an exclusive interview with

BILL JACOBS  FRED JACOBS

PAUL JACOBS  TOM CALDERONE
Just Say... 

YAKI-DA

"I Saw You Dancing"

GOING FOR AIRPLAY NOW

Written and Produced by Jonas Berggren of Ace Of Base

132 BDS DETECTIONS!
SPINNING IN THE FIRST WEEK!

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

© 1995 Mega Scandinavia, Denmark
It means “cheers!” in Welsh!
TOP 40 Radio
Multi-Format Picks

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

MAINSTREAM

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

STREET SHEET

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

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April 28, 1995

HITMAKERS
The **BUZZ** is On...

**HITMAKERS’**

**CHICAGO**

*Is The Place!*

May 4 • 5 • 6

The Westin Hotel

(312) 943-7200

**THURSDAY, May 4th**

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

**PLEASE REGISTER ME FOR CHICAGO!**

Name: ___________________________ Station/Company: ___________________________

Address: _________________________ City: ________________________________

State: ___________________________ Zip: ______________________________

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

**HITMAKERS Magazine**

22222 Sherman Way, Suite #205, Canoga Park, CA 91303
FRIDAY, May 5th
11 AM - 4 PM

THE STREET SHEET SESSIONS
CROSSOVER RADIO • MIXSHOW DJ'S • STREET MUSIC • INDIE LABELS
Including a working lunch sponsored by ISLAND RECORDS
with a special performance by 4PM


A SPECIAL ADDRESS BY RICH BALSBAUGH
CEO/ PYRAMID BROADCASTING

STATE OF THE INDUSTRY
"Climbing The Ladder In A Male Dominated Industry"


6 PM - 8 PM

INDIE LABEL COCKTAIL PARTY

SATURDAY, May 6th
11 AM - 4 PM

SOUNDS OF THE REGION
Including a working lunch sponsored by COLUMBIA RECORDS
with a special performance by BRANFORD MARLASI
BUCKSHOT LeFONQUE

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

Each radio station will present an aircheck followed by Q&A with the stations PD and MD. Each station participating must have a 3 minute composite.

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

MEET AND GREET MANY OTHER INDUSTRY PROS ALSO IN ATTENDANCE!
STEVEN BAKER NAMED WARNER BROS. PRESIDENT

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

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

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

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

HOWIE KLEIN NAMED REPRISE PRESIDENT

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

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

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

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

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

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

Todd Interland has been named Associate Manager for ROCKET Records.

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

The 1995 Grammy in the Schools program will be funded by the generous donations of BMG Direct and Warner Music Group. It was announced by Michael Greene, President/CEO of the National Academy of Recording Arts & Sciences® and The NARAS Foundation®. Pictured (l-r): Robert Morgado, Chairman/CEO, Warner Music Group, Linda Moran, VP, Group and External Relations, Warner Music Group, Michael Greene, President/CEO, National Academy of Recording Arts & Sciences and The NARAS Foundation, and Worth Linen, President/CEO, BMG Direct.
Over 900 Hot 100 Spins
26* Top40/Adult Monitor

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

BRUCE SPRINGSTEEN
SECRET GARDEN

© 1995 Bruce Springsteen. Produced by Bruce Springsteen, Jon Landau and Chuck Plotkin.
WHEN DISASTER STRIKES

A flashlight, fresh drinking water, medical supplies, blankets, non-perishable food and assorted canned goods. Matches, kerosene, fresh batteries and a radio...these are the basics of any disaster survival kit. Depending upon one's geographical location, some things may be added or subtracted. For instance, storing kerosene in and out, over and through many opportunities to enhance by setting the mood and the stage.

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

All of the things that happen in any given hour and daypart, particularly on a busy station. This requires minute-by-minute focused attention to put it all together while keeping the music the king image. (Respect for the product and the listener.) Generally, a DJ hits, sweepers, stops sets, news, contests, etc., world best when very organized, calculated. planned out for well prepared execution in quick, on-and-done style to avoid clutter. The DJ duties must be understood to be a planner, a monitor and buffer. Some things though are absolute, an inflatable raft makes sense for those living in earthquake country is not a wise idea, but adding or subtracting. For instance, storing kerosene in and out at this very moment, what's the first thing you would do.

A poignant moment came later that afternoon, when a tired voice on the other end of the phone...

The rest of that afternoon was one of the most stressful and strangely exciting of my career. A lot happened. We had to evacuate the studio. The DJ and the station were still on the air. We had to turn on the radio, to try to get our message out. We had to keep the station on the air.

And if you don't have one, you should. Because when disaster strikes, even if it's not in your community, your radio will be there, keeping people informed and "calm during the crisis."
ADINA HOWARD FREAK LIKE ME

THE 2ND BESTSELLING SINGLE IN AMERICA!

New Adds include:
- WBZZ/Pittsburgh, KKRZ/Portland,
- WIOQ/Philadelphia, WBBM/Chicago,
- KBXX/Houston, KYLD/San Francisco, KHFI/Austin

Mega-Huge-Freakin' spins at:
- WJMN/Boston
- WXKS/Boston
- WKSS/Hartford
- WQHT/New York
- WWKX/Providence
- WERQ/Baltimore
- WPGC/Washington
- WHJX/Jacksonville
- WFLZ/Tampa

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

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

KUT KLOSE "I Like"

New Adds Include: WHJX/Jacksonville

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

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

DAMON COX, MD, WAPE, Jacksonville
"Very way cool. It's a record thing. You've got to feel this record."
SCOTT ROBBINS, PD, WBNQ, Bloomington
"Cool song."
RUBY CHEEKS, PD, WRQK, Canton
"Real good record."
JERI BANTA, PD/MD, WYKS, Gainesville
"Tested, battled, won. Will do very well."
SCOTT WRIGHT, PD, 897, New Orleans
"Jeff Buckley breaks new ground with his creative vision. This a very emotional and unique song that will get you."

SOPHIE B. HAWKINS
"As I Lay Me Down"

PAUL WALKER, PD, OK95, Tri-Cities
"Adult female appeal."
JOE FRIDAY, MD, WAEB, Allentown
"For three months I've been sayin' this is a hit record! If you haven't listened to this, dig it out and give it a chance!"
JOHN FLINT, PD, WAZY, Lafayette
"Big female record."
MIKE SOMMERS, PD, WSTW, Wilmington
"Great female record."
DANNY CLAYTON, PD, WKTI, Milwaukee
"#2 callout record females 29-34, POWER ROTATION."
JOHN O'DEA, PD, WNWK, Harrisburg
"If your not playing this, you're missing out. This is a hit record!"

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

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

Hobbies:

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

Nominees for Issue 887.

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

Vote for your choice.
1. JOE LARSEN (PD, Z104/Madison)
2. DAVE EDWARDS (PD, WNTQ/Syracuse)
3. CARLY RUSH (PD, KHTT/Tulsa)

Call your HITMAKERS Account Executive (818) 887-3440
Programmer of the week wins a Sony Walkman™!
J.J. RICE, MD, 98X, Rochester
ABBa Dancing Queen (POLYDOR) - It's been re-released on the Muriel's Wedding soundtrack. We just put it on the air. Great response. Could be another Oh What A Night!
REAL MCCOY Come and Get Your Love (AP/RISTA) - Looks like another smash for Real McCoy.
NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - This is a #1 song. It's our most requested record after only five weeks. If you're not playing it, get with it!
JOEY GOVINGO, AP/M, B97, New Orleans
THE CAUFIELDs Devil's Diary (A&M) - Best record I've heard in a long time.
GREEN DAY She (REPRISE) - Looks like this is the next big record for the boys.
THE MUFFS Sad Tomorrow (REPRISE) - Could be a big cross-over hit.
NEAL SHARPE, PD, JET-FM, Erie
JULIANA HATFIELD Universal Heartbeat (ATLANTIC) - She can really just belt it out. She's been someone who helped establish Modern Rock and she's about to become Mainstream.
COLLECTIVE SOUL December (ATLANTIC) - This is closer to Shine than Gel was. It fits in well here!
RUSTED ROOT Send Me On My Way (MERCURY) - A semi-local band, from Pittsburgh. They started off regionally, but now, with exposure on the Page-Plant tour, they're about to bust out nationwide. Check it out!
CHRIS TAYLOR, PD, K92, Roanoke
YAKI-DA I Saw You Dancing (LONDON) - It's pretty cool! It's got tempo and you can cut a rug to it!
MADONNA Don't Stop (MAVERICK/SIRE/WARNER BROS.) - Excellent song. It's what Madonna does best - get funky!
HURRICANE SHANE, MD, KBFM, McAllen-Brownsville
EGGSTONE Come Take A Cow (CRITIQUE) - It's familiar sounding...It reminds me of Family Affair. It's got a retro/cool sound that's old and recognizable, yet fresh too. It's spelted wrong on the album, but check it out!
BLESSID UNION OF SOULS Let Me Be The One (EMI RECORDS) - A great record that really connects with me.
RON BEGNAUD, MD, KBIU, Lake Charles
ELASTICA Connection (GEFFEN) - Hot record. Should be a hot phone record.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Good song from this band. I like this.
JULIANA HATFIELD Universal Heartbeat (ATLANTIC) - This is the one.
ERNESTO GLADDEN, PD, KZRR, Phoenix
COLLECTIVE SOUL December (ATLANTIC) - I like this a lot. Good song. The JAYHAWKS Blue (AMERICAN) - It's about time for this band.
DURAN DURAN Thank You (ATLANTIC) - This is the one.
JOHN RAMSEY, PD, KCLD, St. Cloud
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Good song. Should do well.
COLLECTIVE SOUL December (ATLANTIC) - Good follow-up to their last record.
MIKE DANGER, MD, KCLD, St. Cloud
COLLECTIVE SOUL December (ATLANTIC) - The more I hear it the more I like it.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Should be a given in the Midwest.
SHERYL CROW Myself (IMPORT) - Find it, play it. Sounds great.
MARK RADWAY, MD, KDUK, Eugene
SHARl NELSON Down That Road (EMI RECORDS) - We've been playing it...It's getting some good phones, and it's a great all-dayparts groove.
COLLECTIVE SOUL December (ATLANTIC) - This is very accessible. One of my favorite records from them so far!
MATTHEW SWEET Sink Or Myself (ZO0) - I like it...We've been out early on some of his other stuff, and we think this will, finally, be a really big hit for him.
M-PEOPLE Open Up Your Heart (EPIC) - Good follow-up record! Moving On Up we hammered, and this will probably be the same...A big record!
RICK THOMAS, MD, KDWB, Minneapolis
MONTELL JORDAN This Is How We Do It (PMP/RAUL/ISLAND) - I like it. Hot record. Should be there soon.
DIANA KING Shy Guy (WORK GROUP) - Good song from a hit movie, Bad Boys.
MICHAEL JACK KIRBY, PD/MD, KFMM, Yakima
CORONA Baby, Baby (EASTWEST/EEG) - Good song from a hit movie, Bad Boys.
ROXY LENNOX, APD, KGOT, Anchorage
VANESSA WILLIAMS The Way That You Love (MERCURY) - This is a no-brainer!
SF SPANISH FLY Daddy's Home (WARNER BROS.) - We've been spiking this and every time we play it, we get a lot of phone calls from listeners who like it a lot!
MICK FULGEM, MD, KISX, Tyler
THE DWELLERS Rocket Ride (EMI RECORDS) - Cool, cool record, hook after hook.
M-PEOPLE Open Up Your Heart (EPIC) - Damn good record.
JULIANA HATFIELD Universal Heartbeat (ATLANTIC) - Good cross over. Will be strong. I like it.
GREG WILLIAMS, MD, KKR, Wichita
BETTER THAN EZRA Good (ELEKTRA) - This is a sleeper. It could surprise a lot of people and be huge at Top40!
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - A strong ballad and Babyface comes with strong credentials. The movie Bad Boys has been #1 for three weeks and we're getting some early calls on this one.
ERIC MURPHY, AP/M, KKRZ, Portland
NELSON All Shook Up (GEFFEN) - The boys are back and sound great.
BLESSED UNION OF SOULS Let Me Be The One (EMI RECORDS) - If this isn't the second single, they're crazy. Smash!
UNV In Love With You (MAVERICK/WARNER BROS.) - This will be the next big wedding tune.
ALAN FEE, PD, KLYV, Dubuque
BILLY PILGRIM Sweet Louisiana (ATLANTIC) - This is a good new song.
MONTELL JORDAN This Is How We Do It (PMP/RAUL/ISLAND) - Big record, big sales.
CORONA Baby Baby (EASTWEST/EEG) - I like this. Good, good song.
ELASTICA Connection (GEFFEN) - Great cross over record. Will be strong for us.
JEFF HUGHES, MD, KNIN, Wichita Falls
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Good tune, Babyface. Good job. Will do well.
MATTHEW SWEET Sick Of Myself (ZO0) - Cool song. MTG. Great cross over song.
CORONA Baby Baby (EASTWEST/EEG) - I like this. Will be strong for us.
JEFF BUCKLEY Last Goodbye (COLUMBIA) - I like this. Great song.
DAN OLSEN, PD, KOKZ, Waterloo
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Two huge names. Could be a home run.
BOYZ II MEN Water Runs Dry (MOTOWN) - Absolute smash!
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Has When Can I See You overtones. Will be big.
JIM ALLEN, APD/MD, KQCR, Cedar Rapids
BILLY PILGRIM Sweet Louisiana (ATLANTIC) - Good song from this Southern boy.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Has When Can I See You overtones. Will be big.
JIMI JAMM, MD, KQOM, Omaha
VANESSA WILLIAMS The Way That You Love (MERCURY) - What took so long to put this out?
BETTER THAN EZRA Good (ELEKTRA) - Record with a nice summertime feel.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - I like this. Good love song.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Another beautiful love song from Babyface.
JIMI JAMM, MD, KQKQ, Omaha
VANESSA WILLIAMS The Way That You Love (MERCURY) - What took so long to put this out?
BETTER THAN EZRA Good (ELEKTRA) - Record with a nice summertime feel.
WE love it in Omaha, 'Nice weather.'
STEVIE B, Dream About You (THUMP) - Get on the stick. Play it, works.
KRIS HART, PD, KOMQ, Honolulu
SHARl NELSON Down That Road (EMI RECORDS) - A good mass appeal record with tempo. I'm glad to see a lot of different mixes too!
BRUCE SPRINGSTEEN Secret Garden (COLUMBIA) - This is a really, really nice record!
PAUL BRYANT, MD, KRBE, Houston
THE SURFING BRIDES Everything's Fine (I.R.S.) - Try and get your hands on this. Memorable after one listen.
JEFF HUGHES, MD, KQOM, Omaha
VANESSA WILLIAMS The Way That You Love (MERCURY) - What took so long to put this out?
BETTER THAN EZRA Good (ELEKTRA) - Record with a nice summertime feel.
WE love it in Omaha, 'Nice weather.'
STEVIE B, Dream About You (THUMP) - Get on the stick. Play it, works.
PAUL BRYANT, MD, KRBE, Houston
THE SURFING BRIDES Everything's Fine (I.R.S.) - Try and get your hands on this. Memorable after one listen.
REAL McCoy Operator (ARISTA) - 11th track on CD will mention different one each week. Great CD.
NOFX Liveluv it All (EPIThAP) - This is Green Day turned up a notch.
CORONA

Baby Baby

#1 MOST ADDED WITH
OVER 40 STATIONS
OUT-OF-THE-BOX!

MAJOR MARKETS
INCLUDE:
WXKS/BOSTON
PWR96/MIAMI
B96/CHICAGO
KMXV/KANSAS CITY
WZPL/INDIANAPOLIS
KLRZ/NEW ORLEANS
KTFM/SAN ANTONIO
KIMN/DENVER
KZHT/SALT LAKE CITY
HOT97.7/SAN JOSE
Z90/SAN DIEGO
WWKX/PROVIDENCE
KXTZ/LAS VEGAS
WKSS/HARTFORD

The follow-up single to
the Top Ten smash

"The Rhythm Of The Night"

Produced by Checco & Soul Train
for Lee Marrow Productions
DAVE CHRISTOPHER, PD, KSIX, San Luis Obispo
SHAW BLADES Too Much Of A Good Thing (WARNER BROS.) - The best Rock record out of a while. Their vocals are familiar and it's a good song.
M-PEOPLE Open Up Your Heart (EPIC) - I think it's got a great hook. It's uptempo. A good Springtime, dance-Pop record.
CORONA Baby Baby (EASTWEST/EEG) - I really just like this record a lot!
TOM MARTENS, PD, KWTX, Waco
ADP Make A Move (TECHNO) - Great success. Could be a secret weapon.
CORONA Baby Baby (EASTWEST/EEG) - Hot, hot record. Will be huge for us.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - The best of the ballads.
JUSTIN CASE, MD, KZIO, Duluth
THE JAYHAWKS Blue (AMERICAN) - This is a good up record.
SHARA NELSON Down That Road (EMI RECORDS) - Strong song. I like this a lot.
WATERLILIES Never Get Enough (REPRISE) - Just a great record. Will do well for us.
PAUL WALKER, PD, OK95, Tri-Cities
SOPHIE B. HAWKINS As I Lay Me Down (COLUMBIA) - A really nice record. Give this a shot. It should appeal to adult females.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - If you played the Damn Yankees, this one's for you too!
MICHAEL DEAN, APD, OK95, Tri-Cities
BETTER THAN EZZA Good (ELEKTRA) - It's safe to say that this record is "good"!
BILLY PILGRIM Sweet Sadness (ATLANTIC) - Really hookey...A one or two-listen record.
JAN ARDEN Could I Be Your Girl (A&M) - I think she's a Canadian Sheryl Crow - Aye!
MARY KARLENZ I'd Be Lying (ATLANTIC) - Hooky, female, upbeat..."I'd be lying" if I said it wasn't good!
DEAN DEATON, PD, WAIA, Melbourne
VANESSA WILLIAMS The Way That You Love (MERCURY) - Big record for Vanessa.
CORONA Baby Baby (EASTWEST/EEG) - Great follow-up to a smash. Uptempo.
THE JAYHAWKS Blue (AMERICAN) - Good song. This will do well for us.
JOE FRIDAY, MD, WARR, Allentown
SOPHIE B. HAWKINS As I Lay Me Down (COLUMBIA) - For three months I've been saying this is a hit record! If you haven't listened to this, dig it out and give it a chance!
CORONA Baby Baby (EASTWEST/EEG) - Finally, I think I've figured out the formula for a hit record -- you must put Baby's somewhere in the title, and the more times you repeat it in the song the bigger the hit! Great follow-up dance pop hit!
EAGLES Learn To Be Still (GEFFEN) - Don Henley is back on lead vocals. Record sounds great!
DAMON COX, MD, WAPE, Jacksonville
JEFF BUCKLEY Last Goodbye (COLUMBIA) - Very cool song. It's a record thing. You've got to feel this record.
NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Great female phones, instant reaction. What more could you ask for?
THE CAUFIELDS Devil's Diary (A&M) - This thing rocks. Check it out.
JOHN FLINT, PD, WAZY, Lafayette
SHARA NELSON Down That Road (EMI RECORDS) - Great song, good new artist.
SOPHIE B. HAWKINS As I Lay Me Down (COLUMBIA) - I like it. Big female record.
COLLECTIVE SOUL December (ATLANTIC) - Will be a monster.
KID KELLY, PD, WHT, Wilkes-Barre
SIMPLE MINDS Hypnotised (VIRGIN) - I like it. Good job Simple Minds.
JULIANA HATFIELD Universal Heartbeat (ATLANTIC) - Cool song. Cutting edge. Good buzz record.
THE JAYHAWKS Blue (AMERICAN) - Great record. I love this. Will do well.
STEVE HILTON, MD, WHVH, State College
FUN FACTORY Close To You (COLUMBIA) - Fun factory record for the summer.
R.E.M.'s Strange Currencies (WARNER BROS.) - Very reminiscent of Everybody Hurts. Will be their biggest yet.
VANESSA WILLIAMS The Way That You Love (MERCURY) - Shows her versatility. Good uptempo song.
BEAU LANDRY, PD, WBIZ, Eau Claire
STEVIE B. Dream About You (THUMP) - Strong phones already on this record.
JAN ARDEN Could I Be Your Girl (A&M) - Great track. Heartland record, adult feel.
SHERYL CROW Dyer Maker (ATLANTIC) - This song is huge for us. Doing very well.
SCOTT ROBBINS, PD, WBNO, Bloomington
MATTHEW SWEET Sick Of Myself (ZOO) - This should be the one that takes him over.
JEFF BUCKLEY Last Goodbye (COLUMBIA) - Cool song. I like this a lot.
M-PEOPLE Open Up Your Heart (EPIC) - Good record from the M band.
MICHAEL LYNN, PD, WBISS, Atlantic City
CORONA Baby Baby (EASTWEST/EEG) - Another follow-up that jams!
LE CLICK Tonight Is The Night (LOGIC/BMG) - Slamming dance jam. Will be strong.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Great job from Baby again.
JOHN RILEY, PD, WCCL, Carbondale
JAN ARDEN Could I Be Your Girl (A&M) - Some people may have trouble with it because of its content, but they shouldn't. This is a good record.
MARY KARLENZ I'd Be Lying (ATLANTIC) - Just a great uptempo Pop record.
SIMPLE MINDS Hypnotised (VIRGIN) - A pretty good record. It's nice when the second release from an album is better than the first, which this is.
SCOTT THOMAS, MD, WDJB, Fort Wayne
MATTHEW SWEET Sick Of Myself (ZOO) - Huge Alternative. Will cross nicely.
MONTELL JORDAN This Is How We Do It (PMP/RAI/ISLAND) - Huge phones, Top 10 sales already.
JORDAN HILL Remember Me This Way (MCA) - A Mariah Carey feel. Big for Summer.
TOM NAYLOR, MD, WEDJ, Charlotte
OFFSPRING Gotta Get Away (EPITAPH) - Great song. Check it out.
ADAM ANT Wonderful (CAPITOL) - I like this. Will do well.
BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Movie. Good female following.
LIZ JORDAN, MD, WERZ, Exeter
SIMPLE MINDS Hypnotised (VIRGIN) - Good song from Simple Minds.
ELASTICA Connection (GEFFEN) - I like this a lot. Good press already on the sound.
MIKE AND THE MECHANICS Over My Shoulder (ATLANTIC) - This should do well for us.
JIM REITZ, PD, WHFN-FM, New Bedford
CORONA Baby Baby (EASTWEST/EEG) - Strong follow-up to a hot record.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Good song, very strong cross over.
MONTELL JORDAN This Is How We Do It (PMP/RAI/ISLAND) - This is a hot Top40. Look at this.
JOHNNY A, PD, WFMF, Baton Rouge
FUN FACTORY Close To You (CURTAINBLATT) - Requests off spikes. Good phones already.
CORONA Baby Baby (EASTWEST/EEG) - An early pick. Good sound for us for summer.
BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Always done well for us. Movie will support this.
ALEX TEAR, PD, W2OF, Grand Rapids
RADIOHEAD Fake Plastic Trees (CAPITOL) - This is an interesting, good song.
MAD SEASON River of Deceit (COLUMBIA) - Cool bunch of bands put this together.
THE CAUFIELDS Devil's Diary (A&M) - Great record. Rock with this.
STEVE GILINSKY PD, WORD, Binghamton
CORONA Baby Baby (EASTWEST/EEG) - Good follow-up. The last one did very well for us.
M-PEOPLE Open Up Your Heart (EPIC) - This should do very well for us. Good sound.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Requesting already. Good adult record.
JACKIE JOHNSON, MD, WIFC, Wausau
JAN ARDEN Could I Be Your Girl (A&M) - I like it! It's nice not hearing another wimpy female song.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Anything that Babyface touches turns to gold. This will too.
Dinner To Honor JEFF McCUSKRY
President Jeff McClusky And Associates

The Ritz Carlton Chicago
Thursday May 4th
6:30 PM Cocktails
7:30 PM Dinner

$3000 Per Table (Table of 10) or $300 Per Ticket
Call TERRI TROTTER to book your table...312-829-4616

Presented in conjunction with the HITMAKERS Regional Seminar
Friday, May 5th, and Saturday, May 6th, at the Chicago Westin Hotel
Top 40 Disc-Overy Club

DENI DESNICK, MD, WJMX, Florence
SIMPLE MINDS Hypnotised (VIRGIN) - This is all over our station. Just do it.
BILLY PILGRIM Sweet Louisiana (ATLANTIC) - This will work for all formats. Very sweet sound.
KENNY KNIGHT, MD, WKBQ, St. Louis
NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Starting to get interest. Sales off test.
VANESSA WILLIAMS The Way That You Love (MERCURY) - Another solid record from Vanessa.
SHERYL CROW Dream Maker (ATLANTIC) - Started testing. Pulling phones.
WALLY MCCARTHY, PD, WDKY, Utica
CORONA Baby Baby (EASTWEST/EEG) - Natural follow-up. Good song.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Can't wait for the next one.
BILLY PILGRIM Sweet Louisiana (ATLANTIC) - Good song from the Southern singer.
GLEN DILLON, MD, WKKX, Kalamazoo
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Great new song from this band.
MATTHEW SWEET Sick Of Myself (ZOO) - Cool cross-over hit for Matthew.
THE DWELLERS Rocket Ride (EMI RECORDS) - Love this. Hoo kyou. Will be a strong summer record.
VANESSA WILLIAMS The Way That You Love (MERCURY) - Another hit for Vanessa.
TINA SIMONET, MD, WKKX, Hartford
YAKI-DA I Saw You Dancing (LONDON) - Check out the DJ Mix kit. It sounds really good on the radio.
PORTRAIT How Deep Is Your Love (CAPITOL) - Portrait does the Bee Gees. A nice mature job with the song. They make the Bee Gees hit again.
JULIANA HATHFIELD Universal Heartbeat (ATLANTIC) - What a neat song!
DAVID SKINNER, PD, WLAN, Lancaster
NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Familiar song. Should be a big record.
COLLECTIVE SOUL December (ATLANTIC) - I like this. Cool song. Will deal soon.
LETTERS TO CLETOS Here & Now (GIANT) - Doing very well for us.
DEAN JONES, MD, WMKV, Binghamton
THE CAUFIELDS Devils Diary (A&M) - I like this one. Will do well for us.
DIANA KING Shy Guy (WORK GROUP) - Great summertime record. Good sound.
SHARA NELSON Down That Road (EMI RECORDS) - Massive Attack was great. Shara will do well on her own.
DAN BOWEN, APD/MD, WNIC, Columbus
BOYZ II MEN Water Runs Dry (MOTOWN) - Another smash. Will be there.
VANESSA WILLIAMS The Way That You Love (MERCURY) - Perfect Pop record. Should fit everywhere.
ELTON JOHN Believe (ISLAND) - This is doing very well for us.
TERRY SIMMONS, PD, WXFR, Deavenport
CORONA Baby Baby (EASTWEST/EEG) - Hot song, good follow-up.
MATTHEW SWEET Sick Of Myself (ZOO) - This should be a breakthrough song.
VANESSA WILLIAMS The Way That You Love (MERCURY) - I like this. Good record.
J.T. BOSCH, MD, WRHT, Morro Bay City
COLLECTIVE SOUL December (ATLANTIC) - Has the potential to be another smash.
BRUCE SPRINGSTEEN Secret Garden (COLUMBIA) - Big record for Bruce.
ADINA HOWARD Freak Like Me (EASTWEST/EEG) - Building a great story.
SCOTT FEIST, MD, WKY, Steubenville
COLLECTIVE SOUL December (ATLANTIC) - Love this. Could be their biggest yet.
ADAM ANT Wonderful (CAPITOL) - Good up. Spring record.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Good response on this.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - I like this a lot. Should kick in strong.
RUBY CHEEKS, PD, WROK, Canton
JEFF BUCKLEY Last Goodbye (COLUMBIA) - Real good record. Better than the last.
UNDERGROUND LOVER Losing It (POLYDOR/A&M) - If you don't have it, get it!
KEITH CURRY, MD, WSNX, Grand Rapids
BOYZ II MEN Water Runs Dry (MOTOWN) - No comment needed. A smash!
SF SPANISH FLY Daddy's Home (WARNER BROS.) - It's working for us. We've been battling it at night and it's been beating everything we've put up against.
MIKE SOMMERS, PD, WSTW, Wilmington
WATERLILIES Never Gonna Get Enough (REPRISE) - Hip. Very good song.
VANESSA WILLIAMS The Way That You Love (MERCURY) - Could be another big one for Vanessa.
SOPHIE B. HAWKINS As I Lay Me Down (COLUMBIA) - Just a great female record.
CURT KRUIZE, MD, WXKS, Toledo
MIKE AND THE MECHANICS Over My Shoulder (ATLANTIC) - I like this a lot. Good song. Played the last.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Babyface produced. What more could you ask?
BLACKSTREET Joy (INTERNSCOPE) - Mike likes this record a lot.
BRANDY Best Friend (ATLANTIC) - We think she is going to be major.
BILL SHAHAN, PD, WCSR, Charleston
SIMPLE MINDS Hypnotised (VIRGIN) - Good job. Here's a record from Simple Minds.
SHAW BLADES I'll Always Be With You (WARNER BROS.) - Good song from these boys.
CORONA Baby Baby (EASTWEST/EEG) - Hot record. This will do very well.
JON B. AND BABYFACE Someone To Love (YAB YUM/550) - Off the Bad Boys soundtrack. A monster!
TONY CASTLE, MD, WWST, Knoxville
YAKI-DA I Saw You Dancing (LONDON) - Should do well. It sounds like Ace Of Base.
MIKE AND THE MECHANICS Over My Shoulder (ATLANTIC) - A good daytime tune with a Genesis feel.
CALVIN HICKS, PD, WWXM, Myrtle Beach
BILLY PILGRIM Sweet Louisiana (ATLANTIC) - A nice summer feel. Lets get out and have some fun. The timing is right on for this track!
MELISSA ETHERIDGE I Will Never Be The Same (ISLAND) - A great daytime record. If you're looking for something to generate some at-work excitement in midtights, put this on.
JERI BANTA, PD/MD, WYKS, Gainesville
THE JAYHAWKS Blue (AMERICAN) - Real good response to test. Will be there.
JEFF BUCKLEY Last Goodbye (COLUMBIA) - Tested, battled, won and will do very well.
ADAM ANT Wonderful (CAPITOL) - Playing. Just kicked in. Doing very well.
BRUCE STEVENS, PD, WZNY, Augusta
VANESSA WILLIAMS The Way That You Love (MERCURY) - This is a big one for Vanessa. Will deal with it.
SHERYL CROW Dream Maker (ATLANTIC) - This is huge for us. Really strong.
NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Good song. Proven. Doing well for us.

April 28, 1995
MATTHEW SWEET
SICK OF MYSELF

ACTIVE ROTATION ON MTV

ADD'S:

KISS
WBNO
WLAN
WLZY
WGRG
WJMX
KQID
KORQ
KBIV

KANSAS CITY
BLOOMINGTON
LANCASTER
ELMIRA
ENDICOTT
FLORENCE
ALEXANDRIA
ABILENE
LAKE CHARLES

WPRR
WMRY
KIOC
WPIT
KCHX
KNIA
WWKZ
KQIZ
WDDJ

ALTOONA
BINGHAMTON
BEAUMONT
PRINCETON
MIDLAND-ODESSA
WICHITA
TUPELO
AMARILLO
PADUCAH
HITMAKERS’
CHICAGO SEMINAR
May 4 • 5 • 6
WESTIN HOTEL (312) 943-7200

REGISTRATION: $200
Cash Only At The Door • Registration Does Not Include Ticket
For Martell Dinner OR Golf Tournament Fee!!

GOLF TOURNAMENT
Thursday
May 4th.
10:30AM

GOLF ENTRY
FEE:
$125 per player

PRAIRIE LANDING GOLF CLUB In West Chicago
Contact: RICK COOPER @ 312-280-1212
for entry info and tee sponsorship.
All proceeds to the T.J. MARTELL FOUNDATION
"It's Good To Be King"

Added At: STAR94, Q106, WKBQ, KQM7, WKEE, KCDD, KCLD, WIMX

MORE THAN 2000 TOTAL BDS DETECTIONS
MORE THAN 13 MILLION LISTENERS

SoundScan Album Sales Chart 36* Still Selling 30,000 Pieces A Week
NEARLY TRIPLE PLATINUM!

One Of The Biggest Airplay Gainers Including:

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"Strange Currencies"

One Of The Most Added Again Including:

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

More Than 1750 Total BDS Detections
More Than 12 Million Listeners

One Of The Biggest Airplay Gainers Including:

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"Crimson And Clover"

EARLY ADDS INCLUDE:

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

SPINNING AT: KYLD 31x, KPRR 68x, KMVR 47x,
KXTZ 46x, KKXX 38x, KWIN 36x, KTFM 15x,

IN THE MIX AT: KZHT, KZZU, KLUC
KID SENSATION
NEW ALBUM AND SINGLE
SEATOWN FUNK

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

“It’s a no brainer!”
Alex Cabrales, Hot Mix Radio

RIDE THE WAVE
CATCH THE FUNK
LISTENING THE COUNTLESS PROMOTIONAL CD'S THAT HE OR SHE IS BOMBARDED WITH EACH WEEK, JUST TO FIND THE ONE OR TWO SONGS GOOD ENOUGH TO ADD TO MUSIC DAY. IT'S THE SAME THING. WHEN YOU'RE WRITING, OR CONCEIVING, A PROMO, YOU HAVE TO THINK LIKE A PROGRAM DIRECTOR-TAKING INTO ACCOUNT THE CONTRIBUTION THE PIECE WILL MAKE TO THE OVERALL SOUND AND CONTENT OF THE RADIO STATION, JUST AS IF IT WERE A SONG THAT IS GOING TO BE IN A POWER ROTATION. A HIT SONG HAS TO HAVE A MEMORABLE HOOK, DONE TO THE RHYTHM OF AN INFECTIONOUS MUSICAL SCORE. SO DOES A HIT PROMO.

WE'VE ALREADY TALKED ABOUT WRITING IT FIRST, THEN CHOOSING THE MUSIC. WHAT I'M TALKING ABOUT HERE IS THE EXACT OPPOSITE. FIND A GREAT BED. ONE THAT BUILD'S, IMPACTS, AND FLOWS. THEN, WITH ONLY THE SINGLE THOUGHT IN YOUR HEAD OF WHAT OVERALL IDEA YOU WANT TO CONVEY, WEAVE THE WORDS AROUND THE MUSIC. THIS PROCESS IS ESPECIALLY EFFECTIVE FOR "CHANT-PROMO'S". THAT IS TO SAY FOR PROMO THAT CHANT A SINGLE PHRASE OVER AND OVER TO A RHYTHM. REMEMBER, A KEY COMPONENT IN A HIT SONG IS REPEATIVENESS. THE SAME GOES FOR A HIT PROMO. EVER HAD THE HOOK OF A HIT SONG IN YOUR HEAD FOR MINUTES? HOURS? EVEN DAYS? JUST THINK. IF YOU CAN COME UP WITH A REALLY INFECTIOUS PROMO-HOOK, PEOPLE WILL BE WALKING AROUND WITH YOUR STATION'S HOOK IN THEIR HEADS! THAT'S GOT TO HAVE SOME IMPACT ON THEIR ABILITY TO RECALL LISTENING TO YOUR STATION COME RATINGS TIME. CAN I PROVE IT? NO, BUT EVEN IF IT DOESN'T HELP RANKS OR REVENUE, THERE'S ANOTHER REASON TO TREAT YOUR CRAFT AS A ART, AND TO TAKE YOUR PROMO'S AND IMAGERS AS SERIOUSLY AS A PROGRAM DIRECTOR TAKES FINDING HIT SONGS. NO MATTER HOW YOU WRITE THEM. WHETHER IT'S AN IMAGE PROMO, A CONTEST PROMO, OR SOME CRAPPY RULES PROMO THE CORPARET LAWSY MADE YOU DO, IT'S YOUR CONTRIBUTION TO THE OVERALL SOUNDS OF THE STATION. IT'S YOUR PIECE HANGING IN A GALERY FULL OF DIFFERENT WORKS OF ART, BY DIFFERENT ARTISTS. IF IT DOESN'T SELL, IT HAD BETTER BE紋ABOUT THE END.

BY THE TIME YOU READ THIS, THE OKLAHOMA CITY BOMBING WILL BE NEARLY TWO WEEKS PAST. ALTHOUGH IT MAY BE TOO LATE, I FEEL COMPELLING TO CAUTION THOSE OF YOU WHO ARE USING THIS TRAGIC CRIME AS A BANDWAGON. AT THE TIME YOU READ THIS, I IMAGINE THERE WILL BE PUBLIC TRIBUTE DESIGNED FOR THOSE MEMBERS OF THE MEDIA, AND FOR THOSE POLITICIANS, WHO ARE TRYING TO- OR EVEN PERCEIVED AS TRYING TO MAKE IT SOME TYPE OF PLATFORM FOR PROMOTIONAL GAIN. AT WRITING, IT'S ONLY THREE DAYS PAST, AND ALREADY I'M SUSPICIOUS OF THE COVERAGE. I'M SEEING SOMEONE THAT IN A WEEK OR TWO PEOPLE WILL BE DISTURBED BY IT. ALTHOUGH FROM THE POSITIONS OF CLASSIC SONGS, THE PROMO CONSISTED OF A HIT PROMO. THIS PROCESS IS ESPECIALLY EFFECTIVE FOR "CHANT-PROMO'S". THAT IS TO SAY FOR PROMO THAT CHANT A SINGLE PHRASE OVER AND OVER TO A RHYTHM. REMEMBER, A KEY INGREDIENT IN A HIT SONG IS REPEATIVENESS. THE SAME GOES FOR A HIT PROMO. EVER HAD THE HOOK OF A HIT SONG IN YOUR HEAD FOR MINUTES? HOURS? EVEN DAYS? JUST THINK. IF YOU CAN COME UP WITH A REALY INFECTIOUS PROMO-HOOK, PEOPLE WILL BE WALKING AROUND WITH YOUR STATION'S HOOK IN THEIR HEADS! THAT'S GOT TO HAVE SOME IMPACT ON THEIR ABILITY TO RECALL LISTENING TO YOUR STATION COME RATINGS TIME. CAN I PROVE IT? NO, BUT EVEN IF IT DOESN'T HELP RANKS OR REVENUE, THERE'S ANOTHER REASON TO TREAT YOUR CRAFT AS AN ART, AND TO TAKE YOUR PROMO'S AND IMAGERS AS SERIOUSLY AS A PROGRAM DIRECTOR TAKES FINDING HIT SONGS. NO MATTER HOW YOU WRITE THEM. WHETHER IT'S AN IMAGE PROMO, A CONTEST PROMO, OR SOME CRAPPY RULES PROMO THE CORPORATE LAWSY MADE YOU DO, IT'S YOUR CONTRIBUTION TO THE OVERALL SOUNDS OF THE STATION. IT'S YOUR PIECE HANGING IN A GALERY FULL OF DIFFERENT WORKS OF ART, BY DIFFERENT ARTISTS. IF IT DOESN'T SELL, IT HAD BETTER BE Texture about THE END.

THEY'RE ALREADY TALKING ABOUT TRYING TO WRITE SOMETHING SIMILAR TO THE "TOP 20 DOUBLE-PLAY". IF YOU HAVE ANY COMMENTS OR SUGGESTIONS REGARDING THIS COLUMN, CALL (301) 870-0090.

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

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

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

Fred: And I really wasn't cut out to be a general manager, which seemed to be the only other outlet. And I got some encouragement from a guy named Ed Christian, who now runs Saga Communications, which is based out of Detroit. A good friend, he pushed me to start my own company, which I did. Three years later, Bill, who had been working with Eastman Radio in the research department, needed a change of venue and pace, and so I brought him in. And about three and a half years ago, I found that the company had grown to a degree where with my travel schedule and really just given the things that I like to do, which is to create and consult, the day-to-day rigors of running a company, were growing way too large. I felt I needed to bring in my own general manager. I was fortunate that my brother Paul was a general manager of radio stations and really brought skills to the table that neither Bill nor I had. So we brought in Paul to really run the joint, number one, and number two, I also reached the realization that just helping stations get ratings was only half the battle. If they couldn't convert those ratings into revenues, it really didn't matter.

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

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

AND PAUL, WERE YOU ABLE TO BRING THAT TO SOME RADIO STATIONS, TO TALK TO GENERAL MANAGERS AND SAY, "HERE IS WHAT THIS ULTIMATELY MEANS TO YOU AND YOUR CLIENTS?"

Paul: Yes. And it's been particularly important with Modern Rock because let's face it, we blazed some new turf here because the general managers were comfortable with bands named Led Zeppelin and Pink Floyd. And all of a sudden they're dealing with bands with 1995 funny names like U2 and Red Hot Chili Peppers and Pearl Jam. So I've been able to put it into perspective for the GM's at the decision-making point of the relationship. Then we found that when the stations flipped, there were some additional services that we needed to provide. So now as part of our sign-on strategy, Tom Calderone will go in and work with programming, and work with promotions and the jocks and get the station programmatically set up, while down the hall I'm in with the sales department talking about how to strategically position this format, and what clients to go after. We discuss all sorts of sales situations. Then I stay in the market for a few days and hit the streets and make sales calls with the station.

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

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

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

Fred: It was a tough gig but a great real-world experience. I was there...
...Continued From Page 22

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

AND OF COURSE TOM WAS A NAME THAT A LOT OF GENERAL MANAGERS AND CERTAINLY SOME PROGRAMMERS MIGHT BE EXCITED ABOUT TALKING TO. HIS EXPERIENCE AT WDR4 IN LONG ISLAND, DOING MODERN ROCK OR POST MODERN OR ALTERNATIVE BEFORE THE FORMAT GOT TO ITS CURRENT STATE OF SUCCESS, HAD TO BE VERY ATTRACTIVE TO BRING TO YOUR COMPANY.

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

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

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

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

At that time we felt that there were really two doors to walk through: the Hard Rock/Heavy Metal door, or the Modern Rock door. And we felt that the Modern Rock door particularly, based on our experience in San Diego, was a better gender balance opportunity and frankly, it was an area of music that would have flex. We felt that it could ultimately become something that would really go on for a long time and not just be another two-year format, which this industry is famous for.

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

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

WHEN PEOPLE DISCUSS THE RISE, THE ADVENT OF THE ALTERNATIVE FORMAT, YOUR NAME IS MENTIONED AS SOMEONE WHO HAS BEEN SORT OF DOING THIS AND KIND OF PERFECTING THIS. HOW DO YOU FEEL ABOUT WHERE THE FORMAT IS NOW IN TERMS OF ACTUALLY BEING A FORMAT, WHERE REALLY IT WASN'T EVEN A FORMAT A FEW YEARS AGO, IN THE SENSE THAT IT IS NOW? WHERE IS IT GOING?

Tom: I think the most exciting thing that's happened for the format is, I can remember five years ago we'd be at the conventions complaining because nobody took us seriously. The labels were always on the side of the Rock stations and it was an Alternative stations just were never regarded as a player. And it's finally nice to see that the radio stations have finally become respected. And we're talking about people in the format that has been in the format for years having these discussions. Now it's the situation where some people are getting nervous because the format is getting a little too popular. But I think it's a good thing. I think that it's something a lot of people have fought for many years...to be respected in the industry.

ONE OF THE THINGS THAT YOU TALK ABOUT IS THE AVAILABILITY OF A SEGMENT OF THE AUDIENCE, PARTICULARLY THE YOUNGER DEMO, PEOPLE UNDER 25 OR UNDER 40, FOR SOMETHING DIFFERENT MUSICALLY. YET AT THE SAME TIME, A LOT OF RADIO STATIONS, PARTICULARLY HIT MUSIC OR CURRENT-BASED RADIO STATIONS, ARE STILL DEALING WITH CLIENTS AND WITH AGENCIES AND BUYERS, REGIONAL AND NATIONAL BUYERS, WHO DON'T WANT TO BUY THE DEMO, WHAT'S THE DEMOGRAPHIC APPEAL OF THE ALTERNATIVE FORMAT COMMERCIALLY?

Paul: It is 18-34, and there's no question that if you strictly look at the percentage of buys that come down from the big agencies, that there are more 25-54 buys than there 18-34 buys. However, in most markets, 80% of the radio stations are geared toward 25-54 year olds, so stations really have a choice. They can either get into that horrible Viet Nam-like doggy-dog war for 25-54's, or they can realize that there's probably only one other station going after 18-34 year olds, at best, and that there's a tremendous opportunity there. And again, there's no question that from a buying standpoint, 25-54 is, for God knows how long, still going to be the demographic choice. But there is a lot of money to be made on 18-34 and there is a whole lot of competition out there going after it. Plus, you get the elite opportunity in most situations, at least for the moment, of being the only Alternative station out there.

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

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

Paul: All I can tell you is I hate...Continued On Page 24
those questions, I've got to be honest with you, because with Classic Rock it's been the same deal. Who is the average listener? The fact of the matter is that the only thing that they really have in common is perhaps age and a common interest in a particular sort of music.

SO IT'S MASS APPEAL?

Fred: It's a full spectrum format within the basic age group. You've got young executives on the one end of the spectrum, and on the other hand you've got slackers, too. But the thing they have in common is is they love the music and they think Pearl Jam is great, and when you're at a concert, you're going to get both ends of that particular spectrum. I don't want you to interpret any of what I said as being a value judgment one way or another on any of those listeners. They all contribute to the share in one way, shape or form.

One of the really cool things that we have discovered with Alternative, is that even if you are in the buying community are fans of the format, and for us that's really been a nice little surprise. It's one thing to have a great 18-34 potential audience in a market, like Omaha, but it's really icing on the cake when you realize that a lot of the people making the media buying decisions are listeners too.

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

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

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

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

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

Fred: I have said for several years now, but I think it really has become truth in the last 24 months, that the only thing Alternative about this format is its name. This music actually is the Mainstream and it is very, very powerful. We have had a lot of false alarms in the past 25 years in Rock & Roll as we've all sort of waited around for the next big thing. And there have been a few slips on the screen, but there really hasn't been anything of any lasting value. But I think there's a very good chance now that we're seeing here is a very, very important development for Rock music and that things really have changed, and really, all bets are off. We have really not seen music have as powerful an impact on the radio business since perhaps the FM explosion in the early to mid-'70s; and it feels that way to me, as sort of a white-haired, weathered observer of what's been happening in Rock & Roll over a long period of time.

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

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

There's always a lot to be said for the artistic side, but these guys would not have deals with major labels if they weren't concerned about making money. And there's no question that they're clearly benefiting from the fact that there are many commercial stations playing their music. For all intents and purposes, there's an Alternative station in most major and medium markets now, really giving this music a great deal of exposure. It works for everybody.

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

Fred: The second part is the easy part. What's working and what's not working is now very much a function of the network of stations that we work with. And I use the term network very carefully, because while many of them may have the same name, "The Edge," they really are very different from one another. So we're now in a position, as a result of working for Alternative stations in markets as diverse as...
WASHINGTON TO LAS VEGAS TO MINNEAPOLIS TO DALLAS, TO GET A VERY, VERY GOOD FIX ON WHAT'S WORKING AND WHAT isn't. I think we're still keeping abreast of what's happening before new releases come out. And that was really one of the main reasons why we hired Tom.

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

We recently did a get-together here in Detroit, which we do periodically, where we'll bring in our braintrust and we'll bring in people who are outside of the business but who are in the basic demographic and psychological zone that we're interested in appealing to. And every few months we'll get a hotel room here in the area and have a lot of hot and fast talking about the state of the format, what's going on out there, that type of thing.

In this last go-round, the guy who is the music critic for the Detroit Free Press, Gary Graff, who is very much on the cutting edge of what is happening musically, was invited. He and Tom really went off and had a tremendous exchange. I just watched these guys talk about who the labels were signing - and trying to decide what to add this month, what was happening in England and how the labels handle this whole thing, that type of thing.

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

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

FRED: Absolutely. Correct. But it felt right to the kind of people that they knew they wanted to come after. But once you get below The Edge umbrella, there's a lot of different stations out there, a lot of different flavors and varieties that call themselves The Edge. And as a result of our strategic research background, we don't have a way to do this or a way not to do this. I'll give you a great case in point. We were hired in Greensboro by a station that was thinking strongly of going Alternative. We took a look at the market, and we took a look at the competition and we took a look at the existing research and said to them that, as opposed to a pure-form Alternative station, which we are famous for doing, we think a mixture of Alternative plus a little Top40 or Rock, like Van Halen, AC/DC and Rush, would be a better move for you. And so in essence, we walked away from a potential "EDGE" station because this more hybrid approach would have a greater chance of success, and in fact it did. The station literally exploded out of the box and really just destroyed whatever Rock competition there had been in the market, which frankly was very considerable. If the need is for a more Top40-oriented approach for Alternative, we're ready to move in that direction.

One of the worst mistakes you can make in this side of the business is to become so cookie-cutter in your approach, that you lose all semblance and vision of what the real market opportunities are. Perhaps there's a Top40 station in the market that is leaning very much in that direction now. That's the case, you really have to adjust your focus. By the same token, if the only Top40 in the market is perhaps heavily involved in Rhythm or Rap, you might have more of an opportunity to lean into a Top40 feel for your station, complete with Top40 rotations. And if you actually check the rotation differences on our client stations, you can see that they're all over the map. Again, I think part of that is due to our vision for the stations and of course, the other part of it is due to the program directors who are running those stations, who have a much better vantage point than we do of what's going on in their markets. We're able to bring more of a global perspective in terms of what's happening nationally. We're able to really look at research on a composite basis and big trends. But in terms of what's happening in Dallas, Joel Folger is a much better judge of that. And in terms of what's happening in Minneapolis, John Lassman really has his finger on the pulse of that particular market, and so on down the line. We really try to create a nice marriage between our company and our Alternative clients to share information frankly, and to help come up with the right strategy for each of them. And even more often than not, it's working.

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

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

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

Thank you Chris.
Open your eyes. Open your ears.

#1 MOST ADDED

New This Week At:

WXKS WWKX
KUBE KKSS Z90 WJJS HOT97.7 KZFM
KLRZ WQGN WFMF WFHN KISR
WZQK WVSR WTWR WOCQ KNIIN

and many more!

“Open Your Heart” M People

Last time they took it to the top with their hit single, “Moving On Up.” Now M People are back to “Open Your Heart” - from the new album, “Bizarre Fruit.”

Produced by M People. Management: Deconstruction Worldwide Artists. www.sony.com
Reazor's Records

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

• Geronimo is out at WBLS/NewYork as they go completely Black AC.

• Look for Hot 97/Sean Joseph and KKFt/Phoenix to have their music directors selected by convention time!

• The Wack Pack gets even bigger at Sony! Joining Sr. VP JP Blair and Jerry Ganis, Danny Buch, Monte!! Lipman, Lisa Velasquez with BRANDY & Lucy B/KCAQ, Scott Wheeler/WHHH, Kahuna/KLRZ.

• Now for the Def Jam camp.METHOD MAN with Mary J. Blige "All Alan & James/KIKI, Mikey Johnson/WHJX, Pete Jones/KHTN, Rooster Chet &Shellie/KUBE, Michael J. Steele & Charlie Maxx/KZFM, Joe Dawson/WWXK, Roy Jones/KKSS. Rick Bisciglina and Rob Stone with MONICA "Don't Take It Personal" on Rowdy/Arista this week are Michael Martin/Wild 107, Russ Alan & Camille Cashwell/92Q, Mike, Chet &Shellie/KUBE, Michael J. Steele & Charlie Maxx/KZFM, Jerry Dean & Cat Thomas/KLUCK, Wookie & Mary Lou/WOCQ, Bob Lewis/WJMH, Joe Dawson/WWXK, Brian Douglas WJMH, Andrea Ganis, Danny Buch, Montell Lipman, Lisa Velasquez with BRANDY "Best Friend" on Atlantic Jeff Nelson/Z90, Wookie & Mary Lou/WOCQ, Alan & James/KIKI, Mikey Johnson/WJUX, Pete Jones/KHTN, Rooster & Lucy B/KCAQ, Scott Wheeler/WHHH, Kahuna/KLRZ.

• As for VANESSA WILLIAMS "The Way That You Love" Mercury. You need to check out the new mixes. Look who hit this week KIKI, KDON, WHJX, KXTZ, Already on at WHHH, KZHT, KLZZ, WOOO, KCAQ, WOVO, Z90, WJJS and KHTN.

• Other records "blow" this week: JON B and BABYFACE "Someone To Love" on Yab Yum/550 new at Hot 97, KS10, WOVO, WJJS, KLZZ and already on at KBOS, WOCQ, Power 92, KDON, KGGI, KLUC, 290. DA BRAT "Give It 2 U" So So Def/Work Group on at KPRR, Wild 107.

• Klyk, Hot 97.7, 92Q, KZHT and new at KCAQ, KKSS, WPOW. DIS N' DAT "Freak Me Baby" on Epic on at WHHH, KCAQ, KKSS, WHJX, KLUC and new at KXTZ, KZFM, KHTN, MASTA AACE INC. "I.C. Ride" Capitol new this week at Hot97.7, and on at KJYK, Z90, KKSS, WFFN and Flava 1580. Big big sales in all airplay markets.

• Michael Plen of Virgin has a new SHAGGY two-sided smash with "Boombastic" and "In The Summer Time". At KBXx/Houston "Boombastic" went 28-6 with 67 spins last week. On fire in Houston. You need to check it out!

• PAULA ABDUL "My Love Is For Real" is coming soon from a Virgin Rep near you. "Too Many Fish" by FRANKIE KNUCKLES /Advae should be on your desk next week. It continues to tear up at the mix show level. Sure to knock your door down! The dirt are the 2 new ISAAC HAYES CD's Movement "Raw & Refined" and "Branded". The first single on 'Branded' will be "Thanks For The Fool".

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

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

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

• Tommy Boy has 2 cuts Jumpin' this week from NAUGHTY BY NATURE, "Feel Me Flow" new at KBXx & also on at KMEL and WILD 107. The 2nd cut, "Craziest" is new this week at 92Q and KKSS TOTAL FI/NOTORIOUS B.I.G. "Can You See" Tommy Boy on at KCAQ, WHHH, WJUX, WHJX and new at KWN, 290 & POWER106.

• The VYBE "Take It To The Front" island still cookin' at Hot97, WHJX, WJJS, Q105,WWXK, KLRR and WOOO.

• NUTTIN' NYCE "Froggy Style" Jive is jumpin' (HA,HA) at KPRR, KCAQ, WWKX, KLRZ and WOCQ.

• The VYBE "Take It To The Front" island still cookin' at Hot97, WHJX, WJJS, Q105,WWXK, KLRR and WOOO.

• NUTTIN' NYCE "Froggy Style" Jive is jumpin' (HA,HA) at KPRR, KCAQ, WWKX, KLRZ and WOCQ.

• S.F.'S SPANISH FLY "Crimson And Clover" Warner Brothers had a great week for Greg Lee and the Warner Bros. staff. Look who hit KKFM, KLWT, KAQ, B95, & H0T97.7. See Ya.

Barry "Reazor" Richards

Most Disc-overed for this issue

1. MONICA Don't Take It Personal (ROWDY/ARISTA)
2. DA BRAT Give It 2 U (WORK GROUP)
3. SOUL FOR REAL Every Little Thing I Do (UP TOWN/MCA)
4. UVN So In Love (UVN/MCA)
5. LE CLICK Tonight Is The Night (LOGIC/BMG)
6. CORONA Baby Baby (EASTWEST/EEG)
7. JON B. Pretty Girl (YAB YUM/550)
8. PAULA ABDUL Head Over Heals (VIRGIN)
9. M PEOPLE Open Up Your Heart (ELEKTRA)
10. DA BRAT Give It 2 U (WORK GROUP)
JOEY ARBAGEY, MD, KMEI, San Francisco

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

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

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

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

CAMILLE CASHWELL, MD, 92Q, Baltimore

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

SOLO  Heaven (A&M) - Tight harmonies.

JEFF ANDREWS, MC, 896, Chicago

PAULA ABDUL  My Love Is For Real (VIRGIN)

REAL McCOY  Come And Get Your Love (ARISTA)

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

KUT KLOSE  I Like (ELEKTRA)

DA BRAT  Give It 2 U (WORK GROUP)

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

MAX-A-MILLION  Take Your Time (Do It Right) (S.O.S.)

YAKI-DA  I Saw You Dancing (LONDON)

JAMES COLES, MD, KM, Honolulu

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

LE CLICK  Tonight Is The Night (LOGIC/BMG)

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

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

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

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

MICHAEL MARTIN, APD/MD, WILD107, San Francisco

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

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

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

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

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

KOZMAN, APD/MD, KKK, Bakarsfield

Dj MIKO  Hot Stuff (ZYX) - Kind of cool.

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

KAHUNA, PD, KLZ, New Orleans

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

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

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

DAN WATSON, PD/MD, KSIQ, Imperial Valley

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

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

TIERRA  Kiss And Say Goodbye / Love It (THUMP) - Classic jam with a great Hispanic vibe.

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

CHARLES CHAVEZ, MD, KTM, San Antonio

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

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

CHET BUCHANAN, APD, KUBE, Seattle

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

MONICA  Don't Take It Personal (ROWDY/ARISTA) - On for one week and instant success.

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

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

M-PEOPLE  Open Up Your Heart (EPIC)

SONIA JIMENEZ, APD, KGGI, Riverside

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

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

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

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

MONICA  Don't Take It Personal (ROWDY/ARISTA) - On for one week and instant success.

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

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

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

JAMES COLES, MD, KIJI, Honolulu

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

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

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

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

MARK MEDINA, MD, KW1N, Stockton

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

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

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

ADINA HOWARD  You Got Me Humpin' (EASTWEST/EEG) - Ain't no party like a West Coast party, cuz a West Coast party don't stop...This is a tight uptempo, West Coast jam.
ALBUM STREET DATE
MAY 2ND

OFFICIALLY ADDED AT THESE URBAN STATIONS:

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• ON THE DESK OF RHYTHM CROSSOVER NOW •
HITMakers STREET SHEET DISC-OVERY CLUB

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi
SF SPANISH FLY Crimson & Clover (WARNER BROS.) - Great Springtime record. Instantly recognizable.
DA BRAT Give It 2 U (WORK GROUP) - Won five nights in the ‘New Music Fights.’
MONICA Don’t Take It Personal (ROWDY/ARISTA) - Sounds great. Hope it gets good reaction.
LUCY BARRAGAN, MD, Q105, Oxnard
MONTELL JORDAN I'll Do Anything (PMP/RAUISLAND) - Good ballad.
CLETO ESCOBEDO Escobedo (VIRGIN) - Pop-sounding record.
VANESSA WILLIAMS The Way That You Love (MERCURY) - Check out the 20 Fingers remixes.
UNV So In Love With You (MAVERICK/WARNER BROS.) - Into the R&B mix.
SCOTT WHEELER, PD, WHHH, Indianapolis
MONICA Don’t Take It Personal (ROWDY/ARISTA) - Good positive song. Hooky midtempo sound. Really like it.
SOUL FOR REAL Every Little Thing I Do (UPTOWN/MCA) - Great follow-up to Candy Rain. Could be bigger.
DANA DANE Rollin’ Wit Dane (MAVERICK/WARNER BROS.) - Working well. #28 single sales.
KUT KLOSE I Like (ELEKTRA) - Top 10 single sales and phones.
MICKY JOHNSON, PD, WHJX, Jacksonville
MONICA Don’t Take It Personal (ROWDY/ARISTA) - Solid follow-up to Candy Rain.
MONICA Don’t Take It Personal (ROWDY/ARISTA) - Gonna be a smash.
COMING OF AGE Sparked (ZOO) - Getting good reaction.
E-40 One Luv (JIVE) - Spiking at night.
GREG BRADY, MD, WHJX, Jacksonville
MONICA Don’t Take It Personal (ROWDY/ARISTA) - Is she the next Aretha? It’s a great song.
NUTTIN' NYCE Froggy Style (JIVE) - Song has more hooks than a tackle box.
SKEE-LO I Wish (SUNSHINE/SCOTTI BROS.) - Great mass appeal. Sounds like next Coolio.
DAVID LEE MICHAELS, PD, WJJS, Roanoke
UNV So In Love With You (MAVERICK/WARNER BROS.) - If you can’t hear this record it’s time to go to work somewhere else.
CORONA Baby Baby (EASTWEST/EEG) - Stone cold smash!
VANESSA WILLIAMS The Way That You Love (MERCURY) - The 20 Fingers remix is the shit.
M-People Open Up Your Heart (EPIC) - Cardboard sleeve version radio mix.
WOOKIE, APD, WOCQ, Ocean City
RARE ESSENCE Get Your Freak On (LIAISON) - It’s a regional Go Go thing!
JESSIE When U Cry I Cry (CAPITOL) - Smooth like peanut butter.
REAL McCoy Come And Get Your Love (ARISTA) - The girls will love it!
MARI LOU, MD, WOCQ, Ocean City
SIR MIX-A-LOT Sleepin’ Wit My Fonk (AMERICAN) - It’s awesome!
SOUL IV REAL Every Little Thing I Do (UPTOWN/MCA) - Killer follow-up to Candy Rain.
DA BRAT Give It 2 U (WORK GROUP) - Sounds real good on the air.
ERIC BRADLEY, MD, B96, Chicago
TONY THOMPSON I Wanna Love Like That (GIANT) - It’s a smash!
ALL FOR ONE I Can Love You Like That (BLITZ/ATLANTIC) - One listen record.
FUN FACTORY I Wanna Be With You (CURB ATLANTIC) - This is the song that will cross then into Mainstream.
MAX-A-MILLION Take Your Time (S.O.S.) - Check it out.

Logic Records HAS RECORDS THAT REACT

LE CLICK “Tonight Is The Night”

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

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

(KPRR is the NEW ADD of the week!)

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

#41 NEW BILLBOARD CLUB SINGLE PLAY

SPARKS “When Do I Get To Sing My Way” #1 GERMAN POP RADIO GOLD SINGLE
- BOTH SINGLES ON YOUR DESK NOW!!!!!!!!!!!

30 HITMAKERS
April 28, 1995
SKEE-LO
There's no more wishing about it!
"I Wish" is a HIT!
Look who's already making "I Wish" come true:

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

Skee-Lo
"I Wish"

Video & Album Coming Soon!

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

R&R
Debut 37° Rhythmic/CHR 40
3rd Most Added
5th Most Increase in Plays
Wait a minute. Didn't I just see this in my hotel room on Spectravision? Maybe not. Never mind. After covering Mornings, Mid-days and Afternoons, it's time to wrap up this four-part series of columns on promotions for the various dayparts, with an article on fun stuff that you can do at night.

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

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

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

One of KTFM's more successful night promotions, and one that I've seen several of my stations hit homeruns with, is the Friday Night Party Patrol. In San Antonio on Friday (and Saturday) nights, Joey hits the street at 6 p.m. and does his entire show live, via a portable marti, from wherever the action and people are. This is not some sales-driven remote thing. He keeps moving, stopping for 15 or 20 minutes at proms, malls, theaters or wherever his listeners are. "If I could, I'd do it live from the streets every night. You're 'touching' the listeners and they'll never forget you," says Deee. "Plus they get to see that I'm not a girl."

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

Contesting at night is a whole new ball game. It's similar to mornings in that you probably want to toss aside the standard methodology and let the jock do what ever fits his/her style. As Joey from KTFM says, "If you're a night jock and you're doing caller #10 to win, you suck." Among the things that Deee does are contests that involve the listeners and require their active participation. In the past, he's made things as simple as getting a van and driving home in the afternoon. But after 6 or 7 p.m., a whole new vibe hits the air and the age of your listeners drops like a rock. But that's nights.

"If you're a Night Jock and you're doing caller #10 to win, you suck."

-Joey Deee, KTFM, San Antonio

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

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

Getting back to the beepers, Jo Jo has one and uses it to keep an open line of communication with his audience. He religiously sets time aside every day to return some of the hundreds of pages from his listeners. He also returns every piece of fan mail sent to him with a photo, personal note and a bio on him. Having cut a record and dabbled in TV, Jo Jo is more than a radio star to his listeners. And therein lies another opportunity for promotion. Joey Deee, KUM, San Antonio

Joey Wright has been around the dial, working in markets that include Anaheim, Charlotte, Philadelphia and currently San Francisco, where he's holding down nights at Wild 107. Besides having briefly been my roommate in Charlotte, he also married my assistant, though I'd prefer to say "married". Having worked with him there and in the Bay Area, rarely have I seen a Night Jock and you're doing caller #10 to win, you suck."

-Joey Deee, KTFM, San Antonio

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-Joey Deee, KTFM, San Antonio

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

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

JUST ADDED AT:
KBXX/Houston

ON AT:

YO RAPS

The Video Delivered!

"ALL I NEED..."

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

What else could you need?

HOT97 KMEU WPGC KJYK
WJMH WOCQ 92Q WJJS
WHJX KIX106 KKSS KKB T
PWR106 Z90

© 1996 RUSH ASSOCIATED LABELS
EVERYBODY WANTS TO NEED SOMEBODY

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

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

I SAW YOU DANCING!

In the dance conference call this week, Yaki-Da I Saw You Dancing on London/Island was one of the most talked about records. I feel this record will cross over in no time, because the clubs and radio are going to be all over this up, and radio programmers should be able to get this one. Also, look for the Gap Band to impact radio with First Lover. The record edit has a nice balance of their old school feel and undeniable vocal hooks. Mix show and club jocks cross over in no time, because the clubs and mixshows are going to blow this one away...I don't know how to live, in my opinion, you gotta make it happen, or die trying.

I hope you enjoyed this week's issue. If you want him to check out your product or want a show reel of his production/remix work you can reach him @ 1217-557-4851.

The mix show night on May 4th at the Hitmakers Convention is set. It's being held at Cairo night club, which I haven't been to yet, but people that have gone there say it's one of the best clubs in Chicago. Cym LaJoy will be performing. You Wash, a record that is starting to blow up at the mix shows, just ask Robbie Tronco. Also, After Dark recording artist Joei Mae will be there with her dancers performing Promise Me Your Heart, and 2 In A Room will be in the house doing their hit Ahora. On the turntable that night we'll have Mr. Morales on Jamiroquaï's Return Of The Mack and Kamoze Listen Me Tick with Morales mixes shipped live. It's being hosted by the VIP record pool, but it's open to all registrants and all the local record pools, so expect a lot of DJ's in the house. Friday night will also be jumpin' off in Chicago with two slammin' parties. Vibe Music in conjunction with McClasky & Associates are throwing a party at Escalibur, and Logic Records and the Strictly Rhymin crew are having a party at Shelter, with John McMann, Tim Schommer, and Charles Chovez. I'll make sure to get some pictures for those of you who won't be there.

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

Most Disc-Overed for this issue

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

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

April 28, 1995
Early Believers:
KXBT-Los Angeles (The Joint) #1 Debut
WMUC-College Park, MD #15 Debut
KCSB-Santa Barbara #19 Debut
WMCI-Brockton, MA #23 Debut
KXLU-Los Angeles #27 Debut
WERS-Boston #27 Debut
KHDC-Salinas #28 Debut
WNYE-Brooklyn
WDNA-Miami
KTRU-Houston
WRST-Osh Kosh, WI
WHPK-Chicago
KFSR-Fresno
KUSB-San Francisco
KGLT-Bozeman
WRSU-Rutgers
KPFA-Berkeley
KDVS-Davis

The album “Brothas Doobie” comin’ at ya June 6th!
Also check for Funkdoobiest’s “Superhooes” on the FRIDAY soundtrack.

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

www.sony.com

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MIX SHOW

NEW IN THE MIX

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

MIX SHOW MOVERS

5:1 NAUGHTY BY NATURE "Grazed" [Tommy Boy]
2:3 JIMMY SOMERVILLE "Heartbeat" [London]
4:4 REAL MULLY "Runaway" [Elektra]
6:3 BILLY BAY MARTIN "Your Living Arms" [Elektra/Seal]
8:1 WATERLILIES "Never Get Enough" [Sire]
9:6 DR. DRE "Keep Their Heads Right" [Priority]
8:7 MADONNA "Bedtime Story" [Maverick/Warner Bros.]
10:8 MYTHICAL MAN / Mary J. Blige "All I Need" [Def Jam/Island]
12:9 CLUBLAND "Hands Up" [V Poly/Lauland]
13:11 REL 2 REAL "Gonna Say" [Sire]
6:12 THE KITTEN HEADS "These Sounds Fill Up My Mind" [Henry Street]
21:13 SHADES OF LOVE "Body To Body" [Mia Music]
19:14 KLEO "I Got Love" [Raging Bull/Dynasty]
11:15 BIG L "Put It On" [Kolumbia]
26:16 JUDY CHEEKS "Respect" [EMI]
16:17 JOCETTE INOCLARE "Big Love" [Klassified]
31:18 MASTA ACE "The N.Y.C. Ride" [Def Jam/Atlantic]
15:19 SAM SNEED "You Better Recognize" [Def Jam/Atlantic]
21:27 Q.T.UG. "What Is It" [Funkadelic]
16:21 FUN FACTORY "Close To You" [CBS/Edo]
32:22 NINE "Any More" [Profile]
33:33 KELLEY "My Love" [Mhoonshine]
44:24 DA BRAT "I'm In Love" [Roll]
17:25 REDMAN "Can't Rush It" [Tommy Boy]
34:26 TOTAAL "Can't You See" [Bad Boy/Arista]
18:27 THE NOTORIOUS BIG "Big Poppa" [Def Jam/Atlantic]
24:28 2 PAC "Dear Mama" [Interscope]
25:29 PHARAO "I'll Show Ya, Secret" [Kolumbia]
35:30 JUDY ALEJANISE "That Ain't Right" [Mia Music]
37:32 RUFFNINEX SOUND SYSTEM "Lovin'" [EMI]
43:33 CORONA "Baby Baby" [Interscope]
51:38 M PEOPLE "Open Up Your Heart" [Columbia]
33:33 DURAN DURAN "White Lines" [Capitol]
29:26 DOUBLEYOU "Run To Me" [ZYX]
45:37 LOVE HAPPY "Message Of Love" [MCA]
54:38 B TRIBE "Ndice Experience" [Atlantic]
35:39 RAPPIN 4 TAY "I'll Be Around" [EMI]
23:40 CRYSTAL WATERS "What I Need" [Kroma]
24:40 JOANNE FARRELL "All I Wanna Do" [Big Beat/Atlantic]
42:43 TECHNO TRONIC "Move It To The Rhythm" [EMI]
43:44 LE CHEIK "Tonight Is The Night" [Interscope]
44:44 DR. ABDAN "Let That Beat Go" [Interscope]
45:43 CPM LADDY "Car Wash" [MCA]
46:46 K & J "Da Ass Got" [Columbia]
47:47 RAYLUM "Hey Look Away" [Kobe/RCA]
48:48 SKOO-L "I Wish" [Village/Kurt Bros.]
50:49 EDDIE FOWKES (Manos Roso) "Tell Us Pray" [Bull]
1:50 NONICA "Don't Take It Personal" [Koma/Monster Records]
Reggae legend Jimmy Cliff, left, and recent Grammy winner Lebo M., right, meet Jay Leno backstage after performing their new hit single, "Hakuna Matata" from the Top 30 album RHYTHM OF THE PRIDE LANDS on the "Tonight Show."

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

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

Mercury recording artists Rusted Root have been on the road with Jimmy Page and Robert Plant since the Page/Plant tour commenced on February 26 at the Pensacola Civic Arena in Pensacola, Fl. Pictured front row: seated (l-r) Patrick Norman, Rusted Root; Robert Plant; Michael Glaubick, Rusted Root; Jimmy Page; Liz Berlin and Jenn Wertz, Rusted Root; and Jill Goehringer, A&R, Mercury. Back row (l-r) John Buynak, Jim Donovan and Jim DiSpirito, Rusted Root; and Andrew Sharp, Road Manager, Rusted Root.
DJ GROOVE, Z90, San Diego
BUTTER Do Me Right (EMOTIVE) - Check this shit out! This record is gonna be big. I mean BIG! Just because of the vocals and rhythm!
DJ DUKE The Return Of (POWER MUSIC) - Check this shit out! Both cuts are hyped!
SCOTTIE DEEP Time Bomb (DIGITAL DUNGEON) - This 10 inch record is so hype that it will move you! This record is slammin!
MIKE NARDONE/EMZ, 92.3 THE BEAT, Los Angeles
FUNKDOOBIEST Dedicated (IMMORTAL) - Follow up to Rock On, has deep lyrics and a funky track. Give it a chance.
MIC CHECK Asayalone (CAPITOL) - L.A.'s premiere underground artist comes with his first solo release. It's not for everybody, but Hip Hop kids will love it.
RAEKWON Glaciers On Ice (LOUD) - The Wu-Tang camp is back with another solid underground record. You gotta get this somewhere...it's unbelievable.
AMG Around The World (SELECTED) - This first single from his album is gonna knock people off the blocks. You might be surprised by his lyrics, so listen closely.
BAD BOY BILL, 996, Chicago
RALPH ROSARIO Brinca (UMM) - An import from Italy...Spanish vocals with a dopest beat!
DJ SNEAK Jumpin' Jacks (RELIEF) - Jumpy and bouncy Underhouse underground track!
KELLEE My Love (MOONSHINE) - Ralph Rosario's Mix is the shit with cool female vocal hooks!
DJ ATTACK Skunk Trax Vol. 2 (UNDERGROUND CONSTRUCTION) - The Rebel female vocal hooks!
TONY MORRIS, 89.5, Atlanta City
LIL JOHANNA Take Me In Your Arms Again (WARLOCK)
MICHAEL VASQUEZ Memories Of Love (HOT APPLE)
SAM THE BEAST Gucci Dance (RELATIVITY)
MARKUS SCHULZ, HOTMIX, Phoenix
LE CLICK Tonight Is The Night (LOGIC/BMG) - Smokin' Hi NRG...playing at all three clubs I program, also on Hotmix.
FRANKIE KNUCKLES f/Adiva Too Many Fish (VIRGIN)
MIJA Need That Fun At Home (MAXI)
TEDDY Q ZAMORA, KMAX, Pasadena
BJORK Army Of Me (ELEKTRA) - From the Tank Girl soundtrack comes the latest from Bjork. At 90 bpm, this hits hard with Hip Hop beats (from Led Zeppelin) and guitars! Nice.
DOKAYNE Rebel Song (DMC) - This is a couple months old but it has just gotten huge for me. Check out the Public Enemy samples!
THE PRODIGY Poison (XL/MUTE) - This is a nice change for The Prodigy. Mix this with the Beasties Boys. Hardcore Trip Hop!
WINK Higher State Of Consciousness (STRICTLY RHYTHM) - The Tweeckin' Acid Funk is still number 1 after eight weeks.
TIME WARP The Feeling That I Know (GROOVE ON) - DJ pierre gets hard. This track hits hard, but mixshow DJs beware: the intro is four minutes long. Better get two copies and shorten it for radio.
G-MAN, 88X, Houston
MOB DEEP LP (LOUD) - An Eye For Eye is the cut I'm playing, already getting mad...people already checkin' for it.
MAMA ACE The I.N.C. Ride (DELICIOUS VINYL/CAPITOL) - There are three phat mixes, one has got to be right for you. My personal favorite is the Phat Kat version. There is mix with Loose Ends 'Hangin' On A String,' and another mix with the Isley Brothers. Is it just me, or does Camalita have a sexy voice?
Omar goes down smooth like an after hour Cognac.

"OMAR, FLIPSQUAD/NYC:

"I have been down with Omar for years. I'm finally glad to see a domestic release. Saturday is the bomb."

"EMZ, THE BEAT, "Tha Joint":

"Real soul for a new generation."

"DJ SMASH, "Sayin' Somethin", NYC, "Mushroom Jazz Brass":

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

"JAZZY NICE, "Giant Step", NYC:

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

"GLENN FRISCIA, HOT97, NYC:

"REAL SOUL FOR A NEW GENERATION."

MIXES BY: PLUG ONE PLUG TOO & FRANKIE FONCETT
PAUL YATES, KMVR, Las Cruces

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

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

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

GREG WATTON, KRBE, Houston

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

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

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

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

EBRO, KSFM, Sacramento

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

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

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

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

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

DJ J. STREET, KSJL, San Antonio

EBONY VIBE | EVERLASTING Trip Around Your Body (GASOLINE ALLEY) | - Absolutely love this flava. Baby, it's definitely all good up in the mixx.

PAUL YATES, KMVR, Las Cruces

EBONY VIBE | EVERLASTING Trip Around Your Body (GASOLINE ALLEY) | - Love this flava. Baby, it's definitely all good up in the mixx.

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

DJ D. STREET, KSJL, San Antonio

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

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

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

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

LEONARD TRUJILLO, KSYM, San Antonio

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

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

DJ RICH, KTFM, San Antonio

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

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

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

Others to consider...or reconsider:

LE CLICK | Tonight Is The Night (LOGI/CBMG) | -

SAM THE BEAST | Gucci Dance (RELATIVITY) | -

DR. DRE | Keep Their Heads Ringing (PRIORITY) | -

JOSEPH FRIAR, KVIC, Victoria

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

TRUCE | Pump It (STRITCLY RHYTHM) | - I have to mention this record again because it is so massive! If you play vocal House tracks, you cannot be without this record! The Club Mix starts out with a stompin' groove followed by uplifting keys, changing the mood of the track, and oh those smooth vocals! Great mixes by Marcus Schuiz and DJ Pierre on the flip.

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

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

JAMMIN' JOHNNY CARIDE, POWER 96, Miami

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

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

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

ROBBIE TRONCO, Q102, Philadelphia

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

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

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

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

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

STEVE PEREZ, Q105, Oxnard

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

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

DRU DOWN | No One Loves You (RELATIVITY) | - I like the sample on it, but it seems to be the joint rock at any mix show. Not new anymore but the remixes are still packing the Pterodactyl Floor. Still showing life.

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

PAULY, WJD, Charlotte

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

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

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

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

STAN PRIEST, WFLZ, Tampa

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

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

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

THE SIREN | The Siren (WHITE LABEL) | - Tel: 03(0)8677256

69 BOYZ | Five O, Five O (RIP IT) | -

SHANNON | The Spindog' WILLIAMS, WGRD, Grand Rapids

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

TRUCE | Pump It (STRITCLY RHYTHM) | - Once again this label has shown us where their name came from. Powerful track, with great vocals and big potential for radio activity. Pump it loud and proud!
DJ Nandy’ VIRAMONTES, WHPK, CHICAGO
JOANNE FARRELL All I Wanna Do (BIG BEAT) - All I wanna do is play this all night.
FAST EDDIE Pump It(MARAGE) - Pump the Bass on this one, everybody come on!
DJ TRAGIC Show Me Your Face (UNDERGROUND CONSTRUCTION) - This one you would just have to move all around.
GILLETTE Mr. Personality (GOS) - It’s that voice, like gag me with a spoon.
RALPH ROSARIO Bringe (UMM) - Translation: Just jump up and down, girl.

EDDIE ARROYO, WILD 107, San Francisco
JAMIROQUAI Return Of The Space Cowboy (WORK GROUP) - Classic Club Mix is phenomenal...automatic add on my show.
GLADYS KNIGHT Next Time (MCA) - Spike's remix is out of this world!
SPHINX What Hope Have I (CHAMPION) - Been playing on import so now that this is out domestically, it should do well.
PHARAO I Show Your Secrets (COLUMBIA) - Lenny Bartolo Mix is the one. On white label.
LOVE HAPPY Message Of Love (MCA) - Don't overlook the Cosmackdub...it's the best one.
LOVE WATCH Wake It Up (G ZONE/ISLAND) - The Aquasonic Ice Rink Mix...interesting record.

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

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

HEIDI LINN, WNNK, Harrisburg
CORONA Baby Baby (EASTWEST/EEG)
SHADES OF LOVE Body To Body (VICTIOUS MUZIK)
EVERYTHING BUT THE GIRL Missing (ATLANTIC) - So I'm late on this one. It's a perfect 25-54 female tune.
SARA PARKER My Love Is Deep (VESTRY)

DEMETRIUS LONG, WORT, Madison
PARIS Outta My Life (PRIORITY) - Nice groove...Paris is all the way live.
I SMOOTH 7 Coolin In Da Ghetto - Phat flowing from I Smooth.
DRU DOWN No One Loves You (RELATIVITY) - Cool samples...watch out for this one.
MOBB DEEP Survival Of The Fittest (LOUD/RCA) - Slick and smooth...will grow on ya.
D.E.E.P. Lockdown - A song for all the Brothers that are on Lockdown.

DAVID GOLD, WPST, Trenton
DIANA KING Shy Guy (WORK GROUP) - From the Bad Boys soundtrack comes this smooth, catchy tune. Big club requests and balances everything out nicely.
SPHINX What Hope Have I (CHAMPION) - Helluva song. I still think the Our Tribe Mix stands out.

'All dance music deserves a chance to be listened to. And if you have a good pair of headphones, use em.'

AC CORRALES, Z99, Syracuse
740 BOYZ Shimmy Shake (CUTTING) - Immediate reaction. Phones lit up after one play. Great house beat over Miami bass lyrics.
MAXX Get Away (CRITIQUE) - I've had the import for about six months but this has phat new mixes.
JUDY CHEEKS Respect (EMI RECORDS) - Is it Aretha? No, it's Judy Cheeks! Nice club record that kicks ass in the mix.
DJ MIKO Hot Stuff (ZYX) - Good follow-up to What's Up. Got great response from females.
Club Chart
April 28, 1995

Breakouts

TRUCE "Pump It" (Strictly Rhythm)  JACKIE GRAM "Absolute" (CRITIQUE)  XAVIER "Purely Sexual" (INTERSCOPE)

Soul IV Real "Every Little Thing" (Uptown/MCA)  ADINA HOWARD "Freak Like Me" (Remix) (Egg)

Club Movers

21 REAL McCOY "Runaway" (Arista)  MACODNA "Beeline Story" (Maverick/Sire/WM)  SLY RAY MARTIN "Your Loving Arms" (Elektra)

54 TECHNORIFIC "Move It To The Rhythm" (EMI)  WATERLILIES "Never Get Enough" (Sire/WB)  HUMAN LEAGUE "Tell Me When" (Elektra)

87 NAUGHTY BY NATURE "Craziest" (Tommy Boy)  DRE "Keep Their Heads Ringin'" (Priority)

18 MONTIEL JORDAN "This Is How We Do It" (DeJ Jam)  JOCELYN ENRIQUEZ "Big Love" (Classified)

23 JUDY CHEKS "Respect" (EMI)  KLEO "I Got Love" (Raging Bull/Dynasty)  LONDON BEAT "Come Back" (Radioactive)

91 DUBSAN DURAN "Whine" (Capital)  KNIGHT, TOWA TEI, VERTICAL HOLD, BARRY WHITE, DJ MIKO, GLADYS KNIGHT, TOWA TEI, TRUCE, BRUCE

15 TERRY HUGHES "Run To Me" (ZTX)  DRE "Budy Bye" (Priority)  "Hot Stuff" (RELATIVITY)

10 D.J. TRUCE "If You Know" (A&M)  TRUCE, VOICE OF THE UNDERGROUND, KAI SOKO, GLADYS KNIGHT, TOWA TEI, TRUCE, ALEX

12 "This Is How We Do It" (DeJ Jam)  "I Got Love" (Raging Bull/Dynasty)  "Keep Their Heads Ringin'" (Priority)

18 MONTIEL JORDAN "This Is How We Do It" (DeJ Jam)  "Big Love" (Classified)

23 JUDY CHEKS "Respect" (EMI)  KLEO "I Got Love" (Raging Bull/Dynasty)  "Craziest" (Tommy Boy)

87 NAUGHTY BY NATURE "Craziest" (Tommy Boy)  "Keep Their Heads Ringin'" (Priority)

15 TERRY HUGHES "Run To Me" (ZTX)  DRE "Budy Bye" (Priority)  "Hot Stuff" (RELATIVITY)
TOTAL
FEATURING THE NOTORIOUS B. I. G.
"CAN'T YOU SEE"

New Reports:
POWER106 Los Angeles
Z90 San Diego
KWIN Stockton

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

FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK

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

“BESIDE EVERY BAD BOY, THERE IS A BAD GIRL.”
PRODUCED BY SEAN “PUFFY” COMBS FOR BAD BOY ENTERTAINMENT, INC.
OKLAHOMA CITY AFTERMATH:
Before the full effects of last week's bomb attack in downtown Oklahoma City could even be assessed, the radio community there began organizing fund raisers and other civic events, galvanizing the community, and helping it begin the slow process of healing its awful wounds.

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

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

TRIBUTES, RELIEF AND RADIO RESPONSES
Around the country, artists and radio stations have reacted to the Oklahoma City bombing with acts of moral support and financial charity, for both the city and its people.

The creative services department at WFLZ/Tampa used LIVE's "Lightening Crashes" as the platform for a tribute to the victims of the bombing. Mixed into the song are actualities from news accounts of the bombing, as well as audio from victims and concert there, scheduled for Wednesday April 26th, to that city's American Red Cross Disaster Relief Fund. With actions like that, there's no need to Mr. SWEET to be "sick of" himself:

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

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

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

Most Added, Including:

Q99-Salt Lake City  WNCI-Columbus  WHMI-Detroit

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

SHAW BLADES

"I'LL ALWAYS BE WITH YOU"

The new single from the album

Hallucination

Produced by Don Gehman, Tommy Shaw, and Jack Blades

Management: Gary Bird/Bulkt Entertainment
This week's most 

CORONA “Baby Baby” (EASTWEST/EEG) 

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

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

BITS ’N BUZZES:
CONGRATS to WB’s BARNEY KILPATRICK! All the details and a press release to follow...Has money been why several high-profile programmers have said “no thanks” to KDWB? Is GM MARC KALLMAN being “coy” with a new leading candidate?..Curb Sr. VP/GM PHIL GERNHARD is leaving the label, citing politics and burnout...Is the Mercury about to rise on the career of Curb Sr. VP/Promo Promo STEVE ELLIS?...Is June 1st a big day on Keith Naftaly’s calendar?...Just call former Capitol AC promo queen LESLIE MARQUEZ Ms. Saigon: she just got back from vacationing in Vietnam!

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

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

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

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

NUTTIN’ NYCE
“Froggy Style”
Already Leaping Onto These Stations:
Z90, WHHH, WHJX, WJJS, KCAQ, KPRR

VIDEO ACTION INCLUDES:

THE BOX
MUSIC TELEVISION
YOU CONTROL

HITMAKERS®
April 28, 1995
• 112,912 Pieces This Week
• Friday Movie Opens This Week
• 1278 Total Spins This Week
• DR. DRE Keepin’ Your Heads Ringin’ This Week:

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AND MORE!
"Sounds better every time we hear it. It fits perfectly with WNVZ's sound."
-Don London, Sean Sellers, WNVZ 35 Plays

"This song is a female magnet."
-Mike Sommers, WSTW 25 Plays

"Our listeners react to this record. Sounds great on the air."
-Jim Reitz, FUN107 25 Plays

shara nelson

down that road

the debut single and video

IMPACT DATE MAY 1