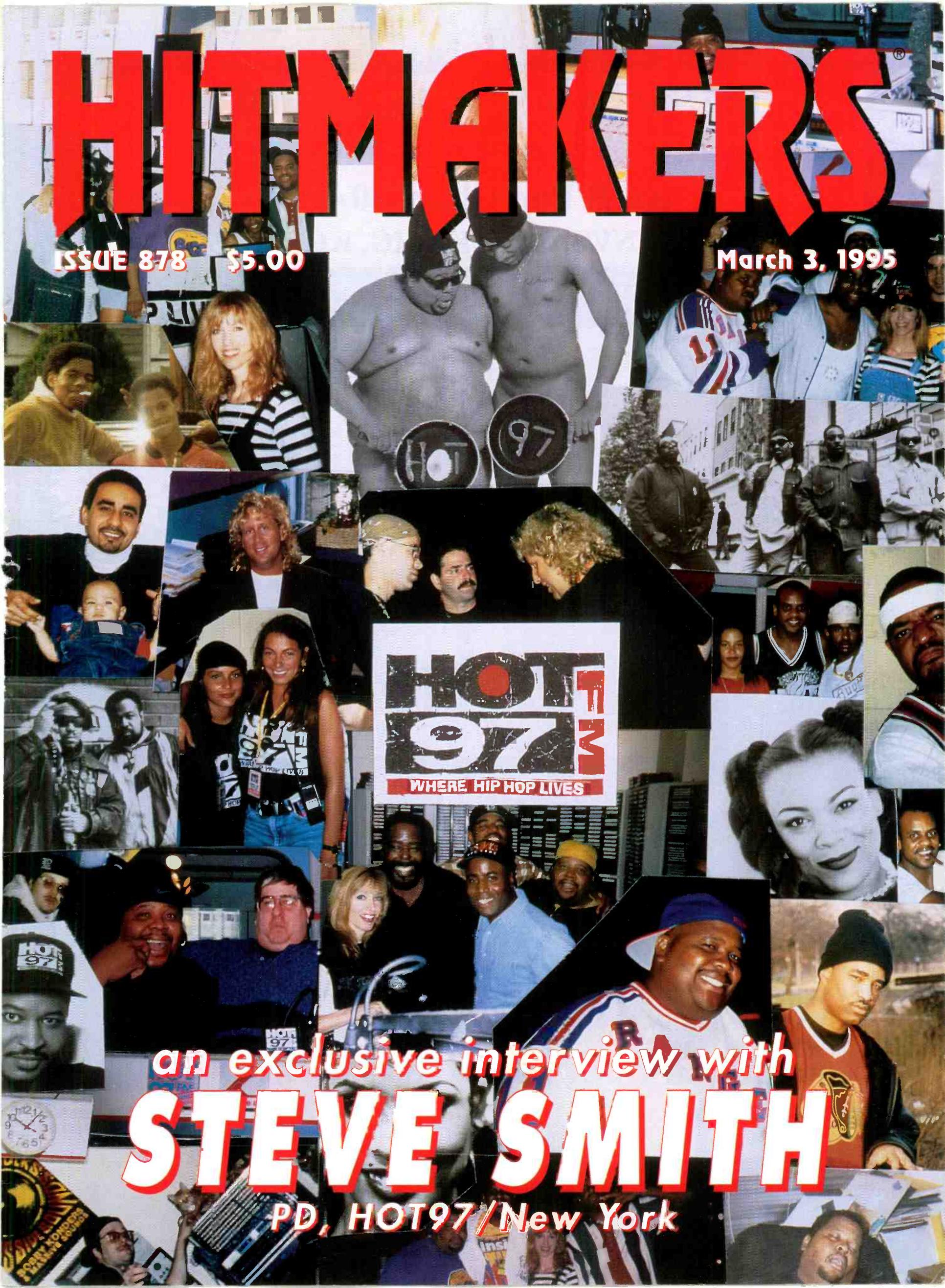


HITMAKERS

ISSUE 878 \$5.00

March 3, 1995



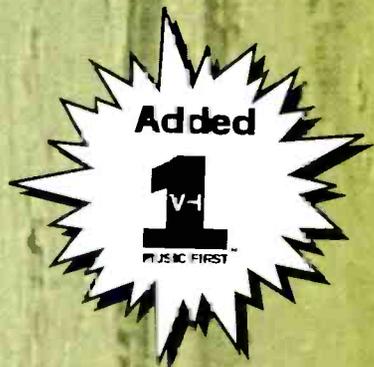
HOT 97 FM
WHERE HIP HOP LIVES

an exclusive interview with
STEVE SMITH

PD, HOT97/New York

The Stats Are Speaking **LOUDER!**
32-26* Mainstream Monitor Chart
R&R Pop Chart 30-23*

New At: B94, WNVZ, Z104, KKMG, KC101, Y97, Y107



#418

I BELIEVE

WZJM	46x	WIOQ	34x	Q106	25x
PRO-FM	42x	WKSE	61x	XL106.7	28x
KKRZ	37x	STAR94	25x	Q102	28x
WXKS	28x	G105	34x	WKTI	26x
WFLY	27x	WDJX	25x	WVSR	38x
WYCR	39x	KLYV	63x		
WZPL	32x	KRQ	33x		

produced by: EMOSIA management: Mark Liggett for LIGOSA ENTERTAINMENT

EMI Records



SERVING THE MUSIC

Production And Mixing David Kershenbaum and Kevin Smith For John Galt Entertainment Inc.



The Story Continues...

Breaking Out Of Cleveland:
WZJM 22x WMMS 10x

New At:
WAIA
WGRD

Q99	15x
KHTT	9x
WPST	20x
Y97	22x
KQID	28x
WBNQ	8x
OK95	10x
KTMT	14x
KLYV	10x

milla

gentleman who fell. the new single and video.

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EMI Records

SERVING THE MUSIC

producer: richard feldman management: arna anden for amon artists

TOP 40 Radio Multi-Format Picks

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

MAINSTREAM

BLESSID UNION OF SOULS "I Believe" (EMI)
BOYZ II MEN "Thank You" (MOTOWN)
BRANDY "Baby" (ATLANTIC)
BROWNSTONE "If You Love Me" (MJJ/EPIC)
cranberries "ODE To My Family" (ISLAND)
DURAN DURAN "White Lines" (CAPITOL)
FIREHOUSE "I Live My Life For You" (EPIC)
HUMAN LEAGUE "Tell Me When" (E.W./ELEKTRA)
ELTON JOHN "Believe" (ROCKET/ISLAND)
ANNIE LENNOX "No More I Love You's" (ARISTA)
LIVE "Lightning Crashes" (RADIOACTIVE/MCA)
REDNEX "Cotton Eyed Joe" (BATTERY/JIVE)
SIMPLE MINDS "She's A River" (VIRGIN)
BRUCE SPRINGSTEEN "Murder..." (BATTERY/JIVE)
VAN HALEN "Can't Stop..." (WARNER BROS.)

ALTERNATIVE WORLD

BETTER THAN EZRA "Good" (SWELL/ELEK./EEG)
BLUES TRAVELER "Run-Around" (A&M)
JEFF BUCKLEY "Last Goodbye" (COLUMBIA)
FLAMING LIPS "Turn It On" (WARNER BROS.)
GOO GOO DOLLS "Only One" (Metal Blade/WB)
DAVE MATTHEWS BAND "What Would..." (RCA)
MUDHONEY "Generation..." (REPRISE)
OUR LADY PEACE "Starseed" (RELATIVITY)
SOUNDGARDEN "The Day I Tried..." (A&M)
STONE TEMPLE PILOTS "Pretty Penny" (ATLANTIC)
MATTHEW SWEET "Sick Of Myself" (ZOO)
MIKE WATT "Against The 70's" (COLUMBIA)
WAX "California" (INTERSCOPE)

STREET SHEET

2 PAC "Dear Mama" (INTERSCOPE)
4 P.M. "Lay Down..." (N. PLATEAU/LON./ISLAND)
STEVIE B. "Dream About You" (EMPORIA)
BOYZ II MEN "Thank You" (MOTOWN)
ADINA HOWARD "Freak Like Me" (E.W./EEG)
IV XAMPLE "I'd Rather Be Alone" (MCA)
MONTELL JORDAN "This Is How We Do It" (PMP)
DIANA KING "Shy Guy" (WORK)
KEITH MARTIN "Never Find..." (COLUMBIA)
RAPPIN 4-TAY "I'll Be Around" (RAG TOP/EMI)
REDNEX "Cotton Eyed Joe" (BATTERY/JIVE)
SAM THE BEAST "Gucci Dance" (RELATIVITY)
SHABBA RANKS "Let's Get It On" (EPIC)
SPANISH FLY "Daddy's Home" (UPSTAIRS/WB)
SUBWAY "This Lil' Game..." (BIV TEN/MOTOWN)
STEVIE WONDER "For Your Love" (MOTOWN)

MIX SHOWS

2 IN A ROOM "Ahora" (CUTTING)
CHANNEL LIVE "Mad-IZM" (CAPITOL)
JOCELYN ENRIQUEZ "Big Love" (CLASSIFIED)
KOOL ROCK STEADY "Rude Boy" (DJ INTER.)
LATANYA "I Want the B.O.M.B." (INDASOUL)
BILLIE RAY MARTIN "Your Loving..." (SIRE/WB)
NONCE "Mix Tapes" (AMERICAN)
SARA PARKER "My Love Is Deep" (VESTRY)
RAPPIN 4-TAY "I'll Be Around" (EMI)
TUPAC "Dear Mama" (INTERSCOPE)

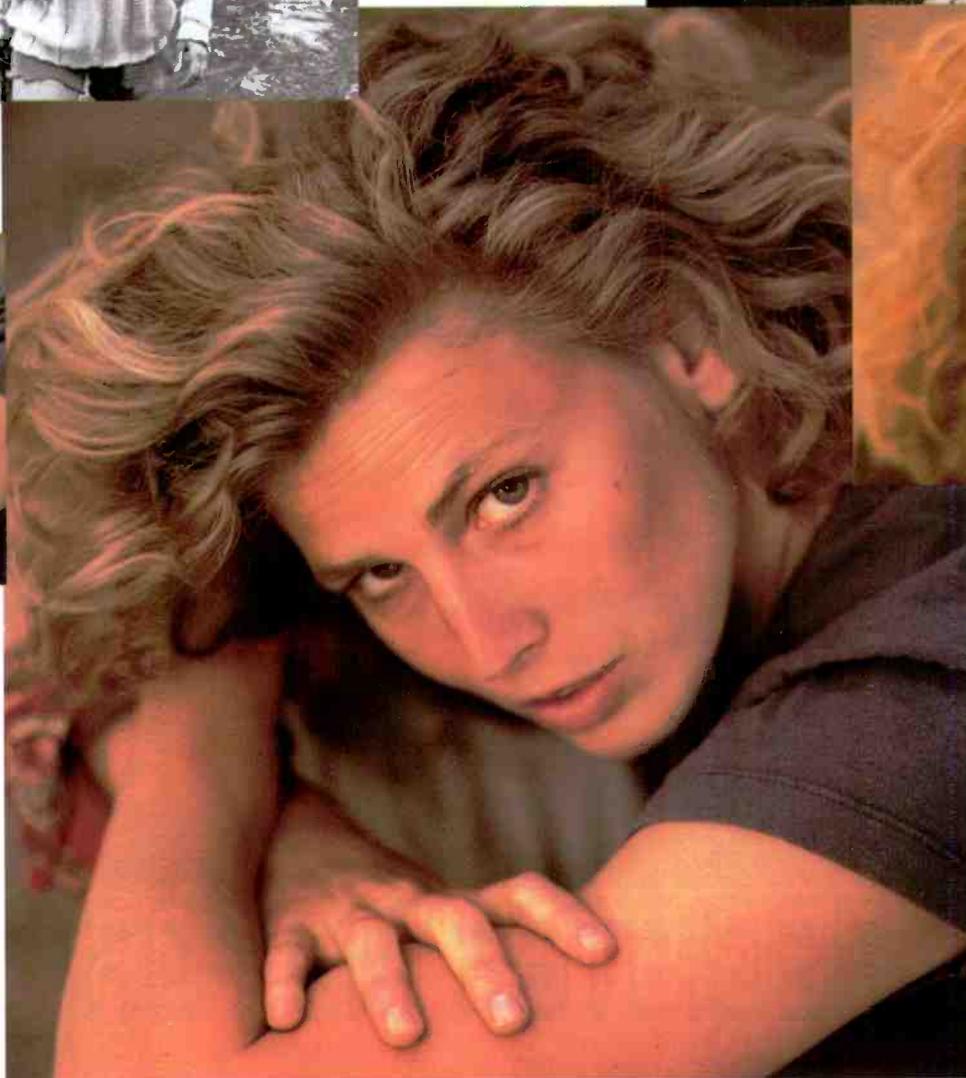
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SOPHIE B. HAWKINS

"As I Lay Me Down"



"Sophie's performance on the 'Z Morning Zoo' was spectacular!"

**KEN BENSON, PD,
KKRZ, Portland**

"Sophie's live on-air performance created major listener response."

**CASEY KEATING,
PD, Y100, Miami**

"The best live performance I've ever seen...And we've had PEOPLE here! Sophie has an incredible energy and a rawness that's mesmerizing. The glass in the studio was steaming, she was so hot!"

VIC "The BRICK", RICK DEES In The Morning, KIIS-FM, Los Angeles

"Our morning show had more fun with Sophie than with any artist I can remember. Her personality, charm and charisma mirror her talents, and we welcome her back anytime!"

TIM RICHARDS, MD, KRQ, Tucson

From the album "WHALER."

CT/CK 53300

Produced by Stephen Lipson.

"Extremely active phone record with impressive call-out after only three weeks."

DANNY CLAYTON, PD, WTKI, Milwaukee, 23 Spins - #15 Most Played!

COLUMBIA

"Columbia" Reg. U.S. Pat. & Tm. Off. Marca Registrada. © 1995 Sony Music Entertainment Inc.

The **BUZZ** Is On...

HITMAKERS'

CHICAGO

Is The Place!

May 4 • 5 • 6

**MAKE YOUR ROOM RESERVATIONS NOW!
And Take Advantage Of Our
EARLY Registration fee.**

PLEASE REGISTER ME FOR CHICAGO!

Name: _____ Station/Company: _____

Address: _____ City: _____

State: _____ Zip: _____

Send your completed registration form and check or money order for \$150.00 (Early Registration Fee) to:

HITMAKERS Magazine

22222 Sherman Way, Suite #205

Canoga Park, CA 91303

CHICAGO

1995



DATE:

May 4 • 5 • 6___

THE PLACE:

Westin Hotel (312) 943-7200

ROOM RATE:

\$110

PRE-REGISTRATION:

\$150

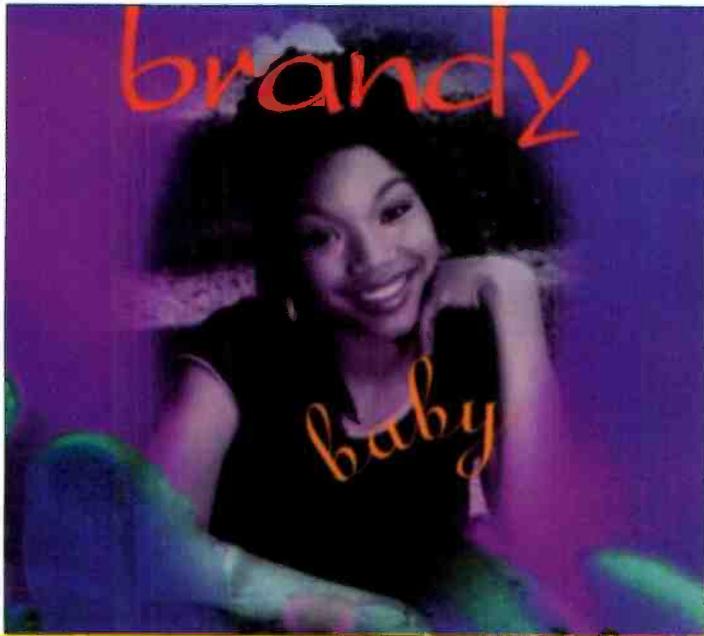
**REGIONAL
SEMINARS**



**RADIO
'95**

ON SALE NOW!

THE
NATION'S
1 SELLING
RECORD!

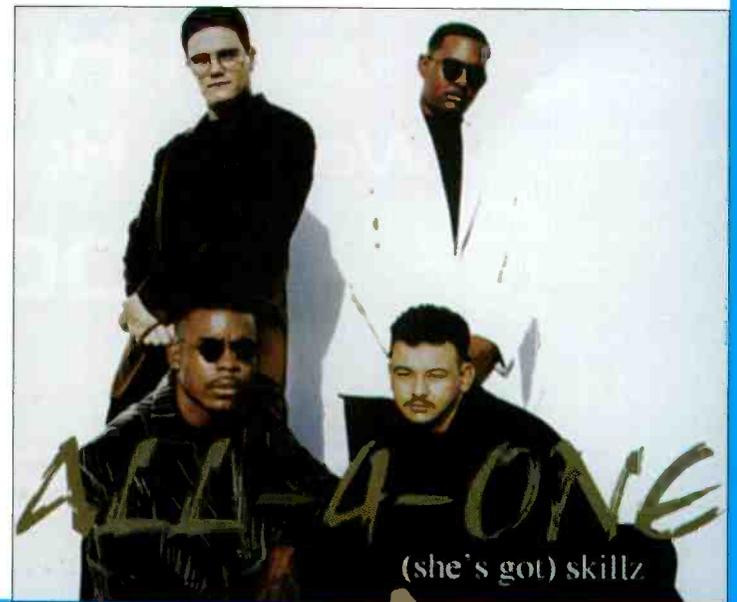


...the nation's #1 selling record for the past 5 weeks, "Baby", is currently on sale in aisle twelve. You may have already heard this phenomenal new song on fine radio stations across the country including: WXKS in Boston (23x), WNVZ in Norfolk (32x), KLRZ in New Orleans (30x), WKSE in Buffalo (NEW), WZJM in Cleveland (NEW), WZPL in Indianapolis (25x), KKFR in Phoenix (30x), and KKRZ in Portland, among others. For those customers with a pulse for the street, you may have noticed that "Baby" is #4 on the Rhythm-Crossover Monitor...also look for specials on Del Monte creamed corn and Charmin bathroom tissue in aisles two and three.

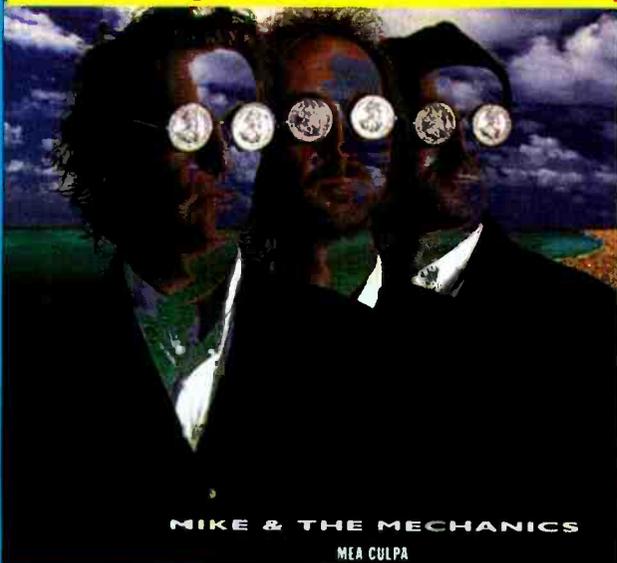
THIS WEEK SPECIAL

Blue Light Special

"...this week's Blue Light Special is All-4-One's "(She's Got) Skillz" available in aisle four. You probably saw this multi-platinum group perform on the 37th Annual Grammys this past week. Of the 60-plus stations currently playing it, over 24 stations are reporting Top 5 requests or better. Great stations like KIIS-FM in Los Angeles, KDWB in Minneapolis, WNVZ in Norfolk, KHKS in Dallas (#1 phones), KLUC in Las Vegas, and a host of others, are currently airing this amazing track. Be sure to pick up your copy now...and don't forget to pick up a box of cheese puffs, a great snack for the whole family.



Buy It And Try It .

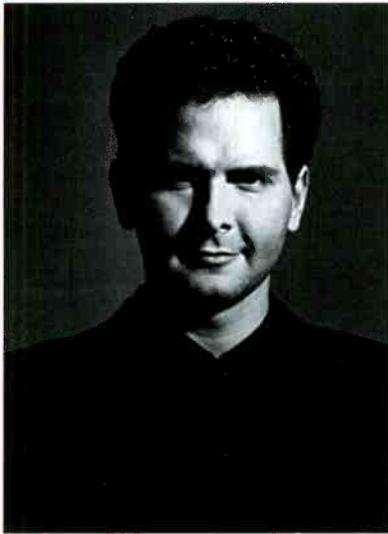


...Mike & The Mechanics long anticipated album, "BEGGAR ON A BEACH OF GOLD" is on you desk now. With a long history as a member of super-group Genesis, Mike has released an amazing version of "Mea Culpa" which is already being played on over 25 AC radio stations. The feedback on this initial track has truly been incredible... and since you're already in Aisle 10, you may want to pick up a can of Spam. Your family will love you for it.



HITMAKERS Faces & Places

ATLANTIC ESTABLISHES NEW LABEL. TAG RECORDINGS KALLMAN APPOINTED PRESIDENT. IS UPPED TO ATLANTIC SENIOR VP

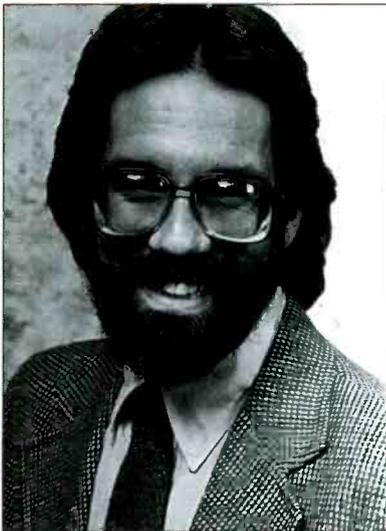


The Atlantic Group has established a new label, TAG Recordings, it was announced by Atlantic Group President Val Azzoli. Craig Kallman has been named President of TAG, which will be based in New York City. He will continue to serve as President of the Atlantic-distributed Big Beat label, which he founded in 1987. At the same time, Mr. Azzoli announced that Mr. Kallman has been upped to Senior Vice President of Atlantic Records. He had been a Vice President of the label since joining the company in 1991, when Big Beat was acquired by Atlantic.

Based in New York City, TAG will employ a core staff of people with expertise in A&R, Marketing, Promotion, Publicity, and Sales. The staff of Atlantic-affiliated Seed Records will become part of TAG with the Seed label remaining as a separate imprint. In addition, selected Atlantic artists will move over to TAG. These include Jawbox, the Lemonheads, and Madder Rose.

Val Azzoli commented: "The creation of TAG signals the ongoing evolution and expansion of The Atlantic Group. Coming off a year which saw us rank as the #1 label in the industry, we intend to capitalize on our strength and continue to forge new ventures. We envision TAG as an aggressive, independently minded label which will be fiercely devoted to the signing and nurturing of cutting edge artists. All of the departments at Atlantic will work closely with the TAG staff to ensure that the label's artists receive maximum support. Craig's great success with Big Beat, which he literally developed from the ground up, makes him ideally suited to helm this new label, while his elevation to Senior Vice President reflects the pivotal role he occupies within the Atlantic family at large."

Craig Kallman noted: "TAG will be a distinctly artist-oriented company, one that combines a focused A&R effort with a pro-active marketing approach which draws on the combined strengths of the label's staff. As our experience with Big Beat has shown, a grassroots, streetwise approach to artist development and marketing can yield fantastic results. We will put all our energies into a select number of artists, who will enjoy the best of both worlds - the specialized, custom-tailored attention of a core staff combined with the tremendous resources of Atlantic. Our ultimate goal will be to develop long-term careers, working intimately with artists at every stage of their musical life."



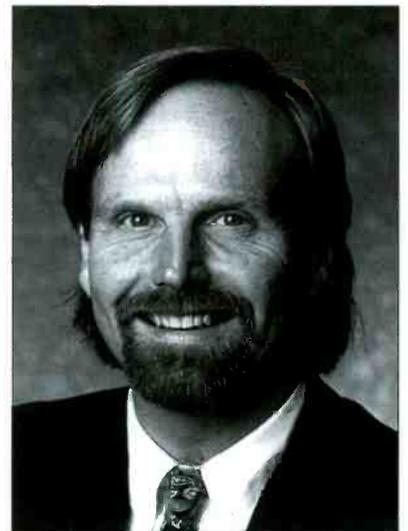
Mark Goldstein has been named Senior Vice President of Business and Legal Affairs for WARNER BROS. Records.



Jim Del Balzo has been promoted to Senior Vice President, Rock Promotion for COLUMBIA Records.



Don Biederman has been promoted to Executive Vice President, Business Affairs/General Counsel for WARNER/CHAPPELL Music, Inc.



Edward P. Pierson has been promoted to Senior Vice President, Legal and Business Affairs for WARNER/CHAPPELL Music, Inc.

Hot Sheet Publishing, Inc.

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818-887-3440 FAX: 818-883-1097

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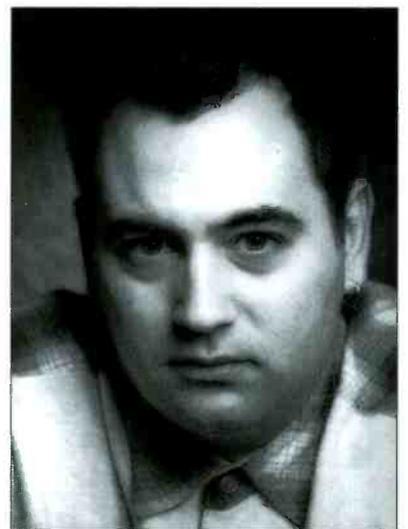
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Al Cafaro, President and C.E.O. of A&M Records, has announced the appointment of **Jill Glass** to the position of Senior Vice President Marketing.



Bill Cason has been named National manager, New Adult Contemporary Promotion for MERCURY Records.



Bruce Carbone has been named Vice President, Artist and Repertoire for MERCURY Records.



CRANBERRIES

"ODE To My Family"

- Monitor Alternative Chart: 13*-6*
- SoundScan LP Chart: 10*
- Approaching Triple Platinum!

Adds include:

Z100	WZJM
XL106.7	WZOK
WBNQ	WWCK
WNDU	KKLQ
WDBR	

Spinning at:

STAR94	18x	Y107	18x	WTWR	22x
KISF	30x	KHTT	11x	XL106.7	27x
WKBQ	18x	WVSR	19x	KIMN	13x
WPLY	29x	KRBE	29x	Q99	33x
B97	38x	WFLY	34x	WLAN	15x
93Q	16x	WXXX	14x	WYCR	27x
WEDJ	20x	WWCK	11x	WNNK	16x
WKXJ	18x	WGRD	23x	WSTW	12x
WHHY	28x	WDDJ	22x		



Managed By The Left Bank Organization



ISLAND

PORTISHEAD

"SOUR TIMES (Nobody Loves Me)"

- Monitor Alternative Chart: 9*
- SoundScan LP Chart: 79*
- SoundScan Single: 93*

New Adds include:

WPST	WPRR
WRQK	WQGN
WWKZ	

Spinning at:

Z100	22x	KRBE	19x
Q99	34x	KISF	22x
Y97	41x	WAPE	17x
WGRD	22x	WDDJ	9x
WTWR	9x		



BRIEFS FROM THE WAR ROOM



THE USE OF a barrage of sweepers, ID's, set-up's, bookends, re-entries, promo's, slogans and other messages that are intended to shoot the gap between or over songs and around the other ideas. Information, fantasies, truth's, fads has again become a big topic for programming gladiators.

The technique of *supercharging* the sound of radio stations...packaging a unique sound, a voice/sound print that increases the sizzle and is a true extension of a station's special way to manipulate audience behavior. Loaded with elements ranging from humor to mild alarm. From subtle to bold, daring and provocative. Signals intended to link up to the wavelength that connects with the listeners you've got...and the ones you want.

Hyped and spiced up stationality to separate one station from the other in head-on battle. Or in a specific format to embellish that styled sound. It all boils down to approach. In just about any city, click on the radio, scan the dial. Listen. There's as much going on with the production and packaging as with what the Dee Jay's are doing or the music that's programmed. Like snowflakes and DNA, in any city, no two stations should sound alike. The unfortunate reality is that there are stations that still don't, for whatever reason, take it seriously. If the reasoning for not executing this important platform of dynamic marketing is an economic issue...it's misplaced worry. For the sake of simplicity, a station can't afford to be without a fully operational production/image strategy and

capability.

Technical wizards customizing a station's sound with *secret formula* final processing. Wow! The way that so many stations are sounding today is fantastic. And it's getting better every day. Any programmer who doesn't understand the importance of this special team as a necessary battalion needs a wake up call. Quick.

There are programmers who are doing a wonderful job rotating the music, detailing the various job related functions. When it comes to the mental matinee necessary to pull everything together, it would be safe to say that many of these PD's should turn it over to a set designer, a specialist who can and will completely focus on embellishing and crafting that part of connecting the station's messages, image and miscellaneous positioning.

A programming week of 168 hours, 144 if you don't count midnight to six a.m. How bout a listener who in real time spends 10 hours a week with a station. If that, for example, is focused Monday-Friday, to one daypart. A whopping 50 hours a month! Maybe. The time a person spends listening to radio, even if it is exclusively to your station, is a fraction of the actual time we spend broadcasting. You can play with the numbers all you want. It's a creative way to really understand the game. Shake out all the esoteric stuff that tends to cloud up the bare facts of basic programming. A huge advertising campaign, keeping a well targeted and well kept product alive at all times is a must. To become the absolute top of mind

image connected to the average listener requires the full effort of every detail. You don't have to be a millionaire to sound like a million bucks.

Bottom line, image, promotion and the mental picture that you present on your airwaves set up to capture a listener's attention at any opportunity is what it's all about. Did you know that presenting a new motion picture that a studio may set up twice as much or more to advertise it than the actual budget for making the movie itself? True. Ever sit in front of a movie screen faced with the coming attractions and just get totally blown away? It's not an accident.

So, go over to your radio, turn it on, then go find a radio for each room in your house, your car, etc. Set each one to a different station. Leave them all on for a week or more. Just a normal volume. Go about your days and nights activity as you would. The exercise is one of my personal favorites. You'll see why after you do it for a week, a month...as long as you want to win.

Mark Driscoll Productions PLANET CREATIONS is Los Angeles based. The custom voice over and production/programming boutique originates from the **WARNER HOLLYWOOD STUDIOS**. (213) 934-2111/(213) 850-2666. FAX (213) 938-4200. Your ideas, feedback and questions are encouraged.

**ROOMS ARE GOING FAST
AT THE SPECIAL
SEMINAR RATE!**

**FOR THE
CHICAGO SEMINAR**

MAY 4 ■ 5 ■ 6

WESTIN HOTEL

(312) 943-7200

HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. **ELTON JOHN "Believe" (ROCKET/ISLAND)**
2. **REDNEX "Cotton Eye Joe" (BATTERY)**
3. **BLUES TRAVELER "Runaround" (A&M)**
4. **DURAN DURAN "White Lines" (CAPITOL)**
5. **TLC "Red Light Special" (ARISTA)**
6. **BRUCE SPRINGSTEEN "Murder Inc." (COLUMBIA)**
7. **VAN HALEN "Can't Stop Loving You" (WARNER BROS.)**
8. **TOAD THE WET SPROCKET "Fly From Heaven" (COLUMBIA)**
9. **DANIELLE BRISEBOIS "Gimme Little Sign" (EPIC)**
10. **ANNIE LENNOX "No More I Love You's" (ARISTA)**
11. **HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)**
12. **REAL McCOY "Run Away" (ARISTA)**
13. **BELLY "Now They'll Sleep" (REPRISE)**
14. **BOYZ II MEN "Thank You" (MOTOWN)**
15. **BRANDY "Baby" (ATLANTIC)**
16. **cranberries "Ode To My Family" (ISLAND)**
17. **DAVE MATTHEWS BAND "What Would You Say" (RCA)**
18. **FOREIGNER "Until The End Of Time" (PRIORITY)**
19. **HUMAN LEAUE "Tell Me Why" (EASTWEST)**
20. **IV XAMPLE "I'd Rather Be Alone" (MCA)**
21. **KEITH MARTIN "Never Find Someone Like You" (RUFFHOUSE/COLUMBIA)**
22. **LETTERS TO CLEO "Here & Now" (GIANT)**
23. **LIVE "Lightning Crashes" (RADIOACTIVE/MCA)**
24. **NIKKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)**
25. **SIMPLE MINDS "She's A River" (VIRGIN)**
26. **SOUL FOR REAL "Candy Rain" (UPTOWN/MCA)**

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

TOAD THE WET SPROCKET

"Fly From Heaven"

RICH ADAMS, PD, WGLU, Johnstown

"Will be a big record."

JIMI JAMM, MD, KQKQ, Omaha

"Great track, great hook."

STEVE KLINE, PD, WRKY, Steubenville

"Here they are. This is a good one."

TOM MARTENS, PD, KWTX, Waco

"I like this from Toad."

PAT CLOUD, PD, KQID, Alexandria

"Toad, they're back with this one."

BRUCE SPRINGSTEEN

"Murder Incorporated"

JIMMY STEAL, PD, Q102, Cincinnati

"If it were Pearl Jam or Stone Temple Pilots you'd already be playing this.

People need to know that the name Bruce Springsteen is a plus to the format. Your audience wants to hear what this guy is doing.

He's not a flava of the month!"

MARK LANDIS, PD, K106, Beaumont

"A fresh, new, upbeat Bruce song."

TONY BRISTOL, MD, WTIC-FM, Hartford

"Bruce is back with this one."

JEFF BUCKLEY

"Last Goodbye"

J.T. BUSCH, MD, WRHT, Morehead City

"Don't miss this record."

Nominees for Issue 879.

Vote for your choice.

1. BRUCE STEVENS (PD, WZNY/Augusta)
2. JEFF McCARTNEY (PD, WAPE/Jacksonville)
3. TERRY SIMMONS (PD, WPXR/Davenport)

Call your HITMAKERS Account Executive (818) 887-3440
Programmer of the week wins a Sony Walkman™!

Bill Shahan



PD, WVSR/Charleston

Career Highlights:

- WVAF/Charleston 1980-1986.
Starting my career as a air talent in my home town.
- The incredible opportunity I got in 1986 to go across town here at WVSR, the ability to program here for 9 years, and to work with my GM, Tom Collins who has 25 years of radio experience.

Family:

My wife Londa, our 5 year old daughter Kylie, we also got one on the way.

Hobbies:

Swimming, boating, and anything to do with water sports.

Quote:

"Be careful of the toes you step on today, they may be connected to the ass you have to kiss tomorrow."

Top40 Disc-overery Club

MARK LANDIS, PD, K106, Beaumont

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - A fresh, new, upbeat Bruce song.

ELTON JOHN *Believe* (ROCKET/ISLAND) - Doesn't take a genius to figure this out.

SIMPLE MINDS *She's A River* (VIRGIN) - First song off of a great new album, with a lot of depth.

LEO CARO, MD, KCHX, Midland/Odessa

DURAN DURAN *White Lines* (CAPITOL) - This is an awesome night record that will cross boundaries. It's got Rap and Alternative. It's pretty smooth!

REDNEX *Cotton Eye Joe* (BATTERY) - Funnest record I've tested in a while. Of course, the phones went crazy.

TLC *Red Light Special* (ARISTA) - Best slow jam they've ever done.

JOHN RAMSEY, PD, KCLD, St. Cloud

REDNEX *Cotton Eye Joe* (BATTERY) - Instant response. Great reaction record.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - This is number one on my list of hits.

MARK MURPHY, PD/MD, KGOT, Anchorage

ELTON JOHN *Believe* (ROCKET/ISLAND) - This will be a monster.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - This is a record. Cool sound.

TLC *Red Light Special* (ARISTA) - I like this a lot.

ELTON JOHN *Believe* (ROCKET/ISLAND) - It's good to hear such a good artist making such a great song!

SCOTT KRAMER, MD, KISR, Fr. Smith

ELTON JOHN *Believe* (ROCKET/ISLAND) - Classic Elton with a '90s feel.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - An out-and-out smash!

LETTERS TO CLEO *Here & Now* (GIANT) - Great Alternative tune. Could cross.

MICK FULGEM, MD, KISX, Tyler

DURAN DURAN *White Lines* (CAPITOL) - This is an out-and-out smash!

SIOUXSIE & THE BANSHEES *O Baby* (Geffen) - I love this one.

BLUES TRAVELER *Runaround* (A&M) - This fills a void. I like it.

JACK OLIVER, PD, KKR, Wichita

ELTON JOHN *Believe* (ROCKET/ISLAND) - Wow! Elton has a strong one here.

BLUES TRAVELER *Runaround* (A&M) - Good Rock & Roll.

GREG WILLIAMS, MD, KKR, Wichita

ELTON JOHN *Believe* (ROCKET/ISLAND) - What a smash! What else can I say?

REDNEX *Cotton Eye Joe* (BATTERY) - Already doing great at clubs and making a great transition to on-the-air!

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - A great record.

SCOTT THOMAS, MD, KLYV, Dubuque

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Great reaction 18-24 young females.

REDNEX *Cotton Eye Joe* (BATTERY) - Play early and often. Hot song.

MIKE CHASE, PD, KMCK, Fayetteville

REDNEX *Cotton Eye Joe* (BATTERY) - Hot, hot phone record.

DURAN DURAN *White Lines* (CAPITOL) - The boys are back in town.

DAN OLSEN, PD, KOKZ, Waterloo

ELTON JOHN *Believe* (ROCKET/ISLAND) - Classic Elton. New label. Will be huge.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - This Van Halen is an exception. Not too hard. Very mass appeal.

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - Really unique production. Could be a sleeper.

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

ANNIE LENNOX *No More I Love You's* (ARISTA) - This is a good hip, daytime record.

REDNEX *Cotton Eye Joe* (BATTERY) - Big phones.

PAT CLOUD, PD, KQID, Alexandria

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - Great tempo. This just feels so good.

FOREIGNER *Until The End Of Time* (PRIORITY) - Great job, Foreigner. This will work well.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - Toad, they're back with this one.

JIMI JAMM, MD, KQKQ, Omaha

TLC *Red Light Special* (ARISTA) - The best of the best for '95.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - Great track, great hook.

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - Good Pop record, like a good Shakespear's Sister record.

TOM MARTENS, PD, KWTX, Waco

BLUES TRAVELER *Runaround* (A&M) - Good Rock record.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - I like this from Toad.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Great new record from the League.

JAY SHANNON, MD, KZII, Lubbock

ELTON JOHN *Believe* (ROCKET/ISLAND) - Absolute smash! Play it!!

REDNEX *Cotton Eye Joe* (BATTERY) - Hot record, hot phones!

REAL McCOY *Run Away* (ARISTA) - This is a great record.

MIKE KASPER, PD, KZMG, Boise

REDNEX *Cotton Eye Joe* (BATTERY) - Hey, send me a copy. A fun song.

BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Great phones, great all-day record.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Better than the first one.

PAUL WALKER, PD, OK95, Tri-Cities

BUSH *Everything Zen* (INTERSCOPE) - This one is hot. It's gonna happen.

ELTON JOHN *Believe* (ROCKET/ISLAND) - Another smash for Elton - Top 10. The Elton John ballad express keeps on rolling!

JIMMY STEAL, PD, Q102, Cincinnati

ELTON JOHN *Believe* (ROCKET/ISLAND) - It has a signature sound. We don't have enough superstars in the format and this is the goods.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - If it were Pearl Jam or Stone Temple Pilots you'd already be playing this. People need to know that the name Bruce Springsteen is a plus to the format. Your adult audience wants to hear what this guy is doing. He's not a flava of the month!

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - This song has a hook that doesn't let go once it gets you. A much more Top40-friendly song than the first one.

OASIS (EPIC) - It's a personal favorite of mine!

RAY KALUSA, MD, Q106, San Diego

DANIELLE BRISEBOIS *Gimme Little Sign* (EPIC) - Great text book Pop record.

KEVIN PETERSON, APD/MD, STAR94, Atlanta

ELTON JOHN *Believe* (ROCKET/ISLAND) - Sounds like classic Elton, which makes it instantly familiar with adults. And yet fresh enough for today, especially for today!

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - I think this one is really good.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Great tempo...Familiar sound...Will sound just right on the radio station.

ANNIE LENNOX *No More I Love You's* (ARISTA) - On it for several weeks now and our #2 most requested record with adult women.

MIKE LOWE, MD, WATA, Melbourne

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - It's a smash!

ELTON JOHN *Believe* (ROCKET/ISLAND) - What can I say? Another big record!

SIMPLE MINDS *She's A River* (VIRGIN) - Sounds good to me.

MIKE ORZEL, APD/MD, WAAL, Binghamton

ELTON JOHN *Believe* (ROCKET/ISLAND) - This is a big, big record.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - This is a classic from Bruce.

ADAM ANT *Wonderful* (CAPITOL) - This is a very good record from Adam.

KID KELLY, PD, WBHT, Wilkes-Barre

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - I found this seven seconds after Andy Shane at Z100 because he didn't rock with the first single.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Played this 13 times before Elvis Duran.

REAL McCOY *Run Away* (ARISTA) - Picked Top 10.

TLC *Red Light Special* (ARISTA) - This is a solid record.

BEAU LANDRY, PD, WBIZ, Eau Claire

ELTON JOHN *Believe* (ROCKET/ISLAND) - The hot Elton. I like this.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Bruce Springsteen is a strong artist.

SCOTT ROBBINS, PD, WBNQ, Bloomington

ELTON JOHN *Believe* (ROCKET/ISLAND) - This will be huge.

DURAN DURAN *White Lines* (CAPITOL) - Likes this for us.

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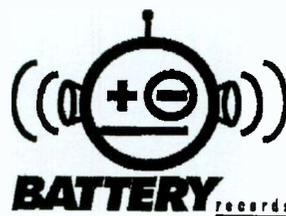
IMPACTING RADIO

ON ITS FIRST WEEK WITH:

- **600** BDS DETECTIONS
- **OVER 5** MILLION LISTENERS

PRO-FM 26 spins **KTFM** 54 spins **Y107** 17 spins **K92** 28 spins
B96 21 spins **KRBE** 27 spins **B94** 16 spins **WAPE** 22 spins

WRVQ	KPRR	WWKX	WFLZ	WKFR
WDBR	WNNK	KDUK	KKRD	KISR
WVKS	WLAN	WJET	WFLY	KWTX
WDJX	WWCK	WVIC	WABB	WNOK
WPXR	WZOQ	WKSE	KSIQ	KZII
KWZN	WGLU	WOVV	KHTY	WTCF
KLRZ	WKDY	WHHY	WNDU	KQIZ
WXXL	WFHN	WTWR	WZYP	KBFM
WBNQ	KMCK	KCHX	WMRV	WBHT
KZHT	KCLD	KIOC	WQGN	



Top40 Disc-covery Club

BILL KLAPROTH, PD, WDBR, Springfield

REDNEX *Cotton Eye Joe* (BATTERY) - Every time I call **HITMAKERS** I hear Rednex. Turning out to be a fun novelty night record.

BLUES TRAVELER *Runaround* (A&M) - Roll your windows down and crank it up.

MICHAEL GAMBY, MD, WDBR, Springfield

BOYZ II MEN *Thank You* (MOTOWN) - From the words of Ray Kalusa at Q106... 'My God, it has tempo.'

REDNEX *Cotton Eye Joe* (BATTERY) - We're playing this early, and you should too.

ELTON JOHN *Believe* (ROCKET/ISLAND) - Back to his old stuff... It's a gimmie.

SHAWN SCOTT, MD, WFLY, Albany

REDNEX *Cotton Eye Joe* (BATTERY) - Great Country parody mix.

DURAN DURAN *White Lines* (CAPITOL) - Starting to spin this and getting female requests already.

TLC *Red Light Special* (ARISTA) - If you think the song is great, check out the video.

RICH ADAMS, PD, WGLU, Johnstown

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - They're back. Will be a big record.

BLUES TRAVELER *Runaround* (A&M) - Great Rock & Roll. Good song.

LOUIS KAPLAN, PD, WGTZ, Dayton

ELTON JOHN *Believe* (ROCKET/ISLAND) - Hit record!

ALL-4-ONE *(She's Got) Skillz* (BLITZZ/ATLANTIC) - A consistently performing upbeat record. There's some listener confusion with Prince, all positive.

WILLIE B., PD, WHHY, Montgomery

BELLY *Now They'll Sleep* (REPRISE) - I like this record, don't you?

ANNIE LENNOX *No More I Love You's* (ARISTA) - This is an absolutely great song. Love it!

JONNY HARTWELL, MD, WHOT, Youngstown

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Kills me.

ELTON JOHN *Believe* (ROCKET/ISLAND) - Elton will roar even without the lion.

cranberries *Ode To My Family* (ISLAND) - This will be bigger than *Linger*.

SHAWN CAREY, APD/MD, WHTO, Williamsport

ELTON JOHN *Believe* (ROCKET/ISLAND) - Already getting terrific female reaction after only two spins. Very reminiscent of *Sorry Seems To Be The Hardest Word*. A very cool song!

BLUES TRAVELER *Runaround* (A&M) - This time last year *Mr. Jones* was the no-brainer. This could fly just as well.

DEE DEE MCGUIRE, MD, WIOQ, Philadelphia

BRANDY *Baby* (ATLANTIC) - Great follow-up.

IV XAMPLE *I'd Rather Be Alone* (MCA) - I love this record. Love it!

DENA DESNICK, MD, WJMX, Florence

BELLY *Now They'll Sleep* (REPRISE) - MTV is right. This record is buzzing. Great video.

DURAN DURAN *White Lines* (CAPITOL) - This is up and moving. This will get them noticed.

WOLFGANG PRESS *Going South* (4AD/WARNER BROS.) - I just love this record.

KENNY KNIGHT, MD, WKBQ, St. Louis

DAVE MATTHEWS BAND *What Would You Say* (RCA) - Great Rock & Roll. Good band.

BLUES TRAVELER *Runaround* (A&M) - Should start them in the Midwest, but could go all the way.

DENNIS DILLON, PD, WKXJ, Chattanooga

TLC *Red Light Special* (ARISTA) - Great groove. Top 10 record.

DAVE MATTHEWS BAND *What Would You Say* (RCA) - I like what I hear. Could be the next Spin Doctors.

DAVID SKINNER, PD, WLAN, Lancaster

REDNEX *Cotton Eye Joe* (BATTERY) - Top 5 phones after five plays.

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - This record went nuts with teens.

VAN MICHAEL, PD, WNKI, Elmira

BLUES TRAVELER *Runaround* (A&M) - This is a good record. This will fit.

FOREIGNER *Until The End Of Time* (PRIORITY) - The boys are back with a good one.

LETTERS TO CLEO *Here & Now* (GIANT) - This could be a sleeper. I like this.

T.J. McKAY, MD, WNOK-FM, Columbia

REDNEX *Cotton Eye Joe* (BATTERY) - This is a hot record.

LIVE *Lightning Crashes* (RADIOACTIVE/MCA) - I like this one a lot. Good response.

J.T. BUSCH, MD, WRHT, Morehead City

REDNEX *Cotton Eye Joe* (BATTERY) - Instant phones.

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - This record stands alone. Great.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Don't miss this record.

STEVE KLINE, PD, WRKY, Steubenville

KEITH MARTIN *Never Find Someone Like You* (RUFFHOUSE/COLUMBIA) - This is a good solid ballad.

TOAD THE WET SPROCKET *Fly From Heaven* (COLUMBIA) - Here they are. This is a good one.

cranberries *Ode To My Family* (ISLAND) - This is a great follow-up to *Linger*.

RUBY CHEEKS, PD, WRQK, Canton

FILTER *Hey Man, Nice Shot* (REPRISE) - Very hot. Cool, hip record.

LIZ PHAIR *Whip Smart* (MATADOR/ATLANTIC) - Number one on my kid's chart.

TONY BRISTOL, MD, WTIC-FM, Hartford

BOYZ II MEN *Thank You* (MOTOWN) - This is a no-brainer.

BRUCE SPRINGSTEEN *Murder Incorporated* (COLUMBIA) - Bruce is back with this one.

ELTON JOHN *Believe* (ROCKET/ISLAND) - This is a big one!

LACY NEFF, PD, WVAQ, Morgantown

SOUL FOR REAL *Candy Rain* (UPTOWN/MCA) - This is a great upcoming band.

BRANDY *Baby* (ATLANTIC) - Hot song. Will do well. Hot artist.

HOOTIE & THE BLOWFISH *Let Her Cry* (ATLANTIC) - Hootie is going to be big!

CURT KRUIZE, MD, WVKS, Toledo

ELTON JOHN *Believe* (ROCKET/ISLAND) - A good, good song from Elton John.

REDNEX *Cotton Eye Joe* (BATTERY) - Big reaction song.

BILL SHAHAN, PD, WVSR, Charleston

TLC *Red Light Special* (ARISTA) - This turns my light on. Good song.

BLUES TRAVELER *Runaround* (A&M) - This is a strong record.

ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - She is hot. Hot song.

LEE ST. MICHAELS, PD, WWCK, Flint

ELTON JOHN *Believe* (ROCKET/ISLAND) - Smash! Back to his old sound.

TLC *Red Light Special* (ARISTA) - Great follow-up to *Creep*.

TONY CASTLE, MD, WWST, Knoxville

ELTON JOHN *Believe* (ROCKET/ISLAND) - Classic Elton. Will do well with older females.

REAL MCCOY *Run Away* (ARISTA) - Run away hit. Good night phones.

VAN HALEN *Can't Stop Loving You* (WARNER BROS.) - Another Pop monster from Van Halen. Big phones.

CALVIN HICKS, PD, WWXM, Myrtle Beach

MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND) - This song is a feel-good, drop-the-top, let's cruise smash. Already getting requests. I love it.

JOHN IVEY, PD, WXKS, Boston

ELTON JOHN *Believe* (ROCKET/ISLAND) - Get this one on right away.

DURAN DURAN *White Lines* (CAPITOL) - Could be cool to start off at night with.

BIG DAVE, MD, WZJM, Cleveland

ELTON JOHN *Believe* (ROCKET/ISLAND) - I believe in *Believe*. Hearing is believing, so listen to *Believe* and you'll believe too. Believe me when I say you're going to believe in *Believe* too. *Believe* is unbelievable, so thanks for believing.

BRUCE STEVENS, PD, WZNY, Augusta

ELTON JOHN *Believe* (ROCKET/ISLAND) - Will be a big one.

TLC *Red Light Special* (ARISTA) - Strong record from TLC.

TOM GARRETT, PD, WZOK, Rockford

ELTON JOHN *Believe* (ROCKET/ISLAND) - Undescribable.

DURAN DURAN *White Lines* (CAPITOL) - So awesome I have to hear this at least five times a day. After two spins it was the second most requested song.

JIM CERONE, PD, WZPL, Indianapolis

BLOODHOUND GANG *Mama Say* (CHEESE FACTORY) - As I said on last week's **HITMAKERS** Conference Call, it's a cross between the Beastie Boys and Offspring. This is the reaction record you've been looking for.

IV XAMPLE *I'd Rather Be Alone* (MCA) - I swear this record is the next *I Swear*. Great harmonies.

DURAN DURAN *White Lines* (CAPITOL) - Already on the air and sounds great!

CAT THOMAS, PD, WZYP, Huntsville

ELTON JOHN *Believe* (ROCKET/ISLAND) - This song is pretty easy to hear... Sounds like the stuff that made Elton a mega-star!!

The Wolfgang Press

"GOING SOUTH"

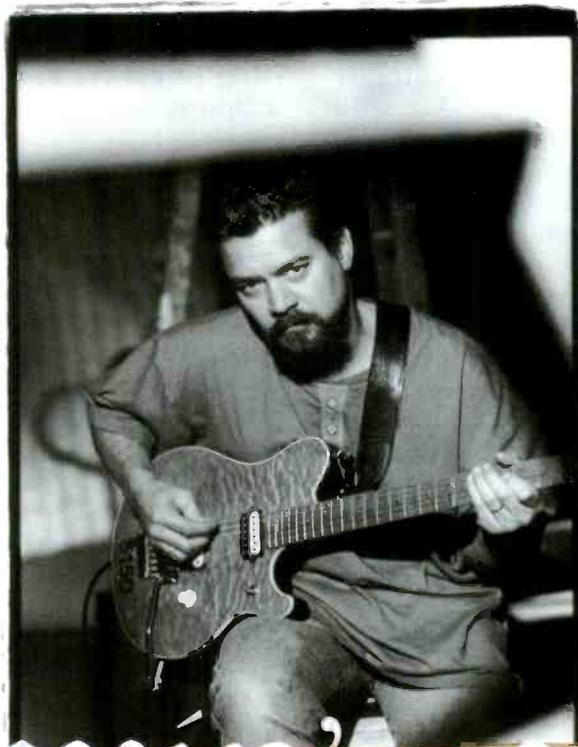
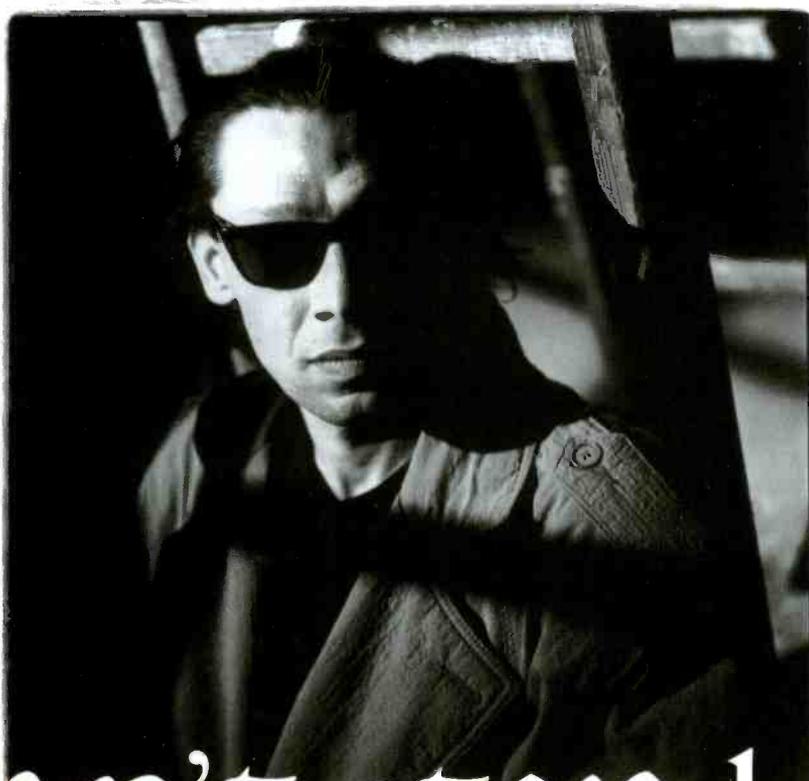
The New Single



Produced by Drastan Madden From the new album: **FUNKY LITTLE DEMONS**

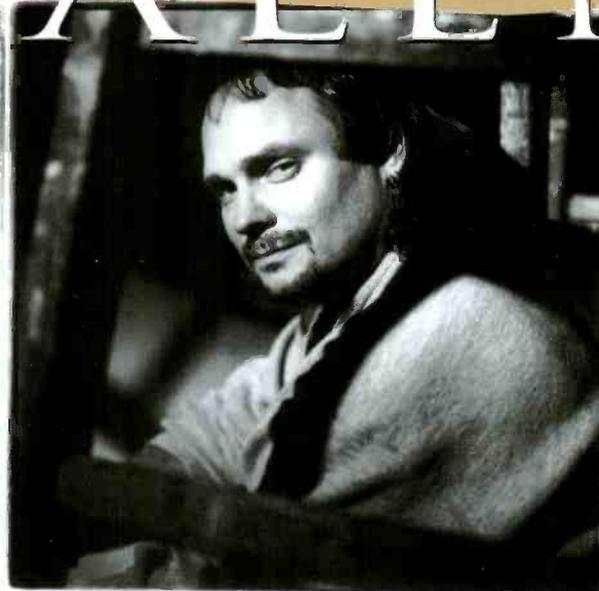
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it's just so damn hard.



can't stop lovin' you
VAN HALEN

the next single



produced by bruce fairbairn
from the album: *balance*
the tour begins march '95!
management: ray danniels, sro management, inc.



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WKSE 23x WKBQ 16x KDWB 7x Q99 19x B97 20x PROFM 24x Z100 21x WFLY 26x WXXX 26x WLAN 21x
WPST 20x WSTW 17x 93Q 22x WVKS 15x WHOT 17x WKXJ 25x WZNY 10x K92 35x KHTT 14x WABB 21x
KLRZ 21x WWCK 29x WTWR 19x KKRd 10x WVSR 31x WGTZ 10x WWST 15x Y107 19x

STEVE SMITH

Director of Programming, WQHT, WRKS,
Emmis, NY

Front Cover Collage by: Lisa G.

YOU'RE NOW IN CHARGE OF THE PROGRAMMING FOR WRKS, WQHT, THE #1 AND #2 STATIONS 12+ IN NEW YORK. TELL US ABOUT THE LATEST ARBITRENDS.

WRKS just made history in the first Winter New York Arbitrend. We jumped ninth to first 12+ in New York. 3.8 to a 5.2. We also jumped into second 25-54! It's got to be the biggest jump any station has had in over 10 years in New York...We're dazed! HOT97 solidified our position by jumping 4.8 to a 4.9 12+ and #1 18-34 New York.

LET'S COVER THE BACKGROUND. TELL ME ABOUT THE SUCCESSFUL RATINGS STORIES THAT YOU'VE PAINTED AROUND THE COUNTRY BEFORE COMING TO NEW YORK.

Y97/Santa Barbara - 1986. We took to a 12.5, the highest ratings they've ever had, #1 in the market. #1 18-34.

HOT97.7/San Jose - We signed them on in '88. We went from worst to first in 13 weeks, knocking off the two other Top40s in the market, taking them out of the format. I currently consult and work with one of the best radio programmers in America, Bob Perry.

KKFR/Phoenix - Three-way Top40 battle with me, Edens and Nationwide. Knocked them both out of the format and the only Top40 left standing in Phoenix. I currently consult and work with Rick Stacy who has been successful marrying Rhythmic and Mainstream music.

HOT105/Modesto (KHTN) - I currently consult and work with Pete Jones and Alan Chase who both have created the best-sounding radio station in the region. They're now #2 in the market with an 8.2 share, #1 in the format, and then I came to New York and we took HOT97 to #1 in 10 months.

AND SOMEHOW IN BETWEEN ALL RUNNING AROUND YOU MANAGED TO GRADUATE LAW SCHOOL.

I went to law school before I went to Santa Barbara. I graduated from law school at Pepperdine in 1986.

YOU'RE JUST WAY OVER-

QUALIFIED TO BE IN THIS BUSINESS.

Yeah, right.

YOU'VE ACTUALLY GOT SOMETHING TO FALL ON BACK IF THESE NUMBERS EVER RUN OUT, WHICH THEY SHOW NO SIGN OF DOING.

They eventually do. In radio you have to start over a couple of times, and you have to be mentally ready for that.

NOW YOU STEPPED INTO THE #1 MARKET IN THE COUNTRY.

Which is my hometown.

I'M SURE YOU'VE PUT LARGE EXPECTATIONS UPON YOURSELF AND I'M SURE THE INDUSTRY DID TOO. WHAT DOES IT FEEL LIKE HAVING YOUR EVERY MOVE UNDER A MICROSCOPE?

It wasn't that scary, really. As a matter of fact, looking back on it, it didn't seem to be that complicated. There's something about growing up and spending more years of your life

"The biggest problem at HOT97 when I got here was it hadn't stayed the course on anything long enough to find out if it was right. In radio we tend to abandon ship before we really get answers. We panic."

in New York than anywhere else. You get a real closeness and a vibe and a mental connection with the pace of the market, and the pace of the people. When I came back here it just felt right, whereas in other parts of the country people weren't as close to radio and it certainly wasn't as important a part of their lives as it is in New York, plus the people didn't move as quickly and it wasn't the kind of pace of New York. When I came back here I felt more at home in all honesty and even though the size of the market is much bigger and it's harder to cover, I found it easier to measure it. Easier to read it.

DID YOU FEEL ANY ADDED PRESSURE TO GET UP TO

SPEED QUICKLY?

You know what always happens to me? When I get into a new market, and I've done it so many times in my career, I'm kind of like the turnaround fix-it guy. I've had to do it in so many markets. When it comes to the industry I go through this kind of love-hate relationships thing. When I go into a new radio station I close all doors and turn everything off. I figure if I've got something to brag about I'll get a chance to do that down the line, but right now I've got a lot of work to do, so I kind of go into my own world, focusing on getting things right at the radio station. I really didn't feel that kind of pressure, really. One of the things that helps is working with so many great people, especially Judy Ellis who is a brilliant general manager and really supported me through this.

WE'LL BE TALKING TO JUDY IN PART 2 OF THIS INTERVIEW...WHAT ABOUT THE VIBE OF HOT97? DID YOU INSTINCTIVELY KNOW WHAT NEEDED TO BE DONE WITH THE STATION?

The biggest problem at HOT97 when I got here was it hadn't stayed the course on anything long enough to find out if it was right. In radio we tend to abandon ship before we really get answers. We panic. I think Scott Shannon at 'PLJ is the best example that I can think of of somebody who understands the importance of staying the course and keeping on track long enough to really get a vibe. He's done a brilliant thing with 'PLJ. Here's a station that had a very gray direction...really didn't have a niche in the market. He had to really develop it and really stay with it long enough to really create a one-on-one relationship with the audience and he's done it. Anybody else would have abandoned ship three times. HOT97 kept



changing course every six months before we really had the facts. It was very easy for me to figure out when I got in here that the most important thing was to stay the course long enough to get the answers to whether or not we were on the right or wrong track, and once we knew, at least we'd know something.

DID YOU COMMISSION ANY PERCEPTUAL STUDIES TO HELP FIND THAT OUT?

We didn't do any perceptuals when I first got here. We were already starting to get into the hip hop thing. We were going to do a perceptual after I felt the radio station really had owned the position. The problem was when I got here the station was playing hip hop in a brown paper bag. It was like they had one foot in the water the other one was kind of dangling. It's like "we want to play hip hop, but let's be careful here. Let's not get both feet wet yet." You can't do radio like that. You can't do that ever. The bottom line is if you're going to find out if something works, you've got to own the position. You've got to over-state it. You've got to slam it. You've got to live and breathe it and absolutely scream it. That's how you find out whether or not you're making an impact. So when I got here that's what I did.

THE AUDIENCE ALWAYS KNOWS IF YOU'RE NOT REALLY COMMITTED...

On the streets the people who used to love HOT97 for being the legendary rhythmic dance station were pissed off that we were playing hip hop, and the people that love hip hop thought we were frontin'. They were telling us we were trying to

MARTIN PAGE

“In The House Of Stone And Light”

**SOUNDESCAN SALES EXPLODING LP
HEATSEEKERS 25 - 20* 4,028 PIECES**

**Airplay R&R Pop Chart 18-16*
Monitor Mainstream Chart 26-25***

ROTATIONS OVER 1300 BDS TOP40 SPINS

NEW ADD: WXKS

KEY ROTATIONS:

**B94 - 28x
WPLJ - 27x
STAR94 - 23x
Q106 - 40x
WTIC - 34x
Q102 - 24x
KDWB-28x
Y100-33x
XL106.7-19x
PWRPIG-23x**

Appearing Live On The
Tonight Show March 8th 1995



sound like KISS-FM, which means that we had absolutely no credibility playing hip hop. The first two things that needed to happen at HOT97 was one, we needed to develop credibility doing what we were doing and secondly, a weakness that I think had occurred for way too long at HOT97 is it needed a morning show. This station had always pulled four-shares in the market in its heyday without a very competitive morning show. Imagine if they'd had one. Arbitron does not measure radio real well when you're playing catch-up after morning drive all day long. If you don't have a strong morning drive performance on the radio station, the rest of the day it's like playing catch up. You're fighting the rest of the day to be in the arena with everybody else, no matter how strong you are middays, no matter how strong you are afternoons, no matter how strong you are nights. If you don't have that foundation in the most-listened-to daypart of the week, which is morning drive, you're going to be fighting twice as hard for half as much.

YOU DEMONSTRATED HOT97'S COMMITMENT TO HIP HOP BY INKING DR. DRE AND ED LOVER FOR THE MORNING SHOW. HOW DID THE DRE AND LOVER SITUATION PRESENT ITSELF TO YOU?

I just knew that in order to absolutely scream and own hip hop I had to come up with the first "hip hop morning show." One of the other difficult things a lot of radio stations face is morning drive shows that are imaged very differently than the rest of the day, and that don't overstate the main position of the radio station. There are a lot of stations that actually sound like absolute differently targeted in the morning and that works for you in one daypart. But 24 hours a day you're not really getting the full benefit of TSL, of really being focused and having everything relate to everything else. We knew that we had to come up with a morning show that absolutely screamed and overstated the main message of the station - hip hop. I did a lot of brainstorming with the staff and Paco Lopez suggested that we look at Ed and Dre. I was familiar with them from *Yo! MTV Raps*, and the second day I was here I was meeting with their manager. What I saw on *Yo! MTV Raps* was exactly what I wanted to hear on the radio - a free-form, hip hop morning show. We started talking, and sure enough we were able to come to terms. The other thing about Ed and Dre that was

fascinating to me and I knew in the long run would be a plus, is that they had no prior radio experience except for doing a mix show years ago.

THEY WERE AS RAW YOU CAN GET.

Right. Here was my opportunity to teach them Radio 101 and keep them real, because in New York it's got to be real. These guys don't come with any preconceived notions of what worked in Detroit or Philadelphia, thinking it's going to work here. New York is not like anywhere else in the country, and Ed and Dre came in here focused on turning this thing around and the show sounded real. I remember the first few weeks they were on the air, Don Imus over at WFAN and other legendary morning shows in the market would play excerpts of Ed and Dre on the air, laughing with the audience, saying, "How could this possibly be on the radio?" But when you went out in the Bronx, Brooklyn, or downtown and you talked to the streets and everybody out there listening to hip hop, all they were talking about was Ed and Dre. We knew in the long run it was going to hit, and sure enough, one year later all of the morning shows that used to joke around about Ed and Dre are getting their asses handed to them by Ed and Dre. In the

and any programmer knows this that when you put on a concert, the audience is there to see the groups. They're not there to see the station. The artists are the reason they listen. When you can have the actual artists on the air presenting HOT97, I can't think of anything more powerful.

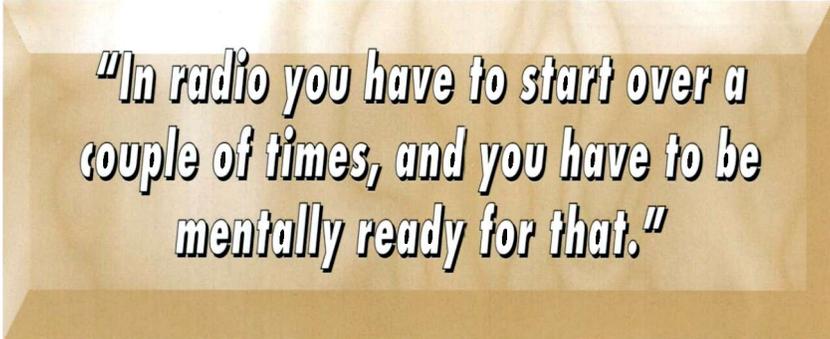
THIS BRINGS UP THE QUESTION THAT MICHELLE SANTOSUOSSO OF KMEL ASKED: "HOT97 HAS BEEN SUCCESSFUL IN RECRUITING A LONG LIST OF HIP HOP ARTISTS TO BE ON-AIR DJ'S. HOW ARE YOU ABLE TO ATTRACT THEM TO THE STATION, AND (B), HOW DO YOU HELP MANAGE THEIR SHOWS AFTER YOU GET THEM ON THE AIR?"

You'd be surprised how many artists have thought about going on the radio or being involved with radio. Some of this comes from their experience working with record labels and dealing with stations that want to play their music and other stations that don't. They want to get an inside feel for how the other side of the business works. Some of them are very sharp and realize that if they can get that inside groove or feel on how it works that they can better focus their careers. A lot of them are like

I have to do airchecks sessions with them. We've got to get tight, got to present the station, understand the positioning statements and be able to run the board, so we do airchecks. It's very interesting doing airchecks with artists. I have BDS in one hand and notes in the other, but it's a lot of fun. They listen very carefully. Again, they don't have this attitude or background as to what has worked for them in other markets. Plus the fact that they're very comfortable on stage in front of an audience mean they can go on the air and be real and have that comfort level and realness in the way they present the radio station. Airchecks are a blast. We go over the same things I go over with other jocks and we'll spend some time talking about their projects. I want to give them a little space and a little time to be able to tell me what they're doing musically. We get lucky here. A lot of the artists who are on HOT97 also have good projects out. Funkmaster Flex has a great record out, Ed and Dre have an album on Relativity, Marley Marl and Pete Rock - they do 'Future Flavas' on Sunday night. Pete Rock has a great album out. The record is testing through the roof.

MICHAEL NEWMAN FROM KDON ASKS: "HOW CAN A CROSSOVER STATION MAINTAIN AN EDGE AND A STREET FEEL, BUT NOT BLOW OFF THEIR ADULT AUDIENCE?"

I think that in the '90s, especially in the major markets, most programmers understand that when you program narrow and you focus narrow, you get broad results. The philosophy is simple: you cannot target your radio station away from the theme of what it is, to try and attract an available audience in a different daypart, without injuring your core. The old notion of being more adult during middays is absolutely ludicrous. The people you're going after aren't listening to the radio station any other time and they're probably giving you very little time right then and there. You're fighting for people who are very hard to reach, who are very fickle and in the process you're losing people who give you hours and hours of listening. We have found at HOT97, by over-targeting the 18-24 audience, we now have the best 25+ numbers we've ever had, and the reason is that the people over 25 who listen to HOT97, love hip hop and live at the radio station. We get tremendous TSL from those older listeners because we're really owning and overstating who we are, so we get better performance 25+. But when we try to target the 25-34 audience, not



last book, Ed and Dre are now ahead of Imus, Shannon, Lander, all of them, and that's the end result.

ED AND DRE ARE ONE EXAMPLE, BUT HOT97 HAS A TON OF ACTUAL RECORDING ARTISTS EMPLOYED BY THE STATION AS ON-AIR TALENT, WHICH IS UNPRECEDENTED IN THIS BUSINESS.

I don't think there's any market quite like New York when it comes to being able to tap into that, but you also have to be aggressive and go after it, sit down with the artists and work with them. I love that part of the radio station and I get a lot of shit for that too. I get letters from broadcast school graduates and letters from disk jockeys claiming, "It's not fair. We've paid our dues. These artists haven't." It's real tough but the bottom line is

radio people at heart. Monie Love is a good example. She comes in here every weekend just to get away from the studio time and all of the politics that comes with putting together a record. She really enjoys her time on the radio. Really all you have to do is ask. I've sat down with a lot of artists and they're all very open to it. A lot of them are very excited by it. Monie Love was great, Miss Jones is fantastic, Melle Mel And The Furious Five - they love what they do here. We just added K7, who is now doing a weekend shift for us. We're going to take it one step further. We're going to do 'All-Star Weekends' with only artists on the air. Naughty By Nature will be doing a shift. So will Notorious B.I.G., and Lords Of The Underground. I'm talking about the whole group.

When it comes to managing their shows, I sit down with the artists and



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PRODUCTIONS**

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only do we not get them, we lose ground with our core, and the station doesn't perform as well anywhere. The bottom line is that if you target narrow and you really work to milk as much TSL as you can out of your core, your performance in other demographics is going to be better than if you target unrealistically.

Good example - HOT97, Fall book. We had never been so narrowly targeted as we were in the Fall, yet the upper demo performance of this station was the best in its history. HOT97 is now the number two station in New York 25-34. We're the number one station in New York 18-34, and, hold on to your seat, we're the number three station in New York among 18-49 year-olds!

AND THAT GOES BACK TO YOUR PHILOSOPHY -

Super target your audience. Bottom line, the people that listen to this station who are over 25 and love hip hop live here. We get every inch of TSL we can out of them because we're focused that way. This is the way Arbitron measures radio. Not only would we not get them, we would lose in other areas.

QUESTION FROM HOT97.7 PD BOB PERRY: "WHEN ENTERING A NEW MARKET, WHAT PROCESS DO YOU USE TO DISCOVER WHAT THE STREET OR THE TARGET AUDIENCE WANTS FROM THEIR RADIO STATION?"

There are so many unscientific ways that you can go out on the street and get a real vibe, and even in a market like this size, it really isn't that complicated. You could spend a day in Manhattan and then go out to the Bronx, or go uptown, downtown and talk to 70-80 people and start hearing the same things over and over again. It's just a matter of being really good at listening. I spent the first couple of weeks here just talking and getting the vibe on where HOT97's perceptions were. I remember the first few weeks here finding out that the only thing that the hip hop audience really liked about HOT97 was Funkmaster Flex. They'd listen when Flex was on, but the rest of the time they thought we were frontin'. We were trying to be another radio station. Well, that's bullshit man. If they want to hear Flex, then I'm going to put him on every night. Flex was only on Friday and Saturday nights. But after spending a couple of weeks on the streets, I put Flex on Monday through Saturday night, and I also made him one of the main thrusts of the radio station. We're going to promote Flex, we're going to put him up there

and now he's broken the rules. He's an air personality and a mixer and he became one of the main staples of HOT97.

TAKING PEOPLE AND MAKING THEM STARS.

Absolutely. Flex was the main hook on the station for people who liked to listen to us for hip hop and he was on only one night a week? It's just a matter of being a good listener. Putting yourself in the position of the average reasonable listener, hear what they have to say, go back to the radio station when you really get a good feel that you're doing the right thing.

QUESTION FROM KDON GM JEFF SALGO: "HOW DO YOU MAKE A HERITAGE STATION HIP AGAIN?"

That's a good question. I remember when I got here I kept debating whether or not I should pitch the radio station on blowing up the handle, because we had such an image of playing Johnny O and Cynthia and all the freestyle and house music and that was the heritage. That was the image that was going to take so much to crack. You've just got to go completely forward. It goes back to overstating and just absolutely everything you do

RECORD LABELS YOU DO BUSINESS WITH, AS FAR AS GUIDELINES TO THE TYPE OF MUSIC YOU WILL BE PLAYING.

Absolutely. There is no radio station in America like HOT97. There is no station that is more committed to hip hop than we are. We're playing Method Man middays. That is our commitment to the format. There's a certain vibe, a certain sound, a certain feel in the music that we play. It didn't take the record labels in this market long to realize that certain projects they were bringing to us made absolutely no sense. All you had to do was turn on the radio station and listen for 10 minutes.

SO IT'S BEEN AN EDUCATION PROCESS FOR THEM AS WELL?

I think we've helped develop a lot of Rap departments at a lot of labels. I'd like to believe that we've helped to develop the East Coast record labels and focusing more on hip hop in general. I'd like to believe we've created more jocks. This is something, by the way, that was going on in New York way before HOT97 ever got here. It was just us that they finally recognized it on the radio.

SPEAKING OF RAP, ARISTA'S

"The bottom line is that if you target narrow, and really work to milk as much TSL as you can out of your core, your performance in other demographics is going to get better..."

screaming one message. There shouldn't be any quarter-hour that people don't tune into this radio station and not hear that we're a hip hop station. The only way that we were going to crack that heritage and that image we had before was to absolutely, positively, scream hip hop every other word. Everything we say and do centers around that message. And the other way to make a station hip again is credibility. It's using the artists to sell the radio station. A very critical point in HOT97's redevelopment was getting the artists to sell the new position of the radio station. All of a sudden, all of the artists are on the station. They live here, they hang here, they're part of the new sound of the radio station. That's how you reposition the radio station.

AND TO CONTINUE THAT LINE OF CREDIBILITY, WHAT ABOUT THE EXPECTATIONS OF THE

OWN HOSH GURELI HAS A QUESTION: "WHAT IS YOUR CURRENT PERCENTAGE OF RAP MUSIC ON THE AIR TO STRAIGHT R&B CROSSOVER HITS, COMPARED TO SIX MONTHS AGO?"

There's been a lot of changes in the marketplace, and I think what Hosh is leaning towards in this question is now that we have taken KISS and moved them to targeting more adult and taking the hip hop off, there's less hip hop all over the radio, and how has that affected our position? Normally in situations like this, stations start to branch out and take advantage of what they consider to be the monopoly that they've earned. I think you've got to be very careful about that. There's no question that HOT97 is never going to forget how it got where it is. Our core audience wants hip hop and that's what

they're going to get. We are keeping an eye on R&B cuts and the right flavored cuts that make sense, that balance the hip hop, because you can't play a lot of hip hop in a row. Even the hardest-core hip hop fan gets tired of it. We're playing a little bit more R&B than we were back in the day when everybody was slammin' hip hop, but we're still going to be hip hop first and foremost and it's still going to be our primary sound. To answer the question: yes, we're playing a little more R&B, but hip hop is still up front and still very prominent on the radio station. It's the primary sound of HOT97.

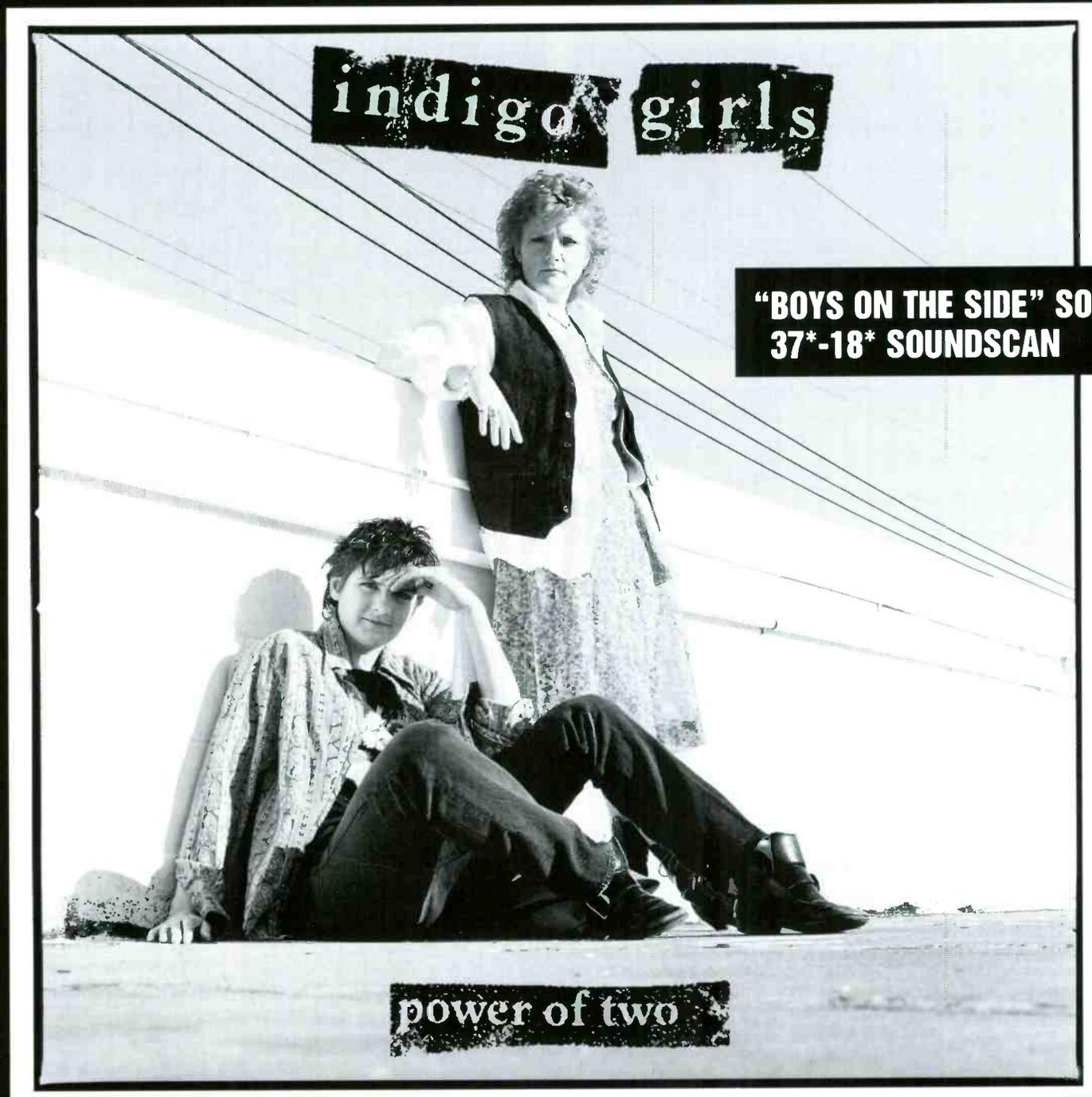
MICHELLE SANTOSUOSSO ASKS: "INITIALLY HOT97'S BIG EDGE WAS THAT IT EMBRACED MUSIC THAT WAS NEVER ON THE AIR IN NEW YORK. IT WAS NEW, A NOVELTY; BUT AFTER THAT NOVELTY STARTS TO WEAR OFF WHAT ARE YOU DOING TO MAINTAIN THAT EDGE AND THAT CREDIBILITY WITH THE STREET?"

That's a great question. That's something we all go through, and HOT97 is probably going to start to go through that now, especially since the buzz in the market is our other station, KISS-FM. We just have to make sure that HOT97 keeps reinventing itself constantly and it continues to be exciting, compelling, playing the right records, doing the right type of street-oriented promotions. We need to be innovative enough to come up with the next big impacting vibe or sound for New York. One of the things that's developing right now in New York is the Caribbean Reggae Dancehall sound. It's become a very big secondary part of HOT97's sound, and right now we're embracing that because we found that it's compatible with hip hop, and to some extent it sounds very similar. We just want to continue to grow and develop with the audience. We want to keep listening. It's very difficult and the buzz is going to come off. We hope that the morning show develops into a heritage morning show to the point where people get so comfortable with listening to Ed and Dre in the morning, for instance, that we're growing TSL-wise and developing a real loyal following. Those are the things that you do that kind of create the foundation so that when the radio station's buzz starts to come down you've developed that foundation that keeps you right up in the share area that you were in when the station was fresh and new.

LET'S TOUCH ON KISS. THIS IS YOUR FIRST OPPORTUNITY TO OVERSEE THE PROGRAMMING

★★ A MUST PLAY RECORD ★★

From "Swamp Ophelia" And The Motion Picture *Boys On The Side*.



LOOK WHAT THE **power of two** CAN DO:

- ★ More than 5,000,000 ALBUMS SOLD ★ Just earned their **FIFTH GRAMMY® NOMINATION!**
- ★ Make their **HOLLYWOOD DEBUT** IN *BOYS ON THE SIDE*, performing in the movie and on the soundtrack. (The movie stars Whoopi Goldberg and Drew Barrymore and opened Feb. 3rd in 2000 theatres nationwide)



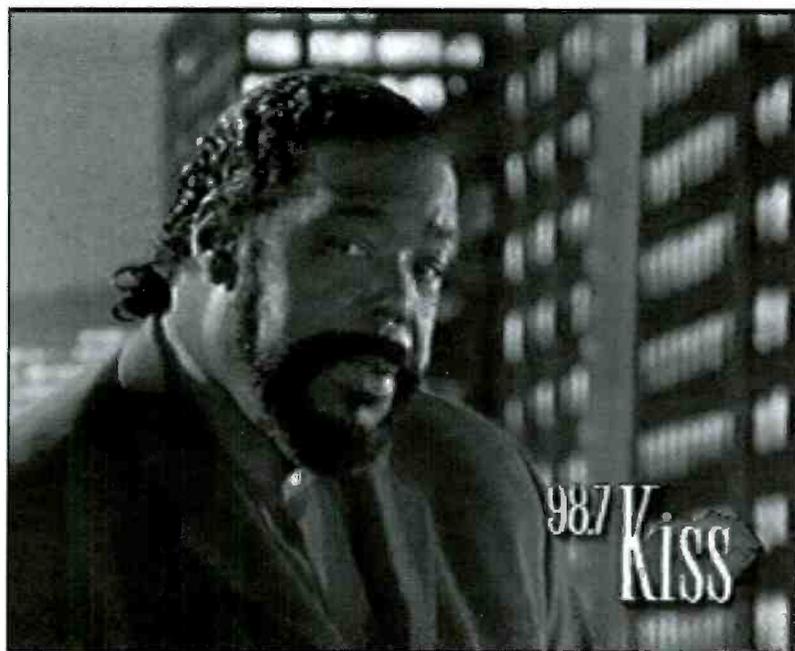
"Power Of Two" the new single from "Swamp Ophelia" and the motion picture *Boys On The Side* on your desk now!

Produced by Peter Collins for Jill Music, Ltd. and Indigo Girls®.
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OF TWO MAJOR MARKET STATIONS SIMULTANEOUSLY.

Right. The thought of getting ratings this quickly is unbelievable. We jumped to number one in the market in seven weeks and we put the KISS game plan together in six weeks! Being able to look at two radio stations instead of just one and being happy, it's very exciting. It's exciting to go over to KISS and work with Vinnie Brown, the Program Director, and be able to go back and forth. I think it's very important that you take the time to spend quality time with everyone. One of the things we certainly don't want anybody at HOT97 to feel is that we're starting to spend too much time away, so you have to prioritize things and balance your time at both stations. KISS is a home run. It's a great-sounding radio station. We did a lot of strong research and developed a tremendous campaign and we're very excited about KISS right now. It's changing the market to some extent. The buzz is really strong and it's going to change the share balance of the marketplace. To some extent it might

have a little impact on HOT97 at the very beginning, because the buzz is so strong.

HOSH TOLD ME THAT THE

...in L.A. I don't think the audience there wants to hear about the Bronx, Boogie Down Bronx, or Crooklyn or whatever. And on the East Coast we don't want to hear about South Central."

CLASSIC R&B AND SOUL FORMAT SOUNDS AMAZING ON THE AIR.

I remember when Rick Cummings, Vinnie, and I developed the categories for KISS-FM. So memories were coming back just reading the titles! We've tapped into a form of music that's been missing from the radiowaves in this market for way too long. There are two elements to the sound of KISS-FM. One side is the Smooth R&B. That's the Anita's, the

Luther's, the Barry White's. On the other side is the Classic Soul, which is the icing, which are the Marvin Gaye's, the Aretha's, The Temptations, the O'Jay's. The Classic Soul side of it is the real key here. It's the real secret weapon. It's the music that's been untapped in the market for a long time. There's such a heritage here with that music. There are so many radio stations and such a tremendous loyal black audience in this market.

AND IN THE CLASSIC SENSE OF A DUOPOLY YOU'VE GOT HOT97 TARGETING THE YOUNGER DEMO AND KISS TARGETING UPWARD.

Absolutely. KISS is a 25-54-targeted radio station, and HOT97 is an 18-34-targeted station. In the latest Arbitrend, HOT is #1 18-34 and KISS has jumped to #2 25-54, on it's way to the number one position by the end of the book. I wanted to apply a lot of the concepts that made HOT97 great to KISS, on a

more adult, classy, upscale level.

AND TO FOLLOW YOUR ARTIST INVOLVEMENT PHILOSOPHY, YOU'VE ALSO MADE TREMENDOUS USE OF BARRY WHITE, ANITA BAKER AND LUTHER VANDROSS TO HELP MARKET THE NEW SOUND OF KISS-FM.

Absolutely. One of the things that I wanted to do on KISS was to involve the artists, so I sat down with Barry

White and put a deal together with him and his people. He's the greatest. We've made him the official voice of KISS-FM. Barry is the velvety voice you hear selling the radio station. Then I sat down with Luther Vandross and Anita Baker's camp to see if we could talk with them about helping us present the marketing campaign. And we got it done. So Luther, Anita and Barry White are on the commercials selling the new sound of KISS-FM. It is without a doubt a the most powerful marketing campaign in radio history. It would not have happened without the help of Rocco Macri our Director of Marketing and Advertising. Rocco, Vinnie and I spent a week putting together these commercials and the end result was magical. We're very proud of them.

I LOVED THE PROMOS BARRY WHITE CUT FOR NBC'S VALENTINE'S DAY PROGRAMMING.

You would die if you saw ours. Really, it's a take-off on our TV spot. To some extent we feel that NBC stole that from us. I'd bet a million bucks that NBC got the idea by watching our TV campaign in New York.

Barry White starts our TV commercial in this beautiful apartment set with the skyline of New York behind them and a beautiful piano. He says, "98.7 KISS-FM has changed. Now there's a whole new sound..."

Then Anita Baker and Luther Vandross come in selling the station.

...continued next week including an interview with SR. VICE PRESIDENT OF EMMIS BROADCASTING JUDY ELLIS

DAVE FERGUSON **RIGHT BACK AT 'YA**

This week I would like to respond to a couple of the comments I've received lately regarding this column. When I get comments or questions as good as these I can't resist the opportunity. First, in response to my article a few weeks ago on how radio should get on TV's tip and promo more, I recieved a call on my office phone from a retired programmer in Tampa, Florida. He was calling to tell me about a station in that city that ran the same promo every 45 minutes for 72 hours, (basically an entire weekend), that promoted a contest to begin Monday morning. This caller's feeling was that the rotation of the promo was over-kill. Especially since it was the exact same promo everytime. It is also my understanding that the promo was not very entertaining. Just your basic voice-over-music promo. Duh... I can see why this former programmer was so concerned. (Could this possibly have been his former station)?

I don't have a problem with promoting the same contest every 45 minutes. Hell, I think you should probably promote it more often than that! If you want every listener that tunes in to you over the course of a weekend to hear it, you should probably promote it in one way or another every 10 or 15 minutes, BUT- (and it's a BIG but), playing the exact SAME promo that often, or even in a lesser rotation- like once an hour- is definately going to burn it out. My recommendation would be that for a major contest tease such as this, you create a series of promo's that rotate. Give each promo in the series a sameness in the overall idea- in

this case it's to tease Monday's debut of a BIG contest- but make them sound different from themselves so that the perceived repetition factor isn't as high. Remember- when the promo ceases to entertain, (that is to say "when it looses it's novelty to the listener"), it is just as negative, or possibly even more negative than a song you've overplayed. The key is to know at what point it is finally heard by any given listener, and then at what point it begins to burn with that listener. Running a series of like-minded promo's gives you a much better chance to get the idea across without it becoming a real negative in the listener's mind.

The second comment I want to respond to is more of a question than a comment. It comes from a young production director in South Florida. It came to me via America Online in the ABC Radio Voiceover Talent Forum. It seems this production director is currently "directing" production for two stations that share the same facility do to a duopoly. Two live FM stations selling and producing advertisements furiously, but with ONE production director and still only ONE production room in which to produce the spots. Although much of the work load consists of dubbing agency spots, even that takes up the production room, leaving very little- if any time for creating competitive-sounding commercials, promos, etc... In this day and age, this problem is very common. whether you call it "growing pains" or "down-sizing pains", the pain still remains. It hurts the quality of the product, AND causes people involved in the fast-paced, hurried production to burn-out quickly.

Here's an idea that should at least be tossed around in your next department-head meeting. Do it there first to gain backing from the PD, the GM, etc. . . After it's discussed, (and hopefully for you- approved), you



spring it on the sales department. The problem seems to be a lack of production time, and a lack of in-house talent. So, do the same thing for some of your more important commercials that most stations have done for their promo's and sweepers: Hire an outside voice to produce them from his or her studio. Pay them on a per-spot basis, with the cost backed out of the buy. That's a tough sell for the GSM and his sales staff. That's why I said you'll need backing from the PD and GM. If you work out on paper the projected cost of doing it this way, versus what it would cost to hire more bodies, and maybe even build another production room, it can easily be justified.

Food for thought from The Doctor. Stay healthy.

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

MARK SHANDS **PUT YOUR RADIO ON TV!**

Everyone knows it's great to get some spots on TV to promote your radio station. You'll reach zillions of humans out there. Unfortunately, most stations can't afford TV spots. It's *the* most expensive promotional medium.

But what if your station had it's own TV show? Imagine being on TV five or six times a week, you've got promos running on the TV station, you've got listeners showing up for the taping, you're talking about it on the air, the possibilities are endless!

B96 in Chicago just started their TV show. It's called "U Dance With B-96" on television station WCIU-TV. The show is on Monday through Friday from 4:30 till 3:30, and it's on at noon on Sunday. That's some serious TV time in the nations # 3 market with a TSA audience of over nine million! Especially when you realize that this is broadcast TV, not a cable show. Only 54% of the Chicago market is wired for cable. Think of all the people in Chicago who normally can't see the Boyz II Men video on MTV or BET and you'll realize the significance of this show. "U Dance With B-96" has rated as high as 3.6 compared to MTV's usual 0.7 national rating.

Erik Bradley is B-96's Music Director. Erik says they were lucky to put the deal together. "We had been talking about doing a TV show for a while, a few TV

stations came to us and we made a deal with WCIU. WCIU wanted B-96's promotion help, having recently changed from an all Spanish TV format to mass appeal."

Overall the TV show looks like a cross between MTV's "The Grind" and "Soul Train". According to Erik, "This TV station we're working with is the very station that started "Soul Train" twenty-five years ago!"

Erik along with B-96 Program Director Todd Cavanah and Marketing Director Thad Gentry handle the radio stations' involvement in the show. Erik Bradley handles music selection and label relations. They do artist appearances, interviews and performances. B-96 air personalities host the show with appearances by B-96 mix jocks. They even have a mix segment during the TV show. They are very careful to keep the show UN-cluttered and music intensive.

The majority of the show production is handled by a TV production company, JBTV and that's a key point. Erik says you don't want to try to do a show like this on your own. With the help of the TV station and the TV production company they still spend many hours on it themselves.

Because of B-96's progressive dance lean they even play records that don't have a video. These include "Runaway" by Real McCoy and "Promise Me" Lil' Suzy. During these tunes you'll see the crowd dancing and graphics.

So what's the reaction like? Beyond the excellent ratings, the show is also being taped by Chicago area



record stores who play it back in the stores for their customers! Erik says, "You can go in record stores and see people just standing there watching it, it's very cool!" That's not all. They held auditions for dancers, promoted it on B-96 and two thousand people showed tip! They use about 150 listeners/dancers per show.

B-96 jocks are noticing a reaction from the daily TV exposure too. More people walk up to them now, the listener saying they remember them from the show.

Sounds good doesn't it? Erik Bradley says he'd be happy to tell you more about the show, just give him a call at B-96.

Shands is a 26-year radio vet. He has worked as Program Director at KISS102/Charlotte and WHJX/Jacksonville. He also served as Music Director and Air Talent at Y100/Miami, I-95/Miami and 13Q/Pittsburgh. Mark is currently writer/producer for Jerry Clifton's new United Stations countdown show, "Top 20 Double-Play." If you have any comments or topic suggestions call Mark at (503) 233-7848.



STREET SHEET DISC-OVERY CLUB®

MIKE FREEMAN, MD, B95, FresnoMONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND)BOYZ II MEN *Thank You* (MOTOWN) - Instant reaction.TLC *Waterfalls* (ARISTA)SUBWAY *This Lil Game We Play* (MOTOWN)**ERIK BRADLEY, MD, B96, Chicago**REAL McCOY *Come & Get My Love/If You Should Ever Be Lonely* (ARISTA)DIANA KING *Shy Guy* (WORK GROUP)FAST EDDIE *Pump It* (DOGGYSTYLE)TLC *Waterfalls* (ARISTA)TLC *Red Light Special* (ARISTA)NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE)OUT THERE BROTHERS *Boom, Boom, Boom!* (DOWNTOWN/IMPORT)**JEFF ANDREWS, MC, B96, Chicago**KUT KLOSE *I Like* (ELEKTRA) - I like this one...Killer melody and vocals.STEVIE B. *Dream About You* (EMPORIA/THUMP) - Reminds me of his former hit Because I Love You.REAL McCOY *Automatic Lover* (ARISTA) - The follow-up to Run Away is an automatic hit.LaBOUCHE *Sweet Dreams* (IMPORT) - Big hit overseas is coming...All of the import mixes are good.TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Hot new import.**PETE JONES, PD, HOT105, Modesto**DIANA KING *Shy Guy* (WORK GROUP) - Great record. Must be listened to by everybody.2-PAC *Dear Momma* (INTERSCOPE) - Sounds like a smash, but he needs to change his name.

USHER (ARISTA) - Reminiscent of Tevin Campbell, but it's not a ballad, and it's not uptempo, it's a twener.

MICHAEL NEWMAN, PD, KDON, SalinasSTEVIE B. *Dream About You* (EMPORIA/THUMP) - A #1 record. Totally mass appeal, hands down!SUBWAY *This Lil Game We Play* (MOTOWN) - Something about this record is turning on our women. Watch out!!PORTRAIT *How Deep Is Your Love* (CAPITOL) - A remake of the Bee Gee's classic. Watch for it on the album and play it!!**CARMY FERRERI, PD, KGGI, Riverside**SNOW f/Nadine Sutherland *Anything For You* (EASTWEST) - This is a record to watch.IV XAMPLE *I'd Rather Be Alone* (MCA) - Paula Tuggy paid me to say this.STEVIE B. *Dream About You* (EMPORIA/THUMP) - Good midday record.PRINCE *Purple Medley* (WARNER BROS.) - Tested and got great reaction. 90% positive!**SONIA JIMENEZ, APD, KGGI, Riverside**FABU *Just Roll* (BIG BEAT)STEVIE B. *Dream About You* (EMPORIA/THUMP)FUN FACTORY *Close To You* (CURB EDEL)PRINCE *Purple Medley* (WARNER BROS.)**JOE DAWSON, PD, KIX106, Providence**FUN FACTORY *Close To You* (CURB EDEL) - Big in the clubs and happening.BLESSID UNION OF SOULS *I Believe* (EMI RECORDS) - Great-sounding record.RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Just very familiar-sounding.**JOWCOL 'M.C. Boogie D' GILCHRIST, PD/MD, KJYK, Tucson**DIANA KING *Shy Guy* (WORK GROUP) - She's a female Ini Kamoze.SHATASHA WILLIAMS *Free* (RUTHLESS/RELATIVITY) - It's the old Denise Williams tune, the same girl who was singing the hook on the Bone, Thugs and

Harmony.

DJ QUIK *Safe & Sound* (PROFILE) - DJ Quick comes back with another hit and run.**ROY JAYNES, PD, KKSS-FM, Albuquerque**SHABBA RANKS *Let's Get It On* (EPIC)MONTELL JORDAN *This Is How We Do It* (PMP/RAL/ISLAND)BOYZ II MEN *Thank You* (MOTOWN)**KAHUNA, PD, KLRZ, New Orleans**SHABBA RANKS *Let's Get It On* (EPIC) - It's sounds like this is New Orleans. Gearing up for the Jazz Fest! This is in the pocket.NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Blew out phones after one play. Even record stores called to ask what it was.MAX-A-MILLION *Fat Boy* (S.O.S./ZOO) - Slammin' and jammin' on The Box 24/7.ROULA *Lick It* (S.O.S.) - Got the 20 Fingers-feeling mix. Works great at night.**BOBBY SATO, MD, KPSI, Palm Springs**THE NOTORIOUS B.I.G. *Big Poppa* (BAD BOY ENTERTAINMENT/ARISTA) - She's havin' my baby - baby!ADINA HOWARD *Freak Like Me* (ELEKTRA ENTERTAINMENT GROUP) - Sounds like another Mary J. sound. Blowin' up.THE CHOSEN FEW *Funky Jumpy Music* (MAXI) - Great for the mix show.LIVIN JOY *Dreamer* (MCA) - Good dance record.**MARK FEATHER, PD, KS104, Denver**ELTON JOHN *Believe* (ROCKET/ISLAND) - Just put it on the radio. This is a no-brainer.RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Great familiar-sounding record. Gonna be bigger than the last one.PORTRAIT *I Can Call You* (CAPITOL) - Just a killer tune.HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Good-sounding tune. Great to have these guys back.THA ALKAHOLIKS *Daaam* (RCA) - The baseline is phat.SOUL FOR REAL *If Only You Knew* (UPTOWN/MCA) - Excellent! Smash! We're not supposed to have it but we've got it!!**RICK THOMAS, PD, KSFM, Sacramento**RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - They're back with a very hot street record. It's the bomb!MARIAH CAREY *Musicbox* (COLUMBIA) - It's a smash! Reacting very well.STEVIE B. *Dream About You* (EMPORIA/THUMP) - I think this is a #1 record!**CLIFF TREDWAY, PD, KTFM, San Antonio**PHARAO *I Show You Secrets* (COLUMBIA) - It's like Runaway, Part 12.NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Major club tip.TLC *Waterfalls* (ARISTA) - This takes them to the next level. This will make them superstars.RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - The most familiar-sounding and best Rap record out.**CHARLES CHAVEZ, MD, KTFM, San Antonio**3RD NATION *I Believe* (CHAMPION/ELEKTRA) - A song's not a hit till it's on the air. Put this on the air. It's a hit!IV XAMPLE *I'd Rather Be Alone* (MCA) - Finally, a male anthem! Make your male listeners cry like bitches!SPANISH FLY *Crimson & Clover* (UPSTAIRS) - We've been playing this song since December. It's huge phones, callout and research. Now the word is out, so play this hit record.TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Keepin' the dance music vibe going!

BOB LEWIS, PD, KWIN, Stockton

NAUGHTY BY NATURE *Craziest* (TOMMY BOY) - Should be huge. Lots of mixes.

PORTRAIT *I Can Call You* (CAPITOL) - Smooth slow jam.

DIANA KING *Shy Guy* (WORK GROUP) - Big hook. Look for big phones.

TONY MANERO, MC, KXTZ, Las Vegas

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - Love it! Great record! Sounds great on the radio.

IV XAMPLE *I'd Rather Be Alone* (MCA) - Even though we're ballad heavy we're forced to play it.

LUTHER VANDROSS *Love The One You're With* (EPIC) - Good uptempo remake. The best cut off the LP.

FUN FACTORY *Close To You* (CURB EDEL) - Good uptempo jam!

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi

TLC *Waterfalls* (ARISTA) - Three for three!

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Great dance track.

NIKKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Big reaction record from test play.

GARY MICHAELS, PD, KZHT, Salt Lake City

STEVIE B. *Dream About You* (EMPORIA/THUMP)

SHABBA RANKS *Let's Get It On* (EPIC)

TLC *Red Light Special* (ARISTA)

REDNEX *Cotton Eye Joe* (BATTERY)

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND)

PHIL JONES, AMD, POWER 96, Miami

SNOW f/Nadine Sutherland *Anything For You* (EASTWEST)

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED)

DIANA KING *Shy Guy* (WORK GROUP)

HUMAN LEAGUE *Tell Me Why* (EASTWEST)

MAURICE DeVOE, MD, THE BEAT, Los Angeles

THE NOTORIOUS B.I.G. *Big Poppa* (BAD BOY ENTERTAINMENT/ARISTA) - This remix has got it goin' on. Can't go wrong with a little Marvin Gaye.

DIANA KING *Shy Guy* (WORK GROUP) - I think she's an artist to be on the lookout for in '95.

4 P.M. *Lay Down Your Love* (NEXT PLATEAU/ISLAND) - This is a record that sounds like an automatic smash to me.

METHOD MAN f/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - Once this record is released, it's gonna blow.

SCOTT WHEELER, PD, WHHH, Indianapolis

DIANA KING *Shy Guy* (WORK GROUP) - Good Pop, Rhythm Reggae. Looks to be a major soundtrack.

2-PAC *Dear Momma* (INTERSCOPE) - Already a street buzz on this on this autobiographical song.

IV XAMPLE *I'd Rather Be Alone* (MCA) - Sounds a lot like a Boyz II Men song. Sounds like a hit.

GREG BRADY, MD, WHJX, Jacksonville

BRIAN McKNIGHT *Crazy Love* (MERCURY) - Great comeback record.

TLC *Waterfalls* (ARISTA) - Better than Creep.

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Great mass appeal, especially with The Spinners jammin' there.

DIANA KING *Shy Guy* (WORK GROUP) - It's in the pocket.

BOB HAMILTON, PD, WILD107, San Francisco

MONTECO f/Immature *Is It Me* (MCA) - Could be a good follow-up to their first song which we are still playing.

MARY K., MD, WJMH, Greensboro

SCARFACE w/Ice Cube *People Don't Believe* (RAP-A-LOT) - I believe it's better than the first and will be bigger than the first one.

2-PAC *Dear Momma* (INTERSCOPE) - Research came back strong, spiked it in, and now it's on the station with instant phones.

IV XAMPLE *I'd Rather Be Alone* (MCA) - I'm in love with it.

CAPLETON *Tour* (SIGNET) - Heard it on the Top 20 double play.

95 SOUTH *Rodeo* (RIPIT) - It probably could have waited till summer to come out, but if it's snowing outside it will still work! One of the first Miami Jacksonville bass groups to give that sound such a mass appeal.

SCOTT CHASE, MD, WOVV, West Palm Beach

THE NOTORIOUS B.I.G. *Big Poppa* (BAD BOY ENTERTAINMENT/ARISTA) - We added this last week...Instant phones My boy B.I.G. is ready to get huge.

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - They are 'back with a vengeance.' This looks like a Top 10 jam to me. It was #1 in England...Energetic and upbeat with smooth vocals. 'Tell me when'...you're gonna add it!

SWING f/Dr. Alban *Sweet Dreams* (IMPORT) - Awesome high-energy dance track...Samples Annie Lennox from the Eurythmics smash of the same name, add to that a Dr. Alban rap, and you've got one big record...Check the import rack for this one!

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Very different from other Technotronic tracks, and it still has the high energy and a rap from Ya Kid K. This one is about to go domestic, EMI has it on DAT. If you want it on vinyl, just search your local import bin.

BRANDY *Baby* (ATLANTIC) - Killer follow-up to I Wanna Be Down, which is still our #1 testing record for females 22-28. Baby is just as good if not better...Single sales at #3 for three weeks straight.

JAY STEVENS, PD, WPGC, Washington, DC

2-PAC *Dear Momma* (INTERSCOPE) - #1 requested record in one day. Loves.

MD THROB, PD, WPGC-AM, Washington, D.C.

REDMAN *Can't Wait* (DEFJAM)

RARE ESSENCE *Get Your Freaky On* (SOUNDS OF THE CITY)

SMIF N WESSUN *Hezs Ain't Really Hard* (TOMMY BOY)

THE NOTORIOUS B.I.G. *Who Shot Ya* (BAD BOY ENTERTAINMENT/ARISTA)

2-PAC *Dear Momma* (INTERSCOPE)

BIG L *Put It On* (COLUMBIA)



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Everybody Wants Something

By Paige Nienaber

A couple of months ago I dedicated an inordinate amount of my space (and even annexed some of Shands' and Ferguson's column room) to write about the problems of on-air giveaways. There seems to be a general sentiment that you've *gotta* be doing hourly giveaways or somehow you're missing the boat. Hopefully I dispelled that myth.

But what about on-the-street giveaways? With the ever-increasing importance of out-in-the-public presence many successful radio stations' Promotions Departments are beginning to look like UPS depots with vans coming and going all day and night. One of the more difficult challenges I found when I was a Promotion Director was keeping the vans stocked with goodies for the masses. No matter how many items I'd load in the vans, they'd be empty the next day. So, how important is this phase of promotional giveaways, and how do you satisfy the need?

I've always been a big believer in creating "Quality Time" with the listeners and a large part of that is getting out there and doing the proverbial shaking hands routine. Giving someone a t-shirt at a festival is treated rather casually by those of us in radio. But it's amazing the impact that that little exchange can have. A decade later I still have people approach me at malls and other public places to thank me for the t-shirt/cassette/movie tickets that I gave them at some event in the early 80s. Quality Time, no matter how short, can have long-term payoffs. And handing people something may not be Quality Time, but it can be the incentive for them to come over to your van or booth, and hopefully the experience that follows will be positive and they won't walk away thinking that the people from your station are jerks.

For outdoor events like fairs and festivals, sometimes it's as simple as a balloon. I had a GM once who was dead-set against balloons because they're "kiddie prizes"...until I took him out to a parade and he saw adults standing in line for 30 minutes to get one of our balloons. That made a believer out of him. They don't have longevity but for a couple of hours, they're just as effective as a t-shirt for getting you some visibility at these big events, plus, people dig them. I don't know why, but they do.

Warm weather is just around the corner (or a couple of corners if you

live here in Minnesota), and that always puts a crunch on the promotional inventory. But it shouldn't. Two Summers ago I was doing a market visit at one of the Clifton stations in Florida. We took the van out to cruise the beach one afternoon and press the flesh. Instead of loading up with twenty t-shirts that would cost the station money, and not nearly satisfy everyone we met, the Promotion Director put 500 cans of pop on ice in coolers and everyone we met when doing our van hits got a cold soft drink. The crowds loved it, it didn't cost the station a dime since it was all free from Pepsi, and the station had a huge afternoon in the sun, hanging with the listeners and potential listeners.

Another wet "warm weather" item could be water. When you're out at those mega-festivals in the Summer, why not trade out some water coolers, set them up next to your booth and invite everyone to stop by for a cold, refreshing cup of spring water? It will probably be the only thing they'll get for free all day at this fair, and they'll be forced to stop for a couple of minutes at your broadcast location to get it. And that's the whole point, isn't it?

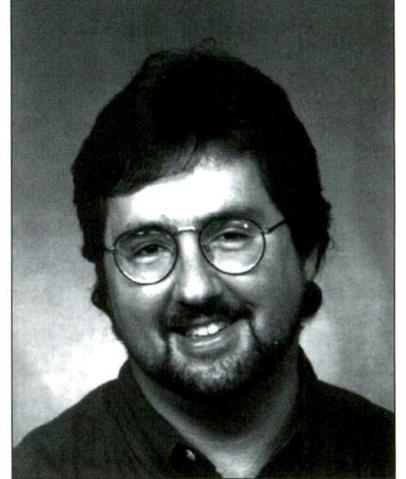
Mike Mann is now the Promotion Director at 94.1 Jamz in Las Vegas and previously worked at U-92 in Tampa. These are both warm weather markets and he's found that waterbottles were very effective as premium items for giveaway from the vans. "Tank tops are very popular, there again because of the heat. And obviously t-shirts and tank tops are big winners too", says Mann.

But these things cost money, so what do you do? There aren't a lot of stations out there with *Increasing* promotional budgets. "I always like working with other people's money", says Mike Wall with KJ-103 in Oklahoma City. "If I can save money by logoing a client's product or

sticking a 'courtesy of KJ-103' sticker on one of their certificates, then I will", says Wall. In terms of trinkets and other small items for dispensing en masse, he looks for things that will get used and not just thrown in a drawer or the nearest trash can.

I know I'm in the minority here, but I'm not a member of the "Key Chain Crowd". The same GM who hated balloons, loved key chains. Until I did a key chain check at the festival. While all the other stations in town had been blowing out key chains for years, not one of the 1200+ people who showed me their keychains at our booth had one. Key chains are a personal item. It had better be pretty darn special for a listener to replace theirs with yours.

So what's cheap and gets used for a long time, with your logo in plain sight for them to see on a daily basis for years? Stadium cups are one good example. Per unit they're about the same price as a key chain and people will use them around the house, by the pool, in the yard and at the park, for years. At large festivals when the soft drinks and beers have those special souvenir cups, why not tie-in



Paige Nienaber is VP/Fun 'N Games with Jerry Clifton's New World Communications. He has worked in Promotions for 14 years at stations that include WILD 107/San Francisco, WLOL/Minneapolis and KISS 102/Charlotte. Any questions or suggestions of topics for this weekly column Call: Phone: (612) 929-2865 Fax: (612) 929-2861

doing the same thing with record reps, who get tons of this stuff and are always looking for a way to disseminate it to the market. "As for buying stuff, I had pretty good luck with lip balm for some reason. It's great for handing out, you can logo it, and there's a company in New York that'll trade for spots", concludes Freeman.

While Rick Thomas is from the Refrigerator Magnet School Of Thinking ("Nothing beats a great looking refrigerator magnet"), he points out another angle that many stations completely miss: on-the-street qualifying for big prizes like trips and cars. "People forget that you can do that", says Thomas. Instead of handing something to everyone, why not invite them to register for a concert trip? It gives you 10 or 15 seconds to make a lasting impression on them and hopefully have them walk away from their meeting with your station with a positive memory.

Greed is everywhere. It's the element on which radio promotions was founded. You can clean up the air sound by taking it to the streets where you can use it to your advantage when pressing the flesh with the public. And you can do all of that without breaking your budget and still having something to give everyone.

"Greed is everywhere. It's the element on which radio promotions was founded."

with them and get your logo on the cups? It'll cost you pennies and get you hundreds of thousands of impressions.

But once again, that all costs money. Q-102 in Cincinnati does a lot of street-level promoting, and thus has an insatiable need for items for prizes. "The best luck I've ever had was when I sent an item over to the warehouse for a chain of local video stores. They let him clean out their basement of all the movie premiums they'd been storing for years. He came back loaded with one-sheets, t-shirts, clocks, watches, hats, you name it. It was unbelievable", says Von Freeman from WKRQ. If your PD is cool with it, Von suggests

#32 Pop SoundScan Single!

NY #10

Norfolk #9

Philly #13

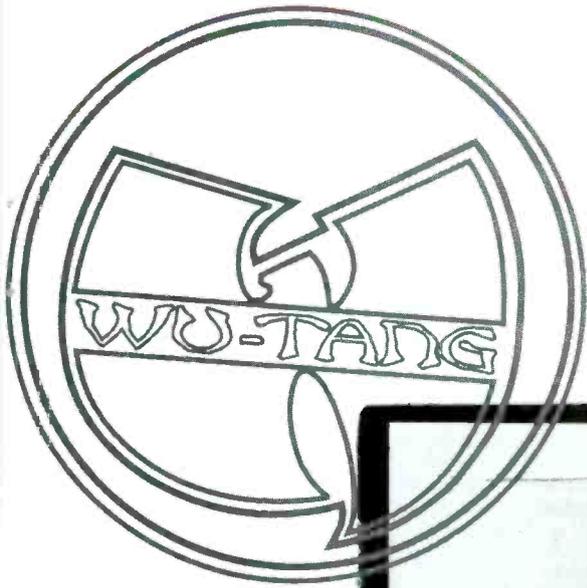
Greensboro #7

Baltimore #18

Albany #7

Early Airplay HOT97 (20 Times)!

1st Week Debut #29



OL' DIRTY BASTARD BROOKLYN BASSTARD ZOO

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MIX SHOW

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NEW IN THA MIX

KLEO "I Got Love" (RAGING BULL)
HUMAN LEAGUE "Tell Me When" (ELEKTRA)
BLAK PANTA "Do What You Want" (TOMMY BOY)
LATANYA "I Want The Bomb" (INDASOUL)
RAPPIN 4-TAY "I'll Be Around" (EMI)

COLUMBIA

RECORDS *Presents The*

HITMAKERS RECORD POOL OF THE WEEK!

MIX SHOW MOVERS

W-TW	Artist	Track	Label
2-1	CRYSTAL WATERS	"What I Need"	(Mercury)
3-2	BRAND NEW HEAVIES	"Spend Some Time"	(frrr)
1-3	CLUBZONE	"Hands Up"	(Logic)
4-4	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
5-5	CE CE PENISTON	"Keep Givin Me Your Love"	(Columbia)
6-6	KCE CUBE	"What Can I Do"	(Priority)
8-7	THE NOTORIOUS B.J.G.	"Big Poppa"	(Bad Boy/Arista)
7-8	MIRANDA	"Round & Round"	(Sunshine)
16-9	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
18-10	ROULA	"Lick It"	(S.O.S.)
9-11	FUN FACTORY	"Close To You"	(Curb Edel)
15-12	MAX-A-MILLION	"Fat Boy"	(S.O.S.)
13-13	THE MACK VIBE	"Mr. Meaner"	(Eightball)
14-14	CORONA	"Rhythm Of The Night"	(EastWest)
11-15	TRACI LORDS	"Control"	(Radioactive)
10-16	DR. ALBAN	"Away From Home"	(Logic)
12-17	TLC	"Creep"	(LaFace/Arista)
23-18	MONTEL JORDAN	"This Is How We Do It"	(PMP/RAL)
21-19	69 BOYZ	"Kitty Kitty"	(Rip It)
22-20	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
25-21	DURAN DURAN	"White Lines"	(Capitol)
26-22	SWING 52	"Color Of My Skin"	(Cutting)
27-23	SAM THE BEAST	"Gucci Dance"	(Relativity)
33-24	REPERCUSSIONS	"Promise Me Nothing"	(Reprise)
19-25	THE CHOSEN FEW	"Funky Jumpy Music"	(Maxi)
30-26	JOCELYN ENRIGUEZ	"Big Love"	(Classified)
35-27	ANETTE TAYLOR	"Show Me"	(Freeze)
41-28	WATERLILLIES	"Never Get Enough"	(Sire)
42-29	CAPELTON	"Tour"	(Signet)
24-30	STEVIE B.	"Funky Melody"	(Emporia/Thump)
29-31	ARMAND VAN HELDEN	"Armand Van Helden (EP)"	(Strictly Rhythm)
32-32	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
36-33	BLONDIE	"Atomic"	(Chrysalis/EMI)
44-34	REDMAN	"Can't Wait"	(Ral)
40-35	BIG L	"Put It On"	(Columbia)
49-36	SAM SNEED	"You Better Recognize"	(Deathrow)
47-37	SARA PARKER	"My Love Is Deep"	(Vestry)
50-38	K. LONDON PRODUCTION CLUB	"Who's Gonna Love Me"	(Columbia)
46-39	REDNEX	"Cotton Eye Joe"	(Battery)
N-40	BILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
43-41	PHARAO	"I Show You Secrets"	(Columbia)
45-42	THE NONCE	"Mixed Tapes"	(American)
N-43	JIMMY SUMMERVILLE	"Heartbeat"	(London)
N-44	VYBE	"Take It To The Front"	(Island)
N-45	MICHAEL WATFORD	"Happy Man"	(Elektra)
N-46	L.O.T.U.	"What I'm After"	(Pendulum)
N-47	E-40	"I Luv"	(Jive)
N-48	DIGABLE PLANETS	"Dial 7"	(Pendulum)
N-49	THE B.U.M.S.	"Elevation, Free My Mind"	(Priority)
N-50	KYM SIMS	"I Must Be Free"	(Radikal)

VIP RECORD POOL-NEW YORK

HIGHLIGHTS

V.I.P. Record Pool, now a fourteen year old organization - 100 members strong, is comprised of different department each with individual directors. This allows us to provide better service for the members and the proper promotion for the companies that service us. Department heads are Buddah Ces - Rap Director, Carlos Jose - V.I.P. Latino Director, Eugene Leyba - House Director, and Dwain McArthur Office Administrator. Each of the departments handle their own chart to support the record labels. V.I.P. Record Pool is also one of the co-founding pools for "On The Urban Tip" weekly publication. The only tip sheet organized by various record pools in different region of the U.S. to supporting Urban Music. We have ventured into a publication of a similar concept specializing in freestyle music - "Freestyle Lives", published bi-weekly. V.I.P. Record Pool is the parent company for V.I.P. Latino, two years old, membership 42; co-owner of V.I.P. Chicago, 63 members; publisher of Hip Hop Elements, Underground Culture, and the V.I.P. Latino tip sheet. Al Pizarro as owner of the V.I.P. Record Pool keeps all of the above together and still finds time and energy to be co-owner of V.I.P. Hip Hop Records, co-owner of the Heavy Rotation Street Promotions Company and to manage The Quarry Club in the Bronx.

GOALS

For V.I.P. to: Be influential in improving the communication and effectiveness of record pools in the country and see that it benefits everyone in the music business.

For me to: Be successful enough to help others grow and be remembered as a man that believes in hard work, honesty and being true to self so that others can see that this actually works.

SHOUT OUTS

To all the members of V.I.P., to Buddah Ces, Acid, Uzzi, Eugene Leyba, Eric Nieves, Eardrum, Fut, Steve Richardson, Steve Killoran, Rory McAllister, Lowana and Ruben Simms, Tom Sanchez, Bernard Rosenberg, Angel Vargas, Julian "Jumpin" Perez, Benji Espinoza, Rico and Robert Pizarro, Roland Russell, Francine Cruz, Marco Navarro, Phil Martongos, Stefan Dweck, Nomoads, Daizyl James, Jouy Jay, Rich Hernandez and Arithony White.

COLUMBIA CUTZ

THE NEWEST MEMBER OF THE
DIGGIN' IN THE CRATES CREW

BIG L

IS BLOWING UP WITH
"Put It On"

JUST ASK: FUNKMASTER FLEXX, THE BAKA BOYZ, NASTY
NES, DON MACK, THE RUFFNEX, DJ RAGS, DJ SPEN, ALEX
MEJIA, LUSCIOUS ICE, MYSTRO, AND HORSE RANEY.
Also getting spins at KPRR & KCAQ.

NOMINEES FOR ISSUE 879

VOTE FOR YOUR CHOICE

1. JOHN CAVALLERO (WHHH, INDIANAPOLIS)
2. SHAWN PHILIPS (KZHT, SALT LAKE)
3. DJ GROOVE (Z90, SAN DIEGO)

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MIXER OF THE WEEK WINS SONY HEADPHONES!

**HITMAKERS WELCOMES OUR NEW
REPORTER WPGC AM/WASHINGTON DC,
MD THROB, PD/FLAVA1580**

FLAVA 1580

FLAVA PLAYLIST FOR THE WEEK OF FEBRUARY 28, 1995

LST	TW	# PLAYED	TITLE	ARTIST	LABEL
		26	SHOOK ONES	MOBB DEEP	RCA
10	1	25	WE GOT IT REMOED	CELLA DWELLAS	LOUD/RCA
14	2	25	ROCK ON	FUNKDOOBIST	IMMORTAL
28	3	25	PROCEED	THE ROOTS	GEFFIN
6	4	25	DAAAM	THE LIKX	LOUD
4	5	25	CAN'T WAIT	REDMAN	RAL
ADD	6	25	GET LIFTED	KEITH MURRAY	JIVE
3	7	25	HEAVEN AND HELL	RABWON	LOUD/RCA
5	8	25	MAD IEM	CHANNEL LIVE	CAPITAL
7	9	25	WHAT CAN I DO	ICE CUBE	PRIORITY
	10	24	TOUR	CABLETON	SIGHT
22	11	24	PEOPLE DON'T BELIEVE	SCARFACE/ICE CUBE	RAP-A-LOT
11	12	24	AIN'T NO THANG	OUTCAST	ARISTA
12	13	24	PULL YA HOE CARD	KAM	BTST.
31	14	24	THE WHAT	MOTORIOUS BIG	ARISTA
15	15	24	HOLD ON	BRAND NUBIAN	ARISTA
26	16	24	CHILL WITH THAT	ILL & AL SKRATCH	MERCURY
23	17	24	THE WARNING	MOTORIOUS BIG	ARISTA
25	18	24	UH OH	RARE ESSENCE	S.O.T.C.R.
	19	23	MIX TAPES	THE MONCE	AMERICAN
2	20	23	NO HOOK	SHAQ FEAT:METHOD MAN	JIVE
29	21	23	REMEMBER WE	DA BUSH BABIES	CAPITAL
13	22	23	WITHOUT A DOUBT	BLACKSHEEP	MERCURY
38	23	23	U BETTER RECOGNIZE	SAM SNEED	DEATH ROW
RA	24	23	RELEASE YO DFL	METHOD MAN	DEF JAM
21	25	23	MAD PROPS	DA YOUNGSTA'S	BTST.
9	26	23	WEUTCHA WANT	NINE	PROFILE
36	27	22	SUPASTAR	GROUP HOME	PAYDAY
RA	28	22	BROOKLYN 200	OLD DIRTY BASTARD	BIG BEAT
23	29	22	TEAR THE ROOF OFF	N.E. GROOVERS	LIASON
8	30	22	NEXT TIME	SHOW BIZ & A.G.	POLYGRAM
40	31	21	NO AIRPLAY	LL COOL J	DEF JAM
32	32	21	CAUSE & EFFECT	CHANNEL LIVE	CAPITAL
ADD	33	21	DIAL 7	DIGABLE PLANETS	EMI
ADD	34	20	GET YOUR FREAK ON	RARE ESSENCE	S.O.T.C.R.
35	35	20	HEDE AIN'T READY	SMIF & WESSON	TOMMY BOY
ADD	36	20	WHO SHOT YA	MOTORIOUS BIG	ARISTA
ADD	37	19	DEAR MAMMA	TUFAC	INTERSCOPE
ADD	38	18	WHAT I'M AFTER	L.O.T.U.G.	EMI
ADD	39	17	PUT IT ON	BIG L.	COLUMBIA
ADD	40	17			

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AS THE VINYL SPINS

By Michael Futagaki
(415) 282-4466

Four days after returning from the GAVIN in New Orleans, and I'm still recovering! I'd like to thank everyone, who made the trip so special, whether it was by spending some time kickin' it, or if it was just a pound and a hug, thanks! I wish I could do a roll call of all of my friends down there, but we'd be killin' too many trees. You all know who you are, and I apologize to those whom I had to run past. No disrespect, it was just crazy. I do have to congratulate my brother, Nasty Nes of Crazy Pinoy Promotions, Jennifer Norwood of Big Beat and Al Pizzaro of VIP Record Pool, New York for their victories at The Gavin Rap Awards. Thanks to my man, Tom Casey, for the look out and having my back. I'll never forget it, bro!

Thanks to Kim Hughes from RCA for calling to update me on her winning records. MOBB DEEP, *Shook Ones Part II* is holding top 10 sales in many major markets and is #8 most played at Hot 97 in New York. THE ALKAHOLIKS, *Daadam* got another shot of life with the Buckwild remixes. WPGC and Z-90 were in with early adds as of February 22nd with WJHH, Hot 97.7 and KMEL hitting it pretty good, too. Kim's also rolling with BLACKGIRL, *Let's Do It Again* which is boasting seven early adds at this writing. Z90, KZHT, WHHH, KKSS, WJIS, KZFM, and KCAQ (Hi Luzy!) have all come to the party. Thanks again to Brian Samson and Fred Wreck from MCA for hooking me up early like on G.A.T. *Smiling Faces Sometimes* weeks ago. Watch for this one, cause it's funky as all get out! Also on MCA, there's a lot of steam building behind the KING TEE, *Way Out There*, and various album cuts. Call the boys at 1-800-622-4668, if you're still empty. Kelly from Logic lets it be known that the import version of DR. ALBAN'S *Let The Beat Go On* will be shipping by the time you read this. She also feels confident (and rightfully so, check the talent) on the Cluzzone Remixes done by Charles Chavez and DJ Fier from KTFM who christened their work the "Save The Alamo Edit" and the "Phil 96" edit by Phil Jones of Power 96. Good Job Fellas!

Liz from Epic comes with the quote of the week, "Hold on to your panties for some slamin' Salaam mixes on SHABBA and squeeze your butt cheeks two times for Mystro's remixes of VICIOUS, *N'ka*." Get up with Liz for the hook up at the number she dropped, 1-900-4-LIZ, only \$3.95 a minute. She adds, "P.S. you can get wit dis or you can get wit dat, if you wanna freak me." On the real, Liz is now handling crossover radio for Epic. Do it good, baybee! Yer just too dope! Speaking of Mystro's mixes, Mystro wants everyone to know that there was a misspelling on THE RUFFNEX SOUND SYSTEM Side one is The Mystro Mix, since B is the album edit. Mystro has also been involved with the SPEARHEAD, *Hole In The Bucket* and the BUCKSHOT LEFONQUE, *No Fain, No Gain*. He played me some roughs over the phone, and yo, this man ain't no joke. Check for him, NOTE: He's still on WPGC, too!

THE RUFFNEX SOUND SYSTEM is cre of my favorites. Thanks to Rich Bloom of Qwest for letting me peep the video and some other cuts awhile ago. According to Greg Lee, "the 12" will go out March 7th in the form of gold vinyl with Mystro Mixes, a *Cutie Pie Dub*, Bobby Konders Mixes and a slamin' album version." Those of you with a Warner Bros. juice card probably already received the limited edition 10". I'm with this group for the whole run. Also on the Warner Bros. tip check for the REPERCUSSIONS, *Promise Me Nothing*. I'm with Randy Saad from Ichiban on the KID SENSATION, *Seatown Funk*. It's not an underground record, but it has a nice groove and a whole lot of crossover potential. Look for this one to pop up soon. Oh, by the way, "it is that" Kid Sensation who used to appear on Mixalot's records.

Has TommyBoy got the Soundtrack in New Jersey drive or what? The BLAK PANTA, *Do What U Want* is hitting, and on deck is TOTAL featuring NOTORIOUS B.I.G.'s, *Can't You See*. TOTAL is the newest act to arise from the Bad Boy Entertainment stable. Every cut off the Soundtrack is dope but my hometown love has to go to YOUNG LAY featuring MAC MALL and RAY LUV, *All About My Fetti*. Much love to Young Black Brotha Records. It was a long time comin' but well worth it! Congratulations to TommyBoy for coming with something tight for everyone. And a shout to one hard working Victor Lee. Thanks for always being on point.

On the remix end of things, look for remixes of SWING 52, *Color Of My Skin* on Cutting. Kevin assured me that the long awaited remixes were shipping at this writing. Also on Cutting, the 2 IN A ROOM, *Ahora* is taking

off as anticipated. Our good friend, John Jr. from Island, broke from a Marthe Reynolds' meeting to let me know that KMEL's own Efren Sifuentes did an edit on the MACK MACHINE, *Gotta Be Free*. Also Marthe and John have a winner in the VYBE record, *Take It To The Front*. You probably have heard Marthe, John, Elite A.D.M and us talking about this one. We all saw this one, coming, so we ask ya to check for it. Peep the URBAN DISCHARGE featuring SHE, *Drop A House* on Dig It International. It's a cool dance record with a lot of feel. Also in the dance realm, look for the Lenny Bertolo remixes of PHARAO, *I Show You Secrets*. We're betting on the Dana Dane, "Rollin' Wit Dane" single. The 12" went to mix show DJs at college radio and record pools as of this writing. The remix was done by WPGC's Charles the Mxologist. A Baka Boyz remix is coming in six weeks. If you're still in the dark, call James Lopez at 213-852-1177. What's up, Terry and James? Ya'll stay good people! If the Snow record, "Anything For You" didn't grab you, peep the remixes because they came correct with 'em.

My apologies go to Shannon Williams of WGRD whose discoveries ended up under Alex Cabrales' (from Hotmix) name a few issues ago. Sorry Shannon, thanks for being reasonable. Martin Keown and The Philadelphia Metro Record Pool have moved. The new address is : 1432 B. South Front Street, Philadelphia, PA 19147. His new number is 215-336-6950. Martin makes the strongest coffee on the east coast, so be nice to him. Also, Direct Hit Record Pool is moving as of March 1st. The new address is: 4240 Merrick Road, Massapequa, NY 11758. The new number is 516-541-6318. Thanks to Bobby Davis from S.U.R.E. Record Pool for getting with me. I miss ya, Bobby, but the next time I'm in New York, I can't come to a party on 125th street. A lot of love and solidarity goes out to the true mix show promoters out there who feel the music and care about the players, big and small. You all know who you are. If you're real, I'm with you, and I'm gonna take a pass on the rest. Also, I'll tip my hat to Carmy Ferrari of KGGI whose great sense of humor has me still rollin'. Finally, thanks and a hug to a very special friend. The dragon takes you home. Peace and strength!

URBAN RECORDS

1. E-40, *I-Luv* (Jive)
2. MILKBONE, *Keep it Real* (Capitol)
3. NONCE, *Mix Tapes* (American)
4. THE B.U.M.S., *Elevation*, *Free My Mind* B/W *Six Figures And Up* (Priority)
5. TUPAC, *Dear Momma* (Interscope)
6. KING TEE, *Way Out There* (MCA)
7. RUFFNEX SOUND SYSTEM, *Luv Bump* (Quest)
8. LATANYA, *I Want The B.O.M.B.* (Indasoul)
9. NEW JERSEY DRIVE SOUNDTRACK, various cuts. (Tommy Boy)
10. RAPPTN 4-TAY, *I'll Be Around* (EMI)
11. ROTTIN RAZKALS, *Oh Yeah* (Illtown/Motown)
12. 11/5 *Brousin* (Dogday)

DANCE RECORDS

1. BILLIE RAY MARTIN *Your Loving Arms* (Elektra)
2. KOOL ROCK STEADY, *Rude Boy* (DJ International)
3. REDNEX, *Cotton Eye Joe* (Battery/Jive)
4. HUMAN LEAGUE, *Tell Me When* (Eastwest)
5. JOCELYN ENRIQUEZ, *Big Love* (Classified)
6. 2 IN A ROOM, *Ahora* (Cutting)
7. SARA PARKER, *My Love Is Deep* (Vestry)
8. CYM LA JOY, *Car Wash* (Another View)
9. LATANYA, *I Want The B.O.M.B.* (Indasoul)
10. UNSILENT MINORITY, *Get Into The Trip* (Vestry)

LAWLEY'S LICKS

Lawley is recovering from the Gavin.

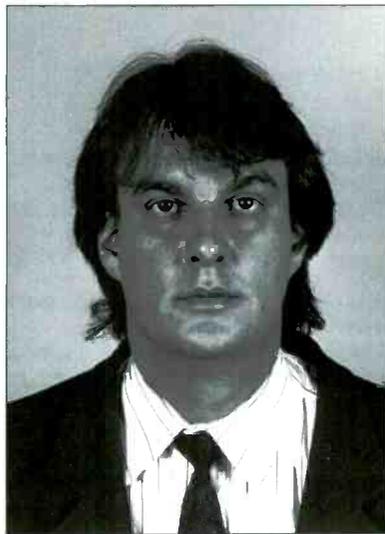
HITMAKERS Faces & Places



Jodi Smith has been appointed Associate Director, Press and Artist Development for the ELEKTRA Entertainment Group



Lisa Jefferson has been appointed Associate Director, Press and Artist Development for the ELEKTRA Entertainment Group.



Howard Schomer has been promoted to Vice President, Artist Relations for Winterland Productions.



Jann Stanley has been promoted to Vice President, Business and Legal Affairs for Winterland Productions.



Celtic Heartbeat, the newly-established, Atlantic Records-distributed label dedicated to authentic Irish music, bows this month with releases by six artists, as well as "THE CELTIC HEARTBEAT COLLECTION," a compilation comprised chiefly of the label's artists. Pictured (l-r): **Karen Colamussi**, VP/Mktg., Atlantic; **Paul McGuinness** and **Barbara Galavan**, Celtic Heartbeat; **Vicky Germaise**, VP/Product Dev., Atlantic; **David Kavanagh**, Celtic Heartbeat; and **Jason Flom**, Sr. VP, Atlantic.



It was quite an evening in Perth, Australia, where R.E.M. kicked off their current world tour. But the festivities began before the group even hit the stage, when R.E.M. guitarist Peter Buck married Stephanie Dorgan in a celebration that rocked the seaside town. Pictured (l-r): GLB's **Joey Peters** and **Grant Lee Buffalo**; **Peter Buck** and GLB's **Paul Kimble**.



At The Iridium Room in New York City, executives of Epic Records hosted a showcase performance for three of the artists featured in the label's new Epicure jazz series: pianist **Dave Kikoski** (album: *Dave Kikoski*), drummer **Winard Harper** (album: *Be Yourself*), and drummer **Leon Parker** (album: *Above & Below*). Pictured top (l-r): **David Glew**, Chairman, Epic; **Michael Caplan**, VP/A&R, Epic; and **Heidi Brown Lewis**, Product Manager, Epic. Bottom (l-r): **David Kikoski**; **Winard Harper**; and **Leon Parker**.



Executives of Sony Music Distribution are presented with gold album plaques representing sales of more than 500,000 copies of Queen Of The Pack, the Epic debut album by doncehall Reggae artist Patra. Pictured, top row (l-r): **Craig Bruhn**, Branch Mgr., Mid-Atlantic Branch; **Chip Walsh**, Sales Mgr., Southeast Branch; **Harry Hawkins**, Sales Mgr., Southwest Branch; **Barry Mog**, Branch Mgr., Southeast Branch; **Jack Chase**, Branch Mgr., Southwest Branch; **Fred Crosshall**, Sales Mgr., L.A. Branch; **Laurel Polson**, Branch Mgr., L.A. Branch; **Val Aiyeloa**, Sales Mgr., Mid-Atlantic Branch; **Tom Beaver**, Sales Mgr., Northwest Branch; **Jerry Pitti**, Branch Mgr., Northwest Branch; **Richard Griffiths**, Pres., Epic; **Paul Smith**, Chairman, Sony Music Dist.; **Tom Donnarumma**, Branch Mgr., N.Y. Branch; **Vivian Scott**, VP, Black Music, Epic; **Dale Libby**, Sales Mgr., N.Y. Branch; **John Murphy**, Sr. VP/Sales and Branch Dist.; and **Colin Willis**, Branch Mgr., Midwest Branch. Bottom row (l-r): **Jimi Starks**, VP, Black Music Sales; **Craig Applequist**, Sr. VP, Sales; **Denny Kennedy**, Sales Mgr., North Central-Cleveland Branch; **Bill Frohlich**, Branch Mgr., North Central-Cleveland and Boston Branches; **Bruce Bench**, Sales Mgr., Midwest Branch; **Jim Lucas**, Sales Mgr., North Central-Boston Branch; and **Danny Yarbrough**, Pres., Sony Music Dist.

DJ GROOVE, Z90, San Diego

KENLOU *Moonshine* (MAW) - Funky house with a touch of Jazz, and all that!!!

MULTIBEATCATIONS *Melodios* (2 * 2) - Check out the Melodios mix!!

JUDY ALBANESE *That Ain't Right* (MAXI) - Check out the Krivit's Klub mix!!

URBAN DISCHARGE f/She *Drop A House* (DIG IT) - This shit is fat!! Check out the Junior Factory dub mix!!

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Hands In The Air is the mix to check out! A must-have!!

DJ SPEN, 92Q, Baltimore

SHABBA RANKS *Let's Get It On* (EPIC) - Dis shit iz all dat and den some! I really think that the Salaam remix is going to save this record!

SMIF N WESSUN *Da Shinin'* (WRECK) - Another joint that might be considered a hip hop classic! The whole LP iz so fuckin' phat that I edited and played five cuts off it already! I can't wait to see what's gonna be the single!

DA DYSFUNKSHUNAL FAMLEE *New Ruff Flava* (ARMAGEDDON) - It's da shiznit! It's different! It's crazy as fuck! If you don't like it you got problems!

THE NOTORIOUS B.I.G. *Who Shot Ya* (BAD BOY ENTERTAINMENT/ARISTA) - Another bomb for the BAD BOY company! Tha shit's tight and in tact as it can be!

THA ALKAHOLIKS *Daaam (Remix)* (LOUD) - I love it! I can finally give the love to this record that it needs!

JULIAN 'Jumpin' PEREZ, B96, Chicago

OUT HERE BROTHERS *Boom, Boom, Boom!* (DOWNTOWN/IMPORT) - It's tha phukkin' bomb! It's all that and a bag of chips.

DJ SNEAK *The Polyester E.P.* (HENRY STREET MUSIC) - Check out the second track on both sides.

DJ DEON *We Got A Love* (DANCE MANIA) - It's gonna piss off the Bucketheads.

TIM 'Spinnin' SCHOMMER, B96, Chicago

DJ FUNK *Pump It* (FUNK) - Pump it, pump it, pump it!!!

2 MEN ON WAX *Give Me That Dick* (UNDERGROUND CONSTRUCTION) - Cool ass record, but I don't know where the title's comin' from.

SAVOUR *Where Do I Belong* (DEP) - Slammin' freestyle record. George Lamond sings background vocals, so it's gotta be good!

JOIE MAE *Promise Me Your Heart* (AFTERDARK) - It's only on DAT right now and I've been playing it for three weeks. It has excellent vocals, but it's also a great record without 'em because the groove is so phat!

SWEDISH EAGLE/STEVE TSEPELIS, GROOVE RADIO INT., Los Angeles

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - This big-selling import gets released and remixed domestically. U.S. remixes by Rogers, as well as The Grid and Junior Vasquez. Great vocal a la Rosalla style with strong track.

TRANSGLOBAL UNDERGROUND *Templehead* (EPIC) - Another great import now out domestically featuring remixes by Youth, Markus Schultz, and C.L. McSpadden. Taken from an incredible LP out now on Epic called INTERNATIONAL TIMES.

SAGAT *Get Outta My Face* (MAXI) - Jump Chico slam mixes and production. Various styles here including House, Hip Hop, R&B, however Armand's acid dub is the one!

JOE T. VANELLI *Voices In Harmony* (NERVOUS) - These sorted remixes are what the doctor ordered for this one. Nice progressive sound givin' to this by Paul Van Dyke with B-side giving us some hard trance.

PALM SKIN PRODUCTIONS *The Beast* (MO WAX IMPORT) - Jazzy Trip-Hop gear from this popular label. Chill grooves, piano and chilly ambience transforms into experimental Hip-Hop weirdness. Crankin' beats! Check it out!

JAZZY JIM, HOT97.7, San Jose

METHOD MAN f/Mary J. Blige *All I Need* (DEF JAM/ISLAND) - Heard the tape, seen the hype, the word is out!! Method and Mary comin' with that triple platinum type shit. The bad news is I lost my arm wrestling match to Marthe, which would have allowed me to bring the tape back with me. I'm waitin'!!!!

THE NOTORIOUS B.I.G. *Who Shot Ya* (BAD BOY ENTERTAINMENT/ARISTA) - A hip hop cut comin' out of the streets and makin' big noise with the hip hop homies that know what really goes on!!!

D&D PROJECT/2 UNOTHODOX *Just A Little Flava* (Arista) - A hip hop cut coming' out of the streets and makin' big noise.

JAMES DEE, DJ, Z90, San Diego

TOO SHORT *Paystyle (Orig. Version)* (JIVE)

MASTA ACE *The Inc. Ride* (DELICIOUS VINYL)

B-SWIFT, KBXX, Houston

REDMAN *Can't Wait* (DEFJAM) - The more I listened to this the more I liked it. Very funky-ass record.

DIGABLE PLANETS *Dial Z* (PENDULUM) - This is the bomb baby; can't sleep on this one, it's a fa-sho hit biitch!

DANA DANE *Rollin Wit Dane* (MAVERICK) - Dana has rolled right back into the Hip Hop world. Maybe he can stay around with a few good records like this one.

DJ QUIK *Safe & Sound* (PROFILE) - He finally went back to his old roots from the beginning and now he's back in the house with the funky Mobb shit.

MASTA ACE *The Inc. Ride* (DELICIOUS VINYL) - Masta Ace has come off on some laid back pimp shit, especially in the remix. Nice record.

NASTY NES, KCMU, Seattle

CELLA DWELLAS *We Got It Hemmed* (LOUD) - My pick hit of the week! Why? It's lyrically dope.

THE B.U.M.S. *Elevation (Free My Mind)* (PRIORITY) - The buzz is strong and this should blow up here in Seattle.

NEW JERSEY DRIVE *LP Cuts* (TOMMY BOY) - If you're looking for an LP with nuttin' but hits, this is it!!

RODNEY-O & JOE COOLEY *Funk In Yo Face* (REACT) - My phones are ringin' off the hook for this single! Great production loaded with some funky azz beats!

JEFF K., KDGE, Dallas

JOE T. VANELLI *Voices In Harmony* (NERVOUS) - Sorted continues to impress with their latest 12-inch. Remixes from Progression and Paul Van Dyke help the cause. Female vocals flutter over a funky trance groove.

FIREFLY *Supernatural* (OVUM) - Philly's own Winking Productions with another groundbreaking release. One side on the house tip, the other an acid-trance epic. Both feature the stunning vocals of Ursula Rucker.

THAT KID CHRIS *Can U Dig It* (DIGITAL DUNGEON) - Nice follow-up to Carlito's Dream. The Warriors sample is kinda tired, but works well in the production. Several mixes to choose from, definitely a reaction getter!

ADAM FLORES, KDON, Salinas

2 IN A ROOM *Ahora* (CUTTING) - Mixers, you gotta spin this record ahora (NOW!!).

RAPPIN 4-TAY *I'll Be Around* (CHRYSALIS/EMI RECORDS) - Getting a major buzz and positive vibe from listeners. Check out Alex Mejia's Extended mix.

FUN FACTORY *Close To You* (CURB EDEL) - This record can definitely cross over. Working steady in the mix, plus it's a great club record.

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - It's da bomb! Check for it.

DJ BLADE, KJYK, Tucson

TECHNOTRONIC *Move It To The Rhythm* (EMI RECORDS) - Yes, they're back in a big way! With Euro being the hot ticket to the top of the charts, this jam is an express flight with its destination set at #1. A bone-crunching synth with the catchy hook is both familiar and fresh. This has crossover appeal out of the box.

2 IN A ROOM *Ahora* (CUTTING) - Classic 2 In A Room sound working the Latin Underground. If El Trago worked then check this one out.

MAXX *Get Away* (RADIKAL) - Loved it as an import, now that it's a domestic, this should be moving a lot of dancefloors! Great high energy Euro with a strong female vocal backed by a ragga rap is very hooky!

DJ QUIK *Safe & Sound* (PROFILE) - This thing is tearing up the joints! Look for this to be Huge! I mentioned this last week and it deserved another mention due to the fact it's overshadowing all the other hip Hop cuts surfacing.

DJ FRANK E.D., KPRR, El Paso

FLIPSQUAD ALLSTARS *Flipsquad Is In Da House* - This track is phatter than I am!

ALL-4-ONE *(She's Got) Skillz* (BLITZZ/ATLANTIC) - 12 inch mixes are right!

DJ KIZZY ROCK *Yeah, Shawntay Yeah* - Getting a pretty good response on the streets.

BUFFY *Give Me* - ...is freestyle and profile'n in the mix.

DOUBLE YOU *Run To You* (ZYX) - Kinda like a cross between Yazz and Culture Beat...love the vocals.

THE OUTHERE BROS. *La, La, La, Hey! Hey!* - Energy baby! And that's how I like it! I like. I like.

DJ D. STREET, KSJL, San Antonio

DIGABLE PLANETS *Dial Z* (PENDULUM) - Now here is a track that we can work with. This is some smooth, digable hip hop that should work with all demos. Another fix in the mixx at 96.1FM.

LOTUG *What I'm After* (PENDULUM) - Once again it's own with the Lords of hip hop. They got the phat beats, slamming lyrics and knowledge. Big ups to the Lords, they've done it again.

BIG MIK *World Of Mine* (RAP-A-LOT) - Another hit from the playa himself. This one is at least as phat as Playa Playa, and if you know anything about something, you know you can't sleep on this one. The brother is telling it like it is.

'Jammin' GEORGE PEREZ, POWER96, Miami

WATERLILLIES *Never Get Enough* (SIRE) - Junior's hard but soft mix is what makes me move and slam this track. Very DJ friendly. Check it out.

JOCELYN ENRIQUEZ *Big Love* (CLASSIFIED) - Just to remind the mixmasters about a record that is smoking on the HITMAKERS Mix Show Chart, the club mix offers a little different side of Jocelyn, and it's what makes this record so mix-friendly. Check it!

OZ *LB* (SUNSHINE) - Well, here's another slammin' track from those boys over at Sunshine. LB is a great crowd mover no matter where you're at.

GEORGE X *Feeling Of Love* (THUMP) - Man, for those jocks out there playin' HNRG, this one's for you. Overall it has a great feel, vibe and boy what a jam.

SOUL CIRCUSS *Inside My Love* (ICHIBAN) - Alternative smash! This one rocks the crowds down here in South Beach clubs. Awesome vibe!

JOSEPH FRIAR, KVIC, Victoria

DANNY TENAGLIA *Look Ahead* (TRIBAL) - From Tribal UK comes this slammin' piece of vinyl! From Danny's forthcoming album, *HARD & SOUL* comes this follow-up to the awesome Bottom Heavy. Carole Sylvan provides great vocals, wailing and full of energy! Side A is listed as two cuts, Vocal Dub & Bonus dub, but its continuous play so you'll wanna treat it as one cut thanks to Danny's fierce and deep groove!

KLEO *I Got Love* (RAGING BULL) - Thanks to Joey Batts for sending this wonderful record. Joey and Ralph Rosario have once again turned out some incredible mixes! You'll be hooked as you drop the needle and discover Kleo asking if you want it! The answer...YES!! The last Kleo record was great and this one is better! Massive.

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - I first wrote about this gem about a month ago, with its fierce Junior Vasquez mixes and Ms. Martin's wonderful vocals. Then an import on the Magnet label now it's on Elektra with some really fine Roger S. remixes! The Deep Luv'n' mix starts out with Billie's vocals acapella over a moody organ, the tempo has been slowed down a bit from Junior's mixes, but the energy remains and Roger's mixes pump! Also, check out the Hands In The Air mix. If you're still not on this, get it!

PHOTON INC. *Project: Blast* (STRICTLY RHYTHM) - DJ Pierre returns with this deep house track sampling the 'have a blast' line from underground sound of Lisbon's 'so get up.' Choose the wild pitch or the whistle blast mix, both are deep, build, and pump with the later incorporating a whistle into the groove.

AFRO-CUBE *Muevete Mama* (STRICTLY RHYTHM) - From murk boy Oscar G comes this Latin house track with four mixes to spin including the 'broder mix' with its Latin percussion and horns and the 'deep dup' more on the progressive side. Now c'mon...muevete mama!

STAN PRIEST, POWER PIG, Tampa

Q-CLUB *Tell It To My Heart* (IMPORT) - Nice treatment to the old Taylor Dayne tune.

COTTON CLUB *Nu Jack* (IMPORT) - Dope!

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - Cool and fun jam.

WINK *Higher State Of Consciousness* (STRICTLY RHYTHM) - I've seen the future - this is it!

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - Jr. makes this slam. this will cross.

GYPSY *Funk De Fino/Varisvia* (23RD PRECINCT) - Slammin' jam!

PAULIE DAY, Q102, Philadelphia

BILLY RAY MARTIN *Your Loving Arms* (EASTWEST/ELEKTRA) - It's not to often when I buy an import record, but when I heard this one on Warner Import I fell in Love with it, and so did the rest of Philadelphia. it's been #1 on my club and mixshow chart for three weeks. Junior's S.F. Mix works for me, give it a listen.

DOUBLE YOU *Run To You* (ZYX) - This was a Feb. 6 pick, it's now starting to get a lot of play here in Phila. You can't go wrong with his voice, the Mr. Vain (Culture Beat) bassline, and the catchy (Yazz) sample. People are already requesting this one.

GILLETTE w/20 Fingers *Mr. Personality* (ZOO) - I love it...there's a lot of mixes. I need a second copy. Please take a listen.

CYNTHIA *How I Love Him* (TIMBER)

GEORGE LAMOND *It's Always You* (TIMBER) - (REMIXES) These two songs are hits! The house mixes are the shit!

REAL McCOY *Run Away* (ARISTA)

STEVE PEREZ, Q105, Oxnard

SARA PARKER *My Love Is Deep* (VESTRY) - This is one jam I will be playing for some time. The tempo is great and fast with a touch of house in it. I thank Scott over at Elite for the hook up on this one.

FORMAT *Anything To Make You Love Me* (METRO POLITAN) - I have not heard a sound like this in a long time with a Bel Biv Devoe style sound. I just wonder when it will hit radio.

DJ SMURF & P.M.H.I. *Ooh Lawd (Party People)* (WRAP/ICHIBAN) - Now where did all the party people go after Whoop! There It is. This is where it's at now with a sample of that song. If you want to kick up the party this is the jam to do it with.

2 IN A ROOM *Ahora* (CUTTING) - This jam is growing not too fast, but just right. I find myself enjoying it day after day. Thanks to Kevin at Cutting Records for getting this to me!

GEOFFREY 'C' CURTIS, WERQ, Baltimore

MILK BONE *Keep It Real* (CAPITOL) - Slammin' - just slammin'!

MICHAEL WATFORD *Happy Man* (EASTWEST) - Oh my goodness! Big shout to Charles Dockins for those mixes! And of course, a big shout out to Michael Watford for his slammin' vocals.

SHAKA *As-Salaam-Alaikum* (EASTWEST) - Nice mellow track with a taste of Luther in it.

LATANYA *I Want The B-O-M-B* (INDASOUL) - Great vocals with a heavy track to back her up.

CELLA DWELLAS *We Got It Hemmed* (LOUD) - This s--t is DOPE! They got me hooked.

DJ ZX, WPGC, Washington DC

NONCE *Mix Tapes* (AMERICAN) - What's up to Rich Kid at Relativity (pick up a phone and call a brother sometime), and a shout out to Victor Lee at Tommy Boy (Ay, Victor, Naughty By Nature!).

BLACK SHEEP *North South East West (Remix)* (MERCURY)

FRANKIE CUTLASS *Boriquas On Da Set* (RELATIVITY)

KUT KLOSE *I Like* (ELEKTRA)

QUO *Quo Funk* (EPIC)

DAVID GOLD, Trenton

HUMAN LEAGUE *Tell Me Why* (EASTWEST) - Welcome back to one of the greatest groups of the 80's. And WOW, what a return. All mixes rule but the Edit Version Overworld Mix really, really rules.

LONDONBEAT *Come Back* (RADIOACTIVE/MCA) - Re-mixes save the day for these dudes and I must admit that they're pretty darn yes. Positive reaction.

DJ LYNWOOD, KGGI, Riverside

WINK *Higher State Of Consciousness* (STRICTLY RHYTHM) - Amazing.

DJ TRAGIC *Show Me Your Face* (UNDERGROUND CONSTRUCTION) - Bitch, Bitch, Bitch...

LOUIS BELL *All Power EP* (UNDERGROUND CONSTRUCTION) - Powerful Chicago house tracks...

JIMMY SOMERVILLE *Heartbeat* (LONDON) - Armand's mix slams!

SLICK RICK *Sitting In My Car* (RAL) - Album version is the cut!

BILL MILLMAN, KISS102, Syracuse

BLAK PANTA *Do What You Wanna Do* (TOMMYBOY) - You gotta know this record. Fly Robin Fly sample Jams with a reggae song and a hook that would catch even the smartest fish.

DOUBLE YOU *Run To You* (ZYX) - The song has the sound of Yaz coupled with Double You's vocals. If you liked "please don't go" you are in for a treat.

TONE B. NIMBLE, WEJM, Chicago

NEW JERSEY DRIVE *Soundtrack* (TOMMYBOY) - The East Coast Side has some smooth joints!

ROOTS *Silent Treatment* (Geffen) - People are sleep on this group.

BIG *Who Shot Ya* (BAD BOY/ARISTA) - B-side that will blow your mind.

N-TYCE *Sure Ya Right* (WILD PITCH/EMI) - This girl has made an impressive comeback.

CHRIS WALSH, SUPERMIXX

BLAK PANTA *Do What You Want* (TOMMYBOY) - "Here comes the Blak Panta". Similarities to Ini, the Peter Brown bassline makes this a sweet sounding pop record! Packs the dancefloor and soon to pack your playlist!

ALEX CABRALES, HOTMIXX

THE OUTHERE BROTHERS *La La La Hey Hey* (AF-RHYTH-MIX) - This is a great house sound, that programmers should be able to spike in to add flavor to their station.

95 SOUTH *Rodeo* (RIP-IT) - Radio is definately going to have fun with this record.

ROBBIE TRONCO, WIOQ, Philadelphia, PA

FIRST CHOICE *Love Thing* remix (VICIOUS MUSIC)

HEALING COLOURS *Effect EP* (OUTCAST)

M-PEOPLE *Open Up Your Heart* (DC)

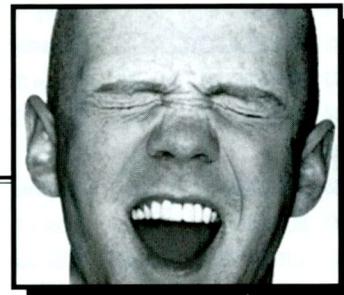
JIMMY SOMERVILLE "Heartbeat"

12"/CD single ships to mix shows 3/14

Features E-Smoove and Armand Van Helden mixes!!

BILLBOARD CLUB PLAY #34 from #47 / 42 Adds in two weeks!!

In The Mix At: Z90/HOT97/KDGE/KEDJ/REV105/WBLS/Q-99/99X/WCBE





CLUB CHART

COMPILED FROM KEY RECORD POOLS ACROSS THE U.S.A.

BREAKOUTS

BILLY RAY MARTIN "Your Loving Arms" (ELEKTRA)
DURAN DURAN "White Lines" (CAPITOL)
DIANA KING "Shy Guy" (WORK GROUP)
KLEO "I Got Love" (RAGING BULL)
SNOW "Anything For You" (ELEKTRA)

CLUB MOVERS

LW TW

4-1	CRYSTAL WATERS	"What I Need"	(Mercury)
2-2	GLORIA ESTEFAN	"Everlasting Love"	(Epic)
7-3	BRAND NEW HEAVIES	"Spend Some Time"	(frr)
10-4	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
16-5	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
6-6	ICE CUBE	"What Can I Do"	(Priority)
3-7	CE CE PENISTON	"Keep Givin' Me Your Love"	(Columbia)
8-8	TLC	"Creep"	(LaFace/Arista)
1-9	FJN FACTORY	"Close To You"	(Curb Edel)
25-10	REDNEX	"Cotton Eye Joe"	(Battery)
13-11	PHARAO	"I Show You Secrets"	(Columbia)
17-12	MONTELL JORDAN	"This Is How We Do It"	(Def Jam)
5-13	SPIRITS	"Don't Bring Me Down"	(MCA)
14-14	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
11-15	CORONA	"The Rhythm Of The Night"	(EastWest)
12-16	BARBARA TUCKER	"I Get Lifted"	(Strictly Rhythm)
22-17	TRACI LORDS	"Control"	(Radio Active)
27-18	REPERCUSSIONS	"Promise Me Nothing"	(Reprise)
21-19	69 BOYZ	"Kitty Kitty"	(Rip-it)
24-20	3RD NATION	"I Believe"	(EastWest)
29-21	K. LONDON PRODUCTION CLUB	"Who's Gonna Love Me"	(Columbia)
9-22	DONNA ALLEN	"Real"	(Epic)
19-23	GROOVE COLLECTIVE	"What U Got"	(Reprise)
15-24	JANET JACKSON	"You Want This"	(Virgin)
31-25	LONDON BEAT	"Comeback"	(Radioactive)
32-26	MACK VIBE	"Mr. Meaner"	(Eightball)
34-27	SAM THE BEAST	"Gucci Dance"	(Relativity)
38-28	WATERLILLIES	"Never Get Enough"	(Sire/WB)
23-29	SEAL	"Newborn Friend"	(ZTT/Sire/WB)
35-30	SWING 52	"Color Of My Skin"	(Cutting)
26-31	DCNNA SUMMER	"Melody Of Love"	(Casablanca/Mercury)
28-32	IA PEOPLE	"Excited"	(Epic)
36-33	E.G. FULLALOVE	"Didn't I Know"	(Emotive)
37-34	CYNTHIA	"How I Love Him"	(Tommy Boy)
43-35	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
45-36	BLONDIE	"Atomic"	(EMI)
50-37	SAM SNEED	"You Better Recognize"	(Deathrow)
N-38	VYBE	"Take It To The Front"	(Island)
N-39	MADONNA	"Bedtime Stories"	(Maverick/Sire/WB)
N-40	MICHAEL WATFORD	"Happy Man"	(Elektra)
44-41	BRANDY	"Baby"	(Atlantic)
39-42	PET SHOP BOYS	"Yesterday When I Was Mad"	(EMI)
41-43	ERASURE	"I Love Saturday"	(Elektra)
N-44	NONCE	"Mixed Tapes"	(American)
42-45	U2	"Melon"	(Island)
49-46	WHITFIELD	"Saturday Night"	(Curb)
46-47	BOYZ II MEN	"Thank You"	(Motown)
47-48	RHYTHM METHOD f/Camille	"Can You Give Me Love"	(ZYX)
N-49	SOUL IV REAL	"Candyrain"	(Uptown)
N-50	2 PAC	"Dear Momma"	(Interscope)

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 • ADINA HOWARD, DIANA KING, NO ARTIST ENTERED, MADONNA, ZHANE

DIXIE DANCE KINGS • Alpharetta

Dan Miller (404) 740-0356
 • ABIGAIL, FEM 2 FEM, JOCELYN ENRIQUEZ, MADONNA, THUMP COMPILATION VOL III

NORTHWEST DANCE MUSIC • Seattle

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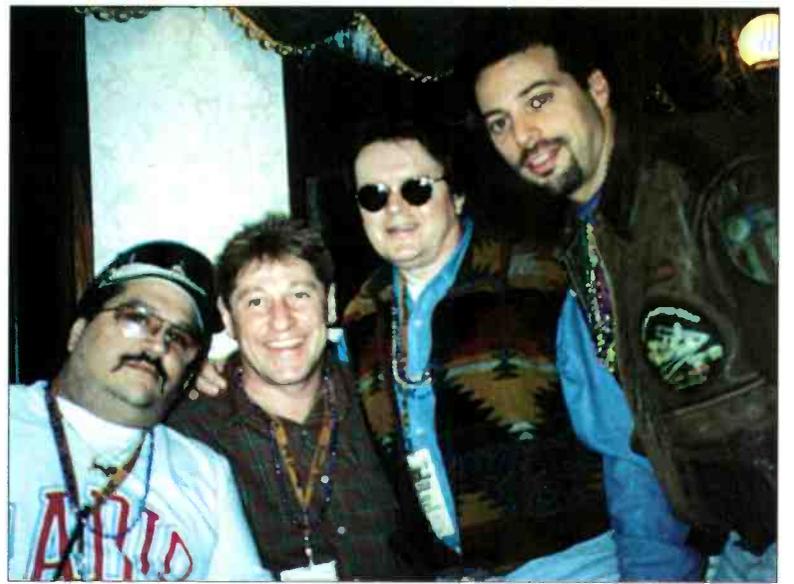
CONNECTICUT'S MUSIC POOL • Orange

Stephen M. Richardson (203) 789-0038
 • BLACK SHEEP, BILLY RAY MARTIN, CHANGING FACES, II UNORTHODOX, THE NOTORIOUS B.I.G.

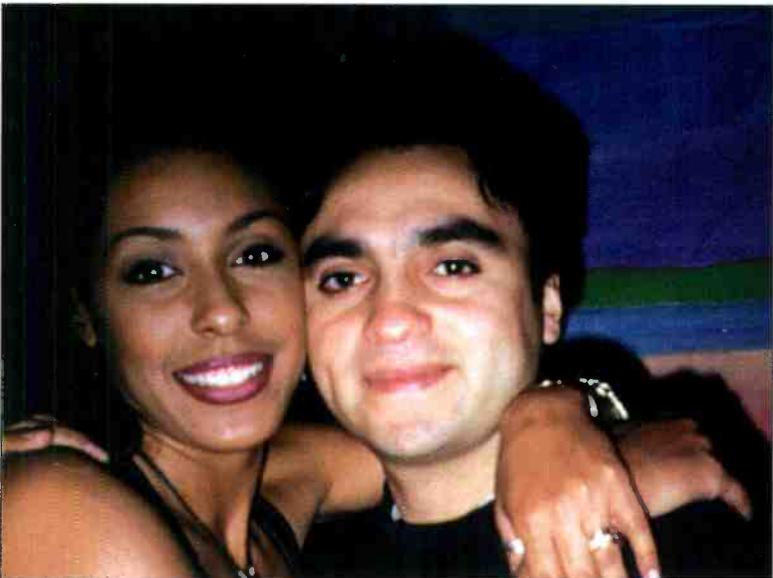
Faces & Places



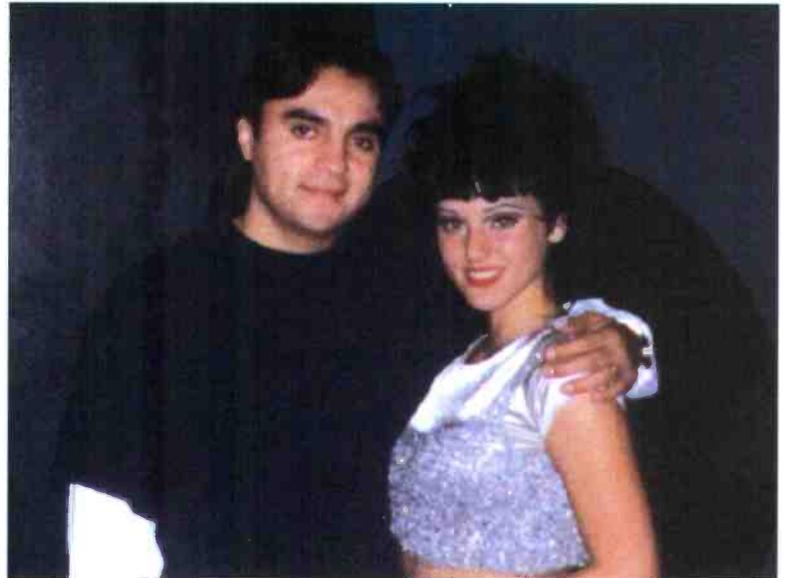
V.I.P. record pool, this week's record pool of the week proudly represents the Bronx and all the other record pools that are on point.



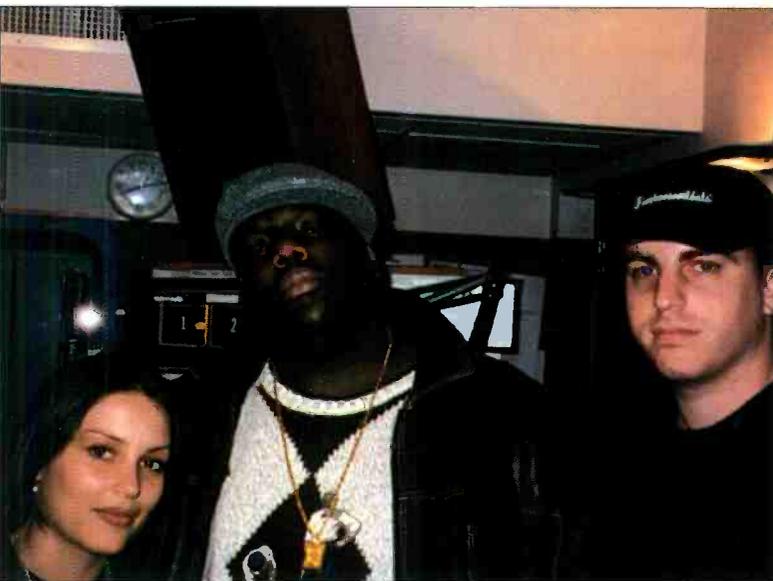
Left to Right, Albie Dee of WPGC, Michael Stone V.P. of Virgin, Jack Satter Sr. V.P. of Jive, Michael Patt East Coast Director of Jive.



#1 Mixshow breakout artist Kleo with Hitmakers Oscar Merino making much noise with her slammin' double pack. Featuring remixes by Ralphie Rasorio and Joey Batts.



Backstage at the Sunshine Records Showcase. Oscar Merino and Miranda still wondering how long its going to take for a major label to finally get it.



Lookin' fresh and lovely, HOT97's Angie Martinez chillin' with Aristas Notorius B.I.G. and Rob Stone.



Hanging backstage at a Valentine's Day concert. From left to right, Jim Burgin EMI West Coast Rep, Recording EMI Artist Jon Secada, Mark Adams KBOS/B95 Program Director, and Chris Miller of KBOS/B95 Promotions Director.

THE NATIONAL ACADEMY OF RECORDING ARTS & SCIENCES, INC.

37th ANNUAL GRAMMY® AWARDS
WINNERS LIST

RECORD OF THE YEAR

"All I Wanna Do"
SHERYL CROW
BILL BOTTRELL
A&M

ALBUM OF THE YEAR

MTV UNPLUGGED
TONY BENNETT
DAVID KAHNE
COLUMBIA

SONG OF THE YEAR

"Streets Of Philadelphia"
BRUCE SPRINGSTEEN
COLUMBIA

BEST NEW ARTIST

SHERYL CROW
A&M

BEST FEMALE POP VOCAL PERFORMANCE

"All I Wanna Do"
SHERYL CROW
A&M

BEST MALE POP VOCAL PERFORMANCE

"Can You Feel The Love Tonight"
ELTON JOHN
HOLLYWOOD RECORDS

BEST POP PERFORMANCE BY A DUO OR GROUP WITH VOCAL

"I Swear"
ALL-4-ONE
BLITZZ/ATLANTIC

BEST POP VOCAL COLLABORATION

"Funny How Time Slips Away"
AL GREEN & LYLE LOVETT
MCA

BEST POP INSTRUMENTAL PERFORMANCE

"Cruisin'"
BOOKER T. & THE M.G.'s
COLUMBIA



BEST POP ALBUM
"Longing In Their Hearts"
BONNIE RAITT
CAPITOL

BEST TRADITIONAL POP VOCAL PERFORMANCE
"MTV Unplugged"
TONY BENNETT
COLUMBIA

BEST FEMALE ROCK VOCAL PERFORMANCE
"Come To My Window"
MELISSA ETHERIDGE
ISLAND

BEST MALE ROCK VOCAL PERFORMANCE
"Streets Of Philadelphia"
BRUCE SPRINGSTEEN
COLUMBIA

BEST ROCK PERFORMANCE BY A DUO OR GROUP WITH VOCAL
"Crazy"
AEROSMITH
Geffen

BEST ROCK SONG
"Streets Of Philadelphia"
BRUCE SPRINGSTEEN
COLUMBIA

BEST ROCK ALBUM
"Voodoo Lounge"
ROLLING STONES
VIRGIN

BEST ALTERNATIVE MUSIC PERFORMANCE
(Vocal or Instrumental. For albums only)
"Dookie"
GREEN DAY
REPRISE

BEST RAP SOLO PERFORMANCE
"U.N.I.T.Y."
QUEEN LATIFAH
MOTOWN

BEST RAP PERFORMANCE BY A DUO OR GROUP
"None Of Your Business"
SALT-N-PEPA
ISLAND

PRODUCER OF THE YEAR
DON WAS

Ear To The Ground

Late-Breaking News and Inflammation:

BAUMGARTNER'S "BAD BOYS" SET FOR WORK!

Before he's even had the chance to try out the executive wash-room, newly appointed Sr. V.P./PROMOTION for the WORK Group, Burt Baumgartner is set to launch the label's inaugural project. "BAD BOYS" (the soundtrack to the upcoming COLUMBIA PICTURES film release of the same name) features a stellar line-up of today's hottest R&B and hip-hop artists, including WORK Group's DIANA KING, WARREN G., 2PAC, INI KAMOZE, KEITH MARTIN featuring BABYFACE, Britain's MN8 and many more. Of course, no album soundtrack called "BAD BOYS" would be complete without INNER CIRCLE, doing a remixed version of the title track. Look for the first single, "SHY GUY" by the aforementioned Ms. KING on your desk this week.

While fans will be waiting on line to see the reunion of half of LED ZEPPLIN, JIMMY PAGE and ROBERT PLANT spent time on-line...as in the internet. Last Thursday night the ATLANTIC recording artists grabbed a couple of laptops, logged on, and held their first-ever "virtual" press conference. Hosted by PRODIGY'S Music Bulletin Board leader Lisa Robinson, the event prompted the network to expand the size of the on-line auditorium. During the conference, PAGE & PLANT revealed details about the set-lists for their tour (now in progress), their experiences in LED ZEP, the creation of their current platinum release "NO QUARTER," and even signed on-line autographs. Look for the dynamic duo at an arena near you soon! If you want to reach the erstwhile Zepsters, you can catch 'em on the internet at their WORLD-WIDE WEB site. The address is: <http://mosaic.echonyc.com/unled>.

(Oh yeah, two things before we forget: Can Jimmy Page play a laptop with a violin bow? And if it's called an "on-line auditorium," will research firms begin offering "virtual auditorium tests?" Just asking).

AND WHILE WE'RE ON THE SUBJECT...the good folks at ATLANTIC are riding the lip of the hip Zep tip with the release of a LED ZEPPELIN tribute album. The disc, entitled "ENCOMIUM" (that's really a word) will be on your desk this week, and features classic Zeppelin tracks performed by today's hottest artists, including SHERYL CROWE, HOOTIE & THE BLOWFISH, STONE TEMPLE PILOTS and more. Okay, now the question you wanna ask..."Who's gonna do STAIRWAY?" Well, we know the answer, but if we gave it away that would spoil the fun

CONGRATULATIONS to this weeks HITMAKERS cover guy STEVE SMITH, along with MICHELLE MERCER, RICK CUMMINGS and everyone at EMMIS Broadcasting for scoring a bi-coastal ratings coup! As the first phase of the Winter Arbitrends come in, EMMIS Big Apple outlets WRKS and WQHT are #1 and #2 in the market respectively, with KISS vaulting 3.8 - 5.2 (12+) and HOT97 hangin' tough at 4.8 - 4.9. Meanwhile across town, STEVE KINGSTON and Z-100 jump 4.2 - 4.4, with SCOTT SHANNON's very adult WPLJ staying at a 3.8. And on the left coast, KPWR/POWER 106 drops from a 5.5 to 5.2, but stays in the top spot as Spanish outlet KLAX drops 5.6 - 4.7. KROQ stays in 3rd place at 4.5, KIIS-FM/AM hangs at 4.1, with KKB/THE BEAT right behind at 3.8.

WQGN/New London PD FRANCO announces that LORI ROBBINS had been named the station's new

Music Director. LORI has been the station's promotions assistant, and will continue hosting afternoon drive. Congratulations LORI!

After a brief hiatus following her departure from GIANT, MIA KLEIN joins the staff at PLATINUM MUSIC.

WHAT GOES AROUND COMES AROUND...Just a few years ago, no station seemed safe from a format switch to Country. Now it's Country stations and programmers facing format flips. NewCity's Young Country KDIL/THE ARMADILLO, San Antonio, changed formats last week to NAC.

And what may be another sign that the Country radio tide has ebbed, KYNN Omaha flipped formats last week to...(guess what?) ALTERNATIVE. The former Country outlet will now be known as THE EDGE (another station in the JACOB'S MEDIA family) under the day-to-day care of sister station KQKQ (SWEET 98) PD DAN KEILEY, who'll serve as O.M. for the combo.

In a related story...the JACOBS brothers, (radio programmings version of THE BROTHERS KARAMOZOV) are in the house at KMYZ/Tulsa, which makes the flip to Alternative and will be known, of course, as THE EDGE.

The REAL JUICE

GARY WALDRON out at KZHT and Q99 in Salt Lake City...Rumor on again about TED TURNER buying CBS...Q106 getting softer???...WSSX returning to Top40...CHARLES CHAVEZ named APD/MD at KTFM...Legendary call-letters WVIC changes to country!

Namz - In - The - Newz

CLIVE DAVIS • MARK BOLKE
BRENDA ROMANO • JOHN FAGOT
ALAN GRUBMAN • ELVIS DURAN
BOB LEWIS • DAVE ELLIOTT

And speaking of which...Portland OR. finally gets an alternative station to call it's own. KMUZ is now known as NEW ROCK 94.7 and will be mated with APOGEE'S classic rocker KGON. Look for POL-LACK MEDIA GROUP to consult. If you haven't noticed, this is the third duopoly created in the market in the past week. Ever since the TRAILBLAZER'S traded CLYDE DREXLER to Houston, the deal-making has been hot and heavy in Stumptown!

The new owners are in the house at WHTO/Williamsport, P.A. SABRECOM now holds the ticket at the heritage CHR. The good news for PD SHAWN CAREY and company is they'll all be staying. In fact, SHAWN is looking for a morning drive co-host. Send your best stuff A.S.A.P to: WHTQ, 220 South Russel Ave. Williamsport, P.A. 17701. Hey...No calls PLEASE!

TRICIA COURTNEY joins DENNY SCHAEFFER'S BREAKFAST CLUB at WKVS, Toledo. It's another case of addition by subtraction; TRICIA joins KISS-FM from cross-town Country station WKKO.

BLAME IT ON THE TUNDRA...ARBITRON announced this week that it will delete 6 diaries from the in-tab

sample of the Fall 1994 survey in Anchorage...yes that's Alaska! According to a memo issued by ARBITRON, it was determined that 6 diaries, which were returned from Anchorage County, were in fact returned from just two households. In addition, the memo goes on to state that these two households "may have been influenced by media-related individuals." These "media related individuals" it was discovered, are employed at KWHL/THE WHALE. Station G.M.. DENNIS BOOKEY admits that a former part-timer did agree (in violation of media affiliation rules) to accept four diaries when screened by ARBITRON. It is also alleged that a WHALE staffer may have used free CD's and other prizes to influence a known diary holder. The book will be retabulated and re-released. Expect to hear more on this!

A great big ATTABOY to Q95FM/Detroit's DICK PURTAN! DICK just hosted his 8th Annual Radiothon, raising a record \$250,000 in cash pledges to help feed the hungry and homeless in metro Detroit. Among the luminaries to lend support were Motorcity favorite sons Bob Seger and Jeff Daniels, Mayor Dennis Archer, and Detroit Piston's all-everything guard JOE DUMARS. The 16-hour event was high-lighted by an on-air guest shot from TIM ALLEN...giving DICK and Q95 a hand in helping Detroit make some serious HOME IMPROVEMENTS!

MOVING UP WITHOUT MOVING ON...The media community on Ft. Myers, FL may be feeling some unexpected growing pains. Due to the addition of the neighboring community of Naples, the Ft. Myers metro will grow (according to unofficial ARBITRON estimates) from market #122 to #78! WXXB PD CHRIS CUE will no doubt appreciate the additional real estate since he and his wife MARIA are expecting their first-born anytime now!

FAST FORWARD...

Long-time market veteran GARY WALDRON is out as GM/PD at KZHT/KUTQ Salt Lake City! The PD search is on. T&R's to: Starley Bush, KUTQ/KZHT, 3595 S. 1300 West, Salt Lake City, UT 84119...Don't look for KEDG/Las Vegas PD JOHN GRIFFIN to U-Haul it anywhere for now. Despite persistent speculation to the contrary, he is staying at THE EDGE. Did RADIO VISIONS pony up some more dead presidents to keep GRIF in the desert?...Now that JOE DAWSON is enjoying divine Providence, will interim PD SCOTT THOMAS get the official nod at KLYV/Dubuque?...Heritage CHR WVIC/Lansing announces a format change to Country under the monicker WILD COUNTRY 94.7/THE CAT...The good news is that PD MARK MALONEY and MD J.J. WRIGHT are staying...WSSX/Charleston S.C. flips back to CHR. That's not so much a format change as it is an adjustment. The station was once a hit outlet, and has been doing Hot A.C. for a while now...BRYAN BUNDY segues from over-nights at KQHT/MAGIC 96 to weekends at crosstown KKXL/XL93, Grand Forks, ND...WNSL-FM/SL-100, Laurel/Hattiesburg, MS welcomes KQID/Alexandria, LA night rocker KEVIN VAUGHN for similiar duties. VAUGHN will be using the nom de aire "SKY WALKER" and he may also be groomed for the currently vacant MD slot at the station...WEQX/Manchester, VT is looking for a Music Director. Rush your best T and an updated R to GARY SCHOENWETTER, PD, WEQX, P.O. Box 1027 Highland and Elm, Manchester, VT. 05254...A quick slap on the back to MICHAEL NEWMAN at KDON/Salinas-Monterey on a nice trend. The station jumped from a 5.1 to 6.1 in the first phase of the Winter book.

ADINA HOWARD FREAK LIKE ME

It's no secret – you've never had a freak like this.

The premiere single and video from the forthcoming debut album

Do You Wanna Ride.

Produced by Mass Order for Double Lady Productions
Executive Producers: Max Gousse, Gerry Griffith, Roger Romain, Livio Harris
Management: Biggie Management, New York/Los Angeles

**"Sounds like another
Mary J. sound.
Blowin' up."
BOBBY SATO, KPSI**

**"She is hot. Hot song."
BILL SHAHAN, WVSR**

Impacting Mainstream Radio March 6!

Over 1,000 Spins!

KIX106 84 Plays	Z90 53 Plays
KHMR 50 Plays	92Q 49 Plays
WHHH 38 Plays	WNVZ 37 Plays
POWER106 33 Plays	KMEL 29 Plays
KUBE 27 Plays	KZHT 17 Plays

R/C Monitor Jumps 18*-14*

Breaking Into The Mainstream!
WXKS KUBE B95

#1 PHONES – 92Q
Single Explodes 17-12!



ADD!



**#10
Requests**



#5 Most Played!



Ear To The Ground

THE HOT TIP

ANNIE LENNOX "No More (I Love You's)" (ARISTA)

A sure-fire HIT! Hip with upper demos and cool for everyone! This song has it all.

ALREADY ADDED BY: DON BENSON, WSTR/STAR 94...GREG STEVENS, KKLQ/Q106...RICK STACY, KKFR...MIKE WHEELER/WVKS...JEFF McCARTNEY/WAPE...TOM GARRETT/WZOK...DAVE ROBBINS/WNCI...JACK OLIVER/KKRD...TOM HENTSCHEL/KMCK...AND MORE!! 21 NEW ADDS THIS WEEK, including: MIKE MORGAN/WFLY...MIKE KASPER/KZMG...BOBBY NOVASAD/KSMB...ADAM COOK/WXXL ...and many more!

VIDEO & THE RADIO STARS...

Yes, that was RICK DEES morning squeeze ELLEN K. on HARD COPY this past week. ELLEN was being interviewed about her part in PLAYBOY's upcoming "WOMEN IN RADIO" edition, due out in August. Ellen assures us that there is no staple in her navel. And if that's not enough, ELLEN anchored Grammy Award coverage for CBS-TV's L.A. affiliate KCBS!

Look for KDON afternoon star ROB HOLLOWAY this Wednesday on DONOHUE. ROB was selected through a screening process to fly to New York and have PHIL & CO. pay for his date with a woman of his dreams, and then tell-all on the show. All the details are a little muddy, but if you watch the show, you'll see why ROB needs to get his dates through famous TV talk show hosts.

MUSIC...

CONGRATULATIONS to JOE RICCITELLI and the folks at ISLAND for an explosive debut week on ELTON JOHN! This song is as format-friendly as they come. Savvy TOP 40 programmers are already positioning themselves favorably with those key upper demo. females with strong early rotation profiles on this one. BELIEVE!

DITTO that to STU COHEN and Co. at WB for a great first week on Van Halen!!

It's city meets country with THE REDNEX techno-pop rendition of "COTTON EYED JOE." JACK SATTER and his staff at JIVE have already pulled in some great call letters, and the song is shaping up to be one of the biggest reaction records of the year. Most of your audience knows the words, and the beat gives it a whole new twist!

Speaking of new twists, DURAN DURAN's update of GRAND MASTER FLASH'S classic "WHITE LINES" gives the song a whole new flavor...it's something of a phenomenon...

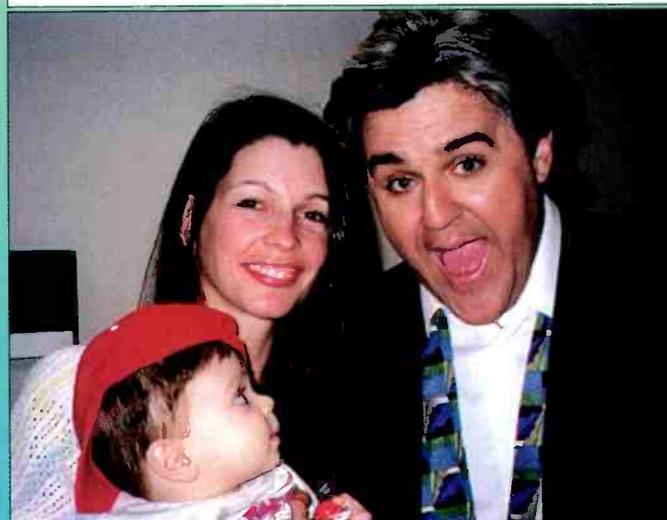
Check your mail this week for the debut single from RADIOACTIVE dance diva TRACI LORDS. This woman's career is getting large. Her appearance in January on the season premiere of "Melrose Place" helped net FOX the best ratings of any show aired that night. And "CONTROL" the name of her first single, is already bustin' up the dance charts. Go on girl!!

Watch out for THE BOSS. His arm load of Grammy's have put him squarely in the spot-light. And as his legions of fans will attest to, "MURDER INCORPORATED" is the track they've been waiting for...watch JERRY BLAIR troops at COLUMBIA make it happen!

Remember when Alternative was called "NEW WAVE?" Two names that helped define that term, and along the way laid the ground work for the current "wave" of alternative acts, are back. ADAM ANT, who has enjoyed success as an actor, is poised for renewed chart success with the release of "WONDERFUL" on CAPITOL. And THE HUMAN LEAGUE make their EASTWEST debut with "TELL ME WHY." As the demo. reach of Alternative-oriented music expands with the popularity of the format, the name recognition these artists have with 25-34's will be a major plus. Watch out for a solid buzz at Alternative and TOP 40.



COLUMBIA Records SOPHIE B. HAWKINS visits HITMAKERS...Pictured L-R are Barry Richards, Dana Kell, Bob Greenberg, SOPHIE B., Barry Fiedel, and Nick Testa.



LITTLE BLAIR VISITS "THE TONIGHT SHOW"...Pictured L-R are Joshua Blair (Jerry's Kid), Mom Deborah Castillero, and Jay Leno.



THE BEST SOUL FOOD IN AMERICA...Pictured L-R are Kenny Knight, Michael Steele, Bruce Reiner, Jackie Lucky, Tim Virgin, Momma Mae, Joel Denver, Charlie from Mae's, Rob Stone, Barry Richards, and Burt Baumgartner.

For EAGLES fans who can't get enough, look for DON HENLEY on C-SPAN this Thursday. DON will testify before the Senate Judiciary Committee in support of new digital performance rights legislation for sound recordings.

The on-going feud between PEARL JAM and TICKETMASTER may result with the band nixing summer tour plans with NEIL YOUNG. In fact, the band may not tour at all if it can't find sufficient venues that don't have exclusive contracts with TICKETMASTER.

Following in PEARL JAM'S footsteps, STONE TEMPLE PILOTS are trying to develop a ticket distribution system of it's own. If all goes as planned, tickets to S.T.P. shows would only carry a \$2 surcharge.

THIS JUST IN

Did SILVERADO Communications purchase a station in Modesto? Does BOB LEWIS fit in the picture? More next week!

KMEL/San Francisco will simulcast sister station KKBT - THE BEAT/Los Angeles's morning show. You read it here last week!

CONGRATULATIONS to NARAS for a stellar Grammy Awards show...one of the best we've seen in years. The choice of PAUL REISER as host was superb!

MTV
**ACTIVE
ROTATION**

Belly KING

First Week SoundScan 57*
19,873 Weekly Sales!
Over 250,000 Ordered!

New For Top40 This Week!

Alternative BDS Over 570 Spins Including:

KROQ Los Angeles 15 Plays
99X Atlanta 17 Plays
WFMX Boston 23 Plays
WENZ Cleveland 20 Plays
WAQZ Cincinnati 19 Plays
KXRK Salt Lake City 23 Plays
KLZR Kansas City 16 Plays
KNDD Seattle 22 Plays

WDRE New York City 12 Plays
KNNC Austin 25 Plays
WBRU Providence 26 Plays
WMMS Cleveland 29 Plays
KTCL Denver 27 Plays
WHYT Detroit 13 Plays
KPNT St. Louis 21 Plays
KBBT Portland 18 Plays



“NOW THEY’LL SLEEP” THE NEW SINGLE FROM THE NEW ALBUM, KING

Dave Matthews Band

*"Under The Table And Dreaming is my favorite record of the year . . . and is one of Compact Disc World's hottest selling CDs of '95."
—Dave Lang, President
Compact Disc World*

*"Unpeggable and totally addictive."
—Details*

"What Would You Say"

ALREADY #1 AAA

**MODERN ROCK MONITOR
AIRPOWER 28-24**

ALBUM ROCK MONITOR 35-31



BUZZ BIN



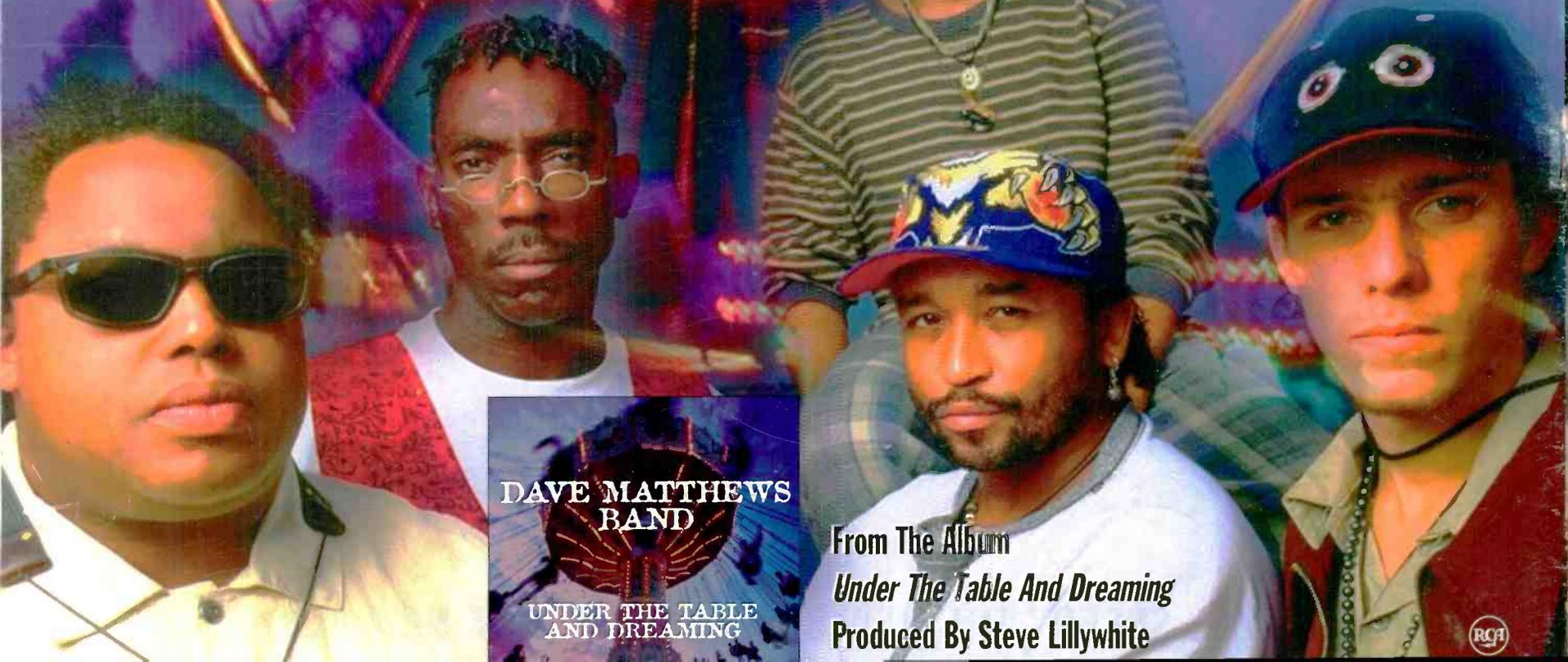
CUSTOM ROTATION

**NOW CROSSING OVER
INTO FORMAT #4**

B97, Z100, STAR94

Q99, KISF, Y107, WAPE

WZNY, POWER PIG, WPLY



**DAVE MATTHEWS
BAND**

**UNDER THE TABLE
AND DREAMING**

**From The Album
Under The Table And Dreaming
Produced By Steve Lillywhite**

