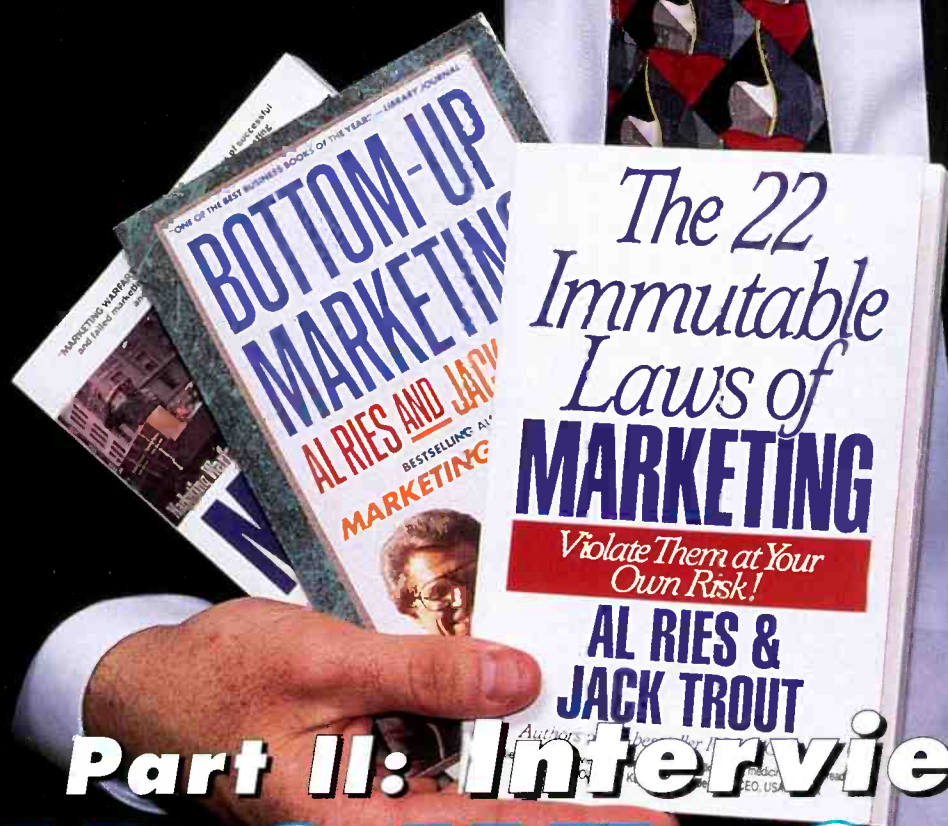


HITMAKERS

ISSUE 889 \$5.00

May 19, 1995



Part II: Interview with

TROUT & RIES

PLUS SPECIAL GUEST: DAVE ROBBINS
GROUP PROGRAM DIRECTOR, NATIONWIDE COMMUNICATIONS, INC./PD, WNCI-Columbus

MICHAEL JACKSON

SCREAM

DUET WITH
MICHAEL JACKSON
& JANET JACKSON

CHILDHOOD

(THEME FROM "FREE WILLY 2")



jdj

HISTORY Starts Here.

TOP40 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

- ALL-4-ONE** I Can Love You Like That (BLITZZ/ATLANTIC)
BETTER THAN EZRA Good (ELEKTRA)
COLLECTIVE SOUL December (ATLANTIC)
CORONA Baby Baby (EASTWEST/EEG)
DAVE MATTHEWS What Would You Say (RCA)
DIANA KING Shy Guy (WORK GROUP)
EDDIE MONEY After This Love Is Gone (WOLFGANG)
GLORIA ESTEFAN It's Too Late (EPIC)
JANN ARDEN Could I Be Your Girl (A&M)
JEFF BUCKLEY Last Goodbye (COLUMBIA)
JON B. AND BABYFACE Someone To Love (YAB YUM/550)
JON SECADA Where Do I Go From You (EMI RECORDS)
JORDAN HILL Remember Me This Way (MCA)
MATTHEW SWEET Sick Of Myself (ZOO)
MONTELL JORDAN This Is How...(PMP/RAL/ISLAND)
NELSON (You Got Me) All Shook Up (GEFFEN)
NICKI FRENCH Total Eclipse Of The Heart (CRITIQUE)
PAULA ABDUL My Love Is For Real (VIRGIN)
R.E.M. Strange Currencies (WARNER BROS.)
REMBRANDTS I'll Be There For You (EASTWEST)
SHARA NELSON Down That Road (EMI RECORDS)
SHAW BLADES I'll Always Be With You (WARNER BROS.)
SOUL ASYLUM Misery (COLUMBIA)
TOM PETTY It's Good To Be King (WARNER BROS.)
VANESSA WILLIAMS The Way That You Love (MERCURY)
YAKI-DA I Saw You Dancing (LONDON/ISLAND)

STREET SHEET

- 2PAC** So Many Tears (INTERSCOPE)
AFTER 7 Till You Do Me Right (VIRGIN)
ALL-4-ONE I Can Love You Like That (BLITZZ/ATLANTIC)
BLOOD HOUND GANG Mama Say (UNDERDOG/COLUMBIA)
BRIAN McKNIGHT Crazy Love (MERCURY)
CLETO ESCOBEDO If You Had A Clue (VIRGIN)
DIS 'N' DAT Freak Me Baby (EPIC)
E 40 Sprinkle Me (JIVE)
FLORIDA BOYZ Backyard Party (BELLMARK)
FRANKIE KNUCKLES f/Adiva Too Many Fish (VIRGIN)
FUN FACTORY I Wanna B With U (CURB/ATLANTIC)
JANET JACKSON One More Chance (VIRGIN)
JODECI Freak 'n You (UPTOWN/MCA)
LA BOUCHE Falling In Love (LOGIC/BMG)
LUNIZ I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN)
MOKENSTEF He's Mine (OUTBURST/DEF JAM)
MASTA ACE The I.N.C. Ride (DELICIOUS VINYL/CAPITOL)
METHOD MAN I'll Be There For You (DEF JAM/RAL/ISLAND)
MONICA Don't Take It Personal (ROWDY/ARISTA)
NUTTIN NYCE Froggy Style (JIVE)
QUESTIONMARK ASYLUM Hey Lookaway (RCA)
ROSIE GAINES I Want U (MOTOWN)
SELENA Missing My Baby (EMI RECORDS)
SHAGGY Boombastic (VIRGIN)
SF SPANISH FLY Crimson & Clover (WARNER BROS.)
SOLO Heaven (A&M)
THE D&D PROJECT 2 Pass It (ARISTA)
SMOOTH Mind Blowin' (JIVE)
TONY THOMPSON I Wanna Love Like That (GIANT)
UNV So In Love With You (MAVERICK/WB)

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HITMAKERS Faces & Places

DAVID LEACH NAMED EXEC. VP, MERCURY RECORDS



David Leach has been named Executive Vice President, Mercury Records. This announcement was made by Ed Eckstine, President, Mercury Records.

As Executive Vice President, Mr. Leach will oversee the development of Mercury artists in the marketing, promotion, publicity, sales and video departments.

Mr. Leach will remain in charge of promotion for Mercury where he has worked extensively with such artists as Bon Jovi, John Mellencamp, Def Leppard, KISS, Vanessa Williams, Robert Cray, Tony Toni Tone and many others.

Mr. Leach joined PolyGram in October 1977 and was promoted to his current position as Senior Vice President, Pop Promotion, Mercury in 1988. Prior to joining Mercury, Mr. Leach was Senior Vice President, Pop Promotion and National Director of Pop Promotion for PolyGram. He has also served as a regional and local promotion representative in the Philadelphia branch, as well as a salesman and merchandiser for PolyGram.

Said Mr. Eckstine upon the announcement: "It would be an understatement to say this was a well-deserved promotion. David has been the heart and soul of Mercury Records for a long time. The leadership that he has provided to our promotion department has earned him the respect of all that have come in

contact with him during the course of his 18 years here at the company. This is a great day for all of us here at Mercury." Commented Mr. Leach: "I would like to thank Ed Eckstine for his support and for giving me this opportunity. It is a real thrill to be named Executive Vice President of Mercury Records in its 50th year of existence. I look forward to helping Mercury become one of the top record companies for the next 50 years."

MCA RECORDS PROMOTES RANDY MILLER TO EXEC. VP/GM



Randy Miller has been promoted to the position of Executive VP/GM, MCA Records, it was announced by Richard Palmese, President, MCA Records. Miller was previously Executive VP, Marketing.

Palmese says, "Watching Randy work over the past few years, I have developed an enormous amount of respect for him as an executive and as a colleague. His creativity and dedication have been key factors in the ongoing presence of MCA artists across all formats, and his efforts have greatly enhanced the label's position in the Rock and Alternative music arenas. In addition, he has played a decisive role in the current success of MCA's expanding family of associate labels. I am extremely pleased to congratulate Randy on this very important promotion."

Miller says, "MCA Records and its associated labels has a fantastic roster of artists. I believe that we have an amazing team of the industry's best executives. I look forward to working with them in this new leadership role and taking the company into the future and to new heights. I would especially like to thank Al Teller and Richard Palmese for the opportunity and

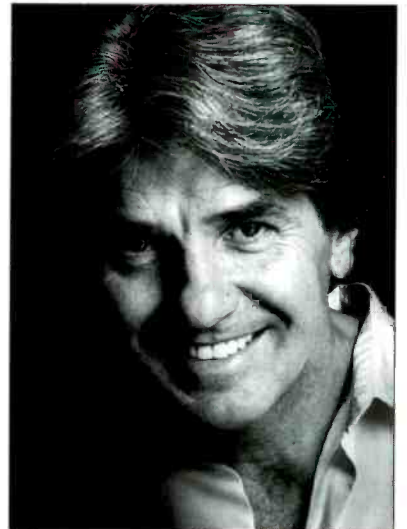
expression of confidence." As Executive VP/GM, Miller will coordinate the day-to-day activities of MCA Records' Marketing, Sales, Promotion, Publicity, Creative Services and Product Management departments. He will also work closely with each of MCA's associated labels, to help facilitate the combined efforts of the entire MCA Records family.



Hank Shocklee and David Harleston have been named Senior Vice Presidents and co-heads of MCA Records' Black Music division.



Dave Jacobson has been named A&R Executive for GIANT Records.



Bruce Wendell, veteran music executive has joined the office of Rotations. He will be working with high impact radio stations and outstanding record projects for managers and record companies.

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New York City's Hard Rock Cafe had a very festive - and charitable - air one recent morning as Yoko Ono, AmFAR's Dr. Mathilde Krim and representatives from Capitol Records and EMI Records Group North America, held a special breakfast event celebrating the launch of "NEW YORK ROCK." An announcement was made that the label is advancing \$100,000 from Ms. Ono's royalties to AmFAR - the American Foundation for AIDS Research. Pictured at the event holding a facsimile of the check is (l-r): Yoko Ono; Terri Santisi, Exec. VP/GM, EMI Records Group North America; Dr. Mathilde Krim, Ph.D., Founding Co-Chair and Chairman of the Board, AmFAR; and Charles Koppelman, Chairman and CEO, EMI Records Group North America.

the rembrandts

i'll be there for you

POP RADIO

135 STATIONS OUT-OF-THE-BOX!
#1 MOST ADDED
#1 MOST INCREASED AIRPLAY
#1 BIGGEST GAINER
DEBUT 22* BDS MAINSTREAM MONITOR!

ALTERNATIVE RADIO

#1 MOST ADDED

AC RADIO

#5 MOST ADDED

HOT AC RADIO

#2 MOST ADDED
DEBUT 21* BDS HOT AC MONITOR



Thank you
Charlie Quinn
and the
Y107 staff
for your
vision!

(Theme from the hit NBC TV series "FRIENDS")

The new single and video from *L.P.*

Produced by GAVIN MACKILLOP

Management: GEORGE GHIZ for GLOBAL COOLING ENTERTAINMENT



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Programmer's Think Tank

by TOM SHO VAN



GRASPING THE MOMENT

Chrysler Corporation, as a promotion, displayed its new cars trackside last month at the Kentucky Derby. With thousands of people in the stands and hundreds of thousands of people watching on TV and closed circuit, it was a great chance for Chrysler to show off. The cars sparkled and glistened as the bright Louisville sun rose above the stadium and shone down on the automobiles. As the stands filled with spectators, locating their seats and engaging in pre-race festivities, a grounds crew went over to the Chrysler display. Why? Not to polish the chrome or wipe off flecks of dust from the display. Oh no, instead they started pulling a canvas covers up over the front of the cars. Eventually they had all three cars covered in tarp from the hood to the rear of the passenger compartment. Obviously somebody didn't "get it." They were afraid that the hot Kentucky sun might fade the upholstery on the display cars so they wrapped them up like three cats exploring grocery bags with just their tails sticking out. True, at post time the crew reluctantly uncovered the cars again for the actual running of the Derby, but that important down-time when all those people are looking around, open to anything they see, was lost.

You won't read about Chrysler's promotional blunder in the sports pages, the business pages

nor does anyone at Chrysler probably have a clue. I suspect Chrysler cut a deal to have the local dealer display the cars and the dealer was more concerned with getting the cars back intact than any grand promotional opportunity. Unfortunately, this kind of oversight is commonplace in an era of specialization. Each component department is preoccupied with its own specific problems or goals, never grasping the whole.

We're at the time of the year when all of us are called upon to broadcast from remotes – fairs, sales events and parties. While most of us rationally understand that these are promotional opportunities, we get lost in logistics. Last weekend I went to a balloon race that drew a couple thousand people. A radio station was broadcasting live from an air-conditioned van. The jock was sealed off by plexiglass from the spectators. A pimply-faced intern handed out prize calendars with pictures of the morning man on them. Was it a good remote? The station thinks so, I'm sure. They were live at the scene with signage and handouts. The jock plugged the event with liner-cards and talked up all the songs hitting the post perfectly. What more could you ask for, right?

It's hard to believe, but on one hand, radio stations pay big money to send out plastic

listener cards, free money games, phone cards and endless other paraphernalia, just on the chance they might snag some listener awareness. On the other hand, given the opportunity to be face to face with listeners – or potential listeners – we drop the ball. I guess it's better to park an empty van or broadcast from a sealed broadcast booth at a street fair than it is to do nothing. On the other hand, if what you're creating is an image of slick plastic and aloofness, it might be better to stay home.

Whether it's Chrysler Corporation shoving new cars into tarps to keep the sun off them, or radio stations sitting in air conditioned fiberglass bubbles to keep the vast unwashed away, it makes no sense.

Evangelists reach out and touch the folk...touching them and winning them over. True salesmen are selling their product or themselves constantly. We seem to have lost the essence of that idea as we've gotten more and more "organized" and research-driven. The essence of winning over votes is shaking hands and kissing babies. If that means working up a sweat and getting a sunburn, then so be it.

**Tom Shovan welcomes your comments.
Call him at
(212) 581-3962 or fax (212) 459-9343.**

MY VIEW

By CHRIS RUH

PAGING VIN SCULLY

Theater of the mind. This is a term most often used to describe the process by which radio communicators utilize words, and the images they convey, to paint pictures in the "minds eyes" of the audience. Whomever, in fact, coined the term "theater of the mind" succeeded not only in describing the concept, but also in using it quite effectively; in three words, the idea of manipulating language to create virtual visual images in the audiences mind, was translated from a somewhat lofty abstraction, into a clear, crystalline principle. Yet while this definition serves to both describe and exemplify the salient points of the concept, it does nothing to describe how to achieve them.

For purposes of self-clarification, I thought about high school algebra. The basic idea of using specific, proven formulas to quantify unknown variables made absolute, logical sense to me. Yet I met with abject failure every time I tried to use slope-intercept form to "solve for X." To be sure, math was not my bailiwick, but with algebra, there is at least a set of codified formulas that help one put the discipline's over-arching ideals into practice. No such system exists with the amorphous concept "theater of the mind."

I was thinking of this on the way home last week. "If there are no guidelines or formulas," I thought, "then at least there must be some teachers...or someone who, through experience, we can learn from." But who are these teachers? How and where do we find them?

I thought about the many great morning personalities I've heard, and the contemporary programmers who seem to really have a grasp of the "theater of the mind" concept. I tried to stay focused on this question, as I made my way through the San Fernando Valley traffic. Looking

perhaps, for a bolt of inspiration, I flipped on the radio.

On the way in that morning, I'd spent part of my commute catching up on the news on KABC, the Cap Cities news/talk/sports outlet in L.A. So naturally that's where my dial was tuned that afternoon. To my pleasant surprise, the station was airing the Dodger game, which was just getting underway. And as the voice of the team's legendary radio play-by-play man oozed from my speakers, (with his signature greeting, "a very good evening to you,") I realized that I had just found my inspiration, and the perfect "theater of the mind" instructor.

If you've never heard Vin Scully call a Dodger game, or any sporting event for that matter, you've missed an experience that can safely be described, (no hyperbolic license needed) as sublime. Using anecdotes about current or past players, blurbs on the latest locker-room hijinx, and even a passage or two from the Bible, along with the often mundane and predictable movements of the game, Scully weaves them into an audio story/poem/news account, the tenor of which I can best describe as Homer, (no baseball pun intended), Will Rogers, and your favorite fishing (or bowling, hiking, knitting, drinking) buddy, in equal parts, rolled into one. And yet somehow, inscrutably, he does this while never overshadowing the action and events of the game.

Hearing Vin Scully's warm, bright, rangy baritone relate the account of the game in progress, ("West misses upstairs to Piazza..."), I can't help marveling at the seamlessness of his delivery. He is so in tune with the rhythm of the game, he can go from calling the on-field action, to a promo for an upcoming night at the ballpark, and back to the action, without missing a beat.

As I listen, I also notice (more to the point) the intimate, personal manner of his delivery, and how he informs, without ever pontificating. Vin Scully is

a very knowledgeable baseball man. He understands the game's strategies and tactics, its history and traditions, its rules and customs. And without ever patronizing the listener, or "dumbing-down" his information, he finds a way to present it, and make it relevant and interesting, to an audience that ranges from novice to (self-styled) expert, on the baseball knowledge continuum.

What an interesting point for radio. Vin Scully, and indeed most sports announcers, have a very broad and diverse audience to which they must relate. Anyone who tunes in a baseball game wants to catch the action, and be entertained and informed. And those listeners are 13-year olds and 73-year olds, aficionados (active listeners) and casual fans (passive listeners), the rich and the impoverished, and a whole spectrum in between. In short, the demographic range is huge! At the same time, many Top40 programmers and announcers complain about not being able to find lifestyle and psychographic commonalities between 18-year olds and 34-year olds!

Part of Scully's appeal comes from his creative use of the English language, and his adjective/verb-as-noun extractions that might bend the Mother-tongue a bit, but serve to truly paint precise pictures of the action on the field. Some examples: a hit ball that shoots off the bat directly toward the pitcher, he calls a "comebacker." A ball hit off the end of the bat that rises in a low trajectory and falls in the shallow outfield, is a "flare," or a "bloop single." And his famous preamble to a home-run call, ("to the track, to the wall..."), well, it's pure magic. And perhaps, that's what we need to get back to in music radio: the adroit and agile use of the spoken word. In a way that's format appropriate, maybe we need to get back to story telling and creating images...ah shoot, I've gotta go. It's 7:05 and the game's on...

**BUCK
SHOT**
LeFonque

SOME COW FONQUE
(MORE TEA, VICAR?)

**COW
X-ING**

Word's out.
Some Cow Fonque is
breaking down fences,
crossing fields, getting
play all over the dial.
It's a Branford Marsalis
Projekt

THE HIT THAT'S CROSSING ALL FORMATS.

TOP 40

ADD
WPGC

AOR

ADD
WVRK

URBAN

ADD
WMMJ

HOT ADULT CLASSICAL

ADD
WKTJ

AAA

ADD
KSCA

RAP

ADD
WSCB

ALT

ADD
WDST

JAZZ

ADD
WEAA

COLLEGE

ADD
WREK

COUNTRY

ADD
WWYZ

METAL

ADD
WYZR

NAC

ADD
WOTB

Don't miss their appearance on
Late Show with David Letterman,
Monday, June 12th

Produced by B. Marsalis.
Management: Ann Marie Wilkins/Wilkins Management Inc.

COLUMBIA
"Columbia" Reg. U.S. Pat. & Tm. Off. Marca Registrada.
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Most Added, Including:

WXKS

WPLJ

KPLZ

MIX96

Y100

Q102

B94

Q106

WNCI

KHMX

WRQX

PRO-FM

WTIC-FM

KXYQ

WPXY

Rod Stewart
"Leave Virginia Alone"

The first single from his new album
A Spanner In The Works

Produced by
James Newton-Howard, Michael Ostin and Lenny Waronker

Management: **STIEFEL-PHILLIPS**
ENTERTAINMENT



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SPANISH FLY

"Crimson & Clover"

39*-34* Rhythm Crossover Monitor

KIIS ADD! - KHKS ADD!



RECORDS

SPINS:

KXTZ	55x	KJYK	33x	B95	16x
KBFM	45x	Z90	30x	KZHT	14x
KUBE	44x	KZFM	29x	WWKX	14x
KTFM	43x	KGGI	28x	KLUC	12x
HOT97.7	43x	Q105	18x	KYLD	10x
KKXX	41x	WJJS	17x	WFLY	10x

HOT CALLOUT AT: KTFM/HOT97.7/KPRR

NEW ORDER *"Bizarre Love Triangle"*

NEW ADDS: WEDJ, KBZR, WPST, KLYV, Y97



SPINNING AT:



KHKS, KIIS, Y100, KISF, Q99, KMXV, WKSE, KRBE, WPLY, WFLZ, WZJM, WKSS, KHFI, KNIN, KZII, KWTX

SHAW BLADES *"I'll Always Be With You"*

SPINNING AT:

KLRQ	44x	CK105	28x	WKDY	16x	WNCI	10x
Q99	36x	WVKS	18x	WMRV	15x	KHTT	10x
KQKZ	35x	WTWR	17x	WGRG	14x	K92	10x
WPXR	29x	WRQX	16x	KXYQ	14x		
WZPK	28x	WBLI	16x	WDDJ	14x		
WVSR	28x	KHMX	16x	Y107	10x		



RECORDS

HITMAKERS

MAINSTREAM TOP 40 DISCOVERY CLUB

1. **THE REMBRANDTS "I'll Be..." (EASTWEST)**
2. **SOUL ASYLUM "Misery" (COLUMBIA)**
3. **ALL-4-ONE "I Can Love You Like That" (BLITZZ/ATLANTIC)**
4. **ROD STEWART "Leave Virginia Alone" (WARNER BROS.)**
5. **NELSON "(You Got Me) All Shook Up" (Geffen)**
6. **REAL McCOY "Come And Get Your Love" (ARISTA)**
7. **BETTER THAN EZRA "Good" (ELEKTRA)**
8. **CHRIS ISAAK "Somebody's Crying" (REPRISE)**
9. **DURAN DURAN "Perfect Day" (CAPITOL)**
10. **EDDIE MONEY "After This Love Is Gone" (WOLFGANG)**
11. **LA BOUCHE "Falling In Love" (LOGIC/BMG)**
12. **NICKI FRENCH "Total Eclipse Of The Heart" (CRITIQUE)**
13. **PAULA ABDUL "My Love Is For Real" (VIRGIN)**
14. **YAKI-DA "I Saw You Dancing" (LONDON/ISLAND)**
15. **CORONA "Baby Baby" (EASTWEST/EEG)**
16. **JORDAN HILL "Remember Me This Way" (MCA)**
17. **JON SECADA "Where Do I Go From You" (EMI RECORDS)**
18. **STONE TEMPLE PILOTS "Dancing Days" (ATLANTIC)**
19. **BLOOD HOUND GANG "Mama Say" (UNDERDOG/COLUMBIA)**
20. **JANN ARDEN "Could I Be Your Girl" (A&M)**
21. **JON B. AND BABYFACE "Someone To Love" (YAB YUM/550)**
22. **ROSIE GAINES "I Want U" (MOTOWN)**
23. **RUSTED ROOT "Send Me On My Way" (MERCURY)**

COLUMBIA RECORDS

Presents the **HITMAKERS**

Programmer of the week!

Columbia Crusades

SOPHIE B. HAWKINS

"As I Lay Me Down"

MILWAUKEE

WKTI #4 MOST PLAYED, 36 SPINS
SOUNSCAN SINGLE ADI
#67 - #50 - #39

ORLANDO

XL106, 16 SPINS, NEW AIRPLAY
"TOP 15 PHONES AFTER ONLY 10 DAYS OF
AIRPLAY"
ADAM COOK, PD, XL106

CHICAGO

WTMX #7 MOST PLAYED, 42 SPINS
SOUNSCAN SINGLE ADI
#116 - #113 - #71

GREEN BAY

WIXX #9 MOST PLAYED 29 SPINS
WQLH #9 MOST PLAYED (23 SPINS)
SOUNSCAN SINGLE ADI
#52 - #33 - #16

OVER 400 HOT 100 SPINS

MAJOR AIRPLAY:

**WPST, WNNK, WSTW, WKRZ, WNVZ
WGTZ, WKDD, WMJQ, Y107**

**Alex
Tear**



PD, WGRD/Grand Rapids

Career Highlights:

- Everytime a great record arrives...Everytime a great promotional idea develops in front of you. Working with so many talented people.

Family:

- Single, 28.

Hobbies:

- Radio, Pez, Radio, Computers, Radio, Hockey, Radio.

Quote:

- "Do we have a shot this week?"

Nominees for Issue 890.

Vote for your choice.

1. MICHELLE STEVENS (PD, WPST/Trenton)
2. MIKE WHEELER (PD, WVKS/Toledo)
3. TOM GARRETT (PD, WZOK/Rockford)

Call your HITMAKERS Account Executive (818) 387-3440

Programmer of the week
wins a Sony Walkman™!

Top40 Disc-overly Club

J.J. RICE, MD, 98PXY, Rochester

SOUL ASYLUM *Misery* (COLUMBIA) - One of the many big hits just released. One of quite a few new releases we think will be big!

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Just what we need right now - Another big ballad from these guys. This one should be big.

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - It's really cool. A kick-ass record.

JOHN CLINE, MD, B94, Pittsburgh

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - I love this. Will be a big one for Rod.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - A smash!

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Doing very well for us. Good sales.

JOEY GIOVINGO, APD/MD, B97, New Orleans

CHRIS ISAAK *Somebody's Crying* (REPRISE) - This will become an amazing hit.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Another great one from Mr. Rod. It's as big as it gets.

MUFFS *Sad Tomorrow* (REPRISE) - Real fun-sounding record.

NEAL SHARPE, PD, JET-FM, Erie

PAULA ABDUL *My Love Is For Real* (VIRGIN) - It was refreshing to hear this new slant in her music. I was pleasantly surprised by the sound of this.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Definitely a Top 5 record! There's nothing else I need to say!

THE CAULFIELDS *Devil's Diary* (A&M) - A solid, Modern Rock track!

RON BEGNAUD, MD, KBIU, Lake Charles

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - The biggest babe record of the year.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Good song. Should be there.

ERNESTO GLADDEN, PD, KBZR, Phoenix

SOUL ASYLUM *Misery* (COLUMBIA) - Great song. Waiting for LP.

JEFF BUCKLEY *Last Goodbye* (COLUMBIA) - Great midday record for us.

ELASTICA *Connection* (Geffen) - Doing very well for our station.

JOHN RAMSEY, PD, KCLD, St. Cloud

EDDIE MONEY *After This Love Is Gone* (WOLFGANG) - Good job Eddie. Should do well.

BETTER THAN EZRA *Good* (ELEKTRA) - Good crossover record.

REAL McCOY *Come And Get Your Love* (ARISTA) - Great old Redbone tune.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - #1 record!

MARK RADWAY, MD, KDUK, Eugene

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - On the heel's of a #1 sitcom, this is gonna be a #1 record. Instant female hit and a nice comeback for the band.

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - The power ballad of the summer! A total smash!!

CHRIS ISAAK *Somebody's Crying* (REPRISE) - It's great to have Chris back from the big screen and making great music. Your adult women will love this!

MICHAEL JACK KIRBY, PD/MD, KFFM, Yakima

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - I was pleasantly surprised - I liked it!

ROSIE GAINES *I Want U* (MOTOWN) - It's a total jam - She's a real talent!

COLLECTIVE SOUL *December* (ATLANTIC) - I'm starting to become a fan of this band!

SNAP *Welcome To Tomorrow* (ARISTA) - Cool song, but where's Turbo B?

BRANDON SHAW, MD, KIOC, Beaumont

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Since it's the title theme to the #2-rated TV show in America, a lot of people know it and like it - a hit!

SEAL *Kiss From A Rose* (SIRE/WARNER BROS.) - This is the love theme from the soon-to-be-released movie *Batman Forever - Batman III*. It's a smash!

SOUL ASYLUM *Misery* (COLUMBIA) - Can't miss - a definite hit!

ROB FRITH AND THIRD COAST *No Need* (UNSIGNED) - It's a band with a Blues feel from the Gulf Coast area. No major label's got them yet, but if you're interested, give me a call!

CHUCK GEIGER, PD, KISF, Kansas City

RUSTED ROOT *Send Me On My Way* (MERCURY) - A real good record. It's like The Talking Heads meet Blues Traveler!

CHRIS ISAAK *Somebody's Crying* (REPRISE) - He's a very female-friendly artist and this is just a real fine record!

SPONGE *Molly* (WORK GROUP) - *Plowed* is still a sub-power for us, and this new track sounds like another winner!

MICK FULGEM, MD, KISX, Tyler

JON B. AND BABYFACE *Someone To Love* (YAB YUM/550) - Smash from Babyface.

BETTER THAN EZRA *Good* (ELEKTRA) - Great crossover record. Will be strong.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - *Friends*, hit TV show, hit song!

ALAN FEE, PD, KLYV, Dubuque

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Our demo loves the show, which means they're familiar with the song. A good record.

SOUL ASYLUM *Misery* (COLUMBIA) - The song certainly doesn't live up to its title!

JILL SOBULE *I Kissed A Girl* (ATLANTIC) - I like it a lot. A good Pop record!

JEFF ANDREWS, APD/MD, KLYV, Dubuque

SOUL ASYLUM *Misery* (COLUMBIA) - Reminds me a lot of Black Gold! Real strong lyrics and a very strong, recognizable sound.

MATTHEW SWEET *Sick Of Myself* (ZOO) - The more times I listened, the more I liked this record. I think the time is finally here for Matthew to really hit!

EDDIE MONEY *After This Love Is Gone* (WOLFGANG) - Any artist who's as accessible to radio as Eddie is deserves a hit, and this is a hit!

JEFF HUGHES, MD, KNIN, Wichita Falls

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - #1 smash!!

DURAN DURAN *Perfect Day* (CAPITOL) - Should have come with this first.

REAL McCOY *Come And Get Your Love* (ARISTA) - Great follow-up. Will be huge!

JIM ALLEN, APD/MD, KQCR, Cedar Rapids

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Automatic hit!

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Huge sales, big phones.

JIMI JAMM, MD, KQKQ, Omaha

PETE DROGE *Northern Bound Train* (AMERICAN) - Tom Petty meets Arrowsmith.

LA BOUCHE *Falling In Love* (LOGIC/BMG) - Heard this at the Chicago **HITMAKERS** Seminar. Sounds great.

SOUL ASYLUM *Misery* (COLUMBIA) - What misery? We added it!

DAVE CHRISTOPHER, PD, KSLY, San Luis Obispo

SOUL ASYLUM *Misery* (COLUMBIA) - Good tune. Will be a good follow-up.

REAL McCOY *Come And Get Your Love* (ARISTA) - I like this a lot.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Great record. Should be huge.

LARRY IRONS, PD, KWNZ, Reno

EDDIE MONEY *After This Love Is Gone* (WOLFGANG) - Classic Eddie Money. Good to see him back.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Major show. Will be a big summer record.

TOM MARTENS, PD, KWTX, Waco

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Smash. I like this a lot.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Hit show, hit song!

NELSON *(You Got Me) All Shook Up* (Geffen) - This is a real interesting record.

JAY SHANNON, MD, KZII, Lubbock

REAL McCOY *Come And Get Your Love* (ARISTA) - One of the best dance records I've heard in a long time. It sounds very familiar and it's got a great beat.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - It could be as big as *I Swear*. Another link with these guys and John Michael Montgomery!

SOUL ASYLUM *Misery* (COLUMBIA) - A good follow-up to *Runaway Train*. It's got a great hook and even though it rocks, it's not too hard. Very Mainstream.

MIKE KASPER, PD, KZMG, Boise

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Probably even better than *I Swear*! After this though, they ought to put a moratorium on this group and John Michael Montgomery recording this same song!

MELISSA ETHERIDGE *Like The Way I Do* (ISLAND) - This is from her self-titled debut album from 1988. I've seen that a few stations have started playing this and who knows, there could be something here.

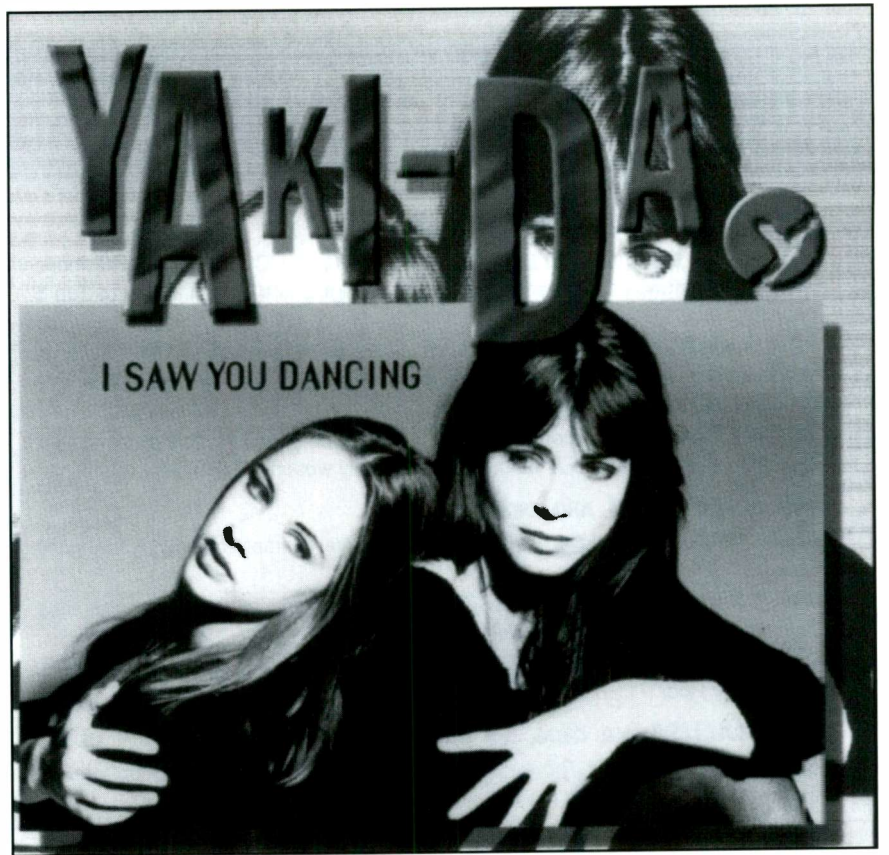
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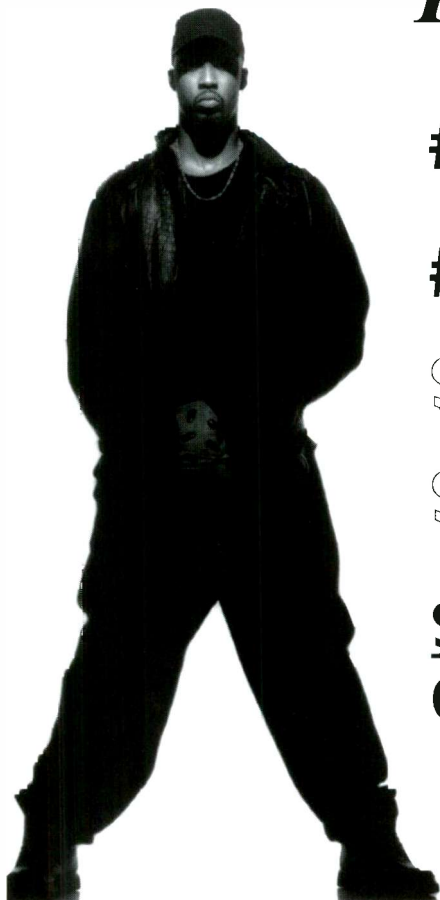
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"This Is How We Do It"



#1 R&R RHYTHM CHART – 5 WEEKS!

#1 BILLBOARD CROSSOVER MONITOR – 6 WEEKS!

SoundScan Top Singles 1* to 1*

SoundScan LP Chart 19* to 16*

Scanned This Week

OVER 70,000 SINGLES SCANNED THIS WEEK!



PMP/RAL



Top40 Disc-overery Club

KASEY CHRISTOPHER, MD, KZZU, Spokane

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - What a great phone story - We spun it a few times last week at night, and now it's pulling Top 5 phones!

SOUL ASYLUM *Misery* (COLUMBIA) - Because we're leaning in a more rhythmic direction, we just don't play too many of these kind of records. But this is one exception. A real strong song!

BETTER THAN EZRA *Good* (ELEKTRA) - We've been spiking this at night. This kind of song is not really our thing, but this is really working. Good early reaction!

MICHAEL DEAN, APD, OK95, Tri-Cities

CHRIS ISAAK *Somebody's Crying* (REPRISE) - Very female-friendly. A real good song.

NINE INCH NAILS *Hurt* (INTERSCOPE) - It's not overly intense. It's a soft song from the biggest band in the world!

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - A very solid record. Very solidly Rod.

RAY KALUSA, MD, Q106, San Diego

GLORIA ESTEFAN *It's Too Late* (EPIC) - In a world that's over-populated by remakes...This one rises to the top.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Another example of how a record doesn't have to be down tempo to get adults.

JON SECADA *Where Do I Go From You* (EMI RECORDS) - Has found the formula that works and works and works.

GARY MICHAELS, PD, Q99, Salt Lake City

STONE TEMPLE PILOTS *Dancing Days* (ATLANTIC) - I like this. Will be strong.

NELSON *(You Got Me) All Shook Up* (GEFFEN) - Good tune from these dudes.

REMBRANDTS *I'll Be There For You* (EASTWEST) - Smash TV show. Hit record.

MIKE LOWE, MD, WAIA, Melbourne

NELSON *(You Got Me) All Shook Up* (GEFFEN) - Good song from these boys.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - A smash! #1 record!!

JOE FRIDAY, MD, WAEB, Allentown

REAL McCOY *Come And Get Your Love* (ARISTA) - These guys can do no wrong! Yet another great dance Pop hit from a CD that has more to follow! Great remake too!

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - From a great show that everyone in that 'in-demo' loves. If you've got a friend or have ever been one, you should be playing this record. Great phones from just the first few spins!!

EDDIE MONEY *After This Love Is Gone* (WOLFGANG) - The Money-man is back with a sound only he can deliver - smooth and appealing.

DAMON COX, MD, WAPE, Jacksonville

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Cool song and a hot TV show. What more could you ask for?

SHARA NELSON *Down That Road* (CHRYSALIS/EMI RECORDS) - Straight-ahead Pop record with adult appeal.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Once again, David Foster produced a smash with female appeal.

SOUL ASYLUM *Misery* (COLUMBIA) - A solid Rock song. Listen to the lyrics.

JOHN FLINT, PD, WAZY, Lafayette

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Smash. Will be huge!

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Rod's back. Good record.

KID KELLY, PD, WBHT, Wilkes-Barre

SOUL ASYLUM *Misery* (COLUMBIA) - Good, good follow-up. Will be huge.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Is Abba in the house?

STONE TEMPLE PILOTS *Dancing Days* (ATLANTIC) - One of the hot tunes out there now.

STEVE HILTON, MD, WBHV, State College

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Sounds more like Abba than Ace Of Base. This is a good thing.

CORONA *Baby Baby* (EASTWEST/EEG) - Good strong follow-up.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - Very good contemporary album from Paula. Should do very well.

BEAU LANDRY, PD, WBIZ, Eau Claire

SOUL ASYLUM *Misery* (COLUMBIA) - Just a good hooky Soul Asylum.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - David Foster does it again.

NELSON *(You Got Me) All Shook Up* (GEFFEN) - Monster hook. This is a good direction musically.

MICHAEL LYNN, PD, WBSS, Atlantic City

JON SECADA *Where Do I Go From You* (EMI RECORDS) - This should do it for Jon.

REAL McCOY *Come And Get Your Love* (ARISTA) - Good follow-up record. Will do well for us.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - This is hot!

TOM NAYLOR, MD, WEDJ, Charlotte

CORONA *Baby Baby* (EASTWEST/EEG) - Good follow-up. This is very good.

THROWING MUSES *Big Yellow Gun* (REPRISE) - We tested this record and there are no negative calls. Real strong.

DURAN DURAN *Perfect Day* (CAPITOL) - This is the new one. Should do well.

JIM REITZ, PD, WFHN-FM, New Bedford

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - This is a #1 record!

ROSIE GAINES *I Want U* (MOTOWN) - Good crossover record. Solid song, good tempo.

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Very strong record. Doing very well for us.

ALEX TEAR, PD, WGRD, Grand Rapids

SOUL ASYLUM *Misery* (COLUMBIA) - A no-brainer. Smash!

FILTER *Hey Man Nice Shot* (REPRISE) - Moving up nicely. Will cross.

cranberries *Ridiculous Thoughts* (ISLAND) - Another good tune from this band.

STEVE GILINSKY, PD, WGRG, Binghamton

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Automatic. Already getting requests.

JORDAN HILL *Remember Me This Way* (MCA) - Good song. Waiting for the movie.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Rod is back. Good song.

JOSHUA FLEMING, MD, WHHY, Montgomery

JORDAN HILL *Remember Me This Way* (MCA) - The summer ballad. No question.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Great hook. Makes me wanna go fishing.

DURAN DURAN *Perfect Day* (CAPITOL) - Sweet sound. Acoustic version.

JACKIE JOHNSON, MD, WIFC, Wausau

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - It's an instant female smash. You gotta add it!

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - It's Rod...Females will love it!

BETTER THAN EZRA *Good* (ELEKTRA) - It's so catchy. I don't even know all the words, but I've been walking around singing the hook! It's good!

SOUL ASYLUM *Misery* (COLUMBIA) - I listened once - I liked it a lot!

DEE DEE McGUIRE, MD, WIOQ, Philadelphia

LA BOUCHE *Falling In Love* (LOGIC/BMG) - I love this. I hum it all the time.

CORONA *Baby Baby* (EASTWEST/EEG) - Great song. Good follow-up. Will be strong.

KENNY KNIGHT, MD, WKBQ, St. Louis

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - A no-brainer. Smash! #1 record!!

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - The momentum of TV will really push this record.

ADAM ANT *Wonderful* (CAPITOL) - This is shaping up to be a hit!

WALLY McARTHUR, PD, WKDY, Utica

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Big show, great record. Will do very well.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - The old Rod is back. Great sound.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - This is a #1 record!

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<http://www.polygram.com/polygram/BonJovi.html>

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Top40 Disc-overery Club

DAVE MICHAELS, PD, WKFR, Kalamazoo

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Automatic smash!

STONE TEMPLE PILOTS *Dancing Days* (ATLANTIC) - Good, good record.

PAULA ABDUL *My Love Is For Real* (VIRGIN) - A Janet Jackson feel. Just a great record.

PHIL THOMAS, PD, WKMX, Dothan

JORDAN HILL *Remember Me This Way* (MCA) - Good song from the movie, *Casper*.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - A #1 record!

BRYAN ADAMS *Have You Ever Really Loved A Woman* (A&M) - Hottest request record out there.

TINA SIMONET, MD, WKSS, Hartford

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - This is a well produced, very mature-sounding record. I think it could be bigger than *Candy Rain*.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Sounds like a hit much? I think so!

DENNIS DILLON, PD, WKXJ, Chattanooga

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Smash of the summer. Instant rotation.

NELSON *(You Got Me) All Shook Up* (Geffen) - Great song. Should fit a lot of stations.

SOUL ASYLUM *Misery* (COLUMBIA) - This is a very Pop record.

DAVID SKINNER, PD, WLAN, Lancaster

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Smash! Hit show. Instant reaction.

NELSON *(You Got Me) All Shook Up* (Geffen) - Just a good record for these pretty boys.

DIANA KING *Shy Guy* (COLUMBIA) - Huge sales. The story will be there.

MIKE STROBEL, PD, WLTV, Elmira

JANN ARDEN *Could I Be Your Girl* (A&M) - Great all-dayparts, mass appeal record.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Hot show record. A pleasant surprise.

SOUL ASYLUM *Misery* (COLUMBIA) - All-dayparts. Good record.

DAN BOWEN, APD/MD, WNCI, Columbus

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Sounds like a smash from the hit show *Friends*.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Good record from Rod the Mod.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - Good all-around Pop record. Should be there for us.

VAN MICHAEL, OM, WNKI, Elmira

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Automatic. Good tune.

SOUL ASYLUM *Misery* (COLUMBIA) - I like this. Need room.

CHRIS ISAAK *Somebody's Crying* (REPRISE) - Good song from Chris. Should do well.

DAVE EDWARDS, PD, WNTQ, Syracuse

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - A very strong record! If this isn't a hit, I'll retire!

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - A done deal. It's got that famous Rod Stewart sound.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - I think it's a hit!

SOUL ASYLUM *Misery* (COLUMBIA) - Another obvious smash.

DON LONDON, PD, WNVZ, Norfolk

BETTER THAN EZRA *Good* (ELEKTRA) - Testing very well. Should be there.

NICKI FRENCH *Total Eclipse Of The Heart* (CRITIQUE) - Strong for us. Will be huge.

LORI ROBBINS, MD, WQGN, New London

LA BOUCHE *Falling In Love* (LOGIC/BMG) - Very cool-sounding record!

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - It's goin' to be a hit!

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - It's just classic Rod - Smash!

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

REAL McCOY *Come And Get Your Love* (ARISTA) - Yet another smash!

SOUL ASYLUM *Misery* (COLUMBIA) - Totally relatable record.

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - It's about time.

KEITH CURRY, MD, WSNX, Grand Rapids

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - It legitimizes them as in it for the long haul!

STRICTLY FOR U *Open Arms* (QUALITY) - This is explosion material! I like it a lot.

LACY NEFF, PD, WVAQ, Morgantown

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Smash! Hot show!!

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - What a great record. Will be #1!!

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Love it. Rod is back with this one!

DAVY CROCKETT, PD/MD, WYCR, York

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Definitely a potential #1 record!

SOUL ASYLUM *Misery* (COLUMBIA) - I'll keep it short - A smash!

PAULA ABDUL *My Love Is For Real* (VIRGIN) - This is performing already. We added it last week and it's already pulling Top 5 phones!

JERI BANTA, PD/MD, WYKS, Gainesville

NELSON *(You Got Me) All Shook Up* (Geffen) - Good record from these boys.

JANN ARDEN *Could I Be Your Girl* (A&M) - Good song. Should be a big record.

SOUL ASYLUM *Misery* (COLUMBIA) - I like this. Good follow-up.

DAVE EUBANKS, MD, WZJM, Cleveland

SOUL ASYLUM *Misery* (COLUMBIA) - Smash! Destined to be a hook-filled hit.

LIVE *All Over You* (MCA) - We will find room for this.

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - I told you so. I told you so. Smash!

BRUCE STEVENS, PD, WZNY, Augusta

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - #1 show. Great record. Automatic.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Rod is back. A smash!!

TOM GARRETT, PD, WZOK, Rockford

THE REMBRANDTS *I'll Be There For You* (EASTWEST) - Instant smash. The biggest breaking record of the year.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Their best song to date.

SOUL ASYLUM *Misery* (COLUMBIA) - One of the best Alternative crossover records to come around in a long time.

ROD STEWART *Leave Virginia Alone* (WARNER BROS.) - Another great song from a legend.

STEVE JAMES, PD, WZOQ, Lima

JON SECADA *Where Do I Go From You* (EMI RECORDS) - One of his biggest records yet.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - This is a #1 record!

RUSTED ROOT *Send Me On My Way* (MERCURY) - This will be a huge midday record.

JIM CERONE, PD, WZPL, Indianapolis

DURAN DURAN *Perfect Day* (CAPITOL) - Better than I thought it was gonna be. It looks like we're entering another phase of remakes and this is pretty good!

LA BOUCHE *Falling In Love* (LOGIC/BMG) - It's kind of fun! Another good remake.

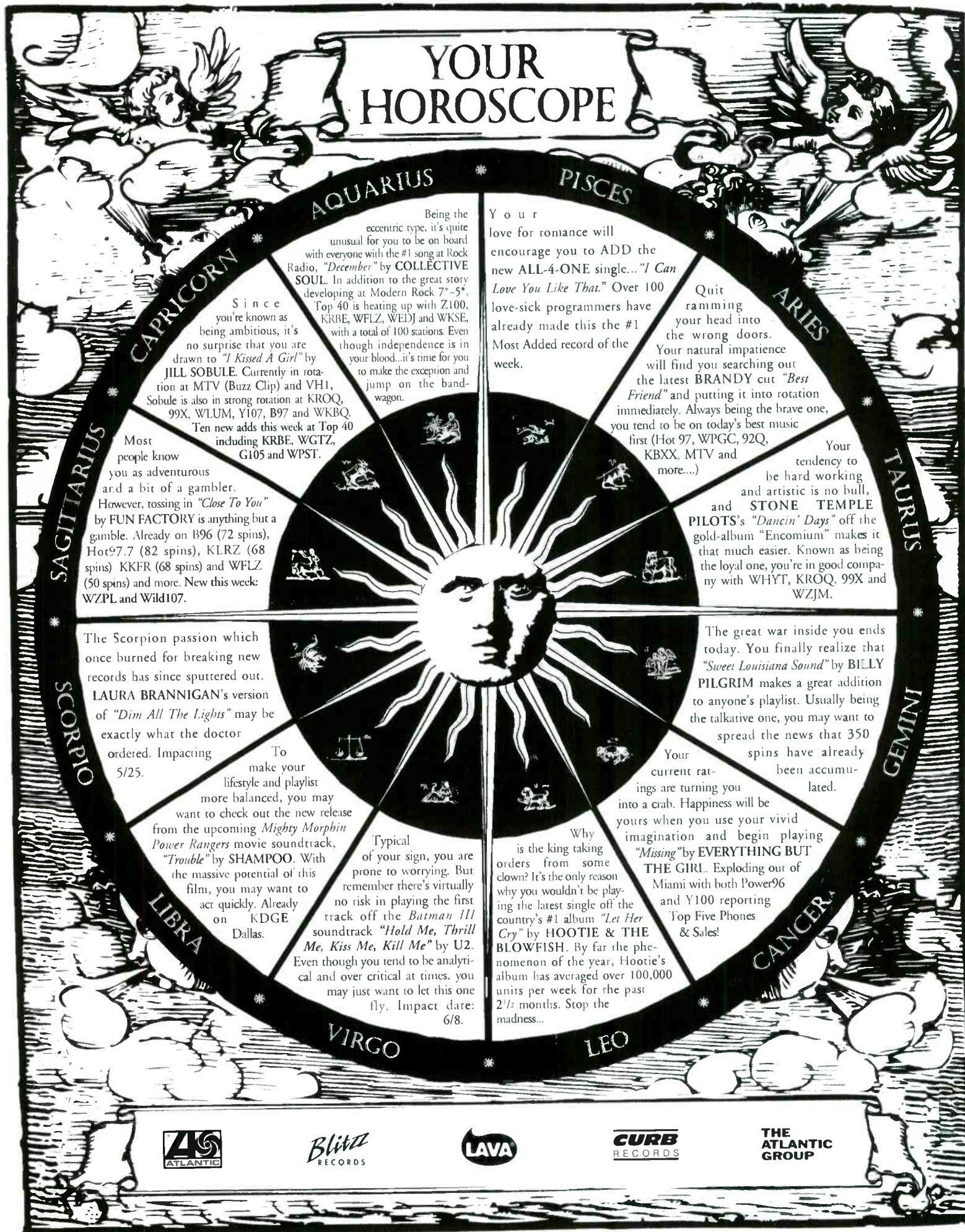
DANA LUNDEN, MD, Z104, Madison

ALANIS MORISSETTE *You Oughta Know* (MAVERICK/REPRISE) - It's just attitude, pain and emotion...a hit!

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - An easy #1! A great follow-up!

SOUL ASYLUM *Misery* (COLUMBIA) - Kind of like *Runaway Train*, Part II, only better, sort of...I mean it's a really great song!

YOUR HOROSCOPE



AQUARIUS
Being the eccentric type, it's quite unusual for you to be on board with everyone with the #1 song at Rock Radio, "December" by COLLECTIVE SOUL. In addition to the great story developing at Modern Rock 7*-5*, Top 40 is heating up with Z100, KRBE, WFLZ, WEDJ and WKSE, with a total of 100 stations. Even though independence is in your blood...it's time for you to make the exception and jump on the bandwagon.

CAPRICORN
Since you're known as being ambitious, it's no surprise that you are drawn to "I Kissed A Girl" by JILL SOBULE. Currently in rotation at MTV (Buzz Clip) and VH1, Sobule is also in strong rotation at KROQ, 99X, WLUM, Y107, B97 and WKBQ. Ten new adds this week at Top 40 including KRBE, WGTZ, G105 and WPST.

SAGITTARIUS
Most people know you as adventurous and a bit of a gambler. However, tossing in "Close To You" by FUN FACTORY is anything but a gamble. Already on B96 (72 spins), Hot97.7 (82 spins), KLRZ (68 spins) KKFR (68 spins) and WFLZ (50 spins) and more. New this week: WZPL and Wild107.

SCORPIO
The Scorpion passion which once burned for breaking new records has since sputtered out. LAURA BRANNIGAN's version of "Dim All The Lights" may be exactly what the doctor ordered. Impacting 5/25.

LIBRA
To make your lifestyle and playlist more balanced, you may want to check out the new release from the upcoming *Mighty Morphin Power Rangers* movie soundtrack, "Trouble" by SHAMPOO. With the massive potential of this film, you may want to act quickly. Already on KDGE Dallas.

VIRGO
Typical of your sign, you are prone to worrying. But remember there's virtually no risk in playing the first track off the *Batman III* soundtrack "Hold Me, Thrill Me, Kiss Me, Kill Me" by U2. Even though you tend to be analytical and over critical at times, you may just want to let this one fly. Impact date: 6/8.

PISCES
Your love for romance will encourage you to ADD the new ALL-4-ONE single... "I Can Love You Like That." Over 100 love-sick programmers have already made this the #1 Most Added record of the week.

ARIES
Quit ramming your head into the wrong doors. Your natural impatience will find you searching out the latest BRANDY cut "Best Friend" and putting it into rotation immediately. Always being the brave one, you tend to be on today's best music first (Hot 97, WPGC, 92Q, KBXX, MTV and more...)

TAURUS
Your tendency to be hard working and artistic is no bull, and STONE TEMPLE PILOTS's "Dancin' Days" off the gold-album "Encomium" makes it that much easier. Known as being the loyal one, you're in good company with WHYY, KROQ, 99X and WZJM.

GEMINI
The great war inside you ends today. You finally realize that "Sweet Louisiana Sound" by BILLY PILGRIM makes a great addition to anyone's playlist. Usually being the talkative one, you may want to spread the news that 350 spins have already been accumulated.

CANCER
Your current ratings are turning you into a crab. Happiness will be yours when you use your vivid imagination and begin playing "Missing" by EVERYTHING BUT THE GIRL. Exploding out of Miami with both Power96 and Y100 reporting Top Five Phones & Sales!

LEO
Why is the king taking orders from some clown? It's the only reason why you wouldn't be playing the latest single off the country's #1 album "Let Her Cry" by HOOTIE & THE BLOWFISH. By far the phenomenon of the year, Hootie's album has averaged over 100,000 units per week for the past 2 1/2 months. Stop the madness...



HITMAKERS GUEST COLUMNS



DAVE FERGUSON **PUBLIC SERVICE**

HOW MUCH IS ENOUGH?

Any of you who've worked in small markets probably remember Sunday morning Public Service Programming as some of the better programming on the entire station. In New Mexico, where I first began my radio career, we'd plug in Brother John Rivers on the Power-line every Sunday morning and actually take notes on his smooth delivery. The guy was smooth! The music was contemporary- always positive, and the show was logged as a service to the community from the radio station. However, after Brother John, the quality of programming turned an about-face as we ran the Sunday morning services from Central Baptist Church- LIVE. That also was considered public service. Though to me at the time it seemed more like a disservice. During the week, we ran one PSA an hour, 6am- Midnight. Anything from blood-drives to lost dogs counted as public service in those days, I guess.

When I began working in major markets I realized that as far as public service went, things were pretty much the same. Sunday morning was thrown away to boring public service programs, and although we didn't actually have to read the PSA's every hour during the week, they were

aired in one form or another. A consultant I worked closely with always referred to public service programming as "throw away" time. I suppose that was because the programs we were running, at the times they ran at, really didn't have any sort of impact on the audience- except maybe to prompt them to pop in a cassette. If you've ever been a News director or Public Service Director during license renewal at a radio station, you know just how tedious it is to prepare your documents for the files. The FCC has strict guidelines concerning PSA's. It seems that what they want you to run is completely opposite from what your Program Director thinks the audience wants to hear. Especially in younger demo music formats. What 24-year old wants to hear about free glaucoma testing at the nearby clinic? None. So how do you find ways to follow the FCC's guidelines and also entertain your audience? Here are a few ideas.

For starters, teach your ND or PSA-D to go through every PSA that is sent in, and only to use the ones that directly effect your target audience. Then air them in places where it won't take away from programming. I would suggest doing one in each morning news cast. Then, if you have to air any more throughout the day, have them prerecorded and bury them in the middle of a stop set.

There are also messages that you can create from within the radio station that will count as public service. At WPGC-AM, we ran a PSA at the top of the hour, every hour. Why? Because

when you have a format with a lot of negatives, you need to overcompensate with positives. What better way then to have the artists themselves voicing short :10 or :15 second messages that take on the perceived negatives of the format head on- such as staying in school, stopping the violence, practicing safe sex, etc...

Another way to target your specific audience with public affairs is through special programming- outside of the usual Sunday morning time-block when listeners are already trained not to listen. KMEL's Street Soldiers, and WPGC's Yo' Listen Up are great examples. These are shows that tackle issues effecting the active audience. Listeners are encouraged to call and join in the discussion. And the topics are as endless as the bad news headlines on your local paper. If you can get celebrities to act as guest-hosts, it adds even more to the entertainment value.

Don't let public affairs be a throw-away. The real key to providing public service programming that the audience finds interesting, and entertaining, is to get inside your listener's heads and see what they're interested in, and concerned about. Put some bells and whistles on it. Make it shine as bright as you would any special programming feature on the radio station.

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



MARK SHANDS **HOW TO USE YOUR CONSULTANT**

In this business of radio, there's a good chance you'll eventually work with a programming consultant. He or she is a person who the management has brought aboard to help your station get good ratings and keep them.

Actually when you work with a consultant you often work with a team of support people. Many consultants have programming people who work with them, who have their own area of expertise.

As a jock, as a music director and as a PD, there are ways you can maximize the consultant experience. It's just like radio in general: you can be used by radio, or you can use radio. It's the same with your consultant. The third option is that you can waste the experience; which is something that is done too. But, since you've read this far, I'm assuming you're one of the few who are actually trying to get somewhere. That in itself sets you apart and puts you ahead of the crowd,

such as it is! As you've noticed many of your co-workers are just coasting through life.

As programming great Buzz Bennitt used to say, one of the keys to success is the act of getting noticed. If you're a jock it's a good idea that you make a connection with your consultant. When the consultant is at your station, make a point of introducing yourself. Stick a tape in their hand. Give them a call later and ask what they thought of it.

Radio is a business of people. We all tend to move around a bit. There's a good chance that you'll be looking for a job someday. The more people you know, the better your chances of getting considered for the jobs you want. Make sure the consultant and their support people are aware of you.

Listen. Your consultant got that position because they have experience with success. Sharing that experience is the name of the game for them. You don't have to agree with everything they say. But you really should open up and listen.

Colleen Cassidy is the National Music Coordinator for Jerry Clifton's New World Communications. Colleen does music meetings with Clifton stations on a daily basis in all kinds of markets. "You should simply think about your consultant's comments. Treat it as educated input coming from

someone who is on your side. The biggest mistake I see is that radio people will do their music for the consultant, rather than for their audience."

Another opportunity to use when working with a consultant is the networking opportunity. Most likely your consultant works with other stations like yours. They have many of the same problems and solutions. Many are testing the same music. As a Program Director and as a Music Director, this power to network with other programmers is probably the most valuable tool you can have. Use this connection to share information with other programmers. By being part of "the group" the ice is already broken, go ahead and call. Most programmers will respond.

Don't have a consultant? Send some tape, get in touch. Music radio is suffering from a talent drain these days. There's not a consultant out there who is not on the lookout for a talented broadcaster, one who is trying to get somewhere. Maybe that person is you?

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

HITMAKERS Faces & Places



Zoo recording artist Matthew Sweet celebrates the sale of over 500,000 units of his third solo album, *GIRLFRIEND*, after a recent sold-out performance in Los Angeles at The Whiskey. Pictured (l-r): **Russell Carter**, Sweet's Manager; **Matthew Sweet**; **Lou Maglia**, President, Zoo Ent.; and **Tom Simonsin**, Sweet's Manager.



A benefit performance by Country artists was held at the House Of Blues for the Cystic Fibrosis Foundation. They helped raise over \$70,000. **Shawn Parr** (left) of Z93 and **Faith Hill** (second from left), were in attendance to introduce **David Mount** (center), President and CEO of Warner/Elektra/Atlantic Corporation and his wife **Sheri** (second from right), Chairperson of the event, who in turn, presented a check to **Ed Arnold** (right), President of the Southern California/Southern Nevada/Utah Chapter of the Cystic Fibrosis Foundation.



EMI recording artists Blessid Union Of Souls celebrated the success of the Top 10 single *I Believe*, with staff members of EMI Records. Pictured (l-r): **Eddie Hedges**, percussionist; **Tony Clark**, guitarist; **C.P. Roth**, keyboardist/associate producer; **Larry Stessel**, Sr. VP/GM, EMI Records Group; **Peter Napoliello**, Sr. VP/Promotion, EMI Records Group; **Pete Ganbarg**, Director, A&R, EMI Records Group; **Davitt Sigerson**, President, EMI Records Group; **Jeff Pence**, guitarist; and **Eliot Sloan**, lead singer.



The Beach Boys' *Summer of Love*, due to hit radio stations across the country this month, is the first single to be released off the "Baywatch" soundtrack on Scotti Bros. Records. In town recently to shoot the "Summer of Love" music video, the Beach Boys were joined by Full House star and occasional Beach Boys drummer John Stamos. The clip was directed by Baywatch executive producer Gregory J. Bonann. Pictured (l-r): **Chuck Gullo**, President, Scotti Bros. Music Group; **Al Jardine** and **Mike Love**, Beach Boys; **John Stamos**; Beach Boys **Brian Wilson** and **Carl Wilson**, **Gregory J. Bonann** and the Beach Boys' **Bruce Johnston**.



Mercury recording artist Vanessa Williams takes a break during the video shoot for her upcoming single, *Colors Of The Wind*, which is set to be the lead single from Walt Disney's animated feature "Pocahontas." Pictured (l-r): **Chris Lopes**, Nat'l. Dir. Promotion, Hollywood Records; **Vanessa Williams**; and **Dominic Orlando**, Video Director



Atlantic recording group Collective Soul recently completed a two-month cross-country arena tour in support of Van Halen. Pictured (l-r): **Mark Fischer**, Assoc. Dir. of AOR Promotion, Atlantic; **Will Turpin** and **Ross Childress**, Collective Soul; **Val Azzoli**, President, Atlantic Group; **Andrea Ganis**, Sr. VP, Atlantic; Collective Soul's **Ed Roland**, **Dean Roland** and **Shane Evans**; and **Kim Stephens**, Nat'l. Promotion Director/A&R rep, Atlantic.

TROUT & RIES PART II

INTERVIEW BY: DAVE ELLIOTT

Photo Credit: LOREN SPOLTER

YOU TALK ABOUT BECOMING A "SPECIALIST" IN A CATEGORY YOU CAN BE FIRST IN, RATHER THAN TRYING TO FIGHT YOUR WAY OUT OF THE "MUSHY MIDDLE." TALK ABOUT HOW BEING "NARROW IN FOCUS" CAN ACTUALLY ALLOW YOU TO BECOME VERY "BROAD IN APPEAL."

JACK: It's funny — its the old "big fish", "little pond." If you can't be a dominant player, sometimes its a lot more profitable to become a big fish in a little pond; as opposed to being a small fish in a large pond. We always tend to say from a marketing point of view, "Its more profitable to be a 'big fish, small pond specialist'." Just recognize the fact that you are what you are - you're not necessarily ever going beyond that. What you want to do is try to make your pond more popular. That's the trick.

IN YOUR BOOK "THE 22 IMMUTABLE LAWS OF MARKETING" YOU SAY, "DEVELOP A STRATEGY AND WORK BACKWARD TO MAKE THE PRODUCT FIT THE STRATEGY." ONCE YOU'VE DONE THE RESEARCH, YOU'VE SEEN WHO OWNS WHAT PERCEPTIONS IN THE MARKET, AND YOU DECIDE TO GO AFTER "X" TARGET MARKET — HOW DO YOU GO ABOUT SELECTING THE RIGHT MUSIC TO FIT THE CAMPAIGN STRATEGY?

JACK: Music is tough. You have to find out who you're after: Who is that "set of minds" that you're after. In the music game, you're certainly trying to line up the music that that "set of minds" is certainly going to be most interested in. The trouble with music, is its very easy to copy. Its hard to differentiate off of music because everybody can play the same damn stuff! So in a way, when people who sort of say, "Well I'm going to do my music thing.", I say, "Well hey, good luck!", because its like trying to build a position around price. Its

very difficult, because everybody has got pencils; they can all mark their damn stuff down if they want. So that's the problem with music — everybody can play the same stuff.

Music is hard, as far as I'm concerned, to differentiate. You can certainly pre-empt things like "Classic" rock or "Golden" oldies. That's fine. You can be the first in the minds to say, "WCBS — 'Golden' Oldies!" You can do stuff like that — that's easier. The problem with current music is that its harder to do because everybody has access to the same stuff.

LET'S TALK ABOUT START UP SITUATIONS. YOU SAY THAT MARKETING EFFECTS TAKE PLACE OVER AN EXTENDED PERIOD OF TIME. AND THAT IN EACH SITUATION, ONLY ONE MOVE WILL PRODUCE SUBSTANTIAL RESULTS. SO WHAT DOES A NEW STATION DO IF IT DOESN'T APPEAR TO HAVE

shouldn't start jerking things around until you really have exhausted all aspects of the marketing problem, which is number one — product, and number two — communications.

SPEAKING OF JERKING THINGS AROUND, THAT SEGUES INTO THE NEXT TOPIC: RATINGS! HOW DO YOU USE RATINGS IN THE DECISION MAKING PROCESS?

AL: The thing is that any rating service, be it radio or television, I think is a very crude measure and so you really have to take all these things with a grain of salt in the first place. You probably should not ever base a decision on one rating period anyhow, because not only do you have the lag factor, which says that the change you make is going to take "x" months to show up in the ratings, but even the first rating that it shows up in may not be accurate either. So you might have to wait for another couple of ratings. So, I think that a radio station, in particular, finds



So the sales department is yelling and screaming if the numbers are going south. I think you have to be very courageous to make the right decision in the first place. It might not be lag factor either. I can see it from both sides. You might be going down, and that's the other thing. The tide might be turning against you, and you might be up on the poop deck saying, "Everything's O.K."

YOU MENTIONED "LAG FACTOR" AS A BUILT IN FUNCTION OF THE RATINGS PROCESS. TALK A LITTLE MORE ABOUT THAT.

AL: I used to be in the Merchant Marines, and its interesting, when you see people steer a big ship for the first time, they turn the wheel right — and the compass moves left. They turn the wheel left — and the compass moves right. After about three or four minutes, they swear that the wheel isn't connected to the rudder because nothing they do has any effect on the way the ship is going. What you do, is turn the wheel and you wait a while — it might be 30 seconds later before you see the ship turn. Once you build the "lag factor" into your steering, now you can steer the ship. But if you don't know about that, then you can't possibly steer the ship. If you don't know about the lag factor, then you don't have the vaguest idea how to handle a radio station. There's lag factor between cause and effect. So, if you don't take that into consideration, you'll never be able

**"Sometimes part of the problem is not necessarily the music as much as the way they're packaging it and the way they're presenting it."
-JACK TROUT**

HIT A HOME RUN ON THE FIRST SWING?

JACK: Sometimes part of the problem is not necessarily the music as much as the way they're packaging it and the way they're presenting it. They're not making their new category of music important. You have to make sure all the ingredients are there. In other words, you've got the music, you've got the feel; but at the same time, people also have to have a sense to understand that it is indeed "the new generation of rock." Sometimes its the message that's not quite right; so you

it very difficult to do strategy because you have to take all of these factors into consideration. You probably need a lot of courage to hold your ground if the ratings show half a point decline, or something like that, when you know in your heart that there's no decline.

IN TODAY'S COMPETITIVE MARKETPLACE, THERE IS INCREDIBLE SHORT-TERM RATINGS DEMAND PLACED ON MOST BROADCASTERS!

AL: Why? Because the rate card they sell off is based on Arbitron.

...Continued On Page 23

...Continued From Page 22

to associate what cause gave you what effect.

HOW LONG DO YOU HOLD ON? WHAT ARE YOUR THOUGHTS ON MEASURING LAG FACTOR?

AL: My feeling is its longer than people think. Its not only the lag time on the listener, its also lag time on the diaries, because sometimes people continue to say, "I listen to a certain radio station", when they really don't anymore. And then you have to consider how long it takes before they get around to saying, "Oh, now I listen to a new radio station."

HOW DO YOU TELL THE DIFFERENCE?

AL: I think radio stations should do a lot more "ear to the ground." And by that I mean get out in the field and talk to people who listen to the radio and just listen to what people say they are listening to and what they are talking about. I don't think you should base all of your decisions here on numbers alone. I've noticed this with marketing programs: When a marketing program is working, it gets a lot of word-of-mouth. It gets a lot of people talking about it. I think the same is true of radio. Take Rush Limbaugh for example. I don't have to look at Rush's ratings. I know he's a huge success. Why? Because there's a lot of chatter out there. There's a lot of chatter in the press, so you know people are listening. The ratings are just confirming what you already know.

THAT'S GOOD! SO RESEARCH IS A NICE WAY TO, HOPEFULLY, CONFIRM YOUR INSTINCTS. IF IT DOES; YOU KNOW YOU'RE ON THE RIGHT TRACK. IF NOT, YOU MAY NEED TO RE-EVALUATE SOMETHING -- THE RESEARCH OR YOUR POSITION.

AL: This gets to the issue of if your ratings have declined, let's say marginally; is it the Arbitron or is this the start of a trend? If you've got your ear to the ground, if you talk to enough people, if you've got enough feel of the marketplace, you'll know! You'll know if its the Arbitron or if its a real down trend, so you'll know

whether to start thinking about making changes or whether you should hold fast. That's why, I think to complement the Arbitron you should have a few "Earatrons", which is "ear to the ground" out there.

"EAR-A-TRON!" I LOVE IT!

AS YOU KNOW, I AM A BIG FAN OF TOTAL QUALITY MANAGEMENT. HOW DOES TQM TIE INTO ALL OF THIS?

JACK: Quality management is one of those fads that businesses are into and the mistake they make, is they think that "quality" is the answer. All that quality is good for is keeping you in the game! Today, with heavy competition, that's openers! You're in the game with quality. If you're sloppy and you don't have quality, you're gone, because there's too much competition out there. Its an entry level thing and yet people are running around as if its the "be all end all." Without the right strategy, forget it!

ITS FUNNY THOUGH, JACK. YOU'RE ASSUMING PEOPLE IN THE MUSIC

YOU'RE JUST NEVER GOING TO GET OFF THE GROUND. BUT ONCE YOU DO, HOW I LOOK AT QUALITY MANAGEMENT, IN PART, IS HOW TO GET YOUR OPERATION THROUGH THE DAMN DAY! HOW TO WALK IN THE DOOR, GET THE PRODUCT OUT BY THE TIME ITS SUPPOSED TO, THEY WAY ITS SUPPOSED TO!

JACK: I agree! But remember, strategy first and then quality and operations, second. You've got to know what you're getting out the door. That's the key.

SO QUALITY MANAGEMENT IS LIKE THE MECHANIC THAT KEEPS THE RACE CAR IN TUNE SO IT CAN CONTINUE TO RUN.

JACK: Absolutely.

LET'S TALK ABOUT YOUR BOOK "HORSE SENSE" FOR A MOMENT. I ENJOYED IT VERY MUCH! IT DIDN'T COME TO QUITE THE PROMINENCE AS YOUR OTHER BOOKS, SO MANY

words, you've got to find an idea, a concept, a company or something that, in a sense, allows you to achieve success.

HOW DO YOU GO ABOUT FINDING THAT HORSE TO RIDE? HOW DO YOU KNOW WHEN YOU'VE FOUND IT?

AL: A lot of times its intuition. You see an idea. You see a concept and say, "Hey, that's going to be terrific!" For example, you might see a company that starts to take off. The last time I looked, there were 2,200 employees of the Microsoft Corporation that were millionaires. 2,200 employees that are millionaires of roughly six or seven thousand people. What are the chances if they didn't work for Microsoft, I don't care how talented they are, that they would achieve millionaire status; most of which happened in their twenties and thirties. I would put it to you this way, its rather slim!

So, they were fortunate to work for the right company. But guess what most younger people do when they look for a job — what do they say? "What pays the most?" Isn't that ridiculous — to take a job that pays the most, instead of taking the job that can do the most for your career! As a matter of fact, almost in a funny sort of way, the salary that you make and the location and even the job that you're going to be doing is secondary to the potential of the company you're going to work with.

I think that as you know in the book, we talk about a lot of people who become rich and famous because of another person who had a good idea to be latched on to. Here's an interesting point: More people get rich because they recognize the good idea, than because they created the good idea.

ON THAT NOTE, THANK YOU AGAIN, SO MUCH, FOR JOINING US FOR THIS EXCLUSIVE CONVERSATION WITH TROUT & RIES. MORE WITH THE "JIMMY PAGE & ROBERT PLANT" OF MARKETING NEXT WEEK IN HITMAKERS!

AL: If you really want to get ahead, you've got to find something else to ride. In other

"If you really want to get ahead, you've got to find an idea, a concept, a company or something that allows you to achieve success. More people get rich because they recognize the good idea, than because they created the good idea."

-AL RIES

INDUSTRY ARE WELL VERSED ON QUALITY MANAGEMENT, AND THAT QUALITY MANAGEMENT IS BEING PRACTICED. ITS NOT EVEN BEGINNING TO BE USED.

HERE'S HOW I THINK THE TWO RELATE — TELL ME IF YOU AGREE; YOU BASICALLY SAID THIS: YOU HAVE TO HAVE THE RIGHT STRATEGY FOR THE RIGHT PRODUCT, OR

OF OUR READERS MAY NOT HAVE HEARD OF IT. BUT ONCE AGAIN, WHAT A BULLS-EYE! THE BOOK DEALS WITH THE "CAREER" SIDE OF THINGS. WHAT ADVICE CAN CUTTING-EDGE EXECUTIVES READING THIS INTERVIEW GET OUT OF "HORSE SENSE?"

PAPIS

"OUTTA MY LIFE"

**IMPACT DATE
MAY 30TH**



Reazar's Records

I want to thank **Danny Buch** and **Monte Lippman** and Atlantic Records for letting the Reazar roll again at the **ROBERT PLANT/JIMMY PAGE** concert at The Forum in LA Tuesday nite. **Danny Buch** created a low powered radio station at the venue which served a mile radius with loud speakers throughout the parking lot on 1610AM. They also had people in the parking lot holding signs telling you to tune in to 1610AM as you got off the freeway. The Reazar rocked, shocked the box with old **LED ZEPPLIN**, **Jimmy Page** and **Robert Plant** jamz. **Bruce Tennenbaum** did the early show and the Reazar did the late show.

- What's up with **Geronimo** formerly of **WBLS** and Boston's **WJMN**?
- In conjunction with Mercury Records' 50th Anniversary, and as part of the Funk Essentials series, a 2-CD delux anthology of the **OHIO PLAYERS** is available now. **Funk On Fire: The Mercury Anthology**-call your local Mercury Representative.
- **Steve Meade** is a free agent again!
- Congratulations to **Peter Napoliell**, the National EMI staff, **Michael Steel**, **Barry Pinlac**, **Sean Lynch** and the EMI Field staff, **Mike Abbattista**, **Jocelyn Taub**, **Ron Carter**, **Peggy Miles**, **Tony Davis**, **Scott Gordon**, **Steve Raybeor**, **Sharon White**, **Gary Triozzi**, **Michael Lessner**, **Kim Travis**, **Fred Zaehler** and **Jim Burgin** for making **BLESSID UNION OF SOULS** "I Believe" number 1 on the R&R charts. The new EMI is kickin' ass!!

OK DOGS, HERE'S THE SCOOP ON THE JAMS!!!!!!!!!!!!

- The hottest record on the air today is the new **MICHAEL JACKSON** duet with **JANET JACKSON** "SCREAM" from the album **HISTORY** on Epic/MJJ. It went right on everywhere! This is the bomb!! Michael is back in full effect! Street Sheet hears that **Diane Sawyer** will interview **Michael** and wife **Lisa-Marie Presely** live on **ABC** next month. Sources for **ABC** said the "Prime Time Live" anchor will talk to **Jackson** and **Presley** individually and together. The program will also include videos from the **Jackson-Presley** wedding and from the recording studio where **Jackson** was working on his soon-to-be-released new album.
- **SMOOTH** "Mind Blowin'" on Jive records. **Smooth** has got to be one of the hottest female rappers ever and the record is right in the pocket! Next week a **Smooth** picture page with PDs and jocks from all over the country. **Brian Douglas & Mary Kay/WJMH**, **Jay Stevens** and **Albie D/WPGC** and **Michelle Santosuosso & Joey Arbagey/KMEL** jumped on it with adds right away. **Russ Allen & Camille Cashwell/WERQ** played "Mind Blowin'" 16 times last week. Looks like **Jack Satter** and **Ken Lane** will have the biggest female rap record of the summer of '95!! The video is magnificent! This record is vibing at **Power 106**, **WILD107**, **HOT97.7**, **Z90**, **KXTZ**, **KKSS**, **KWIN**, **KS 104** & **WJJS** just to name a few.
- **Lyor Cohen** and **Joe Riccitelli** still have the biggest selling singles in America with **Montell Jordon** "This Is How We Do it" which continues to be #1 in single sales for the seventh week in a row with over 70,000 singles sold this week. The album went 19-16 with over 44,000 sold this week. **METHOD MAN** with **Mary J. Blige** "All I Need" Def Jam/Island is #2 in single sales for the third week in a row with over 66,000 singles sold this week and added at **B96** and these seven others this week-**WJMN**, **WOVW**, **WHHH**, **KXTZ**, **KPRR**, **KHTN**, & **KHQT**.
- **PAULA ABDUL** "My Love is For Real" continues to kick with 23 more pop stations this week. **SHAGGY** the two-sided smash featuring "Boombastic" Virgin on at **KBXX**, **KKSS**, **WJMH** and added at **WPGC**, **92Q**, **WWKX**, **WJJS**, and **WOCQ** this week. "Boombastic" is the number 1 phones and most played with 79 spins for the third week in a row at **KBXX/Houston**. "Too Many Fish" by **FRANKIE KNUCKLES f/Adeva** continues to tear it up at the mix show level. On at **HOT97** and in test rotation at **KLRZ**. **Cleto Escobedo**, former sax player for **PAULA ABDUL**, "If You Had A Clue" Virgin. On at **KTFM** & **HOT97.7**. **LUNIZ** "I Got 5 On it" Virgin on at **KMEL**, **POWER 106**, **WILD 107** and new this week at **KKBT** & **HOT97.7**.
- The Most Added Rhythm Records This Week: **ALL-4-ONE** "I Can Love You Like That" Blitzz/Atlantic **KPRR**, **KZFM**, **KLUC**, **KWIN**, **WOCQ**, **B95**, **KGGI**, **WWKX**, **WJMN**, **KCAQ**, **WHHH**, **KUBE**, **KJYK**, and many more, **JODECI** "Freek 'n You" Uptown/MCA added at **KDON**, **WHJX**, **WJJS**, **POWER106**, **Z90**, **KZHT**, **WJMH** & **KJYK**, **METHOD MAN** "I'll Be There For You" Def Jam/RAL/Island most added rap record with 8 stations, **TONY THOMPSON** "I Wanna Love Like That" Giant added at **WERQ**, **Z90**, **WJJS**, **KLUC**, **KZFM**, **KDON KS104**, **KIKI**, **BLOODHOUND GANG** "Mama Say" Underdog/Columbia added at **WPGC**, **KBXX**, **WWKX**, **WERQ**, **WILD107**,

ROSIE GAINES "I Want U" Motown added at **WHHH**, **KCAQ**, **WHJX**, **KZHT**, **HOT97.7**, **KLRZ**, **DIS 'N' DAT** "Freak Me Baby" Epic added at **KJYK**, **KIKI**, **KZHT**, **KTFM**, **MASTA ACE**, Inc. "The I.N.C. Ride" Capitol added at **WERQ**, **KPRR**, **WWKX** & **KHTN**.

- **Sound track fever is still hittin' and holding** with **Nancy Levin's** "Friday" Priority as the CD and movie continue to be in the Top 5. The album sold more than 100,000 last week.
- **U.N.V.** "So In Love With You" Maverick/Sire/Warner Brothers. The biggest wedding song of the summer on **KKBT**, **KMEL**, **Wild 107**, **B95**, **KPRR**, **KZFM**, **HOT 97.7**, **92Q**, **WWKX**, **KTFM**, **WJJS**, **KHTN**, **KLUC**, **KHQT**, **KUBE**, **WWKX**, **WHJX**, **KZHT**, **WOVW**, **KXTZ**, **WOCQ**, and new this week at **KJYK** & **WHHH**.
- **WARREN G** "So Many Ways" Def Jam/Island from the movie 'Bad Boys' on at **WJJS**. Blowin' up at Urban radio is **MoKenStef** "He's Mine" Outburst/Def Jam/Island on at **KKBT** and **KMEL**. Should be on your desk this week!
- **MONICA** "Don't Take It Personal" Rowdy/Arista **KMEL**, **KTFM**, **KKBT**, **WHJX**, **WOCQ**, **KBOS**, **KPRR**, **WHHH**, **KUBE**, **WWKX**, **KLUC**, **KWIN**, **WILD 107**, **92Q**, **KZFM**, **KBXX**, **KHTN**, **WPGC**, **KZHT**, **WJJS**, **KKSS**, **WJMH**, **KJYK**, **HOT97**, **POWER106**, **KSFM**, **WJMN**, **HOT97.7** and new this week at **KDON**, **KS104**, **WOVW**, **KGGI** & **POWER92**.
- **SKEE-LO** "I Wish" Sunshine/Scotti Brothers. On at **POWER 106**, **WILD 107**, **KJYK**, **KPRR**, **KWIN**, **WHJX**, **KIKI**, **KHQT**, **KSFM**, **KIIS**, **KTFM**, **KDON**, **KMEL**, **WHHH**, **Z90**, **KZHT**, **KCAQ**, **KLUC**, **WOCQ**, **KHTN**, **WJJS**,
- **WOVW**, **KUBE**, **KZFM** and new this week at **POWER92** The video went on MTV and on the **BOX** this week.
- **VANESSA WILLIAMS** "The Way That You Love" Mercury. You need to check out the new mixes. On at **WHHH**, **KZHT**, **KLRZ**, **WOCQ**, **KCAQ**, **WOVW**, **Z90**, **WJJS**, **KZFM**, **KHTN**, **B96**.
- **Craig Lambert** and **Greg Thompson** of Elektra are on fire with these hot jams, **CORINA** "Baby Baby" added at **KKXX** & **KCAQ**, also **OL' DIRTY BASTARD** "Shimmy Shimmy Ya" added at **WERQ**, and **LNI KAMOZE** "Listen Me Tic" on your desk now.
- **BRIAN McKNIGHT** "Crazy Love" Mercury on at **KSFM**, **WHHH**, **KZFM**, **WOCQ**, **KCAQ**, **WWKX**, **KLRZ** and new this week at **KZHT** **KKBT**, **S.F.'S SPANISH FLY** "Crimson And Clover" Warner Brothers. On at **KUBE**, **Z90**, **WJJS**, **WILD 107**, **Hot 97.7**, **KLUC**, **KXTZ**, **KZFM**, **B95**, **KTFM**, **KKXX**, **KHTN**, **KCAQ**, **KPRR**, **KWIN**, **WWKX**, **KZHT**, **KGGI**, **KLRZ** and new this week at **WOVW**, **KIIS-FM**.
- New Jams include **JODY WATLEY** "Affection" Bellmark, **PARIS** "Outta My Life" Priority, **SOLO** "Heaven" A & M, **MAX-A-MILLION** "Take Your Time" S.O.S./Zoo, **GRAND PUBA** "I Like It" Elektra/EEG, **STRICTLY FOR U** "Open Arms" Quality, **MENTALLY DISTURBED** "Lollipop" So-lo Jam Records.

See Ya,

Barry "Reazar" Richards

Most Disc-overed for this issue

1. **ALL-4-ONE** I Can Love You Like That (BLITZZ/ATLANTIC)
2. **JODECI** Freek n' You (UPTOWN/MCA)
3. **SHAGGY** Boombastic (VIRGIN)
4. **TONY THOMPSON** I Wanna Love Like That (GIANT)
5. **BLOODHOUND GANG** Mama Say (UNDERDOG/COLUMBIA)
6. **MAX-A-MILLION** Take Your Time (Do It Right) (S.O.S.)
7. **LA BOUCHE** Falling In Love (LOGIC/BMG)
8. **SOLO** Heaven (A&M)
9. **SF SPANISH FLY** Crimson & Clover (WARNER BROS.)
10. **FUN FACTORY** I Wanna B With U (CURB/ATLANTIC)
11. **LUNIZ** I Got Five On It (NOO TRYBE/C-NOTE/VIRGIN)
12. **NUTTIN' NYCe** Froggy Style (JIVE)
13. **2PAC** So Many Tears (INTERSCOPE)
14. **AFTER 7** Till You Do Me Right (VIRGIN)
15. **BRIAN McKNIGHT** Crazy Love (MERCURY)
16. **CLETO ESCOBEDO** If You Had A Clue (VIRGIN)
17. **THE D&D PROJECT 2** Pass It (ARISTA)
18. **E 40** Sprinkle Me (JIVE)
19. **FLORIDA BOYZ** Backyard Party (BELLMARK)
20. **FRANKIE KNUCKLES f/Adeva** Too Many Fish (VIRGIN)
21. **JANET JACKSON** One More Chance (VIRGIN)
22. **MoKenStef** He's Mine (OUTBURST/DEF JAM)
23. **SMOOTH** Mind Blowin' (JIVE)
24. **U.N.V.** So In Love With You (MAVERICK/WARNER BROS.)

JOEY ARBAGEY, MD, KMEL, San Francisco

SEAL *Kiss From A Rose* (WARNER BROS.) - 100% positive response on my 'Pick To Click.'

AFTER 7 *Till You Do Me Right* (VIRGIN) - Babyface produced. A KMEL natural.

THE D&D PROJECT *1,2 Pass It* (ARISTA) - Props to Hosh Gureli, this track is the shit.

SMOOTH *Mind Blowin'* (JIVE) - Another Jive star in the making.

CAMILLE CASHWELL, MD, 92Q, Baltimore

MOMICA & USHER *Let's Straight It Out* (MERCURY) - Off THE PANTHER soundtrack. A remake of an old Benny Latimore song. Very solid.

SOLO *Heaven* (A&M) - Fresh flavor.

TLC *Kick Your Game* (ARISTA) - Phat!

ERIK BRADLEY, MD, 896, Chicago

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Check it out!

REMBRANDTS *I'll Be There For You* (EASTWEST) - Just a GREAT song!

SOUL ASYLUM *Misery* (COLUMBIA) - This also is a GREAT song!

JON JON *My Ding Dong* (JASPER STONE) - Quickly becoming a street anthem.

PETE JONES, PD, HOT105, Modesto

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Grand slam!

KUT KLOSE *I Like* (ELEKTRA) - Growing and getting stronger. Requests and sales Top 10.

SELENA *Missing My Baby* (EMI RECORDS) - #1 request, hands down.

JAZZY JIM, MC, HOT97.7, San Jose

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Blowin' up!

JOEI MAE *Promise Me Your Heart* (AFTER DARK) - Good Freestyle dance.

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - Fun record everybody will like.

MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL/CAPITOL) - Puts a little base into the mix.

GREG HEAD, MD, KBXX, Houston

2PAC *So Many Tears* (INTERSCOPE) - Huge word-of-mouth on the streets. Tons of calls off mix show play.

E 40 *Sprinkle Me* (JIVE) - Big phones and huge word-of-mouth.

HEATHER B. *All Glocks Down* (PENDULUM) - Cool street record.

JODECI *Freakin'* (UPTOWN/MCA) - It's Jodeci, it's slow, it's talking about sex. It's a hit!

CARMY FERRERI, PD, KGGI, Riverside

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - Tommy Jamie would be proud.

SOLO *Heaven* (A&M) - When you get it, it's the bomb!

Hey, FYI - Sounds Of Sexx - Love the photo.

CLETO ESCOBEDO *If You Had A Clue* (VIRGIN) - If you're on a Hispanic tip, you have got to check this out.

JAMES COLES, MD, KIKI, Honolulu

JODECI *Freakin'* (UPTOWN/MCA) - Very smooth. Should be a #1 record.

NUTTIN NYCE *Froggy Style* (JIVE) - Love the Don't Stop The Music riff.

MOKENSTEF *He's Mine* (OUTBURST/DEF JAM) - Good song. Big record.

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - I've finally got it.

JOE DAWSON, PD, KIX106, Providence

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - Infectious hook. Will make this one click.

LA BOUCHE *Falling In Love* (LOGIC/BMG) - Good remake. Familiar to upper demos. Good dance groove.

MASTA ACE *The I.N.C. Ride* (DELICIOUS VINYL/CAPITOL) - Good story song and familiar Isley sample.

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA) - Nice Da Brat sample. Smooth record with good hook.

KOZMAN, APD/MD, KKXX, Bakersfield

CLUB RISK *Beethoven Was Black* (BOLL) - Killer track. Check it out.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - These guys grew up. There's no print big enough to show how large this is gonna be.

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - Blowin' up huge and doing well with upper demos. And by the way, does the S.F. stand for save face? Just wondering.

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Check it out!

KAHUNA, PD, KLRZ, New Orleans

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Slam jam out of the box. Sounds as good as the original.

LA BOUCHE *Falling In Love* (LOGIC/BMG) - Nice version of the song. Getting good response.

ROSIE GAINES *I Want U* (MOTOWN) - Hot to trot!

FRANKIE KNUCKLES f/Adiva *Too Many Fish* (VIRGIN) - Still testing well with good response.

CAT THOMAS, MD, KLUC, Las Vegas

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Doing what they do best.

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Check it out!

DA BRAT *Give It To You* (WORK GROUP) - The girl's got the funk. Pumping it up in the nighttime.

JOWCOL 'M.C. Boogie D' GILCHRIST, PD/MD, KMXZ, Tucson

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Cool record and nice hook.

U.N.V. *So In Love With You* (MAVERICK/WARNER BROS.) - Wedding song of summer.

TOTAL f/Notorious B.I.G. *Can't You See* (TOMMY BOY) - Break neck record.

JODECI *Freakin'* (UPTOWN/MCA) - It don't stop the body rockin, you messing with Jodeci.

CHARLES CHAVEZ, MD, KTFM, San Antonio

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Great record...Great record...Great record!

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - #1 song!

FUN FACTORY *I Wanna B With U* (CURB/ATLANTIC) - Pop smash! Next Ace Of Base.

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - Crazy, different...maybe it will work?

SF SPANISH FLY *Crimson & Clover* (WARNER BROS.) - We have been on this record for five months. We never would play a record that long if it wasn't a HIT! Play it now!!

TONY MANERO, MC, KXTZ, Las Vegas

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Good springtime, summertime jam.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Smash! Can't say anything more about it.

JODECI *Freakin'* (UPTOWN/MCA) - Great nighttime song. Good female phones already.

JANET JACKSON *One More Chance* (VIRGIN) - It's hot!

CHARLIE MAXX, APD/MD, KZFM, Corpus Christi

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - This song is self explanatory.

FUN FACTORY *I Wanna B With U* (CURB/ATLANTIC) - Another smash!

LA BOUCHE *Falling In Love* (LOGIC/BMG) - Who would have believed a remake of this song would sound so good?

LUCY BARRAGAN, MD, Q105, Oxnard

SHAGGY *Boombastic* (VIRGIN) - You must check out the Sting mix. Very smooth.

JODECI *Freakin'* (UPTOWN/MCA) - #1!

SOLO *Heaven* (A&M) - Sounds like a remake, but not a remake.

MAXX *Get Away* (CRITIQUE) - Cool dance!

SCOTT WHEELER, PD, WHHH, Indianapolis

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Good mid-tempo song. Can work in all-dayparts. Babyface written does not hurt.

BRIAN McKNIGHT *Crazy Love* (MERCURY) - Strong retail picture developing from Urban airplay. Women seem to love him.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Sounds like a natural.

NUTTIN NYCE *Froggy Style* (JIVE) - Pickin' up early phones.

MICKEY JOHNSON, PD, WHJX, Jacksonville

FLORIDA BOYZ *Backyard Party* (BELLMARK) - Slammin' at night. Sounds like 69 Boyz.

JODECI *Freakin'* (UPTOWN/MCA) - Gonna be big.

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Put it in with no hesitation.

SHAGGY *Boombastic* (VIRGIN) - Starting to blow up!

DAVID LEE MICHAELS, PD, WJJS, Roanoke

SHAGGY *Boombastic* (VIRGIN) - Dancehall works for us, but with Marvin Gaye hook it's locked up. New school/old school/go to school.

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Smash!

HORSE RANEY, MD, WJMH, Greensboro

SHAGGY *Boombastic* (VIRGIN) - Check it out!

JODECI *Freakin'* (UPTOWN/MCA) - Good song.

WOOKIE, APD, WOCQ, Ocean City

BROWNSTONE *Grapevine* (MJJ/EPIC) - Great remixes. Check them out.

D'ANGELO *Brown Sugar* (EMI RECORDS) - Great. Like old Marvin.

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - I've got 10 on it!

SHAGGY *Boombastic* (VIRGIN) - It's all that and a wookied, wookied wacked.

MARI LOU, MD, WOCQ, Ocean City

ALL-4-ONE *I Can Love You Like That* (BLITZZ/ATLANTIC) - Killer jam!

SHAGGY *Boombastic* (VIRGIN) - Killer for the summertime.

TONY THOMPSON *I Wanna Love Like That* (GIANT) - Starting to get some phones.

JAY STEVENS, PD, WPGC-FM, Washington, DC

MONICA *Don't Take It Personal* (ROWDY/ARISTA) - You thought Brandy was big. Wait till this little girl grows up!

JODECI *Freakin'* (UPTOWN/MCA) - Gonna be huge! Another Jodeci smash.

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA) - Mama won't let me say how large this record is!

FRANKIE KNUCKLES
featuring ADEVA



TOO MANY FISH

from the forthcoming album
WELCOME TO THE REAL WORLD

EARLY BELIEVER:

HOT
97.3
WHERE HIP HOP LIVES



Virgin

Executive Producer: **Judith Weinstein** "Too Many Fish" produced by **Frankie Knuckles** for Def Mix Productions and **Danny Madden** for We Thang Productions, Inc. Frankie Knuckles management: **Judith Weinstein** ©1995 Virgin Records America, Inc.

FRANKIE KNUCKLES

A MEMORIAL TO THREE-DAY WEEKENDS

By Paige Nienaber

Radio promotions is probably one of the few fields where the employees usually dread three-day weekends. Time off? Hell no. More work? Hell yeah. Unfortunately there are still a lot of people doing promotions in radio who think of it as a job. (Do you hear a Navy recruiting slogan coming up?) I was one of the few people who actually looked forward to getting out of the station and doing promotions and events on the weekends, both two-day and three-day. Why? It beat sitting around the office discussing proposals with the sales people. And generally whatever I was going out to do was more fun than whatever my friends were doing that weekend. And not only did I get into the concert/club/festival/fair/ball game for free, but I was getting paid to sit around, greet people, hand out balloons, giveaway t-shirts, get a tan, scope on the women, and drink free beer that I'd bribed a vendor with a pair of movie tickets for. More people in radio need to have that mindset. If you're not having fun, quit. You can make more money bussing tables at Chili's. Seriously.

While radio promotions can keep you flying all year, undoubtedly the Summer is the busiest season. And it starts and ends with three-day weekends; Memorial and Labor Days. These can be great promotional opportunities if approached correctly. And to do that, you've got to crawl inside the heads of your audience. What are they thinking about on Memorial Day Weekend? Two words: Leisure and Vacation. Your station needs to present that feel with everything that you do throughout the weekend. Getting on the air, screaming and being really crazy will run absolutely opposite to what everyone is doing and thinking.

"The three-day Summer weekends are actually pretty easy to plan for," says Jay Stone, PD at 94.1 Jamz in Las Vegas. "It's the ones in between that are difficult. With stuff like Memorial Day,

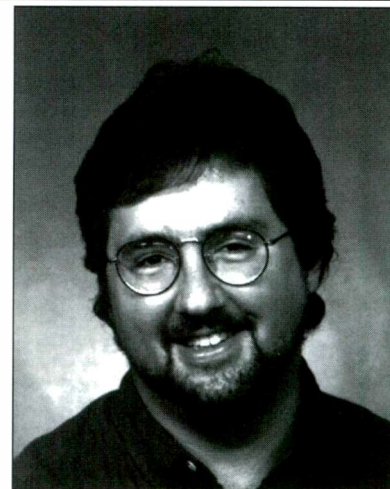
there's a vibe to pick up on and then just work off that," adds Stone. Music features are one way to break the monotony and have always been successful with spicing things up. AOR has done a lot of "Rock 'N Roll A To Z" type features on Memorial Day as a lead-in to their Summers. Top 40 traditionally has done well with countdowns like "The Memorial Day 500." Besides being listenable and a break from the norm, you can also add a contesting element and make people track the hits for a major Grand Prize.

Another oldie but goodie has been the Undie 500, a Memorial Day event that has listeners in their underwear, riding trikes in a race. I did this once back in the late 80's and got some decent press out of it. If it hasn't been done in your market in the last four or five years, it might be fresh enough to be reprised.

This is a big vacation weekend, and in many markets people flee

go and do your entire weekend's worth of shifts wherever everyone goes, whether it's Myrtle Beach, Lake Havasu, Galveston or the Jersey shore. Take over a floor at a hotel, hang some banners, rent a banner tow, and cruise the beach, strip and clubs. (Or strip clubs for that matter)

Keeping the vacation/leisure mindset in mind, what are you going to do for giveaways on Memorial Day Weekend? Baseball season is back in full swing (as opposed to bunt) so that might be an option. KQKQ is in Omaha where the college world series is on deck (okay, I'll stop with the metaphors). "We always do a 'Diamonds Are Forever' weekend of giveaways that ties in with the series," says Karen Menke with KQKQ/Sweet 98. Hourly winners get tickets to the games and qualify for a real diamond. This is easily changed to fit pro ball if you've got a team in your market. I've seen stations do very successful giveaways of swimsuits, tanning sessions and



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

is simple: outside. In that case, that's where you should be. If it means being set up at a festival, cruising the parks, or doing a day of broadcasting from an airmattress floating in a swimming pool, then so be it. Leaving the van in the parking lot on any weekend (Summer, Fall, etc.), is the ultimate promotional cardinal sin. Having the van out on the streets, impacting the public, can be just as effective, if not more so, then any data-base or telemarketing campaign. It's nuts and bolts radio, but it works.

Not only is this the first big weekend of the Summer, but it's also the first weekend that the kids are out of school. "Keep it active and fun, light hearted and 'vacationey'," suggests Karen Menke from KQKQ. And she's right. People are kicking back and enjoying an experience they've been looking forward to for weeks. You can either enhance the experience for them, or you can sound completely unplugged into what your audience has happening.

memberships to fitness clubs as a Summer kickoff on Memorial Day Weekend. The other thing that people do this weekend is they barbecue. So if you gave away grills, meats, soda and a wacky barbecue apron, that would sure fit into this popular recreational activity for the summer. Maybe everyone could qualify to have the morning show go and do a cookout at their home for them and all of their friends?

With the onset of the summer, you need to determine where everyone is going to be. If the weather is nice, then the answer

**"With stuff like Memorial Day Weekend, there's a vibe to pick up on, and then just work off that."
-Jay Stone, 94.1/KXTZ Las Vegas**

town on Friday afternoon for a few days away, unwinding and relaxing. Just because they've left town doesn't mean that you can't do anything with them. Taking over a gas station on Friday and filling people up with free gas would be one idea. What's the big thoroughfare that everyone uses to get out of town? Set up at a rest area halfway to your market's vacation destination and do a pit stop promotion. Fill their coolers with free ice and soda. If I was doing this in the Midwest where everyone heads north to go fishing, I'd be there with free bait. Yes, bait. Know your market. Or

MoKenStef

"He's Mine"



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MIX SHOW

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NEW IN THE MIX

INI KAMOZE "Listen Me Tic" (EEG)
DJ POOH & THREAT "No Where To Hide" (DA BOMB)
SHAGGY "Boombastic" (VIRGIN)
NUTTIN' NYCe "Froggy Style" (JIVE)
GRAND PUBA "I Like It" (EEG)

COLUMBIA

RECORDS *Presents The*

HITMAKERS MIXER OF THE WEEK!

MIX SHOW MOVERS

LW - TW	Artist	Track	Label
4-1	METHOD MAN f/ Mary J. Blige	"All I Need"	(Def Jam/Island)
7-2	MONTELL JORDAN	"This Is How We Do It"	(PMP/RAL/Island)
2-3	BILLIE RAY MARTIN	"Your Loving Arms"	(Elektra/Sire)
3-4	MADONNA	"Bedtime Story"	(Maverick/WB)
6-5	MASTA ACE	"The I.N.C. Ride"	(Delicious Vinyl/Capitol)
1-6	JIMMY SOMERVILLE	"Heartbeat"	(London/Island)
9-7	SHADES OF LOVE	"Body To Body"	(Vicious Muzik)
8-8	DR. DRE	"Keep Their Heads Ringin'"	(Priority)
5-9	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
11-10	JUDY CHEEKS	"Respect"	(EMI)
12-11	KLEO	"I Got Love"	(Raging Bull/Dynasty)
14-12	DA BRAT	"Give It To You"	(Work)
15-13	KELLEE	"My Love"	(Moonshine)
13-14	REEL 2 REAL	"Conway"	(Strictly Rhythm)
10-15	REAL McCOY	"Runaway"	(Arista)
16-16	NINE	"Any Emcee"	(Profile)
20-17	M PEOPLE	"Open Your Heart"	(Epic)
19-18	CORONA	"Baby Baby"	(Elektra)
21-19	SPHINX	"What Hope Have I"	(Champion)
22-20	TOTAL	"Can't You See"	(Tommy Boy)
37-21	MONICA	"Don't Take It Personal"	(Rowdy/Arista)
17-22	WATERLILIES	"Never Get Enough"	(Sire/WB)
40-23	YAKI-DA	"I Saw You Dancing"	(London Island)
24-24	LOVE HAPPY	"Message Of Love"	(MCA)
25-25	2 PAC	"Dear Mama"	(Interscope)
18-26	JOCELYN ENRIQUEZ	"Big Love"	(Classified)
49-27	FRANKIE KNUCKLES	"Too Many Fish"	(Virgin)
32-28	R.H.V presents SUGAR	"The Feeling"	(Aqua Boogie)
30-29	PHARAO	"I Show You Secrets"	(Columbia)
23-30	CLUBZONE	"Hands Up"	(Logic)
26-31	RUFFNEXX SOUND SYSTEM	"Luv Bump"	(Warner Bros.)
39-32	HEATHER B.	"All Glods Down"	(Pendulum/EMI)
31-33	B TRIBE	"Nadie Entiende"	(Atlantic)
34-34	LE CLICK	"Tonight Is The Night"	(Logic)
35-35	SKEE-LO	"I Wish"	(Sunshine/Scotti Bros.)
28-36	LO.T.U.G.	"What I'm After"	(Pendulum/EMI)
29-37	SAM SNEED	"You Better Recognize"	(Deathrow)
38-38	COMMON SENSE	"Resurrection"	(Relativity)
33-39	JOANNE FARRELL	"All I Wanna Do"	(Big Beat/Atlantic)
27-40	THE BUCKET HEADS	"These Sounds Fall Into My Mind"	(Henry Street)
41-41	FUNKDOOBIEST	"Dedicated"	(Immortal/Epic)
44-42	MOBB DEEP	"Survival Of The Fittest"	(Loud/RCA)
43-43	EDDIE FOWLKES f/Maurissa Rose	"Let Us Pray"	(Bald!)
36-44	CYM LaJOY	"Car Wash"	(Another View)
42-45	?ASYLUM	"Hey Look Away"	(Kaper/RCA)
46-46	TRUCE	"Pump It"	(Strictly Rhythm)
45-47	ICE CUBE	"Lil' Ass Gee"	(Priority)
48-48	JAMIROQUAI	"Return Of The Space Cowboy"	(Work)
49-49	BLITTER	"Da Me Right"	(Emotive)
N-50	DIS N DAT	"Freak Me Baby"	(EPC)



TONY B. POWER 106 Los Angeles

CAREER HIGHLIGHTS:

- Moving to LA in '86 Billboard reporter in '87 & '88 • LADJ record pool director in '90 •
- Delicious Vinyl in '91 & '92 • KIISFM in '92 • POWER106 '92 'till ? • Aqua Boogie Records founded in '93 •
- E.P. on Strictly Rhythm coming out in July •
- Creating & Hosting POWER TOOLS with Richard "Humpty" Vission for 3 years •
- Remixes: Crystal Waters, Donna Summer, Miranda, Devone', D.O., Ohio Players, #1, & many more •

Hobbies & Home Life:

My son Kristopher Anthony Bennet, my wife Dora, and basketball (in that order).

PROPS:

To my partner Richard "Humpty" Vission - with out him I would not be here today. To my production & Aqua Boogie partners; AJ (ASR 10) Mora & Javier (Booty) Lugo - with out their support, guidance and teachings, all this would not be possible. To my POWER106 family - thanks 4 all the support. To all my industry friends (too many to mention) for the understanding over the past year, starting a family is very hard work. To my family Dora and Krissy for putting up with all the late hours. And to all the people in LA, keeping house alive: Orlando, Jon-Jon, Irene, Omar, Lermy V., David Alvarado, Hazze, Arty the 1 man party, the Exodus staff, Beat Non Stop, La Rock, Joey, Swedish Eagle, DJ Groove, Miguel Havoc, Jumbo Ent., Generation X, Steve Loria, Groove Nation, Taylor, & most of all The Ugly's - Johnny, Paul, & Eppie !!!

COLUMBIA CUTZ

BLOODHOUND GANG's "Mama Say"

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MIXER OF THE WEEK WINS SONY HEADPHONES!

AS THE VINYL SPINS

By Oscar Merino

Back to regular music coverage this week. A lot to write about, so stay with me. You can run, but here's...

NO WHERE TO HIDE

The single by DJ Pooh & Threat on Da Bomb Records is some home grown L.A. Hip Hop that's getting the support out the box from Steve Perez at KCAQ in Oxnard, Raggs at Z90 in San Diego, Nasty Nies at KCMU in Seattle, The Ruffnex at Power 106 L.A./KJYK Tucson, and Nardone and EMZ at The Beat. Don't sleep on this indie label bomb. Blowing up this week is the Funkdoobiest cut Dedicated, being talked about by a lot of DJs including DJ Wiz at KBXX. Wiz also brought up the Buju Benton which I think is gonna grab a lot of ears soon, out now on white label, and the commercial copy should be out by the time this hits your desk. Slaggy's Bombastic is coming up, make sure you give it a shot, it's a good record. Davey Dee is "Linnin'" the mix shows as usual. The mixers are discovering all kinds of tracks off the Real McCoy album. B.I.G. is on (almost) everybody's single and the remixes on One More Chance is already picking up a buzz, Monica's Don't Take It Personal is getting mad mix show spins, and the mix show DJ's are already talking about the 1, 2 Pass It cut from the D&C Project lp. Mixers looking to break new talent, need to check for Key Kool & Rhetmatic Can U Hear It, a cool track that tells it like it is these days in Hip Hop, and I agree with what your saying Kool. If you want a heavier, kickin' beat with a dark bass line, check E=MC² with Key Kool, Rhetmatic, Ras Kass, Mean Green, LMNC and Voodoo! Franzen at KMEL, Nies at KCMU, and Raggs at Z90 are all giving it some spins. If you need some vinyl get with Doug at Up Above Records -310 549-4696. Making mad moves with The Bloodhound Gang at Racio is Strazza, Blair, Walk, Reiner, and all the locals. Big shout out to Columbia Chicago local Dave Shaw, one of my favorite LPM's. The entire Columbia gang had a great week bringing in WERQ, KBXX, WWKX, WILD107 and WPGC on Mama Say this week. Strazza played me the remixes of Big L's MVP, and all I gotta say is make sure you get yours when it drops, don't sit the bench! Baka Boyz makin' noise with the remix of Rollin Wit Danc, being talked about on the conference call by Z90's James "Mom, Wake Me Up At Noon" Dee, and KPRR's Frank E.D. Pendulum's Wendi Cermack sent over some slammin' remixes on Lord's What I'm After with a guest appearance

by.. well, you figure it out. Other Hip Hop cuts making noise: Mad Lion Own Destiny, Ol' Dirty Bastard Shimmy Shimmy Ya, Luniz I Got 5 On It, Skee-Lo I Wish, Mic Geronimo Masta I.C., and The Coup Fat Cats, Bigga Fish is still kickin'.

JUMPING FOR JOI

Eightball's Joi Cardwell brought her sweet vocals to L.A. and did a show at Coes Your Mama Know. Hitmakers Associate Director of Mix/Club David Folchi went to check out the show and came back with nothing but positive comments. According to Folchi, she rocked the crowd with her well known club hits (Club Lonely, Trouble, Jump For Joi), as well as doing her new cut Love and Devotion from the new album The World Is Full Of Trouble. L.A.'s got plenty of love for soulful, vocal artists. David also said the the DJ's were flawless that night: Iggy Vasquez, Marques Wyatt, and Tony Largo. Good job fellas, keep that real House vibe alive, cause I heard other parts of the country are a little under the weather!

BASS SYMPHONY featuring JA NELL

is out now on One Planet Records, the cut is called Deep Side and any mix show DJ's programming Dance music in their set should get with Iggy or Michael at One Planet to get their copy at 818-982-1198. This record sold out at Prime Cuts in L.A. in two hours, and is getting mix show play out of the box from Richard "Humpty" Vission at Power 106, DJ Grooves at Z90, Steve Perez at KCAQ, Julian 'Jumpin' Perez at B96, and Joseph Friar at KVIC! That's all for this week, time to go home and get on those 1200's - you dig!

Pecce to all the vinyl junkies!!!

Most Disc-overed for this issue

Based on One-On-One Calls and Conference Call Mentions

- COMMON SENSE Resurrection (RELATIVITY)
- DEEP FOREST Marta's Song (JIVE)
- E-40 Sprinkle Me (JIVE)
- FUNKDOOBIEST Dedicated (IMMORTAL)
- JAMIROQUAI Return Of The Space Cowboy (WORK)
- JUNIOR FLEX ft. LINDA RICE Work That Love (SOS)
- INI KAMOZE Listen Me Tic (EASTWEST)
- FRANKIE KNUCKLES ft. ADIVA Too Many Fish (VIRGIN)
- THE LUNIZ I Got Five On It (VIRGIN)
- MAD LION Own Destiny (NERVOUS)
- MASTA ACE The I.N.C Ride (DELICIOUS VINYL/CAP TOL)
- MONICA Don't Take It Personal (ROWDY/ARISTA)
- OL' DIRTY BASTARD Shimmy Shimmy Ya (ELEKTRA)
- ROZALLA You Never Love The Same Way Twice (EPIC)
- SPHINX What Hope Have I (CHAMPION)
- STAXX YOU (COLUMBIA)
- R.H.V. presents SUGAR The Feeling (AQUA BOOGIE)
- TOTAL ft. NOTORIOUS B.I.G. Can't You See (TOMMY BOY)
- VANESSA WILLIAMS The Way That You Love (MERCURY)
- YAKI-DA I Saw You Dancing (LONDON/ISLAND)



THE GOOD GUYS: (L-R) Aqua Boogie's Javier "I Think I Can Fit Another Burrito Into My Diet" Lugo, Richard "I Got That Feeling" Vission, and John "Mama Say I Could" Strazza hanging out at Shelter in Chicago.

DJ GROOVE, Z90, San Diego

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - All cuts have potential, but the Armand's mix is the one to check out!

BARBARA DOUGLAS *Shine* (STRICTLY RHYTHM) - Check out the 'Strictly Club Mix'! Shit is slam'n'!!

GRAND CENTRAL *Real Good* (SLIP-N-SLIDE) - Check out the Roc-N-Kato Real Hard remix!

TRIBORO BITCH *You Hear Me Girl* (EMOTIVE) - This shit is hard! Check out the 'Sound Factory mix'!

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

PRAGA KHAN *Gun Buck* (LOGIC) - The natives called and Praga Khan answered with a new US single quite different from their previous Techno tunes. Now jumping on the jungle bandwagon with four slammin' mixes, ragga style. Vocals by the lovely Miss Jade 4 U.

INI KAMOZE *Listen Me Tic* (EASTWEST) - He's back with another smash. This time offering more diversity in mixes. David Morales gives us a slammin' House Mix along with a well done Dance Hall mix.

SHABBA RANKS *Shine I Gal* (EPIC) - Great dancehall featuring vocals by Mykal Rose, formally the lead singer for Black Uhuru.

YELLO *Tremendous Pain* (MERCURY) - What can you say about Yello except 'It's more good music from Yello'.

UNDERWORLD *Born Slippy* (JUNIOR BOYS OWN/WAXTRAX) - Here we go with another progressive smash from these guys. Already added to Groove Radio. Three great mixes to choose from. Gotta have it!

FUNKMASTER FLEX, HOT97, New York

NOTORIOUS B.I.G. *One More Chance (Remix)* (BAD BOY ENTERTAINMENT/ARISTA)

ALEX CABRALES, HOTMIX, Scottsdale

THE COUP *Fat Cats, Bigga Fish* (WILD PITCH) - It's like fat or something.

LA BOUCHE *Sweet Dreams* (BMG) - This is a very radio friendly Hi-NRG record.

2PAC *Dear Mama* (INTERSCOPE) - Give this record a shot. I think it's going to live a long life.

OSCAR CAMACHO, KBBF, Santa Rosa

ADINA HOWARD *Freak Like Me (Remixes)* (EASTWEST/EEG) - It's phatter than the R&B version. Peep it out and don't sleep on it.

HIPPIE CULTURE *Believe It* (CNS/MIC MAC) - Don't let the name fool you & don't get caught without it.

YELLO *Tremendous Pain* (MERCURY) - Shit is Phat!

LOS SIBAEÑOS *Santo Domingo* (CUTTING)

LOVE WATCH *Wake It Up* (G ZONE/ISLAND) - Play this cut to wake your ass up for the DJ's that are slippin'.

B-SWIFT, KBXX, Houston

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Nice sounding record with the potential to be a rotation record. Give it a listen.

GRAND PUBA *I Like It* (ELEKTRA) - He's back and it's not a Sprite commercial. This is a tight lil' jam. Check it out.

DRU DOWN *No One Loves U* (RELATIVITY) - The Mack strikes again, still on that pimp thang. His puttin' it down on this one!

MAD LION *Own Destiny* (NERVOUS) - Always been a Mad Lion person so this is like doing wonders here in H-Town, great record!

2PAC *So Many Tears* (INTERSCOPE) - Did you ever believe Stevie Wonder would turn Hip Hop?

NASTY NES, KCMU, Seattle

KEY KOOL & RHETTMATIC *Can U Hear It* (UP ABOVE) - The Huh, What sample is the hook that makes this debut single phat! The lyrics and beats got my attention in its first 10 seconds! A hit!

SHAGGY *Boombastic* (VIRGIN) - The Sting remix is the bomb! I predict this will blow up after one spin on your airwaves!

CHANNEL LIVE *Reprogram Remix* (CAPITOL) - Another dope track produced by KRS-1. Adding out the box.

JIMMY KIM, KIIS-FM, Los Angeles

MAX-A-MILLION *Take Your Time (Do It Right)* (S.O.S.) - Leaked early to me by ?? - I do thank you! I said it before...Remake, Remake, Remake...If done well they kick...This one definitely does! A radio/klub KIIS smash!

KAMASUTRA *Censored EP* (EMOTIVE) - Slammin' house tracks that keeps the NYC flava pumpin' everywhere! Buy it or ask where - (212) 645-7330.

JON OF THE PLEASSED WIMMIN' *Passion* (PERFECTO) - Remake, Remake, Remake...I said it earlier and again, this '95 cover of Xaviera Gold's *You Used To Hold Me* at 133 BPM...it kicks ass!

JUNIOR FLEX f/Linda Rice *Work That Love* (S.O.S.) - Another indie that has exploded! Great tracks including an Under Loved Mix/Dub. It's the shit! Produced by 20 Fingers, need I say more?

CORONA *Baby Baby* (EASTWEST/EEG) - Baby, Can U spell N-O--B-R-A-I-N-E-R?!

BILL MILLMAN, KISS102, Syracuse

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - The song was good...these remixes are great. This is a great radio record. We will definitely hear a lot more of 20 Fingers and Armand Van Helden do great remixes.

RADIO *Groovin* (INTERSCOPE) - The party mix is exactly what it says, a party on vinyl. But, the party will leap off. You record onto the air and just watch the phones...it made ours go crazy.

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - I have been hearing about this record for what seems like forever and everything they said was true. Check it out, it's great.

DJ BLADE, KJYK, Tucson

PHARAO *Show Your Secrets* (COLUMBIA) - The Euro remixes (White Label) work! BPM is timed down and the new synth lines are hot.

MOBY *Everytime You Touch Me* (ELEKTRA) - Talk about a fast record! I've had it for a while and its finally working into the mix. Although this track took time to get into the mix, it was worth the wait. Definitely a powerful record.

DJ SMURF *Ooh Lawd (Party People)* (ICHIBAN) - Just in time for summer is this great party or should I say Bootie record. Samples of Tag Team's 'Party People' pump this up.

SPHINX *What Hope Have I* (CHAMPION) - This is a great record! The Big Mix is the mix of choice and its been rockin' both club and mixshow! Incredible vocals and music that drives the floor.

TERENCE TOY, KKBT, Los Angeles

JOI CARDWELL *Love & Devotion* (EIGHT BALL) - From the album *THE WORLD IS FULL OF TROUBLE*, the George Morel Club Mix is an excellent chord progression.

TOWA TEI f/Joi Cardwell *Luv Connection* (ELEKTRA) - If you can hang with NJ Swing play the album version, if not look hard for the M.A.W. remixes.

BROOKLYN FUNK ESSENTIALS f/Joi Cardwell *The Creator Has A Master Plan* (RCA) - Double pack: House and Acid Jazz mixes. Check the Arthur Baker/Bill Coleman Club Mix.

JOI & JORIO *I Won't Waste Your Time (95 Remixes)* (TRIBAL AMERICA) - The Liquid City Mix is a serious deep mix.

TEDDY Q ZAMORA, KMAX, Pasadena

The Balls Of London presents **STREET SENSEZ** *Don't Wanna Believe* (CUTTING) - Pretty cool little House track with some good vocal samples...check it out.

G-FUNK *Missused* (STRICTLY RHYTHM)

WORLD UNITY f/Shanter *Joy, Pain, Happiness* (IRON MAN) - Oscar G. did a great job on this one.

SATIN *Sweet Melodies* (MO' HOP) - This one is the shit, vocals that take you on into the night.

95 NORTH f/Dave Sinkfield *Get Your Mind Together* (LARGE) - Another great record by 95 North.

MIGUEL PLASENCIA, KMAX, Pasadena

BASS SYMPHONY f/Ja Nell *Deep Side* (ONE PLANET) - B.O.S.S. Dub.

DJ DISCIPLE f/Dawn Tallman *I'll Do Anything* (SMACK) - The record is slammin'!

H2O *Living For The Future* (LIQUID GROOVE) - Very innovative record. It's a must for every DJ.

A-FACTOR *Canto Azul* (DUB-A) - This song is for DJ's that know real music.

BRAIN DAMAGE *Battle With The World EP* (NITE GROOVES) - For any deep thinking DJ, listen to the sample and go to school.

PETE AVILA, KMEL, San Francisco

URBAN DISCHARGE f/She *Drop A House* (DIG IT) - Already a smash in the clubs with Junior Vasquez mixes. Mood II Swing have reworked this record, giving it a lovely piano breakdown. MD and PD, can we say 'Crossover Potential'?

BROWNSTONE *If You Love Me* (MJJ/EPIC) - Yes, this record has been over worked at radio for a while now, but don't sleep on the import-only House remixes superbly done by the UK's Channel 9. Pitch her down a tad and the time stretched vocals come alive.

YVONNE *Everybody* (MAW) - Look out for this soon to be released scorcher featuring the ever-so-lovely Yvonne-former lead vocalist for Jomanda.

ROMANTHONY *Ministry Of Love* (AZULI) - Uplifting, positive and chock full of Malcom X samples. The breakdowns give any size room total immersion.

MORAES f/Sally Cortez *Welcome To The Factory* (HOT N SPYCY) - One of NY's fiercest producers, Angel gives you a deep, dark, and dirty tribute. The Acapella is a God send.

FRANZEN, KMEL, San Francisco

E-40 f/Mac Mall, Spice1 & 2 Pac *Dusted And Disgusted* (JIVE) - Check this shit out! P.S. Congrats to my Nigga' E-40 who went gold.

MARY J. BLIGE *I Love You/Mary's Joint* (UPTOWN/MCA) - Party wouldn't be complete without a little Mary J!

D&D ALL STARS *1, 2 Pass It* (ARISTA) - A bunch of heads on this track. If ya' like the rugged, check this one out.

NOTORIOUS B.I.G. *One More Chance (Remix)* (BAD BOY ENTERTAINMENT/ARISTA) - Dope Melodic remixes by Sean "Puff Daddy" Combs, but I'm still lovin' the album version.

JUAN 'The Wonderous' ROJAS, KPRR, El Paso

69 CLUB *Diva* (TRIBAL AMERICA) - Smokin' double pack filled with many mixes. Favorite mix is Queen Pier Mix...it's the bomb!

TOO KOOL CHRIS & KOOL ROCK STEADY *I Just Love The Way U Do It* (STRICTLY HYPE) - Hip House is back in a big way, starting off with Bad Boy Bill's mixes.

FAST EDDIE & DJ FUNK *Pump It* (WHITE LABEL) - This cut is going to be huge in the mixshows! Creating a tremendous buzz in Chicago.

JOEI MAE *Promise Me Your Heart* (AFTER DARK) - This song is getting major play on my mixshow and serious radio potential!

STEFANNIE BENNETT *I'll Never Forget You* (TAZMANIA) - Plain and simple, it's just a good freestyle song, understand?

THA RUFFNEX, KPWR & KJYK, Los Angeles & Tucson

GRAND PUBA *I Like It* (ELEKTRA) - This is the most beautifullest Hip Hop Record I've heard all year! Big ups to Mike Jones...stay in touch, bro! For real.

MIC GERONIMO *Master I.C.* (BLUNT) - Buckwild proves that you grow better with time 'cuz thiz track is fat as Hell! Blunt representz for the '95! Corey and Chappy, whut up!

MARY J. BLIGE *I'm Goin Down (Remix)* (UPTOWN/MCA) - This shit is bangin! I don't give a phuckk what anybody says! Hip Hop on the next level!

MAD LION *REAL TING LP* (NERVOUS) - Yo, this album is a must have. Lion gets major props for doing his 'Ting.' The beats and production are phat as fuck! So don't sleep on this one. Some of my personal favorites are *Bad Luck* and *Own Destiny*. What's up to my man Nick at Nervous.

NAUGHTY BY NATURE *POVERTY'S PARADISE LP* (TOMMY BOY) - Major props to the Naughty Camp on an album well done. Production is great, from smooth laid back tracks like *Feel The Flow* to hard, rugged tracks like *City of C-Lo*, yo! You can't front on these kids. I see a few songs on the album that have major potential on being smashes like their earlier hits, so be sure to check it out. Props on the *Shout Out* track, that's a great idea. Much Love! Peace out to Victor and Scoop at Tommy Boy.

DJ MIDIMACK, KSIQ, Brawley

IMPULSE *Pump It Up Louda* (MIC MAC) - Clear the dance floors because Midimack is on a dance mission! This cut is THE JAM. For those of you into Hip House this is a 'must have' record with a hook that doesn't stop, so PUMP IT UP LOUDA! Thanks Josefa, wanna dance?

R.B.L. POSSE *Bluebird* (IN A MINUTE) - Ah yeah! These Bay Area homies have another slammin' cut fo' ya'. If you slept on their last cut *Bounce To This*, don't get caught sleeping on this one because these boys are pumpin' out some phat shit.

OL' DIRTY BASTARD *Shimmy Shimmy Ya* (ELEKTRA/EEG) - I can't get enough of this record. I've made it a point to play this record every week since I've gotten it. It's phat and all that, on the East Coast tip.

DJ D. STREET, KSJL, San Antonio

WARREN G. *So Many Ways* (DEF JAM/ISLAND) - Another phat track from the G child This one is all that and a bag of chips.

NONCE *Bus Stop* (AMERICAN) - If you liked mix tapes, you're gonna love this one. Straight butta.

BIG L *MVP* (COLUMBIA) - Hey, if Rap was a game, Big L would be MVP (the most valuable poet) on the mic.

MACK 10 *Foe Life* (PRIORITY)

MAD LION *One Destiny* (NERVOUS)

LEONARD TRUJILLO, KSYM, San Antonio

MILLENNIUM *Vol. 1 EP* (CUTTING)

ROMANTHONY *Ministry Of Love* (AZULI)

BROTHERHOOD OF SOUL *I'll Be Right There* (STRICTLY RHYTHM)

SYNC *Houz* (UNDERGROUND CONSTRUCTION)

AFRICAN OPERA *Che Life* (4 LIBERTY)

DIAMOND DEE, KWIN, Stockton/Modesto

MACK 10 *Foe Life* (PRIORITY)

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA)

TONY THOMPSON *I Wanna Love Like That* (GIANT)

SHAWN PHILLIPS, KZHT, Salt Lake City

JUNIOR FLEX f/Linda Rice *Work That Love* (S.O.S.) - And you don't stop...SOS never will...now with this HUGE #1 radio/club smash. Vocals by Linda Rice (out of Control fame).

ROZALLA *You Never Love The Same Way Twice* (EPIC) - She's back and better than ever...double pack and a hook you'll be singing all day! Don't be the last to jump on this!

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - I've said it before and I'll say it again, this should be #1 on dance charts across the country...check the Vocal Breakdown!

TRUCE *Pump It* (STRICTLY RHYTHM) - Just like the title, Pump It. Soulful House along with dips to die for. Will work the crowds!

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Our station already has this in regular rotation...and it's hype in the Clubs. Can you hear it? It's oh so sweet! House mixes are the best!

JAM-MASTER-D, KZRB, New Boston

LUNIZ *I Got Five On It* (NOO TRYBE/C-NOTE/VIRGIN) - Most requested to be on Mix and it was just added!

TODDY TEE *Just No Good* (THUMP) - A must on a mix show.

PROPER DO'S *Sumthin' Ta Bump* (RHINO) - Real Funky.

HOHMAN & HARRIS, METROMIX, Pittsburgh

VANESSA WILLIAMS *The Way That You Love* (MERCURY)

ROZALLA *You Never Love The Same Way Twice* (EPIC)

MARY J. BLIGE *You Bring Me Joy* (UPTOWN/MCA)

INI KAMOZE *Listen Me Tic* (EASTWEST)

SHARA NELSON *Down That Road* (CHRYSALIS/EMI RECORDS)

RICHARD 'Humpty' VISSION, POWER106, Los Angeles

CRYSTAL WATERS *Relax* (MERCURY) - Someone sneaked me an acetate and this one could be as big as *100% Pure Love*.

BASS SYMPHONY f/Ja Nell *Deep Side* (ONE PLANET) - This is going to be a BIG mix show record. Props to all the different mixes.

TONY B., POWER106, Los Angeles

AMOS *Let Love Shine* (POSITIVA) - Nice little 10 inch. Cleveland City mix is best.

STICKMEN *Tweek In* (STRICTLY RHYTHM) - Hard shit.

MICHAEL M. *Let's Talk About Me* (STRICTLY RHYTHM) - Cute record, fun vocals.

ROBBIE TRONCO, Q102, Philadelphia

CYM LaJOY *Carwash* (ANOTHER VIEW)

JOI CARDWELL *Jump For Joi* (EIGHT BALL)

SPHINX *What Hope Have I* (CHAMPION)

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND)

FRANKIE KNUCKLES f/Adiva *Too Many Fish* (VIRGIN)

THE TYRELL CORPORATION *Better Days* (EMI RECORDS)

STEVE PEREZ, Q105, Oxnard

DJ POOH & THREAT *No Where To Hide* (DA BOMB) - Be ready to take a good long ride with this cut. We may be hearing a lot of it all summer long. So just sit back and enjoy it, because that's what I'm doing.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - This will keep you dancing, but the Armand's Serial Killer mix is the one that kicks! Will be working this one.

GAP BAND *First Lover* (RAGING BULL) - Well, as we all would say! They're back...It's been some time since we have heard something from Charlie Wilson & the Gap Band. It's good to see they still have that R&B vibe. Check it out.

ROZALLA *You Never Love The Same Way Twice* (EPIC) - Rozalla always seems to do a good job in new music, so be sure you check this one out too.

DJ SHORTY/Sounds of the N.Y. Underground, swiss NATIONAL RADIO, New York

RAISE THE ROOF *De Javu* - Now due to come out on King Street. Definite crowd pleaser, check it out.

COMACHO *Renegade* - Now also due to come out on Sumo. If you loved Plastic Dreams, you'll love Renegade!

WILSON YEPEZ *Get Down* - Due to come out on Waako. Great peak-hour crowd pleaser...slammin' track!

G-DUBS f/Matt Wood (GROOVE RECORDS)- Get ready for a great garage track. Finally, a real vocalist and track with real changes in it.

FEDERAL HILL *I Have Something For You* (SUB URBAN) - Victor Siminelli and Tommy Musto...one of the best tracks I've heard in a long time.

GEOFFREY C., WERQ, Baltimore

FUNKDOOBIEST *Dedicated* (IMMORTAL) - The shit!

SPHINX *What Hope Have I* (CHAMPION) - This is definitely a good record. I really like the SERIOUS ROPE MIX!

VARIOUS *Freedom* (MERCURY) - Not too bad!

OL' DIRTY BASTARD *Shimmy Shimmy Ya* (ELEKTRA/EEG) - Destined to get good mix show and club play in more markets than you think.

STAN PRIEST, WFLZ, Tampa

THE WOODSHED *Tales From The Woodshed* (CLOAK & DAGGER) - Play it on 45, pitch up to plus 4...Breakbeat from Hell!

SHACKLES '95 *DJ's Latest Arrival* (GOLDENBOY) - It's cool they are back.

CHANNEL 69 *Promise Is Breaking* (PURE MUSIC) - Slammin' older cut, I've found it to have new life in Tampa.

UNDERWORLD *Born Slippy* (JUNIOR BOYS OWN/WAXTRAX) - Always moves the crowd, nice Alternative House tune.

I•CON *Tribal Pulse* (INDIGO) - Slammin' jam with a sound spelled out in the title.

WATERLILLIES *LP* (REPRISE) - When Sergio sent me this CD, I thought it was going to be another case where the only good songs are the ones that have already been released. Holy s__t, was I wrong! Not only is this CD good, it's so good that I ran out and bought a car Discman because I didn't want to wait an hour to record it. If this one doesn't go to the moon, something's seriously wrong. From start to finish, its one hit after another, and on the mix tip, the best is yet to come!

SPHINX *What Hope Have I* (CHAMPION) - Very cool tune, with big potential for both club and radio. You don't want to miss out on this one!

NATASHA *Peace In The World* (SUNSHINE) - Looks like Walter, Joe, and the gang over at Sunshine have another winner on their hands. Great mixes, along with catchy vocals, make this a great addition for any mix show.

REAL McCOY *Come And Get Your Love* (ARISTA) - This group is like the Energizer Bunny, they just keep on going and going. Up that is, with no end in sight. Very fun song, with huge potential for another mark on the charts.

INI KAMOZE *Listen Me Tic* (EASTWEST) - Who would have thought that the Rasta Man could bust loose with a major mix? Well, thanks to an awesome remix by David Morales, it has become a reality. If you miss out on this one you'll be regretting it for a long time. A must for all mix shows.

Kudos to Chicago's very own DJ Tomm-E for turning me on to this one, it's smokin'!

MATT 'The Bratt' BRADLEY, WFLZ, Tampa

ALPHA 1 *Racer X* (STRICTLY HYPE) - DJ Attack AKA Alpha I Magic Mix is fierce! Instant phone reaction on this cut.

TAG TEAM *Pig Power* (CURB) - A great reaction record.

BIG DOG *Da Tilt* (SCARFACE) - The Bass record is makin' noise in Tampa. Don't sleep on this one. If Bass works in your town check this one.

DJ RALPHY MELENDEZ *Boriqua* (TOP) - Underground record that is fun to spin. Instant reaction in the club.

NEVER LEFT *Always There* (ZYX) - This record has a jazzy flavor with a rap that kicks. Check out the club mix. Yeae, yeae, yeae!

'DJ Nandy' VIRAMONTES, WHPK, CHICAGO

R.H.V. Presents SUGAR *The Feeling* (AQUA BOOGIE) - Drop the needle on this one. I'll bet everyone will jam.

CYM LaJOY *Carwash* (ANOTHER VIEW) - 'Work-n-work' this one to death...you will. Soft Cloth Mix tops.

SKUNK TRAXX *Vol. 2* (STRICTLY HYPE) - DJ ATTACK, Gil The Gruv: Check out the Rebel trax...beware, Outlaws.

JOEI MAE *Promise Me Your Heart* (AFTER DARK) - Dude, if a video ever comes out, check out the babe...Music come with!

MARKY *Panic* (DJ INTERNATIONAL) - Great for a Robocop Movie, it kicks Robo Ass!

EDDIE ARROYO, WILD 107, San Francisco

CAROLYN HARDING & DAMON HORTON *Sing A Song* (STRICTLY RHYTHM) - Man Mix is slammin'.

BARBARA DOUGLAS *Shine* (STRICTLY RHYTHM)

BLOOD HOUND GANG *Mama Say* (UNDERDOG/COLUMBIA)

PAULIE DAY, WIOQ, Philadelphia

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - OK! Although some may say the sound is getting tired, I personally think Armand gives us another strong track that really gets my dance floor jumping. Lenny D gives us a smooth classic house mix on side A, which also got a good reaction on the floor and is very crossover friendly.

VANESSA WILLIAMS *The Way That You Love* (MERCURY) - The 20 Fingers club mix puts a nice sound to her sensuous vocals. Sorry, big Vanessa Williams fan!

YELLO *Tremendous Pain* (MERCURY) - D's club and house mixes both provide

that trance Plastic Dreams (Jaydee) type of feeling. Got a very good reaction out of the box.

SPHINX *What Hope Have I* (CHAMPION) - The Our Tribe mix is the one for me, Big!!! Big!!! Club record heading for mix show ADD!!!

SIZE 9 *I'm Ready* (VIRGIN) - Are you ready for best Josh Wink to date. Hey Rick, get the vinyl rolling already. Great record!!!

ROSS WILSON, WOWI, Norfolk

FRANKIE KNUCKLES *f/Adiva Too Many Fish* (VIRGIN) - I can't get enough of this record.

BARDUEX *Be My Man* (THUMP) - If you want something different, then here it is. This record just sounds GREAT. And just like Mikey, I LOVE IT!

INTONATION *Died In Your Arms* (METROPOLITAN) - Freestyle at its best!

B.G. THE PRINCE OF RAP *Colour Of My Dreams* (SONY IMPORT) - This was a huge record for me six months ago and is blowing up again. Paris Red is doing the female lead and B.G. is on the rap. Works well with the other Euro stuff out right now. Find a copy of this. It's worth every penny.

TRACY, WPGC, Washington

VANESSA WILLIAMS *The Way That You Love* (MERCURY)

SOUL FOR REAL *Every Little Thing* (UPTOWN/MCA)

STAXX *You* (CHAMPION)

MAD LION *Own Destiny* (NERVOUS)

SMOOTH *Mind Blowin'* (JIVE)

'Jammin' JOHNNY CARIDE, WPOW, MIAMI

JAMIROQUAI *Return Of The Space Cowboy* (WORK) - This has got to be the hottest thing out on House music. With the hook alone that does it to me. Vocals are sharp and the track is absolutely slammin'. Shoot it onto your tables.

NEMESIS *Drop Tha Bottom* (PROFILE) - Bass music on Profile? Yeah baby, its hot. Check out the miami Bass Drop Mix put together by my co-workers Phil Jones and Felix Sama and you'll see why bass is definitely droppin' hard 'con fuerza' (with power).

TODDY TEE *The Wanna Be Fool* (THUMP) - If the Urban ballad is your thing, than check out this 'LL Cool J' *I Need Love* track. Similar in style, this definitely will keep ya' heads bobbin'. Good stuff.

INTONATION *Died In Your Arms* (METROPOLITAN) - Freestyle continues to jam a la planet rock sound with this remake. The vocals are there and musically, it will turn heads on your dance floor. Getting a lot of good vibes at the clubs, going for radio strong. Check it out.

PAUL WASHINGTON, WYBC, New Haven

GAP BAND *First Lover* (RAGING BULL) - Charlie sounds great on the underground tip.

SPECIAL ED *Neva Go Back* (PROFILE) - The man's back and the flow's all that.

YAKI-DA *I Saw You Dancing* (LONDON/ISLAND) - Lenny B's Classic Mix is jazzy.

DAD-LINE *Boom Base* (ZYX) - A Deep House sound tweaked with beatbox.

MILLENIUM *VOL. 1 EP* (CUTTING) - Smooth out synths, New York Style.

WHAT DOES SEX LOOK LIKE?





Club Chart

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

BREAKOUTS

INI KAMOZE "Listen Me Tic" (EEG)
 BARBARA DOUGLAS "Shine" (STRICTLY RHYTHM)
 GAP BAND "First Lover" (RAGING BULL)
 YELLO "Tremendous Pain" (4TH & BROADWAY)
 HUMAN LEAGUE "One Man In My Heart" (EEG)

CLUB MOVERS

LW TW

2-1	JUDY CHEEKS	"Respect"	(EMI)
6-2	CORONA	"Baby Baby"	(Elektra)
10-3	FFANKIE KNUCKLES	"Too Many Fish"	(VIRGIN)
1-4	BILLY RAY MARTIN	"Your Loving Arms"	(Elektra)
3-5	NAUGHTY BY NATURE	"Craziest"	(Tommy Boy)
7-6	LOVE HAPPY	"Message Of Love"	(MCA)
5-7	REAL McCOY	"Runaway"	(Arista)
8-8	JIMMY SOMERVILLE	"Heartbeat"	(London)
9-9	KIEO	"I Got Love"	(Raging Bull/Dynasty)
4-10	MADONNA	"Bedtime Story"	(Maverick/Sire/WB)
14-11	JOANNE FARRELL	"All I Wanna Do"	(Big Beat)
12-12	MONTTELL JORDAN	"This Is How We Do It"	(Def Jam)
13-13	2 N A ROOM	"Ahora"	(Cutting)
11-14	DE. DRE	"Keep Their Heads Ringin'"	(Priority)
17-15	JCELYN ENRIQUEZ	"Big Love"	(Classified)
16-16	PI-ARAO	"I Show You Secrets"	(Columbia)
19-17	DA BRAT	"Give It To You"	(Work Group)
20-18	CYM LAJOY	"Car Wash"	(Another View)
15-19	TECHNOTRONIC	"Move It To The Rhythm"	(EMI)
21-20	REEL 2 REAL	"Conway"	(Strictly Rhythm)
25-21	B TRIBE	"Nadie Entiende"	(Atlantic)
18-22	WATERLILLIES	"Never Get Enough"	(Sire/WB)
24-23	NINE	"Any Emcee"	(Profile)
26-24	TCTAL	"Can't You See"	(Tommy Boy)
29-25	M PEOPLE	"Open Your Heart"	(EPIC)
28-26	GLADYS KNIGHT	"Next Time"	(MCA)
30-27	MONICA	"Don't Take It Personal"	(Rowdy/Arista)
35-28	ACINA HOWARD	"Freak Like Me" (Remix)	(EEG)
42-29	METHOD MAN F/Mary J. Blige	"All I Need"	(Def Jam/Island)
22-30	LONDON BEAT	"Come Back"	(Radioactive)
23-31	DOUBLE YOU	"Run To Me"	(ZYX)
44-32	CHASE	"Love For The Future"	(ZYX)
32-33	DANA DANE	"Rollin' Wit Dane"	(Maverick)
36-34	2 FAC	"Dear Mama"	(Interscope)
38-35	LO/EWATCH	"Wake It Up"	(GZone/Island)
27-36	DURAN DURAN	"White Lines"	(Capitol)
34-37	FRANKIE CUTLASS	"Boriquas On The Set"	(Relativity)
40-38	TRUCE	"Pump It"	(Strictly Rhythm)
50-39	DEEP FOREST	"Marta's Song"	(Epic)
47-40	FUNKDOOBIEST	"Dedicated"	(Immortal/Epic)
43-41	SPIRITS	"Inside"	(MCA)
46-42	SO JL FOR REAL	"Every Little Thing"	(Uptown/MCA)
45-43	JOHNNY OSBORNE	"Budy Bye"	(Priority)
31-44	CYNTHIA	"How I Love Him"	(Tommy Boy)
37-45	VYBE	"Take It To The Front"	(Island)
N-46	ROZALLA	"You Never Love The Same Way Twice"	(Epic)
33-47	WHIGFIELD	"Saturday Night"	(Curb Edel)
N-48	YAKI-DA	"I Saw You Dancing"	(London/Island)
N-49	VANESSA WILLIAMS	"The Way That You Love"	(Mercury)
41-50	BAERY WHITE	"Come On"	(A&M)

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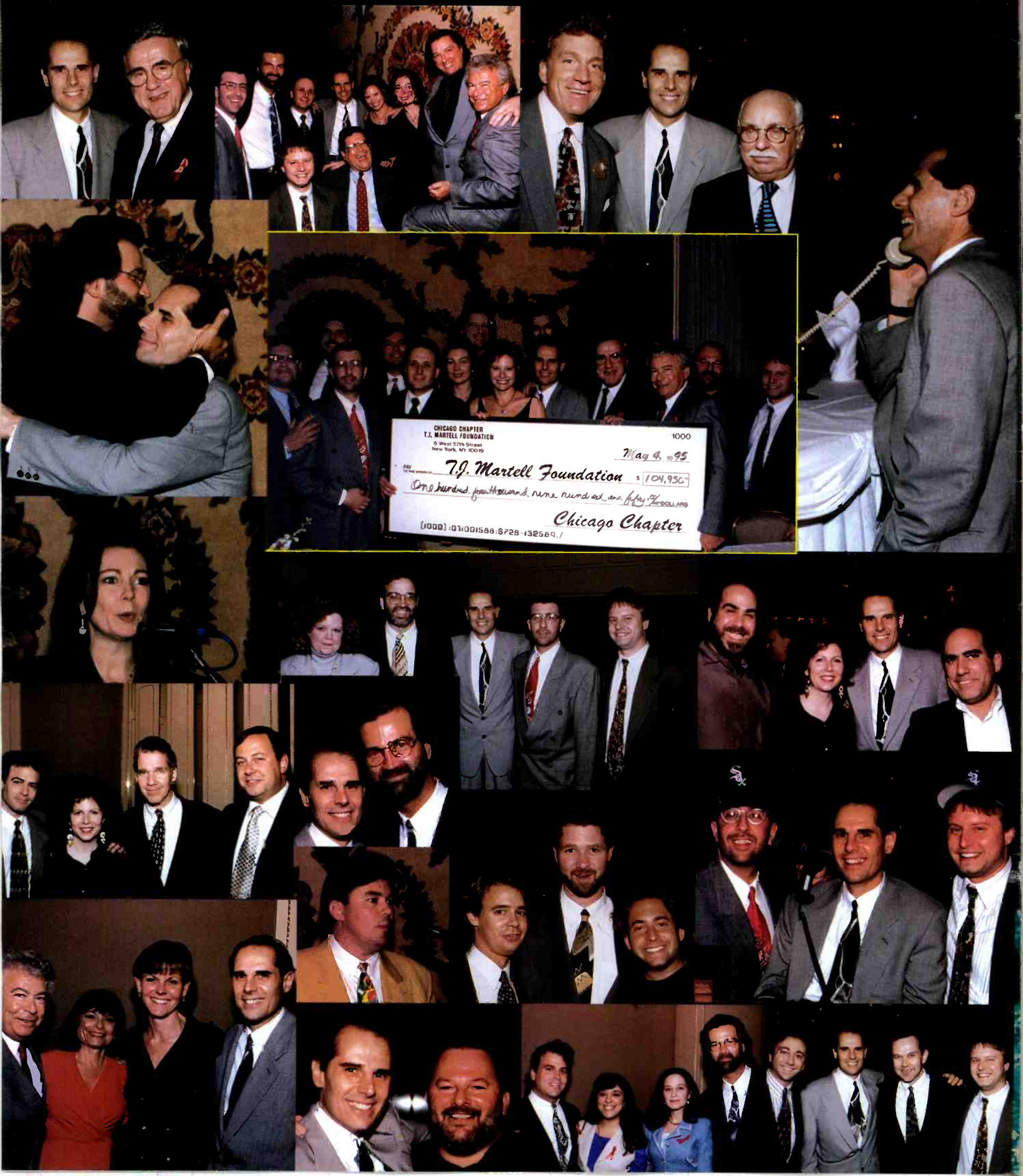
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DOING THE DOG! In celebration of the release of the Bloodhound Gang's "Mama Say," a few unexpected guests paid us a visit. Pictured (l-r) Hitmakers' OSCAR MERINO and BOB GREENBERG, Columbia's DANA KEIL, Hitmakers CHRIS RUH, Columbia's GREG PHIFER, and HITMAKER'S NICK TESTA. Also pictured, Flash and Speedy!!

COMINGS AND GOINGS:

WZJM/Cleveland programmer J.J. QUEST exits. MD DAVE EUBANKS becomes the station's interim PD...After 12-years at KKRD/Wichita, MD GREG WILLIAMS is heading across town to program Urban POWER 93.9-KDLE...WDJB/Ft. Wayne program-meister JOHN O'ROURKE is movin' on up. JOHN is the new PD at Country KUBL-THE BULL in Salt Lake City. 'DJB MD SCOTT THOMAS will be that station's new PD....(With GREG and JOHN taking new gigs, and WIFC/Wausau PD DUFF DAMOS making his move any moment now, three great programming/music opportunities are wide open in the

adds out of the box, (along with all of last weeks pre-official adds), the Rembrandts' "I'll Be There For You" is already on over 135 Top40's, and pulling in some great Alternative call-letters too! Also, Better Than Ezra's "Good" is turning out to be great, as it enters its 5th week at #1 on the Alternative chart, begins a strong ascent up the Pop chart, and enjoys STRESS rotation at MTV! In addition, Corona's "Baby, Baby" is exploding, providing a perfect set-up for her album's retail debut next week. As if that's not enough, "I Like" from Kut Kloze is poised to leap from the Urban chart to Rhythm/Crossover, and looks like its also Top40 bound; Adina Howard's "Freak Like Me" is kickin' it everywhere; Old Dirty Bastard "Shimmy Shimmy Ya" is on its way to platinum and....(hold on, we gotta catch our breath) the Human League's "One Man In My Heart" is just about ready to go. A big EAR pat on the back to GREG, E.E.G. Sr. Dir./Pop promotion DON CODDINGTON, CLARENCE BARNES, the label's new Nat'l Dir./Top40, as well as MIKE WHITED, ERIC OLSEN, and the entire E.E.G. promo team!

ON HIATUS AND HUNTING:

Former WCIL/Carbondale PD TONY WAITEKUS is looking. In addition to his programming talents, TONY has experience as a TV host. The scouting report says he's a good defensive player, with nice range and a good gun. He's a natural hitter, but a free swinger who sometimes...oops, wrong guy. Uh, call TONY at (618) 457-6682...ROB OLSON is on the prowl. Punch these digits and say "hey," (414) 453-8942...Former KEDG-THE EDGE/Las Vegas morning dood ALAN ROBERTS is available. He'd prefer a great job, with big pay, nice perks and a free car...but give him a call anyway at (702) 873-0697.

QUESTION & ANSWERS:

Is hit radio about to return to Birmingham, AL? Q: Sure looks that way. Expect to hear more in just a few weeks...Q: Any leading candidates for the PD gig at SWEET 98-KQKG/Omaha? Q: Looks like all of the obvious candidates are, uh... obvious candidates, including perhaps two contenders who share the initials M.S....Q: Is MICHAEL NEWMAN ever going to fill that morning show job at KDON? Q: MICHAEL's got it down to a short-list of names. This should be closed out soon!

AND FINALLY:

Congratulations to Vision Record's MOE "The Godfather" PRESKELL, who was the subject of a recent feature in a local Miami newspaper, which chronicled his 50-year career in the biz!

KIIS "K" TAPPED FOR TUBE TASKS:

Major congratulations to KIIS-FM's morning co-host ELLEN K., who's just inked a deal with CBS TV's Los Angeles O & O KCBS. Following a successful stint as a special correspondent for KCBS at this year's Grammy's, (and a guest shot as O.J. Simpson reporter on GERALDO), the station has made ELLEN its show biz reporter. Ellen will now be seen Fridays on the 11PM news dishing the dirt on celebs, stars, and all manner of glitterati! And even though her career is definitely getting large, ELLEN is keeping her day job.

(Oh yeah....for the record, YES this is the 1,268th story we've done this year on ELLEN! No we are not starting a fan club. Thank you.)

DIE HARD ELVIS SIGHTING:

While ELVIS-sightings by hardcore fans may die hard with a vengeance, you'll soon be sighting Z100/NY stellar airman ELVIS DURAN in BRUCE WILLIS' third "Die Hard" flick. In the movie "Die Hard With A Vengeance," set for release any day now, ELVIS plays a character called "ELVIS DURAN, the DJ." Hmm...sounds like the role may not have been a big stretch!

heartland)...EZ Communications has named ANDREA MARTIN as the new GM at B94-WBZZ/Pittsburgh from the company's FM/AM Country combo KMPS/Seattle...Alternative X103.9-KCXX/Riverside OM STEVE HOFFMAN segues to KEDG-THE EDGE in Vegas for similar duties. Will "X" PD CHUCK SUMMERS ascend the throne?...WPST/Trenton night jammer BRIAN DOUGLAS moves to Phoenix for nights at POWER 92-KKFR, leaving open a primo night job at cutting-edge Top40 WPST. Get your high-light reel to: MICHELLE STEVENS, Program Director, WPST, 221 Witherspoon Street, Princeton, NJ 08542...Burkhart/Douglas & Associates Exec. VP/Product Development GREG GILLISPIE exits the firm. Could he be headed for a programming gig?...ISLAND 95-WJKC/Virgin Islands owner (and radio vet) JOHN KEYES appoints himself as the station's new PD...ANDREW ZEPADA, PD of WHCO/Sparta heads cross state to fill the vacant night slammer slot at WCIL/Carbondale.

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He thought himself to be quite the man.
But when the Bloodhound Gang came in, he
realized he had little in common with them.
He left, never to return again."



Bloodhound Gang
Mama Say

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