an exclusive interview with
CAT THOMAS
Program Director, WZYP/Huntsville
DEBUT ALBUM IN STORES APRIL 11

As the star of the world's number one television show, "Baywatch," David Hasselhoff is undeniably one of the most recognized entertainers in the world today. Over one billion people in over 140 countries tune in each week to watch him.

David Hasselhoff's talents are not limited to acting. As an accomplished singer, his five albums have all gone gold or platinum in Europe! His new album for America will introduce David to a brand new audience which has yet to experience his unique style and vocal abilities.

DAVID HASSELHOFF

Critique Records • 800 West Cummings Park #2100 • Woburn, MA 01801 • Manufactured and Distributed in the U.S. by BMG Music
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

4 P.M. “Lay Down Your Love” (ISLAND)
ADAM ANT “Wonderful” (CAPITOL)
ADINA HOWARD “Freak Like Me” (EASTWEST/EEG)
ANNIE LENNOX “No More I Love You’s” (ARISTA)
BLACKSTREET “Joy” (INTERSCOPE)
DAVE MATTHEWS BAND “What Would...” (RCA)
DAVE STEWART “Jealousy” (EASTWEST/EEG)
DES’REE “Feel So High” (550 MUSIC/EPIC)
DIANA KING “Shy Guy” (WORK GROUP)
GENERAL PUBLIC “Rainy Days” (EPIC)
MADONNA “Bedtime Story” (MAVERICK/SIRE/WB)
MONTELL JORDAN “This Is How...” (PMP/RAL/ISLAND)
NIKKI FRENCH “Total Eclipse Of The...” (CRITIQUE)
R.E.M. “Strange Currencies” (WARNER BROS.)
TECHNOTRONIC “Move It To The Rhythm” (EMI)
TLC “Red Light Special” (ARISTA)
TOM PETTY “It’s Good To Be King” (WB)

STREET SHEET

IV XAMPLE “I’d Rather Be Alone” (MCA)
BLACKSTREET “Joy” (INTERSCOPE)
BLESSID UNION OF SOULS “I Believe” (EMI RECORDS)
BLOOD HOUND GANG “Mama Say” (COL)
CHANTE’ MOORE “This Time” (SILAS/MCA)
DA BRAT “Give It 2 U” (WORK GROUP)
DANA DANE “Rollin’ Wit Dane” (MAVERICK)
DIONNE FARRIS “I Know” (UNDER DOG/COLUMBIA)
E-40 “One Love/Stick Wid It” (JIVE)
GENERAL PUBLIC “Rainy Days” (EPIC)
JON B. AND BABYFACE “Someone To Love” (WORK)
MADONNA “Bedtime Story” (MAVERICK/SIRE/WB)
METHOD MAN “All I Need” (DEF JAM/ISLAND)
NINE “Any Emece” (PROFILE)
SPANISH FLY “Daddy’s Home” (WB)
TOTAL “Can’t You See” (TOMMY BOY)
VANESSA WILLIAMS “The Way That...” (MERCURY)
VYBE “Take It To The Front” (ISLAND)

MIX SHOWS

2PAC “Dear Mama” (INTERSCOPE)
? ASYLUM “Look Away” (RCA)
BIG L “Put It On” (COLUMBIA)
BODY TO BODY “Shades Of Love” (VICIOUS MUZICK)
BUCKETHEADS “These Sounds...” (HENRY STREET)
C+C MUSIC FACTORY “I Found Love” (COLUMBIA)
CORONA “Baby Baby” (EASTWEST/EEG)
DIGABLE PLANETS “Dial 7” (PENDULLUM/EMI)
DR ALBAN “Let The Beat Go On” (LOGIC)
DR DRE "Keep Their Heads Ringing" (PRIORITY)
FRANKIE CUTLASS “Boriquas On Da Set” (RELATIVITY)
JUDY ALBANESE “That Ain’t Right” (MAXI)
JUDY CHEEKS “Respect” (EMI)
MASTA ACE “The L.N.C. Ride” (DELICIOUS VINYL/CAPITOL)
METHOD MAN “All I Need” (DEF JAM/ISLAND)
M-PEOPLE “Open Up Your Heart” (EPIC)
RUFFNEXX SOUND SYSTEM “Luv Bump” (QWEST/WB)
SKEELO “I Wish” (SUNSHINE/SCOTTI BROS.)
STAXX OF JOY “You” (COLUMBIA)
VIBE SESSIONS 3 “Mami” (VIBE)
JIMMY SOMMERVILLE “Heartbeat” (LONDON)

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• EAR TO THE GROUND page 44/46
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) - Registration Goes Up To $200 After April 15th - to:

HITMAKERS Magazine

22222 Sherman Way, Suite #205, Canoga Park, CA 91303
DATE:
May 4 • 5 • 6

THE PLACE:
Westin Hotel (312) 943-7200

ROOM RATE: $110

PRE-REGISTRATION: $150

PLEASE NOTE: REGISTRATION IS $200 (cash only at the door) AFTER APRIL 15, 1995!

REGIONAL SEMINARS RADIO '95
COLIN HODGSON NAMED WB EXEC. VP/CHIEF FINANCIAL OFFICER

Colin Hodgson has been named Warner Bros. Records Executive Vice President and Chief Financial Officer. The announcement was made by Danny Goldberg, Chairman and CEO of the company.

Hollywood Records Names John Fagot Sr. VP, Promotion

Bob Pfeifer, President of Hollywood Records, announced the appointment of promotion veteran John Fagot to the position of Sr. VP, Promotion for the label, effective immediately. Fagot will be based at Hollywood's Burbank headquarters.

Gary Gersh, Capitol Records President & CEO, has announced that Phil Costello has been named Sr. VP, Promotion for the label. Costello, who is promoted from the position of VP of Promotion, is based at Capitol's Hollywood Tower.

Ron Shapiro has been named Sr. VP/GM of Atlantic Records, it was announced by Atlantic Group President Val Azzoli. Mr. Shapiro, who joined Atlantic in 1993, has relocated to the label's New York headquarters from Los Angeles, where he was most recently Senior Vice President/West Coast General Manager. The Atlantic Group is a division of Warner Music U.S., a unit of Warner Music Group, a division of Time Warner Inc.

HOLLYWOOD RECORDS NAMES JOHN FAGOT SR. VP, PROMOTION

Fagot comes to Hollywood from Capitol Records, where he had served as Sr. VP of Promotion since 1987. Prior to his stint at Capitol, Fagot spent 12 years at Columbia Records, initially as a local promotion representative in Atlanta and rising to become the label's Sr. VP of Promotion. He began his music business career in Atlanta as a local promotion representative in Atlanta and rising to become the label's Sr. VP of Promotion.

In his new position, Costello will be responsible for all facets of Capitol's promotional efforts.

SHAPIRO NAMED ATLANTIC SENIOR VP/GENERAL MANAGER

Costello, who has been with Capitol since 1992, is promoted from the position of VP of Promotion. In his new position, Costello will be in charge of all label priorities, budgets, and releases; be responsible for tip sheet and trade advertising; direct the promotion efforts, as well as overview Blue Note projects. He will develop and maintain all company departments and liaise with all other company departments to help position and impact artists and releases in the marketplace.
The new single **SHY GUY**
from Diana King's debut album,
"Tougher than Love"

OVER 1400 SPINS!
KPWR 92Q
Z90  WZJM
WHHH FM102
B96  KKSS
WPGC WAPE
WXKS QKQK
KMEL WGTZ
WJMN KKRZ
KGGI WKSS
KKFR KLUC

IN STORES NOW!

"A total smash! It went from my office to the studio. Once you hear it on the air, you will be a believer." - JANITOR, KTFM

A DON SIMPSON AND JERRY BRUCKHEIMER PRODUCTION
BAD BOYS
MUSIC FROM THE MOTION PICTURE
The Will Smith/Martin Lawrence blockbuster busts out Friday, April 7 on 2,000 screens across America.
You can also catch Shy Guy on the Bad Boys Soundtrack which includes:
Warren G
69 Boyz featuring K-Nock
2 Pac
Jon B featuring Babyface
Keith Martin
Da Brat featuring The Notorious B.I.G.
Xscape
Ini Kamoze
MN8

Produced by Andy Marvel
Management: David Sonenberg for DAS Communications LTD.
Dave Stewart

jealousy

The premiere single and video from *greetings from the gutter*
the solo debut from The Eurythmics' musical mastermind.
Produced by Dave Stewart

**New adds include:**

**KKLQ** **WZJM** **WKXJ**

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"A terrific song."

Cat Thomas/WZYP

"Great midday mid-tempo record."

Dave Eubanks/WZJM

1

CUSTOM
HAIL THE SPRING BOOK

All over America, in cities large and small, billboards are going up, radio station mailers and gimmicks are being delivered, and Billy Joe's River Of Dreams goes into "A" rotation. Is it election time? Is the circus coming to town? Ahhh, it's the Spring Book!

The Spring Arbitron book is the flag universally saluted by all radio broadcasters. To begin with, even in tiny markets with one book a year or just books as ordered, the Spring ratings are taken. Years back, to try and curb or at least flag this ratings hysteria, the ratings council threatened to put stations below the line, send punitive letters and so forth, to stations practicing unusually heavy promotion activity during the measuring period. This has dwindled down to little more than "tickle me.

Now, it's true that radio has to live for up to a year off the victory or defeat — yielded from Spring combat. On the other hand, there's a very real question whether all this explosion of promotion is the only way to go. The whole thing is very much like staying up all night studying for a urine test.

During WABC's heyday as a Top40 station, PD Rick Sklar resisted doing big prize/big money contests and promotions. It was his keen observation that once stations got into such an arena, contests would become an ever-increasingly expensive bidding war between stations — a pissing contestupwind in which all you win is wind. When, under subsequent PD's, WABC got into the big money giveaways, Sklar's forecast came true and everyone in the market suffered.

We as a business have very little respect for the audience we target. If we really believe that there's nothing unusual or uncomfortable about a radio station marching around in parade dress for three months out of the year, you're nuts. It's like being waited on by someone whose supervision, having just chewed their ass, watches the transaction. The service may be impeccable but the air is one of tension.

Certainly many will argue that since Arbitron doesn't measure what people listen to, but rather what they recall, then we need to pull all our props out during the book; visual awareness for come and recall, lots of contesting for time spent listening. On the other hand, I maintain that there's even more reward in being the listeners' favorite station, capturing diary entries through loyalty and long-term top of mind awareness.

We all know of many instances when a station changes call letters and yet gets diary entries for years with the old call letters. In New York, for instance, there are still entries for WNSR showing up on diaries years after the station became WMXV.

As we embark on another Spring Book, I think we should caution ourselves against being too rigid and nervous. I don't think that it's only during the Spring Book that we need to wash the station van every day. I think we need to nurture loyalty from our listeners so they will be with us all year long. I'll spare you all the moral crap about really delivering, the rest of the year, the audience you promise your advertisers based upon the Spring Book results. Instead, realize the value of a dedicated listener. A gala fireworks display certainly gets people to look up in the sky and watch — but few people are stupid enough to go out and stare in the sky every night thereafter waiting for more fireworks. An ocean or river, with its flow and consistency, remains a consistent attraction around which entire communities are built. I don't know about you, but that's the kind of audience I want.

Tom Shovan welcomes your comments. Call him at (212) 581-3965 or Fax (212) 459-9343.

MY VIEW

OVERNIGHT SENSATIONS

In the past few weeks, as I've gotten settled into this job, I've had the pleasure of speaking with a lot of very talented programmers about a wide variety of topics...ranging from the baseball strike and the Great California Floods (a nice welcome from me to Mother Nature), to a multitude of contemporary programming issues. These dialogues have been stimulating in their own right, and given me some scintillating food for thought. Most of the conversations, about a certain PD's recent difficulties with his overnight person, got my synapses working over-time.

The PD in this case is someone I speak with regularly and he's usually a lucid conversationalist. This particular day though, he sounded extremely fatigued. "Sorry if I'm not my usual self," he said, "It's just that my overnight guy partied too much on Sunday, and at the 11th hour, called me and said he wasn't able to work. None of my part-time people were available, so I came in and pulled an all-nighter."

He proceeded to tell me how this wasn't a one-time occurrence. "Frankly," he said, "I just don't need this." He said he was seriously considering installing a hard-drive automation system that would eliminate his need for an overnight jock. "The thing is reliable, and I'll save some payroll dollars...which will make my GM happy," he told me.

I offered my empathy, and was frankly, a little relieved. This scenario had happened to me when I programmed, and in some strange way, it was reassuring to know that it didn't necessarily represent a failure on my part. But what, if anything then, did this represent? Was the unreliability of my colleague's overnight guy merely an inevitable, if inconvenient, manifestation of human flaws: namely, some peoples inability to regulate and prioritize behaviors and responsibilities? Or was it something more? And what about the idea of automated overnights? Yep, the old gray matter was really working!

For many PD's, there's exists a love/hate relationship with the overnight shift, and the person who fills it. It's often viewed as a necessary evil, a simple means to an end...keeping the station on the air, making sure the lights stay on. At the same time, on a personal level, overnights can flag a promising fast-rising-talent. And talent, at the same time, is sometimes oversights is sometimes the carrot a PD can use to motivate a promising part-timer. In the same sentence, it can be thought of as both a disposable air shift, and a valuable proving ground for talent development. Of these assessments, in my view, the short-sighted pragmatism of the former is more than outweighed by the long-standing prudence of the latter.

My first full-time radio job was doing over-nights at KRQK in Lompoc California. Two very successful PD's, Chris Cue at WXKB/Ft. Myers and Michael Newman at KDON, were just beginning their careers there too. Michael was MD and did nights, and he and I lived together. Because of this, Michael witnessed, and experienced, firsthand, the unique stresses associated with doing overnight. Besides playing havoc with your body clock, the hours all but eliminate a social life. You may go through long periods when you never see daylight. And noisy neighbors, combined with the ill-timed ingestion of caffeine, can contribute to paranoia and psychotic angst. (Ask Michael how a pool cue became a weapon of mass destruction to our living room drywall)

Despite all of this, and the other down-sides to nocturnal broadcast employment, I cherished the opportunity to improve my overnight skills. And because I had the chance to be on the air as a full-timer, I grew more as an air talent in 6-weeks, than I had in 6-months as a part-timer. Eventually, my dedication was rewarded with a promotion to a 'prime time' shift.

As a programmer, I tried to give my overnight people the same opportunity. I knew from experience, the vital link that overnights can play in transforming a part-time jock into a prime time star. Merely because the shift is inconsequential from a ratings perspective, it was not inconsequential from a talent development point of view. And so, every night over-nights person could be the ideal person to handle a lot of nagging but necessary chores. Also, in the event one of your prime-time players is ill, your overnighter can be your "go to" guy...the radio equivalent of basketball's "6th man," ready to contribute quality minutes off the bench.

Automation can do none of those things, but it is reliable. And that's the other side to this. Beyond skill, talent or desire, reliability may be the single most important quality in a radio professional. It's important in all facets of programming and operations, and uniquely so when it comes to overnights. Reliable over-nighters can build loyal followings of night owls, ingratiate themselves to their PD, and are some of the most stably employed people in the business.

I hope my friend decides not to automate his overnights. To me, a better solution is to find someone he knows he can count on, someone with heart, determination, and an eye on her/his career, willing to sacrifice the inconvenience of the present for the possibilities of the future.

If I'm ever in your neck of the woods, and you're faced with a last-minute overnight staffing problem, give me a call. All I ask is some strong black coffee and a nice hotel room. On second thought, you better make it decent and a cheap motel room. I'm kind of tough on dry wall.

April 7, 1995
1. BRYAN ADAMS "Have You..." (A&M)
2. TOM PETTY "It's Good To Be King" (WARNER BROS.)
3. ADAM ANT "Wonderful" (CAPITOL)
4. DAVE STEWART "Jealousy" (EASTWEST/EEG)
5. GENERAL PUBLIC "Rainy Days" (EPIC)
6. ELASTICA "Connection" (GEFFEN)
7. 4 P.M. "Lay Down Your Love" (ISLAND)
8. BRUCE SPRINGSTEEN "Secret Garden" (COLUMBIA)
9. COLLECTIVE SOUL "December" (ATLANTIC)
10. NIKKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)
11. TECHNOTRONIC "Move It To The Rhythm" (EMI RECORDS)
12. WATERLILIES "Never Get Enough" (SIRE)
13. ADINA HOWARD "Freak Like Me" (EASTWEST/EEG)
14. BETTER THAN EZRA "Good" (ELEKTRA)
15. DAVE MATTHEWS BAND "What Would You Say" (RCA)
16. R.E.M. "Strange Currencies" (WARNER BROS.)
17. BOXING GHANDIS "If You Love Me Why Am I..." (ATLANTIC)
18. DIANA KING "Shy Guy" (WORK GROUP)
19. HOOTIE & THE BLOWFISH "Hey Hey What Can..." (ATLANTIC)
20. HOOTIE & THE BLOWFISH "Let Her Cry" (ATLANTIC)
21. JAYHAWKS "Blue" (AMERICAN)
22. JON B. AND BABYFACE "Someone To Love" (YAB/YUM/550)
23. LETTERS TO CLEO "Here & Now" (GIANT)
24. MONTELL JORDAN "This Is How We Do It" (PMP/RAL/ISLAND)
25. 2 PAC "Dear Mama" (INTERSCOPE)
COLUMBIA RECORDS

Presents the HITMAKERS

Programmer of the week!

Columbia Crusades

BRUCE SPRINGSTEEN

"Secret Garden"

KENNY KNIGHT, MD, WKEQ, St. Louis
"Best cut off the new CD. Right up our alley."

JOHN O'DEA, PD, WNNK, Harrisburg
"A wonderful record – should be Top 10 or better!"

CURT KRUSE, MD, WVKS, Toledo
"Great new song from Bruce."

SHAWN CAREY, PD, WHTO, Williamsport
"Just as smooth as Streets Of Philadelphia."

BILL MITCHELL, PD, U93, South Bend
"A great song. Will be huge."

RAY KALUSA, MD, Q106, San Diego
"Has that same haunting feeling as Streets Of Philadelphia."

JEFF BUCKLEY

"Last Goodbye"

SCOTT WRIGHT, PD, 897, New Orleans
"Jeff Buckley breaks new ground with his creative vision. This is a very emotional and unique song that will get you."

PHIL MANNING, PD, WENZ, Cleveland
"This song has the greatest bass line in Modern Rock radio. Your passive audience will be very appreciative because they will come out of the woodwork for this one."

MARCO COLLINS, MD, KNDO/Seattle
"Once in a while an artist shies through radio just as much as the song. Jeff Buckley and "Last Goodbye" are the perfect combo. Awesome record."

DAVE EUBANKS, MD, WZJM, Cleveland
"Don't wait for this. Go and get it."

Nominees for Issue 884

1. BOB HAMILTON (PD, WILD107/San Francisco)
2. RUSS ALLEN (PD, WERQ/Baltimore)
3. SCOTT WHEELER (PD, WHHH/Indianapolis)

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

CONGRATULATIONS

From Your Friends at COLUMBIA RECORDS and HITMAKERS Magazine!

Jay Beau Jones
PD, JAY BEAU JONES, WKSS/Hartford
NEAL SHARPE, PD, JET-FM, Erie
ELASTICA Connection (GEFFEN) - I think this thing has a great grungy, hooky style that's really infectious.

BETTER THAN EZRA Good (ELEKTRA) - It is good! Check it out!!

DAVE STEWART Jealouzy (EASTWEST/EEG) - It's so poppy and cool on the air. He's not 'jealous' of Annie Lennox on this one.

MIKE DANGER, MD, KCCL, St. Cloud
ADAM ANT Wonderful (CAPITOL) - Definite female appeal.

DAVE STEWART Jealouzy (EASTWEST/EEG) - Real nice groove.

ELASTICA Connection (GEFFEN) - Two minutes long. Short and sweet. Hits hard.

MARK RADWAY, MD, KDUK, Eugene
BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - A really tasteful piece of music. I love the flavor.

ASWAD You're No Good (ATLANTIC) - A really cool cover of the old Linda Ronstadt smash!

MARK MURPHY, PD/MD, KGOT, Anchorage
R.E.M. Strange Curtencies (WARNER BROS.) - Has the same feel as Everybody Hurts. A good record.

DAVE MATTHEWS BAND What Would You Say (RCA) - This one's growing on me a lot.

ROXY LENNOX, APD, KGOT, Anchorage
STEVIE B. Funky Melody (EMPORIA/THUMP) - It is smooth!

GENERAL PUBLIC Rainy Days (EPIC) - Perfect for us. Great spring record.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Great with the females.

PETE DROGE Northern Bound Train (AMERICAN) - Love it. Will they go for this, Top40?

PAUL WALKER, PD, OK95, Tri-Cities
ADAM ANT Wonderful (CAPITOL) - It could be a sleeper. Took me a few listens, but it's real good.

WATERLILLIES Never Get Enough (SIRE) - One of the hookiest records I've heard in months.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Different texture than you're used to. Will be embraced by the listener.

JAMES BAKER, MD, KZIO, Duluth
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Uptempo female smash!

TEARS FOR FEARS God's Mistake (MERCURY) - The hook will reel you in. Bonafide smash!

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Different texture than you're used to. Will be embraced by the listener.

ROXY LENNOX, APD, KGOT, Anchorage
ADAM ANT Wonderful (CAPITOL) - Definite female appeal.

JUSTIN CASE, MD, KZIO, Duluth
R.E.M. Strange Curtencies (WARNER BROS.) - Has the same feel as Everybody Hurts. A good record.

JAYHAWKS Blue (AMERICAN) - Gonna be a great Mainstream song.

MICK FULGEM, MD, KISS, Tyler
PRETENDERS Every Day Like Sunday (ARISTA) - Good. Very strong remake of the Smiths tune.

JAYHAWKS Blue (AMERICAN) - I really like this a lot.

DAVE MATTHEWS BAND What Would You Say (RCA) - Good song. Fits us well.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Should do well and be a sleeper.

MIKE DANGER, MD, KCCL, St. Cloud
ADAM ANT Wonderful (CAPITOL) - It's so poppy and cool on the air. He's not 'jealous' of Annie Lennox on this one.

COLT WEST, PD, KNIN, Waterloo

R. CHARLES SNYDER, PD/MD, KTMT, Medford
COLLECTIVE SOUL December (ATLANTIC) - This is a lot more radio-friendly than Gel!

GREAT WHITE I'll Be Around (CHRYSLIS/EMI RECORDS) - Great record. My favorite right now.

DIGABLE PLANETS Dig It (EMI RECORDS) - Very hip. Should do well.

JUSTIN CASE, MD, KZIO, Duluth
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Uptempo female smash!

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Different texture than you're used to. Will be embraced by the listener.

PETE DROGE Northern Bound Train (AMERICAN) - Love it. Will they go for this, Top40?

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Perfect for us. Great spring record.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Great with the females.

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Different texture than you're used to. Will be embraced by the listener.

RAPPIN' 4-TAY I'll Be Around (CHRYSLIS/EMI RECORDS) - Cool record. My favorite right now.

DIAMOND STATION I'll Be Around (CHRYSLIS/EMI RECORDS) - Great record. My favorite right now.

JAMES BAKER, MD, KZIO, Duluth
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Uptempo female smash!

TEARS FOR FEARS God's Mistake (MERCURY) - The hook will reel you in. Bonafide smash!

BRYAN ADAMS Have You Ever Really Loved A Woman (A&M) - Different texture than you're used to. Will be embraced by the listener.

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**Montell Jordan**

"This Is How We Do It"

**Billboard Hot 100 #6**

BDS Top 40 Rhythm Crossover #3

R&R Rhythmic Chart #3 - #2

**Billboard Top Singles #1**

**Spinning at:**

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**New adds:**

WQGN WRHT WZJM WZPL KZII KQKS KKFR KQMQ

#1 in 33 SoundScan markets

**New Adds:**

WQGN WRHT WZJM WZPL KZII KQKS KKFR KQMQ

"Lay Down Your Love"

The follow-up to the gold top 5 Smash "Sukiyaki"

From Their Smash Debut Album "Now's the Time"
**Top 40 Disc-covery Club**

**JOE FRIDAY, PD, WAEB, Allentown**

**ADAM ANT** *Wonderful* (CAPITOL) - First The Human League now Adam Ant. What a great year for comebacks! Besides my PD, Brian Check has a picture of Adam on his desk and I'm not la la la la la lying!

**LETTERS TO CLEO** *Here & Now* (GIAN - Every in-dem demo in the female world watches Melrose. What more could you want?

**ADINA HOWARD** *Freak Like Me* (EASTWEST/EEG) - I've loved this record since *Melrose*. What more could you want?

**ADINA HOWARD** *Freak Like Me* (EASTWEST/EEG) - I've loved this record since watching *Melrose*. What more could you want?

**DAWN OCEAN, MD, WHTQ, Scranton**

**TOM PETTY** *It's Good To Be King* (WARNER BROS.) - Cool, funky record. Love this.


**SHAW BLADES** *It Always Be With You* (WARNER BROS.) - I like this. Good song.

**BEAU LANDRY, PD, WBIZ, Eau Claire**

**JOHN HARRISON, PD, WAZY, Lafayette**

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - Testing and callout very young and old.

**DAVE STEWART** *Jealousy* (EASTWEST/EEG) - One of the best records of the year! The production is great!

**SCOTT LAUGHLIN, MD, WBNQ, Bloomington**

**THE CAUFIELDS** *Devil's Diary* (A&M) - I like this. Interesting record.

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - An absolute smash! A #1 record!!!

**JOHN RILEY, PD, WCIL, Carbondale**

**FREDDIE JOHNSTON** *Evie's Tears* (ELEKTRA) - Give this a listen. A really excellent record!

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - A refreshing kind of Spanish acoustic sound. Very different than anything he's done before, yet definitely a Bryan Adams song.

**BETTER THAN EZRA** *Good* (ELEKTRA) - Cool, funky record. Love this.

**TOM PETTY** *It's Good To Be King* (WARNER BROS.) - I like this a lot. Good tune.

**HENRY GORDON, MD, WBBF, Buffalo**

**D.A. STEWART** *Jealousy* (EASTWEST/EEG) - Hot, good record. Will do well.

**ADAM ANT** *Wonderful* (CAPITOL) - Sounds great on the radio.

**LINDA RONSTADT** *The Blue Train* (ELEKTRA) - Finally a song from her that adults will love it!

**DAVE STEWART** *Jealousy* (EASTWEST/EEG) - Cool, funky record. Love this.

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - As smooth as a margarita on a summer day.

**TOM PETTY** *It's Good To Be King* (WARNER BROS.) - Cool follow-up to *Hold My Hand*.

**MARK JACKSON, MD, WHYT, Detroit**

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - A good Bryan Adams record. Look what happened the last time he did a song for a movie!

**LIZ JORDAN, MD, WERZ, Exeter**

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - Familiar sound, but it's not the same old power ballad. Definitely hitbound.

**ADAM ANT** *Wonderful* (CAPITOL) - Sounds great on the radio.

**JIM REITZ, PD, WFKY-FM, New Bedford**

**BRYAN ADAMS** *Have You Ever Really Loved A Woman* (A&M) - A refreshing kind of Spanish acoustic sound. Very different than anything he's done before, yet definitely a Bryan Adams song.

**LOUIS KAPLAN, PD, WGTZ, Dayton**

**INGRID WOOD, PD, WBOB, Westfield**

**HOOYTE & THE BLOWFISH** *Let Her Cry* (ATLANTIC) - Looks like a good follow-up to *Hold My Hand*.

**Nikki French** *Total Eclipse Of The Heart* (CRITIQUE) - Great reaction in clubs.

**JILL MEYER, MD, WDJX, Louisville**

**ADAM ANT** *Wonderful* (CAPITOL) - I love this record and you should too...Play it!

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RAPPIN' 4-TAY

I'll Be Around

FEATURING THE SPINNERS

**SINGLE SALES**
- **SAN FRANCISCO**: 6-3
- **LA.**: 15-13
- **SEATTLE**: 11-11
- **DENVER**: 25-15
- **SACRAMENTO**: 29-14
- **INDIANAPOLIS**: 25-16
- **SAN DIEGO**: 24-19
- **SALT LAKE CITY**: 38-19
- **LAS VEGAS**: 21-14
- **PHOENIX**: 29-14
- **CLEVELAND**: 82-35
- **JACKSONVILLE**: 33-25
- **FRESNO**: 30-20
- **TUCSON**: 25-17

**SPINNING AT:**
- **KUBE**: 42x
- **KZHT**: 38x
- **WJMH**: 25x
- **WHHH**: 30x
- **WWXK**: 45x
- **KJYK**: 41x
- **KCAQ**: 12x
- **WJJS**: 17x
- **KPRR**: 39x
- **WILD107**: 43x
- **HOT97.7**: 76x
- **KDON**: 14x
- **KMEL**: 16x
- **KLUC**: 15x
- **KCAQ**: 10x
- **KSL4**: 16x
- **KZZU**: 19x
- **WHJX**: 30x
- **WQVW**: 15x
- **WFLY**: 18x
- **KZFM**: 18x

**NEW ADDS:**
- **KKSS**: 12x
- **WZJM**: 17x
- **WJMH**: 39x
- **WZOQ**: 43x
- **KKFR**: 76x

**EMI Records**
**Chrysalis**
**SERVING THE MUSIC**

FROM THE ALBUM DON'T FIGHT THE FEELIN'

MANAGEMENT: FRANKY J. HUDSON / RAG TOP ENTERTAINMENT
Tom Petty “It’s Good To Be King”

ONE OF THE MOST ADDED

Early airplay includes:

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R.E.M. "STRANGE CURRENCIES"

FROM THE ALBUM MONSTER
PRODUCED BY SCOTT LITT AND R.E.M.

©1995 R.E.M./ATLANTIC, LTD.
In one of the largest joint venture deals in music history, LaFace Records Co-Presidents and Grammy Award winners Antonio "L.A." Reid (right) and Kenneth "Babyface" Edmonds (left) have renewed their agreement with Clive Davis (center) and Arista Records at an estimated value of $100 million.


The architect of Rock 'N' Roll, Little Richard went interactive and designed the stage with his blueprints of music at the Sunset Strip - House Of Blues. Pictured (l-r): Marc Schiller; Little Richard; C. Taylor Kew; and Mark Princi.

Peter Morton, Chairman of Las Vegas' hottest new hotel the Hard Rock Hotel & Casino hosted a grand opening weekend with lots of gambling and plenty of Rock & Roll. Pictured (l-r): Glen Frey, Joe Walsh, Peter Morton, Don Henley, Timothy B. Schmidt, and Dan Felder.


Getting together at the Columbia Records launch party for the company's first CD-ROM title, Bob Dylan: Highway 61 Interactive are from left: Fred Ehrlich, Sr. VP/GM of New Technology and Business Development, Sony Music; Angela Aber, Exec. VP, Graphix Zone; Al Kooper, musician; Chuck Cortright, President, Graphix Zone; and Roger McGuinn, musician.
VAN HALEN
"Can't Stop Loving You"

Monitor Mainstream Chart 25*-18*
More Than 1600 Top40 BDS Detections • More Than 13 Million Top40 Listeners

Album Double Platinum • SoundScan Album Sales #16
Still Selling Nearly 75,000 pieces a week

LATE CLOSEOUT ADDS INCLUDE: WEDJ, KRQQ, KC101
SPINS: WZJM 48x, B94 29x, Z100 29x, WZPL 31x, PRO-FM 38x, B97 25x, WKBQ 28x, Q99 53x, WNCI 15x, WXKS 10x

Spanish Fly '95
"Daddy's Home"

Top40 Rhythm Crossover Monitor 28*
More Than 550 Top40 BDS Detections This Week
Top 10 Callout & Top 5 Requests
HOT97.7-60x, KYLD-20x, B95-38x, KLRZ-44x, KKXX-36x, KTFM-48x, KGGI-15x, KUBE-37x, KLUC-32x, WHHH-12x, KPRR-29x, FM102-10x, Z90-14x

Watch For Their Hot New Video Coming Soon!
Single In-Store April 11th

DANA DANE "Rollin Wit Dane"

Monitor Rap Singles Chart 22*-13* • New Adds: WHHH, KZFM
Early Airplay At: KZHT 31x, 92Q 13x, HOT97.7 10x, Z90 14x, WHHH 14x, WJJS 20x, B95 13x, KDON 12x, KKSS 10x, KCAQ 10x, KLUC 24x, KPRR 8x
NOW THAT YOU'RE PROGRAMMING IN THE SOUTH AND DOING VERY WELL, WHY DON'T YOU SORT OF BACK UP A LITTLE BIT AND GIVE US A BRIEF OVERVIEW OF HOW YOU GOT STARTED AND WHERE YOU'VE BEEN AND HOW YOU ENDED UP IN HUNTSVILLE.

My first radio station was at WCOG in Greensboro, NC, which was the first radio station that Rick Dees worked at actually and I went from doing nights there to doing nights at WDCG (Q105) in Raleigh, NC. I moved then to do evenings at WXLK (K92), a great radio station in Roanoke, VA and eventually became the APD and MD. From there I moved to evenings at WDCG and eventually PD at WPHR (POWER108) in Cleveland, which in its time was a fantastic radio station. I had a terrific time programming that radio station. From there I spent a brief time in Virginia Beach, VA and then programming here at WZYP in Huntsville.

WHEN WE'RE TALKING ABOUT YOU AND YOUR RADIO STATION, ONE OF THE WORDS I HEAR YOU USE A LOT IS "WE." YOU OBVIOUSLY HAVE SOME SORT OF CONCEPT OF A TEAM APPROACH AND NOT JUST YOU BEING THE LORD AND MASTER OVER THE PROGRAMMING OF THE RADIO STATION.

It's a team and it starts at the top with the General Manager, Bill Dunnavant, and then all the way to; to the air staff, and to the promotions department. You have to have team involvement in order for a hyper promotion-oriented radio station, such as we are, to be able to work. You've got to have everybody pitching in. It can't just be me. It has to be us.

NOW YOU TALKED ABOUT BEING A HYPER PROMOTION-AL-ORIENTED RADIO STATION, A LOT OF TOP RADIO STATIONS TEND TO HAVE SOME OF A MANIC PERSONALITY. THERE'S SO MUCH GOING ON. IT'S SO KINETIC. IT'S SO FRENZIED ALL THE TIME. AND IN TALKING TO YOU, YOU'VE ALWAYS SEEMED TO BE PRETTY CALM, COLLECTED, ALMOST TYPICAL OF THE SOUTHERN STEREOTYPE OF A GUY WHO'S KIND OF GOT IT TOGETHER AND ISN'T GETTING TOO FRAZZLED ARE THERE DAYS WHEN YOU'RE RUNNING AROUND BEING A MANIAC, A SIDE OF CAT THOMAS THAT MOST PEOPLE DON'T SEE?

Oh yeah. There are days where hey, I can be a hothead just like anybody. I do think the most effective way to deal with crisis situations, or when you're in a situation where things might be getting frantic, is to be calm and to be relaxed. Nobody wants to look at you, as their leader, as someone who's going to freak out when the chips are down or when the going gets tough. Again, there are days that I'm just like anybody, where I'll blow my top. I want to be the kind of leader that people look at in a crisis situation and they say, "you know, he has himself under control so we don't have anything to worry about."

SO WHAT DO YOU DO TO BLOW OFF STEAM AFTER THOSE CRISIS SITUATIONS? IT'S REAL EASY TO BUILD UP A LOT OF NEGATIVE ENERGY SOMETIMES, WHAT DO YOU DO TO GET RID OF THAT, SO THAT THE NEXT DAY WHEN YOU'RE IN FRONT OF YOUR

A

STAFF YOU'RE CALM, COOL AND COLLECTED AGAIN?

I try to deal with crisis immediately and get it out in the open as soon as I feel it. I feel it, because if you internalize things and keep them in there and don't express how you feel, it's only going to hurt you in the long run. I try to make sure that if there's something that bothers me, I get it out in the open immediately. I don't look at conflict as conflict per se, I look at it as conflict resolution. I don't look at conflict as a bad thing.

SO YOU DON'T THINK IN TERMS OF THE PROBLEM, BUT AT THE SOLUTION TO WHATSOEVER THE SITUATION IS?

Exactly. That's what you want to try to find. Instead of creating problems, blaming other people, I would rather directly confront a problem instead of either skirting around it, ignoring it, blowing it off somewhere else. I like to be...I wouldn't necessarily call myself again a confrontational person, but I do like to meet challenges head on and get them taken care of as soon as I can.

WITH THAT IN MIND, AND WITH YOU ALREADY EXPRESSING YOUR RELATIONSHIP WITH BILL DUNNAVANT, YOUR GENERAL MANAGER, WHEN THERE'S A PROBLEM IS HIS DOOR OPEN? CAN YOU GO IN AND TALK TO HIM AND BLOW OFF SOME STEAM AND WORK THE PROBLEMS OUT?

Of course. He and I have a terrific relationship. He and I have yelled at each other, we've gotten mad at each other. But we've also had a million more fantastic conversations than we've ever had bad ones. Bill has a very volatile personality just like I do. He's very passionate about the business just like me, so sometimes we will have a difference of opinion on how to get things done. But he knows that I have the best interests of the radio station at heart, and I know that he's a broadcaster and I respect that.

ONE OF THE CHALLENGES THAT YOU HAVE AS A PROGRAMMER IS ALSO THE FACT THAT YOU DO MORNINGS, HOW DO YOU MANAGE TO HANDLE ALL THE PROBLEMS THAT A CONTEMPORARY PROGRAMMER HAS TO HANDLE AND ALSO DO A GOOD MORNING SHOW?

One word: delegation. I have terrific people who are backing me up. First of all, you have to have a good morning show producer if you're going to do mornings and be the program director, and John Patrick is mine. He does a good job of lining up things for us on the air. I don't have
Andre 'A.J.' Correale has been appointed Associate Director, Business Affairs for SONY Music International.

Lionel Ridenour has been named Senior National Director, Black Music Promotion for ARISTA Records.

Joanne Griti has been appointed Manager, Communications for SONY Music Entertainment.

Letia Bramble has been named Associate Director, Product Management for ARISTA Records.

Jim Ed Norman has renewed his contract as President of WARNER/REPRISE Nashville.

Karen Lee has been named Vice President of Media Relations for Black Music at WARNER BROS. Records.

Sarah McLachlan recently played to a sold-out crowd at New York City's Radio City Music Hall. Pictured (l-r): Richard Sanders, VP, Artist Dev., Arista; Rick Bisceglia, Sr. VP, Arista; Terry McBride, Manager and Pres., Network Records; Roy Lott, Exec. VP/GM, Arista; Tom Ennis, VP, Product Dev., Arista; Sarah McLachlan; Len Epand, VP, Video Production, Arista; Clive Davis, President, Arista; Richard Sweret, VP, A&R, Arista; Jim Urie, Sr. VP, Sales, Arista; and Dick Wingate, Sr. VP, Mktg., Arista.

Al Cafaro, President and CEO of A&M, has announced that Amy Grant's current release, HOUSE OF LOVE, is RIAA-certified double platinum. Pictured (l-r): Charley Londino, Local Promotion Mgr., New York, Cafaro; Celia Hirschman, Exec. Dir., Mktg.; Chuck Bliziotis, VP, East Coast Operations; Grant Craig Burton, East Coast Regional Mktg. Dir.; Emily Wittman, VP, Video Promotion; and Richie Gallo, Sr. VP, Sales and Distribution.

April 7, 1995

Elektra/EEG recording artist Freedy Johnston (right) recently guest hosted Z100's Love Phones and visited with hosts Dr. Judy (center) and Chris Jagger (left).
him do everything because I am the main focus of the morning show. So it has to be my personality out there and not just a bunch of things that people are handing me. I do a good amount of writing, but when it comes to the back-up work and the leg work behind the scenes, he does a lot of that. And my assistant, as far as the programming department is concerned, is Nikki Nite. She takes care of a lot of the behind the scenes and leg work in the programming department too. So I oversee the programming department and the morning show, and I also let them handle a lot of what goes on so it does free up time for me to even just think.

WE'VE TALKED ABOUT YOUR MORNING SHOW AND THE CHALLENGES YOU FACE AS PROGRAM DIRECTOR. LET'S TALK ABOUT THE OTHER PEOPLE AROUND YOU AND HOW YOUR STAFF COMES TOGETHER.

On the morning show with me is a guy named Biscuit. His real name is Patrick Kane and he's gone by John Biscuit (he's actually a skinny guy, a good writer, a quick-witted person, a music lover and oriented person, a music lover and a very talented on-air personality. Our overnight guy is Robert "Rock & Roll" Johnson. He's a market veteran, with a good sense of humor and great to be around. He's a friend of the listeners that listen to the radio station overnight.

DO YOU LET HIM OPEN UP AT ALL?

Oh yes, we do. Definitely. I enjoy being able to banter back and forth with him. It just adds another dimension to the morning show.

SO YOU'VE GOT A LOT OF DIFFERENT ELEMENTS WORKING FOR YOU ON THE MORNING SHOW, THEN YOU TRANSITION TO MIDDAYS.

Middays is Nikki Nite, who is just a very talented on-air personality. She's popular, and behind the scenes she's the Music Director and Assistant Program Director, and a very detail-oriented person, a music lover and very dedicated. I'm really lucky to have her with me.

AND THEN OF COURSE WE GO TO THAT EVER-IMPORTANT AFTERNOON SHIFT.

Steve Wayne. He's fun and friendly and a very smart guy. Definitely major market afternoon drive material.

HOW LONG HAS HE BEEN WITH THE STATION?

He's been here just over a year now.

SO JUST A SHORT TIME AFTER YOU GOT THERE YOU BROUGHT HIM ON BOARD?

Yes.

WHAT ABOUT YOUR NIGHT SHOW?

Wally B. was a friend of mine from Cleveland. He worked parttime at my radio station in Cleveland and he gets listeners involved in the show. He's unafraid to break the usual nighttime radio mold, and he's the kind of disc jockey who cares, because he really cares about listeners and he works the clubs and knows the music. A very well-rounded air personality. Our overnight guy is Robert "Rock & Roll" Johnson. He's a market veteran, with a good sense of humor and great to be around. He's a friend of the listeners that listen to the radio station overnight.

THAT'S AN INTERESTING PERSPECTIVE ON OVERNIGHTS TOO BECAUSE MAYBE MORE THAN ANY OTHER SHIFT, THAT PERSON REALLY HAS A CHANCE TO MAKE PEOPLE FRIENDS OF THE RADIO STATION.

Overnights to me is a lot like middays, because you do have a captive working audience overnight which a lot of people may not realize. There are a lot of people out there listening overnight and I think overnight is a good training ground with Jim Richards with Vallie Consulting and we haven't lost a step. In fact, we gained in some areas and Jim Richards is obviously a very seasoned professional, who has brought some different insights to our radio station and has helped us make a few adjustments. I can't tell you enough about how pleased I am to be working with those people.

WHAT'S THE DYNAMIC THERE? DO YOU TALK TO THEM EVERY DAY, ONCE A WEEK? DO YOU SEND THEM PLAY-LISTS AND STATION COMPOS-ITES OR DO THEY SPEND A LOT OF TIME IN THE MARKET? HOW DO THEY GET A FEEL FOR WHAT'S HAPPENING IN HUNTSVILLE AND HOW TO OBJECTIVELY HELP YOU KEEP THE STATION MOVING IN THE RIGHT DIRECTION?

We have a set time to speak at least once a week, but we talk anytime we ever need to. If we have a competitive situation they're on the phone immediately with me. I've never had any problem any time I ever need to speak with them. They've always been right there for me.

SHIFTING GEARS A LITTLE BIT TO YOUR PERSONAL LIFE, YOUR COVER PHOTO SHOWS YOU AND YOUR DAUGHTER ADELE. JUST TALK A LITTLE BIT ABOUT YOUR RELATIONSHIP BEING A SINGLE PERSON.

"Naturally work is a big priority for me and I love what I do for a living. But I love my daughter too and I think you can have both if you really want to."

for your next midday personality.

WHO'S ALSO A FATHER. WE HEAR A LOT IN THE NEWS ABOUT SO-CALLED DEAD-BEAT DADS NOT TAKING CARE OF THEIR RESPONSIBILITIES WITH THEIR KIDS. YOU'RE VERY CLOSE TO YOUR DAUGHTER, AREN'T YOU?

I love Audrey dearly. I don't want to make the mistake that a lot of people make of letting life go by without being able to enjoy the time they have with their kids or daughter. And in my case, it's a daughter. She's just the most special person in my life and I feel a great responsibility toward her. Not only that, I just feel a closeness with her. I grew up in a family of nothing but sons and all my brothers and sisters have had sons, so she is the first granddaughter in the family, and I'm very proud of that fact. My mom, and dad, who passed on actually before he got to meet her, always wanted a granddaughter. And I was just very proud that I was able to be a part of giving that to them. She's just a very special little girl, very smart and fun and funny. And every time I go out in public, I take her out with me to put her on the air, and she's right there with me. She may be a major market air personality some day.

PROUD PAPA AND HIS LITTLE DAUGHTER, HUH?

That's right.

HOW DO YOU MANAGE, IN THE HECTIC WORLD OF RADIO, WHERE IT'S 24-7 ALL THE TIME, TO FIND WAYS TO SPEND TIME?

It's not really forcing myself to. I realize that I need to be able to spend time with her. I wasn't that way at first. I was falling into the same pattern that most people do working too much and not spending enough time at home. One time she and I took a trip around the summertime to see my mom in North Carolina. It was a seven-hour drive and we got to know each other, had a terrific time. From that point on, I decided that I didn't want to ever spend any time away from her. And it's not a matter of me having to balance it out, it's a priority. Naturally, work is a big priority for me and I love what I do for a living. But I love my daughter too, and I think you can have both if you really want to. And I do, and that's what I strive for.

NOW THAT WE'RE GETTING READY TO WRAP THIS UP, WHERE DO YOU WANT TO BE AND WHAT ARE YOUR GOALS FOR YOUR CAREER? YOU'VE OBVIOUSLY DONE WELL WHERE YOU WORK BEEN IN HUNTSVILLE OVER TWO YEARS NOW. WHAT'S THE NEXT STEP FOR YOU?

I want to stay here and keep making this as good a radio station as it can possibly be, and who knows what does will be opening up in the future. I have a great many goals as a program director and possibly oversee some other radio stations at some point in my career. But right now, just as far as the present is concerned, I'm happy where I'm at, I'm enjoying working with the people that I work with and it would have to be a really terrific offer for me to leave here.

SEE YOU IN CHICAGO CAT.

See you there!
T.J. Martell Foundation
For Leukemia, Cancer, and AIDS Research

Dinner To Honor

JEFF McCLUSKY
President - Jeff McClusky And Associates

The
Ritz Carlton
Grand Ballroom

Thursday
May 4th

6:30 PM Coctails / 8:00 PM Dinner

$3000 Per Table
(Table of 10)
$300 Per Ticket

Presented in conjunction with the
HITMAKERS Regional Seminar

Friday, May 5th, and Saturday, May 6th,
at the Chicago Westin Hotel
There are ten cordless frequencies which most any
operators take place on these frequencies 161.640-
occur. Most broadcast stations can pick up a lot of
call-in to hear their audience talking about
In radio creativity is a crucial part of the on-air
product. We can’t use pictures to add definition,
so we have to be more innovative—using words
and sounds that “paint an image” in the
listener’s mind. The days when radio stations
could sound like juke-boxes are over. As more
and more alternatives to radio enter the mix, it
becomes even more crucial that we find creative
groups to give our individual stations their own
distinct personalities. Problem is, (and probably
always has been), that there aren’t enough hours
in a day, nor available staff, to consistently come
up with, and bring to life, new, exciting, uniquely
original ideas.

This cold hard truth doesn’t just apply to those
of us involved in production. It applies to everyone
who has a part in the creative process, from
programming, to promotions, to sales. Each of
those departments plays an important role in the
conception, and execution, of the new ideas we
so desperately need to keep the radio stations
 sounding like it’s alive. It seems that even when
the ideas do finally flow, there’s just no realistic
way of making it happen. Most stations have
even our techs running around “getting the
public’s attention on time” sending the van out to client-driven promotions,
meeting with record reps, doing piles of mandated
paperwork, (be it EEO, FCC, or just inner-office
bureaucratic stuff). The basic school of thought at
most stations seems to be that it’s not
demanded for legal reasons, or doesn’t bring in
income, it isn’t important. What GM wants his
production director to spend 8-hours producing
some great series of promo’s to image the station,
when that production director’s time could have
been spent doing commercials? The Program
Director could have written those “great” image
promos, but going on a client-call with a sales
person was more important, right? Again and
again, creativity takes a backseat, (if it gets a seat
at all).

If you’re sitting there saying “well, I can handle
both”, you’re probably lying to yourself. Or, your
definition of “handling it” is different than mine.
There are some exceptions, but not many.
The majority of radio stations have little, if any,
commitment to creativity. Usually because they
haven’t budgeted for the manpower, or the
facilities needed to make it happen. Unless you
consider that “commitment” to mean hiring a
consultant. That’s not what I mean. The
consultant only advises. He/she can’t “make
things happen”.

One idea I have is to hire a “creative specialist”.
Someone who is in constant communication with
the Program Director, Promotions Director, and
the Production Director, brainstorming programming-driven ideas, and being responsible
for making them happen, but on an “outside
contractor” level. This person could attend
elements inside the station, but work from the
outside, so as not to take up the ever-decreasing
time and space devoted to creativity within the
walls of the radio station. It would cost about
as much as a fulltime jock, but would make a much
greater impact on the overall sound and success
of the radio station.

Food for thought, from The Formerly Known As
director. RX

Secret Radio!

Many of us who get into broadcasting got there
because we were interested in basic radio, the act
of transmitting voice and data via the airwaves. With a
short-wave radio or maybe a scanner radio, you can
hear many interesting things.

And even though there are laws that say you
shouldn’t, there are actually people who use radio
to listen in to cellular phones, radio and TV remotes,
and cordless phone conversations. For some radio
programmers, it’s a secret tool to get a closer look at
their market, their competition and their audience.

In every market there are those newsheads who
scan the broadcast remote bands for news reporters,
trafic reporters and DJs as they speak from remote
locations. Some broadcasters listen to their
c omments on the phone while they watch TV. As
they watch together they’ll comment on each
ev en, and they usually discuss very candidly their
opinions of each video that goes by. Yes, it’s a focus
group test that’s much more accurate than the ones
put on by expensive bogus guys in suits.

Secret radio listeners. Those programmers who
monitor cellular phones, which is illegal, find that they’ll
hear their listeners listening to their station as they talk
on the cellular. Sometimes the listener will comment
about the programming, the DJ, the promotion.
Sometimes the listener will discuss the various
promotions going on in their market. Often the people
who produce the promotion can also be heard
evaluating the audience. There are even scanner
listeners who make a hobby of finding celebrities on
their phone while they visit their town. Many of these
frequencies fall between 869.000 and 894.000 MHz.

Cordless phones are another way some
programmers and the police hear their audience be
themselves. Cordless monitoring is not illegal in most
states. Some programmers monitor on weekend
mornings and hear the local people talk about the
days to do in their town that particular weekend.
You can also listen around the cordless frequencies
during the evening and quickly hear which TV
show most people are watching by listening to the
background noise. Lots of radio programming are common
among teen callers too. There are ten cordless frequencies which most any
scanner will receive, 46.61, 46.63, 46.67, 46.71,
46.73, 46.77, 46.83, 46.87, 46.93, 46.97.

Secret radio? It’s just another way to hear what
your audience is up to. All it takes is a scanner, like you’d
find at your local Radio Shack. To receive cellular,
you need a scanner built before those frequencies
were outlawed or a converter which allows scanners
built in the last few years to pick up cellular. The
people who get into legal trouble seem to be the
ones who record conversations. You can also get
more information on the hobby by reading Popular
Communications, a magazine sold at most
newstands.

Mark 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 WYAU/Miami, WBX/Miami
and 130/Pittsburgh. His currently
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 (510) 233-7948.

Dave Ferguson is a freelance voice-over artist
based at WPCC in Washington DC. His clients
include; WPGC, THE BOX, 102.4/Philadelphia. He works closely with New World Communications
President Jerry Clifton on imaging for Clifton
consulted stations. If you would like to offer comments or suggestions regarding this column, call (301) 870-0909.
BLACKSTREET

"JOY"

MEDIUM
VIDEO SOUL

THE
BOX

SELECTION
#494

1 VH
CUSTOM
ROTATION

SOUNDSCAN
TOP POP SINGLES SALES 55-37*
TOP R&B SINGLES SALES 22*
ALBUM OVER PLATINUM!

BILLBOARD HOT 100 SINGLES 48*
TOP 40 RHYTHM CROSSOVER AIRPLAY 27*

2 WEEKS
TOP POP ALBUMS #1
TOP R&B ALBUMS #1

TOP POP SINGLES -7*
TOP R&B SINGLES -3*

ALBUM SALES OVER 1.2 MILLION!
185,000 10 DAY!
60,000 ONE DAY!
SINGLE OVER 500,000!

MUSICLAND -#1
WHEREHOUSE -#1
CAMELOT -#1
NAT'L RECORD MART -#1
BLOCKBUSTER -#1

PLAYING AT:

WHTZ
KUTQ
KIMN
KJYO
WKSE
KISF
WXXX
WGRD
WEZB

WNTQ
KBFM
WABB
KQKQ
WTWR
KHTY
WBZZ
KRBE
WPLY

WXXL
WYCR
WHHY
WFMF
WGTZ
WZNY
WBHT
WIXX
WSNX

"BUSH presents a Head-On collision of muscle and hooks on it's debut "Sixteen Stone."
USA TODAY

2 PAC

"Dear Mama"

66 SPINS
66 SPINS

49 SPINS
WWKH 43 SPINS

40 SPINS
KMEL 39 SPINS

29 SPINS
KHQT 28 SPINS

28 SPINS
KJYK 26 SPINS

24 SPINS
KPWR 27 SPINS

23 SPINS
WJMN 23 SPINS

16 SPINS
WBBM 10 SPINS

SALES:
115,000 TEN DAY!
ALBUM OVER 615,000!

ON TOUR NOW!

"Everything Zen"

WASHINGTON DC CONTROL

SELECTION #402

"BUSH presents a Head-On collision of muscle and hooks on it's debut "Sixteen Stone."
USA TODAY
ATTENTION RADIO!!!
“#1 Phones 2 Weeks Running.”
-Bruce St. James, MD, POWER 106 L.A.

NOW THAT YOU’VE HEARD THE BUZZ,
THE FOLLOWING IS OUR:

SKEE-LO

“I Wish”

LIST

1. You received your CD copy in this weeks HITMAKERS
2. You Listen to it right away!
3. You start playing it immediately & watch the phones light up!
4. You make it an official add!

We thank You In Advance!

From The Forthcoming LP • Video Coming Soon
Reazar's Records

Let's welcome Rick Stacey as he brings KKFR known as POWER92 in Phoenix back to the rhythm world. We also welcome another new rhythm record: Don Duckman, Wokiee Man APD and Mari Lou MD of WOCQ of Ocean City, MD.

Quincy McCoy PD WBLS/NY is out as station seques into Oldies/Urban AC.

To Ken "Night Train" Lane, you've come a long way from being my intern at WAIL in New Orleans. Congratulations on your new position as VP of Promotion at Jive Records!!!!!!!

Congratulations to Rubin Rodriguez on his hiring of Wendy Cermack as National Director of Crossover for Perman Records.

Tommy Nappi now National Promo for Maverick out of New York.

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JOEY ARBAGEY, MD, KMEL, San Francisco
METHOD MAN w/Mary J. Blige All I Need (DEF JAM/ISLAND) - My favorite record on the station.
REAL McCoy Come And Get Your Love (ARISTA) - Album is loaded with hits, but my picks are Come And Get Your Love and Ooh Boy.
MARY J. BLIGE My Life (UPTOWN/MCA) - 100% smash!
FRANKIE KNUCKLES f/Adiva Too Many Fish (VIRGIN) - The Satoshie dub is ova!
JON B. AND BABYFACE Someone To Love (YAB/YUM/550) - Sounds like a number one record!

CAMILLE CASHWELL, MD, 92Q, Baltimore
TOTAL f/Notorious B.I.G. Can't You See (TOMMY BOY) - Baltimore sales 93-19 in one week.
SOUL FOR REAL Every Little Thing I Do (UPTOWN/MCA) - Check it out.
BLACK WOMEN UNITE/VARIOUS ARTISTS Freedom (MERCURY) - Good cause, great song and follow-up to Black Men United.
PURE SOUL We Must Be In Love (STEPSUN) - Great female song. Perfect timing for spring weddings.

DAVID LEE MICHAELS, PD, WJJS, Roanoke
METHOD MAN w/Mary J. Blige All I Need (DEF JAM/ISLAND) - It's definitely a hit.
VVBE Take It To The Front (ISLAND) - It's in the pocket.
DAVE STEWART Jealousy (EASTWEST/EEG) - Bootsie Collins is on bass from the Bob Rosa mix.
MIKY FREEMAN, APD/MD, KBOS, Fresno
METHOD MAN w/Mary J. Blige All I Need (DEF JAM/ISLAND) - IV XAMPLE I'd Rather Be Alone (MCA)

ROB SCORPIO, PD, KBXX, Houston
MONTIEL JORDAN Close The Door (PMP/RAL/ISLAND)
2 PAC Can You Get Away (INTERSCOPE)
ESG Swangin' And Bangin' (TERRION) - Local group on fire!
CARMY FERRERI, PD, KGOL, Riverside
JON B. AND BABYFACE Someone To Love (YAB/YUM/550) - Phat! Phat! Phat!
RAPHIEL SADIGQ Ask Of You (550 MUSIC/EPIC)
DIANA KING Shy Guy (WORK GROUP)
SKEE-LO I Wish (SUNSHINE)
BLACKSTREET Joy (INTERSCOPE)
JOE DAWSON, PD, KIXIO6, Providence
DA BRAT Give It 2 U (WORK GROUP) - Classic Da Brat.
DJ SMURF Party People (ICHIAN) - It's the Tag Team for '95.
WAY 2 REAL Tha Butterfly (SO-LO JAM) - Killer phones in two weeks. Blowin' up in women 18-24. There's a dance called Tha Butterfly that they do to this.
METHOD MAN w/Mary J. Blige All I Need (DEF JAM/ISLAND) - Killer tune.
JOWCOL M.C. Boogie D'GILCHRIST, PD, MD, KJYK, Tucson
TLC Waterfalls (ARISTA)

ARIO B. AND BABYFACE Someone To Love (YAB/YUM/550) - Sounds like a number one record!

ROY JAYNES, PD, KKSS-FM, Albuquerque
MONTELL JORDAN Close The Door (PMP/RAL/ISLAND)
DIANA KING Shy Guy (WORK GROUP)
RAPPIN' 4-TAY I'll Be Around (CHRYSALIS/EMI RECORDS)
KOZMAN, APD/MD, KKXX, Bakersfield
BLOOD HOUND GANG Mama Say (UNDERDOG/COLUMBIA) - Michael Jackson meets Duran Duran. Sample and lyrics are gonna be so big!
NIKKI FRENCH Total Eclipse Of The Heart (CRITIQUE) - #1 most requested after three spins.
PORTRAIT How Deep Is Your Love (CAPITOL) - Monster!
KAHUNA, PD, KLRZ, New Orleans
CHANETAY SAVAGE I Will Survive (ID/RCA) - It's on 24/7.
CHANTE MOORE This Time (MCA) - Perfect for middays.
DANA DANE Rollin' Wit Dane (MAVERICK) - Testing well at night.
JERRY DEAN, PD, KKLX, Las Vegas
BLESSID UNION OF SOULS I Believe (EMI RECORDS) - Best ballad out here. Great hook.
RAPPIN' 4-TAY I'll Be Around (CHRYSALIS/EMI RECORDS) - Good night song.
DANA DANE Rollin' Wit Dane (MAVERICK) - Personal favorite.
DIANA KING Shy Guy (WORK GROUP) - Good springtime song.
MARK FEATHER, PD, KSIO4, Denver
REAL McCoy If You Should Ever Be So Lonely (ARISTA) - Very poppy and very summertime.
TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Really working and very good female callout.
STEVIE B. Dream About You (EMPORIA/THUMP) - One week on the air and #2 phones already.
RICK THOMAS, PD, KSFM, Sacramento
JON B. AND BABYFACE Someone To Love (YAB/YUM/550)

Jimmy Somerville HEARTBEAT

#1 Billboard Club Record
CD Single in your hands NOW
Includes 2 radio mixes by Stephen Hague and E-Smoove
"The time for top 40 and crossover radio is Now!!
Album edit (Stephen Hague's Mix) is a perfect soundtrack to a sunny afternoon."
Larry Flick, BILLBOARD Magazine
© 1995 London Records USA E Mail: FFRR@ AOL.COM

April 7, 1995
KID SENSATION
NEW ALBUM AND SINGLE
SEATOWN FUNK

KUBE-ADD!

"Honest truth... 30 Seconds into this record, I picked up the phone to call Kid Sensation to tell him how Un-Fu%$#@ing believable this song is! Sounds AWESOME on the air!"

Shellie Hart, MD, KUBE

"For those people looking for the obvious hit, here it is! You can’t go wrong with KID SENSATION’s Seatown Funk!"

Alex Gabrales, Hot Mix Radio Network

Airplay Impact Date April 11th

RIDE THE WAVE
CATCH THE FUNK
RAPHAEL SAADIQ - Ask Of You (550 MUSIC/EPIC)
SOUL FOR REAL - Every Little Thing I Do (UPTOWN/MCA)
TOTAL f/Notorious B.I.G. - Can't You See (TOMMY BOY)
FSC FACTORY - Close To You (CURB/ATLANTIC)
CLIFF TREDWAY, PD, KTFM, San Antonio
NIKKI FRENCH - Total Eclipse Of The Heart (CRITIQUE)
BOB CASE, OM, KUBE, Seattle
NIKKI FRENCH - Total Eclipse Of The Heart (CRITIQUE) - Totally familiar. Very quick reaction.
REAL MCCOY - Come And Get Your Love (ARISTA) - Great album track.
EKIR BRADLEY, PD, 89.3, Chicago
GEORGE LAMOND - Someone Like You (TOMMY BOY) - more pop sounding than I expected.
MARK MEDINA, MD, KWIN, Stockton
SOUL FOR REAL - Every Little Thing I Do (UPTOWN/MCA) - These guys remind me of New Edition... This is a perfect record for KWIN. It should be the next single.
LE CLICK - Tonight Is The Night (LOGIC) - Euro-pop at its best.
VANESSA WILLIAMS - The Way That You Love (MERCURY) - Happy to hear an uptempo Vanessa track.
RODNEY-O & JOE COOLEY - Funk In Yo Face (REACT) - It's the JAM!! If you're allergic to hooks, don't listen to this record.
IV XAMPLE - I'd Rather Be Alone (MCA) - Absolute SMASH!! Played it since day one off DAT, it worked then...it's working now...and it will work for a long time. Huge phones.
CASSERINE - We Gotta Run (WARNER BROTHERS) - Beautiful record, may be something to check into.
LARRY MARTINO, PD, KXTZ, Las Vegas
BLACKSTREET - Joy (INTERSCOPE)
BLESSED UNION OF SOULS - I Believe (EMI RECORDS)
TLC - Waterfalls (ARISTA)
TONY MANERO, MC, KXTZ, Las Vegas
LE CLICK - Tonight Is The Night (LOGIC) - Sounds phenomenal on the air. Great dance record.
JON B. AND BABYFACE - Someone To Love (YAB/YUM/550) - It's a strong ballad.
CHANTE MOORE - I Know (COLUMBIA) - It's just a great song!
WOOKE, APD, WOCQ, Ocean City
METHOD MAN w/Mary J. Blige - All I Need (DEF JAM/ISLAND) - It's all that and a bag of chips. A coke to go with lots of ice and a straw. DA BRAT - Give It 2 U (WORK GROUP) - It's gonna blow up.
BANDIT - All Men Are Dogs (LONDON) - It's a fun, hip hop jam.
LUCY BARRAGAN, MD, Q105, Oxnard
MONICA - Don't Take It Personal (ARISTA) - A cross between Brandy and Aaliyah.
JON B. AND BABYFACE - Someone To Love (YAB/YUM/550) - Sounds like a hit.
ADINA HOWARD - You Don't Have To Cry (EASTWEST/EEG) - Getting phones.
ROOSTER RHODES, PD, Q105, Oxnard
CAMEO - You Are My Love (RAGING BULL) - Good funk groove.
BLACK WOMEN UNITARIOUS ARTISTS - Freedom (MERCURY) - From the movie Panther, by various female artists.
GREG BRADY, MD, WHJX, Jacksonville
NINE - Any Emcee (PROFILE) - Better than Whutcha Want!
JON B. AND BABYFACE - Someone To Love (YAB/YUM/550) - It's a strong ballad.
CHANTE MOORE - The Time (EMI) - Smooth ballad.
DA BRAT - Give It 2 U (WORK GROUP) - It's gonna blow up.
TLC - If I Were Your Girl (ARISTA) - If I Were Your Girl and Waterfalls - the whole album is gonna go.

E-40 - 1-Luv
RHYTHM CROSSOVER CHARTBOUND!
AIRPLAY "IN A MAJOR WAY" AT:
WHHH - KKSS - KMEL - KWIN
POWERTEN - WILD107 - HOT97.7

MIX SHOW ROTATION AT:
WJMN, 92Q, KBXX, Z-90
"Bay Area flavor that's perfect for KWIN!"

P.S. NUTTIN' NYCE "Froggy Style" is BUZZING!!!
METHOD MAN
featuring MARY J. BLIGE
"All I Need"

Blowin' up mix shows everywhere!!!

Early Believers:
HOT97  KMEL  WPGC  WJMH
92Q   WHJX

Just added at:
KIX106/Providence
KKSS/Albuquerque
WOCQ/Ocean City

Add date 4/10
This Tuesday!
Today's column is the first of a four-part series focusing on promotions, features and contesting for the various day parts: Mornings, Mid-Days, Afternoons and Nights. Each shift has unique qualities and opportunities that the others don't. Mornings are no exception.

As a promotion director, the morning show was sometimes an enormous drain on my staffing and resources. But I was also able to use it to spearhead many of my larger promotions and campaigns. Why? Because it is "acceptable" for the jocks in the a.m. to talk more, and this gives them the advantage in kicking off major contests and promotions. They can devote the airtime necessary to promote these, and can do it in a creative and unique way that perhaps might not fit in the other day parts.

Being the first "on" every day also allows the morning show to be the first to jump on a breaking story or promotional opportunity (which are usually one and the same). As I've written before, if there is one single glaring area that needs massive improvement in radio today, it's this. There are too many people out there waiting to hold meetings before jumping on something.

If you have to schedule a meeting, consult sales, and fill out paperwork, then you probably wasted enough time that you missed the promotional opportunity, and it's too late to react to whatever situation has presented itself. This could be anything; your local mayor getting caught with a prostitute, or a promising teen athlete paralyzed by a stray bullet during a drive-by.

Both have "morning show" written all over them. It's important to be entertaining, but it's also important to be real. Touching the hearts and emotions of your audience will often get you tremendously more mileage than broadcasting from a vat of chocolate on Valentine's Day. I've always empowered my morning shows to take action when they see fit, without consulting me. I'm never going to fire someone for being decisive. (Plus, I hate 5 a.m. phone calls.)

Stunts and other wacky promotions are another big part of morning radio. Besides generating some much-needed press, these events can be great imaging if done properly, and can be phenomenally effective in "breaking" a new morning show. And that's when they're most effective: when your morning show is in its infancy and it hasn't achieved a high top-of-mind in the market.

"It's probably not very popular to say this, but I find that morning shows that rely on doing gimmicks and stunts are usually in trouble," says Keith Carr, who does Mornings at Z-93 in LaCrosse, Wisconsin. He calls these "red flares" and they usually are indicative of serious problems with a morning show. "They're important when you're starting the show, but if you've established it and it's flying, then there's no reason to be doing stunts," concludes Carr.

Choosing your groundbreaking stunt is critical. Doing something stupid for the sake of doing something stupid is, well, stupid. It all ties into being quick and reactive. The Mancow-On-The-Bridge stunt had a topical lie-in: President Clinton's haircut on the runway at LAX. Stunts can be an appropriate reaction to certain promotional opportunities. The best words of wisdom I can impart upon you are; "Know Thy Market." Don't be stupid in a sophisticated market, and don't be sophisticated in a stupid market. And I think you know who you are.

Because of the acceptability of talk (but only if it's useful) in the mornings, it opens the door for a lot of contesting that you might not be able to pull off in other day parts. Some stations have dozens of rotating features and bits on their morning shows. While these are not only entertaining, they also tend to empty the prize closet as quickly as you can stock it.

"We've found that by virtue of what we do, we get lots of giveaways, and most of these are channeled to the Morning Show," says Tom Martens, Program Director at KWTX in Waco. "Instead of reinventing the wheel for every prize that comes to us, we can plug them into what the morning show has happening," says Martens.

KWTX has joined the list of stations that find ways to get their morning shows out in public at every opportunity. In Waco they call it the Friday Morning Roadshow, and it's as simple as sending the morning team out to a different location every Friday to do its show for a couple of hours. Besides being an excuse to get the morning show out and keep them visible, it's a good way for the announcers to meet their audience and be reminded of who is listening to them.

Perhaps the biggest benefit of morning show trips can not only be great prizes, but they are another great device for creating quality time with the listeners. Any time you can stick your morning team, and 20 pairs of winners, on a bus to go skiing/gambling/white-water rafting/etc., you have the makings of a huge promotion.

With the continuing growth in technology, there are more and more opportunities to interact with the audience. Rick McNeil and Lorraine Love at B-95 in Fresno do a one-sheet fax after their show every day that goes out to all of their regular listeners. It is a synopsis of what happened that morning, previews the next morning's show and reminds people of where Rick and Lorraine will be appearing in coming days. Another morning show recently did its anniversary broadcast and carried it on the Internet for their fans who couldn't show up in person.

Dave Anthony of Talent Masters in Atlanta hosts Morning Show Bootcamp every August. He sums it up best when he says, "The days of Morning Shows relying on merely the internal factor are long past. The external factor has such a residual power that it can never be underestimated. These become benchmarks for the show and become a part of the fabric of its success."
# Hitmakers Record Pool of the Month!

## NEW IN THE MIX

**MASTA ACE** "The I.N.C. Ride" [DELIUS VINYL]

**C & C Music Factory** "I Found Love" (COLUMBIA)

**?ASYLUM** "Hey Lookaway" (KAPER/KCA)

**KRS ONE** "Ah Yeah" (AVATAR)

**COMMON SENSE** "Ressurection" (RELATIVITY)

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**MIX SHOW MOVES**

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<tr>
<td>1-30</td>
<td>&quot;Mary Jane&quot;</td>
<td>(Sire)</td>
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**HIGHLIGHTS:**

- Being chosen Record Pool of The Month before they ran out of pools to choose from.

**GOALS:**

- For me, my ultimate dream/goal would be to own my own radio station so I can start programming some real music over the air waves. Now back to reality. So far, I've met my on going goal of actually earning a living in the music biz without having to get a real job. ... For the Pools, the present vision is to see some kind of unification for the record pools. The only way to do this is via an on-line system. Whether it be EPRO, Greater Baltimore's BBS or American Trax it has to be done in order for us to remain a force in the industry. Don't be afraid of change; cuz if you don't embrace technology today you will be ass out tomorrow. I guarantee it!

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**SOBAD RECORD POOL**

San Jose

**SHOUT OUTS:**

To the SOBAD staff: Lloyd, Jesse & Mei Lien and our 50 members, Rico (The Pros) & Nick (Badda) my mentor Pool Directors, but I would never admit it to their faces. To Hitmakers for recognizing the influences pools can make to dance oriented radio. To my fiance', Judy, for allowing me to work 12 to 16 hours a day on the business I love. (She's never made me sleep on the couch yet, for that I have to marry her!) And to all the record labels that believe that pools do make a difference, I promise to maintain that belief a reality.

---

**COLUMBIA CUTZ**

**BIG L**

"Put It On"

**Buck Shot LeFonque**

"No Pain No Gain"

**Pharao**

"I Show You Secrets"

**Yo! Co Ross**

"Miss Me"

---

**Nominees for Issue 884**

1. DJ GLEN AURE (KMER, San Francisco)
2. DJ LAW (WWOY, Northfolk)
3. DJ PHANTOM (KJYK, Tuscon)

Call Your STREET SHEET Account Executive (818) 887-3440

**Hitmakers**

**Mixer of the Week Wins Sony Headphones!**

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April 7, 1995
First things first. My apologies to last week’s mixer of the week Tony Morris. For the typo, he was listed as being out of Atlanta. The correct listing is Tony Morris Boog 97: Atlantic City. Tony also wanted to make sure all the records he is spinning are on his change of address-14 Firley RD., Bridgeton, New Jersey-08302. His # is 609-453-9079. Now, first one to call in this week with the info wins Tony Morris. Tony is still turning up the heat on Straight Up Underground Construction, DJ Tragic’s Show Me Your Face continues to perform well at the mixshows and clubs, as well as the Ralphie Rosario featuring Donna Blakely Gotta New Love which continues to sell in New York. Liz from Epic reports that her Shabba Ranks Let’s Get It On is “On” at W2MH and WWXX, also look out for Dis N Dat a bass record that’s been added to WWJH WWJS, Kرز and in rotation at POWER 96, KLUC, and in the mix at WJHJX, POWER 1G, WOYW, KTFM, KGKS, and Z 96. And what’s up with her M People Open Up Your Heart debuting a week early on the Billboard Chart-go on girl! On one smooth OG flavor Hip Hop tip is The Roots Silent Treatment which you should be checking for if you’re into breaking real talent. The Ruffnex are checking in. If you need a copy, call Marvyn Mack at 310-278-4523. Sean Knight a: Immortal is coming with a new Funkdoobiest called Dedicated. The Lp version will be on in a week, and Flex and Jazzy Jeff remixes dropping in about four weeks. Debrah and Sergio at WB are working the Ruffnex Sound System which Frank E.D. at KPRR is pumping in El Paso. Also on WB, The Bush Babies is getting love at Z 90 from James D, and continues to grow. On the dance tip the Madonna Bed Time Stories and The Waterlilies are two of the most played mix show records, according to the charts coming in. Look out for some mixes on Bedtimes stories coming from Chicago’s Ten Bristol and Mark Picchiotti! Columbia’s Dave Jurman and John Straprza are dropping some remixes a week from the time this hits your desk on the Pharao I Show You Secrets, done by X-Mix’s Lenny Bartolo and Q 102’s Rubbie Tronco. Also on Columbia look out for Yo! Co Rcss, Buckshot Lefonque aka Brandond Marsalis (who will be performing with his band at the Hitmakers convention in Chicago), and the one wrenched turntables from East to West-Big L’s Put It On. Look for Jennifer Norwood’s Doule X Money Talks to blow up for Big Beat. ZYK’s Double You Run To Me and Abigail Don’t You Wanna Know are coming in hot at the mix show and record pools thanks to the hard work of Carol and Harry at ZYK and Elite/Adm crew. For DJ’s that like DJ Krush, he’s got an EP out on Shadow Records that’s funky as funky gets. Put in a call to Janet at 212-206-1017 and if you dig Acid Jazz ask her about the New Voices: Take Two album which is one of my favorite cd’s I’ve received lately, all kinds of tunes for your mind! A big ‘thank you’ going out to Futagaki and Tony for hooking us up with KJYK mixers DJ Phantom and his brother DJ K-Smooth who will now be reporters. Send product to them at 1510 E. Mabel St-Tucson, AZ. 85719. They can be reached at 602-793-7580, they’re playing Urban and Dance. Also reporting now is Heidi Linn at WNNK-P.O. Box 5675, Hamburg, PA. 17110 she can be reached at the station-717-239-1041 or her business #717-229-4214, she’s also playing both formats. Keep-writing cause I’m also adding Paul Washington as a reporter, he’s doing an Urban and Dance show at Yale’s WYBC on Saturdays from 8-11. He’s at 14 Longview Dr., Bloomfield, CT. 06002. DJ Mein at Wild 107 needs to have Urban and Dance product sent to 96 South Hill Blvd., San Francisco, CA. 94112. He can be reached at Wild 107 at 415-391-1077 ext. 806. Across town make sure you’re hooking up DJ Jose Melendez, his address is 1022 Huron Ave., San Francisco, CA. 94112. KIIS FM’s Jimmy Kim continues to be the only live one on a club mixshow, and is still packing them in at the legendary Palace in Hollywood this brother works the streets too, props to you Jimmy. Look for more DJ’s to be coming on board in the comingweeks. I just got an assistant wiz a lot of you already know, David Folchi. With his help I’m going to be able to reach out to more mixshow DJ’s. If you know any DJ’s that I am passionate about breaking music and I need to get with them, let me know. Whether they’re big names or not—“Big shots are little shots that kept shooting”, so I’m not looking to be down with a select few. I’m down with anybody whether they’re big names or not—“Big shots are little shots that kept shooting”, so I’m not looking to be down with a select few. I’m down with anybody Whether they’re big names or not—“Big shots are little shots that kept shooting”, so I’m not looking to be down with a select few. I’m down with anybody Whether they’re big names or not—“Big shots are little shots that kept shooting”, so I’m not looking to be down with a select few. I’m down with anybody
MASTA ACE The I.N.C. Ride (DELICIOUS VINYL) - This is absolutely the dopest shit to
good and with Biggy back'en them up, you can't go wrong kid!

TOTAL f/Notorious B.I.G. Can't You See (TOMMY BOY) - Deez ladies sound
GROUP HOME Supa Star (PAYDAY) - Some underground shit you need to peep out!
Charles 'The Mixologisr widat phat remix kid!

phat-ass lyrics to back it.
on a funky ride with the Isleys. Check it out.
street buzz here in H -town.

ALEX CABRALES, HOTMIX, Scottsdale
voices are slam'n! What else do you want on a hit record?

STAXX OF JOY You (COLUMBIA) - Check this shit out! The rhythm is fierce, the
Armand's Indian Best Down Mix! All cuts are slam'n!

soulful tip, check out the Fire Island Mix and on the hard tip, check out the

ARTISTIC FREEDOM So Good (Together) (RYTHM FACTOR) - Check out the
Main Mix! This record is hard! A must try!
M-PEOPLE Open Up Your Heart (EPIC) - This record is gonna be huge! On the
soulful tip, check out the Fire Island Mix and on the hard tip, check out the
Armard's Indian Best Down Mix! All cuts are slam'm!

STAXX OF JOY You (COLUMBIA) - Check this shit out! The rhythm is fierce, the
voices are slam'n! What else do you want on a hit record?

TONY MORRIS, BOSS97, Atlantic City
MONTELL JORDAN This Is How We Do It (PIMP/RAIL/ISLAND)
KELLEE My Love (MOONSHINE)
DOUBLE YOU Hun To Me (ZYX)
DR ALBALT Let The Beat Go On (LOGIC)

ALEX CABRALES, HOTMIX, Scottsdale
NUTTIN NYCE Froggy Style (JIVE) - This is one of the smoothest rhythmic vocal
records I have heard in a long time.

DANA DANE Rollin' Wit Dane (MAVERICK) - This cut has definite top 10 potential.
B-SWIFT, KEXX, Houston
I SMOOTH ? Coolin In Da Ghetto (MAD SOUNDS) - The pimp shit is back for the
Nine-five. This record is the bomb.
BLACKSTREET Joy (INTERSCOPE) - Mad flava on the uptown remix tip, makes
it a lot better for mixshows.
DA BRAT Give It 2 U (WORK GROUP) - Sounds great on the radio also causing a
street buzz here in H-town.
MASTA ACE The I.N.C. Ride (DELICIOUS VINYL) - He's back like Jordan, only its
on a funky ride with the Isleys. Check it out.

? ASYLUM Look Away (RCA) - Kinda mellow singing in the background with some
phat-assy lyrics to back it.

KID FRESH, KEXX, Houston
ROTTEN RASKALS Oh Yeah (ILLTOWN) - Representin' Ill-town to the fullest.
DANA DANE Rollin' Wit Dane (MAVERICK) - Roll dis one in yo' mix? Props out to
Charles 'The Mixologisr widat phat remix kid!
GROUP HOME Super Star (PAYDAY) - Some underground shit you need to peep out!
BLACKSTREET Joy (INTERSCOPE) - Teddy & Da Boyz definetly get the one on
TOTAL f/Notorious B.I.G. Cant You See (TOMMY BOY) - Deez ladies sound
good and with Biggy back'en them up, you can't go wrong kid!

NASTY NES, KCMU, Seattle
MASTA ACE The I.N.C. Ride (DELICIOUS VINYL) - This is absolutely the dopest shit to
come out from Masta Ace since Born To Roll! The remix is all that with an unforgetable hook!
HEATHER B All Clicks Down (PENDULUM) - Thumbs up to an excellent single
produced by the beataster, Kenny Parker! This should put Heather B. on the Hip Hop map.
SIR MIX-A-LOT Sleepin Wit My Fonk (AMERICAN) - This single should put Mix
back on the charts! This has that old School Funk ingredient to make it a
smashing hit record!
KRS-ONE Abh. Yeah (AVATAR) - Huge phones out the box! Great single from an
awesome soundtrack!
RODNEY-O & JOE COOLEY Funk In Yo Face (REACT) - This single continues to
grow on me! Guaranteed to put some Funk In Yo Face! Peep it out!

BILL MILLMAN, KISS02, Syracuse
LOVE HAPPY Message Of Love (MCA) - The CAC Mix continues their great tradition
of interpretation and DJ friendly mixes as well as just plain kick ass dance grooves.
REAL McCOY Run Away (ARIISTA) - Yes! It's finally here. Once again the Mix
Master Armand Van Helden has taken a track to a new level. The AVH mix is
kicken fat and a reminder that some things are worth waiting for.

DRA & ED LOVER For The Love Of You (RELATIVITY) - These guys have
some kind of style. Smoothhh. This record is no different once again on a 70's R&B
groove with some groovy lyrics.

DJ BLADE, KJYK, Tucson
JOANNE FARRELL All I Wanna Do (BIG BEAT/ATLANTIC) - Blowing up huge in the
club. This record was released just at the right time. It sounds pumped and refreshed.
LE CLICK Tonight Is The Night (LOGIC) - Smoothed out Jungle/Euro sound.
Gives this track energy. This club track is extremely radio friendly.
RUFFNEXX SOUND SYSTEM Lovin Bump (QWEST) - Still my number one street
record. Instant familiarity and a strong hook make this one strong.

CORONA Baby Baby (EASTWEST/EEG) - Let's see what this one will do. The
Euro sound is present again but the vocal style is different. Definitely worth a spin.

RHYTHMIXES ON WAX EZ (RAKAL/SCULPTING) - This is great, the tracks are
pumped and ready for mixing. Every DJ should have this one in his crate, especially
since it was created by DJs for DJs. Props to all the DJs who worked on the project.

DJ PHANTOM & DJ K-SMOOTH, KJYK, Tucson
SAM SNEED You Better Recognize (INTERSCOPE) - Sam Sneed comes correct with
some kind of style. Smoothhh. This track is no different once again on a 70's R&B
groove with some groovy lyrics.

WQHT 46x WPGC 34x WERQ 10x
KMEL 15x
FROM THE ORIGINAL MOTION PICTURE SOUNDTRACK
New Jersey Drive, Volume 1

April 7, 1995

HITMAKERS
UNITED NATIONS OF HOUSE/BLACK SCIENCE ORCHESTRA New Jersey Deep (ftn)
MORAES Welcome To The Factory (HOT & SPICY)
MURK Muck (UNDERGROUND NETWORK)

JOSE MELENDEZ, KMER, San Francisco
METHOD MAN/w/Mark J. Blige All I Need (DEF JAM/ISLAND)
YOUNGLAY MAC/ALL About My Meat (TOMMY BOY)
TOTAL f/Notorious B.I.G. Can't You See (TOMMY BOY)
ROULA Lick It (S.O.S./ZO)
FUN FACTORY Close To You (CURB/ATLANTIC)

HECTOR THE EJECTOR, KSF M, Sacramento
TOTAL f/Notorious B.I.G. Can't You See (TOMMY BOY) - DAAAAAM!

EXTRA FUN FACTORY Close To You (CURB/ATLANTIC)

TOTAL f/Notorious B.I.G. Can't You See (TOMMY BOY)

METHOD MAN w/Mary J. Blige All I Need (DEF JAM/ISLAND) - Method on da mic, Mary on da hook...what else do you need?

DJ D. STREET, KSJL, San Antonio
ICE CUBE Lil Ass Gee (PRIORITY) - The Cube's back in effect, with another tell from the hood. Check it out, play it, it's all that.

IRREGULAR Irregular (YOUNGSTA) - Here some real Southern funk with my homies straight out of Saytown. It's blowing up all over SoCal. Don't snore or you'll lose.

DR DRE Keep The Heads Rapping (PRIORIY) - Hey, this is the bomb.

MARK MEDINA & DJ KAUTION, KWIN, Stockton
MISTA Ace The J.N.C. Ride (DELICIOUS VINYL) - Representing West Coast flair to the fullest...check out the phat kar remix.

METHOD MAN/w/Mark J. Blige All I Need (DEF JAM/ISLAND) - This is da shit! This track will no doubt make it into regular rotation for KWIN...Puff's remixes are tight as all Hell.

NUTTIN NYCE Froogy Style (ADER) - Tight ass R&B jam. The P-funk comes through once again on the same tip.

COMMON SENSE Resurrection /Remix/ (RELATIVITY) - This one could blow up, proo to Common Sense, you're representin Chi-town.

FRANKIE CUTLASS Boriquas On Da Set (RELATIVITY) - Tight beat, this is the cut if you're lookin for some Hispanic flavor.

JOHN HOHMAN, METROMIX, Pittsburgh
CHANTE MOORE This Time (MCA) - A sweet vocal that has a 60's style and a good response in the clubs.

C+C MUSIC FACTORY / Found Love (COLUMBIA) - The C&C Club Mix is HOT! It's a cool laid back track. It feels real smooth.

CHANTE MOORE This Time (MCA) - A sweet vocal that has a 60's style and a good response in the clubs.

JOHNNY HOHMAN, METROMIX, Pittsburgh
CHANTE MOORE This Time (MCA) - A sweet vocal that has a 60's style and a good response in the clubs.

ROBBIE TRONCO, Q102, Philadelphia
CYM LAJOY Car Wash (ANOTHER VIEW) - Very close to the original but the tribal brings it up to date with today's vibe.

UNDERGROUND SOUNDS OF LISBON So Get Up (remix) - Killer high power tribal brings it up to date with today's vibe.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - This familiar group contains a number of energetic mixes which all do the trick. For those who have the double pack, try the Dangerous Mix.

TECHNOTRONIC Move It To The Rhythm (EMI RECORDS) - Well, she's back with another monster hit with a little help from Ya Kid K. She's ready to do some damage so be on the lookout. Check out all the cuts, because this record is slammin!

MURK Murk (UNDERGROUND NETWORK)
MORY KANTE Yeke Yeke (IMPORT)
B.T. (SASHA) Embracing The Sunshine (IMPORT) - Phat as Phuk!
M -PEOPLE Open Up Your Heart (EPIC)
STRIKE You Shure Do (PROFILE) - This uptempo track is rough and smooth at the same time. This should do real fine in the dance halls as well as the radio. (edited of course)

DA BRAT Give It 2 U (WORK GROUP) - One of those songs that keeps your head bopping way after the song is over. Word up, hey!

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### CLUB CHART

#### BREAKOUTS

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
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<tbody>
<tr>
<td>Reel 2 Real</td>
<td>&quot;Conway&quot; (Strictly Rhythm)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Glads Knight</td>
<td>&quot;Next Time&quot; (MCA)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Baby Boy (Elektra)</td>
<td>&quot;Soundtrack&quot; (Work Group)</td>
<td>Love Happy (MCA)</td>
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#### CLUB MOVERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Label</th>
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<tbody>
<tr>
<td>Montell Jordan</td>
<td>&quot;This Is How We Do It&quot; (Def Jam)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Billy Ray Martin</td>
<td>&quot;Your Loving Arms&quot; (Elektra)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>London Beat</td>
<td>&quot;Comback&quot; (Radioactive)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Real McCoy</td>
<td>&quot;Runaway&quot; (Arista)</td>
<td>Love Happy (MCA)</td>
</tr>
<tr>
<td>Madonna</td>
<td>&quot;Bedtime Stories&quot; (Maverick/Sire/WB)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Duran Duran</td>
<td>&quot;Cotton Eye Joe&quot; (Capitol)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Pharoa</td>
<td>&quot;I Show You Secrets&quot; (Columbia)</td>
<td>Love Happy (MCA)</td>
</tr>
<tr>
<td>Duran Duro</td>
<td>&quot;White Lines&quot; (Capitol)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Crystal Waters</td>
<td>&quot;What I Need&quot; (Mercury)</td>
<td>Love Happy (MCA)</td>
</tr>
<tr>
<td>Rednex</td>
<td>&quot;Cotton Eye Joe&quot; (Mercury)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Drake</td>
<td>&quot;How I Love Him&quot; (EMI)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>N. Lygoz</td>
<td>&quot;Happy Man&quot; (EMI)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>George</td>
<td>&quot;Atomic&quot; (EMI)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Mike Macharello</td>
<td>&quot;Big Poppa&quot; (Bad Boy/Arista)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Ireland</td>
<td>&quot;Have You Really&quot; (Atlantic)</td>
<td>Love Happy (MCA)</td>
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<td>Cynthy</td>
<td>&quot;Take It To The Front&quot; (Tommy Boy)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Sam</td>
<td>&quot;Let Me Call You&quot; (ZYX)</td>
<td>Love Happy (MCA)</td>
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<td>R. Tony</td>
<td>&quot;Love Me&quot; (Capitol)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>S. Knight</td>
<td>&quot;I Still Love You&quot; (ZYX)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>R.S.</td>
<td>&quot;Dancing All Night&quot; (ZYX)</td>
<td>Love Happy (MCA)</td>
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<tr>
<td>Rednex</td>
<td>&quot;What Can I Do&quot; (ZYX)</td>
<td>Love Happy (MCA)</td>
</tr>
<tr>
<td>L. Spurlock</td>
<td>&quot;Dancing All Night&quot; (ZYX)</td>
<td>Love Happy (MCA)</td>
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</tbody>
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#### REPORTING POOLS

FOR THE RECORD • New York
- Jeffrey Allen (212) 598-4177
- Happy,信号山, Stevie Wonder
- Infinity Record Pool • Staten Island
- Charlie Alessi (718) 967-4793
- Happy,信号山, Joanne Farrell, Kellee
- Sure Record Pool • Bronx
- Bobbi Davis (718) 904-0500
- Butch Quick & James Howard, Dale Scott, Judie Cheeks
- Plantlife, Wayne Rolls
- V.I.P., New York
- Al Pizarro, Director (212) 733-5072

DR. DRE
- Pacific Coast DJ Assoc. • Long Beach
- Steve Topp & Michaela Victoria (310) 433-6666
- Chase, Frankie Cutlass, Joanne Farrell, Kellee, Zahrema

RESOURCE RECORD POOL • Los Angeles
- Craig Spy (213) 651-2085
- Happy,信号山, Judie Cheeks, Nicki
- French, Real McCoy

V.I.P., Chicago • Chicago
- Angel Vargas (713) 733-6945
- Happy,信号山, Love Happy, Ron Simpson, Slick Mix-A-Lot

Badda • San Francisco
- N. Lygoz/Sulai Wang/David X (415) 882-9700
- Happy,信号山, Ron Simpson, Sir Mix-A-Lot

#### REPORTING POOLS

- *Club Chart* compiled from key record pools across the U.S.A.
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HITMAKERS’

CHICAGO SEMINAR

May 4 • 5 • 6

WESTIN HOTEL (312) 943-7200

Special Seminar Room Rate: $110

PRE-REGISTRATION: $150

REGISTRATION IS $200 AFTER APRIL 15TH AND AT THE DOOR!
(cash only at the door)

GOLF TOURNAMENT
Thursday
May 4th.
10:30AM

PRAIRIE LANDING GOLF CLUB In West Chicago

Contact: RICK COOPER @ 312-280-1212

for entry info and tee sponsorship.

All proceeds to the T.J. MARTELL FOUNDATION
KEITH MARTIN
NEVER FIND SOMEONE LIKE YOU

When a song gets requests, great call-out, and major sales increases every week in airplay markets...what does that tell you? Keith Martin Never Find Someone Like You is a proven hit record! In Boston, WMLH #5 most played (64 plays). Top 5 requests and the SoundScan single jumps from #19 to #1! In San Francisco, KYLD #3 most played (62 plays) and airplay on KJML the SoundScan single jumps from #40 to #1! Same story in Los Angeles, Philadelphia, Miami, Seattle, Houston, San Jose, Washington, D.C., Hartford, San Diego, and so on...

2220 Monitor Top 40 Rhythm Chart

SOPHIE B. HAWKINS

As I Lay Me Down, the new single from Sophie B. Hawkins is already the "#1 favorite song with females 29-34" according to WKTJ's call-out research...Top 15 rotation at WKTJ 5 plays and the #38 SoundScan single in the market. Major airplay: WNRZ, WKRZ, WTMX, WGTZ, Y107, WBUX. New airplay commitments include WSTW, WNNK, WKDD, WTWR...

Big L's debut album "Lifestylez ov da Poor and Dangerous" debuts this week at #4 on the Billboard New Artist Chart. The single Put It On is already spinning at Power 106 (5 plays already this week), HOT97, 92Q, WPSC, KJML, WMJH...and the video is blowing up on CNN.

I Show You Secrets
Already Top 5 research, request and sales hit in Chicago thanks to B96...the story continues! New airplay this week WXKS-Boston, WKSS-Hartford, POWER96-Miami, ZWOOD-Woodville. Major spins at WWMX-Providence, KMXV-Kansas City, KTFM-San Antonio, and KZFM-Houston (#1 requests and #2 call-out).

www.sony.com
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.

PLEAS E 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) - Registration Goes Up To $200 After April 15th - to:

HITMAKERS Magazine

22222 Sherman Way, Suite #205, Canoga Park, CA 91303
DATE: May 4 • 5 • 6

THE PLACE: Westin Hotel (312) 943-7200

ROOM RATE: $110

PRE-REGISTRATION: $150

PLEASE NOTE: REGISTRATION IS $200 (cash only at the door) AFTER APRIL 15, 1995!
TOP OF THE WORLD MA! KIIS-FM Sports mouth VIC "THE BRICK" JACOBS shows off his Bruin pride at station pep rally!

KIIS VAN (B)RUINED! A KIIS-FM promotional van was such a hit at a UCLA basketball victory rally, fans flipped over it...literally! It all happened Monday night following the Bruins victory in the NCAA mens basketball title game. As station announcer guy NASTYMAN and a promotions assistant were trying to hand out T-shirts and money to a crowd at a victory rally, frenzied fans went out of control and turned over the van! No injuries were reported, but according to KIIS-FM promotions goddess KAREN TOBIN, the van got "streamlined." KAREN told Ear the van is now "ruffled...because it has ridges." Sounds like they shoulda brought the HUMMER!

Q & A [PART 1]:
The question's on everybody's lips is "will KEITH NAFHTALY be joining the executive staff at ARISTA A&R?" That's the rumor, and it makes a lot of sense. This publication believes he is a real music man at heart. Look for the deal to go down any time now.

DO YOU KNOW THE WAY TO RCA?
KIHT/HOT 97.7 Music Director PETE MANDRIQUEZ is leaving San Jose. But he's not going far away. From S.J. to The Bay...PETE's gonna be doin' local in San Fran for RCA. (Wow, it all rhymes!) HOT 97.7 PD BOB PERRY told Ear that "PETE's unique talent to 'work the streets,' and stay in touch with listeners music tastes...have played a major role in HOT 97.7's success." BOB is now in the hunt for the station's next music director. If you can "make the streets come out of the speakers," get your stuff to Mr. PERRY at: KHQT, 2860 Zanker Rd. Suite 201, San Jose, CA 95134.

MARCH MADNESS MADE US APRIL FOOLS...
...that's the only excuse we could think of (that we thought you might actually buy)...as we extend a brief apology to JO JO KINCAID for mis-printing his phone number a few issues back. JO JO's correct number is (508) 460-5113. Blow him a call, and apololgy to JO JO KINCAID for mis-printing his phone number a few issues back. JO JO's correct number is (508) 460-5113. Blow him a call, and a kudos to any XL listeners who actually showed up!

JON SECADA VISITS Q1061 KKLQ APD RAY KALLUSA (third from left) and Q-staffers with EMI superstar JON SECADA!

NIANZ - IN - THE - NEWZ

- JOHN FAGOT
- PHIL COSTELLO
- RUSSELL SIMMONS
- LYOR COHEN
- RICK STACY
- VAUGHN HARPER
- COLUMBIA PROMOTION TEAM

FLOBLOT: APRIL FOOLS and FOLLIES:
An April Fools prank back-fired on KKKL/Grand Forks, when cross-town competitor KQHT exposed the farce to North Dakotan's before it had played out. Apparently XL93 had been on air promoting a listener meet-and-greet with DON HENLEY, which was plausible since DON and the EAGLES were performing in the area. In actuality though, the DON HENLEY that XL93 was promoting was a local guy who just happened to share the same name as the famous musician. KQHT PD JAY MURPHY got wise to the prank, and ran promos explaining XL's hoax in great detail. JAY said "it was like letting someone get through a very long joke, and then right before they get to the punchline, you say it!" XL93 was apparently undetered by KQHT's expose' and went ahead with the prank...only to find KQHT staffers at the event site, offering candy suckers to any XL listeners who actually showed up!

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CHASE DONE DON' DAWNS AT DON:
KDON/Salinas-Monterey morning man MIKE CHASE has left the building. KDON PD MICHAEL "Alfred E" NEWMAN told Ear that the station will "be taking a more music-intensive stance in the mornings." But he is looking for someone "topical, witty and female friendly" to fill the slot. If this sounds like you, send your package (along with appropriate postage and handling) to Mr. NEWMAN at: KDON, 55 Plaza Ct, Salinas, CA 93901. EOE...and for heaven's sake, NO PHONE CALLS!

Q&A [PART 2]:
Who's the leading contender to fill the PD chair at THE BEAT-KKBT/L.A.? if/when KEITH NAFHTALY makes a move to ARISTA? The pipeline is filled with speculation and a short list of names. Expect a sig-

TINGTON to the label's all-star team...As expect-
ed, JACK SATTER has named KEN LANE to the post of V.P./Promotion for JIVE!

MORE APRIL FOOLISHNESS:
WWST/Knoxville staged the old "fake parade" gag as an April Fools stunt, complete with a simulated "live" broadcast from the parade route, float announcements, and commentary. To add to the mayhem, STAR 93.1 announcers continually reported the time an hour off...convincing listeners they had missed turning their clocks ahead for Daylight Savings time!

JOB OPS:
JAMMIN' 92-WZJM/Cleveland has a full-time air shift available. Experience preferred. Send all your stuff to: J.J. QUEST, 2510 St. Clair Avenue, Cleveland, OH 44114. (If you get interviewed, tell 'em you want season tix to see the Indians in their new yard.) GO TRIBE!

WWTX/Waco PD TOM MARTENS has an immediate opening for a morning show producer. If you've got strong organizational skills, and a willingness to make a fool of yourself in public, this is the job for you! T's and R's to: FLASH PHILLIPS, Box 2656, Waco TX 76702 (EOE).

CHICAGO HOPE...as in "we hope we'll see you there" for the Seminar!
Stay up late.

One Of The Most Added Again, Including:
WXKS  WNVZ  KDWB  PRO-FM  KHFI

#1 Increased Airplay, Including:
WZPL 43x  PWR96 30x  KKFR 31x
Z100 15x  KIIS-FM 10x  Q106 13x
KHKS 15x  KMXV 31x  WKBQ 12x
WNCL 12x

Already more than 1100 Top40 BDS Detections.
More than 9 million Top40 listeners.

The next single from the album Bedtime Stories
Produced by Nellee Hooper and Madonna

Management: Paddy DeMott/Delain Entertainment
SOUNDTRACK CENTRAL:
If it’s Spring, it must be movie time. And if it’s movie time, it must be time for movie soundtracks. You already know the movie music from Boys On The Side is huuuaaue, and that the Bad Boys collection is a real monster! Now check your mail for two more really cool soundtracks. New Jersey Drive is a fresh piece of celluloid from SPIKE LEE, and the movie music on TOMMY BOY is kickin’ with phat tracks from COOLIO, QUEEN LATIFAH, KEITH MURRAY, REDMAN, HEAVY D., NAUGHTY BY NATURE and the ever-smooth MAZE featuring (of course) FRANKLY BEVERLY, plus many more. In fact, there’s so much music, you’ll be getting it on two separate CDs!

Also, the CHRIS FARLEY/DAVID SPADE vehicle TOMMY BOY (the title having no connection to the above mentioned label), which opened to some big box office, has a great soundtrack. G00 GOO DOLLS, PAUL WESTERBERG, PRIMAL SCREAM and SOUL COUHGING are just a few of the PoMo-type acts on the WARNER BROS release. Also, check out the loud cover of the KISS classic “I Love It Loud,” by PHUNK JUNKEES! On the flashback tip, you’ll find DEXY’s MIDNIGHT RUNNERS, R.E.M.’s “End Of The World...” and a song you probably forgot, MOCEDADES early 70’s smash “Eres Tu,” which, as we think about it, would be nifty cover material for GLORIA ESTEFAN.

(Hey, here’s an idea, theater owners showing all four of these movies could bill it as “Bad Boys On The Side on New Jersey Drive!”)

BUZZ BUSIS BIG:
MURRAY/WALSH Radio Programming announced the signing of 11 stations to the affiliate list for “The Modern Buzz” in its first week. The show features music by today’s hottest Alternative acts, along with interviews, contests and more, all presented by WKSS/Hartford night jock MICHAEL MAZE. To get the show, or find out more, call MICHAEL MURRAY at (800) 729-6499.

GRAHAM’S WOLFGANG RETURNS:
WOLFGANG RECORDS, the boy area label started in the late 1970’s by the late BILL GRAHAM has been revived. WOLFGANG, which was responsible for EDDIE MONEY’s early success, has entered into an exclusive deal with A.E.C Music Distribution, with plans to issue two or three albums annually. The label’s debut release will, in fact, be “Love & Money,” from none other than EDDIE MONEY.

SPEAKING OF EDDIE...Look for EDDIE MONEY at center court in Cleveland April 9th, as the Cavaliers host those Bulls from Chicago. No EDDIE won’t be banging the boards with the big men...he’ll be singing the National Anthem just before the start of the nationally televised game. Roll those VCR’s!

MAVERICK NABS NAPPI FOR NATIONAL NICHES:
TOMMY NAPPI joins the staff at MAVERICK RECORDS as a member of its National Promotion staff. MAVERICK VP/Promotion TERRY ANZALDO told Ear, ”TOMMY and I have been talking about working together for some time now, and I’m glad that it’s finally official. His experience in Alternative and Urban-crossover music, makes him a valuable addition to MAVERICK. I look forward to our partnership.”

QUINN CHECKS IN:
Y107-WHY/Philadelphia PD CHARLIE QUINN checks in to say he’s appointed MD GATOR HARRISON as the station’s PM driver. The shift was recently vacated by long-time Y107 personality MARYT MAYOR. At the same time, CHARLIE is looking for a night jock. Get your stuff to Mr. QUINN at WHHY-FM, 810 Division Street, Nashville, TN 37203.

PEARL JAMMIN’:
The long-awaited, much anticipated PEARL JAM concert tour has finally been announced. After looking for several alternatives for selling and distributing tickets, (to circumvent Ticketmaster, with whom the band has been feuding), PEARL JAM opted for Southern California-based ETM Entertainment Network. PEARL JAM ticket-buyers will order tix through ETM’s interactive 800 numbers and receive them buy mail...with a service charge substantially lower than Ticketmaster’s! The tour kicks-off June 16th in Boise at the BSU Pavilion, with stops in Salt Lake City, Albuquerque, New Orleans, Austin, Denver, San Francisco, Phoenix, San Diego and Milwaukee.

(In what may be a bit of an apology to snubbed fans in Chicago, L.A. and New York, PEARL JAM manager KELLY CURTIS, through a press release, said that the band “has been looking for over a year to find an alternative ticketing system and to secure venues. We appreciate the patience of our fans and supporters during the past year.”)

AT IT AGAIN:
Dallas listeners were outraged by remarks HOWARD STERN made this past Monday in reference to the murder of Tejano star SELENA. Among the offending material was a segment in which STERN aired one of the artist’s songs, with gunshots mixed in the background. Affiliate KEGL has issued an apology, but area activists and SELENA fans are calling for a boycott of station advertisers, and for STERN’s removal.

8 B.M. ON MTV:
As if they weren’t hot enough already, MOTOWN ultra-stars BOYS II MEN were just profiled in an exclusive MTV Rockumentary, which was capped off with the premiere of the video to the groups smash new single “Water Runs Dry.”
Secret Garden

She'll let you in her house
If you come knockin' late at night
She'll let you in her mouth
If the words you say are right
If you pay the price
She'll let you deep inside
But there's a secret garden she hides

She'll let you in her car
To go dancin' round
She'll let you into
The parts of herself
That'll bring you down
She'll let you in her heart
If you got a hammer and a vise
But into her secret garden, don't think twice

You've gone a million miles
How long you get
to that place where you can't remember
And you can't forget

She'll lead you down a path
There'll be tenderness in the air
She'll let you come just far enough
So you know she's really here
She'll look at you and smile
And her eyes will say
She's got a secret garden
Where everything you want
Will always stay

A million miles away
The debut single from the album Tomorrow The Green Grass
Produced by George Drakoulias. Management: Borman / Moir Entertainment