

Video Music

PROGRAMMING

Crash Test Dummies Vid Gets To The Root Of Masochism

BY BRETT ATWOOD

LOS ANGELES—A graphic new video by Canadian rock act Crash Test Dummies is likely to cause people to squirm over the prospect of having their teeth pulled.

The video for "He Liked To Feel It," the first single from the Arista act's third album, "A Worm's Life," follows a young boy's reckless quest to get rid of his remaining teeth.

Rather than visit a dentist, the masochistic boy uses several unconventional methods to achieve his goal of an empty-toothed grin by tying each tooth to a different object, including a moving taxicab, a slab of meat that is thrown to a hungry dog, and the hook of a crane, which lifts him high into the sky.

As each tooth is yanked out, the camera shows a lingering closeup of the boy's freshly wounded bleeding gums. The clip ends when the boy falls from the crane hook, with his final tooth still intact. As he lies on the ground, a man with a pair of pliers approaches and removes the tooth.

"The video is a little darker than the lyrics for the song suggest," says director Ken Fox. "When I first wrote the concept for the clip, I did wonder if it would freak people out. But Arista loved it and never expressed a demand for me to play it straight. They left me alone and gave me free reign to do this."

Fox says that he would not be surprised if some programmers request edits to the graphic video.

"You never know with MTV," says Fox. "Sometimes you think that they will request certain things to be cut, but then they surprise you and ask for

something completely different to be trimmed. But I don't think it will be too big a problem."

Crash Test Dummies vocalist/guitarist Brad Roberts says that the video is reflective of the song's lyrics, which he wrote in the spirit of dark humor.

"It is cartoon-like violence," says Roberts. "It is dark comedy, which to me is funny... I wrote the song about a little boy whose baby teeth are loose, but instead of pulling them out, he concocts some gruesome ways to remove them. In the end, his father pins him down and pulls out his teeth with pliers, which foils his attempt to do it for himself. But that wasn't what he wanted at all. He only liked the feeling of doing it on his own."

The song's strange theme was inspired by Roberts' ponderings about his own teeth.

"I was sitting around one day feeling my teeth, and I noticed that they were firmly imbedded in my skull," says Roberts. "Teeth are part of the human body, but I thought that it was strange that they come out."

MTV has received the new clip, but at press time, there had not been a decision as to whether the programmer would play it.

To capture the boy's self-made dentistry, actor Leo Fitzpatrick was equipped with prosthetic gums and teeth.

"I knew that I had to cast a kid

who could give a great performance but also who had the physical makeup for this sort of prosthetic," says Fox. "Leo had a big mouth with small teeth, which was necessary to make the new gums look realistic."

The video was produced by David Moskowitz, and Eric Barrett executive produced for Original Films.



CRASH TEST DUMMIES

PRODUCTION NOTES

LOS ANGELES

David Nelson directed NY Loose's "Spit," featured on the soundtrack to "The Crow: City Of Angels," for FM Rocks. Michelle Abbott produced.

The video for "How Could You" by K-Ci & JoJo (the Hailey brothers from Jodeci), from the "Bulletproof" soundtrack, was directed by Brian "Black" Lavar. The clip was produced by Jon-John for Yab Yum Entertainment and was co-produced by Joey Elias.

NEW YORK

Paul Hunter was the eye behind FM Rocks' video for "You're Not Around" by Deja Groove featuring Rakim. Rubin Mendoza produced, and Alan Ferguson was director of photography.

De La Soul's "Itzsoweezee" was directed by Marcus Turner. Production of the video, which was shot at the Francis Scott Key Junior High School in Brooklyn, was by Butch Robinson.

NASHVILLE

Picture Vision's Michael Salomon directed the video "Five Dollar Fine" by Chris Ledoux, in which Garth Brooks makes a cameo appearance. Kimberly Lansing produced; Larry Boothby was director of photography.

OTHER CITIES

The clip for "No" by Chuck D., shot in Washington, D.C., was directed by Kweku Abdullah for Big Dog Films. Rich Ford Jr. produced.

FOR WEEK ENDING SEPTEMBER 29, 1996

Billboard

Video Monitor

THE MOST-PLAYED CLIPS AS MONITORED BY BROADCAST DATA SYSTEMS
"NEW ONS" ARE REPORTED BY THE NETWORKS (NOT BY BDS) FOR THE WEEK AHEAD



14 hours daily
1899 9th Street NE,
Washington, D.C. 20018

- 1 Bone Thugs-N-Harmony, Days Of Our Livez
- 2 2Pac, I Ain't Mad At Cha
- 3 New Edition, Hit Me Off
- 4 Aaliyah, If Your Girl Only Knew
- 5 Immature, Lover's Groove
- 6 Keith Sweat, Twisted
- 7 Ghost Town DJ's, My Boo
- 8 Keith Sweat, Nobody
- 9 SWV, Use Your Heart
- 10 2Pac, Dear Mama
- 11 LL Cool J, Loungin
- 12 New Edition, I'm Still In Love With You
- 13 Salt-N-Pepa, Champagne
- 14 Blackstreet, No Diggity
- 15 2Pac, How Do U Want It
- 16 Fugees, Ready Or Not
- 17 112, Only You
- 18 Ginuwine, Pony
- 19 Soul For Real, Never Felt This Way
- 20 Westside Connection, Bow Down
- 21 Brandy, Tania, G. Knight & C. Khan, Missing
- 22 Mistra, Blackberry Molasses
- 23 2Pac, So Many Tears
- 24 Whitney Houston, Why Does It Hurt So Bad
- 25 Maxwell, Ascension (Don't Ever Wonder)
- 26 Crucial Conflict, Hay
- 27 Dru Hill, Tell Me
- 28 Gina Thompson, The Things That You Do
- 29 Nas, If I Ruled The World
- 30 Cece Peniston, Movin' On

*** NEW ONS ***

A Tribe Called Quest, Stressed Out
Nate Dogg, Snoop Doggy Dogg, Never Leave Me Alone
Rude Boys, Lock Down
Xzibit, The Foundation
Art Porter/Lalah Hathaway, One More Chance
Positive K., Black Cinderella
Almighty R.S.O./Faith Evans, Be My Boo



Continuous programming
2806 Opryland Dr.,
Nashville, TN 37214

- 1 Paul Brandt, I Do
- 2 Travis Tritt, More Than You'll Ever Know
- 3 Kenny Chesney, Me And You
- 4 Trisha Yearwood, Believe Me Baby (I Lied)
- 5 Tracy Lawrence, Stars Over Texas
- 6 Billy Ray Cyrus, Trail Of Tears
- 7 Sammy Kershaw, Vidalia
- 8 Vince Gill, Worlds Apart
- 9 LeAnn Rimes, One Way Ticket
- 10 David Lee Murphy, The Road You Leave Behind
- 11 Cledus T Judd, If Shania Was Mine

- 12 John Berry, Change My Mind
- 13 Mary Chapin Carpenter, Let Me Into Your
- 14 Patty Loveless, Lonely Too Long
- 15 Shania Twain, Home Ain't Where His Heart Is
- 16 Tim McGraw, Maybe We Should Just Sleep On It
- 17 Paul Jefferson, I Might Just Make It †
- 18 Dolly Parton, Just When I Needed You Most
- 19 Mark Chesnut, It's A Little Too Late †
- 20 Brooks & Dunn, Mama Don't Get Dressed Up... †
- 21 John Michael Montgomery, Ain't Got Nothing On Us †
- 22 Neal McCoy, Going, Going, Gone †
- 23 BR5-49, Cherokee Boogie †
- 24 Lonestar, When Cowboys Didn't Dance †
- 25 Faith Hill, You Can't Lose Me
- 26 Mindy McCready, Guys Do It All The Time
- 27 Kevin Sharp, Nobody Knows †
- 28 Burnin' Daylight, Love Worth Fighting For †
- 29 Pam Tillis, Betty's Got A Bass Boat †
- 30 Suzy Bogguss, No Way Out †
- 31 The Beach Boys & Doug Supernaw, Long Tall Texan †
- 32 Diamond Rio, It's All In Your Head
- 33 Gary Allan, Her Man
- 34 K.T. Oslin, Silver Tongue And Goldplated Lies
- 35 Frazier River, Last Request
- 36 Ricochet, Love Is Stronger Than Pride
- 37 Trace Adkins, Every Light In The House
- 38 Wade Hayes, Where Do I Go To Start All Over
- 39 Rick Trevino, Running Out Of Reasons To Run
- 40 Tony Tolver, Bettin' Forever On You
- 41 Rhett Akins, Love You Back
- 42 Deana Carter, Strawberry Wine
- 43 Miia Mason, That's Enough Of That
- 44 George Jones, Honky Tonk Song
- 45 Oeryl Dodd, Friends Don't Drive Friends...
- 46 Brady Seals, Another You, Another Me
- 47 Randy Travis, Would I
- 48 Tracy Byrd, Big Love
- 49 Joe Nichols, Wal-Mart Parking Lot...
- 50 Marty Stuart, Thanks To You

*** NEW ONS ***

Bryan White, That's Another Song
Caryl Mack Parker, Better Love Next Time
Chris LeDoux, Five Dollar Fine
James Bonamy, All I Do Is Love Her
Martina McBride, Swingin' Doors



Continuous programming
1515 Broadway, NY, NY 10036

- 1 311, Down
- 2 Fugees, Ready Or Not
- 3 Keith Sweat, Twisted
- 4 Metallica, Hero Of The Day
- 5 Soundgarden, Burden In My Hand
- 6 Filter, Jurassitol
- 7 Blackstreet, No Diggity
- 8 The Wallflowers, 6th Avenue Heartache
- 9 Rage Against The Machine, People Of The...
- 10 Sublime, What I Got
- 11 John Mellencamp, Key West Intermezzo (I Saw You First)
- 12 Salt-N-Pepa, Champagne
- 13 Sheryl Crow, If It Makes You Happy
- 14 R.E.M., E-Bow The Letter

- 15 LL Cool J, Loungin
- 16 The Cranberries, Free To Decide
- 17 Bone Thugs-N-Harmony, Days Of Our Livez
- 18 Alanis Morissette, Head Over Feet
- 19 Social Distortion, I Was Wrong
- 20 Marilyn Manson, The Beautiful People
- 21 Alice In Chains, Over Now
- 22 Republica, Ready To Go
- 23 Ghost Town DJ's, My Boo
- 24 Nas, If I Ruled The World
- 25 Cake, The Distance
- 26 Donna Lewis, I Love You Always Forever
- 27 Toni Braxton, Un-Break My Heart
- 28 White Zombie, I'm Your Boogiemann
- 29 Group Therapy, East Coast/West Coast Killas
- 30 New Edition, I'm Still In Love With You
- 31 Maxwell, Ascension (Don't Ever Wonder)
- 32 Poe, Angry Johnny
- 33 Eels, Novocaine For The Soul
- 34 SWV, Use Your Heart
- 35 GGWY Tah, Whoever You Are
- 36 Aaliyah, If Your Girl Only Knew
- 37 2 Pac, I Ain't Mad At Cha
- 38 Quad City DJ's, C'mon N' Ride It (The Train)
- 39 Fun Lovin' Criminals, Scooby Snacks
- 40 Better Than Ezra, King Of New Orleans
- 41 Sebadoh, Ocean
- 42 Outkast, Elevators (Me & You)
- 43 Refreshments, Down Together
- 44 Nirvana, Aneurysm
- 45 Bone Thugs-N-Harmony, The Crossroads
- 46 The Smashing Pumpkins, Tonight, Tonight
- 47 2 Pac, California Love
- 48 No Doubt, Just A Girl
- 49 Deftones, 7 Words
- 50 The Smashing Pumpkins, Bullet With Butterfly

*** NEW ONS ***

Madonna, You Must Love Me
Counting Crows, Angels Of Silences
Hootie & The Blowfish, Sad Caper
2Pac, I Ain't Mad At Cha
Celine Dion, It's All Coming Back To Me Now
Local H, Bound For The Floor
Tonic, Open Up Your Eyes



30 hours weekly
2806 Opryland Dr.,
Nashville, TN 37214

- 1 Dolly Parton, Just When I Needed You Most
- 2 Trisha Yearwood, Believe Me Baby
- 3 Billy Ray Cyrus, Trail Of Tears
- 4 Kenny Chesney, Me And You
- 5 Paul Brandt, I Do
- 6 Tracy Lawrence, Stars Over Texas
- 7 Mindy McCready, Guys Do It All The Time
- 8 Sammy Kershaw, Vidalia
- 9 Junior Brown, Venom Wearin' Denim
- 10 Willie Nelson, She Is Gone
- 11 Bryan White, So Much For Pretending
- 12 Randy Travis, Are We In Trouble Now
- 13 Ty Herndon, Living In A Moment
- 14 Faith Hill, You Can't Lose Me

- 15 Vince Gill, Worlds Apart
- 16 David Lee Murphy, The Road You Leave Behind
- 17 Travis Tritt, More Than You'll Ever Know
- 18 Paul Jefferson, I Might Just Make It
- 19 Miia Mason, That's Enough Of That
- 20 K.T. Oslin, Silver Tongue And Goldplated Lies
- 21 John Michael Montgomery, Ain't Got Nothing On Us
- 22 Tracy Byrd, Big Love
- 23 Mark Chesnut, It's A Little Too Late
- 24 Wade Hayes, Where Do I Go To Start All Over
- 25 Shania Twain, Home Ain't Where His Heart
- 26 Trace Adkins, Every Light In The House
- 27 Brooks & Dunn, Mama Don't Get Dressed Up
- 28 Patty Loveless, Lonely Too Long
- 29 Lonestar, When Cowboys Didn't Dance
- 30 Rhett Akins, Love You Back

*** NEW ONS ***

Mary Chapin Carpenter, Let Me Into Your Heart
Chris LeDoux, Five Dollar Fine
Neal McCoy, Going, Going, Gone



Continuous programming
1515 Broadway, NY, NY 10036

- 1 Eric Clapton, Change The World
- 2 Alanis Morissette, Head Over Feet
- 3 Jewel, Who Will Save Your Soul
- 4 John Mellencamp, Key West Intermezzo (I Saw You First)
- 5 Celine Dion, It's All Coming Back To Me Now
- 6 Tracy Chapman, Give Me One Reason
- 7 Donna Lewis, I Love You Always Forever
- 8 Melissa Etheridge, Nowhere To Go
- 9 Sheryl Crow, If It Makes You Happy
- 10 Toni Braxton, Un-Break My Heart
- 11 Primitive Radio Gods, Standing Outside...
- 12 The Wallflowers, 6th Avenue Heartache
- 13 Bryan Adams, Let's Make A Night To Remember
- 14 The Cranberries, Free To Decide
- 15 Dishwalla, Counting Blue Cars
- 16 Toni Braxton, You're Makin' Me High
- 17 Collective Soul, The World I Know
- 18 Amanda Marshall, Birmingham
- 19 Garbage, Stupid Girl
- 20 Hootie & The Blowfish, Tucker's Town
- 21 Maxwell, Ascension
- 22 Tina Turner, Missing You
- 23 Merrill Bainbridge, Mouth
- 24 Elton John, You Can Make History (Young Again)
- 25 Alanis Morissette, Ironic
- 26 Seal, Kiss From A Rose
- 27 Natalie Merchant, Jealousy
- 28 Deep Blue Something, Breakfast At Tiffany's
- 29 Alanis Morissette, You Learn
- 30 En Vogue, My Lovin'

*** NEW ONS ***

Counting Crows, Angels Of Silences
Madonna, You Must Love Me
Eels, Novocaine For The Soul
New Edition, I'm Still In Love With You

THE CLIP LIST

A SAMPLING OF PLAYLISTS SUBMITTED BY NATIONAL & LOCAL MUSIC VIDEO OUTLETS FOR THE WEEK ENDING OCTOBER 12, 1996.



Continuous programming
1221 Collins Ave
Miami Beach, FL 33139

AMERICA'S NO. 1 VIDEO

BOX TOPS

- Bones Thugs-N-Harmony, The Dayz Of Our Livez
702, Steelo
Keith Sweat, Nobody
Alfonzo Hunter, Just The Way
No Mercy, Where Do You Go
2Pac, So Many Tears
Group Therapy/IRBX, East Coast/West Coast Killas
Crucial Conflict, Ride The Rodeo
RZA, Wu-Wear, The Garment
Johnny Gill, Let's Get The Mood
Blackstreet, No Diggity
2Pac, How Do You Want It
Az Yet, Last Night
Shades, Tell Me (I'll Be Around)
Changing Faces, I Got Somebody Else
Dru Down, Can You Feel Me
Westside Connection, Bow Down
Too Short, Never Talk Down
Do Or Die, Do You Wanna Ride
Brandy, Tania, Gladys Knight & Chaka Khan, Missing You
Toni Braxton, Un-Break My Heart

NEW

- A Tribe Called Quest, Stressed Out
Dishwalla, Charlie Brown's Parents
The Lemonheads, If I Could Talk...
Local H, Bound For The Floor
Nate Dogg, Never Leave Me Alone
Nirvana, Aneurysm
No Doubt, Don't Speak
NY Loose, Spit
Refreshments, Down Together
Screaming Trees, Sworn & Broken
Vanessa Daou, Two To Tango
Weezer, El Scorcho
116, All Day Everyday
Positive K, Black Cinderella
Richie Rich, Let's Ride
Rude Boys, Lock Down



Continuous programming
3201 Dickerson Pike
Nashville, TN 37207

- Dog's Eye View, Small Wonders
Elton John, You Can Make History
R.E.M., E-Bow The Letter
3T Featuring Michael Jackson, Why
Avenue Blue, Naked City
Blues Traveler, But Anyway
Mariah Carey, Forever
Cher, One By One
Harry Connick Jr., Hear Me In The Harmony
Deborah Cox, Where Do We Go From Here
Dave Matthews Band, So Much To Say
Def Leppard, Work It Out
Gloria Estefan, You'll Be Mine
Melissa Etheridge, Nowhere To Go
Hootie & The Blowfish, Tucker's Town
Kiss, Shout It Out Loud
Donna Lewis, I Love You Always Forever
Maxwell, Ascension (Don't Ever Wonder)
Oasis, Don't Look Back In Anger
Tom Petty & The Heartbreakers, Walls



Continuous programming
299 Queen St West
Toronto, Ontario M5V2Z5

- No Mercy, Where Did You Go (new)
Moist, Leave It Alone (new)
Nirvana, Aneurysm (new)
White Zombie, I'm Your Boogiemann (new)
Marilyn Manson, The Beautiful People (new)
Nearly God, Poems (new)
OMC, How Bizarre (new)
Crash Test Dummies, He Liked To Feel It (new)
Backstreet Boys, Get Down (new)
Download, Glass Blower (new)
2Pac, I Ain't Mad At Cha (new)

- The Lemonheads, If I Could Talk... (new)
Weezer, El Scorcho (new)
Donna Lewis, I Love You Always Forever
The Tragically Hip, Gift Shop
Iggy Pop, Lust For Life
No Doubt, Spiderwebs
Soundgarden, Burden In My Hands
John Mellencamp, Key West Intermezzo (I Saw You First)
R.E.M., E-Bow The Letter



Continuous programming
1111 Lincoln Rd
Miami Beach, FL 33139

- Jaguars, Detras De Los Cerros
Luis Miguel, Dame
Eric Clapton, Change The World
La Dosis, Nada
Alejandra Guzman, Toda La Mitad
Fobia, Veneno Vil
Jars Of Clay, Flood
Case, I Gotcha
Primative Radio Gods, Standing Outside...
Bryan Adams, Let's Make A Night To Remember
Eros Ramazzotti, Estrella Gemela
Republica, Ready To Go
Fugees, Killing Me Softly
Los Lagartos, Metro Busco Amor
Sheryl Crow, If It Makes You Happy
Duncan Sheik, Barely Breathing
Metallica, Hero Of The Day
Eels, Novocaine For The Soul
R.E.M., E-Bow The Letter
Tracy Bonham, Mother Mother



Five 1/2-hour shows weekly
Signal Hill Dr
Wall, PA 15148

- Petra, Beyond Belief
Blackball, Doesn't Matter
Starflyer, A Housewife Love Song
DC Talk, Free At Last

- Margaret Becker, Keep My Mind
M.W. Smith, Give It Away
Degarmo & Key, I Believe
DC Talk, Heavenbound



Five hours weekly
223-225 Washington St
Newark, NJ 07102

- Wild Colonials, Charm
Schlepprock, Suburbia
The Lemonheads, If I Could Talk...
Holly Palmer, Scandinavian
Marilyn Manson, The Beautiful People
Amanda Marshall, This Could Take...
Radiohead, Street Spirit
Cake, The Distance
Color Club, Pearls
Puff Johnson, Over And Over
Dog's Eye View, Small Wonders
Sheryl Crow, If It Makes You Happy
Pluto, When She Was Happy
Case, I Gotcha
Melissa Etheridge, Nowhere To Go
Salt-N-Pepa, Champagne
Metallica, Hero Of The Day
Leah Andreone, It's Alright It's Ok
Blackjack, Whatever It Takes
Vernon Reid, Mistaken Identity



15 hours weekly
10227 E 14th St
Oakland, CA 94603

- 2Pac, I Ain't Mad At Cha
E-40, Rappers Ball
112 Feet The Norton B.I.G., Only You (Remix)
Blackstreet, No Diggity
Immature, Lover's Groove
Westside Connection, Bow Down
Dru Down, Can You Feel Me
Outkast, Elevators
New Edition, I'm Still In Love With You
Ginuwine, Pony