

'O.P.P.' RAP FINDS A HOME ON POP PLAYLISTS

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"I have had double-digit adds for the last five weeks in row," says Mike Becce, Tommy Boy's director of pop promotion, "and this is at mainstream radio. A lot of stations that don't play rap have to deal with it. They are getting incredible requests. I'm even starting to get calls from hot ACs."

'GOOD CHEATIN' RECORD'

Key to the record's appeal is its hooky combination of risqué subject matter, rapid street-style rap delivery, and a rhythm track lifted from the Jackson 5's 1970 Motown hit "ABC," itself a former No. 1 pop and R&B smash. While the record does not use graphic language, it is extremely suggestive in its clever references to anatomy and its celebratory attitude toward adultery.

"I think there's a few reasons why this record is so popular," says Monica Lynch, president of Tommy Boy Records. "The Jackson 5 'ABC' sample is a musical sound that really transcends all ages, races, creeds, and colors. Also I think that the slogan of 'O.P.P.' is great. It's a good cheatin' record, and cheatin' records have universal appeal... This record is hard to ignore."

Tommy Boy goosed interest in the record by distributing T-shirts and stickers saying "Down Wit O.P.P." before the single was released. And when the video was played on the Jukebox Network, the record took off as viewers then flooded radio stations with requests.

"It's the most consistent and impressive record we've seen since we've been compiling the 'People Power 10,'" says John Robson, director of programming and production for the Jukebox Network. "O.P.P." was first aired June 26 and became the network's No. 1 record in its second week. It is now in its 15th week among the interactive video channel's top 10 records, known as the "People Power 10."

MTV has also been playing "O.P.P." for 10 weeks and is now airing it in its second-heaviest rotation. The clip has become so well-known that it has even served as the basis for an MTV promo called "Down Wit MTV" (Billboard, Oct. 26). Directed by Ted Demme and Moses Edinborough, the promo clip features cameos by such rappers as Queen Latifah (who discovered Naughty By Nature), Heavy D, and D Nice.

While urban stations added the

Naughty By Nature single soon after it became available, crossover and top 40 radio play followed overwhelming listener requests. And, though the record has already peaked at R&B radio, its growing momentum at pop radio has persuaded some R&B stations to keep it in the mix.

"The big success story is that pop radio has been reinforcing the airplay at black radio and sales keep moving ahead," says Tommy Boy's Lynch.

'OUT OF CONTROL'

"This record is huge, it's out of control," says Albie Dee, music director for WPGC Washington, D.C., an urban-leaning crossover station. "It's No. 1 in album sales here, No. 2 in 12-inch sales, and it's our No. 1 requested record." Dee says he added the record back in June, and recently began dayparting it again, along with tracks by Heavy D, the Honeyz, A Tribe Called Quest, Marky Mark & the Funky Bunch, Chubb Rock, and the Geto Boys, whose "Mind Playing Tricks On Me" is another hard-rap surprise at pop radio.

The hardness of "O.P.P." is moderated by the "ABC" bass line, according to programmers. "The Jackson 5 sample softens it up; it's not an 'attitude' record," says Bill Webster, music director for WMXP Pittsburgh, a top 40 outlet that dayparts most of its rap records. "There's been no negative response from adults, which is very weird because we took some heat on Salt-N-Pepa's 'Let's Talk About Sex.' But 'O.P.P.' is done in a very lighthearted way. It's a friendly record." Webster says the record has been No. 1 in requests for the past two weeks.

At top 40 WEZB (B97) New Orleans, "O.P.P." is also No. 1 in requests. Says PD Brian Thomas: "I was hesitant to add this record at first. Listeners understand what it is, it has a good hook to it, and it is amazing that within a week it went to No. 1, beating out ["Good Vibrations" by] Marky Mark."

DAYPARTED 'NOVELTY' RECORD

The record has succeeded with the mainstream audience even though many top 40 stations daypart it heavily at night, when the teen audience is most likely to tune in.

"It's kind of like suicide in the daytime," says Chris Bailey, PD of WNVZ (Z104) Norfolk, Va. "We're just coming off a telemarketing campaign, and [the response is] universal: if it's rap, you're dead. So we have to be very careful with it. It's not the hardest rap record we've played, but it does scare me."

Ken Richards, PD KHQT (Hot 97.7) San Jose, Calif., plays "O.P.P." in afternoons and evenings, although he says, "Some of my competitors are playing it full-time."

"In the Bay area," Richards notes, "rap is much more palatable to the mainstream, records like Father M.C., Salt-N-Pepa, L.L. Cool J's 'Around the Way Girl'—records like that work very well out here."

Other programmers compared "O.P.P." with novelty records like Tone Loc's "Wild Thing" and "Funky Cold Medina," 2 In A Room's "Wiggle It," and Digital Underground's "The Humpty Dance," which also had very suggestive lyrics. "I think it's just one of those novelty records that comes along in the same vein," says Mark Todd, PD of WKBQ St. Louis.

Top 40 Radio Monitor™

Compiled from a national sample of monitored top 40 radio stations by Broadcast Data Systems. 123 top 40 stations are monitored 24 hours a day, seven days a week. The titles are printed in order of gross impressions, which are computed by cross-referencing exact times of airplay with Arbitron listener data. The chart is being printed for comparison to the Hot 100 Singles chart, which uses playlists, rather than monitored airplay.

THIS WEEK	LAST WEEK	WEEKS ON	TITLE	ARTIST (LABEL)	THIS WEEK	LAST WEEK	WEEKS ON	TITLE	ARTIST (LABEL)
			★ ★ NO. 1 ★ ★		38	28	18	THINGS THAT MAKE YOU GO...	C&C MUSIC FACTORY (COLUMBIA)
1	1	10	EMOTIONS	MARIAH CAREY (COLUMBIA) 3 wks at No. 1	39	36	8	HEY DONNA	RYTHM SYNDICATE (IMPACT/MCA)
2	2	12	ROMANTIC	KARYN WHITE (WARNER BROS.)	40	29	16	TIME, LOVE AND TENDERNESS	MICHAEL BOLTON (COLUMBIA)
3	4	13	DO ANYTHING	NATURAL SELECTION (EASTWEST)	41	44	20	FADING LIKE A FLOWER	ROXETTE (EMI)
4	3	15	I ADDRE MI AMOR	COLOR ME BADD (GIANT)	42	45	6	WHISPERS	CORINA (CUTTING/ATCO)
5	7	6	CREAM	PRINCE & THE N.P.G. (PAISLEY PARK)	43	50	5	I WONDER WHY	CURTIS STIGERS (ARISTA)
6	6	15	GOOD VIBRATIONS	MARKY MARK (INTERSCOPE/EASTWEST)	44	42	18	CRAZY	SEAL (SIRE/WARNER BROS.)
7	13	5	WHEN A MAN LOVES A WOMAN	MICHAEL BOLTON (COLUMBIA)	45	51	2	CAN'T LET GO	MARIAH CAREY (COLUMBIA)
8	8	12	HOLE HEARTED	EXTREME (A&M)	46	48	10	WORD TO THE MUTHA	BELL BIV DEVOE (MCA)
9	5	19	MOTOWNPHILLY	BOYZ II MEN (MOTOWN)	47	49	18	MY FALLEN ANGEL	CORO (CUTTING/CHARISMA)
10	10	14	LOVE OF A LIFETIME	FIREHOUSE (EPIC)	48	43	12	LOVE... THY WILL BE DONE	MARTIKA (COLUMBIA)
11	14	5	SET ADRIFT ON MEMORY BLISS	P.M. DAWN (GEE STREET/ISLAND/PLG)	49	46	17	THE MOTOWN SONG	ROD STEWART (WARNER BROS.)
12	11	21	I CAN'T WAIT ANOTHER MINUTE	HI-FIVE (JIVE/RCA)	50	53	3	LIVE FOR LOVING YOU	GLORIA ESTEFAN (EPIC)
13	9	18	(EVERYTHING I DO) I DO IT FOR...	BRYAN ADAMS (A&M)	51	59	4	SOMETHING GOT ME STARTED	SIMPLY RED (EASTWEST)
14	26	5	BLOWING KISSES IN THE WIND	PAULA ABDUL (CAPTIVE/VIRGIN)	52	58	4	WILDSIDE	MARKY MARK (INTERSCOPE/EASTWEST)
15	16	3	STREET OF DREAMS	NIA PEEPLES (CHARISMA)	53	61	3	TENDER KISSES	TRACIE SPENCER (CAPITOL)
16	12	17	NOW THAT WE FOUND LOVE	HEAVY D & THE BOYZ (UPTOWN/MCA)	54	54	8	WALK THROUGH FIRE	BAD COMPANY (ATCO)
17	15	16	WIND OF CHANGE	SCORPIONS (MERCURY)	55	57	3	RING MY BELL	D.J. JAZZY JEFF/FRESH PRINCE (JIVE)
18	17	13	RUNNING BACK TO YOU	VANESSA WILLIAMS (WING/MERCURY)	56	—	1	CHANGE	LISA STANSFIELD (ARISTA)
19	21	13	EVERYBODY PLAYS THE FOOL	AARON NEVILLE (A&M)	57	55	6	DON'T CRY	GUNS N' ROSES (Geffen)
20	33	9	IT'S SO HARD TO SAY GOODBYE...	BOYZ II MEN (MOTOWN)	58	71	2	HOUSECALL	SHABBA RANKS/MAXI PRIEST (EPIC)
21	22	8	CAN'T STOP THIS THING WE...	BRYAN ADAMS (A&M)	59	62	4	GET A LEG UP	JOHN MELLENCAMP (MERCURY)
22	19	13	SOMETHING TO TALK ABOUT	BONNIE RAITT (CAPITOL)	60	56	5	GETT OFF	PRINCE & THE N.P.G. (PAISLEY PARK)
23	20	20	I'LL BE THERE	THE ESCAPE CLUB (ATLANTIC)	61	64	15	LOUDER THAN LOVE	TKA (TOMMY BOY)
24	23	16	WITH YOU	TONY TERRY (EPIC)	62	60	19	3 A.M. ETERNAL	THE KLF (ARISTA)
25	24	10	LET'S TALK ABOUT SEX	SALT-N-PEPA (NEXT PLATEAU)	63	52	14	SHINY HAPPY PEOPLE	R.E.M. (WARNER BROS.)
26	25	10	O.P.P.	NAUGHTY BY NATURE (TOMMY BOY)	64	67	2	LIES	EMF (EMI)
27	31	11	DON'T WANT TO BE A FOOL	LUTHER VANDROSS (EPIC)	65	—	1	KEEP COMING BACK	RICHARD MARX (CAPITOL)
28	38	4	ALL 4 LOVE	COLOR ME BADD (GIANT)	66	65	4	GROOVY TRAIN	THE FARM (SIRE/REPRISE)
29	18	18	TOO MANY WALLS	CATHY DENNIS (POLYDOR/PLG)	67	70	5	CHORUS	ERASURE (SIRE/REPRISE)
30	35	5	THAT'S WHAT LOVE IS FOR	AMY GRANT (A&M)	68	72	2	WITHIN MY HEART	VOYCE (ATCO)
31	27	20	EVERY HEARTBEAT	AMY GRANT (A&M)	69	68	3	ALL I NEED IS YOU	BLUE TRAIN (ZOO)
32	32	9	REAL REAL REAL	JESUS JONES (SBK)	70	63	9	KISS THEM FOR ME	SIOUXSIE & THE BANXSHEES (Geffen)
33	37	7	FINALLY	CE CE PENISTON (A&M)	71	69	8	STRAIGHT TO YOUR HEART	BAD ENGLISH (EPIC)
34	40	12	JUST WANT TO HOLD YOU	JASMINE GUY (WARNER BROS.)	72	—	1	2 LEGIT 2 QUIT	HAMMER (BUST IT/CAPITOL)
35	39	7	A DAY IN MY LIFE (WITHOUT YOU)	LISETTE MELENDZ (FEVER/COLUMBIA)	73	66	7	MAKIN' HAPPY	CRYSTAL WATERS (MERCURY)
36	41	8	THE ONE AND ONLY	CHESNEY HAWKES (CHRYSALIS)	74	—	1	SPENDING MY TIME	ROXETTE (EMI)
37	34	5	SET THE NIGHT TO MUSIC	ROBERTA FLACK/MAXI PRIEST (ATLANTIC)	75	—	1	TOP OF THE WORLD	VAN HALEN (WARNER BROS.)

○ Tracks moving up the chart with airplay gains. © 1991, Billboard/BPI Communications, Inc.

TOP 40 RADIO RECURRENT MONITOR

1	1	3	TEMPTATION	CORINA (CUTTING/ATCO)	14	14	19	HOLD YOU TIGHT	TARA KEMP (GIANT)
2	2	4	RIGHT HERE, RIGHT NOW	JESUS JONES (SBK)	15	7	10	LOSING MY RELIGION	R.E.M. (WARNER BROS.)
3	—	1	THE PROMISE OF A NEW DAY	PAULA ABDUL (CAPTIVE/VIRGIN)	16	12	22	SOMEDAY	MARIAH CAREY (COLUMBIA)
4	4	10	I WANNA SEX YOU UP	COLOR ME BADD (GIANT)	17	17	3	PLACE IN THIS WORLD	MICHAEL W. SMITH (REUNION/GEFFEN)
5	3	8	HERE I AM (COME AND TAKE ME)	UB40 (VIRGIN)	18	16	25	GONNA MAKE YOU SWEAT	C&C MUSIC FACTORY (COLUMBIA)
6	5	2	IT AIN'T OVER 'TIL IT'S OVER	LENNY KRAVITZ (VIRGIN)	19	15	9	MORE THAN WORDS	EXTREME (A&M)
7	6	6	RUSH RUSH	PAULA ABDUL (CAPTIVE/VIRGIN)	20	20	5	PIECE OF MY HEART	TARA KEMP (GIANT)
8	9	14	BABY BABY	AMY GRANT (A&M)	21	18	3	P.A.S.S.I.O.N.	RYTHM SYNDICATE (IMPACT/MCA)
9	10	15	TOUCH ME (ALL NIGHT LONG)	CATHY DENNIS (POLYDOR/PLG)	22	19	19	I'VE BEEN THINKING ABOUT YOU	LONDONBEAT (RADIOACTIVE/MCA)
10	11	30	LOVE WILL NEVER DO	JANET JACKSON (A&M)	23	25	8	POWER OF LOVE/LOVE POWER	LUTHER VANDROSS (EPIC)
11	8	8	UNBELIEVABLE	EMF (EMI)	24	23	11	DO YOU WANT ME	SALT-N-PEPA (NEXT PLATEAU)
12	13	13	I LIKE THE WAY	HI-FIVE (JIVE/RCA)	25	21	48	RUB YOU THE RIGHT WAY	JOHNNY GILL (MOTOWN)
13	—	1	GOT A LOVE FOR YOU	JOMANDA (BIG BEAT)					

Recurrents are titles which have appeared on the Monitor for 20 weeks and have dropped below the top 20.



by Geoff Mayfield

GARTH'S GROOVE: Did you notice that, along with a host of big-name celebrities, Garth Brooks is one of the stars who was prominently featured in promotional spots for the CBS network's special celebrating the 20th anniversary of Disney World? In addition to ruling over the Magic Kingdom, he continues to dominate The Billboard 200 Top Albums chart, as "Ropin' The Wind" outsells the No. 2 title, Guns N' Roses' "Use Your Illusion II," by better than a 2-to-1 margin. His sales decline by more than 30,000 units, but the week's tally still exceeds 230,000.

SOFT TOP 10: Of the top 10 titles, only Metallica sees an increase in sales—and that title improves by only a 1% margin. But, since other albums in that part of the chart are sliding, the small gain boosts the metal masters up three spots to No. 5... Aside from Brooks' latest, Guns "Illusion II" is the only title that exceeds 100,000 units for the week. With the video for "Don't Cry" getting big play and a new string of concert dates on the horizon, both of the new Guns titles should get a lift. Where would Guns stand now if the group had elected to put out one double-length package instead of two full-price albums? We'll never know.

SWINGING: In the liner notes of "Blue Light, Red Light," Harry Connick Jr. vows to put swing music back on the map, and he's doing just that. All four of Connick's albums on The Billboard 200 move up (Nos. 21, 120, 161, and 185), and three of them earn bullets. A bevy of media attention and his continuing tour are two catalysts for the surge, and it probably doesn't hurt that "When Harry Met Sally..." continues to receive exposure on cable... Meanwhile, cable TV is responsible for this week's re-entry of the soundtrack from "Pump Up The Volume."

MOVIN' ON UP: Three of this week's stronger movers—Nirvana (65-35), P.M. Dawn (71-56), and Big Audio Dynamite II (86-76)—are being boosted by MTV play... Marky Mark & the Funky Bunch score a bullet at No. 39; the album has jumped 10 places over the last two weeks. One factor in the comeback is that Interscope cut out the "Good Vibrations" single as soon as it reached No. 1 on Billboard's Hot 100, a move designed to encourage album sales. The set is also being juiced by the upcoming single, "Wildside," which has already drawn adds in the Detroit, San Francisco, Boston, Baltimore/Washington, D.C., and Chicago markets before it was released. Sales in each of those markets have improved.

ON THE ROAD: Touring, and the multiformat success of his latest single, push Michael Bolton back up to No. 11. With a gap of about 5,000 units between this title and Brooks' "No Fences," Bolton seems poised for another ride in the top 10... Touring, plus play from top 40, album rock, and MTV, are the spark plugs that push Tom Petty & the Heartbreakers up five places to No. 34... Touring, and a push at top 40 and adult contemporary stations, propel Kenny Loggins ahead 40 rungs to No. 110.