an exclusive interview with

MIKE McVAY
President, McVAY MEDIA
pictured with daughters Jessica (sitting) and Nicole
VEGAS SEMINAR CONFIRMATIONS!
(And Many More To Come)

FROM MAINSTREAM TOP40...
J.R. AMMONS STAR94
DALE BAIRD KQXY
KEN BENSON KKRZ
DAN BOWEN WNCI
JOHN DIMICK WNCI
BRETT DUMLER WABB
DAVE EUBANKS WZJM
TOM GJERDRUM WZPL
HAWK HARRISON WFBC
CALVIN HICKS WSSX
JIMI JAMM KQKQ
LOUIS KAPLAN WGTZ
KID KELLY WBHT
DAN KIELEY KDWB
DON LONDON WNVZ
HAWK HARRISON WFBC
NEAL SHARPE WJET-FM
MICHAEL STEELE KQKQ
MICHAEL ST. JOHN WKBQ
SCOTT THOMAS WDBJ
BILL THORMAN KHOM
MARK TODD KRQ
JORDAN WALSH WLAN

FROM STREET/RHYTHM TOP40...
MARK ADAMS B95
HAROLD AUSTIN KKBT
JOHN CANDELARIA KPRR
TODD CAVANAHA B96
KID CURRY POWER96
JEFF DAVIS KWNZ
JOE DAWSON WWKX
JERRY DEAN KLUC
BRIAN DOUGLAS WJMH
MARK FEATHER JAM'N92.1
PIO FERRO KLVE
GERONIMO KZHT
BOB LEWIS KGGI
PACO LOPEZ WJBT
BRUCE ST. JAMES POWER106
ROY JAYNES KKSS
GLENN KALINA WIOQ
MICHAEL MARTIN WILD107
MIKE MARINO KJMZ
MICHAEL NEWMAN KDON
DON PARKER KKFR
ROOSTER RHODES KCAQ
MICHELLE SANTOSUSSO KMEL
ROB SCORPIO KBXX
ANDY SHANE WKTU
KID STEVENS KJMZ
CAT THOMAS KLUC
RICK THOMAS FM102
CLIFF TREDWAY KTFM
MIKE TIERNEY KUBE
STEVE WALL KWIN

SPECIAL GUESTS...
MARK BOLKE
JERRY CLIFTON
BOB PERRY
BILL RICHARDS

FROM ALTERNATIVE...
HOLLIE ANDERSON WAVF
DWIGHT ARNOLD KCXX
RIC "ROCCO" BENNETT WENZ
JOHN GRIFFIN KEDG
LIZ JANIK & Assoc.
KOZMAN KDJK
JAY MICHAELS KDGE
TED TAYLOR WDRE

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TED TAYLOR WDRE
First Annual UNIVERSAL/KLUC Invitational Softball Tournament

Thursday, April 18th - 4:00 pm
Las Vegas (Location TBA)

EAST COAST GOTHAM CITY BULLIES
(Captain: ANDY SHANE-WKTU/New York)

SOUTHERN BOOTLEGGERS
(Captain: DON LONDON-WNVZ/Norfolk)

MID-WEST COW TIPPERS
(Captain: TOM GJERDRUM-WZPL/Indianapolis)

WEST COAST GAMBLERS
(Captain: CAT THOMAS-KLUC/Las Vegas)

ALL SEMINAR REGISTRANTS ARE INVITED - JOIN NOW!
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"CELEBRATING OUR 75TH DAY IN BUSINESS"
VEGAS SEMINAR PROGRAM

FRIDAY SESSION (April 19th) • 11am - 4pm

GENERAL MANAGERS (Moderated By Dave Robbins)
Ask top GM's what they look for in a programmer.

STREET/RHYTHM RADIO
Top programmers discuss today's format demands.

LATIN RADIO
The growing influence of the Latino marketplace.

MIX SHOWS
Top mix show DJ's talk about their ability to break records.

KEYNOTE ADDRESS: Andre Harrell
(President/CEO Motown Records)

Working Lunch Sponsored By ISLAND RECORDS
6-8pm • Cocktail Party
Sponsored By MOTOWN RECORDS

SATURDAY SESSION (April 20th) • 11am - 4pm

ALTERNATIVE RADIO / ALTERNATIVE TOP40
Top programmers take an indepth look at this great format.

MAINSTREAM TOP40 RADIO (Moderated By Bill Richards)
Today's leading programmers discuss the next step forward.

Working Lunch Sponsored By UNIVERSAL RECORDS

Moderating For HITMAKERS:

Barry Fiedel/Chris Ruh (Mainstream)  Mark Jackson (Alternative)
Barry Richards (Street/Rhythm)      Oscar Merino (Mix Shows/Clubs)
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LAS VEGAS

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EARLY SEMINAR REGISTRATION $199.00
$250.00 AT THE DOOR: (CASH ONLY)

PLEASE REGISTER ME FOR LAS VEGAS!

Name: ____________________ Station/Company: ____________________
Address: __________________ City: ____________________________
State: ___________ Zip: ___________ Phone: _______________

Send your completed registration form and a check or money order for $199.00 (Early Registration Fee) to:
HITMAKERS Magazine, 22222 Sherman Way, Suite #205, Canoga Park, CA 91303

Registration At The Door: $250 (CASH ONLY)
Inside Front Page

THE HOTTEST CLUB CHARTS IN AMERICA...

THE HITMAKERS ePRO CLUB CHARTS!
See Page #40

In This Issue...
QUICK SHOTS/mainstream 9
DISC-OVERY CLUB/main 13
FACES & PLACES 20
MIKE'S CORNER 22
EVOLUTION 23
INTERVIEW: Mike McVay 26
JACKSON'S FORMAT 29
DISC-OVERY CLUB/alternative 30
STREET SHEET 33
DISC-OVERY CLUB/street 37
MIX SHOWS 38
DISC-OVERY CLUB/mixshow 39
CLUB CHARTS 40
EAR TO THE GROUND 44

DAVID LEACH named GM/Mercury Records
Danny Goldberg, President CEO/Mercury Records, announced the promotion noting that David will oversee the daily operations of the company. Goldberg said, "In the few months David and I have worked together, I've realized that he's one of the most dynamic and effective executives I've ever met."

ROGER AMES named Prez/Polygram
Alain Levy, Polygram President/CEO, has appointed Roger to President/Polygram Music Group with worldwide responsibility for all of Polygram's recorded music and publishing operations. Mr. Levy said, "Roger Ames is one of the finest record executives in the world today and I can think of no better candidate for this newly created position."

RAY HARRIS
Senior VP/Black Music
Epic Records
Ron Sweeney, Executive VP/Black Music/Epic Records announced the appointment of this industry legend by saying, "Ray is an extremely talented 'first class' individual who possesses a tremendous passion for music and people...I feel honored that he has become part of our team."

JOAN FALLON
Senior Director/Promotion
Arista Records
Richard Palmese, Senior VP/Promotion, promoted Joan, who started at the company in 1980 as a Promotion assistant. In her new job, Joan will be responsible for the everyday operations of the Promotion Department including administrative and financial duties.
The single:

"I DON'T WANNA BE ALONE"

#1 MOST ADDED Crossover!
20 Stations In The First Week
Including:

KMEL  Z90  KIX106  WJBT
WILD107  FM102  WHHH  KZHT

from the album

BLACKFACE
STATIONS PLAYING:

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NEW ADDS:

- WXKS
- KLUC
- PRO-FM
- KHHI
- WRYQ
- WKBQ
- WMGI
- KISX
- KHOM
- WXYK
- WDJB
- KFFM
- KGOR
- KDUK

"AND MORE"....

FROM THEIR DEBUT GOLD ALBUM SWEET DREAMS

THE FOLLOW-UP TO THE GOLD SINGLE: "BE MY LOVER"

The definitive Pop duo of 1996 continues its global assault by conquering America.

SWEET DREAMS

- The follow-up single to the Top 10 smash "BE MY LOVER"
- Available on the RCA Records album debut SWEET DREAMS

Managed by Thor Enterprises
# HITMAKERS QUICK SHOTS!

**BASS IS BASE**  I Cry (ISLAND)
- Over 650 Rotations as WNNK and WSTO add. A very talented group!

**CHANTAY SAVAGE**  I Will Survive (RCA)
- LOUIS KAPLAN @ WGTZ sez "add," along with WRVQ, WVKS, KQKQ, WWST, and many others! A big week!

**COLOR ME BADD**  The Earth, The Sun, The Rain (GIANT)
- This week’s MOST DISC-OVERED and the most added! C.M.B is back, with out-of-the-box adds @ Y100, WFLZ, WXKS WPXY, WNVZ, KKRZ, WZJM, WDJX, WZPL, WAPE (their only add), WGTZ, KHOM and many more!! Add this to a great week at Rhythm, and all we can say is, "WOW!!!"

**COOLIO**  1,2,3,4 (Sumpin’ New) (TOMMY BOY)
- Over 500 Rotations as KHTQ and Z104 add! With sales, requests, and a monster video, COOLIO’s got “sumpin’” goin’ on!!

**D’ANGELO**  Lady (EMI)
- Rotations now over 350 with new adds @ KKRD, KSMB and WYCR!!

**FOO FIGHTERS**  Big Me (CAPITOL)
- Last week’s MOST DISC-OVERED is one of this week’s MOST DISC-OVERED and added! New Rotations this week @ Y100, WPJ, XL106.7, PRO-FM, WXXS, KDWB, WA1A, 93Q, G105, K92 and lots more! GOING ALL THE WAY!!

**FUGEES**  Killing Me Softly (COLUMBIA/CRG)
- This week’s only new add @ KIIS-FM! Rhythm programmers have been raving for months about this track, and now Mainstream PD’s are finding out why!!! Other new Rotations include KHOM, WFHN, WVKs and KWTX!!

**GARBAGE**  Only Happy When It Rains (ALMO SOUNDS/GEFFEN)
- Very early Rotations near 250+ as KUTQ, KHOM, KSMB, WABB, JET-FM and many more add!!

**GLORIA ESTEFAN**  Reach (EPIC)
- It was an Olympian week for GLORIA, with lots of DISC-OVERIES and adds! Out-of-the-box action @ STAR94, Y100, WXXS, KDWB, XL106.7, KMAX, WFLZ, WGTZ, WKS, G105, WZJM and so many more!

**KOOL & THE GANG**  Salute To The Ladies (CURB)
- STEW SCHANTZ @ WSPK adds, as does WABB! Over 200 early Rotations!!

**LA BOUCHE**  Sweet Dreams (LOGIC/RCA)
- Last week’s HOT TIP explodes at Mainstream (thanks for taking our advice) with big DISC-OVERIES and adds @: WKBQ, WXXS, PRO-FM, KHKS, KHOM, WRVQ and lots more!! Rotations nearing 400 already!!!

**LENNY KRAVITZ**  Can’t Get You Off My Mind (VIRGIN)
- As Rotations approach 500, WFLZ, WDJX, WPRR and others add!

**LINA SANTIAGO**  Feels So Good (Show Me Your Love) (UNIVERSAL/GROOVE NATION)
- Rotations bust over 1100 as WTCF adds!! This is more than a great Dance track...it’s a Mainstream hit!!!

**MADONNA**  Love Don’t Live Here Anymore (MAVERICK/WARNER BROS.)
- One of this week’s MOST DISC-OVERED! With new mixes of her original version of this classic gem, Lady MADONNA goes out-of-the-box and into Rotation @ WKSE, G105, WXXS, KHOM, WSNX, WNNK and many more!!

**NO DOUBT**  Just A Girl (TRAUMA/INTERSCOPE)
- Rotations increase to over 1200, with new adds @ WKSE, WFBC, WDBR and KWTX! We have “no doubt”...it’s a hit!!

**RED HOT CHILI PEPPERS**  Aeroplane (WARNER BROS.)
- A host of new adds this week and Rotations increase to over 650+!!

**SPACEHOG**  In The Meantime (SIRE/EEG)
- Rotations bust over 1100 as WSTW and KWTX add!

**SWV**  You’re The One (RCA)
- RCA is on fire, and SWV is fanning the flames! KDWB adds, as does WVKs, KTFM and WDDJ! This is smoking!!

**TRACY CHAPMAN**  Give Me One Reason (ELEKTRA)
- The new KZPP adds, along with PRO-FM, Y100, WZPL, TIC-FM, KKRD, 93Q and many others!! Undeniably huge!

**VOICE OF THE BEEHIVE**  Scary Kisses (DISCOVERY)
- WFLZ, PRO-FM and WGTZ are but a few of the great stations adding to Rotation this week! Early Rotations over 300!!

**WHITNEY HOUSTON & CECE WINANS**  Count On Me (ARISTA)
- STAR94 and KHKS push this over the top! Rotations now over 800 and growing fast!!

March 29, 1996
ROB MORRIS, APD/MD, KDWB, Minneapolis - "I like the Soul Power mix a lot!"

BILL THORMAN, PD/MD, KHOM, New Orleans - "It sure is a great song! The Rose Royce version was good, as was her first version. And I like the new mix too!"

RAY KALUSA, MD, Q106, San Diego - "This is definitely something. Females will latch onto these lyrics!"

*RNEW FOR '96—THE SOULPOWER REMIX*

J.T. BOSCH, PD, WRHT, Greenville, NC - "Very cool! Cut #3 is the one we like. Anyone who remembers the '70s will remember the original. Anyone who remembers early Madonna will remember her rendition on LIKE A VIRGIN. A very cool sound and I love her vocal work!"

LOUIS KAPLAN, PD, WGTZ, Dayton - "A good remake of her original remake!"

madonna LOVE DON'T LIVE HERE ANYMORE

more,
more,
more
from the

triple platinum lp,

*Produced by Nile Rodgers for Nile Rodgers Productions Inc. and licensed under an agreement with Warner Bros. Records Inc.*

Red Hot Chili Peppers
“Aeroptane”

One Hot Minute

Produced by Rick Rubin
Management: Lindy Goetz for LGM

©1996 Warner Bros. Records Inc

NOW ON TOUR
4/1 DENVER
4/3 PHOENIX
4/4 LOS ANGELES
4/6 SAN FRANCISCO
4/8 SACRAMENTO
4/10 PORTLAND
4/12 SEATTLE
4/16 SAN DIEGO

AIRPLAY INCLUDES:
KLRZ 42x
Z100 25x WMMS 34x
KROQ 16x WPST 27x
WHYT 32x WKBQ 26x
Q99 48x G105 19x
KISF 45x STAR94 16x

“'A monster record! It’s awesome, just incredible!”
-BILL THORMAN, PD/MD, KHOM/New Orleans

MORE THAN 3000 TOTAL BDS DETECTIONS!
MORE THAN 21 MILLION LISTENERS!
TOP 10 ALTERNATIVE & ROCK! • 45* SOUNDSCAN ALBUMS!
DOUBLE PLATINUM! • SELLING OVER 20,000 PIECES A WEEK!

NEW ADDS THIS WEEK:
KBZR, FLY92, WSPK, WKFR,
WKPK, WSSX, WERZ, WQGN,
WYCR, KQIZ, WMME, AND MORE!

http://www.wbr.com/radio

RED HOT CHILI PEPPERS
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Red Hot Chili Peppers
Lenny Kravitz can't get you off my mind

Major Adds: WFLZ, WENZ, KPNT, WDJX

Other Major Stations Already On This:
WKQX, Z100, WPLJ, KROQ, WPLY, WPST, WKDD, KLRZ, KHOM, Q99, KHMX, WZNY, WBCN, WZJM, XHRM, WNEW, KXPK, 89X, WDRE, WXLK

Other Major Market Stories...........
KYSR 24x! WMMS Top 5 Call-Out, Top 5 Requested!
WZJM Top 15 Phones-40x!

See Lenny This Summer On The H.O.R.D.E. Tour!
DISCOVERY CLUB
Mainstream Top40

The Hottest New Records In America This Week!
According To The Nation's Most Influential Top40 Programmers

1. COLOR ME BADD "The Earth, The Sun, The Rain" (GIANT)
   "This has a good hook and a good sound. It has all the elements!"
   - KEVIN PETERSON
   PD, STAR94/Atlanta

   "A good song. A ballad that fits our sound."
   - DON LONDON
   PD, WNVZ/Norfolk

   "A real good song. This is a very solid effort from them!"
   - ROB MORRIS
   APD/MD, KDWB/Minneapolis

2. FOO FIGHTERS "Big Me" (CAPITOL)
   "This is a pretty easy record to play!"
   - TOM GJERDRUM
   PD, WZPL/Indianapolis

   "This one is blowing up huge!"
   - J.J. RICE
   APD/MD, 98PXY/Rochester

   "We're going on it this week. It's going to be huge! I would not be surprised if this thing goes top 10 in a heartbeat!"
   - TOM GARRETT
   PD, WZOK/Rockford

3. MADONNA "Love Don't Live Here Anymore" (MAVERICK/WARNER BROS.)
   "This has always been a good song. Her vocal performance is great!"
   - DAN BOWEN
   APD/MD, WNCl/Columbus

   "This is definitely something. Females will latch onto these lyrics!"
   - RAY KALUSA
   MD, Q106/San Diego

   "I played this for some of the ladies here at the station, and they knew instantly what this was!"
   - RICH E. CUNNINGHAM
   PD, K92/Roanoke

4. LA BOUCHE "Sweet Dreams" (LOGIC/RCA)
   "It's a great follow-up for them!"
   - VALERIE KNIGHT, MD, KRQ/Tucson

5. VOICE OF THE BEEHIVE "Scary Kisses" (DISCOVERY)
   "Just a cool record!"
   - TONY MASCARO, MD, PRO-FM/Providence

6. GLORIA ESTEFAN "Reach" (EPIC)
   "Probable her most powerful work in years. Certainly Olympic exposure won't hurt!"
   - JON ZELLNER, PD, KMXV/Kansas City

   "I like the new mix of this. It gives it a much fuller sound and really brightens it up for Top40! It's more full bodied!!"
   - NEAL SHARPE, PD, JET-FM/Erie

7. GARBAGE "Only Happy..." (ALMO SOUNDS/GEFFEN)
   "This is a record I'm blessed to have. This came out at exactly the time we needed it! They have marketed this real well too!"
   - BILL THORMAN, PD/MD, KHOM/New Orleans

   "This record is performing very well for us. This is a hit!"
   - TOM PEACE, MD, WRVW/Nashville

8. CELINE DION "Because You Loved Me" (550 MUSIC)
   "This record is performing very well for us. This is a hit!"
   - TOM PEACE, MD, WRVW/Nashville

9. TRACY CHAPMAN "Give Me One Reason" (ELEKTRA)
   "A real great record – but I've always liked their sound! I'm glad to hear new music from them!"
   - MICHAEL JACK KIRBY, PD/MD, KFFM/Yakima

10. SWV "You're The One" (RCA)

March 29, 1996
JIMMY OLSEN, MD, 93Q, Syracuse
FOO FIGHTERS Big Me (CAPITOL) - Really good song from a cool band!
SON VOLT Drunk (WARNER BROS.) - Excellent!
SPIN DOCTORS She Used To Be Mine (EPIC) - Great song!
LA BOUCHE Sweet Dreams (LOGIC/RCA) - Just as strong as Be My Lover!
J.J. RICE, APD/MD, 98XY, Rochester
SWV You're The One (RCA) - A good, catchy record that should do well!!
M.T.S., I'll Be Alright (SUMMIT) - I'll go with this for the millenium! It's near the top in my call-out!
FOO FIGHTERS Big Me (CAPITOL) - This one is blowing up huge!
WEIRD AL YANKOVIC Amish Paradise (SCOTTI BROS.) - #1 phones by far! Just huge!
KIP TAYLOR, MD, G105, Raleigh-Durham
DEEP BLUE SOMETHING Halo (INTERSCOPE) - One of my favorite new records. Actually, I've liked this for a while and I'm glad it's going to be the next single! Their last one was huge here and I think this will be too.
VOICE OF THE BEEHIVE Scary Kisses (DISCOVERY) - This is just very cool.
I like it a lot.
FUZZY Girl Don't Tell Me (TAG) - A nice little Pop record. It sounds like Springtime and we're giving it a few spins already!
NEAL SHARPE, PD, JET-FM, Erie
VOICE OF THE BEEHIVE Scary Kisses (DISCOVERY) - I'm pleasantly surprised to see this do well early. We heard it and thought right away that it was a hit! To me, this is a hit and everybody I know agrees!
GARBAGE Only Happy When It Rains (ALMO SOUNDS/GEFFEN) - I like the mix of this. It gives it a much fuller sound and really brightens it up for Top40! Queen did well for us, and I think this is a better record. It's more full-bodied!
LENNY KRAVITZ Can't Get You Off My Mind (VIRGIN) - We're getting a very positive response from females. The vibe on this record here is very good!
RICH E. CUNNINGHAM, PD, K92, Roanoke
MADONNA Love Don't Live Here Anymore (MAVERICK/WARNER BROS.) - I played this for some of the ladies here at the station, and they knew instantly what this was!
ADAM SANDLER Dip Doodle (WARNER BROS.) - I like it because he mentions the name Cunningham in it!
MARK SNOW X -Files Theme (WARNER BROS.) - I like this. And the P.M. Dawn mix, with the show drops in it, is pretty cool! Pretty freaky.
WEIRD AL YANKOVIC Amish Paradise (SCOTTI BROS.) - Pulling #1 phones! In two nights, we got over 250 calls for this! "Me and my brother are gonna get medieval on your hiney!"
BARRY McGUIRE, PD, KDUK, Eugene
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - They harmonize really well on this song. These guys can really sing!
VOICE OF THE BEEHIVE Scary Kisses (DISCOVERY) - I over passed this a lot too. But then I grabbed it out of the pile, put it on, and went, "Wow!" This is really good!
FOO FIGHTERS Big Me (CAPITOL) - This will be a very popular song, and the video is very funny!
TRACY CHAPMAN Give Me One Reason. (ELEKTRA) - We only gave this 12 spins last week, but response has been huge! This is a total reaction record. As soon as you play it, people call up and ask, "Who is this? It's great!"
ROB MORRIS, APD/MD, KDWB, Minneapolis
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - They are unstoppable on this record. These guys really are scary good!
VOICE OF THE BEEHIVE Scary Kisses (DISCOVERY) - I over passed this a lot too. But then I grabbed it out of the pile, put it on, and went, "Wow!" This is really good!
MADONNA Love Don't Live Here Anymore (MAVERICK/WARNER BROS.) - I played this song for the band and they really loved it. The vibe here can't keep this in stock - people are fighting to get their hands on a copy.
GARAGE Only Happy When It Rains (ALMO SOUNDS/GEFFEN) - Really good song!
STONE TEMPLE PILOTS Big Bang Baby (ATLANTIC) - #1 phones by far! Just huge!
BILL THORMAN, PD/MD, KHJO, Springfield
BILLY MANN Turn Down The World (A&M) - Nice relief record!
BASS IS BASE I Cry (ISLAND) - Cool! They have the right sound at the right time!
MICK FULGHAM, MD, KISX, Tyler
MADONNA Love Don't Live Here Anymore (MAVERICK/WARNER BROS.) - Cool record, cool radio song!
BRUCE SPRINGSTEEN Dead Man Walking (COLUMBIA/CRG) - Since I saw the movie, I've been into this!
JILL SOBULE Houdini's Box (ATLANTIC) - I'm testing this and it's garnering some good, early phone response! A hauntingly ballad ballad that relates well to women. A groovy, slow, chick song!
FOO FIGHTERS Big Me (CAPITOL) - Really good song from a cool band!
JIMMIE VALENTINE, PD, KFRX, Lincoln
GARBAGE Only Happy When It Rains (ALMO SOUNDS/GEFFEN) - Hooky! Infectious!
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Wedding song potential there!
BILL THORMAN, PD/MD, KHJO, New Orleans
MADONNA Love Don't Live Here Anymore (MAVERICK/WARNER BROS.) - It sure is a great song! The Rose Royce version was good, as was her first version. And I like the new mix too!
CELINE DION Because You Loved Me (550 MUSIC) - This is a record I'm blessed to have. This came out at exactly the time we needed it! They have marketed this real well too!
RED HOT CHILI PEPPERS Aeroplane (WARNER BROS.) - A monster record! It's awesome, just incredible!
TIA Slip n' Slide (CHICIBAN) - Too many people are missing this record! Stores here can't keep this in stock - people are fighting to get their hands on a copy. This is an incredible song. Drop it once or twice at night, and you'll get enough requests to prove that this is a hit!
MICK FULGHAM, MD, KISX, Tyler
SON VOLT Drunk (WARNER BROS.) - Cool record, cool radio song!
DAVE ALEXANDER, PD, KHTO, Springfield
MICK FULGHAM, MD, KISX, Tyler
SON VOLT Drunk (WARNER BROS.) - Cool record, cool radio song!
ROB MORRIS, APD/MD, KDWB, Minneapolis
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - They are unstoppable on this record. These guys really are scary good!
VOICE OF THE BEEHIVE Scary Kisses (DISCOVERY) - A scary record, and a great comeback. I didn't think there was such a thing as '90s Glam Pop, but this is it.
JILL SOBULE Houdini's Box (ATLANTIC) - I'm testing this and it's garnering some good, early phone response! A hauntingly ballad ballad that relates well to women. A groovy, slow, chick song!
THE NEWSBOYS Take Me To Your Leader (STAR SONG/VIRGIN) - This bridges the gap between Alternative and Pop! A hot song.
MICK FULGHAM, MD, KISX, Tyler
MADONNA Love Don't Live Here Anymore (MAVERICK/WARNER BROS.) - Cool record, cool radio song!
BRUCE SPRINGSTEEN Dead Man Walking (COLUMBIA/CRG) - Since I saw the movie, I've been into this!
JEFF ANDREWS, PD/MD, KLYV, Dubuque
REX HOT CHILI PEPPERS Aeroplane (WARNER BROS.) - Pulling #1 phones!
JON ZELLNER, PD, KMVK, Kansas City
GARAGE Reach (EPIC) - Probably her most powerful work in years. Certainly Olympic exposure won't hurt!
CELINE DION Because You Loved Me (550 MUSIC) - #1 call-out, #1 requests and #1 sales in Kansas City!
FOO FIGHTERS Big Me (CAPITOL) - I like it a lot. This sounds like an old Steve Miller record in a way!
DALE BAIRD, PD, KGXY, Beaumont
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Smokin'!
STONE TEMPLE PILOTS Big Bang Baby (ATLANTIC) - Pretty good for nighttime.
RADIOHEAD High & Dry (CAPITOL) - I'm digging it.
DALE BAIRD, PD, KGXY, Beaumont
TRACY CHAPMAN Give Me One Reason. (ELEKTRA) - Big time! Big time!
LINA SANTIAGO Feels So Good (Show Me Your Love) (UNIVERSAL/ GROOVE NATION) - Smokin' Dance record!
TINA ARENA Chains (EPIC) - Good-sounding, smooth record!
"The call-outs are good, phones are top 10." - Cubby Bryant, KRBE

"This is doing well for us. Has #13 phones overall." - Rick McCauslin, WYCR

"I love this song, top 10 requests." - J.J. Fox, JET102

"It's in a power Rotation in my office and my car." - Bruce St. James, POWER106

"It's still rockin' for us. Strong sales and good research. #1 Most Played!" - Geronimo, KUTQ

#1 AT ROCK RADIO
TOP 5 AT MODERN ROCK
R&R MAINSTREAM 38*-35*
MAINSTREAM MONITOR 64*-60*

NEW ON: WSTW & KWTX

IN THE MEANTIME:

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It always has been ALL ABOUT THE HOG!!!

If it’s too hard, you are too old!
TRACY CHAPMAN Give Me One Reason (ELEKTRA) - This was Chris’ pick

TONY MASCARO, MD, PRO-FM, Providence

TOM MARTENS, PD, KWRX, Waco

Working this at Alternative and I think it will become a Pop hit!

TRACY CHAPMAN Give Me One Reason (ELEKTRA) - Getting requests through the roof!

LEE CAGLE, MD, KWXX, Denver

MADONNA Love Don’t Live Here Anymore (MAVERICK/WARNER BROS.) - A good record. I like the regular edit. That’s the one!

MYSTERIES OF LIFE Going Through The Motions (RCA) - This one really stood up at my shows this week. The group includes former members of the Blake Babies, and I love this song. RCA is going to start working this at Alternative and I think it will become a Pop hit!

DAVE MATTHEWS BAND Too Much (RCA) - A quality singer/songwriter - and it’s our most requested record with teens!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - A pretty good song!

GLORIA ESTEFAN Reach (EPIC) - At first, the Olympic angle was something I wasn’t too sure about. But if you want to look at it in more of a day-to-day way, the lyrics lend themselves to that too! This is just a good song!

KEVIN PETERSON, PD, WGTZ, Dayton

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Kind of a neat record!

LOUIS KAPLAN, PD, WGZT, Dayton

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - A bonafide hit!

PAUL KELLY, MD, WAYV, Atlantic City

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - It was our only add this week. This is going to be huge!

PAUL KELLY, MD, WAYV, Atlantic City

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - It was our only add this week. This is going to be huge!

SWY You’re The One (RCA) - Definitely as strong as their songs from a couple of years ago. I love the album version, but it’s too Urban for our station. Bring on the remixes!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - I think this will do as well as Be My Lover.

GARBAGE Only Happy When It Rains (ALMO SOUNDS/GEFFEN) - I never thought I’d want to have “garbage” on the air.

JANN ARDEN Insensitive (A&M) - We were on this early, but it is really blowing up the phones now!

BILL KLAPROTH, PD, WDBR, Springfield

LA BOUCHE Sweet Dreams (LOGIC/RCA) - It’s gonna be huge!

FOO FIGHTERS Big Me (CAPITOL) - Big record!

DEEP BLUE SOMETHING Hate (INTERSCOPE) - Kind of retro-sounding! Could be a good follow-up!

ROD PHILLIPS, PD, WDDJ, Poducah

LA BOUCHE Sweet Dreams (LOGIC/RCA) - It’s gonna be huge!

FOO FIGHTERS Big Me (CAPITOL) - Big record!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - It’s gonna be huge!

KISS Every Time I Look At You (MERCURY) - Our audience still loves this group. Believe it or not, we still get a lot of requests for their stuff. With that kind of identity in the market, we had to give this a shot!

MADONNA Love Don’t Live Here Anymore (MAVERICK/WARNER BROS.) - A good remake of her original remake!

WEIRD AL YANKOVIC Amish Paradise (SCOTTI BROS.) - #1 requests! This is hilarious!

FOO FIGHTERS Big Me (CAPITOL) - We’re doing this. It ought to work nicely for us!

VOCAL OF THE BEEHIVE Scary Kisses (DISCOVERY) - Kind of a Go-Go’s feel to it!

TONY MASCARO, MD, PRO-FM, Providence

DAVE MATTHEWS BAND Too Much (RCA) - People here love the band. They have proven themselves and this will be their next big one!

TRACY CHAPMAN Give Me One Reason (ELEKTRA) - This was Chris’ pick this week. It’s a definite chick record!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - This is another one that Chris is into. He’s big on these type of records!

FOO FIGHTERS Big Me (CAPITOL) - We’re doing this. It ought to work nicely for us!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - Great follow-up! Good night record!

LOUIS KAPLAN, PD, WGZT, Dayton

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Kind of a neat record. I like it!

MADONNA Love Don’t Live Here Anymore (MAVERICK/WARNER BROS.) - A very good song on a label that is very hot right now!

CHANTAY SAVAGE I Will Survive (RCA) - Not usually the kind of song we’d do early, but this is so good!

SCOTT THOMAS, PD/MD, WDBJ, Fort Wayne

HECTOR Joey Oughta Know (THUMP) - #1 requests! This is hilarious!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Kind of a neat record!

FOO FIGHTERS Big Me (CAPITOL) - We’re doing this. It ought to work nicely for us!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - Great follow-up! Good night record!

FOO FIGHTERS Big Me (CAPITOL) - Gonna be a big, big record!
EXPLOSIVE SALES!!

- SINGLE #10
- OVER 52,000 SINGLES SOLD THIS WEEK
- OVER 35,000 LPS SOLD THIS WEEK

13* RHYTHM CROSSOVER MONITOR!
8* R&R!
AUDIENCE OVER 18 MILLION!

THE FOLLOWING CROSSOVER STATIONS HAVE COMMITTED TO "LADY!"

HOT97  New York
WPGC  Washington, D.C.
92Q  Baltimore
WJMN  Boston
WHHH  Indianapolis
WWKX  Providence
WJJS  Roanoke
WJMHH  Greensboro
KLUC  Las Vegas
KJMZ  Las Vegas
KUBE  Seattle
KKFR  Phoenix
KMEL  San Francisco
KYLD  San Francisco
KTFM  San Antonio
Z90  San Diego
KKSS  Albuquerque
KBXX  Houston
WJBT  Jacksonville
KP RR  El Paso
KCAQ  Oxnard
WOCQ  Ocean City
HOT105  Modesto
B95  Fresno
KZFM  Corpus Christi
KWIN  Stockton
KDON  Salinas/Monterey
KWNZ  Reno

EARLY SUCCESS AT TOP40 RADIO:

KHOM  WSSX  WMRV  KISR  WYKS  WYCR
WFHN  CK105  KQXY  WQGN  KJYO  KSMB
KBFM  WSPK  WXYK  KQID  KKRD
WFLY  KHTQ  WRHT  KWTX  WSR

From the album Brown Sugar

Management: Kedar Massenburg for Kedar Entertainment
JORDAN WALSH, PD, WLAN, Lancaster

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - I'm not playing a lot of the big star ballads out right now. But this is one I like. This is one I can play all day, which is good!

VORCE OF THE BEEHIVE Scary Kisses (DISCOVERY) - A good tune – this might be something!

WEIRD AL YANKOVIC Amish Paradise (SCOTTI BROS.) - Are you kidding me? I'm in Amish country here, and I'm all over this! It's out of control. Phones are ringing off the hook! We got 2,000 requests for this in one week. Last Friday night, my night guy did a stunt and played this for five hours. We got all kinds of press coverage and it was the talk of the town! The Amish are a part of our community, and thankfylly, this song is not disrespectful to their way of life. It's NOT a slam on them at all! It's just very funny!

BEAU RICHARDS, PD, WMGI, Terre Haute

BASS IS BASE I Cry (ISLAND) - We had them here for what was essentially their first U.S. show, and they were just awesome! This record was played here 87 times last week, and my most-played record here and the buzz on it is hot!

BIG SISTER Bound We Go (S.O.S.) - This is blowing up all five! It's your typical Dance, party record. This is scourching the phones here. Maybe it's the story behind this: she's a physicist by day and a singer at night. Maybe what makes this so hot is the doctor-turns-singer angle!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - I like this. Everything else of theirs has been big for us!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - We're hot on this! Definitely gonna be a hit!

FOO FIGHTERS Big Me (CAPITOL) - Big Summer hit!

STEW SCHANTZ, PD, WSPK, Poughkeepsie

GLORIA ESTEFAN Reach (EPIC) - Inspirational midday music!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Beautiful ballad for all dayparts!

GARAGE Only Happy When It Rains (ALMO SOUNDS/GEFFEN) - The most Pop-accessible song on the album!

CALVIN HICKS, PD, WSSX, Charleston

SPACEHOOG In The Meantime (SIRE/EEG) - Top 15 phones at night here!

JOAN OSBORNE Right Hand Man (BLUE GORILLA/MERCURY) - The more I hear this, the more I like it. Her last one established her, although it took awhile to happen. This won't take that long!

FOO FIGHTERS Killing Me Softly (COLUMBIA/CRG) - Awesome record! This is going to be huge. A killer ballad that really kicks in with a mid-tempo, Hip Hop feel! This is gonna be a bonafide hit!

RON GERONIMO, PD, WWST, Knoxville

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - I like this. It will be a very reactive female record. Color Me Badd is back!

GLORIA ESTEFAN Reach (EPIC) - A real good record!

Davy CROCKETT, PD/MD, WYCR, York

GLORIA ESTEFAN Reach (EPIC) - Good record! I hear it and it just makes me want to exercise!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Nice full-time record!

TOM GARRETT, PD, W20K, Rockford

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Of all the ballads that are out this week, this is the best!

TINA ARENA Chains (EPIC) - When I'm on the air, I keep my headphones on as loud as possible, because the production on this record is just so damn perfect.

CELINE DION Because You Loved Me (550 MUSIC) - The fastest reacting record of the year so far! This week, we're putting this in power, which is unheard of here for a record that's only been on the air three weeks.

FOO FIGHTERS Big Me (CAPITOL) - We're going on it this week. It's going to be huge! I would not be surprised if this thing goes top 10 in a heartbeat!

TOM GJEDDRUM, PD, W2P1, Indianapolis

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - This is a pretty easy record to play!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - This will have a great first week. I like it a lot!

MARCO SUMMERS, PD, WZYP, Huntsville

2PAC California Love (DEATH ROW/INTERSCOPE) - It's tha bomb! It's all that and a bag of chips!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - Great female Dance song! Nice balance record!

LENNY KRAVITZ Can't Get You Off My Mind (VIRGIN) - Outstanding for all dayparts! Covers all the demos. It's a hit!

KRAMER, MD, WZYP, Huntsville

COOLIO 1.2.3.4 (Sumpin' New) (TOMMY BOY) - Classic Coolio - having a good time!

TIA As I Watch U Dance (ICIBAN) - We love this. It's cool!

LA BOUCHE Sweet Dreams (LOGIC/RCA) - Finally, a non-rap, good rhythmic Urban record!

REAL MCCOY Sleeping With An Angel (ARISTA) - Upbeat!

BODEANS Closer To Free (REPRISE) - We just updated Rotations on this. Doing great.

GARAGE Only Happy When It Rains (ALMO SOUNDS/GEFFEN) - I love it!

JOAN OSBORNE Right Hand Man (BLUE GORILLA/MERCURY) - It's the coolest!
**GOO GOO DOLLS**

"Naked"

From The Platinum Album *A Boy Named Goo* • Selling More Than 16,000 Pieces Per Week

More Than 2400 Total BDS Detections! • More Than 18 Million Listeners!

LOOK FOR THEM ON TOUR WITH BUSH!

**MAJOR ROTATIONS INCLUDE:**

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SEE THE GOO GOO DOLLS ON "90210" FOX-TV SEASON FINALE!

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**H-TOWN**

With ROGER featuring SHIRLEY MURDOCK

"A Thin Line Between Love & Hate"

"A Thin Line Between Love & Hate" - The Movie Opens 4/5 Easter Weekend

SoundScan Single Sales 34*-28*! • 19,000 Singles Sold This Week!

SoundScan Albums 57*-47*! • 20,000 LPs Sold This Week!

R&B Monitor 12*-8*! • Total BDS Detections 1900 Spins!

More Than 10 Million Listeners! • Now Crossing To Top40!

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**QUINCY JONES**

"Slow Jams" From The Album Q's Jook Joint

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"It’s Q and Babyface! It’s large!" - Victor Starr, MD, KPRR/El Paso

More Than 1400 Total BDS Detections!

More Than 15 Million Listeners!

R&B Monitor 33*-31* • Adult-Urban Monitor 18*-14*

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Jeff Dodes has been appointed Senior Director of Marketing and A&R for ZOO Entertainment.

Doug Ingold has been appointed Senior Director of Alternative Promotion for ZOO Entertainment.

H.M. Wollman has been appointed Manager of Marketing and Artist Development for ZOO Entertainment.

Michael Rich has been appointed Marketing and A&R Representative for ZOO Entertainment.

Ray Gmeiner has been promoted to Vice President of Promotion for ZOO Entertainment.

Phil Midiri has been appointed Associate Director, A&R Administration, West Coast for SONY Music.

Stephanie Pensyl has been appointed Midwest Regional Promotion/Marketing Manager for ZOO Entertainment.

Marnie Nieves has been appointed as Staff Attorney for ZOO Entertainment.

John Kennedy has been appointed Chairman of POLYGRAM UK.

Jeff Davis has been promoted to National Promo Director for POLYDOR USA.

Bruce McDonald has been promoted to National Promo Director for POLYDOR USA.

Jason Whittington has been named Director of Sales for GEFFEN Records.
EVIDENTLY, TALENT STILL SELLS RECORDS.
NON-STOP TOURING, UNDIVIDED RADIO ATTENTION, AND CRITICAL RAVES DON'T HURT ANY EITHER.

"A" — Entertainment Weekly

"ONE OF THE TEN BEST ALBUMS THIS YEAR."
"AMONG THE BEST OF '95." — Rolling Stone, Critic's Poll

THE AAA SMASH & ROCK ALBUM WINNER - NOW IMPACTING TOP40 RADIO

SON VOLT
"DROWN"

FROM THE ALBUM TRAC 132,000 SOLD TO DATE.

"Excellent!"
JIMMY OLSEN, MD, 93Q/Syracuse

"Cool record, cool radio song!"
MICK FULGHAM, MD, KISX/Tyler

http://www.wto.com/index
Produced by Brian Paulson and Son Volt
Management: Sharon Marsh and Ed Wagner / Black Park Management
“RESEARCH AND COMMON SENSE”

Research is a very important tool in the radio business. Where years ago, we only had our gut to rely on, we now can conduct focus groups, look at weekly call-out, and hold auditorium or perceptual tests to find out what our audience wants. Let’s take each type of research individually for a moment and look at using the results along with common sense.

The most common type of research that just about any station can afford is music call-out testing. This gives you weekly information on how the music you are playing is performing. The first debate which you will find is whether to do it in-house or use an outside firm. There are pros and cons to both. If it is farmed out, you don’t have to worry about it. You just send your weekly test list and get results. Usually, you get a nicely presented package each week that gives you more information than you’ll ever know what to do with. Seems like the way to go. Now, let’s look at in-house research. With this method, you need to hire the people, set up the system, buy equipment, and (the highest maintenance task), supervise the operation. But with this happening right under your nose, you also have control of who is doing the work. True, they may make a few dollars an hour or even be volunteers. However, you can find people who are just as concerned with the performance of the station as you are, and treat them as part of the staff. You also have the option of changing any songs or questions you may want without any hassle, or get a report or update whenever you want. If you farm the work out, you really have no idea what is happening or who is doing the work, and if it is accurate. True, there are some very reliable companies out there that do it, and many stations in our chain utilize outside methods, but if you can assemble a research staff that has the same drive and desire you have, you can be assured of accuracy.

After you make the decision of whether to do research in or out of house, you may want to consider the cost. Having an outside company usually costs tens of thousands of dollars, depending on market size. At Hot97, we are using an amazing new innovative research system called Conquest. This system gives us the flexibility we need and 100% accurate results due to a semi-automated computerized system. It is affordable enough so that even with the smallest research budget, it can be purchased. Feel free to call me if you want any information on this system from a very satisfied customer.

After you have your system running, whichever it may be, you need to determine how you will look at the results. Research should always be used as a tool, and with any type of research, you should always remember, your sample size will NEVER be nearly as much as you should be looking at. Even in a market with 50,000 people, if you are testing 100 a week, that's less than half of one percent of the market. That is why you should use this information as a TOOL. You can argue that Arbitron also measures just a limited sample of the available audience, however, Arbitron uses that information as an exact amount that it reports to you in the form of ratings. When you speak with a limited segment of the market, you are using that information to program for more than 100 times more people, and you have to be concerned how all of them feel, not just the people you are testing.

Many of the ideas that apply for music call-out also pertain to auditorium testing and perceptual testing as well. It is easy to get caught up in just doing what the results say to, but there are always other things to consider. Music you test may seem to test GREAT, but does it FIT with the overall sound of what listeners expect to hear from your station? As most research is done, where the respondent doesn't know who is actually testing them, they may tell you they like certain music, but would not express that they don’t expect to hear it on your station. Always consider how the song would sound between your top two songs.

Another form of research, of course, is requests. However, you need to scrutinize any type of information you get from any source that can be manipulated. It is a good tool, but the best information is still when YOU are obtaining the data, not having the data come to you. There is also sales. Soundscan is an accurate tool to measure and see what is going on with the top chains, and those are the ones that sell over 90% of all music in any market. However, you may want to poke around at the independent stores just to see what NEW music may be developing.

One thing to keep away from is OVER-researching. Over-analyzing in ANY area will just lead to second guessing and nothing ever getting done. While there are several different reports we look at each week to determine what we may do musically, there are some basic things to look at that really will help you. It goes back to the old adage in where you can find SOMEWHERE you did well in Arbitron if you tear the book apart... the same goes for research and music.

Like many people, including my boss, research is the first job I ever had in this business over 10 years ago. At first, I actually thought it was silly. Why ask listeners for information about music... isn't that why you have a MD?? As time went on, I found out that the MD and music programming people are very important, but there are other ways to extract information from listeners. And if you don’t take advantage of them, someone else will.

Mike Abrams is Programming Coordinator at HOT97/WQHT in New York. You can e-mail him at MikeRadio@aol.com.
Your picture will astonish you and the surround sound will blow you away! Yes, DVD will eventually take over. By that time we could all be in wheelchairs, drooling, mumbling, partially deaf and blind. So enjoy what's out there now! One thing is for sure: Once you've experienced laserdiscs, you'll never go back to watching movies on videotape!

**LASER-DISCS NEW RELEASES**

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<th>TITLE</th>
<th>RETAIL</th>
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<tr>
<td>ACE VENTURA: WHEN NATURE CALLS (WS)</td>
<td>34.99</td>
<td>26.24</td>
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<td>BABE (WS)</td>
<td>34.99</td>
<td>26.24</td>
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<td>BEYOND RANGE (WS)</td>
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<td>BRAVEHEART (THX, WS, AC-3)</td>
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<td>MURIEL’S WEDDING (WS)</td>
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<td>USUAL SUSPECTS (WS)</td>
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**LASER-DISCS TOP 10 HITS**

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<td>DIE HARD (THX, WS, AC-3)</td>
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<td>EAGLES: HELL FREEZES OVER</td>
<td>39.99</td>
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<td>FORREST GUMP (THX, WS, AC-3)</td>
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<tr>
<td>JURASSIC PARK (THX, WS)</td>
<td>44.99</td>
<td>33.74</td>
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<tr>
<td>RAIDERS OF THE LOST ARK (WS)</td>
<td>34.99</td>
<td>26.24</td>
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<tr>
<td>STAR WARS (THX, WS)</td>
<td>59.99</td>
<td>44.99</td>
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<tr>
<td>TOP GUN (THX, WS, AC-3)</td>
<td>39.99</td>
<td>29.99</td>
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*WS=WSHIRT*  
**AR-RENAMED**  
*SPECIAL EDITION*  
**AC-3 NEW DOLBY SURROUND DIGITAL**  
**AC-3 ALTERNATING SURROUND FOR SYSTEMS WITHOUT AUDIO**  
**THX-LUCASFILM’S GOOD HOUSEKEEPING SEAL OF APPROVAL**

For more information contact JAY FRANK at EVOLUTION

March 29, 1996
EPIC RECORDS GROUP MEETS TO PLAN NEW MUSIC FOR A NEW YEAR
EMI Music has established a new scholarship program honoring the memory of the late recording artist Selena, it was announced by Jose Behar, President of EMI Latin.

The EMI/Selena Scholarship Program will assist Hispanic students who plan to continue their post-secondary education at four-year institutions. The program, which was created by the EMI Music Foundation, was formally unveiled during the 16th annual Tejano Music Awards on March 23 in San Antonio, Texas.

Selena, who recorded on the EMI Latin label, was the first superstar in the field of Tejano music. She won a Grammy Award for Best Mexican/American Performance for her 1993 album, "Selena Live." In 1995, Selena's "Dreaming Of You" became the first album by a Latin artist ever to enter Billboard magazine's pop album chart at No. 1. Tragically, Selena was murdered in March 1995.

"Selena was a unique star who understood the responsibility that came with fame," said Mr. Behar. "She frequently encouraged young people to pursue an education to enable them to become professionals and serve as role models for others. We believe that the educational opportunities this scholarship program will provide to the winners is a fitting way to remember what Selena exemplified."

"The Selena Scholarship is an outstanding example of our commitment to offering aspiring youth a chance to attain their dreams," said Charles Koppelman, Chairman and CEO of EMI-Capitol Music Group North America. "This is one of many such programs sponsored by the EMI Music Foundation which are designed to reach out and help gifted youngsters from all backgrounds realize their fullest potential."

The EMI Music Foundation recently inaugurated the EMI/Nat King Cole Scholarship, to benefit talented African American students.

Under the terms of the EMI/Selena Scholarship program, up to ten $2,500 scholarships will be awarded each year. Five awards will be granted to students majoring in the arts or music, and five will be granted to students with other majors.

Since 1980, The Tejano Music Awards, and various other special events produced by Texas Talent Musicians Association, have provided a forum to create greater awareness and appreciation for Tejano musicians, composers, performers and recording artists.
OVER THE PAST FEW RATINGS BOOKS, TOP40 APPEARS TO BE ENJOYING A RENAISSANCE AND A NEW VITALITY. ARE YOU SEEING THIS? DEPENDING ON YOUR ANSWER, WHY OR WHY NOT?

I do think that Top40 is doing very well. I think that part of the vitality is that many stations that are doing Top40 well have leaned Adult-Top40. We're finally seeing, I believe, clear lines between the formats. You've got, either an Adult-Top40 that may have been a Hot AC at one time, and they finally said, "OK, we can't be a little bit pregnant. Let's move over here." The other thing I think we're finding is that if it's an Urban or Dance-based Top40, they're declaring. They're not trying to mix Pop Alternative with that music they're declaring. They're not trying to other thing I think we're finding is that if you're pregnant. Let's move over here." The other thing I think we're finding is that if it's an Urban or Dance-based Top40, they're declaring. They're not trying to mix Pop Alternative with that music they're declaring. They're not trying to

You Brought Up The Issue Of Teens. Is There Some Value To Teen Numbers In Your Mind? We See A Lot Of Television Advertising And Marketing Aimed At The Teen Segment Of The Market, On Networks Such As Fox And MTV. In Your Mind, Is There A Reason That These Same Advertisers Don't Want That Audience Derived From A Radio Medium?

Let me be clear when I say "not a teen-based format." You might still have a 30-share of teens, which percentage-wise will be larger than any other demo on your radio station, but the stations that are successful are mass-appeal enough that they're not focusing solely on 12-24. They're focusing larger than that. And so yes, you do want those younger listeners in there. When I run into a program director who says, "I've chased away the teens and we're moving in the right direction," that guy is a fool. Because if you've chased away the teens, you've probably also eliminated the hipness and newness of your radio station that's going to bring you in the leading edge of 25-34 year-old listeners. You've eliminated one of the attributes that people are going to look for in your radio station. So when I say "not-teen-based," my opinion is this: You daypart your radio station and you become a big, mass-appeal family radio station, like I grew up with. I grew up listening to 15Q in Pittsburgh and WLS in Chicago, WABC in New York City - those radio stations were really mass-appeal in the morning show as well as mass-appeal tunes, because they knew they had kids getting ready for school as well as adults getting ready for work. Midday music was much more adult. About 3 o'clock, they'd start to become more contemporary. Seven o'clock at night it kicked in even more, and after 9 o'clock, forget it...there's no adults out there using the radio and it's all youth-based.

People have grasped that you don't have to be a teen-based radio station to be a Top40.

Youth Segment Of The Market, On Networks Such As Fox And MTV, In Your Mind, Is There A Reason That These Same Advertisers Don't Want That Audience Derived From A Radio Medium?

Anyone who spent his/her formative years in Southern California in the late 1970's will undoubtedly remember that at the time, radio there was, well...happening! While KMET, KLOS and KWST (which was to later become POWER106), were fighting the Rock wars, KHJ-FM, KOTH, KIQQ, and a host of AM stations, were duking it out for Top40 supremacy. (Hey, Rick Dees was on KHJ-AM!) One of those AM stations was KTNQ, which broadcast to true believers as "10Q." I was one of those believers. My first car (used 1974 Opel Manta) only had an AM radio, and 1020 on the AM dial was the place for me! 10Q played an aggressive, rauccous mix of late-70s power Pop and Rock that could be found nowhere else on the dial; it seemed as though I heard Boston's "More Than A Feeling" and Foreigner's "Long Time" almost every hour! Little did I know at the time, that almost two decades later, my path would cross with that of the man who mastered that innovative station, Mike McVay.

Mike was just 24 years old when he programmed 10Q. His success there propelled him on to a radio career in which he has, literally, done it all: air talent, PD, OM, GM and station owner. He has been honored with listings in "Who's Who in America," and "Who's Who In Finance & Industry." And as president of his eponymously named consultancy, Mike advises many leading radio stations, both in this country and abroad. With the tips of his fingers ever on the pulse of our industry, Mike offers us his views on the resurgence of Top40, and a blueprint for the programmers of tomorrow.

"People have grasped that you don't have to be a teen-based radio station to be a Top40."
I consider myself a radio person. And as a programmer, music is first and foremost; then it’s information, then it’s personality, then it’s promotion. And in that order. Now, why do I say music is most important? Because that’s why people use your radio station. So the music has to be right. You have to be playing the right music; you have to know when to get on a song, get off a song and what songs fit the essence of your station. Next is information. The reason I put about promotion is it’s more than just the news that you run in the morning. It’s what the jocks talk about too. The information that they’re going to disseminate. Then it’s personality, and I’m still a big believer in personality. I’m not the kind of consultant who says, “Shut up and read the liner cards.” I would challenge anyone I’ve consulted or programmed anywhere to say that that’s been my line to them. Because I’ve grown up influenced by big morning talent, I’ve always tried to have big morning personalities where I’ve programmed. At the stations I consult, we build big morning shows, because I know that it’s what makes the station more favorable and it brings people in the door in the morning. The final thing is promotion and marketing. Once the product is right, then you promote it and market it. Anybody who tries to take a music station and build it in a different order than that, isn’t going to be successful.

LET’S TALK A LITTLE BIT ABOUT WHAT’S HAPPENING NOW IN BROADCASTING AT THE MOMENT. DEREGULATION IS CAUSING SWEEPING CHANGES TO THE BROADCAST LANDSCAPE. ENTIRE GROUPS ARE BEING BOUGHT AND SOLD, ALMOST OVERNIGHT BIG COMPANIES ARE EITHER GETTING OUT OF THE BUSINESS, WITH A VERY NICE PROFIT, OR ARE GETTING BIGGER FAST. SOME NOW OWN SIX, SEVEN, AND EIGHT OR MORE STATIONS IN A SINGLE MARKET. WITH THIS IN MIND, WHAT DO YOU FORESEE AS SOME OF THE NEW CHALLENGES THAT ARE GOING TO BE FACED FOR PROGRAMMING PROFESSIONALS, NOT ONLY AS THEY PROGRAM THEIR RADIO STATIONS, BUT ALSO AS THEY TRY TO CULTIVATE THEIR CAREERS?

First off, program directors are going to have to be global in their thinking. If you have four radio stations under one roof, you must figure out how to maximize the total shares available in the market. Somebody who owns four FM radio stations in a market, what it’s all about is getting market share. “How do I get all the shares I can get?” And so I think program directors and consultants have to be global. And I don’t mean that to say that the Top40 PD under the roof should be worried that he doesn’t want to hurt the sister AC station’s audience, but rather that you have to figure out how you would have played that are crossovers between the two. For instance, in competitive strategies for one station will effect the others in the group?

Absolutely. Another example would be KMXV in Kansas City and KULD in Kansas City. Tom Land, KUDL OM, is making sure that KULD is clearly focused and well-positioned as an AC station. KMXV has become more of a white bread, Pop/Alternative/Top40 station, less dancy than most Top40s. That transition was based on research, but that transition was also required so that we could draw a line somewhere in the sand; this is so that KMXV doesn’t cannibalize KULD and vice versa. I don’t believe programmers should sit down and say, “Well here’s a hit, but I’m never going to be the guy that drops that song.” I’m not saying anyone should avoid hits. I’m just saying that a Top40 may be slower to cross over an AC hit and an AC may be slower to cross over a Top40 hit. This is why you’re allowing your sister station to own a position. And back to the original question: this is something curious: what are they looking for in program directors today? It’s a question we’ll be addressing in a few weeks at our Las Vegas Convention/Seminar, but I wonder if you’d share what you’re hearing from GM’s out there?

When I first started consulting 13 years ago, I actually conducted a research project among radio stations because I wanted to find out why they’d hire a consultant. And in doing so, I found a similarity between not only why they hire a consultant, but why they hire a PD: they want comfort. They want to be comfortable that the guy down the hallway wearing the cool tie, who was wearing a tee shirt just two years ago, isn’t going to take their multi-million dollar radio station into the toilet. The number one thing they want is comfort. A problem that lies therein is that too many general managers interview PD’s and look at them like they’re general sales managers. I’ll have general managers say to me, “Well, this guy didn’t make a good appearance. I don’t know that his people skills are very good.” And my response is generally, “I don’t care what he looks like. Hey, he may be an 8 ball winner, and that could be right in this particular situation. If I have a station that really needs discipline, then I want an ax murderer. We’ll worry about punching these people up later.” A radio station that we’re involved in right now has a program director who has moved probably every two years, and in talking with the GM he said, “This guy’s done well. He’s got good ratings everywhere, but he moves every two years.” And I said to him, “Look, you’re in trouble from a ratings standpoint. If he fixes your station, it gives you two great years. It’s going to be better when he leaves. But I believe that this program director enjoys being romantized. Why don’t you walk down out of your office every week and walk into his office and say, ‘Hey, I love what you’re doing. Here’s two tickets to a concert. Hey, here’s two tickets to dinner with a cute wife. If he walks out of this guy every week, I think he’ll stay with you a lot longer than two years because he has the need for romance.”

SO PART OF WHAT YOU'RE SAYING, IF I CAN INTERPRET TO A DEGREE, IS THAT PROGRAM DIRECTORS HAVE TO BE LOOKED AT DIFFERENTLY THAN SOME OF THE OTHER MANAGEMENT PROFESSIONALS IN RADIO BECAUSE OF THE VERY UNIQUE NATURE OF WHAT IT IS THAT THEY DO AND THE VERY EMOTIONAL CONNECTION OFTEN BETWEEN THEIR PASSION FOR RADIO AND MUSIC AND ULTIMATELY WHAT HAPPENS TO THE END-USER OF THE RADIO STATION, THE LISTENER.

Absolutely. I look at Regent Communications. It’s a group run by Terry Jacobs. He’s the guy who founded Jacor and you can’t argue with the success Jacor’s had or with the success Regent Communications has had. And what Terry Jacobs and his CEO, Bill Stakelin, do, if you walk into any of his stations...his companies seem to hire really talented program directors, and those program directors promote the whole bag of eccentricities. He also hires really talented general managers who know how to manage the station. It wouldn’t be unusual to be sitting in a meeting and have the GM say, “Ok, well that’s programming. We’re going to let him worry about that.” And the GM might walk into a separate meeting with the PD and focus on that situation. But those Regent general managers seem to understand how to direct program directors.

ON THE OTHER SIDE OF THE COIN: AS A PROGRAMMING PROFESSIONAL, WHEN I'M INTERVIEWING FOR A JOB, NOT...Continued On Page 42
FAMOUS QUOTE
"What's not to like? It's catchy, hook-driven Pop. Bands like CAST make sense."
- Richard Sanda, LIVE105

"The new kings of Brit Pop!"
- Mike Nelson, KRX

"...a religious experience."  
- Noel Gallagher, OASIS

#6 In Format Discovers Club

R&R 3RD WEEK MOST ADDED!  
#3 NEW & ACTIVE!!

CAST

120 MINUTES
ALTERNATIVE NATION!!

ALRIGHT
from the album All Change

U.S. TOUR BEGINS APRIL 30TH

Produced by John Leckie  
Management: Rob Swerdloow/Peter Rudge

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MOST DISC-OVERED this week comes from EPIC's RAGE AGAINST THE MACHINE with “BULLS ON PARADE.” Two weeks ago, we said that the FOO's remake of “DOWN IN THE PARK” off the X-FILES SOUNDTRACK was THE record. Now that same feeling is echoed by the likes of TED TAYLOR & DAVID SADOF. FORMAT loves what REV 105 MINNEAPOLIS' SHAWN STEWART says about SUPER DELUXE's “SHE CAME ON” (REVOLUTION). We also love that GOD LIVES UNDERWATER's main guy GARY RICHARDS is at the REVOLUTION helm. Detroit City's CHARM FARM start their attack on radio with solid action in the midwest. The MERCURY/PRA staff's are going overtime with the phones to break their first single “SICK.” Lame excuses of too many girl records won't stop UNIVERSAL's STEVE LEEDS from racking up more numbers on FLEMING & JOHN's “I'M NOT AFRAID.” Speaking of STEVE need we say anymore about GOLDFINGER's “HERE IN YOUR BEDROOM?” The world is coming in on this one. In L.A. last week caught up close live was NO NAME RECORDING's DASHBOARD PROPHETS, keep an ear out. LUSH “LADYKILLER” (4AD/REPRISE) still all over the world and growing. Not your typical MIKE JACOBS kind of record, THE WHY STORE's “LACK OF WATER” (WAY COOL MUSIC) holds water for several ears out there. The boys from across the pond, CAST, are without question “ALRIGHT” (POLYDOR). A final wakeup call has begun. New stuff by big artists (DAVE/CRANBERRIES, etc.) is no excuse not to listen for the next big thing. VIVA LAS VEGAS.

MARK JACKSON

FORMAT STUFF

FORMAT LIVE

TRIPLE FAST ACTION THE ALLIGATOR LOUNGE MARCH

I had the distinct pleasure of catching the 2nd coming of Alt/distortion-fused hook-laden melodic riff Rock. Not since Cobain (there I said it), have we seen such an unassuming songwriting genius as Wes Kidd. Kidd posed in black jeans and a tight Knack T-shirt, led his band through an all too short set of his specially crafted, punkier-than-Seattle brand of grunge. Kidd's power hungry incredibly hooky guitar rock is rock the way it is meant to be played.

After opening up for Everclear at the sold-out Roxy, TFA opened their headlining set at a Capitol showcase with the fierce Rock of “Cherry”. The song showed that Wes and the boys know how to keep it tight. Yet once the set got rolling, TFA demonstrated that they also know how to go off. An incredible version of “Sally Tree” and a great version of “Aerosmith” reminded me of why I have loved this band for so many years.

The brilliant Brad Wood styled single “Revved Up” suffered only in that it did not include the cool-as-hell (Verucaesque) back-up vocals displayed on the also cool-as-hell triple vinyl edition of “broadcaster”. Kidd also led the band through a surprisingly true version of labelmates Sparklehorse's “Someday I Will Treat You Good.” The band ripped like only Chicago rockers can. Ronnie Schneider can and did heat his ax up at the drop of a hat. Brian pounded away and kept the sonic structure of the songs accurate and right in step with the melodic pounding of Kevin's bass. And Wes, did I mention he was wearing a Knack T-shirt, kept the whole thing rockin' and let us join into the world that only he knows.

MATT MUNRO

FORMAT GROUND ZERO

This week FORMAT Zeroes in on Sean Boy Walton and his unique Salt Lake City blend of specialty show programming. Here is some prime cuts from last week's very special specialty programming as heard on Utah’s hippest place on the dial KXRK's “Now Hear This.”

MYSTERY MACHINE Brand New Song
JARS OF CLAY Liquid
JEREMY TOBACK The Word Behind The Words
FRANK BLACK You Ain't Me
GIRLS AGAINST BOYS Super-fire
GREN Tripping The Life
PLASTIQUE Touch Someone
KILLING JOKE Democracy
BEN FOLDS FIVE Uncle Walter
BLINK 182 M&M's
TRIPLE FAST ACTION Revved Up
STONE TEMPLE PILOTS Art School Girl
BOUNCING SOULS The Ballad Of Johnny X

MARK JACKSON

FROM THE NEW ALBUM
DEVILTHUMBSARIDE

THE HUNGER
VANISHING CREAM

Celebrating our 89th day in business.

March 29, 1996

HITMAKERS®
SEAN DEMERY, MD, 99X, Atlanta
BEL CANTO Rumour (LAVA/ATLANTIC) - It makes me giddy like a little school girl.
SHOVELJERK Unwind (CAPRICORN) - My audience loves it. Screw you.
REFRESHMENTS Banditos (MERCURY) - Light, bubbly, totally refreshing. But if David Lowery is listening, he'll be pissed off!
JANE PURCELL, PD, CD101, Columbus
CAST Alright (POLYDOR) - Really diggin' it!
THE ODDS Truth Told (ELEKTRA) - Nothing odd about it makes perfect sense to me.
HOWLIN' MAGGIE Alcoholic (COLUMBIA/CRG) - Everyone in the universe should be playing it.
JAY MICHAELS, MD, KDGE, Dallas
PHUNK JUNKEEZ Me'n Yer Girl (TRAUMA) - This will be a huge night record!
POE Angry Johnny (MODERN/ATLANTIC) - Top 5 in one week! Huge sales increase, gonna be huge if people play it.
AMMONIA Drugs (EPIC) - Very addictive.
CARLA GONZALES, MD, KFRR, Fresno
THE IMPERIAL DRAGS Boy Or Girl (WORK) - A #ckin' great record!
BABYLON ZOO Spaceman (EMI) - Where the #ck is everyone?
TRACY BONHAM Mother, Mother (ISLAND) - F#ckin' fabulous!
DEANNE SAFREN, MD, KJEE, Santa Barbara
TRACY BONHAM Mother, Mother (ISLAND) - Good song, kinda like Alanis. Sounds good on the air.
SUPER 8 King Of The World (HOLLYWOOD) - Kinda Lenny. Sounds good on the air.
CARLA GONZALES, MD, KFRR, Fresno
THE HUNGER Vanishing Cream (UNIVERSAL) - F#ckin' incredible!
THE CRANBERRIES Salvation (ISLAND) - Best record of the year so far!
JASON JUSTICE, MD, KISF, Kansas City
SEAN DEMERY, MD, 99X, Atlanta
TRACY BONHAM Mother, Mother (ISLAND) - Good song, kinda like Alanis. Sounds good on the air.
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DEANNE SAFREN, MD, KJEE, Santa Barbara
TRACY BONHAM Mother, Mother (ISLAND) - Good song, kinda like Alanis. Sounds good on the air.
SUPER 8 King Of The World (HOLLYWOOD) - Kinda Lenny. I think it'll work, sounds good.
GOLDFINGER Here In Your Bedroom (MOJO/UNIVERSAL) - Sounds really good on our station.
JUSTIN/IAN MCCAIN, APD, KKNB, Lincoln
SPAIN Unlimited #1 (RESTLESS) - Don't be a puppet. Play this Damn record.
ROCKET FROM THE CRYPT Young Livers (INTERSCOPE) - See this band live and become a believer.
PEARL JAM Smells Like Teen Spirit (EPIC/GEFFEN) - I'm really diggin' the new guitar stuff. I think something is going on in Seattle.
ROGER THE DODGER, PD, KLZR, Kansas City
CRACKER Hate You (EPITAPH) - Punk Rock is back!
MIKE PEE, PD, KNMC, Austin
SOUTHERN CULTURE ON THE SKIDS Camel Walk (GEFFEN) - I'm adding it next week. Great song! Biggest novelty record since Deadeye Dick.
RAGE AGAINST THE MACHINE Bulls On Parade (EPIC) - Gonna be huge. It's got KNMC written all over it!
CIBO MATTO Know Your Chicken (WARNER BROS.) - Quirky and catchy enough to be the one.
JAY TAYLOR, PD/MD, KOME, San Jose
OASIS Don't Look Back In Anger (EPIC) - I like this one. 
LUSH Ladykillers (4AD/REPRISE) - Right there.
RAGE AGAINST THE MACHINE Bulls On Parade (EPIC) - Top ten phones after 4 weeks of play!
TOM VIRGIN, MD, KPNT, St. Louis
RAGE AGAINST THE MACHINE Bulls On Parade (EPIC) - Daredevils Hate You (EPITAPH)
TRACY BONHAM Mother, Mother (ISLAND)
GIRLS AGAINST BOYS Super -fire (TOUCH N GO) - Really diggin' it!
CAST Alright (POLYDOR) - Good to hear the sound again. Cast is good, better than alright.
LUSH Ladykillers (4AD/REPRISE) - Don't cheat yourself out of this record. Hope the record company works it right.
P.J. FINN, MD, WABN, Abingdon
MEICES Wow (LONDON) - Cool! Awesome! and other exclamations. What a great song.
REFRESHMENTS Banditos (MERCURY) - You know you can write a great Pop song when you can figure out how to work in a Jean-Luc-Picard rhyme.
SOUTHERN CULTURE ON THE SKIDS Camel Walk (GEFFEN) - Don't overlook this band! The Bubba-look might appear to be schtick, but don't let it distract you from the fact that this is a solid, groovin' and accomplished band.
CARTER ALLEN, MD, WBCN, Boston
THE CRANBERRIES Salvation (ISLAND) - It's great it moves. A good movin', rockin' song.
AMMONIA Drugs (EPIC) - Huge reaction record. People calling up and asking for the "Drug" song.
EVERCLEAR Heartspark Dollarsign (CAPITOL) - The song from the album that I've always wanted to play.
GRAVITY KILLS Guilty (TVT) - Run-away hit.
JOE GIUSTO, AMD, WBER, Penfield
DAREDEVILS Hate You (EPITAPH) - Punk Rock is back!
TOMMY KEENE Turned On Blue (MATADOR) - Best record of the year so far!
RAGE AGAINST THE MACHINE Bulls On Parade (EPIC) - Enough said.
BRENT PETERSON, PD/MD, WDEE, Providence
LOUD LUCY Down Baby (GEFFEN) - every band from Chicago should be on the radio.
TRIPLE FAST ACTION Revved Up (CAPITOL) - anyone who has guts to put out triple vinyl after George Harrison's experience is cool.
BLIND MELON 3 Is The Magic Number (ATLANTIC) - This song wins the award for the most ironic song title.
TED TAYLOR, PD, WDRE, Long Island
the award for the most ironic song title.
FOO FIGHTERS Down In The Park (WARNER BROS.) - Great song. I love it, Love it!
FRAMES D.C. - Keep your eye on this brilliant band from Ireland. You're gonna hear them soon, very soon.
STONE TEMPLE PILOTS Lady Picture Show (ATLANTIC) - Best flippin Beatle's song I've ever heard.
SEAN ROBERTSON, MD, WENZ, Cleveland
MEICES Wow (LONDON) - a fun record that mixes it up. Not just straight ahead guitar.
JAWBREAKER Accident Prone (GEFFEN) - Great sounding record. Might be the record we're looking for from them.
MARC "DARK" ALGHINI, MD, WEQX, Albany
TRIPLE FAST ACTION Revved Up (CAPITOL) - Anyone who has guts to put out triple vinyl after George Harrison's experience is cool.
MEICES Wow (LONDON) - A fun record that mixes it up. Not just straight ahead guitar.

DAVE MATTHEWS BAND Too Much (RCA) - it's killer!

THE WHY STORE Lack Of Water (WAY COOL/MCA) - This one is great. 
ERIC ANDERSON, PD/MD, WNWV, Rochester
AMMONIA Drugs (EPIC) - Love
AMMONIA Drugs (EPIC) - That
AMMONIA Drugs (EPIC) - Record!
DORSIE FYFFE, MD, WOXY, Cincinnati
BRAINiac Pussy Footing (TOUCHNGO) - Rock N Roll the way it should be: inventive!
GUIDED BY VOICES The Official Man Rally Song (MATADOR) - It's a hit record whether radio likes it or not.

OTHER RECOMMENDATIONS

DARREN GAUTHIER, MD, WZRH, New Orleans
TRACY BONHAM Mother Mother (ISLAND) - No thought required.
EVERCLEAR Heartspark Dollarisions (CAPITOL) - Bright, different from last single but familiar enough to the audience that it should still work.
BLACK GRAPE Kelly's Heroes (RADIOACTIVE/MCA) - Another great groovy record with enough Stonerly hooks.

LAZLOW JONES, WDRE, Long Island
CIBO MATTO Sugar Water (WARNER BROS.) - Kooky.

LUV AND ROCKETS Sweet FA (AMERICAN) - This album is a bit of esoteric strangeness I can't put my finger on. I anticipate a tune to head one direction and it goes the other. Favorite track: Judgement Day. The beginning reminds me of when I listened to Floyd in my house with all the lights off clutching a bottle of Vodka.

SCHER SHEA (WARNER BROS.) - Nice edge, would like to see it enter the mix on some stations.

ROLLERSKATE SKINNY Swingboat Yawning (WARNER BROS.) - Didn't like it at first but it really grew on me.

HATE DEPT. New Power (Omnipresent Mix) (NEUROTIC) - NIN meets Front 242 meets Rage Against The Machine. Probably a little too techno for lots of stations.

JAMIROQUAI The Kids (WORK) - This album has been out for a while, but track 6 sounds more Alternative (Whatever that buzz word means, put it up there with cyberspace and xerox.)

Dwight Arnold, OM, KCXX, Riverside
GOLDFINGER Here In Your Bedroom (MOJO/UNIVERSAL) - Definitely hot new band.

TRACY BONHAM Mother Mother (ISLAND) - I've been wanting to get her in for a while. Smash night record.
REFRESHMENTS Banditos (MERCURY) - Big fave of Chuck's. After seeing them in Austin, I think they're the goods.

John Stewart, MD, KGDE, Omaha
DAVE MATTHEWS BAND Too Much (RCA) - it's killer!
COWBOY JUNKIES A Common Disaster (GEFFEN) - Oh my god! That song is better than college hoops right now.
GOLDFINGER Here In Your Bedroom (MOJO/UNIVERSAL) - Great phones. And the band's live show equals its excellence.

Hollie Anderson, OM, WAVF, Charleston
FRANK BLACK You Ain't Me (AMERICAN) - Frank Black is the coolest!
JOLENE Birdland (ARDENT) - If you do well with Son Volt, Jayhawks, and Wilco, you'll do well with these guys.

Nancy Boy Deep Sleep Motel (SIRE) - God, I love that song.

Greg Gnyp, CIMX, Detroit
ELYSIAN FIELDS Star (RADIACTIVE) - The lead singer is erotic. Very cool. A four-song sampler is out now.
FOO FIGHTERS Down In The Park (WARNER BROS.) - It came on - Keep your eye on this brilliant band from Ireland.

THE POISES Please Return It (GEFFEN) - I love that song.

Jeff Peterson, AMD, KIZR, Kansas City
GUIDED BY VOICES The Oficial Song Of The Ironman Rally (MATADOR) - Cool low-fi pop hits big studio for a full rich sound.

SEASON Down In Flames (MCA) - Former members of Trip Shakespeare bring back the same melodic ingredients to a new band.

Terry Havel, MD, WBST, Milwaukee
THE POISES Please Return It (GEFFEN) - Very strong power pop music from a great Seattle band.
GOLDFINGER Here In Your Bedroom (MOJO/UNIVERSAL) - Great song for the upcoming Presidential campaign.

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SHADOWCAST
THE ABYSS

DROPPIN' NOW
AT RADIO

celebrating our 89th day in business
Props to TOM CASEY, former Reg'l Promo Rep for Jive Records on his appointment to PD at 92Q (WERQ)/Baltimore. TOM will be working with KATHY HUGHES, owner/president of Radio One. In-depth interview with KATHY HUGHES here next week.

A couple of hot going-away throwdowns in La La Land this week. Saturday, March 23rd, BRUCE REINER threw a fantastic party for TOM MAFEI who left Capitol for Elektra, at Unions in L.A. Over 750 heavies attended, including such radio and record dignitaries as BRUCE ST. JAMES, MIKE MARINO, TOM CASEY, BOB LEWIS and MICHAEL STEELE. Thursday, March 28th, BRUCE REINER, SEAN LYNCH AND JACQUIE “LUCKY” SHABEL threw a party for TOM CASEY at Bo Kaos in L.A. It was slammin’!

Denver will now have two Rhythm/Top 40’s with JAM’N92/KJMN under PD/MARK FEATHER at 5660 Greenwood Plaza Blvd., Suite 400, Englewood, CO. 80111, (303)721-9210. Across town, it’s KS105/KODA under Western City Broadcasting with GM MARK STEVENS and VP PALMER PYLE who are staffing up & rebuilding their studios. They’re staying Rhythm/Top 40. Until they complete the facilities, CINDY ROSE will be acting PD/MO out of Ohio. You can reach her for music at (614)764-0856. They are looking for a PD and air personalities. T&R to MARK STEVENS, KOKS, 9191 Sheraton Blvd., Suite 202, Westminster, CO. 80030.

MARK SHIMMEL’s act TONY RICH blew out the L.A. House of Blues this past Tuesday, 3/26, with guest 2PAC, ANGELA BASSETT and DANNY ABDY. What up with Jacor and Z90 in San Diego?

RUSS PARR joins WKYS/D.C. as Morning Man from KJMJ/Dallas. What up with ALBEE D. and United Stations?

Props to SAMMY HERNANDEZ who goes from Quality Records to Out Of Control Records which is a BMG-funded label built around the Tuff Guy Productions team which produced DJ MAN & BILLY BOOY’S “Dooky Boody” and B-CODE’S “Feel Good.” “Dooky Boody” is a bonafide hit. Put this on your radio and watch the phones light up!!!! (RUSS REAGAN of Quality/Warlock)

MAN & BILLY BOY’s “Dooky Boody” and B-CODE’s “Feel Good.” “Dooky Boody” is a bonafide hit. Put this on your radio and watch the phones light up!!!! (RUSS REAGAN of Quality/Warlock)

“Older,” will be in stores April 16th. The new single “Fast Love” GEORGE MICHAEL’s new album on Dreamworks/Geffen, will be the biggest of all bigtime conventions. Check pages 3-5 for complete listings of the who’s and where’s and times.

THE MOST COMPLETE JOB LISTINGS IN RHYTHM TOP 40

MORNING SHOW OPENINGS:

KQKS/Denver. T&R to MARK STEVENS.

KWIN/Stockton. T&R to STEVE WALL.

WKLU/New York. T&R to FRANKIE BLUE.

KMEJ/San Francisco. High caliber, major market morning show producer. T&R to MICHELLE SANTOSUOSSO.

MIDDAYS:

JAM’N92.1. T&R to MARK FEATHER.

AFTERNOON DRIVE:

KQKS/Denver. T&R to MARK STEVENS.

WOCQ/Salisbury. T&R to WOOKIE.

NIGHT PERSONALITIES:

KQKS/Denver. T&R to MARK STEVENS.

KWIN/Stockton. MD also. T&R to STEVE WALL.

WKLU/New York. T&R to FRANKIE BLUE.

KQKS/Denver. T&R to MICHELLE MERCER.

KGGI/Riverside. And MD. T&R to BOB LEWIS.

WOCQ/Salisbury. T&R to WOOKIE.

OVERNIGHTS:

KWIN/Stockton. T&R to STEVE WALL.

KGGI/Riverside. T&R to BOB LEWIS.

WJBT/Jacksonville, Fl. T&R to PACO LOPEZ.

JAM’N92.1/Denver. Production Director. T&R to MARK FEATHER.

OK DOGS, I’M SPRINKLING YOU WITH THE JAM!!!!!!!!!!!!

MARG KARGOL and MEL DELATTE of Motown Records continue to jook with HORACE BROWN’s “One For The Money” which sounds like MONTELL JORDAN. Added this week at KWNZ & KCQ. On at HOTH97, WJMH, 92Q, KQKS, WWKX, WJJS, KZHT, KHTN, WOCQ, KQOK, Z90 & WHHH. Spiking at WPGC and PD/KFTM/San Antonio. JOHN CANDELARIA/PD/KPPR/Ei Paso, MICHELLE SANTOSUOSSO/PD/KMEJ/San Francisco and BRUCE ST. JAMES/PD/KPWR/L.A. and KID CURRY PD/POPO/Miami.

The third session, “The Town Meeting” with JERRY CLIFTON/New World Communications and THE REAZAR. This will be the biggest of all bigtime conventions. Check pages 3-5 for complete listings of the who’s and where’s and times.

BASSETT and DAN ACKROYD. Thursday, March 28th, BRUCE REINER, ANGELA BASSETT and MICHAEL STEELE went into the Motown Revue at the Motown Cocktail party Friday, April 19th at the HITMAKERS Convention. ANDRE HARRELL, LAMONT BOWLS, MARK KARGOL and MEL DELATTE are taking Motown to the next level!

JOE HECHT, KEVIN CARROLL and PHIL MATAKAGAS of Relativity blow the new BONE, THUGS N’ HARMONY single “Tha Crossroads” out of the box with 13 phat adds on POWER106, KLYD, KMEL, KBXK, WPGC, WHHH, 92Q, KQKS, WWKX, WJMH, Z90, KHTN and KKBV who also added EASY E “Sippin’ On A 40.” MICHAEL MARTIN/KYLD says “BONE, THUGS & HARMONY’s ‘Tha Crossroads’ is my number #11 most -requested record, period.” Keep an eye on FAT JOE “Envy” which is hot and in Rotation at HOT97, WWKX and added at KTSS.

JOE RICCITELLI & MARTHE REYNOLDS of Island Records continue to roll with JOE “All The Things (Your Man Won’t Do)” on over 26 stations with over 647 BDS spins. Single SoundScan 53,767. In Active Rotation on MTV. LL COOL J’s “Doin’ It” (Def Jam/Island) on 28 stations; selling 56,000 scanned singles this week. Added this week at POWER96. The soundtrack from the TOM CRUISE Paramount movie “Mission Impossible” is coming April 22nd and is written by LARRY and ADAM of U2. The J.R. VASQUEZ version is for Rhythm radio and is

March 29, 1996

CONTINUED ON PAGE 33
"Ever Since You Went Away"

NEW THIS WEEK:
WPGC 16x

SPINNING AT:
WERC 32x  WOCQ 17x  WWKX 8x  KBXX 10x  WHHH 17x  KGGI 15x
KIKI 54x  KCAQ 12x  KMEL 13x  KWIN 31x  KHTN 13x

Over 1400 Spins at Urban Including:
KKBT/L.A. 44x  WXYV/Baltimore 23x  WQMG/Greensboro 38x  WEDR/Miami 23x  WEJM/Chicago 46x  KKDA/Dallas 32x

TOP 20 AT

Album “Touch Of Soul” produced by Timothy Christian Riley of Tony Toni Tone! fame... in stores now!

QUAD CITY DJ’s
"C’MON N’ RIDE IT" (THE TRAIN)
Produced by the team that brought you “Tootsie Roll” & “Whoot There It Is”

VIDEO ON YOUR
DESK NOW

NEW THIS WEEK:
WXIS

ADDED TO M’TV JAMS

BEING HEARD ON:
WWKX 33x  WFLY 18x  WFRH 14x  WJJS 35x  WPOW 5x  KHTN 13x  KSMB 14x  WXXL 6x  KTFM 25x  KFBM 4x  KZFM 15x  KKSS 24x
KRRG 35x  KHFI 26x  KKFR 17x  KZHT 10x  XHTZ 5x  KLUC 25x  KQMQ 23x  KSFH 5x  KDON 13x  KHTN 22x  KWNZ 17x  KFFM 14x

BEING FEATURED IN THE FILM
"CELTIC PRIDE" OPENING SOON:

JUNIOR M.A.F.I.A.
"Get Money"

NEW THIS WEEK:
KBXX 27x

TOP 10 REQUEST

The “GET MONEY (Gettin’ Money)” remix featuring all new verses and the NOTORIOUS B.I.G. singing debut shipping soon! Yes we did say SINGING! “…YOU BETTER MOVE OVER”
CONTINUED FROM PAGE 33

slammin'. At the HITMAKERS Convention, Island Records has a way for you to participate in 'Mission Impossible.'

MONTELL LIPMAN & DAVID NATHAN of Universal Records are on fire with LINA SANTIAGO “Feels So Good” on over 100 stations with KIKI/Honolulu adding this week. #42 SoundScan selling over 2,000, this set-Ge-Gee DJ spin remixed on out now and on your desk. The video is top 75 at THE BOX and on BET "In Your Ear" and MTV "The Grind." Confirmed show dates with KYLD, POWER 96, B96 and LINA will be appearing live at the HITMAKERS Convention. SHADOWCAST "The Abyss" impacts radio April 1st. Early spins and reaction on KICU and KJMJ. Big club vibe. INTRIGUE’s "Dance With Me" on over 40 stations with new adds this week at WHHH and KKSS. Get this on your station today and watch the phones light up!

BARBARA SELTZER & LIZ MONTALBANO of Epic have one of the most added at Rhythm this week with GLORIA ESTEFAN’s "Reach," the official theme song for the ’96 Olympics. "Reach" will be on her new album 'Destiny' and is featured on the 'Rhythm Of The Games' 1996 Olympic Games Album. Added at PWG, WWKX, KQIZ, WQAM, WWYD, KLUC, KZHT and KIVY. Check out the new remixes of the ‘Grande” version by BIG CREEK and the ‘Hawaii’ version by LEE SMITH. The video is Stress Rotation at MTV and on BET!!! SMITH & WEST 'Hawaii' UV spins from KQIZ/Sacramento as the hot new summer jam from ISLAND RECORDS. Look for a buzz on GROOVE THEORY's next single "Baby Love." We're waiting for you to get this on your station today and watch the phones light up!

MICHAEL PLEN & the Virgin promo staff are off and running with these two stations out the box on AFTER 7 "How Do You Tell The One": WJMN/Boston and KHTN/Mcrodeo. It's written & produced by BABYFACE. Check out the new remixes of SHAGGY featuring GRAND PUBLICA, "Why Do You Treat Me So Bad" and on at KYY (31X), WJJS, KHTN, KKSS, MLD/KAU 6X) and KKSS (6X). Look for a buzz on GROOVE THEORY's next single "Baby Love." Get your Virgin rep to get it for you or steal it. Guaranteed to make it a hot summer for you!

PETER NAPOLELIO, MICHAEL STEELE and the whole EMI promo staff have an explosive first week with RAPPIN’ 4-TAY’s "Ain’t No Playa" with sales over 25,000 scanned! #11 Albuquerque, #10 Tucson, #7 San Francisco, #24 Seattle, #8 Phoenix, #11 Sacramento, #26 Indianapolis, #20 Milwaukee, #14 Louisville, #20 Spokane and #20 San Diego. When this track plays, it sells! D’ANGELO’s “Lady” is ready to go top 10 in the Crossover Monitor with over 50,000 more singles and 35,000 Ips scanned this week. D’ANGELO’s been on LETTERMAN and The Crossover Monitor with over 50,000 more singles and 35,000 Ips scanned this week by week. "Fu-Gee-La" spins over 300 while “Killing Me Softly" dominates the Rhythm/X-over chart with over 1300 spins. The "Fu-Gee-La" video now in Stress Rotation at MTV with the "Killing Me Softly" video on its way soon. Album sales over 160,000 this week and growing! MARIAH CAREY continues to hold the #1 position with "Always Be My Baby." XSCAPE "Do You Want To" continues to have success in Spanish markets with upward spins at WJMN, WPWC, KPPR, KKSS, KQKS, KLUC, KZHT and KDON. KRIS KROSS "Live And Die For Hip Hop" early Rotation at WWKX, KBXX, WREG and WPWC. KINO WATSON’s “Bring It On” has over 500 spins at Urban radio and is developing a nice buzz at Crossover. Look for lots of airplay on this shortly. Take a serious listen to two new artists from COLUMBIA, MAXWELL and KENNY LATTIMORE.

HEIDI JO SPIEGEL, GM of Big Beat Records, has the new smash dance, Dance record of '96 w/QUAD CITY DJ’S “C’mon ‘N Ride It (The Train).” On over 30 stations and really kicking in. Added this week to MTV ‘Jams.’ ART-N- SOUL “Every Since You Went Away” the ballad of ‘96, new this week at WPWC and on at KWZ, KHTN, WHHH, WJMH, KME, KKBT, WERQ, KIKI, KKGG, WOCQ, KHTN & KCAQ. MICHELLE SANTOSUSOSSO PD/KMEL testifies, “The TONY TONI TONE flava is always a done-deal up here! End up for "La La La" and "Killing Me Softly" continue to go!” JUNIOR M.A.F.I.A. “Get Money” new at KBXX/Houston this week and on at KLYD, WQHT, WPWC, WWXJ, WJMH, WJBT, WPWO, WHHH, XHTZ, KME & KWIN.

JACK SATTER, KEN LANE & HORSE of Jive Records are on the move with R. KELLY’S "Down Low," #2 for two weeks in a row SoundScan with over 90,000 singles sold. #4 Billboard Hot100 (for 2nd week) and 9-7 R&R Rhythmic Chart. Added this week at KSMB, KQIZ and KUBE. Video is Stress Rotation on MTV. R. KELLY will be appearing on LETTERMAN April 9th and will be starting his "Top Secret" tour next week!

NANCY LEVIN and LIZ POKORA of Priority Records have the new MACK10/ICE CUBE single off the forthcoming "The Substitute" soundtrack which is already making noise at Crossover radio! HOO BANGIN’ is spinning at WPWC, KBXX, POWER106, Z90, KYLD and KKBT comes in with an early add. From the same Soundtrack, comes the AFRICAN single. “Oh Puerto Rico,” which has already blown up at POWER96/Miami. The cd-promo has an edit which is perfect for any station in any market! Look for it on your desk soon. The movie will be screening across the country in mid-April...Priority Records is hosting the official Cigar Bar of the Vegas HITMAKERS Convention. The "open" bar which will provide the cigars will be the evening of the 18th in the MGM patio suite! The Elektra/ing team of TOM MAFFEI and PETER ALBERTELLI make great strides with the #7 selling single in the country - BUSTA RHYMES "Woo Hah! Got You All In Check." New this week...KUBE/Seattle. Testing at KPPR/EI Paso. #1 most played record in NYC on WKTU is BILLIE RAY MARTIN - "Your Loving Arms." New believer this week...KKFR/Phoenix. ANDY SHANE’s (MD/KWTU) "Secret Weapon" Record...Pull it back out...lt won't die!!! S.K.’s “Don’t Run Away” with KIKI/Honolulu and KWIN/Stockton. SUNSET PARK SOUNDTRACK: MC LYTE featuring XSCAPE’s "Keep On Keepin On" #32 selling single, exploding at 92Q, WJMH, KBXX, WHHH, KZHT/m KDON, 290 and KICA. Aslo Fu -Gee-La "Hoop In Yo Face" new this week at 920/San Diego and KZHT/Salt Lake City.

Now go saute! See Ya.

Remixed by SOULSHOCK & KARLIN. Radio needs to check for this remix, cut 1 on the cd pro. QUINCY JOE’s "Slow Jammin'" on at 92Q, WHHH, KTFM, KKGI, Z90, KZHT, WJBT, WPWC and KKSS. Columbia's Wack Pack, BLAIR, WALK, REINER and STRAZZA are hot as FUGEE-mania continues across America at both radio and retail! ‘Fu-Gee-La’ and "Killing Me Softly" continue to grow week by week. “Fu-Gee-La” spins over 300 while “Killing Me Softly” dominates the Rhythm/X-over chart with over 1300 spins. The "Fu-Gee-La" video now in Stress Rotation at MTV with the "Killing Me Softly" video on its way soon. Album sales over 160,000 this week and growing! MARIAH CAREY continues to hold the #1 position with "Always Be My Baby." XSCAPE "Do You Want To" continues to have success in Spanish markets with upward spins at WJMN, WPWC, KPPR, KKSS, KQKS, KLUC, KZHT and KDON. KRIS KROSS "Live And Die For Hip Hop" gets early Rotation at WWKX, KBXX, WREG and WPWC. KINO WATSON’s “Bring It On” has over 500 spins at Urban radio and is developing a nice buzz at Crossover. Look for lots of airplay on this shortly. Take a serious listen to two new artists from COLUMBIA, MAXWELL and KENNY LATTIMORE.

March 29, 1996
### MAJOR SALES!

<table>
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<th>Location</th>
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<tbody>
<tr>
<td>San Francisco/Oakland</td>
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<td>Dallas</td>
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**Management:** Franky J. Hudson

EMI Records

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JOEY ARBAGEY, MD, KMLE, San Francisco
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - A one listen record!

BUSTA RHYMES Woo-Hah! Got You All In Check (ELEKTRA) - A major street buzz!

TOTAL Kissin' You (ARISTA) - Sounds like 3 for the ladies!

PUFF JOHNSON Forever More (WORK/CRG) - A simply beautiful record!

DON PARKER, PD, KKFR, Phoenix
XAVIER Saturday Song (INTERSCOPE) - A cool vibe record! It reminds me a lot of Arrested Development!

RHYTHM CENTRIC You Don't Have To Worry (METROPOLITAN) - I think it's a cool song! It's got as Latin feel and a Planet Soul vibe to it!

DANCE HALL DIVAS It's All About Me (ATLANTIC) - #1 18-34 women in callout. This record is HUGE!

BRIAN DOUGLAS, MD, KKFR, Phoenix
NONCHALANT 5 O'Clock (MCA) - Doing really well! Good requests and not just limited to males! It seems to be a strong record!

SWY You're The One (RCA) - Great requests 3 weeks in a row!

MONIFAH I Miss You (REMIX) (UNIVERSAL) - The remix has really made a difference. The original was a stir in its first incarnation. This remix is getting a lot of request! Top 10 at our station!

JOE DAWSON, PD, KX1O6, Providence
REAL McCOY Ooh Boy (ARISTA) - I like it! I think it's gonna' generate some phones!

PUFF JOHNSON Forever More (WORK/CRG) - Strong record!

AZ Dope or Die (RUTHLESS) - A good hook! A street feel, but yet it's mass appeal friendly!

RHYTHM CENTRIC You Don't Have To Worry (METROPOLITAN) - A good Dance record. It's got an infectious hook!

PETE JONES, PD, HOT105, Modesto
AFTER 7 How Do You Tell The One (VIRGIN) - A pretty song! I like it!

THA DOGG POUND New York, New York (DEATH ROW/INTERSCOPE) - #1 for us nights!

HORACE BROWN One For The Money (MOTOWN) - It sounds like a hit and may turn out to be a hit!

SHAI / Don't Wanna Be Alone (GASOLINE ALLEY) - Flat out gorgeous! This is gonna' be big for HOT1O5!

ERIK BRADLEY, MD, B96, Chicago
GLORIA ESTEFAN Reach (EPIC) - Another Diane Warren gem sung by one of the most recognizable voices in our industry today! It may take a minute to blow up, but you know it's gonna' be in our face with the Olympics coverage.

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - Without a doubt, my favorite song right now!

BONE THUGS & HARMONY Crossroads (REMIX) (RUTHLESS/RELATIVITY) - This is gonna' be MAJOR in about 5 seconds! Quite possibly their biggest song ever!

JOHN DICKINSON, MD, JAM'N21, Denver
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - A great song!

ANGELINA Release Me (UPSTAIRS) - It's da' bomb!

LA BOUCHE Sweet Dreams (LOGIC/CONGO) - We've been getting a good reaction from the mix show!

COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - This is gonna' be LARGE!

MIKEY FREEMAN, APD/MD, KBOS, Fresno
LA BOUCHE Sweet Dreams (LOGIC/RA) - Check out the Stylin' Free Spike Mix! I cannot play this shit enough! By far the best mix of this song!

SWY You're The One (RCA) - This is THE ONE! Don't you hate it when people use the song title in a quote?!!

FUGEES Killing Me Softly (COLUMBIA/CRG) - This is well done! Very eerie...but this song is Fat with an "F"!

KID STEVENZ, MD, KMZ, Las Vegas
KINO WATSON Bring It On (COLUMBIA/CRG) - It samples Float Or by the Floaters!

FUGEES Killing Me Softly (COLUMBIA/CRG) - #2 requests after 1 week! Would someone at Columbia/CRG please send me an edit!

J'SON I'll Never Stop Loving You (HOLLYWOOD) - Cut #3 on the album, this is a smash!

MARIANA SNIDER, MD, KXBT, Los Angeles
ERIC BENET Let's Stay Together (WARNER BROS) - Our audience will love this and I think it's gonna' be a Top 10 record this week!

BONE THUGS & HARMONY Crossroads (REMIX) (RUTHLESS/RELATIVITY) - This record has maintained Top 5 phones since we world premiered it 3 months ago, and now we can officially play it!

KRIS KROSS Live And Die For Hip Hop (RUHFFHOUSE/COLUMBIA/CRG) - Bomb follow up!

AL MAN Are You Ready (ELEKTRA) - After the second time hearing this record I knew it would be a hit for us!

JACKIE JACKIE, MD, KXSS-FM, Albuquerque
COLOR ME BADD The Earth, The Sun, The Rain (GIANT) - It's gonna' be a Top 10 record! This will reussurect Color Me Badd!

PAT JOE Envy (RELATIVITY) - It's a smash!

BONE THUGS & HARMONY Crossroads (REMIX) (RUTHLESS/RELATIVITY) - A GIANTIC hit!
YOU AND YOU AND YOU:
This new cut by FRANKIE CUTLASS is starting to blow up at the mix shows with strong support out the box from KTFM’s Steve “Please call me a cab because I can’t be out this late even though I’m at the Winter Music Conference in Miami” Chavez, HOT97’s Glenn “Killing Me Softly at 128 BPM’s” Friscia, POWER106’s DJ “Can you teach me to do the Electric Slide” Enrie, and Z90’s DJ “Something is wrong with my turntable because I have to pick up the needle manually every time” Grooves. This record got hooked up with slammin’ Hip Hop and House mixes. If you don’t have a copy, call up Phillip “Me and Me and Me” Mataragas at Relativity.

Lava’s Val Delong and Bobbii Hach are continuing to spread the Rumour by BEL CANTO, already on at 99X, WWKX, WLAN, with mix strong mix show play at KCAQ, LIVE105, KDGE, HOT97, Z90, KPPR, and HOTMIX SYNDICATED NETWORK.

WHAT COMES AROUND GOES AROUND: the latest production from DJ JUANITO, which he played for me and Steve Chavez in Miami is another slammin’ cut that’s going to feature a new artist he is developing. This will be out in a few months, but you know where to read about it first.

Raul Recinos IN EFFECT! The Salvadoran brother formerly known as DJ EFX rocked the turntables at Club Temptations where Power96’s Mohammed Moretta and Aqua Boogie threw a dope party. Also, throwing down that night on the 12’s were DJ Grooves, AJ Mora, Richard “Humpty” Vission, and Mijangos. Raul played me some new music he’s been working on, and ya’ll better get ready for some LATINO FUNK!


COLUMBIA CUTS
KRYSTAL KROSS “Live And Die For Hip Hop” /Da Brat & Mr. Black
* White Label Remixes At Your Door Now *

FUGEES “Fu-Gee-La/Killin’ Me Softly”
* Blowing Up Nationally! THE SCORE, #3 Selling Album in America! Sold Another 150,000 Albums Last Week! Already Platinum *

KINO “Bring It On”
* Already Reacting at Z90, WERQ, KJMJ...Don’t Sleep! *
BRIAN MIDDLETON, 8/96, Chicago
RICK GARCIA Come On People (UC)
DANCEWORKS 4 Aquarius (UC)
RITUAL ETHIC High Heat (KING STREET)
POWER MUSIC Needin' U (TEST)

SWEDISH EAGLE/SADIE TSEPELIS, GROOVE RADIO INT., Los Angeles
BOMB THE BASS One To One (ISLAND) - First single from the "Clear LP". The master of Trip-Hop is back and it was worth the wait. Deep trip-hop stuff here with very pretty vocals. VISION/PHANTOM/TORIUM Take Me Higher (STRICLY RHYTHM) - Pumpin', slammmin', hard hitting House. Gonna be a big one!
SMASHING PUMPKINS 1979 (VIRGIN) - A very cool song with extremely diverse mixes. Some House, Breakbeat, Trip-Hop and a more ambient mix by Moby.
HARMONIX Landscape (CONSTRUCTION) - Awesome mixes of this Progressive hard bag House tune by none other than the teams known as Way Out West and Jules & Skin.

J. CRATCHET, KCAQ, Oxford
DENIS PORT CROWN DIGITAL DUNGEON - Blows up in the clubs and getting heat on the show.
ILL MENTALITY Luck U 4 Days (PHAT WAX) - I luv this track...beats are phat!
FUN CITY Paddin' (CUTTING) - Works well on the show, got a nice response at clubs.
THAT KID CHRIS feat. The Edge (DIGITAL DUNGEON) - The home on this cut are nice. It's been working well for me at the clubs & radio.
HOWSTYLE Should I Have Been Down/Everybody's Rappin' (DEF JAM) - Both side are nice with a good working wedge for me at the clubs & radio.

RICK GARCIA, KTFM, San Antonio
BRIAN MIDDLETON, WMUC, College Park

LEON G. MACK, WHUR, Washington, D.C.
MARIAMA, KKBT, Los Angeles

MIXX VIBES #4 The Final Chapter (MUSIC PLANT) - Yes, the double pack is well worth the wait!
EURYTHMICS Sweet (BOOTLEG) - It's the bomb!
SMOKE SPINNING You And You And You (RELATIVITY) - Whether you play
EL PRESIDENTE Cafe Con Leche (TUFF GUYS) - Dope Latin House track with El Presidente

HELP YOURSELF. "Da Dribbol" is the bomb. La, La, La (BOOTLEG) - Slammin' bootlegged version of the Fuges. These better than perfect mixes will do the job right...great job!!!

PHILIP, STANFORD, Palo Alto
SUGA T. & DJ Your Boyfriend (UC) - Check it out.

GEORFFEY C., BERLIN, Baltimore
SUGA T. & DJ Your Boyfriend (UC) - Check it out.

WILLIS HARRIOTT, KSJL, San Antonio

D.J. JAM, KXPS, Los Angeles

HORACE BROWN One For The Money (MOTOWN) - One for the money, two for my show, all better be ready 'cause this one's gonna go.
FAB 5 LEFLEUR Part 11 (PRIORITY) - Remix should extend the life of the Hip Hop anthem.
NON PHIXION Legacy (SERCHLITE) - Phat underground cut from New York.

NEW YORK TIMES Coney Island (WHITE) - New song with a modern sound, check it out.

MOTHER OF PEARL Your Heaven (I Can Feel It) (SOUL EUROPE) - Very uplifting song. Buy it.
SERENA Crazy (LOVE TO BE) - 'DJ Disciple's Dub' is the bomb. Slammin' import to get.

ROZ WHITE Bad For Me (BULLET) - Major props to Ed 'Gusto' Green for Sounds Of The Last Days for one record. The cut to check out is the 'Downtown Club Mix'.

Ruffneck feat. Navahn Move Your Body (MAW/STRICTLY RHYTHM) - M.A.W. does it again at the conference.

PRINCE When Doves Cry '96 (WHITE) - Killer House treatment for the Prince classic, but good luck finding it.

BRIAN HENDRICKS, WMUC, College Park
KRUMP House Of Pain (STRICTLY RHYTHM) - Anthem of the Winter Music Conference.

RUFFNECK feat. Nigel Move Your Body (MAW/STRICTLY RHYTHM) - M.A.W. does it again at the conference.

I'm Blessed (DOLO) - It's the bomb, it's all of that...period

STAN PRIST, WFLZ, Tampa

JUAN 'The Wonderous' ROJAS, KPRR, El Paso

EL CANTOR Toma (DIGITAL DUNGEON) - Just when you thought it was over, here comes a new set of mics taking it to the next level. The Bomb!

FRANKIE KLEIN Bad Feeling (STREET BASS) - You can feel it...the cut is there.

STEPHEN ROTH (BOTTOM HELL) - Awesome tweakin'. This is the sound of now. Get it and play it.

THOMPSON House Of Pain (STRICTLY RHYTHM) - This is the bomb, it's all of that...period

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<td>WOO-HAH GOT YOU ALL IN CHECK</td>
<td>BUSTA RHymes</td>
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<td>KEEP ON, KEEPIN' ON</td>
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<td>CALIFORNIA LOVE</td>
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<td>5 O'CLOCK</td>
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<td>1,2,3,4 (SUMPIN' NEW)</td>
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<td>S E X T A T I O N</td>
<td>PATRA</td>
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<td>SITTIN' UP IN MY ROOM</td>
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<td>NO ONE ELSE</td>
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<td>CAN'T BE WASTING MY TIME</td>
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<td>10 MS. WINES,WINEY</td>
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<td>I WILL SURVIVE</td>
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<td>GET ON UP</td>
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<td>I MISS YOU</td>
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<td>KEEP TRYIN'</td>
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<td>MOTHERLESS CHILD</td>
<td>MC BEAT/CWV</td>
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<td>THUGGIN' IT UP</td>
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<td>A THINK LINE BETWEEN LOVE AND HATE</td>
<td>JESSE POWELL</td>
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<td>ALL I NEED</td>
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<td>PHYSICAL FUNK</td>
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<td>DO YOU WANT THIS PARTY STARTED</td>
<td>SOMETHIN' FOR THE PE</td>
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<td>13 DARK SUN RIDERS</td>
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<td>ALWAYS BE MY BABY</td>
<td>MARIAN CAREY</td>
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<td>FOR THE MONEY</td>
<td>HORACE BROWN</td>
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<td>BLAMAZY BLAMAZY</td>
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<td>IZIT EVERYWHERE</td>
<td>THE WHOLE AFFAIR</td>
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<td>49 Ain't No Love &amp; Happiness</td>
<td>KAWZ</td>
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<td>49</td>
<td>49</td>
<td>50 WHY YOU TREAT ME SO BAD</td>
<td>SHAGGY</td>
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**DANCE**

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<td>LIGHT YEARS</td>
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<td>40 BISH, SLEEPING WITH AN ANGEL</td>
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<td>SET ME FREE</td>
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<td>A BOY LIKE THAT</td>
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<td>INSIDE OUT</td>
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<td>TELL IT TO MY HEART</td>
<td>TAYLOR DAYNE</td>
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<td>TREES DESIDE</td>
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<td>STAYIN' ALIVE</td>
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<td>GIVE ME THE NIGHT</td>
<td>RANDY CRAWFORD</td>
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<td>BE MY LOVER</td>
<td>LA BOUCHE</td>
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<td>SITTIN' UP IN MY ROOM</td>
<td>BRANDY</td>
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<td>I NEVER NEED</td>
<td>ALEXIS PHILLIPS</td>
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<td>MR. KIRK</td>
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<td>DO FRIES GO WITH THAT SHAKE</td>
<td>GILLETTE</td>
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<td>SHOOT ME WITH YOUR LOVE</td>
<td>DEE-REEM</td>
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<td>EVERYTHING BUT THE</td>
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<td>31</td>
<td>1,2,3,4 (SUMPIN' NEW)</td>
<td>A-LU</td>
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<td>32</td>
<td>32</td>
<td>CALIFORNIA LOVE</td>
<td>CHRISSY HALE</td>
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<td>33</td>
<td>33</td>
<td>SUNDAY AFTERNOONS</td>
<td>VANESSA DAUG</td>
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<td>34</td>
<td>34</td>
<td>FEELS SO GOOD (SHOW ME...)</td>
<td>LIGHT YEARS</td>
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<td>35</td>
<td>35</td>
<td>DON'T YOU WANT ME BE MINE</td>
<td>AIN'T NOBODY</td>
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<td>36</td>
<td>36</td>
<td>STRANGE WORLD</td>
<td>SUNSHINE</td>
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<td>37</td>
<td>37</td>
<td>WHAT</td>
<td>WULLAH</td>
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<td>38</td>
<td>38</td>
<td>WE GOT IT</td>
<td>JANET JACKSON</td>
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<td>39</td>
<td>39</td>
<td>KEEPIN' IT UP</td>
<td>N-101</td>
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<td>I WILL SURVIVE</td>
<td>CHANTAY SAVAGE</td>
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<td>BROUGHT TO YOU BY THE BUCKETHEADS</td>
<td>THE BUCKETHEADS</td>
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<td>42</td>
<td>BEAUTIFUL LIFE</td>
<td>ACE OF BASE</td>
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<td>43</td>
<td>43</td>
<td>ITALIAN CIGAR</td>
<td>COBRA</td>
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<td>44</td>
<td>44</td>
<td>IZZY DANCE</td>
<td>EXPOSE</td>
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<td>45</td>
<td>45</td>
<td>40 ONE ELSE</td>
<td>TOTAL</td>
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<td>46</td>
<td>46</td>
<td>THINK TWICE</td>
<td>ALANA DANTE</td>
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<td>47</td>
<td>47</td>
<td>THIS TIME AROUND</td>
<td>MICHAEL JACKSON</td>
</tr>
<tr>
<td>48</td>
<td>48</td>
<td>C'MON AND RIDE THE TRAIN</td>
<td>QUAD CITY DJ'S</td>
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<td>49</td>
<td>RUMOR</td>
<td>BEL CANTO</td>
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<td>50</td>
<td>50</td>
<td>SEXUALITY</td>
<td>K.D. LANG</td>
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</tbody>
</table>

**ePRO**

Here are some of ePRO's on line users and their e-mail addresses:


**April 15, 1996**

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**HITMAKERS**

March 29, 1996
The first single and video from his highly-anticipated solo debut. Album coming this March.

Produced by Rashad Smith of Tumblin Dice Productions Inc.

It's a hit... We're seeing top 10 phones, major sales, and it's now in all dairks. Expect 25x this week.

MICHAEL MARTIN/KYLD

It's doing well for us, with all dairks plays. Look for 4x a day this week, and it's selling well in this market.

JACKIE JAMES/KKSS

WOO-HAH!

R&R RHYTHM CROSSOVER D 39
MONITOR RHYTHM CROSSOVER D 32

THE PEOPLE HAVE SPOKEN!
GET IN TOUCH WITH THE STREET!

WWIX 34x WQHT 45x WERO 15x
WPGE 29x WJMH 25x KUBE 20x
KMBL 19x KYLD 26x KPWR 27x
...Continued From Page 27

ONLY WITH YOU BUT WITH A GM. YOU TALKED ABOUT COMFORT: WHAT ARE THE THINGS THAT I CAN BRING, EITHER WITH MY PACKAGE OR WHEN I'M SITTING DOWN WITH YOU ONE-ON-ONE (OR EVEN VIA PHONE INTERVIEW)...WHAT ARE THE THINGS THAT A PROGRAMMER CAN DO TO INSTILL A SENSE OF COMFORT IN A GENERAL MANAGER OR A CONSULTANT?

When I'm looking to interview a program director...and as you know I've been a general manager and a station owner, so even with those hats on or my consultant hat, I think these things transcend, I like intelligent people. I've never met a winning program director who wasn't intelligent; I don't mean just about radio, but an intelligent individual. Now it doesn't necessarily mean they're a member of Mensa, but they're intelligent. They're more than one-dimensional.

THERE'S THAT GLOBALISM YOU'RE TALKING ABOUT AGAIN.

Exactly. I like program directors who are radio pigs. The guys who know all the call letters, who can sit and rattie off jingle packages, who understand not only how to read an Arbitron but how the Arbitron game is played; the guys who understand what it takes to motivate their air staff. The program director who can sit down and look me in the eye and say, "You know, I remember that Bill Drake did this in the '60s. Or I read something that Kent Burkhart did years ago that I think could work today." I like people who are students of radio. And they don't have to be older guys. If I sit down with somebody who's 26 years old and he starts talking to me about how he heard a jingle or an aircheck of B100 in San Diego when it went on the air, that person moves up the ladder in my brain immediately because they're a radio pig.

What I detest are the people who walk in the door and insult my intelligence by putting other people's theories into their presentations or who quote books without giving proper credit. Years ago, I was ready to strangle anybody who walked in and told me how to reach the post-war baby boomer. Today, some guy walks in and starts to tell me how to reach Generation X. Don't waste my time. Instead, walk in the door and tell me why you believe radio stations win.

SO PART OF WHAT YOU'RE TALKING ABOUT IN THOSE JOB SEARCH QUESTIONS.
England's #1 Hitmakers

NEW THIS WEEK AT:
KLRZ Q99 WYKS WXXX KHTQ
WBNN WXIS and more!

"COMMON PEOPLE" the first track from the album DIFFERENT CLASS

DON'T MISS PULP ON THE LATE SHOW WITH DAVID LETTERMAN APRIL 5TH

"COMMON PEOPLE" the first track from the album DIFFERENT CLASS
HATS OFF TO "Q"  
OSCAR NEVER LOOKED BETTER!

Quincy Jones proved, once again, that he is one of the greatest showmen in the history of Hollywood. He shared his spirit with the world last Monday night and made The Academy Awards come alive with humanity. He breathed life into the legendary event and moved us to tears while Whoopi made us laugh time and time again!

IS IT RETAILERS VS. MUSIC CLUBS?
Twenty of the nation's biggest music retailers met in Washington, D.C. last week to discuss possible antitrust litigation against record labels for selling albums to so-called "record clubs" for considerably less than the wholesale price paid by record stores. According to an item in last Friday's (3/22) Hollywood Reporter, the gathering took place at the Nat'l Assoc. of Record Merchandisers convention, ostensibly to explore their legal options. The report claimed "a class-action or federal trade suit" was possible on the grounds of unfair business practices. We'll keep you posted!!

THE LATEST
This past Monday (3/25), U.S. District Judge CONSUELO B. MARSHALL dismissed the payola case against indie record promoter JOE ISGRO. The case was tossed out once before, in 1990, and this time, Judge MARSHALL ruled that the federal government violated the speedy-trial act in the 7-year-old case...Mere weeks after resigning his L.A. promo post with Jive Records, TOM CASEY has landed the coveted PD position at Baltimore Rhythm/Pop outlet, 92Q (WERQ). See this week's REAZAR's RECORDS (page 33) for the skinny on this one...As we went to press, we learned that WDRE/Long Island GM DAN VAKO had been let go. It appears that PD TED TAYLOR is cool there for the moment...Former MTV VJ (and recent infomercial/lotto TV hunk) MARK GOODMAN has landed the morning gig @ STAR98.7 (KYSR)/L.A...Promo vet MIA KLEIN joins the staff of NEIL YOUNG's Vapor Records...Ex-WWST/Knoxville PD TODD SHANNON is named PD @ 91X (XTRA)/San Diego.
"FEELS SO GOOD" (Show Me Your Love)
The first single and video from the debut LINA SANTIAGO album.
Produced by DJ Juanito for Groove Nation
A UNIVERSAL ARTIST

BDS: 1482 (TOTAL SPINS)
TOTAL AUDIENCE: 20.4 MILLION
BBS RHYTHM CROSSOVER: 11
R&R RHYTHM CROSSOVER: 10
SOUNDCAN TW: 12,242
VIDEO: THE BOX

NEW DJ SPIN REMIXES
ON YOUR DESK NOW!

NEW AIRPLAY AT:
KIKI, WLLD, WKHQ, KGII

HEAR THE SONG DURING SPRING BREAK
ON MTV'S THE GRIND

More information: Monte Lixman (212) 373-0717
OR
David Nathan (212) 373-0792

©1996 Universal Records Inc.
B.R. JOINS M.W.C. CAST? Our own BARRY RICHARDS will be joining the cast of Fox's "Married With Children" as AL BUNDY's illegitimate son! Apparently, the idea came to the show's producers after they became impressed with the constant barrage of B.R. photos in this publication! NO FOOLIN'!

SCUTTLEBUTT
Is Interscope promo captain MARC BENESCH poised for a move? What's it mean for BRENDA ROMANO?...With the departure of GM DAN VAKO, is WDKF/Long Island about to make some serious adjustments? Yep. Look for some adjusting, possibly toward the Triple A spectrum...Does the sale of its Macon, GA properties provide any clue as to what Gannett has planned for its radio division? Rumors about possible suitors, including Infinity, keep swirling about...With PD KELLY CLUQUE making her exit, is a format flip (adjustment) in the offing at THE FLASH (XHRM)/San Diego?

MORE OF THE LATEST
Giant Records has changed its name. The IRVING AZOFF label will now be known as Revolution Records. The newly named imprint signs GARY RICHARDS as head of Alternative Marketing/Promotion/A&R. PD KEVIN ROSS exits WKZW/Peoria while DALE VAN HORN returns to the GM chair there. JEFF WILLIAMS is now the MD there...Henry Broadcasting, which just last week announced the sale of its Honolulu properties to Patterson Broadcasting, announced this week the sale of most of its remaining properties (in Denver, Fresno, Sacramento, Omaha and Portland) to American Radio Systems. Ear has learned that the deal was essentially cash-less; Henry President CHARLTON BUCKLEY got stock/equity in A.R.S. and a seat on its board. Absent from the transaction were Henry's Salinas-Monterey, CA properties, KDON and KRQC. It's a merger in Madison, as MidContinent and Press Communications unite.

However, even though this is being spun as a merger, it's really a sale, with Press, which owns WIBI-A/F and WMAO-A/F, acquiring Z104 (WZEE), WSTO-AM and WMLT from MidContinent. Look for WMAO GM LEE LEICINGER to run the show there...In Anchorage, newly named KOTQ OM MARK MURPHY takes himself off air, moving night guy PHIL KIRIN to afternoons, and promoting P/1 guy ROLANDO J. to nights. MURPHY told Ear he has also named highly regarded MD ROXY LENNOX to the post of interim PD, while the search for a permanent programmer continues.

This week's actual damn jobs
In Erie, PA, JET102 (WJET) PD NEAL SHARPE is searching for a creative production director with multi-track and digital experience. You must be able to write and work with programming and sales. Not only is this a good gig paying good bucks, but JET102 and sister-station WFGO, just moved into a brand new, state-of-the-art facility, which also houses Jet Broadcasting's TV station! Get your stuff to NEAL pronto, at: 8455 Peach St., Erie, PA 16509.

KHTQ/Spokane-Coeur d'Alene is looking for a morning star! Send your very best stuff to PD SCOTT SHANNON, c/o: KHTQ, 101 Lakeside Ave., Coeur d'Alene, ID 83814.

KWTX/Waco OM/PD TOM MARTENS is trolling for a night jock! If you've got at least a year of experience and can give good phone, get that T&R to TOM @: KWTX, Box 2636, Waco, TX 76702!
Now Playing.

Killing Me Softly
from the Platinum album, "The Score."

#4* Billboard Top 200 Albums
5 day sales average 300,000
Fu-Gee-La
MTV Active
BET Video Soul - Heavy Rotation
Also Appearing on The Box

Currently on a 7 week tour with sold out shows in these major markets:
- Los Angeles
- Chicago
- San Francisco
- Dallas
- Detroit
- Philadelphia

Executive Producer: Prakazrel "Pras"
Co-Executive Producers: Wyclef, Lauryn Hill
Scary Kisses

MOST ADDED TWO WEEKS IN A ROW!
ALREADY OVER 200+ BDS DETECTIONS!
ON OVER 40+ TOP40 STATIONS!

KRBE  KHFI  KUTQ  WPRO
WFLZ  WGTZ  WHOT  WJET
WABB  KHTQ

MAJOR PHONES!

Contact: Jack Ashton/Rene' Magallon
Discovery Records
800-377-9620, ext. 214
e-mail: info@discoveryrec.com

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