“Miss My Love”

Gwen Guthrie

The New Single

Produced by Gwen Guthrie, Sly Dunbar and Robbie Shakespeare
From the Album Hot Times

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Yo, slave!

This dealer is selling something you don't want. You'll pay more than just cash money. You'll trade in your hopes, your dreams.... even your self-respect.

Now, do you really want to buy?

Addiction is slavery.

PARTNERSHIP FOR A DRUG-FREE AMERICA
I watched the MTV Awards and had some serious problems with several aspects of it all. Can this be the same cable service that Rick James accused a few short years ago of being racist? We sure had to admit it was an accurate evaluation judging from what was being programmed at the time. In that time gap, though, somebody must have pointed out the fact to those boys in the blue suits at MTV that in this six billion dollar industry, black stars are jingling those cash registers, baby.

They listened, I guess. They had a black host and the first act was a black woman and lo, and behold, a hefty percentage of the power acts on the show were black.

And when the call came to all those black acts, they went merrily along—happily, grinnin'. Are these the same acts that fight and protest against doing the Image Awards or the Soul Train Awards? We shall soon see. This year, the Image Awards will be executive-produced by Suzanne de Passe and company and Don Cornelius will be doing his show in April. We'll ask and see about the level of cooperation and how it compares to this show.

And then there is the show itself. Who was in charge? Nobody, much. After Madonna shamed the director, it must have turned into a free-for-all. It looked like it on screen. There were no writing credits, so are we to assume all these people thought up their dialogue all on their own. Then, there was the much-heralded New Edition reunion. It was pointed out so succinctly in a New York daily, it wanted to be a revisitation of the Jackson's reunion so brilliantly done on "Motown 25" but turned out like the reunion of Tony Orlando and Dawn, without the professionalism. Again, who was in charge?

There was Arsenio, as that same paper said, looking like he had a chandelier hanging from his head, shrieking at everyone saying this show was it—never mind the American Music Awards or the Grammys. Oops, wasn't it Don Cornelius who gave you the "Sammy Davis Jr. Award," Arsenio?

Where is loyalty? Why do we run when they want us, when they turn their back when it's convenient? Get cold, see how much they play your videos and see if you still want your MTV.

[Signature]
AFSA Holds South African Celebration/Fundraiser

By Rachel Williams

In an attempt to bring greater awareness of the South African situation to the public and raise money for local efforts, Artists for a Free South Africa (AFSA), founded by Alfie Woodard, Mary Steenburgen and Darrell Larson, sponsored a celebration/fundraiser "Jam South Africa," at the Lunaria Bistro in Los Angeles.

The fundraiser featured musical performances by GRP recording artist Carl Anderson and singer Charmaine Neville as well as music videos, South African dancers and a showing of Nelson Mandela's speeches in New York City and London's Wembley Stadium. Several people spoke on the conflict in South Africa; actress Akosua Busia read a poem celebrating the release of Mandela.

"The event was really meant to be a celebration of the spirit and culture that's come out of South Africa," Larson said. "We wanted it to be entertaining yet informative as well. We don't want people to be under the impression that the situation in South Africa is better. In fact, it's worse because the forces who would like to keep the system of apartheid in effect are getting desperate."

AFSA held its first major meeting less than a year ago at Robert Guillaume's residence, where about 150 industry people were in attendance.

According to Karen Russell, exec dir, AFSA, the organization is actively formulating strategies to help focus attention on the continuing struggle for peace and democracy in South Africa. Some of the activities and ongoing goals will include cultural events, encouragement of anti-apartheid themes in film and television productions and sponsorship of educational events focusing on the reforms and events in South Africa as they unfold.

"Those of us who founded AFSA were impatient with the misinformation campaign launched by the South African government and relayed by the Western press over the years," Woodard said. "We were disappointed with the lack of reporting on the sanctions movement in this country and disgusted with the State Department's stand on news from South Africa that actually reached the average American household. For these reasons, we seek to utilize our influence and access to the media to allow true voices of the democratic movement to be heard."

Larson said upcoming AFSA events would include a double album featuring various artists and a big concert in Washington, D.C. Money from these two events will go to the Mandela Freedom Fund which will then be sent to the African National Congress (ANC).

Black Caucus Concerned About Inaccuracies In New History Book

The California Legislative Black Caucus held a press conference at the Los Angeles Press Club to appeal to the State Board of Education's Curriculum Development and Supplemental Materials Commission to postpone the adoption of the Houghton Mifflin history/social science textbooks. According to Tilford Patterson, spokesperson for the Caucus, the textbook fails to meet acceptable standards regarding historical accuracy and promotes racial stereotyping.

"The purpose of the conference was to demonstrate the solidarity shared by the Black Caucus members in urging the State Board of Education to delay consideration of the adoption of the Houghton Mifflin textbook series," Patterson said.

Those who attended and spoke during the conference were Assemblywomen Gwen Moore, Maxine Waters and Theresa Hughes, chairwoman of the Assembly Education Committee; and Senator Diane Watson among others.

Patterson explained that various ethnic minority groups have identified a large number of distortions, omissions and trivializations of unethical and inhumane social practices. He added that the publisher and the author have not adequately responded to these misrepresentations and have given no indication that they intend to correct the whole of the minority groups' concerns.

Patterson cited a passage in the textbook about Crispus Attucks, a runaway slave who died in the Boston Tea Party, as an example. "The textbook portrays Crispus Attucks as a runaway slave until he was killed, yet he had been a prominent bricklayer for some time in Boston before his death at 33 years old." He added that a total of 90 inaccuracies had been counted so far.

At a hearing in federal district court in New York, Judge John A. Sprizzo ruled that HBO would have to pay BMI retroactive and interim fees in an amount greater than what it had been paying under its old contract as a condition to not granting an injunction. The judge also ruled that Manhattan Cable's transmission of BMI repertoire constituted an infringement of BMI's copyrights. The decision on how much and when the cable operator would have to pay BMI was left to be determined at a later date.

The O'Jays were joined by an all-star gospel choir at the Power Station Studios in Manhattan to record a gospel/soul version of the classic Bob Dylan song "Emotionally Yours." The song will be on their forthcoming album entitled Respect.

The star-studded choir included such R&B artists as Cissy Houston, Phyllis Hyman, Martha Wash, James Williams, Glenn Jones, Gwen Guthrie, Genobia Geters, Keith Sweat, Eric Gable, Will Downing, Leotis Clyburn, Evelyn "Champagne" King, James "J.T." Taylor and Levert (Gerald Levert, Marc Gordon and Sean Levert).

ASCAP celebrated the grand opening of its newest addition to the society's Midwest membership offices this month in Chicago. The office will be staffed by Debra Cain, ASCAP director of member relations (Midwest); and George Sarikos, ASCAP senior membership representative; both will be under the direction of Lisa K. Schmidt, ASCAP Eastern regional executive director, based in New York.
ED STRICKLAND has been appointed vp, black music, Chrysalis/Cooltempo Records. Strickland joins the company after two years as nat’l dir, R&B, Tommy Boy Records, where he was instrumental in breaking De La Soul, Queen Latifah and Digital Underground.

CARIN THOMAS has been appointed mgr, nat’l secondary/dance promo, Capitol Records. Thomas was previously coord, promo, WC, Columbia. Prior to her stint at Columbia, she coordinated promotions at KDAY-AM, Los Angeles for three years.

JOHN WALLER was named nat’l dir, pub, black music, MCA Records. He was previously an acct exec, Set To Run Public Relations in New York. While at STR he coordinated press activities for such headliners as Bell Biv DeVoe, M.C. Hammer, Boogie Down Pros. and Tone Loc.

KELLY HALEY is now dir, pub, black music, EC, MCA, and will be based in the company’s New York office. Before joining MCA, she was assoc dir, press/pub, EMI in New York. Haley began her career in the music business at Cold Chillin’ Records, working with such artists as Big Daddy Kane, Biz Markie and Roxanne Shante.

JOE MORROW has been named sr. dir, promo/mktg, urban music, Elektra Entertainment. Morrow had been nat’l dir, promo, urban at the company prior to the promotion. He came to Elektra in 78 as dir, reg1 promo, WC. During a three-year hiatus from Elektra (1983-86) Morrow was vp, mktg sales/promo for Barry White’s Unlimited Gold and was affiliated with Motown.

AGGIE BAGHAEI has been promoted to coord, nat’l promo, Virgin Records. She will work from the Los Angeles headquarters. Baghaei has been with Virgin for the past eight months and prior to the promotion held the position of promo ass’t. Before joining the company Baghaei was an intern at I.R.S. Records and worked on “The Cutting Edge Show.”

AMANDA SCHEER was appointed mgr, mktg, rap, Arista.

In this newly created position, Scheer will develop a street presence for Arista’s rap and reggae roster. Prior to joining the company she ran Car Wash Productions, a rap and reggae marketing company that showcased new and established acts.

KAREN GIBSON has been appointed to the post of dir, creative oper, K&D Entertainment, Inc., a newly formed music publishing company and a division of the New York-based firm Gibson Productions, Inc. Previously, Gibson was a rep, A&R, Atlantic Records, and prior to that she was a creative asst, PolyGram Music Publishing.

THOMAS McPARTLAND has been promoted to vp, legal/business affairs, BMG Music. Since McPartland joined BMG in ‘86, he has enjoyed two consecutive promotions: In ’88 he was named assoc dir/anti-piracy coordinator and in ’89 he was promoted to sr. dir, legal/business affairs, BMG Distribution.

BARBARA RICHARD QUINN was elevated to the post of internatl dir, creative affairs, Warner/Chappell. Quinn began her career in music publishing as internatl mgr, creative affairs, Screen Gems-EMI Music in 1982. In ’89 she moved over to Warner/Chappell in the same capacity where she has remained until this latest promotion.

GEORGE SILVA has been hired for the post of internatl dir, promo, CHR, MW, Elektra Entertainment. He comes to Elektra from EMI, where he worked for five years overseeing promotion in the Northeast regional markets. From 1982-85, Silva held a variety of positions including a stint with Schwartz Brothers Distributors; promo, Salsoul Records in Philadelphia; nat’l CHR, Philly Worlds; and rep, MW, Motown.

NICK MARIA has been promoted to the position of sr. vp, Atlantic Records, and will be based at the New York headquarters. Maria, who has been with the company since ’74, was most recently vp, sales. With this new appointment, he joins Atlantic’s senior executive staff.

All-Star Lineup Of Rap Artists Honor Curtis Mayfield In L.A. Concert

A rap all-star lineup, featured on the Return Of Superfly soundtrack, performed a benefit concert at the Palace in Hollywood, CA, honoring classic soul singer Curtis Mayfield—who was recently injured in a stage accident which left him permanently paralyzed. Proceeds from the $25 tickets went to Mayfield’s family.

The lineup for the concert, “In Honor Of Curtis Mayfield: The Return Of Superfly Live,” included Ice-T, Tone Loc, Eazy-E, Mellow Man Ace, Kid Frost, The UziBros, C.P.O., King Tee, Def Jef and very special guests the Impressions, Mayfield’s original group.

“Everyone who performed on the Return Of Superfly soundtrack donated their talents immediately to help Curtis in his time of need,” said Tim Devine, dir, A&R, Capitol Records and concert co-chairman.

Mayfield was recently moved to Shepherd Spinal Center in Atlanta. The artist had been preparing for an outdoor concert in Brooklyn, continued on page 8
Mary Wells Update

Mary Wells has been told by her doctors that she has "an excellent chance of saving her voice box." The singer has been undergoing radiation treatment for cancer of the larynx for two weeks, after having been diagnosed with cancer in August.

According to Joyce McRae, spokesperson for Wells, the singer has been "emotionally moved" by the outpouring of love, affection and financial support that came as soon as word of her condition was made public.

McRae points out, however, that the scope of the singer's illness, length of treatment and financial future are uncertain at this point. Additionally, it is unknown whether Wells will ever be able to sing again.

B.B. King On The Hollywood Walk Of Fame

After a half-century in the music business, Blues legend B.B. King finally received a star on the Hollywood Walk Of Fame. King shared the honor with friends (lr) Richard Palmere, pres. MCA; Ernie Singleton, pres. black music. MCA; and A.D. Washington, sr. vp, promo/mktg. black music, MCA.

Rap All-Stars Honor Curtis Mayfield In L.A. Concert

Though the Ichiban recording artist is "totally confined" to his bed, he's completely alert. However, Mayfield will undergo surgery to stabilize his neck, which had become dislocated recently, the spokesperson added.

"He's in a special unit and his room is full of get well cards from individuals and companies—he's very grateful for all the support he's received," she said. "It has helped him tremendously."

Mayfield—who was making a comeback with his current album, Take It To The Streets, just released an updated version of the "Superfly" single, "Superfly 1990." The just-released soundtrack to the feature film "Return of Superfly" was named Album of the Week in this issue of BRE.

Thomas, Jackson Named MTV's Best Choreographers

Anthony Thomas and Janet Jackson beat out Madonna, Paula Abdul and M.C. Hammer for the Best Choreography award for the "Rhythm Nation" music video at the 1990 MTV Video Music Awards.

The music award show was Thomas' last performance with Jackson on the "Rhythm Nation: 1814" tour. Thomas has been in demand recently to choreograph a number of other artists and has left the tour to free his time for these offers. Thomas will work through the Music Umbrella Company in Santa Monica, CA, on all his future business ventures.

Star Search Winner To Star In "Oh, Kay"

Angela Teek, the unprecedented 10-time winner of the hit TV show, "Star Search," was chosen to star in David Merrick's all-black Broadway production of "Oh, Kay." The show is scheduled to open Oct. 25.

Merrick had been searching for the title character for five months before Teek auditioned. Teek will co-star opposite Brian Mitchell, who plays Jimmy.

2 Live Crew Kicks Off Tour

Luke/Atlantic recording group Luke featuring the 2 Live Crew will kick off its tour Sept. 26 in Pittsburgh, PA, ending in November. The upcoming itinerary includes dates in New York City, Baltimore, Detroit, St. Louis, Chicago, Minneapolis and San Francisco.

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Stay Awhile
Jive/RCA recording artist Glenn Jones (l) visits BET for a taping of “Video Soul” with host Donnie Simpson.

Fassie Release
SBK execs Charles Koppelman, chairman/ceo (l), and Don Rubin, sr vp, A&R, flank South African recording star Brenda Fassie as she celebrates the release of her new LP, Black President.

Liberty Greetings
Lonnie Hillyer (far l) and Danny Palomo (far r), members of the new Capitol singing group Maggie’s Dream, congratulate Duran Duran members Sterling Campbell (2nd from l) and Nick Rhodes (2nd from r) on their latest release, Liberty.

“Black Magic” Bash
Columbia Records vibraphonist Monte Croft (l) and actor Avery Brooks share a musical moment at the National Black Arts Festival’s “Black Magic” bash in Atlanta.

Elektra Takes Stand
Elektra recording artist Howard Hewett stops to pose with label execs backstage at The Strand in Redondo Beach, CA. Pictured are (l-r) Rob Sides, regional dir. sales/mktg; Lisa Jedrey, Nia Peeples Hewett, Leah Simon, regional retail relations, and Joe Morrow, sr dir. promo/mktg, urban music.
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Went No. 1 At AC!
Exploding AT CHR!
Here It Is, Urban Radio...

“I DON’T HAVE THE HEART”
**TOP 5 SINGLES**

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**SINGLE OF THE WEEK**

**JASMINE GUY**
**TRY ME**
**WARNER BROS.**

This is a surprisingly strong debut for the girl we've all come to know as the central focus of "A Different World," the beautiful but irritating "Whitley." Full Force puts its considerable force behind her but she stands up on this jammin' cut. Demos: Adults, Young Adults.

**ALBUM OF THE WEEK**

**CURTIS MAYFIELD**
"RETURN OF SUPERFLY"
**SOUNDTRACK**
**CAPITOL**

People Get Ready, the gentle genius of soul, Curtis Mayfield, has delivered a prize that should repeat history. Like the original "Superfly" soundtrack, the tracks on the Return of Superfly are hard-hitters, delivered by some power players such as Ice-T, Eazy-E, Mellow Man Ace, King Tee, the Uzi Bros., Tone Loc and Def Jef. There are 12 songs on this album. The title cut, "Superfly 1990," is a duet with Ice-T and it's milky smooth. Some material, like "Easy Street," you won't be hearing on the air. Although it has a dope beat, the lyrics are dangerous. Most of the songs have a little jazzy groove to them. All in all, this album is good to go, go, go. Title track produced by Mayfield, with Lenny Kravitz co-producing, playing guitar and remixing the LP version and five additional versions. Demos: All.
SINGLES

MARIAH CAREY—LOVE TAKES TIME—COLUMBIA—This glorious ballad further establishes Carey as a formidable vocalist of the '90s. Her first single, "Vision Of Love," didn't take much time to win the hearts of the public. This R&B/pop single—the second release from Carey's self-titled debut—should do as well. Produced by Walter Afanasieff. Demos: All.

SURFACE—THE 1ST TIME—CBS—Surface returns after a short absence with another ballad that goes straight to the heart. It's obvious from past hits that Surface has the right touch when it comes to love songs—take "Closer Than Friends" and "Shower Me With Your Love" for example. This song wouldn't be the first time the trio had a jam on its hands. Demos: All.

BETTY BOO—DOIN' THE DO—SIRE—This British hip house jam has a heavy club sound to go with an infectious house beat. The tough raps are not unlike Britain's first female rappers, Cookie Crew. Produced by Shep Pettibone. This cut is taken off the Boonanza album. Demos: House, Rap.

LONNIE LISTER SMITH—DANCE FLOOR—STAR TRAK—A hard-hitting instrumental that recreates the sound that used to dominate dance floors less than 10 years ago. Different sample cuts and speeches are mixed underneath tremendous musical power. This classy jam was taken from the album Love Goddess and it looks like DJs will have two "LL's" to rock the crowd. Demos: Clubbers.

JAMES INGRAM—I DON'T HAVE THE HEART—WARNER BROS.—Is there a Quiet Storm anywhere who can resist Ingram at his soulful best? Ingram always has heart and soul and can be counted on to deliver tasty treats. Demos: Quiet Storm.

ALBUMS

CURIO—SPECIAL FEELING—MOTOWN—This is a truly excellent album. All the songs are lively and great to dance to. The album starts with the uptempo "That's the Way that Love Goes," then slides into Curio's current smash "I Can't Stay." Another cut worthy of acclaim is the title track which could be the next release off a magical album. Demos: Adults. Quiet Storm.

FORCE M.D.'S—STEP TO ME—TOMMY BOY/REPRISE—If you like your R&B harmonies tight and sweet and your hip hop tight and in the street, this is the LP for you. The first single, "Are You Really Real," is hitting the charts full force and is only one cut from a super-hot LP with many more singles on it. Producers include Full Force, Monty Morris (Time), Foster & McElroy, and Marley Marl. Demos: All.

LOS LOBOS—THE NEIGHBORHOOD—SLASH/WARNER BROS.—Black radio shouldn't overlook this, the finest of East L.A.'s bands. "The Neighborhood" can be understood by anyone in any inner city and "Wade in the Water" is a real treat. This blend of roots and rock says once again that this band can do more than just lift up Richie Valens. Demos: Adults, Young Adults.
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The Meeting

One of the most promising musical ensembles joins the established creative artistry of Patrice Rushen, keyboards; Alphonso Johnson, bass; Ndugu Chancler, percussion; and Ernie Watts, saxophone. Together, the four are known as The Meeting and the alliance is indeed a meeting of musical masteries at its best.

The Meeting offers sensational sounds which speak for themselves, in terms of quality of production and creative content. This quartet is united in a way that is not often found among many established performers. With their roots firmly planted in traditional jazz and R&B, members of The Meeting connect in a special way.

Personally endorsed by Quincy Jones, who offers a written introduction on the jacket credits, the group raises above the individuals’ traditionally defined musical genres to offer a very interesting blend of sounds which will quench almost any musical thirst.

The Meeting is released on GRP and is produced and arranged entirely by the members of the group.

Dave Koz

Dave Koz

Fusing R&B with jazz yields a stirring offering from Dave Koz.

Koz’ debut project on Capitol. The exciting saxophonist follows the success of his previous albums on GRP and is accompanied by a top-notch band featuring such notables as Alphonso Johnson, bass; Ndugu Chancler, percussion; and Ernie Watts, saxophone.

The Meeting

Metheny/Holland/Haynes

Questions & Answers

Getz

Bob James

Grand Piano Canyon

Warner Bros.

Harry Connick Jr.

We Are in Love

Columbia

BlueSiana Triangle

BlueSiana Triangle

Windham Hill Jazz

Ricardo Silveira

Amazon Secrets

Vere Forecast/PI

Wynnton Marsalis

Standard Time, Vol. 3

Columbia

Harry Connick Jr. Trio

Lovely & Roach Souffle

Columbia

Branford Marsalis

Crazy People Music

Columbia

Jimmy McGriff

You Ought To Think

Headfirst/End T

Vernell Brown Jr.

Total Eclipse

A&M

Joe Pass

Summer Nights

Pablo

Eliane Elias

Eliane Elias Plays Jobim

Blue Note

Bob Berg

In The Shadow

Electron

Oleta Adams

Circles of One

Fantasy/Mercury

Ronnie Laws

True Spirit

P & R

Soundtrack

No Better Blues

Columbia

Azmuth

Carimino

Impulse

Herbie Mann

Camino de Casa

Cresky

Tania Maria

Bela Vista

World Pacific

Michel Camilo

On The Other Hand

Columbia

Benny Green

Lineage

Blue Note

Ken Peplowski Quintet

Mr. Gentle & Mr. Cool

Concord Jazz

Don Pullen

Random Thoughts

Blue Note

DJavan

Puzzle of Hearts

Columbia

Tuck Andress

Reckless Precision

Windham Hill Jazz

Richard Elliot

What’s Inside

Imagina

Phil Sheeran

Breaking Through

Elektra

Jackie McLean

Dynasty

Triloka Jazz

Acoustic Alchemy

Point of Reference

GRP

Michael Franks

Blue Pacific

Reprise/WB

Leni Stern

Closer To The Light

GRP

Mezzoforte

Playing For Time

Napier/RCA

Don Grolnick

Weaver of Dreams

Blue Note

Rippingtons

Welcome To The St James

GRP

** RIPPINGTONS **

Welcome To The St. James

GRP
Bernadette Cooper: It's All In The Attitude

At the top of "I Look Good," her debut MCA solo single, Bernadette Cooper explains her pronounced self-confidence to an inquisitive reporter with the line, "It's an attitude, you just gotta know." Apparently, it's an attitude audiences also want to know: the video for the funky track was in high rotation on BET for at least two weeks before the actual release of the single. And months before "I Look Good" debuted, a pirated copy of the single was getting heavy airplay on a major market radio station. There is likewise a buzz on the album Drama According to Bernadette Cooper, due in October.

Why the commotion? After all, upon first glance, Cooper is just another performer attempting a successful transition from group member—she was drummer, a chief songwriter and founder of Klymaxx, R&B's most successful female band—to soloist. However, closer inspection reveals something beyond the already well-beaten path of female "singers" and dancers. Bernadette is one of a small but elite corps of women who do it all: she co-wrote, produced and played on the LP. She was involved from musical concept to LP cover and co-directed the "I Look Good" clip. She runs her own music publishing and production companies and makes her own business decisions. It's a big job for anyone, but Cooper says it comes naturally.

"I do what I've always done, really," she says. "I enjoy the challenge of getting everything the way I first envision it. When I write a song, it comes to me musically first and then visually, and there's usually more to it. For instance, 'I Look Good' isn't just about looks. It's about pride of self and confidence. Other songs are about other things but the whole album reflects parts of my life and the lives of people I've known."

Drama According to Bernadette Cooper captures the essence of early Prince and Parliament—two of Cooper's major inspirations, aside from Aretha ("she's the ultimate")—while forging new ground for the musician. Selections like "Stupid," "The Underground," "Howard Hughes Love Affair" and "Move Produce Her" boast the humor, sarcasm and irony Cooper developed during her Klymaxx days; the cozy, acoustic "Nothing U Can Do" and "The Agency Sent Me," a disturbing look at child abuse, both reflect Cooper's artistic woodshed between now and leaving the unit in the late '80s. "A band is a democracy, as it should be," she says of her departure. "I wanted to do different things but not at the expense of Klymaxx; I love that group. They've already had a hit ('Good Love'); I can only hope to do so well."

To that end, Cooper says she has total faith in the MCA machinery. "They've been very cool from the beginning. They left me alone while I did the record and showed enthusiasm when they heard it—what more can an artist ask for?

Despite her onstage persona and experience within the industry, Bernadette is somewhat shy and very private, deeming solo interviews a "unique" experience. "I leave sometimes feeling like I've lost a piece of me," she laments. Nevertheless, she'll co-host BET's "Video Soul" Sept. 26 and looks forward to presenting Drama live—under the proper circumstances. "I'd like to do more than just get up there and run through the songs. The project deserves more of a presentation. I want to leave you something to remember me by."

MEANWHILE, BACK AT THE RANCH: This season's game of executive musical chairs continues with Charles L. Freeman, who leaves Maurice White's Kalimba Productions to join M.C. Hammer's new Capitol-distributed Bust It Records. Freeman, whose three-year tenure at Kalimba included, among other duties, merchandising and A&R, will run Hammer's Los Angeles office (Hammer and company are based in Oakland, to be based at Capitol's Hollywood headquarters...L.A. and Babyface support team Daryl and Kayo are working on tracks for New Edition member Ralph Tresvant's MCA solo LP. That duo and Jam and Lewis contributing songs pretty much give Tresvant's project the same producers as NE member Johnny Gill's solo outing....Big Daddy Kane's upcoming

Cold Chillin'/Reprise LP features Barry White, Barbara Weathers, saxophonist Gerald Albright and blue comedian Rudy Ray Moore. Tracks continued on page 44
Hammer Busts Up Forum Two Nights Running

Moving lights, milling throngs, screaming fans, anticipation at a fever pitch: The stage was set for what was about to become an amazing night filled with a spectacle of sights and sounds not necessarily associated with a rapper. But this is not your ordinary rapper—or even your extra-ordinary rapper. On this night to be remembered for some time to come there was delivered a multi-decibel level performance by the one and only M.C. Hammer and his posse of 40 dancers, singers and musicians.

With a blast of red and yellow fireworks, Hammer appeared on stage with explosive force. A big screen came down, so there was no missing any parts of this thrill-a-minute show. The Forum was jam packed with enthusiastic fans of all ages who came out to see the showman of the '90s do his thing.

Hammer and the crew opened up with "Here Comes The Hammer." His sexy dancers came out and did their thing to get the crowd pumped up, as they moved and grooved from one end of the stage to the other. The Hammer has the fastest feet on stage and the moves to match.

The next song was "They Put Me In The Mix." With a little help from B. Angé B., everybody got in the mix. The level of energy was unbelievable from the nonstop dancing punched up by the fantastic light show, and the crowd kept getting crazier and crazier.

All the long hours of practice really paid off as each dancer did his or her own thing while also dancing together. Great choreography created precision, timed steps that made the whole show a success.

Even though the air was filled with excitement, Hammer had a few serious words to say about freedom of expression and that he and his posse stand up for the rights of 2 Live Crew to perform and to rap about whatever they want. Message sent, he kicked in "Let's Get It Started."

The females in the crowd loved every move Hammer made, judging by the screams of delight. He really knows how to please his fans and give them what they want—more, more, more. Hammer has all the style and finesse of a seasoned performer. With each move he proved that nobody can touch him when it comes to rappin' and dancin'. His finesounding background vocals were done by two of the groups on his Bust It Prods., the men of Special Generation and the women of Sweet Sensation.

At this point in the show, Hammer again got serious as the lights were turned down low and his voice rang out into the night. He spoke about and to the young people that were in the audience. "Stop killin' each other, look out for one another because we're all in the same gang, we're all one people, black, white, red and yellow." Then he rapped "Help The Children." This song was very moving and it was heartwarming to see and hear a rap artist so filled with sincerity and emotion. That led to "Pray." All the background vocalists had on choir robes. Before Hammer started this song he made another moving statement saying that everyone should pray for one another and that we should also say a prayer for all the servicemen in the Middle East who are there to protect us: maybe our prayers would bring them home faster. "Pray" built up the crowd and took it on an emotional roller coaster ride.

Hammer pulled out every stop in the best tradition of great performers. He got the crowd fired up and on its feet once again with "Dancin' Machine."

When Hammer performed one of his early releases, "Pump It," that's exactly what the crowd did—pumped it on the floor, in the air and everywhere. At this point Flavor Flav came on stage with Hammer and sent the crowd into fits. Everybody seems to love Flav's crazy dancing.

The next song was "Turn This Mutha Out" and that's just what they did. People were dancing in the aisles, everybody was partying and there wasn't one person left sitting. Then they went deeper with "Let's Go Deeper." The show was perfectly paced—there were no gaps between songs and each song led to the right follow-up number.

At this point, the rapper put on his businessman's hat and brought out unknown singer David Black. He performed his rendition of Johnny Gill's "My, My, My."
Macca has just produced the title track of her forthcoming album, UK Blak, as well as songs for Danny Madden, Levine Hudson and Keisha Jackson (Millie Jackson’s daughter).

For now, though, it’s time for Macca to get reacquainted with the British audience. “I want people to hear the single and the album and say, ‘It’s different, but it’s still Loose Ends.’”

• • •

South London-based Lightning 90.8 FM believes a rival station has been responsible for threatening djs. Lightning’s boss, Patrick Ashley, said, “Someone’s holding a grudge against us—maybe a DJ I sacked or a jealous rival station.”

Since winning the coveted GLR British Record Industry award for London’s best radio station earlier this year, Lightning radio has been under attack from an unknown agitator. Death threats have been issued to djs on a number of pirate stations, giving the impression that Lightning may be responsible for forcing other pirates off the air to give more listeners and advertising revenue to Lightning. Ashley says, “This could not be further from the truth. The more stations on the air the better it is for us—it keeps the DTI busy and off our backs.”

Although Choice FM, the IBA’s contracted radio station, denies receiving death threats, a DTI spokesman confirmed that they received phone calls “bad-mouthing” Lightning.

Macca is the surviving member of the group Loose Ends, following the departure of vocalist Jane Eugene and keyboardist Steve Nichol. For Macca, the group’s last album, The Real Chukaboo, was further confirmation of how entrenched they were in an American sound. They lived and recorded in America, so their writing was inevitably geared toward that market. Despite the hits “Hangin’ On A String” and “Slow Down,” Macca wanted to produce something much fresher, more English.

“It’s discouraging for me to put an album together and the kids in my flats listen to it but can’t relate to it. That was getting me down. I wanted to make an English album. Jane wanted to do more American music and Steve was in between. So we just grew in different directions. That’s why we split,” Macca revealed.

After locking himself in his studio for 18 months, Macca has now written that “English album.” Look How Long will be released next month and features three singers—Tricia, Sunai and Linda. The first release from the album is the single “Don’t Be A Fool.” It has a different, slightly harder feel to it and varies from previous Loose Ends material.

It was this attitude that Soul II Soul adopted for Keep On Movin’ when they exploded on the American market. The success Loose Ends experienced in America before Jazzie B has not been forgotten. The efforts of both groups were recently noted by the Jungle Brothers on their hit “Doin’ Our Own Dang.” “My family set all the trends/F rom Soul II Soul onto Loose Ends.”

“Jazzie listened to Loose Ends and when he came out with his stuff it had our kind of vibe along with his own. He harnessed the light vocal over the hard groove. It’s the kind of vibe Loose Ends had and one which the Americans like.”

The Soul II Soul voice America fell in love with was that of Caron Wheeler

Loose Ends

Macca

Jungle Brothers

By Dotun Adebayo
The decision of the Canadian Radio-Television Telecommunications Commission to award the last available FM radio license to a Country music station "was discriminatory and should be reviewed by the government," says a coalition representing ethnic communities in Toronto. (See BRE #31, Aug. 24, 1990)

"The decision is wrong for Toronto and wrong for Canada...it is simply perverse," lawyer and director of Peel Multicultural Council, Satwinder Gosal, said.

Metro Police Commissioner Susan Eng observed, "The CRTC's move has come at a time when there is a 'crisis of confidence,' and people are wondering if the broadcast media is not being preserved for Canada's two founding peoples."

Eng went further to say minority groups are tired of "platitudes" that do nothing to rectify racial imbalances in the system.

"For all the government's talk about its commitment to multiculturalism, the CRTC has yet to show by its licensing decisions that it understands the need for minorities to directly access mainstream media instead of having their lives filtered through the presumptions of others," said Gosal.

Carol Tator, an Equal Opportunity consultant added, "All of Canada's peoples want to be reflected in their cultural mirror, but this time all avenues to accomplish this have been bypassed, creating even bigger rifts between the government and minority groups."

"If not now, when?" Dr. Karen Mock asked. "Mock, who is the National Director, League for Human Rights, B'nai B'rith, said the CRTC's decision has become a multicultural issue. Race relations policies should be translated into action and the time to have a radio station that reflects society's diversity, she said, "is long overdue." "

Harambee Centres president Dr. Ralph Agard, reading from a letter sent to the government on behalf of the Coalition, said that the group has asked the cabinet—which has the power to intervene—to refer the CRTC's decision back to the Commission for "reconsideration and rehearing."

Agard noted that this is the third time the Commission had rejected a license bid for a Dance music radio station.

The decision to give the license to a Country music station, he said, was inappropriate because it failed to recognize the needs of minority groups to get their music played on the air.

He cited CRTC chairman Keith Spicer's dissent with the decision along with two other judges who voiced anger over the ruling. Spicer pointed out that the decision "ignores the music of probably 200,000 black Torontonians, largely from the Caribbean, constituting Canada's largest black community."

He made this statement after the Commission voted 5-3 in favor of giving the radio license to Calgary-based Rawlco Communications. The decision follows the collapse in July of Toronto's only AM Country radio station, CFGM, due to the decline of advertising revenue and listenership.

"A Country music format is not nearly as needed in Toronto as is a Dance and/or Black music format," Spicer commented.

Milestone Communications Ltd. was continued on page 42
SINGLES

QUINCY JONES ft/ SIEDAH GARRETT
I DON'T GO FOR THAT WARNER BROS.

Everything the Q does is funky and in fashion as in this live cut from the album Back on the Block. With Garrett on vocals this song is sure to heat up the airwaves. Produced by Quincy Jones. Demos: All.

CURTIS MAYFIELD
YOU GOT TO BE REAL
ICHIBAN

This is a smooth love song done nicely in that familiar vocal style of Mayfield's. The music is relaxing and the lyrics are deep. This is the second single from his re-emergence LP Take It To The Street, and there's more to come. Produced, arranged and orchestrated by Curtis Mayfield. Demos: All.

ALBUMS

RANDY TICO
EARTH DANCE
HIGHER OCTANE

As the title suggests, this album is an assortment of rhythms from around the world. Most cuts have a heavy Asian influence, as in "Persian Dance" and "Aotearoa." The title track has African vibes that lead into soft rock with jazzy horns to keep your interest rising. Demos: Adults.

MICHAEL BRECKER
NOW YOU SEE IT
GRP

All the songs are soothing and relaxing on this jazz album of varied tempos. "Never Alone" and "Peep," both written by Brecker, are the album's most noteworthy songs. "Ode to the Doo Da Day" also deserves a mention on this very good LP. Demos: Jazz, Adults.

VARIOUS

THE SOUNDS OF MURPHY BROWN
MCA

Due to public response this Emmy Award winning show has decided to release an album with some of the best closing songs that have been featured in the show's two years. The list reads like a Who's Who of black music. Superstars such as Stevie Wonder, Smokey Robinson, Aretha Franklin and the Isley Brothers are featured singing some of their ageless classics. Demos: All.

DENNIS SPRINGER
RIO
NU VISION

A superb album that pleases from the title track to "Sunday Afternoon," the LP's last cut. It's got class and, contrary to most opinions on jazz, it never loses or bores you. Close your eyes and you could well be in "Rio"—just listening has that effect. Demos: Jazz, Funk, Adults.

This week's reviews written by LarrAnn Flores and Terry Muggleton.
Rap, Roots & Reggae

By LarriAnn Flores

If other award shows have been slow or stupid about recognizing rap music, MTV has jumped into the gap in a big way. The cable service’s annual awards show had more rappers than you could have imagined.

This show—which is always wild—should have been wilder with the inclusion of all those rappers, but somehow there were gaps of flat.

Of course, M.C. Hammer’s “U Can’t Touch This” was hype, energetic and sent the crowd into crazy, but the Luke segment, which had the potential for magnificence, was—you should pardon the expression—Lukewarm.

Backstage, Campbell cursed his way through 10 minutes of how badly he has been treated, but most press people who’ve championed his cause are a little weary of it. Maybe if the music was a little better, the rap was crispier and more rhythmic or the singing was on key...hmm.

Otherwise, the show featured some of the best talent out today including the reunion of New Edition. Bell Biv DeVoe, Johnny Gill, Bobby Brown and Ralph Tresvant each did a set. Then they all got together to do a few of the songs they’ve recorded as New Edition.

In the rap category, Hammer won for Best Rap Video, beating out Digital Underground. Biz Markie and Young M.C. Hammer also won Best Dance Video. He and his cast of 40 kicked it off. Maybe now the other award shows will take rap music more seriously.

There’s no doubt that this country is in the middle of a major blues revival. There are concerts, conventions, tours and major releases happening. The importance of the reissue of Robert Johnson’s Complete Recordings on Columbia can’t be stressed too much. He was, and is. King of the Delta Blues and everybody who ever picked up a blues guitar has something of him in his

or her heart even if one can’t get it to the fingers. The set includes all 41 of his recordings, new photos in the booklet that comes along and some hosannas from Eric Clapton and Keith Richards.

On the contemporary blues tip, Robert Cray’s new LP Midnight Stroll sounds like he’s taken a few midnight strolls into some dark and dangerous blues places and has come back out with some licks that make you feel both good and bad—like the blues are supposed to do.

After opening this week for Ray Charles, Ruth Brown makes her “Tonight Show” debut. Other Ruth news: she’s been nominated by the Blues Foundation for W.C. Handy Awards in three categories: Blues Album of the Year, Best Contemporary Female Blues Vocalist and Blues Entertainer of the Year. The awards will be presented Oct. 14 at the Peabody Theatre in Memphis.

The Iceman, Albert Collins, will cool down Southern California when he does his blues thing here this month. Collins recently signed a new record deal with PointBlank Virgin, U.K., which will be distributed in the U.S. by Charisma. He just finished a five-week tour of Europe.

The blues still gets more justice in other places than here, doesn’t it seem?

In the South African music industry, the Soul Brothers Record Company claims to be the only black-owned label with a significant market share. The brothers—Moses Ngwenya, David Masondo and Mazwell Mengadi—have sold over four million albums. According to Televevy Productions, Transoceanic Artist Management is touring this group in the U.S., Canada and Japan. Information is available from the Chicago office (312) 995-9190.

Also on the South African tip, Johnny Clegg & Savuka return to North America this month and play the year out.

Mango is bringing the world to the record stores this fall. Their lineup includes Y’Alla Hitlist Egypt—a fusion of jazzy Nubian, Bedouin and Egyptian rhythms and Shabbi—the urban ghetto blues from the backstreets of Cairo.

Benjamin Zephaniah, the British dub poet, does Us an’ Dem and there are releases from the Reggae Philharmonic Orchestra, Jamaica Go-Go and Undivided Roots.

New record company this week is Almari Records, formed by Marilyn Harris who used to continued on next page

HOT RAP

“Call Me D-Nice”
D-Nice
Jive/RCA

“Treat Them Like They Want To Be Treated”
Father MC
Uptown/MCA

“Weak At the Knees”
Three Times Dope
Arista

“‘The Boomin’ System’”
L.L. Cool J
Def Jam/Columbia

“Love’s Gonna Get’cha”
Boogie Down Pros.
Jive/RCA

THE ICMAN
be at Malaco. She can be reached at (601) 981-3425.

First release on Ton Def Records is a compilation of streetwise rappers under the direction of Jewel, called Knowledge Is Power; the first single is "Yo! Baby Yo! Baby Yo!" by 17-year-old Nikki Nik

**R/R/R REVIEWS**

**COOL C**

LIFE IN THE GHETTO

ATLANTIC

Here's some live material on this album from Cool C. His style matches his name and his music is the straight dope with slammin' cuts like the title track, "Watch Your Back" and "Pump It Up Now." "If You Really Love Me" shows how mellow Cool can be. "Shining Star" and "Carou-sel Chanel" are the dangerous sides of Cool C. Either way, you're sure to like something if not all. Explicit lyrics. Demos: Rappers.

**VARIOUS**

**DEF JAM CLASSICS VOL. II**

DEF JAM/COLUMBIA

This album features some of the best music that the Def Jam label has to offer from Public Enemy, L.L. Cool J, 3rd Bass, Flavor Flav, Slick Rick and the only female rapper on the label, Nikki D. You've heard it all, but it still slams hard. hard, hard. Demos: Rappers.

**TOO SHORT**

**SHORT DOGS IN THE HOUSE**

JIVE/BMG

This fresh, fairly new rapper has a hot property in this new album. All the songs are different with a message in them, be it rappin' about the streets or just partin' with the ladies. This brother has a lot to offer with songs like "It's Your Life," "The Ghetto," "Short But Funky," "Ain't Nothing But A Word To Me" (duet with Ice Cube), "Hard On The Boulevard" and "Pimpology." Side A is the safe side; the B side is non-programmable. Produced by Too Short, Pierre "The Beat Fixer" James, Keenan "The Maestro" Foster, Al Eaton, Sir Jinx and D.J. Pooh. Demos: Rappers.

**THE ULTIMATE BLUES BAND**

f./JOHN LEE HOOKER, MILES DAVIS,
TAJ MAHAL, ROY ROBERTS, EARL
PALMER AND TIM DRUMMOND

THE HOT SPOT

ISLAND

This is the blues at its best, done in a slow and mellow groove that says "sit back and enjoy." With such great talents, this album can only be entertaining—from Miles' horn to the moaning of John Lee Hooker. Blues fans are sure to get excited over this album with songs like "Empty Bank," "Harry's Philosophy," "Moannin'," "Harry Sets Up Sutton," "Murder" and "Blackmail." All cuts are worth giving a listen to. Produced by Jack Nitzche and Michael Hoening. Demos: Jazz, Blues, Adults.

**BONEDADDY'S**

**YES THEY DO**

CHAMELEON

This cut is taken from the *Worldbeats* LP. "Yes They Do" is a record with many influences—ska, reggae and even samples of D Train's "You're The One For Me" are mixed in. The "Rare Groove Mental Dub" has proven the most successful version of this single. It has a great club feel to it and has what it takes to fill a dance floor. Demos: Young Adults, Clubbers.

**THE BIZZIE BOYZ**

**DROPPIN' IT**

YO! RECORDS

This song should do good at any party or club. It has that little funky groove that you can easily move it to, so turn up the volume and pump it up. Good production by The Bizzie Boyz. Executive produced by Roland Jones and Peter Kidd. Demos: Rappers.

**ICE CUBE**

**WHO'S THE MACK**

PRIORITY

From the dope album *AmeriKKKa's Most Wanted,* this cut features Ice Cube's crisp delivery and unique style. The music is slow and mellow, with a jazzy sax and live flute playing in the background. This makes for a fresh approach to rap music. Written by Ice Cube. Produced by Sir Jinx and The Bomb Squad. Demos: Rappers.
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<td>CLOCKIN' HIT 213.464.4681</td>
<td>Queen &quot;T&quot; F/Crystal Blake, Pump That Thang</td>
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<td>GINO'S 314.535.5811</td>
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<td>NASTYMIX 206.292.8722</td>
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<td>PROFILE 212.529.2500</td>
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OUR YOUNG MEN STAND UP in front of eager teenagers, delivering sweet harmonies, slick choreography and music to move you. It's not a new formula, particularly for Motown; they've used it to capture the hearts of young Americans for more than 30 years.

But the name of the second Motown LP from the group Today is called The New Formula. What's new and what's up in the new formula is a slight departure from their first outing and a further departure from the Motown of old when there was no new jack, no rap and no "running man."

Those young men of the old Motown generally confined their music making to the best of R&B, flavoring it with pop. For Today, the hip hop beats mix with a prominent R&B bass line. As Jheryl Busby, president/ceo of Motown, puts it, "Today symbolizes the new music, new energy, new talent of the new Motown, bringing all the elements of '90s music into play."

JUST YESTERDAY, it seems, Today was four teenage boys who called themselves "The Gents." With a passion for song and dance, Lee "Bubba" Drakeford, Wesley "Wes" Adams, Larry "Love" McCain and Larry "Chief" Singletary would practice their vocals between classes or whenever the impulse hit them. But rather than singing on a street corner, as legend would have you believe was the launching pad for all doo-wop groups, they harmonized together in their New Jersey high school. As high school students and fans of Motown, they didn't foresee themselves becoming a part of that label's history as it celebrated three decades in the industry.

Having all passed the age of consent, with their first album behind them, Bubba, Love, Wes and Chief just finished a 22-city summer tour with labelmates the Boys, the Good Girls, Rich Nice, Milira and M.C. Trouble. The tour marked Motown's 30th Anniversary and a re-creation of the label's historic "Motortown Revue," first initiated in 1963. During the tour, their performances of songs like "Him Or
Williams

Me?” and “Girl I Got My Eyes On You” caused a stir among the many young people who seemed to identify with the group and the hits from their self-titled debut.

“We think we were thought of as a teen group because of our look and the style of our music,” Bubba said. “Teenagers liked us because they could relate to our songs.” But the quartet—having just entered the beginning stages of adulthood—hadn’t intended to attract a mostly adolescent and teen audience, nor did it realize it would be considered a teen group.

“We set out to be a group like any other group, regardless of our age,” Wes said. “Nobody manufactured us for the teen demographic or anything like that. We happened on the teen market because we were young ourselves, and we sang songs that reflected a lot of things that teens experience.”

With the forthcoming release of its second album, Today hopes to reach an older crowd without losing its core audience—the young kids that thought “Him Or Me?” was speaking to them.

“This album offers a little something for everyone,” Bubba said. “Side One, the more hip hop/dance side, is called ‘Today’; the other side—a more mellow midtempo side for an older, more mature crowd—is called ‘Tonight.’”

“We called this album The New Formula because we’ve changed a few things,” Chief said. “We have a new look, a new sound, new producers and even new management.”

THE NEW PRODUCERS include Dr. Freeze for “H” Productions; Troy Taylor and Charles Farrar for Character Productions; Bernard Belle; Nat Adderly Jr.; and Gene Griffin, Zan Aquart, Auvil Gilchrist and Dave Way for The Griffin Group. And their new manager is Floyd Norris of Norris Entertainment.

“I got them at the end of their first album,” Norris said. “There’s not one member being carried by another. There are very few groups that can do that. I didn’t come into this deal seeing Chief and the three gents or Wes and the three gents—it was Today, a complete package. I thought to myself, continued on page 43
Sparrow To Relocate Headquarters In Major Move To Nashville

The Sparrow Corporation will relocate its international headquarters to Nashville from its current Chatsworth, CA, base in late fall, according to chairman Billy Ray Hearn. Sparrow Records began its operation in California in 1976 and is now the nation's largest independent and privately-held Christian record, music and communications company. It has been represented in Nashville by a regional office for the past several years.

Hearn said Sparrow's artists, writers and distributed label relations are mostly located in the Nashville area and this was a key factor in the decision to move. He also pointed out that the quality of life in Nashville is more attuned to Sparrow's family business philosophy. Also, Nashville has become the center of Christian music activity and is more viable toward Sparrow's future expansion.

The Sparrow Corporation encompasses recorded music, book publishing, video, print music and a sales/distribution arm with warehousing and shipping facilities in its new Central Distribution Center located in Jacksonville, IL. The Sparrow Corporation also distributes product from other Christian communications companies including Star Song Records, Integrity Music, Warner Alliance, Selah Records, Gospel Films and others. In addition, it has an exclusive licensing arrangement with Hanna-Barbera Home Video for its home video releases applicable to the Christian market.

Tyscots Records To Release New John P. Kee Single

Hot on the heels of his socially-focused album *There Is Hope*, released in May, a new single by Tyscot Records' gospel artist John P. Kee is scheduled for immediate release.

The new cut, "Can't Nobody Do Me," hails from the upcoming solo project entitled *Just Me This Time*. Kee wrote and produced the new release that is, according to Tyscot promotional director Steve Lamont, "a hot one. It's sure to be the first in a long line of Grammy contenders."

Kee's New Life Community Choir, whose October '89 release "Wait On Him" reached No. 4 on the charts, is also featured on an upcoming Teddy Pendergrass album.

Bishop J.C. White & The TFT Choir Signs Contract With Benson

Jerry Park, president of the Benson Company, recently announced the signing of gospel artist Bishop J.C. White and the TFT (Turner Faith Temple) Choir.

Singer/songwriter/arranger/choral director Bishop White has ministered with various choirs in such places as the Apollo Theater, Carnegie Hall, Madison Square Garden and Radio City Music Hall. Recognized for his songwriting abilities with wife Gloria, Bishop White has penned such notable songs as "Talk It Over With Jesus," "Lean On Me" and "Miracle Working Prayer." White and the TFT Choir's debut Benson project will be released in November.

Video News

“Bringing It Back Home,” independently produced.

Introducing: The Michael Matthews Singers

Most of the time, when a new act emerges you usually have a group of individuals that are inexperienced at a lot of the details necessary to really make an impression on the music industry. An exception to this rule are the Michael Matthews Singers.

The Matthews Singers are in an entirely new class of gospel music and will soon emerge as one of the top acts of the decade. The members of the group are Matthews, Marvie Wright, D'Wayne Whitehead, Lizzie Berry and Eddy Howard.

All of the members are currently on tour with the hit musical “Momma Don’t” (written and produced by Matthews), which has been on the road every week since December ’89, playing from five to eight sold-out shows in major cities each week. The play recently opened on Broadway at the Beacon Theater for a five-week run.

The members of the group have each performed with such acts as the Delfonics, the Dramatics, the Winans, King James Version, the Ron Winans Family and Friends Choir, the Clark Sisters and many more.

The busy members of the Matthews Singers will also be appearing in the full-length feature film “Wicked Ways,” also written by Matthews. It will begin shooting in Detroit in September with other locations including Chicago and Los Angeles.

The group recently completed a demo presentation with the help of noted producers Michael J. Powell (Anita Baker, David Peaston and the Winans) and Earl J. Wright Jr. (Commissioned, BeBe and CeCe Winans, Thomas Whitfield and Vanessa Bell Armstrong).

The Matthews Singers is a group that has committed itself to quality since experience has taught them that nothing else will do.

GOSPEL REVIEWS

Luther Barnes & the Sunset Jubilaires

Still Holding On

Air

Quiet as it’s kept, Luther Barnes is one of black gospel music’s top male singers. This time out he’s joined by the Sunset Jubilaires in an album that features both traditional and contemporary musical styles. Album highlights include the emotional tear-jerker “Tribute To Mother”; an updated version of one of his past hits, “I’m Still Holding On”; and a cover of the Stevie Wonder hit “Love’s In Need Of Love Today.” On the latter, guest vocalist Deborah Barnes adds a nice female counterpart to Barnes’ lead vocal.

The Queens Community Choir

Make Me Over

I Am

The I Am label has something to shout about: this is one smokin’ record. From beginning to end, this choir from New York City leaves you spellbound by its enormous talent. Choirs seem to be taking control of the gospel music scene and, from evidence garnered on this LP, the Queens Community Choir will be another to be reckoned with. There are many great cuts to choose from.

Men’s Choir Maranatha

My Daily Prayer—Spirituals

RTR

The all-male choir from the Republic of Surinam offers an interesting album of spirituals performed a cappella. The uniqueness of the project is derived through listening to the native dialect of these singers. For a change of pace, put this one on and see what happens.

Contact: RTR Records, 12200 SW 117th Ave., 5-282B, Miami, FL 33186; (305) 595-0669.

Ben Tankard

Keynote Speaker

Tribute

This new label debuts with some scorching hot projects. Keyboardist Tankard’s follow-up to his critically acclaimed All Keyed Up LP finds him stretching out even more into mainstream jazz. This record is enhanced by guest appearances from Angie and Debbie Winans, Mervyn Warren of Take 6 and the Manhattan Transfer sounds of First Call. Of special interest is the Barry White/Love Unlimited Orchestra feel of the title cut as well as “Showers Of Peace.” Tankard is a definite talent and this album proves it. Other hit picks include “Be With You,” “For God So Loved The World,” “I’m Going Away,” “My Reward,” “What A Friend” and “Revival Time.”

continued on page 44
OLETA ADAMS
Delivering the Rhythm

Walking into the crowded nightclub, energy and excitement are apparent as men and women in graceful evening wear rush to their tables. After acknowledging a few friends and acquaintances, people take their seats near the stage, order bottles of wine and prepare for the evening's entertainment.

After placing drinks on the tables, the waiters whisper, “Enjoy your evening,” then disappear to the back of the club. Then the lights dim and the sound of tinkling piano keys breaks the silent darkness. The crowd, already familiar with the performer, begins to clap. As the pianist plays, she adds her deep vocals and allows her music to stroke the hearts of both couples in love and individuals in simple contemplation. Before the night is over, all in attendance have felt the beauty of the rhythm and the emotion of the blues.

These are the roots from which Oleta Adams has grown. Spending her youth in Yakima, WA, under the roof of a Baptist preacher, she found herself fully involved in her father’s church choir by the time she was 11 years old. In pursuing her career as a musician, Adams concentrated most of her efforts on small clubs in Seattle. But by 1975, she decided to relocate to Kansas City, MO. It was here that Adams found herself gaining a following as she packed clubs night after night.

In 1985, Roland Orzabal and Curt Smith of the British pop group Tears for Fears heard Adams for the first time when their Songs from the Big Chair tour stopped in Kansas City. They returned two years later with the sole intent of better acquainting themselves with the woman and her music. She was subsequently flown to London to contribute to their current LP, The Seeds of Love, and thus began her recording career.

Under the PolyGram umbrella, on the Fontana label, Adams has released her debut LP, Circle of One. The current single, “Rhythm of Life,” is enjoying hot radio airplay and fast success on black music and jazz charts worldwide.

The thing most important to Adams, however, is not the chart success. It’s touching her audience and making each and every listener experience the same intensity that she feels as she creates and delivers the music.

“I saw Roberta Flack live a little while back at Avery Fisher Hall in New York. She just took my heart away and turned it,” Adams smiled, clenching her fists to her chest. “And the thing is that she didn’t even have to try. She was so cool. There was a quiet intensity that just made you say, ‘Whoa!’”

“And that was it,” Adams continued, throwing her arms out dramatically. “I couldn’t even stay for the next act because I couldn’t take anymore. She is absolutely magnificent.”

continued on page 45
THE NATIONAL RADIO REPORT!

BLACK RADIO EXCLUSIVE

MOST ADDED SONG OF THE WEEK
BERNADETTE COOPER
"I LOOK GOOD"
MCA

NAB HOLDS CONFERENCE

BIRCH RANKINGS

WWIN HOSTS FAMILY REUNION

DOWNLINK TALKS RATINGS

MIDWEST RADIO EVENTS

WAMO PROMOS

JOCK ON THE LOOSE

DAISY DAVIS
WVAZ, CHICAGO

Volume X V No. 35
September 21, 1990 $5.00 Newspaper
Birch Rankings

The rankings for the top three radio markets were released from Birch. In New York, WRKS led the field with a 10.4 share in the 18-34 category. WBLS came in fourth at 8.4. But the race was tighter between the two UC stations in the 18-49 demo with WBLS coming in second with a 7.1 share and WRKS following closely with a 6.7. In the 25-54 age group, WBLS came in second again and dominated rival WRKS. WBLS had a 6.5 share (to WRKS’s 3.8), good enough for ninth place overall.

In Los Angeles, newcomer KKBT was the only Urban station ranking in the top 10. The station leaped to the number seven position in the market, coming in with a solid 6.0 share compared to its debut ranking of 1.1 in the 18-34 category last quarter. KKBT moved up a notch to sixth place in the 18-49 demos with a 4.8 share, and dropped to ninth place in the 25-54 category, garnering a 3.7.

Chicago’s ratings race was more interesting as WGC1 led the way with a 13.1 share for first place in the city. WVAZ came in third with a respectable 8.9 behind album-oriented Rock station WLUP, which earned a 9.7. WVAZ eclipsed WLUP in the 18-49 demo with an 8.6, but still fell short of WGC1’s 11.2. However, in the 25-54 age group, WVAZ vaulted into the number one slot with a 10.0, followed by WGC1 at 7.5.

WAMO Promos

Hot 106 WAMO, Pittsburgh, is offering a “No Repeat Workday Guarantee” weekdays between 9 a.m. and 2 p.m. with the “Main Squeeze of the Airwaves,” Porsche Fox. Hot 106 guarantees that no songs will be repeated during the midday frame. But, according to WAMO, if you happen to hear Porsche playing a song twice and are the first person to call in, the station will give the caller $106.

Because of the success of the “Louis Lipps Show” (wide receiver for the Pittsburgh Steelers) during last year’s football season, WAMO invited Lipps to work the morning show Mondays and Fridays during the NFL’s regular season.

Lipps will review each Sunday’s Steeler game on Monday and will preview the upcoming game each Friday. The show has several sponsors and Lipps will donate a portion of his earnings from the show to several charitable causes, including the United Negro College Fund.

“Louis has a commitment to the city of Pittsburgh and we are happy to be associated with him and the ‘Louis Lipps Show’ on Hot 106,” said Tony Rizza, vp/ gm, WAMO.

WCKX Receives Visit

WAMO Promos

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“Louis has a commitment to the city of Pittsburgh and we are happy to be associated with him and the ‘Louis Lipps Show’ on Hot 106,” said Tony Rizza, vp/ gm, WAMO.

RCA recording artist Troy Johnson stopped by WCKX, Columbus, OH, to visit with friends at the station. Pictured are (l-r) Byron Pitts, mgr, promo, RCA; Candy Cane, WCKX; Johnson; and Rick Stevens, pd, WCKX.

NAB Holds Boston Radio 1990

The National Association of Broadcasters included in its annual conference a number of informative seminars and meetings designed to promote the greater welfare of radio. Held this year in Boston, some of the seminars included: “Digital Broadcasting: Friend or Foe”—a special panel discussion examining the primary political and technical hurdles involved in the establishment of a DAB system for the U.S.; “The Progress of Radio Receiver Technology”—a look at the new features of AM/FM receivers which improve technical performance and operating flexibility; “How to Use Programming Tactics to Get Good Ratings”—a study by programmers of how stations can get the maximum credit for listenership; “Rating Distortions: Where to Draw the Line in Station Promotions”—designed to study just how far stations can go in their promotions without crossing over into the forbidden zone; and “Buying and Operating Small-Market Stations”—which confronted the unique problems broadcasters have owning stations in small markets. It also covered cutting costs, increasing profitability and building a top-notch staff.

In addition the NAB will soon announce the winners of its annual Marconi Radio Awards. Some of the pertinent nominees were WVVE (Atlanta), nominated in the category of Major Market Station of the Year; and WJZZ (Detroit), KIFM (San Diego), KSSF (San Francisco), KOPT (Sacramento) and WQCD (New York), all nominated for Jazz/New Age Stations of the Year.

The stations nominated for Black/Urban station of the year are WCDX (Richmond), WJLB (Detroit), WRKS (New York), WVVE and WXYV (Baltimore), WKYS (Washington, D.C.) was nominated as a finalist for the NAB’s Crystal Radio Award, which honors excellence in local achievement.

Monday and will preview the upcoming game each Friday. The show has several sponsors and Lipps will donate a portion of his earnings from the show to several charitable causes, including the United Negro College Fund.

“Louis has a commitment to the city of Pittsburgh and we are happy to be associated with him and the ‘Louis Lipps Show’ on Hot 106,” said Tony Rizza, vp/ gm, WAMO.
Mann Weds Woman

Mike Mann and Antoinette Russell, both with KACE, in Los Angeles, were married over the Labor Day weekend. The site of the wedding and reception was the popular Baldwin Hills-Crenshaw Plaza. Numerous music celebrities attended, including Bobby Lyle and Gerald Albright, Atlantic; Ndugu Chancler, MCA; and Craig T Cooper, Valley Vu Records.

"We wanted all of our friends in the industry to be with us on this special occasion," commented Mann. "A day like this should be shared, and we were so glad that we had the chance to be married in the company of such good people."

Also in attendance were radio personalities from the L.A. market, music executives and a host of family and friends. Some of those present included Cliff Winston, KKB; Lisa Lippis, Lawrence Taner and Sam Putney, KACE; Ken Wilson, Columbia Records; Gary O'Neil, Warner Bros.; Spider Harrison, Black Radio Exclusive; and Elaine Pounds, Black Media Coalition.

WWIN Hosts Family Reunion II

WWIN, Baltimore, will host its second annual "Family Reunion" at the 5th Regiment Armory and will pay a special tribute to all of the station's former aps. Featured at the celebration will be the musical talents of Betty Wright, Jerry Butler, the Stylistics, Lloyd Price, Ray Goodman & Brown and the Fabulous Friends of Baltimore.

Job Wanted

Program director/morning ap in Alabama is looking for a chance to make you a winner. Must want a great personality. Jae Thomas (205) 722-8009.

Wedded Bliss

KACE's Mike Mann and Antoinette Russell (front left) were married over the Labor Day weekend. The Los Angeles wedding was attended by friends, family and radio and music people.

WNUA's Daniels All Smiles

Yvonne Daniels, morning ap for WNUA, stands with Warner recording artist Randy Crawford (l) during the singer's visit to Chicago.

WUSL Jocks Suspended

Djs Carter 'n Sanborn from WUSL, Philadelphia were "suspended" from a freeway billboard and their pay "given" to selected listeners for alleged "station infractions."
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<td>J.C. Lodge, Softin</td>
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<td>Queen M. Rose, Slipping</td>
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<td>Soul II Soul, People</td>
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<td>MD: Janice Jackson</td>
<td>Hank Crawford, Group</td>
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<td>Cynda Williams, Harlem</td>
<td>BBD, I Thought</td>
<td>Suite 2050 Penobscot Bldg</td>
<td>Images, Goin'</td>
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<td>Gerald Alston, Slow</td>
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<td>Loren Pickford, Dancing</td>
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<td>S. Whittaker, First</td>
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<td><strong>WJLB-AM</strong></td>
<td><strong>WXL-A-AM</strong></td>
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<td>Father MC, Trick</td>
<td>PO: Frank Grant</td>
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<td>Mariah Carey, Love</td>
<td>MD: Michael Jackson</td>
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<td>Prince, Thieves</td>
<td>PO Box 838</td>
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<td>Rubbie Mychael, De</td>
<td>Grand Rapids</td>
<td>PO: Celine DelBasa</td>
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<td>Soul II Soul, People</td>
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<td>Alex Bugnon, Dance</td>
<td>B. Weathers, D.R.</td>
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<td>Re-Up, Play</td>
<td>Anita Baker, Soul</td>
<td>Bern. Cooper, I Look</td>
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<tr>
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<td>Billy Skinner, Kemoumou</td>
<td>B. Weathers, D.R.</td>
<td>Cameo, Blaze</td>
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<td>Le Klass, No</td>
<td>Kenny Nulligan, Lovestone</td>
<td>Or G. Michael, Ll</td>
<td>Cyndi B, D.J. Boomin'</td>
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<td>M.C. Hammer, Pray</td>
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<td>Marc Whitfield, Markumu</td>
<td>Mariah Carey, Love</td>
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<td>McCray Tyner, Dee</td>
<td>Quincy Jones, Listen</td>
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<td>Prof. Griff, Verdict</td>
<td>Oscar Peterson, Lowe</td>
<td>Troop, That's</td>
<td>Take 6, I Love</td>
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<td>Tribe Ca. Quest, Bonita</td>
<td>Pete Peterson, Straight</td>
<td>Ray Brown, Summer</td>
<td>Baby Blues, Baby Blues</td>
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<td>Roy Brown, Summer</td>
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<td>PO: Sammie Jordan</td>
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<td>Bern. Cooper, I Look</td>
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<td>MD: Samantha Jordan</td>
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<tr>
<td>Cameo, Blaze</td>
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<td>517 W Gates Rd</td>
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<td>616-744-2405</td>
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<td><strong>WXLS-AM</strong></td>
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<td><strong>WRMB-FM</strong></td>
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<td>WOCQ-FM</td>
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<td>WRNB-AM</td>
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<td>WRNB-AM</td>
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<td>WQB-AM</td>
<td>WRNB-AM</td>
<td>612-341-2447</td>
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MISSOURI

KCXL-AM
B. Weathers, Our
Gerald Arton, Slow
Soul II Soul, People
Take 6, I Love

WQIC-FM
James Ingram, I Don't
Marlisa Carey, Love
Quincy Jones, Listen
Soul II Soul, People
Startin' Up, I Love

PD: Larry Carter
MD: Larry Carter
PD Box 5336
Memphis, TN
38101-3326

PD: Lacy Carter
MD: Lacy Carter
PD Box 1197
Winston-Salem, NC
27106
919-767-0430

KDZ-AM
B. Weathers, I Love
G. Michael, II
Max Priest, Close
Quincy Jones, I Don't

WAAA-AM
Bobby Bland, Take
Jasmine Guy, Try
Midnight Star, Liv
Robbie Mychals, Do

PD: Ted Carson
MD: Ted Carson
PD Box 1197
Winston-Salem, NC
27106
919-767-0430

MISSISSIPPI

WJMJ-FM
Caron Wheeler, Living
Curtis Mayfield, Got
Keith Sweat, Merry

WBMS-AM
Carl Sims, Smooth
Curtis Mayfield, Got
Gangstarr, Jazz
Janet Jackson, The
Kiaa, You're
Lalah Hathaway, Baby
S. Youngblood, I'd
Special Ed. Mission
Take 6, I Love
Ziggy Marley, Our

WBXG-AM
Anita Baker, Soul
Cynthia Williams, Harlem
Yo-Yo, I Know
Janet Jackson, Black
Mariah Carey, Love
Michelle, Keep
S. Youngblood, I'd
Sybil, I Wanna
Take 6, I Love

WFXC-FM
Anita Baker, Soul
Caron Wheeler, Living
Kiaa, You're
M. C. Hammer, Pray
Midnight Star, Liv
Quincy Jones, Listen
Special Ed. Mission

PD: Scott Thomas
MD: Scott Thomas
PD Box 190
Winston-Salem, NC
27102
919-833-3874

WLTD-FM
Basic Black, She's
Camera, Close
Caron Wheeler, Living
Dive, Romeo
Eric B./Rakim, Ghost
Leo White, The
Machine, Let
Today, I Got

PD: Lewis Clark
MD: Lewis Clark
Route 1, Box 266
Lexington, MS
38359
601-834-1103

WQFX-FM
Bern Cooper, I Look
Black Flames, Dance
Caron Wheeler, Living
Eric B./Rakim, Ghost
No Face, Hall
Something Special, You
Special Ed. Mission

PD: Al Jenkins
MD: Al Jenkins
PD Box 793
Kulbest
Mississippi
38352
601-833-3626

NEW JERSEY

WNJR-AM
Anita Baker, Soul
Al Qaseem, Sentimental
Black Flames, Dance
Jasmine Guy, Try
M. C. Hammer, Pray
Quincy Jones, Listen
Soul II Soul, People
Will Downing, Wishing

WSS-AM
Anita Baker, Soul
Glenn Jones, Lend
Today, I Got

PD: Carlos Dias
MD: Carlos Dias
600 N. Union Ave
Hoboken, NJ
07030
201-688-5000

NEVADA

KCEP-FM
Atlantic Starr, Family
Bern Cooper, I Look
Braxton, Good
E. U., I Confess
Gerald Alston, Slow
Take 6, I Love
Will Downing, Wishing

PD: Larry Carson
MD: Bern Cooper
330 W Washington
Las Vegas, NV
89101
702-648-4218

NEW YORK

WBLS-FM
BBD, Love
Black Flames, Dance
Caron Wheeler, Living
Miki Howard, Come
Quincy Jones, Listen

PD: Fred Blago
MD: Fred Blago
801 Second Ave
New York, NY
10017
212-681-3244

WDXK-FM
BBD, I Thought
James Ingram, I Don't
Jasmine Guy, Try
Quincy Jones, Listen
Traction, That's

PD: Andre Marcel
MD: Roger Moore
683 E. 1st St
Nashville, TN
14605
716-262-2950

WRKS-FM
Caron Wheeler, Living
M. C. Hammer, Pray

PD: Vern Brown
MD: Vern Brown
14/44 Broadway
New York, NY
10018
212-642-4000

WVOM-AM
Blue Pearl, Naked
Bob James, Bare
Brick Small, Stormy
Carl Sims, Smooth
Curtis Mayfield, On
George Benson, Walking
Jasmine Guy, Try
Ricky Peterson, Look
S. Youngblood, I'd
Trinity Lynn, When

PD: Wine Walls
MD: Wine Walls
Dance
New York, NY
10017
212-681-3244

WZFX-FM
Anita Baker, Soul
Glenn Medeiros, All
James Ingram, I Don't
Jamil Jackson, Black
Jasmine Guy, Try
Lace, Corine
M. C. Hammer, Pray
Midnight Star, Liv
No Face, Hall
Starkey/Kinsick, RJ

PD: Tony Young
MD: Tony Young
275 Green St
Syracuse, NY
13202
315-466-4931

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<tr>
<th>Station</th>
<th>Frequency</th>
<th>Location</th>
<th>Format</th>
<th>Songs/Artists</th>
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<tbody>
<tr>
<td>WUFO-AM</td>
<td>920 AM</td>
<td>Columbus, OH</td>
<td>Urban</td>
<td>Various</td>
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<tr>
<td>WCKX-FM</td>
<td>106.7 FM</td>
<td>Columbus, OH</td>
<td>Adult Contemporary</td>
<td>Various</td>
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<td>WAMO-FM</td>
<td>103.7 FM</td>
<td>Columbus, OH</td>
<td>R&amp;B</td>
<td>Various</td>
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<tr>
<td>WCMX-FM</td>
<td>107.9 FM</td>
<td>Columbus, OH</td>
<td>Oldies</td>
<td>Various</td>
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<tr>
<td>WDBM-FM</td>
<td>100.3 FM</td>
<td>Columbus, OH</td>
<td>Classic Rock</td>
<td>Various</td>
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<td>WRGQ-FM</td>
<td>104.3 FM</td>
<td>Columbus, OH</td>
<td>Classic Hits</td>
<td>Various</td>
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<td>WZAK-FM</td>
<td>107.1 FM</td>
<td>Columbus, OH</td>
<td>R&amp;B</td>
<td>Various</td>
</tr>
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<td>WOIC-AM</td>
<td>1580 AM</td>
<td>Columbus, OH</td>
<td>Oldies</td>
<td>Various</td>
</tr>
</tbody>
</table>

**Ohio Stations**

**WUFO-AM**
- Format: Urban
- Songs/Artists: Various

**WCKX-FM**
- Format: Adult Contemporary
- Songs/Artists: Various

**WAMO-FM**
- Format: R&B
- Songs/Artists: Various

**WCMX-FM**
- Format: Oldies
- Songs/Artists: Various

**WDBM-FM**
- Format: Classic Rock
- Songs/Artists: Various

**WRGQ-FM**
- Format: Classic Hits
- Songs/Artists: Various

**WZAK-FM**
- Format: R&B
- Songs/Artists: Various

**WCIQ-AM**
- Format: Oldies
- Songs/Artists: Various
EIGHT HAPPY-GO-LUCKY M.E.N.

Dressed in all-blue police attire—live on motorcycles, three in a jeep—cruise down the streets in search of a party. But their focus is not in law and order, it's music. Those mighty groove specialists are on a mission. To protect and preserve the groove. Inherent in their expressions is the joy found in doing what they love and the confidence in knowing that they've lasted in the business for a long time.

In 1978, Lakeside was "all the way live" with their second released album and first gold LP. In 1980, they took their fans on a "fantastic voyage" which proved to be just as golden as the first trip. By their eighth album, the group had become increasingly "outrageous" and there were no signs of them stopping.

With three gold albums, more than a handful of hits and 10 albums over the past 12 years, Lakeside has maintained a reputation for consistently putting out some hot dance tracks as well as a few heartrending ballads—their version of the Beatles' "I Want To Hold Your Hand" had their fans sprinting to record stores in droves.

Through all the fanfare Lakeside has withstood the changes of time, membership and the always changing label distribution agreements. "We were signed to Solar and we've moved around to Electra for distribution of their next album. "What happened is that RCA sat on the album (Keep On Movin' Straight Ahead) for about eight or nine months before releasing it," Alexander said. "During those months we were in the studio recording our next album (Your Wish Is My Command) and then it just happened that both our albums were released at the same time. Basically, we had two good albums fighting each other. If we had had only one album out at that time we would have sold close to a million records. As it happened the sales were split between the two albums. And the group has yet to achieve platinum success or become a household name.

Over the last decade, with lead singers coming and going, Lakeside has managed to maintain its sound and its reputation. Perhaps in part because there is always more than one lead singer in the band—currently, the group has three lead

By Rachel Williams

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Demographic Differences: 12+ Versus 25-54

How do you target your demos? Do you “shotgun” your programming, hoping to gain as many listeners from all age groups (12+), or do you focus your efforts on just one specific demo, say 25-54?

A reasonable assumption is that somewhere between these two philosophies is the answer. But sometimes this may not be true. Special formats often call for demographics which automatically target a station primarily toward an older or younger audience.

Proponents of the theory that older demos offer the major spending power are often the reason why some programmers shift their playlists, opting for more “adult” music (ballads, oldies, etc.). The thinking is that older people have greater earning power and will buy more of what the ad spots are selling.

While it is true that the older demo may have greater earning power, it is also true that they tend to be more solidly set in their ways and may not be buying what the ad spots are selling, as opposed to the younger, more impressionable demo, the ones who are eager to fit in. The product being sold must also be considered as well. Basketball shoe spots work better on the younger demos than ads for legal services.

Michael Spears is vp, programming, KKDA, Dallas/Ft. Worth. Spears is strongly opposed to programming based solely on 12+ ratings. “Anyone who goes after 12+ alone is behind the times,” Spears comments. “12+ doesn’t mean anything. Our demographics focus on 18-34. And while some of our listenership may spill higher or lower than that, we try to keep a tighter perspective on what we’re targeting.”

Spears thinks that most programmers prefer to look at specific demos but because of a combination of factors, 12+ is usually the rating most talked about. “I think the media is largely responsible for the use of the 12+ demo. They tend to refer to that demo more often than the specific ones. So it has traditionally been the demo most people refer to when talking rankings and market share. But I think referring to 12+ is a simple way of looking at things and it’s human nature to make things as easy as they can be.”

Keith Reed, pd, WJLD, Birmingham, has a different viewpoint. “I use the 12+ to gauge my station’s performance because it gives me an overall view of what’s going on,” he says. “That’s not to say I don’t consider the more specific demographics, because I do. But for our station, which is Heart & Soul formatted (emphasis on oldies), we have a large cross section of listeners, from younger to older demos.”

In his short tenure with WJLD, Reed has managed to boost his station’s rating from a 1.7 to 4.0. “We hear our music coming from the boom boxes of kids, as well as mid-range and older adults who also tune in. I look at the breakdowns, but we have such a broad listenership that I rely on the 12+.

No. 1 in the 12+ category, but emphasizes that there is a particular audience which the station is targeting and to gain them as listeners, the programming must have a certain focus. “Twenty-five to 54 is our objective with regard to demos, but we also get spill-over from above and below those target numbers. Generally, from the sales side, I would say that many advertisers look more at older demos than younger. But at the same time you have to pay close attention to the audience you are trying to reach.

“It wouldn’t make much sense for advertisers to buy time at a station where the demos favor an older audience if they’re trying to sell Clearasil. You have to program for whom you’re trying to reach and the advertisers have to keep that in mind.”

Pietro points out that age is not the only factor a station should be considering when targeting an audience. “You must also pay close attention to the gender of your listeners. Male or female—it makes a difference in your programming. We value the use of the 12+ as a general indicator, but we dig much deeper to get a truer picture of who’s listening to what. And that research helps us to determine whether we’re on target or not,” she says.

The size of the market you’re in and what region you cover is also important. “I think your focus many times depends on the market you work in,” says Spears. “The type of music you want to program may appeal to a higher or lower demo in various parts of the country. Also, it’s important to know who your competition is and try to settle into an open demo niche, especially if your station is just coming into a market.”
Several couples were high-stepping throughout the contest.

Dancing All Night

Los Angeles. BRE will host a going away party for DeBow at the Cotton Club, Sept. 24, beginning at 5 p.m. Be there!!

Hammer Time. When he started "U Can't Touch This" Hammer brought out all the stars in the house: Fab Five Freddie and Ed Lover from "Yo! MTV Raps;" Magic Johnson, Arsenio Hall, members of Above The Law, Troop and Little Richard, who looked fabulous. Now this was a finale from a showman who will be livin' much larger way into the next century! ☑

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MIDWEST continued from page 41

restricting the crowd. All this was done for nothing, steppers are too cool to cause any problems. Some had waited in line for two hours. Most took advantage of the beautiful evening by strolling down Chicago's "Magnificent Mile."

the weekend during Vandross stay at the Star Plaza Theatre in Merrillville, IN. Bass will be working under the auspices of Alive Management. Chuck DeBow, promo, MW, Epic Records, will be leaving his post to join A&M Records in Los Angeles. BRE will host a going away party for DeBow at the Cotton Club, Sept. 24, beginning at 5 p.m. Be there!!

and, judging from his showing, the public will be hearing from him soon. Following that performance, Hammer and the crew offered his current single "Have You Seen Her." Special Generation gave it much of the lustre of the Chi-Lites' original.

At this time everybody left the stage and three huge hammers made of lights came down out of nowhere—the crowd knew it was Hammer Time. When he started "U Can't Touch This" Hammer brought out all the stars in the house: Fab Five Freddie and Ed Lover from "Yo! MTV Raps;" Magic Johnson, Arsenio Hall, members of Above The Law, Troop and Little Richard, who looked fabulous. Now this was a finale from a showman who will be livin' much larger way into the next century! ☑

Canadian Report continued from page 19

the only applicant openly calling for a Black music station. They are attempting to educate the public and the CRTC that Toronto wants and needs a Black not a Dance music station. Milestone recently took out ads in several community newspapers pointing out, "There is a difference between Black music radio and Dance music radio. Support for Dance music on the 92.5 FM spot would have you believe that dance music and black music are identical. Not so. Compare two applications as filed with the CRTC."

The ad also points out that 90 percent of the applications at Milestone are held by blacks while one white Canadian has the other 10 percent. It also points out that J. Robert Wood's application has only two percent black ownership, seven percent Chinese and 91 percent white ownership. They also make clear that Wood has 61 percent of the controlling shares.

The ads also state that musically Milestone would play 100 percent black and black-oriented music. This includes dance and club music, plus calypso, steelband, gospel, R&B, hip-hop, reggae, soca and more. Wood promises 100 percent dance beat. In reality, Wood includes a minimum guarantee of only 40 percent black music and a maximum of 60 percent dance.

There will also be a big difference in the news and spoken word components of Milestone and the Wood applications. Milestone offers regular news, a special daily "Black World" report, a daily one-hour open line talk show, public affairs programs and other features such as women's viewpoints.

Wood offers regular news to include news and views of "minorities." This would also include racial and ethnic minority programs with cross-over appeal, plus "Today's Woman."

Milestone ends its ad with "Now that you know the facts, your letter to the Prime Minister, the CRTC and your MP must specify Black music and ownership—not Dance. There are three Dance music applicants—all owned by non-blacks—but only one Black music applicant, which is Milestone."

Janet Jackson's return to the Canadian National Exhibition has been cancelled. ☑
How can I lose? I would have been a fool to pass up the chance to manage them.

The album has so far generated a chartbuster, "Why You Get Funky On Me," which was first released from the House Party Soundtrack. And their second released single, "I Got The Feeling," which incorporates a little of the new jacks from their previous album with their new sound, is subject to burst onto the charts as well.

According to the group, the essence of Today is a positive attitude and a business approach to their craft. "Underneath all the fun we have and the joking around we do, there's a concentrated effort in achieving our goals," Wes said. "We know what we want to do and how we want to do it."

Knowing the influence that groups of yesterday had over them as kids, Today maintains a deep sense of responsibility. "Young people will more or less think that a lot of the things they see us doing are OK, so we have to be very careful about what we do or say," Bubba offered.

The group has shown it's not afraid of change. Today will do whatever it takes to keep up with the sound and the look of the present. "We're not afraid to experiment," Chief said. "We're willing to move with the times. Today is everyday."

The time for Today is today because they are as sweet as yesterday and symbolize tomorrow. ■

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**JAZZ REVIEWS continued from page 15**

The saxophonist's skills present pleasurable listening for those who enjoy raunchy, get-down wind playing. The saxman's spirited runs up and down the music scales demonstrate the ability Koz has developed during his days as a session player. He's worked for the likes of Ray Charles, Bobby Caldwell, Jeff Lorber, Richard Marx, Gladys Knight and many others. He was most recently featured with Tom Scott's band.

Dave Koz was co-produced by Koz, in association with Lorber, Elliott Wolff, Evan Rogers and Carl Sturken. The project also includes Lorber and Scott's musical abilities, along with Buzz Feiten, to create wonderful listening. Newcomers Joey Digs and Cole Basque offer their vocal talents and really add to the marvelous feel of this project.

**Paris Concert**

Keith Jarrett

Gripping and introspective are terms which only begin to describe pianist Keith Jarrett's music. *Paris Concert*, released through ECM Records, is a lesson in music. According to Jarrett, "It is my goal to direct a classical audience to improvise and direct a jazz audience to come to grips with what the person playing is doing with his instrument."

Combining his interest in classical music with those in traditional jazz, Jarrett brings a powerful (and long) improvisation, entitled "October 18, 1988," to life and it reflects the performer's dedication to music in a structured sense as well as in creative innovation.

The project also offers a blues tune entitled, simply, "Blues." As always, Jarrett's music is very serious and creates a mood of drama mixed with near musical perfection in the broadest connotation, an objective the musician seems to be striving for.

The session was recorded live October 17, 1988, at Salle Pleyel, Paris. The digital recording was produced by Manfred Eicher.

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**IVORY’S NOTES continued from page 16**

Rick James

include "Big Daddy vs. Dolemite," "No Damn Good." "Put Your Weight On It" and the favorite title, "It's Hard Being the Kane." The first single is "Cause I Can Do It Right!" . . . P-Funk's Mothership is in storage in Indianapolis, just waiting to get busy. George Clinton says he'll use it again soon ("Hell, we paid for it..."). Been watching CNN's incredible coverage of the Gulf Crisis? Yet one question keeps recurring: who is Khadafi's tailor? ...Rick James has yet to see any of the royalties earned from Hammer using his "Super Freak" track to create the smash "U Can't Touch This." The money's in limbo until the Warner artist and former label Motown agree on the terms of James' court victory regarding the Mary Jane Girls trademark, which James gets to keep...

One of the most painful lessons Joe Isgor probably learned during his payola trial was who his real friends are. Now that he's been acquitted, I'm sure all his lines are busy.

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**GOSPEL continued from 27**

Rev. Dennis Byrd and The New Home Baptist Church Choir of Toledo, OH

Thank You So Much

Home of Byrd

Rev. Byrd has made a name for himself as a gospel songwriter. Byrd takes the opportunity this time out to record his own material, doing it in grand fashion. He is ably assisted by the New Home Baptist Church Choir on this two-record set. Pay close attention to "Walk In The Spirit," "Jesus Can Fix It," "God Will Take Care Of You" and "My God Shall Supply All Your Needs." Home of Byrd Records (419) 726-5829/9545.

Ricky Womack and The New Age Christian Ensemble

Something Within

WFL

Womack comes from the same family tree that sprouted Bobby, Cecil and the gang of R&B fame. Smooth, midtempo, light contemporary arrangements dominate. The songwriting talent of group member Errol Woods comes through loud and clear. Best cuts are "I'm Never Gonna Give You Up," "Something Within," "His Name Is Jesus," "New Day, New Time," "Use Me" and "Gives To Me To Give To You"—a sure hit.

Bernard Wright

Fresh Hymns

Frontline

Former Miles Davis keyboardist and Jamaica Boys member Bernard Wright breathes new life into some of gospel's classic hymns on this, his debut gospel project. Wright mixes influences of jazz with vocals that sound a lot like Michael Franks. Great music from an enormously talented artist.

Rev. Richard "Mr. Clean" White & His Friends of the Atlanta Chorale

House Calls

Meltone

Hot choir, hot material plus Rev. White equals HIT. White's gruff, growing vocal style works well with the songs included here. Although there are times when his voice gives out, it doesn't affect the overall power delivered.

Ed Melvin & The Truth

Footprints

Truth

The comfort of knowing that Christ is always there carrying us and that he will never leave us is quite evident in the powerful vocal arrangement by Melvin of the ever popular poem "Footprints." This recording will be a blessing to all who witness it. Other hit picks include "Call God," "I Need You, Lord" and "Count It On Faith." Contact Truth Records, 930 Robeson St., Ste. 20, Fayetteville, NC 28301; (919) 485-8372.
OLETA ADAMS continued from page 28

"That kind of wonder is motivation for my own work. That kind of feeling is exactly what I want my audience to have. And there's enough room for us all to do the same thing, if we want. The sky is very big, you know? And there is a little piece out there that's mine. We don't need to claw each other's eyes out for it because we each have one."

Adams continued on this train of thought, giving solid advice to everyone who has ever dreamed or set goals.

"If you love what you do then do it. That has nothing to do with stardom. That says I love my art and I've got to do it. If you can't do it in L.A., then go to San Diego or Chicago, St. Louis, anywhere. If you really love your art, then you'll find a way. And that's what it's about. It has nothing to do with what number you are on the charts."

There's a lot of sophistication and drama packed into her small frame and a lot of intelligence gained from years of patience, hard work and dedication to her craft. But there were still some things Adams had to learn after signing with PolyGram.

"This is a business and there are politics as well. That's the part that's frustrating because that's the part I don't particularly want to deal with. I just want to sing."

So far, Adams has had no problem doing that. Although this multidimensional vocalist/pianist has been performing for more than 10 years, she has only just begun what should prove to be an illustrious career. This time, however, instead of nightclubs, it will be in sold-out concert venues where she will rendezvous with her fans, creating the vibes and delivering the rhythm.

LAKESIDE continued from page 38

singers: Mark Adam Wood Jr., Scott and newcomer Larry Bolden. Perhaps too, the fact that six-Alexander, Norman Beavers (keyboards), Marvin Craig (bass), Fred Lewis (percussion, keyboards), Stephen Shockley (lead guitar) and Wood—of the nine members who started out recording have remained in the group is also a part of their staying power and perseverance.

Party Patrol, their 10th album, provides Lakeside fans with a new up-to-date sound but contains undertones of the old Lakeside funk from songs like "Raid" and "Your Love Is On The One." The title track is the single most reminiscent of their former grooves. The new sound is a result of working with outside producers. Previously, Lakeside's albums were largely written and produced by the group.

"We've written and produced songs for quite a few of our albums," Alexander said. "But we don't have the attitude that only we can write the songs. The bottom line is a hit record. It doesn't matter whether it comes from Lakeside or somewhere else. Over the last few years we've been trying to be more open, to see what's out there and what other producers would like to work with us, because we haven't had the chance to work with many outside producers in the past. We are not opposed to trying anything."

Staying true to their fans, being open to change and trying anything is the attitude that Lakeside hopes will push them to platinum status. But it is also the approach they take in maintaining longevity. And longevity is important for their objective—that their groove is preserved and protected.
WING/PolyGram recording act "Cooly High." Never Rains (In Southern California). Bonez, possible role in the film "Tapes Of Schultz of "Car Wash" and Dexter Jackson, to be directed by Michael Schultz of "Car Wash" and "Cooley High" fame.

THE RIGHT DIRECTION—"Cosby Show" actor Lisa Bonet is directing Wing/PolyGram recording act Tony!Toni!Tone! in its next video, "It Never Rains (In Southern California)." We hear the group is also being chased by the Samuel Goldwyn company for possible roles in the film "The Tapes Of Dexter Jackson," to be directed by Michael Schultz of "Car Wash" and "Cooley High" fame.

ALSO DIRECTING—TV brother to Bonet, Malcolm Jamal Warner, is set to direct a music video of his own for rap artist M.C. Trouble. The video is "Gotta Get A Grip," which is Trouble's new single and the title track from her debut album. No stranger to music video direction, Warner also has direction credits for New Edition and Special Ed. Human Rights Crusader Honored—Little Steven Van Zandt will be honored at the United Nations Center in New York by the African Arts Fund during its "Celebration of the Arts" dinner Oct. 11. The fund was established in 1984 to provide training for artists, supporting the growth and organization of a progressive cultural movement which calls for a free, equal, united and democratic South Africa.

COMEDY TWINS TO DOUBLE YOUR PLEASURE—The Mooney Twins, that comedic combination, had it out, so to speak, with the Darling Twins (no, they're men), who are also comedians. The showdown was at the L.A. Cabaret Comedy Club in Encino, CA. It was double barreled fun as the two sets of twins provided a humorous look at life from a four-eyed perspective; eight, if you combined both sets of funnymen.

BRANCHING OUT—Record company Sigma Alpha Entertainment has announced plans to expand its roster of entertainment acts to include pop/alternative artists. To date, the company has only had urban acts, but now wishes to spread its wings a bit. Hope this doesn't harm the quality of the urban groups it already has in its stable.

TAKING THE RELATIONSHIP TO A NEW LEVEL—Grape heard that during the wedding procession of Mike Mann and Antoinette Russell, both from KACE, the bride used an escalator to come down to join the rest of the wedding party. An odd way to reach an altar for marriage, you say? Not when you take into account the fact that the wedding was held in a shopping mall.

GRAPE LOOKS BACK AT THE PAGES OF BREE Ten years ago this issue, sound. Broadcasting Corp., a local group of black investors, became the new owners of WOL, Washington, D.C. The Jacksons received a star on Hollywood's Walk of Fame. Community groups, including members of the clergy, were picketing the recent changes at WAIL, New Orleans. Alvin John Waples, formerly with KGFJ, Los Angeles, joined KACE, also in L.A.

REMEMBER, TIME PASSES, PEOPLE CHANGE, BUT WE ARE YOUR MAGAZINE OF RECORD AND YOU WILL READ IT HERE FIRST.
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Watching People Go By

Watching You
Watching You
Watching You

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