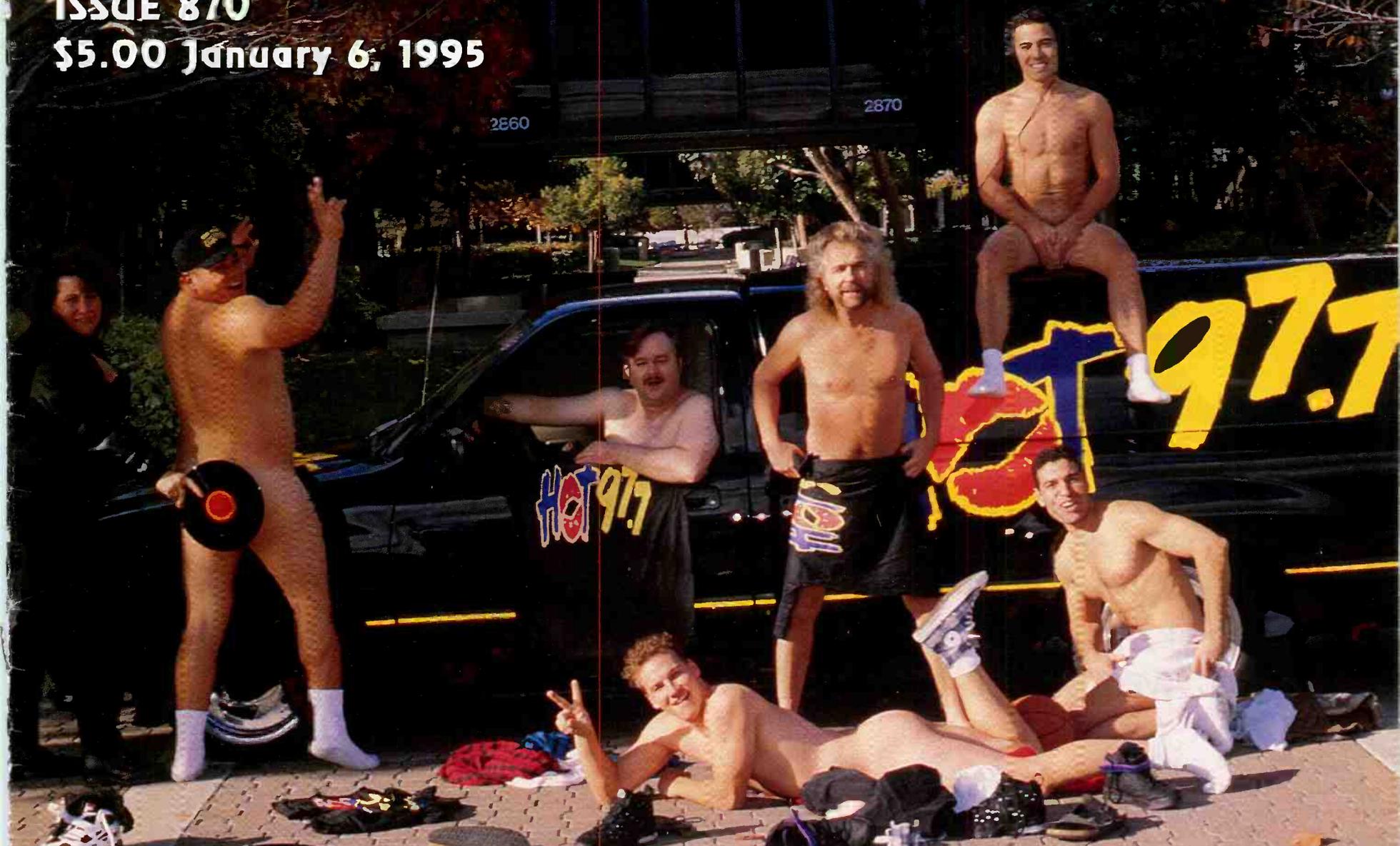


# HITMAKERS

ISSUE 870

\$5.00 January 6, 1995



**an exclusive interview with**

# **BOB PERRY**

**Program Director, *HOT 97.7* San Jose**

**BARRY FIEDEL'S PERSONAL PICK:**  
**VAN HALEN "Don't Tell Me (What Love Can Do)" (WB)**

# **HAPPY NEW YEAR!**

# CECE PENISTON

KEEP GIVIN' ME YOUR LOVE

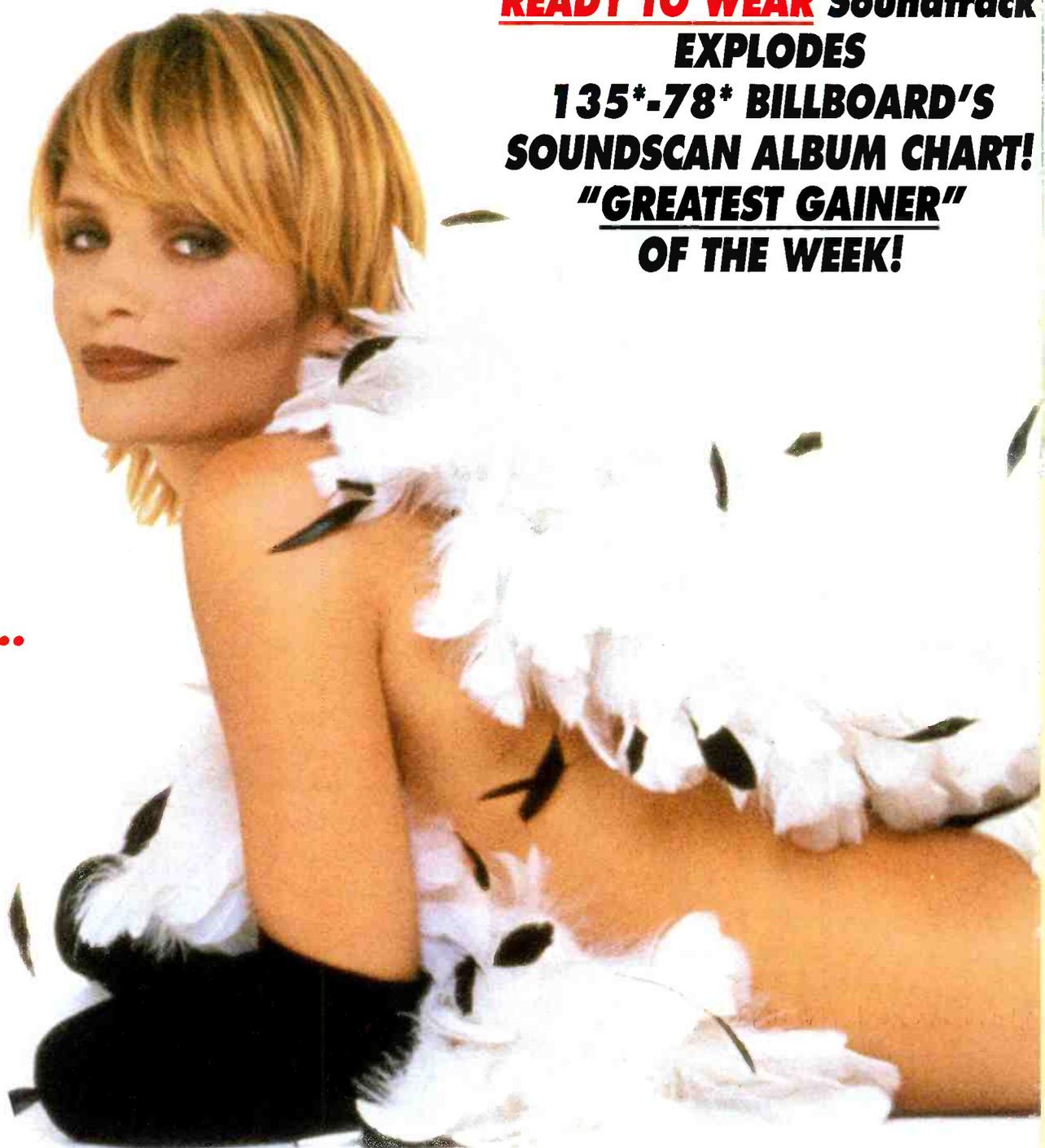
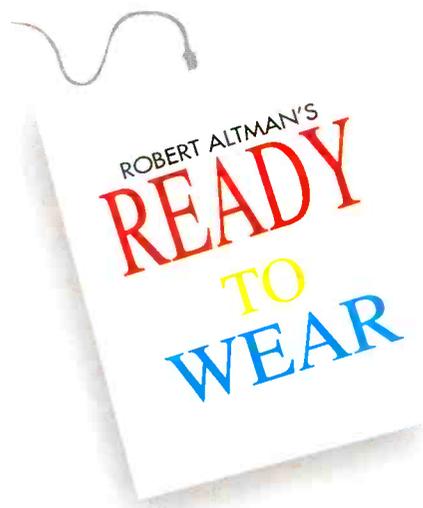
**MOST ADDED!!**

**MAJOR AIRPLAY AT:**

Q106 92Q KS104  
Z90 WNVZ KTFM  
KKFR Y107 KRQ  
WIOQ KZFM WHJX  
WKSS WKSE FLY92

**NEW POP EDIT ON CD...  
ON YOUR DESK NOW!**

MUSIC FROM  
THE MOTION PICTURE



**READY TO WEAR Soundtrack  
EXPLODES  
135\*-78\* BILLBOARD'S  
SOUNDCAN ALBUM CHART!  
"GREATEST GAINER"  
OF THE WEEK!**

Once you put it on  
you'll never take it off.

ALBUM IN STORE TUESDAY, DECEMBER 6.  
FILM OPENS WEDNESDAY, DECEMBER 21.

COLUMBIA

MIRAMAX  
RECORDS

\*COLUMBIA® REG. U.S. PAT. & TM. OFF. MARCA REGISTRADA / © 1994 SONY  
MUSIC ENTERTAINMENT INC. MOTION PICTURE PHOTOGRAPHY AND  
ARTWORK TITLE: © 1994 MIRAMAX FILMS. ALL RIGHTS RESERVED.

# 1995 - THE MOST IMPORTANT YEAR IN YOUR LIFE!

**C**heck the bullshit at the door and sit down. Happy New Year and let's cut the crap. Either you're making it in this business, or you're not. You want to see a list of people out of work? No way...get down on the ground right now and kiss it and thank your lucky stars YOU have a job. And *IF YOU DO* have a job, don't be so sure you're doing everything right. Analyze your situation and remember, you can always do better, try harder, and just plain make sure that your name will be listed among THE DOER'S in 1995!

**A**re you tired of being bombarded with all that motivational garbage? Well, too bad. We humans learn by the process of repetition. The smarter you are, the less number of times you need to have an experience before you learn from it. If you're not that smart, you'll have to keep making the same old mistakes over and over again before you can get yourself out of the loop. Of course, you can always blame someone else for your problems OR you can take responsibility for your own life. LEADERS (Both in the record industry and radio) take responsibility, trust their gut, constantly expand their abilities, and help shape the road we all travel.

**W**hat does all this have to do with anything? We are beginning a new era in our mutual industries and 1995 will be remembered for that, above all else. The great wheels of industry are turning as we speak, and new leaders are being positioned to make their mark on our world. Are you prepared for this new day? Are you ready to focus on the road ahead and remove the coat of past experience so that you can fly to new heights?

**T**ake everything you think you know and forget it. Reach way down in your gut and pull up sharply until what was down below is now between your ears. Start thinking with your passion and watch how you amaze yourself and your friends. Take nothing for granted except that you can truly do whatever you imagine you can do. Release 1994, '93, '92, etc., from the scope of your memory and begin a journey toward the next century. Along the way, look for road signs that indicate your progress: Do you believe in yourself? Are you truly putting out the effort? Are you closing? Do you really have the talent to make it in this competitive world? *OBVIOUSLY YOU HAVE THE DESIRE OR YOU WOULDN'T BE READING THIS COLUMN!*

**T**ake a look around you and see how the face of leadership has changed. How the concept of leadership itself has changed. Realize that the role of the individual has never been more important to the whole as it will be in 1995, and understand the power each individual has for greatness.

**B**ecome the artist holding a brush in your hand and decide what shall be painted on that imaginery canvas stretched out in front of you. Life is the canvas and you control your own destiny. This is YOUR time. Let me remind you that no great masterpiece was ever painted by an artist who didn't take chances.

**I**'ve been preaching the take risks philosophy for years. You can now stay up all night and watch the WINNERS on TV talk about the secrets to their success. Get some sleep tonight...Wake up tomorrow morning and JUST DO IT! You know, "Reach way down in your gut...etc. etc." and scream out your kitchen window, "This is MY life and I'm in control of it!".

**S**o, as you begin the *Most Important Year In Your Life*, be prepared to step up to the plate and show us what you're made of.

Good Luck and Knock 'Em Dead, BARRY FIEDEL, Publisher

# R.E.M. "Bang And Blame"

- Monitor Mainstream Chart: 36-32\*!
- More Than 3800 Total BDS Detections!
- More Than 33 Million Total Listeners!
- SoundScan Album Chart: #14\*!
- More Than 355,000 Pieces Sold Last Two Weeks!
- Album is Triple Platinum!



## #1 Most Added Again Including:

**KRBE**      **WNVZ**      **WTIC-FM**  
**WKBQ**      **PRO-FM**      **Y107**  
**KKFR**      **WIOQ**      **XL106.7**



**Heavy!**



**Medium!**

Major Rotation At:	Y107	33x
KISF	56x	THE END 31x
Q99	51x	99X 25x
WLUM	47x	WAPE 23x
WHYT	43x	Z100 33x
WZPL	43x	WKSE 19x
KROQ	37x	B97 18x
WAHC	36x	G105 15x
WPLY	34x	and more

# FLAMING LIPS "She Don't Use Jelly"



**BUZZ CLIP!**

**Z100 / New York - 22x**

## SoundScan Album 4 Week Sales Trend:

2,260 - 4,296 - 8,066 - 10,513 - When It's Played It Sells!

More Than 1100 Total BDS Detections • More Than 10 Million Total Listeners!

Major Rotation At:	WGRD	39x	B97	12x	K106	20x	
WHYT	67x	99X	20x	WAHC	10x	KSMB	17x
WLUM	31x	WCIL	30x	KWNZ	Add	WPST	Add 12x
Q99	26x	THE END	18x	WYCR	36x	and more	
Z100	22x	KROQ	14x	KLRZ	34x		



# VAN HALEN

## "Don't Tell Me (What Love Can Do)"

New At Rock Radio and This Week • Coming Soon To Top40 Radio!

- More Than 3000 Total BDS Detections • More Than 27 Million Total Listeners!
- #1 Most Added At Rock Radio!
- One of The Most Added At Top40 Radio!



**Stress Rotation!**



# The INSIDE PAGE

## HITMAKERS **HOT TIP**

### DIONNE FARRIS "I Know" (Columbia)

This is the song that John Ivey was yelling to everybody about before Thanksgiving. His instincts have now payed off, proving this is a hit record, and landing him a major market PD gig. This is not just a hit song we are talking about...We're talking about the birth of a great new artist. By the time this record is officially released, it will already be in heavy rotation at some of the most influential radio stations in America. As a matter of fact, you owe it to yourself to get a copy of the album and listen to it. Nobody should be surprised that this song is our #1 Most Disc-overed record this week!

## **Researching Music**

Jumping into the New Year and onto Mainstream Top40 Radio is the R.E.M. "Bang And Blame" (WARNER BROS). The album is already TRIPLE PLATNUM and this single already got the GREEN LIGHT from top PDs like TOM POLEMAN, CRUZE, RICK STACY, DON LONDON, DAVID SIMPSON, RICK GILLETTE, JEFF McCARTNEY, BRIAN BURNS, STEVE KINGSTON, and many more. GREENDAY "When I Come Around" (REPRISE) has built an impressive track record and will certainly be certified a HIT in '95. STRONG action on the CE CE PENISTON "Keep Givin' Me Your Love" (COLUMBIA), PEARL JAM "Better Man" (EPIC), and WILLI ONE BLOOD "Whiney, Whiney" (RCA). STRONG early OUT-OF-THE-BOX action on the QUEENSRYCHE "Bridge" (EMI) and VAN HALEN "Don't Tell Me (What Love Can Do)" (WB). Don't be DUMB...keep your eyes on PETE DROGE "If You Don't Love Me" (AMERICAN/REPRISE).

**ON THE STREET SIDE**...Both the IMMATURE "Constantly" (MCA) and the BRANDY "Baby" (ATLANTIC) are on their way to being BIG HITS in '95. And, remember, that both are follow-ups to BIG HITS of '94! And speaking about great follow-ups...the CRYSTAL WATERS "What I Need" (MERCURY) is crossing to Mainstream N-O-W! BROWNSTONE "If You Love Me" (MJJ/EPIC) is proving itself and accumulating new believers every day! NOTORIOUS B.I.G. "Big Papa" (BAD BOY/ARISTA) is BIG and getting BIGGER. Also growing steadily is the TLC "Red Light Special" (ARISTA) and the CORONA "Rhythm Of The Night" (EastWest). The BARRY RICHARDS Pick To Click is SOUL IV REAL "Candy Rain" (UPTOWN/MCA).

From the **ALTERNATIVE WORLD** comes word that the new COLLECTIVE SOUL "Gel" (ATLANTIC) is doing extremely well and ready for Mainstream radio. And speaking of ATLANTIC, LIZ PHAIR's "Whip-Smart" is #1 Most Disc-overed this week. OASIS "Live Forever" (EPIC) was #1 Most Added. Lots of talk about the VERUCA SALT "Number One Blind" (DGC), ENGINE KID "Breakdown" (From the TOM PETTY tribute) (BACKYARD/SCOTTI BROS), STONE ROSES "Love Spreads" (Geffen Import), and BUSH "Everything Zen" (TRAUMA/INTERSCOPE). The LISA McCARTHY Pick To Click is SONS OF ELVIS "Formaldehyde" (PRIORITY)

## **BREAKING NEWS**

**RICK THOMAS NAMED PD AT KSFM/SACRAMENTO!**

**SCOTT FEY JOINS CLIFTON'S NEW WORLD!**

**LISA WORDEN NAMED MD AT L.A.'S KROQ!**

**CHARLIE QUINN NAMED PD AT Y107/NASHVILLE!**

**JAY-BEAU JONES VP/PROG. AT WKSS/HARTFORD!**

### **ALSO IN THIS ISSUE...**

- MARK DRISCOLL Column page 9
  - Mainstream Disc-covery Club page 10
    - Programmer Of The Week page 11
      - **ALTERNATIVE WORLD** section page 15
        - HITMAKERS Interview page 18
          - **STREET SHEET** section page 22
            - PAIGE NIENABER Column page 24
              - FERGUSON/SHANDS Columns page 29
                - Ear To The Ground page 34

# TOM PETTY "You Don't Know How It Feels"

- Monitor Mainstream Chart: 15-13\* • R&R Pop Chart: #9\*!
- More Than 3800 Total BDS Detections • More Than 28 Million Total Listeners!
- SoundScan Album Chart: 11-9\* • More Than 435,000 Pieces Sold Last Two Weeks!
- SoundScan Singles Chart: #15\*!
- Album Is Double Platinum!

Late Close Out Adds Include:

WNCI WPLY KZZU WKSE WPST

Major Market Rotation At:	WKSE	24x
STAR94	28x	B94 43x
WEDJ	29x	KRBE 20x
WKBQ	25x	B97 24x
WZJM	53x	Q99 16x
99X	15x	WPLY 27x
WAHC	55x	and more



Extra Large!



Heavy!



# CANDLEBOX "COVER ME"

- SoundScan Album Chart: 38-26\* • More Than 205,000 Pieces Sold Last 2 Weeks!
- More Than 1800 Total BDS Detections • More Than 12 Million Total Listeners!
- Album Is Triple Platinum!

New At:  
KRBE  
WSPK  
KWNZ

Major Rotation At:	WHYT	10x	WZJM	16x	KC101	13x	
WRQK	66x	WKSE	19x	99X	10x	KJ103	12x
Q99	33x	WLUM	18x	WAHC	15x	and more	
B97	11x	KSMB	22x	WNKI	15x		
Z100	5x	WCIL	21x	KISF	13x		
KROQ	7x	WPST	18x	KRBE	13x		



# MADONNA "Take A Bow"

- Monitor Mainstream Chart: 8-5\* • Monitor Rhythm Crossover Chart: 16-13\*!
- SoundScan Album Chart: #19\* • More Than 280,000 Pieces Sold Last 2 Weeks!
- Album Is Double Platinum • SoundScan Singles Chart: 19-13\*!
- More Than 4000 Total BDS Detections • More Than 40 Million Total Listeners!



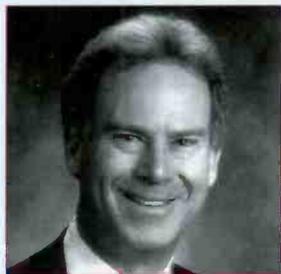
Heavy!



Extra Large!



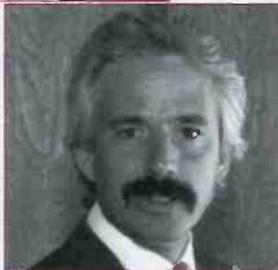
# HITMAKERS Faces & Places



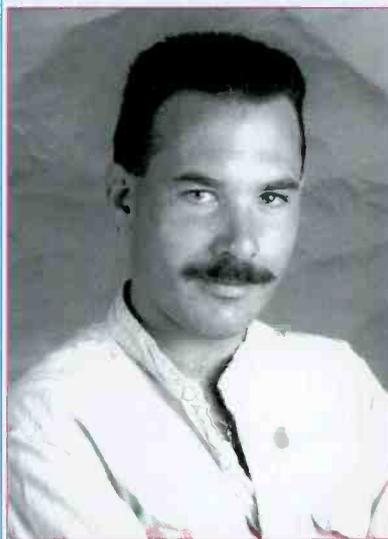
## SCOTT FEY JOINS NEW WORLD COMMUNICATIONS

Former WILD107/San Francisco GM has joined Jerry Clifton's New World Communications. "It's always been my philosophy to find and hire the best minds on the planet. Scott Fey is one of the sharpest people to ever carry a General Manager's business card - it's great to have him join our team" said New World Communications President Jerry Clifton.

Fey noted, "Jerry Clifton operates the premiere consulting firm in the industry. We are excited about adding a few more great radio stations to our already excellent client list. Having been one of Jerry's clients I know first-hand how brilliant and talented he and his team truly are." Fey most recently served as GM of KYLD, KYLZ and KSOL/San Francisco since 1990.



Scott Fey (top) and Jerry Clifton (bottom).



## KSFM NAMES THOMAS PD

KSFM/Sacramento has Rick Thomas Program Director. Thomas most recently programmed WILD107 in San Francisco. He replaces Dr. Dave Ferguson, who resigned after three years to join his family in Maryland, and to re-join WPGC/Washington.

Thomas led WILD107 from low ratings to eventually tie longtime market leader KMEL. His prior programming experience included Z90/San Diego, Y95/Phoenix, and HOT102/Milwaukee. Thomas is married and has two children.

Said Thomas: "I'm really excited about the future at KSFM. Although we're expecting an off Fall book, Dr. Dave Ferguson left a great base for me to build on. I'm looking forward to leading this team to the next level."

Rick Thomas



Vallie Consulting is pleased to announce the addition of former WEDJ/Charlotte PD Mike Donovan to the Washington, D.C.-based consultancy.



Paul Reiser (right), will host the 37th Annual GRAMMY Awards from Los Angeles' Shrine Auditorium on March 1, 1995, it was announced by Michael Greene (left), President/CEO, the National Academy of Recording Arts & Sciences, Inc.



EMI Records singer/songwriter Jon Secada took time out from his world tour to stop by the Hard Rock Cafe to participate in the Grammy Education Outreach Program. Pictured above is Jon with a few of the students from NYC Public Schools who took part in the afternoon's round-table discussion.

## Hot Sheet Publishing, Inc.

22222 Sherman Way • Suite 205 • Canoga Park, CA 91303  
818-887-3440 FAX: 818-883-1097

PUBLISHER:  
**BARRY FIEDEL**

PRESIDENT:  
**BOB GREENBERG**

SR. EDITOR/GENERAL MANAGER:  
**KEVIN CARTER**

STREET SHEET EDITOR:  
**BARRY RICHARDS**

DIRECTOR OF PRODUCTION:  
**TOMMY GRAFMAN**

Administrator:	KATHY FIEDEL
Business Affairs:	ANNE GREENBERG
Associate Director/Production:	BARBARA NEIMAN
Director/Mainstream Top40:	BOBBII HACH
Assoc. Dir./Mains:ream Top40:	SUSAN GRAFMAN
Associate Director/Street:	SALWA SCARPONE
Street Sheet Coordinator:	LARA WOODWARD
Associate Director/Alt World:	LISA MCCARTHY
Graphic Designer:	ANDY MUNITZ
Production Assistants:	PORTER B. HALL

**ALL RIGHTS RESERVED © 1994**  
All material supplied to this publication for reproduction, except where previously protected under copyright laws, becomes the property of HOT SHEET PUBLISHING, INC. No reproduction of any kind may be made from this publication without the prior written permission of the publisher. Annual subscription rate for US mail only-\$295.00 (non-refundable per year (50 Issues)).



Jerry Lembo, Columbia Records' VP/Adult Contemporary Promotions recently hosted a luncheon for several prominent New York morning show female broadcasters. For many in attendance it was the first opportunity to network with their peers. In attendance (l-r): Rasa Kaye - WLTW; Shelli Sonstein - WYNY; Phyllis Stark - Billboard; Michel Wright - WBLS; Debra Wetzel - WCBS (CBS-FM); Christine Nagy - WAXQ (Q104.3); Jessica Ettinger - WBBR; Lisa G - WQHT (HOT97); Liz White - WMXV (MIX105); Patti Steele - WHTZ (Z100); Jerry Lembo - Columbia Records; and Claire Stevens - (Formerly Z100).

# Tevin Campbell

**Monitor Crossover Chart 26-24\***  
**More Than 1200 Total BDS Detections**  
**More Than 13 Million Total Listeners**

**Early Add - KDWB 11x**

**Major Action At:**

<b>POWER106</b>	<b>30x</b>	<b>WJMN</b>	<b>29x</b>
<b>KDON</b>	<b>60x</b>	<b>KZFM</b>	<b>29x</b>
<b>KIKI</b>	<b>47x</b>	<b>B95</b>	<b>27x</b>
<b>KLUC</b>	<b>47x</b>	<b>WQVV</b>	<b>27x</b>
<b>HOT105</b>	<b>36x</b>	<b>HOT97.7</b>	<b>23x</b>
<b>Q105</b>	<b>30x</b>	<b>KQMQ</b>	<b>20x</b>

## DON'T SAY GOODBYE GIRL

The new single from I'm Ready.

Single composed by Burt Bacharach, Sally Jo Dakota, and Narada Michael Walden  
Produced and Arranged by Narada Michael Walden For Perfection Light Productions  
Management: Rhonda Byrd/Ron Weisner

In association with Bobbi Humphrey Music, Inc. ©1995 Qwest Records





# HITMAKERS

## MAINSTREAM TOP 40 DISCOVERY CLUB

1. **DIONNE FARRIS "I Know" (COLUMBIA)**
2. **SHERYL CROW "Strong Enough" (A&M)**
3. **VAN HALEN "Don't Tell Me..." (WARNER BROS.)**
4. **WILLI ONE BLOOD "Whiney, Whiney" (RCA)**
5. **R.E.M. "Bang And Blame" (WARNER BROS.)**
6. **CE CE PENISTON "Keep Givin' Me..." (COLUMBIA)**
7. **EAGLES "Love Will Keep Us Alive" (Geffen)**
8. **JAMIE WALTERS "Hold On" (ATLANTIC)**
9. **MELISSA ETHERIDGE "If I Wanted To" (ISLAND)**
10. **QUEENSRYCHE "Bridge" (EMI RECORDS)**
11. **REAL McCOY "Run Away" (ARISTA)**
12. **TLC "Creep" (LaFACE/ARISTA)**
13. **ANDRU DONALDS "Mishale" (CAPITOL)**
14. **BLESSED UNION OF SOULS "I Believe" (EMI RECORDS)**
15. **CANDLEBOX "Cover Me" (MAV./SIRE/WARNER BROS.)**
16. **COLLECTIVE SOUL "Gel" (ATLANTIC)**

# COLUMBIA RECORDS

Presents the **HITMAKERS**

## Programmer of the week



### Columbia Crusades

#### **DIONNE FARRIS**

##### **"I Know"**

The first single from WILD SEED-WILD FLOWER

"...A work of considerable substance and style...  
an accomplished and adventurous singer"  
-Robert Hilburn's "Top 10 Artist In The Class Of '94"  
The Los Angeles Times

"FARRIS' disc is a welcome debut. A+"  
-Entertainment Weekly

"Ms. FARRIS never sounds like anyone's disciple, and  
she has her own kind of spunk."  
-New York Times

KNOWING IS EVERYTHING!!  
SOME OF THOSE WHO ALREADY 'KNOW':  
**WZPL, Y107, KHFI, WPST, WFME,  
WDRE, WAHC, KRBE, B97, WAPE,  
WKSE...and more!!**

**\*MAJOR MARKET TOUR BEGINING END OF JANUARY\***

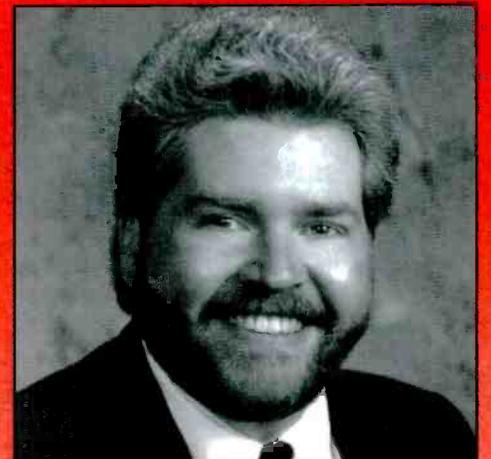
**Nominees for Issue 871.**

Vote for your choice.

1. STEVE SMITH (PD, HOT97/New York)
2. TODD CAVANAH (PD, B96/Chicago)
3. JAY STEVENS (PD, WPGC/Washington)

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

### John Ivey



**PD, KISS108/Boston**

#### **Career Highlights:**

Programmed the following radio stations-  
KLIK/Davenport, WROK &  
WZOK/Rockford, 98PXY/Rochester,  
Y107/Nashville and happy to be in  
Boston programming KISS108.

#### **Family:**

Wife Barbara and 7 year-old daughter  
Katie.

#### **Hobbies:**

Moving, Reading, Golf, and Radio

#### **Quote:**

"Work hard and love your job...I may  
take a while, but radio does pay off."

# Top40 Disc-overery Club

## **CLARKE INGRAM, PD, 98PX, Rochester**

**JAMIE WALTERS** *Hold On* (ATLANTIC) - Good Pop record, built-in appeal based on popularity of 90210.

**DIONNE FARRIS** *I Know* (COLUMBIA) - Liked it from the first listen.

**SHERYL CROW** *Strong Enough* (A&M) - Strong follow-up to *All I Wanna Do*.

**SAM PHILLIPS** *These Boots Are Made For Walking* (VIRGIN) - From the Left Field Dept.: I love it! A turntable fave.

## **BUDDY SCOTT, PD, B94, Pittsburgh**

**GREEN DAY** *When I Come Around* (REPRISE) - Good follow-up to *Basket Case*.

## **MARK LANDIS, PD, K106, Beaumont**

**COLLECTIVE SOUL** *Ge!* (ATLANTIC) - From the Jerky Boys movie, another hit from Collective Soul.

**VAN HALEN** *Don't Tell Me (What Love Can Do)* (WARNER BROS.) - Thank God, new Van Halen.

## **CHRIS TAYLOR, PD, K92, Roanoke**

**R.E.M.** *Bang And Blame* (WARNER BROS.) - They are on a roll and out of control.

**SHERYL CROW** *Strong Enough* (A&M) - I cried. It was an emotional moment...Somebody love me!

## **MIKE DANGER, MD, KCLD, St. Cloud**

**DINK** *Green Mind* (CAPITOL) - Reminds me of a cross between EMF and Nine Inch Nails.

**IMMATURE** *Constantly* (MCA) - Could be as big or bigger than *Never Lie*.

**LIVIN JOY** *Dreamer* (MCA) - Has a very Robin S. feel to it.

**JAMIE WALTERS** *Hold On* (ATLANTIC) - An artist who has definite star potential. Won five nights on our music test.

## **ROB MORRIS, APD/MD, KDWB, Minneapolis**

**TEVIN CAMPBELL** *Don't Say Goodbye Girl* (QWEST/WARNER BROS.) - He has a great track record here, especially in callout.

**PEARL JAM** *Better Man* (EPIC) - If you've got Alternative competition and you're looking for a band with a solid base, this one will work for you.

**LIVIN JOY** *Dreamer* (MCA) - Similar to Corona or Real McCoy...Has great potential.

## **MICHAEL STEELE, PD, KIXY, San Angelo**

**WILLI ONE BLOOD** *Whiney, Whiney* (RCA) - From a gigantic holiday box office smash, this song is hot!

**REAL McCOY** *Run Away* (ARISTA) - Smash!!

**COLLAGE** *Diana* (METROPOLITAN) - Great follow-up with that same hit sound.

## **RICK STACY, PD, KKFR, Phoenix**

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - Smooth with melodic overtones, which emphasize the underlying theme of musical beats, evenly spaced, creating a soothing sonic harmony. P.S. It jams!

**R.E.M.** *Bang And Blame* (WARNER BROS.) - I can hear them applauding in Athens...Georgia and Greece.

**WEEZER** *Buddy Holly* (DGC) - 'Why these homies disin' my girl, why do they have to front... 'I can certainly understand his anguish.

## **JIM ALLEN, APD/MD, KQCR, Cedar Rapids**

**DEAD EYE DICK** *Perfect Family* (ICHIBAN) - Great follow-up. This band is for real.

**HOLE** *Doll Parts* (DGC) - Getting a great female response from this.

**AIMEE MANN** *That's Just What You Are* (IMAGO) - It grows on you with each listen!

## **JIMI JAMM, MD, KQKQ, Omaha**

**SHERYL CROW** *Strong Enough* (A&M) - Tremendous female appeal. All this and looks too.

**CRYSTAL WATERS** *What I Need* (MERCURY) - Should follow the success of *100% Pure Love*.

**BLACKSTREET** *Before I Let You Go* (INTERSCOPE) - This one should have mass appeal. Don't let the sound fool you.

## **PAUL BRYANT, MD, KRBE, Houston**

**SIMPLE MINDS** *She's A River* (VIRGIN) - We first heard from these guys when *Don't You Forget About Me* was on the radio 10 years ago. 1995 - They sound better than ever.

**COUNTING CROWS** *Rain King* (DGC) - The success of *Einstein On The Beach* held this song from breaking on KRBE in '94, but *Rain King* shall reign supreme in '95.

**WILLI ONE BLOOD** *Whiney, Whiney* (RCA) - I'll admit, this didn't grab me at first, but if you listen three times, you'll get it. The movie helps too.

## **JON ZELLNER, PD, KTHT, Fresno**

**CORONA** *The Rhythm Of The Night* (EASTWEST) - Great radio record with a strong hook.

**MARTIN PAGE** *In The...* (MERCURY) - Makes a great morning show guest, and we're starting to see some phone activity.

**TLC** *Creep* (LaFACE/ARISTA) - Mega sales and strong phones across-the-board.

## **JAMES BAKER, PD, KZIO, Duluth**

**DIONNE FARRIS** *I Know* (COLUMBIA) - Smashola. You gotta love it! A fun, uptempo song for all-day play.

**CANDLEBOX** *Cover Me* (MAVERICK/SIRE/WARNER BROS.) - Did very well on our hot picks challenge. A record that we will strongly consider for airplay.

## **JUSTIN CASE, MD, KZIO, Duluth**

**DIONNE FARRIS** *I Know* (COLUMBIA) - Love those guitars!

**TOM PETTY** *You Wreck Me* (WARNER BROS.) - This one is next!

**VAN HALEN** *Don't Tell Me (What Love Can Do)* (WARNER BROS.) - It's *Pound Cake* with attitude.

## **RAY KALUSA, MD, Q106, San Diego**

**IMMATURE** *Constantly* (MCA) - Getting a lot of early phone action based on video play.

## **GARY MICHAELS, PD, Q99, Salt Lake City**

**SONS OF ELVIS** *Formaldehyde* (PRIORITY) - Gonna be big!! Crossing over from Alternative - good Pop feel.

**QUEENSRYCHE** *Bridge* (EMI RECORDS) - An absolute home run.

**VAN HALEN** *Don't Tell Me (What Love Can Do)* (WARNER BROS.) - An automatic.

## **TOM GJERDRUM, PD, STAR100.7, San Diego**

**VANESSA WILLIAMS** *The Sweetest Days* (WING/MERCURY) - Another solid work from Vanessa...Could come close to *Save The Best For Last*.

**MADONNA** *Take A Bow* (MAVERICK/SIRE/WARNER BROS.) - Might be the biggest single from this album. A female magnet.

## **DAN DEATON, PD, WAIA, Melbourne**

**JAMIE WALTERS** *Hold On* (ATLANTIC) - I think it's a hit!

**ANDRU DONALDS** *Mishale* (CAPITOL) - A hit song!

**SHERYL CROW** *Strong Enough* (A&M) - This record is strong enough to come home.

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - This song could really get the ball rolling for Ce Ce in the Mainstream.

## **DUSTY HAYES, PD/MD, WABB, Mobile**

**SHERYL CROW** *Strong Enough* (A&M) - Nice change of pace, short lyric, showcases her versatility.

**DIONNE FARRIS** *I Know* (COLUMBIA) - Good straight-ahead female Top40 record. Bridges the gap between Rock and Dance.

**PETE DROGE** *If You Don't Love Me (I'll Kill Myself)* (AMERICAN/REPRISE) - From the *Dumb And Dumber* soundtrack. Featuring on our new nightly Alternative show. The whole song is the hook.

## **BURKE ALLEN, OM, WAEV, Savannah**

**MELISSA ETHERIDGE** *If I Wanted To* (ISLAND) - Lots of press on her right now...Check out the article in Rolling Stone.

**EAGLES** *Love Will Keep Us Alive* (Geffen) - Great sound that fits our station, plus we have a show coming here soon.

**RICHARD MARX** *Nothing Left Behind Us* (CAPITOL) - Becoming an adult Top40 core artist.

## **PETE DYLAN, PD, WAHC, Columbus**

**DIONNE FARRIS** *I Know* (COLUMBIA) - Best of the new songs out there.

**SHERYL CROW** *Strong Enough* (A&M) - A strong enough follow-up.

**WILLI ONE BLOOD** *Whiney, Whiney* (RCA) - This is one of our most-requested songs...Instant phones.

**MELISSA ETHERIDGE** *If I Wanted To* (ISLAND) - Another smash for Melissa at Top40 radio.

## **DAMON COX, MD, WAPE, Jacksonville**

**DIONNE FARRIS** *I Know* (COLUMBIA) - What a great way to star out 1995. 18-34 male and female phones. Don't miss the boat!

**SHERYL CROW** *Strong Enough* (A&M) - Good follow-up, haunting tune.

## **KID KELLY, PD, WBHT, Wilkes-Barre**

**WILLI ONE BLOOD** *Whiney, Whiney* (RCA) - Don't be dumb or dumber...Play it!

**TLC** *Creep* (LaFACE/ARISTA) - I was late on this, but thanks to Uncle Jim Elliott for showing me the light.

## **DANNY OCEAN, MD, WBHT, Scranton**

**VAN HALEN** *Don't Tell Me (What Love Can Do)* (WARNER BROS.) - They are back in a big way...It rocks...Unstoppable!

**DIONNE FARRIS** *I Know* (COLUMBIA) - An emotional record that moved me.

**COLLECTIVE SOUL** *Ge!* (ATLANTIC) - This record is smokin'! There is smoke coming out of my CD player.

## **BILL KLAPROTH, PD, WDBR, Springfield**

**DIONNE FARRIS** *I Know* (COLUMBIA) - A true Top40 record.

**TLC** *Creep* (LaFACE/ARISTA) - Lots of response.

## **MICHAEL STEELE, MD, WEDJ, Charlotte**

**WILLI ONE BLOOD** *Whiney, Whiney* (RCA) - Good night record with instant familiarity.

**DIONNE FARRIS** *I Know* (COLUMBIA) - Did an in-studio interview and performance. Definite star quality here.

## **WALLY McCARTHY, PD, WKDY, Utica**

**DIONNE FARRIS** *I Know* (COLUMBIA) - My friend Dennis Reese told me this record was the shit...And I've never known Dennis to be wrong.

## **JAY BEAU JONES, PD, WKSS, Hartford**

**REAL McCOY** *Run Away* (ARISTA) - This sounds great on KISS98.7. Great uptempo dance tune.

**DIONNE FARRIS** *I Know* (COLUMBIA) - Check it out.

## **DAVE ROBBINS, PD, WNCI, Columbus**

**JON SECADA** *Mental Picture* (EMI RECORDS) - Early callout looks very strong. A hit mass appeal artist, perfect for our 18-39 female base.

**TONI BRAXTON** *I Belong To You* (LaFACE/ARISTA) - Another Toni smash - women love her.

**ANDRU DONALDS** *Mishale* (CAPITOL) - Have a great gut feeling about this - sounded great on the air during the holidays. Anticipating good research.



# 4 P.M.

## "Sukiyaki"

#7\* Monitor Mainstream Chart • #20 Monitor Crossover Chart  
#16 SoundScan Single Sales Chart

Over 2700 Top40 BDS Detections • Audience Reach: Over 25 Million

NEW AT: WKBQ, WAZY, KQKQ

### MAJOR ROTATION AT:

B94	43x	Y107	34x	KLRZ	46x	WIXX	40x
WHOT	55x	KHFI	52x	WTIC-FM	31x	KDWB	30x
WFLY	57x	KPRR	49x	WKSS	40x	KS104	58x
WNTQ	44x	KJ103	35x	KIX106	32x	KKRD	57x
KGGI	31x	KTFM	30x	WFHN	43x	KBOS	33x
Q106	41x	KHTT	45x	WWCK	36x	WILD107	36x
KJYK	33x	WVSR	32x	WSNX	49x	HOT97.7	32x
WZNY	42x	KHKS	70x	WNOK	40x	WIOQ	39x
WEDJ	43x	WNVZ	44x	WXKB	31x	KKRZ	54x
KIIS-FM	70x	K92	31x	WAPE	53x	KZZU	70x
WZYP	30x	KBFM	47x	PWR PIG	62x	KDON	37x
WWST	37x	WABB	52x	WOVV	39x	and many more...	



# cranberries

## "Zombie"



12-10\* SoundScan Album Chart • 20 -19\* Monitor Mainstream Chart  
NEW AT: KDWB, WZYP • Over 1,500 Top40 BDS Detections

### Major Rotation At:

WZJM	23x	WWCK	25x	WFLY	22x	PWR PIG	26x
WZPL	22x	WNOK	23x	WNTQ	24x	Q99	30x
HOT97	31x	WBBO	31x	WKXJ	20x	KISF	58x
KKFR	31x	KMXV	26x	WVSR	26x	WKBQ	46x
WHHY	29x	KQKQ	25x	WNVZ	45x	WSTW	22x
KJ103	20x	WPST	21x	K92	30x	WPLY	27x
KRBE	24x	WIOQ	57x	B97	40x	WBHT	26x
WABB	29x	KZZU	39x	KC101	61x	and many more...	
95XXX	25x	WAHC	53x	WKSE	20x		



# Top40 Disc-overery Club

**BUBBA BOUDREAUX, PD, WNSL, Hattiesburg**  
**CANDLEBOX** *Cover Me* (MAVERICK/SIRE/WARNER BROS.) - Too bad radio's not back to the old days. This would be a #1 record.  
**CORONA** *The Rhythm Of The Night* (EASTWEST) - Finally I believe this is a hit record.

**RAGMAN, MD, WNTQ, Syracuse**  
**PETE DROGE** *If You Don't Love Me (I'll Kill Myself)* (AMERICAN/REPRISE) - It's the best of the Dumbest soundtrack.  
**EAGLES** *Love Will Keep Us Alive* (Geffen) - Still bringing tears to my eyes after all these years.  
**PETE DROGE** *Northern Bound Train* (AMERICAN/REPRISE) - When you're done pounding the hell out of the last one, here's another one for you.

**LIZ JORDAN, APD/MD, WQGN, Groton**  
**R.E.M.** *Bang And Blame* (WARNER BROS.) - MTV has developed this song into a hit.  
**SHERYL CROW** *Strong Enough* (A&M) - A budding artist for us with much potential in '95.  
**BROWNSTONE** *If You Love Me* (MJJ/EPIC) - Tested very well here.  
**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - Core artist for us, expecting a good response from the movie.

**J.J. WRIGHT, MD, WVIC, Lansing**  
**DIONNE FARRIS** *I Know* (COLUMBIA) - The star of '95...Very adult-sounding.

**BLESSED UNION OF SOULS** *I Believe* (EMI RECORDS) - It is a fantastic ballad with a deep message.  
**VAN HALEN** *Don't Tell Me (What Love Can Do)* (WARNER BROS.) - Looks like it could go the distance...Very strong song.

**LEE ST. MICHAELS, PD, WWCK, Flint**  
**JOHN WAITE** *How Could I Have Lived Without You* (IMAGO) - This song might bring his career back.  
**DEAD EYE DICK** *Perfect Family* (ICHIBAN) - Continued quirky fun.

**DAVY CROCKETT, PD/MD, WYCR, York**  
**QUEENSRYCHE** *Bridge* (EMI RECORDS) - One of the more Mainstream songs from them that will work.  
**EAGLES** *Love Will Keep Us Alive* (Geffen) - It's the Eagles. What can you say?  
**DIONNE FARRIS** *I Know* (COLUMBIA) - I just love it! I know it's a hit.

**BIG DAVE, MD, WZJM, Cleveland**  
**R.E.M.** *Bang And Blame* (WARNER BROS.) - Picks up where *Losing My Religion* left off.  
**BOYZ II MEN** *Thank You* (MOTOWN) - Harmonies out the wazoo. Reminds me a lot of Skillz mid-tempo, R&B record.

**TOM GARRETT, PD, WZOK, Rockford**  
**SHERYL CROW** *Strong Enough* (A&M) - Instantly recognizable song.

**WEEZER** *Buddy Holly* (DGC) - Sales went through the roof.  
**QUEENSRYCHE** *Bridge* (EMI RECORDS) - A cool, textured song.

**TOMMY FRANK, APD/MD, WZOQ, Lima**  
**MELISSA ETHERIDGE** *If I Wanted To* (ISLAND) - It's smokin'!  
**BLESSED UNION OF SOULS** *I Believe* (EMI RECORDS) - This is a great-sounding record on the air, already getting response.  
**DIONNE FARRIS** *I Know* (COLUMBIA) - Already on the air and sounds great...Very mass-appeal.

**TOM PEACE, MD, Y107, Nashville**  
**REAL McCOY** *Run Away* (ARISTA) - Another runaway smash.  
**WHIGFIELD** *Saturday Night* (CURB) - Another European Pop import to keep your eyes on.  
**PATTY SMYTH** *Look What Love Has Done* (MCA) - Good solid midday record.

**JOE LARSON, PD, Z104, Madison**  
**GREEN DAY** *When I Come Around* (REPRISE) - Simply a smash. A very cool record.  
**DIONNE FARRIS** *I Know* (COLUMBIA) - She will do very well here with the familiar background sound.



Recently, the soundtrack "Dirty Dancing," as well as "More Dirty Dancing," were re-certified to account for continuing sales. "Dirty Dancing" was re-certified as 11 times platinum, while "More Dirty Dancing" was re-certified as quadruple platinum. Presenting a new plaque to the Exec. Prod. for both soundtracks, Jimmy Jenner (second from left), are from l-r: Randy Goodman, GM/Sr. VP, RCA Nashville Labels Group; Strauss Zelnick, Pres./CEO, BMG Ent. North America; and Joe Galante, Pres., RCA Records Label.



No one had any shame in getting their groove on during a recent party for the New York premiere of Keenen Ivory Wayans' film *A Low Down Dirty Shame* at the Palladium. Keenen Ivory Wayans (center) takes a moment to thank record label executives Barry Weiss, (left), Sr. VP/GM, Jive Records and Paul Kremen, (right), Director A&R/Soundtracks Hollywood Records for their endless work on the soundtrack to his hit movie.



London recording artists Salt-N-Pepa are testament that good things come in threes - the hip hop divas received triple platinum certification for their CD *VERY NECESSARY* and culled three nominations from the American Music Awards. Pictured (l-r): Dee Dee "Spinderella" Roper; Cheryl "Salt" James; Sandi "Pepa" Denton; and Peter Koepke, President, London Records.



Executives of Epic Records and Sony 550 Music present video director Tarsem with a gold album plaque commemorating sales of more than 500,000 copies of the Sony 550 album *DEEP FOREST*. Pictured (l-r): Brenda Hazell, Product Manager, Epic; Scott Spanjich, VP/Video Production, Epic; Tarsem; and Hilary Lerner-Shaev, VP/Pop & Video Promotion, Sony 550 Music.



# ALTERNATIVE WORLD™



## MOST DISCOVERED COMMERCIAL ALTERNATIVE

- LIZ PHAIR**  
"Whip Smart" (MATADOR ATLANTIC)
- COLLECTIVE SOUL**  
"Gel" (ATLANTIC)
- ENGINE KID**  
"Breakdown" (BACKYARD RECORDS/SCOTTI BROS.)
- STONE ROSES**  
"Love Spreads" (Geffen)
- ELECTRAFIXION**  
"Zephyr" (WEA IMPORT)
- OASIS**  
"Live Forever" (EPIC)
- cranberries**  
"Ode To My Family" (ISLAND)
- ASS PONYS**  
"Little Bastard" (A&M)
- BUSH**  
"Everything Zen" (TRAUMA/INTERSCOPE/A.G.)
- POTISHEAD**  
"Sour Times" (GO! DISCS/LONDON)

## MOST DISCOVERED SPECIALTY SHOWS

- BETTIE SERVEERT**  
"Ray Ray Rain" (MATADOR/ATLANTIC)
- SONS OF ELVIS**  
"Formaldehyde" (PRIORITY)
- THE BLACK WATCH**  
"Whatever You Need" (ZERO HOUR)
- CAUSE & EFFECT**  
"Inside Out" (ZOO ENTERTAINMENT)
- DEAD EYE DICK**  
"Perfect Family" (ICHIBAN)
- EGGSTONE**  
"The Cog" (CRITIQUE)
- MOTHER MAY I**  
"Poison Dart & Birthday Wish" (CHAOS)
- VERUCA SALT**  
"Number One Blind" (DGC)
- UNDERWORLD**  
"Cowgirl" (WAXTRAX/TVT)
- EVERCLEAR**  
"American Girl" (BACKYARD/SCOTTI BROS.)

## AS THE ALTERNATIVE WORLD TURNS... HELLO EVERYONE IN ALTERNATIVE LAND!

I hope everyone had a safe and happy Holiday Season and that you got everything you wished for and more!

The industry is buzzing with the news of Lisa Worden being named as the new Music Director for KROQ in Los Angeles. Many congratulations go out to her and to KROQ in wisely choosing her to fill those ever so important shoes.

### WHAT'S HAPPENING IN RADIO LAND?

#### RANCID Roots Radical (EPITAPH)

The buzz is certainly building on this band. This week it was added to the playlist at WMMS, KBBT and WEQX. With 34 stations on it already, it is certainly one to watch for.

#### SONS OF ELVIS Formaldehyde (PRIORITY)

This song was #2 Most Disc-overed this week in the Alternative Specialty Shows. It has a great sound that will appeal to your audience after just a couple of spins. With crunchy guitars complimented by acoustic guitars and great vocals, it's sure to be a hit!

#### STONE ROSES Love Spreads (Geffen)

After a 5 year wait for a new album from these guys, this single was well worth the wait. Currently in power rotation at WHTG, and getting hot-hot phones on KTEG it's sure to be one to watch

#### LIZ PHAIR Whip Smart (MATADOR)

#1 This week in the **HITMAKERS** Most Disc-overed Commercial chart. Sherman Cohen, says "We just added it, and I like the message behind the lyrics" This song shows her range. Gary Shoenwetter, MD, at WEQX says "It's the hit off the album."

#### ELECTRAFIXION Zephyr (WEA IMPORT)

The buzz is building on this song. Be on the lookout for it!

#### COLLECTIVE SOUL Gel (ATLANTIC/A.G.)

One of the most added this week. Doug Kubinski APD/MD at WMMS says "It's a great tune. Be sure to give it a listen, you'll think it's great too!"

#### OASIS Live Forever (EPIC)

This song is the #1 Most Added this week on the R&R chart, with 23 adds this week you know it's hot!

#### ASS PONYS Little Bastard (A&M)

Sandy Horowitz, PD, at WWDX said it best "This song has more hooks than a frickin' meat locker. 'Nuff said!"

*Lisa McCarthy*



## RADIO START YOUR ENGINES!

# engine ★ kid

FROM THE TOM PETTY TRIBUTE  
"YOU GOT LUCKY"

Going For Adds January 16th

BACKYARD  
records





# ALTERNATIVE DISC-OVERY CLUB®

**KERRY GRAY, PD, CKEY, Niagara Falls**  
**EVERCLEAR** *American Girl* (BACKYARD/SCOTTI BROS.) - I like this song.  
**PIZZACATO 5** *Baby Love* (MATADOR) - Kind of trippy. This song is all the things make a radio station flavorful.  
**DAVE MATHEWS BAND** *What Would You Say* (RCA) - I like it - pretty hippy-ish sound to it.  
**DINOSAUR JR.** *I Don't Think So* (REPRISE) - It's got a great sound!  
**FLAMING LIPS** *She Don't Use Jelly* (WARNER BROS.) - The sound is infectious. Hanging on the telephone.  
**ROB DESHAY, PD, KAVS, Lancaster**  
**SAM PHILLIPS** *These Boots Are Made For Walking* (COLUMBIA) - Another fabulous cover tune. Phillips and producer/husband T Bone Burnett do it justice and then some. A can't-miss attention-getter.  
**KITCHENS OF DISTINCTION** *Now It's Time To Say Goodbye* (A&M) - Reviews of this song will inevitably refer to it as soaring. It's true it is soaring and not only that, it's damn lovely too!  
**NIRVANA** *The Man Who Sold The World* (DGC) - Yes, another cover song! Point is this is a great song no matter who does it.  
**CHRIS SQUIRES, PD, KDJK, Oakdale**  
**BUSH** *Everything Zen* (TRAUMA/INTERSCOPE/A.G.) - My asshole brother really likes this.  
**PORTISHEAD** *Sour Times* (LONDON) - This song is something I notice because it's so sexy and different.  
**R.E.M.** *Crush With Eyeliner* (WARNER BROS.) - How can you go wrong with R.E.M.?  
**ROGER THE DODGER, PD, KLZR, Lawrence**  
**ASS PONYS** *Little Bastard* (A&M) - Don't hesitate! David Letterman says, 'You can sell anything with the word ass in it.' I believe it! It works!  
**ELECTRIFIXION** *Zephyr* (WEA IMPORT) - If you can find it, play it!  
**BUILT TO SPILL** *Big Dipper* (UP) - Finally starting to pick up for us.  
**DINK** *Green Mind* (CAPITOL) - Really starting to work for us.  
**WATCH OUT FOR PAW! IT'S GONNA SMOKE!**  
**CHRIS 'Rip' EWING, MD, KRZQ, Reno**  
**OASIS** *Live Forever* (EPIC) - Stoney and groovy.  
**LIZ PHAIR** *Whip Smart* (MATADOR/ATLANTIC) - Kinda got a funky groove.  
**ENGINE KID** *Breakdown* (BACKYARD/SCOTTI BROS.) - I love it - hope they took the solo out.  
**JOHN HAYES, PD, KTCL, Ft. Collins**  
**ELECTRIFIXION** *Zephyr* (WEA IMPORT) - We just put this one in and I like it!  
**ASS PONYS** *Little Bastard* (A&M) - This is very good!  
**LIZ PHAIR** *Whip Smart* (MATADOR/ATLANTIC) - Working very well for us!  
**SCOTT STRUBER, MD, KTEG, Albuquerque**

**DEAD EYE DICK** *New Age Girl* (ICHIBAN) - Sales are great! People dig it. #1 phones for three weeks in a row. It's a great tune and after all, Albuquerque deserves it.  
**GREEN DAY** *When I Come Around* (REPRISE) - We get requests every hour!  
**STONE ROSES** *Love Spreads* (Geffen Import) - #3 phones. Five years is too long to wait for a new album from these guys.  
**BAD RELIGION** *21st Century (Digital Boy)* (ATLANTIC) - Really big here! People just dig it.  
**KEVIN KLINE, MD, KTOZ, Springfield**  
**RAGE AGAINST THE MACHINE** *Year Of The Boomerang* (550 MUSIC/EPIC) - I love this!  
**COLLECTIVE SOUL** *Gel* (ATLANTIC) - Gonna be a big hit for them!  
**TYPE O NEGATIVE** *Black No. 1* (ROADRUNNER) - We spun it once and had phones for 30 minutes.  
**ENGINE KID** *Breakdown* (BACKYARD/SCOTTI BROS.) - Just added it into light rotation yesterday.  
**DOUG CLIFTON, PD, KXPX, Denver**  
**STONE ROSES** *Love Spreads* (Geffen Import) - It sounds strong on the radio.  
**LIVE** *I Alone* (MCA) - Getting great phones.  
**AIMEE MANN** *That's Just What You Are* (IMAGO) - Getting good phones.  
**cranberries** *Ode To My Family* (ISLAND) - Selling very well. Continues to be strong. We are also playing 21.  
**TODD SNIDER** *Talkin' Seattle Grunge Rock Blues* (MCA) - Really big right now!  
**DAVE MATHEWS BAND** *What Would You Say* (RCA) - Retail is kicking in real strong.  
**GARY SCHOENWETTER, MD, WEQX, Manchester**  
**LIZ PHAIR** *Whip Smart* (MATADOR/ATLANTIC) - This is the hit off the album. We're getting strong initial phones.  
**RUSTED ROOT** *Send Me On My Way* (MERCURY) - The Alternative end of Hippie Rock. Could be the Blind Melon of '95. It's got a very cool Hippie groove to it!  
**ENGINE KID** *Breakdown* (BACKYARD/SCOTTI BROS.) - We like it.  
**WEEN** *Voo Doo Lady* (ELEKTRA) - Top 5 phones for over two months. Generating strong sales. Novelty song with longevity.  
**TOMMY WILDE, MD, WLUM, Milwaukee**  
**DINK** *Green Mind* (CAPITOL) - We opened it up to daytime and it's just taking off.  
**MURMURS** *All I Need To Know* (MCA) - I like it a lot. A little fuller sound than You Suck.  
**DOUG KUBINSKI, APD/MD, WMMS, Cleveland**  
**BUSH** *Everything Zen* (TRAUMA/INTERSCOPE/A.G.) - It's really doing well.  
**SMASHING ORANGE** *The Way That I Love You* (MCA) - Sounds just like The Doors. Pretty cool!

**COLLECTIVE SOUL** *Gel* (ATLANTIC) - Great tune.  
**RANCID** *Roots Radical* (EPITAPH) - It works! It's a great tune.  
**HEATHER LOSE, MD, WRLG, Nashville**  
**LIZ PHAIR** *Whip Smart* (MATADOR/ATLANTIC) - Sounds really good to me.  
**cranberries** *Ode To My Family* (ISLAND) - It's growing.  
**LIVE** *Tomorrow Wendy* (I.R.S.) - On the compilation, *STILL IN HOLLYWOOD*. Absolutely chilling. Just started spiking it!  
**CHRIS BLADE, PD, WROX, Norfolk**  
**ELECTRIFIXION** *Zephyr* (WEA IMPORT) - Good to see Ian McCulloch and Wil Seargant back together. Starting to gain good phones.  
**SIOUXSIE & THE BANSHEES** *Oh Baby* (Geffen) - We just added it.  
**SANDY HOROWITZ, PD, WWDX, E. Lansing**  
**ASS PONYS** *Little Bastard* (A&M) - Totally digging this! More hooks than a fricken meat locker.  
**PORTISHEAD** *Sour Times* (LONDON) - Happening big time!  
**SHERMAN COHEN, PD, XHRM, San Diego**  
**LIZ PHAIR** *Whip Smart* (MATADOR/ATLANTIC) - Just added it. I like the message behind the lyrics.  
**OASIS** *Live Forever* (EPIC) - We're playing this. Very Pop and Beatlesque.  
**CAUSE & EFFECT** *Inside Out* (ZOO) - This song took off for us.  
**COLLECTIVE SOUL** *Gel* (ATLANTIC) - Up and melodic. Lifts you up and makes you feel good.  
**LIVE** *Light My Crashes* (MCA) - Strong new ballad off the album. Should be an out of the box add.  
**SARAH McLACHLAN** *Hold On* (ARISTA) - The remix improved the song.  
**cranberries** *Ode To My Family* (ISLAND) - What can you say about these guys that hasn't been said.  
**PORTISHEAD** *Sour Times* (LONDON) - Getting lots of requests.  
**BRYNN CAPELLA, APD, XHRM, San Diego**  
**LIZ PHAIR** *Whip Smart* (MATADOR/ATLANTIC) - Just added it. It's a different sound than *Supernova*. It's a Hippie Pop fun song. I really shows her range.  
**COLLECTIVE SOUL** *Gel* (ATLANTIC) - It's from the Jerky Boys soundtrack. Sounds really good on the air. Definitely will show that they have longevity.  
**OASIS** *Live Forever* (EPIC) - We just added it. Something that stands out. They seem like the Beatles of the '90s.  
**THROWING MUSES** *Bright Yellow Gun* (SIRE/REPRISE) - Really good female vocals. Very uptempo, has a cool beat.  
**STONE ROSES** *Love Spreads* (Geffen Import) - I like it and I love the vocals!



The WMMS buzzards recently gave a great reception to Dr. Judy Kuriansky. (L to R) Heidi Kramer, Sue Tyler, Doug Kubinski, Lou Santini, Gaye Ramstrom, of WMMS, Dr. Judy Kuriansky, John Gorman and Jennifer Wyld of WMMS.



Hanging out at KROQ's "Almost" Acoustic Christmas are (L-R) Rodney Bingenheimer of KROQ, Sheryl Crow, Jed The Fish of KROQ and Kevin Weatherly Program Director of KROQ.



# ALTERNATIVE SPECIALTY SHOWS<sup>®</sup>

**JEFF CLARK**, *Air Personality*, 99X, Atlanta

**BRENDA KAHN** *Faith Salons* (CHAOS) - Darkly poetic and mesmerizing. Brenda Kahn paints a picture of life in New York City as well as any of the masters of the past like Lou Reed or Patty Smith.

**BABYFAT** *Benton* (SISTER RUBY) - It's a rough basic power Pop female heavy, catchy and delightful.

**ARMIDA SANTA CRUZ**, *Alt. Show Producer*, KIOT, Santa Fe

**BETTIE SERVEERT** *Ray Ray Rain* (MATADOR/ATLANTIC) - Frisky, spunky vocals in a fresh guitar mix...A great 'happy new year' gift from the Netherlands! A sparkler.

**STONE ROSES** *Love Spreads* (Geffen Import) - In-your-face Rock...A solid tour de force. We waited this long and the wait was worth while.

**COLLECTIVE SOUL** *Gel* (ATLANTIC) - Groovin' funky swingin' rhythm. This rocks good, baby!

**MOTHER MAY I** *Poison Dart & Birthday Wish* (CHAOS) - Crunchy and Poppy, well-composed, well-arranged Rock. (And these dudes totally kill on stage...Excellent live show!)

**THE OCCULT MORPHINAS** *Oh Jane & Starchild* (K) - From the *BEWITCHED & CRUCIFIED* EP CD. Psychedelic Pop. Lyrics are powerful throughout and the musical backing holds up. Overall strong delivery.

**JEFF PETERSON**, *Alt. Show Producer*, KLZR, Lawrence

**THE BLACK WATCH** *Whatever You Need* (ZERO HOUR) - Great Pop song with a violin player that really makes the song work. They're on a new label...worth checking out.

**SONS OF ELVIS** *Formaldehyde* (PRIORITY) - Another great Rock song with a backing acoustic guitar. Looking forward to hearing the full-length CD.

**THE CAULFIELDS** *Devil's Diary* (A&M) - Very catchy song with vocals sounding a bit like early Joe Jackson. Infectious.

**BETTIE SERVEERT** *Ray Ray Rain* (MATADOR/ATLANTIC) - Production on this song is pretty polished, but I like the guitar hook and the vocals. It's amazingly beautiful.

**POLO IDAHO**, *Air Personality*, KQEX, Fortuna

**PORTISHEAD** *Sour Times* (LONDON) - Dance music for the sedentary...Renegade soundwaves well into hypnotic stoner jams, haunting dub ballads, and freaky spy themes.

**UNDERWORLD** *Cowgirl* (WAXTRAX/TVT) - *Cowgirl*, *Dirty Epic* and *Skyscraper*. Elegant guitar work, Pop rock rhythm, loopy grooves and computer wizardry, turning techno into a Rock & Roll experience.

**CHRIS CONNELLY** *Candyman Collapse* (WAXTRAX/TVT) - *Candyman Collapse*, *Meridian Afterburn* and *Vodo Murmur*. Mystical modern mood music, echoing vintage Bowie with a 21st century twist.

**RODNEY BINGENHEIMER**, *Air Personality*, KROQ, Los Angeles

**OASIS** *Whatever* (IMPORT CREATION) - Imagine The Beatles 1968 backing Oasis. This is totally

amazing. *Godhead* already declared the best song ever written by the English press. Six minutes long. Also check out: *(It's Good) To Be Free*. It's very Alternative format. Give a listen to *Half The World* and *Slide Away*.

**MY LIFE STORY** *Mornington Crescent* (MOTHER TONGUE) - This is very Mark Almond, very English. The best cuts: *You Don't Sparkle (In My Eyes)*, *Penthouse In The Basement* and *Motorcade*.

**THE ODD NUMBER** *Autumn Leaves* (819) - The album is called *RETROFITTED FOR TODAY*. The band is from San Jose. Very mod three-piece band. Check out *Something New*, *All Summer Long*, *What Love Is?* and *Sometimes Girl*.

**MICHAEL HAYES**, *Alt. Show Producer*, KWOD, Sacramento

**DEEP FOREST** *Martha* (COLUMBIA) - This one touched my heart the instant I first heard it. An absolutely amazing combination of sequencing, sampling, and vocal integration by Eric Mouquet and Michel Sanchez. Close your eyes and let this one absorb you into an ambient groove. But be careful because it's paralyzing. You can find it as track nine on the *Pret-A-Porter* soundtrack.

**CAUSE & EFFECT** *Inside Out* (ZOO) - No local bias here! After seeing the band perform acoustically in San Diego for the Flash's Christmas concert, I've gained a whole new respect for the trio. Rowe, Milo, and Shepherd work well together. If you've heard this track (their latest single), you'll know exactly what I mean. Give it a spin!

**ENCHANTED** *Enchanted* (RCA) - A very dreamy song with a slowed down bassline and full of strings. What compliments this one well are the chants of the church choir of the Abbey of Mt. Angel, which are spread throughout. It's perfect for my show.

**SAT BISLA**, *Alt. Personality*, RADIO LONDON, Fresno

**A HOUSE** *Here Come The Good Times* (PARLOPHONE, U.K.) - This track is perfect for the holiday season. Sounds very festive, joyous and quite spontaneous. A House bring out this pleasant CD5 that features three other happy-go-lucky tunes. This latest project has a touch of a classic Rock feel with a twist of the psychedelic '60s...Yet, somehow manage to deliver a '90s Alternative edge.

**BROON** *EGOISM LP* (HARVEST/EMI, GERMANY) - Andreas Bruhn delivers his second solo album since his departure from Sisters Of Mercy. The album packs 12 tracks each with its own unique personality. If you're a fan of Gothic Rock (Xymox, Sisters Of Mercy, Bauhaus, etc.) you'll thoroughly enjoy this album. Check out *Falling*, *Leave Me If You Can*, *Black October* and *Wasted Years*. The first album was produced by Chris Tsangrides (Depeche Mode, Sisters Of Mercy), however, this latest effort exploits Andreas Bruhn's own talent as a musician and producer.

**RIDE** *I Don't Know Where It Comes From* (CREATION, U.K.) - This is the remix EP from Ride that is quite different from some of their previous work. All three tracks are ambient mixes of *I Don't*

*Know Where It Comes From*, *Moonlight Medicine*, and *A Journey To The End Of The Universe*. Probably not something you're going to get massive phones on, however, it'll come in handy when you're home at night star gazing like a space cadet!

**INTERNATIONAL CHRYSYS** *Rebel, Rebel* (PWL, U.K.) - Yes, we really have had quite a few international crisis that have been botched up by your elected representatives. However, this is the new band formed by Pete Burns (frontman for Dead Or Alive) and it looks like it could spark his career once again. Yes, *Rebel, Rebel* is a remake of the David Bowie classic. This is a Pop-sounding track that also delivers an edgy feel, especially with the sample from *The Cutter* by Echo And The Bunnymen. In essence, if you're a Dead Or Alive, David Bowie or Echo And The Bunnymen fan you will definitely find something that you like about this record.

**BILL HANSON**, *Alt. Show Producer*, WHTF-FM, York

**FLAMING LIPS** *She Don't Use Jelly* (WARNER BROS.) - After several false starts it's finally a hit. It's good to see the Lips get their due.

**DEAD EYE DICK** *Perfect Family* (ICHIBAN) - This track should be their follow-up in my opinion.

**EVERCLEAR** *American Girl* (BACKYARD/SCOTTI BROS.) - Considering that Petty's work seems to be loved by all, I'm at a loss to explain why this tribute CD hasn't taken off. It was the best tribute effort released in '94.

**OFFSPRING** *Gotta Get Away* (EPITAPH) - I did a club gig the other night and I played little else but cuts off of this CD. They are beyond huge right now.

**SUGAR** *Believe What You're Saying* (RYKODISC) - One of the 10 best songs of the year.

**ROB WELDON, MC, WHY?, Detroit**

**BY GODZO** *Like A Prayer* (SIRE) - It's the B-side to *On The Run* from 1992. With the turn of the year upon us, it's time to go forward into the past. For fun we started playing this Madonna remake and it exploded. It's become our #4 most requested song.

**EGGSTONE** *The Dog* (CRITIQUE) - Actually this is not the best song on the CD, but this is the one CRITIQUE is going with. You would probably do better with any of the first five tracks. I'm hearing '70s psychedelia with Simon Le Bon. As our APD says, 'It rocks dude!'

**KEN ZIPETO**, *Planet M Producer*, WMMR, Philadelphia

**OASIS** *Live Forever* (EPIC) - Oh boy! These guys really cook. I see a vision of greatness.

**VERUCA SALT** *Number One Blind* (DGC) - A great follow-up to *Seether*. In fact, the whole record is just full of tasty treats.

**SONS OF ELVIS** *Formaldehyde* (PRIORITY) - Any son of the King is fine with me, I'll buy it. My eighth grade Bio teacher called me and said he loves it.

PLEASE DON'T FORGET TO FAX IN YOUR  
DISCOVERIES BY MONDAY 12:00PM

# BOB PERRY

PD, HOT97.7/San Jose  
by KEVIN CARTER

Photo Credit: Fred Moayed/Creative Visions, San Jose

## WHO WOULD YOU CONSIDER TO BE YOUR RADIO MENTOR?

Actually, I studied many brilliant thinkers outside of the radio business and I applied their strategic thinking to radio programming. Authors such as Al Ries and Jack Trout, Harvey Mackay, David Rogers, and Wess Roberts. Radio mentors would be Don Kelly, who I worked with in the consulting business. I learned a great deal from him about consulting radio stations. Also, Lee Randall, who is a consultant in Texas. He was the first guy to teach me how to get out of the office and get into the street, and find out what the audience really wants on the radio.

## THAT WAS KIND OF A NOVEL CONCEPT BACK THEN.

Yes it is, and to a certain extent I think it still is.

## WHY DO YOU THINK IT'S STILL THAT WAY?

I think a lot of people in programming and management still allow their pre-conceived notions and attitudes, as well as their personal tastes and personal agendas to control what's coming out of the speakers.

## DO YOU THINK THERE'S A DISPARITY BETWEEN STATIONS TALKING ABOUT BEING IN THE STREETS AND ACTUALLY BEING OUT THERE?

I think a lot of people talk about being out in the street and being in touch with their audience and they want to think that they are but they're really not.

## WHAT KIND OF MISTAKES DO YOU SEE BEING MADE BY RADIO STATIONS? MAYBE THINGS YOU HAD TO LEARN THE HARD WAY?

I don't want it to sound like I'm sitting on top of the 'Big Radio Mountain' bringing down the tablets of the Ten Commandments of Programming, because frankly I don't know anything. My job is to simply go out and find out what the listeners want and give it to them, and that's basically how I approach my job every day with a fresh attitude, open mind and open ears. Trust me: What worked back in 1989 sure as hell is not working today. To answer your other question - It's very simple stuff. Too many radio stations playing the wrong records, playing the 'industry hits' and playing what they like and what the other people in the building like and ignoring what the audience really wants on the radio. Secondly, I hear lots of promotions that listeners don't care about.

## 'TIS THE SEASON FOR MAJOR CLIENT BUTT-KISSING.

That too. But I hear programming

promotions, morning show bits, publicity stunts, promos, sweepers, and I know somewhere there must be a GM, a program director or a sales manager who thinks this is the great thing ever, but after having talked to the listeners who love this format think it's stupid and boring. Too many promotions, music and marketing decisions are made that are not focused on the interests of the target audience. To put it simply, gain an intimate knowledge of your audience and play to their likes and dislikes.

## DO YOU THINK THE MANAGEMENT AND PERSONALITIES OF STATION X ARE NOT NECESSARILY LIVING THE LIFESTYLE OF THEIR TARGET AUDIENCE?

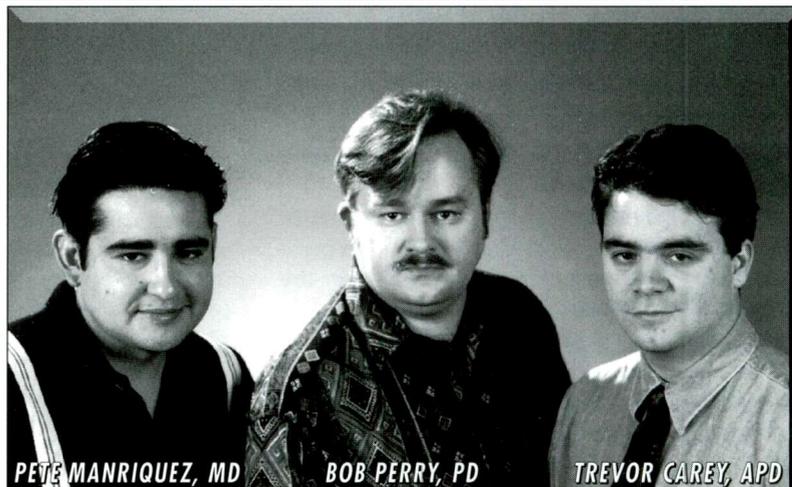
I think the real answer is that it takes a great deal of discipline and focus to resist the opinions and attitudes of radio people inside the building. I still, to this day, have to constantly remind myself, "Wait a minute...these are radio and record people that are talking about this set of records, that are talking about these promotional ideas, that think these particular morning show bits are funny." I have to constantly ask myself, "Does my audience, real people who have never, ever been inside a radio station, who could care less about the radio business, do they really find these records, ideas, promotions, morning show bits funny?" To some programmers, it certainly helps to live the lifestyle of the audience. It helps a lot actually, and I've been accused of doing that,

**"A lot of people talk about being in touch with their audience... but they're really not."**

but I've known people in the radio business who live the lifestyle of the listener but still don't get it, because they're blinded by their own attitudes, their own personal tastes, and ideas that might have worked in radio 10 years ago. You really have to put on a focused attitude and you have to constantly remind yourself are you really in touch with what your target audience wants. That focus never stops, because when you're inside that radio station the pressure is constant, and it becomes very easy to lose sight of what the audience wants and to get excited about what people in the building want.

## INSIDE THE RADIO STATION IT'S STILL 'SHOW BUSINESS.'

Absolutely. I see a lot of stations focusing time and energy on things that excite other radio people and not focusing that time and energy on what really turns on their audience. Also at



many stations, music decisions are being dictated by the personal tastes of people inside the building, which is a shortcut to disaster. Remember, everything you say or play must be focused on the interests of your target audience.

## LET'S TALK ABOUT TARGET AUDIENCE. YOU HAVE THE UNIQUE EXPERIENCE OF HAVING BEEN SUCCESSFUL AT PROGRAMMING PRIMARILY IN HISPANIC-BASED MARKETS. WHAT UNIQUE SET OF CHALLENGES DOES THAT PRESENT?

My home town was Baton Rouge, LA, which is about as Hispanic as an artichoke...My first programming job was in an extremely Hispanic market—McAllen-Brownsville, Texas, which officially is 90% Hispanic, so working in Hispanic markets was quite different than my own personal

fortunate and so far I've programmed or consulted seven #1 Top40 stations.

## GIVE US A QUICK LIST OF THE STATIONS LEADING UP TO HOT97.7.

After KRGV I went to POWER102 in El Paso, which was an exciting opportunity for me. There were three Top40s in the market, and we were able to take the station from a four to a 13 share in just two books.

From there I went to KTFM in San Antonio, another three-way Top40 race. We were able to take KTFM from a five to the 10-share range. We always had impressive adult demos, first or second 18-34, and we actually got it as high as #3 25-54 after blowing the other two Top40 competitors out of the market. During my time at KTFM I was also partnered with Don Kelly, so while I was programming KTFM I was also consulting other stations on the side, one of which was POWER92 in Phoenix where I was very involved in another three-way Top40 race against some big players: Nationwide's KZZP and Eden's Y95. I was also consulting KZFM in Corpus Christi and I was able to sign on a new Top40 in Fresno called POWER102, which in its first six months beat its main competitor in both Arbitron and Birch. What was so fun about that experience is the entire presentation of the radio station - music, promo's, and sweepers were done secretly at KTFM. Nobody knew it was coming.

## IT WAS LIKE 'RADIO STATION IN A BOX?' YOU JUST SHIPPED THE WHOLE THING THERE?

That's right. Actually I flew to Fresno and spent nights and days walking through shopping malls and night clubs and neighborhoods talking to people about radio and records. I took that information back to KTFM, and we planned the radio station based on what we had heard in the street. We collected all the music, cut the promos, the sweepers, artist liners - and two days after Christmas I flew to Fresno with all this carry-on baggage containing all of this stuff necessary to sign on a radio station. After that I find myself at HOT97.7 in San Jose.

## YOU WERE WAY OUT OF YOUR COMFORT ZONE THERE.

Severely, and I found that's one of the best ways to make yourself learn something is to force yourself out of that comfort zone. KRGV was a very interesting experience. We were the last AM Top40 station in America to be #1 in a medium market, and we were able to hang on to that until 1986 when most AM stations had already died. From there I've been really

**YOU'VE BEEN THERE EXACTLY ONE YEAR...WHAT CHANGES HAVE YOU SEEN IN THE MARKET SINCE YOU ARRIVED?**

This would have to be one of the toughest Top40 fights in the country because we have another three-way Top40 race. What makes San Jose so unique is its relationship with San Francisco. The two cities are only 40 miles apart, and while San Jose has its own Arbitron report, we're market #30, people in San Jose also participate in the San Francisco Arbitron. Over one-third of the rating diaries for the San Francisco Arbitron actually come from people in San Jose.

**THOSE STATIONS PENETRATE THE SOUTH BAY VERY EFFECTIVELY.**

Very much so, and because of that both San Francisco Top40s - WILD107 and KMEL - especially WILD, spend a lot of time in our streets competing directly with HOT97.7. For the last several months WILD has basically been a San Jose radio station. Everything on that station with the exception of the I.D. was San Jose, and I think frankly they discovered that maybe they spent too much time in San Jose and it backfired in their face and cost them in San Francisco.

**SO YOU FEEL THEY WEREN'T ATTENTIVE ENOUGH TO THEIR HOME TURF?**

The strategy obviously was to take enough diaries out of San Jose to inflate their San Francisco numbers to help them in their fight against KMEL. What prevented them from doing that was HOT97.7. In order for that strategy to work they would have to come into San Jose and kill HOT97.7 and that just didn't happen. We were able to meet them head-on and beat them in San Jose, even though their budgets and resources far surpassed what we had.

**YOU'RE ALSO AT A STRATEGIC DISADVANTAGE IN THAT YOUR CLASS A SIGNAL DOES NOT PENETRATE THE SAN FRANCISCO MARKET. YOU ARE FORCED TO FIGHT PRIMARILY A DEFENSIVE BATTLE.**

That is correct. I think the fallacy in their strategy is they thought they could win both San Jose and San Francisco at the same time, and they can't do that unless the San Jose station is screwed up, and it's not. Actually it turns into an advantage to us because everything on our station was focused on San Jose, whether it be marketing, positioning statements, morning show content, night club promotions, requests and dedications, street appearances - everything on this station is San Jose. They still had to do San Francisco and Oakland-targeted stuff, whether it be commercials, traffic reports, promotions, etc. Every time they stopped down and talked about San Francisco we were talking about San Jose, and that's what prevented that strategy from working.

**PEOPLE SOMETIMES TEND TO**

**LUMP HISPANIC MARKETS TOGETHER, FIGURING YOU WORKED IN ONE HISPANIC MARKET - YOU CAN APPLY THOSE TECHNIQUES IN ANOTHER, BUT AS YOU KNOW, WORKING IN A TEX-MEX MARKET IS VERY DIFFERENT THAN WORKING IN A NORTHERN CALIFORNIA HISPANIC MARKET.**

All Hispanic markets have similarities and differences and if you know how to get into the street you can find the differences in the markets. I'm sure some people think that all Mainstream markets are the same. They're not. It's certainly beneficial to know the similarities, but there are definitely differences.

**DID YOU DISCOVER ANY MISCONCEPTIONS ABOUT SAN JOSE WHEN YOU FIRST ARRIVED?**

I don't know if I'd call them misconceptions...

**SURPRISES?**

Yes. In Texas Hispanic markets the audience tended to be more conservative and had a larger appetite for Tejano and Country music, and the Hispanic markets in Northern California tend to be much more aggressive. They have a larger appetite for new music and more of a big city attitude here, whereas the Texas attitude was more laid-back. We used to refer to Texas as 'The Land of Manana' - the land of tomorrow. That is not a derogatory term. It just describes the attitude in many Texas markets - very laid-back, roll-with-it, don't rock the boat too much. Northern California wants a

**"Everything must be focused on the interests of your target audience."**

radio station that's in-your-face and yanking their chain hard.

**THERE'S BEEN A LOT OF IN-YOUR-FACE INTERPLAY BETWEEN THE RADIO STATIONS THERE.**

It's been a very aggressive fight. One station in particular was notorious for screwing with its competitors, spending a lot of time stickering other stations' vans and crashing promotions and yanking banners off walls...I think in hindsight they might agree they spent too much time doing that kind of stuff as opposed to focusing on other things.

**IT'S A COMPLIMENT TO YOUR STATION AND IT'S EFFECT ON WHAT THEY PERCEIVE TO BE THEIR TURF.**

I think some of our competitors from San Francisco thought we would be weaker opponents and would fold under the pressure, and a year later we continue to win the San Jose Arbitron war so I would guess that they don't perceive us to be a weak radio station anymore.

**GIVE US A CAPSULE DESCRIPTION OF THE STAFF MEMBERS YOU'VE ASSEMBLED.**

We have a new morning show called 'The Morning Dog House' with J.V. and Elvis Medina, Joe Lopez, Hollywood Hernandez, Lisa Foxx. The show is extremely in-your-face. They push the envelope a lot and that's what's needed here. They balance that with a heavy dose of charity work and outside appearances and is showing immediate ratings success. Lisa Foxx stays on from 10 am - noon. Noon to 3 pm is our APD Trevor Carey.

**TREVOR USED TO PROGRAM KBOS IN FRESNO.**

Yes he did, and he knows Northern California very well. Trevor is a very hard-working individual. He does whatever it takes.

Afternoons Dr. Dave who started out doing nights here. He made the switch to HOT from WILD107 about a year ago and has a good following here in the South Bay. The night show is currently open.

**HEY! AN ACTUAL DAMN JOB OPENING!**

I'm looking for someone who knows how to find out what our audience is into and then put it on the radio. Christopher Lance is covering the shift until we find someone. Christopher, as you know, worked at POWER92 in Phoenix and he was the first afternoon drive personality when this station first signed on. He's also worked on the air in San Diego and Los Angeles and most recently successfully programmed KMXV in Salinas-Monterey.

**TELL ME ABOUT YOUR MUSIC DIRECTOR, PETE MANRIQUEZ.**

Pete is a future superstar who is perfecting the method of working the streets to find out what the audience really wants. Artists like All 4 One, Collage, 4 P.M., Lil Suzy, 2 Bad Mice, were all heard first in America on HOT97.7, some of them before they were signed by labels. Not because we want to lead the industry in breaking new artists, it's because we're working the neighborhoods and clubs to find the real new music our audience wants.

**WHO IS YOUR TARGET AUDIENCE?**

Our target audience is 18-34 Hispanics who like Top40 music. We know what zip codes they live in, what clubs they go to, what shopping malls they hang out in, what they do in their leisure, and all of our efforts are focused on being a part of that.

**IN YOUR OPINION, IS THERE ANY BAD WAY TO BE OUT IN THE STREETS? IN OTHER WORDS, IS EVERY APPEARANCE IN THE STREET**

**IMPORTANT, NO MATTER HOW MUNDANE, OR DO YOU SEE A LOT OF WASTED APPEARANCE TIME WITH SOME RADIO STATIONS?**

It all goes back to knowing who your target audience is. If the station is making appearances in front of the wrong kinds of people - people who don't listen to your format anyway, or is making appearances in the wrong parts of town, areas that do not listen to your format - if the personalities are out saying and doing things that your target audience thinks is stupid, you're actually killing yourself.

We have a slogan here at HOT97.7: "We love gaudy." Just because a disk jockey shows up somewhere doesn't mean everybody who saw him is immediately going to run home and write down the station call letters in some magical diary. You have to make a strong mental impression to even have a chance at maybe, possibly getting mentioned in a diary somewhere.

When you go to a HOT97.7 promotion, you'll see more banners, stickers, balloons, disk jockeys, tee-shirts than you can count.

**SO IT'S LIKE DRIVING UP TO A GIANT BLACK VELVET PAINTING?**

Yes. We call it '2x4 marketing.' At clubs, the game is to cover every inch of wall with banners. The disk jockeys have to interact with the people, and we tell the jocks to find excuses to use the station's call letters in their conversations. Don't take it for granted they're going to remember who you are. Figure out a way to say the station call letters as many times as you can in a one-on-one conversation with the listener. When you get up on stage, figure out how many creative ways you can think of to say the station's call letters. We also put body stickers on everybody that shows up to a HOT97.7 promotion.

**WHAT'S YOUR PERCEPTION OF THE STATION AS WE HEAD TOWARD A NEW YEAR?**

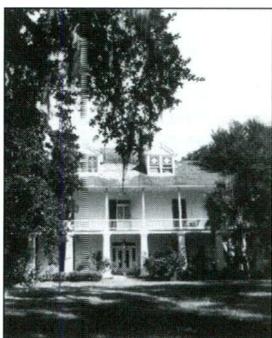
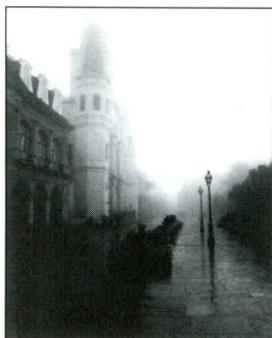
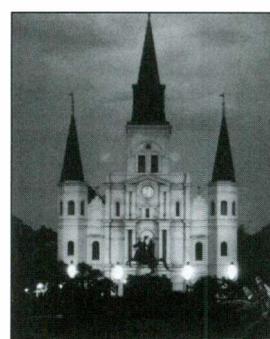
HOT97.7 is going to have a very big Fall book. After fighting such formidable competition for the past year it appears that our competitors in San Francisco are pulling back and not spending quite as much time in San Jose. We have invested in a lot of marketing, and I'm a big fan of this, a lot of covert marketing. Direct mail tele-marketing. We are up to a lot of things that you can't see.

**WHAT ABOUT PERSONAL PLANS FOR YOU? SHORT-TERM GOALS? LONG-TERM GOALS?**

I have never really had some grand scheme of being in this market or that market or planning on doing 'X' by a certain date or age. My philosophy has always been to take the situation you're currently in and kick ass. Work very, very hard, make it a success, and the opportunities will come and find you. There are a lot of broken radio stations out there that need help, and if you take whatever situation you're currently in and win with it, the stations that truly need help will come find you.

# 10

# GOOD REASONS TO VISIT NEW ORLEANS IN FEBRUARY



Gavin Seminar Registration Hotline: (415) 495-3200

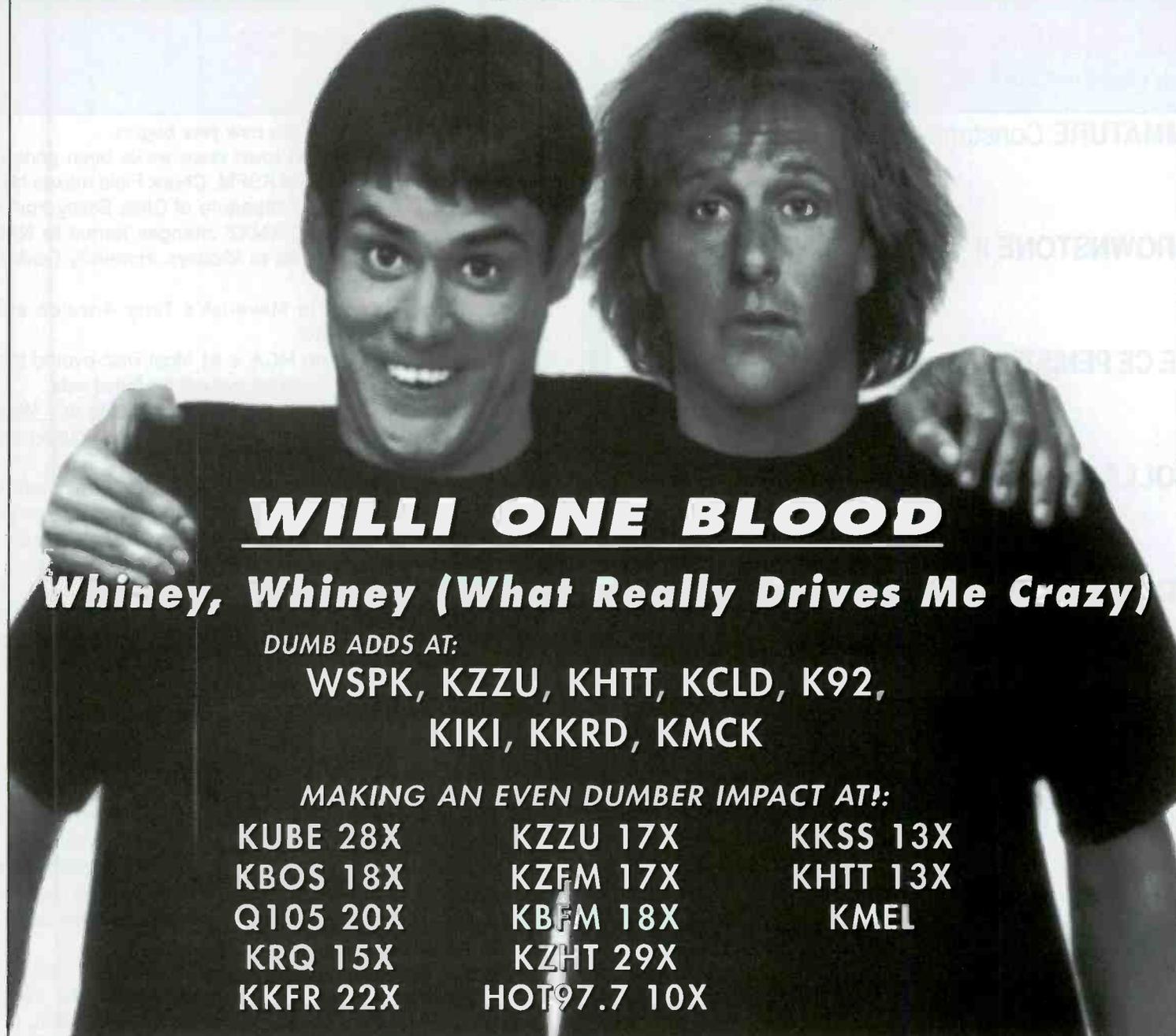
Hotel Reservations: (800) 233-1234

Plane Reservations: (800) 747-2144

.....

# DUMB AND DUMBER

ORIGINAL  
MOTION  
PICTURE  
SOUNDTRACK



## **WILLI ONE BLOOD**

### **Whiney, Whiney (What Really Drives Me Crazy)**

DUMB ADDS AT:

WSPK, KZZU, KHTT, KCLD, K92,  
KIKI, KKRD, KMCK

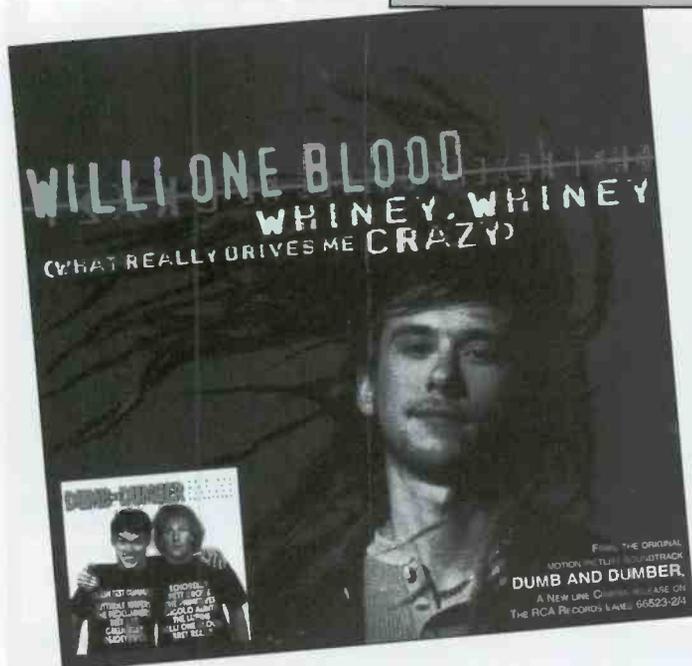
MAKING AN EVEN DUMBER IMPACT AT!:

KUBE 28X	KZZU 17X	KKSS 13X
KBOS 18X	KZFM 17X	KHTT 13X
Q105 20X	KBFM 18X	KMEL
KRQ 15X	KZHT 29X	
KKFR 22X	HOT97.7 10X	

### **AMERICA GETS DUMB:**

- **#1 Movie at the box office 3 weeks in a row!**
- **Over 12.5 Million people have seen this film!**

- **ONE OF THE MOST ADDED!**
- **ONE OF THE MOST DISC-OVERED!**
- **OVER 700 TOP40 BDS DETECTIONS!**
- **ON OVER 65 TOP40 STATIONS!**



THE RCA RECORDS LABEL

TM(S) © REGISTERED  
MARCA(S) REGISTRADA(S)  
GENERAL ELECTRIC, USA  
BMG LOGO © BMG MUSIC  
© 1993 BMG MUSIC



## Most Disc-overed for this issue Based on One-On-One Calls and Conference Call Mentions

1. **IMMATURE** Constantly (MCA)
2. **BROWNSTONE** If You Love Me (MJJ/EPIC)
3. **CE CE PENISTON** Keep Givin' Me ... (COLUMBIA)
4. **COLLAGE** Diana (METROPOLITAN)
5. **SOUL IV REAL** Candy Rain (UPTOWN/MCA)
6. **TLC** Red Light Special (LaFACE/ARISTA)
7. **COOLIO & THE 40 THEVZ** Dial A Jam (ATLANTIC)
8. **SUBWAY** This Lil Game We Play (MOTOWN)
9. **BRANDY** Baby (ATLANTIC)
10. **CORONA** The Rhythm Of The Night (EASTWEST)

## Salwa's Space

- Another year has gone by and a new year begins...
- Stuff that's happened around town since we've been gone include Rick Thomas finally settling in at KSFM, Chuck Field makes his move, Dave Ferguson at WPGC, the departure of Chris Bailey from KZFM, Michael Steele enters KZFM, KMXZ changes format to NAC, and Efren Sifuentes at KMEL moves to Middays. Hopefully I didn't forget anything, but if I did, sorry.
- Birthday wishes go out to Maverick's Terry Anzaldo and Matt Bradley from the POWER PIG.
- **IMMATURE's** *Constantly* on MCA is #1 Most Disc-overed this week as well as #1 Most Added. Keep an eye out for these kids.
- **BRANDY** *Baby* on Atlantic is the follow-up single to *I Wanna Be Down*. This is just another record that has taken off during and after the holidays. It was #2 Most Added this week.
- Peter Albertelli checks in from the Elektra Entertainment Group. **ADINA HOWARD** *Freak Like Me* is shipping out to everyone on Friday, January 6th. Check out this major artist's album being released in February. Also stay tuned in for some upcoming dance product from **ERASURE** and **MOBY**.
- **COLLAGE's** new single *Diana* on Metropolitan Records is beginning to create a buzz as well as **LIL SUZY's** *Promise Me*. If you don't have a copy of these two hit dance records call Jerry or Jason at (201) 483-8080.
- Make sure to check out **LSO's** *Get It Right* on Bellmark. It has that Janet Jackson kinda feel to it.
- Warner Brother's Greg Lee treats us with his joke of the week supplied to him by his son Tyler: Two guys are in a boat, Pete and Re-Pete. Pete falls out. Who's left in the boat? Re-Pete... Two guys are in a boat, Pete and Re-Pete. Pete... (you get the picture?) If you haven't checked out **MADONNA's** *Take A Bow*, you are a minority. It has already begun to heat up on the R&B side. **TEVIN CAMPBELL's** *Don't Say Goodbye Girl* is already through the roof. Records that are being set up include American's **NONCE** and Maverick's **DANA DANE**.
- Records to watch:  
**IMMATURE** Constantly (MCA), **BROWNSTONE** If You Love Me (MJJ/EPIC), **CE CE PENISTON** Keep Givin' Me Your Love (COLUMBIA), **COLLAGE** Diana (METROPOLITAN), **SOUL IV REAL** Candy Rain (UPTOWN/MCA), **TLC** Red Light Special (LaFACE/ARISTA), **COOLIO & THE 40 THEVZ** Dial A Jam (ATLANTIC), **SUBWAY** This Lil Game We Play (MOTOWN), **BRANDY** Baby (ATLANTIC), **CORONA** The Rhythm Of The Night (EASTWEST)

See ya,

Salwa Scarpone



Atlantic recording artist Brandy is surrounded by some beautiful people including, Pamela Jouan, Atlantic; Mandye Thomas, APD, Q105 Lucy Barragan, MD, Q105; Bruce St. James, MD, POWER106; and me Salwa Scarpone, Hitmakers.



At THE BEAT's Holiday Cooldown. Pictured left to right with MCA recording artist Immature, THE BEAT's Mariama Snider, MC; Maurice DeVoe, MD, Keith Naftaly, VP of Programming, and Harold Austin APD.

**CAMILLE CASHWELL, MD, 92Q, Baltimore**  
SOUL IV REAL *Candy Rain* (UPTOWN/MCA) - Check out the Heavy D. mix.

**CRAIG MACK** *Get Down (Q-Tip remix)* (BAD BOY/ARISTA) - Phones going crazy 18-34 females. Check out these old school remakes:

**MARY J. BLIGE** *My Life* (UPTOWN/MCA)

**MARY J. BLIGE** *Mary Jane* (UPTOWN/MCA)

Also check out...

TLC *Diggin' On You* (LaFACE/ARISTA)

TLC *Waterfalls* (ARISTA)

**ERIK BRADLEY, MD, B96, Chicago**

First, I wanna say wussupp & Happy New Year to everyone! May this year bring super-high ratings & lotsa hits!! Here's the Chicago music update...

**CYNTHIA & GEORGE LAMOND** (TIMBER) are gonna be major...

We're real big on **SNAP** *Welcome To Tomorrow* (ARISTA) and **WHIGFIELD** *Saturday Night* (CURB)--even though it's been out for awhile, the new radio mixes sound sweet...

**REAL McCOY** *Run Away* (ARISTA) continues to kick ASS in Chicago so we're getting ready for *Automatic Lover*...

TLC *Red Light Special* (LaFACE/ARISTA) sounds like a possible song of the year...

**OUTHERE BROTHERS** *La La La Hey Hey* (CLUBHOUSE) deserve their props -- they've been cranking' out hit after hit at the club level and *La La La Hey Hey* is the most radio accessible thing they've done, it's already developed an obviously huge street base and now we're playing it in full time rotation...

Get ready for the return of **NAUGHTY BY NATURE** (IMMORTAL), gonna be large again.

There are some killer Urban ballads coming out, especially **BROWNSTONE** *Grapevine* (MJJ/EPIC) - **SUBWAY** *This Lil Game We Play* (MOTOWN) and **SOUL IV REAL** *Candy Rain* (UPTOWN/MCA).

And, a personal fave, *Miss Me* by **YOKO ROSS** (COLUMBIA) is gonna hit hard!

**JEFF ANDREWS, MC, B96, Chicago**

Check out:

**OUTHERE BROTHERS** *La La La Hey Hey* (CLUBHOUSE)

**FUN FACTORY** *Close To You* (CURB EDEL)

TLC *Red Light Special* (LaFACE/ARISTA)

**WHITE KNIGHT** *Party Over Here, Funky Over There* (UNSIGNED)

**BOYZ II MEN** *Water Runs Dry* (MOTOWN)

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA)

**PETE JONES, PD, HOT105, Modesto**

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - Best thing since *Finally*.

**COLLAGE** *Diana* (METROPOLITAN) - Could be a surprise record. Check this one out.

**MARK ADAMS, Acting PD, KBOS, Fresno**

**IMMATURE** *Constantly* (MCA)

**LIVIN JOY** *Dreamer* (MCA)

**BROWNSTONE** *If You Love Me* (MJJ/EPIC)

**CORONA** *The Rhythm Of The Night* (EASTWEST)

**MICHAEL JACK KIRBY, PD/MD, KFFM, Yakima**

**IMMATURE** *Constantly* (MCA) - Great response on 'Smash Or Trash.'

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - Ce Ce is an incredible talent.

**LISA ADAMS, APD, KFFM, Yakima**

**K-CI** *If You Think You're Lonely Now* (MERCURY) - Straight across-the-board smash!

**CELINE DION** *Only One Road* (550 MUSIC/EPIC) - Major female appeal record. Don't miss it!

**JAMES COLES, MD, KIKI, Honolulu**

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - Should do as well as *Finally*.

**BRANDY** *Baby* (ATLANTIC) - Love this one! Strong follow-up.

**DA BRAT f'Notorious B.I.G.** *Dirty B Side* (CHAOS) - With Notorious B.I.G....These two make a good combo.

**COOLIO & THE 40 THEVZ** *Dial A Jam* (ATLANTIC) - Samples Kurtis Blow.

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

**BROWNSTONE** *If You Love Me* (MJJ/EPIC) - Pretty record. These girls can sing!

**SCARFACE** *I Never Seen A Man Cry* (RAP-A-LOT/NOO TRYBE) - Big street record...This one's not going away!

**KOZMAN, APD/MD, KKXX, Bakersfield**

**K7** *Move It Like This* (TOMMY BOY) - Very cool. Slammin' K7!

**SABELLE** *Where Did Our Love Go* (TOMMY BOY) - Remixes...Check 'em out!

**COLLAGE** *Diana* (METROPOLITAN) - Great follow-up!

**KAHUNA, PD, KLRZ, New Orleans**

**DEEE-LITE** *You Sexy Thing* (RCA) - It's the jam! This is the best one they've had since *Groove Is In The Heart*.

**COLLAGE** *Diana* (METROPOLITAN) - Phones non-stop.

**LSO** *Get It Right* (BELLMARK) - It's the jam! Sounds like Janet Jackson.

**DEAD EYE DICK** *Perfect Family* (ICHIBAN) - Got a lot more soul than *New Age Girl*.

**DAN WATSON, PD/MD, KSIQ, Imperial Valley**

**SUBWAY** *This Lil Game We Play* (MOTOWN) - Killer duet. Sounds like a perfect record for Hispanic markets.

**JANET JACKSON** *70's Love Groove* (VIRGIN) - There's no doubt now, that Janet's all grown up.

**BOYZ II MEN** *Water Runs Dry* (MOTOWN) - #1 most-requested last week off limited airplay.

**CHET BUCHANAN, APD, KUBE, Seattle**

**TRISHA COVINGTON** *Why You Wanna Play Me Out* (COLUMBIA) - Another song to continue the trend towards dance music.

**CHARLIE MAXX, APD/MD, KZFM, Corpus Christi**

**IMMATURE** *Constantly* (MCA) - No sophomore jinx here...A good song!

**STEVIE B.** *Funky Melody* (EMPORIA/THUMP) - Stevie B. is back and better than ever.

TLC *Red Light Special* (LaFACE/ARISTA) - Very smooth!

**GARY MICHAELS, PD, KZHT, Salt Lake City**

**CRYSTAL WATERS** *What I Need* (MERCURY) - Upbeat song that should continue her success at Top40 radio.

**COOLIO & THE 40 THEVZ** *Dial A Jam* (ATLANTIC) - Should be the next *Fantastic Voyage* of 1995.

**ASWAD** *Shine* (ATLANTIC) - Very mass-appeal. Should send them into the Mainstream.

**LUCY BARRAGAN, MD, Q105, Oxnard**

**BROWNSTONE** *If You Love Me* (MJJ/EPIC) - Sounds great on the air.

**IMMATURE** *Constantly* (MCA) - Great follow-up to *Never Lie*.

TLC *Red Light Special* (LaFACE/ARISTA) - Another smash off the album.

**SCOTT WHEELER, PD, WHHH, Indianapolis**

**BROWNSTONE** *If You Love Me* (MJJ/EPIC) - Getting good adult female calls.

TLC *Creep* (LaFACE/ARISTA) - #1 for two weeks.

**BONE** *Foe Tha Love Of \$* (RUTHLESS/RELATIVITY) - Very strong.

**G-MO** *It's An Everyday Thing To Roll* (ZOO) - Still selling nicely.

**BUSHMAN, MD, WJMH, Greensboro**

**SOUL IV REAL** *Candy Rain* (UPTOWN/MCA) - Da bomb! Instant requests, automatic sales.

**VISCIOUS** *Nika* (EPIC) - Great phones!

**DAT MADD HATTA** *Hangin* (GROOVE MAKERS) - Generating phones with no airplay. Coming from the streets.

**BOYZ II MEN** *50 Candles* (MOTOWN) - Sounds like a hit!

**JAMMER, APD/MD, KIX106, Providence**

**RATED X** *If It Don't Fit* (TANDEM) - It has been played 50 times so far, and has doubled in requests. It's the #1 requested song and #2 doesn't even come close.

**REAL McCOY** *Run Away* (ARISTA) - Great follow-up. Just exactly the right tempo for the station. It will give the station a great balance.

**LIL SUZY** *Promise Me* (METROPOLITAN) - Exploding in single sales in Providence. Should be a Crossover Rhythm and Mainstream smash! People are sucking into this sound again...but in small doses.

Also check out:

TLC *Red Light Special* (LaFACE/ARISTA)

**SUBWAY** *This Lil Game We Play* (MOTOWN)

**JAMIE HYATT, PD, KTFM, San Antonio**

**K7** *Move It Like This* (TOMMY BOY) - #1 song at KTFM!!! Huge in requests 2 to 1 and huge in callout.

**REAL McCOY** *Run Away* (ARISTA) - In power rotation...It's huge!

**MAX-A-MILLION** *Fat Boy* (S.O.S.) - Terrific response.

**SPANISH FLY** *Treasure Of My Heart* (UPSTAIRS) - It's a great remake of Crimson & Clover. Already #4 requested song in less than 2 weeks.

**FUN FACTORY** *Close To You* (CURB) - It's a killer, killer, killer hook!!! If the Corona or Real McCoy worked for you then this one is a must!

# THE PLAYOFFS AND AND THE SUPERBOWL

By Paige Nienaber

First of all, don't even mention the Minnesota Vikings to me. Get it? Got it? Good. It's tough to be a Vikings fan. Perhaps the only thing tougher is to be a Promotion Director recovering from two+ months of holiday mayhem (Halloween, Thanksgiving, Christmas and New Years) and then heading into the busy NFL post season of contests and events. And don't kid yourself. Even if you don't have a team in the playoffs...even if your market doesn't have an NFL franchise, you can't ignore these games. And especially now with the hockey and baseball strikes, the Superbowl will be surrounded with even more anticipation than ever so you've got an even bigger burden to do something huge with this; the largest sporting event of the year.

If you've got a team in the playoffs, then the God of Radio has handed your station a tremendous promotional opportunity. Make the most of it. The station needs to image itself as being the ultimate supporter of the franchise and really pound that in on the air. Turn club promotions into Pep Rallies and drag a giant "Good Luck In The Playoffs" banner around to all of your events and appearances. Bribe someone with great "TV visibility" seats (generally right behind the field goals or either team's bench) to display the banner during the game.

Speaking of banners, there's the tried (many times) and true "Get Your Banner On TV" contest. The goal is to get your logo on the coverage, and even if you don't have a winner, it sounds cool on the air.

Can you get tickets to the game? Your morning show will be able to get listeners to jump through flaming hoops to win these tix. In fact that's not a bad idea. But if you're not tight with the Fire Marshall and can't get a permit, then the "What Would You Do For Playoffs Tickets" contests are good for some press and you're assured to get at least a couple of nuts who will eat cat food to sit in an obstructed view box seat.

If your team has the home field advantage, then you can always do things to terrorize the opponents when they come to your fair city. In the past I've had a parapsychologist put hypnotic suggestions on the other team's

key players in the hopes of voodooizing them into a defeat. My other favorite is called "Up All Night". And that's the point. Find the opponents hotel and host a car stereo competition in the parking lot at 3am on the morning of the game.

Bets are great also. Contact a morning show in the other team's market and get some kind of wacky wager going with them. Something like, your morning team will go and vacuum their morning show's homes in the nude, should your team lose. Get payphone numbers at 7-11s, bars and diners in the other city and do "Man On The Street" interviews with residents. Ask them about their team's chances and throw in some disparaging comments about their QB's parents being cousins.

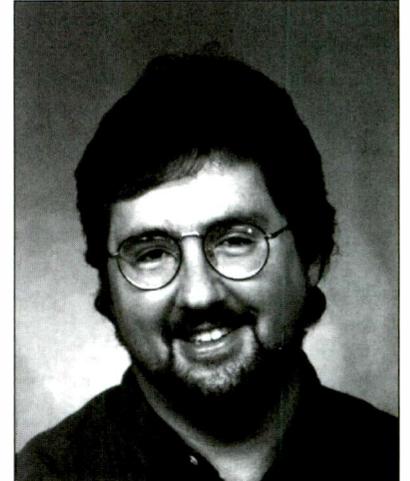
If your team should somehow prevail and make it "The Big Game", cancel all your Sales promotions and movie ticket giveaways and focus 200% on the Superbowl.

Bobby Z, now with 97.9 The Box in Houston, was at K104 in Dallas so he's got some experience with this situation. "We turned the entire

down there broadcasting and enhancing the vibe on the air. This is a big deal. Treat it like the only promotion you'll do in '95. It's that important.

And what if your team got eliminated? You've still got some tremendous opportunities. First and foremost, try to get a pair (or ten) of tickets to the game. With those in hand, you'll definitely have the audiences attention. When the Superbowl was played in Atlanta last year, Joe Libios, the Promotion Director at V103, got his hands on several pairs of game tickets and soaked them for every ounce of hype that he could. One of the more televisable events he did was a Superbowl Football Toss out at a public location. Couples faced off across a yellow line, and tossed a football back and forth, stepping back a few feet every time they had successfully completed a pass. Eventually they were all standing about 100 feet apart and competing couples were eliminated when one of them dropped the ball. "It was very quiet and very intense", says Libios.

Another idea from Brian Burns is to scan the paper and find a charter company that's junketing to



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

in Boston. The concept is good but it's been run into the ground. The same with pizza giveaways. If you're committed to doing this, then find an angle to freshen it up a bit. It's great to be out hitting people's parties. Just do it in a new and exciting way.

Sports bars and nightclubs are popular Superbowl Viewing Venues (S.V.V.'s). Cha Chi hit a homerun/scored a touchdown, etc. when WBCN rented a tour bus, stocked it with food and beer, staffed it with the 'BCN Rock Babes and it was hosted by their Sports Director. One lucky winner and ten friends were shuttled around to Boston bars all Superbowl Sunday. It sounded great on the air and by the end of the game "everyone was totally pickled", says Cha Chi. "If you're a male oriented-station, and even if you're not, this is one of the biggest promotions of the year", he adds.

A few years ago when Michael Jackson sang at half-time I did a contest the weekend of the game that had listeners guessing how many times he'd grab himself during his performance. This year's entertainment is Tony Bennett and WBCN is sending Cha Chi and some winners down with Bennett to Miami. Would Tony Bennett grab his bidness? Look for it, and if he does, you heard it here first.

**"What Would You Do For Playoff Tickets' contests are good for some press and you're assured to get at least a couple of nuts who will eat cat food to sit in an obstructed view box seat."**

station into a Cowboys Fever-type mindset and got some of the players to come in and do airshifts, which was huge", says Bobby. His station also threw a pep rally that drew over 20,000 fans to come out and cheer on the team.

Brian Burns, PD at KISS 98.5 in Buffalo, is another person with some Superbowl experience under his belt. He suggests finding a sports bar in the city where the game is being played (Miami this year) and designating it as the official Superbowl party headquarters for fans from your market that make the trek down to the game. Get the morning show

the game. Coordinate with them and publicize the flight in exchange for some game tickets and some seats on the plane. Even if you've only got six seats, you can stick your name on this and make it sound like it's your station's plane full of winners that are going to the Superbowl. Try promoting against that!

Big screen TV giveaways have become as common as Dinner On The Mayflower promotions. "Here's an idea for a Superbowl contest: try to find a station that hasn't given away a big screen TV rental for Superbowl Sunday!", says Cha Chi, Promotions Director of WBCN



# MIX SHOW

COMPILED FROM THE HOTTEST  
RADIO MIX SHOW CHARTS ACROSS THE U.S.A.

## NEW IN THE MIX

ERASURE "Run To The Sun" (Elektra)  
BARBARA TUCKER "I Get Lifted" (Strictly Rhythm)  
C&C MUSIC FACTORY "Boriqua Anthem" (Columbia)  
TRACI LORDS "Control" (Radioactive)  
CLUBZONE "Hands Up" (Logic)

**MOST DISC-OVERED** for this issue  
Based on One-On-One Calls and Conference Call Mentions

1. CLUBZONE Hands Up (LOGIC)
2. COLLAGE Diana (METROPOLITAN)
3. TO KOOL CHRIS Work Your Body (STRICTLY HYPE)
4. TRACI LORDS Control (RADIOACTIVE)
5. ASWAD Shine (ATLANTIC)
6. CAMEO Slyde (RAGING BULL)
7. DANNY MORALES Only For The Blunted EP (AFTER DARK)
8. FUN FACTORY Close To You (CURB EDEL)
9. GLORIA ESTEFAN Everlasting Love (EPIC DANCE)
10. MACK VIBE Mr. Meaner (EIGHT BALL)
11. NRG DEFINED Do It Right (MIC MAC)
12. WILLI ONE BLOOD Whiney, Whiney (RCA)

## MIX SHOW MOVERS

TW	Artist	Song	Label
1	CORONA	"Rhythm Of The Night"	(EastWest)
2	REEL 2 REAL	"Can You Feel It"	(Strictly Rhythm)
3	MIRANDA	"Round & Round"	(Sunshine)
4	JANET JACKSON	"You Want This"	(Virgin)
5	DONNA SUMMER	"Melody Of Love"	(Casablanca/Mercury)
6	ACE OF BASE	"Living In Danger"	(Arista)
7	STEVIE B.	"Funky Melody"	(Emporia/Thump)
8	THE HED BOYS	"Boys And Girls"	(Logic)
9	M PEOPLE	"Excited"	(Epic)
10	INI KAMOZE	"Here Comes The Hotstepper"	(Columbia)
11	MADONNA	"Secret"	(Maverick/Sire/WB)
12	DEEE-LITE	"Call Me"	(Elektra)
13	3RD NATION	"I Believe"	(Champion/EastWest)
14	C & C MUSIC FACTORY	"Take A Toke"	(Columbia)
15	DR. ALBAN	"Away From Home"	(Logic)
16	MAX-A-MILLION	"Fat Boy"	(S.O.S.)
17	REALITY	"Wanna Get Busy"	(Strictly Rhythm)
18	BRAND NEW HEAVIES	"Spend Some Time"	(fr-)
19	ROCHELLE	"Praying For An Angel"	(S.O.S.)
20	THE CHOSEN FEW	"Funky Jumpy Music"	(Maxi)
21	LIVIN JOY	"Dreamer"	(MCA)
22	LIL SUZY	"Promise Me"	(Metropolitan)
23	FUN FACTORY	"Close To You"	(Curb Edel)
24	ROULA	"Lick It"	(S.O.S.)
25	TINMAN	"Eighteen Strings"	(fr-/London)
26	RHYTHM & CO.	"Stay With Me"	(Strictly Rhythm)
27	DR. DRE & ED LOVER	"Back Up Off Me"	(Relativity)
28	EVERYTHING BUT THE GIRL	"Missing"	(Arista)
29	GLORIA ESTEFAN	"Turn The Beat Around"	(Epic)
30	CRYSTAL WATERS	"What I Need"	(Mercury)
31	REAL MCCOY	"Another Night"	(Arista)
32	TLC	"Creep"	(LaFace/Arista)
33	KEITH MURRAY	"The Most Beautifullest Thing..."	(Jive)
34	DJ BOBO	"Take Control"	(CMC International)
35	K7	"Move It Like This"	(Tommy Boy)
36	METHOD MAN	"Bring On The Pain"	(Def Jam)
37	ALKAHOLIKS	"Daaam"	(Loud)
38	ANDRU DONALDS	"Mishale"	(Capitol)
39	ARMAND VAN HELDEN	"Armand Van Helcen (EP)"	(Strictly Rhythm)
40	C&C MUSIC FACTORY	"Robi-Robs Boriqua Anthem"	(Columbia)
41	NINE	"Whutcha Want"	(Profile)
42	DAPHNE	"Change"	(Maxi)
43	MAC VIBE	"Mr. Meaner"	(Eightball)
44	DA BRAT	"Fa All Y'all"	(Chaos)
45	THE NOTORIOUS B.I.G.	"Big Poppa"	(Bad Boy/Arista)
46	BARBARA TUCKER	"I Get Lifted"	(Strictly Rhythm)
47	MARIAH CAREY	"Anytime You Need A Friend"	(Columbia)
48	SCARFACE	"I Never Seen A Man Cry"	(Rap-A-Lot/Noo-Trybe)
49	2 BAD MICE	"Bombscare 94"	(Smile)
50	69 BOYZ	"Kitty Kitty"	(Rip It)



# AS THE VINYL SPINS

By Michael Fatagaki  
(415) 282-4466

Well, it's the beginning of the year and I've got to believe that it's gonna be a good one. I believe that everyday is what we make of it, so that's how I'm going to look at this coming year. I'm glad to be here and thanks to everyone who's been down with me. Together we're going to make some good things happen in 1995!

Big up to Cary Vance for calling to kick some philosophy. Cary has an approach that I can feel, "If a guy takes the time and money to call long distance for a record, chances are that he's legit and deserves the record". All Cary is asking for is some feedback every three weeks or so. In 1995 we need to try and improve communication between mixers and labels and vice versa. Label reps need to make it known that DJs can return calls to the label's dime. If you're not making much money, it's hard to pay high phone bills. Speaking of returning phone calls, I admit that I may have blown it a few times this past year, but I promise that I'll be better this coming year. If you need to reach out on Mondays, Wednesdays or Fridays, I have an Associate Director Of Mix Show working with me now, and her name is Toby. We stole her from a local independent retailer where she was the rap buyer. She's true to the game and she's been down with me from my street promotion days.

Sheila Strom and Jorge Suarez who did such a great job at Max Music are available for employment inquiries. I definitely felt both of them out there. Sheila can be reached at 212-932-3807, Jorge can be reached at 305-596-4701. Yo Sheila and Jorge, keep yer heads up, it'll be alright. Proof that God always comes through with gigs, Kara Sue (The goddess) who left Pandisc earlier this year has resurfaced doing sales for R.E.D. Relativity Entertainment Division. If you need to reach her, call her at 305-476-8825. If you're a Jocelyn Enriquez fan, ya best get with Rex Santa Elena from Classified Records for a copy of the *Big Love* vinyl. Rex is crazy cool and since he was a mixer at Hot 97.7 a few years ago, he's down, so call him at 510-475-5760. Check for the DJ MIDIMACK mix when Rex hooks you up. Also stay with Pierre Zonzon of Kriztal Records cause he's getting a good early response on the **BRUCE BAPS**, *Just A Little Bit Of Love* single. Pierre's number is 305-672-6444.

Thanks to Ron from Emotive for calling up to see how he could hook up with the jocks spinning dance music. Emotive is coming with some good product in '95 including *THE FUTURE SOUND OF NEW YORK* LP which is a 12 track compilation. The triple pack features the **E.G. FULLALOVE**, *Divas To The Dance Floor* and works by Jr. Vasquez, DJ Pierre and Felix The Housecat. Get with Ron at 212-645-7330. Also on the dance tip, peep the *Big Lover Man* on Fly Records. Looie Luv says that if you couldn't hit the *Big Dick Man* in your mix shows, this one will work cause it's clean and more vocal oriented. This version was made specifically for the radio and mix shows, peep it! Cutting Records keeps coming correct. My favorite is the **SWING 52**, *Color Of My Skin*, but call Kevin at 212-567-4900 and have him hook you up, so you can decide for yourself. Yo, check the number cause this is the one.

Anthony "A.D." Daughtry reports that he's getting some action on **N2DEEP**, *Deep N2 The Game* on the Northern California Streets. You may want to take a look at this one. Rob One of EMI called to remind everyone to keep

checking for the remixes of the **LORDS OF THE UNDERGROUND**, *Tik Tok*. According to Rob, "The remixes are more radio friendly". The **RAPPIN 4-TAY**, *Playaz Club* remixes are strong. Congratulations to Alexander Mejia and David Meyer for their contributions. To avoid any confusion, let it be known that **THE ROOTS** have two records out on two different labels. The group records for Geffen and that's where the *Proceed III* track comes from. They also have a cut off of the **RED, HOT AND COOL** compilation on G.R.P called *Proceed II* B/W **THE PHARCYDE**, *The Rubber Song* which has been a favorite of Shawn Phillips of KZHT since I played it for him over the phone. Big up to Marvin from Geffen for the advance tape on **THE ROOTS** CD.

Leslie Wyatt from Rap A Lot and I go back a long way, and I'm glad to see **MR. SCARFACE**, *I've Never Seen A Man Cry* blowing up. I can feel the **BIG MIKE**, *Playa Playa* joint comin' too! Leslie says, "Don't sleep on this record! It's definitely a hit! Real playas can relate! If you're not a real playa, I understand. Don't be a playa hater, be a playa playa!". Thanks to Alex Mejia for hiping me to a record that he's got love for. If you're into the West Coast underground hip hop sound, peep the **RBL POSSE**, *Bounce To This*. Prince Ice from KMEL has been saying good things about this one and that was BEFORE he saw the unedited video. That video is the bomb!!! Call Frederick Johnson at In A Minute Records, 510-653-5811.

DJ Flite of KHFI steps into the street promotions ring as he takes the Nervous Records account for the Dallas, Austin and San Antonio markets. Be a strong soldier Flite, the juice breaks from the streets. Condolences go out to L.A. street promoter, Donry "DC" Charles who according to Rob One recently passed. R.I.P. fallen soldier. Geoffery C. formerly of WPGC is doing one song remixes for WERQ in Baltimore. He's done **BRANDY'S** *I Wanna Be Down* and **TLC'S** *Creep* for the station, and he's looking to help out anyone else who's game. He can be reached at 301-596-5620.

Good talking to Mohammed Moretta, watch for him cause he's got somethin for ya in '95. By the way, great job on the **LOVE STATION**, *Best of My Love* record which is gaining momentum. The crew is also excited about the **LIZZ**, *Don't Make Me Wait* record, check for it if **MIRANDA** works for you. Get your address books out, E.C. La Rock of WDAS will be coming aboard as a Hitmakers reporter. He comes recommended by Nasty Nes. His address is 6537 Wyncote Ave, Philadelphia, PA 19138, but his New York phone number is 212-662-1255. Anthony Fields, A.K.A. Tone B. Nimble of WJPC is also down with us. His address is 12 Danube Wy. Olympics Fields, IL 60461. He can be reached through his manager, Chris Watkins at 708-455-7111 Ext. 554. Also look for Tony Rainy of WJMH and Dwayne Bradley of WJLB. Tony's address is 2308 Apt. G Golden Gate Dr. Greensboro, NC 15208. His number is 910-379-0837. Dwayne's address is 23101 Beverly St., Oak Park, MI 48237. His number is 810-901-5005. Kyle Clark of WHCR and Andy Hawkins of WYKS in Gainesville, FL. are looking for product. You can service Kyle at his address 790 Eldert Ln. #5R, Brooklyn, NY 11208. His number is 718-827-5409. Andy's address is 1021 N.W. 60th St, Gainesville, FL 32605. He can be reached at the station at 904-331-2200 or at home at 904-335-8490.

On a final note, big shout to my friend Hazel from ID Records for being so cool. I feel ya baby, see ya at the charm school joint. We'll chill with Miss Manners. On that note I'm out!

**CHARLIE FORD, BOSS97, Atlantic City**

**CAMEO** *Slyde* (RAGING BULL) - As the flyer says, 'The funk is back.' Where the Hell have these guys been? An instant add to my mix show!

**COLLAGE** *Diana* (METROPOLITAN) - The long awaited follow-up smash is finally here! And while we're on my favorite subject (freestyle), don't miss **MANUELLA**, *Who You Foolin'* (Ti Amo Records/Metropolitan)

**GARY Q, BOSS97, Atlantic City**

**DISCOTECH RMX'S** *Issue #30* () - This entire issue is the best yet for remixes. **REALITY, PET SHOP BOYS, GLORIA ESTEFAN, KORELL** and a Euro slammin' trac by **ICE MC**, *Think About The Way...* Get it! Just to name a few.

**COLLAGE** *Diana* (METROPOLITAN) - Sort of on the same vein as *I'll Be Loving You* however, phones lite up at the station and great response on the dance floor. Definitely another hit.

**THE CHOSEN FEW** *Funky Jumpy Music Remix* (MAXI) - That guy from X-Mix, what's his name, remixed this hit and put it through the roof! You know...Lenny Bertoldo...idiot.

**INDUSTRY** *Release Me* (X-CLUSIVE) - Pulled out this double 12" and took another listen. Gonna wear out the Mark Gamble Ext 12 Inch Mix.

**CLAY D. & MAGIC MIKE** *Back Again* (VISION) - Yes! Mix this shit with *Tootsee Roll* and you've got a Miami Bass mix that'll blow your wolvers! Merry X-max to all and a bass New Year! C-ya!

**TONY MORRIS, BOSS97, Atlantic City**

**FREEBASS 2** (MICMAC) - Classic freestyle beats with sample freestyle dubs. There are four tracks and three of them I'm using.

**WILLIE VALENTIN** *I'll Never Leave You* (MIC MAC) - Good freestyle is coming back and here's one of them. Thanks Ellen.

**GLORIA ESTEFAN** *Everlasting Love* (HOHMAN & HARRIS HEARTBEAT METROMIX) - Deep Love Mix is working for me.

**ASWAD** *Shine* (ATLANTIC) - Todd Terry is at it again. This is a great house mix.

These songs are in the mix:

**GEORGE LAMOND** *It's Always You* (TIMBER/TOMMY BOY)

**CYNTHIA** *How I Love Him* (TIMBER/TOMMY BOY)

**RORY 'Madness' McALISTER, FM88, Las Vegas**

**MACK VIBE** *Mr. Meaner* (EIGHT BALL) - Good vocal tracks always fit in my program. Particularly when the backdrop is just as strong. Deep too!

**DELTA LADY** *Swamp Fever* (BOLD SOUL) - Let this one go, and watch it ROAR through your dance floor! My pics are: **DJ WINK'S** *Build Up* and the **HOUSE OF 9 Turnings!** Stacy (Banet) strikes again with the hookup...

**STICKS & STONES** *Give It To Me* (HARD BEAT) - Heavy emphasis on percussion! Not as hard a beat

as I expected, yet it's still a piece that deserves to be peeped. Decent. Thanks Keith!

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

**M-BEAT** *Incredible* (ffrr) - Four mixes of this song that are best described by the title as they truly are Incredible. Considering the rapid growth of popularity for jungle music, this is probably going to be massive.

**THELMA HOUSTON** *Don't Leave Me This Way* (DIG IT) - Joe T. Vanelli mixes and production. U.S. release of this Excellent reworking of this classic song.

**TRACI LORDS** *Control* (RADIOACTIVE) - Who says bombshells can't sing? For those Trance lovers, this is an awesome song for your mix show. Very reminiscent of Opus III. Traci's whispery vocals really set off this great track.

**KYM SIMS** *I Must Be Free* (RADIKAL) - Great double pak now domestic with mixes provided by DJ Pierre and 80 Proof. Also featuring remixes and production by Band of Gypsies. Should do well for House shows everywhere.

**JAZZY JIM, HOT97.7, San Jose**

**TO KOOL CHRIS** *Work Your Body* (STRICTLY HYPE) - Uptempo dance record with a lot of mixes for varied musical tastes. The Miami has been working nicely out-of-the-box, it combines phat Miami production with a vocal style similar to the old school Rodney O & Joe Cooley Jams (Who?).

The Hip Hop jams; as if you didn't already know **KEITH MURRAY, REDMAN, CRAIG MACK**, the new **BOP SCUCHIE** on Step Sun, and the absolute no brainer of the year that dope you hate to love...**TA DAO, TA DAO**, How you like me now? What can I do...you go Woo! I'm glad this year's over, bring it on for the nine-five! Peace and happy New Year from the Jaz Man!

**ALEX CABRALES, HOTMIX, Scottsdale**

**HAMMER/DEION SANDERS** *Straight To My Feet* (PRIORITY) - Much love to the Hammer...this is the jam.

**FUN FACTORY** *Close To You* (CURB EDEL) - Finally, another hi NRG record besides Corona and The Real McCoy (There's not enough of this kind of product).

**NASTY NES, KCMU, Seattle**

**NINE** *Whutcha Want* (PROFILE) - This record is the dopest thing to hit my turntables since my 8 track broke in the 70's! I predict Nine to blow up in the 9-5! **K-DEE** *Freshest MC In The World* (LENCHMOB) - K-Dee will be a household name once radio backs this single! Big buzz and big phones here at KCMU.

**WAY 2 REAL** *Tha Butterfly* (SO-LO JAM) - Out-the-box hit with a strong retail buzz. Old school funk/rap straight outta Atlanta!

**DA BRAT** f/Notorious B.I.G. *Dirty B Side* (CHAOS) - We had to do a radio edit on this, but it was worth the time cause this is Da Brat at her best! Guaranteed

instant phones!

**SAM SNEED** f/Dr. Dre *U Better Recognize* (INTERSCOPE) - Another B-side hit which could blow up big on radio if there was a radio edit! Sam Sneed's gonna make more noise for Deathrow!

**JEFF K., KDGE, Dallas**

**PORTISHEAD** *Sour Times* (LONDON) - The mixes on this are rad! Could work in a hip hop set as easily as in an alternative set. Very versatile and very, very cool. Taste the flavor of the moment.

**UNDERWORLD** *Dirty Epic* (WAX TRAX) - Thanks to KROQ's Jed The Fish, this track is no longer a ten minute programming headache. Instead, it's a great rhythmic pop song. Could this be the song that finally breaks the new Underworld to radio?

**DR. ALBAN** *Away From Home* (LOGIC) - The mixes lean more in the familiar Euro-house direction, rather than reggae.

**THE WOLFGANG PRESS** *The Remixes* (4AD) - What a pleasant surprise! Double pack full of new songs and remixes galore from Sabres of Paradise, Barry Adamson, Jah Wobble, Apollo 440, Adrian Sherwood...blah..blah...see what I mean?

**GLENN AURE, KMEL, San Francisco**

**BRANDY** *I Wanna Be Down* (ATLANTIC) - Great idea to collaborate with Lyte, Latifah and Yo-Yo. This trio gives brand new life to the original track. Expect to blow up just as the original did.

**TOO SHORT** *Cocktales* (JIVE) - Here's some Oakland pimp shit for ya ass. For those who followed Short's career, this reminds me of *Freaky Tales*. Big shout out to 'The Horse' in N.Y. for comin out to the Bay.

**JUSTICE SYSTEM** *Dedication To Bambataa* (MCA) - Great to see that a hip hop pioneer still gets much love and respect. This track is phat with mixes by Diamond D. and the Beatnuts. What's up to my man Fredwreck Nassar and Brian Sampson out in LA? Peace out!

**PAUL YATES, KMVR, Las Cruces**

**ROCHELLE** *Praying For An Angel* (S.O.S.) - There was a huge buzz on this record on the street. I know what they were talking about now. this is the shit for freestyle.

**FUNKDOOBIE** *Rock On* (IMMORTAL) - He's back rock'n hard!

**GREED** *Pump Up The Volume* (LBS) - I thought that this jam could not be improved. I was wrong. The remixes are very good.

**TRACI LORDS** *Control* (RADIOACTIVE) - Give it a spin and see what the girl from Melrose Place can do.

**JOE GIUCASTRO, WKSS, Hartford**

**CE CE PENISTON** *Keep Givin' Me Your Love* (COLUMBIA) - CeCe returns with a big one for the clubs...watch out for remixes on this firece LP cut (Pret a Porter Soundtrack).

**MACK VIBE** *Mr. Meaner* (EIGHT BALL) - Slammin' vocal track via Jr.

**DJ RICH, KRBE, Houston**

**CLUBZONE** *Hands Up* (LOGIC) - Lots of energy and excitement. Not your typical Euro-record! Test it out and let your listeners be the judge.

**DONNA SUMMER** *Melody Of Love* (MERCURY) - The Disco Diva is back from the dead with this next club smash! Several mixes to choose from including a hard slammin' beats-a-pounding Richard Humpty Vission Powertools dub that is absolutely fierce!

**3RD NATION** *I Believe* (CHAMPION/EASTWEST) - A great record with a lot of positive energy! Sounds like Disco with a 90's flavor!

**DJ ICEE** *Tricks* (ZONE) - Great response on the mix show. An incredible trip-hop progressive track with a killer female vocal. DJ Icee and Orlando, FL is definitely bringing some Magic into the mix!

**CARLOS FUSARO, KTFM, San Antonio**

**REAL McCOY** *Run Away* (ARISTA) - Wow, I'm actually gonna have to buy this record...HUGE already.

**JANET JACKSON** *U Want This* (VIRGIN) - On rotation now, underground mixes slammin' for the mix!

**RAPPIN 4-TAY** *Playaz Club* (EMI RECORDS) - Re-added to the mix, also playing at night on KTFM. This is happening.

**CLUBZONE** *Hands Up* (LOGIC) - The CLUB BOMB! Very progressive, yet not too repetitive for the radio. Four great and different mixes that range from house to euro. Luv ya, Kelly!

**JOSEPH FRIAR, KVIC, Victoria**

**BARBARA TUCKER** *I Get Lifted* (STRICTLY RHYTHM) - *Beautiful People* was the club anthem of last year and a record that good is always hard to follow, but wait...here it is, THE club anthem for 95! Yes, Ms. Tucker has done it again! What can I say but Massive! Wonderful vocals and lyrics and what a hook! The bomb.

**DJ DOVE** *God O'Mighty EP* (DEEP GROOVE) - From Jersey comes this slam-min' 4 track EP! Deep House, Ruff Beats and Killer Grooves! Check out *Illusions* on the Deep Side and *Really Injected* on the classic Side! Thanks to Mike at Maxi for the hookup!

**DANNY MORALES** *Only For The Blunted EP* (AFTER DARK) - Dynamite EP destined for dancefloor destruction! Side A's *I See You* and *I See Dubby* brings slammin' grooves and the sampled hook from the **FOG'S** *Been A Long Time*. Side B contains Buddah's Funky sampling MD-Xspress, Nights Of The Owl with keys by Todd Terry and Who Knows.

**CHICAGO TRACKWERKS** *Volume 3* (HOUSE JAM) - From the windy city comes the third and best installment of the Trackwerk series! Be Quiet stomps with fresh beats and Salt-N-Pepa samples! Everybody's Rock pumps with an Al Naafysh sample and Crystal Water keys! 5 killer tracks on this EP!

**JOHN HOHMAN, METROMIX, Pittsburgh**

**ROULA** *Lick It* (ID) - Another big novelty record.

**FUN FACTORY** *Close To You* (CURB EDEL) -

Blowing up.

**STAN PRIEST, POWER PIG, Tampa**

**GLORIA ESTEFAN** *Everlasting Love* (EPIC DANCE) - She is a ninja...this kicks ass!

**BRUCE BAPS** *Just A Little Bit Of Love* (KRIZTAL) - Pierre Zon Zon has a real tune here! Nice work champ!

**MARY J. BLIGE** *Be Happy* (UPTOWN/MCA) - Happy indeed! This is a fun, uptempo reworking.

**WILLI ONE BLOOD** *Whiney, Whiney* (RCA) - This has real juice, come to Tampa and from the runway you can hear the whole city humming this tune...talk about catchy...it's like a music virus, we all got it! It's an epidemic!

**NRG DEFINED** *Do It Right* (MIC MAC) - Slammin! Wrap one up for all your friends for the Holidays!

**A.C.E.** *I'm Going To Love You* (JOEY BOY) - You are going to love this one. Very nice freestyle on the strength!

**'Jammin' GEORGE PEREZ, POWER96, Miami**

**GLORIA GAYNOR** *I Will Survive* (ISLAND) - The song that destroyed in the late 70's is back again, but with a different flavor. This record has a Spanish version and even comes with the original version. Check this one out.

**NADINE RENE** *Never Say No* (BACKSTAGE) - This artist is extremely talented and it comes out on this record, you might remember her last song, *Say You'll Stay*. It was a hit! This record has the same potential and then some.

**N.C.O.P. PROJECT** *What's It All About* (CUTTING) - For all House freaks, this one's for you. GA's underground is the track I like best. It's got a great underground feel to it. Check it out!

**XTRA STRENGTH** *Just A Little* (CUTTING) - Here's a track that all the club and radio jocks can use. It's great for laying an a capPella over it or just impressing everyone with its great production. No matter what, get it at all cost!

**CHRIS BARAKET, WAEB, Allentown**

**COLLAGE** *Diana* (METROPOLITAN) - This cut picks up where *I'll Be Loving You* left off. A great freestyle sound that has the listeners going crazy!

**NRG DEFINED** *Do It Right* (MIC MAC) - An underground club SMASH that has a strong and powerful pounding vibe! *Dub It Right* is my favorite cut and it's getting some serious attention!

**TO KOOL CHRIS** *Work Your Body* (STRICTLY HYPE) - Check the Club Mix, it's too kool, with catchy vocals and a solid base, this song will be rippin' up turntables everywhere from coast to coast!

**CLUBZONE** *Hands Up* (LOGIC) - A 'hittin' ya hard' pounding track that's way full of energy and a familiar sound. The UK Club Mix has what you're looking for.

**XTRA STRENGTH** *You Are My All* (CUTTING) - The Something To Dance To mix is totally the shit! Actually, it's like a 1994 dub version of Joyce Simms, All In All very, very good! Thanks to Glenn Friscia for the tip! Right Smiley!

**BOP SCUCHIE** (STEP SUN) - I don't know the name of this Reggae song, but I do know that Bobby 'Kool' Konders is the producer of this fat, fat track! Check it out. It's going to blow up in the mix shows and clubs! Some other cuts doing damage are **RHYTHM & CO.**, **MAX-A-MILLION**, **THE CHOSEN FEW** and **THE BRAND NEW HEAVIES!** Peace Urie 1620!

**SHANNON 'The Spindog' WILLIAMS, WGRD, Grand Rapids**

**SEX CLUB** *Big Lover Man* (FLY) - This is by far the safest Sex Club song yet, a sure fire hit on the dance floor, and a must for all mix shows on the radio tip.

**TINMAN** *Eighteen Strings* (frr) - This guy has done so much for so many others, it's nice to see such an awesome cut done for himself. If you're not already on this one, jump!

**DJ BOBO** *Take Control* (CMC INTERNATIONAL) - By far his best work yet, this tune has huge potential for both the club and radio scene, a must for all DJ's.

**REALITY** *Wanna Get Busy* (STRICTLY RHYTHM) - I had my doubts that this group could come back with a hit that would top *Yolanda*, boy was I wrong! They've done it again, and this one's simply awesome.

**ROSS WILSON, WOWI, Norfolk**

**CLUBZONE** *Hands Up* (LOGIC) - Kelly and the crew are serving up hits like there is no tomorrow. This one is a great Euro/pop floor filler. Check it out...very cool.

**K7** *Body Rock* (TOMMY BOY) - Just think of TKA's Maria. It's a SMASH...

**STEVIE B.** *Funky Melody* (EMPORIA/THUMP) - He's back and better than ever. Solid freestyle track with Stevie's vocals. You can't lose with this one.

**TRACI LORDS** *Control* (RADIOACTIVE) - This one is gonna be huge...I love this record! ...PEACE

**JIM 'Chopper' COHN, Z100, New York**

**MR. GRIMM** *Situation Grimm* (SONY) - Fat track, well produced and a good hook...should do very well.

**CAMEO** *Slyde* (RAGING BULL) - Down home, slammin, funk track...Cameo is back!

**YOUSSOU N'DOUR** *Undecided* (CHAOS) - Who cares if you can't understand a freakin' word the guy says; the track moves.

**DJ GROOVE, Z90, San Diego**

**B.I.T.S.** *Can You Feel The Rhythm* (CAJUAL) - This record is the shit! This cut will work 100%! If you like Cajuals work, you'll love this one!

**BUCHWILD** *The Gotta Have EP* (MAXI) - Check out the Haloja Mix. This cut is slam'n!

**LECTROLUV** *The Difference (remixes)* (EIGHTBALL) - The cut I recommend is *The Difference We Made!* This cut is on the more soulful tip. This record is dope!

**DANNY MORALES** *Only For The Blunted EP* (AFTER DARK) - Check out cut #1, *Buddha's Funky*. That shit is slam'n!

## DAVE FERGUSON

### IMAGE PROMO'S

How do we make our promo's "bigger than life"? This question was posed to me recently by KGGI General Manager, Dave Presher.

My answer was that "image is everything". "Bigger than life" doesn't mean forcing bells and whistles where they don't belong. Sure there are production techniques one can use that make the audio sound "big", but what good is this if the message is small? It's the writing style, combined with vocal delivery and sounds that sets an image in the listener's mind.

Too often, "bigger than life" is misinterpreted as simply "bells and whistles". An example of forcing bells and whistles would be the most recent promo's running on a Top40 station in the Bay Area, (to remain nameless, and probably ratingless as well). Lots of special effects. No real entertainment value. What should take 15 seconds to say ends up taking 60 seconds. The producer is trying to compensate for a lack of content with bells and whistles. It's as if a kid was let loose in a sound effects factory, without any focus or direction. Such an approach alienates any listener over age 14. The promo's end up sounding juvenile and commercial in nature.

The success of a promo is based on how

"uncommercial" it sounds. Theory being that the listeners instantly tune it out if it sounds to them like another of your many commercials. Thus, it is the style of your writing that makes a promo, (and the promotion it supports), sound "bigger than life."

### IMAGE IS EVERYTHING

The most effective promo's are the most simple in nature. One thought. One idea. Virtually no actual contest details. Just imagination. Always keep in mind the mindset and tolerance level of your target listener. What will entertain them? What will strike a chord in their minds and make them visualize the picture that you're painting? Is the picture "bigger than life"? Does it sound like a commercial? Or even worse, does it sound like your production guy or girl was competing for the "small market promo of the year award"???

Specific contest rules and actionable details should be presented either in live liners by the disk jockeys, in specific (commercial-rules) promo's that run in commercial sets, (because they sound like commercials). Some stations have even begun using interactive phone lines for these lengthy "commercial-promo's", (so as not to waste the time of the majority of listeners who will never play the contest anyway).

When you write a promo, paint a picture in the listeners mind. Not a picture of the actual contest, it's mechanics, rules, etc...but a picture that is all image and attitude. With an active imagination,



both from the writer, and the listener, your image promo's will be exactly that-"IMAGE" promo's. BIGGER THAN LIFE!

Next week, a review of some phenomenal new digital workstations, Roland's latest, and the new DSE 7000. So user-friendly, even a disk-jockey can figure it out!

This is "The Artist formally known as Doctor Dave", wishing you good promo health in 1995!

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

## MARK SHANDS

### MAKING THE HITS IN JANUARY

Here we are, start of another year, in that first music meeting of 1995 and things are a little different. It's easy to notice that there are not as many new tunes to choose from as there were back when we were headed into Christmas. That's the nature of the music business. There was an avalanche of new product heading in...just a trickle to work with today.

This is the time when Music Directors and Program Directors earn their bucks, you've got to fight to find new hits. Here are some ideas on how to do it.

Just a few weeks ago the music industry was having its biggest selling season of the year. Hit the phones, or better yet, get in the car and speak to the record store people. The things they've seen going into Christmas are worth pure gold to you! With the sales volume they've been experiencing they are now very in touch with the people's music tastes. Those store people know things about music trends that TIME Magazine will be telling the business world along about July. You need to know the story today.

Now is also a good time to talk to a few local club jocks about the things they picked up during the holidays. Christmas and New Years are times that really heat up the club scene, there are trends to spot there also. There may also be a happening club tune that you didn't have room for before Christmas that would really come in handy today. Check your sales information from October-

November. Ask the club guys for suggestions.

Another important place to check is your request line callers. When you're not on the air trying to do a show, talk to the listeners about the music they got for Christmas. What tracks do they like best from the Boyz II Men album? The answer to that simple question would be very valuable to you in your next music meeting.

Now that you've covered the basics of local music research here are some other places to consider.

Think about the artists you have in power or power recurrent today. Is there another track from their CD that you feel strongly about. Now is the time to try it.

Check the album sales from your market. Is there an album in the Top 10 that might have a track that deserves a try? You know there is!

Check your old research from that October-November period when we were overloading with pre-Christmas releases. Usually you'll be able to spot a track or two that seems like it might have been a hit, but got trampled in the Christmas stampede. Now might be a great time to go back and pick one of them up for a re-try.

Remember that your air talents were hangin' with the people all through the holidays. Talk with them about tunes they heard the audience talking about. Sometimes a tune will emerge that most of the DJs have been getting comments on. Imagine, talking with the air talents about music, what a concept! Maybe this should be a habit?

Your local and national record reps are going



through the same lack of music problems you are. Talk to them and see which tunes they think got passed over. Might want to bounce some of their ideas off the retail people.

Most important...listen. Crank up the CD player and listen to the tunes as you work. Check all the big albums that fit your format. As a broadcaster you are miles ahead of most everyone else when it comes to music, use that advantage! Listen, listen, listen!

Put all of this together and you are going to plug into your market. Not only will you find a few passed over gems, you'll also establish the relationships you need to really become a hitmaker.

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

## BREAKOUTS

**BRAND NEW HEAVIES "Spend Some Time" (ffrr)**  
**ERASURE "I Love Saturday" (MUTE/ELEKTRA)**  
**DJ BOBO "Take Control" (CMC INTERNATIONAL)**  
**TRACI LORDS "Control" (RADIOACTIVE)**  
**MADONNA "Take A Bow" (MAVERICK/SIRE/WB)**

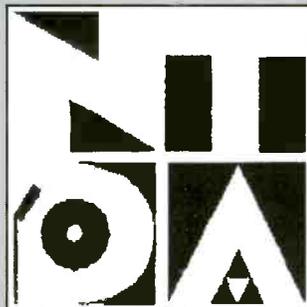
## CLUB MOVERS

TW	Artist	Track	Label
1	M PEOPLE	"Excited"	(Epic)
2	JANET JACKSON	"You Want This"	(Virgin)
3	CORONA	"The Rhythm Of The Night"	(EastWest)
4	MADONNA	"Secret"	(Maverick/Sire/WB)
5	ACE OF BASE	"Living In Danger"	(Arista)
6	TLC	"Creep"	(LaFace/Arista)
7	DONNA SUMMER	"Melody Of Love"	(Casablanca/Mercury)
8	SEX CLUB XXX	"Big Dick Man"	(Fly)
9	LIVIN JOY	"Dreamer"	(MCA)
10	INI KAMOZE	"Here Comes The Hotstepper"	(Columbia)
11	CARLEEN ANDERSON	"Mama Said"	(Virgin)
12	MARY J. BLIGE	"Be Happy"	(Uptown/MCA)
13	E.V.E.	"Groove Of Love"	(Gasoline Alley/MCA)
14	MIRANDA	"Round & Round"	(Sunshine)
15	CRYSTAL WATERS	"What I Need"	(Mercury)
16	EVERYTHING BUT THE GIRL	"Missing"	(Atlantic)
17	FLN FACTORY	"Close To You"	(Curb Edel)
18	BRANDY	"I Wanna Be Down"	(Atlantic)
19	C&C MUSIC FACTORY	"Take A Toke"	(Columbia)
20	3RD NATION	"I Believe"	(EastWest)
21	CRAIG MACK	"Get Down"	(Bad Boy/Arista)
22	FU-SCHNICKENS	"Breakdown"	(Jive)
23	TOM JONES	"If I Only Knew"	(Interscope)
24	SPIRITS	"Don't Bring Me Down"	(MCA)
25	BLONDIE	"Rapture"	(Chrysalis/EMI)
26	GROOVE COLLECTIVE	"What U Got"	(Reprise)
27	SEAL	"Newborn Friend"	(ZTT/Sire/WB)
28	GLORIA ESTEFAN	"Turn The Beat Around"	(Epic)
29	DR. DRE & ED LOVER	"Back Up Off Me"	(Relativity)
30	DEEE-LITE	"Call Me"	(Elektra)
31	HEAVY D & THE BOYZ	"Black Coffee"	(Uptown/MCA)
32	ICE CUBE	"What Can I Do"	(Priority)
33	DONNA ALLEN	"Real"	(Epic)
34	CAPPELLA	"Move On Baby"	(ffrr)
35	NICOLE	"Runnin Away"	(Avenue)
36	67 BOYZ	"Kitty Kitty"	(Rip-it)
37	DAN HARTMAN	"The Love"	(Chaos)
38	KWS & GWEN DICKEY	"Ain't Nobody (Loves Me Better)"	(ZYX)
39	KARYN WHITE	"Hungah"	(Warner Bros.)
40	PET SHOP BOYS	"Absolutely Fabulous"	(EMI)
41	C&C MUSIC FACTORY	"Do You Wanna Get Funky"	(Columbia)
42	DR. DRE & ICE CUBE	"Natural Born Killaz"	(Interscope)
43	SALT N PEPA	"None Of Your Business"	(Next Plateau)
44	LAGAYLIA	"Shower Me With Love"	(Epic)
45	FHARAO	"I Show You Secrets"	(Columbia)
46	LOVE STATION f/Lisa Hunt	"Best Of My Love"	(Pandisc)
47	PARIS	"Guerilla Funk"	(Priority)
48	LISA STANSFIELD	"Make"	(Giant)
49	C&C MUSIC FACTORY	"Robi-Robs Boriqua Anthem"	(Columbia)
50	TWENTY 4 SEVEN	"Slave To The Music"	(ZYX)

# COLUMBIA

RECORDS *Presents The*

## HITMAKERS RECORD POOL OF THE MONTH!



**North Texas  
Dance Assn.**

**TONY ACO  
HOUSTON**

### CAREER HIGHLIGHTS:

Being named Director of N.T.D.A.  
 Awarded "Best D.J." at the first annual Dallas Dance Club Awards.

### CAREER LOWS:

None yet.

### PROPS & SHOUTS:

To all labels who still believe Pools break records from the street.

## COLUMBIA CUTZ

### CE CE PENISTON

"Keep Givin' Me Your Love" (David Morales Remix)

### PHARAO

"I Show You Secrets"

### FUGEES

"Vocab"

### C&C MUSIC FACTORY

"Take A Toke/Boriqua Anthem"

### TRISHA COVINGTON

"Why You Wanna Play Me Out"

## NOMINEES FOR ISSUE 871

VOTE FOR YOUR CHOICE

1. CARLOS FUSARO (KTFM, San Antonio)
2. BAD BOY BILL (B96, Chicago)
3. SWEDISH EAGLE (GROOVE RADIO, L. A.)

Call Your STREET SHEET Account Executive

RECORD POOL OF THE MONTH WINS SONY HEADPHONES!

# LSO



GET  
IT  
RIGHT

*Going For Adds...  
The 24th Of  
January*



# CHICAGO

# 1995



**DATE:**

May 4 • 5 • 6

**THE PLACE:**

Westin Hotel (312) 943-7200

**ROOM RATE:**

\$110

**PRE-REGISTRATION:**

\$150

# HITMAKERS

**REGIONAL  
SEMINARS**



**RADIO  
'95**

**DEAD EYE DICK**

**PERFECT  
PERFECT  
FAMILY**

**Follow-up to this year's smash  
debut single "New Age Girl"**

**ADD DATE JANUARY 9**



**CHIBAN  
RECORDS**

P.O. Box 724677, Atlanta, GA 31139-1677 • (404) 419-1414 • Fax (404) 419-1230

# Ear To The Ground



Scott & Todd's Christmas broadcast live for the third straight year at the Blythedale Children's Hospital and raised over \$20,000! This year, Wing/Mercury recording artist Vanessa Williams paid a visit during the show. Pictured, (L-R): WPLJ PD Scott Shannon; Mercury Sr. VP/Promo David Leach; Vanessa Williams; WPLJ President/GM Mitch Dolan and VP/Programming Tom Cuddy.

## NAMZ IN THE NEWZ:

**BRENDA ROMANO • BARRY WEISS • ROBIN CECOLA • PACO LOPEZ • DANIEL GLASS • SEAN PHILLIPS • TOM GORMAN • PAT MARTINE • BURT BAUMGARTNER • MARK BENESCH**

## Late-Breaking News And Inflammation:

So, let's review some of the industry highlights that happened during the Christmas & New Year's festivities:

Radio vet CHARLIE QUINN re-entered the biz after a stint as a Hollywood screenwriter by taking the Y107/Nashville PD gig, replacing JOHN IVEY, who had a 20 minute layover there en route to KISS108/Boston...

BRIAN BRIDGMAN gets to keep his North Carolina license plates, as segues from G105/Raleigh to PYRAMID's WEDJ/Charlotte.

JAY BOBERG, President of I.R.S. RECORDS, was named the President of MCA Music Publishing Worldwide. I.R.S. Chairman MILES COPELAND will now assume the role of President & Chairman, while BARBARA BOLAN will become GM of the label.

SEAN PHILLIPS, last seen as PD of KHKS/Dallas, re-emerges as Director of Programming for WKAZ-FM & WCZR-AM/Charleston, WV and WILN-FM/Panama City Beach, FL, co-owned by Z100's STEVE KINGSTON.

KWNZ/Reno PD CHUCK GEIGER accepts the PD post at KISF/Kansas City. Crosstown KRNO PD LARRY IRONS will now handle the programming of both stations, pending the completion of an LMA.

Z100/New York GM ALAN GOODMAN resigned, reportedly to head up his own broadcast group. Stay tuned...

## Newer News:

The envelope please...And the winner of the much-coveted KROQ/L.A. MD position is RCA National Alternative Promotion Director LISA WORDEN. The position has been vacant since the departure of DARCY SANDERS-FULMER to VH-1 last year. PD KEVIN WEATHERLY told THE EAR, "Lisa was the first and only choice. She grew up in Southern California listening to KROQ. She knows the music, she loves the music and she has great instincts. She certainly has the potential to be a star in this position."

ZEKE PIESTRUP has been named KROQ Music Coordinator. Worden will begin her duties in mid-January.

After weeks of 'will he or won't he take the gig,' consultant RANDY LANE has accepted the PD post at HOT A/C KYSR (STAR98.7) Los Angeles. Replacing Lane at VALLIE CONSULTING is MIKE DONOVAN, most recently PD of WEDJ/Charlotte.

EZ COMMUNICATIONS makes some moves in New Orleans...HOWARD STERN debuts on B97, displacing WALTON & RUMBLE, who segue across the street to Alternative WZRH (The Zephyr). B97 APD/MD JOEY GIOVINGO retains his current duties and will add PD stripes for newly acquired LMA partner WRNO, (\$7.5 million) which just flipped to 70's Gold, and the new handle, "The River." Market observers tell THE EAR it sounds like 'More Talk...Less Music,' The market buzz is, 'Could Classic Rock be far behind???'

Across town, EARNEST JAMES is the new VP/GM of WQUE and WYLD.

## Pro's In Motion:

KSFM/Sacramento PD RICK THOMAS is reunited with his former Z90/San Diego PM Driver BILLY BURKE for afternoons, replacing CHUCK FIELD, who has left the building. Burke comes from WIOQ/Philly.

P.S. Field is looking for a record gig, and can be reached thru HITMAKERS.

PRECISION MEDIA's WKSS/Hartford promotes PD JAY BEAU JONES to VP/Programming and also ups OM JEREMY SAVAGE to VP/Operations.

Elsewhere in the company, veteran New England broadcaster JACK O' BRIEN has been named OM/PD of Precision's New Hampshire duopoly of WERZ, WMYF, WWEM and WZNN, replacing PETER FALCONI, now programming 70's Gold outlet 'The Eagle' in Boston. O'Brien programmed WERZ and WMYF from 1982-86. Duopoly GM AL PERRY also earns his VP stripes this week.

KMEL/San Francisco PD MICHELLE SANTO-SUOSSO ups three-year station vet EFREN SIFUENTES to middays. Sifuentes was former MD at KDON/Salinas-Monterey.

WNVZ/Norfolk PD DON LONDON announces the uppage of MD LARRY DAVIS to APD and PM Driver SEAN SELLERS to MD. And yes, that was Norfolk native PAUL 'CUBBY' BRYANT pulling a shift on Z104 during the holidays.

Listen for those dulcet tones of DR. DAVE FERGUSON filling in for DONNIE SIMPSON this week and next on WPGC/Washington.

Amazing Colossal Swing Jock MIKE MCGOWAN is tearing up I95 this week, doing midday fill-in at WJMN/Boston and nights at WTIC-FM/Hartford. THE EAR wonders...could the night thang at 'TIC-FM become a habit for Mr. McGowan???

What's up with PACO LOPEZ and BALTAZAR at HOT97/New York???

WSPK/Poughkeepsie Night Slammer SCOTTY MAC moves to PM's, replacing STEVIE T., who is getting into the syndication biz. Weekender KENNY WILDE has been upped to nights.

## Actual Damn Jobs:

How would you like to get into radio? No experience necessary!!! If you live in South Texas and have a killer personality, JAMIE HYATT is looking for you! He wants part-time weekend jocks that are REAL people. T&R to: KTFM, 4050 Eisenhower Rd., San Antonio, TX 78218.

KSFM/Sacramento needs a morning show sidekick. Must be able to target and relate to 25-34 year-old females and be able to bond with the existing MARK S. ALLEN morning show. Send package to: KSFM, 1750 Howe Ave., Suite 500, Sacramento, CA 95825. EOE.

Despite what you may have heard or read elsewhere, the PD position at KBOS/Fresno is still open, according to CenCal Broadcasting President STEVE MILLER. MARK ADAMS will continue as Acting PD until further notice. P.S the station is also looking for an MD...

JACOR's WWST/Knoxville has possible future full and part-time openings. T&R to: JIM RICHARDS, PD, WWST, 8419 Kingston Pike, Knoxville, TN 37919. EOE.



Over 3,000 listeners enjoyed the 2nd Annual Rick Deese KIIS-Mas Party, featuring live performances by Miranda; 4PM; and Columbia's Harry Connick, Jr. Front, (L-R): KIIS-FM's Bruce Vidal; Columbia's Charlie Walk & Dana Kell; KIIS-FM MD Tracy Austin & contest winner Seán Wright. (Back, L-R): KIIS-FM's Vic Jacobs; Supermodel Jill Goodacre; Harry Connick, Jr.; Rick Deese; Columbia's Dave Forman, KIIS-FM's Anita Dominguez; and Columbia's Greg Phifer

## Live From The News Womb:

Congrats to MCA's JAN KRUM and husband MIKE, proud parents of their second child, daughter HAYLEY MICHELLE KRUM, born December 23. She weighed in at 6 lbs 6 oz. The whole family is doing fine.

Congrats to ZOO ENTERTAINMENT Sr. VP/Marketing BRAD HUNT and wife SHERRY EIDEN ON THE BIRTH OF THEIR SON, LOWELL TAYLOR HUNT on December 12, 1994. He weighed 7 lbs 1 oz and measured 18 1/2" long.

## In Other News:

Metallica and ELEKTRA ENTERTAINMENT have announced a mutually amicable resolution of their recent dispute, and will continue to record for ELEKTRA.

Happy Birthday to MAVERICK's TERRY ANZALDO on January 7!

Look for PETER NAPOLIELLO to unleash the super promo team of all time on February 1. When the buzzer goes off, and the players hit the court, watch the crowd go wild!

Condolences to the family of DGC artist/songwriter TED HAWKINS, who passed away on January 1 following a stroke. He was 58.

# QUEENSRYËCHE

MTV  
Stress  
Rotation

## BRIDGE

Impact  
Date  
January 9

*Second*

From the platinum album **PROMISED LAND**

Produced by Queensryche & James "Jimbo" Barton Management & Prime inc.

EMI Records



SERVING THE MUSIC



# Crystal Waters **What I Need**

The follow up to the top 10 DANCE/CHR hit "100% Pure Love" From Storyteller.

"What I Need" Produced, Arranged, and Mixed by Basement Boys  
Executive Producer: Bruce Carbone  
Management: Vito Bruno for AM/PM Entertainment



a PolyGram company

© 1994 PolyGram Records, Inc.

The story continues...