an exclusive interview with

CLIFF TREADWAY & CHARLES CHAVEZ
PD & MD, KTFM/San Antonio

KTFM 102.7 FM
From The Debut Album
"NOW'S THE TIME"

"LAY DOWN YOUR LOVE"
THE FOLLOW-UP TO THE GOLD TOP 5 SMASH
"SUZUKI"
From Their Smash Debut Album
NOW'S THE TIME

One Of The Most Added, Including:
HOT97.7
WIOQ
XL106.7
KKRZ
194

Spinning At:
KUBE 10x
WWKX 11x
Z90 9x
WHJX 18x
WJJS 20x
XL106.7 14x
KZFM 18x
KZHT 13x

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### MAINSTREAM

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<td>KLEO</td>
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March 17, 1995
WHERE'S CHARLIE?

It's Tuesday, March 21st, radio station playlists are still coming in from around the country. Records are still being added...But, "Where's Charlie?"

Where's the humor, where's the zest, where's the good-hearted fellow with the southern drawl..."Where's Charlie?"

Friends still stroll the beach in Malibu, past that ill-fated house, and ask..."Where's Charlie?"

And now, as we settle back into our daily routines, there will be moments when we stop in a hallway or as we have dinner in a particular restaurant and swear that we can still hear that distinctive laugh and unforgettable voice shout out "Hey, Buddy!"...and we'll ask once more "Where's Charlie?"

GOD BLESS HIM....

We'll all miss him...

Barry & Kathy Fiedel  
Bob & Anne Greenberg  
Barry & Debbie Richards  
and everyone at HITMAKERS
Charlie Minor always kidded Barry Fiedel about his BIG Cuban cigars. Here, on this year's Grammy night, are (l-r) BOB GREENBERG, BARRY RICHARDS, BARRY FIEDEL, and CHARLIE.

CHARLIE MINOR and BARRY FIEDEL back in 1982.

CHARLIE and BARRY RICHARDS at this year's American Music Awards.
Top 5 In Single Sales
Miami - Overall #1
Blockbuster #1
Spec's #1

Chicago
Tower #2

N.Y.C.
Tower Downtown #2

A beat that'll hold you tight.

Hot Plays Include:
#1 Most Played! WPOW 33 Plays
     KPRR 24 Plays
     WBSS 31 Plays
     WJJS 25 Plays
     KZFM 15 Plays
     B96 26 Plays

Also Spinning:
     KTFM       Q102

New Adds Include:
     WWKX - Providence
     WOVV - West Palm Beach
     KLRZ - New Orleans

THE DEBUT SINGLE
ALREADY #1 AT DANCE

Produced by The Grid and Billie Ray Martin
Management: Brian Shepherd/
Crosswinds Consultants Ltd.
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 Mani Order for Double Lady Productions
Executive Producers: Max Gousse, Gerry Griffith, Roger Bandler, Linda Harris
Management: Biggie Management, New York/Los Angeles

Single Sales Explode!
#7 Selling Single in America!
Single Approaching Gold!

Over 1400 Plays!
Rhythm Crossover #6

#1 Most Played Record At:
WJMN
WPGC
KDON
KJYK
WJJS
WWKX

Breaking The Mainstream Barrier:
KHKS
WKSS
WFLZ
WKSE
WNVZ
KQRQ
KKFR
WKSS

#10 Requests
It has been announced by the T.J. Martell Foundation that Jeff McClusky will be the honoree for the Hitmakers Chicago Seminar Dinner on Thursday, May 4th. The event will be held at the Ritz Carlton Hotel in Chicago.

Tony Martell stated that Jeff has been highly instrumental in raising funds for the Foundation. He was personally responsible for the two golf tournaments and the Howard Bedno Roast held at the last two Chicago Hitmakers seminars.

In addition, Jeff has had his own substance abuse problem and conquered it. He has used his own experience as a model for others rather than hiding his past. Jeff is a devoted husband, a wonderful father and has built a respectable business of his own. As many industryites will tell you, he is definitely one of Chicago's "favorite sons."

I personally am delighted the nominating committee has selected Jeff McClusky for this coveted honor.
Lisa Cortes has been named President of LOOSE CANNON Records.

Denise J. Brown has been named Senior Vice President of Black Music for WARNER BROS. Records.

Phil Wild has been named Senior Vice President of Business and Legal Affairs for THE ATLANTIC GROUP.

Ken Sunshine has been appointed Senior Vice President of WARNER MUSIC-U.S.

Peter Lofrumento has been appointed Associate Vice President for WARNER MUSIC-U.S.

Dan Beck has been promoted to Senior Vice President, Marketing for EPIC Records.

Denise J. Brown has been named Senior Vice President of Black Music for WARNER BROS. Records.

Dan Rivard has been promoted to Senior Producer, A&R for SONY Music Special Products.

Marc Kleiner has been named Associate Director, Writer/Publisher Relations for BMI.

Denise J. Brown has been named Senior Vice President of Black Music for WARNER BROS. Records.

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Executives of Epic Records and Sony 550 Music present Epic recording star Babyface with double-platinum plaques commemorating two million sales of his latest album, FOR THE COOLIN' YOU. Pictured (l-r): Glen Brunman, Senior Vice President, Epic Soundtrax; David Glew, Chairman of The Epic Records Group; Babyface; John McL. Doelp, Epic Records Senior Vice President of Marketing; Polly Anthony, President of Sony 550 Music; and Ramon Hervey, artist manager.
ARISTA'S '95 GRAMMY PARTY
The Hottest Ticket In Town

From left: Bonnie Raitt, Clive Davis, Annie Lennox, Carly Simon and Sheryl Crow

From left: Pebbles, LaFace Records Co-President Antonio "L.A." Reid, Toni Braxton and Heavy D

From left: Ace Of Base's Jenny and Jonas, BMG Entertainment Chairman Michael Dornemann, Ace Of Base's Linn and BMG Entertainment President North America Strauss Zelnick

LaFace Records Co-President Kenneth "Babyface" Edmonds and Tracey Edmonds

From left: Arista's Executive VP and General Manager Roy Lott, Kenny G, Lyndie G and David Foster

Charles Koppelman Chairman of EMI Records Group North America

Atlantic Records Chairman Ahmet Ertegun

Clive Davis with Boyz II Men

LaFace Records Co-President Kenneth "Babyface" Edmonds and Tracey Edmonds

From left: Ariata's Executive VP and General Manager Roy Lott, Kenny G, Lyndie G and David Foster

Grammy nominees Crash Test Dummies

Bad Boy Entertainment's Sean "Puffy" Combs and Arista Senior VP Rick Bisciglia

Clive Davis with Salt-N-Pepa

The Music Was Hot...

And The Finale Was Scorching.

It Was A Night To Remember!

The Music Was Hot...

New Platinum star The Notorious B.I.G. brought down the house

Arista newcomer Deborah Cox thrills the crowd with her premiere performance... album to debut in late May

Europe's #1 star Eros Ramazzotti gives a passionate performance

Carly Simon gets standing ovation after standing ovation for her first live performance in 14 years

The superstar finale brings the House of Blues to its feet. From left: June Pointer, Grammy winner Toni Braxton, Annie Lennox, Sarah McLachlan and Pebbles join Carly Simon to perform Carly's classic "You're So Vain."
This is a tumultuous time to be in radio. The industry is about to experience a new era of consolidation that is dangerous for us as broadcasters. In other fields over the past decade or so, we've seen chain stores, banks, real estate, and even mergers into giant conglomerates—like massive dinosaurs in a torrentic earthquake. We witness the result of these mergers everywhere in the form of deserted buildings, branches offices closed and service diminished. At banks, tellers have been replaced by ATM machines and customers are paying extra for less service through ATM usage charges.

Radio has become a trading commodity over the past few years. New freedom to buy and sell at will and to own ever-increasing numbers of stations has put radio in the middle of the big speculators feeding frenzy. Now I'm certainly not against big business—far from it. What I am skeptical of is the practice of financing mergers and acquisitions by devouring the meat on the carcasses involved. It's getting a furnished house and then heating it by burning the furnishing. Eventually you run out of furniture and you start burning what you think are non-essential rafters, beams and supports. Before you know it, the whole house collapses. That's what radio groups are doing. They buy a radio station in a market and start bleeding it. They cut the staff, try and broaden the target audience demos beyond sensibility, make the PD pick up the kids or fire him and put the general manager director in the PD slot and then start ripping away the promotion budget. The station starts to stagger a little, understandably and another station in the market starts to move up. Instead of competing, the group responds by buying its competition and then stripping that station apart as we speak. The result is two medium sized stations running largely with a skeleton staff common to both stations.

Competition is and always has been the best incentive for growth and development. There's little incentive to change much if it appears things are going well. Usually, as one moves into a new period of change and, again, it's hard to find much management support for change involving risk unless there's clear and apparent peril. Radio's on the edge now with its competition simply stops the attack without the need to try something fresh, creative or new to counter competition.

In the 1980s when Z100 in New York came on the air with an "in your face" attack at WPLJ, Z100 was hot enough that WPLJ and the PD at the time, Larry Berger. Few people knew this, but at the time WPLJ reacted to Z100 and dramatically changed staff and attitude, WPLJ was actually an enormous economic success—doing extremely well and with a huge core audience. Now, in today's environment, one might imagine that scenario would have concluded with WPLJ buying Z100 in its infancy and turning down the competition. In the absence of duopolies in those days, both stations were, instead, allowed to each seek their own successes and ultimately make better radio.

My personal take would argue the fact that we're cultivating mediocrity by in-breeding our radio stations. Creatively, a duopoly with similar or competing formats is like marrying your own sister—nothing new or worthwhile can come of it. While intermarriage appears to be a good way to keep the family together, it results in a weakening of the bloodline.

What can we as programmers do about all this? There's no question the challenge is a big one. I think we need to find a new model we live for.

Radio stations are the one media type that can bring us a new freshness and excellence in our thinking and product. Just imagine how exciting it would be for the owner to stop them from bunnying, you don't mean you need to play the game that way. You can still play the game to win—you can shadow fight with imaginary opponents and plan strategy as if the marketplace were still truly competitive.

We need to keep in mind some basic truths as we try to excel in a new competitive business. First, the owner has a financial investment, not emotional interest in your station. Play his game and go over the numbers. Explain in dollars and cents what your budget ultimately contributes to the station. Secondly, be resourceful. Do interesting promotions and fun things on the air. Don't wait for sales or the record companies to bring you prizes and promotions. Dream something up and put it together yourself. You need to initiate creative concepts. God knows nobody's going to do it for you.

Finally, don't exploit or cheapen your resources. Don't let over-the-top, weekday morning show or some other weekend daypart on your local music formatted station even if it is cheaper and easier to plug into a network. With shows, specials, air space up your station and maximize your resources. Giving up a Monday through Friday local presence, though, is suicide.

The furniture, the rafters, the beams of a house are like the elements of a radio station. You can burn them and still have a $500,000 house. Ultimately, though, everything will collapse. If you refuse to burn the furniture, remember that your owner freezes his butt off too and may well give you what you need to succeed. Dress warmly and keep your resume up to date.

Tom Shoven welcomes your comment. Call him at (212) 581-5982 or Fax (212) 459-9543.
The HITMAKERS Programmer of the Quarter Nominees!

JOHN IVEY, PD, KISS/Boston
"Work hard and love your job... It may take a while, but radio does pay off."

STEVE SMITH, PD, HOT97/New York
"Always attempt to be able to put yourself in the position of the average listener."

ROB MORRIS, APD/MD, KDWB/Minneapolis
"Losers visualize the penalties of failure. Winners visualize the rewards of success."

CRUZE, PD, WKBQ/St. Louis
"When the owl and the duck meet by the pier after midnight... the dog won't dance in the wind."

ADAM COOK, PD, XL106.7/Orlando
"Research and know your listeners and give them what they want."

MICHAEL STEEL, PD, KZFM/Corpus Christi
"Ask not what your country can do for you... ask what you can do for your country."

MICHELE SANTOSUOSSO, PD, KMEL/San Francisco
"Be fair, honest, and respectful of others, and you will succeed not only in this business, but in your whole life..."

GARETT MICHAELS, PD, WPLY/Philly
"Be honest, be passionate, and don't forget who your real friends are."

BILL SHAHAN, PD, WVSR/Charleston
"Be careful of the toes you step on today, they may be connected to the ass you have to kiss tomorrow."

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

CAT THOMAS, PD, WZYP/Huntsville
"I think I Am, Therefore I Am, I Think."

RUBY CHEEKS, PD, WRQK/Canton
"You have a job so you can have a life. You don't have a life so you can have a job..."

VOTE FOR YOUR CHOICE! Call: (818) 887-3440  FAX: (818) 883-1097
The HITMAKERS Programmer of the Quarter will receive a SONY 27-inch Color TV!
KEITH MARTIN
"Never Find Someone Like You"
Damon Cox, MD, WAPE/Jacksonville
"Top 40, don't sleep on this one."

TOAD THE WET SPROCKET
"Fly From Heaven"
Larry Irons, PD, KWNZ/Reno
"Sounds Great. Instant familiarity. Will do well."

BRUCE SPRINGSTEEN
"Secret Garden"
Ray Kalusa, MD, Q106, San Diego
"Has the same haunting feeling as Streets Of Philadelphia."

JEFF BUCKLEY
"Last Goodbye"
Scott Wright, PD, B97, New Orleans
"Jeff Buckley breaks new ground with his creative vision. This is a very emotional and unique song that will get you."

PHIL MANNING, PD, WENZ, Cleveland
"His song has the greatest bass line in Modern Rock radio. Your passive audience will be very appreciative because they will come out of the woodwork for this one."

MARCO COLLINS, MD, KNDD/Seattle
"Once in a while an artist shines through radio just as much as the song. Jeff Buckley and "Last Goodbye" are the perfect combo. Awesome record."

Nominees for Issue 882.
Vote for your choice.
1. MICHELLE STEVENS (PD, WPST/Trenton)
2. JAY BEAU JONES (PD, WKSS/Hartford)
3. MIKE SOMMERS (PD, WSTW/Wilmington)
Call your HITMAKERS Account Executive (818) 387-3440
Programmer of the week wins a Sony Walkman!™

Ruby Cheeks
PD, WRQK/Canton
Career Highlights:
• A 22-year career, with 19-years in radio. Working at WMMS with Kid Leo, KISS 108/Boston, WHJY/Providence and programming here at WRQK.
• Record promotions for A&M Records
• GUINNESS World Record for "Longest Kiss"...132-hours!

Family:
Single mom with a 6-year old daughter DIANDRA

Hobbies:
Rollerskating, Boating and Movies. I also enjoy reading.

Quote:
"You have a job so you can have a life. You don't have a life so you can have a job."
1. HOOTIE & THE... "Let..." (ATLANTIC)
2. LETTERS TO CLEO "Here & Now" (GIANT)
3. DAVE MATTHEWS BAND "What Would You Say" (RCA)
4. TECHNOTRONIC "Move It To The..." (EMI RECORDS)
5. DES'REE "Feel So High" (550 MUSIC/EPIC)
6. 4 P.M. "Lay Down..." (NEXT PLATEAU/LONDON/ISLAND)
7. ADAM ANT "Wonderful" (CAPITOL)
8. DIANA KING "Shy Guy" (WORK GROUP)
9. FOREIGNER "Until The End Of Time" (PRIORITY)
10. MADONNA "Bedtime Stories" (MAVERICK/SIRE/WB)
11. R.E.M. "Strange Currencies" (WARNER BROS.)
12. SEAL "I'm Alive" (WARNER BROS.)
13. SHERYL CROW "D'yer Maker" (ATLANTIC)
14. ADINA HOWARD "Freak Like Me" (ELEKTRA ENT. GROUP)
15. BELLY "Now They'll Sleep" (REPRISE)
16. BLACKSTREET "Joy" (INTERSCOPE)
17. BRANDY "Baby" (ATLANTIC)
18. THE HUMAN LEAGUE "Tell Me When" (EASTWEST)
19. NIKKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
20. BILLIE RAY MARTIN "Your Loving..." (EASTWEST/ELEKTRA)
21. FUN FACTORY "Close To You" (CURB/ATLANTIC)
22. STONE TEMPLE PILOTS "Pretty Penny" (ATLANTIC)
23. TLC "Red Light Special" (ARISTA)
24. VAN HALEN "Can't Stop Loving You" (WARNER BROS.)
25. ANNIE LENNOX "No More I Love You's" (ARISTA)
Top40 Disc-overy Club

J.J. RICE, MD, 98PXY, Rochester
LETTERS TO CLEO Here & Now (GIANT) - Melrose Place rules. I would never have hired Alison to run and bring back Amanda.
NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Top40 Mainstream - a must. Top 5 callout.

TOM PETTY Good To Be King (WARNER BROS.) - Solid Petty tune.

TOMMY REEFS Feel So High (550 MUSIC/Epic) - Good song. Would love to see her in concert.

JOEY GIOVINGO, APD/MD, B97, New Orleans
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Good song, doing well.
FOREIGNER Until The End Of Time (PRIORITY) - I like the sound of this.
R.E.M. Strange Currencies (WARNER BROS.) - This will be a big record for them.

BILLY SANTIAGO, PD, KBFM, McAllen-Brownsville
EAGLES Love Will Keep Us Alive (GEFFEN) - A definite 'Brown-Lady' record. They'll love it here.

THE HUMAN LEAGUE Tell Me When (EASTWEST) - Nice to have the Human League back with a good song. It's hot!

GREG ADAMS, PD, KDUK, Eugene
SHARA NELSON Down That Road (EMI RECORDS) - Real Mainstream, real hooky, real poppy. A perfect record for any Top40.

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - The obvious follow-up on the CD.

STONE TEMPLE PILOTS Pretty Penny (ATLANTIC) - This single should solidify them in the Mainstream of Top40.

MARK LANDIS, PD, KIOC, Beaumont
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Hello! This is a #1 record!

PHARAOH Show You Secrets (COLUMBIA) - It works great in the clubs. It should work for you.

WATERLILIES Never Get Enough (SIRE) - A real good record!

MICK FULGE, MD, KISX, Tyler
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - This is a good tune. Will do well.

WATERLILIES Never Get Enough (SIRE) - A real good record!

MICK FULGE, MD, KISX, Tyler
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - This is a good tune. Will do well.

R.E.M. Strange Currencies (WARNER BROS.) - This will be their biggest single yet.

SCOTT THOMAS, MD, KIYV, Dubuque
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - In town tonight. Good song.

SEAL I'm Alive (WARNER BROS.) - Great artist. Should be another big one.

FOREIGNER Until The End Of Time (PRIORITY) - Good-sounding song.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Hot tune. I like this.

MIKE CHASE, PD, KMCK, Fayetteville
BILLIE RAY MARTIN Your Loving Arms (EASTWEST/ELEKTRA) - A real cool song.

MADONNA Bedtime Stories (MAVERICK/SIRE/WARNER BROS.) - What can I say? I just like it.

JEFF HUGHES, MD, KNNN, Wichita Falls
LETTERS TO CLEO Here & Now (GIANT) - This is a good one. I like it a lot.

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Hootie has become a band to deal with.

DES'REE Feel So High (550 MUSIC/Epic) - Good follow-up. Will do well.

JIM ALLEN, APD/MD, KQID, Alexandria
DIANA KING Shy Guy (WORK GROUP) - Good song. This is a good programming record.

4 P.M. Lay Down Your Love (ISLAND) - Will be there soon.

BLACKSTREET Joy (INTERSCOPE) - I like this. The whole album is good.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Good dance song. Will do well.

JIMI Jamm, MD, KQKQ, Omaha
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Great concert. Time is right. Absolute killer.

ADINA HOWARD Freak Like Me (ELEKTRA ENTERTAINMENT GROUP) - Sounds like Karyn White with her, and turned backwards.

ADAM ANT Wonderful (CAPITOL) - Nice comeback. With all the passion of Melt With You.

KRISS HART, PD, KMQO, Honolulu
MAX-A-MILLION Fat Boy (S.O.S./ZOO) - I love it. It's a fun song and perfect for Top40!

BLACKSTREET Joy (INTERSCOPE) - A perfect song...Smooth, melodic and a nice groove. Very mass appeal.

JOHN DICKINSON, MD, KS104, Denver
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - This will be there for us. Spiking the record now.

ADINA HOWARD Freak Like Me (ELEKTRA ENTERTAINMENT GROUP) - This record is absolutely huge for us.

LARRY IRONS, PD, KWNZ, Reno
TOAD THE WET SPROCKET Fly From Heaven (COLUMBIA) - Sounds great. Instant familiarity. Will do well.

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - This is a big song. Will do well for us.

SHERYL CROW Dyer Maker (ATLANTIC) - Doing great. I just love this record.

SHE Is Coming.

March 24, 1995

HITMAKERS ®
Spanish Fly

“Daddy’s Home”

Rhythm Crossover Monitor 31* • More Than 40 BDS Detections

ALREADY TOP10 CALLOUT AND TOP5 REQUESTS AT:
HOT97.7 74x, KYLD 52x, KTFM 44x, KGGI 30x, KHTN 40x, KDON 20x

NOW PLAYING AT: KUBE 22x, Z90 27x, FM102 14x, KWIN 45x,
WOVV 28x, KPRR 23x, KZFM 17x, KLRZ 28x, B95 48x, KKXX 25x,
KIXY 30x, Q105 20x, KPSI 20x, KJYO 10x

Callout Research, Requests, Street Response, Record Sales,
“It’s all there - this is an “A” record, a total no brainer. Consistently Top5 callout!
If you are not playing this yet, you must be in a coma!” Bob Perry, HOT97.7/PD

“These top10 callout across the board, Top10 requests, Top15 soundscan single sales!”
Michael Martin, WILD107/Asst PD

SEAL

“Im Alive”

From the Platinum LP SEAL - as performed at the Grammys.
Look For Seal on his massive spring-summer tour.

SPINNING AT: Q99 25x, KLRZ 51x, WTWR 15x, K106 20x, KCHX 19x, KFRX 19x,
WPRR 15x, KTMT 15x, WQGN ADD, KTRS 16x, WJMX 12x, WERZ 11x, KZIO ADD

DANA DANE  “Rollin Wit Dane”

Featuring ADINA HOWARD

SECOND MOST ADDED AT CROSSTOVER RADIO INCLUDING:
92Q, Z90, WPGC, HOT97.7, KDON, WHJX, KLUC, WJJS, WJM1 28x

MAJOR MARKET URBAN SECTIONS: WEJM, WZAK, WJHM, WHRK, WTMP, WTLK

Coming Soon - TOM PETTY “It’s Good To Be King” Already On: Q99, WRFY, WDDJ
R.E.M. “Strange Currencies” Already On: WPLY, WKBQ, WKSE, Q99, G105, WPST,
WGRD, WZJM.
TOM MARTENS, PD, KWTX, Waco

DES'REE Feel So High (550 MUSIC/EPIC) - Good follow-up song. This is a "real" artist.
SPANISH FLY Daddy's Home (UPSTAIRS) - I like this record. Starting to pop. It's thumbs up.

4 P.M. Lay Down Your Love (ISLAND) - Good song. Starting to grow on me. Will do well.

MIKE KASPER, PD, KZMG, Boise

DES'REE Feel So High (550 MUSIC/EPIC) - I think it's going to be a big hit. Look for this to develop faster than her first hit.

ADAM ANT Wonderful (CAPITOL) - Just a real good record.

RAY KALUSA, MD, Q106, San Diego

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Lots more accessible to Top40 radio than some people think.

LINDA RONSTADT Blue Train (-) - Smooth as silk. Linda is a good midday record.

MADONNA Don't Stop (MAVERICK/SIRE/WARNER BROS.) - I can't wait for this to be released as a single.

BILL MITCHELL, PD, UP93, South Bend

4 P.M. Lay Down Your Love (ISLAND) - This song sounds like a real smash to me. It's real smooth and groovy.

BILLIE RAY MARTIN Your Loving Arms (EASTWEST/ELEKTRA) - Don't let her name fool you - this is a great Pop song!

MIKE LOWE, MD, WABI, Melbourne

DIANA KING Shy Guy (WORK GROUP) - Good tune. Will do well for us. Movie won't hurt.

LETTERS TO CLEO Here & Now (GIANT) - Real buzz on this. Crossing nicely.

CRUZE, PD, WABB, Mobile

PJ HARVEY Down By The Water (ISLAND) - Hot at Alternative...Has the potential to cross.

STONE TEMPLE PILOTS Pretty Penny (ATLANTIC) - They have a core at Top40. If you have success with Bon Jovi and Def Leppard and you're not playing this...you're missing it! On a level with Pearl Jam and selling to adults as well. Totally legit!

DAVE MATTHEWS BAND What Would You Say (RCA) - A great record. Sounds great on the air.

MADONNA Bedtime Stories (MAVERICK/SIRE/WARNER BROS.) - First off, it's Madonna. If you don't add this record, she'll pierce something!

CRAIG QUINN, MD, WAZY, Lafayette

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Another big one from Hootie. Will seduce you.

BEAU LANDRY, PD, WBIZ, Eau Claire

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Another big one from Hootie. Will seduce you.

SCOTT LAUGHLIN, MD, WBNA, Bloomington

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Great song. Will do very well for us.

BOXING GHANDIS If You Love Me Why Am I Dying (ATLANTIC) - Don't miss this. This record has a good feel to it.

BILL KLAPROTH, PD, WDBR, Springfield

TLC Red Light Special (ARISTA) - Give it the green light.
THE HUMAN LEAGUE Tell Me When (EASTWEST) - Fun, uptempo Pop song from an old favorite.

MICHAE8 GAMB7, MD, WDBB, Springfield

SOUL FOR REAL Candy Rain (UPTOWN/MCA) - That candy has some flava. TLC Red Light Special (ARISTA) - Okay, alright...So it's a hit. Sue me!

JOHN O'ROURKE, PD, WDBJ, Fort Wayne

BLYES TRAVELER Runaround (A&M) - A real good hipness factor. A good feeling record.

THE HUMAN LEAGUE Tell Me When (EASTWEST) - A good poppy, feel-good, summertime sound.

JILL MEYER, MD, WDJX, Louisville

MADONNA Bedtime Stories (MAVERICK/SIRE/WARNER BROS.) - First off, it's Madonna. If you don't add this record, she'll pierce something!

LETTERS TO CLEO Here & Now (GIANT) - A real cool song.

LIZ JORDAN, MD, WERZ, Exeter

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Just got the new Bryan. I really like this.

DES'REE Feel So High (550 MUSIC/EPIC) - Good follow-up. This will do well.

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - This will be a big one for Hootie.
FAREWELL TO A "MAJOR-MINOR"

Charlie Minor was a remarkable man. I first met him at the Bobby Poe Convention in 1988. Charlie was pushing a portable drink table around giving everyone hand-fuls of Tequila. He knew each of us by name—even me, which really moved me at the time since I had just met him minutes earlier. By the way, the Tequila was top-of-the-line. Everything Charlie did was that way. That’s just how Charlie was.

A few years later my wife and I spent time with Charlie at his beach house. It was warm, and personal. A day I’ll never forget. That night we went to Spago’s, a fine restaurant in Mathiston. It was entirely packed. I was the only one who had come to meet him. Of course, Charlie’s "working that BIG ROOM in the sky now". Buying free rounds, rubbing elbows with the greats, and greeting everyone there by name. That’s just how Charlie was. Charlie Minor will be greatly missed.

It’s hard to segue from that to radio, but I’ve got to. This week I’m going to talk about the work—pieces that go into promo’s and identifiers. What they are, and where to find them. I don’t mean the music and six pieces—although they are just as important, and sometimes even harder to find. I’m talking about elements of sound. Statements, drops from movies, weird things that make promo’s and identifiers STAND OUT. They’re the sound-clips that are placed between the announcer’s text to add texture to the element. Much in the same way that clips from a movie add texture to the commercial about that same movie in a produced movie-trailer. When used correctly, they really add a "big-time" feel to your station. They are especially effective when they are immediately identifiable by the audience. For instance, a famous line from a movie that your audience has seen, and can relate to. Or, a line from a famous political speech that relates to the subject matter in your promo. You know—"I have a dream", or "Ask not what you can do for your..."

The only warning I would have about using them is not to over do it, and not to use alot of obscure sound bites. My general rule is that if it’s not "top-of-mind", it’s questionable.

Where do you find them? Well, it’s not easy, but I have a few ideas.

If you want political sound-bites from the past, try the Walter Cronkite volumes on LP. It’s narrated by Walter, with actual sound from the big news events of the 60’s and 70’s. Check your local library for other sound-bite libraries. There are lots of them available. Many radio news and entertainment services offer sound-bites too.

For "hipper" work pieces, I find that going through any and all "Base-Music" CD’s, and "Rave-Music" CD’s. You’ll find samples in between almost every song, much of it music related.

Things were going well. Butch Luke, the mid-day jock and a former Mississippi State football player, was ending his show. It was time for Bill Tanner, now at KLVE in Los Angeles, to do afternoon drive. Tanner took his seat at the control board and Butch went out to meet a crowd of female admirers who had come to meet him.

DJ Butch decided he’d try out the visitors room of our remote incident. “Why aren’t you talking?” he screamed. I jumped up to let him take over.

Soon Tanner the Program Director arrived. He was furious, but still alive and unjured from the remote incident. “Why aren’t you talking?” he screamed. I jumped up to let him take over. Tanner looked at me and said, “You’re gonna finish this show!” He set the mike up on the side and took over the control board. When it came time to do the breaks, Tanner would tell me what to say and I would say it.

And that was my first day as a DJ.

Shands is a 26-year radio vet. He has worked as Program Director at KISS102/Charlotte and WHUX/Jacksonville. He also served as Music Director and Air Talent at WPGC in Washington DC. His clients included WPGC, THE BOX, 102Jamz and KSFY. 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) 872-0090.

You can always get old movie sound-bites from VHS tapes, but for current movie sound-bites, along with current news, comedy, and other usable sound—go to the Internet. Most On-line services have sound-bites that you can download to either MAC or DOS sound programs. I download to Sound Blaster, then run a stereo line straight to reel, or just dub right into SESSION 8.

Questions or comments? Hook up with me on AOL.COM, or call me either at WPGC or at home.

Dave Ferguson is a freelance voice-over artist based at WPGC in Washington DC. His clients include: WPGC, THE BOX, 102Jamz and KSFY. 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) 872-0090.
it's just so damn hard.

produced by bruce fairbairn
from the album: balance
management: ray danniels, sro management, inc.

Monitor Mainstream Chart: Debut 30*
LP Double Platinum • Still Selling Nearly 75,000 Pieces A Week
More Than 1500 Top40 BDS Detections • More Than 12 Million Top40 Listeners

Late Closeout Adds, Include:
B94  WPLY  KISF  KISX  KNIN  KQCR  KMVR
Z100 21x  PRO-FM 41x  Q99 37x Top 10 Request  STAR94 19x  WKBQ 15x  WKSE 29x  B97 24x No. 7 Request
KKFR 23x  KDWB 24x  WZJM 21x  WPLY 15x  WZPL 25x
GLENN DILLON, MD, WKFR, Kalamazoo
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Good strong record. Will be huge.
LETTERS TO CLEO Here & Now (GIANT) - Good crossover. I like this one.
FOREIGNER Until The End Of Time (PRIORITY) - Foreigner is back. Will do well.

PHIL THOMAS, PD, WKMX, Delano
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - This is better than the first.
FOREIGNER Until The End Of Time (PRIORITY) - Will be there. Good sound from the band.

SEAL I'm Alive (WARNER BROS.) - This is a good song. I like this.

JAY BEAU JONES, PD, WKSS, Hartford
NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Could be a good buzz record for your station.
ADINA HOWARD Freak Like Me (ELEKTRA ENTERTAINMENT GROUP) - Sounds great on WKSS.

DENNIS DILLON, PD, WKXJ, Chattanooga
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - This is slamming!
LETTERS TO CLEO Here & Now (GIANT) - Doing well nationally. Cross well.
R.E.M. Strange Currencies (WARNER BROS.) - Great band. Another good song.
WOLFGANG PRESS Going South (4AD/WARNER BROS.) - Very pleasant surprise.

DAVID SKINNER, PD, WLAN, Lancaster
BRANDY Baby (ATLANTIC) - Will be a big one for us.
BELLY Now They'll Sleep (REPRISE) - Good cross over song. Will do well.

JEFF BANKS, APD/MD, WPXR, Davenport
LETTERS TO CLEO Here & Now (GIANT) - Real good buzz on this. Will cross well.
SEAL I'm Alive (WARNER BROS.) - Just a great artist with the females.

VAN HALEN Can't Stop Loving You (WARNER BROS.) - This record's doing very well for us.
KEVIN VAUGHAN, MD, WNSL, Hattiesburg
HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Good song. Hootie is here to stay.
DAVE MATTHEWS BAND What Would You Say (RCA) - Good song for the spring.
BELLY Now They'll Sleep (REPRISE) - Good cross over song. Will do well.

RAGMAN, MD, WNTQ, Syracuse
DAVE STEWART Jealousy (EASTWEST) - It's just a great groove!
ADAM ANT Wonderful (CAPITOL) - The best put-together record out right now. It's really nice stuff.

NEIL SULLIVAN, PD, WOVV, West Palm Beach
BILLIE RAY MARTIN Your Loving Arms (EASTWEST/ELEKTRA) - This will be a smash – don't wait, put it on now!

J.T. BOSCH, MD, WRHT, Morehead City
FUN FACTORY Close To You (CURB/ATLANTIC) - Great night record.
DAVE MATTHEWS BAND What Would You Say (RCA) - What would you say? Great record!

MONTELL JORDAN That Is How We Do It (PMP/RAL/ISLAND) - This will do well for us.
STEVE KLINE, PD, WRKY, Steubenville

VAN HALEN Can't Stop Loving You (WARNER BROS.) - We need records like this. Doing very well for us.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Good dance feel for nights.

DAVE MATTHEWS BAND What Would You Say (RCA) - Good up, fresh, springtime record.

RUBY CHEEKS, PD, WRQK, Canton

FUN FACTORY Close To You (CURB/ATLANTIC) - I like this song. Should do well.

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Soundin' freaky on the radio.

BUSH Everything Zen (INTERSCOPE) - Great song. Mainstream should be ready for this.

KEITH CURRY, MD, WSNX, Muskegon

ADINA HOWARD Freak Like Me (ELEKTRA ENTERTAINMENT GROUP) - Soundin' freaky on the radio.

STEW SCHANTZ, PD, WSPK, Poughkeepsie

NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) Real good job with the remake. Check out cut #2 on the CD.

MIKE SOMMERS, PD, WSTW, Wilmington

BON JOVI Saturday Night (MERCURY) - There's a real buzz on this record at our station.

DAVE MATTHEWS BAND What Would You Say (RCA) - Will do well. Good up record.

LACY NEFF, PD, WVAQ, Morgantown

HOOTIE & THE BLOWFISH Let Her Cry (ATLANTIC) - Great record. Hootie will be huge.

4 P.M. Lay Down Your Love (ISLAND) - Really good little record. Nice sound for us.

CURT KRUSE, MD, WVKS, Toledo

ANNIE LENNOX No More I Love You's (ARISTA) - Annie will do very, very well for us.

REDNEX Cotton Eye Joe (BATTERY) - The Rednex record is doing very well for us at night.

CALVIN HICKS, PD, WWXM, Myrtle Beach

JEFF BUCKLEY Last Goodbye (COLUMBIA) - Every good record. Will take some time to build, but if you give it time, it's gonna be a great record!

JOHN IVEY, PD, WXKS, Boston

ANNIE LENNOX No More I Love You's (ARISTA) - Sounds great on the air...Good midday record.

STEVIE B. Dream About You (EMPORIA/THUMP) - Give this a second look.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Absolute smash!

RICK McCAUSLIN, OM, WYCR, York

SHERYL CROW Dyer Maker (ATLANTIC) - I like this song.

BRUCE STEVENS, PD, WZNY, Augusta

BRANDY Baby (ATLANTIC) - I like this. Good song.

FOREIGNER Until The End Of Time (PRIORITY) - Foreigner is back. Will be big.

DIANA KING Shy Guy (WORK GROUP) - Good little record. Should do well.

TOAD THE WET SPROCKET Fly From Heaven (COLUMBIA) - This is good. Wish they would come by.

TOM GARRETT, PD, WZOK, Rockford

BLACKSTREET Jey (INTERSCOPE) - Beautiful record with a great string section. A Boyz II Men Urban record with adult appeal.

March 24, 1995
WE LOVE YOU, CHARLIE

RESPECTFULLY,

BOB HAMILTON, MICHAEL MARTIN, MIKE MARINO

--WILD107/KYLD
SMOKIN'

ATLANTIC SCORES
THREE OF THE TOP
TEN MOST ADDED!

PROMOTION DEPARTMENT EARNs
MAJOR KUDOS THROUGHOUT THE
INDUSTRY...BUCH WANTS MORE!

1. HOOTIE & THE BLOWFISH
2. ZEPPELIN TRIBUTES
3. Des'ree
4. Madonna
5. Dave Matthews Band
6. 4PM
7. Letters To Cleo
8. STONE TEMPLE PILOTS
9. The Human League
10. Blackstreet

The Cinderella story of the year continues with HOOTIE & THE BLOWFISH’s, “Let Her Cry,” claiming the honor of #1 MOST ADDED! With 56 new adds and a total of 134 stations currently on the record, Hootie’s album moves 6*-4* on the Billboard 200 album chart. In fact, sales of the album have been close to the tune of 100,000 units per week for the past 1 1/2 months. As one industry observer puts it... “with the incredible support of VH-1 and MTV, HOOTIE & THE BLOWFISH truly has become a phenomenon!”

What may be the most talked about project of the year thus far, “ENCOMIUM-THE TRIBUTE TO LED ZEPPELIN” earns the #2 MOST ADDED position, with SHERYL CROW’s version of “D’yer Maker.” With the unprecedented move of releasing the entire album to radio, programmers around the country have been airing a variety of tracks from artists like STONE TEMPLE PILOTS “Dancing Days” and HOOTIE & THE BLOWFISH “Hey Hey What Can I Do.” The anticipation of this album’s release has been incredible stated one local retailer.

STONE TEMPLE PILOTS “Pretty Penny” has been receiving airplay for months with stations like Z100, WPLY, WPST, B97, KRBE, which have been spinning this track as early as November ‘94! Sales are now approaching the 4 million mark. For all you trivia buffs out there...do you know what band currently has 5 tracks on the rock charts? You guessed it.....now call your local ATLANTIC rep for your very own version of “Pretty Penny.”
CLIFF, HOW LONG HAVE YOU BEEN AT KTFM?

I've been at KTFM this time for about two and a half years. This is my second time to work at KTFM.

HOW LONG WERE YOU THERE THE FIRST TIME?

I was here for about a year and a half back in about 1987-1988 as a night jock. This was my first big station on my resume.

THEN YOU WENT TO POWER IN PHOENIX?

No, POWER99 in Atlanta and then from Atlanta I went to 99.5 THE FOX in Detroit, then I joined Steve Smith at POWER92 in Phoenix and then back here to KTFM.

SO IN OTHER WORDS, YOU'VE TAKEN OVER PROGRAMMING A STATION YOU ALREADY HAVE QUITE A BIT OF KNOWLEDGE ABOUT:

Exactly. Not only is this kind of like the first radio station that I got my start at as a night jock, but we've come full circle, because it's now the first station I'm getting a start as a Program Director, in a market that I've basically known all my life. I have lived here probably about six or seven years. Then you're talking about me growing up in Corpus Christi, which is only an hour and 45 minutes away from here, so it's home town for me.

HOW HAS SAN ANTONIO CHANGED OVER THE LAST FIVE YEARS?

Where a lot of markets musical tastes have evolved into other types of formats, San Antonio has remained consistent. The Hispanic audience here loves a rhythmic approach...they rally behind/ mit and that translates toy airy

"Because I am of them and not over them... they rally behind me and that translates to an incredible-sounding radio station that is a pleasure to work at...". - Cliff Tredway

quality called Jerry Clifton, a quality called Steve Smith, a quality called Bob Perry, a quality called Bob West, a quality called Rick "Big Dog" Hayes, a quality called Ric Stacy...I am sure by now you get the idea. I have been fortunate that my career has crossed the paths of some big programmers that will help influence some big business in San Antonio. I have taken the best these guys have to offer, mixed in some of my personal thoughts...and we have begun to paint quite a picture. In the words of Jerry Clifton...anyone can pick a few songs...but a great Program Director must be an artist...must envision what the picture needs to look like...then begin to paint it. When we are finished, the '90s version of the Mona Lisa will be complete!

SO CLIFF, WHAT YOU'RE SAYING IS THAT AS A PROGRAM DIRECTOR, YOU HAVE TO BE CONSTANTLY REINVENTING YOURSELF AND YOUR PRODUCT?

Absolutely!!! After putting a new sparker on, Charles and I will hear it on the air and sometimes come up with something even better. So off to the production room we go!!! I believe any program director who can honestly say they have nothing to do...is a loser!

SPEAKING OF SWEEPERS, WHO DOES YOUR VOICE?

...Continued On Page 26
### Annie Lennox

**“No More I Love You’s”**

15 plays SoundScan Album Debuts at #11*

Over 100 Top Radio Stations:

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### TLC

**“Red Light Special”**

Monitor Rhythm Crossover #2* To #1*
TOP 40 Mainstream Debut’s 37*

SoundScan Single #4* • Album #12* • #1 Most Played Video

BDS Audience Over 29 Million

### Real McCoy

**“Run Away”**

TOP 40 Monitor 11-8* • Rhythm Crossover Monitor #14-12*
SoundScan Single 12-6* • BDS Audience Over 30 Million

New This Week: WPGC, B94, KISF
CHARLES, LET ME ASK YOU A QUESTION. IT SOUNDS LIKE YOU HAVE TO BE A RIGHT HAND, A REAL LIEUTENANT TO CLIFF.

Right, I do, I have to be the one not to say "okay." We have a thing here. If we don't agree something's wrong. We both have to agree on something in order to work and Cliff just has that much trust in me. So something's not right, he'll at least say, "well let me at least look at it. Maybe you're right." And that's what's called a team.

Cliff: I totally believe Charles Chavez has got the best ears in the business and I trust him 99.9% of the time. I'm very, very fortunate as a first time PD to have one of the best music directors in America, to have a morning show host, a morning show that's signed on WPFG in Washington, DC. We just hired Joey D at night, who I think is probably one of the hottest night talents in America. Doug Miller in the middays...not only is he a great jock but this guy produces promos that are on fire. Cindy Casiano and Mark Allen who sidekick the morning show with Mike Beach...they have been in San Antonio even before the Alamos. Our Promotions Director, Brunella Bruni, who knows this city like the back of her hand. I am very fortunate to have a team that all works together for the good of the radio station. Each of these people, and a list of other unsung heroes, enable me to do my job everyday...I look forward to going to work...Our staff is very close.

CHARLES, IS CROSSOVER RADIO ACROSS AMERICA CHANGING TODAY? IS IT IN A STATE OF FLUX?

I don't believe that. I think a Top40 station is individual to its own city. If somebody wants to play rhythm crossover music and that's what their audience wants, then who's to say it's in a flux. If our audience wants dance music and ballads and they don't necessarily like Green Day as much as a Boyz II Men, we want to give them the Boyz II Men. Each market would be different. Some markets might not want rhythm crossover and some markets do. We're lucky that San Antonio does.

Cliff: The one thing about that answer I'm going to add to is, when you say crossover radio is in a flux, the only market that's in a flux are the program directors that decide to program the radio station by what a research book tells them to do. And if that's all they've got and there's no gut feeling, which I believe is the biggest thing that's been lost in this business, then I would sure say that's the first thing I will look at if their radio station's in trouble.

DO YOU GO TO RECORD STORES A LOT?

Charles: I go to record stores or at least talk to them, once a week. And I know who's buying what and who's dancing to what and what clubs like what. What little hole in the wall has what on the juke box. You have to know your city.

CLIFF, YOU MENTIONED SOME PRETTY IMPRESSIVE PROGRAMMERS A FEW MINUTES AGO. LET'S TALK ABOUT SOME OF THEM. WHAT WAS IT LIKE WORKING FOR STEVE SMITH AND WHAT DID YOU LEARN FROM HIM?

Steve Smith is probably my biggest influence in the decisions I make in the day-to-day operation of the radio station. I've never met a person professionally and personally that is more devoted to radio. Steve Smith taught me the value of the production element of the radio station. He taught me the value of always listening to what your listeners want and giving them what they want no matter what it is. Steve Smith taught me when I got to POWER92 in Phoenix, as a night jock who had worked in Atlanta and worked in Detroit and thought maybe he knew it all that I knew nothing. Steve Smith, in my opinion, is one of the greatest program directors in America. If programmers had half the passion and half the love for the business as Steve Smith has, we'd have a lot of #1 Top40s in a lot of markets right now.

CLIFF, I WANT TO ASK YOU - WHAT WAS IT LIKE WORKING WITH BOB PERRY?

Bob Perry is very, very analytical. This is a person that, no matter where he heard an argument, he could always give you a different view, something that you didn't think about. He was very, very impressive in the area of marketing warfare and going out to where your listeners are and doing things that are going to impress them. He was very, very good at that. It was the funniest thing, because Bob could convince you that you were holding a quarter in your hand when you were only holding a penny. You could see the penny in your hand, by the time you left his office, it turned to a quarter because he could convince you that's what it was.

"There's a lot of club records, a lot of mix records that are out there, but there's always that one or two that make the crowd scream, and that's what we want to play." - Charles Chavez

CHARLES, HOW MUCH DOES THE MIX SHOW OR MIX SHOWS CONtribute TO THE RADIO STATION AND TO THE MUSIC THAT ULTIMATELY GETS INTO FULL TIME ROTATION?

I think the mix show is still a very important part of our radio station. Bob Perry used to tell me to bring "the street out of the speakers." That's his famous saying and I'm a strong believer in that, and I think the mix show does that. Our mixer is DJ Rich, who I think is one of the best mixers in the country. He knows how to work his crowd and he knows how to break a record, and it does ultimately lead to rotation on the station because if we see a record working in a club, we want that record in regular rotation. There's a lot of club records, a lot of mix records that are out there, but there's always that one or two that make the crowd scream, and that's what we want to play. It takes a good mix show and good mix show DJ to bring those records out.

NOW THAT WE'RE ON THE SUBJECT OF MIX SHOWS WITH EVERYBODY DOGGING RAP, HOW MUCH RAP IS PLAYED ON YOUR MIX SHOW?

Charles: We let the mix show play a little more Rap than we would play, but still we program to a Hispanic female in San Antonio and they don't like too much Rap. I'll be in the club and we do live broadcasts and Rich will play maybe two or three Rap records back to back. Then it's time to pick up the beat and get up dancing because Hispanic females will dance to a couple of Rap songs and then they'll get bored and want to hear a fast beat.

Cliff: Charles can attest to this, but very often I've put quotes in your Disc-overies about how there's another one that Charles has pulled out of the woodwork. When a Rap song finally becomes one of our Discoveries, Charles would have had to go through a brick wall. I guarantee it's that hard for a Rap record to get on the radio station, and Charles very seldom brings a Rap record to the table that he doesn't totally believe in. One song right now, for example is Big Poppa by Notorious B.I.G. Before we got on this interview, we were arguing about that song, and probably sooner or later Charles will get his way, but we'll see what happens.

Charles: If he's not playing this by the time this prints, I'm going to kick his ass.

CHARLES, HOW DO YOU FEEL YOUR MIXER BACKGROUND HAS HELPED YOU AS A RADIO PROGRAMMER?

I think it helps me in the fact that I can see an audience and see their reaction. Sometimes I kid with people and say when I hear a record on the radio I can still feel and sense a listener's reaction. When I see an audience scream in a club and raise their hands up and boost their energy level because a favorite song comes on, I can put a song on the radio and somehow I say I can sense a female going, "I love this record," and turning up their volume and singing the words, and that's what people listen to radio for, to hear their favorite song. So I listen recorded on the fact that I wanna play somebody's favorite song, and I think being a club DJ helped me get that way.

WHEN YOU LOOK AROUND THE COUNTRY TODAY, WHO ELSE IS DOING EXCITING RADIO?

...Continued On Page 28
These Stations Already Have The Rhythm

KUBE 39x  B96 20x  WZPL New!  KQKS New!
KHKS 20zx  Z90 New!  WEDJ 20x  WKSE 11x
WFLY New!  WKSS 13x  POWER96 New!  WJJS New!
KDUK 22x  KWNZ 21x  KZZU 15x  WDJX New!
WFHN 12x  WKRZ New!  Plus Many More!

From the album RECALL.  Management: Dick Scott Entertainment

DELL: POWER106 is doing it for their needs.

THE LAST QUESTION ABOUT RAP RECORDS. YOU USED TO BE VERY RAP INTENSIVE BEFORE YOU BECAME THE PD AND BEFORE JAMIE BECAME THE PD. WHY DID YOU ALL DECIDE TO BLOW OFF THE RAP? JUST BECAUSE THE AUDIENCE DECIDED THAT OR YOU'VE GOT A PROBLEM SELLING IT?

Cliff: Rap songs in my opinion are like a double edged sword, at least in San Antonio. I believe that rap songs provide instant gratification for our listeners, but a poor image tends to linger for months after the song is gone. To this day we still have an audience that is enthusiastic about rap records. You used to buy rap records. You used to be very rap intensive, and before Jamie became the PD, why did you all decide to blow off the rap? Just because the audience decided that or you've got a problem selling it?

Cliff: No, all of our mix shows are live. THAT'S GREAT.

Charles: Either live from the studio or live from the clubs.

Cliff: That's the great thing about KTFM and very few people are fortunate enough to work at a station that has heritage call letters like KTFM. The only thing that's given is the station that status as a heritage radio station is because it won 100 steps further than most radio stations do to get out there and meet its listeners and be active in the community. We go to church bazaars, parks, and everything that goes on in the city our listeners are a part of. When they see us in these settings, that's what makes the radio station not just a station, but a way of life.

CHARLES, ARE THE RECORD COMPANIES SENSITIVE TO YOUR NEEDS AND WHAT YOU'RE DOING WITH THE RADIO STATION?

Cliff: We play what we decide to play. The record companies can keep saying this all the time they want. We'll try and listen to as much as we can. I'll try and Cliff will try to network as much as we can and find hits. To send us a record in advance and say don't play it yet is wrong because if we believe it's going to be a hit, it's on the radio as soon as we get it in our hands.

Cliff: And boy the record company loves us, because once we believe it's a hit we play it 90 times a week.

Cliff, this is for you. So actually tell us why you think you're going to be a hit program director.

Jerry Clifton and I were discussing what KTFM is being programmed by me. Jerry refers to it as magic...the magic has not been the same since I took over. Jerry refers to it as magic...the magic that helps you to stay on top.

Cliff: We run four units in each stop set.

Cliff: Steve Smith. New York is about to go with the radio station.

Cliff: Ultimately we want to be number one in San Antonio again (2+, #1 18-34, and #3 25-54). KTFM has done it once and KTFM will soon be doing it again.

DO YOU HAVE THE ONE'S AND THE TWO'S IN THE ACTUAL STUDIO? DO YOU HAVE TURNTABLES IN THE STUDIOS?

Cliff: Yes we do.

DO THE JOCKS GET A CHANCE TO DO THEIR OWN MIXING OR IS EVERYTHING ON CD?

Cliff: All of our mix shows are done live.

NOT PRE-TAPED?

For the most part, yes. They respect the fact of what we're doing and I'm honest and respectful to them and tell them that I don't think this will work on KTFM. In return they tell me if they believe it's a good record for us and they'll fight for it. If they don't believe it's a good record for us then they'll leave me alone on it.

IF I WERE A LOCAL PROMOTION PERSON WORKING FOR THE FIRST TIME, WHAT SHOULD I KNOW ABOUT YOUR RADIO STATION BEFORE I EVEN ATTEMPT TO PROMOTE YOU ON A RECORD?

I don't know, maybe that we don't play much Rap unless it's #1. We're rhythm-leaning, Hispanic-leaning. We'll play a ballad or a dance record before we'll play anything else. Know something about the station. Some promoters tell me, "I know that song's a hit in your market," and I'm like, "well, San Diego. There is an unbelievable feeling I have right now...that feeling of just not believing that a station like KTFM is being programmed by me. Jerry refers to it as magic...the magic that should be a part of your radio career forever. It's this magic that helps you to work the two or three extra hours to pound out some sweepers or come up with a weekend promotion. The same magic that helps you to continually try and outdo what you did in the first time. The same magic that could be the difference between a five share or ten share. It's all about vision...

LET ME ASK YOU A COUPLE OF FORMAL QUESTIONS. DO YOU TRY TO BUY THE LISTENERS? WHAT ARE YOU GIVING AWAY THERE?

Cliff: Most of the contesting we do on KTFM must include some form of entertainment value. We don't believe in the typical research driven TSL contests. We want our listeners to be passionate about what they hear...so they'll talk about it. Right now KTFM has legalized gambling. Jerry came up with the concept, I fine tuned it for on-air presentation. Basically, we go into a stopset promoting the fact that KTFM has legalized gambling, so place your bets now on the amount of minutes of music we are about to play in the next extra long set of continuous KTFM music. After the set is over, the closest guess will be contacted for a cash jackpot of up to $1,000. This contest accomplishes a couple of things. First, it positions us as playing tons of music. Secondly, we give away tons of money. And last but not least, we touch on a community hot button...gambling.

HOW MANY TIMES AN HOUR ARE YOU STOPPED?

Cliff: We stop two times an hour. We stop at approximately 30-33 and about 48-50 and we do a music sweep from 50 up to that first stop set.

HOW MANY UNITS IN EACH STOP DO YOU RUN?

Cliff: We run four units in each stop set.

CAN THEY BE 30'S OR DO THEY HAVE TO BE 60'S?

Cliff: It doesn't matter.

WHAT DOES THAT COME OUT TO AN HOUR?

Cliff: It's going to be somewhere between eight minutes to 10 minutes an hour.

TELL US ABOUT YOUR RELATIONSHIP WITH YOUR GENERAL MANAGER, JOE ERNEST?

Cliff: Joe Ernest is not only my boss, but also a good friend. There is not a GM in the business that I can compare to him. He's been at KTFM for 23 years now...not bad for a business that is constantly changing. He has created the closest thing to a family environment the station could have. Joe gave me a shot back in 1988 to do nights on KTFM. I was just a young punk looking for a break. It was that break that helped me get to Atlanta just 12 months later. He gave me my start as a night jock and now as a Program Director. When I was out on the beach a few years ago, a little nervous because the amount of time my friends had been out of work, I received a phone call from Big Dog just four weeks after I had been let go...he said, "why don't you pack up your bags and come home." Thanks to Joe Ernest, this is what the station is for me...home.


Cliff: POWER106 is doing it for their needs.

THE LAST QUESTION ABOUT RAP RECORDS. YOU USED TO BE VERY RAP INTENSIVE BEFORE YOU BECAME THE PD AND BEFORE JAMIE BECAME THE PD. WHY DID YOU ALL DECIDE TO BLOW OFF THE RAP? JUST BECAUSE THE AUDIENCE DECIDED THAT OR YOU'VE GOT A PROBLEM SELLING IT?
STREET SHEET

- Have lost a friend and the radio, record and entertainment world has truly lost a Super Star. Charlie was a personal friend of mine for over 20 years. He was there for me when I was running radio stations and there for me when I was unemployed. Unique to Charlie was that he always remembered. He remembered your kids names, your wife’s name, he remembered you regardless of your current standing in the business. Because of the impression left on my sons, Steve and Gary, by Charlie they always had a desire to pursue the record end of the industry. Charlie loved life and he lived it. He loved to show everyone a good time. “Hey Buddy” Charlie’s signature greeting will be missed by all who knew and loved him. When you open up the dictionary to the word promotion man, you should see a picture of Charlie Minor. He was a promotion man’s promotion man. He was, is and will always be the best. Good-bye my friend, you’ll be missed!

- My personal pick again this week is METHOD MAN with Mary J. Blige “All I Need” Def Jam. Lyor Cohen has the bomb with this one. It’s available in vinyl and the CD will be out next week. Wait till you see the kick ass video! On it and starring are Steve Smith/HQ97, Dr. Dre’s “Euguino/Flava 1500/WWGC-AM, Mickey Whijx, Jay-Steven and Albie D/WWPG/FC, Russ Allen and Camille Cashwell/WWQ and Michelle Santonosso and Joey Arbagey/KMEL. Get ready to listen and you’ll be testifying next week!

- Crossing DIONNE FARRIS “I Know” from Pop to Rhythm are the Columbia promo team of Jerry Blair, Senior VP and his staff John Strauzza, Charlie Walk, Lee Leipzinger and Dana Keil. Top 10 cut at KUBE with Bob Case, Mike Trenery and Shelly Hurst. Russ Allen and Camille Cashwell playing it 3X a day at WERQ, Mark Feather and John Dickinson KS-104. Also on at KFMM & WQWU.

- 2 PAC “Dear Mama” Interscope. Interscope has added these new believers Roy Jaynes/KKSS, Bob Hamilton and Michael Martin/WILD107, Todd Cavanah and Eric Bradley/B96, Frank Walsh and John Rogers/WPOW, & Steve Smith/HOT97.

- The Interscope staff keep the hits a comin’ with BLACKSTREET’S “Joy”, the Smith/HOT97.

- Eric Jaynes/KKSS, Bob Hamilton and Michael Martin/WILD107, Todd Cavanah and Eric Bradley/B96, Frank Walsh and John Rogers/WPOW, & Steve Smith/HOT97.

- The Interscope staff keep the hits a comin’ with BLACKSTREET’S “Joy”, the most added this week at rhythm radio that includes Bob Hamilton/WILD107, Bob Perry/KHQT, David Lee Michaels WJJS, Rob Spero KBXX, Michael J. Steel KZFM, John Candelaria KPRR, Brian Douglas WJMH. & Joe Dawson WWXK.

- MADONNA will star in the film version “EVITA”. Following the movie will be her “Bedtime Stories” tour. “Bedtime Stories” on MTV this past weekend. She also did her first live radio interview in 10 years with Rick Dees on KISS/Los Angeles on March 15. On March 18 she met with 1500 pajama clad contest winners at Webster Hall in New York City as part of Steve Kingston’s Z100 promotion tied into the “Bedtime Stories” video. “Bedtime Stories” has sold over two million copies while “Like A Virgin” has just been certified for sales of nine million and “True Blue” for seven million. Look at what stations just jumped on “Bedtime Stories” says Steve Persson KISS-FM, Brian Degus KZFM, Chris Squires KXKS, Joe Dawson WWXK.

- Speaking of MADONNA, her own label Maverick Records headed up by Freddie DeMann and Terry Aynzalo are making noise with the new DANA DANE "I Need You" on B96, WJHM, WWXK, KDDN, Z90.

- Greg Lee, Warner Brother’s dance dude with big hair, is right in the pocket with SPANISH FLY “Daddy’s Home”. On it are KUBE, WHHH, WJJS, KTFRM, KYLD, Hot 97/7, KPRR, B95, KGGM, FM102, Z90, Power 606, KXKK, KCAQ, KZFM, KFYK, BOSS 97, KLRZ, WWQW.

- Sunshine Records has entered into a pact with Scotti Brothers Records for the distribution of it’s artist SKEE-LO. New this week are M.C. Boogie D/KJYK with "Rollin’ Wit The Dane" -WHJX, WJJS, KDON, Z90.

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The Two Hottest Events In Chicago This Year...

1. JORDAN Returns To The Bulls!
2. HITMAKERS Regional Seminar!

GOLF TOURNAMENT

Thursday
May 4th
JOEY ARBAGEY, MD, KMEL, San Francisco
THE B.U.M.S. Elevation (Free My Minds) (PRIORITY) - Smash!
METHOD MAN w/Mary J. Blige All I Need (DEF JAM/ISLAND) - My favorite record by a long shot on the people's station.
DA BRAT Give It 2 U (WORK GROUP) - The coolest video ever!
BLACKSTREET Joy (INTERSCOPE) - It will be bigger than Before I Let You Go.
CAMILLE CASHWELL, MD, 92Q, Baltimore
BRANDY Broken Hearted (ATLANTIC) - Another hit from Brandy.
ADINA HOWARD You Don't Have To Cry (EASTWEST) - Great remake!
PURE SOUL We Must Be In Love (STEPSUN) - Great female record.
LOST BOYS Lifestyles Of The Rich And Shameless (UPTOWN/MCA) - XX
ERIK BRADLEY, MD, 89.9, Chicago
REAL McCOY (ARISTA) - This act is gonna blow up LARGE. Their U.S. Album has so many pop smashs it's ridiculous. Ooooh Boy, Come & Get Your Love, If You Should Ever Be Lonely, and Sleeping With An Angel are all guaranteed #1 records. It's like Ace Of Base all over again. PLEASE bring us more groups with HIT albums like The Real McCoy!!
JONATHAN B AND BABYFACE Pretty Girl (SONY/550) - Jon B. is gonna be an artist to be reckoned with.
MADONNA Bedtime Stories (MAVERICK/SIRE/WARNER BROS.) - Junior's mix.
THE HUMAN LEAGUE Tell Me When (EASTWEST) - We just started playing this...Sounds fresh.
LE CLIQUE Tonight Is The Night (LOGIC) - Another Euro-hit in the same vein as Real McCoy and Fun Factory.
REAL McCoy How Deep Is Your Love (ARISTA) - Another record to watch.
2 IN A ROOM Ahora (CUTTING) - Another record to watch.
KUT KLOSE / Like (Elektra) - Another record to watch.
MIKEY FREEMAN, APD/MD, KBOS, Fresno
TOTAL Can't You See (TOMMY BOY) - On the New Jersey Drive soundtrack, it's the bomb!
SUBWAY This Little Game We Play (MOTOWN) - He's huge for us.
DANA DANE Rollin' Wit Dane (MAVERICK) - We're wit it!
MICHAEL NEWMAN, PD, KDON, Salinas
DANA DANE Rollin' Wit Dane (MAVERICK) - It's got Rick James' Mary Jane as this hook and with Adina Howard, who's really hot on our station, together - a good song!
SPANISH FLY Daddy's Home (UPSTAIRS) - The new remixes on Warner really do it. Put your ears on 'em.
JOWCOL M.C. Boogie D' GILCHRIST, PD/MD, KJYK, Tucson
HARMONY INNOCENT That's What I Like (QUALITY) - Nice and smooth groove.
SKEE-LO / Wish (SUNSHINE) - That's the shit!
BARRY WHITE C'mon (PERSPECTIVE/A&M) - I am open to Barry White again.

FROM THE ALBUM "POVERTY'S PARADISE"

CRAZIEST
FROM THE ALBUM "POVERTY'S PARADISE"

#1 BREAK OUT — HITMAKERS MIX SHOW

IN THE MIX ON:
WQHT, WJMN, WKSS, WBBM, WERQ, WJMH, WHJX, WPOW, WPGC, KBXX, KTFM, KJYK, KPWR, XHTZ, KMEL, KDON, KZFM, HOTMIX, SUPERMIXX

EXECUTIVE PRODUCERS: QUEEN LATIFAH & SHA-KIM
FOR FLAVOR UNIT MANAGEMENT

March 24, 1995
"Take It To The Front"

GOING FOR CROSSOVER 4/4 • Early Great Vybe At:
KCAQ, WJJS, WHHH, Z90
Airplay on:
HOT97, KZFM, WPOW, KDON

SoundScan Rankings In: Los Angeles, Washington D.C., Norfolk, New Orleans
Billboard Hot R&B Single 67*- 62* • R&R Urban Single Debut 45*
ROY JAYNES, PD, KXSS-FM, Albuquerque
REAL McCoy Run Away (ARISTA)
PORTRAIT I Can Call You (CAPITOL)
2-PAC Deim Mommo (INTERSCOPE)
DR DRE Keep The Heads Ringing (PRIORITY)

KAHUNA, PD, KLZQ, New Orleans
DIS & DAT Freak Me Baby (EPIC) - Nighttime killer.
SAM THE BEAST Gucci Dance (RELATIVITY) - After one day's play, #1 record on the 'Hot & At B.'
MARY J. BLIGE I'm Going Down (MCA) - Gives a new twist to the old Rolls Royce the real deal!

MARY J., MD, WJMN, Greensboro
DANA DANE Rollin' Wit Dane (MAVERICK) - Testing it and getting some response on it. Hoping to get more by next Monday. Sounds like a really good song. Did a smart thing by hooking up with Adina Howard because she's so hot right now.

Raphael Saadiq Ask Of You (550 MUSIC/EPIC) - Perfect for middays.

BLOOD HOUND GANG Mama Say (CHEESE FACTORY) - Nighttime bomb a la House Of Pain!

JOHN CANDELLARIA, PD, KFRR, El Paso
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Gotta play this one!

THE OUTHERE BROTHERS La, La, La, Hey, Hey! (WHITE LABEL) - Nighttime smash!

IV XAMPLE I'd Rather Be Alone (MCA) - Open up your mind. This song has substance!

CLIFF TREWDAY, KD, KTFM, San Antonio
K7 A Little Help From My Friends (TOMMY BOY) - Move It Like This was a smash, so it's on to the next one.

NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - After two weeks of airplay, sales have shot from 67 to 17. This song is a smash!

CHARLES CHAVEZ, MD, KTFM, San Antonio
K7 A Little Help From My Friends (TOMMY BOY) - K7 is breaking out of San Antonio. Cut #11 on the album.

BLACKGIRL Let's Do It Again (RCA) - Great remake of the Staple Singers song!

THE OUTHERE BROTHERS La, La, La, Hey, Hey! (WHITE LABEL) - Reachin' for regular rotation.

TONY MANERO, MC, KXTZ, Las Vegas
PORTRAIT How Deep Is Your Love? (EMI RECORDS) - This is the best track on the album...

DIANA KING Shy Guy (WORK GROUP) - Just a great soundtrack. Good uptempo, feel happy song.

JOHN 'The Horse' McMann, MD, WJMH, Greensboro
MONTELL JORDAN This Is How We Do It (PMP/RAL/ISLAND) - That's a #1. In the market - selling. Top 10. Doing good for us.

RAPPIN 4-TAY I'll Be Around (CHRYSALIS/EMI RECORDS) - It's a okay.

JOHN The Horse McMann, MD, WJMN, Greensboro
DANA DANE Rollin' Wit Dane (MAVERICK) - It's the bomb.

SKEETA RANKX I Like (NERVOUS) - I gave it a spin on the mix show a week ago and I'm getting calls.

SKEETA RANKX I Like (NERVOUS) - Probably my #1-testing song with females 22-28. It came back 90% positive. Wow!

IV XAMPLE I'd Rather Be Alone (MCA) - What an awesome song...these guys are smooth. This will be one huge record.

NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - We've been playing this for a month on our mix show...it's livin' large in the clubs and the phones will light up on your station!

RAPPIN 4-TAY I'll Be Around (CHRYSALIS/EMI RECORDS) - Probably my favorite record right now. This song is hitin' and stickin' like Popeye's chicken. The video is on MTV already. Watch it move up the charts!

ALBIE DEE, MD, WPWC-FM, Washington, DC
REAL McCoy Run Away (APISTA) - #5 requests in one day. This is making me a believer, that dance music is coming back in D.C.

SKEETA RANKX I Like (NERVOUS) - Like it. Sounds great.

VYBE Take It To The Front (ISLAND) - Smooth sound.

2-PAC Dear Mama (INTERSCOPE) - On fire here.
BILLBOARD MONITOR
SINGLE SALES CHART 70*-50*

RAPPIN’ 4-TAY

I'll Be Around

FEATURING THE SPINNERS

SPINNING AT:
KUBE 27X
WHJX 27X
KZHT 30X
WWKX 43X
PWR106 20X
KLUC 20X
KJYK 26X
KCAQ 14X
HOT97.7 72X
WILD107 47X
KMER 18X
FM102 12X
KDON 20X
WJMN 18X
KS104 14X
KTFM 20X
KPRR 12X
KZFM 21X

SINGLE SALES EXPLoding AT RETAIL
L.A. #11
SEATTLE #15
SACRAMENTO #21
DAYTON #11
PROVIDENCE #10
BOSTON #36
LAS VEGAS #22
INDIANAPOLIS #35

FROM THE ALBUM DON'T FIGHT THE FEELIN'

EMI Records
Chrysalis
SERVING THE MUSIC

MANAGEMENT: FRANKY J. HUDSON / RAG TOP ENTERTAINMENT
If you ever feel that your life's dull, boring and stuck in a rut, imagine for a moment that YOU were a	
abandon
This year's kind of funky since it
Traditionally this has been the
Another of those wonderful
Field promotion or event is going
you risk becoming boring and
With what's between the songs,
Critical, but if you're consistent
CD player.
radio station, or God forbid, their
go somewhere else, like another
up with new and more creative
obligation to be constantly coming
listener, and not one of the
boring and stuck in a rut, imagine
If you ever feel that your life's dull,
malicious. The FCC pays close
between being creative and being
& is that there's a fine line
of time, instead of concocting your
you'll want to plan this out ahead
of the game. The other reason
yourself: top-of-mind is the name
promotion that
yourself doing and you might just have
another level.
upon this as a chance to take it to
another level.
Put some thought into what you're
doing and you might just have yourself a benchmark-type promotion that people will
remember for years. And don't kid yourself: top-of-mind is the name of the game. The other reason you'll want to plan this out ahead of
time, instead of concocting your stunt in a late-Friday hall meeting & is that there's a fine line
between being creative and being malicious. The FCC pays close attention to what stations do on
the first day of April, so keep that in mind. I happened to be in
Norfolk with some winners for the
opening of the Hammer tour a
couple of years ago. I was
listening to WNOR in my hotel
room on the morning of April 1st,
when they did their infamous
Exploding Landfill bit. I'm in radio.
I knew what they were doing. The
audience didn't and hundreds of
people fied for their lives.
If your corporate attorneys won't
let you do any pranks on the
audience, why not keep it in-
house and do some April Fools jokes
on the air, on the staff.
Mindy and Bo, the morning show
at Power 96 in Miami, put a lot of
thought and planning into their
APRIL 1st (AND OTHER FOOLISH HOLIDAYS)
By Paige Nienaber
April Fools bit last year, only to be
goofed on by their own Producer,
Mark Mosely, who did an elaborate prank on them during
their show. He got over a dozen people around the country and his
own PD and GM to help out with it. Mindy and Bo didn't have a clue
It was hilarious and completely eclipsed their own
stunt.
No matter how many stunts that
I've done, I'm constantly amazed at
the huge number of my audience who fall hook line and
sinkers for these outrageous propositions. When I was at KISS 107 in
Charlotte, I was the first to open the new arena in town (which of
course didn't exist and was at the intersection of two streets that
don't cross) with the Hooked
On Phonics Tour '92. Among the artists were ABC, BBD, C&C
Music Factory, Be & Ce Ce, ELY, CW McCall, U2 and NWA.
We "broadcast" live from the show all day and had it worked out with
lots of extensive production that
gave us that "concert feel". We interviewed the venue's manager
on his new facility, talked with
ecstatic concert goers (who
fused about the duet with ZZ
Top and kd lang on "Tush"), and
prizes like microwave ovens, big
screen TVs, washers and
driers and similarly "heavy" items.
Anybody who catches a prize gets
to keep it. "Every year people go
down to the Arch to catch these
prizes and every year the Park
Service has to call and tell us to
stop", says Pollay.
In addition to fake concerts, there
are always fake parades and fake
theme parks and malls. Y-95 in
Phoenix did a historic stunt called
"Six Flags Under Arizona"; the
world's first totally underground
amusement park that's completely
weather-proof and climate
controlled. The station ran
spots for the Grand Opening of the park
and even set up a hotline for
directions on how to get there.
The day of the Grand Opening,
April 1st, they broadcast all day
from the site and caused quite a
bit of confusion with people trying
to find this exciting new local
attraction. A couple of years later
in San Francisco, Mark did an
underground theme park that had
people taking off work and pulling
their kids out of school to attend
the Grand Opening. Let's just say
that I took my phone off the hook
starting around 11 that morning.
"...it's important that there's one
day a year for everyone to be
foolish, so that those of us who
are always foolish will fit in"
Randy Malloy, WWCD
On the underground subject, Mark
Gullett with U-92 in Tampa once
sent scores of listeners out to a
field on the outskirts of town
looking for an underground mall
that the station was broadcasting
from. "It was pretty hilarious", says
Mark. "A TV crew sat on a side
d road and filmed these people
wandering around in this field,
looking for a door in the ground." When
Mark was at WIOQ in
Philadelphia, he was an active
participant in a Hall Of Fame April
Fools joke that "officially" closed
one of the major bridges in town
that carried commuters to and
from New Jersey. It seems that
the two states couldn't agree on
who would share the cost of
bridge maintenance and it was
going to be closed, thus snarling
traffic for years to come. Q102
"broke" the story and went so far
as to hang their van from a crane
next to the bridge that morning so
that they could broadcast and
cover the story. They had fake
interviews with politicians, EPA
experts and assorted other
officials. Even local TV affiliates
fell for the joke. This was
extremely huge and required
more then just 24 hours of
planning. But it was worth it.
Randy Malloy is the Promotion
Director at WWCD/CD-101 in
Columbus, and he's pulled off
some great April Fools pranks in
the past, including a barrage of
bogus spots last year. "I think it's
important that there's one day a
year for everyone to be foolish, so
that those of us who are always
foolish will fit in."
Whether you're changing the time,
helping listeners pull jokes on
their friends, or raising tolls on the
freeways, have fun and make the
most of this opportunity to not be
serious for one day.
Note: In two weeks I'll be starting
a four part series on shift-specific
promotions, and we'll be dealing
with contests, bits and features for
the Mornings, Mid-Days,
Afternoons and Nights. Got
something to add? Give me a call
or fax it to me.
FROM THE NEW ALBUM "POVERTY'S PARADISE"
MANAGEMENT: QUEEN LATIFAH AND SHA-KIM FOR FLAVOR UNIT MANAGEMENT

REPORTED AIRPLAY!
POWER106
KMLE
KJYK
HOT97
WERQ
KBXX
KWIN
L.A.-NEW
S.F.-NEW
TUCSON-NEW
NEW YORK
BALTIMORE
HOUSTON
STOCKTON

EARLY ACTION!
WPQC
B96
WJMN
KTFM
290
WJMH
WASH DC
CHICAGO
BOSTON
SAN ANTONIO
SAN DIEGO
GREENSBORO

Over 8.6 Million Combined Listeners!
Over 400 Plays Combined!
Over 65 Stations Combined!
## MIX SHOW

**NEW IN THE MIX**

- DR. DRE "Keep Their Heads Ringin'" (PRIORITY)
- DR. ALBAN "Let The Beat Go On" (Logic)
- MIXX VIBES "Sessions" (VIBE)
- KELLEE "My Love" (MOONSHINE)
- EDDIE FOWLKES f/Maurissa Rose "Let Us Pray" (BOLD)

**MIX SHOW MOVERS**

- "Big Poppa" by DR. DRE (PRIORITY)
- "This Is How We Do It" by THE NOTORIOUS B.I.G. (Priority)
- "White Lines" by BUCKSHOT LEFONQUE (Priority)
- "Let Their Heads Ringin'" by DR. DRE (PRIORITY)
- "Let The Beat Go On" by DR. ALBAN (Logic)
- "SESSIONS" by MIXX VIBES (Vibe)
- "My Love" by KELLEE (Moonshine)
- "Let Us Pray" by EDDIE FOWLKES f/Maurissa Rose (BOLD)
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- "Let Us Pray" by EDDIE FOWLKES f/Maurissa Rose (BOLD)

**COLUMBIA CUTZ**

**BIG L**

"Put It On"

**BuckShot LeFonque**

"No Pain No Gain"

**Pharoa**

"I Show You Secrets"

"Yo! Co Ross" "Miss Me"

**J oe QuiXx**

KM EL/KK BT
San Francisco

Congratulations to you Joe, for being Columbia’s MIXER OF THE WEEK!

**NOMINEES FOR ISSUE 882**

**VOTE FOR YOUR CHOICE**

1. TONY MORRIS (WB35, Atlantic)
2. RONNIE MATTHEWS (WEJ, Charlotte)
3. DJ MEIN (WILD107, San Francisco)

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

**MIXER OF THE WEEK WINS SONY HEADPHONES!**

March 24, 1995
FUN FACTORY is completely blown up for us. Not only is it already Top8 in our call-out, but the streets are screaming to me that it's on! If REAL McCoy, PHARO & CORONA work for you, so will FUN FACTORY!!

Eric Bradley
MD, B96

"Close to You"

DEBUT #38 MONITOR RHYTHM CROSSOVER CHART

#17 HITMAKERS MIX SHOW CHART

CHICAGO B96 72 SPINS
MIAMI POWER96 96 SPINS
PROVIDENCE KIX106 29 SPINS
LAS VEGAS KLUC 27 SPINS
INDIANAPOLIS WHHH 20 SPINS
NEW BEDFORD WFHN 20 SPINS
DALLAS KISS 19 SPINS
TAMPA WFLZ 13 SPINS
SAN DIEGO Z90 11 SPINS
LOS ANGELES KISS-FM 14 SPINS

So Hooky & Pop sounding. We couldn't just leave it in the mix show!!

Tracy Austin
KIIS-FM/Los Angeles
Dear Michael,

We're going to miss having you on the team and we thank you for your many contributions to this magazine.

We know that the pressures of your growing career require more time be spent on your own business, but, that can't erase the help you gave us or our feelings of gratitude.

Good luck, Good Health, and Happiness...you deserve it!

Barry Fiedel
Bob Greenberg
Barry Richards
Oscar Merino
HITMAKERS Magazine
Mick Jones and Lou Gramm discuss "Foreigner Policy" with the Governor of Connecticut. During a recent national promotional tour, Foreigner encountered a notable fan in none other than Hartford, CT. While Foreigner visited WTIC, the Governor of CT was at WTIC-AM. Upon hearing that Foreigner were in the same building, the Governor gladly met with the band. Just what did they discuss together? You won’t find out Until The End Of Time.

Melissa Etheridge came by the new Island L.A. offices to welcome the staff to their new offices. The surprise lunch featured a "Welcome Home!" cake and other goodies.

Strauss Zelnick, President and CEO, BMG Entertainment North America, is welcomed to Nashville by RCA Label Group (RLG) leaders Joe Galante, Chairman; Randy Goodman, Sr. VP/GM; Thom Schuyler, Sr. VP/A&R; and artists from the BNA and RCA rosters during a recent dinner party. As part of his country initiation package, Strauss was presented with a guitar autographed by the artists from both labels.

John R. Gonta, a resident of Farmingdale, NY, has been named the grand-prize winner of Angel Records' "Chant Escape" Sweepstakes. As the winner, Mr. Gonta is entitled to a trip for two to Spain to visit the monastery of Santa Domingo de Silos. Pictured (l-r): Angel publicist Randal Haacker; John R. Gonta; Angel National Sales Manager Mark Farrow; and Angel publicist Jennifer Perciballi.
this great Acid Jazz groove from the members of MC Solar's band. Years with the first single from the forthcoming OCTOPUS LP. Contains remixes.

THE HUMAN LEAGUE Tell Me When (EASTWEST) - They're back after all these years. Already a great demand for this follow up in store. Gotta have it!

JIMMY SOMMERVILLE Heartbeat (LONDON IMPORT) - Wow! This record makes my heart attack. This is a sure fire hit...voice and track will propel this song to #1! This guy can walk.

URBAN DISCHARGE f/Kid Drop A House (DIG IT) - This is one pissed-off group. The title is the lead, leaving off the second part 'On That Bitch' slammin' track by Junior.

KELLEE My Love (MOONSHINE) - This label now has a good reason to call me with a hit like this one.

LE CLOUDE Tonight Is The Night (LOGIC) - This is my second discovery on this song because I feel that strongly about it. If you don't have it yet, get it, is this a hit? P.M.S./T.G.F.V. See ya in Miami! C-Ya!

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

REAL McCoy Run Away (ARISTA) - Get ready for another monster of a commercial dance hit from this group. Very similar in style to Another Night. Already a great demand for this follow up in store. Gotta have it!

THE HUMAN LEAGUE Tell Me When (EASTWEST) - They're back after all these years with the first single from the forthcoming OCTOPUS LP. Contains remixes from Utah Saints and Red J. This one is well over worldmix and a cool Dub.

PERCUSSIONS Promise Me Nothing (REPRISE/WB) - Masters At Work mixes on this very soulful record. Good commercial house.

LA FUNK MOB Tribulations Extra Sensorioles (MOWAX) - Double 12 inch pack of this great Acid Jazz groove from the members of MO's Solar's band.

ALEX CABRALES, HOTMIX, Scottsdale

WHINGFIELD Saturday Night (OAK CURB) - This is one of those club records which I expect will fair well with radio airplay.

REDNECK Cotton Eye Joe (BATTERY) - I'm late to the party on this record but what can I say this record is definitely catchy.

DR Dre & ED Lover For The Love Of You (RELATIVITY) - This is the smoothest 12 inch I've heard so far.

NEWTON Sky High (CRITIQUE) - Finally another great house record. The best part about this one is it doesn't sound like everything else that's out there.

KID FRESH, KBXX, Houston

ROTTEN RASKALS Oh Yeah (ILLTOWN) - Oh-yeah, these kids is definitely representatives of the future, Props out to K-9 & Da Crew.

FUNKMASTER FLEX Nuttin But Flava (NERVOUS) - Enough said! Mad flava shout out to Funkmaster Flex, you rockin' em coast to coast kid!

DR Dre Keep The Heads Ringing (PRIORITY) - Typical Dr Dre shit. I can't wait for the rest of the soundtrack and da movie.

GROUP HOME Supa Star () - Some ill underground shit you don't wanna sleep on.

DANA DANE Rollin' Wit Dane (MAVERICK) - Props out to Charles 'The Mixologist' with dat Phat & All Dat remix!

NASTY NES, KCMU, Seattle

FRANKIE CUTFASS Boniques On Da Set (RELATIVITY) - An out the box hit! This will be a huge hit for the commercial market.

DA NAYBORHOOD How We Do It (REACT) - This LA based group is makin' a buzz here in Seatown. Lookout for Da Nayborhood!

NINE Any Emcee (PROFILE) - Excellent follow up to Wutcha Want and should be even a bigger hit this time around.

MASTACE The I.N.C. Ride (DELICIOUS VINYL) - Back in the 9-minute, this single is ALL THAT! The B-side featuring the Cella Dwellas is a must listen to cut as well.

KID SENSATION Seattown Funk (ICHIBAN) - It's been three long years since his last single and it was well worth the wait. Radio should eat this single up! Nice samples and lyrically smooth!

BILL MILLMAN, KISS102, Syracuse

DJ SWEAK, KEEP YOUR Horizons (HENRY ST.) - Great new record takin' things back to the underground sound of like 89. This EP has got all sorts of fun and it's like a hip hop version of a rap. If you don't believe me, do like they say on Talk Soup, 'Judge for yourself.'

THAT KID CHRISS Can You Dig It (DIGITAL DUNGEON) - Another of the DJ essential records. This is another great underground record with a dancelfloor pumping hook.

Wink High State Of Consciousness (STRICTLY RHYTHM) - This record almost slipped by me, but I was looking through a crate and saw this Strictly Rhythm record I hadn't checked. I was like, Hold Up. That's a SR record.' DEEP, DEEP, DEEP sound kickin' my ass all over the place beatin' me up, I guess I better pick up a new box of NO DCZ. Man, learn from my mistakes. Stop the insanity.

KLEO I Got Love (RAGING BULL) - I can't say enough about this record. Forget it's a Ralph Rosario project, this double pack has something new each time I play it. It's just plain good. Check out the B side tribal mix.

M-POPE Open Your Heart (EPIC) - Well, with stuff like this, I guess it may have been a good idea to move on and drop the old album for the new one so soon. The Armand Van Helden mix is, well an Armand Van Helden mix. A nuget is as good as a wink to a blind man. Say no more.

NINE Any Emcee (PROFILE) - This guy is hardcore and the phones are already ringing. No joke. A great follow-up to Whatcha Want.

RUFFNEX SOUND SYSTEM Low Bump (QWEST) - Great style comm/ through for the warmer weather of spring. Great Reggae flav with a Mainstream appeal.

GLENN AURE, KML, San Francisco

MRAH die with my Bitch (DEF JAM/ISLAND) - Mmeth meets Mary, a duo. Remixes are all that, especially having Mary J. on the hook. Expect heavy rotations from all the powermixers at KML. Big shouts to Mike Kyser in N.Y. and J. Stockton in LA and a special thanks to Mnti for lunch with Montell Jordan.

DA BRAT Give It 2 U (WORK GROUP) - Da Brat has yet another hit on her hands. It has some nice vocals along with the patented J. Dupi Fundafed sound. Da Brat has strong female appeal, so this hit should work well once again like her previous songs. Expect heavy rotations in mixshows within the next few weeks.

VICIOUS Nika (EPIC) - (REMIXES) - If the original version wasn't fat enough for ya, then you'll definitely be checking for the remixes. The remix gives the song a different flow. Props out to Tabo of Viscious Nika for giving a more rugged version, alone, with his fly ragga mix. Big shouts to my baby Liz M. at Epic in NY. What'z up girl?

DAVID MEYER, KML, San Francisco

ICE CUBE Lit Ass G (PRIORITY) - It sounds like Dr Dre had something to do with this one. Ice Cube is definitely keeping it real. Some phatt shiznit. I used to have a G.I. Joe with a kung-fu grip.

MASTER P When They Go (NO LIMITE) - Here's another Bay Area Artist with some phatt shiznit! Getting spins in the mixshow ever since the vinyl came off of the press. It actually sounds like some phatt Death Row kind of production produced by man Al Eadon. Looks like his legend lives on.

JUDY ALBANESE That Ain't Right (MAXI) - Wow! What a song...not only the dopest hook ever, but the production is amazin. If you don't believe me, do like they say on Talk Soup, 'Judge for yourself.'

JUDY CHEEKS Respect (EMI) - Much much thanks to Anthony San Fillipo for the attention on this one. This is my second discovery on this record. Ice Cube is definitely keeping it real. Some phatt shiznit. I used to have a G.I. Joe with a kung-fu grip.

PAMELA HERNANDEZ Let's Start Over (CUTTING) - Attention major labels, bring your check-book with a couple million and you can be down too! Watch out for the remix.

ROTTEN RASKALS Oh Yeah (ILLTOWN) - This is one of those records which I expect will fair well with radio airplay.

REDNECK Cotton Eye Joe (BATTERY) - I'm late to the party on this record but what can I say this record is definitely catchy.

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More permission to break the commandment of your choice.

WATERLILIES
NEVER GET
ENOUGH
from the album
TEMPTED

No 1° Billboard Club Chart

Early airplay at:
KRBE/Houston 14X
KSMB/Lafayette ADD
K106/Beaumont ADD
KOKZ/Waterloo ADD
the deep soulful House mixes move the clubs—the original version is a sure fire hit for regular rotation. Try it!

ICE MC - Think About The Way (ZYX) - Euro-Raggia-Hi NRG that will dance its way to the top!

DR ALBAN - Let The Beat Go On (LOGIC) - This is what Dr. Alban sound we're used to... The Jungle mix is crazy.

LE CLIQUE - Tonight Is The Night (LOGIC) - Radio should be all over this Euro-House masterpiece!

My heart goes out to Mike Futagaki for the Love and support he has given me in this business! You're in our prayers... take it easy.

DJ D. STREET, KSJ, San Antonio

KING TEE - Way Out There (MCA) - This is a funky cross between some East Coast ragged beats overlaid by some West Coast G Funk style. King Tee comes ruff and wickeded with the sounds to get your swerve on.

DANA DANE - Rollin' Wit Dane (MAVERICK) - Answer this question. What artist can lay off the set for some years and than come back with back to back hits?

Coast rugged beats overlaid by some West Coast G Funk style. King Tee comes this business! You're in our prayers... take it easy.

NIIKKI FRENCH - Total Eclipse Of The Heart (CRITIQUE) - Has the potential to Check it out.

SHADES OF LOVE - Body To Body (Keep In Touch) (VICIOUS) - Hot club track.

Soundtrack. Chalk up another one for Sean Puffy Combs it's another Bad Boy crossover.

TOTAL - Can't You See (TOMMYBOY) - Straight off of the New Jersey Drive DJ Bubu' Sasso give it that underground feel! The longer the track plays the which give it that international slant and Constantino 'Mixmaster' Padovano & Ciro being the Satisdub!

REEL TO REEL - Conway (STRICKLY RHYTHM) - Good response in the club on this one.

STEVE PEREZ, QIO5, Oxnard

DJ QIK - Safe & Sound (PROFILE) - He's back and badder than ever. DJ Qik who likes to live on the edge with his West Coast flava has another popular hit on his hands. So, beg, borrow or steal one if you have to. Get this record!

DR DRE - Keep The Heads Ringing (PRIORITY) - Now finally a radio version that I can use. From the original motion picture soundtrack Friday, this tune commands an instant response. This is a little on the wild side, but worth checking out.

DALE BOOGIE MONSTERS - Jugganauts (PENDULUM/EMI) - (REMIX) - For some reason this group isn't blowing up maybe this remix will give the group new life.

GEOFFREY 'C' CURTIS, WERQ, Baltimore

JUDY CHEEKS - Respect (EMI) - Very nice piece of work if you like Nas’ music, your gonna love this.

NAUGHTY BY NATURE - Crazy (TOMMY BOY) - What can I say? It's Naughty By Nature!

LE CLIQUE - Tonight Is The Night (LOGIC) - Radio should be all over this.

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REEL TO REEL - Conway (STRICKLY RHYTHM) - This is da bomb!

PAULIE DAY, WIOQ, Philadelphia

WHIGFIELD - Saturday Night (CURB) - The Spike Boys made this song for me, they took the already fun lyrics and added a great track under them. Check the Spike Vocal, of course playing this record on Saturday night always gets a better reaction.

B TRIBE - Nadie Entiende (ATLANTIC) - C'mon, I'm quickly learning B-tribe jams. All mixes are slammed, but check out Armand's Doggy Dub... nice!

MONTELL, JORDAN - This Is How We Do It (PMPRV/ISLAND) - ZZZZZZZZZ ZZZZZZ... I know I've been sleeping but I'm awake now. This song kicks it. I don't play much Hip Hop but this is a definite add!

DAVID GOLD, WPST, Trenton

CHASE - Love For The Future (ZYX) - Red Jelly Mix is something to pay attention to. Very nicely constructed with female vocals that sweep you away.

B TRIBE - Nadie Entiende (ATLANTIC) - Armand's best remix to date. Contains all of the elements which make up a solid House cut. Major dance floor reaction.

KLEO - I Got Love (RAGING BULL) - A variety of mixes contributed by Ralph Rosario and Joey Batts make up a complete package of excellence. I can't decide which mix to concentrate on. Literally, there is something for everyone.

ADINA HOWARD - Freak Like Me (ELEKTRA ENTERTAINMENT GROUP) - The best R&B I've stumbled across in light years. This babe can deliver. House mixes on the way but if it ain't broke, don't fix it. Should cross over.

DREAD FLIMSTONE - From The Ghetto (SCOTTI BROS.) - You know how sometimes when you listen to a song for the first time it grows on you instantly? Here you go. What the hell kind of music is this anyway? Acid Jazz, House, Hip Hop, Funk, Who knows what else but this is majorly SLAMMIN! Taken from the Acid Jazz Collection One EP. A must check out.

If you need a copy reach out to Jennifer Pope at (312) 845-3389 or Rochelle Willis at (312) 881-4569
A CRITIQUE Triple Play!

Don't be *eclipsed* by this hit!

"Total Eclipse of the Heart"

**Nicki French**

Added this week at:

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"TOP 10 requests with all ages... one of the better remakes of the year." – Larry D. XL 106.7

"A stone cold smash, #2 in younger women." – Clarke Ingram WPXY

BILLBOARD SINGLES SALES CHART #27

"Get Ready For This"

**2 Unlimited**

25 weeks on the BILLBOARD HOT 100... and still climbing!
Over 1700 BDS spins a week!

"Sky High"

**Newton**

New this week KRBE!
#1 callout at KLRZ!
Going for **MAINSTREAM** ADDS 3/28
Closing out at **CROSSOVER** 31/1
Add B95

**BILLBOARD RHYTHM CROSSOVER MONITOR #13*-#7**
**R&R RHYTHMIC CHART #11*-#5**
**BILLBOARD TOP SINGLES #7*-#3**
**BILLBOARD HOT 100 #16*-#7**

**SINGLE SALES**

**Wherehouse** 7 to 1  
**Musicland** 11 to 2  
**Blockbuster** 6 to 1  
**Transworld** 9 to 3

**THE BOX**
30 **TOP REQUESTS**

**JAM of the WEEK**

**PMP/RAL**
The BUZZ Is On...

HITMAKERS’ CHICAGO

Is The Place!

May 4 • 5 • 6

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

PLEASE REGISTER ME FOR CHICAGO!

Name: ___________________________ Station/Company: ___________________________
Address: ________________________ City: ___________________________
State: ___________________________ Zip: ___________________________

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

HITMAKERS Magazine

2222 Sherman Way, Suite #205, Canoga Park, CA 91303
DATE: May 4 • 5 • 6

THE PLACE: Westin Hotel (312) 943-7200

ROOM RATE: $110

PRE-REGISTRATION: $150

PLEASE NOTE: REGISTRATION IS $200 (cash only at the door) AFTER APRIL 15, 1995!

REGIONAL RADIO SEMINARS '95
RICK DEES announced this week the signing of a multi-year renewal with CD MEDIA VP/Operations TOM SHOVAN and affiliate relations firm RADIO TODAY ENTERTAINMENT. Under the arrangement, RADIO TODAY will continue to be responsible for building and maintaining the network of stations airing CD MEDIA's programming, including the "RICK DEES WEEKLY TOP 40" countdown. TOM will also continue his long-standing relationship with CD MEDIA and RADIO TODAY, as well as RADIO TODAY VP/Marketing and Program Development. RADIO TODAY President GEOFF RICH commented, "In the last year we working with CD MEDIA and TOM SHOVAN, we've been able to move mountains. The 'WEEKLY TOP 40' has continued to grow and is now the number one countdown show in America, and the world! RICK DEES is exceptional as a talent and a business man and I'm looking forward to a long and fruitful relationship." TOM added, "RICK DEES and GEOFF RICH are the best. This is a time when growth comes through strong alliances...and that's exactly what we have between CD MEDIA and RADIO TODAY."

TOM SHOVAN CONTINUES TO WRITE HIS HIGHLY ACCLAIMED BI-WEEKLY COLUMN "Programmer's Think Tank" FOR THIS PUBLICATION.

WHAT'S UP IN ST. LOU...That's been the question on a lot of lips, so here's the skinny: The RAMS are staying in L.A., at least for now, but there will be vans moving from The City of Angels to the Gateway Arch, as MICHAEL ST. JOHN nabbs the PD gig at the Q in St. Louis, added, "I'm very excited about getting back into the day-to-day activities at radio." Look for him to be in the house at Q104 by mid-April.

ST. PATTY'S POSE PAPER

If green beer and rejected airings of DEXY'S MIDNIGHT RUNNER'S "C'Mon Eileen" were the extent of your St. Patrick's Day promotions, then you'll be absolutely green with envy when you read what a couple of enterprising stations did. KISS/K.C. A.M. drivers ED PARREIRA, JAY CHARLES and the station's "Music First Morning Show" issued an on-air challenge to the Kansas City Mayor's office, in an attempt to stir up some real st. patty's day. After a rebuff from Mayor EMANUEL CLEAVER II's office, the KISS staff threatened to call the Mayor's opponent in the K.C. mayoral race. Bowing to the coercion, the Honorable Mayor CLEAVER issued a proclamation declaring last Friday as "GREEN DAY" in the city, in honor of both St. Patrick's Day and the REprise recording trio.

Meanwhile, in Philly, Q102 hosted a trans-Atlantic radio party from London, England. The EDDIE & JOBO Morning Show gave Philly listeners a taste of the Irish, with news, traffic, music and personalities from Q102/Ireland! Mayor ED RENDELL got into the act with a special appearance at the Q-studios, and spoke live with the mayor of London. "...turning LIBERTY-CITY into O' TOWN -PHILLY."

CONGRATS to JERRY BLAIR, CHARLIE WALK, LEE LEIPSNER and the entire COLUMBIA staff for the great job they did on the country's #1 hit record again this week, "I Know" by DIONNE FARRIS.

HANGIN' WITH GERALD! KC101/New Haven OM GLENN BECK (far left) and his staff visit the Big Apple and drop in on GLENN's close personal friend, GERALDO RIVERA, who looks happy to see them all!

MATT and wife COURTNEY are enjoying the arrival of 8-pound, 19-inch baby ALEXANDRA. MATT told EAR that "becoming a daddy is even more fun than getting back a great Arbitrated!" MATT is no doubt looking forward to using "MAGIC Baby Wipes!"

The REAL JUICE
Namz - In - The - Newz
CHARLIE MINOR

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Have you listened to Secret Garden yet? You must. The soon-to-be released first Top40 single from the #1 album "Bruce Springsteen Greatest Hits" is a beautiful and emotional song, lyric sheets are on their way to you. Ray Kaula from Q106 said "Secret Garden" has the same haunting feeling as Streets Of Philadelphia.

The #1 Top40/Mainstream song in America is a hit for every audience. Just ask Russ Allen at 92Q who says, "I'm convinced this record can and will work for rhythm radio" and Danny Clayton at WKTI adds "our #1 call-out record" and Chuck Geiger from KISF says "#6 in call-out and hits perfectly with our post-modern mix."

Toad the Wet Sprocket's sold-out national tour with Hootie & The Blowfish continues... HOT100 airplay on Fly From Heaven in these cities: Houston, Hartford, Philadelphia, Cleveland, Chicago, Cincinnati, Columbus, Milwaukee, K.C., St. Louis, New Orleans and Sacramento. New major airplay commitments include KRBE, WKSS, WZJMJ, KISF, and WSTW.

She is the follow-up single to (I Could Only) Whisper Your Name from Harry Connick Jr's 7th platinum-plus album. Impact Adult/Top40 April 4th. See Harry on his college tour beginning this April. Jeff Buckley's national tour begins April 20th. Check out his new video Last Goodbye...and Top40 impact April 25th.

In rotation at WMX, POWER96, KMXV, KZFM, KLFT, KTMM, WWJS, KZFM. Top40 rotation at 89.9 in Chicago and Eric Bradley wants you to know "This song has been a big hit in Chicago for quite some time. It's no surprise, though, it follows right in the mainstream footsteps of Real McCoy."

www.sony.com
SUCCESS AS THE CROW FLIES!

Don't look for SHERYL CROW to become the latest victim of the legendary jinx that has befallen other "Best New Artist" GRAMMY winners. In case you haven't noticed, SHERYL's career is on fire...we're talkin' like the three-alarm kind! In addition to her smash A&M debut "TUESDAY NIGHT MUSIC CLUB," Ms. CROW is featured on three other albums at the moment; MERCURY's "WOMEN FOR WOMEN" benefit album, the "BOYS ON THE SIDE" soundtrack on ARISTA, and ATLANTIC's LED ZEPPELIN tribute "ENCOMIUM," (where she's receiving rave reviews for her rendition of "D'yer Maker"). But wait...there's more! SHERYL was just featured on "Tell Me When." EASTWEST/ELEKTRA for bringing it all together with the HUMAN LEAGUE's "Tell Me When." Count on it!

A MOMENT NOW FOR SOME SHAMELESS SELF-PROMOTION! Our Chicago regional seminar is fast approaching. Now, at the risk of appearing immodest, do you think that MICHAEL JORDAN's return to the BULLS was just about basketball?...see you there!

THE HOT TIP

HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)

Get hip to this fun song. Spring is here, and this is breath of fresh air! HOOTIE is happening!! This week's most added, with 37 new Top 40's. Added by CHUCK GEIGER at KISF/Kansas City, BRIAN BRIDGEMAN at WEDJ/Charlotte, MARK TODD at KRQ/Tucson, and BRUCE STEVENS at WZNY/Augusta. Also at 99X, STAR 94, WZNY...well, you get the picture, right??

HIGH-FIVES to BARBARA SELTZER and JERRY GREENBERG for the massive success of BROWNSTONE's "If You Love Me." The EPIC/MJJ group performed at our Las Vegas seminar, and where an instant knockout! BUST IT UP!! "Sponges" is the name of a new 17,000-square-foot nightclub just opened in Tampa by the one and only BUBBA THE LOVE SPONGE of WFLZ. BUBBA says the club will feature music ranging from rap and techno, to R&B and Alternative. He's looking for record service, and promises that the next time you're in the "hood, you can drop in and run up a big tab...or "sponge" off of BUBBA.

90-MINUTES...that's how long it took for 94.5 KDGE/THE EDGE in Dallas to sell-out "Edgefest 95" at that city's Coca Cola Starplex arena. Tickets went on sale Friday March 10th at 4PM, and by 5:30 that evening, they were all gone...and why not? KDGE PD JOEL FOLGER and Co. have put together a great line-up of artists for the April 23rd show, including ADAM ANT, SPONGE, BLUES TRAVELER and LETTERS TO CLEO. A portion of the event's proceeds will benefit Habitat for Humanity in the Dallas/Fort Worth area.

FAST FORWARD...WIKN/WINK 108FM/Philadelphia has appointed Production Director SEAN CALDWELL to the newly created post of Creative Director. If you've ever heard SEAN's work, or his new "X-FX" production library, you'll know why.

A QUICK ONE FOR CHARLIE...

We're all sad right now, but we should also be happy too, because where ever he is right now, he's working the room. PEACE.

Here's a moment we at Hitmakers won't forget...Charlie surrounded by his pride and joy, daughter Austin, and Barry & Kathy's son, Michael.

Photo taken at the Fiedel's home last year.
“There’s no love song finer
But how strange the change
From major to Minor....”

“Every Time We Say Goodbye”

—Cole Porter

For Charlie,

From your friends at Warner Bros. and Reprise Records
Stay up late.

One Of The Most Added, Including Before "The Box" Add At:
Z100
KIIS-FM
KHKS
KKFR 21x
WZPL
WWKX
KZHT
Y107
WFLY 21x

The next single from the album Bedtime Stories
Produced by Nellee Hooper and Madonna

Management: Freddy DelManio DelKoon Entertainment