

BILLBOARD'S HEATSEEKERS ALBUM CHART

THIS WEEK	LAST WEEK	WKS. ON CHART	ARTIST LABEL & NUMBER/DISTRIBUTING LABEL (SUGGESTED LIST PRICE OR EQUIVALENT FOR CASSETTE/CD)	TITLE
1	—	1	TY HERNDON EPIC 66397 (7.98 EQ/1.98)	WHAT MATTERED MOST
2	1	13	SUBWAY BIV 10 530354/MOTOWN (9.98/13.98)	GOOD TIMES
3	4	6	ELASTICA DGC 24728*/Geffen (10.98/16.98)	ELASTICA
4	5	6	KUT KLOSE KEIA/ELEKTRA 61668/EEG (10.98/15.98)	SURRENDER
5	6	7	BETTER THAN EZRA ELEKTRA 61784/EEG (10.98/15.98)	DELUXE
6	3	10	LETTERS TO CLEO CHERRY DISC/GIANT 24598 (9.98/15.98)	AURORA GORY ALICE
7	8	5	BLESSID UNION OF SOULS EMI 31836 (10.98/15.98)	HOME
8	14	15	GILLETTE S.O.S. 11102/200 (11.98/15.98)	ON THE ATTACK
9	12	12	MARTIN PAGE MERCURY 522104 (10.98 EQ/15.98)	IN THE HOUSE OF STONE AND LIGHT
10	7	40	LARI WHITE RCA 66395 (9.98/15.98)	WISHES
11	10	30	CORROSION OF CONFORMITY COLUMBIA 66208 (10.98 EQ/15.98)	DELIVERANCE
12	9	3	RACHELLE FERRELL BLUE NOTE 27820/CAPITOL (9.98/15.98)	FIRST INSTRUMENT
13	13	9	CRIME BOSS SUAVE 3* (9.98/15.98)	ALL IN THE GAME
14	16	31	RAPPIN' 4-TAY CHRYSALIS 30889*/EMI (10.98/15.98)	DON'T FIGHT THE FEELIN'
15	—	1	INI KAMOZE COLUMBIA 67056* (9.98 EQ/13.98)	HERE COMES THE HOTSTEPPER
16	2	2	PAVEMENT MATADOR 45898*/WARNER BROS. (10.98/15.98)	WOWEE ZOWEE
17	11	5	MORPHINE RYKODISC 10320* (11.98/17.98)	YES
18	15	21	RUSTED ROOT MERCURY 522713 (9.98 EQ/15.98)	WHEN I WOKE
19	17	41	TYPE O NEGATIVE ROADRUNNER 9100 (9.98/16.98)	BLOODY KISSES
20	19	79	ADAM SANDLER WARNER BROS. 45393 (9.98/15.98)	THEY'RE ALL GONNA LAUGH AT YOU

The Heatseekers chart lists the best-selling titles by new and developing artists, defined as those who have never appeared in the top 100 of The Billboard 200 chart. When an album reaches this level, the album and the artist's subsequent albums are immediately ineligible to appear on the Heatseekers chart. All albums are available on cassette and CD. *Asterisk indicates vinyl LP is available.
 ○ Albums with the greatest sales gains. © 1995, Billboard/BPI Communications.

21	21	14	THE ROOTS DGC 24708*/Geffen (10.98/15.98)	DO YOU WANT MORE?!?!?!?
22	—	1	DEICIDE ROADRUNNER 8944 (10.98/17.98)	ONCE UPON THE CROSS
23	18	3	KMFDM WAX TRAX 7199*/TVT (10.98/16.98)	NIHIL
24	20	28	USHER LAFACE 26008/ARISTA (9.98/15.98)	USHER
25	25	2	JEFF BUCKLEY COLUMBIA 57528 (9.98 EQ/15.98)	GRACE
26	22	20	4 P.M. NEXT PLATEAU/LONDON 828579/ISLAND (10.98/15.98)	NOW'S THE TIME
27	23	19	THE FLAMING LIPS WARNER BROS. 45334* (7.98/11.98)	TRANSMISSIONS FROM THE...
28	33	33	KEN MELLONS EPIC 53746 (9.98 EQ/15.98)	KEN MELLONS
29	27	13	THE NEW LIFE COMMUNITY CHOIR/JOHN P. KEE VERITY 43010/JIVE (10.98/15.98)	SHOW UP!
30	24	4	BIG L COLUMBIA 53795* (10.98 EQ/15.98)	LIFESTYLEZ OV DA POOR & DANGEROUS
31	26	10	MURDER SQUAD G.W.K./DJ WEST 124040*/RAL (9.98/16.98)	MURDER SQUAD NATIONWIDE
32	29	6	BROTHER PHELPS ASYLUM 61724/EEG (10.98/15.98)	ANY WAY THE WIND BLOWS
33	28	19	SHENANDOAH LIBERTY 31109 (10.98/15.98)	IN THE VICINITY OF THE HEART
34	30	84	MARTINA MCBRIDE RCA 66288 (9.98/15.98)	THE WAY THAT I AM
35	31	8	MIKE WATT COLUMBIA 67086* (10.98 EQ/15.98)	BALL-HOG OR TUGBOAT?
36	39	8	BROTHA LYNCH HUNG BLACK MARKET 53967*/PRIORITY (10.98/17.98)	SEASON OF DA SICCNESS
37	38	7	RICHARD CLAYDERMAN RODVEN 3139 (10.98/16.98)	ONE WORLD OF MUSIC
38	—	24	R.B.L. POSSE IN-A-MINUTE 8700 (9.98/15.98)	RUTHLESS BY LAW
39	—	1	SUBLIME SKUNK 1 (7.98/12.98)	40 OZ. TO FREEDOM
40	40	5	ROTTIN RAZKALS ILLTOWN/MAD SOUNDS 530461*/MOTOWN (9.98/15.98)	ROTTIN TA DA CORE

POPULAR UPRIISINGS

BILLBOARD'S WEEKLY COVERAGE OF HOT PROSPECTS FOR THE HEATSEEKERS CHART . BY CARRIE BORZILLO

MASSIVE PUSH: To capitalize on *Bloodline's* forthcoming tour opening for Lynyrd Skynyrd and Tesla, EMI is embarking on one of its most aggressive marketing campaigns yet for the new band. "Since last April, we knew two things would make this record work: touring and rock radio airplay," says **Dane Venable**, senior director of marketing at EMI. "For any band that

release of its self-titled debut in August 1994. The tour runs through July 16.

Phase one of the tour marketing plan begins May 9 for a week with the release of the live *Allman Brothers* album, "2nd Set," on Epic. A seven-song *Bloodline* cassette sampler and coupon toward the purchase of "Bloodline" will be given away in select stores with the purchase of "2nd Set."

The tie-in is a natural. *Bloodline's* lead singer and bassist, **Berry Oakley Jr.**, is the son of the late Allman Brothers bassist, and Warren Haynes from the Allman Brothers co-wrote "Since You're Gone" and the band's third single, "Calling Me Back." The single will be serviced to album rock radio in early May.

In the markets unaffected by this retail promotion, EMI will tie in with other retailers to give away copies of the "Calling Me Back" single, which includes two live tracks not on the album.

In an effort to get people to the shows early enough to see *Bloodline*, a Fender guitar will be given away before each concert. The promotion is tied in with local album rock stations and Fender dealers in each market.

Another way the label is trying to ensure early attendance is to tie in with local stations for tailgate parties in the parking lot of the venues approximately



Dandelion Dreams. Boston's Tracy Bonham will perform May 3 at the WFNX Best Music Poll show. She's up for best local female vocalist, best local song, and best new local artist. "Dandelion" is the first single from her new *CherryDisc* EP, "The Liverpool Sessions." Early believers include WFNX Boston, WBRU Providence, R.I., and WEQX Albany, N.Y.

shop where the clinic is being held.

As if this isn't enough, EMI has printed 200,000 fliers with information about the band and retail coupons to be distributed at each gig.

FILTERING THROUGH: Reprise has high hopes for *Filter's* debut, "Short Bus," released April 25, as the first single. "Hey Man, Nice Shot" is No. 39 with a bullet on the Modern Rock Tracks this week.

The word-of-mouth on the Cleveland-bred, Chicago-based band began at the 1994 Lollapalooza, when Reprise handed out 10,000 four-song cassette samplers.

In March, modern rock stations such as WMMS Cleveland picked up on "Hey Man, Nice Shot" via the "Demon Knight" soundtrack before Reprise was ready to release the single or service the song officially to radio.

To quickly get product out to support the airplay, Reprise shipped 10,000 copies of "Hey Man, Nice Shot" for a sale price of 99 cents to retailers in 20 key markets.

Geoffrey Weiss, product manager at Warner Bros. and Reprise, says *Filter* will tour later this summer.

EAR OF THE DRAGON: To celebrate Asian Heritage

Month in May, **Soo Young**, of Touch And Go Records act **Seam**, and music journalist **Ben Kim** have put together the *Ear Of The Dragon* tour, which features bands with Asian-American members.

Other acts joining *Seam* on the tour include Aural Borealis/Whiskey Sour's **Venus Cures All**, Restless' **aMiniature**, Mint's **Cub**, and TeenBeat's **Versus**. The tour began April



Phunky Stuff. Phoenix-based **Phunk Junkeez's** *Trauma/Interscope* debut, "Injected," is No. 4 in the Mountain Regional Roundup this week. The band's tour, from May 6 through June 17, includes dates at concerts sponsored by modern rock station WNNX (99X) Atlanta on May 19 and KEGE Minneapolis on May 28.

28 in Toronto and ends May 27 in Chicago.

In addition, **Fortune 5 Records**, via *Revolver USA*, is releasing an Asian-American compilation CD on May 15. The collection features the five bands on the tour, along with 14 other acts such as *EastWest/Elektra's* **Dam-builders**.

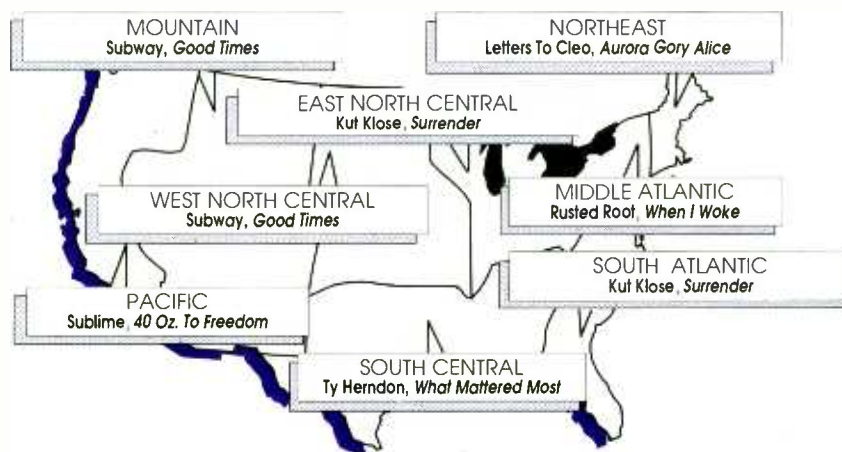


Good Girl. Triple-A radio is eating up Susan Werner's *Private Music* debut, "Last Of The Good Straight Girls." WXPB Philadelphia, WBOS Boston, KSCA Los Angeles, and WFUV New York are airing such songs as the title track, "Through The Glass," and "St. Mary's Of Regret." Werner's on the road through August; her first headline gig is May 6 at Philadelphia's Keswick Theater.

makes its name on the road, you have to make this type of commitment."

On May 1, *Bloodline* heads out on its biggest tour—10,000-20,000 seat venues—since the

REGIONAL HEATSEEKERS #1'S



THE REGIONAL ROUNDUP

Rotating top-10 lists of best-selling titles by new & developing artists.

MOUNTAIN	NORTHEAST
1. Subway, Good Times	1. Letters To Cleo, Aurora Gory Alice
2. Ty Herndon, What Mattered Most	2. Blessid Union Of Souls, Home
3. Rappin' 4-Tay, Don't Fight The Feelin'	3. Corrosion Of Conformity, Deliverance
4. Phunk Junkeez, Injected	4. M. Page, In The House Of Stone And Light
5. Elastica, Elastica	5. Adam Sandler, They're All Gonna Laugh...
6. Lari White, Wishes	6. Morphine, Yes
7. Murder Squad, Murder Squad Nationwide	7. Elastica, Elastica
8. M. Page, In The House Of Stone And Light	8. Jeff Buckley, Grace
9. The Silos, Ask The Dusk	9. Rusted Root, When I Woke
10. Corrosion Of Conformity, Deliverance	10. Ini Kamoze, Here Comes The Hotstepper

one hour before show time. Pizza will be served to the listeners.

In addition, in select markets the band's 17-year-old guitar

whiz, **Smokin' Joe Bonamassa**, will host a free guitar clinic before the show. A music retailer will likely be tied in to sell "Bloodline" at the guitar