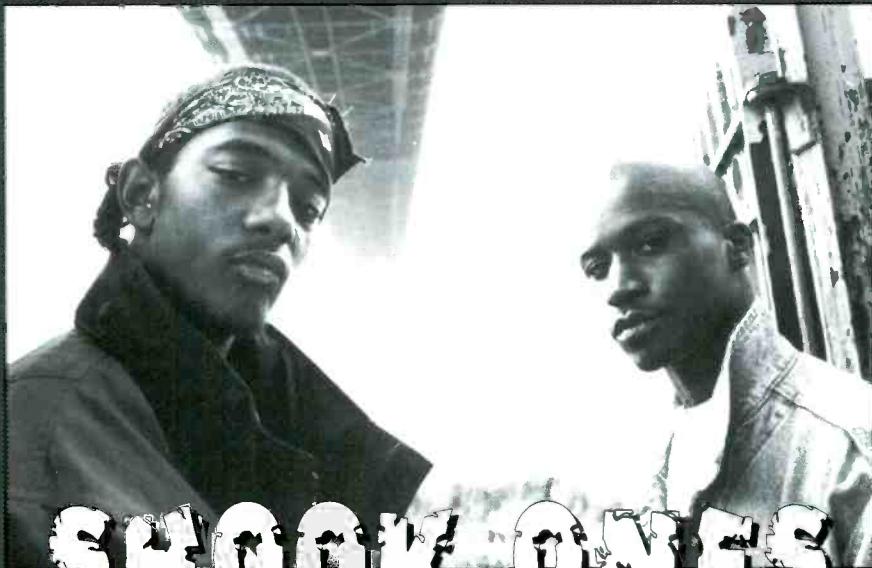
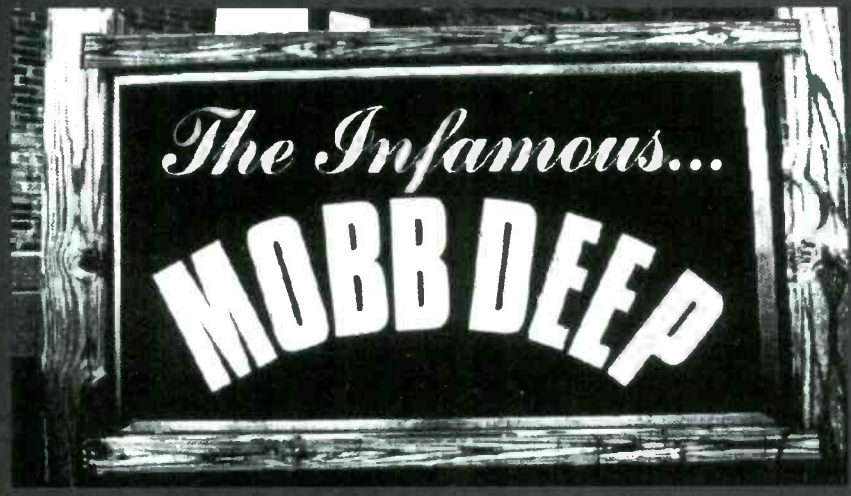
*"We're going to continue to play the bigger dance cuts, continue to play rap, continue to do trendy, edgy promotions, and continue to broadcast live from a club seven days a week."
- Rob Scorpio*

easier moving, but we've been having fun on the air with it.

TELL ME MORE ABOUT HAVING YOUR FORMER COMPETITOR UNDER THE SAME ROOF..

Rob: We're now owned by the same company, but there still is some healthy competition there. They used to be known as '102JAMZ,' and now we've kind of taken that slogan away and we're playing with it. "The only JAMZ in Houston are now on your Box."

We share the building, but by no means do we have to do things together. We're still two separately programmed radio stations. Our goal is to be #1 18-34, and their goal is to



SHOOK ONES

FULL ROTATION ON:

HOT97 - 40 + Spins

CUTTING THRU IN THA MIX AT:

92Q

WPGC

PWR96 - Miami

WJMH - Greensboro

POWER106

KMEL

KJYK

#10 Rap Core Singles Chart

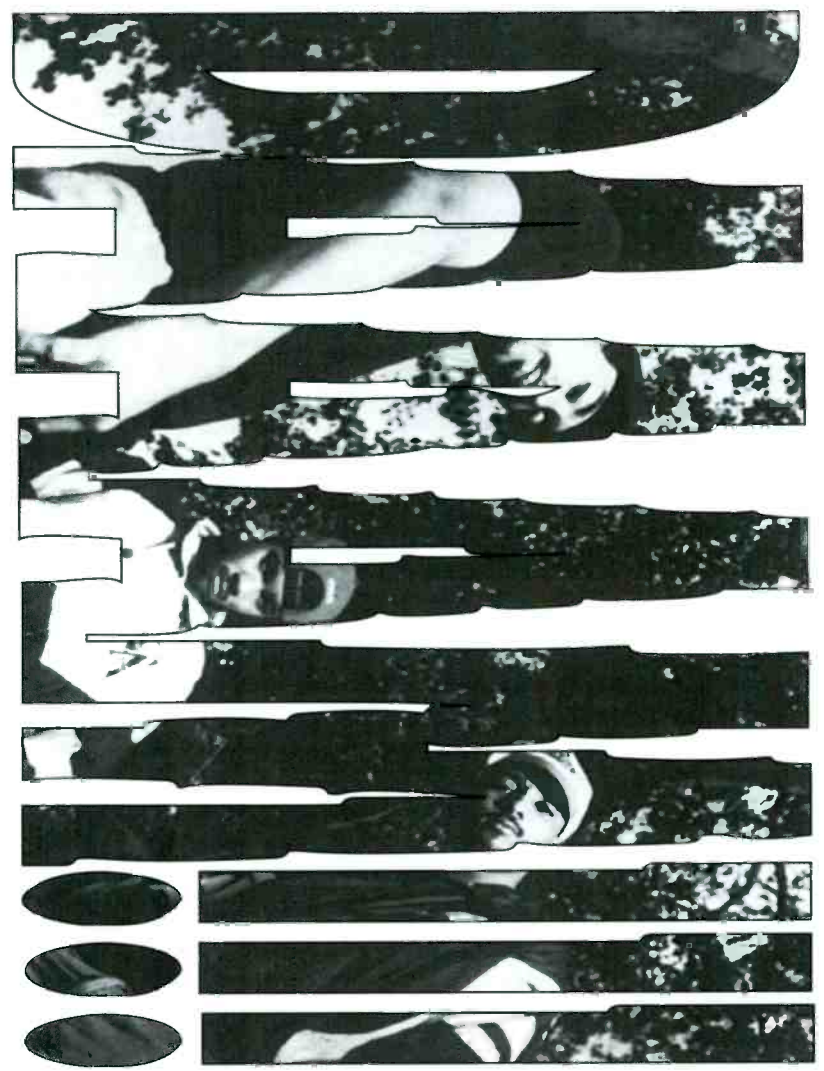


RCA CROSSOVER PROMOTION



THE RCA RECORDS LABEL
TMK(S) © REGISTERED
MARCA(S) REGISTRADA(S)
GENERAL ELECTRIC, USA.
BMG LOGO © BMG MUSIC
© 1993 BMG MUSIC

THA LIKX



FULL ROTATION ON:

WJMH

HOT97.7

BREAKING CURBSIDE IN

THA MIX AT:

THE BOX-Houston

POWER106

KMEL

KJYK

HOT97

WPGC

in the past. By playing the huge dance records like Real McCoy, Corona, etc., that's starting to become more important to me when I'm doing my music as well. What does the 21 year-old Hispanic female going to U of H want to hear?

THESE ARE ARTISTS THAT YOU HAD NOT PREVIOUSLY FEATURED?

Greg: When we first went on the air we featured them a lot more, but through the course of events we got locked in a hands-around-each-others-throats battle with MAJIC and we dropped all that, but now since MAJIC has been kind of shifted out of format it's given us the freedom to go back and court these Hispanics, which is what we wanted to do all along.

Rob: We stayed mass appeal, that's how The Box debuted. In our first Fall book we hit with a 6.1 and were #1 18-34. We're kind of going back to that now. Trying to super-serve the 18-24 black female obviously is our #1 priority, and 18-24 Hispanic females is now our #2 goal. It's a little different than the way it was.

WITH ALL THE CHANGES IN THE MARKET YOU JUST REFERRED TO, WHO WOULD THE BOX MOST LIKELY BE SHARING AUDIENCE WITH?

Greg: Right now it's still definitely MAJIC. In the months to come, I think we will share a lot more evenly probably between KRBE and KMJQ. As people become aware of the dance music we're playing and I figure out what the hell I'm doing with it. I have no clue...I'd rather be playing Bone Thugs and Harmony.

GIVE ME AN EXAMPLE OF A SONG THAT YOU MIGHT SHARE WITH KRBE.

Greg: A record like *Another Night* by Real McCoy is still one of KRBE's most-played records, but when a song gets that big we think we can play it. The key is surrounding it with the right stuff. We think we can surround that record with other records that our listeners will like better than KRBE can when they're playing all this Alternative stuff.

Rob: You might hear TLC *Creep* and then *Another Night* followed by Subway's *This Little Game We Play*. That's a pretty powerful three song set, and by surrounding that type of song with those songs I don't think it hurts us; if anything, it helps us.

CAN YOU GIVE ME SOME INSIDE SCOOP? TELL ME ABOUT A TYPICAL MUSIC MEETING.

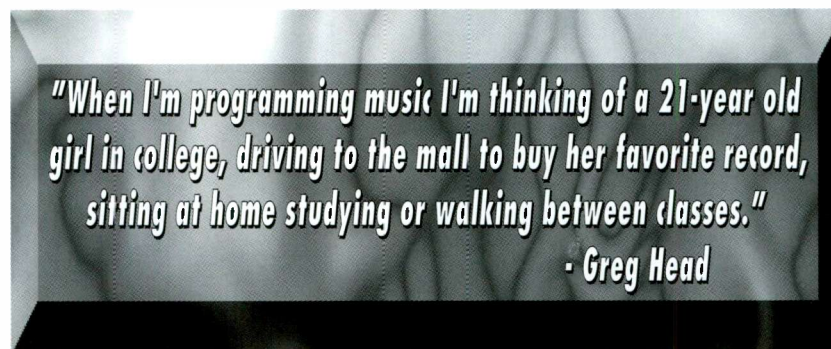
Greg: Well, we start with a 6-pack

on the table. Actually we have five cases in the corner right now...

Rob: Greg and I have been here almost four years. The first year he and I worked on the research together. Greg now has a good relationship with Colleen Cassidy from New World Communications, so for the past three years when we meet every Thursday, Greg has his whole plan together - current rotations, requests, callout, local sales, national sales - and he puts a list together. He gives me this packet and I review it for about 30 minutes to an hour before we get on the phone with Colleen. The three of us then get together and talk about Colleen's list, my list and Greg's list. Greg is the one that actually starts it. He puts the whole thing together and we edit from there, so it's about a 45-minute meeting. We kick around songs. The great thing about Colleen is she can give us a national picture. Greg and I can give the Houston picture. We can go on gut and say, "That song wouldn't sound right on this radio station. Yes, I know it looks pretty good, but that's not the sound we want." We also include our mixers in the meeting and they give their input.

Greg: Our head mixer, Luscious Ice has been working on an album and should have a new single pretty soon. He's got a song called *Pudgy The Phat Bastard*. He's also got his own new label, Cold Front Records.

Rob: We normally don't play music



during the actual music meeting. We listen to music all week and we get the Research Director involved, who is, by the way, an 18-24 black female. Our receptionist, who by the way, is also an 18-24 black female, is involved. We even have one of our researchers involved, who by the way, is an 18-24 Hispanic. So it's not just Greg and I saying, "Hey man, this might sound good." There's a lot of consideration going on. The door is always open. We mix every night, so there's a lot of avenues we can take from the sales, from the clubs, from the ladies out front and from our own research. It's pretty unique.

SO YOU'RE SAYING, AS THESE EMPLOYEES BECOME 25 AND ENTER A NEW DEMO, THEY'RE REPLACED LIKE MENUDO MEMBERS?

Rob & Greg: There you go!

LET'S CHECK OUT THE STAFF MEMBERS. YOU MENTIONED THERE HAD BEEN SOME TURNOVER AND YOU'VE GOT THINGS SETTling BACK DOWN.

Rob: Morning drive is Robin Breeden. Worked at WPGC. Of course a #1 station 25-54 and #1 18-34. She continues to be in morning drive.

Our midday personality is Shelly Wade who is working her way through college right now. She attends TSU, and has been here about a year now. She's pretty much a rookie in this business, but she has a pretty good ear for music.

I was doing afternoon drive, but by the time you read this, Mad Hatter, who was #1 at nights at KMJQ will be doing afternoon drive. That's a good move. He's real strong; great on the phones. He even has his own rap album out.

YOU MENTIONED A ROOKIE ON MIDDAYS. MICHELLE MERCER TOLD ME RECENTLY THAT IT'S EASIER TO FIND SOMEONE WHO IS BASICALLY TALENTED AND TEACH THEM RADIO THAN TO FIND A RADIO PERSON AND TRY TO TEACH THEM TO FIT A CERTAIN FORMAT.

Rob: I would 100% agree. That's

the way it's been here. All my part-timers are people that we found at this radio station. Only one of them is a veteran. All of them have come up through research, and all of them are from Houston. Most of them haven't been a disk jockey for more than a year, probably.

DO YOU FIND IT EASIER OR MORE DIFFICULT TO TRAIN PEOPLE RIGHT OFF THE STREET?

Rob: I find it easier to train them because I can tell them exactly what kind of sound I want on my radio station. If you have somebody from New York trying to do what we do in Houston, it's a lot more difficult because those cities are completely different. Rookies have a tendency to take direction a lot better.

THAT BREAKS THE OLD

RADIO RULES THAT YOU HAVE TO WORK YOUR WAY UP INTO A TOP 10 MARKET.

Rob: Of course it's still that way in the major shifts. When you're talking mornings or afternoon drive, it would be very tough to put a rookie in there to try and hit those power spots.

My night guy Kid Fresh came from WPGC. He was the head mixer there and he's been here about a year and a half, but this is his first gig. Kid's doing great. He's still very raw, and if you listen to him by no means does he sound like a typical disk jockey, but it works.

WHAT IS IT ABOUT KID'S SHOW THAT MAKES HIM UNIQUE?

Rob: He's very trendy, very vibe-y, very streetwise, and kind of goofy sometimes, and that comes across on the air as very entertaining. His strong parts are he's in the streets, he's at a club almost every night, he's very hip and he looks great. He's a good-looking guy, and every little teen girl or even 18-24 year old falls in love with him. He looks like L.L. Cool J.

Greg: Only he's not quite the snappy dresser that L.L. is...

GREG, WHO IS ON LATE NIGHTS?

Greg: Right now we have another first-timer in radio, Kim Jackson, who started out as a morning show producer. She now hosts the 'Thunderstorm' from 10pm to 1am, and our overnight guy is our veteran fulltimer, Ricky 'Mean' Green. The 'Meanster Greenster.'

IS ALL THE MIXING DONE LIVE DURING THE THUNDERSTORM SHOW?

Greg: Yes. These are live mixes from 10pm-1am Sunday through Thursday. Friday and Saturday we pretty much mix all day.

Rob: That's right, we go from 7-3.

IN SOME MARKETS WE'VE SEEN AN EROSION OF LISTENER INTEREST IN THE TRADITIONAL MIX SHOW. YOU GUYS OBVIOUSLY DON'T HAVE THAT PROBLEM.

Rob: We want to be completely different than our competition. Our club broadcasts take place during that time, and we're at a club every night. We'll see. The Thunderstorm is not out of control. I don't know what other markets do, but these guys know what the hits are. You're going to hear the powers. The only thing you won't hear are the ballads.

Greg: I'm still a firm believer in the mix show mainly because that's three hours less music I have to do.

GILLETTE

"Mr. Personality"

JUST ADDED:

Z100/New York
KUBE/Seattle

"This is an instant
impact record."

Charlie Quinn, PD
Y107/Nashville

"Huge record."

Glenn Dillon, MD
WKFR/Kalamazoo

WEDJ
KHKS
KZHT

KKFR
KMXV
WZPL

KIIS-FM – "Mr. Personality is the biggest
requesting record I've seen
since I've been at the station!"

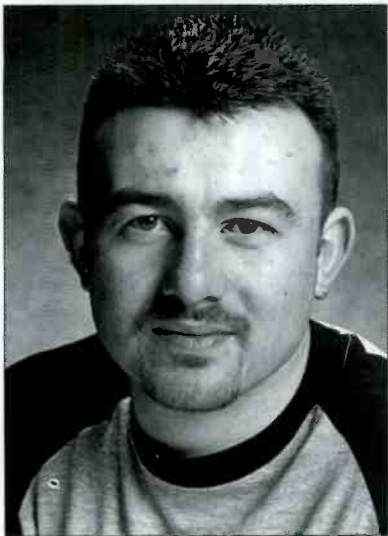
A Twenty fingers Production

SOS
RECORDS

Z8 ENTERTAINMENT

Tracy Austin, MD
KIIS-FM

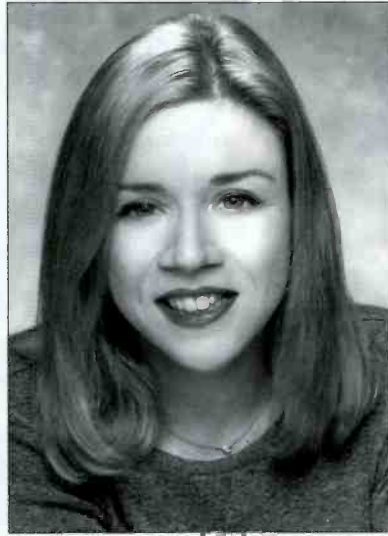
HITMAKERS Faces & Places



James Dowdall has been named Vice President, A&R for ISLAND Records.



Larry Weintraub has been appointed Vice President, Artist Development and Artist Relations for A&M Records.



Michele Mena has been named Vice President, Publicity for ARISTA Records.



Suzanne MacNary has been appointed Vice President, Publicity for VIRGIN Records.



Steve Ellis has been appointed Senior Director of National Promotion for CURB Records.



Manny Bella has been named Vice President, Urban Promotion and Marketing for CAPITOL Records.



RCA recording artist Will One Blood (left) took time out at a screening for "Dumb And Dumber" at Planet Hollywood in New York to teach some friends the words to his single, "Whiney Whiney (What Really Drives Me Crazy)." Pictured (l-r): **Will One Blood**; **Skip Bishop**, VP/Nat'l. Pop Promo., RCA; **Andy Shane**, MD, Z100/NY; and **Elvis Duran**, on-air personality, Z100.



CEMA Regional Directors and National Staff take time out from their Capitol/CEMA Strategy meetings in Phoenix, AZ to attend Megadeth's hometown tour kickoff and to celebrate Youthanasia attaining Platinum status. Pictured (l-r): **Kathy Callahan**, Dir., Nat'l. Sales, CEMA; **Cliff O'Sullivan**, VP/Artist Dev.; **Paul Dolan**, Dir.; **Russ Bach**, Pres.; **Jerry Brackenridge**, Reg. Dir., Southern Region; **Gene Rumsey**, VP/Nat'l. Accounts; **Terry Sautter**, Reg. Dir., Western Region; **Kathy Aderman**, Reg. Dir.; **Michael Roden**, Dir., Nat'l. Sales; **Mike Mooney**, Sr. VP/Finance; **Paul Wittcoff**, Sales Mgr., Midwest Region; **Laura Jones**, Exec. Ass't.; and **Joe McFadden**, Sr. VP/Sales & Mktg. Kneeling (l-r): Megadeth's **David Ellefson**, **Marty Friedman**, **Dave Mustaine**, and **Nick Menza**.



Atlantic recording artist and four-time Grammy Award winner Roberta Flack was recently honored by label executives and friends at a party in New York City celebrating both her 25 years with the label as well as the release of her latest album, ROBERTA. Pictured (l-r): **Arif Marden**, Sr. VP, Atlantic; **Roberta Flack**; **Ahmet Ertegun**, Chairman/CEO, Atlantic Group; and **Howard Gilman**, party host.

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

1. **MONTELL JORDAN** This Is How We Do It (PMP/RAL/ISLAND)
2. **BILLY RAY MARTIN** Your Loving Arms (EASTWEST/ELEKTRA)
3. **BOYZ II MEN** Thank You (MOTOWN)
4. **FABU** Just Roll (BIG BEAT)
5. **RAPPIN 4-TAY** I'll Be Around (CHRYSALIS/EMI RECORDS)
6. **REDNEX** Cotton Eye Joe (BATTERY)
7. **STEVIE B.** Dream About You (EMPORIA/THUMP)
8. **4 P.M.** Lay Down Your Love (NEXT PLATEAU/ISLAND)
9. **GILLETTE w/20 Fingers** Mr. Personality (ZOO)
10. **KEITH MARTIN** Never Find Someone Like You (RUFFHOUSE/COLUMBIA)
11. **NINE** Whatcha Want (PROFILE)
12. **SUBWAY** This Lil Game We Play (MOTOWN)
13. **69 BOYZ** Kitty Kitty (RIP IT)
14. **ALL-4-ONE** (She's Got) Skillz (ATLANTIC)
15. **ICE CUBE** What Can I Do? (PRIORITY)
16. **IV XAMPLE** I'd Rather Be Alone (MCA)
17. **K7** Move It Like This (TOMMY BOY)
18. **MARY J. BLIGE** I'm Going Down (UPTOWN/MCA)
19. **THE NOTORIOUS B.I.G.** Big Poppa (BAD BOY ENTERTAINMENT/ARISTA)
20. **SAM THE BEAST** Gucci Dance (RELATIVITY)
21. **STEVIE WONDER** For Your Love (MOTOWN)
22. **TLC** Waterfalls (ARISTA)
23. **2 IN A ROOM** Ahora (CUTTING)
24. **PHARAO** I Show Your Secrets (COLUMBIA)
25. **SNOW** Anything For You (EASTWEST)

Reazar's Records

- Reazar's personal pick of three weeks ago is coming home with Columbia's Keith Martin "Never Find Someone Like You". Jerry Blair and Charlie Walk did it this week. Look who hit it: THE BOX, KSFM, KJMZ, WHHH, Q105, & KJYK.
- "Cotton Eye Joe" by the Rednex on Battery/Jive is #1 in Europe and already on the hold button at Hitmakers. If you're having a hard time finding it on CD it's on the February 17th Hitmaker's CD which came with this issue.
- Montell Jordan "This Is How We Do It" on Def Jam/Island. Lyor Cohen is on fire with this one. Look who hit it out of the box: HOT97.7, KZHT, KMEL, Z90, WHHH, Q105, & KZFM.
- Fabu "Just Roll" Big Beat is Heidi Jo's next Changing Faces. Definitely a groove now in rotation at Q105.
- The Real McCoy's "Runaway" on Arista is going to be another Platinum single just like "Another Night", now spinning at HOT97.7, POWER96, B95, Z90, AND KS104.
- Nonce's "Mix Tapes" on American/Warner Brothers is doing damage at these stations: Power 106, Z90, Hot 97.7 and WPGC/AM. If you need a good hip hop cut check this out!
- His purple badness, The Symbol formerly known as Prince is getting big mix show play on the 11 minute version of "Purple Medley" on WB. This is the 14 song medley that completely stole the American Music Awards.
- Sam The Beast "Gucci Dance" Relativity has great samples including Betty Wright's "Clean Up Woman" and Pee Wee's Playhouse. On fire at Hot 97 in the big apple and new believer WHJX.
- The Brand New Heavies "Spend Some Time" on Delicious Vinyl is warming up a very cold windy city's B96 with their hot special mix. If you need this call Eric Bradley.
- Subway "This Lil' Game We Play" on Motown has instant female call out and requests, KZHT, KSFM, KMEL, & WILD107.
- Mike Becce's K7 "Move Like This" on Tommy Boy just keeps rollin' on with these new believers this week: Q105 & KZFM.
- The Grammy nominated Johnny Guitar Watson "Hook Me Up" mixed by Dwayne Wiggins of Tony Toni Tone on Bellmark already bustin' a move on the R&B stations is now ready to move on the Rhythmic CHR stations as WHHH hits it. Take this to the bank, this will be the bomb!
- Craig Lambert, Greg Thompson and Val DeLong of Elektra Entertainment have all the jams. You have to hear the new remix on Snow "Anything For You", also Billy Ray Martin "Your Loving Arms" and Adina Howard's "Freak Like Me" which is coming home with these new stations: HOT 97.7, POWER106, & KLUC. And scope out Keith Sweats backup singers Kut Klose "I Like". And on the techno dance tip Moby "Everytime You Touch Me" sounds like a record techno impresario Destructo should be playing at the Double Hit Mickey rave clubs.
- The walrus of love Barry White was all over NBC television For Valentines Day and is the voice of WRKS/New York. With all that play Mr. White's new single "Come On" is ready to go on Perspective/A&M. Take a look at who already went: HOT 105 & 102jamz.
- Bruce Tenenbaum and Mark Gorlick and the MCA promo staff have more hits than a dope dealer with Soul For Real "Candy Rain", POWER96, KPSI, KZHT, KMEL, KGGI, KLUC, & KS104. Al Green's "Let's Stay Together" from the Pulp Fiction movie is on HOT97.7 & KWIN, Mary J. Blige "I'm Goin' Down" Uptown/MCAspinning at KPSI, KSFM, KUBE, & KISS FM, MontecoTurner with Immature "Is It Me", Livin'Joy "Dreamer"-KJYK, KPRR, KUBE, & B96, London Beat "Come Back"-B96, and IV Xample "I'd Rather Be Alone".
- Congratulations to Barbara Seltzer Epic and Jerry Greenberg MJJ as Brownstone goes Gold this week. Next up are Gloria Estefan "Everlasting Love" at KPSI, HOT105, Z90, KZHT, & KZFM, Vicious "Nika" at WPGC, KMEL, and Shabba Ranks "Let's Get It On".
- Adam Levy and Russ Regan Warlock/Quality have the #1 video at The Box with Havoc & Prodeje "G'z On 'Da Move". Get a copy of this from Sammy or Julie (818-905-9250) and peep on it!
- The edited single of Bone, Thugs & Harmony "Foe Tha Love of \$" Ruthless/Relativity now available in record stores and on your desk.
- SOS/ID/ZOO with Max-a-Million "Fat Boy", Roula "Lick It" and 20 Fingers with Gillette "Mr. Personality" have new mixes. Call Bill Pfordresher at ZOO Records 213-468-4200.
- Other jams ready to explode are Tavaris "Straight Butta" Trak/Solar, Fun Factory "Close To You" Curb/Atlantic, 69 Boyz "Kitty Kitty" Rip It, Ice Cube "What Can I Do" Priority, Nine "Whatcha Want" Profile, Rappin 4-Tay "I'll Be Around" Chrysalis/EMI, Slick Rick "Sittin' In My Car" Def Jam/Island, Black Panta "Do What U Want" Tommy Boy, Blessid Union of Souls "I Believe" EMI, 4-PM "Lay Down Your Love" London/Island, Portrait "I Can Call You", D.J. Quik "Safe + Sound" Profile, Wascals "The Dips" Delicious Vinyl.

See Ya!

Barry "The Reazar" Richards

JOEY ARBAGEY, MD, KMEL, San Francisco

RAPHAEL SAADIQ *Ask Of You* (550 MUSIC/EPIC) - A KMEL given from the Higher Learning soundtrack.

THE B.U.M.S. *Elevation (Free My Mind)* (PRIORITY) - Props to KMEL's own Wake Up Show on this one.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Instant reaction after a few plays.

FABU *Just Roll* (BIG BEAT)

MICHAEL WATFORD *Happy Man* (EASTWEST)

RUSS ALLEN, PD, 92Q, Baltimore

CAPLETON *Tour* (SIGNET) - Heard it on a dat, put it right on the radio. Top five phones after only a few weeks!

BLAK PANTA *Do What U Want* (TOMMY BOY) - From the soundtrack of a new movie called New Jersey Drive. The album is a who's who of hip hop. Call Mike Becce and ask for your very own copy.

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND) - Another local success story. Will be even bigger than Sukiyaki.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Great balance record for us...Good follow-up to Short Short Man.

ERIK BRADLEY, MD, B96, Chicago

DIANA KING *Shy Guy* (WORK GROUP) - This song has stuck with me since the very first listen a few weeks ago. I really have a good feeling about this song.

PHARAOH *Show Your Secrets* (COLUMBIA) - Continues to work very well for us.

OUT THERE BROS. *La La La Hey Hey* (WHITE LABEL) - Attention major labels...Local artists signed to local label with a HUGE Chicago anthem...Need any info, call me!

FAST EDDIE *Doggystyle/Pump It* (UNSIGNED) - Doggystyle and Pump It - Another unsigned artist whose time is NOW! Watch out for the fast man...he's gonna BLOW UP!!

JEFF ANDREWS, MC, B96, Chicago

STEVIE B. *Dream About You* (EMPORIA/THUMP)

BRAND NEW HEAVIES *Spend Some Time* (EASTWEST)

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS)

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA)

2 IN A ROOM *Ahora* (CUTTING)

BOB PERRY, PD, HOT97.7, San Jose

SUBWAY *This Lil Game We Play* (MOTOWN) - The evidence is starting to come in to prove that this is gonna be a big record.

TLC *Waterfalls* (ARISTA) - Quickly becoming the next most talked about cut on the album. P.S. Both Creep and Red Light Special are still in power rotation.

Hip Hop cuts that are performing:

ICE CUBE *What Can I Do?* (PRIORITY)

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

DRU DOWN *Mack Of The Year* (RELATIVITY)

FU-SCHNICKENS *Breakdown* (JIVE)

TOO SHORT *Cocktails* (JIVE)

And on the dance tip:

ROULA *Lick It* (S.O.S.) - We know the lyrics are rough, but it works.

GREG HEAD, MD, KBXX, Houston

BIG MIKE *World Of Mine* (RAP-A-LOT)

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

ICE CUBE *What Can I Do?* (PRIORITY)

JENNIFER WILDE, MD, KDON, Salinas

MAX-A-MILLION *Fatboy* (S.O.S.) - I Like this song.

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

STEVIE B. *Dream About You* (EMPORIA/THUMP)

PORTRAIT *I Can Call You* (CAPITOL)

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA)

FABU *Just Roll* (BIG BEAT)

CARMY FERRERI, PD, KGGI, Riverside

BOYZ II MEN *Thank You* (MOTOWN) - Do I need to say anything?

STEVIE WONDER *For Your Love* (MOTOWN) - Big adult-sounding female record. Sounds like it's a KGGI record.

STEVIE B. *Dream About You* (EMPORIA/THUMP) - Sounds like another Because Of You. Even has 'you' in it.

K7 *Move It Like This* (TOMMY BOY) - If your head don't bob, yikes!

MARY J. BLIGE *I'm Going Down* (UPTOWN/MCA) - It's got that Hispanic sound reminiscent of Rolls Royce Hit.

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

2 PAC *Dear Mama* (INTERSCOPE) - Could be good, if someone would ever send me the song.

SAM THE BEAST *Gucci Dance* (RELATIVITY) - Sounds great in the Mixshow.

BARRY WHITE *Come On* (A&M) - It's funky with Barry.

FABU *Just Roll* (BIG BEAT) - Quirky.

ROY JAYNES, PD, KKSS-FM, Albuquerque

NINE *Whatcha Want* (PROFILE) - Red-hot sound! Thinks it's going to be big in Albuquerque!

ALL-4-ONE *(She's Got) Skillz* (ATLANTIC) - Very familiar sound. Instant phones.

MARY J. BLIGE *I'm Going Down* (UPTOWN/MCA) - Very big hit in the Latin community by Rolls Royce. This will be even bigger.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - It's a great novelty follow-up to Short Short Man.

KOZMAN, APD/MD, KKXX, Bakersfield

REDNEX *Cotton Eye Joe* (BATTERY) - The only thing that's been #1 longer than this song is our radio station. Very cool. We share the most amount of our listeners with the Country station. This should be huge.

SAM THE BEAST *Gucci Dance* (RELATIVITY) - Samples everything, well worth the wait. It's dope!

K7 *Move It Like This* (TOMMY BOY) - Blowin' up!

REAL McCOY *Run Away* (ARISTA) - This thing gets bigger and bigger every time we play it.

KAHUNA, PD, KLRZ, New Orleans

NATE DOGG *One More Try* (INTERSCOPE) - It's a smooth jam that fits right in.

FUN FACTORY *Close To You* (CURB EDEL) - A hot, energetic song that fits our station like a glove.

APACHE INDIAN *Boom Shack-A-Lack* (MANGO/ISLAND) - Getting big phone response.

RICK THOMAS, PD, KSFM, Sacramento

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

SUBWAY *This Lil Game We Play* (MOTOWN)

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - This is a #1 record.

69 BOYZ *Kitty Kitty* (RIP IT)

CLIFF TREADWELL, PD, KTFM, San Antonio

GLORIA ESTEFAN *Everlasting Love* (EPIC DANCE) - Will be bigger than Turn The Beat Around.

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Another one that Charles Chavez, MD, pulled out of the woodwork.

TLC *Waterfalls* (ARISTA) - This is the cut for us.

STEVIE B. *Dream About You* (EMPORIA/THUMP)

CHARLES CHAVEZ, MD, KTFM, San Antonio

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Another hit to prove that dance music is the vibe for '95.

REDNEX *Cotton Eye Joe* (BATTERY/JIVE) - AT&T called to ask about this record because requests are clogging up their lines. #1 phones in San Antonio after one week!

TONY MANERO, MC, KXTZ, Las Vegas

MADONNA *Don't Stop* (MAVERICK/SIRE/WARNER BROS.) - Sounds like the old Madonna.

REDNEX *Cotton Eye Joe* (BATTERY/JIVE) - Every time we play it the phones light up. Just a great song.

DIONNE FARRIS *I Know* (COLUMBIA) - I know it's a hit!

BRANDY *Baby* (ATLANTIC) - I Want To Be Down, Part II. Slammin'!

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND) - Instant phones!

BOYZ II MEN *Thank You* (MOTOWN) - Killer Boyz II Men, but it has tempo.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Fun record. Should get strong female reaction.

PHIL JONES, AMD, POWER 96, Miami

SNOW *Anything For You* (EASTWEST)

MADONNA *Bedtime Story* (MAVERICK/SIRE/WARNER BROS.)

DJ QUICK *Safe & Sound* (PROFILE)

DJ SPIN & FRESH KID ICE w/2 Live Crew *Let Me See Your Booty Drop* (VISION)

HUGH K. *One More Time* (ZYX)

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LUCY BARRAGAN, MD, Q105, Oxnard

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Playing it. Sounds great on the radio. This is a jam!

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - This one will be bigger than the last one.

FABU *Just Roll* (BIG BEAT) - Sounds like Changing Faces.

SCOTT WHEELER, PD, WHHH, Indianapolis

ALL-4-ONE *(She's Got) Skillz* (ATLANTIC)

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

BOYZ II MEN *Thank You* (MOTOWN)

THE NOTORIOUS B.I.G. *Big Poppa* (BAD BOY ENTERTAINMENT/ARISTA) - #2 in sales.

MICKEY JOHNSON, PD, WHJX, Jacksonville

FABU *Just Roll* (BIG BEAT) - Thinks it's right in the pocket.

STEVIE WONDER *For Your Love* (MOTOWN) - Likes it. Now has to see if it will work on the radio.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - It sounds like Rapper's Delight by The Sugarhill Gang. A great party record.

CHANNEL LIVE *Mad Izm* (CAPITOL) - The best street-sounding record out there.

GREG BRADY, MD, WHJX, Jacksonville

SAM THE BEAST *Gucci Dance* (RELATIVITY) - It's a great party record. This could be the next Ini Kamoze Hotstepper.

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND) - It's gonna be better than the other one because it's got an Urban feel to it.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Great mass appeal record with the old Spinners familiar hook.

NINE *Whatcha Want* (PROFILE) - Great record for this market.

BOB HAMILTON, PD, WILD107, San Francisco

IV XAMPLE *I'd Rather Be Alone* (MCA) - This is the only one I like this week.

MICHAEL MARTIN, APD/MD, WILD107, San Francisco

IV XAMPLE *I'd Rather Be Alone* (MCA)

NINE *Whatcha Want* (PROFILE)

SCARFACE w/Ice Cube *People Don't Believe* (RAP-A-LOT)

SCOTT CHASE, MD, WOVV, West Palm Beach

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

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

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

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

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

LARRY MARTINO, PD, 94JAMZ KXTZ, Las Vegas

MADONNA *Don't Stop* (WARNER BROS.)

REDNEX *Cotton Eye Joe* (BATTERY/JIVE)

BOYZ II MEN *Thank You* (MOTOWN)

**NIU and Staff Members of HOT 101-5 FM**

CHRIS HERBERT OF NIU, GREG BRADY-MUSIC DIRECTOR, CHUCKIE HOWARD OF NIU, BRYAN MOKWA-PROMOTIONS COORDINATOR, MICKEY JOHNSON-PROGRAM DIRECTOR, HITMAN HAZE-NIGHT JOCK 7-12, AND BELOW-CRAIG HILL OF NIU, AND DON CARLIS OF NIU.

DAVE FERGUSON

First things first. I need your input and feedback on this column. Phone calls are fine. Feel free to call my office at 301-870-0090 anytime. Or reach me on the internet. On America Online, go into ABC Radio, then click on "Talk about radio forum". From there, double click on the WPGC Forum, or go straight to the Voiceover Talent Forum. The more communication we have, the better this column will meet your needs. Now, on with the show.

HOW OFTEN SHOULD YOU PROMO?

If you put 20 programmers in a room and asked this question, you'd probably get 20 different answers. Some stations promo once an hour, some two, others three or even up to four times an hour. If you want to cut through the listeners "wall", really get an idea across, I don't think you can possibly promo enough.

Radio should take a lesson from TV on this issue. Point and case: In the course of a single 5 or 6 unit stop set on TV you're likely to see 2 or 3 promo's. One before the first commercial unit, one in the middle of the set, and one at the end. Sometimes the promo's are even piggy-backed. Network TV is constantly reminding you what's coming up immediately, in the near future, and later in the week. If the program you're watching

has 6 commercial sets an hour, I'd bet you get hit with around 15 promo's. When you get to work in the morning and someone asks what you watched the prior evening, you know. When asked what you're going to watch tonight when you get home, you know that as well. Even my preschool aged children are affected by TV's promo's. Especially the ones that are teasing a program that's coming up in the next 15 or 20 minutes. I'll say, "it's time to go clean your playroom", only to hear my son or daughter say that they can't "cause the Simpsons is on in a few minutes."

If you want a really extreme example of how well TV hypes and promo's, watch WWF Wrestling. They not only promo their pay-per-view and other related events during the commercial sets, but during the matches, Bret Hart will be wrestling his brother Owen in the ring, but the announcer is talking about next week's Wrestlemania event on pay-per-view. Plus, every ringside report, interview, and breakaway hypes the event as well. Anyone watching for even 5 minutes knows that Wrestlemania is next week. That's how you promo!

Even cable movie channels are better at promoting than radio. HBO doesn't have the luxury of playing promo's in commercial sets, because they don't play any commercials, but have you ever noticed that after a movie, they play promo after promo for 15 or 20 minutes straight? Again, they tell you what's coming up immediately, later that day, later in the week, and sometimes in the coming months. I know it's effective



because when I see a movie trailer for a movie that I've been waiting to see, I'm pissed to find out that it's not going to air for another two weeks or so. BUT- it makes me come back.

The moral of the story is that we should promo every single time the microphone is cracked, or we punch a recorded cart. People are so bombarded with hype messages from the media that to make an impression it's not just what you say and how you say it, but how often you say it. You can't promo enough, but you can try.

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

MUSIC HEROES

Music. We live with the stuff. It's easy to think of it as the filler that goes between the promotions and the spots. It's the background for those cool intro bits we think of. Work with it every day and it can become a commodity, mere "product".

So, what were you doing when you were age 11? Playing ball in a park, spending your summer at the swimming pool, hangin' out in a tree house?

Brandy Norwood was signing her first recording contract. Now, here it is four years later and she's about to hit the platinum mark with her first album! Brandy's on tour with Boyz II Men and Babyface. One year ago Brandy was buying their albums at the record store.

Speaking of Babyface...Come with me to Indianapolis, it's the early 70's Kenneth Edmonds is in the sixth grade. Already he's performing Michael Jackson's songs for his musical family. Now, twenty years later, Michael Jackson is calling Babyface to give him a hand and a song. And Babyface will be helping Whitney Houston too, and Toni Braxton, and Vanessa Williams, Madonna, Boyz II Men, Bobby Brown, TLC.

Who is this person we're living our lives with? Is it a person?

I don't know about you, but when I was 17 I thought I was a genius because I could operate a turntable and a cart machine. Seventeen year old Mary J. Blige walked out of Slowbarn Projects in Yonkers, New York and went to Great Adventure. She stepped into one of those "record a song here" booths and laid down her version of Anita Bakers "Rapture". How did it sound? When it ended up in the hands of Uptown Records CEO Andre Harrell, it wasn't very long before Mary J was double platinum with a little number one song called "Real Love" on the album "What's The 411?".

Oh yeah, we're leading full productive lives in our little radio stations. Just like those kids known as Bone Thugz N Harmony. They get on a bus in Cleveland with not much more than their clothes and a master plan. They ride all the way to Los Angeles, hook up with producer Eazy E and make an EP that is now triple platinum.

Where will they be when they're 50 like Barry White? You know Barry, one of the original gangstas! Yeah, when he was just 15 Barry went to jail. Busted for stealing tires off Cadillacs. One week after he got out, he sang bass on a recording with his friends, "Little Girl" by the Upfronts. That was it! Barry now has 109 or so gold and platinum singles and albums hanging on the walls of his home. His current album "The Icon Is Love" now stands at 1.5 million copies sold.



Come back to 1991. Brooklyn, New York in the Bed-Stuy neighborhood. This guy known as Biggie Smalls is selling' drugs, a hustler 100%. Between drug deals he's making tapes down in a friends basement. The tapes start to circulate around the neighborhood. One of them makes it to The Source magazine. Next thing you know Notorious BIG is signing a deal with Sean "Puffy" Combs, Uptown's National Director of A & R at the time. As you read this Notorious BIG is moving into the top 10 at cross-over stations across the country with his "Big Poppa" release.

Yeah, they're just ordinary people. It's just music. Just human emotion laid down on a compact disk.

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

MIX SHOW

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

NEW IN THE MIX

REDNEX "Cotton Eye Joe" (JIVE)
MICHAEL WATFORD "Happy Man" (EASTWEST)
2 IN A ROOM "Ahora" (CUTTING)
SARAH PARKER "My Love Is Deep" (VESTRY)
SAM SNEED "You Better Recognize" (INTERSCOPE)

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

MIX SHOW MOVERS

W - TW	Artist	Song	Label
2-1	CLUBZONE	"Hands Up"	(Logic)
8-2	CRYSTAL WATERS	"What I Need"	(Mercury)
10-3	BRAND NEW HEAVIES	"Spend Some Time"	(ffrr)
5-4	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
1-5	FUN FACTORY	"Close To You"	(Curb Edel)
13-6	CE CE PENISTON	"Keep Givin Me Your Love"	(Columbia)
7-7	ROULA	"Lick It"	(S.O.S.)
3-8	MIRANDA	"Round & Round"	(Sunshine)
6-9	CORONA	"Rhythm Of The Night"	(EastWest)
15-10	ICE CUBE	"What Can I Do"	(Priority)
4-11	MAX-A-MILLION	"Fat Boy"	(S.O.S.)
12-12	DR. ALBAN	"Away From Home"	(Logic)
11-13	TLC	"Creep"	(LaFace/Arista)
17-14	THE MACK VIBE	"Mr. Meaner"	(Eightball)
9-15	THE CHOSEN FEW	"Funky Jumpy Music"	(Maxi)
18-16	TRACI LORDS	"Control"	(Radioactive)
24-17	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
20-18	METHOD MAN	"Bring The Pain"	(Def Jam)
29-19	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
14-20	STEVIE B.	"Funky Melody"	(Emporia/Thump)
33-21	ARTIFACTS	"C'mon Wit Da Git Down"	(Big Beat)
24-22	69 BOYZ	"Kitty Kitty"	(Rip It)
21-23	M PEOPLE	"Excited"	(Epic)
26-24	DONNA SUMMER	"Melody Of Love"	(Casablanca/Mercury)
28-25	ROCHELLE	"Praying For An Angel"	(S.O.S.)
27-26	BRANDY	"I Wanna Be Down"	(Atlantic)
32-27	ARMAND VAN HELDEN	"Armond Van Helden (EP)"	(Strictly Rhythm)
31-28	C & C MUSIC FACTORY	"Robi-Robs Boriqua Anthem"	(Columbia)
37-29	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
N-30	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
43-31	SWING 52	"Color Of My Skin"	(Cutting)
35-32	SAM THE BEAST	"Gucci Dance"	(Relativity)
50-33	MONTEL JORDAN	"This Is How We Do It"	(PMP/RAL)
41-34	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
42-35	DURAN DURAN	"White Lines"	(Capitol)
34-36	REALITY	"Wanna Get Busy"	(Strictly Rhythm)
N-37	ANETTE TAYLOR	"Show Me"	(Freeze)
23-38	INI KAMOZE	"Here Comes The Hotstepper"	(Columbia)
39-39	LONDON BEAT	"Come Back"	(MCA)
N-40	BLACK SCIENCE ORCHESTRA	"New Jersey Deep"	(ffrr)
30-41	THE HED BOYS	"Boys And Girls"	(Logic)
N-42	BIG L	"Put It On"	(Columbia)
N-43	WATERLILLIES	"Never Give Enough"	(Sire)
48-44	PHARAO	"I Show You Secrets"	(Columbia)
45-45	THE NONCE	"Mixed Tapes"	(American)
N-46	BLONDIE	"Atomic"	(Chrysalis/EMI)
47-47	3RD NATION	"I Believe"	(Champion/EastWest)
N-48	THELMA HOUSTON	"Don't Leave Me This Way"	(Dig It)
N-49	CAPELTON	"Tour"	(Signal)
N-50	REDMAN	"Can't Wait"	(Ral)



DJ FLITE KHFI Austin

CAREER HIGHLIGHTS:

Being added as a Mixer at KTFM.

CAREER LOWLIGHTS:

None so far.

SHOUTS:

DJ Rich, Charles Chavez, Cliff Treadway, Davy Dee, The Horse, Michael Futagaki and Nervous Records.

COLUMBIA CUTZ

PHARAO

"I Show You Secrets"

CE CE PENISTON

"Keep Giving Me Your Love"

BIG L

"Put It On"

BUCKSHOT LeFONQUE

"No Pain No Gain"

NOMINEES FOR ISSUE 877

VOTE FOR YOUR CHOICE

1. ALEX CABRALES (HOT MIX)
2. DUANE BRADLEY (WJLB, Detroit)
3. STEVE PEREZ (KCAQ, Oxnard)

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MIXER OF THE WEEK WINS SONY HEADPHONES!



SOUTH

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AS THE VINYL SPINS

By Michael Futagaki
(415) 282-4466

A few weeks ago, I wrote about the Priority dinner held in San Francisco during the Billboard Dance Summit, and I thanked everyone involved EXCEPT the person who pulled it all together. Oops, my bad! Major apologies go to Liz Pocora of Priority for the mishap. Thanks Liz, and I hope you excuse my oversight. Also on the apology end of things, the discoveries that were in the February 3rd. issue under the name of Alex Cabrales of Hot Mix were not his. Sorry, Alex. I assure you that we'll try not to let that ever happen again.

Thanks to Sincere of Island for the information hook up on the JOYA, *I Like What Your Doing To Me* which found him also lending a hand on the A&R side. Also the Bandit, "All Men Are Dogs" is getting major female call response according to Sincere and he also advises you to peep the coming METHOD MAN featuring Mary J. Blige, *All I Need* and the GRAVEDIGGAZ, *1-800 Suicide*. Our friends at Atlantic say that the BRANDY, *Baby* mixes by M.K., Random Noise, Allstar and John Robinson are shipping to radio at this writing. The single went gold in four days, (Count em!) and the CD single is on backorder because the machine got tired and broke. Now that's really making it hard to press 'em fast enough. By the time you read this, *Baby* will probably be platinum. I've got to stand behind the remix that B. Swift made of *Baby*. Toby and I both feel that it's dope. Much props to Darryl Lindsey for making it possible. Yo, Darryl, thanks for being the chill brother that you are! Greg Lee reports that the artist formerly known as PRINCE is coming with the *Purple Medley*. According to Greg, "It's a megamix of all of his hits when he was Prince". The big question is when he's going to get up off *The Gold Experience*. Since Greg's got that familiar smile working, ya better call him and see what's up.

If you're still short on the SNOW featuring Nadine Sutherland, *Anything For You*, call Peter Albertelli at 212-275-2560. In my opinion, this is Snow's best work since "Informer," and Nadine kicked much flavor on the TERROR FABULOUS shot so I'm with this! According to Peter, there are new mixes by T.K. and Bobby Konders that just shipped. "I just want people to listen to SNOW'S second single from his sophomore effort and realize the quality of the work from this multiplatinum artist." SNOW may be light complected, but I can't see him being a Reggae version of Vanilla Ice. He's true to the vibe. Check for him on this one. The remixes are for those of you who can get a little deeper. A few weeks ago, Rich Bloom at Qwest was kind enough to let me listen to some advances of THE RUFFNEX SOUND SYSTEM, which the label will be coming with soon. If you feel the Reggae vibe, get ready for the *Luv Bump* track which will feature remixes by Bobby Konders, Guru and Mystro. Barry "Rockbarry" Benson, formerly of TUFF BREAK, is now lending his skills to MCA for the time being. If you're interested in this fine player, call him at 818-505-0566. Keep your head up Barry, we're with you.

April Ferri is now National Director of Rap/Hip Hop at Mascot Records which is a division of Mic Mac. Call her at 212-675-4038 Ext. 19 so she can hit ya off with DA PHENOMS record cause it ain't no joke! Tell her we sent ya! THE 11/5, *Brousin* record is looking better and better with every passing day. If you're into the West Coast street sound, don't sleep on this one. Capitol gets much props for *MAD-IZM* by CHANNEL LIVE. This true hip hop record goes beyond just the many who admire KRS One. Call Bruce Reiner at Capitol for yours.

The MONTELL JORDAN, *This Is How We Do It* continues to gain momentum, and we wish this very talented man all the best and thanks to him for the phone call from Virginia. THE B.U.M.S., *Elevation (Free My Mind)* on Priority are starting to make a big noise on the urban mix show conference call. The B-side is *6 Figures And Up*, which is indicative of the fact that the whole album is superb. Also an early call on G.A.T. *Smiling Faces Sometimes* on MCA. Check for ROTTIN' RAZKALS, *Oh Yeah* on Motown, if Naughty By Nature's anthemic feel works for you. RAPPIN 4TAY, *I'll Be Around* is my favorite track off of the album, and the video featuring the Spinners should do well. The follow up to *Playaz Club* will take this artist to a whole different level!

Can John "Horse" McMann at Jive be having a better time? The FU-SCHNICKENS, *Sum Dum Munkey* is building at a steady pace, as *Breakdown* continues to dominate. Tony Rainy of WJMH, Harold Banks of WFXE and Frank E.D. of KPRR are calling for *Monkey* on the conference call, and now Luscious Ice of The Box and Nasty Nes of KCMU are starting to check for it now, too. Early love on E-40, *1-Luv* is spreading, and on the dance end, the REDNEX, *Cotton Eye Joe* is proving to be phenomenal. Ain't ya feelin' good, Horsey baby?

Not only does she stay on me in a nice way, but she's sweet too, Toni at

Vestry keeps me up to date. SARA PARKER, *My Love Is Deep* on Vestry is gaining a lot of steam. If you're looking for a quality dance record, call Toni and get hooked up. Actually Vestry comes with the goods all the way around, so get with her at 212-343-1659. Also check for both the WHIGFIELD, *Saturday Night* and FUN FACTORY, *Close To You* on Curb Records. Both of them are mainstays on the conference call.

Two soulful house records that I feel are REPERCUSSIONS, *Promise Me Nothing* on Warner Bros. and SWING 52, *Color Of My Skin* which features some great vocals by Arnold Jarvis. Also, there's a lot of soul in MICHAEL WATFORD'S, *Happy Man* on EastWest. Baby sista, JOCELYN ENRIQUEZ, delivers with *Big Love* on Classified Records. There's a mix for everyone on this 12", so get up with Rex at 510-475-5760. I'm proud of you, Jocelyn, and I'm with ya for the distance. Shout out to Marthe Reynolds who's got a winner in the VYBE, *Take It To The Front* on Island. Hey, Marthe, even if you didn't have good records I'd still be down with ya! If you're coming up short on the VYBE record, call Marthe at 212-603-3994.

Check for KPRR's Juan Rojas' remix on DARIO's *Dreams In The Night* on Exit Records. More on that next week. I'd like to take this time to send a shout to three old friends, Fut from Impact Record Pool, Eardrum from Tables Of Distinction and Al Pizarro from V.I.P. Much thanks and love to you brothers for the support. Hector The Ejector formerly with Wild 107 is now doing the mix show on KSFM, FM 102 in Sacramento. Send all product to 1020 El Camino Real #2, Burlingame, CA. 94010. Tony "Horse" Rainy (Damn, another Horse?) of WJMH is now one half of the M.D. team at WJMH in Greensboro, NC. He politely requests that all telephone calls be redirected from his pad to the station on Thursdays from 11:00 AM to 2:00 PM E.S.T. The number is 910-605-5200. John Hunter has left WEOW and is looking to make the move to New York. If you're interested in talking to this multifaceted talent, call him at 305-296-1320. DJ Rich is now at KTFM exclusively (Good move Charles) and any product should be sent to KTFM, 4050 Eisenhower Rd. San Antonio, TX. 78218. Richie takes his calls on Monday and Tuesday after 2:00 PM C.S.T. at 210-599-5500. Bill Millman of WKBY comes correct with his feedback! Send product to him at 134 Chestnut St. Oneonta, NY. 13820. Since he breeds Pitbulls in his spare time, don't deliver anything in person without calling first. Big shout to John Koehn, my man in the know.

I know I've been hard to reach lately, and I apologize. I've said it before and I'll say it again, everyone's important. Stay with me, and I promise I'll try to get back to you. Don't give up on me! I guarantee everyone that my ego is checked at the door, and I'm not disrespecting anyone. There's only one thing that I can aspire to be, the best that I can. I ran into an old friend who will always be a legend here in the Bay the other day. He's been very sick for the past few years, yet he's still living for the music. I won't name him in respect to his privacy, but I will say that he's still the best. Finally, condolences go to Leilani Shiu of KCAQ (Q105) in Oxnard on the passing of her father. Many of you know Leilani as Lucy Barragan's assistant. Stay up Leilani, your pops isn't sick any longer. There's no sickness in heaven. That's it for me for now. Keep the faith and stay well.

URBAN RECORDS:
THE B.U.M.S. (Brothers Unda Madness), *Elevation. Free My Mind* (But don't sleep on the B side, *6 Figures And Up*) Priority, FU-SCHNICKENS, *Sum Dum Munkey* Jive, RAPPIN 4-TAY, *I'll Be Around* EMI, CHANNEL LIVE, *MAD IZM* Capitol, SNOW, *Anything For You* EastWest, ROTTIN' RAZKALS, *Oh Yeah* Motown, G.A.T., *Smiling Paces Sometimes* MCA, 11/5, *Brousin* DogDay Records, VICIOUS, *Nika* Epic, VYBE, *Take It To The Front* Island, LA TANYA, *I Want The Bomb* Indasoul (Damn! This kicks!!)

DANCE RECORDS:
REPERCUSSIONS, *Promise Me Nothing* Reprise/Warner Bros., JOCELYN ENRIQUEZ, *Big Love* Classified Records, SWING 52, *Color of My Skin* Cutting, 2 IN A ROOM, *Ahora* Cutting, MICHAEL WATFORD, *Happy Man* EastWest, REDNEX, *Cotton Eye Joe* Battery/Jive, AMAZING MANFRED, *I Must Be Free* SOS, SARA PARKER, *My Love Is Deep* Vestry

LAWLEY'S LICKS:
SNOW, *Anything For You* EastWest, MONTELL JORDAN, *This Is How We Do It* PMP/RAL, BLACKSTREET, *Joy* Interscope, CHANNEL LIVE, *MAD-IZM* Capitol, BARRY WHITE, *Come On* perspective/A&M

NINE

"Whutcha Want"

Over 400 Plays At Radio...

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<u>Already Added:</u>	WXYV	WJHM
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WJMN WHJX WZAK WEJM Z90 HOT97.7 KJYK



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"Great record for this market."

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Buffalo	#11	Pittsburgh	#28	Sacramento	#43
Baltimore	#13	Jacksonville	#30	Tucson	#43
Philadelphia	#13	San Francisco	#30	Cleveland	#45
Norfolk	#15	Miami	#31		
Orlando	#18	Las Vegas	#32		

DJ QUIK

"Safe + Sound"

Added This Week: Z90

<u>Early Airplay</u>	KJYK
PWR106	KBXX
KKBT	KKDA
KMEL	KJMZ
HOT97.7	WEJM
KSFM	

"It's Da Bomb"

SONIA JIMENEZ, KGGI

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PROFILE®



MIX SHOW DISC-OVERY CLUB®

DJ GROOVE, Z90, San Diego

SARA PARKER *My Love Is Deep* (VESTRY) - This record is gonna be big in club and mix show! Great record!

K. LONDON PRODUCTION CLUB *Who's Gonna Love Me* (COLUMBIA) - All cuts are slam'n on this record! Props out to Oscar Merino for his mix!

WINX *Don't Laugh* (SORTED) - Check out the Live Raw Mix! This shit is f*%#en hard!

REDNEX *Cotton Eye Joe* (BATTERY/JIVE) - Check out the Armand's Funky Trance Mix!

MICHAEL WATFORD *Happy Man* (EASTWEST) - Shit man, this record is gonna beeee huge! All around!

TONY MORRIS, BOSS97, Atlantic City

FUN FACTORY *Close To You* (CURB EDEL) - These songs are too new to say anything for now. These are in testing in the mix for some weeks:

20 FINGERS *Mr. Personality* (SOS)

REEL II REAL *Raise Your Hands* (STRICTLY RHYTHM)

2 IN A ROOM *Ahora* (CUTTING)

BALLS OF LONDON *Go To Work* (CUTTING)

AMAZING MANFRED *Let Me Be Free* (SOS)

NEXT LEVEL *Find A Way* (CUTTING)

GARY Q, BOSS97, Atlantic City

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - This record is fun-nom-in-al! Junior V.'s got his hand in another one!

BLACK DUCK *Wiggle In Line* (RADIKAL) - This is the answer to a reggae house mix of Whigfield's Saturday Nite.

JUNIOR VASQUEZ *Get Your Hands Off My Man* (TRIBAL AMERICA) - Since this label won't send me product, I had to go out and buy it. Could have been breakin' this two month's ago. By the way Rob, my address is 935 Bay Ave., Ocean City, NJ 80226. (906) 398-7446.

SARA PARKER *My Love Is Deep* (VESTRY) - Great package of mixes to complement a good club song.

AMAZING MANFRED *Let Me Be Free* (SOS) - The tribal mix is the shit!

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

LI KWAN *I Need A Man* (DECONSTRUCTION) - From one of our favorite labels for progressive house comes this double sided bomb! In the spirit of traditional hi-energy, I Need A Man delivers this awesome, foot-stompin, hands-in-the-air anthem. The B side is completely different with a song called *Point Zero* which is plain and simple Trance Bliss! Huge seller in stores.

LOVE INC. *R.E.S.P.E.C.T.* (SMILE) - Produced by Mike Inc and remixed by Air Liquide comes this double 10 inch pak. All pumpin tracks for the progressive DJ that shouldn't be missed. Hats off to the people at SMILE for all their excellent choice of product.

FINITRIBE/BLACK SCIENCE ORCHESTRA *Compilatoin* (ffrr) - Two artists back to back on this slammin 12 inch which contains selected tracks from the United Nations of House compilation which is no less than Smokin! Again, these tracks lean to the progressive edge. Is this a trend starting here? Domestic progressive music. It's about time!

NASTY NES, KCMU, Seattle

TEN THIEVES *It Don't Matter* (BREAK-A-DAWN) - One listen and my ears got hooked! This East Coast flav is da bomb!

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - One of my favorite groups is back with pure funk and Hip Hop on the Rodney-O tip!

SHOWBIZ & A.G. *Next Level* (PAYDAY) - Peep out Premeire's remix! This is gonna blow up!

REDMAN *Can't Wait* (RUSH) - This should be Redman's biggest hit to date! Heavy phones and retail reaction here in Seatown.

DA NAYBORHOODZ *How We Do It* (REACT) - Gangsta Rap is da shit and so is Da Nayborhoodz. Thanks for the radio edit, peep it.

TITO 'Indamix' AGUSTIN, KDON, Salinas

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - Big love to dance this week

LIVIN JOY *Dreamer* (MCA)

KYM SIMS *I Must Be Free* (RADIKAL)

CRYSTAL WATERS *What I Need* (MERCURY)

MAX-A-MILLION *Fatboy* (S.O.S.)

K. SPAZ, KIKI, Honolulu

SAM THE BEAST *Gucci Dance* (RELATIVITY) - It's da bomb!

GANG MOVE *Real Playas & O.G.'s* (MAD MAN) - Supa hype gangsta shit!

METHOD MAN *Release Yo' Delf* (DEF JAM) - Good lawd! Still bringing the pain.

BILL MILLMAN, DJ, KISS102, Syracuse

ZOUND OF 2 *Barber* (STRICTLY RHYTHM) - Great hook. It reminds me of the Little Rascals when Alfalfa sings The Barber Of Seville. The immediate familiarity

of the hook will keep the floor bouncin'.

BLONDIE *Atomic* (EMI RECORDS) - The Armand mix - anything he touches turns to gold. It's like the Quaker Oats dude always said, 'It's the right thing to do and the right way to do it.'

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - This could be huge. It's got that Bobby Brown flava, a slice of Slick Rick, a bag of chips and napkins too.

REDNEX *Cotton Eye Joe* (BATTERY/JIVE) - My buddy told me about this record. I was like it sounds like what? It's Charlie Daniels meets Reel 2 Real. Like they said in the '60s, 'crazy man.' This song ain't no joke. Go horse.

DJ BLADE, KJYK, Tucson

REDNEX *Cotton Eye Joe* (BATTERY) - Scary! This is an either you love it or hate it record, but I think this novelty record will grow on a lot of people. It's in the mix and reacting.

DURAN DURAN *White Lines* (CAPITOL) - Scary! Just try and visualize Grandmaster Flash hanging with these guys...well it happened. Hard to tell what audience will go to this record but it's definitely working in the clubs.

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - Check out this little jammy! Children Story sample is what sells this cut. In the mix.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Great follow up! Still with the smooth guitar samples, but this time The Spinners give the cut the hook. Be on the lookout for this track and get it in the mix...hot!

ICE MC *Think About The Way* (ZYX) - Mega huge Euro hit! High energy with a reggae'ish flow...this hard hitting cut is a floor burner and is great in the mix!

DAVID MEYER, KMEL, San Francisco

THE B.U.M.S. *Elevation (Free My Mind)* (PRIORITY) - The same Brothers Unda Madness that brought you Street Fighter are back with some more phatt shiznit. While keeping their underground appeal, they came off on a very melodic track (with a little help from Teddy Pendegras) and a phatt hook. Joe Quixx ain't no joke! Expect a lot of mixshow play, and don't be surprised when it moves into regular rotation. What-up Sway and Tech. All City Music is taking shape.

ROTTEN RAZKALS *Oh Yeah* (ILL TOWN/MOTOWN) - Produced by Naughty By Nature, so you know where it's coming from. Another phatt, punchy-ass track with lyrics flowin' all over it. It is credited as being another anthem, and it will be. Is ya with me? Oh Yeah!

VICIOUS *Nika* (EPIC) - I didn't think it was possible. I didn't think I would like another song that sampled Between The Sheets, however this song proved me wrong. Clark Kent flipped it. Vicious shocked the Hip Hop community when he jumped on the scene with Freaks backed by the human beat-box Doug E. Fresh. Now he's got a record that will get heavy rotation, make your phone lines light up, make the ladies say, 'Aowww!' and the fellas say, 'Ho!'

RBL POSSE *Bounce To This* (IN A MINUTE) - Straight-up facts: 1. Selling very large amounts of units. 2. Getting huge requests. 3. People lose their minds when this song is played at a club. 4. Getting heavy mix-show rotation. 5. The song is phatt.

DJ MIDIMACK, KMVR, Las Cruces

DJ QUICK *Safe & Sound* (PROFILE) - 'Quick' is back! He's on a smoother tip now, but none-the-less that lyrical style we've come to enjoy from this 'Compton City G' is back. I don't know where he went, but I'm glad he's back. Check it out.

2 IN A ROOM *Ahora* (CUTTING) - Pump It Up!! I have always liked 2 In A Room's material because they have a unique style that I just can't get enough of. I always wear the hell out of my records from these guys. Much thanks (again) to Kevin Jones for the 'mad' hook up.

DJ FRANK E.D., KPRR, El Paso

SAM THE BEAST *Gucci Dance* (RELATIVITY) - Energetic song makes you wanna chant 'Wait a minute' along with the song.

SHAKKA *As Salam Alakim* - Too kool!

DA BUSH BABEES *Remember Me* (REPRISE) - These guys never let me down.

DA YOUNGSTAS *Mad Props* (EASTWEST) - Give Da Youngstas mad props for this jam.

FUNKDOOBIEST *Rock On remixes* (IMMORTAL) - DJ Magic & Jazzy Jeff kicked much ass!

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

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - Jocelyn! Finally! I heard this one over the phone and I couldn't wait to get it! It reminds me of the old Debbie Deb and Trinere records of the 80's. Jocelyn, Glad to have you back on radio, baby!

2 IN A ROOM *Ahora* (CUTTING) - These crazy guys are back! Coming with another latin flavor. This one's going to be big in the mix show and we're going to try to break it to radio!

THE WATERLILLIES *Never Get Enough* (SIRE) - Cool house mixes by Junior Vasquez that should work in any set. My favorite mixes are the Junior's Dub mixes. Check it out!

THE BUCKETHEADS *The Bomb* (HENRY ST.) - Kenny Dope busts out with some slammin New York House cuts for this track. This cut blends old disco with the house flavor! Props to Johnny from SIN for the hook up.



MIX SHOW DISCOVERY CLUB[®]

ALEX CABRALES, HOTMIX, Scottsdale

VICIOUS *Nika* (EPIC) - A nice smooth rhythmic song with serious ariplay potential.

BRANDY *Baby* (ATLANTIC) - Great follow-up record. I think this record might actually be bigger than the first.

DJ RICH, KRBE, Houston

DURAN DURAN *White Lines* (CAPITOL) - The remake that doesn't stop!

WINX *Don't Laugh* (SORTED) - Progressive house track with a guy laughing like a mad man!

REAL McCOY *Automatic Lover* (ARISTA) - Here we go agin! Already an add at KTFM and mark my words, 'THIS IS AN ABSOLUTE SMASH!' Samples the old Bronski Beat Smalltown Boy. Complete with vocals and everything! We will be hearing about this group for awhile!

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - This has so many mixes to choose from that almost any format can work this record. From Euro to Freestyle to House, you can't go wrong.

PHARAOH *I Show Your Secrets* (COLUMBIA) - This is no longer a secret so give it a listen.

DJ D. STREET, KSJL, San Antonio

KEITH MURRAY *Get Lifted* (JIVE) - This is another smash jammy from the gifted one. Keith is definitely throwing down on this track, backed up with that Rock Creek Park sample. Keith gets much love from San Antonio.

MOB DEEP *Shook Ones Part II* (RCA) - One of the most requested East Coast tracks at the Mixx at 96.1 FM.

CHANNEL LIVE *Mad Izm* (CAPITOL) - This has got to be one of the phattest productions from the man KRS-1. This track is blowing up all over South Texas.

URBAN DISCHARGE *Drop The House On That Bitch* (DIG-IT) - A massive record from the Dig It camp! Junior Vasquez provides two wonderful mixes full of seerious house grooves! And who could resist a hook like Wanna Drop A House On That Bitch! Choose the Sound Factory mix or the wonderful Factory Dub!

LAURA O. *There's Only One Thing* (DIG IT) - I loved this record when Dig It first released it a few months ago and now this gem has been re-released with new mixes by Kingsize productions, Joe Ventura and Scott Marzullo...wait til you hear it now! A slightly harder edge, Laura's looped vocal and ohh that breakdown! Bomb #2 this week from Marcus and the Dig It camp!

ONE NESS *f/Gary Feel This Groove* (AQUA BOOGIE) - From the West Coast comes a fresh slab of vinyl from Aqua Boogie the label responsible for causing all that dancefloor destruction with its San Francisco and Los Angeles Connection doublepak! Check the NRG mix with its deep house groove and the male sample 'Feel this groove stuck in your head' looped throughout! It will definitely stick with ya!

MICHAEL WATFORD *Happy Man* (EASTWEST) - I was a very happy man upon discovering this package from Eastwest with a new Watford track! I've always been a fan of Michael's soulful voice, and this record delivers the goods! Four mixes from Charles Dockins including the nice Paradox Dub!

JOHN HOHMAN, METROMIX, Pittsburgh

PHARAOH *I Show Your Secrets* (COLUMBIA) - Good crossover energy record. Check it out.

REDNEX *Cotton Eye Joe* (BATTERY/JIVE) - Yes, yes!! Every Redneck in America can dance along.

CYNTHIA *How I Love Him* (TOMMY BOY) - This is the second week we have mentioned Cynthia. It's getting lots of reaction.

MATT 'The Bratt' BRADLEY, POWER PIG, Tampa

FUN FACTORY *Close To You* (CURB EDEL) - Excellent energy on this record...has the potential to be another Corona or Real McCoy.

REAL McCOY *Run Away* (ARISTA) - Speaking of spinnin the hits, pushing and pounding the air-waves, MC Sar and The Real McCoy are soon to be another hit in the dance world. Keep kickin' em out...we need mo, and mo dance records...

REDNEX *Cotton Eye Joe* (BATTERY) - Here's a record that is huge in the UK and will do well in Tampa Bay. If the club scene is any indication, watch out radio...

DURAN DURAN *White Lines* (CAPITOL) - Loved the old school, and brought back to life with the harmonic sweet sounds of Duran Duran. My headphones off to the group and to the remixers of this project...

SAM THE BEAST *Gucci Dance* (RELATIVITY) - A great reaction record. The phones light up when this cut is played. Listeners don't lie, a record to be heard as a hit...Pee Wee, step aside...yeae, yeae, yeae, yeae, yeae, yeae, yeae, yeae, yeae.

STAN PRIEST, POWER PIG, Tampa

UNDERWORLD *Cowgirl* (WAX TRAX) - My fave! I'm invisible...

D.J. TRANS *Ride Out* (ATTITUDE) - Booty fans will flip!

2 IN A ROOM *Ahora* (CUTTING) - D-O-P-E - Say it!

XPANDO *To A Nation Rockin'* (IMPORT) - Worldwide dance - late night anthem.

D.J. JUMP *Jump* (WHITE LABEL) - Van Halen powered dance jam. Nice feel!

LI KWAN *I Need A Man* (DECONSTRUCTION) - NRG for days. Seka mix gets the nod!

'Jammin' GEORGE PEREZ, POWER96, Miami

REDNEX *Cotton Eye Joe* (BATTERY) - Here is a song that jumps out and slaps

you when you play it. Already slammin' in all parts of Europe. This record's gonna explode real soon.

DISCO COMPILATION *Harden My Heart* (THUMP) - A slammin' version from THUMP Records. The Euro-version is the bomb. I just started playing this record on my air show and I've already had calls for it like crazy.

AFRIKA BAMBADA *Feel The Vibe* (DFC) - Wow! Is the only way people respond to this track. The vibe mix is what floods my phones every time.

2 IN A ROOM *Ahora* (CUTTING) - Another kick-ass party anthem from the boys 2 In A Room. With follow after follow-up, it's no wonder these guys rule the clubs.

SHABBA RANKS *Let's Get It On* (EPIC) - Shabba's got another slammin' Ragae track. Put this one on anywhere and watch the people get buck ass wild.

ROBBIE TRONCO, Q102, Cincinnati

URBAN DISCHARGE *Drop The House On That Bitch* (DIG-IT) - Instant femqueen smash.

ARMAND VAN HELDEN *10,000 Fagets* (STRICTLY RHYTHM) - Instant femqueen smash.

JUNDI & SPESH *Jack-O-Muffin* (TRIP'N'SPIN) - Smokin' track.

FELEX THE HOUSE CAT *Thee Drums* (SEX TRAX) - Heavy techno house drums.

PAULIE DAY, Q102, Philadelphia

THE MACK MACHINE *Gotta Be Free* (G-ZONE) - The tribal mix is the cut that I liked, it's got that catchy hook (Gotta Be Free) and it kept my dancefloor movin'.

THE BUCKETHEADS *The Bomb* (HENRY ST.) - Words can't describe this record but make sure you listen to the whole cut (part 2 GROOVES).

STEVE PEREZ, Q105, Oxnard

SABELLE *Where Did The Love Go* (TOMMY BOY) - This has a great smooth groove to it and it has a fast one too. Sabelle has that Diana Ross vocal style. this jam is Club and Radio. Thanks to Vicor Lee over at Tommy Boy for hooking me up with this one.

ZHANÉ *You're Sorry Now* (MOTOWN) - Here's another great cut by Zhane as they do it again with this one, I hope to hear a remix on it soon. Good R&B groove on this one!

SAM THE BEAST *Gucci Dance* (RELATIVITY) - Don't let the name, Sam The Beast scare you because once you get a taste of Gucci Dance, you will be back for more. This cut will kick off any party, this is another one for Relativity.

DIVINE CIRCLE *f/Annette Taylor Show Me* (FREEZE) - Now I know why all the mixers were talking about this cut, the Sensible House Mix is the one for me too. Great add to mix show rotation.

SHAWN PHILLIPS, Q99, Salt Lake City

R.A.W. *Higher* (STRICTLY RHYTHM) - Eric M. & Keith Litman deliver with this progressive sample track. A necessary addition to all mixshows and dance floors. Tribal drums, organs and beautiful drop outs...it'll move ya!

REDNEX *Cotton Eye Joe* (BATTERY) - This is it! The Armand Van helden remix that everyone's been talking about. Country music meets house...perfect combination! This will be going to #1 on all chars so be a part of the movement.

2 IN A ROOM *Ahora* (CUTTING) - The follow-up to their '94 smash El Trago! This is part 2 and just as strong. Will do just as well...even better! It will work in any market! Play it!

MICHAEL WATFORD *Happy Man* (EASTWEST) - Michael continues to amaze everyone with hsi gifted vocal talents. now with this soulful house masterpiece, he moves forward in a great career. DJ's check out the Paradox Dub!

LATANYA *I Want The B.O.M.B.* (INDA SOUL) - Female vocal Hip Hop done the right way. Props to M. Doc and Silk for great production and a phat sound that is very unique!

TONY RAINY, WJMH, Greensboro

CAPLETON *Tour* (SIGNET) - Some phat shit for the dance floor!

DJ ZX, WPGC, Washington DC

DJ QUICK *Diggin U Out* (PROFILE)

MURDER SQUAD *Who's Da Star* (DEFJAM)

MILKBONE *Keep It Real* (CAPITOL)

MONTECO *f/Immature Is It Me* (MCA)

DIGABLE PLANETS *Dial 7* (PENDULUM) - Congratulations, Just-O at Nervous Records, on your promotion!

MICHAEL LONDON, WZHT, Montgomery

SAM THE BEAST *Gucci Dance* (RELATIVITY) - The Pee Wee Herman sample gives this cut the extra spice it needs to bump hard. I like the blend of Bounce and hip hop. WZHT is already getting mad phones on this cut.

JAMES DEE, Z90, San Diego

DJ QUICK *Safe & Sound* (PROFILE)

THE B.U.M.S. *6 Figures & Up* (PRIORITY)

KING TEE *Way Out There* (MCA)

JEMINI THE GIFTED ONE *Funk Soul Sensation* (MERCURY)

DON T. *Why* (BIG BEAT)



Club Chart

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

BREAKOUTS

REDNEX "Cotton Eye Joe" (JIVE)
 BROWNSTONE "If You Love Me" (MJJ)
 MICHAEL WATFORD "Happy Man" (EASTWEST)
 MOBY "Everytime You Touch Me" (ELEKTRA)
 SAM SNEED "You Better Recognize" (DEATHROW)

CLUB MOVERS

LW TW

2-1	FUN FACTORY	"Close To You"	(Curb Edel)
5-2	SPIRITS	"Don't Bring Me Down"	(MCA)
7-3	BRAND NEW HEAVIES	"Spend Some Time"	(ffrr)
6-4	DONNA ALLEN	"Real"	(Epic)
3-5	TLC	"Creep"	(LaFace/Arista)
9-6	CE 2E PENISTON	"Keep Givin' Me Your Love"	(Columbia)
1-7	CORONA	"The Rhythm Of The Night"	(EastWest)
4-8	MIFANDA	"Round & Round"	(Sunshine)
10-9	ICE CUBE	"What Can I Do"	(Priority)
23-10	CR*STAL WATERS	"What I Need"	(Mercury)
8-11	DEEE-LITE	"Call Me"	(Elektra)
27-12	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
13-13	PHARAO	"I Show You Secrets"	(Columbia)
16-14	GRDOVE COLLECTIVE	"What U Got"	(Reprise)
20-15	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
11-16	SEAL	"Newborn Friend"	(ZT/Sire/WB)
26-17	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
29-18	BARBARA TUCKER	"I Get Lifted"	(Strictly Rhythm)
17-19	TOM JONES	"If I Only Knew"	(Interscope)
12-20	JANET JACKSON	"You Want This"	(Virgin)
14-21	DCNNA SUMMER	"Melody Of Love"	(Casablanca/Mercury)
15-22	M PEOPLE	"Excited"	(Epic)
19-23	MADONNA	"Secret"	(Maverick/Sire/WB)
24-24	3RD NATION	"I Believe"	(EastWest)
18-25	ACE OF BASE	"Living In Danger"	(Ar sta)
31-26	69 BOYZ	"Kitty Kitty"	(Rip-it)
34-27	TRACI LORDS	"Control"	(Radio Active)
37-28	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
22-29	INI KAMOZE	"Here Comes The Hotstepper"	(Columbia)
25-30	EVERYTHING BUT THE GIRL	"Missing"	(Atlantic)
35-31	MONTELL JORDAN	"This Is How We Do It"	(Def Jam)
28-32	CARLEEN ANDERSON	"Mama Said"	(Virgin)
38-33	REPERCUSSIONS	"Promise Me Nothing"	(Reprise)
33-34	BRANDY	"I Wanna Be Down"	(Atlantic)
32-35	DAPHNE	"Change"	(Maxi)
30-36	DR DRE & ED LOVER	"Back Up Off Me"	(Relativity)
39-37	CYNTHIA	"How I Love Him"	(Tommy Boy)
47-38	MACK VIBE	"Mr. Meaner"	(Eightball)
42-39	PET SHOP BOYS	"Yesterday When I Was Mad"	(EMI)
46-40	SWING 52	"Color Of My Skin"	(Cutting)
44-41	SAM THE BEAST	"Gucci Dance"	(Relativity)
45-42	ERASURE	"I Love Saturday"	(Elektra)
48-43	K. LONDON PRODUCTION CLUB	"Who's Gonna Love Me"	(Columbia)
N-44	E.G. FULLALOVE	"Didn't I Know"	(Emotive)
50-45	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
N-46	U2	"Melon"	(Island)
N-47	BCYZ II MEN	"Thank You"	(Motown)
N-48	BRANDY	"Baby"	(Atlantic)
49-49	1-900	"Keep Him On The Phone"	(Strictly Rhythm)
N-50	ALL 4 ONE	"She's Got Skillz"	(Atlantic)

REPORTING POOLS

FOR THE RECORD • New York

Jeffrey Allen (212) 598-4177
 • BROWNSTONE, CYM LAJOY, JOCELYN ENRIQUEZ, SKEE W f/Michelle Weeks, URBAN DISCHARGE f/She

INFINITY RECORD POOL • Staten Island

Charlie Alessi (718) 967-4793
 • ABIGAIL, BROWNSTONE, JOCELYN ENRIQUEZ, MADONNA, REDNEX

SURE RECORD POOL • Bronx

Bobby Davis (718) 904-0500
 • BLAK PANTER, BROWNSTONE, CORRECT IMPACT, DAN HARTMAN, MACK MACHINE

V.I.P. NEW YORK • Bronx

Al Pizzaro, Director (212) 733-5072
 • BROWNSTONE, MACK MACHINE, MICHAEL WATFORD, PRET-A-PORTER soundtrack, REDMAN

AMERICAN TRAX • Beverly Hills

Michael Love (310) 659-7852
 • BROWNSTONE, MICHAEL WATFORD, MARY J. BLIGE, SOUL IV REAL, WATERLILLIES

IMPACT • Los Angeles

Fut (213) 292-6611
 • BAS BLASTA, BOONDOCKS, MONTECO, M.O.P., REDMAN

PACIFIC COAST DJ ASSOC. • Long Beach

Steve Tsepelis & Mixtress Victoria (310) 433-6569
 • ANTICAPPELLA f/MC Fix It, BEGGING BILLY BEATS, MASSIVE ATTACK, MICHAEL WATFORD, REDNEX

LET'S DANCE • Chicago

Mike Macharello (312) 525-7553
 • BAD RELIGION, BLONDIE, LIZ PHAIR, MOBY, TLC

V.I.P. CHICAGO • Chicago

Angel Vargas (312) 733-6445
 • GRAVE DIGGAZ, JOCELYN ENRIQUEZ, MACK MACHINE, MONTELL JORDAN, PRET-A-PORTER soundtrack

BADDA • San Francisco

N. Lygizos/Sulai Wong/David X (415) 882-9700
 • 2 IN A ROOM, BLONDIE, THE B.U.M.S., CONFRONT JAMES, VODU

PHILADELPHIA SPINNERS ASSOC. • Cherry Hill

Bob Pantano/Tony Harris (609) 662-7222
 • ABIGAIL, CAMILLE, MACK VIBE f/Jacqueline, METHOD MAN, SMILING FACES SOMETIMES

ADVANCED MUSIC PROMOTION • Detroit

Lee Eckinger (810) 543-1764
 • AFRO RICAN, DAN HARTMAN, LSO, POWER SUPPLY

DANCE DETROIT • Detroit

Steve Nader (810) 541-4323
 • BARBARA TUCKER, DURAN DURAN, JOCELYN ENRIQUEZ, REAL McCOY, THELMA HOUSTON

MID-WESTERN DANCE ASSOC. • Detroit

Enola-Gaye Porter (313) 546-8448
 • DAN HARTMAN, K7, LSO, REDNEX, SNOW

OUR MID-ATLANTIC POOL • Washington, DC

B. Keart /A. Chasen (202) 483-8880
 • ABIGAIL, BROWNSTONE, DAN HARTMAN, MADONNA, SNAP

TABLES OF DISTINCTION • Washington, DC

Eardrum (301) 270-2604
 • NEW JERSEY DRIVE, SHAQUILLE O'NEAL, SWEET SABLE, VYBE, ZHANE

MASSPOOL • East Boston

Gary Cannavo (617) 567-2900
 • BLACK DUCK, COUNT BASS D, JOCELYN ENRIQUEZ, REDNEX, U.N.I.T.E.D.

MUSIC INFORMATION X-CHANGE • Houston

Sam Meyer (713) 529-6MIX
 • ALL 4 ONE, BLACK DUCK, BLONDIE, K. LONDON PRODUCTION CLUB, MOBY

NORTHWEST DANCE MUSIC • Seattle

John England (206) 223-8758
 • BLACK DUCK, BLONDIE, FINI TRIBE, MOBY, RODNEY O. & JOE COOLEY
 MIDWEST DISC JOCKEY ASSOCIATION • St. Louis

Ted Thornton (314) 533-8833

PITTSBURGH DJ ASSOC. • Pittsburgh

Jim Kolich (412) 885-1472
 • BROWNSTONE, K7, MICHAEL WATFORD, REDNEX

DESERT WEST RECORD POOL • Phoenix

Terry Gilson (602) 249-9214
 • BLONDIE, CHANTE MOORE, MOBY, NEWTON, STEVIE WONDER

FLORIDA SUNCOAST RECORD POOL • Tampa Bay

Howard Tripp & Rafael Roman (813) 544-7609
 • BAD RELIGION, FALCON KREST, GUCCHI CREW, I.C.U., MICHAEL WATFORD

5 STAR • Covington

Mark Burney (606) 261-6972
 • BROWNSTONE, BILLY RAY MARTIN, MICHAEL WATFORD, NEW JERSEY DRIVE, REDNEX

SOBAD • San Jose

Joel Wyrick (408) 277-0111
 • BLONDIE, G. LOVE AND SPECIAL SAUCE, MOBY, SAM SNEED, SPIRITS
 CENTRAL OHIO RECORD CORP • Columbus

Fred Dowdy (614) 442-3396

• CYM LAJOY, DA NAYBORHOODZ, REDNEX, RODNEY O. & JOE COOLEY

STARFLEET MUSIC POOL • Charlotte

Ronnie Matthews (704) 532-8496
 • DEION SANDERS, DJ SMURF, THE NONCE, RAPPIN 4-TAY, SNOW

HAWAII DISC JOCKEY ASSOC. • Honolulu

Kevin Okada (808) 926-3591
 • DA NAYBORHOODZ, K7, MICHAEL WATFORD, REDNEX, VYBE

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Carl Gross (717) 823-5233
 • DAN HARTMAN, DOUBLE YOU, MICHAEL WATFORD, REDNEX

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Sir T/Patrick Agustin (805) 396-9522
 • DJ QUIK, DA LENCH MOB, RADIO, REDMAN, TAB & THE VILLON

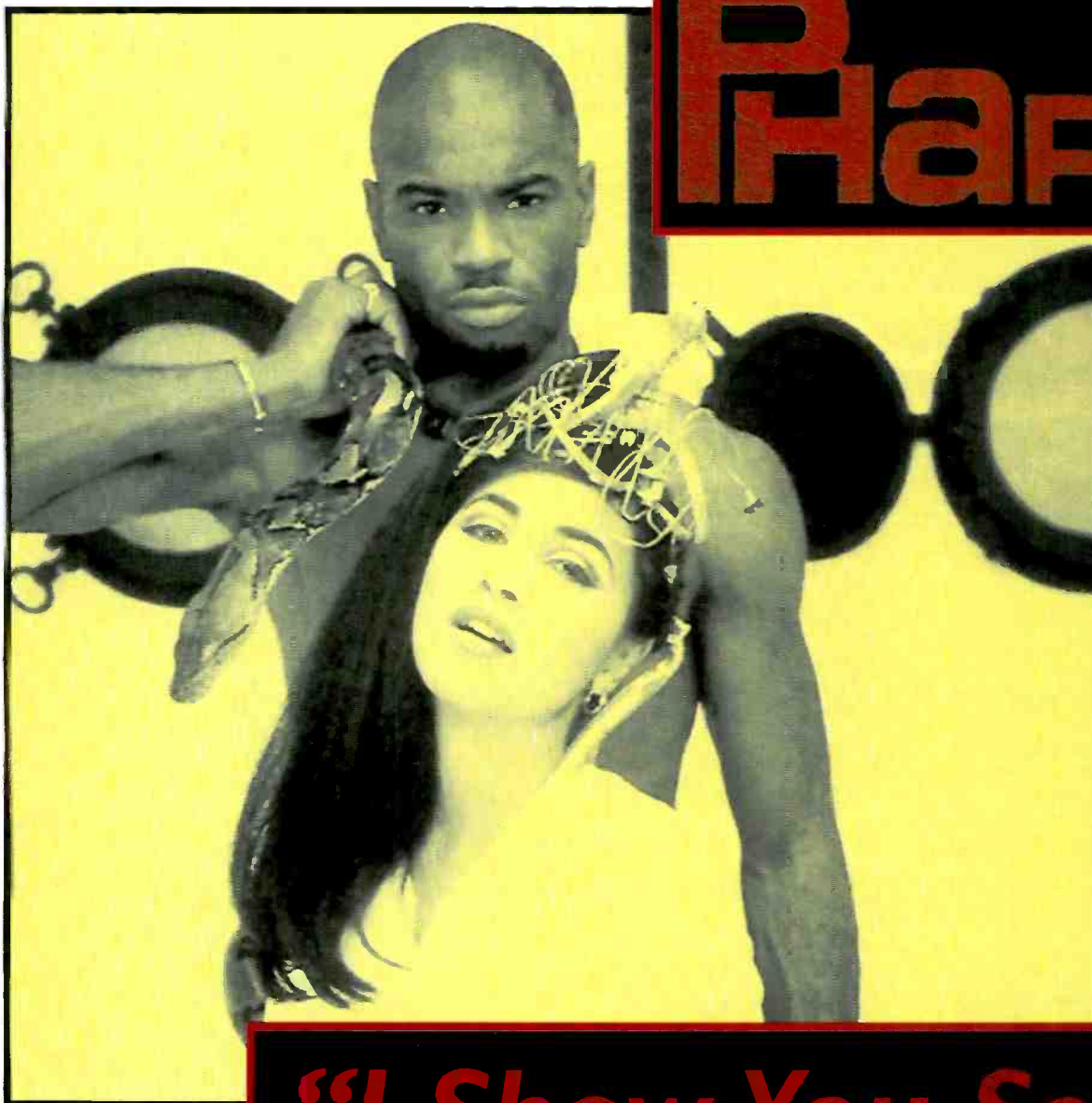
CONNECTICUT'S MUSIC POOL • Orange

Stephen M. Richardson (203) 789-0038
 • BAS BLASTA, BAS BLASTA, BROWNSTONE, BROWNSTONE, MICHAEL WATFORD, MICHAEL WATFORD, REGGIE ROUGH, REGGIE ROUGH, REDNEX, REDNEX

RICKETTS RECORDS • Morristown, NJ

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Rharrad



"I Show You Secrets"

Massive Success Breaking Out Of Chicago!



#2 Most Played
#3 Requests

47 Spins
Top-5 Call-out

"I Show You Secrets has been a big hit in Chicago for B96 for quite some time. It's no surprise, though, considering it follows right in the mainstream footsteps of Real McCoy. It's got tons of energy, hypnotic hooks, and fits right in with what's goin' on right now!"

— Erik Bradley, APD, B96 Chicago

Chicago Retail:

#1 Blockbuster/Arlington Heights
#1 Rolling Stone

#1 Blockbuster/Skokie
#6 Tower Bloomingdale

#1 Just Dance

CHICAGO

1995



DATE:

May 4 • 5 • 6

THE PLACE:

Westin Hotel (312) 943-7200

ROOM RATE:

\$110

PRE-REGISTRATION:

\$150

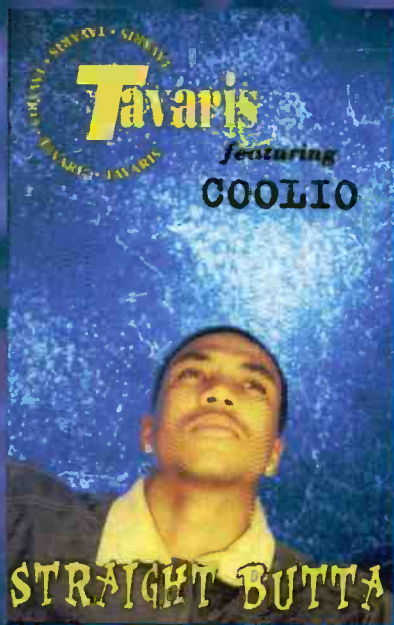
**REGIONAL
SEMINARS**



**RADIO
'95**

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

“STRAIGHT BUTTA”



Tavaris
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Ear To The Ground



Another in a series of fab pix from the recent Tony Bennett Brunch, sponsored by Columbia Records in Miami on Superbowl weekend. (L-R): Columbia's Lee Lelpener; WPGC/D.C. PD Jay Stevens; Columbia's Jerry Blair; Tony Bennett; and Bruce Tyler of A.I.R.

Late Breaking News And Inflammation:

The T.J. MARTELL Foundation for Leukemia, Cancer & AIDS Research is proud to announce that in celebration of their 20th Anniversary, ARISTA Records President CLIVE DAVIS will be the recipient of the foundation's 1995 Humanitarian Award, to be presented on March 1 at the Four Seasons Hotel in Los Angeles. Davis is also celebrating the 20th anniversary of ARISTA Records.

In a related story, The NEIL BOGART Memorial Fund, a division of the Martell Foundation, has named JOE WALTON as its executive director. Walton replaces DAVID BUBIS, who left to work at the Jewish Federation of Columbus, Ohio.

THE EAR Hears:

BIG BEAT's CRAIG KALLMAN has been named Sr. VP of ATLANTIC Records.

RON SHAPIRO, ATLANTIC Records Sr. VP/GM, West Coast has been upped to VP/GM of the label, and will be based in New York.

Is WKRZ/Wilkes-Barre headed in a more adult direction???

Pro-Motions:

SONY 550 Music Nat. Director/Alternative Promo JOHN KNAPP has been named PD of LIBERTY BROADCASTING's Modern Rocker WYSR/Hartford. Knapp was formerly APD to WIYY/Baltimore prior to his record gig.

B96/Chicago Morning Show Producer RIC TOWER adds APD stripes.

Q106/San Diego APD/MD RAY KALUSA takes on the additional responsibilities of APD/MD for sister station KIOZ (ROCK102).

WVSR FM-AM/Charleston Creative Services/Production Director MIKE EDWARDS adds magenta APD stripes.

Actual Damn Jobs:

KRBE/Houston has a weekend opening. Package to SCOTT SPARKS, APD, KRBE, 9801 Westheimer #700, Houston, TX 77042. EOE. No calls please.

WAPE/Jacksonville still looking for a morning co-host. T&R plus picture to: JEFF McCARTNEY, PD, 9090 Hogan Rd., Jacksonville, FL.32216. EOE. No calls please.

KSFM/Sacramento still looking for a morning co-host. T&R, plus photo and story to: RICK THOMAS, KSFM 102.5, 1750 Howe Ave., Sacramento, CA 95825. EOE. No calls please.

KZZU/Spokane seeks afternoon drive air talent with at least two years experience. Interaction, appearances, phones and fun, sez PD KEN HOPKINS. T&R: KZZU, South 140 Arthur, Suite 505, Spokane, WA 99202. EOE. No calls please.

Y100/Miami still has an afternoon drive opening. T&R: CASEY KEATING, 1975 E. Sunrise, Suite 400, Ft. Lauderdale, FL 33304. EOE. No calls please.

KKRZ/Portland still has a primo midday opening. Previous MD or APD experience helpful. T&R: KEN BENSON, PD, KKRZ, 4949 S.W. Macadam Ave., Portland, OR 97201. EOE.

WZPL/Indy still seeking air talent for future openings. T&R: JIM CERONE, WZPL, 3500 Depauw Blvd., Indianapolis, IN 46268. EOE. No calls please!

WXXL/Orlando still needs a late night personality. T&R: ADAM COOK, PD, WXXL, 337 S. Northlake Blvd., #1024, Altamonte Springs, FL 32071. EOE.

JACOR's WWST/Knoxville has an immediate afternoon opening. Three years experience, remotes and appearances. T&R: JIM RICHARDS, 8419 Kingston Pike, Knoxville, TN 37919. EOE.

WFKS/Daytona Beach needs a midday personality. Females encouraged. Overnight T&R, photo to: RICH STEVENS, PD, KISS-FM, 801 W. Granada Blvd., Ormond Beach, FL 32174 EOE. No calls please.

WGRD/Grand Rapids needs parttime air talent. T&R: ALEX TEAR, WGRD, 38 W. Fulton, Grand Rapids, MI 49503 EOE.

WNSL/Laurel-Hattiesburg needs an MD/Night jock, and a News Director. T&R: RICK JAMES, WNSL, 1260 Victory Rd., Laurel, MS 34440. EOE.

KWTX/Waco is looking for a night jock. T&R to: TOM MARTENS, PD, KWTX, P.O. Box 2636, Waco, TX 76702. EOE. No calls please.

Condolences:

Our sincere condolences to the family and friends of VINCE PELLEGRINO, Publisher of S.I.N. Magazine, on the passing of his mother this past week.

In Other News:

WPGC's own ALBIE DEE has been successful in his efforts to rename the Beltway (Route 495 surrounding the Washington, D.C. area) to the 'Jam-way.' Dee felt the Jam-way name better described the road, since it's always jammed with traffic, and the drivers are jamming to WPGC. Maryland Governor PARRIS GLENDENING heard of Albie's efforts and issued an on-air proclamation to officially change the name. Next up: renaming the train system from AMTRAK to 'JAM'-TRAK...

Yes, everybody did really creative, topical stuff for Valentines's Day. Unfortunately, limited space prevents us from listing all of them here. Short version:

The Wedding In The Sky bit; The World's Longest Valentine's Kiss bit; The 'Blind' Date bit; The Mile High Club bit; Mass Marriage On The Morning Show bit; Oldest Sweethearts Get Married bit, etc.

One Semi-Noteworthy Valentine Highlight:

KROQ/L.A. Morning Maniacs KEVIN & BEAN hosted a Valentine's Day 'Singles Losers Party,' featuring a live performance by none other than AIR SUPPLY. The soiree' was held at the swank Elk's Lodge in exotic Santa Ana. The gourmet fare served included macaroni and cheese, baloney sandwiches, orange drink and cheese puffs. No injuries were reported...



The New York chapter of NARAS held its annual A&R Producers Awards luncheon recently. During the ceremony, Mike Bemker, VP, A&R, Special Projects, Sony Music, presented Bruce Lundvall, President, Blue Note/Metro Blue with the Russ Sanjek Award, honoring individuals who have made distinctive and lasting contributions to the art of recorded music. Pictured, (L-R): Bruce Lundvall & Mike Bemker.

**The
REDNEX
Are
Coming!**

KOZMAN, APD/MD, KKXX/Bakersfield

"The only thing that's been #1 longer than this song is our radio station. Very cool. We share the most amount of our listeners with the Country station. This should be huge."

CHARLES CHAVEZ, MD, KTFM/San Antonio

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



ADINA HOWARD FREAK LIKE ME

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

The premiere single and video
from the forthcoming debut album

Do You Wanna Ride.

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

**"More hooks than
a tackle box."
DON LONDON, PD, WNVZ**

New Adds:

POWER106
HOT97.7

WNVZ
KLRZ

**After Only Three
Weeks Over 800 Plays!**

Z90 61 Plays
KIXY06 47 Plays
KKFR 43 Plays
WHHH 36 Plays
WHJX 33 Plays
KWIN 33 Plays
KYLD 30 Plays

KZEM 30 Plays
WJMN 44 Plays
WQHT 40 Plays
WERQ 34 Plays
KMEL 17 Plays
KJYK 33 Plays
WPGC 21 Plays

**Billboard Hot 100 Sales Mover!
Exploding In Sales!
SoundScan Pop Single #22**



#6
Requests



Heavy



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EMMIS

Rappin' 4-Tay Featuring The Spinners "I'll Be Around"

Added This Week: KBXX 35 Plays/Z90 ADD/ WILD107 ADD
WHHH 15 Plays/POWER106 19 Plays/KUBE ADD/WIMH 28 Plays
KJYX 18 Plays/KLUC 16 Plays/WJIS 12 Plays

John Secada "Mental Picture"

Check Out These Rotations:

WNCI	49 Plays	KBFM	52 Plays	WPOW	18 Plays	WXXL	25 Plays
WRQX	28 Plays	KLUC	28 Plays	WFLY	12 Plays	WPRO	19 Plays
WMTX	24 Plays	WSTR	37 Plays	WMJQ	42 Plays	Z90	17 Plays
KPLX	19 Plays	WKSS	26 Plays	WVSR	28 Plays	WKRQ	66 Plays
WPLJ	13 Plays	WHYI	9 Plays	WTIC	36 Plays	WPXR	35 Plays

NEW ADDS INCLUDE: KHQT ADD
KFMB 24 Plays/KISN ADD

ON TOUR NOW/ALBUM PLATINUM

Blessid Union Of Souls "I Believe"

One Of The Most Added Again:

WKRQ	51 Plays	KDWB	28 Plays	KDUK	ADD	WGTZ	27 Plays
WAEB	ADD	WXXE	33 Plays	WZOQ	32 Plays	KISS108	20 Plays
WKSE	18 Plays	WNTQ	ADD	WPXR	28 Plays	WVIC	ADD
PRO-FM	21 Plays	KJYO	21 Plays	KWNZ	ADD	WFHN	24 Plays
WPXY	ADD	WHYI	33 Plays	WZOK	ADD	G105	18 Plays
WZJM	21 Plays	WDBR	26 Plays	KRQ	22 Plays	WFMF	20 Plays
WKSS	14 Plays	KCHX	ADD	WSTW	10 Plays	Plus Many More!!!	
WKTJ	26 Plays	WIOQ	25 Plays	WZPL	33 Plays		
WABB	ADD	WSTR	27 Plays	WAIA	ADD		



Milla "Gentleman Who Fell"

New Adds Include: WMMS/WPST/KHTY/WBNQ

Airplay At: Q99 12 Plays, KZFN 18 Plays, KTMT 10 Plays, KLYV 6 Plays, WZJM 12 Plays,
KSMB 12 Plays, KHTT 9 Plays, WZOQ 13 Plays WNKI 11 Plays, WNSL 8 Plays,
WFC 50 Plays, KIOK 10 Plays, KQID 8 Plays

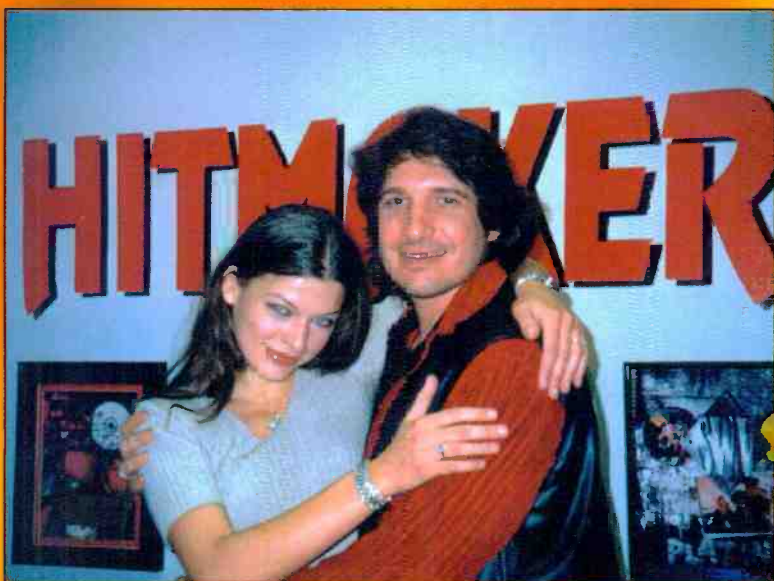
HITMAKERS



***Recording Artist Milla shown visiting
HITMAKERS with President Bob Greenberg.***



***Street Sheet Editor Barry Richards with Milla and
Sr. Vice-President Promotion Peter Napollello .***



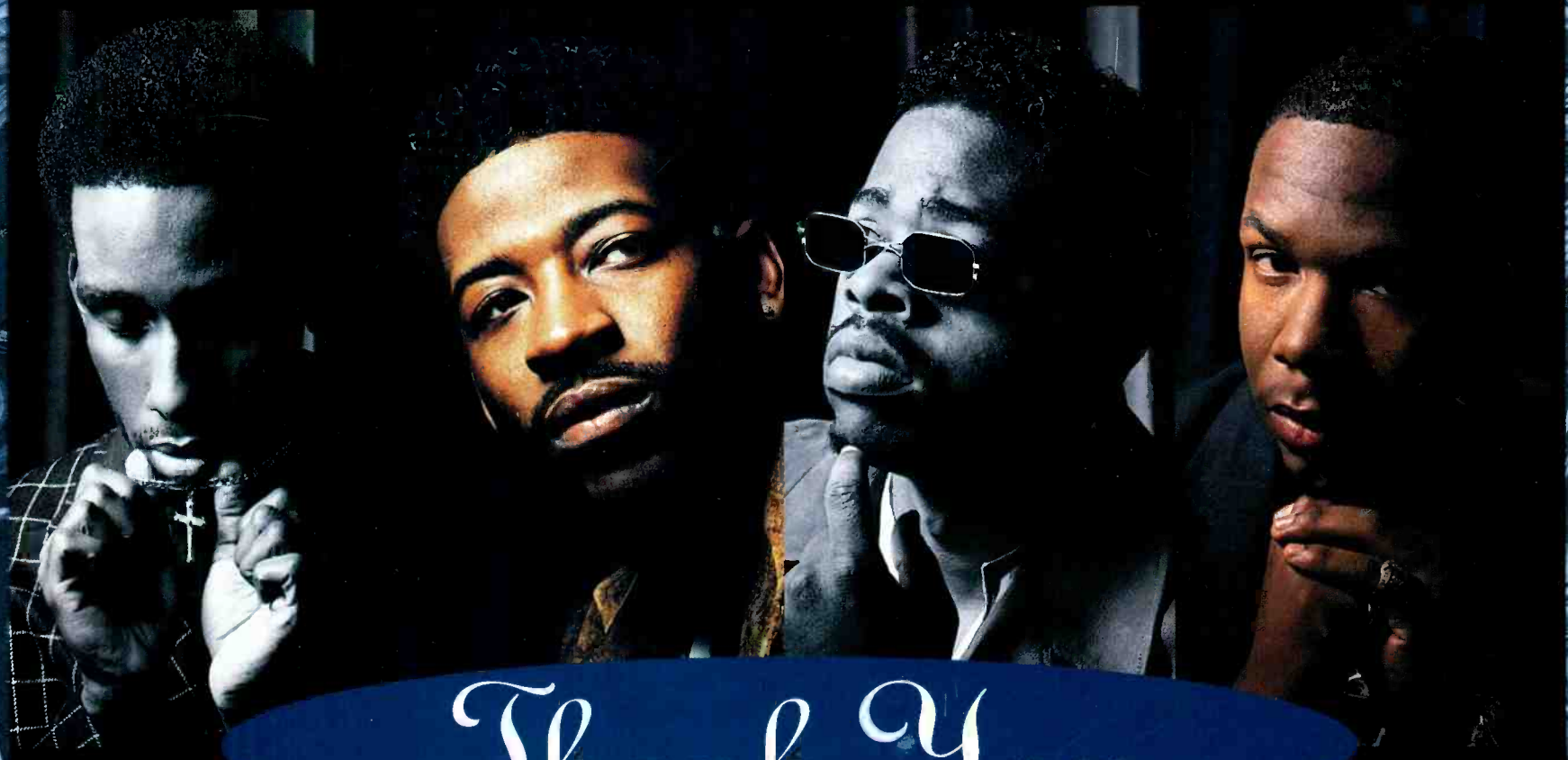
***Milla and Sr. Vice-President Promotion
Peter Napollello.***



***Milla and HITMAKERS
Director Of Production Tommy Grafman.***



after two
serious romances,
boyz II men
are ready to party.



Thank You

CASSETTE SINGLE 0274-4 • 12" SINGLE 0275-1 • CD SINGLE 0275-2

- An upbeat down-to-the-dance floor third single from BOYZ II MEN
- Following two back-to-back, No. 1 million-selling ballads
- From their 6,000,000+ selling album, II

Produced by Dallas Austin for DARP, Inc. and Boyz II Men

- Also features B-side FALLIN' - never before released in the U.S.

Produced by Brian McKnight for McKnight Entertainment, Inc.

add dates: february 20th and 21st



Management: John Dukakis & Qadree El-Amin for Southpaw Entertainment

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