Part II: Interview with TROUT & RIES

PLUS SPECIAL GUEST: DAVE ROBBINS
GROUP PROGRAM DIRECTOR, NATIONWIDE COMMUNICATIONS, INC./PD, WNCI-Columbus
MICHAEL JACKSON

SCREAM

DUET WITH
MICHAEL JACKSON
& JANET JACKSON

CHILDHOOD

(THEME FROM "FREE WILLY 2")

HISTORY Starts Here.

### TOP40 Radio Multi-Format Picks

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

#### MAINSTREAM

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DAVID LEACH NAMED EXEC. VP, MERCURY RECORDS

David Leach has been named Executive Vice President, Mercury Records. This announcement was made by Ed Eckstine, President, Mercury Records.

As Executive Vice President, Mr. Leach will oversee the development of Mercury artists in the marketing, promotion, publicity, sales and video department. He will work closely with Bruce Wendell, executive vice president of PolyGram Music Publishing, and Tom Koppelman, Chairman and CEO of EMI Records Group North America.

Mr. Leach will report to Mr. Eckstine. He has been with Mercury Records for 18 years, serving as Senior Vice President of Mercury's A&R Department since 1983. He has been a key player in the successful promotion of numerous Mercury artists, including Phoebe Snow, Talking Heads, Tony Toni Tone, Kravitz, and many others.

Mr. Leach joined Mercury in 1983 and was appointed Executive Vice President in 1988. During his tenure as Senior Vice President of A&R, he has been instrumental in the development and promotion of a number of Mercury artists, including Julian Lennon, Steve Wonders, and others.

DAVID LEACH NAMED EXEC. VP, MERCURY RECORDS

MCA RECORDS PROMOTES RANDY MILLER TO EXEC. VP/GM

Randy Miller has been promoted to the position of Executive VP/GM, MCA Records. This announcement was made by Richard Palmese, President, MCA Records. Miller was previously Executive VP, Marketing.

Miller says, "It has been a real thrill to work with Randy over the past few years. I have developed an enormous amount of respect for him as an executive and, as a colleague. His creativity and dedication have been key factors in the ongoing success of MCA artists across all formats, and his efforts have greatly enhanced the label's position in the Rock and Alternative music arenas. In addition, he has played a decisive role in the current success of MCA's expanding family of associates labels. Randy's ability to lead and motivate a team of professionals is second to none. He is a true leader and a consummate professional."

As Executive VP/GM, Miller will coordinate the day-to-day activities of MCA Records. Miller will continue to oversee all aspects of MCA Records' operations, including marketing, sales, promotion, publicity, business affairs, creative services, and product management.

MCA RECORDS PROMOTES RANDY MILLER TO EXEC. VP/GM
the rembrandts
i’ll be there for you

Thank you Charlie Quinn and the Y107 staff for your vision!

(Theme from the hit NBC TV series “FRIENDS”)

The new single and video from L.P.

Produced by Gavin MacKillop
Management: George Ghiz for Global Cooking Entertainment

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GRASPING THE MOMENT

Chrysler Corporation, as a promotion, displayed its new cars trackside last month at the Kentucky Derby. With thousands of people in the stands and hundreds of thousands of people watching on TV and closed circuit, it was a great chance for Chrysler to show off. The cars sparkled and glistered as the bright Louisville sun rose above the trees. The drivers drove the cars around the track with no windows down on the automobiles. As the stands filled with spectators, locating their seats and engaging in pre-race festivities, a grounds crew went over to the Chrysler display. Why? Not to polish the chrome or wipe off flecks of dust from the display. Oh no, instead they started pulling a canvas covers up over the front of the cars. Eventually they had all three cars covered in tarp from the hood to the rear of the passenger compartment. Obviously somebody didn’t “get it.” They were afraid that the hot Kentucky sun might fade the upholstery on the display cars so they wrapped them up like three cats exploring grocery bags with just their tails sticking out. True, at post time the crew reluctantly uncovered the cars again for the actual running of the Derby, but that important down-time when all those people are looking around, open to anything they see, was lost.

You won’t read about Chrysler’s promotional blunder in the sports pages, the business pages nor does anyone at Chrysler probably have a clue. I suspect Chrysler cut a deal to have the local dealer display the cars and the dealer was more concerned with getting the cars back intact than any grand promotional opportunity. Unfortunately, this kind of oversight is commonplace in an era of specialization. Each component department is preoccupied with its own specific problems or goals, never grasping the whole.

We’re at the time of the year when all of us are called upon to broadcast from remotes – fairs, sales events and parties. While most of us rationally understand that these are promotional opportunities, we get lost in logistics. Last weekend I went to a balloon race that drew a couple thousand people. A radio station was broadcasting live from an air-conditioned van. The jock was sealed off byplexiglass from the spectators. A pimply-faced intern handed out prize calendars with pictures of the morning man on them. Was it a good remote? The station thinks so, I’m sure. They were live at the scene with signage and handouts. The jock plugged the event with liner cards and talked up all the songs hitting the post perfectly. What more could you ask for, right?

It’s hard to believe, but on one hand, radio stations pay big money to send out plastic listener cards, free money games, phone cards and endless other paraphernalia, just on the chance they might snag some listener awareness. On the other hand, given the opportunity to build your own audience, to face to face with listeners – or potential listeners – we drop the ball. I guess it’s better to park an empty van or broadcast from a sealed broadcast booth at a street fair than it is to do nothing. On the other hand, if what you’re creating is an image of slick plastic and aloofness, it might be better to stay home.

Whether it’s Chrysler Corporation showing new cars into tarps to keep the sun off them, or radio stations sitting in air conditioned fiberglass bubbles to keep the vast unwashed away, it makes no sense.

Eva-angielists reach out and touch the folk...touching them and winning them over. True salesmen are selling their product or themselves. If we strive to achieve the essence of that idea as we’ve gotten more and more “organized” and research-driven. The essence of winning over votes is shaking hands and kissing babies. If those means working up a sweat and getting a sunburn, then so be it.

Tom Shovan welcomes your comments. Call him at (212) 581-3962 or Fax (212) 459-9343.

PAGING VIN SCULLY

Theater of the mind. This is a term most often used to describe the process by which radio communicators utilize words, and the images they convey, to paint pictures in the “minds eyes” of the audience. Whomever, in fact, coined the term “theater of the mind” succeeded not only in describing the concept, but also in using it quite effectively. In the theater, the idea of manipulating language to create virtual visual images in the audiences mind, was translated from a somewhat lofty abstraction, into a clear, crystalline principle. Yet while this definition serves to both describe and exemplify the salient points of the concept, it does nothing to describe how to achieve them.

For purposes of self-clarification, I thought about high school algebra. The basic idea of using specific, proven formulas to quantify unknown variables made absolute, logical sense to me. Yet when applied to real world situations, I found myself overwhelmed, unable to put my finger on the right combination of numbers. It was a frustrating experience and I found myself wondering if there was a set of codified formulas that helped one put their discipline’s over-arching ideals into practice. No such system exists with the amorphous concept “theater of the mind.”

I was thinking of this on the way home last week. “If there are no guidelines or formulas,” I thought to myself, “yet this works for many of the voice teachers…or someone who, through experience, we can learn from.” But who are these teachers? How do I find them? Where do I start?

I thought about the many great morning personalities I’ve heard, and the contemporary programmers who seem to really have a grasp of the “theater of the mind” concept. I tried to get to stay focused on this question, as I made my way through the San Fernando Valley traffic. Looking perhaps, for a bolt of inspiration, I flipped on the radio.

On the way in that morning, I’d spent part of my commute catching up on the news on KABC, the Cap Cities news/talk/sports outlet in L.A. So naturally that’s where my dial was tuned that afternoon. To my pleasant surprise, the station was airing the Dodger game, which was just getting underway. I was one of the few legendary radio play-by-play man oozed from my speakers, (with his signature greeting, “a very good evening to you.”) I realized that I had just found my inspiration, and the perfect “theater of the mind” instructor.

If you’ve never heard Vin Scully call a Dodger game, or any sporting event for that matter, you’ve missed an experience that can safely be described, (no hyperbolic license needed) as sublime. Using anecdotes about current or past players, blurbs on the latest locker-room hijinx, and even a passage or two from the Bible, along described, “the mind” instructor.

Granbury’s home run. I don’t even know if there’s a word for the idea of Granbury’s home run. I don’t even know how you’d describe it. However, when you hear Vin Scully on the air, it all just seems to come so natural, so easy. Listening to Vin Scully share his insights with in a setting so diverse and audience to which they must relate. Anyone who tunes in a baseball game wants to catch the action, and be entertained. And those listeners are 13-year olds and 73-year olds, aficionados (active listeners) and casual fans (passive listeners), the rich and the impoverished, and a whole spectrum in between. In short, the demographic range is huge! At the same time, many Top 40 programmers and announcers complain about not being able to find lifestyle and psychographic commonalities between 18-29 year olds.

Part of Scully’s appeal comes from his creative use of the English language, and his adjectival/verb-as-noun extractions that might bend the Mother-tongue a bit, but serve to truly paint precise pictures of the action on the field. Some examples: a hit ball that shoots off the bat into precise pictures of the action on the field. Some examples: a hit ball that shoots off the bat into...
SOME COW FONQUE
(MORE TEA, VICAR?)

THE HIT THAT’S CROSSING ALL FORMATS.

TOP 40
ADD WPGC
AOR
ADD WVRK
URBAN
ADD WMMJ
HOT ADULT
ADD W KT I

AAA
ADD KSCA
RAP
ADD WSCB
ALT
ADD WDST
CLASSICAL
ADD WUOM
JAZZ
ADD WEAA

COLLEGE
ADD WREK
COUNTRY
ADD WWYZ
METAL
ADD WYZR
NAC
ADD WOTB

Don’t miss their appearance on Late Show with David Letterman, Monday, June 12th

Produced by B. Marsalis.
Manager: Ann Marie Wilkins/Wilkins Management Inc.

Most Added, Including:
WXKS
WPLJ
KPLZ
MIX96
Y100
Q102
B94
Q106
WNCI
KHMX
WRQX
PRO-FM
WTIC-FM
KXYQ
WPXY

Rod Stewart
"Leave Virginia Alone"

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

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

Management: STEELE PHILLIPS
SPANISH FLY

"Crimson & Clover"
39*-34* Rhythm Crossover Monitor

KIIS ADD! - KHKS ADD!

SPINS:
KXTZ 55x KJYK 33x B95 16x
KBFM 45x Z90 30x KZHT 14x
KUBE 44x KZFM 29x WWKX 14x
KTFM 43x KGGI 28x KLUC 12x
HOT97.7 43x Q105 18x KYLD 10x
KKXX 41x WJJS 17x WFLY 10x

HOT CALLOUT AT: KTFM/HOT97.7/KPRR

NEW ORDER

"Bizarre Love Triangle"
NEW ADDS: WEDJ, KBZR, WPST, KLYV, Y97

SPINNING AT:
KHKS, KIIS, Y100, KISF, Q99, KMXV,
WKSE, KRBE, WPLY, WFLZ, WZJM, WKSS,
KHFI, KNIN, KZII, KWTX

SHAW BLADES

"I'll Always Be With You"

SPINNING AT:
KLRQ 44x CK105 28x WKDY 16x WNCI 10x
Q99 36x WVKS 18x WMRV 15x KHTT 10x
KQKZ 35x WTWR 17x WGRG 14x K92 10x
WPXR 29x WRQX 16x KXYQ 14x
WZPK 28x WBLI 16x WDDJ 14x
WVSR 28x KHMX 16x Y107 10x
1. THE REMBRANDTS "I'll Be..." (EASTWEST)
2. SOUL ASYLUM "Misery" (COLUMBIA)
3. ALL-4-ONE "I Can Love You Like That" (BLITZZ/ATLANTIC)
4. ROD STEWART "Leave Virginia Alone" (WARNER BROS.)
5. NELSON "(You Got Me) All Shook Up" (GEFFEN)
6. REAL McCoy "Come And Get Your Love" (ARISTA)
7. BETTER THAN EZRA "Good" (ELEKTRA)
8. CHRIS ISAAK "Somebody's Crying" (REPRISE)
9. DURAN DURAN "Perfect Day" (CAPITOL)
10. EDDIE MONEY "After This Love Is Gone" (WOLFGANG)
11. LA BOUCHE "Falling In Love" (LOGIC/BMG)
12. NICKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
13. PAULA ABDUL "My Love Is For Real" (VIRGIN)
14. YAKI-DA "I Saw You Dancing" (LONDON/ISLAND)
15. CORONA "Baby Baby" (EASTWEST/EEG)
16. JORDAN HILL "Remember Me This Way" (MCA)
17. JON SECADA "Where Do I Go From You" (EMI RECORDS)
18. STONE TEMPLE PILOTS "Dancing Days" (ATLANTIC)
19. BLOOD HOUND GANG "Mama Say" (UNDERDOG/COLUMBIA)
20. JANN ARDEN "Could I Be Your Girl" (A&M)
21. JON B. AND BABYFACE "Someone To Love" (YAB YUM/550)
22. ROSIE GAINES "I Want U" (MOTOWN)
23. RUSTED ROOT "Send Me On My Way" (MERCURY)
Columbia Crusades

SOPHIE B. HAWKINS
"As I Lay Me Down"

MILWAUKEE
WKTI #4 MOST PLAYED, 36 SPINS
SOUNDSCAN SINGLE ADI
#67 - #50 - #30

ORLANDO
XL106, 16 SPINS, NEW AIRPLAY
"TOP 15 PHONES AFTER ONLY 10 DAYS OF AIRPLAY"
ADAM COOK, PD, XL106

CHICAGO
WTMX #7 MOST PLAYED, 42 SPINS
SOUNDSCAN SINGLE ADI
#116 - #113 - #71

GREEN BAY
WIXX #9 MOST PLAYED 20 SPINS
WQLH #9 MOST PLAYED (23 SPINS)
SOUNDSCAN SINGLE ADI
#52 - #33 - #16

OVER 400 HOT 100 SPINS
MAJOR AIRPLAY:
WPST, WNNK, WSTW, WKRZ, WNVZ
WGTZ, WKDD, WMJQ, Y107

Alex Tear
PD, WGRD/Grand Rapids

Career Highlights:
• Everytime a great record arrives...Everytime a great promotional idea develops in Fort of you. Working with so many talented people.

Family:
• Single, 28.

Hobbies:
• Radio, Pez, Radio, Computers, Racio, Hockey, Radio.

Quote:
• "Do we have a shot this week?"

Nominees for Issue 890:

1. MICHELLE STEVENS (PD, WPST/Trenton)
2. MIKE WHEELER (PD, WVKS/Toledo)
3. TOM GARRETT (PD, WZOK/Rockford)

Call your HITMAKERS Account Executive (818) 387-2440
Programmer of the week wins a Sony Walkman™

Vote for your choice.
**Top 40 Disc-overy Club**

**J.J. RICE, MD, 98X,Y, Rochester**

SOUL ASYLUM *Misery* (COLUMBIA) - One of the many big hits just released. One of quite a few new releases we think will be big!

ALL-4-ONE *I Can Love You Like That* (BLITZ/ATLANTIC) - Just what we need right now - Another big ballad from these guys. One should be big!

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - It's really cool. A kick-ass record.

**JOHN CLINE, MD, 894, Pittsburgh**

ROD STEWART *Lootin Virginia Alone* (WARNER BROS.) - I love this. Will be a big one for Rod.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - A smash!

**NICKI FRENCH**

*Total Eclipse Of The Heart* (CRITIQUE) - Doing very well for us. Good sales.

**JOEY GIOVINGO, APD/MD, 897, New Orleans**

CHRIS ISAAK *Somebody's Crying* (REPRISE) - This will become an amazing hit.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Another great one from Mr. Rod. It's as big as it gets.

MUFFS *Sad Tomorrow* (REPRISE) - Real fun-sounding record.

**NEAL SHARPE, PD, JET-FM, Erie**

PAULA ABDUL *Love Is For Real* (VIRGIN) - It was refreshing to hear this new slant in her music. I was pleasantly surprised by the sound of this.

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - Definitely a Top 5 record! There's nothing else I need to say!

**THE CAULFIELDS**

*Devil's Diary* (A&M) - A solid, Modern Rock track!

**RON BEGNAUD, MD, KBIU, Lake Charles**

ALL-4-ONE *I Can Love You Like That* (BLITZ/ATLANTIC) - The biggest babe record of the year.

**MARK RADWAY, MD, KDKU, Eugene**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - On the heels of a #1 sitcom, this is gonna be a #1 record. Instant female hit and a nice comeback for the band.

**JON B. AND BABYFACE**

*Someone To Love* (YAB YUM/550) - Smash from Babyface.

**EDDIE MONEY**

*After This Love Is Gone* (WOLFGANG) - Good job Eddie. Should do well.

**JEFF HUGHES, MD, KNIN, Wichita Falls**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - #1 smash!

**DURAN DURAN**

*Perfect Day* (CAPITOL) - Should have come with this first.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Great follow-up. Will be huge!

**JIM ALLEN, APD/MD, KQCR, Cedar Rapids**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - Automatic hit!

**NICKI FRENCH**

*Total Eclipse Of The Heart* (CRITIQUE) - Huge sales, big phones.

**JILL SOBULE**

*Kissed A Girl* (ATLANTIC) - One of quite a few new releases we think will be big!

**JAY SHANNON, MD, KW, Lubbock**

**NICKI FRENCH**

*Total Eclipse Of The Heart* (CRITIQUE) - Automatic hit!

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - I like this a lot.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Good crossover record.

**SOUL ASYLUM**

*Misery* (COLUMBIA) - Reminds me a lot of Black Gold! Real strong lyrics and a very strong, recognizable sound.

**MATTHEW SWEET**

*Sick Of Myself* (ZOO) - The more times I listened, the more I liked this record. I think the time is finally here for Matthew to really hit!

**ALAN FEE, PD, KZMG, Des Moines**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - Our demo loves the show, which means they're familiar with the song. A good record.

**SOUL ASYLUM**

*Misery* (COLUMBIA) - The song certainly doesn't live up to its title!

**JILL SOBULE**

*Kissed A Girl* (ATLANTIC) - I like it a lot. A good Pop record!

**DAVE CHRISTOPHER, PD, KSLY, San Luis Obispo**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - Another big one.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Classic Eddie Money. Good to see him back.

**BETTER THAN EZRA**

*Good* (ELEKTRA) - Good crossover record.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - #1 record!

**MARK RADWAY, MD, KDKU, Eugene**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - On the heels of a #1 sitcom, this is gonna be a #1 record. Instant female hit and a nice comeback for the band.

**JON B. AND BABYFACE**

*Someone To Love* (YAB YUM/550) - Smash from Babyface.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - I like this a lot.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Good follow-up.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Great follow-up. Will be a big summer record.

**TOM MARTENS, PD, KWXT, Waco**

**ALL-4-ONE**

*I Can Love You Like That* (BLITZ/ATLANTIC) - Great record. Should be huge.

**JIMI JAMM, MD, KOQK, Omaha**

**PETE DROGE**

*Northern Bound Train* (AMERICAN) - Tom Petty meets Armwood.

**LA BOUCHE**

*Failing In Love* (LOGIC/BMG) - Heard this at the Chicago Hitmakers Seminar. Sounds great.

**SOUL ASYLUM**

*Misery* (COLUMBIA) - What misery? We added it!

**JILL SOBULE**

*Kissed A Girl* (ATLANTIC) - This song is also a really strong record.

**SHOULD BE**

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - Hit show, hit song!

**NELSON (You Got Me)**

*All Shook Up* (GEFFEN) - This is a really interesting record.

**JAY SHANNON, MD, KW, Lubbock**

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - One of the best dance records I've heard in a long time. It sounds very familiar and it's got a great beat.

**ALL-4-ONE**

*I Can Love You Like That* (BLITZ/ATLANTIC) - It could be as big as I Swear! Another link with these guys and John Michael Montgomery!

**SOUL ASYLUM**

*Misery* (COLUMBIA) - A good follow-up to Runaway Train. It's got a great hook and even though it rocks, it's not too hard. Very Mainstream.

**MIKE KASPER, PD, KZMG, Boise**

**ALL-4-ONE**

*I Can Love You Like That* (BLITZ/ATLANTIC) - Probably even better than I Swear! After this though, they ought to put a moratorium on this group and John Michael Montgomery recording this same song!

**MELISSA ETHERIDGE**

*Like The Way I Do* (ISLAND) - A total jammer.

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - #1 smash!

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Great follow-up. Will be huge!

**BETTER THAN EZRA**

*Good* (ELEKTRA) - Good crossover record.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - I like this a lot.

**REAL McCoy**

*Come And Get Your Love* (ARISTA) - Great follow-up. Will be a big summer record.

**TOM MARTENS, PD, KWXT, Waco**

**ALL-4-ONE**

*I Can Love You Like That* (BLITZ/ATLANTIC) - Smash. I like this a lot.

**THE REMBRANDTS**

*I'll Be There For You* (EASTWEST) - Hit show, hit song!
OVER 100 STATIONS!
ONE OF THE
MOST ADDED AGAIN!

New adds include:

WZNY  WLAN
WRHT  WBHV
WHHY  WBHT
KQKQ  WYCR
KOKZ  KORQ
WAEB  KQIZ
WNNK  KKFR

KUBE 49x, Q106 15x, Y107 13x,
KLRZ 69x, WWKX 14x, WKSE 21x,
WFLZ 12x, KZHT 24x

OVER 650 BDS DETECTIONS

MONTIEL JORDAN
"This Is How We Do It"

#1 R&R RHYTHM CHART – 5 WEEKS!
#1 BILLBOARD CROSSOVER MONITOR – 6 WEEKS!
SoundScan Top Singles 1* to 1*
SoundScan LP Chart 19* to 16*

Scanned This Week
OVER 70,000 SINGLES SCANNED THIS WEEK!
KASEY CHRISTOPHER, MD, KZUU, Spokane
ALL-4-ONE / Can Love You Like That (BLITZZ/ATLANTIC) - What a great phone story — We spun it a few times last week at night, and now it’s pulling Top 5 phones!

SOUL ASYLUM Misery (COLUMBIA) - Because we’re leaning in a more rhythmic direction, we just don’t play too many of these kind of records. But this is one exception. A real strong song!

BETTER THAN EZRA Good (ELEKTRA) - We’ve been spinning this at night. This kind of song is not really our thing, but this is really working. Good early reaction!

MICHAEL DEAN, APD, OK93, Tri-Cities
CHRIS ISAAK Somebody’s Crying (REPRISE) - Very female-friendly. A real good song.

NINE INCH NAILS Lust (INTERSCOPE) - It’s not overly intense. It’s a soft song from the biggest band in the world!

ROD STEWART Leave Virginia Alone (WARNER BROS.) - A solid Rock song. Listen to the lyrics.

ALL-4-ONE / Can Love You Like That (BLITZZ/ATLANTIC) - This is a #1 record!

FLORIDA VALLE, PD, WXYC, Charleston
REAL McCoy Come And Get Your Love (ARISTA) - A smash! #1 record!!

THE REMBRANDTS I’ll Be There For You (EASTWEST) - Automatic. Already getting requests.

JORDAN HILL Remember Me This Way (MCA) - Good song. Waiting for the movie.

ROD STEWART Leave Virginia Alone (WARNER BROS.) - Rod is back. Good song.

JOSHUA FLEMING, MD, WHHY, Montgomery
DURAN DURAN Perfect Day (CAPITOL) - This is the new one. Already getting requests.

ROD STEWART Leave Virginia Alone (WARNER BROS.) - Rod is back. Good song.

DEE DEE McGUIRE, MD, WIOQ, Philadelphia
THE REMBRANDTS I’ll Be There For You (EASTWEST) - - Instant fan smash. You gotta add it!

ROD STEWART Leave Virginia Alone (WARNER BROS.) - It’s Rod...Females will love this.

BETTER THAN EZRA Good (ELEKTRA) - It’s so catchy. I don’t even know all the words, but I’ve been walking around singing the hook! It’s good!

SOUL ASYLUM Misery (COLUMBIA) - I listened once — I liked it a lot!

DAMON COX, MD, WAPE, Jacksonville
THE REMBRANDTS I’ll Be There For You (EASTWEST) - - Cool song and a hot TV show. What more could you ask for?

SHARA NELSON Down That Road (CHRYSALIS/EMI RECORDS) - Straight-ahead Hop record with adult appeal.

SOUL ASYLUM Misery (COLUMBIA) - Good, good follow-up. Will be huge.

YAKI-DA / Saw You Dancing (LONDON/ISLAND) - Is Abba in the house?

JOHN FLINT, MD, WAVE, Lafayette
THE REMBRANDTS I’ll Be There For You(EASTWEST) - - Smash. Will be huge!

ROD STEWART Leave Virginia Alone (WARNER BROS.) - Rod’s back. Good record.

KID KELLY, MD, WBHT, Williams-Barre
SOUL ASYLUM Misery (COLUMBIA) - Good, good follow-up. Will be huge.

YAKI-DA / Saw You Dancing (LONDON/ISLAND) - Is Abba in the house?

STONE TEMPLE PILOTS Dancing Days (ATLANTIC) - One of the hot tunes out there now.

STEVE HILTON, MD, WBHV, State College
THE REMBRANDTS I’ll Be There For You(EASTWEST) - - The momentum of TV will really push this record.

ADAM ANT Wonderful (CAPITOL) - This is shaping up to be a hit!

WALLY MCCARTHY, PD, WKDY, Utica
THE REMBRANDTS I’ll Be There For You (EASTWEST) - Big show, great record. Will do very well.

ROD STEWART Leave Virginia Alone (WARNER BROS.) - The old Rod is back. Great sound.

ALL-4-ONE / Can Love You Like That (BLITZZ/ATLANTIC) - This is a #1 record!
BON JOVI

this ain't a love song

debuting at radio 5/22

the first single and video
produced by Peter Collins, Jon Bon Jovi, Richie Sambora

management:

(thes days)

cassette single and CD single in stores 5/23

video directed by Andy Morahan

FOR MORE INFORMATION, CHECK OUT THE BON JOVI WEB SITE:
http://www.polygram.com/polygram/BonJovi.html

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DAVE MICHAELS, PD, WKFR, Kokomo

THE REMBRANDTS I'll Be There For You (EASTWEST) - Automatic smash!

STONE TEMPLE PILOTS Dancing Days (ATLANTIC) - Good, good record.

PAULA ABDUL My Love Is For Real (VIRGIN) - A Janet Jackson feel. Just a great record.

PHIL THOMAS, PD, WXML, Dalton

JORDAN HILL Remember Me This Way (MCA) - Good song from the movie, Casper.

THE REMBRANDTS I'll Be There For You (EASTWEST) - A #1 record!

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Hottest request record out there.

TINA SIMONET, MD, WKSS, Hartford

SOUL FOR REAL Every Little Thing (UPTOWN/MCA) - This is a well produced, very mature-sounding record. I think it could be bigger than Candy Rain.

ABLE-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Sounds like a hit much? I think so!

DENNIS DILLON, PD, WXXJ, Chattanooga

THE REMBRANDTS I'll Be There For You (EASTWEST) - Smash of the summer. Instant rotation.

NELSON (You Got Me) All Shook Up (GEFFEN) - Great song. Should fit a lot of stations.

SOUL ASYLUM Misery (COLUMBIA) - This is a very Pop record.

DAVID SKINNER, PD, WLNJ, Lancaster

THE REMBRANDTS I'll Be There For You (EASTWEST) - Smash! Hit show. Instant reaction.

NELSON (You Got Me) All Shook Up (GEFFEN) - Just a good record for these pretty boys.

DIANA KING Shy Guy (COLUMBIA) - Huge sales. The story will be there.

MIKE STROBEL, PD, WXYT, Elmira

JANN ARDEN Could I Be Your Girl (A&M) - Great all-dayparts, mass appeal record.

THE REMBRANDTS I'll Be There For You (EASTWEST) - Hot show record. A pleasant surprise.

SOUL ASYLUM Misery (COLUMBIA) - All-dayparts. Good record.

DON BOWEN, APD/MD, WNCI, Columbus

THE REMBRANDTS I'll Be There For You (EASTWEST) - Sounds like a smash from the hit show Friends.

ROD STEWART Leave Virginia Alone (WARNER BROS.) - Good record from Rod the Mod.

JENNY WILLIAMS The Way You Love (MERCURY) - Good all-around Pop record. Should be there for us.

DIANA KING Shy Guy (COLUMBIA) - Huge sales. The story will be there.

MIKE STROBEL, PD, WXYT, Elmira

JANN ARDEN Could I Be Your Girl (A&M) - Great all-dayparts, mass appeal record.

THE REMBRANDTS I'll Be There For You (EASTWEST) - Hot show record. A pleasant surprise.

SOUL ASYLUM Misery (COLUMBIA) - All-dayparts. Good record.

CHRIS VIAK, Somebody's Crying (REPRISE) - Good song from Chris. Should do well.

DAVE EDWARDS, PD, WNTQ, Syracuse

THE REMBRANDTS I'll Be There For You (EASTWEST) - A very strong record! If this isn't a hit, I'll retire!

ROD STEWART Leave Virginia Alone (WARNER BROS.) - A done deal. It's got that famous Rod Stewart sound.

ABLE-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - I think it's a hit!

SOUL ASYLUM Misery (COLUMBIA) - Another obvious smash.

DON LONDON, PD, WNVZ, Norfolk

BETTER THAN EZZA Good (ELEKTRA) - Testing very well. Should be there.

NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - Strong for us. Will be huge.

LORI ROBBINS, MD, WQGN, New London

LA BOUCHE Falling In Love (LOGIC/BMG) - Very cool-sounding record!

ABLE-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - It's going to be a hit!

ROD STEWART Leave Virginia Alone (WARNER BROS.) - It's just classic Rod - Smash!
Most people know you as adventurous and a bit of a gambler. However, tossing in "Close To You" by FUN FACTORY is anything but a gamble. Already on B96 (72 spins), Hot97.7 (82 spins), KLRZ (68 spins), KKFR (68 spins) and WFLZ (50 spins), and more. New this week: WZPL and Wild107.

Since you're known as being ambitious, it's no surprise that you are drawn to "I Kissed A Girl" by JILL SOBULE. Currently in rotation at MTV (Buzz Clip) and VH1, Sobule is also in strong rotation at KROQ, 99X, WLUM, Y107, B97, and WKBQ. Ten new adds this week at Top 40 including KRBE, WGTZ, G105, and WZUM.

The Scorpion passion which once burned for breaking new records has since sputtered out. LAURA BRANNIGAN's version of "Dim All The Lights" may be exactly what the doctor ordered. Impacting 5/25.

To make your lifestyle and playlist more balanced, you may want to check out the new release from the upcoming Mighty Morphin Power Rangers movie soundtrack, "Trouble" by SHAMPOO. With the massive potential of this film, you may want to act quickly. Already on KDGE Dallas.

Quit ruminating your head into the wrong doors. Your natural impatience will find you searching out the latest BRANDY cut "Red Friend" and putting it into rotation immediately. Always being the brave one, you tend to be on today's best music first (Hot 97, WPGC, 92Q, KRXX, MTV, and more...)

Your tendency to be hard working and artistic is on full blast, and STONE TEMPEL PILOTS's "Dancin' Days" off the gold album "Economies" makes it that much easier. Known as being the loyal one, you're in good company with WHYY, KROQ, 99X, and WZUM.

The great war inside you ends today. You finally realize that "Sweet Louisiana Sound" by BILLY PILGRIM makes a great addition to anyone's playlist. Usually being the talkative one, you may want to spread the news that 350 spins have already been accumulated.

Your current ratings are turning you into a crab. Happiness will be yours when you use your vivid imagination and begin playing "Missing" by EVERYTHING BUT THE GIRL. Exploding out of Miami with both Power96 and Y100 reporting Top Five Phuries & Sales.

Why is the king taking orders from some clown? It's the only reason why you wouldn't be playing the latest single off the country's #1 album "Let Her Cry" by HOOTIE & THE BLOWFISH. By far the phenomenon of the year, Hootie's album has averaged over 100,000 units per week for the past 2½ months. Stop the madness.

Your love for romance will encourage you to ADD the new ALL-4-ONE single... "I Can Love You Like That." Over 100 love-sick programmers have already made this the #1 Most Added record of the week.

Your tendency to be hard working and artistic is on full blast, and STONE TEMPEL PILOTS's "Dancin' Days" off the gold album "Economies" makes it that much easier. Known as being the loyal one, you're in good company with WHYY, KROQ, 99X, and WZUM.
Any of you who’ve worked in small markets probably remember Sunday morning Public Service Programming as some of the better programming on the entire station. In New Mexico, where I first began my radio career, we’d plug in Brother John Rivers on the Power-line every Sunday morning and actually take notes on his smooth delivery. The guy was smooth! The music was contemporary—always positive, and the show was logged as a service to the community from the radio station. However, after Brother John, the quality of programming turned an about-face as we ran the Sunday morning services from Central Baptist Church—LIVE. That also was considered public service. Though to me at the time it seemed more like a disservice. During the week, we—an one PSA an hour, 6am—Midnight. Anything from blood-drives to lost dogs counted as public service in those days, I guess.

When I began working in major markets I realized that as far as public service went, things were pretty much the same. Sunday morning was thrown away to boring public service programs, and although we didn’t actually have to read the PSA’s every hour during the week, they were aired in one form or another. A consultant I worked closely with always referred to public service programming as “throw away” time. I suppose that was because the programs we were running, at the times they ran at, really didn’t have any sort of impact on the audience—except maybe to prompt them to pop in a cassette. If you’ve ever been a News director or Public Service Director during license renewal at a radio station, you know just how tedious it is to prepare your documents for the files. The FCC has strict guidelines concerning PSA’s. It seems that what they want you to run is completely opposite from what your Program Director thinks the audience wants to hear. Especially in younger demo music formats. What 24-year old wants to hear about free glaucoma testing at the nearby clinic? None. So how do you find ways to follow the FCC’s guidelines and also entertain your audience? Here are a few ideas.

For starters, teach your ND or PSA-D to go through every PSA that is sent in, and only to use the ones that directly effect your target audience. Then air them in places where it won’t take away from programming. I suggest doing one in each morning news cast. Then, if you have to air any more throughout the day, have them prerecorded and bury them in the middle of a stop set.

There are also messages that you can create from within the radio station that will count as public service. At WPGC-AM, we ran a PSA at the top of the hour, every hour. Why? Because when you have a format with a lot of negatives, you need to overcompensate with positives. What better way then to have the artists themselves voicing short :10 or :15 second messages that take on the perceived negatives of the format head-on such as staying in school, stopping the violence, practicing safe sex, etc...

Another way to target your specific audience with public affairs is through special programming Outside of the usual Sunday morning time block when listeners are already trained not to listen. KMEM’s Street Soldiers, and WPBC’s Yo! Listen Up are great examples. These are shows that tackle issues effecting the active audience. Listeners are encouraged to call and join in the discussion. And the topics are as endless as the bad news headlines on your local paper. If you can get celebrities to act as guest-hosts, it adds even more to the entertainment value.

Don’t let public affairs be a throw-away. The real key to providing public service programming that the audience finds interesting, and entertaining, is to get inside your listener’s heads and see what they’re interested in, and concerned about. Put some bells and whistles on it. Make it shine as bright as you would any special programming feature on the radio station.

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

In this bus ness of radio, there’s a good chance you’ll eventually work with a programming consultant. He or she is a person who the management has brought aboard to help your station get good ratings and keep them.

Actually when you work with a consultant you often work with a team of support people. Many consultants have programming people who work with them, who have their own area of expertise.

As a jock, as a music director and as a PD, there are ways you can maximize the consultant experience. It’s just like radio in general: you can be used by radio, or you can use radio. It’s the same with your consultant. The third option is that you can waste the experience; which is something that is done too. But, since you’ve read this far, I’m assuming you’re one of the few who are actually trying to get somewhere. That in itself sets you apart and puts you ahead of the crowd, such as it is! As you’ve noticed many of your co-workers are just coasting through life.

As programming great Buzz Bennitt used to say, one of the keys to success is the act of getting noticed. If you’re a jock it’s a good idea that you make a connection with your consultant. When the consultant is at your station, make a point of introducing yourself. Stick a tape in their hand. Give them a call later and ask what they thought of it.

Radio is a business of people. We all tend to move around a bit. There’s a good chance that you’ll be looking for a job someday. The more people you know, the better your chances of getting considered for the jobs you want. Make sure the consultant and their support people are aware of you.

Listen. Your consultant got that position because they have experience with success. Sharing that experience is the name of the game for them. You don’t have to agree with everything they say. But you really should open up and listen.

Colleen Cassidy is the National Music Coordinator for Jerry Clifton’s New World Communications. Colleen does music meetings with Clifton stations on a daily basis in all kinds of markets. “You should simply think about your consultant’s comments. Treat it as educated input coming from someone who is on your side. The biggest mistake I see is that radio people will do their music for the consultant, rather than for their audience.”

Another opportunity to use when working with a consultant is the networking opportunity. Most likely your consultant works with other stations like yours. They have many of the same problems and solutions. Many are testing the same music. As a Program Director and as a Music Director, this is your chance to share ideas, and get ideas from other programmers. By being part of “the group” the ice is already broken, go ahead and call. Most programmers will respond.

Don’t have a consultant? Send some tape, get in touch. Music radio is suffering from a talent drain these days. There’s not a consultant out there who is not on the lookout for a talented broadcaster, one who is trying to get somewhere. Maybe that person is you?

Shands is a 26-year radio vet. He has worked as Program Director at KISS102/Charlotte and WYVE-Kenosha, Assistant Program Director and Air Talent at WYVE/Miami, 1-k5/Miami and 130/Pittsburgh. Mark is currently writer/producer for Jerry Clifton’s new United Stations countdown show, “Top 20 Double-Play.” If you have any comments or topic suggestions call Mark at (503) 233-7848.
Zoo recording artist Matthew Sweet celebrates the sale of over 500,000 units of his third solo album, GIRLFRIEND, after a recent sold-out performance in Los Angeles at The Whiskey. Pictured (l-r): Russell Carter, Sweet's Manager; Matthew Sweet, Lou Maglio, President, Zoo Ent.; and Tom Simonsin, Sweet's Manager.

EMI recording artists Blessid Union Of Souls celebrated the success of the Top 10 single I Believe, with staff members of EMI Records. Pictured (l-r): Eddie Hedges, percussionist; Tony Clark, guitarist; C.P. Roth, keyboardist/associate producer; Larry Stessel, Sr. VP/GM, EMI Records Group; Peter Napoliello, Sr. VP/Promotion, EMI Records Group; Pete Ganbarg, Director, A&R, EMI Records Group; Davitt Sigerson, President, EMI Records Group; Jeff Pence, guitarist; and Eliot Sloan, lead singer.

Mercury recording artist Vanessa Williams takes a break during the video shoot for her upcoming single, Colors Of The Wind, which is set to be the lead single from Walt Disney's animated feature *Pocahontas.* Pictured (l-r): Chris Lopes, Nat'l. Dir. Promotion, Hollywood Records; Vanessa Williams; and Dominic Orlando, Video Director.

A benefit performance by Country artists was held at the House Of Blues for the Cystic Fibrosis Foundation. They helped raise over $70,000. Shawn Parr (left) of Z93 and Faith Hill (second from left), were in attendance to introduce David Mount (center), President and CFO of Warner/Elektra/Atlantic Corporation and his wife Sheri (second from right), Chairperson of the event, who in turn, presented a check to Ed Arnold (right), President of the Southern California/Southern Nevada/Utah Chapter of the Cystic Fibrosis Foundation.

The Beach Boys' Summer of Love, due to hit radio stations across the country this month, is the first single to be released off the "Baywatch" soundtrack on Scotti Bros. Records. In town recently to shoot the "Summer of Love" music video, the Beach Boys joined by Full House star and occasional Beach Boys drummer John Stamos. The clip was directed by Baywatch executive producer Gregory J. Bonann. Pictured (l-r): Chuck Golfo, President, Scotti Bros. Music Group; Al Jardine and Mike Love, Beach Boys; John Stamos; Beach Boys Brian Wilson and Carl Wilson, Gregory J. Bonann and the Beach Boys' Bruce Johnston.

Atlantic recording group Collective Soul recently completed a two-month cross-country arena tour in support of Van Halen. Pictured (l-r): Mark Fischer, Assoc. Dir. of ADR Promotion, Atlantic; Will Turpin and Ross Childress, Collective Soul; Val Azzoli, President, Atlantic Group; Andrea Ganis, Sr. VP, Atlantic; Collective Soul's Ed Roland, Dean Roland and Shane Evans; and Kim Stephens, Nat'l. Promotion Director/A&R rep, Atlantic.
YOU TALK ABOUT BECOMING A "SPECIALIST" IN A CATEGORY YOU CAN BE FIRST IN, RATHER THAN TRYING TO FIGHT YOUR WAY OUT OF THE "MUSHY MIDDLE." TALK ABOUT HOW BEING "NARROW IN FOCUS" CAN ACTUALLY ALLOW YOU TO BECOME VERY "BROAD IN APPEAL."

JACK: It's funny — its the old "big fish", "little pond." If you can't be a dominant player, sometimes it's a lot more profitable to become a big fish in a little pond; as opposed to being a small fish in a large pond. We always tend to say from a marketing point of view, "Its more profitable to be a 'big fish, small pond specialist.'" Just recognize the fact that you are what you are- you're not necessarily ever going beyond that. What you want to do is try to make your pond more popular. That's the trick.

IN YOUR BOOK THE 22 IMMUTABLE LAWS OF MARKETING YOU SAY, "DEVELOP A STRATEGY AND WORK BACKWARD TO MAKE THE PRODUCT FIT THE STRATEGY," ONCE YOU'VE DONE THE RESEARCH, YOU'VE SEEN WHO OWNS WHAT PERCEPTIONS IN THE MARKET, AND YOU DECIDE TO GO AFTER "X" TARGET MARKET — HOW DO YOU GO ABOUT SELECTING THE RIGHT MUSIC TO FIT THE CAMPAIGN STRATEGY?

JACK: Music is tough. You have to find out who you're after: Who is that "set of minds" that you're after. In the music game, you're certainly trying to line up the music that that "set of minds" is certainly going to be most interested in. The trouble with music, is its very easy to copy. Its hard to differentiate off of music because everybody can play the same damn stuff! So in a way, when people who sort of say, "Well I'm going to do my music thing," I say, "Well hey, good luck!", because its like trying to build a position around price. Its very difficult, because everybody has got pencils; they can all mark their damn stuff down if they want. So that's the problem with music — everybody can play the same stuff.

Music is hard, as far as I'm concerned, to differentiate. You can certainly pre-empt things like "Classic" rock or "Golden" oldies. That's fine. You can be the first in the minds to say, "WCBS - 'Golden' Oldies!" You can do stuff like that — that's easier. The problem with current music is that its harder to do because everybody has access to the same stuff.

LET'S TALK ABOUT START UP SITUATIONS. YOU SAY THAT MARKETING EFFECTS TAKE PLACE OVER AN EXTENDED PERIOD OF TIME. AND THAT IN EACH SITUATION, ONLY ONE MOVE WILL PRODUCE SUBSTANTIAL RESULTS. SO WHAT DOES A NEW STATION DO IF IT DOESN'T APPEAR TO HAVE IT very difficult, because everybody has got pencils; they can all mark their damn stuff down if they want. So that's the problem with music — everybody can play the same stuff.

JACK: Sometimes part of the problem is not necessarily the music as much as the way they're packaging it and the way they're presenting it.

"Sometimes part of the problem is not necessarily the music as much as the way they're packaging it and the way they're presenting it.

-JACK TROUT

HIT A HOME RUN ON THE FIRST SWING?

JACK: Sometimes part of the problem is not necessarily the music as much as the way they're packaging it and the way they're presenting it. It very difficult to do strategy because you have to take all of these factors into consideration. You probably need a lot of courage to hold your ground if the ratings show half a point decline, or something like that, when you know in your heart that there's no decline.

IN TODAY'S COMPETITIVE MARKETPLACE, THERE IS INCREDIBLE SHORT-TERM RATINGS DEMAND PLACED ON MOST BROADCASTERS!

AL: Why? Because the rate card they sell off is based on Arbitron.
...Continued From Page 22

to associate what cause gave you what effect.

HOW LONG DO YOU HOLD ON? WHAT ARE YOUR THOUGHTS ON MEASURING LAG FACTOR?

AL: My feeling is its longer than people think. Its not only the lag time on the listener, its also lag time on the diaries, because sometimes people continue to say, “I listen to a certain radio station”, when they really don’t anymore. And then you have to consider how long it takes before they get around to saying, “Oh, now I listen to a new radio station.”

HOW DO YOU TELL THE DIFFERENCE?

AL: I think radio stations should do a lot more “ear to the ground.” And by that I mean get out in the field and talk to people who listen to the radio and just listen to what people say they are listening to and what they are talking about. I don’t think you should base all of your decisions here on numbers alone. I’ve noticed this with marketing programs: When a marketing program is working, it gets a lot of word-of-mouth. It gets a lot of people talking about it. I think the same is true of radio. Take Rush Limbaugh for example. I don’t have to look at Rush’s ratings. I know he’s a huge success. Why? Because there’s a lot of chatter out there. There’s a lot of chatter in the press, so you know people are listening. The ratings are just confirming what you already know.

THAT’S GOOD! SO RESEARCH IS A NICE WAY TO, HOPEFULLY, CONFIRM YOUR INSTINCTS. IF IT DOES; YOU KNOW YOU’RE ON THE RIGHT TRACK. IF NOT, YOU MAY NEED TO RE-EVALUATE SOMETHING -- THE RESEARCH OR YOUR POSITION.

AL: This gets to the issue of if your ratings have declined, let’s say marginally; is it the Arbitron or is this the start of a trend? If you’ve got your ear to the ground, if you talk to enough people, if you’ve got enough feel of the marketplace, you’ll know! You’ll know if its the Arbitron or if its a real down trend, so you’ll know whether to start thinking about making changes or whether you should hold fast. That’s why, I think to complement the Arbitron you should have a few “Earatrons”, which is “ear to the ground” out there.

“EAR-A-TRON!” I LOVE IT!

AS YOU KNOW, I AM A BIG FAN OF TOTAL QUALITY MANAGEMENT. HOW DOES TQM TIE INTO ALL OF THIS?

JACK: Quality management is one of those fads that businesses are into and the mistake they make, is they think that “quality” is the answer. All that quality is good for is keeping you in the game! Today, with heavy competition, that’s openers! You’re in the game with quality. If you’re sloppy and you don’t have quality, you’re gone, because there’s too much competition out there. Its an entry level thing and yet people are running around as if its the “be all end all.” Without the right strategy, forget it!

ITS FUNNY THOUGH, JACK. YOU’RE ASSUMING PEOPLE IN THE MUSIC INDUSTRY ARE WELL VERSED ON QUALITY MANAGEMENT, AND THAT QUALITY MANAGEMENT IS BEING PRACTICED. ITS NOT EVEN BEGINNING TO BE USED.

HERE’S HOW I THINK THE TWO RELATE — TELL ME IF YOU AGREE; YOU BASICALLY SAID THIS: YOU HAVE TO HAVE THE RIGHT STRATEGY FOR THE RIGHT PRODUCT, OR YOU’RE JUST NEVER GOING TO GET OFF THE GROUND. BUT ONCE YOU DO, HOW DO YOU LOOK AT QUALITY MANAGEMENT, IN PART, IS HOW TO GET YOUR OPERATION THROUGH THE DAMN DAY! HOW TO WALK IN THE DOOR, GET THE PRODUCT OUT BY THE TIME ITS SUPPOSED TO, THEY WAY ITS SUPPOSED TO!

JACK: I agree! But remember, strategy first and then quality and operations, second. You’ve got to know what you’re getting out the door. That’s the key.

SO QUALITY MANAGEMENT IS LIKE THE MECHANIC THAT KEEPS THE RACE CAR IN TUNE SO IT CAN CONTINUE TO RUN.

JACK: Absolutely.

LET’S TALK ABOUT YOUR BOOK “HORSE SENSE” FOR A MOMENT. I ENJOYED IT VERY MUCH! IT DIDN’T COME TO QUITE THE PROMINENCE AS YOUR OTHER BOOKS, SO MANY

words, you’ve got to find an idea, a concept, a company or something that, in a sense, allows you to achieve success.

HOW DO YOU GO ABOUT FINDING THAT HORSE TO RIDE? HOW DO YOU KNOW WHEN YOU’VE FOUND IT?

AL: A lot of times its intuition. You see an idea. You see a concept and say, “Hey, that’s going to be terrific!” For example, you might see a company that starts to take off. The last time I looked, there were 2,200 employees of the Microsoft Corporation that were millionaires. 2,200 employees that are millionaires of roughly six or seven thousand people. What are the chances if they didn’t work for Microsoft, I don’t care how talented they are, that they would achieve millionaire status; most of which happened in their twenties and thirties. I would put it to you this way, its rather slim!

So, they were fortunate to work for the right company. But guess what most younger people do when they look for a job — what do they say? “What pays the most?” Isn’t that ridiculous — to take a job that pays the most, instead of taking the job that can do the most for your career! As a matter of fact, almost in a funny sort of way, the salary that you make and the location and even the job that you’re going to be doing is secondary to the potential of the company you’re going to work with.

I think that as you know in the book, we talk about a lot of people who become rich and famous because of another person who had a good idea to be latched on to. Here’s an interesting point: More people get rich because they recognize the good idea, than because they created the good idea.

ON THAT NOTE, THANK YOU AGAIN, SO MUCH, FOR JOINING US FOR THIS EXCLUSIVE CONVERSATION WITH TROUT & RIES. MORE WITH THE “JIMMY PAGE & ROBERT PLANT” OF MARKETING NEXT WEEK IN HITMAKERS!
PARIS

"OUTTA MY LIFE"

IMPACT DATE
MAY 30TH

PRIORITY
10 YEAR ANNIVERSARY
© PRIORITY RECORDS, INC.
**Reazer's Records**

I want to thank Danny Buch and Monte Lippman and Atlantic Records for letting the Reazer roll again at the ROBERT PLANT/JIMMY PAGE concert at The Forum in LA Tuesday night. The show created a sold-out radio station in the venue which served a mile radius with loud speakers throughout the parking lot on 1610AM. They also had people in the parking lot holding signs telling you to tune in to 1610AM as you got off the freeway. The Reazer roared, shocked the box with old LED ZEPPLIN, Jimmy Page and Robert Plant jams. Bruce Tennenbaum did the early show and the Reazer did the late show.

- What's up with Geronimo formerly of WBLS and Boston's WJMN?
- In conjunction with Mercury Records' 50th Anniversary, and as part of the Robert Plant jamz. Bruce Tennenbaum did the early show and the parking lot on 1610AM. They also had people in the parking lot holding venue which served a mile radius with loud speakers throughout the wedding and from the recording studio where Jackson was working on his "Time Live" anchor will talk to Jackson and Presley individually and the hottest record on the air today is the new MICHAEL JACKSON duet OK DOGS, HERE'S THE SCOOP ON THE JAMS"m"
The hottest female rappers ever and the record is right in the pocket! Next SMOOTH "Mind Blowin' on Jive records. SMOOTH has got to be one of the biggest female rap records of the summer of '95!! The video is magnificent!

Michelle Santosuosso & Joey Arbagey/KMEL jumped on it with adds week a Smooth picture page with PDs and jocks from all over the country. 

**OK DOGS, HERE'S THE SCOOP ON THE JAMS"m"**

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<tr>
<th>Position</th>
<th>Artist</th>
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<tr>
<td>1</td>
<td>MICHAEL JACKSON</td>
<td>&quot;Doo Wops&quot;</td>
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<td>JACKSON 5</td>
<td>&quot;Don't Stop 'til You Get Enough&quot;</td>
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<td>BLOODHOUND GANG</td>
<td>&quot;More&quot;</td>
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<td>LIL' KIM</td>
<td>&quot;Lose My Mind&quot;</td>
<td>Def Jam/Island</td>
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<td>MONICA</td>
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<td>Underdog/Columbia</td>
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<td>&quot;Funk On Fire&quot;</td>
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<td>BOBBY VEE</td>
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<td>Virgin</td>
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<td>&quot;Baby Baby&quot;</td>
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<td>&quot;Take Your Time (Do It Right)&quot;</td>
<td>S.O.S.</td>
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**JAM TRANSPORTER**

-鹪鹩’s Daydreams Jukebox (Brian Binney)
- Lease Me A Band (Cam Moscovitz)
- P.O. Box 2040, Santa Monica, CA 90405
- (213) 451-8787

**Most Disc-overed for this issue**

1. ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC)
2. JODECI Frek n' You (UPTOWN/MCA)
3. SHAGGY Boombastic (VIRGIN)
4. TONY THOMPSON I Wanna Love That (GIANT)
5. BLOODHOUND GANG Mama Say (UNDERDOG/COLUMBIA)
6. MAX-A-MILLION Take Your Time (Do It Right) (S.O.S.)
7. LA BOUCHE Falling In Love (LOGIC/IMG)
8. SOLO Heaven (A&M)
9. SF SPANISH FLY Crimson & Clover (WARNER BROS.)
10. FUN FACTORY I Wanna B With U (CURL/BALTIMORE)
11. NUTTIN' NYCO Froggy Style (JIVE)
12. 2PAC So Many Times (INTERSCOPE)
13. AFTER 7 Till You Do Me Right (VIRGIN)
14. BRIAN McKnight Crazy Love (MERCURY)
15. CLETOS ESCOBEDO If You Had A Clue (VIRGIN)
16. THE D&D PROJECT 2 Pass It (ARISTA)
17. E 40 Sprinkle Me (JIVE)
18. FLORIDA BOYZ Backyard Party (BELLMARK)
19. FRANKIE KNUCKLES I/Adae Too Many Fish (VIRGIN)
20. JANET JACKSON One More Chance (VIRGIN)
21. MoKenStef He's Mine (OUTBURST/DEF JAM)
22. SMOOTH Mind Blowin' (JIVE)
23. U.N.V. So In Love With You (MAVERICK/WARNER BROS.)
JOEY ARBAGEY, MD, KXMK, San Francisco
SEAL Kiss From A Rose (WARNER BROS.) - 100% positive response on my 'Pick To Click.'
AFTER 7 I'll Do You Right (VIRGIN) - Babyface produced. A KMEL natural.
The D&D PROJECT I'll Face It (ARISTA) - Props to Hoose Garrett, this track is the shit.
SMOOTH Mind Blowin' (JIVE) - Another Jive star in the making.
CAMILLE CASHWELL, MD, 92Q, Baltimore
SOLO HEAVEN (A&M) - Fresh flavor.
TLC Kick Your Game (ARISTA) - Phat!
ERIK BRADLEY, MD, B96, Chicago
MAX-A-MILLION Take Your Time (Do It Right) (S.O.S.) - Check it out!
REMBRANDTS I'll Be There For You (EASTWEST) - Just a GREAT song!
SOUL ASYLUM Misery (COLUMBIA) - This is also a GREAT song!
JON Jon My Ding Dong (JASPER STONE) - Quickly becoming a street anthem.
Pete JONES, PD, HOT105, Modesto
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Grand slam!
KUT KLOSH (JIVE) - Growing and getting stronger. Requests and sales Top 10.
SELENA Missing My Baby (EMI RECORDS) - #1 request, hands down.
JAZZY JIM, MD, HOF77, San Jose
LUNIZ I Got Five On It (NOO TRYBE/NOTE/VIRGIN) - Blowin' up!
JOE MAE Promise My Heart (AFTER DARK) - Good Freestyle dance.
BLOOD HOUND GANG Mama Say (UNDERDOG/COLUMBIA) - Fun record everybody will like.
MASTA ACE The I.N.C. Ride (DELICIOUS VINYL/CAPITOL) - Puts a little base into the mix.
GREG HEAD, MD, KBXX, Houston
2PAC So Many Tears (INTERSCOPE) - Huge word-of-mouth on the streets. Tons of calls off mix show play.
E 40 Sprinkle Me (JIVE) - Big phones and huge word-of-mouth.
HEATHER B. All Glocks Down (PENDULUM) - Cool street record.
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Killer jam!
MARI LOU, MD, WOCQ, Ocean City
JANET JACKSON One More Chance (VIRGIN) - It's hot!
JODECI Freakin' (UPTOWN/MCA) - #1!
CHARLIE MAXX, APD/MD, KZFM, Corpus Christi
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - This song is self explanatory.
FUN FACTORY I Wanna Be With U (CURB/ATLANTIC) - Another smash!
LUCY BARRAGAN, MD, Q103, Oxnard
SHAGGY Boombastic (VIRGIN) - Must check out the Sling mix. Very smooth.
JODECI Freakin' (UPTOWN/MCA) - #1!
SOLO HEAVEN (A&M) - Sounds like a remake, but not a remake.
MAXX Get Away (CRITIQUE) - Cool dance!
SCOTT WHEELER, PD, WHHH, Indianapolis
TONY THOMPSON I Wanna Love Like That (Giant) - Good springtime, summertime jam.
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Smash! Can't say anything more about it.
JODECI Freakin' (UPTOWN/MCA) - Great nighttime song. Good female phones already.
JANET JACKSON One More Chance (VIRGIN) - It's hot!
CHUCK HEAD, MD, KDWB, Minneapolis
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Huge record.
BLOOD HOUND GANG Mama Say (UNDERDOG/COLUMBIA) - Great record.
NUTTIN NYCE Froggy Style (JIVE) - Pickin' up early phones.
Mickey Johnson, PD, WHJX, Jacksonville
KISS KRUSH So Many Tears (INTERSCOPE) - Huge record.
JODECI Freakin' (UPTOWN/MCA) - Heroic.
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Sounds like a natural.
TONY THOMPSON I Wanna Love Like That (Giant) - Put it in with no hesitation.
SHAGGY Boombastic (VIRGIN) - Starting to blow up!
DAVID LEE MICHAELS, PD, WJJS, Roanoke
SHAGGY Boombastic (VIRGIN) - Dancehall works for us, but with Marvin Gaye hook it's locked up. New school/dancehall to school.
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Smash!
HORSE RANEY, MD, WJMH, Greensboro
SHAGGY Boombastic (VIRGIN) - Check it out!
JODECI Freakin' (UPTOWN/MCA) - Good song.
Wookie, APD, WOCQ, Ocean City
BROWNSTONE Grapevine (MJJ/EPIC) - Great remixes. Check them out.
D'ANGELO Brown Sugar (EMI RECORDS) - Great. Like old Marvin.
LUNIZ I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN) - I've got 10 on it!
SHAGGY Boombastic (VIRGIN) - It's all that and a wooked, wooked wack.
MARI LOU, MD, WOCQ, Ocean City
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC) - Killer jam!
SHAGGY Boombastic (VIRGIN) - Killer for the summertime.
TONY THOMPSON I Wanna Love Like That (Giant) - Started to get some phones.
JAY STEVENS, PD, WPAG-FM, Washington, DC
GODMOTHER Don't Take It Personal (ROWDY/ARISTA) - You thought Brandy was big. Wait till this little girl grows up!
JODECI Freakin' (UPTOWN/MCA) - Gonna be huge! Another Jodeci smash!
BLOOD HOUND GANG Mama Say (UNDERDOG/COLUMBIA) - Mama won't let me say how large this record is!

26

May 19, 1995
FRANKIE KNUCKLES featuring ADEVA

TOO MANY FISH

from the forthcoming album
WELCOME TO THE REAL WORLD

EARLY BELIEVER:

HOT 97
WHERE HIP HOP LIVES

Executive Producer: Judith Weinstein
"Too Many Fish" produced by Frankie Knuckles for Def Mix Productions and Danny Madden for We Thang Productions, Inc. Frankie Knuckles management: Judith Weinstein ©1995 Virgin Records America, Inc.
Radio promotions is probably one of the few fields where the employees usually dread three-day weekends. Time off? Hell no. More work? Hell yeah. Unfortunately, there are still a lot of people doing promotions in radio who think of it as a job. (Do you hear a Navy recruiting slogan coming up?) I was one of the few people who actually looked forward to getting out of the station and doing promotions and events on the weekends, both two-day and three-day. Why? It beat sitting around the office discussing proposals with the sales people. And generally whatever I was going out to do was more fun then whatever my friends were doing that weekend. And not only did I get into the concert/club/festival/fair/ball game for free, but I was getting paid to sit around, greet people, hand out balloons, giveaway t-shirts, get a tan, scope on the women, and drink free beer that I'd bribed a vendor with a pair of movie tickets for. More people in radio need to have that mindset. If you're not having fun, quit. You can make more money bussing tables at Chili's. Seriously.

While radio promotions can keep you flying all year, undoubtedly the Summer is the busiest season. And it starts and ends with three-day weekends: Memorial and Labor Days. These can be great promotional opportunities if approached correctly. And to do that, you've got to crawl inside the heads of your audience. What are they thinking about on Memorial Day Weekend? Two words: Leisure and Vacation. Your station needs to present that feeling to everyone that you do throughout the weekend. Getting on the air, screaming and being really crazy will run absolutely opposite to what everyone is doing and thinking.

"The three-day Summer weekends are actually pretty easy to plan for," says Jay Stone, PD at 94.1 Jamz in Las Vegas. "It's the ones in between that are difficult. With stuff like Memorial Day, there's a vibe to pick up on and then just work off that," adds Stone. Music features are one way to break the monotony and have always been successful with spicing things up. AOR has done a lot of "Rock 'N Roll A To Z type features on Memorial Day as a lead-in to their Summers. Top 40 traditionally has done well with countdowns like "The Memorial Day 500." Besides being listenable and a break from the norm, you can also add a contesting element and make people track the hits for a major Grand Prize.

Another oldie but goodie has been the Undie 500, a Memorial Day event that has listeners in their underwear, riding trikes in a race. I did this once back in the late 80's and got some decent press out of it. If it hasn't been done in your market in the last four or five years, it might be fresh enough to be reprised.

This is a big vacation weekend, and in many markets people flee town on Friday afternoon for a few days away, unwinding and relaxing. Just because they've left town doesn't mean that you can't do anything with them. Taking over a gas station on Friday and filling people up with free gas would be one idea. What's the big thoroughfare that everyone uses to get out of town? Set up at a rest area halfway to your market's vacation destination and do a pit stop promotion. Fill their coolers with free ice and soda. If I was doing this in the Midwest where everyone heads north to go fishing, I'd be there with free bait. Yes, bait. Know your market, Or memberships to fitness clubs as a Summer kickoff on Memorial Day Weekend. The other thing that people do this weekend is they barbecue. So if you gave away grills, meats, soda and a wacky barbecue apron, that would work.

Keeping the vacation/leisure mindset in mind, what are you going to do for giveaways on Memorial Day Weekend? Baseball season is back in full swing (as opposed to bunt) so that might be an option. KQKQ is in Omaha where the college world series is on deck (okay, I'll stop with the metaphors). "We always do a 'Diamonds Are Forever' weekend of giveaways that ties in with the series," says Karen Menke with KQKQ/Sweet 98. Hourly winners get tickets to the games and qualify for a real diamond. This is easily changed to fit pro ball if you've got a team in your market. I've seen stations do very successful giveaways of swimsuits, tanning sessions and

"With stuff like Memorial Day Weekend, there's a vibe to pick up on, and then just work off that."
-Jay Stone, 94.1/KXTZ Las Vegas
MoKenStef

"He's Mine"

Add Date: May 30th

Already on at KMEL & KKBT

and 55 other Leading Urban Stations
All You Need

Most Added Rap Record
At Rhythm Crossover:
WJMN Add  KXTZ Add
WOVV Add  KPRR Add
WHHH Add  KHTN Add
WBBM Add  KHQT Add

496 BDS Detections

ON AT:

SOUNDSCAN TOP SINGLES
Entered #161 to #4 now #2
R&R RHYTHM MONITOR
#33-#28*

Yo MTV Raps

#1 at The Box

"All I Need..."

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

What else could you need?

HOT97  WJMH  KMEL  WPGC
92Q  KBXX  KKB T  WJJS
WHJX  KKSS  KI X106  WOCQ
KCAQ  WJMN

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MIX SHOW

NEW IN THE MIX

COLUMBIA RECORDS PRESENTS THE

MIX SHOW MIXER OF THE WEEK!

TONY B.

POWER106

Los Angeles

CAREER HIGHLIGHTS:
- Moving to LA in '84. Billboard No. 1 hit in '87 & '88
- KISFM record director in '90
- "Disco Mac"/"I've Got Love"/"Respect"/"Body To Body"/"Heartheat"/"Craziest"
- "Respect"/"Craziest"/"Keep Their Heads Ringin"
- "Respect"/"I Got Love"/"Baby Baby"/"Runaway"
- "Baby Baby"/"Runaway"
- "Runaway"
- "I Got Love"
- "Keep Their Heads Ringin"
- "Respect"
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**AS THE VINYL SPINS**

By Oscar Merino

Back to regular music coverage this week. A lot to write about, so stay with me. You can run, but there's...

**NO WHERE TO HIDE**

The single by DJ Pooh & Threat on Da Bomb Records is some home grown L.A. Hip Hop that's getting the support out the box from Steve Perez at KCAQ in Oxnard, Roggs at Z90 in San Diego, Nasty Nes at KCMU in Seattle, The Ruffnecks at Power 106 L.A./KJYK Tucson and Nardone and EMA at The Beat. Don't wait, need to check for Key Kool & Rhythmic Can U Hear It, a cool track that tells it like it is these days in Hip Hop, and I agree with what your saying Kool. If you want a heavier, kickin' beat with a dark bass line, check E-Mc5 with Key Kool, Rhythmic, Ras Kass, Mean Green, LMNC and Voodoo! Frankenzen at KMEL, Nes at KCMU, and Roggs at Z90 are all giving it some spins. If you need some vinyl get with DJ Pooh at Up Above Records -310 549-4696. Making mad moves with The Bloodhound Gang as Racer is Strazza, Blair, Walk, , Reiner, and all the local. Big shout out to Columbia Chicago locals Dave Show, are one of my favorite UWVs. The entire Columbia gang had a great week bringing in WERQ KBXX, WWVX, WILD107 and WPSC on Moma Sway this week. Strazza played me the remixes of Big L's MVP, and all I gotta say is make sure you get yours, as drops, do sit the bench! Baka Boyz makin' noise with the remix of Rollin Wit Donz, being talked about on the conference call by Z90's James "Mom, Wake Me Up At Noon" Dee, and KPRR's Frank E.D. Pendulum's Wendi Cermack sent over some slammin' remixes on Lord's What I'm After with a guest appearance by... well, you figure it out. Other Hip Hop cuts makin' noise: Mad Lion Own Destiny Of Dirty Bastard Shimmey Shimmey Ya, Luniz I Got 5 On It, Skee-Lo I Wished Mic Geronimo Masta I.C., and The Coup Fat Cats, Bigga Fish is still kick'n.

**JUMPING FOR JOI**

Eighthball's Joi Cardwell brought her sweet vocals to L.A. and did a show at Does Your Mama Know. Hitmakers Associate Director of Mix/Club David Feldsi went to check out the show and came back with nothing but positive comments. According to Felch, he rocked the crowd with her well known dub hits (Club Lonely, Trouble, Jams For Joe), as well as doing her new cut, One Is Full Of Touch, L.A.'s got plenty of love for soulful, vocal artists. David also said the the DJ's were far less that that night. Iggy Vasquez, Marques Wyatt, and Tony Largo, Good job fellas, keep that real House vibe alive, cause I heard other parts of the country are a little under the weather!

**EASS SYMPHONY FEATURING JA NELL**

is out now on One Planet Records, the cut's called Deep Side and any mix show DJ's programming Dance music in their sets should get with Iggy or Michael at One Planet to get their copy at 818-982-1198. This record sold out at Prime Cuts in L.A. in two hours, and is getting mix show play out of the box form Richard "Humpy" Vission at Power 106, DJ Grooves at Z90, Steve Perez at KCAQ, Julian 'Jumpin' Perez at B96, and Joseph Friar at KVIC! That's all for this week, time to go home and get on those 1200's - you dig!!

Peace to u the vinyl junkies!!!

**Most Disc-overed**

for this issue

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

**COMMON SENSE** *Resurrection* (RELATIVITY)

**DEEP FOREST** *Marta's Song* (JIVE)

E-40 *Sprinkle Me* (JIVE)

**FUNKDOOBIES** *Dedicated* (IMMORTAL)

**JAMIROQUAI** *Return Of The Space Cowboy* (WORK)

**JUNIOR FLEX** ft. **LINDA RICE** *Work That Love* (SOS)

**INI** *KAMOZE* Listen Me Tic (EAS-WEST)

**FRENSKIE KNuckles** ft. ADIVA *Too Many Fish* (VIRGIN)

**THE LUNIZ** I Got Five On It (VIRGIN)

**MAD LION** Own Destiny (NERVOUS)

**MASTA ACE** The I.N.C Ride (DELICIOUS VINYL/CAP TOL)

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

OL' DIRTY BASTARD Shimmey Shimmey Ya (ELEKTRA)

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

**SPHINX** What Hope Have I (CHAMPION)

**STAXX YOU** (COLUMBIA)

R.H.V, presents **SUGAR** The Feeling (AQUA BOOGIE)

TOTAL ft. NOTORIOUS B.I.G. Can't You See (TOMMY BOY)

**VANESSA WILLIAMS** The Way That You Love (MERCURY)

YAKI-DA I Saw You Dancing (LONDON/ISLAND)

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**THE GOOD GUYS; (L-R) Acua Boogie's Jauder "I Think I Can Fit Another Burrito Into My Diet" Lugo, Richard "I Got That Feeling" Vission, and John "Mama Say I Could" Strazza hanging cat at Shelter in Chicago."
with a new US single quite different from their previous Techno tunes. Now Mix'! Shit is slam'n!!

BARBARA DOUGLAS Shine (STRICTLY RHYTHM) - Check out the 'Strictly Club Armand's mix is the one to check out!

YAKI-DA I Saw You Dancing (LONDON/ISLAND) - All cuts have potential, but the DJ GROOVE, Z90, San Diego

YELLO Tremendous Pain (MERCURY) - What can you say about Yello except 'It's time offering more diversity in mixes. David Morales gives us a slammin' House mix along with a well done Dance Hall mix.

SHABBA RANKS Shine It (EPIC) - Great dancehall featuring vocals by Mykal Rose, formerly the lead singer for Black Uhuru.

YELLO Tremendous Pain (MERCURY) - Shit is Phat!

HIPPIE CULTURE Believe It (CNS/MIC MAC) - Don't let the name fool you & don't get caught without it.

2PAC Dear Mama (INTERSCOPE) - Give this record a shot.

NOTORIOUS I Love My Music (MCA) - Great party or should I say Bootie record. Samples of Tag Team's 'Party People'

MOBY Everytime You Touch Me (ELEKTRA) - Talk about a fast record! I've had it work! BPM is timed down and the new synth lines are hot.

R.H.V. Presents SUGAR The Feeling (AQUA BOOGIE) - I have been hearing about this track for so long that we all know what's going on. The party will leap off. You record onto the air and just watch the phones...it made ours go crazy.

TERENCE TOY, KKB, Los Angeles

JOI CARDWELL Love & Develop (EIGHT BALL) - From the album THE WORLD IS FULL OF TROUBLE: the George Morel Club Mix is an excellent chord progression.

TOWA TEI F/Joi Cardwell Lux Connection (ELEKTRA) - If you can hang with NJ Swing play the album version, if not look hard for the M.A.W. remixes.

BASS SYMPHONY f/Jai Stone Liquid City Mix is a serious deep mix.

DJ BLADE, KJYK, Tucson

SUMMER OF LOVE Watch It Up (G ZONE/ISLAND) - Play this cut to wake your ass up into the night.

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DJ DISCIPLE f/Dawn Tallman I'll Do Anything (SMACK) - The record is slammin'!

MIGUEL PLASENCIA, KMAX, Pasedena

MARY J. BLIGE I Love You/Mary's Joint (UPTOWN/MCA) - Party wouldn't be out! P.S. Congrats to my Nigga' E-40 who went gold.

BASS SYMPHONY f/Jai Stone Liquid City Mix is a serious deep mix.

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BILL MILLMAN, KISSIO2, Syracuse

VANESSA WILLIAMS The Way That You Love (MERCURY) - The song was good...these remixes are great. This is a great radio record. We will definitely hear a lot more of 20 Fingers and Armand Van Helden do great remixes.

MAD LION Own Destiny (NERVOUS) - Always been a Mad Lion person so this is a pimp thang. His puffin' it down on this one!

URBAN DISCHARGE f/She Drop A House (DIG IT) - Pretty cool little House track with some good vocal samples...check it out.

ROMANTHONY Ministry Of Love (AZULI) - Featuring the ever-so-lovely Yvonne -former lead vocalist for Jomanda.

YVONNE Everybody (MAW) - Look out for this soon to be released scorcher featuring the ever-so-lovely Yvonne-former lead vocalist for Jomanda.

ROMANTHONY Ministry Of Love (AZULI) - Uplifting, positive and chock full of Malcom X samples. The breakdowns give any size room total immersion.

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<thead>
<tr>
<th>Artist/Music Title</th>
<th>Label/Source</th>
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<tbody>
<tr>
<td>House mixes are the best!</td>
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<tr>
<td>YAKI-DA / Saw You Dancing</td>
<td>LONDON/ISLAND</td>
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<td>Our station already has this in Vocal Breakdown!</td>
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<td>FAST EDDIE &amp; DJ FUNK</td>
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<td>Pump It Up (WHITE LABEL)</td>
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<td>This cut is going to be huge in the mixshows! Creating a tremendous buzz in Chicago.</td>
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<tr>
<td>JOEI MAE</td>
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<td>Promise Me Your Heart (AFTER DARK)</td>
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<tr>
<td>This song is getting major play on my mixshow and serious radio potential!</td>
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<tr>
<td>STEFANIE BENNETT</td>
<td></td>
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<td>I'll Never Forget You (TAZMANIA)</td>
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<td>Plain and simple, it's just a good freestyle song, understand?</td>
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<tr>
<td>THA RUFINEX</td>
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<tr>
<td>KPWJ &amp; KJYJ</td>
<td>Los Angeles &amp; Tucson</td>
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<tr>
<td>GRAND PUBA</td>
<td><strong>Like It</strong> (ELEKTRA)</td>
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<td>This is the most beautiful hip Hop Record I've heard all year! Big ups to Mike Jones...stay in touch, bro! For real.</td>
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<td>MIC GERONIMO</td>
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<td>Master I.C. (BLUNT)</td>
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<td>Buckwild proves that you grow better with time.</td>
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<td>MCL BLIGE</td>
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<td>I'm Goin Down (Ramp)</td>
<td>UPTOWN/MCA</td>
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<td>This shit is bangin! I don't give a fuck what anybody says! Hip Hop on the next level!</td>
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<td>MAD LION RAPID TING LP (NERVOUS)</td>
<td><strong>Yo</strong>, this album is a must have. Lion gets major props for doing his &quot;Ting.&quot; The beats and production are phat as fuck! Don't sleep on this one. Some of my personal favorites are Bad Luck and Own Destiny. What's up to my man Nick at Nervous?</td>
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<tr>
<td>NAUGHTY BY NATURE</td>
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<td>POVERTY'S PARADISE LP (TOMMY BOY)</td>
<td>Major props to the Naughty Camp on an album well done. Production is great, from smooth laid back tracks like Feel The Floor to hard, rugged tracks like City of DC - Yo! You can't front on these kids. I see a few songs on the album that have major potential on being smashers like their earlier hits, so be sure to check it out. Props on it. A Shut Out track, that's a great idea. Much Love! Peace out to Victor and Scoop at Tommy Boy.</td>
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<tr>
<td>DJ MIDIMACK</td>
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<td>KSQ. Brawley</td>
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<tr>
<td>IMPULSE</td>
<td>Pump It Up Louda (MIC MAC)</td>
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<td>Clear the dance floors because Midimack is on a dance mission! This cut is THE JAM. For those of you into Hip House this is a 'must have' record with a hook that doesn't stop, so PUMP IT UP LOUDA! Thank's Josel, wanna dance?</td>
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<tr>
<td>R.B.L. POSSE</td>
<td>Bluebird (IN A MINUTE)</td>
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<td>Ah yeah! These Bay Area homies have another slammin' cut too. If you slept on their last cut Bounce To This, don't get caught sleeping on this one because these boys are pumpin' out some phat shit.</td>
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<tr>
<td>OL' DIRTY BASTARD</td>
<td>Shimmy Shimmy Ya (ELEKTRA/EEG)</td>
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<td>I can't get enough of this record. I've made it a point to play this record every week since I've gotten it. It's phat and all that, on the East Coast tip.</td>
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<tr>
<td>DJ D STREET</td>
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<td>KSJ, San Antonio</td>
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<tr>
<td>WARREN G.</td>
<td>So Many Ways (DEF JAM/JAMISLAND)</td>
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<tr>
<td>This is a 'must have' record with a hook that doesn't stop, so PUMP IT UP LOUDA!</td>
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<tr>
<td>NONCE</td>
<td>Bus Stop (AMERICAN)</td>
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<td>If you liked mix tapes, you're gonna love this one. Straight butta.</td>
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<td>BIG L MUP (COLUMBIA)</td>
<td>Hey, if Rap was a game, Big L would be MVP (the one. Straight butta.</td>
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<td>MACK 10</td>
<td>Fox Life (PRIORITY)</td>
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<tr>
<td>MAD LION</td>
<td>One Destiny (NERVOUS)</td>
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<td>NAUGHTY BY NATURE</td>
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<tr>
<td>LEONARD TRUJILLO</td>
<td>KSYM, San Antonio</td>
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<tr>
<td>MILLENIUM Vol. 1 EP (CUTTING)</td>
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<tr>
<td>ROMANTHONY</td>
<td>Ministr Of Love (AZUL)</td>
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<td>BROTHERHOOD OF SOUL</td>
<td>I'll Be Right There (STRICTLY RHYTHM)</td>
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<td>SYNC Hour (UNDERGROUND CONSTRUCTION)</td>
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<td>AFRICAN OPERA</td>
<td>Che Life (4 LIBERTY)</td>
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<td>DIAMOND DEE</td>
<td>KWIN, Stockton/Modesto</td>
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<tr>
<td>MACK 10</td>
<td>Fox Life (PRIORITY)</td>
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<td>BLOOD HOUND GANG</td>
<td>Mama Say (UNDERDOG/COLUMBIA)</td>
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<tr>
<td>TOMMY THOMPSON</td>
<td>Wanna Love That (GIANT)</td>
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<tr>
<td>SHAWN PHILPS</td>
<td>KXHT, Salt Lake City</td>
</tr>
<tr>
<td>JUNIOR FLEX 6</td>
<td>Linda Rice Work That Love (S.O.S.)</td>
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<tr>
<td>And you don't stop...SOS never will...now with this huge #1 radioclub smash. Vocals by Linda Rice (out of Control fame).</td>
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<tr>
<td>ROZALLA</td>
<td>You Never Love The Same Way Twice (EPIC)</td>
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<td>She's back and better than ever, double pack and a hook you'll be singing all day! Don't be the last to jump on this!</td>
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<td>R.H.V.</td>
<td>Presents SUGAR</td>
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<td>The Feeling (AQUA BOOGIE)</td>
<td>I've said it before and I'll say it again, this should be #1 on dance charts across the country...check the Vocal Breakdown!</td>
</tr>
<tr>
<td>TRUCE</td>
<td>Pump It (STRICTLY RHYTHM)</td>
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<tr>
<td>Just like the title, Pump It. Soulful House along with dips to die for. Will work the crowds!</td>
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<tr>
<td>YAKI-DA</td>
<td>Saw You Dancing (LONDON/ISLAND)</td>
</tr>
<tr>
<td>Our station already has this in regular rotation...and it's hype in the Clubs. Can you hear it? It's oh so sweet! House mixes are the best!</td>
<td></td>
</tr>
<tr>
<td>JAM-MASTER D, KZRB, New Boston</td>
<td>LUNIZ / Got Fire On It (NOO TRYBE/C-NOTE/VIRGIN) - Most requested to be on Mix and it was just added!</td>
</tr>
<tr>
<td>TOODY TEE</td>
<td>Just No Good (THUMP)</td>
</tr>
<tr>
<td>A must on a mix show.</td>
<td>PROPER DO'S Sumthin' Ya Bump (Rhino) - Real Funky.</td>
</tr>
<tr>
<td>HOHMAN &amp; HARRIS, Pittsburgh</td>
<td>VANESSA WILLIAMS The Way That You Love (MERCURY)</td>
</tr>
<tr>
<td>ROZALLA</td>
<td>You Never Love The Same Way Twice (EPIC)</td>
</tr>
<tr>
<td>MARY J. BLIGE</td>
<td>You Bring Me Joy (LONDON/ISLAND)</td>
</tr>
<tr>
<td>INI KAMOZE Listen Me Tie (WESTMIX)</td>
<td></td>
</tr>
<tr>
<td>SHARA NELSON</td>
<td>Down That Road (CHRYSAIS/EMI RECORDS)</td>
</tr>
<tr>
<td>RICHARD 'Humpty' VISSON</td>
<td>POWER100, Los Angeles</td>
</tr>
<tr>
<td>CRYSTAL WATERS</td>
<td>Relax (MERCURY) - Someone sneaked me an acetate and this one could be as big as 100% Pure Love.</td>
</tr>
<tr>
<td>SMICKY TWEAKEN</td>
<td>Jump For Jal (EIGHT BALL)</td>
</tr>
<tr>
<td>SPHINX</td>
<td>What Hope Have I (CHAMPION)</td>
</tr>
<tr>
<td>YAKI-DA</td>
<td>Saw You Dancing (LONDON/ISLAND)</td>
</tr>
<tr>
<td>ROBBIE TRONCO</td>
<td>Q02, Philadelphia</td>
</tr>
<tr>
<td>CYM LAJOY</td>
<td>Canwash (ANOTHER VIEW)</td>
</tr>
<tr>
<td>JOI CARDWELL</td>
<td>Jump For Jal (EIGHT BALL)</td>
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<tr>
<td>SPHINX</td>
<td>What Hope Have I (CHAMPION)</td>
</tr>
<tr>
<td>MICHAEL M.</td>
<td>Let's Talk About Me (STRICTLY RHYTHM) - Cool record, fun vocal.</td>
</tr>
<tr>
<td>TONY B., POWER100, Los Angeles</td>
<td>AMOS Let Love Shine (POSITIVA) - Nice little 10 inch. CLEVELAND City mix is best.</td>
</tr>
<tr>
<td>STICKMEN TWEAKEN</td>
<td>Twisted (STRICTLY RHYTHM)</td>
</tr>
<tr>
<td>ROBIE TRONCO</td>
<td>Jewell (CHEMICAL)</td>
</tr>
<tr>
<td>DJ SHORTY</td>
<td>Sounds Of The N.Y. Southwest</td>
</tr>
<tr>
<td>RAISE THE ROOF De Javu</td>
<td>SWISS NATIONAL RADIO, New York</td>
</tr>
<tr>
<td>COMACO Renegade</td>
<td>Raise The Roof (De Javu) - Now due to come out on King Street. Definite crowd pleaser, check it out.</td>
</tr>
<tr>
<td>DY POOH &amp; THREAT No Where To Hide (DA BOMB) - Be ready to take a good long ride with this cut. We may be hearing a lot of it all summer long. So just sit back and enjoy it, because that's what I'm doing.</td>
<td></td>
</tr>
<tr>
<td>G-BOBS (Matt Wood) (GROOVE RECORDS) - Get ready for a great garage track. Finally, a real vocalist and track with real changes in it.</td>
<td></td>
</tr>
<tr>
<td>ROZALLA</td>
<td>You Never Love The Same Way Twice (EPIC) - Rozalla always seems to do a good job in new music, so be sure you check this one out too.</td>
</tr>
<tr>
<td>ROSS PERRY, Q05, Oxnard</td>
<td></td>
</tr>
<tr>
<td>THE WOODSHED TALES From The Woodshed (CLOAK &amp; DAGGER) - Play it on 45, pitch up to plus 4...Breakbeat from Hell!</td>
<td></td>
</tr>
<tr>
<td>SHACKLES '95 DJ'S Latest Arrival (GOLDENBOY) - It's cool they are back.</td>
<td></td>
</tr>
<tr>
<td>RICHIE WATTS</td>
<td>Sumthin' Ya (ELEKTRA/EEG) - Destined to get good mix show and club play in more markets than you think.</td>
</tr>
<tr>
<td>STAN PRIEST, WFLZ, Tampa</td>
<td></td>
</tr>
<tr>
<td>WATERLILIES LP (REPRISE)</td>
<td>When Sergio sent me this CD, I thought it was going to be another case where the only good songs are the ones that have already been released. Holy s...I was I wrong Not only is this CD good, it's so good that I ran out and bought a car Discman because I didn't want to wait an hour to record it. If this one doesn't go to the moon, someones seriously wrong. From start to finish, its one hit after another, and on the mix lie, the best is yet to come!</td>
</tr>
<tr>
<td>SPHINX</td>
<td>What Hope Have I (CHAMPION)</td>
</tr>
<tr>
<td>What Hope Have I (CHAMPION) - Very cool tune, with big potential for both club and radio. You don't want to miss out on this one!</td>
<td></td>
</tr>
</tbody>
</table>
NATASHA Peace In The World (SUNSHINE) - Looks like Walter, Joe, and the gang go over at Sunshine have another winner on their hands. Great mixes, along with catchy vocals, make this a great addition for any mix show.

REAL McCoy Come And Get Your Love (ARISTA) - This group is like the Energizer Bunny, they just keep on going and going. Up that is, with no end in sight. Very fun song, with huge potential for another mark on the charts.

INI KAMOZE Listen Me Tic (EASTWEST) - Who would have thought that the Rasta Man could bust loose with a major mix? Well, thanks to an awesome remix of 'Listen Me Tic' by David Morales, it has become a reality. If you miss out on this one you'll be regretting it for a long time. A must for all mix shows.

Kudos to Chicago's very own DJ Tomm-E for turning me on to this one, it's smoking!

MATT 'The Bratt' BRADLEY, WFLZ, Tampa

ALPHA I Racer X (STRICTLY HYPE) - DJ Attack AKA Alpha I Magic Mix is fierce! Smokin'!

TAG TEAM Big Power (Curb) - A great reaction record.

BIG DOG Da Tit (SCARFACE) - The Bass mix is maken' noise in Tampa. Don't sleep on this one. If Bass works in your town check this one.

DJ RALPHY MELENDEZ Boriqua (TOP) - Underground record that is fun to spin. Instant reaction in the club.

NEVER LEFT Always There (ZYX) - This record has a jazzy flavor with a rap that kicks. Check out the club mix. Yeae, yeae, yeae!

'DJ Nandy' VIRAMONTES, WHPK, CHICAGO

R.H.V. Presents SUGAR The Feeling (AQUA BOOGIE) - Drop the needle on this one. I'll bet everyone will jam.

WILLIE LALOOGA The Girl I Like (CUTTING) - Great house mix.

YAKI-DA I Saw You Dancing (LONDON/ISLAND) - Lenny B's Classic Mix is jazzy.

SPECIAL ED Neva Go Back (PROFILE) - The man's back and the flow's all that. underground tip.

TONATION Died In Your Arms (METROPOLITAN) - Freestyle at its best!!

B.G. THE PRINCE OF RAP Colour Of My Dreams (SONY IMPORT) - This was a huge record for me six months ago and is blowing up again. Paris Red is doing the female lead and B.G. is on the rap. Works well with the other Euro stuff out right now. Find a copy of this. It's worth every penny.

TRACY, WPGC, Washington

VANESSA WILLIAMS The Way That You Love (MERCURY) - This record has a jazzy flavor with a rap that kicks. Check out the club mix. Yeae, yeae, yeae!

EDDIE ARROYO, WILD 107, San Francisco

GAP BAND First Lover (RAGING BULL) - Charlie sounds great on the radio strong. Check it out.

INTONATION Died In Your Arms (METROPOLITAN) - Freestyle continues to jam a la planet rock sound with this remake. The vocals are there and musically, it will turn heads on your dance floor. Getting a lot of good vibes at the clubs, going for radio strong. Check it out.

PAUL WASHINGTON, WYBC, New Haven

HERALD First Love (RAGING BULL) - Charlie sounds great on the underground tip.

SPECIAL ED Neva Go Back (PROFILE) - The man's back and the flow's all that.

YAKI-DA I Saw You Dancing (LONDON/ISLAND) - Lenny B's Classic Mix is jazzy.

DAD-LINE Boom Base (ZYX) - A Deep House sound tweaked with beatbox.

MILLENIUM VOL. 1 (CUTTING) - Smooth out synths, New York Style.

If you miss out on this one you'll be sweating it.

If the Urban ballad is your thing, then here it is.

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<table>
<thead>
<tr>
<th>Breakouts</th>
<th>Reporting Pools</th>
</tr>
</thead>
<tbody>
<tr>
<td>INI KAMOZE “Listen Me Tic” (EEG)</td>
<td>FLAMINGO RECORD PROMOTIONS - Miami</td>
</tr>
<tr>
<td>BARBARA DOUGLAS “Shine” (STRICTLY RHYTHM)</td>
<td>Richard McVay (305) 895-1246</td>
</tr>
<tr>
<td>GAP BAND “First Lover” (RAGING BULL)</td>
<td>“2 LIVE CREW, BLOOD HOUND GANG, MELVIN DIGG, MONICA, YELLO”</td>
</tr>
<tr>
<td>YELLOW “Tremendous Pain” (4TH &amp; BROADWAY)</td>
<td>HITZ - Miami Beach</td>
</tr>
<tr>
<td>HUMAN LEAGUE “One Man In My Heart” (EEG)</td>
<td>M. Moretta/Bugie/Greg Dahary (305) 532-4487</td>
</tr>
</tbody>
</table>

**Club Movers**

| #1 | JUDY CHEKS | “Respect” (EMI) |
| 2 | CORONA | “Baby Baby” (Elektra) |
| 3 | FRANKIE KNUCKLES | “Too Many Fish” (Virgin) |
| 4 | BLAY MARTIN | “Your Loving Arms” (Elektra) |
| 5 | NAUGHTY BY NATURE | “Crazied” (Tommy Boy) |
| 6 | LOVE HAPPY | “Message Of Love” (MCA) |
| 7 | REAL MCCOY | “Runaway” (Arista) |
| 8 | JIMMY SOMERVILLE | “Heartbeat” (London) |
| 9 | KEBO | “I Got Love” (Raging Bull/Dynasty) |
| 10 | MADONNA | “Bedtime Story” (Maverick/Site/WB) |
| 11 | JOANNE FARRELL | “All I Wanna Do” (Big Beat) |
| 12 | MONTEL JORDAN | “This Is How We Do It” (Def Jam) |
| 13 | 2 A ROOM | “Agora” (Agora) |
| 14 | DE DRE | “Keep Their Heads Ringin’” (Priority) |
| 15 | JCELYN ENRIQUEZ | “Big Love” (Classified) |
| 16 | Pharoa | “I Shou You Secrets” (Columbia) |
| 17 | Dar Brat | “Give It To You” (Work Group) |
| 18 | CMW LARIOY | “Go Wash” (Another View) |
| 19 | TECHNO TRON | “Move It To The Rhythm” (EMI) |
| 20 | B RIBE | “Noddi Endre” (Atlantic) |
| 21 | WATERLILIES | “Never Get Enough” (Site/WB) |
| 22 | MIKE | “Any Error” (Profile) |
| 23 | TCTAL | “Can’t You See” (Tommy Boy) |
| 25 | PEOPLE | “Open Your Heart” (EPIC) |
| 26 | GLADYS KNIGHT | “Next Time” (MCA) |
| 27 | MONICA | “Don’t Take It Personal” (Rowdy/Arista) |
| 28 | ADINA HOWARD | “Freak Like Me” (Remix) (Egg) |
| 29 | MEENO B/Merry J. Bree | “All I Need” (Def Jam/Island) |
| 30 | LONDON BEAT | “Come Back” (Radioactive) |
| 31 | DOUBLE YOU | “Run To Me” (Zyx) |
| 42 | CHASE | “Love For The Future” (Zyx) |
| 33 | DIANA DANE | “Rollin’ Wi Dane” (Havenwick) |
| 34 | F.A.C | “Dear Mama” (Intercope) |
| 35 | LOVELY/WATCH | “Wake It Up” (GZONE/Island) |
| 36 | DURAN DURAN | “White Lines” (Capitol) |
| 37 | FRANKIE CUTASS | “Bosquias On The Set” (Allnighters) |
| 40 | TRICE | “Pump It” (Smitty Rhythm) |
| 49 | DEEP FOREST | “Maria’s Song” (Rip) |
| 47 | FUNKDOOBIE ST | “Dedicated” (Immortal/Rip) |
| 43 | SPIRITS | “Inside” (MCA) |
| 46 | SOJJA FOR REAL | “Every Little Thing” (UpTown/MCA) |
| 45 | JOHNNY OSBORN | “Buddy Bye” (Priority) |
| 44 | CYNTHIA | “How I Love Him” (Tommy Boy) |
| 43 | YVONNE | “Take It To The Front” (Island) |
| 46 | ROZALLA | “Too Neat To See The Scene Twist” (Rip) |
| 33 | VH-O’GREL | “Saturday Night” (Curb Edile) |
| 48 | YAD-DA | “I Saw You Dancing” (London/Island) |
| 49 | VENESSA WILLIAMS | “The Way That You Love” (Mercury) |
| 50 | EAFFY WHITE | “Come On” (A&M) |

**Club Chart**

*Compiled from key record pools across the U.S.A.*

**SOS RECORD POOL - Bronx**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Ronson</td>
<td>716-829-4000</td>
</tr>
<tr>
<td>CHAKA KHAN</td>
<td>FUNKDOOBIE, LOST BOYZ, LOVE HAPPY, SOUL FOR REAL</td>
</tr>
<tr>
<td>INFINITY RECORD POOL - Staten Island</td>
<td>Charter Alessi (718) 967-4793</td>
</tr>
<tr>
<td>BARBARA DOUGLAS, DJ RAFY</td>
<td>MELENDEZ, INI KAMOZE, MARY J BLIGE</td>
</tr>
</tbody>
</table>

**S.U.R.E. RECORD POOL - Bronx**

Bobby Davis (718) 904-0500

**PACIFIC COAST DJ ASSOC. - Long Beach**

Steve Teeples (310) 433-6569

**HUMAN LEAGUE, INI KAMOZE, MARY J BLIGE, YELLO**

**LET’S DANCE — Chicago**

Mike Macharello (312) 525-7553

**AXEL H. CIPRIANO/French. NEVER LET, PERFECT TOMMY, YAKI-DA**

**BANDDA - San Francisco**

N. LizziSoul/Wong David X (415) 882-9700

**AQUA, HELLRAZER, MARI JANE, VANESSA WILLIAMS, YAKI-DA**

**PHILADELPHIA METRO POOL - Philadelphia**

Michael Kavos, (215) 336-8950

**DEEP FOREST, FRANKIE KNUCKLES, HEATHER B. M. PEOPLE, NICKI FRENCH**

**ADVANCED MUSIC PROMOTION - Detroit**

Lee Edginger (810) 543-1764

**HLOOD BOUND GANG, JIMMY CINNALS, YELLO**

**DANCE DETROIT - Detroit**

Steve Adner (810) 541-4523

**BLACK 9, CALL O’DA WILD, DJ STAG, GAP BAND, JACKI GRAHAM**

**MID-WESTERN DANCE ASSOCE - Detroit**

Ronnie Matthews (704) 532-8496

**BARBARA DOUGLAS, BLUNT FUNKERS, MARY J. BLIGE, SHABBA RANKS, YELLO**

**NORTH TEXAS DANCE ASSOCE - Dallas**

Tony Aco (214) 826-6832

**DJ RAFY MELENDEZ, GAP BAND, INI KAMOZE, JOEI MAE, YELLO**

**OUR MID-ATLANTIC POOL - Washington**

B. Keart/A. Chasen (202) 483-8880

**BARBARA DOUGLAS, BLOOD HOUND GANG, MARY J. BLIGE, YELLO**

**TABLES OF DISTINCTION - Washington**

Easter (301) 270-2604

**AMG, BLUNT FUNKERS, BY THE BAND, MAXX, ROZALLA**

**FLAMINGO RECORD PROMOTIONS - Miami**

**HITZ - Miami Beach**

**NORTHWEST DANCE MUSIC - Seattle**

**FLORIDA SUNCOAST RECORD POOL - TAMPA DAY/ORLANDO**

**Tampa Bay**

**H. Tripp/J. King/P. Roman (813) 544-7000**

**BARBARA DOUGLAS, HUMAN LEAGUE, INDUSTRY, TIN TIN OUT, YELLO**

**CENTRAL OHIO RECORD CORP - Columbus**

Fred Dowdy (614) 442-3396

**AMG, EVE GALLAGHER, G-MO, JIMMY CINNALS, UNDERWORLD**

**STARFLEET MUSIC POOL - Charlotte**

Ronne Matthews (704) 532-8496

**NATASHA**

**BACKSTAGE MUSIC PROMOTIONS - Cincinnati**

Scott H. Covert (513) 721-2268

**DANA DANE, DJ RAFY MELENDEZ, NETWORK, ROULA, SHARA NELSON**

**LAS VEGAS RECORD SYSTEMS - Las Vegas**

Rory McAlister (702) 256-1567

**HAWAII DISC Jockey ASSOCI - Honolulu**

Kevin Okada (808) 926-3591

**AM, BLUNT FUNKERS, BY THE BAND, MAXX, ROZALLA, YAKI-DA**

**CONNECTICUT’S MUSIC POOL - Orange**

Stephen M. Richardson (203) 789-0038

**FUNKDOOBIE ST, SPECIAL HOUSE, SHELBY, TERROR FABULOUS, AMG, BLUNT FUNKERS, BY THE BAND, MAXX, ROZALLA, YAKI-DA**

**RICKETS RECORDS - Morristown, NJ**

Bill Rickett (201) 478-5764

**CALL O’DA WILD, FUNKDOOBIE, JIMMY CINNALS, SHABBA RANKS, UNDERGROUND LOVERS**
They’ve Already Delivered Two Back-to-Back #1 Hits. Now, Come And Get Their Third Straight Smash.

Real McCoy
“Come and Get Your Love”
The new single from the hottest new group in America!
From their debut album ANOTHER NIGHT - already PAST PLATINUM

OFFICIAL AIRPLAY DATE: NOW!
Already Playing At:
WJHM KYEA
WENN WGOK
WQMG KMJJ
WWDM KJMM
WEAS WJIZ
WFXM WJJN
KSJL WLOU
KXZZ WRBD
WJBT WNOO
WTMP WOLF
KVSP KAZI
KTOW KIIZ

ON YOUR DESK NOW!

from the album: How Ya Livin' by Mentally Disturbed
i want u to get closer than close

ALREADY ON:
WHJX/Jacksonville  ADD!  KHQT/San Jose  ADD!
WHHH/Indianapolis  ADD!  WFHN/New Bedford  ADD!
KZHT/Salt Lake City  ADD!  WZPL/Indianapolis  ADD!
KCAQ/Oxnard  ADD!  WFMF/Baton Rouge  ADD!
KISR/Fort Smith  ADD!  KLRZ/New Orleans  ADD!
WIMX/Harrisburg  ADD!  WZOQ/Lima  13 SPINS

with
Rosie Gaines

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Pics From T.J. Martell Foundation
Honoring Jeff McClusky
Appearing This Summer In The Broadway Smash Grease

Over 49 CHR Stations

where do i go from you

the new single and video from the platinum album, "Heart, Soul & A Voice"

written by Diane Warren

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

additional production by Guy Roche
It's a hit...it's a hit...it's a hit!! It's up-tempo, with an infectious hook, and is heard each week on one of the most popular shows in America, Friends! 110 out-of-the-box adds, along with 25 pre-first week believers, and great action at Alternative, and in just two-weeks, this great track is on over 150 stations! Like we said, it's a hit...it's a hit...it's a hit!!

DOING THE DOG! In celebration of the release of the Bloodhound Gang's "Mama Say," a few unexpected guests paid us a visit. Pictured (l-r) Hitmakers' OSCAR MERINO and BOB GREENBERG, Columbia's DANA KEIL, Hitmakers CHRIS RUH, Columbia's GREG PHIFER, and HITMAKER'S NICK TESTA. Also pictured, Flash and Speedy!!

HIARTUS

AND -11 INTRIM

BARNES, the label's new Nat'l Dir./Top40, as well as promotion DON CODDINGTON, CLARENCE EAR, gives a pat on the back to GREG, E.E.G. Sr. Dir./Pop promo team! Artie's looking to "Man In My Heart" is just about ready to go. A big hit...it's a hit...it's a hit...it's a hit...it's a hit...it's a hit...it's a hit...it's a hit!!

KIS "K" TAPPED FOR TUBE TIME:
Major congratulations to KIS-FM’s morning co-host ELLEN K., who’s just inked a deal with CBS TV’s Los Angeles O & O KCBS. Following a successful stint as a special correspondent for KCBS at this year’s Grammy’s, (and a guest shot as O.J. Simpson reporter on GERALDO), the mod has made KIS her show biz reporter. Ellen will now be seen Fridays on the 11PM news dishing the dirt on celebs, stars, and all manner of glitterati! And even though her career is definitely getting larger, ELLEN is keeping her day job.

(Oh yeah...for the record, YES this is the 1,268th story we’ve done this year on ELLEN! No we are not starting a fan club. Thank you.)

DIE HARD ELVIS SIGHTINGS:
While ELVIS-sightings by hardcore fans may die hard with a vengeance, you’ll soon be sighting Z100/NY stellar airman ELVIS DURAN in BRUCE WILLIS’ third “Die Hard” flick. In the movie "Die Hard With A Vengeance," set for release any day now, ELVIS plays a character called "ELVIS DURAN, the DJ." Hmmm...sounds like the role may not have been a big stretch!

Dave Elliott

THE HOT TIP

REMBRANDTS “I’ll Be There For You” (EastWest/EEG)

It’s a hit...it’s a hit...it’s a hit!! It’s up-tempo, with an infectious hook, and is heard each week on one of the most popular shows in America, Friends! 110 out-of-the-box adds, along with 25 pre-first week believers, and great action at Alternative, and in just two-weeks, this great track is on over 150 stations! Like we said, it’s a hit...it’s a hit...it’s a hit!!

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"Mr. Jenkins taught the kids how to drink gin. He thought himself to be quite the man. But when the Bloodhound Gang came in, he realized he had little in common with them. He left, never to return again."

Bloodhound Gang
Mama Say
How refreshingly vile.
he's played kissing games...

now it's time to grow up

Rhythmic #2 MOST ADDED!

KMEL  92Q  Z90  KS104  KZHT  WHHH
WJMH  WHJX  KLUC  KXTZ  KDON  WJJS
KCAQ  KZFM  WOCQ  KIKI  KHTN  KWIN

SOUNDSCAN SINGLE SALES 169* - 103*!!
R-C MONITOR SPINS, 195 UP 68
URBAN MONITOR DE 37* 490 SPINS, UP 223!
SOUNDSCAN R&B SINGLES CORE STORES 111* - 52*

"I Wanna Love Like That"
The new single from Tony Thompson, the lead singer from the multi-platinum-selling Hi-Five
Written by BABYFACE
Mixed by TEDDY RILEY

From his much anticipated solo album, Sexsational.

Look for the sexsational new video, directed by Lionel Martin.
Managements Johnathan C. Kinloch for Kinloch Entertainment Inc.